
Central West Focus Area Steering Committee

Report to the Planning Board

October 29, 2013

Committee Organization and Decision-Making

- **17 member committee appointed by Council**
 - 8 residents of the surrounding area
 - 9 other representatives, including Advisory Board members, land and business owners

- **Committee determined its own decision-making process**
 - Consensus was the goal
 - 2/3 supermajority if no consensus

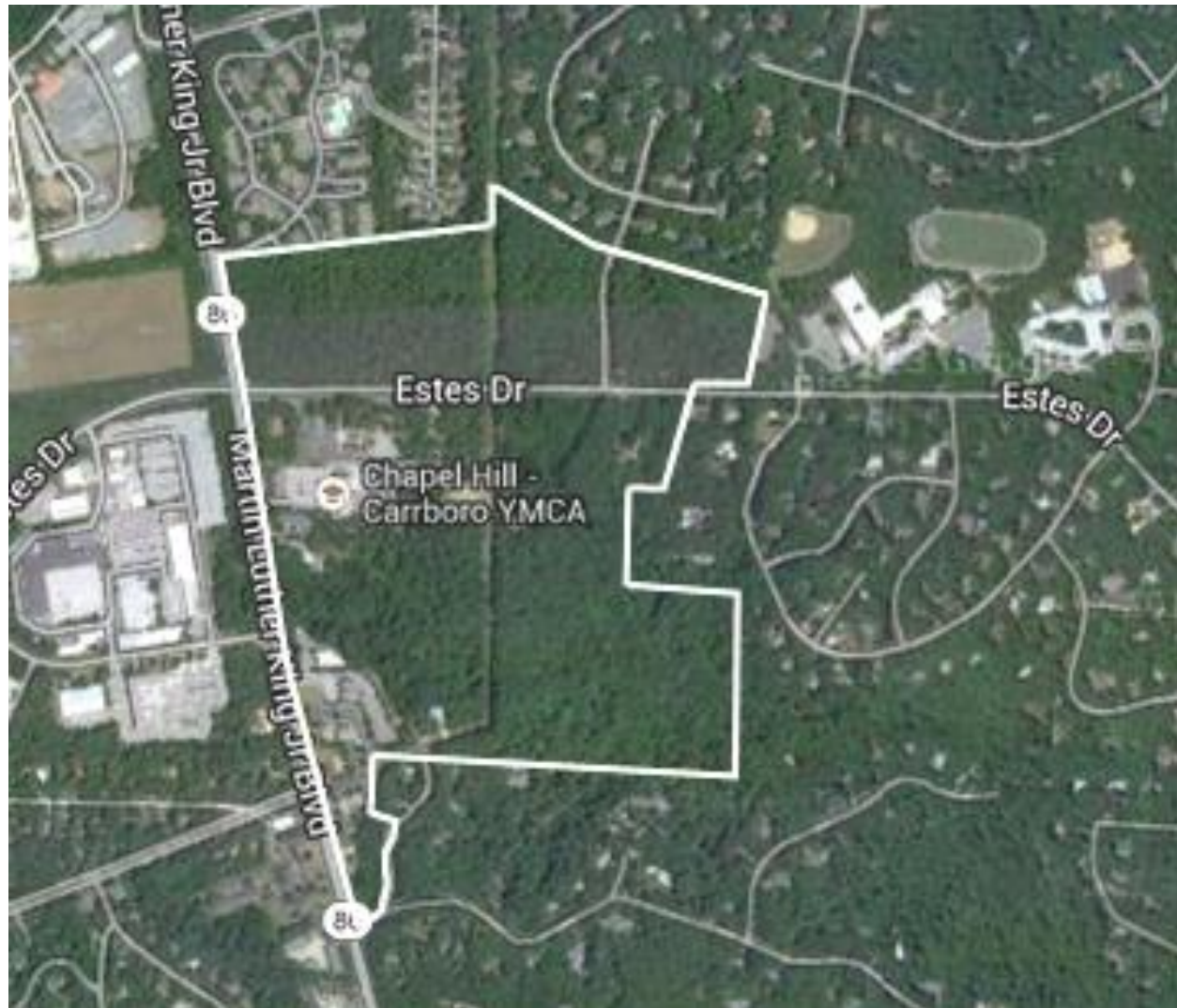
- **Consensus decisions (unanimous)**
 - Principles and objectives
 - Bike, pedestrian, and greenway plan
 - Stormwater recommendations
 - Improvements to Estes Road profile, including off-road trail

- **Supermajority decisions (2/3 majority or greater)**
 - Land uses
 - Heights and density
 - Draft plan document
 - Maximum Estes width of 5 lanes at the MLK intersection

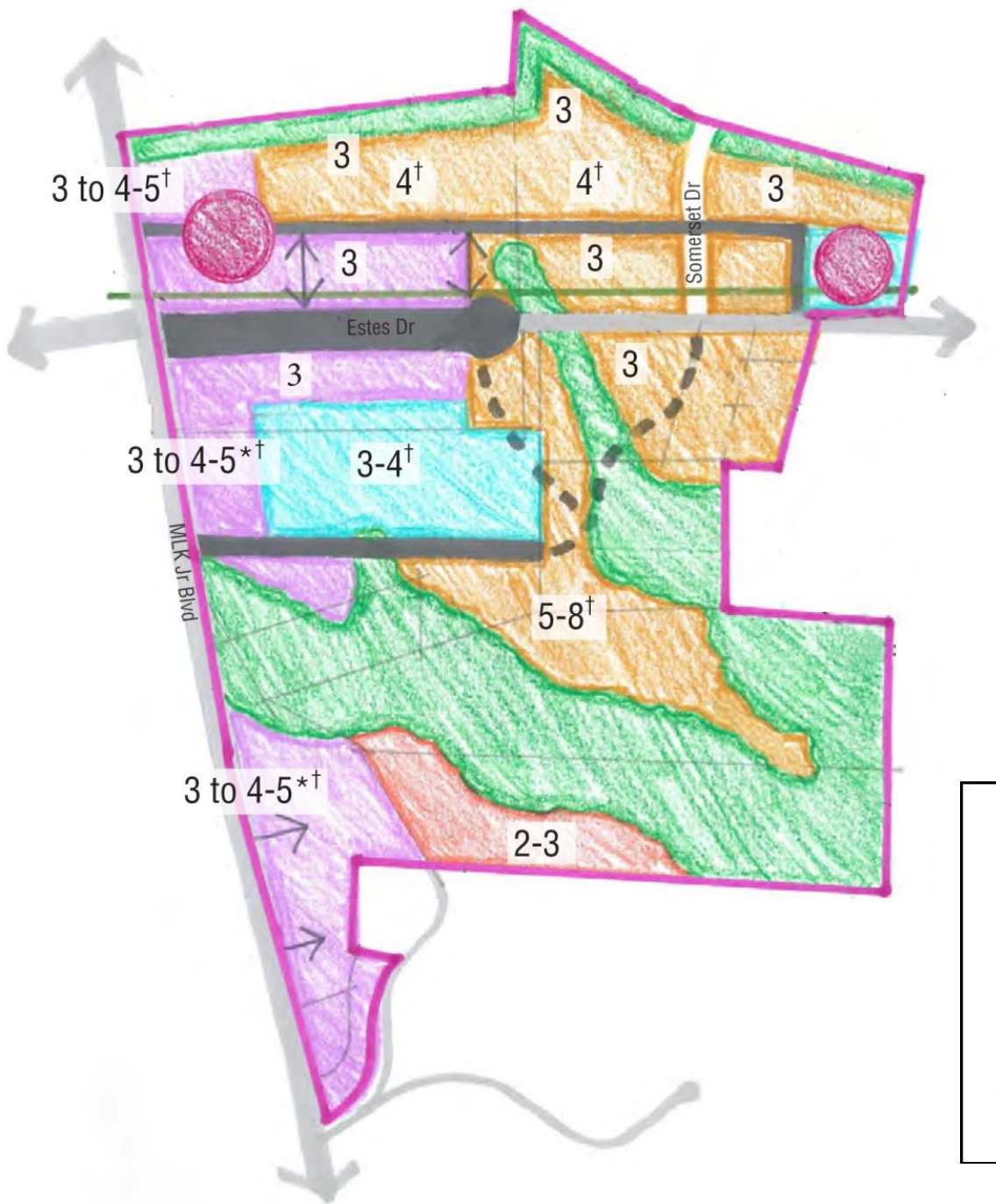
Plan Benefits Town and Neighborhoods

- **Walkable and “bike-able” destinations for new and existing residents**
 - Community-oriented retail
 - Public gathering spaces
- **Responds to concerns about traffic**
 - Traffic no worse than current situation with reasonable mitigation measures
 - Improved safety
- **Major improvements for pedestrians and bicyclists of all ages**
 - Improves walkability and bikeability to schools
 - Estes becomes a “complete street”
 - New greenway and connections to existing greenway network
- **Respects existing neighborhoods**
 - Greenway buffer
 - Compatible transitions between new and existing development
- **Respects and protects the environment**
 - Storm water management master plan
 - Preservation of tree canopy and other natural features

Planning Area Context

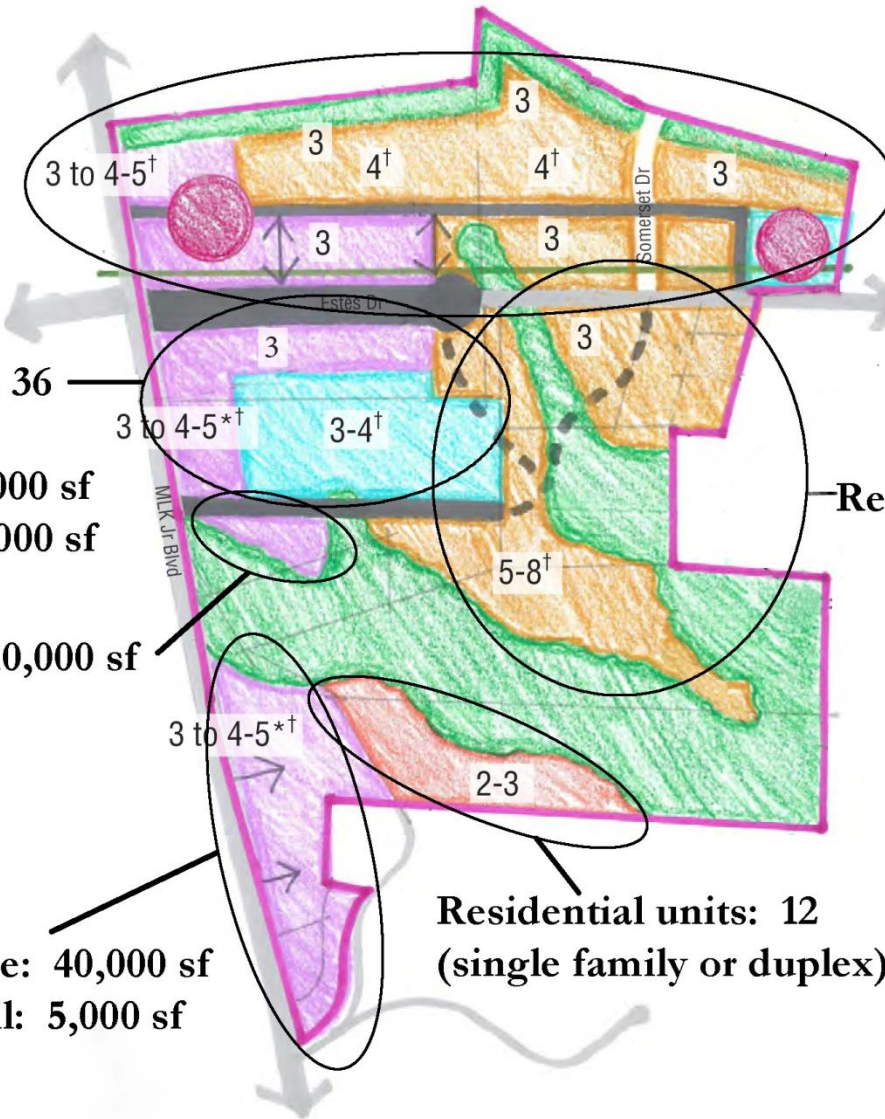


Use and Heights



-  New or Modified Road
-  Anchors
-  Mixed Use
-  Institutional
-  Residential (Multifamily)
-  Residential (Single Family or Duplex)

Response to Planning Board Requests – Estimated Square Footage



Residential units: 325
 Office: 40,000 sf
 Retail: 20,000 sf
 Commercial: 20,000 sf
 Hotel: 65,000 sf
 Institutional: 20,000 sf

Residential units: 36
 Office: 10,000 sf
 Commercial: 10,000 sf
 Institutional: 30,000 sf

Office: 10,000 sf

Office: 40,000 sf
 Retail: 5,000 sf

Residential units: 247

Residential units: 12
 (single family or duplex)

Planning Area Totals

Use	Total
Residential	620 units
Office	100,000 sf
Retail	25,000 sf
Commercial	30,000 sf
Hotel	65,000 sf
Institutional	50,000 sf

Response to Planning Board Requests: Alternatives Analysis & Comparison of Square Footage

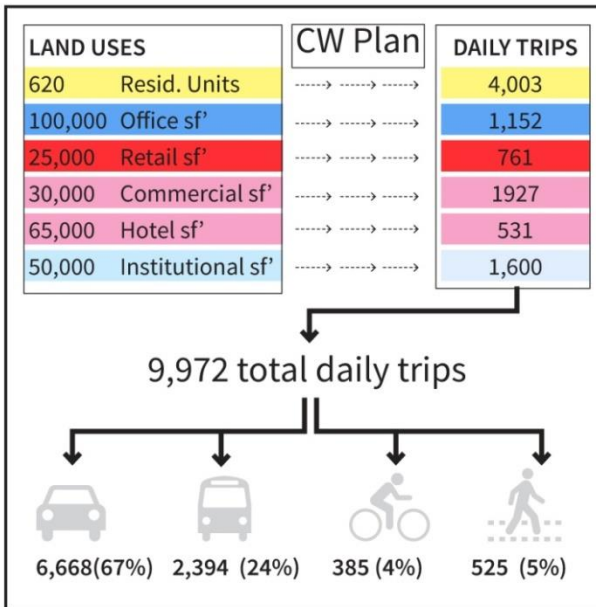
Scenario	Residential (SF)	Office (SF)	Commercial (SF)	Retail (SF)	Institutional (SF)	Hotel (SF)	Total SF
CW Plan	620,000	100,000	30,000	25,000	50,000	65,000	890,000
A1	687,000	93,700	13,000	93,350	30,000	59,300	976,350
B1	601,000	243,700	86,500	93,350	77,500	59,300	1,161,350
A2	923,000	514,600	80,000	99,350	60,000	118,600	1,795,550
B2	881,000	594,600	108,500	99,350	60,000	118,600	1,862,050

Note that residential square footage was calculated assuming an average of 1,000 SF/unit

Response to Planning Board Requests: Traffic Analysis

Central West Plan

Illustration	Mitigation Description	Existing	Final Alternative
	Existing Geometrics		✓
	NB Right-turn lane on MLK	★	✓
	SB right-turn lane on MLK	★	✓
	3rd NB through lane on MLK, requiring a 3rd receiving lane on MLK north of Estes	★	✓
	2nd SB left-turn lane on MLK, requiring a 2nd receiving lane on Estes east of MLK		✓
	2nd EB and WB through lanes on Estes, requiring 2nd receiving lanes on Estes both east and west of MLK		
	2nd WB left-turn lane on Estes		
	2nd EB left-turn lane on Estes		



★ Mitigation Measure Identified in Carolina North TIA

★ Improvement required to mitigate background growth and CN traffic.

2012 EXISTING CONDITIONS

Intersection	Traffic Movement	AM Peak		PM Peak
		D	E	F
Martin Luther King, Jr. Blvd at Estes Drive	Overall Intersection	D	E	D
	Eastbound	L	E	F
		T	F	E
		R	D	D
	Westbound	L	F	D
		T	E	F
		R	E	E
	Northbound	L	B	C
		T	C	D
		R	--	--
	Southbound	L	C	E
		TR	D	C

WITH mitigation

Estes Drive & M.L.K. Jr.		Central West Plan			
		AM		PM	
Control	Approach	LOS	Delay	LOS	Delay
Signalized	Total	D	46.6	D	49.9
	Eastbound	E	67.0	E	65.0
	Westbound	E	55.4	D	53.8
	Northbound	C	28.5	D	45.8
	Southbound				

Response to Planning Board Comments: Stormwater

Stormwater recommendations from current small area plan document:

- “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.”

Response to Planning Board Requests: Alternatives Analysis, Comparison of Trips by Type

Trips	A1		A2		B1		B2	
by Type								
Office	1,034	10%	5676	25%	2797	15%	6558	26%
Retail	2,844	27%	3027	13%	2964	16%	3027	12%
Comm	836	8%	5143	23%	5797	32%	6975	28%
Hotel	484	5%	969	4%	504	3%	969	4%
Institut	988	9%	1976	9%	2057	11%	1976	8%
Resident- tial	4,546	42%	5942	26%	3974	22%	5663	23%
	10,732		22733		18093		25168	

CW	
1152	12%
761	8%
1927	19%
531	5%
1600	16%
4003	40%
9974	

Scenario	Total SF
A1	976,350
B1	1,161,350
A2	1,795,550
B2	1,862,050
CW Plan	890,000

Response to Planning Board Requests: Alternatives Analysis, Comparison of Trips by Mode

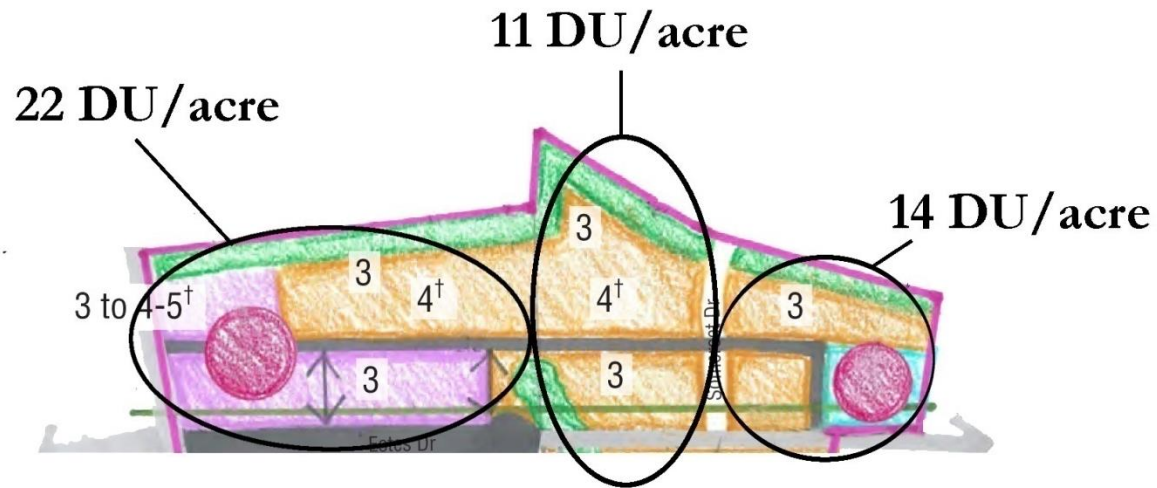
Trips	A1		A2		B1		B2	
by Mode								
Auto	7,122	66%	15774	70%	12763	71%	18127	70%
Transit	2,601	24%	5147	23%	4020	22%	5789	22%
Bike	426	4%	732	3%	548	3%	785	3%
Walk	579	5%	1021	5%	769	4%	1101	4%

CW	
6668	67%
2394	24%
385	4%
525	5%
9974	

Scenario	Total SF
A1	976,350
B1	1,161,350
A2	1,795,550
B2	1,862,050
CW Plan	890,000

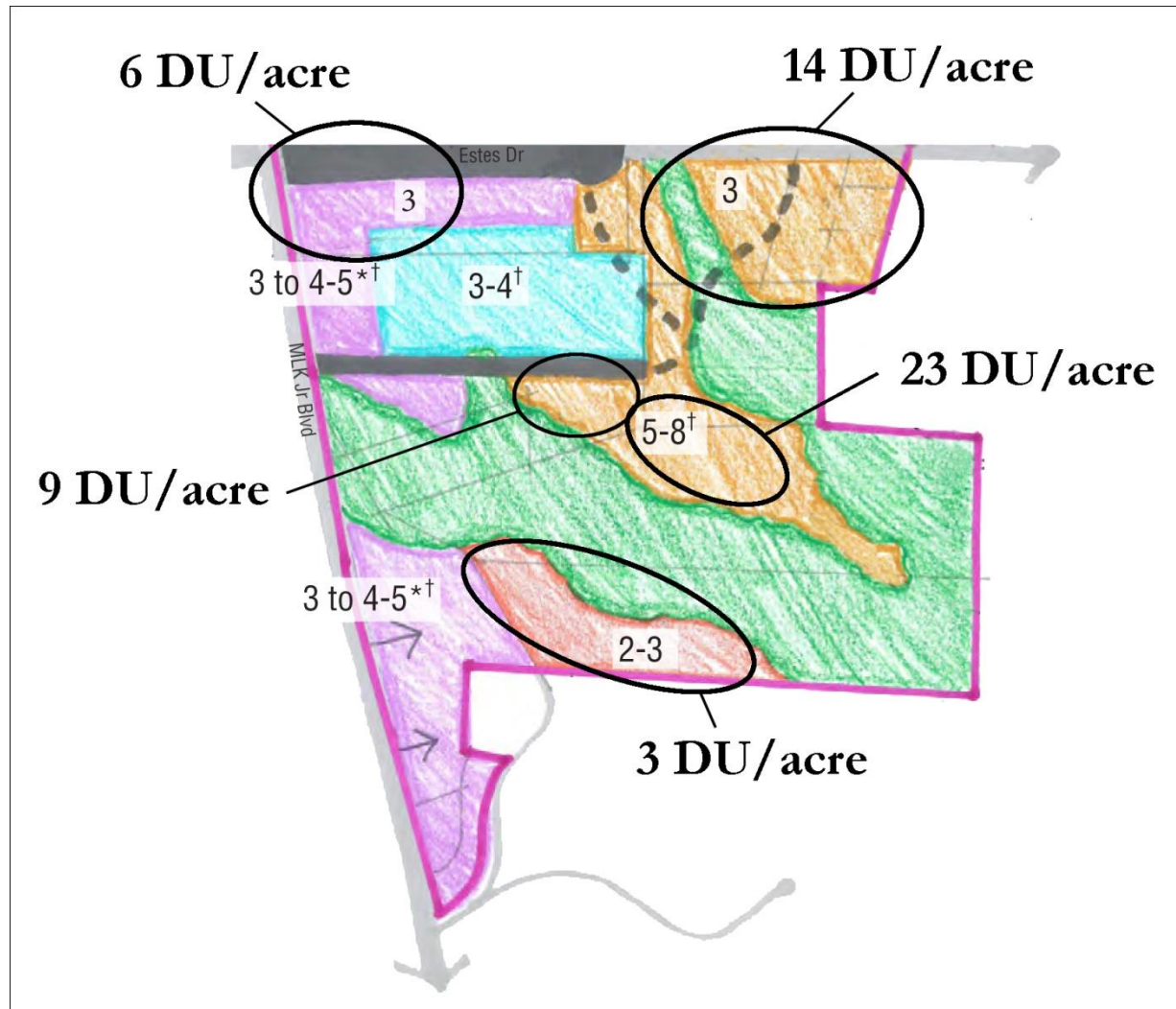
Response to Planning Board Requests: Densities

Area north of Estes Drive

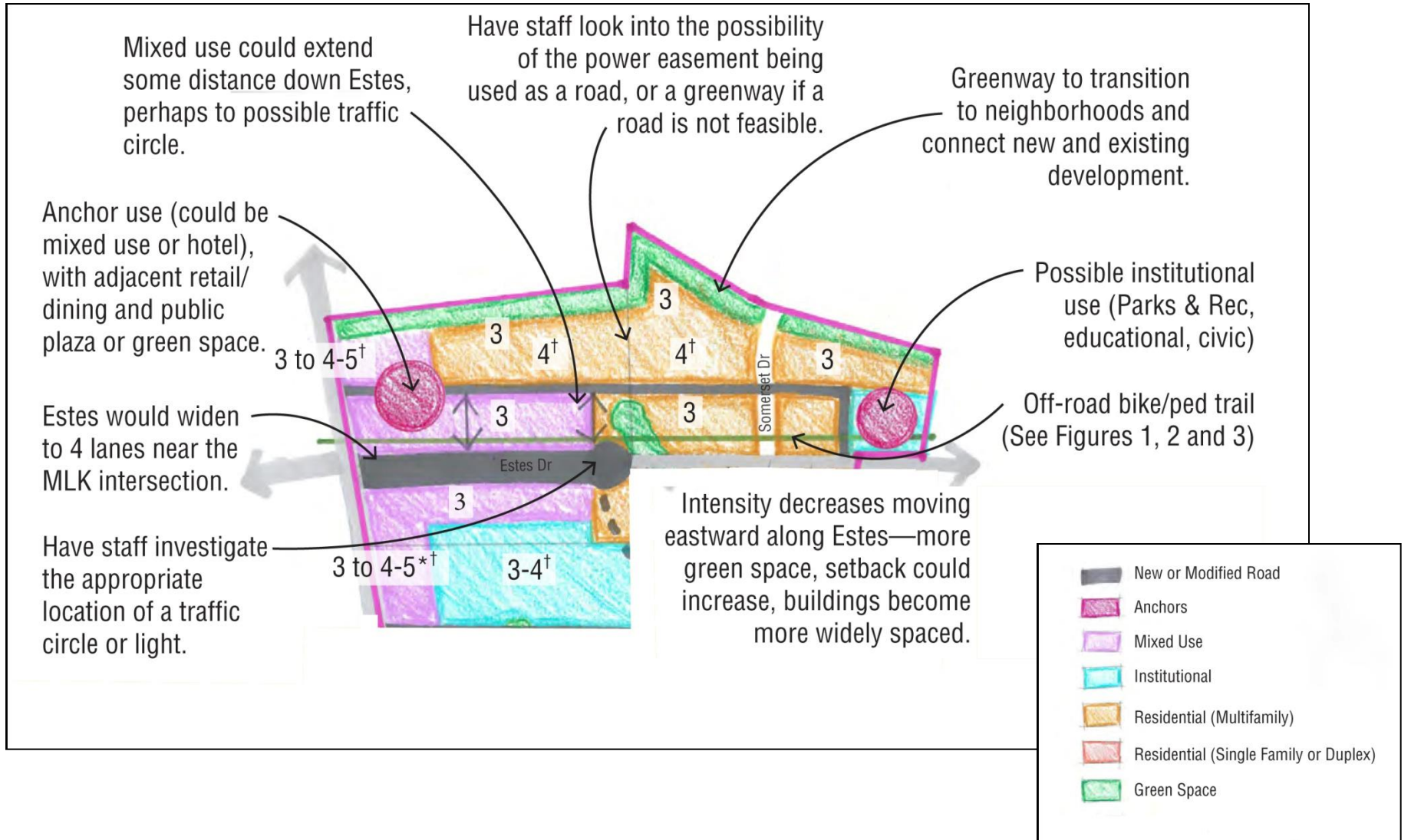


Response to Planning Board Requests: Densities

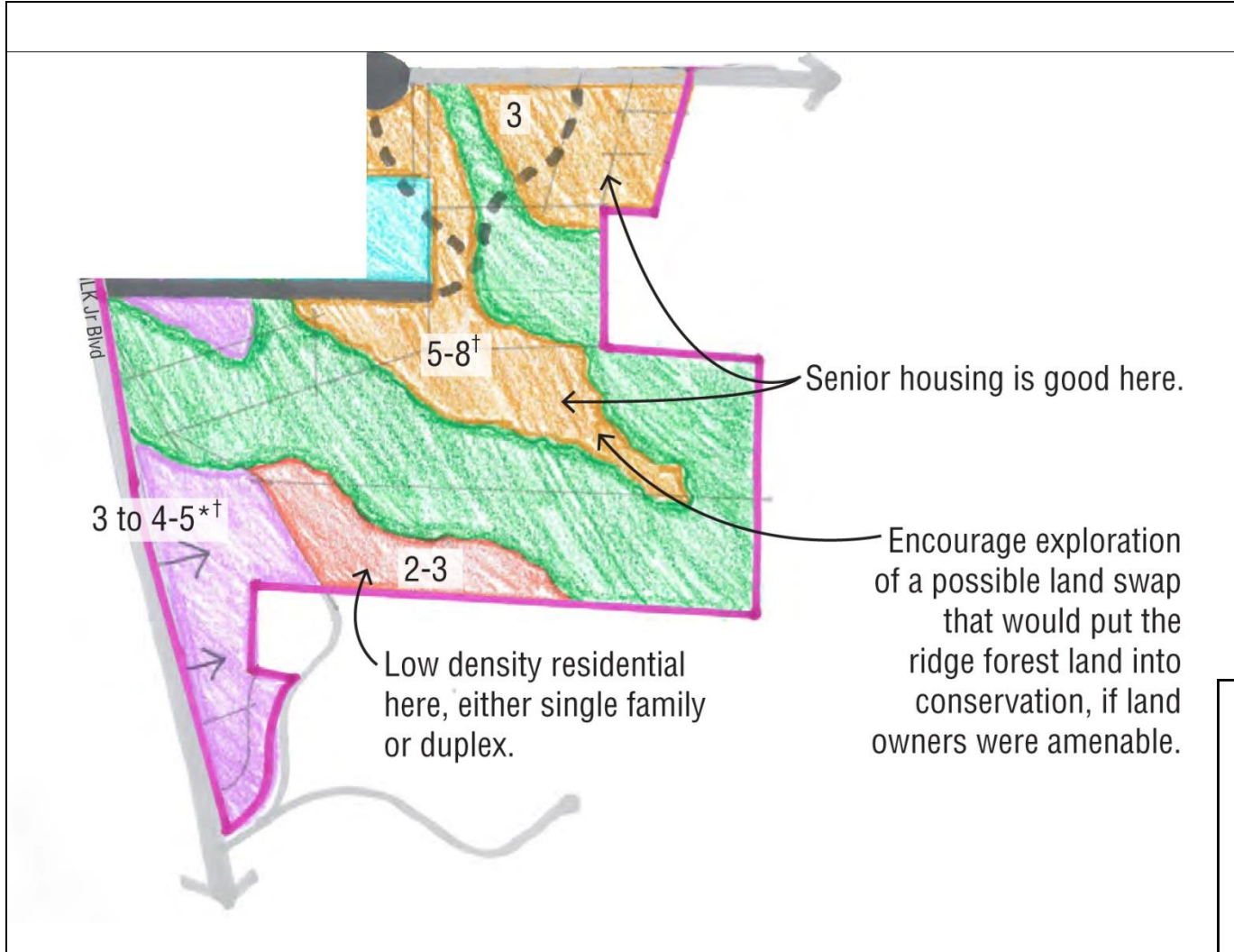
Area south of Estes Drive



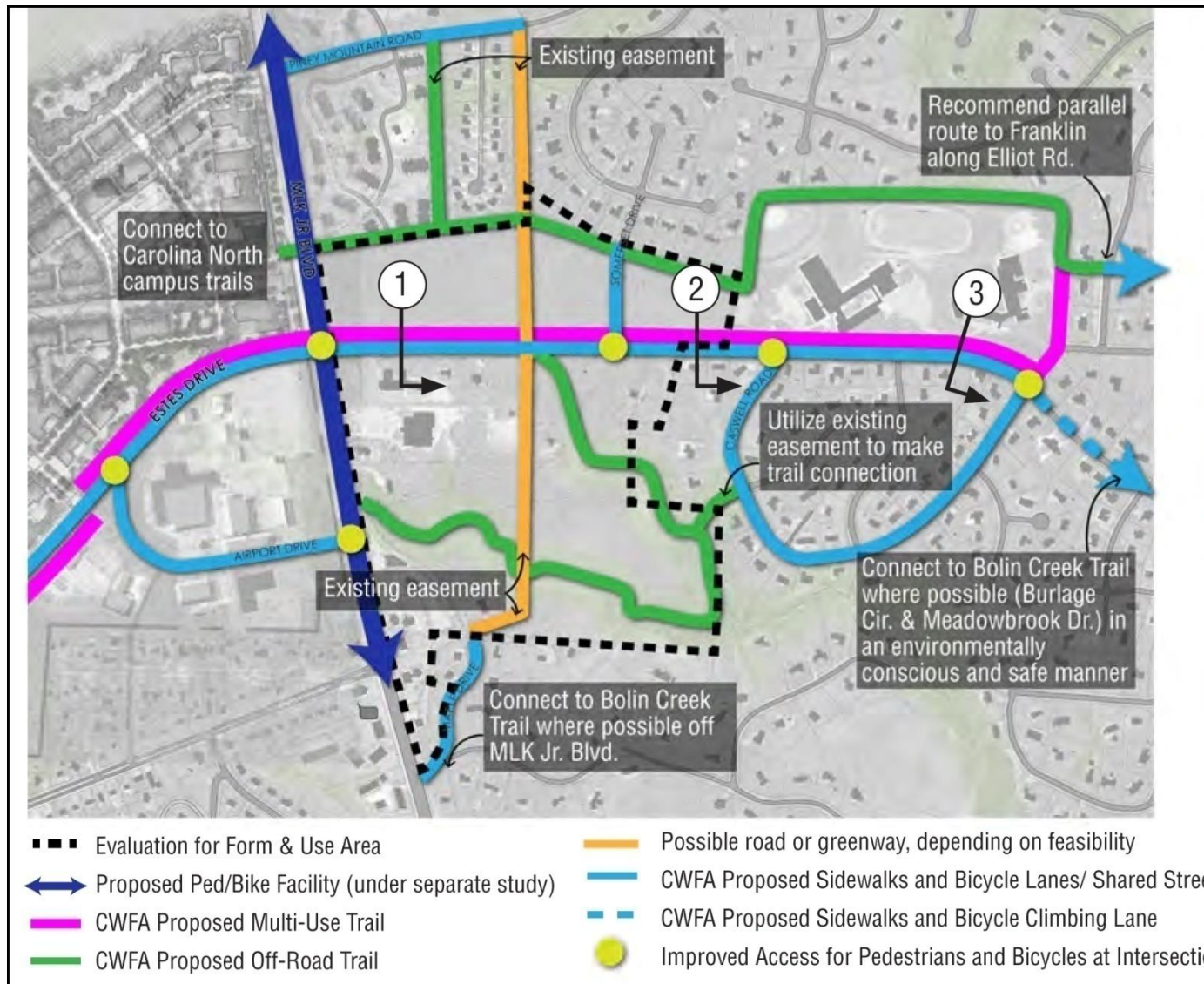
Detail of Northern Part of Planning Area



Detail of Southern Part of Planning Area



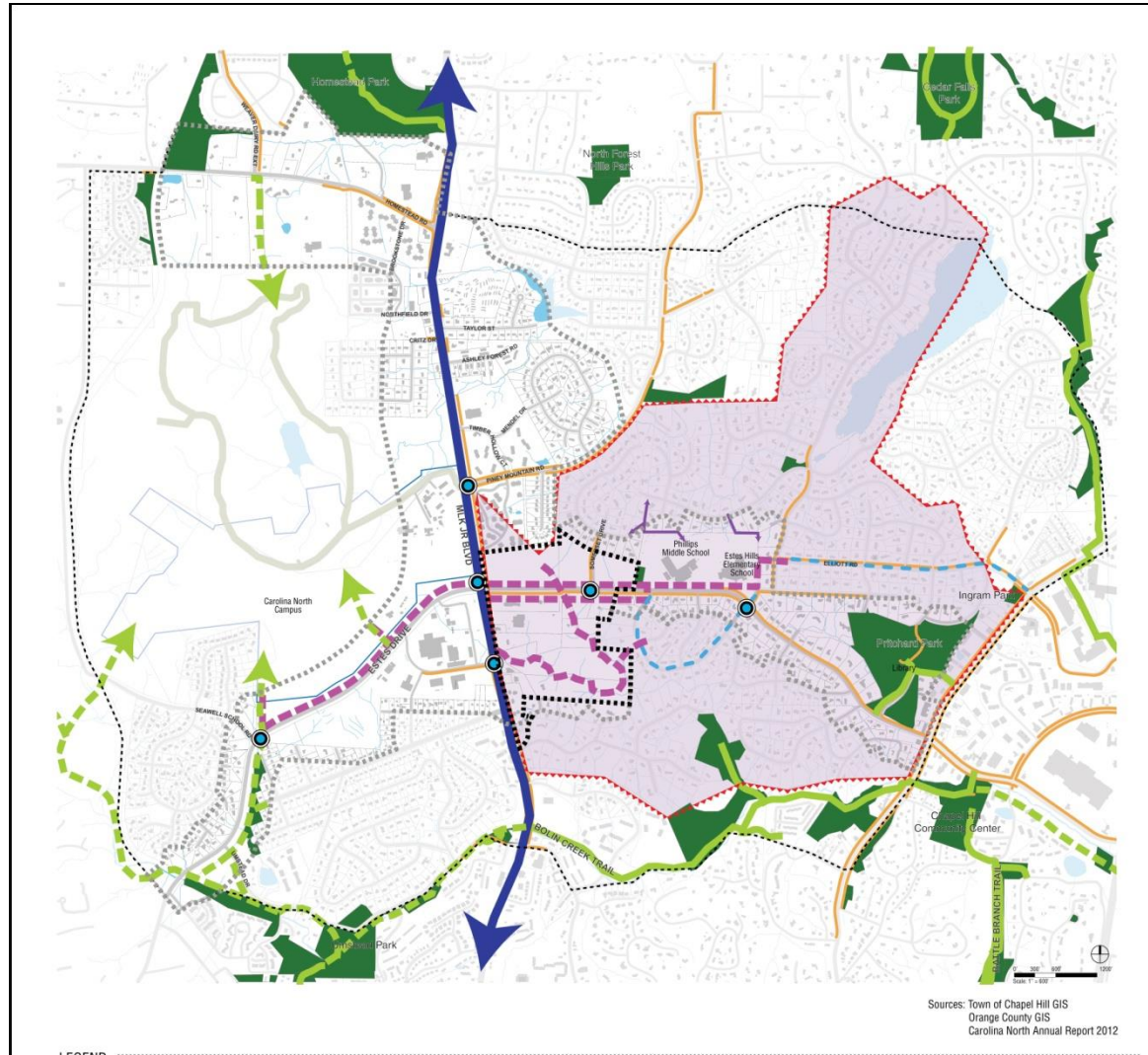
Bike and Pedestrian Improvements in Planning Area



CW Planning Principles Embody Six Key Themes

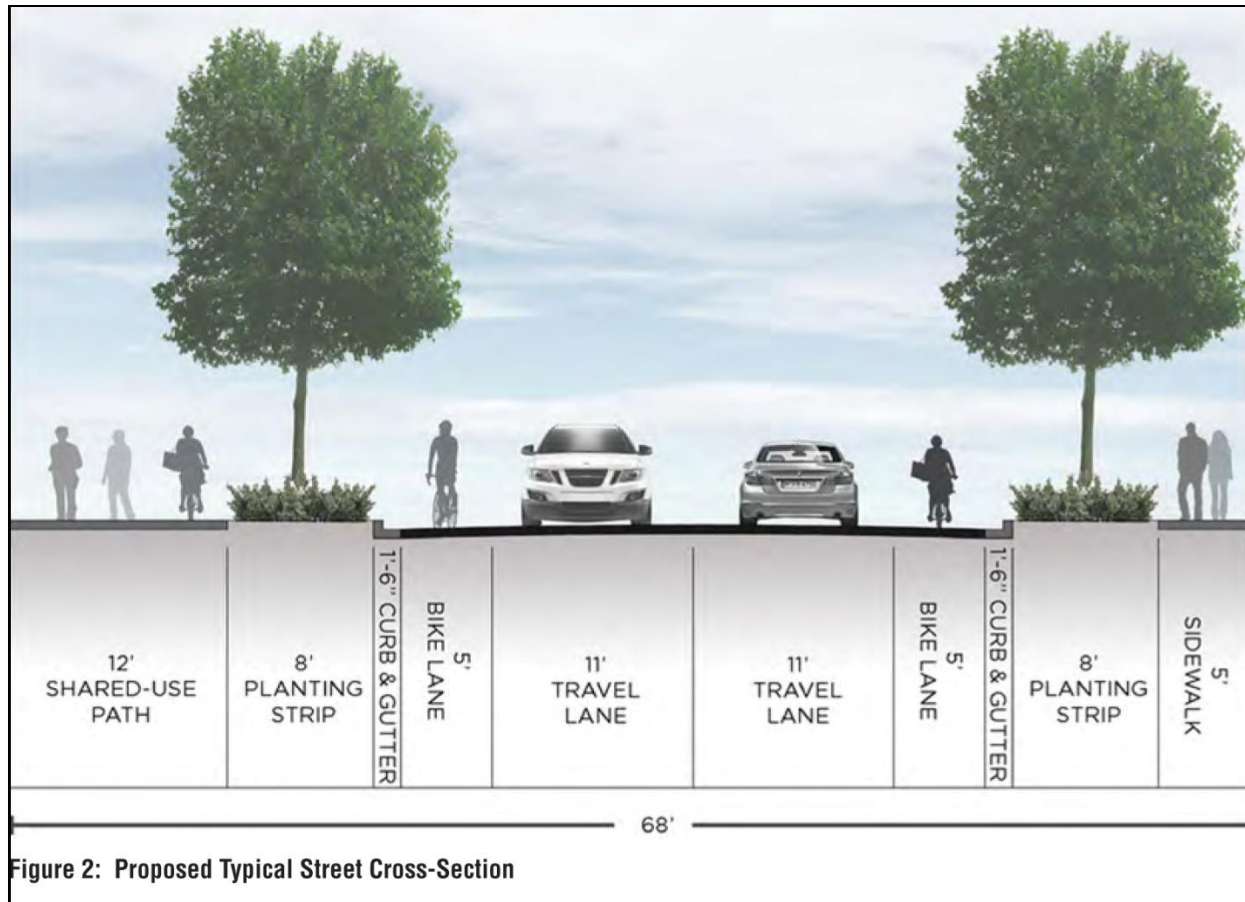
- **Respect existing neighborhoods;** scale down height near single-family areas, make sure adjacent uses are compatible and/or are sufficiently buffered
- **Improve pedestrian and bicycle** safety, circulation, and connectivity
- **Create walkable destinations,** including neighborhood public spaces -- “**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

Connections to Bike/Greenway System



Proposed Estes Drive Improvements

Typical Section



Extensive Outreach Yielded Significant Community Input

Four Community Events

- March 2 Workshop: University Mall – 65 attendees
- April 25 Drop-in Event: Public Library – 75 attendees
- May 18 Workshop: 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 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