



# OBEY CREEK

Town Council Special Meeting . November 3, 2014



# PARTICIPATORY PROCESS



OBEY CREEK . CHAPEL HILL, NORTH CAROLINA

# COMMUNITY CONSIDERATIONS

- Gateway to Chapel Hill
- Complement and Connect to Southern Village
- Fiscal Resiliency
- Walkability, Sense of Place, Public Spaces
- Transit Enhancements
- Traffic Mitigation Strategies
- Approach to Stream

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# GOOD PLANNING

- Early 1980's: Development Boom
- 1984: Growth Management Task Force
- 1986: Urban Services Boundary
- 1992: Southern Small Area Plan
- 1993: Southern Village Master Plan
- 2000: Comprehensive Plan
- 2008: Recession
- 2013: New Comprehensive Plan (with Focus Areas)

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# 15-501 South Discussion Group

- **Key Considerations**

- A Discussion Group was formed to gather community input and create principles for future development in the southern 15-501 corridor.
- The area was identified as a retail development opportunity and could have an impact on the Town's overall fiscal health.
- Future growth should address traffic, connectivity and design concerns

- **General Principles**

- General planning principles for the area were listed.
- Our Obey Creek concept responds to each of the applicable principles.

- **Area Specific Principles**

- Specific principles for each available development parcel along 15-501 were identified.
- Our Obey Creek concept (areas 1, 2, and 3) responds to each of the applicable principles

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# Compass Committee Guidance

- **Aspirations**

- Work synergistically with Southern Village, increase connectivity across 15-501
- Preserve land on the east side of Wilson Creek, provide recreation opportunities

- **Principles**

- Balance economic, environmental, socio-economic, and transportation issues
- Mitigate traffic impacts
- Provide funding for management of preserved area
- Create a distinctive identity to make it a destination
- Achieve uses that complement each other, allow for shared parking
- Generate net revenue to Town and County
- Plan for public school students generated from residential uses

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# Technical Team Guidance

## Site and Building Design

- Interconnected Network of Walkable Streets
- Attention to Orientation of Building Fronts and Backs
- Public Open Spaces
- Mix of Uses
- Mix of Residential Types
- Sites Reserved for Civic Use (e.g., school)
- Artful Design
- Include Roadway, Sidewalk, Bicycle, and Transit Facilities
- Shared Parking
- Main Street Concept
- “Slip” Street at 15-501

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# RESPONSE TO REPORTS

- **Technical Team Report: Good Directions**
  - Many ideas already incorporated
  - Additional ideas to consider
- **Compass Committee Report: Agree with Most**
  - Excellent statements of principles



Carrboro

UNC Campus

Fordham Blvd. - US 15/501

Culbreth Rd.

Southern Village

Mt Carmel Church Rd.

US 15/501

Obey Creek

Old Lystra Rd.





# General Description of Site

- **120 Acres, East Side of US Highway 15-501**
- **In Urban Services Area**
  - Adjacent to Town Boundary
  - Petition for Annexation Anticipated
- **Mostly Undeveloped**
  - A Few Existing Structures
  - Parts of Site have been Logged
  - Former Quarry Site
  - Stream, Areas of Steep Slope
  - Areas of Mature Trees

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# Proposed Uses for Site

- **Site Size: 120 acres**
- **Proposed Developed Area: 35 acres**
  - Mix of uses: Retail (400,000 sf), Office (250,000 sf), Hotel (130 rooms), Residential (600 – 700 units)
  - Main Street, Pocket Parks, Structured Parking
  - Greenway, Bikepaths, Sidewalks, Bridge Connecting to Southern Village
- **Proposed Area Dedicated for Public Use: 85 acres**
  - Dedicated to Town or Other Public / Non-profit Organization
  - Natural, Unpaved Trails, Pedestrian Bridges Over Streams
  - Potential School Site Reserved

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# 80 ac Dedication



- Entirety of land East of Wilson's Creek dedicated for public use
- Land given to the Town or non-profit conservation organization
- Developed only with pervious walking/biking trails and pedestrian bridges accessing the area
- Land Management agreement with Obey Creek owner's association for maintenance
- Potential reservation of a future school site





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OB EY C R E E K . C H A P E L H I L L , N O R T H C A R O L I N A









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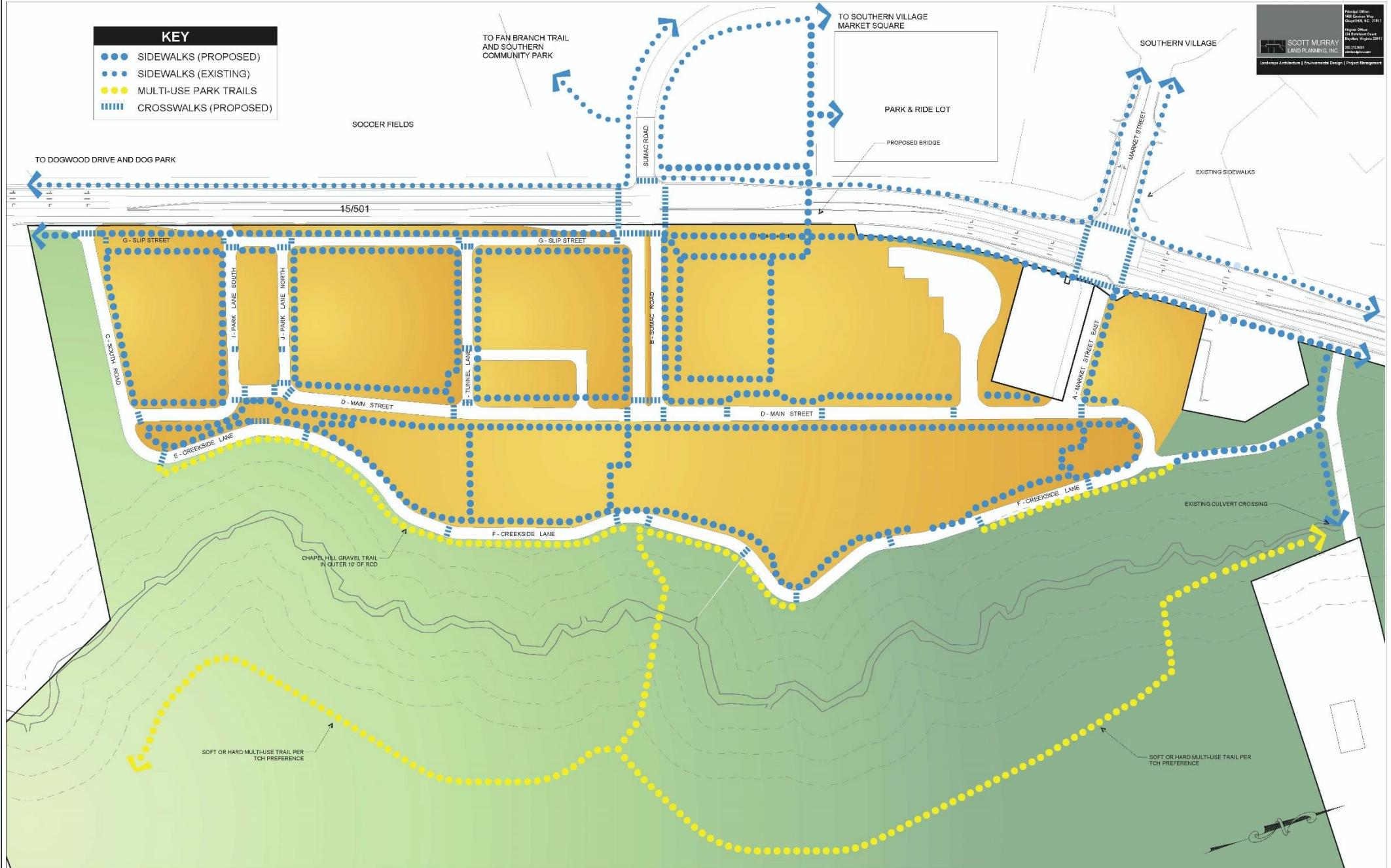
- KEY**
- SIDEWALKS (PROPOSED)
  - SIDEWALKS (EXISTING)
  - MULTI-USE PARK TRAILS
  - ▬▬▬▬▬ CROSSWALKS (PROPOSED)

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Project Office:  
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**SCOTT MURRAY**  
LAND PLANNING, INC.

Landscape Architecture | Environmental Design | Project Management



PEDESTRIAN CIRCULATION

OBEY CREEK



May 1, 2014

**EAST WEST PARTNERS**  
MANAGEMENT COMPANY, INC.

**KEY**

- SHARROWS
- BIKELANES DEDICATED
- MULTI-USE BIKE PATH
- MULTI-USE (SOFT) TRAILS

TO FAN BRANCH TRAIL AND SOUTHERN COMMUNITY PARK

SOCCER FIELDS

TO SOUTHERN VILLAGE MARKET SQUARE

SOUTHERN VILLAGE

PARK & RIDE LOT

Pedestrian Bridge Overpass

SUMAC ROAD

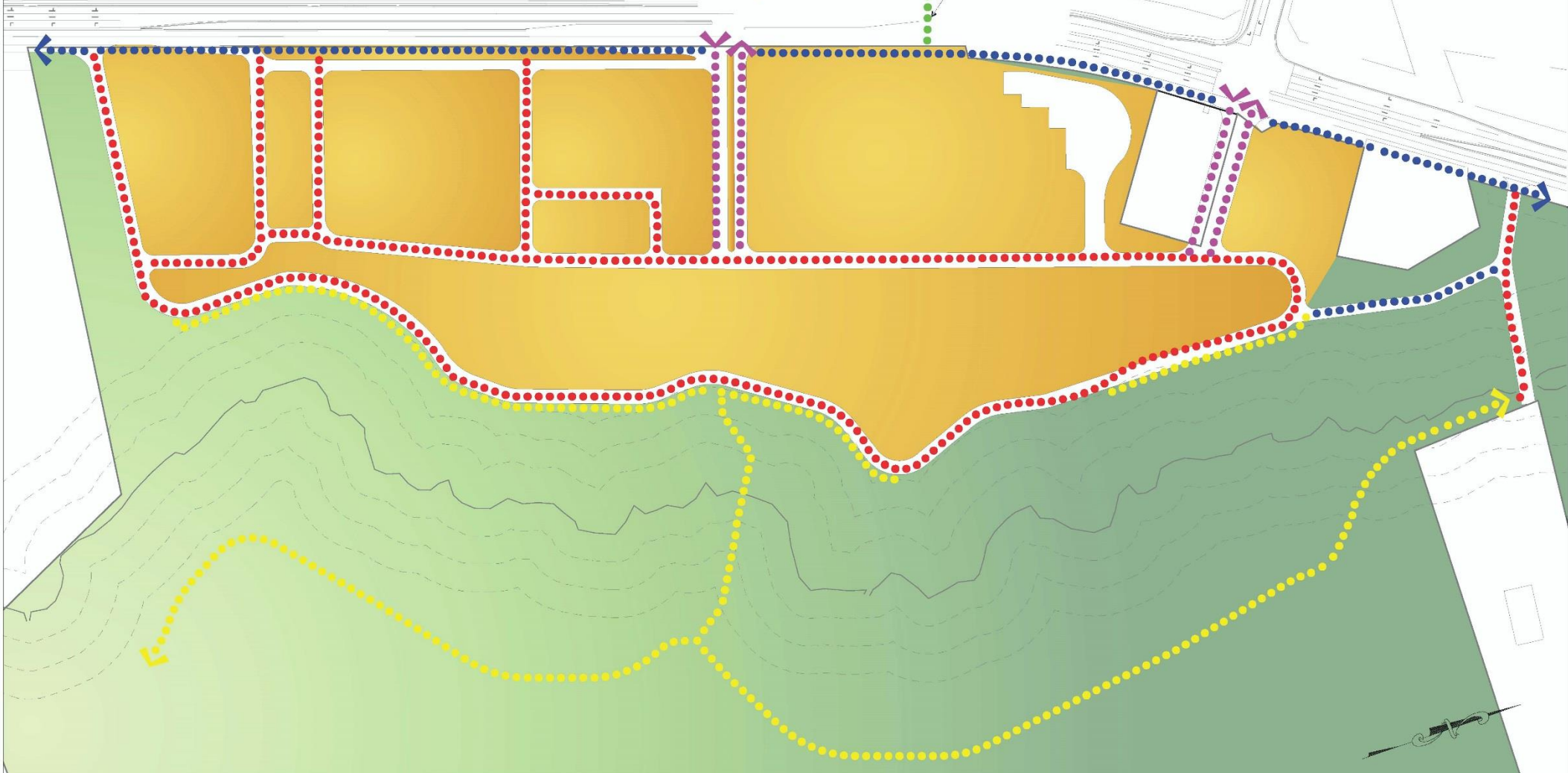
MARKET STREET

Project Office:  
440 Southway  
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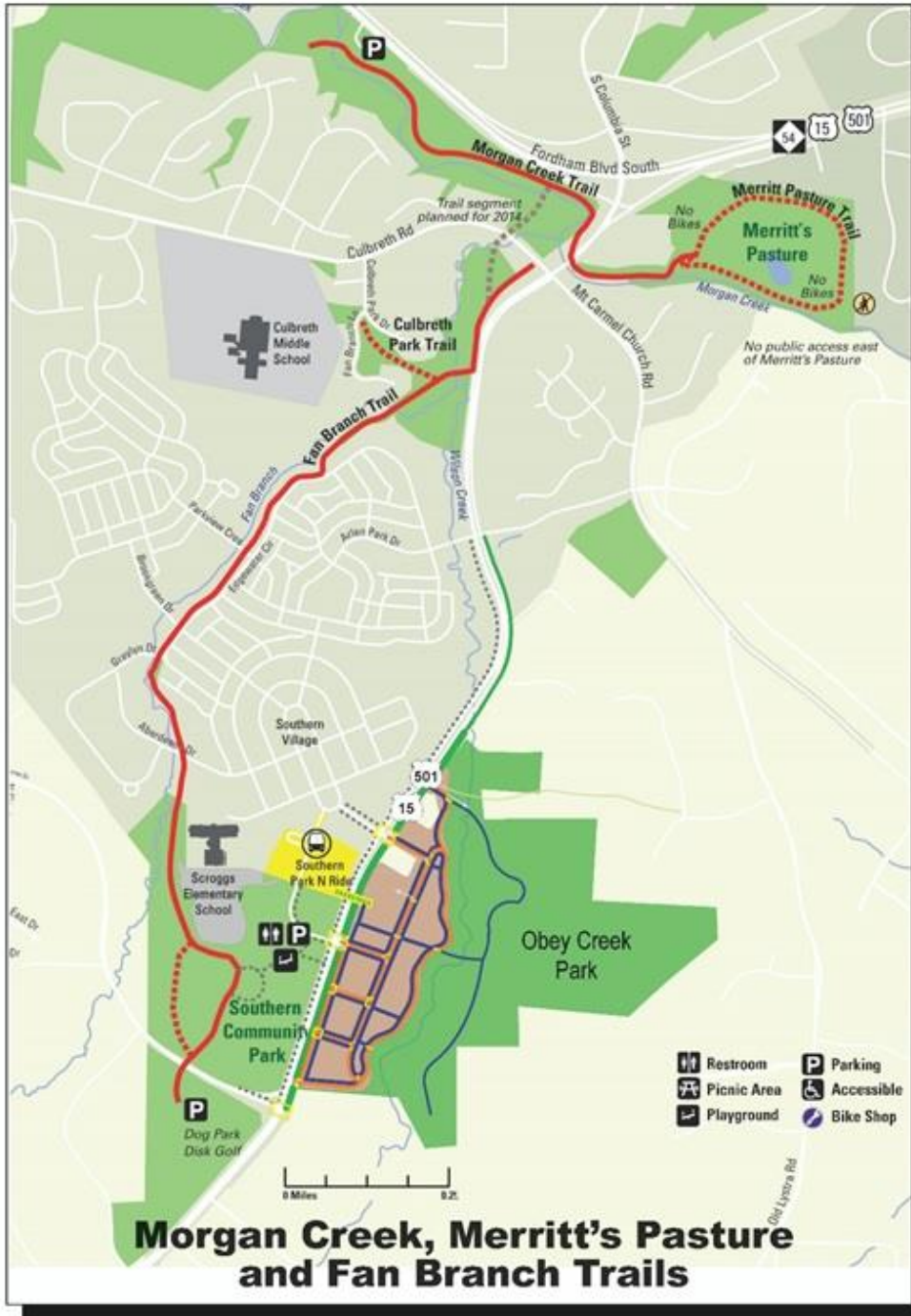
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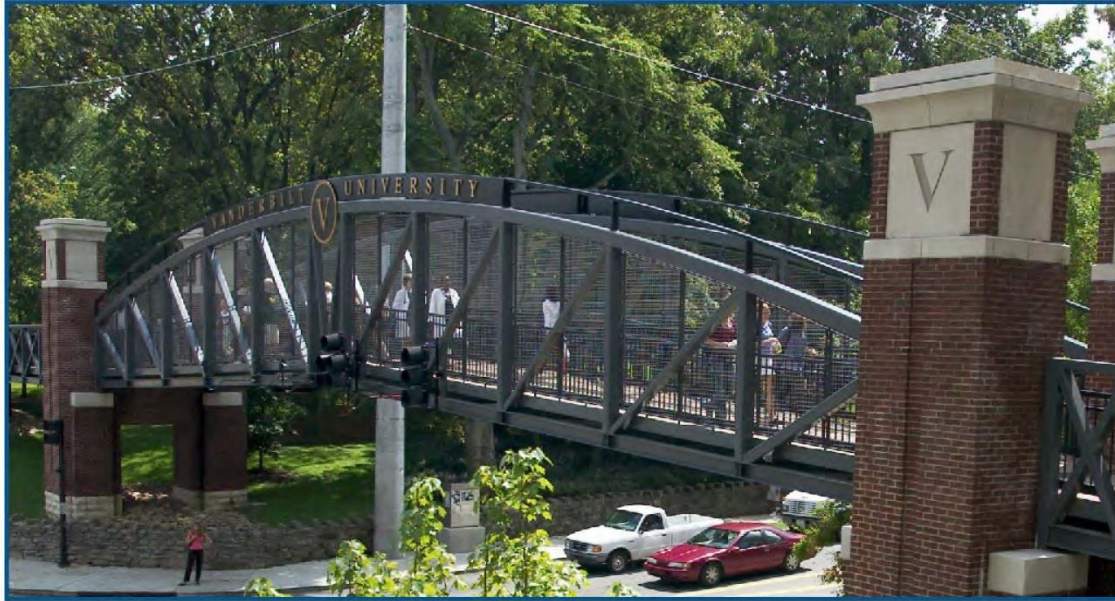




### Legend

Proposed Pedestrian & Bikeways	
	Bikeway (Dedicated)
	Sharrow + Ped Walks
	At Grade Xing
	Grade Separated Xing

	Unpaved Greenway
	Paved Greenway
	Future Greenway
	Existing Sidewalks



Pedestrian Overpass Bridge Concept



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# Transit

- **Part of the Southern Gateway to Chapel Hill**
  - With Southern Village, This is the Entrance to Chapel Hill
  - Important to Connect with Park-Ride Lot
  - Direct Access Park-Ride Lot with Bridge over 15-501
- **Bus Movements Alongside and/or Through Proposed Development**
  - Bus Stops and Amenities (Benches, Shelters) along 15-501, with Sidewalks
  - Internal Streets Designed to Accommodate Bus Movements
  - Accessibility, Incentives to Encourage Transit Use
  - Discussions about Possible Routes through Site to Follow

**KEY**

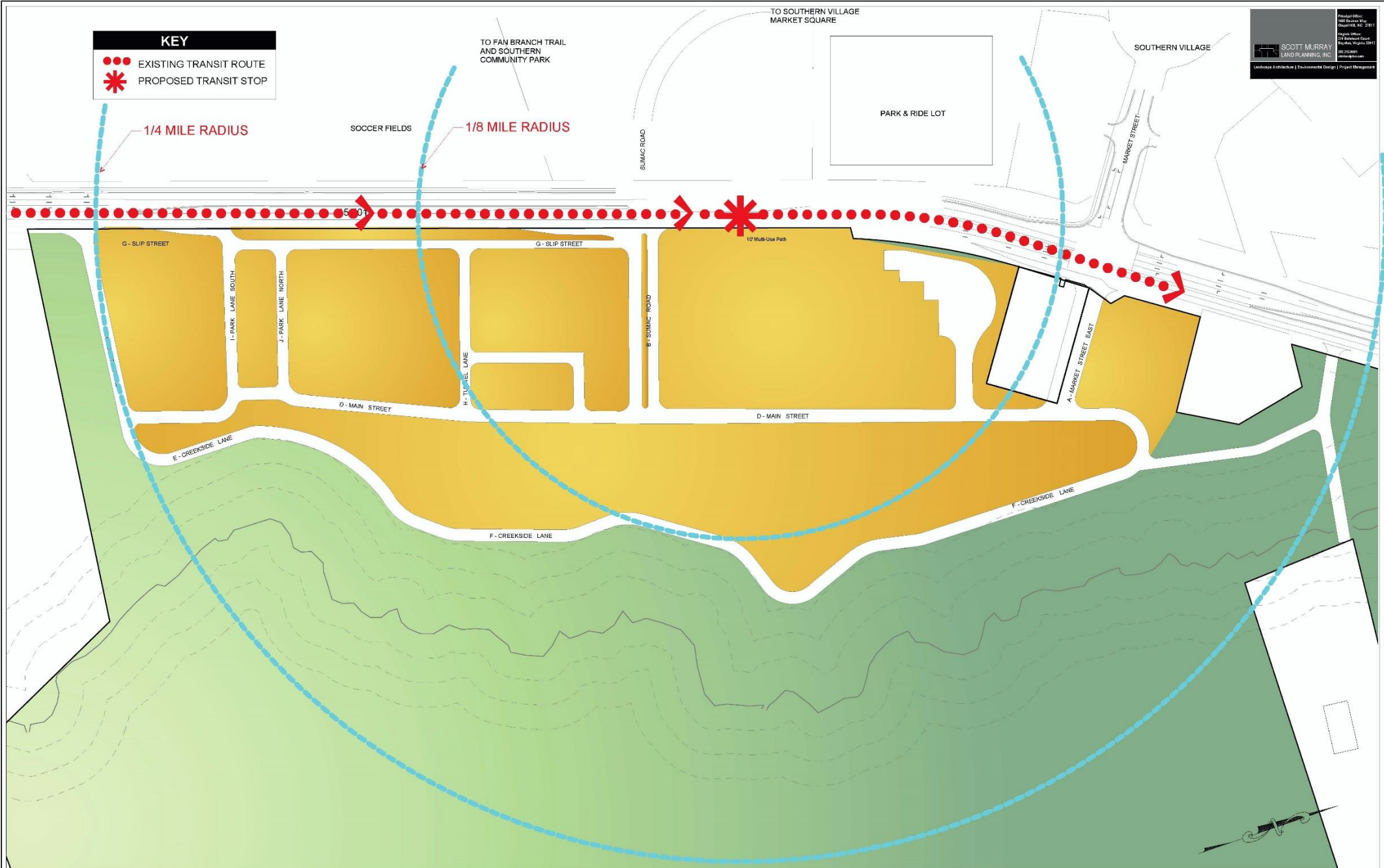
- EXISTING TRANSIT ROUTE
- ✳ PROPOSED TRANSIT STOP

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TRANSIT CIRCULATION

# OBEY CREEK



**EAST WEST PARTNERS**  
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