



OBEY CREEK

Presentation to Advisory Boards and Commissions -December 4, 2014

OBEY CREEK . CHAPEL HILL, NORTH CAROLINA

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

OBEY CREEK . CHAPEL HILL, NORTH CAROLINA

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)

OBEY CREEK . CHAPEL HILL, NORTH CAROLINA

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

OBEY CREEK . CHAPEL HILL, NORTH CAROLINA

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

OBEY CREEK . CHAPEL HILL, NORTH CAROLINA

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

OBEY CREEK . CHAPEL HILL, NORTH CAROLINA

INFORMATION AND ANALYSIS REPORTS

Technical Team Report – Prepared by Town Consultants

- Many ideas already incorporated

Compass Committee Report – Prepared by Council-appointed Citizen Committee

- Statements of Principles and Recommendations

Environmental Conditions Report – Prepared by Town Consultant

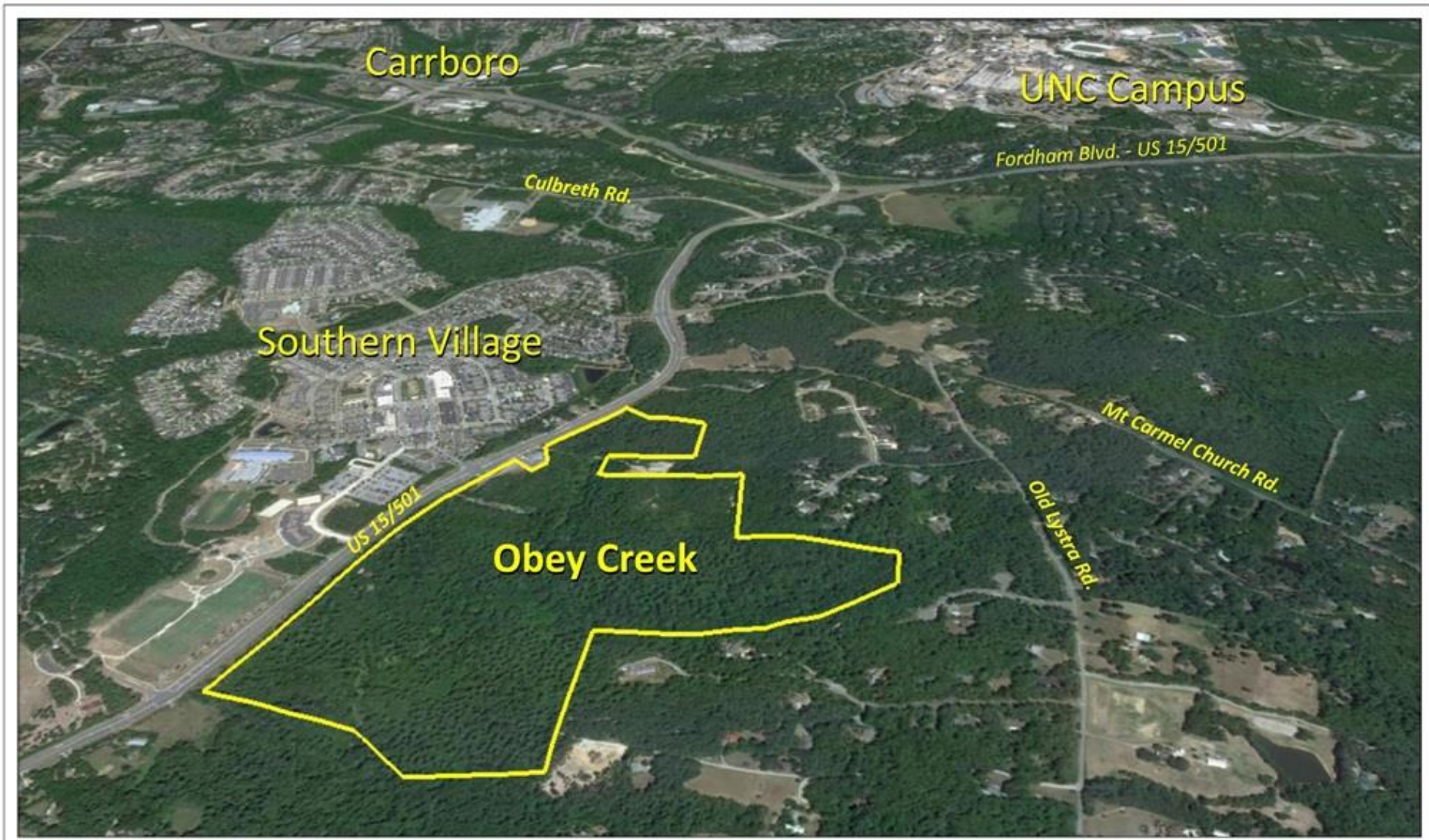
- Description of Site Conditions and Resources

Fiscal Report – Prepared by Town Staff

- Cost and Revenue Projections

Traffic Analysis Report – Prepared by Town Consultant

- Projections of Traffic Impacts, Recommended Mitigations



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

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, Some Areas of Steep Slope
 - Areas of Mature Trees

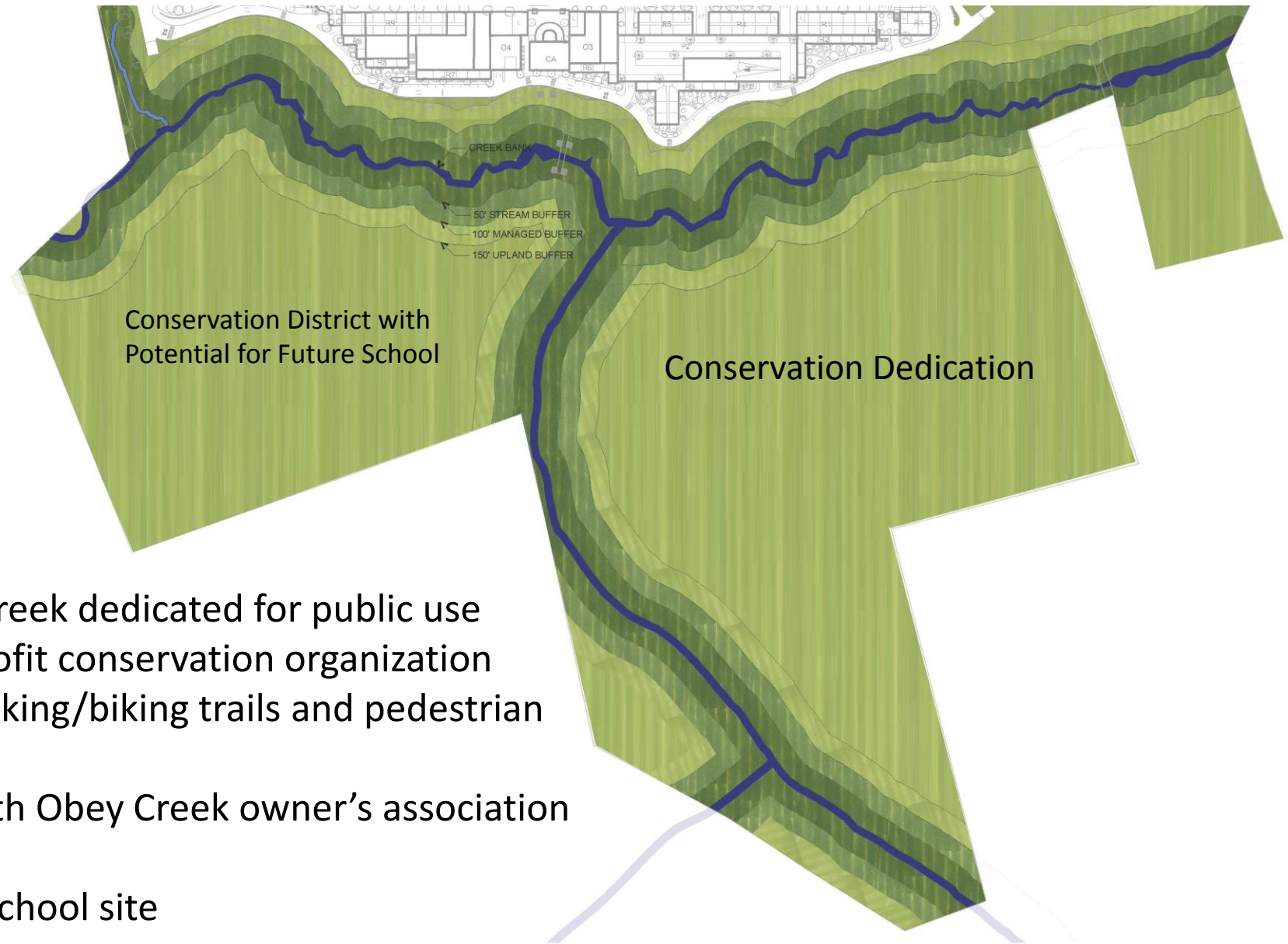
OBEY CREEK . CHAPEL HILL, NORTH CAROLINA

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

OBEY CREEK . CHAPEL HILL, NORTH CAROLINA

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



OBHEY CREEK . CHAPEL HILL, NORTH CAROLINA



OB EY CREEK . CHAPEL HILL, NORTH CAROLINA





OB EY CREEK . CHAPEL HILL, NORTH CAROLINA

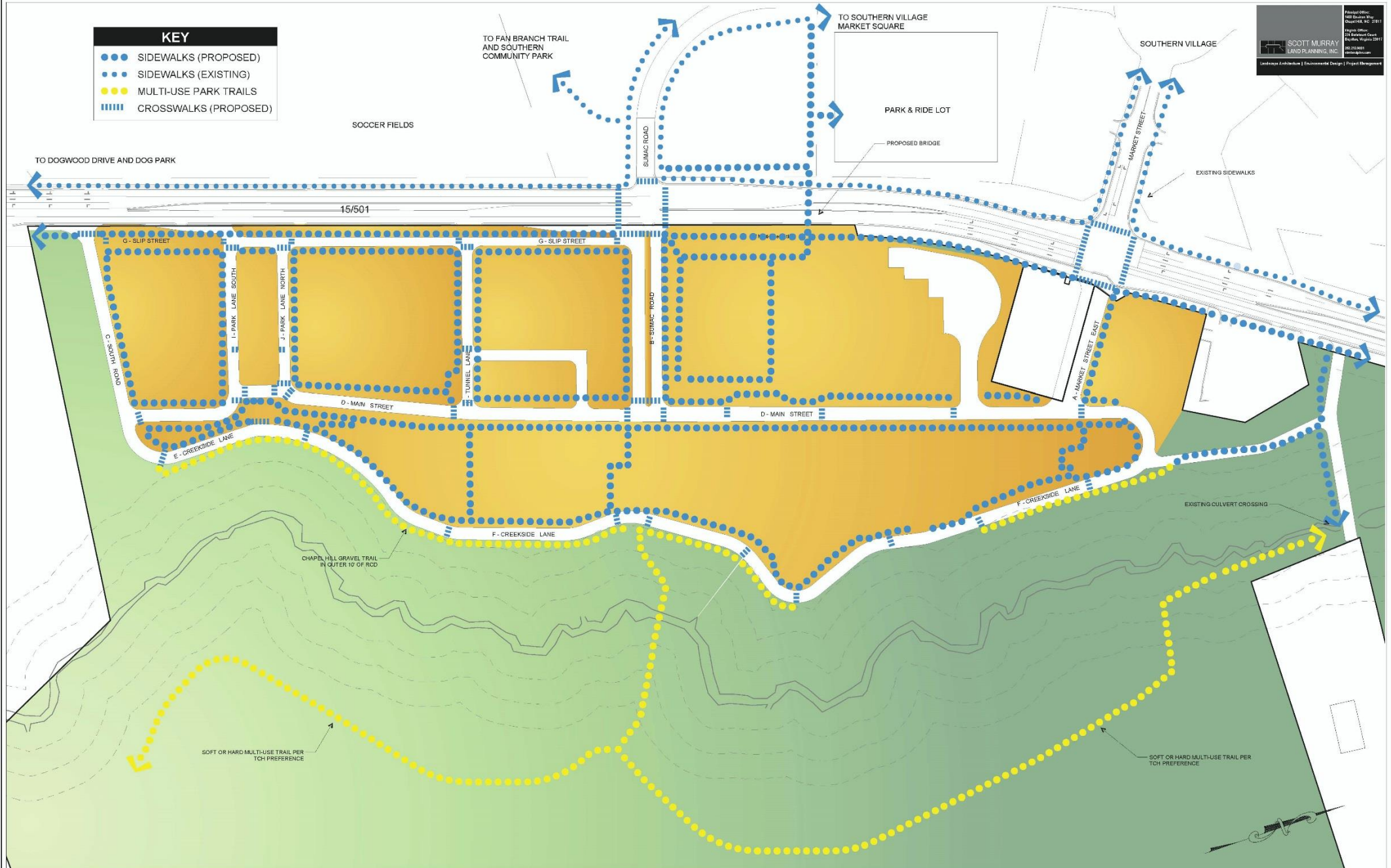
- KEY**
- SIDEWALKS (PROPOSED)
 - SIDEWALKS (EXISTING)
 - MULTI-USE PARK TRAILS
 - ||||| CROSSWALKS (PROPOSED)

Principal Office:
500 Research Dr.
Durham, NC 27611

Project Office:
10000 Research Court
Durham, NC 27617
919.286.8800
murrayplanning.com

**SCOTT MURRAY
LAND PLANNING, INC.**

Landscape Architecture | Environmental Design | Project Management



PEDESTRIAN CIRCULATION

OBEY CREEK



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

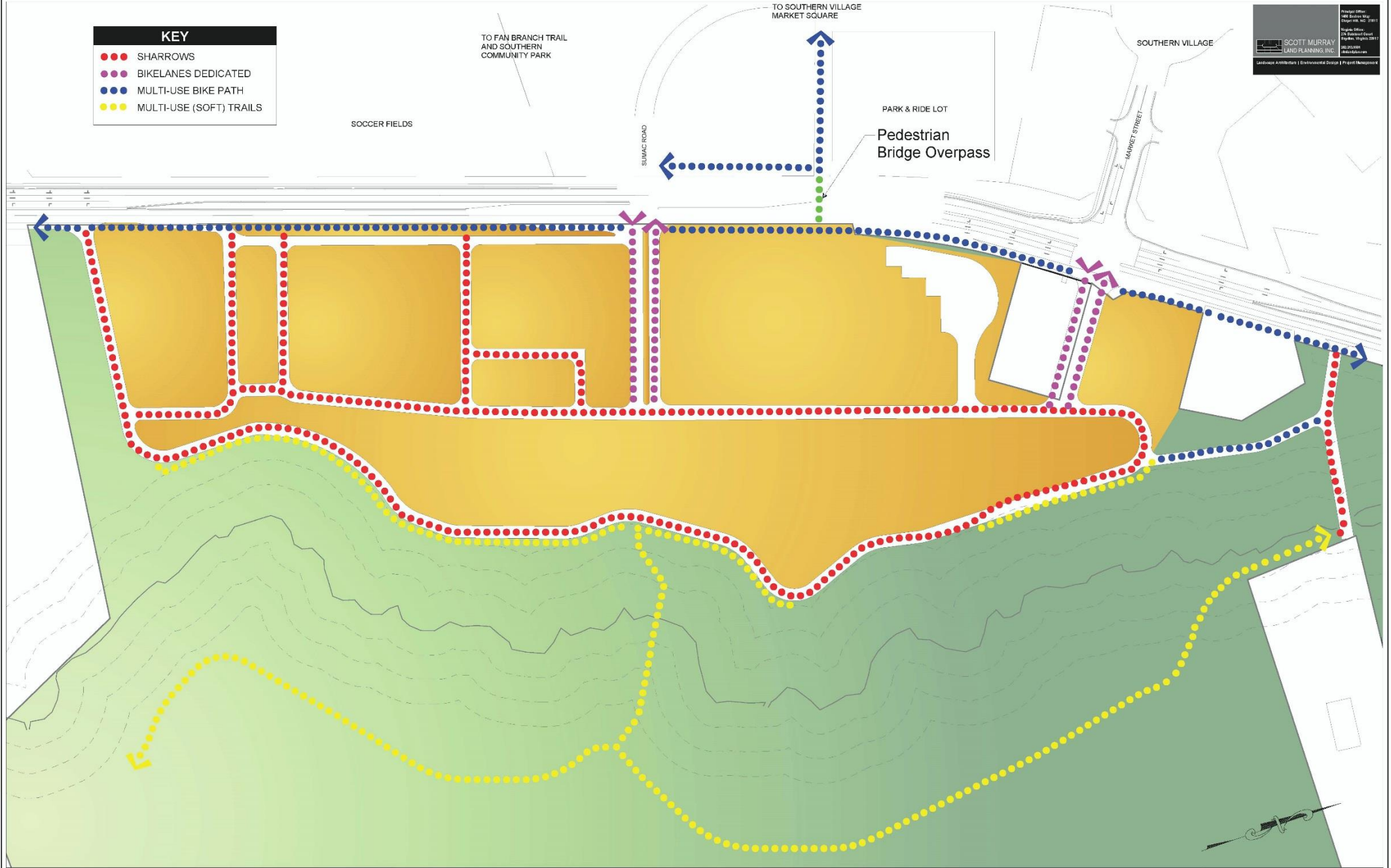
MARKET STREET

Project Office:
440 South Hwy.
Cary, NC 27511

Project Name:
250 Piedmont Court
Fayetteville, NC 28533

SCOTT MURRAY
LAND PLANNING, INC.
250-213-1300
smurray@scottmurray.com

Landscape Architecture | Environmental Design | Project Management

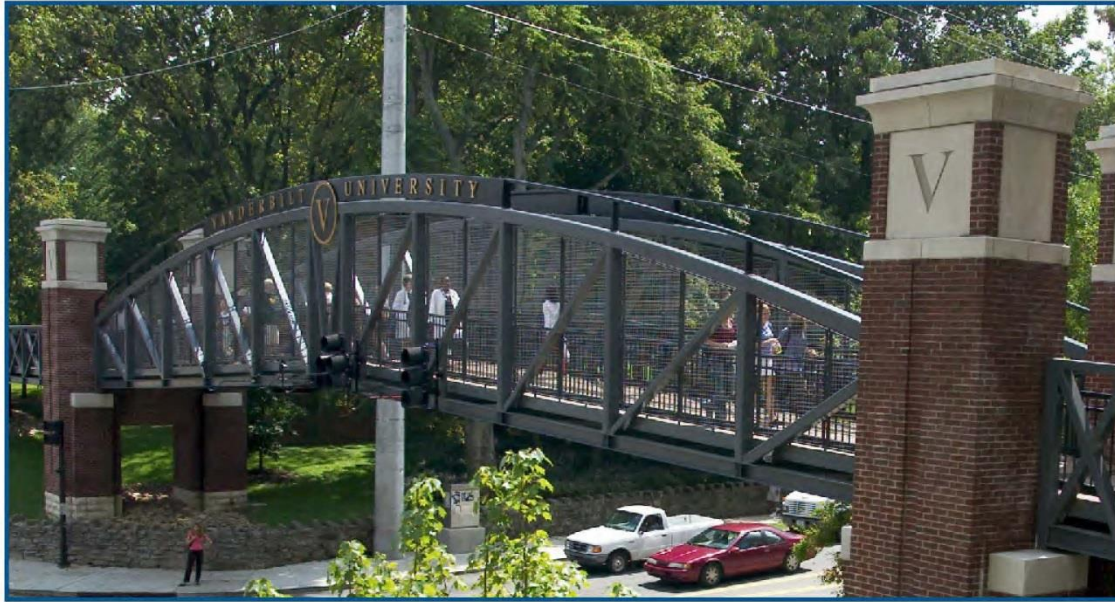


BICYCLE ROUTES

OBEY CREEK



EAST WEST PARTNERS
MANAGEMENT COMPANY, INC.



Pedestrian Overpass Bridge Concept



OBHEY CREEK . CHAPEL HILL, NORTH CAROLINA

Transit

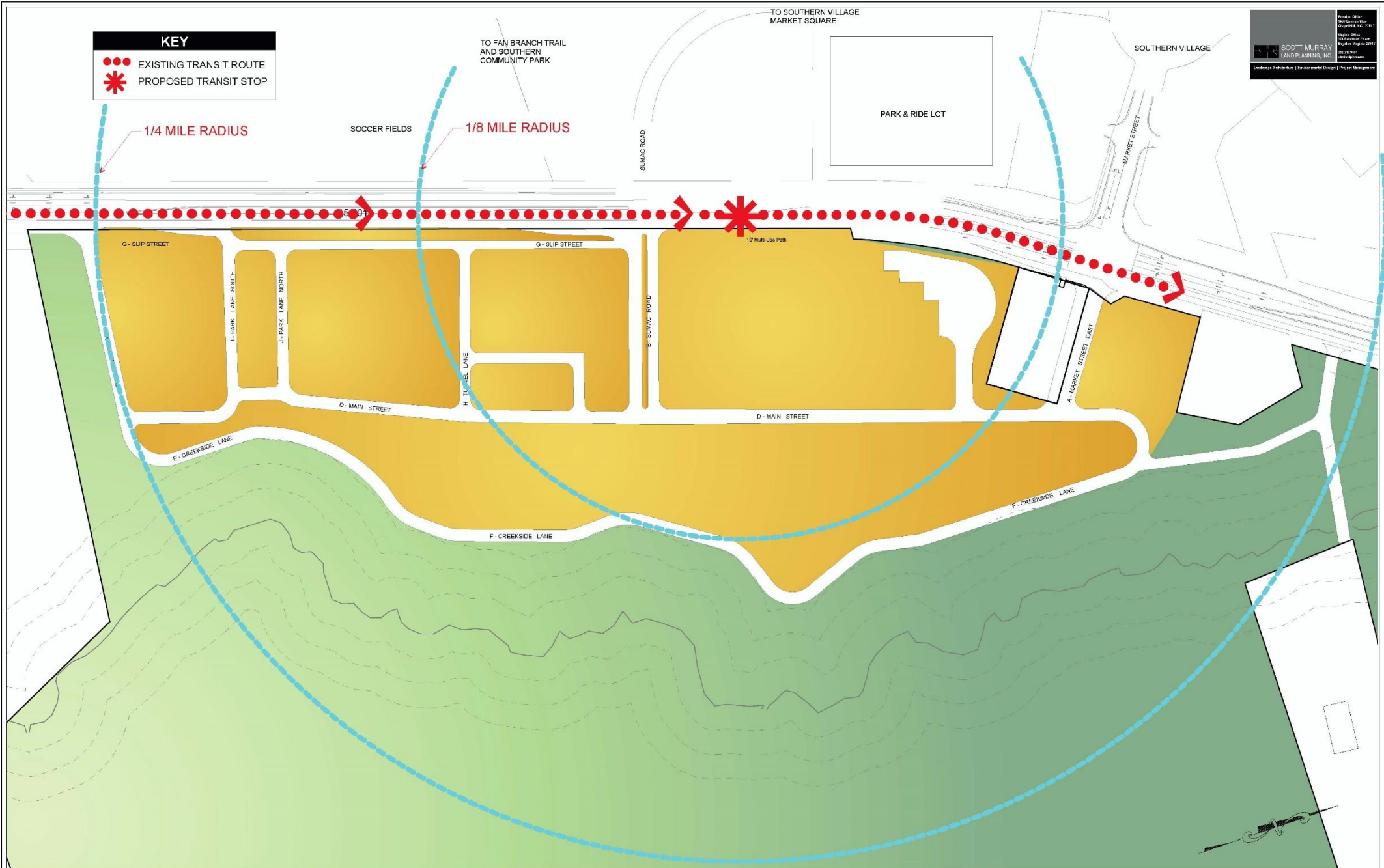
- **Part of the Southern Gateway to Chapel Hill**
 - With Southern Village, This is the Entrance to Chapel Hill
 - Important to Connect with Park-Ride Lot
 - Direct Access Park-Ride Lot with Bridge over 15-501
- **Bus Movements Alongside and/or Through Proposed Development**
 - Bus Stops and Amenities (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

SCOTT MURRAY
LAND PLANNING, INC.
Landscape Architecture | Environmental Design | Project Management

Principal Office:
500 Research Park
Durham, NC 27617
Phone Office:
919.486.9200
919.486.9201
919.273.0033
smurray.com





OBEY CREEK

Presentation to Advisory Boards and Commissions -December 4, 2014

OBEY CREEK . CHAPEL HILL, NORTH CAROLINA