



# **Ephesus Church Road/Fordham Boulevard Small Area Planning and Traffic Analysis**

## **COUNCIL MEETING**

**May 16, 2011**

**Development Concepts . Urban Collage . Kimley-Horn and Associates**

# Agenda

**Proposed Framework Plan**  
**Transportation Assessment**  
**Implementation**  
**Development Scenario- SE Quadrant**

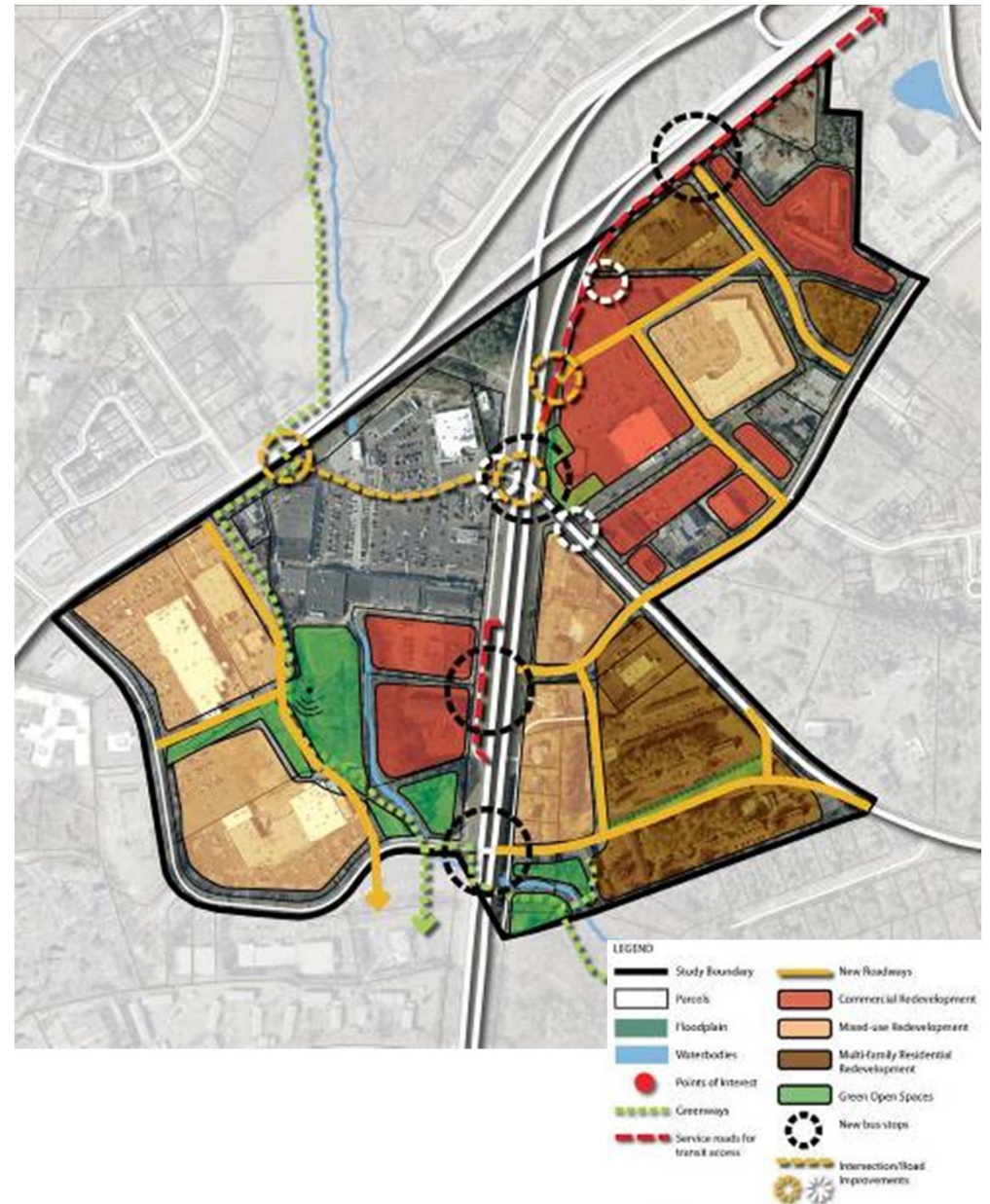


An aerial photograph of a city, likely a university campus, with a semi-transparent white overlay. The overlay shows a network of roads and building footprints. The text 'Proposed Framework Plan' is centered in a bold, dark blue font. The bottom portion of the image features a detailed architectural sketch of buildings and trees, suggesting a future or planned development.

# Proposed Framework Plan

# Proposed Framework Plan

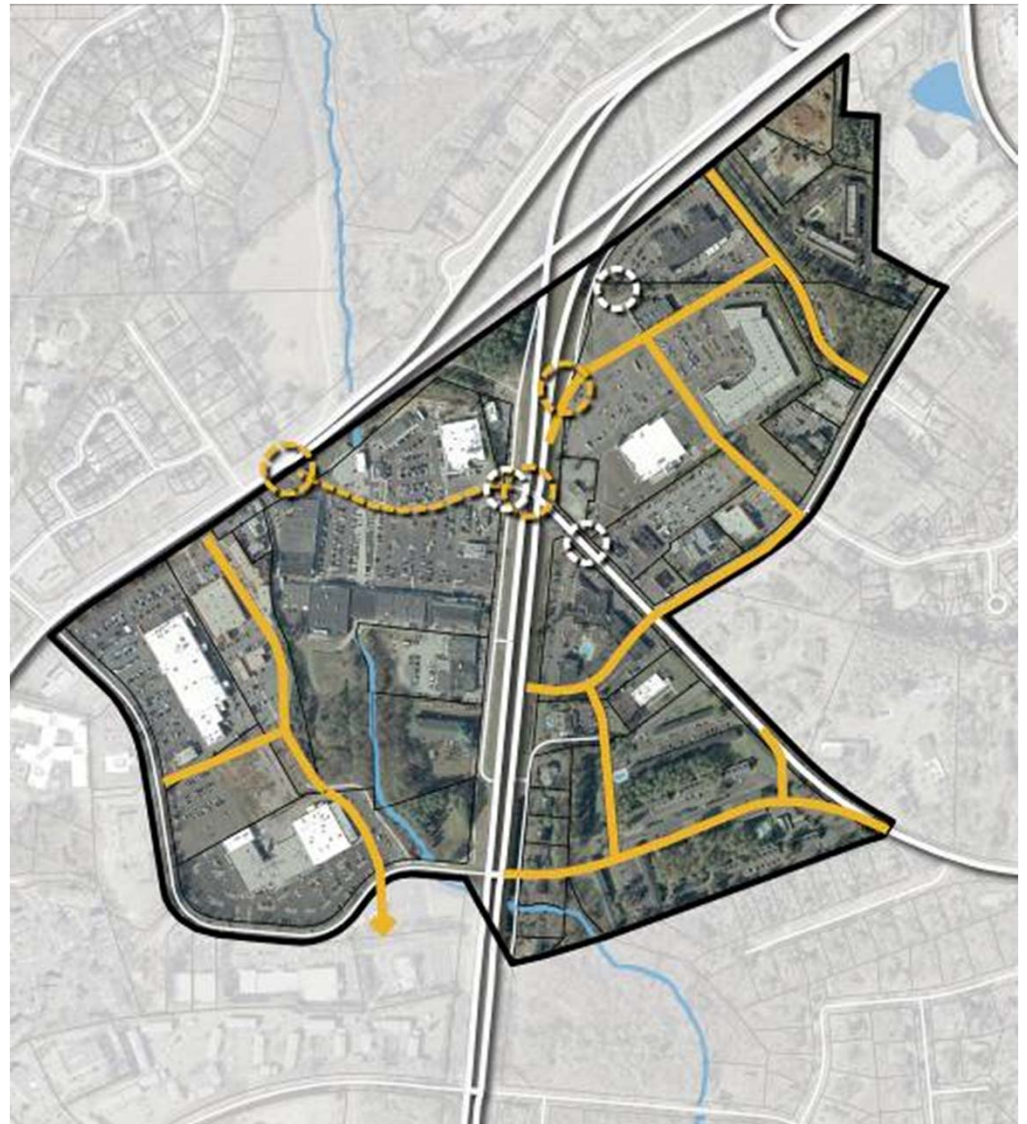
- Increased Connectivity Throughout
- Create Greenspace System
- Create Mixed-Use Nodes
- Multi-Family Residential Development
- Increased Transit Presence and Facilities
- Roadway Operational Improvements
- Flexibility by Quadrant





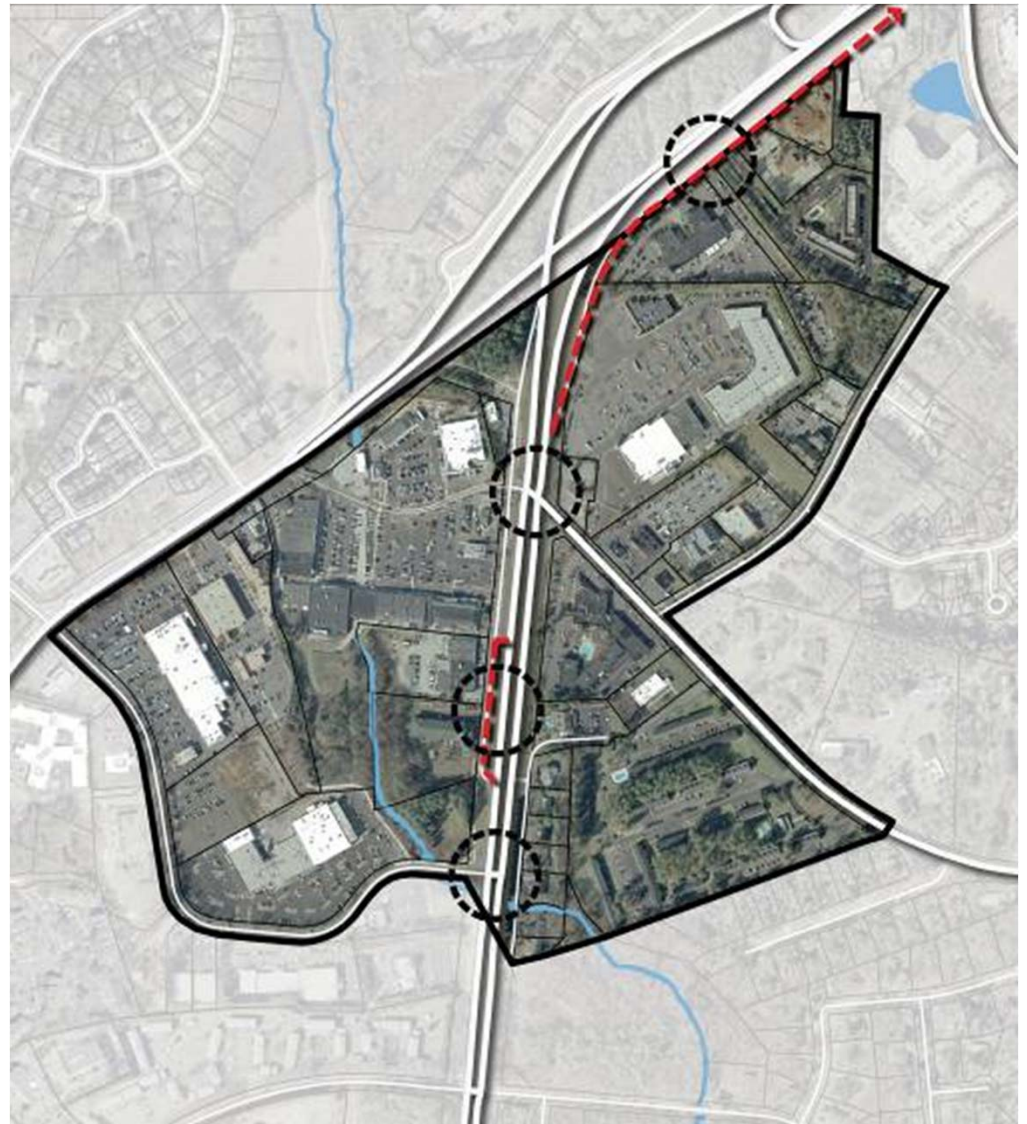
# Framework Components: Streets and Intersections

- **Extend Legion Road**
- **Extend South Elliot Road**
- **Long-Term Road Connections in Village Plaza and Ram's Plaza**
- **Intersection Improvements**
- **Operational Improvements**



# Framework Components: Transit

- **New Bus Stops**
  - Along Fordham
  - North side of Ram's Plaza
  - West side on service road
- **Plan for longer-term BRT along Fordham**





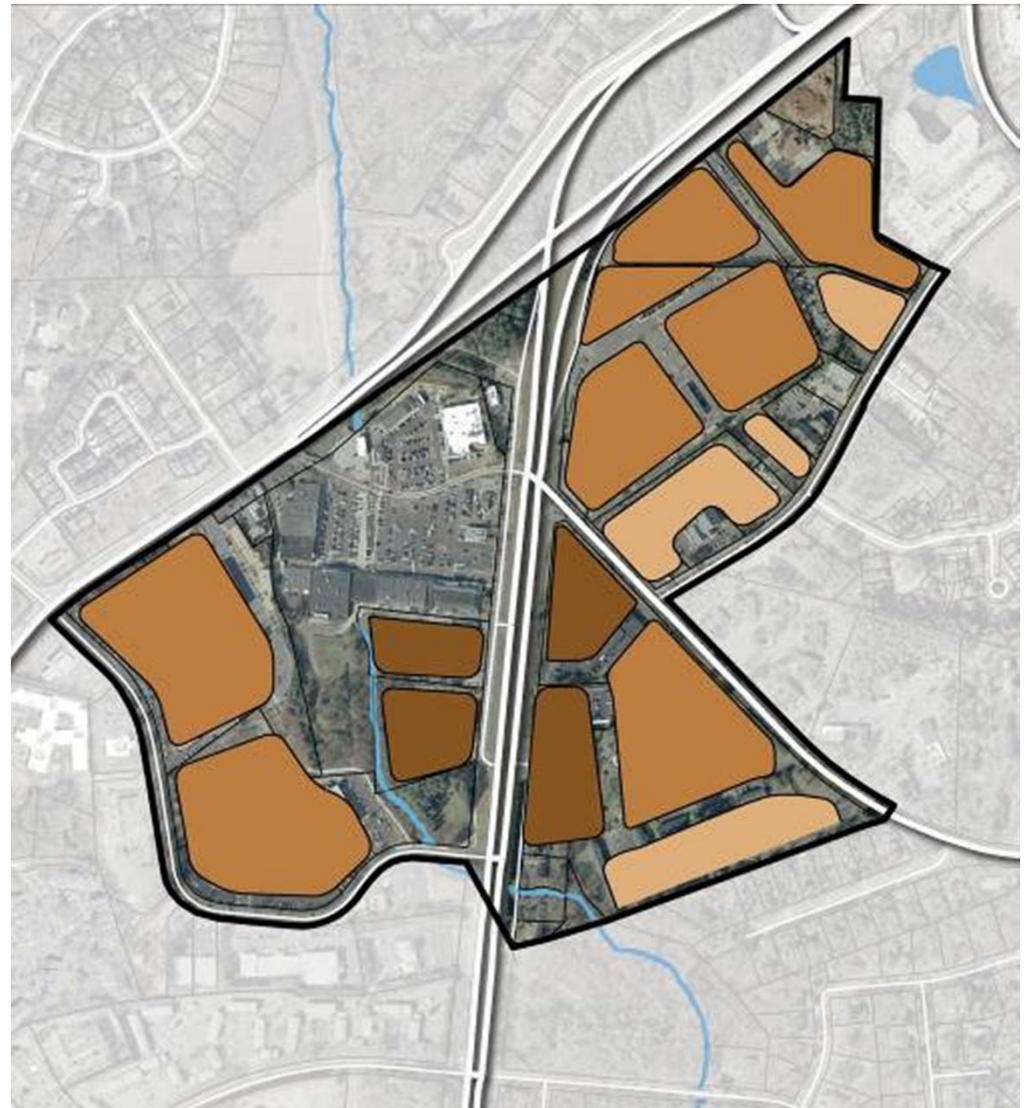
# Framework Components: Greenspace

- **Potential New Greenway Connections**
- **More Comprehensive Greenspace System**
- **Consistent Landscape Treatments**
- **Public Amphitheater in formalized open space**



# Framework Components: Density

- Transitions to neighborhoods
- Highest Density along Fordham Blvd.



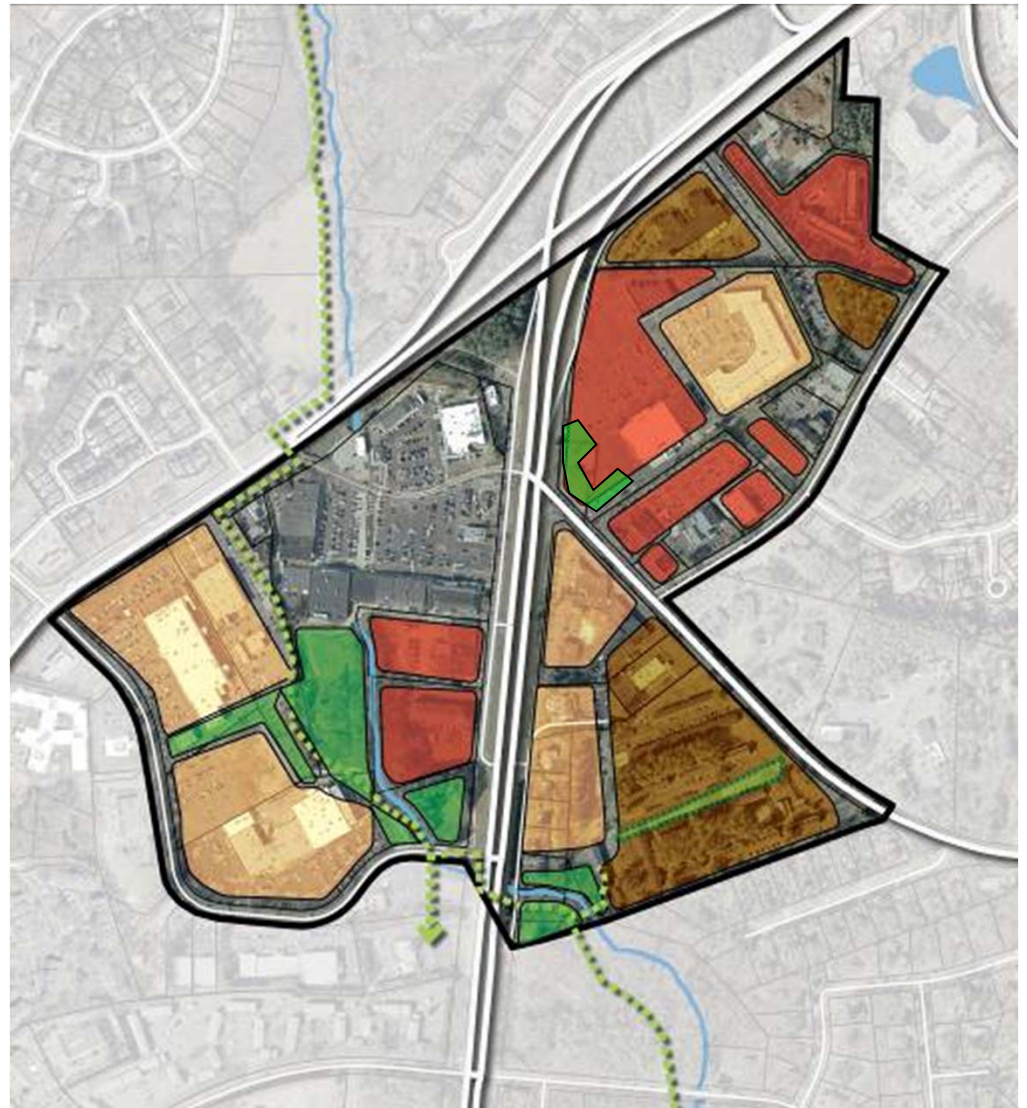
Higher Density   Lower Density





# Framework Components: Land Use

- **Mixed-Use Redevelopment in Ram's Plaza, Village Plaza and Colony Apartments**
- **Commercial Redevelopment in Ram's Plaza and East Gate Shopping Center**
- **Multi-Family Residential Development in Colony Apartments area and Ram's Plaza**



DEVELOPMENT SUMMARY		
Retail	+/-258,000	Square Feet
Office	+/-368,000	Square Feet
Residential Units	+/-1,084	Units
Hotel	+/-280,000	Square Feet





# Conceptual 3D Massing



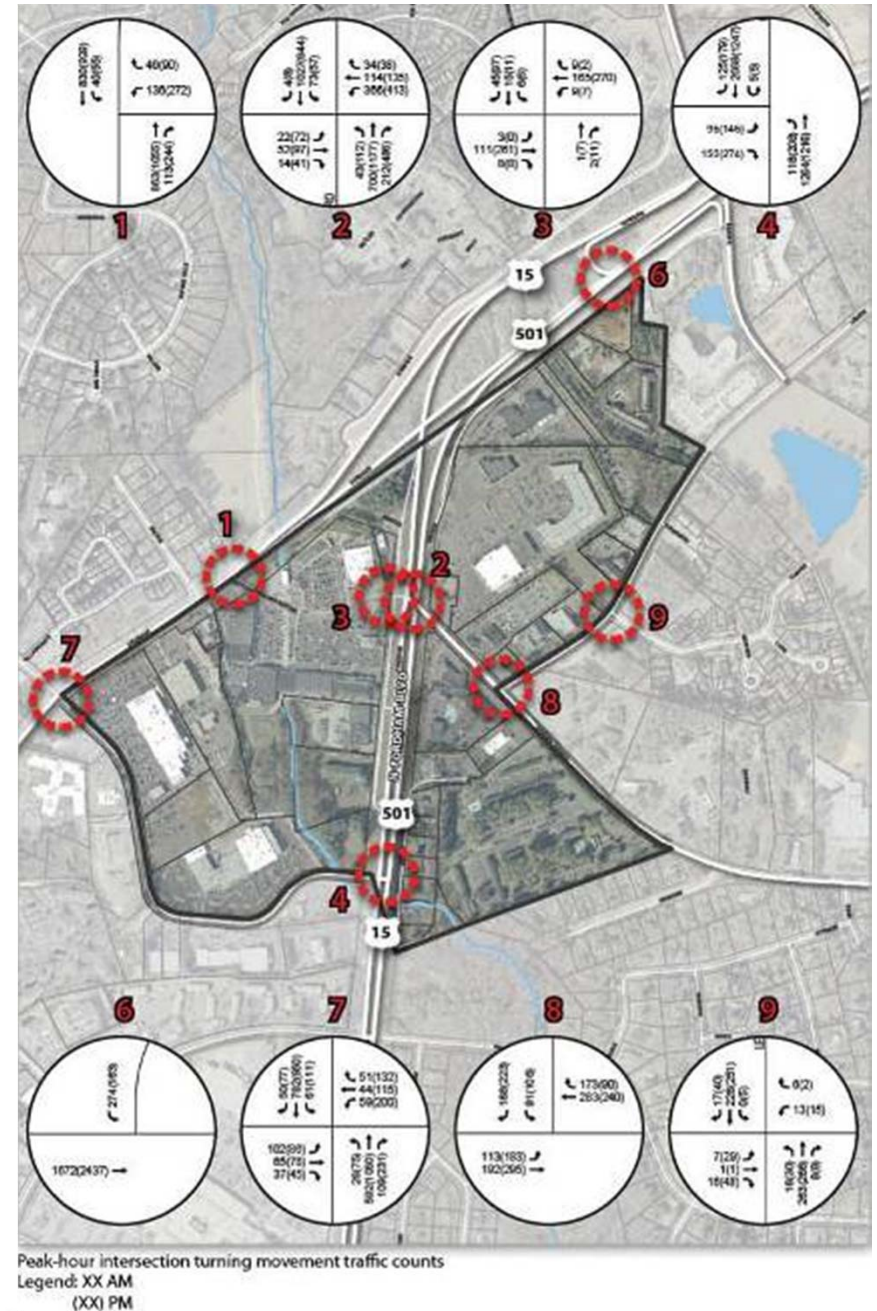


An aerial photograph of a city street grid, with a prominent road running vertically through the center. The image is overlaid with a semi-transparent sketch of a city street scene at the bottom, showing buildings, trees, and a street layout. The text "Transportation Assessment" is centered over the image in a bold, dark blue font.

# Transportation Assessment

# Transportation efforts...

- Collected available data
- Collaborated with Staff Team
- Performed peak-hour intersection counts
- Received input at public meetings
- Performed existing peak-hour intersection capacity analyses
- Conducted field observations
- Provided input on Small Area Plan
- Conducted SAP Traffic Analysis





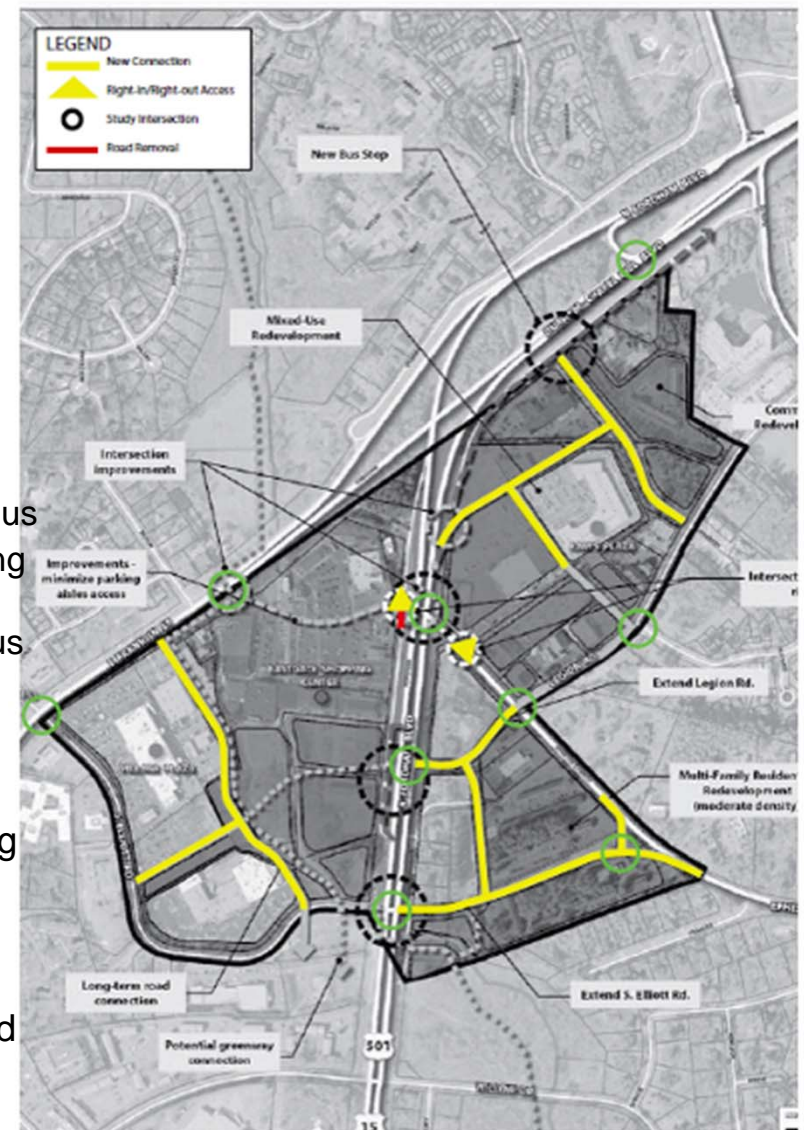
# Existing Conditions

- **Focus on Fordham/Ephesus intersection**
- **Connectivity and access- internal and external**
- **Pedestrian/bicycle accommodations**
- **Access to transit**
  
- **Western Service Road proximity**
- **Need for alternatives to Ephesus**
- **NB Fordham queuing from upstream**
  
- **Overall intersections- LOS D or better**
- **Fordham/Ephesus- borderline, LOS F on side street approaches**



# Infrastructure Improvements

- Extension of Elliot Rd across Fordham
- Realignment of Ephesus Church to Elliot Rd extension
- Extension of Legion Road to Fordham Blvd
- Access improvements:
  - Disconnect southern leg of western service road at Ephesus
  - Consolidate number of parking aisles on Ephesus Rd going through Eastgate Mall
  - Limit Ram's Plaza and car dealership entrance on Ephesus to right in and right out
- Connectivity improvements:
  - New road behind Staples and Village Plaza connecting to Elliot Rd
  - New internal roads in Rams Plaza
  - New road by Hampton Inn connecting to Legion Road
  - New road connecting Legion Rd extension to realigned Elliot extension-Ephesus Church Rd



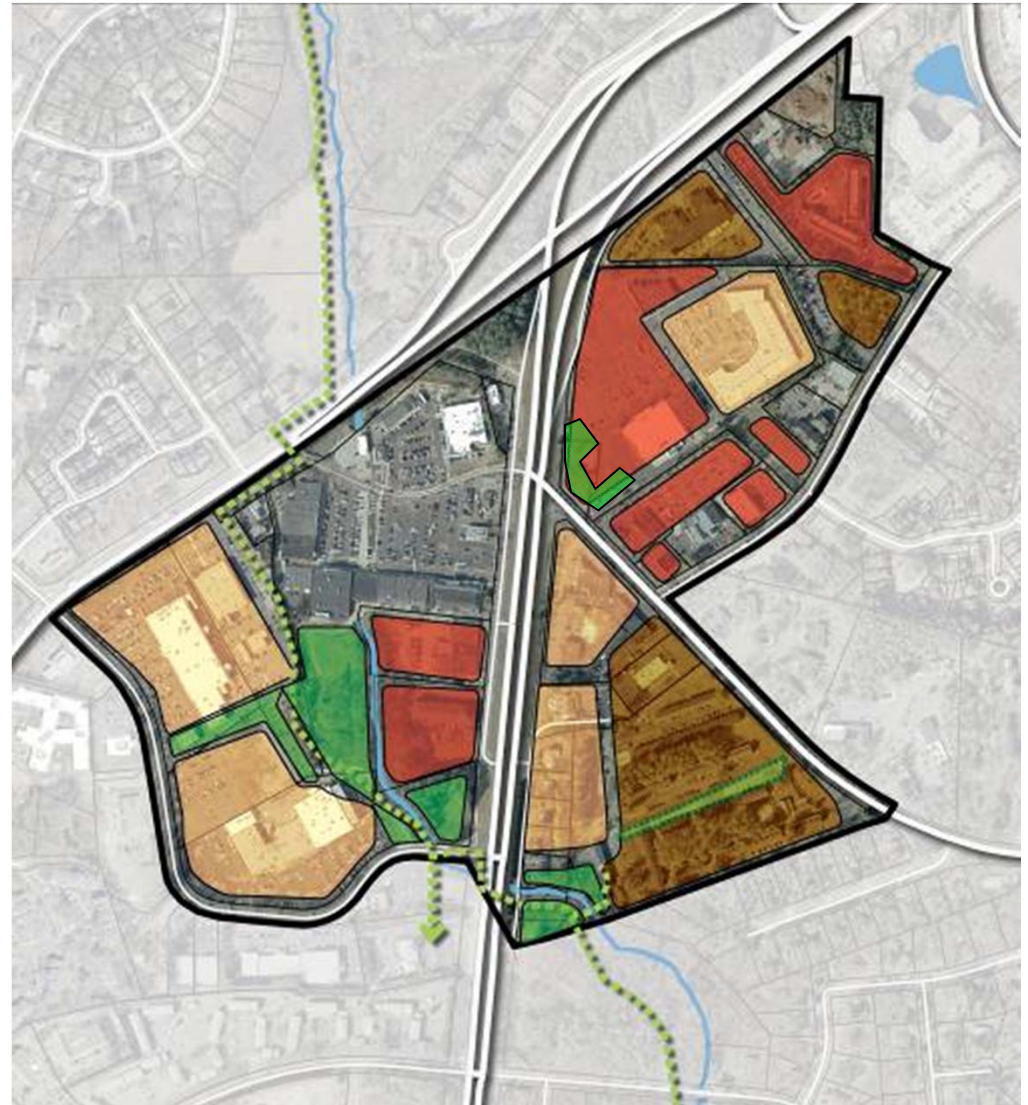


An aerial photograph of a city, likely Cambridge, Massachusetts, showing a central river (the Charles River) and surrounding urban areas. The image is overlaid with a semi-transparent sketch of a city street scene, showing buildings, trees, and a street layout. The word "Implementation" is written in a bold, dark blue font across the center of the image.

# Implementation

# Land Use and Zoning Tools

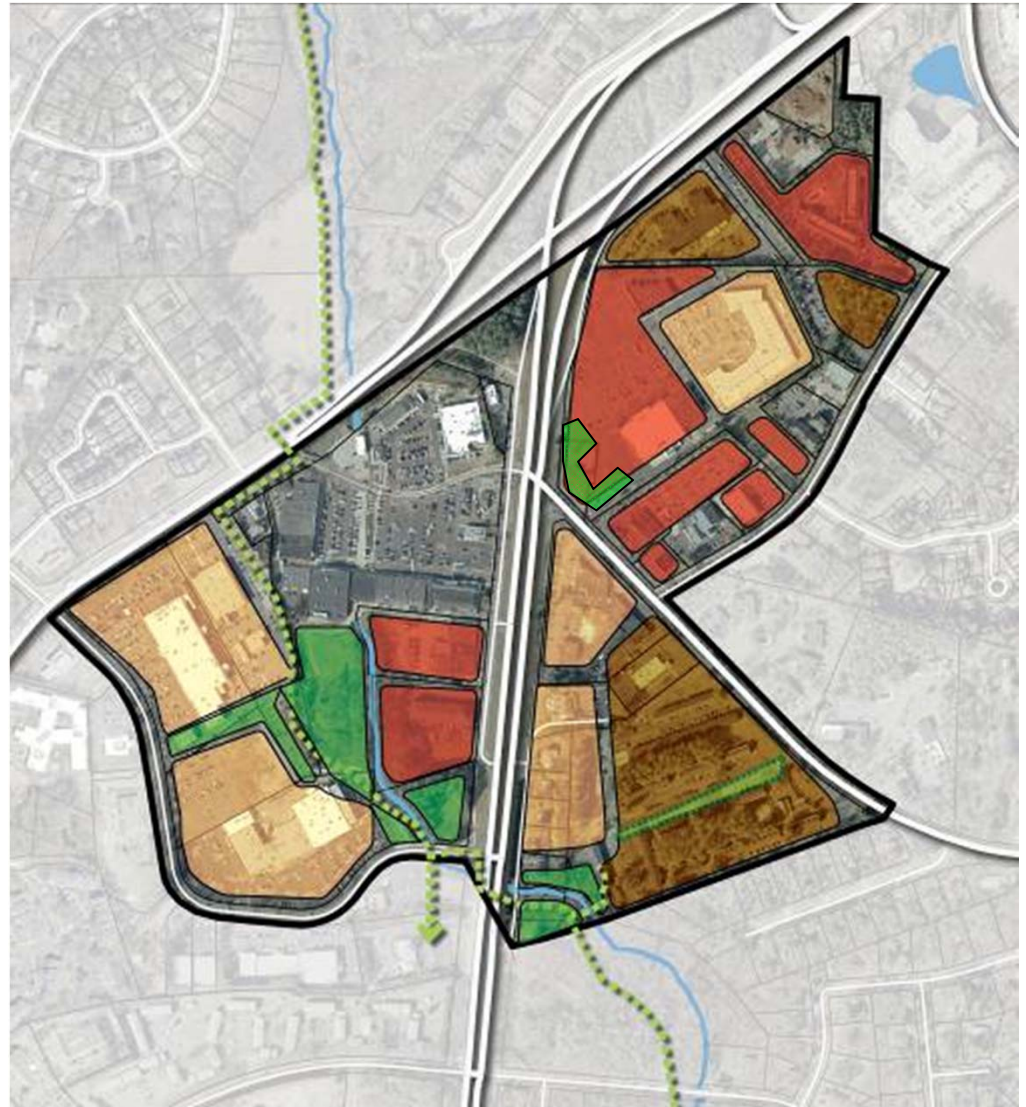
- Utilize Existing Zoning Categories
- Create a New Redevelopment Zoning District
- Create Development Agreements





# Financing Tools

- Municipal Service District
- TIF/Synthetic TIF
- Revenue Bonds
- Loan Guarantees



# Implementation: Next Steps

- Work with area stakeholders to implement “low hanging fruit” improvements
- Conduct preliminary engineering on priority projects to establish feasibility and refined cost
- Continue project-by-project negotiations with property owners and development interests to communicate intent of the plan
- Explore the feasibility of public/private financing mechanisms such as MSD, TIF and/or a synthetic TIF
- Work with NCDOT to identify future partnerships on transportation projects of regional significance
- Work with Planning to establish the best mechanism for regulatory changes and the timing associated with it
- Continue ongoing discussions with community citizens as implementation continues





An aerial photograph of a city, likely a university campus, with a sketch overlay in the bottom right corner. The sketch shows a dense cluster of buildings and trees, representing a development scenario. The text "Development Scenario- Southeast Quadrant" is overlaid in the center of the image.

# Development Scenario- Southeast Quadrant

# Conceptual Plan

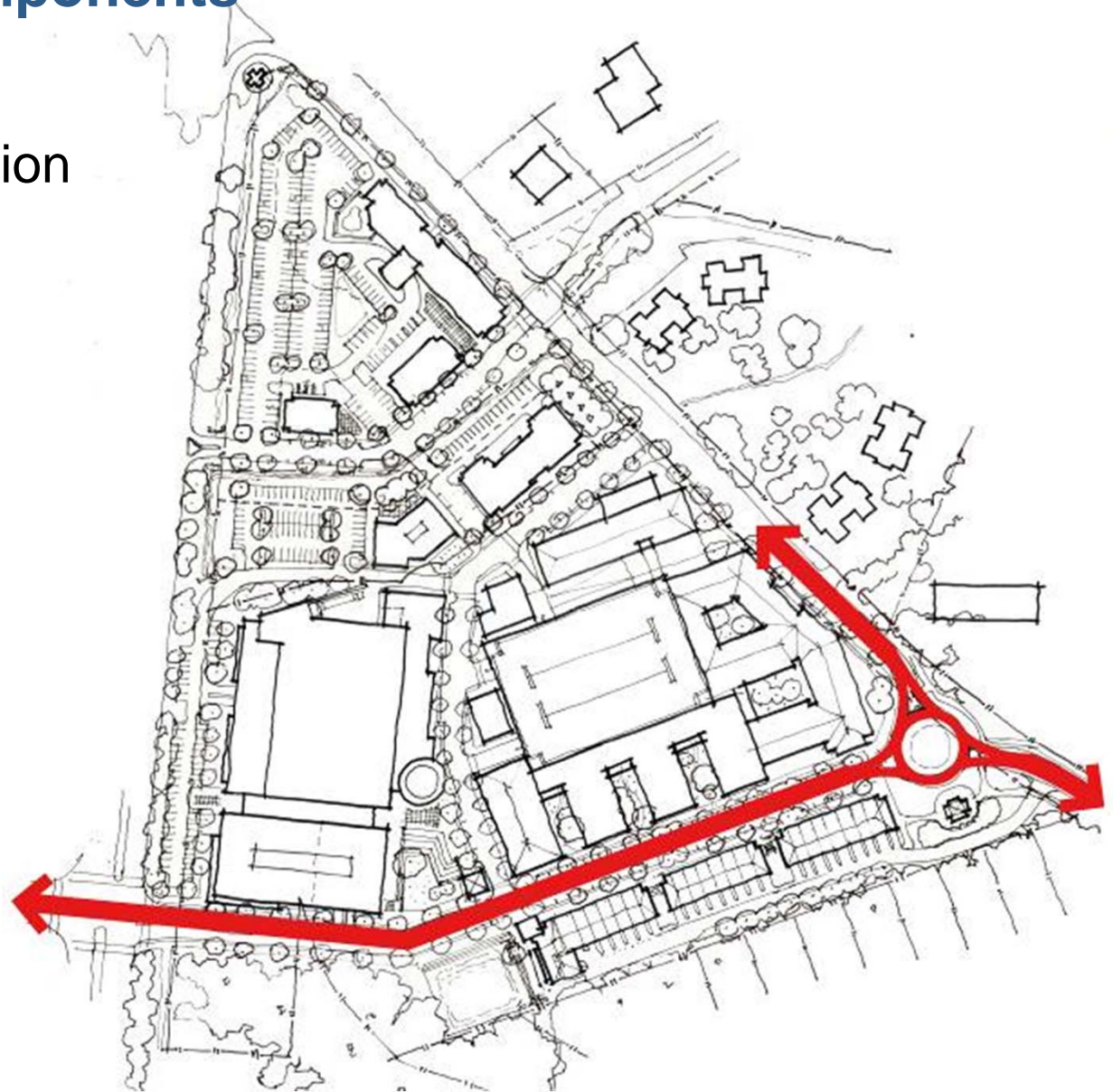
- Mixed-Use
- Residential - Multi-family
- Residential - Townhome
- Commercial
- Office
- Parking Deck





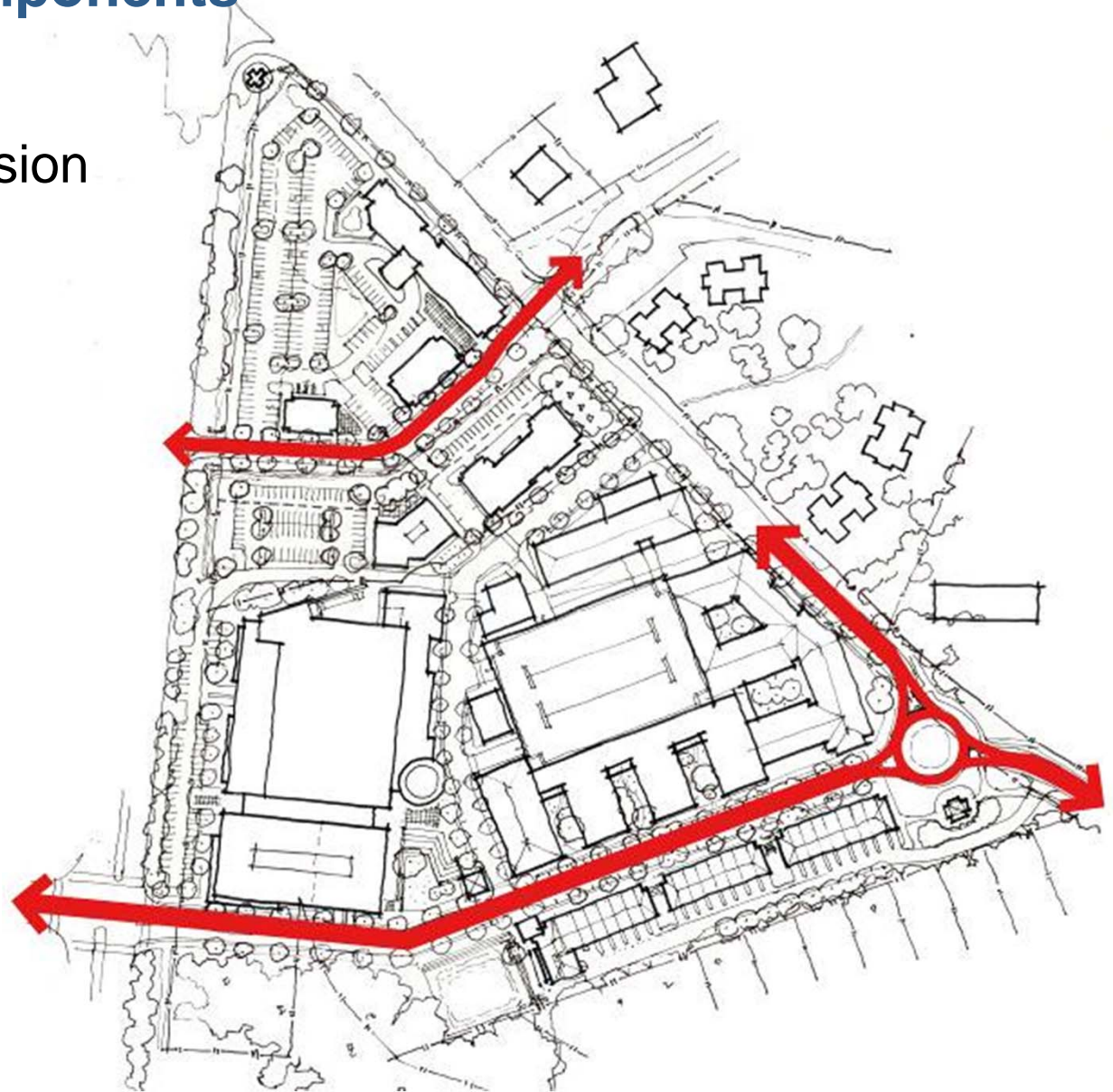
# Conceptual Plan Components

- South Elliott Extension
- Roundabout



# Conceptual Plan Components

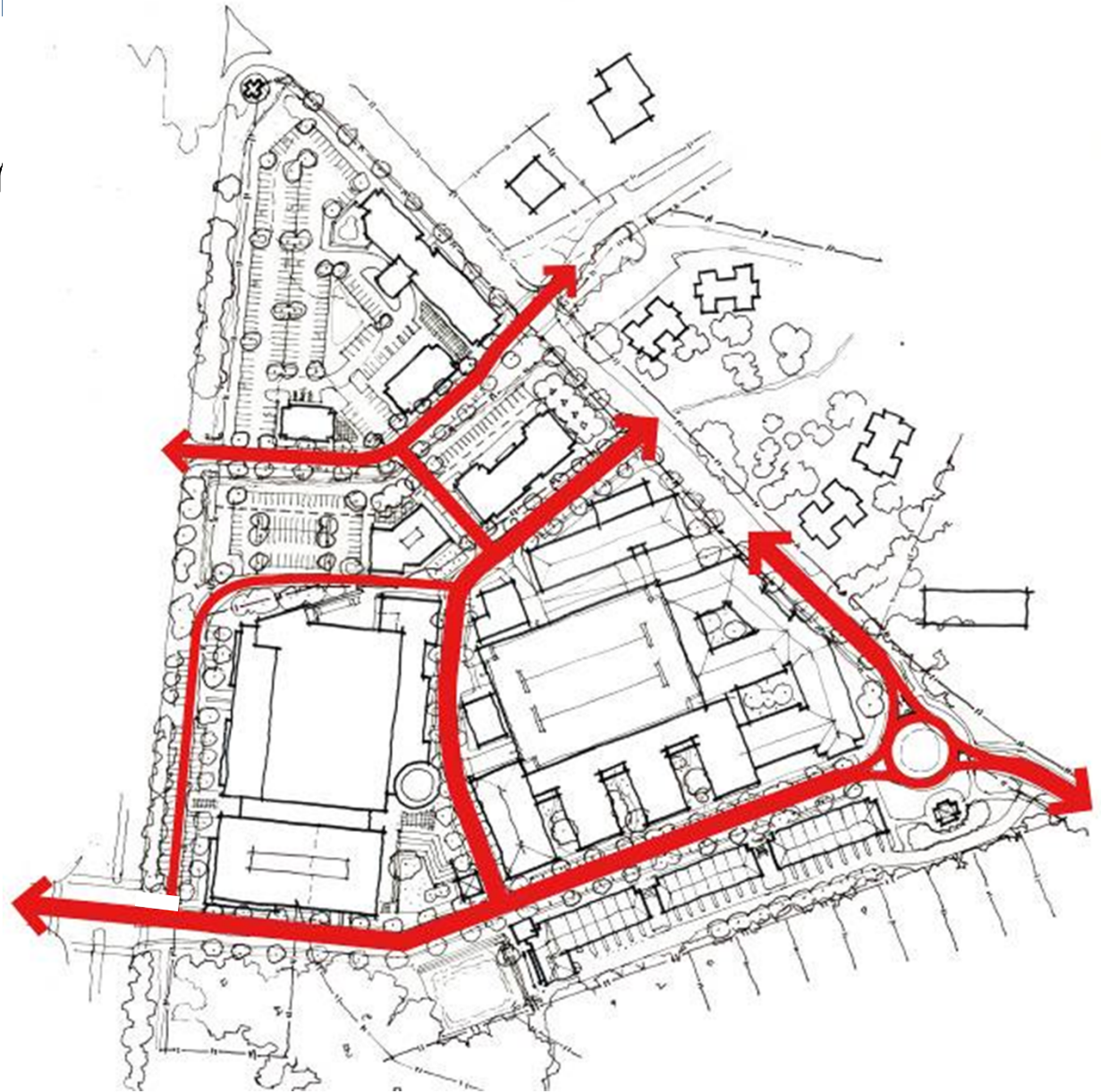
- Legion Road Extension





# Conceptual Plan Com

- New Interior Network



# Conceptual Plan Components

- Development Density

Nighborhood Transition  
Approximately 3-4 stories

Central Residential Core  
Approximately 5-6 stories

High Density Mixed-Use  
and Commercial  
Development

Approximately 6+ stories





An aerial photograph of a city, likely a university campus, with a semi-transparent sketch overlay. The sketch shows buildings, trees, and roads in a more detailed, hand-drawn style. The text "Thank You" is centered in the middle of the image in a bold, dark blue font.

**Thank You**