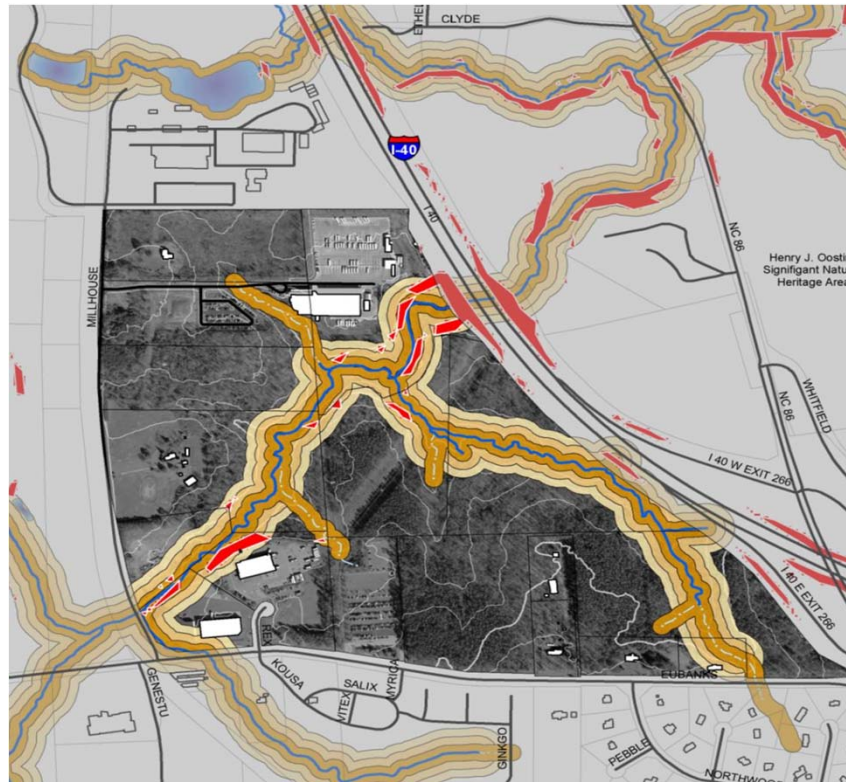


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Eubanks Road Concept Plan

Council Committee on Economic Development
May 2011



Town of Chapel Hill | 405 Martin Luther King Jr. Blvd. | Chapel Hill, NC

Design Process

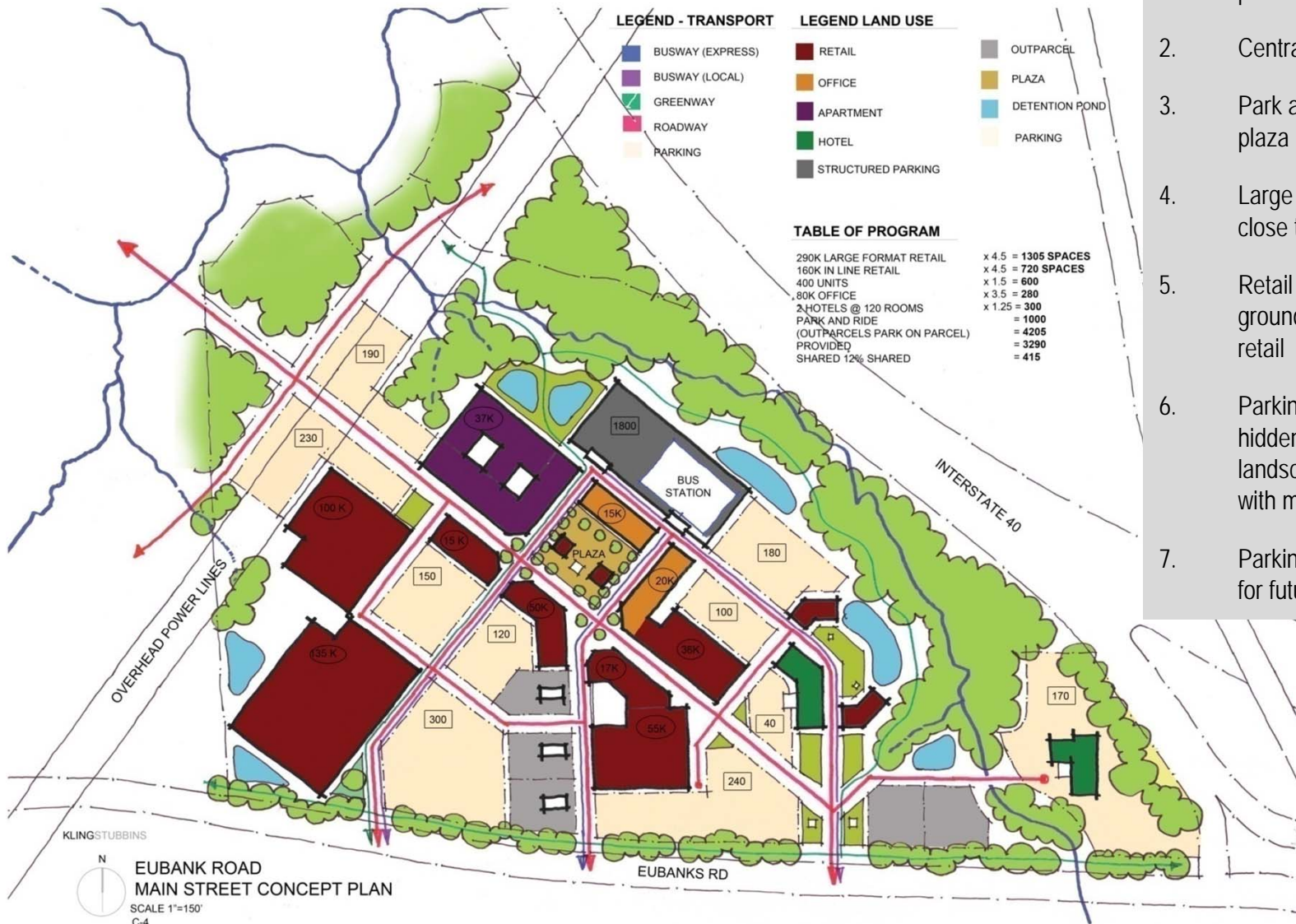
1. Review the Northern Area Task Force Report for guidance
2. Review the Northern Area Transit Oriented Development Workshop Concept Plans
3. Reviewed Scope of Park and Ride Feasibility Study – just beginning
4. Review Stream and Highway Buffer requirements – map no build restrictions
5. First round of separate meetings – one staff, one development team
6. Developed Design principles, confirm development program and design two alternative concepts
7. Second round of meetings – both groups together react to the precedents and the two alternatives
8. Main Street Concept selected as preferred alternative
9. Refined the Main Street Concept – conference call with ED Office and Development Team

Design Principles

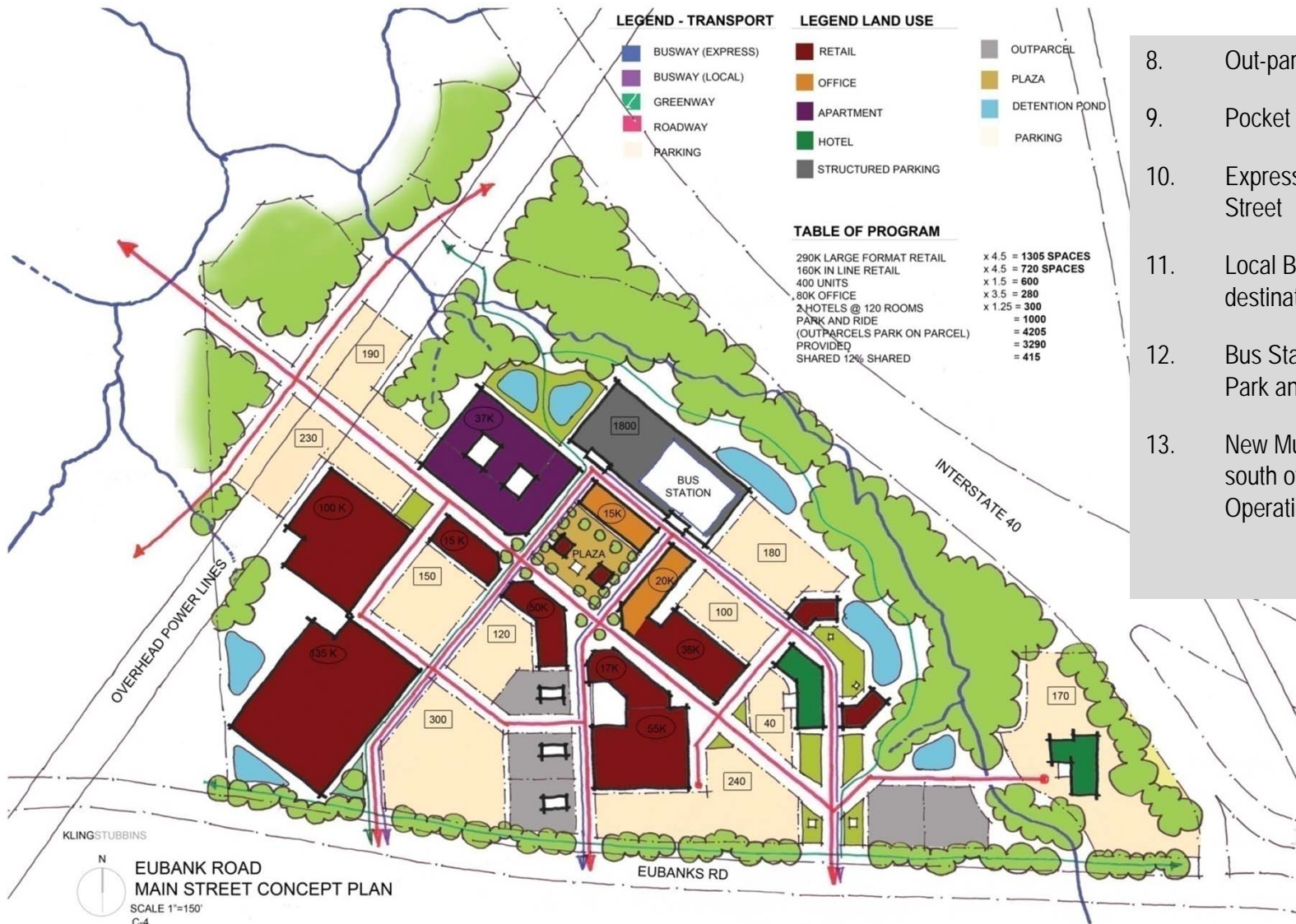
1. Maximize the development potential by vertically stacking uses where economically feasible
2. Use the new diagonal as the main axis of the concept. Orient big boxes to a shared field of parking on Eubanks
3. Create a pedestrian friendly public commons anchored by food and the park & ride hub
4. Align streets to allow for connections to streets across Eubanks Rd and to the northwest for future redevelopment opportunities
5. Plan Eubanks Rd. as a four lane section with a median, sidewalks, bike lanes (+/-100 ft. ROW), and a multipurpose path/greenway separated from the street.
6. Create a hierarchy of streets – segregate the pedestrian vs. the bus-way
7. Create a concept that can adapt to future redevelopment opportunities on the site by redeveloping surface parking lots
8. We targeted approximately 12% shared parking
 - Hotel and office peak at opposite times from park and ride – they could share spaces

Design Principles

7. Create an alley system to allow easy servicing and separation from other uses
8. Locate auto dominated uses towards the I-40 side of the site
9. Locate fast food outlets internal to the site to promote foot traffic. Turn the out-parcels into in-parcels, orient them away from Eubanks – but still visible from it.
10. Explore creating alternative exits from I-40 to improve access and relieve traffic congestion on MLK/Eubanks Rd
11. Create a buffer to screen parking and transition into the neighborhood south of Eubanks
12. Employ innovative stormwater alternatives to detention ponds to meet requirements
13. Use vertical architectural elements to punctuate key vistas and intersections
14. Protect old growth trees on the north side of slopes by the creek



1. Main Street organizes pedestrian experience
2. Central Plaza is heart of site
3. Park and Ride anchors site and plaza
4. Large Format retailers located close to Eubanks
5. Retail lines plaza and street, ground floor of all space has retail
6. Parking Fields broken up and hidden from Eubanks by landscaped and bermed buffer with multipurpose trail
7. Parking Fields are dimensioned for future parking decks



LEGEND - TRANSPORT

- BUSWAY (EXPRESS)
- BUSWAY (LOCAL)
- GREENWAY
- ROADWAY
- PARKING

LEGEND LAND USE

- RETAIL
- OFFICE
- APARTMENT
- HOTEL
- STRUCTURED PARKING
- OUTPARCEL
- PLAZA
- DETENTION POND
- PARKING

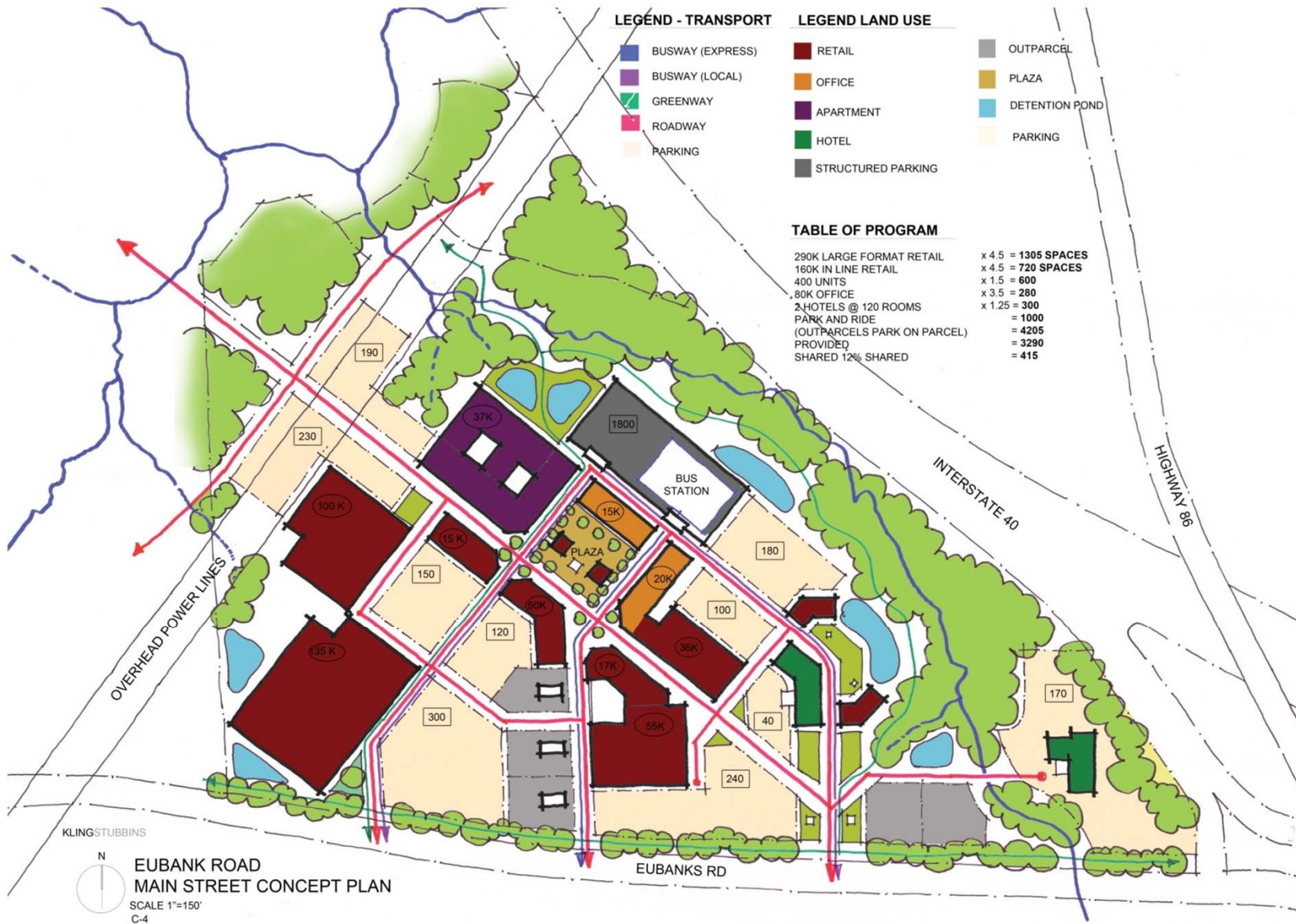
TABLE OF PROGRAM

290K LARGE FORMAT RETAIL	x 4.5 = 1305 SPACES
160K IN LINE RETAIL	x 4.5 = 720 SPACES
400 UNITS	x 1.5 = 600
80K OFFICE	x 3.5 = 280
2 HOTELS @ 120 ROOMS	x 1.25 = 300
PARK AND RIDE	= 1000
(OUTPARCELS PARK ON PARCEL)	= 4205
PROVIDED	= 3290
SHARED 12% SHARED	= 415

8. Out-parcels become in-parcels
9. Pocket Parks strategically located
10. Express Bus Routes avoid Main Street
11. Local Bus Routes touch major destinations
12. Bus Station is in ground floor of Park and Ride Deck
13. New Multi-purpose trail connects south of Eubanks/north to Transit Operations and rings the site

KLINGSTUBBINS
 N
 EUBANK ROAD
 MAIN STREET CONCEPT PLAN
 SCALE 1"=150'
 C-4





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