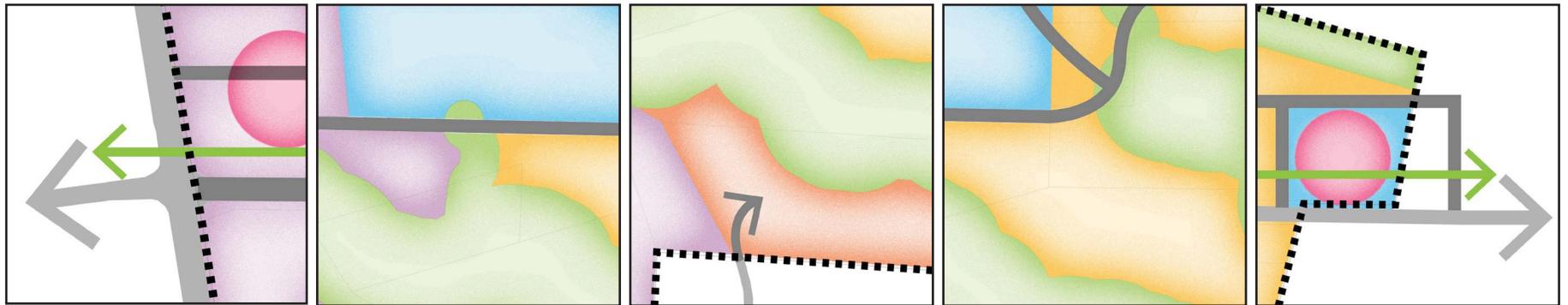


Central West SMALL AREA PLAN

Town of Chapel Hill



Prepared for
TOWN OF CHAPEL HILL, NORTH CAROLINA

Consultants
RHODESIDE & HARWELL
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November 26, 2013

This document incorporates the edits requested by the Town Council at the time of adoption on November 26, 2013.

CONTENTS

- CREDITS** iii
- EXECUTIVE SUMMARY** v
- 1 • INTRODUCTION & PLANNING PROCESS**
 - Background: Chapel Hill 2020 Comprehensive Plan** 1
 - Central West Focus Area Process** 2
 - Central West Focus Area Boundaries 2
 - The Planning Process** 4
 - Central West Focus Area Steering Committee 4
 - Community Engagement 5
- 2 • EXISTING CONDITIONS**
 - Central West Impact Area Today** 7
 - Area Character 7
 - Regulatory Framework 13
 - Mobility 16
 - Housing Affordability 22
 - Carolina North Campus: The Future** 23
 - Overview of Development 23
 - Character & Uses 24
- 3 • VISION STATEMENT, PLANNING PRINCIPLES, & OBJECTIVES**
 - Vision Statement** 27
 - Purpose & Process** 27
 - Principles & Objectives** 28
- 4 • CONCEPT PLAN**
 - Purpose of the Concept Plan** 33
 - Goals of the Plan** 33
 - The Concept Plan** 35
 - Land Use 35
 - Heights 40
 - Buffers & Open Space 41
- 5 • TRANSPORTATION**
 - Existing Transportation Conditions** 45
 - Vision for Transportation in the Central West Area** 45
 - Traffic Mitigation Measures 46
 - Additional Transportation Recommendations 46
 - Central West Small Area Plan & Additional Transportation Plans 47
 - Bicycle & Pedestrian Amenities** 47
 - Multiuse Trail Along Estes Drive 47
 - Connections to the Larger Chapel Hill Bicycle/Pedestrian Network ... 51
- 6 • ENVIRONMENTAL CONSIDERATIONS**
 - Stormwater Recommendations** 53
 - Recommendations for Resource Conservation District Overlay Areas** 54
 - Additional Recommendations** 54

CONTENTS, CONTINUED

- 7 • STREETSAPES**
 - Martin Luther King, Jr. Boulevard Streetscape Elements 55
 - Martin Luther King, Jr. Boulevard & Estes Drive Streetscape Elements 56
 - Estes Drive Streetscape Elements 57
- 8 • IMPLEMENTATION**
 - Land Use & Zoning Tools 59
 - Incorporation into Other Town Plans 59
 - Other Implementation Considerations 59
 - Planning Board Comments 60
- 9 • CONCEPT PLAN, PRINCIPLES & CHAPEL HILL 2020 THEMES** 61
- GLOSSARY** 65
- LIST OF FIGURES & TABLES** 69
- APPENDICES**

CREDITS

A special thank you to all the community members who dedicated their time, energy, and enthusiasm to the Central West Focus Area process. Your passion for Chapel Hill is what makes this town a truly special community.

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Thank you especially to the Siena Hotel and staff for hosting many Steering Committee meetings. And thank you to Orange United Methodist Church, University Mall, Amity United Methodist Church, and the Chapel Hill Public Library for hosting the community events and Steering Committee meetings.

EXECUTIVE SUMMARY

PURPOSE OF THE CENTRAL WEST SMALL AREA PLAN

Welcome to the Central West Small Area Plan. This plan provides a vision and guidance for how the Central West Area should change and grow in the future. This Small Area Plan was developed by the Central West Steering Committee with input from a broad cross-section of the community.

The Central West Small Area Plan makes a conscious attempt to balance many considerations: respecting existing neighborhoods; preserving and enhancing the natural environment; developing a new neighborhood that integrates with existing ones and complements the evolving Carolina North campus; creating new, neighborhood-oriented destinations; assuring the safety of pedestrians, bicyclists, and motorists; mitigating the impacts of new vehicular traffic; and taking into account financial impacts and viability for both the Town and developers. Doing so required that the Steering Committee consider and make many trade-offs and compromises.

The Central West Small Area Plan was adopted by the Town Council on November 26, 2013 as a component of the Chapel Hill 2020 Comprehensive Plan.

HOW TO USE THIS PLAN

The Central West Small Area Plan comprises many components that, taken together, provide a vision for the Central West Area of the future. It is intended that the plan will be used by those interested in developing land in the area, buying a new home or looking for new office space, or learning more about how Chapel Hill will embrace the future. In addition, it is intended that the Town Council and Town staff will rely upon the guidance provided by this plan in evaluating specific projects/applications that are submitted for review and approval.

The elements of this plan are described on the following page.

Each section in this plan builds upon the section before it to provide a road map, or bike map if you will, for how development should occur in the area. This plan is a flexible document intended to encourage the most appropriate and creative uses of land in an area which is beloved by its residents, traversed daily by many community members, and situated as a gateway into Chapel Hill.

The Steering Committee recognizes that additional work will be needed to address issues such as transportation, connectivity, stormwater, affordable housing, and others. The Central West Small Area Plan is a first step in the planning process for this area.

EXECUTIVE SUMMARY, CONTINUED

Elements	Purpose	Begins on Page:
Existing Conditions	In order to better understand the existing conditions in the area, this section provides a snapshot of the area at the time this plan was developed.	In Chapter 2 - Beginning on page 7
Vision Statement	The vision statement provides an overview of the aspirations for this area.	In Chapter 3 - Beginning on page 27
Planning Principles and Objectives	The principles outline a full vision for the area, and the objectives provide concrete ways to implement these visions.	In Chapter 3 - Beginning on page 28
Concept Plan	Most of the land in this area is either not developed or has little development. This section provides an overview of the appropriate land uses and heights for this area.	In Chapter 4 - Beginning on page 33
Traffic Mitigation Measures	Traffic in the Central West area was a primary concern during the development of this plan. This section provides information about how the possible increase in traffic can be managed.	In Chapter 5 - Beginning on page 46
Bicycle and Pedestrian Amenities	The Central West area has only a few sidewalks and bike lanes, and the ones that exist often do not feel comfortable or safe. This section provides an overview of the bicycle and pedestrian amenities that are planned for this area.	In Chapter 5 - Beginning on page 47
Environmental Conservation Recommendations	The Central West area has many large trees and natural spaces. This section provides recommendations for including these spaces in new development, managing stormwater, and protecting the land near the Resource Conservation District.	In Chapter 6 - Beginning on page 53
Streetscape Vision	Having a consistent, inviting, and attractive streetscape is important in order to reflect the existing character of the area and to welcome residents and visitors to the area. This section provides elements for the streetscape along Martin Luther King, Jr. Boulevard and Estes Drive.	In Chapter 7 - Beginning on page 55
Implementation	Implementation of the vision and ideas in this plan will create an area that serves the existing neighborhoods residents, welcomes new community members and workers, and serves the larger Chapel Hill community. This section outlines the implementation steps for this plan.	In Chapter 8 - Beginning on page 59

1 • INTRODUCTION & PLANNING PROCESS

BACKGROUND: CHAPEL HILL 2020 COMPREHENSIVE PLAN

In June of 2012, the Town Council adopted the Chapel Hill 2020 Comprehensive Plan, which is a reflection of the values, aspirations, and ideas of the Chapel Hill community.

The following is the community vision for Chapel Hill:

Chapel Hill 2020: Connections. Choices. Community.

Chapel Hill will be a multicultural university town where each day celebrates connections and choices; where a dynamic downtown and networked community inspire connections among people, ideas, the region, and the world; where innovation, technology, discovery, learning, and the arts continually animate a town alive with choices, options, and opportunities to live, work, play, and prosper.

The Chapel Hill 2020 Comprehensive Plan identified several areas throughout town as “future focus discussion areas” which are areas that are most likely to change in the future due to vacant land, underdeveloped sites, and their locations along transportation and transit corridors. These areas would require additional community conversations and planning about how the areas would change in the future.

The Central West Focus Area became a priority “Focus Area” during the comprehensive planning process due to the known development pressures in the area. The Council recognized that development would best serve the needs of the town and the immediate surrounding neighborhoods if it were carried out in the context of a small area plan with community involvement.

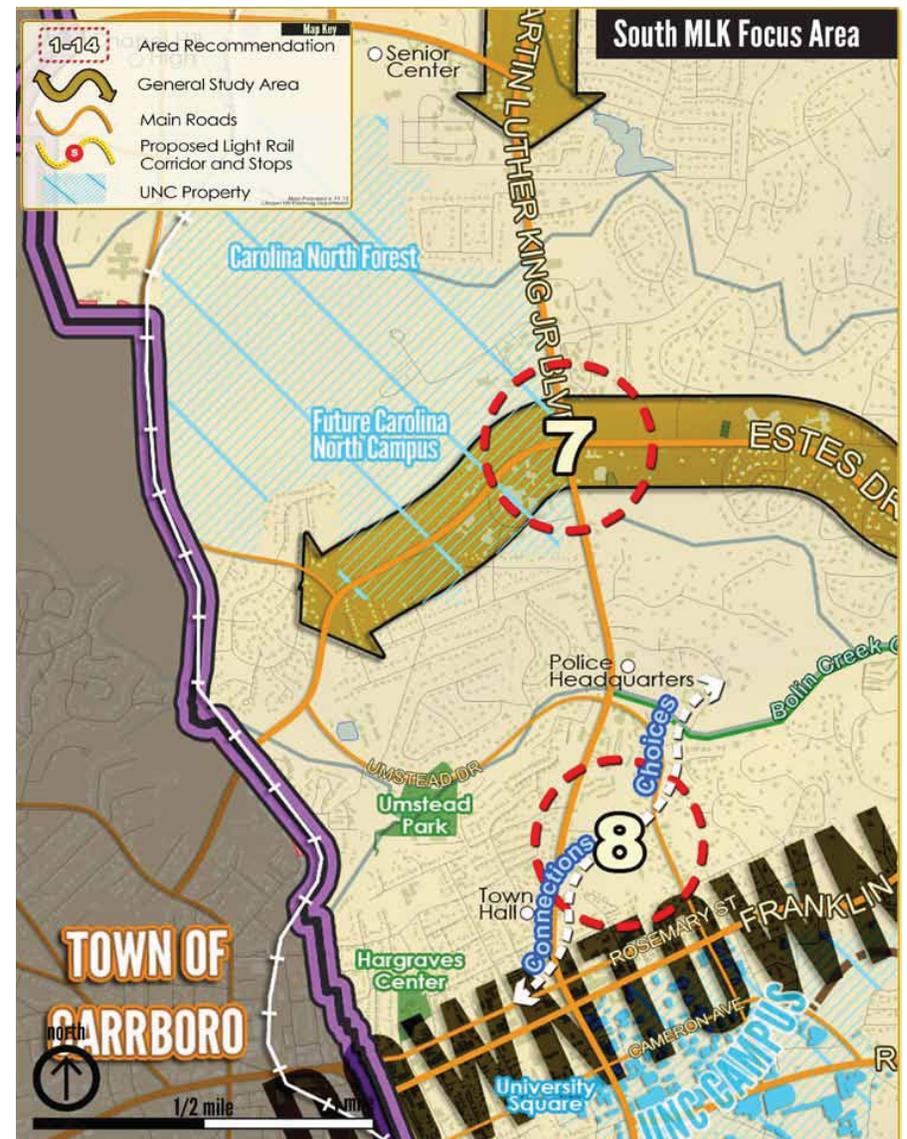


Figure 1.1: Area 3: South Martin Luther King, Jr. Boulevard

The key considerations for this area, as stated in the Comprehensive Plan, were the economic pressure to develop parcels along Martin Luther King, Jr. Boulevard and Estes Drive; the addition of the planned Carolina North 250-acre campus in this area; the opportunity for connections for pedestrians, bicycles, buses, and cars; the opportunities presented by the possibility of future transit investment along Martin Luther King, Jr. Boulevard; and the need to understand the potential impacts of future development on the area.

Therefore, the Comprehensive Plan recommended the initiation of a “community-based process to identify the future form of new uses in and near Estes Drive and Martin Luther King, Jr. Boulevard,” with an exploration of Estes Drive as a complete, multimodal street, as well as discussions regarding support for “the potential for redevelopment of the southern end of this corridor with better connections to downtown and the University by encouraging community-based discussion of form, access, environmental conditions, and connectivity.”

The Central West Focus Area process responded to this recommendation through the initiation of a community-based planning process that has explored a variety of options for the area’s future.

CENTRAL WEST FOCUS AREA PROCESS

Between mid-September and early October 2012, four community meetings were held to develop recommendations that were sent to the Town Council regarding the planning process for this area. During the October 24, 2012 Town Council meeting, the Town Council reviewed the recommendations and provided guidance about the process including the schedule, work product, boundaries, and Steering Committee structure.

CENTRAL WEST FOCUS AREA BOUNDARIES

The Chapel Hill 2020 Comprehensive Plan identified an area titled “Area 3: South Martin Luther King, Jr. Boulevard” as a Future Focus Area. Area 3 encompassed an area located approximately between Homestead Road to the north, Rosemary Street to the south, the Carolina North campus to the west, and Hillsborough Street to the east (Figure 1.1).

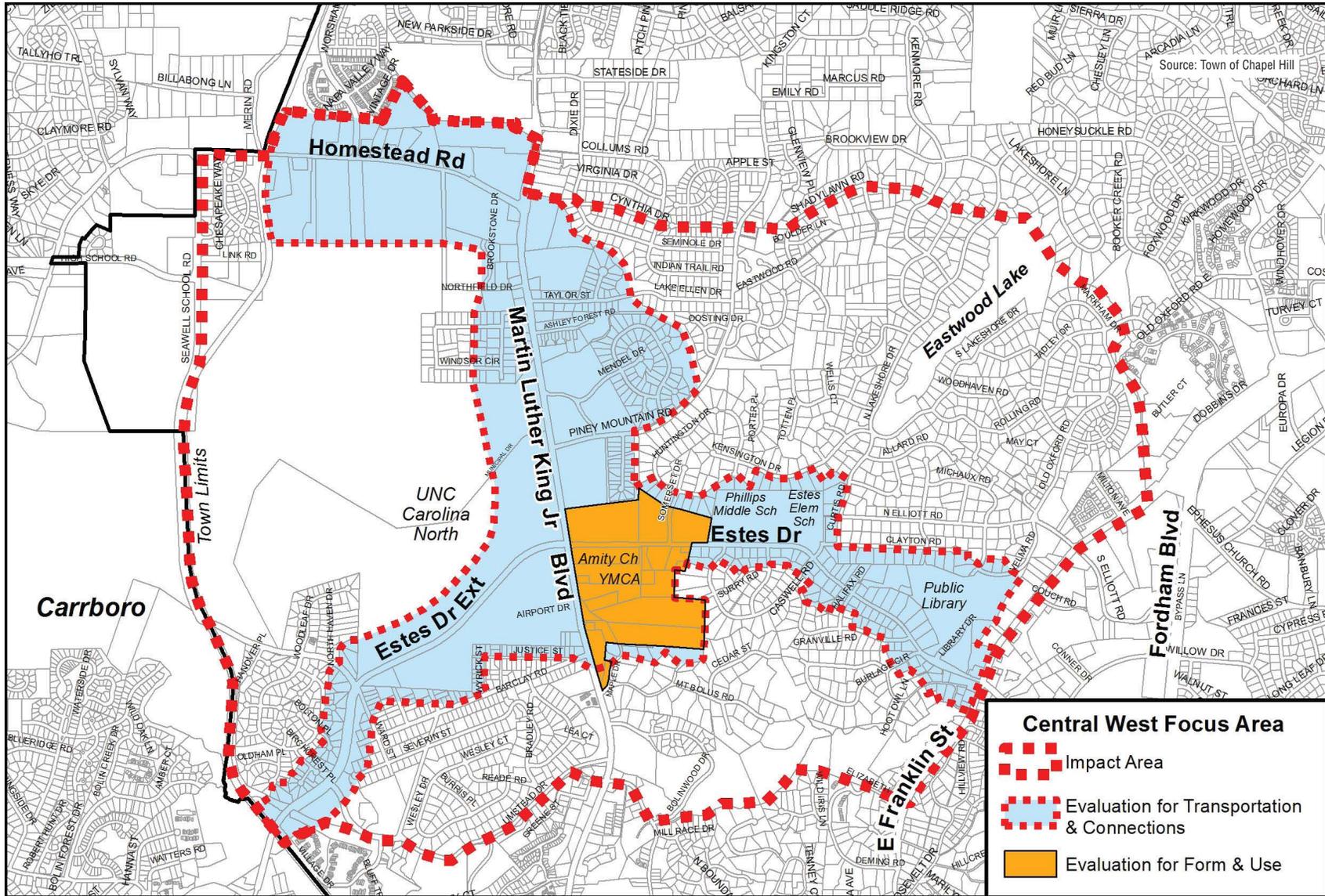
The Central West Focus Area does not include this entire area; rather, during the October 24, 2012 Town Council meeting, the Town Council more tightly defined the boundaries for the Central West Focus Area into three “impact areas” (Figure 1.2).

These three areas comprise the following:

1. ***Evaluation for Form and Use*** is a well-defined area located at the intersection of Martin Luther King, Jr. Boulevard and Estes Drive. This core area has the greatest potential for change given its proximity to the Carolina North campus, its location at the intersection of two well-traveled routes, and its relatively sizable, undeveloped parcels. The Evaluation for Form and Use Area is the focal point for discussions regarding future land use, form and density.
2. ***Evaluation for Transportation and Connections*** includes properties directly accessing Martin Luther King, Jr. Boulevard, Estes Drive/Estes Drive Extension, and the segment of Homestead Road to the west of Martin Luther King, Jr. Boulevard. This area was important for exploring stronger transportation connections and assessing impacts from the area identified for form/use evaluation.
3. ***Impact Area*** encompasses the residential neighborhoods directly to the north and south of Estes Drive/Estes Drive Extension. The potential effects of changes within the Evaluation for Form and Use Area on these surrounding neighborhoods were discussed throughout the process.

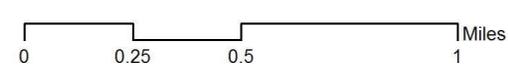


Central West Focus Area Boundaries Adopted by Town Council on October 24, 2012



GIS Map prepared by Town of Chapel Hill
Planning Department, 10-24-2012

Figure 1.2: Central West Focus Area Boundaries



The Central West Focus Area is currently primarily residential in character with neighborhoods that contain single-family dwellings with a few multifamily housing complexes, office buildings and small businesses adjacent to Martin Luther King, Jr. Boulevard. In addition, the area contains several major community facilities, including the Town of Chapel Hill Public Library, Estes Hills Elementary School and Phillips Middle School, the Chapel Hill-Carrboro YMCA, and Amity United Methodist Church.

THE PLANNING PROCESS

The process undertaken in developing a plan for the Central West Focus Area (CWFA) has emphasized an inclusionary, open, community-based effort through the use of a Steering Committee with broad community representation, multiple community workshops and discussions, the public sharing of information and materials throughout the planning process, and opportunities for public comment at Steering Committee meetings and report out sessions.



Figure 1.3: Central West Focus Area Steering Committee

CENTRAL WEST FOCUS AREA STEERING COMMITTEE

The Town Council established a Steering Committee with the following purpose:

Create and deliver a small area plan for the Planning Area for Council consideration; create a schedule for the process and milestones for reporting to the community; and gather the necessary data/expertise for making informed decisions.

The Central West Steering Committee was comprised of stakeholder representatives who would work together to develop a small area plan.

The Town Council appointed a 17-member Steering Committee that included the following:

- 1 University of North Carolina at Chapel Hill liaison – Jeff Kidd
- 1 Chapel Hill-Carrboro City Schools liaison – Mia Burroughs
- 1 Planning Board member – Amy Ryan
- 1 Transportation Board member – Michael Parker
- 1 Bicycle and Pedestrian Board member – Keith Billy (December 2012 to May 2013) and Jared Simmons (June 2013 to November 2013)
- 4 Business owners/ Landowners/Non-profit representatives from the area, including one Chamber of Commerce member – Anthony Carey, Lucy Carol Davis, Bruce Murray, and Whit Rummel
- 7 Homeowner Residents in the Planning and Impact Areas* – Eric Hyman, Julie McClintock, Sarah McIntee, Firoz Mistry, Mickey Jo Sorrell, David Tuttle, and Buffie Webber
- 1 Renter Resident in the Planning and Impact Areas – Abby Parcell

**Note: One of the residents' seats was originally for a Public Housing resident or representative. Since neither a Public Housing resident nor representative applied for a seat, a resident from the Planning and Impact Area was appointed for this seat.*

Also, two co-chairs were elected to guide the planning process and to serve as liaisons between the Steering Committee and the Town staff and consultants. Michael Parker and Amy Ryan were elected as co-chairs by the Steering Committee members.

The Steering Committee met at least monthly, and in many instances bi-monthly, to define, discuss and shape the elements of the Central West Focus Area plan. All meetings were open to the public, and opportunity was provided during the meetings for public comment.

COMMUNITY ENGAGEMENT

The Chapel Hill community was invited to actively participate in the Central West Focus Area planning process through multiple events and ongoing e-communications. These included the following:

Community Workshops and “Report Out” Sessions

Two half-day community workshops were held during the Central West planning process. The first, held on March 2, 2013, focused on a discussion of perceptions about the Focus Area, concerns and issues related to potential changes in the area, and a range of visions for the future. On May 18, 2013, the second workshop asked for feedback on a large number of potential planning principles and objectives to be used to guide the evolution of a planning concept for the area and explored responses to a series of conceptual land use alternatives. Both sessions were well attended and provided information that was subsequently summarized by the Steering Committee in its development of a final list of Central West Principles and Objectives (presented in Chapter 3), and in the further iterations of concept plans.



Figure 1.4: March 2, 2013 Community Workshop



Figure 1.5: May 18, 2013 Community Workshop

In addition, the Steering Committee organized and conducted Community Report Out Sessions on April 25, 2013 and September 10, 2013—meetings that provided opportunities for community members to consider and provide input on the planning principles and concepts that were being developed by the Steering Committee at various stages in the process. These sessions provided valuable information that was considered by Steering Committee members in moving forward in development of the Central West Small Area Plan.

In order to inform a broader base of the town's community, Planning Department staff also set up information booths called a "road show" to gather feedback at the University Mall Farmers' Market, the University Mall, and the Public Library, and held sessions with high school students, graduate students, and young professionals.

The Steering Committee also provided a report to the Town Council on June 24, 2013, with the purpose of providing an update to the Council about the Steering Committee's work. Community members also spoke at the Council meeting and provided their feedback about the concepts and the process.

E-Communications

Members of the public who were interested in the Central West process had the opportunity to join a project listserv and were sent notices of all Steering Committee meetings and public events, as well as the written materials that were distributed to the Steering Committee in preparation for all of its meetings.

E-mails from the public that were sent to the Central West project manager were distributed to the Steering Committee and other planning team members as they were received throughout the planning process.

A Central West webpage was established by the Planning Department staff and all materials were posted on this webpage. Information was also shared on the Chapel Hill 2020 blog.

Additionally, a "Community Input" webpage was developed by the Planning Department staff, and members of the community and the Steering Committee could request that information be posted in this webpage.

Two informal, online questionnaires/surveys were conducted, the first in March of 2013, and the second in September of 2013.

The purpose of the March 2013 questionnaire was to gauge the community's perceptions of the Central West Focus Area and asked questions about why people use the area, how they would describe the area, what they like most about the area, and what they are most concerned about regarding the area.

The purpose of the September 2013 survey was to gather feedback about the concept plans titled A1, A2, B1, and B2 that were shown at the Central West Community Session on September 10th. The respondents disliked Concepts A2, B1, and B2, with Concept A1 receiving the most like and neutral responses. The Steering Committee incorporated this feedback as they developed their Concept Plan. Please see Appendix B for a summary of the responses.

Additional Input

Throughout the process, the Steering Committee received input from community members, residents adjacent to the planning area, business owners, and others. In addition to the input received at the workshops, "roadshow" events, and through emails, additional proposals for small area plans were presented to the Steering Committee. The additional proposals provided thoughts about the appropriate levels of density, traffic impacts in the area, and the balance between growth and community character. The Steering Committee received these proposals and community comments throughout their process, which influenced their conversations and decisions.

For more information about these additional proposals, visit www.townofchapelhill.org/centralwest.

2 • EXISTING CONDITIONS

In the initial stages of the planning process, the project team compiled a “Resource Data Package,” or a packet of maps, to describe existing conditions within the Central West Impact Area. These mappings of the area—included in the following chapter—cover a range of physical, social, infrastructural, and regulatory data which may be grouped into four categories:

- Character of the area
- Current regulatory framework
- Mobility across various modes of transportation
- Housing affordability

This collection of existing conditions data also includes plans for the Carolina North campus, and both issues and potential opportunities for the future as identified by the community and the Steering Committee. Additional maps related to demographics, land values, and housing statistics were included in the Resource Data Package, and may be found in Appendix A. The goal was to familiarize the Steering Committee with all aspects of the area and highlight issues and other considerations that would need to be addressed as the process moved forward.

CENTRAL WEST IMPACT AREA TODAY

Currently, the Central West Impact Area is composed primarily of single-family residences, several multifamily apartment complexes, office buildings, churches, the Chapel Hill-Carrboro YMCA and small businesses along the Martin Luther King, Jr. Boulevard corridor. The Town of Chapel Hill’s Public Library and two public schools—Phillips Middle School and Estes Hills

Elementary School—are located on Estes Drive, and there are a number of large public parks within and around the Impact Area.

As the majority of the Impact Area and Evaluation for Transportation and Connections Area are occupied by single-family and multifamily housing, the area is comprised primarily of residents. Other users include public school attendees, library patrons, and travelers en route through the area. Median age and median income in this area are both higher than Chapel Hill averages. Houses are generally set back from the street, and there is significant tree cover around buildings and in undeveloped portions of the area.

Within the Evaluation for Form and Use Area there are very few homes, and thus few residents. Individuals in this area are typically travelers on Estes Drive and Martin Luther King, Jr. Boulevard, employees, parishioners and users of Amity United Methodist Church, the Chapel Hill-Carrboro YMCA, the daycare center, various medical providers, and office employees.

AREA CHARACTER

Overall View

The small-scale development and extensive tree cover that characterize the Central West Focus Area are visible in aerial imagery of the area (Figure 2.1). A large portion of the Impact Area is occupied by the Carolina North Forest, a 700-acre conservation area, and, just south of this, the future site of the Carolina North campus on what is currently the Horace Williams Airport. Within the Evaluation for Form and Use Area boundary, the land on either side of Estes Drive is almost entirely forested.

Overall View, continued

The Horace Williams Airport, presently on 1000 acres owned by the University of North Carolina at Chapel Hill, operates under the FAA allowing private planes to use the airport. The Town of Chapel Hill established an

Airport Hazard District in the vicinity of Martin Luther King, Jr. Boulevard and Estes Drive, which severely limits development in the area. The Horace Williams Airport will be closed when the site is redeveloped as the Carolina North Campus.



Figure 2.1: Overall View: Aerial Image of the CWFA

Topography

The topographic profile of the Impact Area is varied, with the steepest slopes found along stream beds in the eastern and southern portions of the area. Within the Evaluation for Form and Use Area, the land is steeply sloped south of Estes Drive, particularly in the southernmost portion of that area

along the designated Resource Conservation District (RCD) and Jordan Lake buffers. The land north of Estes Drive is somewhat more gently sloping, particularly in the area on either side of Somerset Drive, with a relatively flat area in the northwest quadrant, between Martin Luther King, Jr. Boulevard and the power transmission easement.

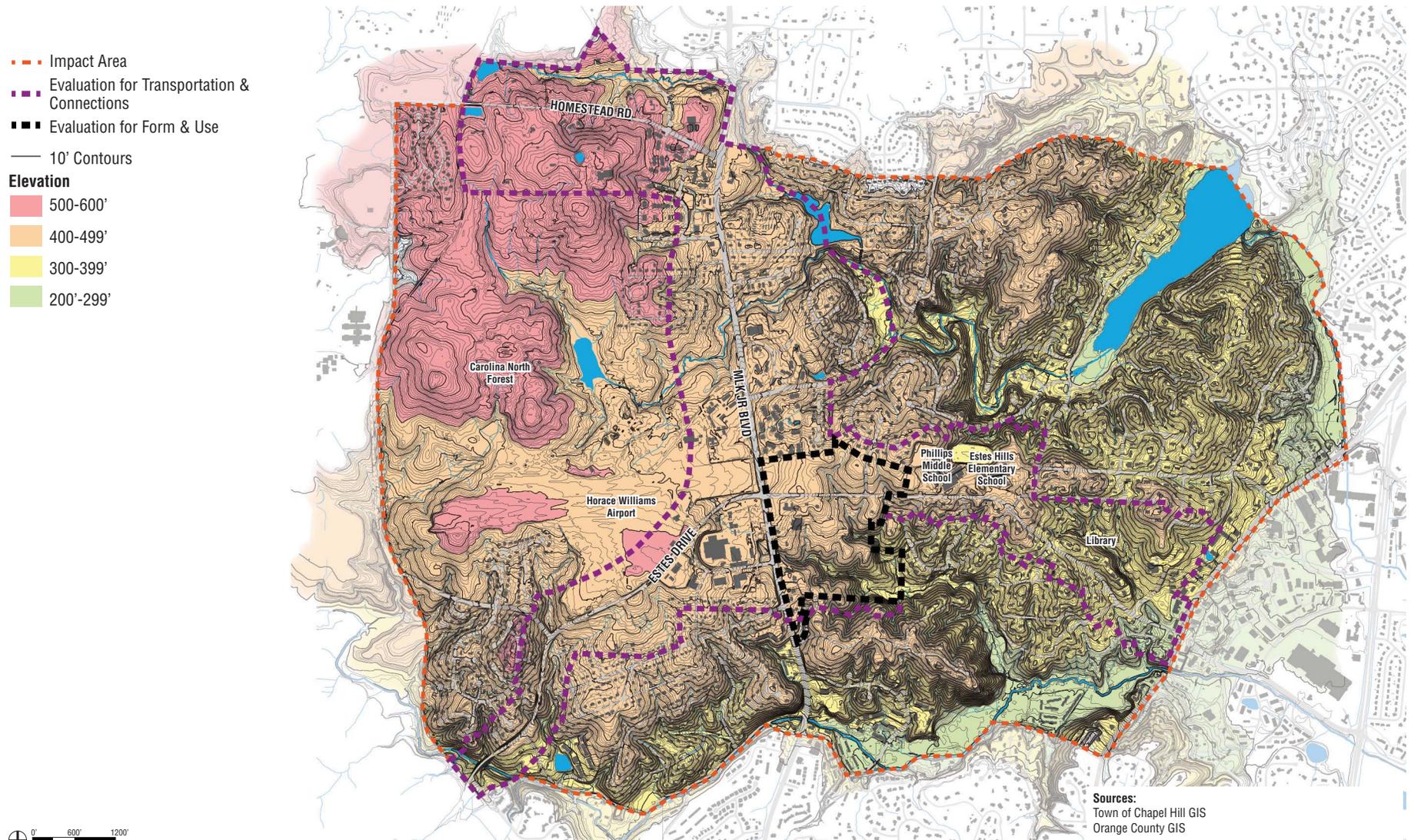


Figure 2.2: Topography

Neighborhoods

The area of Evaluation for Transportation and Connections includes all of, or a portion of, approximately 17 designated neighborhoods or subdivisions, including the Coker Hills Neighborhood Conservation District Zoning

Overlay (Figure 2.3). The Evaluation for Form and Use Area is not currently associated with an existing designated neighborhood. These neighborhoods were developed in the 1970s and 1980s and both houses and street circulation patterns are typical of that era (which included cul-de-sacs and few street grids).

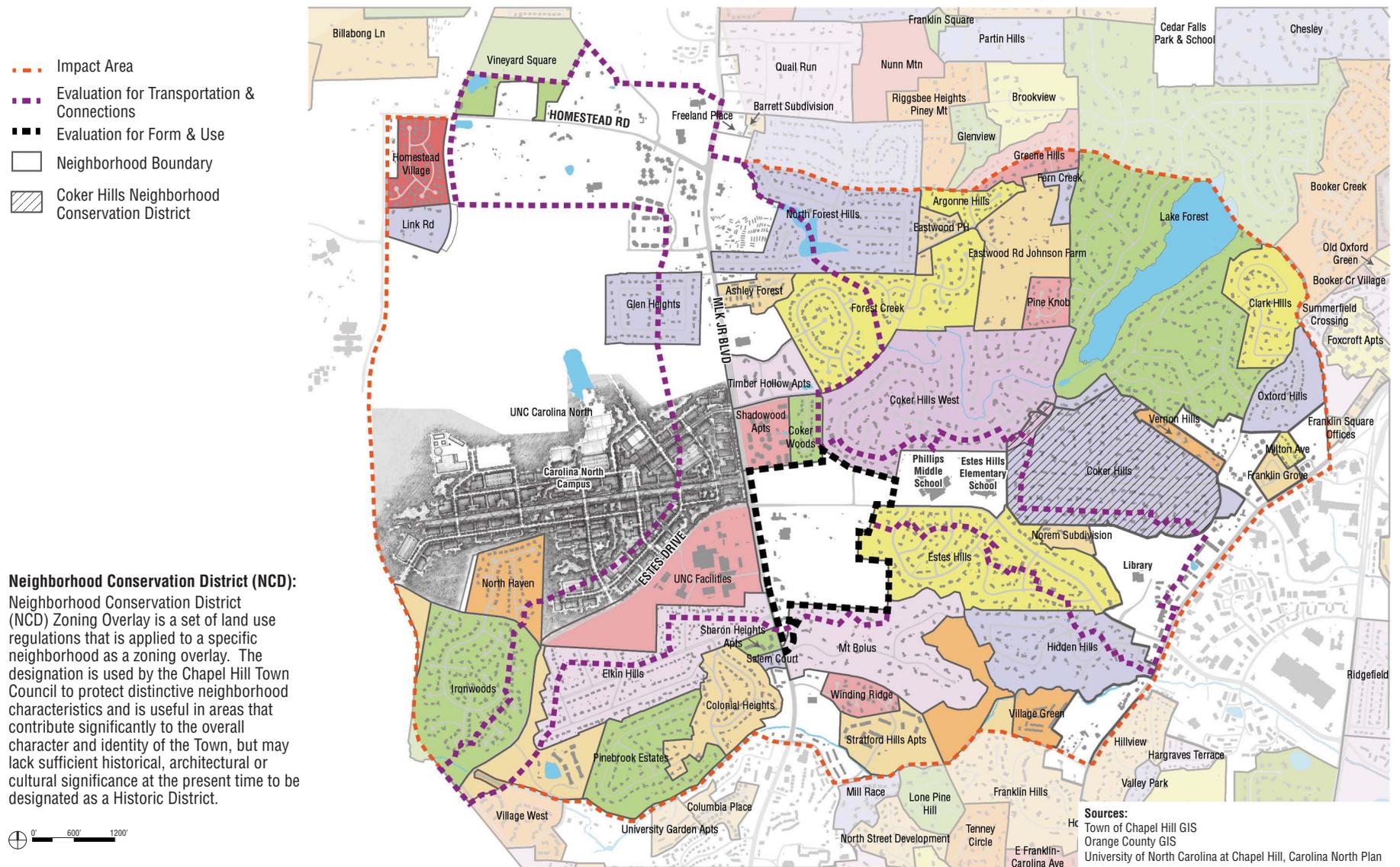


Figure 2.3: Neighborhoods

Development Patterns

Extensive small-scale single family development is visible in a figure-ground diagram of the Impact Area (Figure 2.4). Relatively more dense development and larger building footprints can be seen within the Evaluation for Transportation and Connections Area along the Homestead Road, Martin

Luther King, Jr. Boulevard, and Estes Drive corridors. While several medium- to large-scale structures exist within Evaluation for Form and Use Area, development within the boundary is minimal.



Figure 2.4: Current Development: Figure-Ground

Public Parks and Green Spaces

There are a number of public parks and other green spaces in the Central West Focus Area (Figure 2.5). Two large parks are located within or just outside of the Impact Area—Prichard Park to the east off of Estes Drive and Homestead Park to the north along Martin Luther King, Jr. Boulevard. Within the Carolina North Forest and the future site of the Carolina North campus, the University has designated Limited Development Areas where

development will be restricted for the next 50 years. Other sections of the Carolina North Forest have been identified as Conservation Areas according to an assessment of their ecological value. Designation as a Conservation Area permanently prohibits development or unapproved physical disturbance of the environment, though the forest will still be used for recreational and educational purposes. The Carolina North campus offers multiple trails for walking, running, and hiking.

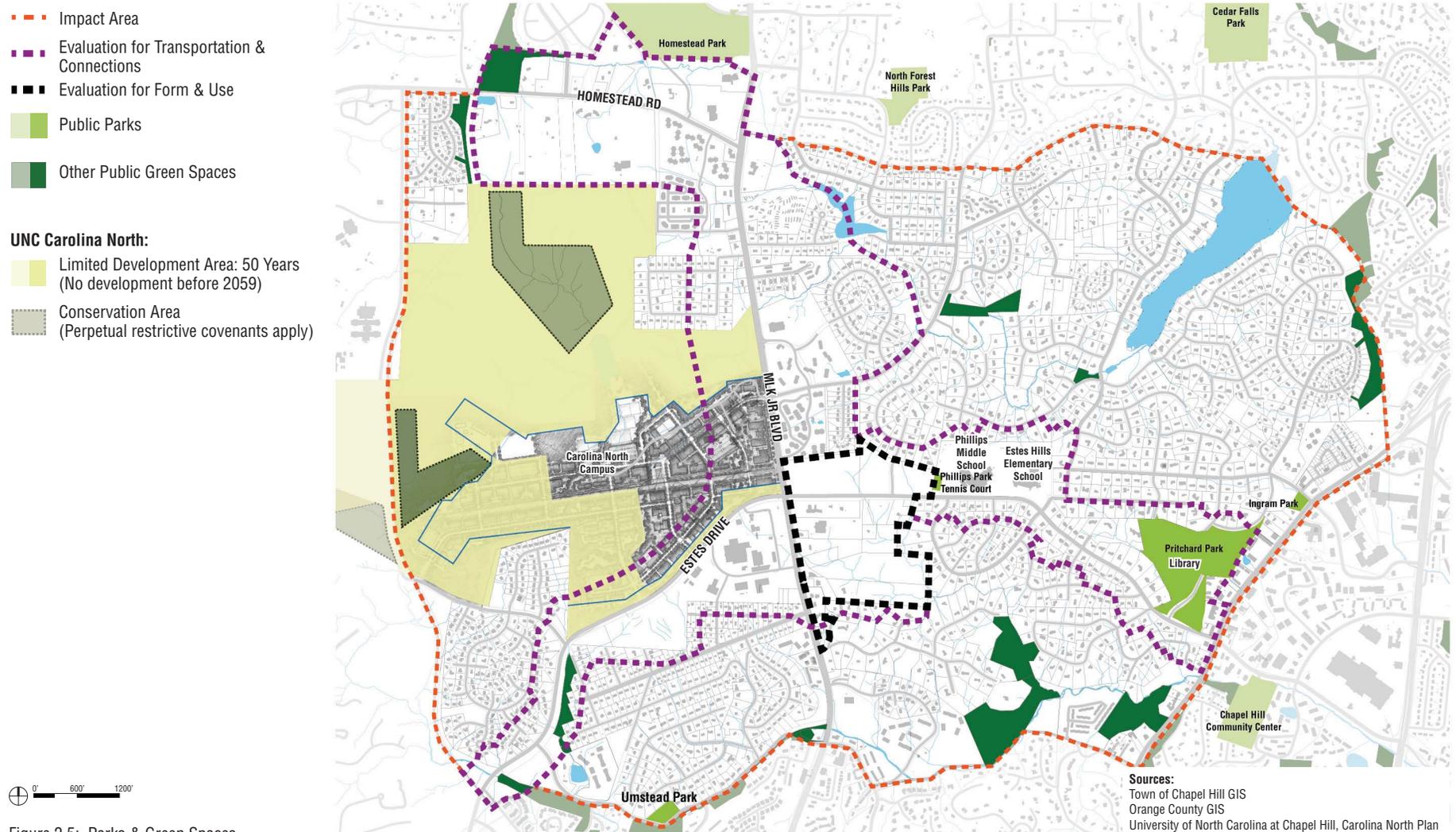


Figure 2.5: Parks & Green Spaces

Watersheds

The Town of Chapel Hill is located within the Cape Fear River Basin, and nine subwatersheds intersect the Impact Area boundary (Figure 2.7).

Additionally, the town is part of the Jordan Lake watershed and therefore the area is subject to particular stream buffer requirements put in place to protect the environmental quality of the lake (Figure 2.8).

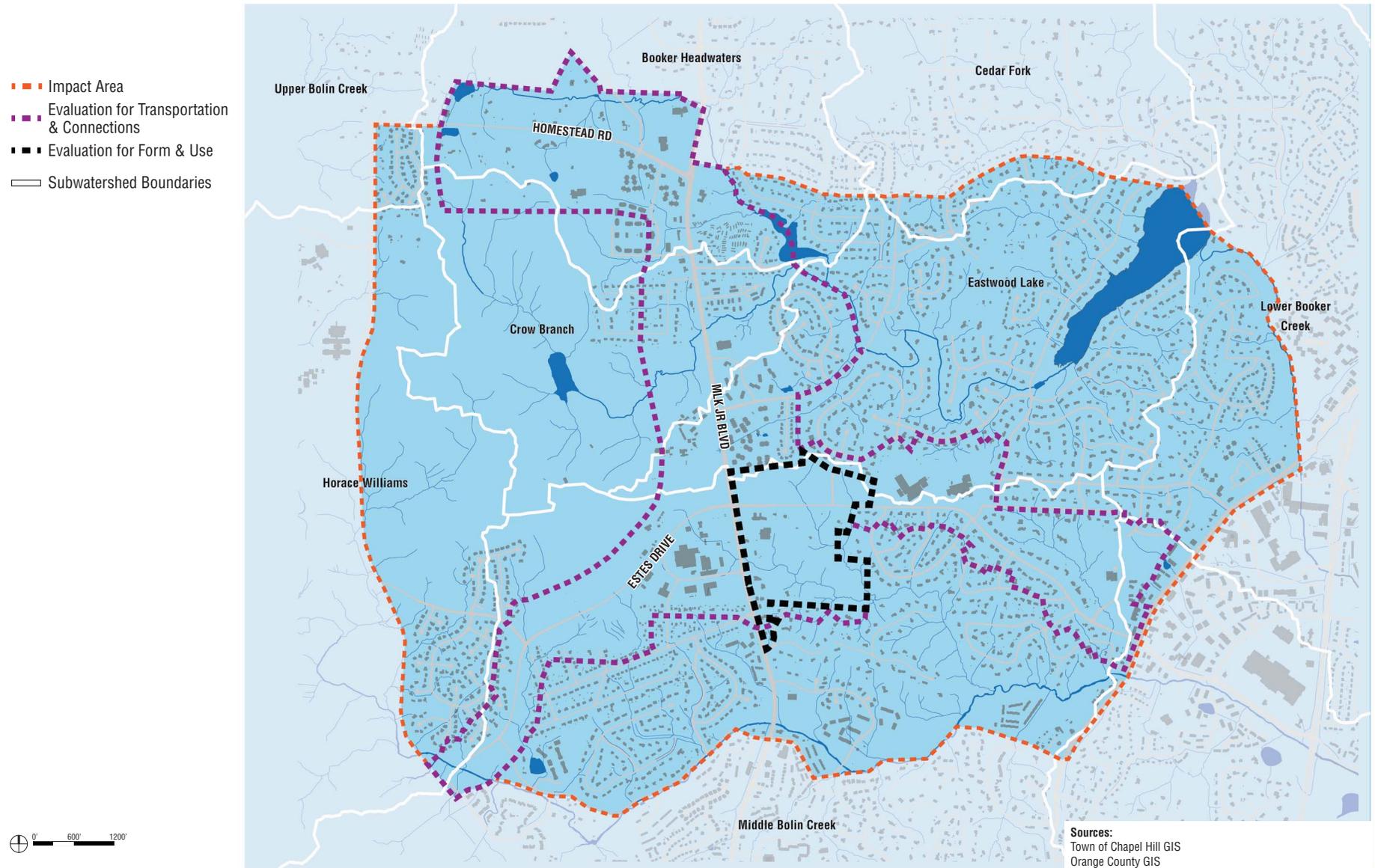


Figure 2.7: Town Watersheds

Environmentally Protected & Sensitive Areas

As part of the Jordan Lake watershed, development in the Impact Area must follow the requirements of the North Carolina General Assembly's 2009 Jordan Lake Nutrient Management Strategy. Under the Jordan Watershed Riparian Protection Ordinance, all perennial streams, intermittent streams, and perennial waterbodies must have a 50' undeveloped vegetative buffer.

The Town of Chapel Hill also has established a Resource Conservation District (RCD) to protect stream corridors and mitigate property damage caused by flooding (Figure 2.8). RCD buffer regulations require a 50-150' vegetative buffer along streams and waterbodies, as determined by the Town. Limited disturbance in the buffer zone is allowed for stream crossings.

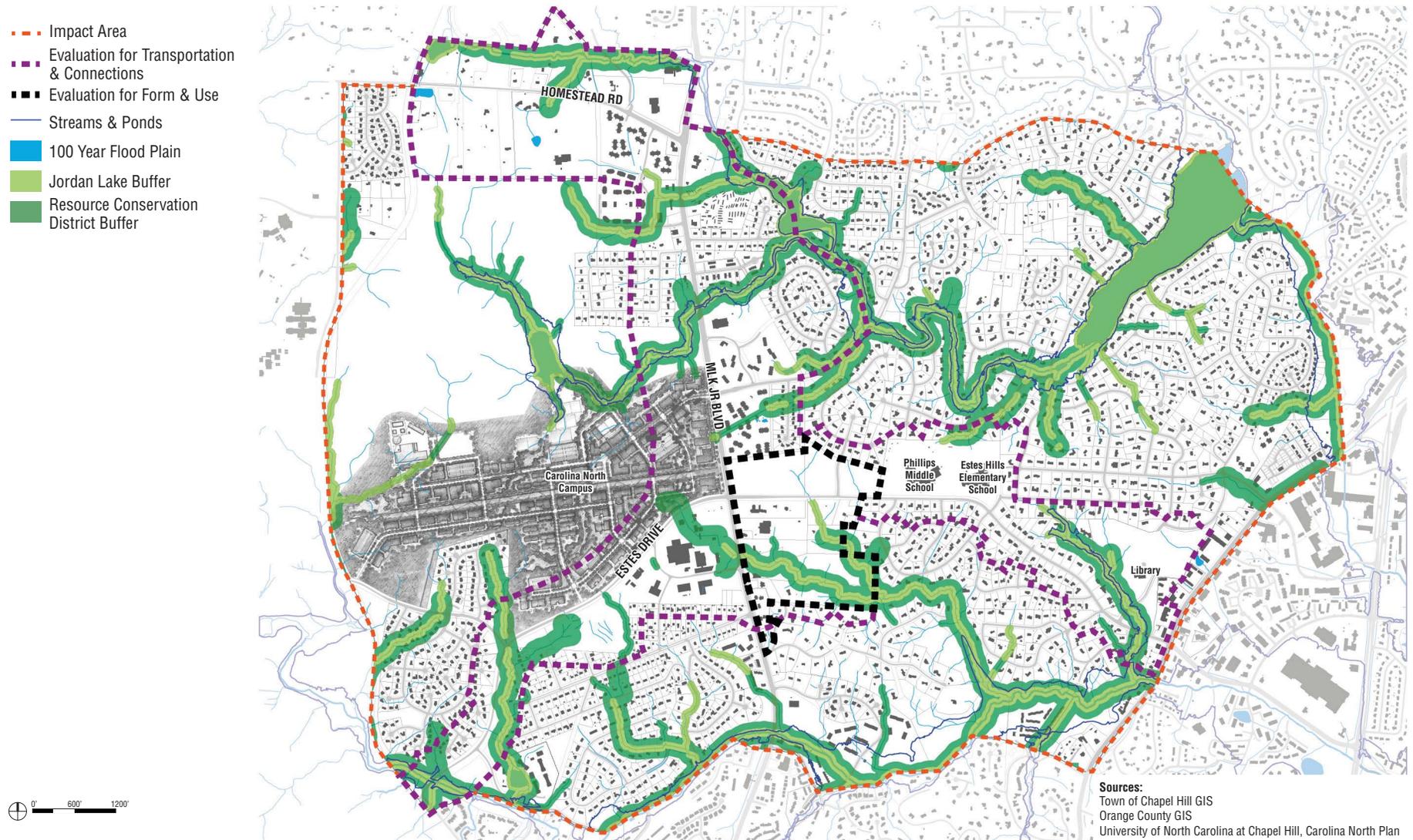


Figure 2.8: Environmentally Protected & Sensitive Areas

Current Transit Service

The Evaluation for Form and Use Area is served by a total of five bus routes, while three additional routes serve the Evaluation for Transportation and Connections Area. Routes within the Evaluation for Form and Use Area follow primary roads only and do not pass through surrounding neighborhoods. Martin Luther King, Jr. Boulevard is served by two bus routes north of Estes Drive and five bus routes south of Estes Drive.

Estes Drive is served by two bus routes west of and one bus route east of Martin Luther King, Jr. Boulevard. Based on bus boarding data, the greatest number of boardings occurs near multifamily residential development along Martin Luther King, Jr. Boulevard north of Estes Drive. Bus stops with the greatest number of boardings are located between Northfield Drive and Homestead Road and between Piney Mountain Road and Estes Drive (Figure 2.10).

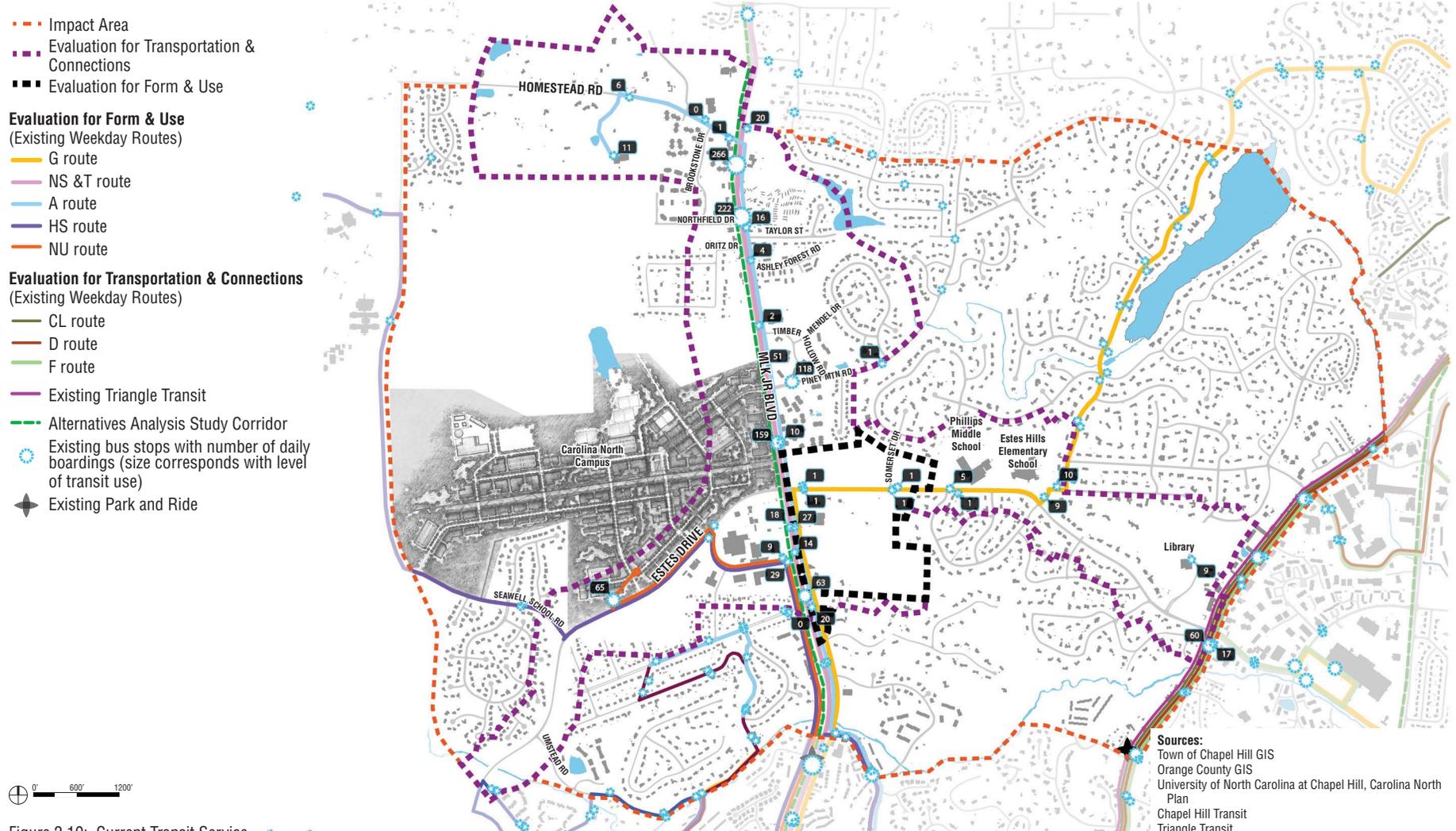


Figure 2.10: Current Transit Service

2009 Long Range Transit Plan

In 2009, the Towns of Chapel Hill and Carrboro collaborated to investigate strategies for managing the transportation impacts of population and employment growth without adding or widening roads. The Towns developed a Long Range Transit Plan to assess future travel demand, consider how public transit could help to alleviate traffic and avoid expansion of the road system, and study land use polices that would contribute to the viability of the transit system (Figure 2.11 and Figure 2.12).

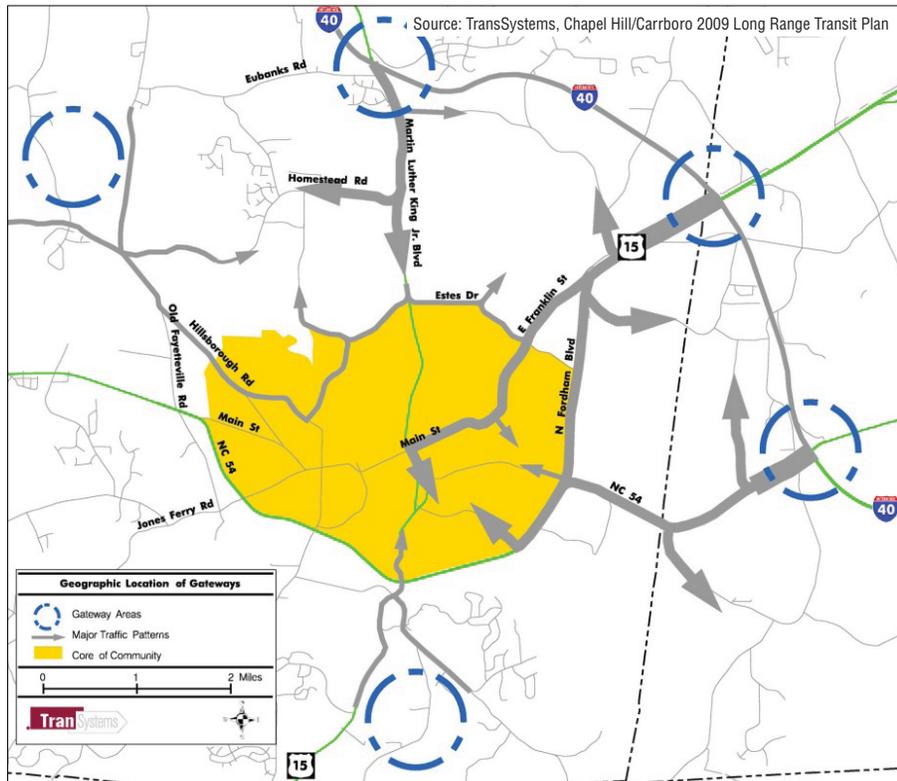


Figure 2.11: Initial Geographic Locations of Gateways

Source: Chapel Hill/Carrboro 2009 Long Range Transit Plan

Chapel Hill/Carrboro
Long Range Transit Plan

September 2009

Section 0: Executive Summary

The Towns of Chapel Hill and Carrboro are nationally recognized as great places to live, work and go to school. While boasting world-class educational opportunities, the small town ambiance of these enviable communities is threatened by increasing traffic congestion. As a result of general population and employment growth including continued expansion of the University of North Carolina at Chapel Hill's (UNC) main campus and anticipated development of the University's Carolina North campus, community leadership initiated a long range transit plan to seek alternatives to building more and wider roads.

This Study seeks to:

- Assess the impact of anticipated future population and employment and resulting growth in travel demand
- Identify the role public transit could play in mitigation of future congestion and potential roadway expansions
- Suggest land use policies and guidelines that support and complement the viability of the transit system.

Through the guidance of the Transit Study Policy Committee¹, this Chapel Hill Long Range Transit Plan (LRTP) provides a vision of the community and the public transit system in 2035. The LRTP recommends:

- Introduction of higher level transit services along six "gateway" corridors
- Expansion of local bus service to support the gateway services
- Further study of impact of parking policies and land use policies to support transit growth

The Transit Study Policy Committee has reviewed the analysis and recommends the proposed Plan be submitted for a thorough public review process. The Committee acknowledges that the Plan outlines a broad strategy and includes a menu of transit options for further consideration. A series of intermediate actions will be necessary to support these long term strategies. As this process proceeds some options eliminated by the Policy Committee may be reconsidered.

The Committee also recognizes that the Plan should be consistent with the adopted Durham-Chapel Hill-Carrboro Urban Area Long Range Transportation Plan. The Policy Committee believes that the Chapel Hill Long Range Transit Plan that emerges from public review and input should be adopted by the governing bodies of Chapel Hill, Carrboro and the University of North Carolina.

This executive summary highlights the LRTP in these sections:

- Overview of the Community and Plan Assumptions
- Findings which lay the foundation of key aspects of the LRTP
- Overview of the Recommended Plan
- Next Steps

0.1 The Community and Plan Assumptions

As seen in Figure 0-1, the Towns of Chapel Hill and Carrboro, North Carolina are part of the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO) area which is located in metropolitan Raleigh-Durham North Carolina. As shown in Figure 0-2, the community is also home to the University of North Carolina at Chapel Hill with 30,000 students and faculty and the North Carolina Hospital. Combined, the Chapel Hill-Carrboro community has a population of nearly 70,000 people. According to regional projections, the combined community population is

¹ The Transit Study Committee is composed of elected officials of the Towns of Chapel Hill and Carrboro as well as senior management of the University of North Carolina.

0-1



Figure 2.12: Long Range Transit Plan Executive Summary

The Plan's recommendations included adding higher level transit services along six gateway corridors, expanding local bus service to support gateway transit services, and further investigating how land use and parking policies can support transit growth (Figure 2.13 and Figure 2.14). The 2009 Long Range Transit Plan has not yet been adopted.

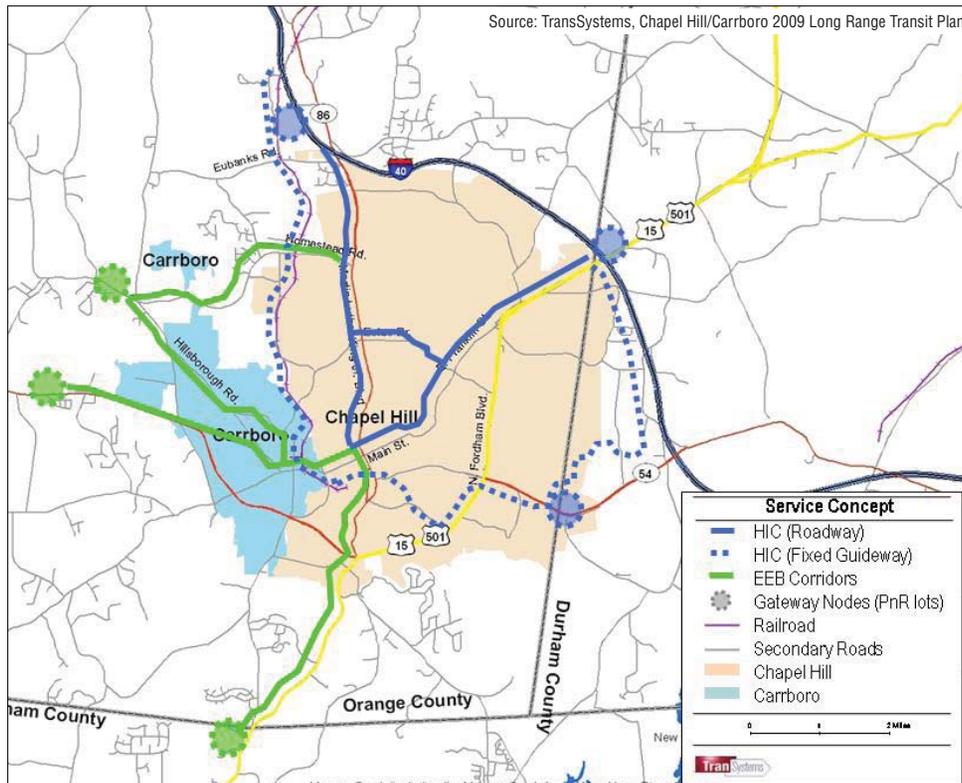


Figure 2.13: Preliminary Gateway Service Concept

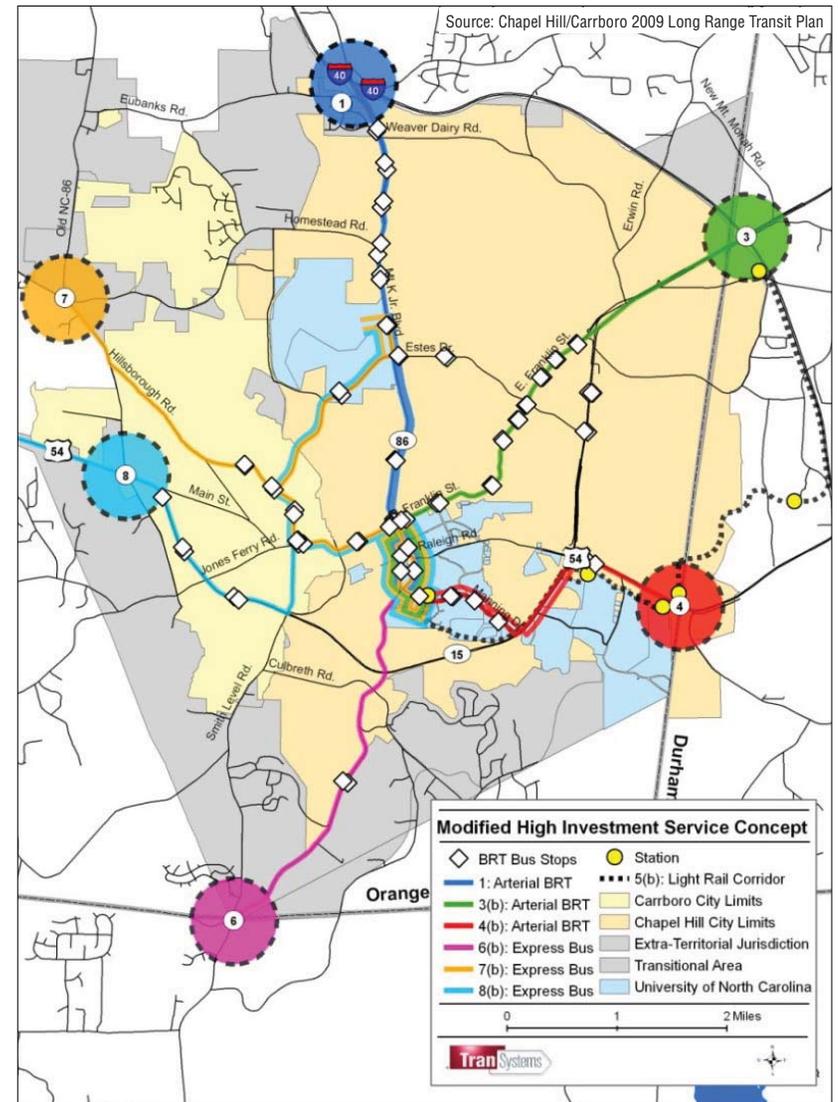


Figure 2.14: Modified High Investment Service Concept

Street Connectivity

Primary roads within the area of Evaluation for Transportation and Connections include Martin Luther King, Jr. Boulevard, Estes Drive, and Homestead Road. Secondary roads include Piney Mountain Road, Caswell Road, Seawell School Road and Umstead Drive. The Evaluation for Form and Use Area currently contains no secondary, tertiary or residential roads, other

than a portion of Somerset Drive. The area is characterized by a low degree of street connectivity overall, particularly in the area east of Martin Luther King, Jr. Boulevard. Many residential and tertiary roads, especially those east of Martin Luther King, Jr. Boulevard, terminate in cul-de-sacs. This street network pattern reduces the number of potential alternative routes and directs local traffic onto primary roads, particularly Estes Drive and Martin Luther King, Jr. Boulevard (Figure 2.15).

- Impact Area
- Evaluation for Transportation & Connections
- Evaluation for Form & Use
- Primary Roads
- Secondary Roads
- Tertiary/Residential Roads
- Major Proposed Roads
- Minor Proposed Roads

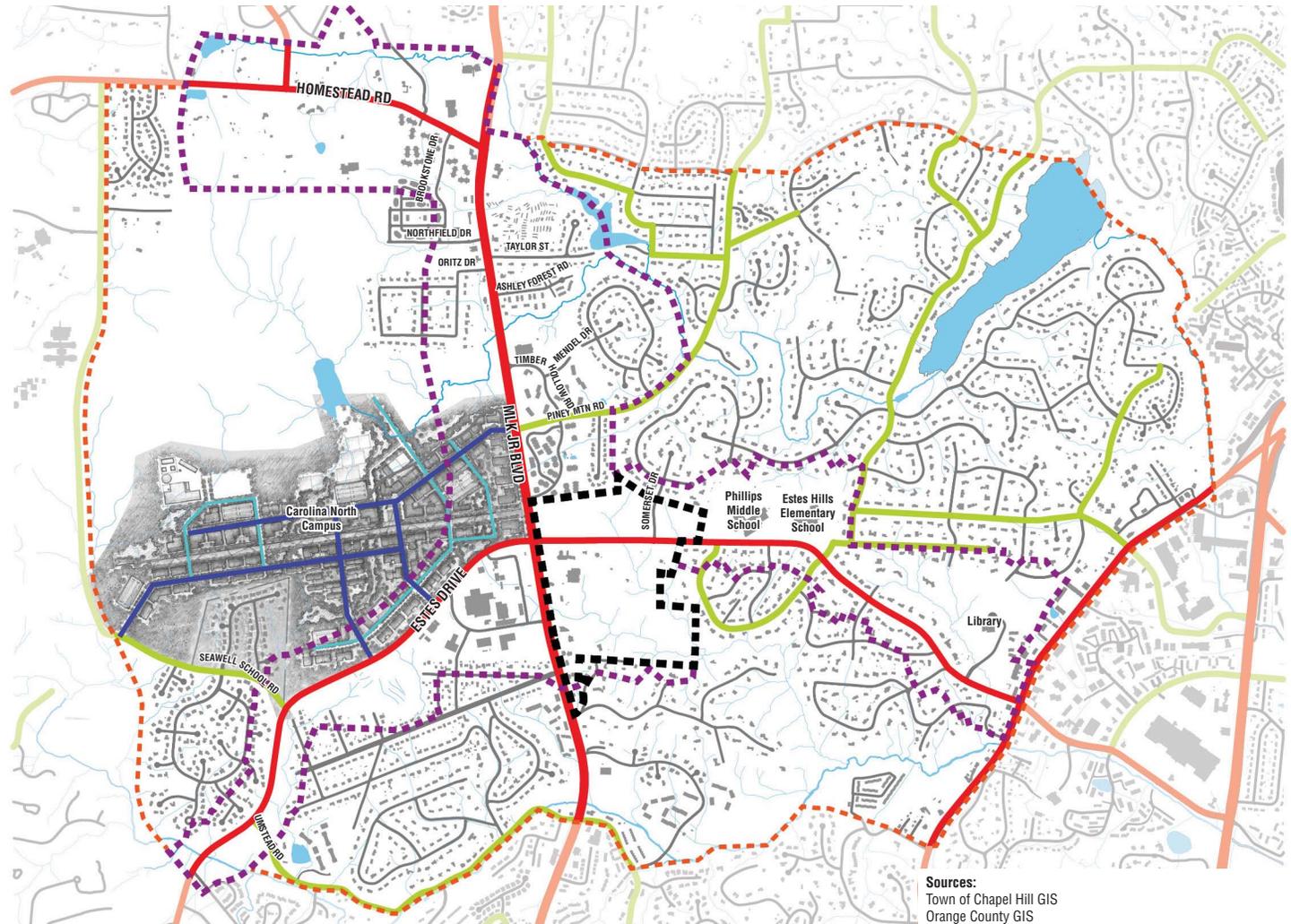


Figure 2.15: Street Connectivity

Sources:
 Town of Chapel Hill GIS
 Orange County GIS
 University of North Carolina at Chapel Hill, Carolina North Plan

Bicycle & Pedestrian Access, Open Space, & School Walk Zone

In the Impact Area, the sidewalk network is uneven and fragmented, with many roads lacking sidewalks along one or both sides of the roadway. Residential neighborhoods generally lack sidewalks, except along some roads connecting to primary and secondary roads, and the area does not have a connected network of bicycle routes. Designated bicycle routes are limited to Martin Luther King, Jr. Boulevard north of Estes Drive (bicycle/

pedestrian shared path), and Martin Luther King, Jr. Boulevard south of Estes Drive (shared bicycle/car lane). While the Evaluation for Transportation and Connections Area does not include existing greenways, a planned greenway network on the Carolina North campus will connect to Martin Luther King, Jr. Boulevard. Figure 2.16 shows existing and proposed bicycle and pedestrian access, open space, and an overlay of the school walk zone.

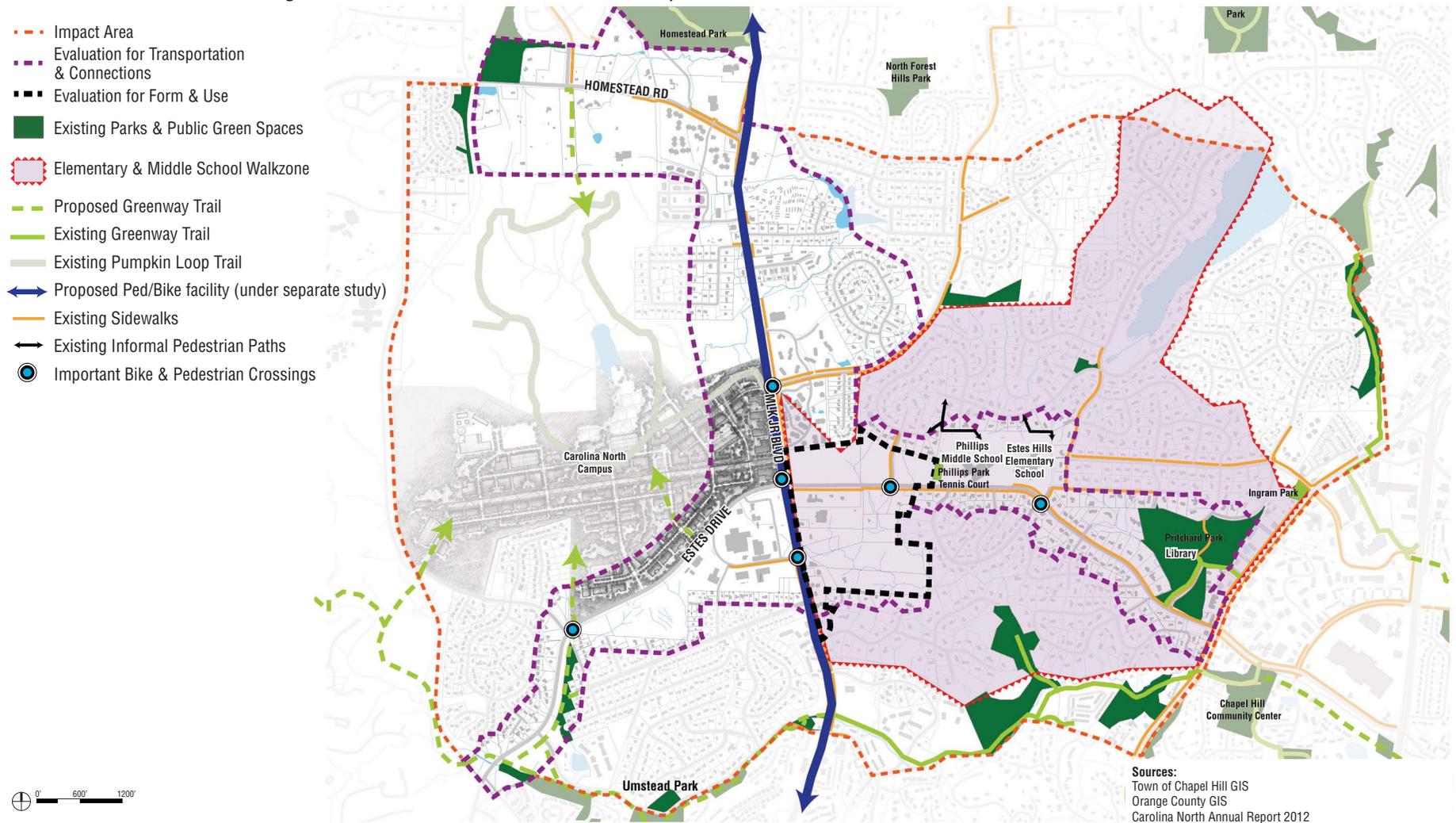


Figure 2.16: Existing & Proposed Bicycle and Pedestrian Access, Open Space, and School Walk Zone

HOUSING AFFORDABILITY

Housing Affordability Index

A mapping of housing affordability shows that homes in the Impact Area east of Martin Luther King, Jr. Boulevard—areas in grey—are considered “unaffordable” according to the Housing Affordability Index (Figure 2.17).

In the portion of the Impact Area west of Martin Luther King, Jr. Boulevard—areas in blue—housing is considered “affordable” or “very affordable” for a family earning the median income for the area.

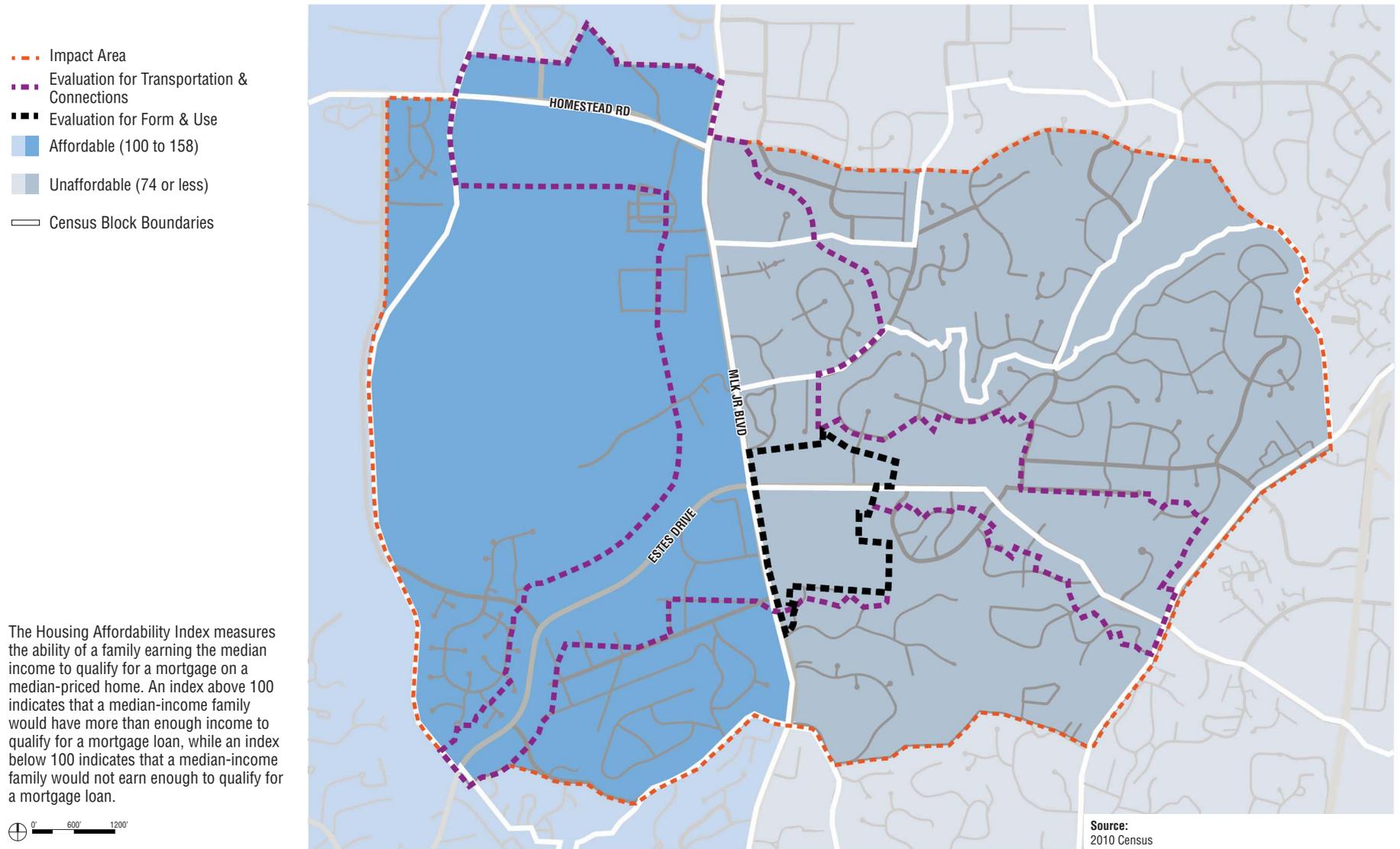


Figure 2.17: Housing Affordability Index

CAROLINA NORTH CAMPUS: THE FUTURE

OVERVIEW OF DEVELOPMENT

As outlined in the Carolina North Agreement and plans which were approved by the University of North Carolina at Chapel Hill and the Town of Chapel Hill in June of 2009, UNC Chapel Hill's Carolina North campus will cover a

250-acre footprint west of Martin Luther King, Jr. Boulevard and north of Estes Drive. The campus will offer new facilities for research, education, supportive functions, and housing for both students and faculty.

Development is set to occur incrementally over the next fifty years. Concept plans for initial development of the first 800,000 square feet of buildings are shown in Figure 2.18.

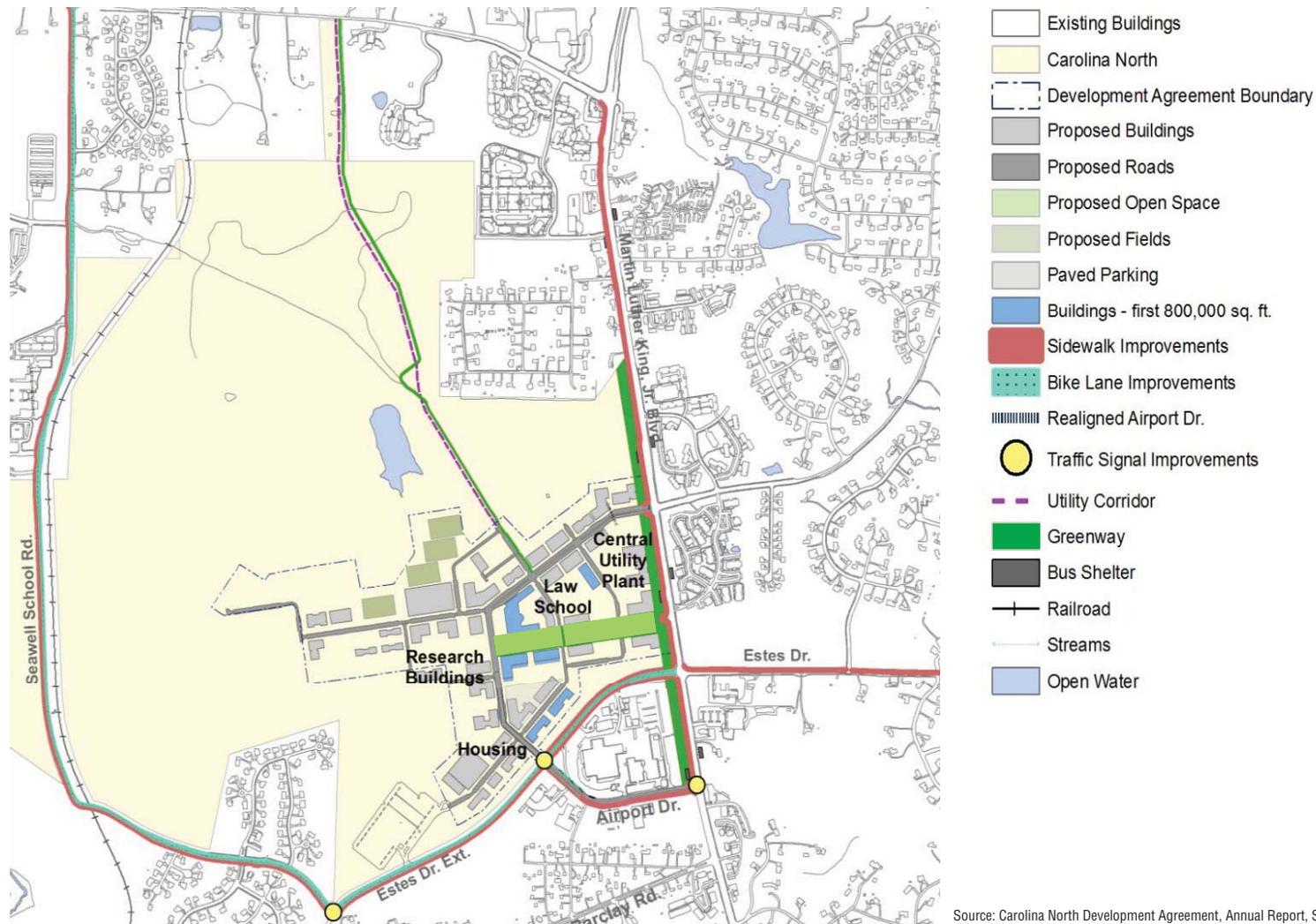


Figure 2.18: Project Development: First 800,000 SF

Source: Carolina North Development Agreement, Annual Report, Sept. 1, 2012

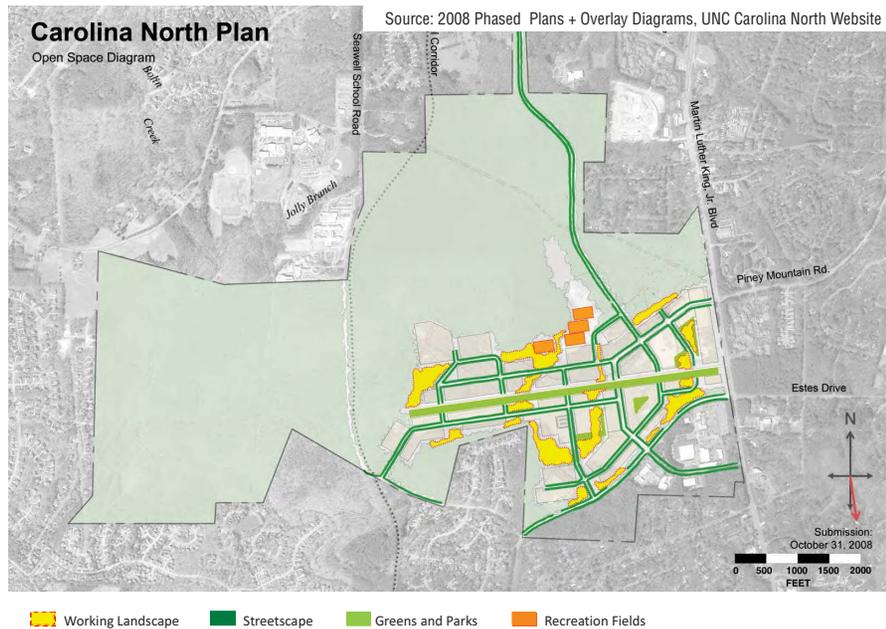


Figure 2.19: Open Space Diagram

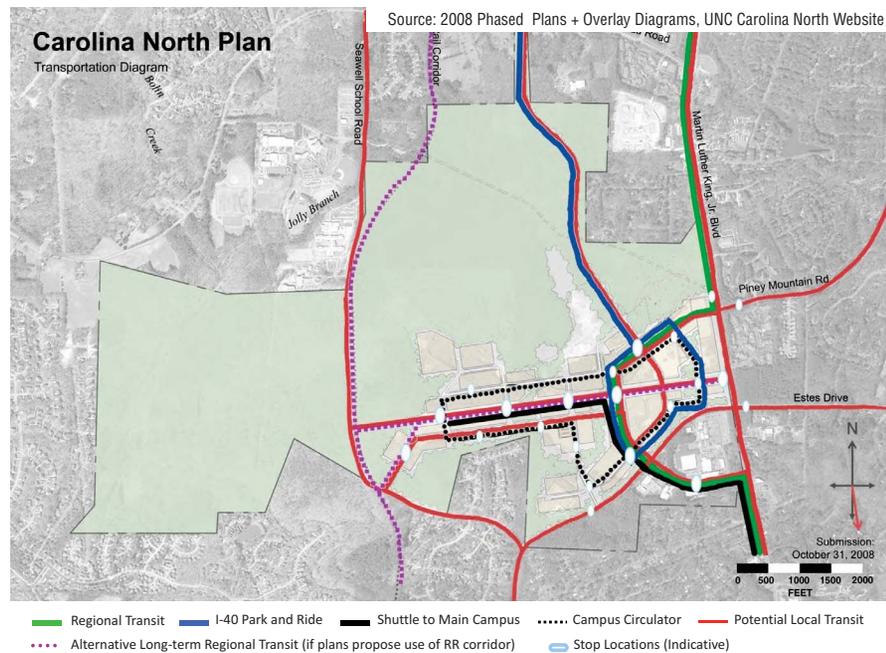


Figure 2.20: Transportation Diagram

CHARACTER & USES

Carolina North will be arranged around an open space network that includes campus frontage along Martin Luther King, Jr. Boulevard, an entry drive from Martin Luther King, Jr. Boulevard into the campus, a central pedestrian and transit greenway, and a working landscape that can be used for stormwater management, ecological research, or other educational functions. The open space network and streets within the campus will support pedestrians, bicycles, and transit, and will provide connections to recreational trails as well as the adjacent community. Material and vegetative elements are to be drawn from the main campus and the Chapel Hill region. Figures 2.19, 2.20, and 2.21 present the overall vision for open space, transportation, and connections.

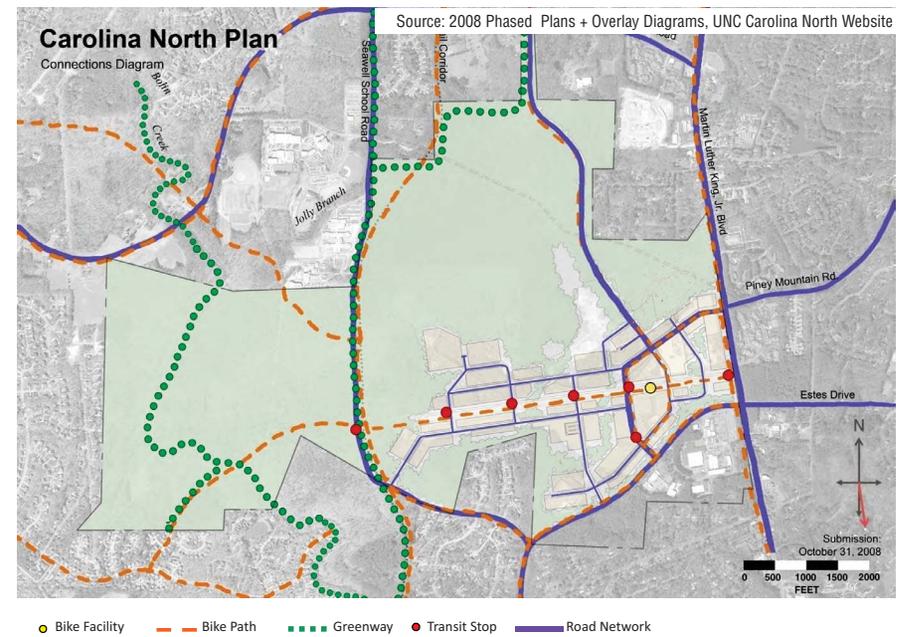


Figure 2.21: Connections Diagram

As a large part of the campus site is currently occupied by the Carolina North Forest, development limitations have been established for portions of the land (Figure 2.22).

The 20-year development area—currently approved for development—encompasses the planned building footprints and open space network.

50-year Limited Development Areas cannot be developed until 2059, and 100-year Limited Development Areas cannot be developed until 2159. Development is permanently prohibited on designated Conservation Areas, selected for their high ecological value. Physical disturbance of the conservation area is limited to maintenance, forest management, and educational use.

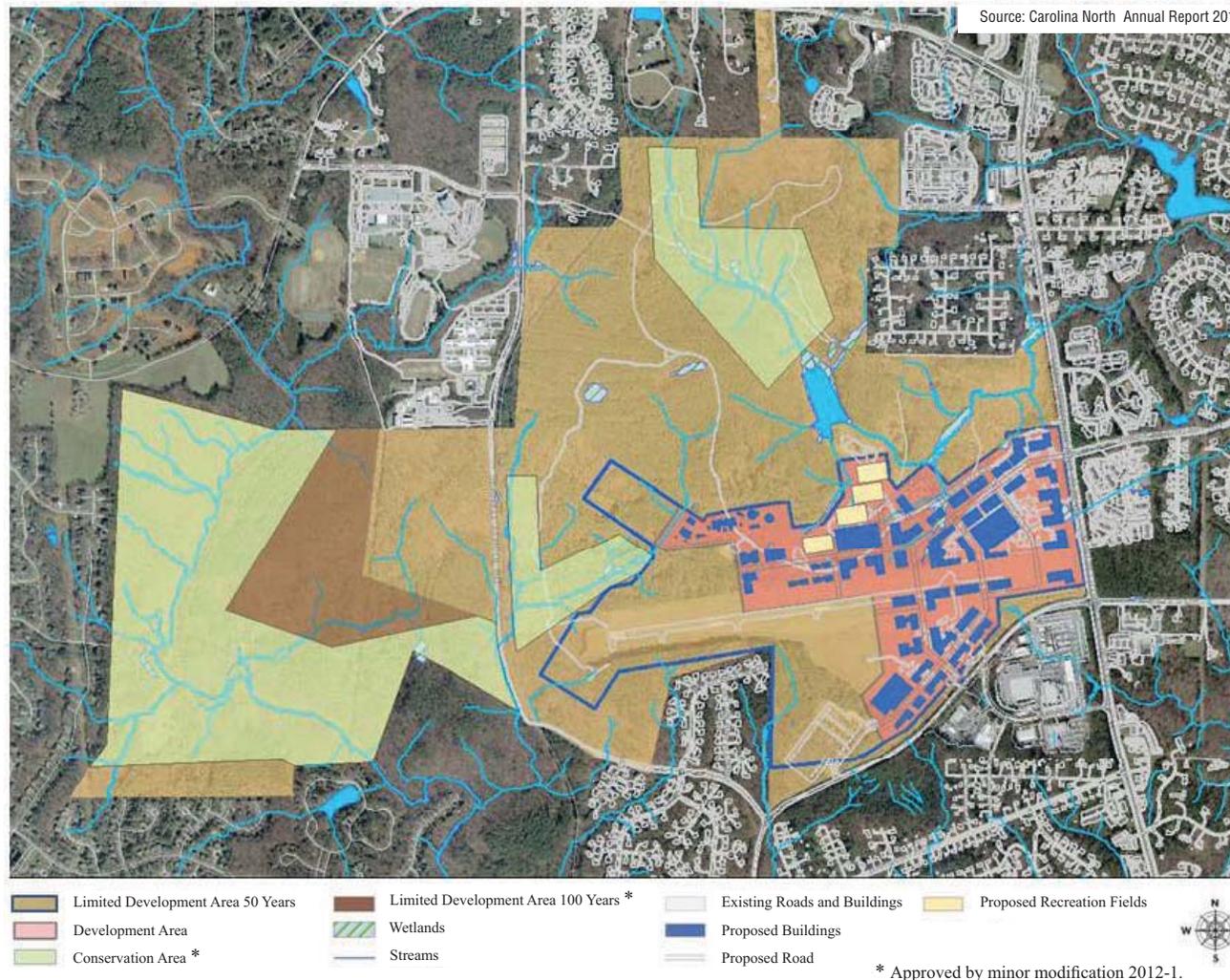


Figure 2.22: Development and Conservation Areas

3 • VISION STATEMENT, PLANNING PRINCIPLES, & OBJECTIVES

VISION STATEMENT

The following is the vision statement developed by the Steering Committee for the area:

The Central West Focus Area is a vibrant, diverse, and safe community that embraces Carolina North and the surrounding neighborhoods and provides a visible gateway to central and downtown Chapel Hill. The development of the area enhances the quality of life for the Town of Chapel Hill and those who reside in the surrounding neighborhoods.

The Central West area responds to the needs of the Town, the neighborhoods, and the evolving Carolina North campus by:

- Developing walkable and bikeable destinations that include locally-focused retail and public green spaces and amenities, including a green community gathering place—a “town square”
- Improving the attractiveness, comfort, and safety for pedestrians—particularly school children and bicyclists—by creating new sidewalks, crosswalks, bicycle paths, and greenways, while also improving the existing infrastructure
- Respecting the integrity and needs of the surrounding neighborhoods while inviting them into to the new destinations, amenities, and public spaces
- Mitigating the impact of new development on traffic through increased utilization of public transit, limiting parking, and defined road enhancements

- Respecting the environment, protecting wildlife, enhancing the area’s natural features, preserving the area’s tree-filled character, and implementing stormwater management standards
- Having a diversity of both uses and population
- Providing affordable/workforce housing
- Creating incubator spaces and other resources for entrepreneurial activity

This Small Area Plan seeks to implement this vision.

PURPOSE & PROCESS

During the Central West Focus Area planning process, the Central West Steering Committee developed planning principles and objectives that guided the development of the Concept Plan and the overall Central West Small Area Plan.

The planning principles define the Steering Committee’s priorities and a long-term vision and goals for the area. The objectives complement the principles by detailing specific actions to achieve the planning principles.

Recognizing the value of strong principles and objectives for the Central West Focus Area, the Steering Committee committed a significant amount of time to writing, discussing, and refining the principles and objectives. This included multiple meetings in break-out groups for focused consideration of each principle and associated objectives, and the establishment of a sub-committee to further refine the principles and objectives. Community members were also given the opportunity to provide feedback about the

principles through a Community Report Out Session and the second Community Workshop.

This chapter documents the Central West Focus Area principles and objectives as written by the Central West Steering Committee.

PRINCIPLES & OBJECTIVES

PRINCIPLE 1: Create a Strong Sense of Place

The Central West Focus Area plan will promote the creation of a vibrant sense of place, respecting its character as a comfortable, tree-lined residential community, home to important Chapel Hill institutions, and a major gateway to Carolina North.

Objectives for Principle 1

- A. Recognize Martin Luther King, Jr. Boulevard as a primary gateway into town and provide a plan that develops it into an attractive, tree-lined, boulevard with a median, where the pedestrian and cyclist realms are protected by bollards, islands, and cycle-track curbing.
- B. Establish different characters for the Estes Drive and Martin Luther King, Jr. Boulevard street frontages. In order to enhance the unique character of each of these streets, create cohesive and distinct street profiles.
- C. Establish a local architectural vernacular appropriate to Chapel Hill that relates to the architecture proposed at Carolina North. Encourage the use of materials and plants native to North Carolina.
- D. Recognize and enhance the distinctive zones along Estes Drive: Estes Drive Extension, Estes Drive on the east side of Martin Luther King, Jr. Boulevard, the school area, the single-family neighborhoods in the area, and lower Estes Drive between the Public Library and Franklin Street.
- E. Encourage locally based businesses in the commercial area that provide

services to the surrounding community.

- F. Develop building and road/streetscape design standards that extend north and south on Martin Luther King, Jr. Boulevard through the Impact Area.
- G. Place buildings along Martin Luther King, Jr. Boulevard, especially near to Estes Drive, that architecturally enhance the entranceway to the Carolina North campus. Connect the Carolina North pedestrian mall to a complementary, tree-lined lane on the east side of Martin Luther King, Jr. Boulevard.
- H. Plant trees at street edges and in medians.
- I. Enhance community space with colorful, attractive features, such as sculpture, tile-work, fountains, awnings, flower plantings, and trees.
- J. Minimize the visual impact of parked motor vehicles with, for example, structured parking, screening, and location.

PRINCIPLE 2: Ensure Community Compatibility

Development will provide a graceful transition between the existing residential and institutional uses and the new uses evolving around the Martin Luther King, Jr. Boulevard/Estes Drive intersection near the Carolina North campus.

Objectives for Principle 2

- A. New development will minimize negative aesthetic and environmental impacts to neighborhoods.
- B. Build variable heights and densities that respond to existing land uses and natural features such as site specific terrain, tree height, and tree stands.
- C. Design gradual height and density transitions between new development and existing residential and institutional uses.

- D. Consideration should be given to allowing existing neighborhoods, especially near the new development, to construct ancillary apartment/cottage development on existing properties to increase density, while preserving existing character.
- E. Integrate the new development with existing neighborhoods. The first line in every new development, if adjacent to existing neighborhood buildings, will complement the character (e.g., scale, materials, and setbacks) of the neighborhood edge before transitioning to different style or housing type.

PRINCIPLE 3: Create Social Connections

Development should create places that foster a strong sense of community and allow people to meet, both formally and informally.

Objectives for Principle 3

- A. Encourage new retail and/or civic spaces and uses in the area that will promote social connections.
- B. Include a variety of public spaces for all ages (indoor or outdoor) at a variety of scales, with trees/vegetation, shade, and places for sitting.
- C. Locate retail and mixed use developments around public gathering spaces.
- D. Provide pedestrian and bicycle connections that encourage interpersonal connections to public gathering places and throughout the area.

PRINCIPLE 4: Improve Physical Connections

Multiple means of moving within and through the Evaluation for Form and Use Area should be incorporated into new development; explore improving physical connections between the Impact Area and the town as whole.

Objectives for Principle 4

- A. Ensure interconnectivity among all modes of transportation (e.g., bike to bus transfers).

- B. Within the Impact Area create improvements to the pedestrian realm, to the extent possible, such as narrow vehicular lanes in contrast to wide greenways, bike tracks/lanes, and sidewalks/footpaths. The pedestrian realm is to be more connected, permeable, and dominant than the car realm.
- C. Create public spaces and buildings that are visible and easily accessible from streets, paths, and sidewalks.
- D. Provide a clear and coordinated place, speed, and way-finding communication system.
- E. Establish a connected street and trail network within new development.
- F. Make bicycle and pedestrian movement between Carolina North across Martin Luther King, Jr. Boulevard and Estes Drive to its eastern and southern neighbors easier and safer.
- G. Tie new paths and greenways into the Carolina North and town greenway systems and the Campus to Campus Connector.

PRINCIPLE 5: Minimize Vehicular Traffic Impacts

Recognize the limited capacity of the existing road network and favor developments that minimize negative impacts on vehicular traffic and quality of life in the area.

Objectives for Principle 5

- A. Calm traffic using a variety of means such as streetscape design, additional crosswalks, and landscaping, especially in the school walk zone.
- B. Improve Estes Drive to ensure safe orderly flow around stopped buses, utility trucks, and delivery vehicles.
- C. Plan significant improvements along Estes Drive to improve traffic flow and safety along its length, recognizing that different solutions will be

needed for different segments of the road.

- D. Synchronize traffic signals to maximize vehicle flow at reduced speeds.
- E. Develop neighborhood retail (pharmacy, coffee shop, dry cleaner, etc.) in the area to capture neighborhood business, encourage walking, and reduce car use.
- F. Explore regional solutions for preventing Estes Drive from becoming a major commuting route for Carolina North.
- G. Where new streets are built, they should accommodate pedestrians, bicycles, vehicles and transit, recognizing that different streets will accomplish this in different ways.
- H. Encourage developers to mitigate the traffic that new development will cause.
- I. Consider reducing the speed limit along Estes Drive.

PRINCIPLE 6: Enhance the Pedestrian/Bicycle Experience

Build a high quality bicycle, pedestrian, and greenway system that ensures safe, comfortable, and convenient access to school, residences, and other destinations for those of all ages and abilities.

Objectives for Principle 6

- A. Create local destinations that make biking and walking in the area desirable, safe, attractive, and convenient.
- B. Ensure access to local destinations by creating (in the Evaluation for Form and Use Area) ADA-compliant public byways that, where necessary, are protected by barriers or landscaped buffers.
- C. Provide a network of bike and pedestrian paths, with a variety of types and surfaces, from paved trails near major roads to nature trails through wooded stretches.

- D. Create a network of off-road, downlit multiuse paths through the area to connect residences, institutions, and other uses. Use solar lighting when possible.
- E. Pursue Safe Routes to School strategies and funding and work with the schools to minimize car trips to school within the walk zone.
- F. Ensure that all pedestrian crossings in the Impact Area are safe and well marked.
- G. Provide a paved sidewalk on at least one side of Estes Drive from Franklin Street to Carrboro.
- H. Provide paved sidewalks along both sides of Martin Luther King, Jr. Boulevard throughout the Impact Area.
- I. For new development and as streets are retrofitted, provide a planting median between sidewalks and the road and physically segregate bicycle lanes from automobile traffic.
- J. Ensure adequate widths for pedestrians and cyclists on sidewalks and bike paths.
- K. Over time, enhance bike and pedestrian safety of existing neighborhood streets.

PRINCIPLE 7: Improve the Transit System

Encourage uses and densities that will support improvements in transit service such as increased frequency, duration, and access.

Objectives for Principle 7

- A. Support new development in the Central West Focus Area with expanded hours and frequency, convenient bus stops, and destinations as density warrants, and explore expanded cross-town service and service to locations with jobs and retail.

- B. Support sufficient transit ridership by putting high density land uses nearest bus stops.
- C. Increase housing and mixed use density along existing bus routes, especially along Martin Luther King, Jr. Boulevard.
- D. Create useful destinations (such as retail community activities) that are accessible to and integrated with the transit system.
- E. Promote types of development that encourage and provide incentives for the use of public transportation and limited parking.
- F. Provide bus stops every quarter of a mile, preferably, fully furnished with benches, shade/shelter, and bicycle racks.
- G. Place crosswalks and traffic calming devices at all bus stops. Use devices such as pedestrian activated stop lights if there is not a traffic light to stop traffic. Put an island, or bollard refuge, mid-street if crossing more than two lanes.

PRINCIPLE 8: Encourage a Diverse Mix of Uses

Create a new mix of land uses that encourages walkable destinations.

Objectives for Principle 8

- A. Encourage retail uses that meet the needs of the local community.
- B. Foster a blend of services that promotes day-night uses.
- C. Encourage the design of buildings with flexible floor plans suitable for a variety of purposes.

PRINCIPLE 9: A Diverse Population

The area shall serve a broad socio-demographic range of Chapel Hill residents, students, workers, and visitors.

Objectives for Principle 9

- A. Ensure flexible plans that will recognize and address the needs of future generations of Chapel Hillians as they develop.
- B. Encourage residential and other uses that will accommodate the affordable, workforce, and market rate populations.
- C. Provide housing and amenities to attract a variety of ages, income levels, multigenerational family options, and ability groups.
- D. Provide a range of housing types (e.g., apartments, condominiums, townhomes, single family homes, retirement/senior housing, workforce and affordable housing, and rental and for sale) in the Planning and Impact Areas.

PRINCIPLE 10: Respect Existing Neighborhoods

Development patterns will respect the integrity of the well-established neighborhoods and enhance their character and quality of life.

Objectives for Principle 10

- A. Require graceful transitions between new development and existing neighborhoods including green/landscaped buffers between different building types.
- B. Locate greatest densities and heights in the areas towards to Martin Luther King, Jr. Boulevard transitioning to lower densities and heights near existing single-family neighborhoods.
- C. Favor development that does not increase vehicular traffic through existing single-family neighborhoods. Maintain safety for foot and bicycle traffic.
- D. Encourage multifamily housing to be designed in a manner that is compatible with adjacent residences.

PRINCIPLE 11: Employ Environmentally Sound Practices

Development will emphasize environmentally conscious design, maintenance, and operation of buildings and sites.

Objectives for Principle 11

- A. Maintain (or reestablish if needed) riparian buffers along streams with sufficient allowance for wildlife corridors.
- B. Minimize light, noise, air, and water pollution from development.
- C. Require new development to capture additional run-off on site and have landscape designs that use low-impact techniques for controlling stormwater and site water, such as rain gardens.
- D. Plan for maintaining a tree canopy cover in the Central West Focus Area. Plant new trees where necessary, especially to shade parking lots and paved areas, conserve soil, and provide other environmental services.
- E. Promote green building and construction standards. Encourage alternative low-carbon technologies, pervious pavement, and consider solar orientation and shading in all building design.
- F. Bury utility and power lines in new developments.
- G. Encourage the removal of invasive species and replant with native and non-invasive plant species and replanting unstable banks with native species.
- H. Minimize the “heat island” effect by avoiding dark, unshaded surfaces and employing such techniques as reflective roofs.

PRINCIPLE 12: Feature, Repair, and Enhance Natural Resources

Development will protect and relate to the area’s significant and character-contributing natural features.

Objectives for Principle 12

- A. Enhance environmental assets by protecting steep slopes and waterways.
- B. Provide open space amenities, such as walks and trails, through the natural areas to connect the developed areas and provide recreational experience. Where necessary, build boardwalks and bridges for access across environmentally sensitive areas such as eroded, sloped, denuded, wet marshy areas, and clay soils.
- C. Use best management practices for handling and treating stormwater to maintain water quality and keep it on site to reduce erosion into creeks.
- D. In ecologically sensitive areas, encourage dense, clustered development, minimizing building footprints to preserve existing natural features.

PRINCIPLE 13: Consider Economic Impacts in Development Decisions

As part of the planning process, consider the fiscal impact and economic viability of proposed development in the area.

Objectives for Principle 13

- A. Design for commercial success. Cluster retail development to create enough critical mass for the shops to succeed.
- B. In making land use recommendations, recognize the importance of economic viability for those who will build.
- C. Assess the impact of the plan on the Town’s fiscal health.
- D. Assess the impact that development in the area will have on the Chapel Hill–Carrboro School System.

4 • CONCEPT PLAN

- PRINCIPLE 1: Create a Strong Sense of Place
- PRINCIPLE 2: Ensure Community Compatibility
- PRINCIPLE 3: Create Social Connections
- PRINCIPLE 8: Encourage a Diverse Mix of Uses
- PRINCIPLE 9: A Diverse Population
- PRINCIPLE 10: Respect Existing Neighborhoods

PURPOSE OF THE CONCEPT PLAN

When the Central West Steering Committee was established, the members were tasked with developing a Small Area Plan for the Central West Focus Area. The Steering Committee met from December 2012 to November 2013, to refine its vision for the area and to develop a Small Area Plan that outlined uses, heights, and bicycle and pedestrian amenities for the area.

GOALS OF THE PLAN

The Central West Concept Plan envisions the following:

- An area that has a variety of walkable destinations that serves existing and new neighborhood residents and Carolina North's faculty, staff and students, while respecting the existing residential neighborhoods, schools, and local institutions.
- A place where people of all ages feel safe and comfortable walking and biking along a network of inviting, attractive, tree-lined streets and trails.
- An environment that can support commercial development, particularly along Martin Luther King, Jr. Boulevard, and resident-

friendly development along Estes Drive that will attract a diverse mix of people.

- A setting that offers opportunities for people to meet—on the sidewalk, in public open/green spaces and parks, and in shops and restaurants.
- An intensity of land uses that will encourage and support the expansion of transit services to the area and support new retail activity.
- A development pattern that will respect, enhance, and protect the area's environment and existing natural amenities.

The Concept Plan (Figure 4.1) defines a range of land uses for the parcels within the Evaluation for Form and Use Area. These uses are clustered into five categories: residential, retail, commercial (primarily offices), public and green space, and institutional/civic. In some cases the plan recommends a specific use for a particular area. In others, in order to allow flexibility for an evolving area and changing needs, a range or mix of uses is suggested.

In addition, the Concept Plan identifies many of the structural concepts that serve as the basis for defining the general envelope for future development—both density and intensity. These include:

- Maximum building heights, described in number of stories, for each parcel.
- The general location of an internal street network that provides access to each parcel and defines a new network of roads to create circulation alternatives to the two roads that currently serve the area—Estes Drive and Martin Luther King, Jr. Boulevard.

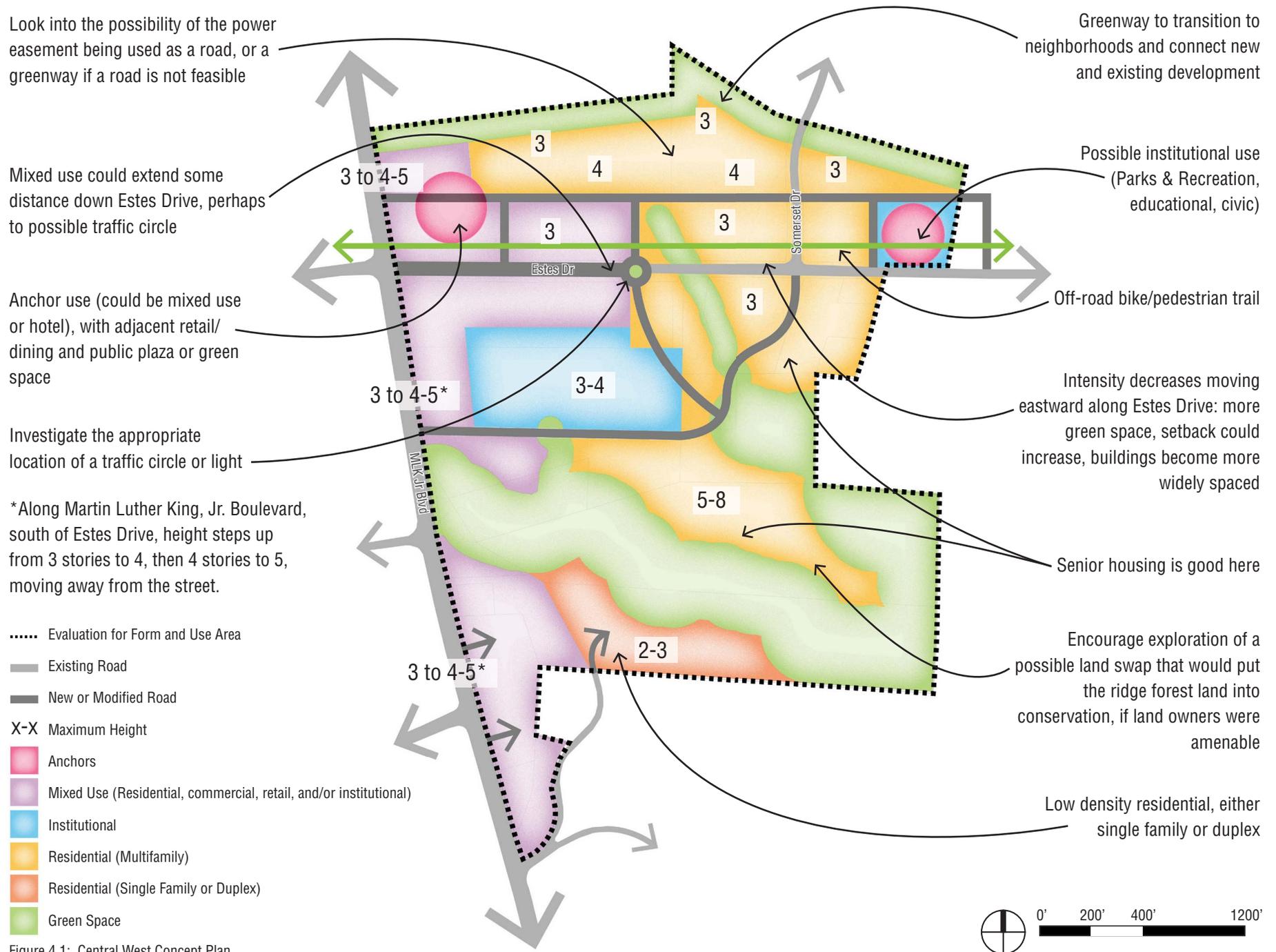


Figure 4.1: Central West Concept Plan

- The location and approximate size of land buffers between new uses and existing, adjacent neighborhoods.
- A minimum level of green and other public spaces.
- A multi-modal Estes Drive that allows for safe, convenient, comfortable and attractive access for pedestrians, bicycles, wheelchairs and motorized vehicles.

These elements are described in more detail later in this chapter.

THE CONCEPT PLAN

LAND USE

In accordance with the Steering Committee’s thirteen Principles presented in Chapter 3, the Concept Plan recommends a large proportion of residential uses to preserve the residential feel of the area (Principle 2), and includes a mixture of single family, townhouse, and apartment housing types to serve a diverse population (Principle 9). The plan also designates the addition of community retail to serve the needs of the surrounding area and the town. Areas that have a mix of uses to encourage walkability and create a vibrant place for the community (Principles 1, 3, and 8) are included as well. The Concept Plan recommends that the core of the Evaluation for Form and Use Area (referred to as the “Area”) be largely residential, while capitalizing on the greater visibility from Martin Luther King, Jr. Boulevard for retail and commercial uses.

The Central West area strives to successfully increase walkability, supporting a community environment and creating a strong sense of place. The success of this relies heavily on the placement of land uses and the appropriate layout of buildings, circulation, and open spaces within designated land use areas. Buildings should be oriented to face onto streets in order to promote both street interest and public safety, with parking, service entries, and similar

uses located at the rear. Additionally, all parcels should contain walkable street networks, developed internally, to facilitate circulation and access and minimize adverse traffic impacts on the surrounding road network, particularly Estes Drive. Multiple opportunities for public open space are recommended in both mixed use and residential areas, creating a network of parks, plazas, playgrounds, and greenways to foster social interactions and create a true sense of community.

In the development of the Concept Plan, adjacent land uses were carefully considered. The Area should be viewed as an integrated whole, and the Concept Plan was developed in this context. Similarly, the Area will benefit from an integrated approach to planning and execution of development projects.

Transitions are recommended between existing neighborhoods and new development, and between different land uses within the Area.

For ease of presentation, the Area has been divided into four “quadrants.” The quadrants are roughly divided north-south by Estes Drive and east-west by the existing power transmission easement (Figure 4.2).

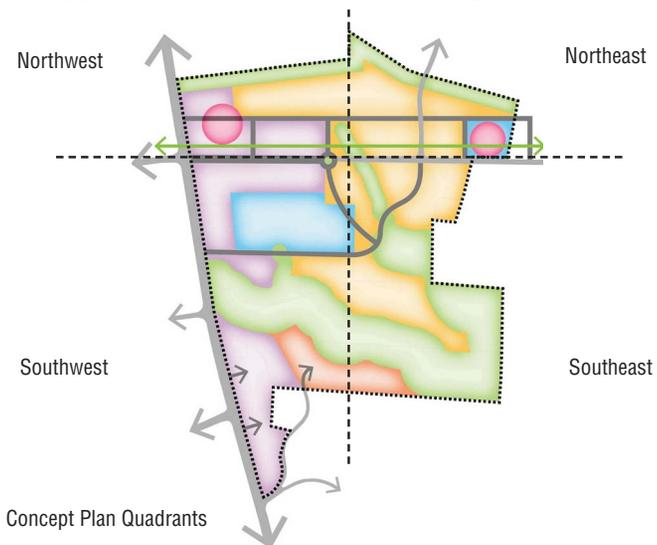
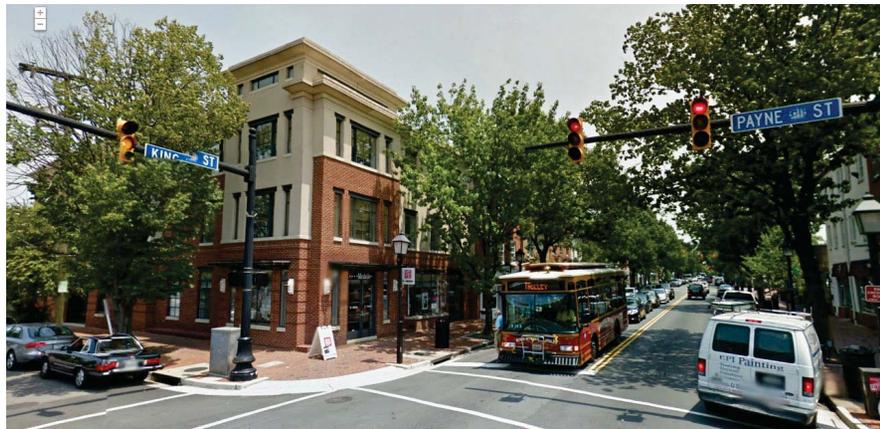


Figure 4.2: Concept Plan Quadrants

Use	Total
Residential (units)	620
Office (square feet)	100,000
Retail (square feet)	25,000
Hotel (square feet)	65,000
Commercial (square feet)	30,000
Institutional (square feet)	50,000

Table 4.1: Total Residential Units and Floor Area by Land Use for the Area

Office above retail



Ground floor retail



A neighborhood shopping street



Figure 4.3: Example Images: Mixed Use Development

The approximate number of residential units and floor area by land use are indicated for each of the following quadrants, and totals for the entire Area are shown in Table 4.1. Note: These assumptions provide a workable level of development and traffic, and were used to perform the traffic analysis (Appendix D). Further information about estimated residential units and floor areas can be found in Appendix C.

The Northwest Quadrant

The northwest quadrant is composed primarily of a mix of uses along Estes Drive and Martin Luther King, Jr. Boulevard. Located at the intersection of two major transportation corridors, mixed use in this area benefits from high visibility and easy access, where access is possible, off of Martin Luther King, Jr. Boulevard. Community retail is favored for the commercial areas and

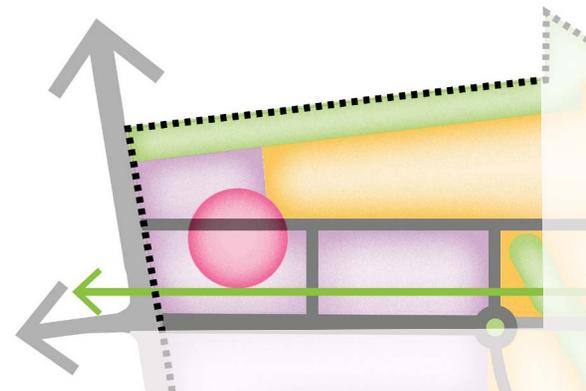


Figure 4.4: The Northwest Quadrant

Use	Total
Residential (units)	175
Office (square feet)	40,000
Retail (square feet)	20,000
Hotel (square feet)	65,000
Commercial (square feet)	20,000

Table 4.2: Northwest Quadrant – Residential Units and Floor Area by Land Use

should be coupled with a range of other uses including offices for incubator space to tie in with the mission of Carolina North, dining, and a community-oriented hotel. The area should also include a major public green space such as a community gathering space (“town square”).

An “anchor” is recommended to create a functional focal point for the surrounding area. Multifamily residences located behind the mixed use zone would be buffered from the street and form a local community that can utilize the adjacent retail establishments and public spaces. A new road into this area from Martin Luther King, Jr. Boulevard provides access to both mixed and residential uses, and could further support circulation with connections to Estes Drive. The green buffer on the northern edge of this area creates a transitional zone between new residential/mixed use development and the Shadowood Apartments and Woodshire Lane communities and can include a greenway that will connect areas to the east and west.

Retail along the main transportation corridors fronts on Martin Luther King, Jr. Boulevard and Estes Drive to maximize walkability and contribute to the character of the roadway with a vibrant street edge, creating less of a “highway” feel. The area creates a sense of place with vibrant, active community spaces that are accessible to a variety of users, including residents of the existing and new neighborhoods, as well as the anticipated Carolina North students, staff, researchers, faculty, and business partners.

The northwest quadrant contains approximately 175 residential units; 40,000 square feet of office space; 20,000 square feet of retail space; 65,000 square feet of hotel space; and 20,000 square feet of commercial space (Table 4.2).

The Northeast Quadrant

While also situated along Estes Drive, only residential and institutional uses are recommended for the northeast quadrant to mirror the existing residential

character of Estes Drive. Multifamily residences are located both adjacent to and set back from Estes Drive and Somerset Drive, with circulation supported by a new road and the existing Somerset Drive. The institutional use recommended at the eastern edge of this area—to be occupied by an educational, civic or recreational use—offers an appropriate transitional space between new residential development and the adjacent Phillips Middle School grounds. This institutional site also acts as an anchor for the community and a gateway into the newly developed area. To the north, vegetated buffers and a greenway create a transitional area and connectivity between new and existing residences.

The northeast quadrant includes approximately 150 residential units and 20,000 square feet of institutional space (Table 4.3).

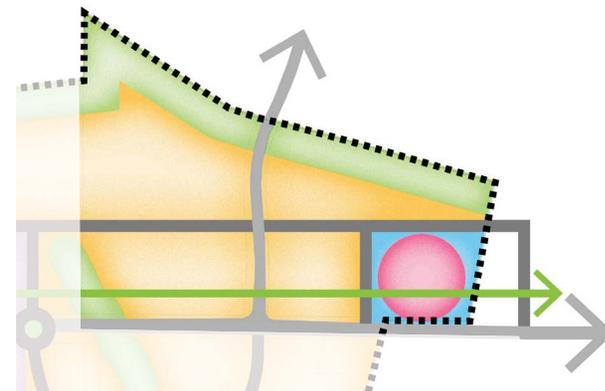


Figure 4.5: The Northeast Quadrant

Use	Total
Residential (units)	150
Institutional (square feet)	20,000

Table 4.3: Northeast Quadrant – Residential Units and Floor Area by Land Use

The Southwest Quadrant

South of Estes Drive, the southwest quadrant is also composed mainly of mixed uses, with a likely emphasis on community-oriented retail, again maximizing visibility and access from the adjacent roadways. This mix of uses surrounds a large institutional area—the current site of the Chapel Hill-Carrboro YMCA and Amity United Methodist Church. The land use recommendations for these properties are consistent with plans for the overall area, should future development occur.

Multi-level residential development



Compact residential development



Figure 4.6: Example Images: Residential Development

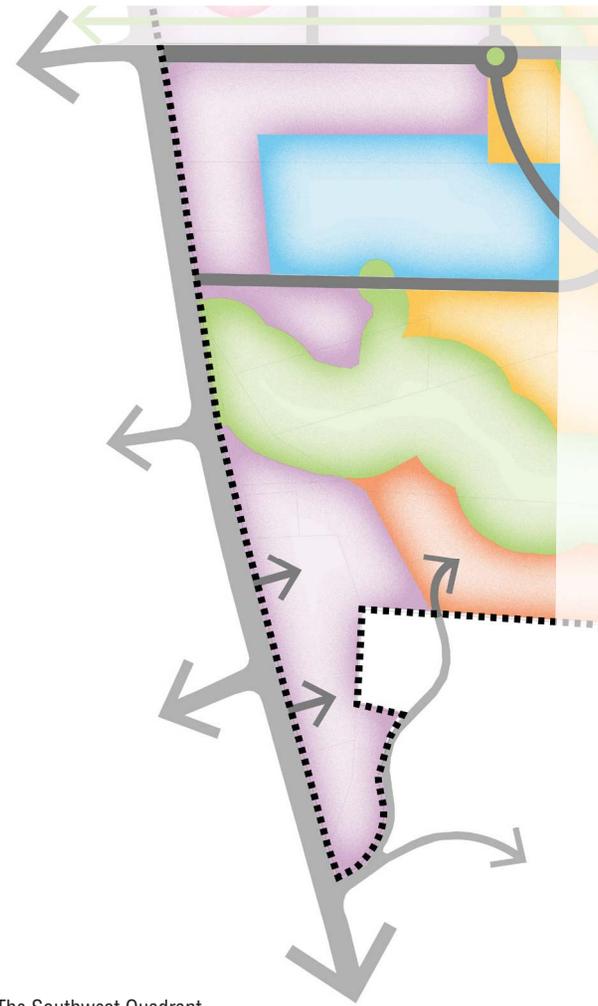


Figure 4.7: The Southwest Quadrant

Use	Total
Residential (units)	80
Office (square feet)	60,000
Retail (square feet)	5,000
Commercial (square feet)	10,000
Institutional (square feet)	30,000

Table 4.4: Southwest Quadrant – Residential Units and Floor Area by Land Use

In this quadrant, there is the potential for a community space that could include playing fields and other community amenities in addition to indoor recreation facilities. This site is accessible to, but set back from, the main roadways. A mix of uses is also recommended for the southern portion of the area, supported by its location along the highly-travelled Martin Luther King, Jr. Boulevard. A large swath of the Jordan Lake/Resource Conservation District (RCD) buffer zone runs through this quadrant as well, allowing a significant forested area to remain between, and buffer, new areas of development. The quadrant also suggests multifamily/senior housing in the center of the Area as it continues to the east. Single family residences on the southern edge are compatible with the existing neighborhoods to the south.

As in the northwest quadrant, retail along Martin Luther King, Jr. Boulevard and Estes Drive creates a vibrant street edge, maximizing walkability and contributing to the character of the roadway. In addition, the quadrant's lively, active community spaces add to the overall sense of place and are accessible to a variety of users.

In the southwest quadrant there are approximately 80 residential units; 60,000 square feet of office space; 5,000 square feet of retail space; 10,000 square feet of commercial space; and 30,000 square feet of institutional space (Table 4.4).

The Southeast Quadrant

The southeast quadrant is also largely residential, though residence options here include single family townhouse or duplex homes, multifamily buildings, and senior housing. A large portion of this area is constrained by the Town's Resource Conservation District and the State's Jordan Lake buffer rules. These designated areas are protected in order to maintain the water quality, protect wildlife, and support the ecological health of the riparian areas. Thoughtful planning should be applied to the location of the new roads in this area given the RCD and steep topography. Depending on what

development occurs, natural surface connections in the form of woodland paths should be encouraged to allow pedestrians to reach Caswell Road and Martin Luther King, Jr. Boulevard.

As in the northeast quadrant, residential development provides a transition between the activity centers at the Martin Luther King, Jr. Boulevard/Estes Drive intersection and existing schools and neighborhoods east of the Area boundary. The quadrant adopts the green, residential character of existing neighborhoods and provides alternative housing options within the context of a connected, walkable community.

The southeast quadrant contains approximately 215 residential units (Table 4.5).

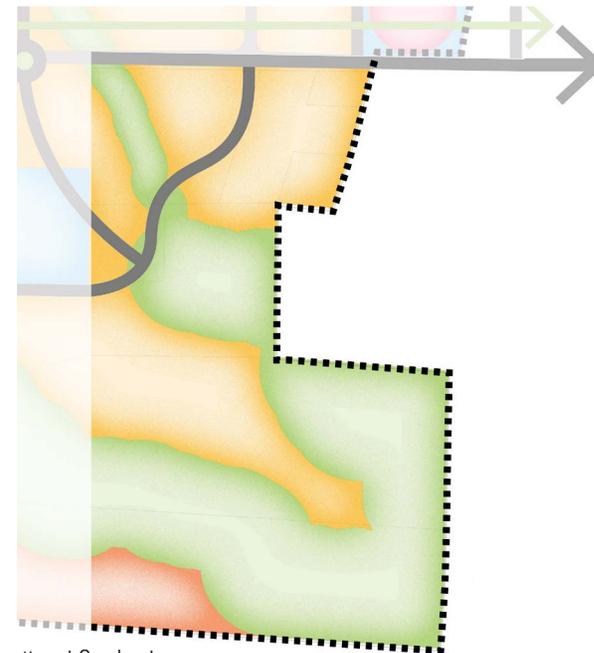


Figure 4.8: The Southeast Quadrant

Use	Total
Residential (units)	215

Table 4.5: Southeast Quadrant – Residential Units and Floor Area by Land Use

HEIGHTS

Recommended building heights for new development were selected to be compatible with the existing neighborhood but also appropriately scaled to create a vibrant community (Principles 1, 2 and 10). In most instances, building heights are lower at the street edge in order to create a more welcoming, pedestrian-scaled streetscape environment. Heights step up incrementally as buildings step back from the roadway.

Residential Buildings

Most of the residential areas designated by the Concept Plan will be composed of 3-4 story multifamily buildings. In the lower-density residential area at the southern edge of the Area boundary, smaller-scale 2-3 story duplexes or single family homes are compatible with existing single family homes along Maple Drive and Mount Bolus Road.

Higher building heights are permitted in the residential segments located in the core of the Area. Here, the land slopes down significantly toward adjacent streambeds, creating an opportunity for a greater number of stories without impacting visibility from neighboring areas. Since additional stories are allowed, buildings in this area will have smaller footprints to preserve the

3-4 Story Residential



3 Story Mixed Use



Figure 4.9: Example Images: Residential and Mixed Use Buildings

natural space. Additionally, the existing Jordan Lake and Resource Conservation District buffers form a boundary between new development in this area and its surroundings.

Mixed Use Buildings

Areas with a mix of uses along Martin Luther King, Jr. Boulevard and Estes Drive are 3 stories at the street edge, helping to create an appropriately-scaled streetscape for the community. While mixed use heights along Estes Drive are fixed at 3 stories, those along Martin Luther King, Jr. Boulevard transition up to 4-5 stories as buildings step back from the street. While higher buildings (with heights of 4-5 stories) will wrap around the corners at this intersection, heights will transition down to 3 stories moving eastward along Estes Drive. Recommended building heights are compatible with class A retail space, thereby maximizing the quality of retail that is likely to fill the spaces in this area.

Institutional

The recommended building heights for new institutional-related use at the current location of the Chapel Hill-Carrboro YMCA and Amity United Methodist Church is 3-4 stories, which increases opportunities for any future redevelopment of these community facilities. The recommended height for the institutional area at the eastern end of Estes Drive is 3 stories, fitting with surrounding 3-story residential development and Phillips Middle School to the east.

BUFFERS & OPEN SPACE

While the area is now covered by large wooded areas, there are no community gathering places or publicly accessible open spaces. There is, however, great potential to increase public access to green space and enhance the aesthetic value of new development by integrating parks and plazas into proposed land uses and creating greenways within vegetated transitional zones.

New development offers opportunities to create a vibrant open space network that encourages people to walk, play, or gather outdoors. There are currently many dedicated easements in the area which provide informal walking trails;



Figure 4.10: Example Images: Green Open Spaces

these could be signed to improve accessibility. The Area's natural beauty also offers an opportunity for increasing appreciation of the natural areas through a connected open space network.

The percentage of public green space for each new project in the Area will be at least 15%. Currently developed land, if redeveloped, should have at least 15% public open space, or no less than the existing percentage of public open space, whichever is lower.

Open Space Network

Integrating open space into areas with actively-used retail, offices, residential buildings, and transportation routes increases accessibility and visibility from surrounding land use areas and encourages use. Open space amenities should be considered in more central locations to act as community gathering spaces, and should also be distributed throughout the area with variations in size, form and use guided by each local context. Larger open spaces can include public spaces and community greens, complementing the athletic park facilities nearby, while smaller pocket parks may provide seating for relaxing and gathering, playgrounds for families to visit, opportunities for facilities such as community gardens, or the areas might be little more than planted spaces that contribute to the aesthetic quality of the neighborhood. Linear greenways create spaces for recreational use while increasing connectivity and providing alternative transportation options.

More formal open spaces are recommended for the mixed use area north of Estes Drive and east of Martin Luther King, Jr. Boulevard. This is envisioned as an opportunity for a civic plaza or green that could accommodate a variety of activities, including dining, events, meeting and gathering, sitting, and other forms of passive recreation. Green space in this area would also enhance aesthetic value and could act as a focal point or visual draw. Additional open spaces throughout the area south of Estes Drive would include a range of



Figure 4.11: Example Image: A Green Street

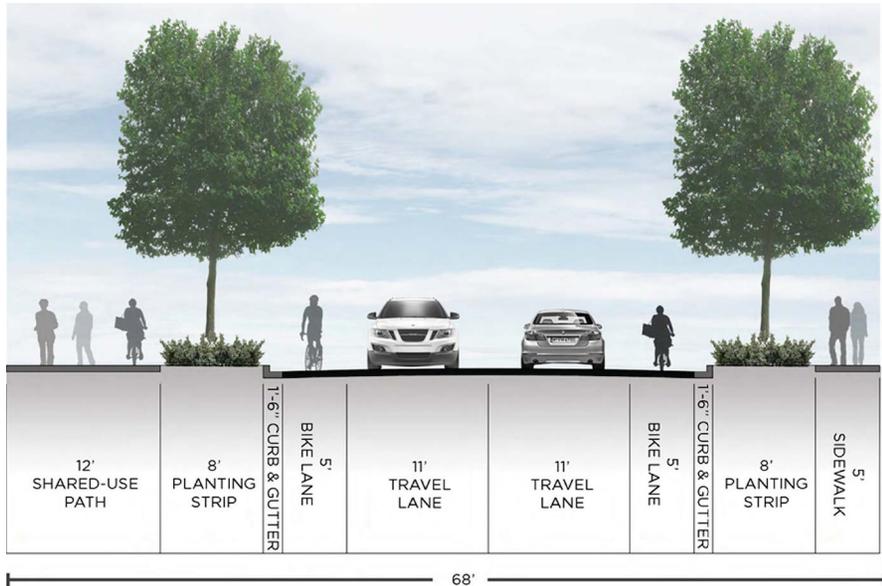


Figure 4.12: Typical Street Cross-Section

programmed and unprogrammed spaces, including recreation fields and courts, pocket parks or small neighborhood parks, and a greenway network through existing environmental buffers and the creation of new vegetated buffers along its edges.

Green Corridors

In the Area, the streetscape offers a valuable opportunity to create linear green connections. For example, the street could have opportunities for green open space if it included amenities that encourage walkability such as trees, plantings, benches, wide sidewalks, lighting, and possibly public art.

The multiuse trail proposed along the north side of Estes Drive functions as a green transportation route, supporting connectivity in the community and also adding to the overall open space network. The proposed street cross section for Estes Drive (Figure 4.12) includes a planting strip on either side, which could accommodate not only trees but also benches, public art, pedestrian lights, or other public amenities. Green corridors can also be incorporated along Martin Luther King, Jr. Boulevard and other, smaller streets in the Area by including street trees, plantings, and amenities for pedestrians along these routes.

Environmental & Visual Buffers

To create a transitional zone between the existing neighborhoods and the new development, the Concept Plan calls for vegetated buffers between the existing residential areas and new development in the Area (Figure 4.13). Eighty (80) foot transitional areas are proposed in the following locations:

- South of the Woodshire Lane Community
- Along the southern edge of the Huntington Drive Community

Additionally, the Resource Conservation District (RCD) and Jordan Lake buffers create a vegetated transition between single-family residences further

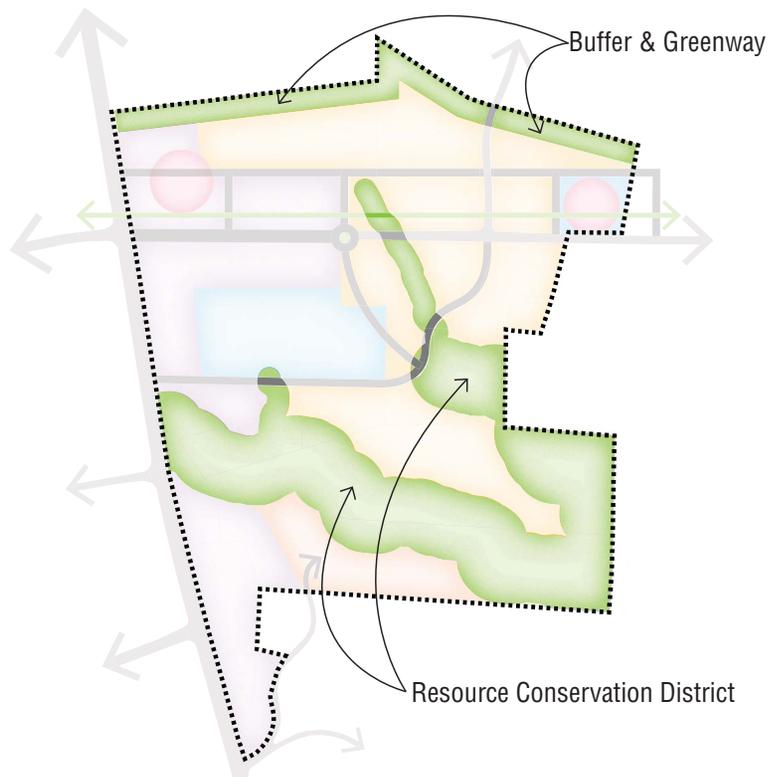


Figure 4.13: Buffer Locations

along Caswell Road and the proposed development within the southeast portion of the Area. These buffers create a forested “backyard” for both existing residential neighborhoods and proposed land uses, and help to preserve the natural woodland aesthetic that currently characterizes the Central West Focus Area.

New transitional buffers are envisioned as densely-planted green areas, creating a visual buffer but also preserving space for public greenways. These new greenways would serve the dual functions of demarcating the new and existing neighborhoods while also “inviting” residents from these existing neighborhoods into the Area. While the essential function of the Jordan Lake

and RCD buffers is to protect the environmental integrity of streams and regional watersheds, these natural forested areas also offer opportunities for the creation of environmentally-sensitive wooded greenways as part of a larger trail system and open space network.



Figure 4.14: Example Image: Vegetated Stream Buffer



Figure 4.15: Example Image: Off-Road Greenway Trail and Creek Crossing

5 • TRANSPORTATION

EXISTING TRANSPORTATION CONDITIONS

The Central West Area hugs two main roads: Martin Luther King, Jr., Boulevard and Estes Drive. Other important roads in or near the area include Homestead Road, Piney Mountain Road, and Elliott Road. Martin Luther King, Jr. Boulevard, which is at least four lanes throughout its entire length, is a major entry into town from the north and from I-40, and is an increasingly major transit corridor. As such, its future is currently the subject of an approximately 18-month long study of what form(s) of transit will make the most sense over the long-term, with Bus Rapid Transit likely to receive serious consideration.

Estes Drive, which connects North Greensboro Street in Carrboro with 15-501 in Chapel Hill, serves a dual role. It is a major east-west arterial and, at the same time, a neighborhood street. This dual nature and the problems associated with it—perceived lack of safety, traffic congestion at peak hours, and lack of basic bicycle and pedestrian amenities—became a major focus and driving force underlying the development of the Central West Small Area Plan.

Currently, Martin Luther King, Jr. Boulevard and Estes Drive are unfriendly to pedestrians and bicyclists in that they have discontinuous and/or absent sidewalks and crosswalks, lack of bike lanes, and allow for the rapid movement of vehicles causing the area to feel unsafe and unwelcoming to those choosing alternative modes of transportation. For more information about the traffic analysis conducted for the Concept Plan, see Appendix D.

VISION FOR TRANSPORTATION IN THE CENTRAL WEST AREA

Transportation and connectivity for all modes in the Central West Focus Area have been key to developing this Central West Small Area Plan. The community has voiced a strong preference for changes that do not create a burden on the existing transportation system, and that enhance the use of bicycles, transit, and walking and create a safe environment for all. The plan recognizes that Estes Drive is a significant east-west arterial road in Chapel Hill with existing congestion at peak hours, and that it can be either a barrier or an asset to the adjoining neighborhoods and institutions. A community vision will aid the Town in coordinating improvements to Estes Drive and Martin Luther King, Jr. Boulevard with the North Carolina Department of Transportation, which currently owns and maintains these roads.

This plan strives to balance demands and opportunities created by new uses. The improvement of the bicycle, pedestrian, and transit facilities is strongly supported. As new uses are developed, the Committee recommends that roadway mitigation measures be limited to those that do not create an automobile-oriented character and ensure a bicycle and pedestrian friendly environment.

The plan contains a framework for improvements at the Estes Drive/Martin Luther King, Jr. Boulevard intersection, internal roads within new development to take pressure off the intersection, specific points of access to existing neighborhood roads, and a limited cross-section for the length of Estes Drive.

Respecting and promoting the pedestrian, cyclist, and transit user over full convenience of the automobile may mean that reduced speeds and some peak-hour congestion are acceptable trade-offs against full-flowing movement of automobiles at all times. This balance among multiple constituencies will need to be carefully considered as specific proposals are made.

TRAFFIC MITIGATION MEASURES

Traffic congestion, especially during peak hours, was a major concern throughout the process to develop the Central West Small Area Plan. Also, during non-peak hours, the speed of traffic, especially along Estes Drive, is an issue for the community. In addition, many residents shared a concern about the effect that new development may have on an already burdened road network.

In order to address the traffic congestion on Martin Luther King, Jr. Boulevard and Estes Drive, the following traffic mitigation measures can be employed in the area:

- Improving the bicycle and pedestrian amenities in the area
- Adding turn lanes at the intersection of Martin Luther King, Jr. Boulevard and Estes Drive and along Estes Drive where needed
- Including a mix of uses that are accessible for pedestrians and within walking distance of the existing neighborhoods and other destinations in the area
- Providing transit access
- Including internal circulation through the new development

ADDITIONAL TRANSPORTATION RECOMMENDATIONS

In addition to the bicycle and pedestrian improvements and the traffic

mitigation measures listed above, the Steering Committee also made the following recommendations:

- Develop traffic parameters to evaluate development applications.
- If the owners of Shadowood Apartments are amenable or as a condition of redevelopment, connect the property at the corner of Martin Luther King, Jr. Boulevard and Estes Drive with Misty Woods Circle to increase connectivity.
- Work with the Chapel Hill-Carrboro City Schools, including parents and administrators, to consider road crossing improvements at the intersection of the schools and Estes Drive.
- Implement crosswalk improvements throughout the entire area, with particular attention being paid to intersections and bus stops.
- Have Town staff investigate the following:
 - The appropriate location of a traffic circle or light.
 - The possibility of a center turn lane on Estes Drive east of Somerset Drive.
 - The possibility of using the power easement as a road, or a greenway if a road is not feasible.
 - The possibility of creating a new road that extends through the properties north of Estes Drive in the Evaluation for Form Use Area to the school property which could act as a secondary school entrance.
 - The possibility of a pedestrian and bicycle bridge over Martin Luther King, Jr. Boulevard. In the event that a bridge is not possible, provide other options for the safe crossing of the road.
- Add additional lanes at the intersection of Estes Drive and Martin Luther King, Jr. Boulevard. The Steering Committee recommends

that the lanes on Estes Drive be consolidated into two travel lanes near the intersection of Somerset Drive and Estes Drive. The Steering Committee prefers not to add additional travel lanes on Estes Drive beyond the two existing travel lanes.

- Integrate the findings from the Martin Luther King, Jr. Boulevard – South Columbia – US 15-501 South Corridor Alternative Analysis Study into recommendations for this area.

CENTRAL WEST SMALL AREA PLAN & ADDITIONAL TRANSPORTATION PLANS

With the development of Carolina North, it will be increasingly important to improve connections on all sides, to and from Carrboro and to and from Homestead Road. The improvements outlined in the Central West Small Area Plan, in addition to other town-wide plans, will provide better neighborhood, cross-town, and regional connections for the community. For more information about additional plans, please see below.

Additional Plans:

- 2035 Long Range Transit Plan, 2009, Not yet adopted:
www.townofchapelhill.org/Modules/ShowDocument.aspx?documentid=9708
- Greenways Commission's Plan, Adopted 2013:
www.townofchapelhill.org/index.aspx?page=2230.
- Chapel Hill Bike Plan, Under development:
www.townofchapelhill.org/index.aspx?page=2145
- Town's Complete Streets Policy, Adopted 2011:
www.townofchapelhill.org/index.aspx?page=1599
- North Carolina Department of Transportation's Complete Streets Policy, Adopted 2009:
www.bytrain.org/fra/general/ncdot_streets_policy.pdf

BICYCLE & PEDESTRIAN AMENITIES

Current multimodal transportation options in the Central West Focus Area are limited. Sidewalks are not continuous along Estes Drive, Martin Luther King, Jr. Boulevard, and into adjacent neighborhoods. Bike facilities—where present—range from separated bike lanes to wide outside lanes within the roadway. The Central West Small Area Plan seeks to address these issues and provide a plan for accessible bicycle and pedestrian amenities throughout the area.

Improvements to the bicycle and pedestrian amenities in the area include:

- Providing more bicycle lanes, both on-road and off-road
- Building new sidewalks with wider buffers from the street
- Defining important bicycle and pedestrian crossing locations
- Increasing the visibility of pedestrians and bicyclists
- Implementing traffic calming measures
- Having conversations with the North Carolina Department of Transportation about lowering the speed on Estes Drive
- Providing more passing room for vehicles, buses, and bicycles
- Nurturing and enhancing the greenway system

The following sections provide more information about these improvements.

MULTIUSE TRAIL ALONG ESTES DRIVE

The Concept Plan recommends links to the anticipated Carolina North improvements which will build a continuous multiuse trail for bike and pedestrian use from Umstead Drive to Martin Luther King, Jr. Boulevard (linking to the UNC Chapel Hill Campus to Campus Connector). This Concept Plan recommends that the links to those facilities join a

recommended off-road bike path from Martin Luther King, Jr. Boulevard to Caswell Road east of Estes Hills Elementary School. The path could then connect to on-road bike lanes on Clayton Road that would connect to Elliott Road, either via Curtis Road or a path through school property (shown in Figure 5.1). The on-road bike lanes on Elliott Road would connect to Franklin Street (Figure 5.1 and Figure 5.6). The right of way in this segment of Estes

Drive will include the 12' multi-use trail on one side of the street and a 5' sidewalk on the other, with a landscaped buffer to separate pedestrian space from vehicular travel lanes. Additionally, 5' bike lanes along Estes Drive offer a route for through-travelers that avoids conflicts with slower-moving bicycles and pedestrians on the multi-use trail. Figure 5.2 shows a typical street cross-section which can be modified based on site conditions (right of

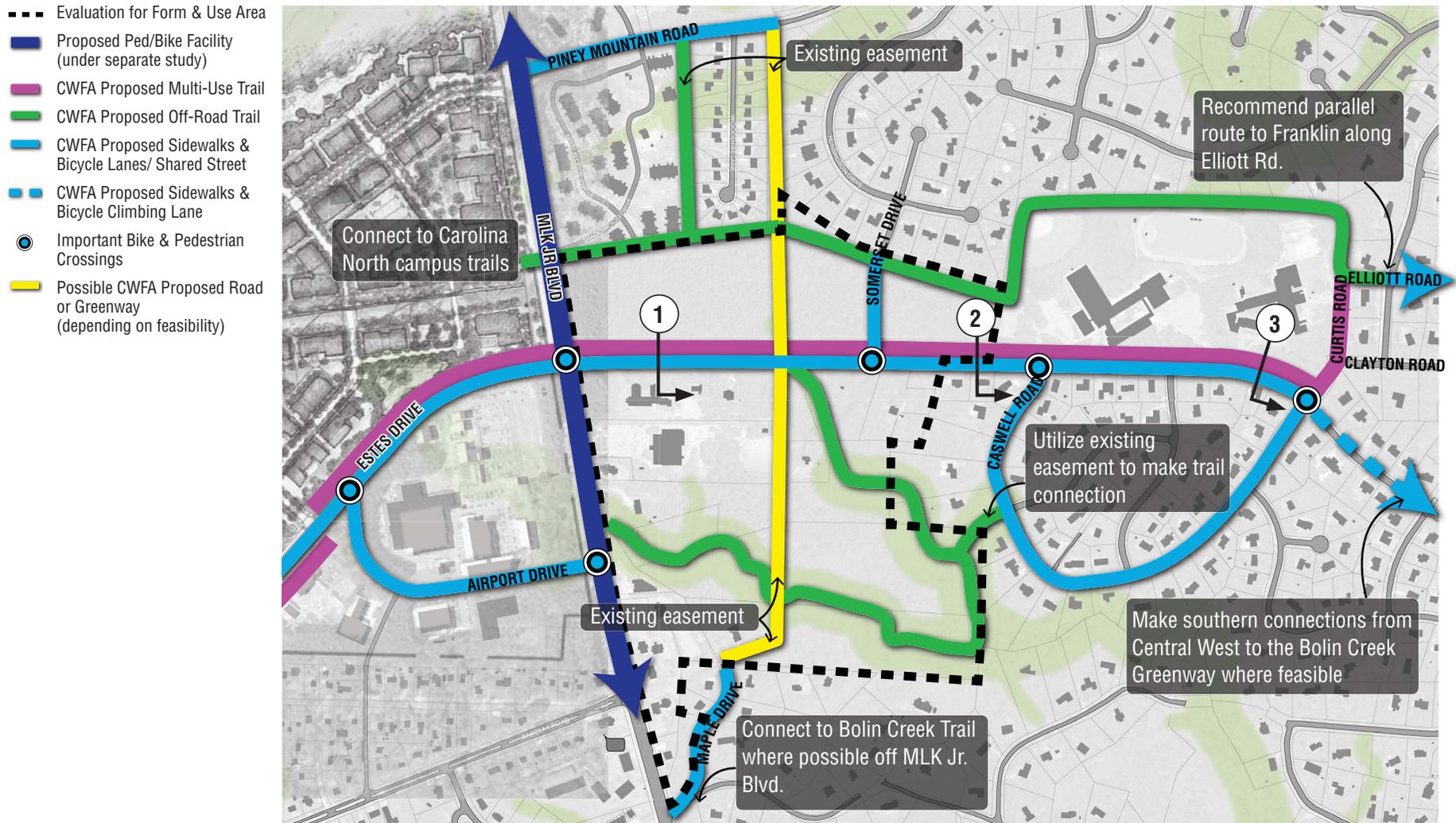


Figure 5.1: Proposed Bicycle and Pedestrian Access in the Evaluation for Form and Use Area

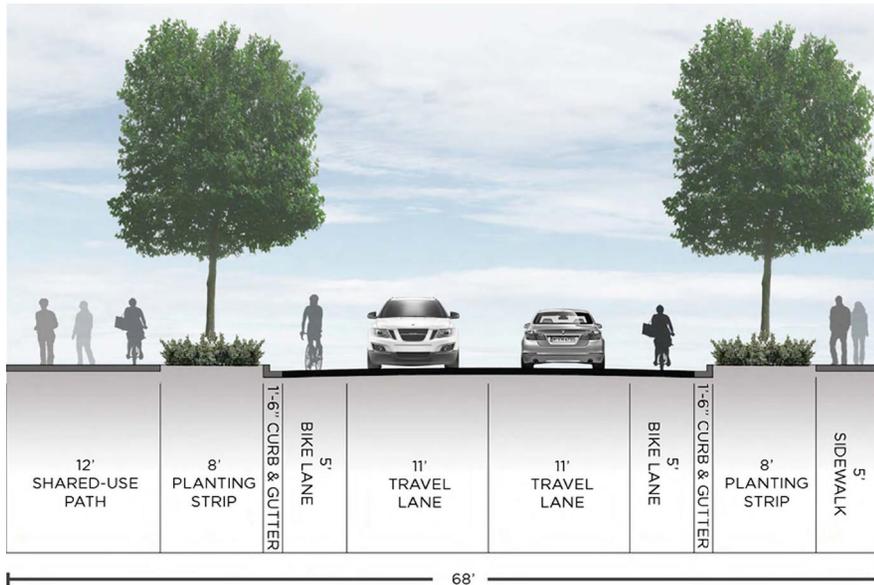


Figure 5.2: Typical Street Cross-Section

way constrained areas, or locations with additional turn lanes, etc.). The cross-sections in Figures 5.3, 5.4, and 5.5 illustrate the location of the trail in relation to adjacent development in multiple locations along Estes Drive and indicate where the existing right of way needs to be extended to accommodate the proposed bike and pedestrian facilities.

The multiuse trail supports the Town’s vision for multimodal access along the Estes Drive corridor, creating essential bicycle and pedestrian linkages between the middle and high schools, residential neighborhoods, commercial areas, community facilities and churches, the Carolina North campus, and new development in the Area. Adding the trail to Estes Drive will provide the community with a separate facility for alternative transportation that reduces conflicts with vehicles along one of the primary travel routes in the Central West Focus Area.

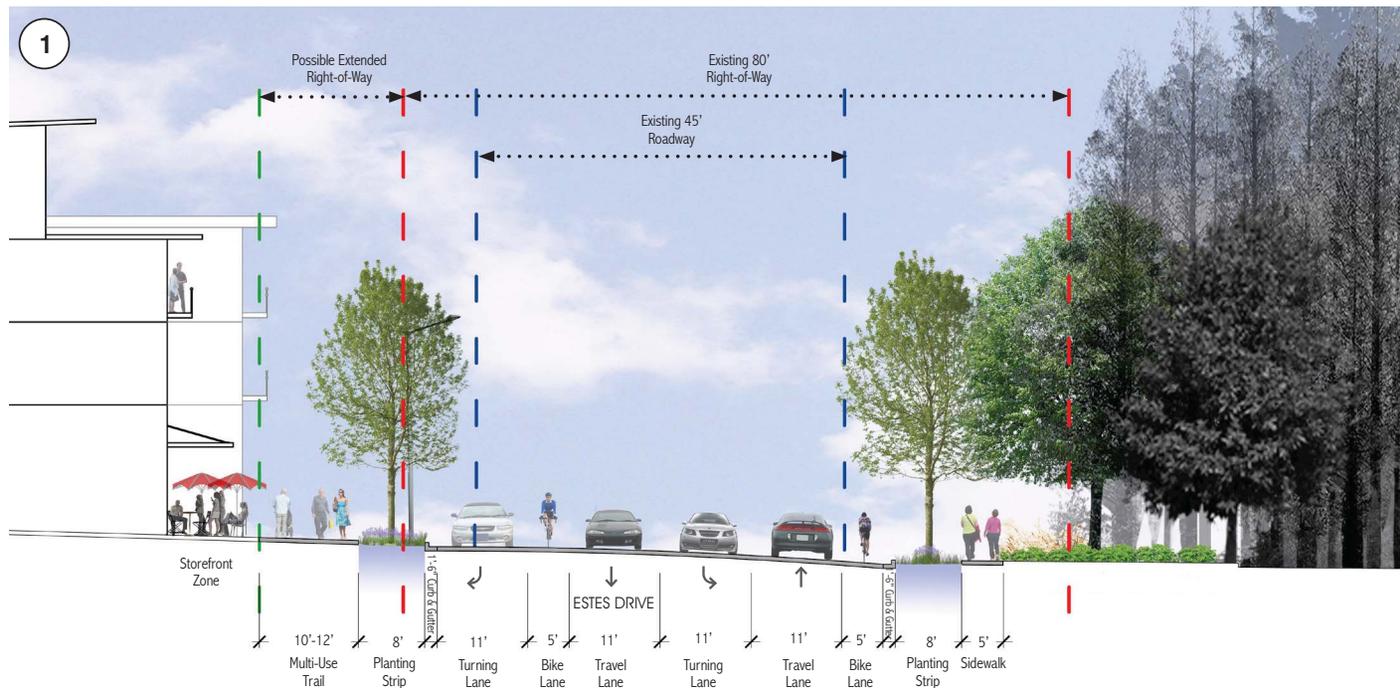


Figure 5.3: Estes Drive Cross-Section: Mixed Use Area (Looking East)

Note: Intersection of Martin Luther King, Jr. Boulevard and Estes Drive could have five lanes on Estes Drive at the intersection.

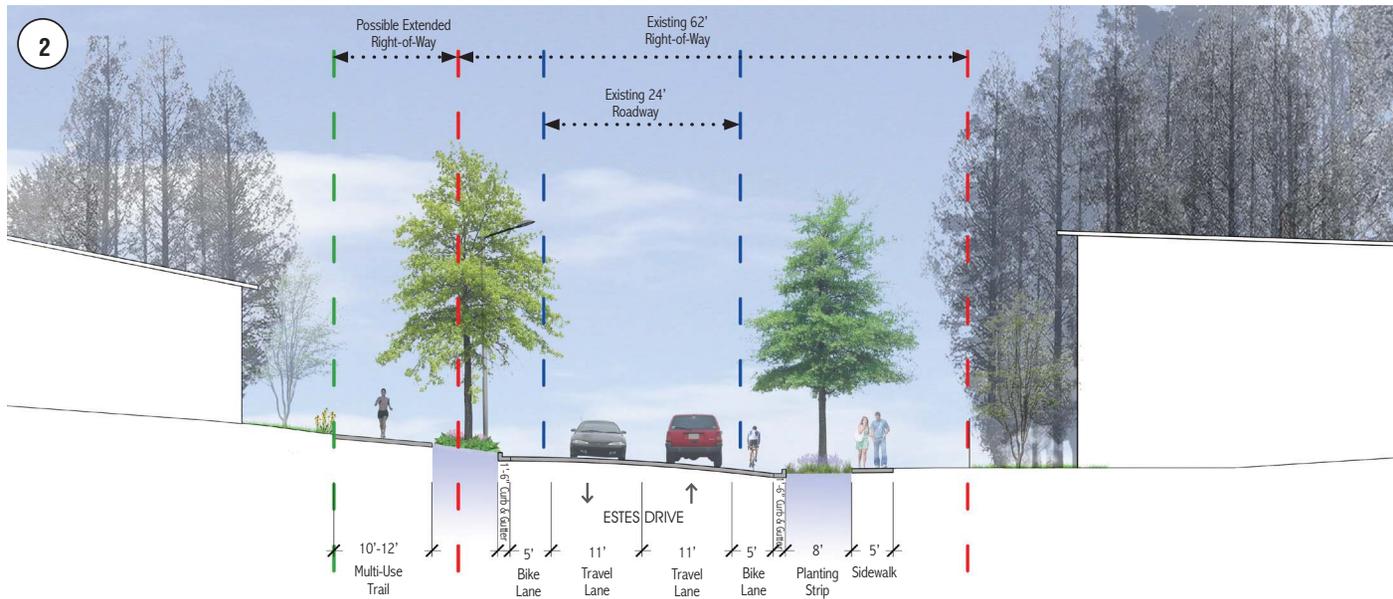


Figure 5.4: Estes Drive Cross-Section: Residential Area (Looking East)

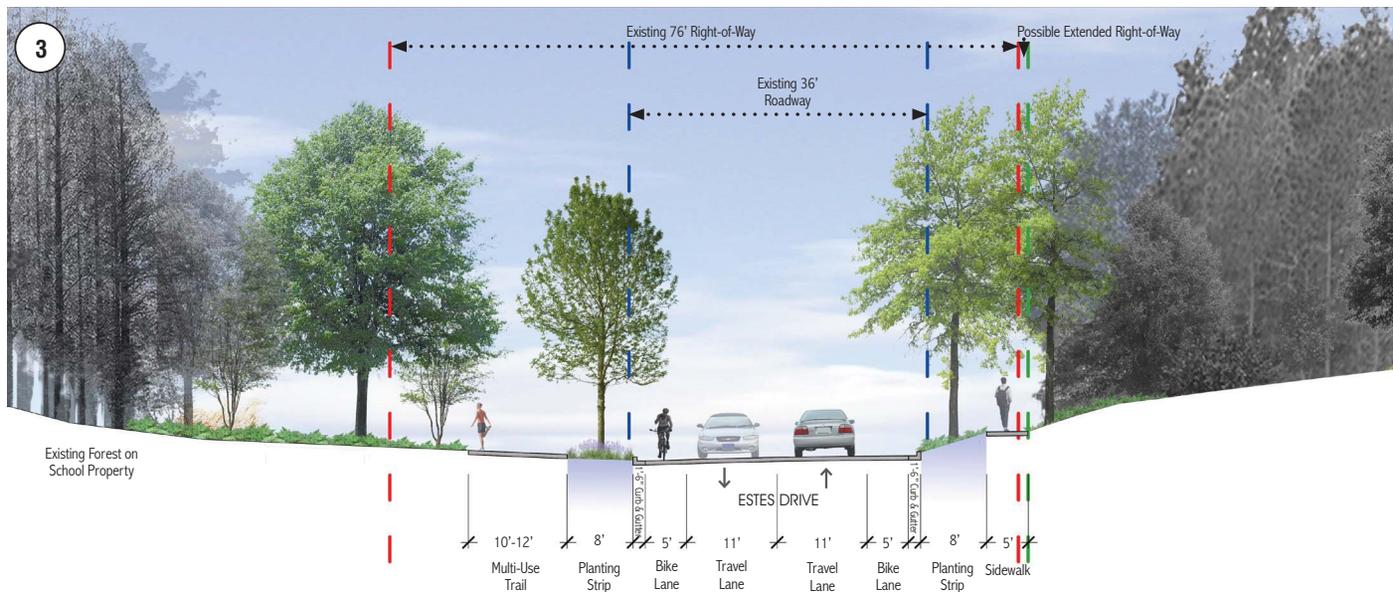


Figure 5.5: Estes Drive Cross-Sections: School Zone (Looking East)

CONNECTIONS TO THE LARGER CHAPEL HILL BICYCLE/PEDESTRIAN NETWORK

To expand the network of bike and pedestrian facilities beyond Estes Drive, the Concept Plan also includes on-road bicycle lanes, bicycle shared-street facilities, and off-road trails. Shared street bicycle facilities are proposed along Piney Mountain Road, Somerset Drive, Airport Drive, Maple Drive,

Caswell Road, and Estes Drive east of Caswell Road, increasing connectivity between the main corridor and the communities in the surrounding area (Figure 5.1 and Figure 5.6).

The Concept Plan proposes off-road trails in the Area along the Resource Conservation District/Jordan Lake buffers. These trails are envisioned as multiuse greenways that run through the area's existing forests, to be used

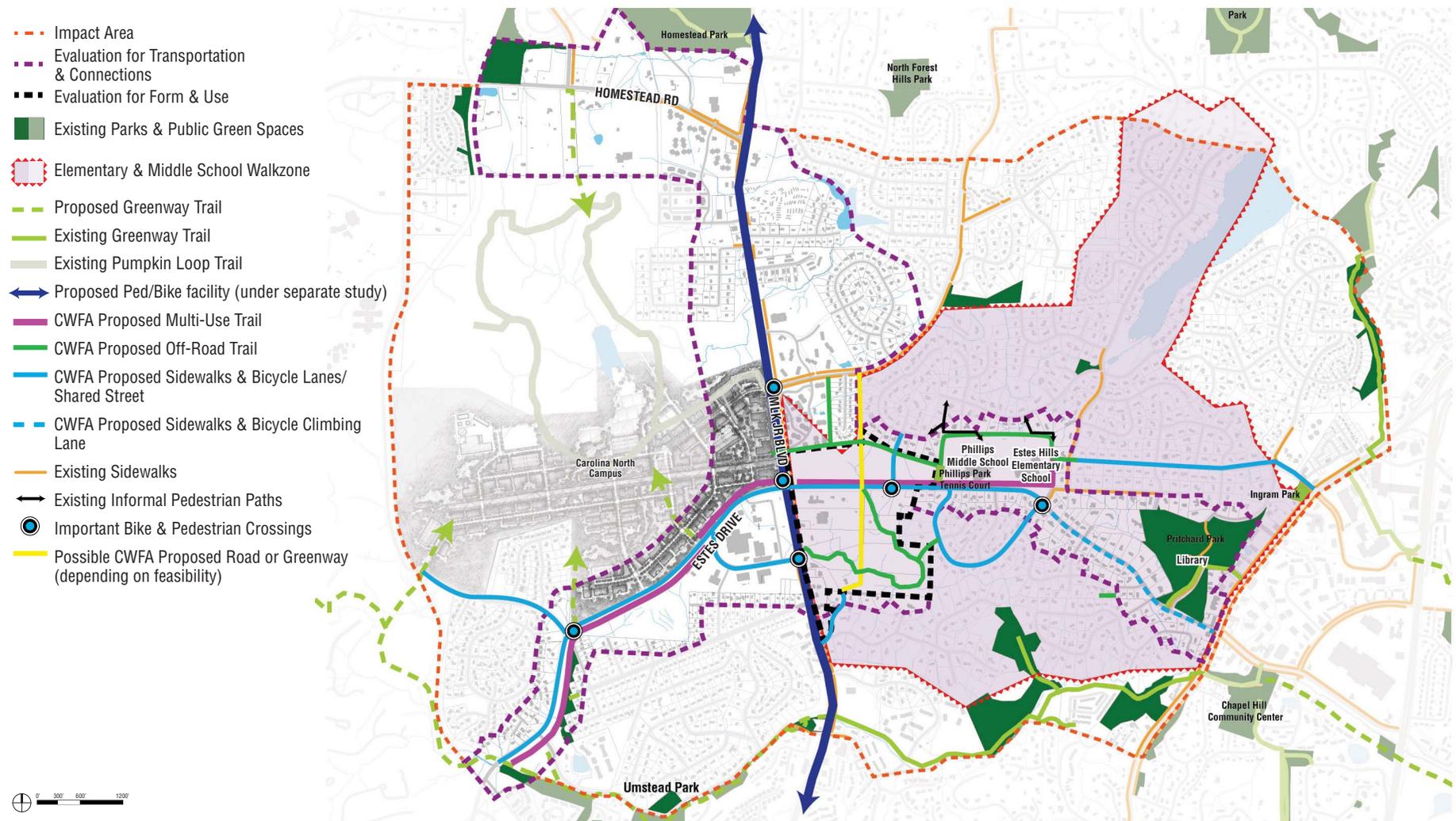


Figure 5.6: Existing & Proposed Bicycle and Pedestrian Access, Open Space, and School Walk Zone

both recreationally and functionally as an alternative route between schools, residences, commercial areas, and other destinations.

The bicycle and pedestrian facilities shown in Figures 5.7, 5.8, 5.9, and 5.10 show examples (in Chapel Hill and elsewhere) of how these connections can be installed in various land use scenarios. The example images show pedestrian walkways in higher and lower density areas; an on-street separated bike lane; a bike boulevard/shared street for bicycle and vehicular use; and

off-road bike/pedestrian trails appropriate for routes along the Resource Conservation District/Jordan Lake buffers.

Together, this network of multiuse facilities, off-road trails, and bike lanes will enhance bicycle and pedestrian connectivity within the Central West Focus Area, creating opportunities for recreational use, serving daily transportation needs, and providing a vital link in the larger Chapel Hill bicycle/pedestrian network.



Figure 5.7: Example Image: Sidewalk (Franklin Street, Chapel Hill)



Figure 5.9: Example Image: Separated Bike Lane



Figure 5.8: Example Image: In-Road Bike Lane and Adjacent Sidewalk

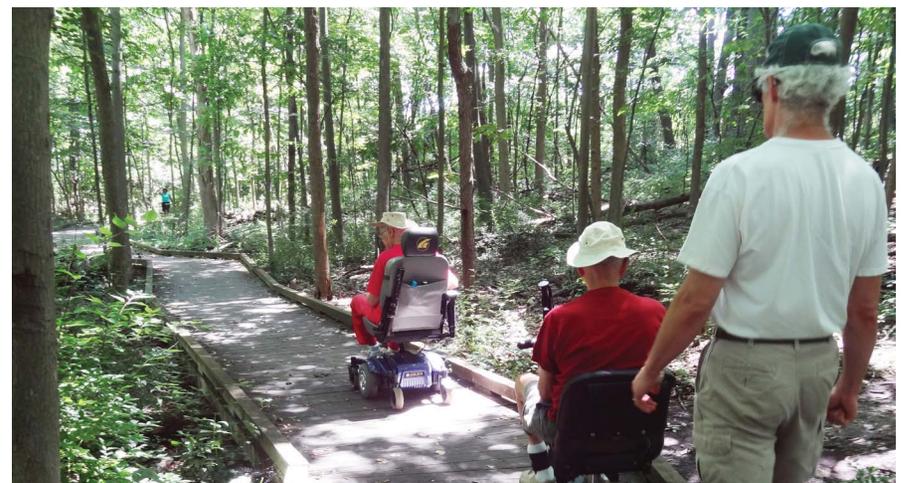


Figure 5.10: Example Image: Greenway Boardwalk (Parker Mill Park, Ann Arbor)

6 • ENVIRONMENTAL CONSIDERATIONS

PRINCIPLE 11: Employ Environmentally Sound Practices
PRINCIPLE 12: Feature, Repair, and Enhance Natural Resources

The following recommendations speak to the Steering Committee's interest in mitigating the impacts that new development in the Central West Area will have on the environment. These include recommendations for stormwater management, development near the Resource Conservation District, and additional recommendations.

STORMWATER RECOMMENDATIONS

- 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 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.



Figure 5.11: Example Images: Stormwater Management Practices

- Consider implementing a stormwater district if recommended by the Small Area Stormwater Management Master Plan.
- Require new development to capture additional run-off on site and have landscape designs that use low-impact techniques for controlling stormwater and site water, such as rain gardens, as stated in Objective C under Principle 11: Employ Environmentally Sound Practices.

RECOMMENDATIONS FOR RESOURCE CONSERVATION DISTRICT OVERLAY AREAS

- If landowners are amenable, consider the idea of a land swap for the land that is nestled between the Resource Conservation District overlay areas.
- In the area between the Resource Conservation District overlay, greater heights have been allowed in order to preserve the natural space; therefore, building footprints should be minimized in this area.
- Enhance the Resource Conservation District space that is adjacent to the Martin Luther King, Jr. Boulevard road frontage; include connections such as walking paths that access the natural space.

ADDITIONAL RECOMMENDATIONS

- If feasible, prioritize the conservation of mature forest and pull development away from the ridge and steep slopes.
- Use permeable surfaces wherever possible, particularly in parking areas.



Figure 6.1: Example Image: Permeable Paving

7 • STREETSCAPES

PRINCIPLE 1: Create a Strong Sense of Place

Street character and design features can give an area a distinctive identity and make a space interesting, attractive, and safe for pedestrians, bicyclists, and drivers. The Central West Focus Area should employ the following streetscape characteristics to provide a consistent feel and sense of place throughout the area.

Consistent designs to apply to streets, sidewalks, and open space, could include: lighting; trees; bus stop shelters; street furnishings; and other elements. Streetscape amenities and signage can also be incorporated to



Figure 7.1: Example Image for Martin Luther King, Jr. Boulevard & Estes Drive: Streetscape Elements

provide a sense of place, and the colors could create a sense of unity throughout the area. Such visual cues would indicate to residents and visitors that the Central West Area is a distinct and unique district.

Green space should be a prominent feature of this area. Commercial and residential street fronts should include green spaces which open onto the street. Pedestrian and bike paths through these green spaces can provide access into the heart of the developed areas and invite views into the developments for passing vehicles.

MARTIN LUTHER KING, JR. BOULEVARD STREETSCAPE ELEMENTS

- **Landscaped Median:** Martin Luther King, Jr. Boulevard has the potential to become a boulevard in the best sense of the term. The landscaped median which has been installed on Martin Luther King, Jr. Boulevard north of this area, near Weaver Dairy Road, should be continued throughout the length of Martin Luther King, Jr. Boulevard. This median should be landscaped for its entire length with shade trees, flowers, and other high-quality plant materials.
- **Pedestrian Refuges:** Crosswalks near bus stops should have refuges in the median to protect pedestrians while they are crossing the street; these crosswalks would preferably be signalized. The refuges could contain paved areas with seating and perhaps even a shelter or arbor, which could make them especially noticeable to the passing traffic. Bus shelters could have a similar design theme.



Figure 7.2: Example Image for Martin Luther King, Jr. Boulevard: Bicycle and Pedestrian Paths

- Bicycle and Pedestrian Buffers:** Martin Luther King, Jr. Boulevard should accommodate bicyclists and pedestrians in separate paths which would ideally be separated from traffic by significantly sized planting strips. The largest street trees allowed by NCDOT could fill these strips, providing a visual rhythm to the street, shade for the street and paths, and a sense of separation between motorized and non-motorized traffic. Additional street lighting would provide ambient lighting for vehicular traffic, and downlighting elements scaled for pedestrians should be installed for safety and visibility for people walking at night.
- Setbacks:** New development should have setbacks from the street which encourage activity near the street and easy visibility of the storefronts and their displays. Entrances and active areas should front the street. Setbacks should encourage commercial activity, increase safety, encourage walking and biking, and slow traffic.

- Building Facades:** For a successful pedestrian commercial area, long building facades which do not relate to the street activity should be avoided. The commercial facades should be permeable to pedestrian traffic with storefronts, entrances, and outdoor eating areas facing the street. Buildings should have varying setbacks and heights (not to exceed the maximum detailed in the Concept Plan) to distinguish between different stores and dwelling units and make the area more appealing and visually interesting.

MARTIN LUTHER KING, JR. BOULEVARD & ESTES DRIVE STREETScape ELEMENTS

- Intersection Character:** The streetscape at the Martin Luther King, Jr. Boulevard and Estes Drive intersection should be a gateway into town and a landmark for the Central West Area. The intersection should have distinctive landscaping, such as special paving for crosswalks, a public plaza with art or a fountain, street and pedestrian lighting, and places for outdoor gatherings.
- Separation of Realms:** Encourage the separation of the public and private realms through the use of elements such as low stone walls or



Figure 7.3: Example Images for Estes Drive: Pedestrian-Oriented Street Edges

low fencing. Also encourage a visual relationship between the development in the Central West Area and Carolina North.

- **Visual Interest:** All streetscapes should be visually interesting through the use of varied materials, building heights, and setbacks.

ESTES DRIVE STREETSCAPE ELEMENTS

- **Street Frontage:** New development on Estes Drive should face the street and include visible pedestrian and commercial activity.
- **Building and Street Furnishings:** Awnings, landscaping and street furnishings should be included in the space between the buildings and the streets; these will help to establish a sense of scale appropriate to a pedestrian area. Similar to Martin Luther King, Jr. Boulevard, existing trees should be maintained or new trees should be planted on both side of Estes Drive which will maintain the tree-lined feel and identity of Estes Drive.
- **Estes Drive—From Schools to Library:** The portion of Estes Drive from the schools to the Library should maintain its residential character and continue to be a two-lane road. Crosswalks on Estes Drive should be provided at all intersections, and these should be signalized, if traffic volumes indicate a need.

Through the uses of appropriate street character elements, the quality of the Central West Area would be instantly conveyed to residents and visitors. The beautiful street landscaping, lighting and amenities, and well-organized traffic patterns would provide the area with a sense of place and indicate that this is a special district within Chapel Hill.

8 • IMPLEMENTATION

When adopted by the Town Council on November 26, 2013, the Central West Small Area Plan became a component of the Chapel Hill 2020 comprehensive plan. The Chapel Hill 2020 Comprehensive Plan was adopted by the Town Council on June 25, 2012.

The elements of the Central West Small Area Plan—the principles and objectives, the land use Concept Plan, and the bicycle, pedestrian, and street network plans—describe the community vision for this area and are a guide to development of the area both in the short and long terms.

LAND USE & ZONING TOOLS

The next step in the implementation process will be to evaluate the existing zoning for consistency with the Chapel Hill 2020 Comprehensive Plan and the Central West Small Area Plan. If the current zoning does not match the uses, heights, and other elements described in the Central West Small Area Plan, the Council may consider new zoning code for the area to align the vision of the Small Area Plan with the regulations.

INCORPORATION INTO OTHER TOWN PLANS

The recommendations in this plan should be incorporated into the Chapel Hill Bike Plan, the Greenways Master Plan, and other plans as appropriate.

OTHER IMPLEMENTATION CONSIDERATIONS

Additional implementation considerations include the following:

- As specific development plans are submitted for Town approval, it is recommended that all be reviewed for consistency with the Principles and objectives presented in this Plan.

- Another implementation step is to prioritize the bicycle and pedestrian improvements and capitalize upon the Congestion Management Air Quality (CMAQ) funding that the Town of Chapel Hill has received from the North Carolina Department of Transportation. The Steering Committee recommends an off-road bike path on Estes Drive as the first priority for these funds.
- The area north of Estes Drive was designated by the Town Council as an Airport Hazard Zone which precludes all or most of the development proposed in this Plan. Given that the Horace Williams Airport is used far less frequently than when the Airport Hazard Zone was first implemented, the Town Council should explore removing or lessening the restrictions currently in place.
- The Central West Focus Area should include a significant amount of housing that is affordable to households that make less than 80% of the area median income. If for-sale housing is constructed, the Town's Inclusionary Zoning Ordinance states that 15% of these units must be affordable (if the project has over five dwelling units). If rental housing is constructed, recommendations from the Mayor's Committee on Affordable Rental Housing should be applied.
- The implementation phase of this plan will require a variety of partners, and the plan encourages developing partnerships with the non-profits, business owners, community members, and University of North Carolina at Chapel Hill to implement the vision set forth in this plan.

- The Council also may rezone when a special use permit application is submitted within the current review process. Details such as traffic, stormwater, affordable housing, limited parking, as well as noise, air, and water pollution mitigation are handled in the permitting process.
- An economic analysis will be required for any development proposal in the Central West Focus Area.

For more information, including community comments provided during the process, visit www.townofchapelhill.org/centralwest.

PLANNING BOARD COMMENTS

The Planning Board reviewed the draft Central West Small Area Plan, and during the November 19, 2013 meeting, the Planning Board recommended that the Council approve the Central West Small Area Plan with certain revisions and conditions.

The revisions and conditions are provided in Table 8.1, along with comments from the Town staff.

Number (for reference)	Planning Board Recommendation	Staff Comment
1	Create a stronger statement of purpose for the Small Area Plan that explains the key drivers for design.	The Planning Board provided this recommendation during their 10/29 meeting. The Steering Committee discussed this suggestion during their 11/7 meeting and added language to the Executive Summary.
2	Conduct a town-wide modeling analysis of cumulative traffic impacts.	Consider this request outside the Central West Small Area Plan process.
3	When UNC conducts a new Traffic Impact Analysis for Carolina North, reevaluate proposed widening of Martin Luther King, Jr. Boulevard and Estes Drive intersection.	Consider this request outside the Central West Small Area Plan process.
4	Conduct a watershed stormwater impact analysis of focus areas.	Consider this request outside the Central West Small Area Plan process.
5	Repeat elements from Objective 11C about stormwater in Chapter 6.	We agree with this recommendation.
6	Add stronger statement to Small Area Plan about preservation of existing tree canopy.	This language is included in the Small Area Plan – Principle 11: Employ Environmentally Sound Practices.
7	Make a stronger statement about a UNC-Town partnership for affordable/workforce housing.	The Planning Board provided this recommendation during their 10/29 meeting. The Steering Committee discussed this suggestion during their 11/7 meeting and added language to Chapter 8: Implementation.

Table 8.1: Planning Board Recommendations and Staff Responses

9 • CONCEPT PLAN, PRINCIPLES & CHAPEL HILL 2020 THEMES

As discussed in Chapter 3, the Steering Committee developed and refined thirteen principles and supporting objectives that guided the development of the Concept Plan and are to guide the development of the area. These principles also connect to the themes of the Chapel Hill 2020 Comprehensive Plan.

The following table outlines how each principle and Chapel Hill 2020 theme relates to the final land use concept. For an index of the icons, please see Table 9.2.

Chapel Hill 2020 Theme	Principle	Representation in the Central West Concept Plan
 A Place for Everyone  Good Places, New Spaces  Town and Gown Collaboration  Nurturing Our Community	<p>PRINCIPLE 1: Create a Strong Sense of Place</p> <p>The Central West Focus Area plan will promote the creation of a vibrant sense of place, respecting its character as a comfortable, tree-lined residential community, home to important Chapel Hill institutions, and a major gateway to Carolina North.</p>	<ul style="list-style-type: none"> Mixed-use development allows for walking between stores, neighborhoods, and community spaces. People walking and biking helps create vibrancy. The mixed-use corner of Martin Luther King, Jr. Boulevard and Estes Drive will create a social heart for the area. Commercial development focused on Martin Luther King, Jr. Boulevard helps to create a sense of place along the corridor.
 Good Places, New Spaces  Town and Gown Collaboration	<p>PRINCIPLE 2: Ensure Community Compatibility</p> <p>Development will provide a graceful transition between the existing residential and institutional uses and the new uses evolving around the Martin Luther King, Jr. Boulevard/Estes Drive intersection near the Carolina North campus.</p>	<ul style="list-style-type: none"> The new residential units will help maintain the residential feel of the neighborhood. The heights and uses outlined in the plan are compatible with the nearby, existing neighborhoods, schools, and other uses. Vegetated buffers will separate the existing neighborhoods and new development.
 Good Places, New Spaces	<p>PRINCIPLE 3: Create Social Connections</p> <p>Development should create places that foster a strong sense of community and allow people to meet, both formally and informally.</p>	<ul style="list-style-type: none"> New retail and park spaces, as well as wide sidewalks set back from the roadway, will allow for community interaction and gathering.

Table 9.1: Chapel Hill 2020 Themes, Principles, and the Concept Plan

Chapel Hill 2020 Theme	Principle	Representation in the Central West Concept Plan
 <p>Getting Around</p>	<p>PRINCIPLE 4: Improve Physical Connections</p> <p>Multiple means of moving within and through the Evaluation for Form and Use Area should be incorporated into new development; explore improving physical connections between the Impact Area and the town as whole.</p>	<ul style="list-style-type: none"> • Internal street connectivity shown in the Concept Plan will improve the physical conditions in the area. • The Estes Drive pedestrian and bicycle facilities are consistent with and contribute to the overall town-wide vision under study through the Chapel Hill Bike Plan. • The concept supports the town-wide vision for high quality transit on Martin Luther King, Jr. Boulevard.
 <p>Getting Around</p>	<p>PRINCIPLE 5: Minimize Vehicular Traffic Impacts</p> <p>Recognize the limited capacity of the existing road network and favor developments that minimize negative impacts on vehicular traffic and quality of life in the area.</p>	<ul style="list-style-type: none"> • The Concept Plan promotes internal connectivity and circulation within the new development parcels. • Mixed-use development with sidewalk networks encourages walking between stores, neighborhoods, and community spaces. • The safe pedestrian connections to Martin Luther King, Jr. Boulevard encourage transit use.
 <p>Getting Around</p>	<p>PRINCIPLE 6: Enhance the Pedestrian/Bicycle Experience</p> <p>Build a high quality bicycle, pedestrian, and greenway system that ensures safe, comfortable, and convenient access to school, residences, and other destinations for those of all ages and abilities.</p>	<ul style="list-style-type: none"> • Proposed multi-use trail on Estes Drive, and strong sidewalk network throughout the Central West Focus Area will enhance the walking and biking experience. • The pedestrian and bicycle recommendations are consistent and interconnect with an overall vision for street and trail connectivity throughout the town. • Mixed-use development creates convenient destinations that are within a distance accessible to pedestrians and bicyclists.
 <p>Getting Around</p>	<p>PRINCIPLE 7: Improve the Transit System</p> <p>Encourage uses and densities that will support improvements in transit service such as increased frequency, duration, and access.</p>	<ul style="list-style-type: none"> • The concept includes development that will support the transit system. • The safe pedestrian facilities encourage easy access to transit service.
  <p>Good Places, New Spaces Getting Around</p>	<p>PRINCIPLE 8: Encourage a Diverse Mix of Uses</p> <p>Create a new mix of land uses that encourages walkable destinations.</p>	<ul style="list-style-type: none"> • The Concept Plan includes a mix of uses such as residential, institutional, commercial, and office. The area also includes spaces that are flexible and can be used for different uses over time, depending on market conditions.

Table 9.1, continued

Chapel Hill 2020 Theme	Principle	Representation in the Central West Concept Plan
 <p>A Place For Everyone</p>	<p>PRINCIPLE 9: A Diverse Population</p> <p>The area shall serve a broad socio-demographic range of Chapel Hill residents, students, workers, and visitors.</p>	<ul style="list-style-type: none"> • The new residential areas include a mixture of single family, townhouse, and apartment housing types. • These uses can also serve the students, staff, and faculty at Carolina North.
 <p>A Place For Everyone</p>	<p>PRINCIPLE 10: Respect Existing Neighborhoods</p> <p>Development patterns will respect the integrity of the well-established neighborhoods and enhance their character and quality of life.</p>	<ul style="list-style-type: none"> • No new uses are proposed for existing neighborhoods. • Vegetated buffers will separate existing residential development and new development. • Lower heights and residential uses will be near the existing neighborhoods. Higher heights and a mix of uses are further away from existing neighborhoods.
 <p>Nurturing Our Community</p>	<p>PRINCIPLE 11: Employ Environmentally Sound Practices</p> <p>Development will emphasize environmentally conscious design, maintenance, and operation of buildings and sites.</p>	<ul style="list-style-type: none"> • Wide vegetated buffers will be along existing creeks and environmentally sensitive area. • Creek crossings are limited in the concept's internal street network. • Buildings near the Resource Conservation District and Jordan Lake buffers will have smaller footprints.
 <p>Nurturing Our Community</p>	<p>PRINCIPLE 12: Feature, Repair, and Enhance Natural Resources</p> <p>Development will protect and relate to the area's significant and character-contributing natural features.</p>	<ul style="list-style-type: none"> • Wide vegetated buffers will be along existing creeks and environmentally sensitive area.
 <p>Community Prosperity and Engagement</p>	<p>PRINCIPLE 13: Consider Economic Impacts in Development Decisions</p> <p>As part of the planning process, consider the fiscal impact and economic viability of proposed development in the area.</p>	<ul style="list-style-type: none"> • Mixed use and height along Martin Luther King, Jr. Boulevard were included in the Concept Plan to enhance the economic viability of the Plan.

Table 9.1, continued

Icon	Chapel Hill 2020 Theme	Theme Description
	A Place For Everyone	This theme explores diversity and inclusion in a family-friendly, vibrantly creative environment. This theme focuses on creating a welcoming community for all with special emphasis on the arts, teens, and the need for affordable housing.
	Community Prosperity and Engagement	This theme focuses on sustaining the financial health of the community by creating a safe, vibrant, and connected community. This theme encourages economic development, supports existing and new local businesses, and sustains healthy neighborhoods.
	Getting Around	This theme included the study of all modes of transportation needed for an inclusive, connected community. This theme explores the potential for regional partnerships linking to thriving greenways, sidewalks, bicycle amenities, and other options within the town.
	Good Places, New Spaces	Exploring what the Chapel Hill of the future should look like, this theme focuses land use throughout the town including downtown and existing neighborhoods, balancing respect for the old with the prospect of the new. Discussions of development coexist with consideration of open space and the rural buffer.
	Nurturing Our Community	Environmental sustainability is at the core of this theme. This theme examines the many aspects of people's interaction with the natural habitat, from parks and open spaces to locally grown agriculture to protecting water quality and solid waste disposal.
	Town and Gown Collaboration	Collaboration with the University of North Carolina at Chapel Hill and the UNC Health Care System on lifelong learning and innovation is at the centerpiece of this theme. This theme aspires to use the intellectual and financial capital of the University and the UNC Health Care System to help the town flourish.

Table 9.2: Index of Chapel Hill 2020 Theme Icons

GLOSSARY

Affordable Housing: Housing in which the occupants pay no more than 30% of their gross income for overall housing expenses, including utilities. Affordable housing programs are generally targeted to households earning 80% or less of the area's median income.

Airport Hazard District: Also referred to as the "Airport Hazard Zone." Is intended to be applied to the approaches of runways of airports or landing fields within the Town's planning jurisdiction in order to minimize danger to lives and property of users of the airport and of occupants in its vicinity.

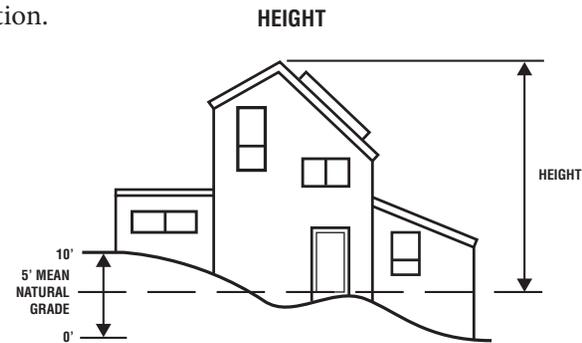
Bicycle and Pedestrian Path: A linear corridor for exclusive use by bicyclists and pedestrians. Bicycle and pedestrian paths are generally located adjacent to roadways or stream corridors, or within or adjacent to other non-auto zones. They are typically separated from the roadway or stream by a vegetated or hardscape buffer, and are wider than most sidewalks in order to accommodate those on foot and bicycle.

Buffers: A vegetated or hardscape area between two built areas that offers a separation between those two areas.

Building Form: A structure's height, massing, and setback from the right of way.

Building Height: The vertical distance from the mean natural grade at the foundation to the highest point of the structure. Two height limitations exist: the primary and the secondary. The primary height limitation is the maximum height allowed for any structure located at the minimum setback required for the structure. The secondary height structure is the absolute

maximum height allowed for any structure. See the diagram for more information.



Carolina North: Carolina North is a research and mixed-used academic campus planned for land two miles north of the main campus of the University of North Carolina at Chapel Hill. The Carolina North campus was the focus of planning efforts and community discussions that culminated with the Town and University's June 2009 approval of a development agreement.

Central West Focus Area: The Central West Focus Area is located near the intersection of Martin Luther King, Jr. Boulevard and Estes Drive and extends from Carrboro to the west, Franklin Street to the east, Homestead Road to the north, and Maple Drive to the south.

Civic Space (or Community Space): Public space that is an extension of the community where people can spend time, run into friends, throw a frisbee, and otherwise enjoy themselves.

Comprehensive Plan: A comprehensive plan provides a vision, goals, and action steps for the future of a community. The Town Council adopted the

Chapel Hill 2020 Comprehensive Plan on June 25, 2012. For more information, visit www.chapelhill2020.org.

Connectivity: In general, the state or capability of being connected. Can refer to physical connections (such as sidewalks, streets, transportation, or transit systems), social connections (such as neighborhoods or civic groups), and technology (such as the internet or social media).

Conservation Area: A tract of land that will remain undeveloped in order to protect and conserve environmentally or culturally sensitive resources. Sometimes very minor development (such as a bicycle or pedestrian path) is allowed in conservation areas. The terms of the specific conservation designation determine what is allowed.

Density: Gross density refers to the average number of families, persons or housing units allocated per gross unit of land. Net density is the maximum density permitted to be developed per unit of land after deducting any required open space, easements and publicly dedicated rights-of-way.

Diversity: Refers to the differences among groups in terms of age, gender, culture, race, ethnicity, income, religion, or disability.

Easement: The right to cross or otherwise use someone else's land for a specified purpose.

Ecologically Sensitive Area: An area which contains a natural feature, such as the habitat of a rare species, and which is protected by regulations.

Entranceway/Entranceway Corridor/Gateway: Refers to any major points or course of arrival into the town or into a particular area of the town, such as a neighborhood or business district. Entranceways can mark the physical entrance to the area, or the location where most people would feel they have entered an area.

Focus Area: An area within Chapel Hill that has been identified as in need of special attention due to a combination of unique characteristics, susceptibility to change, and importance to the future of the town.

Greenway: A continuous corridor of open (green) space that is preserved and not developed (except for construction of walking/biking paths or utilities). Greenways are usually connected in a network of open space that links different activities and uses, offering benefits such as recreation, bicycle/pedestrian movement, and natural resource preservation.

Infrastructure: The basic facilities and equipment necessary for the effective functioning of the town, such as the means of providing water service, sewage disposal, electric and gas connections, and the street network.

Intensity: The degree to which land is used, generally measured by a ratio of the type of land use to the amount of land devoted to that use.

Land Use: A description and classification of how land is occupied or utilized, e.g., residential, office, parks, industrial, commercial, etc.

Level of Service: The quality and quantity of existing and planned public services and facilities, rated against an established set of standards to compare actual or projected demand with the maximum capacity of the public service or facility in question.

Median Household Income: The median income of an individual or a group of people, whether related or not, who share a housing unit.

Median Income: Income distribution that is divided into two exactly equal parts, one having incomes above the median and the other having incomes below the median. For households and families, the median income is based on the distribution of the total number of units including those with no income.

Mitigation: Actions or measures taken to lessen, alleviate or decrease the impacts or effects of certain development activities.

Mixed-Use: Refers to development projects or zoning classifications that provide for more than one use or purpose within a shared building or development area. Mixed-use allows the integration of commercial, retail, office, medium to high-density housing, and in some cases light industrial uses. These uses can be integrated either horizontally or vertically in a single building or structure.

Mode: Refers to each of the various forms of transportation, such as automobile, transit, ship, bicycle and walking.

Multi-Family Housing: A dwelling, or combination of dwellings, on a single lot consisting of three (3) or more dwelling units. A dwelling is defined as any building or structure (except a mobile home) that is wholly or partly used or intended to be used for living or sleeping by one or more person/people.

Multi-Modal Transportation: A transportation system that uses a variety of modes to transport people and goods. Components of the system may include vehicular roadways, transit (bus, rail), bikeways, pedestrian paths (sidewalks, trails), freight railways, and airplanes.

Natural Environment: A geographical area not strongly influenced by people.

Objective: A clear and specific statement of planned results, derived from a goal, to be achieved within a stated time period.

Open Space: An area without buildings that could have impervious or pervious surfaces. This may include areas with grass, trees, or other vegetation or plazas, squares, or other paved spaces that can be accessed by the community.

Peak Hour: Morning and afternoon time periods when traffic and transit riding is heaviest.

Public Housing: The Town's Housing Department provides affordable, quality housing for low-income families. The Department manages 336 public housing apartments in 13 neighborhoods throughout Chapel Hill and Carrboro.

Public Transportation: Transportation by bus, rail, or other conveyance, either publicly or privately owned, which provides to the public general or special services on a regular and continuing bases. Also known as "mass transportation," "mass transit," and "transit."

Redevelopment: Refers to public and/or private investment made to re-create the fabric of an area, replacing old buildings or structures with new ones. Redevelopment can help to meet market needs for residential and/or commercial development in older parts of the town, but needs to be carefully managed.

Regional: Pertains to activities or economies beyond those of Chapel Hill's borders, and affecting a broader geographic area which, for the purposes of the Comprehensive Plan, include the following jurisdictions: Town of Carrboro, City of Durham, Town of Hillsborough, and Orange, Durham, and Chatham Counties.

Resource Conservation District: A designation applied to areas within and along watercourses within the Town's planning jurisdiction for a variety of environmental and social purposes, such as water quality protection, air and noise buffering, and preservation of open space. (Refer to Article 5 of the Town's Development Ordinance.)

Right of Way: Right to access a route regardless of land ownership or any other legality; strip of land that is granted, through an easement or other

mechanism, for transportation purposes, such as for a trail, driveway, rail line or highway.

Riparian Buffer: A natural or vegetated area which is located adjacent to streams and perennial water bodies through which stormwater flows. The purpose of a riparian buffer is to provide an area for water runoff from the water bodies.

Small Area Plan: A plan that addresses the issues of a portion of a city or town. Small area plans cover a specific geography that often has a cohesive set of characteristics.

Sense of Place: The sum of attributes of a locality, neighborhood, or property that give it a unique and distinctive character.

Setback: The distance which a building or other structure is set back from a street or road, a stream, a floodplain, or any other place which is deemed to need protection.

Stormwater: Water that originates during precipitation events. Stormwater that does not soak into the ground becomes surface runoff, which either flows directly into surface waterways or is channeled into storm sewers, which eventually discharge to surface waters.

Stormwater Management: Refers to the natural and/or constructed features of property which function to treat, collect, convey channel, hold inhibit, or divert the movement of surface water.

Traffic Calming: A holistic, integrated approach to traffic planning that seeks to maximize mobility, while reducing the undesirable effects of that mobility. To achieve this goal, Traffic Calming applies a variety of techniques such as altering road design to change the psychological feel of the road and reduce travel speed; providing incentives for more people to use public

transportation; and focusing planning on the creation of viable, compact communities.

Traffic Mitigation: Strategies to reduce the amount and/or speed of traffic traveling through a defined geographic area during a specified period of time.

Transit/Transportation Corridor: A passageway that focuses on creating high quality public transit services.

Use: The specific activity or function for which land, a building, or a structure is designated, arranged, occupied or maintained.

Watershed: A catchment area defined by the topography of the ground surface that drains to a watercourse or contributes flow to a body of water.

Wildlife Corridor: An area of habitat connecting wildlife populations separated by human activities or structures, such as roads or development.

Workforce Housing: Housing affordable to households earning between 80 and 120 percent of the area median income for a defined area such as a municipality.

Zone: Any continuous tract or area that differs in some way, or is distinguished for some purpose, from adjoining tracts or areas.

Zoning: Regulatory mechanism through which the Town regulates the location, size, and use of the properties and buildings. Zoning regulations are intended to promote the health, safety and general welfare of the community, and to lessen congestion, prevent overcrowding, avoid undue concentration of population, and facilitate the adequate provision of transportation, water, sewage schools, parks, and other public services

LIST OF FIGURES & TABLES

FIGURES

Figure 1.1: Area 3: South Martin Luther King, Jr. Boulevard	1	Figure 4.4: The Northwest Quadrant	36
Figure 1.2: Central West Focus Area Boundaries	3	Figure 4.5: The Northeast Quadrant	37
Figure 1.3: Central West Focus Area Steering Committee	4	Figure 4.6: Example Images: Residential Development	38
Figure 1.4: March 2, 2013 Community Workshop	5	Figure 4.7: The Southwest Quadrant	38
Figure 1.5: May 18, 2013 Community Workshop	5	Figure 4.8: The Southeast Quadrant	39
Figure 2.1: Overall View: Aerial Image of the CWFA	8	Figure 4.9: Example Images: Residential and Mixed Use Buildings	40
Figure 2.2: Topography	9	Figure 4.10: Example Images: Green Open Spaces	41
Figure 2.3: Neighborhoods	10	Figure 4.11: Example Image: A Green Street	42
Figure 2.4: Current Development: Figure-Ground	11	Figure 4.12: Typical Street Cross-Section	42
Figure 2.5: Parks & Green Spaces	12	Figure 4.13: Buffer Locations	43
Figure 2.6: Zoning & Land Use	13	Figure 4.14: Example Image: Vegetated Stream Buffer	43
Figure 2.7: Town Watersheds	14	Figure 4.15: Example Image: Off-Road Greenway Trail and Creek Crossing	43
Figure 2.8: Environmentally Protected & Sensitive Areas	15	Figure 5.1: Proposed Bicycle and Pedestrian Access in the Evaluation for Form and Use Area	48
Figure 2.9: Current Traffic Conditions	16	Figure 5.2: Typical Street Cross-Section	49
Figure 2.10: Current Transit Service	17	Figure 5.3: Estes Drive Cross-Section: Mixed Use Area (Looking East)	49
Figure 2.11: Initial Geographic Locations of Gateways	18	Figure 5.4: Estes Drive Cross-Section: Residential Area (Looking East)	50
Figure 2.12: Long Range Transit Plan Executive Summary	18	Figure 5.5: Estes Drive Cross-Sections: School Zone (Looking East)	50
Figure 2.13: Preliminary Gateway Service Concept	19	Figure 5.6: Existing & Proposed Bicycle and Pedestrian Access, Open Space, and School Walk Zone	51
Figure 2.14: Modified High Investment Service Concept	19	Figure 5.7: Example Image: Sidewalk (Franklin Street, Chapel Hill)	52
Figure 2.15: Street Connectivity	20	Figure 5.8: Example Image: In-Road Bike Lane and Adjacent Sidewalk	52
Figure 2.16: Existing & Proposed Bicycle and Pedestrian Access, Open Space, and School Walk Zone	21	Figure 5.9: Example Image: Separated Bike Lane	52
Figure 2.17: Housing Affordability Index	22	Figure 5.10: Example Image: Greenway Boardwalk (Parker Mill Park, Ann Arbor)	52
Figure 2.18: Project Development: First 800,000 SF	23	Figure 5.11: Example Images: Stormwater Management Practices	53
Figure 2.19: Open Space Diagram	24	Figure 6.1: Example Image: Permeable Paving	54
Figure 2.20: Transportation Diagram	24	Figure 7.1: Example Image for Martin Luther King, Jr. Boulevard & Estes Drive: Streetscape Elements	55
Figure 2.21: Connections Diagram	24	Figure 7.2: Example Image for Martin Luther King, Jr. Boulevard: Bicycle and Pedestrian Paths	56
Figure 2.22: Development and Conservation Areas	25	Figure 7.3: Example Images for Estes Drive: Pedestrian-Oriented Street Edges	56
Figure 4.1: Central West Concept Plan	34		
Figure 4.2: Concept Plan Quadrants	35		
Figure 4.3: Example Images: Mixed Use Development	36		

LIST OF FIGURES & TABLES, CONTINUED

TABLES

Table 4.1: Total Residential Units and Floor Area by Land Use for the Area	36
Table 4.2: Northwest Quadrant – Residential Units and Floor Area by Land Use	36
Table 4.3: Northeast Quadrant – Residential Units and Floor Area by Land Use	37
Table 4.4: Southwest Quadrant – Residential Units and Floor Area by Land Use	38
Table 4.5: Southeast Quadrant – Residential Units and Floor Area by Land Use	39
Table 8.1: Planning Board Recommendations and Staff Responses	60
Table 9.1: Chapel Hill 2020 Themes, Principles, and the Concept Plan	61
Table 9.2: Index of Chapel Hill 2020 Theme Icons	64



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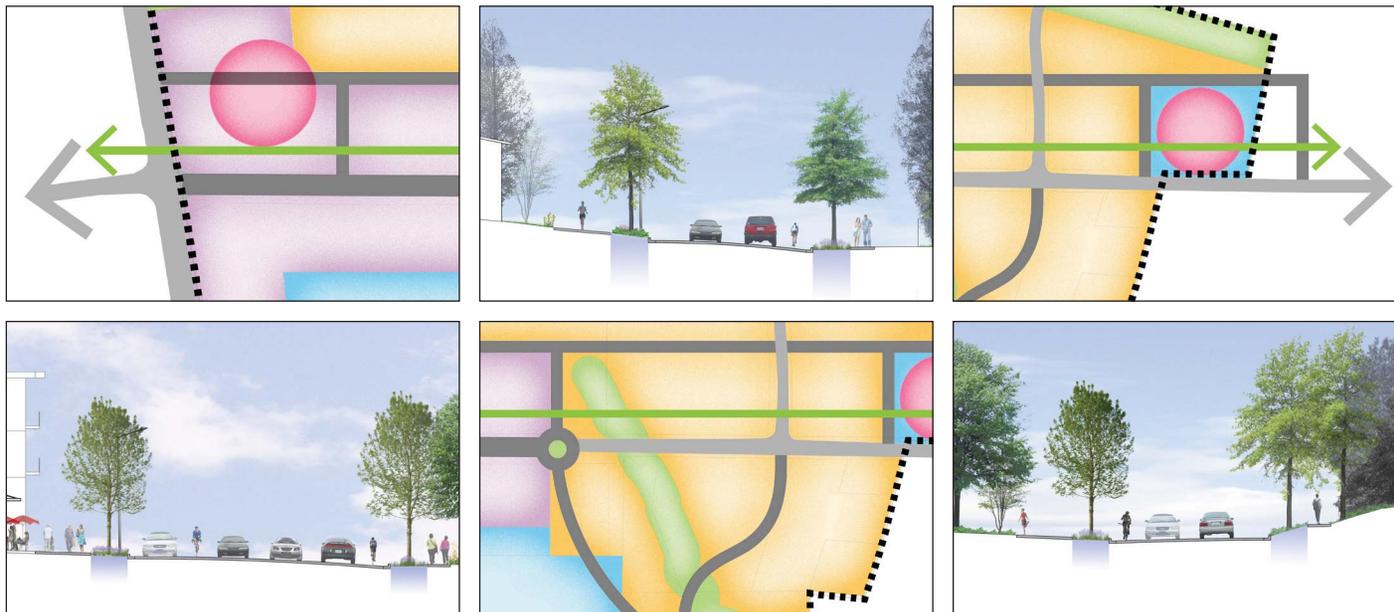
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Central West SMALL AREA PLAN

Town of Chapel Hill



Prepared for
TOWN OF CHAPEL HILL, NORTH CAROLINA

Consultants
RHODESIDE & HARWELL
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November 26, 2013



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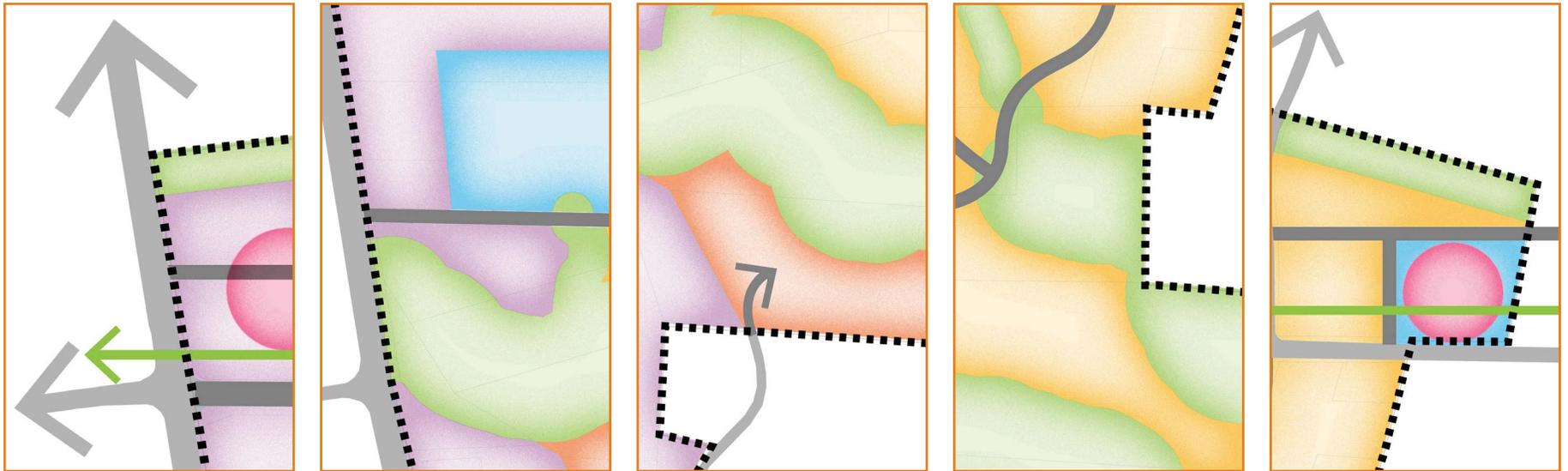
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Central West SMALL AREA PLAN

Town of Chapel Hill



Prepared for
TOWN OF CHAPEL HILL, NORTH CAROLINA
Consultants
RHODESIDE & HARWELL
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