

**Southern Area Focus Group**  
**Compilation of Thoughts on Goal(s) and Objectives for Focus Group**

The following is information extracted (and significantly edited) from a previous document prepared for Town Council consideration in the late spring of 2019 regarding the establishment of the Southern Area Focus Group (SAFG). This may provide some additional context about general scope and intent.

*Southern Village, Southern Community Park, The Chapel Hill Transit Park & Ride Lots and other components of the southern part of Chapel Hill are the result of significant prior community involvement including:*

- *the Southern Small Area Plan [1992]*
- *the acquisition of parkland by the Town of Chapel Hill*
- *the combined efforts of the Chapel Hill Transit partners [Chapel Hill, Carrboro, UNC-CH]*
- *the leadership of Bryan Properties – the developer of Southern Village*
- *land exchanges between the town & Bryan Properties*
- *the financial participation of Orange County, OWASA, and the US Dept of Transportation*

*After 25 years since the Southern Small Area Plan was developed there are opportunities to add and expand the development of tracts of land in the focus area. These include:*

- *The proposal by The Kidzu Children’s Museum to locate on town property adjoining Southern Village*
- *the proposal by Christ United Methodist Church to expand – possibly on town owned property*
- *the Compass Committee Report on potential redevelopment of the CH Transit Park and Ride lots*
- *the advent of Bus Rapid Transit*
- *the continuing high demand for organized recreation programs at Southern Community Park*

*The focus group along with the active assistance of town staff will review existing information regarding Town plans and facilities proposed in or near SV, as well as non-municipal proposed uses and provide input to the Council to help inform future decisions regarding land use, infrastructure and connectivity in Southern Village and its adjoining properties. The Group will focus on the question of how the topics above relate to each other and fit into the broader context of the study area. Recommendations from this group to the Council should consider the Aspirations and Principles provided in the Obey Creek Compass Committee Report and will be advisory in nature.*

As a reminder, the “official” charge to SAFG by the Mayor and Council, while similar to the above, is more nuanced.

*Charge: The purpose of this group is to provide input and recommendations related to redevelopment of the Southern Village Park & Ride lot and adjacent parcels. In crafting your recommendations, the Work Group should consider the context from and connections to the Southern Community Park as well as the Obey Creek parcel which is located on the east side of S15-501.*

*Additional context for the discussion relates to a number of timely issues including:*

- *Community interests put forward in the Obey Creek Compass Committee report*
- *Christ United Methodist Church's request to acquire the Park & Ride turn-around through land swap or sale*
- *Integration of a future children's museum (Kidzu) in the area*
- *On-going design work for the North-South Bus Rapid Transit project*

SAFG members were asked to reflect on what the members thought should be the goal(s) and objectives of our work based on the charge and their personal knowledge of the area. Several members responded and a compilation of those thoughts are noted below. We will focus (no pun intended) on refining these elements. Establish a specific goal(s) and measurable objectives and then chart a path forward by identifying additional needs to support these goals and objectives.

To create a framework for potential development of the area that:

- Acknowledges that southern Chapel Hill needs to be one coherent "location" integrating Southern Village, Obey Creek, and P&R lot.
- Acknowledges the prior public input through the Obey Creek Compass Committee (even if the recommendations differ)
- Establishes priorities for development types (commercial, residential, civic, office) and the associated benefits of each type or mix of types.
- Develops a street (and infrastructure) plan that connects elements within Southern Village and adjacent to Southern Village and would include transit, pedestrians, bicyclists, greenways, paths, sidewalks, et al. (Emphasis on bikeable and walkable streets)
- Establishes recommendations for the scale of development (footprint, height, orientation) which acknowledges the value of the property (as an economic node, its potential for increasing the town's tax-base, and meeting town sustainability goals)
- Develops an open (transparent) process for disposal of town property that recognizes the economic value of the properties

Some more specific objectives:

- Create another means of ingress and egress for Scroggs Elementary
- Encourage development that will support the existing tenants in Southern Village (i.e., Weaver Street Market).
- Work with Christ UMC to acquire the land directly south of existing facilities (current bus turn-around and the parking spaces immediately adjacent to it) for expansion and

consolidation of their ministry and programmatic work to one side of Sumac. This would allow for alternative uses of their property on the east side of Sumac for other purposes

- Evaluate alternative uses for the property adjacent to the Hyatt
- Evaluate the potential swap of dog park/frisbee golf and park and ride lot with Bryan Properties land south of Dogwood Acres Drive
- Evaluate and recommend potential location of Kudzu Museum (e.g. facing into Sumac or out to 15-501)
- Determine the best possible place for park and ride lot
- Consider best routes/connections for N-S BRT, current bus routes, pedestrian/bicycle, and park and ride