

Ephesus Church – Fordham Boulevard Small Area Planning/ Traffic Analysis
Public Kick-off Meeting
Thursday, July 22, 2010, 6:00pm Chapel Hill Library
Meeting Minutes

Meeting Overview:

This was the first public meeting for the Ephesus Church-Fordham Boulevard planning effort. The purpose of the meeting was to introduce the project and the planning team, present the existing conditions physical analysis and conduct visioning exercises.

Minutes

1. Welcome & Introductions

- Mr. Dwight Bassett, Economic Director, welcomed everyone and gave an overview of the project and purpose. He then introduced the planning team lead Urban Collage and turned it over to Stan Harvey.
- Stan Harvey introduced the rest of the planning team – Development Concepts and Kimley-Horn & Associates.

2. Project Overview

- Mr. Harvey gave a brief overview of the study area and its immediate context. He also informed everyone about the planning process and schedule.

3. Existing Conditions

- Mr. Harvey presented the existing conditions physical assessment analysis, which included the land use, zoning, natural features, block layout, building structures, connectivity, transit and traffic analysis. He also discussed the areas which had potential for development/improvements.
- Questions raised:
 - Why University Mall wasn't included in the study and what were their plans? Mr. Harvey informed that the planning team had direct conversations with the owner of the University Mall who also is the owner of the Ram Plaza. The defined study area was determined to be the primary focus given limited funding.
 - How the public could access information and opportunities for public involvement in the future? They were informed that all the updates would be available on the Town's website and also they could sign up for email notifications. The next public meeting scheduled to be held in September will allow the public to learn about the concept plans for the area and also share their recommendations/comments.
 - There was interest about the plans for the empty lot beside the Village Plaza.

4. Ephesus Church/Fordham Road Visioning Exercises

- Mr. Harvey introduced the exercises:
 - COMPASS

- A visual preference survey including images and short-answer questions.
- It had images categorized as
 - Commercial/Retail and Office
 - Residential
 - Transportation & Circulation
 - Parks & Open Spaces
 - Identity
- The images were to be ranked according to their appropriateness to the study area (1-5).
- The sixth part comprised of short-answer questions.
- Change/No Change exercise
 - A dot exercise, in which participants were requested to put green and red dots on the study area base map.
 - Green dots for areas to be changed/improved
 - Red dots for areas to be preserved/no change

5. Next Steps

- Mr. Harvey explained the next steps which includes
 - Compilation of the COMPASS and Change/No Change results
 - Issues & Opportunities report
 - Development of the Framework Plan Alternatives
- Mr. Harvey also informed about the upcoming public meeting, planned for September.

6. Public meeting was adjourned.