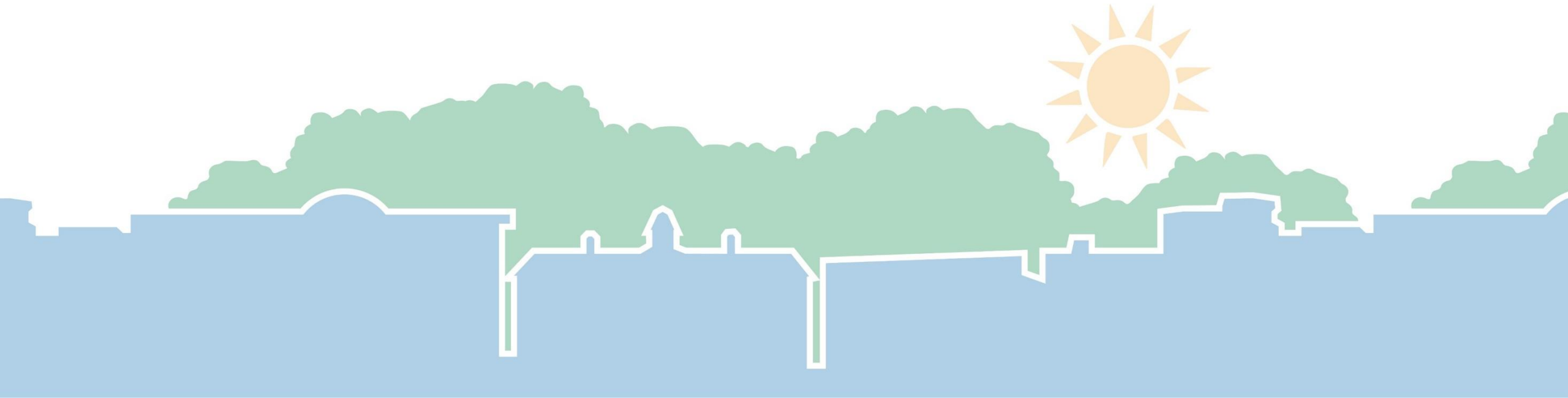


MetroQuest Survey

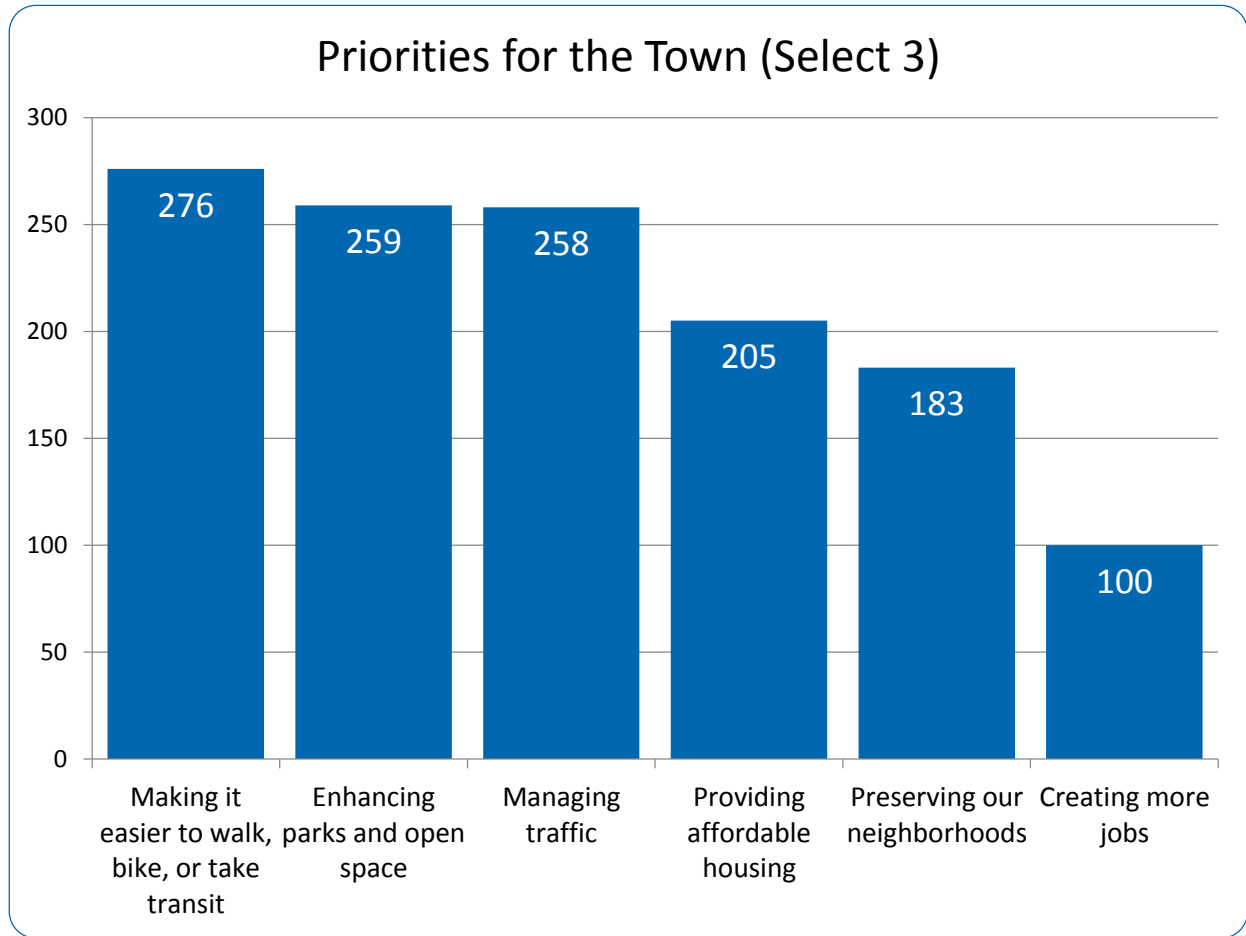
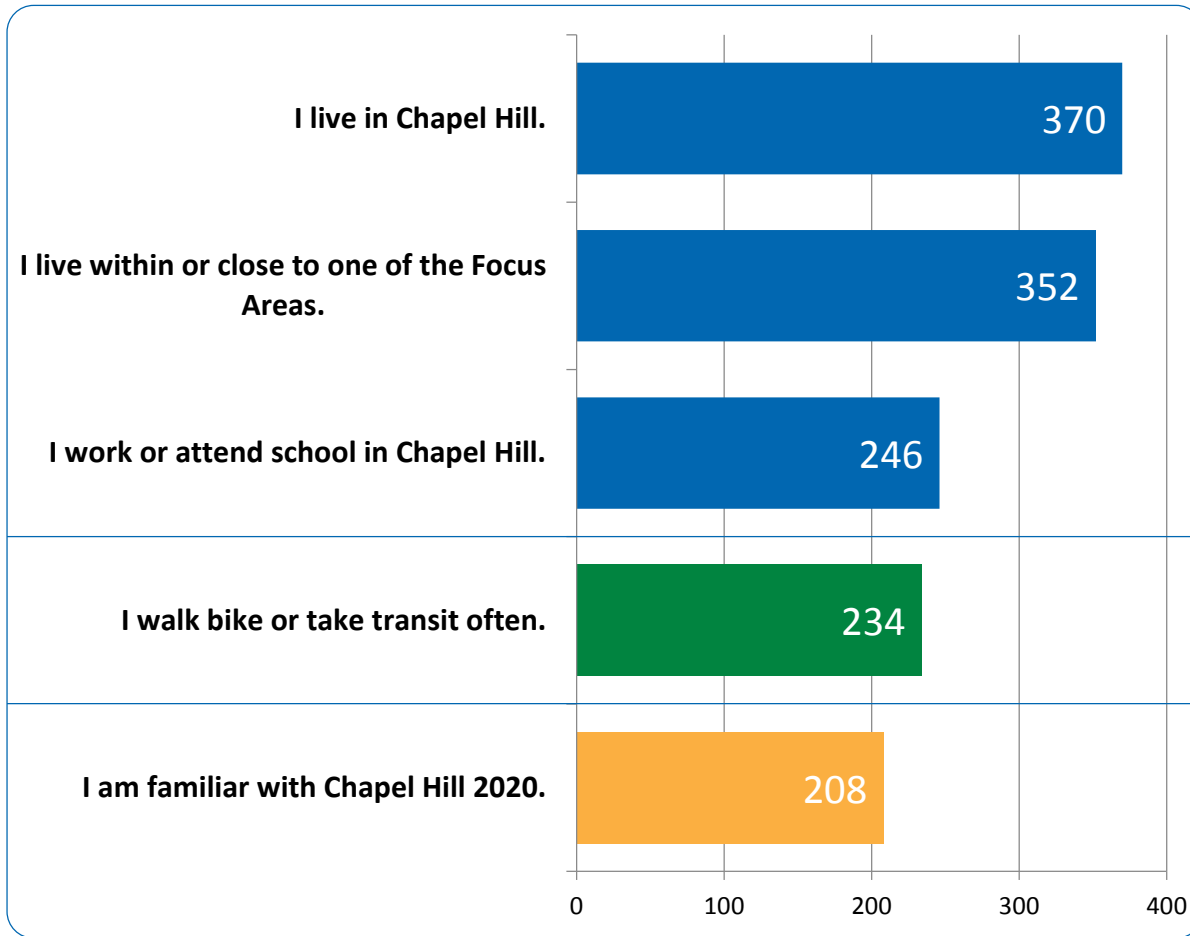
August 10, 2018 to October 29, 2018



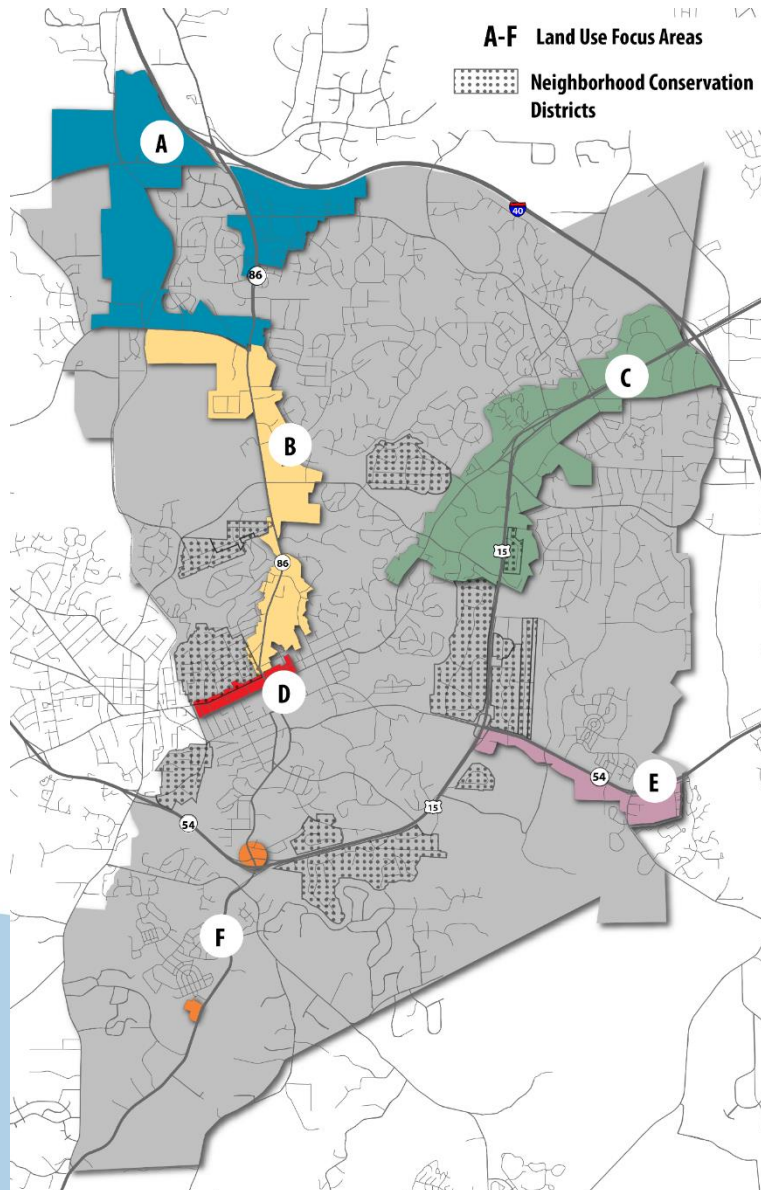
704 participants

16,780 individual data points

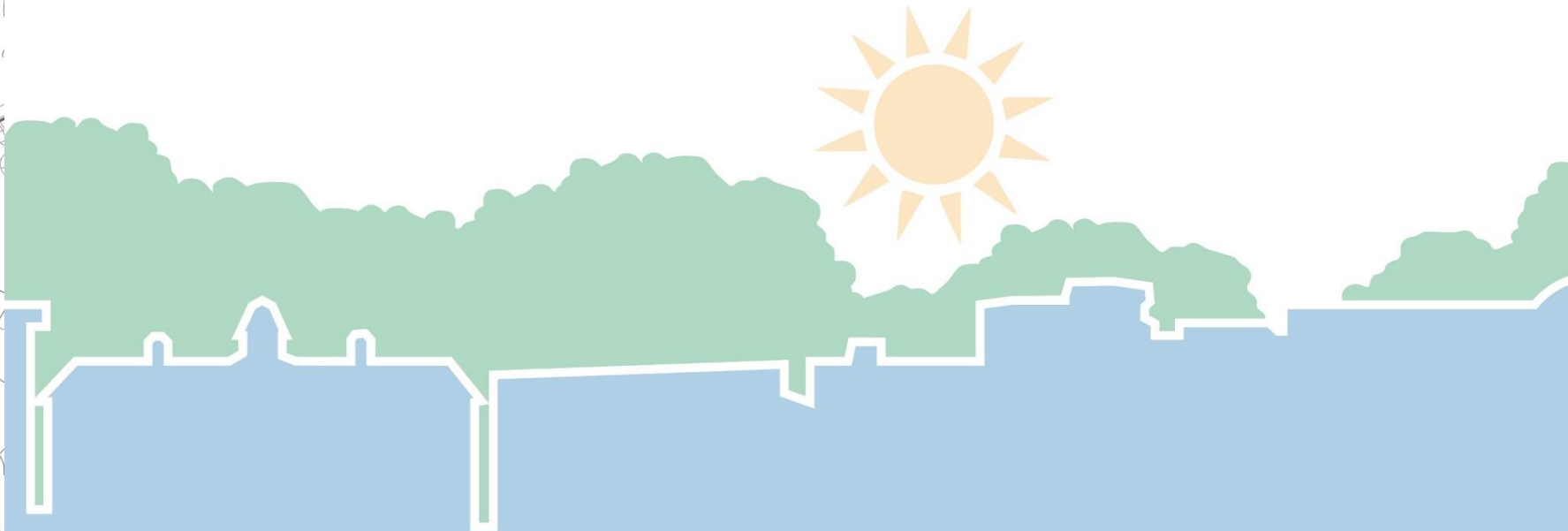
1,673 written comments



Focus Areas | *At a glance...*

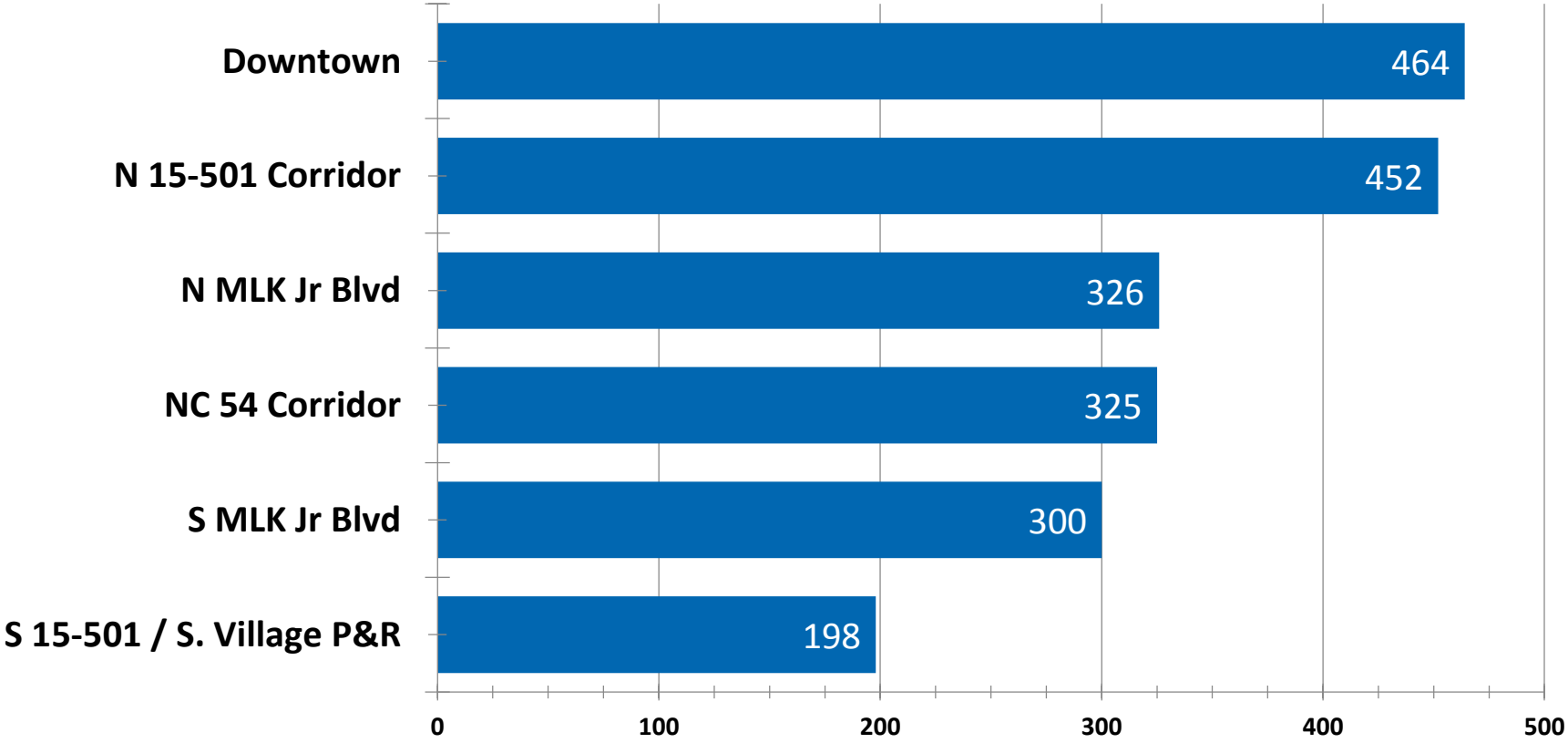


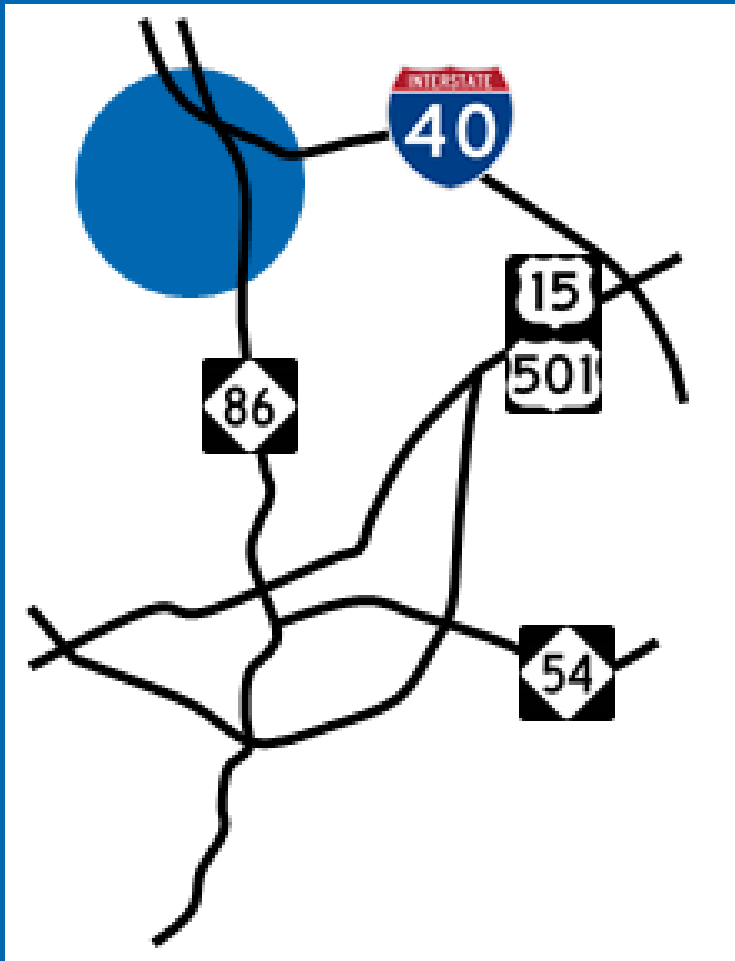
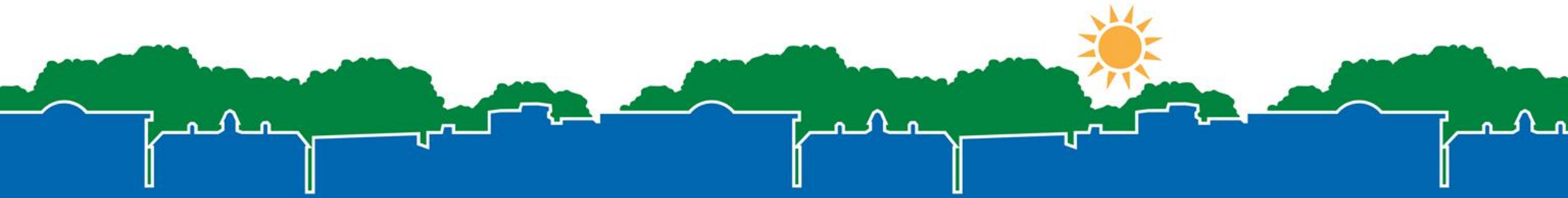
- Six areas of opportunity in Chapel Hill were selected based on areas identified in *Chapel Hill 2020*.
- Participants chose three focus areas and provided two types of feedback: **Land Use Principles & Land Use Alternatives**



Focus Area Selection

Frequency of Focus Area Selection





Focus Area A

North Martin Luther King Jr Boulevard

N MLK Jr Blvd | Land Use Principles

Connectivity & Mobility

Enhance connectivity between commercial destinations and residential areas east of MLK Blvd.

Land Use

Focus growth along transit corridors in mixed-use neighborhoods with various housing types and prices.

Urban Form & Placemaking

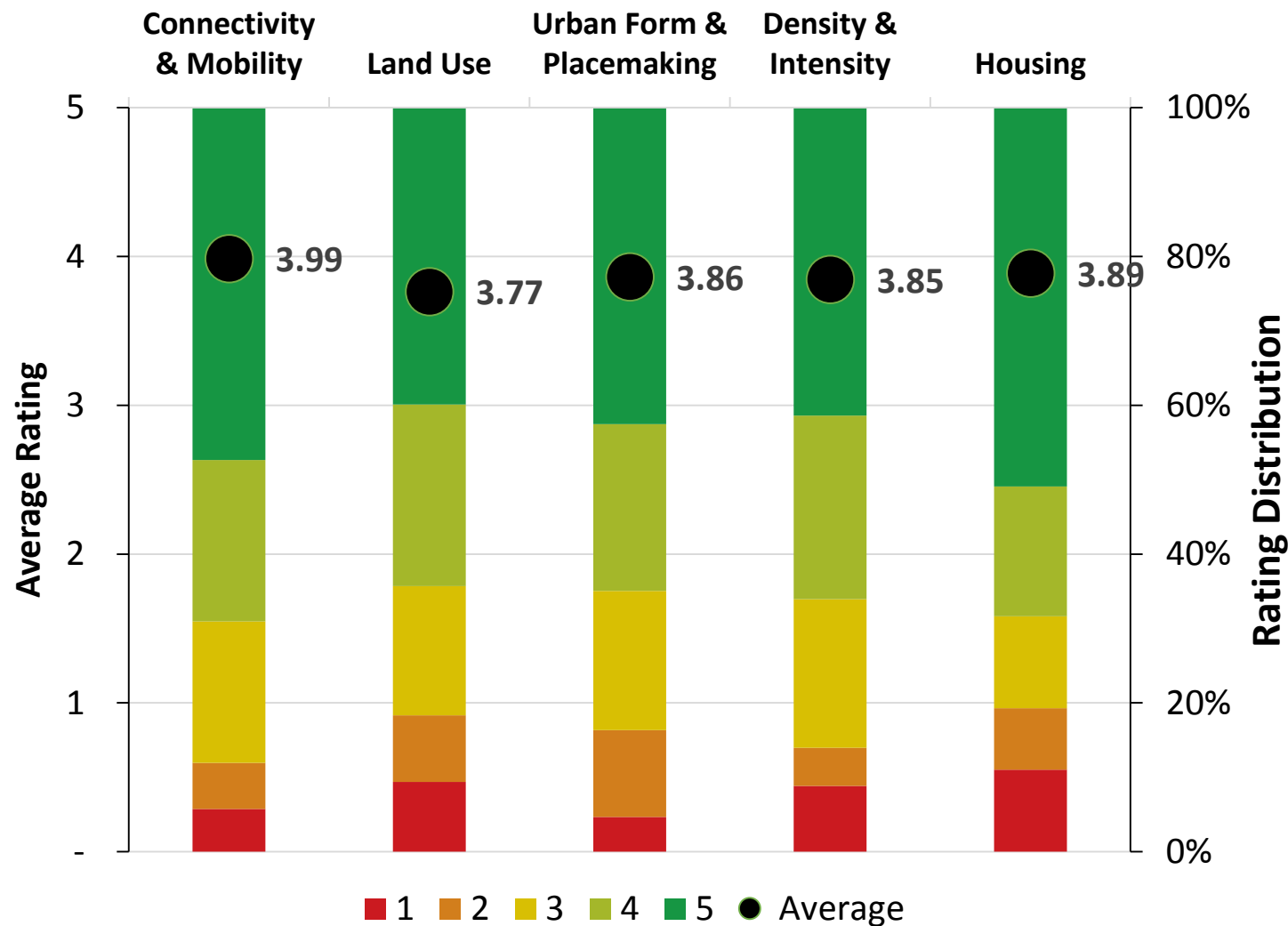
Create a cohesive streetscape through landscaping, building placement, and design.

Density & Intensity

Create appropriate transitions between higher density mixed-use centers and residential neighborhoods.

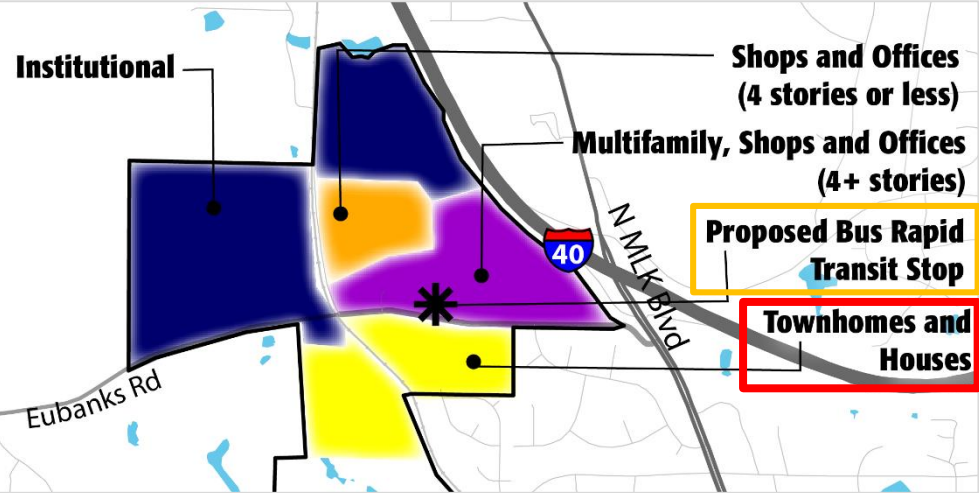
Housing

Encourage diverse and accessible housing options for people of all incomes and life stages.

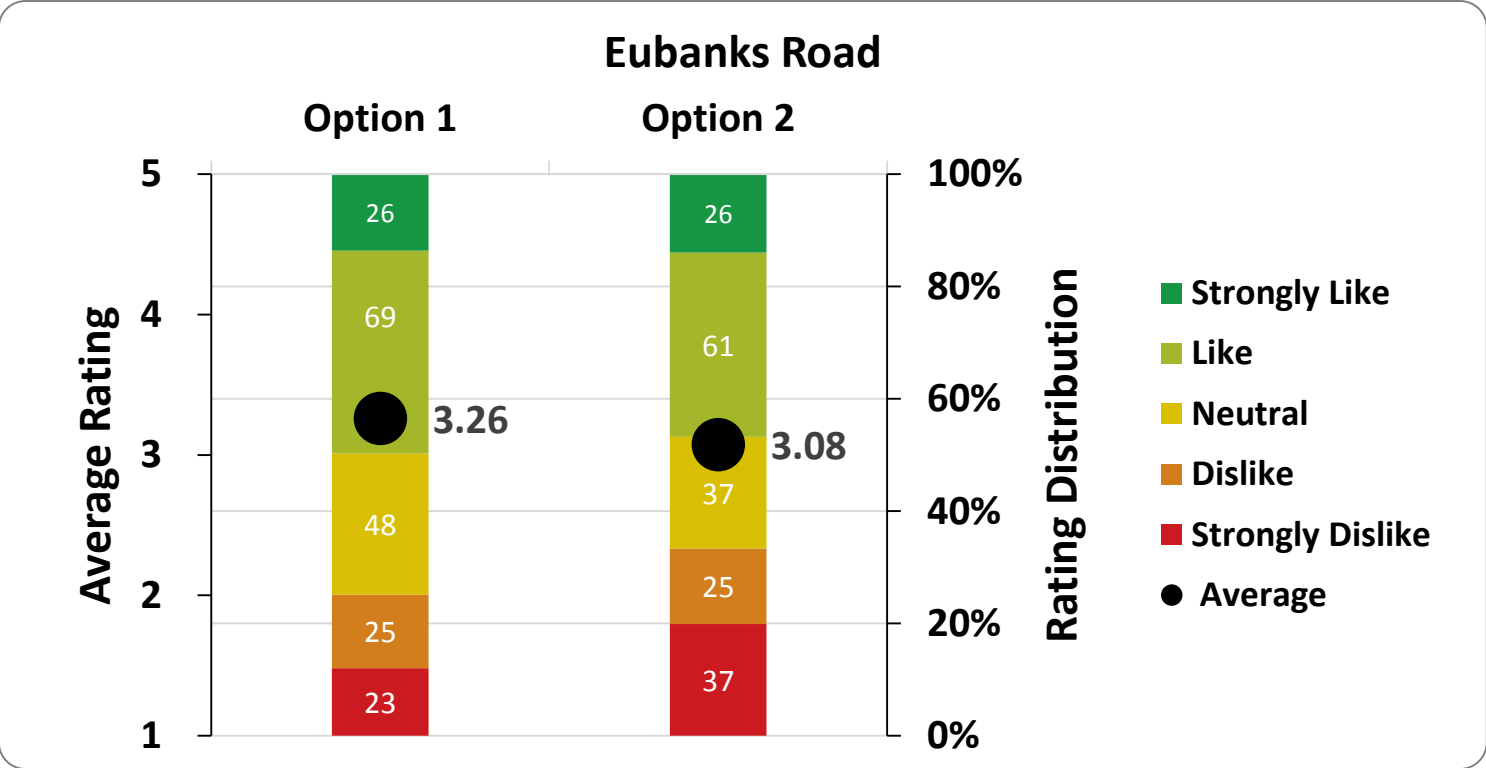
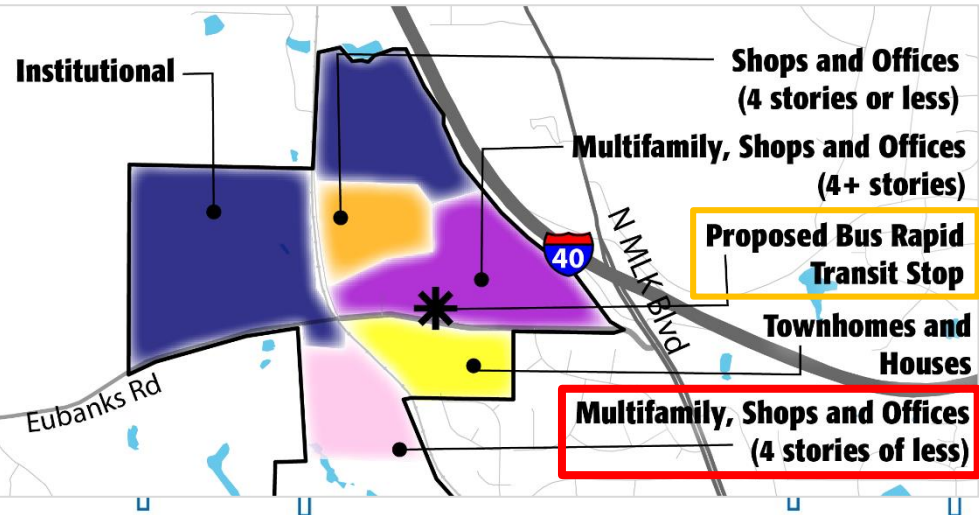


N MLK Jr Blvd | Eubanks Road

Option 1

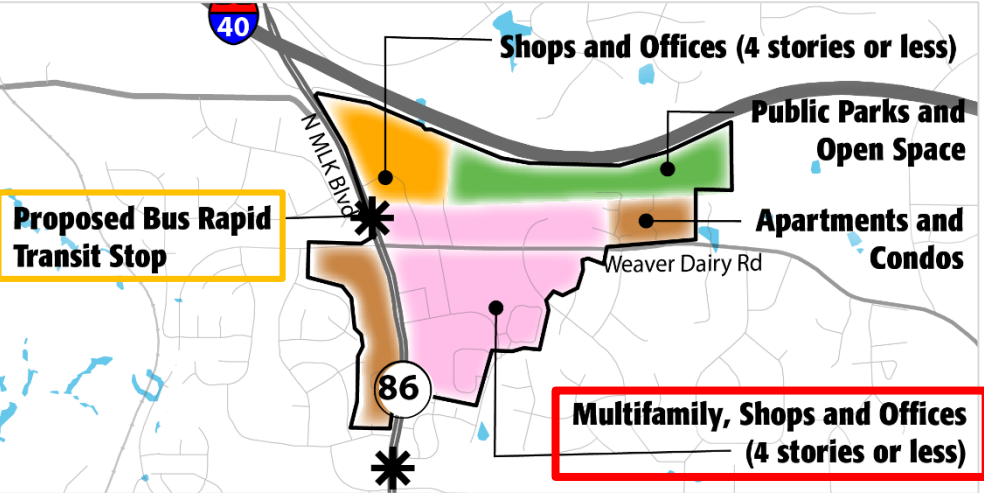


Option 2

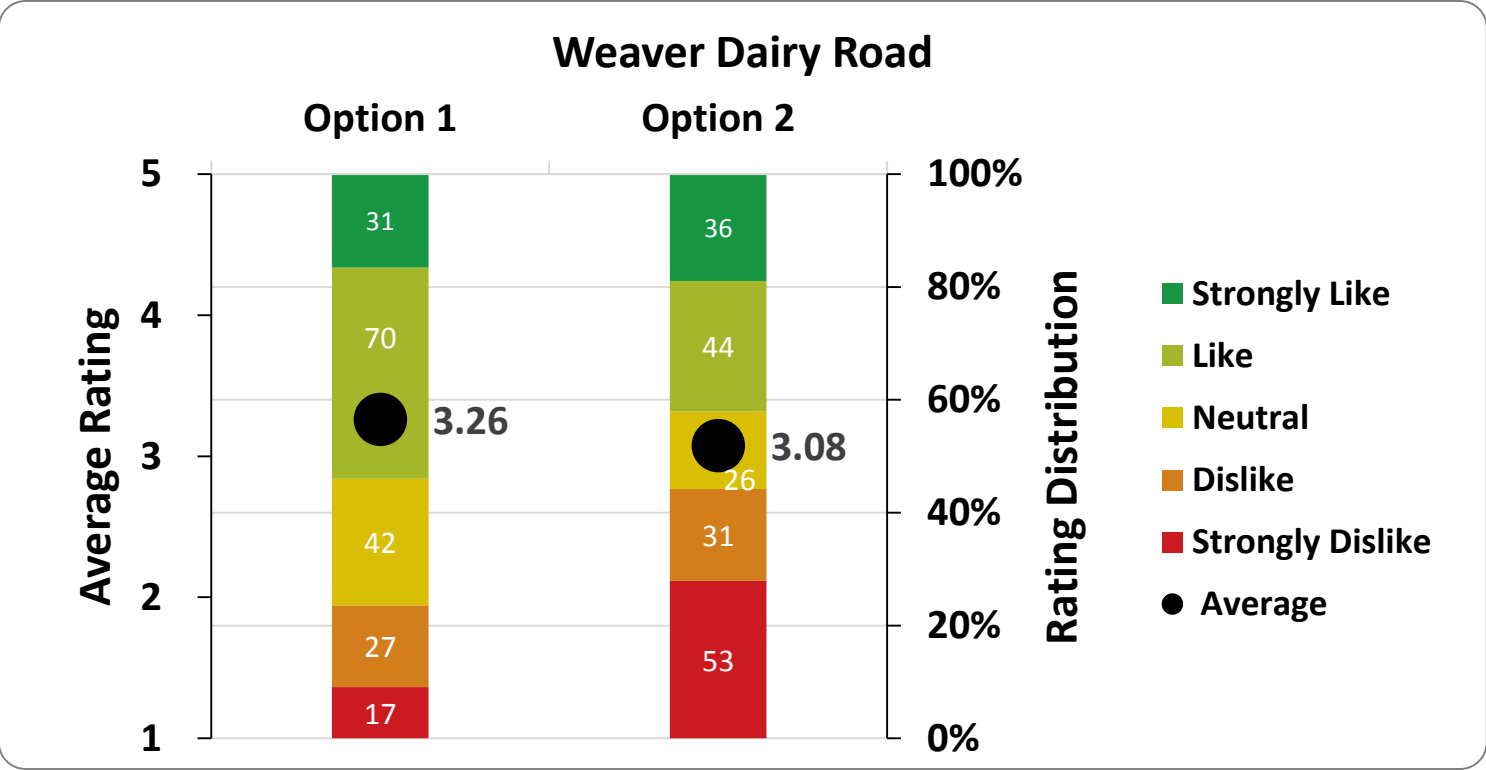
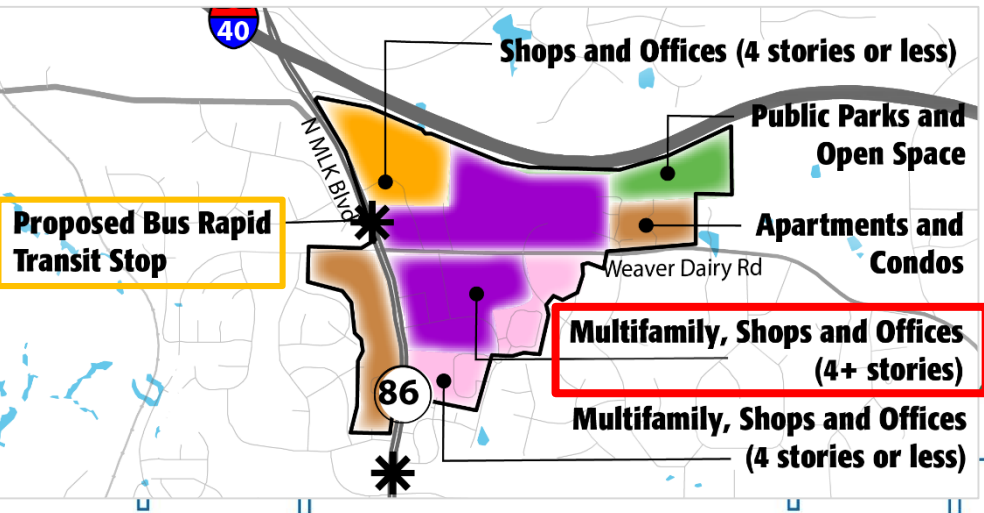


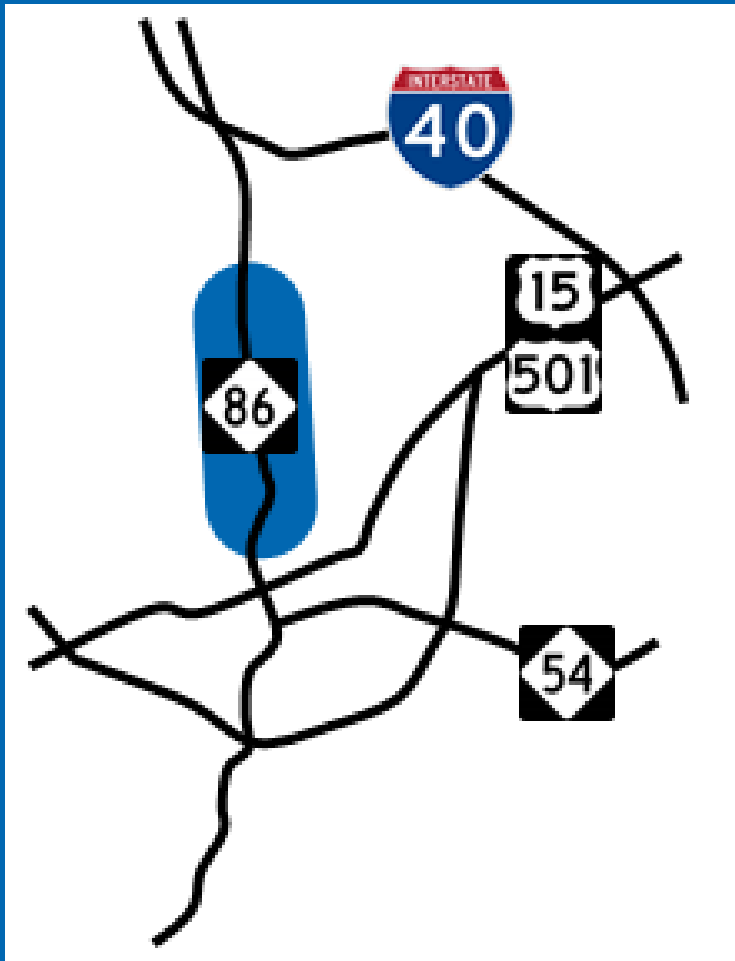
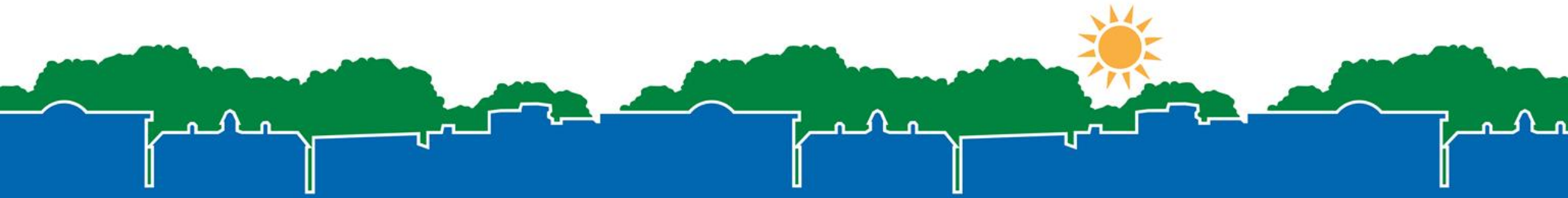
N MLK Jr Blvd | Weaver Dairy Road

Option 1



Option 2





Focus Area B

South Martin Luther King Jr Boulevard

S MLK Jr Blvd | Land Use Principles

Connectivity & Mobility

Ensure commercial infill and redevelopment is bicycle-and pedestrian-friendly.

Land Use

Encourage student-focused housing to reduce stress on adjacent single-family neighborhoods.

Urban Form & Placemaking

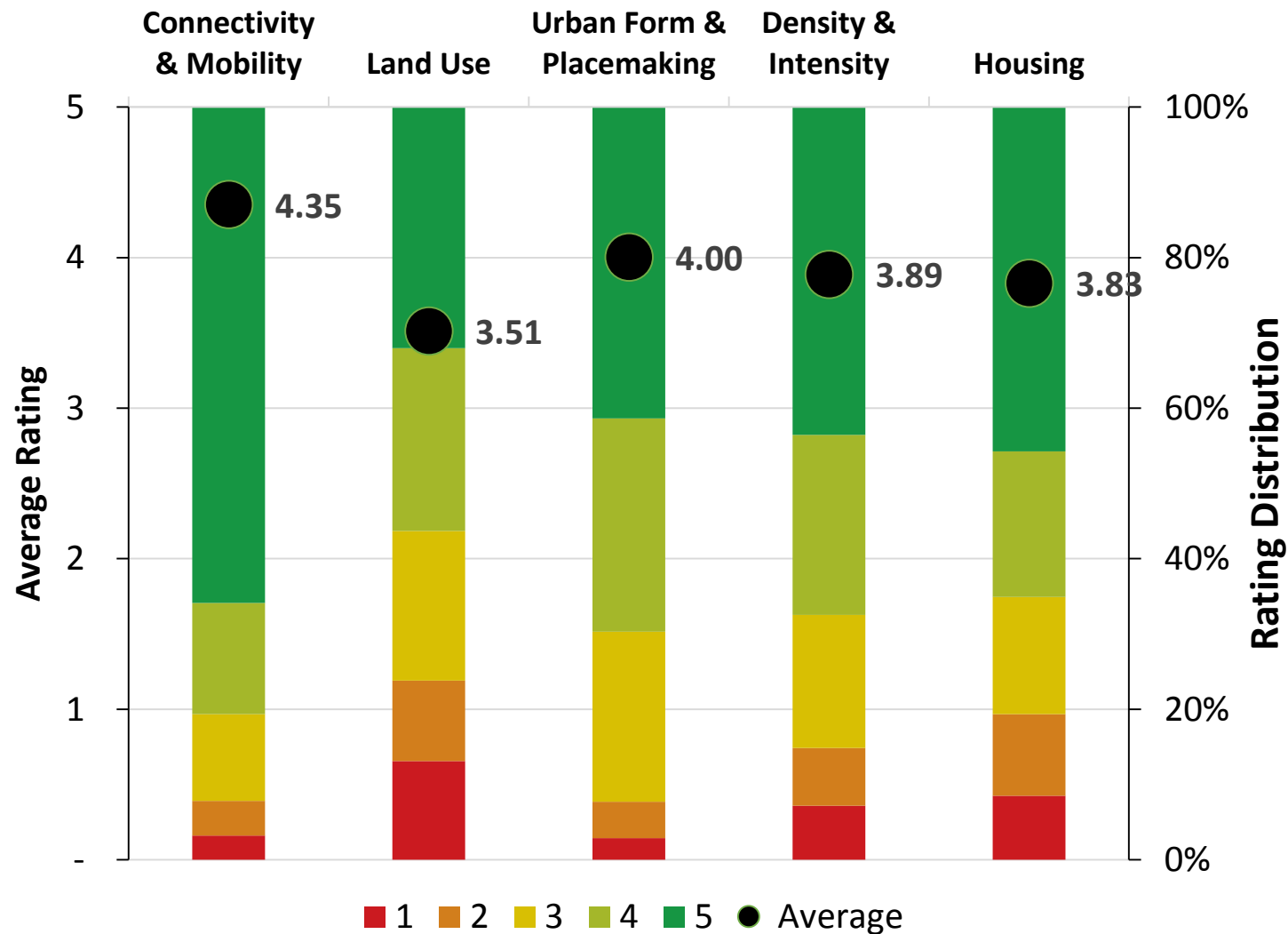
Integrate building, site, and landscape design with bus rapid transit stops.

Density & Intensity

Leverage future transit service by increasing new development near planned transit stations.

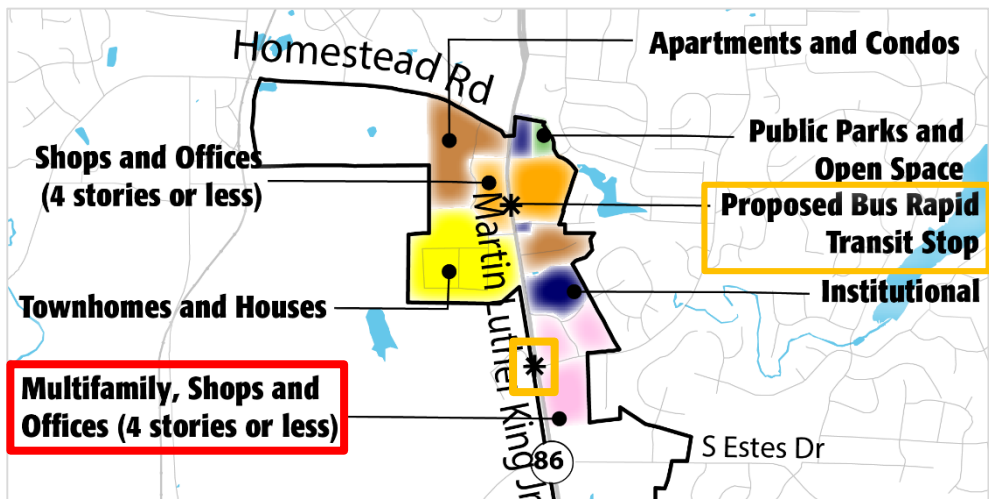
Housing

Encourage mixed-income housing near transit stations and within mixed-use centers.

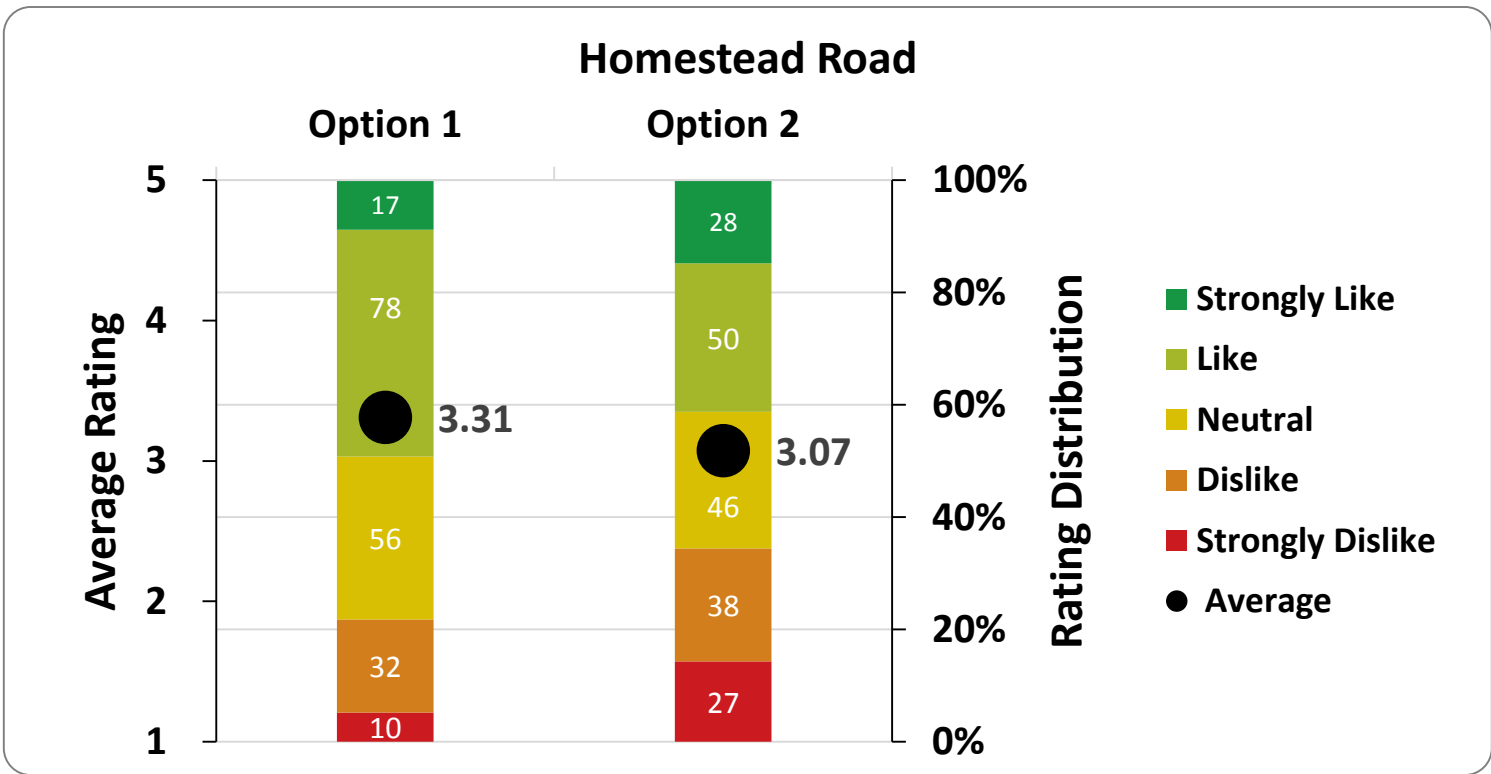
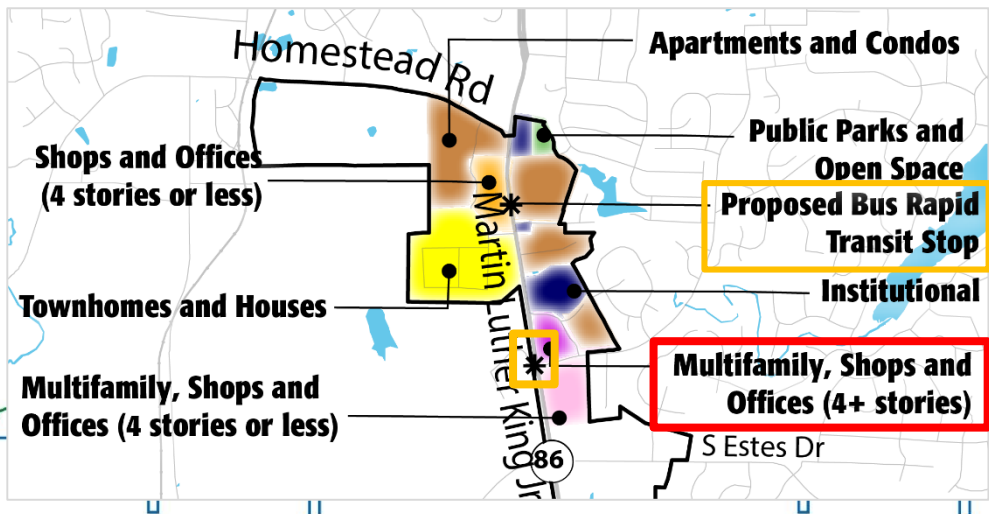


S MLK Jr Blvd | Homestead Road

Option 1

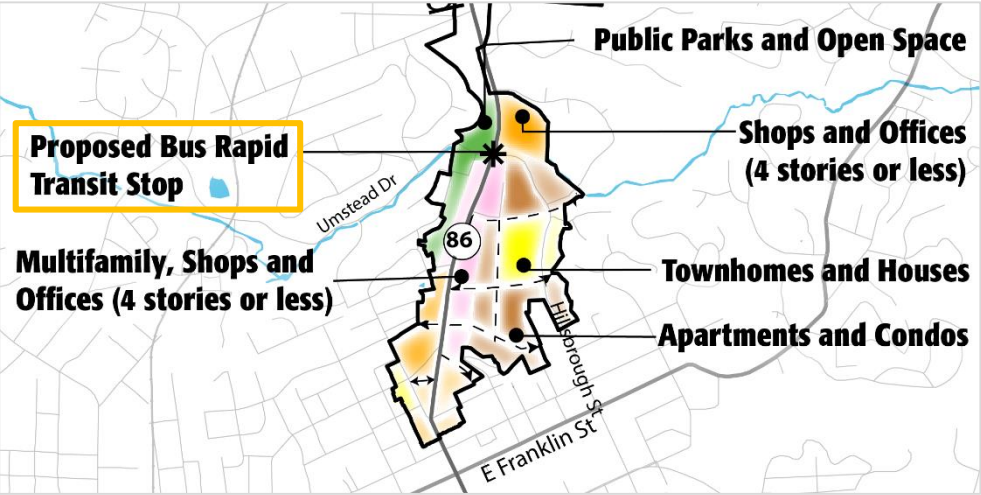


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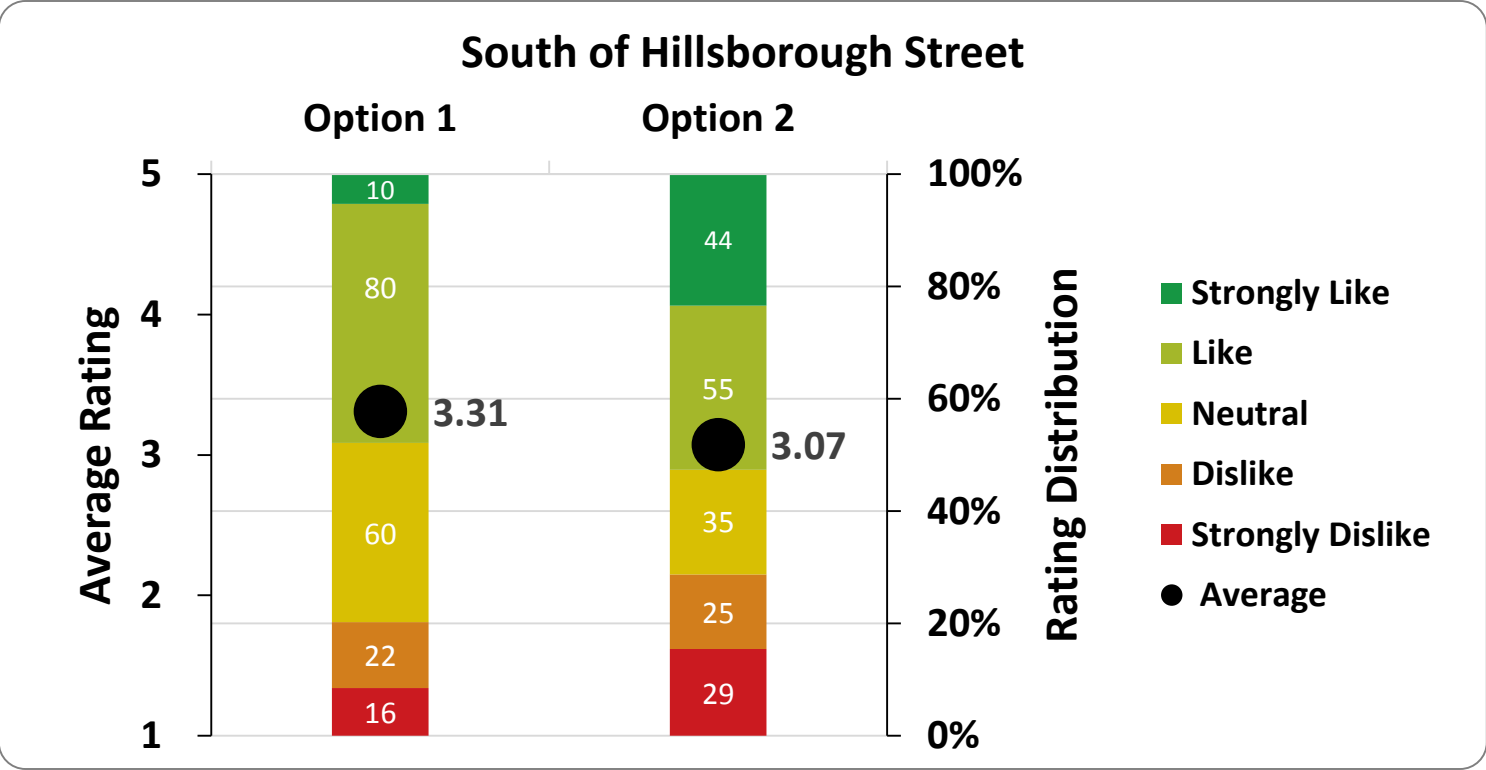
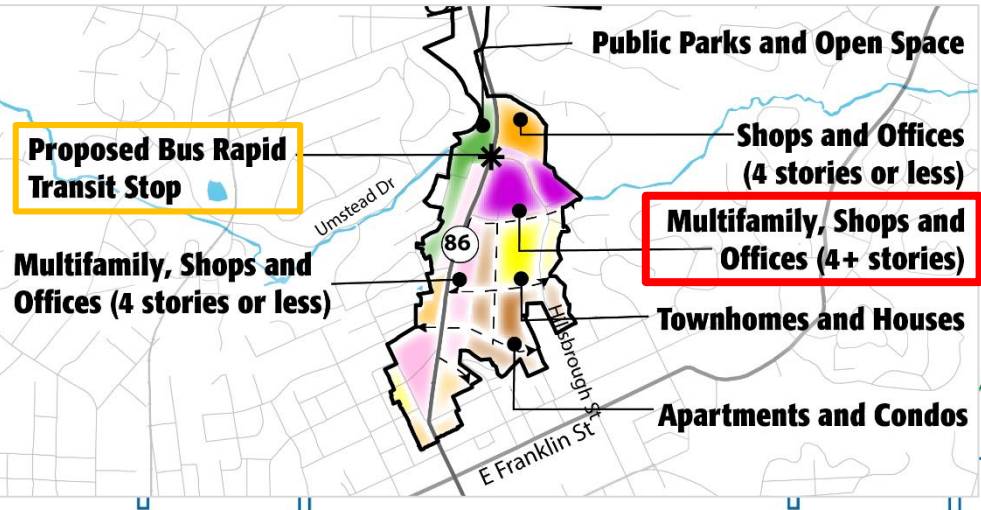


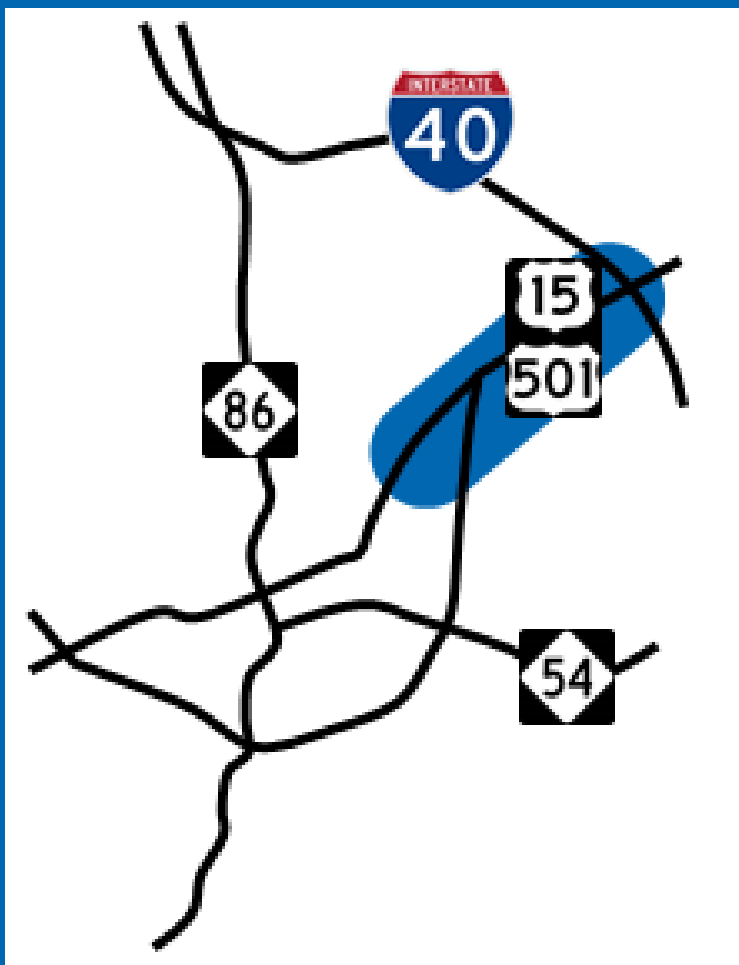
S MLK Jr Blvd | South of Hillsborough Street

Option 1



Option 2





Focus Area C

North 15-501 Corridor

North 15-501 Corridor | Land Use Principles

Connectivity & Mobility

Encourage shared-use parking and maximize bicycle and pedestrian mobility.

Land Use

Transition single-use shopping areas to connected, mixed-use patterns.

Urban Form & Placemaking

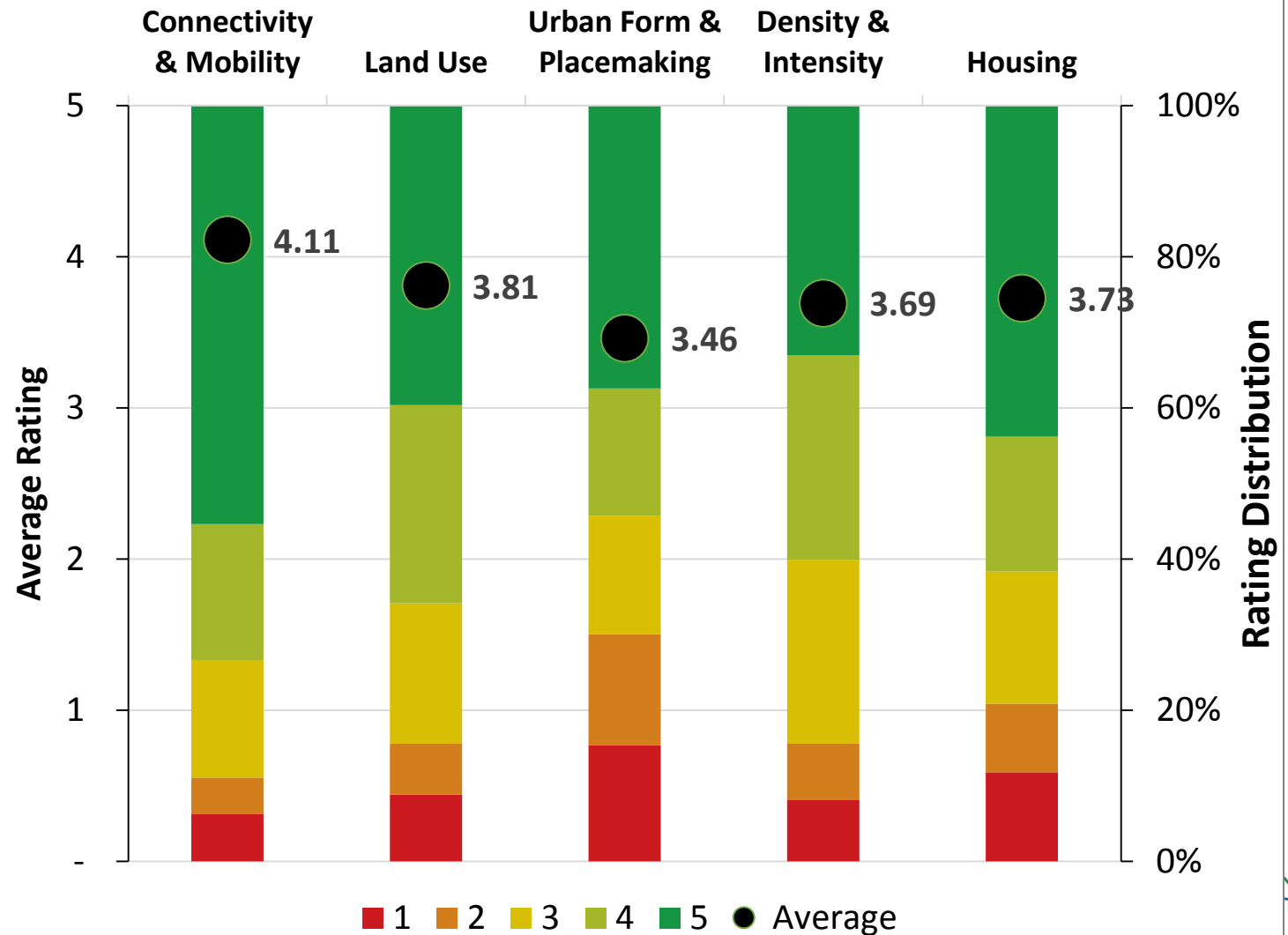
Redevelop single story retail centers to multi-story, mixed-use developments with public spaces.

Density & Intensity

Integrate a mix of uses/activities that vary in scale and intensity based on a local context of place.

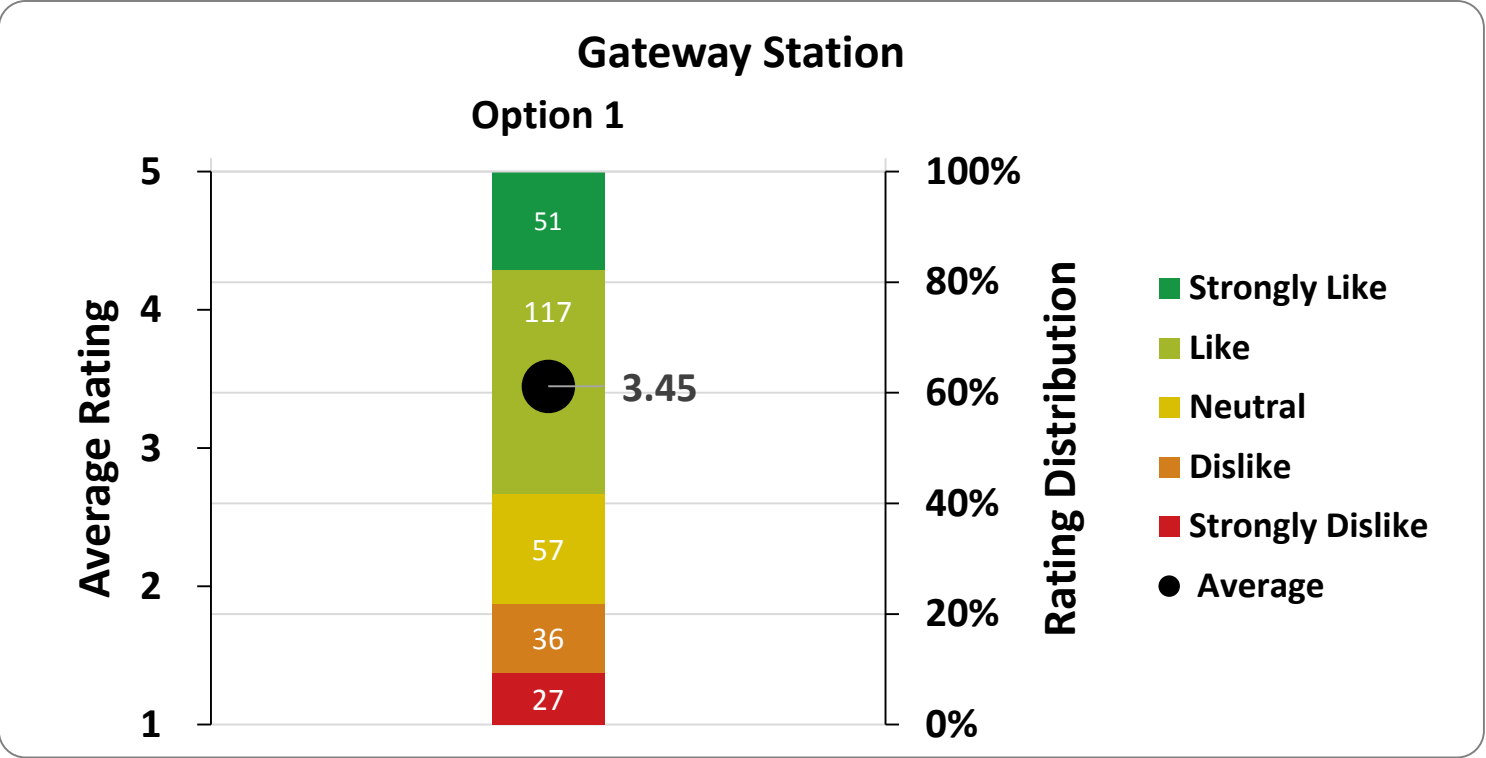
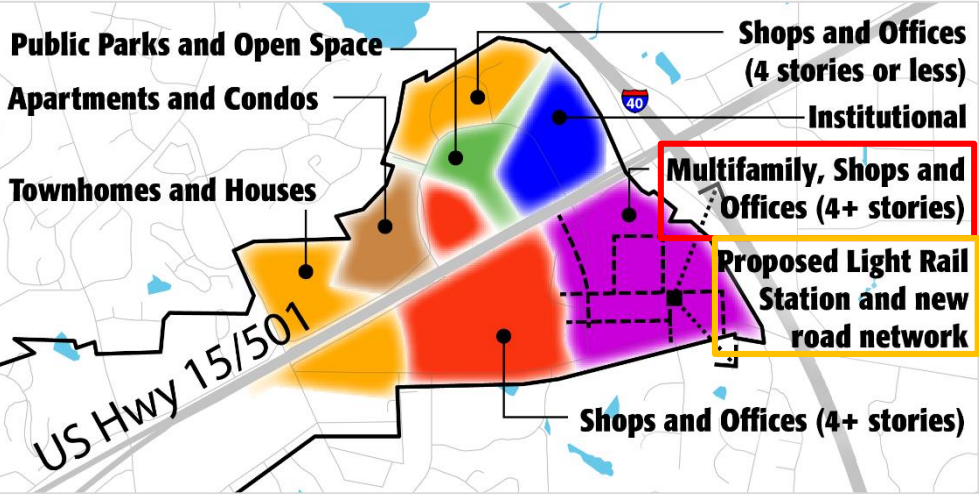
Housing

Promote housing of various price points near employment centers and mixed-use nodes.



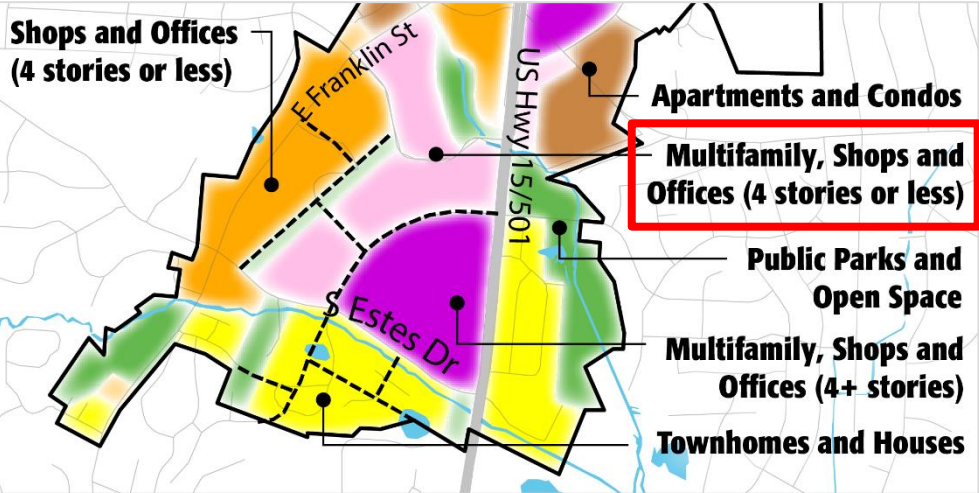
North 15-501 Corridor | Gateway Station

Option 1

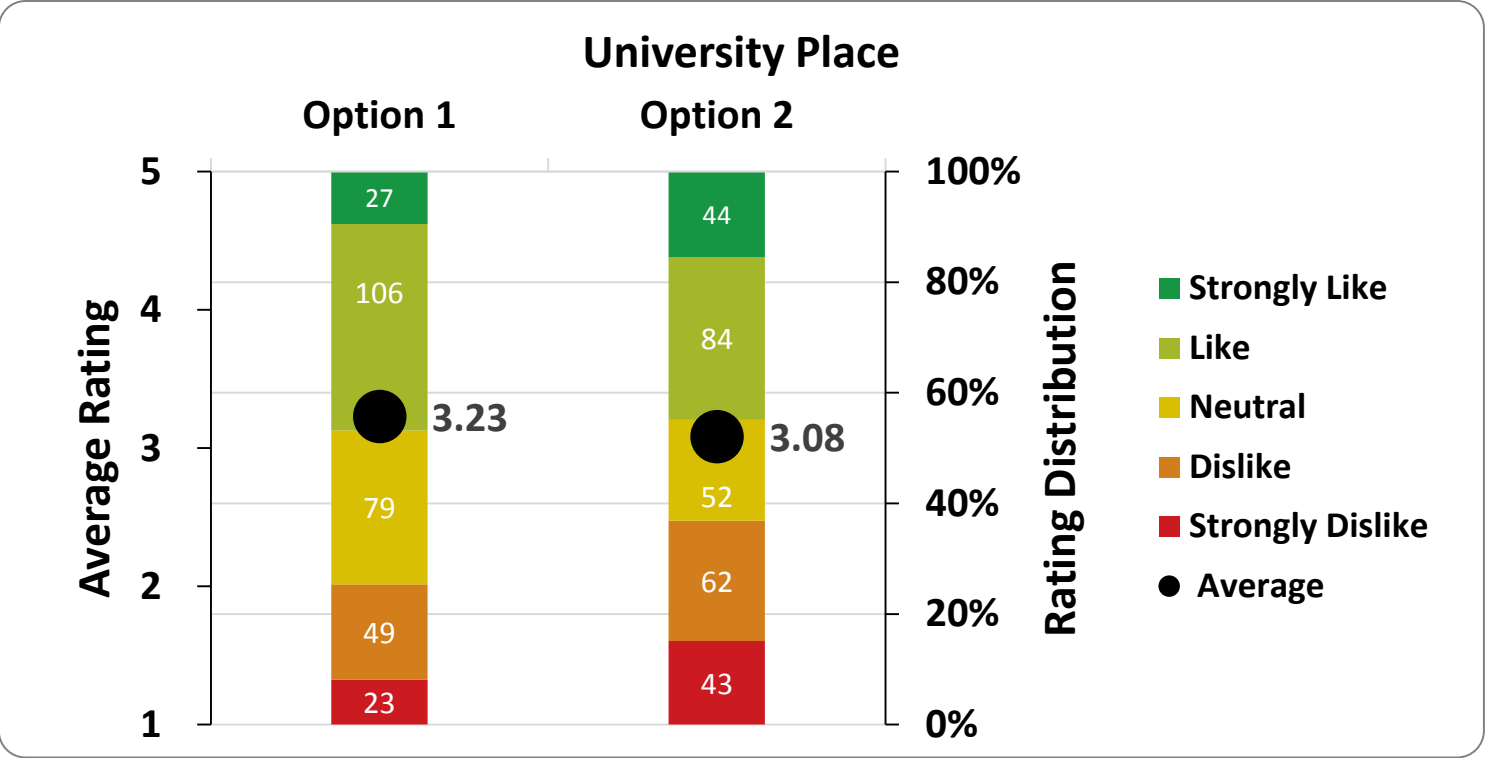
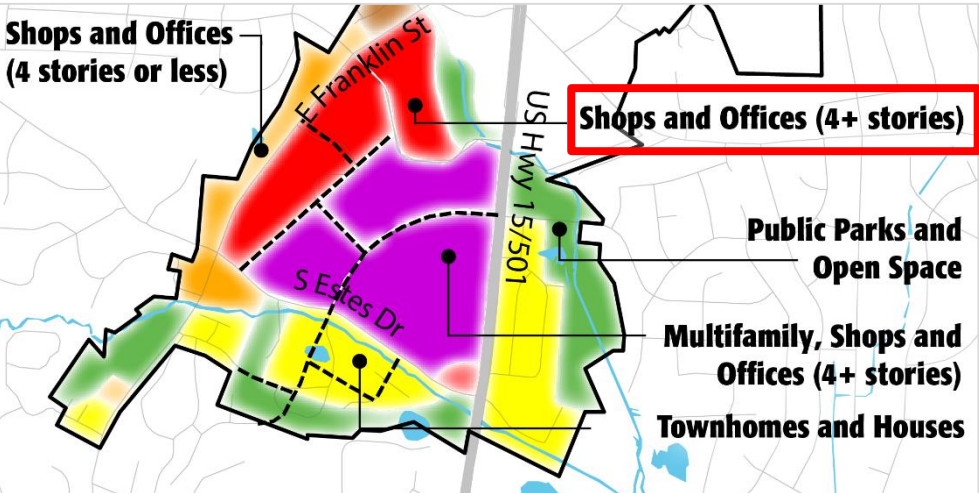


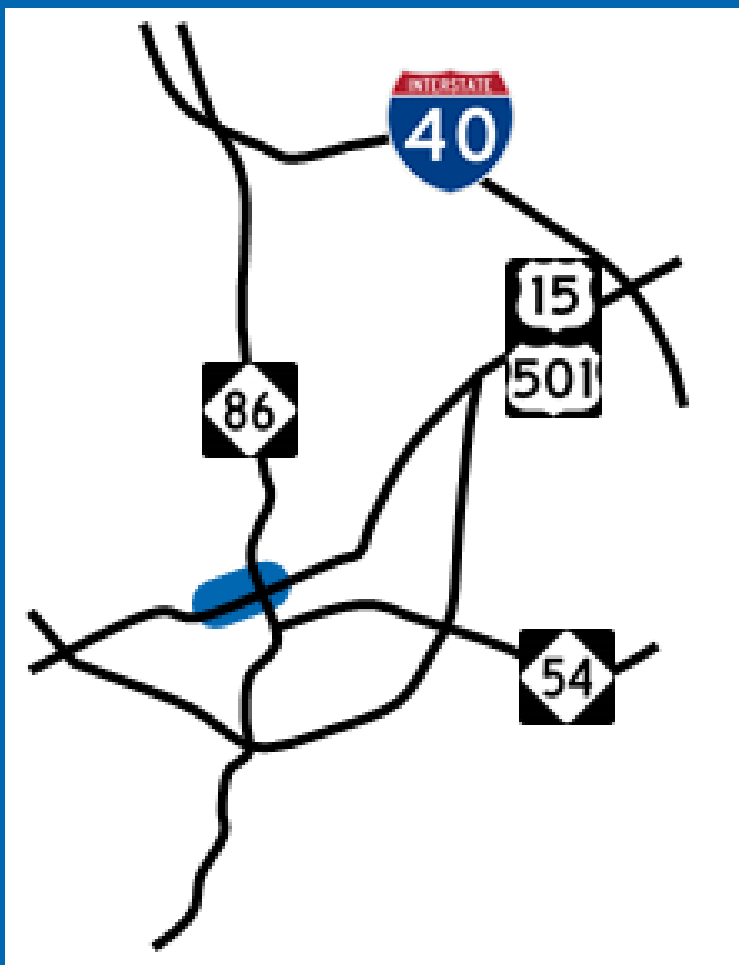
North 15-501 Corridor | University Place

Option 1



Option 2





Focus Area D Downtown

Downtown | Land Use Principles

Connectivity & Mobility

Encourage safe and attractive transportation options that leverage the street grid and urban intensity.

Land Use

Redevelop parking facilities to knit together the urban fabric and enhance the street.

Urban Form & Placemaking

Design alleys to reflect best uses such as functional pathways and wayfinding.

Density & Intensity

Redevelop at a scale and intensity that strengthens the downtown's capacity to absorb growth.

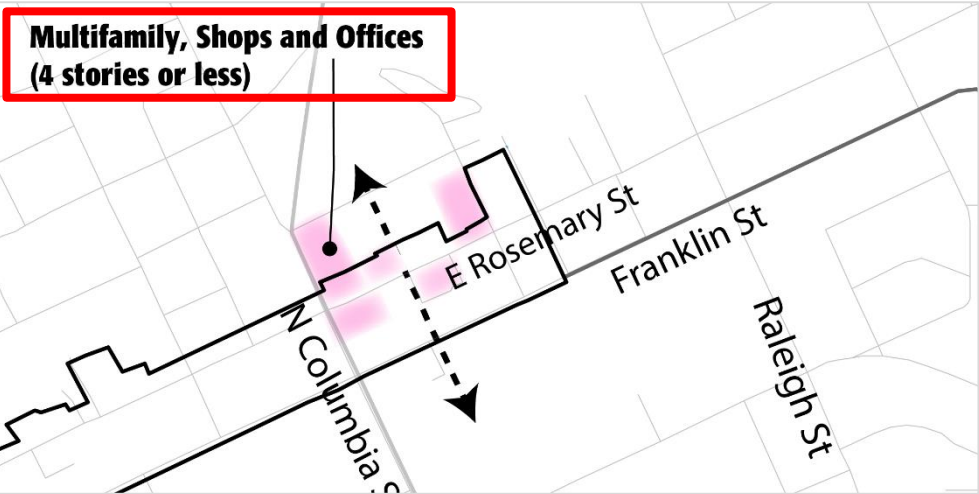
Housing

Encourage higher density compatible housing through infill, redevelopment, and adaptive reuse.

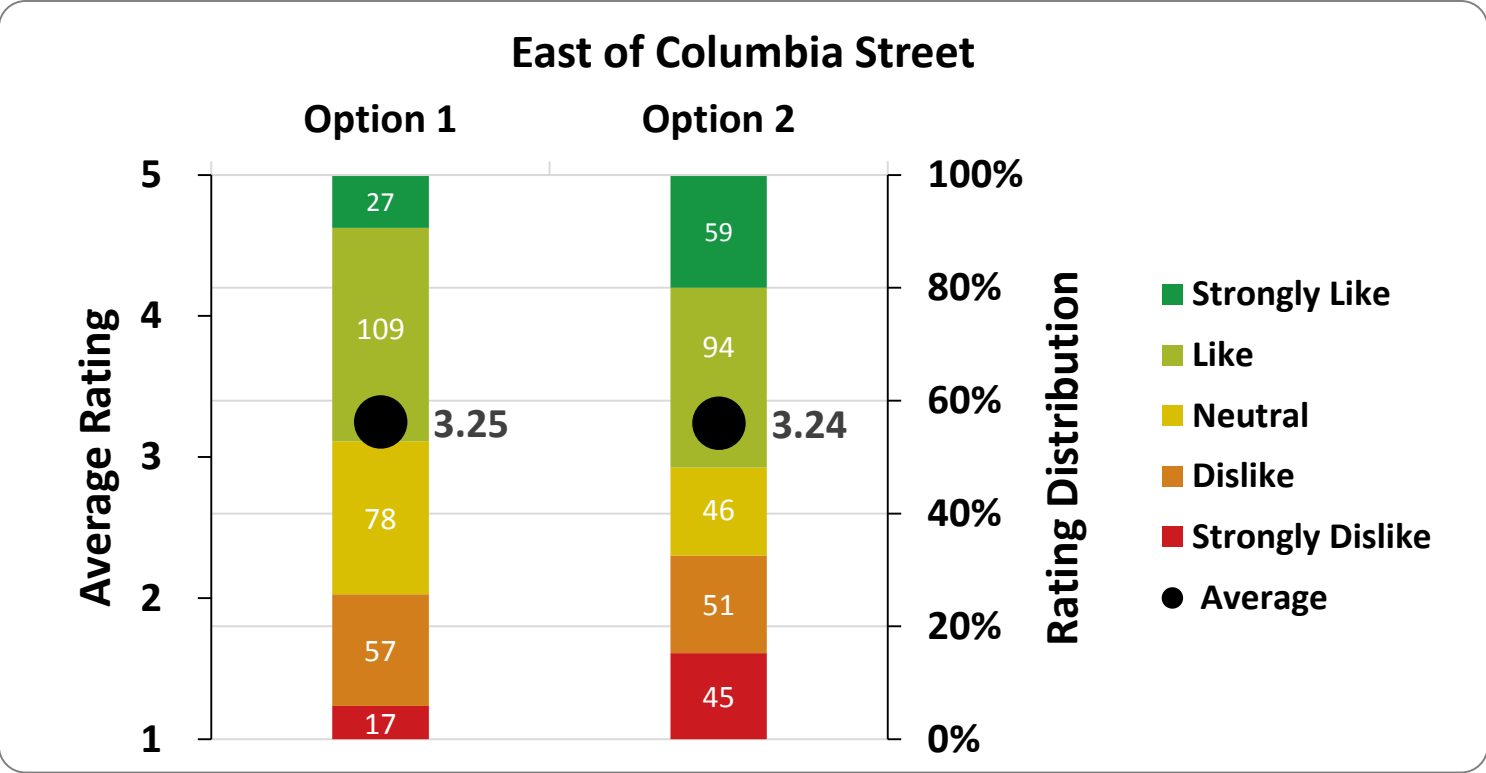
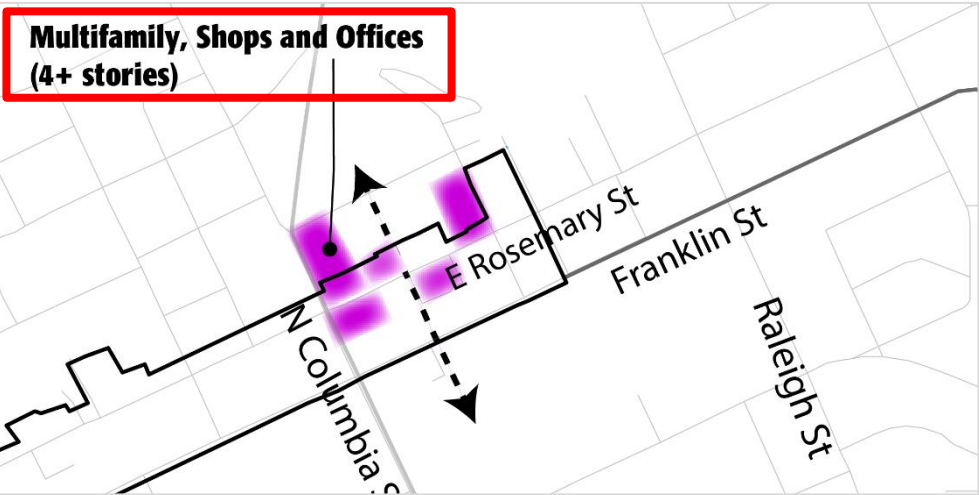


Downtown | East of Columbia Street

Option 1

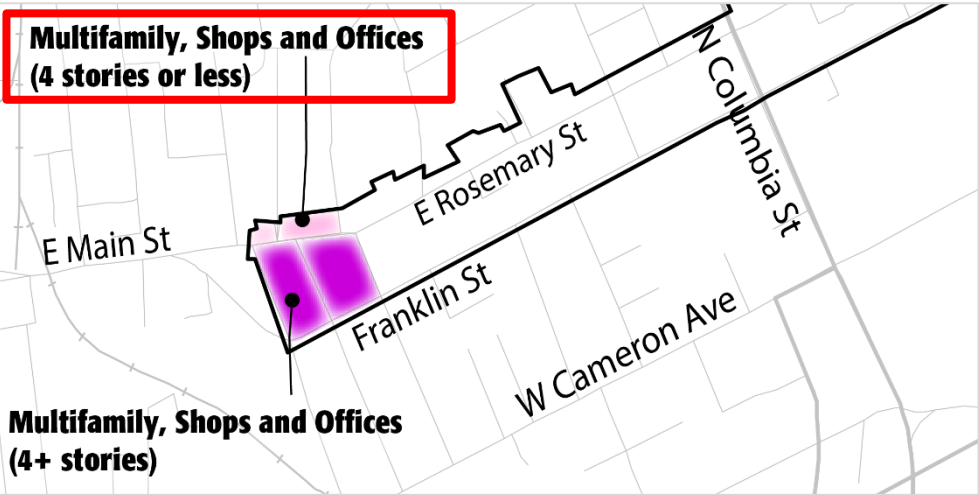


Option 2

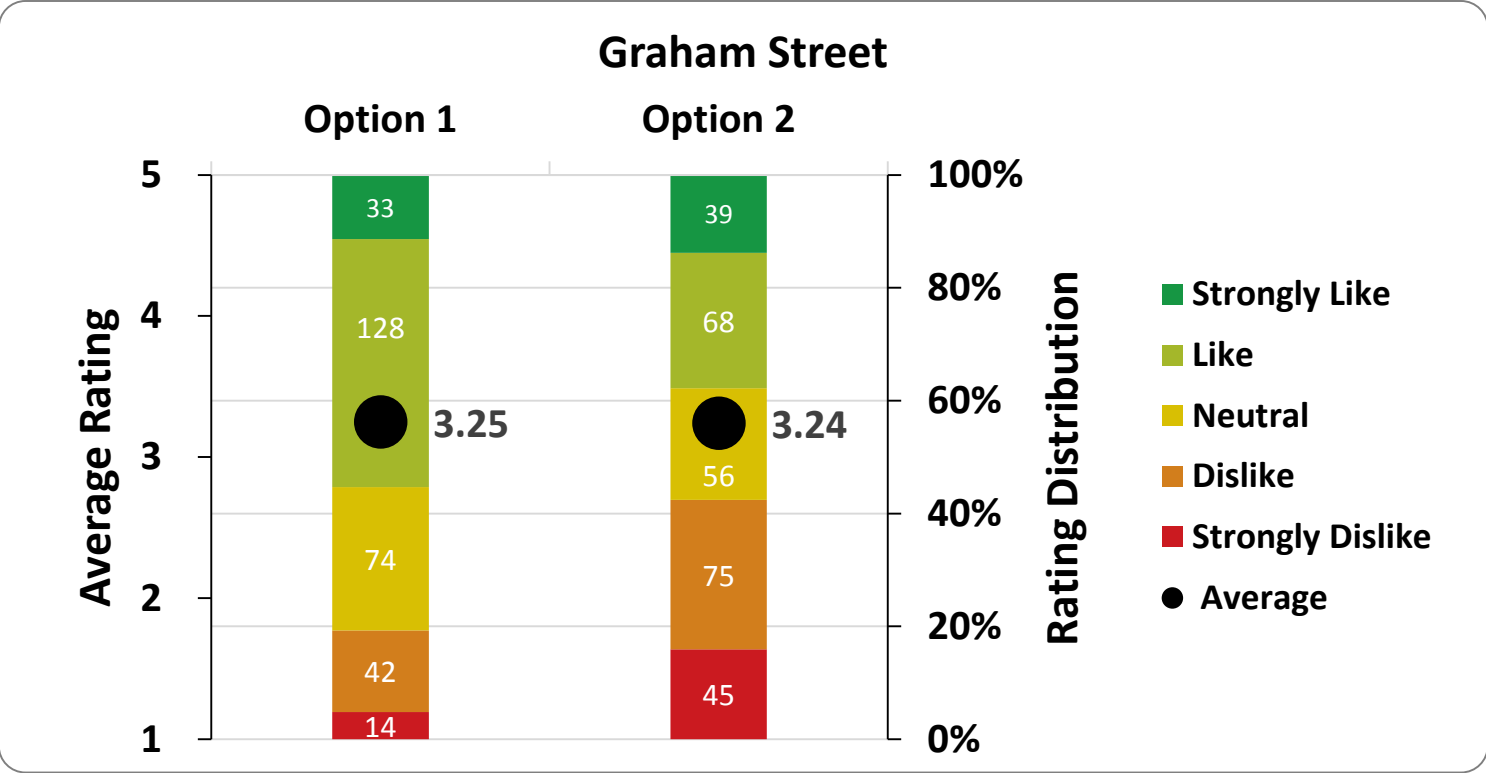
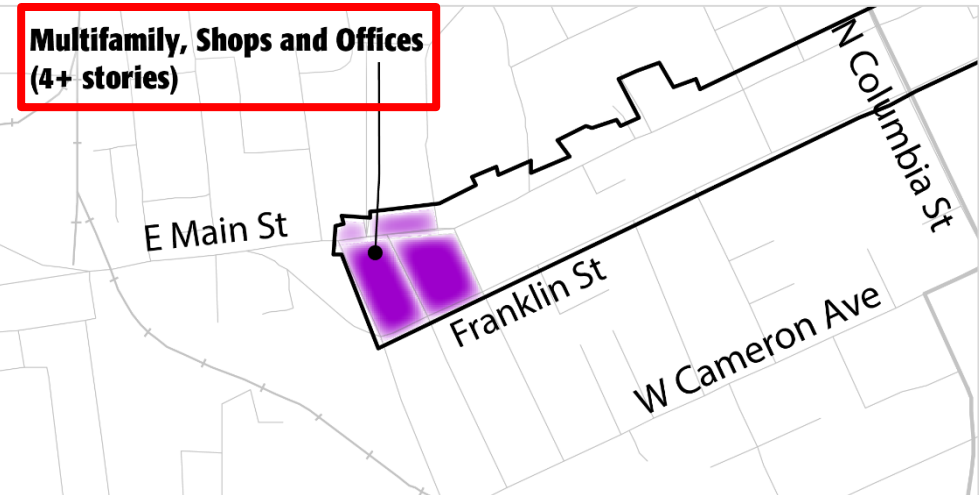


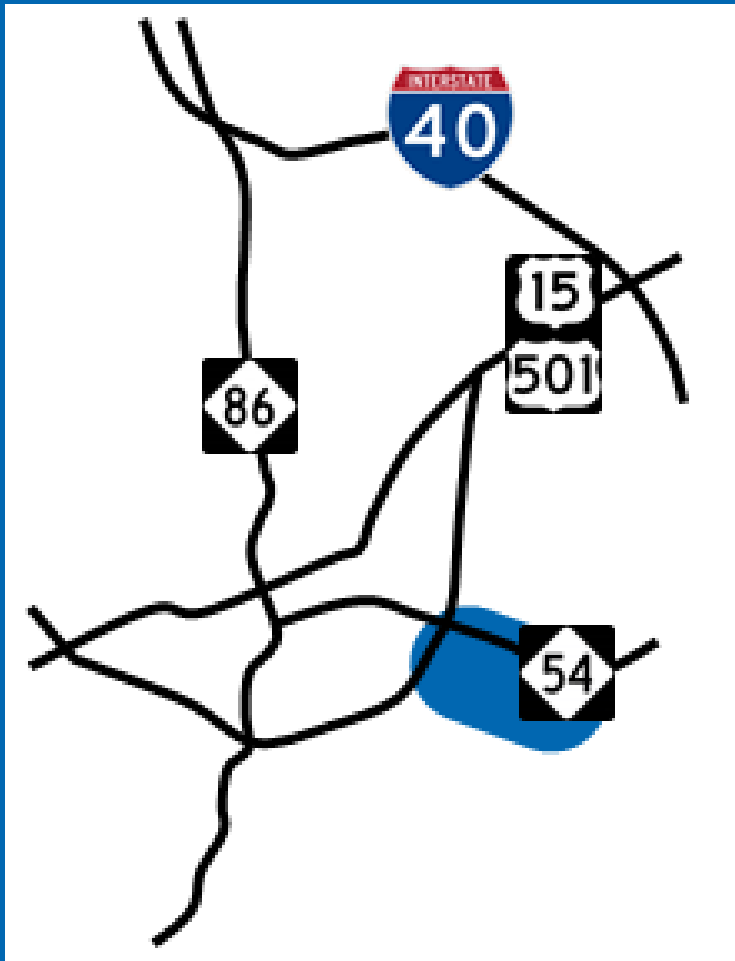
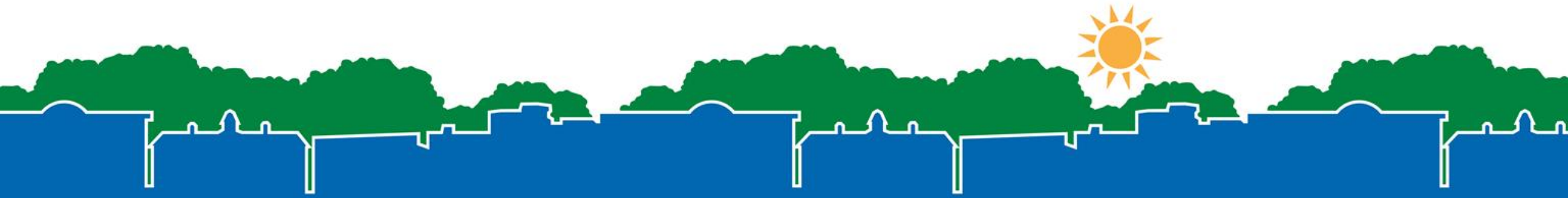
Downtown | Graham Street

Option 1



Option 2





Focus Area E NC 54 Corridor

NC 54 Corridor | Land Use Principles

Connectivity & Mobility

Close gaps in the multimodal network and make it easier to cross NC 54.

Land Use

Foster mixed-use centers that integrate public spaces and promote a more holistic corridor design.

Urban Form & Placemaking

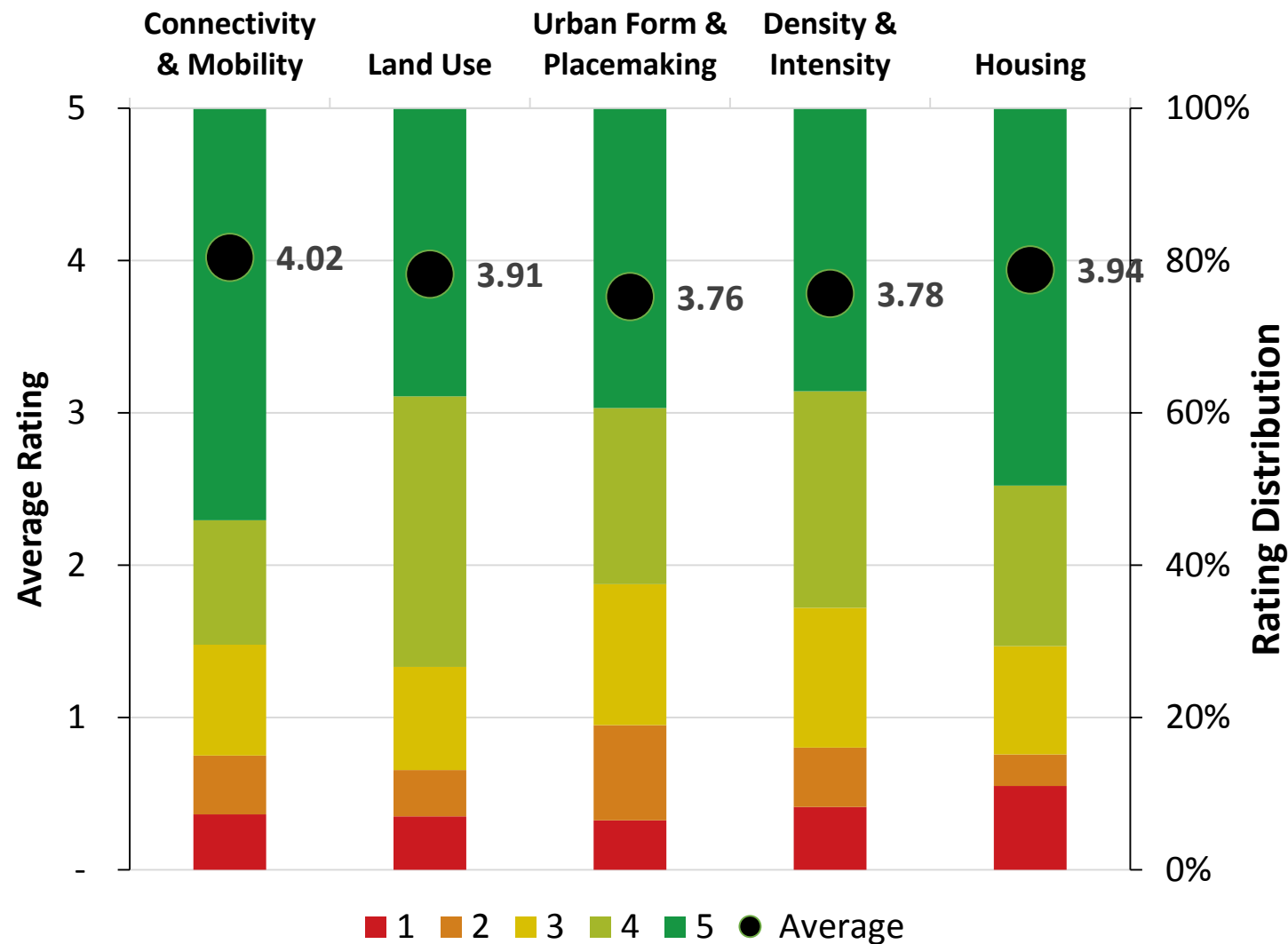
Integrate visual assets such as landscaped medians, tree-lined streets, and building facades.

Density & Intensity

Develop at a height and scale appropriate to future transit, existing development, and surrounding areas.

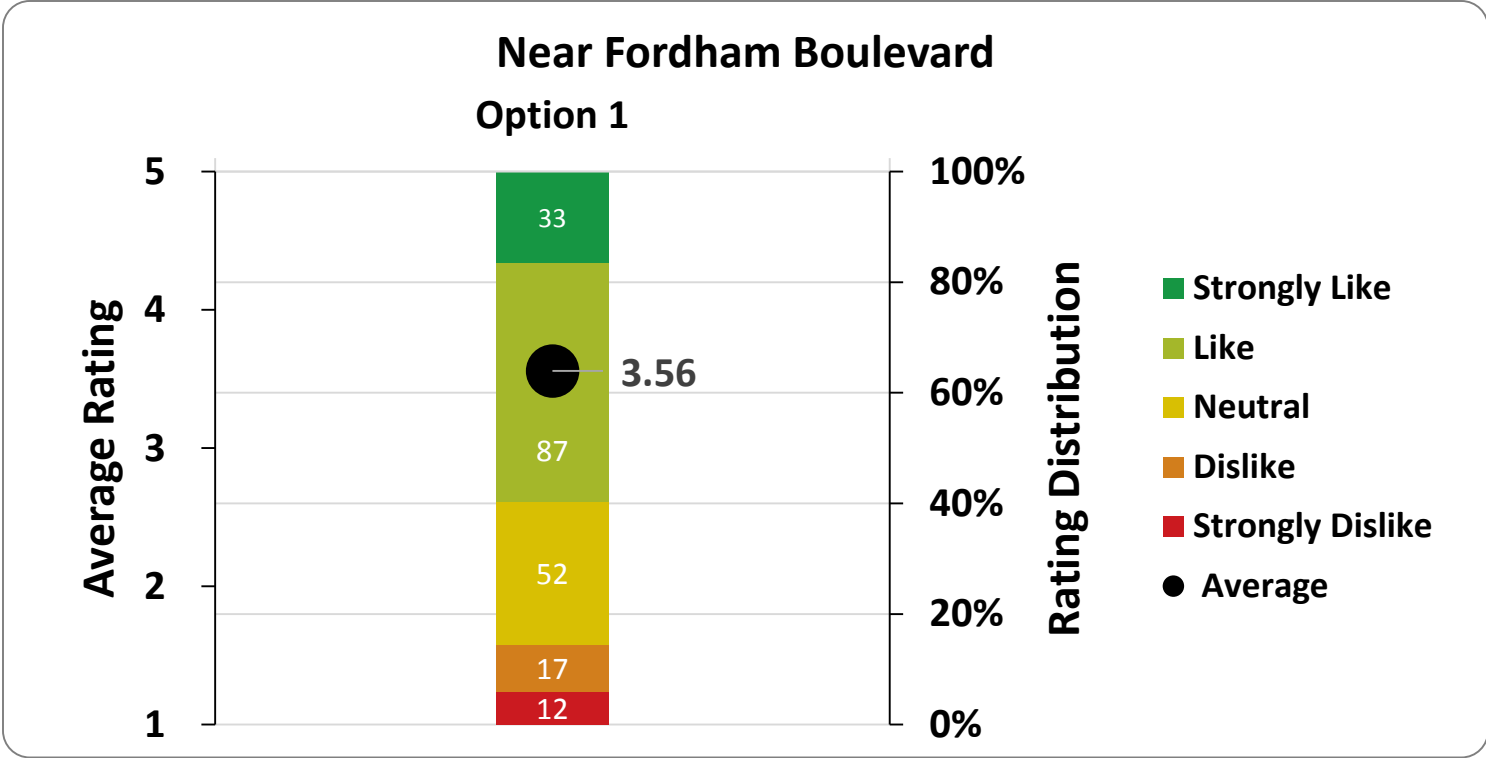
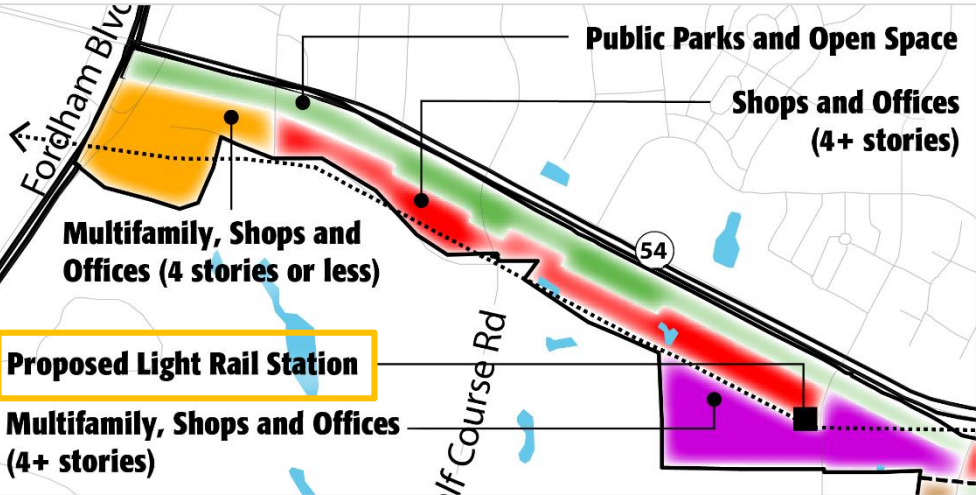
Housing

Locate affordable housing in locations that connect to existing and future transit service.



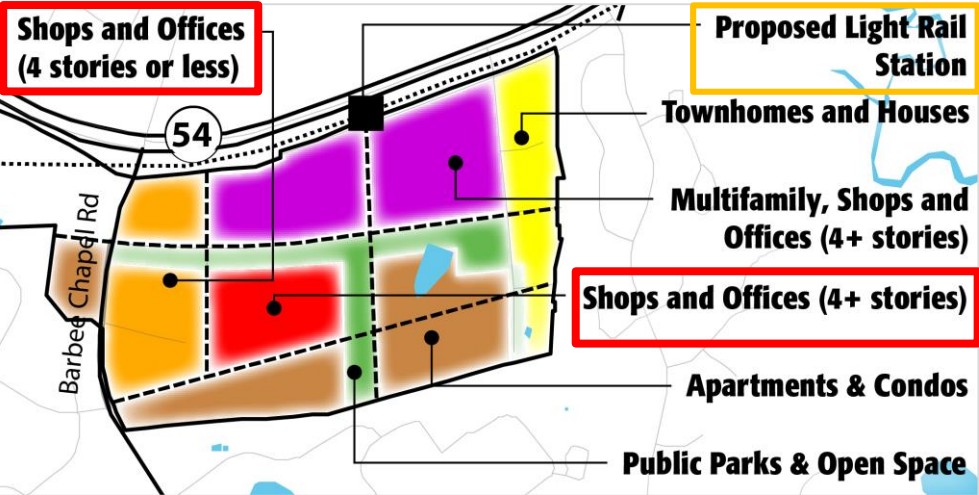
NC 54 Corridor | Near Fordham Boulevard

Option 1

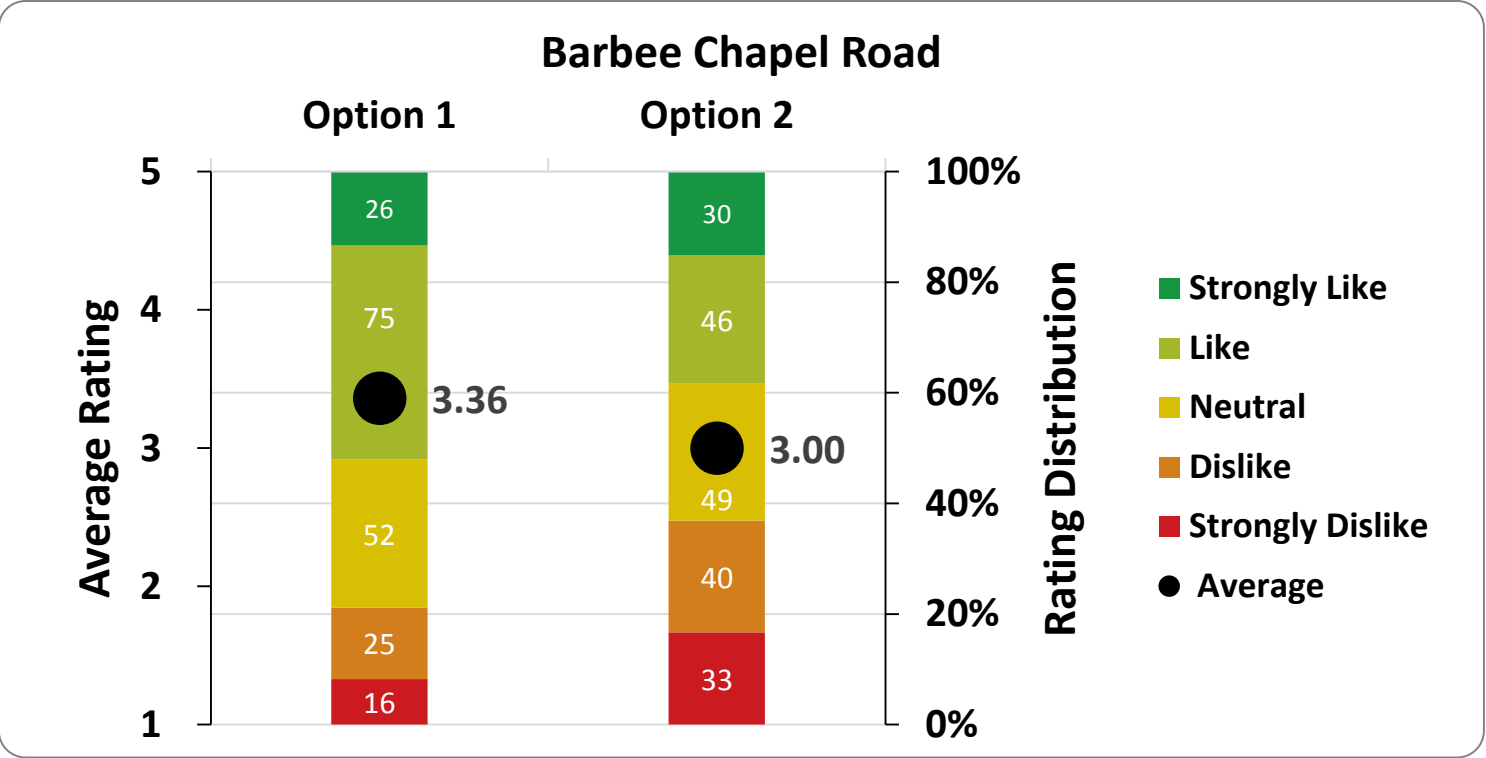
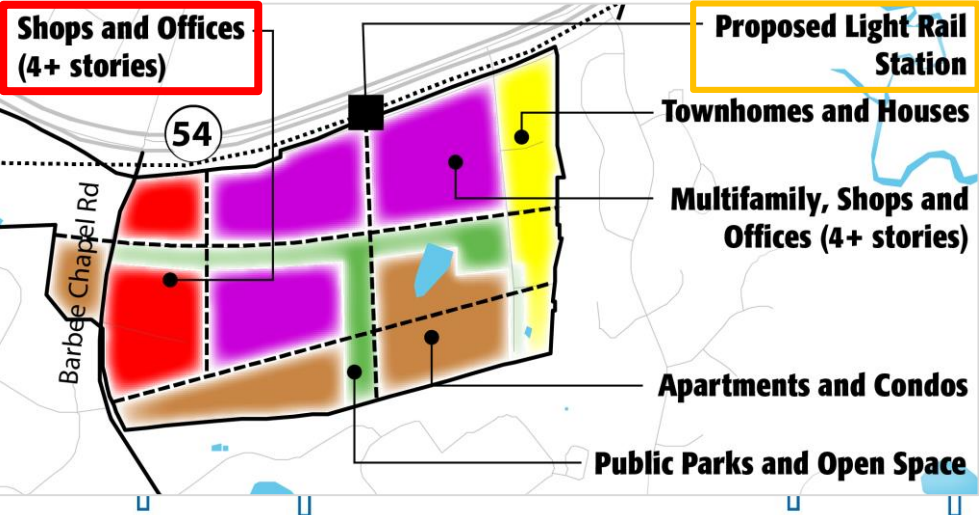


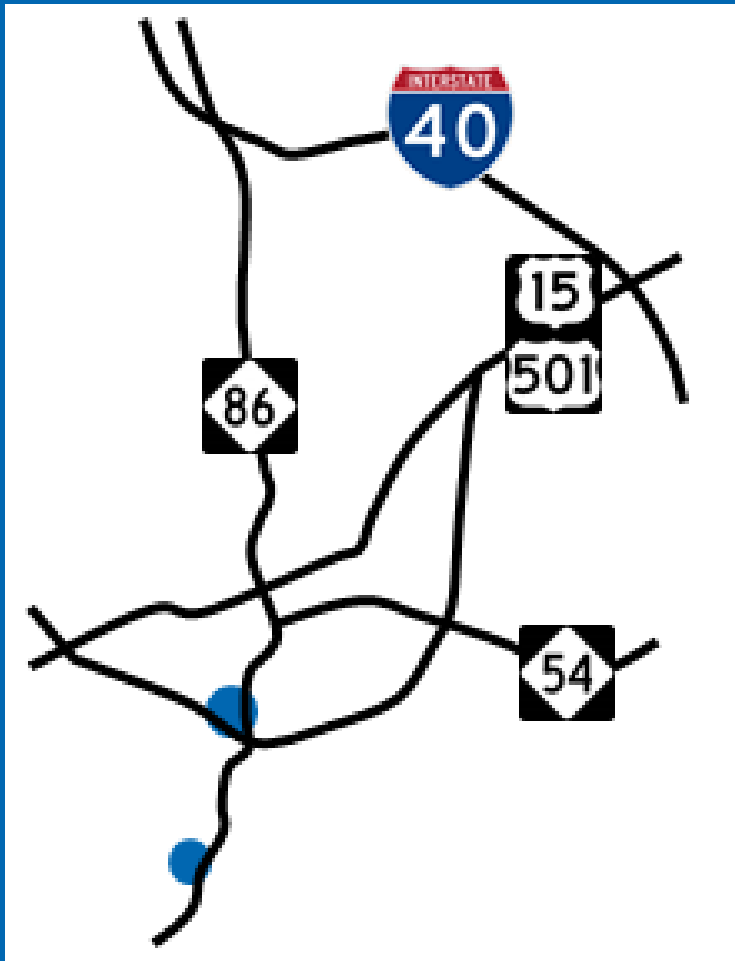
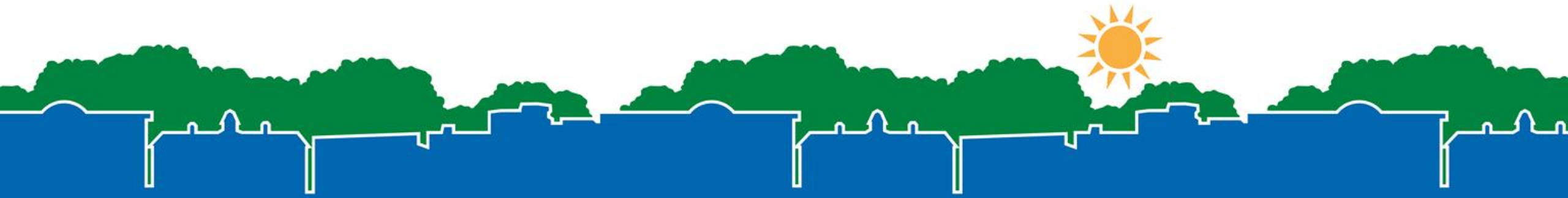
NC 54 Corridor | Barbee Chapel Road

Option 1



Option 2





Focus Area F

South 15-501 Gateway / Southern Village P&R

S 15-501 / S. Village P&R | Land Use Principles

Connectivity & Mobility

Prioritize bike/ped connections between complimentary uses and to the multimodal network.

Land Use

Prioritize changes to the area that are complementary to existing residential uses.

Urban Form & Placemaking

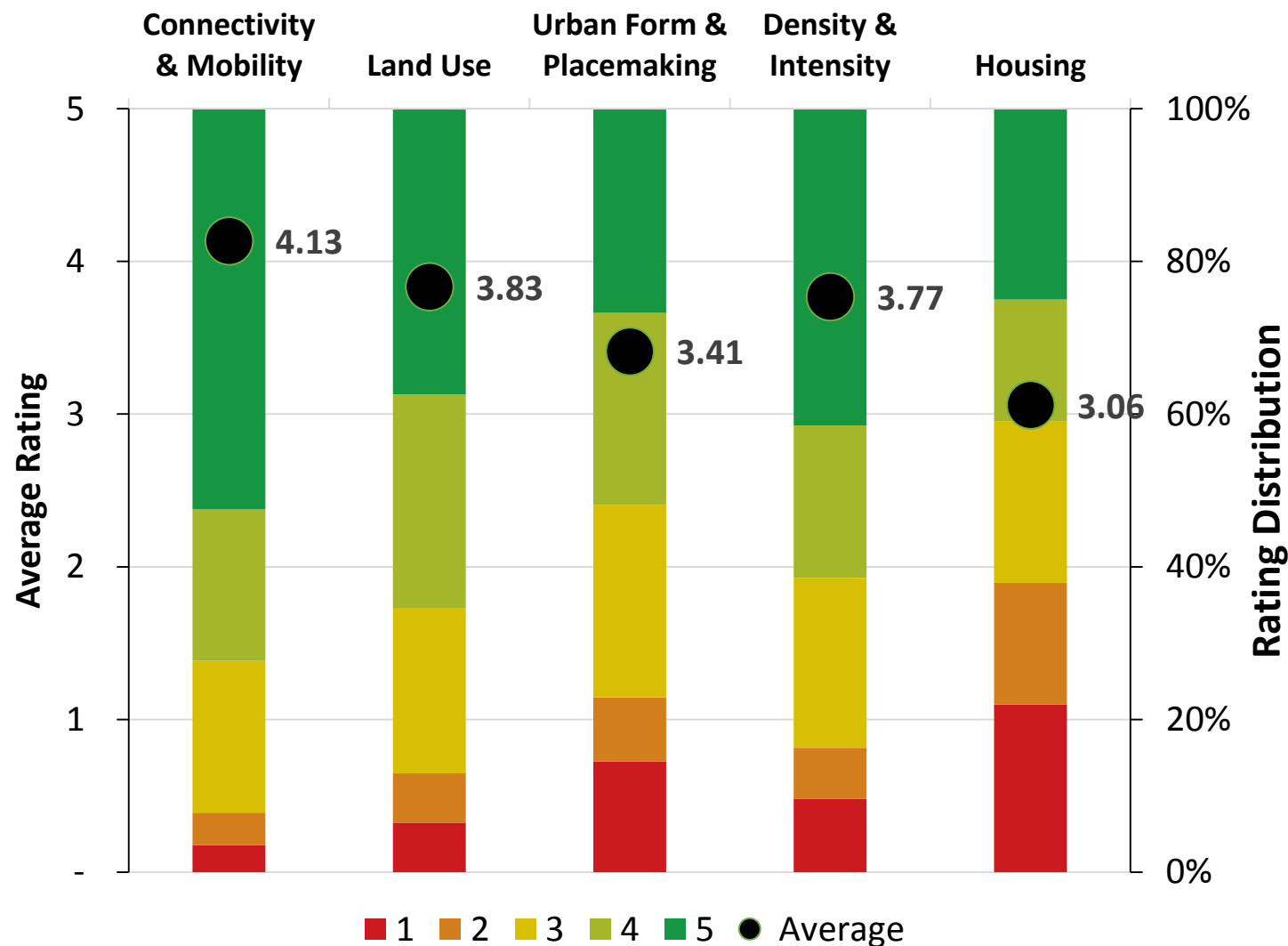
Reinforce the southern gateway role of these areas through design.

Density & Intensity

Promote development at a scale that complements the surrounding area.

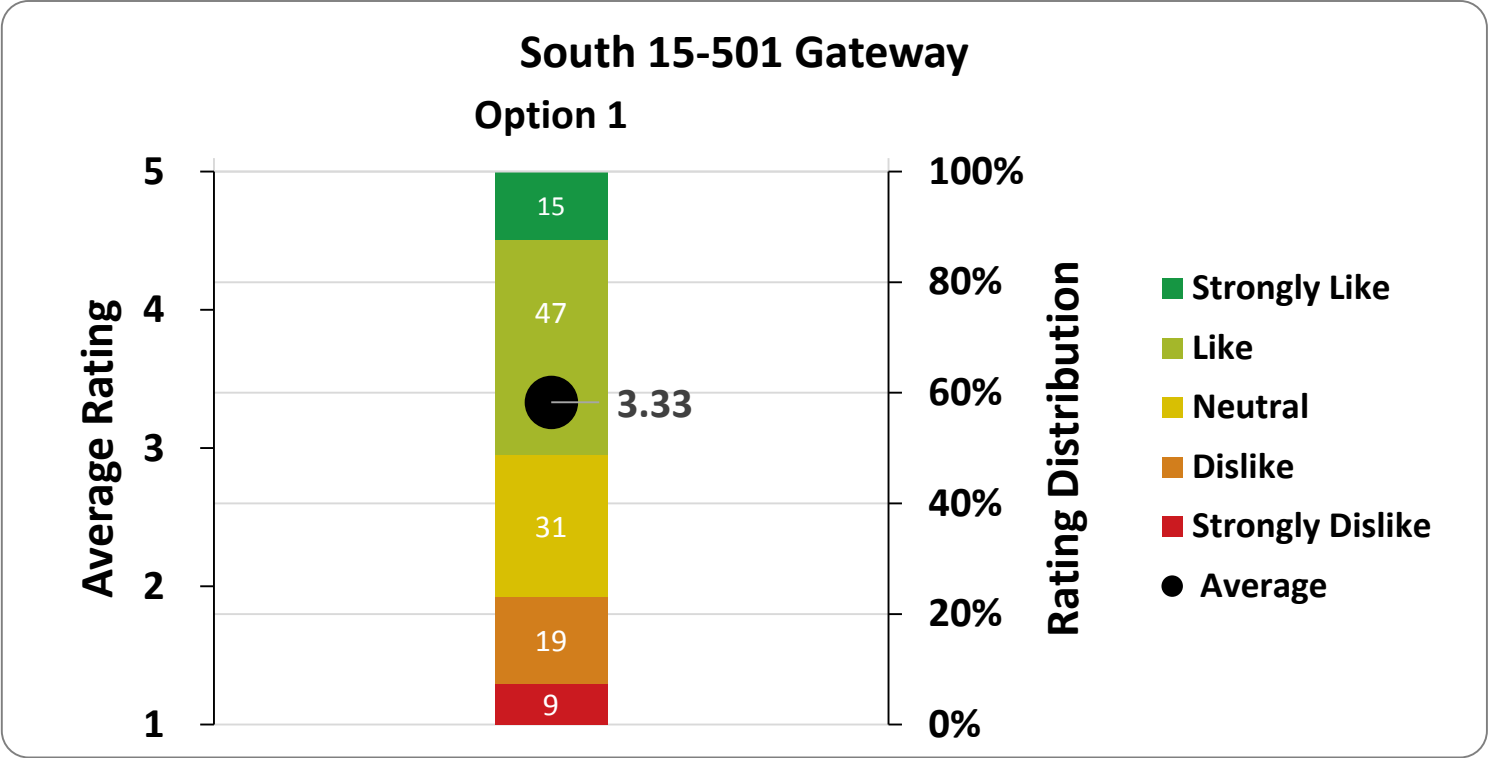
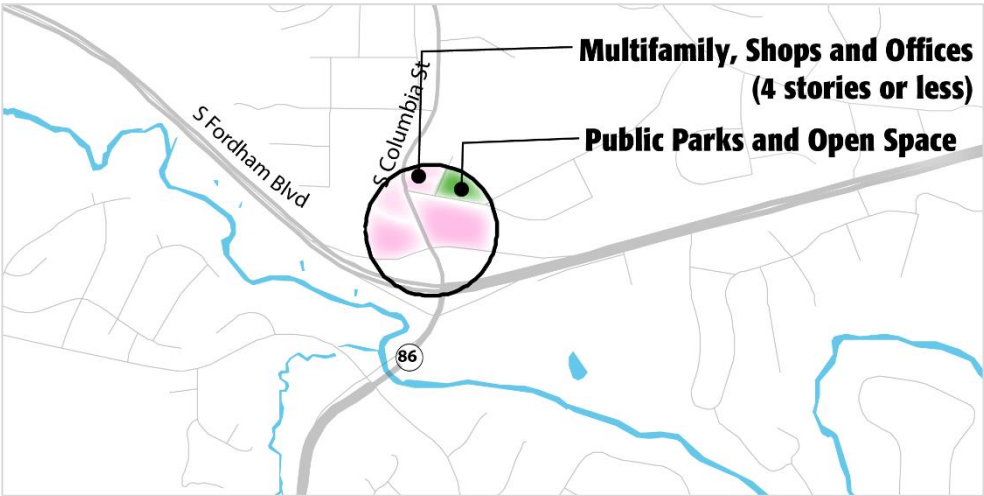
Housing

Encourage new housing as part of the gateway node.



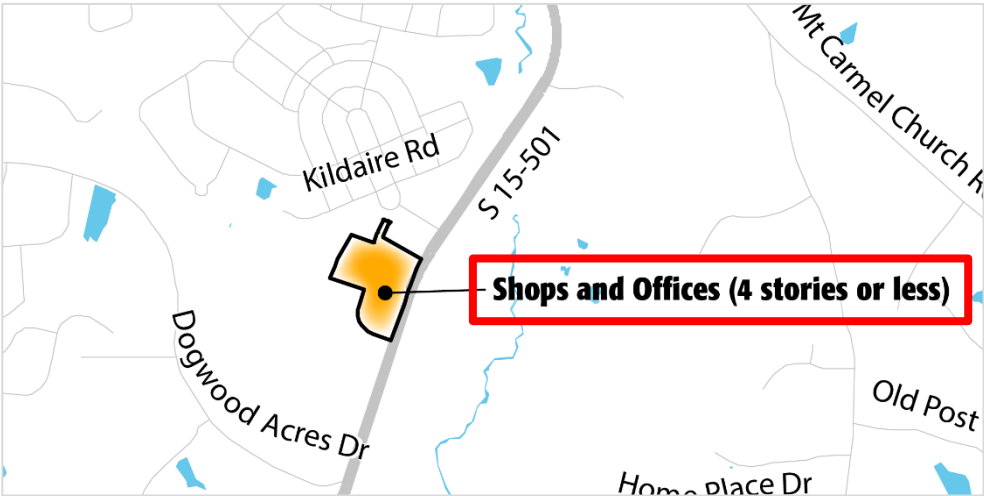
S 15-501 / S. Village P&R | Gateway

Option 1



S 15-501 / S. Village P&R | Park & Ride

Option 1



Option 2

