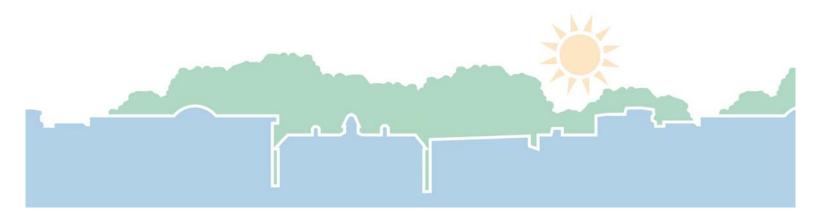
January 9, 2019





Agenda

- Introduction to LUMO Rewrite Project
- Chapel Hill Past, Present, Future
- Overview of the Focus Areas
- Overview of Survey Results
- Focus Area Determination
- Next Steps



Make no little plans; they have no magic to stir men's blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing insistency.

(Daniel Burnham)

Purpose - LUMO Rewrite Project









"Protect what we value and add what we need"

"Preserving the Best and Improving the Rest."

"We have at this point an unprecedented opportunity to chart the course of our future development....but we cannot grow and prosper without a blueprint for action."

Howard M. Lee 1969

"! RESERVING THE BEST AND INPROVING THE REST"

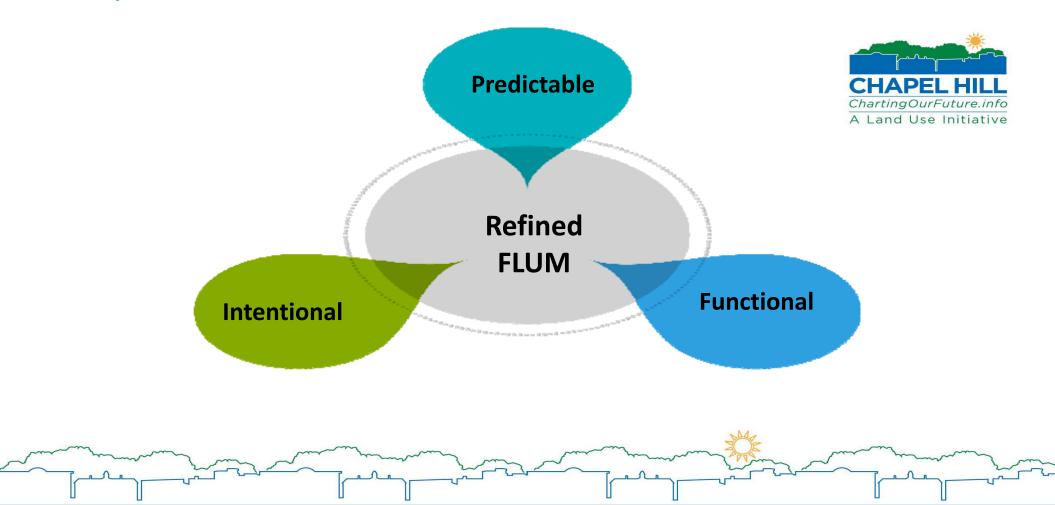
A Statement by Howard M. Lee, Candidate for hayor

The predominantly rural character of Charol Hill at the beginning of the 165°'s rapidly changed as added population encended the town's limits. The pattern of life in Charol Hill has begun core and more to resemble that of other urban centers. The institutions of the Research Triangle Park are providing an increasingly convergent force upon the thirting and pattern of the community. To have at this point an unprecedented opportunity to shape the course of our future development. The city may well, if unshaped by rational decision, assume the pathological face of the large cities of the world of 1545, a face pre-figured in the urban blight in the Charol Hill-Carrbore ghette and fastgate ghette.

The city of Chapel Hill, more than any other community with which I am familiar, has the potential to become a model city; and every one of its citizens can contribute to the achievement of this exciting and challenging goal. But we cannot grow and prosper without a blueprint for action. A strategy for the future decands that we in entery where we are new and clarify where we wish to so. The communication where we are new and clarify where we wish to so. The communication where we wish to so.



Why Refine and Rewrite?

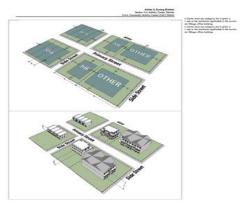


Refined Future Land Use Map





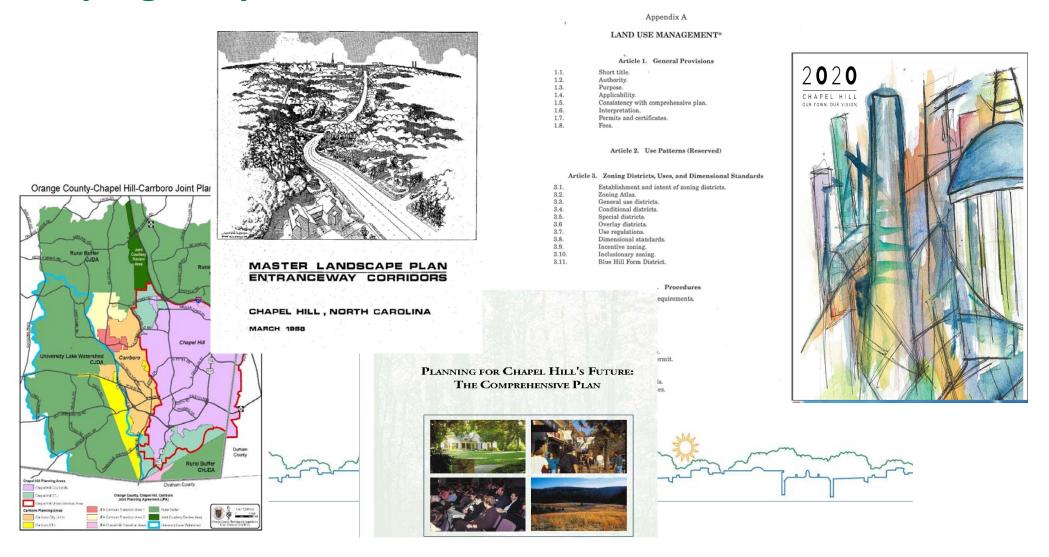


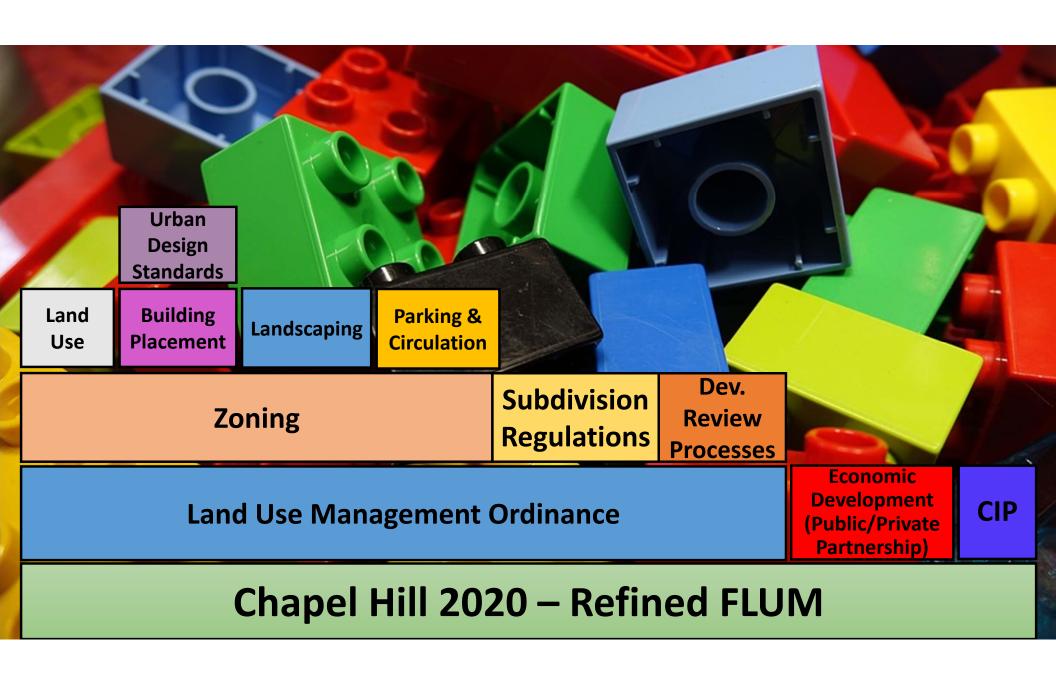


Rewritten LUMO



Shaping Chapel Hill in the Last 30 Years





Chapel Hill over the Last Thirty Years





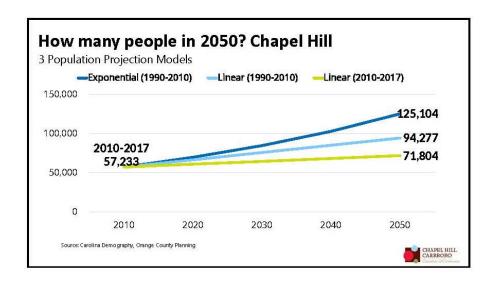




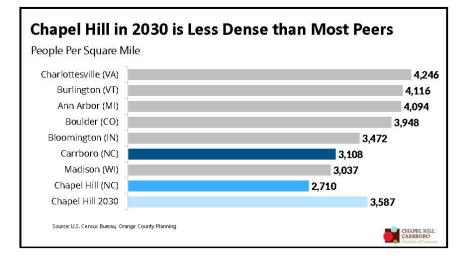
Chapel Hill over the Last Thirty Years



Chapel Hill by the NUMBERS – Past, Present & Future

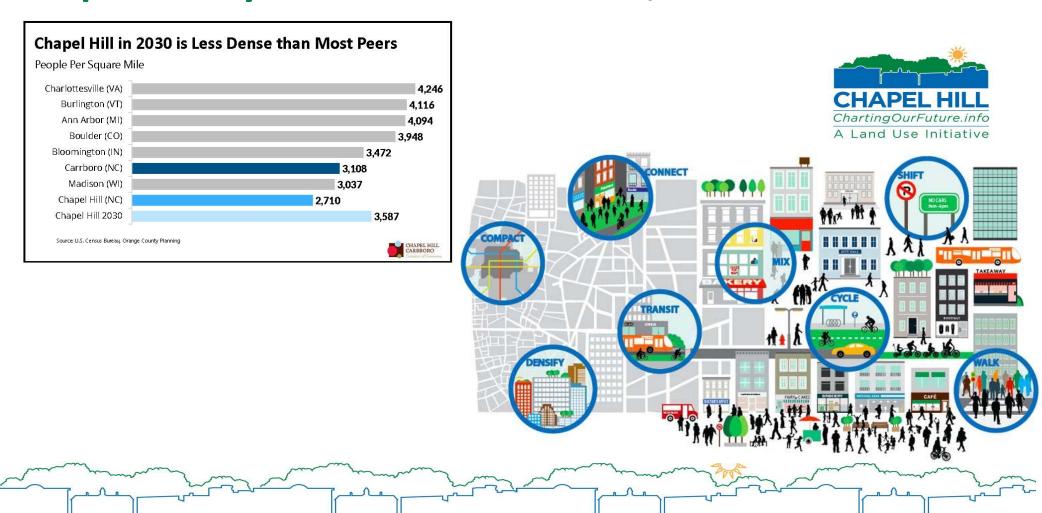




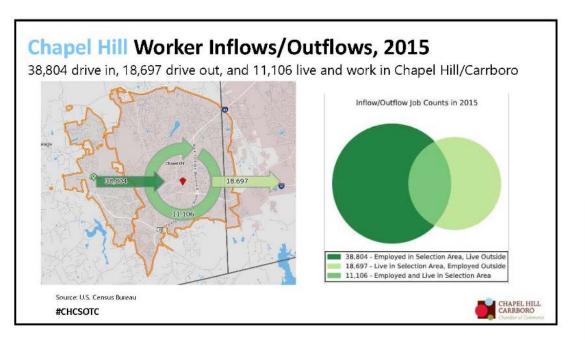




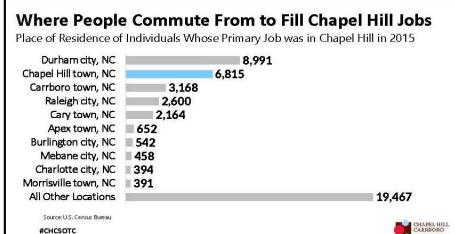
Chapel Hill by the NUMBERS – Past, Present & Future



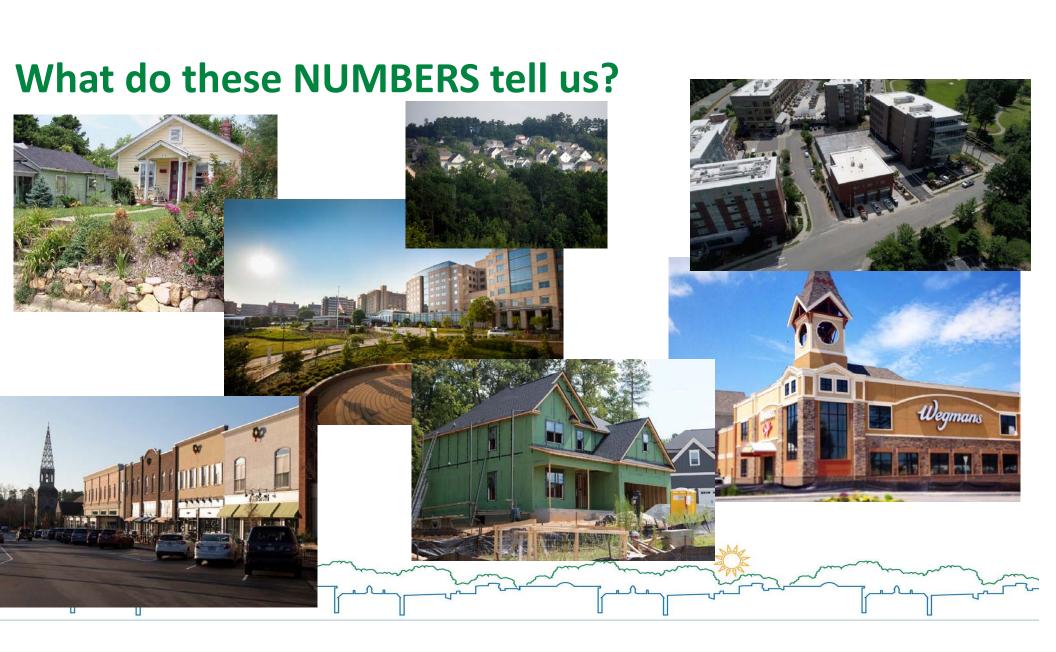
Chapel Hill by the NUMBERS











Strategic Goals

TOWN OF CHAPEL HILL

STRATEGIC GOALS



CONNECTED COMMUNITY

To create a highly connected community where To enrich the lives of those who live, work, and visit bicycling, walking, and transit are convenient, Chapel Hill by building community and creating a everyday choices for our businesses, and public spaces.



neighborhoods, place for everyone.





ECONOMIC & FINANCIAL SUSTAINABILITY

economy where there is opportunity for jobs and and natural environment by promoting resiliency entrepreneurship that positions Chapel Hill for the and sustainability. future.

ENVIRONMENTAL STEWARDSHIP

To steward public assets and support a vibrant To strategically manage the Town's infrastructure





SAFE COMMUNITY

To preserve and protect life and property through the fair and effective delivery of Town services.

COLLABORATIVE & INNOVATIVE ORGANIZATION

To create an organization that works collaboratively from a mutual learning mindset, leads innovation, and produces effective outcomes for the betterment of the organization and community.



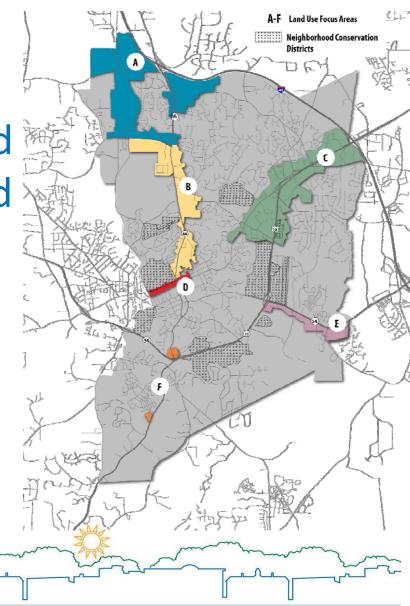
AFFORDABLE HOUSING

To increase the availability of and access to housing for households and individuals with a range of incomes, from those who are homeless to those in middle-income households.

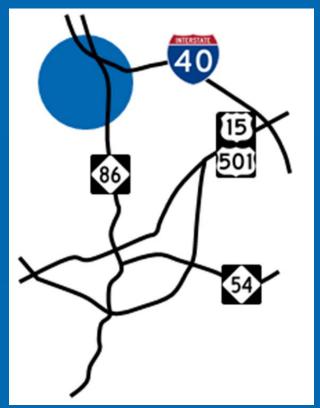
*Note: This draft has been updated to reflect feedback received from Council at the 4/4/18 Council Work Session

Focus Areas

- North Martin Luther King, Jr. Blvd
- South Martin Luther King, Jr. Blvd
- North 15-501
- Downtown
- NC 54
- South 15-501







Focus Area A North Martin Luther King Jr Boulevard



N MLK Jr Blvd





N MLK Jr Blvd



STRENGTHS

- Future premium transit corridor with two major stations
- Park and ride facility
- Highest transit ridership
- Established neighborhoods adjacent to the focus area
- Larger tracts of developable land; Availability of potential development sites in the Rogers Road area

WEAKNESSES

- Lack of east-west connectivity
- Uncertainty of ultimate BRT cross section (short-term weakness)
- · Limited re-use potential of former landfill

OPPORTUNITIES

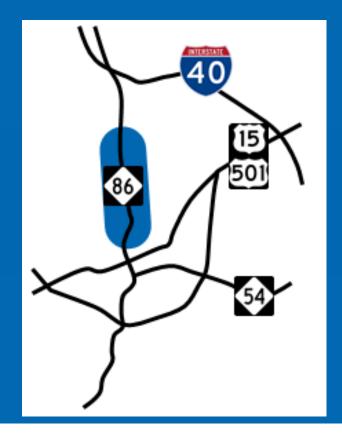
- · Future premium transit service (bus rapid transit)
- Planned extension of water/sewer infrastructure
- Enhanced gateway to the Town
- Improvements identified in the Rogers Road Plan and for the Greene Tract
- Connectivity improvements through road extensions and bicycle and pedestrian facilities
- Enhanced connectivity between residential areas west of Martin Luther King Jr Boulevard to shops/restaurants on the east
- Strong market demand for additional retail and services
- Potential for higher density development with mix of uses
- Reuse of the former landfill site

THREATS

- · Vulnerability of long-term residents to displacement
- Development pressure on affordable housing inventory







Focus Area B South Martin Luther

King Jr Boulevard



S MLK Jr Blvd









S MLK Jr Blvd





STRENGTHS

- Community anchors (library, YMCA, schools)
- Gateway to downtown
- Recent planning work as part of the Central West Small Area Plan
- Residential density
- Bolin Creek Trail

WEAKNESSES

- Uncertainty of ultimate BRT cross section (short-term weakness)
- Current low value per acre compared to town
- Terrain along the corridor that makes it difficult for non-motorized transportation

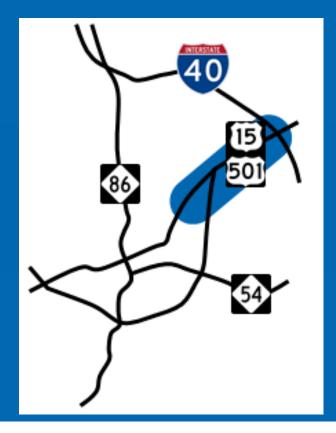
OPPORTUNITIES

- Future premium transit service (bus rapid transit), especially given the number of proposed transit stations within the study area
- Proximity to Carolina North Forest
- Future multimodal corridor
- Potential for mixed-use and walkability due to trails and future transit
- Redevelopment opportunities, including older multifamily developments and the police headquarters
- Lower tax value per acre compared to the city as a whole
- Demand for additional commercial and neighborhood services

THREATS

 Relationship between additional student housing and long-term community residents





Focus Area C North 15-501 Corridor



North 15-501 Corridor







North 15-501 Corridor



- Reuse of the American Legion Site, consistent with the Guiding Principles and resolution
- Conversion of surface parking to active uses

STRENGTHS

- Market demand (residential and nonresidential)
- Future Durham-Orange Light Rail "Gateway" station
- Redevelopment interest at Eastowne Office
- Existing commercial and mixed-use core
- Wegman's development

WEAKNESSES

- Lack of block structure and connectivity
- Stormwater and flooding impacts
- Disjointed urban design
- Limited undeveloped land
- 15-501 as barrier to cross

OPPORTUNITIES

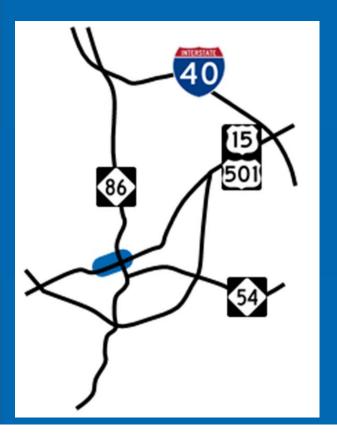
- Enhanced gateway from the northeast
- Ongoing and future transportation/access improvements
- Future medical district at Eastowne Drive
- Connections to and leveraging future Gateway Station (especially to the Blue Hill District)
- Enhanced multimodal connections with street design based on land use context
- Increased density, particularly within walking distance to the Gateway Station
- Enhanced mix of uses, including significant office development suitable for corporate headquarters
- Creation of potential "East Franklin Innovation District" bounded by Franklin Street, South Estes Drive, Fordham Boulevard, and Elliot Road
- adopted by Town Council

THREATS

- Traffic management
- Flood control
- Growing traffic volumes and congestion







Focus Area D Downtown



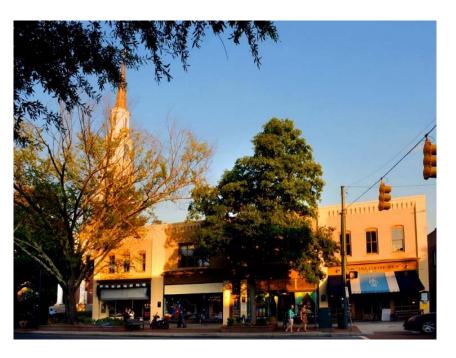
Downtown







Downtown



STRENGTHS

- Strong community interest in a viable downtown
- Robust commercial and mixed-use market
- Ongoing redevelopment of West Franklin and West Rosemary Streets
- Future redevelopment opportunities, including parking facilities and underutilized parcels
- Established neighborhoods on the periphery
- Strong and efficient contribution to the Town's tax base

WEAKNESSES

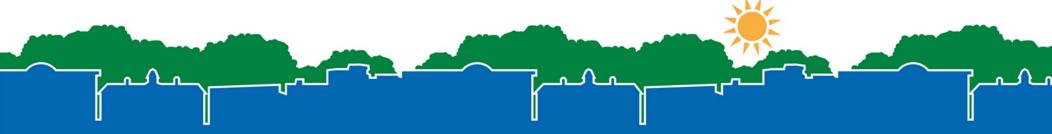
- Large block structure
- Lack of clearly defined pedestrian connectivity through blocks
- Límited undeveloped land available
- Established neighborhoods on the periphery
- Inability to accommodate loading and service functions

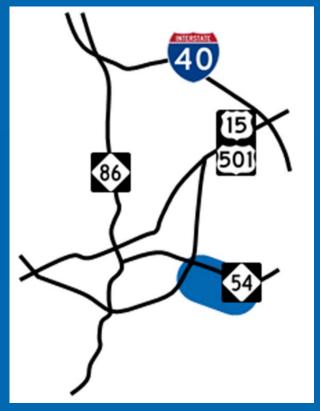
OPPORTUNITIES

- Redevelopment of surface parking lots and the wallace Parking Deck
- · Future BRT stop location
- Attract a mixture of uses (residential, office, etc.) and parking and amenities to support a vibrant downtown
- Ability to consider entire downtown
- Recently adopted West Rosemary Street Development Guide
- Redevelopment opportunities on East Rosemary Street

THREATS

- Continued influx of student residents
- Reluctance by some to densify downtown due to the potential of harming the existing character
- Limited right-of-way and a competition for space among travel modes

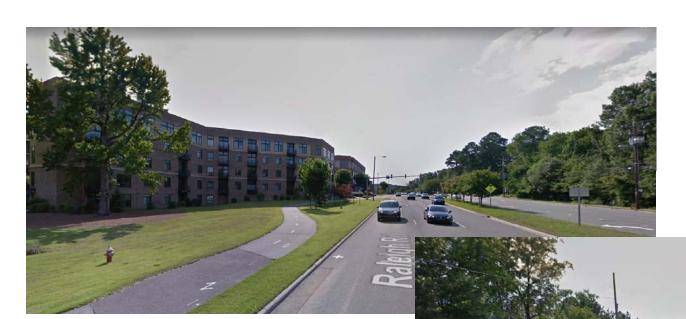




Focus Area E NC 54 Corridor



NC 54 Corridor







NC 54 Corridor



STRENGTHS

- Natural gateway corridor, with notable greenery
- High tax value per acre
- Robust multi-use trail network
- No known environmental concerns
- Ongoing partnership between the Town,
 University, and UNC Health Care to identify
 shared needs and leverage shared assets along
 the corridor

WEAKNESSES

- Limited redevelopment opportunities north of NC 54 (with the exception of Glen Lennox)
- Connectivity parallel to and across NC 54
- Challenge of intensification while preserving existing context

OPPORTUNITIES

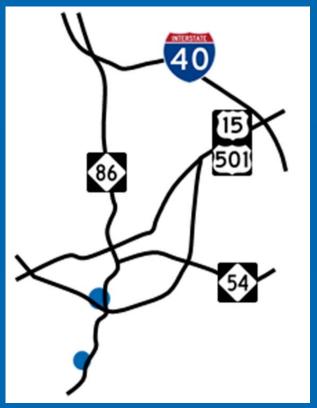
- Gateway corridor enhancements
- Three proposed light rail stops
- Redevelopment at the Friday Center
- Opportunity for higher density development along the extent of the corridor and near the planned light rail transit station in particular
- Enhancing connectivity for all travel modes (pedestrians, bicyclists, transit riders, and vehicles) with street design based on land use context
- Improving traffic flow through parallel road networks (e.g., connection between the Friday Center and East 54 (Preswick Road)
- Improving connectivity across NC 54, particularly between Glen Lennox and East 54

THREATS

- Loss of gateway character, particularly tree canopy
- Traffic management







Focus Area F South 15-501 Gateway / Southern Village P&R



S 15-501 / S. Village P&R









S 15-501 / S. Village P&R



STRENGTHS

South 15-501 Gateway

- Recent road improvements on South Columbia Street north of Fordham Boulevard
- Proximity to established neighborhoods
- · Adequate water/sewer capacity

Southern Village Park and Ride

- Proximity to Southern Village
- Proximity to Southern Community Park
- Town-owned
- Well-served by bike lanes and sidewalks
- Adequate water/sewer capacity

WEAKNESSES

South 15-501 Gateway

- Small focus area
- Limited multimodal connections to surrounding neighborhoods
- Traffic congestion on 15-501 (real and perceived)

Southern Village Park and Ride

- Small focus area
- Traffic congestion on 15-501 (real and perceived)

OPPORTUNITIES

South 15-501 Gateway

- General potential for redevelopment
- Current development interest
- Future transit station at Purefoy Road

Southern Village Park and Ride

- General potential for redevelopment
- Southern terminus of the bus rapid transit line
- Town ownership
- Enhancement of the existing park and ride facility

THREATS

South 15-501 Gateway

 Current development interest could influence the design and scale of the area

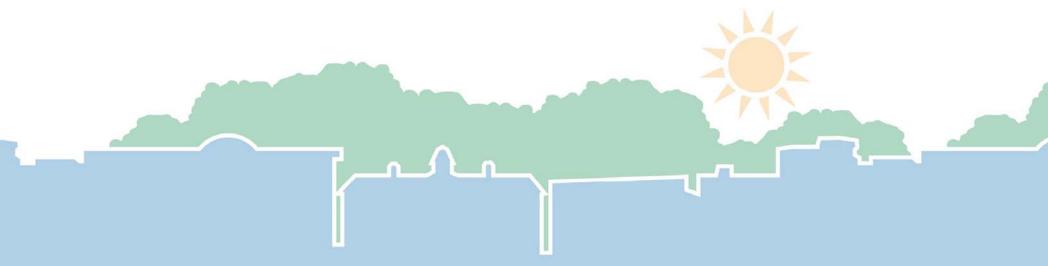
Southern Village Park and Ride

 Possible constraints related to the proximity to Southern Community Park

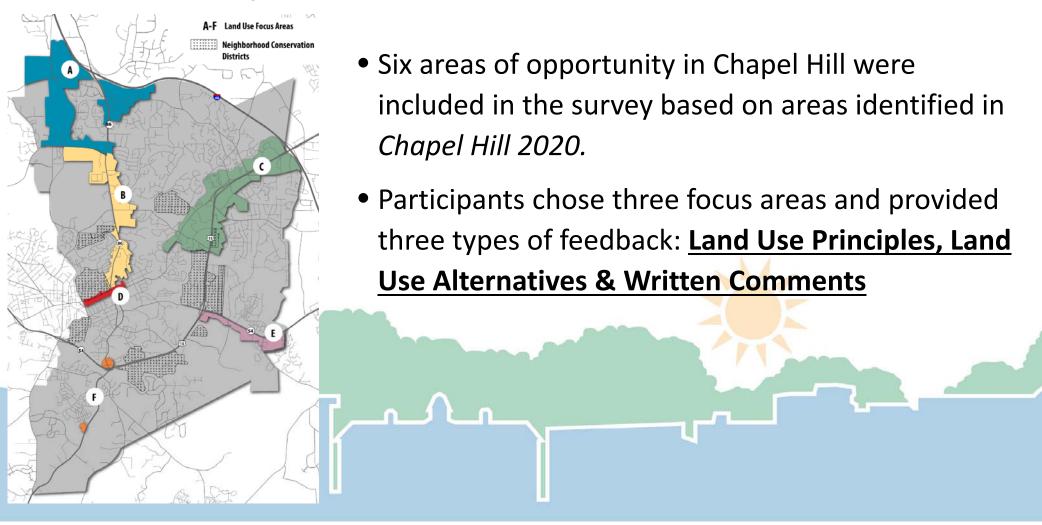
MetroQuest Survey

August 10, 2018 to October 29, 2018





Focus Areas | At a glance...

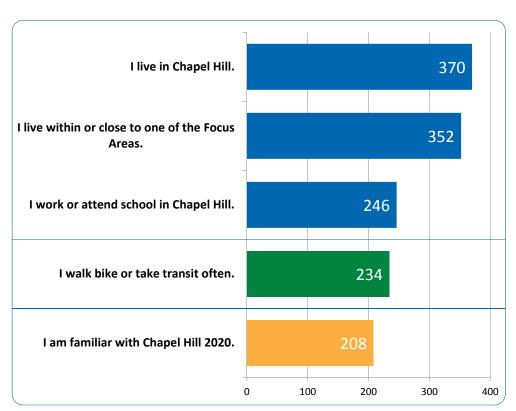


704 participants

16,780 individual data points

1,673 written comments



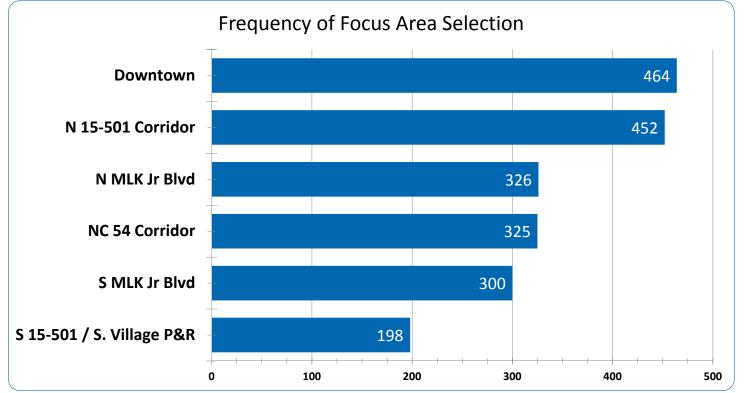




Focus Area Selection









Online Preference Survey – Summary of Results Development Scenarios

In many cases, two scenarios were given for each location



- Approximately ¾ of respondents strongly liked, liked or were neutral about the less dense/intense option
- Approximately ½ of respondents liked or strongly liked the more dense/intense option
- Generally speaking, the more dense/intense option produced more polarizing results



N MLK Jr Blvd

Eubanks Road



50% of respondents like or strongly like this option

46% of respondents like or strongly like this option

Weaver Dairy Road

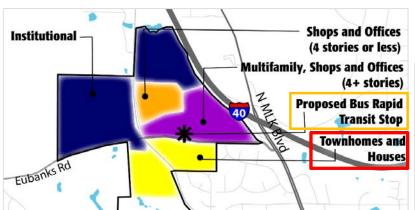


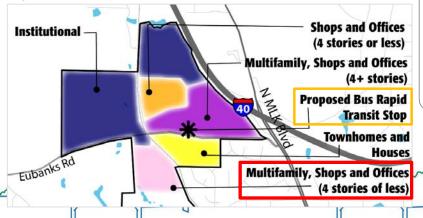
54% of respondents like or strongly like this option

42% of respondents like or strongly like this option

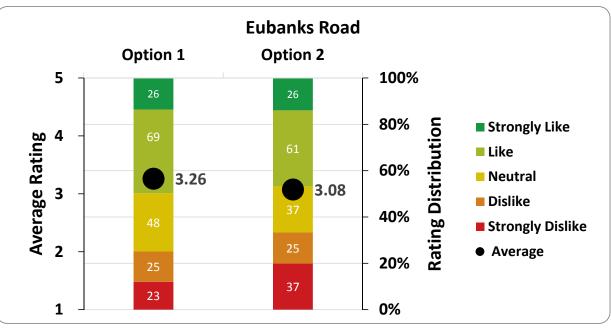
N MLK Jr Blvd | Eubanks Road

Option 1



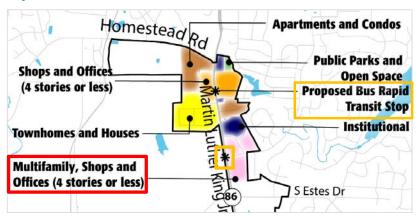


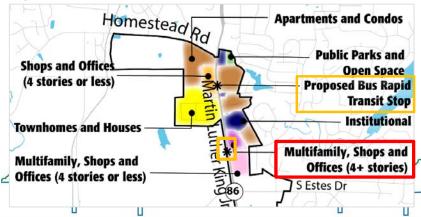




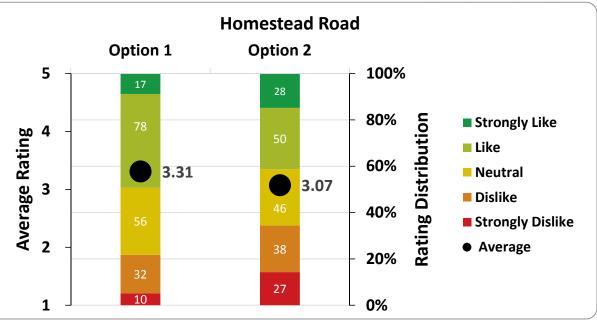
S MLK Jr Blvd | Homestead Road

Option 1









Homestead Road

S MLK Jr Blvd

Option 1

Shops and Offices
(4 stories or less)

Townhomes and Houses

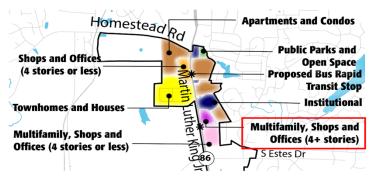
Multifamily, Shops and
Offices (4 stories or less)

Apartments and Condos

Public Parks and
Open Space
Proposed Bus Rapid
Transit Stop
Institutional

S Estes Dr

Option 2



49% of respondents like or strongly like this option

41% of respondents like or strongly like this option

South of Hillsborough Street

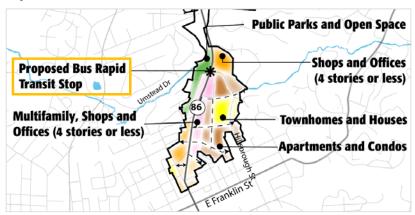


48% of respondents like or strongly like this option

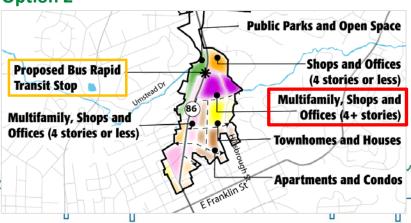
53% of respondents like or strongly like this option

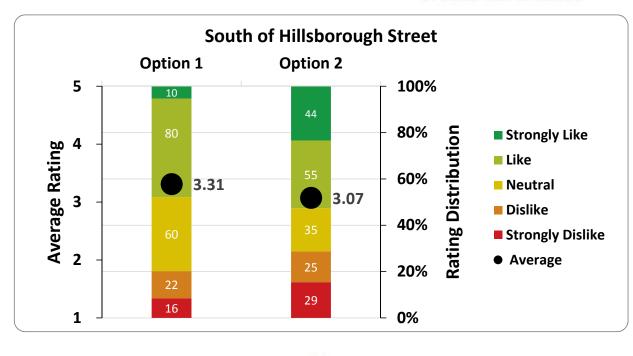
S MLK Jr Blvd | South of Hillsborough Street

Option 1









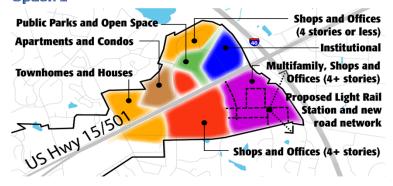
ChartingOurFuture.info

A Land Use Initiative

North 15-501 Corridor

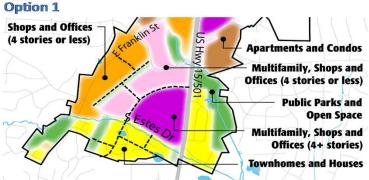
Gateway Station

Option 1

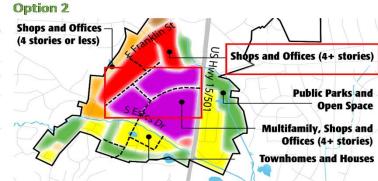


58% of respondents like or strongly like this option

University Place



47% of respondents like or strongly like this option

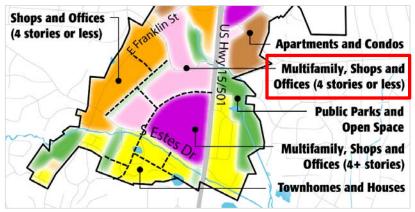


45% of respondents like or strongly like this option

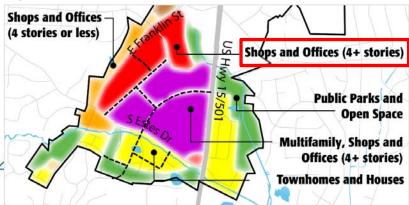
North 15-501 Corridor | University Place

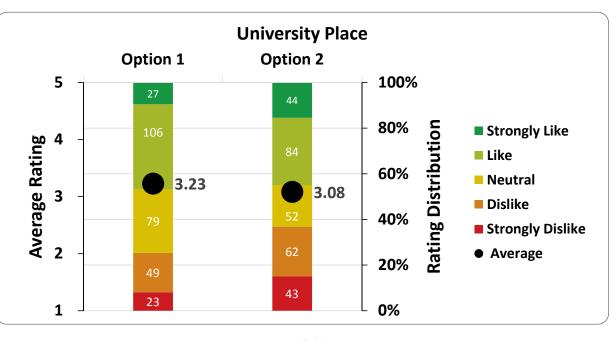
Option 1





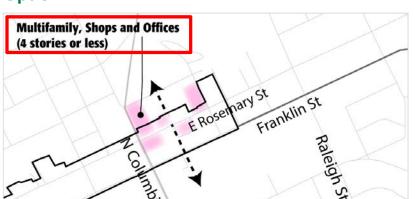


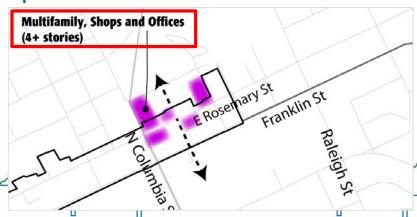




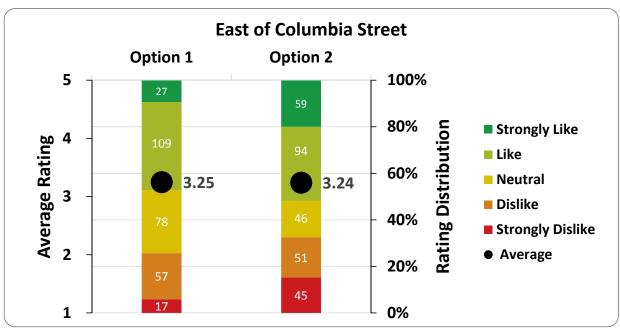
Downtown | East of Columbia Street

Option 1



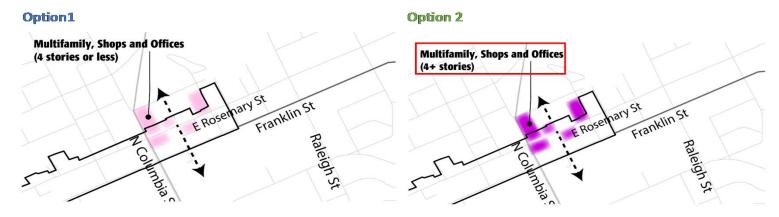






Downtown

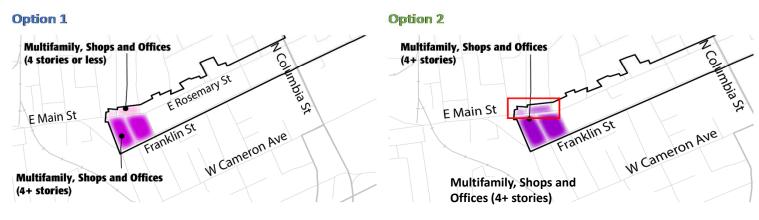
East of Columbia Street



47% of respondents like or strongly like this option

52% of respondents like or strongly like this option

Graham Street

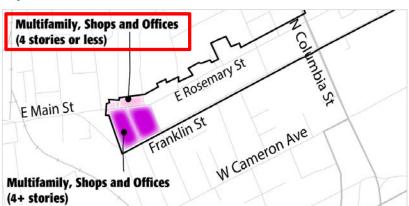


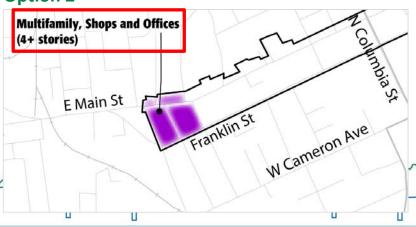
55% of respondents like or strongly like this option

38% of respondents like or strongly like this option

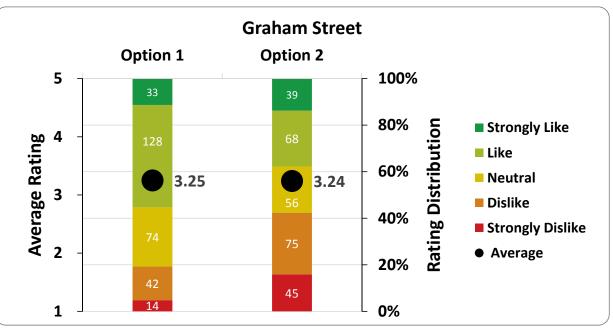
Downtown | Graham Street

Option 1





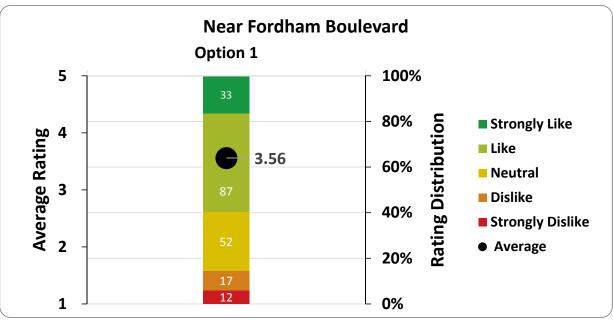




NC 54 Corridor | Near Fordham Boulevard









NC 54 Corridor

Near Fordham Boulevard

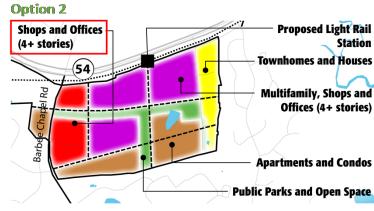


60% of respondents like or strongly like this option

Barbee Chapel Road

Shops and Offices (4 stories or less) Multifamily, Shops and Offices (4+ stories) Shops and Offices (4+ stories) Apartments & Condos Public Parks & Open Space

52% of respondents like or strongly like this option

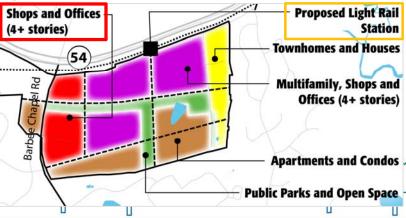


38% of respondents like or strongly like this option

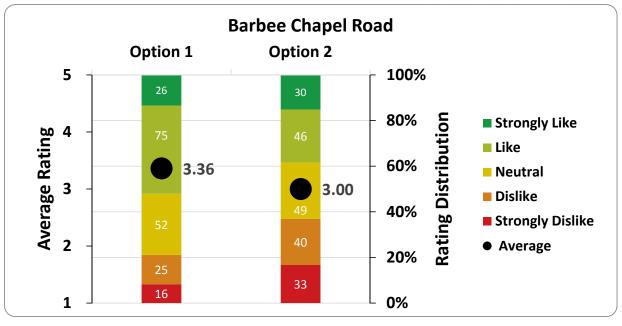
NC 54 Corridor | Barbee Chapel Road

Option 1

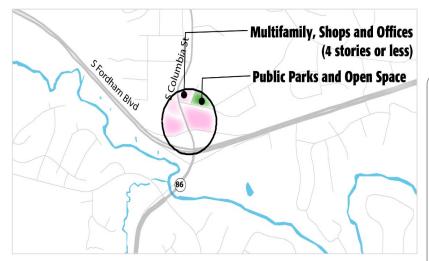




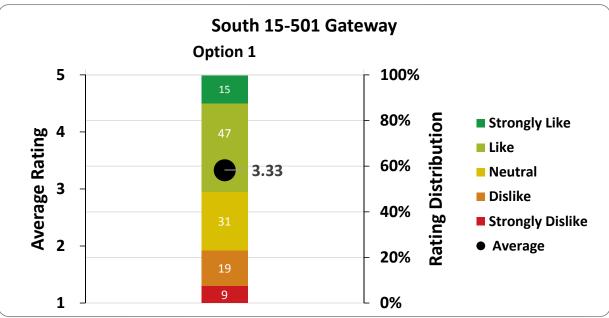




S 15-501 / S. Village P&R | Gateway



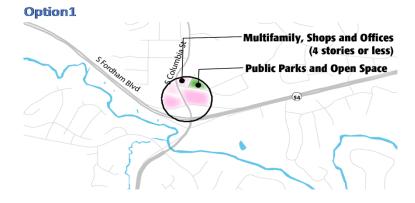






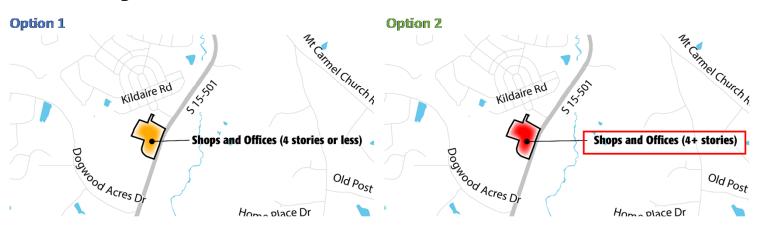
S 15-501 / S. Village P&R

S 15-501 Gateway



51% of respondents like or strongly like this option

Southern Village Park and Ride



43% of respondents like or strongly like this option

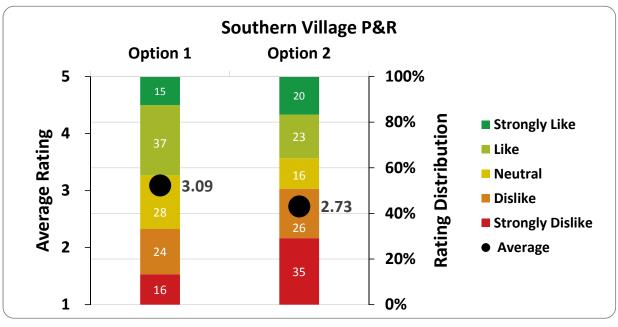
36% of respondents like or strongly like this option

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

Option 1







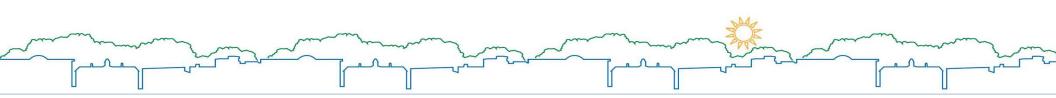


Homa place Dr

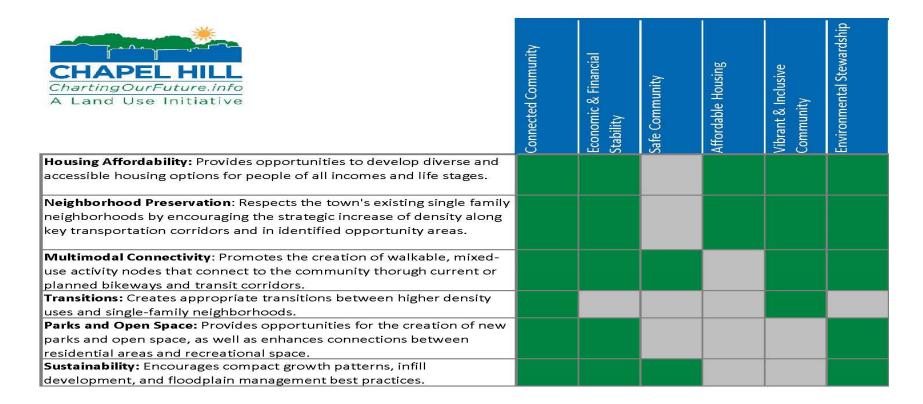
Online Preference Survey – Areas of Agreement

Written Comments

- Stormwater/Flooding Considerations
- Traffic Concerns
- Need for affordable housing
- Street Trees & Tree Canopy
- Need for:
 - Parks
 - Greenway/Multi-modal Mobility Options
 - Public spaces Places to make unintentional connections
- Bus service that serves more than students



Consensus and Goals



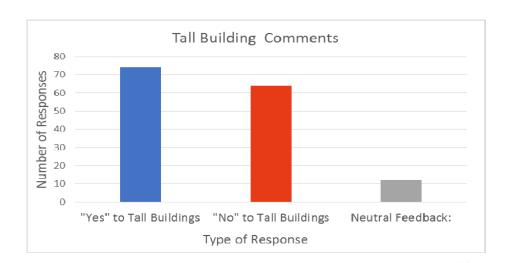


Online Preference Survey – Areas Lacking Consensus

Written Comments

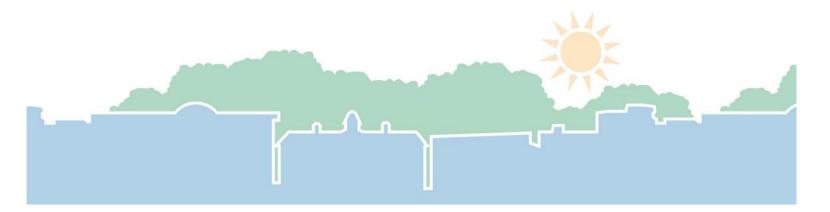


	"Yes" to Tall Buildings	"No" to Tall Buildings	Neutral Feedback:	Total:
Number of Responses	74	64	12	150



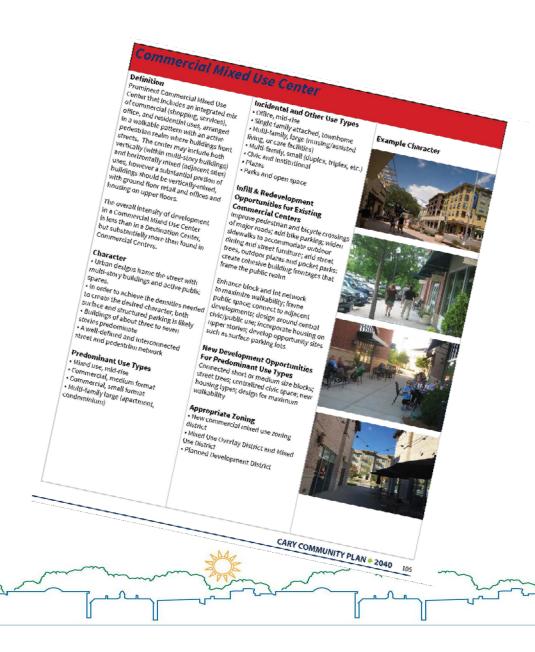
Future Focus Determination January 9, 2019





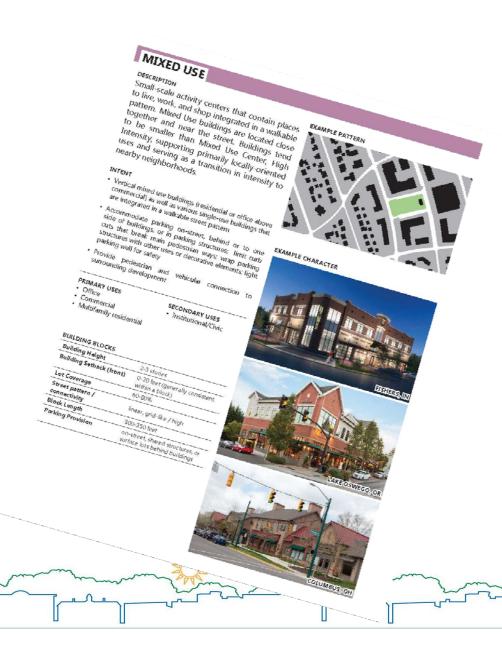
Character & Use Type Cary Example

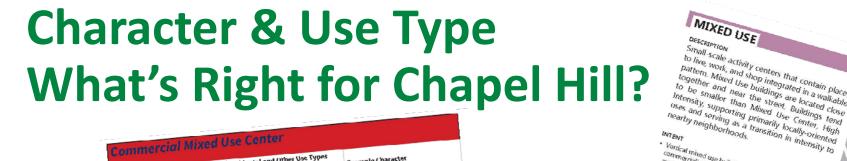
- Definition
- Character
- Predominant Use Types including Intensity/Density
- Other Appropriate Use Types
- Opportunities Presented by Redevelopment & New Development
- Example Character



Character & Use Type Greenville Example

- Description
- Intent
- Primary Uses
- Development Details
- Example Pattern & Character





Commercial Mixed Use Center

Prominent Commercial Mixed Use Center that includes an integrated mix of commercial (shopping, services), office, and residential uses, arranged in a walkable pattern with an active pedestrian realm where buildings front streets. The center may include both vertically (within multi-story buildings) and horizontally mixed (adjacent sites) uses, however a substantial portion of buildings should be vertically mixed, with ground floor retail and offices and housing on upper floors.

The overall intensity of development in a Commercial Mixed Use Center Is less than in a Destination Center, but substantially more than found in Commercial Centers.

. Uthan designs frame the street with multi-story buildings and active public

to create the desired character, both surface and structured parking is likely Buildings of about three to seven stories predominate

· A well defined and interconnected street and pedestrian network

Predominant Use Types

 Mixed use, mid-rise · Commercial, medium format Commercial, small format Multi-family large (apartment, condominium)

Incidental and Other Use Types

- · Office, mid-rise · Single family attached, townhome · Multi-family, large (nursing/assisted living, or care facilities)
- · Multi-family, small (duplex, hiplex, etc.) · Civir and Institutional
- · Parks and open space

Infill & Redevelopment Opportunities for Existing Commercial Centers

Improve pedestrian and bicycle crossings of major roads; and blke parking; widen sidewalks to accommodate authors dining and street furniture; add street trees, outdoor plazas and pucket parks: create cohesive huilding frontages that frame the public realm

Enhance block and Int network to maximize walkability, frame public space; connect to adjacent developments; design arrand central In order to achieve the densities needed
 conclubility use; incorporate housing on such as surface parking lots

New Development Opportunities For Predominant Use Types

Connected short or medium size blacks: strect trees; centralized civic space; new housing types, design for maximum walkability

Appropriate Zoning

- New commercial mixed use zoning · Mixed Use Querlay District and Mixed
- Use District
- . Planneti Development District

Example Character











DESCRIPTION

Small-scale activity centers that contain places
to the second and characteristic and about about Small-scale activity centers that contain places to five work, and shop integrated in a walkable and the abuilding are located down to live, work, and snop integrated in a warkdome formers. Mixed Use buildings die located close order of the strength of the s

Pattern, Makea Use Dundings are located close together and near the street Buildings tend





Future Focus Determination

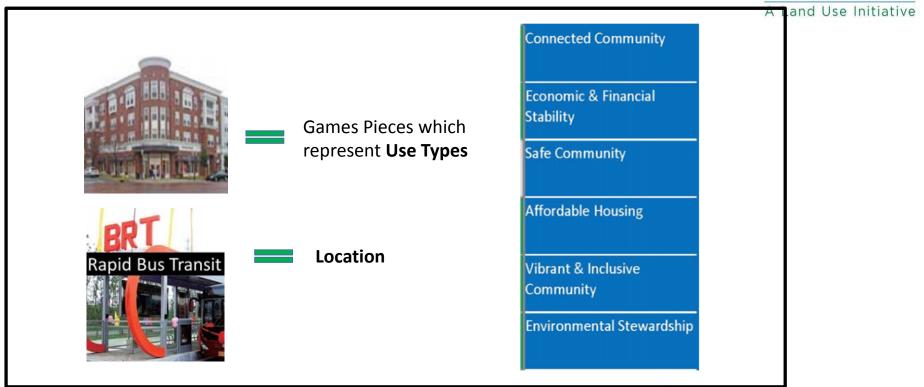
Deciding Use Types





Future Focus Determination Considerations for the Game





Future Focus Determination - Rules of the Game

- Focus Areas have different characters & may have different Use
 Types
- All Focus Areas will have a GREAT Streetscape, including trees
- Appropriate transitions to neighborhoods

Look to the year 2049 – Plan for the middle of the 21st Century

Connected Community

Economic & Financial Stability

Safe Community

Affordable Housing

Vibrant & Inclusive Community







Future Focus Determination Playing the Game

- Use Type Pieces Place the appropriate use types on each Focus Area Map
- Red Dots Objection Dots
- Green Stars Place where parks/open space should be located
- Post it Notes Character Notes

Connected Community

Economic & Financial Stability

Safe Community

Affordable Housing

Vibrant & Inclusive Community



Future Focus Determination

Use Type Choices - Residential



Townhomes & Houses

Apartments - 4 stories or less





Apartments – 5 or more stories

Connected Community

Economic & Financial Stability

Safe Community

Affordable Housing

Vibrant & Inclusive Community



Future Focus Determination Use Type Choices - Non-Residential



Shops & Offices – 4 stories or less

Shops & Offices – 5 or more stories



Connected Community

Economic & Financial Stability

Safe Community

Affordable Housing

Vibrant & Inclusive Community



Future Focus Determination Use Type Choices – Mixed Use





Multifamily, Shops & Offices - 4 stories or less

Connected Community

Economic & Financial Stability

Safe Community

Affordable Housing

Vibrant & Inclusive Community

Environmental Stewardship

Multifamily, Shops & Offices 5 or more stories



Future Focus Determination Playing the Game

- Use Type Pieces Place the appropriate use types on each Focus Area Map
- Red Dots Objection Dots
- Green Stars Place where parks/open space should be located
- Post it Notes Character Notes

Connected Community

Economic & Financial Stability

Safe Community

Affordable Housing

Vibrant & Inclusive Community



Charting Our Future Next Steps



