

The Charting Our Future project team hosted a public workshop and six focus group sessions during a two-day event (September 12 and 13, 2019). This document provides a summary of key takeaways and notes from the workshop and focus group sessions.

Summary of Key Takeaways

The following matrix shows key takeaways and general themes. Some of the themes were mentioned at multiple meetings and noted with a check mark (☑). The lack of a check mark does not necessarily imply a lack of support. Instead, it indicates that the general statement was not a topic of conversation at that session.

<i>Theme / General Statement</i>	Public Workshop	UNC / UNC Hospital	Partner Agencies	Planners / Engineers / Architects	Developers	Local Businesses	Non-Profits
<i>Suggested changes to the focus area boundaries.</i>	☑	☑		☑	☑	☑	
<i>Prefer the character types be less prescriptive. Character types titles and descriptions should be revisited.</i>	☑	☑	☑	☑	☑	☑	
<i>FLUM should provide flexibility and the LUMO should provide specifics.</i>	☑	☑		☑	☑	☑	
<i>LUMO should specify the desired ratios for different uses within a mixed-use district.</i>		☑	☑	☑	☑	☑	
<i>University ownership and university use should be clarified in the document.</i>		☑					
<i>Downtown is likely to be future location for private student-focused housing. Describing multifamily housing as “student-focused” should be revisited.</i>		☑		☑	☑	☑	
<i>It needs to be clear this is a long-term plan and that much of the Town will remain unchanged.</i>	☑			☑	☑	☑	
<i>The Rosemary Street corridor should be revisited (with the understanding that the NCD is limiting).</i>				☑	☑	☑	
<i>Prefer more height downtown.</i>				☑	☑	☑	
<i>The intent of downtown should extend north on MLK Boulevard to Hillsborough Street.</i>	☑	☑		☑	☑	☑	



Public Workshop Notes

The following text was transcribed from written comments provided at the workshop on September 12, 2019. Participants also used green (principles they agree with) and red (principles they feel need more work). The tally of dots is shown below. Note: The following list includes only those principles that received at least one dot. A full list of draft principles is available under separate cover.

North MLK Jr. Boulevard

- Options for housing for people 38% AMI
- Habitat connectivity and wildlife corridors need to be considered with changing land uses and increases in density
- Need more parks, not just protecting current open spaces
- Cut through roads, especially where “stay outs” have been designated for future road extensions, must be used to reduce doubled in and out driving miles

Principles

Placemaking, Street Character, and Urban Form

- A cohesive street design along Martin Luther King Jr. Boulevard—from I-40 to downtown—should be achieved through landscaping, building placement, and design standards. - G 1
- Additional and connected public and green spaces should be provided as existing retail centers such as Chapel Hill North and Timberlyne Shopping Centers are redeveloped into multi-story developments. - G 2
- Buildings should be located closer to Martin Luther King Jr. Boulevard with wide, shared and continuous multimodal paths to enhance walkability and frame the gateway corridor.- G 2
- The Focus Area is characterized by its inviting streetscapes that blend the aesthetics of the built environment with mature tree canopies within the public right-of-way and as a part of private development. Maintain this quality by preserving key vegetative areas and implementing new street tree plantings to support this character, shade sidewalk, and help frame the public realm.- G 1

Density and Intensity

- Leverage future transit service by increasing density and intensity within new developments near planned transit stations. - G 1
- Higher density mixed-use centers should have appropriate building height, landscape, connectivity, and transitions to residential neighborhoods. - G 2

Land Use

- Diverse and accessible housing options with a range of product types and affordability for people of all incomes and life stages should be promoted, particularly in proximity to existing and future transit service. - G 2
- Displacement mitigation strategies will be necessary should existing manufactured home parks in the Focus Area be redeveloped. - G 1

Connectivity and Mobility

- Connectivity between commercial destinations and residential areas east of Martin Luther King Jr. Boulevard should be a priority. - G 1
- Bicycle, pedestrian, and multimodal links for existing development and new development/redevelopment should be emphasized to fully leverage transit service. - G 4
- Surface parking between buildings and primary streets should be avoided. - R 1

Environmental

- Sustainable site development using best management practices that minimize or reduce the impact of impervious cover should be encouraged. - G 2
- Old Field Creek should be positioned as a protected natural amenity adjacent to shops, offices,



and multifamily properties. The creek should be incorporated into site design where appropriate. - G 4

- Green building concepts—such as sustainable siting, energy efficiency, water efficiency, and sustainable construction materials—should be encouraged. - G 4

South MLK Jr. Boulevard

- Take Windsor Circle out of the FLUM. We are unique, organized, involved on community activities, and connected to one another.
- Windsor Circle must be removed. It is a uniquely diverse neighborhood. It has only one access at the moment and that's dangerous with the even the current traffic.
- Please take out our neighborhood out of the project.
- The FLUM purpose statement says that it is trying to reduce encroachment of student housing on existing neighborhood, so is it being redesigned for townhomes? Please take Windsor Circle off the FLUM.
- Please make on change or suggested change for density of Windsor.
- Take our neighborhood out of the FLUM. It is a very cohesive neighborhood.
- These neighborhoods closer to town that have already started transitioning to rentals that seem like a better choice than Windsor Circle for townhome destination. Windsor Circle is a very established engaged community. Please a take us off FLUM!
- Please take the Windsor Circle off of the FLUM Plan ASAP. As a single mom, I was able to raise my children with the support of our close community.
- Windsor circle has a character and vibrancy uncommon in most neighborhoods. Population is diverse is age and type of residents. Homes reflect an era worthy of protection.
- Please take Windsor Circle off your future planning map. This is a vibrant neighborhood that enhances our community in its present form.
- Don't build student housing near Estes- MLK Jr. Encourage UNC to keep students in housing on campus.
- Stay out of my back yard!
- Around Estes- MLK Jr small area plan asked for low buildings and green space. Keep to that! Not 6 stories. 3 stories is enough.
- Does this plan honor the work of the Central West Small Area Plan? It should.
- Take Windsor Circle out of the plan! We all live happy there.
- Work with UNC-CH to provide housing options on campus.
- Just insert Central West Plan here
- Change some of housing to green space surrounded by low buildings for offices, stores.
- No apartments up to 6 stories around MLK- Barclay.
- No townhomes in Windsor Circle. Glen Heights!
- Whatever you can do to help connect Bolin Creek Trail safely across MLK.
- Windsor Circle: established, older, vibrant, healthy, moderately priced, single family home community, diverse residents. Why was this neighborhood included on the map. This neighborhood should be taken off.
- Hillsborough Street is too hilly and narrow to absorb what is going up now (Union Apartments) let alone continue with older apartments getting knocked down and replaced by taller structures. You will need more turning space and Hillsborough Street will need to be widened.
- Connectivity is vital to safety and convince. Chapel Hill particularly lacks East-West connections roads.
- For Chapel Hill to remain a desirable place to live for all socio-economic levels we would like to see increased bike lanes, trails slower speeds, greenway connectivity to shopping areas, pedestrian friendly design.
- For Chapel Hill to remain a desirable place to live for all socio-economic levels what is the plan to attract larger employers to the area? It seems Raleigh, Durham, Morrisville have figured it out. Are we missing something here in the diversity we say we embrace?
- Townhomes are a bit less costly to build and often cost less to heat and cool because of shared walls. Instant opposition to anything not single family is often inefficient in many ways!



- Green spaces disappearing at an alarming rate in this area. Can't we plan to keep more trees?
- Are you planning to eliminate the Y? also are you looking at the actual topography in the Hillsborough/MLK corridor? Not really suited to make pleasing human scale development on these hills.

Principles

Placemaking, Street Character, and Urban Form

- A cohesive street design along Martin Luther King Jr. Boulevard, from I-40 to downtown, should be achieved through landscaping, building placement, and design guidelines. - R 1
- Building, site, and landscape design should be integrated with bus rapid transit stops. - G 3
- The character of the surrounding neighborhoods should be preserved while providing multimodal connections to new destinations, amenities, and public spaces. - G 4
- Buildings should be located closer to Martin Luther King Jr. Boulevard with wide, shaded and continuous multimodal paths to enhance walkability and frame the gateway corridor. - G 3 R 1
- Building placement for the portion of the corridor south of Hillsborough Street should reinforce an extension of the urban character found in Downtown Chapel Hill. - G 1 R 1
- The Focus Area is characterized by its inviting streetscapes that blend the aesthetics of the built environment with mature tree canopies within the public right-of-way and as part of private development. Maintain this quality by preserving key vegetative areas and implementing new street tree plantings to support this character, shade sidewalks, and help frame the public realm. - G 2
- Active frontages are encouraged to create vibrancy and ensure pedestrian activity over time. These frontages should consider the placement of buildings on the site, the location of primary building entrances, streetscapes, and pedestrian-scaled amenities. In some cases, active frontages may mean that retail and services should be allowed on the first floor within the Apartment character type. Active frontages in this Focus Area should include the intersections of Martin Luther King Jr. Boulevard at Homestead Road and Estes Drive as well as along Martin Luther King Jr. Boulevard south of Bolin Creek. (See Activated Street Frontage Map.) - R 2

Density and Intensity

- Leverage future transit service by increasing density and intensity within new developments near planned transit stations. - G 2
- New developments should include variable heights and densities in response to existing land uses and natural features such as site-specific terrain, tree height, and tree stands. - G 3 R 1
- Higher density and intensity should be encouraged along Martin Luther King Jr. Boulevard extending from downtown to Hillsborough Street. - G 2 R 1

Land Use

- Future uses along the corridor should encourage student-focused housing to limit the encroachment of student housing on adjacent single-family neighborhoods. - G 10 R 1
- This area should encourage mixed-income housing near transit stations and within mixed-use centers while encouraging locally-based businesses, through economic development initiatives, that provide services to the surrounding community. - G 5
- Commercial infill and redevelopment should be bicycle and pedestrian-friendly and connected to the larger multimodal network. - G 4
- Displacement mitigation strategies will be necessary should existing manufactured home parks in the Focus Area be redeveloped. - G 6
- Residential uses that are likely to attract students are appropriate in locations within proximity to transit and prioritize access to shopping and convenience to campus. These locations include near the intersection with Homestead Road and Estes Drive and south of Hillsborough Street. - R 2

Connectivity and Mobility

- Street design should calm traffic using a variety of means including landscaping and high visibility crosswalks, especially south of Bolin Creek as you approach the core downtown area. - G 4
- New roadway and multimodal connections should be designed to accommodate pedestrians, bicycles, and transit vehicles where appropriate, particularly in proximity to the corridor's future



bus rapid transit stops. - G 5

- Parking strategies, such as consolidating parking in strategic locations, should encourage people to park once and walk from one destination to another within in mixed-use activity nodes. Likewise, property owners who have different peak hours of parking demand should share their parking spaces with one another. - G 3 R 1

Environmental

- Sustainable site development that facilitates the use of best management practices that minimize or reduce the impact of impervious surface should be encouraged. - G 5
- Future decisions should minimize disruption to the natural features such as Bolin Creek while making connected open spaces available for people's use and enjoyment. The creek should be incorporated into site design where appropriate. - G 5
- Some developed properties along Bolin Creek should transition to open space. - G 6
- Green building concepts such as sustainable siting, energy efficiency, water efficiency, and sustainable construction materials should be encouraged. - G 7

North 15-501

- Plan should acknowledge Marriott Hotel at Erwin and Fordham
- Please acknowledge: Sheraton Hotel (10 million Reno just started). Existing office on Legion Road next to Sheraton.
- Need future BRT on more than just MLK (since this goes out to 2049)
- 6 stories are far too tall. We need to limit growth more sustainably

Principles

- Better connection to Library from bus routes on Franklin St. More visible, welcoming, interesting walk, signage, etc.
- This development plan is not supported by transportation plan.
- Does not seem to account for obvious need in future (and now) for widening Fordham Road.
- The code should limit development to 2-4 stories and require negotiated exceptions above that with substantial concessions up to 6.
- Daylighting creeks where they are under pavement should be in this plan.

Placemaking, Street Character, and Urban Form

- As a gateway from the northeast, additional attention should be given to the form and function of the corridor, including preserving street trees and the orientation of buildings. - G 3
- The Focus Area is characterized by its inviting streetscapes that blend the aesthetics of the built environment with mature tree canopies within the public right-of-way and as part of private development. Maintain this quality by preserving key vegetative areas and implementing new street tree plantings to support this character, shade sidewalks, and help frame the public realm. - G 5
- Redevelopment should feature a more compact and connected urban framework by limiting block lengths, thus ensuring a higher number of intersections per square mile. - G 1
- Site buildings closer to the street to enhance the walkability within the Focus Area. - G 1
- Active frontages are encouraged to create vibrancy and ensure pedestrian activity over time.
- These frontages should consider the placement of buildings on the site, the location of primary building entrances, streetscapes, and pedestrian-scaled amenities. In some cases, active frontages may mean that retail and services should be allowed on the first floor within the Apartment Character Type. Given its vision, active frontages should be a priority throughout the Focus Area. (See Activated Street Frontage Map.) - G 2

Density and Intensity

- Increases in density and intensity above six stories should include desirable community amenities and appropriate transitions to adjacent uses. - R 2





Land Use

- Existing single-use shopping areas should be encouraged to transition over time to mixed-use areas with clear connections to adjacent neighborhoods and developments. - G 1
- Housing choice and housing supply should be increased by encouraging new multifamily housing in locations indicated on the Focus Area map. - G 1

Connectivity and Mobility

- Parking strategies—such as consolidating parking in strategic locations—should encourage people to park once and walk from one destination to another within in mixed-use activity nodes. Likewise, property owners who have different peak hours of parking demand should share their parking spaces with one another. - G 1
- Given the higher density envisioned for this corridor, bicycle and pedestrian mobility within and to the Focus Area should be prioritized. - G 1

Environmental

- The Town should leverage redevelopment as an opportunity to reduce overflows into the Focus Area's historically flood prone locations. - G 4
- The North 15-501 Focus Area should have a greater contribution to the Town's overall urban tree canopy goals. - G 2 *COMMENT: Does this mean more trees in area or more density? If it means more trees, (a green dot was placed on the map.*
- Some developed properties should partially transition to open space, where possible, which may require intensifying development away from restored open space on these properties. - G 1
- Green building concepts such as sustainable siting, energy efficiency, water efficiency, and sustainable construction materials should be encouraged. - G 3

Downtown

- Have you walked along Franklin downtown this summer? Its oppressively hot and dry! Downtown is a heat island desert! We need to repent building so close to the street as the recent new buildings leave more setbacks for vegetation. Keep streets green and shaded for pedestrians. you're building an oven.
- Center (not just nod to) voices and opinions and ideas of Northside community (what are "appropriate transitions?")
- Parking is number 1 to support commerce, businesses, visible signage, is also important to attract and hold onto commercial tax revenue.

Principles

Placement, Street Character, and Urban Form

- Design alleys to serve as functional welcoming pathways and wayfinding. - G 3
- Enhance the visual character of the Franklin and Rosemary Streets with additional plantings and consistent street design elements. - G 1
- Increase tree canopy coverage within and outside the public right-of-way. - G 5
- Establish design guidelines and controls to develop buildings to be compatible in form and proportion with desired character. - G 2
- When new developments are proposed along Rosemary Street, ensure that the proposals are in keeping with the spirit of the West Rosemary Development Guide. - G 2
- Active frontages are encouraged to create vibrancy and ensure pedestrian activity over time. These frontages should consider the placement of buildings on the site, the location of primary building entrances, streetscapes, and pedestrian-scaled amenities. In some cases, active frontages may mean that retail and services should be allowed on the first floor within the Apartment Character Type. Active frontages in this Focus Area should include the full extents of Franklin Street and Rosemary Streets and Columbia Street within the Focus Area. (See Activated Street Frontage Map.) - G 3 R 1
- Improvements to street facades that promote good design and preserve the Town's unique



architectural character should be encouraged. - G 3

Density and Intensity

- Redevelop at a scale and intensity that strengthens Downtown’s capacity to absorb growth and limit impacts to other areas of Town. - G 1
- Appropriate transitions should be incorporated between downtown and the Northside neighborhood. As noted in the West Rosemary Development Guide, when new structures are built along Rosemary Street, incorporate setbacks and stepbacks that respect the adjacent residences. - G 4

Land Use

- Redevelop parking facilities to knit together the urban fabric and enhance the streetscape character and public realm. - G 1
- Allow increased heights within the Focus Area in locations where such height may be necessary to support or encourage stated redevelopment initiatives. - G 2 R 1
- Encourage higher density compatible housing through infill, redevelopment, and adaptive reuse (i.e., the reuse of an existing building for a purpose other than what it was original built for). - G 3 R 1

Connectivity and Mobility

- Encourage safe and attractive multimodal transportation options that leverage the street grid and urban intensity. - G 4
- Connect and widen sidewalks to encourage walkability, where possible. - G 5
- Implement the multimodal network within the downtown area as determined in the Chapel Hill Mobility and Connectivity Plan, particularly with respect to connections to existing trails and on-street bicycle facilities. - G 2
- Encourage appropriate redevelopment of surface parking and parking decks to provide more structured parking solutions for private and public use and further infill development goals that support better streetscape character, scale, and connectivity. - G 2
- Parking strategies should encourage people to park once and walk from one destination to another within in mixed-use activity nodes. Likewise, property owners who have different peak hours of parking demand should share their parking spaces with one another. - G 2
- Surface parking between buildings and primary streets should be avoided. - G 3

Environmental

- Sustainable site development that facilitates the use of best management practices that minimize or reduce the impact of impervious surface should be encouraged, such as use of pervious pavements, solar shade structures, and water efficient landscape palettes. - G 2
- Create urban pocket parks adjacent to the sidewalk zones, specifically in areas prime for public events and festivals. - G 4
- Green building concepts such as sustainable siting, energy efficiency, water efficiency, and sustainable construction materials should be encouraged. - G 4

NC 54

- Calls to continue streets that children can play on are nostalgic- Parks and playgrounds are supported so that children and vehicles won’t collide
- Need BRT stations- if this is going out to 2049





Principles

Placemaking, Street Character, and Urban Form

- Visual assets such as landscaped medians, tree-lined streets, and building facades should be integrated into a coordinated corridor design. - G 1
- Near Fordham Boulevard, the physical character of NC 54 and adjacent development should coordinate with the redevelopment vision of Glen Lennox as established in the Glen Lennox Area Neighborhood Conservation District Plan. - R 1
- The Focus Area is characterized by its inviting streetscapes that blend the aesthetics of the built environment with mature tree canopies within the public right-of-way and as part of private development. Maintain this quality by preserving key vegetative areas and implementing new street tree plantings to support this character, shade sidewalks, and help frame the public realm. - G 1

Density and Intensity

- Develop at a height and scale appropriate to future transit, existing development, and surrounding areas. - G 1
- Density and intensity should be the highest near larger proposed transit stops with transitions to adjacent areas. The density and intensity of this areas should be reconsidered if transit is not constructed. - R 1
- Increases in density and intensity above six stories should include desirable community amenities and appropriate transitions to adjacent uses. - G 1 R 1

Land Use

- Diverse and affordable housing options should be located in areas that connect to existing and future transit service. - G 1

Connectivity and Mobility

- The NC 54 corridor should become more bicycle and pedestrian friendly by closing gaps in the multimodal network and making it easier to traverse NC 54.- G 1
- The future design should yield an attractive, tree-lined, boulevard with a median, where the pedestrian and cyclist realms are protected by the natural landscape and physical barriers. - G 1
- New roadway and multimodal connections should be created to reduce local trips on NC 54 and enhance circulation within new development. - G 1

Environmental

- Preserve and expand linear greenspace so NC 54 offers a greater contribution to the Town's urban tree canopy goals. - G 2
- Green building concepts such as sustainable siting, energy efficiency, water efficiency, and sustainable construction materials should be encouraged. - G 1

South 15-501

- Serious environmental concern

Principles

Land Use

- New housing should be incorporated into the gateway node due to its proximity to future transit service. - G 1

Environmental

- Stormwater management strategies shall be coordinated and applied within the two nodes. - G 2
- Green building concepts such as sustainable siting, energy efficiency, water efficiency, and sustainable construction materials should be encouraged. - G 1

