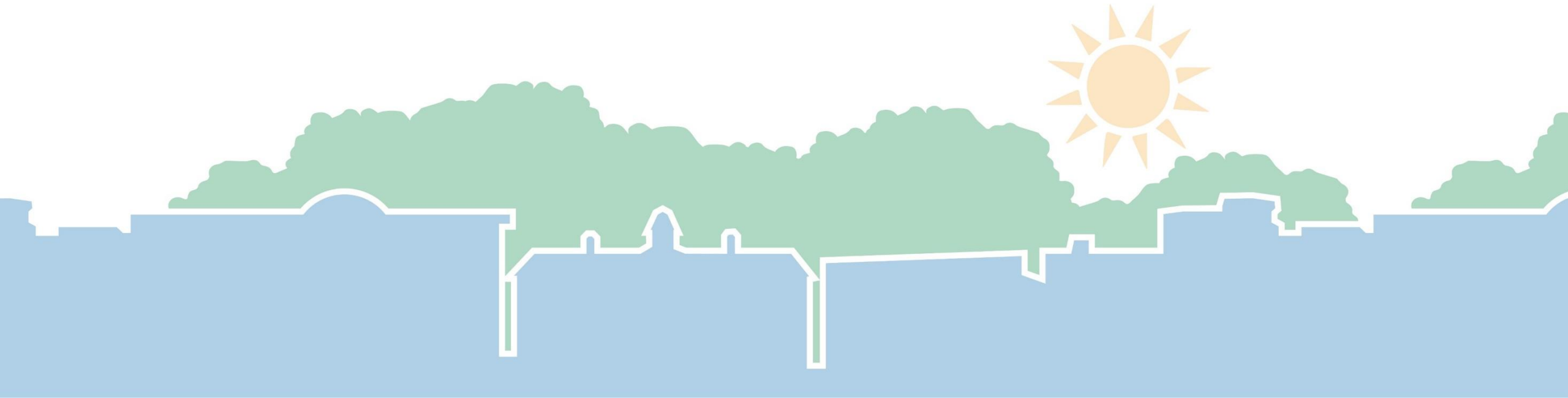


# Town Council

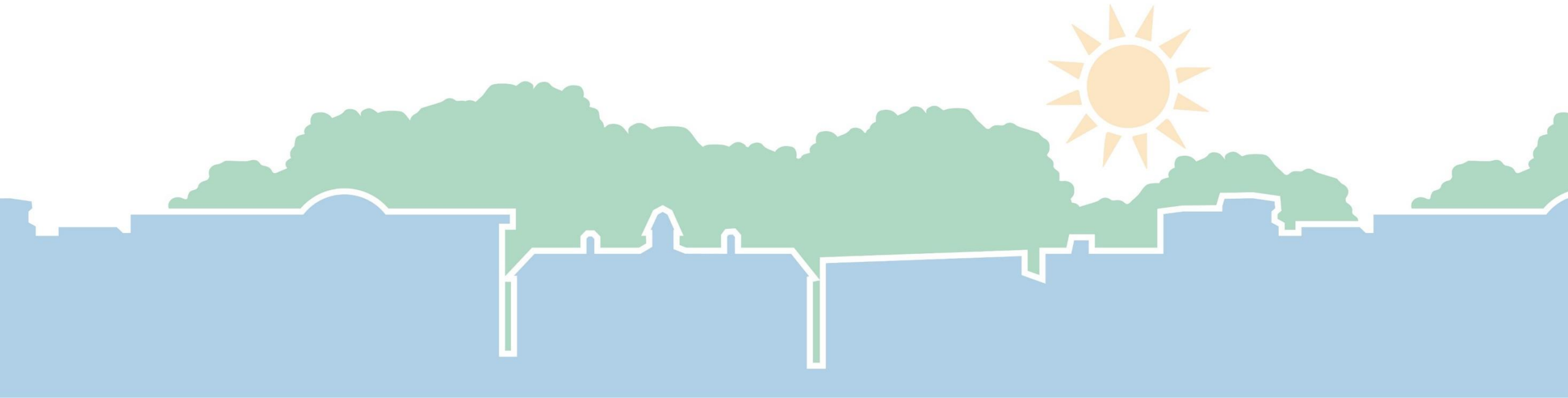
## Feedback on Draft Focus Area Maps

March 4, 2020



**Staff Recommendation:**

**That the Council provide  
feedback on the Draft Focus Area  
Maps**





# Components of the Future Land Use Map

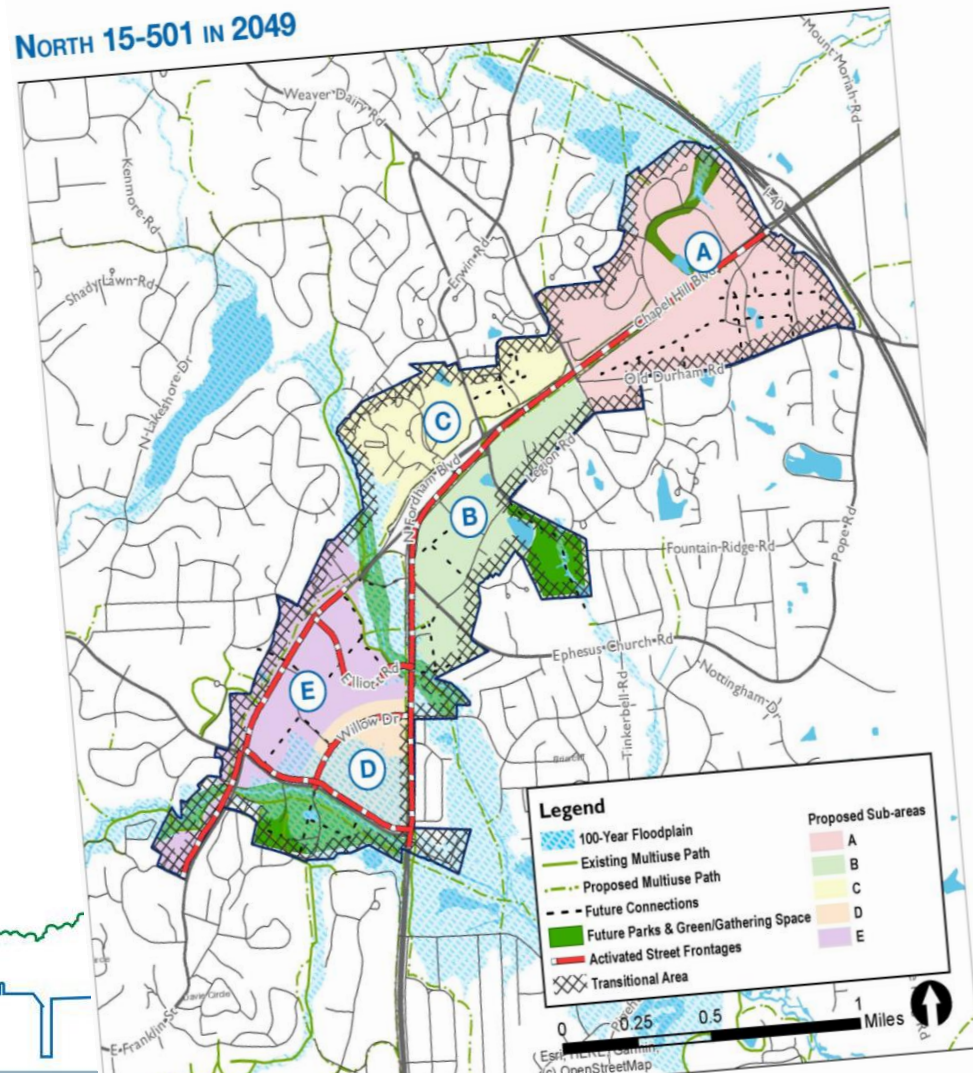
- Explanation of the Future Land Use Map & Its Components
- Guiding Statements
- Map Book
  - Resiliency Assessment Maps (Flooding & Extreme Heat)
  - Long Term Network Facilities Map (Chapel Hill Mobility & Connectivity Plan)
  - Townwide Future Land Use Map
- Individual Focus Area Maps with Focus Area Principles

# New Approach to Focus Area Maps



CHARTING OUR FUTURE  
A Land Use Initiative

## NORTH 15-501 IN 2049



### Character Types and Height

● Primary   ○ Secondary   ⊖ Discouraged

	Sub-Area A	Sub-Area B	Sub-Area C	Sub-Area D	Sub-Area E
Multifamily, Shops & Offices	●	●	○	●	●
Multifamily Residential	●	●	○	●	○
Commercial/Office	●	○	○	●	●
Parks and Green/Gathering Spaces	●	●	○	●	●
Townhouses & Residences	○	○	●	○	○
Institutional/Civic	○	○	○	○	○
Light Industrial	⊖	⊖	⊖	⊖	⊖
Typical Height	Typically up to 4 stories, with 6 stories allowed along activated street frontages and near transit stations	Up to 6 stories fronting 15-501, with 4 stories maximum in the transitional area	Up to 6 stories fronting 15-501, transitioning to 2-4 stories in the transitional area	Up to 4 stories along activated street frontages	Up to 4 stories allowed. Up to 6 stories allowed as a step-back along activated street frontages.

### Definitions

#### Activated Street Frontages

Activated street frontages are frontages where there is an active visual engagement between those in the street and those on the ground floors of buildings or in civic spaces, with no parking between the street frontage and the building/civic space, and lively internal uses visible and accessible from the activated space.

In some cases, active frontages may mean that retail and services should be allowed on the first floor within residential character types. Active frontages may also be encouraged along future connections including multi-modal ones. When creating active frontages, it must be recognized that appropriate activation will differ by place and circumstance.

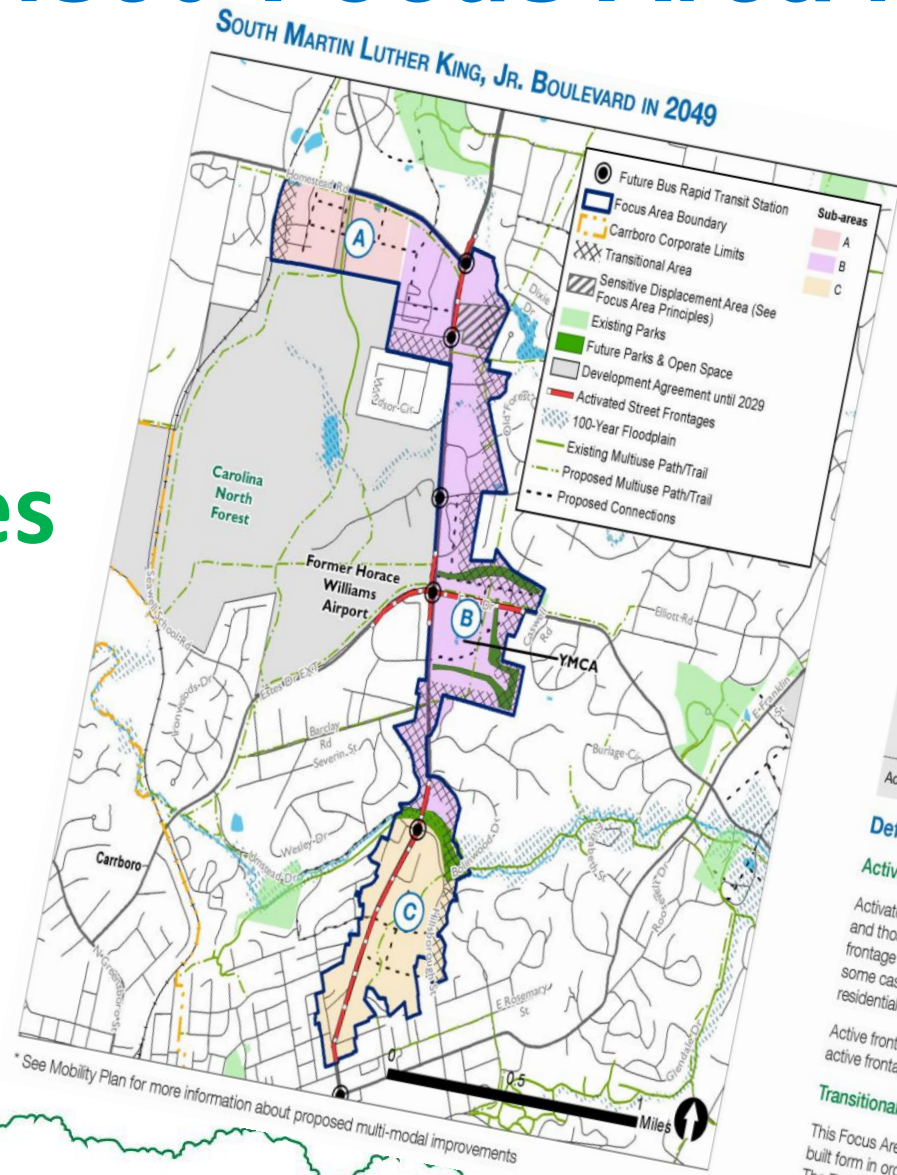
#### Transitional Area

This Focus Area strives for harmonious transitions between different types and intensities of land uses as well as built form in order to help mitigate undesirable impacts that a development might have on an adjacent site or use. The Transitional Area is intended to identify areas where lower-intensity uses or development patterns may be appropriate to create a buffer between higher-intensity development and single-family neighborhoods. For additional direction, see the Guiding Statements.



# Features of Revised Focus Area Maps

- Sub-Areas
- Character Types
- Heights



## Character Types and Height

● Primary (predominate land uses) ○ Secondary (allowed, but not predominate) ⊖ Discouraged

	Sub-Area A	Sub-Area B	Sub-Area C
Multifamily, Shops & Offices	○	●	●
Multifamily Residential	●	●	●
Commercial/Office	●	○	●
Parks and Green/Gathering Spaces	●	○	●
Townhouses & Residences	●	●	○
Institutional/Civic	●	○	○
Typical Height	4 stories	4 stories	4 stories
Transitional Area Height	2-4 stories	2-4 stories	4 stories
Activated Street Frontage	N/A	6 stories	2-4 stories (Adjacent to lower scale residential uses, step backs or other transitional methods are necessary to ensure harmonious transitions) 8 stories, 4 stories at the front setback line

## Definitions

### Activated Street Frontages

Activated street frontages are frontages where there is an active visual engagement between those in the street and those on the ground floors of buildings or in civic spaces, with no off-street parking between the street frontage and the building/civic space, and lively internal uses visible and accessible from the adjacent space. In some cases, active street frontages may mean that retail and services should be allowed on the first floor within residential character types.

Active frontages may also be encouraged along future connections including multi-modal ones. When creating active frontages, it must be recognized that appropriate activation will differ by place and circumstance.

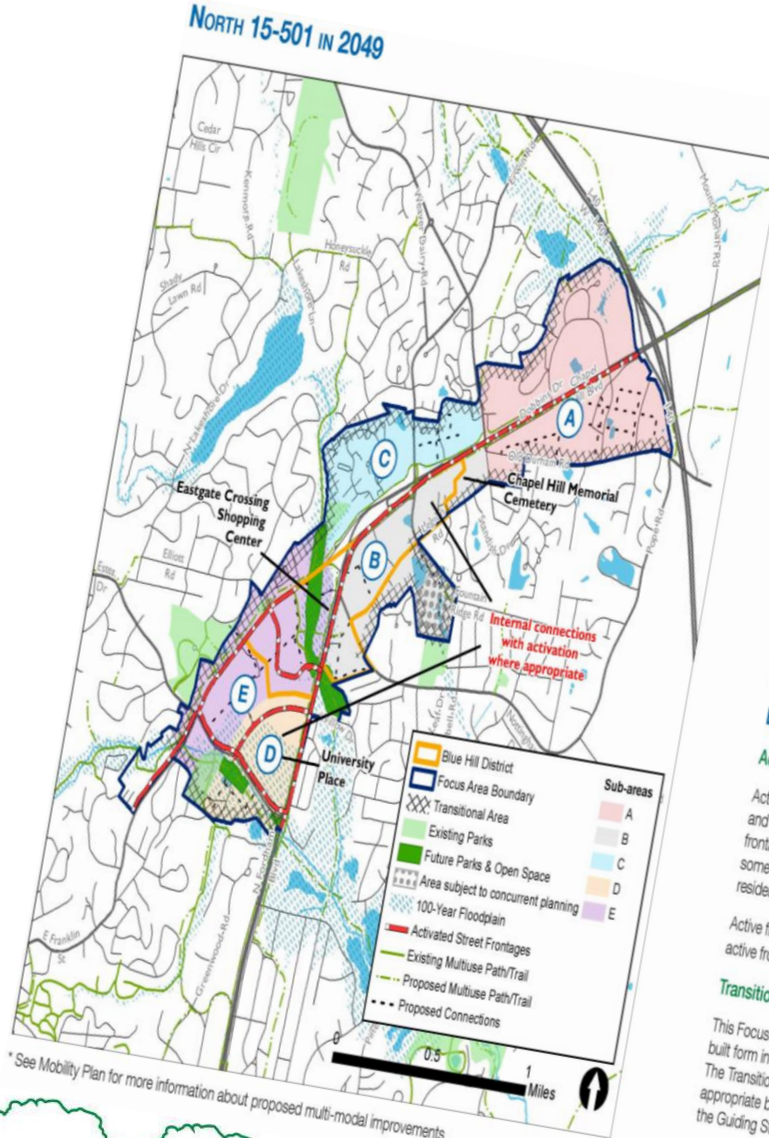
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# Features of Revised Focus Area Maps



- Transition Area
- Activated Street Frontages



### Character Types and Height

● Primary (predominate land uses) ○ Secondary (allowed, but not predominate) ⊖ Discouraged

	Sub-Area A	Sub-Area B	Sub-Area C	Sub-Area D	Sub-Area E
Multifamily, Shops & Offices	●	○	○	○	○
Multifamily Residential	●	○	○	○	○
Commercial/Office	●	○	○	○	○
Parks and Green/Gathering Spaces	○	○	○	○	○
Townhouses & Residences	○	○	○	○	○
Institutional/Civic	○	○	○	○	○
Typical Height	4 stories	6 stories	4 stories	4 stories	4 stories
Transitional Area Height	Up to 4 stories	Up to 4 stories	Up to 4 stories	Up to 4 stories	Up to 4 stories
Activated Street Frontage	6 stories	6 stories	6 stories	6 stories	6 stories

### Definitions

#### Activated Street Frontages

Activated street frontages are frontages where there is an active visual engagement between those in the street and those on the ground floors of buildings or in civic spaces, with no off-street parking between the street frontage and the building/civic space, and lively internal uses visible and accessible from the activated space. In some cases, active street frontages may mean that retail and services should be allowed on the first floor within residential character types.

Active frontages may also be encouraged along future connections including multi-modal ones. When creating active frontages, it must be recognized that appropriate activation will differ by place and circumstance.

#### Transitional Area

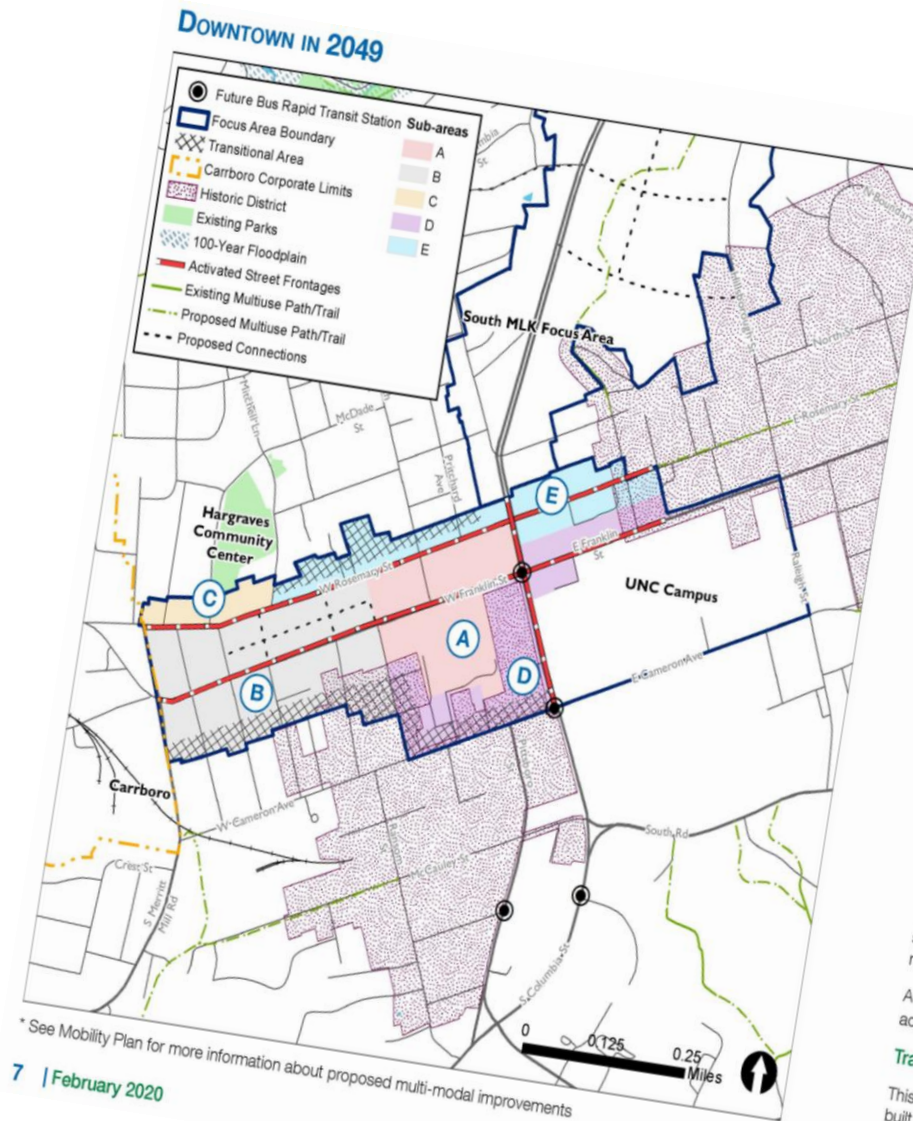
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\* See Mobility Plan for more information about proposed multi-modal improvements



# Downtown

- Sub-Areas
- Building Height & the Public Realm



## Character Types and Height

● Primary (predominate land uses) ○ Secondary (allowed, but not predominate) ⊖ Discouraged

	Sub-Area A	Sub-Area B	Sub-Area C	Sub-Area D	Sub-Area E
Multifamily, Shops & Offices	●	○	●	○	●
Multifamily Residential	○	○	●	○	●
Commercial/Office	●	○	●	○	●
Parks and Green/Gathering Spaces	●	●	○	●	●
Townhouses & Residences	⊖	●	●	●	●
Institutional/Civic	○	○	⊖	○	⊖
<b>Typical Height:</b> (Adjacent to lower scale residential uses, step backs or other transitional methods are necessary to ensure harmonious transitions.)	Setback height of up to 4 stories, with a core height of up to 8 stories	Setback height of up to 3 stories with a core height of up to 8 stories allowed. No more than 4 stories allowed in the transitional area	No more than 4 stories	Core height of up to 6 stories, with a setback height of 3 stories. No more than 4 stories allowed in the transitional area	Up to 4 stories at the front setback. Core height of 8 stories allowed on the south side of E Rosemary and 6 stories on the north side of E Rosemary and along West Rosemary. No more than 4 stories allowed in the transitional area.

### Definitions

#### Activated Street Frontages

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# Next Steps

- ❖ Council Review of Complete Future Land Use Map
  - March 25, 2020
  - May 1, 2020 - CCES
- ❖ Engagement on Future Land Use Map
  - Public Meeting – April 23, 2020
  - Attendance at Boards & Commissions Meetings
- ❖ Adoption at the end of June 2020





## Staff Recommendation:

That the Council provide  
feedback on the Draft Focus Area  
Maps

