

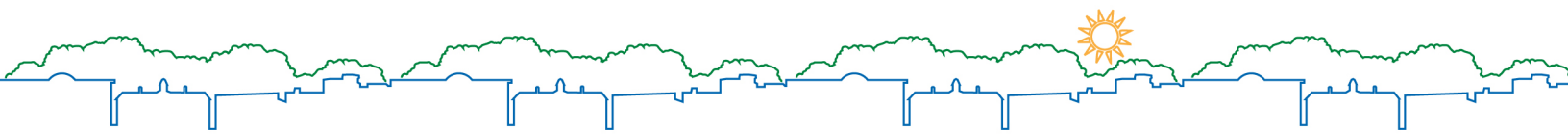
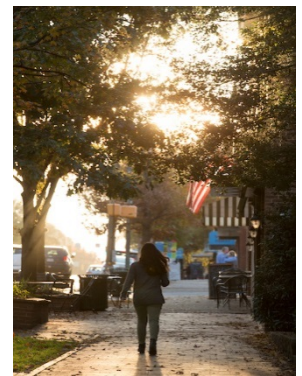
## Guiding Statements - **Creating a vibrant, equitable, resilient future for Chapel Hill**

Charting Our Future is a two-phased process designed to chart the next course for the Town of Chapel Hill. The first phase, refining the Future Land Use Map (FLUM), focuses on the Town's key gateways, corridors, and activity nodes. The future land use designation for most of the Town, including much of the Town's single-family neighborhoods, remains unchanged.

During this phase of the Charting Our Future Project, a thorough review of previous planning efforts was undertaken. A common theme in these plans is the community's understanding that the physical environment of Chapel Hill—its neighborhoods, streets, utilities, and natural resources—deeply affect how people experience life in their Town. These past planning efforts include the creation of the rural buffer and the urban services boundary. These forward thinking efforts sought to limit the Town's ability to sprawl and to maintain the semi-rural landscape that surrounded the Town at the time. Thirty years later, maintaining these sprawl control efforts translate into an opportunity for the Town to mature within our existing boundaries thereby taking advantage of existing infrastructure, transit investments, the benefits of being the home of UNC Chapel Hill, and the cultural enrichment that accompanies diverse communities living in close proximity to each other.

While updating the Town's Future Land Use Map focuses only on a small portion of Town, it is important to define a set of guiding statements that provides direction for the future of Chapel Hill as a whole in order to:

- Respond to the challenges and opportunities confronting Chapel Hill;
- Support the Town's economic development strategies;
- Efficiently utilize existing and planned infrastructure;
- Insure the Town's fiscal well-being;
- Create a sense of place that is unique to Chapel Hill;
- Create compact, mixed use communities focused on transit and multimodal transportation systems that effectively respond to:
  - The challenges of climate change;
  - The need to reduce traffic and the Town's carbon footprint;
  - The desirability of such locations for both households and employers that prefer sites that are walkable and located within vibrant, connected communities; and,
  - The desire for an equitable community where all community members have access to jobs, transit, and places to reside.



**The Guiding Statements are as follows:**

**1. Demonstrate the Town’s commitment to environmental stewardship and resiliency.**

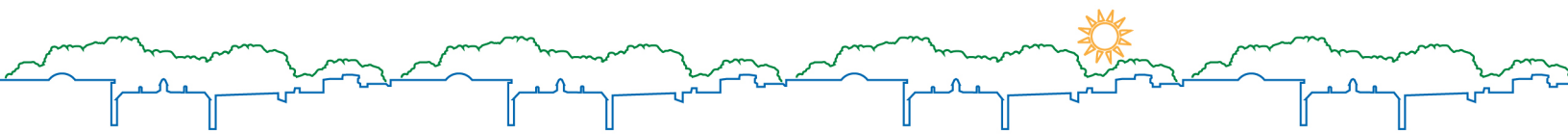
The Town should emphasize sustainable urban design principles that minimize impacts to Chapel Hill’s sensitive natural areas and respond to the threat of climate change by:

- A. Creating a compact community where activities are located closer to one another requiring less time and energy to access the daily needs of life including work, school, commerce, and recreation;
- B. Densifying at strategic locations and mixing land uses. By building up, the Town can absorb development in a more compact manner, support a lively mix of activities, and create nodes that make transit more viable. Permitting a mix of activities along streets shortens trips, enlivens the public realm, and makes possible the day and night usage of shared parking;
- C. Continuing to support transit, transit connections and integrated transit options. Such connections can integrate and knit together all parts of the Town, reduce vehicle miles traveled, and support additional housing units and more intense land uses, like office and retail uses, so that community members may shop and work in their community thereby potentially reducing the carbon footprint attributable to the Town. Transit facilitates the establishment of a prosperous and equitable community that is easily accessible by all;



D. Establishing a tight network of streets and multimodal paths. Creating highly integrated multi-modal connections allows for a variety of mobility options that make trips more direct and reduces vehicular trips. To that end, the Town should continue to promote an active and connected community that provides safe routes to work and school, walkable neighborhoods, and complete bicycle networks; and,

E. Establishing resiliency measures to mitigate flooding concerns within the Town including utilizing “Green Infrastructure,” preserving existing open space, and where possible, developing new open space, daylighting creeks and other covered waterways, and creating connections between the natural areas of the Town.



2. **Encourage a diversity of housing types.** The Town should encourage additional housing options that are more affordable and attractive for households and individuals with a range of incomes. The intent of this statement is to enable:

- A. The development of duplexes, triplexes, and accessory dwelling units in some existing single family neighborhoods. These small scale multi-family uses would fit within the fabric of existing single family neighborhoods and provide additional housing units for the Town;
- B. The development of townhouses at the edge of established neighborhoods to act as a transitional use and provide for an additional housing options; and,
- C. Small lot single-family subdivisions, where appropriate, that utilize the principles of traditional residential design to create compact, livable, and accessible neighborhoods.



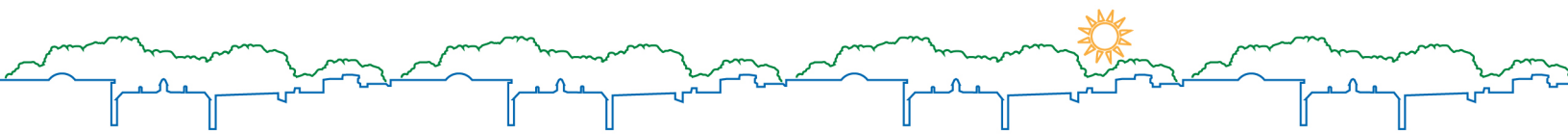
3. **Promote distinctive, safe, and attractive neighborhoods.** The Town should preserve and enhance established neighborhoods by directing growth to multimodal and key transportation corridors facilitating connections to those corridors in order to promote a multi-modal network thereby potentially reducing vehicular trips and increasing mobility options. Such connections should be done with care to minimize through traffic on residential streets.

The intent of this guiding statement is to:

- A. Protect and preserve the Town’s historic neighborhoods;
- B. Preserve and enhance the varied and distinct residential character and integrity of existing residential neighborhoods; and,
- C. Protect neighborhoods from potential adverse impacts associated with adjacent non-residential uses by proper mitigation measures that address scale, massing, traffic, noise, appearance, lighting, drainage, and stormwater.



4. **Cultivate a vibrant and inclusive community.** The Town should encourage new opportunities, through the built environment, that promote a sense of place and community for those who live, work, and visit Chapel Hill. This encouragement includes



the creation of “third places,” meaning those places close to home or work where unintentional connections happen routinely. These unintentional connections may happen on the sidewalk, in pocket parks, and at plazas. To facilitate these opportunities for unintentional connections, the Town will consider:

- A. Intentionally designing the public spaces of the Town including the interface between private properties and the public environment, which most often is the street;
  - B. Methods to weave public space, including plazas and pocket parks, into private projects through public-private partnerships, regulatory incentives, and other creative means;
  - C. Requiring a mixture of land uses, residential; retail; office; civic, adjacent to each other or stacked vertically in certain strategic locations to invigorate certain streets;
  - D. Enabling the creation of publicly accessible spaces that contain seating, access to food, Wi-Fi, and landscape elements, especially near transit locations; and,
  - E. Proactively planning for the location of publicly accessible spaces in each Focus Area.
5. **Direct investment along key transportation corridors.** The Town should encourage density and intensity in a mixture of uses along key transportation corridors and established activity nodes or centers with particular emphasis at future transit stations.

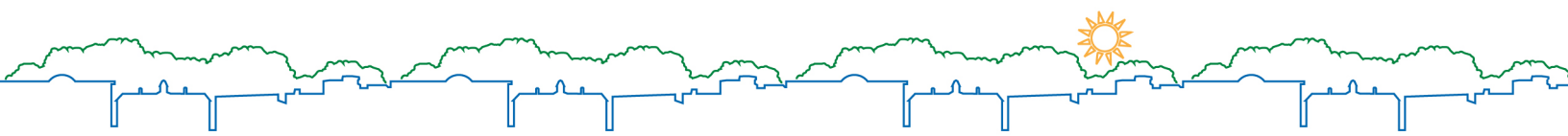


The intent of this guiding statement is to concentrate the siting of high-density housing, mid-rise office, and more intense mixed use development at targeted locations in order to achieve highly functional, walkable destinations.

6. **Support and facilitate economic development, including job creation, through redevelopment and infill development.** To support economic development policies, Chapel Hill will support and facilitate redevelopment and infill development. The intent of this policy is to proactively address the fact that future economic development will need to occur, most often, on infill and/or redevelopment sites. Accordingly, this policy is intimately tied to Chapel Hill’s future economic health and the Town’s ability to accommodate employment centers.



Any redevelopment or infill projects should be designed in a manner to complement surrounding properties and to efficiently utilize and capitalize on existing public infrastructure, such as roads, water, sewer, and transit.



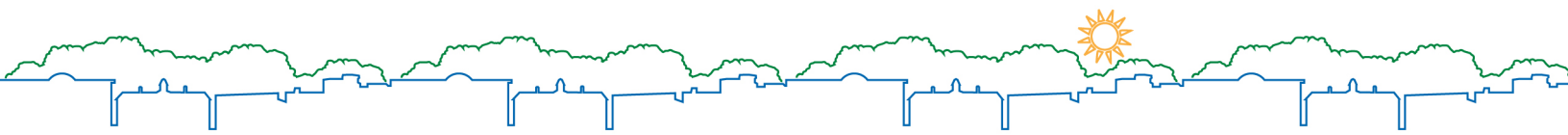
7. **Provide appropriate transitions between land uses.** Support the provision of appropriate transitions between sites and/or uses having significantly different types or intensities of land uses as well as built forms.

The intent of this guiding statement is to provide for harmonious transitions between different types and intensities of land uses as well as built form in order to help mitigate any negative impacts that a development might have on an adjacent site or use.

Appropriate transitions between developments and adjacent uses can be achieved by many different techniques, utilized either singularly or in combination. Determining the most appropriate design approach for managing transitions between developments and/or uses will depend on the objectives for the transitional space, which will vary by location. The most appropriate transition between sites and/or uses may also depend on the topography of the affected sites, such as differences in elevations, which must be considered whenever transitions are necessary.

Techniques for achieving transitions include, but are not limited to the following:

- A. Form Transitions – Varying the form of a building to provide for a change in building bulk, height, scale as well as the orientation of exterior spaces away from adjacent residential neighborhoods. This change in form could include “stepping back or down” in bulk or height in order to prevent negative impacts on adjacent neighborhoods or streets.
- B. Use Transitions – Designating a transitional use between uses or developments of different intensities, such as:
  - i. Multi-family residential or townhouses, between an office or retail use and a single family neighborhood,
  - ii. Permitting homes on the edge of an established neighborhood to be used for small offices
- C. Architectural Transitions – Utilizing the architectural elements of a new or renovated development to ensure compatibility with the adjacent neighborhood in terms of building materials and architectural design elements.
- D. Landscape Transitions – Preserving and/or installing vegetative landscape materials, which may differ in width, and may include sparse or dense plantings.



8. **Preserve and maintain Chapel Hill's appearance & quality of development and where necessary, create the quality of design and development the Town desires.** The Town

should preserve and maintain Chapel Hill's attractive appearance and where necessary, create the quality of



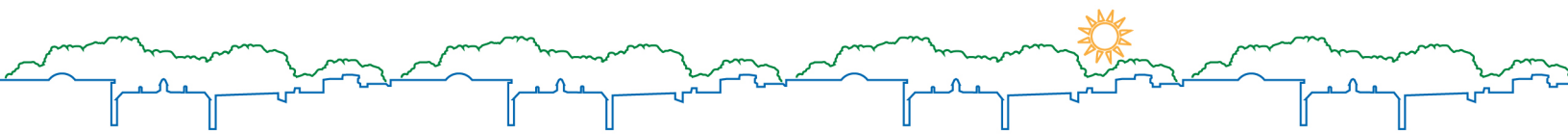
design and development the Town desires, with particular attention to the appearance of – and views from – the public realm while also encouraging high quality and attractive development understanding that different areas of Town will have different characters and defining characteristics.

The intent of this guiding statement is to create and maintain the attractive visual qualities of our community. This guiding statement also encourages high-quality development that embraces exceptional site design, architecture, and construction. This statement is concerned with the appearance of two different aspects of the community:

- A. Public Areas (owned, designed, and maintained by the public sector). Accordingly, this guiding statement emphasizes the design and appearance of roadways; public landscaping and streetscape design elements along roadways; public parks and greenways; and public buildings and properties, such as parks and recreation facilities, Town Hall, schools, and libraries; and,
- B. Public Views (refers to the appearance and views of private development as seen from public areas). Accordingly, this guiding statement emphasizes high-quality appearance and design for private development – including buildings, landscaping, signage, and art features – that can be seen from public roadways, or from other public spaces such as greenways, multi-use paths, parks, etc.

Implementation of this guiding statement may require:

- C. The development of design guidelines or regulations as well as streetscape plans and improvements tailored to each Focus Area or to particular portions of a Focus Area in order to create a unique sense of place within each Focus Area as well as a visual continuity of streetscapes; and



- D. The establishment of Pedestrian Oriented Districts, which include design elements necessary to create the type and quality of development that the Town desires.
- 9. **Cooperate and collaborate with the University of North Carolina at Chapel Hill as well as UNC-Healthcare.** Pursue a harmonious relationship where there is a strong emphasis on the pursuit of mutually beneficial goals with respect for the sometimes differing objectives of these institutions and the Town.

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