



Blue Hill District Design Guidelines



Revised 2/2/2017
P.E. and Associates, Inc.
Office of Planning and Sustainability
Town of Chapel Hill
Data source: Town of Chapel Hill
Electronic GIS Database



Scale 1:4,800

Council Public Hearing January 24, 2018

Purpose of Design Guidelines

- Establish a common understanding of principles that promote a walkable and 'green' character
- Provide guidance for applicants
- Establish review criteria for Community Design Commission



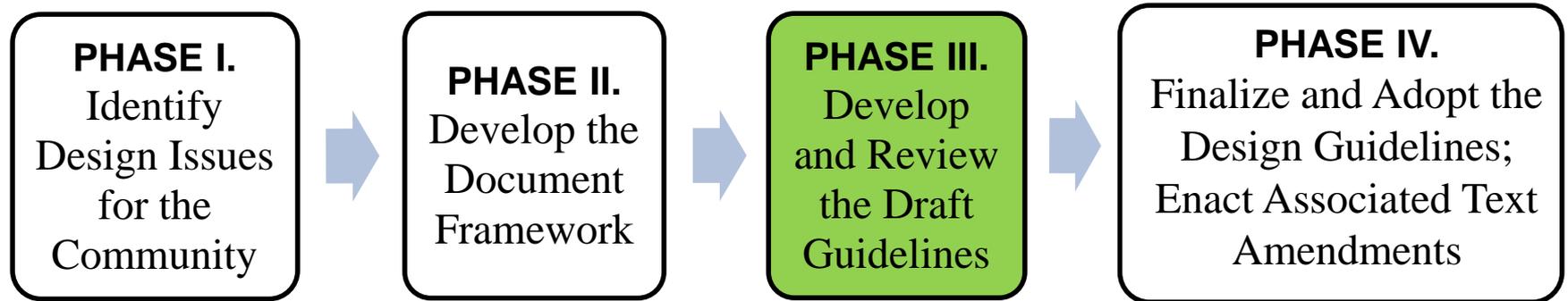
Decision Points

- Confirm the completion target of June 2018, allowing earlier availability and application of the Design Guidelines
- Proceed with drafting text amendments to the Ephesus/Fordham Form-Based Code (LUMO Section 3.11)

Agenda

- ❑ Review Process and Outreach
- ❑ Structure of the Design Guidelines
- ❑ Key Design Topics
- ❑ Relationship to the Form-Based Code
- ❑ Next Steps
- ❑ Decision Points for Council

Where is this in the process?



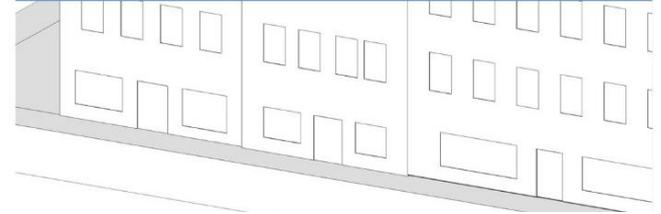
*Phase III shortened to accelerate review process,
Based on CDC interest and guidance provided by Council
in Sept 2017*

Public Outreach Summary

	PHASE I.	PHASE II.	PHASE III.
	SPRING 2017	SUMMER 2017	FALL 2017- JANUARY 2018
Council			
Commission Work Sessions	✓	✓	✓
Public Workshops		✓	✓
Online Survey		✓	✓

- Shape development based on community objectives
- Offer flexibility in interpretation
- The LUMO and guidelines work together to ensure that development promotes community objectives.

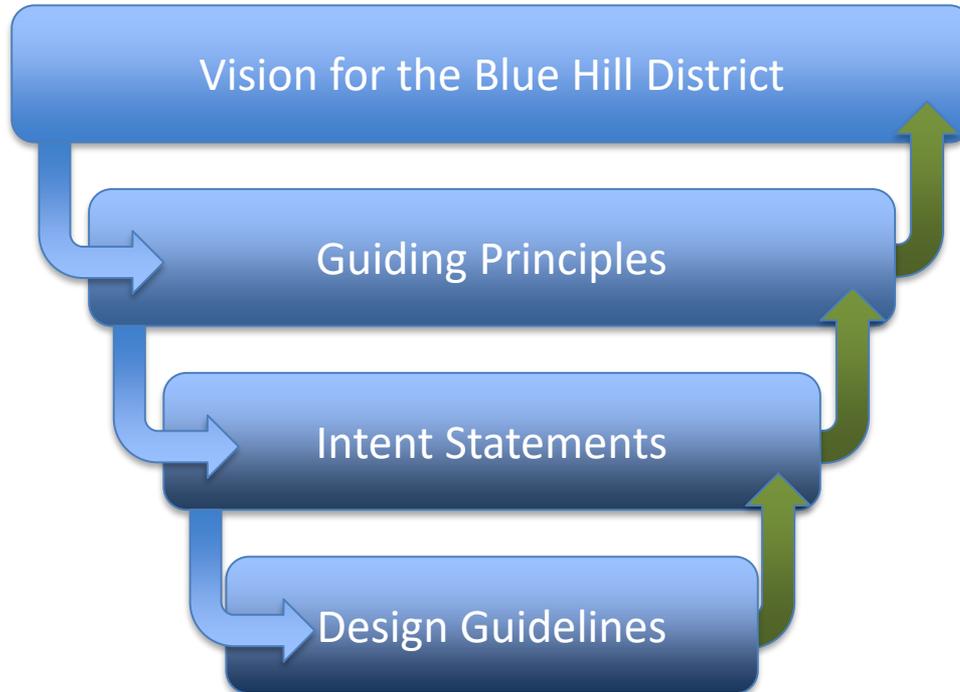
Topics Addressed by the Zoning Ordinance



Topics Addressed by the Design Guidelines



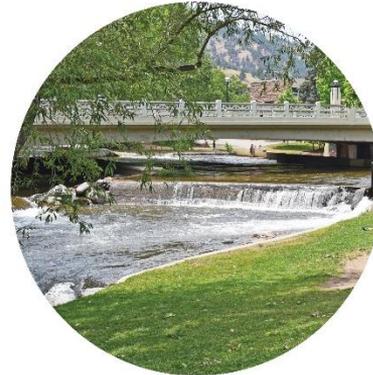
The Design Guidelines document is developed to build on the Vision for the Blue Hill District.



When a new or innovative approach is considered, the intent statement for the topic/subtopic, Guiding Principles or Vision is referenced from the bottom up.

Build on the **active, green and creative traditions**
found throughout Chapel Hill

Promote the development of a **walkable community**
with **opportunities for all** to **live, shop, work** and
share community experience



1. Achieve Excellence in Design
2. Promote Creativity
3. Design with Authenticity
4. Design with Consistency
5. Design for Durability



GP1: Achieve Excellence in Design



GP2: Promote Creativity



GP3: Design with Authenticity



GP4: Design with Consistency



GP5: Design for Durability

6. Design for Sustainability

7. Draw Upon Local Design Traditions

8. Enhance the Pedestrian Experience (Walkability)

9. Keep the Automobile Subordinate

10. Provide Signature Open Spaces



GP6: Design for Sustainability



GP8: Enhance the Pedestrian Experience (Walkability)



GP7: Draw Upon Local Design Traditions



GP9: Keep the Automobile Subordinate



GP10: Provide Signature Open Spaces



Design Topic

Cross-Reference Intent Statement

Photographs Keyed Captions Check or "X" Marks

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BUILDING PLACEMENT REQUIREMENTS

The LUMO uses a Regulating Plan to organize building placement and frontage design. This information can be found in Section 3.11.2-3.11.2.5 of the LUMO.



Figure 3-1 Place a building to promote a safe, interesting and comfortable pedestrian environment along the street.

Building Placement and Setback Character

Building placement addresses the distance of a building from the street and the street or the sidewalk edge. Setback character refers to the descriptive quality of the area between a building and the sidewalk edge. Buildings in Blue Hill should be built to the build-to-line to support an active street edge, which provides a safe environment for pedestrians. While alignment is preferred, the LUMO allows some setback when this occurs, the setback area should be designed as a public amenity space. Additional context-sensitive guidelines for building frontages are provided in Chapter 4.

3.1 Place a building to promote a safe, interesting and comfortable pedestrian environment along the street.

- When a building wall is set back from the public streetscape or a natural feature, design the intervening space to be attractive to pedestrians.



Figure 3-1a When a building wall is set back from the public streetscape or a natural feature, design the intervening space to be attractive to pedestrians.

Design Guidelines

3.2 Design the street frontage to promote pedestrian activity. Appropriate strategies include:

- Active street frontages
- Pedestrian-oriented entries
- Windows facing the street
- Small public spaces linked to the sidewalk
- Urban streetscape design and landscaping

3.3 Develop an active pedestrian-friendly area in front of a building, when it is set back from the build-to line. Areas should be:

- Open to the public
- Landscaped with "green" areas

3.4 Design the street frontage to be compatible with the surrounding context. Provide a landscaped front setback:

- Between buildings or parking areas and the street where development will be oriented primarily towards internal parking areas
- Where residential development with a landscaped setback is located across the street

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Figure 3-3 Develop active pedestrian-friendly areas in front of a building, when it is set back from the build-to line.

STRATEGIES FOR ACTIVATING STREET-FRONTAGES

Where possible, buildings in Blue Hill should be built to the build-to-line to support an activate street edge. When buildings are set back from the build-to-line, the setback area should be designed to encourage active use. Landscape features (including seating, plants, lighting, bicycle racks, etc.), outdoor dining and architectural features are all encouraged. These alternatives should be integrated with the design of the building and may be combined as appropriate.

LANDSCAPE FEATURES



ARCADE



Diagram 3-1 Strategies for Activating Street-frontages

OUTDOOR DINING



1



Guiding Principles

2



Public Realm

3



Site Design

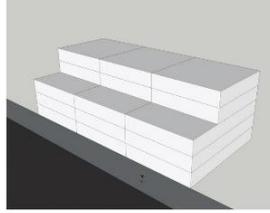
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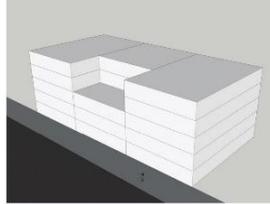
Building Design

OPTIONS FOR VARIED BUILDING MASSING

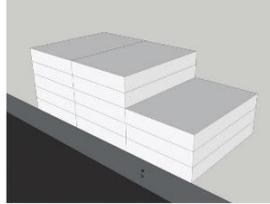
1. FRONT STEPBACK



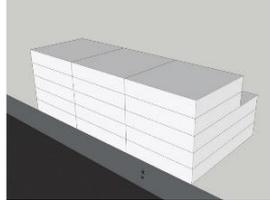
2. MIDDLE STEPBACK



3. SIDE STEPDOWN



4. REAR STEPDOWN



- Varying height and shape of building to reduce building scale
- Guidelines offer a number of techniques

Document Reference: 4.3 through 4.13

Building Pass-Throughs

KEY DESIGN TOPICS

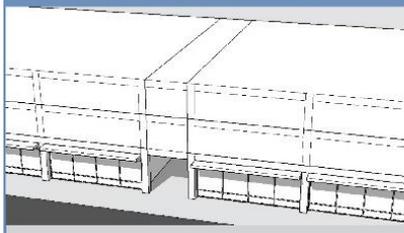
- Inviting and in proportion to building



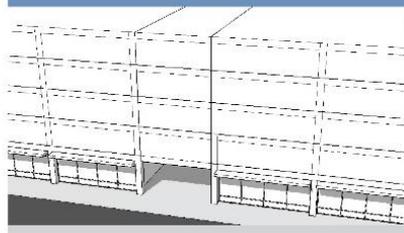
Document Reference: 3.11 and 3.12

BUILDING PASS-THROUGH PROPORTIONS

< 4-STORY PROPORTION



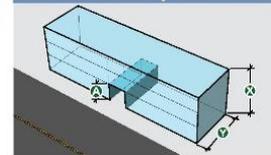
> 3-STORY PROPORTION



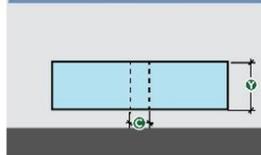
BUILDING PASS-THROUGH WIDTH DIMENSIONS

✓ 1. SHORT/SHALLOW

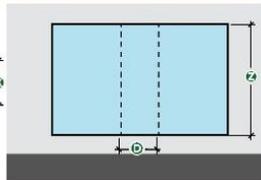
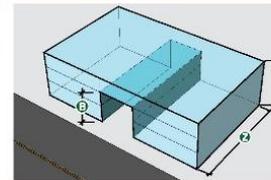
Aerial Perspective



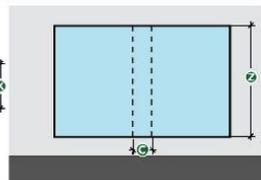
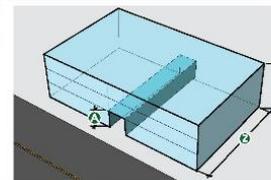
Plan View

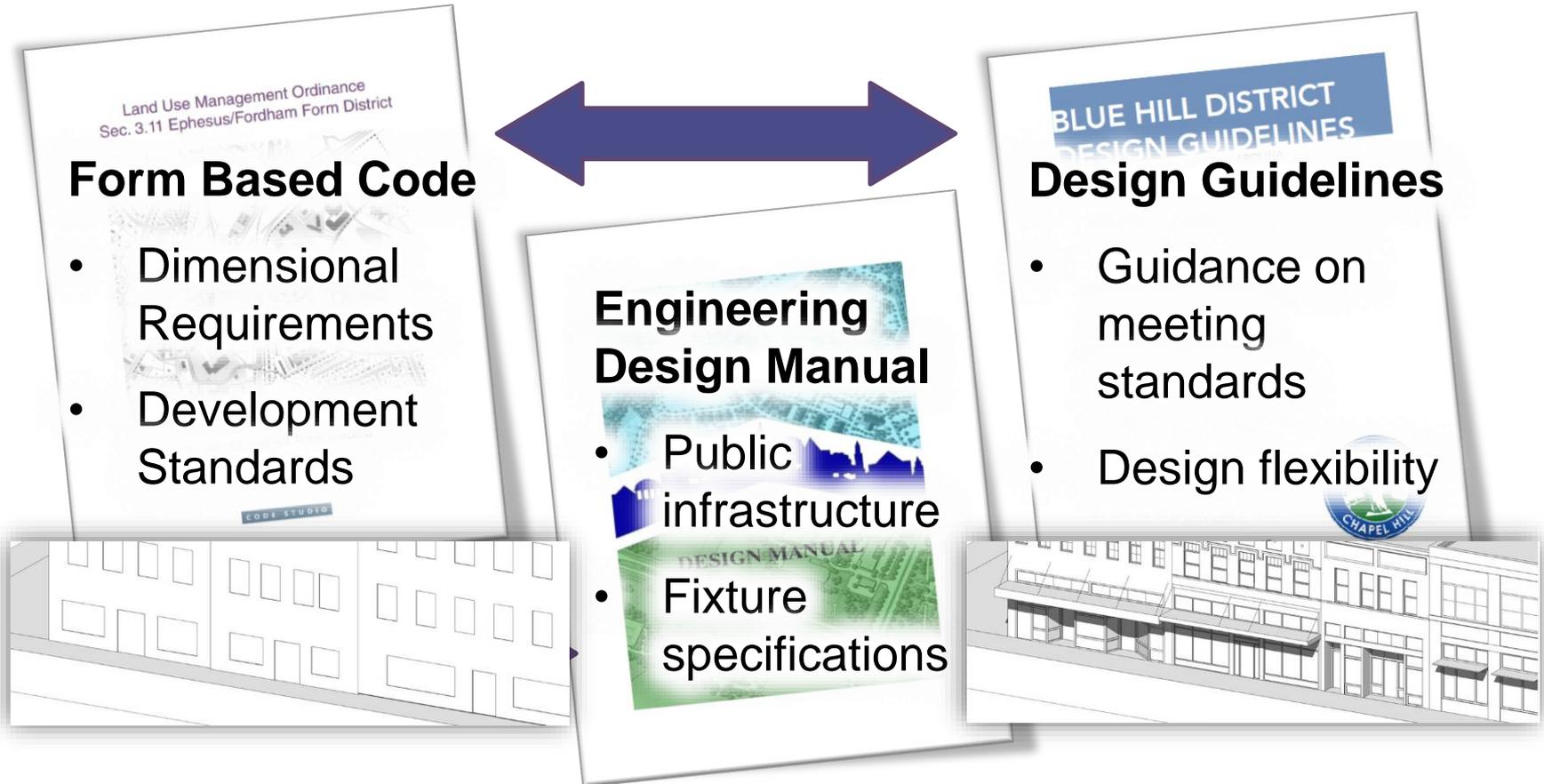


✓ 2. TALL/LONG



✗ 3. SHORT/LONG





- Varied Building Massing
- Building Pass-Through Dimensions
- Variation from Code that meets design intent (Design Alternatives)
- Design Guideline topics not currently in Code

Ongoing Public Outreach

	PHASE I.	PHASE II.	PHASE III.	PHASE IV.
Council			✓	Public Hearing
Commission Work Sessions	✓	<div style="border: 2px solid black; border-radius: 15px; padding: 10px; text-align: center;"> <p>PHASE IV. Finalize and Adopt the Design Guidelines; Enact Associated Text Amendments</p> </div>		✓
Public Workshops				✓
Online Survey				

Next Steps

- Consultant to complete final draft of Design Guidelines – February 2018
- Staff to work with consultant on drafting associated text amendments – February 2018
- Additional public input opportunities

Decision Points

- Confirm the completion target of June 2018, allowing earlier availability and application of the Design Guidelines
- Proceed with drafting text amendments to the Ephesus/Fordham Form-Based Code (LUMO Section 3.11)

Administering the Design Guidelines

○ Certificate of Appropriateness

- Architectural style
- Building elements listed in LUMO 3.11.2.6
- General design and arrangement of the building exterior
- Type and texture of building materials
- Type and style of windows and doors
- Type and style of light fixtures
- Aesthetic quality of masonry walls, fences, steps and pavement
- Aesthetic quality of above-ground, accessory utility features, including the screening of transformers and cabinet structures
- Appearance of structured parking visible from the public realm, architectural compatibility with the principle building
- Perimeter screening for Type C Frontage along Fordham Boulevard
- Appearance of above-ground stormwater control measures
- Quality of streetscape environment

○ Design Alternatives

- Deviation from a standard due to site constraint as indicated in 3.11.1.2.H
- Reduction of the build-to zone requirement for secondary lot frontages as indicated in LUMO 3.11.2.1.D.5.c
- Deviating from the use of streetscape canopy trees and/or exceeding the required average tree spacing as indicated in LUMO 3.11.2.5, based on utility location, fire access, or other conflicts
- The use of other Building Elements at the ground level, as indicated in LUMO 3.11.2.6.H
- Exceeding the maximum block length as indicated in LUMO 3.11.2.7.C.b and/or block perimeter as indicated in LUMO 3.11.2.7.D.b
- Meeting the outdoor amenity space requirement off-site is indicated in LUMO 3.11.2.7.F4.i
- The use of alternate building materials as indicated in LUMO 3.11.2.7.R.4
- Exceeding the maximum building pass-through spacing as indicated in LUMO 3.11.2.7.S.c
- Exceeding the maximum number of vehicular access points as indicated in LUMO 3.11.4.1.G.1

○ Compliance Interpretation

○ Best Practices

Application of the Design Guidelines

Design Review Process

1. Pre-application meeting between Applicant and Town
2. Town staff consults Design Guidelines for Compliance Interpretation
3. The Community Design Commission consults the Design Guidelines for COA review



Application of the Design Guidelines

Example: Design of Outdoor Amenity Space

Necessary Elements

- Furnish for public use
- Coordinate design palette



Best Practices

- Exceed shading and planting requirements
- Integrate stormwater management

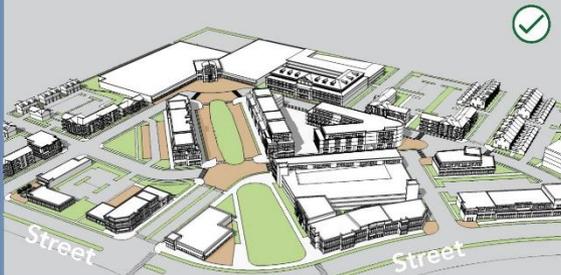
EXISTING CONDITION



INTERMEDIATE PHASE OF REDEVELOPMENT



FINAL PHASE OF REDEVELOPMENT



Design Alternatives

Examples:

- Sizing of Outdoor Amenity Space
- Approval of Phased Redevelopment

New Topics

Examples:

- Buildings facing Booker Creek
- Transitions to adjoining neighborhoods

