



# Blue Hill District Design Guidelines and Text Amendments



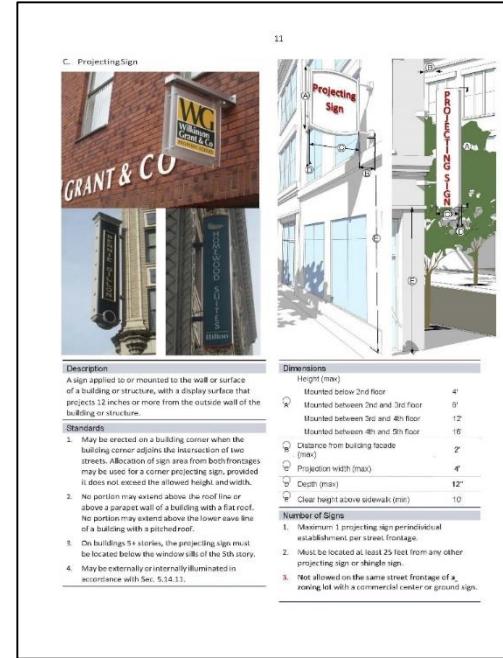
**Council Public Hearing  
April 18, 2018**

# Planning and Land Management



# LUMO Text Amendment

- How
- How much



# Special Planning Initiatives

PROJECT	STATUS	CONTRACT	FY16				FY17				FY18				FY19		
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	
LUMO Sign Ordinance Update	Complete																
E/F Walkability Standards	Complete	\$36,630					Original										
West Rosemary Street Development Guide	Complete	\$84,160															
Mobility and Connectivity Plan	Adopted	\$132,000															
E/F Transportation Impact Analysis	Draft	\$195,840															
Downtown 2020 Work Plan Implementation <sup>1</sup>	In process	\$14,650 to date															
Station Area Planning	In process	FTA grant															
Blue Hill Design Guidelines	Final Draft	\$129,155															
Downtown Circulation and Parking Study	In process	\$55,690 - Phs. 1, 2															
Greene Tract/Rogers Road	Underway																
Land Use Review and LUMO Re-write	Part 1 (FLUM) Underway	FLUM: \$159,500															
Downtown Design Guidelines	Planned														TBD		
<b>NOTE 1:</b> Downtown 2020 Work Plan implementation includes alleyways, on-street dining, lighting improvements, public realm experiments, parking mgt. experiments, etc.																	

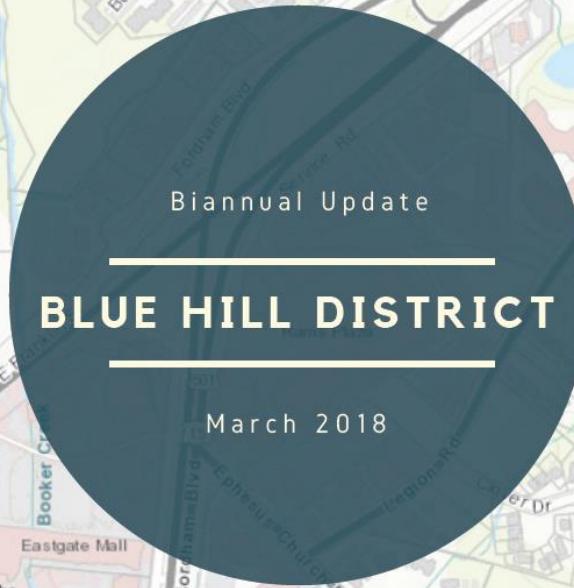


# Council Blue Hill Petition

- Introduced in March
- Expected Public Hearing in May

## TOPICS

- Developing incentive options for **non-residential**, tied to greater building height
- Identifying opportunities for **affordable housing**
- Some text amendments proposed tonight speak to the **massing and permeability** interest



- Included in 3/21 Biannual Update

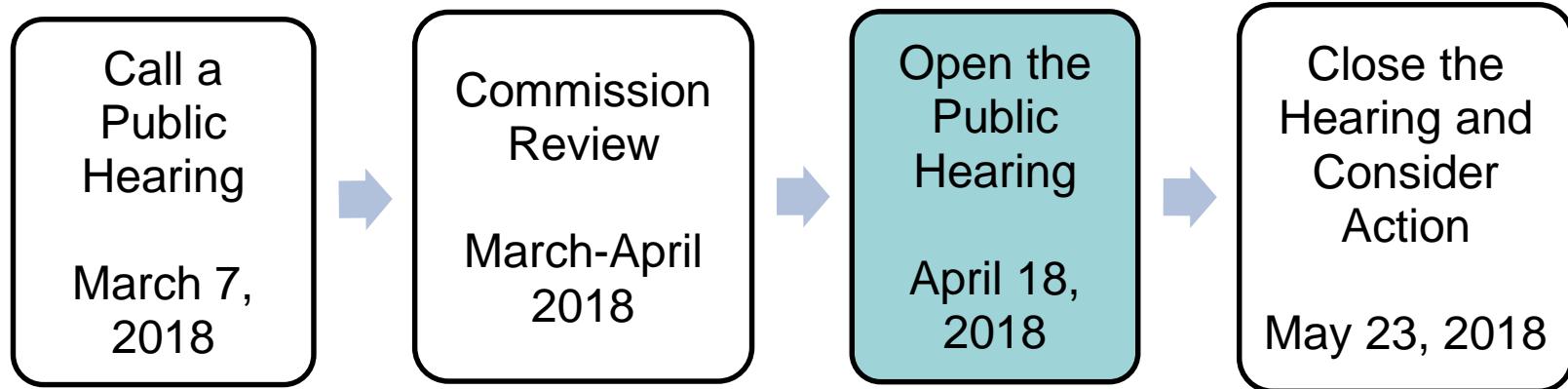
# Agenda

- ❑ Design Guidelines Overview
- ❑ Revisions and Recommendations
- ❑ Text Amendments Overview and Recommendations
- ❑ Decision Points for Council on May 23

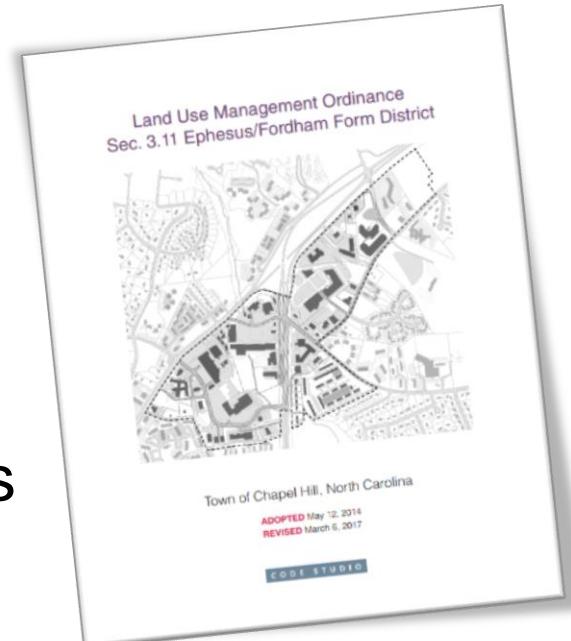
# Staff Recommendation

- Open the public hearing to receive comments on the **Design Guidelines** and associated **Text Amendments**
- Continue the public hearing to May 23, 2018

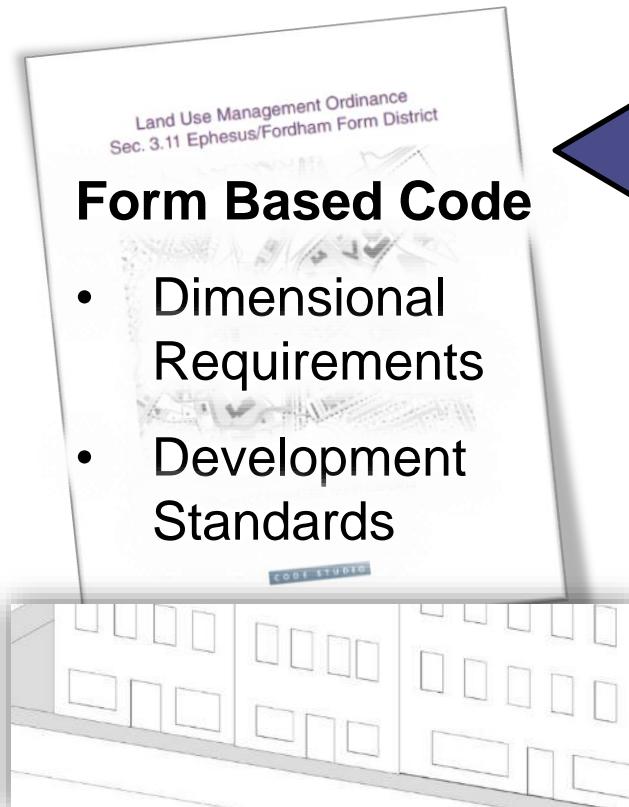
# Where is this in the process?



- The Code provides for design guidelines
  - Sets forth three types of review
    - Staff, in administering the code
    - CDC in reviewing Design Elements
    - CDC in considering Design Alternatives



# OVERVIEW: Relationship of the Documents



# OVERVIEW: Design Guidelines Purpose

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



# OVERVIEW: Public Engagement

	Identify Community Interests	Develop Framework	Develop Guidelines	Finalize and Adopt
Commission Work Sessions	✓	✓	✓	✓
Public Workshops		✓	✓	✓
Online Survey		✓	✓	
Council			✓	Public Hearing

# OVERVIEW: Meetings to Finalize and Adopt

Public Info Meeting	March 6
CDC Recommends Adoption	March 27
Planning Commission Recommends Adoption	April 17
Council Public Hearing	April 18
Council Considers Action	May 23

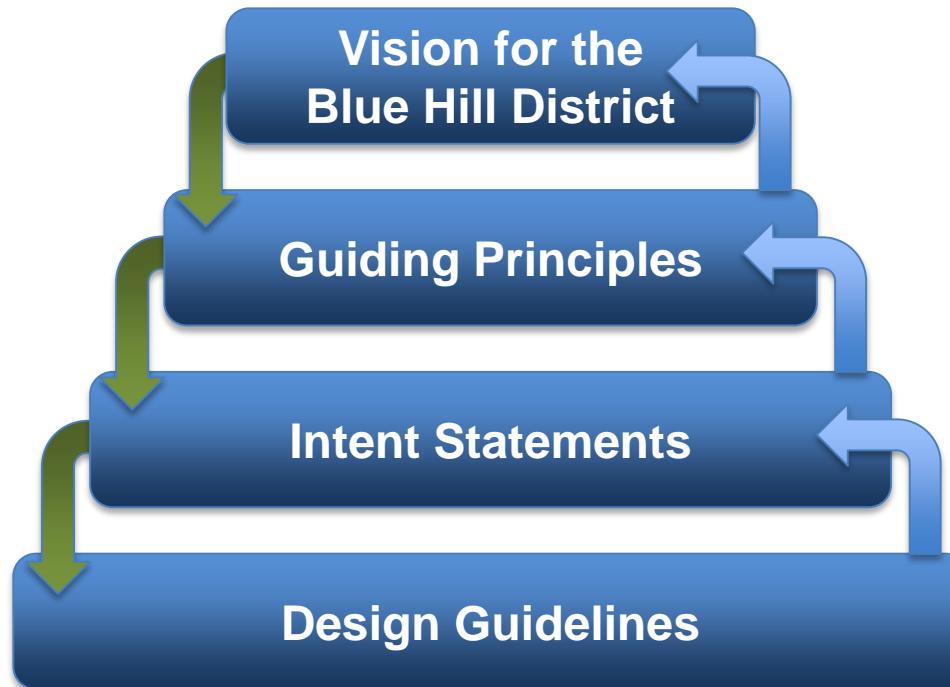
# OVERVIEW: How do Design Guidelines work?

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



# OVERVIEW: Document Hierarchy

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.

# OVERVIEW: Vision for the District

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**



# OVERVIEW: Chapters Overview

1



## Guiding Principles

2



## Public Realm

3



## Site Design

4



## Building Design

# REVISIONS: Council Feedback

- Improve explanation of terms and concepts  
Urbanism, Timelessness, Cultural Sustainability, etc
- Clarify design treatment for outdoor dining (image change)
- Address interim buffers for phased redevelopment
- Encourage consolidated open space at property lines



Outdoor dining edge treatment



Phased redevelopment

# REVISIONS: Commissions and Public Feedback

- Improved descriptions and intent statements
- Refined diagrams and images
- Expanded and refined key design topics (pass-throughs, neighborhood transitions, etc)

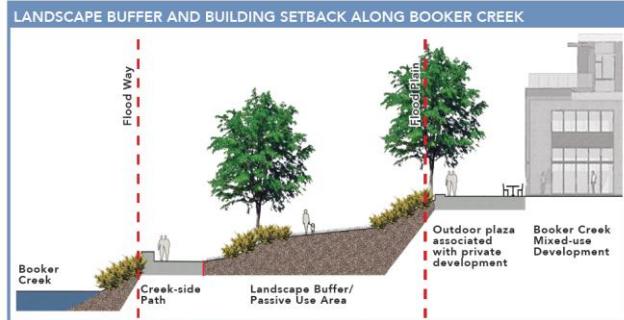
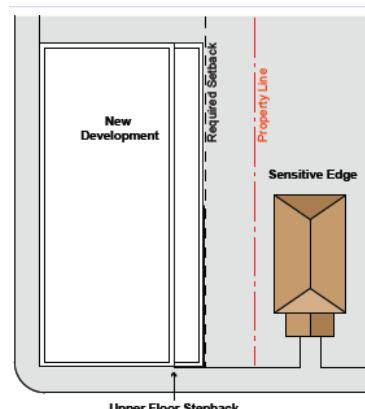


Diagram 3-17 Landscape Buffer and Building Setback Along Booker Creek

Refined diagram



Refined concept for transition

# REVISIONS: Commissions and Public Feedback

- Reduced redundancy
- Developed Design Guideline Authority Table
- Included additional references

Chapter/Design Topic	Code Compliance	Certificate of Appropriateness Review Elements	Design Alternatives	Best Practices
<b>CHAPTER 2</b>				
Public Right-of-ROW				
The Public Realm	✓	✓	✓	✓
View from the Public Right-of-Way		✓	✓	✓
Pedestrian and Bicycle Connectivity	✓		✓	✓
Public Streetscape Character	✓	✓	✓	✓
Public Art			✓	✓
<b>Site Design</b>				
Building Placement and Setback Character	✓	✓	✓	✓
Building Orientation	✓		✓	✓
Connectivity	✓	✓	✓	✓
Outdoor Amenity Space	✓	✓	✓	✓
Recreation Space	✓	✓		

New design authority table

## BICYCLE PARKING REQUIREMENTS

See LUMO Section 3.11.4.1.E for more information on required bicycle parking.

New reference to related regulations

# Commission Recommendations:

- ✓CDC endorsement for adoption of Design Guidelines
- ✓Planning Commission endorsement for adoption of Design Guidelines
- CDC recommends minor modifications on **Lighting** (emphasize shielded light sources) and **Surface Parking Screening** (standards for fencing)



Shielded lighting

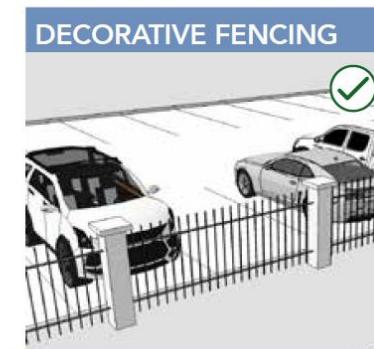
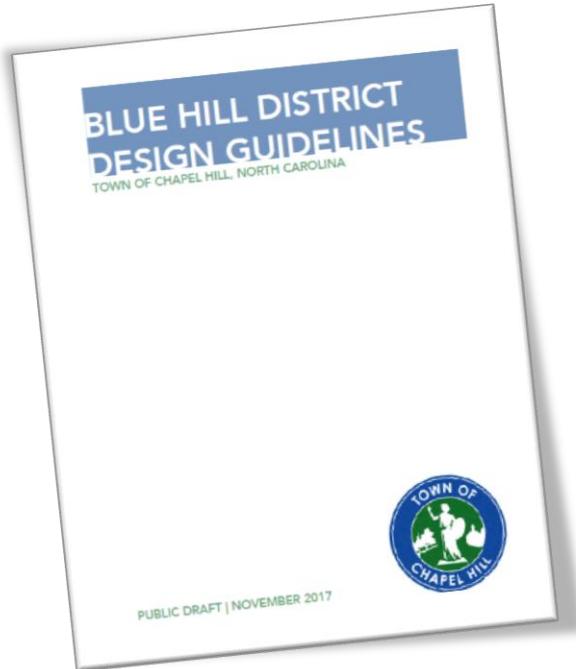


Image to be improved

# Next Steps for Design Guidelines:

- Public Hearing
- Consider Council Action on May 23



# Relationship of the Documents



# Purpose of Text Amendments

- Improve implementation of Design Guidelines, Mobility Plan, and other Blue Hill planning efforts
- Name change, clarifications, and technical corrections



1. Frontage Types
2. Varied Building Massing
3. Building Pass-Through Dimensions
4. Design Alternatives
5. Enhanced Standards
6. Review Authority and Application Requirements
7. Name Change, Corrections, Clarifications



**Add  
Type A-3**

Suitable for District streets, with 6 ft sidewalks

**Modify  
Type B & C**

12 ft sidewalks on Fordham Blvd

**Add  
Type D**

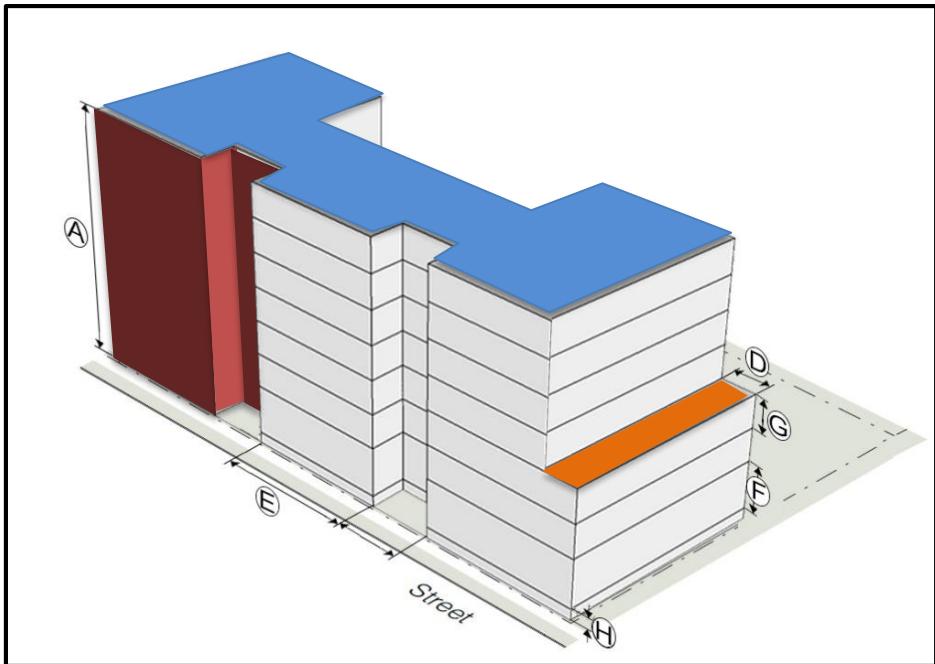
Suitable for Alleys, with sidewalk on one side and no street trees

**Add  
Type E**

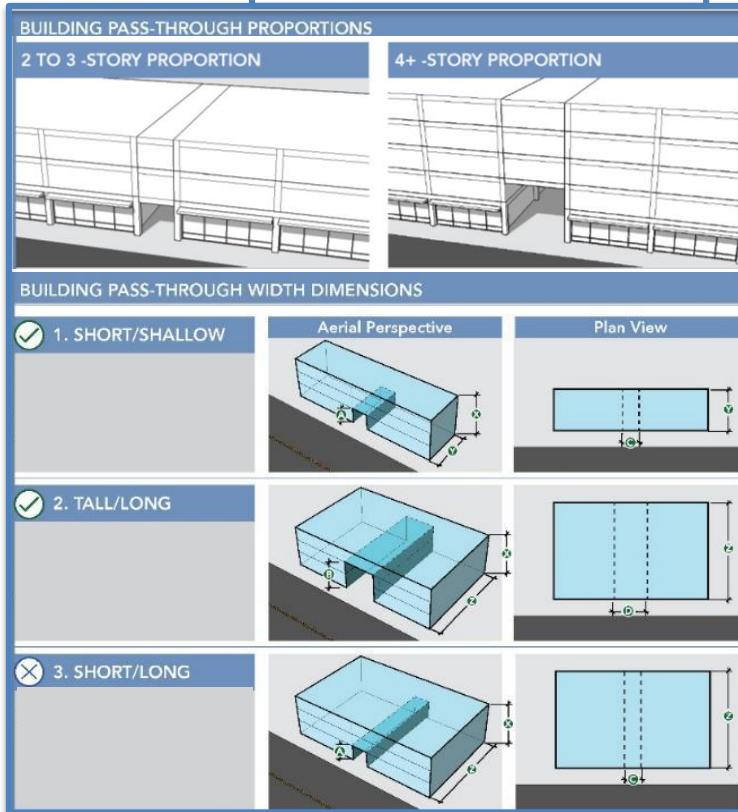
Suitable for Booker Creek and Non-Vehicular Streets, wide sidewalk with trees on both sides



- Max *Upper Story Floor Plate*: 70% of lower floors
- Provide **Step Back (D)** (existing requirement)  
*OR*  
Meet a Max **Module Length (E)** requirement
- Design Alternative for other effective approaches



## Design Guidelines



- **Greater height and width** for 4+ story buildings
- **Greater height and width** for pass-throughs longer than 50'



## Phased Redevel- opment

## Outdoor Amenity Space – Size and Location

Submit **Build-out Plan**, allow  
**Design Alternatives** when  
future compliance is feasible

Encourage **active  
setback areas**;

Allow **rooftop  
amenity space**;

**Greater width** for  
4+ story buildings





## Forecourts

## Primary Materials

## Structured Parking Setback

## Street Trees

Allow **greater max width**

Allow **Architectural Metals** and **Concrete** with adequate detailing/visual interest

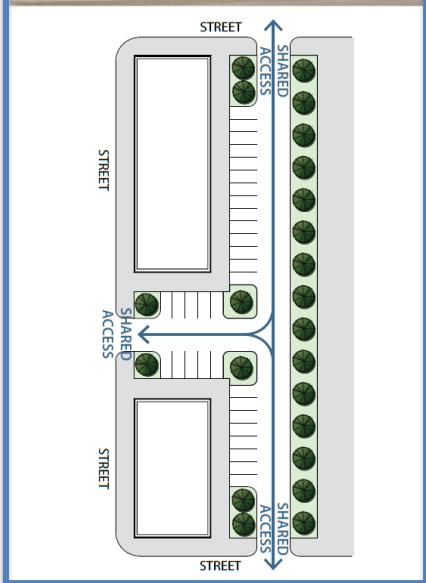
Allow **reduced setback** up to 3<sup>rd</sup> level on Type A and B Frontages

**Flexible spacing, sizing, and location** of trees for utilities, fire access, sight distance



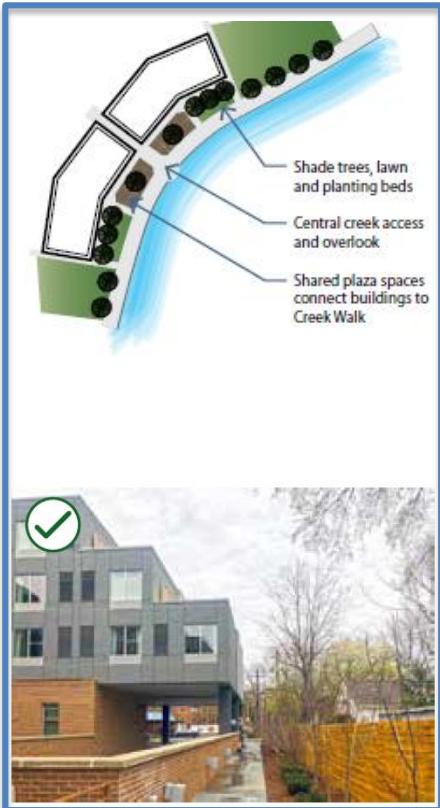
## Drive-thrus

Only permitted as a  
**Special Use**



## Service Drives

No vehicular access along  
**primary frontage** (for multi-  
frontage sites)



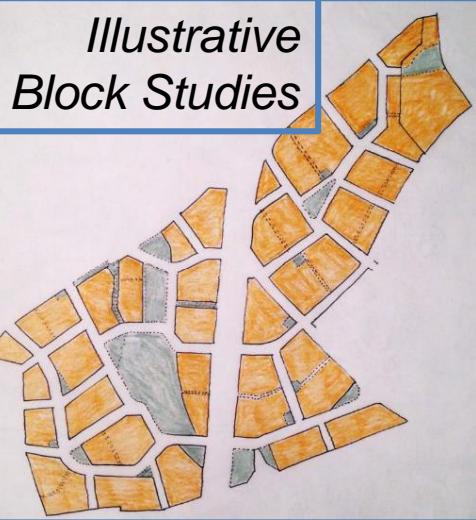
## Building Entrances

### Transitions at District Edge

Required entrances along **Booker Creek**; required **ground floor residence** entries; flexibility for orienting entrances

Upper floor **building step back** required; fences allowed; flexibility for **outdoor amenities** in buffers

Chapter/Design Topic	Code Compliance	Certificate of Appropriateness	Review Elements	Design Alternatives	Best Practices
<b>CHAPTER 2</b>					
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Public Streetscape Character	✓	✓	✓	✓	✓
Public Art		✓	✓	✓	✓
<b>CHAPTER 3</b>					
<b>Site Design</b>					
Building Placement and Setback Character	✓	✓	✓	✓	✓
Building Orientation	✓		✓	✓	✓
Connectivity	✓	✓	✓	✓	✓
Outdoor Amenity Space	✓	✓	✓	✓	✓
Recreation Space	✓		✓	✓	✓
Outdoor Dining Areas	✓		✓	✓	✓
Surface Parking	✓		✓	✓	✓
Structured Parking	✓	✓	✓	✓	✓
Landscape Design	✓	✓	✓	✓	✓
Fences and Site Walls	✓	✓	✓	✓	✓
Working with Topography	✓	✓	✓	✓	✓
Service Areas and Utilities	✓	✓	✓	✓	✓



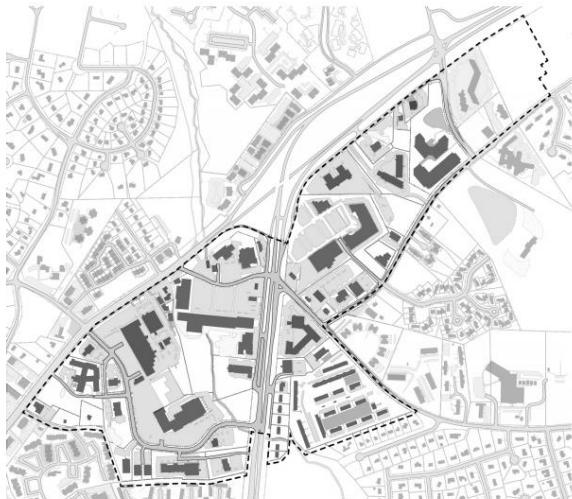
**COA Review Elements listed to mirror Design Guidelines**

**Design Alternatives allow innovative approaches**

**Additional guidance for Street Types and Blocks, including shared improvements**

**Clarify application requirements**

Land Use Management Ordinance  
Sec. 3.11 Ephesus/Fordham Form District



## **Updates to Design Guidelines – Council vs Manager approval**

**Change name of District**

**Improved definitions and  
instructions for measurement**

**Improved organization**

**Various technical corrections**

# Commission Recommendations:

## CDC

- ✓ Enact text amendments
- Further study - Type D Frontage and Phased Redevelopment
- Council approval of updates to Design Guidelines
- Modified standards for Type E sidewalks, Rooftop Amenity Space access

## Planning Commission

- ✓ Enact text amendments
- ✓ Consistency with Comprehensive Plan
- Support for CDC recommendations
- Modified standards for Step Backs, Outdoor Amenity Space ratio, allowability of Rooftop Amenity Space and Drive-Thrus

# Decision Points

## for May 23

- Adoption of Design Guidelines
- Consistency of Text Amendments with Comprehensive Plan
- Enactment of Text Amendments

# Staff Recommendation

- Open the public hearing to receive comments on the **Design Guidelines** and associated **Text Amendments**
- Continue the public hearing to May 23, 2018



# Sample Design Guidelines

## 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 3.11.2.4-3.11.2.5 of the LUMO.

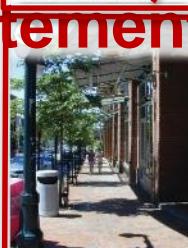


Figure 3-1 Place a building to promote a safe, interesting and comfortable pedestrian environment along the street.

### Building Placement and Setback Characteristics

Building placement addresses the distance between a building 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 are built to the build-to-line to support an active street edge. This provides a set-back area 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.

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#### 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



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 active 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



#### OUTDOOR DINING

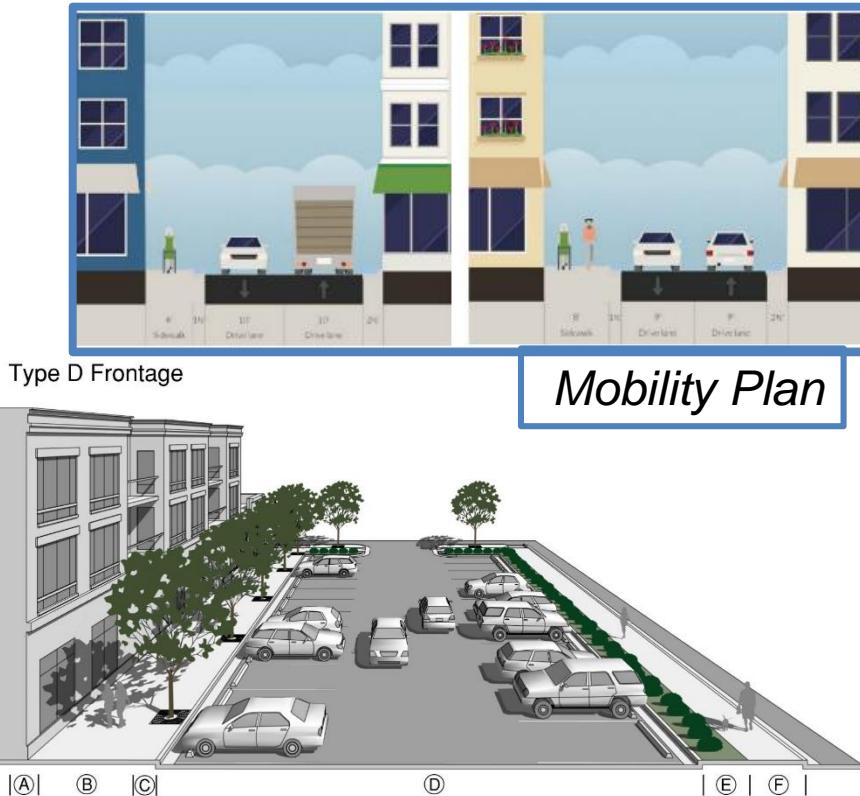


Diagram 3-1 Strategies for Activating Street-frontages

### CHAPTER 3 - SITE DESIGN

# Frontage Types

## Type D Added: Suitable for Alleys



- Sidewalk on one side
- No tree planting zone
- 5' setback
- Remove option to have parking in build-to-zone

**CDC Recommendation**

- Assigned on case-by-case basis

# District Regulating Plan



# Administering the Design Guidelines

## ○ Certificate of Appropriate ness



- 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.F.4.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