



# Planning and Land Management



# LUMO Text Amendment

- How
- How much

C. Projecting Sign

**Description**  
A sign applied to or mounted to the wall or surface of a building or structure, with a display surface that projects 12 inches or more from the outside wall of the building or structure.

**Standards**

1. May be erected on a building corner when the building corner adjoins the intersection of two streets. Allocation of sign area from both frontages may be used for a corner projecting sign, provided it does not exceed the allowed height and width.
2. No portion may extend above the roof line or above a parapet wall of a building with a flat roof. No portion may extend above the lower eave line of a building with a pitched roof.
3. On buildings 5+ stories, the projecting sign must be located below the window sill of the 5th story.
4. May be externally or internally illuminated in accordance with Sec. 5.14.11.

**Dimensions**

Height (max)	
Mounted below 2nd floor	4'
Mounted between 2nd and 3rd floor	8'
Mounted between 3rd and 4th floor	12'
Mounted between 4th and 5th floor	16'
Clearance from building facade (min)	
Projection width (max)	4'
Depth (max)	12"
Clear height above sidewalk (min)	10'

**Number of Signs**

1. Maximum 1 projecting sign per individual establishment per street frontage.
2. Must be located at least 25 feet from any other projecting sign or shingle sign.
3. Not allowed on the same street frontage of a zoning lot with a commercial awning or ground sign.

# 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	ETA 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	→

**NOTE 1:** Downtown 2020 Work Plan Implementation includes alleyways, on-street dining, lighting improvements, public realm experiments, parking mgt. experiments, etc.

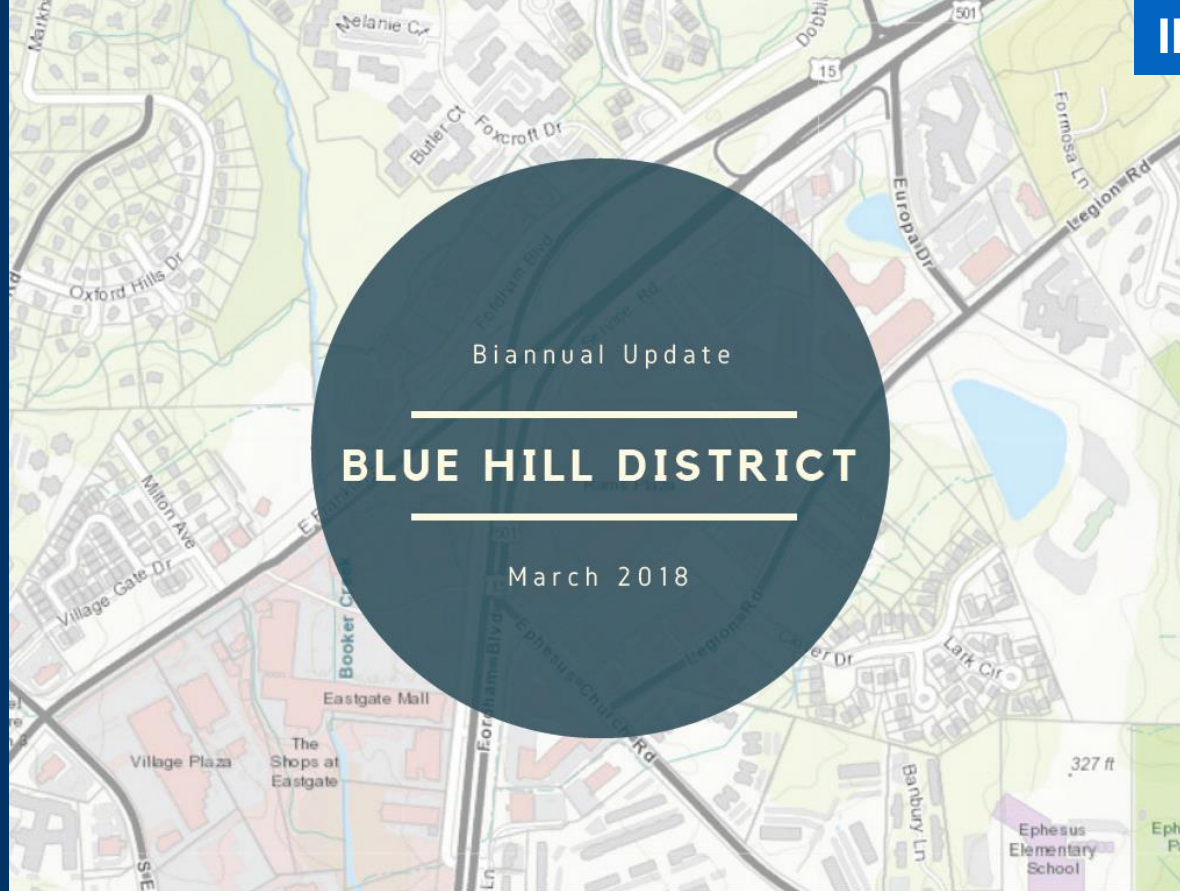


# Council Blue Hill Petition

- 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

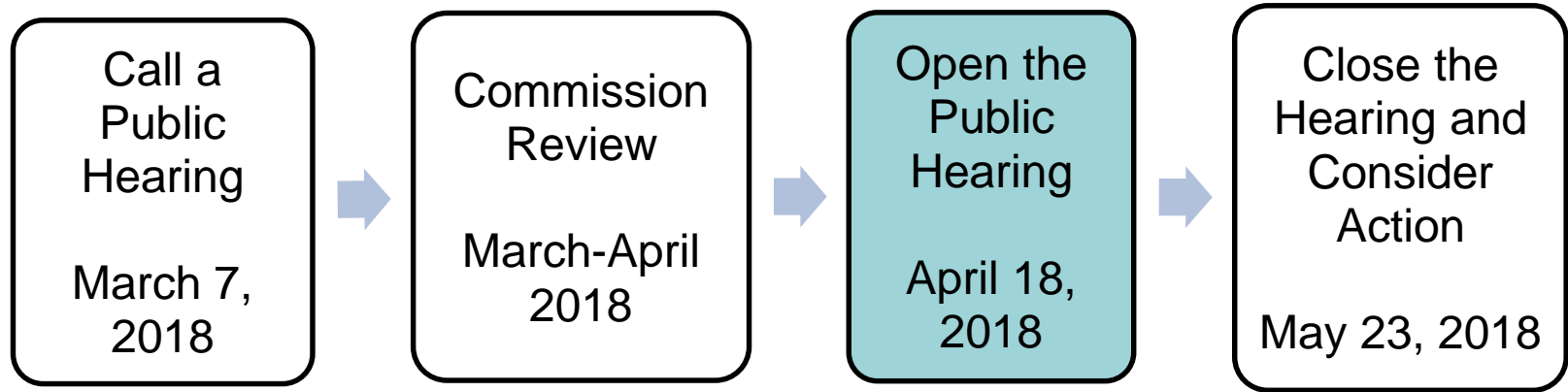
# Agenda

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

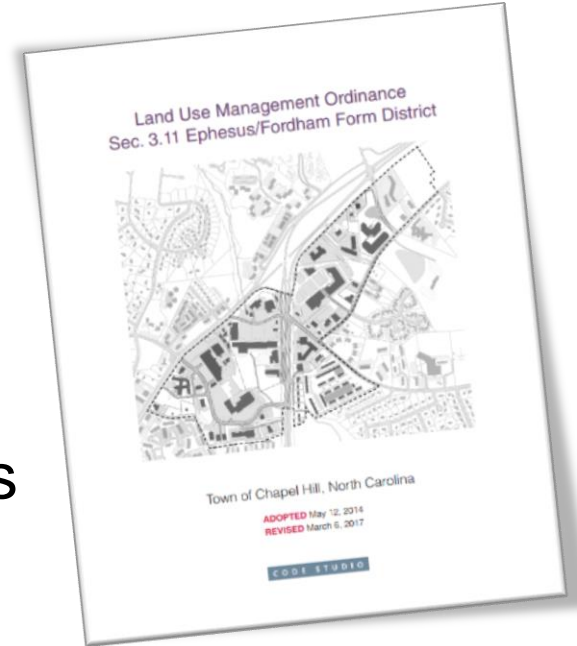
# Staff Recommendation

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

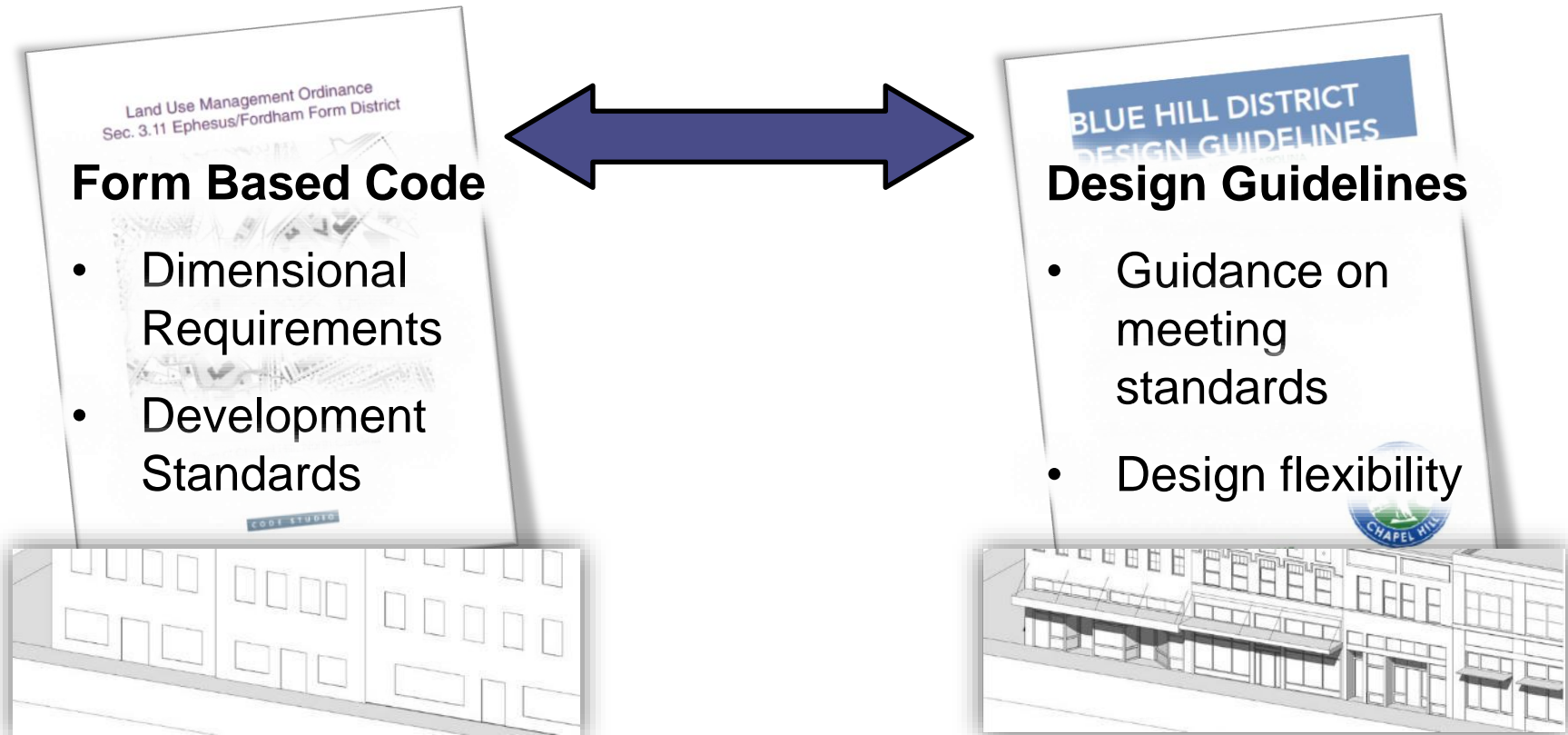
# Where is this in the process?



- 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

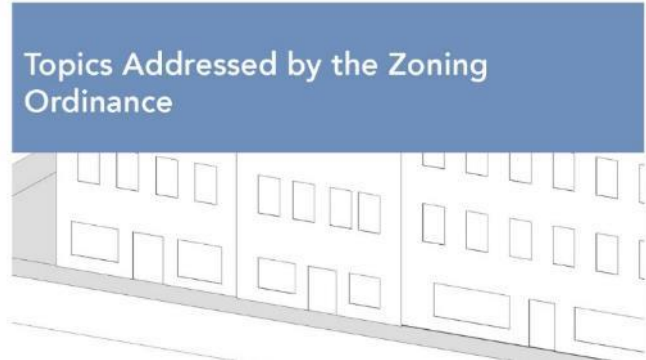
	Identify Community Interests	Develop Framework	Develop Guidelines	Finalize and Adopt
Commission Work Sessions	✓	✓	✓	✓
Public Workshops		✓	✓	✓
Online Survey		✓	✓	
Council			✓	Public Hearing

# 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

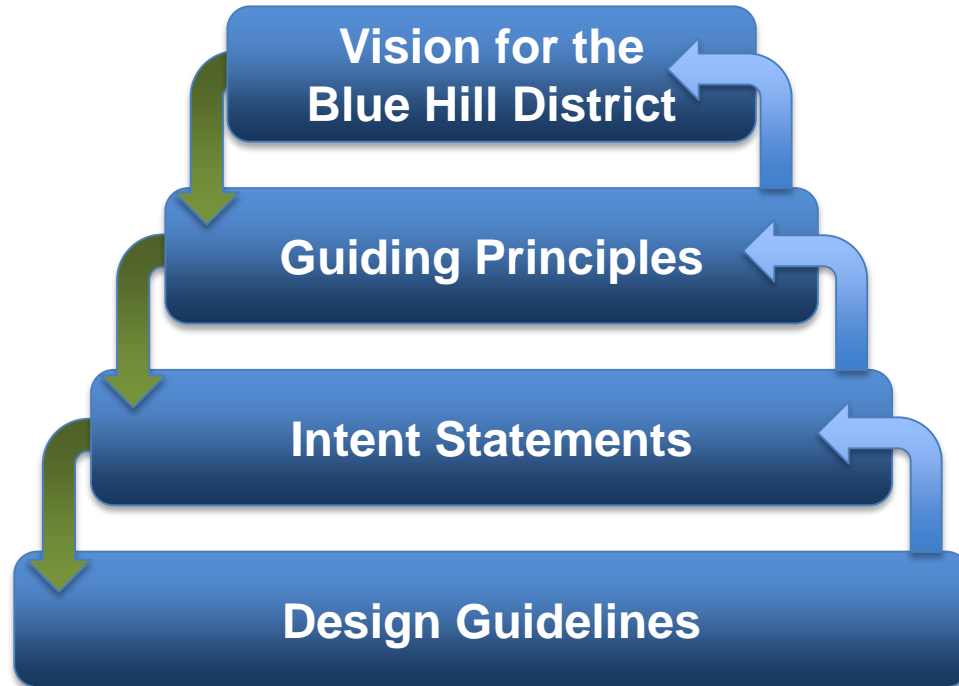
# OVERVIEW: How do Design Guidelines work?

- 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)

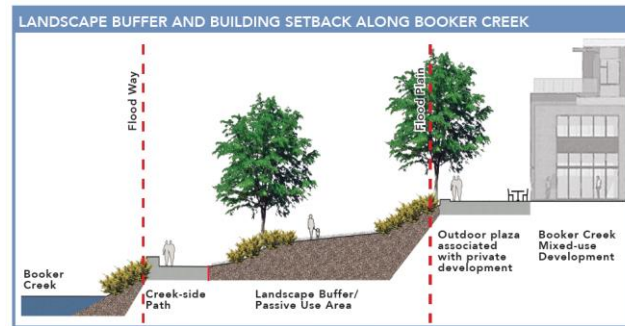
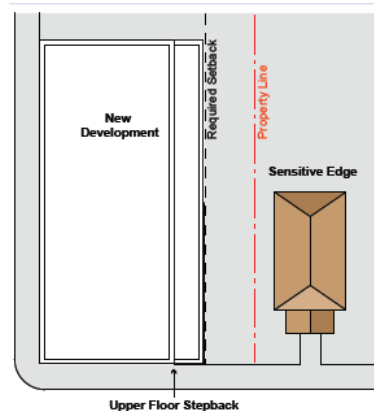


Diagram 3-17 Landscape Buffer and Building Setback Along Booker Creek

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
CHAPTER 2	Public Right-of-ROW				
	The Public Realm	✓	✓	✓	✓
	View from the Public Right-of-Way		✓	✓	✓
	Pedestrian and Bicycle Connectivity	✓	✓	✓	✓
	Public Streetscape Character	✓	✓	✓	✓
	Public Art			✓	✓
Site Design					
	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)



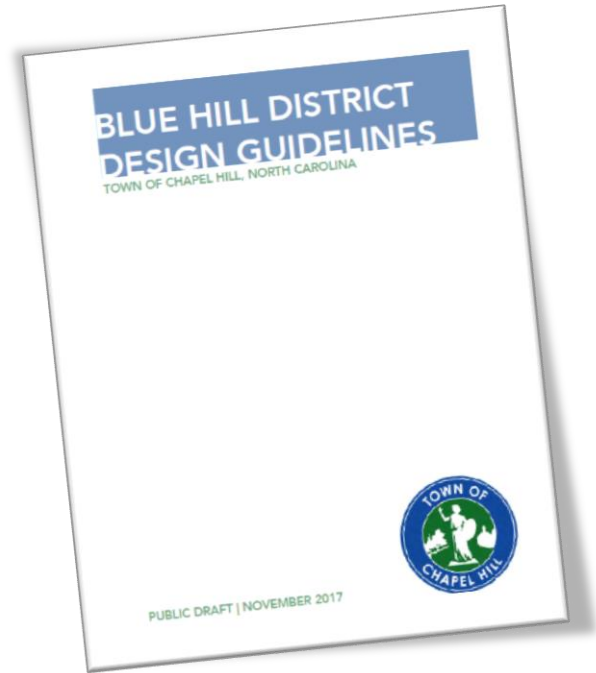
Shielded lighting



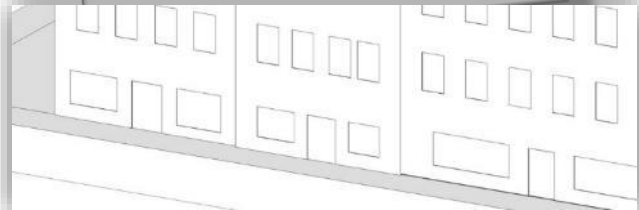
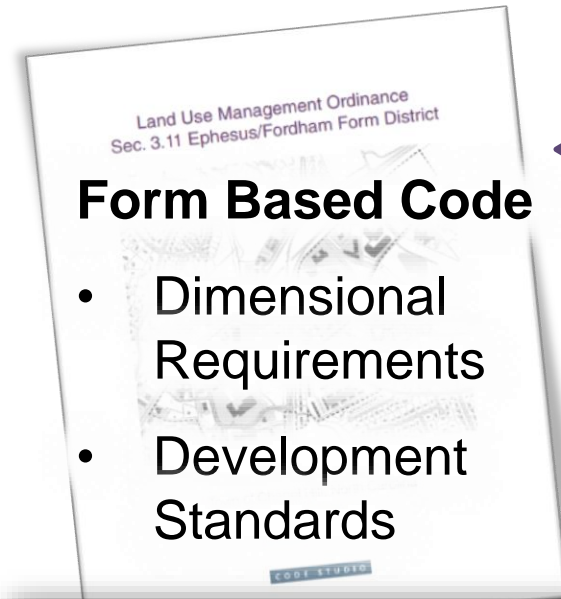
Image to be improved

# 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

# Frontage Types

TEXT AMENDMENTS

Topic 1 of 7



**Add  
Type A-3**

Suitable for District streets, with  
6 ft sidewalks

**Modify  
Type B & C**

12 ft sidewalks on Fordham Blvd

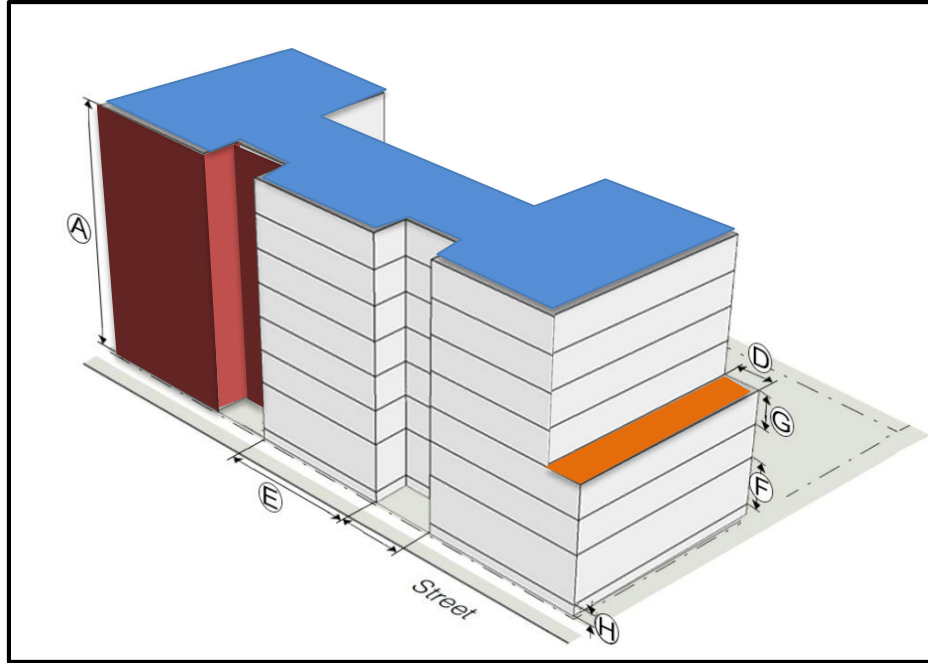


**Add  
Type D**

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

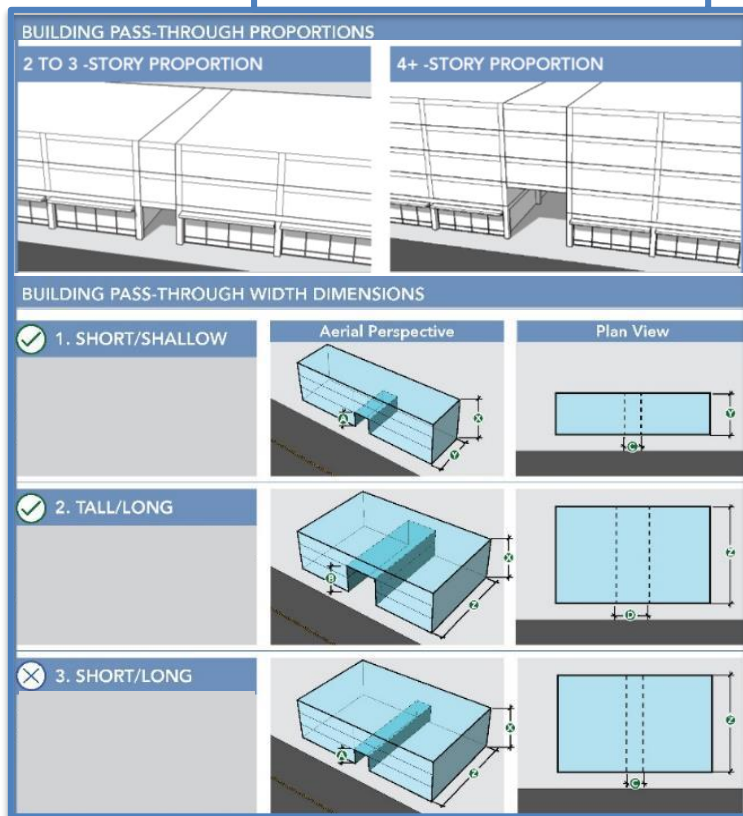
**Add  
Type E**

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 Redevelopment

## Outdoor Amenity Space – Size and Location

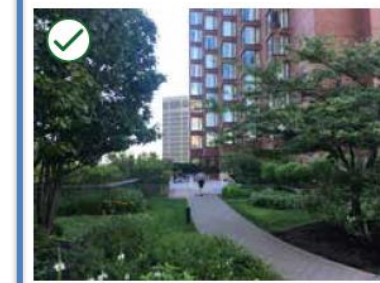


Submit **Build-out Plan**, allow **Design Alternatives** when future compliance is feasible

Encourage **active setback areas**;

Allow **rooftop amenity space**;

**Greater width** for 4+ story buildings





**Forecourts**

Allow **greater max width**

**Primary  
Materials**

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



**Structured  
Parking  
Setback**

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



**Street  
Trees**

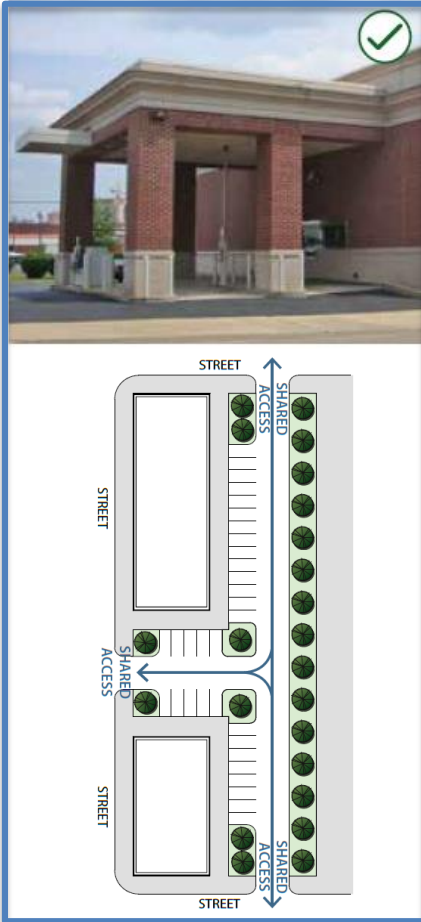
**Flexible spacing, sizing, and  
location** of trees for utilities,  
fire access, sight distance

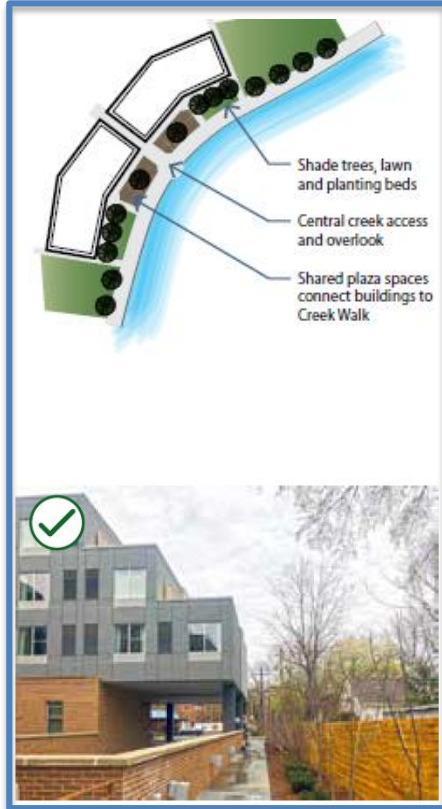
## Drive-thrus

Only permitted as a  
**Special Use**

## Service Drives

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





## Building Entrances

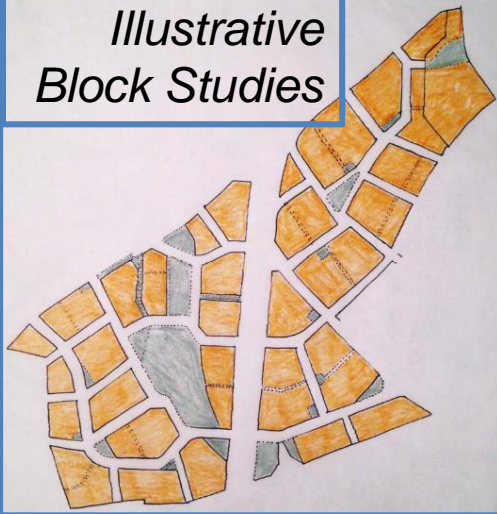
Required entrances along **Booker Creek**; required **ground floor residence entries**; flexibility for **orienting entrances**

## Transitions at District Edge

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

Chapter/Design Topic		Code Compliance	Certification of Appropriateness	Review Elements	Design Alternatives	Best Practices
CHAPTER 2	Public Rights-of-Way					
	The Public Realm	✓	✓	✓	✓	✓
	View from the Public Right-of-Way			✓	✓	✓
	Pedestrian and Bicycle Connectivity	✓		✓	✓	✓
	Public Streetscape Character		✓		✓	✓
CHAPTER 3	Public Art					
	Site Design					
	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	✓	✓	✓	✓	✓

*Illustrative  
Block Studies*



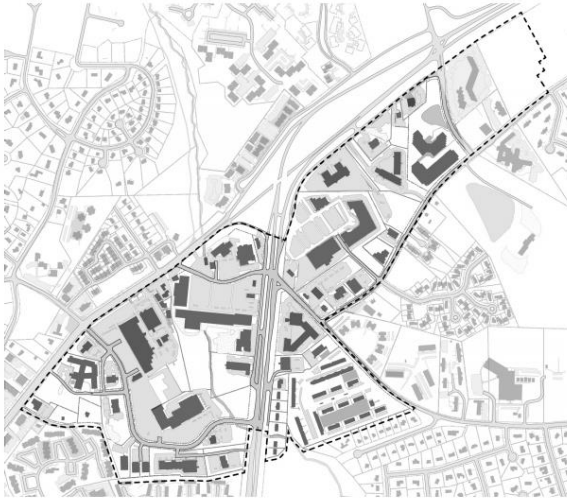
**COA Review Elements listed to mirror Design Guidelines**

**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:

## TEXT AMENDMENTS

### 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 3.11.2-3.11.2.5 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 between the 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 should be built to the line to support an active street edge, which provides a sense of enclosure for pedestrians. While alignment is preferred, the LUMO allows some setbacks 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.

- a. 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



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

#### 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

### 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



# Frontage Types

## Type D Added: Suitable for Alleys



Type D Frontage

*Mobility Plan*



- 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 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.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**