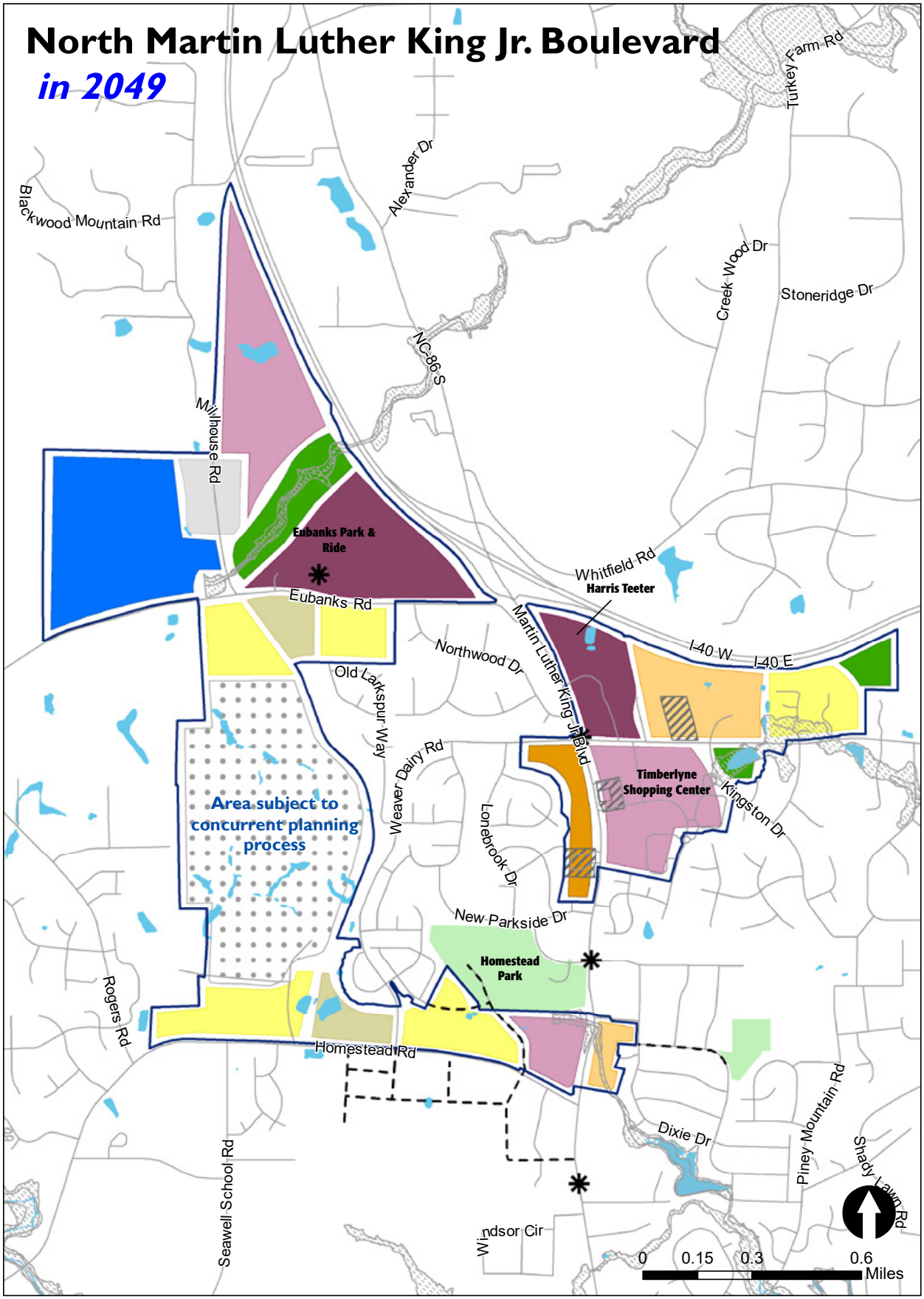
Focus Area Maps and Principles

The Focus Area Blueprints are presented as a map for each Focus Area with supporting narrative. The map describes each area's use, form, and function in general terms appropriate for the Future Land Use Plan. More details will be created and communicated as part of the Land Use Management Ordinance rewrite. The supporting narrative includes a brief description of the Focus Area vision, an overview of current conditions, a set of Focus Area principles, and a summary of character types. To give additional guidance about the desired character of each Focus Area, images will be provided at a later date to reflect preferred design concepts. The maps and principles are a future looking vision for the year 2049 and may not be enabled in the near term through zoning.

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North Martin Luther King Jr. Boulevard

in 2049



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- Townhomes
- Apartments (up to 4 stories)
- Apartments (up to 6 stories)
- Shops and offices (up to 4 stories)
- Multifamily, shops and offices (up to 4 stories)
- Multifamly, shops and offices (up to 6 stories)
- Institutional
- Parks & Open Space
- Existing Parks
- Planned BRT Station
- Future Connections
- Existing Manufactured Housing
- 100-Year Floodplain

North Martin Luther King Jr. Boulevard

A gateway corridor with mixed use nodes.

The North Martin Luther King Jr. Boulevard area is envisioned as a gateway to the Town from points north that includes mixed use nodes that fully leverage future bus rapid transit service. While improvements will include wide sidewalks, buildings, and tree canopies that frame the corridor, east-to-west connectivity will also be emphasized. Implementing bus rapid transit along the corridor will significantly influence future mobility, land use, placemaking, and urban form.

Overview of Current Conditions

Martin Luther King, Jr. Boulevard is a major north-south arterial, a gateway to Chapel Hill from the north, and soon to be the Town's premium transit corridor. The area has seen strong development interest in recent years, in part due to its proximity to I-40 and availability of undeveloped land. Nearly 30% of the area is currently undeveloped, though planned mixed-use developments (including construction underway on Eubanks Road) and a planned bus rapid transit line will impact the character of this area in the future. Previous planning efforts include the Rogers Road Neighborhood Plan, the Greene Tract agreement, the Northern Area Task Force Report, and various town-wide plans.

Focus Area Principles

Connectivity & Mobility

- Connectivity between commercial destinations and residential areas east of Martin Luther King Jr. Boulevard should be a priority.
- Bicycle, pedestrian, and multimodal links from existing development and new development/redevelopment should be emphasized to fully leverage transit service.
- New developments should open to and connect with the existing Rogers Road community.
- Parking strategies should encourage people to park once and walk from one destination to another within in mixed-use activity nodes. Likewise, property owners who have different peak hours of parking demand should share their parking spaces with one another.
- Surface parking between buildings and primary streets should be avoided.
- While conversion of the existing railroad is a possibility, until such time it will remain a barrier to east/west connectivity and ways to lessen its impact should be considered.

Land Use

- New growth should be focused along transit corridors in mixed-use neighborhoods.
- Diverse and accessible housing options with a range of product types and affordability for people of all incomes and life stages should be promoted, particularly in proximity to existing and future transit service.
- Displacement mitigation strategies will be necessary should existing manufactured home parks in the Focus Area be redeveloped.

Placemaking, Street Character, and Urban Form

- A cohesive street design along Martin Luther King Jr. Boulevard, from I-40 to downtown, should be achieved through landscaping, building placement, and design standards.

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- Additional and connected public spaces should be provided as existing retail centers such as Chapel Hill North and Timberlyne Shopping Center are redeveloped into multi-story developments.
- Buildings should be located closer to Martin Luther King Jr. Boulevard with wide, shaded and continuous multimodal paths to enhance walkability and frame the gateway corridor.
- Active frontages are encouraged to create vibrancy and ensure pedestrian activity over time. These frontages should consider the placement of buildings on the site, the location of primary building entrances, streetscapes, and pedestrian-scaled amenities. In some cases, active frontages may mean that retail and services should be allowed on the first floor within the Apartment Character Type. Active frontages in this Focus Area should include the intersections of Martin Luther King Jr. Boulevard at Weaver Dairy Road and Homestead Road as well as along Weaver Dairy Road between Martin Luther King Jr. Boulevard and Kingston Drive. (See Activated Street Frontage Map.)
- The Focus Area is characterized by its inviting streetscapes that blend the aesthetics of the built environment with mature tree canopies within the public right-of-way and as part of private development. Maintain this quality by preserving key vegetative areas and implementing new street tree plantings to support this character, shade sidewalks, and help frame the public realm.

Density & Intensity

- Leverage future transit service by increasing density and intensity up to eight stories within new developments near planned transit stations.
- Higher density mixed-use centers should have appropriate building height, landscape, connectivity, and transitions to residential neighborhoods.
- Concentration of density and intensity, including locations with core heights up to eight stories, should be encouraged in proximity to transit stops to leverage transit service and to preserve and protect other areas.

Environmental

- Sustainable site development using best management practices that minimize or reduce the impact of impervious cover should be encouraged.
- Old Field Creek should be positioned as a protected natural amenity adjacent to shops, offices, and multi-family properties.

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Character Types

Predominant Uses

Townhomes. This character type provides a medium intensity residential opportunity with good access to planned mixed-use, commercial areas, and parks and open space. Townhomes in this Focus Area will help increase range of housing prices within proximity to parks and open space.

Shops and Offices (up to 4 stories). This character type creates a primary commercial node by providing retail space, offices, and other services. This character type also provides a logical transition between residential uses and I-40 right-of-way.

Multifamily, Shops, and Offices (up to 4 stories). This character type promotes smaller scale walkable activity nodes, which may include retail, office, neighborhood-scale services, and multifamily residential. Within the Focus Area, this character type provides a mixture of uses within walking distance to future bus rapid transit stops.

Parks & Open Space. This character type accounts for natural features such as Old Field Creek and protects current open spaces while enhancing the connectivity of natural places.

Other Uses

Apartments (up to 4 stories). This character type provides for multifamily residential uses located near predominantly residential frontages (e.g., Eubanks Road and Homestead Road).

Apartments (up to 6 stories). This character type accounts for the Focus Area's highest density residential use and is strategically located near the future bus rapid transit stop at Weaver Dairy Road with good proximity to shops, services, and mixed-use centers.

Multifamily, Shops, and Offices (up to 6 stories). This character type accounts for the Focus Area's highest density and intensity, which is located adjacent to the future bus rapid transit stop.

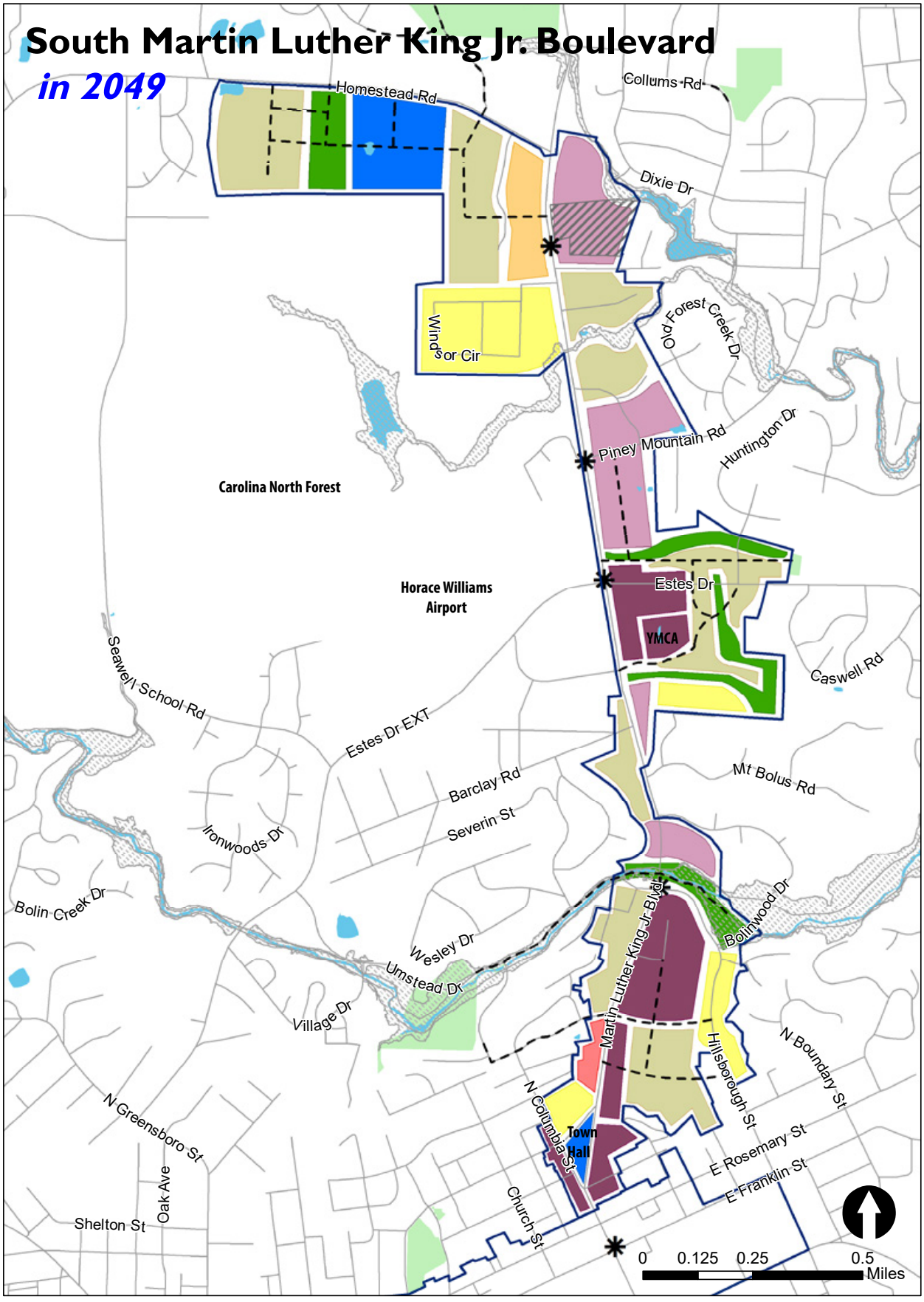
Institutional. This character type includes the former landfill site. [Note: Some institutional uses may be appropriate within other character types.]

Light Industrial. This character type reflects the current zoning designation for the designated area.

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South Martin Luther King Jr. Boulevard

in 2049



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- Townhomes
- Apartments (up to 4 stories)
- Apartments (up to 6 stories)
- Shops and offices (up to 4 stories)
- Shops and offices (up to 6 stories)
- Multifamily, shops and offices (up to 4 stories)
- Multifamly, shops and offices (up to 6 stories)
- Institutional
- Parks & Open Space
- Existing Parks
- Planned BRT Station
- Future Connections
- Existing Manufactured Housing
- 100-Year Floodplain

South Martin Luther King Jr. Boulevard

A gateway corridor with transit-focused development and a mixture of housing types.

The South Martin Luther King Jr. Boulevard Focus Area extends the gateway treatment south to the edge of Downtown. This portion of the corridor is envisioned to include a mixture of uses, including a diversity of housing types, that make the best use of future transit service while protecting natural features such as Bolin Creek. The South Martin Luther King Jr. Boulevard area also serves to reinforce the Town's urban core with an extension of downtown north along the corridor, including an active commercial node at Hillsborough Street. The mix of uses with an emphasis of offices also will help infuse a year-round customer base for downtown Chapel Hill.

Overview of Current Conditions

Like the North Martin Luther King Jr. Boulevard Focus Area, the southern portion of the corridor serves as a major arterial and a gateway to Town. While proximity to downtown is a defining feature of this area, the corridor is also a barrier to east-west bicycle and pedestrian mobility, and the terrain that rises toward downtown makes it difficult for some non-motorized users. High-density housing mainly serving students is situated along the corridor, and established single-family neighborhoods surround these developments. Little undeveloped land remains in this area, meaning most change will come in the form of redevelopment. Previous planning efforts include the Central West Small Area Plan, Estes Drive Bicycle & Pedestrian Improvements, and various town-wide plans.

Focus Area Principles

Connectivity & Mobility

- Street design should calm traffic using a variety of means including landscaping and high visibility crosswalks, especially south of Bolin Creek as you approach the core downtown area.
- New roadway and multimodal connections should be designed to accommodate pedestrians, bicycles, and transit vehicles where appropriate, particularly in proximity to the corridor's future bus rapid transit stops.
- Parking strategies should encourage people to park once and walk from one destination to another within in mixed-use activity nodes. Likewise, property owners who have different peak hours of parking demand should share their parking spaces with one another.

Land Use

- Future uses along the corridor should encourage student-focused housing to limit the encroachment of student housing on adjacent single-family neighborhoods.
- This area should encourage mixed-income housing near transit stations and within mixed-use centers while encouraging locally-based businesses that provide services to the surrounding community.
- Planning controls should establish gradual height and density transitions between new development and existing residential and institutional uses.
- Commercial infill and redevelopment should be bicycle and pedestrian-friendly and connected to the larger multimodal network.
- Displacement mitigation strategies will be necessary should existing manufactured home parks in the Focus Area be redeveloped.

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- Residential uses that are likely to attract students are appropriate in locations within proximity to transit and prioritize access to shopping and convenience to campus. These locations include near the intersections with Homestead Road and Estes Drive and south of Hillsborough Street.

Placemaking, Street Character, and Urban Form

- A cohesive street design along Martin Luther King Jr. Boulevard, from I-40 to downtown, should be achieved through landscaping, building placement, and design guidelines.
- Building, site, and landscape design should be integrated with bus rapid transit stops.
- The character of the surrounding neighborhoods should be preserved while providing multimodal connections to new destinations, amenities, and public spaces.
- Buildings should be located closer to Martin Luther King Jr. Boulevard with wide, shaded and continuous multimodal paths to enhance walkability and frame the gateway corridor.
- Building placement for the portion of the corridor south of Hillsborough Street should reinforce an extension of the urban character found in Downtown Chapel Hill.
- Active frontages are encouraged to create vibrancy and ensure pedestrian activity over time. These frontages should consider the placement of buildings on the site, the location of primary building entrances, streetscapes, and pedestrian-scaled amenities. In some cases, active frontages may mean that retail and services should be allowed on the first floor within the Apartment character type. Active frontages in this Focus Area should include the intersections of Martin Luther King Jr. Boulevard at Homestead Road and Estes Drive as well as along Martin Luther King Jr. Boulevard south of Bolin Creek. (See Activated Street Frontage Map.)
- The Focus Area is characterized by its inviting streetscapes that blend the aesthetics of the built environment with mature tree canopies within the public right-of-way and as part of private development. Maintain this quality by preserving key vegetative areas and implementing new street tree plantings to support this character, shade sidewalks, and help frame the public realm.

Density & Intensity

- Leverage future transit service by increasing density and intensity up to eight stories within new developments near planned transit stations.
- New developments should include variable heights and densities in response to existing land uses and natural features such as site-specific terrain, tree height, and tree stands.
- Higher density and intensity should be encouraged along Martin Luther King Jr. Boulevard extending from downtown to Hillsborough Street.

Environmental

- Sustainable site development that facilitates the use of best management practices that minimize or reduce the impact of impervious surface should be encouraged.
- Future decisions should minimize disruption to the natural features such as Bolin Creek while making connected open spaces available for people's use and enjoyment.
- Some developed properties along Bolin Creek should transition to open space.

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Character Types

Predominant Uses

Townhomes. This character type provides a medium intensity residential opportunity that serves as a transitional use to single family homes and provides additional residential units within walking distance of future bus rapid transit stops and the Downtown area. Townhomes in this Focus Area will help increase range of housing prices within proximity to parks and open space.

Apartments (up to 4 stories). This character type accounts for higher density residential uses compared to Townhomes. In this Focus Area, this character type is located within proximity to parks and open space and provides additional opportunities for affordable housing.

Multifamily, Shops, and Offices (up to 4 stories). This character type promotes walkable activity nodes that are smaller in scale and include uses such as office, retail, neighborhood services, and multifamily residential. This Focus Area locates this character type adjacent to future bus rapid transit stops and within walking distance of Downtown.

Multifamily, Shops, and Offices (up to 6 stories). This character type allows for the highest density and intensity. Locations at Estes Drive and Hillsborough Street leverage future premium transit service on the corridor, while areas designated at the southern end of the Focus Area reinforce the Town's urban core with an extension of downtown north toward Hillsborough Street.

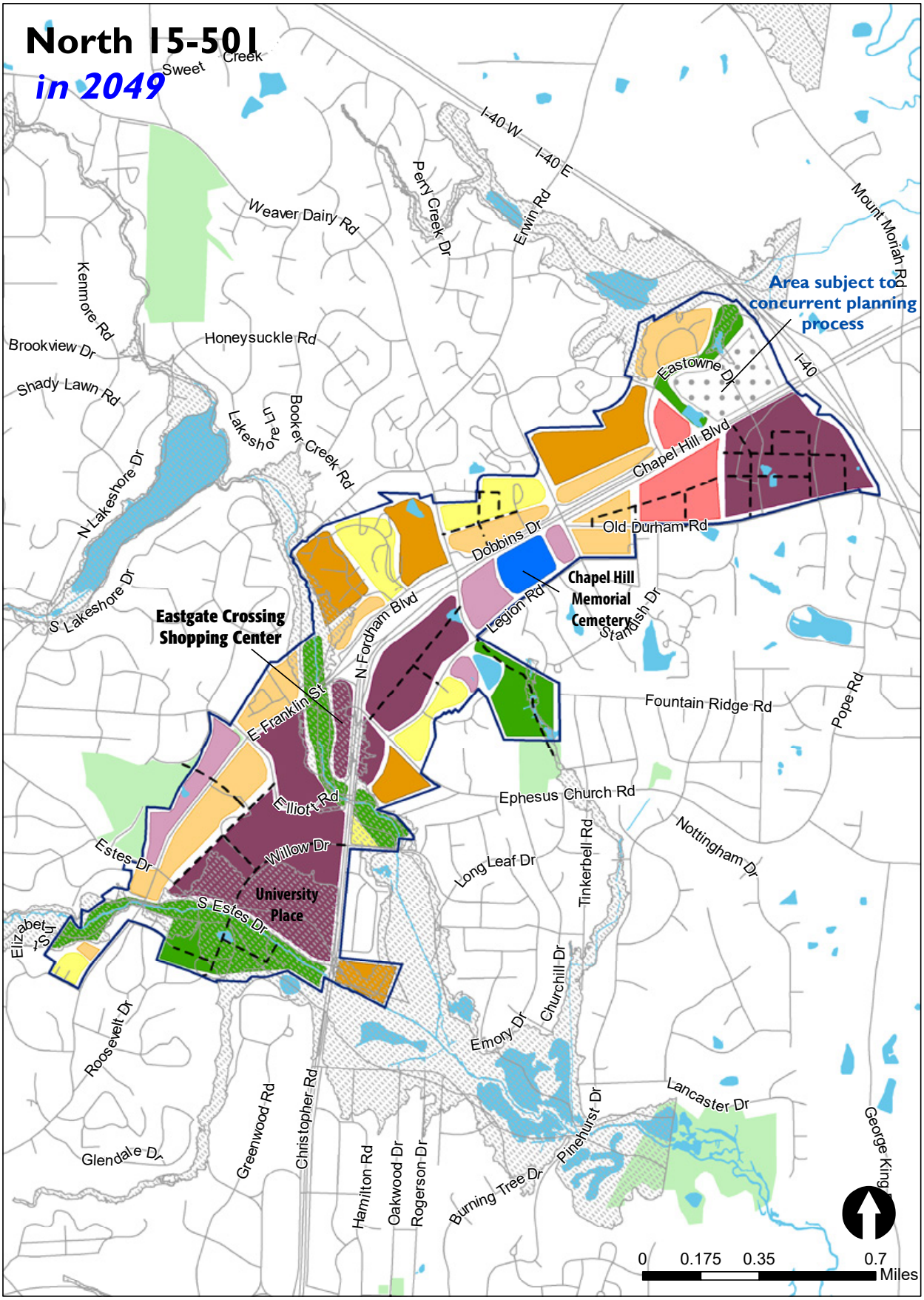
Other Uses

Shops and offices (up to 4 stories). This character type creates two smaller sized commercial nodes along the corridor to house retail space, offices, and other services. This character type serves as a transition between the Martin Luther King Jr. Boulevard and nearby single-family residential neighborhoods.

Institutional. Institutional uses in this Focus Area include Town Hall and Orange County facilities. [Note: Some institutional uses may be appropriate within other character types.]

Parks & Open Space. This character type accounts for the Focus Area's critical natural feature (Bolin Creek) and provide open space in proximity to residential uses.

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North 15-501
in 2049
Sweet Creek
I-40 W
I-40 E
Perry Creek Dr
Erwin Rd
Mount Moriah Rd
Weaver Dairy Rd
Kenmore Rd
Brookview Dr
Honeysuckle Rd
Shady Lawn Rd
Lakeshore Dr
Booker Creek Rd
N Lakeshore Dr
S Lakeshore Dr
Area subject to concurrent planning process
I-40
Eastowne Dr
Chapel Hill Blvd
Old Durham Rd
Dobbins Dr
Chapel Hill Memorial Cemetery
Legion Rd
Standish Dr
Eastgate Crossing Shopping Center
N Fordham Blvd
E Franklin St
Fountain Ridge Rd
Pope Rd
Elliot Rd
Ephesus Church Rd
Willow Dr
Estes Dr
Long Leaf Dr
Tinkerbell Rd
Nottingham Dr
University Place
S Estes Dr
Elizabeth St
Roosevelt Dr
Emory Dr
Churchill Dr
Greenwood Rd
Christopher Rd
Hamilton Rd
Oakwood Dr
Rogerson Dr
Burning Tree Dr
Pinehurst Dr
Lancaster Dr
George King
Glendale Dr
0 0.175 0.35 0.7 Miles
Townhomes
Apartments (up to 4 stories)
Apartments (up to 6 stories)
Shops and offices (up to 4 stories)
Shops and offices (up to 6 stories)
Multifamily, shops and offices (up to 4 stories)
Multifamily, shops and offices (up to 6 stories)
Institutional
Parks & Open Space
Existing Parks
Future Connections
100-Year Floodplain

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North 15-501

A destination with a mix of higher intensity uses.

The North 15-501 area is envisioned as a dynamic mix of higher intensity uses, including places to shop and reside. The vision for this area balances its role as a gateway to Town from points east and a destination that draws residents, employees, shoppers, and visitors from elsewhere. The Focus Area promotes active street life that blends the built environment with mature tree canopies and offers wide sidewalks and other multimodal features. Portions of the Focus Area that are currently developed may transition over time to open space.

Overview of Current Conditions

North 15-501 is one of the town's major retail and commercial centers as well as an important gateway from I-40. Higher density housing, commercial, and mixed-use developments dominate the corridor, which is surrounded by established single-family neighborhoods. Significant flood and stormwater concerns impact a major portion of this area. In 2014, Chapel Hill adopted a form-based code for the Blue Hill District to establish and maintain a consistent and cohesive design aesthetic. Previous planning efforts include Ephesus Church Road/Fordham Boulevard Small Area Planning and Traffic Analysis, Blue Hill District Design Guidelines, and various town-wide plans. Planning strategies should reference the concurrent planning process for the UNC Healthcare Eastowne campus.

Focus Area Principles

Connectivity & Mobility

- Parking strategies should encourage people to park once and walk from one destination to another within in mixed-use activity nodes. Likewise, property owners who have different peak hours of parking demand should share their parking spaces with one another.
- Given the higher density envisioned for this corridor, bicycle and pedestrian mobility within and to the Focus Area should be prioritized.

Land Use

- Existing single-use shopping areas should be encouraged to transition over time to mixed-use areas with clear connections to adjacent neighborhoods and developments.
- Special consideration should be given to the transition from higher density and intensity uses along the corridor and near larger proposed transit stops to single-family neighborhoods.
- Housing of various price points should be integrated into mixed-use nodes or located near employment centers, including the UNC Healthcare Eastowne campus.
- Townhomes should be encouraged to provide a transition between higher densities in the Focus Area and the single-family residential neighborhoods on the periphery.
- Housing choice and housing supply should be increased by encouraging new multifamily housing in identified locations, particularly at the intersection of Fordham Boulevard and Franklin Street and near larger proposed transit stops.
- This Focus Area should include employment centers, whether single user or in a mixed office setting, within proximity to future transit stops.

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Placemaking, Street Character, and Urban Form

- As a gateway from the northeast, additional attention should be given to the form and function of the corridor, including the preservation of street trees and orientation of buildings.
- As single-story retail centers such as University Place and Eastgate are redeveloped into multi-story mixed-use developments, the provision of additional, connected public spaces should be emphasized.
- The Focus Area is characterized by its inviting streetscapes that blend the aesthetics of the built environment with mature tree canopies within the public right-of-way and as part of private development. Maintain this quality by preserving key vegetative areas and implementing new street tree plantings to support this character, shade sidewalks, and help frame the public realm.
- Redevelopment should feature a more compact and connected urban framework by limiting block lengths and ensuring a high intersection density.
- Site buildings closer to the street to enhance the walkability within the Focus Area.
- Active frontages are encouraged to create vibrancy and ensure pedestrian activity over time. These frontages should consider the placement of buildings on the site, the location of primary building entrances, streetscapes, and pedestrian-scaled amenities. In some cases, active frontages may mean that retail and services should be allowed on the first floor within the Apartment Character Type. Given its vision, active frontages should be a priority throughout the Focus Area. (See Activated Street Frontage Map.)

Density & Intensity

- The mix of uses should vary in scale and intensity based on the different context of the Focus Area.
- Density and intensity should be the highest near larger proposed transit stops with transitions to adjacent areas. The density and intensity of this areas should be reconsidered if transit is not constructed.
- Increases in density and intensity above six stories should include desirable community amenities and appropriate transitions to adjacent uses.

Environmental

- The Town should leverage redevelopment as an opportunity to reduce overflows into the Focus Area's historically flood prone locations.
- Sustainable site development that facilitates the use of best management practices that minimize or reduce the impact of impervious surface should be encouraged.
- Redevelopment and new development should enhance how people are connected to and experience the area's natural resources, including Little Creek and Booker Creek.
- The North 15-501 Focus Area should have a greater contribution to the Town's overall urban tree canopy goals.
- Some developed properties should transition to open space, where possible, which may require intensifying development away from restored open space.

Character Types

Predominant Uses

Apartments (up to 6 stories). This character type accounts for the Focus Area's highest density residential uses, which are strategically located near mixed-use and commercial areas to allow for walkable activity nodes. These

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character types also are located with good access to planned parks and open space and provide better opportunities for additional affordable housing.

Shops and Offices (up to 4 stories). This character type creates commercial nodes along the corridor that provide retail space, offices, and other services. In some cases, this use also provides a logical transition between higher density uses and single-family neighborhoods.

Shops and Offices (up to 6 stories). This character type provides a high intensity commercial node near locations of potential future transit in proximity I-40. This character type would be appropriate for a larger employment-focused development should additional transit capacity be implemented in this area.

Multifamily, Shops, and Offices (up to 4 stories). This character type provides an opportunity to create smaller scale walkable activity nodes, which may include retail, office, neighborhood-scale services, and multifamily residential. As located, this character type provides good access to planned parks and open space as well as to other planned commercial areas. Connectivity to likely employment nodes are enhanced.

Multifamily, Shops, and Offices (up to 6 stories). This character type accounts for the Focus Area's highest density and intensity, which is located and surrounding the intersection of Fordham Boulevard and Franklin Street adjacent to likely locations of larger transit stops. Development of this scale is only appropriate at the north end of the Focus Area should additional transit capacity be implemented.

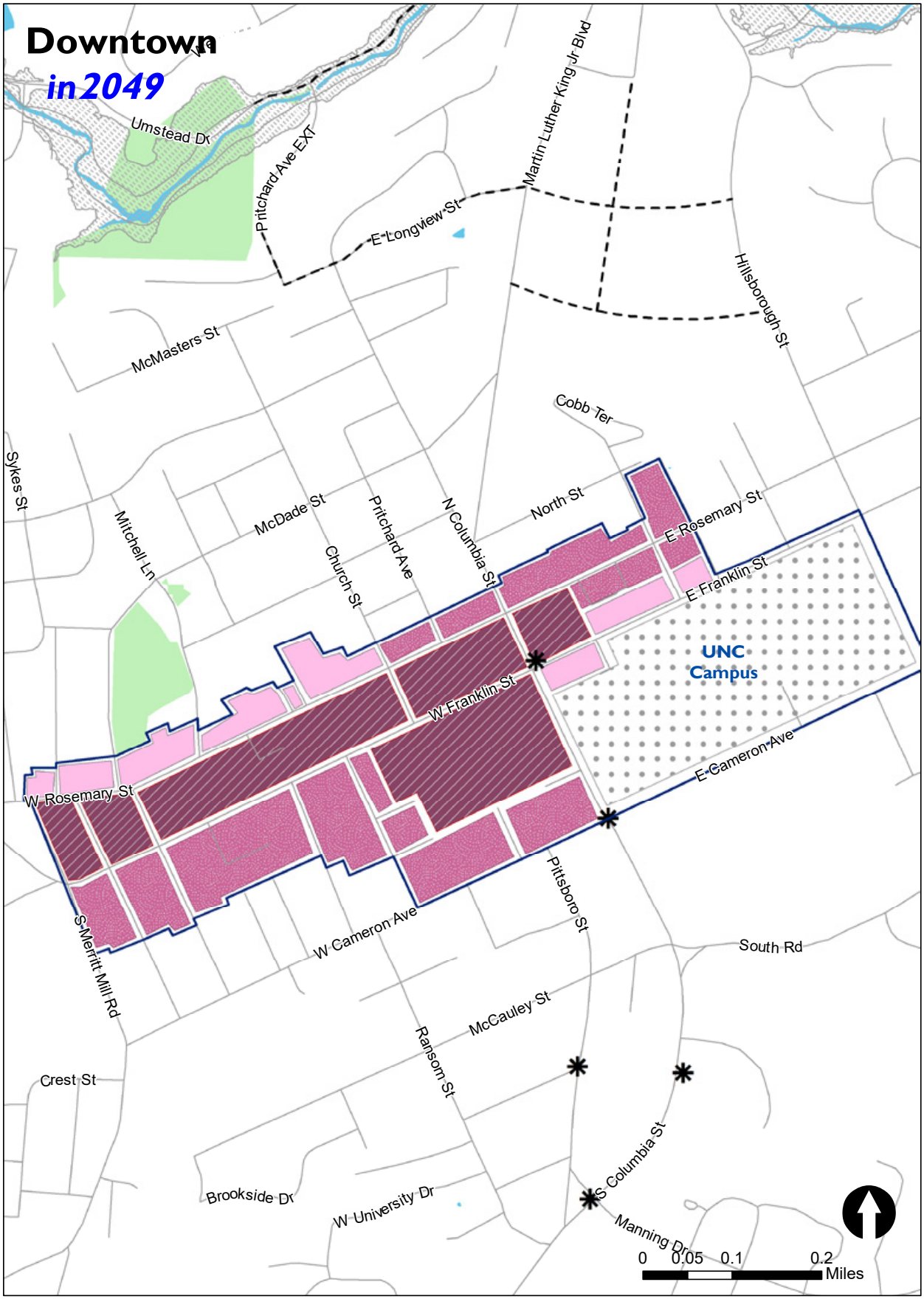
Parks & Open Space. This character type accounts for the natural features in the Focus Area and contributes to a more natural treatment of stormwater. Some areas designated as parks and open space have existing development. The intent is for these areas to transition back to natural areas over time.

Other Uses

Townhomes. This character type provides a medium intensity residential opportunity with good access to planned mixed-use, commercial areas, and parks and open space. Townhomes in this Focus Area will help increase range of housing prices while providing a transition between higher intensity uses and single-family residential neighborhoods.

Institutional. This character type includes the Chapel Hill Memorial Cemetery. [Note: Some institutional uses may be appropriate within other character types.]

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Downtown
in 2049
Umstead Dr
Pritchard Ave EXT
Martin Luther King Jr Blvd
E Longview St
Hillsborough St
McMasters St
Cobb Ter
Sykes St
Mitchell Ln
McDade St
Church St
Pritchard Ave
N Columbia St
North St
E Rosemary St
E Franklin St
UNC
Campus
W Franklin St
W Rosemary St
E Cameron Ave
Pittsboro St
S Merritt Mill Rd
W Cameron Ave
South Rd
McCauley St
Ransom St
Crest St
Brookside Dr
W University Dr
S Columbia St
Manning Dr
0 0.05 0.1 0.2
Miles
Multifamily, shops and offices (4 story setback / 6 story core)
Multifamily, shops and offices (4 story setback / 8 story core)
Multifamily, shops and offices (4 story setback / 10 story core)
Existing Parks
Planned BRT Station
Future Connections
100-Year Floodplain

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Downtown

Preserving and enhancing the heart of Chapel Hill.

The Downtown Focus Area maintains, enhances, and promotes downtown as the social, cultural, and spiritual center of Chapel Hill through infill development, redevelopment, and adaptive reuse. Special consideration is given to previous Town planning efforts while encouraging sufficient density to absorb growth and limit impacts to other areas of Chapel Hill. Preserving and enhancing the heart of Chapel Hill while attracting year-round residents and additional office and commercial uses are core components of this Focus Area.

Overview of Current Conditions

The Downtown Focus Area stretches from the Town boundary with Carrboro in the west to Spring Lane in the east. This Focus Area covers the traditional core of the Town and is home to a variety of restaurants, offices, and other services typical of a central business district. The area includes part of the Franklin-Rosemary Historic District and University of North Carolina campus, and the student population is a major influence. Though no undeveloped land remains within this area, redevelopment will likely occur over time. Opportunities to enhance the urban design and functionality of Franklin and Rosemary Streets will occur as part of this redevelopment. Proactive planning will be necessary to absorb growth over time while preserving the unique character of downtown and protecting established neighborhoods to the north, east, and south. Numerous previous plans are on the books, including the West Rosemary Development Guide and various town-wide plans.

Focus Area Principles

Connectivity & Mobility

- Encourage safe and attractive multimodal transportation options that leverage the street grid and urban intensity.
- Connect and widen sidewalks to encourage walkability, where possible.
- Implement the multimodal network within the downtown area as determined in the Chapel Hill Mobility and Connectivity Plan, particularly with respect to connections to existing trails and on-street bicycle facilities.
- Encourage appropriate redevelopment of surface parking and parking decks to provide more structured parking solutions for private and public use and further infill development goals that support better streetscape character, scale, and connectivity.
- Parking strategies should encourage people to park once and walk from one destination to another within in mixed-use activity nodes. Likewise, property owners who have different peak hours of parking demand should share their parking spaces with one another.
- Surface parking between buildings and primary streets should be avoided.

Land Use

- Redevelop parking facilities to knit together the urban fabric and enhance the streetscape character and public realm.
- Allow increased heights within the Focus Area in locations where such height may be necessary to support or encourage stated redevelopment initiatives.
- Encourage higher density compatible housing through infill, redevelopment, and adaptive reuse.

Placemaking, Street Character, and Urban Form

- Design alleys to serve as functional welcoming pathways and wayfinding.

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- Enhance the visual character of the Franklin and Rosemary Streets with additional plantings and consistent street design elements.
- Increase tree canopy coverage within and outside the public right-of-way.
- Establish design guidelines and controls to develop buildings to be compatible in form and proportion with desired character.
- When new developments are proposed along Rosemary Street, ensure that the proposals are in keeping with the spirit of the West Rosemary Development Guide.
- Active frontages are encouraged to create vibrancy and ensure pedestrian activity over time. These frontages should consider the placement of buildings on the site, the location of primary building entrances, streetscapes, and pedestrian-scaled amenities. In some cases, active frontages may mean that retail and services should be allowed on the first floor within the Apartment Character Type. Active frontages in this Focus Area should include the full extents of Franklin Street and Rosemary Streets and Columbia Street within the Focus Area. (See Activated Street Frontage Map.)
- Improvements to street facades that promote good design and preserve the Town's unique architectural character should be encouraged.

Density & Intensity

- Redevelop at a scale and intensity that strengthens Downtown's capacity to absorb growth and limit impacts to other areas of Town.
- Appropriate transitions should be incorporated between downtown and the Northside neighborhood. As noted in the Rosemary Street Vision and Implementation Plan, when new structures are built along Rosemary Street, incorporate setbacks and stepbacks that respect the adjacent residences.

Environmental

- Sustainable site development that facilitates the use of best management practices that minimize or reduce the impact of impervious surface should be encouraged, such as use of pervious pavements, solar shade structures, and water efficient landscape palettes.
- Create urban pocket parks adjacent to the sidewalk zones, specifically in areas prime for public events and festivals.
- Green building concepts such as sustainable siting, energy efficiency, water efficiency, and sustainable construction materials should be encouraged.

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Character Types

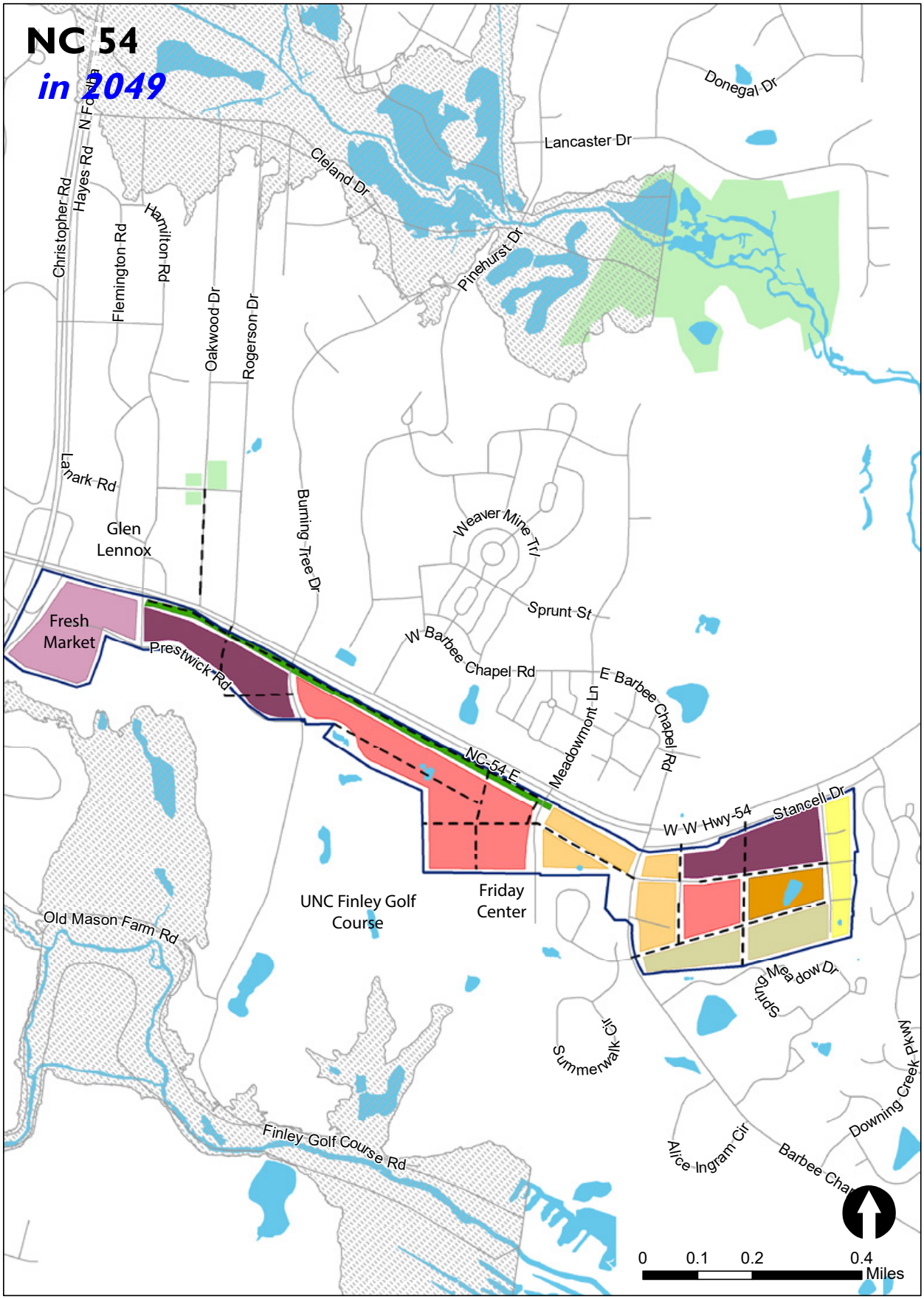
Predominant Uses

Multifamily, shops and offices (up to 4 stories). This character type serves as the basis for the Downtown area and promotes the mixed-use, walkable core necessary for a vibrant Town core. Uses include retail, office, neighborhood-scale services, and multifamily residential with appropriate transitions to single-family residences on the periphery of Downton. To provide additional guidance, this character type within the Downtown Focus Area is split into three tiers that reflect different core heights. The core heights represent the maximum heights recommended for the interior of the site. The setback height represents the maximum height along street frontages. While height is referenced as "up to", required minimal heights are likely appropriate and should be determined as part of the Land Use Management Ordinance Rewrite.

- Multifamily, shops and offices (4 story setback / 6 story core) – This character type is appropriate along East Franklin Street and as a transitional use on the north side of Rosemary Street west of Church Street.

- Multifamily, shops and offices (4 story setback / 8 story core) – The character type increase the core height to up to 8 stories and is appropriate along East Rosemary Street and south of West Franklin Street.
- Multifamily, shops and offices (4 story setback / 10 story core) – This character type provides the highest intensity urban development and is located between West Franklin Street and West Rosemary Street and along Columbia Street.

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NC 54
in 2049
Donegal Dr
Lancaster Dr
Cleland Dr
Pinehurst Dr
Christopher Rd
Hayes Rd
N Fork
Flemington Rd
Hamilton Rd
Oakwood Dr
Rogerson Dr
Burning Tree Dr
Weaver Mine Trl
Sprunt St
W Barbee Chapel Rd
E Barbee Chapel Rd
Meadowmont Ln
Prestwick Rd
NC-54 E
W W Hwy-54
Stancell Dr
Glen Lennox
Fresh Market
UNC Finley Golf Course
Friday Center
Old Mason Farm Rd
Finley Golf Course Rd
Summerwalk Cir
Spring Meadow Dr
Alice Ingram Cir
Downing Creek Pkwy
Barbee Chapel
0 0.1 0.2 0.4 Miles
Townhomes
Apartments (up to 4 stories)
Apartments (up to 6 stories)
Shops and offices (up to 4 stories)
Shops and offices (up to 6 stories)
Multifamily, shops and offices (up to 4 stories)
Multifamily, shops and offices (up to 6 stories)
Institutional
Parks & Open Space
Existing Parks
Future Connections
100-Year Floodplain

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NC 54 Corridor

Employment centers with a green gateway to Chapel Hill.

The NC 54 Focus Area blends established and anticipated employment centers and considers the likely benefits of future transit service by encouraging compact, mixed use development highlighted by diverse and affordable housing options. While linear greenspace will continue to be a defining feature, the tree buffer that exists from Barbee Chapel Road to Findley Golf Course Road may transition over time to a more urban streetscape that includes wide sidewalks with an abundance of street trees.

Overview of Current Conditions

The NC 54 corridor is a major gateway to the Town from the east and includes several office and commercial centers. Glen Lennox and Meadowmont draw patrons from throughout the community and beyond with dining, entertainment, retail, and services. The corridor has the potential to expand as an employment destination, offering many opportunities for mixed-use developments to take advantage of captive demand from weekday employees. The NC 54 corridor is positioned to become an even more important link in the Town's transit system, which is reflected in the land use and development vision expressed in the Focus Area. Most opportunities to reshape the corridor toward a transit-oriented pattern are likely to come from redevelopment and intensification of the existing uses, rather than the new development of currently vacant land.

Focus Area Principles

Connectivity & Mobility

- The NC 54 corridor should become more bicycle and pedestrian friendly by closing gaps in the multimodal network and making it easier to traverse NC 54.
- The future design should yield an attractive, tree-lined, boulevard with a median, where the pedestrian and cyclist realms are protected by the natural landscape and physical barriers.
- New roadway and multimodal connections should be created to reduce local trips on NC 54 and enhance circulation within new development.

Land Use

- Diverse and affordable housing options should be located in areas that connect to existing and future transit service.
- Compact, mixed use developed should occur near transit and supported by a multimodal transportation system.

Placemaking, Street Character, and Urban Form

- Visual assets such as landscaped medians, tree-lined streets, and building facades should be integrated into a coordinated corridor design.
- Near Fordham Boulevard, the physical character of NC 54 and adjacent development should coordinate with the redevelopment vision of Glen Lennox as established in the Glen Lennox Area Neighborhood Conservation District Plan.
- Mixed-use centers should include public spaces and promote a more holistic corridor design.
- Active frontages are encouraged to create vibrancy and ensure pedestrian activity over time. These frontages should consider the placement of buildings on the site, the location of primary building entrances, streetscapes, and pedestrian-scaled amenities. In some cases, active frontages may mean that retail and services should be allowed on the first floor within the Apartment Character Type. Active

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frontages in this Focus Area should include NC 54 between Fordham Boulevard and Findley Golf Course Road, the intersection of NC 54 and Barbee Chapel Road, the frontage along Finley Golf Course Road, and along interior connections. (See Activated Street Frontage Map.)

- The Focus Area is characterized by its inviting streetscapes that blend the aesthetics of the built environment with mature tree canopies within the public right-of-way and as part of private development. Maintain this quality by preserving key vegetative areas and implementing new street tree plantings to support this character, shade sidewalks, and help frame the public realm.

Density & Intensity

- Develop at a height and scale appropriate to future transit, existing development, and surrounding areas.
- Density and intensity should be the highest near larger proposed transit stops with transitions to adjacent areas. The density and intensity of this areas should be reconsidered if transit is not constructed.
- Increases in density and intensity above six stories should include desirable community amenities and appropriate transitions to adjacent uses.

Environmental

- Sustainable site development that facilitates the use of best management practices that minimize or reduce the impact of impervious cover should be encouraged.
- Preserve and expand linear greenspace so NC 54 offers a greater contribution to the Town's urban tree canopy goals.

Character Types

Predominant Uses

Shops and Offices (up to 4 stories). This character type creates a commercial node at the intersection of NC 54 and Barbee Chapel Road, which would provide retail space, offices, and other services.

Shops and Offices (up to 6 stories). This character type centers a high intensity commercial node near likely future transit services provided across from Meadowmont. This character type would be appropriate for a larger employment-focused development and is appropriate should additional transit capacity be implemented.

Multifamily, shops and offices (up to 6 stories). This character type identifies two locations along the corridor for a higher density and intensity mixture of uses. These locations leverage likely future transit service.

Parks & Open Space. The character type provides a linear greenspace along portions of the corridor to maintain a green gateway from the east.

Other Uses

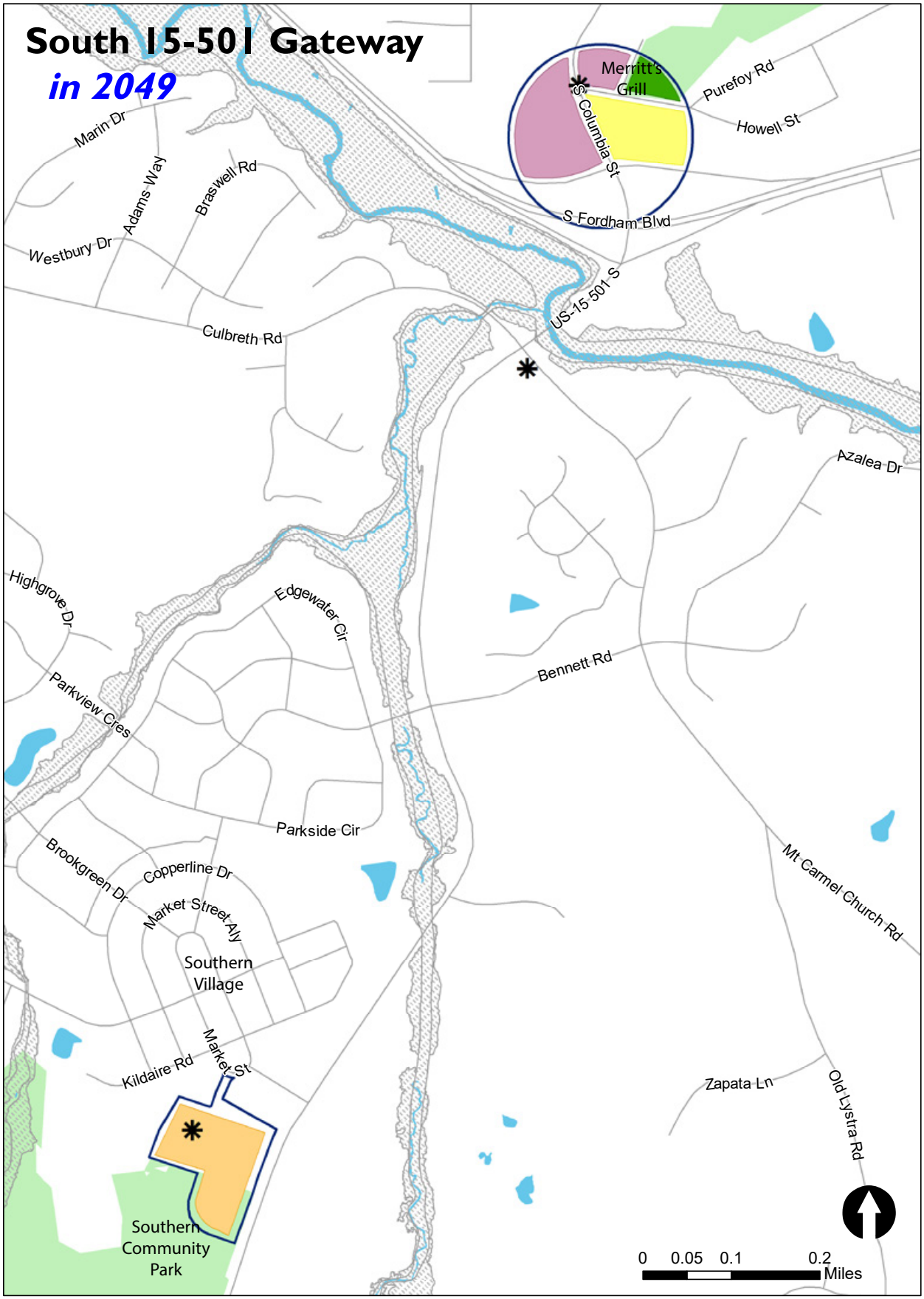
Townhomes. This character type provides a lower intensity residential opportunity on the eastern edge of the Focus Area. This location offers proximity to mixed-use areas and provides a transitional use to single-family neighborhoods. This character type also enhances the range of housing prices within proximity to likely future transit service.

Apartments (up to 6 stories). This character type accounts for the Focus Area's highest density residential use and is strategically located near likely locations of future transit stops.

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Multifamily, shops and offices (up to 4 stories). This character type promotes a smaller scale walkable activity node near NC 54 on the western edge of the Focus Area. Uses such as retail, office, and neighborhood-scale services are supported by multifamily residential within the development and adjacent residential uses.

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South 15-501 Gateway
in 2049
Merritt's Grill
S. Columbia St
Purefoy Rd
Howell St
S Fordham Blvd
US-15 501 S
Marin Dr
Adams Way
Braswell Rd
Westbury Dr
Culbreth Rd
Azalea Dr
Highgrove Dr
Edgewater Cir
Parkview Cres
Bennett Rd
Parkside Cir
Brookgreen Dr
Copperline Dr
Market Street Aly
Southern Village
Mt Carmel Church Rd
Kildaire Rd
Market St
Zapata Ln
Old Lystra Rd
Southern Community Park
0 0.05 0.1 0.2 Miles
Townhomes
Apartments (up to 4 stories)
Apartments (up to 6 stories)
Shops and offices (up to 4 stories)
Multifamily, shops and offices (up to 4 stories)
Multifamly, shops and offices (up to 6 stories)
Institutional
Parks & Open Space
Existing Parks
Planned BRT Station
100-Year Floodplain

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South 15-501 Gateway / Southern Village Park and Ride

Gateway nodes providing a mixture of uses and housing types.

As two gateway nodes on the southside of Chapel Hill, this Focus Area includes a mixture of uses, housing types, and open spaces that respect the differences of the South 15-501 Gateway and the Southern Village Park and Ride. These areas are envisioned to improve connectivity within and to the Focus Areas as well as to future transit service.

Overview of Current Conditions

This Focus Area includes two redevelopment areas in the southern portion of the Town. The first area includes a gateway node on South Columbia Street just north of NC 54. This area was selected for additional study due to the broad interest in taking a proactive approach to planning the town's major gateways. The second portion of the Focus Area is two parcels centered on Town-owned land near Southern Village. One parcel is currently used as a park and ride lot and is slated to become the terminal station of the Chapel Hill Bus Rapid Transit system. The second parcel is open space. Future premium transit has the potential to change the development context in the surrounding area, necessitating a proactive planning effort to determine the best use of this small Focus Area.

Focus Area Principles

Connectivity & Mobility

- Bicycle and pedestrian connections should link complimentary uses and users to the multimodal network, including existing bike lanes on South Columbia Street and the Morgan Creek Trails and Merritt's Pasture.
- The location and visibility of these nodes, including access to existing and future transit service, and proximity to major roadways should be enhanced with improved access to adjacent neighborhoods, employment, or amenities.
- The development should provide pedestrian and vehicular connections within the nodes and to adjacent areas.
- Connectivity and mobility improvements should make it easier to traverse South Columbia Street.

Land Use

- Changes to the area should be complementary to existing residential uses. Areas outside the Focus Area with a low density residential land use designation will remain, including those on the west side of South Columbia Street.
- New housing should be incorporated into the gateway node.

Placemaking, Street Character, and Urban Form

- Reinforce the southern gateway role of these areas through design.
- The form, use, and design of the nodes should include transitions to align with the character and fabric of the existing community.
- The form and pattern for future development should reflect the 2015 scenario planning process for the park-and-ride location, which includes shops and offices that front internal and external streets, structured parking wrapped with buildings, and on-street parking where appropriate.
- Active frontages are encouraged to create vibrancy and ensure pedestrian activity over time. These frontages should consider the placement of buildings on the site, the location of primary building entrances, streetscapes, and pedestrian-scaled amenities. In some cases, active frontages may mean that

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retail and services should be allowed on the first floor within the Apartment character type. Active frontages in this Focus Area should include South Columbia Street within the South 15-501 Gateway node and streets internal to the Southern Village Park and Ride site. (See Activated Street Frontage Map.)

Density & Intensity

- Promote development at a scale that complements the surrounding area.
- As the terminal station for the bus rapid transit system, transit-oriented development should be encouraged with higher density and mix of uses.

Environmental

- Stormwater management strategies shall be coordinated and applied within the two nodes.

Character Types

Predominant Uses

Townhomes. Located in the South 15-501 Gateway node, this character type maintains the residential use south of Purefoy Road but increases allowable density.

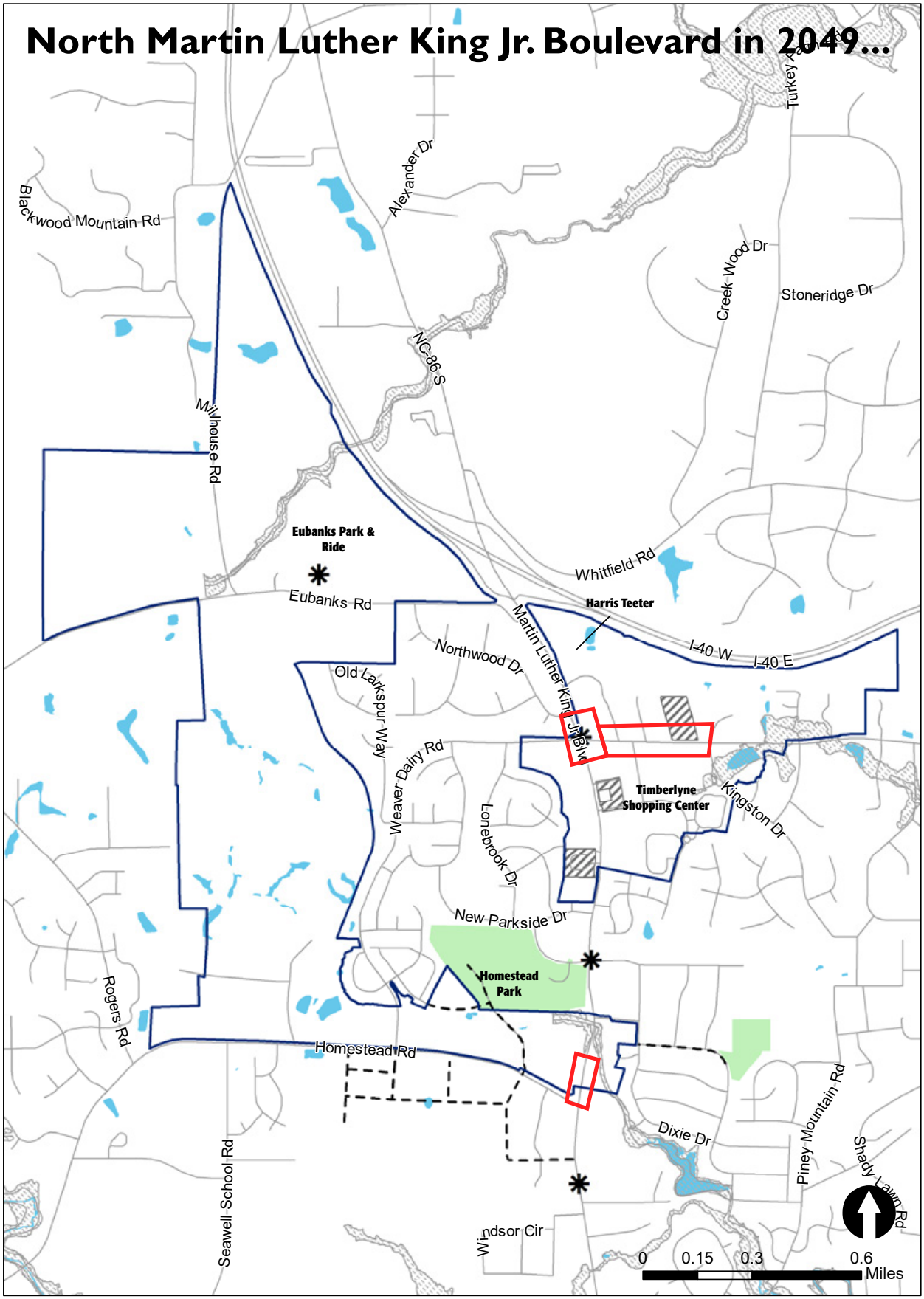
Shops and offices (up to 4 stories). Located in the Southern Village Park and Ride node, this character type provides a high intensity commercial node near the planned terminus of the Chapel Hill Bus Rapid Transit system. This character type reflects previous planning efforts by the Town.

Multifamily, shops and offices (up to 4 stories). This character type accounts for more than half of the South 15-501 Gateway node to promote smaller scale walkable activity nodes in proximity to the future bus rapid transit station. Uses may include retail, office, neighborhood-scale services, and multifamily residential.

Parks & Open Space. The South 15-501 Gateway node preserves the existing open space located northwest of the intersection of Purefoy Road and Howell Street.

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North Martin Luther King Jr. Boulevard in 2049...



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Planned BRT Station

Future Connections

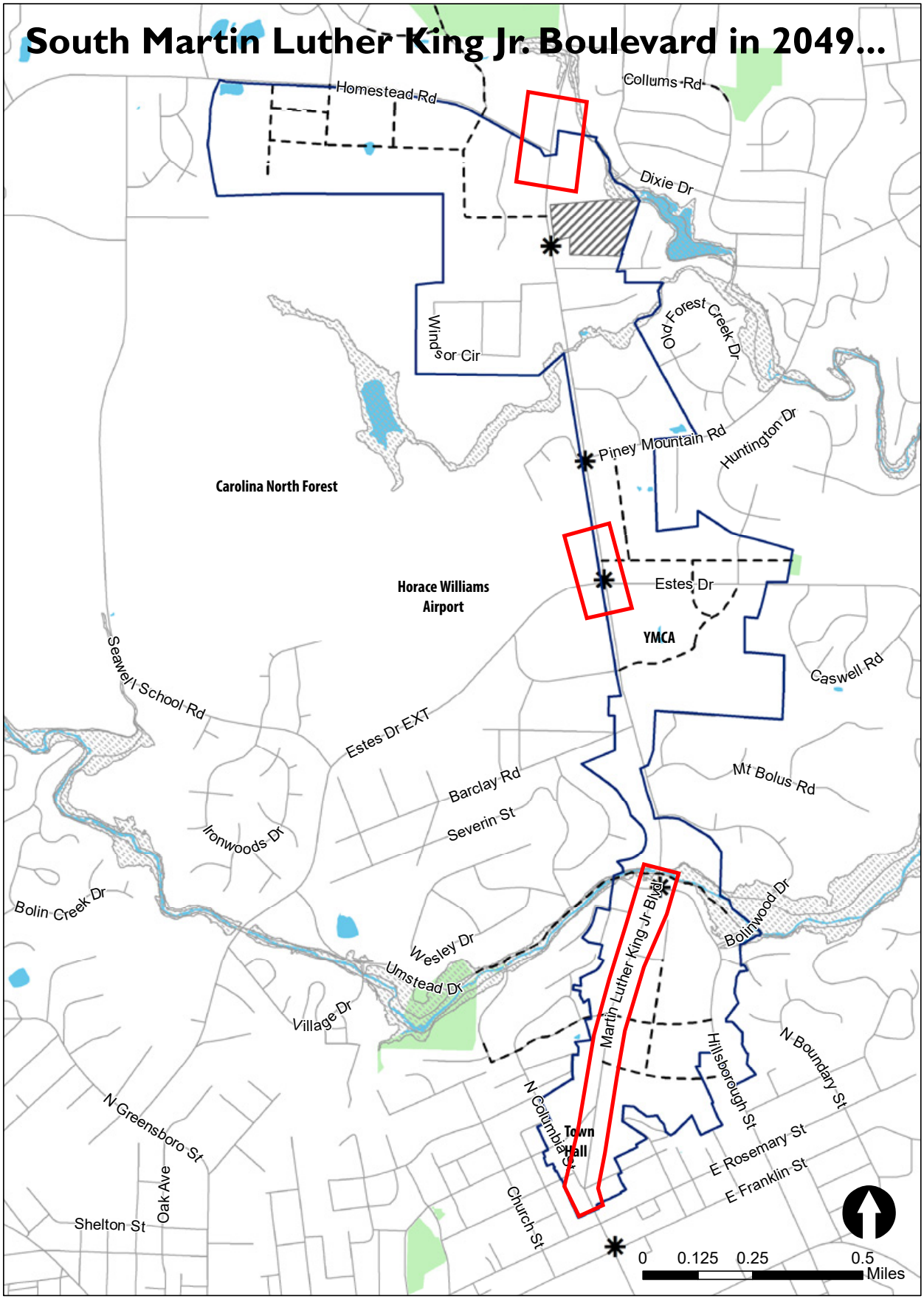
Existing Manufactured Housing

100-Year Floodplain

Existing Parks

Activated Street Frontage

South Martin Luther King Jr. Boulevard in 2049...



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Planned BRT Station

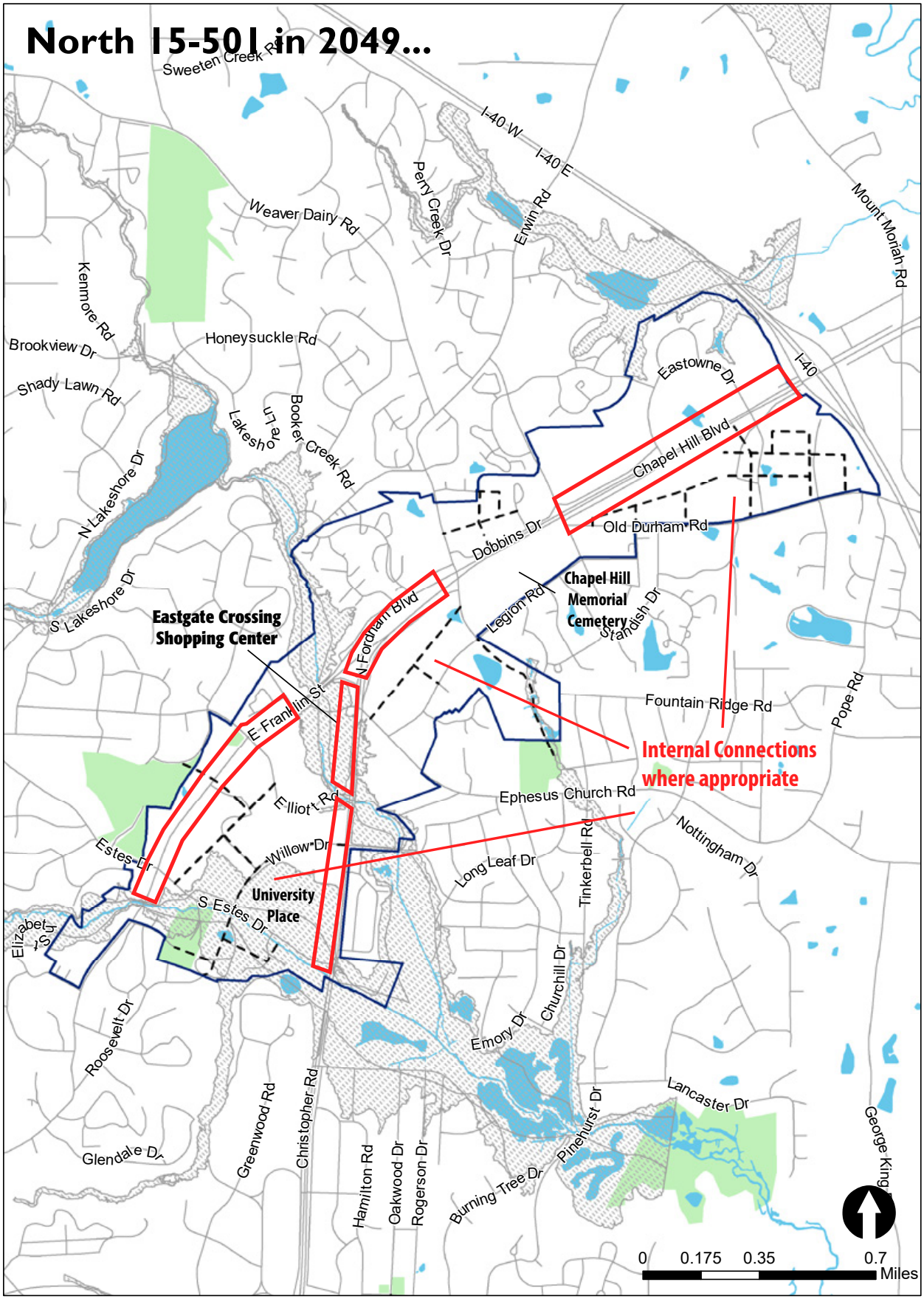
Future Connections

Existing Manufactured Housing

100-Year Floodplain

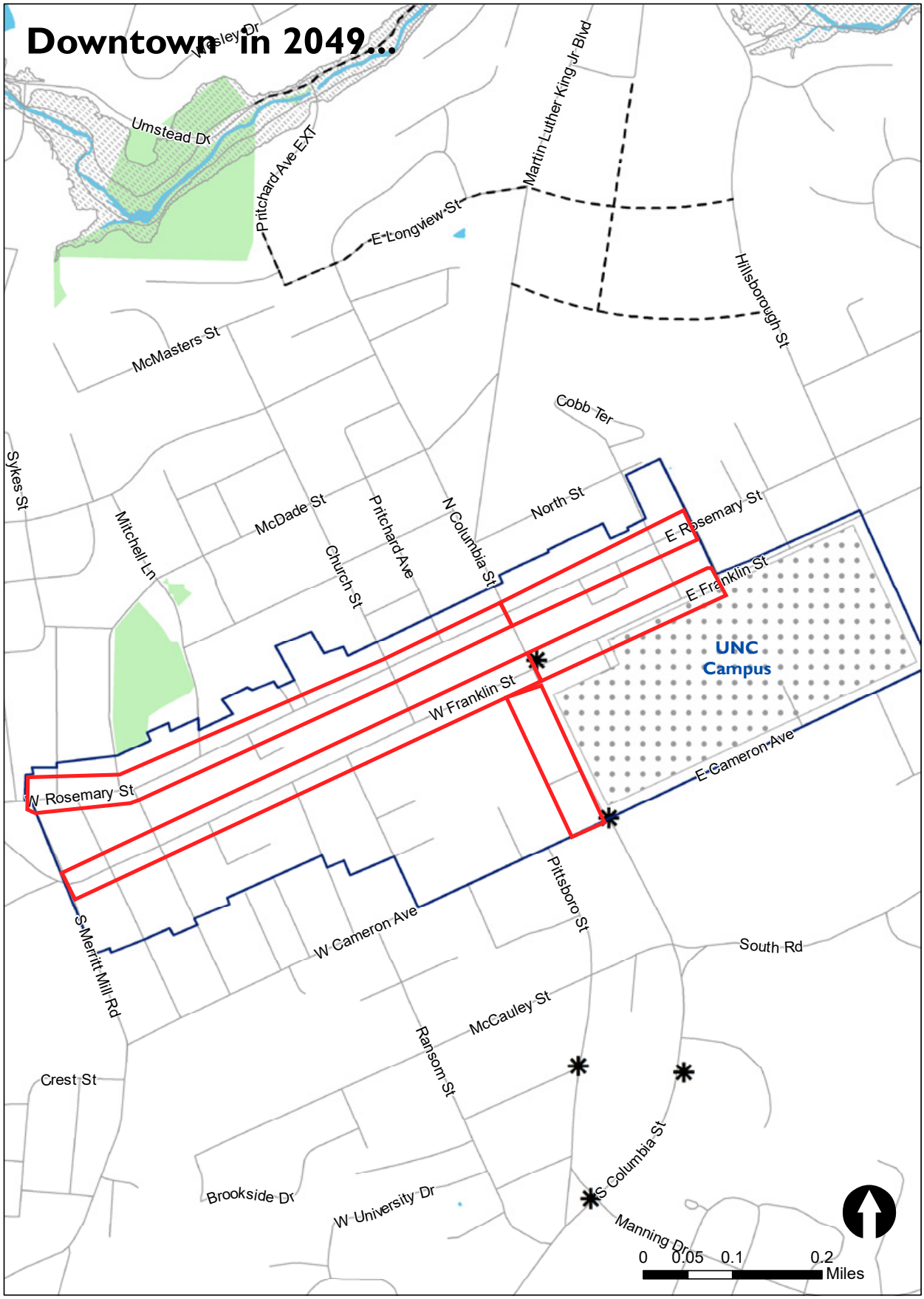
Existing Parks

Activated Street Frontage


North 15-501 in 2049...
Sweeten Creek Rd
I-40 W
I-40 E
Perry Creek Dr
Erwin Rd
Mount Moriah Rd
Weaver Dairy Rd
Kenmore Rd
Brookview Dr
Honeysuckle Rd
Shady Lawn Rd
Lakeshore Dr
Booker Creek Rd
N Lakeshore Dr
S Lakeshore Dr
Eastowne Dr
I-40
Chapel Hill Blvd
Old Durham Rd
Dobbins Dr
Chapel Hill Memorial Cemetery
Legion Rd
Standish Dr
Eastgate Crossing Shopping Center
N Fordham Blvd
E Franklin St
Fountain Ridge Rd
Pope Rd
Internal Connections where appropriate
Ephesus Church Rd
Elliot Rd
Willow Dr
Estes Dr
Nottingham Dr
Long Leaf Dr
Tinkerbell Rd
University Place
S Estes Dr
Churchill Dr
Emory Dr
Roosevelt Dr
Glendale Dr
Greenwood Rd
Christopher Rd
Hamilton Rd
Oakwood Dr
Rogerson Dr
Burning Tree Dr
Pinehurst Dr
Lancaster Dr
George King
0 0.175 0.35 0.7 Miles
Future Connections
100-Year Floodplain
Existing Parks
Activated Street Frontage

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Downtown in 2049...



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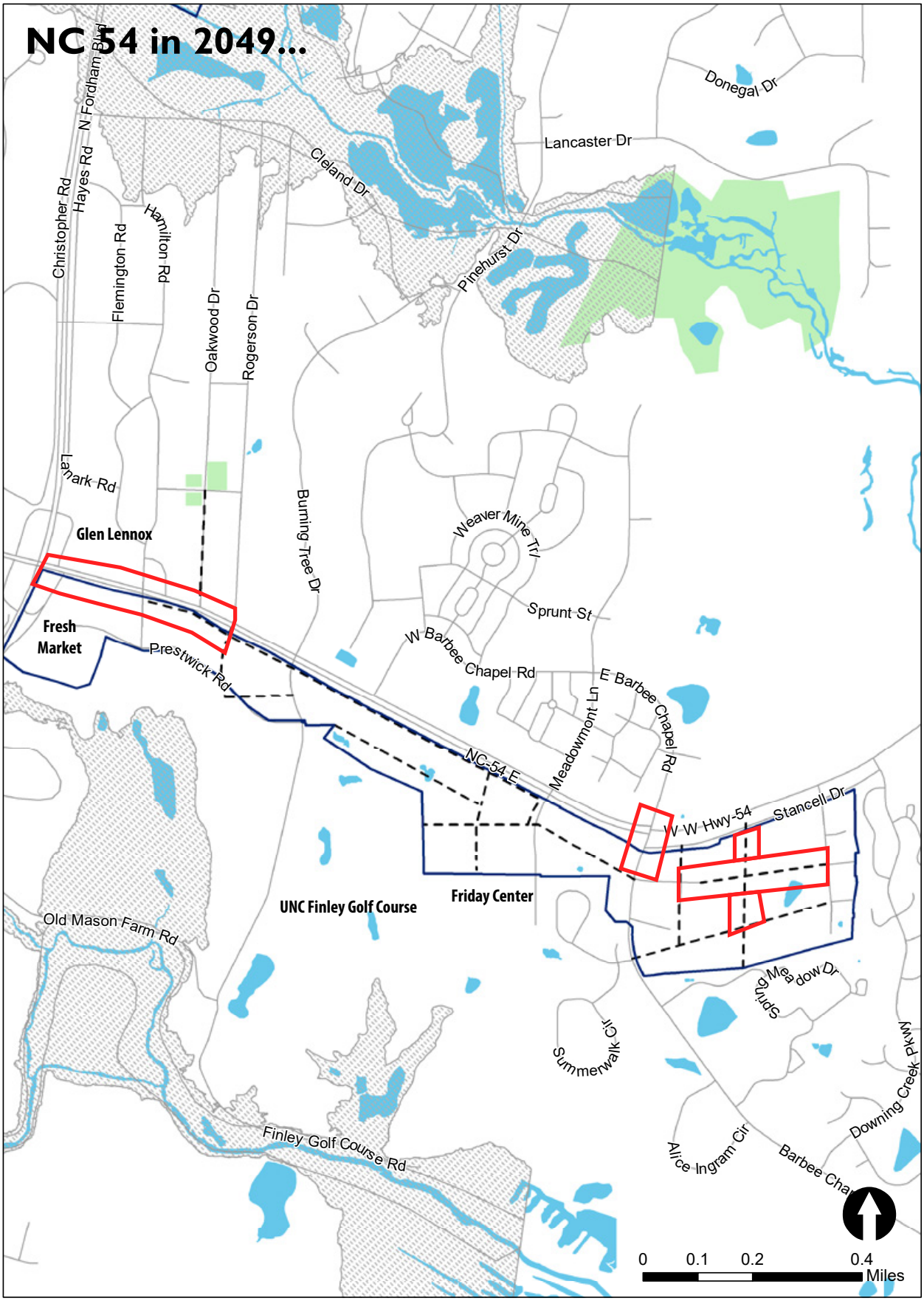
Planned BRT Station

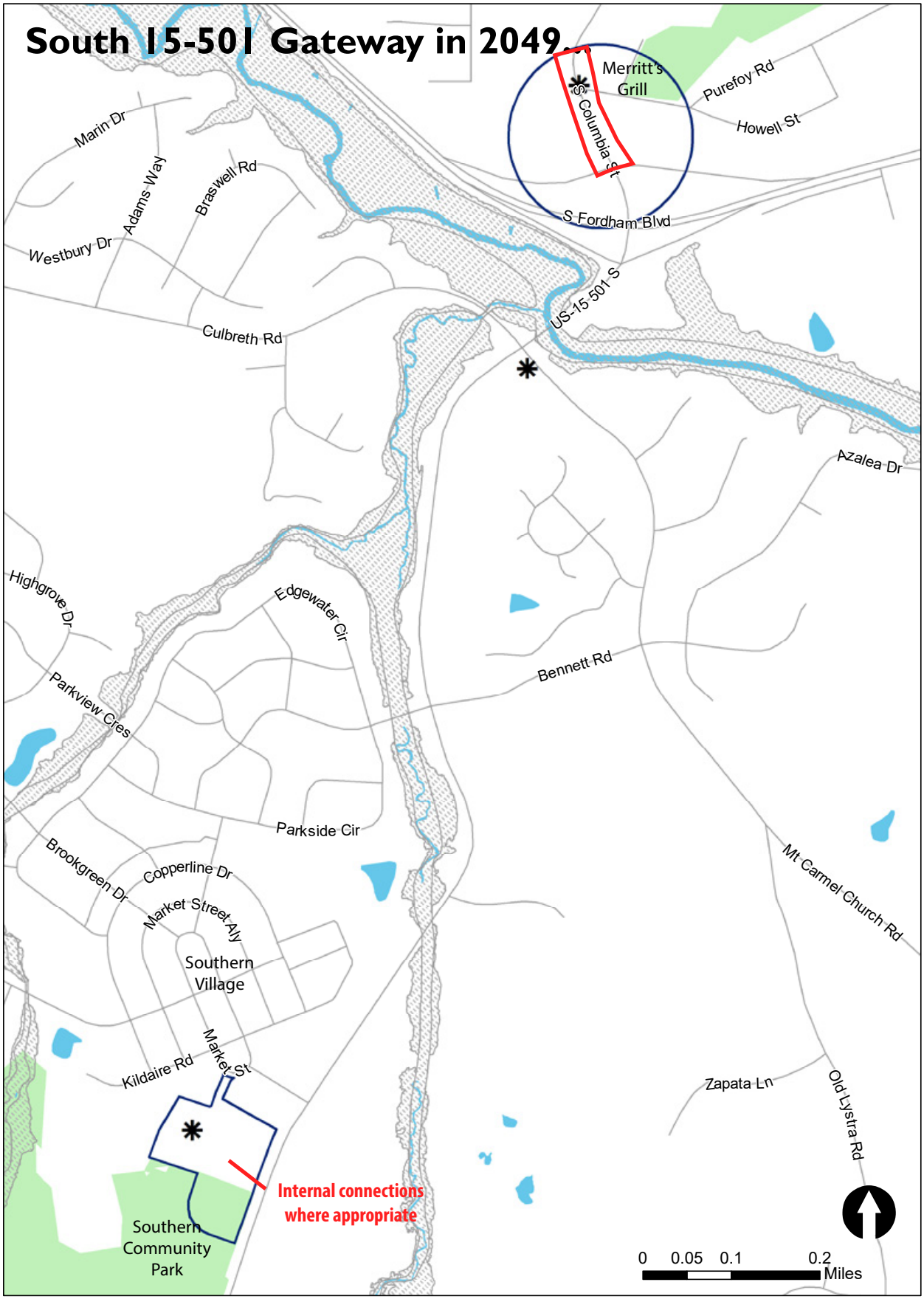
Future Connections

100-Year Floodplain

Existing Parks

Activated Street Frontage


NC 54 in 2049...
N Fordham Blvd
Christopher Rd
Hayes Rd
Flemington Rd
Hamilton Rd
Oakwood Dr
Rogerson Dr
Cleland Dr
Lancaster Dr
Donegal Dr
Pinehurst Dr
Lanark Rd
Glen Lennox
Burning Tree Dr
Weaver Mine Trl
Sprunt St
Fresh Market
Prestwick Rd
W Barbee Chapel Rd
E Barbee Chapel Rd
Meadowmont Ln
NC-54 E
W W Hwy-54
Stancell Dr
UNC Finley Golf Course
Friday Center
Old Mason Farm Rd
Spring Meadow Dr
Summerwalk Cir
Downing Creek Pkwy
Alice Ingram Cir
Barbee Chapel
Finley Golf Course Rd
0
0.1
0.2
0.4
Miles
Planned BRT Station
Future Connections
100-Year Floodplain
Existing Parks
Activated Street Frontage
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South 15-501 Gateway in 2049
Merritt's Grill
S Columbia St
Purefoy Rd
Howell St
S Fordham Blvd
Marin Dr
Adams Way
Braswell Rd
Westbury Dr
Culbreth Rd
US-15 501 S
Azalea Dr
Highgrove Dr
Edgewater Cir
Parkview Cres
Bennett Rd
Parkside Cir
Brookgreen Dr
Copperline Dr
Market Street Aly
Southern Village
Mt Carmel Church Rd
Kildaire Rd
Market St
Zapata Ln
Old Lystra Rd
Internal connections where appropriate
Southern Community Park
0 0.05 0.1 0.2 Miles
Planned BRT Station
Future Connections
100-Year Floodplain
Existing Parks
Activated Street Frontage

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