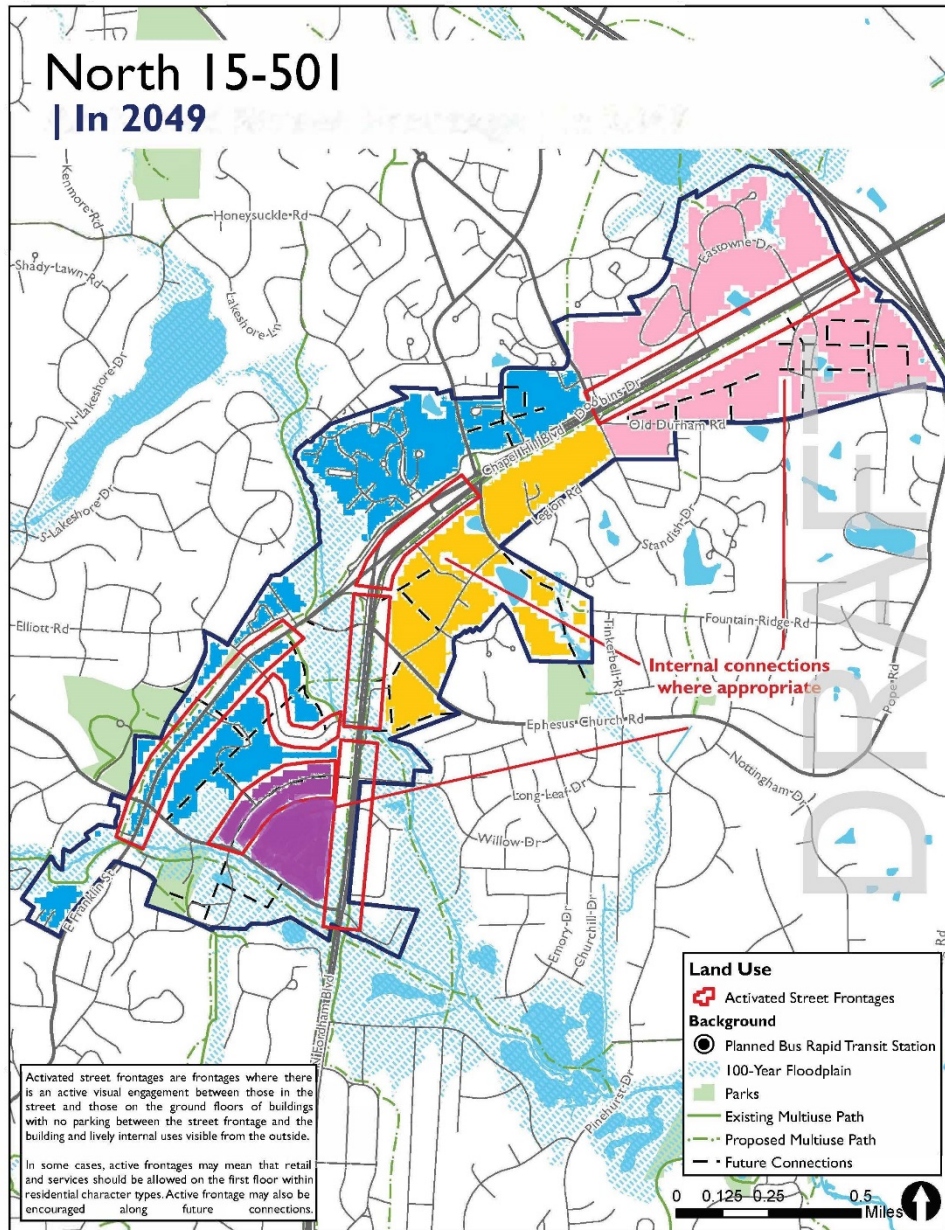


Example of Some Flexibility



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 townwide plans. Planning strategies should reference the concurrent planning process for the UNC Healthcare Eastowne campus.

Example of Some Flexibility

Sub-Area A

Predominant Character Types:

Shops & Offices; Multifamily, Shops, and Office;

Other Character Types:

Townhouses, etc.; Parks and Open Space; Apartments

Excluded Character Types:

Light Industrial

Sub-Area B

Predominant Character Types:

Shops & Offices; Multifamily, Shops, and Office; Parks and Open Space; Apartments

Other Character Types:

Townhouses, etc.; Institutional

Excluded Character Types:

Light Industrial

Sub-Area C

Predominant Character Types:

Shops & Offices; Multifamily, Shops, and Office; Apartments; Townhouses, etc.

Other Character Types:

Parks and Open Space

Excluded Character Types:

Light Industrial

Sub-Area D

Predominant Character Types:

Multifamily, Shops, and Office;

Other Character Types:

Apartments; Townhouses, etc.; Parks and Open Space

Excluded Character Types:

Light Industrial

Example of Some Flexibility

Focus Area Principles

Connectivity & Mobility

- Parking strategies—such as consolidating parking in strategic locations—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 locations indicated on the Focus Area map.
- This Focus Area should include employment centers, whether single user or in a mixed office setting, within proximity to future transit stops.

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 preserving street trees and the orientation of buildings.
- As single-story retail centers such as University Place and Eastgate are redeveloped into multistory, 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, thus ensuring a higher number of intersections per square mile.
- Site buildings closer to the street to enhance the walkability within the Focus Area.

Example of Some Flexibility

- 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 these 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 creeks should be incorporated into site design where appropriate.
- The North 15-501 Focus Area should have a greater contribution to the Town's overall urban tree canopy goals.
- Some developed properties should partially transition to open space, where possible, which may require intensifying development away from restored open space on these properties.
- Green building concepts such as sustainable siting, energy efficiency, water efficiency, and sustainable construction materials should be encouraged.

Revised Character Types

Proposed Definitions for Revised Character Types are below.

Mixed Use –

This Character Type contains a mix (horizontal and vertical) of uses spanning some combination of the retail, office, service, residential, and hospitality land uses. Densities may vary, but most buildings will be multi-story. All or most residential space would be in multi-family buildings, many of which would have other uses at ground level and perhaps on other levels as well. Creation of walkable activity nodes through land-use diversity and proximity of destinations supports non-motorized modes of transportation as well as transit ridership. In most cases, more intense mixed uses development should be located with a half mile of high volume/high frequency transit stations/stops.

Multi-family Residential -

This Character Type includes small and large apartment/condominium buildings. Smaller multi-family buildings are appropriate near predominantly residential frontages and where parcelization supports smaller multi-family buildings. Apartment/condominium buildings, particularly larger ones, should be located near mixed-use and commercial areas to allow for walkable activity nodes since land-use diversity and proximity of destinations support non-motorized modes of transportation. In most instances, higher density residential uses should be strategically located within a half mile of high volume/high frequency transit stations/stops to support transit ridership and may include some commercial uses utilized by residents, neighborhood residents, and transit riders.

Commercial/Office –

This Character Type includes small and large scale commercial and office buildings that includes commercial, retail, service, hospitality, and office uses. Small scale commercial/office buildings will provide commercial nodes along transportation/transit corridors and may, in some instances, function as a transition between higher density uses and single family neighborhoods while also providing neighborhood shops and services for residential neighborhoods within a half mile radius. Larger scale commercial and office buildings near future/existing transit and I-40 may be appropriate for larger employment focused development and may not have a strong relationship or serve nearby residential neighborhoods.

Parks and Open Space –

This Character Type accounts for natural features within the Focus Areas and protects current open spaces while enhancing the connectivity of natural places and providing open space in proximity to residential uses. In some Focus Areas, there are areas designated as parks and open space that have existing development. The intent is for those areas to transition back to natural areas over time. Open space may also contribute to a more natural treatment of stormwater, where appropriate, within Focus Areas.



Transitional –

This Character Type strives for harmonious transitions between different types and intensities of land uses as well as built form in order to help mitigate undesirable impacts that a development might have on an adjacent site or use. For additional direction, see the Guiding Statements.

Institutional/Civic -

This Character Type includes land utilized primarily for governmental purposes. Consequently, built forms vary by specific use and location. [Note: Some institutional uses may be appropriate within other Character Types.]



Townhomes, etc.



Townhomes Character Principles:

- Residential building options include townhomes, triplexes, duplexes, fourplexes, and small single-family detached lots
 - Emphasizes connectivity to planned mixed-use, commercial areas, and parks and open space
 - Building placement, scale, and design promote good transitions to single-family neighborhoods
 - Avoids long, uninterrupted, and monotonous building facades to add visual interest to the street
 - Private stoops, porches, and gardens activate the street
 - Lighting and landscape design address security and public safety concerns
 - Parking integrated within or behind buildings and accessed from rear streets or alleys
-



EXAMPLE

Apartments



Apartments Character Principles:

- May be completely residential or include a limited amount of supportive non-residential uses on the ground floor at primary property corners
- Avoids long, uninterrupted, and monotonous building facades to add visual interest to the street
- Setbacks from the street create small private garden spaces and separation from public side-walks for ground-floor residential units
- Adequate and convenient bike facilities near primary entrances and/or integrated within the buildings
- Lighting and landscaping design address security and public safety issues for residents
- Parking integrated within or behind buildings and accessed from side or rear streets



EXAMPLE

Shops and Offices



- Shops and Offices Character Principles:**
- Typically located at primary commercial intersections providing retail space, offices, and other services
 - Provides a logical transition in scale and character between residential uses and major thoroughfares
 - Includes wide pedestrian zone, appropriate bike facilities, ample street tree plantings, and coordinated site furnishings
 - Building entrances front primary streets to activate the pedestrian experience
 - Parking integrated within or behind buildings and accessed from side or rear streets



EXAMPLE

Light Industrial



Light Industrial Character Principles:

- Provides good connectivity to transit, public streets, and greenways to help reduce commuter trips
 - Provides outdoor amenities or public spaces for employees where appropriate
 - Provides a logical transition in building scale and character between residential, commercial, and institutional uses.
-



EXAMPLE

Multi-family, shops, and offices



Multi-Family, Shops, and Offices Character Principles:

- May be single use or vertically integrated mixed-use buildings
- Avoids long, uninterrupted and monotonous building facades to add visual interest to the street
- Emphasizes pedestrian activity including wide sidewalks, street tree plantings, coordinated site furnishings, bike facilities, small-scale urban plazas, and the creation of great public spaces
- Integration of ground-floor neighborhood commercial with residential and office uses
- Parking integrated within the building or behind buildings accessed from side or rear fronting streets
- Shared parking agreements maximize use of parking by tenants and the public based upon demand
- Opportunities for public art



EXAMPLE

Institutional



Institutional Character Principles:

- Downtown and Urban Frontages:
 - Includes wide pedestrian zone, appropriate bike facilities, ample street tree plantings, and coordinated site furnishings
 - Public entrances, forecourts, and plazas create active, vibrant pedestrian zones and soften separation between the pedestrian zone and front of buildings
 - Emphasizes transparent façades
 - Avoids long, uninterrupted, and monotonous building facades to add visual interest to the street
 - Provides opportunities for public art
 - Suburban / Business Park Locations:
 - Provides good connectivity to transit, public streets, and greenways to help reduce commuter trips
-

EXAMPLE

Parks and Open Spaces



Parks and Open Spaces Character Principles:

- Helps preserve and enhance existing community amenities and provides options for new amenities
 - Includes connectivity where possible to existing or planned linear green infrastructure, including bike and pedestrian paths and greenways
 - Planned as part of an overall system of stormwater management, environmental restoration, and/or preservation of sensitive areas to the extent possible
 - Accessible to neighborhoods of all income levels with accessibility provisions for disabled populations
-

EXAMPLE