

# DESIGN GOALS (OR ASPIRATIONS) FOR UNIVERSITY PLACE

Revision 1 – 9/18/21

Key:

~~Deleted previous language~~

New language

Brian language

## 1. SITE DESIGN AND PUBLIC PLACE CONNECTIVITY

**1.1 Place buildings on the site to define positive outdoor space.** An outdoor space is positive when it has a distinct and definite shape, as definite as the shape of a room, and when its shape is as important as the shapes of the buildings which surround it. In contrast, a negative space is shapeless, vague, and amorphous. **Plan outdoor spaces as part of overall site design and for each project.**

**1.2 Activate street frontages to provide an inviting, interesting and comfortable pedestrian environment.** Use a harmonious “urban” palette of landscape materials (including native plant materials, paving materials, and site furnishings) to establish a sense of visual continuity **and sense of place**. When a building wall is set back from the public streetscape or a natural feature, design the intervening space to be attractive to pedestrians.

**1.3 Promote “greenness” throughout the development.** Include canopy trees, planter beds, green walls and roofs and additional plant materials whenever possible, to continue the green tradition of Chapel Hill. Seek opportunities to increase the amount of plant material along sidewalks, in pocket parks and other public outdoor amenity spaces. **Use rain garden features to mitigate water flow throughout the site.**

**1.4 Define corners at a key intersections with distinctive design elements to provide visual interest, an active street edge, and to create gateways throughout the development.** Distinctive design elements may include iconic design features, ground floor design, outdoor **public** amenity space, primary building entrance, public art, and building corner articulation.

**1.5 ~~Incorporate~~ Integrate public art within a each project.** Locate public art strategically to frame or enhance a public view or corridor, encourage the use of public outdoor amenity space, activate recreational space, or create visual interest on blank walls along a site.

**1.6 Incorporate bicycle parking facilities in highly visible and accessible locations.** Design bicycle parking facilities to be covered.

**1.7 Activate building pass-throughs – and structured parking access corridors –to create safe, enjoyable and attractive public spaces.** Ensure they are wide enough and tall enough to be both a feature of the building and also inviting to the public.

**1.8 Design an outdoor amenity spaces throughout the site so it that they will be shaded in summer months and warm in the winter months.** **Connect these amenity spaces with pedestrian pathways or sidewalk systems that create a complete and interconnected public space network throughout the site.**

**1.9 Minimize the visual impact of surface parking.** Buffer or screen the view of parked cars from a public sidewalk or street using landscaping, site walls, decorative fencing, or public art.

**1.10 Divide a large parking area into interconnected, smaller modules with landscape buffers.**

**1.11 Visually screen mechanical and electrical equipment, as well as trash, ~~and~~ recycling and loading areas, from public view.** Integrate service areas and utilities into the design of adjacent buildings using compatible materials.

**1.12 Design a drive-thru area to be subordinate to the principal structure on a site.** Locate a drive-thru area behind the principal structure on a site. Locate a queuing lane to minimize visual impacts on a public street. Screen drive-thru aisles from the view of street frontages and adjacent parking areas.

**1.13 Design the multiuse path such that it is inviting and connective.** Create a pathway that can be easily accessed and invites the public to enjoy and make use of the path at many points throughout the project. Ensure that the path incorporates plantings, seating and shade trees. Consider innovative water features that will bring people to use and enjoy the space. Locate the path and connections to the path to create a trail-like feature that will connect throughout the overall site and beyond to other parts of Chapel Hill.

**1.14 Create overall site design.** Ensure that features such as the multi-use path and streets are defined in the overall site design. Connect each pod's site design, green spaces, landscaping and building placement so that it is cohesive with the overall site design.

**1.15 Use methods and materials to minimize water runoff and flooding.** Wherever possible, use surfaces that will slow down water flow. Incorporate pervious surfaces and reduce parking surfaces.

## **2. ARCHITECTURAL CHARACTER**

**2.1 Use innovative new design that draws upon regional design traditions.** Design a building to provide a sense of authenticity in its form and materials. **Ensure that designs are compatible with the history and character of Chapel Hill.**

**2.2 Establish a sense of human scale in the design of a new building.** Use vertical and horizontal articulation techniques to reduce boxy or monolithic building masses. Use materials to convey a sense of human scale and visual interest to pedestrians, and apply them in units, panels or modules. Create a sense of texture through shadow lines which also provide a sense of depth and visual interest. **Reduce large scale massing wherever possible.**

**2.3 Locate the taller portion of a structure away from neighboring residential buildings of lower scale or other sensitive edges.** Step down a taller, new building toward existing, lower-scaled neighbors. Locate towers and other taller structures to minimize looming effects and shading of lower-scaled neighbors.

~~2.4 Incorporate a roof form that provides a “cap.”~~ Define a flat roof form with a distinct parapet or cornice line. This can help reinforce a vertical base, middle and cap building articulation, and contribute to a sense of iconic design. Use an overhang on sloped roof forms.

~~2.5~~ **2.4 Use an iconic design feature to foster a unique sense of place.** Incorporate iconic design features such as well-defined entries or tower elements into the design of a new development that is large-scale or located in a highly-visible location. Design an iconic design feature to be in proportion with a building and its features as well as nearby buildings.

~~2.6~~ **2.5 Design a building to provide interest on all sides that will be viewed from the public realm.**

~~2.7~~ **2.6 Use shielded and focused light sources to prevent glare and light pollution.**

### **3. BLOCK SIZE AND SCALE**

**3.1 Large development pods should be broken down into smaller block sized components,** more typical of traditional urban blocks which improves the human scale of an urban environment and promotes walkability.

**3.1 Blocks can be defined on their edges by either streets or pedestrian facilities such as walkways, greenways, or other linear public spaces.**

**3.3 Providing additional pedestrian connections through mid-blocks, or other routes across or through portions of a block is encouraged.** Outdoor Amenity Spaces should be provided between buildings to help break up the scale of blocks.

### **4. STREET CHARACTER**

**4.1 The internal street system of the redeveloped mall will not only provide a means for vehicular circulation but streets must also be designed to be welcoming, comfortable, and interesting public places for pedestrians.**

**4.2 Establish entrances to major buildings and retail shops along the streets to activate the street frontages of new buildings and the renovated mall structure.** Provide ample glazing along these frontages, pedestrian-scaled signage, interesting storefront design, and elements such as awnings and overhead canopies to enhance walkability.

**4.3 Design the internal streets with an urban character,** featuring sidewalks, street trees, amenity zones for restaurant seating or gathering, and other landscape elements where appropriate.

**4.4 Design the entrance drives to include sidewalks, street trees, and other urban streetscape features** to provide a sense of entrance and connection to the surrounding neighborhood context.

**4.4 Provide unique signage, landscape features such as pergolas, or artwork at site entries along the perimeter of the property,** to create the sense of a “gateway” at each major entrance to the redeveloped mall.