

# The EDGE

Chapel Hill, NC

## DESIGN GUIDELINES



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## Purpose

These Design Guidelines are intended to guide the basic elements of the built environment within the EDGE. The overall goal is to provide the base framework for the project, but allow the flexibility for great place-making and integrating uses to create a greater sense of community. Emphasis is placed on the design and location of the internal streets and on the form of the buildings as experienced from street-level. The Block Plan and associated street network provide the basic framework that connects the buildings. These Guidelines offer minimal guidance on architectural style, and instead address building massing, building location relative to the street, glazing amounts and building entries. A palette of exterior building materials and color has been developed with the objective of creating visual continuity between buildings with varied uses while providing guidelines for project designers.

## Development Framework

The elements of the built environment that are defined in this guideline are as follows:

- Blocks and Streets provide the general structure for the development.
- The building's relationship to the street is controlled by the Street Frontage percentage.
- The vertical mass of building is controlled by Height as measured by stories.
- Building Uses are defined in general terms and are designated per Block.
- Building exterior materials, glazing and entries.

## Development Character

The development character will be established through the building massing, building location, and architectural style. As noted above, these Design Guidelines offer limited guidance on specific architectural style; however, designers should considering the following:

- The project area is currently undeveloped and thus offers little existing context to respond to.
- Architecture in the EDGE should reflect modern design trends while allowing for a wide range of building styles.
- The variety of architectural expression will be visually unified by the adoption of a common palette of building materials.
- The intent is for buildings to avoid mimicking period architecture.
- The initial buildings/phases will establish the context for future buildings/phases.



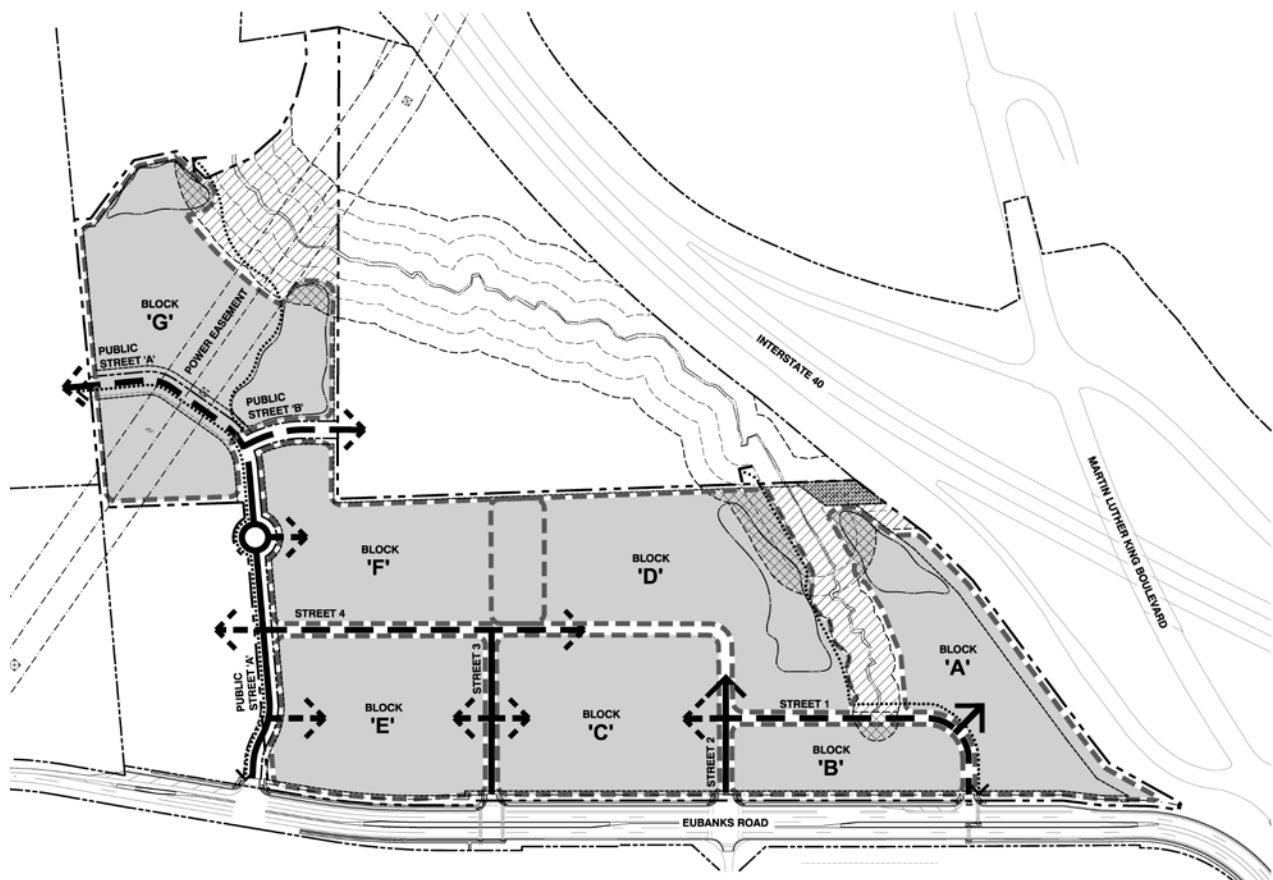
## Development Densities

The overall density allowed in the EDGE is set as a maximum floor area for the entire project and not defined at the Block level. Development density is controlled by the dimensional parameters shown in the Site Data Table on the Block Plan, specifically the proposed minimums and maximums for each use.

## Block Plan

The “Block Plan” is a layout of the entire development illustrating its separation into development areas called “Blocks.” Fixed access locations along Eubanks Road, property lines and the Resource Conservation District (RCD) buffers are factors that determine the geometry of the Blocks. Within each Block the following aspects of the development and buildings are defined:

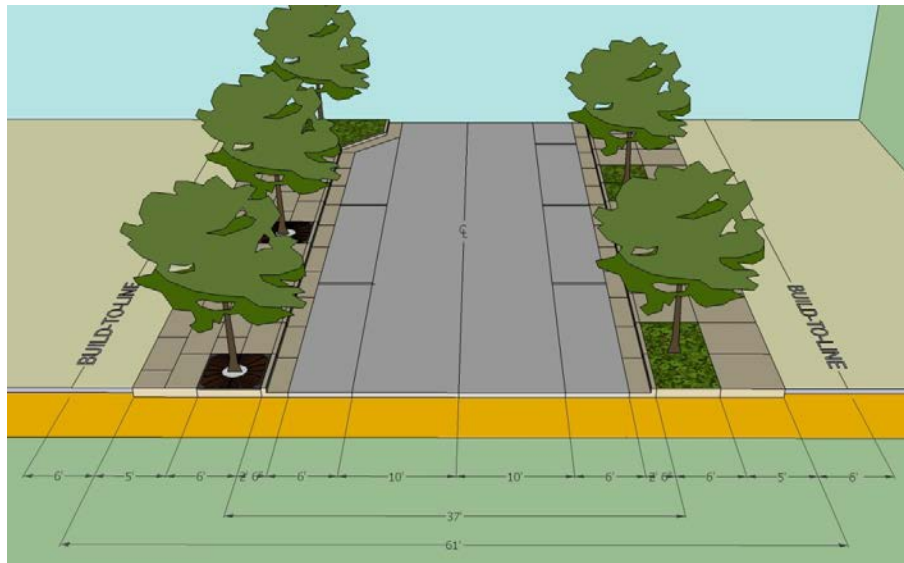
- Allowable uses
- Maximum building height in stories
- Percentage of building frontage along public and private streets.



Block Plan

**Streets**

The EDGE development has identified internal private streets that provide the basic grid framework of the development. The street locations have some flexibility in order to accommodate potential variations in development plans of specific Blocks, and to make adjustments if required by NCDOT and the Town’s traffic engineers or for emergency access. Using the centerline as an anchor point a variety of street designs can be applied to best compliment the adjacent block development. Depending on the proposed site design and buildings, additional streets may be added to the development.

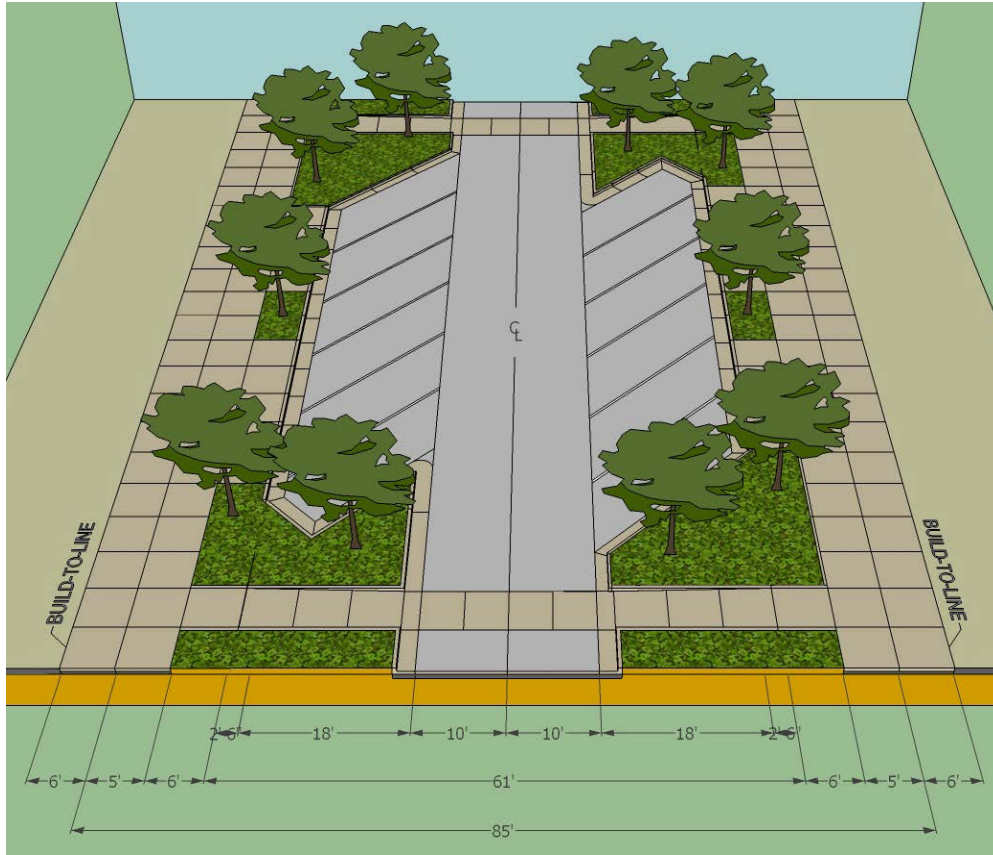


Parallel parking both sides - Tree well options shown

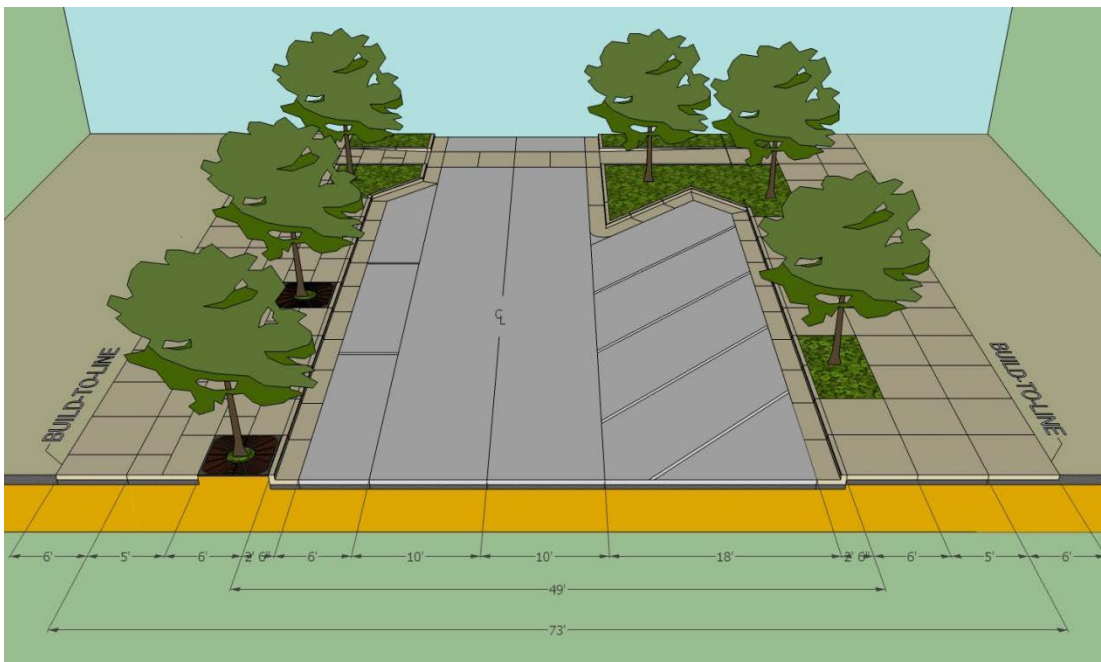


45 ° Angled parking - parking bays

Streets continued:



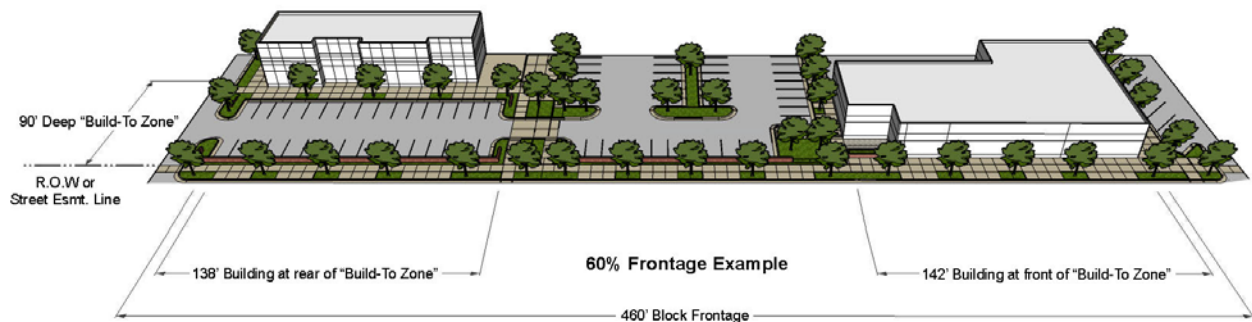
45 ° Angled parking both sides



Parallel Parking and 45 ° angled parking

## Frontage

“Frontage” is used to locate building facades within the Blocks relative to each street front. There are two measurements for Frontage, the first is a “Build-To Zone” where building facades or a qualifying structure must be located in order to qualify as building frontage; the second, is the percentage (%) of linear street frontage that should have a building facade.



Example

## Height

“Height” refers to the maximum height of a building in floors or stories. Stories are generally between 11’ and 14’ floor-to-floor but can be taller to accommodate retail spaces or loft conditions. Basements (defined by building code) are not considered as floors. Height is measured from the median grade on the street side of the building.

## Uses

The EDGE development has three general use categories: residential, commercial, and office. A general list of uses is shown below for each general use category. In addition to the general uses included below, permitted uses in the MU-OI-1 and MU-R-1 districts shall be allowed. Uses not listed below and not permitted in the MU-OI-1 and MU-R-1 districts including, automotive repair, automotive, trailer and farm equipment (sales or rental), kennel, supply yard and veterinary hospital shall not be permitted in the EDGE.

### Residential

- Multi-family Housing (rental and/or for sale)
  - Market Rate
  - Senior Housing
  - Workforce and/or Affordable Housing



**Commercial**

- Retail
- Grocery
- Services
- Dining and food services
- Hotel
- Bank

**Office**

- Medical office
- Corporate office
- Live-Work
- College or University office
- Civic Office

**Parking**

Parking is provided based on the Town of Chapel Hill minimum and maximum parking requirements of the Land Use Management Ordinance (LUMO). The EDGE development has the option to utilize parking reductions between shared uses, if necessary.

**Outdoor Amenity Space**

Outdoor amenity space is intended for public or private pedestrian use. A minimum percentage for the overall development in accordance with the LUMO for the MU-OI-1 and MU-R-1 districts will be provided. Outdoor amenity space will be distributed throughout the development. In order to qualify as outdoor amenity space, one of the following criteria shall to be met:

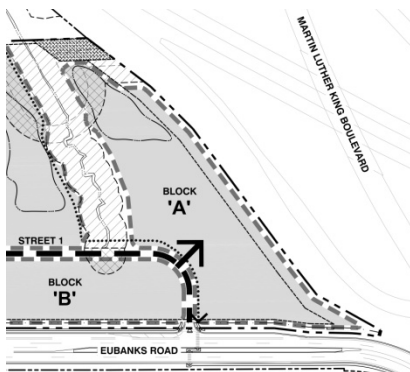
- A minimum of 10' by 10' in dimension
- Located within 3' of adjacent grade
- Meet ADA accessibility standards
- May be paved or landscaped
- May be roofed or covered, but not enclosed on all sides
- May include building rooftop amenity spaces
- Cannot allow permanent vehicular use





In this section each Block is studied, showing one or more potential development examples. These conceptual examples are illustrated in 3-D to assist in visualizing what the buildings and site development could be in each Block.

## Block A



**Allowed Uses:**  
Commercial & Office  
Max Building Height: 7 stories  
Max Drive Thru: Two (2)

### Development Example 1:

Commercial:

- Hotel: 150 Rooms
- Commercial: 10,000 sf.

Frontage: 18% Eubanks Road  
75% Street 1

### Development Example 2:

Commercial:

- Hotel: 130 Rooms
- Office: 30,000 sf.

Frontage: 22% Eubanks Road  
75% Street 1



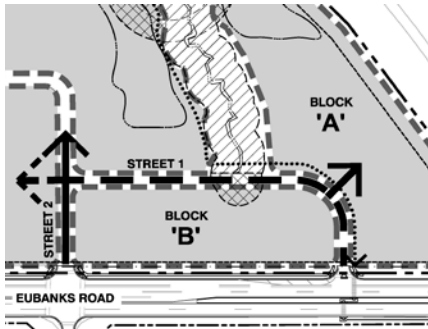
Development Example 1



Development Example 2



Block B



**Allowed Uses:**

- Commercial, Office & Residential
- Max Building Height: 5 stories
- Max Drive Thru: Two (2)

**Development Example 1:**

- Commercial: 20,000 sf.
- Frontage: 45% Eubanks Road
- 50% Street 1
- 32% Street 2

**Development Example 2:**

- Commercial: 15,000 sf.
- Frontage: 38% Eubanks Road
- 41% Street 1
- 32% Street 2

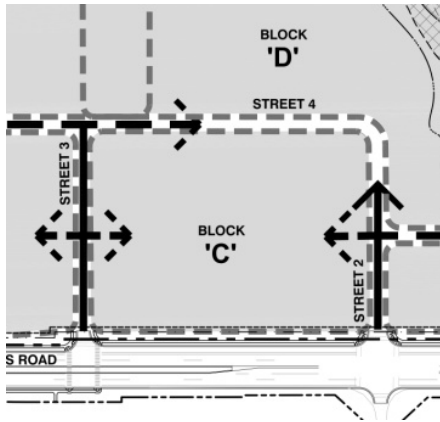


Development Example 1



Development Example 2

Block C



**Allowed Uses:**

Commercial, Office & Residential  
Max Building Height: 5 stories  
Max Drive Thru: One (1)

**Development Example:**

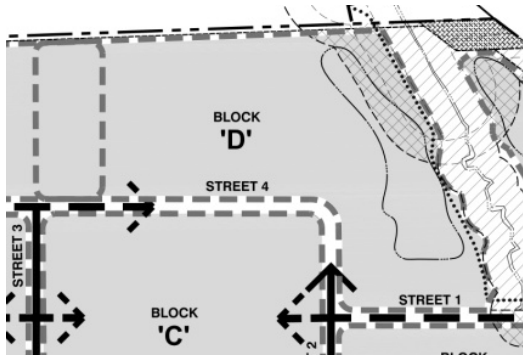
Commercial: 4,000 sf.  
Residential: 64 units  
Frontage: 46% Eubanks Road  
32% Street 2  
61% Street 3



Development Example



Block D



**Allowed Uses:**

Commercial, Office & Residential  
Max Building Height: 7 stories  
Max Drive Thru: Two (2)

**Development Example 1:**

Commercial: 90,000 sf.  
Potential Residential above  
Frontage: 22% Street 1  
78% Street 4

**Development Example 2:**

Commercial: 30,000 sf.  
Office: 62,000 sf.  
Residential: 60 units  
Frontage: 22% Street 1  
39% Street 4



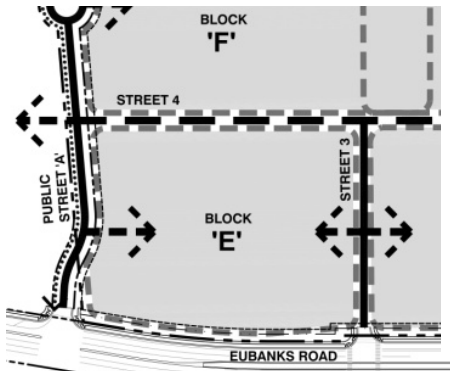
Development Example 1



Development Example 2



Block E



**Allowed Uses:**

Residential, Commercial & Office  
Max Building Height: 5 stories  
Max Drive Thru: One (1)

**Development Example 1:**

Residential: 216 units  
Frontage: 36% Eubanks Road  
68% Street 3  
74% Street 4  
39% Public Street 'A'

**Development Example 2:**

Office: 40,000 sf  
Residential: 144 units  
Frontage: 35% Eubanks Road  
40% Street 3  
74% Street 4  
66% Public Street 'A'

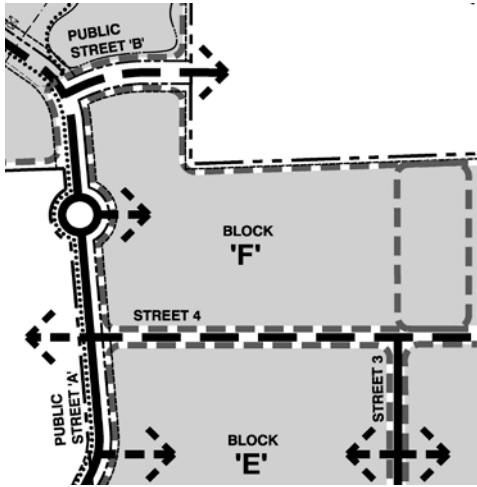


Development Example 1



Development Example 2

Block F



**Allowed Uses:**

Commercial, Office & Residential  
Max Building Height: 5 stories

**Development Example:**

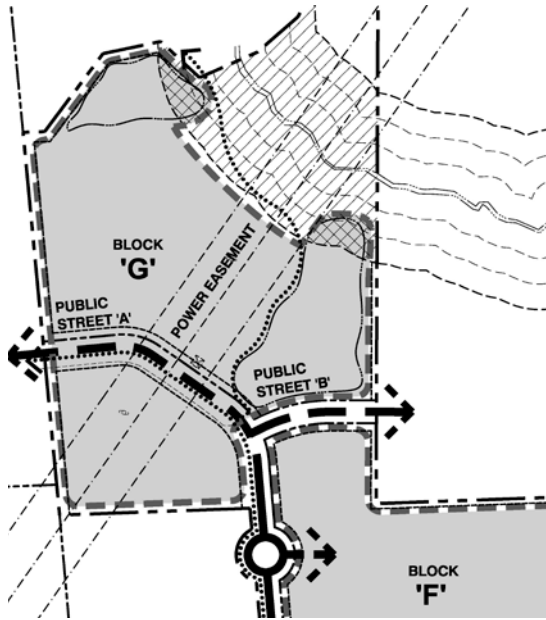
Residential: 282 units  
Potential ground floor Commercial  
Frontage: 75% Street 4  
51% Public Street 'A'  
45% Public Street 'B'



Development Example



Block G



**Allowed Uses:**

Commercial, Office & Residential  
Max Building Height: 5 stories

**Development Example:**

Office: 78,000 sf.  
Frontage: 35% Public Street 'A'



Development Example



### **Use of Guidelines**

These Development Guidelines are intended for the use of design professionals, the Town of Chapel Hill and the EDGE Development Review Committee. The guidelines define elements of building design in order to achieve a level of unification of architecture throughout the development. They will not control style, creativity or expression. They are intended to allow for adequate unifying form, elements and materials to create a compatible group of buildings with a strong sense of community and place.

### **Architectural Expression**

The EDGE development will be composed of buildings with a variety of uses that can help influence their design. Each building will be unique and will contribute to the overall character of the development. The buildings, when considered as a whole development, should create a sense that is conventional, yet modern and artful. Conventional in the sense that the design accomplishes its purpose cleanly and efficiently; modern in the sense that there are no un-purposeful references to past architecture periods and current innovative materials and design are allowed to surface; artful in the sense that enhancing the experience of the user is the primary goal and consideration. This variety of architectural expression will be visually unified by the following guiding factors.

- The Street level (base) of the building shall be visually distinct from the levels above.
- Horizontal material changes or expression lines are encouraged.
- Provide articulation in the building facade to address a more “human” scale.
- A common palette of building materials will be adopted to guide design. The common material and color palette will provide a sense of cohesiveness.
- Creative variations in the application of these materials are encouraged.

### **Building Roofs**

- Building roofs should be predominately flat (shallow pitched) with parapet walls on all sides that screen mechanical equipment from public view.
- Pitched roofed areas (single slope, gable, or hipped) can be elements of the larger buildings.

## Common Material Palette

Building exterior materials are grouped as follows. A materials list of specific selections will be required as part of the Zoning Compliance Permit (ZCP) approval process.

### Masonry:

#### Brick

- Size B-A
- Color #B-1
- Color #B-2
- Color #B-3
- Size B-B
- Color #B-4
- Color #B-5
- Color #B-6

#### Stone

- Style S-A
- Color #S-1
- Color #S-2

#### Precast

- Shape/Style P-A
- Color #P-1
- Shape/Style P-B
- Color #P-1

### Secondary:

#### Stucco

- Texture ST-A
- Color #ST-1
- Color #ST-2
- Color #ST-3
- Texture ST-B
- Color #ST-1
- Color #ST-2
- Color #ST-3

### Secondary:

#### Horizontal Siding, Vertical Siding

- Group Spacing HVS-A
- Color #HVS-1
- Color #HVS-2
- Color #HVS-3
- Group Spacing HVS-B
- Color #HVS-1
- Color #HVS-2
- Color #HVS-3

#### Cementitious Panel

- Panel Style CP-A
- Color #CP-1
- Color #CP-2
- Color #CP-3

#### Metal Panel

- Metal Panel Style MP-A
- Finish #MP-1
- Finish #MP-2
- Metal Panel Style MP-B
- Finish #MP-1
- Finish #MP-2

#### Accent

- Limited to 10% of the exterior skin of a building facade

## Building Glazing

### Retail Facades

For the primary retail elevations, the masonry and glazing area as measured from the outside of the glazing frame shall equal or exceed 40% of facade area measured from grade to 10' above grade.

- Secondary elevations facing public areas shall have 30% masonry and glazing as measured by the formula above.
- Spandrel panels or similar elements that act as part of the glazing fenestration can be counted toward the percentage.
- Glazing and fenestration above the 10' line can be counted toward the percentage.
- No reflective glass is allowed.
- Glazing and fenestration is required to be recessed a minimum of 8" from the main plane of the building. Bays and projected fenestration designs are an exception.

### Residential and Office Facades

- For the street elevation or elevations facing public areas, the glazing area as measured from the outside of the glazing frame shall equal or exceed 30% of facade area measured from floor line to floor or roof line above.
- Street elevations facing parking or service areas shall have 20% glazing as measured by the formula above.
- Spandrel panels or similar elements that act as part of the glazing fenestration can be counted toward the required percentage.
- There are no limitations on glazing and fenestration forms and styles.
- Reflective glass is allowed, but should be limited.

## Building Street Front

### Residential Street Front

- Residential units within 5' of the sidewalk may have a stoop and steps down from their elevated porches.
- Podium parking exposed by grade shall be screened by a landscape screen along 60% of the portion of the wall that will reach 6' in height at maturity. If openings are required they will have decorative screening.
- Residential entries may be recessed 2' or covered.

### Retail Street Front

- Glazing and fenestration should be recessed a minimum of 8" from the main plane of the building. Bays and projected fenestration designs are an exception.
- Awnings, canopies, and arcades are encouraged

### Office Street Front

- Glazing and fenestration should to be recessed a minimum of 8" from the main plane of the building at the street level.
- Building entries are to be expresses with an architectural element. A landscape strip at the perimeter of the building along the street front is encouraged.

## Entrance Feature

To help ensure the success of the commercial uses at the EDGE, a critical element of the project is to establish a presence and visibility from the primary road frontage. To achieve this, a large entrance feature is planned in the southeast corner of the property at the location shown in Block 'A' on the Block Plan. This entrance feature will be a prominent artistic element that acts as a both a gateway to north Chapel Hill, and to identify the EDGE and the businesses within the project. Given the property's existing topography and orientation to the adjacent primary roads, the entrance feature will need to be large enough in scale and height to be visible from the primary road frontage on Martin Luther King Jr. Boulevard. Additional details of the entrance feature will be developed as part of the ZCP approval process.