



THE VILLAGE AT  
**Obey Creek**

DESIGN GUIDELINES // 02.12.15

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**DRAFT**



# Contents

<b>SECTION 1:</b> INTRODUCTION . . . . .	x
<b>SECTION 2:</b> LAND USE & PLANNING PRINCIPLES . . . . .	x
<b>SECTION 3:</b> GENERAL DESIGN STANDARDS . . . . .	x
<b>SECTION 4:</b> BUILDING DESIGN STANDARDS . . . . .	x
<b>SECTION 5:</b> LANDSCAPE DESIGN STANDARDS . . . . .	x
<b>SECTION 6:</b> SIGNAGE DESIGN STANDARDS . . . . .	x
<b>SECTION 7:</b> SUSTAINABILITY . . . . .	x
<b>APPENDIX</b>	





**section 1:**  
introduction



# purpose of the guidelines

Obey Creek will enhance the quality of life for all Chapel Hill residents by providing shopping, dining, and living choices in a mixed use, urban environment that respects the natural environment while providing vital support to the Town's economic sustainability. It is an opportunity to provide much needed amenities for the south side of town and complement the existing land uses in and around Southern Village. The development of this land is a logical next step along the 15/ 501 corridor and will incorporate myriad smart growth strategies including increased cycling infrastructure, increased transit use, greater walkability, more housing options for market rate and senior living, sustainable site planning and natural resource management, engaging human scaled architecture, and street oriented large and small retail shops. The plan consists an [125] acre parcel, with over 82 acres preserved as conservation land and a potential site for a future school.

# Process

The development review and approval process for the Village at Obey Creek involves a multi-phased approval process designed to encourage input and involvement from all stakeholders including community members, Town Council, Town staff and advisory boards.

A Southern Small Area Plan created in the early 1990s suggested a mixed use development on the west side of 15-501 that resulted in Southern Village, and single-family zoning on the east side until circumstances changed and additional infrastructure was provided

A series of Community Design and Town Council meetings began the current development review process in 2010. The Town of Chapel Hill Comprehensive Plan was developed through the collaboration and efforts of a variety of community participants. The aim of this plan was to create a comprehensive plan for development in Chapel Hill in the 21st century.

The South 15-501 Discussion Group in 2012 acknowledged the desirability of concentrating development on the west side of the Obey Creek site as a means of addressing Town goals for economic development on this environmentally sensitive site, and emphasized emulating the design principles of the Market Street area of Southern Village.

In March of 2013 the Town Council approved a new development agreement approval process. In June of 2013, the Town Council approved the formation of the Obey Creek Compass Committee and issued their report to the Town Council at the end of 2013.

Approval by the Town Council to begin Phase II of the development agreement process was granted and in June 2014 approval to begin Phase III. After a series of negotiation work sessions and staff reports, the Town of Chapel Hill provided the development team with a project review and approval road map.

A special series of periodic Council review meetings has been established from November of 2014 to April of 2015 with a Town Council vote anticipated in June of 2015.



INTRODUCTION

## Phase I





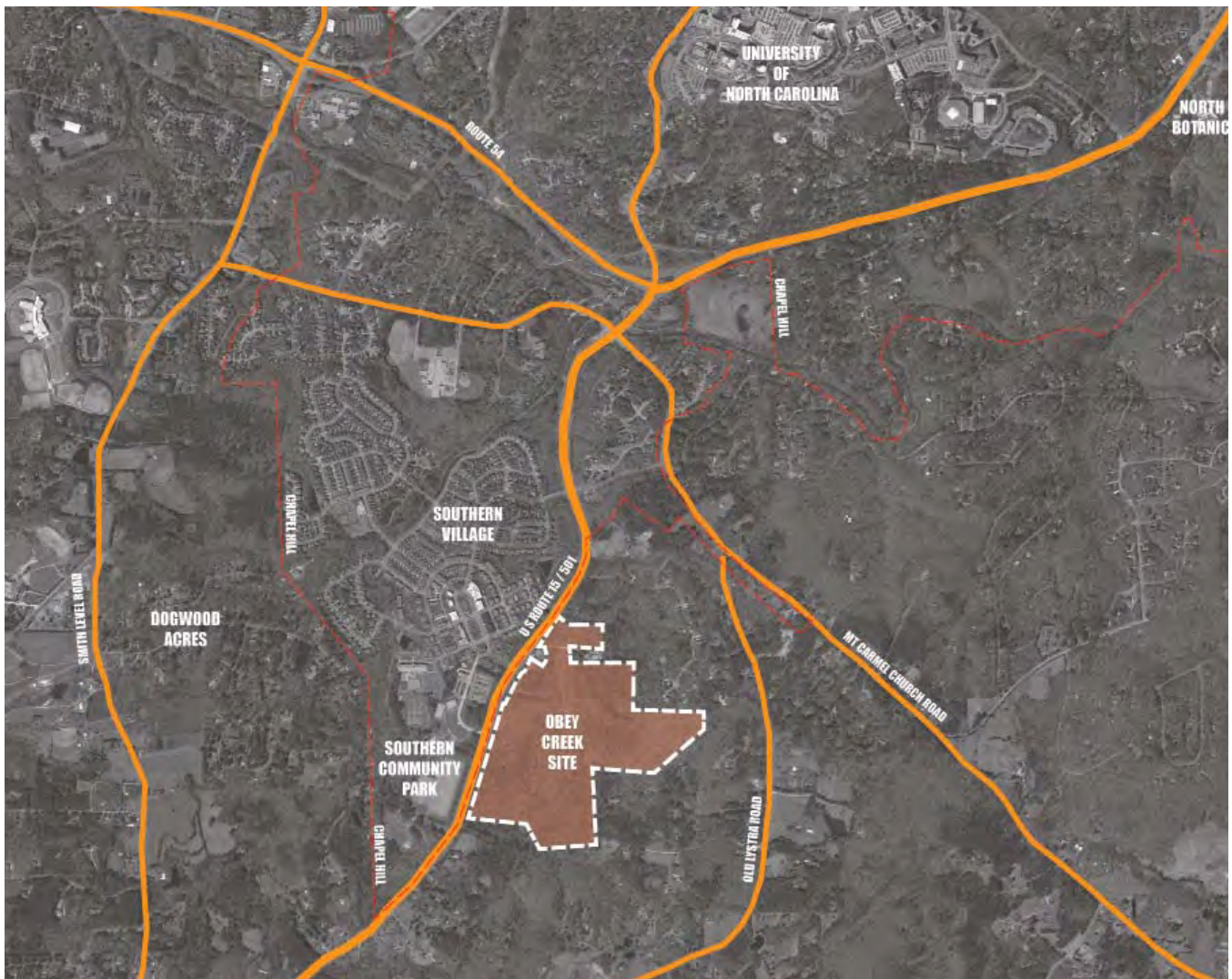


# Existing Conditions

Surrounding Land Uses and Access:

The 120 acre Obey Creek site is situated to the east of NC 15/501 and extends approximately 2,700 feet south from the Main Street entrance to Southern Village, almost to the southern end of Southern Park athletic fields at Dogwood Acres Drive. The site is also located in close proximity to the recently developed Park & Ride Lot adjacent to Mary Scroggs Elementary School. North and east of the property is the Town Fire Station and several established homes and smaller neighborhoods accessed off of Old Lystra Road. No other land uses adjoin the property.

INTRODUCTION



Site Conditions:

Wilson Creek, the most notable physical feature bisecting the property meanders northward to join with Morgan Creek. Land on both sides of the creek is characterized by moderate to steep slopes (12% - 30%) within the stream buffers and adjacent to the alluvial zone. Areas planned for development are dominated by slopes ranging from 5% to 17%. Soils types that persist over much of the area include Appling sandy loam, Louisburg sandy loam and Wedowee sandy loam which pose only moderate constraints for development.

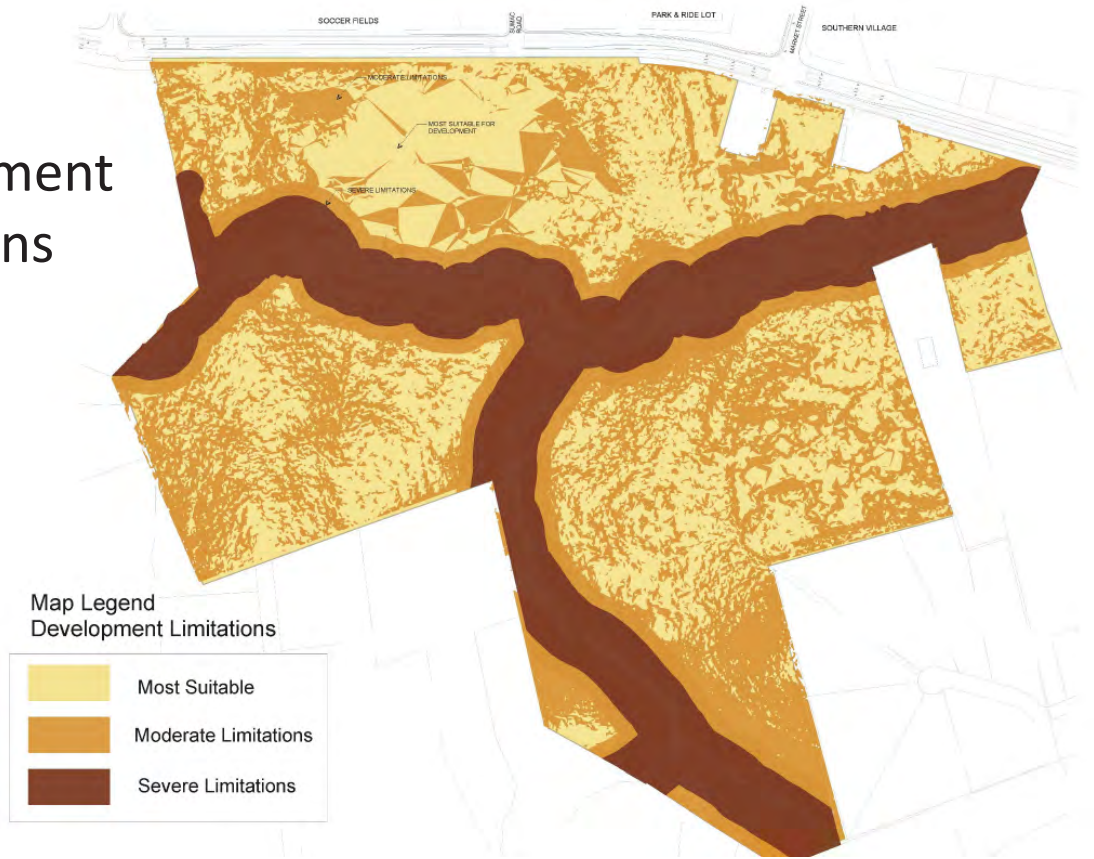
abandoned quarry located east of Wilson Creek the site is undeveloped.

Vegetation includes a mixture of hardwoods and pines with younger growth pines throughout the area west of Wilson Creek. Larger hardwoods occur along the stream buffer and to the east of Wilson Creek. With the exception of several houses (vacant) and the





# Development Limitations







**section 2:**  
land use +  
planning principles





# planning principles

## **Statement of Compliance with the Town's 2020 Comprehensive Plan and Design Guidelines**

The Town of Chapel Hill's 2020 Comprehensive Plan establishes group principals and area specific principals to guide future growth within the Town's ETJ and Urban Services Boundary and more specifically within the 15/501 South Area. Obey Creek is envisioned to embrace all of these principles and in doing so provide for future growth in a sustainable footprint in close proximity to existing infrastructure. The integration of these principles into the design and the preservation of two-thirds of the site as open space honors the spirit of the Southern Small Area Plan developed in the early 1990's.

The driving principle behind the vision for Obey Creek is 'long term sustainability'. Long term sustainability is the balance of economic, social, environmental and cultural concerns in a manner that enables uses to adapt over time to meet changing demands. The principle systems that provide for a sustainable and resilient community revolve around interconnected pedestrian and multi-modal vehicular circulation patterns, storm water management systems, energy management systems, civic spaces and parks, and open space areas. The Concept Plan for Obey Creek illustrates a proposed interconnected pattern for development. Of key importance is the interconnectivity within an urban streetscape along with connections to adjacent Southern Village, Southern Park, Town Park and Ride and the proposed Town Park. This pattern of clustered uses enables the preservation of a significant natural area that helps to balance urban lifestyle. The development proposed focuses on a vibrant main street of commercial, hotel, civic and entertainment uses. Supportive workplace offices and residential uses are proposed to be located predominately above the commercial main street. Small pocket parks located strategically throughout the community will supplement the 82 acre Town park. In this form Obey Creek is

designed to meet the community needs through a commercial rather than a residential focus. This serves to increase the Town's commercial tax base while minimizing the impact on surrounding schools.

**Encourage clustered retail development including any new development toward the county line. Maintain the Urban Services/Rural Buffer Boundary**

Obey Creek proposes to cluster development within a smaller area (30% of the site) and preserve the balance of the site with Green Infrastructure (70% of the site). This development strategy maximizes the efficiency of Town services and minimizes unnecessary sprawl. This strategy of cluster development recognizes and honors the spirit the Southern Small Area Plan by dedicating large amounts of open space in perpetuity. Densities that encourage transit use are key to the success and resiliency of the proposed development. This clustering of uses is aligned along a main street extending parallel to 15/501 toward the county line.

**Plan corroboratively for the 15-501 corridor with Orange County and Chatham County (including transit planning)**

Regional planning efforts promote the development of mixed-use areas of high-medium density within close proximity of existing and proposed mass transit routes. Chapel Hill Transit is currently serving the 15/501 corridor and has recently extended its service to Pittsboro to the south. Densities that are needed to encourage ridership and at the same time discourage automobile use are key to the long term, economic, social & environmental sustainability. A diverse mixture of uses including housing, civic, and commercial businesses are proposed along the 15/501 corridor along with a transit loading station at a key central location at Obey Creek.

**Minimize the traffic impact on adjacent neighborhoods . Provide corridor buffer along 15-501, allowing for visibility and access to retail or commercial development. Conserve and Protect Existing Neighborhoods**

The mixture of uses is designed to create a pedestrian-friendly public realm that serves as a focus for the proposed community and adjacent neighborhoods. The careful balance of this mixture of uses, combined with human-scale architecture, characteristic of urban forms, will ensure that Obey Creek enhances the "livability" of the entire 15/501 Corridor. The compact form and extensive pedestrian connectivity supported

with walkways within the development will discourage vehicular transportation within the immediate and adjacent neighborhoods. Pedestrian friendly communities enhance the social characteristics of the community and provide safer and environmentally conscious neighborhoods. A grade separated pedestrian and bicycle bridge is proposed to link Obey Creek with Southern Park, Mary Scroggs Elementary School, and Southern Village neighborhood across 15/501. Additionally a dedicated bicycle path runs parallel to and links the current 15/501 bike lane and regional greenway system providing a vital link for non-vehicular residents and patrons.

**Maximize permanent preservation of open space. Preserve and enhance the "Green Gateway." Conserve and Protect the Town's Existing Natural Setting**

Preservation and dedication of the large (82+ acre) park to the east of Wilson Creek will enhance the livability of the entire Southern Area of Chapel Hill. This area is characterized by steep slopes, predominately hardwood vegetation and pristine streams. Easy access for all Town residents via numerous access points and greenway linkages is an essential part of the Obey Creek open space system. Aligning a mixture of residential uses along Wilson Creek will support the economic and social facets of the development while also serving to screen the utilitarian requirements of parking and service needs. Another component of the open space system is the streetyard along 15/501. It is proposed to have varied setbacks and building height envelopes allowing for numerous tree re-plantings and accessible pedestrian friendly open areas. This control will insure that the character of the Town's "Green Gateway" respects this principal of the 2020 plan and encourages pedestrian and bicycle activity along this new urban streetscape.

**Identify areas where there are creative Development opportunities**

Few development sites exist within the Urban Services boundary that offer the level of existing infrastructure that is available to Obey Creek. The close proximity to the Town and UNC Campus and Hospitals makes Obey Creek a responsible choice for the site of future growth. Through careful and sensitive design solutions, the benefits of clustering development in the manner proposed can serve to balance any environmental, economic and social impacts and support the general principals outlined for this area in the Chapel Hill 2020 Comprehensive Plan

**Promote a range of housing or accommodations for current and future residences, such as senior citizen housing, hotel, apartments, and townhouses. Minimize the impact of the development on schools with increased commercial revenue that supports both local and surrounding communities. Encourage Desirable Forms of Non-Residential Development; Create and Preserve Affordable Housing Opportunities -**

Obey Creek is planned with shops, offices, a hotel and residences oriented along a lively and pedestrian-friendly main street. The retail shops are designed with offices and residential housing fronting on walkways with outdoor dining and gathering areas. Only a limited amount of convenience parking will be provided at street level. Additional structured parking will be provided below or above grade wrapped by other uses, beneath the buildings and common areas, supporting and mitigating the effects on the environment by limiting impervious materials, and light and noise pollution, while maintaining the green infrastructure. Affordable housing offering both for-rent and for-sale opportunities will help to ensure the vibrancy and long term resiliency of Obey Creek. The design concept proposed maintains the flexibility needed to accommodate all community needs such as senior housing and workforce housing in a sustainable urban context. Providing for and targeting workforce and senior housing minimizes the impact of the development on local schools.

**Work Toward A Balanced Transportation System**

Obey Creek is planned around a comprehensive pedestrian system which links the main street sidewalks and plazas with the greenway park along the eastern boundary. Pedestrian plaza areas and access points will ensure that all residents and visitors enjoy equal and unimpeded access. A Town bikeway, separate from vehicular traffic, is planned parallel to the 15/501 frontage. Internal and external bicycle storage at key locations will support reduction of vehicular traffic within and around surrounding communities. These facilities, along with new and existing bus routes along 15/501, combine to make Obey Creek a critical link in balancing alternative transportation modes with convenient living opportunities. Facilities and programs will be provided that encourage bicycle and "alternative fuel" vehicle use over that of private automobiles. Programs such as preferred parking for alternative fuel vehicles, car sharing, electric charging stations will support environmental "Green" communities and minimize carbon footprint. These programs will help to disseminate information related to "alternative

transportation modes" to residents and visitors.

**Mix of uses**

Having goods, services and workplaces within close proximity of residences greatly increases the opportunity to reduce vehicular traffic in favor of bicycle and foot. The goal of the development is to serve and provide resources for the patrons, workers, and residents of the Obey Creek Development, adjacent neighborhoods, the UNC campus, and the Chapel Hill community as a whole. Large scale retail will provide goods currently not available to the Chapel Hill residents within Orange County. The hotel will provide accommodations and services for visitors to Chapel Hill and the UNC campus. An independent living facility will support an aging population and provide an alternate housing opportunity within Chapel Hill for current residents. Office space of varying size and flexibility will support new and existing businesses while providing opportunities to retain and recruit employees from Chapel Hill and surrounding areas.

**Mix of residential types**

From apartments, to rowhouses; a diversity of residential products is key to serving a varied population.

**Important sites reserved for civic uses**

Convenient and prominent sites including Highland Park which will be centrally located and reserved for uses that are important to the civic life of the community. Civic uses can include libraries, places of worship, schools and gathering places.

**Public open spaces**

Conveniently accessible locations should be set aside and configured as public gathering spaces. These spaces should be comfortably sized and may be in the form of plazas, squares, parks or playgrounds.

**An interconnected network of walkable streets**

Streets must connect to allow traffic to circulate and distribute. Severing connectivity leads directly to increases of traffic congestion on the remaining available routes. The congestion resulting from loading traffic onto a sparsely connected street system can greatly increase the need for increasing capacity through road widening, which results in an even less walkable and more auto-oriented environment. Interconnected streets are not just good for cars, they are much better

for circulation on foot and by bicycle as well. In order to attract pedestrians to walk down a street segment, the route must feel safe, shaded and interesting.

**Proper orientation of building fronts and backs**

Streets and other public spaces should be shaped by the fronts of buildings, not the backs. The fronts of buildings should feature doors and windows providing security through “eyes on the street”. Large expanses of blank wall or bare parking garage facing the street will be avoided. Service items such as dumpsters, loading docks and parking lots should be screened from view in mid-block locations away from main pedestrian routes. This will need to be a consideration for 15/501 as well as the newly created internal streets.

In the process of achieving the other urban design fundamentals listed above, care should be given to ensuring that the public spaces of the community are beautiful. A beautiful community will be enjoyed and cared for by its inhabitants over the Obey Creek .







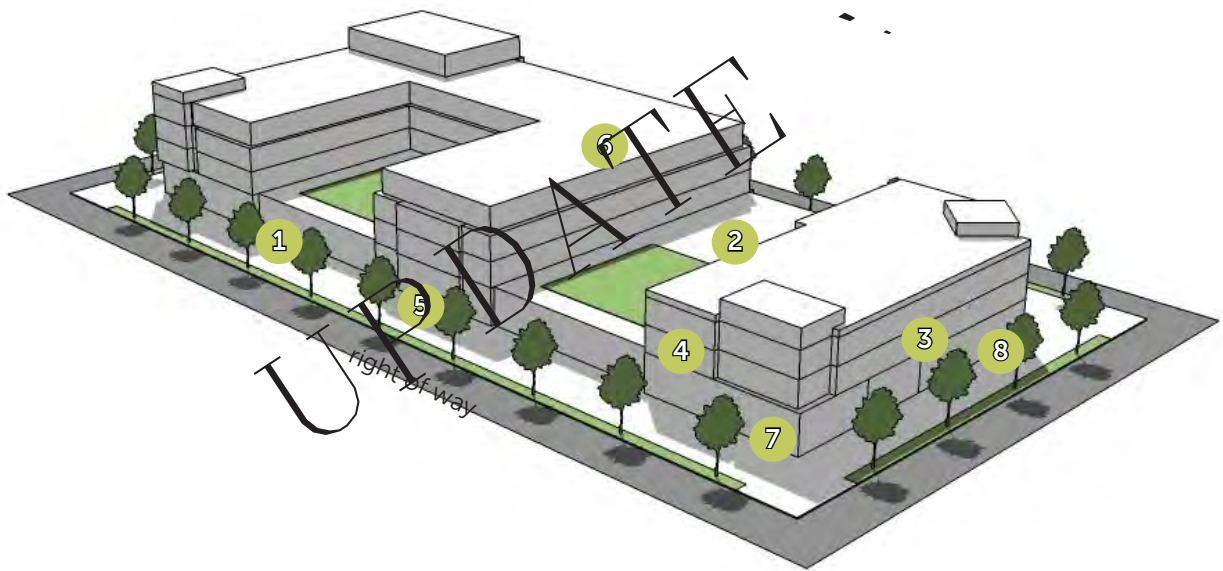
**section 3:**  
general design standards

## Type 1 Building Typology

### Low-Rise Residential Above In-line Retail

Low-rise residential buildings characterized by apartment flats arranged around terraced level courtyards. Apartment access is from a lobby oriented to a sidewalk or courtyard. Ground floors may incorporate in-line retail tenants and parking. Parking can be provided within a common parking structure preferably below grade. Above grade parking is allowable but must be buffered by other uses along major right of ways. Surface parking is not allowable.

- 1 Ground level uses to be in-line, multi-tenant retail, residential amenities and may include parking
- 2 Residential terraced level courtyards provide common open and recreational opportunities
- 3 Stacked apartment flats with centralized parking
- 4 Building facade of the residential upper floors is to be a minimum of 30% glazing; building facade for the ground level retail to be a minimum of 60% glazing
- 5 Residential access to be provided from a lobby oriented to the public way
- 6 Sloped roofs and flat roofs may be provided
- 7 Minimum height for ground floor retail is to be 15'-0" Floor to Floor
- 8 Below grade parking to be provided below other uses

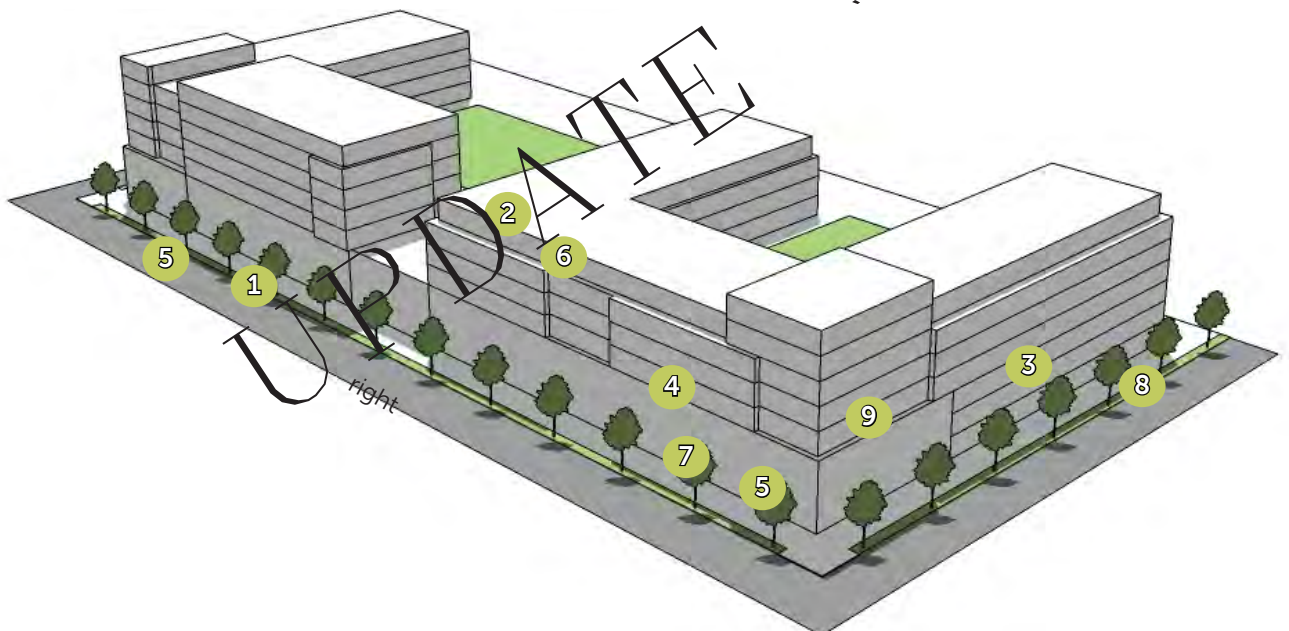




## Type 2 Building Typology Mid-Rise Residential Above Large-Scale Retail

Mid-rise residential buildings characterized by apartment flats arranged around exterior podium-level courtyards. Apartment access is from a lobby oriented to a sidewalk or courtyard. Ground floors may incorporate large-scale and in-line retail tenants and parking. Parking can be provided within a common parking structure preferably below grade. Above grade parking is allowable but must be buffered by other uses along major right of ways. Surface parking lots are not allowable.

- 1 Ground level uses to be in-line, multi-tenant retail, residential amenities and may include parking
- 2 Residential single story level courtyards provide common open and recreational opportunities
- 3 Stacked apartment flats with centralized parking
- 4 Building facade of the residential upper floors is to be a minimum of 30% glazing; building facade for the ground level retail to be a minimum of 60% glazing
- 5 Residential access to be provided from a lobby oriented to the public way
- 6 Sloped roofs and flat roofs may be provided
- 7 Minimum height for ground floor retail is to be 15'-0" floor to floor.
- 8 Below grade parking to be provided below other uses
- 9 Upper floor retail uses must provide a minimum of 20% transparency.



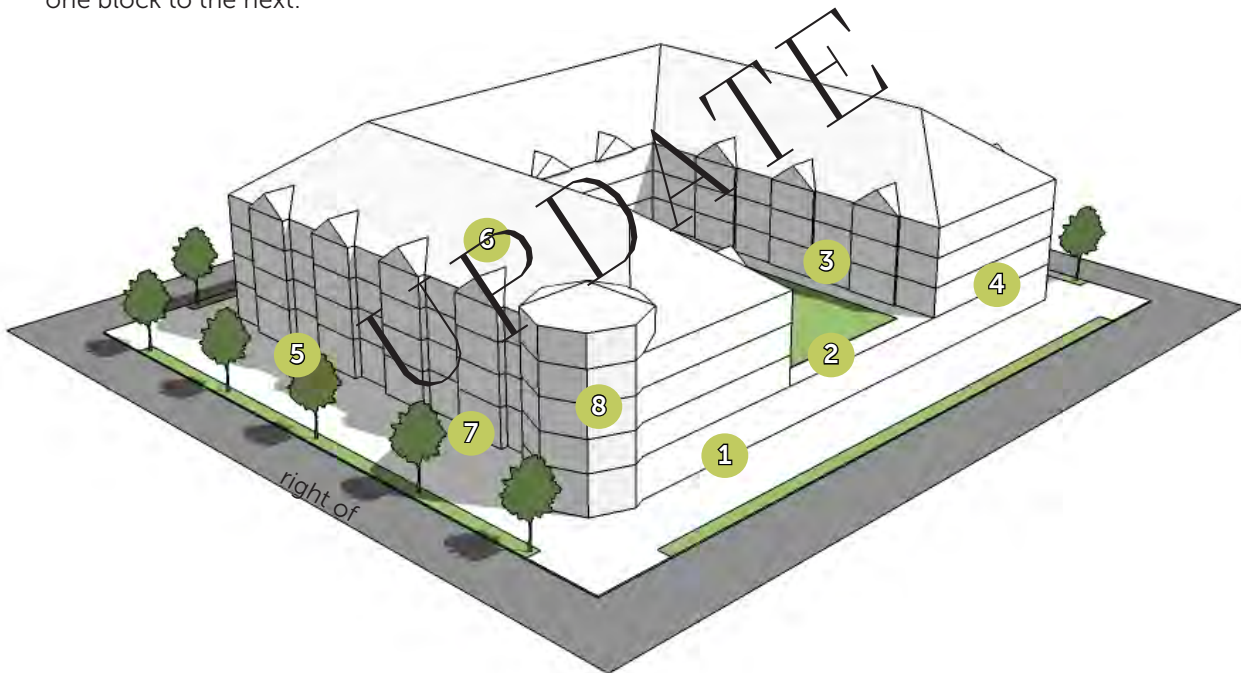
# Type 3 Building Typology

## Mid-Rise Independent Living Residential Or Hotel

The mid-rise independent living facility will provide apartment-style living facilities for seniors with convenient tenant services, senior-friendly surroundings and social opportunities for residents. Common amenities are to be provided at grade level with residential units above. Access will be provided from a lobby oriented to the public way. Parking is to be provided within a common centralized garage.

GENERAL DESIGN STANDARDS

- 1 Ground level uses to be common hotel, residential amenities or retail
- 2 Terrace levels to provide common open space and recreational opportunities
- 3 Stacked residential units
- 4 Building facade is to be a minimum of 30% glazing
- 5 Residential access to be provided from a lobby oriented to the public way
- 6 Sloped roofs or flat roofs may be provided. Flat roofs are to be utilized for terraces, solar arrays, green roofs or high albedo roofing
- 7 Minimum height for ground floor retail is to be 15'-0" floor to floor.
- 8 Iconic architectural elements encouraged to create visual interest and to create variety from one block to the next.



## Type 4 Building Typology Residential Units adjacent to Structured Parking

The mid-rise condominium buildings are to provide multi-level, for-sale residential condominiums. The condominium units are to be located adjacent to parking structures to act as a buffer and to take advantage of views from the site.

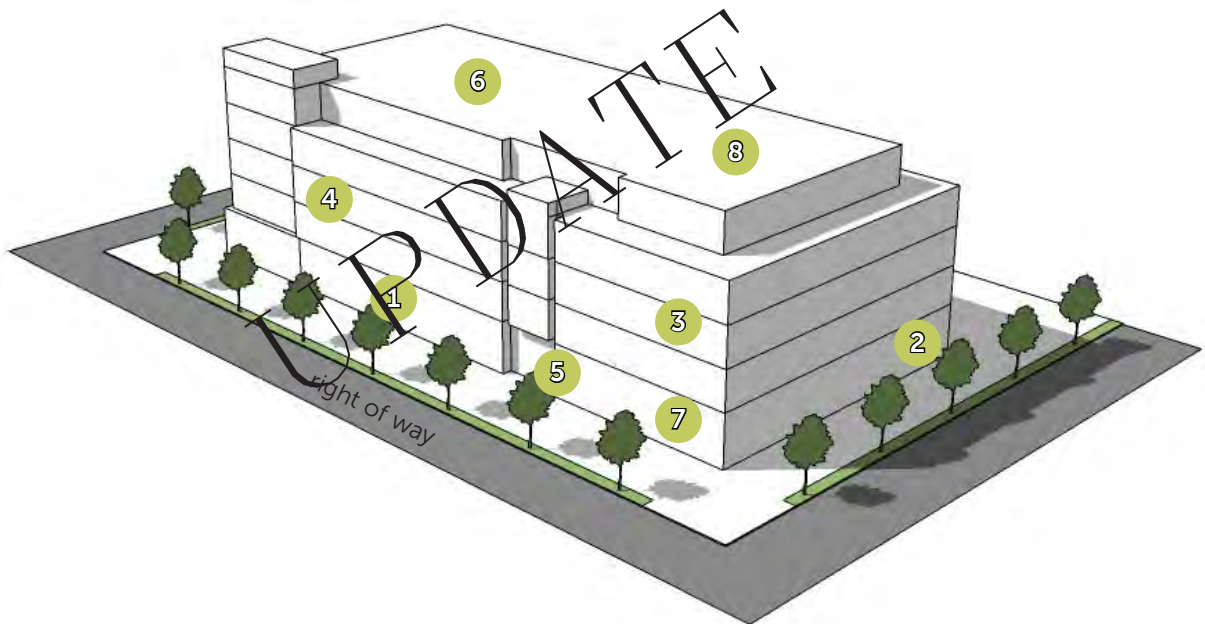
- 1 Condominium buildings to wrap portions of common parking structures
- 2 Outdoor common space will be provided whenever possible
- 3 Multi-Level Condominium units
- 4 Building facade of the condominium buildings is to be a minimum of 30% glazing
- 5 Condominium access is to be provided at grade or via elevators and corridors
- 6 Sloped roofs or flat roofs may be provided
- 7 Condominium placement to take advantage of views



## Type 5 Building Typology Mid-Rise Office Above In-line Retail

The mid-rise office buildings are to provide commercial workplaces for a variety of tenants. Access to the office buildings will be provided via a lobby accessible from the public way. Ground floors are to be comprised of primarily of multi-tenant retail or service office tenants. Parking to be provided within a common centralized parking structure of below grade structure.

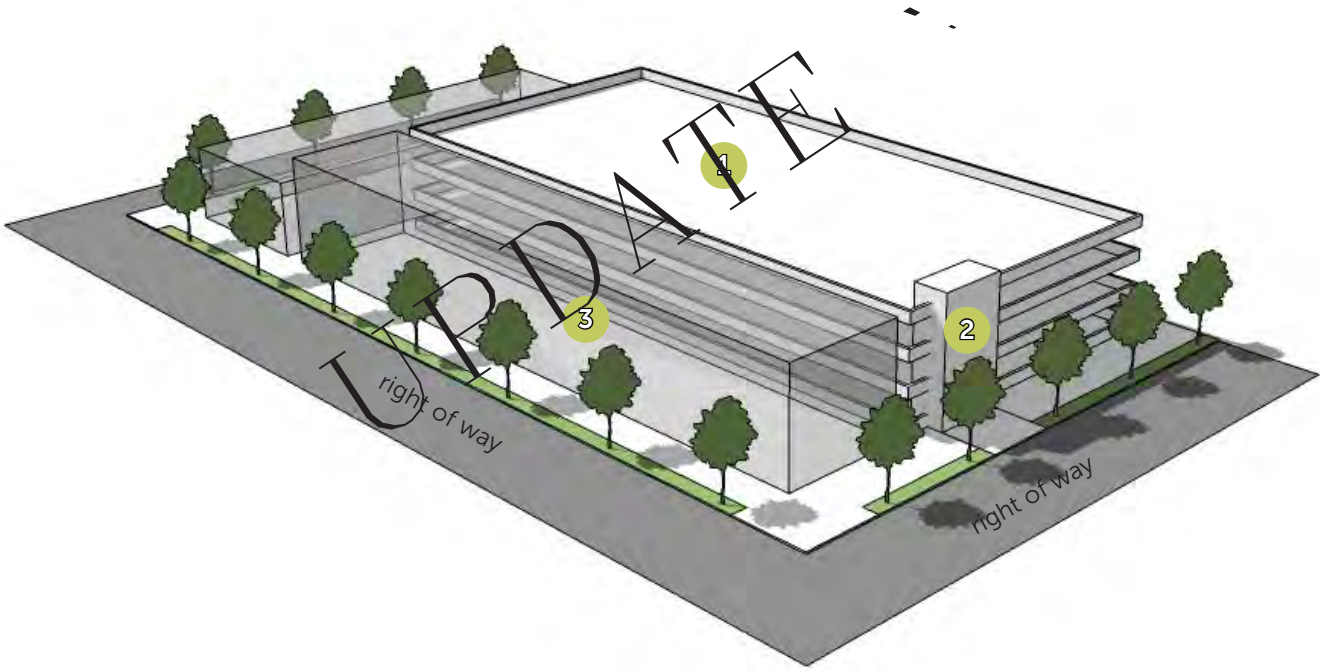
- 1 Ground level uses to be multi-tenant retail or service office with office support services
- 2 Parking to be provided in centralized common structure or below grade garage
- 3 Stacked office floor plates
- 4 Building facade of the office upper floors is to be a minimum of 30% glazing; building facade for the ground level retail to be a minimum of 60% glazing
- 5 Office access to be provided from a lobby oriented to the public way
- 6 Most office structures are designed with flat roofs
- 7 Minimum height for ground floor retail is to be 15'-0" floor to floor.
- 8 Rooftop mechanical equipment to be screened



# Type 6 Building Typology Structured Parking

Parking structures can either be connected to other buildings, or free standing and naturally ventilated. Vehicular and pedestrian access points to parking areas should be visible and easily accessed from public rights-of-way. Parking garages should be lined by buildings along public rights-of-way. When exposed to the street, they must have an architectural treatment to the facade.

- 1 Parking structures can either be connected to other buildings, or free standing and naturally ventilated
- 2 Vehicular and pedestrian access points to parking areas should be visible and easily accessed from public rights-of-way
- 3 Parking garages should be lined by buildings along public rights-of-way. When exposed to the street, they must have an architectural treatment to the facade



# open space

1 HIGHLAND PARK

5 SOUTHERN GREEN

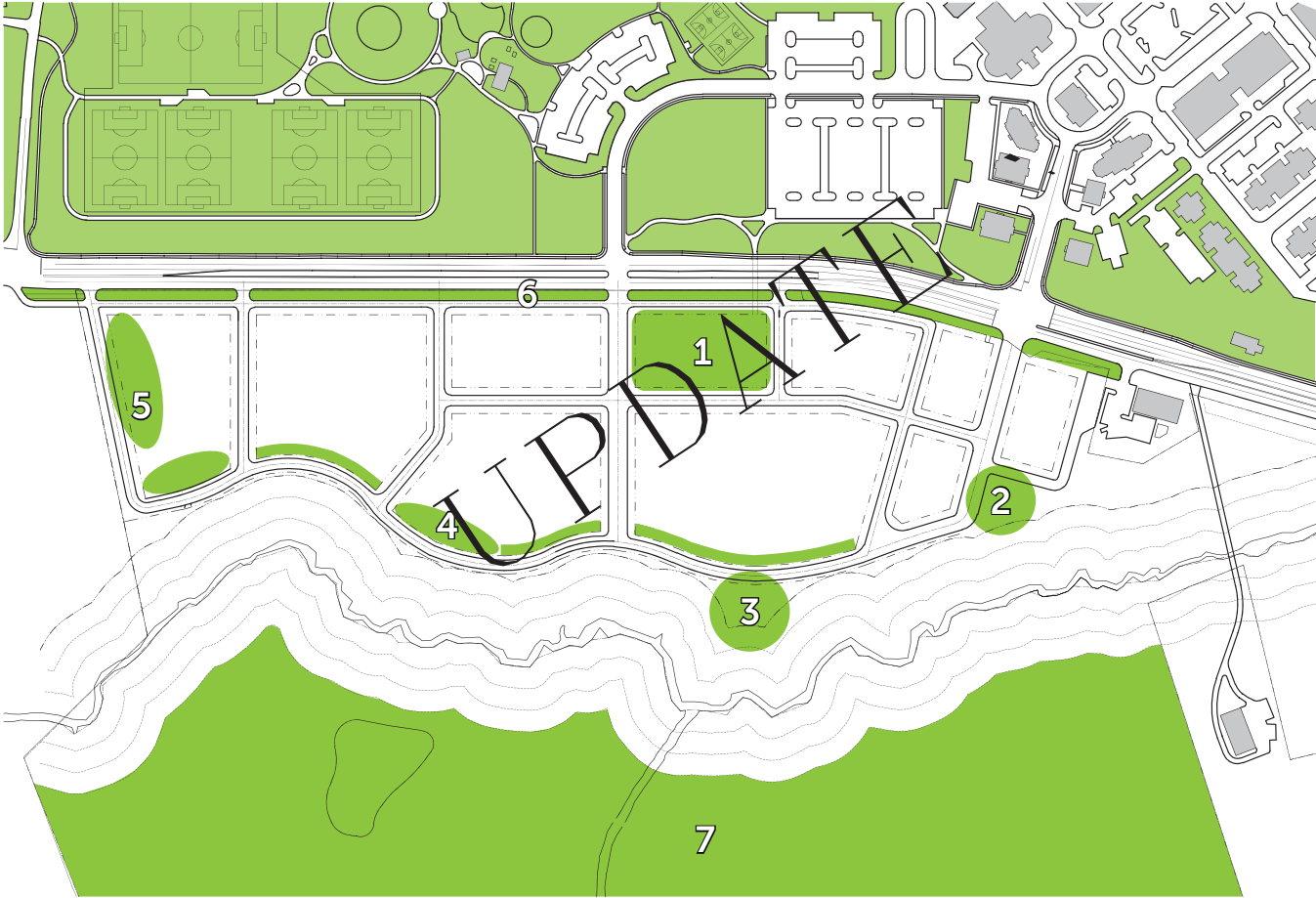
2 NORTH PARK

6 PEDESTRIAN BUFFER

3 OVERLOOK PARK

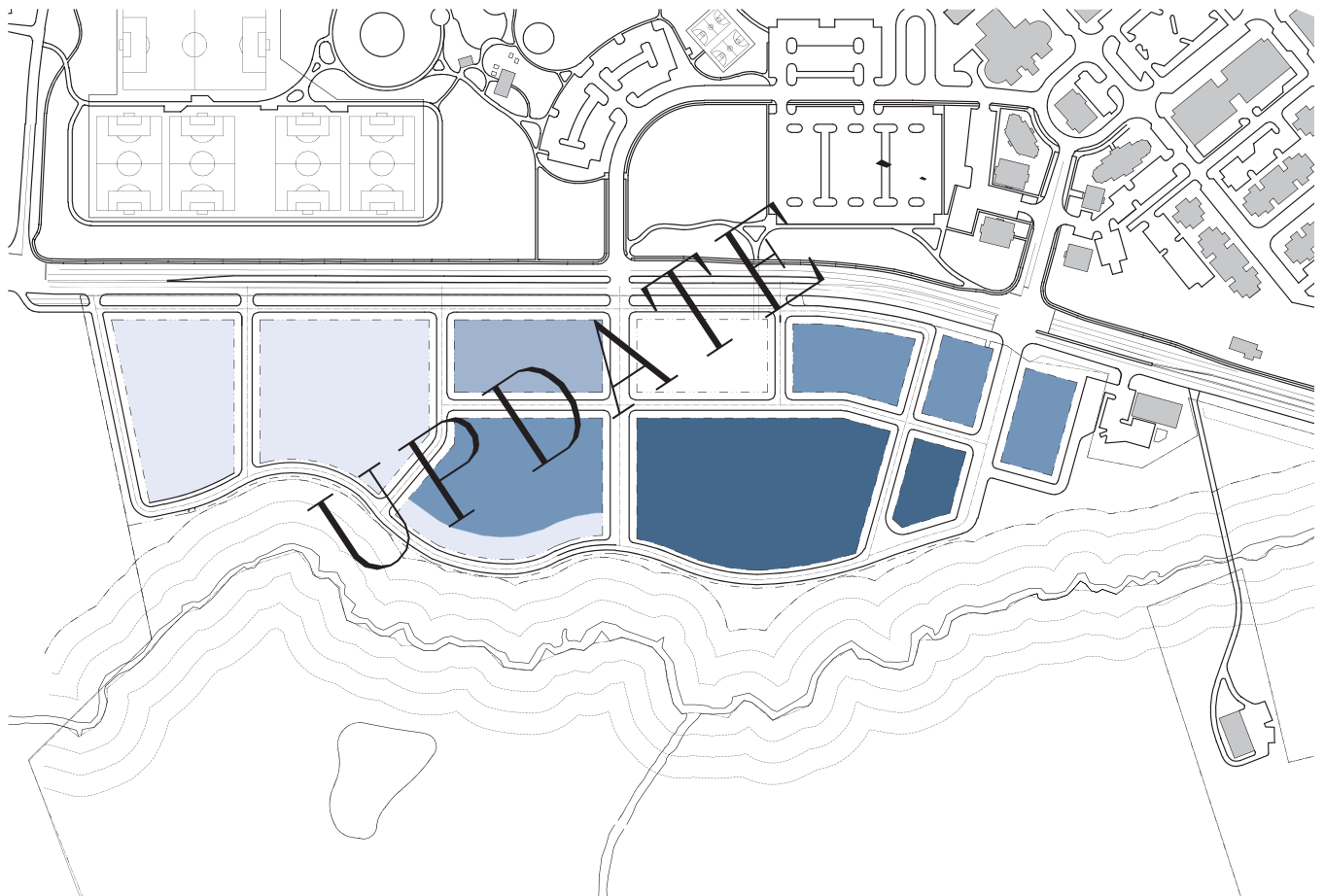
7 CHAPEL HILL PRESERVE

4 RESIDENTIAL GREEN



# building heights

- 2-3 Stories in Height
- Max. 4 Stories in Height
- 4-6 Stories in Height
- 6-8 Stories in Height









**section 4:**  
building design standards



# guidelines for building standards

This section outlines the general guidelines for defining the principle material and elements for building facades for the Village at Obey Creek. The recommendations are intended to provide general guidelines but are not of a regulatory nature.

This section includes guidelines for anticipated building components within the Project Area including:

- Weather Protection + Shading + Solar Access
- Exterior Building Materials and Finishes
- Awnings, Canopies and Building Projections
- Building Fenestration
- Store Front Design
- Articulation
- Corner Conditions

# Weather Protection + Shading + Solar Access

## Intent

To incorporate architectural elements and design strategies that take into account solar orientation and other weather related factors to create comfortable and controlled indoor and outdoor environments within the Village of Obey Creek.

## Required

### Providing controlled environments.

Buildings will be scaled and proportioned to take advantage of solar orientation. Building positioning as well as shading devices should be incorporated to protect against strong summer sun as well as precipitation throughout the year.

### Pedestrian Weather Protection

Buildings will provide protection in the form of overhangs, canopies, awnings, etc. to shield pedestrians from sun, and precipitation throughout the year.

## Recommended

### Building Orientation

Buildings should be designed to allow sunlight to reach the street level during colder months. Buildings should be positioned and scaled not to block natural light from reaching other adjacent or neighboring buildings.

### Solar Strategies

To minimize heat gain, buildings should be oriented to provide shade where desirable during warm months and to access solar heat during winter months taking advantage of passive solar heating and cooling. The streetscape framework will also help to control the pedestrian environment with deciduous trees that provide shade in the summer months, and allow more natural light to reach the street during the winter months.



Building projection acting as entrance canopy



Building entry protection



Shade devices should be used on south facing facades.



Building height and bulk can effect adjacent uses.

### Facade Treatment

Solar orientation should be a major factor in the facade treatment of buildings. Facades with greater solar exposure should implement strategies which protect against heat gain, while facades with less solar exposure should incorporate greater amounts of glazing that maximize natural light opportunities.

### Building Entry Protection

Building entries should be protected from weather conditions such as sun, snow and rain by incorporating overhead projections like awnings or canopies and recessing entry ways into the facade plane.

### Maximize Facade/Building Articulation

The benefits of increasing the amount of facade articulation is two fold: (1) it provides opportunities to both activate facade planes adding visual interest to the streetscape and (2) provide protection from weather and helps to control thermal temperature both within buildings and outside at the street level though the use of awnings, canopies, and building projections like balconies.

### Weather Protection Zones

Where possible larger weather protection canopies/overhangs will be placed at block corners and in the mid-block locations to provide larger areas of pedestrians to congregate while waiting for weather to pass. These areas will be no less than 150 SF and the projection will be no less than 6 feet from the facade wall.



Canopies and Awnings should be used to protect entries



Canopies and recessed entryways protect entries.



Arcades and sun shades are effective weather protection

# Exterior Building Materials and Finishes

## Intent

To create an environment that is rich and diverse in expression through the use of material, articulation, and layering which supports and creates a durable and sustainable neighborhood. To promote and characterize the Villages of Obey Creek as a highly developed and contemporary place composed of high quality exterior materials and construction with vernacular influence.

## Required

### Material Selection

Materials appropriate to the desired overall character of the development will be used, and where possible regional materials will be incorporated. Materials, colors and finishes will reflect and support the temperate climate.

### Material Quality

The materials used within the project must be of high quality, durable and sustainable materials. Particular care must be given to areas, such as the ground floors of buildings, where human interaction with the building materials is greatest and has the most direct impact on the pedestrian.

### Material Appearance

The materials used in the project will communicate a high level of quality and will enhance the overall design and character of the development, reinforcing the urban



Variation in exterior materials



Treated wood



Stucco



Stacked Stone



## Recommended

### Material Proportions and Synthesis

Materials should be intentionally and thoughtfully chosen and combined with regard to color, texture and scale so that they enhance, not detract from the overall concept of the development.

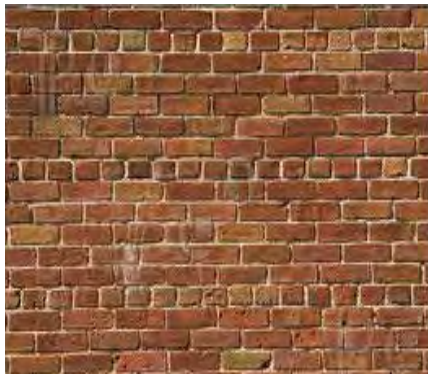
## Acceptable

### Technological Advancement over time

Allow for the implementation of advancement in materials and building techniques over time to be incorporated into the development in the future, especially those which enhance environmental sustainability without jeopardizing the overall character and visual appearance of the development.

## Unacceptable Materials

- Untreated wood siding
- Concrete Masonry Units
- E.I.F.S. at Street level
- Stucco- Limited use at street level, acceptable above



Brick



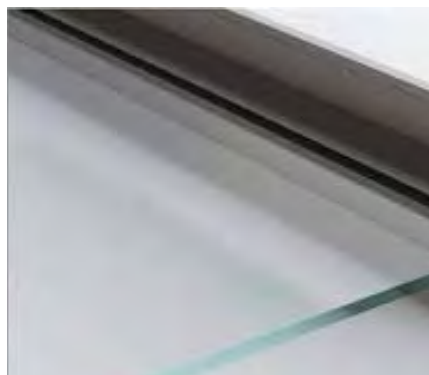
Limestone



Granite



Metal Panel



Steel/Glass



Curtain Wall

# Awnings, Canopies & Building Projections

## Intent

To provide visual appeal and functionality to the pedestrian environment through a system of shade and weather protection devices that enhance the use and experience of the Villages at Obey Creek.

## Required

### Building/Projection Compatibility

The design, material, visual quality and implementation of awnings and canopies shall be congruous, enhancing rather than distracting from the building's form, as they are an extension of the building to which they are attached.

### Awning, Canopy & Projection Locations

The locations of awnings, canopies and projections is critical, so that they do not obstruct the signage, and views of the businesses/residences which they protect and enhance. Awnings must be placed within the tenant control zone, while canopies may be placed outside the tenant control zone. The placement of canopies and awnings shall provide the best protection from the elements at critical times of the day as well as seasonal times of year to provide the greatest functionality of the outdoor development. Care must be given to the placement of awnings and canopies as they relate to code requirements for access and egress.

### Projection & Height

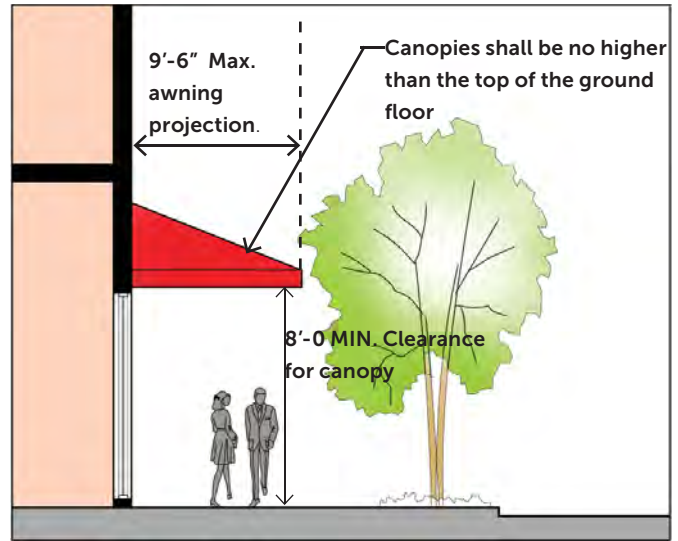
All awnings, canopies, and projections must be at minimum 8 feet clear so as not to obstruct circulation. Awning and canopy projections will be a maximum of 9'-6" (back of curb). They will not interfere with the landscaping or lighting zones.

### Awnings/Canopy Materials & Types

Where awnings and canopies are attached to facades that face public streets they should be permanent fixed structures. Adjustable awnings are permitted on patios, pedestrian passageways, and non-public street facing facades of buildings. All awnings should be made of durable, high quality materials.

### Signage on Awnings

Please refer to section 6.0 on signage/graphics for these requirements.



Awning Design Standard



Continuous Canopy



Entry Awning



Awning and Canopy Diversity



Parking Garage Canopy



Glass/Steel Canopy



Decorative Canopy



Corner Canopy





Window and Sunshades



Semi-continuous Canopy

## Recommended

### Awning Color

Awnings are preferred to be solid in color. If patterned or polychromatic they should enhance rather than distract from the overall character of the streetscape.

### Awning and Canopy Alignment

In order to maintain a visual harmony and congruity, awnings should be placed in alignment with those on adjacent facades to reflect a consistent street line.

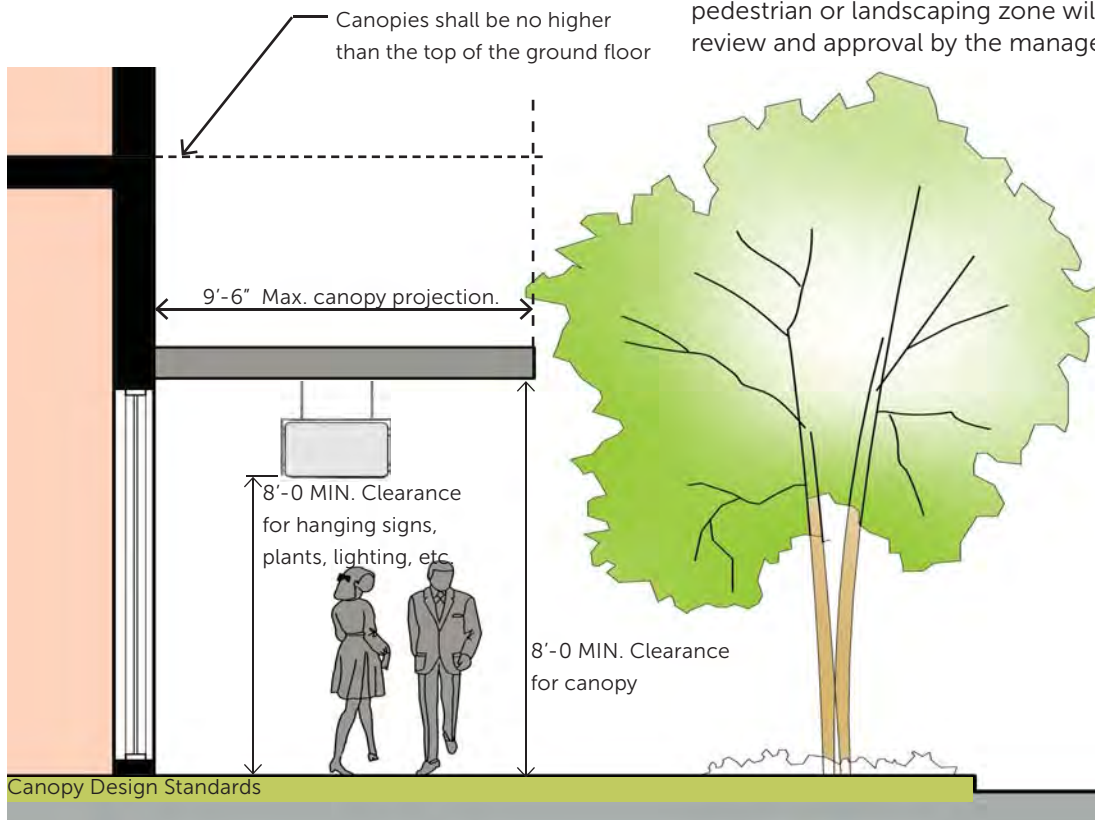
### Awning Canopy Variety

Variety in the design and material of awnings and canopies is encouraged throughout the development to contribute to and create the vibrant urban fabric within the Villages of Obey Creek. This is to be achieved within the limits set forth and should be compatible with the overall building and streetscape concept.

## Unacceptable

### Placement of Awning and Canopy Supports

Awnings and canopies should be supported by the facade wall to which they are attached. Supports such as columns which would require placement in the pedestrian or landscaping zone will require individual review and approval by the management firm.



# Building Fenestration

## Intent

- To encourage transparency and therefore interaction between active uses.
- Increase visibility of activity throughout the day and at night, to activate and further engage pedestrians both indoors and outdoors.
- To reinforce human scale and create a relationship between the built environment and its users
- To distinguish between active and passive facades. Requiring fronts visible to the public realm to be more highly fenestrated and allowing facades that are hidden or rarely visible to be less fenestrated.

## Required

### For Street Level Facades that Face the Public Realm

To encourage a dialogue between indoor and outdoor uses and activities, transparent glass storefronts are required on street level facades. This transparency will give the illusion of a larger public realm extending from the streetscape into the buildings themselves, and incorporate the use of natural light.

### Minimum Street-Level Fenestration

The minimum amount of street level fenestration varies by building use. For retail buildings (Including office over retail and residential over retail) no less than 75% of the street level facade can be transparent glazing. All other uses not including retail shall be no less than 40% transparent glazing. The area between the finished floor and 12'-0" above the finished floor is the zone which must adhere to the above minimum fenestration requirements.

### Glass Selection and Reflectivity

The transparency and reflectivity of glass will allow visibility between pedestrians on the sidewalk and the ground floor use inside. Glare should be kept to a minimum to insure comfort and safety. Low E, Thermal insulated glazing should be used. No mirrored glass will be permitted.



Transparency allowing views to active uses



Transparency allowing views to active uses



Transparency at night provides dynamic spaces



Transparency supports an active street



Higher percentage of glazing on ground floor

## Recommended

### Respond to Solar Orientation

The design of upper level facades should reflect/react to their siting in regard to climate and solar exposure to create the most responsible and sustainable building design possible.

## Acceptable

### Opaque/Ornamental Glass

Ornamental, opaque or stained glass may be used minimally as special windows to accent or enhance a facade or screen structure/utilities from view.



Transparency in upper level windows.



Transparency for street level windows



Transparency allowing views to active uses



Transparency allowing views to active uses

# Storefront Design

## Intent

- To develop vibrant, unique, visually engaging and well designed storefronts that draw people in and act to enhance the character of Obey Creek.
- To activate the pedestrian realm by providing a high level of retail activity throughout the downtown core.

## Required

### Storefront Design

Will enhance the streetscape and pedestrian realm by giving individualized identity to storefronts and building entrances and outwardly expressing the uses within. Storefront design should be engaging and foster a visual relationship between the streetscape and the building users inside.

### Storefront Entries

Storefront Entryway's should be attractive and engaging along the street front to interest shoppers and promote pedestrian movement. Entrances should be close in proximity to each other to encourage walkability and to offer variety in design. Thresholds should be compliant with ADA requirements to accommodate easy access by all persons.

### Storefront Security Device Placement

All security devices such as folding doors and overhead rolling grilles should be incorporated entirely into the storefront design so they are not visible from the street.

### Entryway Transition

In order to provide a necessary transition zone between inside and outside, and to accommodate door swings and pedestrian traffic, building entries that front public streets are encouraged to be recessed into the storefront.

### Storefront Positioning

Storefronts and entrances to other uses will orient toward the public street to engage pedestrians and activate the public environment. Where buildings do not face a public street (for example; if they face a park or plaza) entrances and storefronts will front toward the major pedestrian realm.

## Recommended

### Storefront Proportion

Storefronts should be scaled and detailed for comfort and use. Large facades of buildings should be broken down into smaller more pedestrian friendly increments, and differentiated to avoid monotony. Surfaces should contain architectural and urban elements, signage, material/color changes, planar shifts and other devices to activate and stimulate pedestrian and vehicular interest.

### Storefront Streetwall

Storefronts should typically work together to create a consistent Streetwall. Parameters for facade plane variation and exceptions for plazas etc. should be incorporated to prevent monotony. Storefronts should not extend into the sidewalk zone except for allowed overhead awnings, signage, canopies and building projections (like balconies) that do not obstruct pedestrian movement.

### Storefront Facades

Facades should be diverse in architectural expression offering variety in detailing, color, vertical and horizontal variations in facade plane, textures and materials.

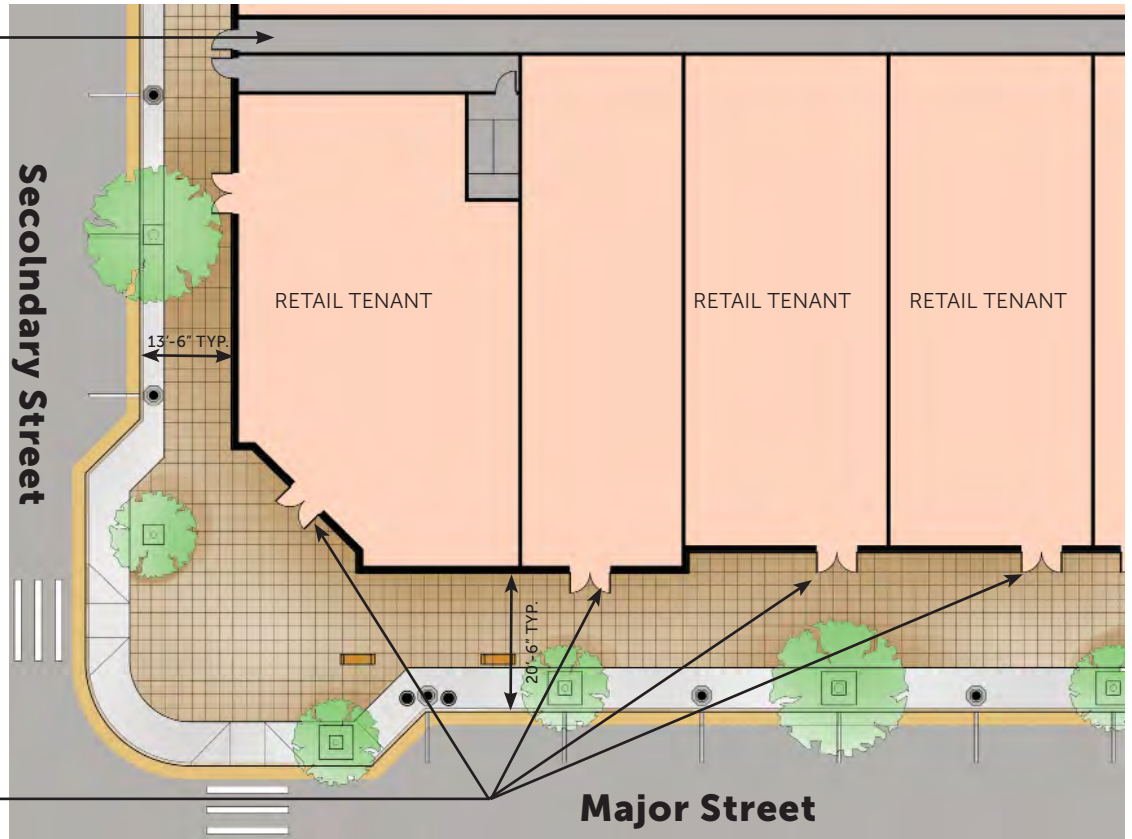
### Storefront Diversity

Individualized storefront designs and expressions should be encouraged over a repetitive series of storefronts. Multiple small storefronts are preferable to longer more sparsely spaced storefronts. The overall goal is to create a lively, visually diverse and active pedestrian oriented environment that conveys the uses of the tenants within an individualized and stylized way.



Iconic storefront

Service corridor at secondary streets



Entrances Oriented Toward the street

Major Street

BUILDING DESIGN STANDARDS



Stylized and individualized storefronts



Recessed entry ways and material detailing



Detailing and scaling to the pedestrian realm

# Articulation

## Intent

For buildings to create a comfortable and diverse streetscape and pedestrian realm that is human in scale and varied in material use, color, texture, meter, form and proportion. Facades must be articulated per their category, i.e. public facing front facade, publicly visible side facade or hidden back facade.

## Required

### Articulation through Variation in Plane

Street walls at the ground floor level should incorporate a variation in wall plane every 30 Linear feet or less of building frontage. Variations should not be less than 4 inches in depth or projection. Parapet walls should change in height no less than every 60 linear feet. Change in height will be no less than 2 feet.

### Building Scale and Variation

Buildings with the upper stories of other uses should be differentiated by incorporating design elements that reflect their use, i.e. balconies for residential units. Uses should be distinguishable by design and differentiated in elevation. The scale of the building shall remain conscious of the desired pedestrian oriented development and offer a comfortable human scale at ground level.



Articulation through variation in Plane



Structural Articulation



Articulated corners



Stylized and individualized storefronts



Structural Articulation

## Recommended

### Facade Variation

Facade variation should reflect the structural grid of the building and the use within. Certain areas such as primary entry ways and building corners should be accentuated to indicate prominent points of passage and engagement as well as to provide individualized design moments.

### Projections.

Projections including balconies, terraces and building walls are encouraged to be incorporated where appropriate, to further activate publicly fronting facade walls and create visual interest. Projections may protrude no further than 5 feet past the build to line.

### Structural Articulation

Should be expressed, detailed and articulated to enhance the fabric of the building facade, creating depth with shadow through changes in plane and material variation.

### Accentuate Corners

Buildings on the corners of main streets should be given priority as areas to enhance, articulate and emphasize. Corners will serve as landmark building opportunities within the project.

### Light Filtration

Buildings on the south side of streets are encouraged to be lower in height and/or stepped to allow sunlight to filter to street level throughout the day within the project.



Chamfered recessed and heightened corner conditions



Building scale and variation



Accentuated corners

## Corner Conditions

### Intent

To create visually accented street corners that differentiate blocks, and add visual identity as well as activity to street views, and aid in way finding.

To enhance the urban feel of single story development by creating visually heightened buildings that add variations to the street wall.

### Required

#### Multi-Story Corner Height

Where multi-story buildings occupy the block corner facing onto "Main" Streets, they are required to address the intersection that they front in one of the following ways.

- **Height:** increase building height by no less than half a typical floor height for 15 linear feet of distance in each street fronting direction.
- **Roof Shape:** The roof shade at the corner must be articulated differently from the rest of the building to add variety to the building's silhouette.
- **Rounded/Chamfered Corners:** Changing the shape of the corner of the building, i.e. rounding or chamfering the wall planes to alter the perception of the corner. This must be done for no less than 15 linear feet of distance in each street fronting direction.
- **Recessed/Extruded Corners:** Recessing or Extruding at a minimum the ground floor level of a corner building for a difference of no less than 6 feet from its adjacent facade plane for a minimum distance of 15 linear feet in each street direction.

### Recommended

#### Entry ways

Entry ways should be located in or near the corner of the building and be incorporated into the accented design.

#### Materials/Colors

Further differentiation at the corners through material and/or color changes is also encouraged.











**section 5:**  
landscape & site design  
standards



# public open spaces + parks

Public open spaces are the hallmark of a community. The range of public open spaces include neighborhood parks accommodating passive and active use, squares as gathering space, courtyards, community gardens, playgrounds, nature preserve and trails. Once an overall park plan for Obey Creek is established to program the various outdoor uses, the parks will contribute to the quality of experience and distinctiveness within the community.

## Essential Elements:

- Public Open Space & Parks
- Landscape Standards of Specific Site Areas
- 15/501
- Primary Internal Retail Streets
- Secondary Internal Streets
- Ring road/ Creekside Lane
- Sidewalks

# Public Open Spaces and Parks

## Intent

- Public Open Spaces and Pocket Parks should respond to contextual attributes such as orientation, adjacent land uses, intended purpose, anticipated use and intensity of use;
- Create development that is pleasant in character and human in scale;
- Create open space for community gathering;
- Promote accessibility and smooth circulation of people and traffic;
- Achieve a balance and compatibility between active and passive recreational uses;
- Provide visual appeal and seasonal interest;
- Dedicated site furniture including benches, trash receptacles, and lighting unique to specific areas;
- Coordinated landscape and plant palettes;
- Ensure environmental diversity;
- Provide for safety for users and ease of supervision.
- CPTED will be considered in the design process for all public outdoor spaces. The developer will work closely with Town Staff in evaluating proposed design solutions.
- Where public art is proposed the Developer will consult with the Chapel Hill Arts Commission



Pleasant in character and human scale



Informal Activities



High Energy public Space



Environmental Diversity



Pleasant in character

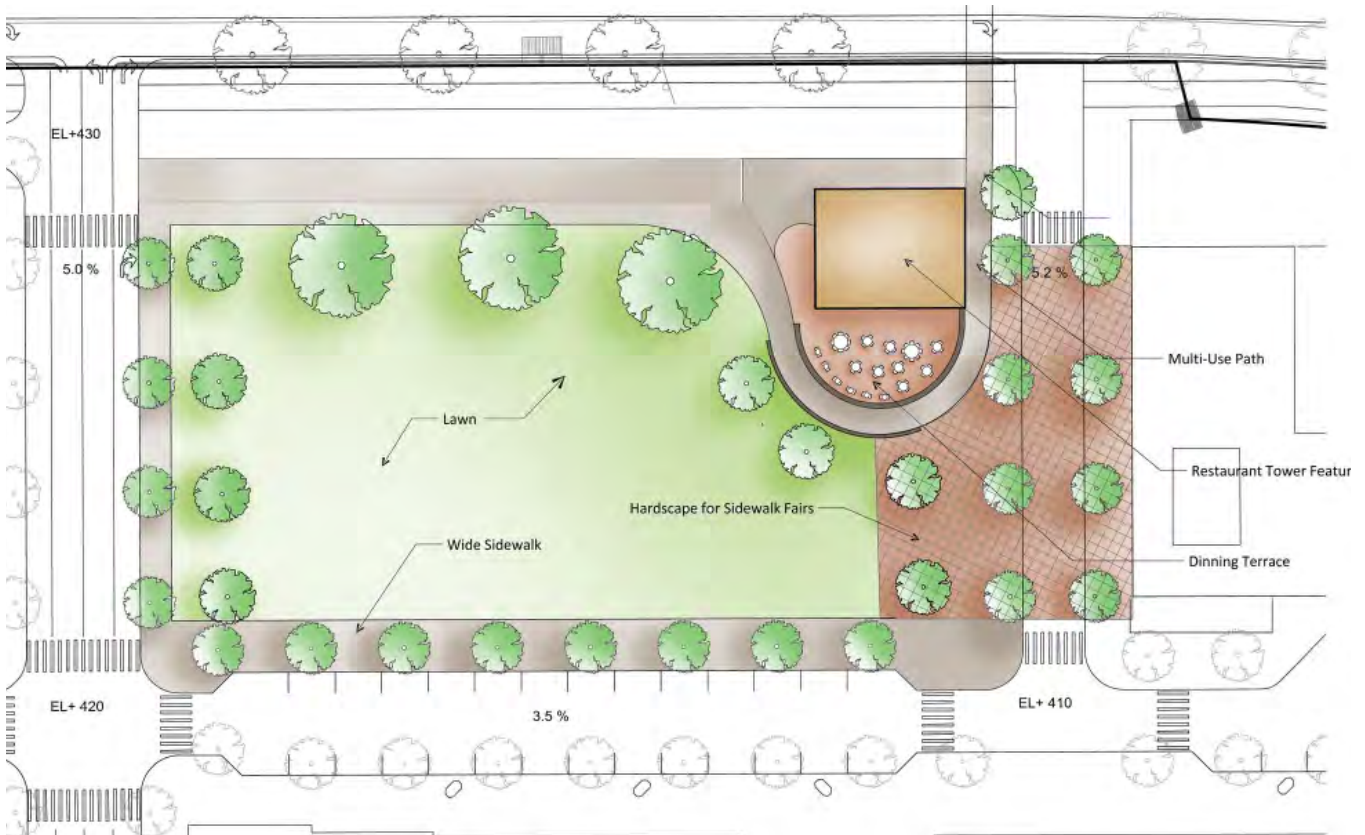
## Highland Park

### Description

Highly visible from 15/501, Highland Park is the primary, central public focal area of Obey Creek. A large open space will define the character of the park where both informal and programmed activities will attract Chapel Hill residents and visitors.

Expanded hardscape areas along the edges of the park will accommodate sidewalk fairs, farmer's markets and similar activities. The northwest corner is reserved for retail, restaurant or open-venue uses that may anchor this end of Highland Park. This important corner space is unique as it serves also as the landing for the greenway bridge, connecting Obey Creek with Southern Village and the Park and Ride lot.

The architecture of buildings within this corner will respond to the greenway bridge as it transitions to grade. Surrounding Highland Park, street level retail uses will stimulate activity creating a "high-energy" public space. Highland Park defines the entrance to the community and in so doing becomes a key part of the gateway to Chapel Hill.



# Public Open Spaces and Parks

## Wilson Creek Preserve

### Description

The Wilson Creek Preserve is the result of the efforts of Chapel Hill's residents over many years to protect over 80 acres of open space for future generations. Serving as a critical natural buffer it protects the waters of Wilson Creek along with the stands of mature hardwood trees along its banks. The park is the former site of a gravel strip quarry which is with restoration efforts, planned to accommodate a passive open space.

Natural surface trails, wildlife habitat enhancements and forest management will provide for pedestrian access within the hardwood forested areas while protecting these areas of the preserve in perpetuity.

### Activities and Uses

- Conservation/restoration practices, natural trails, picnic areas



Natural Pathways



Walking paths

### Buffers

Buffers essential for protecting adjacent properties have been considered in the proposed plan for Obey Creek. The Wilson Creek Preserve provides buffering (100' min.

width) to all adjoining properties with the exception of the Strata Solar building where alternative buffers consistent with TCH LUMO Standards will be proposed.

No additional buffers will be required internal to the Obey Creek site or along external boundaries of the Wilson Creek Preserve.





Pedestrian Path

# Public Open Spaces and Parks

## Overlook Park

### Description

Overlook Park is the primary gateway to the Wilson Creek Preserve. Centrally located, it is situated on a promontory that offers views and easy pedestrian access to the trails and park facilities. Key in its role as an entranceway it will serve to orient the visitor to the opportunities within the park for both passive and active recreation.

Overlook Park will memorialize the dedication of this important preserve and the efforts of the larger community to protect this valuable open space for future generations.

Overlook Park will include shaded seating and informal gathering spaces.

### Activities and uses

- Gateway architecture and/or iconic landscape features, wayfinding and interpretive signage, individual and small group seating areas, child play area



Individual and small group seating



Informal games



Iconic Landscape features



Informal gathering spaces



Promotory views



Entry to walking paths

# Landscape Standards of Specific Site Areas

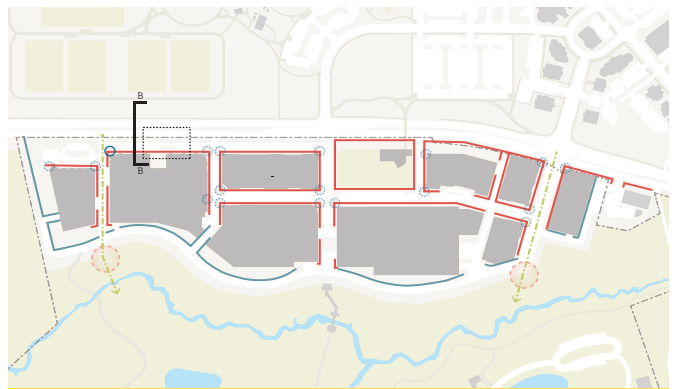
A landscape theme should foster unity of design and appropriately reinforce the urban or natural setting to which it is responding. A diverse landscape is more resilient to disease and damaging natural events making it more sustainable over time. It provides more interest and helps to create a more diverse habitat for wildlife in both urban and natural settings.

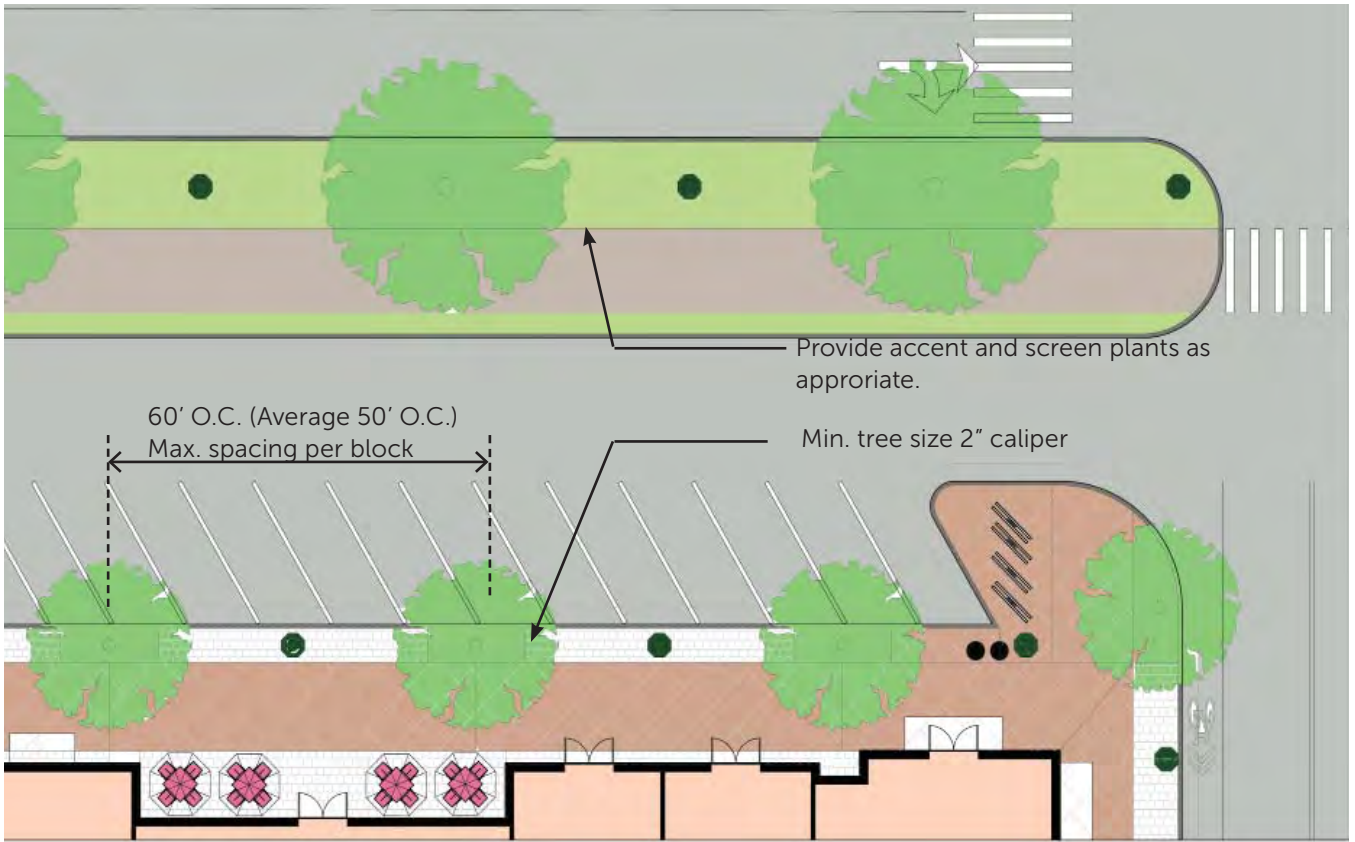
Native and adapted plant species that are drought tolerant will be given priority over others. Irrigation, where planned, should incorporate the use of rainwater harvesting and/or high efficiency systems design. Key public areas within Obey Creek are identified below along with specific design objectives for each.

## US 15/501 Gateway Frontage

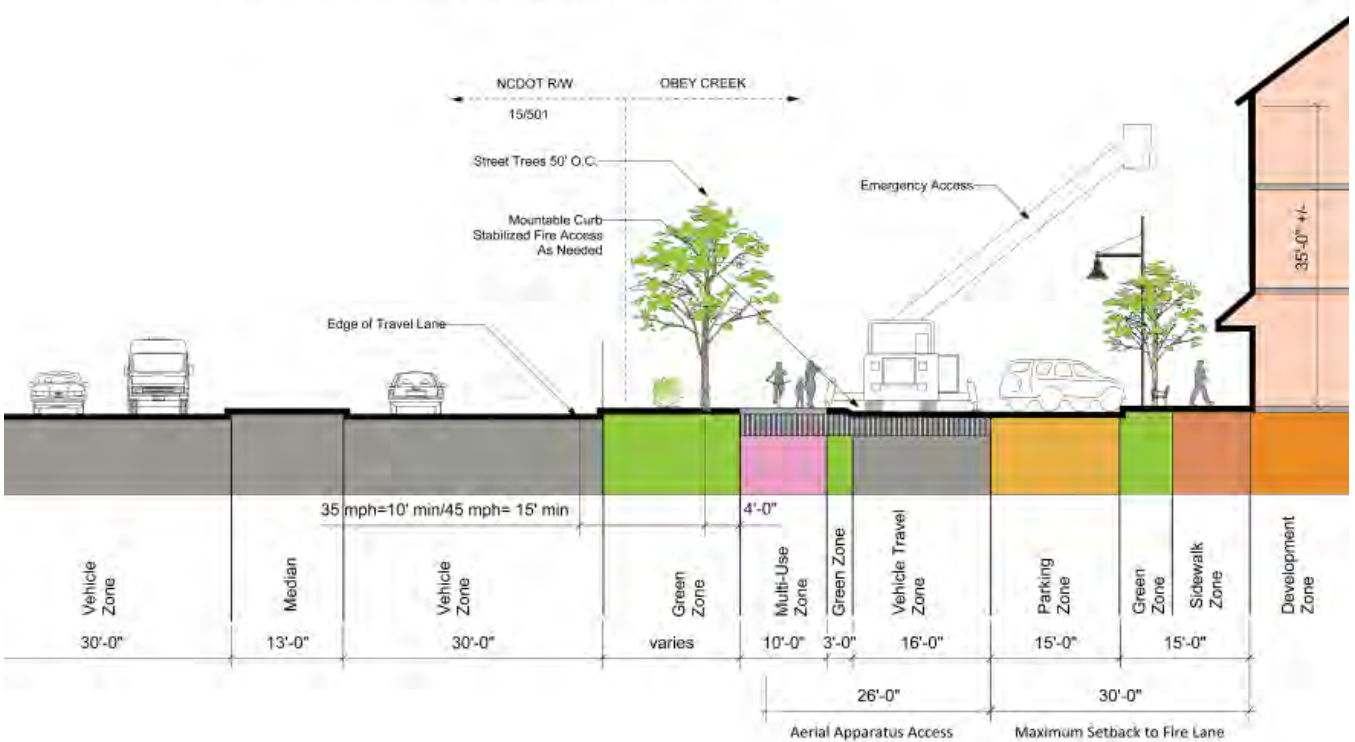
The US 15/501 Corridor is a critical gateway into Chapel Hill and provides the first impression to visitors as they enter into Town. The scale of this US Highway suggests large tree plantings that help to create a soft edge to the roadway while affording views to adjacent buildings and open spaces.

- Respond to scale of roadway and available planting area in selection of species;
- Provide shade canopy to adjacent pedestrian areas and slip-street;
- Create rhythm through spacing and accent plantings;
- Consider durability, tolerance to urban street environment and upward branching forms for species selection
- Conform to NCDOT Guidelines for plantings within NCDOT.
- Maintain view to adjacent shop fronts and land uses;
- Provide accent and screening plants as appropriate;
- Provide adequate tree-pit/planting design necessary for long term health of street trees;
- Maximum tree spacing: 60' O.C. (Average 50' O.C. max. spacing per block);
- Minimum tree size: 2" caliper total/per 40 lf of street average (including both sides of street);





**SLIP STREET - 31' F/F with Angled Parking**  
ILLUSTRATIVE CROSS SECTION - LOOKING NORTH



# Landscape Standards of Specific Site Areas

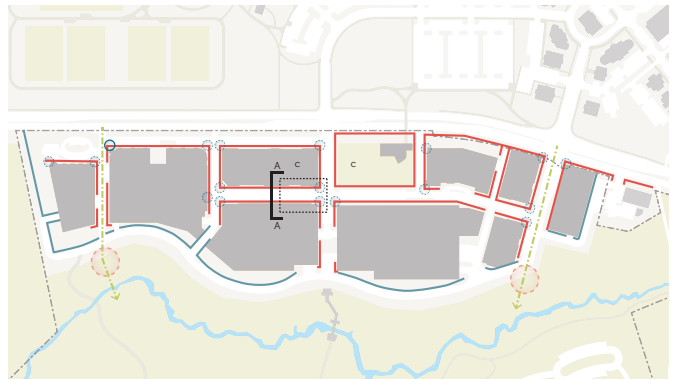
## Primary North/South Internal Retail Street

Smaller in scale than US 15/501, the internal retail streets of Obey Creek provide the setting for the most intensive activity within the community. Sidewalk dining, benches, bike racks, amenities and utilities must all coexist in this space, creating a density that energizes the activities it is intended to serve. Building heights and setbacks play an important role in the selection of plant species and the amount of shade they contribute to the street.

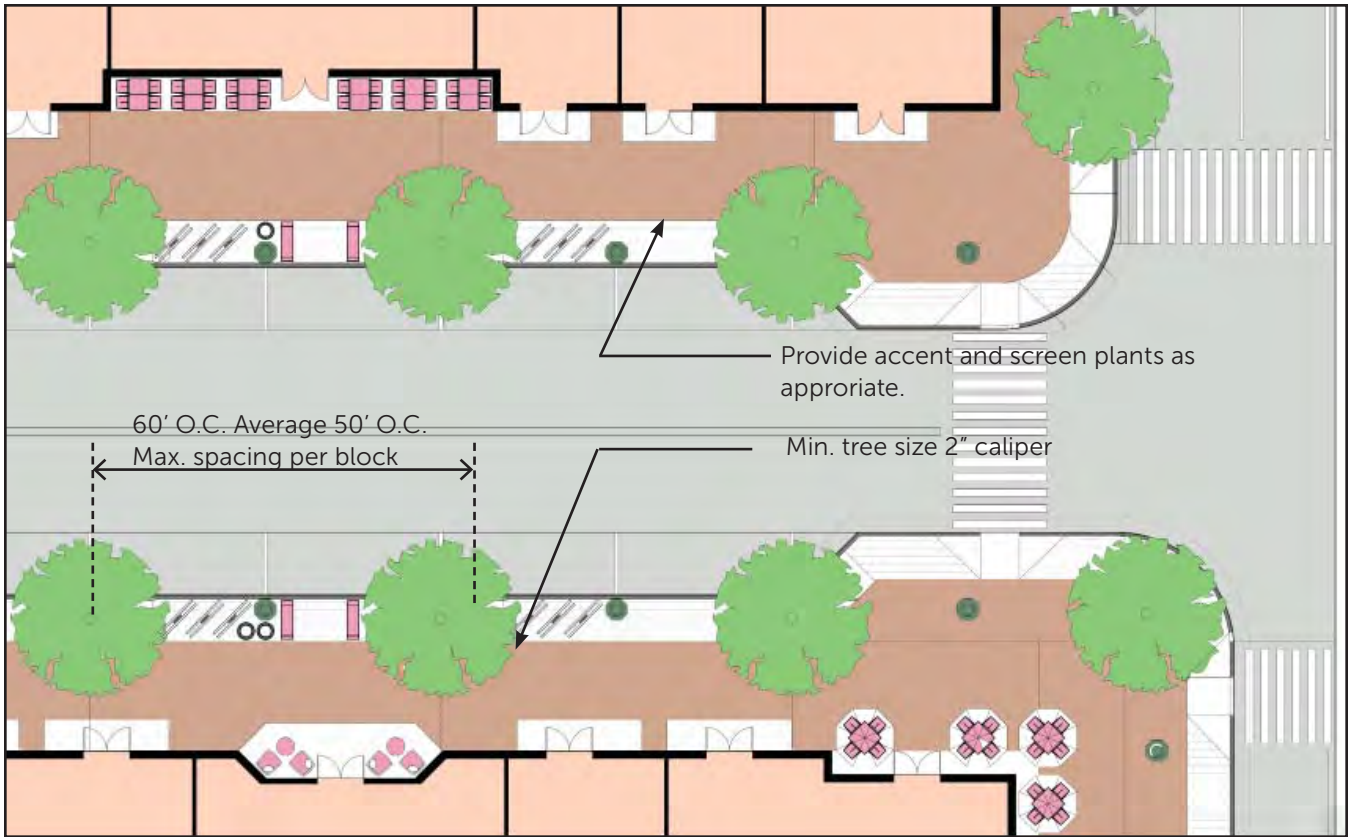
- Respond to scale of the street, adjacent buildings and planting areas in selection of species;
- Consider the contribution of shade provided by adjacent buildings in designing for tree canopy;
- Create rhythm through spacing and accent plantings;
- Consider durability, tolerance to urban street environment and upward branching forms to minimize conflicts with sidewalk activity for species selection;
- Maintain views to adjacent shop fronts and land uses;
- Provide accent and screening plants as appropriate;
- Provide adequate tree-pit/planting design necessary for long term health of street trees;
- Maximum tree spacing: 60' O.C. (Average 50' O.C. max. spacing per block);
- Minimum tree size: 2" caliper total/per 40 lf of street average (including both sides of street);



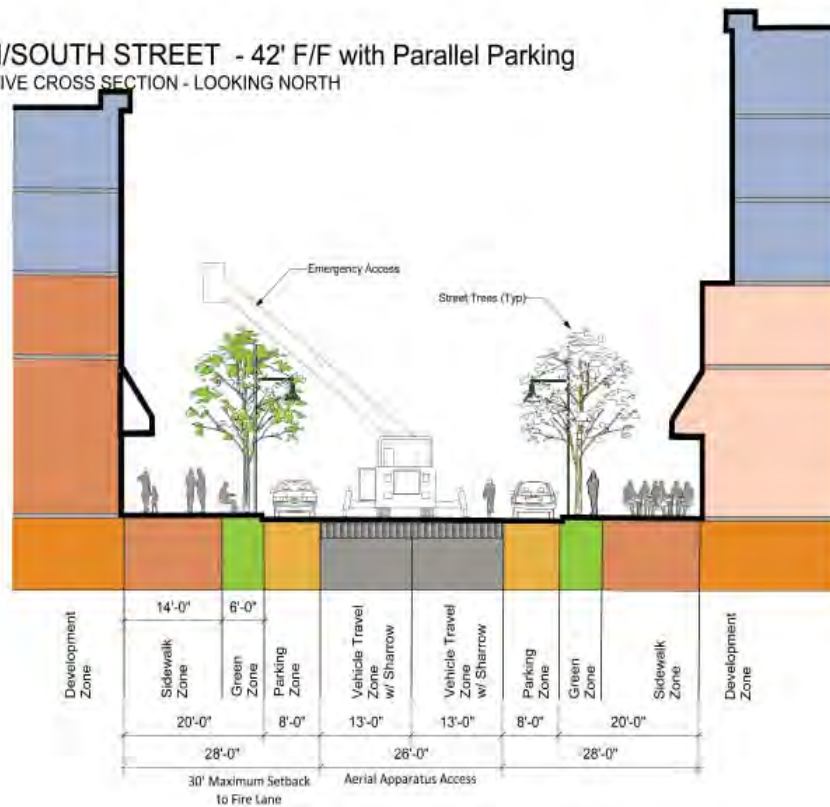
Create rhythm through spacing and accent plantings



Key plan



**NORTH/SOUTH STREET - 42' F/F with Parallel Parking**  
ILLUSTRATIVE CROSS SECTION - LOOKING NORTH



# Landscape Standards of Specific Site Areas

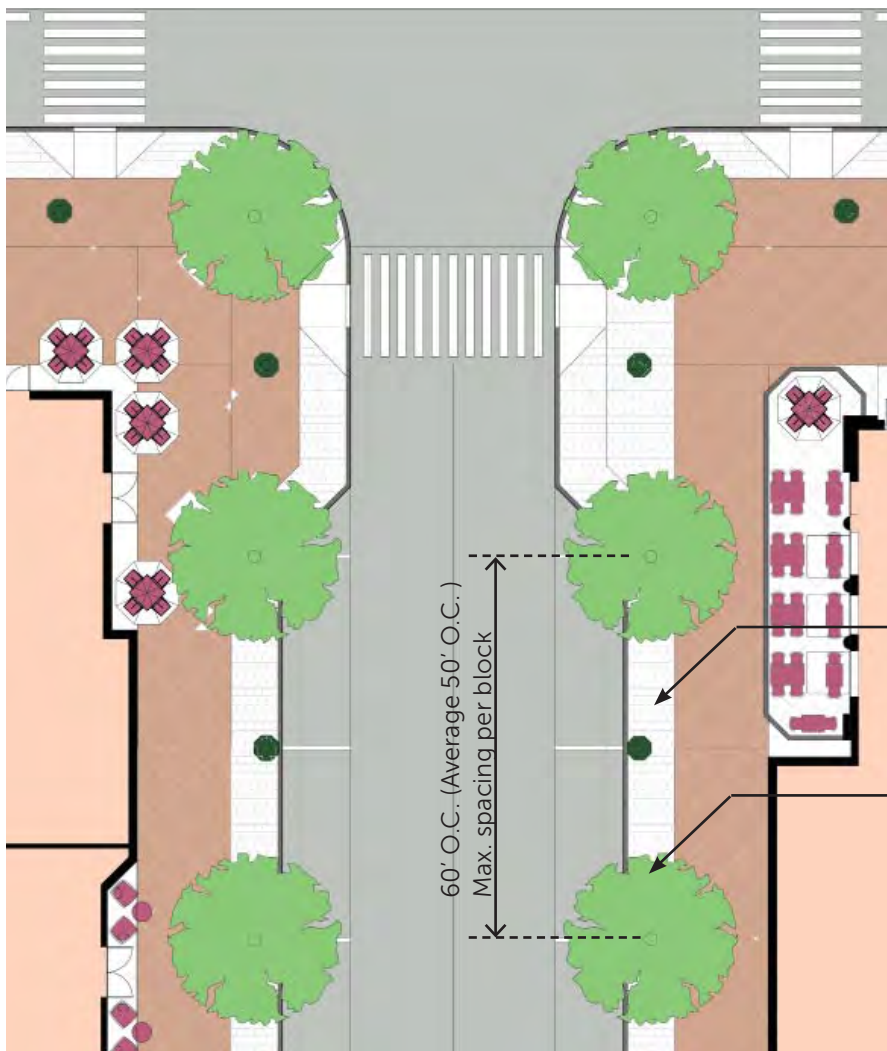
## Secondary East/West Internal Retail Street

Characterized by a lower incidence of retail uses and sidewalk dining, the Secondary Internal Streets provide important connections to Wilson Creek Lane, the linear park, Overlook Park and the Wilson Creek Preserve.

Generally oriented in an east-west direction, the microclimate will vary requiring careful plant selection and often a varied plant pallet from one side of the street to the other.

- Respond to scale of the street, adjacent buildings and planting areas in selection of species;
- Consider the contribution of shade provided by adjacent buildings in designing for micro-climate and tree canopy;

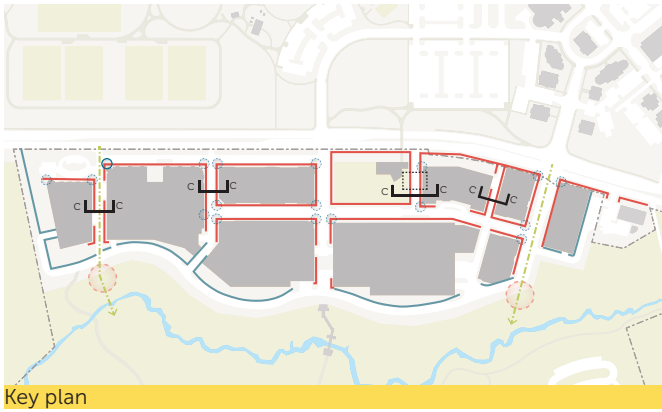
- Create rhythm through spacing and accent plantings;
- Consider durability, tolerance to urban street environment and upward branching forms to minimize conflicts with sidewalk activity for species selection;
- Provide accent and screening plants as appropriate;
- Provide adequate tree-pit/planting design necessary for long term health of street trees;
- Maximum tree spacing: 60' O.C. (Average 50' O.C. max. spacing per block);
- Minimum tree size: 2" caliper total/per 40 lf of street average (including both sides of street);



Provide accent and screen plants as appropriate.

Min. tree size 2" caliper



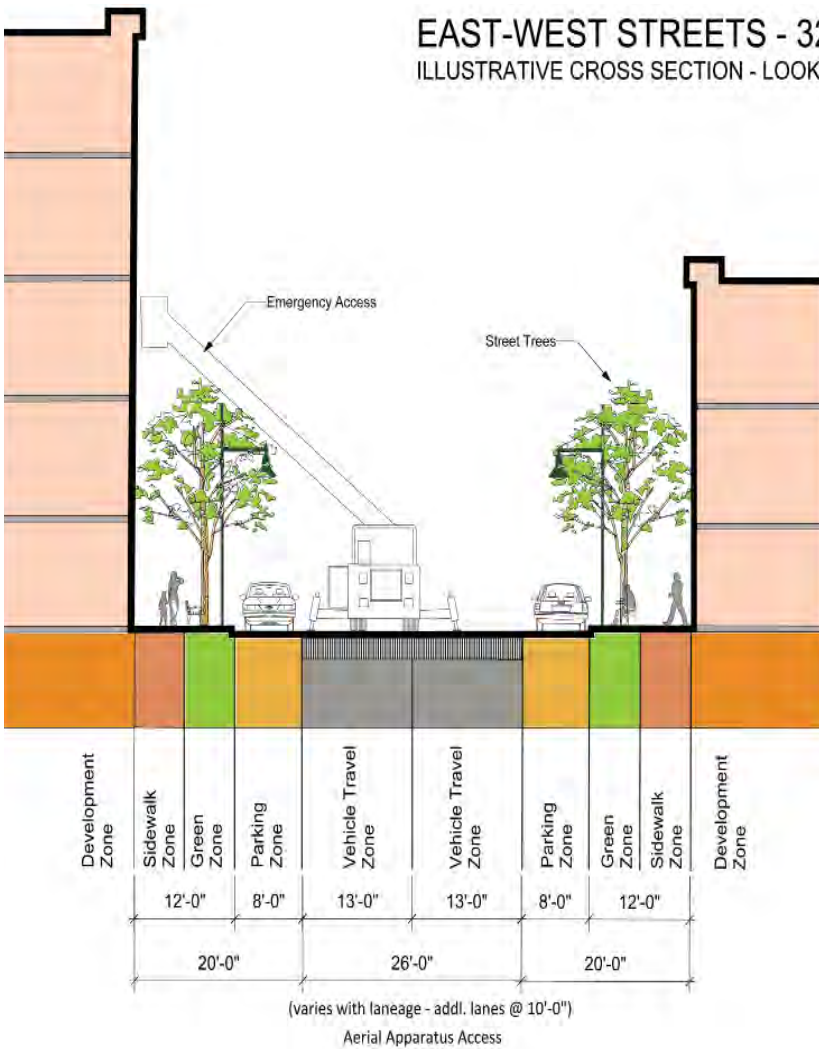


Key plan



Respond to scale of street

### EAST-WEST STREETS - 32' F/F (incl. parking) ILLUSTRATIVE CROSS SECTION - LOOKING WEST



# Landscape Standards of Specific Site Areas

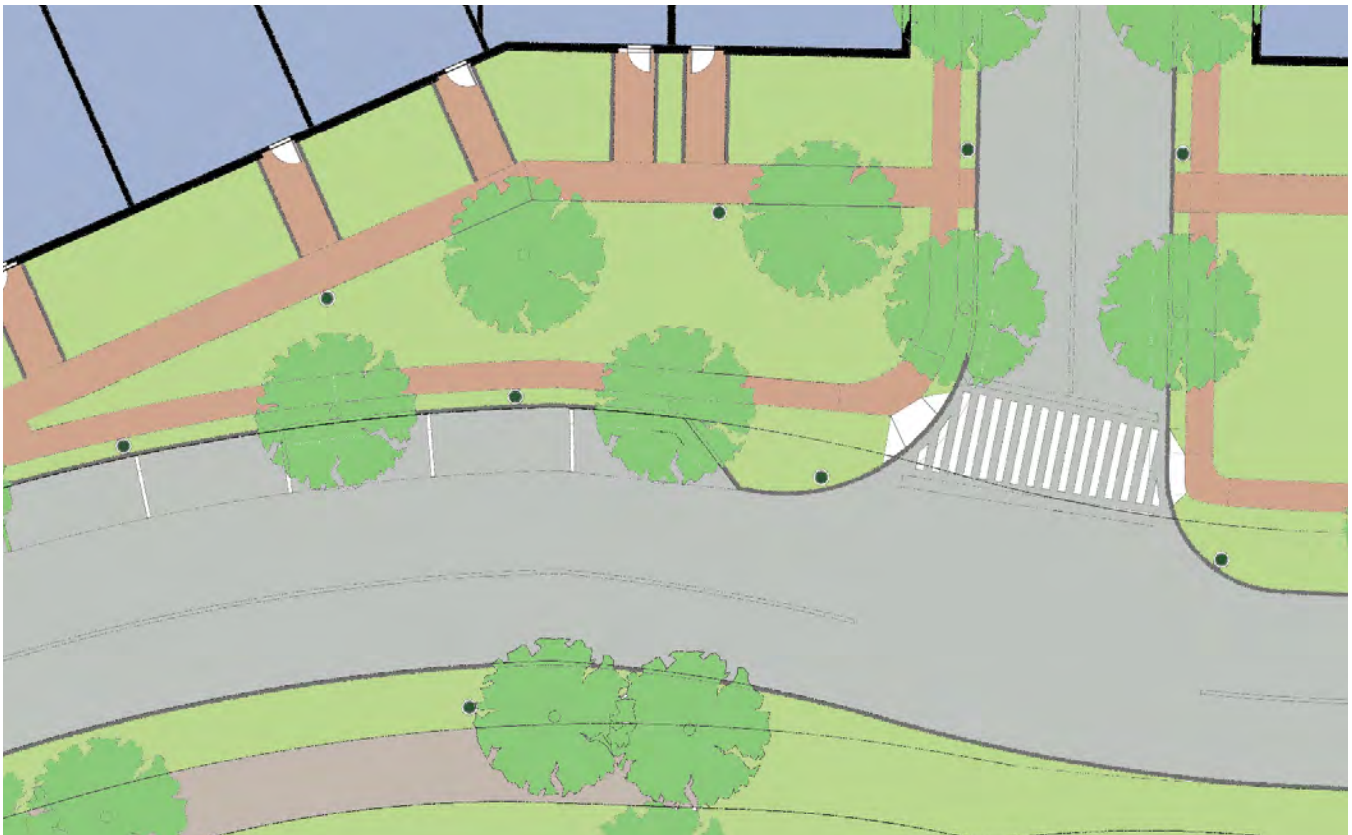
## Wilson Creek Lane

Residential townhome stoops, intimate sidewalk gardens and seating areas and shaded meandering travel ways define the character of Wilson Creekside Lane. A linear park along the western boundary creates a boundary to the Preserve to the east providing opportunities for strolling and informal gathering areas.

Wilson Creek Lane and the landscape plantings that become a part of its composition will impart a distinctly slower pace from the more active retail-sidewalk spaces of Obey Creek.

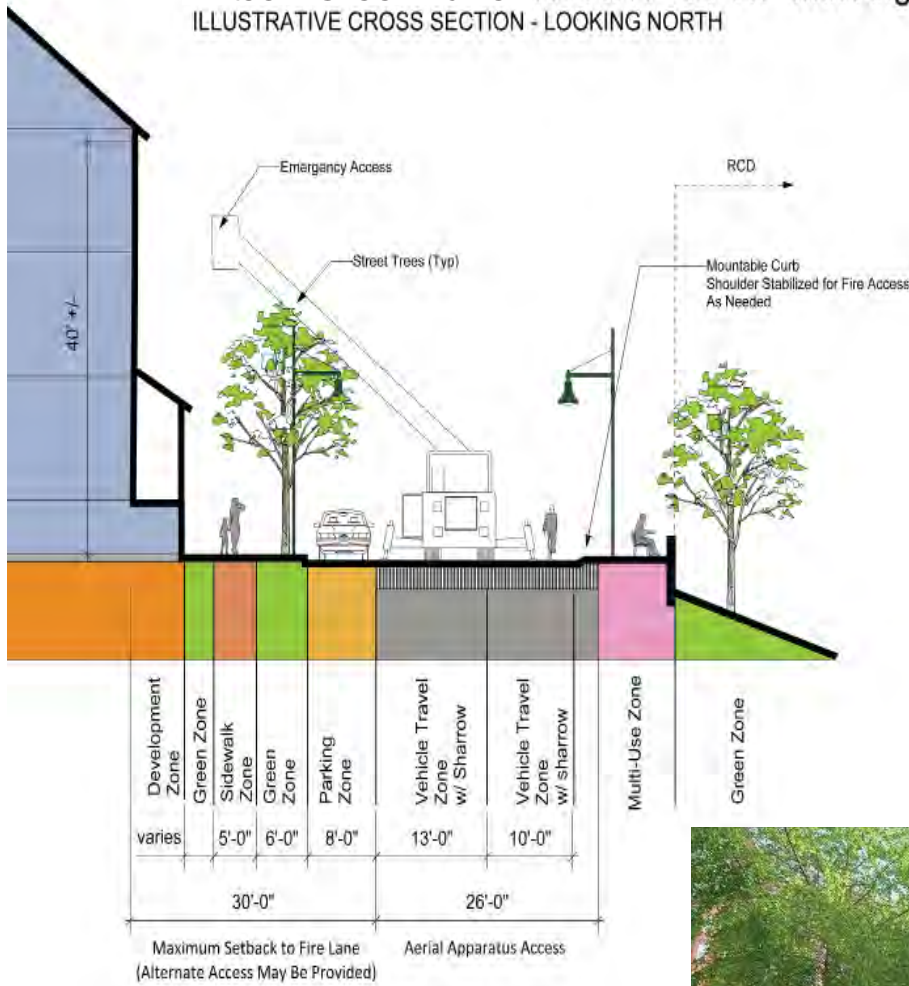
- Shaded meandering lane reinforced by larger lower branching street tree species;
- Border plantings reinforce the boundary between Wilson Creek Lane and the Preserve;
- Informal placement of trees along the linear park will create added interest at special areas;
- Forecourts to the residential townhomes will provide opportunities for a more detailed, intimate landscape;

- Retaining wall plantings will include vines and cascading plants to soften the edge;
- Species selection should consider durability, tolerance to urban street environment and upward branching forms to minimize conflicts with sidewalk activity;
- Provide accent and screening plants as appropriate;
- Provide adequate tree-pit/planting design necessary for long term health of street trees;
- Maximum tree spacing: 60' O.C. (Average 50' O.C. max. spacing per block);
- Minimum tree size: 2" caliper total/per 40 lf of street average (including both sides of street);

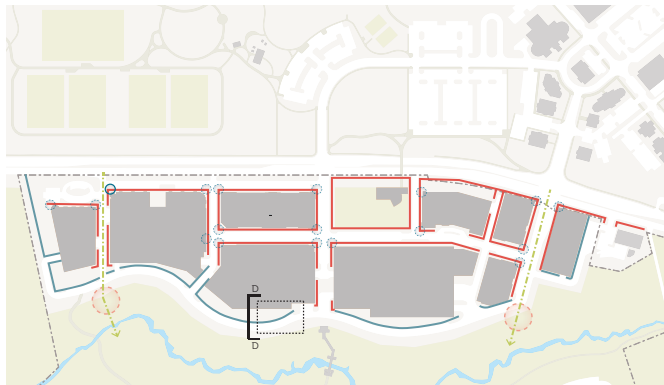


# Wilson Creek Lane NORTH - 31' F/F with Angled Parking

## ILLUSTRATIVE CROSS SECTION - LOOKING NORTH



Forecourts provide intimate landscape design



Key plan



Species selection should consider durability and tolerance

# Sidewalks and Paving

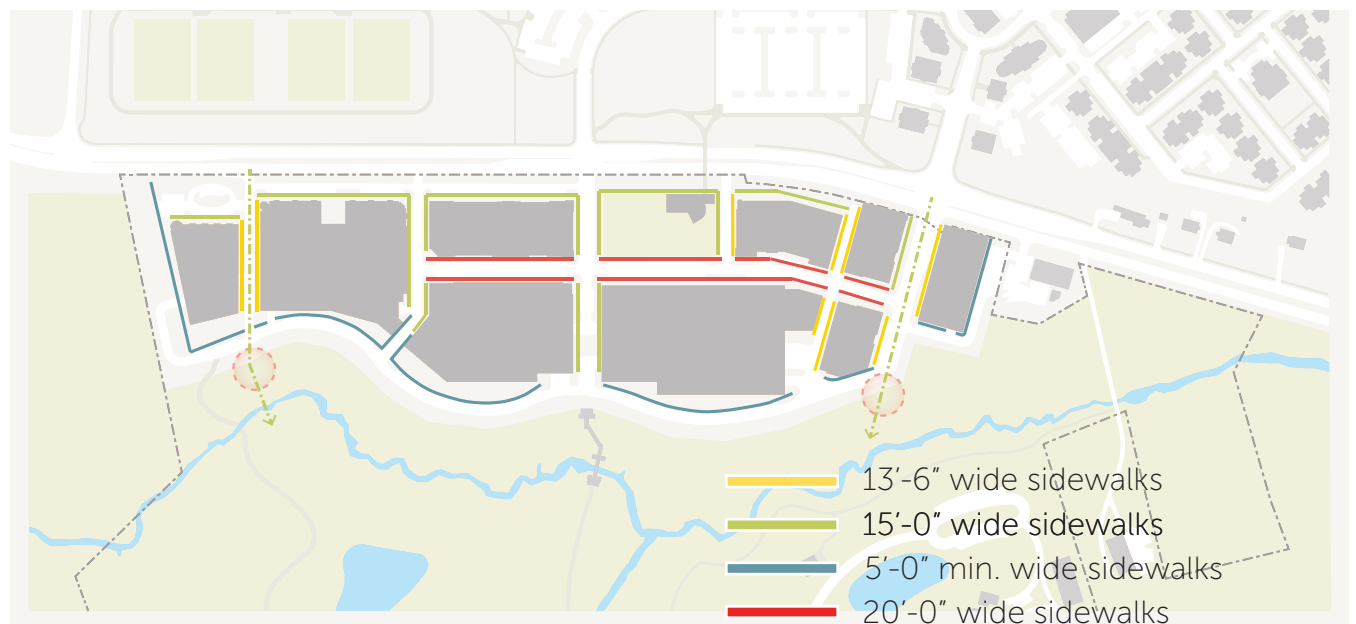
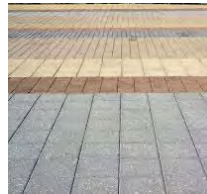
## Intent

The paving throughout shall consist of a combination of brick, stone pavers, precast units, and some plain and enhanced concrete. Specialty accent paving shall highlight distinct areas and entities.

Paving Type One links the outer pedestrian paths along Wilson Creek lane with the pedestrian multi-use path along US15/501.

Paving Type Two is located at the secondary pedestrian walkways on both sides of Middle, Service, Sumac, Park Lane, Market and all East West Streets.

Paving Type Three will be used on both sides for the entire length of Main Street.





# Lighting

## Intent

**Identity:** Light defines the image at night, and will create a distinct community and identity through the illumination of streets, parks, landscapes, building exteriors, and signage

**Cohesion:** Light will unite the various commercial districts and residential components by creating unique light qualities that define the various activity areas

**Architecture:** Light will enhance and feature the distinct architectural components within each street, park, and plaza to create landmarks

**Wayfinding:** Light will define the entrance to the Village, major streets, intersections, retail, residential, and pedestrian pathways.

**Durability:** Light fixtures will be attractive and durable to create a sense of quality, dignity and integrity to the village.

**Commercial:** Light fixtures and patterns will enhance and refine the architecture of the commercial buildings.

**Efficiency:** Light will be generated by efficient light sources to save energy and minimize operating costs.

**Environment:** Light will be generated from environmentally friendly solutions which limit light pollution, or the disposal of harmful waste products.

**Security:** Light will create a sense of safety and security throughout the village with clear identification of circulation, gathering spaces, and parking facilities.

**Visibility:** The Village of Obey Creek entrance should be prominent at night to attract and welcome the public. This environment will be designed from the user's perspective, with a dedicated effort to maximizing the experience. High quality lighting will be designed to achieve appropriate light levels to reinforce a positive impression of the village.

**Celebration:** Highland Park and the pedestrian passage to Overlook Park should become the focus of the community. The adjacent buildings should express this opportunity with excitement and interest and the lighting should support and enhance the opportunity to host public events.

**Domestic:** The light intensity, character, and quality should express the residential nature of the community. Light within streets, parks, residential areas, and neighborhoods should be comfortable and reinforce the specific character of the village.

**NCDOT Standards:** NCDOT standards for light trespass will apply to all frontage boundaries along 15/501 in lieu of TCH LUMO standards.

## Design Concept

### Perimeter Roads (Major Site Access Circulation)

Establish the sense of arrival to the project with a distinct design character that is both contemporary and traditional. Lighting will include canopy tree uplights in the slip road and power for seasonal lights in trees along pedestrian walkways. All intersections will use double head poles for both pedestrian and traffic with the exception that poles immediately adjacent to residential buildings will be single headed.

### Main Streets:

Color and intensity of the lighting fixtures used along Main street areas should define the community and continue the use of contemporary style streetscape poles with the option to hold seasonal color baskets, and identity banners. All intersections will use double head poles for both pedestrian and vehicular traffic. Retail and residential areas will continuously use contemporary double and single head poles with the banner option.

### Highland Park:

Light quality and design will reinforce the architectural character and pedestrian experience within the park. Light fixtures, color and intensity should define the park for public entertainment activities and support the project's opportunity to host public events. Lights for special events may be provided at the four corners with 30 degree mask which will hold seasonal and performing light.

**Pedestrian Passage:**

Lighting will define the public passageways and create light patterns at night through a palette of decorative fixtures, concealed sources, and cable lights with hung pendants.

**Office & Hotel:** The identity of these areas is supported with double and single head contemporary poles.

**Park Pedestrian Path**

Provide minimum light levels along pedestrian pathways to enhance 24 hour environment for community activities within the mixed-use urban development

**Parking Structure:**

Use indirect pendants at open areas around the structure perimeter and surface mounted fixtures within the interior areas

**Surface Parking:**

Provide minimum light levels for surface parking to create a safe parking environment.

**Residential Street: Wilson Creek Lane**

Provide minimum IES recommended light levels along residential street.



**BANDIDO'S**  
MEXICAN CAFE



Sutto

CHAPEL HILL, NORTH CAROLINA  
EST. 19





**section 6:**  
signage design  
standards



# signage design standards

The objective of the Signage Design Criteria guidelines is to provide standards and specifications that assure consistent quality, size, variety and placement of signage throughout the project.

Signage and graphics will be a key design element within The Village of Obey Creek. Signage will integrate vehicular and pedestrian circulation patterns to decrease demands on the infrastructure, while providing a sense of identity for the project. The sign program includes a rich variety of sign types in accordance with the needs of a mixed-use environment, while the scale and location prioritizes pedestrian traffic and fosters a strong sense of comfort and safety within the environment.

Signage Types detailed in this section are organized by use, location and function and include:

- Project Identity Signage
- Vehicular Directional Signage
- Pedestrian Directional Signage
- Open Space & Plaza Signage
- Bicycle Directional Signage
- Park / Open Space Identity Signage

The designs of project signage will continue to be refined parallel to site development. The locations, final heights and number of signs documented within these design standards are subject to change to reflect the final project scope and design.

## Role of the Sign Program

The purpose of the Sign Program is to establish a coordinated exterior sign program that contributes to the quality and theme of the Obey Creek Village. Graphics and signage will compliment the architecture, theme, and streetscape as part of its distinctive sense of place. This document begins to establish a continuous design character and set parameters for all exterior sign types.

Beyond sustaining the quality appearance of Obey Creek Village, the sign program facilitates a safe and healthy circulation throughout the site. A variety of project signage articulates the sightlines along major arterials. Additional project signs are layered throughout the space. Material and forms are inspired by an urban tradition. Material standards emphasize durability. This attention to longevity and quality defines Obey Creek Village as an urban environment that is invested in long-term sustainable growth.

Finally, the signage fosters compliments between uses. Illumination standards consider adjacent uses and will reinforce the cooperative nature of its zone and the needs of its users.

Graphics and signage help to build an experience of the space. This goes well beyond functional identification and directional requirements. Choices of color, shape, ornamental motif, materials, scale, type, orientation, et cetera create a unified sense of place. Specialty graphics such as paving patterns, handrails, banners, sculpture, fountains, and public arts add to the sense of quality and excitement within the project.

These elements combine with architecture and landscape to express the personality of the project and its many moods. Graphics help to create a place that brims with energy and interest.

### Project Wide Standards

In addition the goals mentioned above and to follow, all signage and graphics must meet the following design standards;

- Maintain the quality and theme of The Villages of Obey Creek and its environment
- Compatible with Architecture

- Compatible with Urban levels of density
- Compatible with project location
- Visible according to the needs of their function through contrast and the use of type sizes that meet ADA requirements.
- Durable in construction and materials
- Compatible with their Use type
- As part of a mixed use environment, signs must be sensitive to neighboring uses.
- Illumination will be kept to a minimum, with the majority of signs using ambient or concealed internal illumination

These standards are described in more detail within the following chapter by function, use type and building typology.

The designs of project signs will continue to be defined parallel to site development. Other site signage will be described through a criteria that controls height, sqft, locations, placement and illumination. The sign must meet both landlord and County of Chapel Hill requirements. The developer will submit a Unified Sign Plan Monitoring Form which will accompany all sign permit applications

### Project Sign/Graphic Standards

The majority of project signs are freestanding Height and square feet (sqft) standards shall be finalized by individual sign type upon site plan development. Location and quantity are described conceptually. The lighting of project signs shall not exceed the needs of the site for the visibility within each functional category. Signs oriented to adjacent vehicular traffic will require more illumination, WE recommend that most of the internal project signs receive ambient or concealed internal illumination.

Materials within the project sign category will use a coordinated palette across all sign types. All street level signs will incorporate materials with integral color in line with the project's architectural standards.

## Site Sign/Graphic Standards

With few exceptions, site signage will be building-mounted. Final development of site signage standards may tighten the overall sqft and illumination allowance for certain classes within the site signage group by use of building typology.

Additionally, all fascia signs will use individually mounted dimensional letters. Square footage for such signs will be measured in the same format as letters integrated into an architectural canopy. No allowance will be granted to account for the space between the letters.

## Site Sign/Graphic Standards

Project signs address the following circulation types:

1. Adjacent vehicular refers to traffic off-site, particularly along the US 15/501
2. Vehicular traffic refers to on-site travel in cars and buses. It may also include alternative forms of transportation, such as bikes which travel at comparable speeds to cars.
3. Pedestrian circulation is on foot. It is vital to the success of this project. The majority of projects signs work to move people out of their cars and into pedestrian mode of circulation. These signs mark pedestrian entry corridors at the edge of the project's massing. Memorialize pedestrian landmarks and directional signage assure comfort within the guest experience.

Additional project signs may be added to address mass transit circulation where those needs are not met by the current roster of signs.

In addition to wayfinding graphics such as arrows and maps, specialty graphics contribute to a quality pedestrian environment and will help to foster the long-term sustainability of the project.

As we proceed through this portion of the chapter, signs are organized according to the circulation patterns outlined in the project introduction. This rubric also coincides with a gradual decrease in a.) the speed at which users are traveling at and b.) scale or size of signage. It also is inversely proportional to the level of detail included on each sign, which increases as the speed of travel slows and signs get smaller; Each sign

type has a letter designation shown at right. This shorthand applies throughout the chapter. Signs are not included in alphabetical order, but they are by the criteria described earlier.

Signs are graphic with the highest level of detail, designed as placemaking, storytelling, and public art elements are reserved for passageways, parks, and open space, which are described in the final portions of the project signage sequence.

## Perimeter Project Signs

Project perimeter signs include (A) Project Landmark, (B) Project Identity Monument, (C) Secondary Project Identity, (D) Primary Project Identity, Rooftop, and (G) Vehicular Directional.

### Intent

Signs in this category are oriented to either adjacent or site vehicular traffic. They are intended to promote a safe transition of vehicular traffic into the project interior.

All types and graphics will be scaled for clear legibility by users traveling at high and medium speeds along the project perimeter. For a select few signs, the goal is visibility from US15/501 corridor.

### Recommendations

Signs will be composed of materials with a strong relationship to the site architecture. Formal design elements of the sign style details will be drawn from the formal vocabulary of key buildings within the site and in the landscape design.

Within this category, signs will also have a strong formal relationship to each other, with a consistent use of materials and illumination standards.

### Design Standards by Signtype

**A. Project Landmark:** An icon for the Village of Obey Creek that identifies the project as an active regional destination.

Location: See Page 79.  
max height: 100 ft max sqft: TBD  
quantity: 3  
material: durable modern materials  
Illumination: Internal  
required: No tenant names  
suggested: Repeating element along US 15/501  
optional: Lights may be animated project name

### B. Project Identity Monument:

A horizontal sign that marks the project boundaries. The project name will be dimensional and strongly integrated into the construction of the gateway.

Location: See Page 79.  
max height: 15 ft max sqft: 600  
max letter ht: 8ft  
quantity: 2  
material: durable modern materials  
Illumination: External and Halo  
required: Project name no tenant logotypes  
suggested: Masonary Base  
optional: Vertical beacon up to 50 ft high up to 3 tenant names; Lantern Element

### C. Secondary Project Identity:

Pedestrian scaled vertical gateway that marks key entry locations for vehicular traffic. The secondary identity may take two forms: 1. Similar to the project monuments as over scaled gate posts with masonry construction. 2. Free-standing pole-mounted sign constructed of painted metal.

Location: See Page 79.  
max height: 30 ft max sqft: 90  
max letter ht: 18in  
quantity: 4 pairs  
material: durable modern materials  
Illumination: External and Halo  
required: Project names, no tenant names  
suggested: street name; bench/seating element  
optional: Lantern Element

**D. Primary Project Identity:** A horizontal sign building-mounted sign visible from US 15/501. Max height refers to height above roof line. This sign will have a large-scaled individual letter mounted to an exposed metal framework attached to the parapet or mounted to the site architecture. The lighting of the sign will not have any movement or blinking, but will be tastefully done to reflect the precedents in other urban applications.

Location: See Page 79.  
max height: 20 ft max sqft: 800  
max letter ht: 15ft  
quantity: 1  
material: exposed frame metal letters  
Illumination: External and internal  
required: Project names, no tenant names  
suggested: street name; bench/seating element

**E. Vehicular Scaled Directional:** Located at major vehicular intersections, these directionals guide the visitor in the car to major areas within the site, such as offices, anchor tenants, plazas and other amenities. These directionals typically have no more than six listings with arrows.

Signs may include both vertical or horizontal designs, according to the needs of the site.

Location: See Page 79.  
max height: 8 ft max sqft: 90  
max letter ht: 8in  
quantity: 6  
material: durable modern materials  
Illumination: External and Internal  
required: no tenant names  
uniform directional font  
suggested: Masonry base, Metal sign panels  
push-through letters  
optional: Lantern Element

## Internal Project Signs

Along the interior and active streets within the Village of Obey Creek, internal project signs will focus on pedestrian traffic. Pedestrian directionals concentrated along East/West Streets include: (E) Building-mounted Project Identity, (F) Pedestrian Project Gateway, (G) Pedestrian Project/Site Gateway and (H) Pedestrian Directional.

### Intent

East/West streets create strong axes for pedestrian traffic and form the basis for tenant districting. North/South streets support connections with intersecting pedestrian passageways.

### Recommendations

Signs will be composed of materials with some relationship to the site architecture

Formal design elements of the sign style and details will be drawn from the project perimeter signs. Within this category, signs will incorporate an additional level of detail, appropriate for pedestrian interaction.

## Design Standards by Signtype

### E. Building-mounted project Identity:

Additional project identity signs will be located on perimeter site architecture as project gains density in later phases. Signs must compliment architecture

Location:	See Page 79.
max height:	NA max sqft: 200
quantity:	3
material:	durable modern materials
illumination:	External and/or halo
required:	project name and/or logo no tenant names individual side letters onsite wall
suggested:	dimensional metal letters
optional:	lights may be animated project name

**F. Pedestrian project gateway:** A vertical pole-mounted sign that marks key transition areas within the project

Location:	See Page 79.
max height:	15 ft max sqft: 12
max letter ht:	8in
quantity:	8
material:	durable modern materials
illumination:	external and Halo
required:	project name, no tenant logotypes
suggested:	push-through letters
optional:	internal district name

### G. Pedestrian Project/Site Gateway:

A sign that identifies the Village of Obbey Creek project outside the project perimeter. Sign blends elements of the project signage with elements of the project signage with elements unique to the site location.

Location:	See Page 79.
max height:	15 ft max sqft: 12
max letter ht:	8in
quantity:	4
material:	durable modern materials
illumination:	external and/or internal
required:	site name
suggested:	internally illuminated letters vertically orientation
optional:	project name, street name or project address



**H. Pedestrian Directional:** Free standing or building-mounted projecting blade signs that point to key site amenities, anchor tenants or other important destinations with the project. Bottom of sign panel must be a minimum of 8ft from the ground plane.

Location: See Page 79. additional locations TBD  
max height: 15ft max sqft: 12  
max letter ht: 3.5 in  
quantity: 18  
material: durable modern materials  
illumination: external and/or internal  
required: uniform directional font  
no tenant logotypes  
suggested: internally illuminated letters  
optional: project name and/or logo

## Open Space and Plaza Signage

Signs and graphics in this category include: (I) Project Directory, (J) Park/Open Space Identity, (K) Public Restrooms, (L) Public Art, and any additional specialty graphics to be determined at site plan development.

### Intent

Unlike most of the sign types previously discussed which are about wayfinding, the signs within this category function largely as place-making. The intent of signage and graphics within plazas and spaces is to foster the role of human comfort in creating sustainable communities.

**I. Project Identity:** Freestanding case with change-able space for project map with retail tenant locations. Alternate configurations allow for dimensional or flat map on table top style directory or wall-mounted directory sign.

Location: locations TBD  
max height: 8ft max sqft: 50  
max. letter ht. 8 in  
min letter ht 3 in  
quantity: 4  
material: durable modern materials  
Illumination: internal or external  
required: changeable map case  
suggested: two-sided  
optional: back reserved for ads  
internally illuminated map  
pocket for paper maps  
directional arrows

**J. Park/Open Space Identity:** Freestanding sign element that may take many forms, from a horizontal mounted painted metal sign. These signs are primarily pedestrian in nature. Specific design elements should reflect the sign location and the uses contained within the open space.

Location: locations TBD  
max height: 12ft max sqft: 36  
max. letter ht. 12 in  
min letter ht 6 in  
quantity: TBD  
material: durable modern materials  
Illumination: external or ambient  
required: park/open space name  
suggested: park rules and hours  
optional: directionals to off-site trails  
sponsorship information

**K. Pole-Mounted Secondary Project Identity:** A pedestrian scale sign located at transition areas between structured or surface parking and the projects interior. These simple signs serve as a directional landmarks for project wayfinding and add to the texture of the street.

Location: locations TBD  
max height: 12ft max sqft: 12  
max. letter ht. 8 in  
quantity: TBD  
material: painted metal  
Illumination: internal or external  
required: painted pole  
district or area name  
suggested: push through letters  
optional: directional arrows



## Design Standards by Signtype

### PA. Public Art

Public Art adds to the texture of the streetscape, expressing the qualities of community found at the Villages of Obey Creek.

Locations Indicated on the plan are appropriate for freestanding sculptural elements, murals, custom bike racks, enhanced walls or benches, tile features and paving graphics. Additional locations may be added based on site plan development. Further criteria for public art selection to be determined with site plan development.

Location:	locations TBD
max height:	NA max sqft: NA
quantity:	min. 2
material:	durable exterior grade
illumination:	internal or external
required:	must meet community standards of decency
suggested:	regional artist interactive elements
optional:	sustainable art temporary installations

## Multip-modal Transport Signs

### Custom Regulatory Signs

Within the boundaries of The Village of Obey Creek the project may choose to use custom regulatory signs, including traffic signs, mid-block crossings and public transit signs.

#### Intent

The Village of Obey Creek will incorporate the best concepts in multi-modal transportation including bicycle, pedestrian, vehicular and mass transit. The use, location and messaging of regulatory signs will foster safe and healthy circulation within the project. Signs will be located by a traffic engineer on site plan development.

The Village of Obey Creek is a large development within the county and as such may choose to create a custom street sign of street sign pole and additional custom regulatory signs. These signs will be code compliant while adding another layer of quality to the project.

### Bike Signs

Bike signs may be added to the palette of project signs, particularly along the perimeter streets. Directional signs to bike parking may also be added along primary bike routes to locations within the project interior.

#### Intent

The use of bicycles is central to the project philosophy of multi-modal transportation. As the project develops over time, the use of bicycles will increase. Project signage will be used to insure the safety and convenience of bicycles for commuters.

### Trail Signs and Maps

Trail signs round out the suite of multimodal transportation/project signs. Directional signs located at the project boundary facilitate the flow of bike, pedestrians and other alternative transport both in and out of the site. This includes both fitness and commuter uses.

#### Intent

The goals of safe and healthy circulation within the Village of Obey Creek signs will include important destinations off-site such as transportation hubs, public parks, and a regional trail system. Mile markers and maps are encouraged.

Signs will meet high standards of visibility, durability and vandal resistance.

Required: Maps and directionals to be coordinated with appropriate local and regional park personnel.

Suggested: Type and graphics may be created using an acid-etched and paint-filled application, such as that employed by the National Park Service.

Optional: Additional educational and interpretive information may be included on directional signs or additional sign types not specifically mentioned here.

### Back of House and Service Signs

The project will require additional emergency, back of house and service signs not specifically mentioned within these standards. Such signs will continue to project wide standards of color, font and materials. Additional ADA and code compliance controls the messaging, size, location, and quantity of such signs.

Service and delivery directionals will be building or pole-mounted plaques which compliment project-wide design standards.

Individual sites, such as multi-tenant residential and commercial, may employ a separate sign family for these back of house signs. For individual sites, the interior sign family, identifying door plaques, elevators, et cetera, will follow uniform design standards.

## Parking Signs

Parking signs in the public realm are (L) Parking Directional, (M) Parking Entry Identity. Additional interior parking signs will be required to facilitate the flow of traffic into parking structures and the smooth transition from cars to foot traffic.

### Intent

Parking signage should facilitate a smooth transition from vehicular to pedestrian circulation. A wide range of users and use types creates a wide range of parking sign designs.

The design standards leave room for each site and use to craft parking signage that meets the unique needs and user group.

**L. Parking Directional:** Freestanding pole mounted sign or building-mounted projection blade sign with the universal parking "P" as the primary message in a high contrast design:

Location: see plan  
max height: NA max sqft: 12  
max. letter ht. 12 in  
quantity: min 15  
material: durable modern materials  
illumination: internal or external  
required: two-sided messaging  
suggested: parking use designation, such as public, residential or addresses of commercial offices.  
optional: parking lot name or number

**M. Parking Entry Identity:** A parking entry identity will be required for all structured parking lot entries. Within the project, office and residential parking structures may choose to use and understated approach to define their parking entries. Retail structures parking should use internally illuminated letters that are highly visible along the major entry axes.

Parking signs must relate to the streetscape and the adjacent building typology. Likely configurations include: Entry along a side street, retail at grade entry, office entry, residential parking entry, shared parking entries and may incorporate tenant identity signage where parking feeds an anchor department store location.

Location: see plan  
max height: NA max sqft: 30  
max. letter ht. 12 in  
quantity: min 15  
material: durable modern materials  
illumination: TBD by use  
required: parking  
suggested: address of site name  
optional: NA



## Tenant Site Signage Introduction

### Intent: a varied experience

Tenants signs within the Village of Obey Creek will be required to meet strict standards of quality and meet landlord approval prior to construction. Standards will include quantity, illumination, location, and dimensions based on lineal foot of frontage along public streets.

Building typologies will be the primary characteristic used to define the standards. In the following pages, each building type's signage and graphics standards are described in greater detail.

### Goals

1. To generate varied and creative site signage through distinctive logos, type styles and design elements.
2. To establish signage as a design element that contributes to the experience of a mixed use environment unique to the region.
3. To provide standards of acceptability for signs in order to facilitate the review and approval process.

## Overall Site Signage Standards

All tenant signs should include only the tenant name and logotype, no tag lines allowed. Within the following sign types, each tenant shall have a maximum of one (1) sign per sign type per entry frontage. Additional standards will apply in the following.

- 1. Fascia/Canopy Sign.** Fascia sign must use individually mounted dimensional letters with a uniform color palette. No backplates allowed. Canopy signs may integrate the tenant name into a raceway.
- 2. Building-mounted Projection Blade Sign.** Dimensional blade signs are encouraged for all retail and commercial tenants with ground level entries.
- 3. Window Graphics.** Vinyl to appear as etched may not exceed 10% of the total window area for a street level retail tenants only.
- 4. Awning Signage:** Canvas awnings with tenant name in silk-screened or embroidered type on the vertical surface of awning may be permitted where compatible with site architecture. Type not to exceed 10% of the total window area for street level retail tenants only,
- 5. Additional Specialty tenant signage:** Paving graphics, entry plaques and other applications to be permitted based on landlord approval. Multiple signs allowed within this signtype.



## Retail Signs

### Intent:

Retail activates the core of the Villages of Obey Creek. The combination of retail tenant's signs and graphics defines the character of the project as a pedestrian environment. These standards help to control the quality, size and location of signs within the Village.

### Design Standards

#### Required:

- **Fascia/Canopy Sign** Concealed internal illumination or external illumination required. No more than three lines of type per tenant, with a strong recommendation of one line of type only. Max letter height 30". Max Sq.Ft. 1.5 sqft per linear frontage. Max quantity 2.

If peg mounted, the individual letters are to be peg mounted minimum 1.5" and max. of 2" from face of wall. All seams are to be welded and ground smooth.

When the tenant occupies a corner store location and there is a corner entry/architectural feature, tenant must locate primary identity over the corner entry.

To ensure variety in the project, adjacent tenants may be required to use different sign types, materials and colors.

#### Recommended:

- **Building-mounted Projection Blade Sign.** Blade signs are encouraged as an important element in activating the sidewalk experience.

Illumination required for all retail blade signs. Max sqft: 9 sqft. Type shall occupy no more than 80% of the sign area.

- **Paving Graphics:** Signage is required to be within the tenants lease line and may not extend beyond the storefront. Sign must be fabricated out of durable, nonslip materials. When vacating tenant space tenant is to replace flooring to appear as new.

### Optional:

- **Window Graphics.** Vinyl in black, white or frosted hues only, Gold-leaf applications also allowed.
- **Awning Signage.** Where compatible with the site architecture canvas awnings may be used for additional tenant signs.
- **Menu Boards.** Menu boards to be mounted directly next to main customer entrance doors, enclosed in weather proof, metal enclosure. Menus can be illuminated by a concealed light source integrated into the design of the enclosure. Back-lit menu boards are prohibited. Max, sqft: 4 sqft
- **Cast Metal Wall Plaque.** Sign must be mounted next to public entry doors, centered at 50' from the ground plane. Max sqft: 4 sqft

## Residential over Retail Signs

### Intent:

Residential over retail activates the retail experience and extends the hours that the project will be used throughout the day. Signage within this typology is smaller in scale and quantity. Illumination restrictions are the key tool with the standards that preserve a quality residential environment.

### Retail Design Standards

#### Required:

- **Fascia/Canopy Sign** Concealed internal illumination or external illumination required. No Face letters. No more than two lines of type per tenant, with a strong recommendation of one line of type only. Max letter height 24". Max sqft: 1.25 sqft per linear frontage. Max quantity: 2

If peg mounted, the individual letters are to be peg mounted minimum 1.5" and max. of 2" from face of wall. All seams are to be welded and ground smooth..

To ensure variety in the project, adjacent tenants may be required to use different sign types, materials and colors.

- **Building-mounted Projection Blade Sign.**

Illumination required for all retail blade signs. Max sqft: 9 sqft. Type shall occupy no more than 80% of the sign area.

#### Recommended

- **Paving Graphics:** Signage is required to be within the tenants lease line and may not extend beyond the storefront. Sign must be fabricated out of durable, nonslip materials. When vacating tenant space tenant is to replace flooring to appear as new.

### Optional:

- **Window Graphics.** Vinyl in black, white or frosted hues only, Gold-leaf applications also allowed.
- **Awning Signage.** Where compatible with the site architecture canvas awnings may be used for additional tenant signs.
- **Menu Boards.** Menu boards to be mounted directly next to main customer entrance doors, enclosed in weather proof, metal enclosure. Menus can be illuminated by a concealed light source integrated into the design of the enclosure. Back-lit menu boards are prohibited. Max, sqft: 4 sqft
- **Cornerstone Graphics.**

### Residential Design Standards

#### Required:

- **Fascia Sign** External illumination or ambient. One line of type only, Max letter height 48". Max sqft: 2 sqft per linear frontage. Max quantity: 2. All letters must appear as cast stone. Fascia signs will be integrated in the architectural facade. Preferred locations are within the top 10% of the vertical surface and within corner treatments.

Required for any multi-tenant residential with a shared lobby on street level, one of the following signs:

- **Building-mounted Projection Blade Sign.** No illumination required. Max sqft: 9 sqft.
- **Canopy Sign.** Site name and/or street address integrated into an architectural canopy with dimensional letters. Ambient illumination recommended.

#### Recommended:

- **Paving Graphics:** Signage is required to be within the tenants lease line and may not extend beyond the storefront. Sign must be fabricated out of durable, nonslip materials. When vacating tenant space tenant is to replace flooring to appear as new.

## Optional:

- **Window Graphics.** Vinyl in white or frosted hues only. Located at 60" from ground plane. Max type height: 2 in.
- **Walk Plaques.** Cast metal construction mounted to site architecture next to doorway, centered on 60" from ground plane. No visible fasteners.
- **Call Box**
- **Leasing/Management Office Signs**

## Department Store Signs

### Intent:

Anchor tenants are to be classified so by the Landlord and based on a uniform standard of measurable square feet. They will have special consideration for signage

## Department Store Standards

### Required:

- **Perimeter Facing Fascia Sign**

Option 1: Dimensional letters with concealed illumination integrated into the architectural facade, such as cove lighting.

Option 2: Reverse pan channel halo lit dimensional letters

Option 3: Day/Night Plexface letter to appear black in daylight and illuminate while at night. All letter located in consideration of entryways and architectural detailing.

No more than two lines of type per tenant, with a strong recommendation of one line of type only. Max letter height for one line of copy: 4ft. Max sqft: None. Max quantity: 2. One per frontage. Signs may not be located on adjacent corners. Recommended sign location: upper 25% of the perceived facade.

- **Internal Fascia or Canopy Sign.**

Concealed internal illumination or external illumination required. Face lit letters not recommended. No more than two lines of type per tenant, with a strong recommendation of one line of type only. Max. letter height 3ft. Max sqft: none. Max quantity: 3. One per frontage. Signs must be located above public entry locations.

### Recommended

- **Paving Graphics:** Signage is required to be within the tenants lease line and may not extend beyond the storefront. Sign must be fabricated out of durable, nonslip materials. When vacating tenant space tenant is to replace flooring to appear as new.

- **Building-mounted Projecting Blade Sign:**

Along internal roads, anchor tenants may use one blade sign per frontage where anchor facade is less than 20 feet from the curbline. Anchor tenants bordering passageways may use one blade sign per passageway frontage even when there is no public entry. This may be encouraged in later phases as density requires in the transition areas between parking structures and the project interior. Illumination required for all retail blade signs. Max sqft: 20 sqft. Only height dimension may exceed 3 feet, allowing for a vertical blade option within this sighttype. Type shall occupy no more than 80% of the sign area.

### Optional:

- **Perimeter Facing Canopy or Awning sign.**

When anchor tenant have a public entry facing the project perimeter, an additional sign may be located directly above each entry. This allowance is in addition to the fascia sign on the same frontage. Concealed internal illumination or external illumination required. No face lit letters. One line of type only. Max letter height 18in. Max sqft: 12 sqft. Max quantity: 1 per entry with a maximum of 2 per frontage. Signs must be located above public entry locations.

- **Internal Awning Signage:** Canvas awnings with tenant name silk-screened or embroidered type on the vertical surface of awning may be permitted where compatible with site architecture. Type not to exceed 60% of the vertical sign band. Type max. height: 8 in. No illumination. In special cases, tenant may apply to use a strong awning treatment in lieu of the internal fascia/canopy sign requirement.

- **Window Graphics.** Vinyl in black, white or frosted hues only, Max sqft: not to exceed 10% of total window area. Spandrel glass cannot be used in the calculation of window area.

- **Awning Signage.** Where compatible with the site architecture canvas awnings may be used for additional tenant signs.

- **Cast metal wall plaque.** Sign must be mounted next to public entry doors, centered at 50" from the ground plane. Max sqft: 4 sqft

- **Cast metal wall plaque.** Sign must be mounted next to public entry doors, centered at 50" from the ground plane. Max sqft: 4 sqft.

- **Cornerstone graphics.** Cast stone type may be built into a cornerstone element. Additional type may include the year built and any dedication information approved by landlord.

- **Parking Entry Identity.** Based on project development, anchor tenant identity signage may be incorporated into parking entry signage when the majority of retail parking is located with structured parking. Max. Letter height: 2 ft. Internal illumination recommended.

## Office Signs

### Intent:

Office buildings located along the project perimeter are an important element in defining the mixed use character of the site. Their signage standards bring a commercial voice to the mix that enriches the whole environment.

### Office Design Standards

#### Required:

- **Fascia Sign**

External illumination or ambient. One line of type only. Max. letter height 4ft. Max sqft: 2 sq.ft per linear frontage. Max quantity: 2. Fascia signs will be integrated in the architectural facade. Fascia signs will be integrated in the architectural facade. Fascia signs should be located to maximize visibility of the site. Type may include the site name, site address or one major tenant. Preferred locations are within the top 10% of the vertical surface and with corner treatments.

- **Canopy Sign or Enhanced Entry Sign.**

Located directly above entry doors or integrated into architectural design of the entry, this sign addresses the pedestrian streets. Sign may be integrated into an architectural canopy with dimensional letters or use alternative design elements to create a singular entry statement. Illumination recommended.

#### Optional:

- **Tenant listings.** Max Letter height: 5 in. All tenant names must be listing in the same color in a uniform listing style. Building-mounted tenant listing may be used on the street frontage. A freestanding tenant listing style. Building-mounted tenant listing may be used on the street frontage. A free standing tenant listing sign is permitted on the site exterior along the parking frontage. Max quantity: 1 sign per public entry.

- **Projected Vertical Blade Sign. Alternate for Canopy/Entry Sign:** Location coordinated with tenant below. Max sqft 20 sqft. Only height dimension may exceed 3 feet, allowing for a vertical blade option within this sighttype. Bottom of sign must be 8ft above ground plane. Internal illumination recommended.

- **Entry Monument.** May include site name and address. No tenant names or logos. Exceptions may be granted for one major anchor. Max height: 6ft. Max letter height: 10 in. Max sqft: 50 sqft. May be located along parking entry sequences or entries. Sculptural address may exceed dimensions included here.

- **Window Graphics.** Translucent Vinyl only.

- **Wall plaque.** Cast metal construction mounted to site architecture next to doorway, centered on 60" from ground plane. No visible fasteners.

- **Call box.**

- **Leasing/Management office signs.**









**section 7:**  
sustainability  
standards



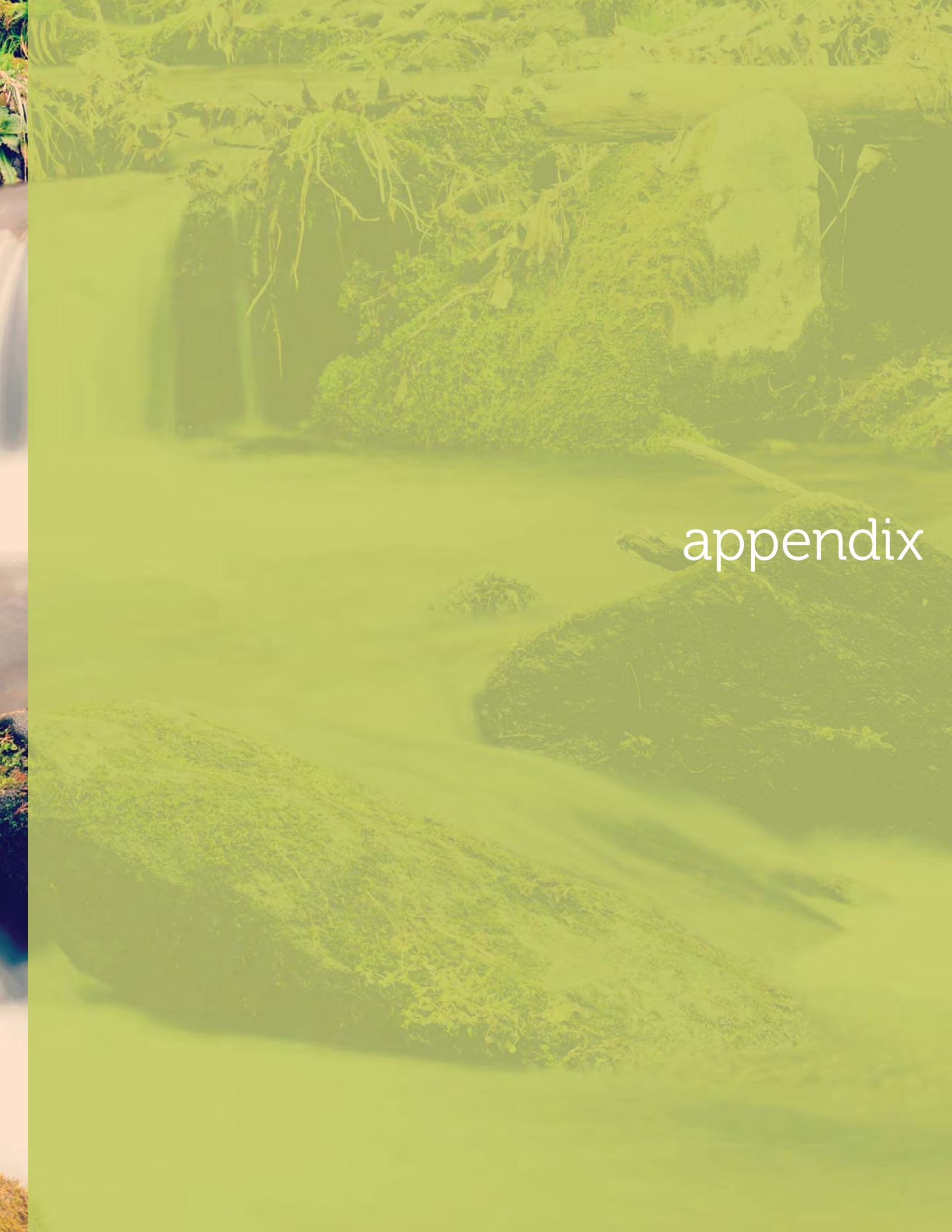
# sustainable landscapes

## Designing with Ecology in Mind

To help Obey Creek create a sustainable community, the following is a list of sustainable devices and techniques encouraged for residents to use:

- Native plantings to reduce watering
- Increased yard planting in place of lawn to reduce maintenance
- Proper shade tree placement to reduce solar gain
- Pervious paving or the use of a driveway strip to enhance porosity
- Rain barrels, rain chains, and rain gardens to catch rain water for irrigation
- Underground cisterns





appendix



# glossary of terms

The following is a glossary of terms as they are typically employed within this document. These terms, when capitalized, should be applied according to the definitions listed below.

**Affordable Housing** Housing in which the occupants pay no more than 30 percent of their gross income for overall housing expenses, including utilities. Affordable housing programs are generally targeted to households earning 80 percent or less of the area's median income.

**Articulation** Architectural forms, features or details that sub-divide either Building forms or facades and create a sense of variation and moderating scale that is smaller than the entire Building or facades.

**Bay Window** A projection in the floor plan defined by a glazed bay with either perpendicular or angled sides that provides variation in the facade.

**Block** The land composed of a single or multiple lots bounded by public ways or streets.

**Buffering** The provision of open space as a mediating element between uses.

**Buildings** For the limited purposes of applying these Design Guidelines, the term "Buildings" employed in this document includes any parking structure that extends above grade along any elevation and all other Buildings as normally defined within the Zoning Bylaw.

**Building Envelope** The three-dimensional space within which a structure is permitted to be built on a zoning lot, and which is defined by setback and height regulations.

**Building Height Limitation (Primary)** The maximum

height allowed for any structure located at the minimum setback required for such a structure.

**Building Height Limitation (Secondary)** The absolute maximum height allowed for any structure.

**Community Character** The distinguishing identity or elements of a place, neighborhood or part of town.

**Connectivity** The capacity for pedestrians, bicyclists and vehicular traffic to readily and conveniently move to and from different destinations in a manner that supports mixed-use development. Connectivity may be provided through well designed and attractive physical connections, roads, paths, spaces, bikeways, signage, visual links, lighting or other elements.

**Design Standards** A set of criteria established to guide certain aspects of site development, such as site planning and building design, in order to protect and enhance the character of the area where the development is taking place.

**Impervious Surface** A surface composed of any material that impedes or prevents the natural infiltration of water into the soil.

**Mixed Use** A development project or zoning classification that provides for more than one use or purpose within a shared building or development area.

**Monolithic Architecture** Monolithic Buildings are those with an architecture composed of a single, integral and unarticulated architectural form and facades.

**Obey Creek Project Area** The entire land area of the Obey Creek Project within Chapel Hill jurisdiction and subject to these design guidelines.

**Open Space** Land devoted to uses characterized by vegetative cover or water bodies, that may include agricultural uses, meadows, parks, recreational areas, lawns, gardens, trails, ponds and streams

**Pedestrian-Oriented** The provision of safe sidewalks, paths and street crossings that include street furniture, patterns and types of uses and amenities that create an environment conducive to pedestrian movement between destinations and that provides a practical and attractive alternative relative to vehicular modes of travel.

**Prototype Facade** A Building composed to be iconic and emblematic of the business behind the facade. Such designs are repetitive to achieve the "branding" that can be accomplished through the use of ubiquitous designs. The intention in the Obey Creek Project is not to be an assemblage of large iconic and branded facades. Rather, the intent is to provide a unique design of the elements and composition that creates compatibility and continuity of the architectural elements. The architectural expression should be recognizably different from prototype facades represented by at least 2 other examples constructed for the same tenant in other locations. If other prototypes have not been brought to the attention of the town staff at the time of approval, it will be deemed acceptable by these guidelines. This definition is not meant to preclude the creative use of facades or architectural elements that may be associated with the companies (such as awnings, materials or special features), as long as they are consistent with all other design guidelines and are clearly distinct from other prototypes as described above.

**Screening** Screening either diminishes or removes the visibility of a Building, street or structure from a defined vantage point or location.

**Setback** The horizontal distance between the curb line or interior lot line of a zoning lot and any structure on such zoning lot, measured perpendicularly to the curb or lot line.

**Site Signage** Site signage are all of those signs within the Obey Creek Project Area that are generally intended to provide wayfinding, orientation, information and identification. They do not include signs provided for public safety or roadway directions.

**Towers** Architectural elements that extend facade features above the cornice line for decorative purposes. Towers may not contain occupiable floor space above the highest floor permitted in a Building or parking structure, but may contain open volumes, skylights and other features connected to the floor below.

**Transit Access Points** Transit access points are those locations where pedestrians may directly connect to transit. These consist of bus stops, shuttle stops, etc.

**Transparency** Transparency refers to the transparency of windows or glazing from the exterior not including mullions, supports, piers or other opaque or translucent materials. Shaded, frosted or reflective glazing will not



be considered transparent. Transparency may provide visibility into the interiors of Buildings or to lighted display cases that are at least 2 feet deep. For ground levels of facades, the percentage of transparency is calculated by measuring the area of the glazing along the first floor between 2 and 10 feet above the adjacent grade.

**Urban Design** The composition of all of the physical elements within a planning area that is greater than any single project. The physical elements include such components as the buildings, structures, open space, streets, sidewalks, signage, and lighting that compose a planned district.



# relevant plans and ordinances

**Chapel Hill Development Agreement Process  
for Obey Creek**

**Chapel Hill Land Use Management Ordinance (LUMO)**

**Chapel Hill 2020 Comprehensive Plan**

**Chapel Hill Greenway Master Plan (2013)**

**Signage Requirements - Chapel Hill Land Use  
Management Ordinance (LUMO) Section 5.14 Signs**

**NC DOT Complete Streets Planning & Design  
Guidelines**

**AASHTO Guide for the Planning, Design, and  
Operation of Bicycle Facilities**

**Leadership in Energy and Environmental Design  
(LEED) Green Building Rating System**