

Guiding Statements

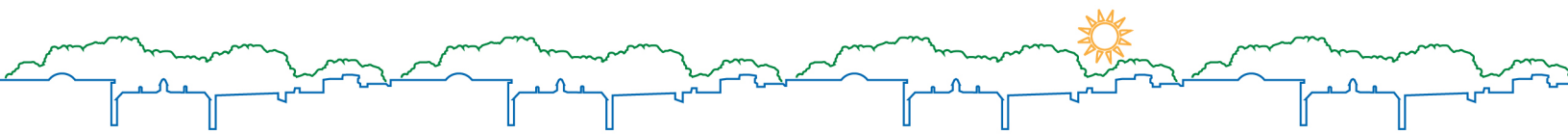
Charting Our Future is a two-phased process designed to chart the next course for the Town of Chapel Hill. The first phase refines the Future Land Use Map (FLUM) by focusing on the Town's key gateways, corridors, and activity nodes. The future land use designation for most of the Town, including much of the Town's single-family neighborhoods, remains unchanged.

Charting Our Future included a thorough review of previous planning efforts. A common theme in these plans is the community's understanding that the physical environment of Chapel Hill—its neighborhoods, streets, utilities, and natural resources—deeply affect how people experience life in their Town. While Charting Our Future will focus updates only a small portion of Town, it is important to define a set of guiding statements specific to the development of a future land use map that provides broader direction for the future of Chapel Hill as a whole:

- **Direct investment along key transportation corridors.** The Town should encourage density and intensity in a mixture of uses along its key transportation corridors and established activity nodes with additional emphasis at future transit stations.
- **Demonstrate the Town's commitment to environmental stewardship and resiliency.** The Town should emphasize sustainable urban design principles that minimize impacts to Chapel Hill's sensitive natural areas and respond to the threat of climate change.
- **Encourage a diversity of housing types and price points.** The Town should encourage housing options that promote diversity and quality while remaining affordable and attractive for households and individuals with a range of incomes.
- **Make it easier to move through Town.** The Town should promote an active and connected community that provides safe routes to work and school, walkable neighborhoods, complete bicycle networks, and integrated transit options.
- **Promote distinctive, safe, and attractive neighborhoods.** The Town should preserve and enhance established neighborhoods by directing growth to multimodal corridors and promoting enhanced connections to those locations.
- **Cultivate a vibrant and inclusive community.** The Town should encourage new opportunities through the built environment that promote a sense of community for those who live, work, and visit Chapel Hill.
- **Support and facilitate economic development through redevelopment and infill development.** To support economic development policies, Chapel Hill will support and facilitate redevelopment and infill development. The intent of this policy is to proactively address the fact that future economic development will need to occur on infill and/or redevelopment sites. Accordingly, this policy is intimately tied to Chapel Hill's future economic health.

Any redevelopment or infill projects should be designed in a manner to complement surrounding properties and to efficiently utilize and capitalize on existing public infrastructure, such as roads, water, sewer, and transit.
- **Provide appropriate transitions between land uses.** Support the provision of appropriate transitions between sites having markedly different types of intensities of land uses.

The intent of this guiding statement is to provide for harmonious transitions between different types and intensities of land uses, to help mitigate any negative impacts that a development might have on an



adjacent site. This policy embraces the principle that transitions between developments can be achieved by numerous methods, applied either singularly or in combination. Determining the appropriate design approach for managing transitions between developments will depend on the objectives for the transitional space, which will vary by location.

- **Preserve and maintain Chapel Hill's appearance and quality of development.** The Town should preserve and maintain Chapel Hill's attractive appearance, with particular attention to the appearance of – and views from – the public realm while also encouraging high quality and attractive development. *The intent of this guiding statement is to maintain the attractive visual qualities of our community. This guiding statement also encourages high-quality development that embraces exceptional site design, architecture, and construction. This statement is concerned with the appearance of two different aspects of the community:*
 - *Public Areas (owned, designed, and maintained by the public sector). Accordingly, this guiding statement emphasizes the design and appearance of roadways; public landscaping and streetscape design elements along roadways; public parks and greenways; and public buildings and properties, such as parks and recreation facilities, Town Hall, schools, and libraries.*
 - *Public Views (refers to the appearance and views of private development as seen from public areas). Accordingly, this guiding statement emphasizes high-quality appearance and design for private development – including buildings, landscaping, signage, and art features – that can be seen from public roadways, or from other public spaces such as greenways, multi-use paths, parks etc.*

