

## North 15-501 | An “uptown” mix of higher intensity uses.

### Description

North 15-501 will continue to be one of the town’s major retail and commercial centers as well as an important gateway from I-40. It will be highly active with a concentrated mix of uses as well as higher density housing and commercial developments. Much of this Focus Area is surrounded by established single-family neighborhoods that will remain. Significant flood and stormwater concerns impact a major portion of this area, creating challenges during adverse weather events. Much of the Focus Area includes the Blue Hill District, which was established to facilitate redevelopment as well as to establish and maintain a consistent and cohesive design aesthetic. This consistent and cohesive design aesthetic should be extended throughout the Focus Area. The proposed Durham-Orange Light Rail “Gateway” station is located at the Focus Area’s north end and will influence the form, character, and context of development in that area if the project moves forward.

### Focus Area Principles

#### Connectivity & Mobility

- Shared-use parking strategies should be encouraged within in mixed-use activity nodes, whether denoted as up to 4 stories or up to 8 stories.
- Given the higher density envisioned for this corridor, bicycle and pedestrian mobility within and to the Focus Area should be prioritized.
- As a gateway from the northeast, additional attention to the form and function of the corridor, including the preservation of street trees and orientation of buildings.

#### Land Use

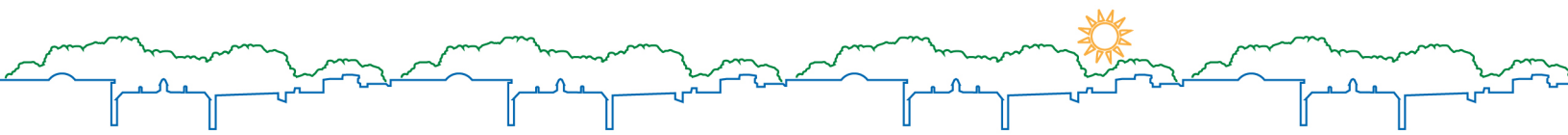
- Existing single-use shopping areas should be encouraged to transition over time to mixed-use areas with clear connections to adjacent neighborhoods and developments.
- Special consideration should be given to the transition from higher density and intensity uses along the corridor and near the proposed Gateway Station to single-family neighborhoods.

#### Urban Form & Placemaking

- As single-story retail centers such as University Place and Eastgate are redeveloped into multi-story mixed-use developments, the provision of public spaces should be emphasized.
- The focus area should be defined for its inviting streetscapes that blend the aesthetics of the built environment with tree canopies, both existing and desired.
- Redevelopment should feature a more compact and connected urban framework by limiting block lengths and ensuring a higher density.
- Limit setback distances for entrances and buildings to enclose the public realm and to enhance the walkability within the Focus Area.

#### Density & Intensity

- The mix of uses should vary in scale and intensity based on the different context of the focus area.



- Density and intensity should be the highest near the Gateway Station with transitions to adjacent areas. The density and intensity of this area should be reduced, if the light rail line is not constructed.

### Housing

- Housing of various price points should be integrated into mixed-use nodes or located near employment centers.
- Townhomes should be encouraged to provide a transition between higher densities in the Focus Area and the single-family residential neighborhoods on the periphery.
- Housing choice and housing supply should be increased by allowing multifamily housing in identified locations, particularly near the Gateway Station and at the intersection of Fordham Boulevard and Franklin Street.

### Environmental

- The Town should continue to seek ways to reduce overflows into the focus area's historically flood prone locations.
- Encourage sustainable site development that facilitates the use of best management practices that minimize or reduce the impact of impervious cover.
- Redevelopment and new development should enhance how people experience the area's natural resources, including Little Creek and Booker Creek.
- The North 15-501 focus area should have a greater contribution to the Town's urban tree canopy goals.

## Character Types

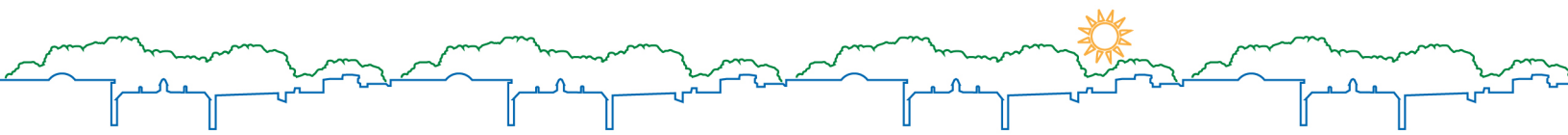
### Predominant Uses

**Apartments (up to 8 stories).** This character type accounts for the focus area's highest density residential uses, which are strategically located near mixed-use and commercial areas to allow for walkable activity nodes. These character types also are located with good access to planned parks and open space and provide better opportunities for additional affordable housing.

**Shops and Offices (up to 4 stories).** This character type creates commercial nodes along the corridor that provide retail space, offices, and other services. In some cases, this use also provides a logical transition between higher density uses and single-family neighborhoods.

**Shops and Offices (up to 8 stories).** This character type provides a high intensity commercial node near the planned light rail station and I-40. This character type would also be appropriate for larger employment-focused developments.

**Multifamily, Shops, and Offices (up to 4 stories).** This character type provides an opportunity to create smaller scale walkable activity nodes, which may include retail, office, neighborhood-scale services, and multifamily residential. As located, this character type provides good access to planned parks and open space as well as to other planned commercial areas. Connections to likely employment nodes are enhanced.



**Multifamily, Shops, and Offices (up to 8 stories).** This character type accounts for the focus area’s highest density and intensity, which is located adjacent to the proposed Gateway Station and surrounding the intersection of Fordham Boulevard and Franklin Street. Development of this scale is only appropriate at the north end of the Focus Area, if the light rail is realized.

**Parks & Open Space.** This character type accounts for the natural features in the Focus Area and contributes to a more natural treatment of stormwater. Some areas designated as parks and open space have existing development. The intent is for these areas to transition back to natural areas over time.

## Other Uses

**Townhomes.** This character type provides a lower intensity residential opportunity with good access to planned mixed-use, commercial areas, and parks and open space. Townhomes in this Focus Area will help increase range of housing prices while providing a transition between higher intensity uses and single-family residential neighborhoods.

**Institutional.** This character type includes the Chapel Hill Memorial Cemetery.

## Precedent Images

[The Focus Area Characteristic sheets will include precedent images intended to communicate the look and feel of the area based on the Focus Area principles, character types, natural features, and design considerations.]

