

MEMORANDUM

To: Town of Chapel Hill

From: Kimley-Horn

Date: March 29, 2019

Subject: Council Committee on Economic Sustainability – Meeting Overview

Purpose

- Members of the Consultant Team will lead a facilitated discussion of recent progress on Charting Our Future at the April 5th meeting of the Council Committee on Economic Sustainability (CCES).
- The focus of this meeting will be to review the Blueprint for the six Focus Areas and discuss key considerations for each area.
- Supporting materials for the meeting include the *Explanation of the Future Land Use Map & Its Components* and the *Focus Area Characteristics (with Focus Area Maps)*. These materials are provided as an attachment to this memo.

Background

- Charting Our Future is a two-phased process. The first phase refines the Future Land Use Map (FLUM) by concentrating on six Focus Areas. The second phase will rewrite the Town’s Land Use Management Ordinance (LUMO).
- A set of Guiding Principles were created to provide broader direction to the future of Chapel Hill. The FLUM will adhere to these principles.
- The FLUM will include two interconnected components: 1) An overall map that includes Land Use Categories for most areas of Town, and 2) Individual maps for the six designated Focus Areas with supporting narratives.
- Over the past few months, Town staff has worked with the Consultant Team to develop a Blueprint for how to represent the six Focus Areas as part of the FLUM update. The Blueprint includes a map for each Focus Area that assigns “character types” to broadly describe the shape, character, intensity, and form of future development. Supporting narrative includes a description of the Focus Area vision, overview of current conditions, Focus Area principles grouped by topic, and a summary of character types. Precedent images for each Focus Area will be added at a later date.
- The April 5th CCES meeting will introduce the Blueprint and concentrate the discussion on key considerations for each area.
- The meeting will serve as a precursor to the Council meeting on May 1, 2019.



Guiding Questions for the April 5th CCES Meeting

General Questions for the Focus Areas

- Is the collection of character types within each Focus Area appropriate and comprehensive?

Focus Area Questions

- **North Martin Luther King Jr. Boulevard**
How should the Focus Area map account for existing mobile home parks? (Note: Similar considerations apply to the mobile home park on South MLK Jr. Boulevard.)
- **South Martin Luther King Jr. Boulevard**
Previous discussions have identified purpose-built student housing and office space that supports downtown as two goals for this Focus Area. Does the Focus Area Map adequately address these goals?
- **North 15-501**
What changes (if any) should be made at the Gateway Station due to the recommended discontinuation of the light rail project?
- **Downtown**
Does the Focus Area Map reflect the appropriate character types for Downtown?
- **NC 54**
What changes (if any) should be made near the three planned light rail stations due to the recommended discontinuation of the light rail project?
- **South 15-501 Gateway & Southern Village Park & Ride**
Are the character types shown appropriate for the two nodes?

Supporting Materials (Attachments)

Referred to as the “Blueprint”, the supporting materials are a “rough draft” of the refined Future Land Use Map and provide a framework for preliminary discussions.

- **Attachment 1:** Explanation of the Future Land Use Map & Its Components
- **Attachment 2:** Focus Area Characteristics (with Focus Area Maps)



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. The second phase will rewrite the Town's Land Use Management Ordinance (LUMO) with the overall goal of making the town's land use tools and processes more predictable, functional, and intentional.

Refining the Future Land Use Map gives the Town the opportunity to knit together previous planning efforts, examine gateways into Town, and provide cohesion between existing areas of development along major corridors. The goal of this refinement effort is to create a map that gives direction as land use decisions are considered and reflects a set of Guiding Statements that provides broader direction for the future of Chapel Hill as a whole.

Explanation of the Future Land Use Map & Its Components

Future Land Use Map Considerations

The Town's FLUM is a tool to direct future growth, implement the community vision, and identify areas to be preserved and areas of opportunity. The following considerations highlight the Chapel Hill FLUM.

Relationship to the Comprehensive Plan

Chapel Hill 2020 is the community's comprehensive plan that sets a vision and a path for Chapel Hill's future. On June 25, 2012, the Town Council unanimously adopted the *Chapel Hill 2020* comprehensive plan. The *Chapel Hill 2020* comprehensive plan reflects the values, aspirations, and ideas of the community. The participants in the *Chapel Hill 2020* process envisioned a town that is accessible, affordable, and sustainable; asserted the importance of protecting the community's natural resources; and emphasized the importance of a vibrant downtown and active neighborhoods. Typically, FLUMs are components of comprehensive plans, and *Chapel Hill 2020* includes a Land Use Plan. This refined FLUM replaces the Land Use Plan and will help to implement the vision of *Chapel Hill 2020*.

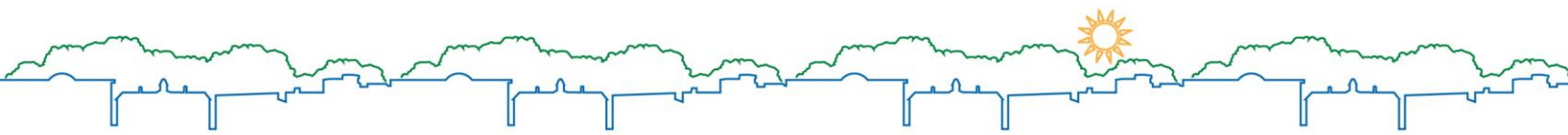
Relationship to the Land Use Management Ordinance and Zoning Map

The Future Land Use Map depicts a snapshot, thirty years into the future, of the Town's preferred future mix of land uses. In other words, the Future Land Use Map will guide the Town as to where shopping, houses, apartments, townhomes, offices, and parks should be located to the year 2049. The zoning map is a regulatory map showing what the Town has already decided to allow today. The zoning map implements the Land Use Management Ordinance. The FLUM and the Zoning Map are like a leader and a follower. The FLUM is the leading map that recommends and advises, while the zoning map is the follower map that authorizes and entitles.

Future Land Use Map Components

Guiding Statements

The Guiding Statements provide broad direction for the future of Chapel Hill as a whole and provide guidance for both the refinement of the Future Land Use Map as well as the Land Use Management Ordinance Rewrite.



Map Book

The FLUM is organized into two interconnected components:

1. An overall map that includes Land Use Categories for most areas of Town; and,
2. Individual maps for designated Focus Areas with accompanying Focus Area Principles. (Please see the discussion below for additional information on the Land Use Categories, Focus Areas, and Focus Area Principles.)

The FLUM is supported by a series of maps that reflect the Town’s approach to land use influencers. The Town Council adopted some of these maps as components of other long range planning efforts. Others were created as part of the FLUM refinement effort to provide additional insight as land use decisions are considered. Maps included as part of the Book are as follows:

- Resiliency Map
- Long Term Network Facilities Map (Chapel Hill Mobility & Connectivity Plan)

Additional maps may be included as work progresses on the FLUM.

Land Use Categories

For most areas of Town, the FLUM reflects a broad range of land uses, including residential; commercial; mixed use; industrial; and open space. These uses are depicted as a set of Land Use Categories. The Land Use Categories are adapted from the *Chapel Hill 2020* Land Use Plan, and for the most part, only indicate the desired use for particular parcels. These Land Use Categories are as follows:

Land Use Categories		
Residential	Non-Residential	Mixed-Use
Rural Residential, 1 unit/5 acres	Commercial	Mixed Use,
Rural Residential, 1 unit/acre	Institutional	Office/Commercial Emphasis
Low Residential, 1 unit/acre	Office	Mixed Use, Office Emphasis
Low Residential, 1 to 4 units/acre	University	Town/Village Center
Medium Residential, 4 to 8 units/acre	Parks/Open Space	
High Residential, 8 to 15 units/acre	Land Fill Activities	

These categories may change as work progresses on the FLUM.

Focus Areas

The Focus Areas reflect six areas of opportunity selected based on areas identified in *Chapel Hill 2020*. These areas needed more detailed recommendations and guidance in order to properly plan for the year 2049. Since the Focus Areas represent the portions of Chapel Hill most likely to change in the future due to vacant land; underdeveloped sites; and their locations along transportation and transit corridors, each Focus Area is mapped separately and includes a vision for the area, a summary of the predominant uses (described as Character Types), a description of the desired form of development, and a set of Focus Area Principles tailored to the unique circumstances of the area. To give additional guidance about the desired character of each Focus Area, precedent images are provided. The Focus Areas are:

- North Martin Luther King Jr Boulevard
- South Martin Luther King Jr Boulevard



- North 15-501 Corridor
- Downtown
- NC 54 Corridor
- South 15-501 Gateway / Southern Village Park & Ride

Character Types

For the Focus Areas only, the FLUM makes use of ten “character types,” which broadly describe the shape, character, intensity, and form of future development intended for each Focus Area. The character types do not apply in locations outside of these Focus Areas. The Land Use Categories, discussed above, delineate the future land uses for the other areas of Town.

Character Types		
Residential	Non-Residential	Mixed-Use
Apartments (up to 8 stories)	Shops and Offices (up to 4 stories)	Multifamily, Shops, and Offices (up to 4 stories)
Apartments (up to 4 stories)	Shops and Offices (up to 8 stories)	Multifamily, Shops, and Offices (up to 8 stories)
Townhomes	Light Industrial	
	Parks & Open Space	
	Institutional	
	Light Industrial	

These Character Types may change as work progresses on the FLUM.

Future Land Use Map Interpretation

The Future Land Use Map, including both the overall map and the individual maps for each Focus Area, the Land Use Categories, and the Character Types were developed to provide guidance for specific areas throughout the Town. Special care was taken to ensure that the FLUM is generally accurate in interpreting the vision for the Town. However, the Future Land Use Map is not intended to provide site level guidance with precision. For sites located on the boundaries between Land Use Categories or Character Types on the Future Land Use Map, the mapped edges of a Land Use Category or a Character Type are not intended to be interpreted as a rigid boundary but should be interpreted in light of the policies relevant to the site and the particular site circumstances.

Map Amendments

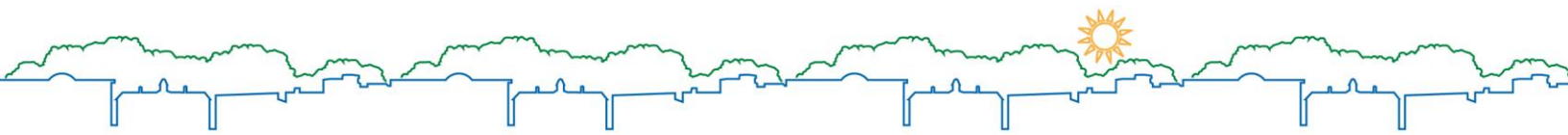
The Future Land Use Map was constructed to provide flexibility and to reduce the need for FLUM amendments. However, there may be instances in the future that will require amendments to the FLUM. Such FLUM amendments should take place only in situations when the proposed amendment is:

1. Consistent with the goals and policies in the comprehensive plan; and,
2. Addresses significantly changed conditions since the Future Land Use Map was adopted and/or amended.

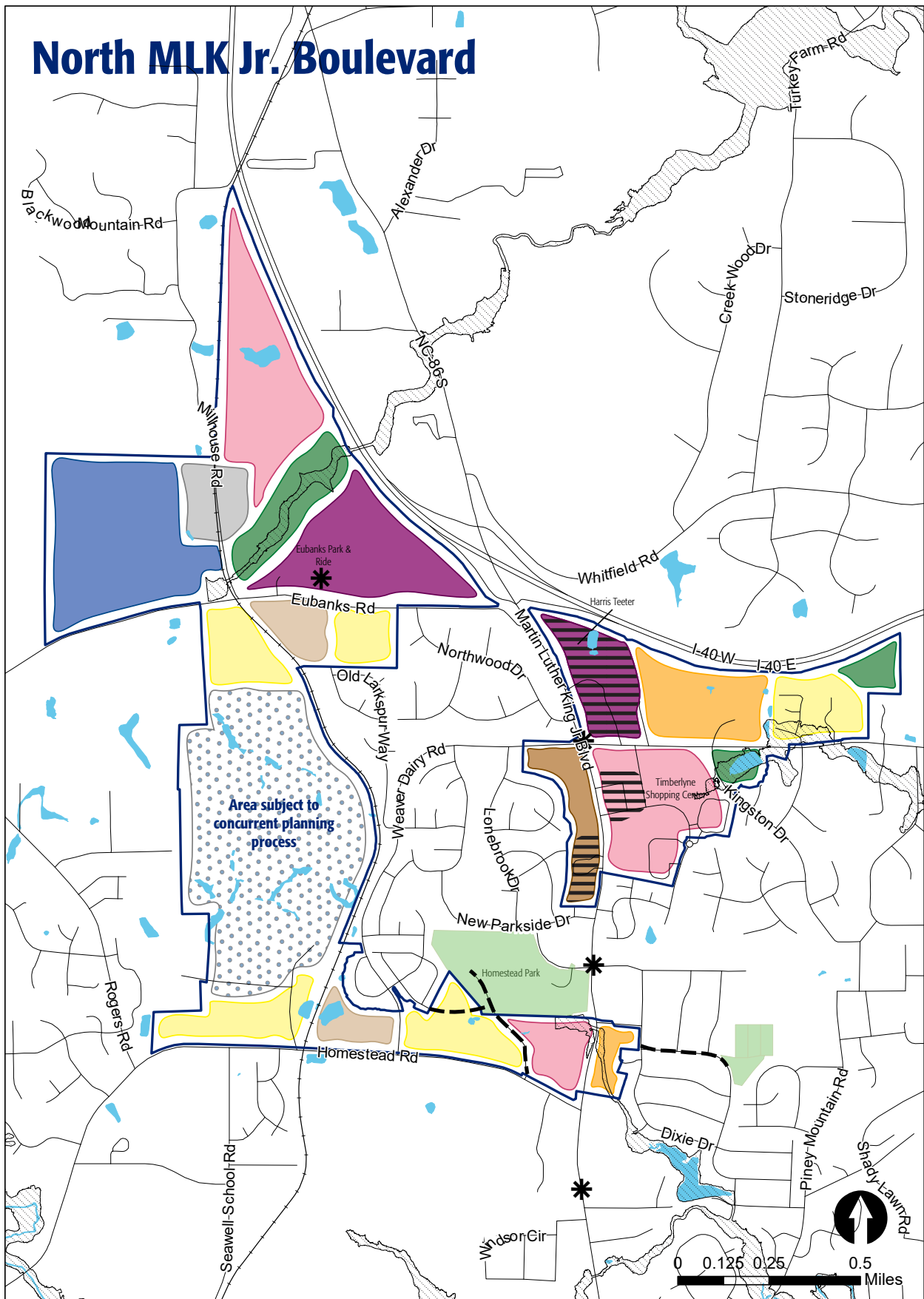
















Focus Area Maps and Characteristics

The Focus Area Blueprints are presented as a map for each Focus Area with supporting narrative. The map describes each area's use, form, and function in general terms appropriate for the Future Land Use Plan. More details will be created and communicated as part of the Land Use Management Ordinance rewrite. The supporting narrative includes a brief description of the Focus Area vision, an overview of current conditions, a set of Focus Area principles, and a summary of character types. Precedent images will be added at a later date.



North MLK Jr. Boulevard



- | | | |
|---|--|---|
|  Townhomes |  Multifamily, shops and offices (up to 4 stories) |  100-year Floodplain |
|  Apartments (up to 4 stories) |  Multifamily, shops and offices (up to 8 stories) |  Planned BRT Stop |
|  Apartments (up to 8 stories) |  Institutional |  Proposed Roadway and Multimodal Connections |
|  Shops and offices (up to 4 stories) |  Parks & Open Space |  Existing Mobile Home Parks |
|  Light Industrial |  Existing Parks | |

North Martin Luther King Jr. Boulevard

A gateway corridor with mixed use nodes.

The North Martin Luther King Jr. Boulevard area is envisioned as a gateway to the Town from points north that includes mixed use nodes that fully leverage future transit service. While improvements will include buildings and tree canopies that frame the corridor, east-to-west connectivity also will be emphasized.

Overview of Current Conditions

Martin Luther King, Jr. Boulevard is a major north-south arterial and a gateway to Chapel Hill from the north. The area has seen strong development interest in recent years, in part due to its proximity to I-40 and availability of undeveloped land. Nearly 30% of the area is currently undeveloped, though planned mixed-use developments (including construction underway on Eubanks Road) and a planned bus rapid transit line will impact the character of this area in the future. Previous planning efforts include the Rogers Road Neighborhood Plan, the Greene Tract agreement, the Northern Area Task Force Report, and various town-wide plans.

Focus Area Principles

Connectivity & Mobility

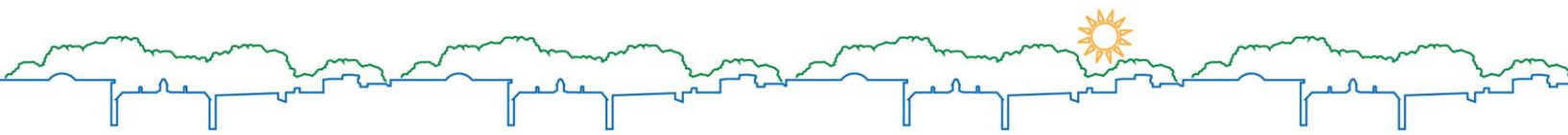
- Connectivity between commercial destinations and residential areas east of Martin Luther King Jr. Boulevard should be a priority.
- Bicycle, pedestrian, and multimodal links from existing development and new development/redevelopment should be emphasized to fully leverage transit service.
- New developments should open to and connect with the existing Rogers Road community.
- Shared-use parking strategies should be encouraged within mixed-use activity nodes. In all cases, parking between buildings and primary streets should be avoided.
- While conversion of the existing railroad is a possibility, until such time it will remain a barrier to east/west connectivity and ways to lessen its impact should be considered.

Land Use

- New growth should be focused along transit corridors in mixed-use neighborhoods.
- Diverse and accessible housing options with a range of product types and affordability for people of all incomes and life stages should be promoted.

Urban Form & Placemaking

- A cohesive street design along Martin Luther King Jr. Boulevard, from I-40 to downtown, should be achieved through landscaping, building placement, and design standards.
- Additional and connected public spaces should be provided as existing retail centers such as Chapel Hill North and Timberlyne Shopping Center are redeveloped into multi-story developments.
- Buildings should be located closer to Martin Luther King Jr. Boulevard with wide, shaded and continuous pedestrian paths to enhance walkability and frame the gateway corridor.
- Active frontages are encouraged to create vibrancy and ensure pedestrian activity over time. These frontages should consider the placement of buildings on the site, the location of primary entrances, streetscapes, and pedestrian-scaled amenities. In some cases, active frontages may mean that retail and services should be allowed on the first floor within the Apartment character type. Active frontages in this



Focus Area should include the intersections of Martin Luther King Jr. Boulevard at Weaver Dairy Road and Homestead Road as well as along Weaver Dairy Road between Martin Luther King Jr. Boulevard and Kingston Drive.

Density & Intensity

- Higher density mixed-use centers should have appropriate building height, landscape, connectivity, and transitions to residential neighborhoods.
- Concentration of density and intensity in proximity to transit stops should be encouraged to leverage transit service and to preserve and protect other areas.

Environmental

- Sustainable site development using best management practices that minimize or reduce the impact of impervious cover should be encouraged.
- Old Field Creek should be positioned as a protected natural amenity adjacent to shops, offices, and multi-family properties.

Character Types

Predominant Uses

Townhomes. This character type provides a medium 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 within proximity to parks and open space.

Shops and Offices (up to 4 stories). This character type creates a primary commercial node by providing retail space, offices, and other services. This character type also provides a logical transition between residential uses and I-40 right-of-way north of Eubanks Road.

Multifamily, Shops, and Offices (up to 4 stories). This character type promotes smaller scale walkable activity nodes, which may include retail, office, neighborhood-scale services, and multifamily residential. Within the Focus Area, this character type provides a mixture of uses within walking distance to future bus rapid transit stops.

Parks & Open Space. This character type accounts for natural features such as Old Field Creek and protects current open spaces while enhancing the connectivity of natural places.

Other Uses

Apartments (up to 4 stories). This character type provides for multifamily residential uses located near predominantly residential frontages (e.g., Eubanks Road and Homestead Road).

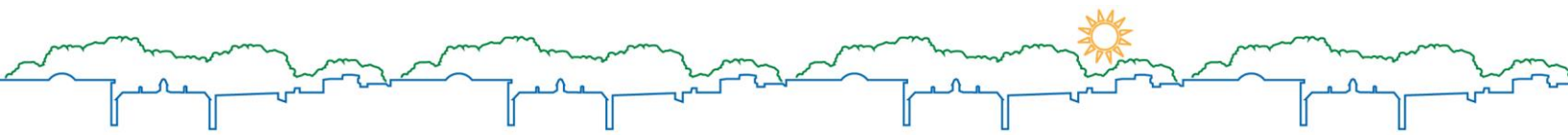
Apartments (up to 8 stories). This character type accounts for the Focus Area's highest density residential use and is strategically located near the future bus rapid transit stop at Weaver Dairy Road with good proximity to shops, services, and mixed-use centers.

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 future bus rapid transit stop at Weaver Dairy Road.

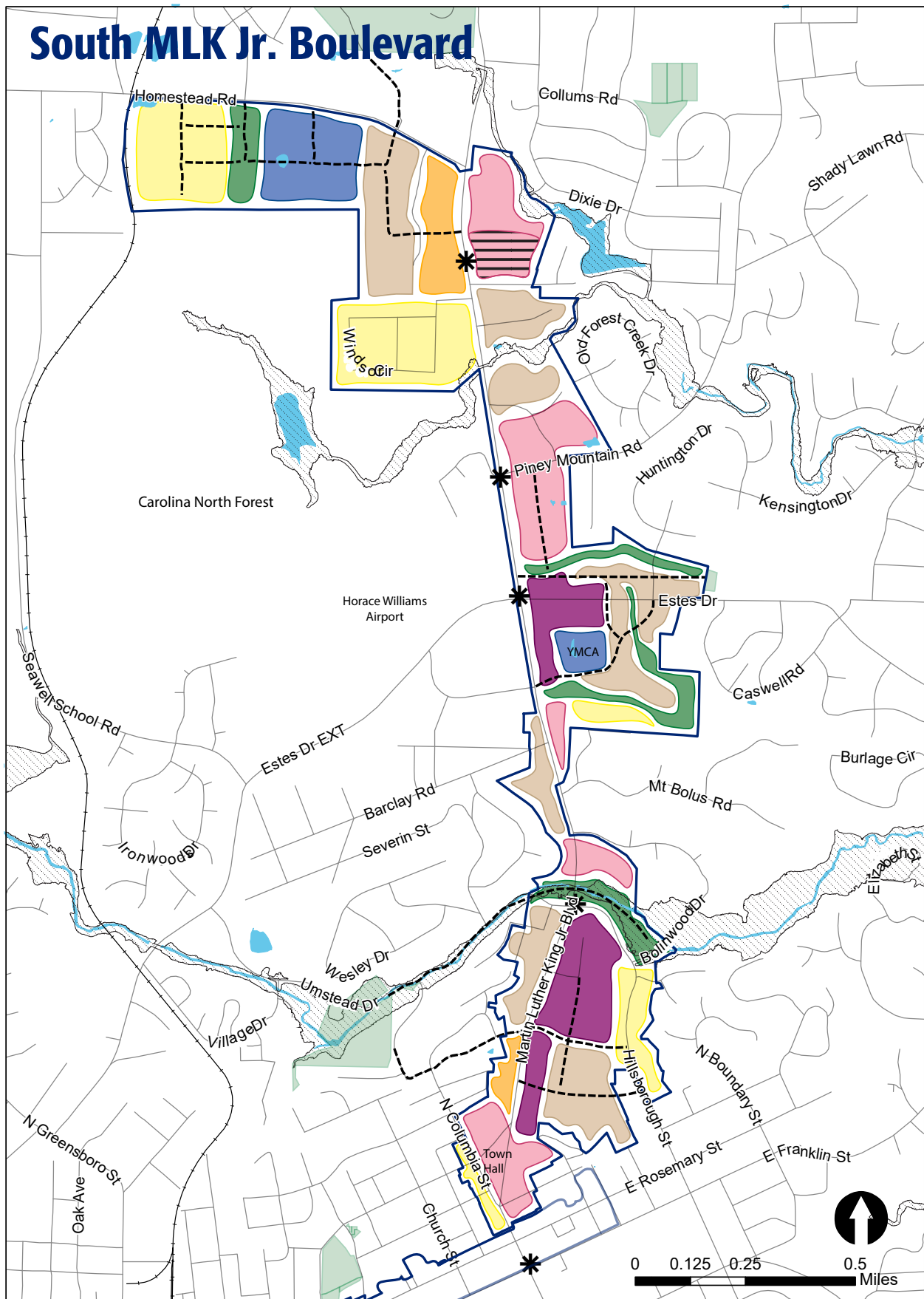















Institutional. This character type includes the former landfill site. [Note: Some institutional uses may be appropriate within other character types.]

Light Industrial. This character type reflects the current zoning designation for the designated area.



South MLK Jr. Boulevard



- | | | |
|---|--|---|
|  Townhomes |  Multifamily, shops and offices (up to 4 stories) |  100-year Floodzone |
|  Apartments (up to 4 stories) |  Multifamily, shops and offices (up to 8 stories) |  Planned BRT Stop |
|  Shops and offices (up to 4 stories) |  Institutional |  Proposed Roadway and Multimodal Connections |
|  Shops and offices (up to 8 stories) |  Parks & Open Space |  Existing Mobile Home Parks |
|  Existing Parks | | |

South Martin Luther King Jr. Boulevard

A gateway corridor with transit-focused development and a mixture of housing types.

The South Martin Luther King Jr. Boulevard Focus Area extends the gateway treatment south to the edge of Downtown. This portion of the corridor is envisioned to include a mixture of uses, including a diversity of housing types, that make the best use of future transit service while protecting natural features such as Bolin Creek.

Overview of Current Conditions

Like the North Martin Luther King Jr. Boulevard Focus Area, the southern portion of the corridor serves as a major arterial and a gateway to Town. While proximity to downtown is a defining feature of this area, it also is a barrier to east-west bicycle and pedestrian mobility, and the rising elevation to downtown makes it difficult for some non-motorized users. High-density housing mainly serving students is situated along the corridor, and established single-family neighborhoods surround these developments. Little undeveloped land remains in this area, meaning most change will come in the form of redevelopment. Previous planning efforts include the Central West Small Area Plan, Estes Drive Bicycle & Pedestrian Improvements, and various town-wide plans.

Focus Area Principles

Connectivity & Mobility

- Street design should calm traffic using a variety of means including landscaping and high visibility crosswalks, especially south of Bolin Creek as you approach the core downtown area.
- New roadway and multimodal connections should accommodate pedestrians, bicycles, vehicles, and transit in ways appropriate to the connection's context.
- Shared-use parking strategies should be encouraged within in mixed-use activity nodes.

Land Use

- Future uses should encourage student-focused housing to reduce stress on adjacent single-family neighborhoods.
- This area should encourage mixed-income housing near transit stations and within mixed-use centers while encouraging locally-based businesses that provide services to the surrounding community.
- Planning controls should establish gradual height and density transitions between new development and existing residential and institutional uses.
- Commercial infill and redevelopment should be bicycle and pedestrian-friendly and connected to the larger multimodal network.

Urban Form & Placemaking

- A cohesive street design along Martin Luther King Jr. Boulevard, from I-40 to downtown, should be achieved through landscaping, building placement, and design guidelines.
- Building, site, and landscape design should be integrated with bus rapid transit stops.
- The character of the surrounding neighborhoods should be preserved while connecting them to the new destinations, amenities, and public spaces
- Buildings should be located closer to Martin Luther King Jr. Boulevard with wide, shaded and continuous pedestrian paths to enhance walkability and frame the gateway corridor.



- Active frontages are encouraged to create vibrancy and ensure pedestrian activity over time. These frontages should consider the placement of buildings on the site, the location of primary entrances, streetscapes, and pedestrian-scaled amenities. In some cases, active frontages may mean that retail and services should be allowed on the first floor within the Apartment character type. Active frontages in this Focus Area should include the intersections of Martin Luther King Jr. Boulevard at Homestead Road and Estes Drive as well as along Martin Luther King Jr. Boulevard south of Bolin Creek.

Density & Intensity

- Leverage future transit service by increasing density and intensity within new developments near planned transit stations.
- New developments should include variable heights and densities in response to existing land uses and natural features such as site-specific terrain, tree height, and tree stands

Environmental

- Sustainable site development that facilitates the use of best management practices that minimize or reduce the impact of impervious cover should be encouraged.
- Future decisions should minimize disruption to the natural features such as Bolin Creek while making connected open spaces available for people's use and enjoyment.
- Some developed properties along Bolin Creek should transition to open space.

Character Types

Predominant Uses

Townhomes. This character type provides a medium intensity residential opportunity that serves as a transitional use to single family homes and provides additional residential units within walking distance of future bus rapid transit stops and the Downtown area. Townhomes in this Focus Area will help increase range of housing prices within proximity to parks and open space.

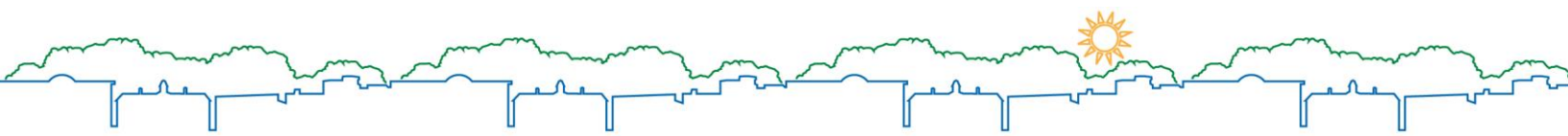
Apartments (up to 4 stories). This character type accounts for higher density residential uses compared to Townhomes. In this Focus Area, this character type is located within proximity to parks and open space and provides additional opportunities for affordable housing.

Multifamily, Shops, and Offices (up to 4 stories). This character type promotes walkable activity nodes that are smaller in scale and include uses such as office, retail, neighborhood services, and multifamily residential. This Focus Area locates this character type adjacent to future bus rapid transit stops and within walking distance of Downtown.

Multifamily, Shops, and Offices (up to 8 stories). This character type allows for the highest density and intensity. Two locations (Estes Drive and Hillsborough Street) have been identified, each of which leverage future premium transit service on the corridor.

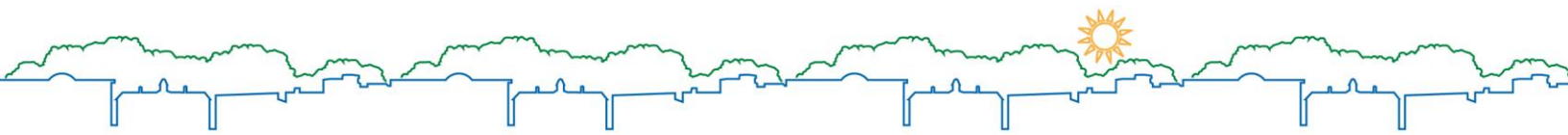
Other Uses

Shops and offices (up to 4 stories). This character type creates two smaller sized commercial nodes along the corridor to house retail space, offices, and other services. This character type serves as a transition between the Martin Luther King Jr. Boulevard and nearby single-family residential neighborhoods.

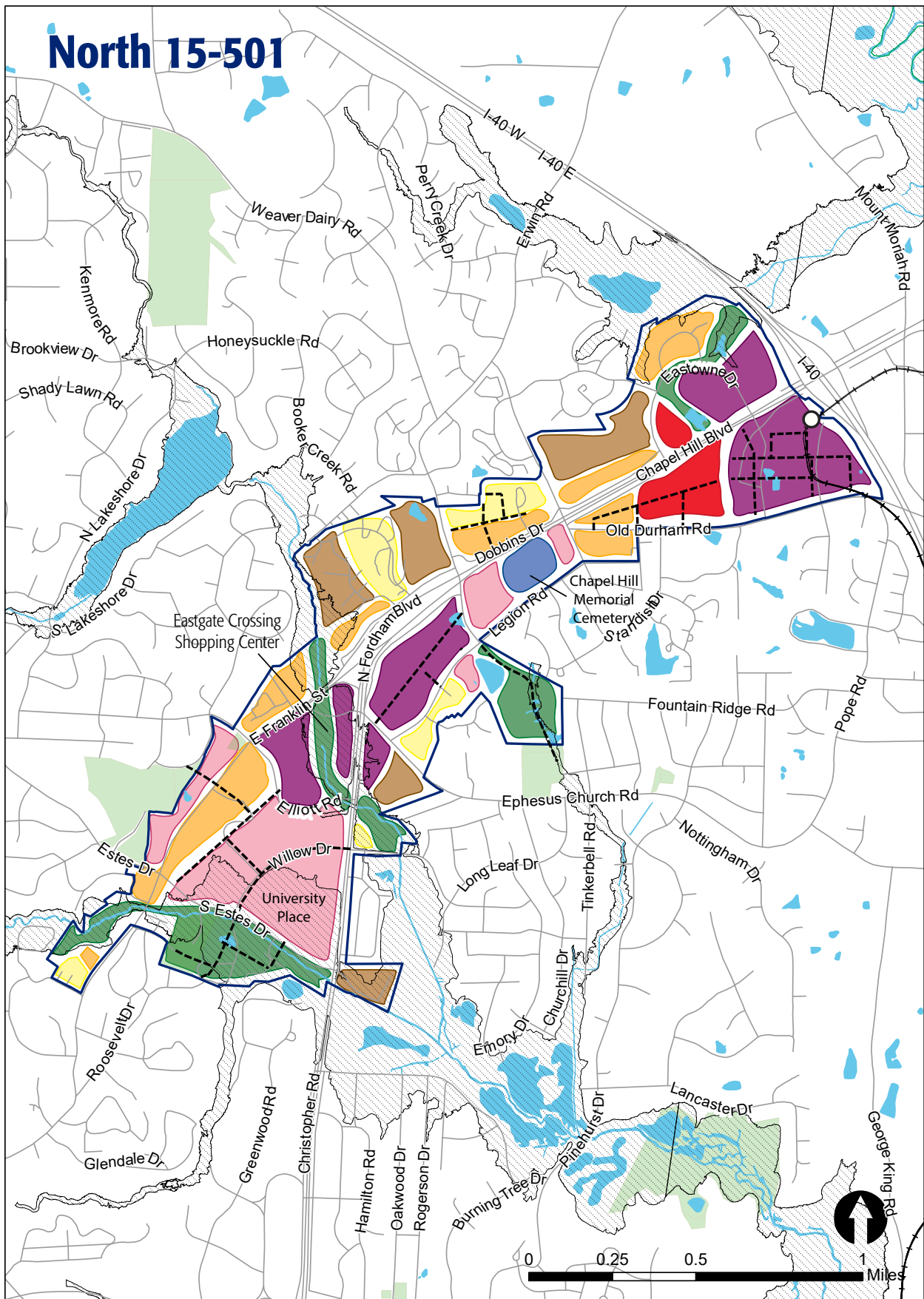














Institutional. Institutional uses in this Focus Area include Town Hall and Orange County facilities. [Note: Some institutional uses may be appropriate within other character types.]

Parks & Open Space. This character type accounts for the Focus Area's critical natural feature (Bolin Creek) and provide open space in proximity to residential uses.



North 15-501



- | | | |
|---|--|---|
|  Townhomes |  Multifamily, shops and offices (up to 4 stories) |  100-Year Floodplain |
|  Apartments (up to 8 stories) |  Multifamily, shops and offices (up to 8 stories) |  Planned Light Rail Station |
|  Shops and offices (up to 4 stories) |  Institutional |  Planned Light Rail Alignment |
|  Shops and offices (up to 8 stories) |  Parks & Open Space |  Proposed Roadway and Multimodal Connections |

North 15-501

An “uptown” mix of higher intensity uses.

The North 15-501 area is envisioned as a mix of higher intensity uses that give the linear gateway corridor an uptown dynamic. The Focus Area emphasizes continuity between development and places higher intensity uses near future transit service and where redevelopment is most likely. Portions of the Focus Area that are currently developed may transition over time to open space.

Overview of Current Conditions

North 15-501 is one of the town’s major retail and commercial centers as well as an important gateway from I-40. Higher density housing, commercial, and mixed-use developments dominate the corridor, which is surrounded by established single-family neighborhoods. Significant flood and stormwater concerns impact a major portion of this area. In 2014, Chapel Hill adopted a form-based code for the Blue Hill District to establish and maintain a consistent and cohesive design aesthetic. The proposed Durham-Orange Light Rail “Gateway” station is located at the Focus Area’s east end and, if developed, would influence the form, character, and context of development in that area if the project moves forward. Previous planning efforts include Ephesus Church Road/Fordham Boulevard Small Area Planning and Traffic Analysis, Blue Hill District Design Guidelines, and various town-wide plans.

Focus Area Principles

Connectivity & Mobility

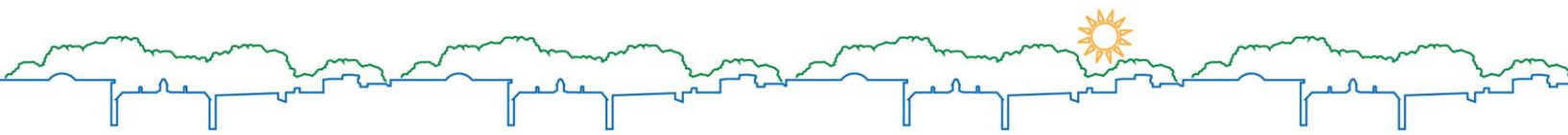
- Shared-use parking strategies should be encouraged within mixed-use activity nodes.
- Given the higher density envisioned for this corridor, bicycle and pedestrian mobility within and to the Focus Area should be prioritized.

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.
- 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 encouraging new multifamily housing in identified locations, particularly near the Gateway Station and at the intersection of Fordham Boulevard and Franklin Street.
- This Focus Area should include employment centers, whether single user or in a mixed office setting, within proximity to transit stops.

Urban Form & Placemaking

- As a gateway from the northeast, additional attention should be given to the form and function of the corridor, including the preservation of street trees and orientation of buildings.



- As single-story retail centers such as University Place and Eastgate are redeveloped into multi-story mixed-use developments, the provision of additional, connected public spaces should be emphasized.
- The Focus Area is characterized by its inviting streetscapes that blend the aesthetics of the built environment with mature tree canopies. Maintain this quality by preserving key vegetative areas and implementing new street tree plantings to support this character.
- Redevelopment should feature a more compact and connected urban framework by limiting block lengths and ensuring a high intersection density.
- Site buildings closer to the street to enhance the walkability within the Focus Area.
- Active frontages are encouraged to create vibrancy and ensure pedestrian activity over time. These frontages should consider the placement of buildings on the site, the location of primary entrances, streetscapes, and pedestrian-scaled amenities. In some cases, active frontages may mean that retail and services should be allowed on the first floor within the Apartment character type. Given its “uptown” vision, active frontages should be a priority throughout 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 areas should be reconsidered if the light rail line is not constructed.

Environmental

- The Town should continue to seek ways to reduce overflows into the Focus Area’s historically flood prone locations.
- Sustainable site development that facilitates the use of best management practices that minimize or reduce the impact of impervious cover should be encouraged.
- Redevelopment and new development should enhance how people are connected to and 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 overall urban tree canopy goals.
- Some developed properties should transition to open space, where possible, which may require intensifying development away from restored open space.

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 be appropriate for a larger employment-focused development and is only appropriate if and when light rail is completed.



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. Connectivity 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 and when light rail is completed.

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.

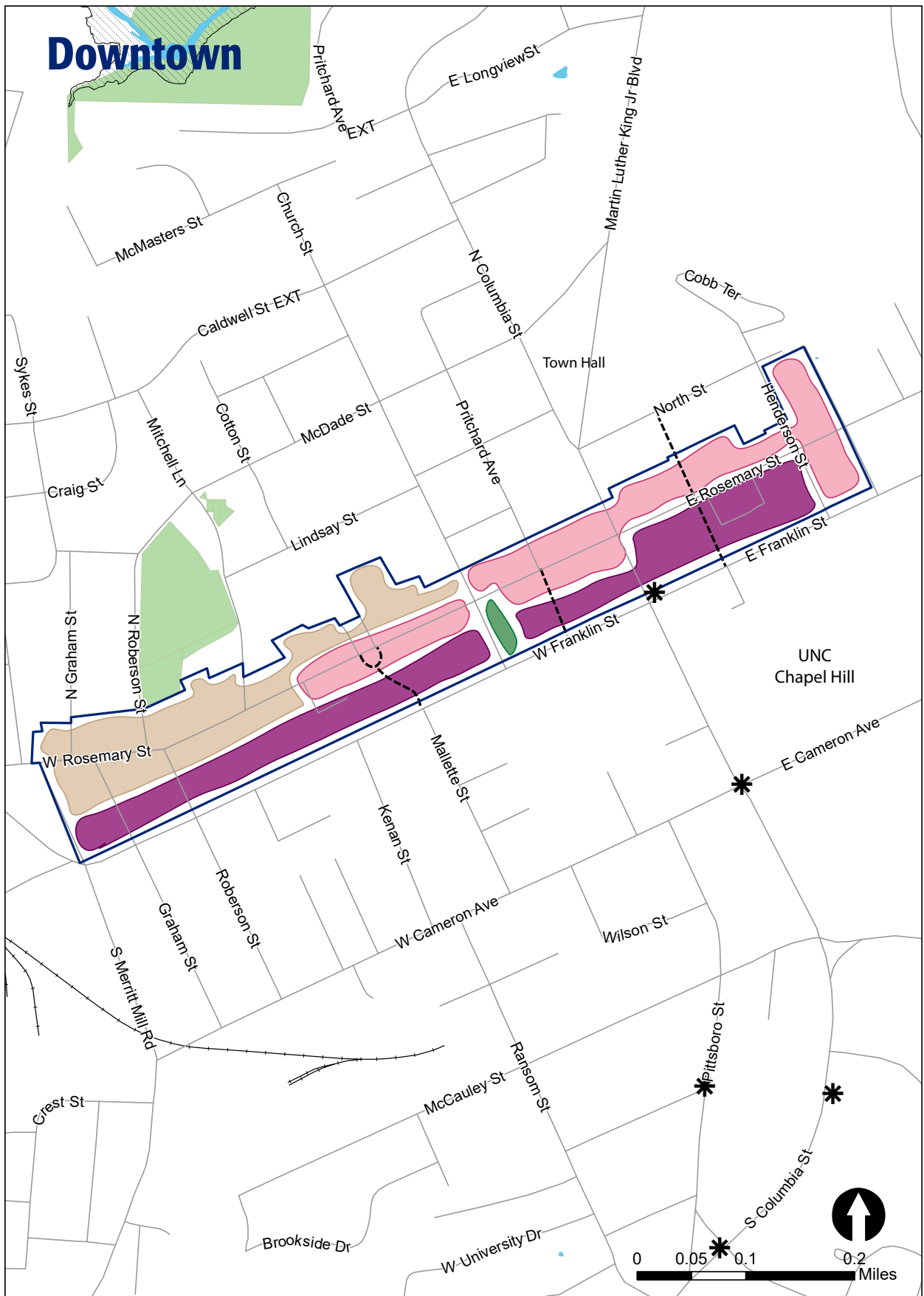
Other Uses













Townhomes. This character type provides a medium 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. [Note: Some institutional uses may be appropriate within other character types.]



Downtown



- | | | |
|---|--|---|
|  Apartments (up to 4 stories) |  Multifamily, shops and offices (up to 4 stories) |  100-year Floodplain |
|  Apartments (up to 8 stories) |  Multifamily, shops and offices (up to 8 stories) |  Planned BRT Station |
|  Shops and offices (up to 4 stories) |  Institutional |  Proposed Roadway and Multimodal Connections |
|  Shops and offices (up to 8 stories) |  Parks & Open Space | |
| |  Existing Parks | |

Downtown

Preserving and enhancing the heart of Chapel Hill.

The Downtown Focus Area continues the maturation of the Town’s core through infill, redevelopment, and adaptive reuse. Special consideration is given to previous Town planning efforts while encouraging sufficient density to absorb growth and limit impacts to other areas of Chapel Hill. Preserving and enhancing the heart of Chapel Hill is a core component of this area.

Overview of Current Conditions

The Downtown Focus Area stretches from the Town boundary with Carrboro in the west to Spring Lane in the east. This Focus Area covers the traditional core of the Town and is home to a variety of restaurants, offices, and other services typical of a central business district. The area includes part of the Franklin-Rosemary Historic District and University of North Carolina campus, and the student population is a major influence. Though no undeveloped land remains within this area, redevelopment likely will occur over time. Opportunities to enhance the urban design and functionality of Franklin and Rosemary Streets will occur as part of this redevelopment. Proactive planning will be necessary to absorb growth over time while preserving the unique character of downtown and protecting established neighborhoods to the north, east, and south. Numerous previous plans are on the books, including the West Rosemary Development Guide and various town-wide plans.

Focus Area Principles

Connectivity & Mobility

- Encourage safe and attractive multi-modal transportation options that leverage the street grid and urban intensity.
- Connect and widen sidewalks to encourage walkability, where possible.
- Continue to grow the multimodal network within the downtown area by implementing the vision of the Chapel Hill Mobility and Connectivity Plan
- Parking: encourage appropriate redevelopment of surface parking and parking decks to provide more structured parking solutions for private and public use and further infill development goals that support better streetscape character, scale, and connectivity.
- Parking strategies that optimize parking capacity by allowing complementary land uses to share spaces should be encouraged.
- In all cases, parking between buildings and primary streets should be avoided.

Land Use

- Redevelop parking facilities to knit together the urban fabric and enhance the streetscape character and public realm.
- Allow increased heights within the Focus Area in locations where such height may be necessary to support or encourage stated redevelopment initiatives.
- Encourage higher density compatible housing through infill, redevelopment, and adaptive reuse.

Urban Form & Placemaking

- Design alleys to serve as functional pathways and wayfinding.
- Enhance the visual character of the Franklin and Rosemary Streets with additional plantings and consistent street design elements.



- Increase tree canopy coverage.
- Establish design guidelines and controls to develop buildings to be compatible in form and proportion with desired character.
- Active frontages are encouraged to create vibrancy and ensure pedestrian activity over time. These frontages should consider the placement of buildings on the site, the location of primary entrances, streetscapes, and pedestrian-scaled amenities. In some cases, active frontages may mean that retail and services should be allowed on the first floor within the Apartment character type. Active frontages in this Focus Area should include the full extents of Franklin Street and Rosemary Street east of Church Street. Active frontage also should be encouraged at the intersections of West Rosemary Street and Graham Street, Amity Court/Andrews Lane, and Church Street.

Density & Intensity

- Redevelop at a scale and intensity that strengthens the downtown’s capacity to absorb growth and limit impacts to other areas of Town.

Environmental

- Sustainable site development that facilitates the use of best management practices that minimize or reduce the impact of impervious cover should be encouraged, such as use of pervious pavements, solar shade structures, and water efficient landscape palettes.
- Create urban pocket parks adjacent to the sidewalk zones.
- Green building concepts such as sustainable siting, energy efficiency, water efficiency, and sustainable construction materials should be encouraged.

Character Types

Predominant Uses

Apartments (up to 4 stories). This character type provides for multifamily residential uses along Rosemary Street west of Church Street. Some non-residential uses may be appropriate at intersections along West Rosemary Street. [Note: Core heights may be increased based on certain criteria. And, while height is referenced as “up to”, minimal heights likely are appropriate and should be determined as part of the Land Use Management Ordinance Rewrite.]

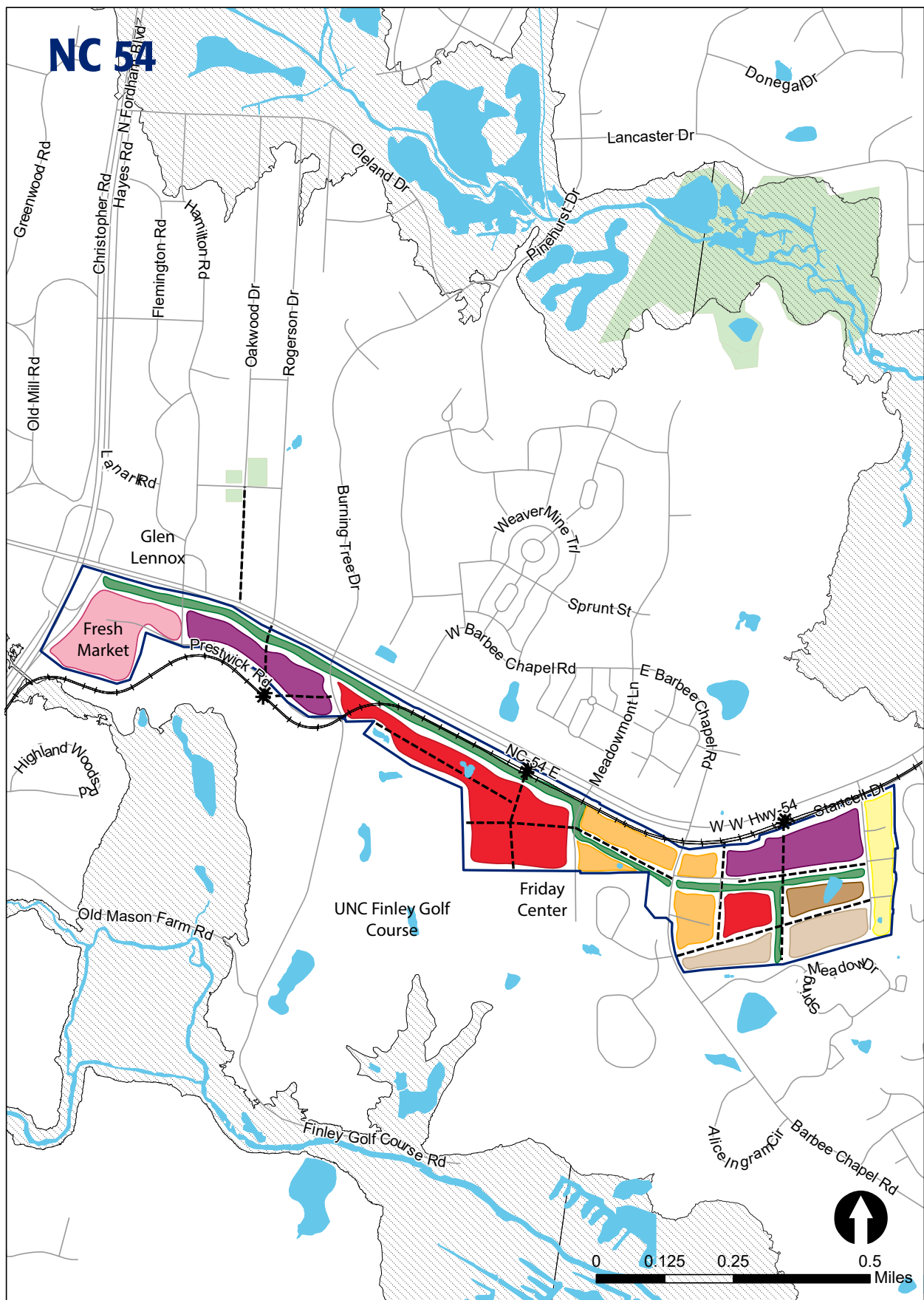
Multifamily, shops and offices (up to 4 stories). This character type provides promotes smaller scale walkable activity nodes on the east side of downtown, mostly centered on Rosemary Street. The character type may include retail, office, neighborhood-scale services, and multifamily residential and offers a transition to single-family residences to the east. [Note: Core heights may be increased based on certain criteria. And, while height is referenced as “up to”, minimal heights likely are appropriate and should be determined as part of the Land Use Management Ordinance Rewrite.]















Multifamily, shops and offices (up to 8 stories). This character type provides higher intensity commercial development along Franklin Street. This character type is appropriate for the Town’s central business district. [Note: Core heights may be increased based on certain criteria. And, while height is referenced as “up to”, minimal heights likely are appropriate and should be determined as part of the Land Use Management Ordinance Rewrite.]

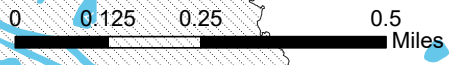
Other Uses

Parks & Open Space. This character type provides pockets of open space conducive to the Town’s central business district. Parks and greenspaces will be encouraged throughout the Focus Area in all character types.





- | | | |
|---|--|---|
|  Townhomes |  Multifamily, shops and offices (up to 4 stories) |  100-year Floodplain |
|  Apartments (up to 4 stories) |  Multifamily, shops and offices (up to 8 stories) |  Planned Light Rail Station |
|  Apartments (up to 8 stories) |  Institutional |  Proposed Light Rail Alignment |
|  Shops and offices (up to 4 stories) |  Parks & Open Space |  Proposed Roadway and Multimodal Connections |
|  Shops and offices (up to 8 stories) |  Existing Park | |



NC 54 Corridor

Employment centers with a green gateway to Chapel Hill.

The NC 54 Focus Area blends established and anticipated employment centers with the corridor's defining existing feature—linear greenspace. The Focus Area considers the likely benefits of future transit service by encouraging compact, mixed use development highlighted by diverse and affordable housing options.

Overview of Current Conditions

The NC 54 corridor is a major gateway to the Town from the east and includes several office and commercial centers. Glen Lennox and Meadowmont draw patrons from throughout the community and beyond with dining, entertainment, retail, and services. The corridor has the potential to expand as an employment destination, offering many opportunities for mixed-use developments to take advantage of captive demand from weekday employees. With three stops located on the south side of NC 54, the proposed Durham-Orange light rail project will influence land use and development. Most opportunities to reshape the corridor toward a transit-oriented pattern are likely to come from redevelopment and intensification of the existing uses, rather than the new development of currently vacant land.

Focus Area Principles

Connectivity & Mobility

- The NC 54 corridor should become more bicycle and pedestrian friendly by closing gaps in the multimodal network and making it easier to traverse NC 54.
- The future design should yield an attractive, tree-lined, boulevard with a median, where the pedestrian and cyclist realms are protected by the natural landscape and physical barriers.
- New roadway and multimodal connections should be created to reduce local trips on NC 54 and enhance circulation within new development.

Land Use

- Diverse and affordable housing options should be located in areas that connect to existing and future transit service.
- Compact, mixed use developed should occur near transit and supported by a multimodal transportation system.

Urban Form & Placemaking

- Visual assets such as landscaped medians, tree-lined streets, and building facades should be integrated into a coordinated corridor design.
- Mixed-use centers should include public spaces and promote a more holistic corridor design.
- Active frontages are encouraged to create vibrancy and ensure pedestrian activity over time. These frontages should consider the placement of buildings on the site, the location of primary entrances, streetscapes, and pedestrian-scaled amenities. In some cases, active frontages may mean that retail and services should be allowed on the first floor within the Apartment character type. Active frontages in this Focus Area should include the intersection of NC 54 and Barbee Chapel Road, the frontage along Finley Golf Course Road, and along interior connections.
- full extents of Franklin Street and Rosemary Street east of Church Street. Active frontage also should be encouraged at the intersections of West Rosemary Street and Graham Street, Amity Court/Andrews Lane, and Church Street.



Density & Intensity

- Develop at a height and scale appropriate to future transit, existing development, and surrounding areas.

Environmental

- Sustainable site development that facilitates the use of best management practices that minimize or reduce the impact of impervious cover should be encouraged.
- Preserve and expand linear greenspace so NC 54 offers a greater contribution to the Town's urban tree canopy goals.

Character Types

Predominant Uses

Shops and Offices (up to 4 stories). This character type creates a commercial node at the intersection of NC 54 and Barbee Chapel Road, which would provide retail space, offices, and other services.

Shops and Offices (up to 8 stories). This character type centers a high intensity commercial node near the planned light rail station across from Meadowmont. This character type would be appropriate for a larger employment-focused development and is only appropriate if and when light rail is completed.

Multifamily, shops and offices (up to 8 stories). This character type identifies two locations along the corridor for a higher density and intensity mixture of uses. These locations leverage future transit service.

Parks & Open Space. The character type provides a linear greenspace along the majority of the corridor extents to maintain a green gateway from the east.

Other Uses

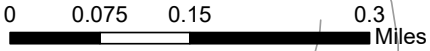
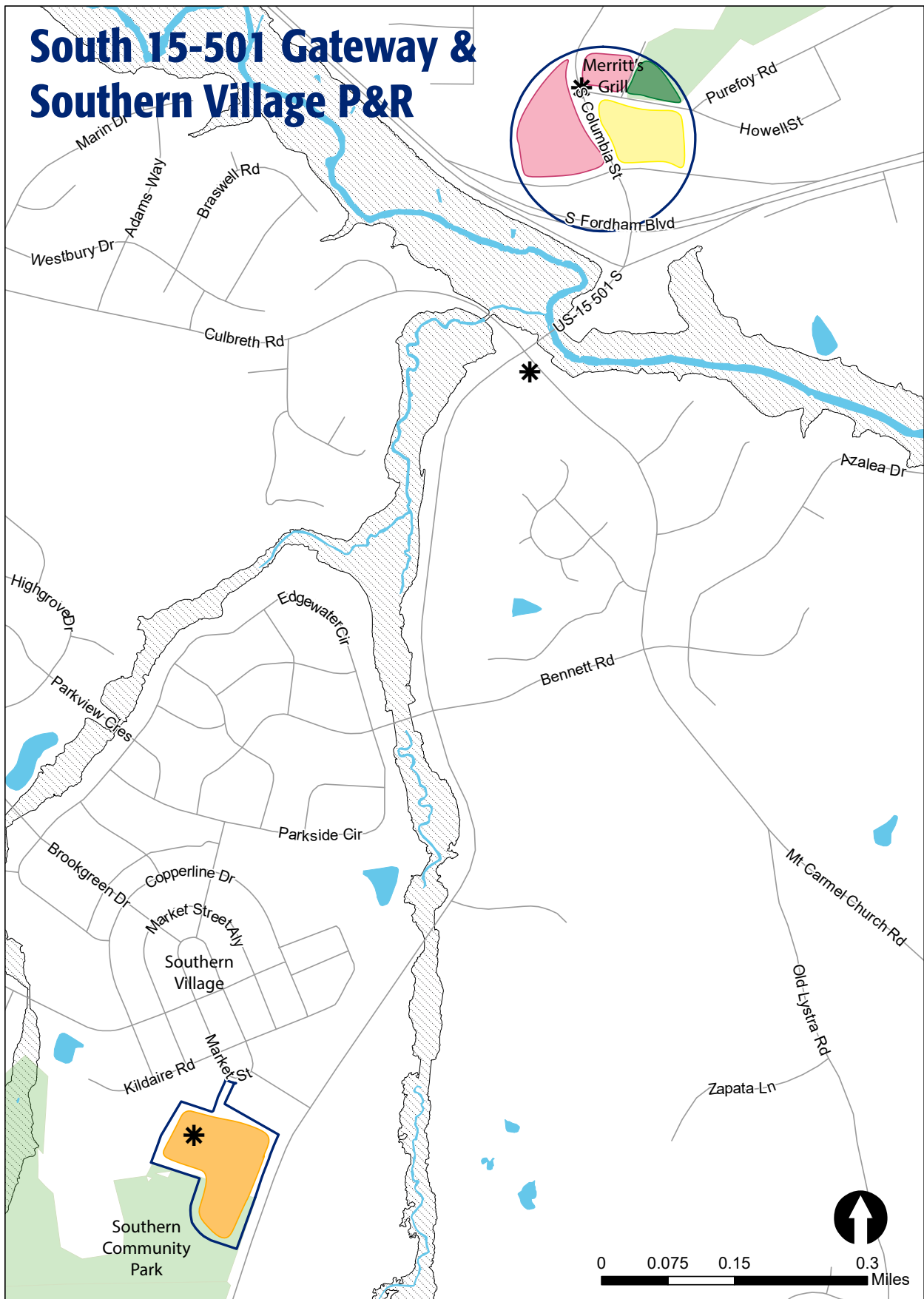
Townhomes. This character type provides a lower intensity residential opportunity on the eastern edge of the Focus Area. This location offers proximity to mixed-use areas and provides a transitional use to single-family neighborhoods. This character type also enhances the range of housing prices within proximity to premium transit service.













Apartments (up to 8 stories). This character type accounts for the Focus Area's highest density residential use and is strategically located near the future bus rapid transit stop at Weaver Dairy Road.

Multifamily, shops and offices (up to 4 stories). This character type promotes a smaller scale walkable activity node near NC 54 on the western edge of the Focus Area. Uses such as retail, office, and neighborhood-scale services are supported by multifamily residential within the development and adjacent residential uses.



South 15-501 Gateway & Southern Village P&R



- | | | |
|---|--|---|
|  Townhomes |  Multifamily, shops and offices (up to 4 stories) |  100-year Floodplain |
|  Apartments (up to 8 stories) |  Multifamily, shops and offices (up to 8 stories) |  Planned BRT Station |
|  Shops and offices (up to 4 stories) |  Institutional |  Proposed Roadway and Multimodal Connections |
|  Shops and offices (up to 8 stories) |  Parks & Open Space | |
| |  Existing Parks | |

South 15-501 Gateway / Southern Village Park and Ride

Gateway nodes providing a mixture of uses and housing types.

As two gateway nodes on the southside of Chapel Hill, this Focus Area includes a mixture of uses, housing types, and open spaces that respect the differences of the South 15-501 Gateway and the Southern Village Park and Ride. These areas are envisioned to improve connectivity within and to the Focus Areas as well as to future transit service.

Overview of Current Conditions

This Focus Area includes two redevelopment areas in the southern portion of the Town. The first area includes a gateway node on South Columbia Street just north of NC 54. This area was selected for additional study due to the broad interest in taking a proactive approach to planning the town's major gateways. The second portion of the Focus Area is two parcels centered on Town-owned land near Southern Village. One parcel is currently used as a park and ride lot and is slated to become the terminal station of the Chapel Hill Bus Rapid Transit system. The second parcel is open space. Future premium transit has the potential to change the development context in the surrounding area, necessitating a proactive planning effort to determine the best use of this small Focus Area.

Focus Area Principles

Connectivity & Mobility

- Bicycle and pedestrian connections should link complimentary uses and users to the multimodal network.
- The location and visibility of these nodes, including access to existing and future transit service, and proximity to major roadways should be enhanced with improved access to adjacent neighborhoods, employment, or amenities.
- The development should provide pedestrian and vehicular connections within the nodes and to adjacent areas.
- Connectivity and mobility improvements should make it easier to traverse South Columbia Street.

Land Use

- Changes to the area should be complementary to existing residential uses.
- New housing should be incorporated into the gateway node.

Urban Form & Placemaking

- Reinforce the southern gateway role of these areas through design.
- The form, use, and design of the nodes should include transitions to align with the character and fabric of the existing community.
- The form and pattern for future development should reflect the 2015 scenario planning process for the park-and-ride location, which includes shops and offices that front internal and external streets, structured parking wrapped with buildings, and on-street parking where appropriate.
- Active frontages are encouraged to create vibrancy and ensure pedestrian activity over time. These frontages should consider the placement of buildings on the site, the location of primary entrances, streetscapes, and pedestrian-scaled amenities. In some cases, active frontages may mean that retail and services should be allowed on the first floor within the Apartment character type. Active frontages in this Focus Area should include South Columbia Street within the South 15-501 Gateway node and streets internal to the Southern Village Park and Ride site.



Density & Intensity

- Promote development at a scale that complements the surrounding area.
- As the terminal station for the bus rapid transit system, transit-oriented development should be encouraged with higher density and mix of uses.

Environmental

- Stormwater management strategies shall be coordinated and applied within the two nodes.

Character Types

Predominant Uses

Townhomes. Located in the South 15-501 Gateway node, this character type maintains the residential use south of Purefoy Road but increases allowable density.

Shops and offices (up to 4 stories). Located in the Southern Village Park and Ride node, this character type provides a high intensity commercial node near the planned terminus of the Chapel Hill Bus Rapid Transit system. This character type reflects previous planning efforts by the Town.

Multifamily, shops and offices (up to 4 stories). This character type accounts for more than half of the South 15-501 Gateway node to promote smaller scale walkable activity nodes in proximity to the future bus rapid transit station. Uses may include retail, office, neighborhood-scale services, and multifamily residential.

Parks & Open Space. The South 15-501 Gateway node preserves the existing open space located northwest of the intersection of Purefoy Road and Howell Street.

