

DOWNTOWN CHAPEL HILL SMALL AREA PLAN

A Component of the Chapel Hill Comprehensive Plan

**With
DOWNTOWN
DESIGN
GUIDELINES**

*Adopted
March 27, 2000*

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DOWNTOWN DESIGN GUIDELINES

Downtown Chapel Hill Design Guidelines follows Appendix II of the Downtown Small Area Plan

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1 VISION STATEMENT

The expansion of Chapel Hill outward beyond its original “village” limits is a relatively recent phenomenon, having occurred in most part since World War II. It is this central district, organized around the symbiotic centers of the Downtown and the University campus, which dominates most historical perspectives of the town.

In the planning process, it is necessary to take the long view of a subject area, to look into the future, to acknowledge that change and evolution over extended periods of time are typical attributes of a dynamic urban community, and to work to institute programs, which will direct and control this evolution. For the citizens of Chapel Hill, this idea may require a difficult reorientation of their perception of the town as an expanding “village” to the idea that it is, in fact, a modern small city, with all the real amenities and problems which are now typical of such a small American urban center in the late twentieth century.

The Downtown Small Area Plan places one guiding principle above all others in importance: The preservation and extension of the vital people/

pedestrian-oriented character of the Downtown center, and the fostering of programs and policies which would tend to intensify the social and cultural activity that defines this character. No action, aggressive or modest, in the implementation of this plan would be judged appropriate which did not work to serve this fundamental goal.

Downtown Chapel Hill, like the central business districts of virtually all American towns and cities, has faced a changing relationship with suburban commercial locations. It has been transformed by a demographic shift from its former role as the sole commercial center, serving and supported by an adjacent resident population, to that of a symbolic center, to which more distant auto-bound residents and visitors specifically travel in order to experience its amenities and the enduring charm of its eclectic urban atmosphere.

The Downtown Plan will seek to reverse this tide of decentralization by encouraging the “incubation” of vital, well-integrated, mixed-use development, of which housing, with its after-hours population, would be a key component. Incentives, instituted through creative zoning and other ordinance modifications, would encourage other desirable commer-

THE PLAN SAYS

“The Downtown Plan will seek to reverse the tide of decentralization by encouraging the ‘incubation’ of vital, well-integrated, mixed-use development, of which housing, with its after-hours population, would be a key component.”

> VISION STATEMENT

cial and cultural uses, which would also draw people and a heightened intensity of activity to Downtown.

The Downtown Plan maintains and builds upon the qualities that make Chapel Hill unique. Through a policy combining preservation of the most significant buildings with the enlightened, planned development - or redevelopment - of underutilized lots, blocks, and “holes” in the urban streetscape, the Downtown area may be able to enjoy a new era of increased vitality. This maturation of Downtown would maintain continuity from its village roots through references to these antecedents in architectural details and through the preservation of landmarks. It would be distinguished also by major new civic and commercial structures that - in concert with older structures - would form a coherent, rhythmic pattern of open spaces and closed street “walls” in varying levels of density and intensity up and down the primary streets.

A key concept in this planned “modulation,” or rise and fall of intensity along these axes, is the critical role of these larger public buildings, which would become centers of social and cultural activity, as well as give form to the streetscape.



Shadows on the doorway of a Rosemary Street building.

> VISION STATEMENT

As the Downtown area reaches maturity, transportation and parking systems must adequately serve the needs of downtown residents, workers and visitors. This effort should include a coordinated plan that includes centralized parking structures, continuous street parking, enhanced pedestrian and bicycle infrastructure, and public transit, including a downtown light rail fixed-guideway stop and coordinated full-time bus service to all parts of the community. This may include a multimodal transportation facility downtown.

The Downtown Small Area Plan is explicit about the kinds of development and programs that it would encourage and support. Enacting the means to implement these programs will be equally essential to achieving the goals of the plan. Some measures are easier to visualize and accomplish than others are. For instance, developing strategies for the completion of the streetscape program or the implementation of appropriate pedestrian and bikeway linkages to

and from Downtown are activities that have already been accorded some attention and commitment.

Accomplishing the broader and more abstract initiatives that this plan proposes will require that town leaders assume a more proactive role than in the past in enacting the aggressive changes and modifications to existing regulations described herein that would make these Downtown initiatives possible.

As the Downtown area is expected to evolve over the next several decades, so also, in a parallel manner, is this plan intended to be an evolving document, capable of being supplemented, amended, and updated as changing conditions warrant. What should not change, however, is the essential mission of maintaining the downtown as the social, cultural and spiritual center of Chapel Hill, and ensuring that the qualities and features which draw citizens to its sidewalks, shops, and halls are preserved and regenerated continuously into the future.

THE PLAN SAYS

The Plan is “intended to be an evolving document, capable of being supplemented, amended, and updated as changing conditions warrant.”

DOWNTOWN CHAPEL HILL SMALL AREA PLAN



Scene in courtyard of West Franklin Street office/retail development.

2 GOALS AND OBJECTIVES

> ECONOMIC VITALITY

GOAL

To ensure Downtown Chapel Hill remains the center of the community's government, commercial, spiritual, and cultural activities with appropriate public, office, commercial, and residential development, thereby continuing its economic vitality.

OBJECTIVES

Civic and Cultural Functions

Maintain Downtown Chapel Hill as the focal point for all civic and cultural functions.

Development and Redevelopment

Provide a diversity of densities, scales, land uses and sizes.

Encourage development and redevelopment of properties in the downtown area, designed in accordance with this Downtown Plan.

Change the regulatory environment so that it is easier to develop downtown than in the outskirts of Town.

Density

Utilize available land in an economically optimal fashion.

Security

Provide a safe and secure environment for citizens in the Downtown area.

> GOALS AND OBJECTIVES

> TOWN CHARACTER/LAND USE

GOAL

Maintain and enhance the existing downtown as the social, cultural and spiritual center of Chapel Hill.

OBJECTIVES

Downtown as a Community Gathering Space

- Retain the intimacy of the environment downtown.
- Maintain existing, and encourage new, “magnets” to attract people to downtown.
- Maintain and develop public open space.
- Complete the sidewalk system downtown.
- Encourage public uses to locate downtown.

Aesthetics of Downtown

- Maintain a human scale in the built environment.
- Keep and enhance the existing building appearances, historic charm, human scale and intimacy of downtown.

Residential Uses In and Near Downtown

- Protect fragile residential neighborhoods bordering downtown business districts.
- Preserve, protect and enhance the Northside Neighborhood.
- Promote compatible residential uses in the commercial zones of downtown.

History and Significance of Chapel Hill

- Protect and enhance the historic significance of the downtown area.
- Promote a sense of Chapel Hill history associated with the downtown.

> GOALS AND OBJECTIVES

> INFRASTRUCTURE / PUBLIC SERVICES

GOAL

Downtown facilities and services shall meet the physical, social, and cultural needs of the community.

OBJECTIVES

Refuse and Recycling

Enhance and improve delivery of public services.

Develop a refuse and recycling collection plan that responds to the specific needs and limitations of downtown.

Reduce conflicts between delivery service and refuse and recycling collection.

Intensify litter clean-up within the town center and on adjacent streets.

Public Safety

Intensify public safety efforts.

Pedestrian Pathways

Provide continuity of entire pedestrian system in the downtown and connectivity with adjacent neighborhoods.

Streetscape

Complete the improvements proposed in the Downtown Streetscape Master Plan within five (5) years.

Enhance delivery of public utility services.

Expand the Downtown Streetscape Master Plan to include the side streets connected to Franklin Street.

Permit on-street parking for full length of Franklin Street in front of University Square.

Bikeways

Encourage bicycling by providing for a coordinated and continuous bicycle path system connecting Downtown to the University and to surrounding neighborhoods.

> GOALS AND OBJECTIVES

> TRANSPORTATION

GOAL

Maintain and further develop multiple Downtown transportation systems and facilities to conveniently serve residents, businesses and their employees, customers, and visitors to Chapel Hill.

OBJECTIVES

Pedestrian Facilities and Safety

Create a complete paved sidewalk system in the Downtown Study Area.

Bicycle Facilities and Safety

Improve bicycle access routes and provide additional secure storage facilities.

Transit

Encourage the reduction of employee based single occupancy vehicle trips to downtown by encouraging the use of the Public Transit System and other available methods of transportation.

Support the development of a regional fixed-guideway rail system and transit stops that will serve Downtown.

Systematically study and evaluate the need for, and possible locations of, a bus system transfer facility in Downtown Chapel Hill.

Parking Supply

Provide adequate (but not excessive), and convenient off street short-term parking in either public or private facilities to serve the needs of businesses, residents, and visitors.

Encourage a cooperative parking system driven by downtown tenants.

3 EXISTING CONDITIONS

Downtown Chapel Hill, the symbolic heart of the community, is both an economically and culturally vibrant place.

One of the many influences on the Downtown Study Area is the University of North Carolina campus, adjacent to the downtown area to the southeast. Student foot traffic to and from campus makes up a large part of the downtown’s pedestrian traffic. The students also represent a distinct market for goods, which has a significant influence on the downtown retail mix.

The Study Area generally includes lots/properties fronting on Franklin and Rosemary Streets bounded on the west by Merritt Mill Road, and on the east by Hillsborough/Raleigh Street. (See Map of Study Area on Page 15) Downtown edge areas include the neighborhoods adjacent to the main study area. Study area data does **not** include information for the edge areas; only the information for the main study serves as the basis for the goals, objectives and strategies enumerated in the plan.

DEMOGRAPHICS AND ECONOMICS

Based on 2000 data, there are approximately 2,349 permanent residents in the Downtown Study Area, (See Table 1) and the area contains 23 group quarters and 119 dwelling units. In 1995, the number of people employed in the study area was about 1,033. This number is projected to increase to approximately 1,223 persons by the year 2020 (Source: 1995 Housing and Employment Survey, Town of Chapel Hill).

The Downtown Tax District is roughly bounded to include Rosemary and Franklin Streets between Merritt Mill Road and Henderson Street. Therefore, it does comprise a smaller area than our current Downtown Study Area. However, it is useful to look at information regarding this tax district

TABLE 1: RESIDENTS IN DOWNTOWN STUDY AREA (2000)

Housing	Group Quarters	Residents
Granville Towers	1	1,409
Greek Housing	20	549
Interfaith Council Shelter	1	48
Abundant Life Center	1	28
<i>Subtotal</i>	23	2,034
	Dwelling Units	Residents
The Warehouse	55	175
Other Units	64	140
<i>Subtotal</i>	119	315
TOTAL	NA	2,349

Source: Town of Chapel Hill Planning Dept.

> EXISTING CONDITIONS

TABLE 2: ASSESSED VALUATION (1997)

Shopping Area	Assessed Valuation
Downtown Tax District	\$ 99,399,234
University Mall	\$19,880,892
Chapel Hill North	\$16,888,898
Village Plaza	\$ 7,496,596
Eastgate Shopping Center	\$7,269,392
Glenwood – Glen Lennox Shopping Center	\$6,757,011
Rams Plaza Shopping Ctr	\$ 6,687,068
Galleria Shopping Center	\$ 2,094,702
Total	\$166,473,793

Source: Orange County Economic Development Commission

to get a picture of the health of the downtown area.

Table 2 shows how the January 1997 assessed valuation of the Downtown Tax District was \$99,399,234, as compared with other shopping centers in Chapel Hill below.

The Downtown Tax District equals 60 percent of the total assessed valuation of commercial/shopping areas in the Town of Chapel Hill as of 1997 (See Figure 1).

The vacancy rate for commercial space in downtown Chapel Hill is quite low. Since demand for commercial space is high, owners can weigh their options when making lease decisions. According to the Orange County Economic Development Commission, the Orange County vacancy rate (which includes all jurisdictions within the county) is 1.9 percent, while Chapel Hill/Carrboro’s is 1.6 percent. In general, the vacancy rate in downtown Chapel Hill is roughly one half of that for the

TABLE 3: RENTAL RATES

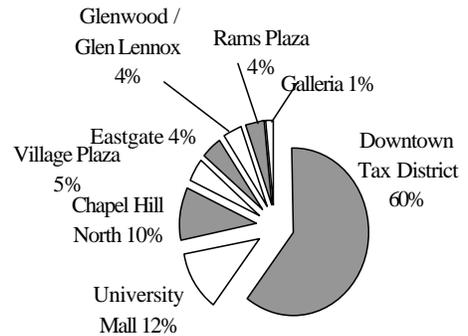
Area	Average
Downtown Chapel Hill	\$22/sq. ft.
University Square	\$19/sq. ft.
Carrboro	\$16/sq. ft.
Eastgate	\$16/sq. ft.
Ram’s Plaza	\$12/sq. ft.

Source: County Economic Development Commission

County as a whole, or 0.5-1.0 percent (February 2000). In the Triangle area, a vacancy rate below 10 percent is considered healthy.

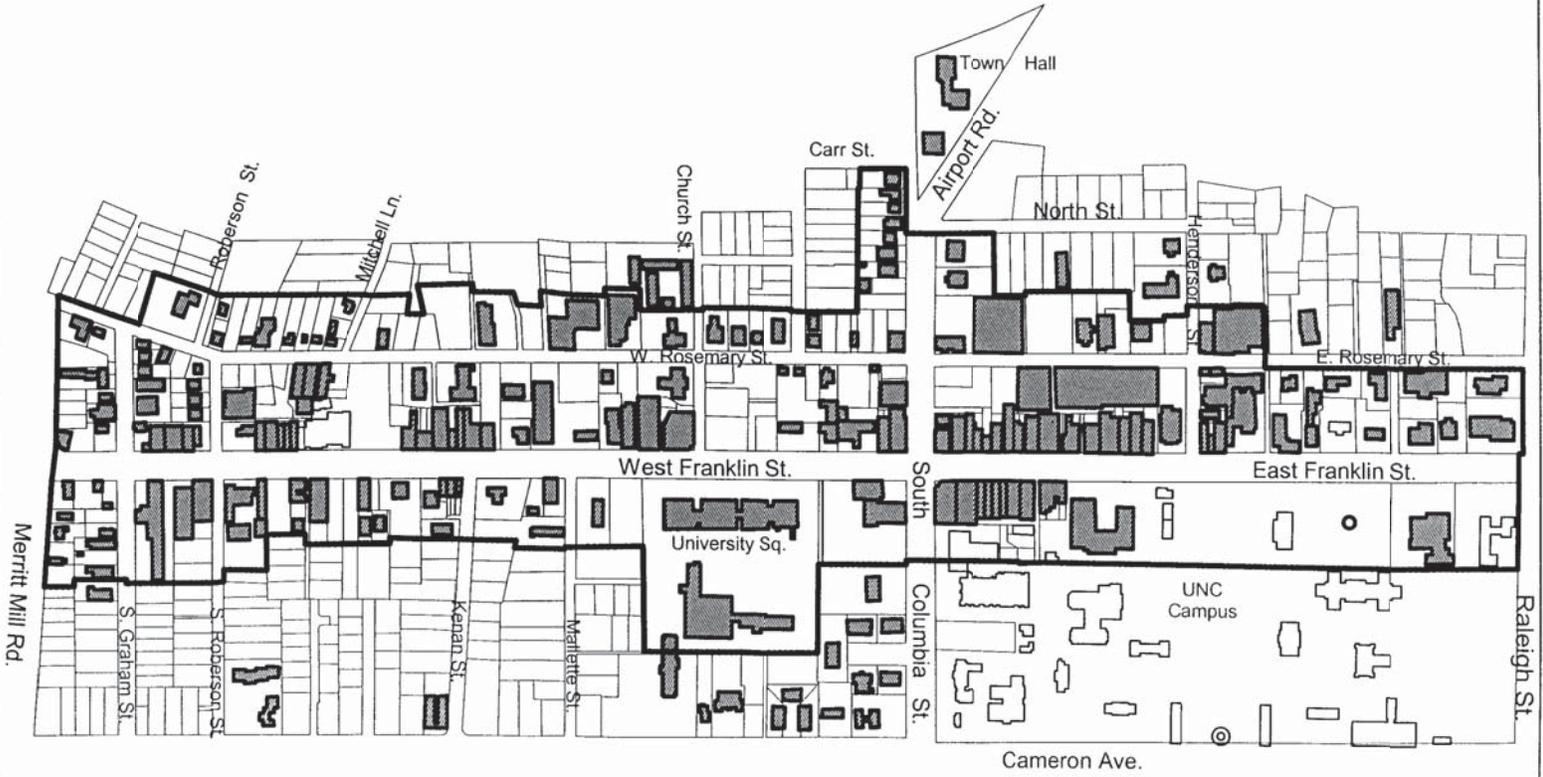
Downtown Chapel Hill has the lowest vacancy rate and the highest rental rates per square foot of commercial space of all commercial areas in and around the immediate Town limits. (The buildings in Table 3 are along Rosemary and Franklin Streets, between Merritt Mill Road and Henderson Street.)

FIGURE 1: ASSESSED VALUES



Source: Orange County Economic Development Commission

**Downtown Small Area Plan
The Study Area
Chapel Hill, N.C.**



300 0 300 600 Feet

	Downtown Buildings
	Study Area Boundary

DOWNTOWN CHAPEL HILL SMALL AREA PLAN

> EXISTING CONDITIONS

There are quite a few downtown Chapel Hill businesses that are located in buildings that they own (See Table 4). Other downtown property owner-occupants include the University of North Carolina, numerous churches, Orange County Government, and the Masonic Lodge.

LAND USE

The downtown study area contains approximately 4,754,091 square feet (109 acres). Fifteen percent of the study area lies within Historic Districts. (See Zoning and Historic Districts Map on Page 19.) The University of North Carolina owns 11 percent of the properties within the study area. (See Land Use Map on Page 21.) Currently, land uses are mainly commercial (retail), with some office, institutional and residential uses (See Table 5).

CHARACTER/APPEARANCE

Physically, the downtown study area is oriented in a lengthwise fashion, east to west, along Franklin and Rosemary Streets. Within this linear downtown area, there are several distinct districts and key features, each unique according to use, building type, building setback, and the method by which ameni-

TABLE 4: BUILDING/BUSINESS OWNERS

Business	Location	Business	Location
Sephora	119 E. Franklin	The Avid Reader	462 W. Franklin
University Florist	124 E. Franklin	Chapel Hill Tire	502 W. Franklin
Ye Olde Waffle Shop	173 E. Franklin	Chapel Hill News	505 W. Franklin
Hector's	201 E. Franklin	Centura Bank	101 E. Rosemary
Walker's Funeral Home	120 W. Franklin	BB&T	143 E. Rosemary
McFarling Exxon	126 W. Franklin	BellSouth	207 E. Rosemary
The Bookshop	400 W. Franklin	Tate Realty	342 W. Rosemary
McDonald's	409 W. Franklin	Oriental Garden	503 W. Rosemary
411 West	411 W. Franklin	Investor's Title	115-123 N. Columbia
Yates Motors	419 W. Franklin	Joseph's Hairstyling	205 N. Columbia
Chapel Hill Cleaners	422 W. Franklin	Page & Page	210 N. Columbia

Source: Orange County Economic Development Commission

TABLE 5: LAND USES IN STUDY AREA

Land Use	Acres	% of Study Area	Land Use (Cont.)	Acres	% of Study Area
Office	8.2	7.5%	UNC	11	10.1%
Commercial	25.3	23.2%	Parking	14.2	13%
Institutional	8.3	7.6%	Vacant	0.3	0.3%
Residential	13.2	12.1%	Mixed Use	5.2	4.8%
Roads/Alleys	24.4	22.4%	TOTAL	109	100%

Source: Chapel Hill Planning Department

> EXISTING CONDITIONS



New construction on West Franklin Street.

ties (or lack thereof), such as sidewalks and other features, have evolved. (See Key Features Map on Page 23.)

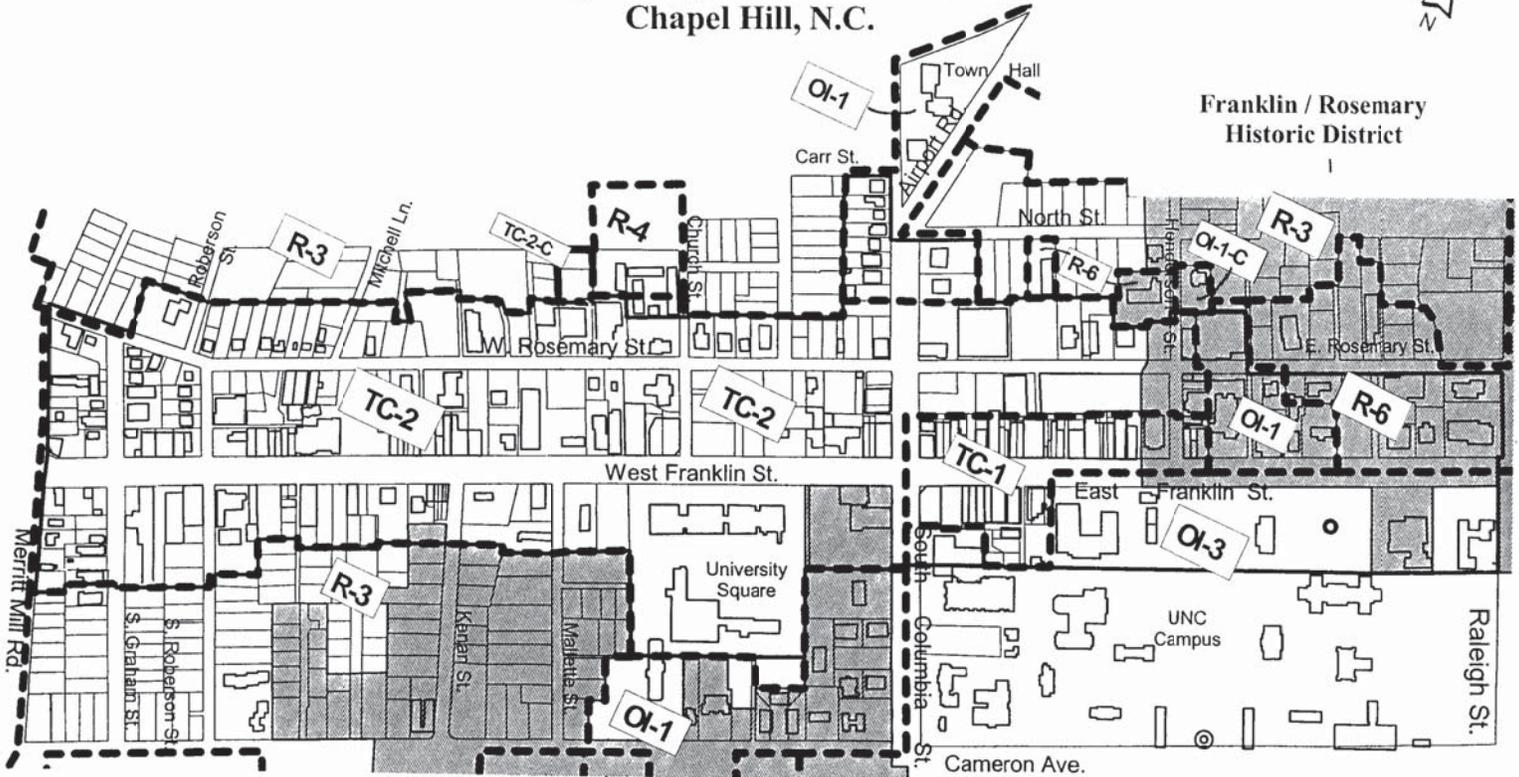
Overall, buildings are in good condition in the downtown study area. A windshield survey, conducted in February 1998, found that 89 percent were in good condition, with 5 percent in fair condition and 6 percent in poor condition. Fair condition was defined as buildings with problems limited to appearance (paint, gutters, broken windows). Poor condition referred to those buildings with

structural problems.

Chapel Hill retains a pedestrian oriented environment and a small town character in its central downtown area. Adjacent historic residential areas, the presence of many mature street trees, the scale of most commercial buildings and a variety of awnings and other architectural details, support the general “village” character of the downtown. This character is also reflected in downtown’s predominant vernacular architectural style.

The character of downtown changes as one moves west from the 100 block of Franklin Street towards University Square on the south side of the 100 block of West Franklin. Here there are fewer buildings and they are set back further from the street in conjunction with large on-grade parking lots. Buildings typically are newer than those in the Central Business District, and are not vernacular in style. The University Square area has a more open spatial character than the rest of the study area, which, with its lack of historical architectural details, makes it appear suburban in character.

Downtown Small Area Plan Existing Zoning and Historic Districts Chapel Hill, N.C.



Zoning Districts	
TC-1	Town Center 1
TC-2	Town Center 2
OI-1	Office Institutional 1
OI-3	Office Institutional 3
R-3	Residential, 7 units/acre
R-4	Residential, 10 units/acre
R-6	Residential, 15 units/acre
-C	Conditional Use

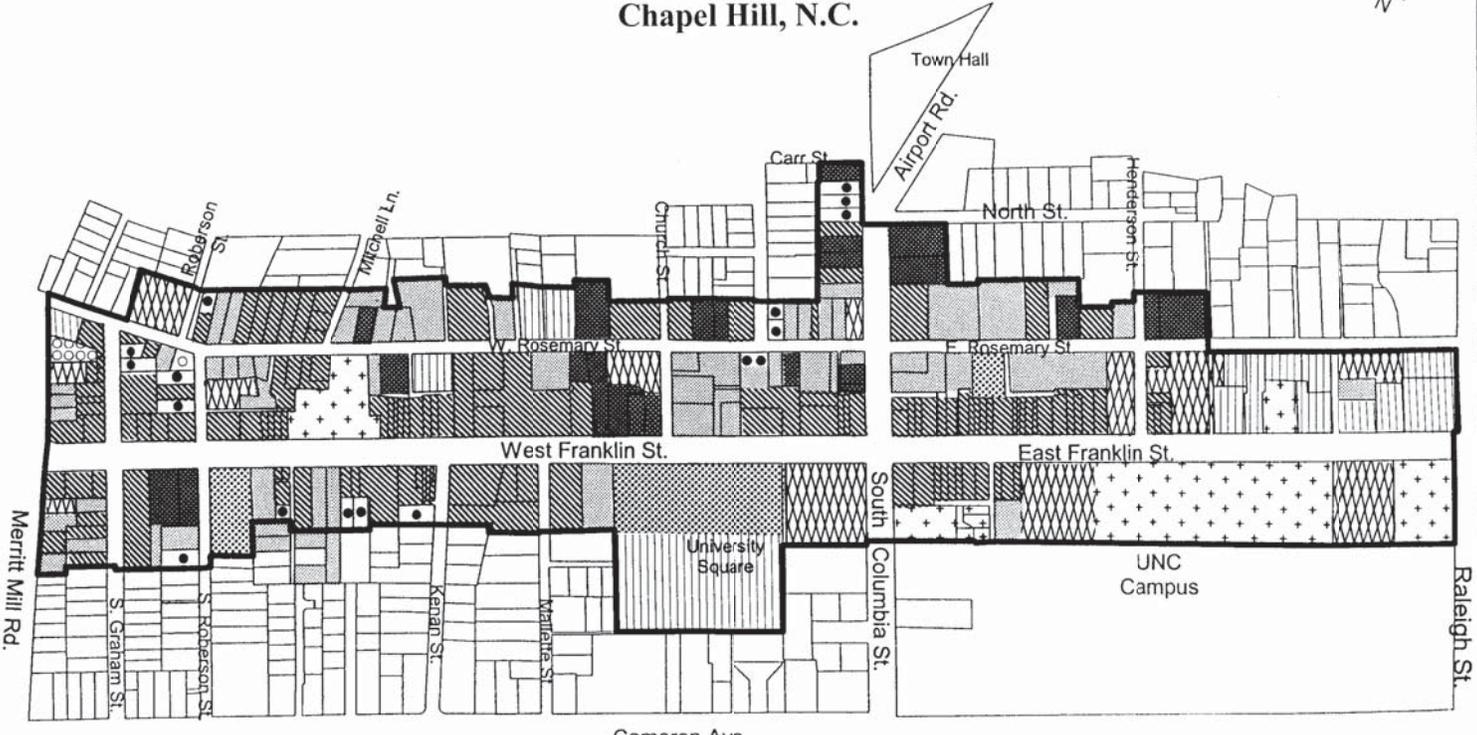
**Cameron / McCauley
Historic District**



	Historic Districts
	Zoning Districts
	Downtown Buildings
	Study Area Boundary

DOWNTOWN CHAPEL HILL SMALL AREA PLAN

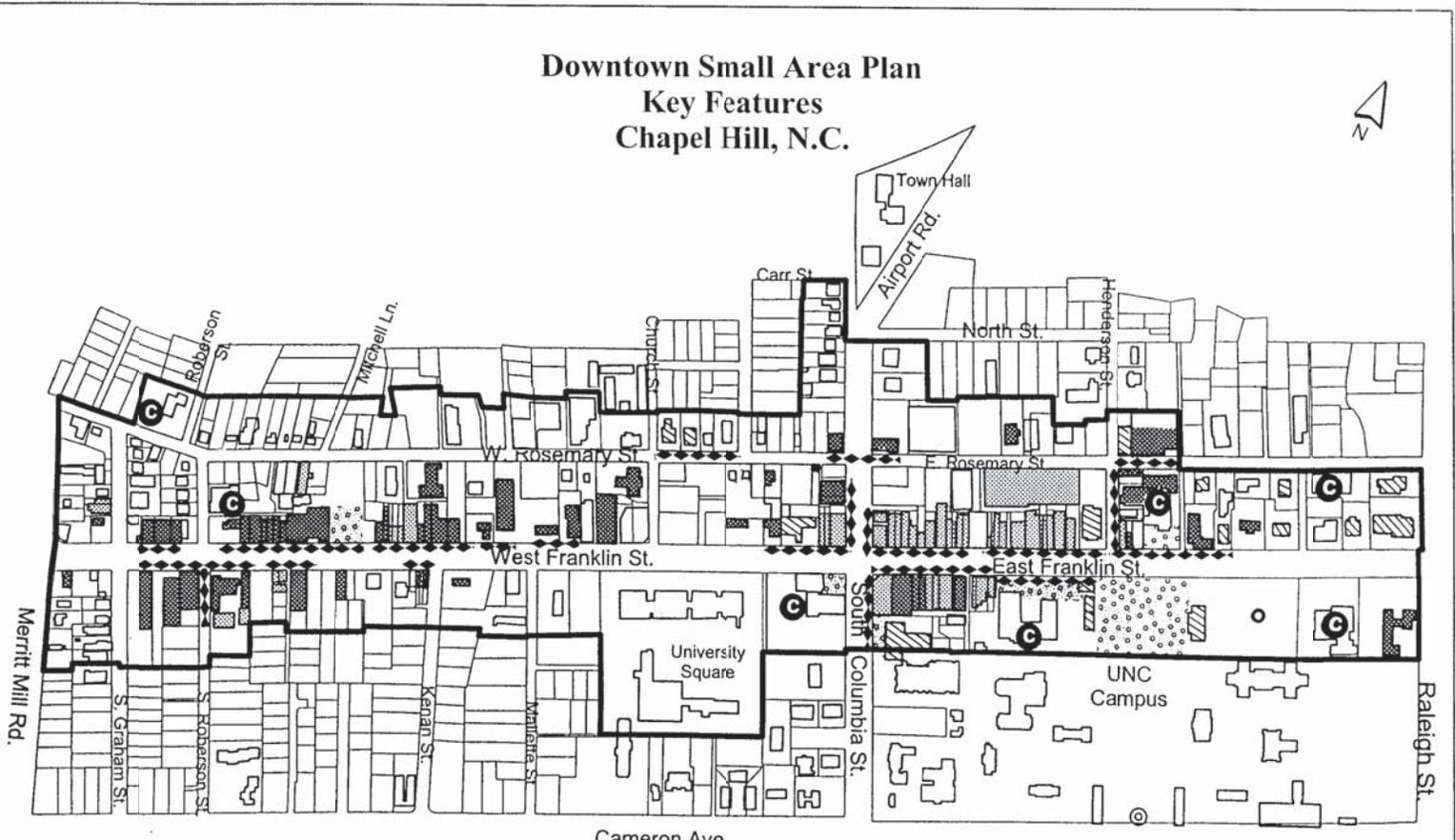
Downtown Small Area Plan Existing Land Use Chapel Hill, N.C.



	Retail		Residential / Single Family
	Office		Residential / High Density
	Mixed Retail / Office		Parking
	Institutional		Parks / Open Space
	University		Vacant Land

DOWNTOWN CHAPEL HILL SMALL AREA PLAN

Downtown Small Area Plan Key Features Chapel Hill, N.C.



- Williamsburg Style
- Vernacular Commercial Style
- Historic Buildings
- Churches
- Streetscape with Compatible Scale
- Significant Greens / Open Spaces

DOWNTOWN CHAPEL HILL SMALL AREA PLAN

> EXISTING CONDITIONS

Between Kenan Street and Merritt Mill Road, buildings typically move forward to the right-of-way once again. Architecture varies considerably, with some being of a vernacular style. Distinctive to this part of the downtown study area are plantings that are adjacent to the sidewalk, and the established canopy provided by large willow oaks along the north side of the street.

On West Rosemary, the streetscape is visually dominated by overhead utility lines on wooden poles on the south side of the street. Trees, where they exist, are typically set back in yards. Very little canopy exists to shade the street or sidewalks.

TRANSPORTATION

Pedestrians

There are five lanes of automobile traffic, including turn lanes, at the intersection where traffic from NC 86 (Columbia Street) and US Business 15-501 (Franklin Street) converge. Pedestrian traffic is very heavy at this intersection, and it is generally perceived as intimidating by those crossing the street.



Gargoyle figure perched atop Pepper's Pizza entrance.

Sidewalks are complete along Franklin and Columbia Streets. Sidewalks are incomplete along West Rosemary Street, especially on its south side. Grade changes directly behind the curb force pedestrians to walk in the roadway between some sections of sidewalk. (See Sidewalks, Bus Stops Map on Page 27.)

> EXISTING CONDITIONS

THE PLAN SAYS

Consistent with one of the principal goals of the Comprehensive Plan, it is not the Town’s objective to provide long-term, all-day parking, but rather to provide short-term parking.

There are two pedestrian crosswalks, with traffic signals, along the 100 Block of East Franklin Street. There are no protected pedestrian crosswalks along West Franklin Street, or on Rosemary Street.

Bicycles

Bicyclists are not permitted on the sidewalks in the downtown study area where they would conflict with pedestrians. There are no separate bike paths or lanes, and traffic lanes are narrow in places, allowing small room for error. There are thirty bike racks on Franklin Street in the Downtown Study Area. Each rack accommodates two to eight bikes. Bicyclists often use parking meters and sign posts to lock their bikes as well.

TABLE 6: DOWNTOWN TRANSIT USE

Location	Boardings/Day
Franklin at Carolina Coffee Shop	601
N. Columbia at Lizard & Snake	244
W. Franklin at Caribou Coffee	156
N. Columbia at Copytron	73

Source: Chapel Hill Planning Department

Transit Service (Bus)

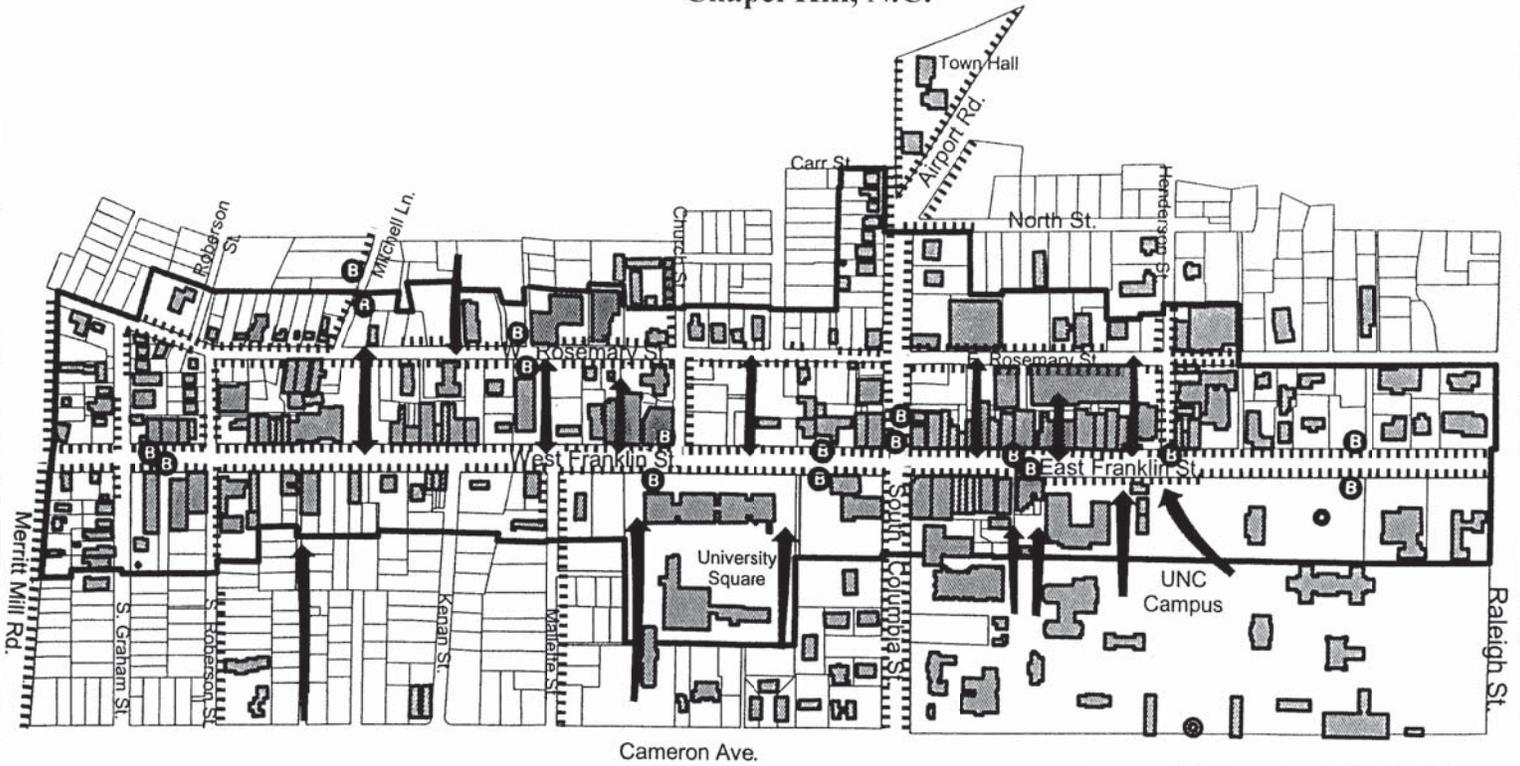
All of the fifteen transit routes provide service to downtown with approximately 14,000 riders per day. The main routes for buses coming through the downtown area are along Franklin Street and Columbia Street. Boarding counts taken in October 1998 (See Table 6) show that some of the more popular bus stops in the Downtown Study Area.

Parking

The Town’s Department of Transportation manages off-street parking. Consistent with one of the principal goals of the Comprehensive Plan, it is not the Town’s objective to provide long-term, all-day parking, but rather to provide short-term parking.

There are 181 on-street parking meters, and 674 off-street spaces, some of which are leased. In addition, parking is provided in paved and unpaved areas by various businesses in the Downtown Study Area. Thirty-seven percent of the total area within the Downtown Study Area is devoted to parking (See Parking Areas Map on Page 29). Parallel parking lanes on both sides of East Franklin and the west side of North Columbia accommodate short-

Downtown Small Area Plan Sidewalks, Bus Stops and Pedestrian/Bicycle Corridors Chapel Hill, N.C.

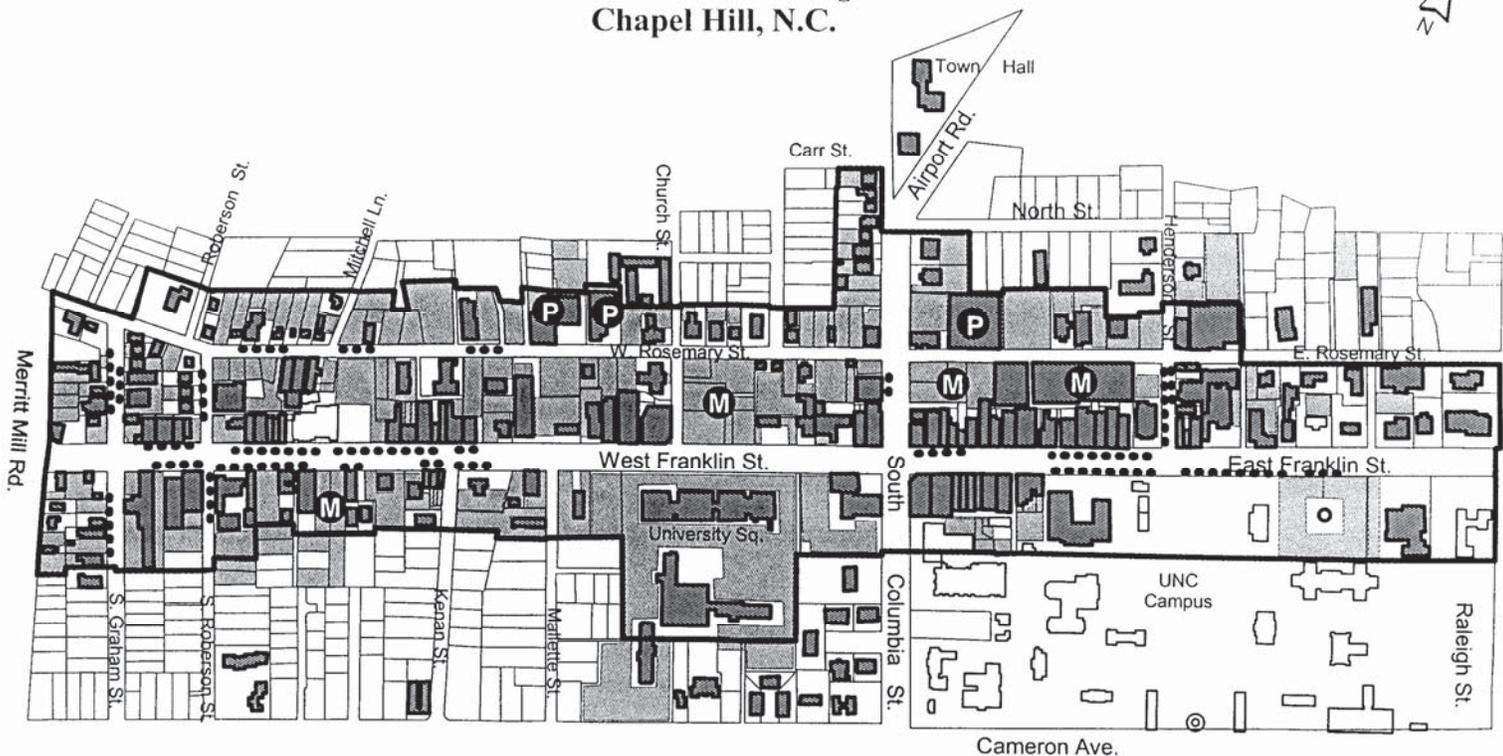


300 0 300 600 Feet

- Sidewalks
- Ⓟ Bus Stops
- ← Pedestrian / Bicycle Corridors

DOWNTOWN CHAPEL HILL SMALL AREA PLAN

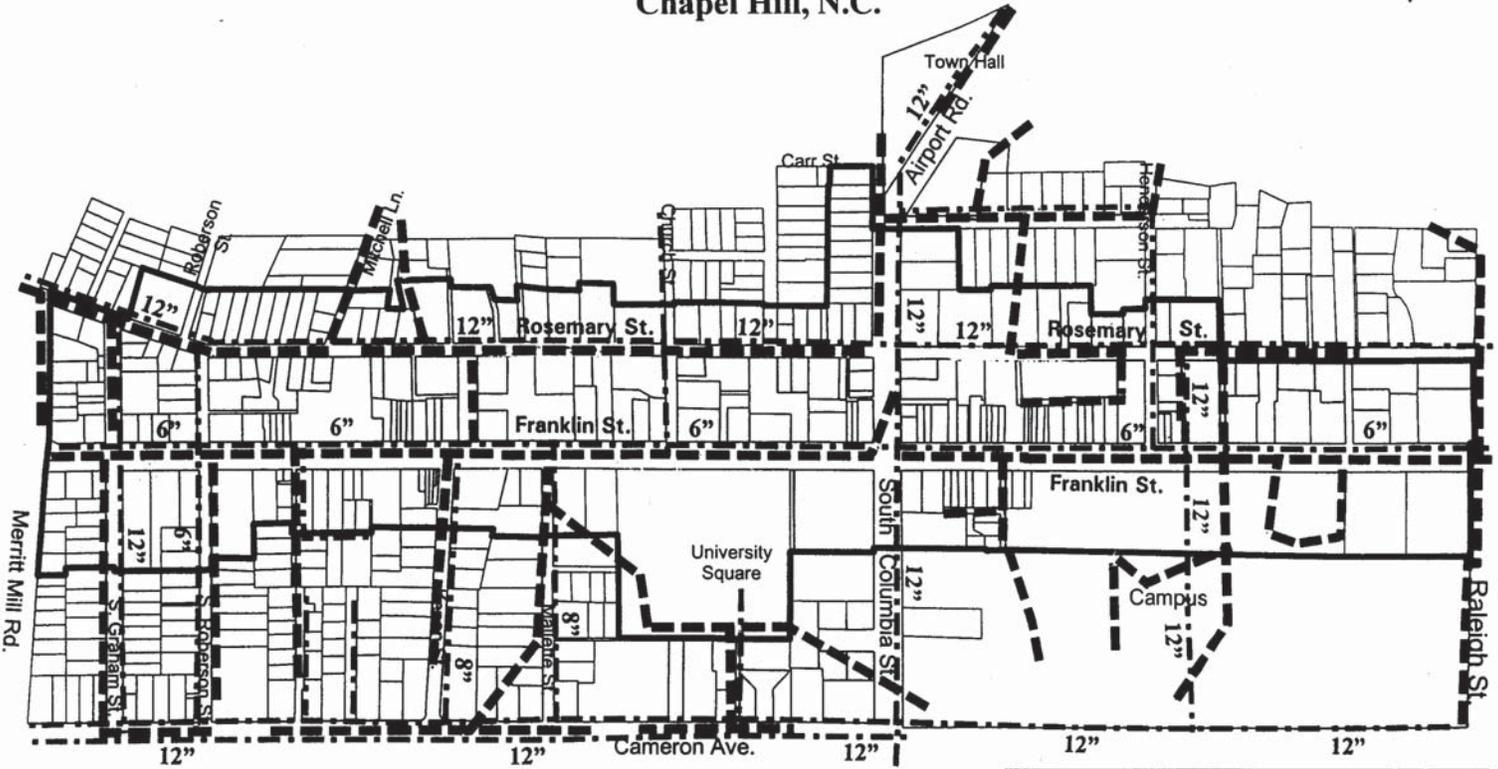
Downtown Small Area Plan Downtown Parking Chapel Hill, N.C.



- M** Municipal Parking Lots and Deck
- P** Public Parking Deck - Privately Owned
- Customer/Employee Parking Areas
- Metered Street Parking
- Buildings

DOWNTOWN CHAPEL HILL SMALL AREA PLAN

Downtown Small Area Plan Water and Sewer Systems Chapel Hill, N.C.



	Sewer Lines
	Water Lines
	12" Water Line Size
	Study Area Boundary

DOWNTOWN CHAPEL HILL SMALL AREA PLAN

> EXISTING CONDITIONS

term parking for shoppers, as well as bus, fire, and loading zones.

West Rosemary Street is two lanes wide with some turn lanes and limited parallel parking. There is no parallel parking on East Rosemary.

Traffic

Franklin, Rosemary and Columbia Streets are main arteries through the Downtown Study Area. Traffic counts conducted in 1997 showed average daily traffic counts over a 24-hour period. Results for downtown locations were:

- West Franklin Street = 17,400 ADT
- Columbia Street (between Franklin & Rosemary) = 15,000 ADT
- Columbia Street (between Franklin & Cameron) = 17,500 ADT
- East Franklin Street = 19,000 ADT

Consistent with this is the fact that the highest percentage of traffic accidents in the downtown area occurs at intersections along these streets. In the period from 1996 to 1999, 733 traffic collisions occurred within the Downtown Study Area. Of these 733 traffic collisions, 17 (2%) involved pedestrians and 30 (4%) involved bicycles. The intersections with the highest percentage of traffic collisions are shown in Table 7.

TABLE 7: COLLISIONS AT DOWNTOWN LOCATIONS (1996-1999)

Location	# of Collisions
Franklin/Columbia	177 (23%)
Franklin/Henderson	120 (16%)
Franklin/Roberson	53 (7%)
Rosemary/Columbia	78 (11%)
Other	323 (43%)
TOTAL:	733 (100%)

Source: Town of Chapel Hill Police Dept.

UTILITIES/SERVICES

Water/Sewer - The downtown study area is served by Orange Water and Sewer Authority (See Water/Sewer Utility Layouts Map on Page 31).

Solid Waste - The Town Public Works department operates garbage collection and two compactors in the downtown area. Collection is two times per week, or four times per week, subject to additional fees. Public Works also provides clean-up for spe-

> EXISTING CONDITIONS

cial events. There are 34 dumpster, 25 commercial recycling and 89 rollout locations within the downtown study area. Control of garbage is not centralized. Currently, there is no plan in place for shared use of facilities.

Police – There has been a 27 percent decrease in violent crimes downtown and a concurrent 14 percent increase in building break-ins between 1998 and 1999. State enabling legislation, which bans open containers of alcoholic beverages, has had a positive impact, as well as an increase in downtown staffing. There are now 32 officers that provide foot patrols, bike patrols, take calls for service and community policing in the downtown area. The predominant offense in the downtown area is alcohol abuse in the late evenings.

Community policing efforts also have a positive effect on the downtown area. There are 11 officers in the neighborhoods in town, many of which border the downtown area. Security Monitors, a part-time workforce of 20 people, also work in the downtown area. They worked a total of 6,844 hours in 1998 and 7,700 hours in 1999. The monitors, who carry walkie-talkies, do not have specific routes, but are assigned to a specific area depending on activities

scheduled on the street on a particular evening and staffing available.

There are two substations located within the Downtown Study Area. One is located on North Graham, between Franklin and Rosemary, and another is located at the Bank of America Plaza. Neither is staffed full-time, but operate as check-in stations for officers. Table 8 contains some crime statistics for the Downtown Study Area.

**TABLE 8: CRIMES REPORTED
DOWNTOWN 1998, 1999**

Crime	# in 1998	# in 1999
Sexual Assaults	1	1
Robbery	32	23
Aggravated Assaults (involving injury or weapon)	38	28
Break-ins (buildings only)	70	80

Source: Town of Chapel Hill Police Dept.

4 PLANNING CONCEPTS

This section describes planning principles and a long-range concept plan that will guide the future of downtown Chapel Hill. The plan stresses the preservation and conservation of areas of downtown that are significant to the community, and points out areas that are appropriate for new development harmonious with the existing character of downtown Chapel Hill. This section is organized according to the four main topic areas of the Goals and Objectives.

ORGANIZING PRINCIPLES

The following basic ideas and principles serve to guide the plan:

1. Downtown is the heart of the community, a vibrant, vital place.

The downtown area remains strong economically and in terms of level of use by its citizens.

2. Recognize what is good about downtown and preserve that; find ways to encourage those

characteristics in new development.

This plan will work to preserve buildings and areas that contribute to the historic and community character of Chapel Hill. The intent here is to provide a tool to manage change in a logical and positive way.

3. Preserve and enhance those elements that contribute to the vitality of downtown.

This plan preserves areas that are identified as historic, and character-setting, in that they most clearly identify the essence of downtown, as well as areas that are working well and do not warrant significant change.

4. Identify areas where there is opportunity for change.

This plan looks for opportunities to replicate desirable elements and identifies areas appropriate for new initiatives.

This plan identifies areas where there is opportunity for change, such as areas that are deteriorating or areas where there is pressure for redevelopment in

THE PLAN SAYS

“This plan preserves areas that are identified as historic, and character-setting, in that they most clearly identify the essence of downtown, as well as areas that are working well and do not warrant significant change.”

> PLANNING CONCEPTS

THE PLAN SAYS

The plan “envision[s] a smooth, orderly transition from intensive downtown retail/commercial uses to surrounding residential districts.”

an area that is not character-setting, and does not contain other positive elements.

5. Promote a mix of uses downtown.

This plan advocates a diverse mix of office, commercial and residential uses in the downtown area.

6. Identify areas of intensive retail/commercial uses (with some office/residential uses) and identify areas emphasizing less intensive office/residential uses (with some small-scale retail).

This plan encourages areas of higher intensity where it makes sense to do so.

7. Recognize that downtown is partly defined by its open spaces used by the public, and that these traditional gathering places need to be protected.

Open spaces contribute to the architectural richness of downtown, as well as the experience of community, by promoting public interaction.

8. Provide additional open spaces as future development occurs that are people-friendly,

usable, and visible to the street.

Future development should continue to incorporate open space into site layouts.

9. Enhance pedestrian corridors and connections to adjoining neighborhoods.

The Town’s Comprehensive Plan calls for the protection of existing neighborhoods.

This plan envisions a smooth, orderly transition from intensive downtown retail/commercial uses to surrounding residential districts.

ECONOMIC VITALITY

Chapel Hill’s downtown remains an intensely vital place, one of the most successful downtown areas in North Carolina. Although the mix of businesses has changed over time, the downtown area remains strong in terms of level of use by citizens, and in its contribution to the Town’s tax base. There has been a significant loss of small, locally owned retail businesses over time. A concentration of banking, restaurants, and stores oriented to the student retail market exists in a portion of the downtown. Other

> PLANNING CONCEPTS

areas remain undeveloped, or are underdeveloped with surface parking lots. Planning concepts for enhancing the future economic vitality of Chapel Hill’s downtown area follow.

Intensity Areas

Parts of downtown are suitable for intensive retail/commercial uses, while others are more appropriate for concentrations of office/residential uses. While this plan encourages a mix of commercial, office, and residential uses throughout the downtown area, it also identifies focal areas of land use intensities. (See Concept Plan Map on Page 39.)

Areas of more intensive retail/commercial use are projected along East and West Franklin Street, as well as the westernmost block bounded by Merritt Mill, West Rosemary Street, and North Roberson Street. In these areas, office/residential uses would be encouraged as secondary uses to the retail/commercial uses.

Areas in which it is desirable to emphasize office/residential uses lie generally along both sides of West Rosemary Street, and areas north of East Rosemary Street. Such uses would help to provide



The plan states that West Rosemary Street is an area where it is desirable to emphasize office and residential uses.

a transition to the adjoining residential neighborhoods. In these areas, commercial uses would be encouraged, but not as the predominant land use pattern.

> PLANNING CONCEPTS



The 100 block of Franklin Street is famous throughout North Carolina.

Diversity of Businesses

The plan advocates a diverse mix of businesses in the downtown area. In this context, the term “diverse” refers to a mix of businesses that provide a broad range of retail, banking, restaurant, grocery, entertainment and professional services to the community. It also refers to a policy of the provision of business space in which smaller local businesses may locate and develop in the community over time. An objective of this plan is to achieve a balance in the types and sizes of businesses, and to retain and promote locally owned businesses.

In particular, there is an absence in the Downtown area of grocery stores or specialty food markets that could serve the surrounding residential neighborhoods. Businesses like these would help to foster a broader diversity of uses downtown.

Civic Uses

A key factor to maintaining the economic vitality of downtown is to locate public buildings there in order to create an increased level of activity and to draw more people to downtown. A significant new civic structure may be designed in conjunction with additional parking decks as a stand-alone facility or as the anchor for a larger mixed-use facility.

The new Employment Services Center being developed by Orange County on West Franklin Street is another such generator of civic activity.

TOWN CHARACTER/LAND USE

Downtown Chapel Hill retains the character of a small-town. The “100 Block” of downtown is justly famous throughout North Carolina, and is a major tourist destination in the region. As the heart of a community founded in 1793, downtown

Chapel Hill Downtown Small Area Plan Concept Map

A. Midway Area

To be developed as Neighborhood Commercial area

B. West Rosemary Sites

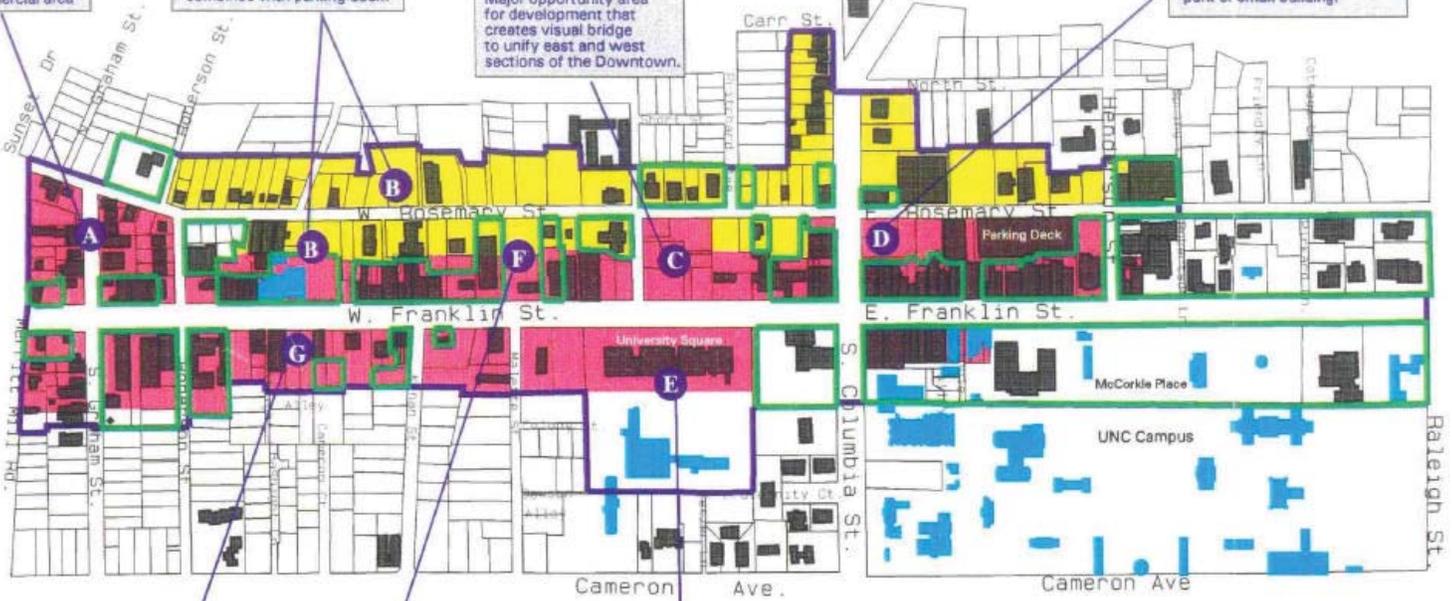
Site potential for major UNC or civic/public use, combined with parking deck.

C. Town Parking Lot #5

Major opportunity area for development that creates visual bridge to unify east and west sections of the Downtown.

D. Town Parking Lot #2

Site potential for improving street facade with mini plaza/park or small building.



G. Town Parking Lot #3

Possible site for mini park/public open space

F. Mid-Block W. Franklin

Opportunity for pedestrian corridor north/south. Site could support significant new development that is compatible to surroundings.

E. University Square

Addition of retail building at street line to re-establish Franklin Street's visual definition. Parking deck site possible in back parking lot.

- Specific Sites Discussed in Document
- Retail/Commercial (with Some Office/Residential)
- Office/Residential (with Small-Scale Retail)
- Buildings
- UNC Buildings
- Preservation Areas
- N Study Area Boundary

August 18, 1998
scott/ikplan2.lyt

DOWNTOWN CHAPEL HILL SMALL AREA PLAN

> PLANNING CONCEPTS

Chapel Hill has respected its historic roots and has sought to maintain the fabric of its buildings. Achieving appropriate scale and compatibility in new development so that it is sympathetic with past architectural motifs remains a key issue that has surfaced in many forms and forums over the years. Accordingly, this plan identifies those elements worthy of preservation, and integrates new development within the fabric of those existing structures.

Preservation and Conservation Areas

A key concept of the downtown plan is the preservation of buildings and areas that contribute to the historic and community character of Chapel Hill. The Town’s center is the heart of the community, and symbolizes those values and urban qualities which generations of citizens, alumni of UNC, and visitors to the area cherish. Much of the downtown’s character derives from its one and two story, small-scale storefronts at the street level and its pedestrian-oriented environment. Although the 100 block of East Franklin Street is its most notable and heavily frequented area, similar areas of cohesive building fronts exist on West Franklin Street as well.

Other key preservation areas are the properties occupied by churches, whose open courtyard spaces provide periodic relief to the wall of building storefronts. Church buildings, with their colonnaded porches and spires, architecturally enrich the downtown at the street level and skyline. In addition, individual historic church buildings, such as the Old Methodist Church at 201 East Rosemary Street and the Chapel of the Cross located at 304 East Franklin Street, are notable. The downtown also has several rows of “Williamsburg-style” buildings dating to the 1950’s which have become a valued part of its architectural character and are, therefore, worthy of protection.

The Concept Plan highlights areas of preservation or conservation (See Concept Plan Map on Page 39). Future development in these areas should be undertaken only with the idea of protecting the ex-



Corner of Rosemary and Henderson Streets.

> PLANNING CONCEPTS

isting buildings, and should be harmonious with and integrated into the existing fabric.

Opportunity Areas

The plan also identifies areas appropriate for new initiatives, including new development, redevelopment, additional civic uses, conversion to (or retention as) open space, and parking.

The plan identifies seven key areas as potential sites for new initiatives:

A. Midway

The Concept Plan envisions the Midway area as a neighborhood commercial area. The plan supports initiatives to retain and create neighborhood businesses, which serve the Northside neighborhood, especially in the Midway area, which historically has been an area composed of African-American businesses. Currently, the Town is assisting Empowerment, Inc. with its development of a small business incubator facility to be located on North Graham Street in this area.

B. West Rosemary Street Sites

The University of North Carolina owns significant sites on the north and south sides of West Rosemary Street. Additions or modifications to the existing building at 440 West Franklin, possibly in combination with the provision of a new parking deck, provides a site for a major university or other civic/public use.



Parking Lot 5, in 200 block of West Franklin Street, represents a significant break in the streetscape and building lines of downtown.

> PLANNING CONCEPTS

C. Parking Lot #5 Area — 200 Block West Franklin, North Side

The 200 Block of West Franklin is the plan’s major opportunity area. Currently, the area represents a significant break in the streetscape and building lines of downtown. The pedestrian-oriented scale of the 100 Block of East Franklin and of the western areas of West Franklin Street is lost. Although the sidewalk and street tree plantings have helped to form a bridge between these two areas, much more is needed.

The plan envisions new development that would serve as a visual bridge between East and West Franklin Street, and draw pedestrians westward. To achieve this, the plan recommends a scale similar to the 100 Block of East Franklin Street – two to three stories along Franklin Street, designed in a manner to be compatible with existing small-scale storefront development. The design guidelines of the plan, provided in a separate document, offer further detail concerning scale and appropriate development patterns.

Greater intensities in new development should be located in the interior of larger sites, such as park-

ing lot #5, in a manner similar to one or more of the schemes developed in a Design Charette held in March 1997 (see separate document for more information). As was illustrated in these proposed development options, building masses would step up and back from Franklin Street, so that a building line of two-story development is maintained along the street edge of the 200 Block, allowing for more height behind the street line.

D. Parking Lot #2

This site, located at the corner of Rosemary and Columbia Street, is owned by the Town and currently is used for surface parking. This site could be used for a combination of land uses, a parking deck, or possibly a transit transfer center. Development on the site should bring closure to the building frontages at this intersection. A small plaza or park at the street level would provide open space and public areas.

E. University Square Area — 200 Block of West Franklin-South Side

On the south side of the street, at University Square, this plan proposes the addition of a line of

> PLANNING CONCEPTS

retail shops at the street edge to re-establish the West Franklin Street building line at the sidewalk. The site would accommodate a future parking deck in the rear.

Both the north and south sides of the 200 block of West Franklin Street represent a major opportunity to re-design an entire block of downtown at significant densities and in a manner that would introduce an enhanced level of vitality to street life there. This re-design should be compatible with downtown's existing historic and architectural character.

F. Mid-Block W. Franklin Area

This site currently has a restaurant on it, located in a former gas station. The site extends from Franklin to Rosemary Street, and therefore is an opportunity area for providing additional pedestrian linkages north to south. The site could support significant new development at a scale compatible with surrounding development. Such development should take advantage of the change in grade levels between Rosemary and Franklin to achieve a compatible design.

G. Parking Lot #3

Owned by the Town, and located on the south side of West Franklin Street at the mid-point of the street, this site could accommodate a mini-park/public open space.

Summary of Opportunity Areas

These are areas appropriate for significant levels of new initiatives. In addition, other areas of downtown generally are noted as appropriate for new development. New initiatives should be bold and innovative, yet still blend with adjoining areas of preservation.

Mix of Uses

The recommended plan encourages development that provides a mix of office, commercial, and residential uses downtown. In particular, opportunity areas for future development should support larger, integrated mixed-use development combining these uses. These opportunity areas should provide a transition to Franklin Street by maintaining the scale of two to three story buildings along that street. Transitions to adjoining residential areas

> PLANNING CONCEPTS

should be accomplished by placing residential development in the areas of the site that adjoin or face residential development to the north or south.



Courtyard in between shops and a restaurant on West Franklin Street.

Open Spaces

Downtown is defined by its open spaces, as well as its buildings. The interplay of buildings with open spaces contributes to the character of downtown, as well as the sense of community. These open spaces, both public and private, have been tradi-

tional gathering places for the community, as well as places to sit and watch the world go by. Some of the best-known spaces include the courtyard plaza in front of the Old Post Office at Franklin and Henderson Streets, known as a site for demonstrations and vigils; and McCorkle Place, which links the University to the community and downtown.

Other significant spaces include the green areas in front of downtown’s churches, such as University United Methodist Church, University Baptist Church, and University Presbyterian Church. In addition, the University maintains a small park next to the old Blue Cross-Blue Shield Building on W. Franklin Street. Measures should be taken to enhance the plaza on top of the Town’s parking deck on East Rosemary Street so that it is used more widely as a public open space.

Future development should follow the pattern of providing some measure of relief to building front-ages at the street line with judicious placement of small open spaces. These spaces could be paved courtyards or “green” open space. The spaces should be designed to support social interaction and be readily visible to the street.

THE PLAN SAYS

“Measures should be taken to enhance the plaza on top of the Town’s parking deck on East Rosemary Street so that it is used more widely as a public open space.”

> PLANNING CONCEPTS



Future campus buildings should leave McCorkle Place open and unimpeded.

Transitions

Downtown Chapel Hill is fortunate to retain its setting of surrounding residential neighborhoods and to have a major activity center of the University of North Carolina adjoining a portion of the downtown. Each of these provides a continuous flow of pedestrians and an available market for the provision of goods and services.

The Town's Comprehensive Plan calls for the line between residential neighborhoods and the downtown to be well defined and continuously maintained. It calls for the protection of these existing residential neighborhoods. A key component of this plan is to achieve a smooth, orderly transition from more intensive downtown retail/commercial uses to the surrounding

residential districts. Such a transition would be accomplished in part by promoting office/residential development along the north side of West Rosemary Street.

The University campus overlaps the downtown at key points. Most notable of these is McCorkle Place, which provides a window from the University onto Franklin Street. Future campus buildings

> PLANNING CONCEPTS

should leave this corridor open and unimpeded. In addition, opportunity areas exist on South Columbia Street for developing new buildings at the street line, along with the provision of open spaces. The renovation and upgrading of Fraternity Court would enhance the downtown area as well.

The University owns several buildings in downtown Chapel Hill. Those on the 100 Block of East Franklin should be preserved and protected. Of continuing concern is the conversion of former commercial space to office uses for the University.

Design Guidelines

An important aspect of this plan is a program of design guidelines to assure that new development is compatible with the historic, architectural, and community character of downtown Chapel Hill. (These are provided as a separate document.)

TRANSPORTATION

Downtown is the historical, spiritual and social center for Chapel Hill, and is a center for the community’s transportation systems. Major road arterials lead to and from downtown, and the Town’s transit

routes are interconnected there as well. The Town has provided public parking downtown to support commercial and office uses. The central area of the downtown and University campus is a major pedestrian and bicycling destination. In the future, the regional rail fixed-guideway system might also link these areas with the larger Research Triangle region.

Pedestrian and Bicycle Systems

Downtown Chapel Hill is notable for its pedestrian-oriented environment. It is a place of community gatherings, street fairs, and celebrations; it is a place where a major activity simply is to walk up and down the street. The Town’s Master Streetscape Plan, a long-range program for upgrading the sidewalk infrastructure that supports pedestrian use of downtown, is gradually being implemented as funding permits.

Although downtown has a significant number of pedestrian paths, a more aggressive policy is needed for implementing improvements to serve the needs of foot traffic downtown. Key streets such as West Rosemary Street do not have safe sidewalks. It is a goal of this plan that every street in the Town

THE PLAN SAYS

“Although downtown has a significant number of pedestrian paths, a more aggressive policy is needed for implementing improvements to serve the needs of foot traffic downtown.”

> PLANNING CONCEPTS

THE PLAN SAYS

The plan “highlights the need to continue to develop north-south pedestrian connections as new development occurs.”

Center shall have paved sidewalks on both sides of the street. (See Concept Plan Map on Page 39.)

In addition, this plan highlights the need to continue to develop north-south pedestrian connections as new development occurs. Such connections are essential to residents living in the adjoining neighborhoods north and south of the downtown. These links assist in maintaining and improving the economic vitality of downtown. They also link Franklin and Rosemary Streets, and help break up long blocks between cross streets.

According to the Town’s 1988 bicycle plan, bicyclists in the downtown area would use the street network for travel, with the exception of a bicycle lane proposed for Rosemary Street. The more recent 1992 Regional Bicycle Plan proposed bicycle lanes for Rosemary Street, Cameron Avenue, and Columbia Street.

Parking

The goals and objectives set forth in the 1989 Comprehensive Plan include a policy to ensure the availability of short-term parking for commercial viability in the Town Center, while seeking to minimize

the total number of automobile trips. This plan reaffirms that policy.

To provide for parking needs in the Town Center, the plan directs that the Town continue to operate parking lot facilities; and that as demand for additional parking increases over the longer term, construct parking decks on Town-owned lots. The most likely areas for the construction of future parking decks are lot #2 at the corner of Columbia and Rosemary Streets and lot #5 at the corner of



The parking Lot 2, at the corner of Rosemary and Columbia Streets, is considered a likely location of a future parking deck.

> PLANNING CONCEPTS

Church and Rosemary Streets. As discussed elsewhere in this plan, these sites are also prime locations for new development, which would provide a mix of uses, including, perhaps, a transit transfer center.

In the short term, public lots, which are now leased to private businesses due to an initial lack of demand for public spaces, would be gradually returned to hourly public parking as the demand for parking increases in the downtown.

A goal of the 1989 Comprehensive Plan is to limit long-term parking in areas where transit services are sufficient in order to encourage alternatives to the use of the automobile in Chapel Hill. These policies support the concept of gradually reducing the amount of long-term private parking, and reversing the requirement for on-site parking as part of new downtown development. They also support the concept of private development projects providing payments to the Town equal to the cost of providing its required amount of parking in the downtown area. Funds received would be earmarked for future construction of public decks on Town-owned property.

Transportation Management Plans also can play an important role in providing adequate transportation services in the downtown area. In general, a Transportation Management Program is a requirement placed on new development projects to produce and abide by an annual plan for providing transportation alternatives to employees of business, office, or residential uses. Such plans should play an increasing role in reducing the demand for parking and increasing the opportunities for economic development downtown.

Transit Transfer Center

The idea of locating a future transit transfer center in the downtown area has been discussed for many years. The purpose of a transfer center is to provide an adequate area for transit passengers to transfer between buses serving transit routes in and around Chapel Hill. At a minimum, the center would include spaces for transit vehicles, and for layover and waiting passengers.

There is the potential for developing such a center in conjunction with other public or private developments, or siting it adjacent to a future fixed-guideway stop downtown. This kind of facility

> PLANNING CONCEPTS

would serve the needs of passengers who must transfer frequently, and would encourage greater use of an expanding transit network serving the downtown and the larger community. This facility could also provide a transfer point for the Triangle Transit Authority (TTA) bus service, and for private providers such as the Trailways bus system.

Regional Fixed Guide-Way Transit

The Triangle Transit Authority is developing a regional fixed-guideway system to connect Raleigh, Durham, and Chapel Hill. Phase I is scheduled to connect Raleigh and Durham. Phase II would add the Raleigh-Durham International Airport and Chapel Hill to the system. The Authority's plan includes a fixed guideway corridor that enters Chapel Hill through the proposed Meadowmont development and along properties south of NC 54 to the UNC Hospital area. The University of North Carolina is now studying possible routes that would provide access to the Hospital and the University.

The ongoing US 15-501 Major Investment Study (MIS) is assessing the feasibility of implementing the fixed guideway corridor to the UNC Hospital. The US 15-501 MIS will also quantitatively evaluate the feasibility of extending phase II of fixed guideway transit to the Horace Williams Tract. This downtown plan proposes that the fixed guideway transit system also connect with downtown Chapel Hill and Carrboro. It would then continue northward along an existing rail corridor to the proposed UNC development on the Horace Williams property.

Ideally, a fixed guideway stop would be compatible with coming through downtown and should be located in or near downtown Chapel Hill, so that the Town would be linked regionally via transit to the centers of Raleigh, Durham, and Cary. This stop should be combined with other civic, governmental, or mixed-use developments to provide alternatives to the use of the automobile and to enhance the pedestrian-oriented environment.

5 IMPLEMENTATION STRATEGIES

A complete list of potential implementation strategies generated by the Downtown Small Area Plan Workgroup, along with the goals and objectives to which they relate, are listed in Appendix I.

Of these, we highlight the following implementation strategies as those of the highest priority:

- Redevelopment & Preservation Opportunities
- Design Guidelines
- Recommendations for Development Review Process
- Lot 5
- Physical Model
- Streetscape Funding
- Parking & Refuse Collection

REDEVELOPMENT AND PRESERVATION OPPORTUNITIES

Redevelopment and preservation of properties should be done in accordance with this Downtown Plan, and should work to retain the intimacy of the downtown environment.

Implementation strategies include:

- Develop new zoning categories to allow and en-

courage varying use and intensity patterns in the downtown area, as shown on the Concept Map (See Map on Page 39), and require compliance with the Downtown Small Area Plan.

- Create an entity (or vest responsibility in an existing organization) to recruit appropriate development that meets Town policies before development opportunities are lost to locations outside of downtown.
- Encourage development of a grocery store downtown.
- Develop a plan for regulating appearance downtown.

The concept plan identifies opportunity areas for preservation in the downtown area in order to protect and enhance the historic significance of the downtown area. Additional strategies to accomplish this include:

- Conduct a historic significance study of downtown buildings.
- Create awareness programs advertising Chapel Hill's historic features.
- Place historic markers at key sites.

THE PLAN SAYS

A possible implementation strategy includes the development of new zoning categories to encourage varying use and intensity patterns.

> IMPLEMENTATION STRATEGIES – HIGHLIGHTS

THE PLAN SAYS

The Design Guidelines document “could serve as part of the Town’s development review process.

- Conduct tours of historic places.
- Work with UNC to develop a unified approach to town/gown development.
- Consider regulatory changes that increase procedural requirements for redevelopment in preservation areas.

DESIGN GUIDELINES

We recommend that the Town Council adopt Design Guidelines that are specific to the Town Center. This document could be required as part of the Town’s development review process. The recommended document is attached to this report.

(Note: The Town Council adopted the Downtown Design Guidelines on March 27, 2000, along with the Downtown Small Area Plan.)

The Town should also create a mechanism to allow the Community Design Commission to use the attached Design Guidelines to review building plans and elevations for changes to the facades of buildings and new construction downtown in selected circumstances.

RECOMMENDATIONS FOR DEVELOPMENT REVIEW PROCESS

Change the Town’s regulatory environment so that it is easier to develop within the downtown area than in the outskirts of Town. Possible changes could include:

- Develop a new regulatory review process, which shortens the time frame for review and approval of downtown projects by eliminating Special Use Permit requirements, or by increasing the Special Use threshold for floor area.
- Shorten the development review period for special use permits in the Town Center district.

LOT 5

In March 1997, the Chapel Hill Town Council convened a Design Workshop to undertake an intensive examination of future possibilities for uses of Parking Lot #5, located at the intersection of West Franklin and Church Streets. Ideas were generated regarding:

1. The potential future use of Lot #5;
2. How to integrate the ideas into the downtown plan.

> IMPLEMENTATION STRATEGIES – HIGHLIGHTS

The Town should consider development ideas for the Town owned parking lot known as “Lot #5,” perhaps by issuing a Request for Proposals.

PHYSICAL MODEL

A physical scale model or computer-aided visualization of the downtown area (or key blocks of downtown) would be a useful tool for examining downtown issues, opportunities, problems and possibilities. It would allow citizens and policy-makers to visualize existing downtown issues and to project future possibilities. Structures in the model could be removed and replaced with proposed buildings. The Town could contract with a private consultant to have such a model created.

STREETSCAPE FUNDING

Bond funds already dedicated to Streetscape improvements downtown should be used expeditiously. The sale of dedicated light posts, benches, or bricks could generate additional money. Proceeds from the sale of these memorials could be dedicated to the Streetscape program. The plan recommends that the improvements proposed in the Downtown Streetscape Master Plan be completed

within five (5) years.

Other ideas for streetscape improvements include:

- locate all overhead utility wires underground;
- expand the Downtown Streetscape Master Plan to include the side streets connected to Franklin Street; and
- permit on-street parking for the full length of Franklin Street in front of University Square.

PARKING AND REFUSE COLLECTION

Parking is key to the form and function of the downtown area. The objective is to “Provide adequate (but not excessive), and convenient off street short-term parking in either public or private facilities to serve the needs of businesses, residents, and visitors.” We recommend that the Council authorize additional study of downtown parking strategies, to include the following:

- Create an information collection and monitoring system that will reflect the current parking supply, location, ownership, and use and which will permit the examination of parking supply

> IMPLEMENTATION STRATEGIES – HIGHLIGHTS

THE PLAN SAYS

“Improvements to the downtown refuse collection system is another area that needs additional study.”

and use on a block by block basis.

- Provide annual reports that evaluate the use of public and private parking lots and structures as short term parking locations for UNC bound students, employees, and visitors.
- Reexamine the policies of the Town as they are embodied in the Comprehensive Plan, the Development Ordinance, and the Town code, as they pertain to the provision of off-street parking spaces and the dollar value of the payment-in-lieu option available to new development.
- Architecturally integrate any new parking facilities in a fashion that enhances street level activity by creating opportunities for business use of significant portions of the street level space.
- Encourage the design of buildings for ease of refuse collection, and screen collection points from public view.
- Identify possible sites for joint pick-up and compacting.
- Expand the service alley system in Downtown, including the use of service easements.
- Develop a plan for management of delivery trucks in the downtown area.
- Provide containers for refuse disposal that are adequate in size, number, and with design appropriate to downtown streetscape.

Improvements to the downtown refuse collection system is another area that needs additional study. We recommend consideration of the following strategies:

- Size refuse and recycling pick-up equipment appropriate to service narrow alleys and other limitations.



Mural as seen from Columbia Street.

DOWNTOWN CHAPEL HILL SMALL AREA PLAN

APPENDIX I

GOALS AND OBJECTIVES WITH POTENTIAL STRATEGIES

> **Appendix I: GOALS AND OBJECTIVES WITH POTENTIAL STRATEGIES**

ECONOMIC VITALITY

GOAL: *To ensure Downtown Chapel Hill remains the center of the community’s government, commercial, spiritual, and cultural activities with appropriate public, office, commercial, and residential development, thereby continuing its economic vitality.*

Civic and Cultural Functions

Objective: Maintain Downtown Chapel Hill as the focal point for all civic and cultural functions.

Potential Strategies:

Site appropriate government (local, county, and University) facilities Downtown.

Integrate civic/cultural uses with other Downtown functions, such as transit stops, shopping, dining, parking, and museums.

Development and Redevelopment

Objective: Provide a diversity of densities, scales, land uses and sizes.

Potential Strategies:

Develop new zoning categories to allow and encourage varying use and intensity patterns in the downtown area, as shown on the Concept Map (See Map on Page 39), and require compliance with the Downtown Small Area Plan.

Encourage development of a grocery store downtown.

Create an entity (or vest responsibility in an existing organization) to re-

cruit appropriate development that meets Town policies before development opportunities are lost to locations outside of downtown.

Objective: Encourage development and redevelopment of properties in the downtown area, designed in accordance with this Downtown Plan.

Potential Strategies:

Encourage development of a grocery store downtown.

Develop a plan for regulating appearance downtown.

Create a mechanism to allow the Community Design Commission to use the Design Guidelines to review building plans and elevations for changes to the facades of buildings and new construction downtown in selected circumstances.

Develop a new regulatory process that shortens the time frame for review and approval of downtown projects by eliminating Special Use Permit requirements, or by increasing the Special Use threshold for floor area.

Ask the Downtown Commission to assume a land-banking role to put together smaller parcels to make sites more attractive for development.

Consider development of Town-owned parcels in a manner that supports redevelopment of privately owned land (see Lot 5 discussion on page 43, Concept Plan section).

> **Appendix I: GOALS AND OBJECTIVES WITH POTENTIAL STRATEGIES**

Objective: Change the regulatory environment so that it is easier to develop downtown than in the outskirts of Town.

Potential Strategies:

Shorten the development review period for special use permits in the Town Center district.

Density

Objective: Utilize available land in an economically optimal fashion.

Potential Strategies:

Modify zoning to encourage infill development and higher densities in targeted areas, and streamline planning and approval process for projects meeting those goals.

Define areas in which to maximize density of use and areas to maintain current density.

Security

Objective: Provide a safe and secure environment for citizens in the Downtown area.

Potential Strategies:

Maintain adequate, visible security presence including personnel, vehicles, and facilities.

Improve lighting throughout the Downtown Study Area based on recommendation of the Downtown Streetscape Master Plan.

> Appendix I: GOALS AND OBJECTIVES WITH POTENTIAL STRATEGIES

TOWN CHARACTER/LAND USE

GOAL: *Maintain and enhance the existing downtown as the social, cultural and spiritual center of Chapel Hill.*

Downtown as a Community Gathering Space

Objective: Retain the intimacy of environment downtown.

Potential Strategies:

Encourage shop fronts to face sidewalks and street fronts.

Complete implementation of Downtown Streetscape Master Plan and tree plantings within five (5) years.

Objective: Maintain existing, and encourage new, “magnets” to provide attraction to bring people to downtown.

Potential Strategies:

Work with UNC and public sector to keep performing arts spaces and museums in and near the downtown.

Build awareness of existing magnets including the Morehead Planetarium, Ackland Arts Center, Memorial Hall, Phillips Space, Playmakers and other cultural venues.

Objective: Maintain and develop public open space.

Potential Strategies:

Use open space funds to buy and develop public open space downtown.

Develop and institute a “Parking to Parks” plan to transform parking lots

into green space.

Develop incentives for developers to create public spaces.

Objective: Complete the sidewalk system downtown.

Potential Strategies:

Promote use of “sidewalk” bonds downtown.

Objective: Encourage public uses to locate downtown.

Potential Strategies:

Keep a list of public uses that are new or relocating.

Create “public use” locations or opportunities on the physical land-use plan.

Aesthetics of Downtown

Objective: Maintain a human scale in the built environment.

Potential Strategies:

Adopt Design Guidelines specific to the Town Center.

Continue to promote concepts outlined in Downtown Streetscape Master Plan.

> **Appendix I: GOALS AND OBJECTIVES WITH POTENTIAL STRATEGIES**

Objective: Keep and enhance the existing building appearances, historic charm, human scale and intimacy of downtown.

Potential Strategies:

Extend East Franklin Street building scale, architectural character and charm to West Franklin Street.

Use design guidelines to ensure new development is compatible in character and scale with existing development.

Develop a physical model of the downtown area.

Residential Uses In and Near Downtown

Objective: Protect fragile residential neighborhoods bordering downtown business districts.

Objective: Preserve, protect and enhance the Northside Neighborhood.

Potential Strategies:

Development plans for West Rosemary Street should exhibit sensitivity to the adjacent residential neighborhood.

Develop ways to discourage conversion of single family homes to multi-family or student housing.

Eliminate parking in front yards.

Review standards for noise control in the downtown area.

Maintain existing boundaries of Town Center zoning districts and protect integrity of surrounding residential neighborhoods.

Objective: Promote compatible residential uses in the commercial zones of downtown.

Potential Strategies:

Review development ordinance provisions to encourage residential uses.

History and Significance of Chapel Hill

Objective: Protect and enhance the historic significance of the downtown area.

Objective: Promote a sense of Chapel Hill history associated with the downtown.

Potential Strategies:

Conduct a historic significance study of downtown buildings.

Create awareness programs advertising Chapel Hill's historic features.

Place historic markers at key sites.

Work with UNC to develop a unified approach to town/gown development.

Conduct tours of historic places.

Consider regulatory changes that increase procedural requirements for re-development in preservation areas.

> **Appendix I: GOALS AND OBJECTIVES WITH POTENTIAL STRATEGIES**

INFRASTRUCTURE/PUBLIC SERVICES

GOAL: *Downtown facilities and services shall meet the physical, social, and cultural needs of the community.*

Refuse and Recycling Collection/Management

Objective: Enhance and improve delivery of public services.

Objective: Develop a refuse and recycling collection plan that responds to the specific needs and limitations of downtown.

Potential Strategies:

Size refuse and recycling pick-up equipment appropriate to service narrow alleys and other limitations.

Encourage the design of buildings for ease of refuse collection, and screen collection points from public view.

Identify possible sites for joint pick-up and compacting.

Expand the service alley system in Downtown, including the use of service easements.

Objective: Reduce conflicts between delivery service and refuse and recycling collection.

Potential Strategies:

Develop a plan for the management of delivery trucks in the downtown area.

Objective: Intensify litter clean-up within the town center and on adjacent streets.

Potential Strategies:

Provide containers for refuse disposal that are adequate in size, number, and with design appropriate to downtown streetscape.

Public Safety

Objective: Intensify public safety efforts.

Potential Strategies:

Locate additional police substations(s) downtown.

Improve enforcement of regulations to control parking, loading zones, and consumption of alcohol.

Improve enforcement of regulations to protect pedestrians and bicyclists.

Pedestrian Pathways

Objective: Provide continuity of entire pedestrian system in the downtown and connectivity with adjacent neighborhoods.

Potential Strategies:

Provide an integrated system of walkways connecting Franklin Street with Cameron Avenue and Rosemary Street.

Locate clusters of high-density developments within 1/3 of a mile of each

> **Appendix I: GOALS AND OBJECTIVES WITH POTENTIAL STRATEGIES**

other to encourage walking.

Provide pedestrian shortcuts between development clusters.

Link transit stops to the pedestrian network.

Identify and enhance informal pedestrian ways with special pavement treatment, signage and lighting.

Consider a pedestrian-only traffic light phase at Columbia Street and Franklin Street. Special paving and overhead lighting should be installed to enhance this important intersection.

Eliminate “Right-turn-on-Red” at main downtown intersections.

Consider a mid-block pedestrian signal along West Franklin Street, between Roberson and Church Streets.

Streetscape

Objective: Complete the improvements proposed in the Downtown Streetscape Master Plan within five (5) years.

Potential Strategies:

Provide necessary funding on an annual basis as part of the Capital Improvements Program.

Generate additional money through the sale of memorial light posts, benches, or bricks. Proceeds from the sale of these memorials could be dedicated to the Streetscape program.

Objective: Enhance delivery of public utility services.

Potential Strategies:

Locate all overhead utility wires underground.

Objective: Expand the Downtown Streetscape Master Plan to include the side streets connected to Franklin Street.

Potential Strategies:

Authorize an update to the Streetscape Plan.

Objective: Permit on-street parking for full length of Franklin Street in front of University Square.

Potential Strategies:

Remove parking restrictions.

Bikeways

Objective: Encourage bicycling by providing for a coordinated and continuous bicycle path system connecting Downtown to the University and to surrounding neighborhoods.

Potential Strategies:

Provide adequate and secure bicycle storage facilities.

Develop a Townwide bikeways plan and adopt as part of the comprehensive plan.

> Appendix I: GOALS AND OBJECTIVES WITH POTENTIAL STRATEGIES

TRANSPORTATION

GOAL: *Maintain and further develop multiple Downtown transportation systems and facilities to conveniently serve residents, businesses and their employees, customers, and visitors to Chapel Hill.*

Parking Supply

Objective: Provide adequate (but not excessive), and convenient off street short-term parking in either public or private facilities to serve the needs of businesses, residents, and visitors.

Potential Strategies:

Create an information collection and monitoring system that will reflect the current parking supply, location, ownership, and use and which will permit the examination of parking supply and use on a block by block basis.

Provide annual reports that evaluate the use of public and private parking lots and structures as short term parking locations for UNC bound students, employees, and visitors.

Reexamine the policies of the Town as they are embodied in the Comprehensive Plan, the Development Ordinance, and the Town Code, as they pertain to the provision of off-street parking spaces and the dollar value of the payment-in-lieu option available to new development.

Architecturally integrate any new parking facilities in a fashion that enhances street level activity by creating opportunities for business use of significant portions of the street level space.

Objective: Encourage a cooperative parking system driven by downtown tenants.

Pedestrian Facilities and Safety

Objective: Create a complete paved sidewalk system in the Downtown Study Area.

Potential Strategies:

Provide sidewalks on both sides of all streets in the Downtown Area.

Provide additional paved, lighted, and safe midblock walkway connections between Rosemary Street and East Franklin Street.

Increase the number of controlled pedestrian crosswalk locations between the north and south sides of Franklin Street, particularly at the street intersections west of the Columbia Street-Franklin Street intersection.

Reduce automotive travel speeds on West Franklin via the use of traffic control signals where possible.

Bicycle Facilities and Safety

Objective: Improve bicycle access routes and provide additional secure storage facilities.

Transit

Objective: Encourage the reduction of employee based single occupancy vehicle trips to Downtown by encouraging the use of the Public

> Appendix I: GOALS AND OBJECTIVES WITH POTENTIAL STRATEGIES

Transit System and other available methods of transportation.

Potential Strategies:

Improve bus route service and lead times to key areas of the Downtown, UNC Campus, and residential and commercial areas of the Town to promote the use of buses.

Promote expanded use of existing park and ride locations at the outskirts of Chapel Hill.

Develop new strategies to enforce Transportation Management Plans.

Establish an information collection system and a promotion plan that encourages businesses and residents in the Downtown and/or at its fringes to use transit services.

Expand the number of employers that provide employee travel to work information by providing assistance to employers so that they may develop useful voluntary Transportation Management Plans.

Continue to require Transportation Management Plans for new development or significant redevelopment in the Downtown Study Area.

Objective: Support the development of a regional fixed-guideway system and transit stops that will serve the Downtown.

Potential Strategies:

Continue the Town's active involvement in the regional fixed-guideway system studies regarding potential routes, station locations, station impact evaluations, and possible timing of construction of these rail fixed-guideway facilities.

Maintain an information base showing the potential line locations and transit stops and incorporate an explicit review of the relationships between any such facilities and proposed new development or redevelopment

during the development review process.

Objective: Systematically study and evaluate the need for, and possible locations of, a bus system transfer facility in Downtown Chapel Hill.

Potential Strategies:

Identify the operational and ridership benefits and losses that would result from the development of a central transit transfer location or facility.

Identify system improvements that might result from the relocation of existing transit stops and/or route overlap locations.

Identify physical facility needs/alternatives and potential locations for such facilities within the Downtown Study Area.

DOWNTOWN CHAPEL HILL SMALL AREA PLAN

APPENDIX II

COMMUNITY WORKSHOP COMMENTS

> **Appendix II: COMMUNITY WORKSHOP COMMENTS**

**COMMUNITY WORKSHOP
COMMENTS, APRIL 15, 1997**

The following is a brief summary of citizen's comments made at the April 15, 1997 downtown neighborhood meeting. We have organized the comments, in no particular order, into the Work Group's four main topic areas.

Economic Vitality

- Encourage independent retail businesses instead of chain stores
- Need more mixed use/residential downtown
- Encourage some large retail/office businesses for economic vitality
- Need to locate services downtown that residents could walk to for example: Grocery, retail; pharmacy; government services
- Develop ways to encourage residential downtown

Town Character/Land Use

- Keep village feel/atmosphere – develop new properties at a human scale
- Retain present scale & intimacy of downtown – draws people to downtown
- Need to eliminate parking cars in front yards if residential neighborhoods are to retain their "historic" atmosphere
- Protect/enhance historic significance of town – some examples cited were:
 - Creating small, pedestrian plazas downtown
 - Save African American business areas
 - Placing historical markers
 - Tours of historic areas
 - Protect fragile residential neighborhoods bordering downtown business district
 - Intensify the Town's Streetscape Improvement Program
 - Maintain the character of downtown – coordinate appearances/issues
 - Need better environment downtown for senior citizens
 - Mercury vapor street lamps are not in keeping with downtown Chapel Hill

- character - use old style like the University's
- Conversion of single family homes into rooming/student houses destroys the character of the neighborhood
- Homeless impacts: begging, safety, litter
- Don't allow commercial to expand into residential neighborhoods bordering downtown
- There is a high demand for retail chain stores moving in and smaller businesses moving out – Is there a way for Rosemary Street to develop with smaller businesses?
- Prohibit clubs with loud music near residential area (Pantana Bob's was mentioned as example)

Transportation

- Several in attendance stated on-street loading problems. Problems stated were:
 - Truck double parking
 - Loading during heavy congested periods such as lunch hours and at 5:00 p.m.
 - Trucks blocking parking spaces
 - Need better pedestrian safety – sidewalks & street crossings
 - Mass transit downtown important
 - Need sidewalks along Rosemary Street
 - Look at utilizing perimeter parking in decks
 - Eliminate parking on sidewalks – Kinko's on West Franklin Street was mentioned along with wrecker trucks at McFarlings Exxon
 - Create better traffic patterns downtown to eliminate "cut-through" traffic on residential streets (one resident offered several ideas for Mallette Street – dead end at Cameron; eliminate pedestrian cross walks; eliminate on-street loading spaces)
 - Remove on-street parking along Cameron Avenue in order to provide better/safer bike lanes (can the alley behind the parking deck be used for a loading zone at the 100 block?)

> Appendix II: COMMUNITY WORKSHOP COMMENTS

Infrastructure/Public Services

Trash/litter collection is poor along Cameron Avenue (and other downtown areas)
Public housing is poorly maintained (Roberson Street)
Locate overhead wires underground
Additional public restrooms are needed downtown
Area around Shelter needs better clean up of litter
Businesses should clean up their areas and keep buildings maintained

**COMMUNITY WORKSHOP
COMMENTS, JUNE 16TH, 1998**

The following is a brief summary of citizen's comments made at the June 16, 1998 downtown neighborhood meeting. Again, we have organized the comments, in no particular order, into the Work Group's four main topic areas.

Economic Vitality

Tax base is a problem for small businesses
Clothing stores, grocery, locally-owned businesses
Escalating rent
Lack of continuous flow of businesses – mix of uses
Some national chains are okay
People is what draws other people
Chapel Hill doesn't have service industries
Incentives for small businesses and incubator

Town Character/Land Use

2-Story, small-scale retail
Relationship of downtown/UNC (Master Plan)
Franklin Street is front door to university
No: Performing Arts over Carolina Coffee Shop
Wants 100 block to be same – keep intact – both for UNC & Town
Downtown reflects community as a whole – devitalization is occurring – less diversity – grocery, books
West Franklin & Rosemary – opportunity for infill/larger buildings
Street art
Return to “feel” of Chapel Hill
Panhandling issues – deal with them
Shelter is a vital part of community
Park & Playground
Possibly use Lot 5 for park

DOWNTOWN CHAPEL HILL SMALL AREA PLAN

> Appendix II: COMMUNITY WORKSHOP COMMENTS

Lot 5 – fill in the building gap
West Rosemary Street is critical area for infill
Absence of diversity – need mixed use
2-Story is people-oriented and more intensity of uses
Park next to 440 is great (UNC)
Favors diversity
Plaza with a fountain – Methodist Church
Athens, GA – pedestrian entranceway to UNC w/plaza
Rosemary Street have same vitality – make 1st floor of parking decks
How does lower intensity help West Rosemary
Affordable housing downtown and rental
Entertainment/music center

Goals:

More the center
Center for children as well (may not be safe enough) (but is more real)
-Security for children
Downgrading Town Center zoning? He wants mixed use for Columbia street
Schedule & Implementation?
Town Center as going north
Implementation – how to achieve?
Incentives – have a category
Can do streetscape now
Could have a 3rd story, stepped back from front
P. 9 – likes the “no” building – do not need to be only nostalgic
Kindness

-Shelter facilities
-Longer hours for deck

Transportation

Good pedestrian bridge between West and East Franklin
Bike Lanes
West Franklin “suicide lane” – have landscaped median
Pedestrian connection is improving – East to West Franklin
Need a crosswalk on west Franklin
Light rail Fixed-guideway system in downtown – connecting cities – near a cultural arts facility

Infrastructure/Public Services

Town needs to maintain public area better – looks shabby, run-down – 100 block needs major repair – lighting, streetscape – sidewalks, storefronts
Stench in Post Office
Need to revive as a public space
Lack of public restroom facilities



DESIGN GUIDELINES: DOWNTOWN CHAPEL HILL

**PREPARED BY
DOWNTOWN SMALL AREA PLAN WORK GROUP**

OCTOBER 1998

DESIGN GUIDELINES: DOWNTOWN CHAPEL HILL

Downtown Chapel Hill is a unique and valuable resource to this community and State. It has a special character that is obvious to the most casual observer, and which needs careful attention in order to continue.

These guidelines have been prepared to articulate what design objectives are expected as new development and redevelopment occurs in Downtown Chapel Hill. It is intended that this document will provide guidance to both designers and citizens in the preparation, review, and approval of plans.

KEY DESIGN OBJECTIVES

Buildings should be located and designed so that they provide visual interest and create enjoyable, human-scale spaces. Key objectives include:

- Buildings should be designed to be compatible, in form and proportion, with neighboring buildings.
- Buildings or groups of buildings should include a variety of forms, materials and colors, yet these elements should be composed to maintain a unified appearance.
- Buildings must include a richness of architectural detail to help define their scale.
- Buildings should extend to the back of the sidewalk.

PROPORTION AND SCALE

Proportion: the relationship of elements to one another in a building.

A building or group of buildings should be designed to be compatible with and sympathetic to the proportions of architectural forms, planes and details within the existing urban context. Proportions in architecture are the ratios established between length, width and height and may exist as planar or volumetric measurements. Doors, windows, stairs, porches, pediments, roof forms and complete building facades display proportional relationships.

Buildings should be no more than 2 stories tall where the property line abuts the sidewalk (requiring additional stories to be set back from the street building line). This lends a human scale to the street.



Scale: The relationship of a building to a person.

Building designs should incorporate architectural elements that give them a perceptible scale. For example: masonry coursing through the use of a familiar modular material lends "scale" to a building's mass. Individual building volumes and forms should

include an order of scale and rhythm. For example: In this building, the regular repetition of bays and awnings establish rhythm and human scale.



Building designs should incorporate architectural elements that give them a perceptible scale. For example: masonry coursing through the use of a familiar modular material lends "scale" to a building's mass. Individual building volumes and forms should include an order of scale and rhythm. For example: In this building, the regular repetition of bays and awnings establish rhythm and human scale.

Building Massing

Building massing should serve to define entry points to buildings and help to orient users.

The scale and proportion of the spaces between building masses should also be given careful consideration, especially in shopping and pedestrian areas. These “outdoor spaces” should be designed with attention given to their height, width, and length to maximize the comfort of users. These “outdoor spaces” should be light and airy with detailing that adds interest, orientation and spatial definition.

Individual building components should include proportional and scaled elements that are sympathetic to the scale and sensibilities of people.

Building massing should be broken up into human scaled elements whenever possible. An examples is the use of alcoves:



Rhythm

The rhythm of building massing is important in creating a visually comprehensible environment. This involves the organization of building elements or spaces between them in a logical sequential manner.

Breaks in a predominant rhythm can be used to emphasize major circulation points or changes of use.

Building elements that provide scale and establish streetside rhythms include: columns, modular fenestration, doorways, roof segments, wall patterns, lighting fixtures, signs, paving patterns, landscape elements.



ARCHITECTURAL DETAILS

Entrances

Entrances should be easily identifiable as the primary points of access to buildings.

Entrances should provide an introductory statement for a building, and may be landscaped with plant material that can complement the building's architecture and style.

Entrances to individual stores or uses should be articulated for easy identification.

Entrances should be designed to allow individual businesses to present a clear defining image without compromising the sense of unity of the whole building block or facade.

Building details, especially at the ground or sidewalk level, should be selected and designed to create visual interest, enhance definition between individual businesses or "building slices" while still helping to reinforce the unity of the building block.



Facade Treatment

There should be a consistent or sympathetic treatment of all exterior faces of a given building with regard to color, materials, architectural form and detailing.

The number of different materials on exterior facades should be limited to a few complementary ones.

Ground floor level wall surfaces of retail spaces should include a high proportion of glass. Retail, storefront-type windows should abut the sidewalk.

Wall surfaces can have varying “setbacks” that form entrances, express structural elements, create special exhibit areas, planters, etc.

Such building elements as canopies, awnings, roof and floor overhangs, and colonnades all serve to provide protection to pedestrians, help to unify the parts of a building or block, provide a human scale, and may serve as backdrops for signage, graphics or other features that would change with time.

Individual building elements should be selected or designed to be harmonious with adjacent ones.



Business blocks should maintain a continuous neighborhood facade-for definition of sidewalk space and pedestrian interest.

Roof Design

Roof forms, color, material and texture should be compatible with the treatment of the building's exterior walls.

Roof design should minimize the negative impact of unsightly roof protrusions by grouping together or screening plumbing vents, ducts and other utility structures.

All rooftop mechanical and electrical equipment should be screened from view of people on the street.

Where roofs are used as unifying elements for larger building masses their sloped surfaces should be visible from building perimeter locations. A minimum pitch should be 7/12.



Flat roofs with parapets may be used where other means of unifying larger building masses are impractical.

Sloped roofing materials should be consistent in material and texture for each building. Appropriate material choices include: Dimensional fiberglass shingles, standing seam metal, tiles (slate, cementitious, etc.)

Roofing planes can exhibit offsets and changes in direction to establish scale and diversity of form. Dormers, reverse dormers, eyebrow windows and other similar roof elements are desirable.

Roof forms can be used to identify and establish entry points and to provide orientation from a distance.

EXTERIOR BUILDING MATERIALS

Hard surfaced exterior wall materials are generally recommended for downtown buildings. This can include brick, parged block (at service areas, locations that might be used for wall murals), painted brick, stone and plaster.

Materials used on exterior walls and roofs should not be highly reflective nor should they artificially simulate natural materials that they are not.

Highly tinted glass or glass tinted in unnatural colors or with a highly reflective finish should be avoided.

Color and Texture

Simple buildings can be made interesting by having their openings and entryways clearly expressed with offsets, and with changes of texture or color. Basic materials, texture, and color should be compatible with other buildings in the area.



Entries are transition areas and may be reinforced by special paving, planting and lighting treatment. Architecturally, they should be expressed by simple changes in form, line, color or texture.

Color and texture for architectural finishes should be selected to provide visual unity.

LIGHTING

Exterior lighting and site furniture should be architecturally integrated with the building's style, material, and color.

Lighting intensities should be controlled to assure that excessive light spillage and glare are not directed toward neighboring areas and motorists.

Down lighting should be used to reinforce circulation corridors.

Low-angle lighting of buildings generally is not encouraged. However, such lighting can be attractive if it is incorporated carefully into the architectural design.

All area lighting should result in a minimum of $\frac{1}{2}$ f.c. at all pedestrian areas.

Area lighting visible to surrounding land uses should incorporate fixtures with illumination cut-off features to control light spillage. Fixtures should eliminate glare and visible light sources wherever possible. Diffusing and other lenses are encouraged.

Pedestrian level exterior fixtures are encouraged at all areas of pedestrian circulation. Bi-level street lighting (tall, less frequent lights for the vehicular portion of the street combined with shorter, more frequent fixtures for pedestrians) is one method of providing both street and sidewalk lighting.

Selected backdrops of buildings or vegetation may receive illumination.

Illumination of portions of buildings, direct or indirect, may be used where the utility or aesthetic results can be demonstrated.

SUMMARY

No more than 2 stories in height at property line.

Include alcoves, special treatments at entrances.

Storefront-type windows adjacent to sidewalk.

Build to property line.

Natural materials on exteriors.

Adherence to these guidelines should help assure that the best site and architectural features of Chapel Hill's downtown can be incorporated into the design of new development, and that such development will add to (rather than detract from) the character of this special place.