

CHAPEL HILL

WEST ROSEMARY STREET

MAY 07, 2019









Development Framework

The Development Framework section is meant to provide corridor-wide recommendations. These are broad brush systems that help build a baseline for development, circulation, and sustainability.

Items covered within this section include:

- Development opportunity properties
- Potential build-out of the corridor
- Traffic and safety improvements
- Community space and landscape enhancements
- Green / stormwater overlay
- Gaps in public parking
- Public transit network

Community priorities included within this section:

- Create first-class streetscape and usable public spaces and incorporate green infrastructure.
- Address pedestrian safety, needed parking and traffic operations.

Development Framework

Sustainability Recommendations



1 rain gardens within street improvements

Rain gardens can be placed within proposed streetscape and public realm improvements to capture stormwater runoff sheeting off the road.

The plants and soil of these rain gardens will help to filter storm water runoff from roadways and sidewalks. Rain garden plantings are composed of perennial plants that can contribute to the surface water mitigation and will be hardy in soil conditions that reach saturated and dry conditions. - Chapel Hill Downtown Streetscape and Lighting Master Plan, 2009.

This may seem contrary to the most recent streetscape improvements which included additional hardscaping, but it can be done in targeted stretches initially focused on areas of new development, and is in all reality a preferable solution from a sustainability standpoint.

2 stormwater features within pocket parks

Riparian water features (which can be dry beds when there is no rain) can be placed within the proposed open spaces and pocket parks to help collect and treat stormwater. These features can also have an educational component to them

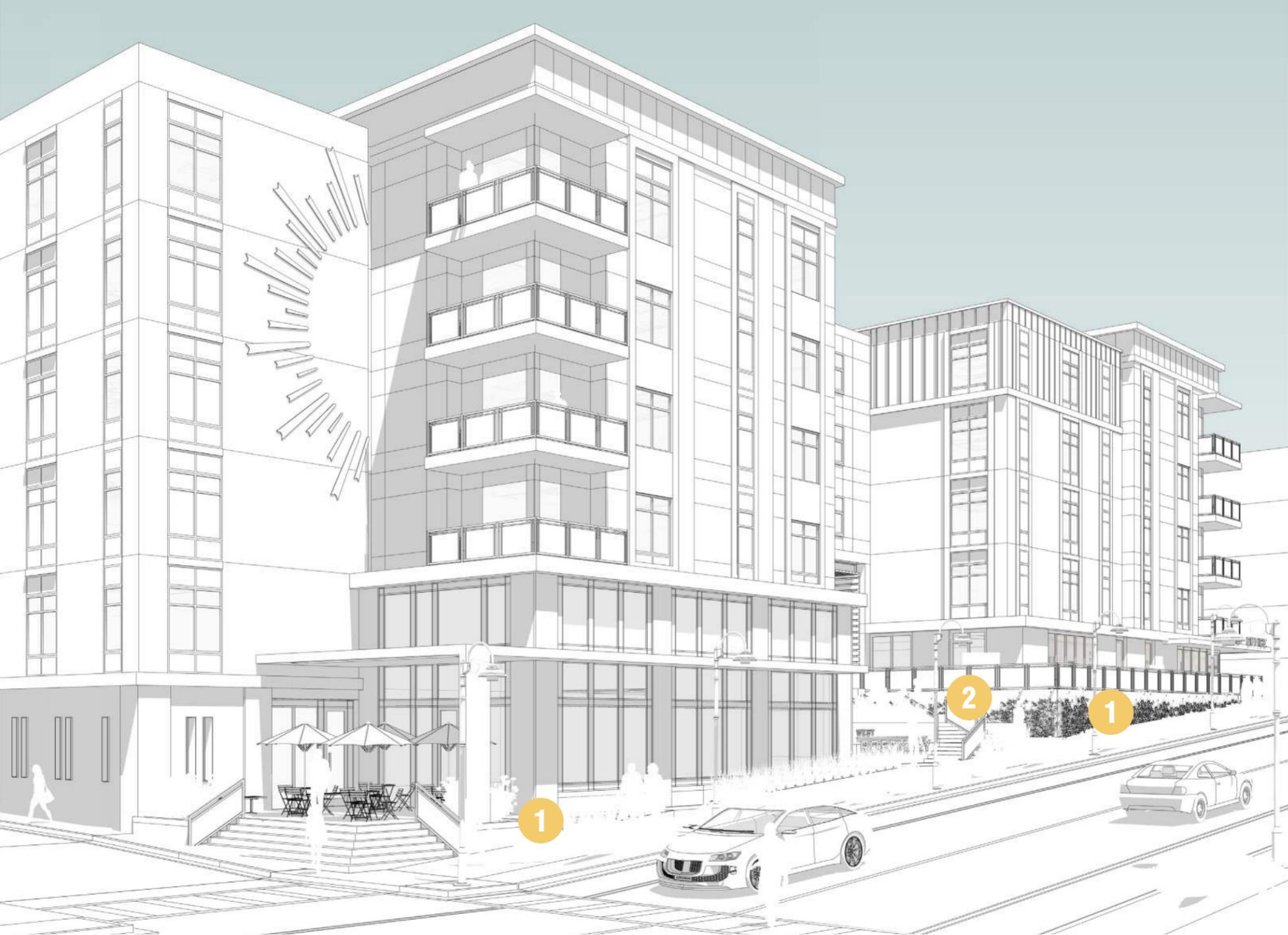


Advisory Board when reviewing new developments, which includes measures in the following high-level categories:

- Promote alternative modes of transportation
- Energy management
- Water quantity and quality
- Building materials
- Land development
- Waste management
- Environmental equity and culture

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Public Realm

The Public Realm section covers recommendations that could be applied to all of the areas between buildings. Generally, these are the spaces that the public occupies along streets or within plazas, and provides a place with a human-scale feel.

The notion is that these guidelines can be encouraged within new development, but existing streetscape can eventually be retrofitted to meet these as well.

Items covered within this section include:

- Enhancement of the pedestrian experience
- Making public spaces more inviting
- Easing pedestrian circulation
- Hiding unsightly but necessary features
- What a typical street looks like today and what it could look like
- How this could be applied over time along West Rosemary Street

Community priorities included within this section:

- Create first-class streetscape and usable public spaces and incorporate green infrastructure.
- Address pedestrian safety, needed parking and traffic operations.



Public Realm

Enhance the pedestrian experience

1 provide sufficient space for pedestrians

The clear pedestrian zone MUST be at least 10 feet wide along major retail or mixed-use blocks (such as Rosemary Street) and at least 5 feet wide on all other blocks. – LEED ND, 2014.

2 provide continuous sidewalks

Continuous sidewalks MUST be provided along 90% of any new circulation block length. Alleys may be exempted. – LEED ND, 2014.

3 require street tree plantings

Provide street trees along at least 60% of the total planned block length, between the vehicle travel way and walkway. – LEED ND, 2014.

Downtown Chapel Hill's trees should be planted primarily as a family, not as individual specimens. This will produce the qualities of a continuous canopy, high branched trunks, and filtered light. To achieve this effect, trees of similar but not identical form should be planted at varied distances from one another, typically 20 to 30 feet apart (excluding driveways and intersections). Each tree should have no branches lower than 7 feet in height at the time of planting. Further "limbing up" to 10 to 16 feet as part of a regular pruning program will encourage the formation of a high continuous canopy. - Chapel Hill Downtown Streetscape and Lighting Master Plan, 2009.



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Public Realm

Enhance the pedestrian experience



6 clearly mark paths & wayfinding

Increase the number of path markings and wayfinding/informational signage to points of interest and key pedestrian connections. This signage and wayfinding can also be tied to the cultural identity of the neighborhood.

7 provide enhanced pedestrian crossings

Raised crosswalks and intersections will elevate pedestrians so that they are more visible to vehicles and will give greater visual presence to pedestrian zones along the street. In addition, the raised grade will force cars to slow down as they traverse intersections, thereby improving the safety of the roads and mitigating conflicts between cars and pedestrians. - Chapel Hill Downtown Streetscape and Lighting Master Plan, 2009.

Increase visual cues to vehicles that improve pedestrian mobility. Possible treatments can include:



Public Realm

Enhance the pedestrian experience

8 screen infrastructure

Mitigate the visual impact of necessary infrastructure through architectural screening techniques or by placing infrastructure behind a seal-able door. This screening should extend to lighting design which prevents urban sky glow and light trespass onto adjacent residential in compliance with the Illuminating Engineering Society of North America (IESNA) recommendations.

9 hide or screen parking

The visual impact of parking can be lessened by placing it in underground or screened structured parking, or by placing it off the main roadway, behind the building and wrapping it. This screening should extend to lighting design which prevents urban sky glow and light trespass onto adjacent residential in compliance with the Illuminating Engineering Society of North America (IESNA) recommendations.

10 manage deliveries & loading areas

Seek opportunities for new development to create back alleys and side streets for commercial loading and deliveries to reduce or eliminate the need for commercial loading and unloading on Rosemary for current and future businesses. A future parking and circulation study needs to address how new developments will accommodate commercial deliveries and loading zones for deliveries that cannot be accommodated within rear or interior service areas.

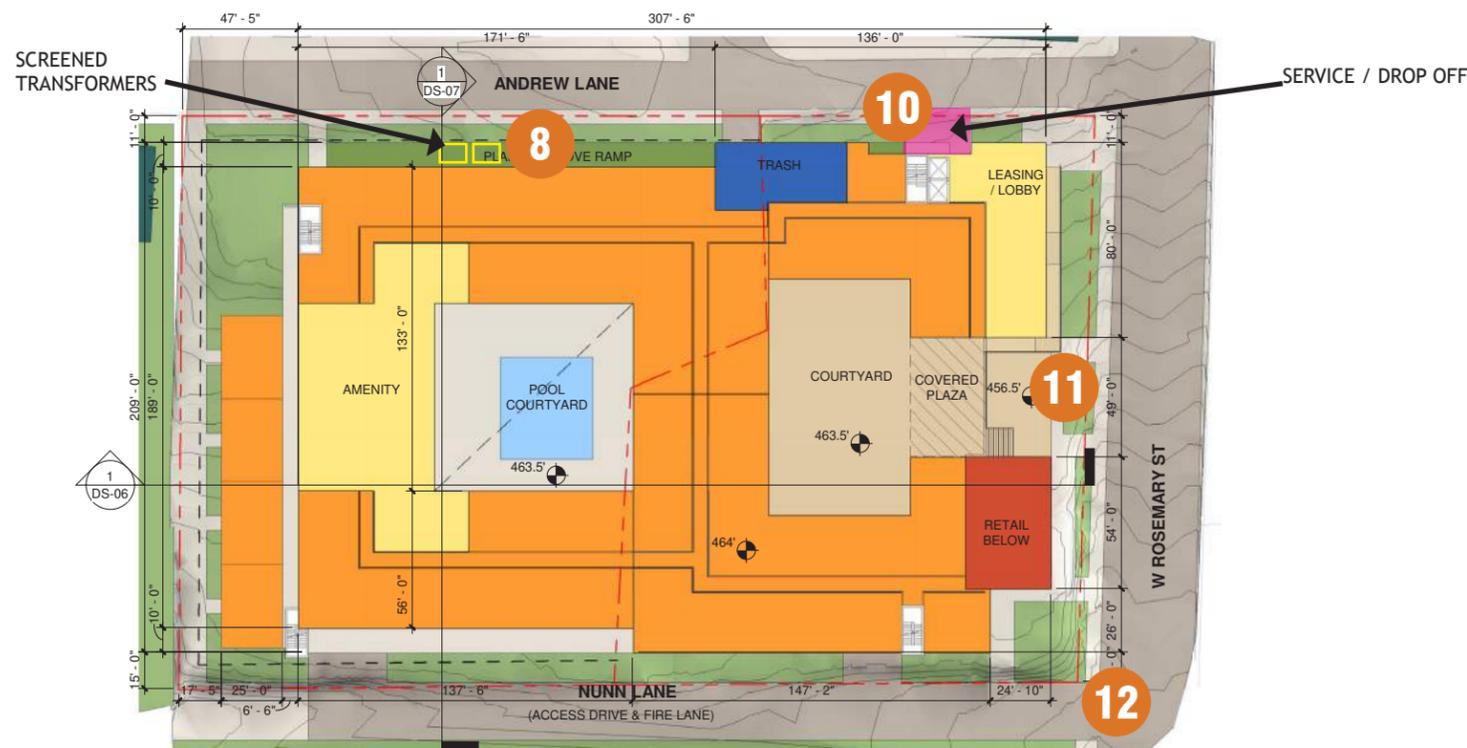
11 bury utility lines

Work with Duke Energy to bury the overhead utility lines that are impeding successful street tree canopies and detracting from the visual aesthetics of the street. - Chapel Hill Downtown Streetscape and Lighting Master Plan, 2009.

This would require a system-wide investment by the Town and although it is cost-prohibitive for a single project the impact would be immense. Residents and business owners echoed their support.

12 reduce the number & size of curb cuts

No more than 20% of the block length of the circulation network is faced directly by garage and service bay openings. - LEED ND, 2014.



Public Realm

Enhance the pedestrian experience



Public Realm

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Building Design

The Building Design section focuses on general building design standards that could be applied to new development. These standards are to help a building feel more humane in scale

Items covered within this section include:

- Defining the ground floor of a building
- Encouraging pedestrian activity along the ground floor
- Articulating the building facade
- Hiding unsightly infrastructure
- Transitioning to neighborhoods
- Application of the standards

Community priorities included within this section:

- Scale and mass are compatible with the neighborhood and establish transitions to adjacent low-density residential.

Building Design

Define the ground floor of buildings

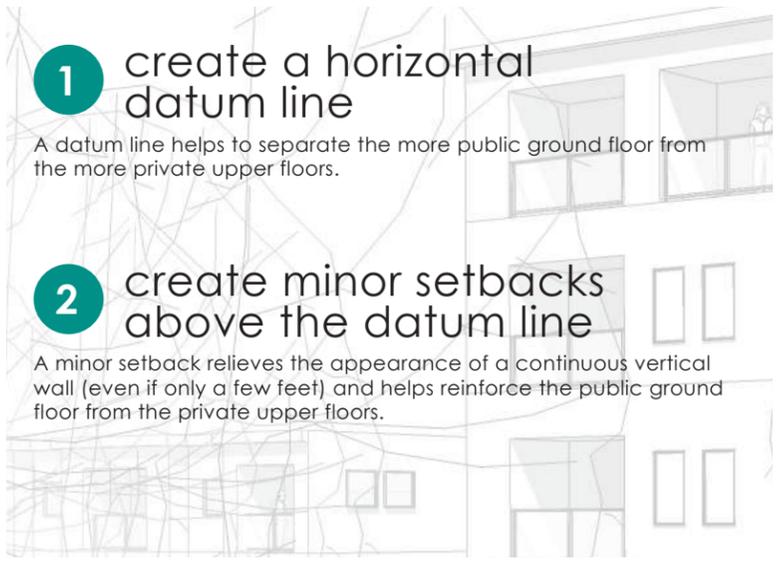


1 create a horizontal datum line

A datum line helps to separate the more public ground floor from the more private upper floors.

2 create minor setbacks above the datum line

A minor setback relieves the appearance of a continuous vertical wall (even if only a few feet) and helps reinforce the public ground floor from the private upper floors.



Building Design

Define the ground floor of buildings



3 require entries off streets or public spaces

90% of new buildings **MUST** have a functional entry onto the circulation network or other public space, such as a park or plaza (via sidewalk), but not a parking lot. – LEED ND, 2014.

4 specify spacing between entries

Functional entries to the building **MUST** occur at an average of 75 feet or less along nonresidential or mixed use buildings or blocks. – LEED ND, 2014.

5 specify minimum number of doors and windows

All ground-level retail, service, and trade uses that face a public space have clear glass on at least 60% of their facades between 3 feet and 8 feet above grade. – LEED ND, 2014.



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Building Design

Define the ground floor of buildings



6 encourage the use of canopies

Canopies help to define the ground floor, draw attention to retail spaces, and create more comfortable microclimates for patrons and pedestrians alike.

7 allow for pedestrian-scale signage and amenities

Encourage the use of awnings, perpendicular signage, sandwich boards, small urban planters, etc. to provide a human/pedestrian scale to add visual interest.

8 denote public and private spaces

Distinguish between public and semi-public uses, such as outdoor seating for bars and restaurants, with a minimum of a change in pavement type to delineate the space.

9 discourage excessive window tinting

Restrict the amount of window tinting (clear glass only) or spandrel glass at the ground floor unless required for some form of green building certification so that pedestrians can see into ground floor spaces.

Make provisions for types of glass or films that discourage birds from flying into the glass.

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10 design for vertical bays

Design for solid vertical bays to help break up long stretches of massing and to provide the appearance of multiple buildings. An exception may be made if vertical bays are not a typical element of the architectural design style (e.g. Georgian or Federal styles).

11 vary the upper cornice heights

Vary the upper cornice (roofline) line heights to avoid monotony and to provide the appearance of multiple buildings.

12 provide visual breaks in the facade / no blank walls

If a facade extends along a sidewalk, no more than 40% of its length or 50 feet, whichever is less, is blank (without doors or windows). – LEED ND, 2014.

13 accentuate visible corners

Celebrate and accentuate key, highly visible corners with towers/ pedestrian entries, etc.

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14 restrict parking to the rear/interior/below buildings

Locate parking in the rear, internally or underneath development to hide view from public rights-of-way. Also, minimize the width and number of parking deck entries.

15 screen service or locate to the rear/underneath

Locate building service in the rear, internal to the site, underneath or within parking decks. E.g., no loading docks directly on West Rosemary. Provide adequate screening for service areas.

16 screen rooftop units

Hide or creatively screen unsightly rooftop units from the ground level.



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