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Adopted by  
Town Council Resolution  
June 12, 1995

**ATTACHMENT 20**

**GOALS FOR THE NC 54 EAST ENTRANCEWAY**

In order to address urban sprawl and achieve sustainable development which incorporates a mix of uses at a pedestrian scale and which strengthens the environmental social and economic fabric of our community, the Town Council adopts the following goals for inclusion as a component of the Comprehensive Plan as it relates to the East Entranceway area of Chapel Hill.

Incorporate a mix of uses including a variety of residential types balanced with neighborhood/community retail, services, and office uses in an integrated development pattern. The office, retail, and housing should not be in large separate zones on the north side of NC 54, but should instead be mixed in fine grains.

Where practical and appropriate to the site, a mix of uses would:

- \* Ensure the availability of safe, sanitary, decent, and well-designed affordable housing. The developers of this housing, whether owner-purchased or rental, shall conform with the income guidelines as stated in the Comprehensive Plan.
- \* Include a variety of housing types within each neighborhood to accommodate low, moderate, and upper income levels, as well as single dwellers and a variety of residential types and sizes.
- \* Include small apartment units, townhouses, single-family houses, and garage apartments on a neighborhood level.
- \* Include office and retail located within 1/4 mile of most dwellings in a neighborhood area.
- \* Incorporate the office and retail components within neighborhoods in a scale to fit the neighborhoods, for example, with two to three story buildings with living units on the top floors.
- \* Limit the office and retail components to accommodate primarily the neighborhood needs.
- \* Cluster development so as to provide green space for preservation and community gathering places.

Include pedestrian and bicycle facilities in every aspect of the development to ensure pedestrian-and-bicycle-friendly development.

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- \* Neighborhoods are designed with narrow streets and accommodations for pedestrians and bicyclists on most streets where practical and appropriate to the site.
- \* Office and retail developments are integrated into the neighborhood designs with accommodations for pedestrians and bicyclists on most streets.
- \* The nature of the business should appeal to pedestrian traffic.

Develop in such a way that encourages reductions in the number of automobile trips per household per day and that provides choices of routes to users of motor vehicles, as well as transit alternatives to the single occupant vehicle.

- \* Provide an internal transportation network within new developments based on a grid pattern appropriate to the topography rather than a cul-de-sac pattern.
- \* Streets and parking should be designed to promote easy, safe pedestrian and bicycle traffic, and to inhibit fast traffic in both the residential and retail/office segments of the neighborhoods.
- \* Neighborhoods, including the office/retail segments, should be built so as not to impinge unduly on the tranquility of already existing neighborhoods.
- \* Promote transit facilities, including preserving the potential for regional transit in this corridor.

Develop at densities that allow for the preservation of the meadows, natural areas, green space, and designation of land for public facilities such as schools, parks, greenways, and other possible infrastructure needs.

- \* Preserve, restore, and enhance natural pastoral landscapes and vistas generally as depicted in the 1988 Entranceway Plan taking into account actual terrain.
- \* Maintain and reinforce ridge lines and edges of the meadows.
- \* Accept higher densities in interior of properties to assure preservation of the meadows and green space without any buildings.
- \* Accept higher densities in least environmentally sensitive areas to allow for watershed protection.
- \* Accept higher densities in least environmentally sensitive areas to prevent wetland disturbance for recreation or residential or office/retail buildings.
- \* Coordinate location and design of transportation facilities with entranceway landscapes.

Other infrastructure needs include the following:

- \* Develop a main collector road north of NC 54 and designate it as a transit corridor.
- \* Avoid placing driveways on the main collector road.
- \* Identify and reserve sites for possible infrastructure needs including a school with adjacent community park, fire station, or other Town facilities.
- \* Incorporate greenways to preserve stream areas and provide recreational opportunities.
- \* Develop greenways to connect to recreational facilities.
- \* Develop a range of public parks: Small (5 acres or less), Neighborhood (5-20 acres), Community (20 acres or more) with a variety of recreational facilities.

