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DESIGN GUIDELINES

The Design Guidelines consist of a series of documents (Contextual Guidelines, Architectural Guidelines, and Landscape Guidelines) and an overall Regulating Plan (Conditional Use Permit Master Plan), which will serve to provide a framework for development and promote a cohesive design language while not compromising creativity. The Design Guidelines will be both descriptive and restrictive standards that will regulate the quality of the development and ensure implementation of the goals of the master developer and the approved conditional use rezoning.

Following approval of the conditional use rezoning and prior to the submission of a preliminary subdivision plat or site plan, the owners and developers of this project will finalize, execute, and record the Design Guidelines documents and Regulating Plan within the “Declaration of Covenants, Conditions, and Restrictions for Briar Chapel.” The enforcement of the covenants will be by a non-profit Master Property Owners’ Association established by the owners and developers of Briar Chapel. Because Briar Chapel will include both residential and commercial land uses, the owners and developers of the project will establish sub-associations for individual development areas as deemed necessary.

The Master Property Owners’ Association will create a Design Review Committee (DRC) to interpret the Design Guidelines. The DRC will be responsible for the review and approval of all site plans and architectural, landscape, and signage design for Briar Chapel. The composition of the DRC and its operating procedures will be outlined in the Declaration of Covenants, Conditions, and Restrictions. Exclusive of the standards contained within the approved conditional use rezoning plan, when the applicable Chatham County Ordinance conflicts with the Design Guidelines, the more restrictive standard will apply.

Contextual Guidelines

The Contextual Guidelines describe location and massing of specific land uses and their relationship to other uses. The Guidelines ensure that the project results in the desired physical development internal to the site, and maintains the appropriate spatial and thematic relationships to properties external to the site. The Guidelines are directly related to the approved conditional use permit master plan for the Briar Chapel Compact Community.

The Briar Chapel development consists of five different context areas:

- *Village Center*
- *Neighborhoods*
- *Civic*
- *Village Market*
- *Town Center*

Village Center

The Village Center is a mixed-use civic area located within the Compact Community just north of Andrews Store Road. It is intended that this area be an activity center within the community, and include a mixture of uses conducive to social interactions. The physical design of the area is a pedestrian-scale “urban” environment that is connected to the rest of the community by way of internal streets, sidewalks, and trails.

➤ Land uses

Residential, retail, restaurants, office, civic/institutional, recreational

➤ Building massing

Buildings are to be aligned with the façade along the front property line. If buildings are to be setback more than 5 feet from the public street right-of-way or more than 15’ from the private street back-of-curb, planters, walls, or second-floor overhangs are to be used to reinforce the street edge.

Minimum front building setback: 0’ (from public street R.O.W.)
10’ (from private street B.O.C.)

Maximum front building setback: 20’ (from public street R.O.W.)
30’ (from private street B.O.C.)

Minimum side building setback: 0’ (from public street R.O.W.)
5’ (from private street B.O.C.)

Maximum side building setback: 20’ (from public street R.O.W.)
30’ (from private street B.O.C.)

Maximum building height: 50’ (including uninhabited building projections)

*Setbacks exclude viewshed or perimeter buffers.

➤ Buffers

Stream buffers: 100 ft. for perennial streams
50 ft. for intermittent streams
50 ft. for ephemeral streams over 25 acres
30 ft. for ephemeral streams from 10-25 acres

Perimeter: 100 ft.

Viewshed: 100 ft. adjacent to major thoroughfares
50 ft. adjacent to non-thoroughfare roads

➤ Streets

With the exception of the peripheral neighborhood streets, the streets will be designed in accordance with the North Carolina Department of Transportation *Traditional Neighborhood Development Street Guidelines*. The peripheral neighborhood streets will be designed in accordance with the NCDOT *Subdivision Road Standards*.

Private streets and alleys will conform to the NCDOT Traditional Neighborhood Development Street Design Guidelines and as described in the Briar Chapel Street Design Guidelines Appendix.

➤ Locations of public walks, paths & trails

Sidewalks to be located on both sides of every public street for all uses; except large residential lots and streets, with no lots fronting on them, connecting neighborhoods.

Neighborhoods

The Neighborhoods include all of the residential areas located outside the Village and Town Centers. It is intended that each neighborhood be designed to include parks and other improved open space in order to provide a recreation/social space within walking distance of every lot.

- Land uses - Residential, recreational, model homes/sales office, civic

- Building massing

Minimum front building setback:	10' (from public street R.O.W.) 10' (from private street B.O.C.)
Minimum side building setback:	5' (from public street R.O.W.) 5' (from private street B.O.C.)
Minimum rear building setback:	4' (from alley easement) 10' (from property line)
Maximum building height:	50'

- Buffers

Stream buffers:	100 ft. for perennial streams 50 ft. for intermittent streams 50 ft. for ephemeral streams over 25 acres 30 ft. for ephemeral streams from 10-25 acres
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Perimeter buffers:	100 ft. along community perimeter
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- Streets

With the exception of the peripheral neighborhood streets, the streets will be designed in accordance with the North Carolina Department of Transportation *Traditional Neighborhood Development Street Guidelines*. The peripheral neighborhood streets will be designed in accordance with the NCDOT *Subdivision Road Standards*.

Private streets and alleys will conform to the NCDOT Traditional Neighborhood Development Street Design Guidelines and as described in the Briar Chapel Street Design Guidelines Appendix.

- Locations of public walks, paths, and trails

Sidewalks to be located on both sides of public streets.
Paths and trails to be provided as indicated on the “Greenway System Plan”, which is included as a part of the Briar Chapel Master Plan.

Civic

The Civic context area includes the two schools and the church site adjacent to the Village Center, and the public park south of Andrews Store Road. It is intended that this context area be visually compatible with the rest of the Community, and in particular with the Village Center.

- Land uses - Recreation, schools, churches, other institutional/civic uses

- Building massing

Minimum front building setback: 5' (from public street R.O.W.)
15' (from private street B.O.C.)
Maximum front building setback: 30' (from public street R.O.W.)
40' (from private street B.O.C.)
Minimum side building setback: 0' (from public street R.O.W.)
5' (from private street B.O.C.)
Maximum side building setback: 20' (from public street R.O.W.)
30' (from private street B.O.C.)
Maximum building height: 60' (including uninhabited building projections.)

*Setbacks exclude viewshed or perimeter buffers.

- Buffers

Stream buffers: 100 ft. for perennial streams
50 ft. for intermittent streams
50 ft. for ephemeral streams over 25 acres
30ft. for ephemeral streams from 10-25 acres

Perimeter buffers: 100 ft. along community perimeter

- Streets

With the exception of the peripheral neighborhood streets, the streets will be designed in accordance with the North Carolina Department of Transportation *Traditional Neighborhood Development Street Guidelines*. The peripheral neighborhood streets will be designed in accordance with the NCDOT *Subdivision Road Standards*.

Private streets and alleys will conform to the NCDOT Traditional Neighborhood Development Street Design Guidelines and as described in the Briar Chapel Street Design Guidelines Appendix.

- Locations of public walks, paths, and trails

Sidewalks to be located on both sides of public streets. Paths and trails to be provided as indicated on the "Greenway System Plan", which is included as a part of the Briar Chapel Master Plan.

Village Market

The Village Retail/Office context area is located at the northern entrance along US 15-501. It is intended that the area be a local convenience center for the residents, and that its design be compatible with the suburban character of the adjacent US 15-501.

- Land uses - Retail, restaurants, offices, civic

- Building massing

Minimum front building setback: 0' (from public street R.O.W.)
10' (from private street B.O.C.)
Maximum front building setback: 20' (from public street R.O.W.)
30' (from private street B.O.C.)
Minimum side building setback: 0' (from public street R.O.W.)
5' (from private street B.O.C.)
Maximum side building setback: 20' (from public street R.O.W.)
30' (from private street B.O.C.)
Maximum building height: 60' (including uninhabited building projections.)

*Setbacks exclude viewshed or perimeter buffers.

- Buffers

Stream buffers: 100 ft. for perennial streams
50 ft. for intermittent streams
50 ft. for ephemeral streams over 25 qres
30 ft. for ephemeral streams from 10-25 acres

Perimeter buffers: 100 ft. viewshed buffer along US 15-501
50 ft. viewshed buffer along Briar Chapel entrance road

100 ft. buffer along remaining Community perimeter

- Streets

With the exception of the peripheral neighborhood streets, the streets will be designed in accordance with the North Carolina Department of Transportation *Traditional Neighborhood Development Street Guidelines*. The peripheral neighborhood streets will be designed in accordance with the NCDOT *Subdivision Road Standards*.

Private streets and alleys will conform to the NCDOT Traditional Neighborhood Development Street Design Guidelines and as described in the Briar Chapel Street Design Guidelines Appendix.

- Locations of public walks, paths, and trails

Sidewalk to be provided on north side of Briar Chapel entrance road
Sidewalk on both sides of US 15-501 along property frontage
All private and public streets

Town Center

The Town Center context area is located at the Taylor Road entrance to the community. It is intended that the area function as the community's commercial center, and provide opportunities for shopping, services, and entertainment. The area is to be a mixed-use center that complements the residential neighborhoods within the community.

- Land uses - Residential, office, retail, restaurant, civic, recreation
- Building massing

Buildings are to be aligned parallel or perpendicular to interior & exterior street whenever possible, creating an axial arrangement within the site.

Minimum front building setback:	0' (from public street R.O.W.) 10' (from private street B.O.C.)
Maximum front building setback:	20' (from public street R.O.W.) 30' (from private street B.O.C.)
Minimum side building setback:	0' (from public street R.O.W.) 5' (from private street B.O.C.)
Maximum side building setback:	20' (from public street R.O.W.) 30' (from private street B.O.C.)
Maximum building height:	60' (including uninhabited building projections.)

*Setbacks exclude viewshed or perimeter buffers.

- Buffers

Stream buffers:	100 ft. for perennial streams 50 ft. for intermittent streams 50 ft. for ephemeral streams over 25 acres 30 ft. for ephemeral streams from 10-25 acres
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Perimeter buffers:	100 ft. viewshed buffer along US 15-501 50 ft. viewshed buffer along Briar Chapel entrance road 100 ft. buffer along remaining Community perimeter
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- Streets

With the exception of the peripheral neighborhood streets, the streets will be designed in accordance with the North Carolina Department of Transportation *Traditional Neighborhood Development Street Guidelines*. The peripheral neighborhood streets will be designed in accordance with the NCDOT *Subdivision Road Standards*.

Private streets and alleys will conform to the NCDOT Traditional Neighborhood Development Street Design Guidelines and as described in the Briar Chapel Street Design Guidelines Appendix.

➤ Locations of public walks, paths, and trails

Sidewalk to be provided on north side of Taylor Road, with pedestrian crossing across Taylor Road and US 15-501

Sidewalk on both sides of US 15-501 along property frontage connecting all buildings & uses

Architectural Guidelines

The Architectural Guidelines are aesthetic in nature, and provide descriptions for major building elements that promote overall design cohesion without sacrificing variety. Accordingly there is no single architectural style required within the community, except that it is intended that all buildings reflect architectural designs traditional to the Southeastern United States. (See Selected Bibliography at the end of this section.)

Architectural Guidelines apply to the community context areas as follows:

Village Center

➤ Building character

Buildings are to be pedestrian-scale two and three story buildings that emulate those found on small town “Main Streets”.
Building facades are to incorporate a three-part hierarchy of base, middle, and top.
Horizontal elements of adjacent buildings are to be aligned.

➤ Walls and Windows

Walls and windows are to be designed to reinforce the pedestrian scale of the buildings. The use of details, such as water tables, pilasters, lintels, and the like are to be employed to enhance the pedestrian scale.

Façade segments are to be no greater in length than 60’.

Tall storefront and clerestory windows are encouraged for ground level commercial uses.

Smaller windows, vertically proportioned to the lower level fenestrations, are encouraged for upper levels of commercial buildings.

➤ Roofs

Visible building roofs are to be gabled or hipped or segmented. Flat roofs are not to be visible from the public street level, and are to be screened behind architecturally integrated parapet walls or other rooflines.

Entrances

Main entrances are to face the major street, with secondary entrances provided to encourage access from parking areas and side streets.

Individual entrances to multi-tenant buildings are to be articulated for easy identification without compromising overall building unity.

Awnings, porches, patios, and the like are to be used as appropriate to identify entrances, provide shelter and encourage social interaction.

➤ Mechanical equipment

Both rooftop and ground level units are to be screened from public view.

Gutters and downspouts are to be metal and discharge water in a direction away from pedestrian activities.

➤ Appropriate materials include the following:

Walls: Brick; stone; pre-cast concrete; siding; stucco; EIFS (above ground level)

Roofs: Simulated tile or dimensional shingle; standing seam metal; slate

Windows: Wood; aluminum; anodized aluminum

Doors: Wood; anodized aluminum

Neighborhoods

➤ Building character

Buildings are to be residential in scale and aligned along the street to create a visual rhythm or streetscape.

Main entrances are to face the major street, and are to be identified by porches, roofs, awnings, or other focal points.

Building facades are to incorporate a three-part hierarchy of base, middle, and top.

Accessory buildings, landscape walls, fences, and other structures are to be of similar design and construction to the main dwelling structure.

➤ Roofs

Visible building roofs are to be gabled or hipped or segmented. Flat roofs are not to be visible from the public street level, and are to be screened behind architecturally integrated parapet walls or other rooflines.

➤ Mechanical equipment

Both rooftop and ground level units are to be screened from public view.

Gutters and downspouts are to be metal and discharge water in a direction away from pedestrian activities.

- Appropriate materials include the following:
 - Walls: Brick; stone; pre-cast concrete; siding; stucco; EIFS (above ground level)
 - Roofs: Simulated tile or dimensional shingle; standing seam metal; slate
 - Windows: Wood; aluminum; anodized aluminum
 - Doors: Wood; anodized aluminum

Civic

- Building character

Buildings are to be large scale structures, which reflect their purpose in the Visual character of their designs.

Building facades are to incorporate a three-part hierarchy of base, middle, and top.
- Walls and Windows

Walls and windows are to be designed to reflect a more pedestrian scale.

The use of details, such as water tables, pilasters, lintels, and the like also are to be employed to help reduce the pedestrian scale.
- Roofs

Visible building roofs are to be gabled or hipped or segmented. Flat roofs are not to be visible from the public street level, and are to be screened behind architecturally integrated parapet walls or other rooflines.
- Entrances

Main entrances are to be clearly articulated and face the major street, with secondary entrances provided for access from parking areas and side streets.

Walkways are to be provided through parking areas and from adjacent public sidewalks.
- Mechanical equipment

Both rooftop and ground level units are to be screened from public view.

Gutters and downspouts are to be metal and discharge water in a direction away from pedestrian activities.

- Appropriate materials include the following:
 - Walls: Brick; stone; pre-cast concrete; siding; stucco; EIFS (above the 1st Floor Level)
 - Roofs: Simulated tile or dimensional shingle; standing seam metal; slate
 - Windows: Wood; aluminum; anodized aluminum
 - Doors: Wood; anodized aluminum

Village Market

- Building character

Buildings are to be small scale one and two-story structures that are visually compatible with the rest of the community.

Building facades are to incorporate a three-part hierarchy of base, middle, and top. This may be reduced to base and body for a one-story building.

Corporate architecture is to be strongly discouraged.
- Walls and Windows

Walls and windows are to be designed to be in proportion with and to enhance the scale of the buildings.
- Roofs

Visible building roofs are to be gabled or hipped or segmented. Flat roofs are not to be visible from the public street level, and are to be screened behind architecturally integrated parapet walls or other rooflines.
- Entrances

Main entrances are to face a major internal street, with secondary entrances provided to encourage access from parking areas and side streets.

Individual entrances to multi-tenant buildings are to be articulated for easy identification without compromising overall building unity.

Awnings, porches, patios, and the like are to be used as appropriate in order to identify entrances, provide shelter and encourage social interaction.
- Mechanical equipment

Both rooftop and ground level units are to be screened from public view.

Gutters and downspouts are to be metal and discharge water in a direction away from pedestrian activities.

- Appropriate materials include the following:
 - Walls: Brick; stone; pre-cast concrete; siding; stucco; EIFS (above ground level)
 - Roofs: Simulated tile or dimensional shingle; standing seam metal; slate
 - Windows: Wood; aluminum; anodized aluminum
 - Doors: Wood; anodized aluminum

Town Center

- Building character
 - Buildings are to be pedestrian-scale two and three story buildings that emulate those found on small town “Main Streets”.
 - Building facades are to incorporate a three-part hierarchy of base, middle, and top.
 - Horizontal elements of adjacent buildings are to be aligned.
- Walls and Windows
 - Walls and windows are to be designed to reinforce the pedestrian scale of the buildings. The use of details, such as water tables, pilasters, lintels, and the like are to be employed to enhance the pedestrian scale. Façade segments of commercial buildings are to be limited to lengths between 40’ and 80’.
 - Tall storefront and clerestory windows are encouraged for ground level commercial uses.
 - Smaller windows, vertically proportioned to the lower level fenestrations, are encouraged for upper levels of commercial buildings.
- Roofs
 - Visible building roofs are to be gabled or hipped. Flat roofs are not to be visible from the public street level, and are to be screened behind architecturally integrated parapet walls or other rooflines.
- Entrances
 - Main entrances are to face the major internal street, with walkways provided for pedestrian access through parking areas.
 - Individual storefronts and entrances in multi-tenant buildings are to be articulated for easy identification without compromising overall building unity.
 - Awnings, porches, patios, and the like are to be used as appropriate to identify entrances, provide shelter and encourage social interaction.

➤ Mechanical equipment

Both rooftop and ground level units are to be screened from public view.

Gutters and downspouts are to be metal and discharge water in a direction away from pedestrian activities.

➤ Appropriate materials include the following:

Walls: Brick; stone; pre-cast concrete; siding; stucco; EIFS (above the 1st floor level)

Roofs: Simulated tile or dimensional shingle; standing seam metal; slate

Windows: Wood; aluminum; anodized aluminum

Doors: Wood; anodized aluminum

Selected Reference Material:

➤ “What Style Is It? A Guide to American Architecture” by John Poppeliers, S. Allen Chambers, Jr. and Nancy B. Swartz: Historical American Building Survey

➤ “American House Styles: A Concise Guide” by John Milnes Baker, A.I.A., W.W. Norton & Co., 1994

➤ “The Architectural Treasures of Early America” by the National Historical Society; 23 volumes; 1998

➤ “A Field Guide to American Houses” by Virginia & Lee McAlester; A Borzoi Book published by Alfred A. Knopf, Inc.; 1984

Landscape Guidelines

The Landscape Guidelines provide descriptions for non-building elements, and are consistent throughout the community.

- Grading and Drainage

Grading and drainage is to be designed to preserve natural stream courses and their buffers, minimize soil erosion, and to achieve positive drainage in parking areas and to direct surface flow away from buildings and pedestrian activity areas.

- Buffers

Stream buffers, perimeter buffers, and viewshed buffers are to consist of preserved existing vegetation.

Buffers may be selectively cleared and thinned of dead, leaning, and diseased trees, as well as undesirable brush and vines.

Where perimeter and viewshed buffers do not contain adequate plant materials, buffers are to be re-vegetated, primarily with native species.

- Parking Areas

Parking areas are to include landscaped islands as well as perimeter landscaping.

Trees are to be planted so that no parking place is more than 45 feet from a tree, unless the design of the parking lot includes a bio-retention area to capture stormwater.

Parking area trees are to be 2 inches in caliper at planting.

- Street Trees

Trees are to be planted along all public streets within the community at a rate of 1 tree per 25 linear feet of roadway. Street trees should be planted between the curb & the sidewalk.

Street trees are to be 2.5 inches in caliper or at least 12 feet in height at planting.

- Paving, walls, and fencing

Pedestrian paving materials are to include concrete, brick, clay tile, and stone.

Asphalt and gravel mulch may be used in trail situations.

- Lighting

Lighting fixtures are to be compatible with adjacent architecture and contextual setting.

The Draft Chatham County Lighting Ordinance dated 9-2-03 is incorporated herein by reference, and is to be followed as guidelines for lighting within the community.

- Signage

Freestanding, ground-mounted signage is limited to a maximum height of 10 feet.

Building-mounted signage is to be subordinate to the building façade and compatible with the design of the building.

- The Chatham County Design Guidelines are incorporated herein by reference.

Street Design Guidelines

The streets within the Briar Chapel community will be relatively narrow. With the exception of the peripheral neighborhood streets, the streets will be designed in accordance with the North Carolina Department of Transportation *Traditional Neighborhood Development Street Guidelines*. The peripheral neighborhood streets will be designed in accordance with the NCDOT *Subdivision Road Standards*.

Sidewalks will be provided along both sides of all streets with residences or other buildings fronting on them. Sidewalks or paths will be provided along one side of all other streets that provide connections within the community but do not serve as building frontage. Street trees, either planted or preserved, will be provided along all streets.

See the following pages for street configurations.