

9. Project Design, Objectives and Initiatives

Williams Corner is planned to have an architectural style in keeping with the cultural and historic styles for this part of Chatham County, such as Georgian, Federal, Greek Revival, or Colonial Revival. The objective is to have buildings that do not appear startling and new, but that look aged the day they are finished. The request by the developer to the architect is to create structures that will be attractive and not require foundation plants or landscape features to enhance the appearance. If this is accomplished, the landscape can be designed to make the project have more of a rural feel by relying on trees as major plantings. In addition, the project will adhere to all the provisions of the *Chatham County Design Guideline* that apply to this project.

The developer has spent a great deal of time visiting similarly sized developments and, even more importantly, seeking the opinions of citizen groups, organizations that are best at identifying what the residents of an area may find objectionable and, more constructively, what residents would prefer.

It is normally taken for granted that economic forces work to prevent innovation and environmental considerations. This has never been the belief of the developer, M. Travis Blake, President of North Chatham Investments, Inc.

Williams Corner is planned to incorporate a number of environmentally friendly initiatives that include a neighborhood-sensitive site plan, some low-impact development stormwater runoff components, green building design, reuse wastewater system, solar energy generation components, and an innovative solid waste recycling plan. The basic premise is that if these initiatives are given intelligent forethought to make them profitable and convenient, they can be implemented and will be used on a daily basis.