

MIXED-USE DEVELOPMENT AT CHATHAM PARK

Pittsboro, North Carolina URBAN DESIGN ASSOCIATES

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# Mixed-Use Development At Chatham Park

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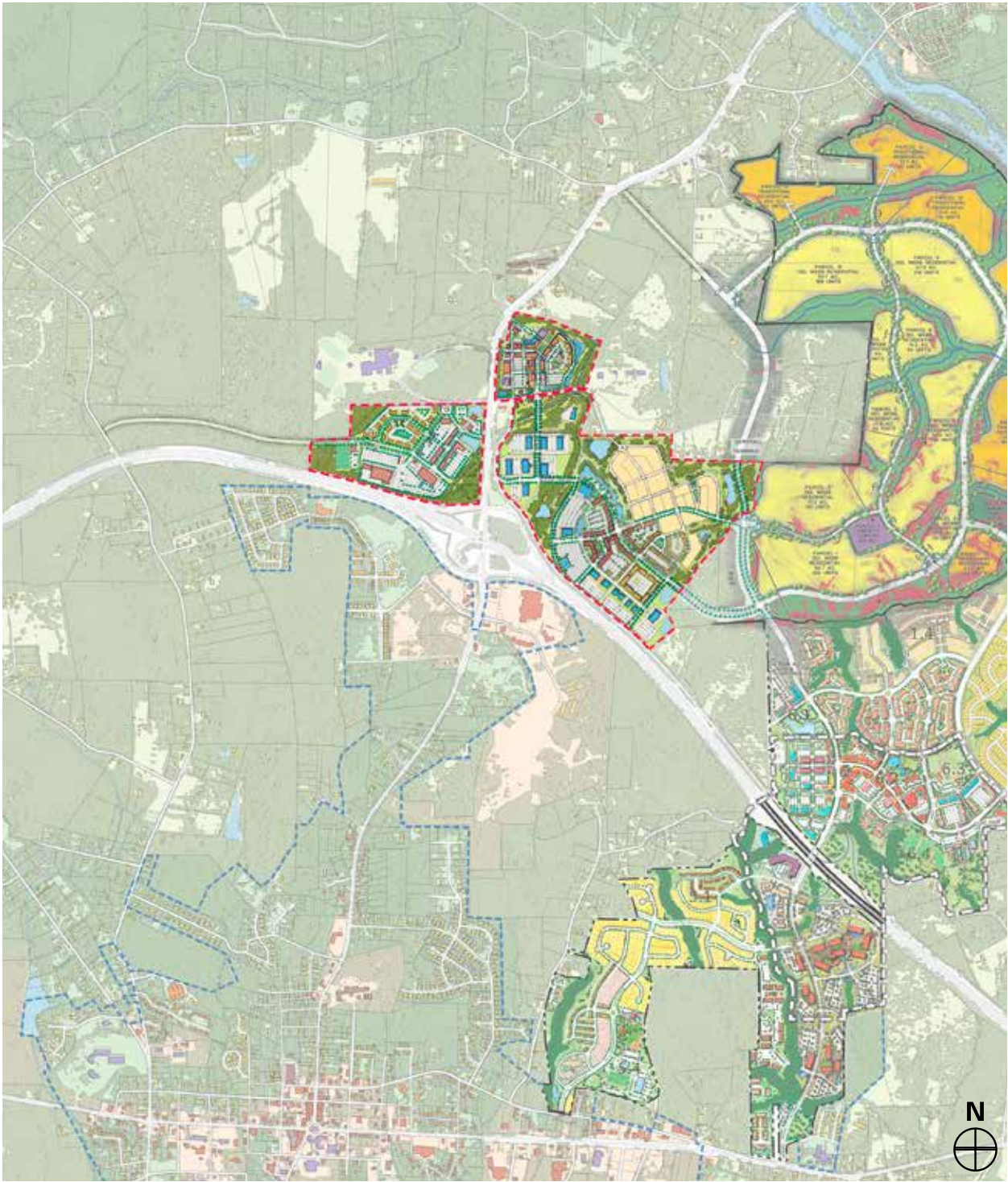


# Overview

THIS DOCUMENT SUMMARIZES the recommendations from a site planning and design process for a mixed-use precinct located in the North Village of Chatham Park, an 8000 acre new community in Pittsboro, NC. The focus area included three separate parcels totaling 350 acres arrayed around US 64 and the 15/501 arterial linking Pittsboro to Chapel Hill and surrounding communities. More detailed study of the Phase I parcel, a 44 acre parcel located just east of the high school on 15/501 corridor, is illustrated and described in more detail within this report.



(ABOVE) Aerial view of Phase I Village Center  
(BELOW) Eye-level view of one of the garden courts.



Detail of development plan for Chatham Park's North Village, showing the mixed-use cluster on 15/501 and US 64.

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# Place Making

The design and development team have a long history of creating great places where the sense of community grows out of regional and local traditions to reflect the sensibilities of a new generation moving forward. From regional examples such as Southern Village and Governors Village in Chatham County to new towns like Baxter in Fort Mill, South Carolina and Celebration, Florida, the approach to design is one that seeks to ‘knit’ a new place into the fabric of existing towns and regions, to understand how people want to live in this place and to decipher their priorities.

Developing the ideas that guide the design and program of a place drives how it can connect to existing and future neighborhoods, business districts, parks and civic institutions. It is key to understand this in order to establish a pattern of setting long-term, sustainable growth that adds to the quality of life and provides opportunities for a broad range of people and enterprises large and small to continue to invest and prosper in the local community.



(ABOVE) Baxter Main Street, Fort Mill, SC designed by UDA



(TOP) View of new community college embedded in the heart of a mixed-use district in Norfolk, VA designed by UDA  
(CENTER) Southern Village in Chatham County music event and shopping street.  
(RIGHT) Storrs Center, mixed-use center in Storrs, CT designed by UDA

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## Design Principles

### WHAT WE HEARD

- » Provide a complementary experience to downtown
- » Provide Chatham County residents an alternative to driving out of the County for services
- » Create a pedestrian-friendly environment
- » Connect new places to Pittsboro through trails and shared open space
- » Respect the history and context of Pittsboro
- » Embrace local character — artsy and quirky
- » Create opportunity for local businesses

Over the last several months, members of ECO CP Partners have been canvassing local business owners, arts and cultural groups and elected officials in the community and county to listen to the range of visions, explore the opportunities and understand key issues. This process has directly influenced the design and programming for this first phase Village adjacent to Northwood School and the new medical arts district in Chatham Park.

Members of the design and development team re-engaged many participants again to clarify how we might begin incorporating feedback into the physical design of this place. We met with stakeholder groups continuously for four days in a design charrette where we could test various elements of the planning concepts and present emerging options to the program as well as the character and scale of the place.

The preferred design direction developed during that week-long charrette has been refined and is presented in the following sections.

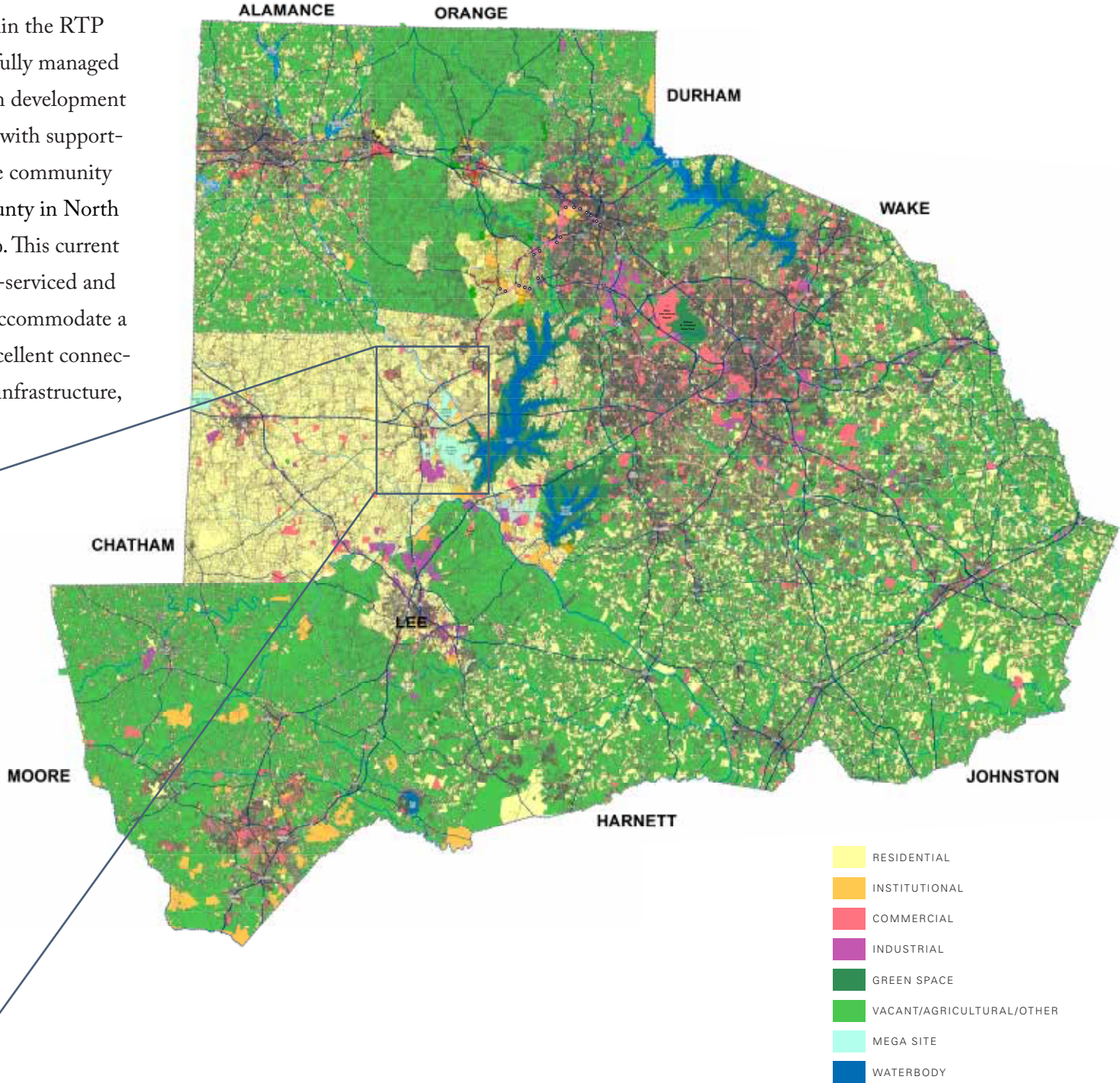
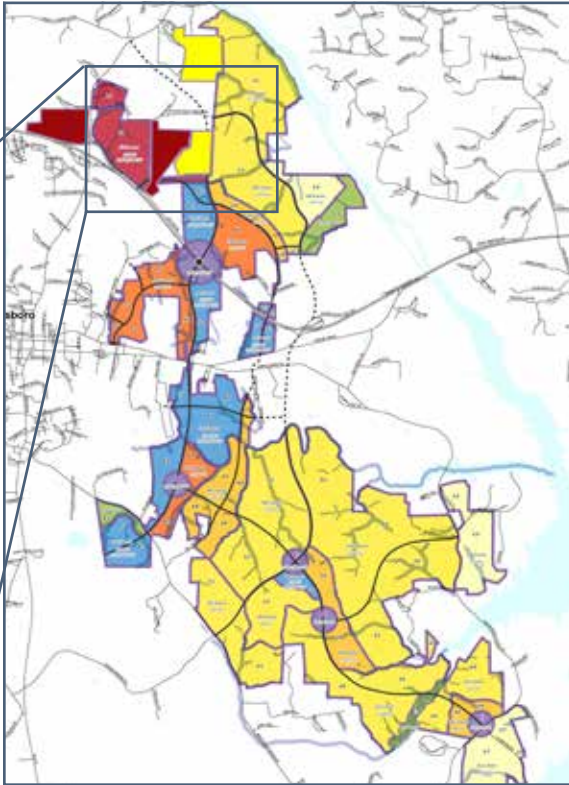




# Regional Context

Chatham Park creates another mixed-use anchor within the RTP region with unprecedented growth potential in a carefully managed and comprehensively planned community. This shift in development patterns creates a complementary employment center with supportive commercial and residential uses integrated into the community fabric. Chatham County is the 6th fastest growing county in North Carolina with a 2015 population growth rate at 11.7%. This current growth projection has created a need for creating well-served and well-connected sites. Chatham Park is positioned to accommodate a significant proportion of this ongoing growth with excellent connectivity to regional hubs, investment in state-of-the-art infrastructure, and thoughtful place-making.

(BELOW) Phase 1, 2, and 3 of North Village Mixed-Use Center (RIGHT) Chatham Park 8000-acre master land use plan with mixed-use parcels (FAR RIGHT) Chatham County 2016 Land Use Map produced by Geospatial Analytics at NC State University.



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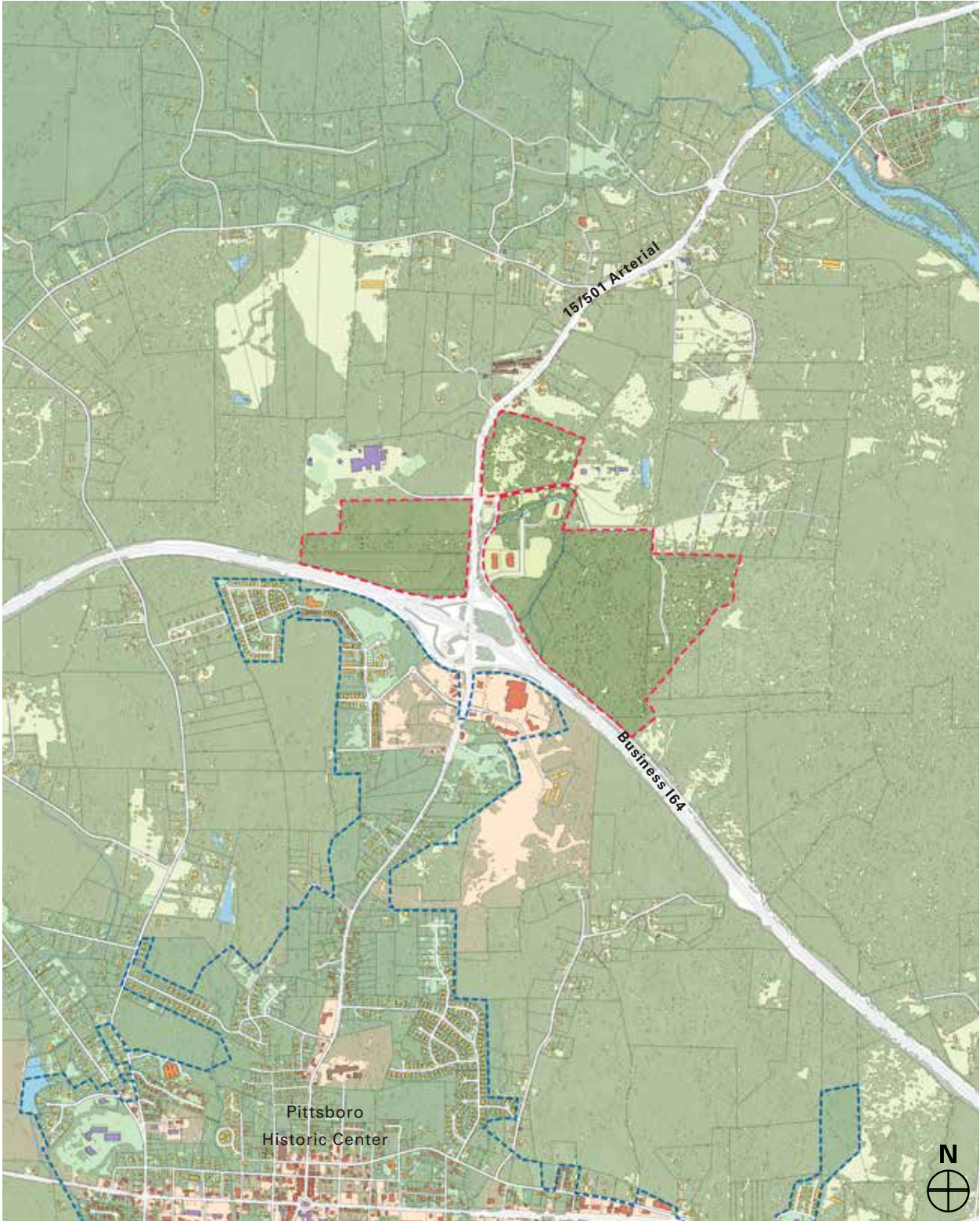


# Local Context

The proposed mixed-use cluster for Chatham Park's North Village is centered around the new medical office campus just north of US 64 and east of 15/501 adjacent to Russet Run road. This area is anticipated to provide regional commercial services, employment and a variety of residential neighborhoods with diverse housing types and choices that are interconnected and walkable. This development is meant to create a complementary center for Pittsboro with a variety of uses and new residents that add to the current businesses and neighborhoods in the historic core. Creating additional market opportunities for local businesses is a key objective.



The historic character and sense of place in Pittsboro will become a highly valued asset to new businesses and residents. The influence of regional arts and local entrepreneurs is an important ingredient in creating a sustainable and equitable model for growth.



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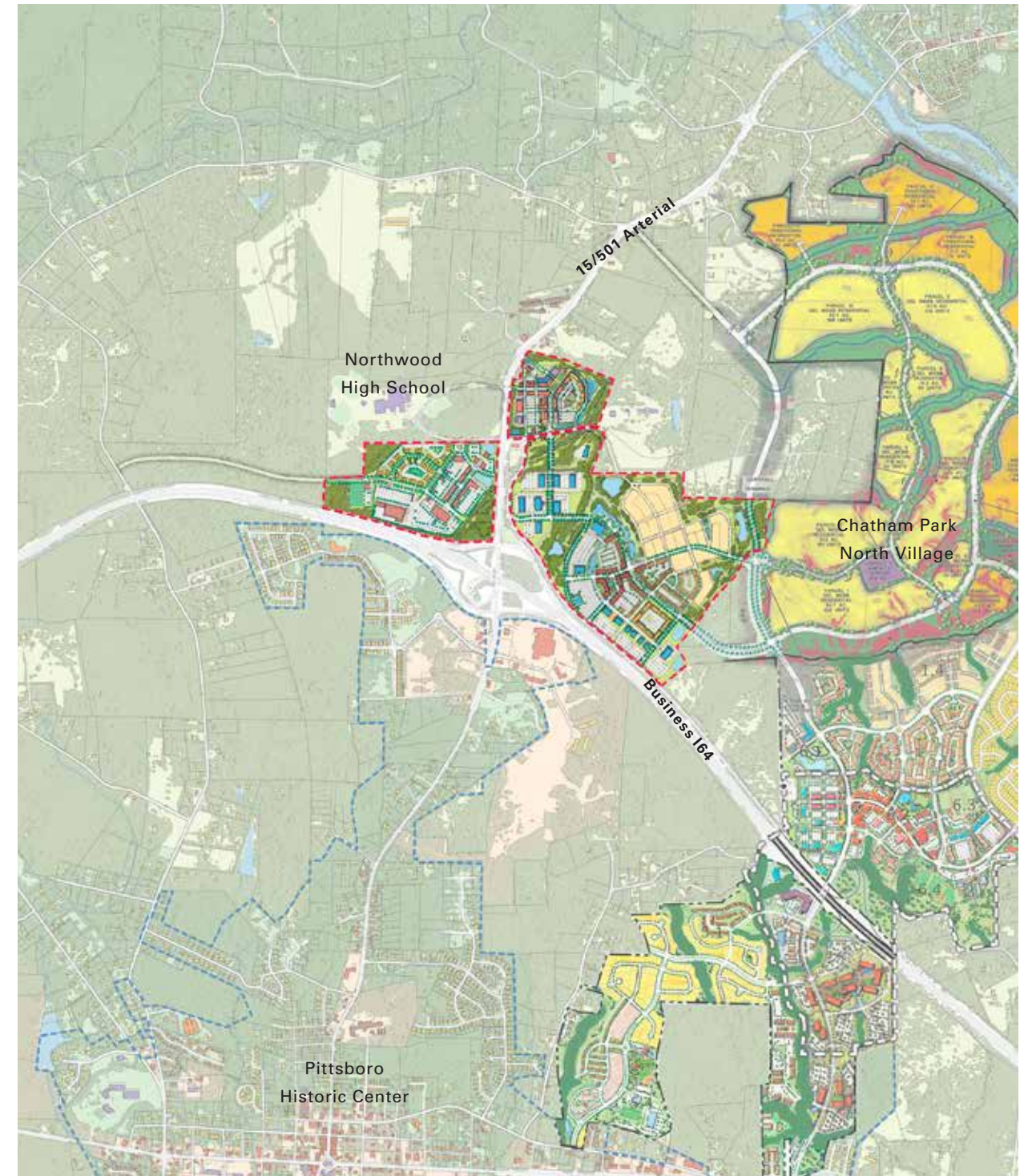


# Chatham Park



The changing patterns of development around the historic core of Pittsboro will change the dynamic of the town. Adding new investment and attracting new residents and businesses within close proximity creates a rare opportunity to grow thoughtfully and inclusively. This will be a change of scale and certainly character from current land use patterns. The design for each neighborhood and district must find a vocabulary of place that grows out of the inherited architecture, landscape and cultural attributes of Chatham County and Pittsboro.

The guiding principles behind this work include creating new places that have their roots in the essential qualities of towns like Pittsboro that have a distinct identity and quality of life.



Graphic showing the current plan elements for the North Village of Chatham Park with the proposed mixed-use cluster located at the 15/501 interchange with US 64

Examples of mixed-use environments of equivalent scale and types from areas with a diverse range of uses in proximity to single-family neighborhoods connected to the centers via trails and roadways.



# Mixed-Use Cluster Concept

The changing patterns of development around the historic core of Pittsboro will change the dynamic of the town. Adding new investment and attracting new residents and businesses within proximity creates a rare opportunity to grow thoughtfully and inclusively. This will be a change of scale and certainly character from current land use patterns. The design for each neighborhood and district must find a vocabulary of place that grows out of the inherited architecture, landscape and cultural attributes of Chatham County and Pittsboro.

The guiding principles behind this work include creating new places that have their roots in the essential qualities of the regions towns, with a diverse offering of neighborhoods, places to live, work, and play connected in ways that are accessible by cars, bikes, and by walking.



- A. Mixed-Use Village: Local & Regional Precinct oriented to the arts
- B. Regional Commercial Services
- C. Medical Arts and Supportive Services
- D. Mixed-Use Regional Employment, Residential and Supportive Commercial Services

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# Phase I Master Plan

PHASE I IS DESIGNED as a mixed-use Village anchored by a public theater and arts colony with local and regional shops and services that expand the offering of the Town of Pittsboro. The Village will have over 325 residential units and will be framed by a park setting with walking trails, ponds and constructed wetlands. The heart of the Village will feature a “Main and Main” shopping district and a local restaurant and artist environment called The Works Yard adjacent to the shopping streets. A central green will provide event space and an outdoor music venue for seasonal programming.



ILLUSTRATIVE MASTER PLAN Phase I  
Mixed-Use Village includes:

- A. The Village Main
- B. Freedom Drive
- C. Theater Square
- D. The Works Yard
- E. Russet’s Corner

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# Aerial View



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Aerial view looking south and west with Theater Square in the foreground



# Land Use Plan

Ground Floor Uses

- RETAIL
- OFFICE
- RESIDENTIAL
- CIVIC
- INSTITUTIONAL
- HOTEL



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BASEMENT LEVEL



GROUND FLOOR



SECOND FLOOR

**PROGRAM BY BLOCK**

| BLOCK             | A              | B              | C              | D            | E            | TOTAL          |
|-------------------|----------------|----------------|----------------|--------------|--------------|----------------|
| Retail (SF)       | 58,350         | 54,100         | 14,700         | 0            | 2,400        | 129,550        |
| Restaurant (SF)   | 40,050         | 4,850          | 21,450         | 3,150        | 0            | 69,500         |
| Office (SF)       | 55,400         | 11,600         | 21,450         | 0            | 0            | 88,450         |
| Education (SF)    | 0              | 80,900         | 0              | 0            | 0            | 80,900         |
| Hotel (SF)        | 0              | 0              | 70,250         | 0            | 0            | 70,250         |
| Civic (SF)        | 1,800          | 15,100         | 2,500          | 0            | 0            | 19,400         |
| Residential (SF)  | 56,200         | 151,150        | 187,500        | 0            | 0            | 394,850        |
| <b>TOTAL (SF)</b> | <b>211,800</b> | <b>317,700</b> | <b>317,850</b> | <b>3,150</b> | <b>2,400</b> | <b>852,900</b> |

**PARKING**

| BLOCK              | A          | B          | C          | D         | E         | TOTAL        |
|--------------------|------------|------------|------------|-----------|-----------|--------------|
| Street Parking     | 48         | 126        | 46         | 0         | 0         | 220          |
| Surface Parking    | 456        | 216        | 464        | 15        | 24        | 1,136        |
| Structured Parking | 0          | 315        | 408        | 0         | 0         | 24           |
| <b>TOTAL</b>       | <b>504</b> | <b>657</b> | <b>918</b> | <b>15</b> | <b>24</b> | <b>2,079</b> |



THIRD FLOOR



FOURTH FLOOR



FIFTH FLOOR



# Street Networks and Parking Plan

- THEATER SQUARE
- VILLAGE MAIN & FREEDOM DRIVES
- SECONDARY DRIVEWAYS
- STRUCTURED PARKING BELOW BLDGS
- SURFACE PARKING LOTS



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# Street Sections



SECTION BB One-way pair at Theater Square



SECTION AA Commercial Streets



# Public Parks and Open Space Plan

The design approach for the Phase I Mixed-Use Village is to create a series of diverse gathering places that create both intimate environments for relaxing, talking with friends, sharing a meal, as well as larger public spaces, such as the green at Theater Square, where special events like movie night or a concert in the summer can offer something different throughout the year.

The village streets are designed to have active commercial uses on the ground level and a mix of office, and residential uses above to create a vibrant public realm throughout. Just behind the village main streets is an area for artisans, with farmers market stalls, gardens, work sheds, and pop-up cafes in an informal agrarian setting.

The park spaces are linked by sidewalks and trails with all neighborhoods being within a 5 minute walk to each other. The Village is served by a continuous green around the perimeter which has running and walking trails through woodlands, meadows, and ponds that manage the quality of the stormwater and create new habitats.

PARKS & OPEN SPACE PLAN Phase I  
Mixed-Use Village

- A. Russet's Corner
- B. Parkside Commons
- C. Theater Square
- D. The Works Yard
- E. Residential Recreation

TRAIL/PEDESTRIAN CONNECTIONS



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## Parkside Commons

The changing patterns of development to accommodate recreational opportunities and walkable neighborhoods is a core principle behind the design and organization of streets, walkways, parks and integration of green infrastructure including stormwater management. The Village will be encircled by a system of streams, constructed wetlands and ponds, woodland and meadows designed as a park environment with trails and passive open spaces connected directly to the main streets of the Village.

These elements will also form the site branding and landscape design along 15/501 and Russet Run Road. Stone walls, native trees, and regional plant varieties will form the entrance experience and communicate the essence of place for this Phase I Village.



A The corner of Russet Run Road and 501 will be marked by a site pond and wetland feature that will integrate community signage and identity.



B Walking and running trails will connect the various neighborhoods within the village as well as to the expanding park and greenway networks developing within Chatham Park.



C Wetland landscapes and ponds will create a park setting for the Village.



# Neighborhood Character

THE VILLAGE IS COMPRISED of a variety of sub-neighborhoods each with its distinct character and sense of place. This creates an authentic sense of place for those who live, work and play here. The primary addresses are the Village Main Streets lined with small shops, cafes and restaurants with offices and residential apartments in the floors above. These streets will feature deep sidewalks that allow for shops and restaurants to have terraces and seating areas along the street.

A village commons, Theater Square, will be home to special events and daily activities in the heart of the commercial district. The square will feature a performance theater and a working artist colony creates a unique destination.

Just off the Village Main Streets is a small precinct of open market sheds and agrarian-inspired buildings with common market spaces designed specifically to meet the needs of local artisans, makers, gardeners and chefs. This informal network of urban spaces creates what we refer to as a “works yard” that is home to many artists, restaurateurs, and workshops.

Russet Run Road become a new commercial cluster with a range of services with regional and national restaurants and hospitality accommodations.

The Village will look and feel diverse and complementary to settlements such as Pittsboro. While the sense of place is based on heritage, it is a place of today, reflecting the way people are living and working in the region.



MASTER SITE PLAN



A Village Main Street



B Theater Square



C The Works Yard

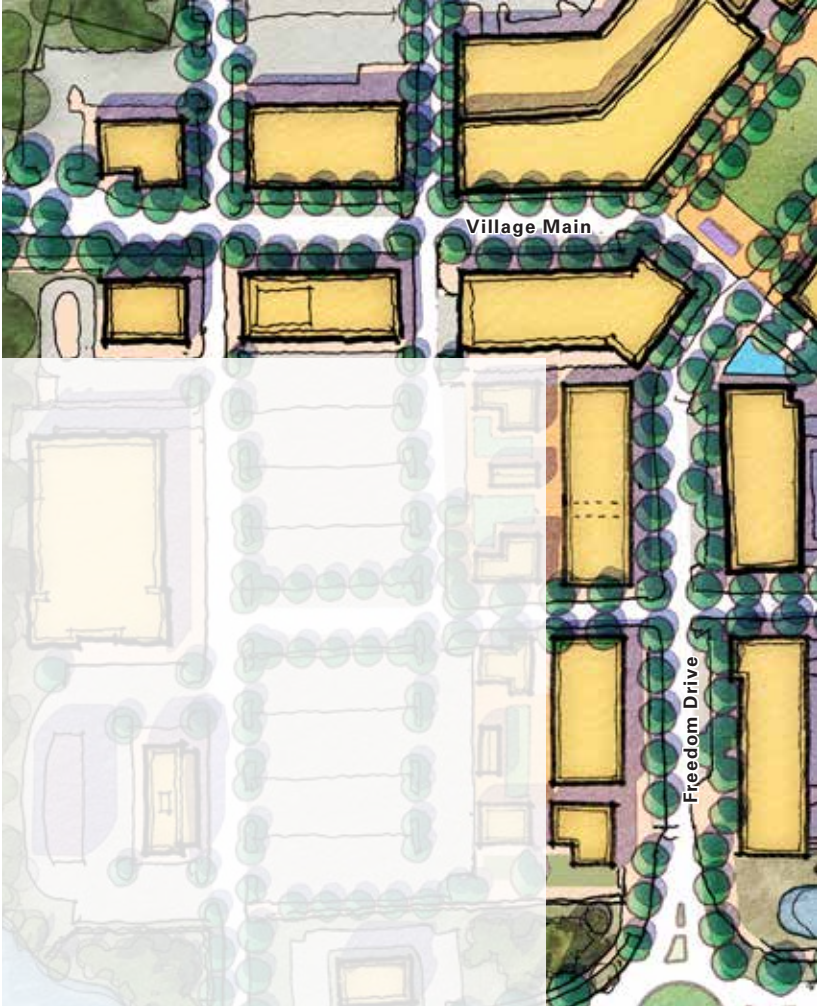


D Russet's Corner

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# Village Main & Freedom Drive



The new mixed-use village will have a dynamic and vibrant retail environment anchored by two commercial streets - The Village Main and Freedom Drive. These streets take their cues from the small downtowns found in the southeast. Sidewalks are tree-lined with broad terraces for dining or socializing with friends. Individual shops create a distinct personality that is distinctively local and relaxed. Convenience parking is found along the streets and directly behind the buildings to create a walkable and delightful experience for pedestrians.

Small offices and residential apartments are located on the upper floors of all the retail buildings to ensure an active and lively place throughout the days and evenings.



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# Main Street Character

VIEW LOOKING EAST The character of the Village Main Streets will include a mix of buildings with different character. The modern, landmark architecture of the theater and art colony blends with the mill-inspired loft buildings, each with a variety of local shops and services on the ground floor.



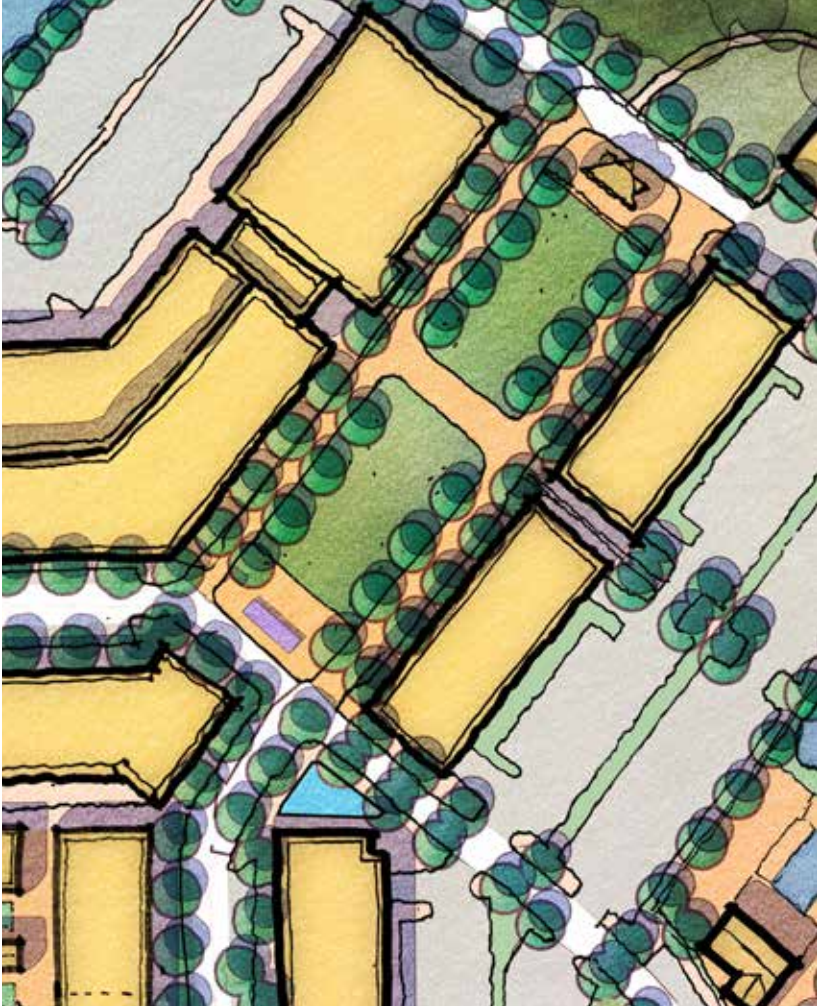
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# Theater Square

Theater Square will be home to local performing arts groups and an innovative artist colony focused on fine arts as well as performing arts. This will be an active learning and working environment designed to support area artisans while providing opportunity for shared studio spaces and new venues for displaying created work.

Theater Square is anchored by the Village Commons, a broad, open lawn area designed for passive recreation uses as well as special events such as music performances, summertime festivals, and movies in the park. The Commons is lined by shops and restaurants fronting a continuous plaza with an iconic performance stage as a landmark on the north end plaza and an activated public space featuring sculptures and informal play and game areas on the south end.



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Theater Square, continued

VIEW OF THE SQUARE Theater Square is the signature community gathering space with a large lawn area and a promenade lined with shops, restaurants, and a performing arts theater on the ground floor. Performances and special events will animate life on the Square.



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# The Works Yard

The Works Yard will be an active, creative center for the new Village. This place is drawn from the working farm yards and mill yards, as well as the back streets of small towns that are home to the many “makers” that work alongside the shops and other businesses on Main Street. The Yards are conceived as spaces to support the art and maker culture that has become a hallmark of Pittsboro character. Small, simple spaces designed to accommodate expansion for local artisans working spaces and provide new markets and venues for artisans. The Yards will feature a collection of multi-purpose sheds and pavilions that can host farmers markets, special farm-to-table events, art openings, working studio demonstrations and daily support functions for the village. The Works Yard will be home to food trucks and temporary installations, both seasonal and annual. Buildings will have a character that is more agrarian, but delightful in the fresh way building forms are expressed and shared outdoor terraces, restaurant gardens, and gallery spaces intermix, so the experience is as inspirational as it is fun.



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The Works Yard, continued

**WORKS YARD PERSPECTIVE** These spaces will have galleries, workshops, restaurant gardens, farmers markets and seasonal events celebrating local culture, art, craft, food, and music. It will grow organically over time to adapt to the market and community.



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# Russets Corner

Russet Run Road will be a major gateway into all of North Village as Chatham Park grows. It now serves the Medical Arts campus and is developing as a location for restaurants and services. The new Village will continue the pattern of service uses along with a more urbanized stretch of the street leading to the roundabout with Freedom Parkway. A hotel will create a gateway into the Village from Russet Run while a signature water and wetland feature at the corner of 15/501 will create an identity for this first mixed-use center.

ARRIVAL This perspective illustrates the sense of arrival from 15/501 on Russet Run Road. Restaurants and a collection of small businesses frame the street. The hotel is seen on the left as a gateway into the Village.



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# Architectural Character

THE VILLAGE CHARACTER will evolve from heritage architecture found on the farms and mills throughout this region of North Carolina that defined the sense of place of generations of residents. The simple, but beautiful forms of agrarian working sheds, barns, and workshops are part of the region's distinctive character. The mills that anchored so many small towns and communities carried a similarly unique sense of place we associate with this legacy. Chatham Mill and Carr Mill are two examples of former manufacturing buildings that have been adapted for reuse over time.

These two distinctive building vocabularies will provide the inspiration for a new generation of regional building forms uniquely designed for this place. With a strong emphasis on local artisans, the farm-to-table movement in the region and the growing maker culture that has already made Pittsboro a destination, this vocabulary of building types provides a fitting context for the next generation of creative residents and businesses.



(LEFT) These examples of new buildings from California, Texas, and Pennsylvania are derived from these utilitarian building types to create modern character rooted in local heritage.

(RIGHT) Utilitarian building types such as mill buildings, stables, barns, and storage sheds, have become precedents for a new generation of buildings and places.



(LEFT) Many regional tobacco sheds, barns, and utility buildings create a locally inspired sense of place. These farm buildings along with former mill architecture pictured here — Carr Mill and Chatham Mill — offer a source of regional inspiration for new buildings of this place.



# The Works Yard Buildings

The Works Yard experience is anchored by agrarian-inspired buildings found throughout the region described on the preceding page. This area will grow organically over time and will see buildings adapted from temporary structures for events and interim uses to permanent galleries, restaurants, and other uses.

These buildings have simple shapes typical with a range of exterior finishes and materials including metal siding, painted concrete block, brick, and variations on clapboard building types with board and batten or lap sided exteriors. This will include open, market shed-type structures mixed in with small, simple utility buildings that become artist studios, workshops, local distilleries, and cafes.

Food trucks and BBQ events, wine, beer and cider tastings, art walks, and studio classes will be part of the ongoing programming that reinforces the “maker” environment and attracts visitors and residents to support a vibrant local economy based on the arts.



The Barlow, Sebastopol, CA 6 copyright 2015 Elliot Kellen

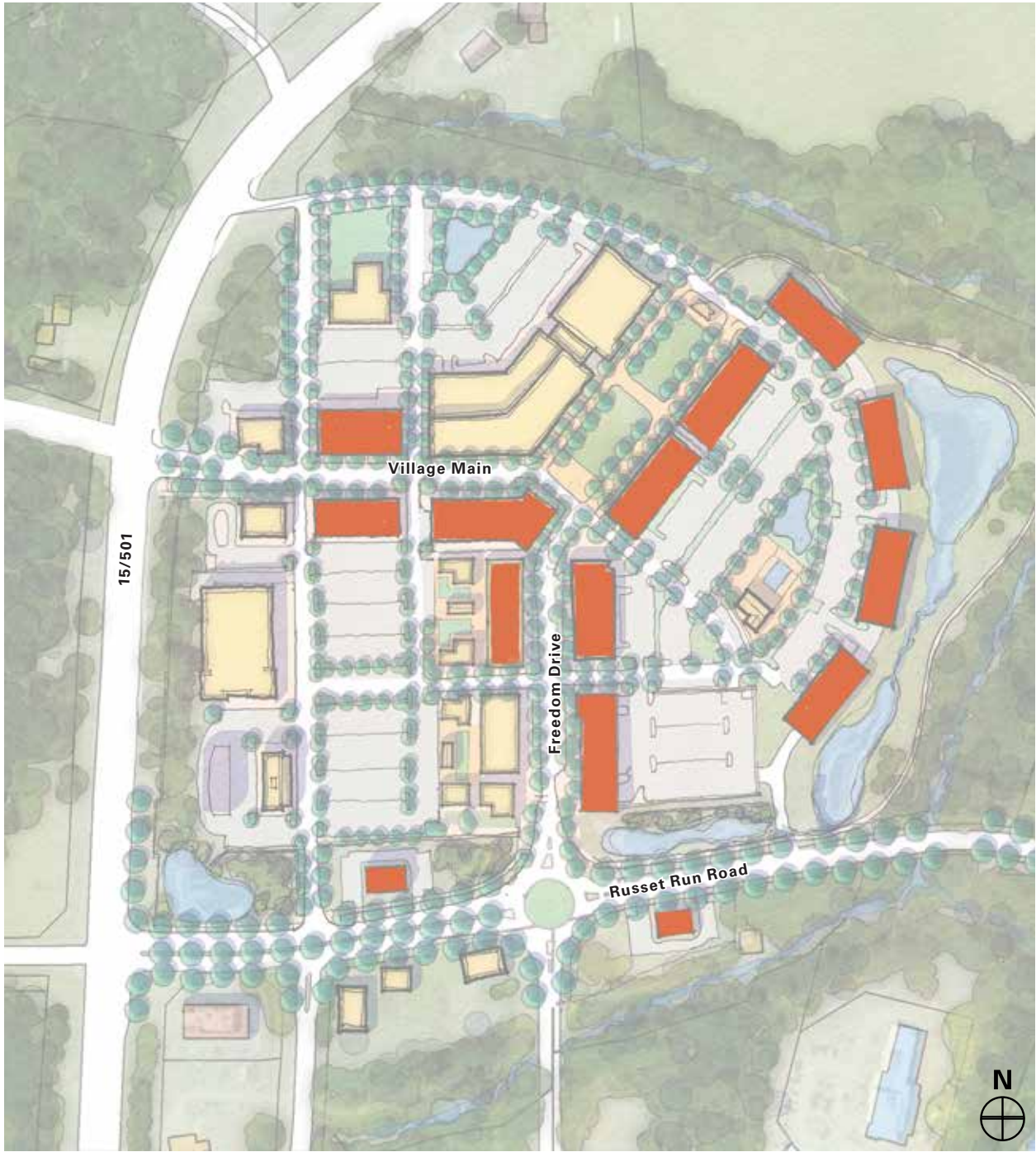


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# Village Loft Buildings

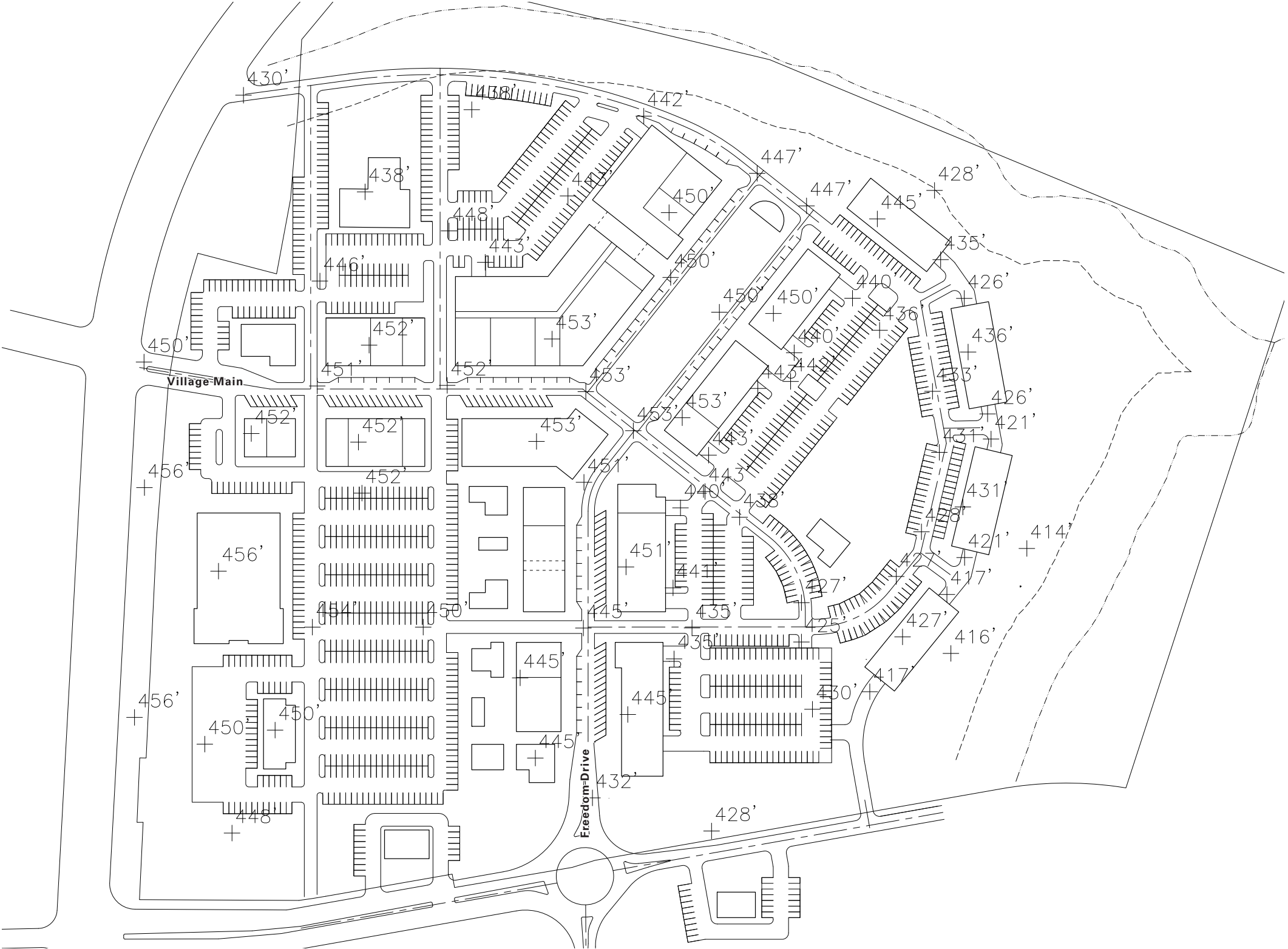
The Village loft buildings will create the heart of the new Village precinct. These will have a mix of uses and create the fabric of a commercial and residential neighborhood. These would be defined by using simple materials and forms with large, repeating window compositions that create a rhythm above the ground floor and allow for individual shops to express distinct personalities along the streets and the square.



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# Concept Grading Strategy



CONCEPT GRADING PLAN  
The consultant team developed a preliminary strategy for site development that will be refined as the planning moves into implementation

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