Design Principles

1. Create Human Scale.

2. Create a Sense of Place

3. Connect Uses

4. Provide Transitions

5. Reduce Parking Impacts

6. Plan for Pedestrians, Bicyclists, and Transit Users

7. Provide Open Space

Sample graphics at right.

**Space**

Spaces between buildings can be out of human scale, causing a feeling of being lost. Creating human scaled spaces that are defined by either buildings or landscape features provide more friendly, inviting places.

- **Space has no closure.**
- **Space is too large as defined by buildings.** The most comfortable community spaces are in the ratio of two or three horizontal units to one vertical unit.
- **Comfortable human scale space is enclosed by buildings.**
- **Comfortable human scale space is enclosed by landscaping and building.**

This drawings shows examples of streetscape elements that give the street human scale. These elements help to make a place a more inviting destination.
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A well-scaled plaza in the middle of new development provides a sense of place...

as does the clock tower at Preston Corners in Cary.

Expanded sidewalks for cafes provide places for gathering and social interaction. As Cary continues to develop, elements like these can be used to create a sense of place.
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Sample graphics at right.

Plan developments with sidewalk, street and open space connections.

Pedestrian connections are made to large office developments (a) from a nearby hotel.

This connection to adjoining development also includes outdoor cafes (a), further encouraging pedestrian activity.
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Architectural transitions are achieved when larger scaled commercial buildings respect the scale and form of adjacent lower density uses (a).

When design character does not blend, landscape transitions are used to soften and buffer the change of scale and design (b).

Retail buildings on the left face apartments on the right. The businesses are neighborhood-oriented, such as dry cleaners and take-out food. Service areas are located to the rear, facing a service alley.

Trees can create an edge where continuity is desired between buildings.
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The use of mature landscaping and topography reduce the impact of parking in this large lot.

This illustration shows a shopping center with overflow parking to the side and rear.

In this development, on-street parking is provided to reduce the size of parking lots.

Landscaping is provided at the perimeters (a) and at the intermediate points (b) of the parking lot. Pedestrian paths are part of the planted median (c).
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Sample graphics at right.

Pedestrian/bike bath connects various uses and developments.

Sidewalks and crosswalks are provided to connect shopping centers with outparcels.
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Open space can include landscaped walkways between buildings and developments.

This gathering place includes landscaping amid benches and surrounding shops in a shopping center.

Sample graphics at right.

Types of Common Areas

... range from a small pocket park in a row of houses to...

...a larger green in front of an important building to...

...a larger detached green on which commercial and residential buildings can front.
The Design Guidelines Manual is designed to:

- present the community’s urban vision and core design principles
- educate property owners, developers, the public, and reviewers
- clearly identify criteria for development
- be enduring, flexible, and reality-based
The Design Guidelines Manual enhances and illustrates Cary's fundamental design vision, and is based on:

- Growth Management Plan
- Unified Development Ordinance
- Community Stakeholder Meetings

Resources
Sample Checklist from Manual

2. OFFICE/INDUSTRIAL PARKS AND TRANSITIONAL OFFICE AREAS

Description
Office Parks and Office and Industrial Parks (hereafter “Office/Industrial Parks”) are planned concentrations of office and industrial development. These areas accommodate additional office and industrial growth outside of activity centers. They include space, for example, for large firms or those that by size or function are incompatible with the residential, office, and commercial uses in activity centers. Office parks have primarily office uses such as corporate offices and office combinations. In addition, office and industrial parks can accommodate industrial uses, such as warehousing and light manufacturing. They may have a focus area containing support services such as convenience stores, copy shops, fast-food restaurants, and branch libraries.

Purpose of Area
Office/Industrial parks provide space for substantial employment centers. They accommodate uses that do not fit the compact, pedestrian-oriented activity centers. Office/Industrial Parks are unified developments, often in campus-like settings with an internal road network and shared open space. The buildings generally relate to each other and share design characteristics.

Checklist: Office/Parks and Transitional Office Areas

1. Create Human Scale
   - Height, setback, and mass of buildings are consistent with streets, parking and other elements to create a human-scaled sense of activity. Buildings are arranged to define the space between them to a logical and safety pattern that promotes human interactions. See Tool Kit Section 2.
   - Architectural elements and landscape architecture are used to define building mass, particularly at the eye level. Windows, material variety and building height in a street scene are used to provide human scale. See Tool Kit Section 5.

2. Create a Sense of Place
   - A distinctive identity is provided by identifying a building or landscape building and park, or in part, particularly in parks and garden spaces. See Tool Kit Sections 3, 4.
   - A coordinated plan accommodating office and industrial buildings of similar scale and mass is incorporated with the natural environment. See Tool Kit Section 4.
   - Buildings are arranged to define streets or edge open spaces. See Tool Kit Section 6.
   - Attractive outdoor spaces that are walkable environments such as public art and landscaping are provided for pedestrian use. See Tool Kit Section 6.

3. Connect Trees
   - The office park is connected by streets, sidewalks, parks and open space both internally and to surrounding developments. See Tool Kit Section 1.
   - Nettles connect sites and buildings within the office park. See Tool Kit Section 1.

4. Provide Transitions
   - Buildings have heights and mass compatible with adjacent buildings. Where surrounding buildings are substantial in scale, taller, larger buildings are in the center of the park with buildings transitioning in size and height to smaller buildings in surrounding areas. See Tool Kit Section 1.
   - Architectural and landscape elements are used to create subtle transitions between different uses and intensities. See Tool Kit Section 4.
   - More transitions between sites and uses cannot be achieved architecturally, landscape features and/or open space transitions are used to reduce the intensity differences and to make them desirable. See Tool Kit Section 1.

5. Provide Open Space
   - Natural areas such as woods, parks and scenic views are preserved to provide recreational opportunities for workers, to create outdoor meeting spaces or to provide a natural focal point in the development. See Tool Kit Section 5.
   - Public outdoor spaces are provided near office parks and the development to the majority of workers and employees. See Tool Kit Section 6.
   - Existing woodland is used for the buffer and access to adjacent residential development. See Tool Kit Section 6.

6. Plan for Pedestrians, Bicyclists and Transit Users
   - Pedestrian and bicycle connections are made with walkways and paths to buildings in a development and to adjacent developments and neighborhoods. The street network and pedestrian connections are designed to encourage pedestrian and bicycle movements. See Tool Kit Section 1.
   - Pedestrian amenities such as sidewalks, crosswalks, and shade are included in pedestrian and transit design. See Tool Kit Section 1.
   - Buildings are arranged to facilitate pedestrian activity. See Tool Kit Section 2.

Note: The text continues on the next page.
Sample Tool Kit from Manual

Also note “Tips” section, which occurs throughout Manual.