

## **Design Guidelines Vision and Purpose**

The design vision for the guidelines was outlined in the Town Center Area Plan. This envisions that the town center should be a compact, pedestrian friendly environment with good connections to surrounding neighborhoods. The heart of the center was defined as an area centered on the intersection of Chatham and Academy streets extending out two to three blocks in all directions.

A distinction was made that buildings south of the CSX railroad should be about 2-3 stories and reflect traditional architecture, while north of the CSX line, buildings could transition to more contemporary architecture of 3-6 stories.

An emphasis was placed on providing street trees, wide sidewalks, bringing buildings closer to the street, discouraging voids and frontage parking lots providing the majority of parking in public decks.

The purpose is to:

- Describe the general urban design vision, type of built environment desired for the Town Center Area.
- Assist in focusing design principles in order to preserve property values, promote the public health, safety and general welfare, and develop a satisfactory visual appearance within the Town.
- Provide clear design standards for development, redevelopment and revitalization based upon the Town Center Area Plan's recommendations.
- Educate property owners, developers, the public, and plan reviewers on what is expected and desired for new development in the town center.
- Assist the Town in developing practical approaches for the treatment of public spaces and public infrastructure in the town center.