

Chapel Hill Downtown Streetscape Master Plan

CCES Presentation

March 1, 2024



Agenda

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Welcome and Introduction

2

Defining “Streetscape”

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Downtown Streetscape Master Plan Overview

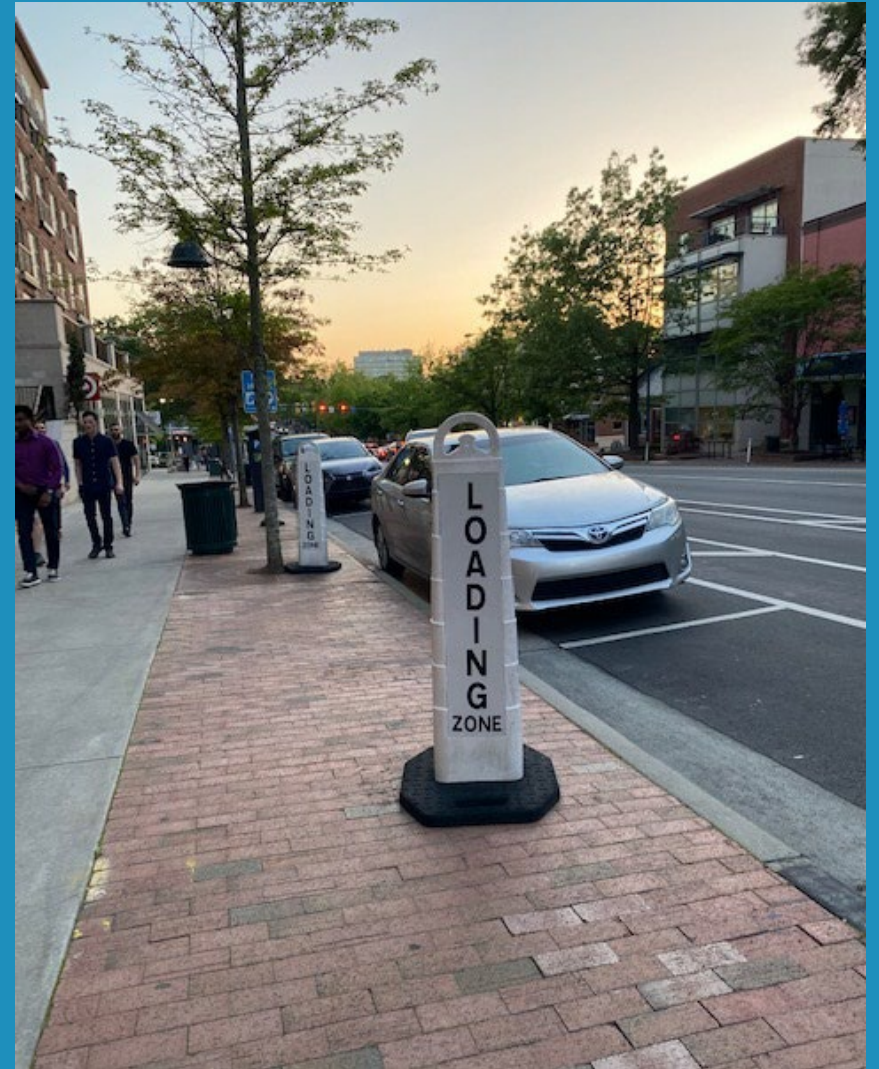
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Timeline

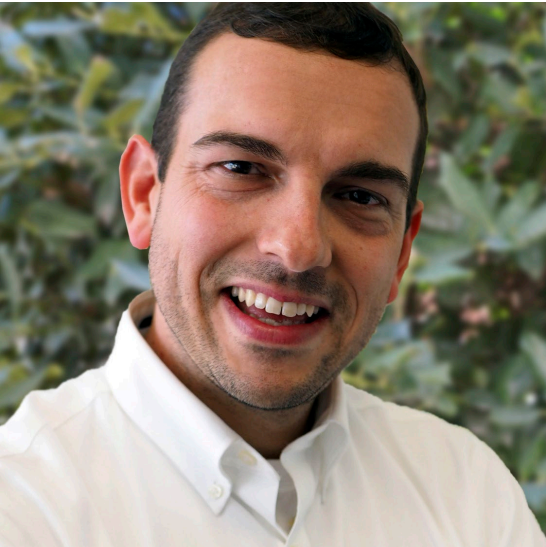
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Your Thoughts

Introductions



Project Team



Kevin Bacon, AIA
Project Manager

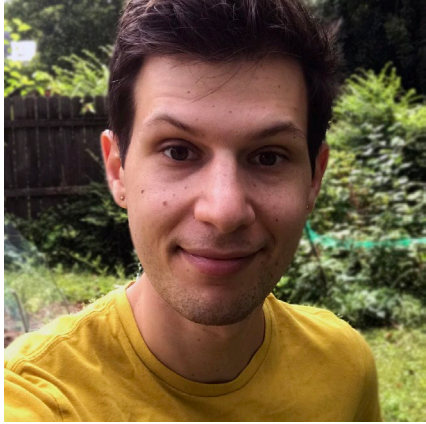


Sarah Johnson, PLA, AICP
Deputy Project Manager



Jared Draper, AICP
Principal-in-Charge

Project Team



Evan Holliday
Landscape design, engagement



Isabella Delgado-Castillo
Engineering, traffic, Spanish translation



Gabe Jenkins
Landscape design, placemaking



Eric Childs, PLA, LEED ND
Landscape design, urban design



Barbara Mosier, PE, PTOE
Traffic analysis + engineering



Bonnie Moser
Urban design, visualization



Addie Weber, AICP
Planning, urban design, architecture



Nathan Boone, PE
Multimodal engineering, construction



Andrea Ostrodka, AICP
Transit, planning, urban design



Todd Edwards, PE
Multimodal engineering

Defining “Streetscape”



What Does *Streetscape* Mean?

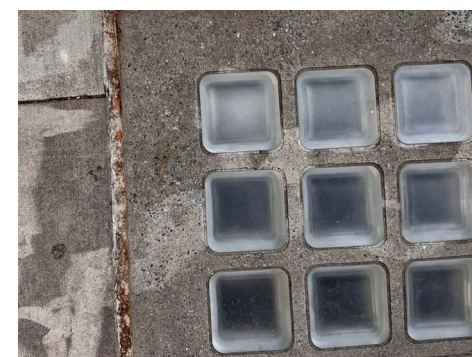
- The entirety of the public realm, not just streets
- The public right-of-way with consideration of privately-held public spaces



The Public Realm



The Public Realm



The Role of the Street



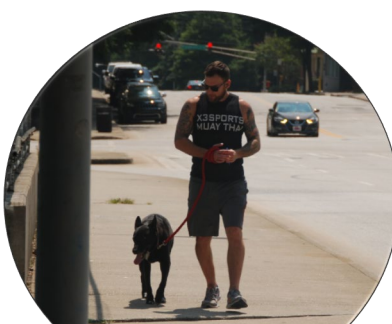
Workers



Tourists



Shoppers & Diners



Residents



Activists



Kids



Students



Deliveries



Leisure Users



Neighbors in Need

& more!



Limited Vision

Limited Mobility

Limited English Proficiency

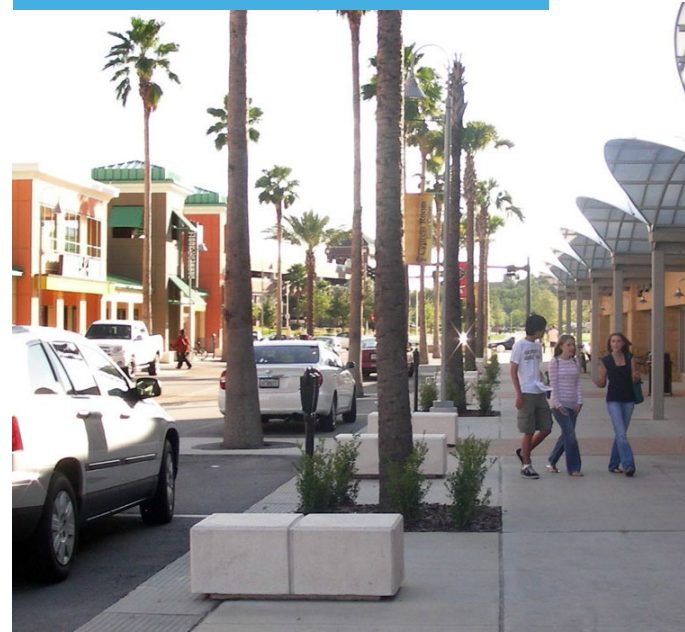
for people of all user types

Streetscape Opportunities

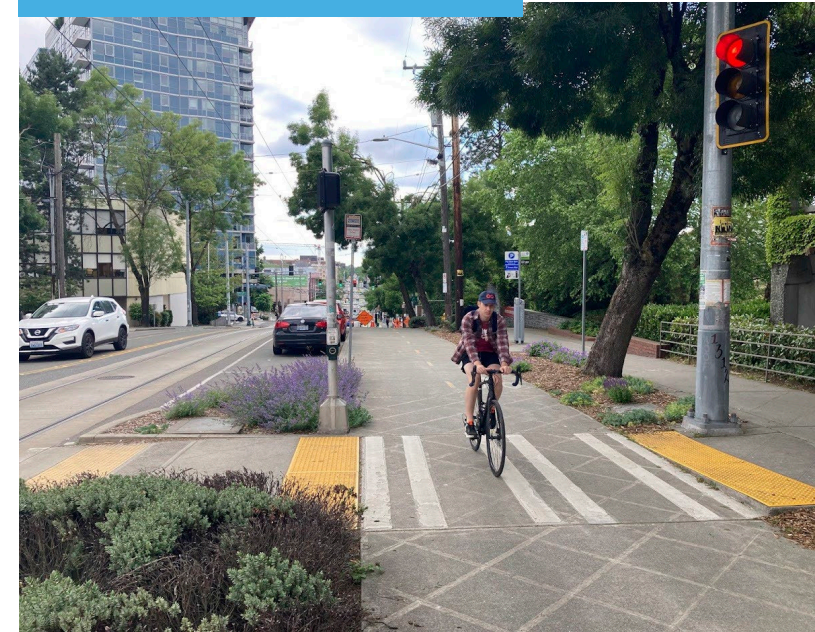
Shared Spaces



Flush/Curbless Streets



Complete Streets



PATH:

a road, street, parkway, trail, path, highway (any linear feature for moving things)

AS:

through its design and composition is

PLACE:

a defined, memorable location within the built or natural environment



**How do you wish you could
use the streetscape in
Downtown?**

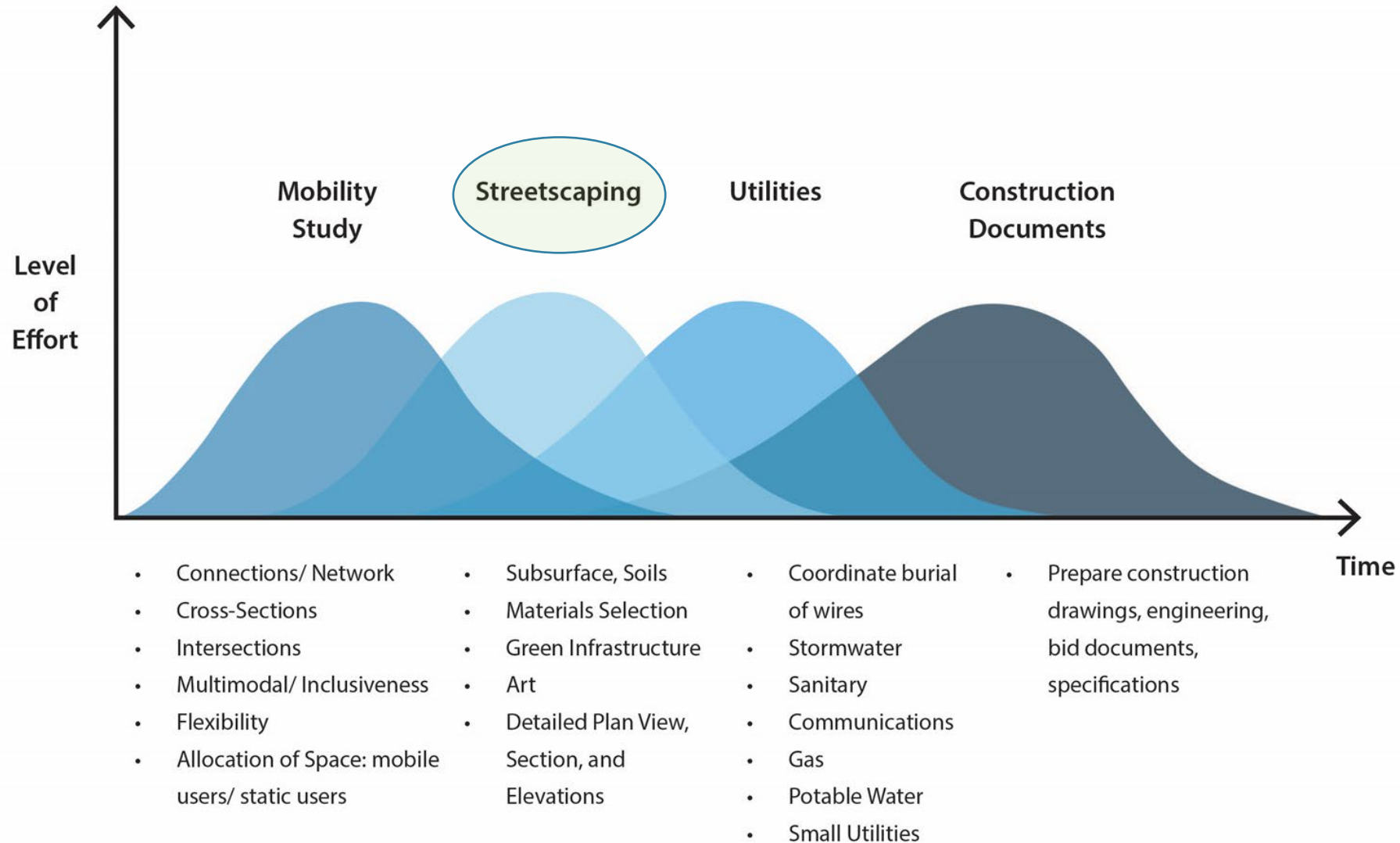
Project Overview



Streetscape Plan Overview

- Builds off the **Downtown Mobility Study** plus many other guiding and regulatory documents

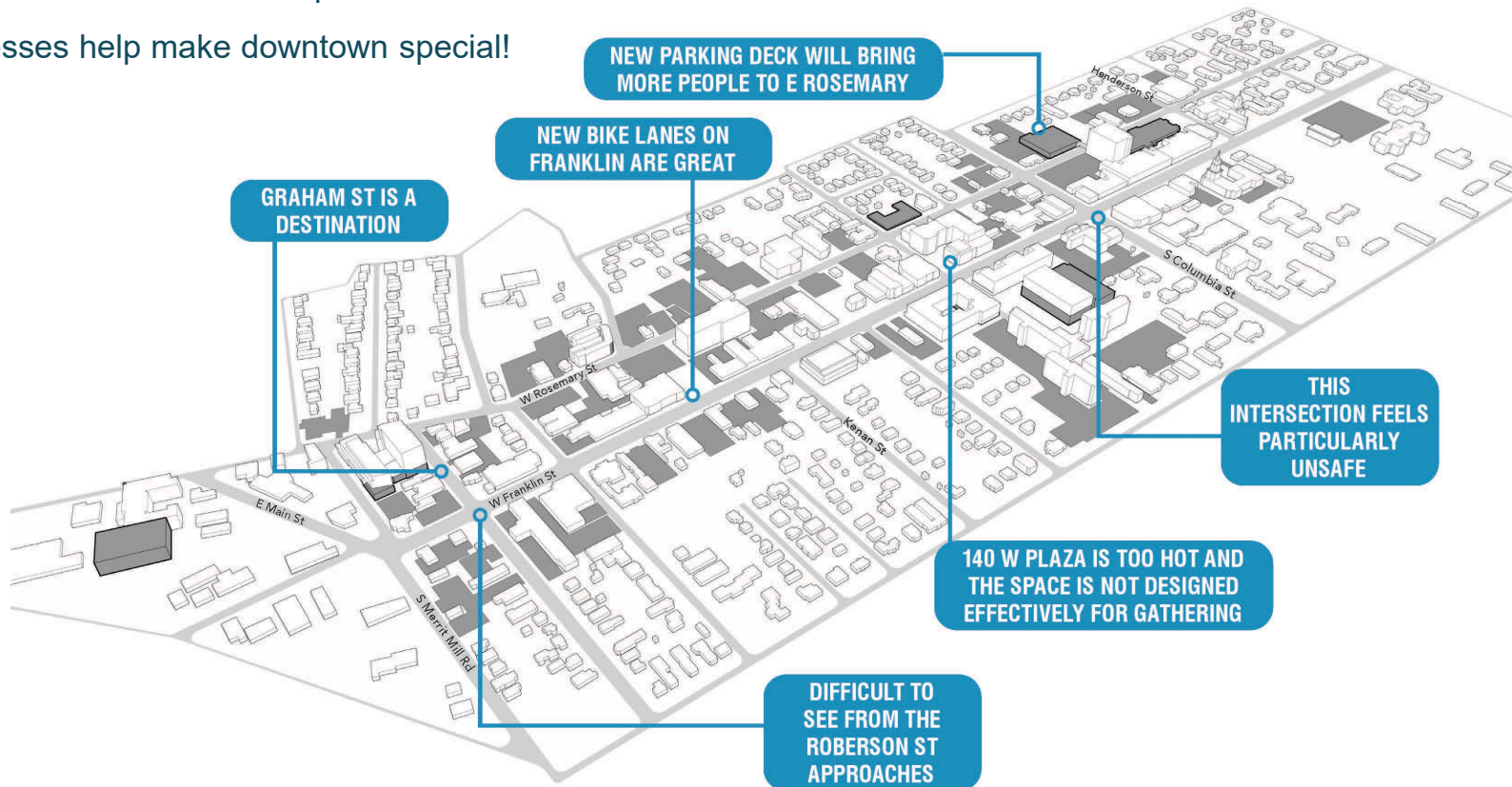
Implementing Streetscape Changes



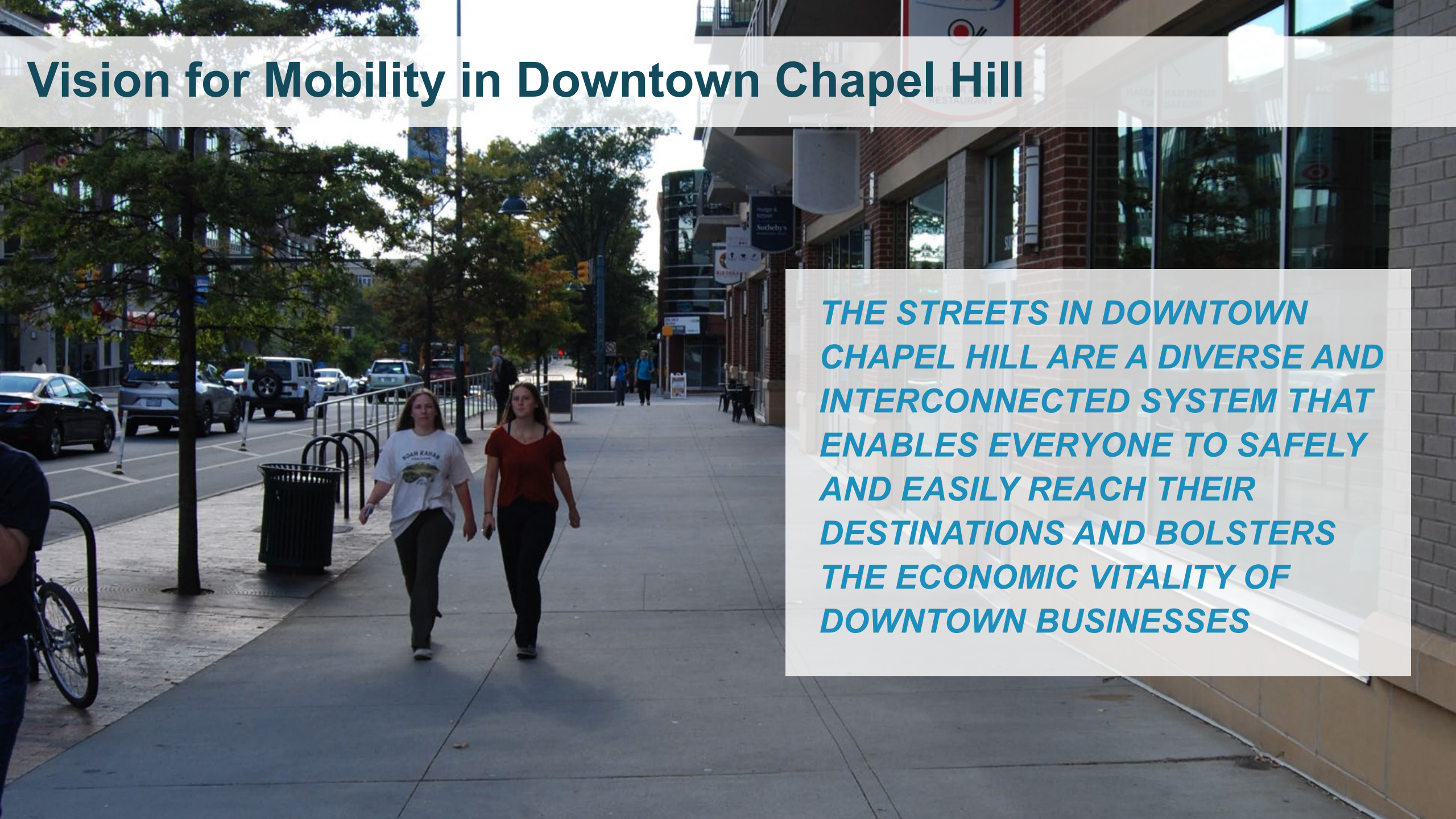
What We Heard



- Downtown should be welcoming to all
- Improved safety, more space for pedestrians and bicyclists is needed
- People want places to gather
- Preserve & enhance the sense of place
- Local businesses help make downtown special!



Vision for Mobility in Downtown Chapel Hill



*THE STREETS IN DOWNTOWN
CHAPEL HILL ARE A DIVERSE AND
INTERCONNECTED SYSTEM THAT
ENABLES EVERYONE TO SAFELY
AND EASILY REACH THEIR
DESTINATIONS AND BOLSTERS
THE ECONOMIC VITALITY OF
DOWNTOWN BUSINESSES*

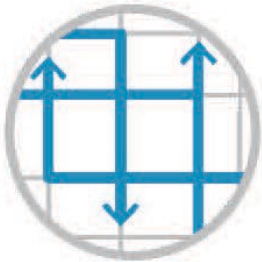
Guiding Principles for Mobility



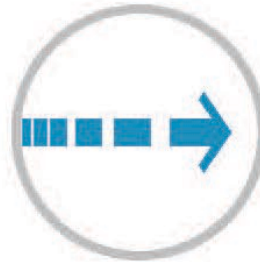
More Pedestrian Space and Comfort: Prioritize pedestrian amenities, safety, and comfort to make downtown a space where people spend time



Reduce Modal Conflicts: Use design elements to lessen the likelihood of incidents between roadway users



Design for the System: More effectively use the entire system of streets to facilitate safe movement through and to downtown



Traffic Flow, but Slow: Maintain access for vehicles throughout downtown, while reducing speeds and encouraging less through traffic

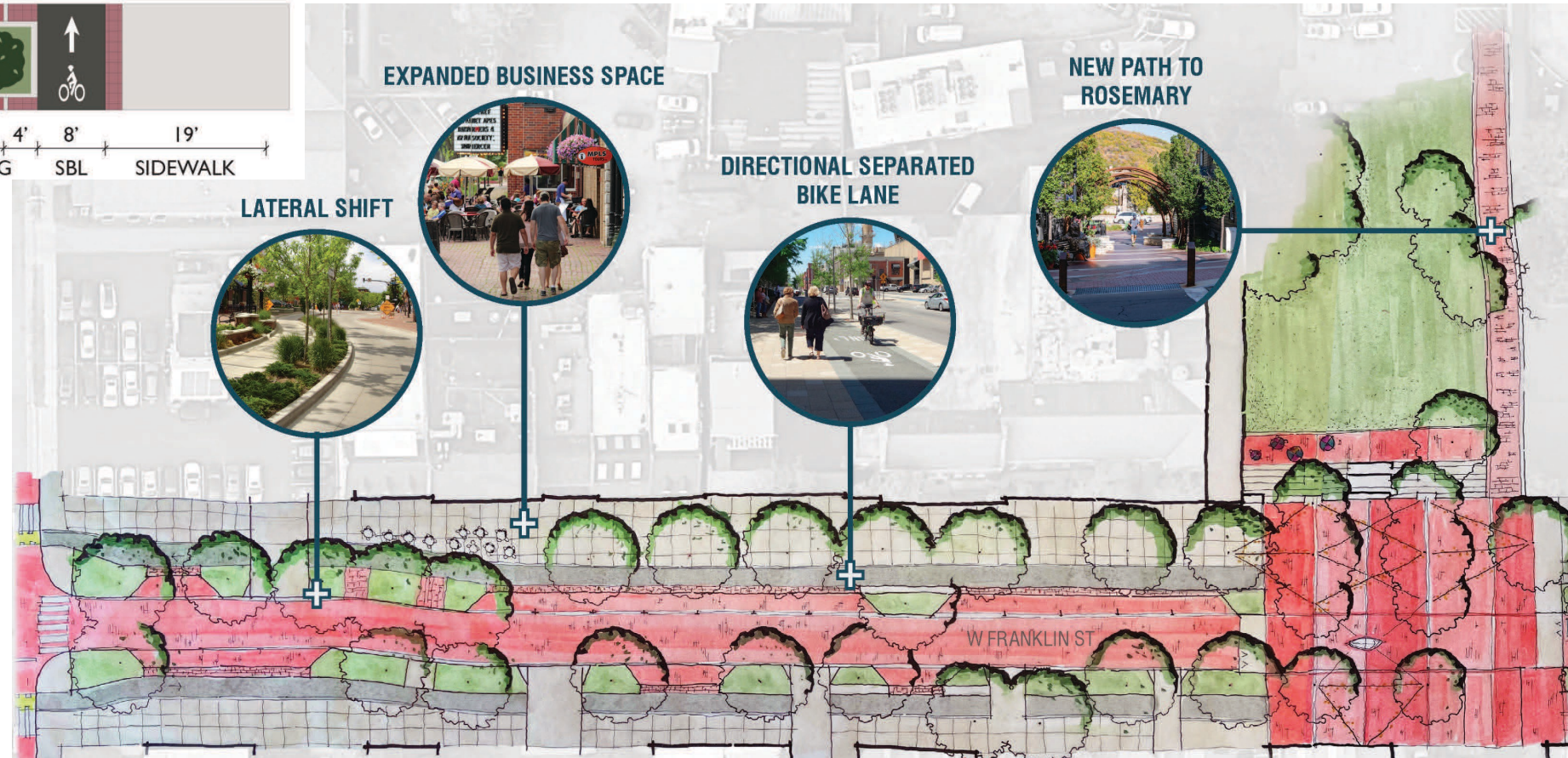
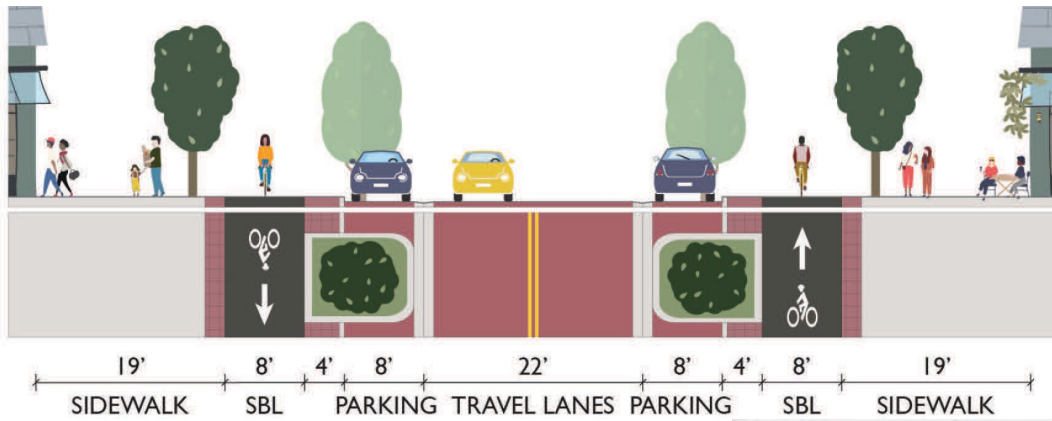


Establish Rosemary and Franklin at "A" Streets: Use urban design principles to build off of the existing grid to create engaging, people-first places



Path as Place: Embrace streets as the connective tissue of the public realm by creating dynamic streetscapes that strengthen downtown as a destination.

Mobility Study Concepts

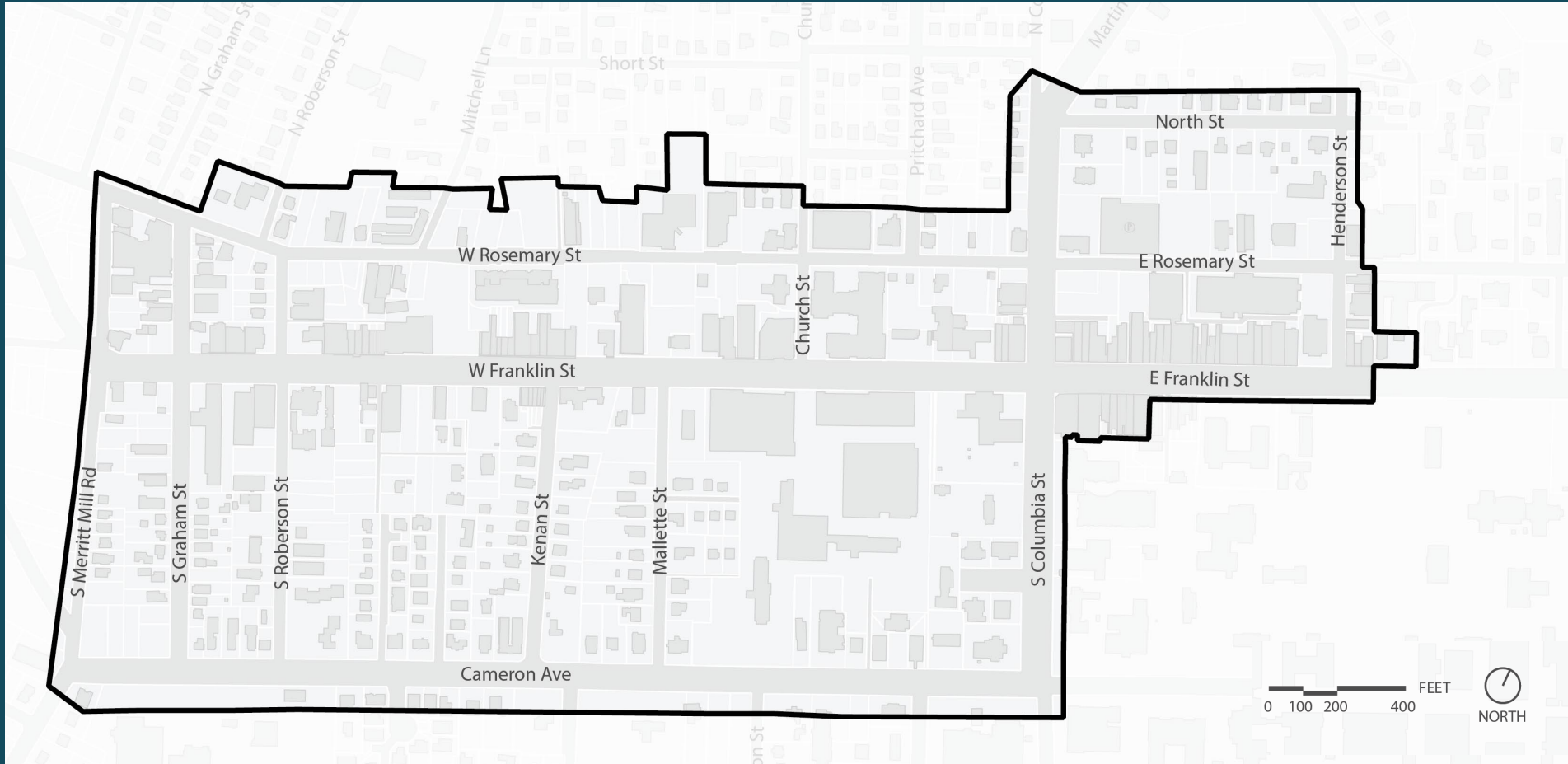


Questions about the Mobility Study?

Streetscape Plan Overview

- Builds off the **Downtown Mobility Study** plus many other guiding and regulatory documents
- Expanded study area: **Merritt Mill to Henderson + Cameron to Rosemary**

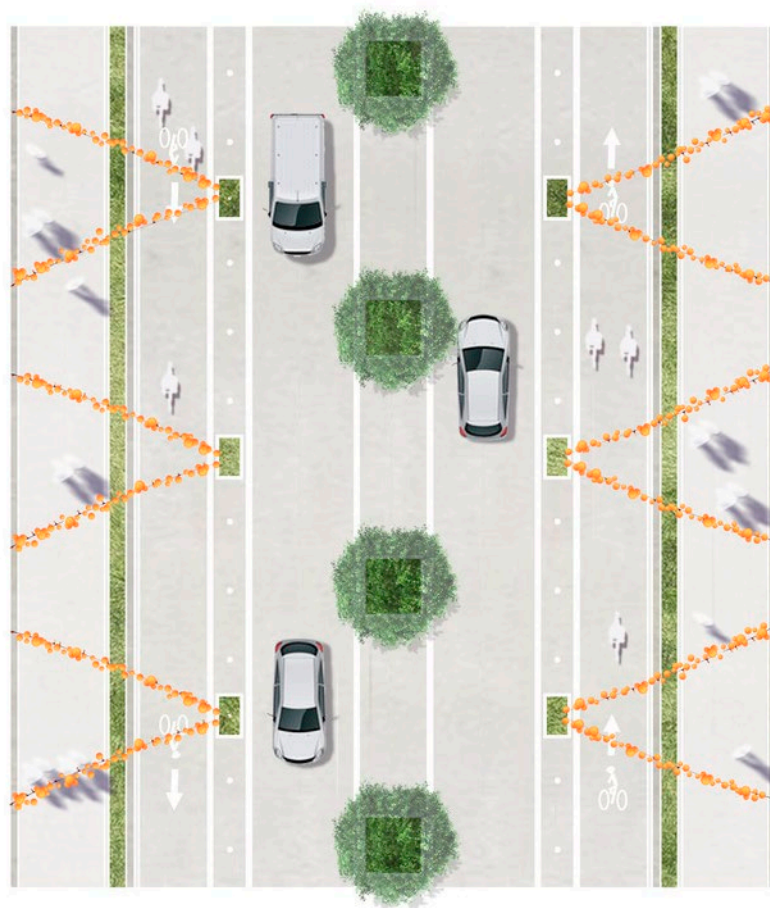
Study Area



Streetscape Plan Overview

- Builds off the **Downtown Mobility Study** plus many other guiding and regulatory documents
- Expanded study area: **Merritt Mill to Henderson + Cameron to Rosemary**
- Results in **block-level illustrative concepts** for entire downtown based on AutoCAD linework informed by GIS + robust fieldwork

Examples





Typical Section A:
Pedestrian comfort zone
on west side and shared
zone with streetcar tracks
on east side

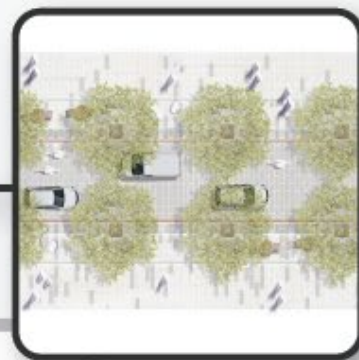
Margaret Mitchell
Square Redesign



Retain curb and
gradually slope
down to streetcar
tracks on east
side here



Typical Section B:
Shift in shared zone from
east side to center



Typical Section D:
Pedestrian comfort
zone on west side
and shared zone
on east side

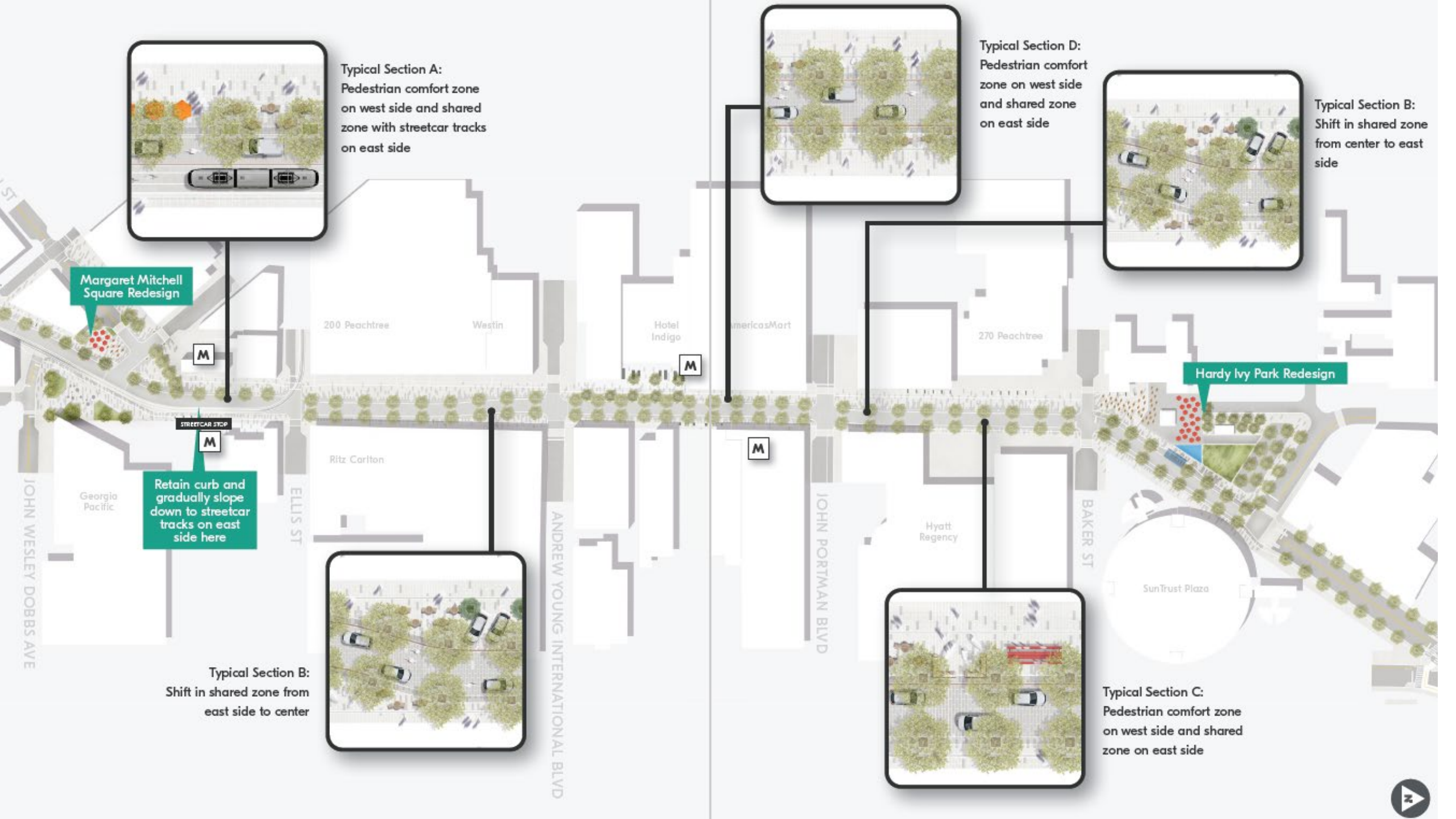


Typical Section B:
Shift in shared zone
from center to east
side

Hardy Ivy Park Redesign



Typical Section C:
Pedestrian comfort zone
on west side and shared
zone on east side



Streetscape Plan Overview

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- Expanded study area: **Merritt Mill to Henderson + Cameron to Rosemary**
- Results in **block-level illustrative concepts** for entire downtown based on AutoCAD linework informed by GIS + robust fieldwork
- Incorporates right-of-way + key gathering spaces with **Peace & Justice Plaza concept** development woven throughout

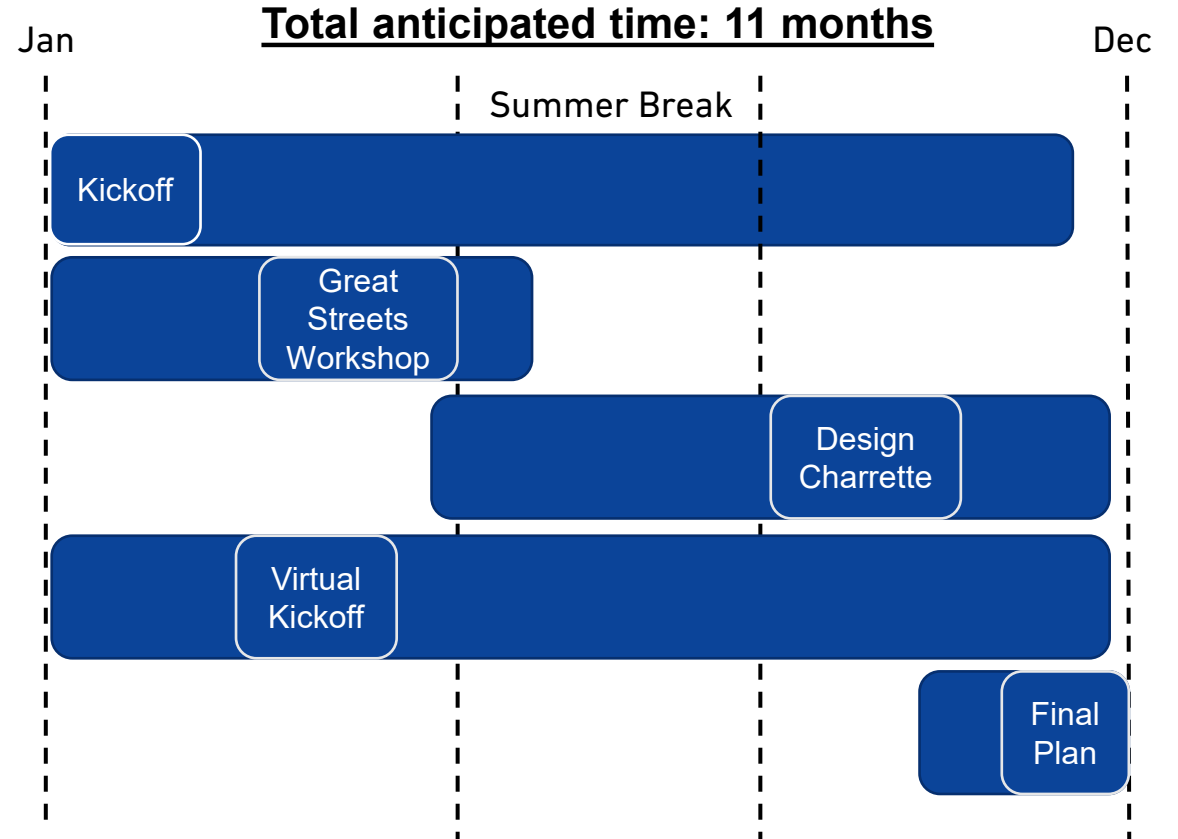
**As a destination, what
experiences should be
offered in the public realm?**

Timeline



Project Schedule

- Task 1: Project Management & Guidance
- Task 2: Analyze & Envision
- Task 3: Design
- Task 4: Peace & Justice Plaza
- Task 5: Document



Your Thoughts



**How should key
stakeholders be most
effectively engaged?**

**What cities or towns are
great examples? Who
should speak at the Great
Streets Workshop?**

**What are you excited about?
Do you have any concerns?**

[link to downtown aerial](#)

Thank you!

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