

TOWN OF CHAPEL HILL

DOWNTOWN 2020 WORK PLAN

THE DOWNTOWN 2020 WORK PLAN TRANSFORMS IDEAS INTO
ACTION STARTING IN FY17 AND WORKING TOWARD FY20



FY 19 AND FY 20

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BACKGROUND

CHAPEL HILL 2020

Comprehensive plan reflecting values, aspirations and ideas of the community

DOWNTOWN 2020

Component of Chapel Hill 2020, includes priorities and vision for Downtown by 2020

**THE WORK PLAN REFLECTS THE ROLE OF THE
TOWN AS A CATALYST IN THE DOWNTOWN
ECOSYSTEM, PROVIDING A CANVAS FOR
ACTIVATION**

PARTNERS

THE TOWN IS PART OF A
DOWNTOWN ECOSYSTEM

- Chapel Hill Downtown Partnership
- LaUNCH
- UNC and UNC Healthcare
- Businesses & property owners
- Neighborhood stakeholders
- Downtown resident communities
- Arts & culture community
- Visitors & patrons





DOWNTOWN 2020 TRANSFORMS IDEAS INTO ACTION



IDEATE

Explore patterns and develop guidelines for the future



PROTOTYPE

Test new ideas and seek innovative solutions

IMPLEMENT

Construct infrastructure improvements and deliver programs



COLLABORATIVE PARTNERSHIPS

&

CATALYTIC INVESTMENTS

The Town of Chapel Hill collaborates with downtown partners to build a welcoming environment for visitors, residents and businesses. The Town takes the lead role on infrastructure improvements, long range planning, and safety. The Town also takes a significant leadership role in community arts and culture programming and open spaces.

DEVELOPMENT PATTERNS

HARMONIZE NEW BUILDINGS WITH OLD, ENCOURAGE VARIETY OF HOUSING & MIXED-USE DEVELOPMENT



Planning for the Future

- ✓ West Rosemary Street Development Guide: Design guidelines for an important intersection of Downtown and the Northside Neighborhood (Adopted 5/22/17)
- 💡 Four Corners Planning: Develop a “four corners” strategy for the entire Rosemary/Columbia intersection (Town Property Task Force)
- 💡 Student Housing: Work collaboratively with the University to continuously assess future student housing development both on and off campus to prioritize student safety and protects the historic neighborhoods that surround the University (LUMO Rewrite Project)
- ⚙️ Retail study of Downtown

Infrastructure Improvements

- ⚙️ Wallace Deck: Repair the water sealant and consider adding an additional level to the deck (Contingent on Council approval)



ACCESS

IMPROVE ACCESS, PARKING, WAYFINDING AND TRAFFIC FLOW



Planning for the Future

- ✓ Engage in alternative models for parking management (135 E. Rosemary, private partnerships)
- ⚙️ Conduct a holistic study of Downtown parking and circulation that informs decision making about street infrastructure (Streets and Sidewalk Study underway)
- ⚙️ Marketing and education about downtown parking options
- 💡 Planning for Bus Rapid Transit

Infrastructure Improvements

- ✓ Re-stripe Rosemary Street with bicycle and pedestrian improvements (Summer/Fall 2017)
- ✓ Procurement of new parking meters (Spring 2018)
- ⚙️ Continue to increase lighting in downtown and alleyways
- 🔨 Continue to implement streetscape plans on cross streets between Franklin and Rosemary streets (FY 19)
- 🔨 Coordinate with DOT on Franklin Street Projects (FY 19)



VARIETY

ENCOURAGE SURPRISE, DELIGHT, EXPLORATION AND DISCOVERY



Planning for the Future



Increase exploration on informal and formal pathways with creative pedestrian level wayfinding signage

Infrastructure Improvements



Work collaboratively with residents and downtown stakeholders to improve 140 West Plaza



Incorporate creative amenities and public art in alleyway improvements

Community Arts and Culture



Add a large community event in the spring (prototype International Festival, April, 2018)



Explore partnerships for new arts and culture opportunities



PUBLIC REALM

CREATE ACTIVE PUBLIC SPACES,
IMPROVE SIDEWALKS AS A PLACE TO SPEND TIME



Planning for the Future



Develop new connections between Downtown landmarks, including Historic Town Hall



Consider reducing regulatory barriers to sidewalk dining, food trucks and pop-up store activities

Infrastructure Improvements



Complete Tanyard Branch Trail and work with Northside Neighborhood to designate bicycle and pedestrian connections through the neighborhood to Rosemary Street



Improve appearance and functionality of alleyway system between Wallace Deck and Franklin Street

Community Open Spaces



Research, test, and evaluate ideas for activating the public realm and green spaces downtown (tire park experiment, Rosemary Street swing)



DOWNTOWN 2020

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PROJECT LIST



DEVELOPMENT PATTERNS

- ✓ -West Rosemary Street Development Guide
- Four Corners Planning
- Student Housing
- Wallace Deck
- Retail Study

⌚ In Progress

✓ Complete

ACCESS

- ✓ -Increase Parking Management
- ✓ -Re-stripe Rosemary Street
- ✓ -New Parking Meters
- ⌚ -Parking Marketing
- ⌚ -Streets and Sidewalk Study
- ⌚ -Bus Rapid Transit Planning
- ⌚ -Increase Lighting
- ⌚ - Continue Streetscape
- ⌚ -Repave E. Franklin Street

VARIETY

- ✓ -Add Art to Capital Projects
- ⌚ -Activate 140 West Plaza
- ⌚ -Add Large Festival in Spring
- ⌚ -Arts and Culture Partnerships
- ⌚ -Wayfinding and Landmark Connections

PUBLIC REALM

- ⌚ -Reduce Regulatory Barriers
- ⌚ -Alleyway Safety and Functionality
- ⌚ -Activate New Green Spaces
- ⌚ -Tanyard Branch Connections



TIME LINE AND NEXT STEPS



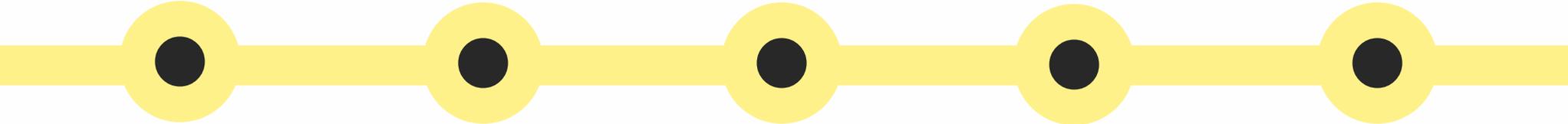
2015:
Downtown
2020
Strategy

2016:
Council
Approves
FY17 and
FY18
Downtown
Work Plan

2018:
Report and
Revise
Downtown
Work Plan

2018:
Council
Considers
FY 19 and
FY 20
Downtown
Work Plan

2020:
Report on
Downtown
Work Plan
and
Consider
Next Steps



Short term focus
on opportunities
identified through
previous planning
efforts

Council approved
goals and projects
for two fiscal
years

Check-in on
progress and
revise project list

Approve projects
for next two fiscal
years

Assess the need for
further planning
and strategy

FOR MORE INFORMATION PLEASE SEE PROJECT WEBSITE:
WWW.TOWNOFCHAPELHILL.ORG/DOWNTOWN

