Downtown Together ARPA Funding request
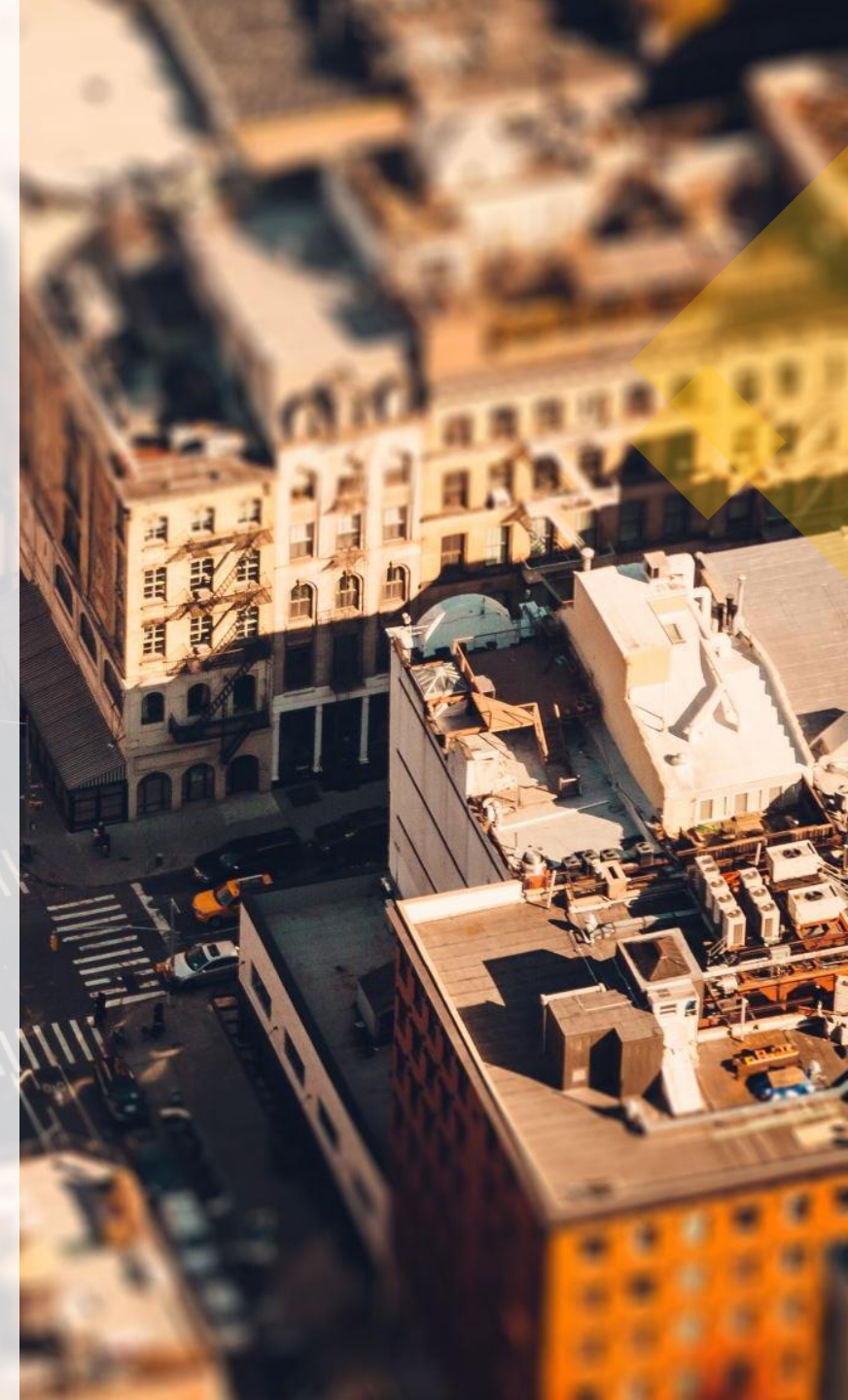# November 16, 2022

CHAPEL HILL

OPEN2.BIZ

That the Council recognizes the second ARPA payment of $5,334,249 and approves $1,000,000 of these ARPA dollars to continue our Downtown Together implementation.

The restroom discussion can occur immediately following this Item.

These requests come from several sources, primarily Downtown Together Plan.

Other:

- Council goals and interests (Franklin Street ownership, Former Town Hall, and Peace and Justice Plaza)
- Chapel Hill Downtown Partnership Strategic Plan (Clean and Green and downtown beautification)
- Downtown Together plan (Downtown beautification and Franklin Street ownership)

A Roadmap for
Downtown
Chapel Hill's
Innovation
District

July 11, 2022

BUSINESS STREET

Downtown Together

_____

The Town and UNC initiated a downtown Innovation Hub plan to help revitalize downtown and help us to attract companies and jobs.

10. Action:

The Taskforce has agreed on the following goals for results over the next six, 12, and 24 months. The next step in this process is delegating the leadership of each task.

■ "Sparkle"

12/31/22: Punch list of "clean-and-green" actions defined and completed. Five-year improvement plan created for downtown. Planters replenished regularly.

6/30/23: Town gains control of Franklin from NCDOT. 80% favorable merchant rating for clean & green efforts.

6/30/2024: Bulb-outs completed on Franklin.

■ Communication

6/30/23: General concept awareness of innovation district concept among middle management in Town government and at UNC.

6/20/24: General awareness of innovation district concept among residents, staff, and students.

■ "Sparkle"

12/31/22: Punch list of "clean-and-green" actions defined and completed. Five-year improvement plan created for downtown. Planters replenished regularly.

6/30/23: Town gains control of Franklin from NCDOT. 80% favorable merchant rating for clean & green efforts.

6/30/2024: Bulb-outs completed on Franklin.

■ Ma...

12.31.2: ... offices.

6.30.2: Meeting... marketi... six mon... on key U...

6.20.2: Three signed letters-of-intent with three major corporations of 10,000 s.f. each. Biddable designs for monument signs at key approaches to Chapel Hill.

...leted on Franklin.

...ng plan for shared

...nt for garage site

...inding signs

6/30/23: Expedited approval process enacted for projects on Rosemary and Porthole Alley. Urban design priorities set for W. Rosemary.

6/20/24: New pilot review process developed for W. Rosemary.

■ Transition Zone

6/20/24: UNC visitor Center under construction.

■ Programming

12/31/22: Six completed downtown events in previous 12 months.

6/30/23: Downtown reader board for UNC events installed. Average two downtown events held per month during prior year. 2-3 arts and game day-related events held downtown.

6/20/24: Average of four events per month held downtown in prior year. Two industry events held downtown in prior year. $200,000 secured for programming downtown.

1.Streetscape Enhancement Mobility Plan ($500,000)

2.Clean & Green ($300,000)

3.Old Town Hall Planning ($50,000)

4.Peace & Justice Plaza Planning ($50,000)

5.Downtown Together Projects ($100,000)

The Streetscape Enhancement and Mobility Study are to help create the best system for all modes of travel. It is to evaluate options for improving and enhancing Franklin Street for a safer and more beautiful place.

The goal is to be more inviting for all that visit.

Streetscape Enhancement and Mobility

- There would be a team to help facilitate this work.
- We would work to complete the mobility study first so that it can inform the Streetscape Enhancement.
- The Streetscape Enhancement would look at how we use the right-of-way from door to door of downtown streets.
- The goal is to create a more unified downtown streetscape and help define future options for use of Franklin Street

Other projects will have various participants from other Town departments, Downtown Together, and the Downtown Partnership.

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