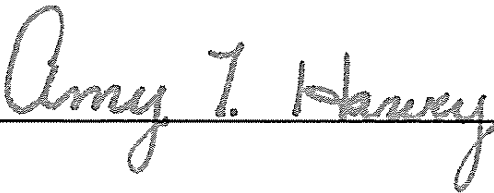


**I, Amy T. Harvey, Deputy Town Clerk of the Town of Chapel Hill, North Carolina, hereby certify that the attached is a true and correct copy of (2018-06-13/R-7) adopted by the Chapel Hill Town Council on June 13, 2018.**

**This the 18th day of June, 2018.**

A handwritten signature in cursive script, reading "Amy T. Harvey", is written over a horizontal line.

**Amy T. Harvey  
Deputy Town Clerk**



**A RESOLUTION TO APPROVE THE DOWNTOWN 2020 WORK PLAN FOR FY 19 AND 20 (2018-06-13/R-7)**

WHEREAS, the Town Council set a Council Goal to invest strategically in Downtown; and

WHEREAS, the Downtown 2020 Work Plan transforms ideas into action in the areas of Development Patterns, Access, Variety and Public Realm; and

WHEREAS, the Town Council and the Planning Commission are provided update opportunities to add and revise the projects throughout the timeframe of the Plan.

NOW, THEREFORE, BE IT RESOLVED by the Council of the Town of Chapel Hill that the Council approves the Downtown Work Plan for FY 19 and 20.

This the 13<sup>th</sup> day of June, 2018.

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

CONTACT: SARAH POULTON, 919-969-5009 [SPOULTON@TOWNOFCHAPELHILL.ORG](mailto:spoulton@townofchapelhill.org)

# 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

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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)
- ⚙️ Downtown parking marketing and education (Lots to Love)
- 💡 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, public bathroom identification)



# DOWNTOWN 2020

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

## 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
- ✓ -Add Large Festival in Spring
- ⌚ -Activate 140 West Plaza
- ⌚ -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



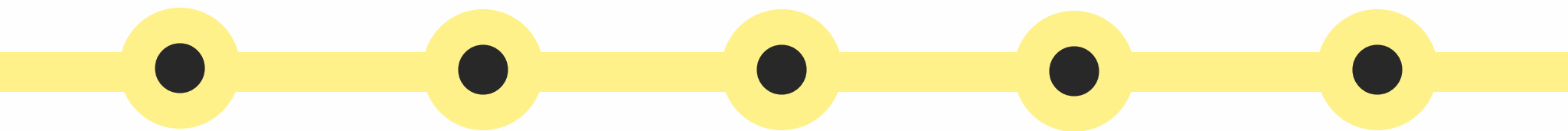
2015:  
Downtown  
2020  
Strategy

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

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FOR MORE INFORMATION PLEASE SEE PROJECT WEBSITE:  
[WWW.TOWNOFCHAPELHILL.ORG/DOWNTOWN](http://WWW.TOWNOFCHAPELHILL.ORG/DOWNTOWN)

