

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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A black and white photograph of a busy downtown street scene. In the foreground, there is a wooden bench on a mulched area. The middle ground shows a paved street with a white van, a white pickup truck, and several people walking. In the background, there are buildings, trees, and utility poles. A street sign for 'N. Roberson' is visible. A yellow rectangular overlay is centered on the image, containing text.

STAFF RECOMMENDATION

Recommend that Council
Approve the FY 19-20
Downtown Work Plan

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



WE ARE
CONTINUALLY
EXPERIMENTING,
LEARNING AND
LISTENING

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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



THE TOWN LEADS BY...



INVESTING

Long range planning

Infrastructure

Safety

CATALYZING

Community arts and culture

Open space

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DOWNTOWN 2020

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



**DEVELOPMENT
PATTERNS**

ACCESS

VARIETY

PUBLIC REALM



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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)
- 💡 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)
- 💡 Four Corners Planning: Develop a “four corners” strategy for the entire Rosemary/Columbia intersection (Town Property Task Force)
- ⚙️ 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)

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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 repaving of Franklin Street (FY 19)

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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 (Near & Far, April 2018)



Explore partnerships for new arts and culture opportunities (Walgreens windows)

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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



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



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

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- Planning Commission 2/20
- Friends of the Downtown 2/22
- Downtown Partnership Board 3/8
- Northside Neighborhood Initiative 3/15
- UNC Infrastructure Quarterly Meeting 4/5
- Council Committee on Economic Sustainability 3/2 & 4/6
- Public Input Meetings 4/9
- Transportation and Connectivity Board 4/24
- Planning Commission 5/1

Planning Commission recommended Council approve Work Plan at their May 1 meeting

STAKEHOLDER INPUT OPPORTUNITIES

- Bury the power lines on W. Rosemary St.
- Convene commercial real estate professionals
- Security and safety suggestions
- Identify public bathrooms



STAKEHOLDER FEEDBACK

A black and white photograph of a busy downtown street scene. In the foreground, there's a wooden bench on a mulched area. The middle ground shows a paved street with a white van, a white pickup truck, and several people walking. In the background, there are buildings, trees, and utility poles. A yellow rectangular overlay is centered on the image, containing text. A street sign for 'N. Roberson' is visible in the upper left. A 'No Bicycles' sign is also present. The text in the overlay reads: 'STAFF RECOMMENDATION', 'Recommend that Council', 'Approve the FY 19-20', and 'Downtown Work Plan'.

STAFF RECOMMENDATION

Recommend that Council
Approve the FY 19-20
Downtown Work Plan