



DOWNTOWN 2020 WORK PLAN

Council Committee on Economic
Sustainability
11-4-2016



ENGAGEMENT

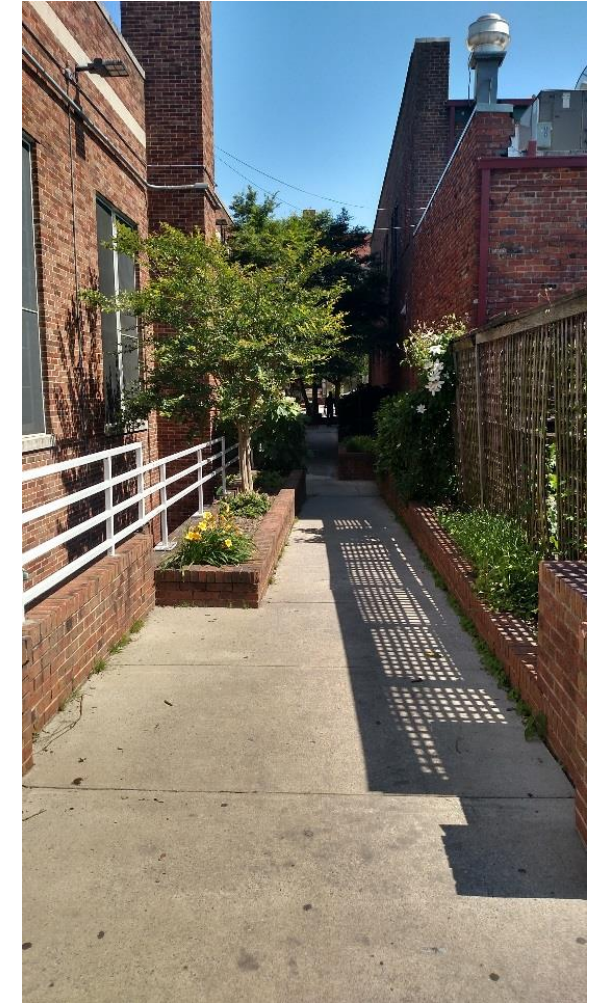
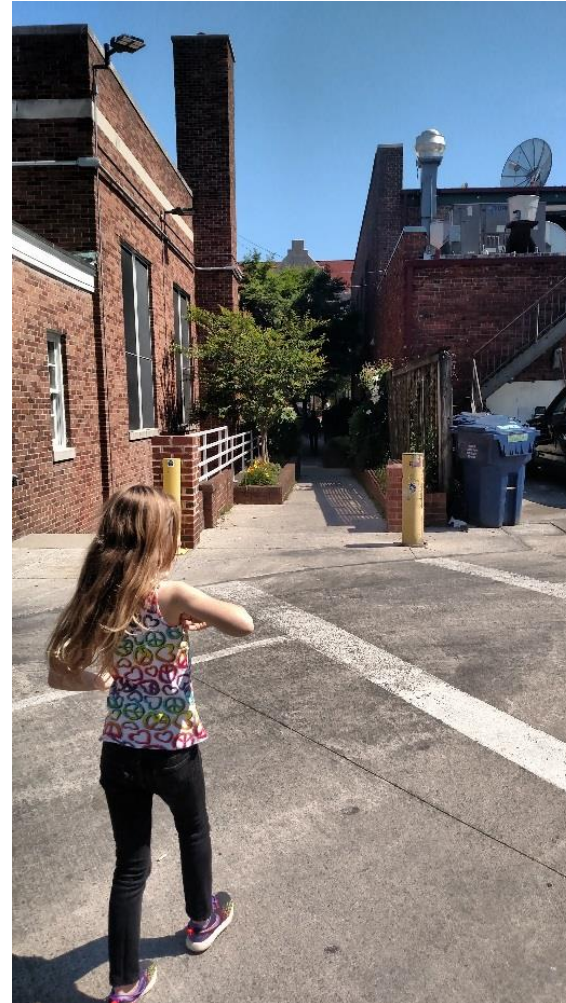
Undertaking “doable” projects

Building connections, trust and momentum

ENGAGEMENT



ALLEYWAY IMPROVEMENT PROJECT



ALLEYWAY IMPROVEMENT PROJECT



PARKING





TACKLING STICKY WICKETS

Gridlock planning questions

Competing interests

PLANNING- MOBILITY, CIRCULATION AND COMMERCIAL ACTIVITY

On-street Parking and Circulation Study



PLANNING-CONFLICTING GOALS

West Rosemary Street Development Guide



DOWNTOWN — BUSINESS ACTIVITY

http://www.bluedogwood.com/ Blue Dogwood Public Market...

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BLUE DOGWOOD PUBLIC MARKET

Home The Market Become a Vendor Small-Batch Kitchen Community Beer Garden Visit

[Coming soon to downtown Chapel Hill! We are working as fast as we can to open in our community. Join our email list to stay updated on our progress!]

We are a celebration of local food.

Whatever you want to call us - a public market, a food hall, or just an

10:00 PM 11/3/2016

CHAPEL HILL TAKING ITS PLACE ON THE MAP



DOWNTOWN 2020

2020 Downtown Strategy

This is a strategy for creating a more diverse downtown that engages residents, students, visitors and workers day to day. The priorities in this document will guide town government in creating real change by the year 2020.



Change How Downtown Develops

Harmonize new buildings with the old, so that mid-rises do not tower over houses. This involves stepping building heights down into the neighborhoods to make them compatible.

This will encourage a greater variety of housing and mixed-use courtyard development with room for start-ups.

Gradient of Development



Courtyard and Infill Development

Improve Access, Variety and The Public Realm

Access: This includes improving lighting, access for the visually-impaired, parking, way-finding, biking, pedestrian crossings, through-block connections, and traffic flow past Columbia St.



Variety: A trip downtown should involve surprise and delight—the exploration and discovery of new places, the color and fragrance of fresh flowers, the sound and motion of public performance, and the challenge of art and new ideas.



The Public Realm: This includes creating a public square on West Franklin St., making the sidewalks a better place to sit and socialize, and expanding Hargraves as a community center.



Start Making Change Today

There are small, immediate improvements that will make downtown better without big outlays or extensive planning. These include adding hanging baskets, providing better access to public gardens, reinstalling park benches, and loosening controls on sidewalk dining.



Mid-term actions include adding more on-street parking, creating bus pull-outs on Columbia St. immediately south of Franklin, moving leased parking to the periphery, and adding more lighting along the alleys. Longer term actions include creating a parking authority, slowing traffic on Franklin, revising the zoning code, fostering home ownership, and expanding Hargraves as a downtown community center.

Draft Date: 1/1/16

2nd DRAFT Downtown 2020 Work Plan

The Downtown 2020 Work Plan transforms ideas into action starting in FY 17 and working toward FY 20.

		Phase One (FY 17)	Phase Two (FY 18)
Development Patterns	Harmonize new buildings with the old, so that mid-rises do not tower over houses. This will encourage a greater variety of housing and mixed-use courtyard development with room for start-ups.	<ul style="list-style-type: none"> Create Design Guidelines for Downtown that address gradient of development and standards for infill and courtyard development. Create additional guidelines and regulations for West Rosemary Street regarding commercial development and land use that are consistent with the vision statement of the Northside Neighborhood Conservation District. 	<ul style="list-style-type: none"> Work collaboratively with the University to develop a policy for developing and continuously assessing future student housing development both on and off campus that prioritizes student safety and protects the historic neighborhoods that surround the University.
Access	Improve access for the physically and visually-impaired, parking, way-finding, biking, pedestrian crossings, through-block connections, and traffic flow past Columbia Street.	<ul style="list-style-type: none"> Conduct a holistic study of downtowns parking and circulation that informs decision making about street infrastructure. Identify alternative models for parking management and metering. Increase lighting on alleyways. 	<ul style="list-style-type: none"> Restripe Franklin and Rosemary to be in accordance with the downtown parking and circulation study. Construct improvements to pedestrian crossings, other traffic calming measures. Consider moving bus transfer stops away from Columbia Street.
Variety	A trip downtown should involve surprise and delight—the exploration and discovery of new places and the sound and motion of public performance.	<ul style="list-style-type: none"> Increase exploration on informal and formal pathways with creative pedestrian level wayfinding signage. 	<ul style="list-style-type: none"> Recruit artistic programming and small events to increase vibrancy and year round activity.
Public Realm	Create active public gathering spaces and make the sidewalks a better place to sit and socialize.	<ul style="list-style-type: none"> Research, test and evaluate ideas for activating public realm space (ITS Plaza, 140 West, and others). Reduce barriers to sidewalk dining and support facade improvements that activate and beautify the street. 	<ul style="list-style-type: none"> Evaluate and remove excess hardware from sitting areas between street and sidewalk.
Economic Development	Chapel Hill is the home of choice for innovators, start-ups and entrepreneurs.	<ul style="list-style-type: none"> Identify co-working and Stage II space for companies. Increase the economics of downtown through strategic drivers. 	<ul style="list-style-type: none"> Identify co-working and Stage II space for companies. Increase the economics of downtown through strategic drivers.