



DOWNTOWN 2020 WORK PLAN

Council Committee on Economic
Sustainability
September 1, 2017

BACKGROUND



STRATEGY AND WORK PLAN

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.

Gradient of Development

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



Courtyard and

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 Hargreeves 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 creating bus pull-outs on Columbia St. of Franklin, moving leased parking to fill adding more lighting along the alleys. Actions include creating a parking authority on Franklin, revising the zoning to home ownership, and expanding Hargreeves downtown community center.

Chapel Hill 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. Encourage a greater variety of housing and mixed-use courtyard development with room for start-ups.	<ul style="list-style-type: none"> Create additional guidelines and regulations for 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. Create Design Guidelines for Downtown that address gradients of development and standards for infill and courtyard development.
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 downtown 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"> Retrippe Franklin and Rosemary to 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. Recruit artistic programming and small events to increase vibrancy and year round activity. 	<ul style="list-style-type: none"> Consistent program of 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 and green space (ITS Plaza, 140 West, and others). Reduce regulatory 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. Consider removal of regulatory barriers to small business and entrepreneurial start-up activity.
Economic Development	Chapel Hill is the home of choice for innovation, 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.

TRACKING PROGRESS AND INVESTMENTS

TOWN OF CHAPEL HILL

I Want To... Residents > Businesses > Visitors > Students > Town Hall >

DOWNTOWN INVESTMENTS

The continual reimagining and improvement of Downtown is a Town Council priority. In June, 2016, the Town Council Approved the **Downtown Work Plan** as part of the overall **Downtown 2020 Strategy**, a component of the **Chapel Hill 2020** plan.

Below are Town initiatives that contribute to the vibrancy, infrastructure and community of Downtown Chapel Hill:

INITIATIVE	DESCRIPTION
Downtown Work Plan	Specific projects underway to enact the Downtown 2020 Strategy.
Affordable Housing	Council initiative to adopt and support affordable housing programs.
Boon Creek / Tanyard Branch Trail Expansion	The Boon Creek trail expansion will connect to the Tanyard Branch trail and result in a connection between the Community Center on State Street, the Normandy Neighborhood Conservation District.
Commercial Development Strategy	The CCDS is an effort led by the Council Committee on Economic Sustainability to address retail development and job creation for Chapel Hill.
Downtown Art Program	Public and cultural arts projects that are enhancing the Downtown experience.
Downtown Streetscape	The \$3 million Streets and Sidewalks bond earmarked for Downtown streetscape improvements.
Economic Development	Promoting jobs and entrepreneurship in Downtown through Open Jobs and UpSkill projects.
Historic and Fine Arts Community Plan	Town partnership with representatives of the Sustainability-OurSees coalition to jointly create a process to develop a plan to respond to the issues brought forward by the community.
Historic Neighborhood Initiative	A network of powerful partnerships and investment related to this historically African American community adjacent to Downtown.

DOWNTOWN WORK PLAN

The Downtown Work Plan includes district projects underway as part of the **Downtown 2020 Plan**. These projects commit staff time and resources to transform ideas into action through specific land use planning initiatives and infrastructure improvements. The Work Plan is organized by the **Downtown 2020 Strategy** categories of Development Patterns, Access, Variety, Public Realm and Economic Development.


WORK PLAN CATEGORY	WORK PLAN INITIATIVE	PROJECTS IN PROGRESS	PROJECT STATUS
Development Patterns	1. Create additional guidelines and regulations for Rosemary Street regarding commercial development and land use that are consistent with the vision statement of the Normandy Neighborhood Conservation District.	West Rosemary Street Development Study	Approved by Council 5/22/17, implementation steps under development
	2. 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.	Land Use and Management Ordinance (LUMO)	Project initiation
	3. Create Design Guidelines for Downtown that address gradient of development and standards for infill and courtyard development.		
Access	1. Conduct a holistic study of Downtown parking and circulation that informs decision making about street infrastructure.	Streets and Sidewalk Study	Phase 1 in Progress
	2. Identify alternative models for parking management and metering.	Streets and Sidewalk Study	Phase 1 in Progress
	3. Increase lighting in alleyways.	Alleyway Improvements	Design development
Variety	4. Restripe Franklin and Rosemary streets in accordance with the Downtown Parking and Circulation Study.		
	5. Construct improvements to pedestrian crossings and other traffic calming measures.	Art crosswalks	Complete
	6. Consider moving bus transfer stops away from Columbia Street.		
Public Realm	1. Increase exploration on informal and formal pathways with creative pedestrian level wayfinding signage.	Alleyway signage improvements	Artist identification
	2. Recruit artistic programming and small events to increase vibrancy and year round activity.	Downtown event support	Ongoing event support
	3. Consider artistic programming and small events to increase vibrancy and year round activity.	Chapel Hill The Mini Fair	Implementation
Public Realm	1. Research, test and evaluate ideas for activating public realm and green space (T'S Plaza, 1st West Plaza, etc).	Sidewalk dining improvements	Requirements review and application revisions
	2. Reduce regulatory barriers to sidewalk dining and support facade improvements that activate and beautify the street.		
	3. Evaluate and remove excess hardware from sitting areas		

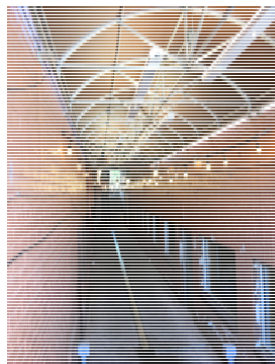
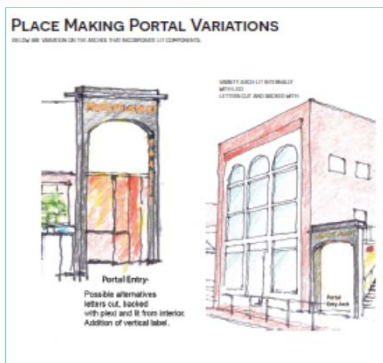
DEVELOPMENT PATTERNS

	GOAL	FY 17	FY 18
Development Patterns 	Harmonize new buildings with the old, so that mid-rises do not tower over houses. Encourage a greater variety of housing and mixed-use courtyard development with room for start-ups.	<ul style="list-style-type: none"> Create additional guidelines and regulations for 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. Create Design Guidelines for Downtown that address gradient of development and standards for infill and courtyard development.



ACCESS

	GOAL	FY 17	FY 18
<p>Access</p> 	<p>Improve access for the physically and visually-impaired, parking, way-finding, biking, pedestrian crossings, through-block connections, and traffic flow past Columbia Street.</p>	<ul style="list-style-type: none"> • Conduct a holistic study of downtown 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 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

	GOAL	FY 17	FY 18
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. • Recruit artistic programming and small events to increase vibrancy and year round activity. 	<ul style="list-style-type: none"> • Consistent program of artistic programming and small events to increase vibrancy and year round activity.



PUBLIC REALM

	GOAL	FY 17	FY 18
 <p>Public Realm</p>	<p>Create active public gathering spaces and make the sidewalks a better place to sit and socialize.</p>	<ul style="list-style-type: none"> • Research, test and evaluate ideas for activating public realm and green space (ITS Plaza, 140 West, and others). • Reduce regulatory barriers to sidewalk dining and support façade 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. • Consider removal of regulatory barriers to small business and entrepreneurial start-up activity.



NEXT STEPS

FY 19

FY 20