

APPENDIX I

GOALS AND OBJECTIVES WITH POTENTIAL STRATEGIES

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ECONOMIC VITALITY

GOAL: *To ensure Downtown Chapel Hill remains the center of the community’s government, commercial, spiritual, and cultural activities with appropriate public, office, commercial, and residential development, thereby continuing its economic vitality.*

Civic and Cultural Functions

Objective: Maintain Downtown Chapel Hill as the focal point for all civic and cultural functions.

Potential Strategies:

Site appropriate government (local, county, and University) facilities Downtown.

Integrate civic/cultural uses with other Downtown functions, such as transit stops, shopping, dining, parking, and museums.

Development and Redevelopment

Objective: Provide a diversity of densities, scales, land uses and sizes.

Potential Strategies:

Develop new zoning categories to allow and encourage varying use and intensity patterns in the downtown area, as shown on the Concept Map (See Map on Page 39), and require compliance with the Downtown Small Area Plan.

Encourage development of a grocery store downtown.

Create an entity (or vest responsibility in an existing organization) to re-

cruit appropriate development that meets Town policies before development opportunities are lost to locations outside of downtown.

Objective: Encourage development and redevelopment of properties in the downtown area, designed in accordance with this Downtown Plan.

Potential Strategies:

Encourage development of a grocery store downtown.

Develop a plan for regulating appearance downtown.

Create a mechanism to allow the Community Design Commission to use the Design Guidelines to review building plans and elevations for changes to the facades of buildings and new construction downtown in selected circumstances.

Develop a new regulatory process that shortens the time frame for review and approval of downtown projects by eliminating Special Use Permit requirements, or by increasing the Special Use threshold for floor area.

Ask the Downtown Commission to assume a land-banking role to put together smaller parcels to make sites more attractive for development.

Consider development of Town-owned parcels in a manner that supports redevelopment of privately owned land (see Lot 5 discussion on page 43, Concept Plan section).

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Objective: Change the regulatory environment so that it is easier to develop downtown than in the outskirts of Town.

Potential Strategies:

Shorten the development review period for special use permits in the Town Center district.

Density

Objective: Utilize available land in an economically optimal fashion.

Potential Strategies:

Modify zoning to encourage infill development and higher densities in targeted areas, and streamline planning and approval process for projects meeting those goals.

Define areas in which to maximize density of use and areas to maintain current density.

Security

Objective: Provide a safe and secure environment for citizens in the Downtown area.

Potential Strategies:

Maintain adequate, visible security presence including personnel, vehicles, and facilities.

Improve lighting throughout the Downtown Study Area based on recommendation of the Downtown Streetscape Master Plan.

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TOWN CHARACTER/LAND USE

GOAL: *Maintain and enhance the existing downtown as the social, cultural and spiritual center of Chapel Hill.*

Downtown as a Community Gathering Space

Objective: Retain the intimacy of environment downtown.

Potential Strategies:

Encourage shop fronts to face sidewalks and street fronts.

Complete implementation of Downtown Streetscape Master Plan and tree plantings within five (5) years.

Objective: Maintain existing, and encourage new, “magnets” to provide attraction to bring people to downtown.

Potential Strategies:

Work with UNC and public sector to keep performing arts spaces and museums in and near the downtown.

Build awareness of existing magnets including the Morehead Planetarium, Ackland Arts Center, Memorial Hall, Phillips Space, Playmakers and other cultural venues.

Objective: Maintain and develop public open space.

Potential Strategies:

Use open space funds to buy and develop public open space downtown.

Develop and institute a “Parking to Parks” plan to transform parking lots

into green space.

Develop incentives for developers to create public spaces.

Objective: Complete the sidewalk system downtown.

Potential Strategies:

Promote use of “sidewalk” bonds downtown.

Objective: Encourage public uses to locate downtown.

Potential Strategies:

Keep a list of public uses that are new or relocating.

Create “public use” locations or opportunities on the physical land-use plan.

Aesthetics of Downtown

Objective: Maintain a human scale in the built environment.

Potential Strategies:

Adopt Design Guidelines specific to the Town Center.

Continue to promote concepts outlined in Downtown Streetscape Master Plan.

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Objective: Keep and enhance the existing building appearances, historic charm, human scale and intimacy of downtown.

Potential Strategies:

Extend East Franklin Street building scale, architectural character and charm to West Franklin Street.

Use design guidelines to ensure new development is compatible in character and scale with existing development.

Develop a physical model of the downtown area.

Residential Uses In and Near Downtown

Objective: Protect fragile residential neighborhoods bordering downtown business districts.

Objective: Preserve, protect and enhance the Northside Neighborhood.

Potential Strategies:

Development plans for West Rosemary Street should exhibit sensitivity to the adjacent residential neighborhood.

Develop ways to discourage conversion of single family homes to multi-family or student housing.

Eliminate parking in front yards.

Review standards for noise control in the downtown area.

Maintain existing boundaries of Town Center zoning districts and protect integrity of surrounding residential neighborhoods.

Objective: Promote compatible residential uses in the commercial zones of downtown.

Potential Strategies:

Review development ordinance provisions to encourage residential uses.

History and Significance of Chapel Hill

Objective: Protect and enhance the historic significance of the downtown area.

Objective: Promote a sense of Chapel Hill history associated with the downtown.

Potential Strategies:

Conduct a historic significance study of downtown buildings.

Create awareness programs advertising Chapel Hill's historic features.

Place historic markers at key sites.

Work with UNC to develop a unified approach to town/gown development.

Conduct tours of historic places.

Consider regulatory changes that increase procedural requirements for re-development in preservation areas.

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INFRASTRUCTURE/PUBLIC SERVICES

GOAL: *Downtown facilities and services shall meet the physical, social, and cultural needs of the community.*

Refuse and Recycling Collection/Management

Objective: Enhance and improve delivery of public services.

Objective: Develop a refuse and recycling collection plan that responds to the specific needs and limitations of downtown.

Potential Strategies:

Size refuse and recycling pick-up equipment appropriate to service narrow alleys and other limitations.

Encourage the design of buildings for ease of refuse collection, and screen collection points from public view.

Identify possible sites for joint pick-up and compacting.

Expand the service alley system in Downtown, including the use of service easements.

Objective: Reduce conflicts between delivery service and refuse and recycling collection.

Potential Strategies:

Develop a plan for the management of delivery trucks in the downtown area.

Objective: Intensify litter clean-up within the town center and on adjacent streets.

Potential Strategies:

Provide containers for refuse disposal that are adequate in size, number, and with design appropriate to downtown streetscape.

Public Safety

Objective: Intensify public safety efforts.

Potential Strategies:

Locate additional police substations(s) downtown.

Improve enforcement of regulations to control parking, loading zones, and consumption of alcohol.

Improve enforcement of regulations to protect pedestrians and bicyclists.

Pedestrian Pathways

Objective: Provide continuity of entire pedestrian system in the downtown and connectivity with adjacent neighborhoods.

Potential Strategies:

Provide an integrated system of walkways connecting Franklin Street with Cameron Avenue and Rosemary Street.

Locate clusters of high-density developments within 1/3 of a mile of each

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other to encourage walking.

Provide pedestrian shortcuts between development clusters.

Link transit stops to the pedestrian network.

Identify and enhance informal pedestrian ways with special pavement treatment, signage and lighting.

Consider a pedestrian-only traffic light phase at Columbia Street and Franklin Street. Special paving and overhead lighting should be installed to enhance this important intersection.

Eliminate “Right-turn-on-Red” at main downtown intersections.

Consider a mid-block pedestrian signal along West Franklin Street, between Roberson and Church Streets.

Streetscape

Objective: Complete the improvements proposed in the Downtown Streetscape Master Plan within five (5) years.

Potential Strategies:

Provide necessary funding on an annual basis as part of the Capital Improvements Program.

Generate additional money through the sale of memorial light posts, benches, or bricks. Proceeds from the sale of these memorials could be dedicated to the Streetscape program.

Objective: Enhance delivery of public utility services.

Potential Strategies:

Locate all overhead utility wires underground.

Objective: Expand the Downtown Streetscape Master Plan to include the side streets connected to Franklin Street.

Potential Strategies:

Authorize an update to the Streetscape Plan.

Objective: Permit on-street parking for full length of Franklin Street in front of University Square.

Potential Strategies:

Remove parking restrictions.

Bikeways

Objective: Encourage bicycling by providing for a coordinated and continuous bicycle path system connecting Downtown to the University and to surrounding neighborhoods.

Potential Strategies:

Provide adequate and secure bicycle storage facilities.

Develop a Townwide bikeways plan and adopt as part of the comprehensive plan.

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TRANSPORTATION

GOAL: *Maintain and further develop multiple Downtown transportation systems and facilities to conveniently serve residents, businesses and their employees, customers, and visitors to Chapel Hill.*

Parking Supply

Objective: Provide adequate (but not excessive), and convenient off street short-term parking in either public or private facilities to serve the needs of businesses, residents, and visitors.

Potential Strategies:

Create an information collection and monitoring system that will reflect the current parking supply, location, ownership, and use and which will permit the examination of parking supply and use on a block by block basis.

Provide annual reports that evaluate the use of public and private parking lots and structures as short term parking locations for UNC bound students, employees, and visitors.

Reexamine the policies of the Town as they are embodied in the Comprehensive Plan, the Development Ordinance, and the Town Code, as they pertain to the provision of off-street parking spaces and the dollar value of the payment-in-lieu option available to new development.

Architecturally integrate any new parking facilities in a fashion that enhances street level activity by creating opportunities for business use of significant portions of the street level space.

Objective: Encourage a cooperative parking system driven by downtown tenants.

Pedestrian Facilities and Safety

Objective: Create a complete paved sidewalk system in the Downtown Study Area.

Potential Strategies:

Provide sidewalks on both sides of all streets in the Downtown Area.

Provide additional paved, lighted, and safe midblock walkway connections between Rosemary Street and East Franklin Street.

Increase the number of controlled pedestrian crosswalk locations between the north and south sides of Franklin Street, particularly at the street intersections west of the Columbia Street-Franklin Street intersection.

Reduce automotive travel speeds on West Franklin via the use of traffic control signals where possible.

Bicycle Facilities and Safety

Objective: Improve bicycle access routes and provide additional secure storage facilities.

Transit

Objective: Encourage the reduction of employee based single occupancy vehicle trips to Downtown by encouraging the use of the Public

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Transit System and other available methods of transportation.

Potential Strategies:

Improve bus route service and lead times to key areas of the Downtown, UNC Campus, and residential and commercial areas of the Town to promote the use of buses.

Promote expanded use of existing park and ride locations at the outskirts of Chapel Hill.

Develop new strategies to enforce Transportation Management Plans.

Establish an information collection system and a promotion plan that encourages businesses and residents in the Downtown and/or at its fringes to use transit services.

Expand the number of employers that provide employee travel to work information by providing assistance to employers so that they may develop useful voluntary Transportation Management Plans.

Continue to require Transportation Management Plans for new development or significant redevelopment in the Downtown Study Area.

Objective: Support the development of a regional fixed-guideway system and transit stops that will serve the Downtown.

Potential Strategies:

Continue the Town's active involvement in the regional fixed-guideway system studies regarding potential routes, station locations, station impact evaluations, and possible timing of construction of these rail fixed-guideway facilities.

Maintain an information base showing the potential line locations and transit stops and incorporate an explicit review of the relationships between any such facilities and proposed new development or redevelopment

during the development review process.

Objective: Systematically study and evaluate the need for, and possible locations of, a bus system transfer facility in Downtown Chapel Hill.

Potential Strategies:

Identify the operational and ridership benefits and losses that would result from the development of a central transit transfer location or facility.

Identify system improvements that might result from the relocation of existing transit stops and/or route overlap locations.

Identify physical facility needs/alternatives and potential locations for such facilities within the Downtown Study Area.

DOWNTOWN CHAPEL HILL SMALL AREA PLAN