

2 GOALS AND OBJECTIVES

> 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.

OBJECTIVES

Civic and Cultural Functions

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

Development and Redevelopment

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

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

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

Density

Utilize available land in an economically optimal fashion.

Security

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

> GOALS AND OBJECTIVES

> **TOWN CHARACTER/LAND USE**

GOAL

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

OBJECTIVES

Downtown as a Community Gathering Space

- Retain the intimacy of the environment downtown.
- Maintain existing, and encourage new, “magnets” to attract people to downtown.
- Maintain and develop public open space.
- Complete the sidewalk system downtown.
- Encourage public uses to locate downtown.

Aesthetics of Downtown

- Maintain a human scale in the built environment.
- Keep and enhance the existing building appearances, historic charm, human scale and intimacy of downtown.

Residential Uses In and Near Downtown

- Protect fragile residential neighborhoods bordering downtown business districts.
- Preserve, protect and enhance the Northside Neighborhood.
- Promote compatible residential uses in the commercial zones of downtown.

History and Significance of Chapel Hill

- Protect and enhance the historic significance of the downtown area.
- Promote a sense of Chapel Hill history associated with the downtown.

> GOALS AND OBJECTIVES

> **INFRASTRUCTURE / PUBLIC SERVICES**

GOAL

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

OBJECTIVES

Refuse and Recycling

- Enhance and improve delivery of public services.
- Develop a refuse and recycling collection plan that responds to the specific needs and limitations of downtown.
- Reduce conflicts between delivery service and refuse and recycling collection.
- Intensify litter clean-up within the town center and on adjacent streets.

Public Safety

- Intensify public safety efforts.

Pedestrian Pathways

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

Streetscape

- Complete the improvements proposed in the Downtown Streetscape Master Plan within five (5) years.
- Enhance delivery of public utility services.
- Expand the Downtown Streetscape Master Plan to include the side streets connected to Franklin Street.
- Permit on-street parking for full length of Franklin Street in front of University Square.

Bikeways

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

> GOALS AND OBJECTIVES

> **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.

OBJECTIVES

Pedestrian Facilities and Safety

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

Bicycle Facilities and Safety

Improve bicycle access routes and provide additional secure storage facilities.

Transit

Encourage the reduction of employee based single occupancy vehicle trips to downtown by encouraging the use of the Public Transit System and other available methods of transportation.

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

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

Parking Supply

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.

Encourage a cooperative parking system driven by downtown tenants.