

# 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)
<b>Development Patterns</b> 	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"> <li>Create additional <b>guidelines and regulations for Rosemary Street</b> regarding commercial development and land use that are consistent with the vision statement of the Northside Neighborhood Conservation District.</li> </ul>	<ul style="list-style-type: none"> <li>Work collaboratively with the University to develop a policy for developing and continuously assessing <b>future student housing development</b> both on and off campus that prioritizes <b>student safety</b> and <b>protects the historic neighborhoods</b> that surround the University.</li> <li>Create <b>Design Guidelines</b> for Downtown that address gradient of development and standards for infill and courtyard development.</li> </ul>
<b>Access</b> 	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"> <li>Conduct a <b>holistic study of downtown parking and circulation</b> that informs decision making about street infrastructure.</li> <li>Identify alternative models for <b>parking management</b> and metering.</li> <li><b>Increase lighting on alleyways.</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Restripe Franklin and Rosemary</b> to in accordance with the downtown parking and circulation study.</li> <li>Construct improvements to <b>pedestrian crossings</b>, other traffic calming measures.</li> <li>Consider <b>moving bus transfer</b> stops away from Columbia Street.</li> </ul>
<b>Variety</b> 	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"> <li>Increase exploration on informal and formal pathways with <b>creative pedestrian level wayfinding signage.</b></li> <li>Recruit <b>artistic programming and small events</b> to increase vibrancy and year round activity.</li> </ul>	<ul style="list-style-type: none"> <li>Consistent program of <b>artistic programming and small events</b> to increase vibrancy and year round activity.</li> </ul>
<b>Public Realm</b> 	Create active public gathering spaces and make the sidewalks a better place to sit and socialize.	<ul style="list-style-type: none"> <li>Research, test and evaluate ideas for <b>activating public realm and green space</b> (ITS Plaza, 140 West, and others).</li> <li>Reduce regulatory barriers to <b>sidewalk dining</b> and support <b>façade improvements</b> that activate and beautify the street.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate and remove excess hardware from <b>sitting areas</b> between street and sidewalk.</li> <li>Consider removal of regulatory barriers to small business and entrepreneurial start-up activity.</li> </ul>
<b>Economic Development</b> 	Chapel Hill is the home of choice for innovators, start-ups and entrepreneurs.	<ul style="list-style-type: none"> <li>Identify <b>co-working and Stage II space</b> for companies.</li> <li>Increase the economics of downtown through <b>strategic drivers.</b></li> </ul>	<ul style="list-style-type: none"> <li>Identify <b>co-working and Stage II space</b> for companies.</li> <li>Increase the economics of downtown through <b>strategic drivers.</b></li> </ul>