TOWN OF CHAPEL HILL

DOWNTOWN WORK PLAN

THE DOWNTOWN WORK PLAN TRANSFORMS IDEAS INTO ACTION STARTING IN FY17 AND WORKING TOWARD FY20

FY 19 AND FY 20

CONTACT: SARAH POULTON, 919-969-5009 SPOULTON@TOWNOFCHAPELHILL.ORG

BACKGROUND

CHAPEL HILL 2020

Comprehensive plan reflecting values, aspirations and ideas of the community

DOWNTOWN WORK PLAN

Downtown is a future focus area identified in Chapel Hill 2020

THE WORK PLAN REFLECTS THE ROLE OF THE TOWN AS A CATALYST IN THE DOWNTOWN ECOSYSTEM, PROVIDING A CANVAS FOR ACTIVATION

PARTNERS

THE TOWN IS PART OF A DOWNTOWN ECOSYSTEM

- Chapel Hill Downtown Partnership
- LaUNCh
- UNC and UNC Healthcare
- Businesses & property owners
- Neighborhood stakeholders
- Downtown resident communities
- Arts & culture community
- Visitors & patrons

DOWNTOWN 2020 TRANSFORMS IDEAS INTO ACTION

IDEATE

Explore patterns and develop guidelines for the future

PROTOTYPE

Test new ideas and seek innovative solutions

IMPLEMENT

Construct infrastructure improvements and deliver programs

COLLABORATIVE PARTNERSHIPS & CATALYTIC INVESTMENTS

The Town of Chapel Hill collaborates with downtown partners to build a welcoming environment for visitors, residents and businesses. The Town takes the lead role on infrastructure improvements, long range planning, and safety. The Town also takes a significant leadership role in community arts and culture programming and open spaces.

DEVELOPMENT PATTERNS

HARMONIZE NEW BUILDINGS WITH OLD, ENCOURAGE VARIETY OF HOUSING & MIXED-USE DEVELOPMENT

Planning for the Future

- ✓ West Rosemary Street Development Guide: Design guidelines for an important intersection of Downtown and the Northside Neighborhood (Adopted 5/22/17)
- Four Corners Planning: Develop a “four corners” strategy for the entire Rosemary/Columbia intersection (Town Property Task Force)
- Student Housing: Work collaboratively with the University to continuously assess future student housing development both on and off campus to prioritize student safety and protects the historic neighborhoods that surround the University (LUMO Rewrite Project)
- Retail study of Downtown

Infrastructure Improvements

- Wallace Deck: Repair the water sealant and consider adding an additional level to the deck (contingent on Council approval)

ACCESS

IMPROVE ACCESS, PARKING, WAYFINDING AND TRAFFIC FLOW

Planning for the Future

- ✓ Engage in alternative models for parking management (135 E. Rosemary, private partnerships)
- ⚙ Conduct a holistic study of Downtown parking and circulation that informs decision making about street infrastructure (Streets and Sidewalk Study underway)
- ⚙ Downtown parking marketing and education (Lots to Love)
- 💡 Planning for Bus Rapid Transit

Infrastructure Improvements

- ✓ Re-stripe Rosemary Street with bicycle and pedestrian improvements (Summer/Fall 2017)
- ✓ Procurement of new parking meters (Spring 2018)
- ⚙ Continue to increase lighting in downtown and alleyways
- 🔨 Continue to implement streetscape plans on cross streets between Franklin and Rosemary streets (FY 19)
- 🔨 Coordinate with DOT on Franklin Street Projects (FY 19)

VARIETY

ENCOURAGE SURPRISE, DELIGHT, EXPLORATION AND DISCOVERY

Planning for the Future

- Increase exploration on informal and formal pathways with creative pedestrian level wayfinding signage

Infrastructure Improvements

- Work collaboratively with residents and downtown stakeholders to improve 140 West Plaza and explore connections with Carolina Square
- Incorporate creative amenities and public art in alleyway improvements

Community Arts and Culture

- Add a large community event in the spring (prototype International Festival, April, 2018)
- Explore partnerships for new arts and culture opportunities

PUBLIC REALM

**CREATE ACTIVE PUBLIC SPACES,
IMPROVE SIDEWALKS AS A PLACE TO SPEND TIME**

Planning for the Future

- Develop new connections between Downtown landmarks, including Historic Town Hall
- Consider reducing regulatory barriers to sidewalk dining, food trucks and pop-up store activities

Infrastructure Improvements

- Complete Tanyard Branch Trail and work with Northside Neighborhood to designate bicycle and pedestrian connections through the neighborhood to Rosemary Street
- Improve appearance and functionality of alleyway system between Wallace Deck and Franklin Street

Community Open Spaces

- Research, test, and evaluate ideas for activating the public realm and green spaces downtown (tire park experiment, Rosemary Street swing, public bathroom indentification)

DOWNTOWN 2020

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PROJECT LIST

DEVELOPMENT PATTERNS

✓ -West Rosemary Street Development Guide
-Four Corners Planning
-Student Housing
-Wallace Deck
- Retail Study

(↑) In Progress
✓ Complete

ACCESS

✓ -Increase Parking Management
✓ -Re-stripe Rosemary Street
✓ -New Parking Meters
✓ -Parking Marketing
(↑) -Streets and Sidewalk Study
(↑) -Bus Rapid Transit Planning
(↑) -Increase Lighting
(↑) - Continue Streetscape
(↑) -Repave E. Franklin Street

VARIETY

✓ -Add Art to Capital Projects
✓ -Add Large Festival in Spring
(↑) -Activate 140 West Plaza
(↑) -Arts and Culture Partnerships
(↑) -Wayfinding and Landmark Connections

PUBLIC REALM

(↑) -Reduce Regulatory Barriers
(↑) -Alleyway Safety and Functionality
(↑) -Activate New Green Spaces
(↑) -Tanyard Branch Connections

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TIME LINE AND NEXT STEPS

2015: Downtown 2020 Strategy

Short term focus on opportunities identified through previous planning efforts

2016: Council Approves FY17 and FY18 Downtown Work Plan

Council approved goals and projects for two fiscal years

2018: Report and Revise Downtown Work Plan

Check-in on progress and revise project list

2018: Council Considers FY 19 and FY 20 Downtown Work Plan

Approve projects for next two fiscal years

2020: Report on Downtown Work Plan and Consider Next Steps

Assess the need for further planning and strategy

FOR MORE INFORMATION PLEASE SEE PROJECT WEBSITE:
WWW.TOWNOFCHAPELHILL.ORG/DOWNTOWN