

# 5 IMPLEMENTATION STRATEGIES

A complete list of potential implementation strategies generated by the Downtown Small Area Plan Workgroup, along with the goals and objectives to which they relate, are listed in Appendix I.

Of these, we highlight the following implementation strategies as those of the highest priority:

- Redevelopment & Preservation Opportunities
- Design Guidelines
- Recommendations for Development Review Process
- Lot 5
- Physical Model
- Streetscape Funding
- Parking & Refuse Collection

## REDEVELOPMENT AND PRESERVATION OPPORTUNITIES

Redevelopment and preservation of properties should be done in accordance with this Downtown Plan, and should work to retain the intimacy of the downtown environment.

Implementation strategies include:

- Develop new zoning categories to allow and en-

courage 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.

- Create an entity (or vest responsibility in an existing organization) to recruit appropriate development that meets Town policies before development opportunities are lost to locations outside of downtown.
- Encourage development of a grocery store downtown.
- Develop a plan for regulating appearance downtown.

The concept plan identifies opportunity areas for preservation in the downtown area in order to protect and enhance the historic significance of the downtown area. Additional strategies to accomplish this include:

- Conduct a historic significance study of downtown buildings.
- Create awareness programs advertising Chapel Hill's historic features.
- Place historic markers at key sites.

### THE PLAN SAYS

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*A possible implementation strategy includes the development of new zoning categories to encourage varying use and intensity patterns.*

## > IMPLEMENTATION STRATEGIES – HIGHLIGHTS

### **THE PLAN SAYS**

*The Design Guidelines document “could serve as part of the Town’s development review process.*

- Conduct tours of historic places.
- Work with UNC to develop a unified approach to town/gown development.
- Consider regulatory changes that increase procedural requirements for redevelopment in preservation areas.

### **DESIGN GUIDELINES**

We recommend that the Town Council adopt Design Guidelines that are specific to the Town Center. This document could be required as part of the Town’s development review process. The recommended document is attached to this report.

*(Note: The Town Council adopted the Downtown Design Guidelines on March 27, 2000, along with the Downtown Small Area Plan.)*

The Town should also create a mechanism to allow the Community Design Commission to use the attached Design Guidelines to review building plans and elevations for changes to the facades of buildings and new construction downtown in selected circumstances.

### **RECOMMENDATIONS FOR DEVELOPMENT REVIEW PROCESS**

Change the Town’s regulatory environment so that it is easier to develop within the downtown area than in the outskirts of Town. Possible changes could include:

- Develop a new regulatory review process, which 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.
- Shorten the development review period for special use permits in the Town Center district.

### **LOT 5**

In March 1997, the Chapel Hill Town Council convened a Design Workshop to undertake an intensive examination of future possibilities for uses of Parking Lot #5, located at the intersection of West Franklin and Church Streets. Ideas were generated regarding:

1. The potential future use of Lot #5;
2. How to integrate the ideas into the downtown plan.

## > IMPLEMENTATION STRATEGIES – HIGHLIGHTS

The Town should consider development ideas for the Town owned parking lot known as “Lot #5,” perhaps by issuing a Request for Proposals.

### **PHYSICAL MODEL**

A physical scale model or computer-aided visualization of the downtown area (or key blocks of downtown) would be a useful tool for examining downtown issues, opportunities, problems and possibilities. It would allow citizens and policy-makers to visualize existing downtown issues and to project future possibilities. Structures in the model could be removed and replaced with proposed buildings. The Town could contract with a private consultant to have such a model created.

### **STREETSCAPE FUNDING**

Bond funds already dedicated to Streetscape improvements downtown should be used expeditiously. The sale of dedicated light posts, benches, or bricks could generate additional money. Proceeds from the sale of these memorials could be dedicated to the Streetscape program. The plan recommends that the improvements proposed in the Downtown Streetscape Master Plan be completed

within five (5) years.

Other ideas for streetscape improvements include:

- locate all overhead utility wires underground;
- expand the Downtown Streetscape Master Plan to include the side streets connected to Franklin Street; and
- permit on-street parking for the full length of Franklin Street in front of University Square.

### **PARKING AND REFUSE COLLECTION**

Parking is key to the form and function of the downtown area. The objective is to “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.” We recommend that the Council authorize additional study of downtown parking strategies, to include the following:

- 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

## > IMPLEMENTATION STRATEGIES – HIGHLIGHTS

### THE PLAN SAYS

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*“Improvements to the downtown refuse collection system is another area that needs additional study.”*

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.

Improvements to the downtown refuse collection system is another area that needs additional study. We recommend consideration of the following 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.
- Develop a plan for management of delivery trucks in the downtown area.
- Provide containers for refuse disposal that are adequate in size, number, and with design appropriate to downtown streetscape.



*Mural as seen from Columbia Street.*

