



TOWN OF CARRBORO

DOWNTOWN AREA PLAN

DRAFT SEPTEMBER 2025



DRAFT

Volume 1: Master Plan

DRAFT

ACKNOWLEDGMENTS

Many thanks to the Town of Carrboro's elected and appointed officials, the Town staff, Joint Advisory Board, community members, and stakeholders who provided knowledge, assistance, and invaluable insight throughout the process of developing this Downtown Area Plan.

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Introduction

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OVERVIEW

PLAN ORGANIZATION

This Downtown Area Plan (Plan) is organized into two volumes. **Volume 1** includes the overarching vision and plan for the downtown area, including character areas, representative renderings, streetscape typologies and the implementation action plan. **Volume 2** contains the background analysis, a summary of how the vision and goals were developed, overarching strategies and considerations, guidelines for monitoring the implementation of the Plan, and an appendix with complete engagement summaries.

ABOUT THE PLAN

This Downtown Area Plan was prepared as a priority project in the implementation of the Carrboro Connects Comprehensive Plan. In particular, this project helps achieve the goals identified in the Land Use and Economic Sustainability sections of the Town's Comprehensive Plan. Advancing the Town's Race and Equity and Climate Action efforts are key considerations for this project and are reflected in the Plan recommendations. See the **Volume 2, Background Analysis, Previous Planning Efforts** section for more information about the relationship between this project and the Carrboro Connects Comprehensive Plan.

The Downtown Area Plan includes analysis, assessment and recommendations for the study area. These elements were formed from objective analysis, assessment of existing plans and ongoing projects, community engagement and feedback, appointed and elected official input, Town staff direction and professional planning best practices.

Over the years, the Town has worked hard to make the downtown area a thriving, diverse and welcoming space. This Plan intends to help build upon those successes without recommending monumental changes that could disrupt the carefully cultivated space that already exists.

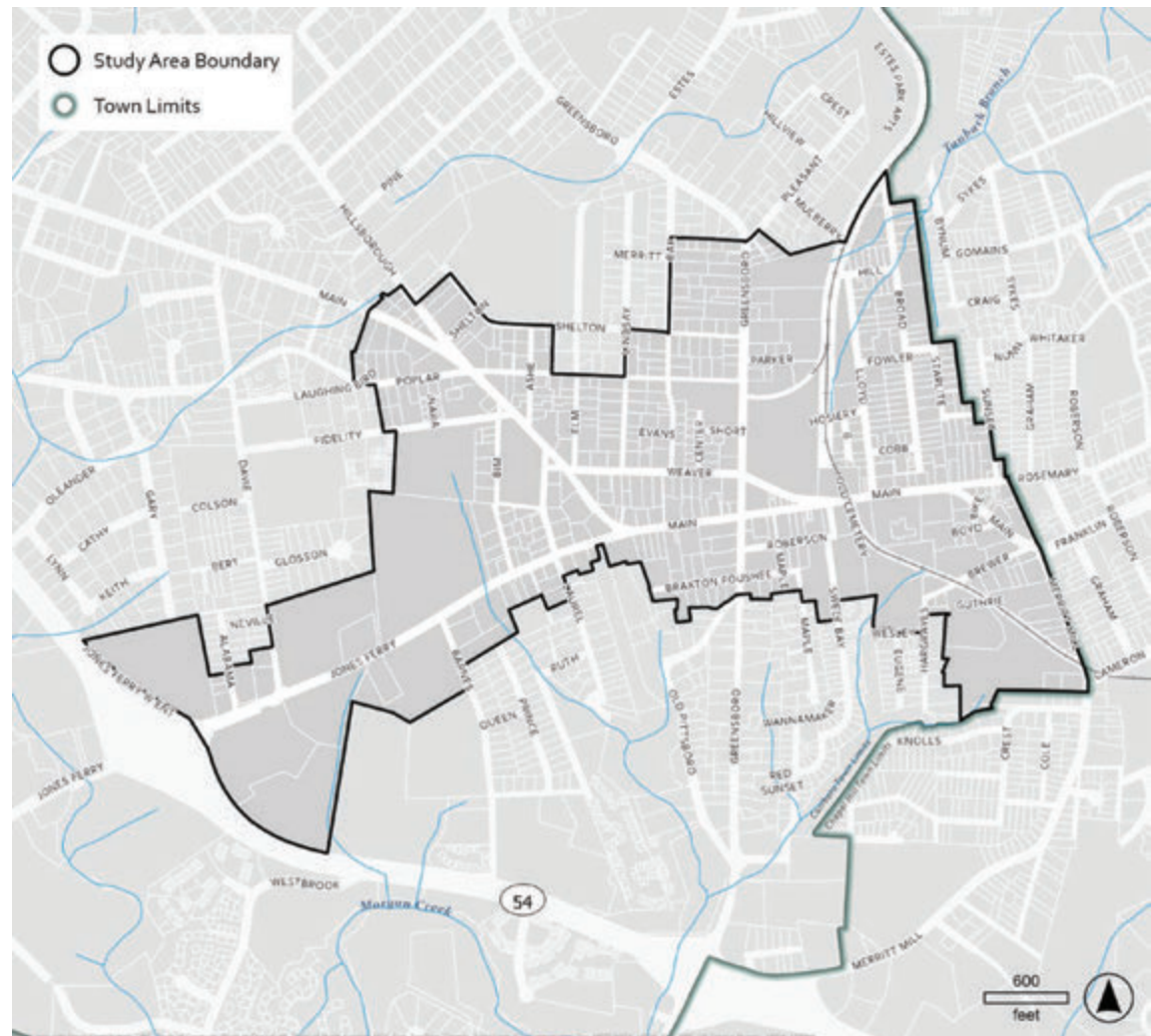


STUDY AREA

The Downtown Area Plan looks at the area highlighted in the adjacent map (“study area”), including the downtown central business district, Jones Ferry Road, surrounding neighborhoods and the Lloyd-Broad Neighborhood. Carrboro Connects calls for a study that looks at downtown and Jones Ferry Road together, to achieve a balance that acknowledges the present character of the places in the study area with new opportunities.

The study area is located south of the Town’s geographic center, with its eastern edge abutting the Town of Chapel Hill. The study area offers a multi-modal environment with many destinations that serve as focal points for community life. See the **Volume 2, Background Analysis** chapter for further information about the location, context and characteristics of the study area.

Map 1. Downtown Area Plan Study Area



MAKING THE PLAN

PLANNING PROCESS

The planning process included five general phases and 12 months of close coordination with Town staff and elected and appointed officials. An advisory board made up of various existing appointed board and commission members served as a sounding board during the process. A robust community engagement process included opportunities for different types of engagement during each phase of the project. Specific community engagement information is detailed later in the **Volume 2, Vision and Goals** chapter, and individual engagement event summaries are located in the appendix.

The introductory analysis phase included a study area tour, extensive review of previous planning efforts, and an analysis of existing demographics and the downtown area context. Community engagement included multiple community events, an online public survey, multiple

pop-up events around the Town and many opportunities for public feedback. The community was given opportunities to voice their experience with the current downtown area and how they would like to see it evolve over time.

During the visioning phase, the planning team started to analyze community and Town feedback to-date and summarize common themes rising to the surface. This information was used to develop a draft vision and goals intended to provide a guiding framework for Plan recommendations developed later in the process. Two advisory board meetings, a stakeholder listening session and another community event were held to gather feedback on more specific design and transportation considerations. The planning team created draft character areas and streetscape typologies based on the feedback received.

Figure 1. Planning Process



The master plan phase included development of five renderings to illustrate representative site layouts, building and landscape designs, and outdoor gathering spaces that could serve as examples during further development processes and discussions. The character areas, streetscape typologies and renderings were reviewed with stakeholders and the advisory board during a series of meetings. Based on feedback received, the planning team developed a series of considerations, best practices and overarching strategies for the Town to consider.

The final two phases of the Plan included the strategies and considerations and implementation plan. The strategies and considerations section includes a range of strategies to support plan implementation and achieving the vision and goals that were identified during the planning process. Multiple community meetings and a Town Council meeting were held to review this information with the public.

The implementation plan section outlines detailed steps that the Town can follow to advance the Plan's goals. Beyond these steps, it also includes metrics and reporting methods to monitor progress- helping to track changes over time, assess community impact and evaluate whether the Plan is being effectively put into practice. While the implementation plan is closely connected to the Carrboro Connects Comprehensive Plan, it is tailored specifically to achieve the objectives unique to the downtown area. All strategies and action steps relate directly to public feedback gathered throughout the process, as well as to best practices designed to help achieve the desired outcomes.



Community Event #1



Community Event #2

VISION STATEMENT

The following vision statement comes from community members' thoughts and ideas and from input from Advisory Boards, Town Council, community partners and residents.*

It embodies the collective aspiration heard from the community and serves as the foundation for moving forward and is built directly on Carrboro Connects and its commitments to advancing racial equity and addressing climate change.

This statement guides the formation of goals and implementation strategies that make up the Strategies and Considerations, Master Plan, and Implementation chapters.

**All data, comments and other inputs can be seen in the Appendix.*

Carrboro's downtown area is a vibrant, walkable and community-oriented space that balances preserving historic charm with thoughtful growth.

The downtown area serves every Carrboro resident, with particular attention to BIPOC and marginalized community members; as a place for daily needs, a place to gather with community and a place to live. The downtown area fosters economic diversity, celebrates arts and culture, and ensures accessibility for all.

GOALS

The following goals provide overall direction for the downtown area of Carrboro to achieve the community's direction, vision and aspirations. The goals serve as the ultimate basis for the Plan's recommendations and implementation. They also provide a framework to evaluate changes, challenges, opportunities and issues that were not anticipated by this Plan, allowing it to function as a living document responsive to future needs.

1

Build for climate resilience; protect and plant trees, install and incentivize green stormwater features, enhance and establish public green spaces.

2

Ensure a range of housing choices, including affordable and workforce housing, to support economic diversity and prevent displacement, allowing all current and future residents to thrive in Carrboro's downtown.

3

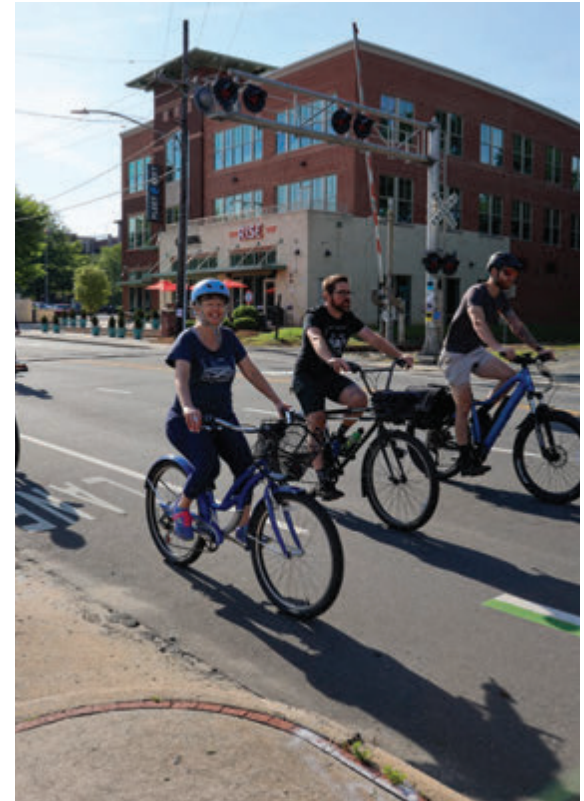
Improve pedestrian and bicycle infrastructure, reduce traffic congestion, and expand public transit options to ensure safe and equitable mobility for all residents.

4

Support small businesses, entrepreneurs and minority-owned enterprises by ensuring affordable commercial spaces, fostering a dynamic local economy, and encouraging inclusive economic opportunities.

5

Maintain the architectural integrity of historic buildings while encouraging sustainable and compatible development that aligns with Carrboro's unique identity.





Master Plan

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CHARACTER AREAS

The Plan analyzes the commercial section of downtown Carrboro, surrounding residential areas, and the Jones Ferry Road corridor. These distinct places each present a different look and feel. To capture the nuances of these differences, the Plan divides the study area into “character areas.” Each character area includes important elements in the existing land uses, urban form, building types and the physical realm that define that sub-area as unique. Each highlights the key character-defining elements that should remain in place as new development and infill development occurs. Recommended types of activities, building types and development standards that are appropriate within each location as development and land use patterns change are identified. A map of these character areas follows on the next page.

The four character areas and their associated objectives are:

- **Downtown Core** - Enhance the thriving commercial sector.
- **Core Extension** - Expand the mixed-use development patterns and integrate the look and feel with the commercial core.
- **Surrounding Neighborhoods** - Maintain the existing dense residential character, while finding opportunities for infill development of affordable housing
- **Lloyd-Broad Neighborhood** - Protect the historically Black and African American neighborhood, provide equitable access, and minimize burdens and unintended consequences of nearby infill development and re-development.

Because of the proximity of character areas and the relatively small size of the downtown, context and the need for a transition from one character area to another are important. For example, a prominent building that is more appropriate in the center of the Downtown Core, may not be appropriate at the edge of the character area, next to smaller residential homes in the surrounding neighborhoods.

See the following pages for an assessment of the existing conditions, examples of the scale of future development appropriate for each area, and other development considerations.



DOWNTOWN CORE

EXISTING CONDITIONS

The Downtown Core includes the primary commercial districts within the downtown study area generally along Jones Ferry Road, Main Street, Weaver Street and Greensboro Street.

This area is largely developed and includes three National Register Historic Districts: the Carrboro Commercial Historic District, the Alberta Mill Complex and the Thomas F. Lloyd Historic District. It also includes individual historic buildings such as Town Hall, the Century Center, Carr Mill Mall, Cat's Cradle, the Strayhorn Houses and St. Paul African Methodist Episcopal Church. Other prominent buildings include CommunityWorx, 300 East Main, Shelton Station and the Drakeford Library Complex.

Buildings range from one to five stories in height, and are generally positioned along a sidewalk. This area includes a variety of uses such as retail, offices, restaurants and entertainment, as well as important civic uses, places of worship and centrally located community services provided by Interfaith Council (IFC), El Centro, Club NOVA and other community organizations.

While many residents consider East Main Street and East Weaver Street as the traditional downtown area, established commercial and mixed-uses are present along West Weaver Street, West Main Street, Roberson Street and Greensboro Street.

These commercial areas are concentrated along the major road network that brings residents and visitors to, and through, downtown: Greensboro Street as a north-south thoroughfare, and both Weaver Street and Main Street as east-west thoroughfares. Several of these roads contain dedicated bicycle infrastructure, including bike lanes and bike boxes. Sidewalks on both sides of most primary and secondary roads provide pedestrian access and connectivity to private businesses, public spaces and two off-street multi-use pathways (Libba Cotten Bikepath and PTA Bikepath) which serve as an east-west network for pedestrians and cyclists.



FUTURE VISION FOR THE DOWNTOWN CORE AREA

There are opportunities to further invest in the existing properties in this character area and build on the successful implementation of previous planning efforts, like the Downtown Carrboro New Vision from 2001. The Downtown Core is compact and walkable. These strengths contribute to its character and an overall user experience that the Town should continue to enhance. New developments should be multi-story, with special consideration for the historic context and existing adjacent developments. They should be built close to the sidewalk and street and focus on improving the pedestrian experience and streetscape.

	Intended Uses	Mix of affordable housing and commercial uses, such as retail, office, restaurants, entertainment, bars, nightlife. Special consideration should be made for businesses at a variety of price points that meet the daily needs of residents.
	Building Types	New or redeveloped urban, vertical, mixed-use buildings that fit in the surrounding context and include historic architectural components where appropriate. Neighborhood-scale commercial is appropriate adjacent to existing residential neighborhoods.
	Building Scale and Placement	Two- to five-story buildings aligned along public streets and sidewalks. The height and placement of the buildings should consider adjacent structures to ensure compatibility.
	Parking	Shared surface parking, parking garages or leased off-site parking. New surface parking areas are discouraged. Parking areas should be located away from the street, where possible.
	Urban Design	New development should be bike- and pedestrian-friendly and walkable in design, with connected pedestrian paths. Streetscapes should include wayfinding and shade structures such as awnings or street trees. Parks, open spaces, plazas and seating should be incorporated where possible.



CORE EXTENSION

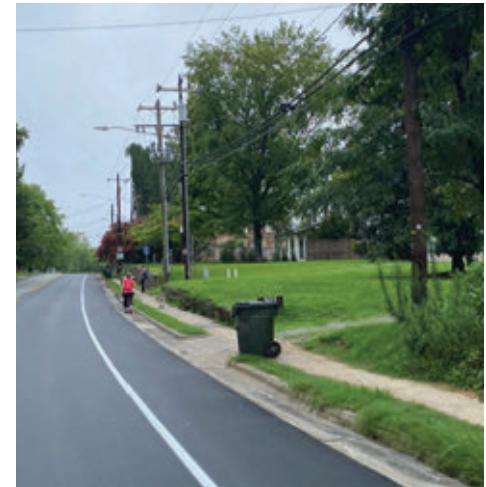
EXISTING CONDITIONS

This character area includes the Jones Ferry Road corridor and the active railroad corridor just outside of the Downtown Core. These areas have a mix of developed and undeveloped properties, including businesses and single-family and multi-family homes.

Buildings in this area are currently one to three stories in height, and are typically set back from the street, with large surface parking lots. Notable landmarks include the Town's water and sewer utility provider (OWASA), access points to two historically Black and African American neighborhoods (Alabama Avenue and Lincoln Park), the Collins Crossing apartments and street corner gathering places for nearby residents, including food trucks off Barnes Street and the taquería near the Collins Crossing bus stop, where many shift workers gather for lunch and catch the bus.

The Jones Ferry section of the Core Extension serves as a major transit corridor with access to the downtown area from NC-54, including a GoTriangle route to Durham from a park-and-ride lot. The existing network of bicycle and pedestrian facilities provide multi-modal options for a high population corridor, and connect residents to everyday uses and needs.

Parcels of land in this area are generally larger than those found in other character areas presenting opportunities for larger-scale development projects. Impacts to the Alabama Avenue, Lincoln Park and Glosson Circle neighborhoods should be considered.



FUTURE VISION FOR THE CORE EXTENSION

The Core Extension provides an opportunity to expand the existing character of the Downtown Core along the major corridors to create a continuous experience and transition to the adjacent areas. This area should include commercial uses like retail, office and entertainment, as well as recreation uses in a mixed-use design that meets the daily needs of the community. A range of medium- to high-density housing options should be provided for families and households at different income levels.

	Intended Uses	Mix of commercial uses, including office, retail, restaurants, entertainment, bars, nightlife, as well as public recreation facilities and affordable housing of all types. Special consideration should be made for businesses at a variety of price points that meet the daily needs of residents.
	Building Types	New or redeveloped urban-style mixed-use development, with both vertical and horizontal mixed-use integration. Residential developments of all types, including single-family, duplex, townhome and apartments. Commercial spaces of varied masses that allow for diverse businesses and everyday uses.
	Building Scale and Placement	Two- to five-story buildings aligned along public streets and sidewalks. The height and placement of the building should consider adjacent structures. Taller buildings may be appropriate in some instances, where design can mitigate externalities of development to areas that do not change for a long time—like where large properties abut longstanding neighborhoods, or where building height impacts shading, access to potential for solar and/or pedestrian experience.
	Parking	Shared surface parking and parking garages. Parking structures are encouraged. Generally, parking areas should be located away from the street and behind the building. However, due to the high mode split, there are opportunities to orient parking infrastructure close to alternative modes of transportation to support mode shift strategies like park and ride.
	Urban Design	New development should be bike- and pedestrian-friendly and walkable, with connected pedestrian paths. Streetscapes should include street trees and other pedestrian amenities, and seek to complement and connect to streetscapes in the Downtown Core. Building design does not have to be as prescriptive nor as influenced by the historic building design and development patterns of the Downtown Core; however, it should still be compatible with surrounding neighborhoods.



SURROUNDING NEIGHBORHOODS

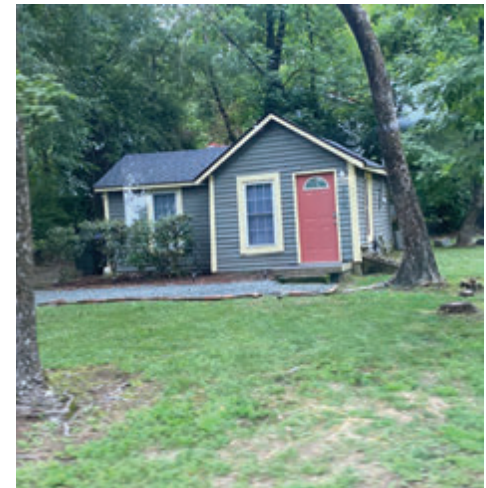
EXISTING CONDITIONS

This character area includes the existing neighborhoods directly adjacent to the central commercial area in the Downtown Core. This area is predominantly residential and includes single-family homes, duplexes, townhomes, apartments and other multi-family units. Some homes date to the early twentieth century mill period. Building heights largely range from one to two stories. These areas generally do not include nonresidential uses; however, home occupations may exist.

Notable buildings include mill homes along Shelton and N. Greensboro, and the White Oak and Cedar Court townhomes. This character area includes access points to Carrboro Elementary, and access to the PTA and Frances Shetley Bikepaths.

The streets within this area are intended for low-speed, local traffic and have narrower rights-of-way (ROWs). The Surrounding Neighborhoods character area includes the transition areas of West Main, Hillsborough and Greensboro Streets as they move from residential land use patterns toward gateways into the Downtown Core and Core Extension character areas.

Pedestrian and bike facilities vary from street to street; the existing network provides safe routes to Carrboro Elementary School and connections to the Frances Shetley Bikepath. The character area provides access to the Downtown Core and other areas by foot, bike or vehicle.



FUTURE VISION FOR THE SURROUNDING NEIGHBORHOODS

Many residents like the character of the quirky downtown neighborhoods that are walkable and support locally owned businesses. It is important to maintain this character while encouraging new infill development over time. New residential development should reflect the dense neighborhood pattern and complement the size and scale of existing homes. Bikeability and proximity to downtown are features of the area that make it an attractive place to live. Community priorities in this area focus on improving bike and pedestrian infrastructure and preserving and planting street trees.

	Intended Uses	Mix of housing options, medium density residential (smaller setbacks, small lots with efficient footprints, 5-10 units per acre) and home occupations. Neighborhood-scale commercial businesses may be appropriate.
	Building Types	Accessory dwelling units, single-family homes, duplexes, quadplexes, cottage homes, townhomes and other cluster development types. Special attention should be paid to the adjacent properties to support compatibility with the existing homes and neighborhoods.
	Building Scale and Placement	One- to two-and-a-half stories. New and infill residential structures should match the setback of the surrounding properties.
	Parking	As of 2023, the Town instituted residential parking maximums, recognizing the proximity of many residences to downtown. Parking needs for infill properties should take into consideration accessibility needs of residents seeking to age in place, ROW constraints limiting on-street parking and affecting emergency service delivery, and potential conflicts with cyclists.
	Urban Design	Neighborhoods should be designed to be pedestrian- and bike-friendly with connected streets, pedestrian paths and the incorporation of green spaces where possible. New and infill development should be consistent with the design of surrounding properties. Streetscapes should continue to include street trees and sidewalks where ROW widths are wide enough to allow.



LLOYD-BROAD NEIGHBORHOOD

EXISTING CONDITIONS

The Lloyd-Broad Neighborhood encompasses the historically Black and African American neighborhood along Lloyd Street, Broad Street and Starlite Drive. This area is predominantly residential, with some long-time businesses, the Piedmont Community Health Center and Henry W. Baldwin Park.

The Lloyd-Broad Neighborhood is also part of the Northside Neighborhood Initiative and the Good Neighbor Initiative. These interlocal efforts of Black and African American community members, who are long-time residents, and the Marian Cheek Jackson Center seek to land bank and prioritize access to housing for Black residents in Carrboro-Chapel Hill. This is further reinforced by the Town's Lloyd-Broad overlay district designed to retain the existing neighborhood scale.

The Lloyd-Broad Neighborhood is in close proximity to the Downtown Core, and next to businesses on Main and Lloyd Streets. The area is bounded by the Town limits to the east and the railroad to the north and west, limiting access to only two roadways—Lloyd Street and Starlite Drive. The streets within this area are intended for low-speed, local traffic with a narrower ROW. Sidewalks along Lloyd, Broad and Cobb Streets provide access to nearby businesses and services. The Town is currently exploring pedestrian connections from the eastern edge of the neighborhood into Chapel Hill.



FUTURE VISION FOR THE LLOYD-BROAD NEIGHBORHOOD AREA

Protecting and preserving this historic neighborhood is a key goal of the residents and the Northside Neighborhood Initiative. Growth in this area should foremost maintain its existing character and support the provision of affordable housing opportunities and land banking work of community groups. As the downtown area continues to grow and develop, impacts and unintended consequences to this area should be carefully considered. These include how circulation pattern changes could exacerbate congestion at the entrance/exit of the neighborhood, how the scale of new development impacts the affordability and quality of life of the area, the ability of long-time residents to age in place, and other considerations.

The Town reports on the impacts of the Lloyd-Broad Overlay District every 18 months. These updates should incorporate any measured and observed impacts from changes in the Downtown Core, and continued consideration should be given to the existing protections for the Lloyd-Broad Neighborhood and its long-time residents to evaluate if it is meeting the equity needs expressed by neighbors. Efforts should be made to increase connectivity to the Downtown Core and surrounding areas through pedestrian paths and connections to the greenway trails.

	Intended Uses	Medium-density residential (smaller setbacks, small lots with efficient footprints) and limited neighborhood-scale businesses.
	Building Types	Single-family homes, duplexes, quadplexes, cottage homes. Structures built or transferred in partnership with local affordable housing organizations.
	Building Scale and Placement	One to two stories. New and infill residential structures should match the setback of the surrounding properties.
	Parking	As of 2023, the Town instituted residential parking maximums. Due to access to the neighborhood along Lloyd and Starlite, on-street parking may exacerbate concerns voiced by neighbors about congestion and circulation. Consideration of how off-street parking impacts pedestrian and cyclist safety must also be considered.
	Urban Design	Neighborhoods should be designed to be pedestrian-friendly and walkable, with connected streets, pedestrian paths and green spaces where possible. New and infill development should match the design of surrounding properties. Narrow ROWs present additional constraints in installing street trees and sidewalks. Existing and new public spaces should incorporate design elements to celebrate the neighborhood's history.



REPRESENTATIVE RENDERINGS

The Carrboro community has expressed a desire for an engaging, inclusive and multi-modal future for the downtown area. There is a desire for outdoor spaces where community members can gather, affordable housing and business spaces, vibrant art and entertainment options, more plants and trees, and a mix of uses to provide the community with safe and convenient access to their daily needs.

Development should include a variety of business types to serve locals and visitors alike while blending with the building character in downtown. Sustainable design practices should be encouraged for buildings, landscaped areas and infrastructure to help the Town achieve its climate action goals.

Downtown Carrboro is a desirable place to live, work, visit and do business. While this is an excellent statement about the quality of the area, it can also drive up costs for land, housing and commercial buildings. It is important that the Town take steps to minimize gentrification impacts and support racial equity and cultural inclusivity in the day-to-day experiences of people in the downtown area (see the **Volume 2, Strategies & Considerations, Property Development** section for more information).

The following pages describe development considerations, at a high level, for downtown projects and a series of five representative renderings. These renderings are not intended to convey an exact proposed development on a

specific site. Rather, they illustrate example site layouts, building and landscape designs, and the intersection of the public, quasi-public and private realm. These renderings are intended to serve as examples for the Town and private developers to reference during design and development discussions. Each rendering is intended to illustrate a different development focus and context, including:

- Mixed-use development with a recreation focus
- Mixed-use development along a greenway

- Context-sensitive development in the downtown core
- Mixed-use development with quasi-public space
- Downtown green space

While there are similar elements found in some renderings, such as affordable housing and commercial spaces, the narrative brings attention to distinctive elements from each rendering that could also be considered on other properties.



DEVELOPMENT CONSIDERATIONS IN DOWNTOWN

IMPACT OF LOT SIZE

Small lot sizes (less than 1.5 acres) are viable for small-scale residential infill, but most commercial or mixed-use developments will require larger lots than are found in many areas throughout downtown in order to be financially viable. There are a few larger lots (1.5+ acres) within the study area that could potentially support a larger-scale project if they are developed or redeveloped at some point. Otherwise, many commercial, multi-family or mixed-use developments will likely require consolidation of multiple parcels. While a minimum of 1.5 acres is ideal for an affordable housing development due to the residential density needed for financial feasibility, opportunities for mixing in scattered affordable housing throughout the study area should be pursued.

CONTEXT MATTERS

The aesthetic and scale of development in the study area varies from unique, small single-story structures, to a more urban five-story hotel, to large-scale apartment complexes with a more suburban character. As infill and redevelopment occur throughout the area, it will be important to consider and respect the context of surrounding development including land uses, building scale and character, and building placement on the property as it relates to adjacent properties and the ROWs. Context-sensitive development considers adjacent existing buildings to create a more harmonious feel and should be encouraged to help preserve the existing character of Carrboro that the community loves.

QUASI-PUBLIC SPACE

The community has voiced a strong desire for additional outdoor public gathering space in downtown. Due to minimal Town-owned land and relatively narrow ROWs, it will be important for quasi-public space to be encouraged and provided as part of private development projects. Quasi-public space refers to privately owned areas that are accessible to the public. These spaces can be designed to encourage social interaction, provide aesthetic value to the project and enhance the urban environment, and often include plazas, courtyards and certain types of parks or gardens within private developments. They serve as transition zones between fully public spaces (like streets and sidewalks) and private spaces (like homes and businesses).

SUSTAINABLE PRACTICES

Sustainable building and design practices should be encouraged in the downtown area. This includes solutions such as solar panels, rain gardens, pervious pavement, green roofs, water reuse, building and material reuse, promoting bicycles and electric vehicles to reduce emissions, and geothermal heating. Many of these features are appropriate at both the residential and commercial scale. Through an incentive program and aiding in grant access, the Town can help support these elements and encourage the private market to embrace their use. As these strategies are not one-size fits all, careful consideration and evaluation will be needed to evaluate the long-term benefits of implementation.

LAND AVAILABLE FOR DEVELOPMENT

The vast majority of parcels within the study area are already developed. This means that while a limited number of infill projects may be possible, most changes will need to be accomplished through redevelopment. If properties redevelop, strategies should be taken to minimize residential and business gentrification and help residents and business owners remain in the downtown area, if that is their desire.

EQUITY

The importance of retaining the existing welcoming and diverse atmosphere should be conveyed to entities looking to develop and redevelop property in the downtown area. This atmosphere is created, in part, through opportunities for residents to meet daily needs through the variety and type of businesses and supportive attitude from business owners and residents alike. These efforts can also be supported by creating a wide variety of spaces for residential and commercial uses, including spaces that are for sale and for rent and those that are less than 1,000 square feet. Supporting small businesses and businesses that provide residents the ability to meet daily needs in an affordable manner is critical to maintain and expand the livability of the downtown area.

See the **Volume 2, Strategies & Considerations** chapter for further information about development considerations in the study area.

MIXED-USE DEVELOPMENT WITH RECREATION FOCUS

This rendering depicts a dense mixed-use development with retail and commercial spaces and a community recreation center on the first level. Upper levels feature residential units of various sizes to accommodate different price points. The example development strives to blend a dense, urban development into a more suburban context by incorporating expanded green space along the street frontage and pedestrian connectivity to the surrounding area. While this image illustrates approximately 7.5 acres of land with ample space for a large-scale development, it showcases elements that can also be adapted for smaller sites, such as:

- Sustainable building practices like solar panels and green roofs.
- Parking garages with multi-purpose (e.g., movie projection) or artistic exterior walls.
- Multi-functional outdoor spaces (e.g., a splash plaza that doubles as an event space).
- Dense building design to preserve space for outdoor gathering and landscape areas.
- Enhanced landscaping and paved areas between buildings and streets to create extended pedestrian spaces beyond the ROW.
- Convenient transit and bicycle access integrated into the development design.
- Non-vehicular connectivity between quasi-public spaces and nearby residential areas.
- Activated ground floor frontages (e.g., outdoor cafe seating) to create a welcoming pedestrian realm.





A	Retail/commercial spaces with outdoor seating
B	Recreation center with outdoor seating
C	Residential units of varying sizes and price points
D	Shaded and accessible resident amenities
E	Parking garage with multi-purpose wall space for outdoor movies
F	Parking garage screen wall for improved aesthetics
G	Shaded, multi-purpose splash plaza and gathering areas
H	Shaded, accessible playground
I	Flexible open space
J	Bus stop and enhanced streetscape
K	Stream buffer with native plantings
L	Enhanced landscape and pedestrian areas
M	Solar panels
N	Green roof
O	Pedestrian connection to central courtyard from adjacent residential area
P	Separated vehicular access and parking

Figure 2. Representative Rendering of Mixed-Use Development with Recreation Focus

MIXED-USE DEVELOPMENT ALONG A GREENWAY

This rendering envisions a 3- to 4-acre mixed-use development next to a greenway, featuring a large central gathering space between the buildings. The ground floors include commercial, retail and office spaces with active outdoor areas like dining and seating. Upper floors offer residential units of various sizes and prices. A parking garage at the rear is wrapped by these uses, minimizing its visual impact. Equal prominence is given to access from adjacent roadways and the trail, ensuring safe and inviting routes for all travel modes. The community indicated support for taller development in suitable locations within the study area, so this site includes buildings up to six stories.

Elements from this rendering that could be incorporated elsewhere include:

- Parking primarily located on the site's exterior to preserve a non-vehicular core.
- Design elements like awnings, repeating ground floor windows, varied building materials, murals and nearby seating add a human scale to tall buildings.
- Prominent wayfinding signage and art by local artists.
- Diverse native plantings for aesthetics, habitat, interest and to reduce the heat island effect.
- Blend of colorful, modern building materials with the historic brick aesthetic of the downtown area.
- Retail and commercial fronting a greenway to provide convenient non-vehicular access to everyday destinations.





A	Retail/commercial space fronting a greenway
B	Office space fronting a central courtyard
C	Residential units of varying sizes and price points
D	Wrapped parking garage
E	Greenway/multi-use path
F	Pedestrian/bicycle access to development
G	Wayfinding signage
H	Enhanced native plantings
I	Seat walls around decorative plantings
J	Central courtyard with flexible gathering space between the buildings
K	Opportunity for local art
L	Unique colors and building design elements

Figure 3. Representative Rendering of Mixed-Use Development Along a Greenway

CONTEXT-SENSITIVE DEVELOPMENT IN THE DOWNTOWN CORE

This rendering illustrates a 2- to 3-acre context-sensitive mixed-use development. The road on the left is a major thoroughfare, while the road at the bottom leads to a residential area. Buildings near the thoroughfare are taller and step back above the second story, gradually decreasing in height toward the residential area. Outdoor dining and seating areas enhance the ground floor commercial spaces. A pedestrian corridor between the buildings provides access to rear parking.

Features from this example that could be used in other areas include:

- Urban building character with traditional materials (e.g., brick, fiber cement siding).
- Building heights that step down to transition between larger and smaller structures and maintain the look and feel of the streetscape in relation to the building height for pedestrians.
- Buildings close to the sidewalk with extensive windows to create a consistent, engaging frontage and urban feel.
- Shaded outdoor seating to encourage community interaction and patronage of local businesses.
- Street trees along wide sidewalks to provide shade and encourage slower vehicle speeds by narrowing the visual perception of the road.
- Rear parking to maintain a pedestrian-focused frontage.

A	Retail/commercial spaces with outdoor seating under colonnade
B	Second-story office/commercial space with outdoor seating
C	Residential units of varying sizes and price points on upper stories
D	Townhomes that blend into surrounding residential homes
E	Pedestrian access to parking at rear of buildings
F	Wide sidewalk with street trees



See inset A



Eye-level vantage point showing the pedestrian experience adjacent to the building

Inset A

Figure 4. Representative Rendering of Context-Sensitive Development in the Downtown Core

MIXED-USE DEVELOPMENT WITH QUASI-PUBLIC SPACE

This rendering showcases an approximately 2-acre mixed-use development featuring commercial, office and residential spaces, with a prominent quasi-public area at the corner. Ground floor commercial spaces include outdoor seating and shade trees between the building and the ROW to expand the pedestrian space. Second floor office spaces open onto a rooftop seating area and upper floor residential units have individual balconies. The buildings blend colorful, modern materials with the brick aesthetic found in various places in Carrboro. The large outdoor gathering area includes a variety of spaces, preserved large shade trees, and a mixture of pervious pavement types and native plantings to create diverse outdoor experiences.

Elements from this rendering that could be applied in other contexts include:

- Building materials that are inspired by local architectural character.
- Site layout that preserves and celebrates large shade trees.
- Native trees planted just outside the ROW in areas where ROW constraints limit street trees (e.g., narrow ROW, overhead utilities).
- Varied outdoor seating for different size groups.
- Pervious paving for stormwater infiltration.
- Flexible outdoor spaces for events or casual use.
- Prominent placement of outdoor gathering space.





A	Retail/commercial space of varying sizes and price points
B	Office space with balcony seating
C	Residential units of varying sizes and price points
D	Shaded seating and pedestrian space extending streetscape into private realm
E	Enhanced native plantings
F	Flexible gathering area/plaza with pervious pavers
G	Shaded seating with pervious decomposed granite
H	Preserved large shade trees
I	Mural by local artist

Figure 5. Representative Rendering of Mixed-Use Development with Quasi-Public Space

DOWNTOWN GREEN SPACE

Downtown green spaces offer many benefits, such as improved air quality, reduced urban heat, reduced impervious surface coverage and enhanced biodiversity. They also promote mental and physical health and can boost traffic to local businesses. This rendering shows a 0.4-acre public park with a multi-purpose pavilion, walking paths, a splash pad, picnic areas shaded by trees, interactive art, ornamental native plantings and play features integrated into the landscape. Depending on the park's size and location, restrooms may be needed (not shown here). The site's context, including surrounding uses, topography and natural drainage patterns, can influence the choice of ground materials like grass, artificial turf, mulch, garden beds, pavers, play surfacing and/or pervious pavement.

Elements from this rendering that could be incorporated elsewhere include:

- Diverse shaded areas from structures or tree groves.
- A multi-purpose pavilion for Town events, party rentals and informal daily use.
- Accessible play features of various sizes and styles to encourage imaginative play (e.g., play mounds with tunnels).
- Ornamental native plantings with educational signage about their benefits.
- Accessible seating areas for people of all abilities.
- A rain garden to support stormwater management.
- Engaging public art, such as interactive or kinetic installations, to attract visitors.



A	Multi-purpose pavilion
B	Accessible seating/gathering areas
C	Flexible event space
D	Splash pad/plaza
E	Ornamental native plantings with educational signage
F	Preserved large shade trees
G	Rain garden between the street and sidewalk
H	Bicycle parking
I	Engaging public art (e.g., musical, moving)
J	Interactive play area
K	Wide sidewalks for enhanced pedestrian connectivity
L	Pedestrian connectivity to nearby residential areas



Figure 6. Representative Rendering of Downtown Green Space

STREETSCAPE TYPOLOGIES

The streets in Carrboro's downtown area mainly fall into three typologies:

Core Primary Streets	Primary Streets in the Core are places where people experience social life in Carrboro. Pedestrians, bikes, and vehicles share limited space.
Non-Core Primary Streets	Primary Streets outside the Core carry people and vehicles into and out of the Downtown Core Area. They tend to be wider than those in the Core and have more room for separated lanes for different travel modes.
Secondary Streets	Secondary Streets provide vital connections between neighborhoods and the Downtown Area. Many have sidewalks on only one side, and bikes must safely share road space with slow vehicle traffic.

The typology of each street is determined by the street's location and function in the community, as well as the characteristics of the street (such as speed and width) and the characteristics of the buildings on the street (such as design and distance from the street.) The Streetscape Typologies Map on the following page shows the locations of these typologies on Carrboro streets. The following pages describe each typology and provide recommendations for street cross-sections, facilities for all applicable modes of transportation, and street-side building regulations.

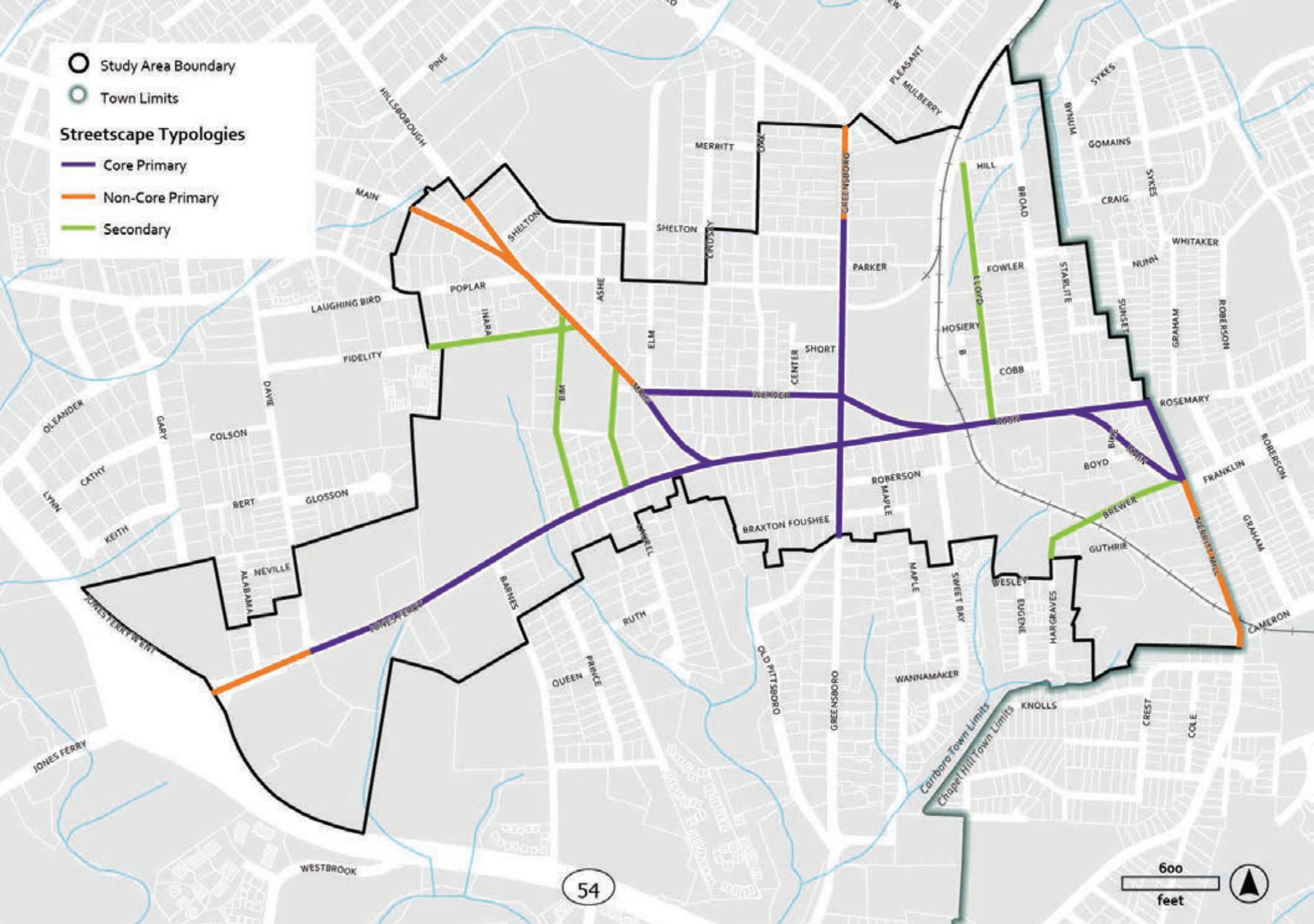
The remaining streets, which are mainly local neighborhood streets, are diverse and have a variety of characteristics, and will be discussed in a separate section with more generalized recommendations. In addition, Roberson Street has unique recommendations and will be discussed in its own section.

Streetscape recommendations are shaped by how much space is available in the ROW, the amount of space that is dedicated for public street use. ROWs have multiple functions – they carry vehicles; have sidewalks and bike lanes for pedestrians; provide access to homes, businesses, and transit; and provide stormwater drainage. All of these functions must be considered when designing streetscapes. The recommendations in this section provide a long-term vision for Carrboro's streets. As Carrboro's Primary Streets (other than Weaver

Street) are owned and maintained by NCDOT, the Town will continue to partner with NCDOT to add bicycle and pedestrian amenities to those streets. Where the Town has identified amenities needed on Town-owned roads, they will be implemented during resurfacing projects. Due to wide-ranging street conditions, recommendations are not always possible at every location. Individual street segments will be studied in more detail as opportunities arise to ensure all people and modes of transportation are served with high-quality infrastructure.

Some of the recommendations for streetscape improvements can be implemented quickly and at lower cost using temporary means such as paint and removable barriers. This allows an opportunity to test the impacts of projects and make improvements before committing to more costly permanent changes. Opportunities for pilot projects have been identified throughout this section.

These recommendations build upon the work that the Town has done and is currently working on to improve Carrboro's streetscapes. These efforts include, but are not limited to, recent planning efforts such as the Carrboro Bike Plan (2020 Update) and capital improvement projects including re-striping on East Main Street, re-striping lanes on Jones Ferry Road and North Greensboro Street to include bike lanes, and sidewalks on South Greensboro Street.



Map 3. Streetscape Typologies

CORE PRIMARY

Primary streets in the downtown area's core are at the heart of activity. These streets are places where people experience social life in Carrboro. They should feel safe and welcoming for pedestrians. People are prioritized, whether they are on foot, wheel, or bike. Vehicles can travel along these streets to access downtown parking and businesses, but they must move slowly and carefully. Design elements should be incorporated that slow traffic, such as narrow lane widths, bulb-outs, bollards, or alternative road surfaces (e.g. bricks or pavers). Buildings are oriented toward the sidewalk, with frontages that create opportunities for interaction and engagement with people walking past. The table below includes a variety of elements that could be incorporated for Primary streets in the downtown area's core. Items in **bold** are opportunities for pilot projects (i.e., short-term improvements for long-term change).



East Main Street

Vehicle Lanes	10-foot maximum travel lane width to encourage safe vehicular speeds. Left-turn pockets where new development causes increased need to avoid undue congestion.
Intersections	Traffic signals should be calibrated to minimize pedestrian delays, and evaluated periodically to adjust for changes in vehicle and pedestrian movement patterns. Pedestrian signals should always be on – no “beg button” – and use a 5-second leading pedestrian interval. Consider the conversion of some signals to all-way stops. Compared to signals, all-way stops maximize pedestrian priority at intersections, encourage eye contact between road users, reduce idling at times of low traffic, and reduce energy usage in line with Carrboro's commitment to climate action. They also remove the need for left turn lanes, which creates an opportunity to repurpose road space.
Bicycle Infrastructure	- Protected bike lanes where there is sufficient space. The interaction of bikes and vehicles at curb-cuts needs to be considered. - Where there is not space for protected bike lanes, other options include dedicated bike lanes (i.e., striping only) or sharrows where traffic is slow enough for bikes to share the lane with cars.
Pedestrian Infrastructure	- Sidewalks on both sides as wide as space allows. The Land Use Ordinance requires 10-foot sidewalks in the Downtown Core. - Continue to use the decorative brick treatment that already exists on some sidewalks downtown. - Minimize driveways across sidewalks as much as possible. - Pedestrian-scale street lighting. - Benches that incorporate art. Mid-block art crosswalks designed by local artists collaborating with transportation officials.
Transit Infrastructure	Shelters should be provided where space allows.
Buildings ¹	- Buildings set back zero to 10 feet from edge of sidewalk. Space between the building and sidewalk could include plantings, space for tables, signage, art, benches, and other elements that encourage interaction. - Constructed awnings (wood or metal) for shade and rain protection (example: Orange County Social Club awning). - Encourage string lighting for patios, and other off-street spaces. Lighting should be dark-sky compliant to reduce impact on wildlife.
Plants and Landscaping	- Street trees where space allows. - Pervious strips to build on existing curbline and narrow road width, or to create bulb-outs at crosswalks.

¹ West Weaver Street is a Core Primary street for street design purposes, but its building context is more like a Secondary street.



Art crosswalk on West Weaver Street



Wooden awnings and brick sidewalk treatment on East Main Street



Seating provides an opportunity to add art to the streetscape



Pervious strips capture and slow runoff



String lighting



Pedestrian-scale streetlights 10-14 feet tall, add charm and a welcoming glow after dark

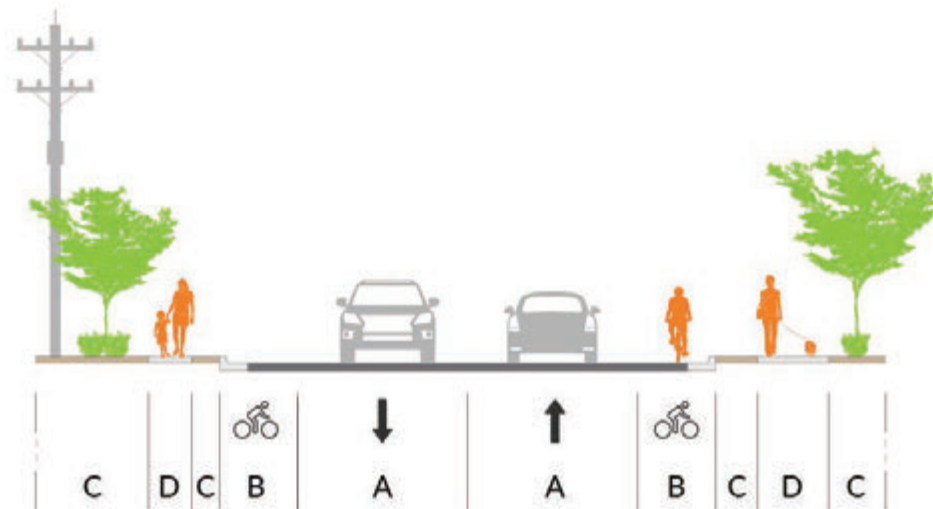
EXAMPLE: NORTH GREENSBORO STREET

EXISTING CROSS-SECTION

The existing cross-section on North Greensboro Street between Poplar Avenue and Shelton Street has the following characteristics:

- 11-12 foot vehicle lanes.
- Painted bike lane on the southbound side and part of the northbound side.
- Narrow sidewalks.
- Some trees between sidewalk and buildings.

	Element	Size	Material
A	Drive Lane	12 ft.	Asphalt
B	Bike Lane	5.5 ft.	Asphalt
C	Planting Strip	2-8 ft.	Native Vegetation
D	Sidewalk	3-5 ft.	Concrete



North Greensboro Street Existing Cross-section



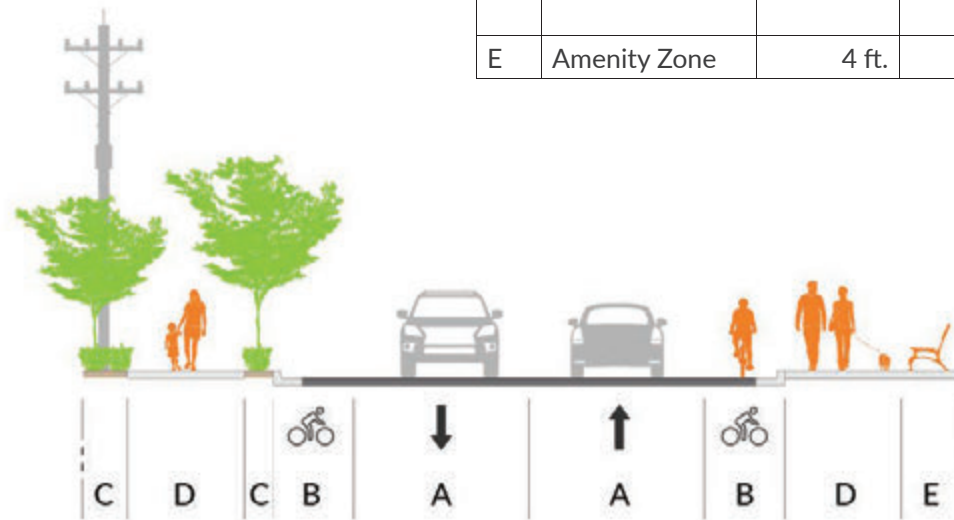
North Greensboro Street south of Parker Street

POTENTIAL CROSS-SECTION

The Town uses a multi-prong approach to reducing vehicular speeds in the downtown area which includes partnering with NCDOT on state resurfacing projects, such as North Greensboro Street, to narrow travel lanes to slow vehicles and to add, when possible, improved infrastructure for cyclists/ pedestrians. In addition to bike lanes, wider sidewalks should be incorporated to allow space for street trees and other pedestrian amenities. A potential cross-section for North Greensboro Street as a Core Primary streetscape includes the following enhancements:

- Wider sidewalks on both sides where space allows.
- Additional shade trees in tree wells on sidewalk.
- Benches.
- Redevelopment of surface parking lots.

	Element	Size	Material
A	Drive Lane	10-12 ft.	Asphalt
B	Bike Lane	5.5 ft.	Asphalt
C	Planting Strip	2-5 ft.	Native Vegetation
D	Sidewalk	8 ft.	Concrete with Brick Accents
E	Amenity Zone	4 ft.	Concrete



North Greensboro Street Potential Cross-section

EXAMPLE: JONES FERRY ROAD (EAST OF DAVIE ROAD)

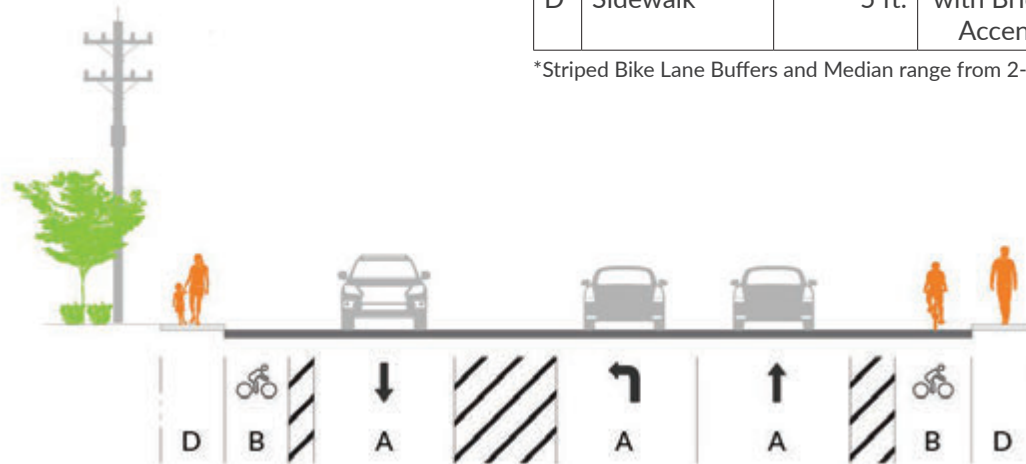
EXISTING CROSS-SECTION

The Town of Carrboro completed a resurfacing and re-striping project on Jones Ferry Road, in partnership with NCDOT. The lanes were narrowed from 12 feet to 11, and a buffered bike lane with flexposts was added on the westbound side. (There was already one on the eastbound side.) The existing cross-section on Jones Ferry Road east of Davie Road has the following characteristics:

- 11- and 12-foot vehicle lanes, a left turn lane, and a striped median.
- Buffered bike lanes on both sides with flexposts in some locations.
- Narrow sidewalk on one side.

Element		Size	Material
A	Drive Lane/ Turn Lane	11-12 ft.	Asphalt
B	Bike Lane	5-6 ft.	Asphalt
C	Planting Strip	0 ft.	Native Vegetation
D	Sidewalk	5 ft.	Concrete with Brick Accents

*Striped Bike Lane Buffers and Median range from 2-8 ft.



Jones Ferry Road (East of Davie Road) Existing Cross-section



Jones Ferry Road near Davie Road

POTENTIAL CROSS-SECTION

Because Jones Ferry Road was recently re-striped to add new bicycle infrastructure, the main focus for this location is on improving the pedestrian experience. There is very little additional ROW along Jones Ferry Road. Therefore, as development occurs, the Town may wish to seek additional ROW to support wide sidewalks and trees along both sides.

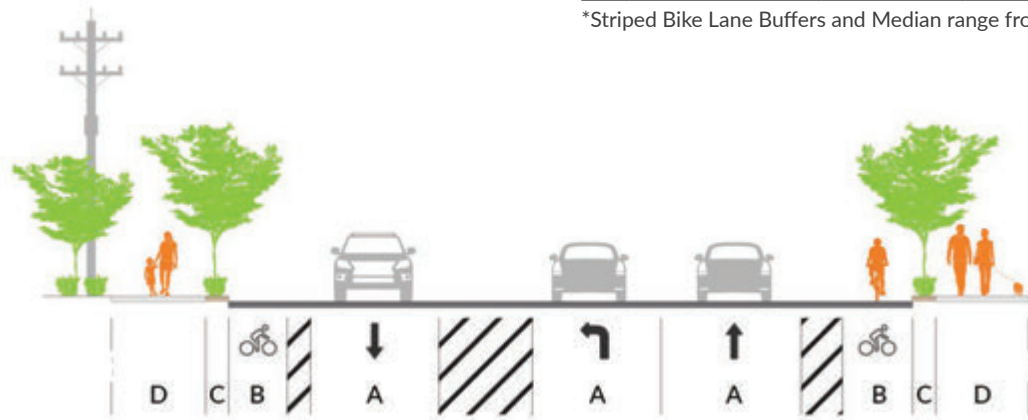
The potential cross-section for Jones Ferry Road as a Core Primary streetscape could include the following enhancements:

- Bike lanes on both sides with buffers and physical protection from vehicle traffic.
- 10-foot sidewalks where space allows.
- Shade trees in tree wells along street side of sidewalk.
- New pedestrian-friendly development that is oriented to the sidewalk.

Jones Ferry Road serves several bus lines, including the J route, which is a popular connection between Carrboro and Chapel Hill / UNC, and the GoTriangle 405 commuter route to Durham. There is potential for this wide section of Jones Ferry Road to include additional bus infrastructure, such as a bus priority lane in one or both directions. Additional study would be required to determine the benefits and requirements of these improvements.

Element		Size	Material
A	Drive Lane / Turn Lane	11-12 ft.	Asphalt
B	Bike Lane	5-6 ft.	Asphalt
C	Planting Strip/ Street Trees	2 ft.	Native Vegetation
D	Sidewalk	8 ft.	Concrete with Brick Accents

*Striped Bike Lane Buffers and Median range from 2-8 ft.



Jones Ferry Road (East of Davie Road) Potential Cross-section



Chapel Hill Transit Bus

Non-Core Primary

Primary streets outside the downtown core carry people and vehicles into and out of downtown. They are likely locations for shared or public parking facilities serving downtown businesses. These streets tend to be wider than those in the core and have more room for separated lanes for different travel modes. They have some commercial activity, but at a lower density than in the Core. Even so, these streets should be safe and comfortable for pedestrians and people on bikes and provide an interesting and pleasant walk to and from the Core. As on Core Primary streets, design elements should be included to encourage vehicles to travel at a safe speed. The table below includes a variety of elements that could be incorporated for primary streets outside of the Downtown Core Area. Items in **bold** are opportunities for pilot projects (e.g., short-term improvements for long-term change).



Jones Ferry Road

Vehicle Lanes	• 10-foot maximum travel lane width to encourage safe speeds. • Re-evaluate the need for full-length center turn lanes, and consider maintaining left turn pockets only where needed to avoid undue congestion. • Consider opportunities to repurpose road space to add on-street parking, as a strategy to slow traffic and reduce the need for surface parking lots. Parking should be located on the outside of the bike lane to add protection for bikes. This is known as “parking protected bike lanes.”
Intersections	• Improve pedestrian crossings at side streets (e.g., reduce crossing distances, add striped crosswalks).
Bicycle Infrastructure	• Bike lanes separated from traffic with painted buffers. Physical barriers, such as flexposts, bollards, or planters, should be used to the extent feasible to provide more physical separation.¹ • Alternatively, shared-use paths on one or both sides (like those on Estes Drive in Chapel Hill).
Pedestrian Infrastructure	• Sidewalks on both sides (6 to 8 feet wide where there are on-street bike lanes, or wider when designed to be shared with bicycles). • Benches. • High-visibility crosswalks. • Pedestrian refuges in raised central medians. • For mid-block crossings, consider rectangular rapid flashing beacons (RRFB) where speed limits are higher than 25 mph on Jones Ferry Road or North Greensboro Street.
Transit Infrastructure	• Shelters. • Pull-outs where space allows, and where they can be designed to coordinate safely with bike lanes. • Potential for dedicated transit lanes in some locations.

¹ Provision of physical barriers depends on the width of the buffer and the frequency of driveways and bus pull-outs on the street segment.

Buildings ²	• Buildings set back 10 to 20 feet from edge of sidewalk. Space between the building and sidewalk could include shade trees, plantings, porches or patios, tables, art, and other elements that enhance the streetscape. • No off-street parking in front of buildings.
Plants and Landscaping	• Street trees in planter strips, tree wells, or encouraged on private property. • Planter strips (with native species) between sidewalk and curb where space allows, but not at the cost of sidewalk width.

2 Hillsborough Road is a Non-Core Primary street for street design purposes, but its building context is more like a Secondary street.



A protected cycle track with planters is another option for wide streets



High-visibility crosswalk



Bus shelter on North Greensboro Street



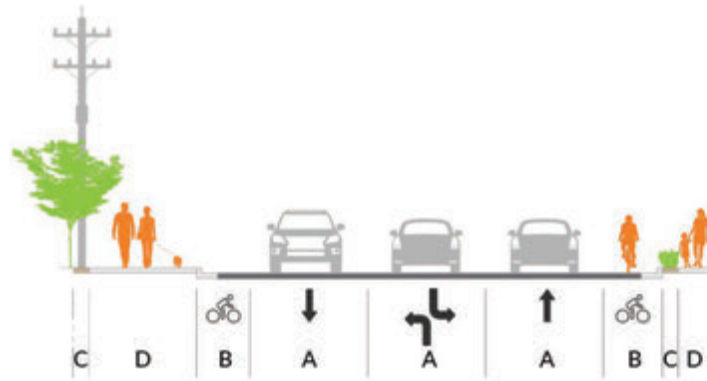
This parking-protected bike lane in Tampa, FL was installed as part of Tampa's QuickBuild program

EXAMPLE: WEST MAIN STREET (SOUTH OF POPLAR AVENUE)

EXISTING CROSS-SECTION

The existing cross-section on West Main Street south of Poplar Avenue has the following characteristics:

- 11-foot vehicle lanes and a center turn lane.
- Painted bike lanes on both sides.
- Narrow sidewalk on one side.



West Main Street (south of Poplar Avenue) Existing Cross-section

Element		Size	Material
A	Drive Lane/ Turn Lane	11 ft.	Asphalt
B	Bike Lane	5 ft.	Asphalt
C	Planting Strip/ Utilities	1.5 ft.	Native Vegetation
D	Sidewalk	3-10 ft.	Concrete

POTENTIAL CROSS-SECTION - OPTION 1

One potential cross-section for West Main Street as a Non-Core Primary streetscape includes the following enhancements:

- Removal of the center turn lane.
- Bike lanes on both sides with buffers and physical protection from vehicle traffic.
- Wider sidewalks to the extent possible on both sides where space allows.
- Additional shade trees where space allows.
- Pedestrian-friendly design for new development.



West Main Street (south of Poplar Avenue) Potential Cross-section - Option 1

Element		Size	Material
A	Drive Lane	10 ft.	Asphalt
B	Bike Lane	5 ft.	Asphalt
C	Planting Strip/ Utilities	1.5-3 ft.	Native Vegetation
D	Sidewalk	6 ft.	Concrete with Brick Accents
E	Parking	7 ft.	Asphalt

*Bike Lane Buffer is 2 ft.



West Main Street south of Poplar Avenue

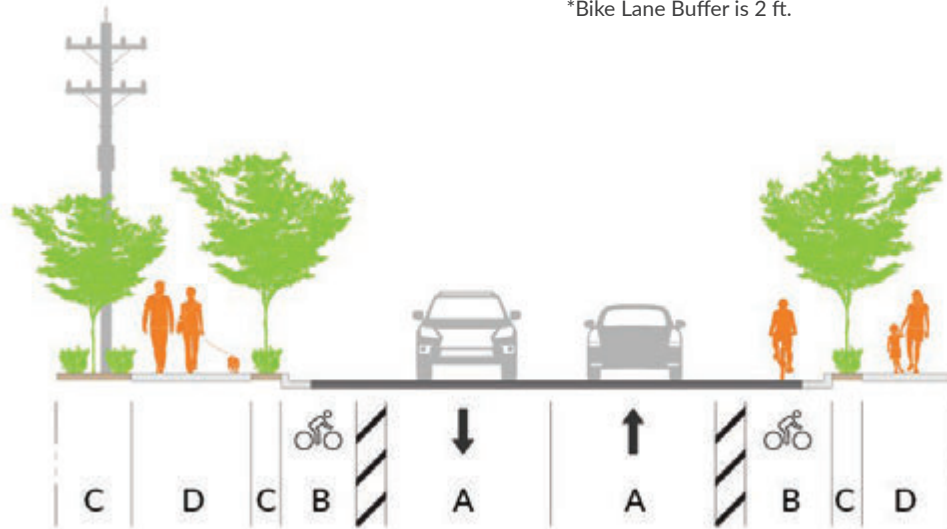
POTENTIAL CROSS-SECTION - OPTION 2

Instead of adding on-street parking, West Main Street could support a linear park along one side to create a fun and safe space for children on their way to and from Carrboro Elementary School. This can include a wide planted section along one side with butterfly gardens and educational signs. The Town could work with new development to create additional space along the eastbound side.

- Vehicle lanes narrowed to 10 feet to reduce speeds.
- Removal of the center turn lane.
- Bike lanes on both sides with buffers and physical protection from vehicle traffic.
- Wider sidewalks on both sides.
- Expansion of the sidewalk area on the eastbound side to allow additional space for planting trees and flowers.
- Trees in tree wells on the westbound side.
- Pedestrian-friendly design for new development.

	Element	Size	Material
A	Drive Lane	10 ft.	Asphalt
B	Bike Lane	5 ft.	Asphalt
C	Planting Strip/ Utilities	2-5 ft.	Native Vegetation
D	Sidewalk	6-8 ft.	Concrete with Brick Accents

*Bike Lane Buffer is 2 ft.



West Main Street (south of Poplar Avenue) Potential Cross-section - Option 2

SECONDARY

Secondary Streets are mainly residential streets with currently limited commercial activity, though commercial use could increase over time. These streets provide vital connections between neighborhoods and the various parts of the downtown area. Speed limits on secondary streets are 20 or 25 miles per hour, and they have a sidewalk on at least one side. Design elements should discourage speeding and ensure that bikes can safely share the lane with cars, as many of these streets do not have space for bike lanes. For example, the lack of centerline striping on most secondary streets should be maintained to help provide space for bikes and maintain lower vehicular speed.

Many Secondary Streets have very long block lengths and lack connectivity between them, where local streets do not connect all the way through. To improve accessibility, off-street bike and pedestrian connections can be made where opportunities exist to connect these streets through neighborhoods. This can result in a transportation network where the most direct route is by walking.



Wide crossing distance on Poplar Avenue where it intersects West Main Street

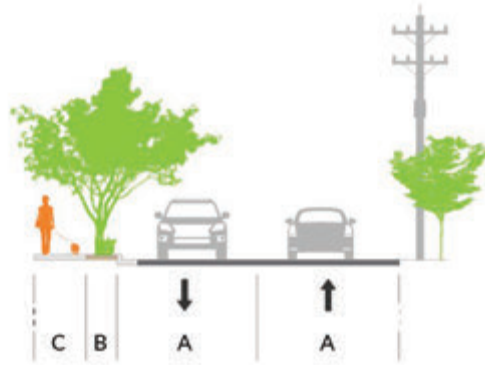
Vehicle Lanes	• 10-foot maximum travel lane width to encourage safe speeds. • No turn lanes except at intersections with primary streets, if needed to maintain access from neighborhoods. If not, remove turn lanes to reduce pedestrian crossing distances. No additional centerline striping, except where necessary for safety (e.g., on sharp curves).
Intersections	• Stop-controlled, except where there are existing signals. Evaluate signal timings to ensure vehicles exiting neighborhoods onto primary streets are given enough time. • Minimize crossing distances at intersections.
Bicycle Infrastructure	• Bike facilities are context-dependent. Sharrows on narrow streets, painted lanes on wider streets.
Pedestrian Infrastructure	• 6-foot wide sidewalks on at least one side, both sides where space allows. • High-visibility striped crosswalks. • Find opportunities to increase pedestrian connectivity between streets.
Transit Infrastructure	• Shelters where space allows. No bus pull-outs due to space constraints.
Buildings	• Buildings set back 10 to 30 feet from edge of sidewalk. Space between the building and sidewalk could include shade trees, plantings, porches or patios, tables, art, and other elements that enhance the streetscape. • No off-street parking in front of buildings. Parking at rear or to the side (for future redevelopment).
Plants and Landscaping	• Street trees where space allows in ROW or encouraged on private property.

EXAMPLE: BREWER LANE

EXISTING CROSS-SECTION

The existing cross-section on Brewer Lane east of East Main Street has the following characteristics:

- Approximately 13-foot vehicle lanes with sharrows.
- A sidewalk on only one side of street.
- Additional ROW available on one side.



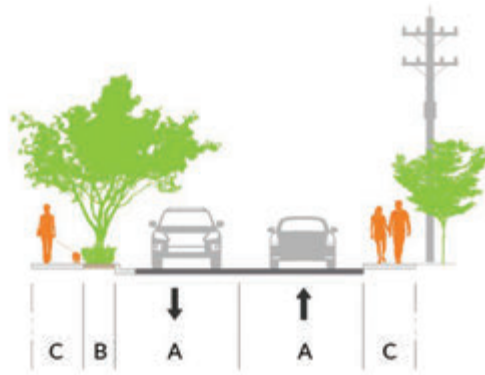
Brewer Lane Existing Cross-section

	Element	Size	Material
A	Drive Lane	13.5 ft. - 13.7 ft.	Asphalt
B	Planting Strip	3 ft.	Native Vegetation
C	Sidewalk	5 ft.	Concrete

POTENTIAL CROSS-SECTION

The Brewer Lane streetscape would be enhanced by having sidewalks on both sides. As development occurs, the Town may wish to seek additional ROW to support enhanced bicycle and pedestrian infrastructure. Vehicle lane widths are maintained as-is, to ensure larger vehicles (e.g., concrete trucks and tour buses) are able to access industrial uses in this part of the downtown area. Maintaining the existing widths is not ideal for non-motorized users; however, in this context it necessary for the street to continue functioning properly. A potential cross-section for Brewer Lane as a Secondary streetscape could have the following characteristics:

- Vehicle lanes maintained at current width.
- Street trees and sidewalk added to northbound side, in coordination with private landowners.



Brewer Lane Proposed Cross-section

	Element	Size	Material
A	Drive Lane	13.5 ft. - 13.7 ft.	Asphalt
B	Planting Strip	3 ft.	Native Vegetation
C	Sidewalk	5 ft.	Concrete with Brick Accents



West Main Street south of Poplar Avenue

OTHER STREETS

The remaining streets in the downtown area are local neighborhood streets and are widely varied throughout Carrboro. For instance, many neighborhood streets are very narrow and do not have sidewalks, such as Lindsay Street, and some have a sidewalk only on one side, such as Broad Street. Part of the character of these neighborhoods includes slow traffic with streets that are safe for walking, biking, and playing.

When streets are resurfaced, it is an opportunity to reimagine the space and add enhancements that reduce through traffic, improve safety for people to walk and play in the streets, and improve drainage. These enhancements may include:

- Sidewalk on one side, if residents want a sidewalk.
- Consider the application of traffic calming to discourage through traffic and encourage slow speeds while prioritizing people on foot and on bike on the full length of the street, such as:
 - » Chicanes
 - » Speed tables
 - » Mini traffic circles
- Street trees should be added wherever possible. There may be an opportunity to collaborate with residents by providing trees for planting at the street edges of front yards.
- Crosswalks can be added where they are needed, such as at intersections where there are sidewalks.



Lindsay Street



Broad Street

TRAFFIC CALMING DEVICES

CHICANES

Chicanes reduce vehicle speeds by requiring drivers to steer through a series of horizontal shifts in the roadway. Chicanes should be considered on wide, low-volume, local streets (maximum of two moving lanes) with demonstrated speeding issues. Avoid on transit routes, truck routes, and major bike routes.

SPEED TABLES

Speed tables are a mid-block traffic calming device that reduces traffic speed by raising the entire wheelbase of the vehicle and are longer than speed humps. Speed tables can be considered on collector streets or emergency routes and are usually used in conjunction with curb extensions.

MINI TRAFFIC CIRCLES

Mini traffic circles are used at minor intersections along roadways with lower speeds. They can be installed with simple markings or raised islands and are most ideal for uncontrolled intersections. Consideration should be made for the available lane width and vehicle turning radius requirements.

The downtown circulation study analyzed potential locations for the application of mini traffic circles within the downtown area. Future implementation includes a mini roundabout, also known as a mini traffic circle, on Inglewood Street.



A neighborhood traffic circle like this one in Durham, NC, calms traffic and adds unpaved space for planting and stormwater management



A speed table on High Street in Carrboro



A chicane with crosswalk in Hendersonville, NC

ROBERSON STREET

Roberson Street presents a unique opportunity for Carrboro. This street runs parallel to Main Street and provides access to parking behind Main Street's historic commercial buildings. It connects the new Drakeford Library Complex to the ArtsCenter and the Libba Cotten Bikeway. It will provide access to the new parking garage behind the Drakeford Complex. Roberson Street is envisioned as a “festival street,” a shared space where pedestrians and bicycles are prioritized, and vehicular traffic must travel slowly. This could have “sidewalks” that are at the same level as the street, to indicate the free movement of pedestrians throughout the corridor. The road surface should be something other than asphalt, such as bricks or pavers, serving as a visual cue to traffic that Roberson is not an ordinary street. Trees, flowers, and other vegetation could be added to create a linear park along Roberson Street, and art installations could be added to celebrate Carrboro's history and rich art scene to tie in with the ArtsCenter at the eastern end.



Wall Street in Asheville, NC is an example of a festival street

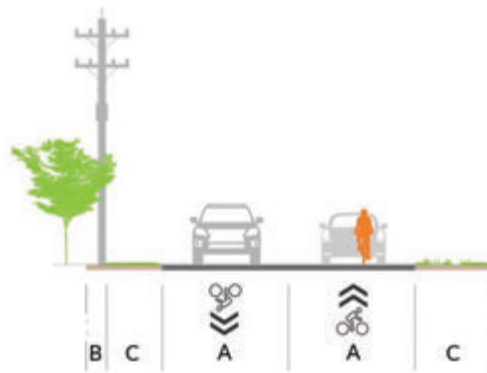


The ArtsCenter, Libba Cotten Bikeway, and art crosswalk on Roberson Street

EXISTING CROSS-SECTION

The existing cross-section on Roberson Street has the following characteristics:

- Roadway of varying widths (25 feet is a typical width), with additional space in the public ROW on both sides (total of 40 feet).
- Two-way traffic, no striping, and sharrows.
- No sidewalks.



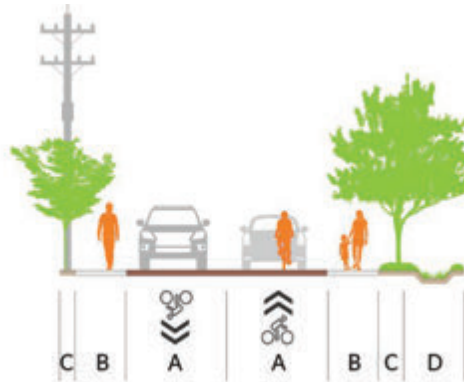
Roberson Street Existing Cross-section

	Element	Size	Material
A	Drive Lane / Sharrow	12.5 ft.	Asphalt
B	Utilities	2 ft.	Varies
C	Planting Strip	5.5-7.5 ft.	Native Vegetation

POTENTIAL CROSS-SECTION

A potential cross-section for Roberson Street as a festival street includes the following enhancements:

- Paving with a material other than asphalt, such as brick or stone.
- Curbless “sidewalks” delineated with paving, paint, bollards, or other elements.
- Elements that create interest along the eastbound side to create a linear park or art trail between the Drakeford Complex and the ArtsCenter.



Roberson Street Proposed Cross-section

	Element	Size	Material
A	Drive Lane/ Sharrow	10 ft.	Stamped Concrete, Brick or Stone
B	Sidewalk	5 ft.	Concrete with Brick Accents
C	Street Trees/ Utilities	1.5-2.5 ft.	Native Vegetation
D	Planting Strip/ Rain Garden	6 ft.	Native Vegetation



Roberson Street Existing



Implementation

DRAFT



DRAFT

INTRODUCTION

This chapter includes the implementation plan, followed by metrics that can be used to monitor the progress of Plan implementation over the next 20 years. As explained in **Volume 1, Introduction**, the Downtown Area Plan is intended to help advance the goals of the adopted Carrboro Connects Comprehensive Plan, as well as the Town's Race and Equity and Climate Action efforts, within this Plan's study area (see Map 1 on page 9 in Volume 1). Recommendations in this Plan are intended to focus on the study area, rather than town-wide efforts identified in Carrboro Connects. While some recommendations are similar to those in Carrboro Connects, they are listed here to allow for closer tracking of implementation in the downtown area. Additionally, while targeted to the downtown area, some recommendations may also offer benefits that extend to the broader community.

DOWNTOWN AREA PLAN GOALS

1

Build for climate resilience; protect and plant trees, install and incentivize green stormwater features, enhance and establish public green spaces.

2

Ensure a range of housing choices, including affordable and workforce housing, to support economic diversity and prevent displacement, allowing all current and future residents to thrive in Carrboro's downtown.

3

Improve pedestrian and bicycle infrastructure, reduce traffic congestion, and expand public transit options to ensure safe and equitable mobility for all residents.

4

Support small businesses, entrepreneurs and minority-owned enterprises by ensuring affordable commercial spaces, fostering a dynamic local economy, and encouraging inclusive economic opportunities.

5

Maintain the architectural integrity of historic buildings while encouraging sustainable and compatible development that aligns with Carrboro's unique identity.

CARRBORO CONNECTS PLAN GOAL CATEGORIES



Affordable Housing



Climate & Environment



Transportation & Mobility



Green Stormwater Infrastructure, Energy & Water



Economic Sustainability



Recreation, Parks & Culture



Land Use



Public Services & Communication

IMPLEMENTATION PLAN

The implementation plan is organized into three categories:

- Built environment
- Operational and programming
- Policy and regulatory

Recommendations are designed to help propel the downtown area toward the community's desired vision for the future. These items are not intended to be viewed as mutually exclusive and should be used together to create a combined strategy to achieve the desired outcomes in Carrboro.

The implementation plan for each category includes:

- A reference number to easily identify the implementation recommendation.
- A description of the recommendation with a page reference listing the most prominent area in the Plan that provided background information on the topic.
- The Carrboro Connects and Downtown Area Plan goal(s) it supports.
- The time frame in which the project is recommended to be initiated (with the understanding that some of these projects may take months and even years to be fully implemented).
- The entity or organization who would lead (as designated with an *) and support the effort.
- Impacts to the Town's Climate Action and Race and Equity goals - identified as negative, neutral, and positive.

- An overall anticipated magnitude of cost. Further refinement of project scopes and designs are needed to determine more specific cost estimates and align with funding sources. Several of the recommendations necessitate the coordination with private developers and land owners to achieve successful implementation.
- Funding source that identifies the most common way to cover costs associated with the implementation step. Funding sources are identified by abbreviations that are listed on the following pages, which are used in the implementation table (e.g., Municipal Service District is listed as MSD)

The implementation plan includes recommended initiatives and actions the Town should consider to achieve the goals of the Downtown Area Plan, while also furthering the goals in Carrboro Connects. As with all actions, careful consideration of impacts to Race and Equity and Climate Action should be assessed prior to implementation of each item to evaluate current conditions and maintain alignment with the Town's core values.

Although the Plan encompasses five distinct goals, each one holds significant value, even if the implementation steps are not distributed equally among them. By recognizing the unique importance of each goal, the Plan takes a comprehensive and balanced approach to progress, regardless of how resources and actions are allocated to each specific goal.

Implementation items are not listed in a prioritized order. Rather, they are listed in alphabetical order within each initiation time frame.





CONNECTION TO OTHER STRATEGIES AND CONSIDERATIONS

While the implementation plan includes numerous recommendations, additional strategies that can be carried out on their own or in conjunction with the recommendations in this chapter are found in **Vol. 2, Strategies & Considerations**. For example, recommendations BE-02, BE-04, BE-05, BE-06, BE-09 and OP-05 can incorporate multiple strategies found in the Intersections and Pedestrian Safety Strategies section on page 152.

There are many other actions that can be taken by the Town, non-profit organizations and the private sector to help further the goals and ideas of this Plan which may not be explicitly listed in this chapter. The Town should use the implementation steps identified in this chapter, identified strategies listed in the Plan, the examples provided throughout the Plan and the overall vision of the Downtown Area Plan when evaluating other ideas, concepts and opportunities that may arise to determine how to best steer those opportunities to achieve the community's goals.

In addition, the renderings contained in this Plan depict how a site can be developed or redeveloped to include elements that help achieve many different aspects of this Plan, such as affordable housing, affordable commercial spaces, green infrastructure, quasi-public spaces, activated streetscapes, non-motorized transportation, impervious coverage reduction, green energy, tree plantings, and many others. The renderings should be used to help inspire the private sector when development is being considered.

POTENTIAL FUNDING SOURCES

GENERAL FUNDS (GF)

The Town can set aside funds within its annual general fund as part of the normal operating budget. These can be used for a variety of projects on an annual basis.

CAPITAL FUNDS (CF)

Capital funding is used for larger, specific projects rather than day-to-day operations. The Town can include projects in the Capital Improvement Program (CIP) to plan for these projects and set aside sufficient funds for project completion.

LOW INTEREST LOANS/SUBORDINATION (LIL)

The Town may issue low interest loans for the purpose of encouraging investment within neighborhoods. Loans are typically granted to small businesses that may have a harder time qualifying for affordable financing.

BONDS (BO)

Bonds are debt securities issued by the Town to fund projects. In this case, funds could be used to fund capital projects, which could include affordable housing, transportation projects, park projects or other projects that provide public benefit. Money is lent to the bond issuer in exchange for a promise of regular interest payments and the return of the original investment.

MUNICIPAL SERVICE DISTRICT (MSD)

An MSD is a special district in which owners pay a supplemental assessment with their taxes. The MSD uses those funds for additional services such as marketing, landscaping, lighting, street cleaning and recreational improvements.

INCENTIVES FOR SMALL BUSINESS OWNERS (IN)

Small business owners promote the local economy by providing local goods and services and creating a sense of place. Incentives may include small business loans, technical assistance and/or expedited permitting.

COMMUNITY DEVELOPMENT BLOCK GRANTS (CDBG)

The Department of Housing and Urban Development (HUD) provides CDBG funds for a variety of projects to eligible communities. The program provides financing for economic development, housing rehabilitation, public facilities and other physical development projects. Funding for these projects can be through annual allocations from HUD, competitive grants or low-cost loans.

TRANSPORTATION GRANTS (TG)

Many grants and funding opportunities exist for transportation projects that may be from federal or state sources. The Town could continue to work with the Triangle West Transportation Planning Organization and NCDOT on aligning potential projects with appropriate funding sources.

TAX INCREMENT FINANCING DISTRICT (TIF)

A TIF is a special district where any increase in tax revenues caused by new development and higher property values is paid into a special fund to finance improvements. The purpose of a TIF is to finance new public improvements in the area in which the funds originated. Potential improvements include wider sidewalks, utilities, public landscaping, lighting, environmental remediation and historic facades, etc.

PUBLIC PRIVATE PARTNERSHIPS (P3)

A P3 is a joint agreement between the Town and a private entity to provide public benefit through the development of land, which could include affordable housing development, public parking deck construction, park development or many other actions that further Town goals. The Town may use development agreements to coordinate these types of projects.

PRIVATE DEVELOPMENT (PD)

Private development is the development of land under private ownership by a non-governmental entity. This development is typically driven by market demands and can be used to achieve a variety of goals, such as creating commercial spaces, building affordable housing and increasing the use of green infrastructure.

PARKS AND RECREATION TRUST FUND (PARTF)

PARTF grants are awarded by North Carolina to eligible local governments for development of park facilities, land acquisition for new parks and renovation of existing public parks.

NON-PROFIT AGENCY FUNDING (NAF)

Funding from nonprofit agencies can include grants, donations, corporate sponsors and revenue from services provided. These funds can be used for varying purposes to meet community needs.



IMPLEMENTATION PLAN

BUILT ENVIRONMENT RECOMMENDATIONS

The built environment will provide the most visual impact on downtown area users. These recommendations include improvements such as streetscape enhancements, public gathering spaces and aesthetic improvements, among others. Through these implementation items, the Town can continue supporting a lively downtown area with improved pedestrian and vehicular experiences, and encourage the development of a high-quality mixed-use area.

Figure 7. Built Environment Recommendations

Ref. #	Recommendation	Goals Supported		Time Frame (Yrs)	Entities	Climate Action	Race and Equity	Est. Budget	Funding Sources
		Downtown Area Plan	Carrboro Connects						
BE-01	Construct Pocket Parks Convert several smaller properties or pursue acquisition or easements for several smaller properties to create pocket parks scattered throughout the downtown area for spaces with amenities such as benches, swings, interactive art, native plantings, shade trees and rain gardens. This Plan's renderings show example parks/green spaces at multiple scales. <i>Page References: p. 34, 157</i>	1 3 4	          	1-3	Town*	Positive	Positive	\$\$	GF, CF, PARTF, P3
BE-02	Develop Streetscape Pilot Program Begin a pilot program to test improvements using temporary measures (such as striping, cones, barrels, and/or hay bales) to demonstrate how permanent modifications to the transportation system may operate. This is a lower-cost way to test higher-cost projects before committing to full implementation. <i>Page References: p. 40-55, 147-153</i>	1 3	   	1-3	Town*, NCDOT	Positive	Neutral	\$	GF, CF, TG

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Figure 7. Built Environment Recommendations (cont.)

Ref. #	Recommendation	Goals Supported		Time Frame (Yrs)	Entities	Climate Action	Race and Equity	Est. Budget	Funding Sources
		Downtown Area Plan	Carrboro Connects						
BE-03	Enhance Accent Lighting Throughout Add and/or enhance accent lighting to public buildings in the study area, including Drakeford Library Complex, Century Center and others to increase evening ambiance and highlight unique architectural elements. Support similar efforts for other entities such as religious buildings and cultural institutions. This Plan's renderings show some examples of accent lighting. <i>Page References: p. 170</i>	  	  	1-3	Town*, Duke Energy	Neutral	Neutral	\$	GF
BE-04	Improve Neighborhood Streets Continue working with residents and property owners in the residential neighborhoods to determine the desired level of street enhancements (i.e., traffic calming, sidewalks, curb/gutter installation) for the neighborhood streets. <i>Page References: p. 52</i>	 	 	1-3	Town*	Positive	Positive	\$\$	GF, CF, TG
BE-05	Improve Sidewalk Network Identify sidewalk gaps, narrow sidewalks and areas in need of repairs to create a sidewalk enhancement plan to systematically make improvements to the sidewalk network. <i>Page References: p. 148</i>	 	 	1-3	Town*, NCDOT	Positive	Positive	\$\$\$	GF, CF, TG

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Figure 7. Built Environment Recommendations (cont.)

Ref. #	Recommendation	Goals Supported		Time Frame (Yrs)	Entities	Climate Action	Race and Equity	Est. Budget	Funding Sources
		Downtown Area Plan	Carrboro Connects						
BE-06	Install Primary Corridor Decorative Crosswalks Install decorative crosswalks on primary streetscape corridors (such as the plans for resurfacing and painted crosswalks on Roberson Street), including creative crosswalks in select locations, to enhance pedestrian safety and celebrate arts and culture. Decorative crosswalks (e.g., painted patterns or colorful art) help improve the visibility of pedestrian crossing locations to drivers. These can be implemented on Town-owned roads and the Town should collaborate with NCDOT to evaluate options to install these on NCDOT roads. The crosswalks also support the design of decorative sidewalk elements that are already in place. <i>Page References: p. 38-55, 152, 164</i>	3 4	    	1-3	Town*, NCDOT	Positive	Positive	\$	GF, CF, TG
BE-07	Build Downtown Gateways Design and install primary and secondary gateways. Gateways should use a combination of landscaping, public art and signage to provide greater visual indication to visitors that they are entering a unique area of the Town. Gateways should blend with the aesthetic of the Town's proposed Wayfinding Program. <i>Page References: p. 158, 164</i>	3 4	    	4-6	Town*	Neutral	Neutral	\$\$	GF, CF

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Figure 7. Built Environment Recommendations (cont.)

Ref. #	Recommendation	Goals Supported		Time Frame (Yrs)	Entities	Climate Action	Race and Equity	Est. Budget	Funding Sources
		Downtown Area Plan	Carrboro Connects						
BE-08	Construct Downtown Area Park Convert an existing parcel or pursue acquisition of a parcel to create a centrally located park in the downtown area. This space can help support having a park within a 15-minute walk for all residences. The parcel should be a suitable size for the design and installation of small neighborhood park amenities such as shaded play areas, shade trees, picnic amenities, restrooms, native plantings and a spray plaza (approximately 0.4 - 1.5 acres). This Plan's renderings show an example of a downtown area park. <i>Page References: p. 36-37</i>	1 4		4-6	Town*	Positive	Positive	\$\$\$	GF, CF, PARTF, PF, P3
BE-09	Continue Implementing Complete Streets Continue working with NCDOT, where necessary, to implement complete streets throughout the downtown area to improve all core primary, non-core primary and secondary streets, as described in the Vol. 1, Master Plan chapter. To the extent possible, include streetscape enhancements, narrowed travel lanes to increase the space available for non-motorized transportation, and appropriate lighting, while reducing the number of curb cuts to create a comfortable and safe street environment for all users. This may require working with private property owners to obtain easements for sidewalk expansions. This Plan's renderings show an example of complete streets. <i>Page References: p.40-55, 147-153</i>	1 3 4		4-6 (Ongoing)	Town*, NCDOT	Positive	Positive	\$\$\$\$	CF, TG, BO

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Figure 7. Built Environment Recommendations (cont.)

Ref. #	Recommendation	Goals Supported		Time Frame (Yrs)	Entities	Climate Action	Race and Equity	Est. Budget	Funding Sources
		Downtown Area Plan	Carrboro Connects						
BE-10	Create Bike and Pedestrian Only Spaces Continue to explore the conversion of downtown streets, like East Weaver Street or Roberson Street, to bike- and pedestrian- only/plaza space. <i>Page References: p. 54, 120, 130</i>	  	     	4-6	Town*, NCDOT	Positive	Neutral	\$\$\$\$	CF, TG
BE-11	Enhance Streetscapes Incorporate interactive public art, street trees, native landscaping, rain gardens, seating, trash cans and other enhancements that support a visual appealing public right-of-way and encourage pedestrian usage. This Plan's renderings provide examples of enhanced streetscapes. <i>Page References: p. 26-55, 147-155</i>	  	     	4-6	Town*, NCDOT	Positive	Neutral	\$\$\$	GF, CF, TG
BE-12	Evaluate Communal Stormwater Control Measures Evaluate feasible locations and create designs to install communal stormwater control measures (e.g., retention ponds, detention basins and rain gardens) that the Town can manage to help support downtown area businesses and the redevelopment of small lots, while also improving stormwater runoff from the area. <i>Page References: p. 154-155</i>	  	       	4-6	Town*	Positive	Positive	\$\$\$\$	GF, CF, P3, DA, TIF, MSD

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Figure 7. Built Environment Recommendations (cont.)

Ref. #	Recommendation	Goals Supported		Time Frame (Yrs)	Entities	Climate Action	Race and Equity	Est. Budget	Funding Sources
		Downtown Area Plan	Carrboro Connects						
BE-13	Improve Bus Stops Work with Chapel Hill Transit to design, replace and/or install new (where applicable), unique downtown area bus stop improvements for enhanced user comfort and safety, as well as specialized branding and integration of public art. <i>Page References: p. 28-29, 450-51, 153</i>	  	    	4-6	Town*, Chapel Hill Transit	Positive	Positive	\$\$\$	GF, CF, TG
BE-14	Retrofit Parking Lots Work with property owners to retrofit existing parking lots to reduce impervious surfaces, encourage tree and plant diversity, and incorporate rain gardens to help clean stormwater runoff. <i>Page References: p. 154-155, 163</i>	  	    	4-6	Town*, Private Sector	Positive	Neutral	\$\$	GF, CF, PD, P3
BE-15	Reduce Overhead Utility Lines Work with Duke Energy and telecommunication companies to eliminate redundant poles and consolidate lines onto one set of poles. It is also recommended to work with Duke Energy to explore where utility lines can be moved underground. This would reduce visual clutter, improve accessibility, remove poles and provide more opportunities to plant street trees. <i>Page References: p. 156</i>	 	  	7-10+	Town*, Duke Energy	Neutral	Neutral	\$-\$\$\$\$	CF, P3, TIF, MSD

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Transportation & Mobility



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Economic Sustainability



Recreation, Parks & Culture



Land Use



Public Services & Communication

OPERATIONAL & PROGRAMMING RECOMMENDATIONS

Operational and programming recommendations relate to the day-to-day activities, support for local businesses and special events. Successful implementation of the vision for the downtown area may require coordination with many entities, targeted branding and promotional marketing, and additional programming. The following operational and programming actions are recommended to support implementation.

Figure 8. Operational & Programming Recommendations

Ref. #	Recommendation	Goals Supported		Time Frame (Yrs)	Entities	Climate Action	Race and Equity	Est. Budget	Funding Sources
		Downtown Area Plan	Carrboro Connects						
OP-01	Build Out Volunteer Networks Build out volunteer networks to assist with plantings, beautification efforts, art installations and other aspects of this Plan. Volunteers can help support both commercial and residential areas for equitable opportunities for beautiful landscaping. This will allow some tasks to be divided between volunteers rather than relying entirely on staff support to accomplish programs. An example program is the “Keep Durham Beautiful” organization. <i>Page References: N/A</i>			1-3 (Ongoing)	Town*	Positive	Positive	\$	GF
OP-02	Continue to Increase Promotion of Downtown Continue to develop new promotion strategies for downtown. Evaluate past strategies on an annual basis; continue successful promotions, discontinue less successful ones, and develop new strategies to try. <i>Page References: N/A</i>			1-3 (Ongoing)	Town*	Positive	Positive	\$	GF

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Figure 8. Operational & Programming Recommendations (cont.)

Ref. #	Recommendation	Goals Supported		Time Frame (Yrs)	Entities	Climate Action	Race and Equity	Est. Budget	Funding Sources
		Downtown Area Plan	Carrboro Connects						
OP-03	Create a Public Art Plan Create a Public Art Plan to determine strategic locations for permanent and/or temporary public art installations in both small- and large-scale spaces in the downtown area. The Recreation, Parks & Cultural Resources Advisory Board should play a crucial role in the development of this plan, and the plan should inform future public art decisions. The Town could also consider creating a public art program that dedicates a certain percentage of project budgets to a public art fund. <i>Page References: p. 158</i>	4	 	1-3	Town*	Neutral	Positive	\$	GF
OP-04	Create a Public Tree Master Plan Create a public tree master plan for the downtown area that includes public and private properties. This plan can examine locations for new tree plantings where room allows, as well as strategies for retaining the existing tree canopy that exists today. <i>Page References: p. 161-162</i>	1 3 4	     	1-3	Town*	Positive	Positive	\$\$	GF

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Figure 8. Operational & Programming Recommendations (cont.)

Ref. #	Recommendation	Goals Supported		Time Frame (Yrs)	Entities	Climate Action	Race and Equity	Est. Budget	Funding Sources
		Downtown Area Plan	Carrboro Connects						
OP-05	Develop Interim Pedestrian Improvement Program Develop a program for interim pedestrian improvements throughout the downtown area, such as crosswalks enhanced with public art painted on the pavement, painted intersection bulb-outs with planters and delineators to define the space, etc. These improvements will allow near-term enhancement to the pedestrian experience without requiring heavy public investment and can help improve accessibility. This also allows improvement strategies to be “tested” prior to more costly permanent installation. Other Town plans, policies and programs also contain information that can help direct this program. <i>Page References: p. 38-55, 147-153</i>	1 3 4	       	1-3 (Ongoing)	Town*, NCDOT	Positive	Positive	\$\$	GF, CF, TG

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Figure 8. Operational & Programming Recommendations (cont.)

Ref. #	Recommendation	Goals Supported		Time Frame (Yrs)	Entities	Climate Action	Race and Equity	Est. Budget	Funding Sources
		Downtown Area Plan	Carrboro Connects						
OP-06	Enhance Public and Mural Arts Program Including Rotating Displays Based on the Public Art Plan (see OP-03), enhance public art throughout the downtown area, including interactive art and murals. In addition, seek funding to provide grants and design assistance to artists in an effort to create more opportunities for artists to place murals and other forms of art on public and private property throughout the Town. The use of rotating displays allows for temporary installations and an ever-changing art atmosphere to create interest and continued visitation. <i>Page References: p. 158</i>			1-3 (Ongoing)	Town*	Neutral	Positive	\$\$	GF, CF
OP-07	Evaluate Property Redevelopment Opportunities Work with property owners who own larger parcels in the study area to envision property redevelopment opportunities and support the transition into new development, when feasible, that includes affordable housing and affordable and diversified commercial spaces. These projects should include elements identified as part of the renderings in this Plan and also create quasi-public spaces. The evaluation process may occur during site plan review and discussions with the property owner when plans are submitted to the Town for review. <i>Page References: p. 16-37, 142-171</i>			1-3 (Ongoing)	Town*, Private Sector	Positive	Positive	\$	GF, CF, LIL, P3, PD, TIF, MSD

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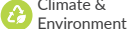
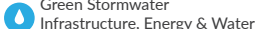
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Figure 8. Operational & Programming Recommendations (cont.)

Ref. #	Recommendation	Goals Supported		Time Frame (Yrs)	Entities	Climate Action	Race and Equity	Est. Budget	Funding Sources
		Downtown Area Plan	Carrboro Connects						
OP-08	Host Arbor Day and Earth Day Tree Planting Events Increase tree canopy coverage on private property by providing free trees to residents and property owners and having a group of volunteers to plant the trees and provide care instructions. Additional tree canopy helps support the Town's climate action efforts. Trees to be planted can be obtained by the Town at low cost from the Arbor Day Foundation or through a local plant nursery partnership. <i>Page References: p. 154, 161-162</i>	  	     	1-3 (Ongoing)	Town*, Non-profits	Positive	Positive	\$\$	GF
OP-09	Regularly Develop, Assess and Update Downtown Events To keep the success of Town events growing, regularly assess the following: • Estimated attendance • The purpose/intent of the events • Impact to sales (through surveys of stakeholders) • The best organizations to lead each event • If events that serve the entire Town population are being held. <i>Page References: p. 130</i>		 	1-3 (Ongoing)	Town*	Neutral	Neutral	\$	GF, MSD

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Figure 8. Operational & Programming Recommendations (cont.)

Ref. #	Recommendation	Goals Supported		Time Frame (Yrs)	Entities	Climate Action	Race and Equity	Est. Budget	Funding Sources
		Downtown Area Plan	Carrboro Connects						
OP-10	Strengthen and Celebrate Supporters Strengthen and celebrate partnerships and sponsors through events and programming such as annual dinners and support for other organizations. This encourages continued partnerships, which can help the Town meet a variety of goals, including affordable housing, environmental and other goals. <i>Page References: N/A</i>			1-3 (Ongoing)	Town*	Neutral	Neutral	\$	GF, MSD
OP-11	Support Lloyd Broad Neighborhood Improvements Continue supporting the Lloyd Broad Neighborhood with home repair grants and neighborhood assistance (such as street tree planting, native plant planting, house painting, porch repair, weatherization, and drainage improvements along the street). <i>Page References: p. 24-25, 155</i>			1-3 (Ongoing)	Town*	Positive	Positive	\$\$\$	GF, CF, CDBG, P3, PD
OP-12	Assist with Temporary Downtown Business Relocation Provide temporary relocation assistance for downtown businesses that are being displaced due to redevelopment activities either through use of a publicly owned/leased space or through grant assistance to help offset business expenses. <i>Page References: p. 27, 134</i>			4-6 (Ongoing)	Town*	Neutral	Positive	\$\$\$\$	GF, CF, LIL, IN, MSD

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Figure 8. Operational & Programming Recommendations (cont.)

Ref. #	Recommendation	Goals Supported		Time Frame (Yrs)	Entities	Climate Action	Race and Equity	Est. Budget	Funding Sources
		Downtown Area Plan	Carrboro Connects						
OP-13	Continue Regular Business Outreach, Enrichment and Networking Collaborate with the Carrboro Business Alliance (CBA) and/or Chamber of Commerce to determine strategies to further enrich the business community. This could include strategies such as more frequent meetings, additional speakers addressing current challenges faced by local businesses, feedback opportunities, etc. Inviting people who are thinking about opening businesses in downtown can help them develop relationships and resources. Example meeting topics could include: • Developing an online marketplace and web presence • Social media strategies and brand management • Storefront design and displays • Approaches to point-of-sale management and equipment • Retail and service trends and emerging opportunities • Planning and permitting process and UDO changes <i>Page References: p. 27, 134</i>	4	   	4-6 (Ongoing)	Town*, Chamber	Neutral	Positive	\$\$	GF, MSD

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Figure 8. Operational & Programming Recommendations (cont.)

Ref. #	Recommendation	Goals Supported		Time Frame (Yrs)	Entities	Climate Action	Race and Equity	Est. Budget	Funding Sources
		Downtown Area Plan	Carrboro Connects						
OP-14	Develop Curb Appeal Idea Books Develop “idea books” to support improvements to curb appeal, such as recommended color palettes based on architectural style, approaches to landscaping, and similar do-it-yourself techniques that encourage resident pride. An example of a similar publication is used by the City of Hopewell, VA to provide guidance to property owners for ways to help improve property appearance and curb appeal. <i>Page References: p. 157-171</i>	5		4-6	Town*	Positive	Positive	\$	GF
OP-15	Expand Current Walking Tours Expand the Town’s current self-guided walking tour with variable distances, themes from different eras and perspectives of Carrboro’s history, interpretive signage, and route designations using sidewalk medallions. These tours should feature key people and events in addition to architectural history. Creating an art walk can also increase interest to other members of the community. <i>Page References: p. 158</i>	1 3 4 5		4-6 (Ongoing)	Town*	Neutral	Neutral	\$\$	GF

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Figure 8. Operational & Programming Recommendations (cont.)

Ref. #	Recommendation	Goals Supported		Time Frame (Yrs)	Entities	Climate Action	Race and Equity	Est. Budget	Funding Sources
		Downtown Area Plan	Carrboro Connects						
OP-16	Increase Downtown Staffing Resources Increase staffing resources as needed to effectively implement this Plan and other Town goals for the downtown area. Increased staffing should support climate action, race and equity, business management, marketing, communications, entrepreneurship and economics. Staffing could be incorporated into several different Town departments, based on desired organization, structure and focus. <i>Page References: N/A</i>	4	     	4-6 (Ongoing)	Town*	Neutral	Neutral	\$\$	GF, MSD
OP-17	Develop and Maintain a Pop-Up Storefront Using a vacant or underutilized building, create a pop-up space to allow entrepreneurs to “test the waters” on a new business concept at reduced risk. This may involve the Town renting or purchasing a space. <i>Page References: p. 27, 134</i>	4 5	     	7-10+ (Ongoing)	Town*	Neutral	Positive	\$\$\$\$	GF, CF, TIF, MSD, CDBG

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POLICY & REGULATORY RECOMMENDATIONS

Policy and regulatory recommendations are intended to promote downtown activation and define clear expectations for the private development community and business owners. The area's success is tied to its appeal to residents, visitors and businesses. Having proactive policies that describe desired outcomes and are easy to understand and implement help to support this success. Many of these recommendations impact the ongoing update of the Unified Development Ordinance; these actions start with "UDO Update" in the following table.

Figure 9. Policy & Regulatory Recommendations

Ref. #	Recommendation	Goals Supported		Time Frame (Yrs)	Entities	Climate Action	Race and Equity	Est. Budget	Funding Sources
		Downtown Area Plan	Carrboro Connects						
PR-01	Establish Parking Lot Joint Agreements Continue proactively reaching out to parking lot property owners to enhance the properties through a joint agreement for adding landscaping and LID stormwater techniques for existing and future parking lots and decks. The agreements can include provisions for the Town to make the improvements if the property owner maintains them. Additionally, while some joint-use agreements exist for public parking today, the Town should continue working on an as-needed basis to establish additional joint-use agreements for public parking to maintain a sufficient amount of public parking in the downtown area. All parking areas should meet ADA requirements. This Plan's renderings show an example of shared-use parking decks that can support both on-site parking needs and general public parking needs. <i>Page References: p. 26-37, 150, 153, 163</i>	1 2 3 4	     	1-3 (Ongoing)	Town*, Private Sector	Positive	Neutral	\$\$	GF, P3, PD

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Figure 9. Policy & Regulatory Recommendations (cont.)

Ref. #	Recommendation	Goals Supported		Time Frame (Yrs)	Entities	Climate Action	Race and Equity	Est. Budget	Funding Sources
		Downtown Area Plan	Carrboro Connects						
PR-02	Maintain a Bicycle and Pedestrian Crash Report In order to support bicycle and pedestrian safety in the downtown area, the Town should generate an annual report for vehicular/pedestrian and vehicular/bicycle crashes in the study area. This report can identify hot spots for safety concerns and be used to help track bicycle and pedestrian safety. <i>Page References: p. 152</i>	3	 	1-3	Town*	Neutral	Neutral	\$	GF
PR-03	UDO Update - Activate the First Floor As part of the ongoing UDO project, the Town should include provisions that require first floor activation in all multi-family and mixed-use projects in the downtown area. This can include locating commercial businesses and amenities for building residents on the first floor. <i>Page References: p. 169</i>	4 5	 	1-3	Town*	Neutral	Neutral	\$\$	GF

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Figure 9. Policy & Regulatory Recommendations (cont.)

Ref. #	Recommendation	Goals Supported		Time Frame (Yrs)	Entities	Climate Action	Race and Equity	Est. Budget	Funding Sources
		Downtown Area Plan	Carrboro Connects						
PR-04	UDO Update - Address Building Heights As part of the ongoing UDO project, the Town should include provisions to set both minimum and maximum building heights in the downtown area that align with the Character Area descriptions in this Plan. Maximum building height exceptions should be included for affordable housing and affordable commercial space inclusion in projects as an incentive. <i>Page References: p. 16-35, 166-167</i>	2 4 5	  	1-3	Town*	Neutral	Neutral	\$\$	GF
PR-05	UDO Update - Encourage Affordable Commercial Spaces As part of the ongoing UDO project, the Town should include provisions to encourage affordable commercial spaces in all commercial and mixed-use developments through incentives that increase the number and variety of affordable commercial spaces in the downtown area. <i>Page References: p. 16-21, 26-35, 146</i>	4	 	1-3	Town*	Neutral	Positive	\$\$	GF
PR-06	UDO Update - Encourage Affordable Housing As part of the ongoing UDO project, the Town should include provisions to encourage affordable housing in all private developments through incentives that increase the number and variety of affordable housing units in the downtown area. Additionally, an upcoming Affordable Housing Strategy project will help guide future implementation of affordable housing strategies in the downtown area. <i>Page References: p. 16-35, 145-146</i>	2	 	1-3	Town*	Neutral	Positive	\$\$	GF

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Recreation, Parks & Culture



Land Use



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Figure 9. Policy & Regulatory Recommendations (cont.)

Ref. #	Recommendation	Goals Supported		Time Frame (Yrs)	Entities	Climate Action	Race and Equity	Est. Budget	Funding Sources
		Downtown Area Plan	Carrboro Connects						
PR-07	UDO Update - Encourage Green Building As part of the ongoing UDO project, the Town should include provisions to encourage the use of building green techniques in all private developments through incentives that support renewable energy and green building techniques, such as LEED. <i>Page References: p. 27, 153-156, 160-163, 170</i>	1 5	  	1-3	Town*	Positive	Neutral	\$\$	GF
PR-08	UDO Update - Incorporate Quality Open Spaces As part of the ongoing UDO project, the Town should include provisions that require private developments to incorporate quality, functional open spaces that interface with the public realm. These spaces should include plazas, greens, pocket parks, gathering spaces and other types of open space, as shown in the renderings included in this Plan. <i>Page References: p. 26-37, 157</i>	1 4	   	1-3	Town*	Positive	Neutral	\$\$	GF
PR-09	UDO Update - Increase Tree Canopy and Native Plantings As part of the ongoing UDO project, the Town should include provisions that require robust tree planting and preservation requirements, as well as limit plantings to native and beneficial species for trees, shrubs and ground covers. <i>Page References: p. 27, 161-162</i>	1	  	1-3	Town*	Positive	Neutral	\$\$	GF

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Figure 9. Policy & Regulatory Recommendations (cont.)

Ref. #	Recommendation	Goals Supported		Time Frame (Yrs)	Entities	Climate Action	Race and Equity	Est. Budget	Funding Sources
		Downtown Area Plan	Carrboro Connects						
PR-10	UDO Update - Preserve Historic Buildings and Properties As part of the ongoing UDO project, the Town should include provisions that preserve historic buildings and properties in accordance with the Secretary of the Interior's Standards for the Treatment of Historic Properties. This may include the use of an overlay district and the creation of a Historic Preservation Commission. <i>Page References: p. 171</i>	5		1-3	Town*	Neutral	Neutral	\$\$	GF
PR-11	UDO Update - Reduce Stormwater Runoff As part of the ongoing UDO project, the Town should include provisions to reduce stormwater runoff through the use of high-quality and robust stormwater control measures and reduce impervious surface coverage for all private developments. <i>Page References: p. 27, 154-155</i>	1	 	1-3	Town*	Positive	Neutral	\$\$	GF
PR-12	UDO Update - Support Appropriate Parking As part of the ongoing UDO project, the Town should include provisions that limit surface parking lots in the downtown area and allow them in locations based on the Character Area as described in the Plan. <i>Page References: 26-37, 150, 153, 163</i>	1 3 4	   	1-3 (Ongoing)	Town*	Positive	Neutral	\$\$	GF

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Figure 9. Policy & Regulatory Recommendations (cont.)

Ref. #	Recommendation	Goals Supported		Time Frame (Yrs)	Entities	Climate Action	Race and Equity	Est. Budget	Funding Sources
		Downtown Area Plan	Carrboro Connects						
PR-13	UDO Update - Support Green Infrastructure As part of the ongoing UDO project, the Town should include provisions to require the incorporation of green infrastructure as part of all private development, including rain gardens, native plantings, LID techniques and robust stormwater control measures. <i>Page References: p. 26-35, 146, 154-155</i>	1	  	1-3	Town*	Positive	Neutral	\$\$	GF
PR-14	UDO Update - Support Mill House Neighborhood As part of the ongoing UDO project, the Town should include provisions that support and preserve the Mill House neighborhood's look and feel through an overlay district. <i>Page References: p. 22-23, 32-33, 166, 171</i>	2 5	  	1-3	Town*	Neutral	Neutral	\$\$	GF
PR-15	UDO Update - Support Mobile Vendors As part of the ongoing UDO project, the Town should include provisions that support mobile food vending and provide opportunities for small business startups using mobile operations in the downtown area. <i>Page References: p. 27, 134</i>	4	 	1-3	Town*	Neutral	Neutral	\$\$	GF

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Figure 9. Policy & Regulatory Recommendations (cont.)

Ref. #	Recommendation	Goals Supported		Time Frame (Yrs)	Entities	Climate Action	Race and Equity	Est. Budget	Funding Sources
		Downtown Area Plan	Carrboro Connects						
PR-16	Update Urban Design Guidelines Update the Town's urban design guidelines to facilitate consistent streetscape design and incremental enhancements to public spaces. Guidelines should designate updated design standards for elements such as street furniture, lights, rain garden planting information and typical sidewalk treatments. Conceptual approaches of enhancements for primary and secondary streetscapes are contained in this Plan. This Plan's renderings show elements of urban design techniques that could be included in the updated guidelines. <i>Page References: p. 157-171</i>			1-3	Town*	Positive	Positive	\$	GF
PR-17	Create Land Bank Program Create a land bank program to purchase, hold and sell property for affordable housing and to encourage businesses that support everyday needs, as well as provide for a range of affordable commercial spaces. <i>Page References: p. 144</i>			4-6	Town*	Positive	Positive	\$\$\$\$	GF, CF, TIF, MSD, BO
PR-18	Continue to Evaluate Establishing a Municipal Service District (MSD) Establishing an MSD creates a recurring revenue source to help with staffing, marketing and built environment improvements in the downtown area. <i>Page References: N/A</i>			7-10+	Town*	Neutral	Neutral	\$\$	GF

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METRICS & REPORTING

The previous action items and metrics in Figure 10 have been developed to support implementation of the recommendations laid out in this Plan. Metrics demonstrate progress toward achieving the vision and goals set forth in the Plan, while the recommendations outline the steps and resources needed to see progress within the metrics.

The metrics allow the Town to track the success of the Plan as it is implemented. The Town will need to track and analyze certain data points in order to accurately track the progress of each defined metric. Recommended metrics are described in Figure 10. On an annual basis, metrics should be tracked by appropriate Town departments and the results consolidated in a report prepared for Town Council.

Based on the philosophy of continuous improvement (i.e., aim to improve regardless of whether you have already met a target), each metric includes the desired trend (up, down or maintain). Alternatively, the Town could establish current baseline conditions for each metric and set a defined target. However, if a target is set, it is recommended to reassess routinely to “move the goal post,” as appropriate.

Some of the metrics are similar or identical to those in Carrboro Connects. They are repeated or supported here since tracking them within the Plan’s study area will be helpful to gauge the effectiveness of Plan recommendations and progress toward Plan implementation.

Figure 10. Downtown Area Metrics

Metric (within study area) Tracked Annually	Desired Trend	Additional Context
Number of small businesses	Up	Increasing numbers of small businesses helps to indicate that localized conditions are attractive and conducive to sustaining a small business operation. The Town should determine an appropriate definition of “small business” in the downtown area context.
Number of minority-owned businesses	Up	Increasing numbers of minority-owned businesses helps to support the Town’s Race and Equity efforts.
Business closings	Down	Tracking the number of business closings helps to monitor impacts of changing conditions and costs to operate a business in the downtown area (e.g., lease, access to personnel).
Number of vacant storefronts (i.e., ground floor, street facing businesses)	Down	This measures the activation of ground floor, storefront spaces. An occupied storefront contributes to an engaging pedestrian experience and overall downtown vibrancy.
Number of commercial building permits for new development, expansion and rehabilitation of existing spaces	Up	This metric helps gauge the business community’s interest in investing in the downtown area as a viable business environment.

Figure 10. Downtown Area Metrics (cont.)

Metric (within study area) Tracked Annually	Desired Trend	Additional Context
Number of housing units (entire study area and within each character area)	Up	This makes it possible to monitor where growth is happening over time and to evaluate policies more effectively. For example, if one character area is adding new housing while another is not, it may indicate the need to explore why that difference exists.
Number of additional affordable housing units (entire study area)	Up	Increasing affordable housing in the downtown area is important to the community. Tracking the number of new affordable housing units helps monitor progress toward this goal. Carrboro Connects identified an affordable housing gap town-wide. As this gap is addressed, the study area should absorb its proportional fair-share of additional affordable housing units considering its population compared to the rest of the Town.
Linear feet of constructed bike lanes	Up	This helps monitor progress on implementation of the dedicated bike lanes recommended on the core primary and non-core primary street typologies identified in this Plan.
Number and location of vehicular/ pedestrian and vehicular/bicycle crashes	Down (or Maintain if already zero)	Tracking the number and location of crashes can identify hot spots for priority safety improvements, as well as monitor the overall safety for pedestrians and cyclists within the study area.
Linear feet of sidewalk	Up	Additional linear feet of sidewalk indicates a more connected sidewalk network.



Figure 10. Downtown Area Metrics (cont.)

Metric (within study area) Tracked Annually	Desired Trend	Additional Context
Square footage of impervious cover	Down	Reducing impervious cover in the downtown area supports the Town's Climate Action goals. Notably, increasing the number of housing units (as identified as desired trend in this table), does not necessarily mean a total increase in impervious cover within the study area. Retrofitting parking lots, adding downtown area park(s), using parking decks instead of surface lots, adding tree canopy, installing regional stormwater control measures, and other approaches can all contribute to a reduction in impervious coverage.
Percentage of tree canopy	Up	As identified in Carrboro Connects, an increase in tree canopy coverage is desired. Tracking this within the study area helps identify how this area is supporting the Town's Climate Action goals. This metric can be tracked as the area of tree canopy coverage as a percentage of the total study area.
Number of public art installations	Up	The community voiced an interest in additional public art installations in the downtown area. Tracking this metric helps to monitor progress toward this goal.
Estimated attendance at Town-led community events	Up	This helps to evaluate if Town-led events in the study area are engaging and well-received. If participation trends decline, it signals the need to explore ways to modify the events.



Figure 10. Downtown Area Metrics (cont.)

Metric (within study area) Tracked Annually	Desired Trend	Additional Context
Square feet of green infrastructure installations on public and private property	Up	Additional green infrastructure installations will help support the Town's Climate Action goals. The Town can establish a green infrastructure registration program, which will allow private property owners to obtain recognition for installing green infrastructure and help with tracking this metric.
Number of green energy installations (e.g., solar panels, geothermal)	Up	Additional green energy installations will support the Town's Climate Action goals.
Number of buildings using green building techniques (e.g., LEED)	Up	Additional buildings using green building techniques will support the Town's Climate Action goals.



