

# Priority Strategies and Projects

2022-2042 Comprehensive Plan

## Priority Strategies

Scorecard	Goals	Update	Owner	Phase	Percent Complete
Affordable Housing	<p><b>Strategy 4:5: Increase funding to support housing weatherization and preservation, continuing and expanding upon the Weatherization Assistance Program (WAP) to maximize weatherization of low-income homes by 2030.</b></p> <p>Affordable Housing</p>	<p>The Town awarded a \$500,000 contract with Preserving Home to weatherize homes and conduct critical repairs impacting energy efficiency. Eleven homes have received critical repairs and weatherization. Four homes are being assessed for weatherization. Staff have been conducting door-to-door outreach to residents about the program resulting in an 175% increase in applications.</p> <p>Staff are available to provide residents with assistance in the application process.</p>	<p> Anne-Marie Vanaman</p>	Implementation	100%

Scorecard	Goals	Update	Owner	Phase	Percent Complete
	<p><b>Strategy 6.2: Engage the community on the need for affordable housing and explore passage of an Affordable Housing Bond.</b> Affordable Housing</p>	<p>Preparing a RFQ to develop an Affordable Housing Strategic Plan for Carrboro. Evaluation of an an affordable housing bond would be included in the scope of work.</p>	<p> Anne-Marie Vanaman</p>	<p>Planning</p>	<p>25%</p>
	<p><b>Strategy 6.3: Pursue state and federal housing grants and programs.</b> Affordable Housing</p>	<p>The Housing and Community Services Department has applied for a Community Development Block Grant - Neighborhood Revitalization grant to support emergency repairs for low-income homeowners.</p>	<p> Anne-Marie Vanaman</p>	<p>Implementation</p>	<p>100%</p>

Scorecard	Goals	Update	Owner	Phase	Percent Complete
Transportation & Mobility	<p><b>Strategy 4.2: Reduce negative effects of parking requirements on housing costs and natural resources.</b></p> <p>Transportation &amp; Mobility</p>	<p>In October 2023, the Carrboro Town Council approved a Land Use Ordinance text amendment that eliminated parking minimums and introduced parking maximums for residential development. The <a href="#">New Unified Development Ordinance (UDO)</a> project is now evaluating further changes to parking standards to align with this strategy and the broader goals of the comprehensive plan.</p>	<p> Christina Moon</p>	Implementation	100%
Economic Sustainability	<p><b>Strategy 1.1 Create more equitable opportunities for residents and workers to obtain living wage jobs and a career path to support one's household.</b></p> <p>Economic Sustainability</p>	<p>The Economic Development Department is exploring options to encourage and support businesses to pay a living wage. Orange County Living Wage had previously provided a living wage certification program but closed in December of 2024.</p>	<p> Jon Hartman-Brown</p>	Analysis	50%

Scorecard	Goals	Update	Owner	Phase	Percent Complete
	<p><b>Strategy 1.2 Support existing and attract new businesses that include a range of BIPOC, genders, ethnicities, and multiple abilities.</b></p> <p>Economic Sustainability</p>	<p>The Economic Development Department is actively funding the transformative work of the Business Success Navigator at the Chapel Hill-Carrboro Chamber of Commerce. Additionally, we are joining forces with Chapel Hill Economic Development to launch a dynamic Main Street Business Accelerator program. Our commitment to diversity continues as we conduct monthly visitations to engage and support BIPOC businesses, driving growth and inclusion in our vibrant community.</p>	<p> Jon Hartman-Brown</p>	<p>Implementation</p>	<p>100%</p>

Scorecard	Goals	Update	Owner	Phase	Percent Complete
	<p><b>Strategy 2.1: Support well-planned and designed, higher density and mixed-use development in the downtown.</b> Economic Sustainability</p>	<p>The Economic Development Department has supported the creation of the Downtown Area Plan providing insight for meeting the needs of businesses and development and redevelopment opportunities within the downtown area.</p>	<p> Jon Hartman-Brown</p>	<p>Analysis</p>	<p>75%</p>
	<p><b>Strategy 2.2: Strengthen other business districts and commercial areas in Carrboro's neighborhoods.</b> Economic Sustainability</p>	<p>This goal has not yet started but will be looking to start a planning phase later this fiscal year as the Downtown Plan wraps up and the UDO rewrite becomes more solidified.</p>	<p> Jon Hartman-Brown</p>	<p>Not Started</p>	<p>0%</p>

Scorecard	Goals	Update	Owner	Phase	Percent Complete
	<p><b>Strategy 3.3: Expand tourism opportunities.</b> Economic Sustainability</p>	<p>The Economic Development Department in conjunction with the Carrboro Tourism Development Authority is purchasing location data software to best identify target audiences for various festivals and events. This information will be used to better reach and advertise to people with similar interests.</p>	<p> Jon Hartman-Brown</p>	Implementation	100%
<p><b>Recreation, Parks, &amp; Cultural Resources</b></p>	<p><b>Strategy 2.1 Strive for a park, play field, or other green space within walking distance (e.g. half-mile or 10-minute walk) and physically accessible to all residents in Carrboro.</b> Recreation, Parks, &amp; Cultural Resources</p>	<p>Working with IT department to give staff a GIS map with parks and 10 min walkshed along with private amenities.</p>	<p> JG Ferguson</p>	Planning	10%

Scorecard	Goals	Update	Owner	Phase	Percent Complete
Land Use	<p><b>Strategy 4.1 Update the Land Use Ordinance to be consistent with the goals of the Comprehensive Plan.</b></p> <p>Land Use</p>	<p>The New Unified Development Ordinance (UDO) project is underway. In Winter/Spring 2025, the team gathered input from the community and stakeholder groups to raise awareness and understand local needs. The project is nearing the end of Phase 2, as consultants finalize the "Code Diagnosis," an analysis comparing the current land use ordinance against adopted Town policies to identify inconsistencies and recommend improvements.</p>	<p> Christina Moon</p>	Analysis	20%

Scorecard	Goals	Update	Owner	Phase	Percent Complete
	<p><b>Strategy 5.1 Increase the amount of land available for commercial, light industry, and mixed-use development.</b></p> <p>Land Use</p>	<p>Town staff are identifying areas suitable for increased density and more-intensive development, a key objective of the <a href="#">Downtown Area Plan</a> and the <a href="#">New Unified Development Ordinance (UDO)</a> projects. The future NC-54 Small Area Plan will also address this.</p>	<p> Christina Moon</p>	<p>Analysis</p>	<p>50%</p>
	<p><b>Strategy 5.2 Improve the development approval process to be more predictable and efficient while continuing to offer vibrant community participation.</b></p> <p>Land Use</p>	<p>Staff completed a preliminary assessment of the Land Use Permit approval process in Fall 2024. Findings have informed the <a href="#">New Unified Development Ordinance (UDO)</a> project, which will further define these procedures.</p>	<p> Christina Moon</p>	<p>Analysis</p>	<p>25%</p>

Priority Projects

Scorecard	Projects	Owner	Update	Phase	Percent Complete
Affordable Housing	<p><b>Seek funding and resources to expand the capacity of organizations that provide homeownership counseling services for new buyers, income-eligible existing homeowners, and prospective homebuyers to expand the pool of eligible applicants and reduce the likelihood of foreclosure.</b></p> <p>Affordable Housing</p>	<p>AV Anne-Marie Vanaman</p>	<p>Three convenings of nonprofit homebuying counselors such as Empowerment Inc., Community Home Trust, Habitat for Humanity, etc. have taken place. Providers identified possible shared resources, barriers to home ownership, and discussed improvements to client experience.</p>	Implementation	50 %
	<p><b>Create Affordable Housing Partnerships and Explore Land Acquisition</b></p> <p>Affordable Housing</p>	<p>AV Anne-Marie Vanaman</p>	<p>The Town conducted site assessments on four parcels town-owned parcels.</p> <p>Town staff to work with affordable housing partners on the Orange County Affordable Housing Coalition (OCAHC)/Central Pines Land Study project to identify land throughout Orange County with the potential for affordable housing. Beta testing of the database tool is complete.</p>	Implementation	30 %

Scorecard	Projects	Owner	Update	Phase	Percent Complete
Climate Action & Environment	<p><b>Develop partnerships with public agencies or organizations to increase opportunities to access renewable energy (CCAP).</b> Climate Action &amp; Environment</p>	<p> Amy Armbruster</p>	<p>The Solarize the Triangle campaign concluded in 2023. As a result of this campaign, which the town partnered with Central Pines Regional Council and other Triangle local government to implement in 2022 and again in 2023, 11 residents installed solar at their homes and many of those households also added battery storage. In total, over 114,000 kWh of clean, green solar energy will be produced every year as a result. That's same amount of emissions as would result from driving around the earth over 7 times! In addition, the two-year campaign will save those residents over \$14,800 per year for the next 20 years and resulted in over \$200,000 in regional economic development.</p>	Implementation	100 %
	<p><b>Continue evaluation of the potential to integrate renewable energy infrastructure during the review of development permits.</b> Climate Action &amp; Environment</p>	<p> Christina Moon</p>	<p>PZI actively reviews development permits involving renewable energy infrastructure, as permitted under Carrboro's Land Use Ordinance. During some land use permit processes, particularly in the pre-application phase, staff and advisory boards may recommend incorporating renewable energy features into a project's concept plan.</p> <p>Rezoning applications are evaluated for consistency with adopted plans and policies, including the Carrboro Connects Comprehensive Plan and the Community Climate Action Plan, both of which outline specific goals and strategies for integrating renewable energy infrastructure.</p> <p>The <a href="#">New Unified Development Ordinance (UDO)</a> project may also offer opportunities to strengthen regulations or introduce development incentives that further support renewable energy integration.</p>	Implementation	100 %

Scorecard	Projects	Owner	Update	Phase	Percent Complete
	<p><b>Expand the Worthwhile Investments Save Energy (WISE) Program and Energy Efficiency Revolving Loan Fund (EERLF).</b> Climate Action &amp; Environment</p>	<p>AA Amy Armbruster</p>	<p>The Carrboro WISE program was successful in driving energy efficiency projects for over 100 residences and providing 5 small commercial loans. The projects were estimated to save 21% or more in energy savings and, on average, over \$300 per year in energy savings. The grant used to fund residential energy upgrades was depleted and the residential side of the program was discontinued. All loans from the EERLF were repaid.</p>	Analysis	25 %
	<p><b>Establish a certificate program and public database for the energy performance of rental housing.</b> Climate Action &amp; Environment</p>	<p>AA Amy Armbruster</p>	<p>After consulting with legal counsel, this project was deemed not possible under current state statutes.</p>	Not Started	0 %
	<p><b>Develop a free or low-cost financing program for weatherization, energy efficient, renewable energy/community generation, and water conservation projects which can be an addition to affordable home rehabilitation programs.</b> Climate Action &amp; Environment</p>	<p>AA Amy Armbruster</p>	<p>Climate Action is analyzing whether it makes sense to fold this initiative into WISE (Worthwhile Investments Save Energy) and EERFL (Energy Efficiency Revolving Loan Fund) or how to partner with Central Pines Regional Council to implement the Electrify program - which provides technical assistance to residents to install fixtures in their home that reduce carbon emissions. CA has also reached out to the NC Clean Energy Fund, the organization coordinating Solar for All in NC, to explore how to leverage those funds for this program, WISE and EERLF.</p>	Planning	25 %

Scorecard	Projects	Owner	Update	Phase	Percent Complete
Transportation & Mobility	<p>Assess needs and identify funding to expand free public transportation service to low- and moderate-income households, populations who cannot walk without assistance, those who work outside of traditional work hours, the Transition Areas, and the Extraterritorial Jurisdiction (ETJ) transition area throughout the week, including weekends, by considering different passenger types.</p> <p>Transportation &amp; Mobility</p>	 Christina Moon	<p>Town staff continues to participate in the workgroups for the Orange County Transit FY26 Plan and Chapel Hill Transit Plan which will explore potential projects/route updates to better serve current and future travel needs.</p>	Analysis	50 %

Scorecard	Projects	Owner	Update	Phase	Percent Complete
	<p><b>Identify existing, needed, and poor-quality sidewalks to update the existing sidewalks plan, for the purpose of implementation alongside development projects to increase pedestrian safety and decrease traffic speed.</b></p> <p>Transportation &amp; Mobility</p>	<p> Christina Moon</p>	<ul style="list-style-type: none"> <li>• <b>Infrastructure Projects:</b> Sidewalk projects are underway at various stages of design and construction across Carrboro, including Robeson Street, South Greensboro Street, Barnes Street, Jones Ferry Road, and Estes Drive. For more details, see the <a href="#">Transportation Projects report</a>.</li> <li>• <b>Development Review:</b> Town staff regularly meet with developers to ensure projects align with adopted town and regional transportation plans. Planning staff are also developing a toolkit to improve consistency reviews for large-scale developments.</li> <li>• <b>ADA Transition Plan:</b> A staff workgroup is exploring methods to assess accessibility barriers along the Town's 40+ miles of sidewalks. This effort may help identify network gaps and guide future sidewalk priorities.</li> <li>• <b>Safe Routes to School:</b> The Town is updating its Safe Routes to School Action Plan to improve walking, biking, and rolling access for students. The plan includes evaluating current and planned pedestrian and cyclist infrastructure linking neighborhoods to school facilities.</li> <li>• <b>Maintenance Reporting:</b> Public Works continues to use the Town's <a href="#">"Report Streets &amp; Grounds Issues" form</a> to identify and address areas needing immediate attention.</li> </ul>	<p>Implementation</p>	<p>100 %</p>

Scorecard	Projects	Owner	Update	Phase	Percent Complete
	<p><b>Develop a connected system of on- and off-road facilities to accommodate varying levels of bicyclists and follow bike plan recommendations to have physically separated bike lanes that are built for users of all ages (“8 to 80” framework of age accessibility)</b></p> <p>Transportation &amp; Mobility</p>	<p> Christina Moon</p>	<p><b>Projects Initiated (Planning)</b></p> <ul style="list-style-type: none"> <li>Estes Dr. Extension Bike-Ped Improvements (EB-5886A)</li> <li>Bike Plan Priorities (BL-0149): Bundle of bike plan projects programmed for federal funding along Shelton Street, Maple Avenue and East Poplar Avenue</li> <li>Reimagining East Weaver Street</li> </ul> <p><b>Projects Under Design (Analysis)</b></p> <ul style="list-style-type: none"> <li>Rectangular Rapid Flashing Beacons (RRFBs) at Homestead Rd and Hillsborough Street/ McDougle Southeast Dr</li> <li>Jones Creek Greenway (C-5181)</li> <li>Morgan Creek Greenway Phase 1 (EL-4828A)</li> <li>South Greensboro St. Sidewalk (C-5650)</li> <li>North/South Greensboro Street Resurfacing</li> </ul> <p><b>Projects Under Construction (Implementation)</b></p> <ul style="list-style-type: none"> <li>Bike Loop Detection: Detectors to be installed at three key intersections downtown and at West Poplar/NC Hwy 54</li> <li>NC 54 Pedestrian Improvements (BL-0044)</li> </ul> <p><b>Projects Completed (Completion)</b></p> <ul style="list-style-type: none"> <li>Roberson Street Resurfacing</li> <li>Jones Ferry Road Resurfacing</li> </ul> <p>For more details, see the <a href="#">Transportation Projects report</a>.</p>	<p>Analysis</p>	<p>60 %</p>

Scorecard	Projects	Owner	Update	Phase	Percent Complete
	<p><b>Plan for multi-level electric vehicle (EV) and bicycle charging stations.</b> Transportation &amp; Mobility</p>	<p>AA Amy Armbruster</p>	<p>Analysis Town was not awarded funding from the Inflation Reduction Act grant for EV charging stations. Continues to look for other funding opportunities in collaboration with Finance and Climate.</p>	Analysis	35 %
<p><b>Green Stormwater Infrastructure, Water, &amp; Energy</b></p>	<p><b>Develop and implement a downtown street tree master plan.</b> Green Stormwater Infrastructure, Water, &amp; Energy</p>	<p>AA Amy Armbruster</p>	<ul style="list-style-type: none"> <li>o No Progress / Planning – Strategy needs to be reassigned, or authority needs to be communicated to the Utility. Buffers are currently under PZI guidance. The Utility would encourage undisturbed healthy ecosystems located adjacent to our waterways as one strategy to assist minimizing excess nutrients from entering the ecosystem.</li> <li>o Active - Street trees throughout the community are pruned as part of routine maintenance to ensure their health.</li> <li>o No Progress / Planning - Comprehensive Plan states plant and maintain the tree canopy along “identified” roads. Have specific roads been identified?</li> </ul>	Planning	10 %

Scorecard	Projects	Owner	Update	Phase	Percent Complete
	<p><b>Integrate green stormwater infrastructure dual solutions that improve stormwater management practices and traffic calming in transportation infrastructure (i.e. streets, alleys, sidewalks, curbs, storm sewers, and greenways).</b></p> <p>Green Stormwater Infrastructure, Water, &amp; Energy</p>	<p> Kevin Belanger</p>	<p>Without a plan and resources for active maintenance of these areas there would be limited benefit. Discussions around maintenance and standard specifications still need to happen prior to implementation. The Stormwater Utility plans to advocate for expanded Right of Way (ROW) and standard streetscape design to be included in the Unified Development Ordinance (UDO) rewrite. It should also be noted that the Right of Way (ROW) on most Town Roads is very narrow so there is limited width available to accommodate Stormwater treatments as part of traffic calming efforts.</p>	<p>Planning</p>	<p>20 %</p>

Scorecard	Projects	Owner	Update	Phase	Percent Complete
	<p><b>Develop a playbook for stormwater infrastructure retrofits to educate the public.</b> Green Stormwater Infrastructure, Water, &amp; Energy</p>	<p> Kevin Belanger</p>	<p>Town infrastructure retrofits, Fire Station 1 Retrofit is at 100% design and the Stormwater Utility plans on construction beginning in Fall 2025. The Westwood Cemetery Rain Garden Retrofit is designed and will be funded with loop road construction. The Stormwater Utility continues to look for opportunities in the community for retrofit opportunities on Town owned Properties. We also included in the Capital Projects funding to buy a parcel for future stormwater Retrofit in Downtown Carrboro.</p> <p>Stormwater Utility staff have been assigned the deliverable of developing a Green Stormwater Infrastructure (GSI) Playbook to educate the public. The playbook will closely integrate with the Residential Assistance Program and work toward sharing the successes of GSI implementation within our community. Materials will be shared with Stormwater Advisory Commission as they are competed for feedback and adjustments.</p>	Analysis	20 %
	<p><b>Implement incentive programs for stormwater management or infrastructure mitigation projects for local businesses, prioritizing those that are BIPOCled, and develop technical and financial assistance for income-eligible households to participate.</b> Green Stormwater Infrastructure, Water, &amp; Energy</p>	<p> Kevin Belanger</p>	<p>Residential Assistance program is active– New position filled. Second year of site assessments and technical advice are being completed. Funds have been set aside for first year of cost-share.</p>	Analysis	70 %

Scorecard	Projects	Owner	Update	Phase	Percent Complete
	<p><b>Implement structural and non-structural management measures for redevelopment and infill and add retrofits in dense locations to increase stormwater volume control.</b></p> <p>Green Stormwater Infrastructure, Water, &amp; Energy</p>	<p> Kevin Belanger</p>	<p>The Stormwater Utility is currently reviewing all development and infill applications. We strongly advocated for addressing stormwater when development and redevelopment is occurring on a parcel but are restricted by state statute with what would be required for the development to proceed.</p>	<p>Analysis</p>	<p>40 %</p>
<p><b>Recreation, Parks, &amp; Cultural Resources</b></p>	<p><b>Conduct a feasibility study and/or needs assessment for an indoor recreation center/ swimming pool in Town.</b></p> <p>Recreation, Parks, &amp; Cultural Resources</p>	<p> JG Ferguson</p>	<p>No updates at this time.</p>	<p>Not Started</p>	<p>0 %</p>
	<p><b>Continue to promote and spread awareness of nearby park facilities, especially those that closely border Carrboro and provide amenities and programming that Carrboro lacks.</b></p> <p>Recreation, Parks, &amp; Cultural Resources</p>	<p> JG Ferguson</p>	<p>Staff continues work with Communications and Engagement to highlight our park facilities, we have a quarterly publication.</p>	<p>Implementation</p>	<p>100 %</p>
	<p><b>With efforts led by the Planning Department, continue to collaborate with Planning, RPCR, Public Works, other Town departments, government agencies, and Advisory Boards and Commissions (i.e. Greenways Commission) to implement planned greenway improvements strategically and efficiently in conjunction with planned park and neighborhood linkages.</b></p> <p>Recreation, Parks, &amp; Cultural Resources</p>	<p> Christina Moon</p>	<p>Implementation Ongoing improvements to greenways, trails, and open space. Combo of other transportation and mobility summaries.</p> <ul style="list-style-type: none"> <li>o Planning – The Utility is available and seeking grant opportunities for potential stream restoration projects and enhancements in areas adjacent to the Greenway network. Often these types of projects can coordinate and work in economies of scale during the construction process.</li> </ul>	<p>Implementation</p>	<p>100 %</p>

Scorecard	Projects	Owner	Update	Phase	Percent Complete
	<p><b>Seek ideas and funding for interactive and culturally representative public artwork to be installed in parks and along greenways.</b></p> <p>Recreation, Parks, &amp; Cultural Resources</p>	<p>JF JG Ferguson</p>	<p>Staff will be using funding from the 203 project to install art in the Drakeford building and looking into ways to add more public art through the budget process. There will also be a 70x10 mural on the Drakeford building. We are in the final section stages of that process.</p>	<p>Implementation</p>	<p>100 %</p>
<p>Land Use</p>	<p><b>Develop small land use plans for strategic nodes that promote Carrboro Connects principles including affordable housing, land conservation, and improved walkability. Identify areas along key corridors for high-quality redevelopment opportunities that are walkable, transit-accessible, and near amenities.</b></p> <p>Land Use</p>	<p>CM Christina Moon</p>	<p><b>Downtown Area Plan (Analysis)</b></p> <ul style="list-style-type: none"> <li>The full draft of the <a href="#">Downtown Area Plan</a> is now under public review. It will be presented to the Joint Advisory Board for recommendation on October 9, ahead of the Town Council public hearing and potential adoption on October 21.</li> </ul> <p><b>NC-54 Small Area Plan (Planning)</b></p> <ul style="list-style-type: none"> <li>Town Council approved FY25–26 funding for the NC-54 Small Area Plan.</li> </ul> <p><i>*The Carrboro Connects Comprehensive Plan identified a need for small area plans to assess the Rogers/Homestead/Old NC 86 and Estes/North Greensboro corridors for future growth and development. These plans have not yet been initiated.</i></p>	<p>Analysis</p>	<p>25 %</p>

Scorecard	Projects	Owner	Update	Phase	Percent Complete
	<p><b>Pursue rezoning for greater density along key corridors and transit nodes, reduce/remove parking requirements, and prioritize growth in accessible areas. Investigate creating a new overlay zoning district to allow greater density in areas with high levels of transit and near amenities, with as-of-right incentives for affordable housing.</b></p> <p>Land Use</p>	<p> Christina Moon</p>	<p>Town staff are identifying areas suitable for increased density and growth, a key objective of the <a href="#">Downtown Area Plan</a> and the <a href="#">New Unified Development Ordinance (UDO)</a> projects. The future NC-54 Small Area Plan will also address this.</p>	<p>Analysis</p>	<p>20 %</p>