



TOWN COUNCIL MEETING

CARRBORO DOWNTOWN AREA PLAN

October 21, 2025



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PLAN OVERVIEW

MEETING AGENDA

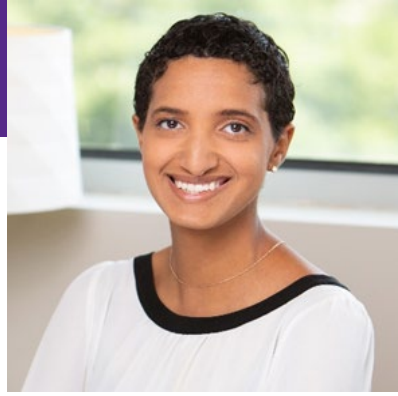
PROJECT TEAM



Danny Wilson,
FNI



Gail Ferry
Katalenas, FNI



Alexis Garcia,
FNI



Amanda
Klepper, PSG



Alan Steinbeck,
PSG



+ Carrboro Town Staff and Advisory Board Members

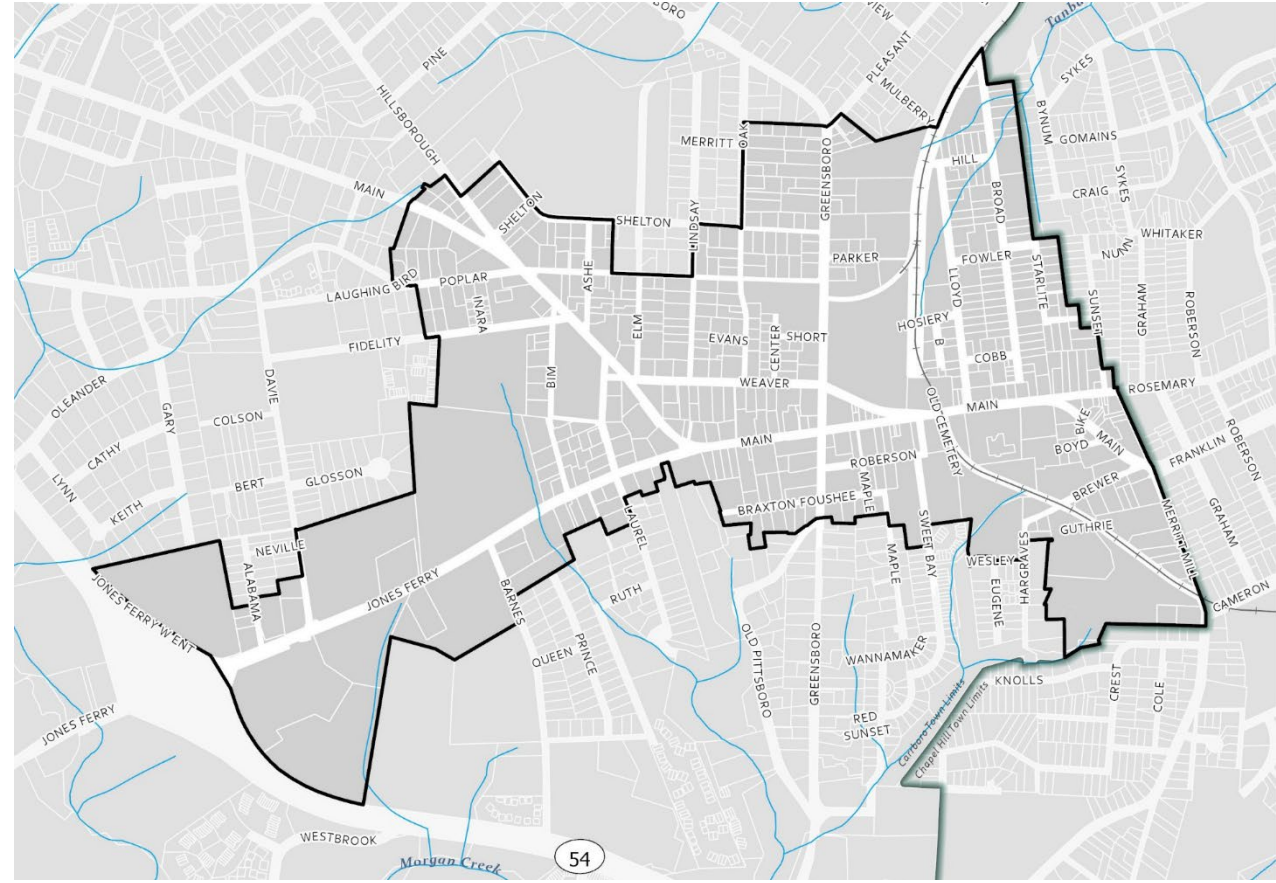
PROJECT OVERVIEW

CARRBORO DOWNTOWN AREA PLAN



PROJECT OVERVIEW

- Why are we doing a Downtown Area Plan?
 - Priority project in the **Carrboro Connects** Land Use, Economic Sustainability, and Green Stormwater Infrastructure, Energy & Water chapters
 - Economic Sustainability Strategy 2.1.a
- Study Area
 - Main St/ Greensboro Rd/ Weaver St/ Jones Ferry Rd
 - Boundary with Chapel Hill



PLAN FORMAT

Volume 1:

1. Introduction
2. Master Plan
3. Implementation

Volume 2:

1. Background Analysis
2. Vision & Goals (Public Engagement Overview)
3. Strategies & Considerations

Appendix:

1. Detailed Public Engagement Summaries



WHAT CHANGED?



- Since we last discussed the plan, the following items were modified:
 - Language was updated to reflect comments/feedback from previous meetings and from Town staff
 - Updated streetscape sections to provide lane width clarity
 - Included additional information regarding affordable commercial spaces
 - Included additional language regarding micro-transit hubs
 - Expanded tree preservation and planting discussion on both public and private property
 - Provided more information and exceptions for building height
 - Clarified that affordability is the most important consideration, so architectural flexibility may be warranted for certain projects
 - Completed the Implementation Chapter
 - Assembled full Appendix to include all public engagement comments received

PLANNING PROCESS

CARRBORO DOWNTOWN AREA PLAN



PLANNING PROCESS

1

EXISTING CONDITIONS
ANALYSIS

2

VISION & GOALS

3

CHARACTER AREAS

4

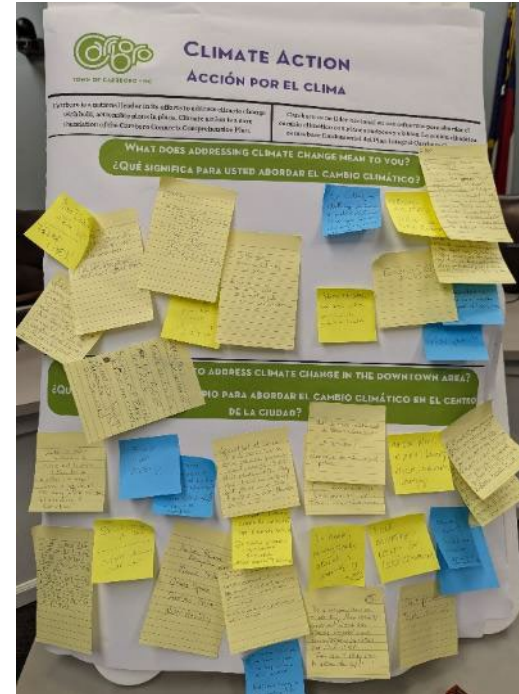
REPRESENTATIVE
RENDERINGS & STRATEGIES

5

IMPLEMENTATION

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CARRBORO CONNECTS

Numerous Strategies and Projects that apply to the Downtown Area and Plan

- Affordable Housing
- Transportation & Mobility
- Green Stormwater Infrastructure, Water & Energy
- Economic Sustainability
- Recreation, Parks & Culture
- Land Use
- Climate Action & Environment



PUBLIC INPUT

- Public input was the central part of this project
- Combining public input as part of this process with the Carrboro Connects Plan goals drove all aspects of this Plan
- High-level summaries are in the Plan
- All data is included in the Plan's Appendix

www.engage.carrboronc.gov

RECURRING THEMES

This Plan embodies comments received from residents and visitors across 286 survey responses and hundreds of attendees across public events (note: community members could fill out the survey and come to one or more of the events). The collective vision and goals of this Plan—for an equitable, climate-conscious, and economically sustainable downtown—reflect the outcome of concerted discussions about growth and change in the downtown area. A detailed summary of events and survey responses can be read in the Appendix of this plan.

Through the varying engagement methods, the Carrboro community shared their priorities and vision for the downtown area. When considered holistically, a series of recurring themes become clear.



PUBLIC SPACES

The community envisions inclusive gathering spaces that provide engaging activities at no cost, creating opportunities for everyone to enjoy.



MOBILITY, ACCESS AND TRANSPORTATION

The community prioritizes access and safety, through continued improvements and resources for walking and biking, complete streets that manage traffic effectively and safely, and space for visitors who must drive to come to the downtown area.



AFFORDABILITY

The community desires affordable housing and businesses, with a particular focus on retaining places that meet daily needs and providing more budget-friendly dining options and grocery stores.



PLANTS AND GREEN SPACE

The community values trees, green spaces, native plants and green infrastructure for shade, aesthetics and ecological and environmental services that address climate change, like air quality and stormwater mitigation.



ART, MUSIC AND ENTERTAINMENT

The community desires to continue to foster vibrant spaces like murals, interactive art, color, music and live entertainment to create an engaging atmosphere. Creative expression is a defining feature of Carrboro.



ORGANIC GROWTH AND HISTORIC IDENTITY

The community emphasizes that new development should be thoughtful and blend with the existing spirit of Carrboro, including a strong interest in maintaining historic buildings, small businesses and local landmarks.

PUBLIC INPUT

Event	Participation (some numbers are estimates)
Community Event 1	100 (estimated)
Community Event 2	42
Community Event 3	30
Community Event 4	60+
Stakeholder Meeting Day	15 + Town Council
Stakeholder Meeting Day	6
Stakeholder Presentation	1
Joint Advisory Board Meeting	28 (incl. staff)
Joint Advisory Board Meeting	48 (incl. staff)
Joint Advisory Board Meeting	24 (incl. staff)
Community Open House Series	96+
Community Survey	286
TOTAL	736*

* plus, the attendance at additional events held by Town staff

PLAN OVERVIEW

CARRBORO DOWNTOWN AREA PLAN



VISION & GOALS

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.

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 create safe and equitable mobility opportunities for all residents.

4

Support small businesses, entrepreneurs and minority-owned enterprises by creating 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

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, affordability for housing and businesses, 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.

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:

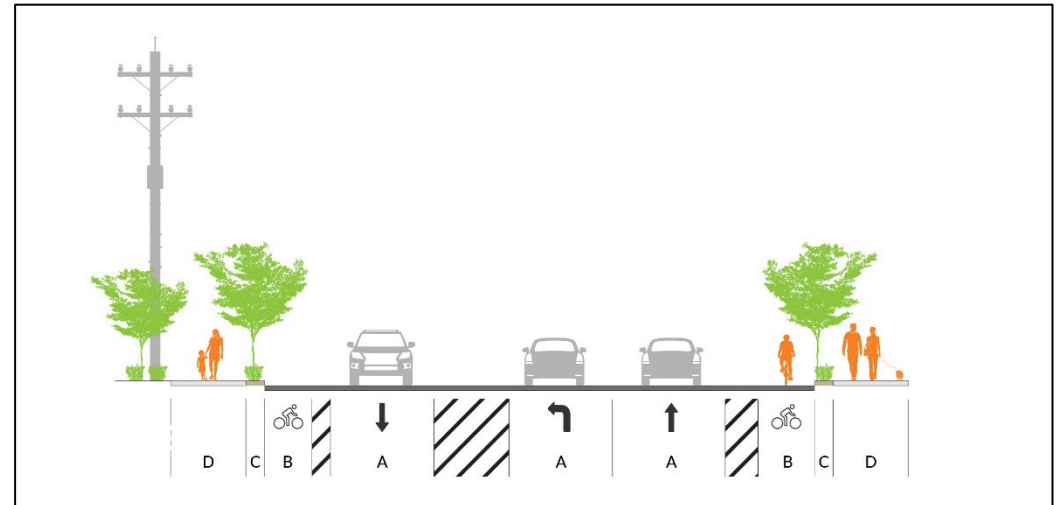
- Mixed-use development with a recreation focus
- Mixed-use development along a greenway

- 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, the narrative brings attention to distinctive elements from each rendering that could also be considered on other properties.



- Character Areas
- Representative Renderings
- Streetscape Typologies



CHARACTER AREA PLAN

Multiple distinct areas, each with a unique character

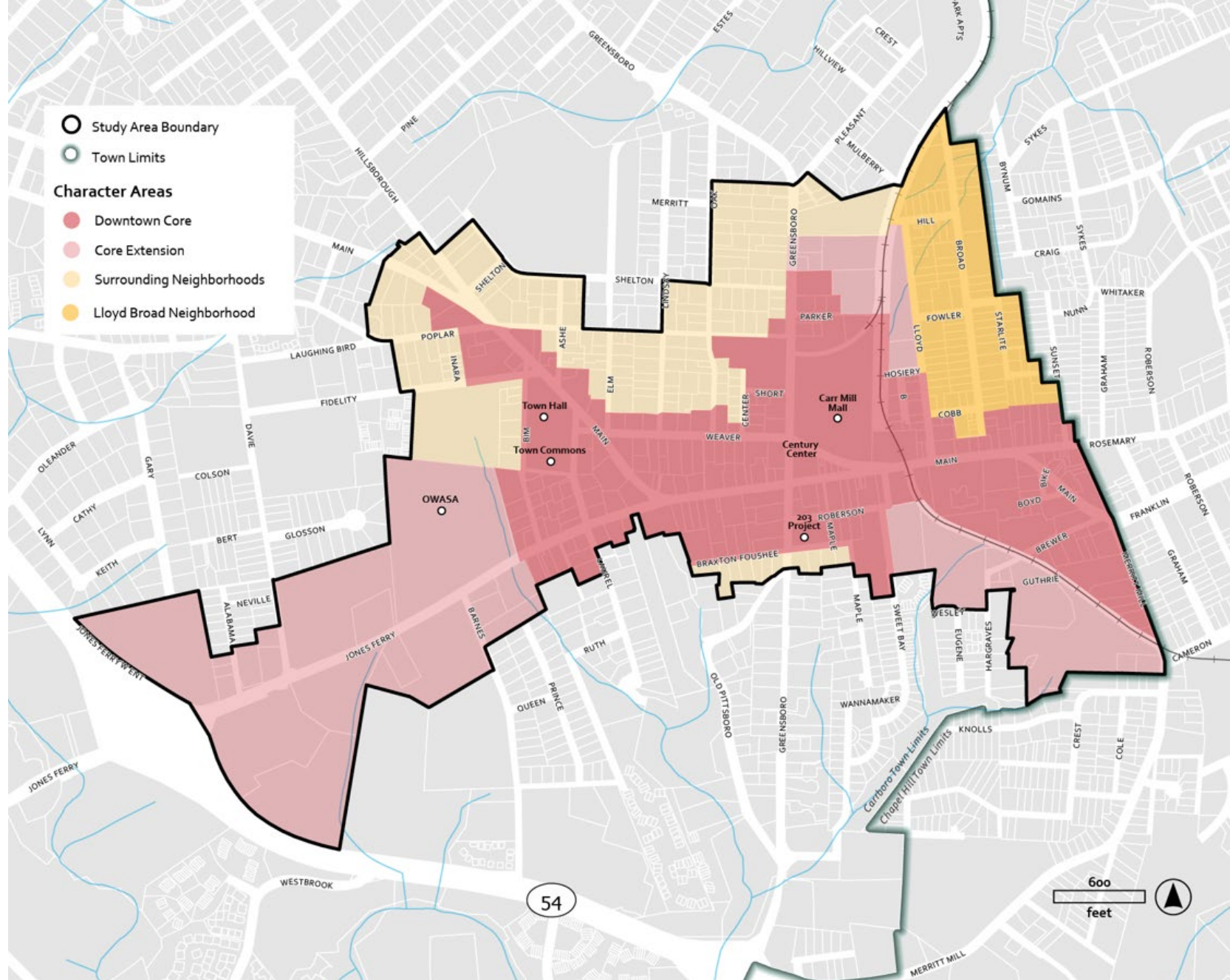


Downtown Core

Core Extension

Surrounding Neighborhoods

Lloyd Broad Neighborhood



CHARACTER AREAS

- Existing Conditions
- Future Vision
 - Brief Description
 - Intended Uses
 - Building Types
 - Building Scale and Placement
 - Parking
 - Urban Design

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, strengths that contribute to its character and 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 building 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.



REPRESENTATIVE RENDERINGS

5 Renderings

- 4 Private Development & 1 Public Space
 - Affordable Housing/Housing Variety
 - Commercial Space Variety
 - Public/Private Outdoor Space
 - Streetscape Enhancements
 - Native Plantings/Trees
 - Varied Architecture
 - Different Scales
 - Sustainable Elements
 - Art Integration





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

STRATEGIES & CONSIDERATIONS

- General Information
- Best Practices
- Overarching Strategies and Considerations

- Development/Redevelopment
- Lot Sizes
- Regulatory Process
- Incentives
- Downtown Transportation
- Infrastructure/Utilities
- Public Art
- Lighting
- Landscaping
- Street Trees
- Building Design/Massing/Placement
- Gateways
- + More

IMPLEMENTATION

- Three Categories
 - Built Environment
 - Operational & Programming
 - Policy & Regulatory
- Connections to Town Goals/Policies
- Metrics & Reporting

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

Downtown Area Plan

Climate Resilience
 Housing Choice
 Improved Mobility
 Economic Sustainability
 Architectural Compatibility

Carrboro Connects

Affordable Housing
 Climate & Environment
 Transportation & Mobility
 Green Stormwater Infrastructure, Energy & Water
 Economic Sustainability
 Recreation, Parks & Culture
 Land Use
 Public Services & Communication

QUESTIONS & THANK YOU!

