

Town of Carrboro

301 W. Main St., Carrboro, NC 27510



Meeting Agenda - Final

Tuesday, October 21, 2025

6:00 PM

Council Chambers - Room 110

Town Council

6:00-6:15**A. POETRY READING, RESOLUTIONS, PROCLAMATIONS, AND
ACKNOWLEDGEMENTS****6:15-6:25****B. TOWN MANAGER'S UPDATE****6:25-6:40****C. PUBLIC COMMENT****6:40-6:45****D. CONSENT AGENDA**

Items on the consent agenda are part of normal town business. There will be no discussion of these items unless a Council Member request to pull an item, after which the item will be removed from the Consent Agenda and considered individually. All other items not removed from the Consent Agenda will be adopted by a single motion.

1. [25-104](#) Approval of Minutes from Town Council meeting held on October 7, 2025

6:45-7:15**E. PUBLIC HEARING**

1. [25-098](#) Public Hearing on the Carrboro Downtown Area Plan

PURPOSE: The purpose of this agenda item is for the Town Council to hold a legislative public hearing and receive public comment on the draft Downtown Area Plan, which explores opportunities for growth in the downtown area and along Jones Ferry Road in line with the Carrboro Connects Comprehensive Plan.

Attachments: [A - Resolution to receive public comment](#)
[B - Draft Downtown Area Plan](#)
[C - Draft Appendix \(Engagement Summaries\)](#)
[D - Plan edits since May 2025](#)
[E - Climate Action Pocket Questions](#)
[F - \[Short REAL\] Small Area Planning Process](#)
[G - Consultant Presentation](#)
[H - Advisory Board Recommendations & Comments](#)
[I - Engagement Efforts Calendar](#)

2. [25-099](#) Second Public Hearing on CDBG-NR Grant Application for Emergency Housing Repairs and Park Improvements

PURPOSE: The purpose of this item is to (1) hold a public hearing on the draft application from the Town of Carrboro for Federal Community Development Block Grant - Neighborhood Revitalization (CDBG-NR) Funds, and (2) to authorize the Town to submit an application for CDBG-NR funds.

Attachments: [A - Resolution Approving the Town of Carrboro Application for CDBG-NR](#)
[B - R&E Pocket Questions - FY25 CDBG-NR Application](#)
[C - CA Pocket Questions - CDBG-NR Application](#)
[D – CDBG-NR Information](#)
[E - CDBG-NR Project Summary](#)

7:15-7:45

F. GENERAL AGENDA

INFORMATION ITEMS

1. [25-101](#) Annual Comprehensive Financial Report (ACFR) and Independent Audit for Fiscal Year Ended June 30, 2025

PURPOSE: This agenda item provides the Town Council with a presentation from Maudlin & Jenkins, PLLC the Town's independent auditor, on the Annual Comprehensive Financial Report (ACFR) for the fiscal year ending June 30, 2025.



Town of Carrboro

301 W. Main St., Carrboro,
NC 27510

Agenda Item Abstract

File Number: 25-104

Agenda Date: 10/21/2025

File Type: Consent Agenda

In Control: Town Council

Version: 1

Approval of Minutes from Town Council meeting held on October 7, 2025



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Public Hearing on the Carrboro Downtown Area Plan

PURPOSE: The purpose of this agenda item is for the Town Council to hold a legislative public hearing and receive public comment on the draft Downtown Area Plan, which explores opportunities for growth in the downtown area and along Jones Ferry Road in line with the Carrboro Connects Comprehensive Plan.

DEPARTMENT: Planning

COUNCIL DIRECTION:

 X Race/Equity X Climate X Comprehensive Plan Other

The Downtown Area Plan is a priority project for implementing the *Carrboro Connects* Comprehensive Plan (Projects Land Use 2.1 and Economic Sustainability 2.1). The Downtown Area Plan builds on the foundations of climate action and race & equity set forth in *Carrboro Connects*, including goals specifically related to addressing climate change and equity, the breadth of equitable and strategic engagement completed over the course of the project, and generalized impacts of recommended actions identified in the Implementation chapter of the plan. The Racial Equity Analysis Lens (REAL) completed for Small Area Plans in 2024 is provided (*Attachment C*); climate action pocket questions have also been provided (*Attachment D*).

INFORMATION: The Town has engaged the consulting firm, Freese & Nichols, Inc. (FNI) to develop a Downtown Area Plan, an implementation project identified in the *Carrboro Connects* Comprehensive Plan. The scope of the project is to refine the goals of the comprehensive plan specifically related to the downtown area, to guide future development and inform other work such as the development of a new Carrboro Unified Development Ordinance (UDO).

Outreach activities incorporated a variety of strategies to collect feedback from the community. The plan includes an overview of outreach (pp. 124-134 of *Attachment B*). A detailed summary of engagement is provided as an appendix to the plan (*Attachment C*).

The Town Council held a worksession on the draft downtown area plan on May 13, 2025. Following the presentation from the consultant, the Council requested additional, strategic engagement with community members of color over the summer to garner more feedback on the plan. Questions from the community as to how the plan would be used, the relationship between the vision and the representative renderings, and comments from the Town Council worksession prompted FNI to make contextual edits to the plan. Changes to the text since the May worksession have been provided (*Attachment D*).

Attachments to this item include a combined consistency statement and resolution to adopt the Downtown Area Plan (*Attachment A*), the draft plan (*Attachment B*), the draft appendix (*Attachment C*), a compilation of plan edits since the May worksession (*Attachment D*), climate action pocket questions (*Attachment E*), the Short

REAL for Small Area Plans (*Attachment F*), a copy of the consultant's presentation (*Attachment G*), recommendations from Town advisory boards and commissions (*Attachment H*), and a summary of engagement efforts (*Attachment I*).

FISCAL IMPACT: There are no fiscal impacts associated with the receipt of public comment as part of the consideration of the Downtown Area Plan. Plan implementation will involve fiscal impacts and staff time.

RECOMMENDATION: The Manager recommends that the Town Council receive public comment during the hearing and consider the attached resolution scheduling the adoption of the Downtown Area Plan for November 17, 2025 (*Attachment A*).

A RESOLUTION TO RECEIVE PUBLIC COMMENT ON THE DRAFT DOWNTOWN
AREA PLAN AND TO SCHEDULE A FUTURE MEETING TO CONSIDER ADOPTION

WHEREAS, the Carrboro Town Council seeks to implement the Carrboro Connects Comprehensive Plan, Land Use and Economic Sustainability priority projects for a Small Area Plan for the Downtown and Jones Ferry Road corridor, and;

WHEREAS, the Downtown Area Plan further refines the visions, goals, and strategies of the Carrboro Connects Comprehensive Plan, and sets forth guidance for the development of downtown, and;

WHEREAS, since July of 2024, the Town has worked with a contracted consulting team to draft the Downtown Area Plan, and;

WHEREAS, the Downtown Area Plan is a community-driven effort that prioritized equitable engagement over the course of a year of outreach and provided a variety of opportunities for the community to participate, and

WHEREAS, the Town’s advisory boards and commissions participated in multiple reviews of the Downtown Area Plan to provide feedback and confirm consistency with the Carrboro Connects Comprehensive Plan, and;

WHEREAS, the Carrboro Town Council held a public hearing on adopting the Downtown Area Plan on October 21, 2025.

NOW, THEREFORE BE IT RESOLVED that the Town Council specifies the following revisions be incorporated into the final plan and the plan brought back for final action on November 17, 2025:

1. _____
2. _____
3. _____
4. _____



TOWN OF CARRBORO

DOWNTOWN AREA PLAN

DRAFT SEPTEMBER 2025



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.

MAYOR & TOWN COUNCIL

Mayor Barbara Foushee

Catherine Fray, Council Member

Randee Haven-O'Donnell, Council Member

Jason Merrill, Council Member

Danny Nowell, Council Member

Cristóbal Palmer, Council Member

Eliazar Arturo Posada-Orozco Jr, Council Member

TOWN STAFF

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Marie Parker, Assistant Town Manager

Anita Jones-McNair, Director, Race and Equity Officer

Catherine Lazorko, Director, Communication and Engagement

Christina Moon, Interim Planning Director; Planning & Transportation Administrator

Duncan Dodson, Planner

Evelyn Greene, Specialist, Communication and Engagement

Jon Hartman-Brown, Director, Economic Development

Keith Berger, Deputy Director, Public Works Program

Kevin Belanger, Director, Public Works

Laura Janway, Manager, Climate Action

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April Scales

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Ed Witkin

Galen Kirkpatrick

Sharon Reilly

Susan Poulton

Terri Buckner

CONSULTANT TEAM



STERLING
ILLUSTRATION

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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.

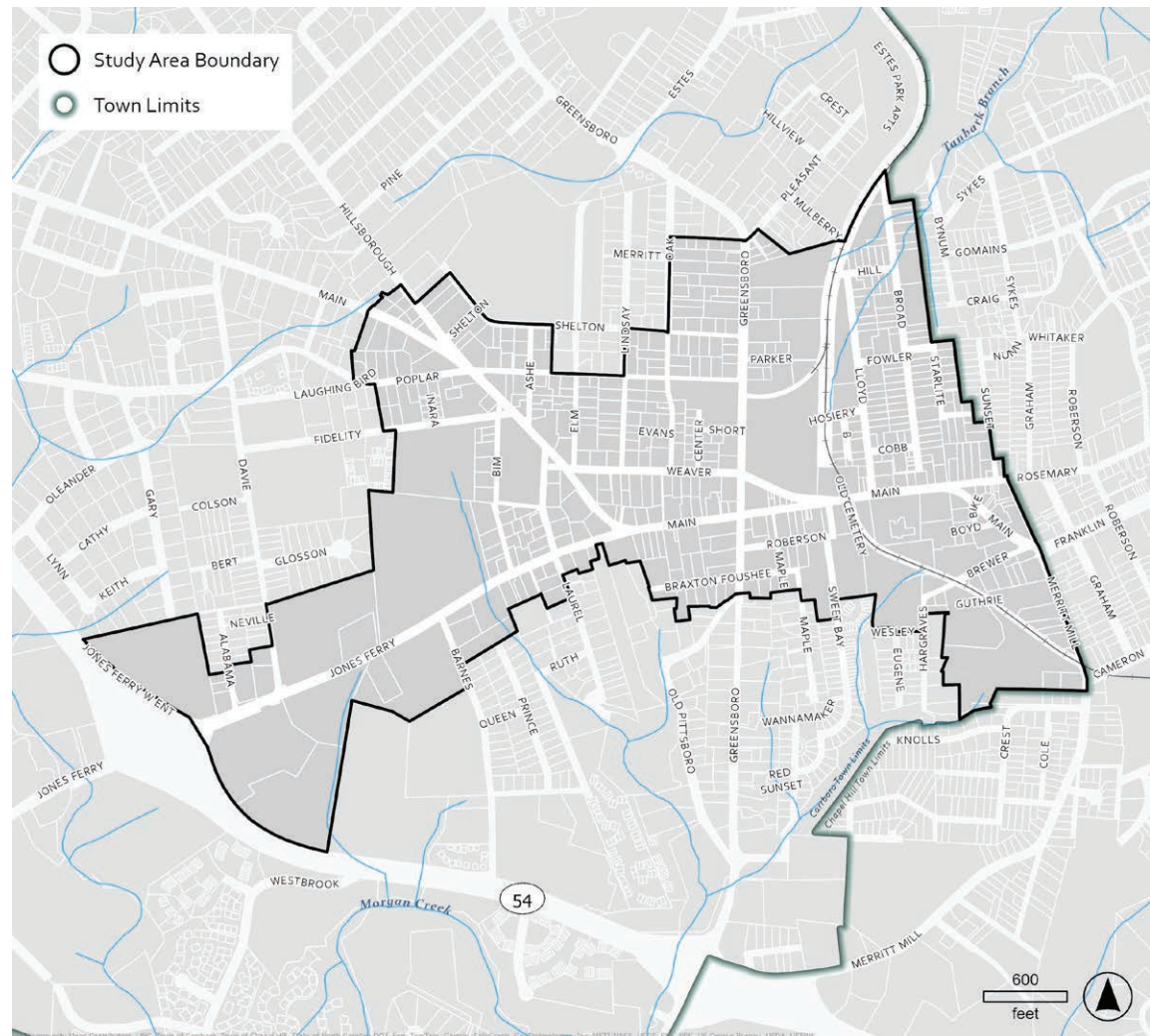


STUDY AREA

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

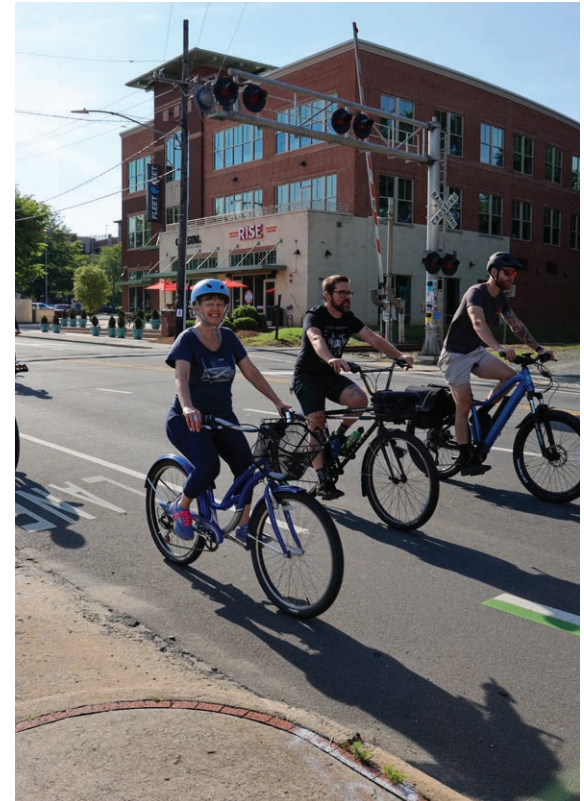
Improve pedestrian and bicycle infrastructure, reduce traffic congestion, and expand public transit options to ensure safe and equitable mobility for all residents.

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.

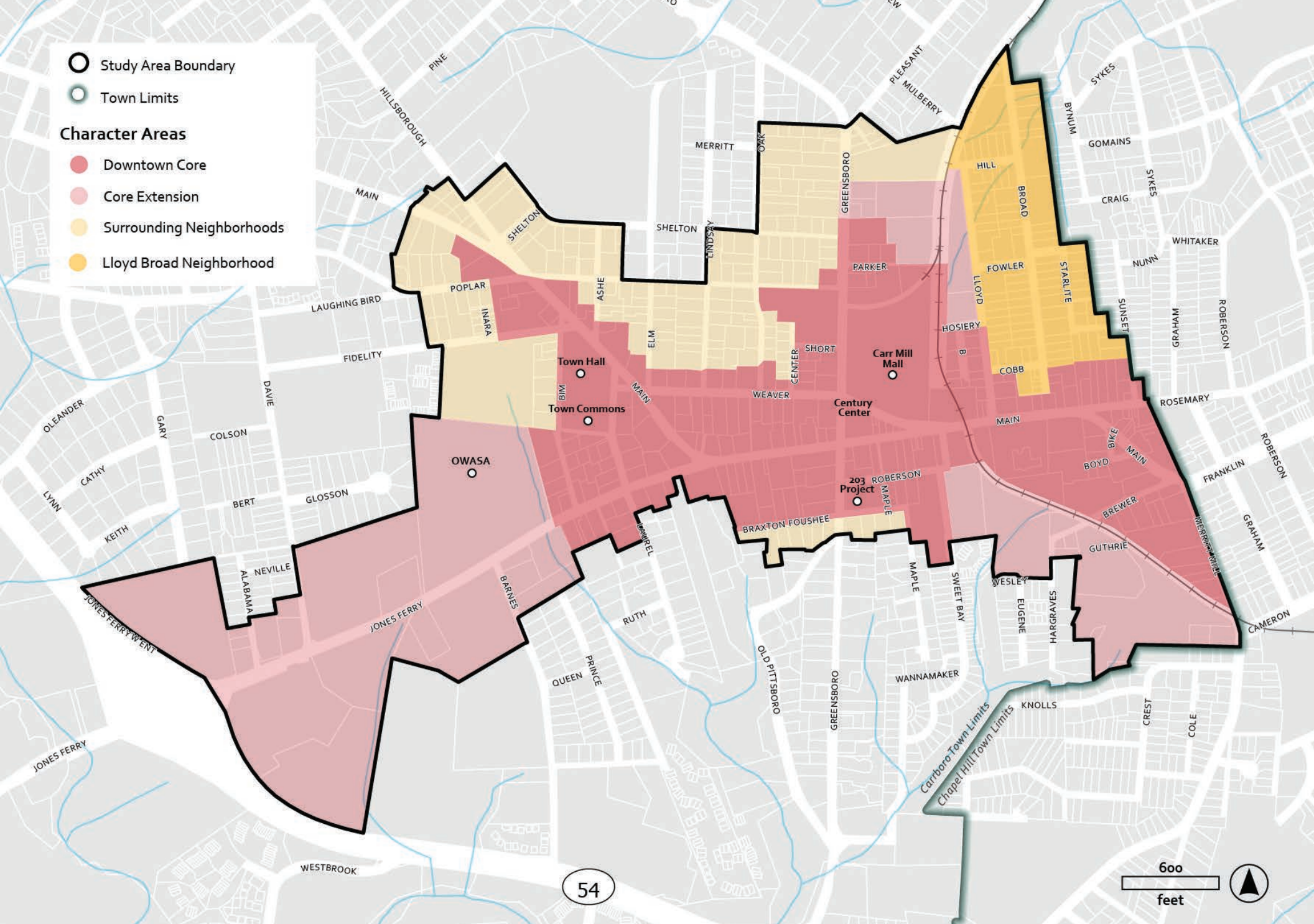
The four character areas and their associated objectives are:

- **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.





Map 2. Character Areas

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.

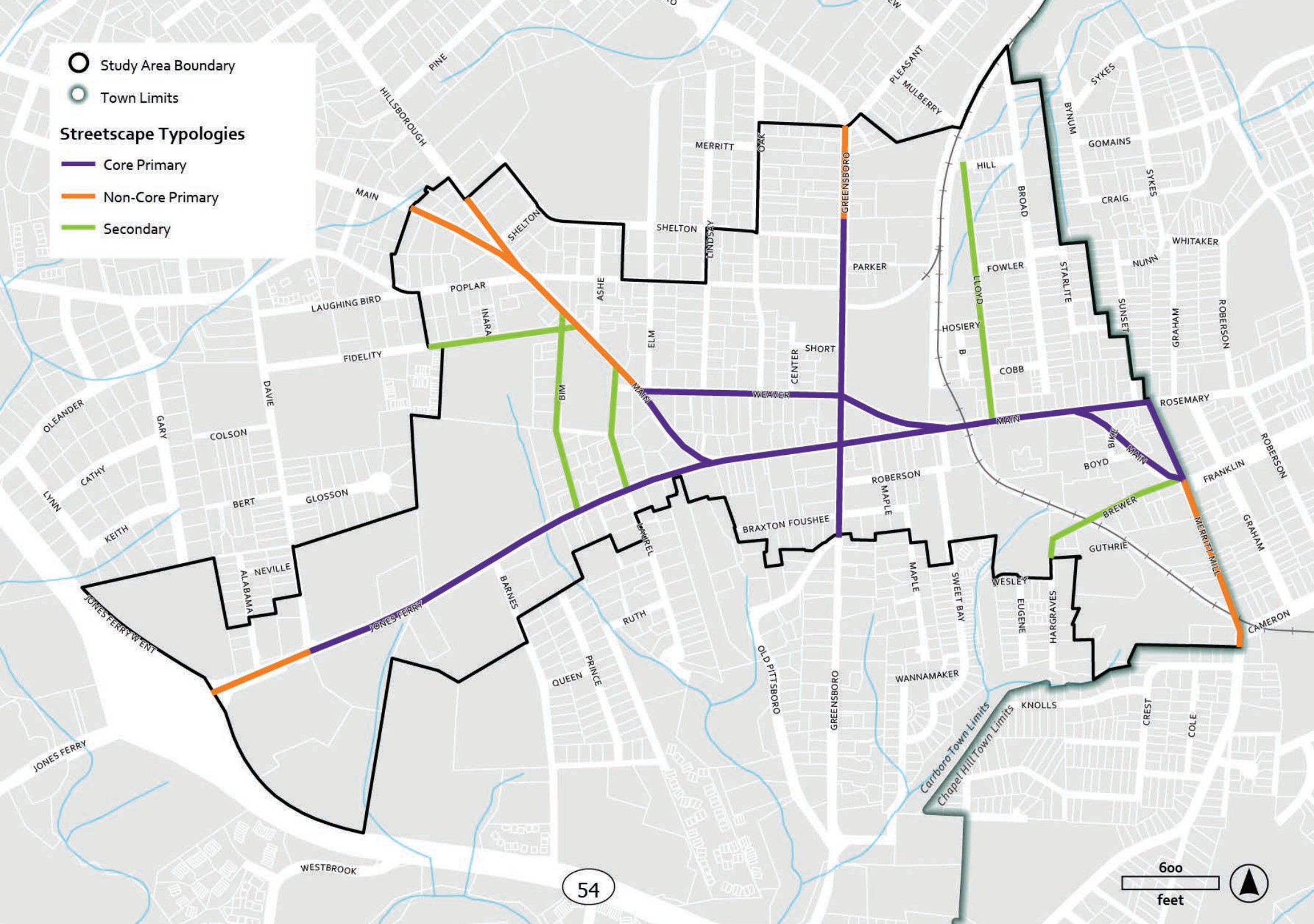
The remaining streets, which are mainly local neighborhood streets, are diverse and have a variety of characteristics, and will be discussed in a separate section with more generalized recommendations. In addition, Roberson Street has unique recommendations and will be discussed in its own section.

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

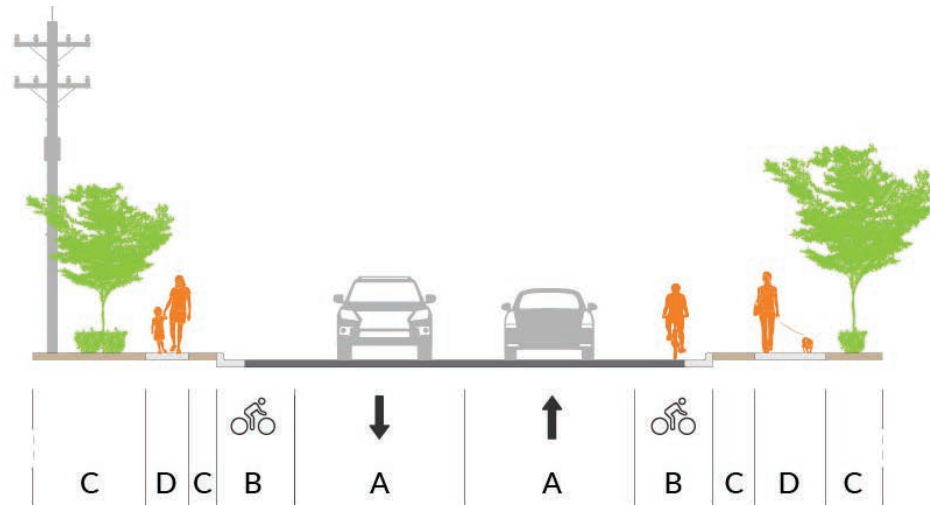
EXAMPLE: NORTH GREENSBORO STREET

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



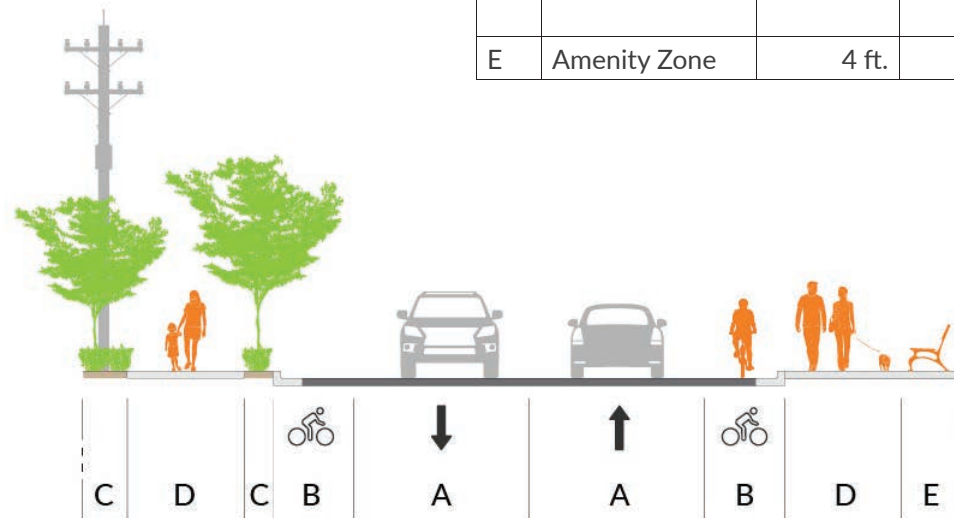
North Greensboro Street south of Parker Street

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)

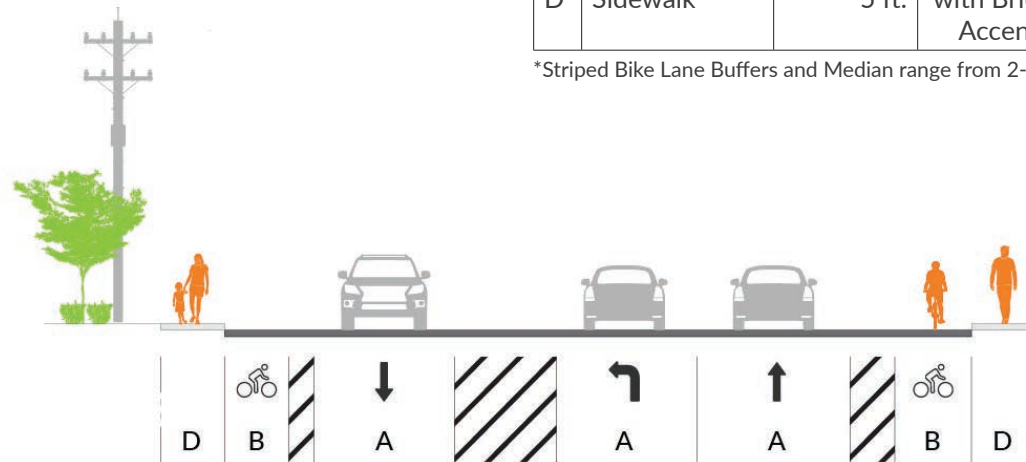
EXISTING CROSS-SECTION

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.

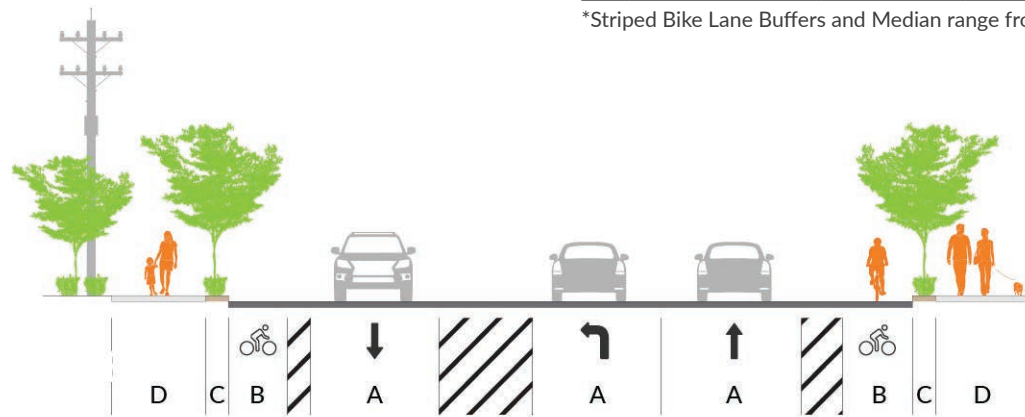
The potential cross-section for Jones Ferry Road as a Core Primary streetscape could include the following enhancements:

- 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



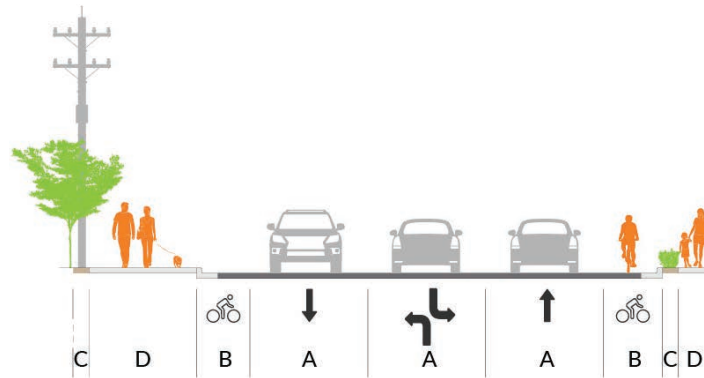
This parking-protected bike lane in Tampa, FL was installed as part of Tampa's QuickBuild program

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.



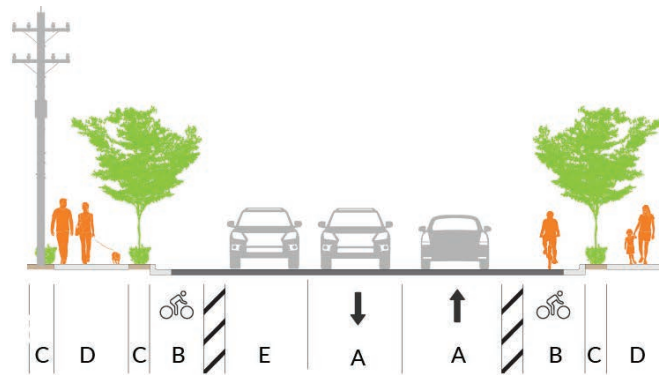
West Main Street (south of Poplar Avenue) Existing Cross-section

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

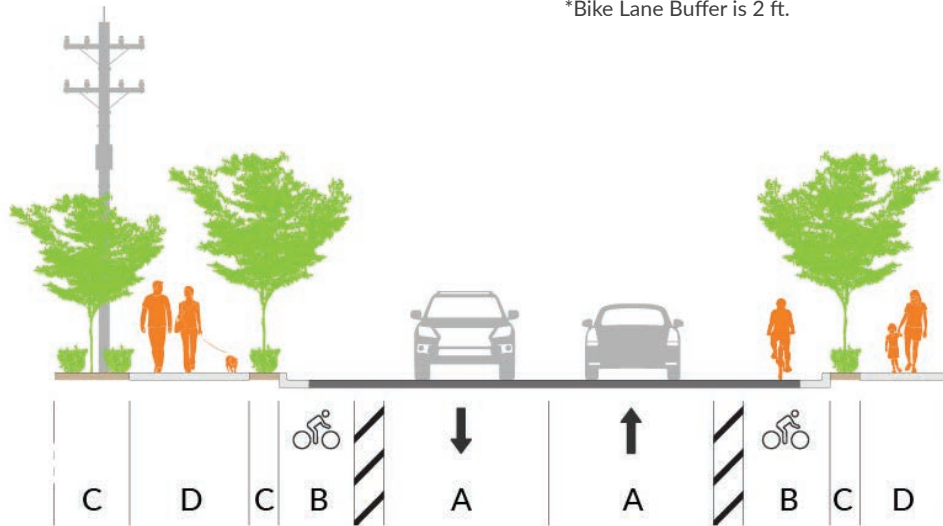
POTENTIAL CROSS-SECTION - OPTION 2

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

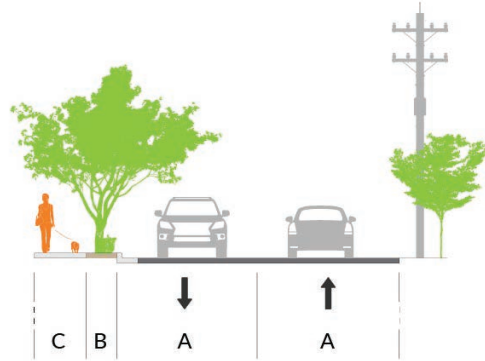
Vehicle Lanes	• 10-foot maximum travel lane width to encourage safe speeds. • No turn lanes except at intersections with primary streets, if needed to maintain access from neighborhoods. If not, remove turn lanes to reduce pedestrian crossing distances. No additional centerline striping, except where 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.



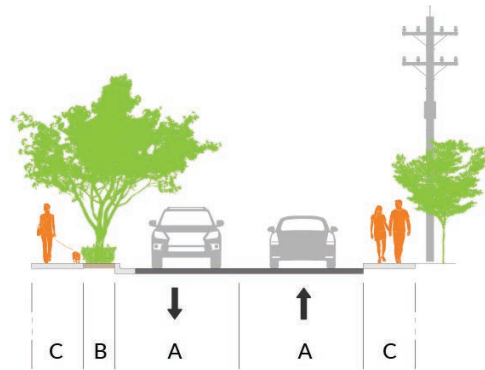
Brewer Lane Existing Cross-section

	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

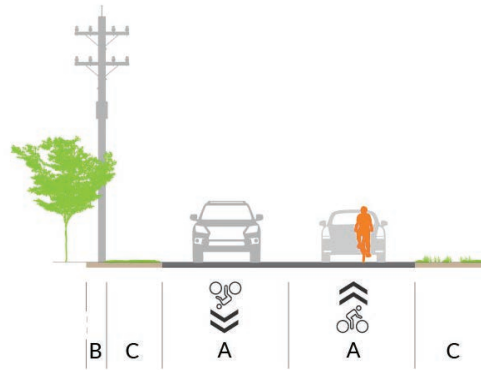


The ArtsCenter, Libba Cotten Bikeway, and art crosswalk on Roberson Street

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 sharrowrows.
- No sidewalks.



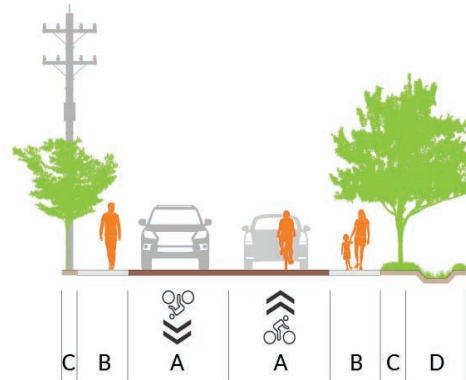
Roberson Street Existing Cross-section

	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



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

Downtown Area Plan

1

Climate Resilience

2

Housing Choice

3

Improved Mobility

4

Economic Sustainability

5

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

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>	  	                             						

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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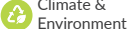
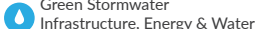
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Figure 8. Operational & Programming Recommendations (cont.)

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>	  	                            						

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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Climate & Environment



Transportation & Mobility



Green Stormwater Infrastructure, Energy & Water



Economic Sustainability



Recreation, Parks & Culture



Land Use



Public Services & Communication

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.)

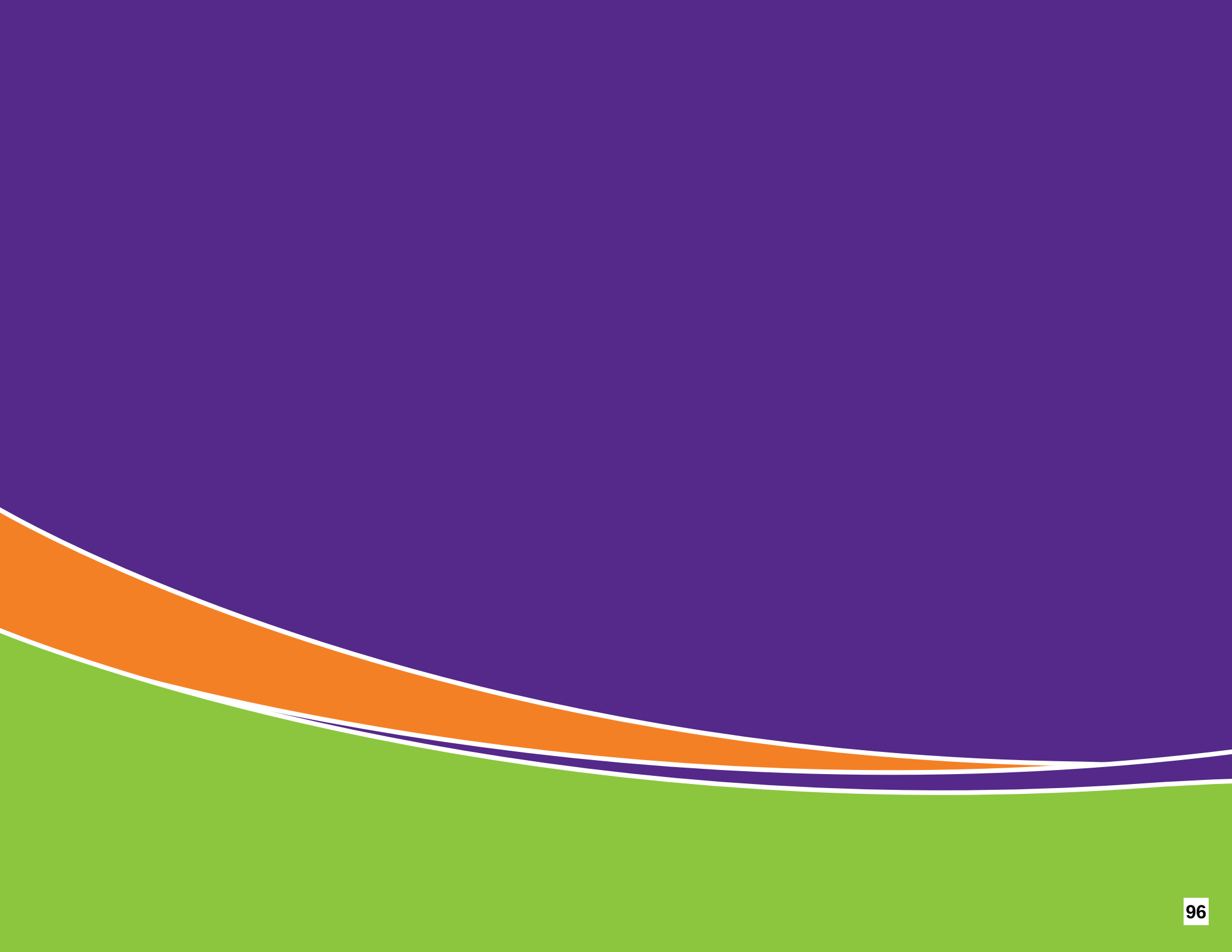
Metric (within study area) Tracked Annually	Desired Trend	Additional Context
Square footage of impervious cover	Down	Reducing impervious cover in the downtown area supports the Town's Climate Action goals. Notably, increasing the number of housing units (as identified as desired trend in this table), 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.





Volume 2: Background Analysis



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Background Analysis

DRAFT



PREVIOUS PLANNING EFFORTS

Previous local and regional planning efforts should be considered when developing a downtown area plan to ensure coordinated recommendations for the study area. This section provides an overview of relevant plans and their applicability to this Downtown Area Plan.

CARRBORO CONNECTS COMPREHENSIVE PLAN (2022)

The Carrboro Connects Comprehensive Plan was the first official comprehensive planning process undertaken by the Town. Significant community input was obtained throughout the engagement process, even as the plan was developed through the COVID-19 pandemic. The plan was developed with a specific foundational focus on addressing climate change and advancing racial equity and included the following key takeaways which have a direct connection to the downtown area:

- Support affordable housing through a variety of efforts, including increased density, reduced parking and commercial property redevelopment for mixed-use projects.
- Encourage environmentally sustainable design practices to conserve and restore watersheds, ecosystems and native plant communities.
- Utilize green stormwater infrastructure (GSI) to support Low Impact Development (LID) practices and ecosystem recovery efforts.

- Support a multi-modal community by improving walkability, increasing pedestrian safety, reducing vehicular speeds, increasing bicycle facilities and improving transit infrastructure.
- Increase downtown street trees and tree canopy coverage through a variety of efforts, including the planting of canopy trees in public spaces.
- Inspire well-designed, mixed-use developments in downtown that incorporate higher densities and support other plan goals by providing small business spaces and affordable housing.
- Incorporate public artwork throughout downtown to enhance the built environment and create a more beautiful, vibrant community.
- Enhance civic spaces and directional signage in downtown to support business opportunities for local businesses and encourage tourism.
- Host numerous community events and festivals in downtown to continue the tradition of community celebration.
- Encourage commercial investment in public amenities, such as sidewalks,



landscaping and tree canopy coverage.

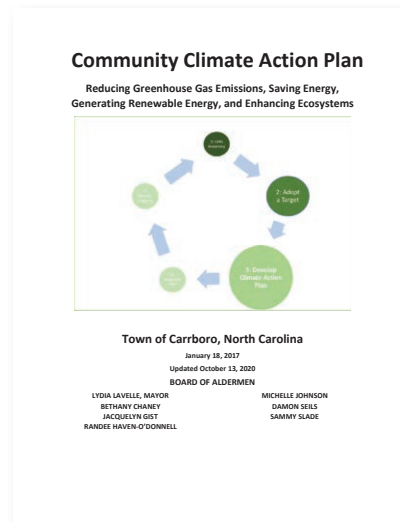
- Facilitate new growth with higher densities along active transit routes and near identified development nodes to reduce car dependency.

COMMUNITY CLIMATE ACTION PLAN (2020 UPDATE)

The Community Climate Action Plan Update was a continuation of the Town's commitment to reduce emissions of greenhouse gases that are causing global climate change. The purpose of the plan was to provide community-scale recommendations to meet the Town's emissions reduction goal.

The plan provided recommendations based on six main topics: community integration, building energy efficiency, transportation, renewable energy, ecosystem protection and enhancement and food choice. Several of the plan recommendations include elements that directly involve or impact the downtown area:

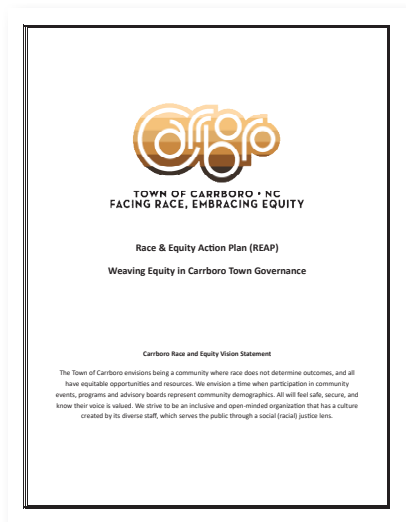
- Reduce community-wide emissions by 80% by 2030 by encouraging more efficient buildings and bringing older buildings up to code.
- Enhance existing transit service to ensure a more comprehensive system and provide better access to downtown from all parts of Carrboro.
- Establish GoTriangle carpool/vanpool parking areas located in downtown to improve access for commuters.
- Research and implement a bike-sharing system downtown.
- Pursue efforts to implement land use and development policies that help ensure destinations for daily needs, such as school, work and shopping, are within convenient bicycling distance from home.
- Pursue geothermal heating and cooling in downtown and explore the creation of a geothermal district.



RACE & EQUITY ACTION PLAN (2023)

The Race & Equity Action Plan is a framework for advancing the Town's race and equity efforts to ensure a culture of equity and inclusivity for all residents of Carrboro. The plan aims to normalize the conversation around racial equity to recognize the bias that exists and review Town initiatives through a racial equity lens. As the Downtown Area Plan is developed, the Town should work to provide an equitable environment that aligns with the Town goals:

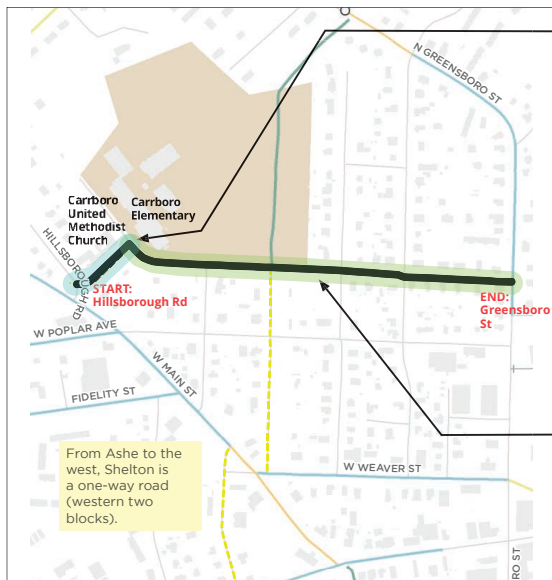
- Continue leading using the GARE Model of Change Approach – visualize, normalize, organize and operationalize.
- Educate Carrboro Town employees and residents about the importance of advancing racial equity.
- Serve as a change agent and a resource to identifying and removing structural bias and inequities in Town policies, practices, procedures, programs and services.
- Reduce racial disparities within Town government.
- Work to ensure Carrboro is a model employer and service provider by embedding racial equity in daily and long-term operations.
- Work with community and partners to ensure safety, sense of belonging and that everyone is valued.
- Help all residents live in a more just and equitable community.
- Update the Town Council agenda template to provide additional background information centering on race and equity.
- Work to ensure that the intentions of all departments connect with equitable impacts.



BIKE PLAN (2020 UPDATE)

The 2020 Updated Bike Plan built upon the 2009 Bicycle Plan and established a new vision for bike infrastructure in the future, focusing on ensuring equity, increasing ridership and serving riders of all ages. The plan engaged the community and a steering committee to identify key strategic priorities to support infrastructure projects. The plan resulted in strategic priorities for recommended infrastructure improvements throughout Carrboro. Five of the recommendations were selected as key recommendations with techniques for implementation. Three of the key recommendations located in or directly supporting the downtown area are listed below, including diagrams from the Updated Bike Plan. Additional key projects not detailed in the plan include the Elm Street/Laurel Avenue Neighborway and West Braxton Foushee Street Neighborway.

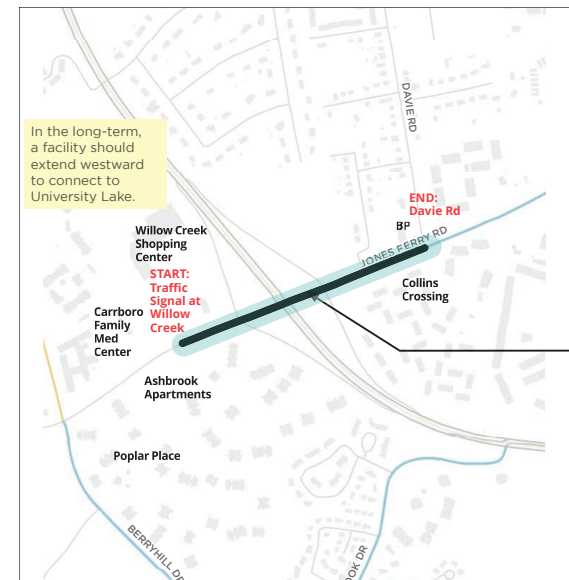
- **Shelton Street Contraflow Lane** – The introduction of a contraflow bike lane on Shelton Street between Hillsborough Road and Greensboro Street. The design of this project has now been funded by the Regional Flexible Fund.
- **West Main Street Bike Lane and Intersection Improvements** – This includes intersection improvements and bike lanes on both sides of the street along West Main Street between Laurel Avenue and Jones Ferry Road.
- **Jones Ferry Road Separated Bike Lanes** – Provide separated bike lanes along Jones Ferry Road on both sides of the heavy commuter corridor from the signal at Willow Creek to Davie Road. The Town completed this work in line with NCDOT resurfacing in summer 2024.



Shelton Street contraflow lane locations



West Main Street bike lane and intersection improvement locations



Jones Ferry Road separated bike lanes location

COMMUNITY SNAPSHOT

DEMOGRAPHICS

The demographic analysis in this section draws on data from various sources, including the U.S. Census, American Community Survey (ACS), Longitudinal Employer-Household Dynamics (LEHD), Carrboro Economic Development Department, and Esri, to present information at the most detailed level and using the most recent data available for the data type, at the time of the drafting of this report. Where applicable, this data uses U.S. Census Bureau decennial Census data for 2010 and 2020, ACS 5-Year Estimates by block group or Town-wide, Esri forecasts for 2024, and LEHD data for 2021. Where ACS data is used, the applicable year is identified.

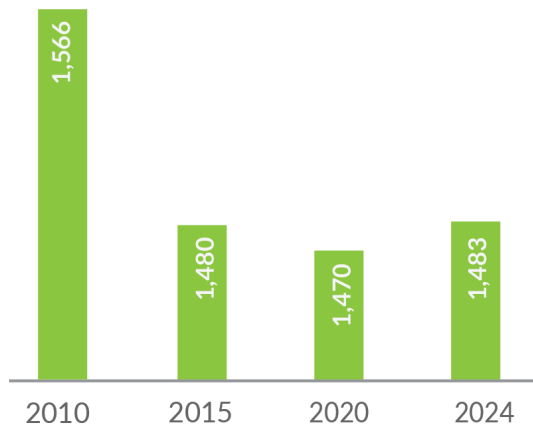
The boundaries of the study area do not align with standard geographies such as town limits, census tracts, or block groups established by the U.S. Census. Due to this difference, some of the analyses presented in this section rely on data by the block groups that are fully or partially located within the study area boundaries. Additionally, using Esri's Business Analyst tool, the data has undergone further apportionment to provide greater detail specific to the study area. Data apportionment involves the summarization or aggregation of data, which enables this analysis to utilize available census data by block group to more accurately calculate information for the defined study area.



POPULATION

Since 2010, Carrboro has grown by 11%, adding over 2,000 new residents. Over that same period, the downtown area population experienced a change of -5.3% representing a reduction of approximately 83 residents. In 2024, approximately 1,483 residents lived in downtown and the immediate surrounding area, representing approximately 7% of the population of Carrboro.

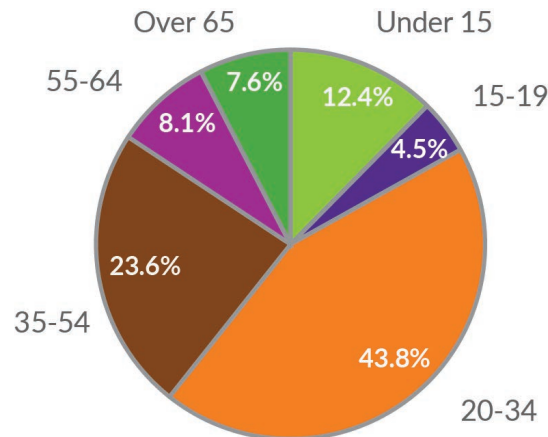
Figure 11. Downtown Population Change



AGE

In 2024, more than half the population in the downtown area was between 20 and 54 years of age, and approximately 251 people are under 20, making up 16.9% of the residents in the downtown area. The median age in downtown is 30.3 years of age which is similar to that of Carrboro at 33.1 years.

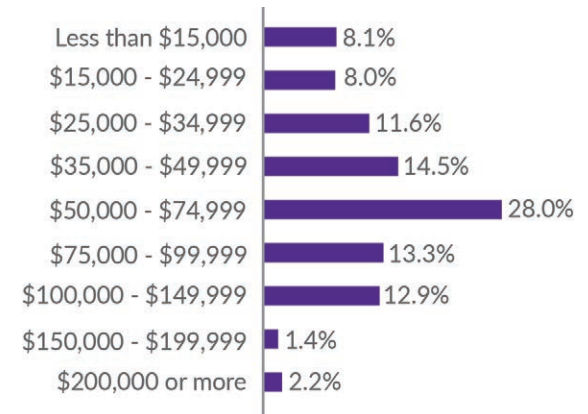
Figure 12. Downtown Age Distribution



HOUSEHOLD INCOME

In 2024, the median household income for the downtown area was \$54,664, lower than the median income for the Town of Carrboro, which was \$85,927. The Downtown Household Income Chart below shows the distribution of the downtown population by income level. The household income statistics can impact the types of business options that will be attracted to this area of Carrboro.

Figure 13. Downtown Household Income



Source: U.S. Census Bureau, 2019-2023 American Community Survey 5-Year Estimates, Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

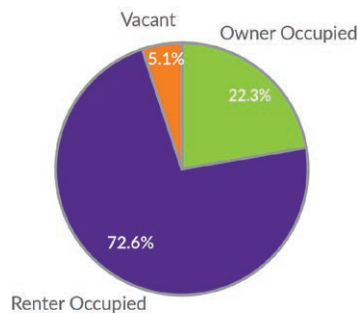
Housing

In 2024, there were approximately 727 housing units in the downtown study area. Of these units, around 22.3% were owner-occupied, while 72.6% were renter-occupied.

The Map 2 illustrates housing costs as a percentage of household income based on 2023 ACS data. While much of the cost burden falls within the range of 21%–40%, there is a noticeable increase in the cost burden of 41%–60% in the eastern and northern portions of the area. These regions are historically home to BIPOC communities, which may have faced systemic barriers to homeownership and equitable economic opportunities.

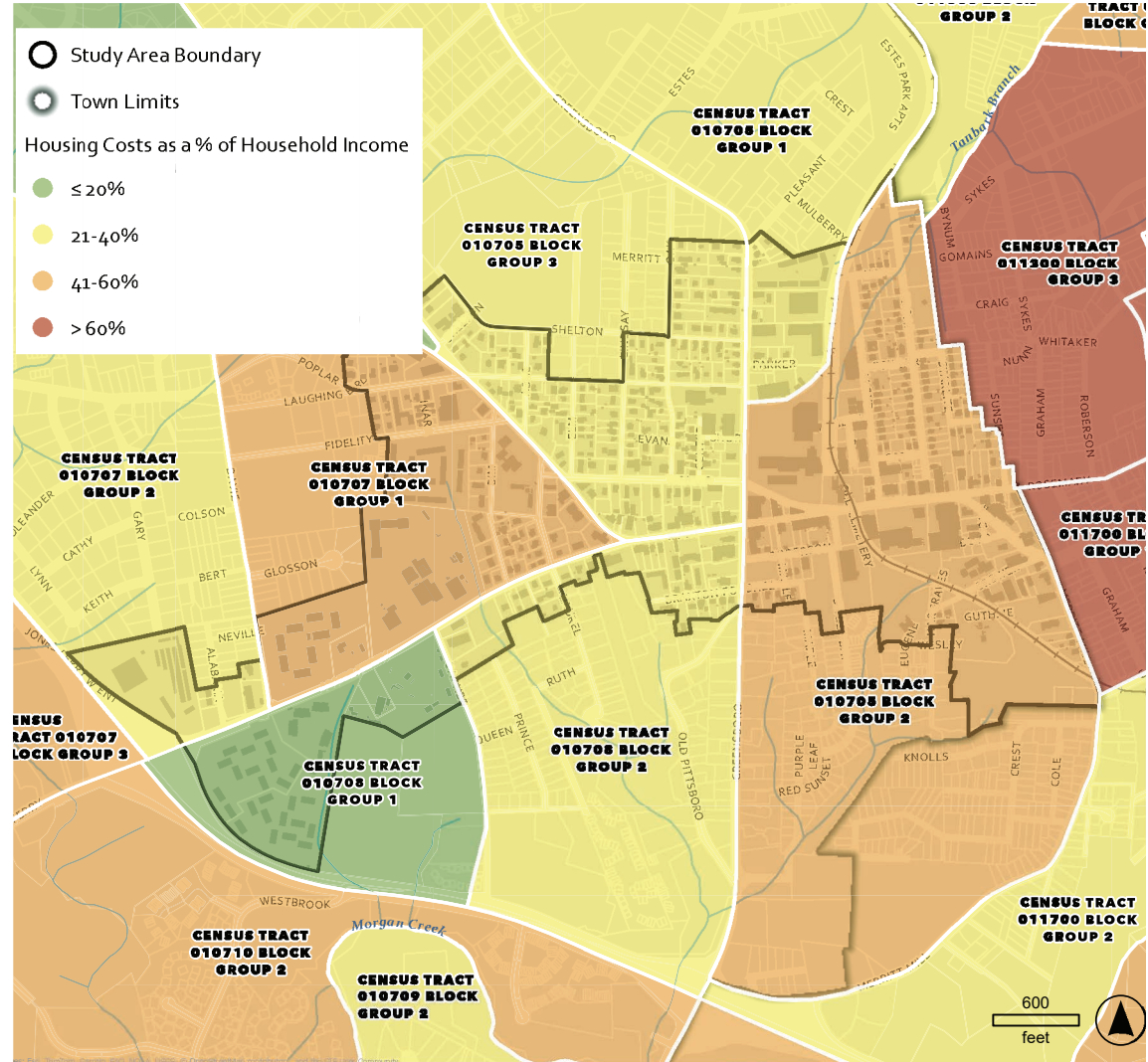
Considering the median household income of \$54,664 and the significant portion of the area that is renter-occupied, the increased cost burden presents a notable challenge for residents. This can disproportionately impact residents in historically underserved neighborhoods and may signal a need for expanded affordable housing options in the downtown area.

Figure 14. Owner/Renter Occupied Units



Source: U.S. Census Bureau, Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

Map 4. Housing Cost as Percentage of Household Income



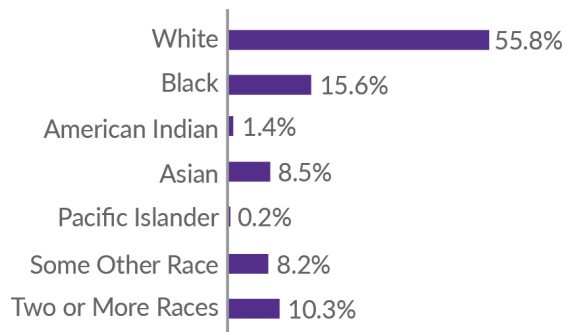
Source: 2019-2023 American Community Survey 5-Year Estimates

RACE AND ETHNICITY

In the downtown area, the largest percentage of residents is White, comprising 55.8% of the population. The remaining 44.2% includes residents of diverse racial backgrounds, with 15.6% identifying as Black. The Map 3 provides an overview of racial demographics within the downtown area by identifying the predominant race by block group. Most of the area is shown as White, however, one block group highlights Black residents or other people of color as the primary population.

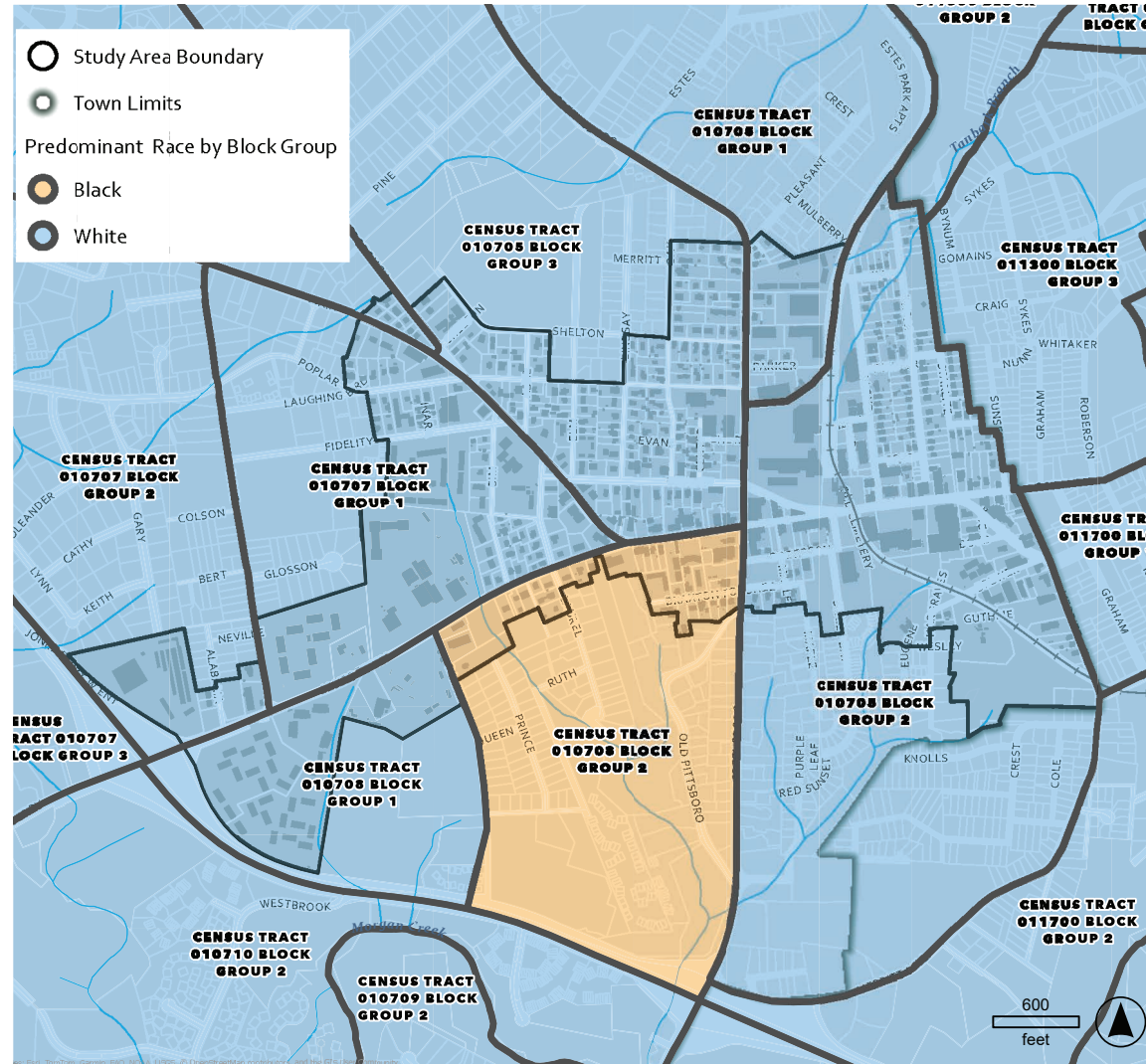
It is important to acknowledge that historically Black neighborhoods, such as the Lloyd-Broad Neighborhood, are not indicated as Black on the map. This discrepancy may stem from the aggregation of populations in larger demographic areas beyond the downtown boundaries. As this Plan is developed, efforts will be made to address and mitigate any potential disproportionate impact on BIPOC communities. The focus will remain on fostering equity, inclusion and representation to create a downtown area that serves all residents, prioritizing historically marginalized groups.

Figure 15. Downtown Race Distribution



Source: U.S. Census Bureau, Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

Map 6. Predominant Race by Block Group



Source: U.S. Census Bureau, 2019-2023 American Community Survey 5-Year Estimates, Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

COMMUTING

According to the Longitudinal Employer-Household Dynamics (LEHD), in 2021, for the population over the age of 16 that are employed, the majority (nearly 99%) of people employed in the downtown area lived outside the area and commuted in for work. Conversely, 95% of those living in the downtown area work outside the area. This means very few people both live and work in the downtown area. Over 42% of downtown workers commute less than 10 miles to work, but many live or work nearby, while only 16.9% commute more than 50 miles. According to 2018- 2022 ACS 5-Year estimates, approximately 15.8% of the downtown area employed population age 16 and over commuted by public transit, 12.9% by walking, 8.9 % by biking, and 6.7% carpooled.

Figure 16. Distance Traveled to Work

Distance Traveled to work	Percent
Less than 10 miles	42.2%
10 to 24 miles	28.1%
25 to 50 miles	12.8%
Greater than 50 miles	16.9%
Total All Jobs	100.0%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2021).

Figure 17. Commute to Work by Mode



Source: 2018-2022 American Community Survey 5-Year Estimates

Figure 18. Origin-Destination Employment Statistics

Inflow/Outflow Analysis	Percent
Employed in the Study Area	100.0%
Employed and Living in the Selection Area	1.3%
Employed in the Selection Area but Living Outside	98.7%
Living in the Study Area	100.0%
Living and Employed in the Selection Area	4.7%
Living in the Selection Area but Employed Outside	95.3%



Map Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2021).

BUSINESS COMMUNITY

According to the Carrboro Economic Development Department, more than 190 businesses are in the study area. The most prevalent business types are restaurants, food and beverage establishments, miscellaneous retail, and consumer services. A highly diverse business community helps to support a thriving downtown, and Carrboro is already experiencing some of what this success means.

Figure 19. Downtown Carrboro Businesses

Industry	Number	Percent
Automotive	5	3%
Banking	3	2%
Broadcast Media	1	1%
Civic & Social Organization	7	4%
Construction Services	6	3%
Consumer Services	19	10%
Creative Professional Services	8	4%
Entertainment	6	3%
Health, Wellness and Fitness	11	6%
Hospital & Health Care	8	4%
Leisure, Travel & Tourism	5	3%
Misc. Retail	38	20%
Professional Services	16	8%
Real Estate	8	4%
Restaurants, Food & Beverages	45	23%
Technology	5	3%
Veterinary	1	1%
Total	192	100%

Source: Carrboro Economic Development Department



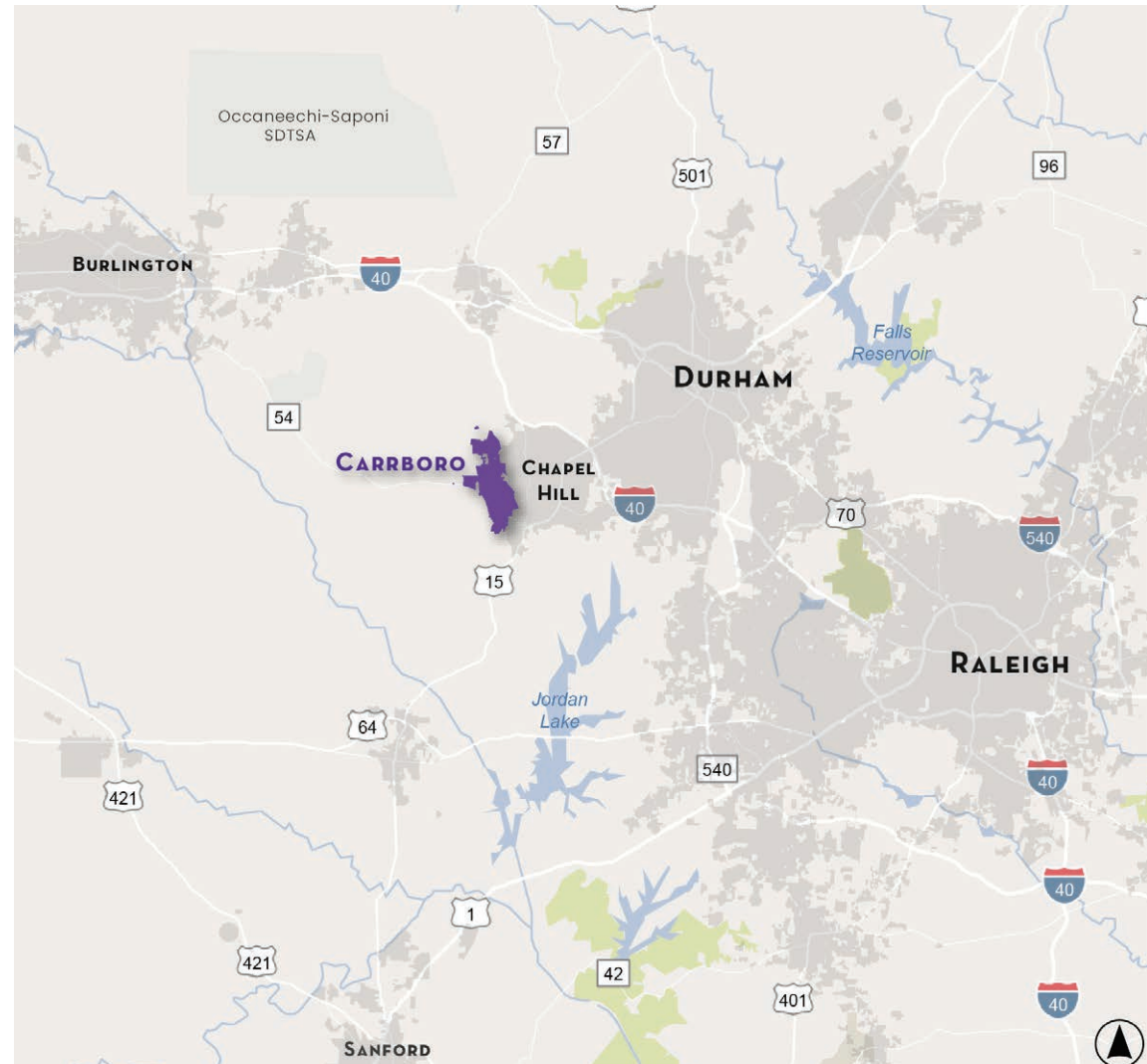
EXISTING CONDITIONS

REGIONAL CONTEXT

Carrboro is in Orange County, North Carolina. It is located west of Chapel Hill and approximately 30 miles from Raleigh and 18 miles from Durham. Carrboro has evolved from its historic roots as a mill town into a cultural and economic hub. The Town is well known for its diverse population and culture. The Town's close proximity (approximately 1.5 miles) to the University of North Carolina (UNC) at Chapel Hill and Durham, and their varying associated attractions (e.g., cultural, educational, medical, sports), influences Carrboro's economy and culture. The Town has a vibrant, youthful energy with small-town charm.

Downtown Carrboro is located south of the Town's geographic center and just east of its population centroid. It offers a walkable/bikeable environment with many destinations that serve as focal points for community life, such as Carrboro Farmers' Market, Carrboro Century Center, ArtsCenter, Weaver Street Market, Cat's Cradle, the Town's only hotel, multiple religious centers, restaurants, local service businesses and extensive music venues and support activities. The area will grow in regional significance with the upcoming opening of the Orange County Southern Branch Library at the Drakeford Library Complex.

Map 7. Regional Context Map



POLICY & REGULATORY FRAMEWORK

When examining a place, it is important to look at it through a variety of frameworks to ensure that recommendations will be contextually appropriate. The Town has approved a number of plans, policies, ordinances and other regulatory documents over the past 40 years. In particular, two have profound impacts on the downtown area and Jones Ferry Road corridor, as follows:

LAND USE ORDINANCE

The Carrboro Land Use Ordinance (LUO) was originally adopted in 1980 and includes numerous updates through 2024. The LUO regulates land use, development patterns and building forms throughout the Town of Carrboro. This ordinance includes requirements for all development in the Town, including the downtown area and Jones Ferry Road corridor, and is the basis for how the built environment looks and functions. The allowable location of uses, buffering/separation of different uses, sign sizes and appearances, building architecture, tree planting requirements, and many other provisions contained in the LUO are what drive the feeling of the built environment. In the very near future, the Town will begin a major rewrite of the LUO to modernize the standards and achieve the goals identified in the Carrboro Connects Comprehensive Plan.

DOWNTOWN DESIGN GUIDELINES

The Carrboro Downtown Design Guidelines were adopted as policy in 1992. These guidelines are intended to encourage a high-quality built environment in Carrboro's Downtown Business District. The guidelines split downtown into four subdistricts: East Main Street, Historic/Commercial, West Main/Weaver Street and Old Industrial/Commercial. Each subdistrict includes specific guidance on

what should be encouraged, considered and discouraged to integrate new development into the existing community. Several identified overarching goals in the guidelines include the following:

- Promote the development of an identifiable downtown center that is filled with lively, economically viable activity.
- Improve the quality of the physical environment in the downtown by creating a high level of expectation in the quality of downtown development at all scales.
- Create a distinctive and continuously landscaped street and open space character.
- Strengthen the pedestrian character of the downtown and create new pedestrian linkages.
- Improve maintenance and encourage small scale improvements to existing buildings and sites.

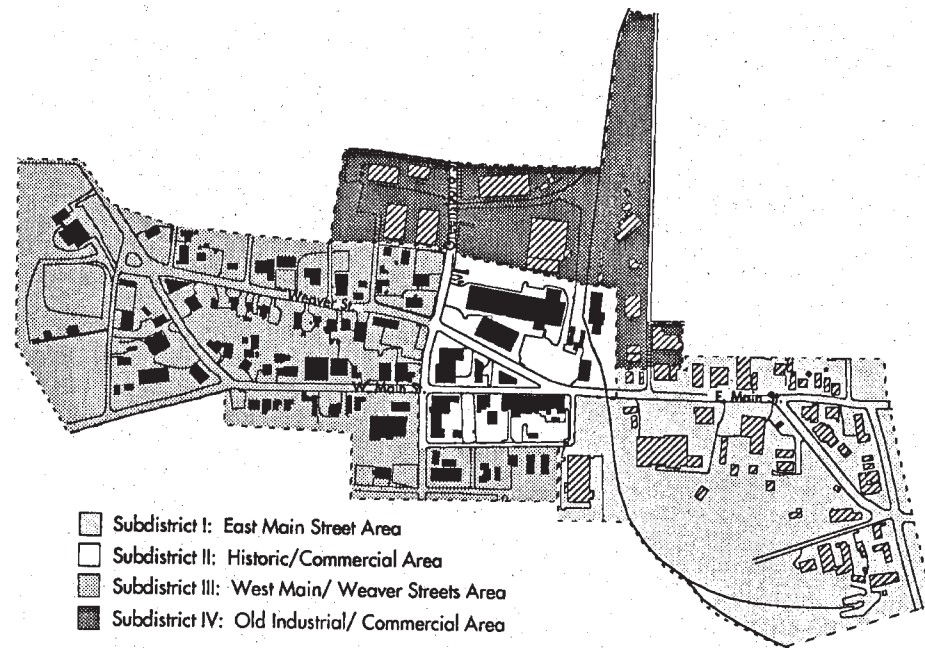


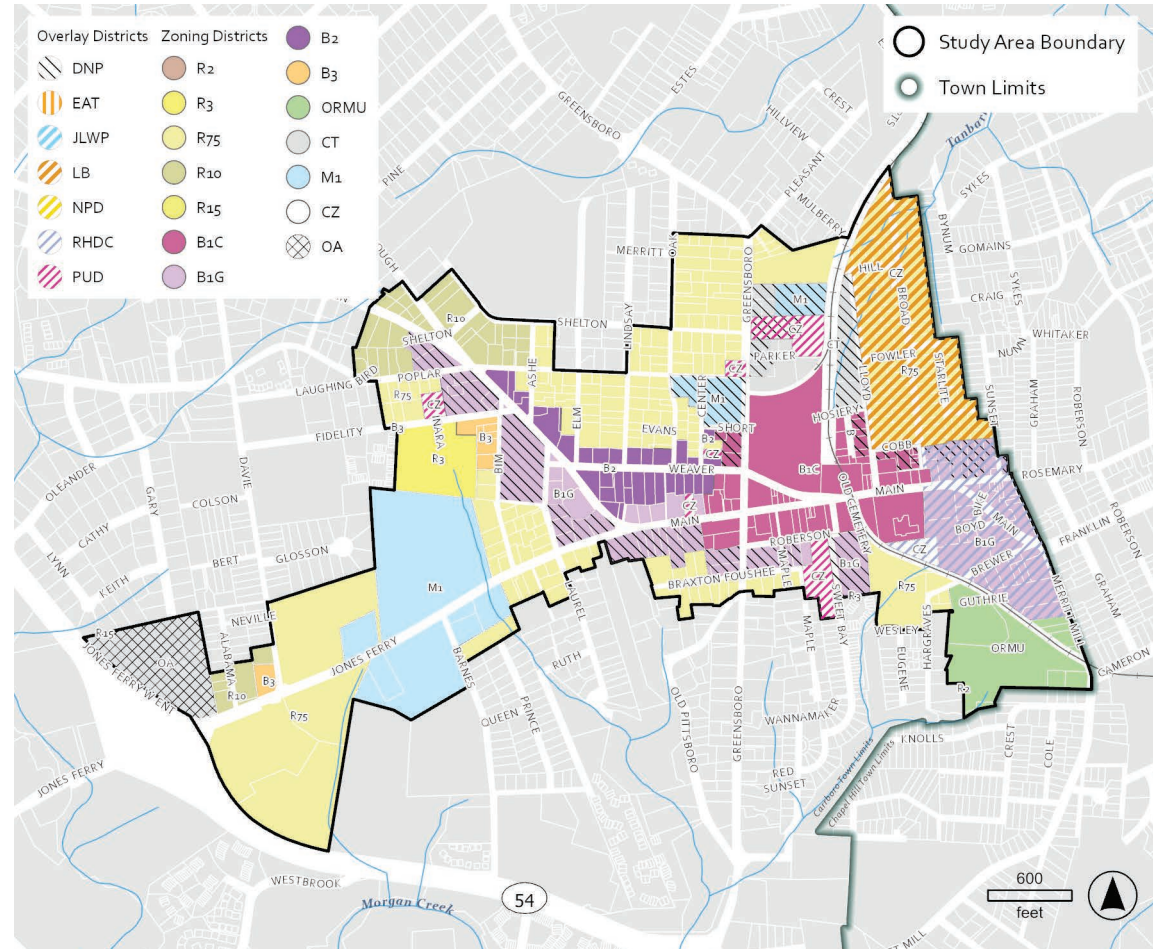
Figure 20. Downtown Design Guidelines Subdistricts

ZONING

Zoning in the study area includes a number of different base districts and overlay districts. The following districts are included in the downtown area and the Jones Ferry Road corridor:

- Lloyd-Broad Overlay district that protects and preserves the character of the Lloyd-Broad neighborhood.
- General Business district that accommodates a broad range of business uses.
- Light Manufacturing district that accommodates limited industrial uses and provides primary job opportunities.
- Office/Assembly district that provides for office, administrative and other professional industries close to arterial streets.
- Fringe Commercial district that provides a transitional area for commercial uses in a more residential form to support a mix of residential and commercial uses.
- Town Center Business district that encourages a unified, compact, contiguous and pedestrian-friendly shopping and entertainment area.
- Downtown Neighborhood Protection Overlay district that guides compatible transition between downtown Carrboro and adjacent residential uses.

Map 8. Zoning Map



Zoning Districts

R2 - Residential
R3 - Residential
R10 - Residential
R15 - Residential
R75 - Residential
B1C - Town Center Business
B1G - General Business

B2 - Fringe Commercial
B3 - Neighborhood Business
CT - Corporate Town
CZ - Conditional Zoning
M1 - Light Manufacturing
OA - Office/Assembly
ORMU - Office-Residential Mixed Use

Overlay Districts

DNP - Downtown Neighborhood Protection
EAT - Restaurant District
JLWP - Jordan Lake Watershed Protection
LB - Lloyd/Broad
NPD - Neighborhood Preservation
RHDC - Residential High Density and Commercial
PUD - Planned Unit Development

PHYSICAL FRAMEWORK

The physical framework looks at circulation patterns, points of interest, buildings and utility infrastructure in the study area. This helps to determine the characteristics that create the physical experience of the downtown area. While much of Carrboro has a robust urban forest, portions of the study area are lacking in tree canopy. Increasing tree canopy in this area will help to advance climate action goals and increase pedestrian comfort.

MOBILITY NETWORK

A mobility network is a system of transportation options available in an area. This includes roads, bike lanes, sidewalks and public transit. The purpose of a mobility network is to make transportation easy, safe and accessible for everyone, whether driving, biking, walking or taking public transit. When different transportation methods are well-connected, it can help reduce traffic, improve air quality and improve people's lives through mobility choice.

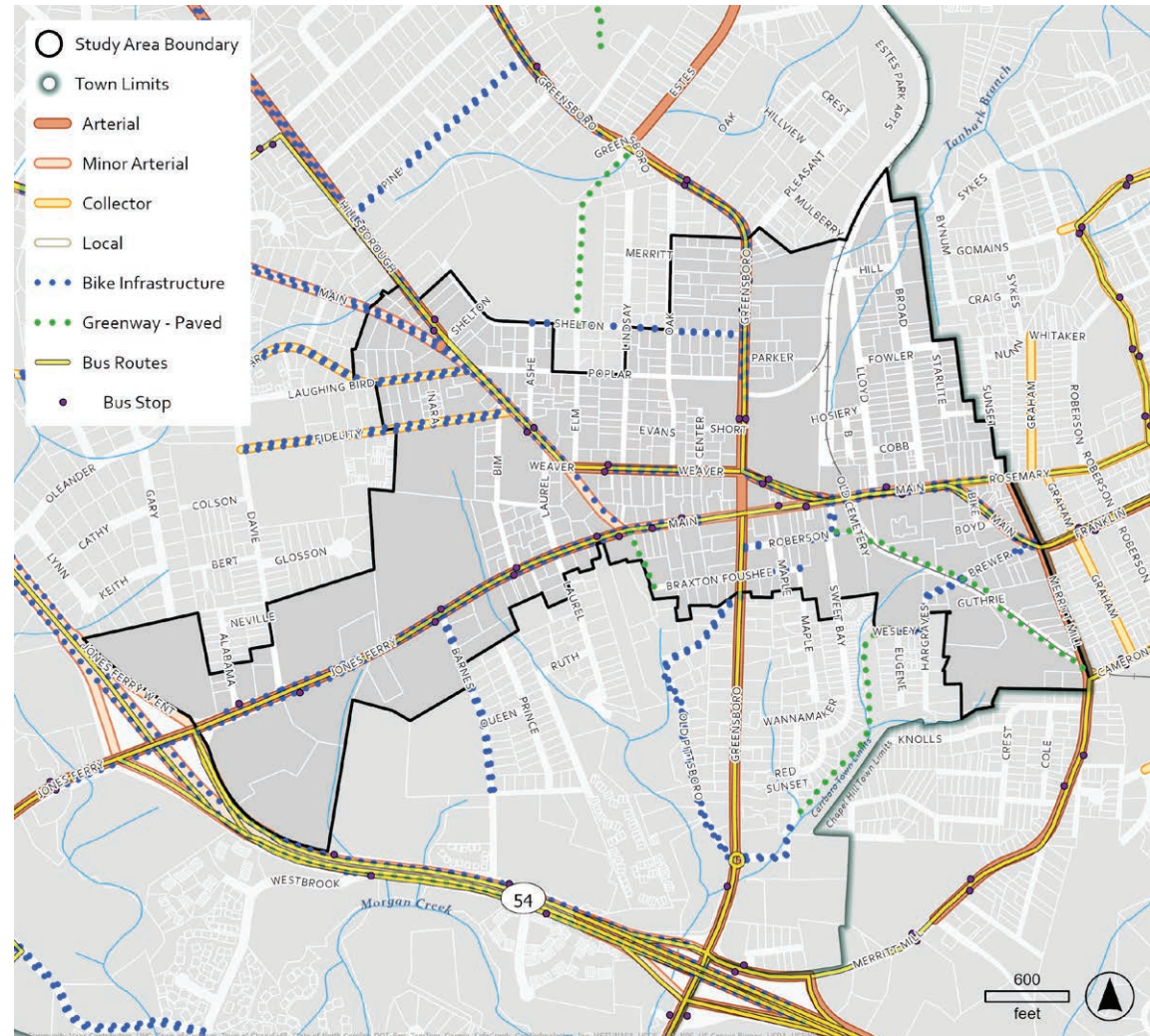
The mobility network in the study area includes arterial, minor arterial, collector and local streets. Notably, most arterial and minor arterial roads are owned by the North Carolina Department of Transportation (NCDOT), and changes to these street cross-sections require a higher level of jurisdictional coordination.

A notable amount of bicycle infrastructure provides access to and through the study area. These facilities are further detailed on the next page.

Chapel Hill Transit provides bus service within the study area, with three primary routes: the F, CW and J routes. Bus stops and routes are depicted on the adjacent map.

The existing mobility network contains a wide range of landscaping enhancements and street tree coverage, providing a mixed experience for users throughout the study area.

Map 9. Mobility Network

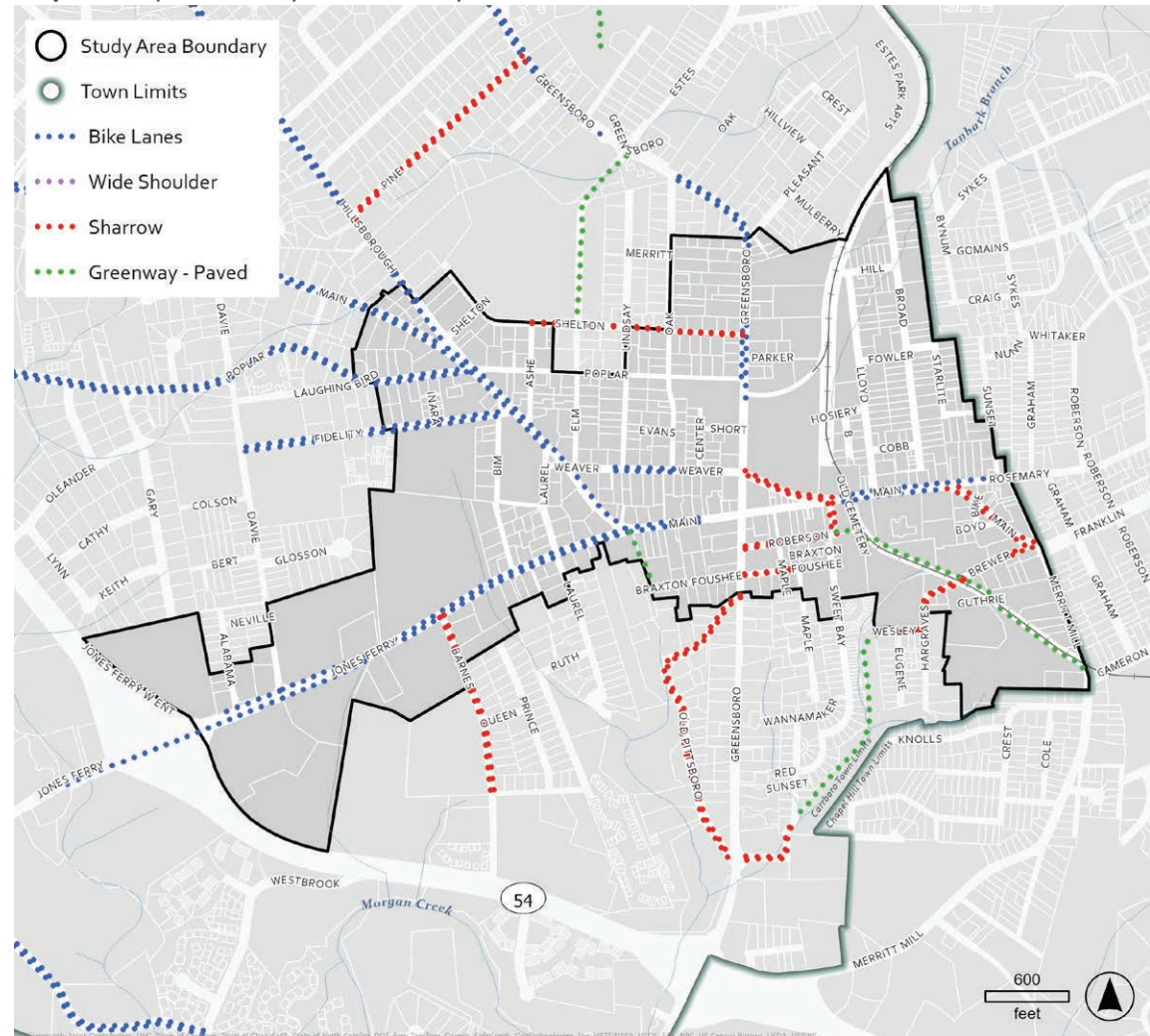


BICYCLE MOBILITY NETWORK

Bicycle infrastructure aims to provide safe, convenient and accessible routes for cyclists, thus allowing more people to choose biking over driving. Providing a complete, comfortable network of bicycle infrastructure creates a real option for people to get around the community and satisfy their daily needs without the use of a vehicle. By integrating bike infrastructure into the broader transportation network, the Town can reduce traffic congestion, lower carbon emissions and promote healthier lifestyles among residents.

The bicycle mobility network in the downtown area includes on-street facilities such as bike lanes, wide shoulders and sharrows, as well as off-street paved greenways shared with pedestrians. There are two primary greenways in the study area: the Libba Cotten Bike Path, which largely runs parallel to the Southern Railroad, and the Roberson Place Bike Path, which runs along a creek corridor between Wesley Street and Purple Leaf Place.

Map 10. Bicycle Mobility Network Map



PARKING

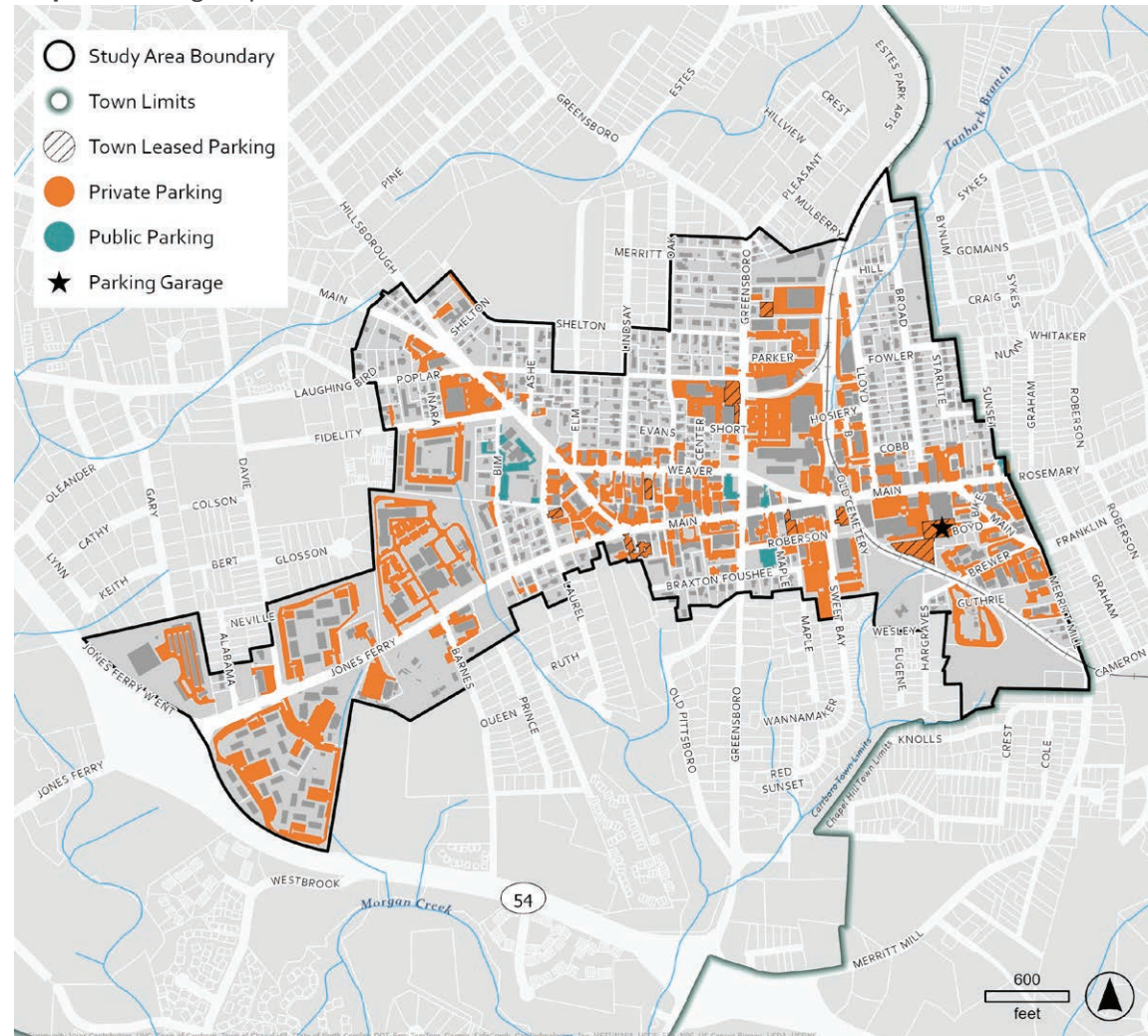
Parking is a critical component of a downtown area. In many downtowns, there is a perception of insufficient parking, even when sufficient parking is available within a short walking distance of most destinations. This can often be addressed by enhancing pedestrian corridors that connect parking areas and destinations to be more safe, comfortable and welcoming.

The parking map illustrates the distribution of public and private parking, as well as lots leased by the Town within Carrboro's downtown area. Due to narrow rights-of-way, most parking is located off-street. Notably, off-street, surface parking areas comprise approximately 20% of the study area. Of that acreage, the majority of parking areas are private or reserved parking.

As the downtown area continues to develop, additional parking areas may be needed. If that is the case, the location and quantity of new parking will need to be carefully considered. Depending on the density and intensity of the surrounding area, structured parking may be a more efficient use of land and is sometimes a better option than surface parking areas. When structured parking is used, the location of accessible parking spaces and accessible routes from the garage to points of interest needs to be considered.

Improved parking wayfinding systems would also help maximize the efficiency of parking resources, ensuring convenient access to businesses and attractions. The Town developed a Wayfinding Program in 2020 and is working on implementation.

Map 11. Parking Map



Note: The Town completed a Downtown Parking Plan in 2017. The boundaries of that planning effort were different from the study area boundary of this Downtown Area Plan, so calculations in the description on this page will differ from those in the 2017 Downtown Parking Plan.

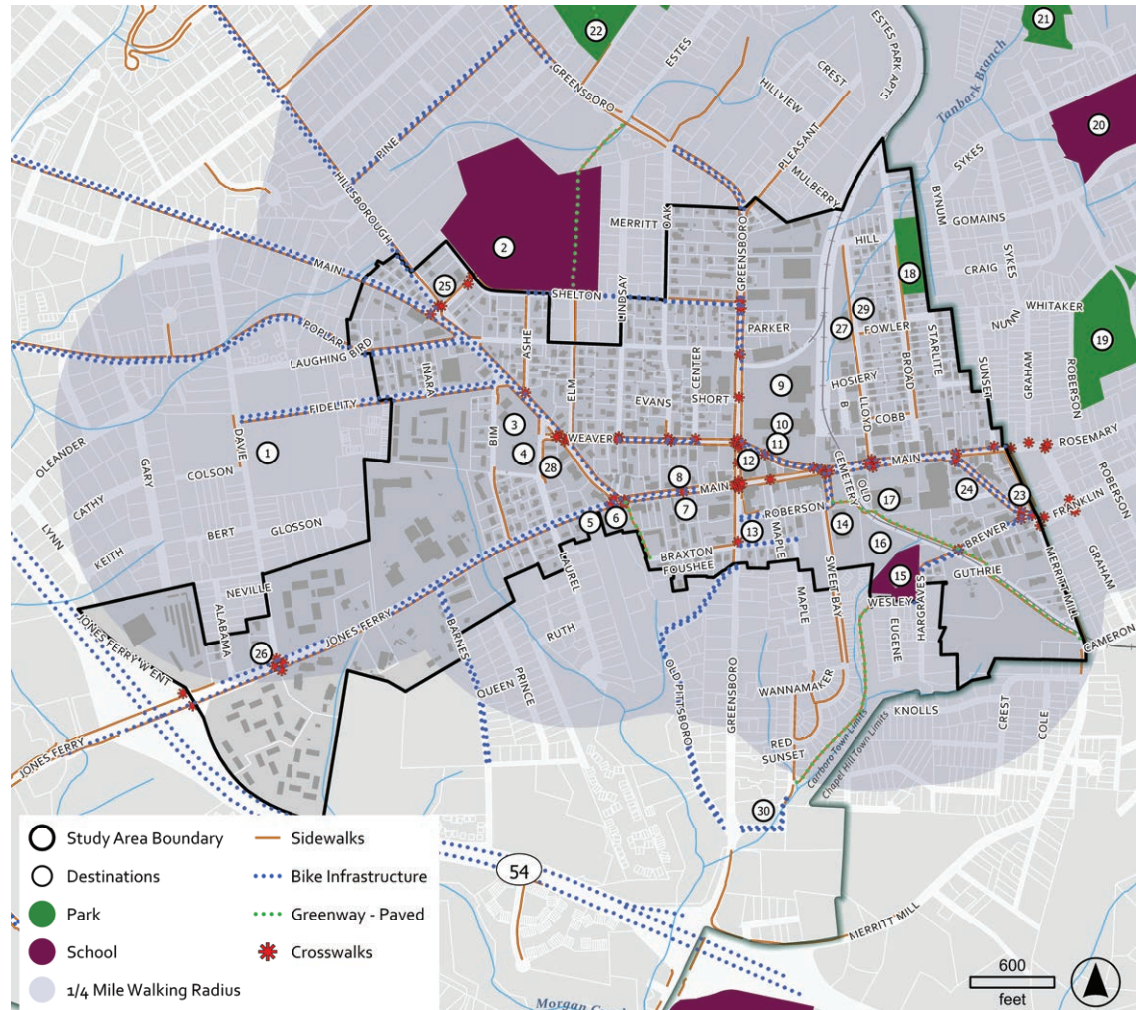
DESTINATIONS & WALKABILITY

This map highlights some of the destinations that draw residents and visitors to the downtown area. These destinations include, but are not limited to, parks, schools, cultural institutions, community service locations, destination businesses and Town Hall. Many of the destinations are close together and within walking/biking distance of one another. The map also shows the pedestrian and bicycle network, including sidewalks, bicycle infrastructure and greenways, as well as a quarter-mile buffer from the center of each destination. The quarter-mile buffer represents approximately a five-minute walk.

The sidewalk network in the core of the study area is nearly complete, contributing to a walkable downtown. Sidewalk connectivity varies in the surrounding area, with some streets having complete connectivity and others having gaps. The quality, design and width of sidewalks vary, as does the level of pedestrian comfort and perceived safety. In some areas, narrow sidewalks associated with narrow rights-of-way constrict the pedestrian flow.

Accessibility for populations with physical disabilities also varies, creating unique challenges for experiencing downtown. Special consideration should be made for accessible parking and routes, including clear wayfinding so everyone feels comfortable and welcome to visit downtown.

Map 12. Destinations & Walkability Map



1	Westwood Cemetery	7	Mill Superintendent's House/ Club Nova	13	Drakeford Library Complex	19	Hargraves Community Center	25	Carrboro United Methodist Church
2	Carrboro Elementary School	8	Inter-Faith Ministries	14	The ArtsCenter	20	Northside Elementary School	26	The Pantry
3	Town Hall Complex	9	Harris Teeter	15	Community School for People Under Six & Adjacent Mini Park	21	Umstead Park	27	Piedmont Health
4	Town Commons/Carrboro Farmers Market	10	Carr Mill Mall	16	Old Cemetery	22	Wilson Park	28	Montessori Academy
5	Strayhorn Houses	11	Weaver Street Market	17	Cat's Cradle	23	St. Paul AME Church	29	Clay Centre
6	CommunityWorx	12	Century Center	18	Baldwin Park	24	Church of God	30	South Green

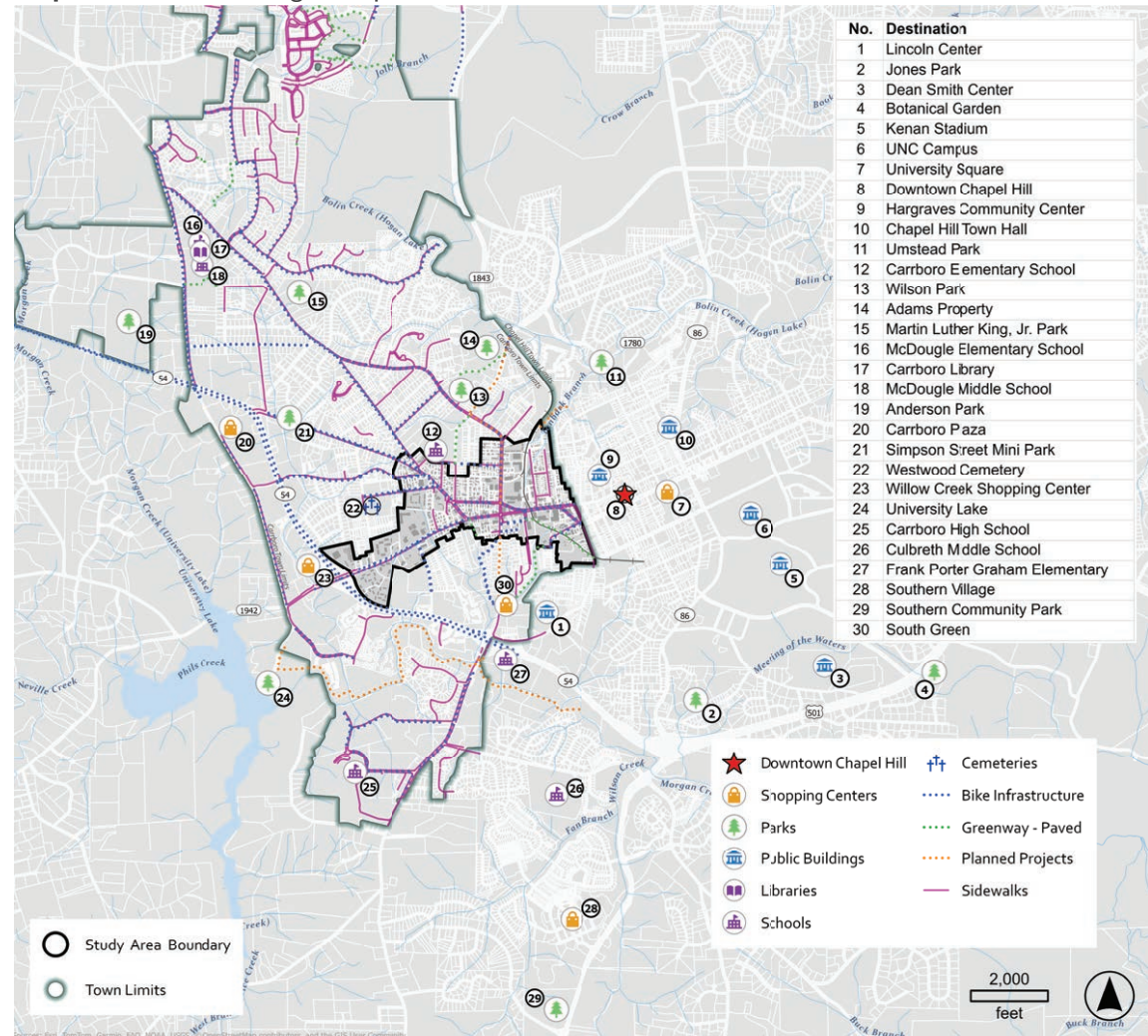
POTENTIAL LINKAGES

There may be opportunities to connect to various points of interest outside the study area. These include shopping centers, parks, public buildings, libraries and schools. Downtown Chapel Hill is directly east of the study area, and the UNC at Chapel Hill is a seven-minute drive or short bike ride from downtown Carrboro. In addition to the Chapel Hill Transit routes previously noted in the Mobility Network section, Go Triangle route 405 provides regional bus connectivity to Chapel Hill and Durham.

As seen on the adjacent map, the Town already has substantial pedestrian and bicycle infrastructure connecting the surrounding areas, some of the identified points of interest and the study area. While not within the study area (or depicted on the map), the Fan Branch Greenway is located southeast of the study area and provides connectivity to Southern Village and Southern Community Park.

Further expanding convenient bicycle, pedestrian and transit access to the study area will help draw people downtown, encourage frequent visits, and support a vision of creating a car-optional downtown.

Map 13. Potential Linkages Map



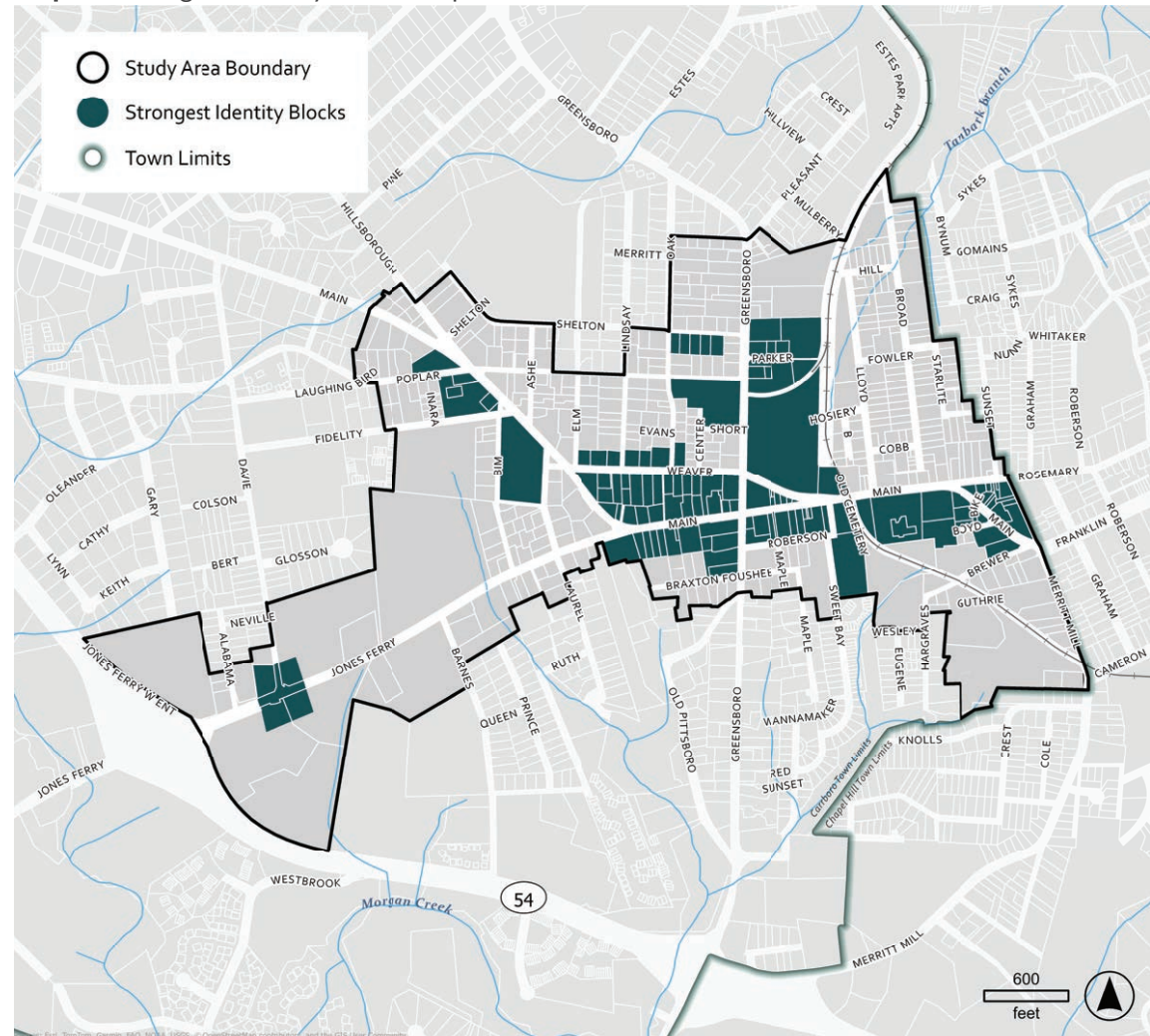
STRONGEST IDENTITY BLOCKS

This map illustrates blocks with the strongest existing identity and investment based on an observational survey of current conditions. Identity relates to an area's character, look, feel and general level of foot traffic. The destinations in these blocks typically draw many people to the study area.

While the strongest identity blocks are spread throughout the study area, the most dense concentrations are located along Main, Greensboro and Weaver streets.

Having complete pedestrian and bicycle connectivity to these areas, as well as sufficient bicycle parking, can help to diversify how people choose to travel in the downtown area. In addition, these areas are already successfully attracting people to downtown. Building on the successes in these area, with potential development or redevelopment in the vicinity is one way to organically expand the areas of interest within the study area, thus attracting more investment and interest into the downtown area.

Map 14. Strongest Identity Blocks Map



UTILITY INFRASTRUCTURE

Carrboro's water and sewer infrastructure is provided by Orange Water and Sewer Authority (OWASA), a regional public utility that provides water and sewer service to Orange County, Carrboro, Chapel Hill and UNC at Chapel Hill. The OWASA water treatment plant is located within the Plan's study area along Jones Ferry Road.

Ample water and sewer are available throughout the downtown area and Jones Ferry Road corridor to support existing and future growth opportunities. OWASA also supplies reclaimed water to portions of the service area, and there are opportunities to expand the use of this resource to support more sustainable water usage. While ample water and sewer supply are available in the study area, the efficient use of these resources should still be considered and carefully planned to support long-term sustainable practices.

The Town's electrical service is provided by Duke Energy, a private electrical supplier for many portions of North Carolina. Electrical power transmission and distribution lines are located overhead on poles, generally along road corridors. Due to numerous challenges and physical constraints on relocating these lines underground, it is unlikely that the Town will see existing overhead lines buried. Being mindful that the existing poles and wires will likely remain is an important consideration for the built environment.



Overhead utility lines along Jones Ferry Road



OWASA Jones Ferry Road Water Treatment Plant

PLANNING & OWNERSHIP FRAMEWORK

The planning framework looks at the study area's existing land use, public/institutional owned land and vacant land. The ownership framework also examines the land values and ease of assembly. This analysis highlights areas that may be available for development or redevelopment and could build on the success of existing activity.

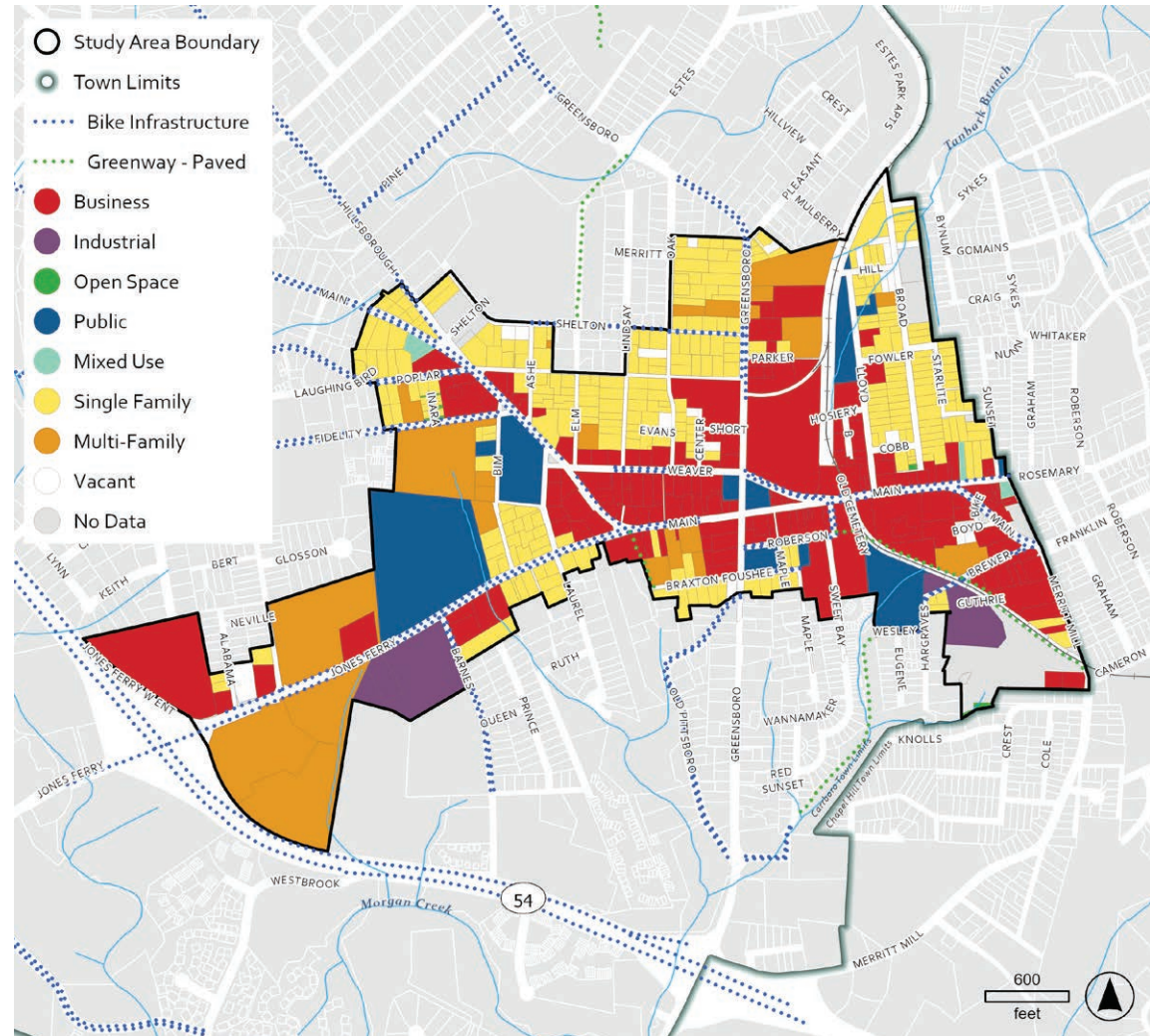
EXISTING LAND USE

This map depicts the existing land uses in the study area. Land use is a critical ingredient in determining the way people live and work. Two factors to consider when designating land use are how land is currently being used and how it could potentially be used in the future. In many cases, the existing active land use on a property remains unchanged. For undeveloped property, there are opportunities to shape the way land can be developed in the future to better meet Town goals.

The study area's two most prevalent land uses are commercial and residential. While these uses complement each other, the interface between them must be thoughtfully considered.

Of note is the limited parks/open space land use in the downtown area and few vacant parcels that could easily be converted to public open space.

Map 15. Existing Land Use



PUBLIC AND INSTITUTIONAL OWNED LAND

Public facilities in downtowns are often activity generators. People visit Town Hall to seek support from their local government, take care of permits and attend various meetings, among other things. Town Commons is home to the successful Carrboro Farmers' Market and many local festivals. Other Town-owned parks provide daily recreational opportunities.

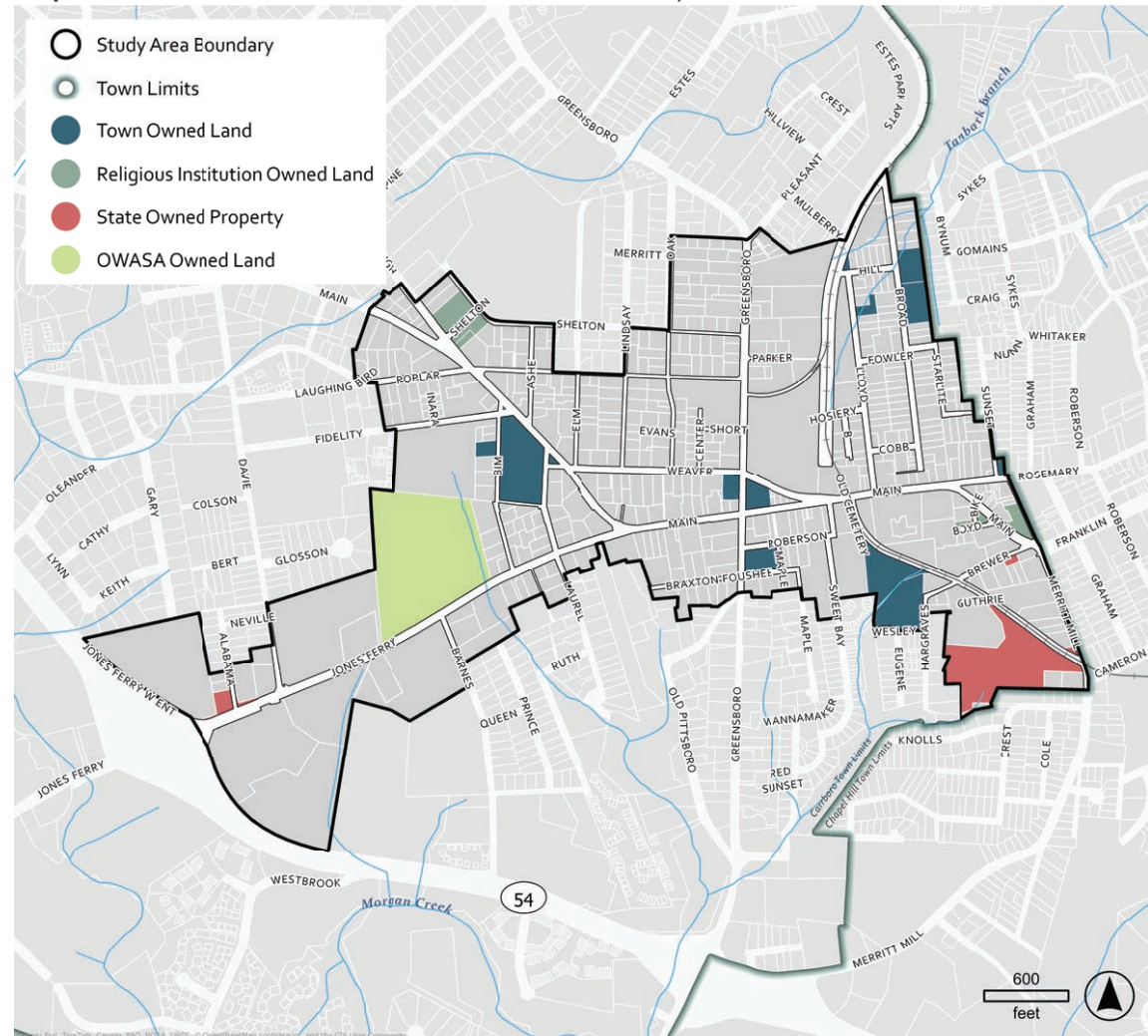
Religious institutions are often filled at certain hours but empty at other times. If a partnership was created between the Town and religious institutions, the parking lots at these facilities could provide overflow parking locations during non-peak times.

The state of North Carolina owns a few properties downtown, most notably the study area's largest vacant lot located at the southeast corner of the study area. Converting this property to a taxable use could provide additional tax revenue for the Town and a sizable development opportunity.

The OWASA water treatment plant is prominently located along Jones Ferry Road. The property's frontage is well maintained and the plant is not anticipated to relocate.

Some of these public and institutionally owned parcels help to draw people to the study area and most are unlikely to change uses or ownership in the near future.

Map 16. Public and Institutional Owned Land in the Study Area



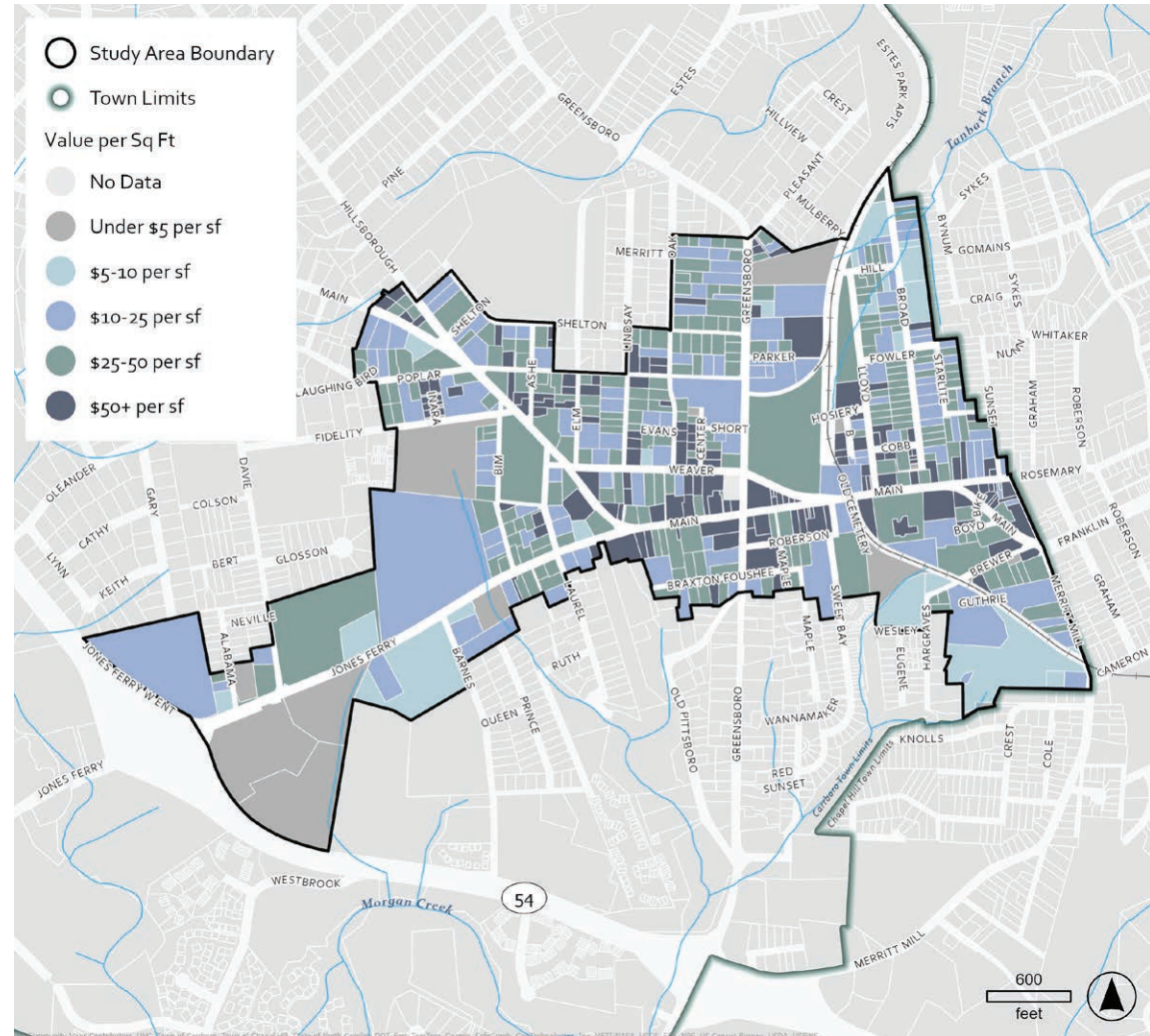
LAND VALUES

Examining the land values within the study area provides baseline data that can set the stage for future development. It identifies locations where redevelopment is unlikely to occur based on high values while simultaneously identifying nearby areas that don't currently have a high land value but can build off the momentum generated by the high land value parcels. The land values in Map 18 are based on price per square foot (excluding building value) and do not represent market values, the owners' expectations or taxable values.

It is important to consider that certain property types, such as those owned by government or religious institutions, are exempt from property tax.

The study area includes all land value increments. However, a high concentration of land values of more than \$25 per square foot is situated along Main Street. This is expected since this is the primary thoroughfare through the heart of downtown Carrboro. Parcels valued at under \$10 per square foot tend to be on the periphery of the study area. Having a wide range of land values helps maintain a diverse local economy and housing options. Naturally occurring affordable housing and affordable business spaces are retained through having lower land values.

Map 18. Land Values Map



Land values were determined by dividing the parcel valuation (from parcel data) by the parcel area.

EASE OF ASSEMBLY

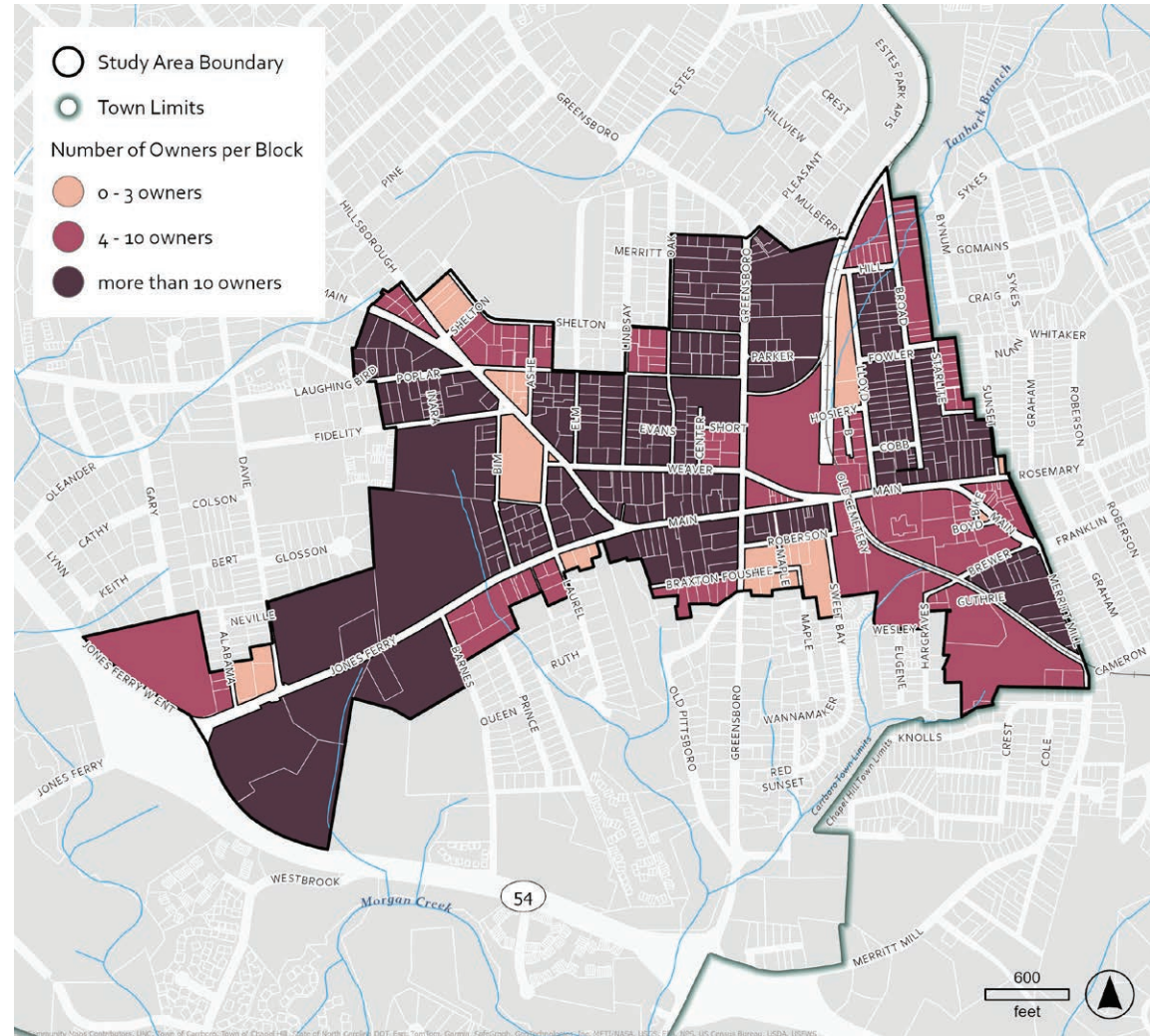
The ease of assembly assessment examines how many property owners are in a specific area. For this study, a “block” refers to a piece of land usually separated from other blocks by streets, alleys or railroad tracks. (Some blocks extend beyond the study area boundary, but only the portion within the study area is identified on Map 19.)

Blocks with fewer than three owners and/or large parcels have the greatest potential for future development or redevelopment because they may not require as much effort to combine properties into a bigger site. Blocks with four to 10 smaller landowners can still be developed, but it may be more complicated as some owners might not be interested in selling or developing their land. These blocks, however, can be ideal for infill development projects which can attract smaller or more creative developers. Blocks with more than 10 small landowners often pose the most significant challenge for consolidation.

While having some larger parcels available for redevelopment allows for needed larger-scale projects, Carrboro has seen incredible success with smaller spaces supporting local businesses, so maintaining numerous small parcels in the downtown area also provides opportunities for more incremental growth.

Most blocks in the study area have four or more owners, which may limit the viability of and/or add extra challenges for larger-scale development. However, due to the street layouts within the study area, some of the blocks include an extensive area (e.g., the

Map 19. Ease of Assembly Map



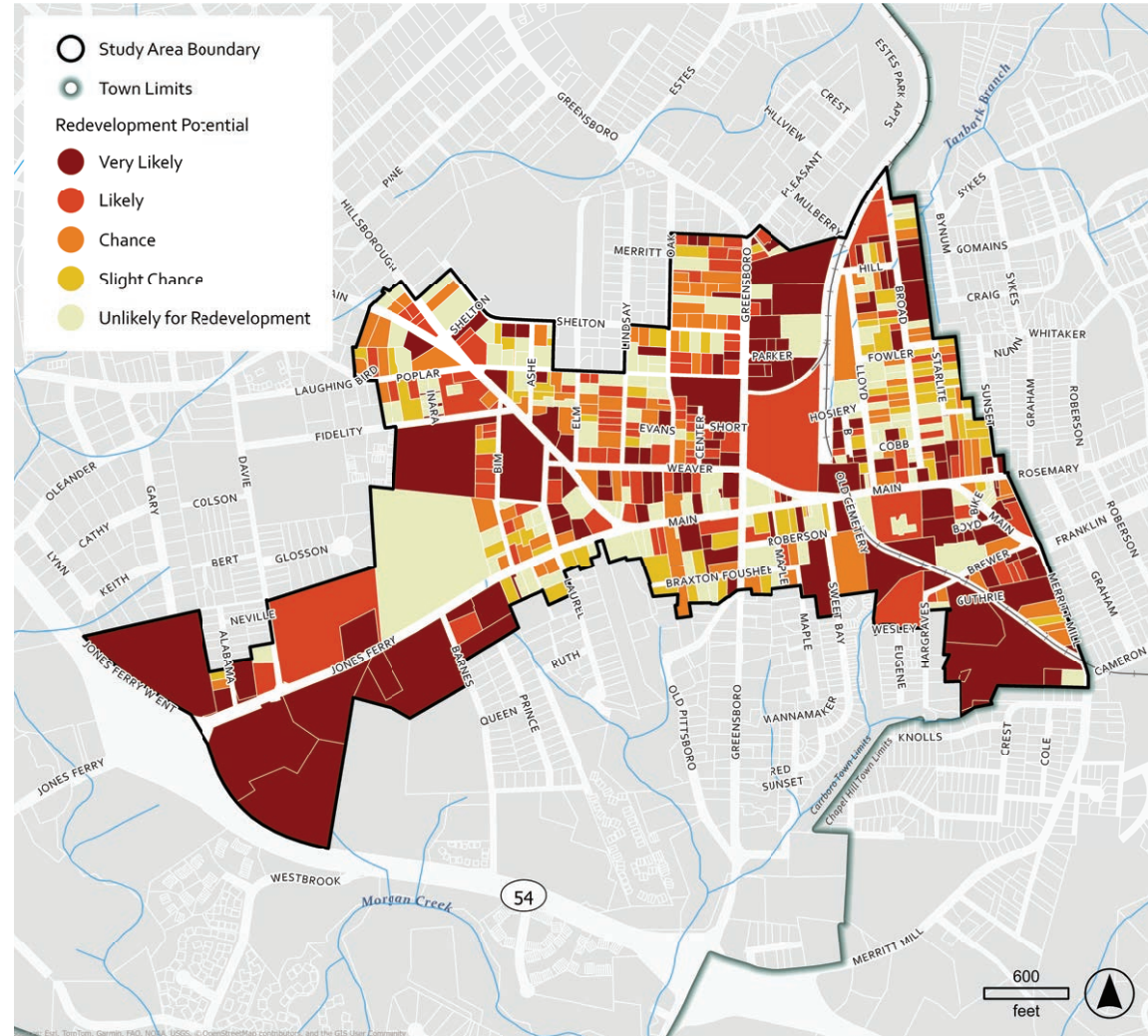
Jones Ferry area). So while there may be more than 10 owners, some of those owners have a very large property that would not require additional land assembly.

IMPROVEMENT AND PRODUCTIVITY ANALYSES

These analyses provide a snapshot of development opportunities on a larger, district-wide basis and are each one factor of many in determining the outcome and potential of redevelopment on a specific parcel. These maps do not indicate any one parcel will be redeveloped but are helpful in identifying clusters for further analysis of opportunities before additional steps are taken.

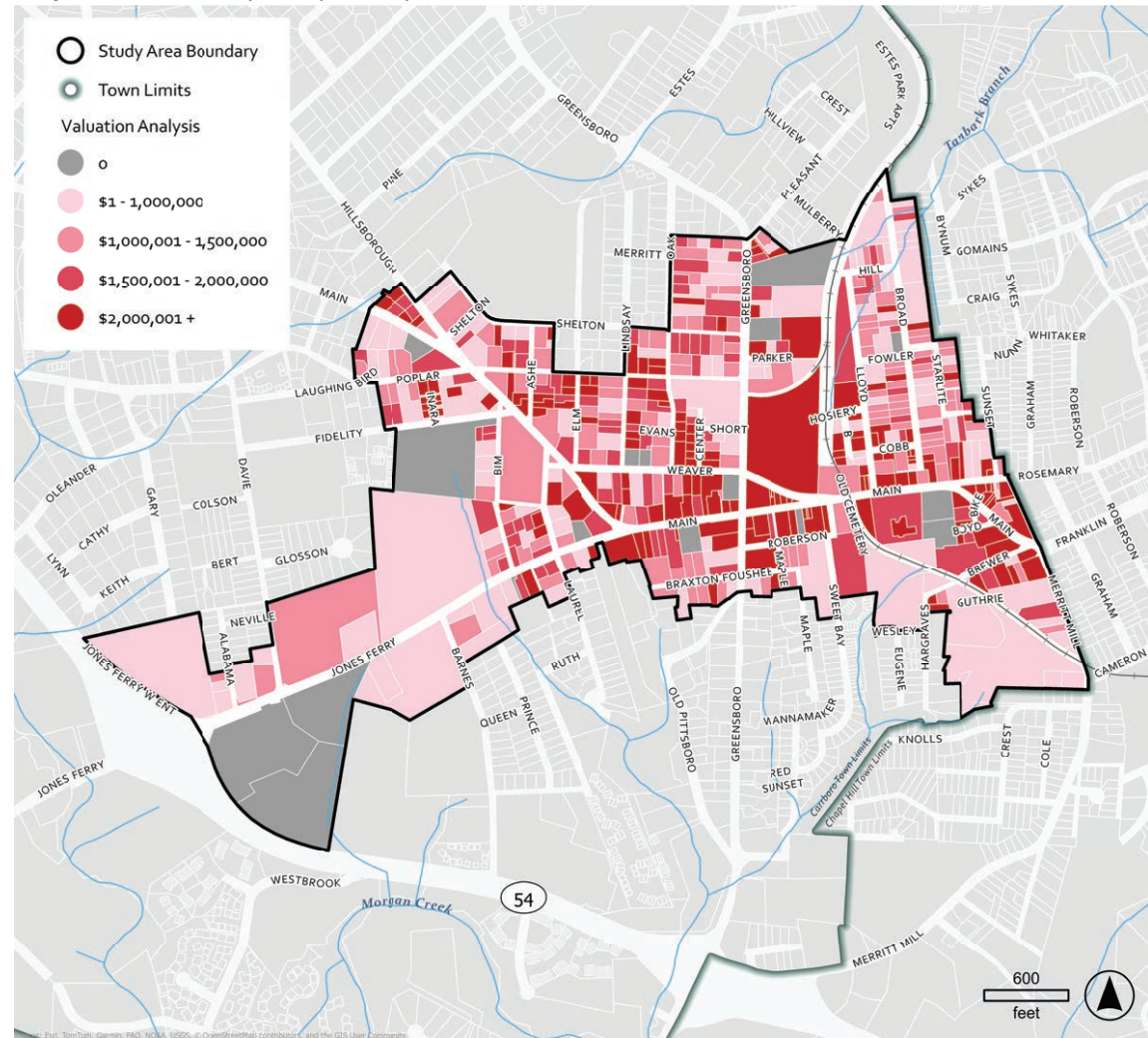
The Improvement Analysis helps identify parcels that may be opportunities for redevelopment. The analysis produces a ratio from the improved value and land value of a property. Essentially, a parcel where the land is a greater portion of the property value than the improvements on the property present a lower ratio indicating the availability for more or higher value improvements. Any property with a value less than one meets this criterion and the lower the ratio, the more likely it would be an opportunity for redevelopment.

Map 20. Improvement Analysis Map



The Productivity Analysis identifies how productive or fully utilized a parcel may be within the district. This analysis is produced by analyzing the total property value to the size or acreage of the parcel. Higher values are the goal. In the context of a commercial district, this often means that a parcel is more fully utilizing all portions of the parcel for productive purposes for its size. For example, a large lot that is half parking lot with a few smaller buildings on it would produce a lower value indicating that has low productivity and, therefore, may be an opportunity for redevelopment.

Map 21. Productivity Analysis Map



DEVELOPMENT OPPORTUNITIES & CHALLENGES

Through analysis of existing conditions, including the frameworks described in the previous pages, a variety of development opportunities and challenges have been identified. These elements and the specific data discussed in this chapter will help to inform the recommendations for the study area.

As future improvements and projects are considered in the study area, existing conditions will present various opportunities and challenges to development and redevelopment. Some of the key opportunities and challenges are illustrated on Map 22 on the next page. While the map does not present every development consideration, the illustrated elements are some of the most important to consider in greater detail while creating this Plan's recommendations. It is important that any improvements ultimately made be contextually appropriate when considering the existing site and surrounding uses.

KEY OPPORTUNITIES:

- While the study area has a relatively small amount of vacant land, those areas provide the greatest opportunity for infill development or additional open spaces.
- Land owned by the Town will be the most accessible area for the Town to improve.
- There are a variety of successful, diverse destinations in the study area, with a concentration along Main and Greensboro Streets. Many of these destinations are already within comfortable walking distance of each other, and future development should continue to expand the offerings within walking distance of other destinations.

- Existing primary access points into the downtown area have the potential to be enhanced to create strong visual cues (i.e., gateways) and a sense of place as people enter the area.
- Activated storefronts and streetscapes easily engage passersby. Sometimes, this includes elements such as outdoor gathering areas, visibility into buildings and uses that attract people throughout the day. Numerous areas, primarily along Main Street and Weaver Street, are already well-activated. The addition of further enhanced streetscapes and activated building uses can help expand this existing success in the downtown area.
- With the desire to be a multi-modal community, having a substantial network of sidewalks and bikeways/greenways is crucial. The study area already has a strong bicycle and pedestrian network that can be expanded to further the Town's goal of multi-modal transportation.

KEY CHALLENGES:

- The study area is home to various public and institutional entities (e.g., OWASA, religious institutions, and the state). While Town-owned land is easier to consider for redevelopment, other public and institutional entities may have various challenges to resolve that may prevent reuse or redevelopment potential. For

this reason, these areas are highlighted as potential challenges.

- Narrow rights-of-way inhibit the addition of on-street parking throughout the downtown area. This, in turn, leads to an extensive amount of private off-street parking throughout the study area, most of which is reserved for a single or small number of establishments. Easily accessed and well-dispersed public parking is a strong factor in the level of visitation a downtown receives. The quantity of private or reserved parking areas in the study area limits public parking opportunities.
- Most of the primary and minor arterials in the study area are owned by NCDOT. In many instances, these are the roads most appropriate for enhanced streetscapes. Close coordination with NCDOT will be required for enhancements to be realized. Narrow rights-of-way along all roads will also limit the streetscape elements that can be successfully integrated into the downtown area.
- While not depicted on the map, the study area has a relatively small number of outdoor gathering areas. Welcoming and inclusive spaces where people can enjoy the area without needing to visit a specific establishment are an important part of a lively environment. Finding areas for such new spaces may be a challenge.



Vision & Goals

DRAFT



ENGAGEMENT APPROACH

As with the Carrboro Connects Comprehensive Plan, the engagement process for this project was guided by the Town's commitment to advancing race and equity and incorporating values of inclusivity and representation. A broad range of engagement and outreach tools were used throughout the process, improving on what was successful during the creation of Carrboro Connects, as well as what the Town has learned since then through its growing toolbox of race and equity tools. The Downtown Area Plan aims to build on and reinforce the community's trust that their voices are being heard and that the Town is dedicated to implementing a community-based vision for the future of the downtown area. The planning process officially began in the summer of 2024. Three key principles were observed while developing this Plan's engagement strategy and approach.

1. Coordinate with Other Projects and Efforts

- Build on the vision of Carrboro Connects.
- Strengthen the connection of this project to other implementation projects of Carrboro Connects.
- Incorporate previous work, such as parking and circulation analyses, the Bike Plan, the Community Climate Action Plan, and the 2001 Downtown Carrboro New Vision.

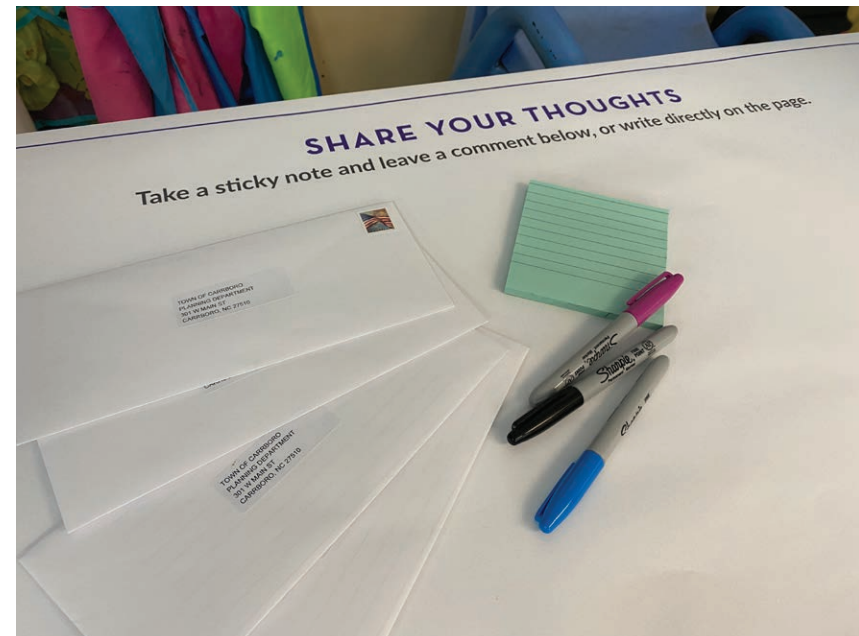
2. Use Inclusive Carrboro Engagement Principles

- Listen to gain understanding.
- Represent and report comments, input and feedback transparently.
- Be open, timely and responsive, and follow through on commitments.
- Recognize not all community members will engage with digital tools, nor be able to come to a one-time public meeting and provide multiple opportunities and means for engagement and outreach.

3. Advance Race and Equity and Prioritize Climate Action

- Collect demographic information at every event to understand who has not been heard from and adjust outreach as needed to address gaps in representation.
- Provide all engagement materials in English and Spanish and provide translation services at events.

- Coordinate with local community organizations to understand how to best include the voices of community members they serve, including Black, Indigenous, People of Color (BIPOC), Hispanic/Latino and low-income residents.
- Limit single-purpose vehicle trips: plan events in places that are accessible by transit, walking and/or biking as well as by car. Host events at times when community members are already downtown and provide virtual alternatives where possible.



HEARING FROM RESIDENTS

Promotion of the Plan and getting the word out to community members included the launch of Carrboro's new outreach platform Engage Carrboro—where the project website was housed. Banners and flyers were placed strategically throughout the downtown area. The team brought opportunities to engage with the community to a variety of events including large Town events like the Fiestas en la Calle (Latin American Festival) and Open Streets, as well as small pop-ups at local businesses and the Farmers' Market. Town staff sent postcards and hand-delivered invites and information to residents' doorsteps in the Lloyd-Broad, Tin Top, Lincoln Park, Alabama Avenue and Glosson Circle neighborhoods, as well as mailing postcards and letters to every resident and property owner in the downtown area. The team conducted small group listening sessions with council members and stakeholders, several dedicated workshops, and other community and neighborhood events.

These ongoing efforts, in tandem with the visioning survey administered both digitally and physically in multiple languages, and word of mouth, sought to facilitate having Carrboro residents lead the planning process, as well as creating opportunities for the team to hear as much as possible from those who face barriers to participating in planning conducted solely through public Town Council meetings.



COMMUNITY STAKEHOLDER & ADVISORY BOARD MEETINGS

A series of small group meetings and discussions were held during the project, including business owners, developers, residents, elected officials and non-profit community organizations. By offering both in-person and virtual options for these meetings, the team was able to speak with over 30 community members throughout the project who offered a diverse array of expertise and lived experience at each step of the Plan's drafting. Participants discussed the things they loved about Carrboro, the places for opportunity and potential change, and helped lay the foundation of the vision for downtown Carrboro for the next 20 years.

In addition to small community member and stakeholder meetings, the project team met with advisory boards and commissions several times throughout the process to pull from their expertise and experiences, gather feedback on iterations of the draft, and verify that the Plan was accurately reflecting the vision of the community and Town.

BREAKOUT ROOM 2

- Imagine you left for 20 years and came back to Carrboro- what do you hope is still here? What do you hope has changed?
- In a few words, describe your vision for the downtown area of Carrboro, including the Jones Ferry Rd area.
- What would encourage you to stay longer in downtown or visit more often?

You can add summary ideas/points here

Would love to see a pedestrian street in 20 years

Parks, including Dr. MLK attracts people to the area.

Recurring events – smaller than larger? Piggyback on existing

Pedestrian street, gathering place that makes me want to linger

Echo interest from CC re open space and making more

Physical building of Town Hall – tangible, old bricks, part of the Town's history. Hope there is a way for them to maintain as long as in good repair.

Would love to see a diversity of people in 20 years

Would love to see E. Main Street (between Weaver and Chapel Hill) is more welcoming, more hospitable in 20 years

Really, really free market. To have a culture that produces the free market requires things of Carrboro to make it friendly to hosting this event.

Use of the farmers market is wonderful. A variety of public uses in the space

Shaded places for people on foot and bike, to support staying longer. Being downtown in summer expected to be hotter in the future

Jones Ferry needs same TLC, attention as comments for E. Main

VISIONING QUESTIONS

1. Imagine you left for 20 years and came back to Carrboro- what do you hope is still here? What do you hope has changed?
2. In a few words, describe your vision for the downtown area of Carrboro, including the Jones Ferry Rd area.
3. What would encourage you to stay longer in downtown or visit more often?

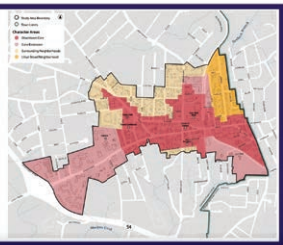
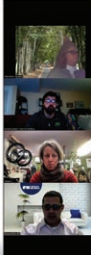


Virtual Advisory Board meeting

CHARACTER AREA PLAN

Downtown Core

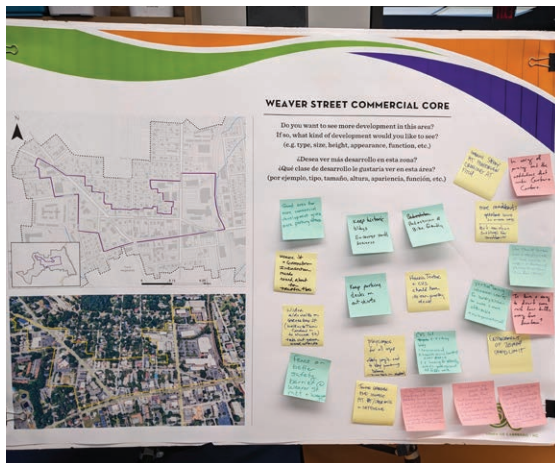
- Intended to include future uses, such as:
 - Affordable housing
 - Mixed use
 - Commercial (retail, daily needs, entertainment, etc.)
- Urban building form that is sensitive to surrounding properties
- 3-5 stories in height
- No new surface parking lots

Virtual stakeholder presentation

POP-UP EVENTS & OPEN HOUSES

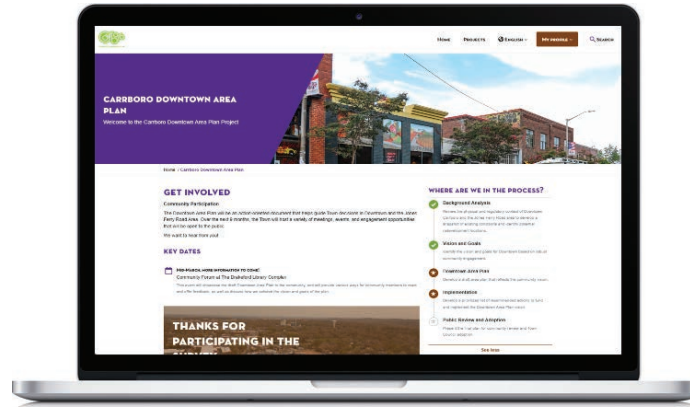
Over the course of the project, the team partnered with community organizations like El Centro Hispano, Marian Cheek Jackson Center, ArtsCenter, Orange County Public Library, CHICLE and Carrboro Farmers' Market to host pop-up events at longstanding Town signature events, and standalone open houses and workshops. Additionally, in the summer/fall of 2025, the draft Plan was released in full for a period of public comment before adoption.



PROJECT WEBSITE & VISIONING SURVEY

ENGAGE CARRBORO WEBSITE

Engage Carrboro was launched in parallel with this project and served as a hub for early open discussion and visioning, and the survey. With the ability to translate the site into the six most spoken languages locally, as learned from engagement while creating Carrboro Connects, the website provided a virtual space where community members could read about the Plan, participate in a variety of ways, stay up to date on progress, watch videos of meetings and share their ideas.

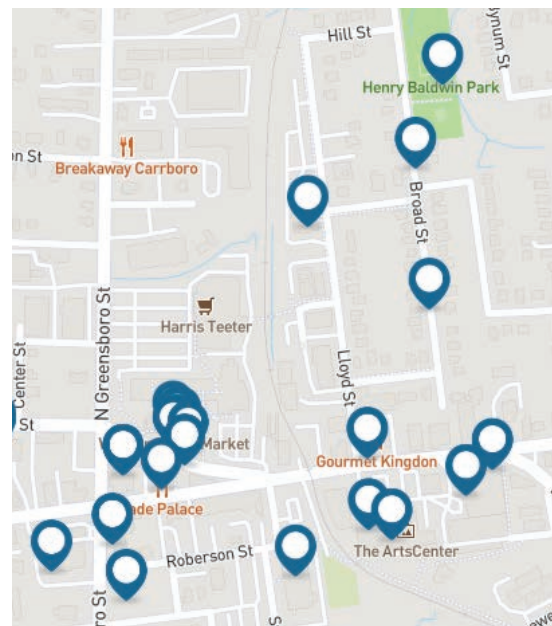


**2,000+
SITE VISITS**

**800+ MAP
RESPONSES**

SURVEY OVERVIEW

An online public survey was launched to gather input from the community regarding downtown priorities, existing conditions in the area and opportunities for the future of downtown Carrboro. The survey was open from September 1 to November 8, 2024 and received 286 responses. The survey was promoted through community events, the Town's website, email blasts and social media. Partners at the Refugee Community Partnership, El Centro Hispano and the Marian Cheek Jackson Center also helped distribute and administer paper surveys to residents and/or administer the questions in Spanish. Highlights of survey results are described on the following pages, with complete, detailed results included in the Appendix.



VISIONING SURVEY SUMMARY

RACE, EQUITY & REPRESENTATION

As part of the team's commitment to race and equity, as responses were being collected, staff and the consultant identified a difference between respondents' self-identified race as Black or African American (4%) and Carrboro's population (14%, 2022 ACS 5-Year Estimates). The survey period was extended and Town staff attended neighborhood meetings and reinforced relationships with Lloyd-Broad and Alabama Avenue residents. This was done in an effort to include Black and African American residents' voices in the visioning process and keep them involved through the remainder of the project.

Survey demographics are provided on this page and represent part of a larger spread of voices heard throughout the project. For in-person events where self-identified demographics were collected, please see the Appendix.

Figure 23. Survey Demographics - Age

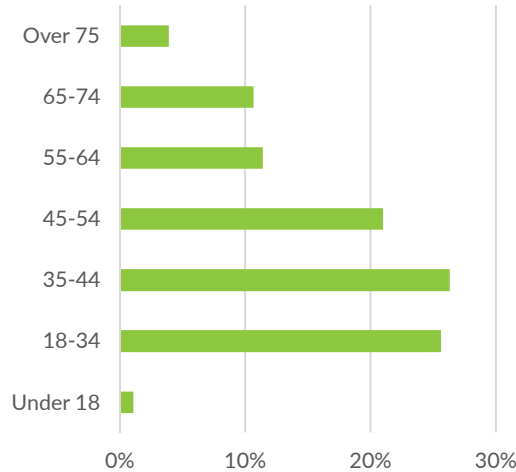


Figure 24. Survey Demographics - Home Ownership

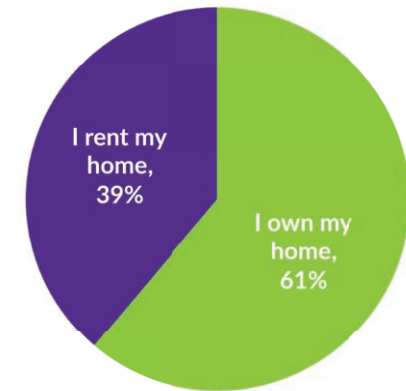
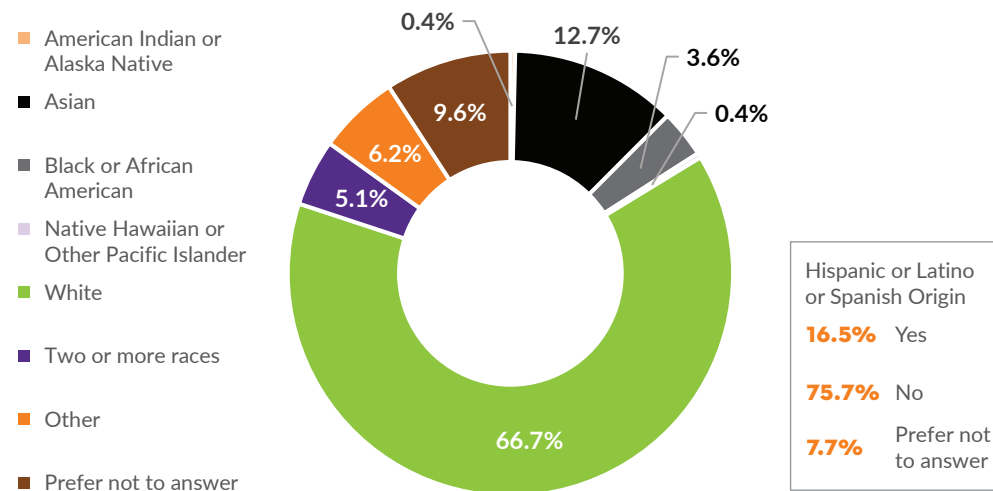


Figure 25. Survey Demographics - Race and Ethnicity



WHAT DO YOU HOPE IS STILL HERE IN 20 YEARS?

Survey respondents expressed a deep appreciation for the vibrant community spirit embodied by downtown Carrboro. Weaver Street Market emerged as a focal point, celebrated for its central role in community gatherings. Similarly, the Carrboro Farmers' Market is cherished for its local produce and social atmosphere. Cat's Cradle, a cornerstone of the local music scene, is beloved for its cultural contributions.

Residents praised the variety of parks and green spaces like the Town Commons, which offers recreational opportunities and hosts community events. The presence of small, local businesses adds a unique charm to downtown, with many enjoying the diverse range of dining and shopping options. The Town's walkability and bikeability were also highlighted, with respondents valuing the ease of navigation and dedicated paths.

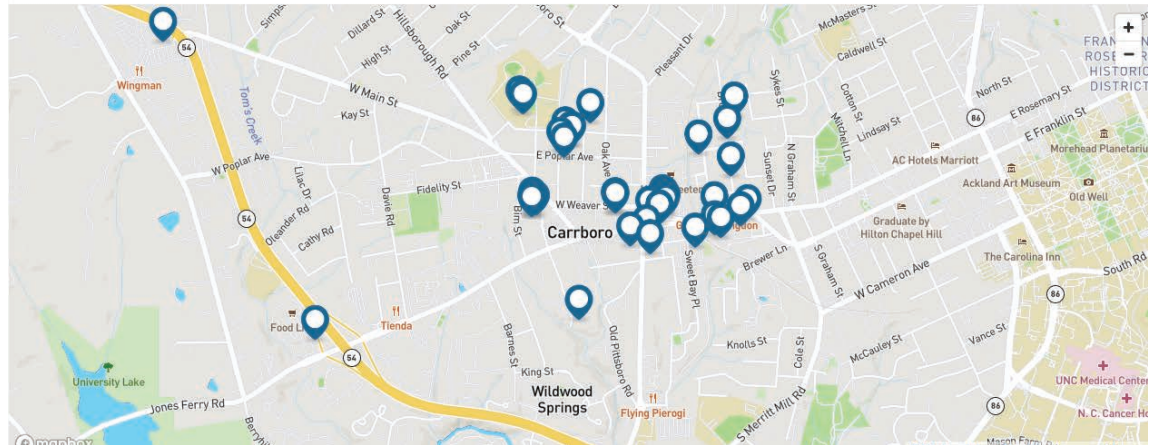
The historic and unique buildings of Carrboro were mentioned fondly, with a call to preserve the architectural character that sets the Town apart.

Community events and activities, such as festivals and markets, contribute to a lively and engaging downtown atmosphere. Additionally, venues like The ArtsCenter play a crucial role in supporting local arts and culture.

Overall, the map responses reflect a strong sense of community pride and a desire to maintain the welcoming, inclusive and vibrant nature of downtown Carrboro.

1 In 20 years, what do you hope is still here? This could be a business, a landmark, a neighborhood, or even an experience.

Map | Skipped: 77 | Answered: 209 (73.08%)



Map from online survey showing a sampling of comments

As our town grows I'd love for Carrboro to build more community spaces downtown. Parks, gathering spaces, recreational use, picnic spaces, art spaces, splash pad.

A vibrant downtown area with businesses that appeal to all sorts of people and more 'third spaces' where we can gather, people-watch, share experiences

General walk and bikeability.

Add places for small businesses that are affordable by allowing for more space, maybe going up in height of existing commercial space.

Respect the historic district and protect it.

How People Spend Time in Downtown

84% of respondents visit the study area at least a few times a week.

When asked about how they spend time in the downtown area (with respondents selecting all that apply), respondents indicated a variety of activities, ranging from meeting daily needs, to socializing, education and entertainment activities. The team asked for more details about the types of places visitors go, to also understand about the kinds of uses are successful and most sought in the study area to date.

These existing activities help illustrate what draws people to the downtown area today, showcasing the wide range of activities and services available that create a lively, active downtown area that supports live, play and work experiences.

Figure 26. How People Spend Time in Downtown

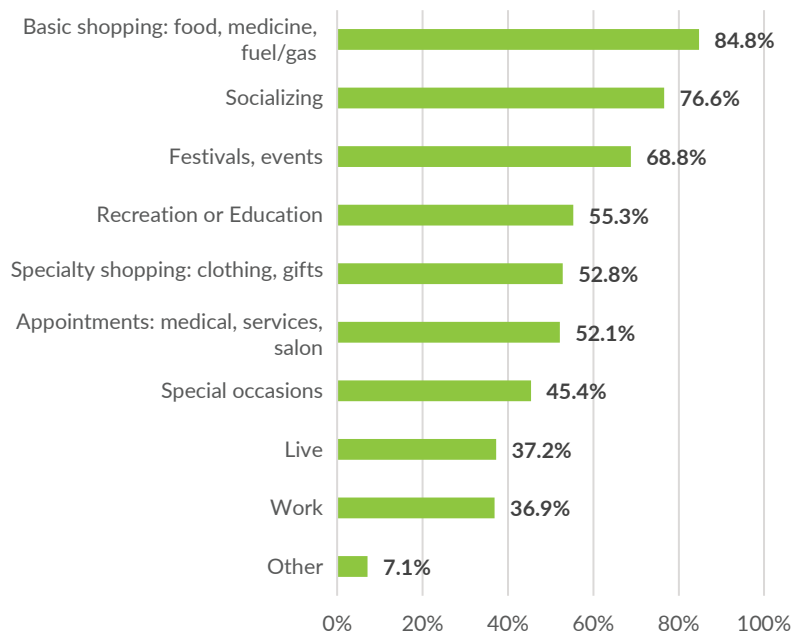


Figure 27. What Activities People Do or Places They Visit

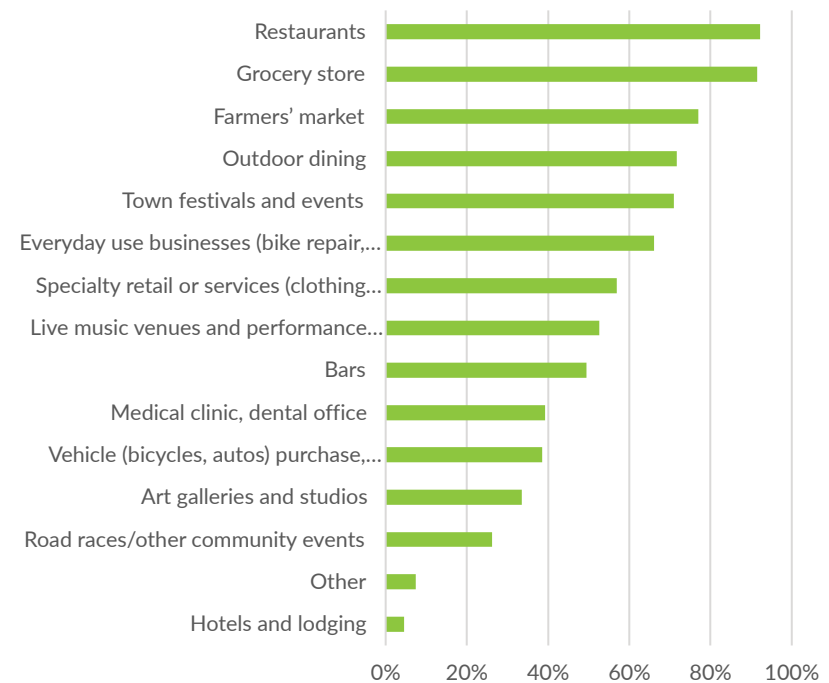
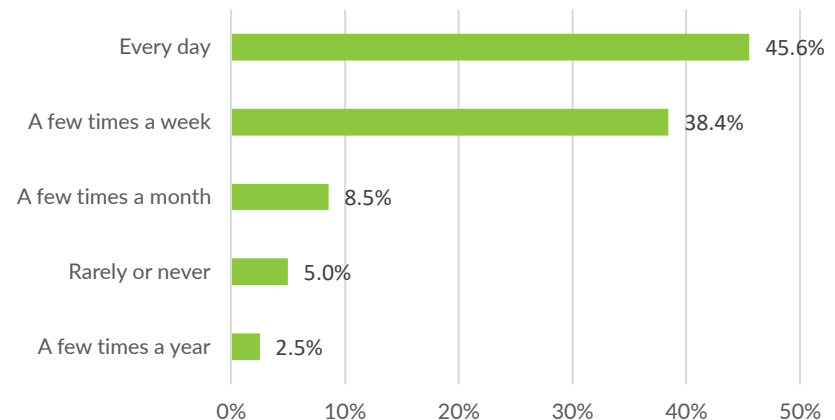


Figure 28. How Frequently People Visit the Study Area



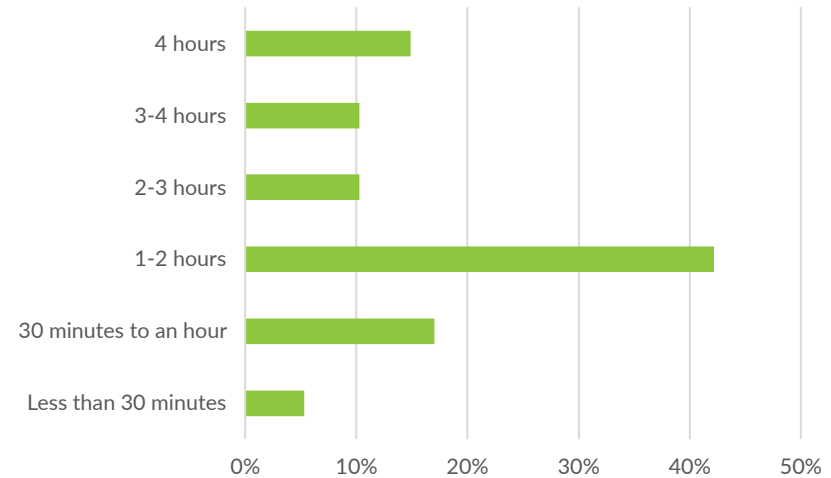
GETTING TO AND STAYING IN THE DOWNTOWN

ENCOURAGING PEOPLE TO STAY LONGER

Over 40% of survey respondents indicated that they stay in the study area for 1-2 hours when they visit. 67% responded with ideas for what would encourage them to stay longer. The most common themes were:

- More public seating, shaded areas and outdoor spaces to spend time in and with the community without needing to spend money. Suggestions include parks, benches, plazas and other small public spaces, particularly beyond Weaver Street Market to create more opportunities for visitors to walk and stop at places throughout downtown.
- Improved circulation, access and safety for all modes of travel – exploring ways to mitigate pedestrians, cyclists and cars on the road, bus service later into the evening, more public parking and friendlier parking policies on private lots.
- Extended business hours and a greater diversity of dining and shopping options, noting a desire for more global cuisine that represents and caters to a variety of community members, helping them to feel welcome.
- More frequent community and cultural events and additional public amenities (e.g., public restrooms, robust Wi-Fi network).
- Spaces and festivals that provide things to do for all ages. Some respondents commented that many businesses seem to cater to students and younger crowds.

Figure 29. How Long People Typically Stay in the Study Area

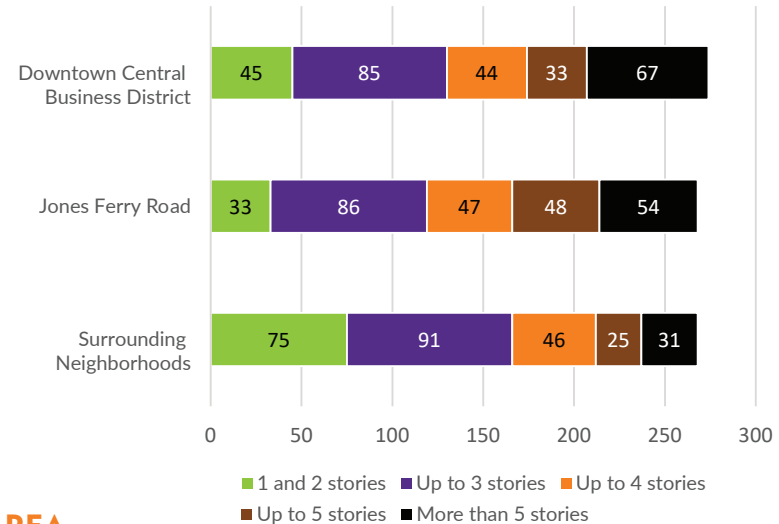


IMAGINING THE FUTURE OF DOWNTOWN CARRBORO

MAXIMUM BUILDING HEIGHTS IN THE STUDY AREA

Respondents were asked what they think the maximum building heights should be in the Downtown Central Business District, Jones Ferry Road area and the surrounding neighborhoods. Most respondents indicated that up to three stories was the most appropriate for all locations. The second largest ranking for the Downtown Central Business District and Jones Ferry Road was more than five stories, while the surrounding neighborhoods were one and two stories.

Figure 30. Maximum Building Heights



WHAT PEOPLE WANT TO SEE MORE OF IN THE STUDY AREA

Survey respondents were asked what types of things they would like to see more of in the study area and were able to choose five priorities. The most popular priorities were:

- Trees and shade.
- Safe bicycle and pedestrian spaces.
- Public gathering spaces, parks, plazas and/or pavilions.
- Affordable housing.
- Vehicular and traffic flow improvements.

The least common specified priority was buildings or places where people exclusively work (rather than mixed-use where people can live and work), with 10% of total responses.

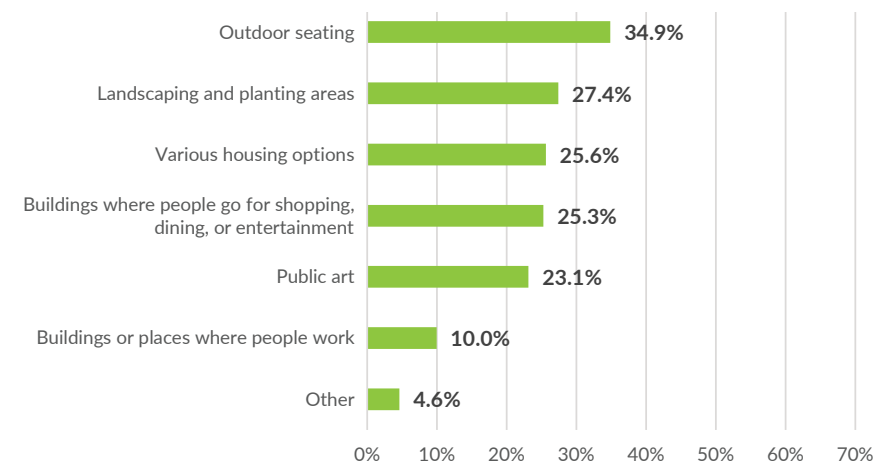
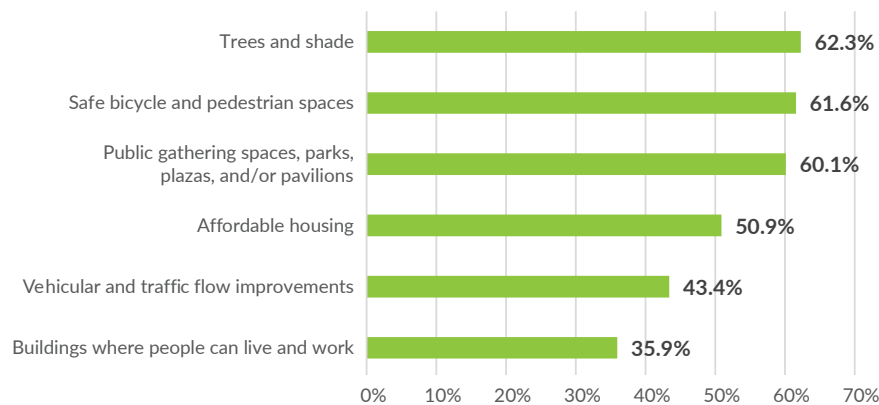


Figure 31. What People Want to See More of in the Study Area

WHAT DO YOU HOPE HAS CHANGED IN 20 YEARS?

Residents and visitors envision a downtown transformed into a safer, more representative, more accessible and community-centric space.

Desired changes include improvements in traffic circulation and transportation options, with an emphasis on safer streets, more available public transportation and enhanced walkability and bikeability. Safety and connectivity are key parts of this vision, notably continued build-out of the bike and pedestrian network to help people easily and safely navigate the area.

Affordable housing is a major concern, with many expressing a need for increased availability of housing options that cater to all levels of low-income households (30%, 60%, and 80% Area Median Income).

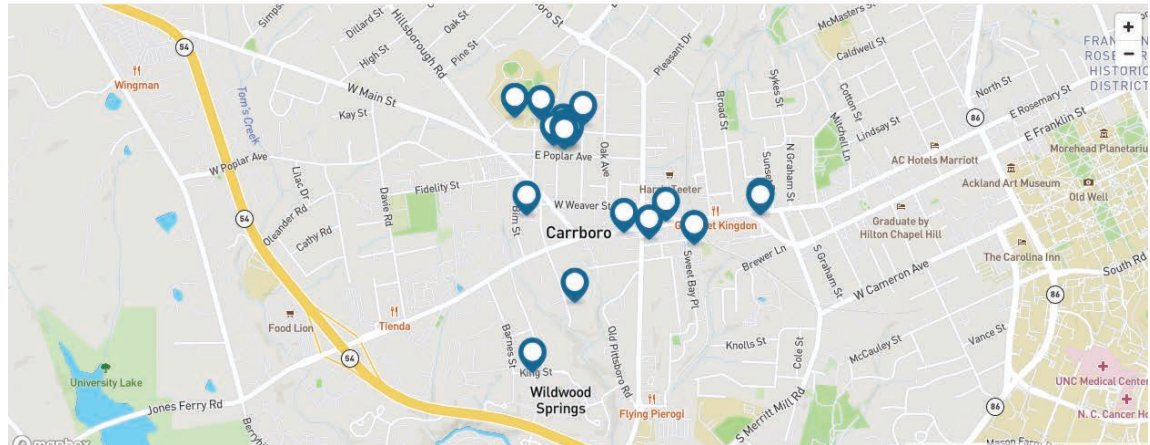
Respondents call for stronger support for the local arts, music and culture scene(s); encouragement of small business growth; and more diverse dining establishments to enhance the unique character of Carrboro.

People desire a climate-resilient future calling for sustainable and eco-friendly improvements and interventions, such as green building and environmental conservation efforts.

Finally, there is a strong emphasis on community-centric development, with suggestions for youth centers and spaces that enhance the well-being of residents. People desire more parks, green areas, recreation facilities and general spaces to foster a sense of community and provide places for the community to gather.

2 In 20 years, what do you hope has changed? This could be a business, a landmark, a neighborhood, or even an experience.

Map | Skipped: 98 | Answered: 188 (65.73%)



Map from online survey showing a sampling of comments

As we build more density we add to the heat dome affect in town. We need more water feature parks for kids and dogs to cool off in.

Affordable, dense, housing on Jones Ferry toward OWASA.

I hope we will continue to prioritize making the town as bike- and pedestrian-friendly as possible.

Add flashing lights to these and other crosswalks across Greensboro.

I hope E Weaver is closed to motor vehicle traffic either full time, or from 7 am to 10 pm.

Work with property owners and stakeholders to redevelop for greenway oriented high density and mixed use.

RECURRING THEMES

This Plan embodies comments received from residents and visitors across 286 survey responses and hundreds of attendees across public events (community members could both fill out the survey and come to 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.





VISION

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 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.



Strategies & Considerations

DRAFT



INTRODUCTION

The purpose of this chapter is to identify pertinent elements of the built environment in the downtown area, including considerations, best practices and overarching strategies that can help the Town achieve this Plan's vision and goals. This chapter touches on elements related to the following:

- Property development
- Downtown transportation and infrastructure
- Branding and urban design
- Buildings and frontages

Incorporating best practices for the elements in the downtown area will help support the goals of this Plan and the Town's racial equity and climate action goals. Each new project proposed for the downtown area should be evaluated against the considerations in this chapter to determine how well the project fits with the desired character and future vision of the community.

There are many other considerations when developing in Carrboro; however, the items in this chapter are tailored to be most applicable to the downtown area. Creating a unique, interesting, pedestrian- and bicycle-focused, affordable, and welcoming downtown area takes careful planning and implementation.

The strategies contained in this Plan are overall ideas of how to achieve the Plan's goals. As each strategy could be achieved through a variety of policies, further discussion and decisions are necessary to create policy initiatives. These discussions should include funding and other practical considerations.



PROPERTY DEVELOPMENT

DEVELOPMENT AND REDEVELOPMENT IN THE PRIVATE MARKETPLACE

Carrboro is able to focus on a market-driven approach for the downtown area due to its prime development location. This approach allows the Town to work with developers and business owners to focus on efforts that will have positive impacts on the downtown area and continue enhancing racial equity. Opportunities for redevelopment will be most likely to occur, as the study area is already mostly built-out. As such, supporting high-quality redevelopment is necessary to achieve the goals of this Plan. Key strategies to consider include the following:

- Provide clear guidance on desired redevelopment elements to help developers understand what is expected of them when undertaking projects in the downtown area.
- Support redevelopments in prioritizing building reuse and expansions rather than replacement, where appropriate.
- Find ways to reduce impervious surface coverage through redevelopment to help with overall stormwater management.
- Encourage diverse businesses such as music and performing arts, restaurants, and those meeting daily needs of residents as well as mixed-use development.



CONSIDERATIONS AND STRATEGIES

LOT SIZES

A factor contributing to Carrboro's strong small business environment is the numerous small lots that are in the downtown area. Small lot sizes allow for a variety of local business opportunities to remain in the downtown area and provide room for startup businesses. Smaller buildings can help keep monthly business ownership expenses lower; however, not all businesses can thrive in small spaces, so there is also a need for larger buildings and leasable spaces. Larger spaces also allow startup businesses a place to grow into, while remaining in the downtown area. Creating an atmosphere that allows for a variety of lot sizes and building spaces helps maintain a diverse residential and commercial mix. Encouraging a diversity of spaces can help the Town continue its racial equity efforts by creating opportunities and spaces for all. Key strategies to consider include the following:

- Allow more intensive development to occur on smaller lots to maximize the usability of small sites.
- Encourage a variety of spaces or flexible spaces inside buildings when redevelopment projects are proposed.
- Support residential infill and increased densities, particularly on smaller lots, through expansions of ADUs, duplexes, quadplexes and other similar housing types.
- Support property recombination to create larger parcels for new development opportunities.
- Create a land banking program to acquire, consolidate, hold and sell property for targeted development.
- Consider creating guidelines for the best strategy to retain larger parcels to encourage diverse development, as there are a large number of existing smaller parcels in the downtown area.
- Work with property owners to find the appropriate balance of small and large lots to maintain a variety of spaces in the downtown area.



Small lot development in Carrboro



Large lot development in Carrboro

GENTRIFICATION

Gentrification is the loss of historic, typically disadvantaged businesses and residents. This loss is regularly due to increased rent, increased ownership costs or shifts in local demographics that result in a loss of business revenue. Retaining rich cultural heritage and diversity in the local community means combating gentrification is an important element of having a livable and comfortable downtown area. Key strategies to consider include the following:

- Consider opportunities to expand the Town's economic base without increasing property taxes and balance property revaluation increases at the county level with local tax cuts.
- Expand affordable housing efforts to support the retention of an economically diverse community.
- Support minority-owned businesses to preserve the community's diverse cultural heritage and provide opportunities for historically disadvantaged populations.
- Assist businesses with temporary relocation during construction.
- Create a Town-managed flex space to support local businesses. This could include incubator space to help small businesses launch and/or swing space for businesses to move to while their existing location is being renovated.
- Encourage business owners and homeowners to join existing or organize new business owners or neighborhood associations to provide a stronger voice for the community.
- Establish criteria for balancing economic growth with community preservation efforts.

CASE STUDY: FLEET FEET LOCATION CONSOLIDATION

At the time of this event, Fleet Feet's corporate headquarters were split between two buildings in downtown Carrboro. To consolidate operations into a single location, the company considered relocating to another community.

To support both Fleet Feet's consolidation and the expansion of Kalisher—an art production and curation company also based in downtown Carrboro—the Town took two key actions:

- **Parking Support:** The Town agreed to lease and sublease parking spaces, enabling Kalisher to meet the minimum parking requirements needed to move into one of the buildings that Fleet Feet was occupying.
- **Property Purchase:** The Town committed to purchasing a condominium unit owned by Fleet Feet.

These creative financing and supportive efforts from the Town provided Fleet Feet with the necessary cash flow to relocate into a new building and remain in Carrboro. As a result of the Town's creative incentive, Fleet Feet retained 40 jobs and kept its corporate headquarters in the community.

Today, Fleet Feet employs approximately 130 corporate staff and hosts hundreds of vendor visits annually at its downtown Carrboro headquarters. Although Kalisher has since relocated elsewhere, the Town's support allowed them to expand and remain in Carrboro for a time. Fleet Feet continues to grow in its current location. The Town still leases parking, but eventually sold the condominium unit at a small profit.





REGULATORY PROCESS

The Town is currently undergoing the Unified Development Ordinance (UDO) project and will be updating the regulatory process that has been in place for years. Local zoning and land development regulations are major drivers for the built environment, so it is critical that the Town's UDO rewrite supports the goals of this Plan. The recommendations for regulatory process changes in the Carrboro Connects Plan also apply to the downtown area; however, additional specifics are included in this Plan. Key strategies to consider include the following:

- Streamline the approval process for development that meets certain requirements by allowing these developments to move forward with by-right approvals.
- Ease regulations for developments that incorporate affordable housing and affordable commercial spaces.
- Include optional development incentives in the UDO that encourage environmentally sustainable development, affordable housing and commercial spaces, and specifically help achieve the vision and goals of this Plan.
- Create outreach materials to assist applicants in understanding applicable Town processes and expectations.
- Consider the different character areas when developing new standards to help achieve the desired vision for each area.

INCENTIVES

To encourage desired development and redevelopment in the downtown area, the Town can incentivize desired options through a variety of means. The Town should focus on incentivizing development that includes environmentally sustainable practices, incorporates the Town's history, retains existing businesses, provides affordable rent or ownership opportunities, and creates a variety of spaces that can help the Town achieve goals set forth in this Plan. Key strategies to consider include the following:

- As affordability is one of the most important elements in maintaining an inclusive downtown area, allowing buildings with affordable units to exceed height maximums will help support this goal.
- Evaluate the creation of a Municipal Services District to support downtown and create a recurring revenue source.
- Support business owners with public parking arrangements to reduce on-site parking needs.
- While updating the UDO, consider additional optional incentives to achieve the desired development outcomes (e.g., affordable housing, environmentally sustainable development) through increased density and height, reduced parking minimums, a faster approval process, and staff-level approvals.
- Create public-private partnerships (P3s) for the Town to jointly develop property with a developer to create affordable housing and commercial space.

DOWNTOWN TRANSPORTATION & INFRASTRUCTURE

Streetscape typologies were discussed in the **Volume 1, Master Plan** chapter. This section introduces other transportation and utility considerations to keep in mind as the downtown area continues to grow and redevelop. With the limited space in the public ROWs, the Town will need to work closely with NCDOT and private property owners during development and redevelopment to help support innovative and Carrboro-specific transportation and infrastructure goals.

This section includes information about:

- Downtown mobility
- Intersection and pedestrian safety strategies
- Opportunities for transportation infrastructure improvements associated with potential future redevelopment/development
- Utility considerations



DOWNTOWN MOBILITY

Streets are an integral part of the public realm and often make up a large portion of public lands, and, as such, they should be designed to accommodate a range of users, including pedestrians, cyclists and vehicles. Streets should also be designed and used to achieve Town goals by using strategic elements, such as stormwater management techniques, public art, habitat creation, and pilot projects that demonstrate the Town's commitment to its goals and values. Complete Streets are designed to provide equitable access for all travelers and all modes of transportation.

SIDEWALKS

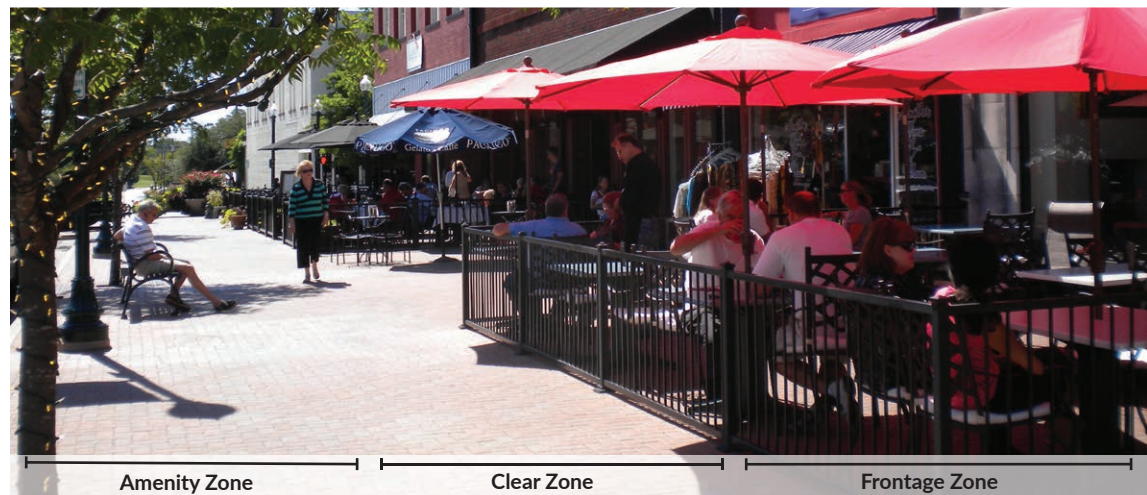
Sidewalks play a vital role in communities, are a critical element of a complete street and have been found to enhance public health and maximize social capital. They facilitate pedestrian safety, movement and access and promote overall community connectivity and welfare. Safe, accessible and well-maintained sidewalks are a fundamental and necessary investment for the Town. It is critical that sidewalks provide enough width to accommodate the expected amount of pedestrian traffic, or else people might need to step off the sidewalk into potentially dangerous situations.

Sidewalks in the downtown area are especially valuable as they encourage visitors to spend more time engaging with their local community and businesses.

Urban sidewalks have three zones that are sometimes indistinguishable in looks, but are important to understand from a functional perspective.

1. The “frontage zone” is the portion of the sidewalk up against the building frontage. This area is usually at least 2 feet wide and is where entry doors open out into the sidewalk. This is where the public and private realms merge and can be used for café seating or other activation elements.

2. The “pedestrian clear zone” is the portion of the sidewalk that is clear of obstacles and where pedestrians can walk freely. This area is preferably 6 feet wide, but can be reduced to 4 feet for small portions in urban, more constrained settings. Keeping the clear zone free of obstructions is an important aspect of ADA accessibility for the downtown area.
3. The “amenity zone” is the area along the back of curb where there is space for benches, lighting, trees, etc. This zone varies in width depending on the space available within the ROW and acts as a buffer between vehicles and pedestrians.



Sidewalk activity zones

LANE WIDTH

Lane widths allocated for motorists, transit and bicycles are a crucial aspect of street design. Lane widths should be considered within the overall assemblage of the street. Narrower streets are typically recommended in the downtown area, are proven to naturally reduce vehicle speed, create a more comfortable experience for pedestrians and cyclists, and provide more ROW space for a variety of uses. Reducing travel lane widths using striping allows for visually shrinking the street without the expense and time necessary for demolition and reconstruction.

CURB EXTENSIONS

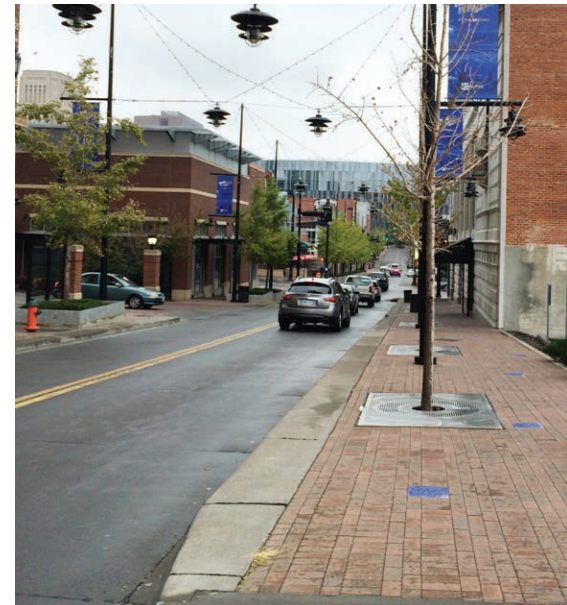
Curb extensions are a traffic calming measure primarily used to visually and physically narrow roadways at crosswalks and extend the sidewalk for pedestrians crossing the street. Shortening the crossing distance improves pedestrian safety and visibility. Curb extensions may also be implemented to help allocate more space for street furniture, landscaping, innovative



Temporary curbside seating



Curb extension



Narrow drive lanes

stormwater treatment or street trees in areas in ROWs. These are also referred to as “bump-outs.”

PARKING

Parking is an inherent functional piece of most places. With downtowns in particular, it is important that the pedestrian experience between parking areas and points of interest is safe, comfortable and interesting. Connecting parking lots to destinations in the downtown area with a connected sidewalk network can help provide a comfortable experience for visitors, residences and business owners. Private parking reduces overall parking efficiency and the financial performance of downtowns. In some instances, creating joint-use parking agreements can allow otherwise restricted parking areas to support downtown functionality beyond the hours of peak use by the owning entity (e.g., allowing public parking at religious institutions outside of their busy hours).

In a downtown, good urban form tends to locate parking on-street or toward the fringe of the core in communal lots or structures, allowing focus to remain on pedestrian



Carrboro parking sign



Consolidated downtown parking area



Existing parking garage in downtown

space and activity. Many communities have eliminated minimum parking requirements in their downtowns.

BICYCLES

With low traffic speeds in the downtown area, investment in bicycle infrastructure is ideal, as slower vehicular speeds help encourage bicycling. As bicycles will be riding on the streets with vehicles, all roadways should be designed with the intention of slowing vehicle speeds and encouraging shared lanes or dedicated bicycle lanes. A public education program for both cyclists and motorists may help people navigate these shared spaces more safely.

On-street bicycle infrastructure, such as dedicated bicycle and buffered bicycle lanes, can help create a comfortable environment for cyclists to travel along the streets. In addition to on-street bicycle infrastructure, the use of greenways or multi-use paths is highly encouraged wherever possible, as spaces dedicated to non-motorized modes of transportation (walking, bicycling and rolling)



Libba Cotten Bike Path

create a more comfortable experience for people who do not want to be on the road with vehicular traffic.

TRANSIT

Bus service to and from the downtown area is provided by Chapel Hill Transit (locally) and GoTriangle (regionally), which creates opportunities for transit to meet daily needs for residents. The existing park and rides near the downtown area help support transit riders and carpooling, thus reducing the need for automobiles and large parking lots. Continuing to have a transit system that provides reliable transit can help reduce the number of vehicles on the street and be used on a daily basis for residents, workers, visitors and business owners to reach destinations for daily needs. As the community continues to grow, regular assessment of the transit routes, infrastructure and ridership demand is important to help maintain transit as a high-quality transportation option in the future.



Bus stop



Buffered bicycle lane

INTERSECTIONS AND PEDESTRIAN SAFETY STRATEGIES

The downtown area should be a highly pedestrianized environment and bicyclist and pedestrian safety and comfort should be balanced with vehicular traffic needs. Strategies to enhance safety that may be appropriate for the downtown area include elements such as:

- Narrow lanes that require motorists to drive slowly and pay attention to their surroundings.
- Shorter block lengths that help maintain slower vehicular speeds.
- Bump-outs or curb extensions at crossings and intersections that make pedestrians more visible to drivers and create pinch-points for cars, thus slowing them down.
- Raised crosswalks that keep the crosswalk at the same elevation as the sidewalk make it more convenient and safer for the pedestrian, as well as act as a speed hump for cars.
- Well-marked and signed crosswalks with proper warning signs and high visibility pavement marking, such as specialty paving or decorative markings at crosswalks, act as a visual signal to drivers to watch for pedestrians.
- Building frontages that address the street, streetscape elements and active sidewalks to generally create an environment that encourages slow speeds.
- Vehicle turning speeds and pedestrian crossing distances are directly impacted by corner radii. Maintaining smaller corner radii is critical to creating compact intersections that encourage safe vehicular turning speeds. While 10-15 feet are considered standard curb radii, in urban settings many communities use corner radii as small as 2 feet.
- Lighting and bollards at crossings and intersections to notify both pedestrians and cars to pay attention. Bollard locations help signify non-vehicular areas and need to comply with ADA accessibility requirements.
- Reduced driveway curb cuts to limit cars crossing the sidewalk and reduce pedestrian conflicts.
- Sight triangles clear from obstructions to allow drivers to see clearly.
- Rectangular Rapid Flashing Beacons and Pedestrian Hybrid Beacons installed at high-volume crossings to improve pedestrian safety.
- Downtown slow zone that reduces vehicle speeds to increase pedestrian and bicycle safety.
- Leading Pedestrian Intervals to provide pedestrians an advance start on crossing a street before vehicles can go.



Raised crosswalk with bollards



Sidewalk buffered from drive lanes by plantings



Enhanced crosswalk paving

TRANSPORTATION INFRASTRUCTURE ASSOCIATED WITH POTENTIAL FUTURE GROWTH

The downtown area should prioritize transportation options and choices that support a wide variety of travel modes for residents, business owners and visitors. From bus transit to bicycle to vehicular to pedestrian options, all modes of transportation should be accounted for. The following are some specific approaches that can help enhance transportation options for the downtown area:

- Continue working closely with transit providers to identify locations to co-locate bus stops with new development.
- Include bike racks, bike corrals, bike lockers and bike shelters in new development and throughout the downtown area.
- Encourage the continued installation of EV charging infrastructure.
- Create interlocal bike-share program between Carrboro, Chapel Hill and UNC.
- Invest in innovative solar panel usage, such as shade structures for electric bikes or scooter charging.
- Support an expansion of the fixed bus routes to ease daily usage for residents in the downtown area and increase ridership.
- Explore public-private partnership (P3) opportunities for shared parking garage facilities to reduce the need for surface parking.
- Construct more greenway/multi-use pathways that will connect residents, businesses and green spaces.
- Encourage land uses and site designs that promote walking and biking to help reduce future vehicular traffic.
- Designate rideshare pick-up and drop-off zones near high-frequency destinations to support micro transit options.



Bike share program



EV charging infrastructure



Long-term bike storage

Image source: <https://groundcontrolsystems.com/products/long-term-bicycle-parking/>



Existing bus service

UTILITY CONSIDERATIONS

Utility design and implementation decisions have a substantial impact on day-to-day experiences and the environmental footprint of a downtown. As development and/or redevelopment occurs in the downtown area, the Town should consider the following utility strategies.

INNOVATIVE STORMWATER MANAGEMENT AND GREEN INFRASTRUCTURE

In natural areas, stormwater is either slowly absorbed into the soil or gradually moves toward the lowest points and channels before reaching ponds, low-lying wetlands or waterways. In urban areas, a significant portion of the land is covered by buildings, pavement and other surfaces that do not allow the water to seep into the ground, known as impervious surfaces. This causes a greater quantity and velocity of water to run off into adjacent areas and waterways. Incorporating innovative stormwater management into the built environment helps restore the natural environmental functions of absorbing and cleaning stormwater.

Stormwater management should remain of critical importance due to the vast impacts it has on local water quality and wildlife. Encouraging the use of innovative stormwater management techniques can help reduce impacts on the natural environment. Properly designing, installing and maintaining stormwater infrastructure can also help reduce flooding and property damage from major rain events.

As part of innovative stormwater management techniques, protecting water quality using green infrastructure is important. Infrastructure should be designed and built

to minimize localized runoff and treat the first inch of stormwater through conservation of natural areas, green infrastructure, use of pervious surfaces and other stormwater control measures (SCMs). These low-impact approaches offer multiple benefits, including improved quality of life, enhanced built environments, and effective stormwater and water quality management.

The use of natural systems and processes to treat and retain stormwater is referred to as green infrastructure. Green infrastructure strategies can be accomplished at the regional, community and site scale. In a downtown environment, implementation of green infrastructure interventions should be done where possible. By working together, a network of small-scale facilities in the downtown area can generate a large benefit.

Some overall approaches for managing stormwater and using green infrastructure in the downtown area include:

- Add rain gardens along streetscapes and on private sites.
- Install bioswales incorporated into larger green spaces.
- Use native and adapted plantings in no-mow zones.
- Install street trees, where space allow, to add tree canopy which helps intercept stormwater before it hits the ground.

- Add green roofs, which can capture and use rain that falls on the roof.
- Use permeable paving in parking or other paved areas.
- Reduce impervious surface through retrofitting existing development and by limiting impervious surface on new development.
- Maintain existing stormwater facilities and infrastructure to get their maximum effectiveness.
- Encourage on-site infiltration and designs that mimic pre-development site conditions for stormwater management.
- Install educational signage and incorporate art informing the public about stormwater.
- Continue to require buffers along streams, ponds and other waterbodies to maintain a vegetated space between development and the water.
- Continue to provide resources on the Town's stormwater website about ways residents can help improve the quality of stormwater runoff entering local waterways.
- Continue to expand the Town's proactive stormwater program with retrofits, enhancements, educational events and enforcement of environmental regulations.

Opportunities that are more specific for each of the Character Areas include:

DOWNTOWN CORE

- Retrofit and redevelop existing parking lots and building lots to include underground stormwater management facilities, bioswales and rain gardens to treat and slow surface runoff. Additionally, use rain barrels or cisterns to capture rainfall before it becomes runoff.

DOWNTOWN EXTENSION

- Incorporate SCMs that enhance new development and redevelopment of sites, which may include rain gardens, designed wetlands, beautified wet ponds or other amenities that are an integral part of the site design.

SURROUNDING NEIGHBORHOODS

- Convert swales into bioswales.
- Consider incorporating several neighborhood stormwater management systems to help manage and clean neighborhood stormwater.
- Encourage installation of rain gardens on private property.

LLOYD-BROAD

- Convert swales into bioswales.
- Utilize open land and park space to help manage and clean neighborhood stormwater.
- Encourage installation of rain gardens on private property and connection with residents.

These strategies are especially important for the downtown area given its proximity to Morgan Creek and Lake Jordan. The use of innovative stormwater management and green infrastructure adjacent to roadways and parking areas can be especially effective at capturing and filtering out pollutants commonly found in runoff before it enters local waterways. These improvements can be implemented in conjunction with visual upgrades to existing surface parking lots and as part of roadway improvements.

Correct design, installation and maintenance of green infrastructure facilities is of utmost importance; this is especially true for innovative stormwater practices where plants serve functional purposes. Vegetated stormwater facilities do not necessarily require more maintenance; in fact, they should generally require less. However, they must be properly designed, installed and maintained to function effectively.

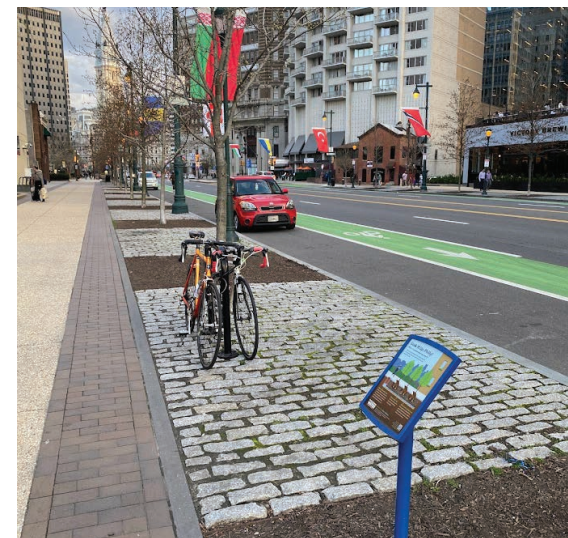
RAINWATER HARVESTING

Using cisterns, rain barrels and other rainwater harvesting techniques can help reduce stormwater runoff, while also providing water for on-site use. Using reclaimed water from Orange Water and Sewer Authority (OWASA) can also help reduce environmental impacts by reducing the use of potable water for non-drinking purposes and flushing needs. In addition to intercepting rainwater through harvesting techniques and utilizing reclaimed water, reducing water consumption through low-flow fixtures and drought-tolerant plantings helps reduce the overall demand for freshwater consumption. These approaches not only help reduce stormwater runoff, but

also help reduce environmental impacts of using treated, potable water for non-potable needs (such as irrigation or flushing toilets).



Bioswale designed into a parking lot



Curbside rain garden

OVERHEAD UTILITY LINES

Overhead power lines and telecommunication lines are part of modern life. Having overhead lines in or adjacent to the ROW creates certain challenges for street tree placement and keeping sidewalks free of obstructions. This Plan does not envision the undergrounding of overhead utility lines due to the expense and practicality of installing utility lines underground in the downtown area. However, if the chance arises, the Town should work with Duke Energy and other utility providers to install as many lines underground as possible.

UTILITY BOX LOCATION

The location of ground-level utility boxes should be carefully planned to avoid conflicts with sight triangles, pedestrians and street trees. Utility boxes offer an opportunity for use as a canvas for public art and can be themed to reinforce the various parts of the Town. For

instance, historic-themed utility boxes could be located in the historic district and nature-themed utility boxes could be located in areas on the edge of the urban fabric.

ALTERNATIVE ENERGY GENERATION

Innovative energy generation techniques can help reduce the reliance on greenhouse-gas generating electricity and make projects more resilient to power outages. The incorporation of solar and geothermal throughout the downtown area can help demonstrate the Town's commitment to climate action. Having solar lighting and solar electric bike charging stations are small-scale examples. Larger projects, such as solar roofs and geothermal heating systems can be incorporated into redevelopment projects based on their infrastructure needs. Sustainable practices in the downtown area should also include energy conservation efforts to reduce the

amount of energy needed. Both small-scale implementation and large-scale projects are needed to help the downtown area be more climate-conscious. As there can be competing goals between strategies, a case-by-case evaluation will be necessary to assess which strategy is most appropriate for a given site. For instance, taller buildings provide higher densities but also create larger shadows, which may impact opportunities for solar collection.

SUSTAINABILITY HIERARCHY

As the Town considers utility strategies, particularly those related to water and energy, it is valuable to consider a sustainability hierarchy. Best practices would included the following priorities for utility strategies:

1. Reduce the need (efficiency first)
2. Rely on alternative sources (e.g., solar or rain cisterns)
3. Recycle, if applicable (e.g., water)



Utility box art



Small scale solar application



Residential scale solar application

BRANDING & URBAN DESIGN

PUBLIC SPACES

The design elements seen and experienced in public spaces such as parks and plazas create a lasting impression on people who visit the area. These are also the spaces where people can gather or spend time in the downtown area without patronizing a business. Parks and open spaces are often where you will see families spending time in urban spaces. Downtown Carrboro already has one great public space at Carrboro Town Commons and a variety of popular quasi-public spaces. There is community desire for more public and quasi-public spaces in the downtown area.

As the Town considers strategies for additional public and quasi-public spaces, it is recommended to include a mixture of space types, scales, amenities and experiences. A large, open grass area like the Town Commons is great for events and general play, but its location is removed from the daily visitors to the commercial core. Paved areas with movable furniture offer flexibility since the user can configure seating as they desire. Water features (e.g., fountains, splash plaza) attract people and can provide cooling opportunities, but the associated safety and maintenance must be considered during design. Smaller, scattered spaces help to create user options as they move through the area. Incorporating shaded seating, a variety of plantings, engaging art installations, universal accessibility for people regardless of their abilities or disabilities, event infrastructure and clear

signage will help create exciting experiences and welcoming spaces for all in downtown. Safety and cleanliness should be prioritized in all public/quasi-public spaces.

Branding and urban design elements outlined on the following pages can be used to unify the Downtown Core and Core Extension character areas described in the **Volume 1, Master Plan** chapter. Similar design elements may be used on a less intensive scale in the Surrounding Neighborhoods and Lloyd-Broad Neighborhood character area. For example, decorative paving patterns that may be used for an entire block in Downtown Core and Core Extension areas could be used only at intersections in the other character areas. Using branded street name signs could be done throughout all character areas to help unify the greater downtown area.



Small-scale quasi-public gathering area



Urban public space featuring water play, multiple seating types and shade trees



Art park space with interactive elements

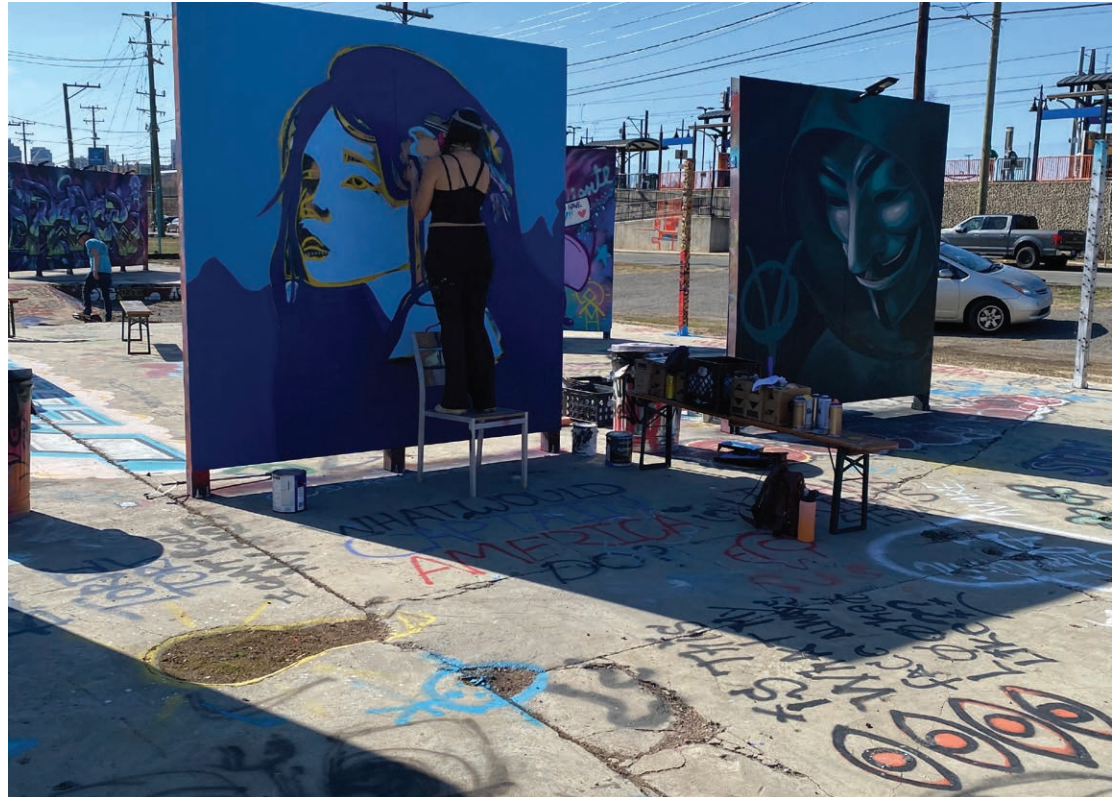
PUBLIC ART

Public art can provide many functions and benefits in a downtown setting. Public art provides opportunities to celebrate local history, culture and artists. It can be used to effectively enliven buildings, parking lots and other spaces lacking visual interest or a sense of place. Public art can be visual, educational and interactive, taking forms such as gateways, signage, murals and sculptures. Even functional elements like paving, benches, trash cans and screening fences can be turned into distinctive art pieces.

The Town should consider creating a public art plan to identify strategic locations for permanent and/or temporary art installations in both small- and large-scale spaces. Art in public spaces should encourage people to stop and enjoy it with adequate space to allow for this. Interactive art is encouraged as it creates a unique experience while engaging viewers as active participants. Examples include musical or sound elements, light and shadow play, and art with movable components.

The Town could consider various ways to showcase rotating art exhibits around the downtown area, perhaps by creating a dedicated art trail or by setting aside some private space to host rotating art pieces. Temporary art can be used to expand public art without the expense of permanent installations, while also drawing visitors for new experiences. The Town could also consider creating a public art program that dedicates a certain percentage of project budgets to a public art fund.

Vandalism of public art can be an issue. Potential solutions could include temporary art or providing a “graffiti wall” to give people a legitimate outlet for graffiti.



Public graffiti wall



Small-scale art installation



Educational public art

SITE FURNISHINGS

Site furnishings include elements such as seating, waste receptacles, planters, screens, shade structures and tree grates. These elements should be visually appealing, commercial-grade, durable and made of vandal-resistant materials. They offer a chance to reflect the desired character of the downtown area, whether it be historic, contemporary, eclectic or another style. Furnishings can maintain a consistent aesthetic or allow businesses to express their unique identities through varied styles, colors and designs along a block. The heat conductivity of materials should be carefully considered when selecting benches, tables and other surfaces that people will touch during summer months.

The Town should consider both movable and accessible mounted furniture in public spaces, while seating along a streetscape and at bus stops should be mounted to the pavement. Trash and recycling receptacles should be located at regular intervals along the street, at bus stops and in all public spaces to make it easy and convenient for people to clean up after themselves. Bike racks should be placed at regular intervals along the street, at all public facilities, at key points of interest (e.g., grocery store, event venues) and at bus stops.

The Town's 1990 Downtown Design Guidelines included examples of benches, trash cans and bike racks. The Town may consider updating those guidelines with preferred furnishing families including benches, tables, litter receptacles, light poles and luminaries, and planters, as well as clearly determining where the rules may be "broken" to allow for creativity and interest.



Unique wood benches



Existing furniture in downtown



Metal café seating

LIGHTING

Effective lighting sets the mood, enhances safety and adds visual appeal during evening activities. It can help draw attention to art, benches and other elements that help create a quality space. It also serves as an architectural feature that can either highlight the historic charm of a downtown area or contribute to a modern, contemporary look. Lighting should be integrated into the overall urban design guidelines to ensure that its materials and aesthetics align with the downtown branding strategy. Thoughtful implementation is key, addressing different scales and complementing the surrounding context. This includes incorporating lighting for vehicular areas along streets, placing bollards at intersections and introducing pedestrian-focused lighting along key pedestrian pathways.

Lighting can also be used as art itself and for the sole purpose of highlighting special building or landscape elements. Decorative and accent lighting should be used sparingly, on iconic buildings and in major public spaces, to preserve the impact when it is used.

The downtown area primarily has vehicular focused lighting along the streetscape. Due to limited ROW, this may be the only option in many locations. The Town could consider more ornamental, pedestrian-scale lighting in gathering areas. The use of a distinctive light pole or color could be used as a visual cue that people have entered downtown.

All lighting should follow Dark Sky principles to protect the nighttime sky and avoid negative impacts of lighting. Quality lighting is also important to create a safer nighttime environment by illuminating pedestrian crossing areas and reducing dark areas that may feel uncomfortable for people. Providing a well-lit pedestrian experience is key to increasing people's feeling of safety in a downtown environment.



Landscape accent lighting



Pedestrian bollards at an intersection



Decorative street lamp with banner

STREET TREES

During community engagement, the desire for additional shade trees in the study area was frequently voiced. Street trees provide multiple benefits such as shade, heat island effect mitigation, air quality mitigation, traffic calming, aesthetics, stormwater management and habitat, among other things. Providing shade along sidewalks greatly increases pedestrian comfort and, even along primarily vehicular corridors, shade can help reduce the ambient heat caused by paved surfaces. Ideally, shade is provided by street trees of shade-tree species. Ornamental trees can also be used in select locations to provide visual interest but do not have as large of an impact on shading. All tree species used should be native, selected for disease resistance, adapted to the climate, and appropriate for the context or setting in which they are being planted. Ideally, street trees should include multiple different species to create a more sustainable urban forest.

Providing adequate soil volume is an important factor in determining the fate of street trees and allowing them room to grow large enough to provide shade. Today's best practices suggest 1,000 cubic feet of soil volume is necessary to support a thriving street tree in an urban environment. Soil volume can be provided in planting areas, tree wells/pits or underneath walking surfaces with the use of suspended pavers. Based on limited ROWs in some areas, the provision of street trees would likely require coordination with and an easement from adjacent private landowners to plant trees on their property. High-quality soil and room for root growth are critical to street tree success and should be prioritized.



Examples of street trees

LANDSCAPING

Similar to street trees, the community expressed a desire for additional plants and landscapes downtown. Landscape plants provide many functions in a downtown. Landscaping along a street and in public spaces helps to improve the micro-climate and the aesthetic of the area. Shade trees provide shelter while shrubs can function as buffers between pedestrians and vehicular traffic. Ornamental trees can be used to highlight pedestrian corridors, public art, monuments or places of respite.

Plant materials should be selected for function, a species' ability to withstand and thrive in an urban context and the local climate, and the maintenance requirements. Plant materials such as shrubs, perennials and ornamental grasses should include native species selected to provide year round interest during all seasons by selecting plants that vary in color, bloom, shape and texture. The use of planters with enhanced annual plantings should be focused in high-traffic pedestrian areas.

In an urban setting, landscaping should allow for unobstructed pedestrian movement and visibility.

Much of the property in the downtown area is privately owned, so having a robust landscape and tree preservation ordinance in place is critical to maintaining existing vegetation. In addition, many communities create programs to support tree planting on private properties to enhance the tree canopy.



Examples of urban landscape design

PARKING LOTS

As previously noted in the Plan, there is very little opportunity for on-street parking within the study area and essentially all parking in the commercial area is concentrated in surface lots and parking garages. Providing space for cars to park is an important part of a downtown's economic success as there will always be some people who cannot conveniently and/or feasibly access the area otherwise. However, parking lots do not need to be simply a large swath of impervious pavement. A traditional parking lot (e.g., lot at Sweet Bay Place and Roberson Street) largely lacks vegetation and shade, contributes to the heat island effect and prevents stormwater absorption. There are multiple ways to improve a parking lot for aesthetics, stormwater functionality, temperature regulation and user comfort.

Increasing vegetation in and around parking lots can improve their aesthetics and help to mitigate the impacts listed above. Shade trees and low-growing ornamental plants along the perimeter, in planting islands and/or between rows of parking, can make an impactful difference. Trees with extensive surface roots, weak wood, or that drop a lot of fruit, branches and/or large leaves should be avoided. Low-growing plants should grow to a max of 30-36 inches to preserve sight lines for drivers.

Using pervious pavement in parking lots can help to manage stormwater and reduce the heat island effect. The lot's location and site context (e.g., drainage patterns, soil type, etc.) will help determine which types of pavement would be most beneficial and where in the lot (e.g., parking stalls) to use the pavement. Combining pervious pavement

with green infrastructure, such as rain gardens or bioswales, can enhance the stormwater management functionality.

Lastly, the exterior treatment of parking garages can enhance their aesthetic and ecological functionality. The addition of murals/artwork, colorful lighting and/or parking garage screen walls can make garages more visually appealing, preserve airflow and provide an opportunity to coordinate with the local art community. Incorporating plants and green walls can similarly add visual appeal while also helping to improve air quality. Solar panels can be placed on the roof and/or on top of shade structures to integrate with rooftop parking.



Parking lot landscaping



Pervious pavement in parking stalls



Decorative parking garage screen wall

GATEWAYS AND SIGNAGE

Gateways and signage play a crucial role in downtowns by enhancing wayfinding, ensuring visitors can easily navigate and discover key attractions and services. They also contribute to the area's identity and aesthetic appeal, creating a welcoming atmosphere that attracts visitors.

Gateways create an enhanced entrance into an area and help people understand that they are entering a special district. Public parking and directional signs are helpful in creating a comfortable space for visitors and can help support local businesses by encouraging tourism.

The Town adopted its Wayfinding Program in 2020 (see Figure 32) which includes recommended locations for signage throughout the downtown area (not mapped here). This Plan recommends the addition of downtown gateways that reflect this aesthetic.

Gateway design elements often include signage, architectural elements, enhanced landscaping, lighting and public art to create robust visual entrances. A series of primary and secondary gateways are proposed to create improved entrances to the downtown area. Secondary gateways will be smaller in scale,

but should use similar branding, plant palette and design aesthetics as primary gateways.

PRIMARY GATEWAY LOCATIONS

- N. Greensboro Street @ Pleasant Drive
- S. Greensboro Street @ Old Pittsboro Road
- W. Main Street @ Hillsborough Road
- E. Main Street @ N. Merritt Mill Road
- Jones Ferry Road @ NC-54 On/Off Ramp

SECONDARY GATEWAY LOCATIONS

- W. Rosemary Street @ N. Merritt Mill Road
- S. Merritt Mill Road @ W. Cameron Avenue

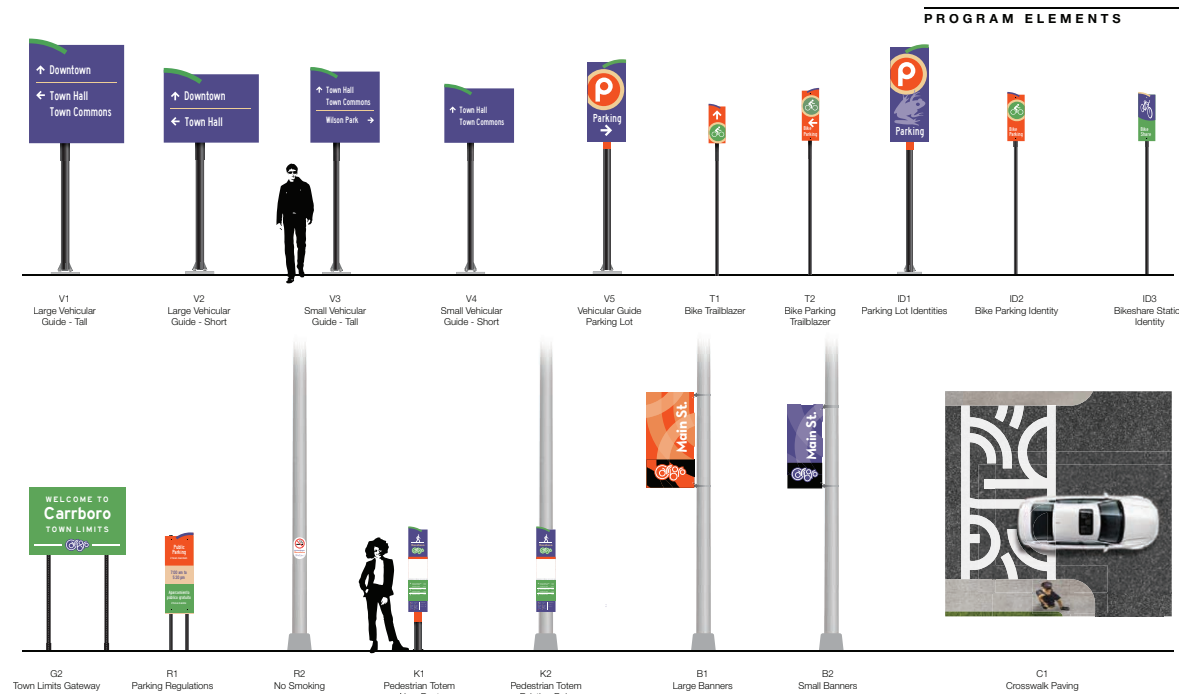
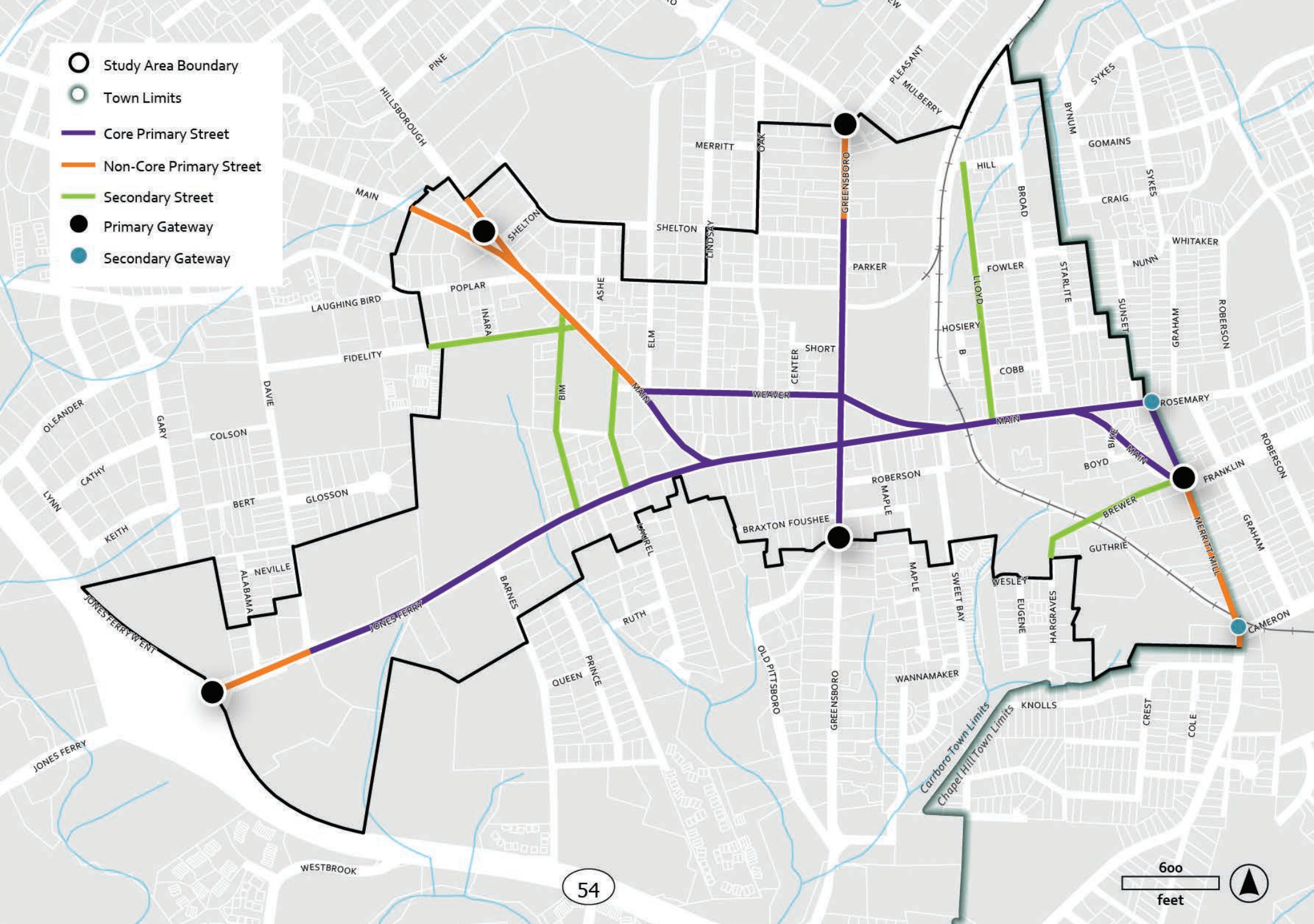


Figure 32. Town of Carrboro Wayfinding Program - Family of Sign Types (Design by Others)



Map 23. Downtown Gateways

BUILDINGS & FRONTAGES

The creation of good public spaces does not end at the boundary of the public ROW. The form of the surrounding buildings and the context they create for the public realm have an immense impact on the character of the space and its success in a community. Building form should also respond to the type of street environment and configuration that exists or is to be created over time. Street design and building form go hand-in-hand and must be aligned to create a harmonious and vibrant public realm. See Figure 33 and Figure 34 on the following pages for illustrations of some of the principles described below.

HEIGHT, MASSING & SCALE

The height, massing and scale of a building should be reasonably proportional to surrounding buildings and the streetscape so that they do not overpower the public realm. Buildings must be designed and sculpted to create a comfortable experience, especially in highly pedestrianized environments. The height, massing and scale of buildings need to be balanced with the size of surrounding or adjacent ROWs and open spaces. Buildings and the elements that contribute to their facades should have a proportion and scale that are welcoming for pedestrians. Considerations in massing include, but are not limited to, creating a sense of enclosure or openness, sunlight and shadows, reinforcing views, and wind patterns. The downtown area has a variety of existing building heights, and it is recommended that any new buildings should be two-to-five stories in height (as identified in the character areas described in the **Volume 1, Master Plan** chapter). This is enough height to create downtown appropriate densities and allow for a variety of uses without overwhelming the existing community fabric.

BUILDING PLACEMENT

Buildings in pedestrianized areas should be located at or near the front property line, in order to reinforce the streetscape and create a quality pedestrian experience.

For residential uses, the building placement will depend on the type of residential building being proposed and the context. Townhomes and multifamily buildings should be located at or near the property line to ensure the proper proportions are created for the public realm. Where single-family dwellings are appropriate, they should be set back 8-15 feet from the property line, close enough to engage the sidewalk but providing some buffer for the home. Encouraging units to be located closer to the street reinforces the streetscape, creates a quality pedestrian environment and opportunities for socialization.

For mixed-use and commercial buildings, the building placement should be setback 0-20 feet from the property line, depending on the street typologies on which the building fronts, and include a wide sidewalk between the building and public sidewalk. Larger setbacks should only be used in order to incorporate additional pedestrian space or enhance the

pedestrian experience, such as the elements noted in the renderings in the **Volume 1, Master Plan** chapter.

BUILDING FACADES

Enhancing building facades with inviting features not only enriches the pedestrian experience, but also enhances the overall scale and appeal of the structures. It is crucial to steer clear of long, monotonous walls devoid of windows or entrance features. Architectural elements like balconies, porches, patios, colonnades, awnings and light fixtures should adorn facades along the street. All buildings, whether residential, mixed-use or commercial, must prioritize prominent entry features that have direct connections to public sidewalks.

ENCROACHMENTS

Encroachments are building elements that protrude across the property line into the public ROW. Given the limited space along the downtown area streets, encroachments in the form of overhangs could be a good strategy to provide sidewalk shade where there is not sufficient space for street trees.

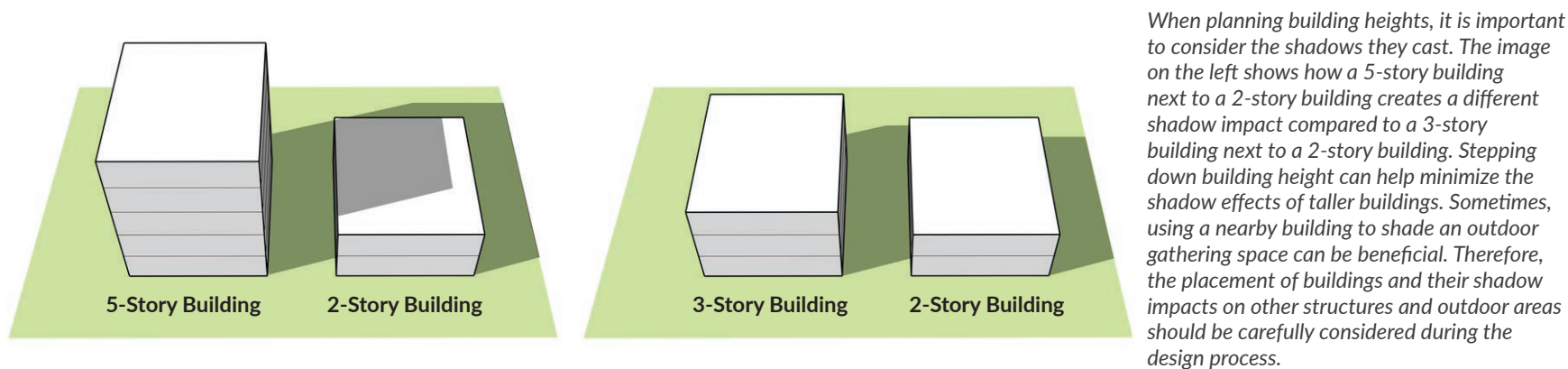
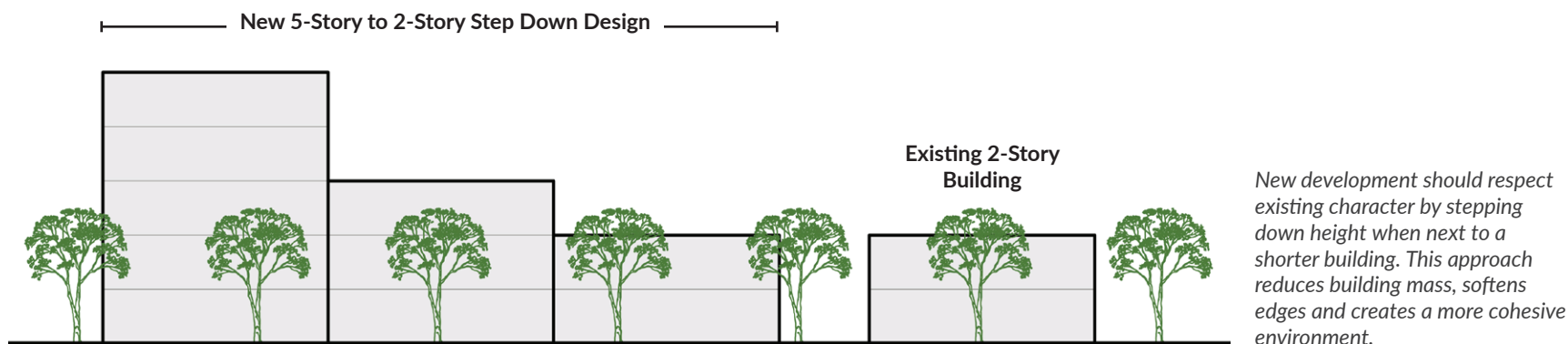


Figure 33. Compatible Building Heights and Shadow Impacts

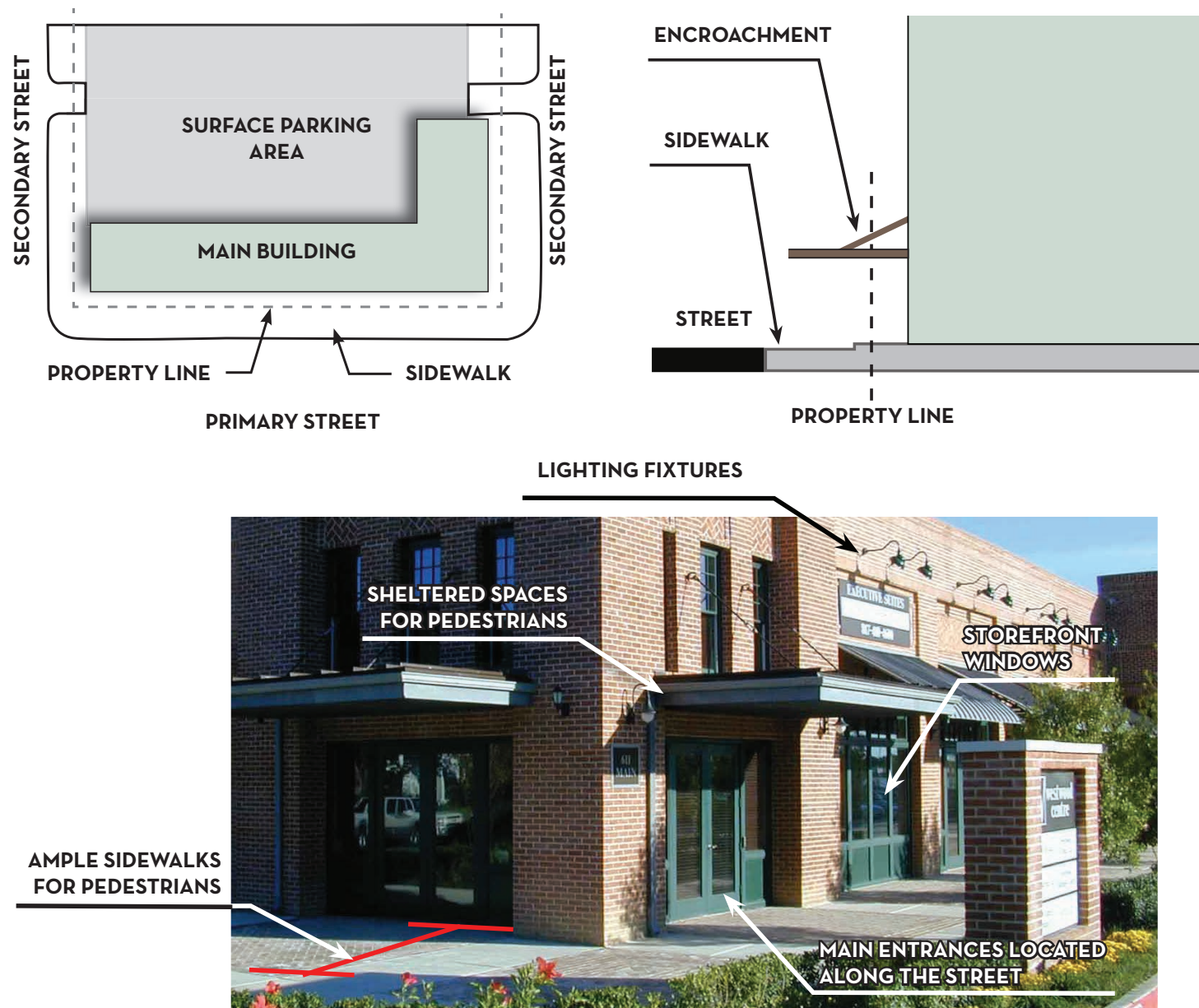


Figure 34. Strategies to Address Urban Design Using Building Form

STOREFRONT AND WINDOW ACTIVATION

To maintain a successful downtown, it is crucial to actively engage pedestrians with their immediate surroundings. Storefronts play a crucial role in serving as the seam between the public and private realms. Appealing, well-lit and lively storefronts play an essential role in supporting a downtown.

While motorists driving through a district will notice if the majority of storefronts are inactive (thus signaling a struggling area), pedestrians are even more sensitive to these types of details. For example, visitors walking in a downtown may turn around and return to their cars if there are several empty storefronts in a row.

Activation strategies to encourage pedestrians include:

- Outdoor café seating
- Pop-up signs and sidewalk sales
- Window displays
- Potted plants and flower boxes
- Seasonal decor and displays

As discussed in the downtown mobility section on page 148, a “frontage zone” of at least 2 feet along building frontages is helpful to allow room for activation elements, door swings, etc.

Empty buildings and frontages are inevitable for any retail area. Activation with a pop-up shop, seasonal use, public/civic use, art installation or even just interesting window

displays can help fill the space temporarily until a more permanent use comes in. These are also strategies that can be used for privately owned buildings that do not currently have an active use on the ground floor.

Activation also means that businesses are actually open when visitors are expecting to patronize them. This includes being open during reasonable hours during most days of the week and into the weekends and evenings.



Plants help to enliven a sidewalk



Outdoor café seating



Art in a vacant storefront

BUILDING AND SITE LIGHTING

Improving storefront lighting encourages exploration on foot, draws attention from passing motorists and encourages business/property owners to improve their displays. Storefronts should be lit from inside and out, where possible, irrespective of whether the building is vacant or open.

It is recommended that the Town work with property owners to maintain a database of buildings to include interior and exterior lighting and assess the costs of making improvements. Outside of keeping properties in good maintenance and curating tenants, this is perhaps the most important step property owners can take to benefit their individual properties and the downtown area as a whole.

All lighting should follow Dark Sky principles to reduce light pollution and be cognizant of lighting's environmental impact. The Town can take two main approaches to help reduce light pollution in the downtown area.

The first is retrofitting existing lighting. This would be a Town-led, proactive approach to replacing existing lighting with full cutoff fixtures, changing out bulb type to adjust the color of light to decrease the amount of blue light being emitted, and modify lights to operate on timers which turn off at some point during the night.

The second approach is to require all new exterior light installations to limit light pollution by including full cutoff fixtures, limit blue spectrum light colors, limit lighting intensity, set maximum fixture heights and have time limits in place for lighting to turn off.



Roofline lighting example



Illuminated channel letter sign example



String lights example

SIGNAGE

Signage is an important element of the urban environment and, if well done, can be a major asset for the community. Businesses rely on clear and visible signs, so the Town should work closely with the business community to balance signage needs and visual distractions. Signage in the downtown area should be pedestrian-scaled and focused with interesting detailing and unique branding.

Using external illumination, temporary A-frame sidewalk signs, neon and other smaller-scale sign options will help support an attractive environment. Signs that are meant for vehicular traffic, use internal illumination and incorporate bright LED lights are incompatible with the environment envisioned for the downtown area and should be avoided.



Pedestrian-scale business signage conveys the business brand in an inviting manner

BLENDING NEW BUILDINGS WITH EXISTING HISTORIC STRUCTURES

The Town has well-maintained historic properties, such as the historically significant Strayhorn House, and three National Register historic districts that should be celebrated and preserved for the future generations to enjoy. Historic properties also help cultivate a unique sense of place and can support a high-quality built environment and aesthetic. Carefully balancing the maintenance of historic buildings (e.g., building upgrades to meet fire code) with new development is an important aspect of allowing the downtown area to continue to grow without losing the existing community fabric.

Blending the scale, mass and architecture of new construction with the existing buildings can help ease the transition from old to new. Careful architectural detailing and roof type and pitch help not only align new construction with older building techniques, but also provide interest for pedestrians.

From mill-era housing to modern architecture, Carrboro has embraced a wide variety of architectural styles, materials, colors and design aesthetic. This variety should be continued in the downtown area, but when building immediately adjacent to a historic property, the design choices should be more reflective of the historic resource for compatibility. Elements more reflective of historic design can include brick facades with frieze banding or smaller-scale residential buildings with porches and simple roof lines.



A new building that reflects the historic building materials in the area

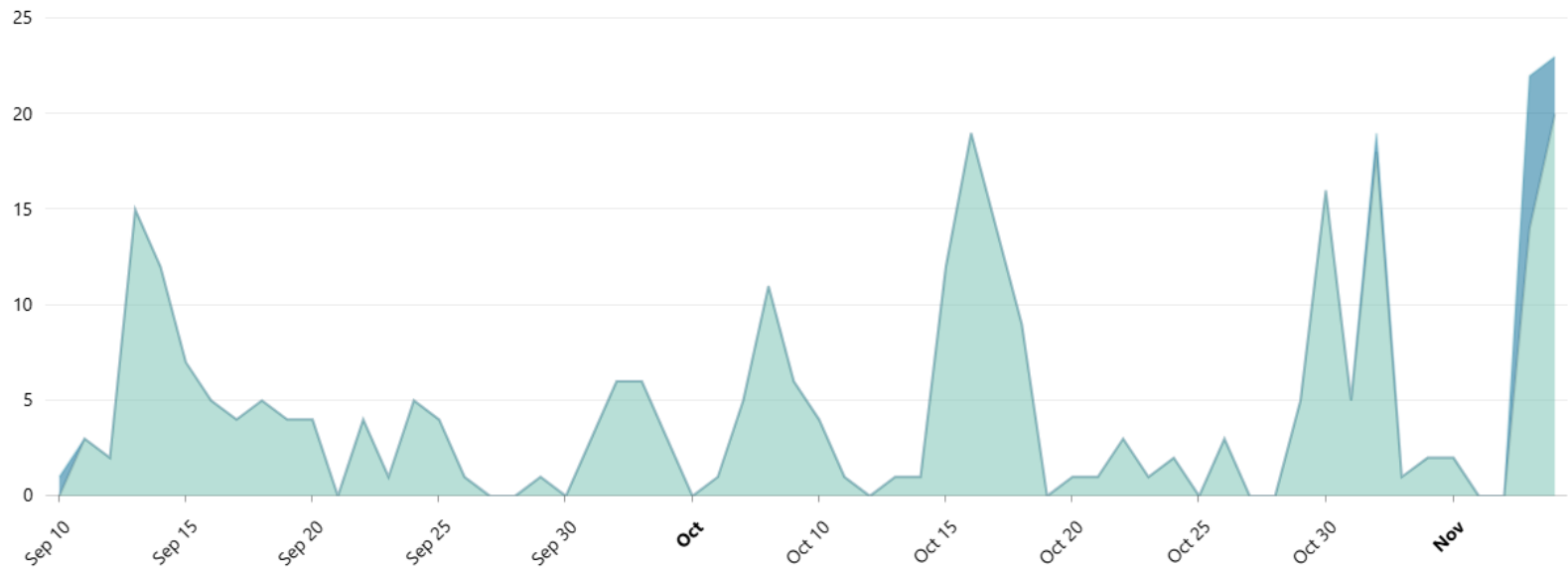
Appendix: Engagement Summaries

ENGAGEMENT SUMMARY: PUBLIC SURVEY

SURVEY SUMMARY

The Carrboro Downtown Area Plan Public Survey was open from September 1 to November 8, 2024 and received 286 responses. It was hosted on the Town of Carrboro's public engagement website, Engage.CarrboroNC.gov. The Town also distributed paper copies of the survey, which were entered into the online survey for inclusion in the final results. Survey questions were designed to learn what respondents value about downtown Carrboro, what changes they want to see, why they do or do not spend time in the downtown area, and what their priorities are for the future of the downtown area.

Survey Response Rate

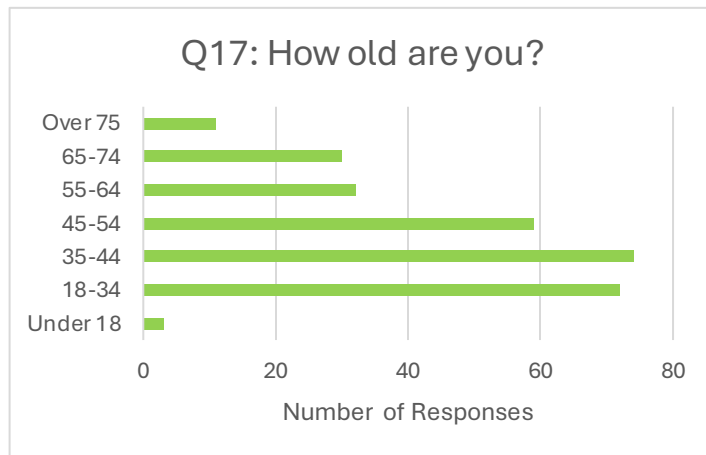


DEMOGRAPHICS

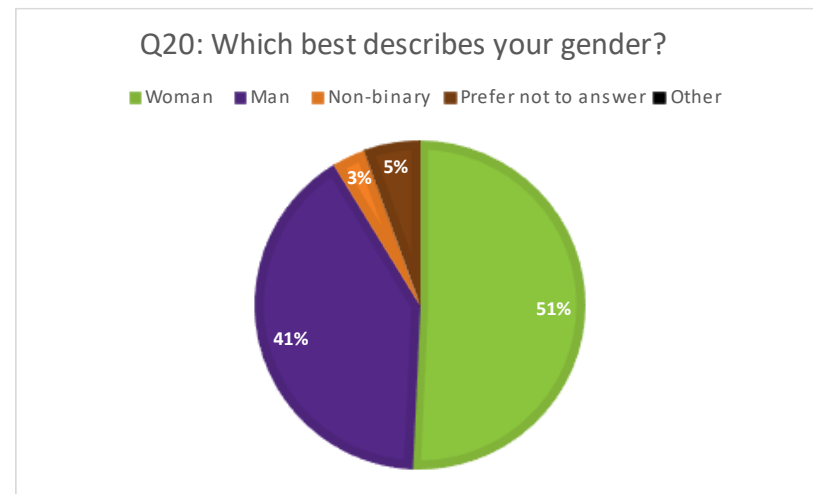
AGE AND GENDER

The survey asked a number of demographic questions in order to gauge whether the responses were representative of Carrboro's population. 35-44 years old is the most represented age bracket in the survey, making up 26.3% of the total responses, followed by 18-34- and 45-54-year-olds, at 25.6% and 21%, respectively. The least represented age bracket is individuals under 18, at 1.1% or 3 responses, compared to 21% of Carrboro's actual population according to the US Census. Individuals over 65 made up a total of 14.6% of responses, compared to 11% of Carrboro's population.

The gender identification breakdown shows that people who identify as women are most represented in the survey, making up 50.7% of the total responses. 40.6% of the responses were from people who identify as men.



98% Response Rate

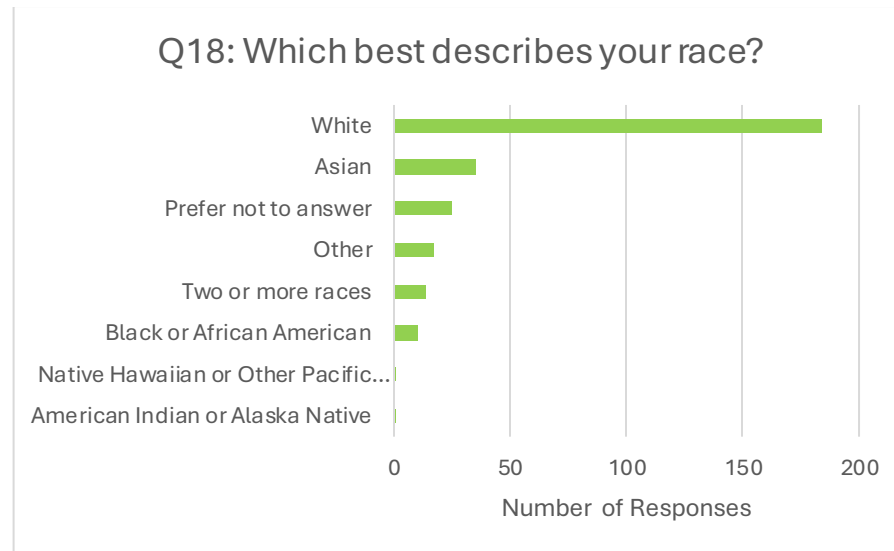


97% Response Rate

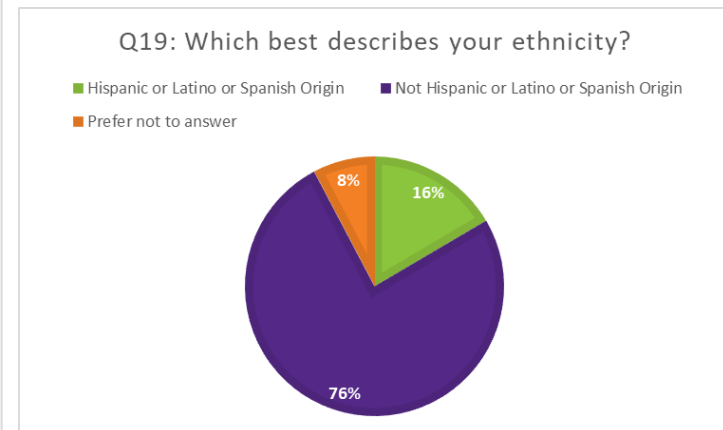
RACE AND ETHNICITY

Survey respondents were primarily White, representing 66.7% of the total responses. This is in line with Carrboro's population, which is 68% White, according to the US Census. The second most prominent race represented in the survey is Asian (9% of Carrboro's population), making up 12.7% of the total survey responses. The Black or African American community is under-represented, with only 3.6% of survey responses, compared to 14% of Carrboro's population.

At 75.7%, most survey respondents identified as not Hispanic or Latino or of Spanish Origin, and 16% did identify as Hispanic or Latino or Spanish Origin. According to the US Census, 8% of Carrboro's population identifies as Hispanic or Latino.



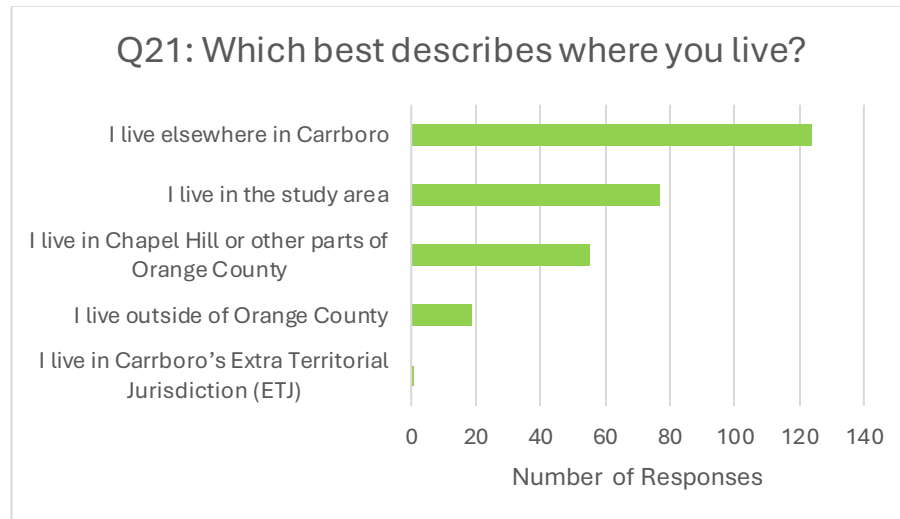
97% Response Rate



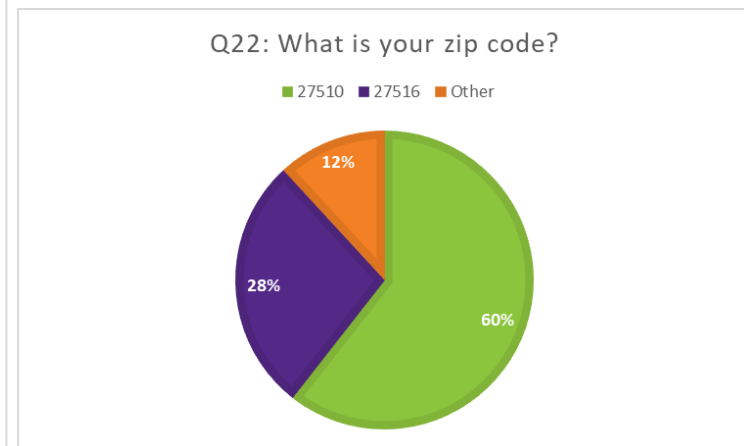
95% Response Rate

HOME AND WORK CHARACTERISTICS

While 27.9% of respondents live within the downtown area, survey respondents primarily live elsewhere in Carrboro, representing 44.9% of survey responses. 19.9% live in Chapel Hill or other parts of Orange County, and 6.9% live outside of Orange County. Survey respondents also primarily live in the 27510 zip code, which includes most of Carrboro south of Homestead Road.



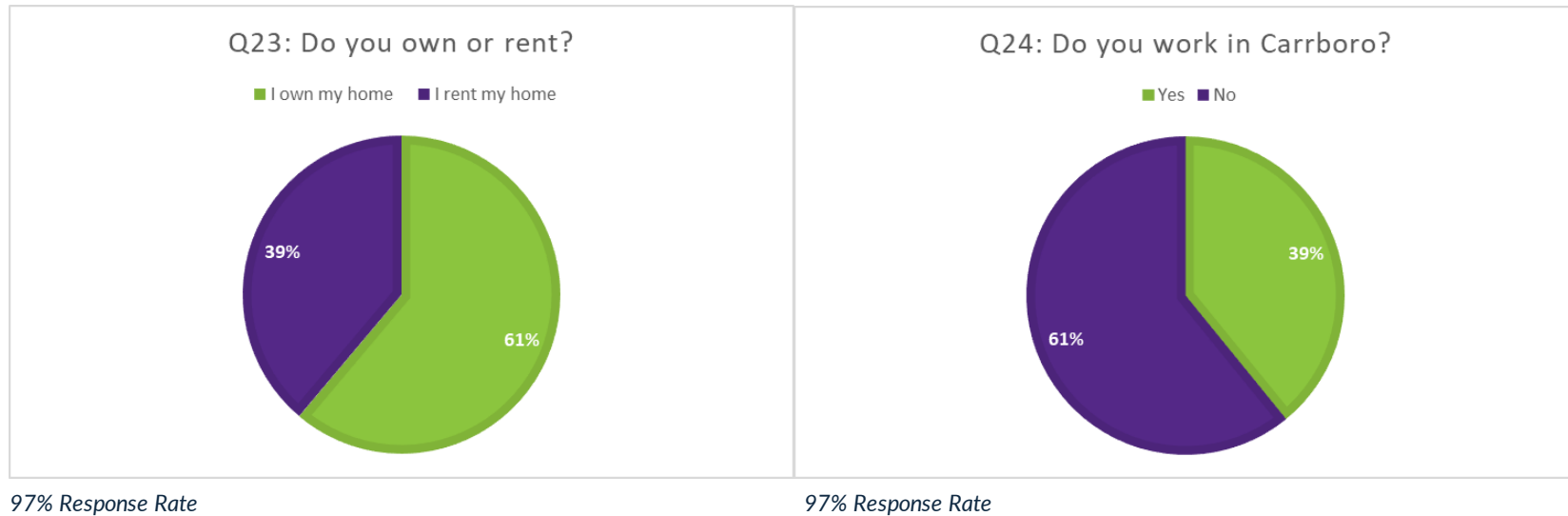
97% Response Rate



98% Response Rate

Respondents are also primarily homeowners, representing 61.2% of the total survey responses. According to the US Census, 44% of housing units in Carrboro are owner-occupied (as of 2022).

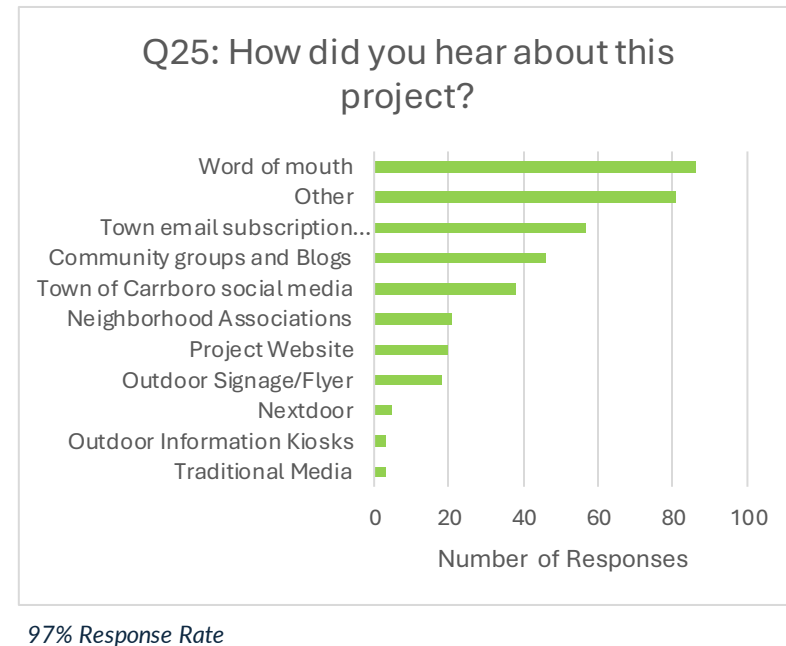
At 60.9% of the total responses, survey respondents primarily do not work in Carrboro. Thus, responses indicate that the majority of respondents live in Carrboro but work elsewhere.



Survey participants primarily heard about this project via word of mouth or another unspecified mode, representing 30.9% and 29.1% of total responses, respectively.

“Other” responses included:

- CHW P Especialista de la Comunidad ECH (1)
- El Centro Hispano (39)
- Email (1)
- Instagram (1)
- Jackson Center (6)
- Mailer (3)
- Word of Mouth (1)
- NAACP email (1)
- Postcard (3)
- Refugee Community Partnership (20)
- Service on town committee (1)
- Town staff (1)
- Triangle Blog (1)
- Twitter (1)
- Work (1)



RESPONSE SUMMARIES

QUESTION 1: IN 20 YEARS, WHAT DO YOU HOPE IS STILL HERE? THIS COULD BE A BUSINESS, A LANDMARK, A NEIGHBORHOOD, OR EVEN AN EXPERIENCE.

73% Response Rate

Survey participant responses to this question were open-ended, along with an opportunity to place points on a map. Respondents indicated that they really value the small, unique, local businesses in the area, as opposed to chain stores, such as Neal’s Deli, Gray Squirrel Coffee, Open Eye Café, Steel String Brewery, and Carrburritos. The most commonly mentioned locations were:

- Weaver Street Market,
- The Carrboro Farmers’ Market,
- Cat’s Cradle, and
- The ArtsCenter.

There were several other recurring themes in the survey responses.

- Respondents value the historic sites and character of Carrboro. There is a desire to preserve the historic brick buildings and the town’s overall aesthetic as Carrboro undergoes further development.
- Public and green spaces like the Town Commons, the Libba Cotten Bike Path, and parks contribute to the town’s walkability, sustainability, and capacity for leisure.
- Community amenities, such as the incoming library, thrift shops, and other accessible services, are critical components of a thriving community.
- Events and festivals are valued because they promote a sense of togetherness.

Table 1 | In 20 years, what do you hope is still here?

Location / Theme		Mentions	Location / Theme		Mentions
1	100 East Main Street	1	7	Affordable Commercial Space	2
2	203 Project	1	8	Affordable Housing	4
3	309 North Greensboro Street	1	9	Affordable Rental Housing	2
4	401 Main	1	10	Affordable Restaurants	2
5	Acme	1	11	Affordable Services	2
6	Advance Auto Parts	1	12	Akai hana	6



TOWN OF CARRBORO • NC

Location / Theme	Mentions	Location / Theme	Mentions
13 Alabama Ave Neighborhood	1	42 Carburritos	6
14 Ali Cat Toys	1	43 Carolina Car Wash	2
15 All Day Records	1	44 Carr Mill Mall	23
16 Al's Garage	1	45 Carrboro Clinic	1
17 Architecture	1	46 Carrboro Coffee Roasters	2
18 Armadillo Grill	3	47 Carrboro Elementary	1
19 Artists	1	48 Carrboro Family Vision	3
20 Artist's Park	2	50 Carrboro Music Festival	5
21 Arts	1	51 Carrboro Pizza Count	1
22 Arts Center	20	52 Carrboro Plaza Count	2
23 Arts Education	5	53 Carrboro Plumbing!	1
24 Attractive to Young People	1	54 Carrboro Public Schools	5
25 AutoLogic	1	55 Carrboro Town Commons	5
26 Back Alley Bikes	3	56 Carrboro Town Hall	1
27 Baldwin Park	1	57 Carrboro Veterinary	1
28 Bank of America	1	58 Carburritos	1
29 Basketball Court	1	59 Cat's Cradle	30
30 BellTree Cocktail Club	2	60 Cemetery	2
31 Bike Infrastructure	21	61 Century Center	9
32 Black Community	2	62 Century Center Bus Stop	1
33 Bowbar	1	63 Cham Thai	2
34 Braxton Foushee Street	1	64 Chapel Hill Tennis Club	1
35 Breakaway	5	65 Cheese Shop	1
36 Broad Neighborhood	1	66 Civic Participation	1
37 Broad Street	1	67 Cliff's Corner	5
38 Broad/Lloyd/Fowler of Northside Neighborhood	1	68 Cogen's Train Line	1
39 Cafes and Restaurants	6	69 Community	1
40 Campus	1	70 Community Center	1
41 Car free	3	71 Community Gathering Spaces	1



TOWN OF CARRBORO • NC

Location / Theme	Mentions
72 Community Ownership	2
73 Community Values	1
74 Community Worx	5
75 Compost Facilities	2
76 Co-op	1
77 Country Junction	2
78 Crosswalks	2
79 CSPU6	3
80 CVS	4
81 Cybrary	2
82 Destinations	1
83 Dingo Dog	6
84 Dispute Settlement Center	1
85 Domino's Pizza	1
86 Downtown	23
87 East Coast Electric Speed Shop	2
88 Economic Impacts	1
89 Education	1
90 El Centro Hispano	7
91 Essential Services	13
92 Families	3
93 Family friendly atmosphere	1
94 Farmer's Market	81
95 Festivals	4
96 Fifth Season	5
97 Fillaree Refill Station	1
98 Fire Station	4
99 Fire Trucks	1
100 First Watch	1
101 Fitch Lumber	24

Location/Theme	Mentions
102 Fleet Feet	1
103 Flylead Books	1
104 Food Lion	1
105 Food Trucks	1
106 Fountain	1
107 Fourth of July Parade	1
108 Frank Gallery	2
109 Free Market	1
110 Free Parking	14
111 Free Public Transit	2
112 Free Services	1
113 Freight Rail	1
114 Friendly Barber	2
115 Garden Center	1
116 Garnachas Rivera	1
117 Gas Station	2
118 Glasshalfull	8
119 Golden Fig	1
120 Gourmet Kingdom	5
121 Grand Clock	1
122 Gray Squirrel	7
123 Greensboro Street Sidewalk	1
124 Greenspace	7
125 Greenway	3
126 Gym	4
127 Halloween Fair	1
128 Hampton Inn	1
129 Harris Teeter	10
130 Haw River	2
131 Healthy Options	2



TOWN OF CARRBORO • NC

Location / Theme	Mentions
132 Hearn's	1
133 Height Increases	1
134 Hispanic Businesses	1
135 Historic Buildings	16
136 Historically-Black Communities	1
137 Homeownership and Affordability	1
138 Housing	2
139 Human-scale Environment	2
140 IFC	4
141 Inclusivity	1
142 InterFaith Council	2
143 Intersection Safety	1
144 Jade Palace	3
145 Jones Ferry Road	1
146 July 4 th	2
147 K2 Fitness	1
148 La famosa panaderia	1
149 Lanza's	11
150 Latin Grill	1
151 LatinX Pride	1
152 Less Visible Parking	1
153 Libba Cotten Bike Path	9
154 Library	13
155 Limited Development	1
156 Live Music	8
157 Lloyd	1
158 Lloyd Businesses	1
159 Lloyd Street	1
160 Local Arts	1
161 Local Corridor	1

Location / Theme	Mentions
162 Local Government Access	1
163 Local Identity	1
164 Local Radio	1
165 Local shops	38
166 Loving Kindness Yoga	1
167 Luna	4
168 Main Street	6
169 Main Street Businesses	7
170 Martin Luther King Jr. Park	1
171 MC Jackson Center	1
172 Mellott	1
173 Mercato	6
174 Merritt Mill	1
175 Mill District	3
176 Mill Houses	3
177 Milltown Dentistry	1
178 Mission-driven Organizations	1
179 Mixed-use Corridor	1
180 Mixed-use District	1
181 MLK Park	1
182 More diverse community	1
183 Mural	3
184 Music Festival	4
185 Napoli	3
186 NC Crafts Gallery	1
187 Neal's Deli	5
188 Neighborhood grocery store	1
189 New CVS	1
190 New Development	1
191 Northside Neighborhood	1



TOWN OF CARRBORO • NC

Location / Theme	Mentions	Location / Theme	Mentions
192 O2 Fitness	1	222 Reuse	1
193 OCSC	2	223 Roberson Bikeway	1
194 Old Grist Mill	1	225 Robinson's Seafood	1
195 Old Train Station	1	226 Safety	7
196 Open Eye	17	227 Senior Center	1
197 Open Streets Bike Festival	1	228 Senior Housing	1
198 Orange County Social Club	1	229 Services to meet daily needs	1
199 Outdoor Gathering Spaces	30	230 Shop windows	1
200 OWASA	1	231 Sidewalks	8
201 PARcycle	1	232 Small Homes	2
202 Parking	7	233 Small shops	1
203 Parks	17	234 Small-town Feel	5
204 Passenger Rail Service	1	235 Social Center	1
205 Pedestrian Infrastructure	2	236 SORS	2
206 Peel Art Gallery	2	237 Southeast Camera Shop	2
207 Pelican's	2	238 Southern States	11
208 Piedmont Health Services	2	239 Sports Facilities	1
209 Pine Knolls	1	240 Spotted Dog	5
210 Police Department	5	241 St. Paul AME	2
211 PORCH	2	242 Status Quo	2
212 Pride	1	243 Steel String	9
213 PTA Bike Path	1	244 Strayhorn House	1
214 Public Art	3	245 Strayhorn-Barbee District	1
215 Public Pool	1	246 Street Openings	1
216 Public Space	3	247 Supermarket	5
217 Rail Line	3	248 Tandem	3
218 Rails-to-Trails	1	249 Tar Heel Pharmacy	1
219 Recreational Facilities	4	250 Tesoro	5
220 Redevelopment	1	251 Thai Station	4
221 Refugee Community Partnership	2	252 The Beehive	1



TOWN OF CARRBORO • NC

Location / Theme	Mentions	Location / Theme	Mentions
253 The Station	3	268 Twin House Music	1
254 Third Spaces	7	269 Venable	5
255 This & That	2	270 Vibrant Downtown	1
256 Thriftshop	5	271 Voting Access	1
257 Tin Top	1	272 Walkability	13
258 Tom Robinson's Fish Market	3	273 Weaver Street	8
259 Tomato Day	1	274 Weaver Street lawn	45
260 Town Center	21	275 Weaver Street Market	102
261 Town Commons	4	276 Wendy's	3
262 Town Hall	9	277 Willow Creek Shopping Center	1
263 Town Square	1	278 Working Class Attainability	1
264 Traffic Calming	4	279 Youth-friendly Spaces	1
265 Trains and Train Stations	1	280 Youthworx	2
266 Treatment Facilities	3	281 Zumba	1
267 Trees	13		

QUESTION 2: IN 20 YEARS, WHAT DO YOU HOPE HAS CHANGED? THIS COULD BE A BUSINESS, A LANDMARK, A NEIGHBORHOOD, OR EVEN AN EXPERIENCE.

66% Response Rate

The first major theme that came from this question was improved traffic and pedestrian safety. Many respondents hope for reduced car traffic, safer intersections, and a more pedestrian-friendly downtown. Many responses mentioned expanding bike and public transit infrastructure. A significant number of people wish for more protected bike lanes, expanded bike paths, and better connectivity across town, along with increased public transportation options.

Many people feel that parking lots are underutilized and hope to see these properties transformed into parks, housing, or other community-oriented uses. Respondents would also like to see improved aesthetics and revitalization of underutilized or vacant properties. Specific suggestions include updating the design of public buildings, adding public art, and making downtown more visually appealing. There is also enthusiasm for more spaces dedicated to arts, culture, and community gatherings.

Respondents expressed a strong desire for more affordable housing options, particularly within downtown. There is support for denser, mixed-use developments that could include affordable units, small businesses, and community spaces.

Another recurring theme is the need for more parks, trees, green spaces, and areas for public gathering.

Similarly, there is enthusiasm for greater environmental sustainability. Many respondents hope to see improved stormwater management and more sustainable landscaping.

Lastly, there were mixed responses regarding services for the unhoused population in Carrboro. While some support relocating these services outside the business district, others call for more support for this population to reduce issues related to vagrancy and public safety.

Table 2 | In 20 years, what do you hope has changed?

Location / Theme		Mentions	Location / Theme		Mentions
1	2-Way Traffic	1	20	Barnes Towing	1
2	8-to-80	1	21	Bike Infrastructure	62
3	Absentee Landlords	1	22	Bike Rental	1
4	Access Management	2	23	Bike Shop	1
5	Accessibility	6	24	Bike-oriented Businesses	1
6	Accessible Housing	1	25	Braxton Street	1
7	Adaptive Reuse	2	26	Brewer Lane	1
8	Affordability	1	27	Buried Utility Infrastructure	1
9	Affordable Housing	31	28	Business Attraction	7
10	Air Quality	1	29	Business Density	11
11	Architecture	9	30	Cafes and Restaurants	10
12	Architecture and Urban Design	2	31	Car Free	44
13	Armadillo Grill	1	32	Carr Mill Mall	18
14	Artist's Studio Spaces	1	33	Carrboro Elementary	2
15	Arts and Culture	2	34	Carrboro High School	1
16	Arts Center	1	35	Cat's Cradle	1
17	Arts Education	1	36	Century Center	3
18	Ashe Street	1	37	City Ownership	1
19	Autoshop	1	38	Civic Center	1



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Location / Theme	Mentions
39 Cogeneration Facility	7
40 Cole Heights Neighborhood	1
41 Community Center	1
42 Community Collaboration	2
43 Community Garden	1
44 Community Land Trust	2
45 Community Ownership	11
46 Concrete Company	1
47 Connectivity	2
48 Consolidated Parking	19
49 Corridor Development	10
50 County Junction	1
51 Coworking Space	1
52 Cybrary	1
53 Decentralized Client Services	1
54 Density	14
55 Downtown	51
56 Downtown Housing	1
57 Drainage Infrastructure	1
58 Dynamic Pricing	1
59 East Weaver Street	1
60 Economic Development	1
61 Education	1
62 Environmental Remediation/Brownfield	1
63 Equity	1
64 Essential Services	1
65 Exercise Facilities	1
66 Families	3
67 Farmer's Market	10
68 Festivals	1

Location / Theme	Mentions
69 Fewer Fast Food Restaurants	2
70 Fewer Gas Stations	9
71 Fidelity Street	1
72 Fitch Lumber	4
73 Flea Markets	1
74 Frances Shetley Path	1
75 Free Parking	1
76 Funding Pursuits	1
77 Gas Stations	1
78 Gentle Density	1
79 Gentle Parking Enforcement	12
80 Glasshalfull	1
81 Green Infrastructure	2
82 Greensboro Street	34
83 Grocery Stores	2
84 Ground-level Retail	5
85 Growth	1
86 Growth Patterns	1
87 Harris Teeter	4
88 Heat Dome Effect	1
89 Higher Jobs-per-acre	1
90 Hillsborough Street	1
91 Historic Character	3
92 Historical Education	1
93 Homelessness	8
94 Housing Development	22
95 IFC	6
96 Improved Transit Stops	1
97 Inclusivity	7
98 Infill	31



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Location / Theme	Mentions
99 Job Opportunities	3
100 Jones Ferry	22
101 Kids' Activities	1
102 King Street	1
103 Land Use Compatibility	2
104 Landmark Institution	1
105 Landscaping	1
106 Large-scale Development	1
107 Latinx LGBTQ+ Center	1
108 Laurel Street	2
109 Libba Cotten Bike Path	8
110 Library	12
111 Life Science Jobs	2
112 Lighting	1
113 Lindsay Street	1
114 Lloyd Street	2
115 Local Shops	9
116 Main Street	36
117 Maple Avenue	1
118 Mellott	3
119 Micromobility	1
120 Mid-density Housing	1
121 Missing-Middle Housing	2
122 Mission-driven Organizations	3
123 Mixed-use Development	32
124 Moderate Density	1
125 More Gas Stations	1
126 Multicultural Shopping	1
127 Multifamily Housing	3
128 Multilingual Signage	1

Location/Theme	Mentions
129 Multiuse Space	1
130 Municipal Collaboration	2
131 Neighborhood Green Space	1
132 Nightlife	1
133 No Affordable Housing	1
134 No Multifamily Housing	1
135 No Off-street Parking	8
136 No Storage Facilities	1
137 Old Pittsboro	1
138 On-street Parking	1
139 Open Eye	1
140 Outdoor Gathering Space	34
141 Paid Parking	2
142 Parking	5
143 Parks	26
144 Passenger Rail Service	4
145 Pedestrian Infrastructure	97
146 Places Open Late	1
147 Poplar Street	4
148 PTA Path	1
149 Public Art	3
150 Public Housing	1
151 Public Pool	1
152 Public Schools	1
153 Public Transit	11
154 Rail Line	1
155 Rail Line Revitalization	1
156 Rails to Trails	13
157 Rapid Transit	1
158 Rear Parking	2



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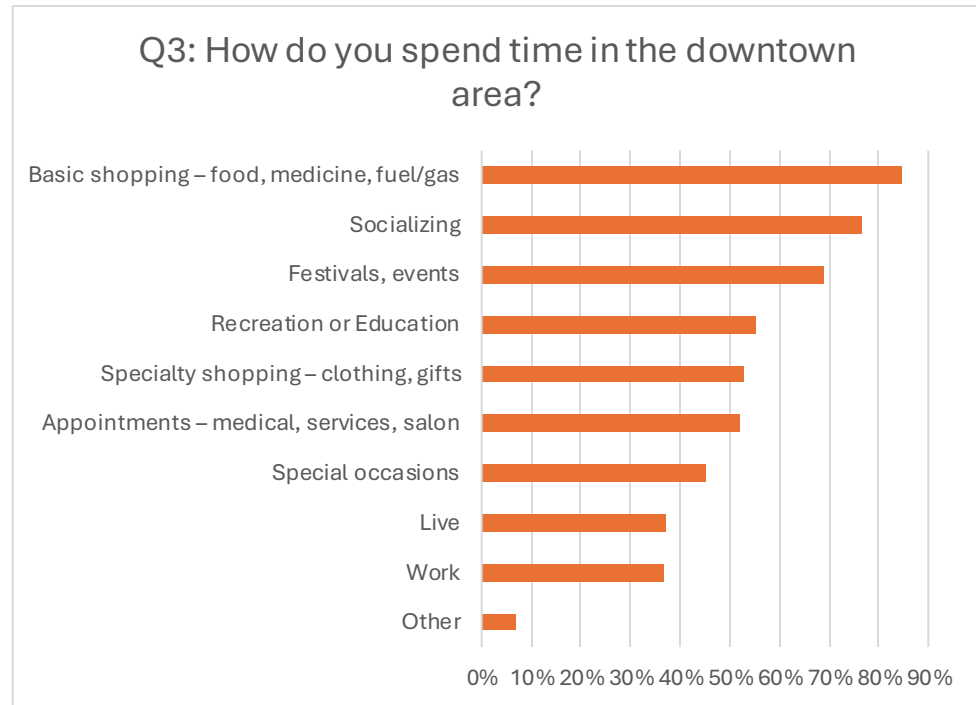
Location / Theme	Mentions
159 Redevelopment	81
160 Rehousing	1
161 Relocation	1
162 Renewable Energy	1
163 Revitalization	5
164 Road Widening	1
165 Roberson Street	11
166 Rosemary Street	4
167 Safe Ways to School	1
168 Safety	1
169 School Connectivity	1
170 Seawell School	1
171 Shade	3
172 Shelton Street	1
173 Southern States	1
174 Spotted Dog	1
175 Street Design	3
176 Street Maintenance	1
177 Street Redesign	10
178 Streetscape	1
179 Streetscape Amenities	6
180 Students	1
181 Subterranean Parking	1
182 Sustainability	1
183 Tax Revenue	1
184 Third Spaces	4
185 Toledo's Taqueria	1
186 Tourism	1
187 Town Center	2
188 Town Hall	4

Location / Theme	Mentions
189 Traffic Calming	40
190 Traffic Circle	2
191 Traffic Flow	11
192 Trail Improvements	1
193 Trails	1
194 Trailside Development	4
195 Train Station	1
196 Transit Oriented Development	1
197 Transit Stops	1
198 Trees	10
199 University Mall	1
200 Unsure	7
201 Upzoning	6
202 Vehicle Towing	1
203 Water Features	1
204 Weaver Street	47
205 Weaver Street Market	2
206 Wendy's	2
207 Wilkinson Supply	1
208 Wilson Park	1
209 Youth Event Center	1
210 Youth Support Centers	1
211 Youth Third Spaces	1

QUESTION 3: HOW DO YOU SPEND TIME IN THE DOWNTOWN AREA?

99% Response Rate

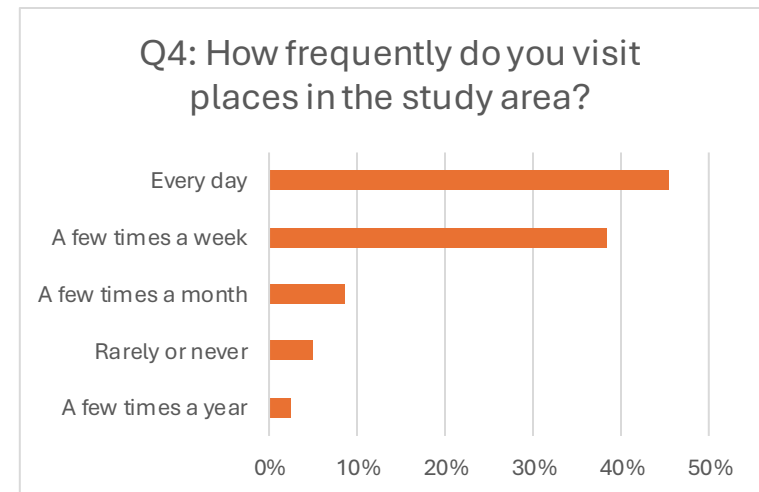
When asked to check all that apply, 84.8% of survey respondents indicated that their primary activity in downtown Carrboro is basic shopping, which includes but is not limited to shopping for food, medicine, and fuel/gas. This was closely followed by socializing and festivals or events, with 76.6% and 68.8% of survey respondents, respectively. The least common specified activity in Carrboro is working, with only 36.9% of the total respondents.



QUESTION 4: HOW FREQUENTLY DO YOU VISIT PLACES IN THE STUDY AREA?

99% Response Rate

The majority of survey respondents (45.6%) visit the study area every day. This likely includes the 28% of respondents that live in the study area. This is closely followed by “a few times a week,” with 38.4% of total respondents. This data show that most survey responses were provided by people who visit the downtown area on a regular basis.



QUESTION 5: IF YOU DON'T VISIT THE STUDY AREA, WHY NOT?

15% Response Rate

There were a variety of reasons respondents gave for not visiting the study area. The most common reasons were:

- Lack of interest - some respondents mentioned that there is nothing of interest for them in the study area.
- Lack of time due to work or other obligations and commitments.
- Parking and transportation issues, including:
 - difficulty in finding parking,
 - towing of vehicles,
 - traffic congestion,
 - confusing intersections,
 - poor pedestrian infrastructure, and
 - limited public transit options and the difficulty of getting downtown without a car.
- Language barriers, which prevent some individuals with limited English proficiency from fully engaging with the study area.

QUESTION 6: ARE THERE ELEMENTS FROM OTHER DOWNTOWNS OR CITIES YOU'VE VISITED THAT YOU WOULD LIKE TO SEE IN CARRBORO? WHY? WHAT ARE THE OTHER DOWNTOWNS OR CITIES?

64% Response Rate

Responses of elements that participants would like to see in Carrboro closely resemble earlier responses to Question 2. There are five main themes.

Many respondents express a desire for pedestrian-friendly spaces, especially for car-free/pedestrian-only streets, with some respondents specifically naming Weaver Street. Cities like Burlington, VT, Ithaca, NY, and European cities are mentioned as examples of pedestrian-friendly areas that foster a vibrant, walkable downtown experience.

Respondents want more green spaces, parks, and community gathering areas in downtown Carrboro. Inspiration comes from places like LeBauer Park in Greensboro, Mount Pleasant in DC, the Torpedo Factory in Alexandria, VA, and various European plazas, with suggestions for adding splash pads, benches, playgrounds, and shaded seating areas. Similarly, people would like to see stormwater management and increased tree cover to counteract urban heat in these areas.

Public art, murals, sculptures, and historic markers are suggested to make the downtown area more visually appealing and culturally enriched. Examples include Asheville's historic markers and Portland's artistic lighting.

Enhanced bike lanes, protected pathways, greater connectivity, and reliable public transit options are desired. Cities like Amsterdam, Heidelberg, and Montreal are cited for their extensive, safe bike networks and effective public transit systems.

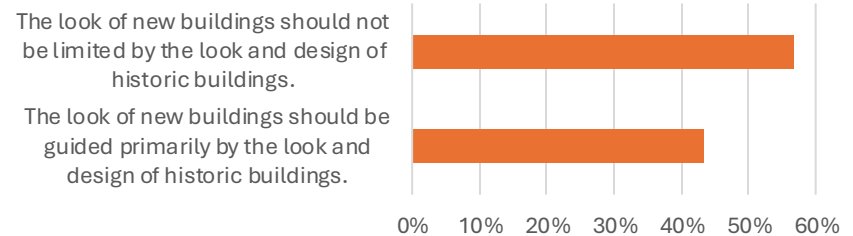
Some respondents indicated a desire for small-scale retail. Suggestions include food truck parks, street vendors, and local markets inspired by towns like Athens, Greece and Montreal.

QUESTION 7: HOW SHOULD NEW BUILDINGS LOOK IN THE STUDY AREA?

97% Response Rate

When asked this question, the majority of survey-takers responded that the look of new buildings should not be limited by the look and design of historic buildings. This means that survey respondents believe that future development does not necessarily need to fit the existing historic character of buildings in the downtown area. However, it was not a large majority, indicating that many community members do feel that new development should be guided by historic buildings.

Q7: How should new buildings look in the study area?

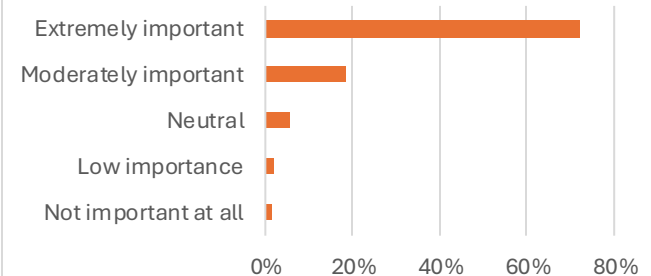


QUESTION 8: THE CARRBORO CONNECTS COMPREHENSIVE PLAN INCLUDES PRIORITIES AND STRATEGIES TO INCLUDE STREET TREES, CREATE NEW BICYCLE LANES, SLOW VEHICULAR TRAFFIC, INCORPORATE PUBLIC ART THROUGHOUT THE COMMUNITY, AND MAKE STREETSCAPES MORE ATTRACTIVE. HOW IMPORTANT IS IT TO YOU THAT THESE TYPES OF THINGS ARE INCLUDED IN THE STUDY AREA STREETSCAPES?

98% Response Rate

The vast majority of survey respondents agree that incorporating these comprehensive plan priorities into the downtown area are extremely important to them, with 72.1% of the total respondents. Only 9.2% of respondents indicated neutrality or a lack of importance regarding these priorities.

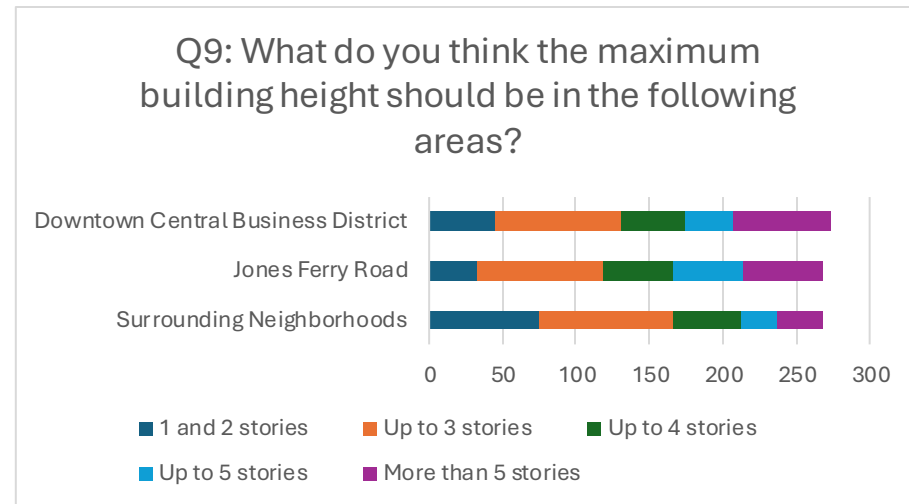
Q8: How important is it to you that these types of things are included in the study area streetscapes?



QUESTION 9: WHAT DO YOU THINK THE MAXIMUM BUILDING HEIGHT SHOULD BE IN THE FOLLOWING AREA?

96% Response Rate

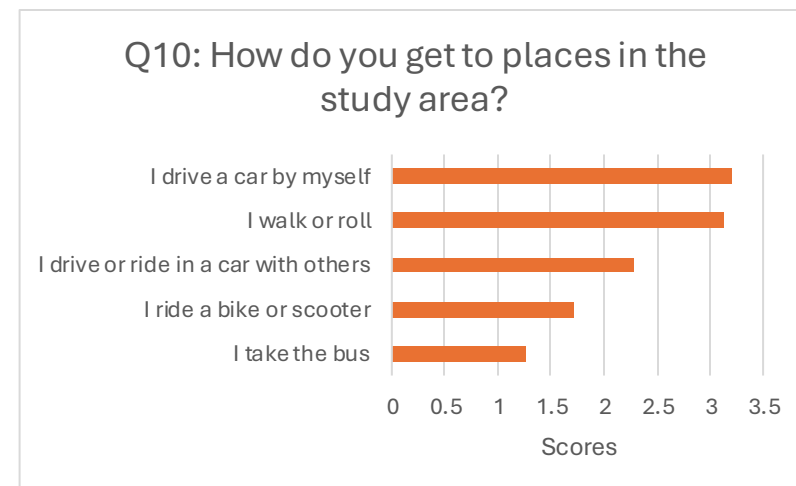
When asked this question about three different sections of the study area (the downtown central business district, Jones Ferry Road, and surrounding neighborhoods), the largest number of respondents indicated that up to 3 stories was the most appropriate for all locations. The second largest ranking for the downtown central business district and Jones Ferry Road was more than 5 stories, while the surrounding neighborhoods were 1 and 2 stories.



QUESTION 10: HOW DO YOU GET TO PLACES IN THE STUDY AREA?

86% Response Rate

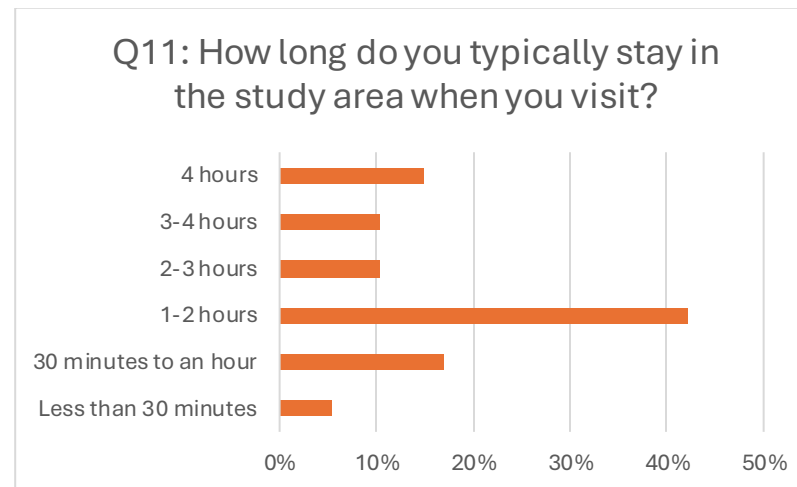
Survey respondents ranked different mode choices to indicate which transportation modes they use the most and least throughout the study area. Final scores revealed that people most commonly travel by driving a vehicle by themselves, but this was closely followed by walking or rolling. Taking the bus was the least common response.



QUESTION 11: HOW LONG DO YOU TYPICALLY STAY IN THE STUDY AREA WHEN YOU VISIT?

98% Response Rate

The majority of survey respondents, 42.2%, indicated that they stay in the study area for around 1-2 hours when they visit. 30 minutes to an hour was the second most common response, representing 17% of the total respondents. The least common answer was less than 30 minutes, representing only 5.3% of total respondents.



QUESTION 12: WHAT WOULD ENCOURAGE YOU TO STAY LONGER?

67% Response Rate

The most common themes in response to this question were:

- Public spaces, green spaces, third places, and family-friendly and youth-oriented spaces. Many respondents desire more public seating, shaded areas, and outdoor spaces to relax without needing to spend money. Suggestions include parks, benches, plazas, and designated lounging areas that are not tied to businesses. There are also a lot of transportation-related responses.
- Improved walkability, better bike paths, safer streets, and less auto-oriented infrastructure.
- Parking accessibility.

- Improved public transit. Expanded and more frequent bus services, especially during evenings, are requested by those who rely on public transit.
- More diverse dining and shopping options.
- More frequent community and cultural events.
- More public amenities and comforts, such as public restrooms, water fountains, more shade, trash cans, and a robust Wi-Fi network.

Table 3 | What would encourage you to stay longer?

Theme	Mentions	Theme	Mentions
1 Accommodation of Long Visits	1	23 Festivals and Events	14
2 Activities for Families	2	24 Free Activities	12
3 Activities for Non-Students	1	25 Free Parking	4
4 Activities for Seniors	1	26 Gentle Parking Enforcement	7
5 Aesthetic Beauty	1	27 Greensboro Street	1
6 Affordable Commercial Space	1	28 Greenways	1
7 Affordable Housing	4	29 Ground-level Retail	2
8 Affordable Retail	6	30 Homelessness Assistance	2
9 Arabic Restaurants and Retail	4	31 Housing Development	1
10 Bakery	1	32 Lecture Spaces	1
11 Bar	1	33 Library Count	9
12 Better Experiences	1	34 Live Music	5
13 Better Views	1	35 Local Shops	7
14 Bike Infrastructure	9	36 Mid-day Activities and Lunch Hours	1
15 Bike Parking	1	37 Mixed-use Development	2
16 Business Density	3	38 Natural Amenities	4
17 Cafes and Restaurants	17	39 Outdoor Gathering Spaces	24
18 Car Free	4	40 Outdoor Recreational Spaces	1
19 Clean Environment	2	41 Outlets	1
20 Community Health	1	42 Parking	9
21 Continuation of its Identity	1	43 Parks	10
22 Coworking Spaces	1	44 Pedestrian Infrastructure	5



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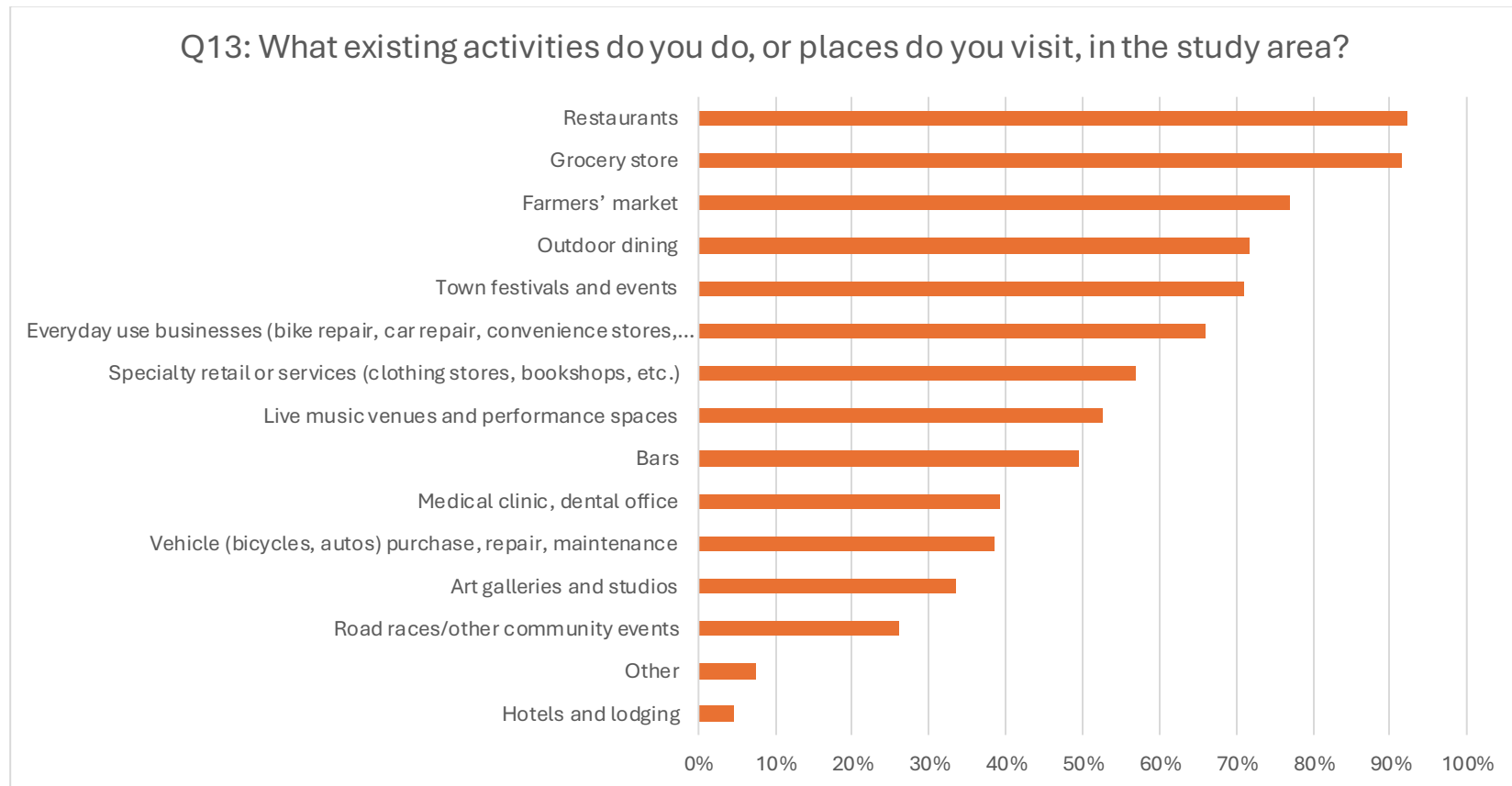
Theme	Mentions
45 Density	1
46 Drinking Fountains	1
47 Entertainment	5
48 Essential Services	4
49 Family-friendliness	1
50 Farmer's Market	1
51 Safety	1
52 Shade	11
53 Social Cohesion	11
54 Street Food	1
55 Streetscape Amenities	12
56 Third Spaces	11
57 Traffic Calming	4
58 Traffic Flow	2
59 Traffic Management	1

Theme	Mentions
60 Places Open Late	2
61 Public Restrooms	2
62 Public Transit	11
63 Quiet	2
64 Redevelopment	1
65 Revitalization	1
67 Trees	2
68 Unsure	23
69 Variety of Activities	15
70 Vegan Restaurants	1
71 Vegetarian Restaurants	1
72 Walkability	16
73 Weaver Street	1
74 Youth Activities	3

QUESTION 13: WHAT EXISTING ACTIVITIES DO YOU DO, OR PLACES DO YOU VISIT, IN THE STUDY AREA?

99% Response Rate

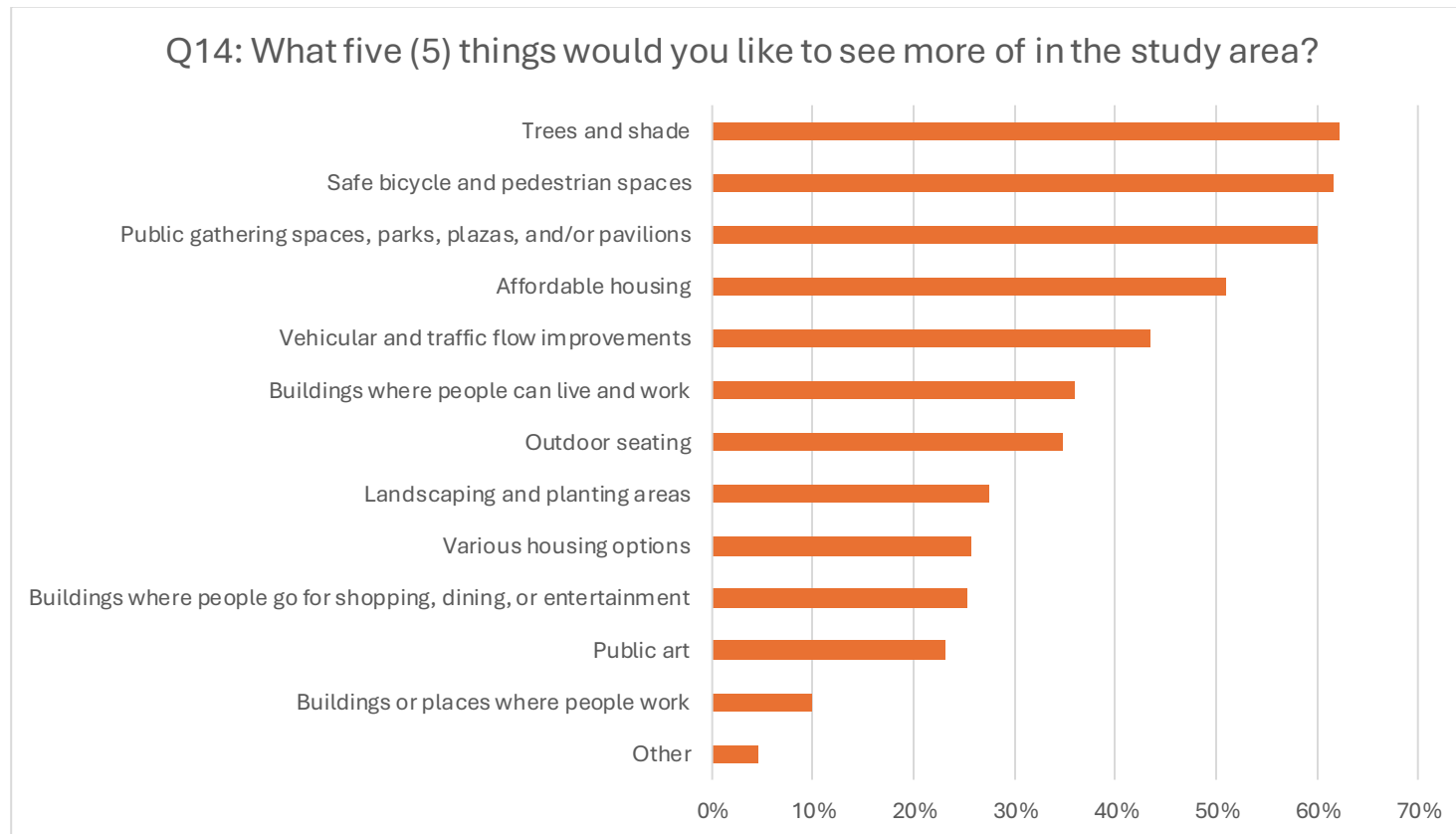
When asked to check all that apply, respondents indicated the most popular activities or destinations in the study area are restaurants and grocery stores, representing 92.2% and 91.5% respondents, respectively. The second most common activities and destinations are the farmers' market, outdoor dining, and town festivals or events, representing 77%, 71.7%, and 71% of survey respondents, respectively. The least common place to visit in the study area are hotels and lodging, garnering only 4.6% of total responses.



QUESTION 14: WHAT FIVE (5) THINGS WOULD YOU LIKE TO SEE MORE OF IN THE STUDY AREA?

98% Response Rate

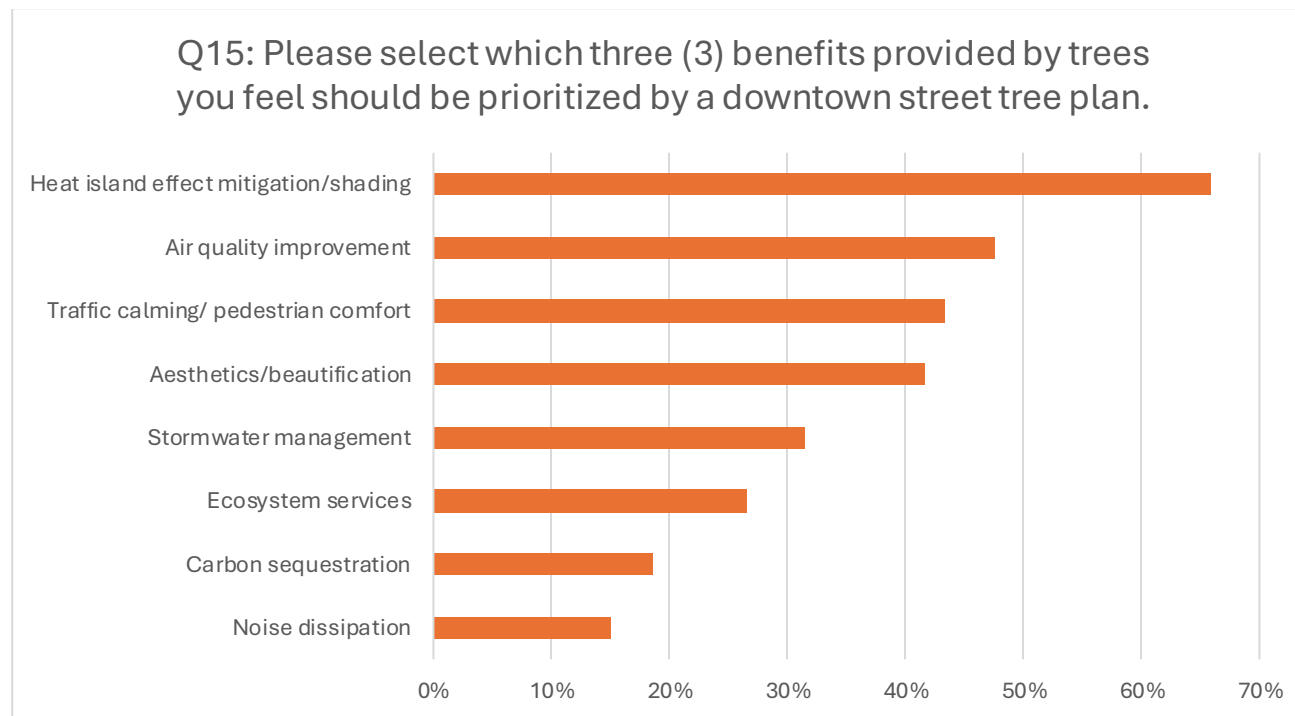
Survey respondents were able to choose 5 priorities for the study area. The most popular priorities were trees and shade; safe bicycle and pedestrian spaces; and public gathering spaces; and parks, plazas, and/or pavilions, garnering 62.3%, 61.6%, and 60.1% of total responses respectively. The least common specified priority was buildings or places where people work, with only 10% of total responses.



QUESTION 15: THE COMMUNITY CLIMATE ACTION PLAN (CCAP) AND CARRBORO CONNECTS (CC) AFFIRM THAT TREES PLAY AN INTEGRAL ROLE IN THE LOOK, FEEL, AND FUNCTION OF THE DOWNTOWN AREA. PLEASE SELECT WHICH THREE (3) BENEFITS PROVIDED BY TREES YOU FEEL SHOULD BE PRIORITIZED BY A DOWNTOWN STREET TREE PLAN

98% Response Rate

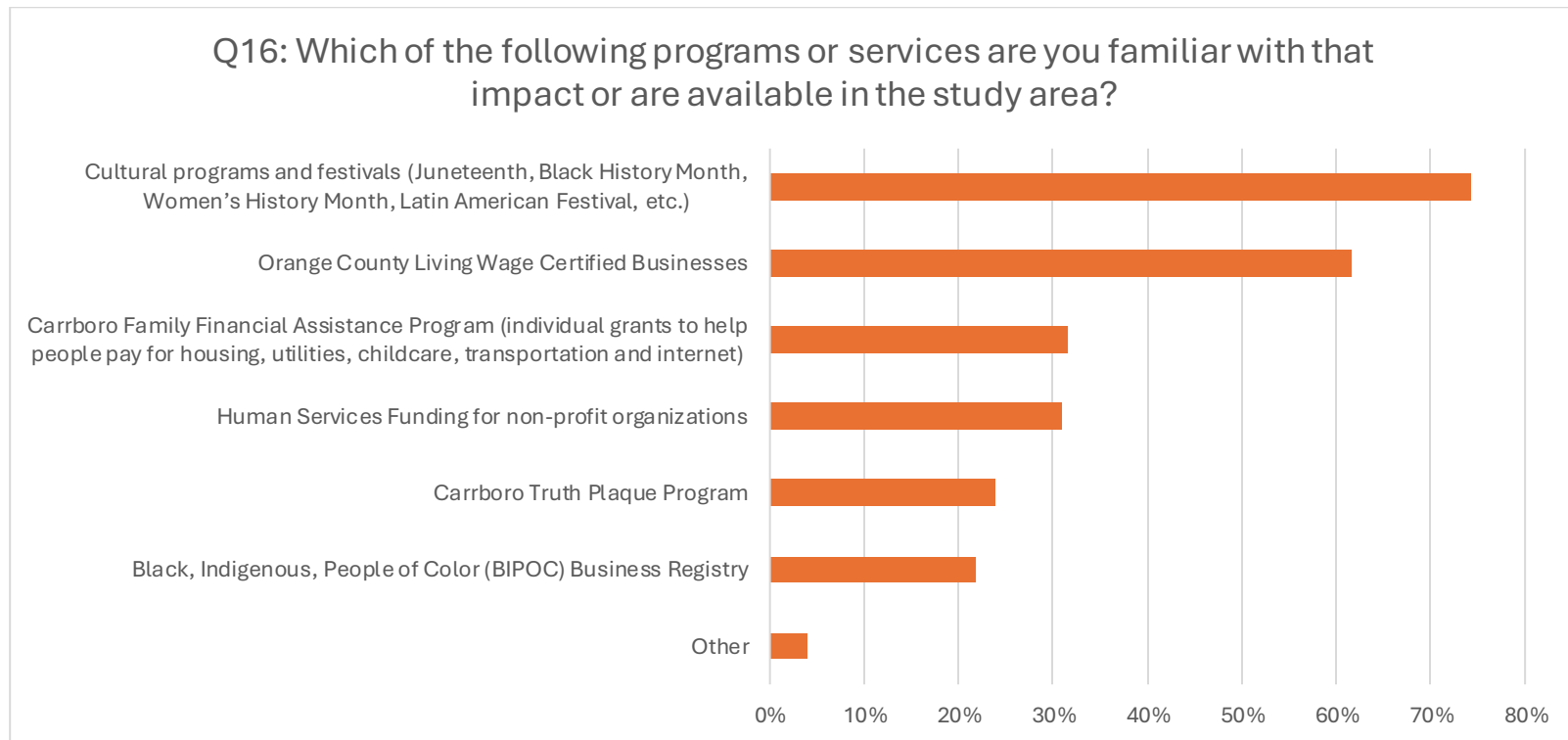
Survey respondents indicated that the three most important benefits provided by trees are heat island effect mitigation/shading, air quality improvement, and traffic calming/pedestrian comfort, as identified by 66.0%, 47.7%, and 43.4% of the total respondents. The least important benefit identified was noise dissipation with only 15.1% of respondents represented.



QUESTION 16: WHICH OF THE FOLLOWING PROGRAMS OR SERVICES ARE YOU FAMILIAR WITH THAT IMPACT OR ARE AVAILABLE IN THE STUDY AREA?

90% Response Rate

Participants were allowed to select all answer choices that applied. The most common program or service identified was cultural programs and festivals (Juneteenth, Black History Month, Women’s History Month, Latin American Festival, etc.), representing 74.2% of the total respondents. This was followed by Orange County Living Wage Certified Businesses, with a response rate of 61.7%. The least common specified program or service was Black, Indigenous, People of Color (BIPOC) Business Registry, with a response rate of 21.9%.





QUESTION 26: DO YOU HAVE ANYTHING ELSE TO ADD?

43% Response Rate

Many respondents are concerned about overdevelopment that could turn Carrboro into something more akin to Chapel Hill or other large cities. They emphasize the importance of preserving the town's character, aesthetics, and community vibe.

There is also a strong call for affordable housing to support a diverse range of residents, including teachers, service workers, and other essential workers. Concerns were raised about gentrification and the potential exclusion of lower-income individuals due to rising housing costs.

Respondents indicated that the issue of homelessness and its visibility in Carrboro is a concern, with some suggesting better support services and proactive planning to address the needs of unhoused individuals while balancing the impact on the community's downtown areas.

Some respondents feel Carrboro could improve in terms of racial and economic diversity, noting that current development trends may not be inclusive. There is also feedback about fostering an inclusive culture for Black and Latino communities.

Respondents appreciate being involved in planning processes but suggested that more accessible language and clarity in surveys would help broader participation. Some expressed a desire for decision-making that considers future generations and diverse perspectives.

Lastly, there are calls for better upkeep of public infrastructure, such as sidewalks and streetlights.

ENGAGEMENT SUMMARY: COMMUNITY EVENT 1

FIESTAS EN LA CALLE (FESTIVAL LATINOAMERICANO) - AUGUST 25, 2024

EVENT CONTEXT

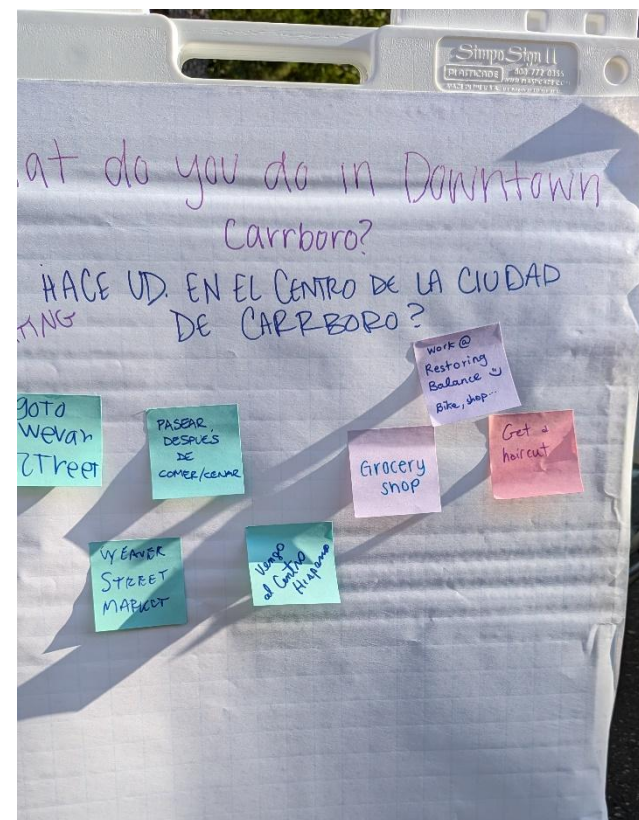
The first engagement event for the Carrboro Downtown Plan was held on August 25, 2024, at the Fiestas en la Calle (Festival Latinoamericano) on W. Weaver Street in downtown Carrboro. The festival was hosted by El Centro Hispano of Carrboro, which is headquartered on Weaver Street.

At the Town of Carrboro's table, the project team, made up of Town staff and consultants, conducted the first community engagement activity for the project. An interpreter was present during the entire event to translate between English and Spanish.

The engagement featured a large map of the downtown study area where participants could place dots on the map to indicate "a place you love" or "a place that needs improvement." Comments were also recorded from people who just spoke with the project team at the table rather than adding dots to the map.

In addition to the mapping activity, there was a notepad where people could add responses to the question, "what do you do in downtown Carrboro?"

Flyers were distributed to point people to the Engage website, where the survey would be posted, and to promote the upcoming Community Vision Workshop in September.





WHAT WE HEARD: THINGS THEY LOVED

SENSE OF COMMUNITY

Overwhelmingly, public feedback indicated that residents and visitors experience a strong sense of community in Carrboro through participation in local events, utilizing open spaces, and the overall welcoming demeanor of community members.

Local events, such as festivals, create a sense of belonging among residents and connectedness with the Town. Residents expressed a love for the many local events and activities in Carrboro. Many people who spoke to the project team were visiting from out of town, indicating that local festivals bring many visitors to the area. Other regular events in town, such as the Farmers Market and the Really Really Free Market, were also very popular and received high praise.

Many engagement participants, especially families and young people, echoed a love for open community spaces, such as the Town Commons and the Weaver Street Market lawn. However, many people stated they wanted more public spaces and had ideas for areas in the town that could be better utilized as public space.

LOCAL BUSINESSES AND RESTAURANTS

Initial community feedback highlighted the diverse array of local businesses and restaurants that are unique to Carrboro and some of the most beloved places in the town. We heard that these businesses are integral to Carrboro's overall feel, and supporting small, local businesses is important to residents. Respondents specifically stated that they valued the many alternatives to chain restaurants.

WHAT WE HEARD: THINGS THAT NEED IMPROVEMENT



PUBLIC SPACE

While participants expressed love for the Town Commons, as well as Weaver Street Lawn, which is privately owned but functions as a community gathering place, there was also a clear desire for more parks and places to gather downtown.

Many of these comments focused on the empty lot across from Weaver Street Market at 201 N Greensboro St. Residents want to see it utilized, with many responses indicating a desire for it to be turned into a public park or community space.

A number of participants also suggested closing E. Weaver Street to vehicle traffic, which would create a public space adjacent to Weaver Street Market.

BICYCLE AND PEDESTRIAN IMPROVEMENTS

Participants emphasized concerns for bicycle and pedestrian safety and access throughout the town, and a desire for infrastructure improvements to solve these issues.

Bicycle-related feedback included the need for more dedicated and protected bike lanes, connections between existing pathways, and curb and lawn clean-up of debris.



Similarly, participants want to see additional sidewalks, especially along busy roads like Jones Ferry, connectivity between existing paths, pedestrian crosswalks with automated signals at busy intersections, and additional pedestrian safety measures at problematic intersections. We also heard that older folks would like benches installed along walking trails and sidewalks as resting places. There were also several comments noting areas with debris and overgrown plants interfering with use of the sidewalk.

PARKING WAYFINDING AND SIGNAGE

There was feedback throughout the event regarding the difficulty of parking in downtown Carrboro, especially at busy times such as the festival that was occurring when comments were being made. Given that the latest parking study of downtown Carrboro found ample available parking throughout downtown¹, the difficulty of finding spaces indicates potential issues with parking wayfinding and signage to direct drivers to public parking lots.

SAFETY

Some community members expressed concern for safety at night. Engagement responses identified multiple locations where better lighting is desired to improve comfort walking around after the sun has set.

We also heard that unhoused people often reside in public spaces, like the Town Commons and parks, at night, which makes people feel unsafe. Some responses indicated support for better resources and funding for the unhoused population in order to give them alternative spaces.

DRAINAGE

Participants expressed concern for drainage issues around Carrboro Elementary School and Morgan Creek. We heard that water backs up at both locations, creating problems during heavy rainfall.

COLOR AND ART

We received feedback that residents would like to see more color throughout the town, with a desire for new buildings (such as the 203 Project) to be “not just brown”. Suggestions proposed murals and other public art. There was also a suggestion to create a Carrboro art trail, and to redevelop the industrial and non-residential sites along the rail line as art-oriented spaces to support the creative economy.

¹ Town of Carrboro. Parking Study Downtown Carrboro. March 10, 2022. <https://www.carrboronc.gov/DocumentCenter/View/12544/2022-Carrboro-Parking-Study?bidId=>



MAPS AND COMMENTS

This section presents maps of the locations referred to in comments, along with a numbered key to comments for each mapped location. The sizes of the dots on each map represent how many times each location was mentioned or agreed with in comments. The numbers on the dots correspond to a comment in the key. The comments in the key tables are summaries or interpretations of comments rather than direct quotes from participants.

Table 1 | Places people love – map key and other comments

ID	Comment	Mentions
1	Harris Teeter	1
2	Cybrary - participant used to have to travel into Chapel Hill to access the library but now they have a local resource, so they don't have to make that trip.	1
3	Weaver Street Market	9
4	Cat's Cradle - love live music, want to make sure spaces like Cat's Cradle stay open because they are important local community spaces and allow people to experience live music in an intimate setting.	4
5	Grey Squirrel	4
6	Carrburitos	2
7	Bowbarr	1
8	Town Commons	4
9	Open Eye Café	2
10	Cliff's Meat Market	1
11	Farmers Market	13
12	Weaver Street Lawn - a love for, and continual desire for, family-oriented spaces	6
13	CommunityWorx	1
14	Gulf Gas Station - the most affordable gas option in the area	1
15	Ceremony Salon	1
16	Baldwin Park	2
17	Arts Center	1
18	Oak Leaf	2
19	Restoring Balance	1
20	Pizzeria Mercato	2
21	Walkability to the new library and the Farmers Market	1
22	Municipal parking in empty lots - participant liked that Fitch Lumber allowed municipal parking in their lot after hours	1
23	Open spaces - Carrboro Elementary has open spaces and playground	1
25	Acme	1
26	Atlas	1

ID	Comment	Mentions
28	Carr Mill Mall	1
29	Tesoro	2
30	Peel Gallery and Art Shop	1
31	Really Really Free Market	3
Not on map		
	Parks (in general)	1
	Music festival	1
	MLK park and EV charging	1
	Not many chain restaurants	1
	Central meeting places like cafes	1
	Lots of shopping places	1
	Restaurants	2
	Great community	4
	People are friendly, responsible dog owners, love the open space	1

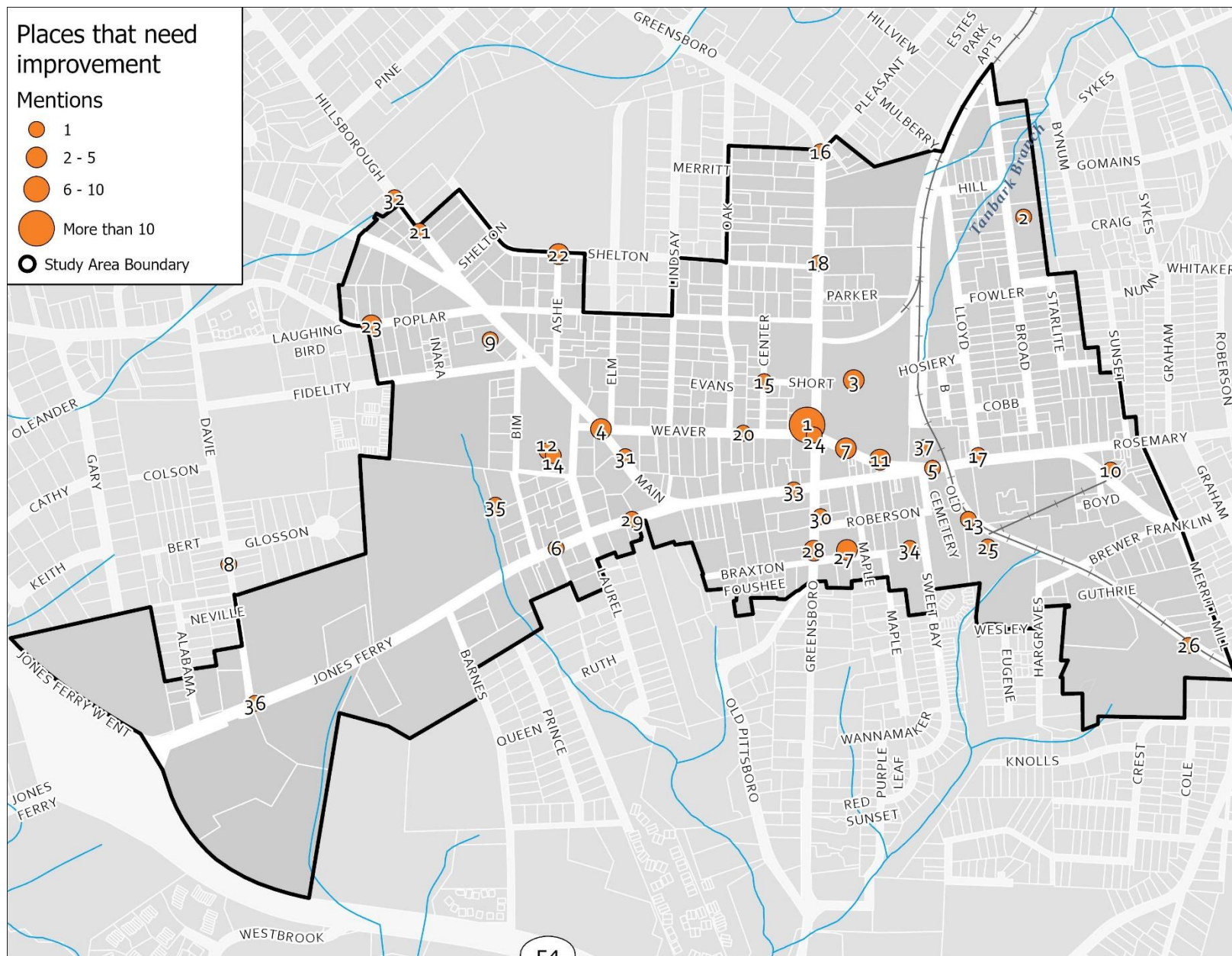


Table 2 | Places that need improvement – map key and other comments

ID	Comment	Mentions
1	The lot across from Weaver Street Market (201 N Greensboro St) - make it a public park (7 comments), make it a third space (1 comment)	16
2	Baldwin Park	1
3	Harris Teeter / Carr Mill Mall Parking Lot - predatory towing	2
4	Need a crosswalk and automated pedestrian signal at the W Main St / Weaver St intersection	4
5	Traffic flow on Main St - traffic backs up from the Main / Weaver / Roberson intersection back to Lloyd St, new bike lanes made it worse.	1
6	More bike lanes on Jones Ferry	1
7	Dedicated bike travel lanes	3
8	Speed humps on Davie Road	9
9	Desire for infill development near O2 Fitness	1
10	Noise night and day from Gates of Beauty compressor	1
11	Close E Weaver St to traffic	5
12	Town commons is dirty and needs improvement	1
13	Pedestrian safety at Libba Cotten Bikeway - wants three lanes instead of just two	1
14	Farmers Market needs more variety and diversity of projects, especially from vendors with different ethnicities and nationalities. Overall needs to improve inclusion for non-White families.	1
15	Short St / Center St signage	1
16	Need better walkability from N Greensboro St past roundabout	1
17	Lloyd St needs repair / greenery - Lloyd St is uninviting.	1
18	Crosswalk in front of Breakaway Café needs safety improvements - mid-block hybrid beacon to stop traffic	1
19	More native landscaping and native street trees	1
20	Need more walkability and connection between Town Commons and downtown - they feel very separate	1
21	Debris on street and unkempt lawns between the curb and sidewalk - weeds and debris on sidewalks and sides of roads	1
22	Drainage near Carrboro Elementary	1
23	Poplar St is dark, making it hard to walk at night	2
24	Traffic cameras needed on busy intersections	1

ID	Comment	Mentions
25	Turn old cemetery into recreational park space - benches, swing, pond, etc.	1
26	More lights for safety - commenter told story of incident when friend felt unsafe and like they were being followed, nowhere for them to go because it was dark and businesses were closed	1
27	203 Project parking needs colorful murals. More color in new buildings.	2
28	Need sidewalks on S Greensboro St	1
29	Cleanup on Jones Ferry Road in general, and specifically near holiday park	1
30	More parking near Open Eye	1
31	Sidewalk encroachment by landscaping at multiple locations	1
32	Bike lane not protected and filled with debris and bikers need to merge with traffic	1
33	Bike lane ends and there are safety concerns	1
34	Empty lot and eyesore - should be for housing	1
35	The creek backs up and doesn't drain properly, there may be a dam downstream, no moving water, lots of mosquitoes.	1
36	Needs sidewalk on both sides	1
37	Redevelopment and adaptive reuse of industrial/non-residential along north/south rail corridor (Thai Station and points north)	1
Not on map		
	Parking - additional parking would benefit local business owners by enabling more people to visit downtown	1
	Carrboro needs more affordable housing, public transportation, public pool (all one comment from Spanish-speaking resident)	1
	Want municipal composting next to recycling and trash	1
	More third places, more central gathering spaces in addition to Weaver Street Lawn	2
	EV charging	1
	Parking is difficult when it's busy	2
	More activities focused on daily living	1
	More funding for unhoused community	1
	Change name of town	1
	More and better-connected greenways	2
	More friendly toward older residents by putting benches along walking trails	1

ID	Comment	Mentions
	Better family-friendly, connected bike networks	1
	Town is marketed as bike-friendly but is actually unsafe	2
	Open spaces and parks feel unsafe at night because of unhoused population	2
	An artwalk, where there are more public installations plus a physical map and supported route that you can tour	1

ENGAGEMENT SUMMARY: COMMUNITY EVENT 2

COMMUNITY VISIONING WORKSHOPS – SEPTEMBER 19 AND 26, 2024

EVENT SUMMARY

The Town of Carrboro held two visioning workshops for the Downtown Area Plan on two Thursday evenings, September 19 and 26. The purpose of these events was to foster a community vision and begin brainstorming for projects and strategies to achieve the vision.

The format of the events, which was consistent for both dates, was a drop-in workshop with multiple stations with activities designed to gather feedback. Participants were given a card to collect a stamp at each activity they participated in, and cards with at least five stamps were entered into a drawing to win a prize. The activity stations are described in the next section. Materials were created in both English and Spanish, and Spanish interpreters were available throughout the event. Flyers were distributed to point people to the Engage website to promote the survey and increase awareness about the Downtown Area Plan.

The following section describes the activities at each station and provides a summary of feedback from each station. Maps and comments are provided in detail in the Maps and Comments section.



STATION DESCRIPTIONS AND WHAT WE HEARD

DEMOGRAPHICS

This station consisted of boards where participants were encouraged to place stickers in order to answer demographics questions, including race, language, age, and how long they have lived in Carrboro. **Town staff to provide collected data.**

BUILDING THE DOWNTOWN AREA

This station provided a hands-on, creative activity for community members of all ages and backgrounds. Participants illustrated their goals and vision using board game pieces, toys, and other miscellaneous items, and then shared their ideas. The activity was guided by the question “What makes a great downtown?”



Music, arts, and entertainment

The most common theme in responses was the desire for music, arts, and entertainment downtown. Many respondents included live entertainment venues, event spaces, music venues, and theaters as part of their “great downtown.” Other responses mentioned public art, interactive art, and murals. Several responses mentioned arts-related kids’ activities, like a children’s theater. Finally, some responses included aquariums, movie theaters, bowling alleys, arcades, and other types of entertainment businesses.

Public space

The next most common theme was a strong desire for public space. In particular, respondents wanted outdoor public spaces where they could “just be,” without needing to spend money. There was a sense of playfulness in many responses, including “places to play and imagine,” “mystery hidden corners,” games or interactive art, and places for kids to play safely.

Trees, plants, and nature

Many responses reflected a desire for a green downtown, with trees for shade, green open space, native plant gardens, wildlife, and flowers. Some comments focused on the environmental benefits, including reduced heat island effect and attracting pollinators, and others noted the beauty of trees, flowers, and green spaces.

Walking and biking

A large number of respondents said that a “great downtown” is walkable and bikeable. Walking, in particular, was important in many participants’ visions. There was an emphasis on wanting pedestrians to feel not only safe, but prioritized while walking downtown, including phrases like “where people feel more important than cars,” “feeling of pedestrian priority,” and “walk/bike only downtown core.”

Complete downtown community

Many respondents considered a “great downtown” one where residents can meet their needs within walking distance. Responses included a desire for mixed-use buildings and zones where “people can walk to eat / walk to shop / walk to work” and with diverse businesses and services, including groceries, drug store, auto repair, medical, library, banks, and so on. Responses also mentioned a variety of housing types and levels of affordability.

Equity and inclusion

A number of comments reflected how the community values equity and inclusion. Participants said that a great downtown “feels safe and welcoming for all people / ages / races.” Comments mentioned racial equity, LGBTQ, people with disabilities, and those who use the community service organizations downtown. There were also a number of comments about inclusion of people of all ages, including kids and the elderly.



TOPIC STATION: CLIMATE ACTION

This station prompted participants with the following questions:



1. What does addressing climate change mean to you?
2. What can the Town do to address climate change in the downtown area?

Investing in alternative modes of transportation

The most common theme brought up at the climate action station was the desire for better bicycle, pedestrian, and transit infrastructure to both encourage the use of these modes and make them viable to interested users. Some respondents indicated a desire for expanding existing bus transit routes and frequency, as well as connecting transit routes to more destinations and residential areas. Many respondents noted that they wanted to see more pedestrian and bicycle trips being made, with an emphasis on improving or expanding bicycle infrastructure to make the town more bike-friendly. We also heard a desire for improving walkability through mixed-use, higher density development.

Planting trees

Another popular theme was the desire for more trees throughout Carrboro, especially along roads and sidewalks. Respondents indicated that they wanted more trees for the environmental benefits, shade, and aesthetics. Many responses were concerned with managing heat and providing relief for pedestrians.

Reduction in automobile infrastructure

In addition to making alternative modes more accessible, viable, and safe, some respondents also mentioned a desire for reduced automobile infrastructure, including reduced parking and removing car traffic from certain road segments. Suggestions included eliminating parking minimums, reducing and redeveloping parking lots, and pedestrianizing East Weaver Street.

Reduce car idling

A few respondents were concerned with car idling for health and climate reasons. One respondent noted the abundance of car idling that occurs around schools during pick-up or drop-off and that this traffic should be better managed.

TOPIC STATION: RACE AND EQUITY

This station prompted participants with the following questions:

1. What does advancing racial equity mean to you?
2. What can the Town do to advance racial equity in the downtown area?



Affordability

Affordability was one of the key themes in the responses to these questions. Affordable housing comments included a desire for increasing the supply of housing, creating a community housing trust, and housing at a variety of income levels. There was also a desire for more affordable food options downtown, both prepared food (restaurants and food trucks) and groceries.

Public space

A desire for public space was another major theme. Respondents indicated that they wanted more gathering spaces that were open and safe for all that did not require spending money.

Support for local BIPOC businesses

Many respondents noted support for local BIPOC businesses as a priority for advancing racial equity. Some respondents specified support for BIPOC interested in starting a local business or providing grants or tax breaks for immigrant or black-owned businesses.

Community events and opportunities to celebrate racial identities

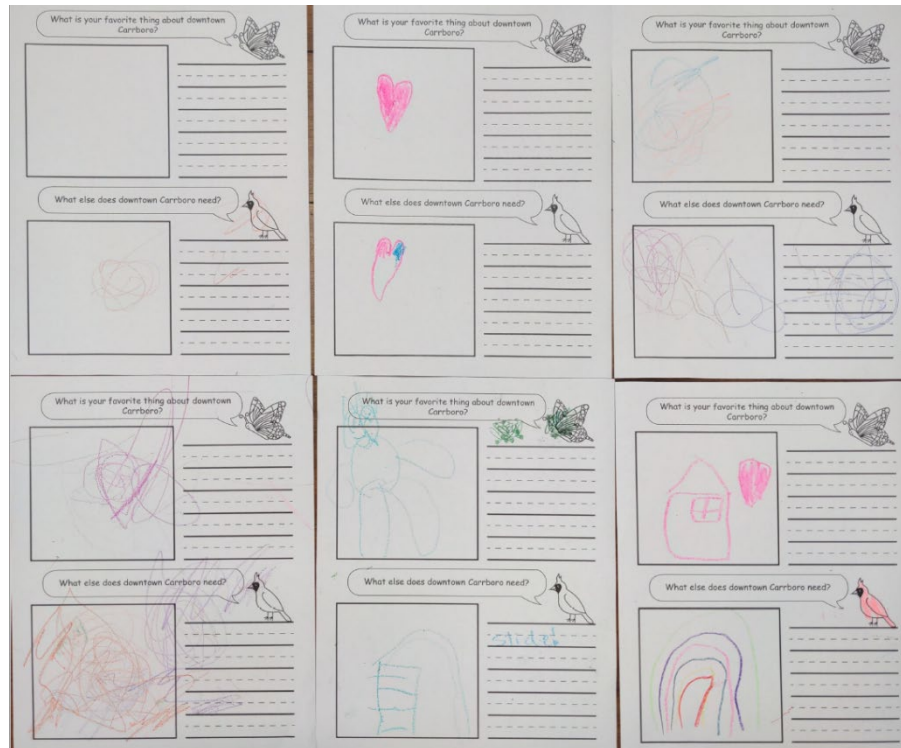
Respondents indicated an interest in more events that celebrate racial identities, such as free movies, poetry readings, arts and music events, and festivals. One respondent also mentioned creating opportunities for people of different races to share stories in the hope of fostering understanding.

Police presence

Themes of police presence were mentioned throughout the event. Some respondents were concerned with reducing and disarming policing, with suggestions for diverting police funds towards other social services in the town. However, other respondents indicated a desire for more police presence in Carrboro.

KIDS STATION

A small number of children were present at the first event on September 19th. No children attended on September 26th. The “kids table” provided two activities: coloring sheets that asked, “What is your favorite thing about downtown Carrboro?” and “What else does downtown Carrboro need?”, and the opportunity to vote with a scoop of beans by placing them in jars to vote for what they want to see in the downtown area – places to eat, festivals and markets, places to walk and bike, a park, or art and music.

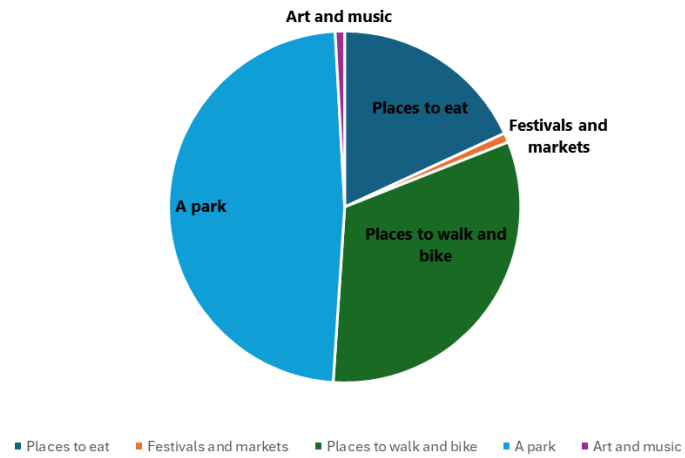


While most coloring sheets did not provide feedback, one respondent wanted a slide in the downtown area.

The bean voting activity got participation from all the kids present, and found that they are most interested in a park, places to walk and bike, and places to eat downtown.



Kids: What do you want to see (more of) in the downtown area?



MAP STATION 1: STRENGTHS AND OPPORTUNITIES

This activity repeated the mapping activity from Community Event 1, the Latin American Festival, for those who did not participate in that event. Participants were asked to place dots on the map for “a place you love” and “a place that needs improvement.” The maps and full comments are presented in the Maps and Comments section.

Local business is a strength

Consistent with what we heard during the Latin American Festival, many of the places that people love in the downtown area are local businesses, especially those that have been in Carrboro for a long time, but also including newer businesses. Residents also love the historic commercial buildings on Main Street.

Gathering places

Participants expressed love for Weaver Street Market and its lawn, and for the Town Commons and the activities that occur there, including the Farmers Market, the Zumba class, and the Really Really Free Market.

Transportation

Participants loved the existing Libba Cotten and Frances Lloyd Shetley bikeways, and want to expand and connect bike and pedestrian infrastructure throughout the downtown area. Nearly half of the “places that need improvement” were places that needed better crosswalks, bike lanes, or other improvements for bike and pedestrian safety. There were several comments about traffic gridlock along Main Street. There were also a few participants requesting improved bus service.



MAP STATION 2: IDEAS

This station provided a map and a place for participants to provide their ideas for the downtown area. Ideas were represented with dots in different colors for Transportation, Buildings / Places / Appearance, Business / Culture / Arts / Activities, and Other Ideas. Ideas ranged from locations for new housing, to policies (such as form-based code and historic preservation programs), to space activations like parks, gardens, and an arts trail. The full ideas map and comments list is presented in the Maps and Comments section.



MAPS AND COMMENTS

This section presents maps of the locations referred to in comments, along with a numbered key to comments for each mapped location. In the Strengths and Opportunities maps, the sizes of the dots on each map represent how many times each location was mentioned or agreed with in comments. The numbers on the dots correspond to a comment in the key. The comments in the key tables are summaries or interpretations of comments rather than direct quotes from participants.



MAP 1: STRENGTHS

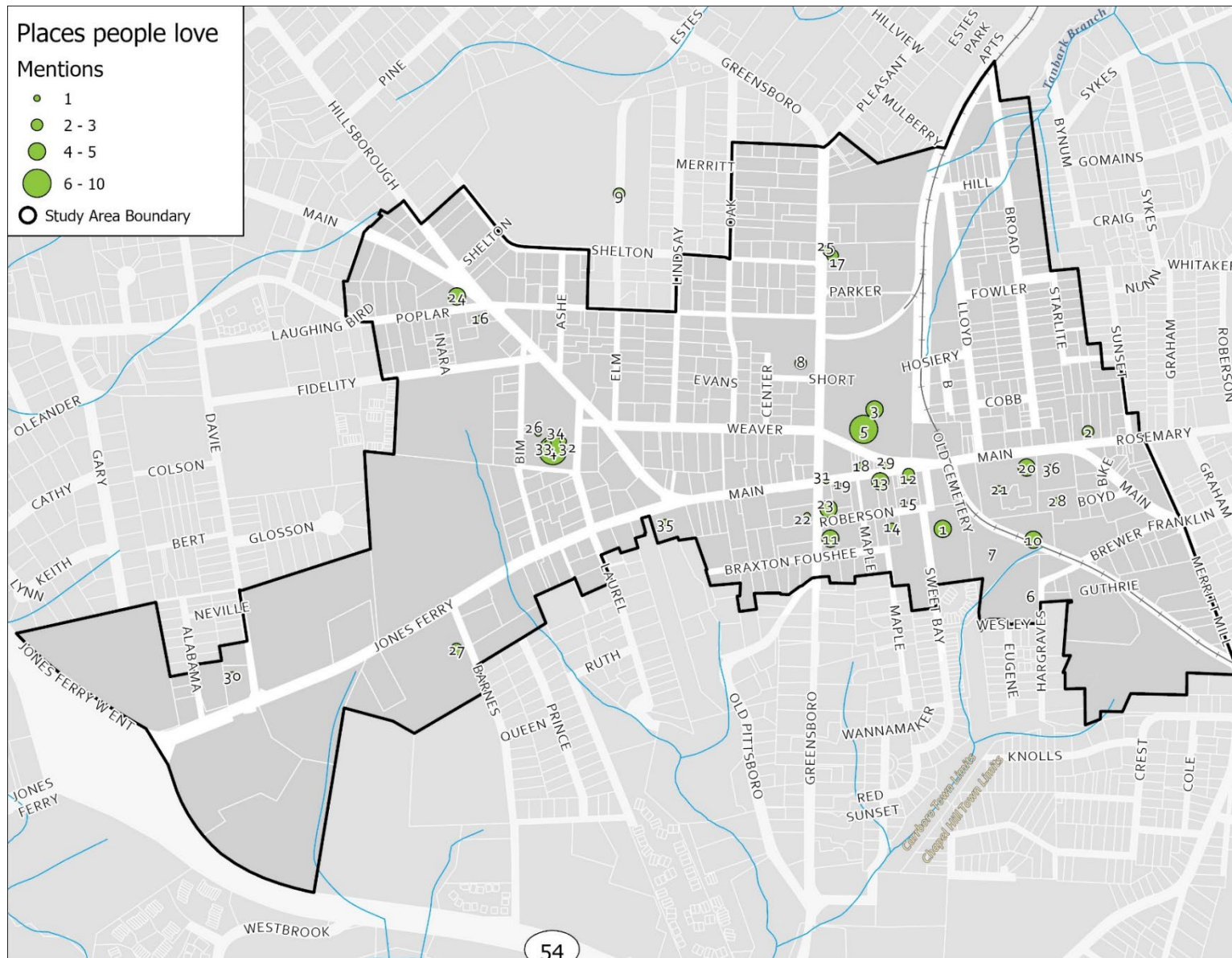


Table 1 | Places people love – map key and other comments

ID	Comment	Mentions
1	Arts Center	5
2	Peel Gallery + Photo Lab	3
3	Carr Mill	5
4	Farmer's Market	7
5	Weaver St Market/lawn	10
6	Neighborhood basketball court	1
7	Carrboro Town Cemetery	1
8	Fitch Lumber	2
9	Frances Lloyd Shetley Bikeway	3
10	Libba Cotten Bikeway	5
11	203 Project (new library)	4
12	Shops on Main St in old buildings	3
13	Orange County Social Club	5
14	South Orange Rescue Squad	1
15	Tom Robinson's Carolina Seafood	1
16	Pelican's SnoBalls	1
17	Breakaway Carrboro	2
18	Napoli	1
19	Build on successes of buildings and streetscape of this block (form-based code; no setbacks), copy what people like	1
20	Gray Squirrel Coffee Company + space that is accessible after hours	4
21	Cat's Cradle/Haw River Tap & Table/Amante Gourmet Pizza	1
22	Steel String/Cheese Shop/Glasshalfull	1
23	Open Eye	5
24	Lanza's Cafe	4
25	Protected sidewalk dining (Dingo Dog)	2
26	MLK Park	1
27	Garnachas Rivera	3

28	Ample parking at garage	1
29	Spotted Dog - amount of food options/diversity in town	1
30	Toledo's Taqueria	1
31	Connectedness at Main/Weaver	1
32	Really Really Free Market	1
33	Town Commons	1
34	Zumba class	1
35	CommunityWorx	1
36	FRANK + Art Walk	1

MAP 2: OPPORTUNITIES

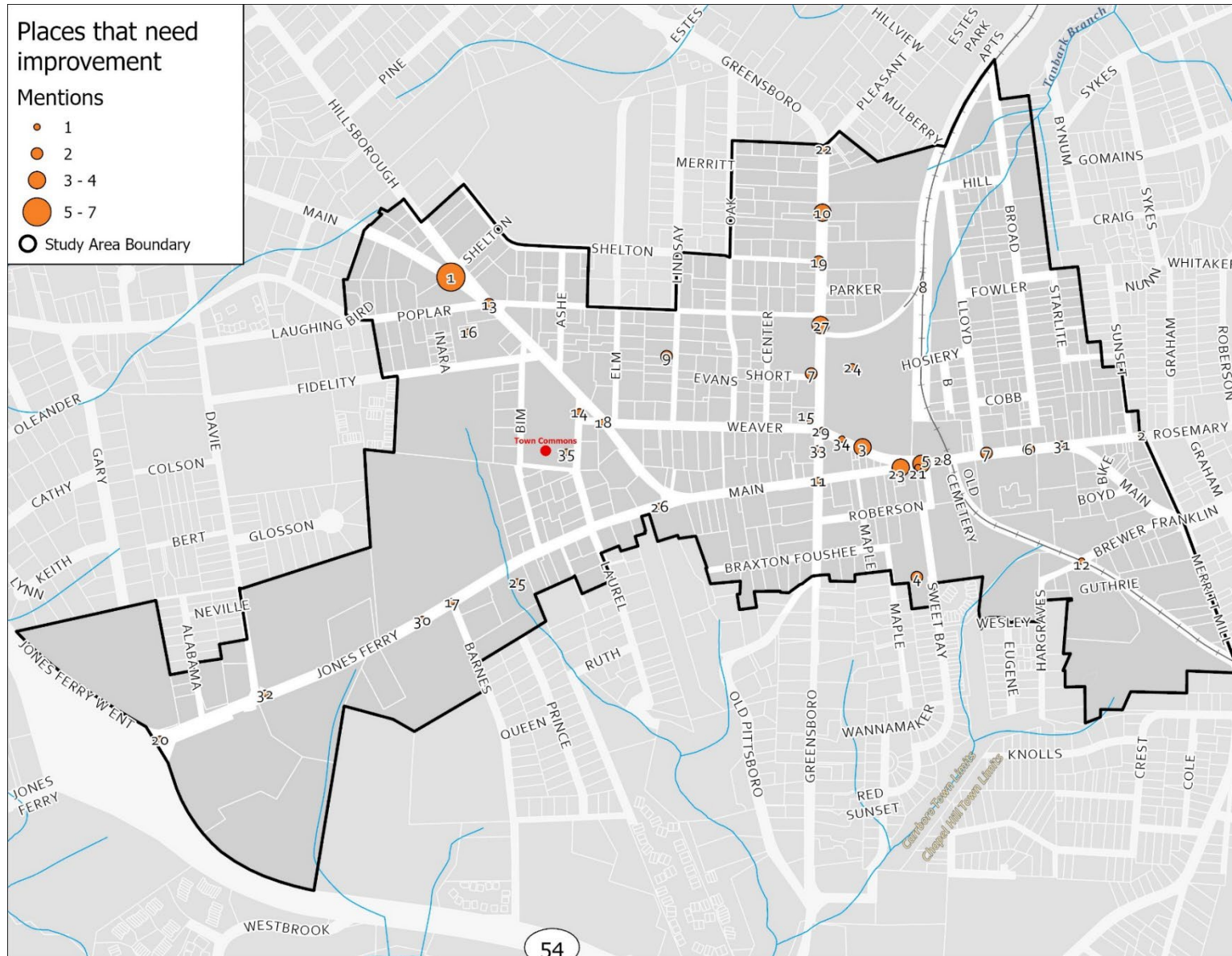


Table 2 | Places that need improvement – map key and other comments

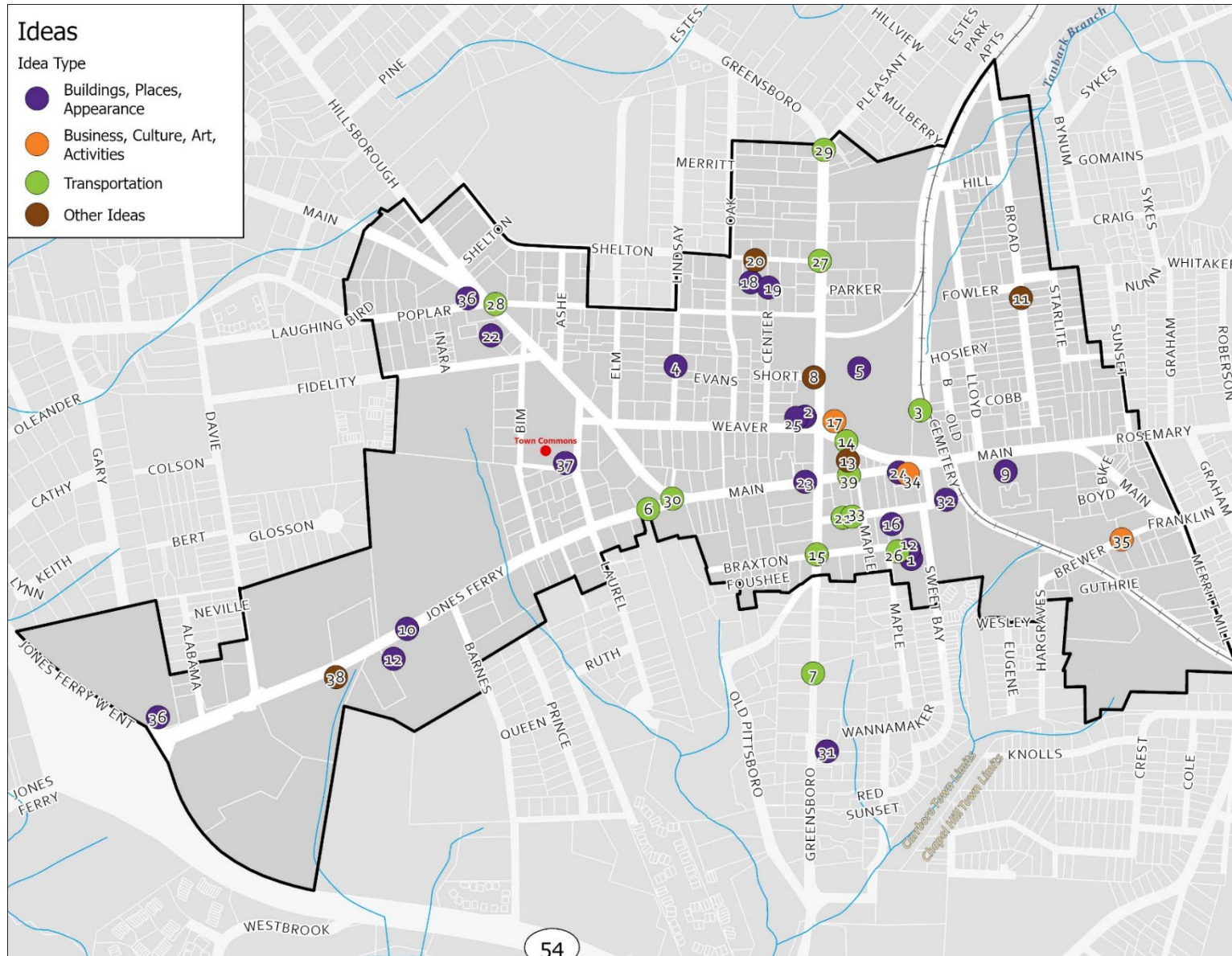
ID	Comment	Mentions
1	Crosswalks with lights where there are none	7
2	Entrance of Town sculpture	1
3	Expand Weaver Street lawn by closing that section of Weaver St to traffic	3
4	This parking lot is always empty and ugly	2
5	This crosswalk is confusing for pedestrians	4
6	Need more street trees along Main (especially between Sunset and Lloyd)	2
7	More trees and landscaping	2
7	More trees and landscaping	2
8	Make rail a transportation corridor - extra N-S connection	1
9	Affordable housing	2
10	Hard to cross; fast traffic; no transition into town	3
11	Bike safety improvements - participant had a near miss with truck turning right and had to jump off their bike, which got run over	1
12	Stop sign for cars on Brewer Lane & Libba Cotton	1
13	Take over Main St from NCDOT, install dutch round-a-bout	2
14	Close Laurel St here, install a splash pad for kids	1
15	Develop empty lot or place park	1
16	Redevelop O2 Fitness + 1 story in front needs sidewalk connection	1
17	More police presence	1
18	Take care of corners; businesses shouldn't be car-based and shouldn't be parking lots; people space, create vibrancy	1
19	Needs controlled pedestrian crossing; too many cars speeding with close calls	2
20	Traffic really bad, maybe due to growth	1
21	Improve sidewalk near Armadillo Grill public lot	1
22	Buffered bike lane up hill SB on N Greensboro	1
23	Lack of crosswalk at Spotted Dog	3
24	Aggressive towing makes area feel unwelcome	1
25	Continuous bike lanes	1
26	Crosswalk at thrift shop/Jones Ferry Rd	1



TOWN OF CARRBORO • NC

27	Safety of crosswalks (southern states- light on sign; signage on sides of road)	3
28	To go on Weaver westbound too much traffic; yellow arrow confuses drivers	1
29	Right turn only lane from Weaver onto N Greensboro	1
30	Sidewalks - crossing Jones Ferry is very dangerous	1
31	Car/wide travel lanes - easy to get stuck/gridlock when driving a car at Merritt Mill/Main and Main/Rosemary	1
32	Feels like Jones Ferry corridor and commercial downtown are segregated	1
33	Difficult to get across crosswalk	1
34	Improvements to crosswalk to incentivize drivers to stop	1
35	Water fountains at Town Commons don't work	1
Not on map		
	No more cookie-cutter buildings, houses, or neighborhoods	
	Please do not "glow-up" Carrboro! Keep it gritty.	1
	Chapel Hill Transit buses have routes that go everywhere and connect to businesses/homes/resources more than just park & ride	1
	Diversity of price points for goods (particularly food) to make spending time and money in the area appeal to and accessible to diverse income brackets	1
	Decrease headways on F bus during off-peak/mid-day	1

MAP 3: IDEAS



ID	Comment
1	Housing b/c parking lot now
2	Park / Community center / Housing (if built put roof garden) b/c now empty lot
3	Transportation corridor - bus or bike line or light rail if & when RR is decommissioned
4	Town trust / Community Home Trust (expanded) - Town purchases, and purchasers commit to live there
5	Developed to be high density housing with underground parking
6	Extend 405 Triangle route, extend past 9pm, add more stops from Jones Ferry to Main
7	Sidewalks and bike lanes
8	Plant more sidewalk trees there and other streets downtown, all along Main St. Town cut down only tree b/t Sunset and Lloyd
9	Revisit development plan with amphitheater w/ courtyard at center - a second public space
10	As light industrial businesses leave, turn buildings into high density development but not at cost of businesses leaving - business below and housing above
11	Acknowledgement of history of neighborhood especially b/c black/brown community
12	Rezone for wet labs / life sciences
13	Linear park that connects Weaver Street to Library
14	Close the section of Weaver St to Main for pedestrians during specific hrs - maybe have bollards that go up and down for safety
15	Add protected bike lanes
16	Expand rescue squad w/ partners that could include: Affordable housing & colocation w/ other public safety entities
17	Outdoor space
18	Tiny homes on properties w/ existing homes - explore partnership w/ churches
19	Affordable housing for 30% AMI + 50% AMI
20	People live & work together (tiny village w/ grocery, hardware, church, etc.)
21	Connect Libba Cotton to library and bike path; safe crossing at Greensboro & sidewalks on S Greensboro
22	O2 Fitness lot needs to be multi-story mixed use; height determined by width of street
23	If owner chooses to redevelop, clear and predictable way to redevelop properties more densely if needed
24	Form based code (in reference to 2-story commercial properties on E main)
25	Rooftop garden
26	Reduce downtown surface parking
27	Controlled crosswalk at Shelton @ N Greensboro
28	Crosswalks across Poplar and across Main

29	Buffered bike lane around curve (SB)
30	Improve ped-xing on all corners (bus stop is on a curb!)
32	Park/Activation of green space; kid-friendly place to spend time without spending money and/or with your food
33	Opportunity for one-way; and/or streetscape for pedestrians
34	Filling empty businesses; more stuff to do/visit downtown
35	Downtown Arts District - arts trail
36	Single place for coffee and snacks with a good playground. A place where adults can relax and kids are safe
37	More [multilingual] signage - permanent around century center/farmers market to show families that they're welcome to breastfeed/feed their babies in Carrboro
38	Shading and streetscape improvements along Jones Ferry to make traveling into Town more pleasant and less hot
39	One-directional traffic flow at Main to Weaver or improved traffic pattern
Not on map	
	More playground options - Add to what is here
	More density and communal space developments like Park Slope

ENGAGEMENT SUMMARY: COMMUNITY EVENT 3

COMMUNITY INPUT SESSION – OCTOBER 20 AND 23, 2024

EVENT SUMMARY

The Town of Carrboro held two Community Input Sessions for the Downtown Area Plan. The first was on the afternoon of Sunday, October 20th. The event was repeated in the evening on Wednesday, October 23rd. The purpose of this session was to receive more detailed community feedback about the look and feel of future development and improvements to the downtown area. Activities also sought to expand upon the main themes identified during the community visioning stage:

- Public space
- Walking and biking
- Affordability
- Mixed-use and local business
- Plants, trees, and landscaping
- Art, music, and entertainment

The format of this events was a drop-in workshop with multiple stations with activities designed to gather feedback. The activity stations are described in the next section. Materials were created in both English and Spanish, and a Spanish interpreter was available throughout the event.

The following section describes the activities at each station and provides a summary of feedback from each station. Graphs, visual preference graphics, and comments are provided in detail in the Graphs, Visuals, and Comments section.

STATION DESCRIPTIONS AND WHAT WE HEARD

DEMOGRAPHICS

This station consisted of boards where participants were encouraged to place stickers in order to answer demographics questions, including race, language, age, and how long they have lived in Carrboro. Between the two sessions, the total attendance was approximately 30 people, though many did not respond to the demographics questions. Of those that did, 12 lived in Carrboro

and 3 worked in Carrboro. All spoke English as their primary language at home. Of the attendees who responded to the race and ethnicity question, 1 was Black, 14 were White, and 1 was Hispanic/Latino.

DEVELOPMENT TYPES: WEAVER STREET COMMERCIAL CORE

The Development Types station allowed participants to respond to the open-ended questions, “Do you want to see more development in this area? If so, what kind of new development would you like to see? (e.g. type, size, height, appearance, function, etc.)” Four boards were set up with maps and aerial imagery of the study area sections. Participants used sticky notes to write down their responses to the corresponding area.

Keep historic buildings

Respondents desire the maintenance of historic buildings and local businesses.

Playscapes for all ages

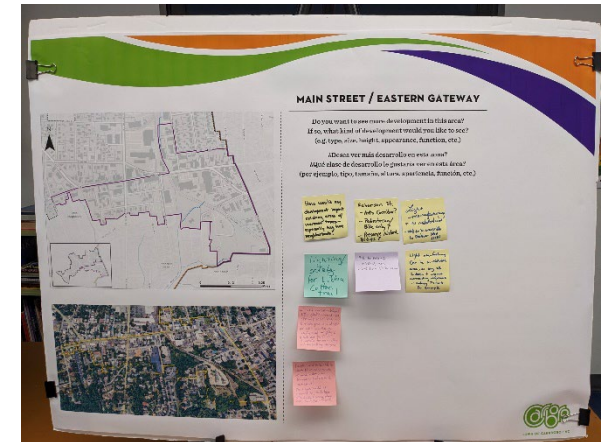
Participants expressed interest in playscapes that are suitable for people of all ages, including children and the elderly. One response cited Dune Park in Montreal as a source of inspiration.

Housing with shared facilities

Respondents indicated interest in additional housing in this area, specifically housing types with common spaces for laundry and kitchens to provide affordable and multigenerational housing options.

Parking on the outskirts

Many respondents expressed concern with traffic management and parking. One respondent suggested that the town keep parking facilities on the outskirts of town to divert traffic away from the main downtown area.



DEVELOPMENT TYPES: MAIN STREET / EASTERN GATEWAY

Activate Roberson Street

Respondents indicated that they would like to see Roberson Street activated into a corridor with art, public space, and/or businesses along the street. Activation along the street would create a connection between the Libba Cotton Bikeway and the 203 Project, and increased foot traffic would improve safety on the bikeway, which respondents noted as a concern at night.

More housing

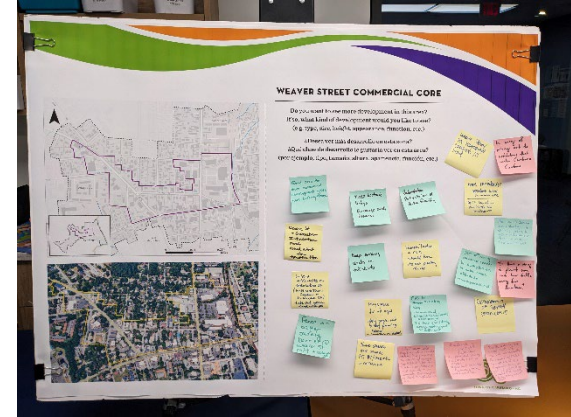
Participants indicated that they would like to see more housing, especially to enable people to live and work in the same area and to support the vibrancy of downtown.

Rezone/reuse industrial around Brewer Lane / Libba Cotton Bikeway

Respondents indicated a desire to expand the types of uses in the current industrial area around Brewer Street and the Libba Cotton bikeway.

Repurpose surface parking lots

Respondents suggested redeveloping or repurposing surface parking lots in this area.



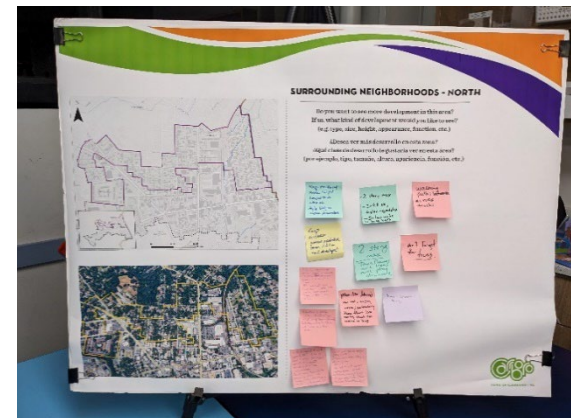
DEVELOPMENT TYPES: SURROUNDING NEIGHBORHOODS - NORTH

Affordability concerns

Respondents expressed concerns about property taxes pricing out long-term and elderly residents and the lack of affordable housing options for lower- and middle-income families in this area.

Cohesive infill development

Many respondents expressed that infill development is necessary to maintain Carrboro's growth, increase housing supply, improve affordability for both residential and commercial rents, and limit sprawl. However, respondents emphasized the need for infill that respects current residents and is in harmony with historic homes and existing uses. One respondent noted that the infill development process should respect, consult, and compensate residents of historic neighborhoods.



2-story building height maximum

Along with concerns about infill and new development, several respondents specifically stated that there should be a height restriction of 2 stories in these neighborhoods.

Support for diverse housing

Many responses indicated a need for more diverse, non-single family housing options in this area, such as small multifamily, ADUs, other missing middle, and apartments (at the border between the downtown core and the neighborhood). One respondent stated that they would like to see smaller lot sizes to accommodate this type of housing.

Improve walkability

Respondents indicated that they desire improved walkability through greenways and trail connections across the railroad tracks. They also indicated a desire for traffic calming that would slow down cars, limit through traffic, and make roads safer for pedestrians.

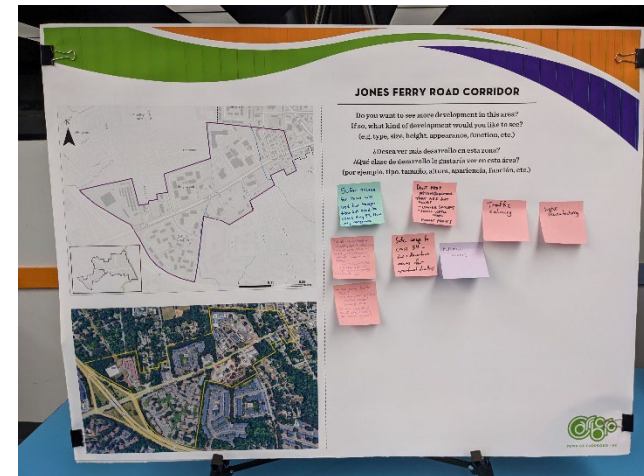
Neighborhood businesses

Responses included a desire for more neighborhood businesses where people can eat and enjoy music, and can easily travel to on foot or by transit.

DEVELOPMENT TYPES: JONES FERRY ROAD CORRIDOR

Nearby shopping and amenities

Responses focused on shopping and amenities that residents along Jones Ferry Road can walk to in order to meet their daily needs, including grocery stores, cafes and restaurants, other businesses, and pocket parks. One respondent suggested light manufacturing as a use in this area as well.



TRANSPORTATION

This station prompted participants with the question, “What would make you feel safer moving in and around the downtown area?” Participants were encouraged to write open-ended responses to this question on sticky notes and posted them on the board. There was an additional question at the bottom of the board, “How did you get here today?” Participants left dots on one of the options: walked or rolled, rode a bike or scooter, took the bus, or drove a car. The majority of respondents arrived to the event by car.

Sidewalks

Many respondents identified specific areas where they would like additional, improved, or wider sidewalks, especially on streets that have none. Desire was also expressed for shrubbery, landscaping, and tree branches to be cut back so they do not obstruct the sidewalks.

Protected bike lanes

Respondents indicated a desire for more dedicated bike lanes with bollards to protect cyclists from automobile traffic.

Better intersections and pedestrian crossings

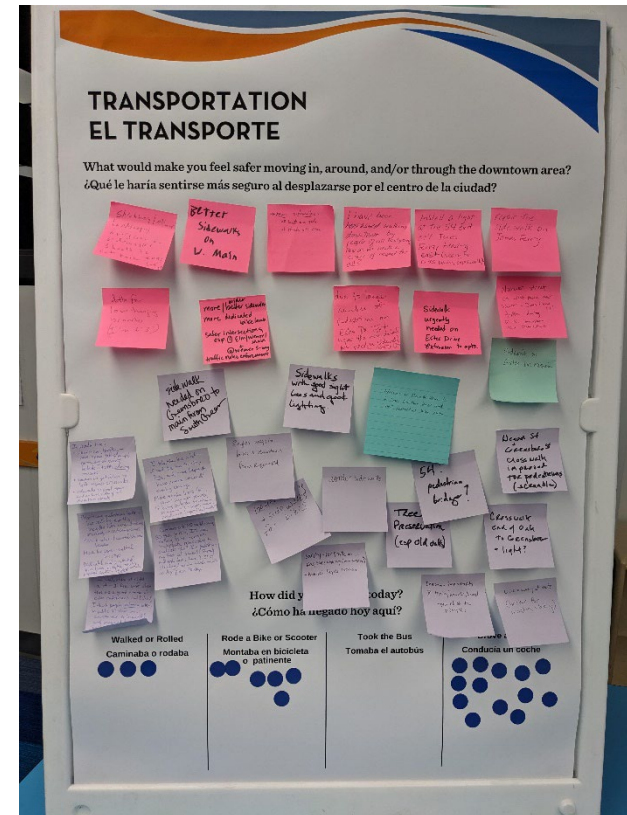
Multiple respondents identified intersections that would benefit from improvements. Some respondents indicated a need for better strategies for getting drivers to yield at crosswalks. They would like pedestrians, especially those using mobility devices, to be prioritized over vehicles.

Traffic calming and speed enforcement

We heard that respondents would like better speed enforcement and traffic calming interventions, such as speed tables and narrower streets, to reduce car speeds.

Lighting

Many suggestions for improved safety mentioned lighting to navigate the downtown area in the dark and create visibility for pedestrians and bicycles.





More people out and about at night

Respondents indicated that they feel safer when there are other pedestrians also moving through the streets at night.

A culture of respect for all

We heard anecdotes of respondents not feeling safe because of harassment and other unwelcome interactions. They desire a culture of respect so that people feel safe moving about the downtown area. We also heard that some respondents feel like people respect others when their environment is beautiful and accommodating.

Shade

To maintain walkability and comfort during summer temperatures, respondents stated that they would like more shade trees. With this improvement, they stated that they believe more people will stay longer in the downtown area.

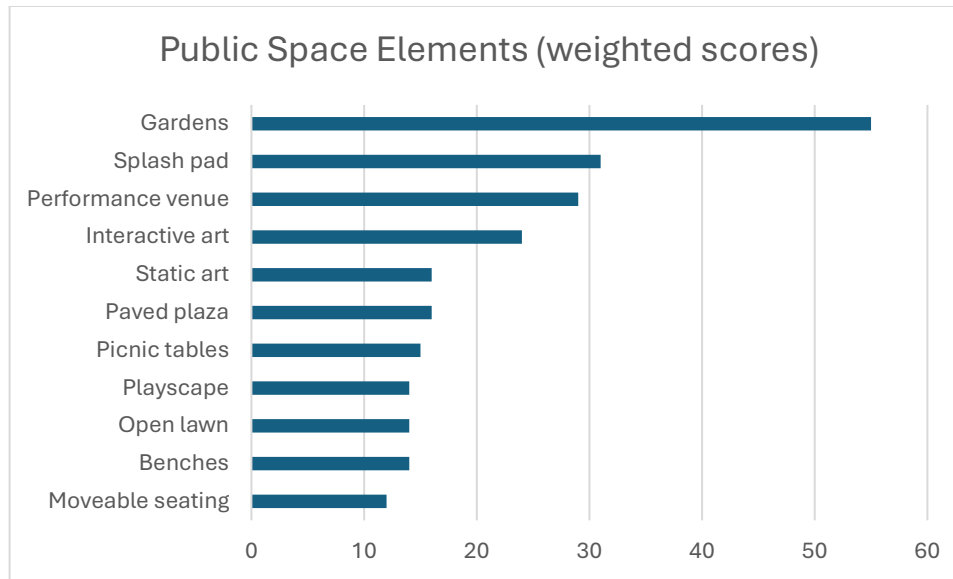


VISUAL PREFERENCE: PUBLIC SPACE

The community input sessions had three visual preference stations where participants weighed in on their preferences for different types of improvements to the downtown public realm, using example photos and a variety of voting methods. The Public Space station asked participants, “What kinds of features and activities would you want to see in a new public space?” This was a ranking exercise where participants chose their first, second, third, and fourth priority from among 11 options. The results were scored by giving votes the most weight if they were first priority, and the least weight if they were fourth priority.

Gardens was the most highly ranked public space feature, followed by a splash pad and a performance venue.

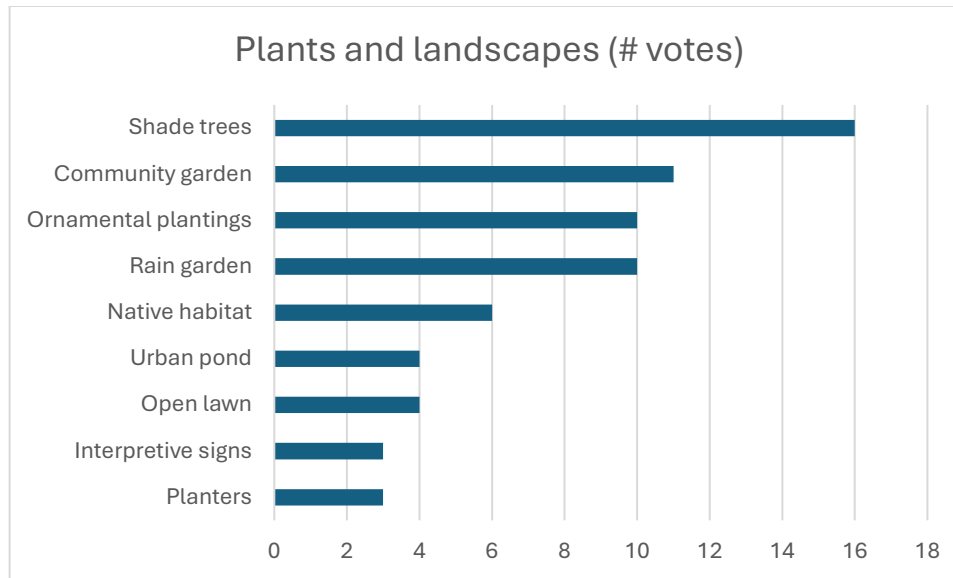




VISUAL PREFERENCE: PLANTS AND LANDSCAPES

This station asked participants, “What kinds of plants and landscaping do you want to see in the downtown area?” This was a voting exercise where participants were given 3 coffee beans that they could drop into cups that corresponded with the element they wanted to choose out of nine types of landscaping.

Shade trees were the top voted plant and landscaping element, followed by community garden, rain garden, and ornamental plantings.

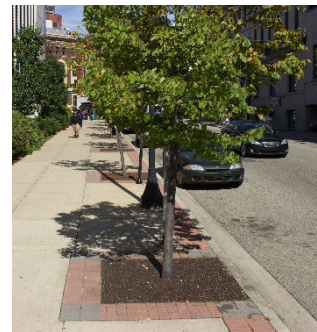


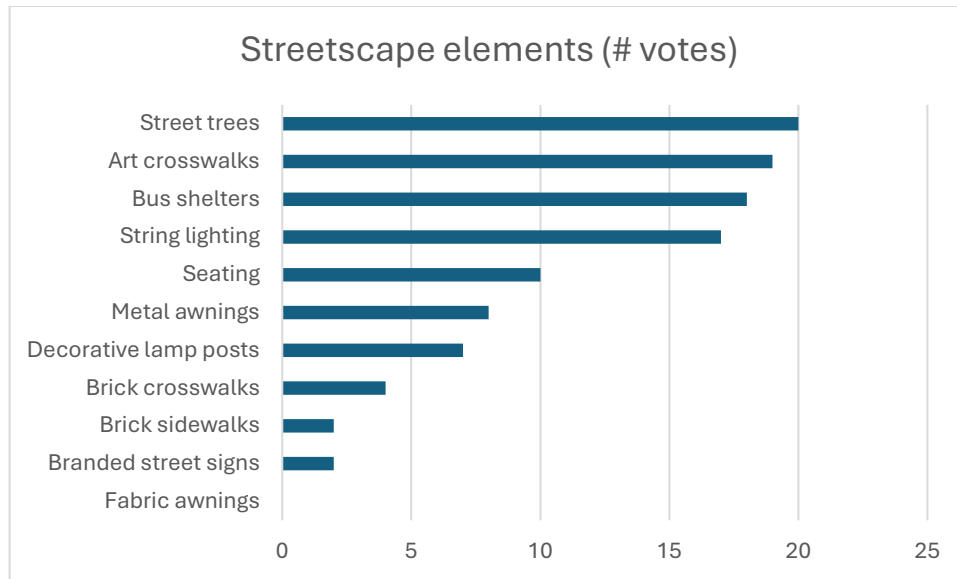
VISUAL PREFERENCE: STREETSCAPES

This station asked participants, “What would you like to see on and near the streets?” This was a voting exercise where participants were given 5 popsicle sticks that they could drop into cups that corresponded with the element they wanted to choose, out of 12 options.

Street trees

Street trees were the top voted streetscape element, followed by art crosswalks, bus shelters, and string lighting. An additional comment was made by one participant suggesting solar powered streetlights.





COMMENTS AND VISUAL PREFERENCE DETAILS

This section presents the full comments from development types and transportation stations and the graphics used at the visual preference stations, accompanied by the detailed vote counts. The tables below contain all of the comments made on sticky notes at the development types and transportation stations.

TABLE 1: DEVELOPMENT TYPES

Weaver Street Commercial Core
1. Close Weaver St from East Main to N. Greensboro. Make it very pedestrian friendly. 2. Wider sidewalk (both sides from N. Greensboro St. to W. Main St.
A reasonable mix of commercial and residential in all of those areas. Neighborhood building. Close Weaver St. to vehicle traffic.
Make Weaver St. permanently pedestrian only. Narrow W. Main St to two lanes only (no turn lane). Improve pedestrian signal at intersection of W. Main and Weaver
Close Weaver. Town site control of commercial spaces to curate development (like Paris!)
Keep historic buildings. Encourage small business.
Harris Teeter and CVS should have its own parking deck
Keep parking decks on outskirts
Fence or better safety barrier @ Weaver St Market & Weaver St
Wider sidewalks on Greensboro St. (walking to Town Commons & to Weaver St). Take out green weed strips
Weaver St. & Greensboro intersection needs roundabout for traffic flow
Good area for more commercial development given more parking areas.
Pedestrian and bike friendly
More roundabouts Greensboro saves so much time. Don't tear down buildings for roundabouts.
Be wary of pricing out the institutions that make Carrboro Carrboro.
Improve safety at pedestrian crossing at Fitch.
Traffic calming, lower speed limits, and especially at crosswalks. The Weaver Street Market lawn gets treated as a playground - so maybe a waist-high picket fence is needed? To stop little kids from running out into street?
Roundabouts are great! Better traffic flow! Multigenerational housing, and activity areas, are crucial. Neighborhoods are healthier if the housing costs are varied within them.
City/County codes should regulate and prohibit predatory towing practices! The situation w/ towing at Carr Mill Mall is horrible - Carr Mill's out-of-state owner is not accountable to our community. Towing companies are allowed to charge exorbitant fees.

Playscapes for all ages. Elderly people need to keep practicing balance. Dune Park in Montreal.
Towing charges and signage at HT/Carr Mill so offensive.
Enforcement of 20 mph speed limit
Is there a way to divert some rush hour traffic away from downtown?
Vertical housing w common spaces for laundry, kitchen to make it more affordable and multigenerational.
Does Town of Carrboro have a standing cmte of local cyclists, to weigh in on development/planning in our town? If we don't, CAN we?
CVS lot. 4-5 story bldg. 1. Commercial. 2. Health clinic/laundry + open space. 3 - 5 housing for elderly, artists, youth aging out of foster care
Main Street Eastern Gateway
A performance venue (outdoors) would be great. Creating a corridor of art from 203 down the Libba Cotten Bikeway would be amazing
No big box or chain stores
Modern 21st century zero-carbon innovative neighborhood
More housing development to support vibrancy of downtown. Repurpose surface parking lots.
Commercial development on Roberson?
People need to be able to work & live in same area - we need better public transport, and we need rent control. Developers should be required to provide truly affordable housing, along with the higher cost units.
How would any development impact existing areas w/ increase taxes - especially long time neighborhoods?
Roberson St. - Arts Corridor? - Pedestrian/Bike only? - Preserve historic bldgs?
Light manufacturing in less residential areas. Need to be accessible to medium sized trucks.
Light manufacturing can be in residential areas, as long as it doesn't impact surrounding neighborhoods. Making T-shirts for example.
Need to rezone industrial area around Brewer / Libba Cotten
Lighting / safety for Libba Cotten trail
I love Libba Cotten bike path & I've walked it, alone at night (female), plenty of times - I think greenways at night are safest when they are heavily used - lighting is great, but there's no substitute for seeing other women walking near you!
Surrounding Neighborhoods - North
Townwide - Development (or re-development) should be in harmony with existing uses. Multi-story buildings should have a transition to taller structures.
No big box stores - keep it local
Walkable areas. Low traffic density.
More missing middle, non-single family housing

No chain stores. Keep Carrboro local.
Yes - more development. All kinds, smaller lot sizes, more density, housing, housing, housing. Get site control (town) for affordable housing. More bike lanes / greenways. More traffic enforcement for cars (speeding). Slow down cars.
Identify options for more, denser development.
2 story max. Infill OK, duplex-quadplex. In-law units in back yard
Keep residential area height limited to 2 stories. Apts bldg on outer perimeter
Keep historic homes protected from infill and tall development
2 story max. Town Commons - more trees, more play structure
Historic neighborhoods' residents should be consulted and involved before development happens in or near their homes. I'm concerned about low income and older folks having their property taxes, on their homes, raised.
Place like Johnny's. Can eat, enjoy music, particularly those that live nearby that can walk or bus
Infill is needed to avoid sprawl, BUT - it can be done in ways that respect, consult, and compensate residents of historic neighborhoods. People need to be able to see plenty of sky, and have privacy in their yards. (vs, looming developments right over them)
Longtime & elderly residents should not be priced out of their neighborhoods. And they should be able to pass homes on to their kids...
I'm SO conflicted Re height/story limits!! I love short bldgs letting us all see the sky- BUT - we need to best use our vertical space... We need affordable housing & plenty of commercial space (those rents need to be affordable too)
Increase residential density
Don't forget the trees.
Walking paths across tracks
Jones Ferry Road Corridor
Yes - it would be great to have businesses here that folks who live in this area could walk to and meet all their needs. More charm too.
Grocery store / drug store in this area would help residents
Safe walkable areas for residents with good shopping
Yes commercial development
More walkable / bike lanes. Traffic enforcement. Slow down cars.
Light manufacturing
Traffic calming
Multimodal corridor!
Safe ways to cross 54 - bus and downtown access for apartment dwellers
Don't have neighborhoods that are just houses. Corner grocery. Small coffee shops. Pocket parks.

Do all neighborhoods - including apts/subdivisions - have walkable access to: -pocket parks (w/ benches & pollinator garden patches & swings) -corner groceries with fresh affordable produce (not just soda/beer/candy) -cafes/restaurants. Does zoning allow for these? Does development guidelines/incentives require/encourage these? For every neighborhood - can I walk to food & socializing areas?
Safer access for those who need bus transportation but need to cross Hwy 54. Now very dangerous.

TABLE 2: TRANSPORTATION

Shrubbery / other landscaping overgrown on sidewalk and should be cut back every 3-5 years. Ditto for low-hanging branches (I'm 6'3")
Better sidewalks on W. Main
More sidewalks: at least one side of streets with none
I have been harassed walking downtown by people of all backgrounds. How do we create a culture of respect for all?
Install a light at the 54 exit off Jones Ferry heading east (scary to cross using crosswalk)
Repair the sidewalk on Jones Ferry
More / better wider sidewalks. More dedicated bike lanes. Safer intersections, esp. 1. Elm/Weaver/Main and 2. Weaver 5-way. Traffic rules enforcement.
Due to large number of pedestrians on Estes Dr Ext near the roundabout, we need a sidewalk on Estes Dr Ext
Narrower street on West Main near Weaver & Jones Ferry, traffic calming on N. Greensboro near roundabout
Sidewalk on Estes Dr. Extension
Narrow W. Main St. down to 2 lanes (no turn lane) and install protected bike lane
Sidewalk needed on Greensboro to main from South Green
Sidewalks with good sight lines and good lighting
I would like: - slower car traffic - more speed tables / bumps; narrowing of streets; bollards - traffic calming measures - however we get drivers to better respect crosswalks - sidewalks in good repair and on both sides of all downtown streets
Prioritizing pedestrian traffic - but realizing that this includes folks using wheelchairs or walkers, or crutches or canes. More benches & covered / sheltered benches. More bus stops - sheltered bus stops. Dedicated and "protected" bike lanes! Protected requires physical barrier - bollards or etc.
I take the bus a lot - I need the bus to stay free, and, more frequent buses / more weekend / evening coverage. More shade trees for lower summer temps! If being outside downtown in summer is cooler, more people will longer & be happier

Carrboro gets SO puddle-some, So fast, in rain! It's like nothing drains - can we incorporate rain gardens to ameliorate this? As a pedestrian, my feet get soaked! Streets and sidewalks have 1-2" of standing / rushing water - with no dry place to step.
I walk alone at night a lot - I feel safer when there are a good number of other pedestrians out & about, I think people behave better in public if their urban environment is beautiful and accommodating - benches, sheltered areas, public art, multilingual signage, directions.
Safer ways to bike to downtown from Rogers Rd.
Better lighting & sidewalks for bikes
Wider sidewalks
Weaver St & Greensboro St crosswalk improved for pedestrians (scramble)
Crosswalk end of Oak to Greensboro & light?
Tree preservation (esp old oaks)
Intersection improvements @ main / weaver / laurel - get rid of the triangle! [Note: W. Main, W. Weaver, Laurel Ave]
One-way streets (better for walking & biking)

VISUAL PREFERENCE: PUBLIC SPACE

PUBLIC SPACES LOS ESPACIOS PÚBLICOS

What kinds of features and activities would you want to see in a new public space?
¿Qué clase de características y actividades le gustaría ver en un nuevo espacio público?



Item	Total (unweighted)	Score (weighted)
Moveable seating	5	12
Benches	7	14
Open lawn	7	14
Playscape	5	14
Picnic tables	6	15
Paved plaza	8	16
Static art	8	16
Interactive art	10	24
Performance venue	10	29
Splash pad	10	31
Gardens	19	55

VISUAL PREFERENCE: PLANTS AND LANDSCAPES

PLANTS AND LANDSCAPES PLANTAS Y PAISAJES

What kinds of plants and landscaping do you want to see in the downtown area?
¿Qué tipo de plantas le gustaría ver en el centro de la ciudad?



Plants and landscapes	Bean votes - pick 3
Rain garden	10
Planters	3
Open lawn	4
Community garden	11
Ornamental	10
Urban pond	4
Shade trees	16
Native habitat	6
Interpretive signs	3

VISUAL PREFERENCE: STREETSCAPES

STREETSCAPES LOS PAISAJES URBANOS

What would you like to see on and near the streets?
¿Qué le gustaría ver en las calles y cerca de ellas?



Streetscapes	Popsicle stick votes - pick 5
Art crosswalks	19
Fabric awnings	0
Brick crosswalks	4
Metal awnings	8
Seating	10
Street trees	20
Decorative lamp posts	7
Bus shelters	18
Branded street signs	2
Brick sidewalks	2
String lighting	17

ENGAGEMENT SUMMARY: JUNETEENTH FESTIVAL

CARRBORO-CHAPEL HILL JUNETEENTH FESTIVAL – JUNE 19, 2025

EVENT CONTEXT

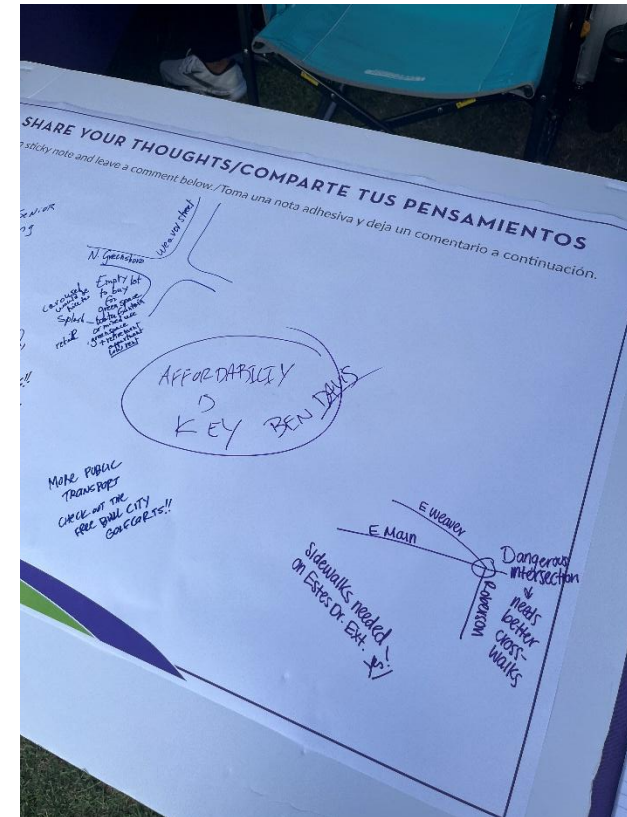
A community engagement event for the Carrboro Downtown Plan was held on June 19, 2025, at the Carrboro-Chapel Hill Juneteenth Festival at Carrboro Town Commons on W. Main Street. The festival was hosted by Carrboro and Chapel Hill, along with numerous community partners.

At the Town of Carrboro’s table, the project team, made up of Town staff and consultants, conducted a community engagement event for the project. Over 60 members of the community contributed their thoughts at the event.

The engagement featured an interactive “share your thoughts” board where participants could write and draw their vision for the future of downtown Carrboro. Comments were also recorded from people who spoke with the project team and Town planning staff at the table rather than writing/drawing.

In addition to the “share your thoughts” board, there were informational boards present that gave context regarding the Plan to the community. These included representative renderings, the visions and goals of the Plan, and a snapshot of the Plan’s process.

Flyers were distributed to point people to the Engage website, where they can learn more about the Plan and receive updates on future community engagement events.





WHAT WE HEARD:

AFFORDABLE HOUSING & MIXED-USE DEVELOPMENT

Overwhelmingly, public feedback indicated that there is a strong desire for affordable housing in the Town. Participants noted that the need for affordable housing is ongoing. Displacement was identified as an issue within the Town, and some participants suggested that more affordable housing options would significantly help with this.

Some participants urged that development above 2-3 stories in height would take away from the Town's identity, while others were eager to see development that is 4+ stories tall. Density was discussed as important for the growth of the Town; however, some participants were opposed to seeing increased density in the form of tall residential and mixed-use buildings. Participants would like to see designated senior housing as well.

PUBLIC TRANSPORTATION

The community expressed their interest in expanding public transit within the Town and surrounding areas. Some participants suggested increased accessibility for alternative transportation, such as bikes or scooters. Suggestions were given to increase bus stops on the Chapel Hill Transit J and F routes. Some participants would like to see the Town develop a circulator public transit system within the downtown area.

The intersection of E. Main Street and Roberson Avenue was seen as dangerous, and the community suggested better crosswalks and pedestrian accessibility. Pedestrian accessibility was also desired for Estes Drive Exterior in the form of sidewalks.

PARKS & RECREATION

More parks and green spaces in the downtown area were desired by many participants. The need for green spaces in the downtown area was identified, and participants suggested the development of more parks, playgrounds, and third spaces. The community also expressed their desire for more public art installations, which could increase tourism and enhance the sense of community in the downtown area.

DOWNTOWN IDENTITY

The community felt the need for development not to be uniform in its design and aesthetic. Rather, the community would like to see a diverse array of developments that have a modern look but still conform to the Town's identity. Some participants were eager to see tall development with modern aesthetics, while others appreciated the small-town identity that Carrboro carries and would like to preserve that identity.



MAPS AND COMMENTS

Below is the “share your thoughts” interactive board and the responses gathered by the community during the event. A table with each comment is provided as well.

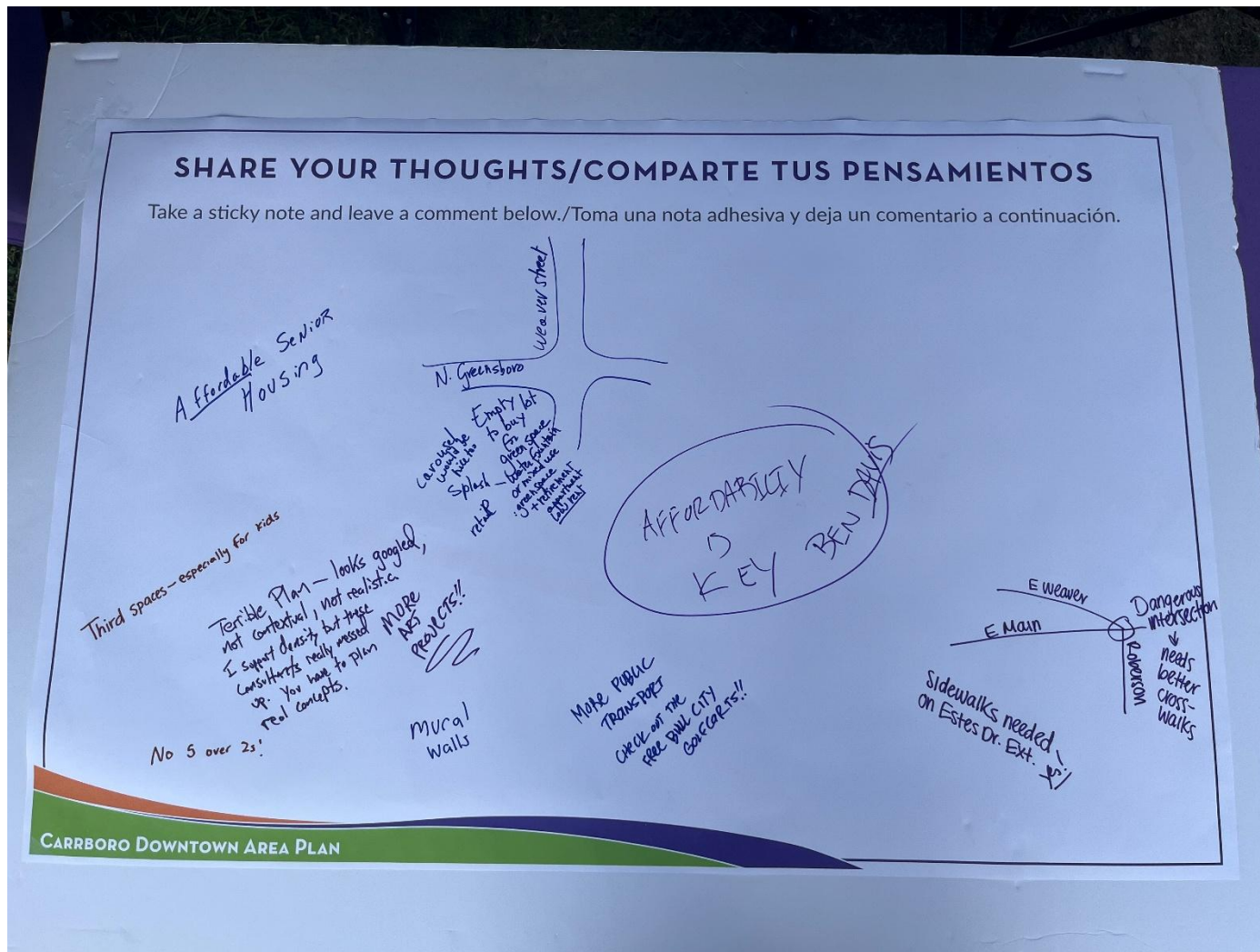


Table 1 | “Share Your Thoughts” Board

#	Comment
1	Affordable senior housing
2	Third spaces – especially for kids
3	Terrible plan – looks googled, not contextual, not realistic. I support density but these consultants really messed up. You have to plan real concepts.
4	No 5 over 2’s
5	Mural walls
6	More public transport. Check out the free bull city golf carts!
7	Affordability is key. Ben Davis
8	Empty lot to buy for green space near N. Greensboro St. and Weaver St. Water fountain or mixed use greenspace. Retirement apartment low rent. Carousel would be nice too.
9	Sidewalks needed on Estes Dr. Ext
10	Dangerous intersection – needs better crosswalks (Intersection of E. Main St., E. Weaver St., and Roberson Street)

ENGAGEMENT SUMMARY: COMMUNITY OPEN HOUSE EVENTS

DRAFT PLAN COMMUNITY OPEN HOUSE SERIES

EVENT CONTEXT

A series of open-house-style meetings, pop-up events, and community presentations were held in August 2025 for the Carrboro Downtown Plan. These events were hosted by Town Staff and Freese and Nichols to share the draft plan and solicit input from the community.

Events include:

- **Carrboro in Motion** – Collins Crossing - August 1
 - About 30 attendees
- **Community Update** – St. Paul's AME Church – August 2
 - 16 participants – 12 of the 14 folks who filled out the self-reported as Black and/or African American.
- **Unity in the Community** – RENA Community Center – August 9
 - About 35 attendees to the Town table
- **Community Update** – Community School for People Under Six – August 9
 - About 15 attendees
- **Latin American Festival** – Weaver Street – August 24



The events provided an opportunity for community members to learn more about the Downtown Area Plan, to review the draft content, ask questions of staff and the consultant team, and provide comments on the draft plan. At the events, a variety of informational boards were on display, which included the planning process, vision and goals, and recurring themes. There were also informational boards detailing the plan character areas and representative renderings of several different types of development. Lastly, there was an informational board that included an overview of the implementation and action plan, reiterating the plan's goals and action categories. Attendees had the opportunity to share their thoughts on an interactive board, and verbal comments were noted by the project team. Attendees were also provided with a pre-addressed, pre-stamped envelope to submit their comments and thoughts via mail. The feedback provided in this event summary includes feedback from all of the events and input methods.

WHAT WE HEARD:

AFFORDABLE HOUSING

Some attendees indicated the need and strong desire for affordable housing within the Downtown Study Area. Displacement was identified as an issue within the Town, and some participants suggested that more affordable housing options would significantly help with this.

Some attendees voiced concern about buildings above 2-3 stories in height would take away from the Town's identity and placed an emphasis on preserving the Town's character and "small town" feel. However, some attendees did think that taller buildings, 5-6 stories in height, could fit in certain parts of downtown. Density was discussed as important for the growth of the Town; however, some participants were opposed to seeing increased density in the form of tall residential and mixed-use buildings.

PARKS & RECREATION

More parks and green spaces in the downtown area were desired by several attendees and supported the Downtown Green Space representative rendering.

DOWNTOWN IDENTITY

The community felt the need for development not to be uniform in its design and aesthetic. Rather, the community would like to see a diverse array of developments that have a modern look but still conform to the Town's identity. Some participants were eager to see tall development with modern aesthetics, while others appreciated the small-town identity that Carrboro carries and would like to preserve that identity.



INTERACTIVE BOARD COMMENTS

Below are the interactive boards and the responses gathered by the community.

Table 1 | “Share Your Thoughts” Board

#	Comment
1	Take this show out to the suburbs.
2	Prioritize character! Don’t “Cary” Carrboro
3	Transit is key!
4	Too blocky, more trees. More mix. Broken up building, mixed living quarters, like condos, not SF, smaller condos next to apartments
5	Who’s going to own apartments? Need to have smaller starter homes
6	Concern about conversion of affordable housing to market rate after 30 years, need 90 years
7	We don’t need a lot of high rises in Carrboro especially with aging bubble
8	Ugly. Mixed use developments
9	Consider a covered market/building structure to house the farmer’s market and other vendors/small businesses (like many European cities)
10	How could Carrboro attract e.g., smaller tech companies from the triangle to base themselves in town? (Rather than residents commuting to the triangle to work)
11	Pedestrian-only streets (e.g. Weaver St)
12	Less infill development – it depletes green spaces
13	Scale, density, resilience, preservation, permeable surfaces, equity
14	Water collects at service station NE side, big puddle/flooding
15	Public gym equipment (like in Europe and Asia)
16	Expand sidewalks down S. Greensboro
17	Look needs to stay the same
18	Little less glass
19	Jones Ferry look like a desert, needs park to fill it out
20	Downtown greenspace, I like it, especially Jones Ferry
21	Too big, too tall, too industrial looking

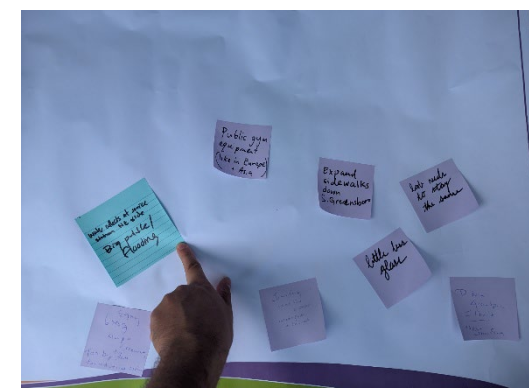
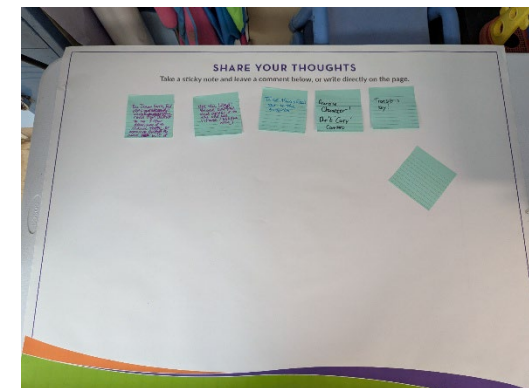
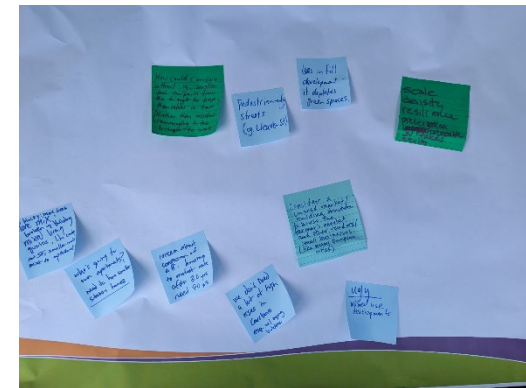
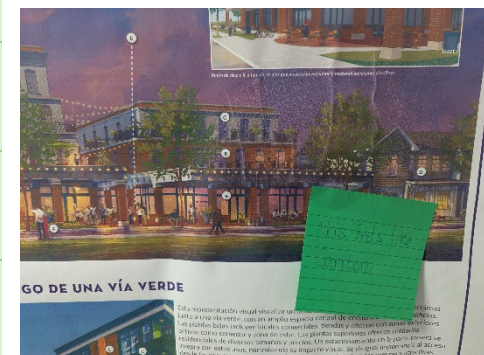
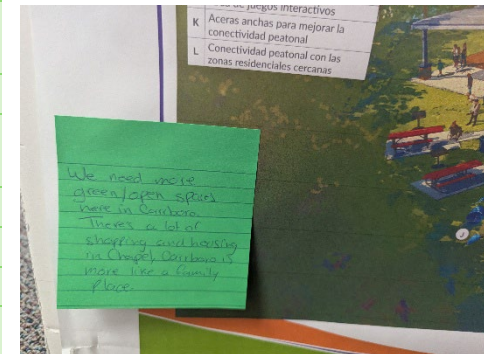
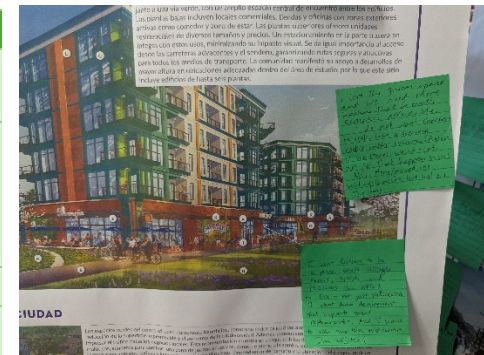


Table 2 | Representative Renderings Board Comments

#	Comment
1	How [is this]: zero-waste? Carbon neutral? Linked to options for transportation systems that maximize choice for all ages and abilities?
2	Are the increased development options tied to the migratory community's needs and objectives? E.g., 1) price-controlled/limited housing. 2) housing diversity (ownership/tenure). 3) environmental and conservation protections. 4) jobs/opportunities for live/work. 5) ties to infrastructure improvements and needs
3	I don't like this park design. Maybe center around a green stormwater infrastructure project?
4	We need more green spaces here in Carrboro. There's a lot of shopping and housing in Chapel [Hill], Carrboro is more like a family place.
5	I love communal green spaces to gather/chat. (e.g., outside Weaver Street, it is a hub of the community!)
6	"Don't go above 6-stories"; "No 11-story buildings like Chapel Hill"
7	In times like these, when we experience housing shortages/inaffordability, we need density here and now!
8	Increase the supply of affordable housing by encouraging density and height!
9	Times are changing → "We need to change as a Town too."
10	Park with a pool/waterplay (splashpad)
11	Very pro-splashpad; Walkability is important to us (having somewhere to ditch the car and walk through downtown; yes, yes, yes to more affordable housing; would love to have more retail and outdoor (shaded seating) like Weaver
12	Ensure heat tolerance -include trees/greenery/shade for sidewalks and common areas so we can use them in the summer; enable walkability and bikability; Enhanced walkability and more affordable, mixed-zone housing and business spaces are great!
13	I love the greenspace, and we need more housing that is multi-economic affordable. I do not want Carrboro to look like a boring cookie-cutter suburb. Austin is no longer weird – Let's not let that happen to us! Multi-story/mixed-use buildings/housing, but not all the same.
14	I want Carrboro to be a place where single moms, artists, and teachers can afford to live- not just millionaires. I want dense development that supports great restaurants. And I want to ride my bike everywhere. I'm excited!
15	This feels like Carrboro.
16	GREAT and I hope these plans do not delay the S. Greensboro St. sidewalk plan's (physical/real) implementation (on the ground) that is scheduled for next year (2026)





MAIL-IN LETTER COMMENTS

SUPPORT CORE GOALS

The public comments on the Downtown Area Plan reflect a strong appreciation for Carrboro's unique character and a desire to preserve its small-town feel. Many residents support the plan's goals, especially those that promote walkability, green infrastructure, and affordable housing. However, there is concern that the plan lacks clarity in its execution. Several commenters expressed confusion about the next steps and timeline, and noted a disconnect between the visual renderings and the report.

OVERLOOKED AREAS AND HOUSING NEEDS

A recurring theme in the feedback is the exclusion of neighborhoods south of Main Street, such as S. Green. Residents from these neighborhoods feel overlooked and advocate for their inclusion, citing the lack of public spaces and sidewalks. They also highlight the potential for infill development, noting that larger lots in these areas could support townhomes or multifamily housing, helping to meet the town's density and affordability goals without compromising historical or architectural value.

INFRASTRUCTURE AND DESIGN CONCERNS

Infrastructure and design concerns also feature prominently in the comments. Suggestions include improving bike and pedestrian safety through protected bike lanes and more visible crosswalks, particularly at busy intersections like Weaver and West Main. There is also support for peripheral parking garages to reduce congestion and encourage walking. Some commenters felt that green space and stormwater features were underrepresented in the renderings and emphasized the need to prioritize these elements in future development.

DEVELOPMENT CONCERNS

While the plan shows redevelopment of large parcels in the renderings, several commenters argue that smaller, incremental developments are more likely and could have a significant impact. They urge the Town to provide a vision for these smaller parcels, especially along key streets like Weaver and Main. Concerns were also raised about high-end developments, including luxury apartments, which some fear could lead to unaffordable rents and environmental issues like heat islands.

ENGAGEMENT NEEDS

The comments reflect a desire for more community engagement and clearer communication. Residents requested additional public workshops, especially for neighborhoods adjacent to the planning boundaries. They also emphasized the importance of visual aids, such as illustrations and images, to help the public better understand the plan. Overall, while there is enthusiasm for thoughtful planning, the feedback underscores the need for inclusivity, transparency, and a balanced approach to development.

ENGAGEMENT SUMMARY: ADVISORY BOARD MEETING 1

COMMUNITY VISIONING EXERCISE – OCTOBER 9, 2024

EVENT SUMMARY

The Town of Carrboro held the first of four Advisory Board meetings for the Downtown Area Plan on Wednesday, October 9. The purpose of this event was to inform the Advisory Board about the Downtown Area Plan and hear from Board members about their vision for downtown Carrboro.

The meeting was held virtually. After an informative presentation about the Plan, members of the Advisory Board were split into 5 breakout rooms, where they were given three visioning questions to respond to. The questions were:

- “Imagine you left for 20 years and came back to Carrboro – what do you hope is still here? What do you hope has changed?”
- “In a few words, describe your vision for the downtown area of Carrboro, including the Jones Ferry Rd. area,” and
- “What would encourage you to stay longer in downtown or visit more often?”

Facilitators in each breakout room summarized the feedback from Board members onto PowerPoint presentation slides, grouping together the answers from each breakout room. The following section provides a summary of feedback from the Advisory Board.

BREAKOUT ROOM 2

- Imagine you left for 20 years and came back to Carrboro- what do you hope is still here? What do you hope has changed?
- In a few words, describe your vision for the downtown area of Carrboro, including the Jones Ferry Rd area.
- What would encourage you to stay longer in downtown or visit more often?

You can add summary ideas/points here

- Would love to see a pedestrian street in 20 years
- Parks, including Dr. MLK attracts people to the area.
- Recurring events – smaller than larger? Piggyback on existing
- Echo interest from CC re open space and making more
- Pedestrian street, gathering place that makes me want to linger
- Physical building of Town Hall – tangible, old bricks, part of the Town's history. Hope there is a way for them to maintain as long as in good repair.
- Would love to see a diversity of people in 20 years
- Would love to see E. Main Street (between Weaver and Chapel Hill) is more welcoming, more hospitable in 20 years
- Really, really free market. To have a culture that produces the free market requires things of Carrboro to make it friendly to hosting this event.
- Jones Ferry needs same TLC, attention as comments for E. Main
- Use of the farmers market is wonderful. A variety of public uses in the space
- Shaded places for people on foot and bike, to support staying longer. Being downtown in summer expected to be hotter in the future

WHAT WE HEARD

STRENGTHS

Local small businesses

One of the common themes in responses was the desire for local small businesses to remain in Carrboro. Some respondents indicated they would like to see more local small businesses to provide a greater diversity in options and activities. For example, one group mentioned a desire for entertainment and gathering spaces (such as a jazz club), multicultural restaurants, and greater diversity in food options. We also heard a desire for retaining existing small businesses and encouraging their long-term viability in the area.

Community character

Board members valued the community character of Carrboro. They indicated a desire for Carrboro to maintain its artistic aesthetic and expand on what exists with more murals and outdoor spaces, similar to a “European experience.” Similarly, respondents want Carrboro to retain its historic buildings and infrastructure to maintain its “small town charm.”

Local events

Many responses mentioned that they love Carrboro's local events and that they desire more. Responses mentioned the Really Really Free Market and the Farmers Market as events that foster community culture. Respondents also indicated that they want more opportunities to gather to watch performances, celebrate diverse cultures, and hold family-friendly events.

OPPORTUNITIES

The breakout groups had strong agreement on several of the opportunities for growth in Carrboro, presented in this section.

More outdoor public open spaces and parks

Board members shared a desire for more outdoor public open spaces and parks in the downtown area. Many groups mentioned that they wanted the Weaver Street Market lawn maintained, and additional similar gathering spaces that do not require spending money. Responses indicated that people would spend more time in Carrboro if there were public gathering spaces that were welcoming to all groups of people. There was also a desire for businesses and restaurants to have more outdoor spaces to create a more welcoming environment to pedestrians and visitors.

Improve infrastructure and experience of biking, walking, and using transit

Another popular theme was the desire for improved multimodal transportation in the area. All five groups mentioned the desire for improved walkability and pedestrian infrastructure. Many groups specifically mentioned a desire for a pedestrian street or



pedestrian only areas, with a suggestion for either a section of Main Street. or Weaver Street. to be closed for cars. One group also mentioned a need for greater safety and reduced conflicts between pedestrians and cars. Most groups stated that they would like downtown to be more bicycle-friendly with improved biking facilities and greenways. Lastly, some groups mentioned that they would like to see easier access to downtown with transit. Multiple groups expressed interest for a trolley system that utilizes the unused railways for easy access throughout the downtown area. One group also mentioned that they would like to see more bus stops improved with art and greenery, like some of the stops along Jones Ferry Road. Board members also expressed a desire for fewer cars in the downtown area.

Encourage diversity and host multicultural activities and events

Breakout groups mentioned that they would like to see greater diversity in Carrboro which can be encouraged by the Town through multicultural events and gathering spaces that are welcoming to diverse groups of people. One group mentioned a desire for spaces where people of all backgrounds can live, work, create, learn, and celebrate, with the intention of attracting and welcoming BIPOC to downtown. There was also a desire for more diverse food options within downtown.

More landscaping

Many groups mentioned a desire for greater greenery throughout the downtown area, especially for shade trees to increase comfort for people traveling by bike and foot. One group mentioned they would like to see native plants and climate friendly landscaping in downtown.

ENGAGEMENT SUMMARY: ADVISORY BOARD MEETING 2

CHARACTER AND CONCEPT PLAN REVIEW – DECEMBER 5, 2024

EVENT SUMMARY

The Town of Carrboro held the second of four Advisory Board meetings for the Downtown Area Plan on Thursday, December 5, 2024. The purpose of this event was to provide a project update to the Advisory Board and obtain feedback from Board members about the draft Character Plan and Concept Plan.

The meeting was held virtually and 48 people were in attendance, including Town staff. After an update about the project; review of the Character Plan and character area descriptions; and discussion about potential Concept Plan projects, members of the Advisory Board were split into 5 breakout rooms, where they were given asked to provide thoughts and feedback about potential private development and public projects in the Downtown Area. The private realm projects looked at several larger properties in the study area only to help provide context and consideration, not to indicate that these properties are recommended to be changed. The main goal was to discuss specific types of site elements that may be appropriate for private development to include in the Downtown Area. The project examples were:

- Private Realm: Mellott Site to include indoor and outdoor recreation, aquatics center, affordable housing and a parking garage
- Private Realm: O2 Fitness Site to include mixed-use development and outdoor seating/quasi-public space
- Private Realm: Fitch Lumber Site to include mixed-use development, wrapped parking garage and taller development that is stepped down towards the rear of the lot
- Private Realm: UNC Site to include mixed-use development, office, affordable housing and integrated outdoor gathering areas.
- Public Realm: Park in the Downtown Area that provides a multipurpose pavilion, spray plaza, seating, native plantings/demonstration garden and tree preservation

Facilitators in each breakout room summarized the feedback from Board members and presented the information verbally to the entire group. The following section provides a summary of feedback from the Advisory Board.

MEETING AGENDA

- Project Update
 - Community Input (to date)
 - Analysis
- Character Area Plan
- Concept Plan
- Breakout Sessions
- Schedule and Next Steps



WHAT WE HEARD

ROOM 1

Private Realm Projects

- Include Harris Teeter property, for additional development.

- Eric Thomas' design class at UNC looked at some properties and potential development options, including Fitch Lumber and Harris Teeter property.
- Retain Carrboro funkiness; historic look. Some of new development has gone too far. Retain brick.
- Do not become a new, upscale place like Chapel Hill.
- Interest in mixed use, but big project at Fitch w/ parking lot could be too much. Clog streets if streets are not widened.
- May be difficult to create affordable housing. Housing that doesn't require cars can be more affordable because that area is not needed for parking.
- Focus on walking and funkiness. Nurture walkability and places to sit without needing to spend money. Places to sit and visit- see Merrifield in VA as an example. Place that can be transformed into concert central space/plaza with restaurants around.
- Weaver Street Market feels like the Town's living room, but it's a private space. Is there potential to purchase property and create public space?
- Need to connect northern areas to downtown to allow travel by bicycle. Need greenway, that should terminate at railroad.
- Would you like to see something different along Jones Ferry Road on the Mellot property.
- It is important to have enough density for mixed use and transportation to get into town along Jones Ferry Road.
- Not a lot between Mellot and downtown. More is needed to make that area feel like downtown and not an extension of downtown- need to have the same look and feel to link them together.
- Prefer to retain feeling of separate areas and not have everything look the same.
- Jones Ferry Road needs a grocery store and other commercial uses. Also need to look at expanding the tax base for other goals and services, such as affordable housing.

Public Realm Project

- Fitch property—in central location
- Want the project to include: assessable, safe, shelter from elements, open for everyone, inviting and a place to people watch, and trees
- On the way to somewhere, not isolated
- Place to attract children as well, not necessarily with expensive play equipment, use nature
- Use parking lot by Roberson Place—the Carr Mill staff gated lot
- Greenway along railroad tract for interconnection
- Spray fountain for cooling off is a good idea if a public isn't an option
- Check Cary park (7 acres) which has a little bit of everything in a tight urban setting. It is located by the public library and has a café
- Possible space for food trucks. Moving assortment of food trucks on schedule, food truck parks (similar to the early days of Full Steam Brewery in Durham). Also Box Car RTP is an innovative option to consider that is built from shipping containers.

Room 2

Private Realm Projects

- This discussion is about setting the stage of ways to address interests expressed in the Plan and through engagement and for future development on any property in the Downtown Area
- No mention of parks - have talked about building only. Carrboro Connects talks about acquiring greenspace in the downtown. Should consider creating more open space, such as parks.
- Thinking about Mellott, O2 site, perhaps all of them. Green space is being lost in the conversation of 'what should we build?'
- The idea that because they could be developed, we should talk about development of them seems in conflict with the ethos of the Carrboro Connects Plan.
- Add a recreational facility, possibly a pool, that people could walk to (maybe the O2 fitness site).
- 5.31 Referencing in comp plan - so much reference to parking. Seems to be abundant parking and the comp plan is all about getting out of cars. No one wants to walk around a parking lot. Would prefer to see other spaces. Put parking on streets charge for it everywhere. Use Donald Shoup concepts. How is transit use considered in the plan? See a world where don't need cars and people are willing to take the bus if it is there.

Public Realm Project

- Carrboro plaza - room for redevelopment as part renovation almost 20 years ago.
- Harris Teeter froze all development projects since Covid and have not started anything since. That is a huge piece that so close to town offers so much could satisfy many of the things that
- Consider looking at the Arts Center
- Cat's Cradle is moving, which may open up opportunities
- What about the plaza at 300 Main
- The new Hampton Inn has been fabulous. Quadrant of that site if there was a green space there, something like at Weaver Street - could be incorporated into a wedge
- Part of the area of Lloyd Farm has already been dedicated to the Town and could be preserved as park space behind the post office and substation
- The 5-acre parking lot on Roberson Street may be an option

Room 3

Private Realm Projects

- Whatever is developed on these properties, they should be connected, not just a cool thing here, cool thing there – and that goes with transportation
- Greenway could extend to the Mallott property to make a good connection



- How can bike paths be connected with the narrow ROWs that exist?
- Projects should be stormwater friendly, accessible to multiple modes, comfortable outdoor spaces, and shady
- Mallott property is on the bus line, so there is an opportunity for bus riders
- Affordability will always be an issue
- More art should be included in the area

Public Realm Project

- Tree cover should be included in public spaces for shade
- Spray fountain helps people cool off, especially with summer temperatures increasing
- Should be easily accessible for walking/biking
- The pavilion is a good idea
- Harris Teeter Lot may provide a good alternative location
- Lot across from the Art Center (large parking lot) is another good location to consider
- Greenspaces could be incorporated along Jones Ferry Rd (limited greenways and greenspaces in this area today)
- Mallott site- could include some businesses related to outdoor activities
- Look at spreading smaller gathering spaces and playgrounds throughout the study area

Room 4

Private Realm Projects

- Libba Cotten bike path extends down to the Drakeford and continue down to the Mellott site – a lot of opportunity there for a bike/pedestrian path to create a template for EW access
- Really like the focus on creating things where you can spend time in public without spending money
- When I think of private spaces that have elements – think of Weaver Street patio – have appreciated in all of upgrades and infrastructure improvements, made it stormwater friendly, accessible for different transportation modes, very comfortable place to be, and shady
- O2 fitness is mostly a parking lot with no shade, so adapting that space should incorporate comfort and outdoor green space
- Anything developed on those spaces will be subject to the usual rules for tree cover, appearance, etc.
- Affordability will always be an issue. The Fitch site would be a great site for affordability prioritization because it is close to things and has fewer transportation issues
- Find a way to connect all of these parcels, and the rest of the town, by not using the streets, as they aren't wide enough for continuous bike lanes. Consider connecting to the Libba Cotten
- Small connections like the PTA bike path go a long way



- There are disjointed ways to get around town that in the future don't have to be so disjointed and can be more straightforward and obvious
- More of all different kinds of art – loved some of the murals, like the one by gourmet kingdom

Public Realm Project

- Definitely need tree cover for the public space – the hotter it gets the more we'll need the shade
- Love the idea of a spray fountain – lets people cool off and encourage visit – Jack Smith Park in Raleigh is a good example
- Easily accessible by walking or driving
- Love the pavilion, it can be hard to put on small performing arts events
- Potential locations for a public realm project:
 - Harris Teeter lot
 - Nathan Mill's lot that's for Carr Mill employees
 - Greenspaces on Jones Ferry – concerned about access to those for green space/greenways
 - On Mellott, is there a need for restaurants/businesses, grocery access? Only current draws are on the service industry, which don't draw too much activity
 - With the limited open space available, maybe the Town can incorporate playgrounds or small gathering spaces on the smaller vacant spaces that are scattered around

ROOM 5

Private Realm Projects

- Interesting experiment to imagine new things for these sites
- Can they Town purchase sites, even if they're small, to look at affordable housing development
- When the Town talks about those who need affordable housing, they are referring to a wide range of incomes. There is a certain demographic of people who can't even afford the "affordable housing"
 - Who will put things in place for families that make less than \$30,000/year?
 - Would like to have an honest conversation about people having places to live
 - When are the developers going to consider these residents?
- Carrboro Connects has a goal to create affordable housing for very low AMI
- When building affordable housing, have lower-income and higher-income housing integrated with each other to prevent concentrations of either housing types in any specific area

Public Realm Project

- Skate park



- Infill or smaller gathering places – area in front of Century Center across the street in the parking lot – green space with mature trees – can this space be used to include additional landscaping or seating options?
 - Example: Swinging bench near Rosemary St. parking lot on the Chapel Hill line
- Seating areas should include friendly architecture and inclusive design, for instance the inclusion of benches without the middle arm rest to allow people to sleep on them
- Consider a food Hall like in Durham, multipurpose uses, seating, and places for people to gather and get out of the weather
- Boxyard RTP– is an outdoor area but enclosed and made out of shipping containers
- There are concerns about residents being pushed out of downtown with all these new developments/projects
- The Baxter Arcade is a good local example of fun things that should be included downtown to attract people
- O2 fitness location could be a park– it's right near Town property and within walking distance of the central area
- Consider including a basketball court, music, skating rink, and things that would attract different ages of people



ENGAGEMENT SUMMARY: ADVISORY BOARD MEETING 3

CHARACTER PLAN AND RENDERING REVIEW – FEBRUARY 20, 2025

EVENT SUMMARY

The Town of Carrboro held the third of four Advisory Board meetings for the Downtown Area Plan on Thursday, February 20, 2025. The purpose of this event was to provide a project update to the Advisory Board and obtain feedback from Board members about the draft Character Plan and renderings showing development examples.

The meeting was held virtually and 24 people were in attendance, including Town staff. After a project update; review of the Character Plan and character area descriptions; and discussion about the draft renderings, members of the Advisory Board asked questions which were answered by Town staff and the consultant team. The private realm projects looked at several larger properties in the study area only to help provide context and consideration, not to indicate that these properties are recommended to be changed. The main goal was to discuss specific types of site elements that may be appropriate for private development to include in the downtown area. The project examples were:

- Private Realm: greenway/multiuse path focus with mixed-use development and affordable housing
- Private Realm: prominent corner open space in a mixed-use development with office, retail and affordable housing
- Public Realm: public green space that provides a multipurpose pavilion, spray plaza, seating, native plantings/demonstration garden and tree preservation

- Affordable Housing/Variety
- Public/Private Outdoor Space
- Streetscape Enhancements
- Native Plantings/Trees
- Varied Architecture
- Sustainable Elements
- Art Integration

- Greenway Focus
- Retail/Office Focus
- Public Green Space
- Recreation Focus
- Office Focus



- Pay attention to retaining parking that is necessary for those with mobility challenges, so they feel welcome and have easier access to the downtown area
- Look at including more than just standard federal affordable housing definition and guidelines, as that does not encompass the full need



- Having a diversity of employment and business options is important, so including a range of spaces and uses is helpful
- Currently, there are many conflicts between pedestrians and vehicles, so looking at options for reducing curb cuts and prioritizing pedestrians can help create a safer environment (the sidewalk along the Harris Teeter parking lot is especially challenging)
- Look at opportunities to create safer crossings, as there are issues with cars not stopping for pedestrians in crosswalks
- Encouraging smaller, scattered public spaces throughout the downtown area instead of focusing efforts on one specific space can help create an interesting environment and attract more use at a lower cost
- Find opportunities to decrease impervious surfaces to help with stormwater management and flooding mitigation
- Consider how to incorporate existing buildings with redevelopment instead of tearing down the site and starting from the ground (for instance, adding residential units above existing commercial buildings)
- Questions were raised about the timing of the full plan for public review, the next engagement meetings and if costs would be considered in the implementation chapter. The project website will be updated with upcoming public engagement dates as soon as they are scheduled. Yes, the implementation chapter will include order of magnitude costs for projects to help provide guidance on project selection.

ENGAGEMENT SUMMARY: STAKEHOLDER MEETING DAY 1

COMMUNITY VISIONING EXERCISE – OCTOBER 7, 2024

EVENT SUMMARY

The Town of Carrboro held the first of four stakeholder meetings for the Downtown Area Plan on Monday, October 7. The purpose of this event was to reach out to targeted stakeholder groups within the downtown area and get their input on a vision for the downtown area, along with any needs that could be addressed in the Plan.

This meeting was held as an in-person half-day event with three one-hour meetings with community members and concurrent meetings with elected officials. The three community groups were:

- Downtown business owners and commercial property owners,
- Downtown service organizations,
- Residents within the downtown area.

Throughout the day, we heard from 4 business or property owners, 1 representative of a service organization, and 10 residents. The following section provides a summary of feedback from the stakeholder groups.

WHAT WE HEARD

BUSINESS OWNERS / PROPERTY OWNERS

Improve cohesion of downtown

Business owners agreed that downtown Carrboro's development currently lacks cohesion and is not well-connected from one part to the next. One of the stakeholders stated that the disjointed sections of downtown make it apparent that there was not a unified plan during development stages. As a result, visitors face barriers to traveling from one part of downtown to another, which may stand in the way of encouraging visitors to park once and walk to all parts of downtown.



Address rent affordability for business owners and workers

Rent affordability was another concern from business owners. High rents are a barrier for small businesses to open in the area and stay long-term. Additionally, high housing costs are limiting the employee base for local businesses. As a result, it is challenging for these businesses to sustain themselves.

Identify underutilized lots for redevelopment or infill development

When answering the question, “what areas could be developed, redeveloped or repurposed,” business owners suggested multiple places that would benefit from development. One business owner suggested building one large parking structure on the periphery of town and redeveloping existing smaller lots into green spaces or gardens. The redevelopment of parking lots was echoed by another respondent. Another business owner said that although Carrboro has many opportunities for development, these opportunities are more challenging to develop due to their size and the high prices, which are a barrier to developers. This respondent suggested that the Town should focus their efforts on redeveloping underserved areas, such as the Jones Ferry corridor. Another respondent identified 201 North Greensboro Street, 107 East Main Street, 208 Sunset Drive, and the parking lot across from the ArtsCenter as locations for redevelopment.

Improve walkability and streetscapes

Business owners also mentioned a desire for an improved pedestrian experience through better walkability and streetscapes. One respondent stated that this could be resolved with more parks, road closures, and general town beautification. Another respondent indicated that public and pedestrian spaces play a greater role in maintaining and preserving the Town’s identity than bringing in more businesses.

SERVICE ORGANIZATIONS

There was only one attendee representing a service organization in the downtown area. This section summarizes her responses.

Address affordability of housing and local goods

High housing costs are resulting in many families leaving the area, especially low-income families. Affordability of rents and property taxes is critical for improving the lives and experiences of those who live in the downtown area, and creating a conducive environment for people to stay. Additionally, the downtown area should provide a place where people can shop for their needs locally with affordable goods.



Proximity of organizations, communities, and public services

Proximity of service organizations to each other, the communities they serve, and public services is key for collaboration and for providing a full range of support to each other and the community. Ensuring that these organizations are not pushed out of downtown will help to maintain the current network of support.

Gain input by visiting communities and connecting with organizations

The Town should get additional input on the Downtown Area Plan by going into communities rather than having them come to us, partnering with local organizations that work with community members, and hosting community listening sessions.

RESIDENTS

Improve multimodal transportation

Residents shared concerns about the safety and viability of alternative modes of transportation. For instance, one resident stated that downtown Carrboro is difficult to travel on foot because the automobile traffic is fast, so cyclists use the sidewalk to travel. Another respondent suggested better crosswalk mechanics and timing, as well as sidewalk improvements throughout downtown. Respondents indicated that there is not an equal balance between different transportation modes, and there is a desire for reduced automobile traffic. One respondent also highlighted that they wish there were more buses and better coordination between bus schedules.

Improve pedestrian and open public spaces

One of the stated strengths of downtown was the Weaver Street Market lawn, which provides people with a space to congregate and enjoy the outdoors and community. They would like to see this space improved for pedestrians by slowing nearby traffic or restricting automobile use on Weaver Street. Additionally, there is a desire for greater tree coverage to improve the pedestrian experience.

Consider how additional housing will impact school districts

When speaking about housing, multiple residents mentioned a need for navigating how additional housing will impact school districts. Residents indicated that there needs to be strategic planning for managing such resources, especially as families and educators are being priced out of the area.

Consider how changes to downtown will impact nearby neighborhoods

Some residents brought up concerns about how recent development has impacted nearby neighborhoods. For example, one resident said people are parking in residential areas to access downtown. Another responded noted that traffic patterns block some neighborhood entrances (particularly Brewer Lane) and hinder access.

ELECTED OFFICIALS

Preserve historic buildings and quirky feel of Carrboro

One of the strengths of Carrboro that was shared was the unique local businesses and welcoming feel. The Council members value the historic charm of Carrboro and would like to see historic plaques and architectural preservation.

Support small businesses, increase commerce and tax base

Elected officials indicated that past visioning lacked a focus on expanding the tax base to improve local commerce. With the Downtown Area Plan, they desire efforts to enhance Carrboro's commerce, preserve small businesses, and grow the local consumer and business tax base. To support long-term business success, the Town needs to provide support or manage high rents. Elected officials would also like to increase revenue in order to redirect some of it towards low-income and minority households to achieve their financial goals.

Build up downtown through infill or redevelopment with taller buildings

In conjunction with support for local businesses and commerce is the desire to build capacity and promote growth within the downtown area. To achieve those goals, some Council members would like to see vertical growth of buildings up to 5 to 7 stories. Taller buildings could promote greater mixed-use development. They would also like to explore what the best density, scale, and height is for more people to live downtown.

Prioritize bicyclists and pedestrians, and reduce car traffic and prominence

Council indicated that their vision for downtown is greater connectivity and pedestrian activity, with a goal of achieving a car-free downtown. Some would like to see greening of impervious surfaces to improve the pedestrian experience and minimize the prominence of automobiles. As the downtown area develops, Council would like to see the continuation of walkability and bikeability through high-quality bike lanes and sidewalks. They would also like residents to be able to live and work downtown without needing a car. One of the barriers to a more bikeable and walkable town is the traffic circulation, which supports car dependency.

More affordable housing

Responses indicated that housing is an ongoing issue, which also contributes to people commuting by automobile to downtown. Council would like to see a greater variety of housing that promotes more people living within walking, biking, and transit service distance. Affordability is an issue throughout Carrboro and is especially a concern with housing.



Jones Ferry Road should be an extension of Main Street

Council wants to see mixed-use development along Jones Ferry Road that preserves walkability, bikeability, and transit use. This type of development would improve cohesion between Jones Ferry Road and Main Street and establish the Jones Ferry corridor as a part of downtown that can be accessed and used by visitors and residents. To match the feel of downtown, Council would like to see human-scale development along Jones Ferry Road with trees, quirky building aesthetics, housing, and infill commercial development. Extending development down Jones Ferry Road could also help expand the local tax base and achieve goals in increasing commerce.

ENGAGEMENT SUMMARY: STAKEHOLDER MEETING DAY 2

JANUARY 31, 2025

EVENT SUMMARY

The Town of Carrboro held the second of four stakeholder meetings for the Downtown Area Plan on Friday, January 31, 2025 at the Carrboro Civic Club. The purpose of this event was to present an update on the Plan so far to targeted stakeholder groups within the downtown area.

This meeting was held as an in-person event with two one-hour meetings. The first meeting was with downtown business owners and commercial property owners/developers. The second was with residents and representatives of service organizations that operate downtown.

Throughout the morning, 4 business or property owners and 2 representatives of service organizations, one of whom is also a resident, provided input. The following section provides a summary of feedback from these stakeholders.

The event began with a presentation that covered the following aspects of the Downtown Area Plan:

- Overview of what will be included in the full plan
- Study area
- Summary of community input to date
- Summary of Downtown Area Analysis
- Character Area Plan

Following the presentation, the consultants led a discussion with each group about urban design elements, which included:

- Public art
- Sidewalk/street lighting
- Benches/seating/trash cans
- Architecture
- Sustainable items

WHAT WE HEARD

PUBLIC ART

Attendees showed support for a variety of types of art. Some respondents favored more “passive” art like murals, which are easy for people to see as they pass through downtown. Others favored interactive art, with several people advocating art that children can climb on or that is interactive.

Many attendees offered broad criticism of art in public spaces that is not inviting or functional.

A number of responses discussed the social function of art, such as placing art in public space as a way to encourage people to gather there, or to slow people down when they pass through town.

The business owners discussed various ways to showcase rotating art exhibits around downtown, perhaps by setting aside some private space to host rotating art pieces, rather than a permanent installation. They recalled previous art-based events in Carrboro, including Uproar and Shimmer: The Art of Light, but noted that the art needs to stay in place long enough for many people to see it.

There was some concern about vandalism of public art, with some attendees having firsthand experience maintaining art that had been vandalized. Potential solutions were discussed, including temporary art or providing a “graffiti wall” to give people a legitimate outlet for graffiti.

LIGHTING

The developers who attended the first session emphasized lighting as an important way to add warmth and beauty to downtown. They emphasized indirect lighting and attractive light posts that look interesting even when they are not lit.

The safety aspects of lighting were brought up by both business owners and residents. In particular, pedestrian-scale lighting is needed at crosswalks and where driveways cross the sidewalk, so that drivers moving down the street and coming out of driveways can see pedestrians.

Lighting was also discussed as a means of wayfinding, to “fill in dead spots,” and to enable public spaces to be active even when it gets dark early in the winter. In addition, lighting that identifies trash cans, benches, or other amenities in a fun way (such as indirect lighting beneath the trash cans) can help the downtown area feel unique and add interest.

SIDEWALKS

Several attendees expressed support for continuing the brick sidewalk treatment that already exists in parts of the downtown core. One attendee emphasized the importance of cohesion, and that when the sidewalk was widened on East Weaver Street, it “felt nice.” However, one attendee pointed out that brick sidewalks can be dangerous when bricks come loose and become tripping hazards.

Some attendees mentioned that it would be nice for sidewalks to be wider, allowing people to congregate on the sidewalk and pass each other more comfortably. One attendee pointed out that utility poles and buffer strips currently take away from the useable space of the sidewalk. It was mentioned that during Covid, so many people were out walking, running, and enjoying the sidewalks that it was a regular occurrence to see people using the bike lanes for foot traffic, as the existing sidewalks aren’t wide enough.

SEATING

Individual attendees had various comments about seating:

- The existing seating in the downtown area is dated and overall lacking
- Seating can be incorporated into public art installations
- The downtown area lacks functional public tables and benches (e.g., for workers to eat lunch)

ARCHITECTURE

Comments about architecture highlighted tension between competing desires for cohesion and variety. Some attendees noted the theme of brick buildings throughout Carrboro, and criticized new buildings that did not fit with that theme. Others emphasized Carrboro’s variety, expressed a preference for cities that develop organically, and suggested that regulatory flexibility would provide interesting and diverse results.

SUSTAINABLE ITEMS

All attendees agreed that sustainable features belong in downtown Carrboro. The discussion ranged from typical green development features (such as rain gardens and solar panels) to social sustainability – fostering community and human connection.

Several attendees highlighted that sustainable features need to be substantial, and not just for show. Larger commitments are important.



Some attendees supported encouraging transit and active transportation as a major sustainability priority. Charging stations for electric cars and bikes were mentioned, as well.

OTHER COMMENTS

One respondent mentioned the swing at the Carrboro Municipal Parking Lot at Rosemary Street and Sunset Drive as an example of a small urban design intervention that is popular and well-used.

Business owners discussed the potential for public space to provide some additional free space to supplement the space that small businesses pay for, to effectively lower their costs (for example, allowing restaurants to place tables in public space).

In the second session, attendees noted that adding green infrastructure to housing projects could lower costs for residents, but could also add to the cost of construction and therefore reduce affordability. They also supported a range of levels of affordability, to support a range of income levels. Finally, they supported a greater mix of uses to promote walkability from neighborhoods to amenities like grocery stores.

Attendees in the second session also highlighted the need for more visible information about the location of public parking.

ENGAGEMENT SUMMARY: STAKEHOLDER PRESENTATION 1

CHARACTER PLAN AND RENDERING REVIEW – FEBRUARY 19, 2025

EVENT SUMMARY

The Town of Carrboro held the first of two Advisory Board meetings for the Downtown Area Plan on Wednesday, February 19, 2025. The purpose of this event was to provide a project update to community stakeholders and obtain feedback about the draft Character Plan and renderings showing development examples.

The meeting was held virtually, and one person was in attendance, not including Town staff. After an update about the project; review of the Character Plan and character area descriptions; and discussion about the draft renderings, the attendee asked questions which were answered by Town staff and the consultant team. The private realm projects looked at several larger properties in the study area only to help provide context and consideration, not to indicate that these properties are recommended to be changed. The main goal was to discuss specific types of site elements that may be appropriate for private development to include in the downtown area. The project examples were:

- Private Realm: greenway/multiuse path focus with mixed-use development and affordable housing
- Private Realm: prominent corner open space in a mixed-use development with office, retail and affordable housing
- Public Realm: public green space that provides a multipurpose pavilion, spray plaza, seating, native plantings/demonstration garden and tree preservation

EXAMPLE RENDERINGS

- Affordable Housing/Variety
- Public/Private Outdoor Space
- Streetscape Enhancements
- Native Plantings/Trees
- Varied Architecture
- Sustainable Elements
- Art Integration

5 Different Examples:

- Greenway Focus
- Retail/Office Focus
- Public Green Space
- Recreation Focus
- Office Focus



WHAT WE HEARD

- Recommend including a greater range of architectural styles, such as Goudy Architecture and creative ideas like multifamily structures that look like tree houses
- Consider not using real grass in public spaces for better sustainability, as grass is not very environmentally friendly



- Installation of shade trees in groups provides a more natural shade experience than a single tree or a structure can provide, so clustering shade trees to create purposeful natural shade should be considered
- Consider when public spaces need public restrooms to make them comfortable spaces for all users
- Incorporate more nature throughout the downtown area- in private development and public spaces

Carrboro Town Council plan edits

9/23/2025

The project team updated the draft Downtown Area Plan to make adjustments and include additional language to address comments made during the Town Council meeting on May 13, 2025. These edits are as follows:

- Updated streetscape sections to provide clarity in lane widths and rationale for the different sections. These edits were made to pages 43-55.
- Included additional language regarding the use of striping to reduce lane widths without needing to move curbs to page 149.
- Added additional references to and information about commercial spaces and the need for creating a variety of sizes and affordability. These edits were made on pages 19, 21, 26, and 79.
- Included additional language regarding micro-transit hubs to page 153.
- Expanded discussion on tree preservation and strategies to retain and add tree canopy on private property. This additional language was included on pages 80 and 162.
- Provided more information and exceptions for building height for projects that include affordable housing and affordable commercial spaces. Recommended this be evaluated as part of the UDO project. This additional language was added to pages 79 and 146.
- Clarified that affordability is a more important consideration than aesthetics, so projects with affordable elements may warrant waivers of certain architectural requirements. This clarifying language was added to page 56 and 79.

Climate Action Pocket Questions

Title: Public Hearing – Carrboro Downtown Area Plan

Purpose: *The Town Council is asked to consider adopting the Downtown Area Plan, which explores opportunities for growth in the downtown area and along Jones Ferry Road in line with the Carrboro Connects Comprehensive Plan.*

Department:

1. How will this action impact the Town's or the community's greenhouse gas emissions?

X	Will REDUCE greenhouse gas emissions
	Will not reduce or increase greenhouse gas emissions
X	Will INCREASE greenhouse gas emissions
	Not applicable

2. Please explain.

- This plan does not directly make changes to the built environment; however, it serves as a guide for developers and a tool for Town Council for the prioritization of various projects in the downtown area.
 - These decisions will have climate impacts (at which time specific climate action pocket questions would be completed).
- The plan guides provisions in the New Carrboro UDO, which may impact greenhouse gases as development and projects that align with the Comprehensive Plan and the Downtown Area Plan are prioritized.
- The plan discusses various opportunities for in-fill and redevelopment to bring more affordable housing and commercial variety to the downtown area.
 - If this goal is realized, greenhouse gas emissions may increase as more community members travel to or through Carrboro.
 - Greenhouse gas emissions may decrease as more community members live within walking distance of their daily needs.
- The *Implementation* chapter of the plan generalizes climate impact for each action item.

3. Does this action impact:

X	Water quality
X	Erosion and Surface run-off
X	Flooding
X	Air quality
X	Heat islands or extreme heat
X	Biodiversity
X	Solid waste
	Hazardous waste
	Other
	This action does not impact the environment

4. Please explain.

- As previously stated, the plan does not directly make changes to the built environment, however, it serves as a guide for developers and a tool for Town Council for the prioritization of various projects in the downtown area.
 - Various impacts to air quality, heat island effects, water quality, and other environmental impacts have been explored by the plan (See *Strategies and Considerations* chapter).
 - Understanding impacts to environment will be specific to action items as they are implemented; specific climate action pocket questions would be completed in preparation for such projects.
- The *Implementation* chapter of the plan generalizes climate impact for each action item.

5. How is your department planning to mitigate any climate or environmental impacts? NOTE: This does not reflect a formal commitment by the Town of Carrboro.

- Staff across the organization will continue using climate impact tools to analyze and understand project-specific greenhouse gas and environmental impacts.
- The plan includes a metrics and reporting section, which specifically notes trends to measure to qualify and quantify climate goals:
 - Downward trend of impervious surface cover
 - Upward trend of tree canopy coverage
 - Upward trend of linear feet of sidewalks and greenways
 - Upward trend square feet of green infrastructure
 - Upward trend of number of green energy installations and green buildings



Racial Equity Assessment Lens (REAL)

NAME OF INITIATIVE PROGRAM/PROJECT: Small Area Planning Process and Implementation

Department: Planning

ORIGIN AND DESCRIPTION

For the purpose of this REAL, a small area plan (SAP) is a detailed plan to examine and guide decisions in a geographic area of the town. SAPs are often initiated when there are detailed questions and analyses needed for subsets of town. As part of the implementation of a comprehensive plan, engagement, and commitments to climate action and equity are incorporated into the process for a SAP. In its history, the Town conducted very few formal SAPs, predominantly the [Northern Study Area \(1998\)](#) and [Downtown Carrboro New Vision \(2001\)](#) plans. While both plans included significant community engagement, it should be noted that the Northern Study Area came about as the result of concerns registered by residents. Another local example of an SAP includes the [Rogers Road: Mapping Our Communities Future](#) plan. Town of Carrboro staff were not involved in its development, but the plan has shaped other studies, efforts, and amendments the Town of Carrboro has undertaken.

Through extensive public engagement, the *Carrboro Connects* Comprehensive Plan identified four corridors of opportunity that are intended to receive SAPs as part of the Implementation Priority Projects (Land Use 2.2A and 2.2B). These corridors include Downtown and Jones Ferry; NC 54; Rogers, Homestead, and Old NC 86; and Estes and N. Greensboro. The Town of Carrboro has hired a consultant to help facilitate a SAP for the Downtown and Jones Ferry corridor to be completed by the end of Fiscal Year 25. As the Town of Carrboro engages in the Implementation of the *Carrboro Connects* plan, there may be an opportunity to identify additional geographic areas to receive SAPs.

Share background of planning steps and what should be achieved. Moving forward this REAL will evaluate the need of the SAP process and pocket questions completed for each individual plan.

What is the specific desired result statement –

Desired goals and outcomes for the small area plan and development process:

- Engage community members and stakeholders for more detail about which elements of a specific geographic area they envision changing or staying the same over a long-range timescale (often 10-20 years), with an emphasis on accessibility and representativeness.
- Develop a more detailed understanding about how the Town can implement the comprehensive plan in a specific geographic area.
- Understand the capacity of a geographic area to grow and/or change across a variety of dimensions including housing, environmental impacts, transportation, utilities, and others
- Understand and make recommendations for the programmatic, infrastructural, and resource needs of current and future community members and visitors. Plan for equitable distribution of resources and balance to achieve stated community goals in guiding plans. **What is the desired result as it relates to Race and Equity?** Each desired result includes identifying and addressing existing or potential inequities across various dimensions, including race, ethnicity, age, income, disability status, gender, and others.

BENEFITTING INDIVIDUALS OR GROUPS

1. Burden and benefit can shift greatly depending on the scope (both topically and geographically) of a Small Area Plan. Benefits and burdens must be considered throughout the process including, scoping, impact forecasting, and implementation.
2. Those that live and/or work in the scoped areas for each plan.
3. The whole community.
4. Those that own/run businesses, own property, visit area (stakeholders)
5. Users of various transportation modes and transit facilities
6. Future residents
7. The council's prioritization impacts when other areas will be given the same time, effort, and consideration.
8. Chapel Hill residents and stakeholders
9. University students, employees and faculty

BURDENED INDIVIDUALS OR GROUPS

1. Burden and benefit can shift greatly depending on the scope (both topically and geographically) of a Small Area Plan. Benefits and burdens must be considered throughout the process including, scoping, impact forecasting, and implementation.
2. (In the case of an existing SAP identified) Those that have already been part of engagement (fatigue)
3. The council's prioritization impacts when other areas will be given the same time, effort, and consideration.
4. Those that don't live and/or work in the scoped area
5. Those that live and/or work in the scoped areas for each plan.
6. The whole community.
7. Those that own/run businesses, own property, visit area (stakeholders)
8. Users of various transportation modes and transit facilities
9. Future residents
10. Chapel Hill residents and stakeholders
11. University students, employees and faculty
12. Residents, ad hoc groups, or organizations that may not have capacity or agency to advocate for their area(s) of interest
13. Regulatory bodies

Type	Potential Unintended Consequence	Mitigation Strategies to Prevent Consequences and Advance Racial Equity
SOCIAL	• Engagement metrics may provide a false sense of representation	• Use a variety of engagement methods to create a continuous feedback loop and capture diverse perspectives (Communications & Community Engagement 1.1 & 1.2) • Recruit community ambassadors and pay them for their expertise

		(Communications & Community Engagement 1.1B)
ECONOMIC	Increased activity in the Downtown and other commercial districts may lead to increased levels of public nuisances (e.g., noise, trash) and/or crime for nearby residents	- Establish partnerships/build relationships between the town (PD, Emergency Response), businesses, residential neighborhoods, and nonprofits that provide support services (Police Dept. 1, 2, 5, & 7) - Continue to engage business community to understand emerging and existing conditions, and points of tension in maintaining existing businesses - Ensure the Revolving Loan Funds meets the needs of not only new businesses, but existing ones that seek to grow or continue to compete.
HEALTH		
ENVIRONMENT	- Changes in land use have the potential to alter the social fabric of a community, leading to the loss of local cultural and historical landmarks - Increased activity in the Downtown and other commercial districts may lead to increased levels of public nuisances (e.g., noise, trash) and/or crime for nearby residents - Green infrastructure often requires ongoing maintenance that might be more complex and costly than traditional infrastructure - Reliance on technology for energy efficiency and stormwater management may create dependencies, making it harder for communities to manage systems without specialized skills or resources	- Partner with Racial Equity Commission and Planning Board to protect and preserve cultural/historical landmarks that maintain the community's character and heritage (LU 7.2) - Continue capacity analyses of various areas, to understand development pressures and how these might impact existing fabric of small areas. - Involve the community in park planning to ensure it is mutually beneficial - Install natural noise barriers - Expand financial assistance and resident education opportunities around GSI (GSI 4.1) - Proactively implement watershed management and restoration projects (WAT 2.1) - Revise stormwater standards in the LUO (WAT 2.2) - Use an equity lens/framework to prioritize projects - Expand financial assistance opportunities for GSI (GSI 4.1)

	Some strategies to reduce our carbon footprint may increase costs for businesses and consumers; disproportionately affecting low-income communities	
OTHER	- Transportation improvements might benefit some areas/population groups more than others, leading to unequal access and services - Inadvertently increasing property values exacerbating the issue and leading to displacement - Changes in the community's character and landscape may lead to social friction and delays in implementation	- Use an equity lens/framework to prioritize projects (T&M 1.1) - Most projects compete regionally with other municipalities' projects – if the Town identifies a project that prioritizes race & equity but does not compete as well for state and federal programming, the Town will need to identify other sources of funding (grants, bonds, etc.) - Implement anti-displacement strategies in conjunction with any policy recommendations for redevelopment (AF 2.1) - Inform policy recommendations with good data and representative community engagement - Emphasize that small area plans are long-range guiding documents in communications

RECOMMENDATIONS

1. Complete high level/board steps that are customized based on the plan and needs to the community area.
2. Emphasize equitability, community engagement and removing barriers.
3. Review in one year.
4. Consider transportation options other than walking and biking. Parking is not available in all areas and businesses suffer. Circulation and access is key.
5. Include demographic data on the Asian population.
6. Bus shelter repair still needed along Jones Ferry Road.
7. Farmers Market and other vendor type services – need to include variety of services and cultural background.
8. Community engagement needs to continue using a variety of ways to reach residents.
9. Listen to and consider all recommendations from the community.
10. Each plan should be revisited at different intervals of time.
11. Continue capacity analyses of various areas, to understand development pressures and how these might impact existing fabric of small areas.

12. Continue to use a variety of engagement methods to create a continuous feedback loop and capture diverse perspectives.
13. SAPs should consider expanding or highlighting the resources available through existing programs like the Revolving Loan Fund or Stormwater Assistance Program.
14. SAPs should use an equity lens or framework to prioritize recommendations.
15. The Town should consider exploring ways to obtain disaggregated demographic data for smaller geographies.
16. SAPs should consider zoning/code amendments that increase affordable housing incentives, remove development barriers, and lower development costs such as density bonuses and missing middle housing provisions.
17. As part of implementation of a SAP, establish partnership/build relationships between the Town (PD/Emergency Response), businesses, residential neighborhoods, and nonprofits that provide support services.
18. The Town should consider recruiting community ambassadors and paying them for their expertise as it relates to community needs/solutions for the SAP process and other major projects.
19. Opportunities for redevelopment to add density may result in some level of displacement. Therefore, the Town of Carrboro will need to consider potential displacement mitigation strategies, such as the Town's Affordable Housing Fund, the proposed Affordable Housing bond, right of first refusal, or the affordable housing density bonus, that balance production, preservation, and neighborhood stabilization.
20. SAPs should integrate climate action projects to restore and conserve watersheds and ecosystems, especially in neighborhoods that have been denied and historically underserved
21. SAPs should focus on minimizing car-dependency and expanding multimodal transportation options through increasing pedestrian and bike infrastructures
22. SAPs should focus on understanding the limitations of infrastructure (like utilities), and placement of sites for services like waste disposal and wastewater treatment.
23. SAPs should place an emphasis on data and impact analysis to monitor and track displacement.



TOWN COUNCIL MEETING

CARRBORO DOWNTOWN AREA PLAN

October 21, 2025



- 1** PROJECT TEAM
- 2** PROJECT OVERVIEW
- 3** PLANNING PROCESS
- 4** 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

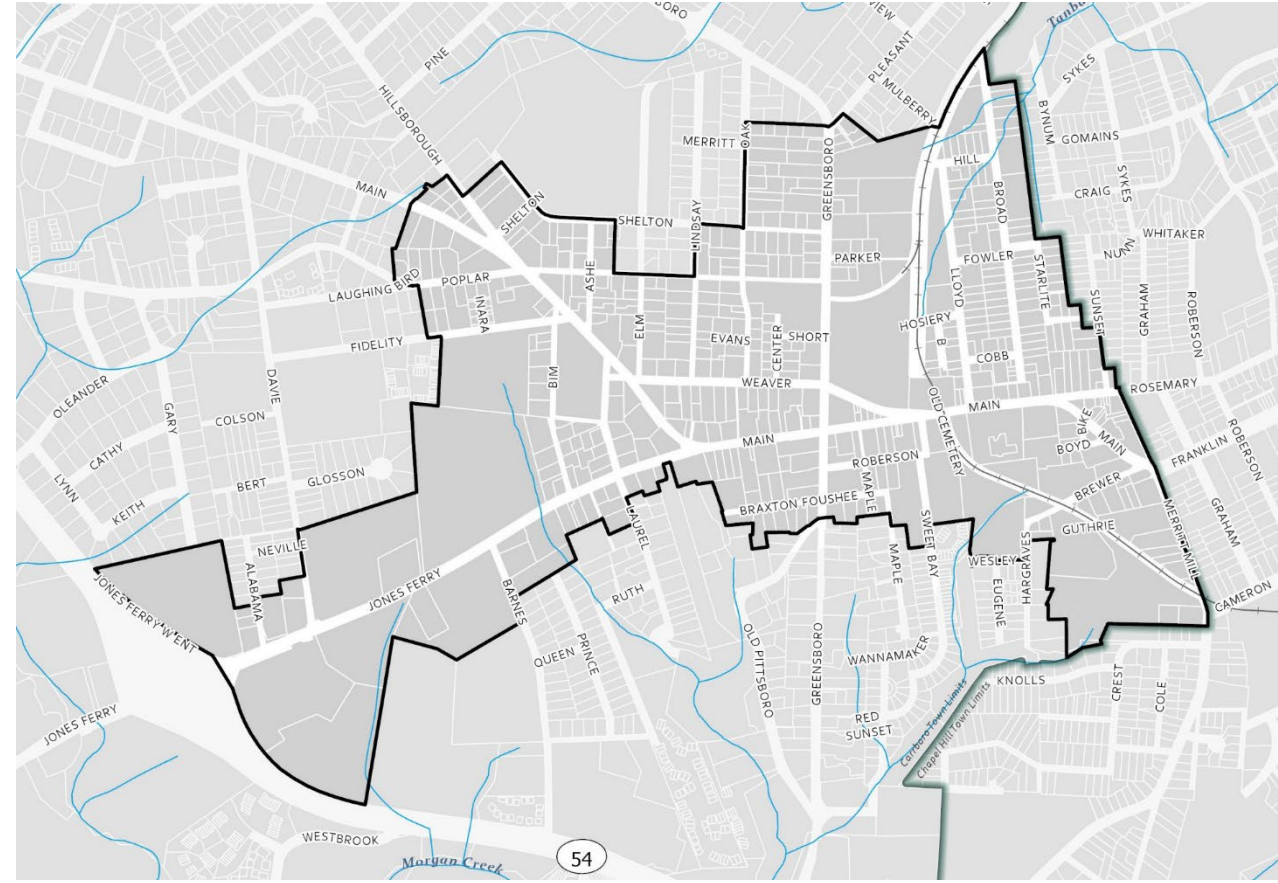
PROJECT OVERVIEW

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

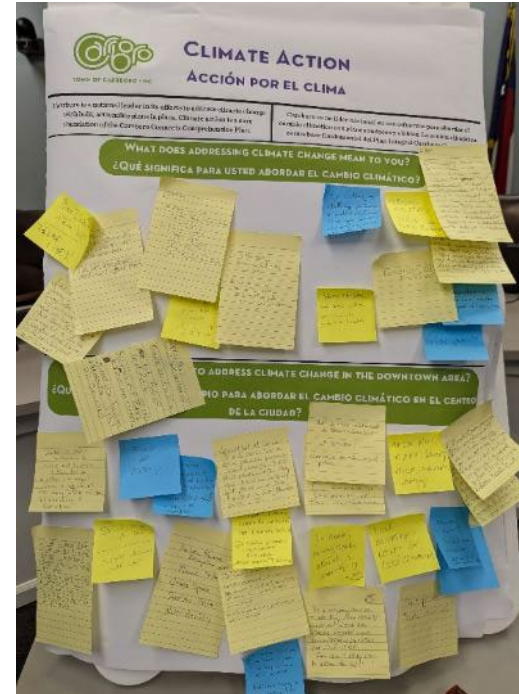
REPRESENTATIVE
RENDERINGS & STRATEGIES

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:

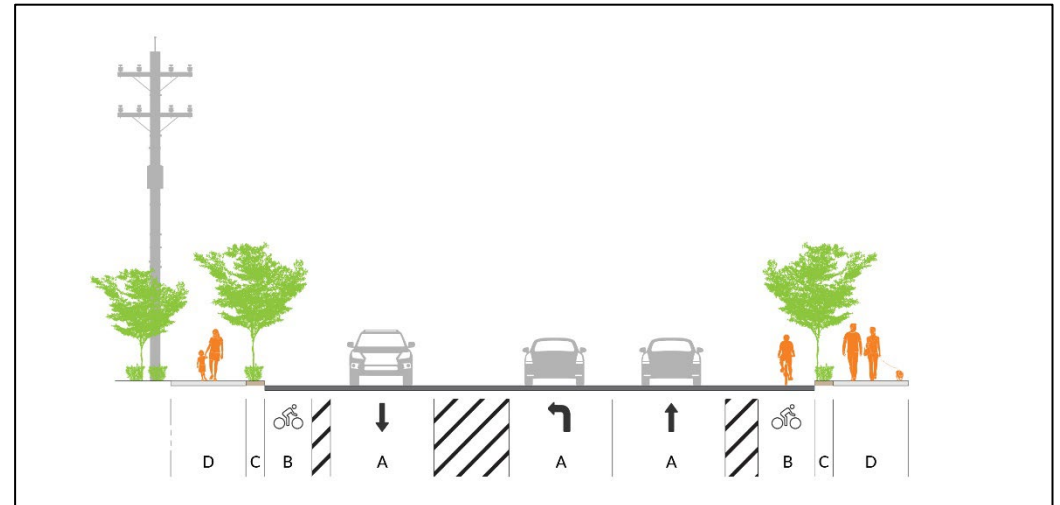
- Mixed-use development with a recreation focus
- Mixed-use development along a greenway

- 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

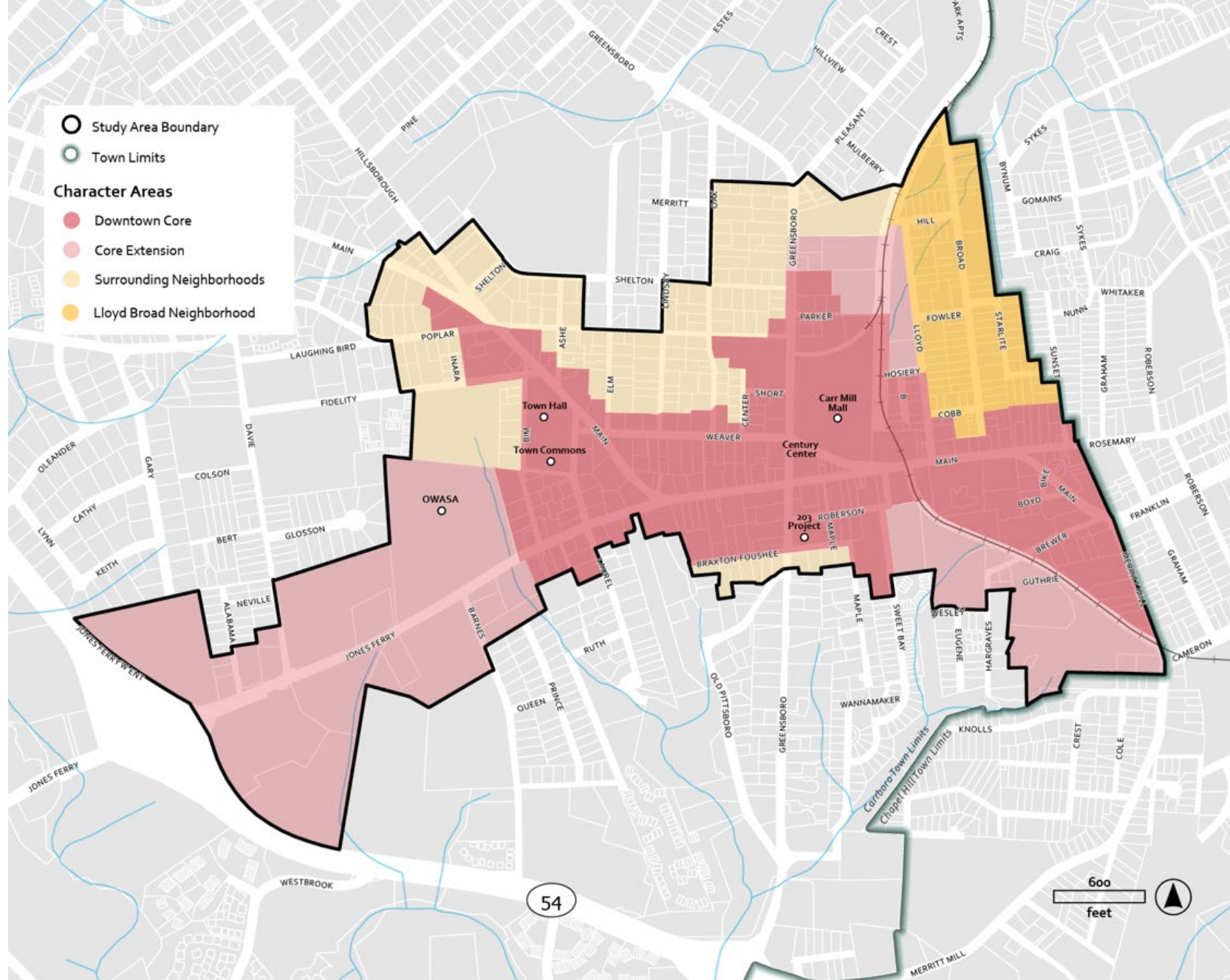


Downtown Core

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

1 Climate Resilience
 2 Housing Choice
 3 Improved Mobility
 4 Economic Sustainability
 5 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!





TOWN OF CARRBORO

Stormwater Advisory Commission

301 West Main Street, Carrboro, North Carolina 27510

R E C O M M E N D A T I O N

OCTOBER 9, 2025

Adoption of the Carrboro Downtown Area Plan

Motion was made by Randy Dodd and seconded by John Cox that the Stormwater Advisory Commission of the Town of Carrboro recommends that the Town Council adopt the Carrboro Downtown Area Plan.

VOTE:

AYES: (4)

NOES: (0)

ABSTENTIONS: (0)

ABSENT/EXCUSED: (3)

Associated Findings

By a unanimous show of hands, the Stormwater Advisory Commission (SWAC) membership indicated that no members have any financial interests that would pose a conflict of interest to the adoption of the Carrboro Downtown Area Plan.

Motion was made by John Cox and seconded by Margaret Kurz that the SWAC of the Town of Carrboro finds the draft plan is consistent with the following provisions and strategies of the *Carrboro Connects* Comprehensive Plan:

- Increase use of native plants
- Improve tree canopy downtown
- Coordinate transportation/public infrastructure improvements with GSI
- Establish and protect native vegetation in riparian projects
- Implement structural & non-structural management measures for redevelopment/infill; add retrofits in dense locations to increase stormwater volume control
- Incentivize Low impact Development practices that reduce impervious surfaces and mimic natural hydrology
- Encourage infill and density in the downtown area, especially when doing so provides stormwater management for impervious surfaces currently without management

The SWAC recommends that the Town devote the resources necessary, including staffing, to pursue plan implementation. (For example, having staff capacity to pursue the tree canopy and urban forestry would be beneficial.)

Furthermore, the SWAC of the Town of Carrboro finds the draft plan is reasonable and in the public interest because of the Town's deliberate commitment to developing plans and policies through extensive engagement and public input.

VOTE:

AYES: (4)

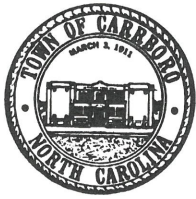
NOES: (0)

ABSTENTIONS: (0)

ABSENT/EXCUSED: (3)


(Chair)

10/9/25
(Date)



TOWN OF CARRBORO

Climate and Environmental Advisory Commission
301 West Main Street, Carrboro, North Carolina 27510

R E C O M M E N D A T I O N

OCTOBER 9, 2025

Adoption of the Carrboro Downtown Area Plan

Motion was made by Scott Muir and seconded by Greg Randolph that the CEAC of the Town of Carrboro recommends that the Town Council adopt with modifications the Carrboro Downtown Area Plan.

VOTE:

AYES: (6)

NOES: (0)

ABSTENTIONS: (0)

ABSENT/EXCUSED: (3)

Associated Findings

By a unanimous show of hands, the CEAC membership indicated that no members have any financial interests that would pose a conflict of interest to the adoption of the Carrboro Downtown Area Plan.

Motion was made by Scott Muir and seconded by Greg Randolph that the CEAC of the Town of Carrboro finds the draft plan is consistent with modifications with the following provisions and strategies of the *Carrboro Connects* Comprehensive Plan:

- Land Use Strategy 2.1 – Pursue concerted land use planning/small area plans for high priority/high potential areas
- Economic Sustainability Strategy 2.1 – Support well-planned and designed, higher density and mixed-use development in the downtown.

VOTE:

AYES: (6)

NOES: (0)

ABSTENTIONS: (0)

ABSENT/EXCUSED: (3)

Jane Parulek
(Chair)

10/13/2025
(Date)

DATE: 10/15/2025

TO: Christina Moon, Town Planner
Duncan Dodson, Planner

FROM: Jane Danielewicz, CEAC chair

RE: Carrboro Downtown Area Plan

The Climate and Environmental Advisory Commission (CEAC) recommends that the Town Council approve the Carrboro Downtown Area Plan with modifications.

Due to the length and complexity of the Downtown Area Plan, we request more than one week to consider the full plan to enable us to develop our recommendations.

So far, in the short time allotted, the commission requests these initial modifications. However, this is a partial list. We request moving this item to the November 18, 2026 council meeting to allow CEAC time to provide a full list of modifications.

Furthermore, we found public engagement to be insufficient, particularly in neighborhoods outside of downtown. We request extending the engagement period.

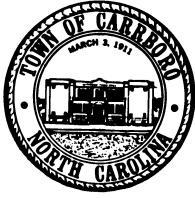
The following modifications are overarching and apply to the whole conceptual model of the Downtown Area Plan.

REQUESTED MODIFICATIONS

1. Topography – This plan ignores a major element of climate resilience (Goal #1 p. 16). We recommend reevaluating the entire Downtown Area Plan post-Chantal based on topography as a foundation that determines other design elements. The Downtown Area sits at the highest elevation and water flows downhill. We request superimposing a topo map onto the Carrboro map (p. 17). This new map would visualize how stormwater would flow within and from the Downtown area. The flat map (p. 17) gives no information about how water moves. This re-assessment, using the topo map overlay, will show how increased development in the Downtown Area will impact flooding in all neighborhoods, within and outside of downtown.
2. Design Elements – The first goal (p. 16) is to build climate resilience and this topic is missing from the design elements. We request including and prioritizing a “Green Infrastructure” design element to replace and enhance the existing “Plants and Landscaping,” which is a subset of green infrastructure. As an overarching category, “Green Infrastructure” matches the other design elements (i.e. Bicycle Infrastructure,

Pedestrian Infrastructure). All design-element tables (e.g. p. 44) as well as concept plans, should be revised to reflect this change.

3. Green infrastructure -- Green infrastructure is a strategically planned network of natural, semi-natural, and engineered areas that integrate stormwater management, mitigation of urban heat island effects, improved air quality, enhanced biodiversity, and carbon storage. These benefits accrue from coordinated, advance planning. We request this type of planned network.
 - a. Enhanced stormwater practices include bioswales, rain gardens, green streets and alleys, and rainwater harvesting.
 - b. Enhanced heat mitigation, carbon storage, etc. includes urban forests, urban trees, diverse landscapes, pollinator gardens (not lawns). For example, public trees planted in the ROWs are a priority, not in residents' yards (p 52). Also, the DAP's cross-sections must be reevaluated to give more priority to the planting strip. For example, on p. 44, the planting strip is 0 ft. The recommended planting strip for urban trees is 5-8 ft. Urban trees are essential to reducing the urban heat island effect. Adding trees (green infrastructure) should be prioritized over additional paving.
4. Traffic – In Appendix C, Public Engagement (p. 12), reduced car traffic was the first major theme. More development, according to the plan, will inevitably create more traffic, compounding the existing traffic congestion for people traveling through and into downtown. We request an additional metric (p. 85), regular studies of traffic congestion, to assess how all development will impact main thoroughfares and side streets. Traffic studies can determine the appropriate infrastructure to reduce and manage additional traffic and congestion.



TOWN OF CARRBORO

Planning Board

301 West Main Street, Carrboro, North Carolina 27510

COMMENTS

OCTOBER 15, 2025

Consideration of the Planning Board for the Carrboro Downtown Area Plan

Motion was made by Buckner and seconded by Foushee that the Planning Board of the Town of Carrboro recommends that the Town Council receive the comments as written below for the Carrboro Downtown Area Plan.

- Suggest rephrasing the second bullet in the “Intersection” box under “Core Primary” to “Consider intersection improvements that prioritize the safe movement of pedestrians and bicyclists, which may include improvements like “No Turn on Red” signage at intersections.
 - The Planning Board had discussions on what the potential conversion of Weaver Street to a bike/pedestrian street would mean for traffic flow and bike/pedestrian safety in Downtown Carrboro.
- Would like to see more specificity on how the decision is made between sidewalks and bicycle facilities when space is limited.
- Would like to see more references to the inclusion of accessible infrastructure.
- Consider adding more emphasis to commercial uses in Downtown Carrboro; how do we bring in jobs that support living within Town?
 - The Planning Board referenced Chapel Hill Mixed Use Districts that outline a certain percentage of commercial, residential, etc.
- Encourage the Town to consider a separate study or deep dive into the current market data that impacts the commercial economy in downtown Carrboro and how to encourage a more diversified and sustainable economy (i.e. mix of commercial, office, etc.)
- Encourage the Town to further publicize alternative engagement activities to all areas of Town with the intent to include all neighborhoods in the discussion about the Plan.
- Encourage the discussion of affordable housing to include a range of AMIs, such as including a percentage of each AMI bracket.

VOTE:

AYES: (6) Buckner, Fitzpatrick, Foushee, Gaylord-Miles, Scales, Sinclair

NOES: (0)

ABSTENTIONS: (0)

ABSENT/EXCUSED: (5) Carney, Peretin, Poulton, Scott, Reilly

Rachel Gaylord-Miles

(Chair)

10/15/25

(Date)

2024	Jun	6/21	Soft launch at Freight Train Blues (letting visitors know the DAP process is starting)
	Jul	7/4	Soft launch at Fourth of July (letting visitors know about DAP at Latin American Festival)
	Aug	8/25	Project launch at Fiestas en la Calle/Latin American Festival
	Sep	9/1	Visioning Survey Launched
		9/14	Carrboro in Motion – Willow Creek Laundromat
		9/19	Community Vision Workshop @ Town Hall
		9/26	Community Vision Workshop @ Town Hall
		9/29	Carrboro Music Festival (postcards about survey distributed by staff walking around)
	Oct	10/1	Paper surveys are distributed to Refugee Community Partnership, El Centro, and Marian Cheek Jackson Center for help getting representative results.
		10/2	Staff distribute door hangers to all residents in Historically Black and African American Neighborhoods about upcoming resident stakeholder meetings and survey (Alabama Ave, Glosson Circle, Lincoln Park, Lloyd-Broad, Tin-Top/Carr Court)
		10/2	Staff mail a letter to all property owners and residents (renters) within the study area about upcoming resident stakeholder meetings and survey
		10/7	Stakeholder Meetings held at Carrboro Civic Club (Bim Street) with Council Members, Advisory Board Members, Business Owners, Local Service Providers, and Residents
		10/8	Follow up virtual stakeholder meeting for residents held on zoom
		10/9	Advisory Board Meeting 1 (held for all advisory board members)
		10/12	Carrboro in Motion at Fitch Lumber Parking Lot
		10/15	Northside Neighborhood Community Meeting
		10/17	Mailed postcard to all property owners and residents (renters) within the study area about survey closing Nov. 1
		10/20	Community Input Session at the ArtsCenter
		10/23	Community Input Session at the ArtsCenter
	Nov	11/1	Visioning Survey Closes
	Dec	12/5	Advisory Board Meeting 2 (all advisory board members)
2025	Jan	-	-
	Feb	2/19	Stakeholder in-person presentation of draft plan/renderings (business owners, local service providers, & residents)
		2/19	Stakeholder virtual presentation of draft plan/renderings (residents)
		2/20	Advisory Board Meeting 3 (all advisory board members) – initial renderings presented
	Mar	3/6	Advisory Board Meeting 4 (all advisory board members) – all renderings presented at meeting
		3/15	Carrboro in Motion at Estes Park Apartments
		3/29	Ask a Planner at Farmers' Market
	Apr	4/6	Open Streets/Earth Day
	May	5/13	Town Council Work Session
		5/17	Ask a Planner at Farmers' Market
	Jun	6/19	Juneteenth
	Jul	7/25	Vision & Goals, Master Plan, & Implementation chapter drafts posted to website
	Aug	8/1	Carrboro in Motion at Collins Crossing
		8/2	Community Update at St. Paul's AME
		8/9	Community Update at the Community School for People Under Six
		8/9	Unity in the Community at RENA Community Center
		8/15	Carrboro in Motion at Royal Park Apartments
		8/24	Fiestas en la Calle/Latin American Festival
	Sep	9/16	Council sets a public hearing for Oct 21, refers draft to all advisory boards Draft plan is published as part of Council agenda
		9/19	Full Draft Downtown Area Plan is posted to website for additional access & review
	Oct	10/9	Advisory Board Meeting 5 (held for all advisory board members)
		10/21	Public Hearing for Adoption



Agenda Item Abstract

File Number: 25-099

Agenda Date: 10/21/2025

File Type: Public Hearing

In Control: Town Council

Version: 1

Second Public Hearing on CDBG-NR Grant Application for Emergency Housing Repairs and Park Improvements

PURPOSE: The purpose of this item is to (1) hold a public hearing on the draft application from the Town of Carrboro for Federal Community Development Block Grant - Neighborhood Revitalization (CDBG-NR) Funds, and (2) to authorize the Town to submit an application for CDBG-NR funds.

DEPARTMENT: Housing and Community Services, Recreation, Parks, and Cultural Programming

COUNCIL DIRECTION:

☐ Race/Equity ☐ Climate ☒ Comprehensive Plan ☐ Other

The comprehensive plan identified the provision of critical home repair as one way to maintain affordable housing stock and to secure and maintain stable housing for low-to-moderate income and aging in place households. It also identified a goal to ensure all people in Carrboro have safe, equitable, and connected access to parks, open space, and recreational facilities. Race and Equity and Climate Action pocket questions can be found in Attachments B and C respectively.

INFORMATION: The Rural Economic Development Division (REDD) of the North Carolina Department of Commerce announced funding availability through the Community Development Block Grant - Neighborhood Revitalization category. The Town of Carrboro is eligible to apply as a non-entitlement municipality and can apply for a maximum of \$950,000. Tropical Storm Chantal recovery efforts are not eligible for these funds. Excerpted guidelines for the grant are included as Attachment D.

Carrboro staff proposes applying for the CDBG-NR funds to be used for providing emergency home repairs to Carrboro homeowners who are low-to-moderate income (LMI) and to conduct park and playground improvements at Town Commons, located within the Qualified Census Tract (QCT), and Simpson Park, bordering the QCT. Housing repairs must benefit 100% low-to-moderate income households, and park improvements must benefit no less than 51% LMI.

After assessing housing repair needs and existing resources, staff recommend requesting \$355,000 for emergency home repairs. This funding will support repairs not included in the scope of the Town's weatherization funds and will stretch the Affordable Housing Special Revenue Fund dollars further. CDBG-NR requires a Housing Selection Committee to approve beneficiaries; this function is within the charge of the Housing and Human Services Advisory Commission.

The remaining non-administrative funds (\$500,000) will accelerate the timeline for improvements to Town Commons and Simpson Park. A project summary is provided (Attachment E). Before submitting an application, the Town of Carrboro must hold a public hearing after the application is drafted but prior to its submission. The

draft application is available online at [Housing and Community Services | Carrboro, NC - Official Website](https://www.carrboronc.gov/2377/Housing-and-Community-Services) <<https://www.carrboronc.gov/2377/Housing-and-Community-Services>>.

FISCAL IMPACT: There is no budgetary impact associated with this item at this time. If the Town of Carrboro is awarded CDBG-NR funds, up to \$950,000 would be available for this project.

RECOMMENDATION: Staff recommend that the Town Council (1) conduct the public hearing and accept comment on the draft application for CDBG-NR funds and (2) authorize the Housing and Community Services department to submit the application for CDBG-NR funds.

RESOLUTION APPROVING THE TOWN OF CARRBORO APPLICATION FOR
COMMUNITY DEVELOPMENT BLOCK GRANT – NEIGHBORHOOD REVITALIZATION
FUNDING FOR EMERGENCY HOUSING REPAIR AND PARK IMPROVEMENTS

WHEREAS, the Town of Carrboro has previously indicated its desire to assist in community development efforts for housing and recreation and parks within the Town; and,

WHEREAS, the Town of Carrboro Town Council adopted the Carrboro Connects comprehensive plan on June 7, 2022, which includes goals and strategies to maintain and improve naturally occurring affordable housing; and,

WHEREAS, the comprehensive plan identified the provision of critical home repair as one way to maintain affordable housing stock and to secure and maintain stable housing for low-to-moderate income and aging in place households; and,

WHEREAS, the comprehensive plan also identified a goal to ensure all people in Carrboro have safe, equitable, and connected access to parks, open space, and recreational facilities; and

WHEREAS, the Town Council has held two public hearings concerning the proposed application for Community Development Block Grant – Neighborhood Revitalization (CDBG-NR) funding to benefit emergency home repairs for 100% low-to-moderate income households and park and playground improvements to benefit no less than 51% low-to-moderate households.

WHEREAS, the Council wishes the Town of Carrboro to pursue a formal application for Community Development Block Grant funding to benefit emergency home repairs and park improvements; and will invest monies in the amount of \$950,000 into the project as committed to in the application; and

WHEREAS, CDBG-NR requires a Housing Selection Committee to be responsible for developing and implementing a process for how the houses are selected for this grant; and

WHEREAS, this function is within the approved duties of the Housing and Human Services Advisory Committee; and

WHEREAS, the Town Council certifies it will meet all federal regulatory and statutory requirements of the State of North Carolina Community Development Block Grant Program,

NOW, THEREFORE BE IT RESOLVED, by the Town of Carrboro Town Council that the Housing and Community Services department is authorized to submit a formal application to the North Carolina Department of Commerce for approval of a Community Development Block Grant to benefit the Emergency Housing Repair and Park Improvements project.

This resolution shall become effective upon adoption.

Race Equity Pocket Questions

Title: Application for FY25 CDBG-NR Competition

Purpose: *To approve an application submission to the FY25 CDBG-NR grant competition for funding critical repairs for low-to-moderate income homeowners and for park improvements at Town Commons and Simpson St. Park.*

Department: Housing and Community Services (HCS) and Recreation, Parks, and Cultural Programming (RPCP)

1. **What are the root causes of inequity in Carrboro and/or overall as it pertains to this subject area?**
 - a. Critical Repair - A mix of **government sponsored and de-facto racism, sexism, and classism**, as well as the **expansion of UNC-Chapel Hill** and **gentrification** throughout Orange County ([Carrboro Connects Plan \(Pg. 21\)](#)), have led to rates of housing burden much higher for those already living at the margins: **BIPOC, LGBTQ+, low-income, and disabled people.** ([NCHFA - Housing Cost Burden](#))
 - i. By the **1930's housing racial segregation was visible in Chapel Hill and Carrboro**, with most Black residents from Chapel Hill being pushed to neighborhoods that straddled the edge of Chapel Hill and Carrboro, and **Black Carrboro residents being pushed** further to the perimeter of the town, concentrated **around current day E. Main St. and Jones Ferry Rd.** ([Carrboro Connects Plan \(Pg. 21\)](#))
 - ii. In 2025, over **18% of Orange County homeowners were cost burdened. That number rises to 38% for Black households in North Carolina, and between 54% and 87% for low- to- moderate income households.** ([NCHFA - Housing Cost Burden](#)) The disproportionate burden of high housing costs is, unfortunately, unsurprising when we look at income data. The **median owner income in Orange County is over \$119,000** ([NCHFA - NC Median Incomes](#)), and the median income for a **Black household in North Carolina is around \$43,000**, indicating a clear racial discrepancy in ownership rates as well as affordability. ([NC Commerce - Racial Wealth Gap](#))
 1. This encourages a cycle where low- to- moderate income and/or BIPOC households may deprioritize repairs and maintenance, leaving room for dangerous health hazards, decreased energy efficiency, and, in some cases, even condemnation of the unit; a truth that has been reinforced time and time again by the needs expressed in our affordable housing funding applications.
 - b. Park Improvement - **BIPOC households are also less likely to live in areas proximate to high quality parks and playgrounds, leading to a lower standard of living and potential adverse health outcomes.**
 - i. BIPOC Americans access parks, playgrounds, outdoor recreational spaces, and public natural areas at a much lower rate than their white counterparts. While **white Americans make up around 60% of the general population, a 2020 survey showed they made up over three-fourths of those visiting national parks** and participating in recreational activities. ([Meet the BIPOC groups working to make the outdoors accessible | Cascade PBS](#))

- ii. This result stems from a mix of **government-sponsored housing segregation, as well as other racially restrictive policies, that manifest in a lack of accessibility to outdoor spaces and public lands**, like national parks and forest. It has only been a little over 60 years (following the passage of the 1964 Civil Rights Act) that BIPOC Americans have even been able to legally enter these spaces. ([Breaking Down the Lack of Diversity in Outdoor Spaces – National Health Foundation](#))
 - 1. **Employment outcomes and lower wages** for BIPOC residents also contribute to a lack of access and utilization of these spaces, **as travel to, as well as recreational activities themselves, can sometimes be costly**. Additionally, **financial stress can reduce the time and energy** that one has for engaging in outdoor recreational activities. ([Meet the BIPOC groups working to make the outdoors accessible | Cascade PBS](#))
 - iii. The **white-washing of history and land ownership has also contributed to the lack of access to these amenities for BIPOC communities**. Government officials and academics alike have deliberately **erased the history of Indigenous land ownership and stewardship**, creating a narrative that outdoor recreation was created by and for white people. ([Breaking Down the Lack of Diversity in Outdoor Spaces – National Health Foundation](#))
 - 1. For example, in 2012 a park in Houston faced backlash after prohibiting the use of pinatas in the park. Residents pointed out how this was a cultural attack and made people of color, specifically Latino residents, less likely to utilize the park space. ([Meet the BIPOC groups working to make the outdoors accessible | Cascade PBS](#))
 - iv. Lastly, research has been conducted to confirm the **positive outcomes of being in nature, including better physical health, mental well-being, and social cohesion**. However, access to those benefits is not equitably distributed and can lead to worse health outcomes for BIPOC. ([A Right to Nature: Addressing Disparities in Green Space Access](#))
2. **Who is experiencing community burden now? Who will experience community burden if this action is passed? Will others experience community burden if this action is NOT passed?**
- a. Current Burden:
 - i. Critical Repair - Low- to- moderate income Carrboro homeowners who are unable to make necessary repairs to their homes to age in place.
 - ii. Park Improvements - Carrboro residents in the QCT whose main park(s) access currently does not meet safety requirements or ADA guidance.
 - b. Burden IF PASSED:
 - i. Critical Repair - Residents receiving repairs who may be inconvenienced by construction occurring in or around their home.
 - ii. Park Improvement – Residents who rely on Town Commons or Simpson Parks as their main outdoor recreational spaces will be unable to access them as improvements take place. Presumably, many LMI residents are served through these parks as they are either in, or straddle, the QCT.

- c. Burden IF **NOT** PASSED:
- i. Critical Repair – LMI Carrboro homeowners may not be able to access repair funds, forcing their homes into possible disrepair.
 - ii. Park Improvement – Some residents with physical disabilities may not be able to fully access the park, and children and families could become injured if the playgrounds are not brought up to safety code.
3. **Who is experiencing community benefit now? Who will experience community benefit if this action is passed? Will others experience community benefit if this action is NOT passed?**
- a. Benefit:
 - i. Critical Repair – LMI residents in need of critical repairs may benefit in the very short-term, by not taking on the additional stress of coordinating repair efforts.
 - ii. Park Improvements – Fully able-bodied residents who are currently able to access the park at Town Commons and Simpson St. Presumably, many LMI residents are served through these parks as they are either in, or straddle, the QCT.
 - b. Benefit IF PASSED:
 - i. Critical Repair – LMI Carrboro homeowners who will receive financial assistance to complete necessary repairs to allow them to age in place
 - 1. The surrounding neighborhood will benefit from the beautification of the neighborhood, if repairs also contribute to aesthetic improvements.
 - 2. The Town of Carrboro and Orange County at large, who benefit from the preservation of Naturally Occurring Affordable Housing in the communities.
 - ii. Park Improvement – Carrboro residents, many of whom are presumably LMI considering the location of the parks, who will benefit from safety improvements to the park.
 - 1. Physically disabled Carrboro residents, who will benefit from increased access to the park through ADA improvements.
 - c. Benefit IF **NOT** PASSED: There is little benefit to be gained from not pursuing the grant to fund these projects. This is because the projects both create net positives, since negatives are either short-term or mitigated through careful implementation by staff and contractors. Any benefit that may come to the surrounding communities through not passing a resolution to apply for the grant funding would be centered around the lack of environmental pollutants that would be created through the foregoing of the critical repairs and/or park improvements. These are more so unintended consequences of not pursuing the grant funding, rather than community benefits.
4. **What might be the unintended consequences of this action or strategy?**
- a. Possible **noise pollution**, as well as **pollution caused by construction** and **the creation of solid waste**.
 - b. Critical repairs could contribute to **a rise in property value of the particular home**, as well as the surrounding area. This is positive if the owners hope to sell the home at some point and can receive greater equity from its purchase. However, this could produce a negative effect, leading to an eventual property tax increase.

5. **What steps has your department taken to mitigate any burdens, inequities, and unintended consequences? What strategies might your department take to address these in the future?**

NOTE: This does not reflect a formal commitment by the Town of Carrboro.

- a. Critical Repair:
 - i. Ensuring the community voices are heard through a formal public hearing process.
 - ii. Clear guidelines around eligibility and selection of households for repairs.
- b. Park Improvement:
 - i. Working closely with Rec and Parks to ensure that the park improvements are **carried out quickly and with little effect on the surrounding community**.
- c. IF NOT PASSED:
 - i. Critical Repair - Working with households, as well as nonprofit partners, to **identify additional funding sources** to complete critical repairs.
 - ii. Park Improvement – Rec and Parks will be responsible for creating a strategy to address improvement needs at the Town Commons and Simpson St. Parks.
- d. Future, Critical Repair - Engaging with jurisdictional peers and community partners to advance equitable affordable housing development **and preservation** in the community.
 - i. Pursuing additional funding opportunities for various preservation efforts.
- e. Future, Park Improvement: Rec and Parks will be responsible for future strategies to address burden and inequities for the parks and playgrounds.

Climate Action Pocket Questions

Title: Application for FY25 CDBG-NR Competition

Purpose: *To approve an application submission to the FY25 CDBG-NR grant competition for funding critical repairs for low-to-moderate income homeowners and for park improvements at Town Commons and Simpson St. Park.*

Department: Housing and Community Services (HCS)

1. How will this action impact the Town's or the community's greenhouse gas emissions?

- a. Will REDUCE greenhouse gas emissions**
- b. Will not reduce or increase greenhouse gas emissions
- c. Will INCREASE greenhouse gas emissions**
- d. Not applicable

2. Please explain.

- a. The HCS and Recreation, Parks and Community Resources (RPCP) departments are **requesting Council approval to apply to the FY25 Community Development Block Grant – Neighborhood Revitalization (CDBG-NR) program for \$950,000.** If awarded, **funds would be used to conduct critical home repairs for Low- to-Moderate Income (LMI) Carrboro households, as well as park improvements to Simpson St. Park and the playground at Town Commons.**
- b. Critical repairs would include most weatherization measures that can be applied to the envelope of the home, as well as several internal repairs that, if left unattended, may have a negative impact on the safety and well-being of residents.
- c. Park improvements would include resurfacing, playground equipment upgrades, park design sustainability upgrades (rain gardens and butterfly gardens), ADA upgrades to provide access and amenities to that population, and safety measures to bring the park into compliance with state regulations.
- d. The geographic location of the critical repair projects will vary. The park at Town Commons is situated within the Qualified Census Tract (QCT), and Simpson St. Park lies just outside of the QCT.
- e. **The immediate effect** of home repair and park improvement construction **may create a temporary increase in greenhouse gas emissions.** However, the contractors for both projects will be expected to maintain best environmental practices, be diligent in the proper removal of solid waste and cleaning of debris, and encouraged to incorporate green design where possible.
 - i. The upgrades and precautions in both projects will **offset and eventually reduce** total greenhouse emissions.

3. Does this action impact:

- a. Water quality**
- b. Erosion and Surface run-off**

- c. Flooding
- d. Air quality**
- e. Heat islands or extreme heat**
- f. Biodiversity
- g. Solid waste**
- h. Hazardous waste
- i. Other
- j. This action does not impact the environment

4. Please explain.

- a. **Erosion and surface run-off could occur** as home repairs and park improvements take place, and if there is debris left behind, **run-off could negatively impact groundwater quality.**
- b. Repair construction could lead to a **reduction in air quality** for a small period of time.
- c. **Water Drainage/Heat Islands:** For park improvements, the material used in the paving of the playgrounds could result in a change to water drainage and the way the area attracts and retains heat. The Town will utilize green design features in its park improvement process to improve water drainage and reduce the presence of heat islands.
- d. **Construction and demolition** involved in the home repairs and park improvement processes will produce **solid waste.**

5. How is your department planning to mitigate any climate or environmental impacts?

NOTE: This does not reflect a formal commitment by the Town of Carrboro.

- a. The departments plan to work closely with **contractors** to ensure repairs and improvements are carried out in a **timely fashion with little impact to the surrounding environment.**
- b. **The Town will utilize green design features in its park improvement** process to improve water drainage and reduce the presence of heat islands.
- c. Ensuring contractors have a plan to **minimize construction pollution and leftover debris.**
- d. **Contract guidelines** ensuring **sustainability upgrades** where appropriate.

Excerpts from the North Carolina CDBG Neighborhood Revitalization Guidance and Application

INTRODUCTION

The **Community Development Block Grant Neighborhood Revitalization Program (CDBG-NR)** will offer a non-entitlement municipality or county the opportunity to tailor a project to meet the housing and community development needs specific and most critical to their locality. The **CDBG Neighborhood Revitalization Program** incorporates several previous Rural Economic Development Division (REDD) Community Development Block Grant (CDBG) programs and activities such as **Scattered Site Housing and Supportive Housing**.

North Carolina received **\$44,784,790** in CDBG funds for the 2024 allocation. Of this amount, approximately **\$12.28 million** will be made available for the **2025 CDBG Neighborhood Revitalization Program**. The state makes these funds available through awarding grants to non-entitlement governments throughout North Carolina.

The CDBG-NR program will include a set-aside of **\$4,750,209 million** for the **Rural Community Development Fund (RCDF)** projects. These funds will not require a housing-focused activity and are available to the 40 most economically distressed counties (Tier 1) and its municipalities only.

AREAS OF FOCUS FOR FUNDING

The **CDBG Neighborhood Revitalization Program** will support the three livability principles that help guide sustainability and resiliency throughout areas that receive funding. Regardless of the program activity or activities local governments pursue, **CDBG Neighborhood Revitalization Program** projects must incorporate at least one of the following three livability principles as an area of focus:

NC Neighborhood Revitalization 3 Livability Principles

- ❑ **Promote equitable, affordable housing.** Expand location and energy-efficient housing choices for people of all ages, incomes, races, and ethnicities to increase mobility and lower the combined cost of housing and transportation.
- ❑ **Support existing communities.** Target federal funding toward existing communities - through strategies like transit-oriented, mixed-use development, and land recycling - to increase community revitalization and the efficiency of public works investments and safeguard rural landscapes.
- ❑ **Value communities and neighborhoods.** Enhance the unique characteristics of all communities by investing in healthy, safe, and walkable neighborhoods - rural, urban, or suburban.

NATIONAL OBJECTIVES

Since the **CDBG Neighborhood Revitalization Program** uses Community Development Block Grant (CDBG) funds, all project activities must meet at least one of three national objectives to be eligible. The three national objectives in the CDBG program are: (1) benefiting low-and-moderate income (LMI) persons; (2) preventing or eliminating slums or blight; and (3) meeting other community development needs that are deemed to be urgent because of existing conditions pose a serious and immediate threat to the health and welfare of the community, and other financial resources are not available to meet the need. *Please note that CDBG-NR activities generally will not qualify for the urgent need national objective.*

National Objectives Defined:

1. **Benefit to LMI persons:** Benefit to LMI persons may be either **direct** or **area-wide** benefit.
 - Direct benefits are those activities that serve certain persons (e.g., housing rehabilitation).
 - Area-wide benefits are those activities that benefit communities and are not participant specific (e.g., neighborhood parks).

Please note that applicants must ensure that both area-wide benefit at least 51% low and moderate-income (LMI) persons, and direct activities benefit 100% low and moderate-income (LMI) persons. If proposing economic development activities, 60% of beneficiaries must be LMI. Additionally, applicants must ensure that CDBG-NR Program projects do not benefit moderate-income persons to the exclusion of low-income persons.

- **Slum or Blight:** The elimination of slum and blighting conditions may be undertaken on an area or spot basis. Activities on an area basis must have an area officially designated by the grantee. Activities to be assisted with CDBG funds must be limited to those that address the conditions which contribute to the deterioration of the area. Activities on a spot basis (those outside an officially designated slum and blight area) are limited to acquisition, clearance, relocation, historic preservation, and rehabilitation of buildings to the extent that it is causing detriment to public health and safety. Local governments are encouraged to certify areas under the North Carolina Redevelopment Law (G.S. 160A.500).

Please note that slum or blight activities proposed in the CDBG-NR Revitalization grant application are only eligible if there is a redevelopment plan for that space to be completed within the life cycle (30 months) of this grant (e.g., new and affordable housing development, community garden, community park, etc.) In addition, slums, or blight activities with a plan for redevelopment must benefit LMI households.

AWARD AMOUNTS

The maximum grant amount is \$950,000 per grantee unless the project is Hurricane Helene eligible. There is no minimum grant amount. Applicants should consider feasibility as it relates to the overall cost of any project. Pre-award, planning, and administration is limited to 10% of the awarded grant total.

GRANT PERIOD (Life Cycle)

The grant period for **NC CDBG-NR Program** projects is 30 months.

USE OF AN EXPERIENCED CDBG ADMINISTRATOR

The local government applicant must have the capacity to administer the proposed project with either its own CDBG-experienced staff or the assistance of an experienced CDBG administrator (e.g., CDBG-experienced consultant, Council of Government, non-profit). “Experienced” to administer proposed project for this application is defined as, someone who has administered more than one CDBG project. All applicants must have also met the basic performance requirements for prior CDBG grants.

PROJECT SUMMARY: NC CDBG-NR



Emergency Home Repairs and Parks Improvement - \$950,000

The Town of Carrboro proposes using NC CDBG-NR funds for Emergency Home Repairs for low-to-moderate income (LMI) homeowners primarily in the Qualified Census Tract (QCT) and to support existing housing in this area by improving parks and playgrounds to increase accessibility and enjoyment for all residents.

During the public comments period for the Orange County HOME Annual Action Plan, Orange County residents consistently indicated the need for repairing and preserving homes for LMI households and viewed this as a high priority concern.¹ Low-income homeowners, especially those who have lived in their homes for a long time and are living on a fixed income, often do not have adequate savings or resources to cover the cost of home maintenance and repairs, leading to deteriorating conditions in their home. Escalating property values only exacerbate their circumstances; in 2025 Orange County property values increased 52%.²

Town of Carrboro parks that support existing housing in the QCT, Town Commons and Simpson Park, fall behind other parks in Carrboro in terms of equity and quality. Assessments showed facilities did not meet current safety standards, have outdated playground equipment and limited options for accessible and inclusive play; and lacked sustainability and green features.

CDBG-NR, if awarded, would improve the health, safety, and housing and economic stability of LMI Carrboro residents. The Emergency Home Repairs and Parks Improvement project supports the CDBG National Objective of benefiting low-to-moderate persons and meets the NC Neighborhood Revitalization Livability Principle, Support Existing Communities.

Emergency Home Repair - \$355,000

- Remove imminent health and safety hazards and/or barriers to habitability
- Carrboro homeowners, 80% AMI or less
- RFP for nonprofit partner to conduct repairs
- CDBG-NR funds will be loans to the homeowner, forgivable after 5-8 years
- Est. 30 homes served within 30-month timeline
- Extends the impact of the Town's affordable housing funds

Parks Improvement - \$500,000

- Turnkey projects completed within 30-month timeline
- Enhance parks for over 67% who are within a mile radius of these two parks
- Provide updates to include ADA accessibility
- Provide accessible play equipment for all abilities

Administration – up to 10% of the award (\$95,000)

- Contract with Central Pines Regional Council
- Experienced in administering federal source grants, including CDBG

The Town will provide leverage funds for the project, \$50,000 (affordable housing) and \$100,000 (capital improvement funds).

¹[Orange County NC FY25-26 HOME Annual Action Plan](#)

²[Revaluations come out this week. Here's what Orange County property owners can expect. - Daily Tar Heel](#)

³[3-Affordable-Housing](#)



Agenda Item Abstract

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In Control: Town Council

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Annual Comprehensive Financial Report (ACFR) and Independent Audit for Fiscal Year Ended June 30, 2025

PURPOSE: This agenda item provides the Town Council with a presentation from Maudlin & Jenkins, PLLC the Town's independent auditor, on the Annual Comprehensive Financial Report (ACFR) for the fiscal year ending June 30, 2025.

DEPARTMENT: Finance

INFORMATION: The Town is required to produce an Annual Comprehensive Financial Report that includes financial statements that have been audited by an independent certified public accounting firm. This report must be submitted to the North Carolina Local Government Commission (LGC) for approval and presented to the Town Council. Under 20 NCAC 03.502, auditors are required to present the audited financial statements including any compliance reports to the government unit's governing body or audit committee at an official meeting in open session as soon as the audited financial statements are available but not later than 45 days after the submission of the audit report to the Secretary.

The opinion of the Independent Auditors is that the “financial statements present fairly, in all material respects, the respective financial position of the governmental activities, the business-type activities, the discretely presented component unit, each major fund, and the aggregate remaining fund information of the Town of Carrboro as of June 30, 2025, and the respective changes in financial position and cash flows, where appropriate, thereof, and the respective budgetary comparison for the General Fund for the year then ended in conformity with accounting principles generally accepted in the United States of America.”

The Carrboro Tourism Development Authority (CTDA) established by the Board in March 2013 is a public authority under the Local Government Budget and Fiscal Control Act. As such, CTDA is required to produce its own independent audited financial statements. The accounting rules, however, require that the Town show the CTDA as a “component unit” in Town financial statements.

FISCAL IMPACT: None

RECOMMENDATION: It is recommended that the Town Council accept the Annual Comprehensive Financial Report (ACFR) and audit for the fiscal year ended June 30, 2025, as presented by Maudlin & Jenkins, PLLC.