



## MEMORANDUM

OFFICE OF THE TOWN MANAGER  
Town of Chapel Hill  
405 Martin Luther King Jr. Blvd.  
Chapel Hill, NC 27514

phone (919) 968-2743 fax (919) 969-2063  
www.townofchapelhill.org

**To:** Mayor and Members of Town Council  
**From:** Roger L. Stancil, Town Manager  
**Date:** October 12, 2009  
**Subject:** Downtown

At the meeting tonight, Jim Norton of the Downtown Partnership will present a draft RFP for a Downtown Master Plan to be used as a guide to investment. Development of the Master Plan is one of the Council Goals. Several questions arose during the discussion of the Master Plan goal at the Council Retreat. I have worked with Jim Norton and Dwight Bassett to provide a brief summary of where the various issues and projects stand:

- Wallace deck and Kidzu expansion. The Council held a work session October 9 to review a proposed agreement between the Town and Kidzu. Council gave Town staff direction and a revised agreement will come to Council for consideration. The agreement allows Kidzu to build a new facility on top of the Wallace Parking deck, while allowing the Town to continue programming open space on the top of the deck.
- Homeless shelter. Council will hear a concept plan presentation at the October 19 Council meeting. The IFC will need to raise approximately \$6 million to relocate the existing shelter in 2-3 years.
- Parking Lot 2 development. Following concept discussion by Council, the Economic Development Office is revisiting the proposal from a hotel developer, looking at moving the parking off site and adding a stronger mix of uses for the site. The Economic Development Officer will update the Council in the late fall of 2009.
- University Square. UNC and its development partner, Cousins Properties from Atlanta, are beginning extensive resident input as a part of the Master Plan. The Partnership and the Economic Development Officer will collaborate to coordinate the Downtown Master Plan and the plan for University Square so they are complementary and seamless. It may make sense to have the firm selected by UNC to also work on the Downtown Master Plan.
- Police/safety/panhandling. While this problem is much improved recently from work among multiple agencies, there is still work to be done. The Partnership will be investigating creative approaches and financing to implement those approaches during the year.
- Parking. Jim Norton and I are working on a parking advisory group to work with Partnership and Town staff to become informed about current operations and consider new approaches.
- Master Plan. The partnership and the Economic Development Officer will be developing an RFP during the fall, and hope to distribute it in late fall of 2009. The

plan will emphasize selecting future investment opportunities for the Town to cause and influence future development. Such development could include, but is not limited to residential, office, retail, entertainment, and parking uses.

- Streetscape. The Council adopted the Streetscape Plan in June 2009.
- Lighting. A lighting plan was adopted by Council in June 2009, as part of the Streetscape Plan. We have completed replacement of all standard street and pedestrian level fixtures on West Franklin and will complete replacement of all custom (green colored) street and pedestrian fixtures by the end of October.
- Performing Arts. An initial street performance project was begun in August for Friday and Saturday nights. With adequate funding, we would like to expand this project to weekdays/nights.
- Engage UNC. We are working closely with Dick Mann, Linda Convissor, and Gordon Merklein. The Town Manager and Vice Chancellor Tony Waldrop have appointed an Economic Development working group to develop ways the Town and the University can work together on economic development by maximizing the resources each has to offer.
- Wayfinding. The Partnership, Convention and Visitors Bureau, and Town staff are working collaboratively on a well designed, coordinated, and attractive system of vehicular signage and pedestrian maps and signage. Parking signage is a critical component of an effective Wayfinding Plan. This is a priority for the fall of 2009.
- Neighborhood edges. The Downtown Master Plan will address the boundaries of the downtown area. The Plan may recommend that the downtown's boundaries expand along Martin Luther King Dr. to Town Hall and eventually include the UNC Hospital/Medical complex.