



ISSUES AND OPPORTUNITIES: RECREATION, PARKS, & CULTURAL RESOURCES

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1. INTRODUCTION

The Town of Carrboro recognizes the natural synergy between recreation and parks and cultural resources such as community events, the arts, and other leisure activities that enhance quality of life. For this reason, when the Recreation and Parks Department took over responsibility of the Arts Committee, the Department was renamed to be called Recreation, Parks, and Cultural Resources (RPCR) in an effort to coordinate Town activities across recreation, arts, and culture.

The RPCR Department provides a range of facilities, programs, and services to Carrboro residents. In addition to programming and maintaining ten parks and one indoor facility, the Department also plans events throughout the year ranging from classes to large community events.

This section discusses issues and opportunities related to RPCR goals and programming in the context of the Town's Comprehensive Planning process.

2. OVERVIEW & DATA TRENDS

The following sections outline the most relevant existing data and conditions that inform key issues and opportunities.

RECREATION & PARKS

CITIZEN SATISFACTION

The Carrboro RPCR manages ten total parks and operates a variety of programs. In both the 2016 and 2018 Carrboro Citizen Surveys, the Town's parks and recreation and cultural programs received "A" grades across all categories (see Table 1). Twenty percent of survey respondents indicated someone in their household had participated in a program in the past two years, with the following named most often: youth/various sports, basketball, Christmas events, July 4th, camps, events/festivals/concerts, children's events, Open Streets, Music Festival, baseball/softball, tennis, and Spanish classes.

Table 1. Citizen Survey Results – Parks & Recreation

Category	2016 Grade	2018 Grade
Cost or Amount of Fee	A	A+
Overall Experience	A	A
Ease of Registration	A	A
Instructor Quality	A-	A
Facility Quality	A	A-
Program Quality	A	A-

Source: Carrboro 2018 Biennial Survey Report¹

CARRBORO PARK FACILITIES

Carrboro's park facilities are pictured in Figures 1 through 11 and described in Table 2.

Figure 1: Park Facilities Map

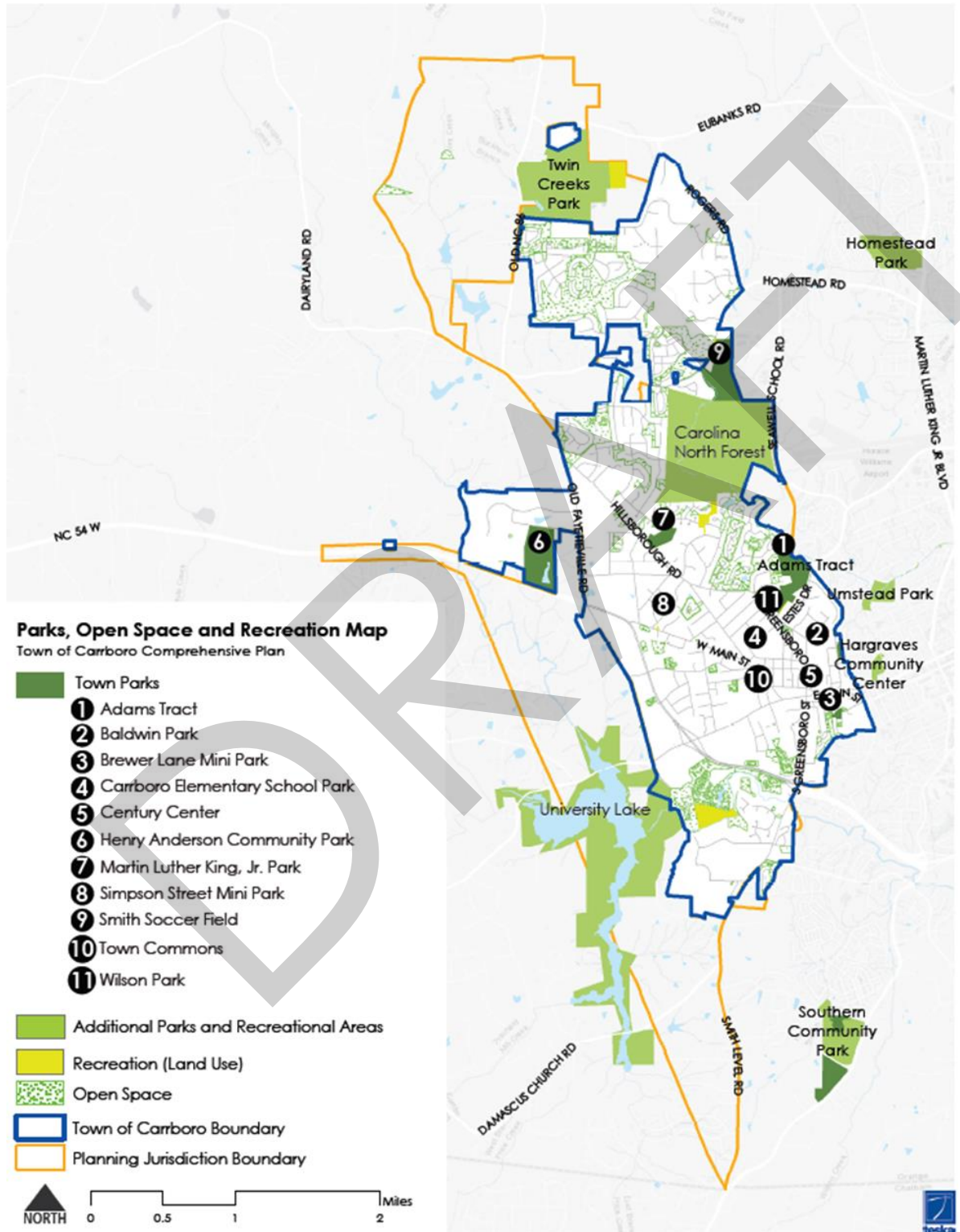


Figure 2: Adams Tract



Figure 3: Anderson Community Park



Figure 4: Baldwin Park



Figure 5: Brewer Lane Mini Park



Figure 6: Carrboro Elementary Park

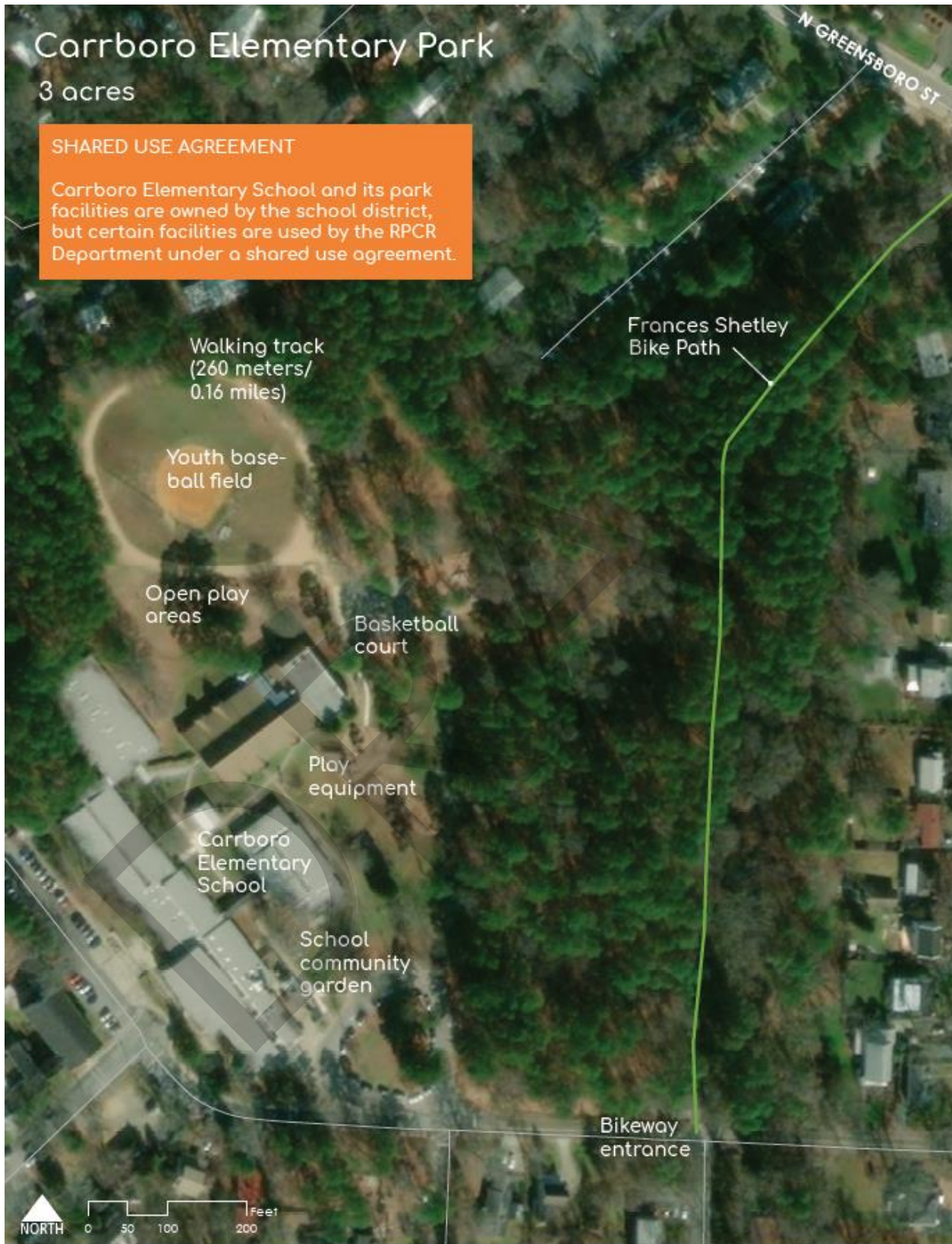


Figure 7: Martin Luther King Jr. Park



Figure 8: Simpson Street Mini Park



Figure 9: Smith Soccer Field



Figure 10: Town Commons



Figure 11: Wilson Park



Table 2: Carrboro Park Facilities

Facility	Features	Size
Adams Tract	Urban forest area for hiking, walking, and observing nature; 1.25-mile loop trail	27.3 acres
Baldwin Park	Pavilion, play equipment; basketball court, open space	2.5 acres
Brewer Lane Mini Park	Basketball court	1 acre
Carrboro Elementary School Park	Youth baseball field, basketball court, play equipment, open space	3 acres
Century Center	-Small activity rooms, fully equipped kitchen -Century Hall, handicap lift -Cybrary (5 computer stations, books, periodicals)	7,200 SF
Henry Anderson Community Park	Baseball fields, multi-purpose field (soccer, football, etc.), basketball courts, tennis courts, horseshoe pits, disc golf course, fishing pond, play equipment, fenced dog park, trail (0.5-mile), pavilion, volleyball court, open space, restrooms	55 acres
Martin Luther King, Jr. Park	Multi-purpose field, walking trail, community garden, stormwater demonstration facilities, play equipment, bicycle pump park	10.2 acres
Simpson Street Mini Park	Play equipment, picnic area	1 acre
Smith Soccer Field*	Soccer field (lighted)	2 acres
Town Commons Park	Pavilion, band stand, play equipment	1.7 acres
Wilson Park	Youth baseball field, play equipment, tennis courts, volleyball court, pavilion, restroom, Adams Tract Access	8.5 acres
Subtotal: Town Parks		112.4 acres
Additional Parks and Recreational Areas**		1212.4 acres
TOTAL PARKLAND¹		1,324 acres
<p>Notes:</p> <p>*Smith Soccer Field (3B) operates under an intergovernmental agreement with the school district in which Carrboro's RPCR Department has sole access.</p> <p>**Additional parks and recreational areas include: Carolina North (UNC), University Lake (UNC), Homestead Park (Chapel Hill), Southern Community Park (Chapel Hill), Umstead Park, and Hargraves Community Park (Chapel Hill), Twin Creeks Future Park (Orange County)</p>		

¹ According to the National Recreation and Park Association (NRPA), parkland is defined as both maintained parks and open space areas.

The most recent addition to Carrboro's inventory of park facilities is Dr. Martin Luther King, Jr. Park, which officially opened in January 2020. Recommended in the most recent Recreation and Parks Plan from 2006, planning for this park originated in 1998 when the land located at 1120 Hillsborough Road was purchased by the Town. Community input for the project was extensive, leading to a finished product that includes a wide range of active and passive features: a walking trail, a central lawn, bicycle pump tracks, a natural playground, amphitheater, water catchment system, and pollinator and community gardens.



In addition, the work of community members and groups has been directly incorporated into the park. Two murals commemorating Dr. King have been painted by four local high-school students whose submissions were selected in a local contest, and eight Dr. King quotes have been selected from community member submissions. These quotes are displayed on placards along the park's walking trail.²

Table 3 lists the range of park amenities that are available at each Carrboro facility. The righthand column, "Additional Parks and Recreational Areas" refers to nearby areas that are not under Carrboro's RPCR jurisdiction, but still accessible to Carrboro residents. These include: Homestead Park (Chapel Hill), Southern Community Park (Chapel Hill), Umstead Park, and Hargraves Community Park (Chapel Hill), and Twin Creeks Future Park (Orange County). It is important to note these nearby amenities because they factor into Carrboro's planning and future decisions about service provision. When other local facilities can extend services or amenities to Carrboro residents, this may result in a decreased need for Carrboro to provide a similar service or amenity.

Table 3: Park Amenities by Facility

Facility	Adams Tract	Anderson Park	Baldwin Park	Brewer Lane Mini Park	Carrboro Elementary	Dr. MLK Park	Simpson St Mini Park	Smith Soccer Field	Town Commons Play Area	Wilson Park	Additional Parks and Recreational Areas*
Amphitheater						X					
Baseball fields		X			X					X	X
Basketball courts		X	X	X	X						X
Community garden			X		X	X					
Disc golf course		X									
Fenced dog park		X									X
Fishing pond		X									
Grills		X			X	X				X	
Horseshoe pits		X									
Indoor Swimming Pool											X
Multi-purpose fields		X				X					X
Open space		X	X	X	X	X	X		X		
Pavilions/shelters		X	X			X			X	X	
Picnic tables		X			X	X	X			X	X
Play areas/equipment		X	X		X	X	X		X	X	X
Pump track						X					
Rest rooms		X				X			X	X	
Soccer fields								X			
Softball fields		X									X
Tennis courts		X								X	X
Track – dirt					X	X					
Trail system	X	X									X
Volleyball court		X								X	X

Note: Additional parks and recreational areas include: Carolina North (UNC), University Lake (UNC), Homestead Park (Chapel Hill), Southern Community Park (Chapel Hill), Umstead Park, and Hargraves Community Park (Chapel Hill), Twin Creeks Future Park (Orange County)



ADDITIONAL PARKS AND RECREATIONAL AREAS

The above section described the parks that are managed and maintained by Carrboro's RPCR Department. However, Carrboro residents are fortunate to also have access to additional parks and recreational areas that are not maintained by the Town but still located nearby. While these are outside of Carrboro's jurisdiction, they are important to recognize as local assets that contribute to the overall network of parks and recreation.

CAROLINA NORTH FOREST

The Carolina North Forest is 750 acres of woodlands owned by the University of North Carolina – Chapel Hill that is located in northeastern Carrboro (the Forest extends beyond Carrboro into Chapel Hill east of Seawell School Road; there are potential plans for development of a northern campus on the Chapel Hill side). This natural oasis is often cited as a primary benefit to living in Carrboro—within a 5-minute drive or 15-minute bike ride one can get from downtown Carrboro to the middle of the Forest and experience the best of urban and rural life. Carolina North Forest is home to a wealth of ecological and wildlife assets and can accommodate a range of activities,

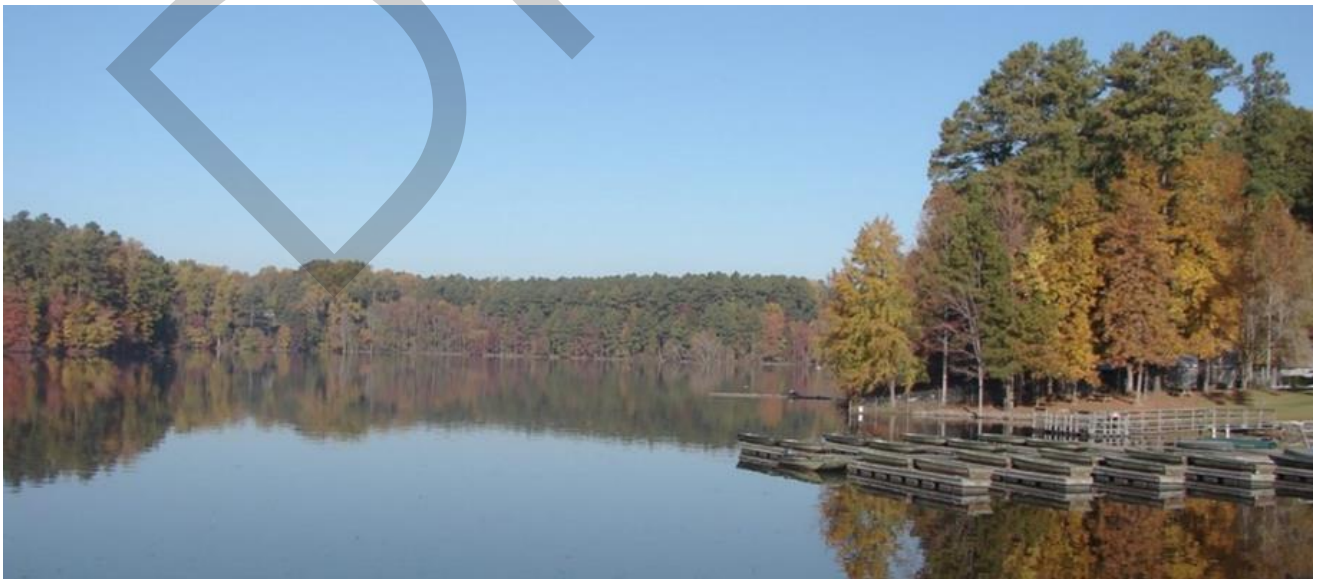
with 20+ miles of recreational trail loops.³



Carolina North Forest (Image Credit: rootsrated.com)

UNIVERSITY LAKE

Another popular attraction is University Lake, located just west of Carrboro in its Extra Territorial Jurisdiction (ETJ). The lake is owned by UNC-Chapel Hill and is part of the area's water supply network operated by OWASA. The 213-acre lake is open for public recreation including canoe and flat-bottom boats, fishing, and picnicking, and is home to trails and UNC-Chapel Hill's varsity and club rowing programs. The lake is fed by a number of tributaries including Morgan Creek, Phils Creek, Neville Creek, Price Creek and Pritchards Mill Creek.



University Lake (Image credit: greatoutdoorprovision.com)

GREENWAYS AND TRAILS

Another amenity in Carrboro is its network of greenways, bikeways, and trails. These facilities provide economic, environmental, and community health benefits, including: creating value and generating economic activity; transportation benefits; improving health through active living; clear skies, clean rivers, and protected wildlife; and protecting people and property from flood damage.⁴ Greenways are an essential component in Carrboro's overall character, linking passive recreation, transportation, and sustainability. One area that some would like to see improved, however, is better linkages and connections across different trails. The network is fragmented in some points, prohibiting the ability to easily traverse the span of this non-automobile transportation network.

Table 4 lists all trails maintained by the Town of Carrboro which are also mapped in Figure 1.

Table 4: Greenways and Trails Maintained by Town of Carrboro

Trail System	Trail Name	Surface Type	Rating	Status
Carrboro Park Trails	Adams Tract Trails	Natural	Easy	Existing Open
Carrboro Greenways	Ballentine Bike Path	Paved	Intermediate	Existing Open
Carrboro Park Trails	Bolin Creek Dr Connector	Natural	Easy	Existing Open
Carrboro Greenways	Bolin Creek Greenway	Paved	n/a	Future
Carrboro Greenways	Claremont Bike Path	Paved	Easy	Existing Open
Carrboro Greenways	Cobblestone Bike Path	Paved	Easy	Existing Open
Carrboro Greenways	Frances Shetley Bike Path	Paved	Easy	Existing Open
Carrboro Greenways	Horne Hollow Bike Path	Paved	Intermediate	Existing Open
Carrboro Greenways	Lake Hogan Farm Road Greenway	Natural	Easy	Existing Open
Carrboro Greenways	Lake Hogan Farms Bike Path	Paved	Easy	Existing Open
Carrboro Greenways	Legends Greenway	Natural	Easy	Existing Open
Carrboro Greenways	Libba Cotten Bike Path	Paved	Easy	Existing Open
Carrboro Park Trails	Pacifica Connector	Natural	Easy	Existing Open
Carrboro Greenways	PTA Bike Path	Paved	Intermediate	Existing Open
Carrboro Greenways	Roberson Place Bike Path	Paved	Intermediate	Existing Open
Carrboro Greenways	Tallyho Connection To Twin Creeks Trail	Natural	Easy	Existing Open

Trail System	Trail Name	Surface Type	Rating	Status
Carrboro Greenways	Wilson Park Bike Path	Paved	Intermediate	Existing Open
Carrboro Park Trails	Wilson Park Connector	Natural	Easy	Existing Open
Carrboro Greenways	Winmore Bike Path	Paved	Intermediate	Existing Open
TOTAL TRAIL LENGTH = 6.5 MILES				
Source: Orange County GIS Data, Retrieved July 2020 from https://www.orangecountync.gov/2057/Download-GIS-Data				

CURRENT GREENWAY PROJECTS

At the time of this report's drafting in summer 2020, there are two active greenway projects underway in Carrboro.⁵ The first is the Morgan Creek Greenway, which encompasses 9,000 feet (1.7-miles) of a multi-phase greenway project to extend along Morgan Creek from Smith Level Road to University Lake, linking residential areas, recreational destinations, and schools. The Town received construction authorization for Phase 1 in 2018.

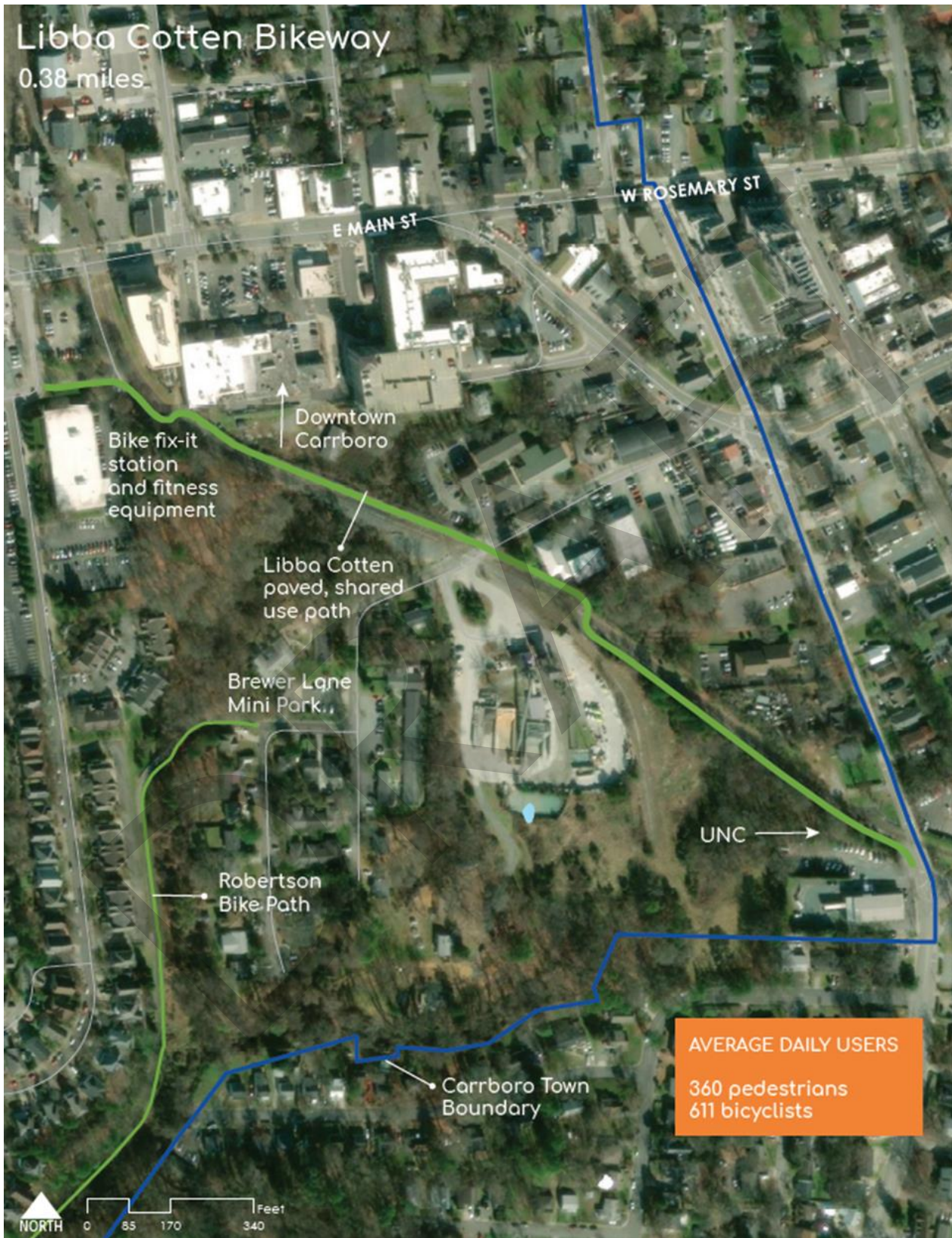
The second is the Jones Creek Greenway project, which will provide an important connection to the Twin Creeks Greenway along Jones Creek. The project will add a 10-ft. or wider shared use path for bicyclists and pedestrians that will provide walking and cycling options for the Lake Hogan Farms, Legends, Ballentine, and Fox Meadow neighborhoods to destinations such as Morris Grove Elementary and the future Twin Creeks Park. A public hearing on design took place in early summer 2020 and, at the time of this report's publication, design and environmental permitting is underway.

LIBBA COTTEN BIKEWAY

The Libba Cotten Bikeway is a 0.38 mile, 12-foot-wide, paved shared use path that extends from Roberson Street in Carrboro to the intersection of Merritt Mill Road and Cameron Avenue. It is a "rail-with-trail" as it shares a 45-foot wide active rail right-of-way with the train that brings coal to UNC's cogeneration power facility. Though the path is not necessarily scenic, it is a critical component of the area's bicycle and pedestrian infrastructure network as it provides a convenient, safe, and car-free shortcut from downtown Carrboro to the western edge of the university's campus for 360 walkers and 611 bikers each day.⁶

The entire path is a uniform width of 12 feet and offers cyclists two bidirectional lanes with an additional single lane for pedestrians traveling in both directions. The average distance of separation between the track and the path is around 12 feet.

Figure 12: Libba Cotten Bikeway



BOLIN CREEK GREENWAY

Bolin Creek runs through Carolina North Forest and was the subject of the 2009 Bolin Creek Greenway Conceptual Master Plan. The Town initiated that project to explore construction of the greenway for alternative transportation, recreation, and environmental protection and restoration through the Bolin and Jones Creek corridors. There are ongoing discussions regarding the appropriate design and implementation of the Bolin Creek Greenway Plan.

Phase 1B of the Bolin Creek Greenway is the Homestead Road-Chapel Hill High School Multi-use Path, which officially opened in Spring of 2018. This shared-use path improves bicycle and pedestrian access to Chapel Hill High School and Homestead Road and provides an off-road alternative for bicycling or walking to improve connectivity from the Claremont neighborhood to Seawell Elementary School.



Bolin Creek Phase 1B is the Homestead Road-Chapel Hill High School Multi-use Path (Image credit Town of Carrboro)

METRICS

The National Recreation and Park Association (NRPA) compiles data and insights for recreation and park agencies across the United States. Their 2020 NRPA Agency Performance Review report highlights 24 essential metrics, several of which are highlighted in Tables 5 through 10.⁷ With a 2019 population estimate of 21,190, Carrboro just barely falls into the 20,000 to 49,999 agency category based on its jurisdiction population. Therefore, two metric categories are used in the following comparison tables: jurisdictions with under 20,000 people and those with 20,000 to 49,999 people.

Table 5: General Park Facilities Comparisons

	Under 20,000	20,000 to 49,999	Carrboro
Acres of Town Parks* per 1,000 Residents	12.0	9.6	5.3
Acres of Total Parkland** per 1,000 Residents	12.0	9.6	57.2
Residents per park	1,300	1,963	2,119
Miles of Trail (maintained by Carrboro)	3.0	8.5	6.5
Miles of Trail (within Carrboro Planning Jurisdiction)	3.0	8.5	19.37
Notes:			
*Town Parks includes the ten parks managed by RPCR.			
**Total Parkland includes the following Additional Parks and Recreational Areas: Carolina North (UNC), University Lake (UNC), Homestead Park (Chapel Hill), Southern Community Park (Chapel Hill), Umstead Park, and Hargraves Community Park (Chapel Hill), Twin Creeks Future Park (Orange County)			
Source: 2020 NRPA standards			

Table 6: Outdoor Park & Recreation Facilities - Population per Facility

	Under 20,000	20,000 to 49,999	Carrboro RPCR
Playgrounds	2,523	3,157	3,027
Tot lot	6,998	10,900	21,190
Basketball courts	4,090	7,067	4,238
Outdoor tennis courts	2,922	4,347	3,532
Baseball field - youth	3,396	5,132	10,595
Baseball field – adult	7,804	17,185	5,298
Multi-purpose field	4,683	7,297	10,595
Dog park	10,000	28,132	21,190
Outdoor swimming pool	8,023	25,107	N/A
Community gardens	7,914	22,562	7,063
Soccer field – youth	3,294	4,833	21,190
Soccer field - adult	7,665	10,576	10,595
Skate park	10,118	29,421	N/A
Football field	7,500	16,971	21,190
Source: 2020 NRPA standards			
Note: While Carrboro RPCR does share facilities with local schools for certain programming, those shared facilities are not included in these metrics.			

Table 7: Indoor Park and Recreation Facilities - Population per Facility

	Under 20,000	20,000 to 49,999	Carrboro RPCR
Community center*	9,601	26,280	10,595
Senior center	12,209	32,639	N/A
Performance amphitheater	10,812	30,577	21,190
Nature center	10,816	35,854	N/A
Teen center*	13,622	28,400	21,190
Notes:			
*Forthcoming as part of the 203 Project.			
Source: 2020 NRPA standards			

Table 8: Programming Offered by Park & Recreation Agencies

	Under 20,000	20,000 to 49,999	Carrboro RPCR (Y/N)
Themed special events	80%	90%	Y
Team sports	84%	93%	Y
Social recreation events	78%	91%	Y
Fitness enhancement	70%	86%	Y
Health and wellness education	68%	83%	Y
Individual sports	65%	78%	Y
Safety training	63%	70%	Y
Aquatics	59%	69%	N
Racquet sports	58%	65%	Y
Performing arts	47%	65%	Y
Trips and tours	47%	65%	Y
Cultural crafts	46%	58%	Y
Martial arts	43%	63%	N
Visual arts	41%	55%	Y
Natural and cultural history	37%	51%	Y
Golf	25%	46%	N
Running/cycling races	27%	32%	N

Source: 2020 NRPA standards and Carrboro RPCR Fall 2020 Brochure

Note: This table only accounts for programming offered by Carrboro RPCR. While other local organizations may offer the programming mentioned here, they were not factored into this assessment.

Table 9: Park and Recreation Agency Operating Expenditures per Capita

	Under 20,000	20,000 to 49,999	Carrboro
Upper Quartile	\$200	\$168	\$123
Median	\$97	\$95	
Lower Quartile	\$56	\$55	

Notes:

*This number includes operating expenditures for Recreation, Parks, and Cultural Resources and the Public Works Landscaping Division.

Source: 2020 NRPA standards and Town of Carrboro FY 2020-21 Recommended Budget

Table 10: Five Year Capital Budget

	Under 20,000	20,000 to 49,999	Carrboro
Upper Quartile	\$2,974,750	\$9,801,718	\$2,925,250
Median	\$713,000	\$2,933,650	
Lower Quartile	\$171,563	\$1,000,000	
<i>Source: 2020 NRPA standards and Town of Carrboro Capital Improvement Plan for FY21 thru FY25</i>			
Note: This five year capital budget total includes the following selected projects from the Capital Improvement Plan for FY21 thru FY25: Morgan Creek Greenway, Jones Creek Greenway, Century Center Renovation, Anderson Park Storm Water Retrofits			

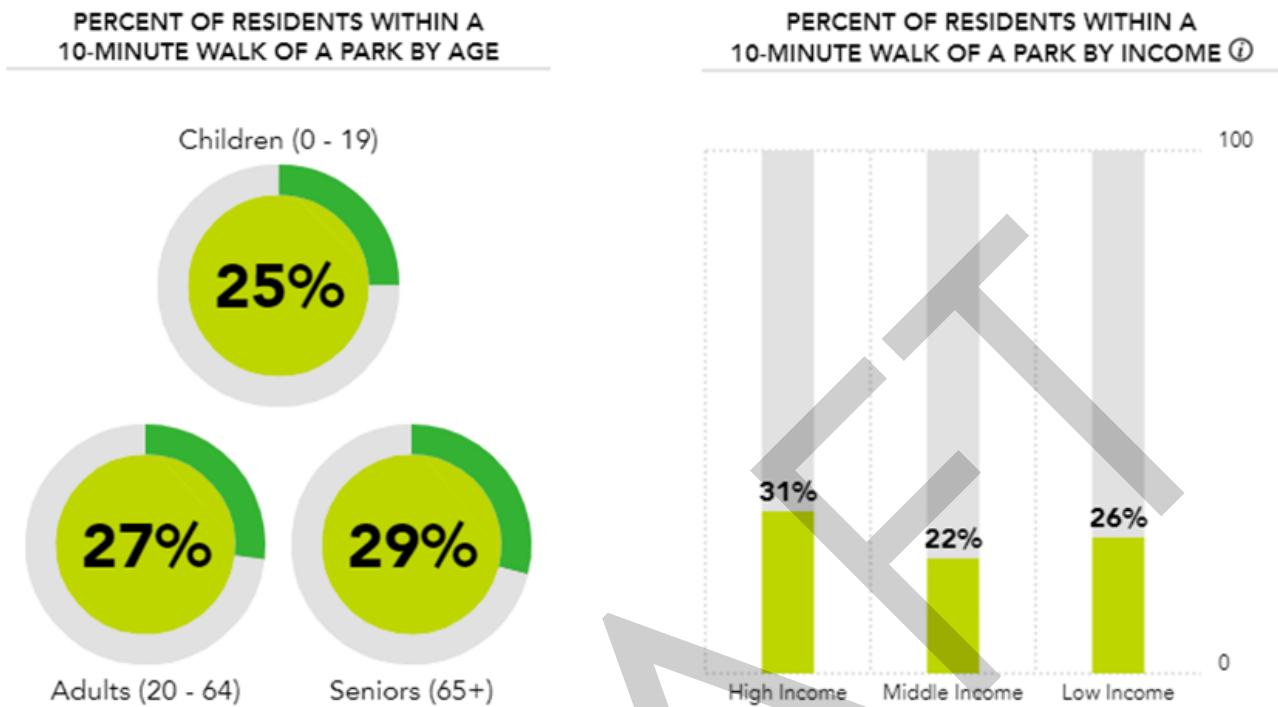
Table 11: Park & Recreation Agency Operating Expenditures per FTE

	Under 20,000	20,000 to 49,999	Carrboro
Upper Quartile	\$133,693	\$147,274	\$115,550
Median	\$95,109	\$104,318	
Lower Quartile	\$64,922	\$73,297	
Notes: *The number of Full Time Employees (FTEs) used for this calculation was 22.5, which includes the 13.5 FTEs under Recreation, Parks, and Cultural Resources and 9 FTEs assigned to the Public Works Landscaping division.			
<i>Source: 2020 NRPA standards and Town of Carrboro FY 2020-21 Recommended Budget</i>			

RECREATION AND PARKS ACCESS

According to the Trust for Public Land's ParkScore Index, 27% of Carrboro residents live within a 10-minute walk (or roughly half-mile) of a park and 3% of Carrboro's land is used for parks and recreation.⁸ Figure 2 shows that seniors (age 65 and up) and high-income residents (based on regional median income) have proportionally higher access than the population as a whole. It is important to note that this analysis only considers parks within the Town's boundary and does not include other nearby open spaces such as Carolina North Forest, Twin Creeks, and University Lake.

Figure 13: Carrboro Park Access by Age & Income from ParkServe



The 10-Minute Walk movement seeks to create a world in which 100% of people in U.S. Cities have safe access to a quality park or green space within a 10-minute walk from home by 2050. Over 100 million people across the United States do not live within a 10-minute walk of a park. A recent national survey of 1,000 people found that around two-thirds of people agree that local parks and green spaces are important in maintaining physical (68%) and mental health (65%) during COVID-19.⁹

As in many things, access to parks and open spaces often differs along the lines of race and income. A study examined recreational facilities and parks in North Carolina, New York, and Maryland and found that minority neighborhoods were significantly more likely than white neighborhoods to not have recreational facilities and low-income neighborhoods were 4.5 times more likely to not have facilities than high-income areas.¹⁰ In Carrboro specifically, all developments since 1980 have had open space requirements. As a result, these newer neighborhoods have amenities such as swimming pools, tennis courts, and “parklike” spaces which are owned and operated by homeowner’s associations (HOAs) and not accessible to the wider public. Such amenities are paid for through HOA fees and these residents still contribute to public parks through property taxes. Still, the result is that some Carrboro residents have greater access to recreational facilities.

This is an issue that will be explored further in the Comprehensive Plan. In addition to identifying where more facilities and programming might be needed, there will be a focus on the process of incorporating equity into planning for recreation and parks. This will include strategies for engaging communities of color around their specific park needs, thinking creatively about how to use resources more equitably, and connections between park access and public health.

An example from Minneapolis illustrates one way to approach these questions¹¹. Park and Recreation staff in that city underwent racial equity training followed by active outreach with neighborhood groups. Through this process, staff learned that certain minority and immigrant groups felt unwelcomed at one of the few citywide athletic facilities, citing examples of their pick-up soccer games being forced out to make way for reserved softball games. These concerns led to follow-up engagement through surveys, public meetings, pop-up events at local churches and schools, door-knocking in multiple languages, and working closely with key neighborhood leaders. Finally, a new master plan addressed area of common interest between athletic leagues and neighborhood residents, such as picnic facilities, walking paths, improved parking, and flexible field space. Carrboro may consider a similar proactive engagement approach for existing or future planned park facilities.

THE 203 PROJECT

The idea for the 203 Project originated in 2016 when the Orange County Southern Branch Library began exploring a move downtown to 203 South Greensboro Street, which was a Town-owned surface parking lot when the site was identified as a potential location for a new Southern Branch Library. Today, the library relocation has grown into a collaborative effort between Orange County, the Town of Carrboro, and local organizations to build a new 50,000 square foot, multi-use facility that provides an inclusive space for arts and a sense of community. Current plans for the space include the following tenants: Orange County Public Library, Carrboro's Recreation and Parks offices, a Teen Center, Virtual Justice Center, and local radio station WCOM.¹² The building will be constructed according to LEED certification specifications. The project is estimated to cost the Town approximately \$12 million, just under half of the \$25 million total cost of construction.

During public engagement, the following priorities were voiced for the future building:

- ACTIVE, GATHERING SPACE
- QUIET, REFLECTIVE SPACE
- OUTDOOR PROGRAMMING SPACE *Accessible Roof Terrace*
- BICYCLE PARKING *Covered Bicycle Parking*
- PROMOTE SYNERGY BETWEEN PROGRAMS
- SCALED TO CONTEXT
- MINIMIZE VISUAL IMPACT OF PARKING
- CONNECTIVITY TO CONTEXT
- SUSTAINABLE DESIGN
- ON-SITE PARKING *Paired With Off-site Parking*¹³

These priorities from local residents informed a project vision statement, some of which is featured below:

"The 203 will be the area's new hub for arts and culture—a community oasis that nourishes the mind, body and soul. As a customer focused community center, it will connect Town and County residents to resources, tools and each other in the spirit of learning, making, and expressing our individual and collective values."¹⁴



COMMUNITY EVENTS

One of Carrboro's defining features is its sense of community and appreciation for fun and gathering. The Town's signature events are described below, though it is important to keep in mind current circumstances with regard to COVID-19. Some of Carrboro's events looked different in 2020 and may need to continually adapt in the future. These themes will be explored in more detail in the Issues and Opportunities section.

CARRBORO DAY

Carrboro Day is an event that brings neighbors and friends together to celebrate unique qualities that make Carrboro special. Held annually on the first Sunday in May, the day typically includes live music, food vendors, poetry, crafts, and interactive family games. This year, due to COVID-19, the Town had to reimagine Carrboro Day and moved the event online. The Virtual Carrboro Day featured a "Virtual Spirit Week," a poetry contest, recorded video messages from the Mayor and Town Council members, and a live-streamed performance from a local music group.

CARRBORO FILM FESTIVAL

Founded in 2006 by Carrboro Arts Committee members, the Carrboro Film Festival has "an established history as a dynamic event that brings filmmakers and audiences together for a heartfelt celebration of independent cinema."¹⁵

CARRBORO MUSIC FESTIVAL

2020 marks the 23rd Anniversary of the Carrboro Music Festival. This signature event typically occurs over two days in October and showcases local performers who volunteer their time for this free

festival. The festival has attracted nearly 200 acts across 25 stages, attracting thousands of locals and visitors. This year's event will likely be restructured due to COVID-19, but volunteers and organizers remain committed to making this special event accessible to all music lovers via a new socially distant format, live streaming, and pre-recorded performances.¹⁶

CARRBORO OPEN STREETS

In 2013, the Carrboro Bicycle Coalition started the Carrboro Open Streets Event to reimagine and rethink the street and encourage community building. Each April, the community is invited to come to Weaver Street for dancing, yoga, bike riding, rock wall climbing, and other activities that typically cannot take place on a street.

JULY 4TH CELEBRATION

Carrboro's traditional July 4th celebration includes a community parade, but this year's event was a combination of virtual and socially distant activities. Town vehicles participated in a 26-mile parade route around Town, followed by a virtual gathering in which Mayor Lavelle hosted a community reading of Frederick Douglass' essay "The Meaning of the Fourth of July for the Negro." The event was capped off with a live musical performance streamed to Facebook.¹⁷

WEST END POETRY FESTIVAL

Planned by the Carrboro Poets Council and with assistance and support from the RPCR Department and the Carrboro Arts Council, the West End Poetry Festival takes place each year in October. In 2019, the festival spanned four days and includes curated poetry readings open mic time, and a poetry workshop. In the words of the Poet Laureate Fred Joiner, "...poetry can play a vital role in keeping our community vibrant."¹⁸

FARMER'S MARKET

"Locally Grown, Nationally Known" is the slogan of the Carrboro Farmers' Market which commemorated its 40th season in 2018. The Market "aims to create and sustain a vibrant and innovative market that supports our local farmers and artisans, while extending the benefits of local food to the greater community."¹⁹ Managed by the farmers and artisans themselves, all goods sold are produced within 50 miles of Carrboro by over 75 Market members. The market is located in the Carrboro Town Commons and is open Saturdays year-round and Wednesdays seasonally.

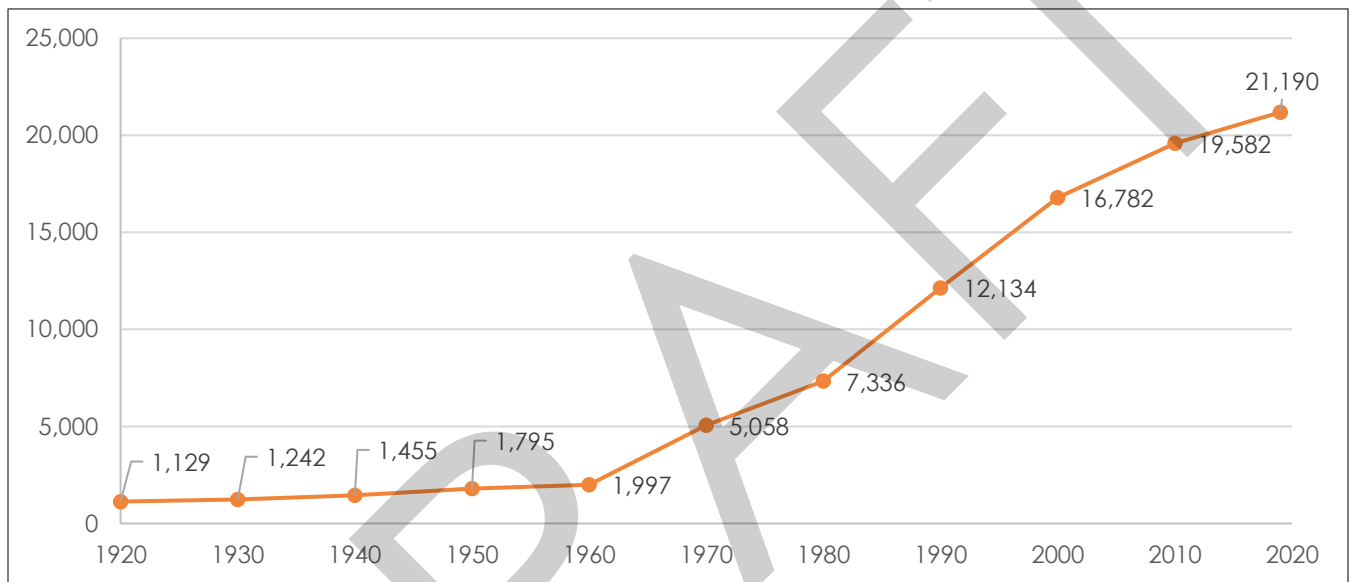
HISTORIC PRESERVATION

LOCAL HISTORY

The Town of Carrboro, originally named West End, was first settled in 1882 around a UNC railroad spur. Thomas Lloyd, a veteran of the Confederate Army, built the Alberta Cotton Mill in 1898, providing economic growth and employment for many workers and the origins of what is now Carrboro. Houses near the mill, many of which still exist today, were originally living quarters for mill workers.²⁰

In 1909 Julian Carr, also a Confederate veteran, purchase Lloyd's mill and became the major employer in town. Carr agreed to provide electricity to the community in exchange for naming the town after himself. It should also be noted that Carr was active in Jim Crow era efforts to create a system of racial segregation, and local leaders and residents today have actively explored the possibility of renaming the town or changing its namesake to reflect the Town's current progressive values. The town naturally developed around and in support of the Mill Complex, and for the first 50 years of its existence Carrboro was a small mill town with slow and steady growth. It wasn't until the late 1960s when growth from UNC-Chapel Hill and other nearby businesses led to an increase in Carrboro's population.

Figure 14: Carrboro Population Growth



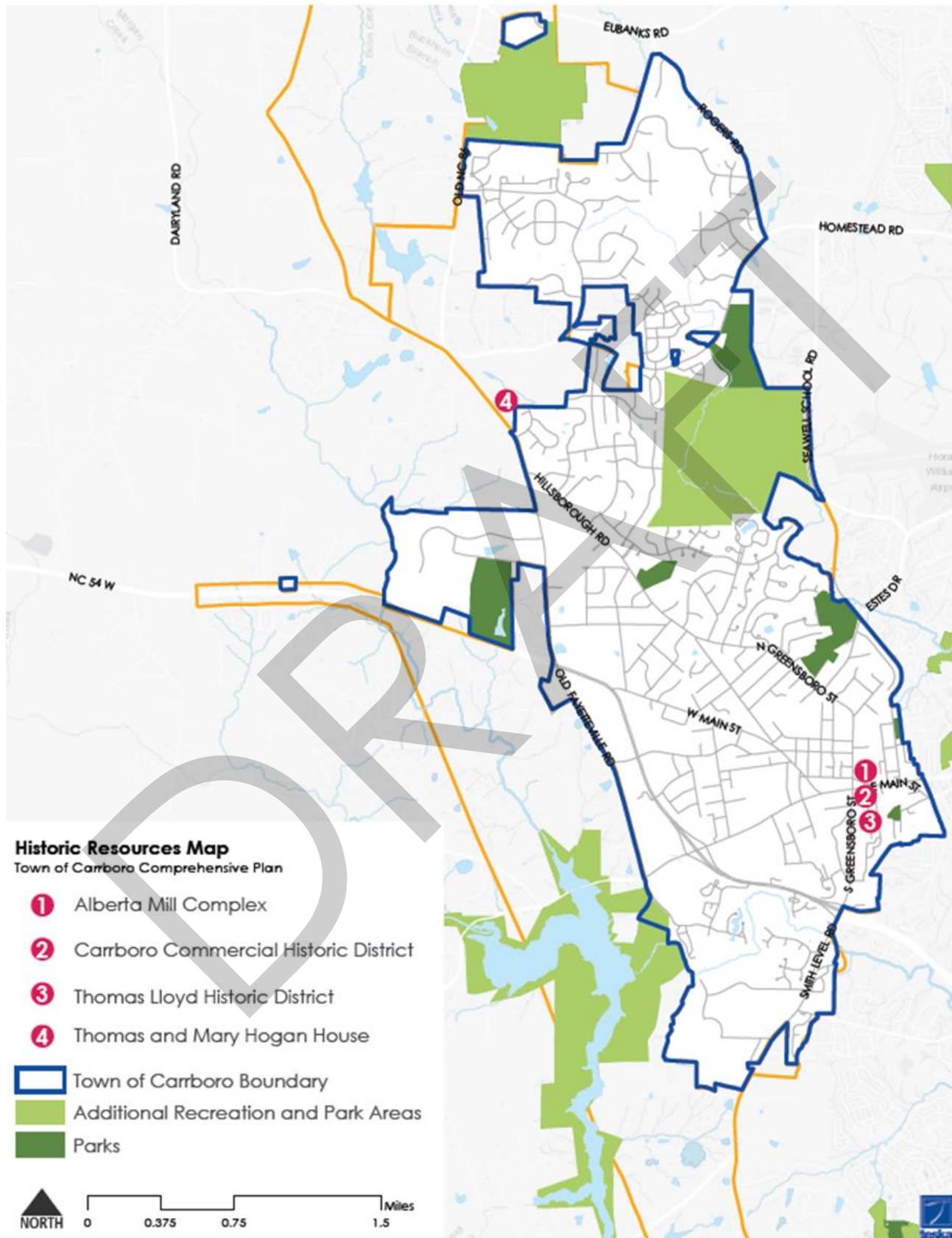
NATIONAL REGISTER OF HISTORIC PLACES

The National Register of Historic Places is administered by the National Park Service and represents the official list of cultural resources worthy of preservation. The Register plays a large role in the nation's goal of coordinating and supporting public and private efforts to identify, evaluate, and protect historic resources. Properties listed in the Register include districts, sites, buildings, structures, and objects that are significant in American history, architecture, archeology, engineering, and culture.²¹

Preserving local historic resources can help strengthen people's connections to their community's heritage and bolster community pride, provide education and cultural richness, and ensure stability when a place may be at risk of undergoing change or increased development. It is also, generally speaking, more environmentally sustainable to preserve and adaptively reuse older buildings and infrastructure than it is to build new. Finally, the preservation process can encourage residents and businesses to play an active role in defining the future of their community, while learning about the past.

Carrboro has two structures and three districts listed on the National Register of Historic Places, described below and pictured in Figure 4.

Figure 15: Map of Local Historic Resources



Alberta Mill Complex: Locally known as Carr Mill Mall, this building was originally a cotton mill built in 1898. Figure 5 shows a Sanborn map from 1915 of the mill site and surrounding buildings. These maps were originally developed to assess liability for fire insurance companies, but today serve as a source of detailed information about the historic built environment.

Operating until the late 1960s, the mill sat vacant and deteriorating for over a decade and was scheduled to be destroyed in 1974. In 1975, Frances Lloyd Shetley, a prominent Carrboro woman, and other community members intervened and appealed plans to demolish the building to make way for a new shopping mall. After two years and \$8.5 million, the restored structure reopened as Carr Mill Mall in 1977. Today, it has expanded to include Weaver Street Market and over 25 local and family-owned businesses and offices. This district also includes the Broad Street Coffee building and train station.²²



Thomas F. Lloyd Historic District: Added to the National Register in 1986, this district includes 30 one- and two-story frame houses located within the area bounded by a portion of East Carr Street on the north, Maple Avenue at the east, and the 400 block of South Greensboro Street at the south and west. Developed between 1910 and 1915, the neighborhood was developed to house textile mill workers associated with the 1910 Thomas F. Lloyd Manufacturing Company.²³ Of the 30 homes, 25 are “contributing buildings.” Contributing buildings help to comprise the characteristics that make a certain district “historic,” while non-contributing buildings are those that are built outside of that historic period but still in the general historic district area.



Carrboro Commercial Historic District: Carrboro’s central business district includes 12 “contributing buildings” that date from about 1910 to the mid-1920s. Notable buildings include the Flatiron Building, Hearn’s Grocery, a Bank and Jewelry Store, the Miles Andrews House, Western Auto Store, and the building at 118-120 East Main Street. The district was listed on the National Register in 1985.²⁴



Thomas and Mary Hogan House: Built around 1860, this farmhouse is located near the junction of Hillsborough Road (SR 1107) and Calvander Trail. It is one of the few remaining nineteenth century farmsteads left in the community.²⁵

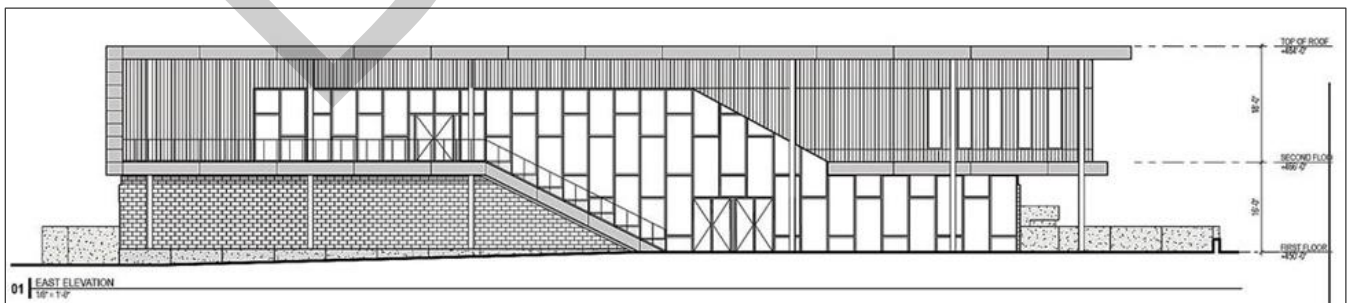


ARTS CENTER

The ArtsCenter is celebrating 48 years as an Arts Education non-profit located in downtown Carrboro. The facility occupies a former Piggly Wiggly grocery store on East Main Street and includes a 350-seat theater, classrooms, a dance studio, a 100-seat performance space, and an art gallery which accommodate their classes, performances, and art exhibits all year round. The ArtsCenter is the single largest employer of artists in Orange County, and serves more than 100,000 students and citizens throughout the area. Community outreach efforts in Carrboro include school shows, artist residency programs, and professional development for classroom teachers and teaching artists.²⁶



Plans and a capital campaign are underway for a new ArtsCenter facility to be constructed on a 1.35-acre site at 303 Jones Ferry Road. Preliminary plans for the 19,000 square foot building include preservation of at least 30% of the existing trees, a wetland and underground sand filter for stormwater runoff, and a design that takes advantage of the surrounding creek and trees.²⁷



CAT'S CRADLE

For over 40 years, the Cat's Cradle has been located in downtown Carrboro, providing an independent music venue for many of the Triangle's live performances and events. With a capacity of 750 people, the venue offers an intimate setting that features both established and up-and-coming bands.²⁸



COMMUNITY RADIO: WCOM 103.5

Broadcasting since 2004, WCOM is Carrboro and Chapel Hill's non-profit community radio station. The station offers locally produced and volunteer-driven programming and is regularly voted high in the "Best of the Triangle" annual ballots.

YOUTH COUNCIL

The Carrboro Youth Council is a service-oriented group housed under the Recreation, Parks, & Cultural Resources Department. Members are high school students dedicated to improving the community through service, town involvement, and recreational events. The president of the Youth Council serves on the Town of Carrboro Recreation Advisory Board, providing a youth voice to the Town's decision-makers.²⁹

CARRBORO'S CREATIVE BUSINESS

As part of a 2014 Capstone Report, a group of UNC students created an online map to inventory and illustrate the locations of Carrboro's creative businesses. This map can be viewed online at <https://arcg.is/1GHGOS>. The map features over 120 businesses, largely concentrated in the

downtown area under the following categories: Visual Arts and Crafts (17), Performing Arts (10), Health and Beauty (16), Healing Arts (17), Film and Media (8), Design (20), Culinary Arts (22). While this inventory may now be out of date, the map can serve as a starting point for those hoping to learn more about Carrboro's local creative industry.

TRUTH PLAQUE PROGRAM

Today, Carrboro has a reputation for its progressivism and open mindedness. This stands in contrast to the town's namesake, Julian Carr. In 2017, the Carrboro Truth Plaque Community Task Force was established to address and contextualize the true history of Carrboro.



In 2019, the first of many truth plaques was unveiled next to the main entrance of Carrboro Town Hall. It reads:

Carrboro's roots began in the late 19th century when a branch of the North Carolina Railroad extended south to the edge of Chapel Hill, and the first local textile mill opened nearby. Informally known as West End and Lloydville, the community incorporated as a town named Venable in 1911.

Two years later, the state legislature renamed the town Carrboro at the request of Julian S. Carr, a post-Civil War business leader. He was also an active and influential participant in Jim Crow era efforts to create a system of racial segregation. Although the town continues to bear his name, the values and actions of Carr do not represent Carrboro today.

In the 1970s a group of Carrboro residents joined together to change the town's power structure and advocate for a community that fully included all residents. Thanks to their commitment, today Carrboro honors its working-class roots while reaching toward the goals of social equity, environmental harmony, and fiscal responsibility.

KEY ISSUES AND OPPORTUNITIES

EQUITABLE ACCESS

As in all topics that will be explored in this Plan, future opportunities must be viewed through the lens of race, equity, and access. For recreation, parks, and cultural resources, that means that physical access (can these groups easily and safely travel to and spend time in parks?) and perceived access (are the needs and interests of these groups included in recreational and cultural programming?) are important considerations. In addition, how can arts and culture increase economic and social opportunities for different racial, ethnic and income groups? One goal may be to seek people of color as creators, not just consumers of arts and culture.

The subject of equitable physical access will be explored further during the planning process to engage the community and determine needs for additional park space, locations, facilities, and programming. While land availability and development constraints may limit opportunities to build new parks and facilities in these areas, the RPCR Department can consider creative ways to bring recreational programming to these locations, whether that is through pop-ups, temporary street closures, or partnering with schools or other organizations to share space. The same approach can be applied to arts and cultural programming. Many of the local events and programs are based downtown—while these are great assets that are technically open to all Carrboro residents, those who are not keyed into the “downtown scene” may not be aware of these opportunities, may have trouble getting downtown, or may not recognize how they can participate.

Recreation and cultural programming can also be strategically used as part of efforts towards inclusive community-building. For example, there are plans for two new facilities in Carrboro. The 203 Project (203 S. Greensboro Street) will be the future home of the Orange County Southern Branch Library, the Recreation and Parks department, WCOM Radio, and other tenants. The ArtsCenter also has plans to build and move to a new facility on Jones Ferry Road. In both of these projects, there lies a great opportunity to engage with different segments of the community and better understand their needs and desires for the new facilities.

Even if there is physical access to spaces, perceived access is just as important in helping residents feel a sense of belonging. As often discussed throughout stakeholder interviews conducted for this Plan, it is important to think about improvements through the lens of those being served; rather planning for them it is essential to plan with and alongside them. An active engagement process should seek to learn: what services do people need, how can the lines of communication be improved so that underrepresented and other groups are aware of opportunities; and how can programs best respect and feature the experiences that connect with Black, Latinx, and immigrant cultures. This kind of deep engagement can go a long way in building relationships, trust, and a sense of ownership in communities that may not be historically well-served by resources and services.

STRENGTHENING INTERCONNECTIONS

Carrboro is a town with many unique assets and great community pride. While there is much to celebrate within the Town boundary, it is also important to recognize the many linkages and interconnections that exist as a way to open up even more opportunities to Carrboro residents.

Parks, open space and greenways within Carrboro should be considered as part of a regional network of environmental resources. Planning with these linkages in mind provides several benefits to the community – from natural resource protection and stormwater management to expanding transportation access and providing recreational and cultural services to Carrboro and surrounding communities. Similarly, local arts and cultural opportunities should be considered in the context of Chapel Hill's art community and other cultural initiatives in the region.

MANAGING RESOURCES

As is true for many communities, Carrboro has limited available land, making it difficult to plan for expansion or development of new recreation and parks facilities. Despite this challenge, ideas for new programming and new approaches to serving more residents abound. For example, the RPCR Department has continually heard from the community that there is a desire for an indoor basketball court and public swimming pool (this is a long-standing sentiment in Carrboro – in 1978, a bond referendum was approved for a swimming pool but it was never constructed). However, the 2018 Citizen Satisfaction Survey revealed that 53% of respondents are willing to pay for new programs and services for Park Facilities. Other initiatives were given higher priority, such as Affordable Housing (70%), Environmental Sustainability (69%), and Human Services (67%). Opportunities that combine goals, such as the 203 Greensboro project, may appeal to a broader portion of the population.

This is a question that will be explored through the Comprehensive Plan: what should be the balance between focusing on maintaining and improving existing facilities, vs. finding creative ways to expand and create new recreation and park facilities?

Also in the realm of resource management is the subject of historic preservation. Preservation efforts in Carrboro have been received with varying levels of interest in the past, but the Comprehensive Plan presents an opportunity to restart the conversation around the Town's structures and districts that could benefit from a preservation program. The Plan can identify any at-risk sites and educate the community about the potential need for and benefits of historic preservation, such as deepening local understanding of Carrboro's history and heritage and increasing recognition of historically important places. In addition to history's role in telling the Carrboro story, successful preservation efforts can have environmental and economic benefits which will be explored through this planning process.

UNDERSTANDING COMMUNITY NEEDS

The 2006 Recreation and Parks Master Plan was the last time Carrboro undertook a planning effort centered around recreation and parks. At that time, residents surveyed reported that the top five recreational activities in Carrboro were: walking, biking, swimming, hiking, and running/jogging. As a result, the plan identified improving bike paths, trail systems, and greenways as the highest priorities. These priorities may be the same today, but the Comprehensive Plan is the perfect opportunity to check in and get a pulse on current community needs.

A primary focus in the Plan's engagement strategy is connecting with underserved segments of Carrboro's population and understanding where there are gaps in service or programming for these groups. The RPCR Department is exploring the idea of a Community Ambassador or Liaison

Program. Communication and information dissemination is recognized by RPCR as an ongoing challenge, and this program would aim to close that communication gap. Residents in a variety of neighborhoods could be enlisted to voice and advocate for the concerns and desires from their neighborhood networks. During stakeholder interviews, some expressed that in order to have sustainable and just engagement, community volunteers should be paid for their time and efforts. This idea is another question that can be raised through the planning process.

Artistic and cultural expression can also provide an excellent outlet for community members to voice their vision for Carrboro and future RPCR-related ideas. A recent example of this can be seen in the outdoor paint boards located on the front lawn of Town Hall through the month of July. These were available all month long for residents to contribute to for art therapy and expression. Expanding these kinds of opportunities opens up a creative approach to hearing from the community, and one that may capture a different audience than more conventional engagement. Through stakeholder interviews thus far, it is clear that the RPCR recognizes and is working to overcome the challenge of connecting with hard-to-reach populations, especially in light of COVID-19. Now more than ever the Department hopes to offer “something for everybody,” and wants to learn what that looks like from youth, underserved populations, and those communities that aren’t currently taking advantage of existing RPCR programs.

SERVICE PROVISION

Among other things, Carrboro is known for the high-quality services, programs, and events that the RPCR Department offers to residents. In pre-COVID times, Carrboro residents who took advantage of RPCR programs were largely satisfied, but there is a need to re-consider what future offerings will look like as the nation continues to grapple with COVID and post-COVID. Already in 2020, the RPCR Department has gotten creative with how to adapt its usual programming to the pandemic—they have hosted virtual events, activities for kids, and other educational and fun programs online. Expanding and formalizing these kinds of programs will be looked at as part of the Comprehensive Plan. Equity is important to consider in this virtual shift, given that lower income residents may not have access to WiFi or may not be tuned into traditional online communication platforms.

While some activities can pivot online, many cannot. Rethinking Carrboro’s parks and public spaces with public health as a priority is another aspect that will be examined through the Plan. As has been seen during COVID, there has been a great deal of activity outdoors – whether it is biking, walking, hiking or other outdoor activities. In planning for the long-term, how can parks, public spaces, and programming become even more relevant and used, promoting public health, education and wellness? A community that emphasizes “wellness” is one that strives for community and social cohesion and a sense of place and belonging for all residents.

Interwoven with all that the RPCR Department does is the recognition that Carrboro is a community that appreciates arts and culture. While much of this happens organically, there are potential opportunities to organize and provide more of a structure that elevates local artists. In 2014, the idea of establishing an Arts District was explored but ultimately rejected because of the conclusion that Carrboro’s art is not limited to just one area, but rather it is integral to the entire community.

The RPCR Department embraces the notion of arts and culture being mixed into everything that the Department does, but there still remains opportunities to provide a more defined structure and program to enhance this element. Existing elements that could be expanded include: the Town's Arts Committee, collaborations between local artists and schools, and partnerships with the Orange County Arts Commission and Chapel Hill's Arts & Culture Division.

CULTURAL STORY TELLING

Carrboro's Truth Plaque Task Force has initiated a process of telling Carrboro's story and revealing the truth about its origin and namesake. However, there is much more of the Carrboro story to be told, relating to both its past and present. As one stakeholder described during the outreach process, it is important that we "hold stories – the people who are invested in transformation need to be telling the story of today, not only what has happened in the past, but how we can build on foundations that are already here."³⁰

Storytelling presents an opportunity for future arts and cultural programming, and it can take many forms: the history and legacy of past Carrboro residents; historic preservation as a way to identify and preserve significant structures and spaces; and storytelling of the voices in Carrboro today, specifically those from underrepresented groups that are often left out from the dominant narrative. Through this Comprehensive Plan and in Town efforts beyond the planning process, Carrboro may consider new approaches to engaging residents and gathering individuals perspectives in order to tell the full Carrboro story.

SUMMARY OF GOALS & STRATEGIES FROM PLANS

This Comprehensive Plan provides an opportunity to re-assess and update existing documents. Listed below are the Town's existing goals and strategies that are relevant to recreation, parks, and cultural resources.

2006 PARKS AND RECREATION MASTER PLAN – ACTION PLAN

<http://www.ci.carrboro.nc.us/DocumentCenter/View/4545/Carrboro-Recreation-and-Parks---Comprehensive-Master-Plan?bidId=>

Ongoing:

- Maintain current infrastructure
- Continue to seek land acquisitions for Bolin Creek and Morgan Creek trails and natural areas.

Immediate Needs:

- Develop master plan for Adams Tract and review budgets for possible matching grant opportunities.
- Identify active sport opportunities for youth, especially girls, aged 13 - 17 years old.

- Increase offerings and programming for Latino² populations
- Add a member of the Latino community to the Recreation and Parks Commission.
- Identify recreation opportunities for the middle school-age teens.
- Continue to explore and implement joint-use opportunities and agreements with Orange County and Chapel Hill.
- Plan and implement Community Greenway Summit.
- Provide all-day summer camps.

Near-Term Needs

- Complete Construction documents for Martin Luther King, Jr. Park.
- Construct Martin Luther King, Jr. Park.
- Complete detailed design for 3-5 miles of greenway trail along Bolin Creek and/or Morgan Creek.
- Submit Adams Tract for grant funding.

Long-Term Needs

- Construct for 3-5 miles of greenway trail along Bolin Creek and/or Morgan Creek.
- Explore and/or construct facilities at Adams Tract.
- Prepare to undertake another comprehensive master plan update.

Wish List

- Identify land/locations for the downtown pool; develop master plan
- Complete detailed design and downtown pool.
- Develop master plan for Morgan Creek Community Center.
- Complete detailed design and construct Morgan Creek Community Center.

ORANGE COUNTY PARKS AND RECREATION MASTER PLAN

<https://www.orangecountync.gov/DocumentCenter/View/2070/Parks-and-Recreation-Master-Plan-PDF>

Overarching Goal: Regionally coordinated park and recreation facilities that provide healthy opportunities for recreation and exercise for all citizens of Orange County, and that preserve important cultural and natural resources

- Goal 1: Provide adequate parks and recreational facilities for all citizens within the County, regardless of age, gender, race or disability.

² “Latino” is used here because that is the term used in the 2006 Parks and Recreation Master Plan. Carrboro Connects will use the term “Latinx” moving forward.

- Goal 2: Create a partnership among regional recreational providers and facility owners/ managers including the appropriate co-location and sharing of school facilities that meets the County's recreation needs.
- Goal 3: Provide recreational facilities for public use in a manner that is multi-generational and accessible to all County citizens at both the county-wide and community level.
- Goal 4: Promote healthy lifestyles, quality of life and community building through the provision of a variety of affordable recreational facilities and choice of leisure activities, while responding to the changing needs and interests of County residents.
- Goal 5: Ensure that park and recreational facilities are environmentally responsible and are where cultural and natural resources and open space within these sites are protected.

BOLIN CREEK GREENWAY CONCEPTUAL MASTER PLAN (2009)

<https://townofcarrboro.org/739/Greenways>

- Protect and improve water quality along Bolin and Jones Creek
- Protect, conserve, and preserve wildlife habitat
- Connect surrounding land use in Carrboro by providing a non-motorized mode of transportation
- Provide safe access to Bolin and Jones Creek
- Enhance quality of life by providing a recreational facility for all citizens of Carrboro to enjoy

MORGAN CREEK GREENWAY CONCEPTUAL MASTER PLAN

<https://townofcarrboro.org/DocumentCenter/View/1405/MCFinalReport-Mar2010?bidId=>

- To determine the feasibility of a trail along Morgan Creek to provide a trail connection between University Lake Drive and Smith Level Road with a spur connection to Carrboro High School
- To determine a recommended trail alignment
- To create a phasing plan to build the most effective and cost efficient connectors earliest
- To determine a cost estimate by phases

VISION 2020

<https://townofcarrboro.org/785/Carrboro-Vision-2020>

Recreation and Parks

- Encourage and support the development of greenways and parklands dedicated to public use along streams and easements. There should be a network of connected greenways

throughout the town. These greenways should serve as nature trails, biking and walking trails, wildlife corridors. All should protect our natural environment.

- Continue to maintain existing parks and anticipate the need for more parks and recreation facilities. There should be a park or play field within walking distance of every residence in Carrboro.
- Fund and implement the Recreation and Parks Master Plan, developing a long-range financing plan to fund recreation needs. Payment-in-lieu funds, state and federal grants, and local revenue could all be considered. The town should seek to collaborate with neighboring towns, Orange County and the school board for the joint provision, purchase and operation of recreational facilities.
- Recreation programming should be expanded, with a broader range of programming for all interests and age groups (youth, adults, and seniors). Carrboro citizens express a strong desire for a town pool, an outdoor theatre/amphitheater, soccer fields, dance space, and a gymnasium. There should be music in the parks regularly, lots of activity at the Century Center, and a kids' park.
- Practice and encourage ecologically sound and sustainable maintenance of open space, including parks and greenways.

Arts and Culture

- Plan and support regular music events and festivals in our parks and the Century Center. Additionally, the town should complete the bandstand at the Town Commons for regular concerts and artistic events.
- Support a centrally located and conveniently accessible library.
- The Carrboro Century Center should be developed to its fullest potential. This facility, complementing the ArtsCenter, should become the cultural center of Carrboro, drawing people downtown, creating a sense of place, and serving all citizens.
- Support efforts to honor and celebrate the diversity of our citizenry through activities at the Century Center, and by supporting cultural centers, festivals, and musical and arts events.
- Continue to support, as well as encourage its residents to support, the ArtsCenter, which is an integral part of the town's cultural life.
- Preserve and celebrate its history through continuing installations and display and continued support of Carrboro Day.
- Support, fund and purchase public art, including sculpture and murals, and encourage public art projects like The Public Gallery of Carrboro's Art on Weaver.
- Encourage year-round use of the Town's nationally acclaimed Farmer's Market. While seasonal use will vary, the town should also encourage additional, compatible uses, such as

a regular crafts and arts market. A celebration should be developed in which art galleries, the town, and local restaurants sponsor arts-related activities on a regular basis.

CARRBORO'S ADOPTED PUBLIC ART POLICY (2018)

<https://www.teskaassociates.com/wp-content/uploads/2020/09/PublicArtPolicy.pdf>

Purpose:

The purpose of the Public Art Policy is to provide a framework for the Carrboro Arts Committee to encourage, select, and implement works of Public Art in or near municipal buildings, parks, trails, and other Town-owned land and facilities.

Guiding Principles:

- Public Art promotes a creative living environment and lifestyle.
- Public Art underscores the importance of access to art experiences for everyone.
- Public Art creates more engaging, visually rich community spaces.
- Public Art enhances the Town of Carrboro's community identity and promotes civic pride.
- Public Art attracts tourists and other visitors who patronize local businesses.
- Public Art attracts commercial investment, which provides employment opportunities.
- Public Art recognizes local artists and highlights their importance as assets to the community.

CREATIVE CARRBORO: GUIDING PRINCIPLES & RECOMMENDATIONS (2014)

<https://www.teskaassociates.com/wp-content/uploads/2020/09/CREATIVE-CARRBORO-Guiding-Principles-Recommendations.pdf>

Goals:

- Strengthen and sustain Carrboro's community-wide creative economy
- Encourage community-based creative placemaking efforts.
- Assure equitable and affordable access for the entire community to participate in Carrboro's arts programs, and, as needed, in opportunities for creative entrepreneurship.

Key Recommendations:

- Brand Carrboro as a Creative Community
- Organize and Facilitate Efforts to Support Carrboro's Arts Community and Creative Economy

- Provide Affordable Living and Working Space for Artists and Creative Enterprises
- Develop Markets for Carrboro Artists and Creative Enterprises

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- ²⁹ Town of Carrboro. (2020). Carrboro Youth Council. <https://townofcarrboro.org/491/Carrboro-Youth-Council>
- ³⁰ Shepperson, S. (2020, July 30). Quote from Task Force Stakeholder Interview.