Meeting the Need:

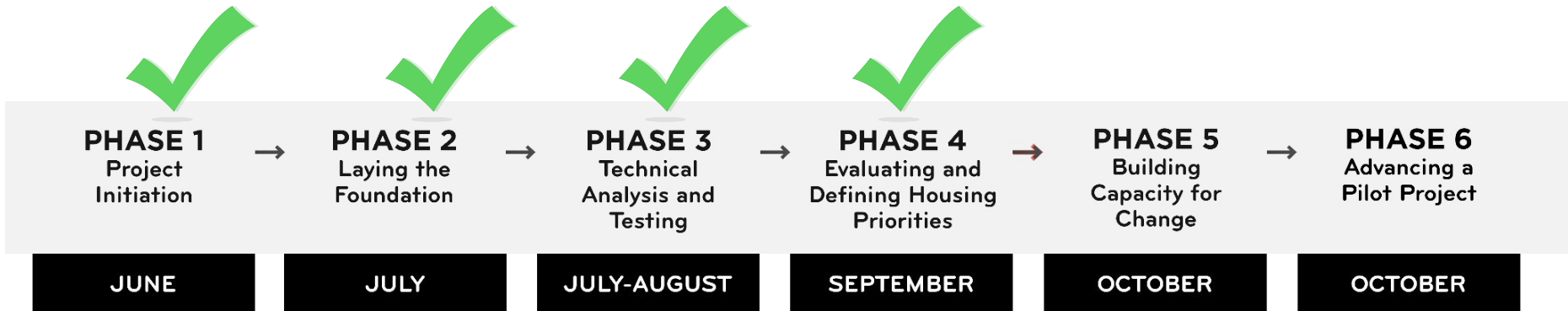## A Strategy for Where and How to Build Complete Communities

TOWN OF CHAPEL HILL
Town Council Meeting

Wednesday, September 28, 2022

The Keesmaat Group.

BUSINESS STREET

HFA HURLEY FRANKS ASSOCIATES

Six Phases over Five Months

PHASE 1
Project
Initiation

→

PHASE 2
Laying the
Foundation

→

PHASE 3
Technical
Analysis and
Testing

→

PHASE 4
Evaluating and
Defining Housing
Priorities

→

PHASE 5
Building
Capacity for
Change

→

PHASE 6
Advancing a
Pilot Project

JUNE   **JULY**   **JULY-AUGUST**   **SEPTEMBER**   **OCTOBER**   **OCTOBER**

Principles of Placemaking Elements of Complete Communities for Chapel Hill

PLACE

SOCIAL EQUITY DRIVERS
- ACTIVE TRANSPORTATION OPTIONS
- ACCESS TO PARKS AND GREEN SPACE
- NEW AFFORDABLE HOUSING MODELS
- HOUSING DIVERSITY (ADUs, LANEWAY HOMES, MULTIPLEXES) IN EXISTING NEIGHBORHOODS
- ACCESS TO HOMEOWNERSHIP FOR HISTORICALLY MARGINALIZED COMMUNITIES
- LIVE/WORK NEIGHBORHOODS

ASSETS
- YOUR STORY
- MATURE TREE CANOPY
- BUILT HERITAGE
- NATURAL LANDSCAPES, WATERWAYS, FEATURES
- CULTURAL DIVERSITY AND SKILLED/EDUCATED WORKFORCE
- OPPORTUNITY TO ADD DENSITY & CREATE CRITICAL MASS
- EXISTING GREENWAYS
- UNC PRESENCE
- WILLINGNESS TO INNOVATE

PROGRAMS & AMENITIES
- DAYCARES, SCHOOLS AND COMMUNITY CENTERS
- FOOD / MARKETS
- CULTURAL & SOCIAL EVENTS LINKED TO INDUSTRIES
- EDUCATION & TRAINING
- RESEARCH & DEVELOPMENT
- SERVICES TO SUPPORT INNOVATION & ENTREPRENEURIALISM
- LOCAL INDEPENDENT RETAILERS
- SOCIAL INNOVATION/NON-PROFIT INCUBATORS
- POLICIES TO DRIVE LIVE/WORK SPACES IN NEW HOUSING FORMS
- INDOOR AND OUTDOOR RECREATION, FITNESS AND PLAY FACILITIES

DESIGN ATTRIBUTES
- FRIENDLY TO CHILDREN AND SENIORS
- MITIGATE CLIMATE RISKS: GREEN INFRASTRUCTURE
- WALKABLE
- HUMAN-SCALE
- ORIENTED TO ACTIVE TRANSPORTATION AND TRANSIT
- IDENTIFIABLE & DISTINCT
- EVERYWHERE TO EVERYWHERE GREENWAYS
- WATERSHEDS AS PEDESTRIAN AND CYCLING CONNECTORS

Directions to deliver a Complete Community in Chapel Hill

- **Plan for the Future Strategically**
  Vision-led vs project by project planning

- **Be Green**
  As you build 500 homes per year to meet your housing needs

- **Plan for Excellence in the Public Realm, everywhere**
  Focus on city building vs building buildings

- **Design and Expand Greenways for Everyday Life**
  Everywhere to everywhere Greenways

The Capacity Analysis:

➤ **Reviewed housing needs**

➤ **Assessed current patterns of development**

➤ **Analyzed where and how new housing might be built over the next 20 years**

The analysis included:

- Detailed field surveys and map work
- Investigation of suitable best practice models of medium-density development in other cities
- Projected low, medium, and high levels of production dependent on: appropriate zoning, master planning, and capital investment by the Town

The Capacity Analysis:

11 key areas to accommodate future growth

- **Assumed protection of natural areas (not considered for development**

- **Identified watersheds**

- **Assessed the Greenway network**

- **Identified vacant and underdeveloped areas**

- **Considered a variety of densities for these areas, depending on appropriateness for the context**

- **Order-of-magnitude analysis, detailed follow-up work is required**

Capacity Analysis: Preliminary Findings

1. The **pace of development** is **not** keeping up with the demand for housing

Capacity Analysis: Preliminary Findings

1. The **pace of development** is **not** keeping up with the demand for housing
2. There are **many excellent sites** with a significant capacity to accommodate new housing

Capacity Analysis: Preliminary Findings

1. The pace of development is not keeping up with the demand for housing
2. There are many excellent sites with a significant capacity to accommodate new housing
3. There is **sufficient developable land** in Chapel Hill to meet demand

Capacity Analysis: Preliminary Findings

1. The pace of development is not keeping up with the demand for housing
2. There are many excellent sites with a significant capacity to accommodate new housing
3. There is sufficient developable land in Chapel Hill to meet demand
4. The **development planning and approvals process needs to change** to be able to meet housing demand: you are missing opportunities

Capacity Analysis: Preliminary Findings

1. The pace of development is not keeping up with the demand for housing
2. There are many excellent sites with a significant capacity to accommodate new housing
3. There is sufficient developable land in Chapel Hill to meet demand
4. The development planning and approvals process needs to change to be able to meet housing demand: you are missing opportunities
5. **Better public realm is required everywhere** to deliver on the promise of complete communities

Capacity Analysis: Preliminary Findings

1. The pace of development is not keeping up with the demand for housing
2. There are many excellent sites with a significant capacity to accommodate new housing
3. There is sufficient developable land in Chapel Hill to meet demand
4. The development planning and approvals process needs to change to be able to meet housing demand: you are missing opportunities
5. Better public realm is required everywhere to deliver on the promise of complete communities
6. New development sites and existing neighborhoods can be linked together by an active transportation network: **everywhere to everywhere greenways**

Capacity Analysis – Rod Stevens

What comes next?

Consultation

- Ongoing stakeholder interviews
- Focus Groups: 1) Environmental + Equity, 2) Developers, 3) UNC/UNC Health
- Second Community Leader Meeting to consider Pilot Projects
- Council Meeting to introduce Pilot Projects
- Council Meeting with a Recommended Pilot Project

Content Development

- Refinement of the capacity analysis based on your feedback
- Refinement of the long list of potential pilot projects
- Matrix: Pilot project evaluative criteria and short list of pilot projects
- Pilot Project Recommendation
- Supporting Analysis recommendation

Meeting the Need:

A Strategy for Where and How to Build Complete Communities

TOWN OF CHAPEL HILL
Town Council Meeting

Wednesday, September 28, 2022

The Keesmaat Group.

BUSINESS STREET

HFA HURLEY FRANKS ASSOCIATES

Pilot Project **Evaluative Criteria**

#	Criteria (weighted equally)	Description
1	Speed of Implementation	How quickly can the project be implemented? What are the barriers to implementation, and are they easily overcomable?
2	Financial Viability	What is the total cost of the project, and is there a reasonable expectation that it can be funded in the near-term? Does it require other partnerships or stakeholders to provide financial support?
3	Magnitude of Impact	What is the scale of the impact the project will deliver? Is it located on one site or multiple sites?
4	Contribution towards the Creation of Complete Communities	To what degree does the project demonstrate complete communities?
5	Scalability	Is the project (or concept) scalable across the Town?
6	Social Equity Considerations	How does the pilot address the needs of historically marginalized communities?

Long List of **Potential Pilot Project Ideas**

New Community Recreation Infrastructure

- **e.g. Splash Pad, Skateboard Park**

New active transportation connections

- **e.g. Bike lanes, greenways, approval of a municipal bond**

New Development Approval Processes

- **e.g. Expedited approvals, MOU on specific project**

Supporting Analysis that is Required
To Implement the Complete Communities Framework

#	Requirement	Opportunity/Implications
1	Protected Natural Areas Plan (including waterways and flood plains)	Development applications will be required to confirm to an existing, known, council approved Natural Areas Plan
2	Everywhere to Everywhere Greenway Plan	Need to either update the Mobility Plan or create a Greenways Plan that supersedes the Greenway Plan
3	Integrate Complete Communities Framework into the LUMO	Review is currently underway by Orion; integrate implications of the CCS into the LUMO
4	Integrate Complete Communities Framework into the FLUM	Generate alignment between the capacity analysis recommendations and the FLUM
5	Advance new affordable housing models, such as Rent-To-Own	Critical to delivering on the objective of increasing homeownership among historically marginalized populations
6	Community Infrastructure Strategic Plan	Necessary to reduce the cost of infrastructure delivery, and build trust with the development community
7	Complete Community Checklist for Development Review Process	Recommended to be brought forward to the Planning Systems Evaluation