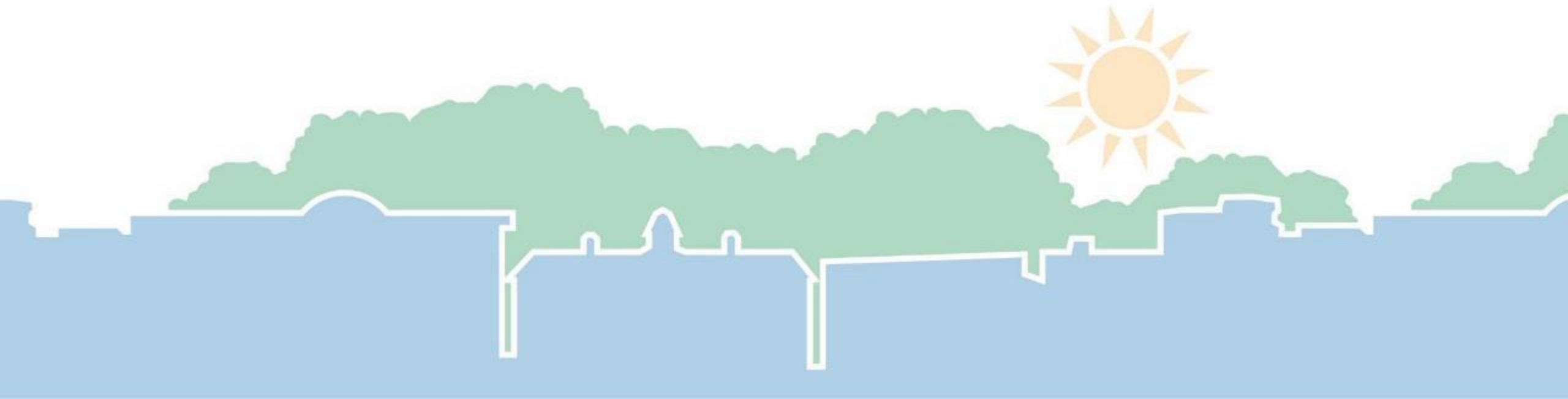


# Town Council Work Session

Transit Oriented Design (TOD) Planning &  
Unified Development Ordinance (UDO) Visioning  
Project Update

January 5, 2022





# Points for Discussion

- ❖ RFP Recap
- ❖ Team Introduction
- ❖ Equity Measures
- ❖ Integrated Approach
- ❖ Public Engagement Principles & Plan/Strategies
- ❖ Major Milestones/Schedule
- ❖ Town Council Engagement
- ❖ Questions

# Team Introduction



## ■ Town of Chapel Hill Team

- Colleen Willger -Director, Planning Department
- Brian Litchfield - Director, Transit Department
- Corey Liles- Planning Manager, Planning Department
- Matt Cecil - Transit Development Manager, Transit Department
- Diedra McEntyre – Principal Planner, Planning Department



# RFP Recap

- RFP's Received October 2021
- Consultant Interviews November 2021
- Consultant Selection November 2021
- Contract Award December 2021



# Team Introduction

Skidmore, Owings & Merrill and Sub Consultants



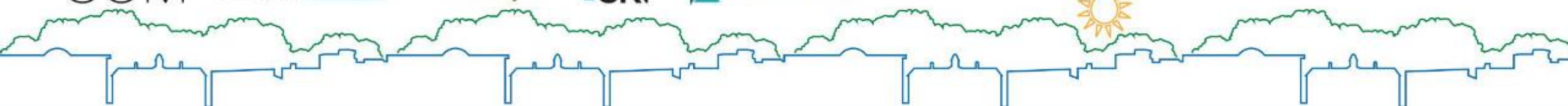
SOM

ORION  
PLANNING+DESIGN

neighboring  
concepts

SRF

SBFRIEDMAN



# Team Introduction

## SOM: 10 Principles of Sustainability + Wellbeing



### ECOLOGY

Leverage and  
Protect Nature



### ECONOMY + EQUITY

Provide Low  
Carbon Urbanism  
for All



### ENERGY + CARBON

Design and Deliver Net  
Zero Carbon Built  
Environments



### WATER

Value Every  
Drop



### RESILIENCY

Adapt for Climate Change



### LIVABILITY + WELLBEING

Design Places  
where People  
Thrive



### MOBILITY

Promote Sustainable  
Connectivity



### MATERIALS + RESOURCES

Specify Responsibly  
and Prioritize Efficiency



### WASTE

Do More with  
Less



### HERITAGE + IDENTITY

Cultivate Authentic  
Connections



# Equity Measures

- Core principle for engagement
- Embedded wherever possible in deliverables
  - Market Analysis, Accessibility
  - E-TOD Station Area + Focus Area Design:
  - Housing Strategy: Affordable and Missing Middle
  - Implementation: UDO Code
- Considers outcomes for historically disadvantaged groups



# Equity Measures – SOM Team



- *“Racial equity is vital in the planning process. We intentionally devise **practices, attitudes and cultural messages** that take into account a **neighborhood's past history and current conditions** to provide **wealth building opportunities to historically under-served groups**. We bring this all to the table to **reshape and transform communities**.”*



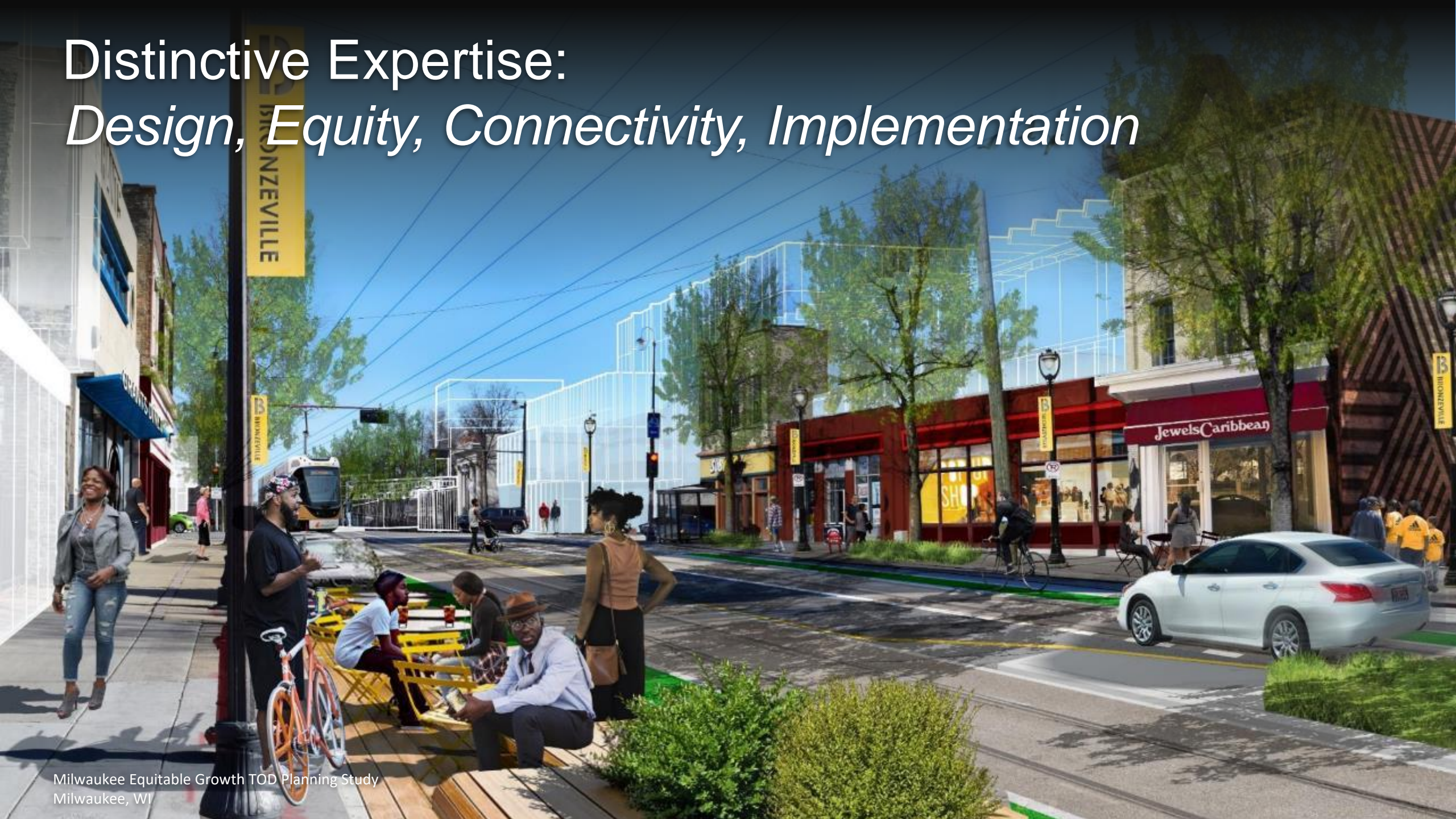


# What is Equitable TOD

- Transit that meets the needs of moderate and low income communities
- Development that meets community needs
- An engaged community process
- Addresses retail gaps, community facilities, locally relevant arts and culture
- Housing existing communities can access
- Focus on available land and likely development locations
- Sensitivity to effects on local markets



# Distinctive Expertise: *Design, Equity, Connectivity, Implementation*



# Anti-Displacement Policies and Programs



## Minimizing Displacement

Prioritizing choice means recognizing that as development occurs, policies should be crafted to minimize displacement for existing residents



## Accessing Wealth

Prioritizing equity means that policies should be designed to ensure historically disadvantaged groups are able gain access to the wealth-building opportunities



## Giving Recommendations

Recommendations were given to assist the policies developed by the city



## Setting Development Goals

Prioritizing choice and equity alongside traditional development goals while preserving neighborhood character and build community wealth

# Distinctive Expertise: *Design, Equity, Connectivity, Implementation*



Information Kiosk

New Homes, New Jobs

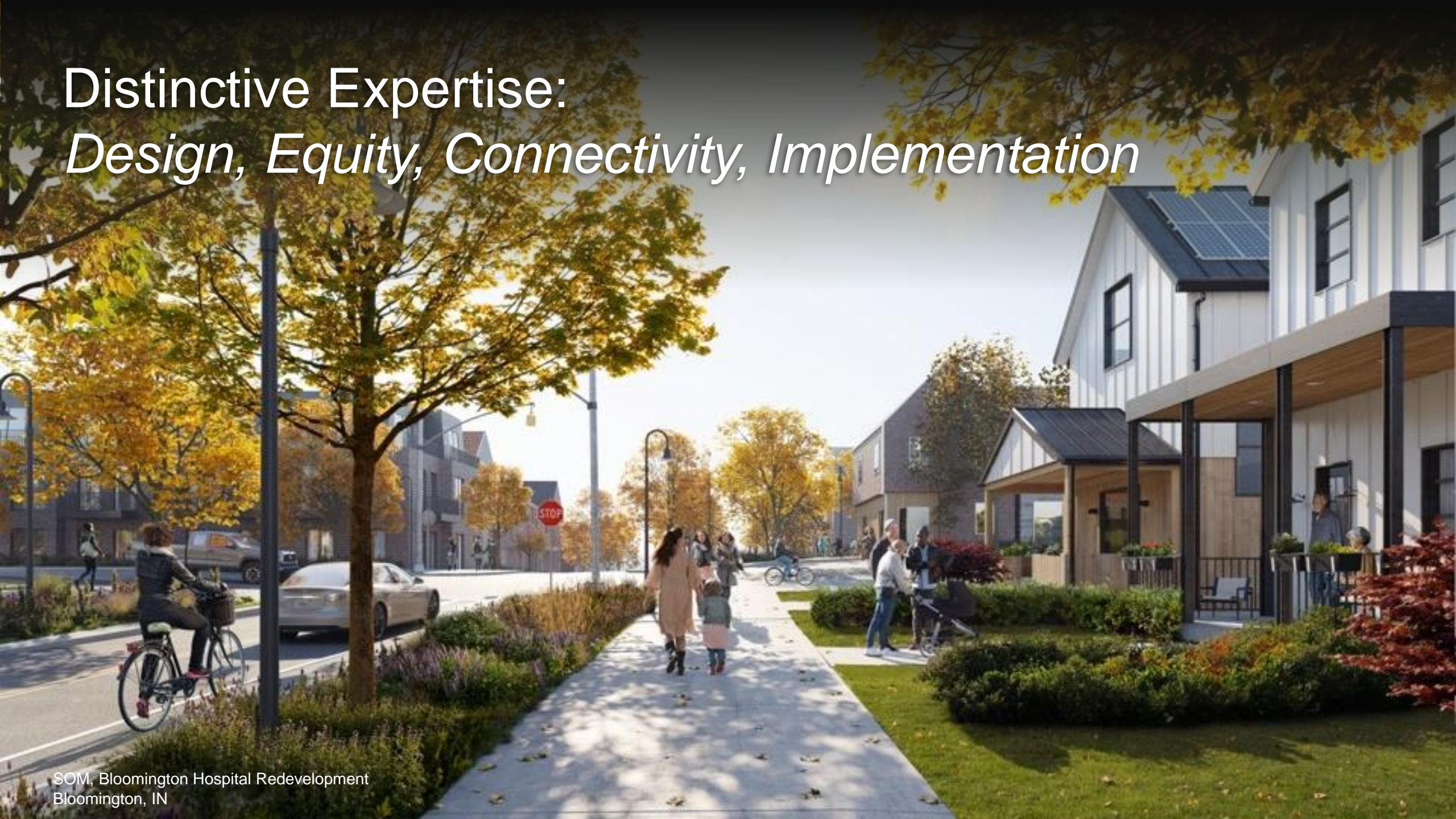
Raised Curb and Textured Warning Strip for Easy Boarding

6 Ave SW

Real-Time Arrival Information

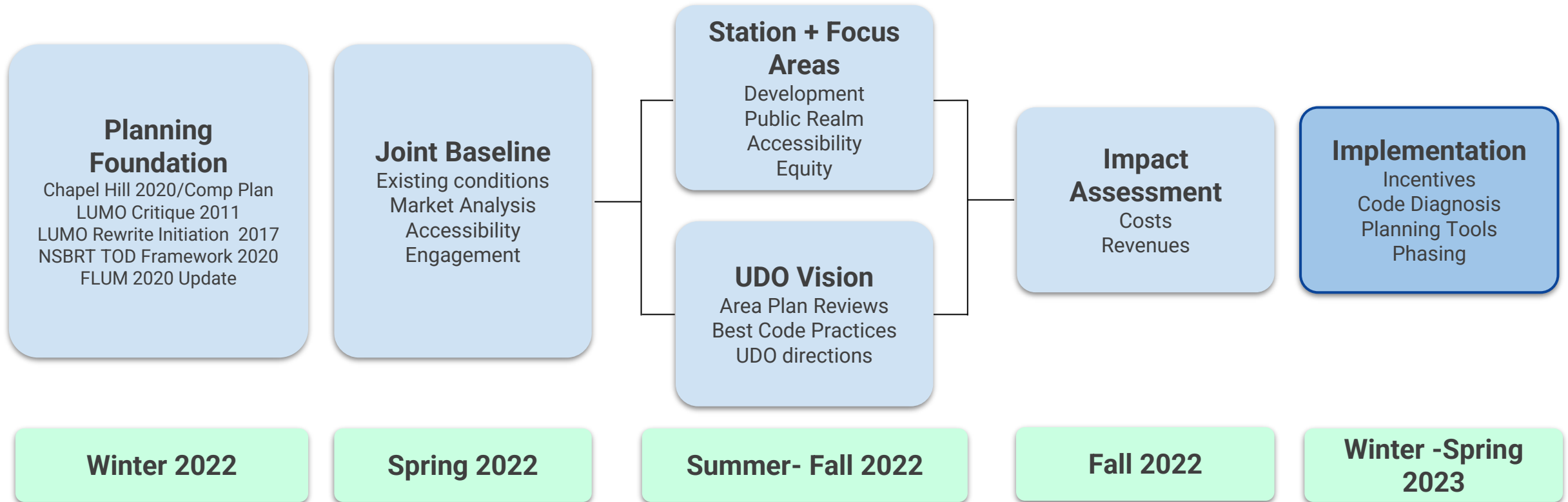
Taylor Street Mixed Income Apartment Landscapes and Stormwater Management in the Boulevard  
Chicago, IL

# Distinctive Expertise: *Design, Equity, Connectivity, Implementation*



# Integrated Approach

## TOD Planning and UDO Vision



# Public Engagement Principles

- Multiple types of events and input opportunities
- Relationship-building with under-represented groups
- *Community Connections Strategy*



# Public Engagement Plan/Strategies

- Public and Stakeholder Engagement Plan
- “In-reach” Steering Committee
- Site Tours
- One-to-One Interviews and Meetings





# Public Engagement Plan/Strategies

- Open Houses & Public Workshops
- Public Webinars



# Public Engagement Plan/Strategies

## Open House 1: Visioning

Project purpose  
Existing conditions  
Diverse, locally relevant examples  
Concepts: Station Areas, Focus Areas.

## Open House 2: Concept Plans

Vision Concept  
Refined urban design principles  
Equity objectives  
Development  
Accessibility  
Public Realm  
Draft framework plans  
Initial 3D digital modeling

## Open House 3: Station and Focus Area Plans

Urban design forms and character  
Housing affordability, anti-displacement  
Missing middle housing  
Public realm and open space  
Implementation Strategies  
Plans, diagrams  
Refined digital 3D Modeling  
Eye level visualizations

### Outcome

Increased awareness  
Vision objectives  
Area goals

### Outcome

Area directions

### Outcome

Agreed direction

April 2022

June 2022

October 2022



# Public Engagement Plan/Strategies

- Pop-Up Events
- Organization Meetings
- Project Website
- Survey Tools



# Major Milestones/Schedule



- Public Engagement Plan January 2022
- Technical Studies March 2022
- Station Area Concept Metrics November 2022
- Implementation Plan January 2023
- Final Report February 2023
- UDO Visioning Reports June 2023



# Town Council Engagement



Winter 2022

Team/Project  
Introduction

Spring 2022

Facilitated  
Conversation  
Station Area &  
Focus Area Planning

Summer- 2022

Facilitated  
Conversation  
Code Analysis:  
Existing LUMO

Winter 2023

Council Review &  
Adoption Station  
Area + Focus Area  
Specific Plans

Spring 2023

Council Review &  
Endorsement  
Code Audit



# Town Council Engagement



Winter 2022

Team/Project Introduction

Spring 2022

Facilitated Conversation  
Station Area & Focus Area Planning

**MARCH 2022**  
Work Session

- Affirm community values
- Present Public Engagement Plan

Summer- 2022

Facilitated Conversation  
Code Analysis: Existing LUMO

**JULY 2022**  
Update briefing 1

**AUGUST 2022**  
Update briefing 2

**OCTOBER 2022**  
Work Session

Winter 2023

Council Review & Adoption  
Station Area + Focus Area Specific Plans

**FEBRUARY 2023**  
Regular Meeting

Spring 2023

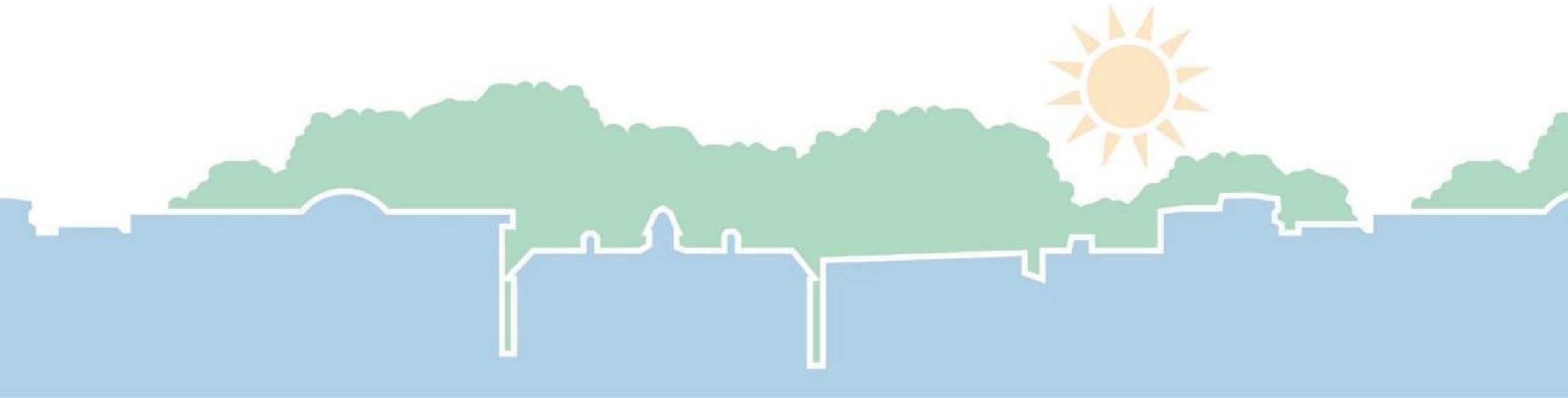
Council Review & Endorsement  
Code Audit

**JUNE 2023**  
Regular Meeting

# Town Council Work Session

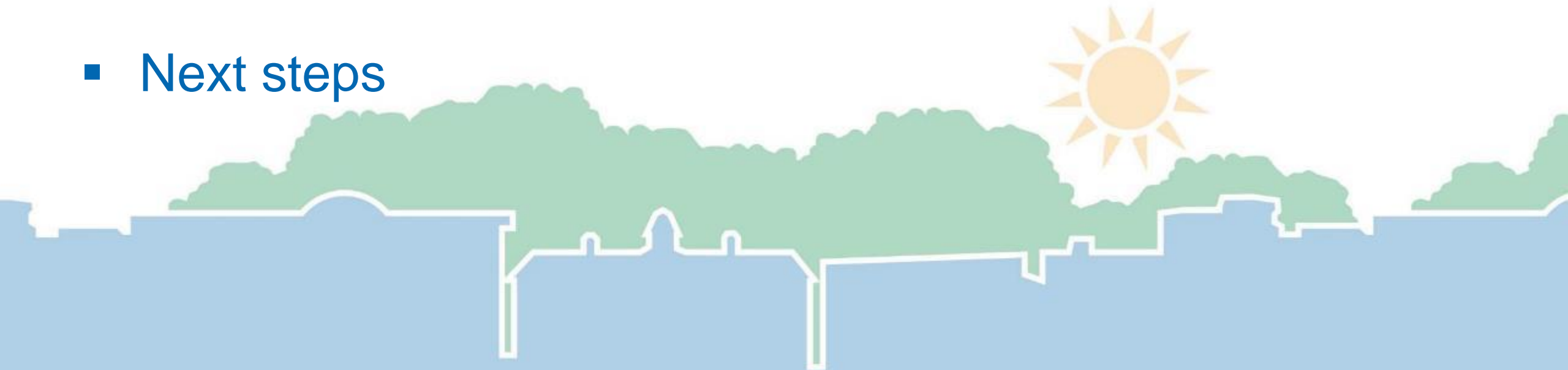
# DISCUSSION

January 5, 2022



# Discussion

- Schedule for Council engagement
- Community partners to engage
- Most important or “live” issues for Chapel Hill
- Next steps

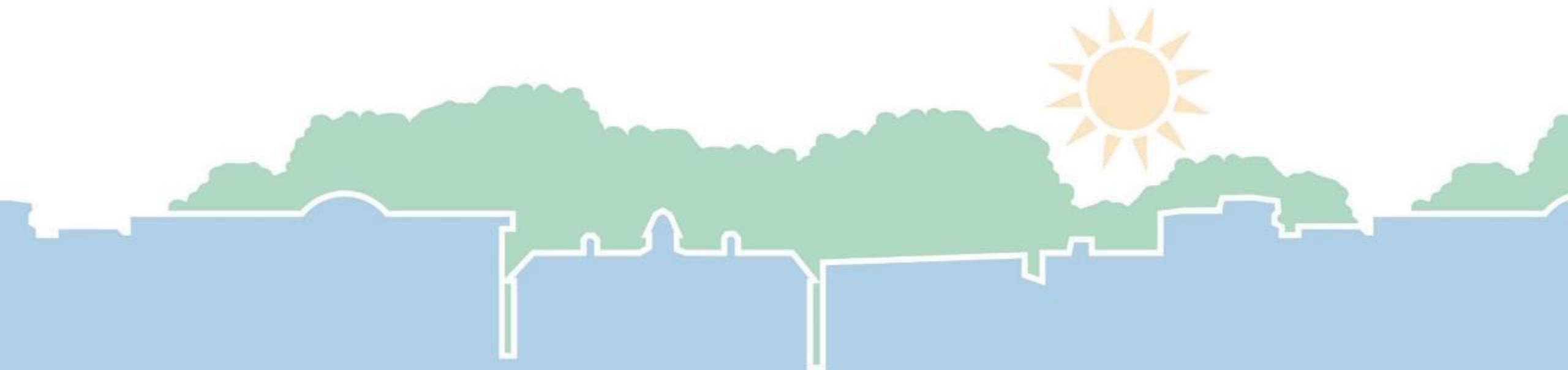




# Town Council Work Session

Transit Oriented Design (TOD) Planning &  
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Project Update: **APPENDIX**

January 5, 2022



# Project Management



- Project Kickoff
- TOD Station Area and Focus Area PM Plan
- Project Management Team Meetings
- Establish Guiding Statements as principles for decision making



# Scope of Work/Deliverables



- Project Management and Coordination with Town
- Background Review
- Public and Stakeholder Engagement
- Town Council, Committee and Board Engagement
- Existing Conditions Analysis



# Scope of Work/Deliverables

- **Technical Studies – Market Analysis**
  1. Market Analysis:
  2. Affordable Housing:
  3. Missing Middle Scan:



# Scope of Work/Deliverables



- Technical Studies – Accessibility Analysis
  1. Walk and Bike Analysis Review
  2. Audit Update
  3. Accessibility Recommendations
  4. Transit Equity Recommendations



# Scope of Work/Deliverables



## ■ TOD Station Area and Focus Area Plans

1. TOD Station Area and Focus Area Visioning: *Open House 1: Visioning – May 2022*
2. Station Area and Focus Area Concept Plans: *Open House 2: Station Area and Focus Area Plans – June/July 2022*
3. TOD Station Area and Focus Area Plans:  
*Open House 3: Draft TOD Station Area and Focus Area Plans - September 2022*

## ■ Impact Assessment

## ■ Implementation Plan

