

DRAFT

Meeting the Need:

A Strategy for Where and How to Build Complete Communities

TOWN OF CHAPEL HILL
Council Kick-off Workshop

JUNE 21, 2022



Transformative change is possible in Chapel Hill.

The Town of Chapel Hill is interested in building consensus around a new approach to housing that clarifies where and how to build to be inclusive, sustainable and an economically competitive community.

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Overview

1. Introduction
2. Project and Workshop Objectives
3. Review: Critical Components of this Work
4. Work Plan Overview
5. Workshop

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1. Project Objectives

To begin the process of building consensus about where and how to build

To determine where complete communities can be advanced, exploring trade-offs and opportunities

To identify a viable pilot project

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2. Workshop Objectives

Begin the process of building consensus about what needs to change to deliver new outcomes in Chapel Hill

Discuss why the key goals of the 2020 Comprehensive Plan were not successfully or completely accomplished

Further refine and clarify the work plan, to set it up for success

2020

CHAPEL HILL
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Big Ideas for the Future

- An emphasis on variety and ecological consciousness in transportation;
- The importance of promoting economic development and harnessing the innovative power of the University of North Carolina at Chapel Hill;
- The town's strength as a destination for cultural events, entertainment, and dining; and
- Concern about providing an improved range of housing choices for residents.

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3. Critical Components of this work

1. **Recruit community leaders** to actively engage in a dialogue about how best to grow
2. Facilitate community interest leader **Focus Groups & Council work sessions**
3. **Conduct technical analysis** of housing capacity, demand, and locations for a pilot infrastructure project
4. **Identify a pilot project** that flows from both community dialogue and technical analysis
5. **Position Council for a stake-in-the-ground vote** that moves the pilot project forward

4. (A) Pilot Project

To **demonstrate** that transformative change is possible in Chapel Hill

To **build trust** in Council's capacity to advance change

To **lay the foundation** for a Council decision

To **show** how improvements in a specific place begin to deliver on the promise of Complete Communities

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4. (B) Consultation Objectives

- To **identify community leaders** of all interests affected by housing, provide them with information about the trade-offs of different smart-growth options, and to foster genuine dialogue about how and where to grow.
- To **draw community leaders** who are passionate about advancing complete communities **into the process** for driving forward change.
- To **use their insights and understanding** to begin to generate an approach to change, and consensus for change, in Chapel Hill.
- To **build support for a pilot project** among community leaders in order to position it for council approval.

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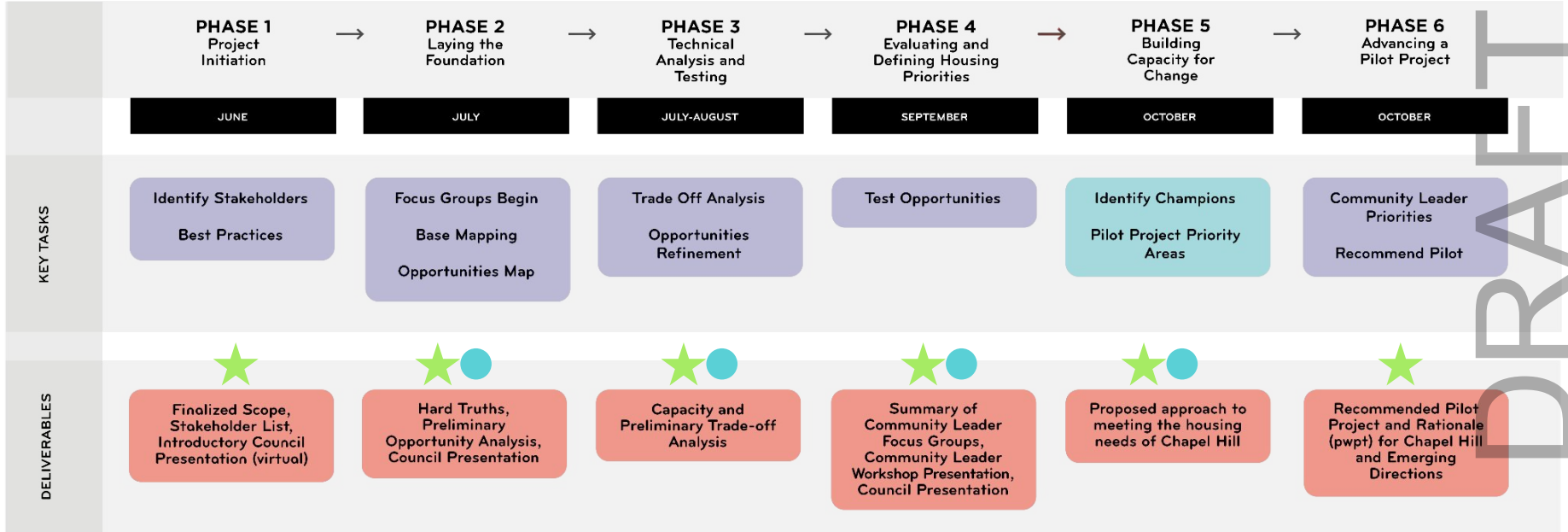
Workshop Session

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5. Work Plan Overview



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LEGEND:

- ★ Council Engagement
- Community Leader Engagement
- Deliverables

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