

Amy Harvey

From: Roger Stancil
Sent: Wednesday, June 20, 2018 12:41 PM
To: Allen Buansi; Donna Bell; Hongbin Gu; Jeanne Brown; Jess Anderson; Karen Stegman; Town Council; Michael Parker; Nancy Oates; Pam Hemminger; Rachel Schaevitz; Roger Stancil; Ross Tompkins
Cc: Loryn Clark; Ben Hitchings; Annette Rogers; Amy Harvey; Beth Vazquez; Carolyn Worsley; Catherine Lazorko; Christina Strauch; Dwight Bassett; Flo Miller; Lindsey Bineau; Mary Jane Nirdlinger; Rae Buckley; Ralph Karpinos; Ran Northam; Roger Stancil; Sabrina Oliver
Subject: Council Questions: Item 10; LUMO Rewrite

Council Question: How were the focus areas generated for this LUMO Rewrite Project?

Staff Response: *The focus areas are drawn directly from those shown in the Land Use Plan in Chapel Hill 2020. The Council Charge for the LUMO Rewrite Project calls for refining the Land Use Plan in order to limit this phase of the Project and move apace to rewriting the Land Use Management Ordinance. The Land Use Plan contains six Future Focus Areas that the Plan says include “the portions of Chapel Hill most likely to change in the future due to vacant land, underdeveloped sites, and their locations along transportation and transit corridors” and that don’t include “the predominately single-family areas and neighborhoods of Chapel Hill.”*

Since the adoption of Chapel Hill 2020, planning studies and development agreements have been completed in these Future Focus Areas. Consequently, when scoping the refinement of the Future Land Use Map, areas within these Future Focus Areas that had Development Agreements in place, such as Obey Creek, Glen Lennox, and Carolina North, were excluded from the areas to be closely studied during the refinement process. In addition, areas of Town that had many planning studies and activities completed, such as much of Downtown, were also excluded since these existing studies help form the foundation of the recommendations for the refined Future Land Use Map. Areas outside of the Future Focus Areas, identified in Chapel Hill 2020, were not identified for close study to further limit the scope of the refinement effort and to reinforce that major changes to land use are not anticipated in the Town’s “predominantly single-family areas and neighborhoods.”

Council Question: What do the colors on the map on p. 187 correspond with?

Staff Response: *The colors on the map are only to provide readability for the map. The colors do not denote anything of significance.*

Council Question: How exactly does Ms. Rogers plan to actively promote online opportunities this summer?

Staff Response: *The communication plan for the promotion of online opportunities to take place this summer includes:*

- *Promoting the availability of the online preference survey by placing door hangar advertisements in Town buses and on the doorknobs of public housing units;*
- *Sending an e-mail with a link to the survey to all participants from Charting Our Future events, as well as those that have signed up for e-mails through the Project website, members of the Town’s Affordable Housing Coalition, grantees of the Town’s Human Services Program, those who have signed up for e-mails from Chapel Hill 2020, faith community contacts, members of Town Boards and Commissions, participants in the Town’s Transportation Management Program; and graduate students at UNC enrolled in School of Government and Department of City and Regional Planning.*
- *Using the Town Social Media Avenues including boosted tweets and Facebook*
- *Including a link on Downtown Partnership e-mail updates*
- *Sharing announcements on the Town website*
- *Issuing a press release from the Town*
- *Providing announcements on the Project website*

- *Writing a column in Durham Herald Sun*
- *Utilizing Peachjar (Chapel Hill-Carrboro City Schools Digital Flyer)*
- *Sending announcements through Nextdoor (social networking service for neighborhoods in Chapel Hill)*
- *Handing out Project information at busy bus stops, recreational sporting events, Town events like Movies Under the Stars, Seymour Center, the Library, Hargraves, the Visitor's Center, etc.*
- *Holding "Office Hours" at University Place in the former Police sub-station*