

Town Council Work Session

TOD Planning + LUMO Visioning Contracted Scope of Work

April 13, 2022



Points for Discussion



- **Do we pause TOD and LUMO work?**
 - How We Got Here – Project Timeline
 - 2019 NSBRT TOD Study and LUMO Project Charter
 - Options for LUMO Rewrite
- **How do the various planning initiatives align?**
 - Combining TOD+LUMO
 - RFP Overview
 - Project Expectations, Purpose and Need
- **Where are Council decisions in the process?**
 - Process timeline and next steps

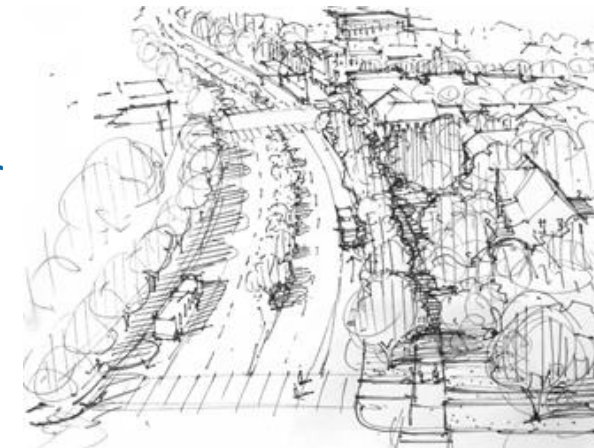
How We Got Here - Timeline



2019 NSBRT TOD Study



- Summer 2019 completed by Dover Kohl and AECOM
- \$100,000 total budget
- 2019 TOD study included a robust 3-day open house, including planning charrettes and focus groups including: Businesses, Institution and Local Government, Seniors, Developers and Property Managers, Cyclists, Pedestrians, Commuters, and Accessibility Groups. The public outreach was preceded by a kick-off work session with Chapel Hill Town Council and concluded with a Council meeting detailing the early findings.
- Based on focus group discussions we established an image set of community expectations for Stations, including future development opportunities.
- 5 corridor typologies identified
 - Central Core – Downtown, Pittsboro Street, South Columbia Street
 - Medical Center – Manning Drive
 - Neighborhood – Hillsborough Street, Northfield Drive, Homestead Road, New Stateside Drive, Culbreth Road
 - Carolina North – Estes Drive
 - Regional Crossroads – Southern Village, NC 54, Weaver Dairy Road, Eubanks P&R
- Current TOD work will build on this effort. A key design and development principle for NSBRT is that we will have a variety of stations, from smaller neighborhood stations to more complex regional stations depending on station area context.



Project Charter

Established Project:

- Goals
- Deliverables
- Timeline
- Budget

Land Use Management Ordinance Rewrite Project

Project Charter

Roles and Accountability
Enterprise Sponsor: Roger L. Stancil, Town Manager
Project Sponsors: Ben Hitchings, Director, Planning and Development Services
Rae Buckley, Director, Organizational and Strategic Initiatives
Project Manager: Alisa Duffey Rogers, Land Use Management Ordinance Rewrite Project Manager

Project Goal
The goal of the Town's Land Use Management Ordinance Rewrite Project is to improve tools for planning and managing growth and development so that the tools implement the community's vision, values and policy goals. The rewrite process will improve the Land Use Management Ordinance and associated land use tools and processes so that they are more predictable, functional and intentional.

- **Predictable:** Land use tools create predictable review processes in which participants understand their ability and scope to influence the outcome of the process.
- **Functional:** Land use tools are comprehensive, internally consistent, organized and clearly communicate rules, regulations and standards.
- **Intentional:** Land use tools implement the community's vision, values and policy goals.

Deliverables
The Land Use Management Ordinance Rewrite Project deliverables will include:

- Future Land Use Map Refinement
- Rewritten Land Use Management Ordinance
- Options for Updating the Zoning Atlas

Timeline: June 2017 to February 2021

<i>Project step</i>	<i>Start date</i>	<i>End date</i>	<i>Total time</i>
Project Initiation	June 2017	August 2017	3 months
Project Plan	June 2017	October 2017	5 months
Project Execution			
Refine future land use map	January 2018	October 2018	10 months
Rewrite land use regulations	January 2019	January 2021	24 months
Consider changes to zoning map*	January 2021	February 2021	2 months
Project Close Out			

*Timeline for rewriting land use regulations includes time for considering changes to the zoning map.

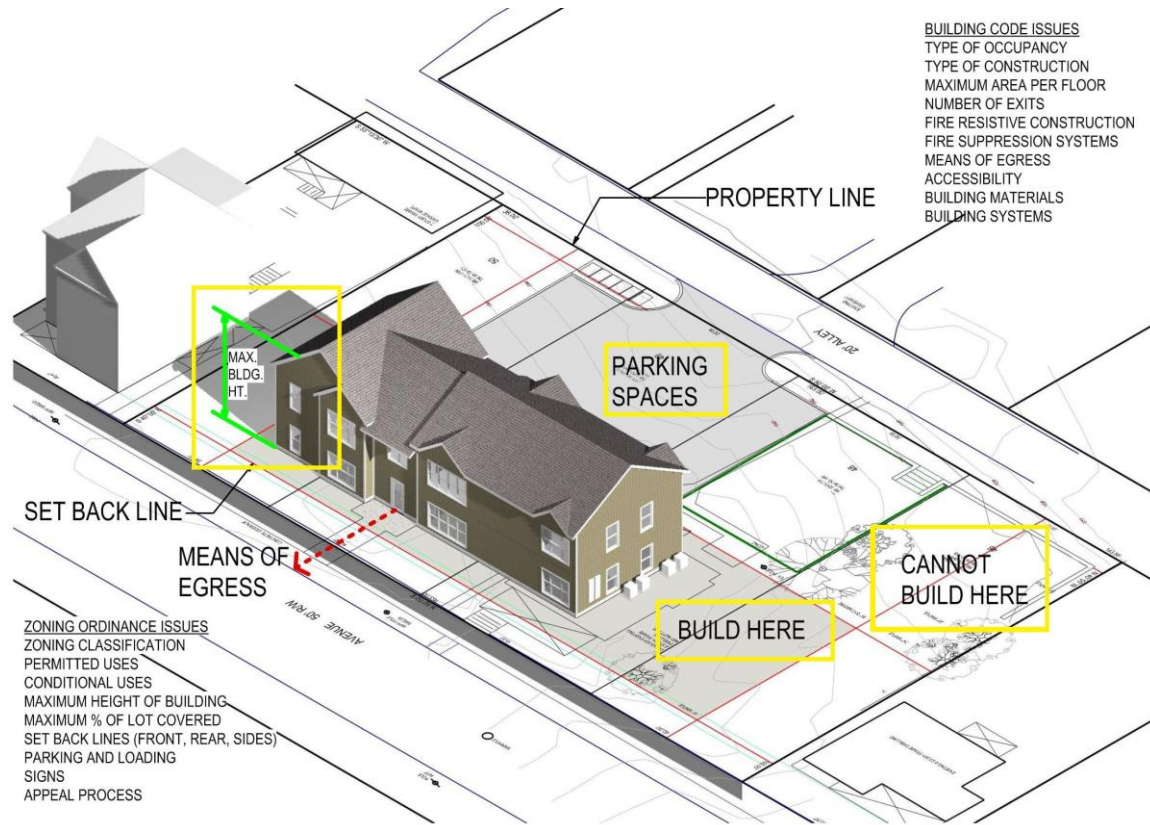
Budget

<i>Resource type</i>	<i>Estimated cost</i>
Staff, professional consulting and engagement	\$830,000

Adopted by Chapel Hill Town Council November 29, 2017

Options for Rewriting LUMO

Option 1 - Basic Analysis & Engagement



- Includes:
 - Basic analysis of the LUMO
 - Limited public engagement
 - Fewer revisions to draft text

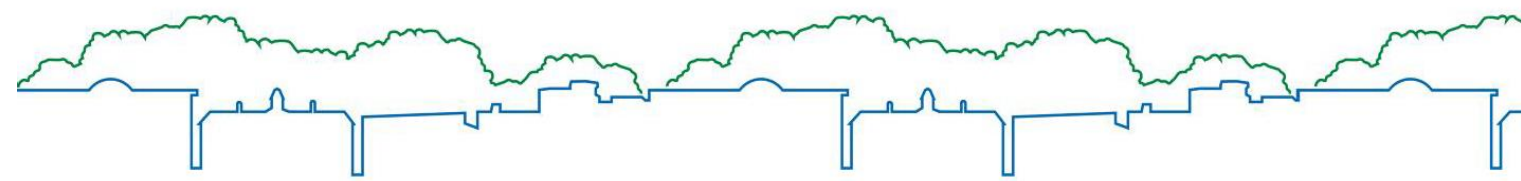
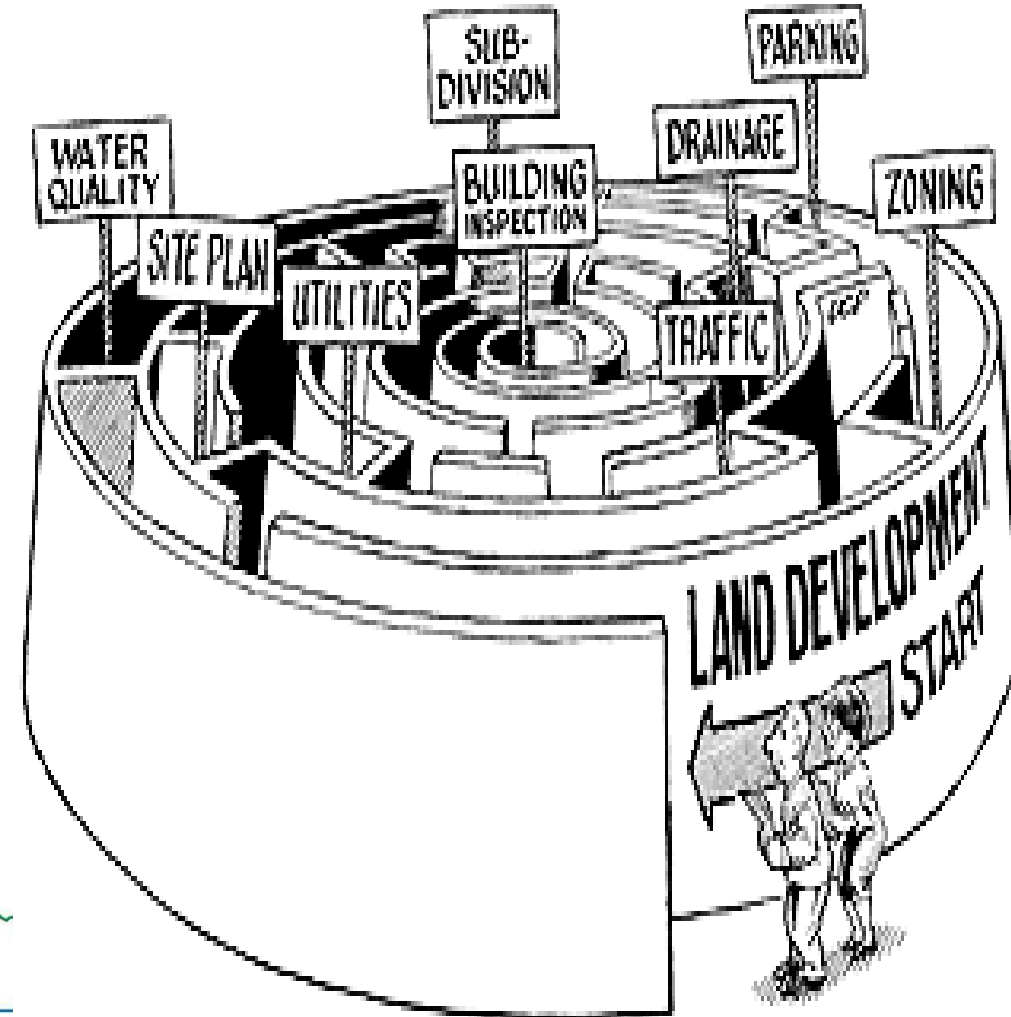
- Estimated additional \$152,000



Options for Rewriting LUMO

Option 2 - More In-depth Analysis & Engagement

- Includes:
 - In-depth analysis
 - More engagement
 - Additional opportunities for changes to draft text
- Estimated additional \$380,000



Options for Rewriting LUMO

Option 3 - Visioning & Policy Driven Option

- “Interim” step to better define a vision for the Focus Areas
- Includes evaluations designed to move forward Town goals:
 - Diverse housing options in neighborhoods
 - Zoning tools & strategies for resilient zoning options
 - Public benefits & necessary zoning incentives to facilitate such benefits
- Estimated additional \$652,000

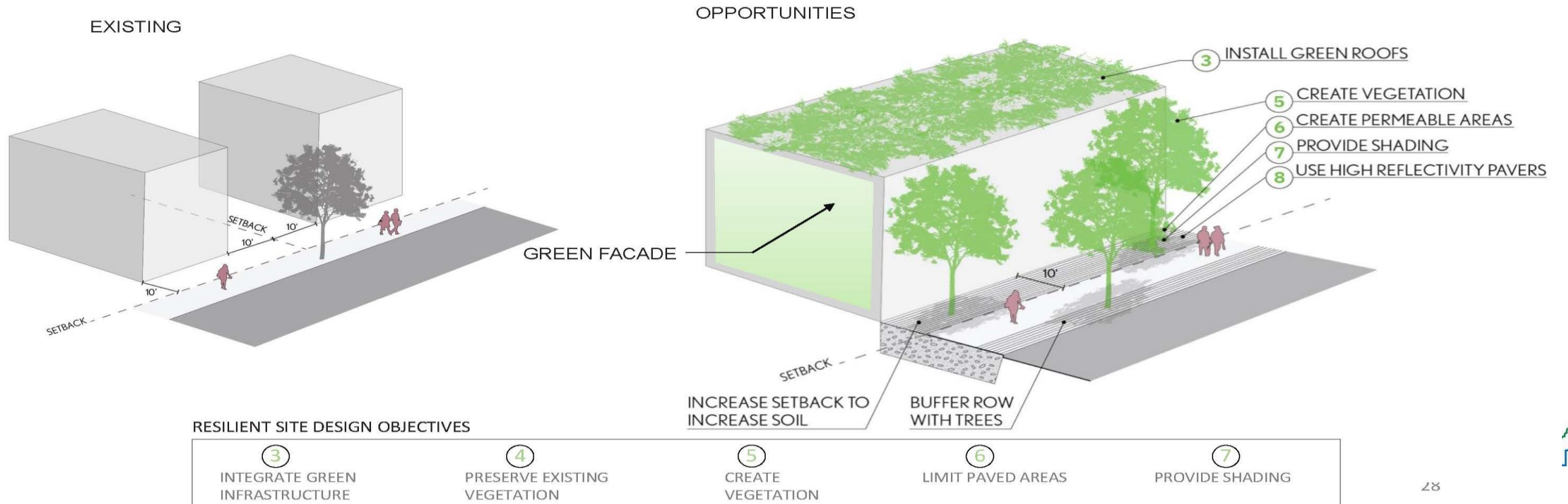


IMPROVING PLACE FROM PLANNING TO ZONING

Option 3 - Visioning & Policy Driven Option

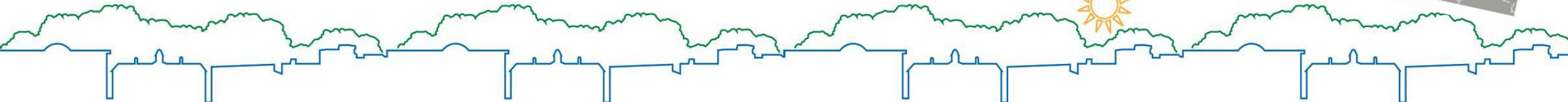
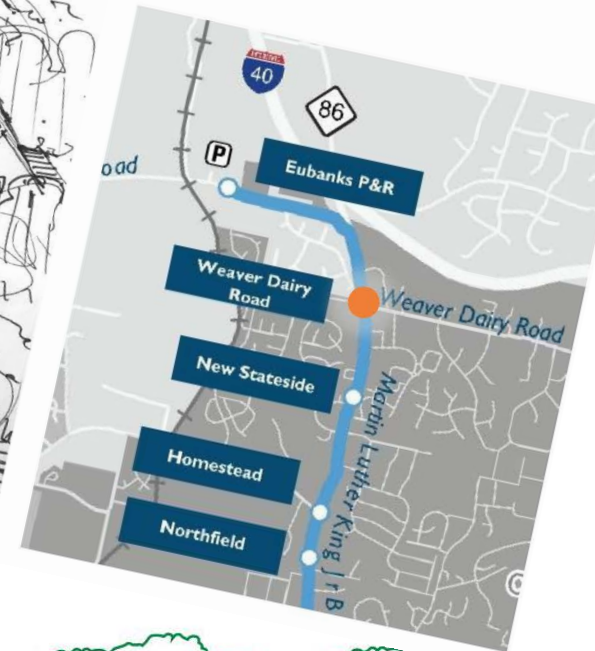
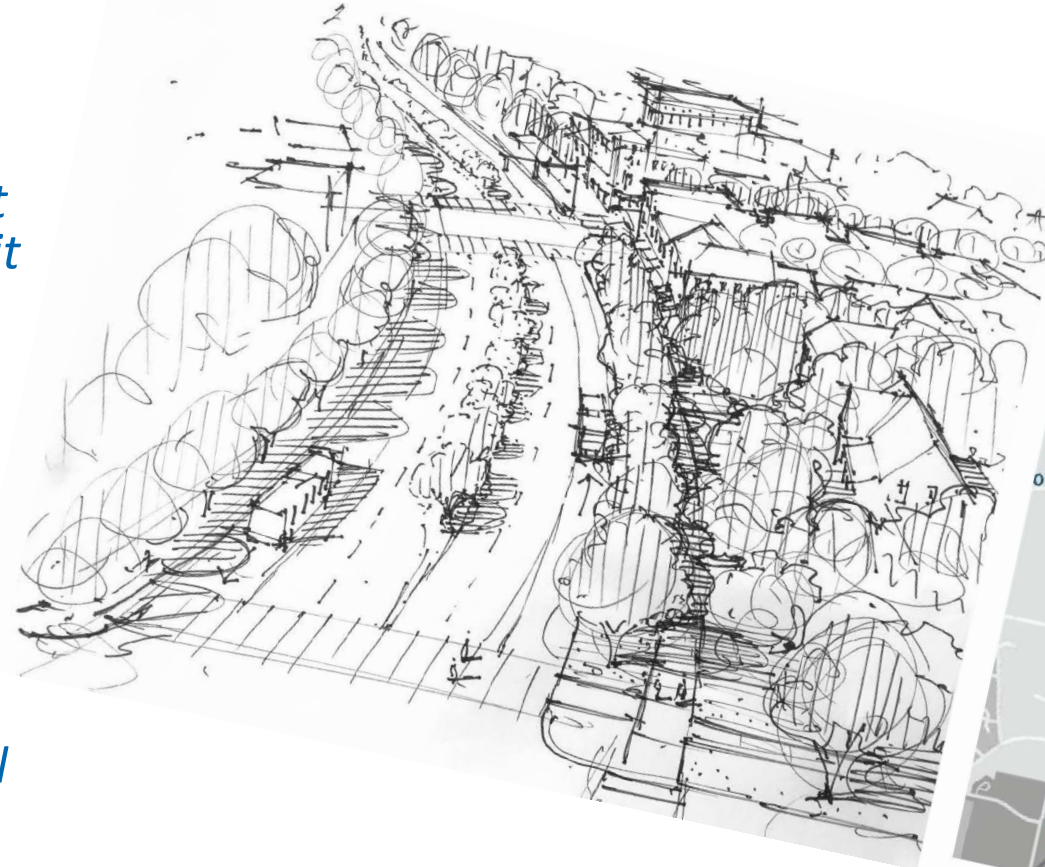
Zoning tools & strategies for resilient zoning options

Building performance standards can be integrated into the **cool factor**. Resilient building design to reduce heat island effects might include **green facades and roofs**.



Combining TOD + LUMO

- **Transit Oriented Development (TOD) Planning**
 - *Project will establish principles for development and urban design that will further support bus rapid transit in an established Bus Rapid Transit Corridor*
- **Land Use Management Ordinance (LUMO) Visioning**
 - *Project will determine a physical vision and set of community values that can be translated into new development regulations for Chapel Hill*



Overview - RFP

TOD Planning RFP

1. Introduction
2. Work Program
3. Schedule
4. Budget

UDO Visioning RFP

1. Background
2. Project Purpose and Need
3. Scope of Service
4. Deliverables
5. Draft Timetable
6. Funding

Required Skillsets

Land Use Planning
Transportation Planning
High-Quality Public Engagement
Codewriting
Equitable Development
Real Estate Economics
Urban Design
3D Rendering and Visualization

Additional Preferred Skillsets

Sustainable Design
Housing Affordability
Infrastructure/Systems Planning

Expectations for Refining the Physical Vision for the Focus Areas



**KEEP
CALM
AND
BUILD
BETTER
CITIES**

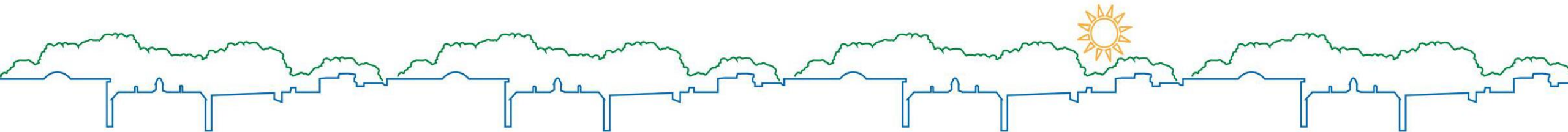
- System such as “**neighborhoods**,” districts, and/or activity nodes, to support areas that will have **differing physical character**.
- **Street sections** that encourage **walkability**, form ‘outdoor rooms’, and enhance the **public realm**.
- **Block standards** (size and shape) for walkability and placemaking.
- Principles for TOD within ½ **mile of future BRT** stations.
- Focus Area **resources**
- **Building typologies**, building **form** and architectural **character**.
Appropriate **design standards**.
- **Resulting built environment**.



Expectations for How Community Values Are Applied Outside of the Focus Areas

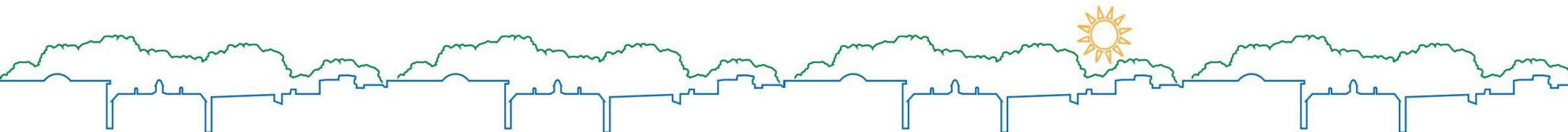
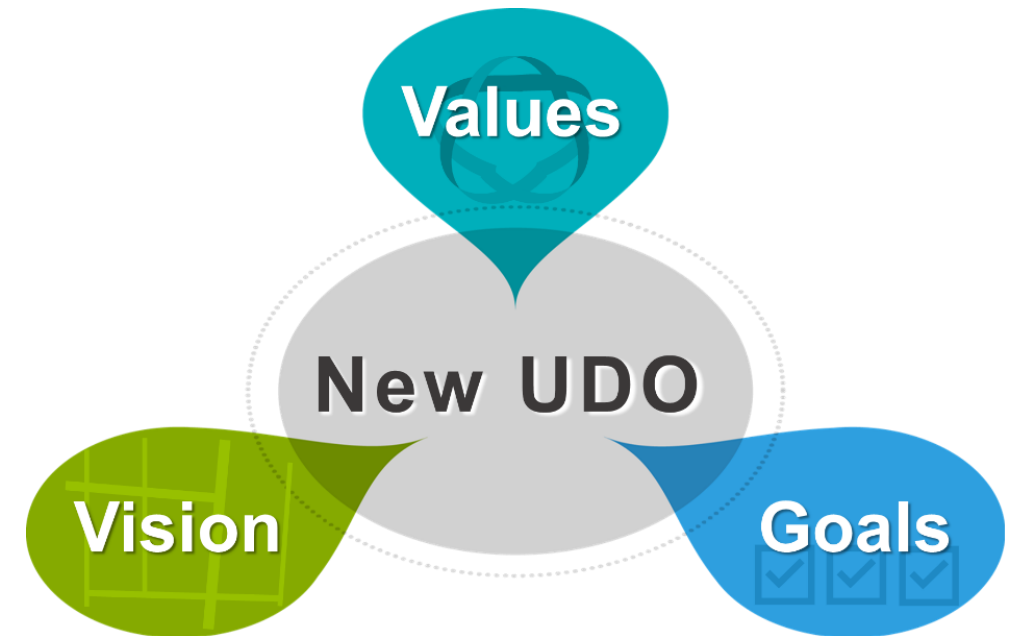


- Operationalize Guiding Statements 1 through 4 from the FLUM.
- Apply an **equity** lens
- Determine the value that “Missing Middle” **housing** or “Gentle Density” in residential neighborhoods would add to the community (accessory units, duplexes, cottage courts, etc.).
- Determine potential zoning tools that would permit and possibly incentivize **desired neighborhood enhancements**.



Project Purpose + Need

- Determine how the new Chapel Hill UDO can meet the **Project Goals** for Charting Our Future
- Refine the list of **Values** that Council seeks to incorporate into the new ordinance and identify ways to operationalize them through development regulations
- Define the community's **Physical Vision** for the building environment in the Focus Areas, expanding upon the Future Land Use Map
- Build community **buy-in** around the project recommendations, including Council endorsement



Combined Scope + Deliverables

Tasks/Deliverables	TOD	LUMO	Visioning	Assessment (to be scoped)
Project Management	X	X		
Background Review	X	X		X
Town-wide Visioning and Values	X	X	X	X
Public and Stakeholder Engagement	X	X	X	X
Town Council, Committee, and Board Engagement	X	X	X	X
Existing Conditions Analysis	X	X		
Town-wide Market Analysis	X	X	X	
Accessibility Analysis	X	X		
Town-wide Land Use Capacity Study	X	X	X	
TOD Station Area and Specific Focus Area Plans, Neighborhood Typologies	X	X		
Impact Assessment	X			
Implementation Plan	X	X	X	

Spring 2022 Launch Spring/Summer 2022 Concept Planning Summer/Fall 2022 Station + Focus Area Direction Winter 2022 Code Recommendations

Steering Committee/
Council Engagement

APRIL 13 –
Council Work
Session Project Update

MAY 4
Presentation –
Market, Housing, &
Code Analysis
Snapshot

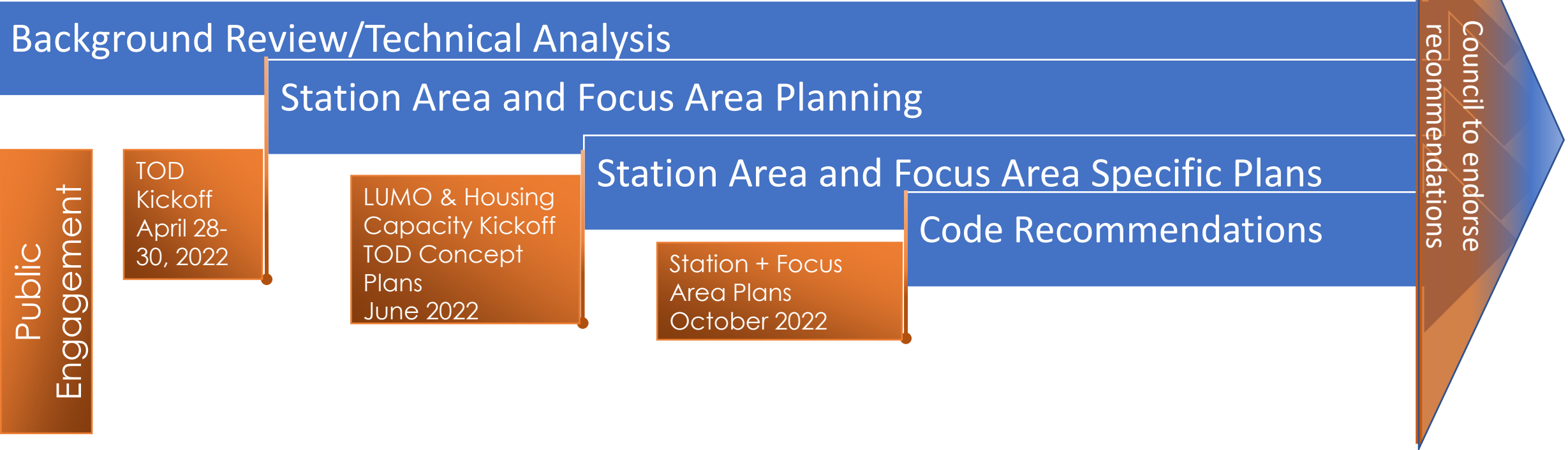
JUNE
Presentation – Joint
Baseline for Housing
Capacity Analysis

**SEPTEMBER/
OCTOBER**
Presentation - Housing
Capacity Visioning &
TOD/UDO Alignment

**NOVEMBER/
DECEMBER**
Presentation - Revised
Reports with Council
comments included

JANUARY
Presentation -
Council Review &
Adoption TOD Station +
Focus Area Specific
Plans

FEBRUARY
Presentation –
Community Values
outside of Station +
Focus Areas/Enhancing
Neighborhood
Character



Background Review/Technical Analysis

Station Area and Focus Area Planning

Station Area and Focus Area Specific Plans

Code Recommendations

Public
Engagement

TOD
Kickoff
April 28-
30, 2022

LUMO & Housing
Capacity Kickoff
TOD Concept
Plans
June 2022

Station + Focus
Area Plans
October 2022

Council to endorse
recommendations

Do we pause TOD and LUMO work?

If yes...

- Federal Grant
- Development pressure
- Legal consistency of LUMO
- Future funding opportunities and competitiveness
- BRT rating and positioning for federal money
- Business community
- Equity concerns
- Extending time for rewrite
- Increasing budget for project

If no...

- Alignment needs
- Continued coordination
- Joint baseline and analysis



Public Engagement

Shaping Our Future — A Transportation and Land Use Initiative



Accessibility Audit

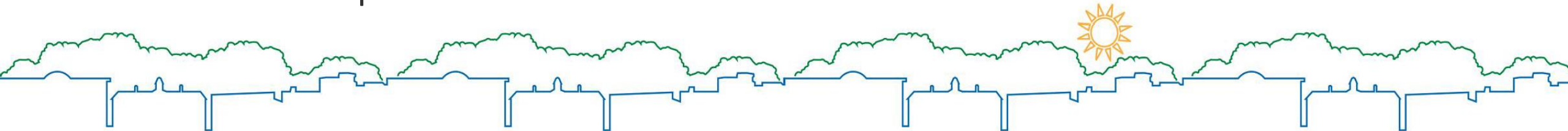
April 14-16, 2022

- Document existing conditions from field observations
- Mapping for each station area

Transit Oriented Development Kick-Off Workshops

April 28-30, 2022

- First round of public workshops
- Summarize the purpose of the project and existing conditions
- Present diverse and locally relevant examples of transit-oriented development
- Share concepts relevant to the Station Areas and Focus Areas.



Alternate(s)

1. Detailed look into **Green Infrastructure** and incorporation of Low Impact Development into local codes.
2. **Expedite** Project and Deliverables
3. Unit Price for **Additional Meetings** with Town Council/Commissions
4. **Pro forma** for six representative sites

