

Staff Memorandum

Meeting – 6/20/2018



Overview: In April of 2017, the Council initiated the LUMO Rewrite Project. This Project includes an update to *Chapel Hill 2020* with a refinement of the Land Use Plan, which is underway.

Recommendations



- *Staff Recommendation:* That the Council receive an update on the Charting Our Future Project (Project)
- **Key Issues:**
 - Should the areas receiving increased focus, as part of the refinement of the Future Land Use Map, be expanded?

Background:

- On [April 5, 2017¹](#), the Town Council initiated a project to Rewrite the Town's Land Use Management Ordinance (LUMO). As planned, the Project will take approximately three years and has begun with the refinement of the Town's Future Land Use Map.
- The Town Council requested that the ordinance rewrite process begin with an effort to refine the Future Land Use Map (called the Land Use Plan in *Chapel Hill 2020*) to affirm what is not expected to change and to provide an opportunity to have conversations about future planning that would inform the LUMO Rewrite process.
- In November of 2017, the Town Council approved the Project Charter, which includes the Project deliverables, schedule and budget as well as a Council goal to improve the Land Use Management Ordinance and associated land use tools and processes so that they are more predictable, functional, and intentional.

Phase I – Charting Our Future: Refinement of the Future Land Use Map

What is being Refined?

Consistent with the Project Charter, the update to *Chapel Hill 2020* is limited to a refinement of the Land Use Plan. The Land Use Plan includes six Future Focus Areas as well as land use designations for the remainder of the Town. For the purposes of this refinement, additional scrutiny is being given to those Future Focus Areas, except that because small area plans have been adopted and entitlements have been granted since the adoption of *Chapel Hill 2020*, the Focus Areas have been further narrowed as shown below. This Project gives the Town a unique opportunity to knit together past planning efforts, provide cohesion between existing areas of development along major corridors, and look more closely at some of our gateways into Town.

¹ http://chapelhill.granicus.com/MetaViewer.php?view_id=7&clip_id=3077&meta_id=156700



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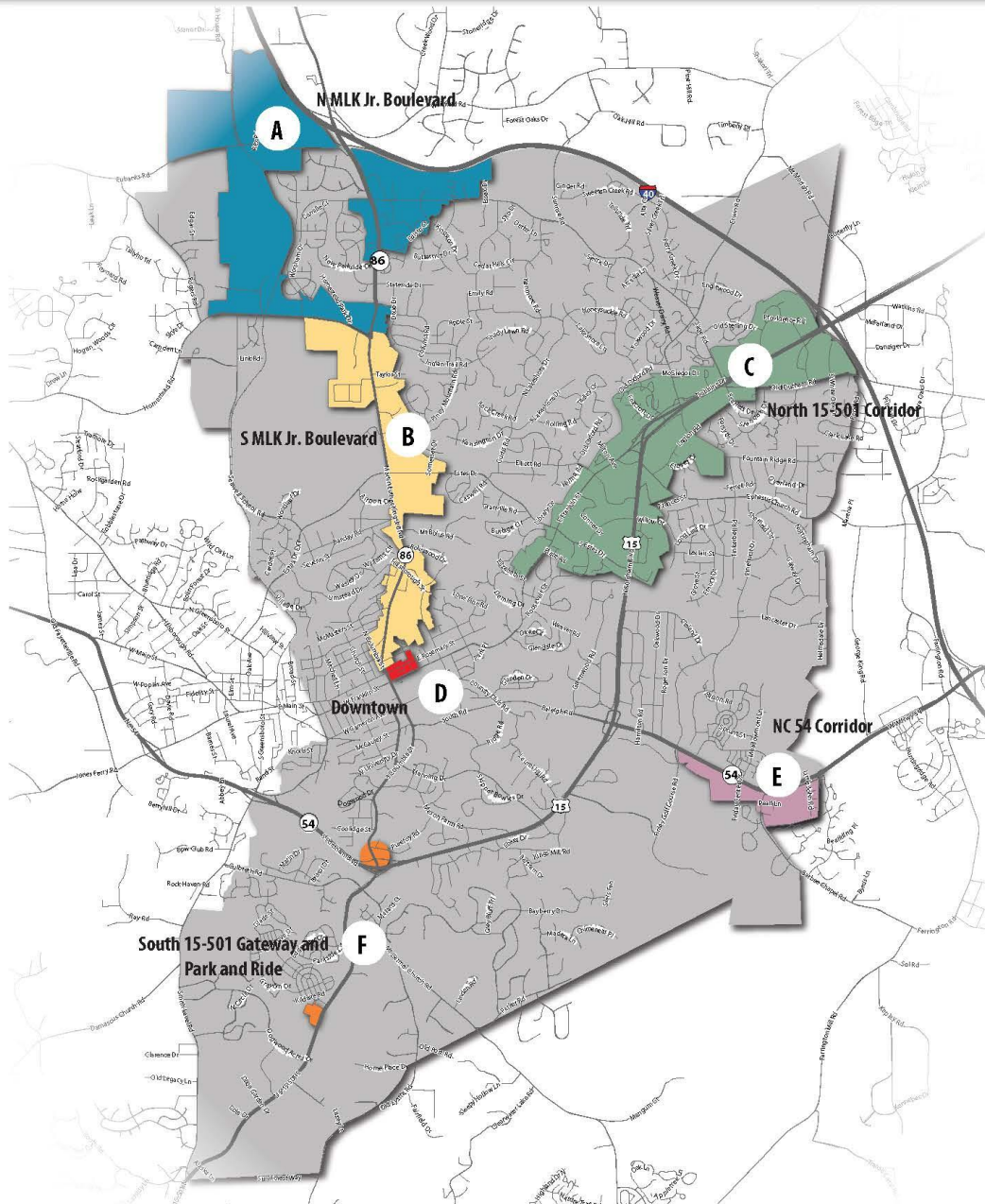
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Focus Areas



CHAPEL HILL
ChartingOurFuture.info
A Land Use Initiative

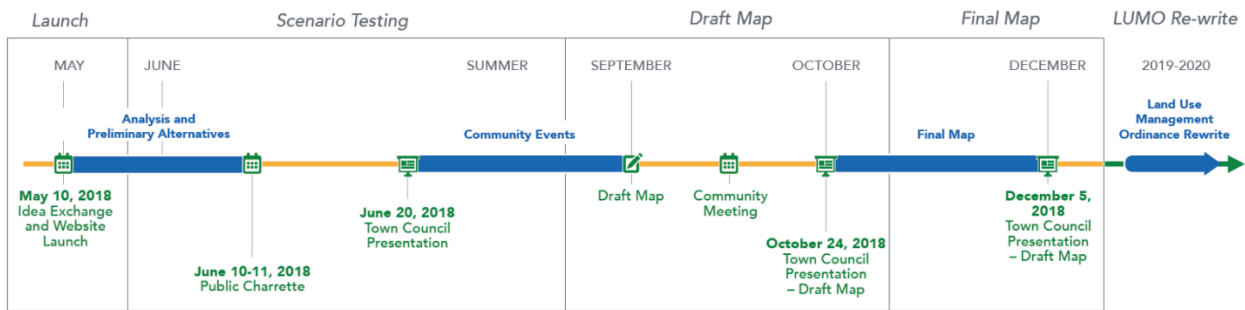


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Process for Refinement and Engagement:



As noted on the graphic above, the Charting Our Future Project officially launched with a Kick-off and Idea Exchange at The Franklin Hotel on May 10, 2018. Over 60 members of the Chapel Hill community participated in the following activities:

Information Wall	View the maps and exhibits to learn more about the process
Where do you?	Show us where you live, work, and play.
One Word	Use one word to describe areas of the Town as it is today and one word to describe how you want it to be in the future.
Thought Wall	Write a thought, idea, concern, or suggestion for one or more focus areas, then post it on the wall under the appropriate Strategic Goal.
Preserve & Polish	Identify areas that should be preserved or polished within the focus areas.
Comment Card	Provide additional comments that were not captured in one of the activity stations.

To gather additional input from the community about the Focus Areas being closely studied, Show and Tell Sessions were held on June 10 and 11 at University Place. In addition to the Drop-In Sessions, staff and the Project consultant, Kimley-Horn, held focus groups with stakeholders.

For the remainder of the summer, staff will be “Going Where the People Are” in order to both promote the Project and seek input. Because input should be sought, organized, and analyzed in a systematic way in order to be meaningful and in order for community members to feel that their input is being respected and utilized, iPads with preference surveys will be the vehicle for input as we “Go Where the People Are.” The preference survey will also be available on the Project website, ChartingOurFuture.info and should be available for use the second week in July. At a minimum, staff will utilize the preference surveys at community events such as Movies under the Stars, community facilities such as the Seymour Center, and activities at various faith



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communities. When necessary, translators will be employed in order to seek input from those more comfortable in their native language. In addition, engagement will include activities for children including at the Food for the Summer event as well as potentially Town camps.

In order to keep both members of the community and others aware of how the Project is progressing and the nature of the input received, periodically, joint meetings have been and will be held with Town-wide development review boards as well as the Engagement Sub-committee of the Planning Commission. In addition, the Project website will be a vehicle for community members to see the input garnered from the various engagement opportunities. We have committed to placing both the raw community input and the analysis on the Project website.

After these engagement activities are complete in August, the Project consultant will prepare a draft Future Land Use Map (FLUM) that will include land use principles and character types for the identified Focus Areas. For the other portions of Town, we anticipate that the FLUM will reflect the existing Land Use Plan in *Chapel Hill 2020*. This draft FLUM will be presented to both the community and the Planning Commission for their input prior to consideration by the Town Council in October of 2018. The final FLUM should be presented to Council in December of 2018.

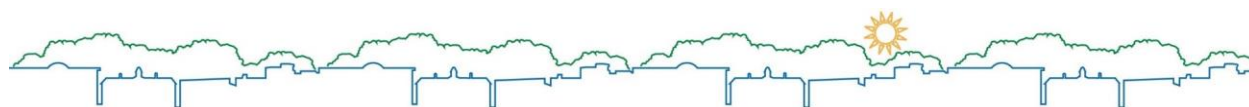
Feedback to Date

The key takeaways from the May 10, 2018 Kick-off & Idea Exchange included:

- **North MLK Jr. Boulevard:** Participants expressed a desire for new mixed-use opportunities, better bicycle and pedestrian accessibility, and inclusive housing.
- **South MLK Jr. Boulevard:** Participants envisioned this connection to downtown as a multimodal, attractive, mixed-use gateway.
- **North 15-501 Corridor:** This area garnered the most comments, which advocated for an enhanced gateway to Town with better walkability, improved aesthetics, and new housing opportunities.
- **Downtown:** Several comments focused on preserving the “charm” of downtown while polishing the aesthetics and adding green space.
- **NC 54 Corridor:** Comments spoke to a desire for more mixed- use development and improved connections across the highway.
- **South 15-501 Gateway:** Participants recognized this area’s importance as a gateway from the south and envisioned it to be multimodal, small-scale, and green.
- **Southern Village Park and Ride:** Participants identified the need to maintain park and ride options while encourage community-centered development and improved connectivity.

In addition to the above, staff has received the following feedback:

1. The Focus Areas under close review should be expanded as follows:
 - a. For Downtown area, expand the area west to the Carrboro border;
 - b. For NC 54 Corridor, expand the area west to 15-501;
 - c. In the North Martin Luther King Jr. Boulevard area, include both sides of Homestead Road;



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- d. For the South 15-501 Park and Ride area, expand to the border with Chatham County; and,
 - e. Include the Extra Territorial Jurisdictional (ETJ) area north of I40.
2. Engagement opportunities should not be held during the summer due to summer vacations.

In terms of expanding the Focus Areas, expanding the Downtown; the NC 54 Corridor; and the Homestead road areas could be accommodated without negatively impacting the Project schedule and budget, unless something unforeseen occurs. Whereas, adding the additional territory in the South 15-501 corridor and the ETJ north of I40, will require additional time and financial resources to accomplish due to the nature and extent of the planning questions that must be addressed in these areas.

Delaying engagement opportunities until the fall will negatively impact the Project schedule. In order to begin the process of rewriting the LUMO at the beginning of 2019, we need to hold engagement activities this summer. We will be “Going to Where the People Are,” and utilizing on-line platforms. Listing all of the engagement opportunities on the Project website, holding open office hours at University Place, and actively promoting on-line opportunities as well as where staff will be soliciting input with iPads may help to alleviate some of the concerns about holding engagement events this summer. In addition, some engagement will take place on the draft FLUM in the fall.

Conclusion

The Charting Our Future Project is moving forward and the feedback received to date will be useful as alternatives for each of the identified Focus Areas are developed. Staff will continue to work on fleshing out the engagement plan as well as further development of the website.

