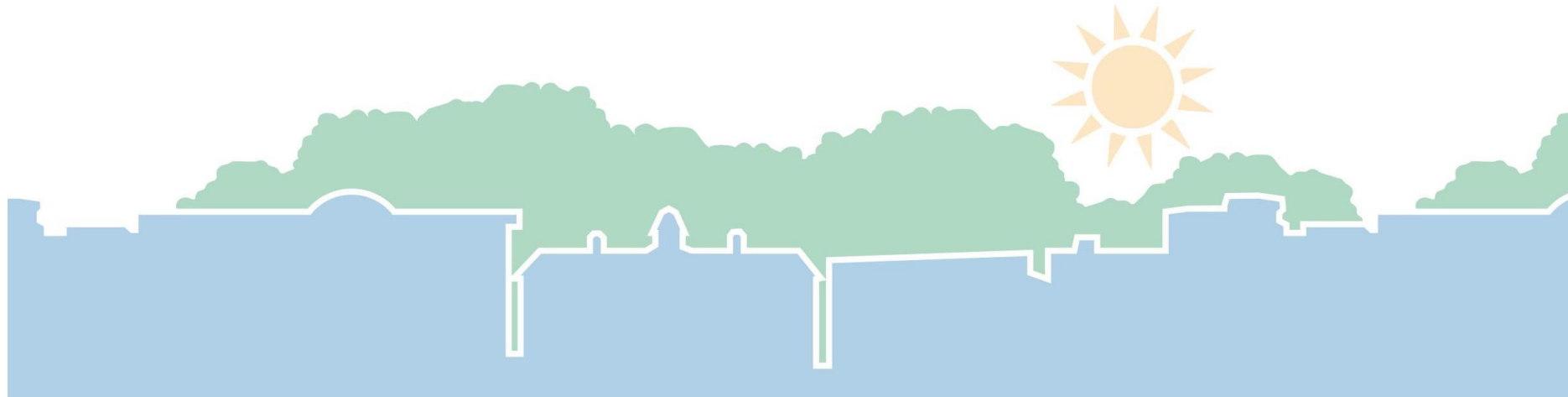

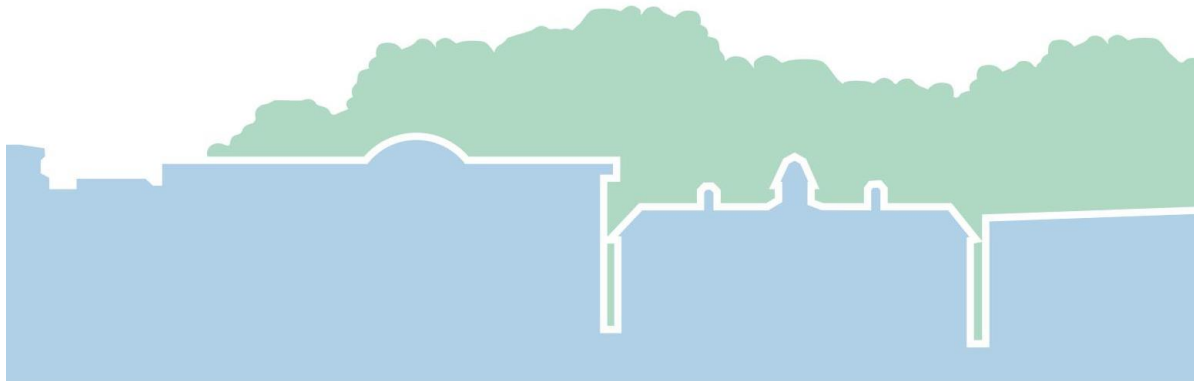


**January 16, 2019**



# Agenda

- Introduction to LUMO Rewrite Project
- Brief Overview of Survey Results
- Brief Overview of Focus Area Determination
- Next Steps



Make no little plans; they have no magic to stir men's blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing insistency.

(Daniel Burnham)

# Purpose - LUMO Rewrite Project

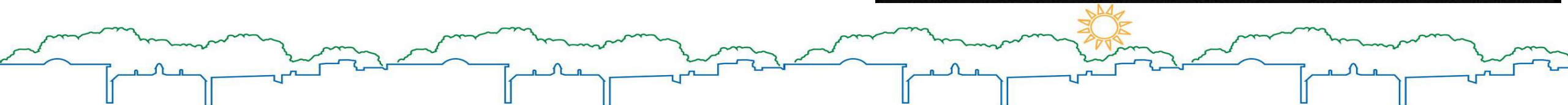
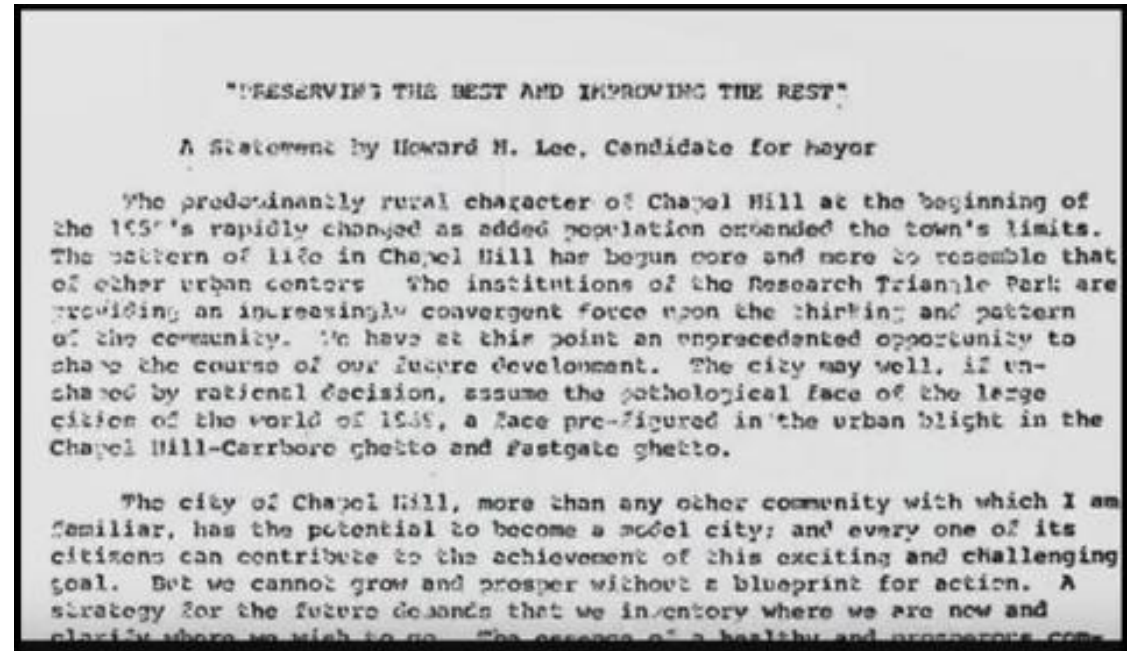


**“Protect what we value and add what we need”**

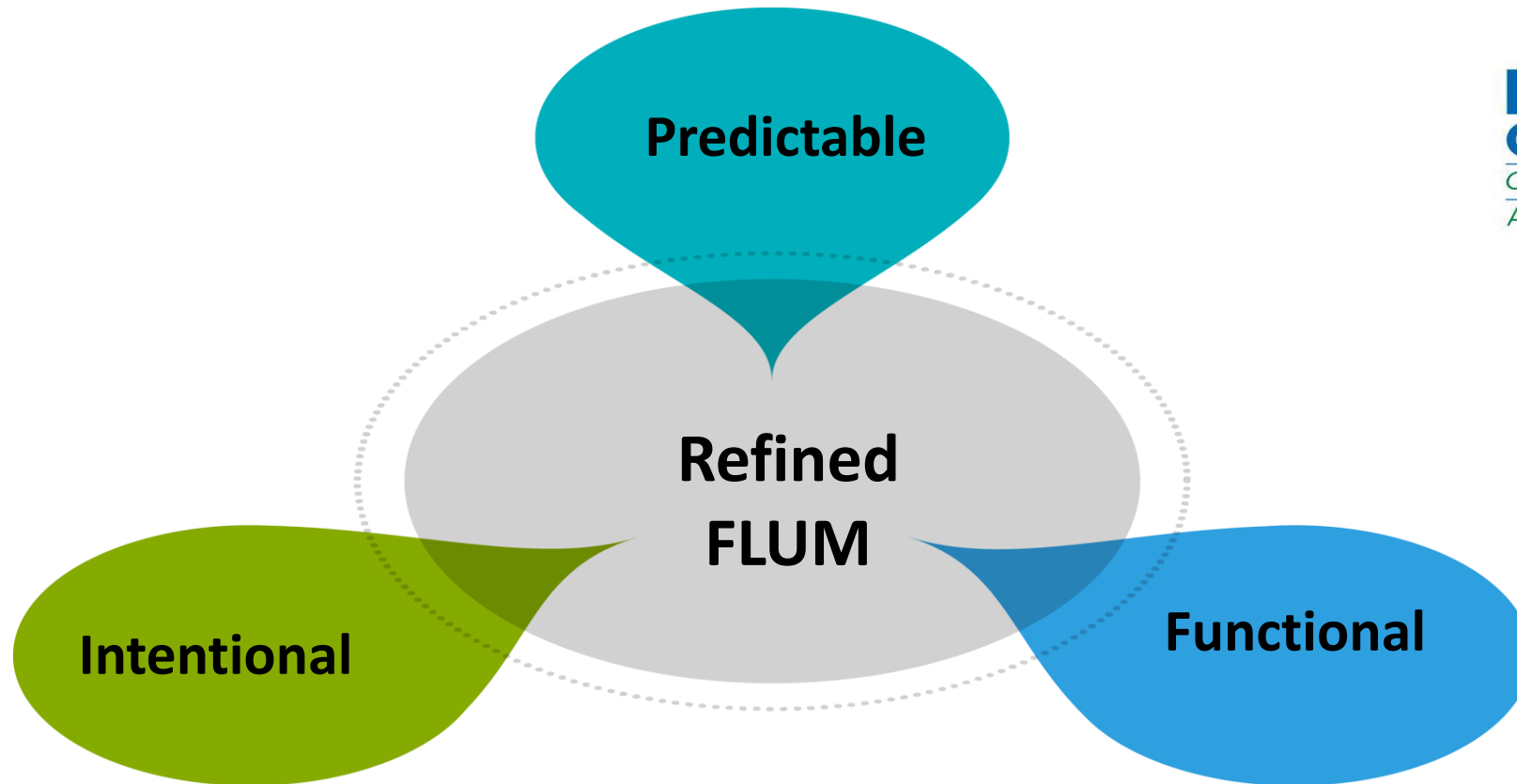
**“Preserving the Best and Improving the Rest.”**

“We have at this point an unprecedented opportunity to chart the course of our future development....but we cannot grow and prosper without a blueprint for action.”

Howard M. Lee 1969



# Why Refine and Rewrite?





# Strategic Goals

## TOWN OF CHAPEL HILL STRATEGIC GOALS



### CONNECTED COMMUNITY

To create a highly connected community where bicycling, walking, and transit are convenient, everyday choices for our neighborhoods, businesses, and public spaces.



### ECONOMIC & FINANCIAL SUSTAINABILITY

To steward public assets and support a vibrant economy where there is opportunity for jobs and entrepreneurship that positions Chapel Hill for the future.



### SAFE COMMUNITY

To preserve and protect life and property through the fair and effective delivery of Town services.



### AFFORDABLE HOUSING

To increase the availability of and access to housing for households and individuals with a range of incomes, from those who are homeless to those in middle-income households.

### VIBRANT AND INCLUSIVE COMMUNITY

To enrich the lives of those who live, work, and visit Chapel Hill by building community and creating a place for everyone.



### ENVIRONMENTAL STEWARDSHIP

To strategically manage the Town's infrastructure and natural environment by promoting resiliency and sustainability.



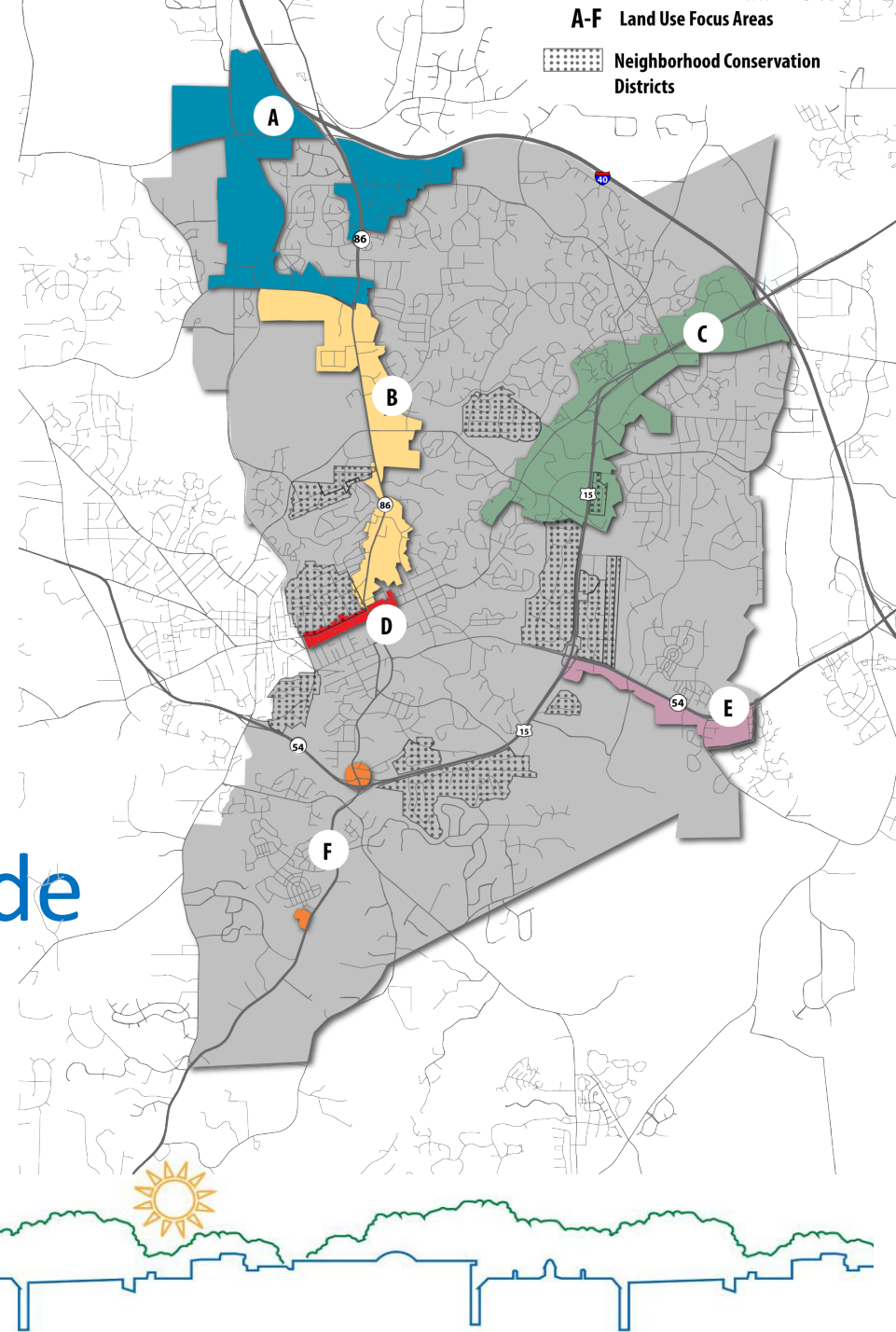
### COLLABORATIVE & INNOVATIVE ORGANIZATION

To create an organization that works collaboratively from a mutual learning mindset, leads innovation, and produces effective outcomes for the betterment of the organization and community.

*\*Note: This draft has been updated to reflect feedback received from Council at the 4/4/18 Council Work Session*


# Focus Areas

- North Martin Luther King, Jr. Blvd
- South Martin Luther King, Jr. Blvd
- North 15-501
- Downtown
- NC 54
- South 15-501/S. Village Park & Ride



# MetroQuest Survey

August 10, 2018 to October 29, 2018

Charting Our Future Progress 


Charting Our Future!

WELCOME

**This unique project will chart the next course for the Town!**

Chapel Hill is refining its Future Land Use Map (FLUM) focusing on six areas of interest located along the Town's major streets. This map guides where (and how much) residences, shopping, offices, and open space should be located. What do you think Chapel Hill should look like in 2049?


[Study Area Map](#) [Begin](#)




**CHAPEL HILL**  
*ChartingOurFuture.info*  
A Land Use Initiative

• • • •

The Future Land Use Map (FLUM) is a tool to guide land use decisions and to implement the Town's vision for the future. It broadly divides the Town into suitable areas for residential, commercial, mixed use, industrial, institutions, and open space.

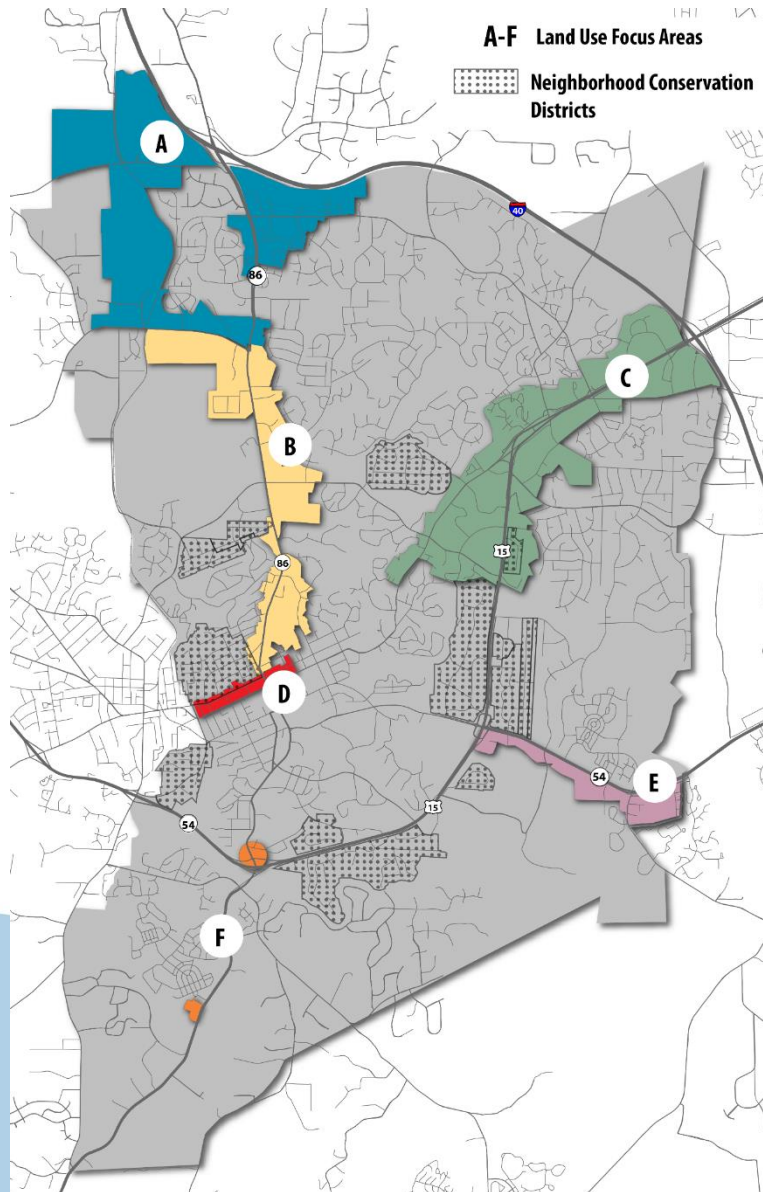


FOCUS AREAS 2  
PRINCIPLES 3  
SCENARIOS 4  
STAY INVOLVED 5





# Focus Areas | *At a glance...*



- Six areas of opportunity in Chapel Hill were included in the survey based on areas identified in *Chapel Hill 2020*.
- Participants chose three focus areas and provided three types of feedback: **Land Use Principles, Land Use Alternatives & Written Comments**

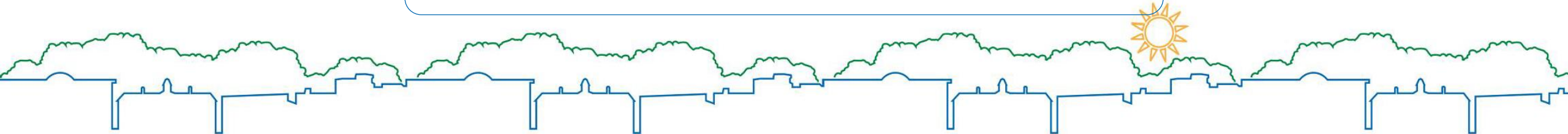
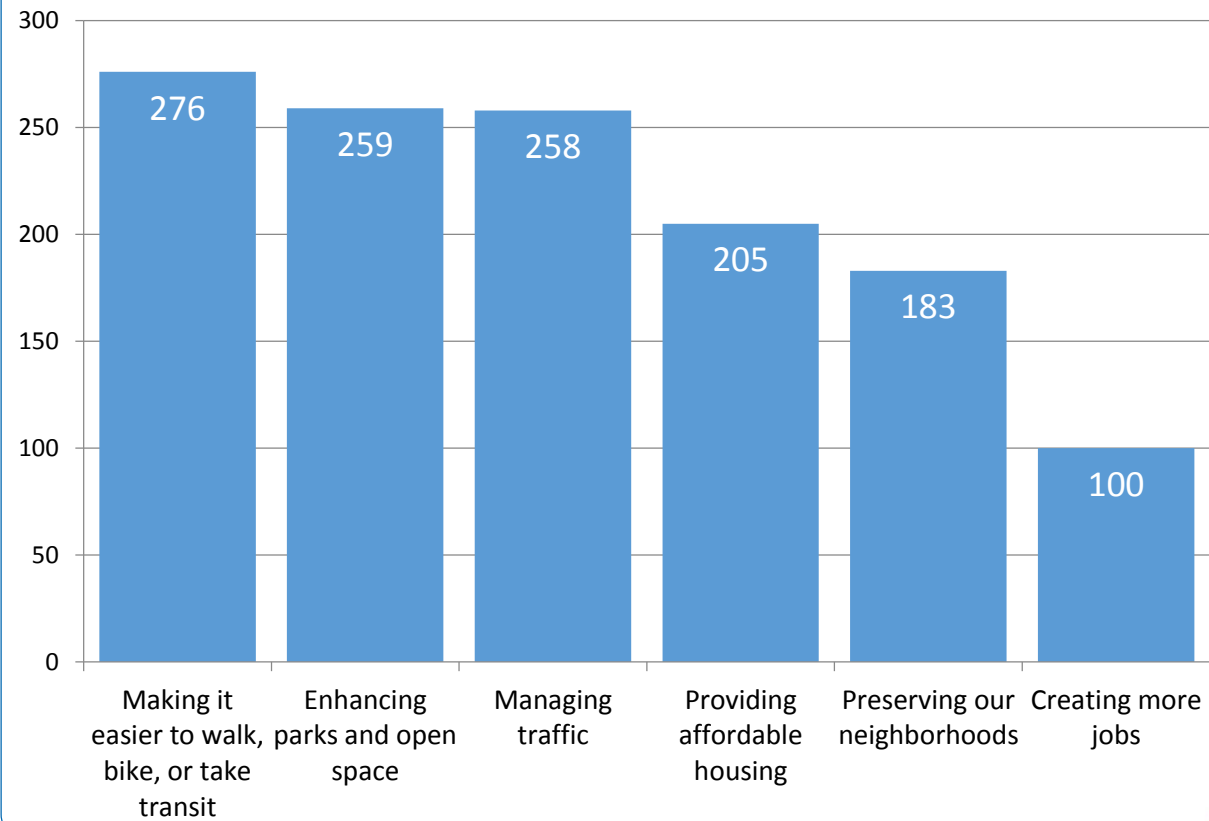


704 participants

16,780 individual data points

1,673 written comments

Priorities for the Town (Select 3)



# Online Preference Survey – Areas of Agreement

## Written Comments

- Stormwater/Flooding Considerations
- Traffic Concerns
- Need for affordable housing
- Street Trees & Tree Canopy
- Need for:
  - Parks
  - Greenway/Multi-modal Mobility Options
  - Public spaces - Places to make unintentional connections
- Bus service that serves more than students



# Future Focus Determination



## General Principles:

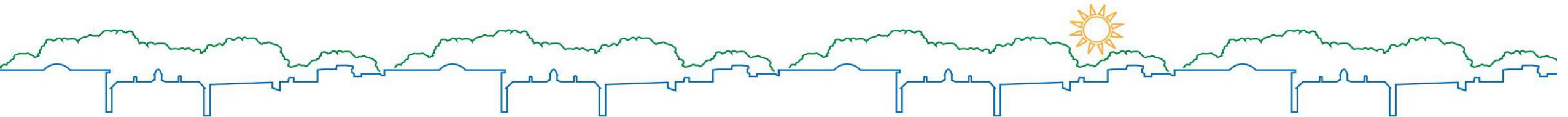
- Concentrate development at Transit Hubs
- Where appropriate, connect such hubs to surrounding neighborhoods with multi-modal connections
- Create activated pedestrian oriented spaces



# Future Focus Determination

## Downtown:

- Maintain the character of East Franklin
- Clarifications - W. Rosemary & W. Franklin



# Future Focus Determination



Any others thoughts and/or considerations regarding Future Focus Determination?



# Next Steps



- **Blue Print** – February 8 (Council Committee on Economic Sustainability)
- **Draft FLUM** – March 1 (Council Committee on Economic Sustainability)

