

## Policy Discussions and Outreach Schedule

Current as of February 12, 2024

### Overview

This document is a schedule of Town Council work sessions, Planning Commission meetings, and public outreach events related to the Rewriting Our Rules project. General information about the project will be shared at all events. Specific policy topics that will be the focus of certain meetings are listed throughout the schedule.

The project is currently in [Module 4](#) of the schedule.

<b>Module 1</b>	<b>General Policy Questions:</b> <ul style="list-style-type: none"> <li>• By right development</li> <li>• Development intensity in FLUM Focus Areas</li> <li>• Mixed-use districts</li> <li>• Abolishing parking minimums</li> <li>• Regulations for single-family homes</li> </ul>	
	<b>What?</b>	<b>Why?</b>
Sept 18, 2023	Planning Ambassador Learning Session	Engage with underrepresented community members to build relationships and equip individuals with the information they need to be more involved in future planning processes.
Oct 2 & 4, 2023	Stakeholder Focus Group Meetings	User-testing of building design and affordable housing incentive analysis with 36 total participants. Representatives from non-profit developers, community service providers, for-profit developers, and Advisory Boards.
Oct 16, 2023	Planning Ambassador Learning Session	Engage with underrepresented community members to build relationships and equip individuals with the information they need to be more involved in future planning processes.
Oct 18, 2023	<b>Town Council Work Session</b>	Orient Council to the LUMO project and receive Council input on fundamental policy questions.
<b>Module 2</b>	<b>Updates on LUMO Drafting:</b> <ul style="list-style-type: none"> <li>• Proposal for new zoning districts</li> <li>• Building and site design standards,</li> <li>• Feasibility of code-based affordable housing incentives</li> </ul>	
	<b>What?</b>	<b>Why?</b>
Nov 15, 2023	<b>Town Council Work Session</b>	Follow-up on Council questions from Oct. 18 Work Session and provide Council updates on consultant work streams.
Dec 11, 2023	“Meet A Planner” pop-up style outreach event, Chapel Hill Public Library	Meet community members where they are to share information about the LUMO project.

Dec 18, 2023	“Meet A Planner” pop-up style outreach event, Hargraves Community Center	Meet community members where they are to share information about the LUMO project.	
<b>Module 3</b>	<b>Housing Policy:</b>		
	<ul style="list-style-type: none"> <li>• Missing middle policy guidance,</li> <li>• Subdivision standards,</li> <li>• Flag lots</li> </ul>		
	<b>What?</b>	<b>Why?</b>	<b>What Next?</b>
Jan 17, 2024	<b>Town Council Work Session</b>	Orient new Councilmembers to the LUMO project and receive Council guidance on issues related to housing policy.	Share highlights of Council discussion at Jan 31 PIM and through other Town channels. Incorporate Council feedback into code drafting.
Jan 24, 2024	“Meet A Planner” pop-up style outreach event, South Estes Public Housing Community	Meet community members where they are to share information about the LUMO project.	Provide Council summary of location demographics, questions, and concerns. <b>Please see Engagement and Communications Report.</b>
Jan 31, 2024	Public Information Meeting (In-Person)	Provide general information on project goals and specific topics discussed with Council during Jan 17 work session	Provide Council summary of attendee demographics, questions, and concerns. <b>Please see Engagement and Communications Report.</b>
Feb 6, 2024	Planning Commission Meeting	Orient Planning Commission to its role in the LUMO Update process and receive guidance on issues related to housing policy.	Incorporate Planning Commission feedback into code drafting.
Feb 8, 2024	Planning Ambassador Learning Session	Engage with underrepresented community members to build relationships and equip individuals with the information they need to be more involved in future planning processes.	N/A
Feb 14, 2024	“Meet A Planner” pop-up style outreach event, Airport Gardens Public Housing Community	Meet community members where they are to share information about the LUMO project.	Provide Council summary of location demographics, questions, and concerns.

			Please see Engagement and Communications Report.
Module 4	<b>Process Overview and Background Information</b> <ul style="list-style-type: none"> <li>State Legislature and Local Zoning Authority</li> </ul> <b>Housing Policy:</b> <ul style="list-style-type: none"> <li>Student housing,</li> <li>Housing needs analysis</li> </ul> <b>Regulation of Specific Uses:</b> <ul style="list-style-type: none"> <li>Drive throughs</li> <li>Shelters</li> <li>Commercial-to-office conversions</li> <li>Housing and places of worship</li> </ul> <b>Environmental Policy:</b> <ul style="list-style-type: none"> <li>Resource conservation district,</li> <li>Tree protection and landscaping,</li> <li>Stormwater management</li> </ul>		
	<b>What?</b>	<b>Why?</b>	<b>What Next?</b>
Feb 20, 2024	Planning Commission Meeting	Receive guidance from Planning Commission regarding the policy topics listed above and share information regarding community outreach.	Incorporate feedback into code drafting.
Feb 21, 2024	<b>Town Council Work Session</b>	Receive guidance from Council regarding the policy topics listed above and share information regarding community outreach.	Incorporate feedback into code drafting. Share discussion overview during March public information meetings
Module 5	<b>Community Benefits</b> <ul style="list-style-type: none"> <li>In what instances is it appropriate to mandate, incentive, or negotiate for community benefits?</li> </ul> <b>Affordable Housing</b> <ul style="list-style-type: none"> <li>Update on affordable housing economic analysis</li> </ul> <b>Design Standards</b> <ul style="list-style-type: none"> <li>Introduction to design standards</li> </ul> <b>Economic Environment</b> <ul style="list-style-type: none"> <li>What economic constraints impact land use decisions in Chapel Hill?</li> </ul>		
	<b>What?</b>	<b>Why?</b>	<b>What next?</b>
March 5	Planning Commission Meeting	Receive guidance from Planning Commission regarding the policy topics listed above and share information regarding community outreach.	Incorporate feedback into code drafting.
March 13	<b>Town Council Work Session</b>	Receive guidance from Council regarding the policy topics listed above	Incorporate feedback into code drafting. Share discussion

		and share information regarding community outreach.	overview during March public information meetings.
March 25	Public Information Meeting (In-Person)	Provide general information on project goals and specific topics discussed with Council during March 13 work session	Provide Council summary of attendee and location demographics, questions, and concerns.  <b>Please see Engagement and Communications Report.</b>
TBD	Public Information Meeting (Virtual)	Provide general information on project goals and specific topics discussed with Council during March 13 work session	
TBD	Pop-up events	Meet community members where they are to share information about the LUMO project.	
TBD	Additional stakeholder meetings	Engage with a broad range of stakeholders.	
TBD	Planning Ambassador Learning Session	Engage with underrepresented community members to build relationships and equip individuals with the information they need to be more involved in future planning processes.	N/A
<b>Module 6</b>	<b>Design Standards</b> <ul style="list-style-type: none"> <li>• Design standards by building type</li> <li>• Standards based on street type</li> <li>• Special considerations for downtown</li> </ul> <b>Basic Dimensional Standards</b> <ul style="list-style-type: none"> <li>• FLUM guidance on appropriate heights</li> </ul>		
	<b>What?</b>	<b>Why?</b>	<b>What Next?</b>
April 15	<b>Town Council Work Session</b>	Receive guidance from Council regarding the policy topics listed above and share information regarding community outreach.	Incorporate feedback into code drafting. Share discussion overview during April public information meetings.
April 16	Planning Commission Meeting	Receive guidance from Planning Commission regarding the policy topics listed above and share information regarding community outreach.	Incorporate feedback into code drafting.
April 29	Public Information Meeting (In-Person)	Provide general information on project goals and specific topics discussed with Council during April 15 work session	Provide Council summary of attendee and location demographics, questions, and concerns.  <b>Please see Engagement and</b>
TBD	Public Information Meeting (Virtual)	Provide general information on project goals and specific topics discussed with Council during April 15 work session	
TBD	Pop-up events	Meet community members where they are to share information about the LUMO project.	

TBD	Additional stakeholder meetings	Engage with a broad range of stakeholders.	<b>Communications Report.</b>
<b>Module 7</b>	<b>Development Review Processes</b> <ul style="list-style-type: none"> <li>• By-right development</li> <li>• Conditional zoning</li> </ul> <b>Long Range Considerations</b> <ul style="list-style-type: none"> <li>• Alignment with the FLUM</li> <li>• Implementing the Complete Community Strategy</li> </ul>		
	<b>What?</b>	<b>Why?</b>	<b>What next?</b>
May 1, 2024	Planning Commission Meeting	Receive guidance from Planning Commission regarding the policy topics listed above and share information regarding community outreach.	Incorporate feedback into code drafting.
May 8, 2024	Town Council Work Session	Receive guidance from Council regarding the policy topics listed above and share information regarding community outreach.	Incorporate feedback into code drafting. Share discussion overview during May public information meetings.
May 20, 2024	Public Information Meeting (In-Person)	Provide general information on project goals and specific topics discussed with Council during May 8 work session	Provide Council summary of attendee and location demographics, questions, and concerns.  <b>Please see Engagement and Communications Report.</b>
TBD	Public Information Meeting (Virtual)	Provide general information on project goals and specific topics discussed with Council during May 8 work session	
TBD	Pop-up events	Meet community members where they are to share information about the LUMO project.	
TBD	Additional stakeholder meetings	Engage with a broad range of stakeholders.	

## **Communication and Engagement Strategy**

This year, staff will continue outreach efforts to ensure that the public is well-informed about *Rewriting Our Rules*. Outreach will be guided by the three communications and engagement goals that were identified at the outset of this project<sup>1</sup> and shared with Council in their January 17, 2024 work session:

1. We'll engage a **range** of stakeholders while centering the voices of those most impacted and those who have been historically under-engaged in Town decisions related to land use regulations.
2. We'll be **responsive** to project history and past engagement, clearly communicate the role of this phase of work, and commit to responding to community feedback promptly.
3. We'll **educate and equip** community members with the information they need to readily engage with Town planning processes.

To implement these goals, staff will use a variety of in-person events, public meetings, and digital content to reach the following stakeholder groups:

- Business owners
- Non-profit developers
- For-profit developers
- Property owners
- Community service providers
- Students
- Renters
- Residents living with low-income
- Residents living in public housing
- Residents that speak languages other than English

Our approach to reach group will differ and we will use a variety of methods to achieve our goal.

The table below outlines the proposed approach for future engagement and communications. This approach may vary and adjust based on resources.

<b>Method:</b>	<b>Reach:</b>	<b>Frequency:</b>
TOWNnews	Between 6,000 and 7,000 subscribers	Monthly
Project newsletter	116 subscribers (As of 2/9/24)	Monthly
Public Information Meeting (in-person)	Advertise on Town channels	Monthly
Public Information Meeting (virtual)	Advertise on Town channels	Monthly
Planning Ambassador Learning Sessions	12 Stakeholders	3 of 4 Sessions Completed. 1 remaining
PeachJar School Flyer Distribution	All schools in Chapel Hill Carrboro City School System	Two distributions

---

<sup>1</sup> Outreach and engagement goals were developed in response to the Town of Chapel Hill Gap Analysis & Engagement Study (<https://www.townofchapelhill.org/government/departments-services/affordable-housing-and-community-connections/get-involved/gap-analysis-and-engagement-study>) and informed by resources provided by the Government Alliance on Race and Equity (<https://www.racialequityalliance.org/>), American Planning Association (<https://www.planning.org/>), and International Association for Public Participation (<https://www.iap2.org/mpage/Home>).

Affordable Housing and Community Connections listserv	361 subscribers	Monthly
"Cookies & Community", hosted by Affordable Housing and Community Connections	Five locations that reach public housing residents	Monthly
Tabling at community events	All stakeholders	Varied due to external scheduling
Direct outreach and meetings	Under-represented stakeholders	Varied due to external scheduling
Small focus group meetings	LUMO involved, experienced stakeholders	Varied due to external scheduling
Marketing and advertising collateral	Varied	Ongoing