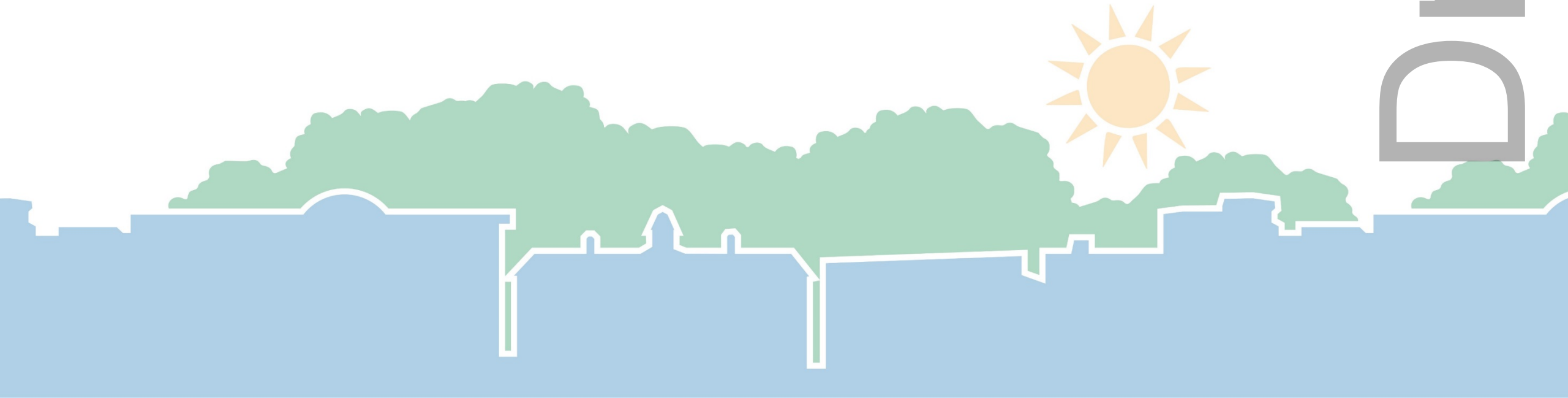


Town Council Work Session

Transit Oriented Design (TOD) Planning &
Unified Development Ordinance (UDO) Visioning
Project Update

January 5, 2022



UDO



Points for Discussion

- ❖ RFP Recap
- ❖ Team Introduction
- ❖ Equity Measures
- ❖ Integrated Approach
- ❖ Public Engagement Principles & Plan/Strategies
- ❖ Major Milestones/Schedule
- ❖ Town Council Engagement
- ❖ Questions

Draft

RFP Recap

- RFP's Received October 2021
- Consultant Interviews November 2021
- Consultant Selection November 2021
- Contract Award December 2021

Draft



Team Introduction

■ Town of Chapel Hill Team

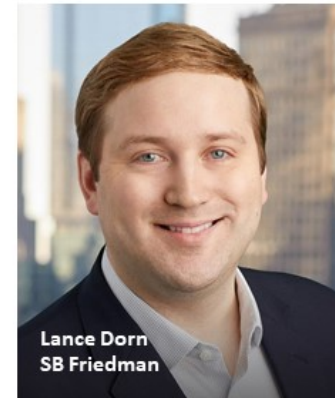
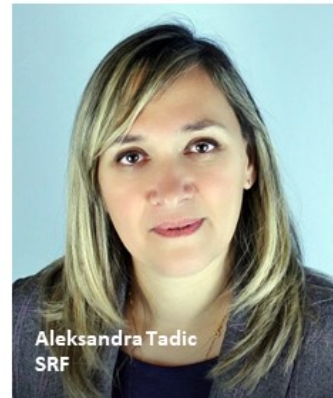
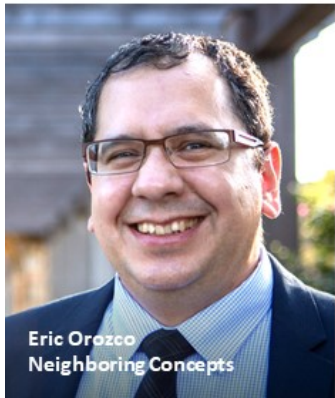
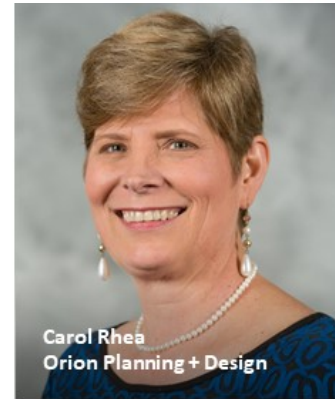
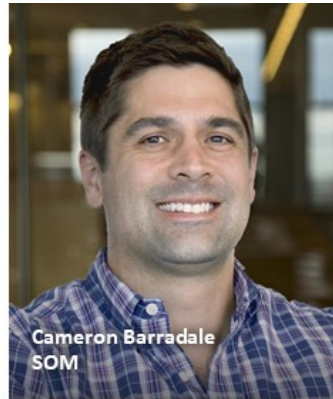
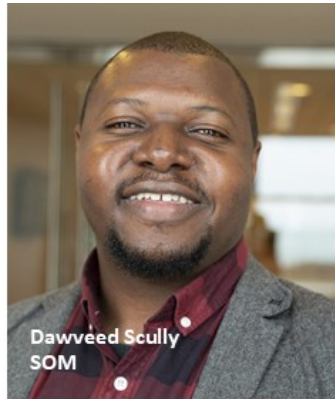
- Colleen Willger -Director, Planning Department
- Brian Litchfield - Director, Transit Department
- Corey Liles- Planning Manager, Planning Department
- Matt Cecil - Transit Development Manager, Transit Department
- Diedra McEntyre – Principal Planner, Planning Department

Draft



Team Introduction

Skidmore, Owings & Merrill and Sub Consultants



Draft



Team Introduction

SOM: 10 Principles of Sustainability + Wellbeing

Draft



ECOLOGY

Leverage and
Protect Nature



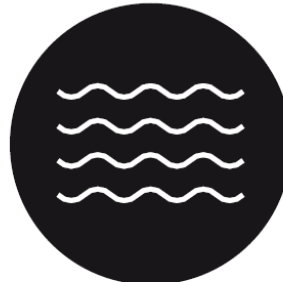
ECONOMY + EQUITY

Provide Low
Carbon Urbanism
for All



ENERGY + CARBON

Design and Deliver Net
Zero Carbon Built
Environments



WATER

Value Every
Drop



RESILIENCY

Adapt for Climate Change



LIVABILITY + WELLBEING

Design Places
where People
Thrive



MOBILITY

Promote Sustainable
Connectivity



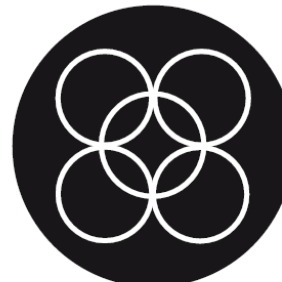
MATERIALS + RESOURCES

Specify Responsibly
and Prioritize Efficiency



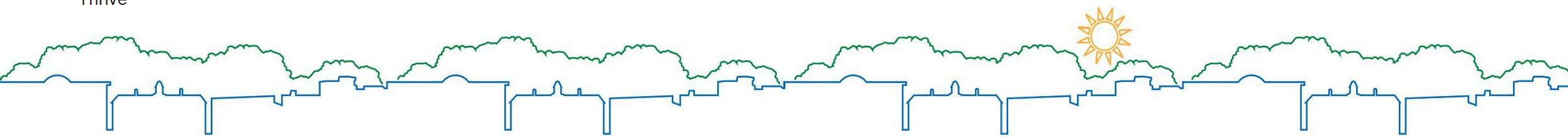
WASTE

Do More with
Less



HERITAGE + IDENTITY

Cultivate Authentic
Connections



Equity Measures

- Core principle for engagement
- Embedded wherever possible in deliverables
 - Market Analysis, Accessibility
 - E-TOD Station Area + Focus Area Design:
 - Housing Strategy: Affordable and Missing Middle
 - Implementation: UDO Code
- Considers outcomes for historically disadvantaged groups

Draft



Equity Measures – SOM Team

- *“Racial equity is vital in the planning process. We intentionally devise **practices, attitudes and cultural messages** that take into account a **neighborhood's past history and current conditions** to provide **wealth building opportunities to historically under-served groups**. We bring this all to the table to **reshape and transform communities**.”*

Draft



What is Equitable TOD

- Transit that meets the needs of moderate and low income communities
- Development that meets community needs
- An engaged community process
- Addresses retail gaps, community facilities, locally relevant arts and culture
- Housing existing communities can access
- Focus on available land and likely development locations
- Sensitivity to effects on local markets



Distinctive Expertise: *Design, Equity, Connectivity, Implementation*



Anti-Displacement Policies and Programs



Minimizing Displacement

Prioritizing choice means recognizing that as development occurs, policies should be crafted to minimize displacement for existing residents



Accessing Wealth

Prioritizing equity means that policies should be designed to ensure historically disadvantaged groups are able gain access to the wealth-building opportunities



Giving Recommendations

Recommendations were given to assist the policies developed by the city



Setting Development Goals

Prioritizing choice and equity alongside traditional development goals while preserving neighborhood character and build community wealth

Draft

Distinctive Expertise: *Design, Equity, Connectivity, Implementation*



at

Information Kiosk

New Homes, New Jobs

6 Ave SW

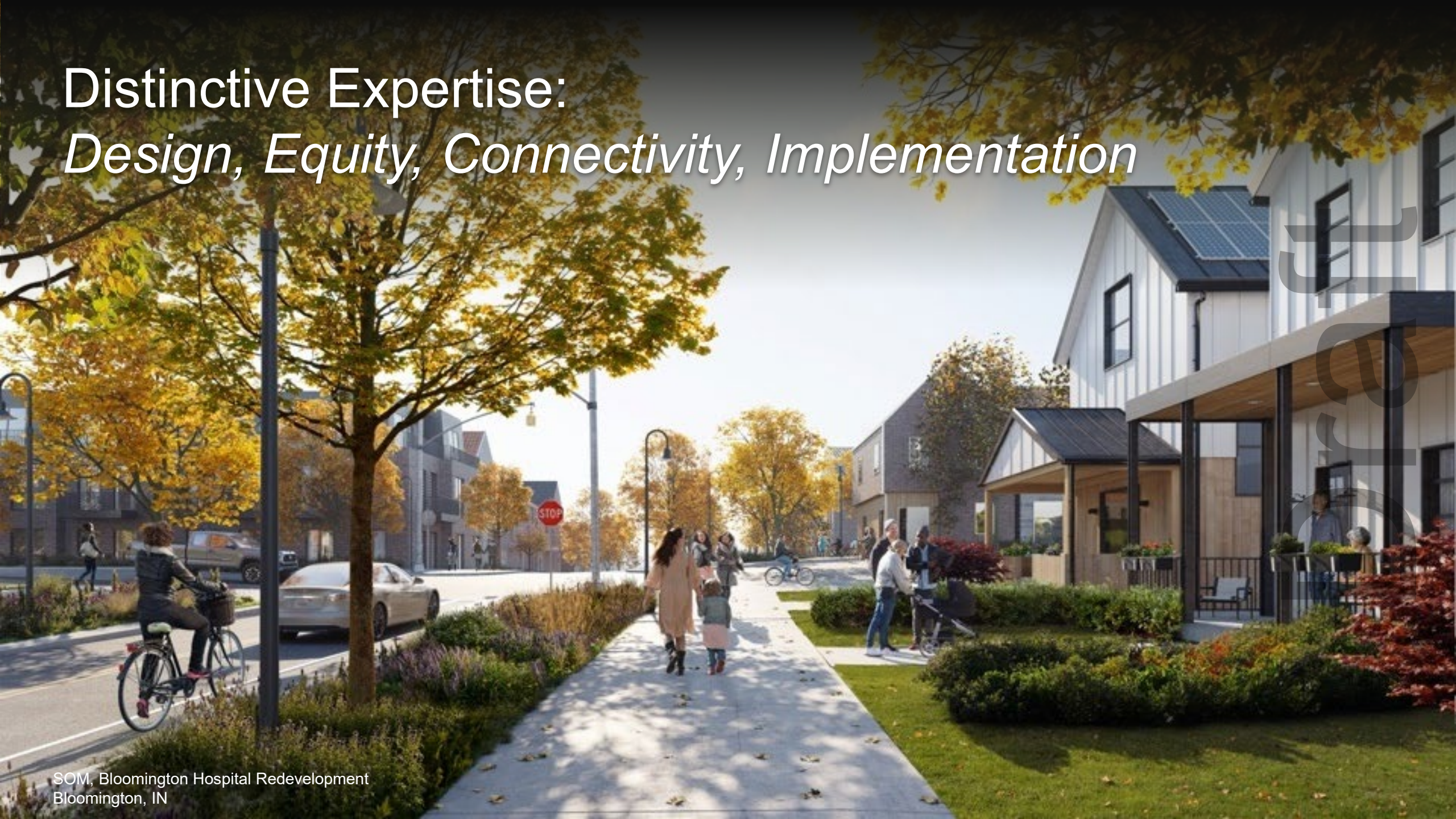
2 St SW

Real-Time
Arrival Information

Raised Curb and Textured
Warning Strip for Easy Boarding

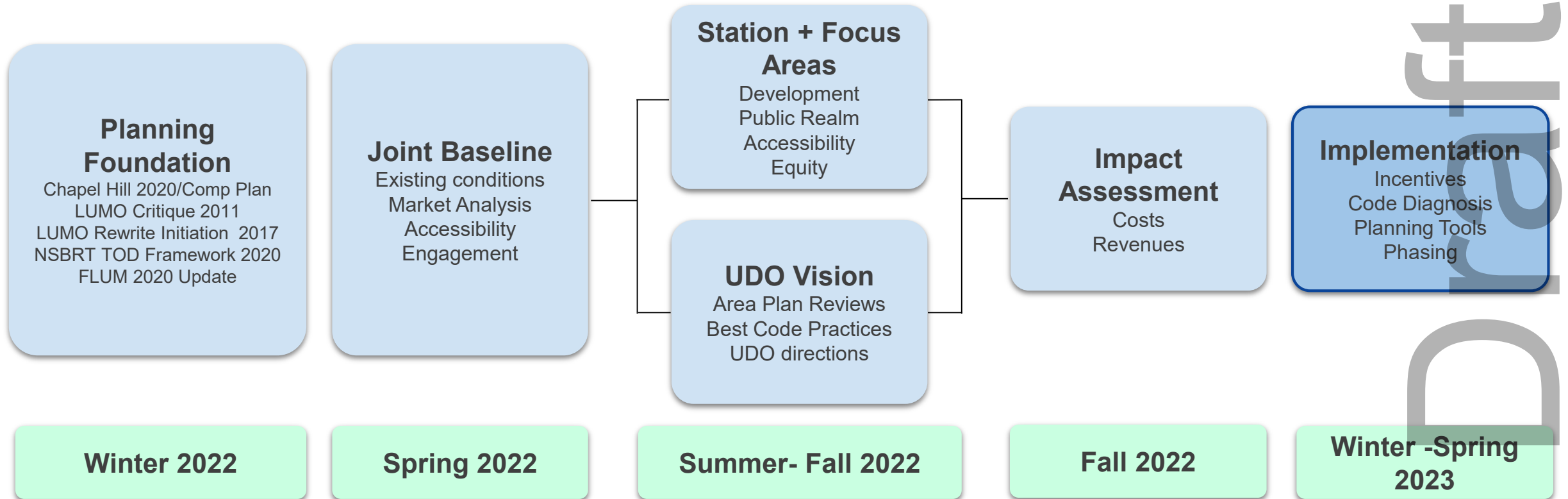
Taylor Street Mixed Income Affordable Housing
Sustainable Landscapes and
Stormwater Management in the Boulevard
Chicago, IL

Distinctive Expertise: *Design, Equity, Connectivity, Implementation*



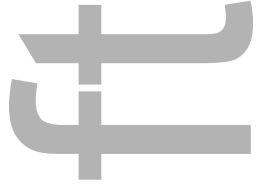
Integrated Approach

TOD Planning and UDO Vision



Public Engagement Principles

- Multiple types of events and input opportunities
- Relationship-building with under-represented groups
- *Community Connections Strategy*



Public Engagement Plan/Strategies

- Public and Stakeholder Engagement Plan
- “In-reach” Steering Committee
- Site Tours
- One-to-One Interviews and Meetings

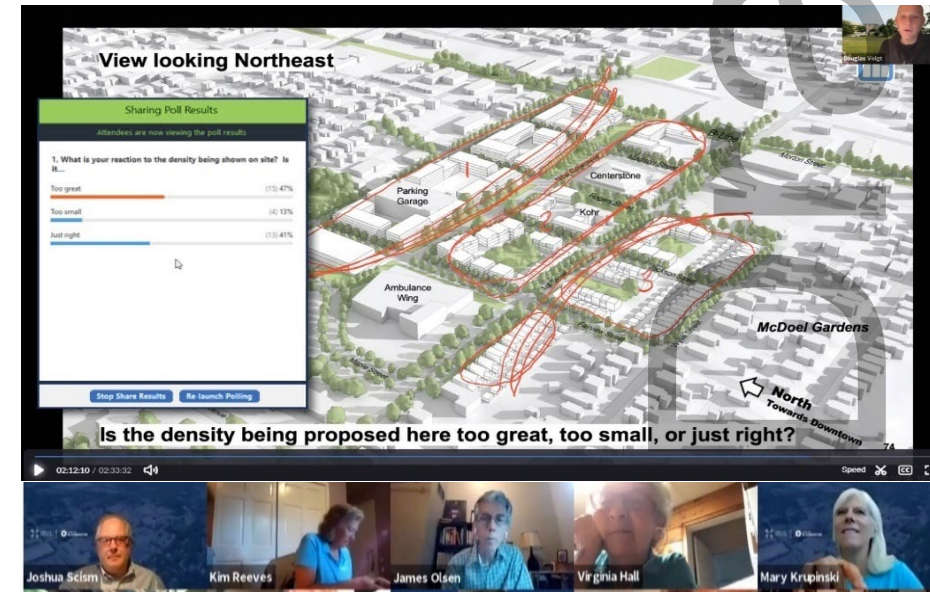


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Public Engagement Plan/Strategies

- Open Houses & Public Workshops
- Public Webinars



Public Engagement Plan/Strategies

Open House 1: Visioning

Project purpose
Existing conditions
Diverse, locally relevant examples
Concepts: Station Areas, Focus Areas.

Outcome

Increased awareness
Vision objectives
Area goals

April 2022

Open House 2: Concept Plans

Vision Concept
Refined urban design principles
Equity objectives
Development
Accessibility
Public Realm
Draft framework plans
Initial 3D digital modeling

Outcome

Area directions

June 2022

Open House 3: Station and Focus Area Plans

Urban design forms and character
Housing affordability, anti-displacement
Missing middle housing
Public realm and open space
Implementation Strategies
Plans, diagrams
Refined digital 3D Modeling
Eye level visualizations

Outcome

Agreed direction

October 2022



Public Engagement Plan/Strategies

- Pop-Up Events
- Organization Meetings
- Project Website
- Survey Tools



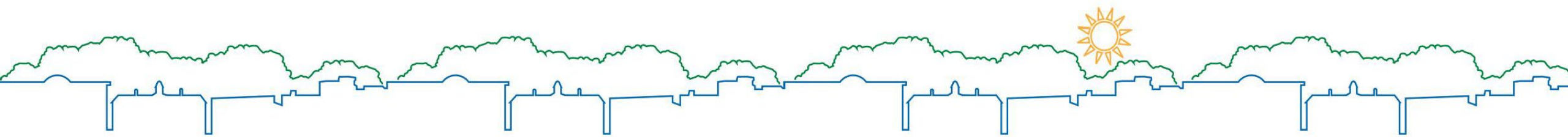
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Major Milestones/Schedule

- Public Engagement Plan January 2022
- Technical Studies March 2022
- Station Area Concept Metrics November 2022
- Implementation Plan January 2023
- Final Report February 2023
- UDO Visioning Reports June 2023

Draft



Town Council Engagement



Winter 2022

Team/Project
Introduction

Spring 2022

Facilitated
Conversation
Station Area &
Focus Area Planning

Summer- 2022

Facilitated
Conversation
Code Analysis:
Existing LUMO

Winter 2023

Council Review &
Adoption Station
Area + Focus Area
Specific Plans

Spring 2023

Council Review &
Endorsement
Code Audit



Town Council Engagement

Winter 2022

Team/Project
Introduction

Spring 2022

Facilitated
Conversation
Station Area &
Focus Area Planning

MARCH 2022
Work Session

- Affirm community values
- Present Public Engagement Plan

Summer- 2022

Facilitated
Conversation
Code Analysis:
Existing LUMO

JULY 2022
Update briefing 1

AUGUST 2022
Update briefing 2

OCTOBER 2022
Work Session

Winter 2023

Council Review &
Adoption Station
Area + Focus Area
Specific Plans

FEBRUARY 2023
Regular Meeting

Spring 2023

Council Review &
Endorsement
Code Audit

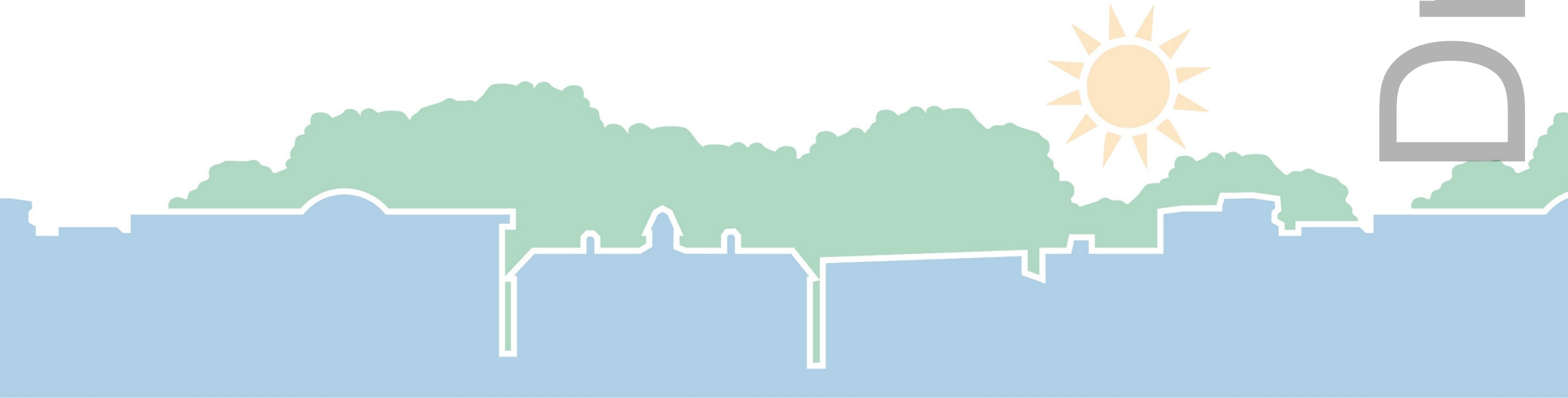
JUNE 2023
Regular Meeting



Town Council Work Session

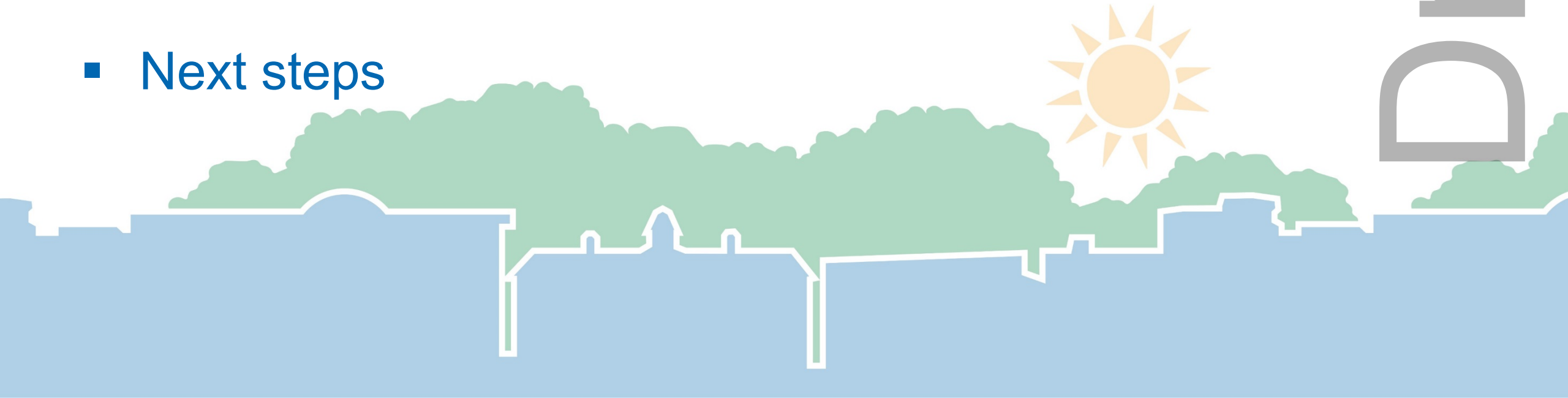
DISCUSSION

January 5, 2022



Discussion

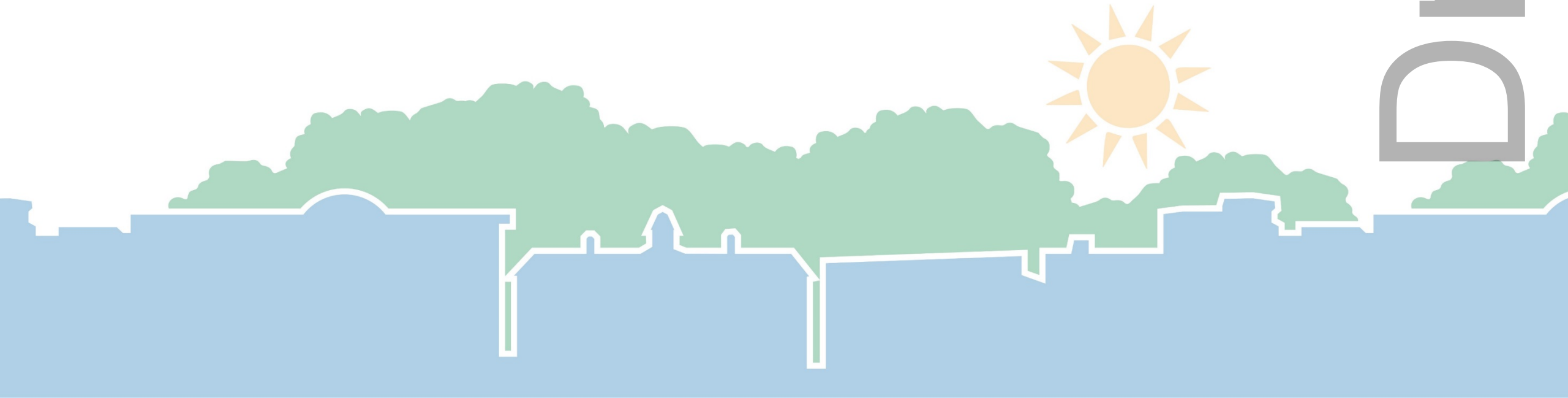
- Schedule for Council engagement
- Community partners to engage
- Most important or “live” issues for Chapel Hill
- Next steps



Town Council Work Session

Transit Oriented Design (TOD) Planning &
Unified Development Ordinance (UDO) Visioning
Project Update: **APPENDIX**

January 5, 2022



Project Management

- Project Kickoff
- TOD Station Area and Focus Area PM Plan
- Project Management Team Meetings
- Establish Guiding Statements as principles for decision making

Draft



Scope of Work/Deliverables

- Project Management and Coordination with Town
- Background Review
- Public and Stakeholder Engagement
- Town Council, Committee and Board Engagement
- Existing Conditions Analysis

Draft



Scope of Work/Deliverables

- **Technical Studies – Market Analysis**
 1. Market Analysis:
 2. Affordable Housing:
 3. Missing Middle Scan:

Draft



Scope of Work/Deliverables

- **Technical Studies – Accessibility Analysis**
 1. Walk and Bike Analysis Review
 2. Audit Update
 3. Accessibility Recommendations
 4. Transit Equity Recommendations

Draft



Scope of Work/Deliverables

■ TOD Station Area and Focus Area Plans

1. TOD Station Area and Focus Area Visioning: *Open House 1: Visioning – May 2022*
2. Station Area and Focus Area Concept Plans: *Open House 2: Station Area and Focus Area Plans – June/July 2022*
3. TOD Station Area and Focus Area Plans:
Open House 3: Draft TOD Station Area and Focus Area Plans - September 2022

■ Impact Assessment

■ Implementation Plan

CHARTING
OUR
FUTURE

