



OPEN THE PUBLIC HEARING FOR LAND USE MANAGEMENT ORDINANCE TEXT AMENDMENT TO SECTION 3.11 REGARDING MASSING & PERMEABILITY STANDARDS IN THE BLUE HILL DISTRICT

STAFF REPORT

TOWN OF CHAPEL HILL PLANNING DEPARTMENT
 Judy Johnson, Interim Director
 Corey Liles, Principal Planner

<p>PROJECT LOCATION Blue Hill Form District</p>	<p>PUBLIC HEARING DATE January 8, 2020</p>	<p>REQUESTED BY Town of Chapel Hill</p>
<p>STAFF'S RECOMMENDATION That the Council open the Public Hearing, receive public comment, and continue the Public Hearing to February 12, 2020.</p>		
<p>ITEM OVERVIEW This text amendment introduces modifications to Section 3.11 of the Land Use Management Ordinance, in response to a petition received by Council on March 14th, 2018¹. Existing standards for massing in the Blue Hill District would be updated to include:</p> <ul style="list-style-type: none"> • Maximum Building Length (measured along street frontage) • Maximum Building Depth (measured perpendicular to street) • Minimum separation between buildings, with criteria to make this inviting space <p>Possible additional text amendments, in response to related interests identified by Council, could address the following topics:</p> <ul style="list-style-type: none"> • Encouraging a variety of housing types • Accommodating standalone parking decks, for better massing outcomes • Reducing the amount of space devoted to parking 		
<p>ADDITIONAL CONTEXT</p> <ul style="list-style-type: none"> • The objectives of new massing standards include increasing pedestrian connections, increasing visual permeability, and reducing the visual impact of taller buildings • Council received an introduction to the new standards and provided feedback at the June 5, 2019 Council Work Session.² • The Council Committee on Economic Sustainability received a Market Analysis from Noell Consulting and discussed economic considerations for new standards at the November 1, 2019 meeting.³ • Civitech, Inc, the project design consultant, evaluated possible dimensional requirements in order to produce recommended standards that balance market feasibility of development with positive impacts on the built environment. • The current work on Blue Hill Massing builds on a text amendment adopted on June 27, 2018⁴ that encourages recreation space to be integrated into the public realm. 	<p>PROCESS</p> <ol style="list-style-type: none"> 1 Receive and Refer Council Petition 2 Recreation Space Amendment 3 Research Additional Potential Standards 4 Council Work Session 5 Economic Analysis and Further Research 6 Advisory Board Review 7 Council Public Hearing 8 Consider Action on Text Amendment 	
<p>ATTACHMENTS</p>	<ol style="list-style-type: none"> 1. Draft Staff Presentation 2. Draft Resolution of Consistency with the Comprehensive Plan 3. Draft Ordinance A (Enacting the Text Amendment) 4. Market Analysis for Future Development Density 	
<p>FISCAL IMPACT/RESOURCES There are no fiscal impacts with the proposed text amendments.</p>		

¹ <https://chapelhill.legistar.com/LegislationDetail.aspx?ID=3378092&GUID=CF613ECB-AE0E-4A16-8801-9292A08A4231>
² <https://chapelhill.legistar.com/LegislationDetail.aspx?ID=3970013&GUID=2D2A1854-2847-42AB-B394-5206C2BA7317>
³ <https://www.townofchapelhill.org/businesses/council-economic-sustainability-committee>
⁴ <https://chapelhill.legistar.com/LegislationDetail.aspx?ID=3537544&GUID=633504CC-12D7-458A-8158-8CDEF868585F>