



COMPLETE COMMUNITY STRATEGY



Rewriting Our Rules

A LUMO UPDATE

**Town Council Work Session
October 18, 2023**



COMPLETE COMMUNITY STRATEGY

Staff Review and Negotiation

- Staff are more empowered to **negotiate, advocate** and **advise** on community priorities throughout the development review process.
- Staff and the Planning Commission use the Complete Community Framework to review and communicate about projects.

Viewed through the holistic lens of the Complete Community Strategy , this project meets the Town's strategy for growth. No single issue raised below should be considered in isolation.			
<input checked="" type="checkbox"/> Consistent	<input type="checkbox"/> Somewhat Consistent	<input type="checkbox"/> Not Consistent	<input type="checkbox"/> N/A Not Applicable
<input checked="" type="checkbox"/>			
Chapel Hill will direct growth to greenways, transit corridors, large infill sites with existing infrastructure, and smaller infill sites.			
• The project involves the redevelopment of multiple underutilized parcels in downtown Chapel Hill with easy access to transit and multimodal transportation.			
<input checked="" type="checkbox"/>			
Goal 1: Plan for the Future Strategically	Associated Comp. Plan Elements: <ul style="list-style-type: none">• Future Land Use Map• Shaping Our Future		
• Located in the Downtown Focus Area.			
• Provides commercial/office space as called for in the FLUM.			
• The proposed building heights exceed the typical building height guidance (approx. 96 feet) in the FLUM. The impact of the project's height will be somewhat mitigated because it sits in a low point along West Franklin Street.			
• The project has the potential to bring a significant number of year-round jobs to downtown Chapel Hill.			
<input checked="" type="checkbox"/>			
Goal 2: Expand and Deliver New Greenways for Everyday Life	Associated Comp. Plan Elements: <ul style="list-style-type: none">• Mobility & Connectivity Plan• Connected Roads Plan		
• The project is in the core of Chapel Hill's walkable downtown and will be well-served by transit.			
<input checked="" type="checkbox"/>			
Goal 3: Be Green and Provide Housing	Associated Comp. Plan Elements: <ul style="list-style-type: none">• Climate Action & Response Plan		
• The project will contribute to the Climate Action and Response Plan strategy for walkable, bikeable, transit-served development patterns.			
• The project is expected to achieve LEED Gold certification.			
• Because the project will result in a net decrease of impervious surface, there is no requirement for stormwater treatment. However, the applicant has agreed to treat 10% of the site's existing impervious surface.			
<input checked="" type="checkbox"/>			
Goal 4: Plan for Excellence in the Public Realm and Placemaking			
• The applicant has consulted with the Town Urban Designer and will improve the public realm by providing a public plaza along West Franklin Street and significantly improving pedestrian connectivity between West Franklin Street and West Rosemary St.			



COMPLETE COMMUNITY STRATEGY

Community Benefits (Mandate, Incentivize, or Negotiate?)

COMPLETE COMMUNITY: PLANNING FOR THE FUTURE AND MEETING HOUSING NEEDS (Goal 1) COMMUNITY BENEFITS

- Affordable Housing Proposal, Including AMI Targets and Mix of Unit Sizes
- Housing Voucher Acceptance – Commitment for Rental Units
- Displacement Mitigation Strategies – Resources and Support for any Existing Residents
- Demographic Needs Served by Housing Types
- Homeownership Opportunities
- Proximity to Daily Needs and Amenities – Access to Parks, Daycares, Schools, Grocery Stores, Medical Offices, etc.
- Resident Access to Career and Education Opportunities
- Effective Use of Limited Land Supply – Sufficient Intensity on Developable Land (excluding Environmental Constraints)

COMPLETE COMMUNITY: GREENWAY AND TRAVEL OPTIONS (Goal 2) COMMUNITY BENEFITS

- Road Improvements Addressing Traffic Impacts (typically based on TIA Recommendations)
- Location of Vehicular Access Points; Vehicular Cross-Connectivity Opportunities
- Pedestrian Access and Internal Circulation, Connections to Larger Network
- Bicycle Access and Safe Movements through Site; Identify Shared or Dedicated Facilities within Site and along Frontages
- Bicycle Amenities – Type and Location of Bicycle Parking and Other Supportive Amenities
- Safe Road Crossings for Various Ages and Abilities – Treatments Used at Key Intersections
- Transit Service Proximity and Frequency; Improved Access to Nearest Transit
- Future Multimodal Connectivity Opportunities (include projects by others for Greenways, Transit, and/or Bicycle Facilities)
- Parking Demand Reduction Strategies

COMPLETE COMMUNITY: GREEN STRATEGIES COMMUNITY BENEFITS

- All-Electric Design – Buildings, Site, and/or Appliances
- Solar Energy Generation, Solar-Ready Design, and/or Feasibility Analysis
- Sustainable Building Materials, Green Building and/or Resource Use Equivalent
- Energy Efficient Building Design Measures – Certifications or Equivalent; LED Lighting; ENERGY STAR Rating
- Water Efficiency Design Measures and Ratings
- Electric Vehicle Charging – Stations Installed, Capacity, Readiness/Capability for EV Expansion
- Electric Bicycle Charging
- Efforts to Minimize Removal of Mature Tree Canopy and Other Significant Vegetation
- Tree Canopy Protected or Planted to Exceed Regulations
- Measures to Protect Streams, Wetlands, and Flood-prone areas, Exceeding Regulations
- Plant Material Selection Responding to Local Context (Native, Drought-tolerant, Removal of Invasives, etc.)
- Irrigation Strategies to Minimize Potable Water Use After Plants Are Established
- On-Site Recycling or Composting
- Storm Event Design Target (e.g., Stormwater Management for 100-Year Storm)
- Green Stormwater Infrastructure Measures Incorporated (Bioswales, Constructed Wetlands, etc.)
- Other Measures to Improve Water Quality and/or Reduce Flood Risk, Exceeding Regulations
- Impervious Surface Reduction Strategies
- Coloring/Albedo of Roof Materials and Impervious Surfaces
- Invasive Species Removal
- Strategies for Erosion Control and Stable Condition of Site during Construction, Exceeding Regulations
- Relationship of Grading to Natural Landform; Strategies to Minimize Cut and Fill
- Other Green Measures Proposed by Applicant

COMPLETE COMMUNITY: PLACEMAKING AND PUBLIC REALM COMMUNITY BENEFITS

- Protection of Historic Features and Cultural Resources
- Public Art Proposed, and How Art Contributes to Creative Placemaking
- Streetscape Design Features for Active Pedestrian Realm along Internal Drives and Streets
- Building Placement to Activate Public Realm
- Building Design Measures Creating a Human Scale
- Efforts to Reduce Visibility of Parking
- Transitions to Surrounding Neighborhoods through Landscape, Compatible Uses and/or Building Forms
- Public Spaces Serving a Variety of Needs – Measures for Design and Programming
- Additional Aspects of Site Design Prioritizing People Over Vehicles
- Other Notable Design Features



COMPLETE COMMUNITY STRATEGY

Community Benefits

	Mandate	Incentivize	Negotiate
Affordable Housing		✓	✓
EV Parking	✓	✓	
Stormwater Performance	✓	✓	
Impervious Surfaces			
Sustainability & Energy Efficiency			
Bike/Ped amenities			
Public Realm			
Tree Canopy & Vegetation			
Recreation Space			
...			



COMPLETE COMMUNITY STRATEGY

Implementation Updates

Development Suitability/Resilience Tool (Natural Areas Map):

- Staff developing an interactive mapping tool to analyze:
 - Flood risks,
 - Habitats,
 - Tree canopy
 - Impervious area,
 - Other environmental and land constraints.

Habitat Suitability Model Review

About

- Explore the Composite habitat suitability surface. The map views are linked, so navigating the Composite map auto zooms the sub-model maps to the same extent.
- Search for a location using the Search tool in the Composite Map frame or manually navigate using the map tools.
- Toggle on/off the criteria layers in the sub-models. If a layer is toggled on but not visible, zoom in until it is visible.
- Submit comments using the comment form. Comments will show on the Composite map as they are submitted. Click a comment point to view comments.
- View the Distribution Charts of suitability values for each surface and the Criteria Summary using the buttons at top right.

Comment Form

Select a map.*
Select a map from the list to categorize your comments.

-Please select-

Enter comments here.
Comments are limited to 500 characters.

500

Map your review comment.

- Search for an address or click the map to provide a location associated with your comment.
- Skip this question if you do not wish to enter a location. Your comment will locate at Town Hall.

Find address or place

Habitat

Land Use



COMPLETE COMMUNITY STRATEGY

Implementation Updates

Greenways:

- Established Office of Mobility and Greenways
- Secured \$1.3 million RAISE Grant to study feasibility of E2E Greenways Map
- Expect to hire consultant and begin study in 2024

Parks Master Plan:

- Town to issue RFQ next month
- Master planning process expected to last 24 months



Rewriting Our Rules

A LUMO UPDATE

Agenda:

1. Policy Discussion

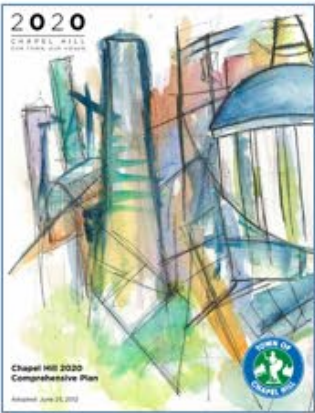
2. Project Updates and Next Steps

Implementing the Comprehensive Plan

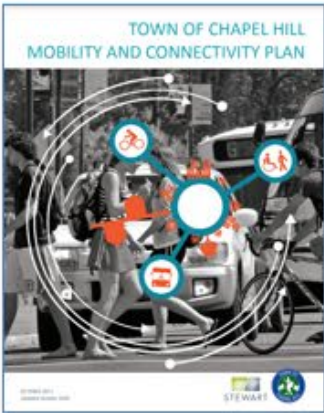


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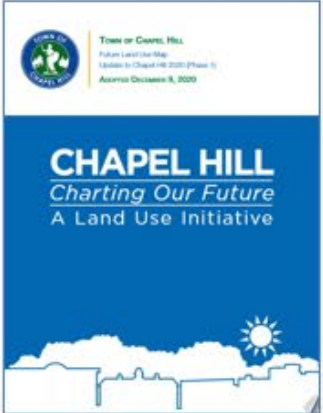
2023



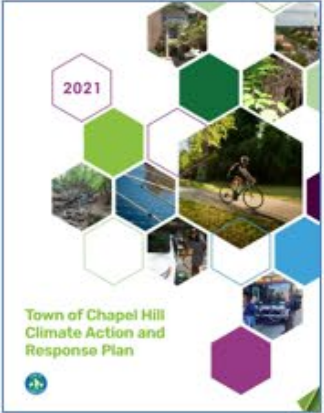
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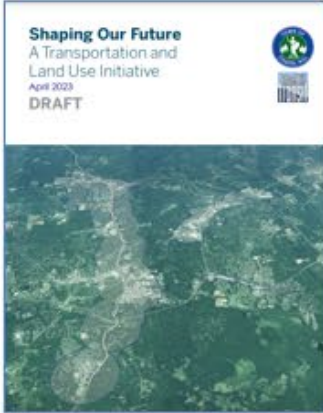
2017



2020

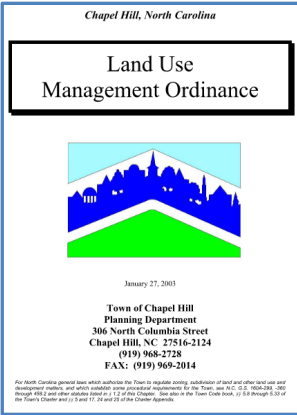


2021

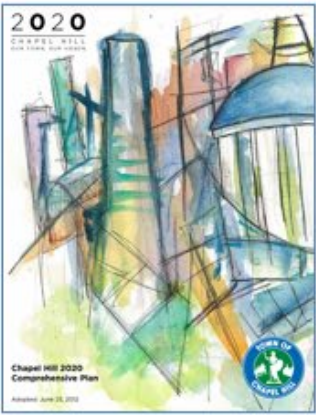


2023

Implementing the Comprehensive Plan



2003



2012

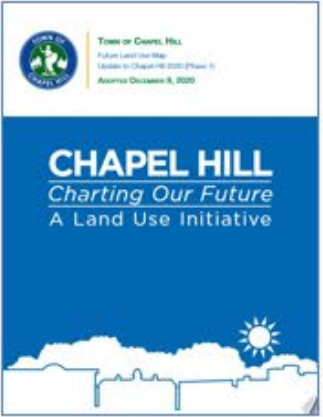


Implementing the Comprehensive Plan

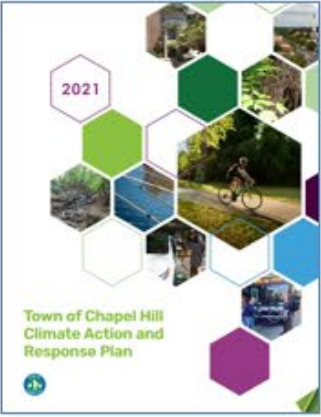


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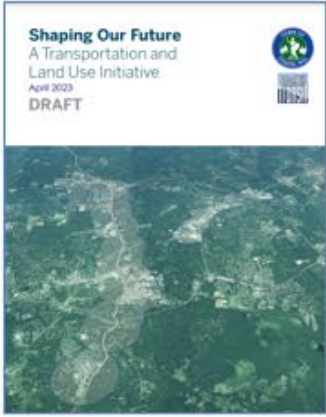
2023



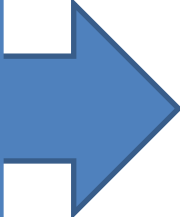
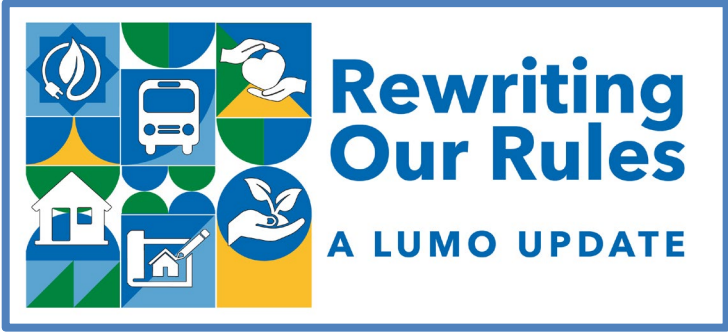
2020



2021



2023



Policy Discussion:

1. Development Intensity
2. Holistic Planning
3. Mixed-use Development
4. Parking Standards
5. Single-family Homes

Policy Discussion:

1. Development Intensity
2. Holistic Planning
3. Mixed-use Development
4. Parking Standards
5. Single-family Homes

- Is this the general direction you believe Chapel Hill should move in?
- What tradeoffs are you most concerned about?
- Are there specific actions that the town should take in relation to this topic?
- What additional information do you need on this topic?

Policy Discussion:

1. Development Intensity

2. Holistic Planning
3. Mixed-use Development
4. Parking Standards
5. Single-family Homes

Align LUMO and Zoning Map with the development intensities called for in the FLUM's Focus Areas.

Zoning districts and dimensional standards not aligned with FLUM Focus Areas

- Height
- Floor Area Ratio
- Setbacks
- Buffers
- Permitted Uses



Plan for the Future Strategically

Policy Discussion:

1. Development Intensity

2. Holistic Planning

3. Mixed-use Development

4. Parking Standards

5. Single-family Homes

Promote alternatives to conditional zoning.

- Existing thresholds force projects towards Council approvals
- Benefits of negotiation vs. cost and uncertainty



Plan for the Future Strategically

Plan for Excellence in the Public Realm, Everywhere

Policy Discussion:

1. Development Intensity
2. Holistic Planning
- 3. Mixed-use Development**
4. Parking Standards
5. Single-family Homes

Allow more mixed-use options to support small-scale commercial uses.

- Mixed-use development not allowed in residential districts
- Existing mixed-use districts require at least 20% non-residential
- Short-term and long-term fixes are available



Plan for the Future Strategically

Plan for Excellence in the Public Realm, Everywhere

Policy Discussion:

1. Development Intensity
2. Holistic Planning
3. Mixed-use Development
- 4. Parking Standards**
5. Single-family Homes

Consider lowering or removing parking minimums.

- Growing national momentum
- Factors outside of Town regulations play a major role
- Planning Commission's June 21, 2023, petition



Be Green

Policy Discussion:

1. Development Intensity
2. Holistic Planning
3. Mixed-use Development
4. Parking Standards
- 5. Single-family Homes**

Ensure that all new development contributes to a Complete Community.

- Single-family homes are exempt from FAR, tree canopy coverage, and most stormwater regs
- State limits on regulation of SF homes
- Potential for added cost



Be Green

Next Steps:

1. November 13 Work Session:

- Follow-up from tonight
- Draft district palette
- Building design
- Affordable housing

2. January Work Session:

- Project orientation for new members
- Additional project updates

Project Updates:

Planning
Ambassadors

Affordable
Housing

Design
Standards

Focus Group
Meetings

Project Updates:

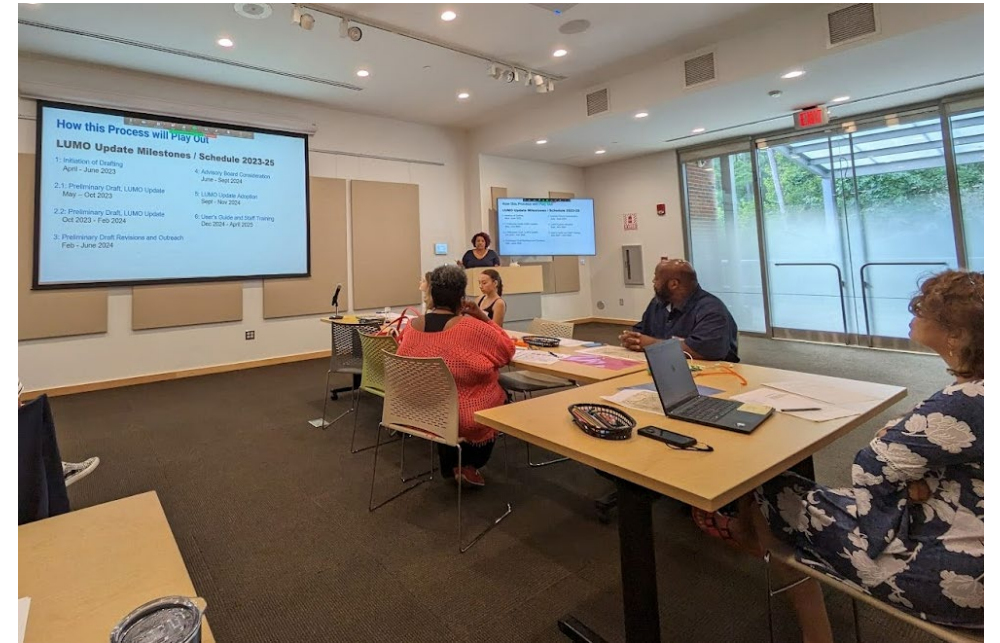
Planning
Ambassadors

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Housing

Design
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Focus Group
Meetings

- Equity-focused recruitment
- Compensated participation
- 10 active participants
- 2 learning sessions completed & 2 planned



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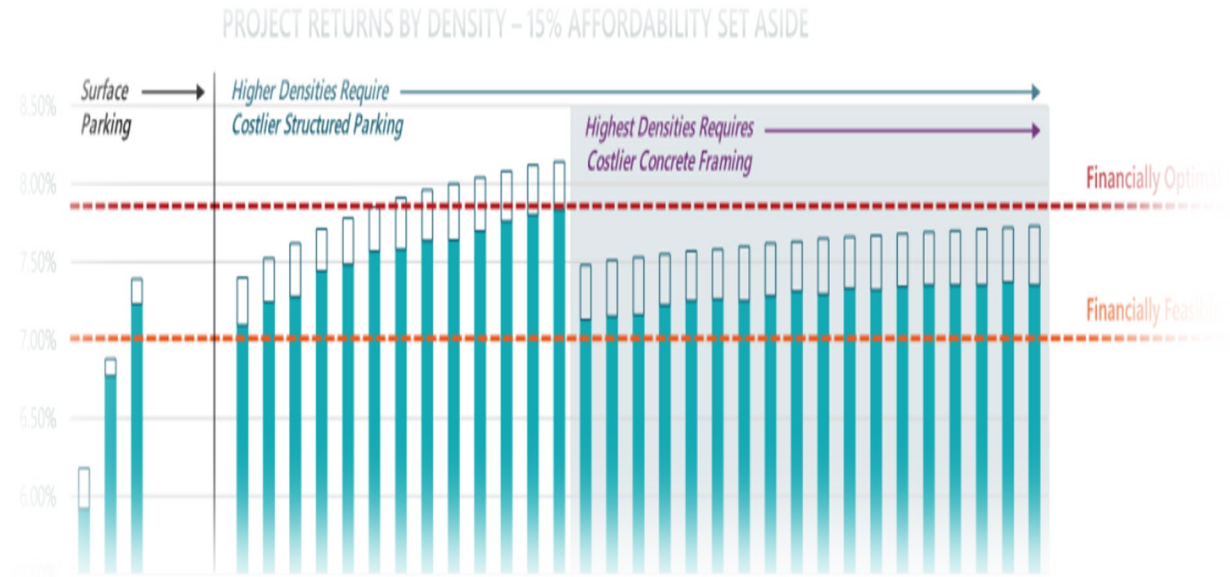
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- Ongoing analysis to identify code-based incentives for affordable housing



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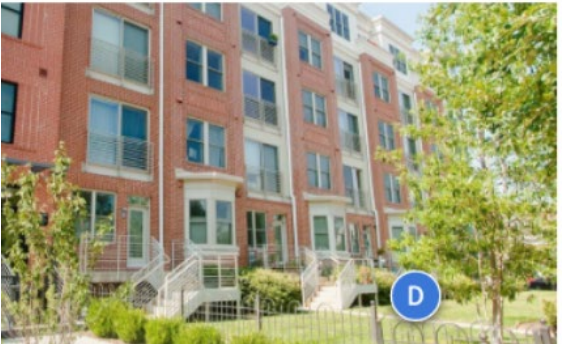
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- Ongoing analysis to inform updated site and building design standards



Project Updates:

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- 2 focus group meetings w/ experienced stakeholders to discuss affordable housing and design standards
- Additional meetings expected in Winter/Spring '24

