

01-05-2022 Town Council Meeting Responses to Council Questions

ITEM #3: Update on Land Use Management (LUMO) Rewrite and Community Engagement Process

Council Question:

Will the SOM team be carrying out the public engagement process/strategy?

Staff Response:

SOM is carrying out the engagement for TOD and UDO. Depending on the scope and amount budgeted (i.e. procurement process), we would need a contract amendment to have them carry out the long range planning engagement (Item #4 on this agenda).

Council Question:

My understanding is that Kimley-Horn did a very good job in creating the FLUM. Why was a change to a new team made?

Staff Response:

According to the TOCH Purchasing Policy, vendors whose contracts exceed over \$90,000 need to be competitively bid, therefore Town staff issued an RFP. SOM was selected by two selection committees. The first committee narrowed down the six submitted applications using evaluation criteria. The second committee was involved in the presentation/interview process. SOM outscored all other consultants in both phases of the selection process. The scoring criteria included firm experience with similar projects, quality and impact of prior work, approaches to public engagement, elevating equity, and cost competitiveness, to name a few.

Council Question:

How does this work integrate with the planning work proposed by Rod Stevens or does it?

Staff Response:

The information gained from the planning work proposed by Rod Stevens will inform the overall TOD Planning and UDO Visioning. Some of the engagement activities may also align, particularly in the beginning of both the initiatives.

01-05-2022 Town Council Meeting Responses to Council Questions

Council Question:

The public process seems quite light – Just three open houses. How does the staff intend to bring our historically underrepresented/marginalized residents into the process given the claimed focus on equity and should there be separate public engagement processes for this work and the work in Item 4 or would it make more sense to have a combined process?

Staff Response:

Three open houses are the large-scale engagement events. Supplemented by stakeholder interviews, focus groups, neighborhood walking tours, an online presence, and other events. Details of engagements and overall strategy will be finalized in the Public Engagement Plan. There will be a specific focus on including historically underrepresented and marginalized communities.

Public Engagement as outlined in the Scope of work:

- *Public Engagement Plan*
- *“In-reach” Steering Committee*
- *Site Tours*
- *One-to-One Interviews and Meetings*
- *Group Discussions*
- *Open Houses, Public Workshops*
- *Public Webinars Held in Addition to Public Meetings*
- *Pop-up Events*
- *Organization Meetings*
- *Project Website*
- *Survey Tools Linked to Open Houses*
- *Reporting*

Council Question:

The timeline shown ends in June of 2023 (presumably the end of Phase 1), but the LUMO will not have been rewritten at that point. What are the components of subsequent phases (and how many are there) and are they part of SOM’s work scope?

Staff Response:

Establishing the UDO Vision in June 2023 will then allow the Town to move into writing the new Ordinance. The technical writing and iterative review are expected to take about a year, followed by approximately four months of final review and adoption. This work is not part of SOM’s current work scope. Given the complexity of TOD Planning + UDO Visioning, staff elected to save the writing of the new Ordinance for a subsequent contract.

01-05-2022 Town Council Meeting Responses to Council Questions

The range of needed consulting expertise, including possible additional subconsultants as well as needed public engagement can be considered when the subsequent work scope is developed.

Council Question:

The timeline on page 62 implies that only TOD and focus areas are going to be addressed. If that is the case, it seems wholly inadequate given expressed desires for so-called “gentle density” and the like that would affect many areas of Town?

Staff Response:

The FTA grant for TOD work limits the TOD focus area to ½ mile around planned stations. This buffer of space allows us to examine the entire BRT corridor, with the only gap being between Culbreth Road and Southern Village.

Missing Middle considerations are integrated into the consultant’s scope of work and will be addressed town wide. Outside of Focus Areas and Station Areas, there will be a Code Audit that will include a Land Use Tools Inventory detailing possible components for the new Ordinance. The Land Use Tools Inventory will provide guidance on how to introduce ‘gentle density’ into neighborhoods through regulatory measures. Where we hear desire for other neighborhood enhancements during public engagement, we’ll address those through the Land Use Tools Inventory as well.

Council Question:

Can you remind me what the budget is for this phase of the LUMO work, and how much is being paid by the TOD grant?

Staff Response:

The LUMO rewrite is being funded by the Town’s General Fund. There is currently \$460,065 allocated for the current fiscal year which will fund the Unified Development Ordinance Visioning phase that includes several technical studies. Additional allocations are expected in future fiscal years, most notably for the code rewriting.

The Transit Oriented Development Planning is funded through a Federal Transit Authority grant and a local match totaling \$745,000.

Council Question:

Is there a deadline on when the TOD grant work must be completed?

Staff Response:

The FTA Grant has an 18-month expiration from the date of award. Staff is working to provide more specifics on the award date at the meeting.

01-05-2022 Town Council Meeting Responses to Council Questions

Council Question:

Could the LUMO Critique 2011 referenced in the presentation be shared?

Staff Response:

Available here:

<https://www.townofchapelhill.org/home/showpublisheddocument/29520/635775800742170000>

Council Question:

Is the public engagement envisioned as virtual, in-person, or a combination?

Staff Response:

There will be a combination of engagement formats. There will be virtual opportunities to accommodate ongoing public health concerns which will continue post-pandemic to encourage more participation.

Council Question:

Is it possible to have a timeline that combines the LUMO and the long-range planning work into one?

Staff Response:

Yes. Staff are working with Rod Stevens to support the long-range planning effort. The timelines for both efforts are intended to support one another.

Council Question:

There are a lot of moving parts to the LUMO re-write, and I'm struggling to see how all the pieces fit & a clear path of HOW we get to where we need to be. I believe there needs to be a separate session to address public engagement plan and strategy. First, priority needs to be getting a clear understanding of the scope of Rod's work and getting a contract signed.

Staff Response:

Staff anticipate bringing the public engagement plan and strategy to the January 26 Council meeting. The Overall Project Plan is below and outlines the different components of the LUMO rewrite. Staff are working with Rod Stevens to assist with scoping that effort and support the advancement of the long-range planning effort.

01-05-2022 Town Council Meeting

Responses to Council Questions

LUMO Rewrite Overall Project Plan – General Outline – 7/29/2021					
	Project Planning Phase (1/2021-8/2021)	Phase 1 (9/2021 – 6/2023) Code Diagnostic & Visioning	Phase 2 (7/2023-4/2024) Council Endorsement	Phase 3 (5/2024 – 7/2025) Code Rewrite & Zoning Atlas Alignment	Phase 4 (8/2025 – 12/2025) Code/Atlas Adoption
Meetings & Engagement	<ul style="list-style-type: none"> Education Campaign – Videos, Speakers Series, etc. Facilitated Conversation with Council: LUMO - What does and doesn't work Advisory Board presentations Facilitated Conversation with Council: Types of UDO, What makes a good UDO? Facilitated Conversation with Council: Defining roles & responsibilities 	<ul style="list-style-type: none"> Office Hours – Real and/or Virtual Advisory Board presentations Stakeholder Interviews / Focus Group Discussions Staff Interviews Site visits / Neighborhood walks or similar Charrettes / Open Houses by Focus Area Facilitated Conversation with Council: Values & Community Benefits Facilitated Conversation with Council: LUMO - What does and doesn't work Facilitated Conversation with Council: Public Engagement Results 	<ul style="list-style-type: none"> Advisory Board presentations Planning Commission review (2 meetings minimum) Council review of Code Diagnosis Memo Council endorsement of Focus Area Specific Plans Council endorsement of results of facilitated conversations Council appointment of Technical Task Force 	<ul style="list-style-type: none"> Education Campaign – Hands-on workshop, Book Club, etc. Office Hours and/or Focus Group Discussions Online engagement Attending community group meetings - updates to stakeholders Tabling at community events Technical Task Force Meetings (include facilitation by consultant, as appropriate) Advisory Board presentations (updates once per quarter) Planning Commission review (minimum once per quarter) Council update presentations (once per quarter) 	<ul style="list-style-type: none"> Public meetings for comments on FINAL DRAFT UDO Advisory Board final review Planning Commission final review Council Public Hearings Events to showcase newly adopted UDO Training for staff, Advisory Boards, and Council on newly adopted UDO
Deliverables	<ul style="list-style-type: none"> UDO Visioning RFP Website Education Videos/Speakers Series Written report of past planning processes Relevant plans, studies, and data 	<ul style="list-style-type: none"> Code Diagnosis Memo and Land Use Tools Inventory, incorporating results of technical analyses & findings of Facilitated Conversations Specific Plans for each Focus Area including 3D modeling and Development Scenario(s) Summary of stakeholder interviews / interactions Findings of Facilitated Council Conversations Missing Middle scan – Cost/benefit analysis Public Engagement Plan & Communications Plan Market Analysis – setting the stage for Focus Area planning 	<ul style="list-style-type: none"> Council action endorsing Specific Plans 	<ul style="list-style-type: none"> 10 Events with consultant. Combination of public meetings (format TBD), Technical Task Force Meetings, and Planning Commission review Maps to compare existing & proposed zoning Blueprint of proposed changes (Descriptive document before Code language is drafted) Summaries of public engagement results Missing Middle Scan - Analysis & testing of regulatory tools Reports of technical analyses Draft UDO chapters with up to 4 revisions Complete DRAFT of new UDO and Zoning Atlas 	<ul style="list-style-type: none"> FINAL DRAFT UDO and Zoning Atlas with 1 final revision Final UDO and Zoning Atlas after adoption Final UDO in interactive format Design files for UDO text, maps, and graphics
Technical Analysis	<ul style="list-style-type: none"> Review of 2003 LUMO, 2015 Revisions & other past planning processes <p style="text-align: center;">Tasks outside of Contract Scopes performed by Town Staff</p>	<ul style="list-style-type: none"> Analysis of LUMO Issues/Deficiencies Evaluation of Town Code and Engineering Design Manual Review & Analysis of Chapel Hill 2020 & amendments Land capacity for development within Focus Areas Fiscal impact analysis of Focus Area Development Scenarios Identify impacts of Development Scenarios for further study – e.g. stormwater, traffic Inventory of tools and technical solutions to align regulations with community values 	<p style="text-align: center;">Included in Scope of this Contract</p>	<ul style="list-style-type: none"> Market Analysis - costs of public benefits & need for developer participation Continued analysis of tools and technical solutions to align regulations with community values Analysis of potential impacts of proposed regulations on traffic, climate change mitigation, equitable access, transit usage, stormwater, tree canopy, etc. Generalized testing of proposed regulations for unintended consequences Evaluation of likely redevelopment parcels to test fit proposed development standards Inventory of additional tools, beyond zoning, to implement Focus Area Specific Plans (public private partnerships, development incentives, capital projects, etc) 	<p style="text-align: center;">Scope of future Contract</p>

Council Question:

If the SOM consultant group plans to include equity measures at every turn in this process, I would like to see equity & diversity reflected in the make-up of the consultants doing the work.

Staff Response:

The consultant team will be prepared to speak to this interest during the presentation. The consultant team includes firms owned by historically underrepresented groups such as women and people of color. Additionally, there are reserved expenses for engagement of community-based organizations to assist with the engagement process. The team is discussing how to engage minority businesses as co-facilitators in the process as well.