

01-16-2019 Town Council Meeting
Responses to Council Questions

ITEM #11: Charting Our Future - Considerations for the Refined Future Land Use Map

Council Question: When will we be talking about goals/guiding principles and how we meet our interests through land use planning? What we did during the work session seemed like an exercise mostly geared towards absolute choices in relation to density. What special places are we trying to create? What can we do to get the entrepreneurial, tech, innovation space that we talk so much about? How do we get more commercial versus residential to balance out our tax base? How do we create exciting streetscapes and balance impervious surface with green space?

Staff Response: *Our plan is to create a “Blueprint” that includes much of the detail requested. That “Blueprint” will include the description of the special nature of each Focus Area as well as guiding principles geared toward each Focus Area. Our assumption to date has been that the goals are the Council’s DRAFT Strategic Goals as well as the Vision, Value and Goals included in Chapel Hill 2020. Informing the creation of this “Blueprint” will be Chapel Hill 2020, the Draft Strategic Goals, community input, past planning efforts, and the Council exercise and discussion from last week including the Post-Its. The “Blueprint” will serve as the opportunity to have facilitated discussions about more than building height. We wanted to give you something to consider, the “Blueprint,” in order to frame those discussions. We chose to directly ask about building height since that issue can be difficult to ferret out in more general discussions.*

As discussed last week, land use tools are crude instruments and cannot fully address all of Council’s priorities, such as an entrepreneurial innovation space. Zoning can permit such a space, but other tools have to be utilized to create such a space.

In addition, Dwight Bassett will have an opportunity to review of the “Blueprint” in order to consider the commercial vs. residential balance in terms of tax base and to insure that sufficient non-residential uses are included on the refined FLUM. Please keep in mind that the market may lean toward residential due to the nature of Chapel Hill. To counteract the leanings of the market, tools, other than land use tools, may be necessary. In addition, we may need to creatively use our land use tools to push the market in the direction we desire. How we use our development review process, development fees, and development standards to influence the market should be a part of the discussions when we rewrite the LUMO.

Council Question: How long will drafting the FLUM take?

Staff Response: *We hope to present a “Blueprint” to the Council Committee on Economic Sustainability (CCES) on February 8. Assuming the Council feels that the “Blueprint” adequately represents the Council’s direction for the Focus Areas, a draft FLUM will be available for the Council’s consideration on March 1 at the CCES meeting. If Council approves the revised timeline, the final FLUM is anticipated to be ready for Council review and adoption in the fall.*

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Council Question: Will the draft FLUM be shared with Council before it goes to the community and advisory boards?

Staff Response: *The draft FLUM will be presented to and considered by the Council prior to the draft being presented to the community and advisory boards. If the Council is concerned about the draft on March 1, revisions will be made prior to the draft being presented to the community and advisory boards.*

Council Question: I can't read the post it's in the packet. Will it be legible on Wednesday?

Staff Response: *The electronic version of the packet includes high resolution images that can be magnified to see all of the information on the maps. Here is a link to those images: [Images for Charting Our Future - Jan. 9, 2019](#)². The link may take a minute to load.*

² <https://chapelhill.legistar.com/LegislationDetail.aspx?ID=3834349&GUID=9FB6A314-F75D-41E3-8A12-8C349D84DE3F&Options=&Search>