

Meeting the Need: A Strategy for Where and How to Build Complete Communities

**TOWN OF CHAPEL HILL
Town Council**

November 2nd, 2022

Draft

The
Keesmaat
Group.

HFA

HURLEY
FRANKS
ASSOCIATES

Agenda

1. Project Update
2. Complete Community Framework
3. Key Decision Points for Council
4. Pilot Project Approach

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Project Objectives

To begin the process of building consensus about where and how to build

To determine where complete communities can be advanced, exploring trade-offs and opportunities

To identify a viable pilot project

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Complete Communities to Project End

Overview of Upcoming Dates

- **Nov 1st: Community Leaders Workshop (TBD)**
- **Nov 1st and 2nd: UNC and UNC Health Focus Groups**
- **Nov 2 Council Meeting: Key Decisions Overview to Council, Pilot Project Approach**
- **Nov 16th Council Meeting: Complete Community Plan and Proposed Pilot Project**
- **December 7th: Resolution, Final Recommendation**

TODAY

- **Discuss Pilot Projects**
 - **Approach**
 - **Evaluation Criteria**

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Stakeholder Consultation Process Update

41 people in one-on-one interviews in two rounds

- Names of those invited and interviewed are posted on the project website
- Focus on 'setting the stage', testing and discussing emerging directions, discussing possible pilot projects

Development Focus Group and Trails and Equity Focus Groups

- Focus on testing concepts and ideas, soliciting input, sharing perspectives

Community Leader Workshops

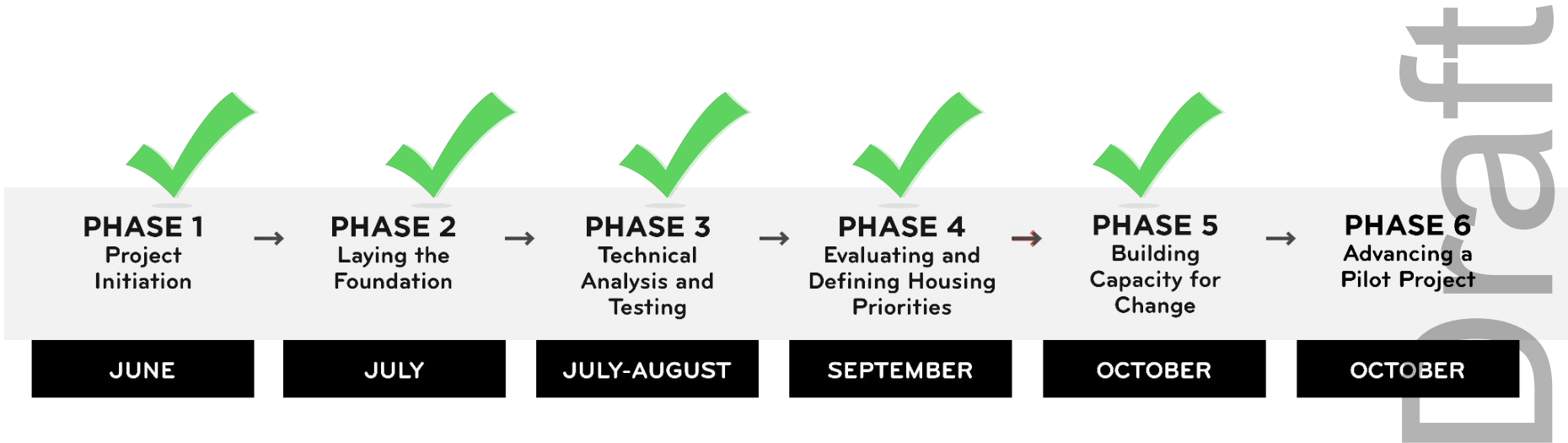
- Discussing and testing the pilot project approach and long list

Staff Workshop

- Focus on implementing the Complete Community Framework

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Six Phases over Five Months



Complete Community Framework

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Chapel Hill Complete Community Framework



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Where to Grow

Chapel Hill will direct growth to:

Greenways

to enable walkable communities and minimize cars and parking

Transit corridors

to generate sufficient density for higher order transit

Large infill sites with existing infrastructure

to better use land and remediate the mistakes of the past

Smaller infill sites

to add housing diversity and create more inclusive neighbourhoods

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COMPLETE
COMMUNITY
STRATEGY

Greenways are key to accommodating future growth.

Why does Active Transportation matter?

There has been a fear that Chapel Hill has no room to grow.

But currently, Chapel Hill has a 'land-intensive' approach to growth.

- Low densities that are costly to service and require significant road right-of-way per capita.
- Lots of room is given to cars and parking...that could be better used for housing.
- This is wildly expensive and therefore inequitable.

To accommodate growth, you need to plan differently.

Better uses of land requires more density.

More dense housing requires alternative approaches to transportation.

Walking and biking require an inter-connected network, but Chapel Hill's road network does not provide this. As a result, Greenways become critical to Active Transportation.

Greenways enable denser forms of housing in Chapel Hill.

Why?

- **Less parking is required**
- **More people and uses are in close proximity**

Greenways are a critical 'hook' for a denser, more sustainable future Chapel Hill.

Key Decision Points for Council

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Key Decision Points for Council

1. **Adoption of the Complete Community Framework as a tool for city-building and a guide for future growth, to be implemented across all departments.**
 - a. **Integrate into Council strategic goals**
 - b. **Integrate into departmental goals and the five-year budget**
 - c. **Cross departmental collaboration and evaluation as to how Complete Communities is to be implemented city-wide**
 - d. **Create a Complete Community dashboard that is publicly accessible**

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2. **Adoption of the Complete Community Framework as a lens through which to advance development review. This is achieved through:**
 - a. The forthcoming update to the FLUM
 - b. The forthcoming update to the LUMO (Orion)
 - c. Complete Communities Checklist to be developed through the PSR

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4. Adoption of Pilot Project(s)

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Pilot Project Approach

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Evaluation Considerations



You can change the outcomes by changing the criteria.



This is a **tool** to help with decision making; it does not give you a decision.

Approach:

- You will see a variety of scales and timelines
- We eliminated early possibilities that became clearly impossible
- Some are challenging; some are straightforward
- **Goal: to choose a pilot(s) that demonstrates Council's appetite for advancing Complete Communities by making a stake in the ground decision**

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Pilot Project Evaluative Criteria

#	Criteria (weighted equally)	Description
1	Speed of Implementation	How quickly can the project be implemented? What are the barriers to implementation, and are they easily overcomable? Does the Town have jurisdiction over implementation?
2	Financial Viability	There a reasonable expectation that it can be funded in the near-term? Does it require other partnerships or stakeholders to provide financial support?
3	Magnitude of Impact	What is the scale of the impact the project will deliver? Is it located on one site or multiple sites?
4	Contribution towards the Creation of Complete Communities	To what degree does the project demonstrate complete communities?
5	Scalability	Is the project (or concept) scalable across the Town, or does it deliver change at a significant scale?
6	Social Equity Considerations	How does the pilot address the needs of historically marginalized communities? Does it present the opportunity to address the needs of historically marginalized communities? Does it add housing diversity or enhance equitable housing?

Pilot Project Framework

Two Categories of Pilot Projects

1. New active transportation strategies/connections







- e.g. protected bike lanes, greenway implementation strategy, Greenway wayfinding
- PSE has proposed an approach to these potential projects

2. New Development Approaches

- e.g. Expedited approvals, new collaborations on specific sites
- Seven specific sites/projects have been identified and evaluated

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Long List of Potential Pilot Project - Active Transportation

#	Name of Project	Description	Timeline to Delivery	Impact	Next Steps
1	Everywhere to Everywhere Greenways Federal Funding	Pursue Federal funding to build out Everywhere to Everywhere Greenways as transportation infrastructure, to transform mobility in Chapel Hill.	9-18 months		Advance
2	Everywhere to Everywhere Greenways: Phase 1	Build out a strategic series of links in the Greenways network to increase transportation access, particularly for historically marginalized neighborhoods. Project could be phased, with the pilot project focusing on the completion of the first phase, funded from existing budget.	6 months		Direct to Staff
3	New Bike Protected Lane (Details TBC)	Route to be determined by Transportation Planning	6 - 12 months		Direct to Staff
4	Better signs highlighting current greenway connections	Goal is to generate awareness about the existing Greenway network and the role that it can provide in providing transportation choice. New signage throughout Chapel Hill, and an advertising campaign by the Town, could build better awareness around the existing infrastructure.	3 months		Direct to Staff
5	Elevating the role of e-bikes	Programs to introduce people to the use of e-bikes, provide introductory rides. Subsidies for e-bikes.	2 months		Direct to Staff
6	Greatly expanding bike share	Making bikeshare a true transportation choice in Chapel Hill, with station locations that specifically prioritize access for low income groups. Programming and funding for low income households.	One year, minimum		Direct to Staff

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