



SHAPING OUR FUTURE

A Transportation + Land Use Initiative

Staff Presentation to Planning Commission
April 4, 2023



RECOMMENDATION

- Adopt the **Resolution Accepting The Recommendations Of *Shaping Our Future: A Transportation And Land Use Initiative* for the Purpose Of Considering of an Amendment To The Comprehensive Plan (R-09)**
- Adopt the **Resolution Calling A Legislative Hearing For April 19, 2023, To Consider Updating The Town's Comprehensive Plan to Include *Shaping Our Future: A Transportation And Land Use Initiative* (R-10)**

BACKGROUND

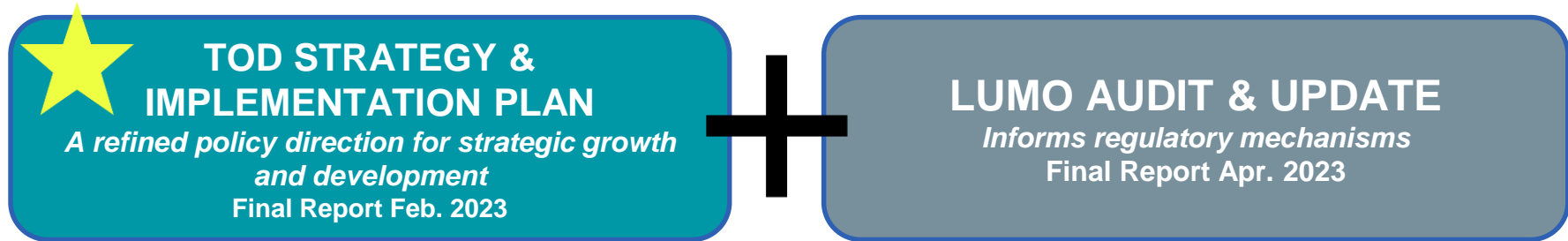


SHAPING OUR FUTURE: A TRANSPORTATION AND LAND USE INITIATIVE

Supports vibrant, walkable development in areas identified for growth (Focus Areas) across Chapel Hill, including the NSBRT corridor.

Supports homes, services, and jobs; attracts transit riders; connects neighborhoods; and leverages public and private resources to implement the community's vision.

SHAPING OUR FUTURE =



TOD = COMPLETE COMMUNITY

Anatomy of a Complete Community



TOD CHARACTERISTICS



MIX OF USES



DIVERSE HOUSING



ACCESSIBLE



GREEN & SUSTAINABLE



VIBRANT PUBLIC REALM



MULTIMODAL

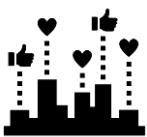


CONNECTED

SHAPING OUR FUTURE: CONTENTS



ENGAGEMENT Focus groups, one-on-one interviews, open houses, webinars, pop-ups, Town Council updates



MARKET ANALYSIS Current land uses, land availability, vacancy rates, land prices, rents, price points, stakeholder interviews, development and redevelopment opportunities, gaps between feasible development and available resources



ACCESSIBILITY ANALYSIS Missing bike/ped network links and barriers to multimodal travel



STATION AREA CONCEPTS Illustrative examples of TOD scenarios guiding policy development, regulatory recommendations, and estimating the potential development capacity



IMPLEMENTATION RECOMMENDATIONS Policy and regulatory tools meeting community goals, transit needs, and market projections; starting point for discussions and decisions related to LUMO Update

AFFORDABLE HOUSING

ECONOMIC DEVELOPMENT

EQUITABLE MOBILITY

LAND USE

RECOMMENDATION

- Adopt the **Resolution Accepting The Recommendations Of *Shaping Our Future: A Transportation And Land Use Initiative* for the Purpose Of Considering of an Amendment To The Comprehensive Plan (R-8)**
- Adopt the **Resolution Calling A Legislative Hearing For April 19, 2023, To Consider Updating The Town's Comprehensive Plan to Include *Shaping Our Future: A Transportation And Land Use Initiative* (R-9)**

Council Questions w/ Staff Comments

Council Question:

The report calls for development of vibrant mixed use along the BRT line. In the past, we've tried to plan for such development (Blue Hill), but the market has been reluctant to bring us office and retail. What can we do to get the mixed use we want?

Staff Response:

In summary, a sustained, collaborative, and integrated approach is needed to attract the type of vibrant mixed use envisioned for the Martin Luther King, Jr. BRT corridor; the TOD plan is just the first step. And updating the LUMO to support our TOD vision is the most important next step, but it's not the last step. But neither of these two initiatives are capable on their own of transforming development in Chapel Hill.

Council Questions w/ Staff Comments

Communities often take a “zone it, and they will come” approach to promoting desired land uses in specific locations. Appropriate zoning is a critical component, and it is often the Town’s most visible and easily implemented tool in the development management toolbox. But catalyzing the high caliber, mixed use development the Town wants to see requires a multifaceted approach, making it easier and more cost effective for developers to bring the types of development we want to see. Implementing the full package of incentives, programs, and policies and supportive programs and policies is equally important to updating zoning, to fully realize the plan’s vision. We must also disincentivize and/or prohibit the types of development we don’t want to see. And we must actively establish relationships and open lines of communication with regional and national developers who are delivering the types of projects we want in Chapel Hill and learn what we need to do to attract these kinds of projects in Chapel Hill. The Transit team will continue working closely with Planning, Economic Development, Transportation, and other Town Divisions to continue moving towards the community’s TOD vision.

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Council Questions w/ Staff Comments

Council Question:

On p. 148, you refer to the “Comprehensive Plan update.” Is that Chapel Hill 2020? The updated FLUM?

Staff Response:

This is referencing the FLUM and amending the comprehensive plan to integrate Complete Community. We will edit this section to clarify this language.

Council Questions w/ Staff Comments

Council Question:

On p. 144, you talk about an anti-displacement platform. Your outline talks about adding diverse housing types, affordable housing incentives, etc. for improving overall access and equity, but are there specific plans for addressing displacement threats to current residents as redevelopment proceeds?

Staff Response:

Yes. This is an important concern for both staff and the greater community. The best time to prevent potential displacement is before it starts happening. Like the development approach described in our first response, a meaningful anti-displacement strategy requires a comprehensive, multidisciplinary approach. Many of Shaping Our Future's Implementation Recommendations help proactively mitigate potential displacement. These fall into several primary categories:

Council Questions w/ Staff Comments

- *Increasing overall housing supply (publicly and privately)*
- *New sources of sustainable funding for developing and preserving affordable housing (ex. revolving loan fund supporting, repairs, rent, down payment assistance, etc.; synthetic TIF; direct impact investment; increasing Town budget reserves)*
- *Programs, plans, and policies (expanded community land trust, tenant right of first refusal)*
- *Partnerships*

Transit staff are happy to discuss any of these strategies in detail, if desired.

QUESTIONS?

Link to plan:

<https://publicinput.com/T0273#2>

Thank you!

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