



# TOWN OF CHAPEL HILL

## Town Council Meeting Agenda

Town Hall  
405 Martin Luther King Jr.  
Boulevard  
Chapel Hill, NC 27514

Mayor Pam Hemminger  
Mayor pro tem Jessica Anderson  
Council Member Donna Bell  
Council Member Allen Buansi  
Council Member Hongbin Gu

Council Member Nancy Oates  
Council Member Michael Parker  
Council Member Karen Stegman  
Council Member Rachel Schaevitz

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**Wednesday, April 17, 2019      7:00 PM      RM 110 | Council Chamber**

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### OPENING

#### **PUBLIC COMMENT FOR ITEMS NOT ON PRINTED AGENDA AND PETITIONS FROM THE PUBLIC AND COUNCIL MEMBERS**

*Petitions and other similar requests submitted by the public, whether written or oral, are heard at the beginning of each regular meeting. Except in the case of urgency and unanimous vote of the Council members present, petitions will not be acted upon at the time presented. After receiving a petition, the Council shall, by simple motion, dispose of it as follows: consideration at a future regular Council meeting; referral to another board or committee for study and report; referral to the Town Manager for investigation and report; receive for information. See the Status of Petitions to Council webpage to track the petition. Receiving or referring of a petition does not constitute approval, agreement, or consent.*

#### **ANNOUNCEMENTS BY COUNCIL MEMBERS**

#### **INFORMATION**

1. Receive Upcoming Public Hearing Items and Petition Status List. [\[19-0339\]](#)

By accepting the report, the Council acknowledges receipt of the Scheduled Public Hearings and Status of Petitions to Council lists.

#### **DISCUSSION**

2. Receive the Community Connections Strategy. [\[19-0340\]](#)  
(\*Reissued from 4/10/19)

PRESENTER: Sarah Osmer Viñas, Housing and Community Assistant

Director  
Megan Peters, Community Connections Coordinator

RECOMMENDATION: That the Council receive this report and provide input on the draft Community Connections Strategy.

**3. Update on Next Steps for Draft Climate Action Framework and County-wide Collaboration. [\[19-0341\]](#)**

PRESENTER: John Richardson, Community Resilience Officer

RECOMMENDATION: That the Council provide feedback on the proposed approach, the draft climate action framework and opportunities for county-wide collaboration.

**4. Open the Public Hearing: Land Use Management Ordinance Text Amendments to Establish New Zoning Districts for the Historic Rogers Road Neighborhood in Chapters 3 and 6. [\[19-0342\]](#)**

PRESENTER: Corey Liles, Principal Planner  
Caroline Dwyer, Renaissance Planning Group

- a. Introduction and preliminary recommendation
- b. Recommendation of the Planning Commission
- c. Comments from the public
- d. Comments and questions from the Mayor and Town Council
- e. Motion to recess the Public Hearing to May 22, 2019
- f. Referral to the Manager and Attorney.

RECOMMENDATION: That the Council open the Public Hearing, receive public comment, and continue the Public Hearing to May 22, 2019.

**5. Open the Public Hearing: Amend the Town Of Chapel Hill Zoning Atlas to Apply the HR-L and HR-M Subdistricts to Properties in the Historic Rogers Road Area. [\[19-0343\]](#)**

PRESENTER: Corey Liles, Principal Planner  
Caroline Dwyer, Renaissance Planning Group

- a. Without objection, the preliminary report and any other materials submitted at the hearing for consideration by the Council will be entered into the record
- b. Introduction and preliminary recommendation
- c. Presentation by the applicant
- d. Recommendation of the Planning Commission
- e. Recommendations of other boards and commissions
- f. Comments from the public

- g. Comments and questions from the Mayor and Town Council
- h. Motion to recess the Public Hearing to May 22, 2019
- i. Referral to the Manager and Attorney.

RECOMMENDATION: That the Council open the Public Hearing, receive public comment, and continue the Public Hearing to May 22, 2019.

### CONCEPT PLAN REVIEW

*Concept Plans: Presentations for Concept Plans will be limited to 15 minutes.*

*Concept Plan review affords Council members the opportunity to provide individual reactions to the overall concept of the development which is being contemplated for future application. Nothing stated by individual Council members this evening can be construed as an official position or commitment on the part of a Council member with respect to the position they may take when and if a formal application for development is subsequently submitted and comes before the Council for formal consideration.*

*As a courtesy to others, a citizen speaking on an agenda item is normally limited to three minutes. Persons who are organizing a group presentation and who wish to speak beyond the three minute limit are requested to make prior arrangements through the Mayor's Office by calling 968-2714.*

- 6.** Concept Plan Review: 1000 Martin Luther King Jr. Blvd. (Project #19-024) **[19-0344]**

PRESENTER: Michael Sudol, Planner II

- a. Review of process
- b. Presentation by the applicant
- c. Comments from the Community Design Commission
- d. Comments from the Housing Advisory Board
- e. Comments from the public
- f. Comments and questions from the Mayor and Town Council
- g. Motion to adopt a resolution transmitting Council comments to the applicant.

RECOMMENDATION: That the Council adopt the attached resolution transmitting comments to the applicant regarding the proposed development.

### REQUEST FOR CLOSED SESSION TO DISCUSS ECONOMIC DEVELOPMENT, PROPERTY ACQUISITION, PERSONNEL, AND/OR LITIGATION MATTERS



# TOWN OF CHAPEL HILL

Town Hall  
405 Martin Luther King Jr.  
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Chapel Hill, NC 27514

## Item Overview

Item #: 1., File #: [19-0339], Version: 1

Meeting Date: 4/17/2019

### Receive Upcoming Public Hearing Items and Petition Status List.

#### Staff:

Sabrina Oliver, Director and Town Clerk  
Amy Harvey, Deputy Town Clerk

#### Department:

Communications and Public Affairs



#### Recommendation(s):

That the Council accept the reports as presented.

#### Background:

Two pages on our website have been created to track:

- public hearings scheduled for upcoming Council meetings; and
- petitions received, including their status and who you can call for information.

The goal is to provide, in easily available spaces, information that allows people to know when Council will be seeking their comments on a particular topic of development and to know the status of a petition submitted at Council meetings.

In addition to being on the website, these pages will be included in each agenda for Council information,

**Fiscal Impact/Resources:** Staff time was allocated to create the semi-automated web pages, and additional staff time will be needed for maintenance.

**Council Goals:** Foundational Program: Govern with quality and steward public assets



#### Attachments:

- [Scheduled Public Hearings <http://www.townofchapelhill.org/town-hall/mayor-and-council/council-minutes-and-videos/scheduled-agenda-items>](http://www.townofchapelhill.org/town-hall/mayor-and-council/council-minutes-and-videos/scheduled-agenda-items)
- [Status of Petitions to Council <http://www.townofchapelhill.org/town-hall/mayor-and-council/council-minutes-and-videos/petition-status>](http://www.townofchapelhill.org/town-hall/mayor-and-council/council-minutes-and-videos/petition-status)

**The Agenda will reflect the text below and/or the motion text will be used during the meeting.**

By accepting the report, the Council acknowledges receipt of the Scheduled Public Hearings and Status of Petitions to Council lists.



## Scheduled Public Hearings

This webpage lists public hearings that are scheduled for a *specific Council meeting date*, although periodically, some may be continued to a future date. Public hearings may relate to the Land Use Management Ordinance (LUMO), Residential or Commercial Development, Budget, Transportation, or Housing issues. Meeting materials are posted at [Council Meeting Agendas, Minutes and Videos](#).

Interested in a development project not yet scheduled for Council review? See the [Development Activity Report](#) for the project's current status.

April 17

- Public Hearing: Land Use Management Ordinance Text Amendment to Establish New Zoning Districts for the Historic Rogers Road Neighborhood.
- Public Hearing: Land Use Management Ordinance Zoning Atlas Amendment to Apply the New Zoning Districts for the Historic Rogers Road Neighborhood.
- Concept Plan Review: 1000 Martin Luther King Jr. Blvd.

May 1

- Presentation: Recommended Budget for FY 2019-20.

May 8

- Open the Public Hearing: Recommended Budget for FY 2019-20.

# STATUS OF PETITIONS TO COUNCIL

Petitions submitted during the Town Council meetings are added to the list below, typically within five business days of the meeting date.

To contact the department responsible, click on the department name. Meeting materials are posted at [Council Meetings, Agendas, Minutes and Videos](#).

Meeting Date	Petitioner	Petition Request	Departments Responsible	Petition Status
04/10/2019	Council Member Anderson	<a href="#">Regarding Meeting Minutes and Archives.</a>	<b>Communications &amp; Public Affairs</b> <a href="#">Sabrina Oliver</a> , Communications & Public Affairs Director Phone: 919-968-2757	
04/10/2019	Climate Reality Group	<a href="#">Request for Council Support of a Resolution Seeing a Local, State, and National Goal of 100% Clean Energy by 2050 and the Creation of Green Jobs.</a>	<b>Town Manager</b> <a href="#">Ross Tompkins</a> , Assistant to the Town Manager Phone: 919-968-2707	
03/20/2019	Julie McClintock	<a href="#">Regarding Text Amendment for Changes to Blue Hill Form Based Code.</a>	<b>Planning &amp; Development Services</b> <a href="#">Ben Hitchings</a> , Director Phone: 919-968-2731	Staff is preparing information to respond to this request.
03/20/2019	Cheri Hardman	<a href="#">Request to Explore Local Control over Transit Planning and Funding.</a>	<b>Transit</b> <a href="#">Brian Litchfield</a> , Transit Director Phone: 919-969-4908	Staff is preparing information to respond to this request.
03/06/2019	Environmental Stewardship Advisory Board	<a href="#">Request to Modify the Blue Hill Form Based Code to Include a Requirement for Installing Roof-Mounted Solar Energy Systems</a>	<b>Planning &amp; Development Services</b> <a href="#">Ben Hitchings</a> , Director Phone: 919-968-2731 <b>Town Manager</b> <a href="#">Ross Tompkins</a> , Assistant to the Town Manager Phone: 919-968-2707	Staff will look at incorporating this request into future modifications to the Blue Hill Form Based Code.

Meeting Date	Petitioner	Petition Request	Departments Responsible	Petition Status
02/20/2019	Julie McClintock (for John Morris)	<a href="#">Request for Town-Sponsored Community Meetings for Those Affected by Durham-Orange Light Rail Transit Project.</a>	Planning & Development Services <a href="#">Ben Hitchings</a> , Director Phone: 919-968-2731 Transit <a href="#">Brian Litchfield</a> , Transit Director Phone: 919-969-4908	Staff is following up with GoTriangle on this request.
02/13/2019	Citizens	<a href="#">Request Regarding Coal Use and Coal Ash.</a>	Town Manager <a href="#">Ross Tompkins</a> , Assistant to the Town Manager Phone: 919-968-2707	Staff is preparing information to respond to this request.
02/13/2019	David Adams and Julie McClintock	<a href="#">Regarding Evaluation of Town Transportation Needs.</a>	Transit <a href="#">Brian Litchfield</a> , Transit Director Phone: 919-969-4908 Planning & Development Services <a href="#">Ben Hitchings</a> , Director Phone: 919-968-2731	Staff is preparing information to respond to this request.
01/30/2019	Jeff Charles	<a href="#">Request Regarding Police Participation in Review Process of New Developments.</a>	Planning & Development Services <a href="#">Ben Hitchings</a> , Director Phone: 919-968-2731	Staff is preparing information to respond to this request.
01/16/2019	Ann Loftin	<a href="#">Petition Regarding Flooding in Briarcliff and Ridgefield.</a>	Public Works <a href="#">Lance Norris</a> , Public Works Director Phone: 919-969-5100	Staff is preparing information to respond to this request.

Meeting Date	Petitioner	Petition Request	8 Departments Responsible	Petition Status
01/16/2019	John Morris	<a href="#">Regarding GoTriangle Meetings and Materials.</a>	Planning & Development Services <a href="#">Ben Hitchings</a> , Director Phone: 919-968-2731 Transit <a href="#">Brian Litchfield</a> , Transit Director Phone: 919-969-4908	Staff is preparing information to share with GoTriangle.
12/05/2018	Environmental Stewardship Advisory Board	<a href="#">Regarding Solar Energy Systems.</a>	Planning & Development Services <a href="#">Ben Hitchings</a> , Director Phone: 919-968-2731 Town Manager <a href="#">Ross Tompkins</a> , Assistant to the Town Manager Phone: 919-968-2707	Staff has updated the ESAB on the potential options for implementing this request and is scheduled to provide a report to Council in Spring 2019.
12/05/2018	Paul Pritchard	<a href="#">Request to Defer Reforestation at Cleland, Rogerson, and Oakwood Intersection.</a>	Parks & Recreation <a href="#">Linda Smith</a> , Interim Director Parks and Recreation Phone: 919-968-2849	This topic was added to the 01/15/19 agenda of the Parks, Greenways and Recreation Commission, with time allocated for the neighbors to speak. Another public meeting will be scheduled later in the year.
11/28/2018	Peter Lee	<a href="#">Regarding Traffic Concerns on Homestead Road.</a>	Planning & Development Services <a href="#">Ben Hitchings</a> , Director Phone: 919-968-2731 Public Works <a href="#">Lance Norris</a> , Public Works Director Phone: 919-969-5100	At the 11/27/2018 Transportation & Connectivity Advisory Board meeting, staff shared information about the pedestrian, bicycle, and road improvements underway and planned for Homestead Road, as well as projects that are planned and under construction.

Meeting Date	Petitioner	Petition Request	Departments Responsible	Petition Status
11/07/2018	Jeff Charles	<a href="#">Request Regarding Offering Toxicology and Public Safety Expertise.</a>	Town Manager <a href="#">Ross Tompkins</a> , Assistant to the Town Manager Phone: 919-968-2707	On 12/21/18, the Town published a Request for Proposals from qualified firms to perform human health and ecological risk assessments for property located at 828 Martin Luther King, Jr. Blvd. The deadline for firms to respond was January 22, 2019.
10/24/2018	Jeff Charles	<a href="#">Regarding Extended Speaking Time for Individuals with Disabilities.</a>	Mayor <a href="#">Pam Hemminger</a> , Mayor Phone: 919-968-2714 Town Manager <a href="#">Ross Tompkins</a> , Assistant to the Town Manager Phone: 919-968-2707	Staff is preparing information to respond to this request.
10/24/2018	Jeff Charles	<a href="#">Regarding Request for Traffic Impact Study on Homestead Road.</a>	Planning & Development Services <a href="#">Ben Hitchings</a> , Director Phone: 919-968-2731	At the 11/27/2018 Transportation & Connectivity Advisory Board meeting, staff shared information about the pedestrian, bicycle, and road improvements underway and planned for Homestead Road, as well as projects that are planned and under construction.
10/24/2018	Justice in Action Committee	<a href="#">Request Regarding a New Location for the Teen Center of Chapel Hill.</a>	Housing & Community <a href="#">Loryn Clark</a> , Executive Director Phone: 919-969-5076 Community Arts and Culture	A staff workgroup, in coordination with the Mayor's Office, has been gathering data and seeking input from teens, service providers, and other stakeholders. The Council received an update on this initiative at their 01/30/19 business meeting.

Meeting Date	Petitioner	Petition Request	Departments Responsible	Petition Status
10/24/2018	Susana Dancy	<a href="#">Regarding Town-owned Properties in Southern Area.</a>	Planning & Development Services <a href="#">Ben Hitchings</a> , Director Phone: 919-968-2731	In January 2019, staff shared the Obey Creek Compass Committee recommendations with Council. At the Council's request, Town staff are organizing a special public meeting in late March 2019 to discuss the Southern 15-501 area.
10/10/2018	Jeff Charles	<a href="#">Regarding Creating Citizen Advisory Board for Seniors.</a>	Town Manager <a href="#">Ross Tompkins</a> , Assistant to the Town Manager Phone: 919-968-2707	Staff is preparing information to respond to this request.
09/19/2018	Julie McClintock of CHALT	<a href="#">Regarding Land Use Intensification.</a>	Planning & Development Services <a href="#">Ben Hitchings</a> , Director Phone: 919-968-2731 Public Works <a href="#">Lance Norris</a> , Public Works Director Phone: 919-969-5100	Staff will include the Town's new Resiliency Map as part of the map series for the Future Land Use Map. Staff is preparing information to respond to the additional requests in this petition.
06/27/2018	Susanne Kjemtrup / Brian Hageman	<a href="#">Transportation and Connectivity Advisory Board Request for an Electric Vehicle Provision in the Land Use Management Ordinance.</a>	Planning & Development Services <a href="#">Ben Hitchings</a> , Director Phone: 919-968-2731	Staff is preparing information to respond to this request.
06/13/2018	Mayor pro tem Jessica Anderson	<a href="#">Request to Amend Bus Advertising Policy.</a>	Transit <a href="#">Brian Litchfield</a> , Transit Director Phone: 919-969-4908	At their 01/22/19 meeting, the Chapel Hill Transit Public Transit Committee considered the draft nonpublic forum transit advertising policy in order to provide feedback to the Chapel Hill Town Council on the option of amending the policy.

Meeting Date	Petitioner	Petition Request	Departments Responsible	Petition Status
06/13/2018	Steve Moore	<a href="#">Accessibility of Historical Old Chapel Hill Cemetery Files.</a>	Parks & Recreation <a href="#">Linda Smith</a> , Interim Director Parks and Recreation Phone: 919-968-2849	Staff digitized the files and made them available to view and download on the Town's web site. Staff is preparing a hard copy of the records to share with the Chapel Hill Historical Society.
06/13/2018	Jeff Charles	<a href="#">Request to Form Study Group to Upgrade BikePed Path on Homestead Road.</a>	Planning & Development Services <a href="#">Ben Hitchings</a> , Director Phone: 919-968-2731	At the 11/27/2018 Transportation & Connectivity Advisory Board meeting, staff shared information about the pedestrian, bicycle, and road improvements underway and planned for Homestead Road, as well as projects that are planned and under construction.
06/13/2018	Ondrea Austin	<a href="#">CHALT's Request to Revise the Tree Ordinance.</a>	Planning & Development Services <a href="#">Ben Hitchings</a> , Director Phone: 919-968-2731	Staff is preparing information to respond to this request.
06/13/2018	Mayor Pam Hemminger	<a href="#">Regarding Reviewing Policies, Procedures, and Practices for Development.</a>	Planning & Development Services <a href="#">Ben Hitchings</a> , Director Phone: 919-968-2731	Staff is preparing information to respond to this request.
03/14/2018	Council Members Anderson, Gu, and Schaevitz	<a href="#">Request Regarding Addressing Blue Hill District Community Interests.</a>	Planning & Development Services <a href="#">Ben Hitchings</a> , Director Phone: 919-968-2731	At the 06/27/18 business meeting, the Council enacted ordinance amendments to encourage non-residential development and address building size in the district. Remaining items are scheduled to come to Council in early 2019.

Meeting Date	Petitioner	Petition Request	Departments Responsible	Petition Status
02/21/2018	Kimberly Brewer	<a href="#">Request to Make Tiny Homes a Legal and Affordable Housing Option.</a>	<b>Housing &amp; Community</b> <a href="#">Loryn Clark,</a> Executive Director Phone: 919-969-5076 <b>Planning &amp; Development Services</b> <a href="#">Ben Hitchings,</a> Director Phone: 919-968-2731	Tiny homes are allowable almost anywhere within the Town. The State must adopt Appendix Q before the Town is able to. Staff shared findings and next steps with the petitioner, the Housing Advisory Board, and the Council.
11/29/2017	Council Members Anderson and Parker	<a href="#">Regarding East Rosemary Street Design Guidelines.</a>	<b>Planning &amp; Development Services</b> <a href="#">Ben Hitchings,</a> Director Phone: 919-968-2731 <b>Town Manager</b> <a href="#">Ross Tompkins,</a> Assistant to the Town Manager Phone: 919-968-2707	Staff will engage with an Urban Designer at the start of review for any projects that come forward.
09/06/2017	Tom Henkel from the Environmental Stewardship Advisory Board	<a href="#">Request for Modification to the Ephesus-Fordham Form-Based Code for the Purposes of Energy Efficiency.</a>	<b>Planning &amp; Development Services</b> <a href="#">Ben Hitchings,</a> Director Phone: 919-968-2731	Where feasible, modifications will be considered as part of the development process for the Blue Hill Design Guidelines.
01/23/2017	Transportation and Connectivity Advisory Board	<a href="#">Request to Support Low/No Vision Guidelines to be Included in the Town's Engineering Manual as Stated in the April 11, 2016 Petition to Council</a>	<b>Public Works</b> <a href="#">Lance Norris,</a> Public Works Director Phone: 919-969-5100 <b>Planning &amp; Development Services</b> <a href="#">Ben Hitchings,</a> Director Phone: 919-968-2731	Request incorporated into process to update Public Works Engineering Design Manual.



Meeting Date	Petitioner	Petition Request	Departments Responsible	Petition Status
11/07/2016	Mayor Hemminger	<a href="#">Regarding Parking and Transit Needs in Downtown Area.</a>	<b>Planning &amp; Development Services</b> <a href="#">Ben Hitchings</a> , Director Phone: 919-968-2731 <b>Police</b> <a href="#">Chris Blue</a> , Police Chief Phone: 919-968-2766 <b>Public Works</b> <a href="#">Lance Norris</a> , Public Works Director Phone: 919-969-5100	The Council received an update on these items at their February 2019 work session. The next update on the design of the Wallace Parking Deck addition will occur in early 2019.
11/07/2016	Heather Payne	<a href="#">Regarding Development Proposed at 111 Purefoy Road.</a>	<b>Planning &amp; Development Services</b> <a href="#">Ben Hitchings</a> , Director Phone: 919-968-2731 <b>Town Attorney</b> <a href="#">Ralph Karpinos</a> , Attorney Phone: 919-968-2746	A revised application was submitted to the Town on 04/30/2018. A public information meeting was held 05/16/18. At its 10/16/18 meeting, the Planning Commission denied the applicant's request for site plan approval.
05/09/2016	Stormwater Management Utility Advisory Board	<a href="#">Request for Orange County Commissioners to Increase Staffing in Soil and Erosion Control Division and Improve Efficiency of Temporary Soil Erosion and Sediment Controls During Construction.</a>	<b>Public Works</b> <a href="#">Lance Norris</a> , Public Works Director Phone: 919-969-5100	Petition forwarded to Orange County. Consider changes to soil erosion and sediment control as part of Public Works Engineering Design Manual updates.
04/11/2016	Transportation and Connectivity Advisory Board	<a href="#">Request for Senior Citizen Pedestrian Mobility and Complete Street Implementation</a>	<b>Public Works</b> <a href="#">Lance Norris</a> , Public Works Director Phone: 919-969-5100	Request incorporated into process to update Public Works Engineering Design Manual.

Meeting Date	Petitioner	Petition Request	Departments Responsible	Petition Status
04/11/2016	Transportation and Connectivity Advisory Board	<a href="#">Request to Incorporate Proposed No-Vision and Low-Vision Pedestrian Facilities Guidelines into Design Manual and Development Code as Required</a>	Public Works <a href="#">Lance Norris</a> , Public Works Director Phone: 919-969-5100	Request incorporated into process to update Public Works Engineering Design Manual.
02/22/2016	Ken Larsen	<a href="#">Regarding Town Formulas for Development Parking Space</a>	Planning & Development Services <a href="#">Ben Hitchings</a> , Director Phone: 919-968-2731	Referred to the Future Land Use and Land Use Management Ordinance rewrite process, which began in Fall 2017.

Last modified on 4/12/2019 3:15:06 AM



15  
TOWN OF CHAPEL HILL

Town Hall  
405 Martin Luther King Jr.  
Boulevard  
Chapel Hill, NC 27514

Item Overview

Item #: 2., File #: [19-0340], Version: 1

Meeting Date: 4/17/2019

**Receive the Community Connections Strategy. (\*Reissued from 4/10/19)**

**Staff:**

Loryn Clark, Executive Director  
Sarah Osmer Viñas, Assistant Director  
Megan Peters, Community Connections Coordinator

**Department:**

Housing and Community



**Overview:** The draft Community Connections Strategy, prepared by staff, advances the Council’s goal of creating a vibrant and inclusive community. Through implementation of the Community Connections Strategy, the Town aims to adopt and sustain a culture and practice of meaningful civic engagement and community partnership to achieve outcomes that reflect our community’s concerns, aspirations, and values. We will focus on engaging those who have been historically disengaged or disconnected from the Town with an emphasis on most impacted and historically marginalized populations.

★ **Recommendation(s):**

That the Council receive this report and provide input on the proposed Community Connections Strategy.

**Background:**







- The Town of Chapel Hill continues to uphold its long-standing commitment to community engagement.
- In 2016, the Town Council established a Council Goal focused on engagement and inclusion.
- In 2018, the Town formed the Community Connections division of Housing and Community to further strengthen connections in the community and further engage residents in town processes.

**Overview of the Community Connections Strategy:**

- There are two primary objectives of the Community Connections Strategy:
  - 1) Increase the diversity of residents engaged in Town processes and programs to fully reflect the composition of the community, with particular focus on engaging populations that have been historically disengaged or disconnected from the Town.
  - 2) Deepen the Town’s connections and engagement with organizations, groups, and populations that historically have been disengaged or disconnected from the Town.
- Racial equity, human centered design, and community engagement are the key disciplines that inform our approach outlined in the Community Connections Strategy.
- The guiding principles of the Community Connections Strategy are: joint design, transparency, reciprocity, compassion, and equity.

**Fiscal Impact/Resources:** The current fiscal impact is staff time invested in the creation of the Community Connections Strategy. The potential costs associated with implementation of the Strategy are to be determined as we move into the implementation phase.

**Council Goals:**

<input checked="" type="checkbox"/>		Create a Place for Everyone	<input type="checkbox"/>		Develop Good Places, New Spaces
<input type="checkbox"/>		Support Community Prosperity	<input type="checkbox"/>		Nurture Our Community
<input type="checkbox"/>		Facilitate Getting Around	<input type="checkbox"/>		Grow Town and Gown Collaboration

**Attachments:**

- Draft Staff Presentation
- Draft Community Connections Strategy

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**The Agenda will reflect the text below and/or the motion text will be used during the meeting.**

PRESENTER: Sarah Osmer Viñas, Housing and Community Assistant Director  
Megan Peters, Community Connections Coordinator

RECOMMENDATION: That the Council receive this report and provide input on the draft Community Connections Strategy.



# Community Connections Strategy

## Town Council Business Meeting

### April 17, 2019

Sarah Osmer Viñas, Assistant Director for Housing and Community

Megan Peters, Community Connections Coordinator

RAAF





# Agenda

- Background
- Our New Approach
- Our Framework & Strategies





# Town Council Consideration

- Receive the report and provide input on the Community Connections Strategy





# Advance Council's Goal to create a vibrant and inclusive community

- Create a vibrant and inclusive community by enriching the lives of those who work, live, and visit Chapel Hill by building community and creating a place for everyone.



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# A connected and engaged community is important.



Source: Current Population Survey,  
September 2015: Volunteer Supplement



# Our Process

- Reviewed national approaches
- Collaborated with key Town departments
- Shared strategy with key community partners





# Community Connections Goal

- Adopt and sustain a culture and practice of meaningful civic engagement and community partnership in Chapel Hill to achieve outcomes that reflect our community's concerns, aspirations, and values.
- Focus on engaging those who have been historically disengaged or disconnected from the Town with an emphasis on most impacted and historically marginalized populations.

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# Our New Approach

RACIAL EQUITY



HUMAN-CENTERED  
DESIGN



COMMUNITY  
ENGAGEMENT



DRAFT

# Our Guiding Principles

- Joint Design
- Transparency
- Reciprocity
- Compassion
- Equity



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# Community Connections Framework



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# Objective 1

- **Increase the diversity of residents engaged** in Town processes and programs to fully reflect the composition of the community, with particular focus on engaging populations that have been historically disengaged or disconnected from the Town.



# ***Result 1.1: The Town creates effective pathways for residents to learn about and engage in Town processes and programs.***

## **Strategies**

- Conduct gaps analysis and complete Engagement Study
- Assess our current and existing engagement tools and techniques
- Pilot new approaches, rooted in the findings of the Engagement Study
- Develop a Community Engagement Tool Kit

DRAFT





## ***Result 1.2: Town communications are accessible to Chapel Hill's diverse community.***

### **Strategies**

- Explore implementation of new communications and marketing tools
- Develop and implement plain language guidelines for Town communications
- Create a Language Access Plan with a focus on language justice
- Train Town staff on Language Access Plan and plain language guidelines

DRAFT



# Objective 2

- **Deepen the Town's connections** and engagement with organizations, groups, and populations that historically have been disengaged or disconnected from the Town.



***Result 2.1: The Town builds community partnerships and programs that prioritize the needs and interests of residents historically disengaged and disconnected from the Town.***

**Strategies**

- Determine who the Town is currently serving and regularly evaluate
- Increase Town investment in community organizations and community organizing based on findings of Engagement Study and identified gaps
- Pilot new partnerships and programs



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## ***Result 2.2: The Town strengthens internal capacity and coordination to implement the Community Connections Strategy.***

### **Strategies**

- Define roles and charter for the cross-departmental team
- Conduct internal analysis to identify gaps in Town capacity to carry out Strategy
- Develop a Community Engagement Tool Kit
- Build skills and understanding among Town employees of Strategy
- Develop cohort of multilingual and multicultural Town employees

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# Proposed Next Steps

- Incorporate input from Council
- Assemble Community Connections Team
- Build out work plan for Strategy implementation
- Plan and begin Gaps Analysis and Engagement Study



DRAFT



# Town Council Consideration

- Receive the report and provide input on the Community Connections Strategy







# Community Connections Strategy

## Town Council Business Meeting

### April 17, 2019

Sarah Osmer Viñas, Assistant Director for Housing and Community

Megan Peters, Community Connections Coordinator

RAAF





# COMMUNITY CONNECTIONS STRATEGY



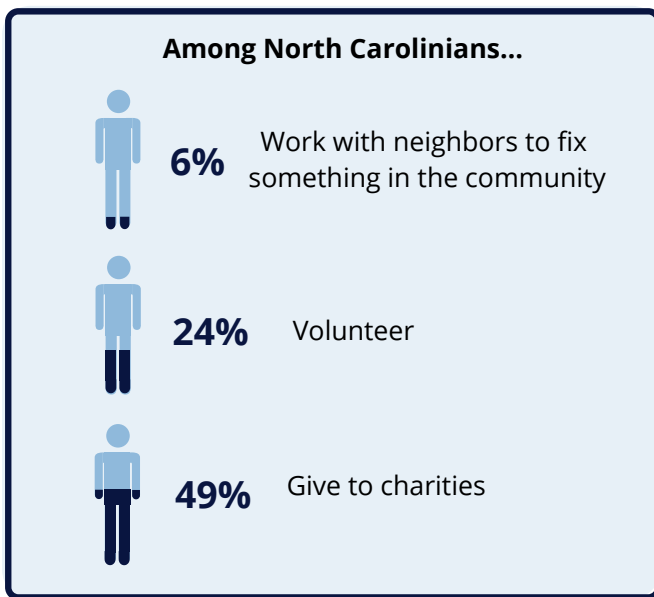
**TOWN OF CHAPEL HILL**

Prepared by the Office for Housing & Community





People are more disconnected and isolated from one another than ever before. In the past 25 years, involvement in clubs and civic groups decreased by 45% and involvement in community life, such as public meetings, decreased by 35%.<sup>1</sup> Recent statistics show that in North Carolina less than 10% of people work with neighbors to address community problems and only about 25% volunteer.<sup>2,3</sup> People are increasingly socially isolated, distrusting of the media, and forgoing associations with clubs and civic groups.<sup>1</sup> This loss of connection to each other, civic institutions, and associations has social, health, and economic consequences.<sup>1,2</sup>



Source: Current Population Survey, September 2015: Volunteer Supplement

Local governments are uniquely positioned to help reverse this current trend by providing residents with meaningful opportunities to connect and engage in their community.<sup>1,2</sup> To be effective and responsive to the community, local governments need residents to be connected and engaged - volunteering, working with neighbors on community problems, advocating for issues, voting, and participating in civic life. While Chapel Hill has a reputation of strong community engagement and participation in local government, the Town is intentionally focusing in this area by creating a Community Connections Strategy to guide our work in this area going forward. As we implement this Strategy, we anticipate reaping the many documented benefits of engagement: a Town that is more responsive to the needs and interests of all of our diverse residents (see Appendix A) and a community that is more equitable, resilient, and prosperous.<sup>1,2</sup>

*"Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody"*

-Jane Jacobs  
*The Death and Life of Great American Cities*

## Strategy Contents:

1. Introduction	1
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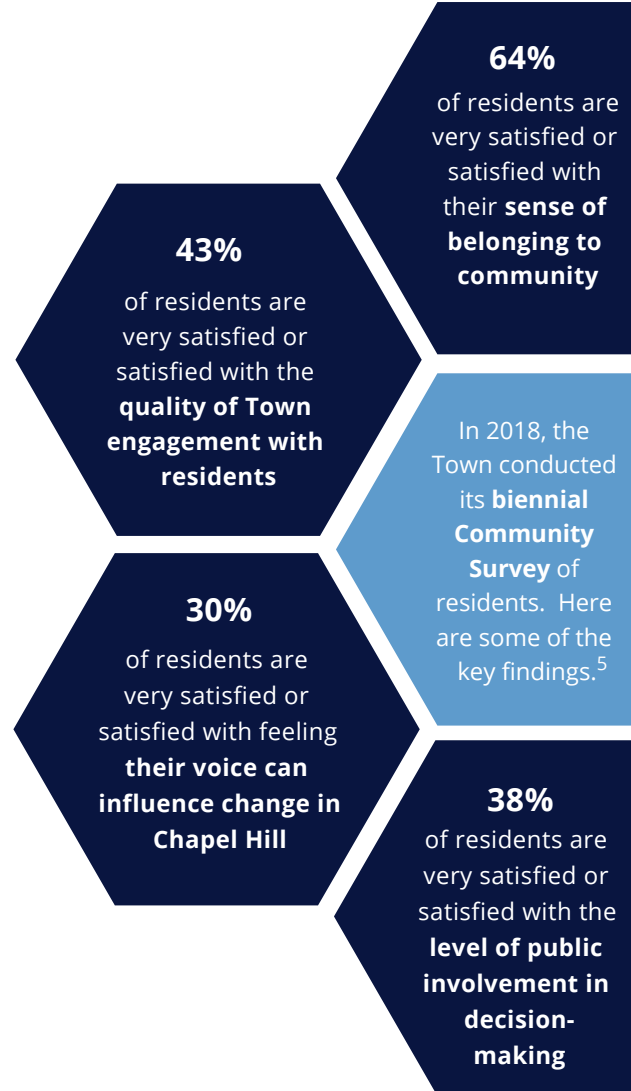
# PAST EFFORTS

The Town of Chapel Hill has a long-standing commitment to connecting with residents. Over the years, there have been many initiatives, programs, and services designed specifically to connect with residents and provide opportunities for engagement with Town government. Refer to Appendix B for additional details about the Town's efforts.

In 2016, the Town Council established a Council Goal focused on engagement and inclusion (see below).<sup>4</sup> Subsequently in 2018, the Town formed the Community Connections division of Housing and Community to further strengthen connections in the community and further engage residents in town processes. With the explicit identification of inclusion and engagement in Town Council goals, dedication of new staff resources, and an increasing programmatic focus in this area, the Town has laid a strong foundation to continue strengthening opportunities for community connections going forward.

## TOWN COUNCIL GOAL

Create a vibrant and inclusive community by enriching the lives of those who work, live and visit Chapel Hill by building community and creating a place for everyone.



# OUR NEW APPROACH



To have a vibrant and inclusive community, the Town understands that the people and communities most affected by issues need to be kept at the center of the discussion and decision making process.

Therefore, Community Connections incorporates several well-established approaches to building connections and engaging the community in decision making and planning for the future. These approaches include racial equity, human-centered design, and community engagement.

## COMMUNITY CONNECTIONS APPROACHES

### RACIAL EQUITY



### HUMAN-CENTERED DESIGN



### COMMUNITY ENGAGEMENT



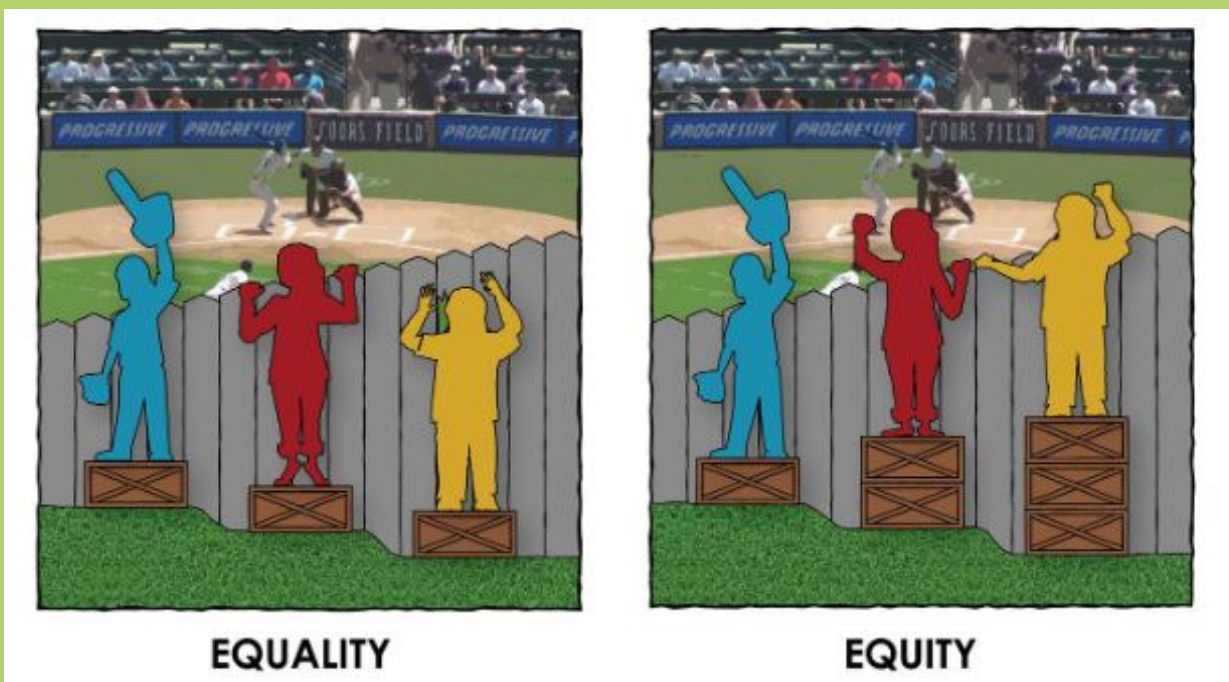


# RACIAL EQUITY



Racial equity is the elimination of privilege, oppression, disparities, and disadvantages by race.<sup>6,7</sup> Equity acknowledges that people start in different places due to racist historical contexts and should be provided different levels of support to have equal access to society's benefits. In contrast, equality assumes that everyone benefits from having the same supports which is not always the case.<sup>7</sup> A community that achieves racial equity is one where race no longer influences the distribution of society's benefits and burdens, nor predicts one's life outcomes.

Historically, local governments played a role in creating and maintaining racial inequities.<sup>6,7</sup> Since the Civil Rights Movement, local governments have made strides in addressing discrimination; however, there is still room for improvement. Local governments focusing on racial equity can increase community success by developing strategies based on the needs of a particular group. In turn, these strategies result in improvements for all. A racial equity approach improves community outcomes and provides the supports needed for everyone to have equal access.



**Equality typically means equal resources.**

It means treating everyone the same, no matter where they are starting or whether outcomes remain unequal.<sup>6,7</sup>

**Equity is about equal outcomes.**

It means acknowledging that people start in different places due to racist historical context and giving everyone what they need to succeed equally.<sup>6,7</sup>

*"Government played a primary role in the historical creation of racial inequities, and despite milestone civil rights laws, has continued to maintain racial inequities. Local governments are uniquely situated to examine and transform policies and practices toward racial equity."*

-Government Alliance on Race & Equity, May 2018



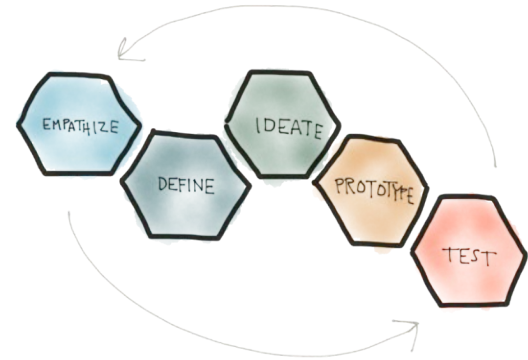


# HUMAN-CENTERED DESIGN

Human-centered design is an approach to problem solving that aims to create programs, policies, products, or services tailored to meet the needs of those who will use it or be impacted it.<sup>8,9</sup> The approach begins by developing a deep understanding of the people who will be impacted it. This understanding is key to human-centered design because it helps generate solutions that meet needs. Following this step a creative solution is designed and tested with the intended population. If the program, policy, product, or service does not meet needs, it should be redesigned and tested again.

The key steps to human-centered design are:<sup>8</sup>

- **Empathize:** Learn about the population facing the problem. Build connections and develop a deep understanding of the challenge.
- **Define:** Redefine and focus the question based on insights gained from learning about the population.
- **Ideate:** Brainstorm and come up with creative solutions. Recognize the assets and needs of the population.
- **Prototype:** Create a representation of one or more of the ideas to show to others.
- **Test:** Return to the intended population and test ideas for feedback.



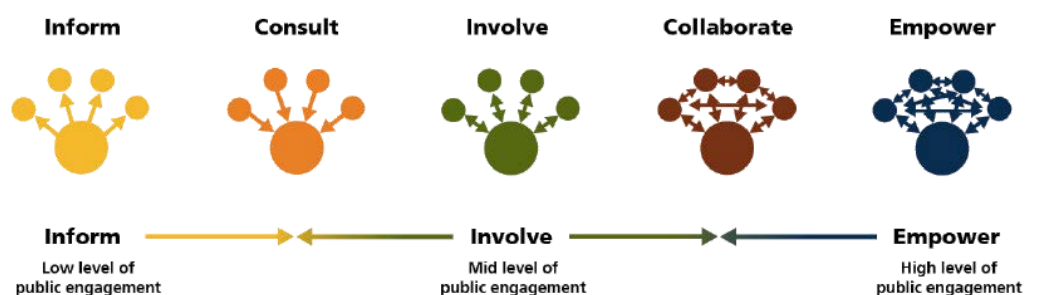
# COMMUNITY ENGAGEMENT



Community engagement involves the community in decision making processes. The main principle of community engagement is the right for people to have their ideas heard to better inform leaders' decisions.<sup>10,11</sup>

There are various levels of community engagement, including from only sharing information to collaborating on the entire decision making process. The IAP2 Spectrum of Public Participation, an internationally recognized platform, outlines these various levels of engagement. A description and graphic representation of each level follows.<sup>11</sup>

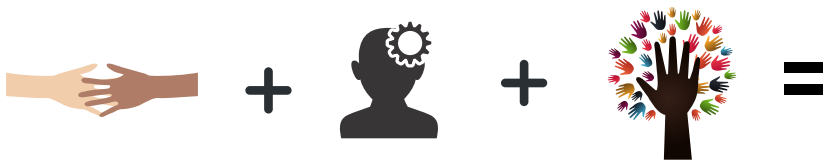
- **Inform:** Provide the community with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or solutions.
- **Consult:** Gather community feedback on analysis, alternatives, and/or decisions.
- **Involve:** Work directly with the community throughout the process to ensure that public concerns and needs are consistently understood and considered.
- **Collaborate:** Partner with the community in each aspect of the decision including the development of the alternatives and the identification of the solution.
- **Empower:** To place final decision making in the hands of the public.



# COMMUNITY CONNECTIONS

The Town's Community Connections efforts incorporate the racial equity, human-centered design, and community engagement approaches.

We intentionally focus on being a collaborative and reciprocal partnership between the Town of Chapel Hill and the many communities of which we are comprised. Residents contribute ideas and opinions to Town decision making processes and programs. At the same time, the Town connects, builds relationships, and provides support to residents as they work to achieve their hopes and dreams for the community.



The Town commits to the following guiding principles for its Community Connections efforts.

**Joint design:** Design and create programs and policies for and with each other. Create an environment to constructively explore ideas, learn, and apply information in ways that generate options collaboratively.

**Transparency:** Be clear and open about the process and outcomes expected. Share all relevant information.

**Reciprocity:** Recognize, respect, and value the knowledge, perspective, and resources that each person contributes. Gain benefits by partnering together.

**Compassion:** Show empathy and care towards others, particularly those who may have a different point of view or lived experience.

**Equity:** Ensure fair and just treatment of all. Have equal access to opportunities by providing what is needed for everyone to participate.

OUR GUIDING PRINCIPLES

JOINT DESIGN

TRANSPARENCY

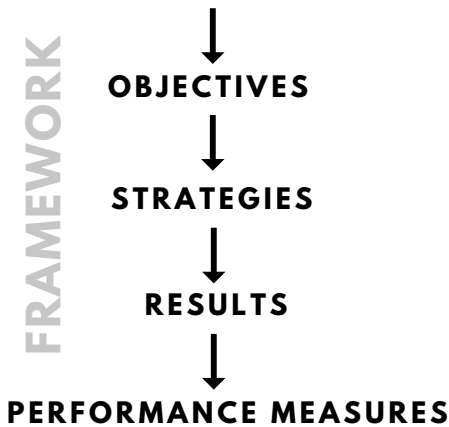
RECIPROCITY

COMPASSION

EQUITY

# COMMUNITY CONNECTIONS FRAMEWORK

## COMMUNITY CONNECTIONS GOAL



## COMMUNITY CONNECTIONS GOAL

Adopt and sustain a culture and practice of meaningful civic engagement and community partnership to achieve outcomes that reflect our community's concerns, aspirations, and values.

Focus on engaging those who have been historically disengaged or disconnected from the Town, with an emphasis on the most impacted and historically marginalized populations.

## OBJECTIVE 1

Increase the diversity of individuals engaged in Town processes and programs to fully reflect the composition of the entire community, with particular focus on engaging populations that have been historically disengaged or disconnected from the Town.



## OBJECTIVE 2

Deepen the Town's connections and engagement with organizations, groups, and populations that historically have been disengaged or disconnected from the Town.

### KEY TERMS DEFINED

- **Goal:** The longer-term, wider change needed.
- **Objectives:** The benefits expected to occur.
- **Key Initiatives:** Current and future projects that will advance the objectives.
- **Strategies:** The planned actions that will help achieve the objectives.
- **Results:** The expected change in systems, policies, or institutions required to achieve the objectives.
- **Performance Measures:** Factors that provide a simple and reliable way to measure achievements. Performance measures should be SMART (specific, measurable, achievable, relevant, time bound).





Increase the diversity of residents engaged in Town processes and programs to fully reflect the composition of the community, with particular focus on engaging populations that have been historically disengaged or disconnected from the Town.

## Key Initiatives

- Boards & Commissions
- Northside & Pine Knolls Community Plan
- Town communications
- Building Integrated Communities
- Northside Neighborhood Initiative
- Summer Youth Employment Program
- Community Arts & Culture
- Peoples Academy
- Visions/Brothers Group
- Good Neighbor Initiative
- Public engagement meetings
- Local school engagement
- Good Neighbor Liaisons
- Tar Heel Citizen Times
- Youth Initiative

## Result 1.1 The Town creates effective pathways for residents to learn about and engage in Town processes and programs.

### Strategies

- 1.1a.** Conduct gaps analysis to identify populations who are not currently engaged with the Town and complete an Engagement Study to deepen our understanding of reasons for lack of engagement and ideas for new engagement approaches.
- 1.1b.** Assess our current and existing engagement tools and techniques and choose those that most effectively allow us to reach desired populations.
- 1.1c.** Pilot new approaches to invite and encourage all impacted residents and groups to participate in ways that are welcoming and comfortable to them, rooted in the findings of the Engagement Study.
- 1.1d.** Develop a Community Engagement Tool Kit for Town staff including handouts, templates, cheat sheets, and training opportunities.

### Performance Measures

- 1.** # and % of total Chapel Hill residents and their demographic information who:
  - Currently participate in Town processes and programs
  - Currently do not participate in Town processes and programs
  - Are satisfied in feeling their voice can influence change, the quality of Town engagement, level of public involvement in Town decision-making, and Chapel Hill's acceptance of diverse populations
- 2.** # and % of total Town departments that:
  - report using the Community Engagement Tool Kit
  - report the Tool Kit helps with engagement
- 3.** # of new Town engagement processes and programs piloted in first year of strategy implementation
  - # and % of total residents participating in pilot processes and programs
- 4.** # and % of Town Boards and Commission positions filled by residents representing populations who have been historically disengaged or disconnected from the Town

## Result 1.2 Town communications are accessible to Chapel Hill's diverse community.

### Strategies

- 1.2a.** Explore implementation of new communications and marketing tools based on best practices and innovations from other communities and input from residents.
- 1.2b.** Develop and implement plain language guidelines for Town communications, with particular focus on national best practices and input from residents.
- 1.2c.** Train Town staff on Language Access Plan and plain language guidelines.
- 1.2d.** Create a Language Access Plan with a focus on language justice for limited English proficient communities.

### Performance Measures

- 1.** # of Town materials translated
- 2.** # and % of total Town meetings providing language access
- 3.** # and % of departments in compliance with:
  - Language Access Plan
  - Plain language guidelines
- 4.** # and % of Town staff trained on:
  - Language Access Plan
  - Plain language guidelines
- 5.** # and % of residents who are:
  - Subscribed to Town electronic newsletters
  - Following the Town on social media
  - Satisfied with quality of and access to Town information
  - Satisfied with language accessibility of Town communications



## 44 OBJECTIVE 2

Deepen the Town's connections and engagement with organizations, groups, and populations that historically have been disengaged or disconnected from the Town.

### Key Initiatives

- Building Integrated Communities
- Community Connections Team
- DACA Renewal Assistance
- Facilitation Training Program
- Fire & Police Outreach Programs
- Good Neighbor Initiative
- Good Neighbor Liaison
- Library Outreach Programs
- Human Services
- Northside Neighborhood Initiative
- Peoples Academy
- Racial Equity Trainings
- Rental & Utility Assistance
- Summer Youth Employment Program
- Diversity, Equity, & Inclusion Plan
- Youth Initiative

**Result 2.1.** The Town builds community partnerships and programs that prioritize the needs and interests of residents historically disengaged and disconnected from the Town.

#### Strategies

- 2.1a.** Determine who the Town is currently serving through existing programs and partnerships and regularly evaluate who we are reaching.
- 2.1b.** Increase Town investment in community organizations and community organizing based on findings of engagement study and identified gaps.
- 2.1c.** Pilot new partnerships and programs based on findings of Engagement Study and identified gaps.

#### Performance Measures

- 1. # and % of total residents and their demographic information who:**
  - Currently participate in Town processes and programs
  - Are served through organizations funded by the Town
- 2. # and % of total Town partners:**
  - Serving populations historically disengaged or disconnected from the Town
  - Satisfied with their overall experience working with the Town
  - Satisfied with the Town's financial support and funding processes
- 3. # of new pilot partnerships and programs formed annually**

**Result 2.2.** The Town strengthens internal capacity and coordination to implement the Community Connections Strategy.

#### Strategies

- 2.2a.** Define roles and charter for the cross-departmental Community Connections team that will lead Strategy implementation.
- 2.2b.** Conduct internal analysis to identify gaps in Town capacity to carry out the Strategy.
- 2.2c.** Develop a Community Engagement Tool Kit for Town staff including handouts, templates, cheat sheets, and training opportunities.
- 2.2d.** Build skills and a shared understanding among Town employees of Strategy guiding principles, practices and processes.
- 2.2e.** Further develop a cohort of multilingual and multicultural Town employees to lead Community Connections efforts.

#### Performance Measures

- 1. Demographic profile of the Community Connections Team team**
- 2. # and % of Town departments that report using the Community Engagement Tool Kit**
  - # and % of departments who report the Tool Kit helps with engagement
- 3. Demographic profile of Town workforce**
- 4. # and % of total Town employees with multilingual skills**



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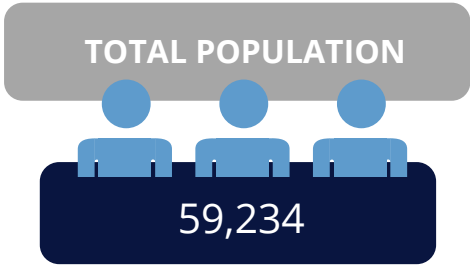
# APPENDIX A:

## CHAPEL HILL, NC

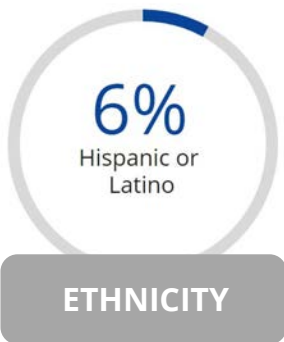
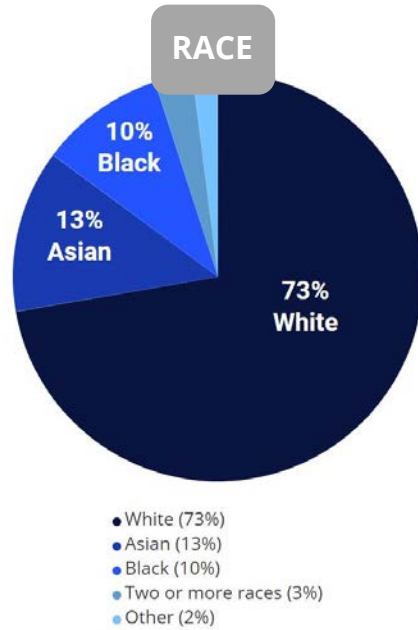
### KEY DEMOGRAPHICS



As we carry out the Community Connections Strategy, it is important to understand who makes up our community. The data here reflects the 2012-2017 American Community Survey from the U.S. Census and provides a snapshot of our diverse community.



Chapel Hill is a **diverse community**.



### COUNTRY OF ORIGIN

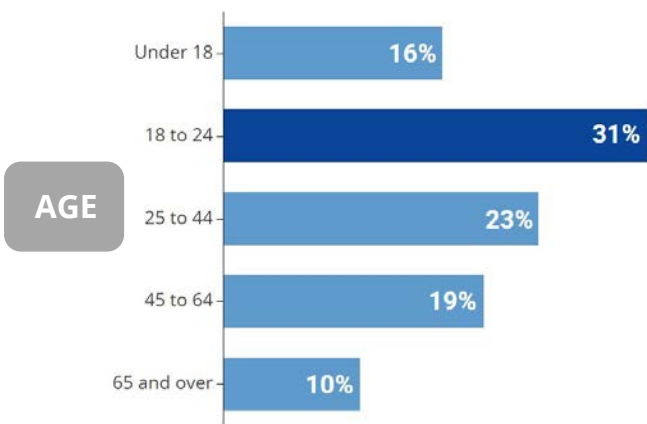
#### Top 5 Countries of origin among foreign born residents

- China
- India
- Korea
- Mexico
- United Kingdom



#### Common countries of origin for refugee arrivals

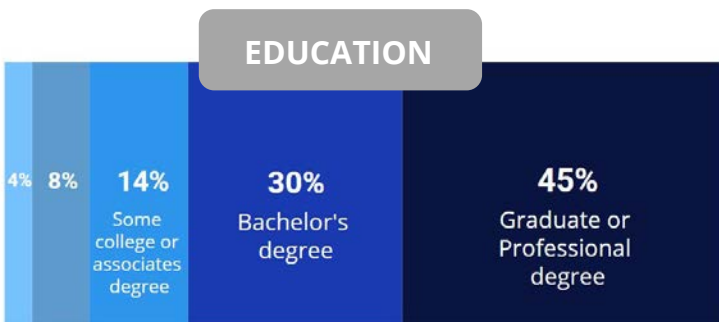
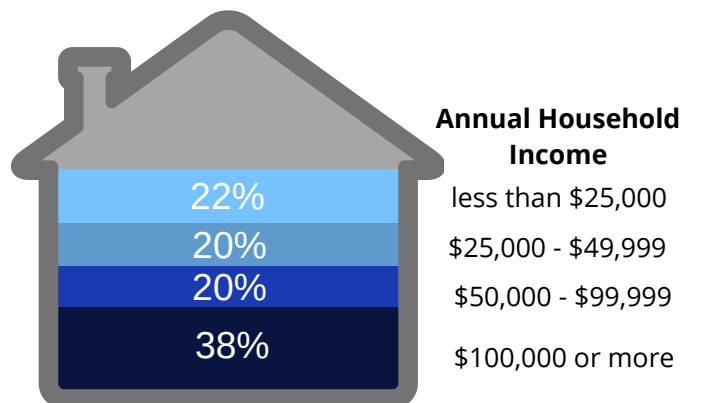
- Burma/Myanmar
- Democratic Republic of Congo



Roughly **1 in 3** Chapel Hill community members are between **age 18-24**.

### HOUSEHOLD INCOME

There is an **income gap in Chapel Hill**, with **42% of residents earning less than \$50,000** and **38% earning \$100,000 or more**.



**Nearly half** of Chapel Hill community members **have advanced degrees**.

# APPENDIX B:

## Chapel Hill Community Connections Efforts

**Advisory Boards and Commissions:** The Town has ~20 advisory boards, committees, and commissions comprised of residents, subject matter experts, and organization representatives. These provide recommendations to the Town Council on key community issues and help inform the policy making process that influences the future of Chapel Hill.

**Building Integrated Communities (BIC):** Chapel Hill BIC is a collaborative initiative of Town, the community, and UNC-Chapel Hill that aims to create innovative, locally-relevant public policies and initiatives to support the integration, well-being, and leadership development of immigrant and refugee residents. Since beginning in 2017, the BIC project team has engaged with 250+ immigrant and refugee residents and developed a Community Assessment and Action Plan rooted in resident recommendations.

**Chapel Hill 2020 Comprehensive Plan:** Adopted in 2012, the Chapel Hill 2020 Comprehensive Plan is a reflection of the values, aspirations, and ideas of the community, and it sets a vision and path for Chapel Hill leading up to 2020. The main goal of Chapel Hill 2020 process was to create a plan that was the "people's plan." The Town set a goal of touching 10,000 people during the process and quickly surpassed this number to touch over 28,000 people.

**Chapel Hill Peoples Academy:** The Peoples Academy is an intensive educational program for Chapel Hill residents to learn about Town services, connect with their fellow community members, and gain valuable knowledge and understanding to lead in the Chapel Hill community. Launched in 2018, the inaugural year saw over 100 residents apply to participate, 62 were invited to participate, and 43 residents completed the program.

**"Charting our Future" Land Use Management Ordinance Rewrite Project:** In April 2017, the Town Council initiated a project to protect what the community loves and add what it needs by rewriting its Land Use Management Ordinance and refining the Future Land Use Map. As of 2019, the Town engaged an estimated 2,400 residents.

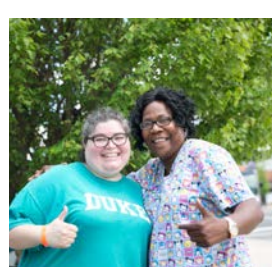
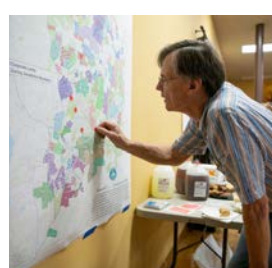
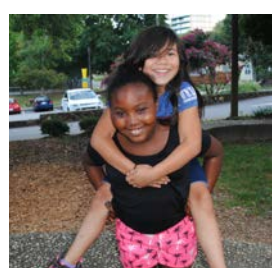
**Communications:** Several Town departments connect regularly with residents through various communications channels including emailed newsletters (eNews) and social media postings. The Town has ~5,500 subscribers to the e-news and ~27,000 social media follows (Twitter, Facebook, and Instagram). Additionally, the Tar Heel Citizen Times reaches ~23,000 off campus UNC students, the Public Library reaches ~45,000 through it's newsletter, and Parks and Recreation connects with ~9,400 people.

**Community Development Block Grant (CDBG) Program:** Chapel Hill receives an annual funding allocation from the Department of Housing and Urban Development to support community planning and development activities that promote approaches to provide decent housing, create a suitable living environment, and expand economic opportunities for low and moderate-income persons.

**Community Engagement Meetings:** The Town offers a wide range of community engagement meetings, which are opportunities for the Town to share information and receive input from residents on Town initiatives, potential development projects, and more. Meeting dates and times are shared through the Town's communication channels and posted on the Town's calendar of events.

**Fire and Police Community Services and Outreach:** The Chapel Hill Fire and Police Departments do extensive outreach to civic groups, schools classes, faith communities, and other groups about community safety and the services offered.

**Good Neighbor Liaison Program:** Launched in 2018, the Good Neighbor Liaison Program is a pilot project designed to amplify the Town's existing communication channels, advance the Town's goal of exchanging relevant information with the community, and target specific neighborhoods with news and engagement opportunities that matter most to them.







**Good Neighbor Initiative (GNI):** Started in 2004, GNI is a partnership between the Town, UNC-Chapel Hill, and community organizations to promote positive living experiences in neighborhoods where students and long-time residents live in close proximity. At the beginning of every school year, Town and University staff, students, and community volunteers gather and go door-to-door welcoming students to the neighborhood and sharing with them relevant information about local laws and ordinances. Today, the door-to-door walk reaches over 1,200 residences. The GNI also includes a block party bringing students and non-student residents together for a fun-filled afternoon of music, food, dancing, and community building.



**Human Services Program:** This program funds nonprofit organizations that improve education, livelihood security, and health outcomes for Chapel Hill residents. Since its establishment in the 1970s, the Town has invested over \$7 Million in the Human Services Program to support hundreds of community programs and services. In 2018, 50 plus agencies were funded, \$419,500 deployed into the community, and over 32,000 individuals were served through funded programs and services.



**Library Programs:** The Chapel Hill Public Library provides many programs and events for all ages in the community including those focused on topics of reading, science, arts and culture, computer literacy, and more.

**Local School Outreach:** Various Town departments, including Communications and Public Affairs, Police, and Fire engage with local schools to host field trips at Town Hall or visit schools to share information about town processes, services, or community safety information.



**Northside and Pine Knolls Community Plan:** The Town has a history of connecting and collaborating with its neighborhoods. One example is the Town's involvement with the historic Northside and Pine Knoll neighborhoods. When these neighborhoods experienced continued incompatible development and changing demographics in the 2000s, the Town collaborated with community groups to develop the Northside and Pine Knolls Community Plan in 2011. This plan identifies solutions to key community issues, with the goal to preserve the culture and history of these important neighborhoods.



**Parks and Recreation Programs:** Chapel Hill Parks and Recreation provides a variety of recreational programs for the community.

**Rosemary Street Vision and Implementation Plan:** From May 2013 to August 2014, community members, visitors, and residents were asked to share their thoughts about the future of Rosemary Street in Downtown Chapel Hill. Feedback from the community was used to develop the Rosemary Street Vision and Implementation Plan.



**Summer Youth Employment Program:** This program provides low-income youth, with job opportunities in Town departments and community partner organizations. In addition to providing youth with employment experience, the program provides job readiness training and mentorship.

**Visions/Brothers Group:** This school-based program provides intensive mentorship to middle and high school boys facing academic and social challenges. The program uses a holistic approach to addressing boys' social, emotional and physical needs through individual mentoring, group work, and connection to community services.



**Youth Initiative:** The Town has had a long-standing commitment to youth through various program and service offerings, including: providing recreational and educational programming, employing youth, and maintaining public spaces enjoyed by youth. Beginning in early 2018, the Town intensified its efforts to engage with young people and embarked on an intensive youth engagement process of listening and learning. Over 150 youth were engaged through focus groups in a two month period in 2018-early 2019. The Town will continue to engage youth as we begin designing potential solutions to more fully meet youth's needs and interests.







**For more information contact:**

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Sarah Osmer Viñas, Assistant Director for Housing & Community  
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[www.townofchapelhill.org/communityconnections](http://www.townofchapelhill.org/communityconnections)

**Town of Chapel Hill Mission**

*Learning, serving and working together to build a community where people thrive.*







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TOWN OF CHAPEL HILL

Town Hall  
405 Martin Luther King Jr.  
Boulevard  
Chapel Hill, NC 27514

Item Overview

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Item #: 3., File #: [19-0341], Version: 1

Meeting Date: 4/17/2019

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**Update on Next Steps for Draft Climate Action Framework and County-wide Collaboration.**

See Staff Report on next page.

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**The Agenda will reflect the text below and/or the motion text will be used during the meeting.**

PRESENTER: John Richardson, Community Resilience Officer

RECOMMENDATION: That the Council provide feedback on the proposed approach, the draft climate action framework and opportunities for county-wide collaboration.



UPDATE ON NEXT STEPS FOR DRAFT CLIMATE ACTION FRAMEWORK AND COUNTY-WIDE COLLABORATION

STAFF REPORT

John Richardson, Community Resilience Officer

<p>TOPIC Climate Action Plan</p>		<p>MEETING DATE April 17, 2019</p>
<p>STAFF'S RECOMMENDATION That the Council provide feedback on the proposed approach, the draft climate action framework and opportunities for county-wide collaboration.</p>		
<p>PROPOSED APPROACH</p> <p>Two concurrent paths through June of 2020:</p> <p>Continue Local Action</p> <ol style="list-style-type: none"> <li>1. Develop initial climate action framework (draft attached)</li> <li>2. Collaborate at county level on Climate Committee</li> <li>3. Take local action within framework throughout FY20</li> </ol> <p>Adopt an Official Plan</p> <ol style="list-style-type: none"> <li>1. Research best practices</li> <li>2. Incorporate county-level collaboration</li> <li>3. Develop draft Plan with community input</li> <li>4. Adopt Official Plan by June 2020</li> </ol>	<p>SAMPLE PLANS</p> <ul style="list-style-type: none"> <li>• <a href="#">Portland, OR</a><sup>1</sup></li> <li>• <a href="#">Minneapolis, MN</a><sup>2</sup></li> <li>• <a href="#">Boulder, CO</a><sup>3</sup></li> <li>• <a href="#">Ann Arbor, MI</a><sup>4</sup></li> <li>• <a href="#">Madison, WI</a><sup>5</sup></li> </ul> <p>What elements do you like?</p> <p>What other plans would you like staff to review?</p> <p>Note: The Madison example is a Sustainability Plan, which in some ways is broader than many Climate Action Plans because it addresses social and economic sustainability more directly.</p>	
<p>BACKGROUND</p> <p>At the Council's January 2019 retreat, the environment was identified as a high priority for the coming year. Specifically, the Council discussed the importance of developing a Climate Action Plan to reinforce its 2018 <a href="#">commitment</a><sup>6</sup> to uphold the Paris Climate Accord and reduce community emissions 26-28% from 2005 levels by 2025.</p> <p>On January 29<sup>th</sup> at the Assembly of Governments meeting, the elected officials from the Towns of Carrboro, Chapel Hill, Hillsborough and Orange County agreed to move forward with a county-wide Climate Committee. On April 10<sup>th</sup>, Council appointed Council Member Hongbin Gu was appointed to serve as the Council's representative to the Climate Committee.</p> <p>In February 2019, the Environmental Stewardship Advisory Board acted on a petition from Ms. Donna Rubinoff advocating for Chapel Hill to develop a Climate Action Plan. On behalf of the Board, the Chair and Vice Chair wrote to the full Town Council expressing support for the petition and offering the Board's ongoing assistance, as needed.</p>	<p>CLIMATE ACTION FRAMEWORK</p> <p>The attached framework builds upon some of the Town's climate action work to date and highlights new opportunities for carbon reduction that can continue in FY20.</p> <p>A key element to the climate action framework is community partnerships. If the Town is to meet the Council's climate commitments, it must continue to expand its efforts in the following action areas:</p> <ul style="list-style-type: none"> <li>• Renewable Energy</li> <li>• Building Energy Efficiency</li> <li>• Low-No Carbon Transportation Infrastructure</li> <li>• Protection of Trees and Natural Areas</li> <li>• Community Empowerment</li> </ul> <p>Because the emissions from Town operations are estimated to be only 2-3% of the community's total emissions, climate action must also include education, empowerment and partnerships that spur greater action across the entire Chapel Hill community.</p>	
<p>NEXT STEPS</p>	<p>Move forward with proposed approach in accordance with Council feedback.</p>	
<p>ATTACHMENTS</p>	<p>1. Draft Climate Action Planning Framework</p>	

<sup>1</sup> <https://www.portlandoregon.gov/bps/article/531984>

<sup>2</sup><http://www.ci.minneapolis.mn.us/www/groups/public/@citycoordinator/documents/webcontent/wcms1p-113598.pdf>

<sup>3</sup>[https://www-static.bouldercolorado.gov/docs/City\\_of\\_Boulder\\_Climate\\_Commitment\\_5.9.2017-1-201705091634.pdf?\\_ga=2.57081322.1700704109.1552322438-465590073.1548380647](https://www-static.bouldercolorado.gov/docs/City_of_Boulder_Climate_Commitment_5.9.2017-1-201705091634.pdf?_ga=2.57081322.1700704109.1552322438-465590073.1548380647)

<sup>4</sup>[https://www.a2gov.org/departments/systems-planning/planning-areas/energy/Documents/CityofAnnArborClimateActionPlan\\_low%20res\\_12\\_17\\_12.pdf](https://www.a2gov.org/departments/systems-planning/planning-areas/energy/Documents/CityofAnnArborClimateActionPlan_low%20res_12_17_12.pdf)

<sup>5</sup><https://www.cityofmadison.com/sustainability/documents/sustainplan2011.pdf>

<sup>6</sup>[http://chapelhill.granicus.com/MetaViewer.php?view\\_id=21&clip\\_id=3181&meta\\_id=168458](http://chapelhill.granicus.com/MetaViewer.php?view_id=21&clip_id=3181&meta_id=168458)



## Draft Climate Action Plan Framework Reducing Our Carbon Footprint

### 1. Renewable Energy

- a. Replace non-LED lighting at Town-owned facilities, athletic fields
- b. Increase use of solar energy throughout town
  - i. Solar panel installation
  - ii. Solar water heaters
- c. Encourage use of geothermal for heating/cooling where practical

Partnerships Opportunities:

Solar companies, Duke Energy, Community, Developers, Property owners

### 2. Tree Replenishment and Natural Area Protection

- a. Tree Replenishment Committee
  - i. Neighborhoods/Homes/Organizations
  - ii. Parks
  - iii. Legacy program
  - iv. Education about using native plantings, caring for young trees
- b. Town-owned open space (947+ acres)

Partnership Opportunities:

North Carolina Botanical Gardens, Friends of Parks & Recreation, Community

Grant Opportunities:

Arbor Foundation, Triangle J Council of Governments

### 3. Water Conservation and Protection

- a. Stormwater Management
  - i. Green Stormwater Infrastructure (LUMO changes)
  - ii. Complete subwatershed studies
- b. Water quality
- c. Conservation

Partnership Opportunities:

OWASA, Jordan Lake One Water, Neighboring jurisdictions, Large property owners, Community

### 4. Waste Reduction

- a. Increase opportunities for composting
- b. Reducing use of single use plastics

Partnership Opportunities:

UNC, Business community, Orange County, Chapel Hill Carrboro City Schools

### 5. Transportation Infrastructure

- a. Electrification of fleet
- b. Increase number of EV Charging stations throughout town
- c. Increase multi-modal connections and opportunities

Partnership Opportunities:

Transit Partners (Carrboro, UNC), Duke Energy, Piedmont Energy, Chapel Hill Carrboro City Schools, Commercial property owners with parking lots

### 6. Building Efficiency

- a. Energy audits
- b. Home energy improvements
- c. New policies for development and redevelopment projects

Partnership Opportunities:

Duke Energy, Chamber of Commerce



## 7. Education and Advocacy

### Partnerships Opportunities:

Triangle J Council of Governments, Triangle Clean Cities Coalition, NC State Clean Technology Center, Orange-Chatham Group of the Sierra Club and other local advocacy organizations

### Other Possible Topics:

Planning, Finance

### Underlying Interests:

Create/Contribute to the local economy

Spark more investment in renewable energies to increase job opportunities

Durham Technical Community College (Orange County campus) – training workers

UNC, others – hire locally, offer apprenticeships

Identify and work with partners in creating the plan

Thinking and action across Town organization and others

Learn what other cities/towns are doing

Apply for grant funding and participate in joint purchasing when possible

### Next Steps:

April – Council Meeting on the 17<sup>th</sup>

June – Tree Replenishment Committee meeting

Share goals with partner organizations

Summer – Interns work with John

Reach out to Adam Long (UNC) about greenhouse gas data

Fall – Roll out of Tree program



56  
TOWN OF CHAPEL HILL

Town Hall  
405 Martin Luther King Jr.  
Boulevard  
Chapel Hill, NC 27514

Item Overview

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Item #: 4., File #: [19-0342], Version: 1

Meeting Date: 4/17/2019

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**Open the Public Hearing: Land Use Management Ordinance Text Amendments to Establish New Zoning Districts for the Historic Rogers Road Neighborhood in Chapters 3 and 6.**

See the Staff Report on the next page.

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**The Agenda will reflect the text below and/or the motion text will be used during the meeting.**

PRESENTER: Corey Liles, Principal Planner  
Caroline Dwyer, Renaissance Planning Group

- a. Introduction and preliminary recommendation
- b. Recommendation of the Planning Commission
- c. Comments from the public
- d. Comments and questions from the Mayor and Town Council
- e. Motion to recess the Public Hearing to May 22, 2019
- f. Referral to the Manager and Attorney.

RECOMMENDATION: That the Council open the Public Hearing, receive public comment, and continue the Public Hearing to May 22, 2019.



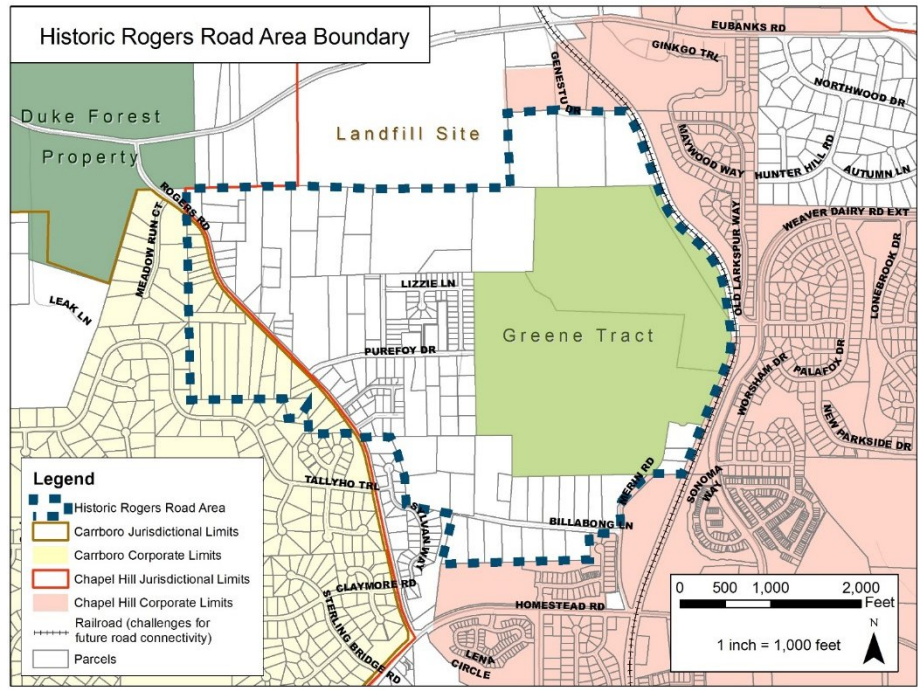
OPEN THE PUBLIC HEARING FOR LAND USE MANAGEMENT ORDINANCE TEXT AMENDMENTS TO ESTABLISH NEW ZONING DISTRICTS FOR THE HISTORIC ROGERS ROAD NEIGHBORHOOD IN CHAPTERS 3 AND 6.

STAFF REPORT

TOWN OF CHAPEL HILL PLANNING DEPARTMENT  
Ben Hitchings, Director  
Corey Liles, Principal Planner

<p>PROPERTY ADDRESS Historic Rogers Road Neighborhood (see map below)</p>	<p>PUBLIC HEARING DATE April 17, 2019</p>	<p>REQUESTED BY Town of Chapel Hill</p>																		
<p>STAFF'S RECOMMENDATION That the Council open the Public Hearing, receive public comment, and continue the Public Hearing to May 22, 2019.</p>																				
<p>ITEM OVERVIEW The Towns of Chapel Hill and Carrboro have partnered on a project to establish new zoning standards for the Historic Rogers Road Area. This effort is designed to reflect the interests of residents and implement the recommendations of Rogers Road: Mapping Our Community's Future.</p>																				
<p>PROJECT OVERVIEW &amp; BACKGROUND The Historic Rogers Road area of northwest Chapel Hill and northern Carrboro extends from Homestead Road to Eubanks Road. It is a legacy community originating from black-owned family farms and sawmills with settlement dating back to the 1700s. From 1972 through 2013, the Orange County Regional Landfill operated nearby. The Chapel Hill portion of the neighborhood is located outside municipal limits in the Town's Extra-Territorial Jurisdiction (ETJ).</p> <p>A community-first planning effort for the future of the Rogers Road area, facilitated by the Marian Cheek Jackson Center, produced the report Rogers Road: Mapping Our Community's Future in May 2016. The report recommended that development should retain long-term residents, create connections with the larger community, preserve socioeconomic and cultural diversity for the future, and respect the physical/natural character of the neighborhood. It identified new zoning for the community as a primary action tool for implementing these recommendations. Availability of new sewer infrastructure underscores the value of updated zoning that provides clear direction on how the area should grow and develop.</p> <p>Initiated in Fall 2018, the Rogers Road Zoning Initiative involved a series of public meetings at the RENA Community Center, a market analysis to better understand opportunities for businesses, a draft zoning code that responds to community interests, and a draft zoning map that would apply the zoning code to properties in the Historic Rogers Road Neighborhood.</p>	<p>DECISION POINTS The Council has the legislative discretionary authority to approve or deny a request for amendment to the text of the Land Use Management Ordinance. The Land Use Management Ordinance establishes the intent of Zoning Atlas Amendments and Text Amendments by stating that, "In order to establish and maintain sound, stable, and desirable development within the planning jurisdiction of the Town it is intended that this chapter shall not be amended except:</p> <ul style="list-style-type: none"> <li>• to correct a manifest error in this chapter; or</li> <li>• because of changed or changing conditions in a particular area or in the jurisdiction generally; or</li> <li>• to achieve the purposes of the Comprehensive Plan."</li> </ul>																			
<p>PROCESS</p> <table border="0"> <tr> <td>1. Consultant Background Review</td> <td>Sept.-Nov. 2018</td> </tr> <tr> <td>2. Community Engagement</td> <td>Oct. 2018- Jan. 2019</td> </tr> <tr> <td>3. Draft Zoning Strategies</td> <td>December 2018</td> </tr> <tr> <td>4. Council Update</td> <td>February 2019</td> </tr> <tr> <td>5. Draft Zoning Code</td> <td>February 2019</td> </tr> <tr> <td>6. Additional Community Engagement</td> <td>March 2019</td> </tr> <tr> <td>7. Advisory Board Review</td> <td>March 2019</td> </tr> <tr> <td>8. Planning Commission Recommendation</td> <td>April 2019</td> </tr> <tr> <td>9. Open Council Public Hearing</td> <td>April 2019</td> </tr> <tr> <td>10. Close Council Public Hearing and Consider Action</td> <td>May 2019</td> </tr> </table> <p>Note that the Town of Carrboro is conducting a parallel process to consider similar new zoning standards for the portion of the neighborhood in their jurisdiction.</p>	1. Consultant Background Review	Sept.-Nov. 2018	2. Community Engagement	Oct. 2018- Jan. 2019	3. Draft Zoning Strategies	December 2018	4. Council Update	February 2019	5. Draft Zoning Code	February 2019	6. Additional Community Engagement	March 2019	7. Advisory Board Review	March 2019	8. Planning Commission Recommendation	April 2019	9. Open Council Public Hearing	April 2019	10. Close Council Public Hearing and Consider Action	May 2019
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PROJECT LOCATION



FISCAL IMPACTS & RESOURCES

The project zoning consultant, Renaissance Planning Group, Inc., is developing Rogers Road Zoning Standards under a contract with the Town of Chapel Hill for \$47,755.

The project market study consultant, Business Street, completed a market analysis for the Rogers Road area under a contract with the Town of Chapel Hill for \$15,000.

The Town of Carrboro will reimburse the Town of Chapel Hill 25% of the costs incurred under these two contracts, based on the terms of Memorandum of Understanding. The share of costs for the Town of Chapel Hill draws from previously budgeted funds.

ATTACHMENTS

1. Draft Staff Presentation
2. Technical Report
3. Drop-In Sessions Summary
4. Draft Resolution of Consistency with the Comprehensive Plan
5. Draft Ordinance A (Enacting the Text Amendment)
6. Draft Resolution B (Denying the Text Amendment)



# Rogers Road Zoning Text Amendments

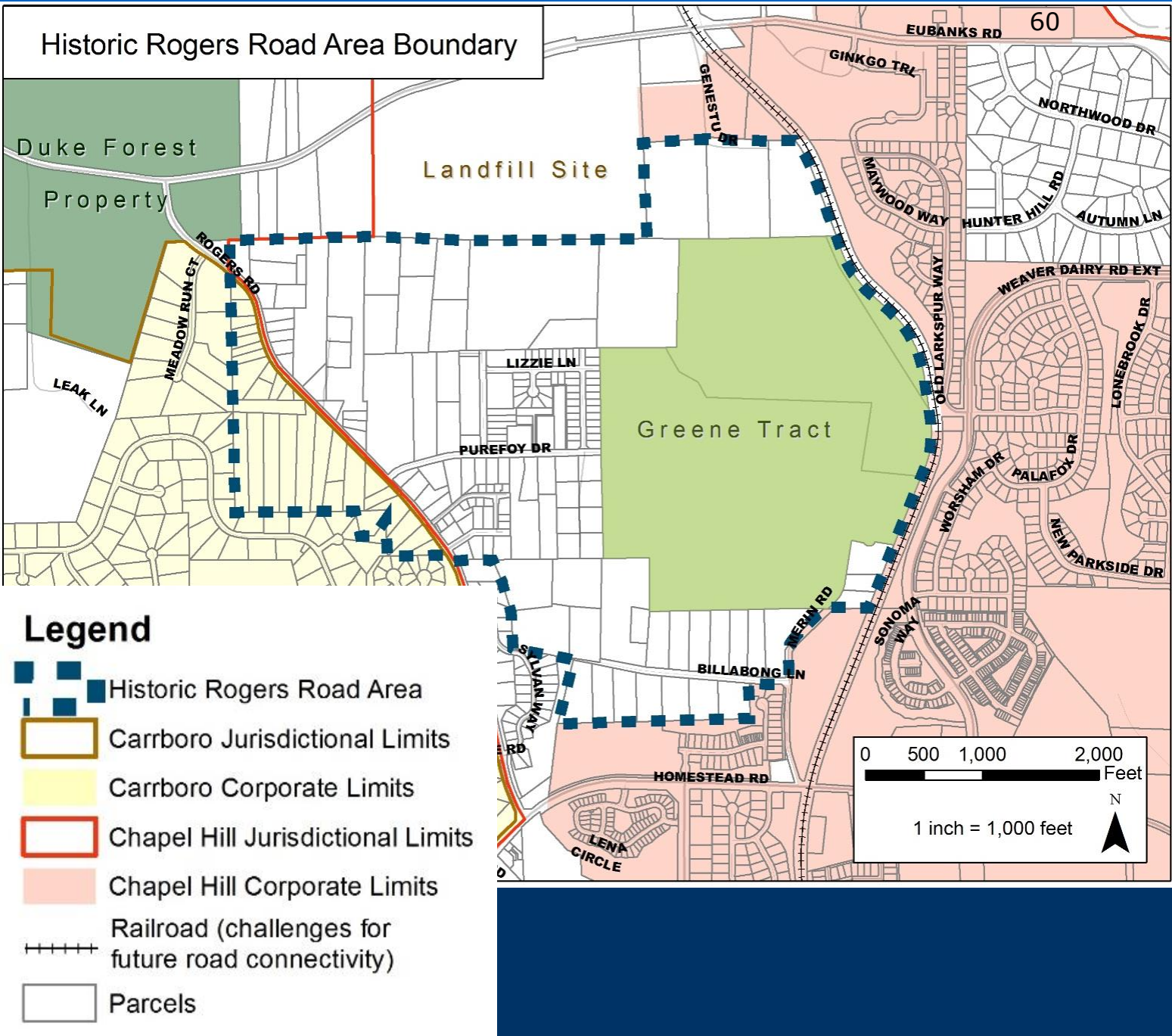
DRAFT



Council Public Hearing  
April 17, 2019



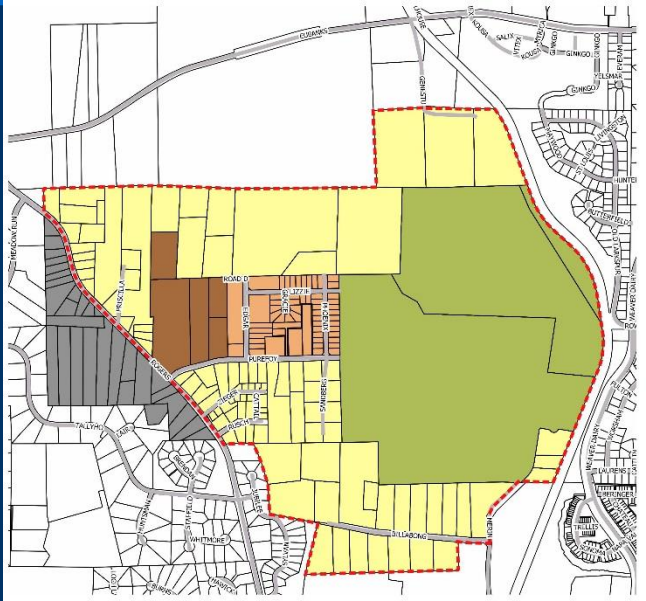
# Study Area



- Northwest Chapel Hill / Northern Carrboro
- Settlement dates back to 1700's
- Adjacent to former landfill site

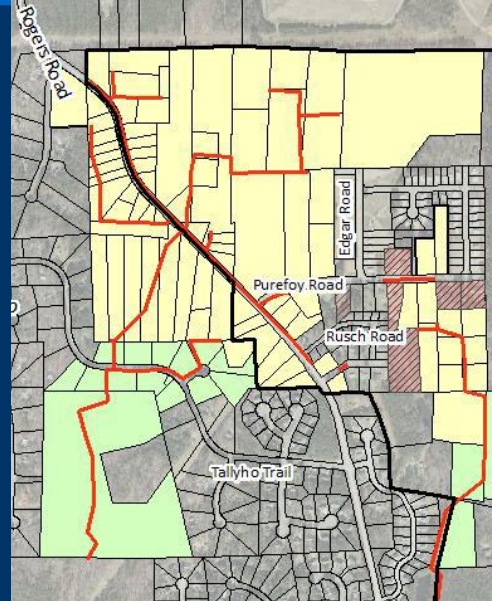
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# Ongoing Rogers Road Projects



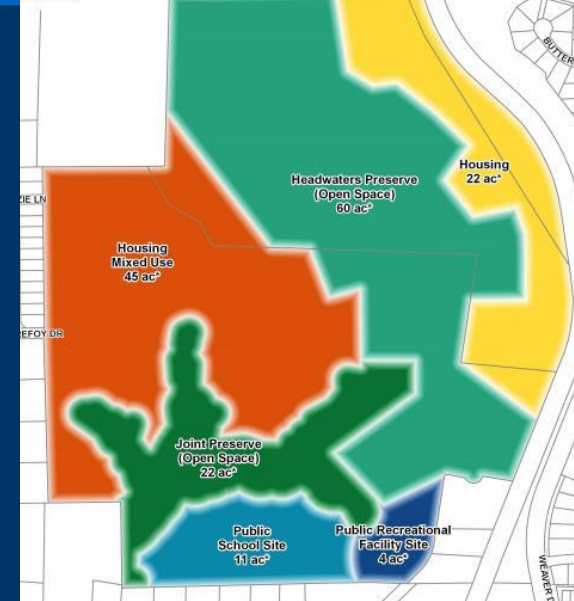
## Zoning Initiative

Key to implementation of *Mapping Our Community's Future*



## Sewer Construction

Expected to increase development interest



## Greene Tract

Future use of site owned by County and Towns

DRAFT

# Staff Recommendation

- Receive presentation on draft zoning recommendations
- Open the Public Hearing and receive comments
- Continue the Hearing to May 22, 2019

DRAFT

# Where is this item?



Parallel review underway in Carrboro

# HISTORIC ROGERS ROAD NEIGHBORHOOD

## Chapel Hill Town Council

APRIL 17, 2019



DRAFT



# ZONING FOR A STRONG AND CONNECTED NEIGHBORHOOD





# AGENDA

- Project goal
- MOCF Goals
- Timeline
- Public engagement
- Key proposed changes
- Next steps



THE  
MOCF

# PROJECT GOAL <sup>66</sup>

Develop appropriate zoning standards  
for the Rogers Road neighborhood –  
keep what you love, add what you  
need.

DRAFT

# MAPPING OUR COMMUNITY'S FUTURE



Retain families who have lived here for decades/  
generations



Connect us with each other and the larger  
community



Preserve socioeconomic and cultural diversity  
for the future



Respect the physical/natural character of the  
neighborhood



Rogers Road:  
Mapping our Community's Future  
MAY 2015  
The completion of an intensive 9 month planning effort with community stakeholders to create a shared vision for Rogers Road development for the next 10 years & beyond.

DRAFT

# PROJECT TIMELINE

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	SEP 2018	OCT	NOV	DEC	JAN 2019	FEB	MAR	APR	MAY	JUN
Project kick off										
Work products										
Community Meetings										
Municipal review and hearings										

DRAFT

# SUMMARY: PUBLIC ENGAGEMENT

## MEETINGS:

- October 30, 2018
- November 15, 2018  
(business analysis)
- November 29, 2018
- January 24, 2019
- March 14, 2019
- March 16, 2019



**TURNOUT:** Between 15 and 35 residents/stakeholders at each session





# PROTECT CHARACTER: KEY RECOMMENDATIONS

71

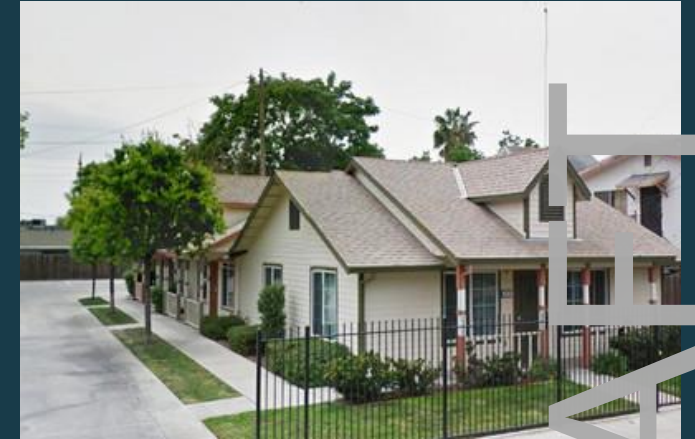
- Establish the Historic Rogers Road Neighborhood Zoning District
- Preserve character of Rogers Road Corridor





# INCREASE HOUSING CHOICE: KEY RECOMMENDATIONS <sup>72</sup>

- Expand housing choice
- Support a wider range of home-based businesses



TRANSFORM

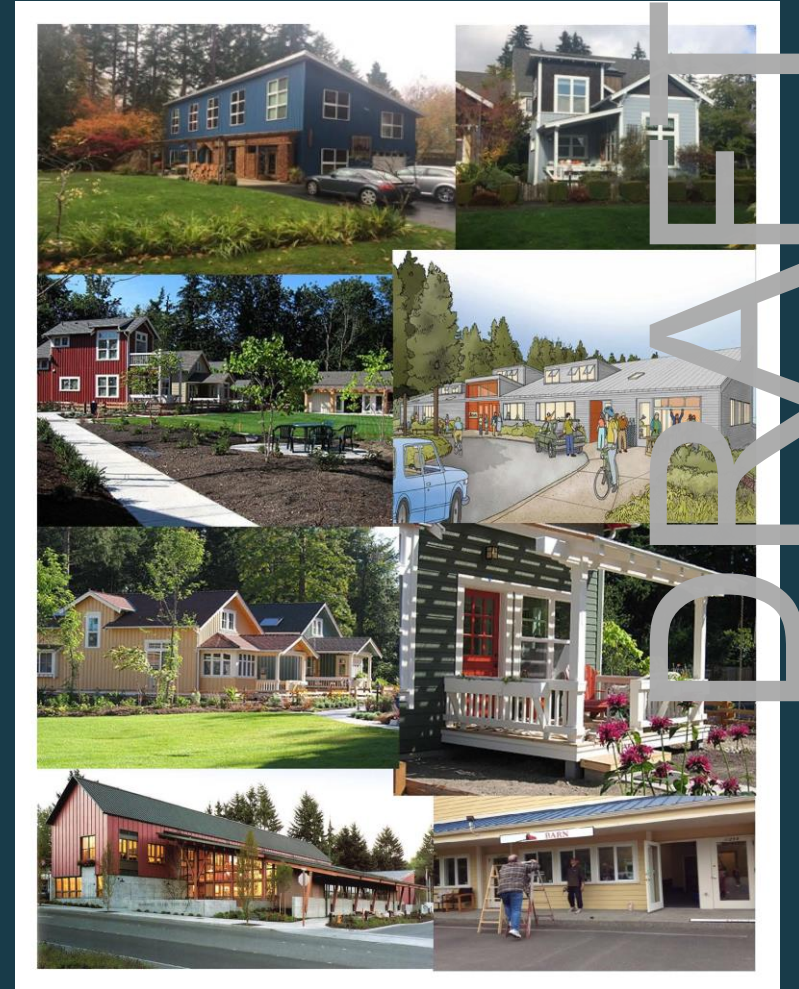




# SOCIOECONOMIC/CULTURAL DIVERSITY: KEY RECOMMENDATIONS

74

- Mixed Use (HR-X) placeholder district
- No high intensity commercial or retail areas
- No "destination retail"



# MOST RECENT FEEDBACK (PUBLIC)

- Maintain rural character
- Stormwater concerns
- Traffic impact concerns
- Home business flexibility – very important!
- Like the mixed use concept, want to make sure housing is included but no retail
- Billabong residents do not want to be included in the zoning, but support project for Rogers Road historic area

DRAFT

# FEEDBACK (ADVISORY BOARDS)

- Buffer between mixed use areas and single family housing
- Consider environmental factors (ex. stormwater runoff)
- Mitigate traffic impacts
- Make sure residents clearly understand zoning standards
- Include ADUs in density calculations
- Limit max size of ADUs
- Cap allowable home occupation square footage

DRAFT

# FEEDBACK (PLANNING<sup>77</sup> COMMISSION)

- Min lot size for major home occupations may be too restrictive
- Businesses should be able to sell products ancillary to services provided
- 850' max. block length is too big
- Remove lots on both sides of Billabong from project

DRAFT



# Staff Recommendation

- Receive presentation on draft zoning recommendations
- Open the Public Hearing and receive comments
- Continue the Hearing to May 22, 2019

DRAFT

# TECHNICAL REPORT

Council Public Hearing – 04/17/2019



## LUMO TEXT AMENDMENT AND ZONING ATLAS AMENDMENT FOR HISTORIC ROGERS ROAD NEIGHBORHOOD ZONING

The following Technical Report describes proposed modifications to the Land Use Management Ordinance including four new zoning Subdistricts for the Historic Rogers Road Neighborhood, along with proposed zoning atlas changes that would apply the new Subdistricts to specific parcels of land.

### BACKGROUND

2009	Rogers Road Small Area Plan Task Force Final Report
2013	Historic Rogers Road Neighborhood Task Force Final Report
2013	Closure of Orange County Regional Landfill, adjacent to community
2015	Historic and Vibrant Rogers Road Report
2016	Rogers Road: Mapping Our Community's Future
2017-2019	Rogers Road Sewer Construction Project
September 2018	Initiation of Rogers Road Zoning Initiative (current project)
October 2018- March 2019	Community and Stakeholder Engagement
February 2019	Draft Zoning Code
March 19, 2019	Advisory Board Review
April 16, 2019	Planning Commission Recommendation

### NEXT STEPS

April 17, 2019	Council will open the Public Hearing to hear the proposed amendments and receive public comments
May 22, 2019	Council will meet with the intent to take action on the proposed amendments

### SUMMARY OF PROPOSED CHANGES

Based upon the community input received to date, a Text Amendment has been developed to establish zoning standards for the Historic Rogers Road Neighborhood. The standards would then be applied to specific properties through a rezoning (Zoning Atlas Amendment). In combination, the proposed modifications would affect zoning for various portions of the study area as follows:

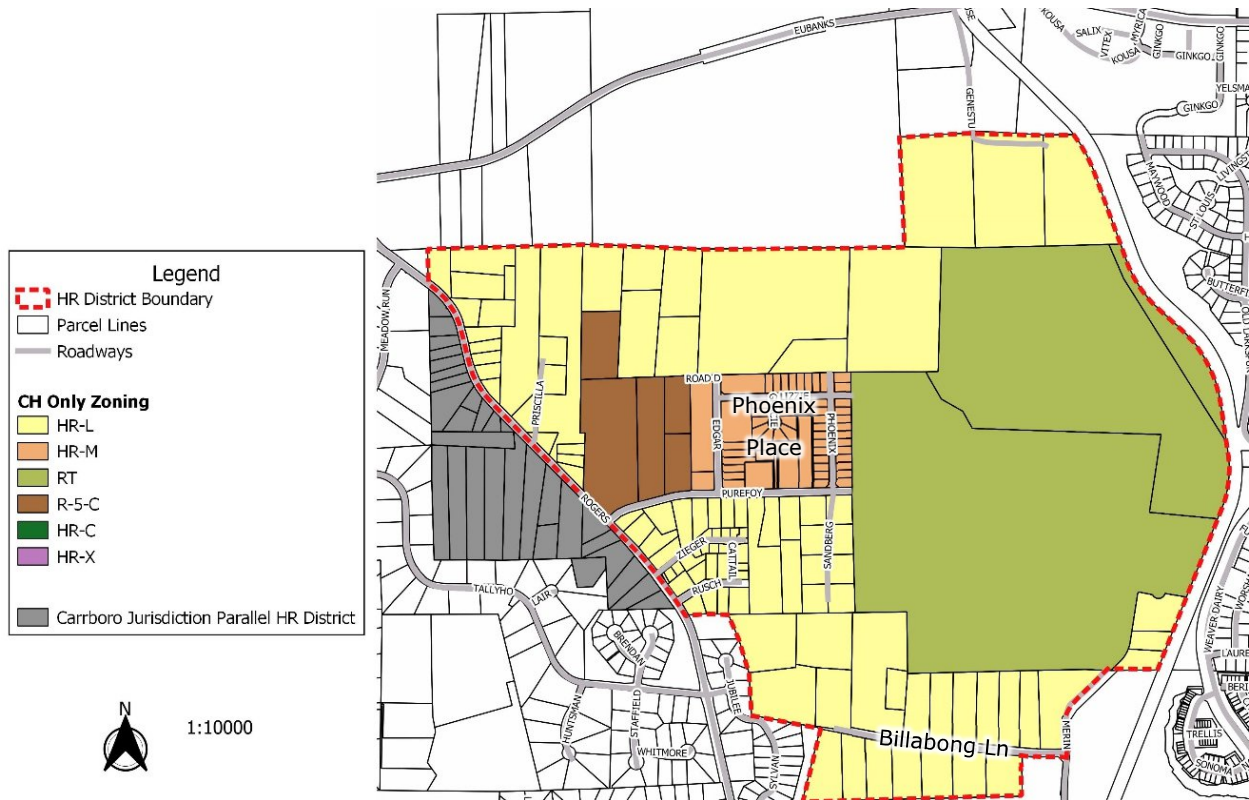
- A. General Neighborhood: How zoning would change for most of the study area, which is currently zoned R-1 (Residential-1) and would be rezoned to HR-L (Historic Rogers Road-Low Density).
- B. Billabong Lane Properties: How zoning would change for properties that are currently zoned R-1A (Residential-1A) and would be rezoned to HR-L. Note that there is ongoing discussion with stakeholders on whether to include these properties in the proposed area for rezoning.

TECHNICAL REPORT

Council Public Hearing – 04/17/2019

- C. Properties near Phoenix Place: How zoning would change for a few properties adjoining the Phoenix Place neighborhood, which are currently zoned as R-1 and would be rezoned to HR-M (Historic Rogers Road-Medium Density). This would provide greater continuity with the Phoenix Place neighborhood, which would also be rezoned to HR-M but is a built-out development.
- D. Potential Mixed Use Area: Standards that would be in place for any future nodes of neighborhood-scale mixed use development (mixed housing with neighborhood services and small businesses). No properties are proposed to be rezoned at this time to this Subdistrict. The St. Paul’s Village project (approved under a previous rezoning) would also serve as a mixed use node for the neighborhood.
- E. Potential Conservation Area: Standards that would be in place for any future conservation of environmentally sensitive lands. No properties are proposed to be rezoned at this time; however, this zoning could be considered for the Greene Tract as discussions progress on future use of that property.
- F. Other Standards, Applicable throughout Study Area: Special development standards that apply to the Historic Rogers Road zoning as a whole, not specific Subdistricts.

A map of proposed zoning (HR-L and HR-M Subdistricts only) and a series of tables further detailing the comparison of existing and proposed zoning standards are provided below.



Proposed Zoning Map for Historic Rogers Road Neighborhood

## TECHNICAL REPORT

Council Public Hearing – 04/17/2019

## A. General Neighborhood

Zoning Standard	Existing R-1 Zoning	Proposed HR-L Zoning
Permitted Housing Types	Single-family homes Accessory dwellings Manufactured homes (Class A)	Single-family homes Accessory dwellings Manufactured homes (Class A) Duplexes Triplexes
Other Permitted Uses	Daycares, Places of Worship, Schools, Recreation, and Public Facilities. No change proposed	
Maximum Density	3 units/acre	3 units/acre for single-family only 4 units/acre with duplexes and triplexes
Minimum Lot Size	17,000 sq ft Smaller lots may be approved under a Cluster Subdivision	14,500 sq ft Smaller lots may be approved under a Cluster Subdivision
Building Setbacks	<ul style="list-style-type: none"> <li>▪ 28 ft from street - minimum</li> <li>▪ 14 ft from other property lines – minimum</li> <li>▪ 17 ft solar setback - minimum</li> </ul>	<ul style="list-style-type: none"> <li>▪ 10 ft from street – minimum</li> <li>▪ 28 ft from street – maximum</li> <li>▪ 14 ft from other property lines – minimum</li> <li>▪ 17 ft solar setback - minimum</li> </ul> <p>Lots fronting on Rogers Rd:</p> <ul style="list-style-type: none"> <li>▪ 50 ft from street – minimum (no maximum)</li> </ul>
Maximum Height	29 ft at setback line, 40 ft interior to site – No change proposed	
Lot Width and Street Frontage	80 ft minimum lot width, 64 ft minimum street frontage No change proposed	
Maximum Floor Area Ratio	.076 - No change proposed	
Maximum Home Size	Not currently regulated	2,000 sq ft for single-family 1,200 sq ft per unit for duplex/triplex
Home-Based Businesses	Minor home occupations allowed	Minor and Major home occupations allowed, with limitations to mitigate impacts on neighbors



## TECHNICAL REPORT

Council Public Hearing – 04/17/2019

## B. Billabong Ln Properties

Note that there is ongoing discussion with stakeholders on whether to include these properties in the proposed area for rezoning.

Zoning Standard	Existing R-1A Zoning	Proposed HR-L Zoning (same as General Neighborhood)
Permitted Housing Types	Single-family homes Accessory dwellings Manufactured homes (Class A)	Single-family homes Accessory dwellings Manufactured homes (Class A) Duplexes Triplexes
Other Permitted Uses	Daycares, Places of Worship, Schools, Recreation, and Public Facilities. No change proposed	
Maximum Density	2 units/acre	3 units/acre for single-family only 4 units/acre with duplexes and triplexes
Minimum Lot Size	25,000 sq ft Smaller lots may be approved under a Cluster Subdivision	14,500 sq ft Smaller lots may be approved under a Cluster Subdivision
Building Setbacks	<ul style="list-style-type: none"> <li>▪ 29 ft from street - minimum</li> <li>▪ 15 ft from other property lines – minimum</li> <li>▪ 18 ft solar setback - minimum</li> </ul>	<ul style="list-style-type: none"> <li>▪ 10 ft from street – minimum</li> <li>▪ 28 ft from street – maximum</li> <li>▪ 14 ft from other property lines – minimum</li> <li>▪ 17 ft solar setback - minimum</li> </ul>
Maximum Height	29 ft at setback line, 38 ft interior to site	29 ft at setback line, 40 ft interior to site
Lot Width and Street Frontage	100 ft minimum lot width, 80 ft minimum street frontage	80 ft minimum lot width, 64 ft minimum street frontage
Maximum Floor Area Ratio	.062	.076
Maximum Home Size	Not currently regulated	2,000 sq ft for single-family 1,200 sq ft per unit for duplex/triplex
Home-Based Businesses	Minor home occupations allowed	Minor and Major home occupations allowed, with limitations to mitigate impacts on neighbors

## TECHNICAL REPORT

Council Public Hearing – 04/17/2019

## C. Properties near Phoenix Place

Zoning Standard	Existing R-1 Zoning (same as General Neighborhood)	Proposed HR-M Zoning
Permitted Housing Types	Single-family homes Accessory dwellings Manufactured homes (Class A)	Single-family homes Accessory dwellings Manufactured homes (Class A) Duplexes Triplexes
Other Permitted Uses	Daycares, Places of Worship, Schools, Recreation, and Public Facilities No change proposed	
Maximum Density	3 units/acre	4.5 units/acre for single-family only 6 units/acre with duplexes and triplexes
Minimum Lot Size	17,000 sq ft Smaller lots may be approved under a Cluster Subdivision	9,000 sq ft Smaller lots may be approved under a Cluster Subdivision
Building Setbacks	<ul style="list-style-type: none"> <li>▪ 28 ft from street - minimum</li> <li>▪ 14 ft from other property lines – minimum</li> <li>▪ 17 ft solar setback - minimum</li> </ul>	<ul style="list-style-type: none"> <li>▪ 10 ft from street – minimum</li> <li>▪ 20 ft from street – maximum</li> <li>▪ 14 ft from perimeter property lines – minimum</li> <li>▪ 17 ft solar setback - minimum</li> </ul>
Maximum Height	29 ft at setback line, 40 ft interior to site – No change proposed	
Lot Width and Street Frontage	80 ft minimum lot width, 64 ft minimum street frontage	65 ft minimum lot width, 52 ft minimum street frontage
Maximum Floor Area Ratio	.076	.093 – Equal to R-2 District
Maximum Home Size	Not currently regulated	1,500 sq ft for single-family 1,200 sq ft per unit for duplex/triplex
Home Occupations	Minor home occupations allowed	Minor and Major home occupations allowed, with limitations to mitigate impacts on neighbors

## TECHNICAL REPORT

Council Public Hearing – 04/17/2019

## D. Potential Mixed Use Area

Zoning Standard	Existing	Proposed HR-X Zoning
Permitted Housing Types	N/A  No rezoning proposed at this time;  placeholder standards only	Single-family homes Accessory dwellings Duplexes Triplexes Multifamily, 3-7 units per building Live-Work units Upper-story Dwelling unit
Other Permitted Uses		Daycares Places of Worship Schools Recreation Public Facilities Health Clinics Places of Assembly (up to 2000 seats) Independent Senior Living Office Flex Office
Maximum Density		8 units per acre (regardless of housing type)
Minimum Lot Size		None
Building Setbacks		<ul style="list-style-type: none"> <li>▪ 20 ft from street – minimum</li> <li>▪ 40 ft from perimeter property lines – minimum</li> <li>▪ 17 ft solar setback - minimum</li> </ul>
Maximum Height		29 ft at setback line, 40 ft interior to site
Lot Width and Street Frontage		No minimum lot width, 40 ft minimum street frontage
Maximum Floor Area Ratio		.264 – Equal to OI-1 District
Maximum Home Size		1,500 sq ft for single-family 1,200 sq ft per unit for duplex/triplex
Home Occupations		Minor and Major home occupations allowed, with limitations to mitigate impacts on neighbors
Buffers		30 ft undisturbed buffer at perimeter of mixed use development, screened to Type D (fully opaque) standards

## TECHNICAL REPORT

Council Public Hearing – 04/17/2019

## E. Potential Conservation Area

Zoning Standard	Existing	Proposed HR-C Zoning
Permitted Housing Types	N/A  No rezoning proposed at this time;  placeholder standards only	None
Other Permitted Uses		Public Facilities and Recreation
Maximum Density		N/A
Minimum Lot Size		N/A
Building Setbacks		N/A
Maximum Height		N/A
Lot Width and Street Frontage		N/A
Maximum Floor Area Ratio		N/A
Maximum Home Size		N/A
Home Occupations		N/A

## F. Other Standards, Applicable throughout Study Area

Zoning Standard	Existing R-1 Zoning (same as General Neighborhood)	Proposed Historic Rogers Road Zoning
Signage for Home-Based Businesses	No signage permitted	<ul style="list-style-type: none"> <li>▪ Wall-mounted, non-illuminated signs allowed</li> <li>▪ 4 sq ft for minor home occupations</li> <li>▪ 8 sq ft for major home occupations</li> </ul>
Limitations on Major Home Occupations	Not permitted	<ul style="list-style-type: none"> <li>▪ Lots must be 1 acre minimum size</li> <li>▪ No more than 6 non-resident employees</li> <li>▪ Limited to 50% of principal structure floor area</li> <li>▪ No on-site sale of goods</li> <li>▪ Business activities set back at least 40 ft from property lines</li> <li>▪ Activities producing noxious impacts (noise, vibration, dust, odor, light, or glare) set back at least 60 ft from property lines</li> <li>▪ Screening of outdoor storage</li> <li>▪ Employees and visitors park off-street</li> <li>▪ No more than 3 business vehicles</li> <li>▪ No more than 50 trips per day generated</li> <li>▪ From 6pm-8am, no activity resulting in off-site noxious impacts</li> <li>▪ At all times, noise at property line cannot exceed 65 decibels</li> </ul>



## TECHNICAL REPORT

Council Public Hearing – 04/17/2019

New Streets	Construct streets as necessary so that every new home faces onto a street	In addition to existing requirement- Major Subdivisions: construct new streets based on the conceptual alignments shown in the zoning code, to maximum extent practical Minor Subdivisions: dedicate right-of-way for future streets based on the conceptual alignments shown in the zoning code, to maximum extent practicable
Sidewalks	Generally required on both sides of streets - No change proposed	
Maximum Block Length	Not currently regulated	850 ft
Cul-de-sacs	Design Manual limits length of cul-de-sacs	Permanent dead-end streets not allowed if there is practical alternative (stubs for future extension are allowed)
Stormwater	In addition to existing requirements- <ul style="list-style-type: none"> <li>▪ Incorporate public amenities (eg paths) and LID methods into stormwater features</li> <li>▪ Avoid unsightly features (eg chain-link fences)</li> </ul>	
Buffers, Screening	No change to existing standards proposed, except the addition of a perimeter buffer standard for mixed use areas (see Potential Mixed Use Area above)	
Tree Protection, Landscaping	No change to existing standards proposed	
RCDs and Steep Slopes	No change to existing standards proposed	
Lighting	No change to existing standards proposed, except that lighting fixture bulbs for nonresidential development can't be visible from adjacent lots or streets	
Parking	No change to existing standards proposed	
Exemptions	Not currently provided	Existing homes may increase floor area up to 25% or up to a total of 2000 sq ft (whichever is greater) before being subject to new standards
Modification of Standards	For standards not currently applied	Staff may approve minor modifications (up to 10%) for the following standards: <ul style="list-style-type: none"> <li>▪ Maximum single-family home size;</li> <li>▪ Maximum block length</li> </ul> Provided there is still compatibility with surrounding properties and it meets the intent of the zoning

# TECHNICAL REPORT

Council Public Hearing – 04/17/2019

## ZONING AMENDMENT FINDINGS OF FACT

All information submitted at the public hearing will be included in the record of the hearing. Based on the comments and documentation submitted, the Council will consider whether it can make one or more of three required findings (listed below A-C) for enactment of the Land Use Management Ordinance Text Amendment and Zoning Atlas Amendment.

In order to establish and maintain sound, stable, and desirable development within the planning jurisdiction of the Town, it is intended that the Land Use Management Ordinance and Zoning Atlas shall not be amended except:

- A. To correct a manifest error in the chapter; or
- B. Because of changed or changing conditions in a particular area or in the jurisdiction generally;  
or
- C. To achieve the purposes of the Comprehensive Plan.

Following is a staff response to the three required considerations:

- A. To correct a manifest error in the chapter

Staff Comment: We believe the information in the record to date can be summarized as follows:

Argument in Support: To date no arguments in support have been submitted.

Argument in Opposition: To date no arguments in opposition have been submitted.

- B. Because of changed or changing conditions in a particular area or in the jurisdiction generally

Staff Comment: We believe the information in the record to date can be summarized as follows:

Argument in Support: The Town and the community have undertaken multiple planning efforts to consider changing conditions such as the closure of the landfill, along with potential changes noted by community members that would improve the area. These efforts include the Rogers Road Small Area Plan Task Force, the Historic and Vibrant Rogers Road Report, and Rogers Road: Mapping Our Community's Future. The Town has also partnered with Orange County and the Town of Carrboro for construction of sewer infrastructure to serve the area.

Argument in Opposition: To date no arguments in opposition have been submitted.

- C. To achieve the purposes of the Comprehensive Plan

Staff Comment: We believe the information in the record to date can be summarized as follows:

Argument in Support: Relevant goals and objectives in the Chapel Hill 2020 Comprehensive Plan include, but are not limited to:

- A range of housing options for current and future residents (Goal A Place for Everyone.3)
- A welcoming and friendly community that provides all people with access to opportunities (Goal A Place for Everyone.4)
- Foster success of local businesses (Goal Community Prosperity and Engagement.2)
- Promote a safe, vibrant, and connected (physical and person) community (Goal Community Prosperity and Engagement.3)
- A connected community that links neighborhoods, businesses, and schools through the provision of greenways, sidewalks, bike facilities, and public transportation (Goal Getting Around.2)

## TECHNICAL REPORT

Council Public Hearing – 04/17/2019

- A development decision-making process that provides clarity and consistency with the goals of the Chapel Hill 2020 comprehensive plan (Goal Good Places New Spaces.3)
- A range of neighborhood types that addresses residential, commercial, social, and cultural needs and uses while building and evolving Chapel Hill's character for residents, visitors, and students (Goal Good Places New Spaces.5)
- Future land use, form, and density that strengthen the community, social equity, economic prosperity, and natural environment (Goal Good Places New Spaces.8)
- Protect neighborhoods from the impact of development such as stormwater runoff, light and noise pollution, and traffic (Goal Nurturing Our Community.8)

Argument in Opposition: To date no arguments in opposition have been submitted.

Staff will provide an evaluation of the findings of fact at future meetings where this item is presented.

# **HISTORIC ROGERS ROAD NEIGHBORHOOD ZONING DROP-IN SESSIONS SUMMARY**

**Dates: March 14, 2019 & March 16, 2019**

**Location: RENA Community Center**

**Participants: 30+ (3/14) and 18+ (3/16)**



**RENAISSANCE PLANNING**

## Background

These were the fourth and fifth community meetings with the Rogers Road neighborhood to discuss the zoning standards project and business analysis findings. The meeting took place at the Rogers-Eubanks Neighborhood Association (RENA) Community Center. Staff from the Town of Chapel Hill, the Town of Carrboro, the County of Orange, and the consulting team provided posters with draft zoning recommendations and other project information to answer questions and gain feedback on the proposed ordinance. This document provides a summary of activities and key feedback.

Attendees were greeted by a welcome sign that provided an overview of the drop-in session stations they could visit to ask questions and provide feedback:

**HISTORIC ROGERS ROAD ZONING PROJECT**

**DROP IN SESSION**

# WELCOME!

- 1 SIGN IN AND GENERAL PROJECT INFORMATION**  
*Learn more about the Historic Rogers Road Zoning Project and let us know who you are!*
- 2 PROPOSED ZONING MAPS | CHAPEL HILL & CARRBORO**  
*Ask staff questions and give us your feedback*
- 3 RESIDENTIAL**  
*What's changing; what's staying the same. Let us know what you think!*
- 4 MIXED USE ZONING & HOME BASED BUSINESSES**  
*Learn about new ways that employment and small business can be supported and let us know what you think!*
- 5 NEW CONNECTIONS**  
*How do you imagine improved connectivity?*
- 6 SEWER SERVICE**  
*Learn about the opportunity to connect to the new sewer lines!*

TOWN OF CHAPEL HILL

TOWN OF CARRBORO



Station One featured a **project overview**. Participants asked questions about the overall project for both Chapel Hill and Carrboro:

HISTORIC ROGERS ROAD ZONING PROJECT

## PROJECT INFORMATION

1

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### Project Goals





### Project Overview

The Historic Rogers Road Neighborhood Zoning Project results from a joint planning effort between the Towns of Chapel Hill and Carrboro to develop zoning and land use policy recommendations for the Historic Rogers Road Neighborhood. The project reviewed existing plans and facilitated robust community engagement to produce a set of zoning recommendations. All work was guided by the principles and objectives of *Mapping Our Community's Future*, a report authored by the Rogers Eubanks Neighborhood Association (RENA) and Marion Cheek Jackson Center (MCJC) in 2016. This project is one step in translating extensive planning efforts into policies to achieve the community's vision.

### Project Purpose

- Create opportunities for long-term residents to **continue living in the community and to age in place**
- Preserve the **socioeconomic and cultural diversity** of the neighborhood
- Increase **physical connections** within the neighborhood, including for pedestrians and bicyclists
- Respect and protect the **natural character** of the neighborhood
- Ensure new development is consistent with **neighborhood character** and the vision that residents have developed for its future
- Support greater residential **housing choice, affordability, and diversity**
- Increase **economic opportunities** within the neighborhood
- Increase **recreational resources** within the neighborhood
- Ensure new development is adequately served by **infrastructure**, including streets, sidewalks, and utilities.

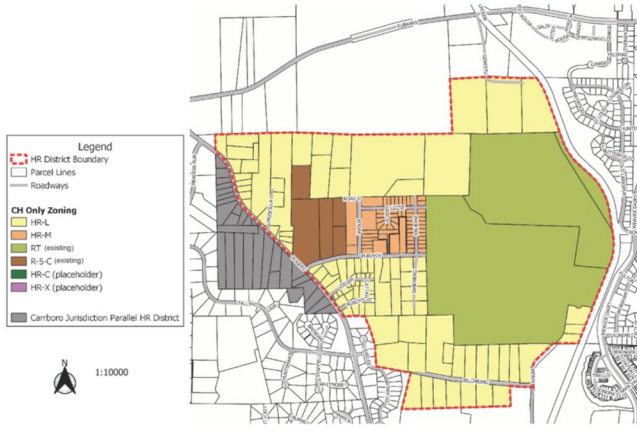
Station Two showed the **proposed zoning maps**. Participants provided feedback on their thoughts about district, overall, the location of “character areas” (ex. lower density residential, medium density residential), and if they thought there should be changes/additions.

HISTORIC ROGERS ROAD ZONING PROJECT


## PROPOSED ZONING MAP | CHAPEL HILL

2

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WHAT DO YOU THINK?



Station Three described Residential Zoning recommendations for the Historic Rogers Road zoning district. Participants provided feedback on what they liked, didn't like, and asked questions about specific standards.

HISTORIC ROGERS ROAD ZONING PROJECT

## RESIDENTIAL | PROPOSED ZONING

3

### Proposed Residential Zoning Districts

**RESIDENTIAL-LOW DENSITY (HR-L)**

Protect and preserve the character of existing residential areas while allowing for compatible new development (ex. more housing options and home occupation opportunities).

**RESIDENTIAL-MEDIUM DENSITY (HR-M)**

Designate areas within the neighborhood for medium-density (no more than five lots per acre) residential development allowing a broader range of housing options and increased home occupation opportunities.

### What's New?

**Housing Types** In addition to Single-family and Accessory dwellings, Duplexes and Triplexes are allowed.

**Lot Size\*** Lots must be at least 14,500 sq. ft. in area, including along Billabong Lane.

**Density (HR-L)** Overall density cannot exceed 3 single-family homes per acre, or 4 homes per acre when duplexes and triplexes are included.

**Density (HR-M)\*\*** New lots near Phoenix Place must be at least 9,000 sq ft. in area with no more than 5 homes per acre.

**Home Size** New homes are generally limited to 2,000 sq. ft., or to 1,500 sq. ft. in Phoenix Place. Duplexes/triplexes are limited to 1,200 sq. ft. per unit.

**Setbacks** New homes must be set back at least 10 feet from the street, and no more than 28 feet from the street, to encourage a more closely-knit neighborhood. Homes along Rogers Road must be set back at least 50 ft. and have no maximum setback\*\*\*.

### WHAT DO YOU THINK?

**Location of Proposed Residential Zoning Districts**

\* New Districts are not applied to smaller lots, but overall density cannot exceed 3 single-family homes per acre, or 4 homes per acre when duplexes and triplexes are included.

\*\* New lots near Phoenix Place must be at least 9,000 sq ft. in area with no more than 5 homes per acre.

\*\*\* Lots that existed on the effective date of the district, that are smaller than 17,424 square feet (0.4 acres), are exempt from this standard.

Station Four described Mixed Use Zoning and Home Occupation recommendations for the Historic Rogers Road zoning district. Participants provided feedback on what they liked, didn't like, and asked questions about specific standards.

HISTORIC ROGERS ROAD ZONING PROJECT

## MIXED USE & HOME OCCUPATIONS

4

### Proposed New Zoning Districts

**HR-MU MIXED-USE (CARRBORO)**

Provides for a broader range of housing and employment options by concentrating new development into nodes which will balance providing areas for desired new uses while protecting the overall neighborhood character.

**HOUSING AND EMPLOYMENT MIXED-USE (HR-X) CHAPEL HILL\***

Provide areas within the neighborhood for a broader range of housing and employment options. These areas are intended to concentrate new development into nodes which will balance providing areas for desired new uses while protecting the overall neighborhood character.

### HOME-BASED BUSINESSES

**Allowed for all Residential & Mixed Use Zoning**

**HOME OCCUPATION, MAJOR**

- Permit required
- No more than 50% of the heated square footage of the home used for business purposes.

Meet one or more of the following criteria:

- Employ more than one non-resident;
- Utilize outdoor storage of materials, supplies, products, or machinery;
- Generate noise, vibration, dust, odor, light, or glare that is visible from neighboring properties or the public right-of-way;
- May have one non-illuminated wall mounted sign (up to 8')

**Examples** lawn care or landscaping services, woodworking shops, small engine repair, appliance repair, metalworking, and any home business with more than one non-resident employee.

**HOME OCCUPATION, MINOR**

- May not employ more than one full-time equivalent employee (non-family member)
- No more than 35% (not to exceed than 750 sq. ft.) of the floor area of the dwelling unit and any accessory buildings.
- On-premises sale and delivery of goods which are products or services of home occupation is permitted
- No external evidence of the home occupation
- No equipment or process that causes noise, vibration, odor, glare, or electrical or communication interference detectable to the normal person's senses off the lot.
- May have one non-illuminated wall mounted sign (up to 4')

**Examples** hair salons, accounting or legal services, teaching or tutoring, consulting, and therapy.

**HOME OCCUPATIONS: NOT ALLOWED**

- Hauling
- Body shop
- On-premises sale and delivery of goods which are not produced on the premises
- Major home occupations not allowed on lots smaller than 1 acre.
- Major home occupations cannot have more than six non-resident employees
- Major home occupations may not generate noise, vibration, dust, odor, light, or glare between the hours of 6 PM and 8 AM

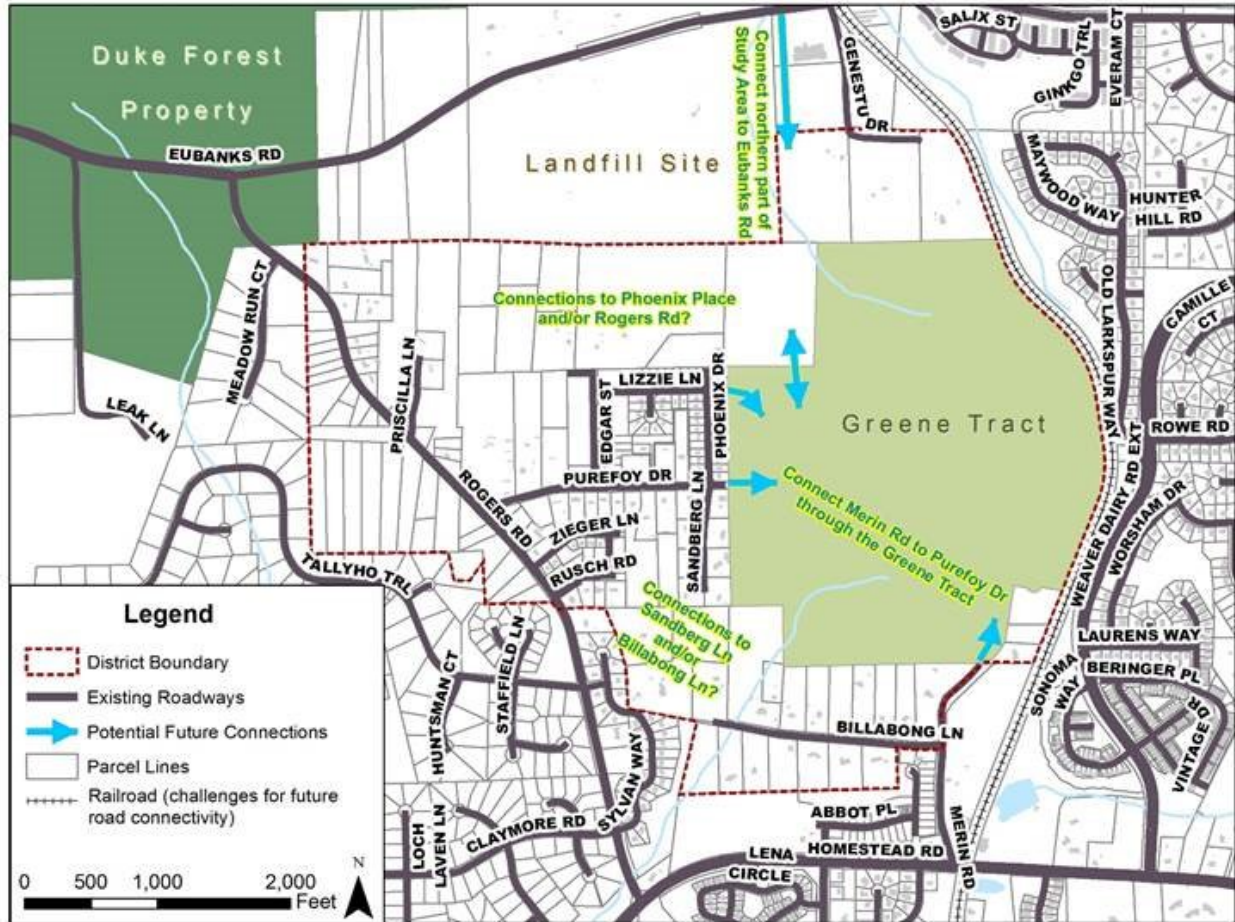
### WHAT DO YOU THINK?

**ALLOWED USES**

- Live-work units
- Flex offices
- Low-intensity neighborhood-serving establishments (healthcare, assisted living, elder care, child care, and recreation facilities)

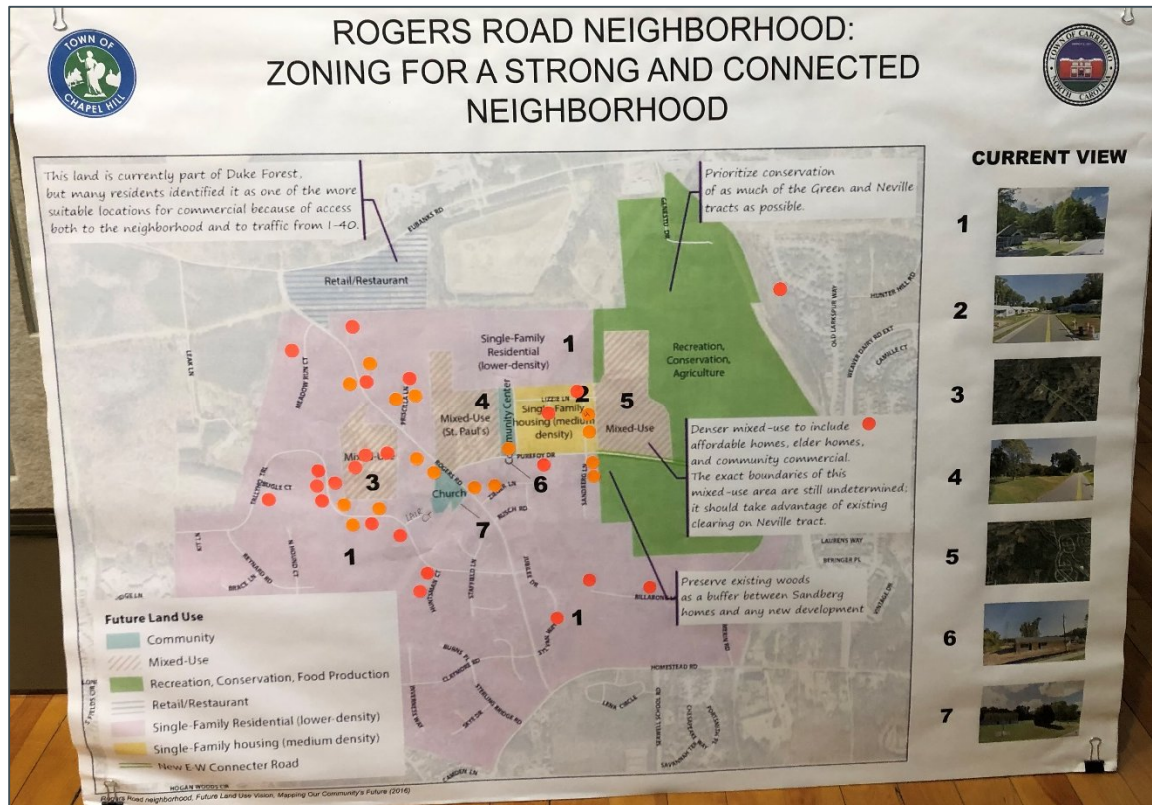
\* There are no areas currently designated as HR-X in the Chapel Hill jurisdiction.

Participants were also asked to provide feedback on a conceptual map for new roadway connections:





Participants were asked to place an orange sticker on/near the location of their home:



# Pictures





## Feedback

- Keep trees/ rural character
- Like most housing options; on the fence about triplexes
- Stormwater/ impervious surface concerns (adjoining neighborhoods)
- Traffic impact concerns (along Rogers Road)
- Mixed use:
  - Like the concept
  - Like the idea of live-work
  - Want to make sure housing is allowed/integrated
  - No retail
- Home businesses:
  - Some concern about the potential impacts of “major” home occupations vs. “minor” home occupations
  - Very important to include in residential zones
- “I like the idea of home businesses or small businesses being elder care, child care, health care or recreation. Not machinery, garages, metal or wood work, or anything loud. Total respect for those people, but they need to be away from other houses.”
- Protect historic resources on Greene Tract
- “Don’t shoot yourself in the foot with road plans.”
- “Connectivity is more than roads, roads can divide.”
- “Merin Road already backs up, can’t have left turn lane.”
- “More HFH [Habitat for Humanity] housing adjoining Phoenix Place in Greene Tract would be great.”

## RESOLUTION OF CONSISTENCY

A RESOLUTION FINDING THAT THE PROPOSED AMENDMENTS TO SECTIONS 3.5, 6.24, 6.25, 6.26, APPENDIX A AND TABLES 3.7-1 AND 3.8-1 OF THE CHAPEL HILL LAND USE MANAGEMENT ORDINANCE TO ESTABLISH NEW ZONING DISTRICTS FOR THE HISTORIC ROGERS ROAD NEIGHBORHOOD ARE CONSISTENT WITH THE COMPREHENSIVE PLAN (2019-##-##/R-#)

WHEREAS, the Council of the Town of Chapel Hill has considered the Town-initiated proposal to amend the Land Use Management Ordinance to respond to the interests outlined in Rogers Road: Mapping Our Community's Future; and

WHEREAS, upon consideration the Council finds that the amendments, if enacted, are reasonable and in the public's interest and are warranted to achieve the purposes of the Comprehensive Plan, as explained by, but not limited to, the following goals of the Comprehensive Plan:

- A range of housing options for current and future residents (Goal A Place for Everyone.3)
- A welcoming and friendly community that provides all people with access to opportunities (Goal A Place for Everyone.4)
- Foster success of local businesses (Goal Community Prosperity and Engagement.2)
- Promote a safe, vibrant, and connected (physical and person) community (Goal Community Prosperity and Engagement.3)
- A connected community that links neighborhoods, businesses, and schools through the provision of greenways, sidewalks, bike facilities, and public transportation (Goal Getting Around.2)
- A development decision-making process that provides clarity and consistency with the goals of the Chapel Hill 2020 comprehensive plan (Goal Good Places New Spaces.3)
- A range of neighborhood types that addresses residential, commercial, social, and cultural needs and uses while building and evolving Chapel Hill's character for residents, visitors, and students (Goal Good Places New Spaces.5)
- Future land use, form, and density that strengthen the community, social equity, economic prosperity, and natural environment (Goal Good Places New Spaces.8)
- Protect neighborhoods from the impact of development such as stormwater runoff, light and noise pollution, and traffic (Goal Nurturing Our Community.8)

NOW, THEREFORE, BE IT RESOLVED by the Council of the Town of Chapel Hill that the Council hereby finds the proposed zoning text amendments to be reasonable and consistent with the Town Comprehensive Plan.

This the X day of XX, 2019.

**ORDINANCE A**

(Enacting the Land Use Management Ordinance Text Amendment)

**AN ORDINANCE AMENDING SECTIONS 3.5, 6.24, 6.25, 6.26, APPENDIX A AND TABLES 3.7-1 AND 3.8-1 OF THE CHAPEL HILL LAND USE MANAGEMENT ORDINANCE TO ESTABLISH NEW ZONING DISTRICTS FOR THE HISTORIC ROGERS ROAD NEIGHBORHOOD (2019-##-##/O-#)**

WHEREAS, residents of the Historic Rogers Road Area in Northwest Chapel Hill and Northern Carrboro partnered with the Marian Cheek Jackson Center to author a report entitled Rogers Road: Mapping Our Community's Future, completed in May 2016; and

WHEREAS, the Town Council subsequently requested that Town staff develop new zoning standards for the Rogers Road area, based on the recommendations of the report along with additional community input; and

WHEREAS, the Council of the Town of Chapel Hill has considered the Town-initiated proposal to amend the Land Use Management Ordinance to respond to the interests outlined in Rogers Road: Mapping Our Community's Future; and

WHEREAS, the Council finds that the establishment of new zoning districts in the Historic Rogers Road Neighborhood is appropriate and especially significant to the preservation of the historic nature and characteristics of the neighborhood, and will encourage uses that will complement these characteristics; and

WHEREAS, upon consideration the Council finds that the ordinance is reasonable and in the public's interest and is warranted to achieve the purposes of the Comprehensive Plan, as explained by, but not limited to, the following goals of the Comprehensive Plan:

- A range of housing options for current and future residents (Goal A Place for Everyone.3)
- A welcoming and friendly community that provides all people with access to opportunities (Goal A Place for Everyone.4)
- Foster success of local businesses (Goal Community Prosperity and Engagement.2)
- Promote a safe, vibrant, and connected (physical and person) community (Goal Community Prosperity and Engagement.3)
- A connected community that links neighborhoods, businesses, and schools through the provision of greenways, sidewalks, bike facilities, and public transportation (Goal Getting Around.2)
- A development decision-making process that provides clarity and consistency with the goals of the Chapel Hill 2020 comprehensive plan (Goal Good Places New Spaces.3)
- A range of neighborhood types that addresses residential, commercial, social, and cultural needs and uses while building and evolving Chapel Hill's character for residents, visitors, and students (Goal Good Places New Spaces.5)
- Future land use, form, and density that strengthen the community, social equity, economic prosperity, and natural environment (Goal Good Places New Spaces.8)
- Protect neighborhoods from the impact of development such as stormwater runoff, light and noise pollution, and traffic (Goal Nurturing Our Community.8)

NOW, THEREFORE, BE IT ORDAINED by the Council of the Town of Chapel Hill that the Land Use Management Ordinance, Appendix A of the Town Code, is amended as follows:

**SECTION 1:**

**Sec 3.5. Special Districts** is hereby revised to insert a new subsection 3.5.7 as follows:

**3.5.7 Historic Rogers Road Neighborhood District****a) Purpose and Intent**

**The purpose of the Historic Rogers Road Neighborhood (HR) District is to implement the relevant goals and recommendations of the Mapping Our Community's Future community planning effort, completed in May 2016. The intent of Mapping Our Community's Future and the HR District is to:**

- 1) Create opportunities for long-term residents to continue living in the community and to age in place;**
- 2) Preserve the socioeconomic and cultural diversity of the neighborhood;**
- 3) Increase physical connections within the neighborhood, including for pedestrians and bicyclists;**
- 4) Respect and protect the natural character of the neighborhood;**
- 5) Ensure that new development is consistent with neighborhood character and the vision that residents have developed for its future;**
- 6) Provide greater residential housing choice, affordability, and diversity;**
- 7) Increase economic opportunities within the neighborhood;**
- 8) Increase recreational resources within the neighborhood; and**
- 9) Ensure that new development is adequately served by infrastructure, including streets, sidewalks, and utilities.**

**b) Applicability**

**Except where exempted in Section 3.5.7(c), Exemptions, the standards in this section apply to all land and development located within the HR district and subdistrict boundaries as identified and located on the Chapel Hill Zoning Atlas.**

**c) Exemptions**

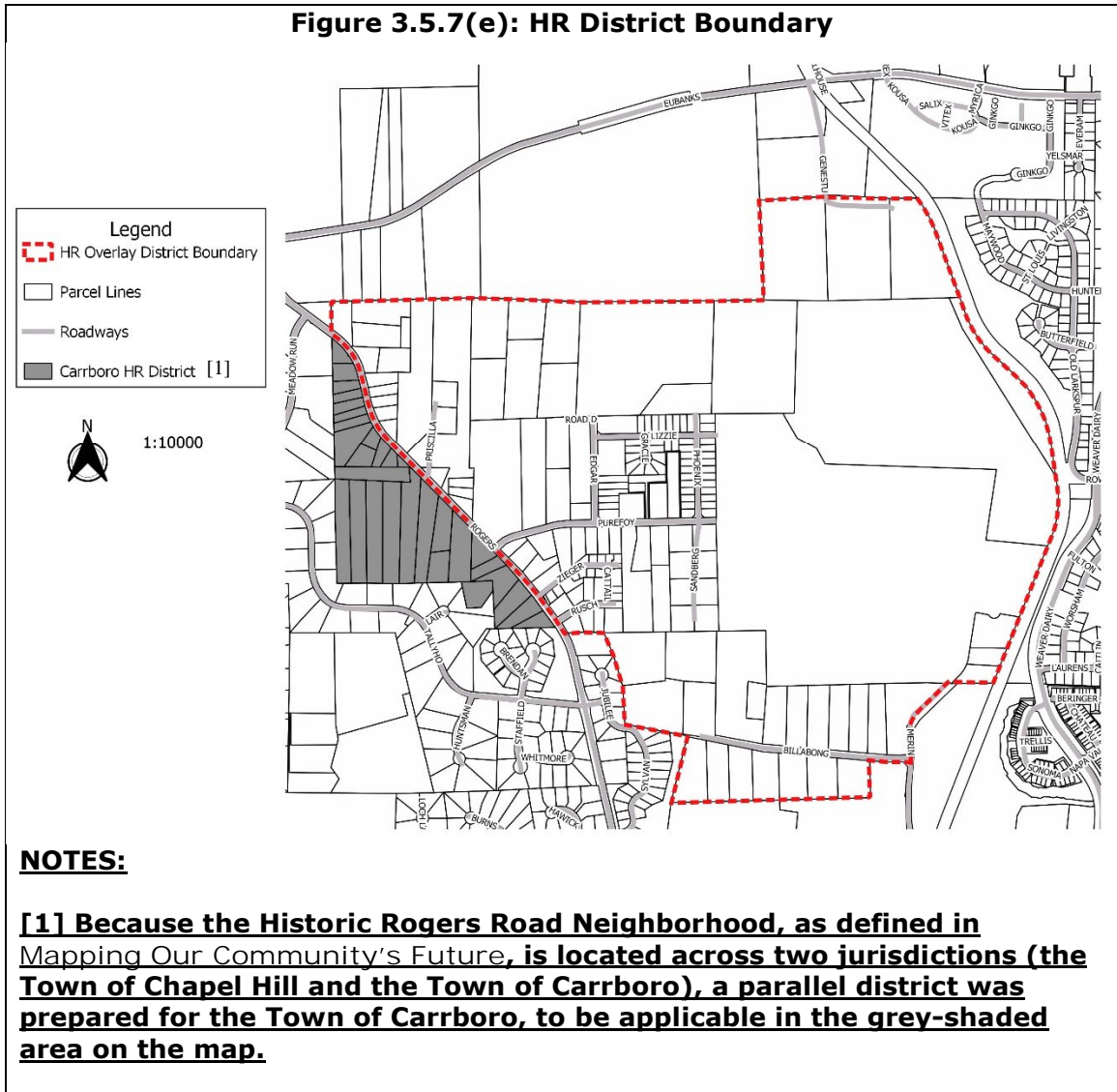
**Minor additions to lawfully-established buildings that existed on [insert the effective date of the district] are exempt from the standards in this section. For the purposes of this section, "minor additions" are defined as increases in the amount of floor area on a lot of up to 25 percent beyond what existed on [insert the effective date of the district] or up to up to a maximum total size of 2,000 square feet of heated floor area, whichever is greater.**

**d) Effective Date**

**The effective date of these standards is [insert the effective date of the district].**

e) **District Boundary**

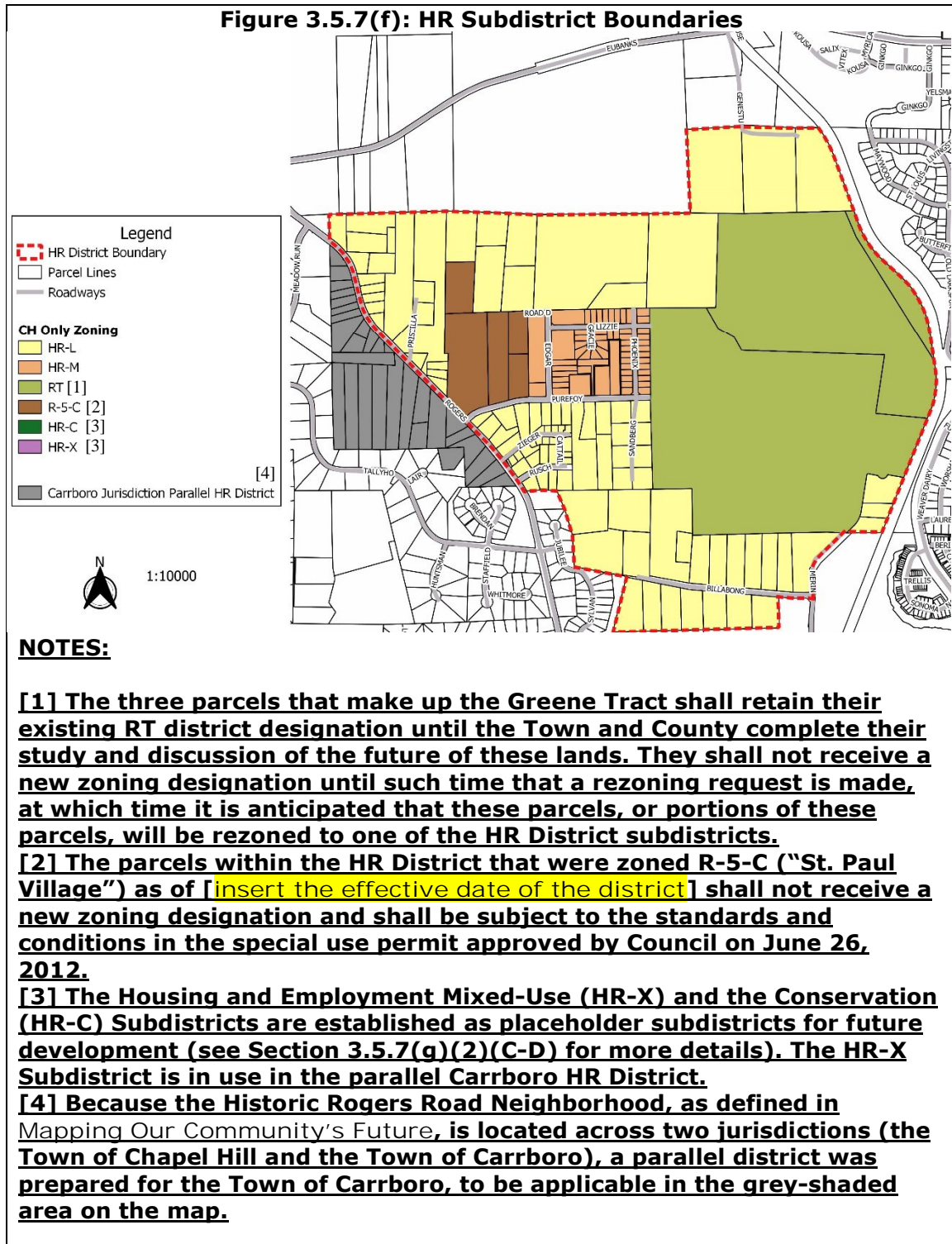
**The boundary for the HR District is depicted in Figure 3.5.7(e), below:**





f) **Subdistricts Established**

- 1) **The HR District is comprised of subdistricts, or character areas. The boundaries of the subdistricts are depicted in Figure 3.5.7(f), below:**



2) **The purpose and intent of each subdistrict is as follows:**

**A. Residential-Low Density (HR-L) Subdistrict Purpose and Intent**

**The Residential-Low Density (HR-L) Subdistrict is established with the intent to protect and preserve the character of existing lower-density areas (minimum lot size 14,500 square feet, or no more than three lots per acre) within the neighborhood while providing for compatible new development, including new housing choice options, and increased home occupation opportunities for residents.**

**B. Residential-Medium Density (HR-M) Subdistrict Purpose and Intent**

**The Residential-Medium Density (HR-M) Subdistrict is established with the intent of designating areas within the neighborhood for medium-density (minimum lot size 9,000 square feet, or no more than five lots per acre) residential development that offers a broader range of housing options and increased home occupation opportunities for residents.**

**C. Housing and Employment Mixed-Use (HR-X) Subdistrict Purpose and Intent**

**The Housing and Employment Mixed-Use (HR-X) Subdistrict is established with the intent of providing areas within the neighborhood with a broader range of housing and employment options. These areas are intended to concentrate new development into nodes which will balance providing areas for desired new uses while protecting the overall neighborhood character. Uses appropriate in the HR-X Subdistrict include live-work units, flex offices, and low-intensity neighborhood-serving establishments such as healthcare, assisted living, elder care, child care, and recreation facilities.**

NOTE: As of [insert the effective date of the district], no lands bear the HR-X designation. This subdistrict is established as a placeholder for future use within the district, subject to a rezoning.

**D. Conservation (HR-C) Subdistrict Purpose and Intent**

**The Conservation (HR-C) Subdistrict is established with the intent of preserving and protecting environmentally sensitive areas as well as lands under joint management by the Town of Chapel Hill and Orange County.**

NOTE: As of [insert the effective date of the district], no lands bear the HR-C designation. This subdistrict is established as a placeholder for future use within the district, subject to a rezoning.

**g) Modification of District Standards**

- 1) **Minor modifications or deviations of up to 10 percent may be approved by the Planning Director through an administrative adjustment for the following numerical requirements:**
  - A. **Maximum single-family home size;**
  - B. **Maximum block length**
- 2) **In order to be granted a modification, the applicant requesting the modification must demonstrate all of the following:**
  - A. **The modification is consistent with the character of development on surrounding land and results in development that is compatible with surrounding land uses;**
  - B. **The modification results in development that is consistent with both the purpose and intent statement of the HR District, as stated in Section 3.5.7(a), and the purpose and intent statement of the subdistrict in which the development is located, as stated in Section 3.5.7(g)(2);**
  - C. **The modification compensates for some unusual aspect of the site or the proposed development that is not shared by landowners in general;**
  - D. **The modification will not pose a danger to the public health or safety; and**
  - E. **Any adverse impacts resulting from the modification will be fully mitigated.**
- 3) **No modification granted under this section shall result in a change in use.**

**h) Development Standards**

**This section sets out the special standards for new development or redevelopment in the HR District. Development standards not listed in this section shall comply with the standards in Article 5.**

- 1) **Buffering**
  - A. **Purpose and Intent**  
**The standards in this section are intended to protect the residential character of existing neighborhoods surrounding new mixed-use development in the HR District.**
  - B. **Applicability**  
**The standards in this section shall apply to lands in the Housing and Employment Mixed-Use (HR-X) Subdistrict.**
  - C. **Buffering Standards**
    1. **Development in the HR-X Subdistrict shall maintain an undisturbed perimeter buffer of no less than 30 feet in which no development shall occur.**

2. **Development in the HR-X Subdistrict shall be screened with existing vegetation and/or new plantings to meet the requirements of a Type D buffer as described in the Town of Chapel Hill Public Works Engineering Design Manual. The intent of this buffer type is to create a fully opaque screen separating development in the HR-X subdistrict from surrounding residential uses.**
3. **Buffering requirements between other land uses and/or zoning designations shall comply with Section 5.6.**

## 2) **Exterior Lighting**

### A. **Purpose and Intent**

**The standards in this section are intended to protect the primarily residential nature of the neighborhood, limit impacts on surrounding properties, and limit environmental impacts of nighttime lighting with a dark skies approach.**

### B. **Applicability**

**The standards in this section shall apply to:**

1. **Development in the Housing and Employment Mixed-Use (HR-X) Subdistrict; and**
2. **Non-residential development in the HR-L and HR-M Subdistricts.**

### C. **Lighting Standards**

#### 1. **Shielding**

**Exterior lighting fixtures shall be shielded in such a way that directs light downward.**

#### 2. **Not Visible from Lot Line or Streets**

**Exterior lighting fixtures shall be configured such that the bulb or source of illumination is not visible from grade level of adjacent lots or street rights-of-way.**

## 3) **Signage**

### A. **Purpose and Intent**

**The signage standards in this section are intended to increase home-based employment opportunities for residents of the Historic Rogers Road Neighborhood by allowing limited signage for Major Home Occupation and Minor Home Occupation uses.**

### B. **Applicability**

1. **The standards in this section shall apply to Major Home Occupation and Minor Home Occupation uses within the HR District.**

2. **All other developments and uses located in the HR District shall comply with the signage standards in Section 5.14.**

**C. Signage Standards**

1. **A lot that houses a legally-established Major Home Occupation as an accessory use may have up to one wall-mounted sign with a maximum area of eight square feet.**
2. **A lot that houses a legally-established Minor Home Occupation as an accessory use may have up to one wall-mounted sign with a maximum area of four square feet.**
3. **Signs shall be non-illuminated.**
4. **Such signs shall comply with the standards of Section 5.14.3, Signs in the Public Right-of-Way, 5.14.5, Prohibited Signs, and 5.14.6, General Standards**

**4) Maximum Residential Building Size**

**A. Purpose and Intent**

**The intent of the limitations on residential building size in this section is to protect the character of the Historic Rogers Road Neighborhood through compatible residential design.**

**B. Applicability**

**The standards in this section shall apply to new single-family, duplex, and triplex residential uses in any subdistrict of the HR District established after [insert the effective date of the district].**

**C. Measurement**

1. **The standards listed below apply to heated square feet of a residential structure only.**
2. **Portions of a residential structure used for a home occupation shall count toward the maximum square footage.**
3. **For duplex and triplex dwellings, the maximum size is applied to each unit. For example, a duplex can be up to 2,400 square feet in size (up to 1,200 square feet per dwelling unit).**

**D. Standards**

**Table 3.5.7(h)(4) shows the standards for maximum residential building size in the HR District.**



<b>Table 3.5.7(h)(4): Maximum Residential Building Size</b>	
<b><u>Residential Use Type</u></b>	<b><u>Maximum Size</u> <u>(heated square feet per dwelling unit)</u></b>
<b><u>Single-family</u></b>	
<b><u>HR-L Subdistrict</u></b>	<b><u>2,000</u></b>
<b><u>HR-M Subdistrict</u></b>	<b><u>1,500</u></b>
<b><u>HR-X Subdistrict</u></b>	<b><u>1,500</u></b>
<b><u>Duplex</u></b>	<b><u>1,200</u></b>
<b><u>Triplex</u></b>	<b><u>1,200</u></b>

5) **Streets**

A. **Purpose and Intent**

**The intent of the street standards in this section is to ensure that future development in the Historic Rogers Road Neighborhood is served by adequate streets that:**

1. **Mitigate new traffic generated by development;**
2. **Increase connections within the neighborhood and between the neighborhood and surrounding areas in accordance with the goals and recommendations in Mapping Our Community's Future; and**
3. **Prioritize the safety of pedestrians, bicyclists, and drivers.**

B. **Applicability**

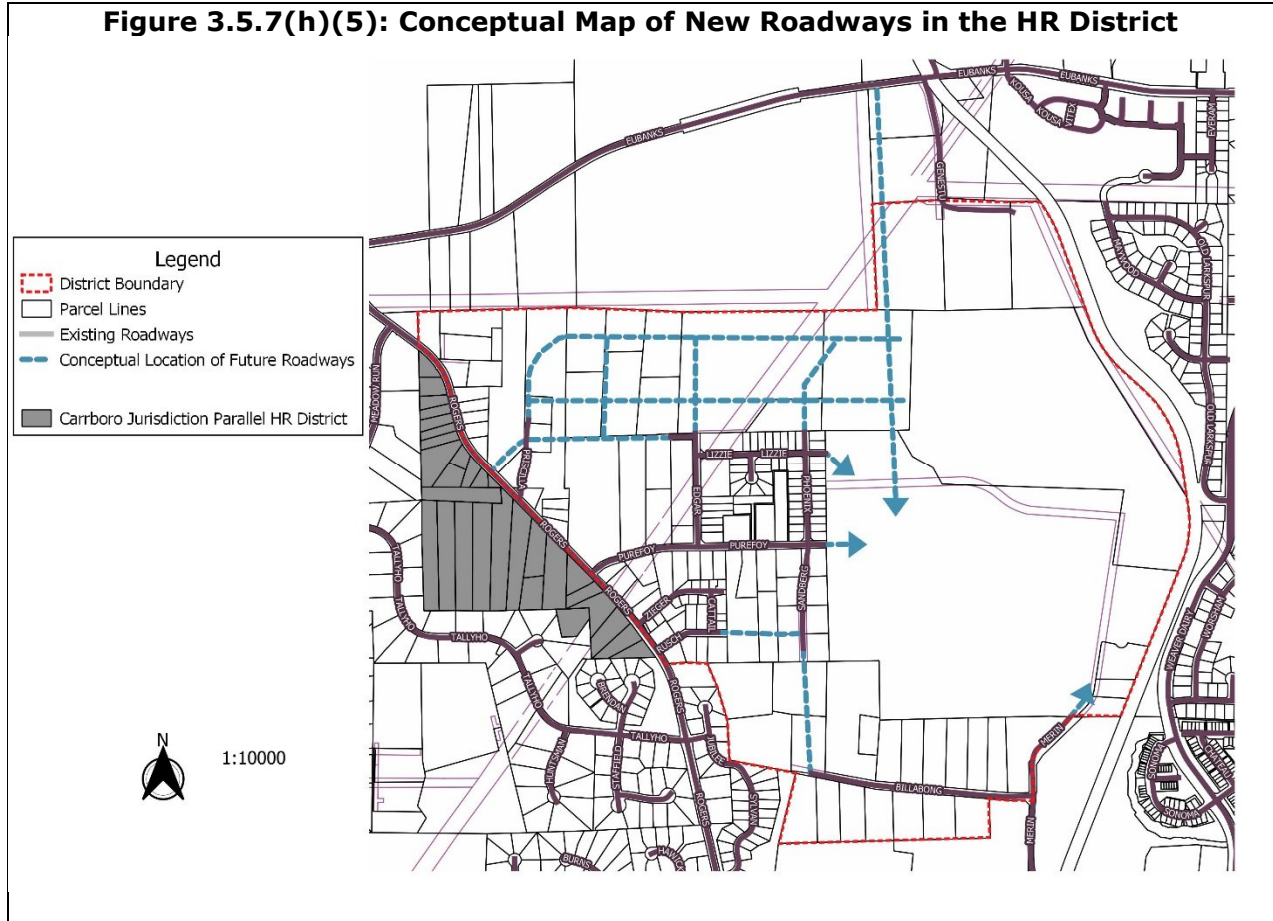
1. **The standards in this section shall apply to:**
  - a. **Development in the Housing and Employment Mixed-Use (HR-X) Subdistrict; and**
  - b. **New residential subdivisions in the HR-L and HR-M Subdistricts.**
2. **Minor subdivisions as defined in Section 4.6.3 shall, at the minimum, include in their applications:**
  - a. **A description of how the subdivision and future development will accommodate the future conceptual roadway layout in the site planning process; and**
  - b. **Dedication of right-of-way for the conceptual roadway layout.**

C. **Standards**

**In addition to compliance with the standards in the Town of Chapel Hill Public Works Engineering Design Manual and Chapter 17, Streets and Sidewalks, of the Town Code of Ordinances, the following standards shall apply to development in the HR District.**

1. **Street Network**

- a. **To the maximum extent practicable, new streets shall follow the Conceptual Map of New Roadways in the HR District, in Figure 3.5.7(h)(5), below. New street locations are denoted by blue dashed lines.**



- b. **Where alignment with the general roadway configuration shown in Figure 3.5.7(h)(4) is not possible, applicants shall work with the Planning Director and applicable staff members to propose a street network that meets the goals and standards of this section.**

2. **Maximum Block Length**

**The maximum block length, as measured from right-of-way line to right-of-way line of two parallel streets forming the sides of a block, or right-of-way line to property line, shall be 850 linear feet. Nothing shall prevent block lengths of less than 850 linear feet.**

### 3. Preferred Street Configuration

- a. To the maximum extent practicable, new streets shall be configured in accordance with the following guidelines:
  - i. New roadways shall extend and connect existing roadways into a coherent street network;
  - ii. New roadways shall intersect at right (90 degree) angles;
  - iii. New roadways shall be configured in straight-sided blocks, rather than curvilinear;
  - iv. New roadway networks shall avoid the use of permanent dead-end streets (including cul-de-sac streets); and
  - v. New roadways shall follow lot lines so as to serve lots on both sides of the roadway.
- b. Nothing in this section shall prevent the installation of dead-end streets expected to be extended in the future for the purpose of connection to future development.
- c. In cases where adherence to these guidelines is made impracticable by environmental constraints, existing infrastructure, existing structures, lot lines, or easements, applicants shall work with the Planning Director and applicable staff members to propose a street network that meets the goals and standards of this section.

### 6) Stormwater

In addition to the standards and requirements of Section 5.4, Stormwater Management, stormwater facilities in the HR District shall, to the maximum extent practicable:

- A. Incorporate into their design public amenities such as pervious walking paths, open space, low-impact design features, and landscaping;
- B. Utilize Low Impact Development (LID) methods for stormwater management in accordance with the NC Department of Environmental Quality; and
- C. Avoid features such as chain-link fences, un-landscaped or gravel-only stormwater catchment areas, and visible stormwater pipes.

**SECTION 2**

**Section 3.7. Use Regulations, Table 3.7-1, Use Matrix** is hereby revised as follows to insert new columns for the HR Subdistricts, and new rows for additional uses. Note that these additional uses will be listed as 'Not Permitted' for all other Zoning Districts in the Use Matrix:

<b>Table 3.7-1: Use Matrix</b>					
Uses	Use Group	<b>Historic Rogers Road Neighborhood District</b>			
		<b>HR-L</b>	<b>HR-M</b>	<b>HR-X</b>	<b>HR-C</b>
[Residential Uses]					
Dwelling Units, Single Family	A	<b>P</b>	<b>P</b>	<b>P</b>	<b>=</b>
Dwelling units, single-family with accessory apartment	A	<b>A</b>	<b>A</b>	<b>A</b>	<b>=</b>
Dwelling units, duplex (See also Article 6)	A	<b>P</b>	<b>P</b>	<b>P</b>	<b>=</b>
<b>Dwelling units, triplex (See also Article 6)</b>	<b>A</b>	<b>P</b>	<b>P</b>	<b>P</b>	<b>=</b>
Dwelling units, multifamily, 3 to 7 dwelling units	A	<b>=</b>	<b>=</b>	<b>P</b>	<b>=</b>
<b>Dwelling units, Live-Work (See also Article 6)</b>	<b>B</b>	<b>=</b>	<b>=</b>	<b>P</b>	<b>=</b>
<b>Dwelling Unit, Upper Story</b>	<b>A</b>	<b>=</b>	<b>=</b>	<b>P</b>	<b>=</b>
Manufactured home, Class A	A	<b>P</b>	<b>P</b>	<b>=</b>	<b>=</b>
[Institutional Uses]					
Adult day care facility (See also Article 6)	B	<b>P, A</b>	<b>P, A</b>	<b>P, A</b>	<b>=</b>
Child day care facility (See also Article 6)	B	<b>P, A</b>	<b>P, A</b>	<b>P, A</b>	<b>=</b>
Clinic	B	<b>=</b>	<b>=</b>	<b>P</b>	<b>=</b>
Group care facility (See also Article 6)	B	<b>S</b>	<b>S</b>	<b>S</b>	<b>=</b>
Independent Senior Living Facility (See also Article 6)	B	<b>=</b>	<b>=</b>	<b>P</b>	<b>=</b>
Place of assembly, up to 2,000 seating capacity	C	<b>=</b>	<b>=</b>	<b>P</b>	<b>=</b>
Place of worship (See Article 6)	B	<b>P</b>	<b>P</b>	<b>P</b>	<b>=</b>
Public cultural facility	B	<b>P</b>	<b>P</b>	<b>P</b>	<b>P</b>
Public service facility (See also Article 6)	C	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
Public use facility	B	<b>P</b>	<b>P</b>	<b>P</b>	<b>P</b>
Recreation facility: Non-profit	C	<b>P</b>	<b>P</b>	<b>P</b>	<b>P</b>
School, elementary or secondary	B	<b>P</b>	<b>P</b>	<b>P</b>	<b>=</b>
[Employment-Supporting Uses]					
<b>Dwelling units, Live-Work (See also Article 6)</b>	<b>B</b>	<b>=</b>	<b>=</b>	<b>P</b>	<b>=</b>
<b>Home occupation, Major (See also Article 6)</b>	<b>A</b>	<b>A</b>	<b>A</b>	<b>A</b>	<b>=</b>
Home occupation	A	<b>A</b>	<b>A</b>	<b>A</b>	<b>=</b>
Business, office-type	B	<b>=</b>	<b>=</b>	<b>P</b>	<b>=</b>
<b>Flex office</b>	<b>C</b>	<b>=</b>	<b>=</b>	<b>P</b>	<b>=</b>





Footnotes:

- (1) The notation "N/A" indicates that the requirements does not apply within the particular zoning district.
- (2) Existing lots of record as of December 7, 1992, which are subsequently rezoned to R-LD5 can be subdivided to create up to three (3) lots of not less than two (2) acres gross land area in size each; provided, however the remaining land shall be developed with a minimum lot size of at least five (5) acres gross land area for each lot, and provided that no lot created under this exemption shall have a new direct access onto an arterial street.

**(3) Because these subdistricts allow accessory dwelling units, duplexes, and triplexes, the maximum density (dwelling units per acre) in this table is greater than the maximum number of lots per acre. The minimum and maximum setbacks, maximum height, maximum impervious surface ratio, and maximum floor area ratio determine the potential building size and work to keep the building and lot size compatible with the surrounding neighborhood regardless of the number of dwelling units contained within the building.**

**(4) Lots that front on (take their address and ingress/egress from) Rogers Road shall have a minimum street setback of 50 feet. The intent of this standard is to preserve the rural character of the historic Rogers Road corridor. Lots that existed on [insert the effective date of the district] and are smaller than 17,424 square feet (.4 acres) are exempt from this standard.**

**(5) Lots that front on Rogers Road shall have no maximum street setback. The intent of this standard is to preserve the rural character of the historic Rogers Road corridor.**

#### **SECTION 4**

**Article 6, Special Regulations for Particular Uses** is hereby revised to insert new subsections 6.24, 6.25, and 6.26 as follows:

##### **6.24. Home Occupation, Major**

**A Major Home Occupation shall adhere to the following standards:**

1. **Permit Required**  
**A Zoning Compliance Permit shall be required in order to operate a major home occupation.**
2. **Business as Accessory Use**
  - a. **The business shall be clearly incidental and subordinate to the residential use of the property.**
  - b. **No more than 50% of the heated square footage of the home shall be used for business purposes. This calculation does not**

**include accessory structures in the total square footage calculation for the home.**

**3. Prohibitions**

- a. **The following business types shall not be allowed as major home occupations:**
  - i. **Hauling**
  - ii. **Body shop**
  - iii. **Industrial metalworking**
- b. **The on-premises sale and delivery of goods which are not produced on the premises is prohibited, except in the case of the delivery and sale of goods incidental to the provision of a service.**

**4. Mitigation of Impacts**

**In order to minimize impacts in the form of noise, vibration, dust, odor, light, or glare on neighboring properties, a Major Home Occupation shall adhere to the following standards:**

- a. **General Operations**  
**Major home occupations shall:**
  - 1. **Be located on a lot with minimum lot size of 1 acre;**
  - 2. **Have no more than six non-resident employees;**
- b. **Location of Business Activities**  
**Major home occupations shall:**
  - 1. **Locate all business activities a minimum of 40 feet from all lot lines;**
  - 2. **Locate noise, dust, vibration, odor, light, and glare-producing activities a minimum of 60 feet from all lot lines;**
  - 3. **Locate noise-producing activities such that the maximum root mean square steady state sound level measured at any point on the boundary plane of all lot lines does not exceed 65 dBA.**
- c. **Screening and Buffering**  
**Major home occupations shall screen any outdoor storage of materials, supplies, products, or machinery (excluding functional vehicles associated with the business) using a Type "C" buffer as described in the Town of Chapel Hill Public Works Engineering Design Manual or a fully opaque fence or wall of a minimum height of 6 feet;**
- d. **Vehicles and Traffic Generation**  
**Major home occupations shall:**
  - 1. **Have no more than three business-associated vehicles parked on-site;**
  - 2. **Be limited to vehicles allowed under a Class C license;**
  - 3. **Provide off-street parking for vehicles associated with the business, including employee and visitor vehicles; and**
  - 4. **Produce a maximum of 50 trips per day to or from the business.**

e. **Hours of Operation**

**Major home occupations shall cease any activity that results in noise, vibration, dust, odor, light, or glare between the hours of 6 PM and 8 AM.**

f. **Events**

**Events conducted in connection with the home occupation and exceed the number of permitted daily trips, vehicles, or traffic generation are limited to one per year.**

**6.25. Live-Work Dwelling Unit**

1. **The work space of a live-work dwelling unit shall meet the standards of the commercial building code, while the dwelling portion shall meet residential standards. Applicants interested in establishing live-work dwelling units are advised to consult with town inspections staff on properly combining the two sets of standards.**
2. **Live-work dwelling units may be constructed as standalone buildings, or as a series of attached units.**
3. **The separation between living and working space, as well as the separation between units in a multi-unit structure, shall meet Fire Code requirements.**
4. **A live-work dwelling is distinguished from a home occupation by the fact that a live-work building is designed, inspected, and intended from the application phase to host two different uses, residential and employment, and is not expected to revert to a purely residential use. In a live-work dwelling unit, the residential and employment uses are equally considered principal uses of the space. A home occupation, by contrast, is often established after a residential structure is proposed, permitted, and built, and may at any time revert to a purely residential use. In the case of a home occupation, the business use is clearly incidental to, or accessory to, the residential use.**

**6.26 Triplex Dwelling Unit**

**The separation between units of a triplex dwelling shall meet Fire Code requirements.**

**SECTION 5**

**Appendix A – Definitions** is hereby revised to insert the following new definitions in the appropriate alphabetical order:

**Flex Office: A building providing use flexibility for office and light industrial uses, such as printing, design, light assembly of products, artist space, or storage/warehousing. A flex office could also host a coworking center, where many individual small business owners or freelancers work alongside one another in common space, or a business incubator, where individuals working to launch new businesses can rent affordable space in which to perform office work and access shared resources such as printers, scanners, and other**

**tools and services such as financial counseling and management training.**

**Home Occupation, Major: A Major Home Occupation is an accessory business use of a residentially-zoned property.**

**Major Home Occupations (as distinguished from Home Occupations) are those that meet one or more of the following criteria:**

1. **Employ more than one non-resident;**
2. **Utilize outdoor storage of materials, supplies, products, or machinery; or**
3. **Generate noise, vibration, dust, odor, light, or glare that is visible from neighboring properties or the public right-of-way.**

**Examples of Major Home Occupations include: lawncare or landscaping services, woodworking shops, small engine repair, appliance repair, metalworking, and any home business with more than one non-resident employee.**

**Live-Work Dwelling Unit: A structure or portion of a structure combining a dwelling unit with an integrated nonresidential work space typically used by one or more of the residents. The nonresidential work space is typically found on the building's ground floor.**

**Subdistrict: A portion of a base or overlay district that has unique standards or variations in the range of allowable uses.**

**Triplex Dwelling Unit: A single structure comprised of three dwelling units that share common vertical walls or horizontal floors/ceilings located on a single lot.**

**Upper Story Dwelling Unit: A dwelling unit located on a floor above a nonresidential use. The residents of the building may or may not be associated with the nonresidential use, and the two portions are usually leased or sold separately from one another. Upper story dwelling units shall be limited to one floor of residential over one floor of nonresidential.**

## **SECTION 6**

This ordinance shall be effective upon enactment.

This the X day of XX, 2019.

RESOLUTION B  
(Denying the Land Use Management Ordinance Text Amendment)

A RESOLUTION DENYING A PROPOSAL TO AMEND SECTIONS 3.5, 6.24, 6.25, 6.26, APPENDIX A AND TABLES 3.7-1 AND 3.8-1 OF THE CHAPEL HILL LAND USE MANAGEMENT ORDINANCE TO ESTABLISH NEW ZONING DISTRICTS FOR THE HISTORIC ROGERS ROAD NEIGHBORHOOD (2019-##-##/R-#)

WHEREAS, the Council of the Town of Chapel Hill has considered the Town-initiated proposal to amend the Land Use Management Ordinance to respond to the interests outlined in Rogers Road: Mapping Our Community's Future, and fails to find that the amendment:

- a) corrects a manifest error in the chapter, or
- b) is justified because of changed or changing conditions in the area of the rezoning site or the community in general, or
- c) achieves the purposes of the Comprehensive Plan.

NOW, THEREFORE, BE IT RESOLVED by the Council of the Town of Chapel Hill that the Council hereby denies the Town-initiated proposal to amend the Land Use Management Ordinance to establish new zoning districts for the Historic Rogers Road Neighborhood.

This the X day of XX, 2019.





116  
TOWN OF CHAPEL HILL

Town Hall  
405 Martin Luther King Jr.  
Boulevard  
Chapel Hill, NC 27514

Item Overview

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Item #: 5., File #: [19-0343], Version: 1

Meeting Date: 4/17/2019

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**Open the Public Hearing: Amend the Town Of Chapel Hill Zoning Atlas to Apply the HR-L and HR-M Subdistricts to Properties in the Historic Rogers Road Area.**

See the Staff Report on the next page.

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**The Agenda will reflect the text below and/or the motion text will be used during the meeting.**

PRESENTER: Corey Liles, Principal Planner  
Caroline Dwyer, Renaissance Planning Group

- a. Without objection, the preliminary report and any other materials submitted at the hearing for consideration by the Council will be entered into the record
- b. Introduction and preliminary recommendation
- c. Presentation by the applicant
- d. Recommendation of the Planning Commission
- e. Recommendations of other boards and commissions
- f. Comments from the public
- g. Comments and questions from the Mayor and Town Council
- h. Motion to recess the Public Hearing to May 22, 2019
- i. Referral to the Manager and Attorney.

RECOMMENDATION: That the Council open the Public Hearing, receive public comment, and continue the Public Hearing to May 22, 2019.



OPEN THE PUBLIC HEARING FOR AMENDMENTS TO THE TOWN OF CHAPEL HILL ZONING ATLAS TO APPLY THE HR-L AND HR-M SUBDISTRICTS OF THE HISTORIC ROGERS ROAD NEIGHBORHOOD DISTRICT TO PROPERTIES IN THE HISTORIC ROGERS ROAD AREA

STAFF REPORT

TOWN OF CHAPEL HILL PLANNING DEPARTMENT  
Ben Hitchings, Director  
Corey Liles, Principal Planner

<p>PROPERTY ADDRESS Historic Rogers Road Neighborhood (see attached Proposed Zoning Map)</p>	<p>PUBLIC HEARING DATE April 17, 2019</p>	<p>REQUESTED BY Town of Chapel Hill</p>																				
<p>STAFF'S RECOMMENDATION That the Council open the Public Hearing, receive public comment, and continue the Public Hearing to May 22, 2018.</p>																						
<p>ITEM OVERVIEW The Towns of Chapel Hill and Carrboro have partnered on a project to establish new zoning standards for the Historic Rogers Road Area. This effort is designed to reflect the interests of residents and implement the recommendations of Rogers Road: Mapping Our Community's Future. The proposed amendments to the Zoning Atlas would apply the proposed Historic Rogers Road Neighborhood District, also under consideration as a LUMO text amendment.</p>																						
<p>DECISION POINTS The Council has legislative discretionary authority to approve or deny a rezoning request. The Land Use Management Ordinance establishes the intent of Zoning Atlas Amendments and Text Amendments by stating that, "In order to establish and maintain sound, stable, and desirable development within the planning jurisdiction of the Town it is intended that this chapter shall not be amended except:</p> <ul style="list-style-type: none"> <li>• to correct a manifest error in this chapter; or</li> <li>• because of changed or changing conditions in a particular area or in the jurisdiction generally; or</li> <li>• to achieve the purposes of the Comprehensive Plan."</li> </ul>	<p>PROCESS</p> <table border="0"> <tr> <td>1. Consultant Background Review</td> <td>Sept.-Nov. 2018</td> </tr> <tr> <td>2. Community Engagement</td> <td>Oct. 2018- Jan. 2019</td> </tr> <tr> <td>3. Draft Zoning Strategies</td> <td>December 2018</td> </tr> <tr> <td>4. Council Update</td> <td>February 2019</td> </tr> <tr> <td>5. Draft Zoning Code</td> <td>February 2019</td> </tr> <tr> <td>6. Additional Community Engagement</td> <td>March 2019</td> </tr> <tr> <td>7. Advisory Board Review</td> <td>March 2019</td> </tr> <tr> <td>8. Planning Commission Recommendation</td> <td>April 2019</td> </tr> <tr> <td>9. Open Council Public Hearing</td> <td>April 2019</td> </tr> <tr> <td>10. Close Council Public Hearing and Consider Action</td> <td>May 2019</td> </tr> </table> <p>Note that the Town of Carrboro is conducting a parallel process to consider rezoning the portion of the neighborhood in their jurisdiction.</p>		1. Consultant Background Review	Sept.-Nov. 2018	2. Community Engagement	Oct. 2018- Jan. 2019	3. Draft Zoning Strategies	December 2018	4. Council Update	February 2019	5. Draft Zoning Code	February 2019	6. Additional Community Engagement	March 2019	7. Advisory Board Review	March 2019	8. Planning Commission Recommendation	April 2019	9. Open Council Public Hearing	April 2019	10. Close Council Public Hearing and Consider Action	May 2019
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<p>ATTACHMENTS</p>	<ol style="list-style-type: none"> <li>1. Draft Staff Presentation</li> <li>2. Proposed Zoning Map</li> <li>3. Draft Resolution of Consistency with the Comprehensive Plan</li> <li>4. Draft Ordinance A (Enacting the Zoning Atlas Amendment)</li> <li>5. Draft Resolution B (Denying the Zoning Atlas Amendment)</li> </ol>																					



# Rogers Road Rezoning

Council Public Hearing  
April 17, 2019



DRAFT




# Where is this item?










Parallel review underway in Carrboro



# Legend

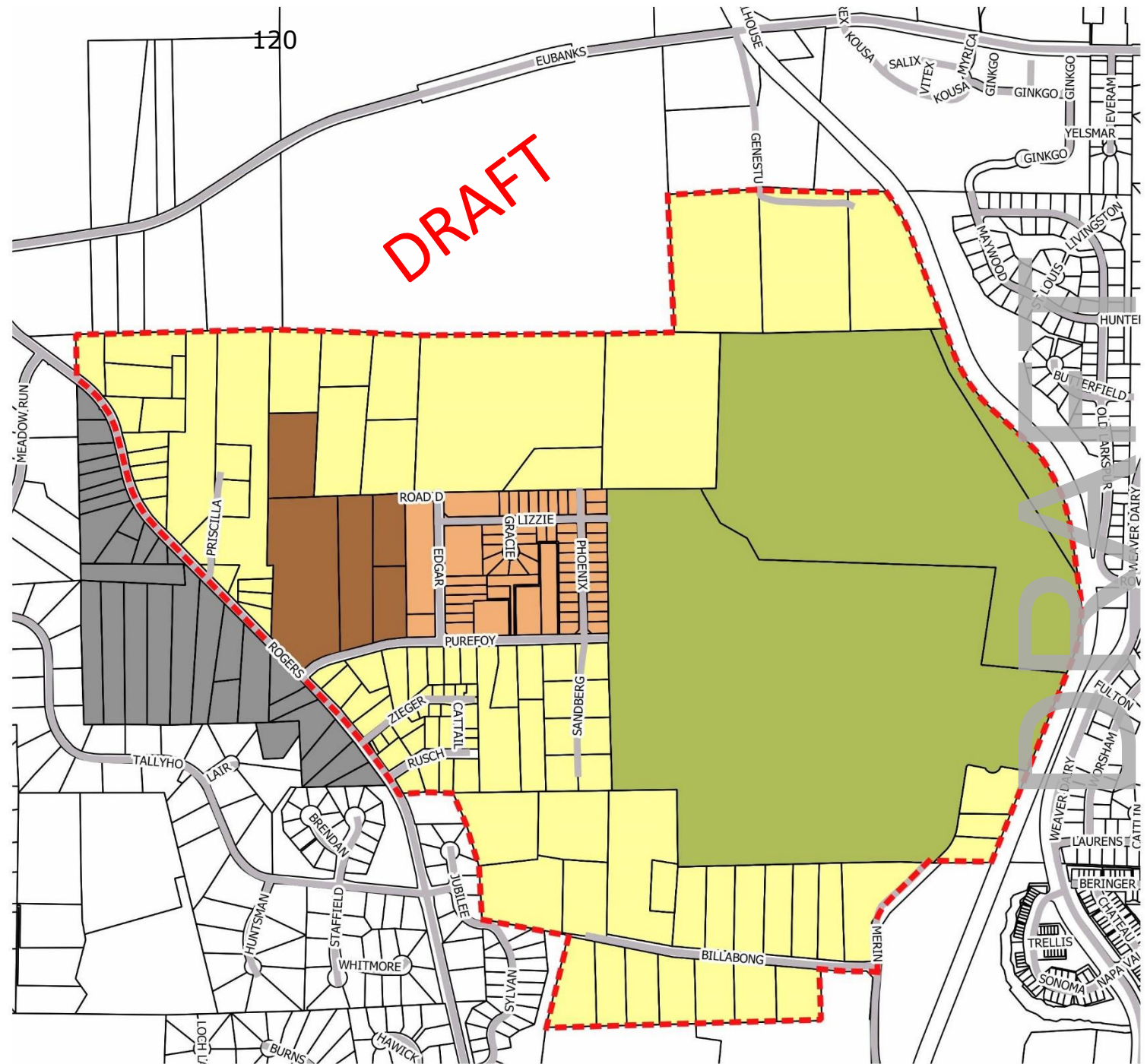
-  HR District Boundary
-  Parcel Lines
-  Roadways

## CH Only Zoning

-  HR-L
-  HR-M
-  RT (existing)
-  R-5-C (existing)
-  HR-C (placeholder)
-  HR-X (placeholder)
-  Carrboro Jurisdiction Parallel HR District



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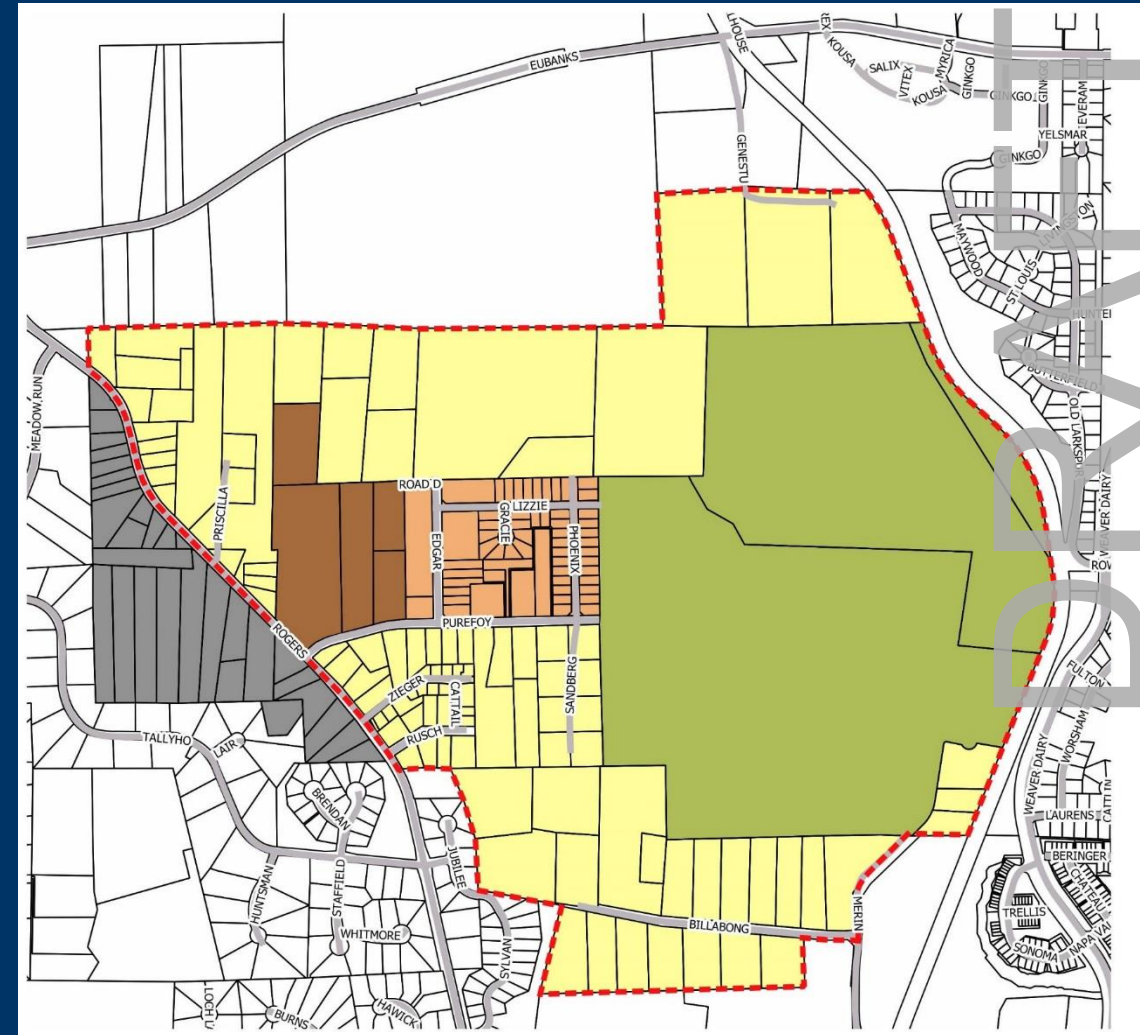




# Proposed Zoning Subdistricts

**HR-L:** Protects character of existing lower-density areas while providing for compatible new development

- Minimum lot size 14,500 sq ft
- New housing choice options
- Increased home occupation opportunities for residents





# Proposed Zoning Subdistricts

**HR-M:** Provides nodes in the neighborhood with a broader range of housing and employment options

- Live-work, flex office, healthcare, senior living, child care
- Placeholder subdistrict for potential future use

**HR-C:** Protects environmentally sensitive areas

- Limited to public facilities and recreation use
- Placeholder subdistrict for potential future use

DRAFT

# Staff Recommendation

- Open the Public Hearing and receive comments
- Continue the Hearing to May 22, 2019

DRAFT







## RESOLUTION OF CONSISTENCY

A RESOLUTION FINDING THAT THE PROPOSED AMENDMENT TO THE TOWN OF CHAPEL HILL ZONING ATLAS TO APPLY THE HR-L AND HR-M SUBDISTRICTS OF THE HISTORIC ROGERS ROAD NEIGHBORHOOD DISTRICT TO PROPERTIES IN THE HISTORIC ROGERS ROAD AREA IS CONSISTENT WITH THE COMPREHENSIVE PLAN (2019-##-##/R-#)

WHEREAS, the Council has considered a Town-initiated proposal to amend the Town of Chapel Hill Zoning Atlas to apply the HR-L and HR-M Subdistricts to certain properties in the Historic Rogers Road Area; and

WHEREAS, upon consideration the Council finds that the amendment is reasonable and in the public's interest and is warranted to achieve the purposes of the Comprehensive Plan, as explained by, but not limited to, the following goals of the Comprehensive Plan:

- A range of housing options for current and future residents (Goal A Place for Everyone.3)
- A welcoming and friendly community that provides all people with access to opportunities (Goal A Place for Everyone.4)
- Foster success of local businesses (Goal Community Prosperity and Engagement.2)
- Promote a safe, vibrant, and connected (physical and person) community (Goal Community Prosperity and Engagement.3)
- A connected community that links neighborhoods, businesses, and schools through the provision of greenways, sidewalks, bike facilities, and public transportation (Goal Getting Around.2)
- A development decision-making process that provides clarity and consistency with the goals of the Chapel Hill 2020 comprehensive plan (Goal Good Places New Spaces.3)
- A range of neighborhood types that addresses residential, commercial, social, and cultural needs and uses while building and evolving Chapel Hill's character for residents, visitors, and students (Goal Good Places New Spaces.5)
- Future land use, form, and density that strengthen the community, social equity, economic prosperity, and natural environment (Goal Good Places New Spaces.8)
- Protect neighborhoods from the impact of development such as stormwater runoff, light and noise pollution, and traffic (Goal Nurturing Our Community.8)

NOW, THEREFORE, BE IT RESOLVED by the Council of the Town of Chapel Hill that the Council hereby finds the proposed zoning atlas amendment to be reasonable and consistent with the Town Comprehensive Plan.

This the X day of XX, 2019.

ORDINANCE A  
(Enacting the Zoning Atlas Amendment)

AN ORDINANCE AMENDING THE TOWN OF CHAPEL HILL ZONING ATLAS TO APPLY THE HR-L AND HR-M SUBDISTRICTS OF THE HISTORIC ROGERS ROAD NEIGHBORHOOD DISTRICT TO PROPERTIES IN THE HISTORIC ROGERS ROAD AREA (2019-##-##/O-#)

WHEREAS, residents of the Historic Rogers Road Area in Northwest Chapel Hill and Northern Carrboro partnered with the Marian Cheek Jackson Center to author a report entitled Rogers Road: Mapping Our Community's Future, completed in May 2016; and

WHEREAS, the Town Council subsequently requested that Town staff develop new zoning standards for the Rogers Road area, based on the recommendations of the report along with additional community input; and

WHEREAS, on XXX, 2019, the Council of the Town of Chapel Hill amended the Land Use Management Ordinance to respond to the interests outlined in Rogers Road: Mapping Our Community's Future by establishing the Historic Rogers Road Neighborhood District and four associated Subdistricts; and

WHEREAS, the Council has considered a Town-initiated proposal to amend the Town of Chapel Hill Zoning Atlas to apply the HR-L and HR-M Subdistricts to certain properties in the Historic Rogers Road Area; and

WHEREAS, upon consideration the Council finds that the ordinance is reasonable and in the public's interest and is warranted to achieve the purposes of the Comprehensive Plan, as explained by, but not limited to, the following goals of the Comprehensive Plan:

- A range of housing options for current and future residents (Goal A Place for Everyone.3)
- A welcoming and friendly community that provides all people with access to opportunities (Goal A Place for Everyone.4)
- Foster success of local businesses (Goal Community Prosperity and Engagement.2)
- Promote a safe, vibrant, and connected (physical and person) community (Goal Community Prosperity and Engagement.3)
- A connected community that links neighborhoods, businesses, and schools through the provision of greenways, sidewalks, bike facilities, and public transportation (Goal Getting Around.2)
- A development decision-making process that provides clarity and consistency with the goals of the Chapel Hill 2020 comprehensive plan (Goal Good Places New Spaces.3)
- A range of neighborhood types that addresses residential, commercial, social, and cultural needs and uses while building and evolving Chapel Hill's character for residents, visitors, and students (Goal Good Places New Spaces.5)
- Future land use, form, and density that strengthen the community, social equity, economic prosperity, and natural environment (Goal Good Places New Spaces.8)
- Protect neighborhoods from the impact of development such as stormwater runoff, light and noise pollution, and traffic (Goal Nurturing Our Community.8)

NOW, THEREFORE, BE IT ORDAINED by the Council of the Town of Chapel Hill that Chapel Hill Zoning Atlas is amended as follows:

### SECTION 1

Properties in and near the Phoenix Place neighborhood, generally fronting on Purefoy Dr, Edgar St, Phoenix Dr, Lizzie Ln, and Grace Circle, are hereby rezoned from Residential-1 (R-1) to Historic Rogers Road-Medium Density (HR-M). These properties are described by the following Orange County Parcel Identifier Numbers:

9870642676	9870642589	9870646397	9870648763
9870548312	9870642741	9870646493	9870648769
9870548703	9870642758	9870646499	9870648864
9870552467	9870642854	9870646595	9870648960
9870552889	9870642860	9870646691	9870651014
9870555241	9870643245	9870646697	9870653015
9870558009	9870643697	9870646793	9870653065
9870640249	9870644463	9870646798	9870654025
9870640346	9870644659	9870646884	9870654085
9870640432	9870644748	9870646981	9870655045
9870640487	9870644846	9870648367	9870656005
9870640573	9870644931	9870648371	9870656066
9870640579	9870644935	9870648463	9870657016
9870640767	9870645506	9870648469	9870658062
9870641245	9870645838	9870648565	9870658160
9870642478	9870645899	9870648661	
9870642572	9870646390	9870648667	

### SECTION 2

Properties fronting on Billabong Ln, currently zoned as Residential-1A (R-1A), are hereby rezoned to Historic Rogers Road-Low Density (HR-L). These properties are described by the following Orange County Parcel Identifier Numbers:

9870722164	9870724598	9870729150	9870628260
9870626281	9870726564	9870729596	
9870723610	9870727111	9870720158	
9870724173	9870728552	9870821545	

### SECTION 3

Properties in portions of the Rusch Hollow neighborhood, generally fronting on Zieger Ln and Cattail Ln, are hereby rezoned from Residential-Special Standards-Conditional Use (R-SS-C) to Historic Rogers Road-Low Density (HR-L). These properties are described by the following Orange County Parcel Identifier Numbers:

9870535539	9870538822	9870539913	9870631707
9870535661	9870538892	9870539983	9870631913
9870536627	9870538931	9870630953	
9870537702	9870539862	9870631602	
9870537759	9870539867	9870631608	

SECTION 4

Other properties in the Historic Rogers Road Neighborhood, which were not listed in Sections 1 or 2 and are not part of recent development sites fronting on Homestead Road, are hereby rezoned from Residential-1 (R-1) to Historic Rogers Road-Low Density (HR-L). The boundary of the Historic Rogers Road Neighborhood is defined in the Historic Rogers Road Neighborhood Task Force Final Report dated September 17, 2013. These properties are described by the following Orange County Parcel Identifier Numbers:

9870357767	9870456115	9870547076	9870637518
9870437814	9870456572	9870548075	9870637810
9870441955	9870532934	9870549076	9870645064
9870445604	9870533844	9870550605	9870647011
9870447452	9870534725	9870555741	9870651529
9870447551	9870535511	9870624700	9870655148
9870450445	9870536335	9870626666	9870720716
9870450658	9870537339	9870631046	9870722603
9870451078	9870537649	9870631586	9870751483
9870451228	9870537672	9870631992	9870764392
9870451271	9870538432	9870633427	9870824606
9870451516	9870538635	9870633930	9870829897
9870451708	9870539462	9870635326	9870860307
9870452520	9870541052	9870635517	9870864366
9870452754	9870544003	9870635811	9870930062
9870453385	9870545053	9870636032	9870931237
9870455071	9870546074	9870637316	

SECTION 5

This ordinance shall be effective upon enactment.

This the X day of XX, 2019.

RESOLUTION B  
(Denying the Zoning Atlas Amendment)

A RESOLUTION DENYING A PROPOSAL TO AMEND THE CHAPEL HILL ZONING ATLAS TO APPLY THE HR-L AND HR-M SUBDISTRICTS OF THE HISTORIC ROGERS ROAD NEIGHBORHOOD DISTRICT TO PROPERTIES IN THE HISTORIC ROGERS ROAD AREA (2019-##-##/R-#)

WHEREAS, the Council of the Town of Chapel Hill has considered the Town-initiated proposal to rezone certain properties in the Historic Rogers Road Area to the HR-L and HR-M Subdistricts, and fails to find that the amendment:

- a) corrects a manifest error in the chapter, or
- b) is justified because of changed or changing conditions in the area of the rezoning site or the community in general, or
- c) achieves the purposes of the Comprehensive Plan.

NOW, THEREFORE, BE IT RESOLVED by the Council of the Town of Chapel Hill that the Council hereby denies the Town-initiated proposal to amend the Chapel Hill Zoning Atlas.

This the X day of XX, 2019.





131  
TOWN OF CHAPEL HILL

Town Hall  
405 Martin Luther King Jr.  
Boulevard  
Chapel Hill, NC 27514

Item Overview

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Item #: 6., File #: [19-0344], Version: 1

Meeting Date: 4/17/2019

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**Concept Plan Review: 1000 Martin Luther King Jr. Blvd. (Project #19-024)**

See the Staff Report on the next page.

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**The Agenda will reflect the text below and/or the motion text will be used during the meeting.**

PRESENTER: Michael Sudol, Planner II

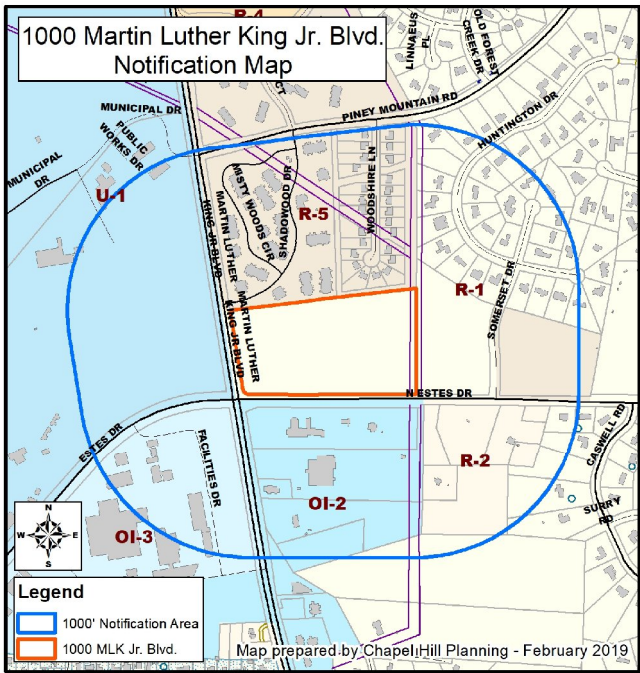
- a. Review of process
- b. Presentation by the applicant
- c. Comments from the Community Design Commission
- d. Comments from the Housing Advisory Board
- e. Comments from the public
- f. Comments and questions from the Mayor and Town Council
- g. Motion to adopt a resolution transmitting Council comments to the applicant.

RECOMMENDATION: That the Council adopt the attached resolution transmitting comments to the applicant regarding the proposed development.



STAFF REPORT

TOWN OF CHAPEL HILL PLANNING DEPARTMENT  
 Ben Hitchings, Director  
 Judy Johnson, Operations Manager  
 Michael Sudol, Planner II

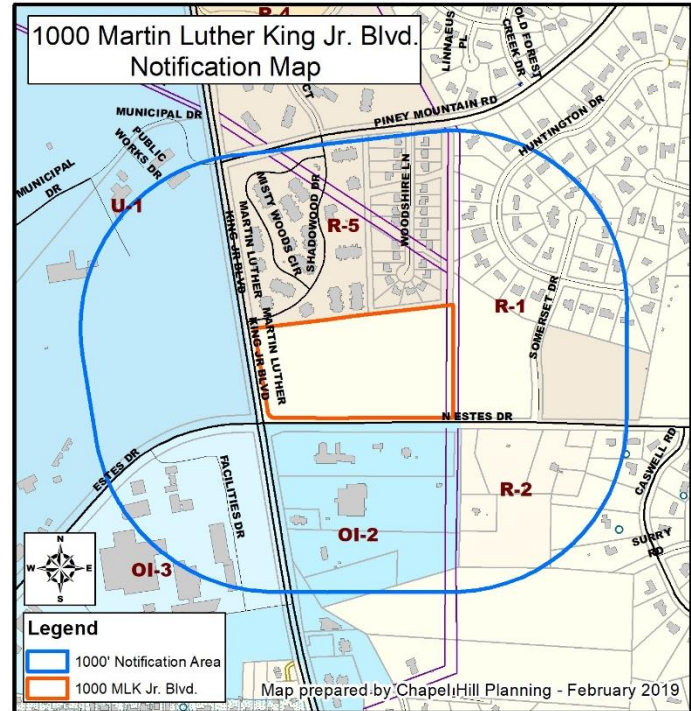
<p>PROPERTY ADDRESS 1000 Martin Luther King Jr. Blvd.</p>	<p>DATE: April 17, 2019</p>	<p>APPLICANT Dan Jewell / Coulter Jewell Thames, PA</p>
<p>STAFF'S RECOMMENDATION That the Council adopt the attached resolution transmitting comments to the applicant regarding the proposed development.</p>		
<p>PROCESS</p> <ul style="list-style-type: none"> <li>The Council has the opportunity tonight to hear this applicant's presentation, receive input from the Community Design Commission and Housing Advisory Board, hear public comments, and offer suggestions to the applicant.</li> <li>Because this is a Concept Plan submittal, statements by individual Council members this evening do not represent a commitment on an official position if the Council considers a formal application.</li> <li>The Community Design Commission reviewed a concept plan for this site on March 26, 2019.</li> <li>The Housing Advisory Board reviewed a concept plan for this site on April 9, 2019.</li> </ul>	<p>DECISION POINTS</p> <ul style="list-style-type: none"> <li>A Special Use Permit (SUP) modification and rezoning would typically be required with the submission of a formal application. Alternatives include Conditional Zoning or a Development Agreement.</li> </ul> <p>Staff advised the applicant to discuss their preferred process with you tonight.</p>	
<p>PROJECT OVERVIEW</p> <p>The Concept Plan proposes construction of a Mixed-Use development that includes Residential (Townhome and Apartments) with Office, Retail, and Amenities. Up to 351,500 square feet of floor area is proposed, including 284 dwelling units.</p> <p>The 14.8-acre site is currently zoned Residential-1 (R-1), and the applicant is proposing a rezoning to Office/Institutional-3 (OI-3). Airport Hazard Overlay Districts B and C, associated with the Horace Williams airport, also affect the site. Per an ordinance passed by Town Council on November 23, 2015, the Airport Hazard Overlay will be repealed following the full closure of the airport. Despite being permanently closed for public use on May 15, 2018, the airport is still used by UNC Hospital Air Care.</p> <p>The site was timbered in June 2018 as part of a forestry permit issued by the Town of Chapel Hill, as required by State law. North Carolina General Statute 160A-458.5 grants the Town authority to deny a building permit or refuse to approve a site plan or subdivision for a period of three years following a timber harvest if the harvest results in the removal of all or substantially all of the trees that were protected under city regulations governing development.</p>	<p>PROJECT LOCATION</p>  <p>The map shows the project location at 1000 Martin Luther King Jr. Blvd. A blue circle indicates the 1000' Notification Area, and an orange rectangle indicates the 1000 MLK Jr. Blvd. site. Surrounding streets include Municipal Dr, Piney Mountain Rd, Woodshire Ln, Nestes Dr, and others. Zoning districts U-1, R-5, R-1, R-2, and OI-3 are labeled. A legend in the bottom left corner explains the symbols used on the map.</p>	
<p>ATTACHMENTS</p>	<ol style="list-style-type: none"> <li>Draft Staff Presentation</li> <li>Resolution A</li> <li>Application</li> <li>Developer's Program and Statements of Compliance</li> <li>Affordable Housing Plan</li> <li>Plan Set</li> <li>Community Design Commission Comments from March 26, 2019</li> <li>Housing Advisory Board comments from April 9, 2019 (to be distributed)</li> </ol>	



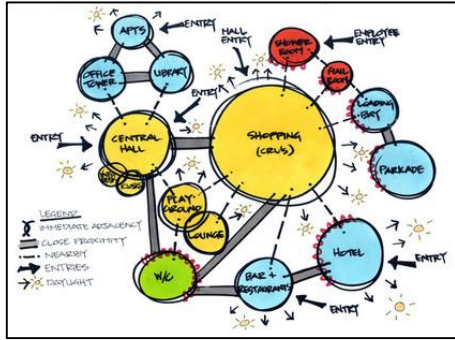
# 1000 MLK Concept Plan

Town Council  
Public Hearing

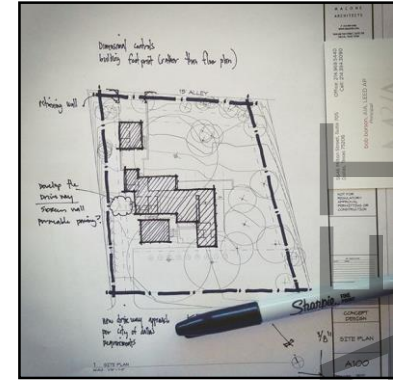
April 17, 2019



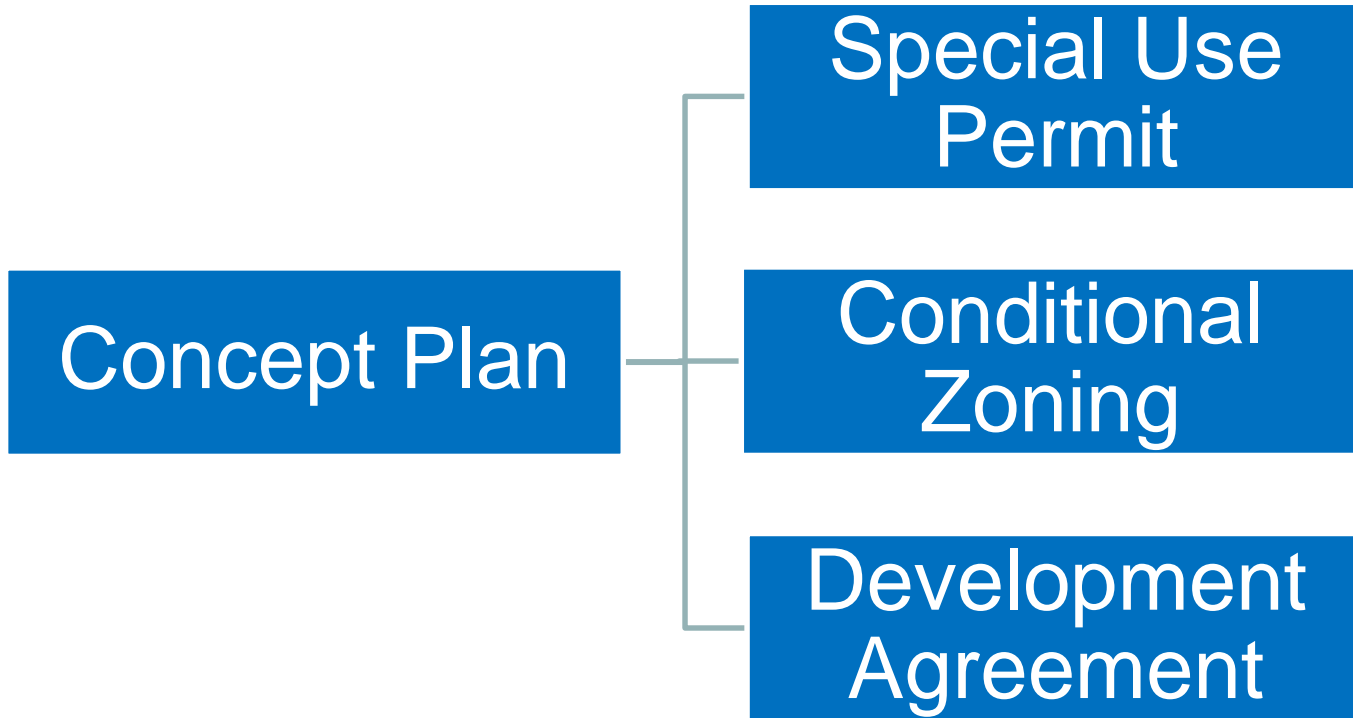
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## Concept Plans



- **No Decision; Feedback Only**
  - Applicant presents rough initial sketch
  - Staff does not conduct formal review of concept
  - Instead forwards sketch for preliminary feedback



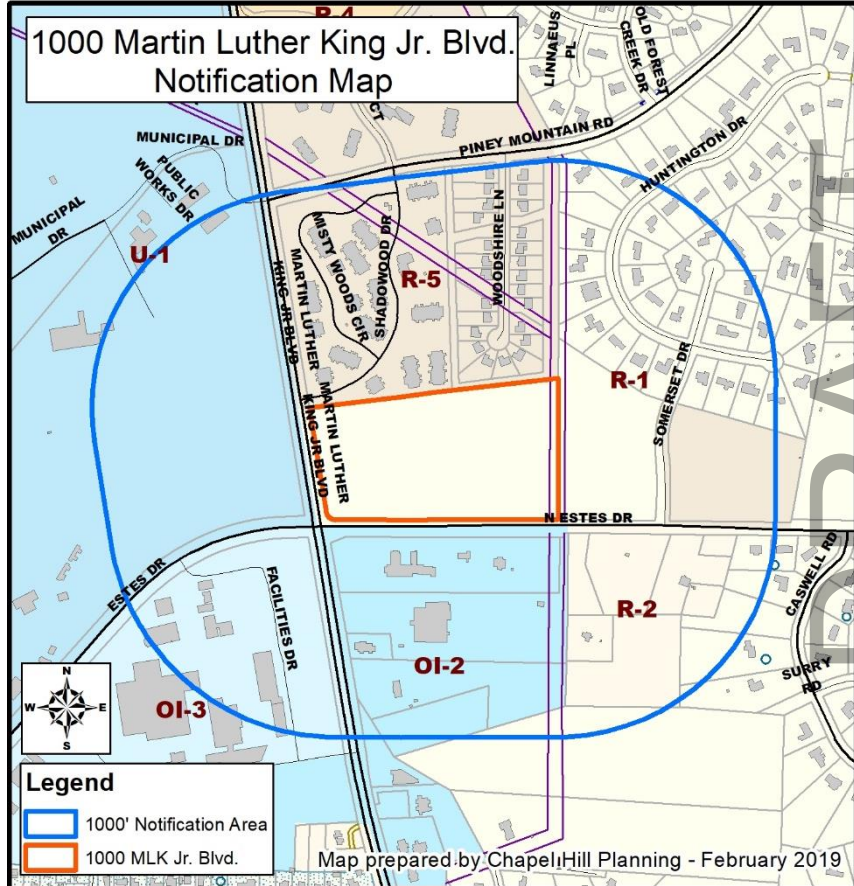
DRAFT



- Adopt Resolution A, transmitting comments to the applicant regarding the proposed development.

DRAFT

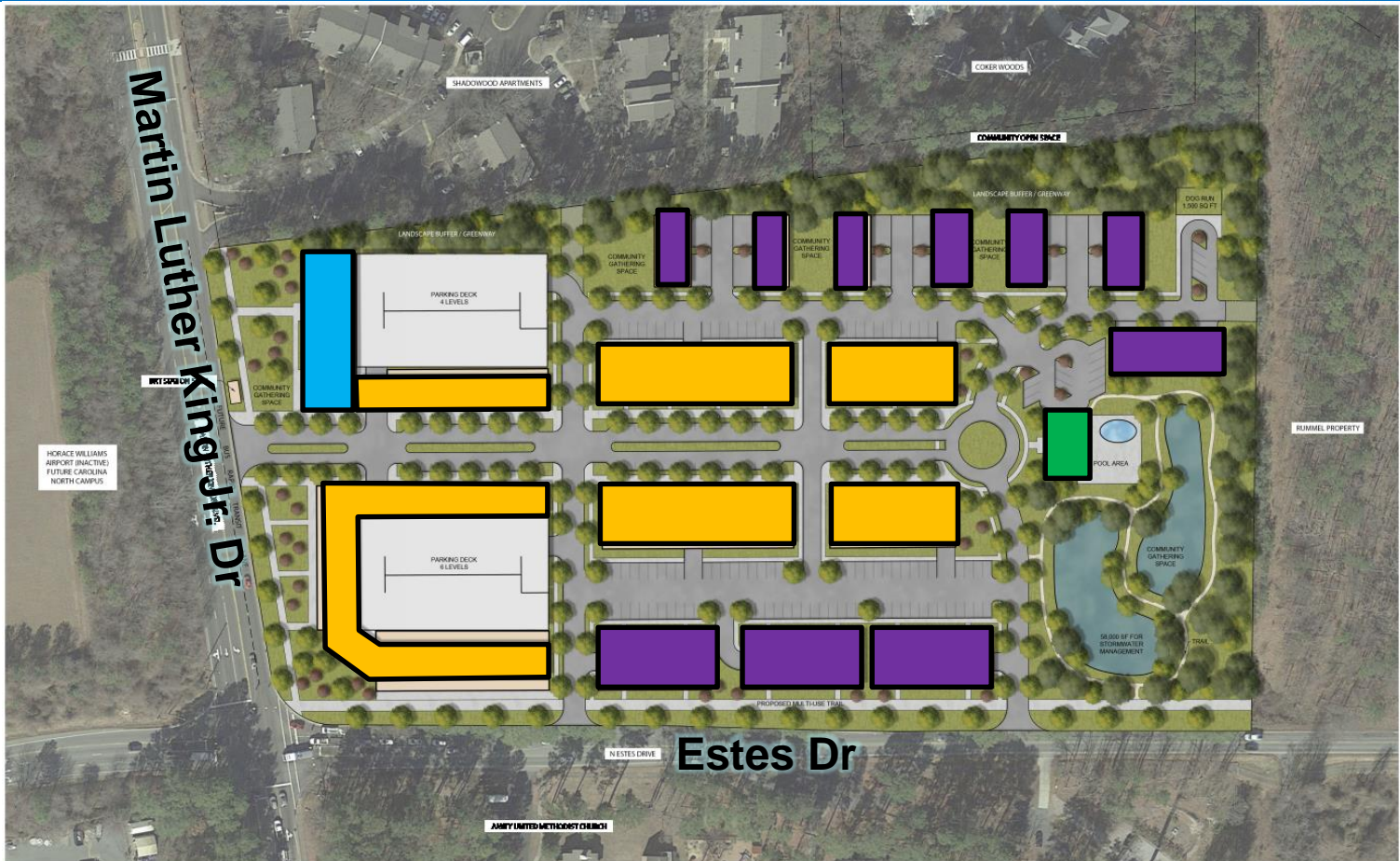
- Mixed-Use Townhomes and Apartments with Office, Retail, and Amenities
- Up to 351,500 SF and 284 Units
- 1,127 parking spaces
- Rezoning from R-1 to OI-3





DRAFT

# 1000 MLK – Concept Plan



DRAFT

- Adopt Resolution A, transmitting comments to the applicant regarding the proposed development.

DRAFT



A RESOLUTION TRANSMITTING COUNCIL COMMENTS ON A CONCEPT PLAN FOR 1000 MARTIN LUTHER KING JR. BLVD. (2019-04-17/R-1)

WHEREAS, a Concept Plan has been submitted for review by the Council of the Town of Chapel Hill for 1000 Martin Luther King Jr. Blvd., PIN 9789-35-9617; and

WHEREAS, the Council had the opportunity on April 17, 2019 to hear this applicant's presentation, receive a set of comments from both the Community Design Commission and Housing Advisory Board, hear public comments, and offer suggestions to the applicant; and

WHEREAS, the Council has heard presentations from the applicant and members of the public; and

WHEREAS, statements by individual Council members at the April 17, 2019 meeting are not an official position or commitment on the part of a Council member with respect to the position he or she may take when and if a formal application for development is subsequently submitted to the Council for formal consideration; and

WHEREAS, the Council has discussed the proposal with Council members, offering reactions and suggestions.

NOW, THEREFORE, BE IT RESOLVED by the Council of the Town of Chapel Hill that the Council transmits comments to the applicant regarding this proposal, as expressed by Council members during discussions on April 17, 2019 and reflected in minutes of that meeting.

This the 17th day of April, 2019.



# CONCEPT PLAN APPLICATION

Parcel Identifier Number (PIN): 9789359617

Date: 2-26-19

## Section A: Project Information

Project Name: 1000 Martin Luther King Jr. Blvd.

Property Address: 1000 Martin Luther King Jr. Blvd.

Zip Code: 27514

Use Groups (A, B, and/or C): A, B, and C

Existing Zoning District: R-1

Project Description: Mixed Use: Residential (Townhome and Apartments) with Office, Retail, and Amenities

## Section B: Applicant, Owner and/or Contract Purchaser Information

### Applicant Information (to whom correspondence will be mailed)

Name: Coulter Jewell Thames, PA

Address: 111 W. Main St.

City: Durham

State: NC

Zip Code: 27701

Phone: 919-682-0368

Email: DJewell@cjtpa.com

The undersigned applicant hereby certifies that, to the best of his knowledge and belief, all information supplied with this application is true and accurate.

Signature: [Handwritten Signature]

Date: 2.26.19

### Owner/Contract Purchaser Information:

Owner

Contract Purchaser

Name: Cant Hook Properties LLC

Address: 8785 NC 751

City: Durham

State: NC

Zip Code: 27713

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

The undersigned applicant hereby certifies that, to the best of his knowledge and belief, all information supplied with this application is true and accurate.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



## Concept Plan Overview

Site Description	
Project Name	<b>1000 Martin Luther King Jr. Blvd.</b>
Address	<b>1000 Martin Luther King Jr. Blvd.</b>
Property Description	<b>Vacant</b>
Existing Land Use	Vacant
Proposed Land Use	Mixed Use: Residential (Townhomes and Apartments), Office, Retail, & Amenities
Orange County Parcel Identifier Numbers	<b>9789359617</b>
Existing Zoning	R-1
Proposed Zoning	OI-3
Application Process	
Comprehensive Plan Elements	
Overlay Districts	N/A

## Regulatory Land Use Intensity

Design/LUMO Standards		Requirement	Proposal	Status
Sec. 3.7	Use/Density		Mixed Use and up to 351,500 SF / 284 Units	
Sec 3.8	Net Land Area		644,627 SF 14.8 AC	
Sec 3.8	Gross Land Area		709,090 SF 16.278 AC	
Sec. 3.8	Dimensional Standards	Street = 0' Interior = 0' Solar = 0'	UNK	
Sec. 3.8	Floor area		Up to .566 Plus inclusionary zoning density bonus	
Sec. 4.5.6	Modification to Regulations		UNK	
Sec. 5.5	Recreation Space	LUMO 0.46	0.46 +/- 32,500 SF	



## Site Design

Design/LUMO Standards		Requirement	Proposal	Status	
Landscape	Sec. 5.6	East	C / 30'	30'	
	Sec. 5.6	North	C / 30'	30'	
	Sec. 5.6	South	D	Modification	
	Sec. 5.6	West	D	Modification	
	Sec. 5.7	Tree Canopy	40%	+/- 25%	
	Sec. 5.11	Lighting Plan (footcandles)	LUMO	LUMO	
Environment	Sec. 3.6	Resource Conservation District	Potential (currently under determination)	Potential (currently under determination)	
	Sec. 5.18	Jordan Riparian Buffer	Potential (currently under determination)	Potential (currently under determination)	
	Sec. 5.3.2	Steep Slopes	LUMO	8,626 SF @ 15%	
	Sec. 5.4	Stormwater Management	LUMO	Wet Ponds	
		Land Disturbance	LUMO	+/- 90%	
	Sec. 5.4	Impervious Surface	LUMO 70%	70%	
	Sec. 5.13	Solid Waste & Recycling	LUMO	Compactors	
Housing		Affordable Housing Proposal, if applicable	80-100% AMI		



Design/LUMO Standards		Requirement	Proposal	Status	
Access & Circulation	Sec. 5.8	Street Standards	LUMO & Central / West Small Area Plan	See Plan	
	Sec. 5.8	Vehicular Access	LUMO	3 Access Points to Streets	
	Sec. 5.8	Bicycle Improvements	LUMO	LUMO	
	Sec. 5.8	Pedestrian Improvements	LUMO	LUMO – additional greenway – see plan	
	Sec. 5.8	Distance from bus stop		Site Frontage	
	Sec. 5.8	Transit Improvements		Future BRT Station Stop	
	Sec. 5.9	Vehicular Parking Spaces	none per LUMO	+/- 1,127	
	Sec. 5.9	Bicycle Parking Spaces	none per LUMO	+/- 126	
	Sec. 5.9	Parking Lot Standards	LUMO	LUMO for surface & structured parking	
Other		Homeowners Association		UNK	
	Sec. 5.5	Recreation Space	LUMO 0.46	0.46 +/- 32,500 SF	
	Sec. 5.12	Utilities	OWASA water & sewer, Duke Energy	OWASA water & sewer, Duke Energy	
	Sec. 5.16	School Adequate Public Facilities	LUMO	UNK	

Symbol	Meaning	Symbol	Meaning
	Meets Standard	<b>M</b>	Modification necessary
NA	Not Applicable	UNK	Not known at this time





**Checklist**

The following must accompany your application. Failure to do so will result in your application being considered incomplete. For assistance with this application, please contact the Chapel Hill Planning and Sustainability at (919)968-2728 or at [planning@townofchapelhill.org](mailto:planning@townofchapelhill.org).

- Application fee** ([refer to fee schedule](#)) Amount Paid \$
- Pre-application meeting** – with appropriate staff
- Digital Files** - provide digital files of all plans and documents
- Project Fact Sheet**
- Statement of Compliance with Design Guidelines** (2 copies)
- Statement of Compliance with Comprehensive Plan** (2 copies)
- Affordable Housing Proposal, if applicable** (Rezoning Policy or Inclusionary Ordinance)
- Mailing list of owners of property within 1,000 feet perimeter of subject property** ([see GIS notification tool](#))
- Mailing fee for above mailing list** Amount Paid \$
- Developer’s Program** – brief written statement explaining how the existing conditions impact the site design. Including but not limited to:
  - Natural features of site
  - Access, circulation, and mitigation of traffic impacts
  - Arrangement and orientation of buildings
  - Natural vegetation and landscaping
  - Impact on neighboring properties
  - Erosion, sedimentation, and stormwater
- Resource Conservation District, Floodplain, & Jordan Buffers Determination** - necessary for all submittals
- Reduced Site Plan Set (reduced to 8.5"x11")**

**Plan Sets (10 copies to be submitted no larger than 24"x36")**

Plans should be legible and clearly drawn. All plan sets sheets should include the following:

- Project Name
- Legend
- Labels
- North Arrow (North oriented toward top of page)
- Property Boundaries with bearing and distances
- Scale (Engineering), denoted graphically and numerically
- Setbacks and buffers
- Streams, RCD Boundary, Jordan Riparian Buffer Boundary, Floodplain, and Wetlands Boundary, where applicable



### Area Map

- a) Project name, applicant, contact information, location, PIN, & legend
- b) Dedicated open space, parks, greenways
- c) Overlay Districts, if applicable
- d) Property lines, zoning district boundaries, land uses, project names of site and surrounding properties, significant buildings, corporate limit lines
- e) Existing roads (public & private), rights-of-way, sidewalks, driveways, vehicular parking areas, bicycle parking, handicapped parking, street names.
- f) 1,000' notification boundary

### Existing Conditions Plan

- a) Slopes, soils, environmental constraints, existing vegetation, and any existing land features
- b) Location of all existing structures and uses
- c) Existing property line and right-of-way lines
- d) Existing utilities & easements including location & sizes of water, sewer, electrical, & drainage lines
- e) Nearest fire hydrants
- f) Nearest bus shelters and transit facilities
- g) Existing topography at minimum 2-foot intervals and finished grade
- h) Natural drainage features & water bodies, floodways, floodplain, RCD, Jordan Buffers & Watershed boundaries

### Proposed Site Plan

- a) Existing building locations
- b) General location of proposed structures
- c) Parking areas
- d) Open spaces and landscaped areas
- e) Access points and circulation patterns for all modes of transportation
- f) Approximate locations of trails, pedestrian and bicycle connections, transit amenities, and parking areas
- g) Approximate location of major site elements including buildings, open areas, natural features including stream buffers, wetlands, tree stands, and steep slopes
- h) Proposed land uses and approximate location



Coulter Jewell Thames, PA

MAIN OFFICE  
111 WEST MAIN STREET  
DURHAM, NC 27701  
p 919.682.0368 f 919.688.5646

Planning for the Future

## **1000 Martin Luther King Jr. Blvd.**

**Concept Plan Submittal**

**Chapel Hill, NC**

**2.26.2019**

1. Developer's Program
2. Statement of Compliance with Comprehensive Plan
3. Statement of Compliance with Design Guidelines

### **1. DEVELOPER'S PROGRAM**

#### **Introduction**

This is a request for review of the 1000 Martin Luther King Jr. Blvd. Concept Plan submittal by the Chapel Hill Town Council, the Community Design Commission, and the Housing Advisory Board.

The proposed mixed-use development is located at the northeast corner of Estes Drive at Martin Luther King Jr. Blvd. The 14.7 acre development proposes a mix of land uses: Retail, office and multi-family development.

The proposal embraces the adopted vision of the Town's Central West Small Area Plan which calls for "residential, commercial, retail, and/or institutional" at this important corner located across Martin Luther King Jr. Blvd. from the planned UNC Carolina North campus. As anticipated, transit-friendly development is

proposed to welcome Bus Rapid Transit (BRT) at Martin Luther King Jr. Blvd. Community gathering spaces will be a key component of the new development as well as easily accessible bicycle and pedestrian amenities to connect the new community.

As part of the new development, the plans propose to reinvigorate this gateway intersection with new land uses, architecturally significant buildings that address the corner and future BRT station, functional community gathering spaces, BRT amenities, and new plantings. The new community will transition to lower density and intensity as the development steps away from the high frequency BRT corridor on Martin Luther King Jr. Blvd. The goal is to make an intentional place, with walkable streets and lively storefronts that will encourage people to get out of their cars and enjoy the mix of uses on foot.

In accordance with the Central West Plan guidelines, the development proposes 269 multifamily dwelling units with approximately 38,500 sq.ft. of retail space, 40,000 sq.ft. of office space, and 3,000 sq.ft. of amenity area. The conceptual proposal conforms to the vision and scale the guidelines offer for this quadrant of the Central West area. We feel that it is a strong step in validating the hard work done by the CWP Steering Committee and Town Staff.

### **General Site Description**

The property is approximately 14.7 acres. It is located on the east side of Martin Luther King, Jr. Blvd. at the Estes Drive intersection. The future Carolina North campus associated with UNC-Chapel Hill is to be located on the west side of Martin Luther King Jr. Blvd. at the site of the Horace Williams Airport. As a reminder, the UNC Carolina North campus is approved for research and educational uses with various supportive functions, as well as housing for students and faculty.

The adjoining property to the north, along Martin Luther King Jr. Blvd., is the Shadowoods Apartments. Adjoining the Shadowoods Apartments, and at the northeast corner of this property, is the Coker Woods cluster single-family neighborhood. The Coker Woods development includes a 30 ft. wide, commonly owned open space at its perimeter.

Mr. Whit Rummel owns the undeveloped 7.5 acres adjoining to the east, across the power line. Amity Methodist Church is located to the south across Estes, along with the Estes Drive frontage of the YMCA.

### **Site Access and Circulation**

The development proposes the creation of a new mixed use community that will connect to and integrate with the existing fabric of the area. This new community will also function as a bridge between the approved Carolina North campus and neighboring properties to the east. A general grid pattern of development is proposed, as called for with the Central West Small Area Plan.

Martin Luther King Jr. Blvd. will be improved to be a vibrant street edge as a key connection to the high frequency transit corridor. The latest plans from the Consultant working on the BRT corridor design show a Station stop along the property frontage, which this proposal respects. Vehicular access from Martin Luther King Jr. Blvd. is proposed as an inviting new tree-lined entry drive. In addition, in order to complete the new grid layout, two points of vehicular access are proposed on Estes Drive. Further embracing connectivity, a vehicular connection is proposed to the north for a future connection to Shadowoods Apartments and to Mr. Rummel's property to the east. Pedestrian and bicycle amenities are prevalent. Bike lanes, sidewalk connections, and a new multiuse trail on the tree-lined Estes Drive are proposed for easy pedestrian/cyclist movement throughout and around the site. We also intend to provide an internal bike/pedestrian way that generally follows the greenway along the northern edge of the property as show on the Central West Plan, but direct folks to the corner of Estes and Martin Luther King, Jr. Blvd where there will be provisions for a much safer crossing, rather than mid-block.

### **Building Orientation and Site Layout**

The Central West Plan calls for a layout with diminished building height away from the BRT corridor on Martin Luther King Jr. Blvd. to the eastern edge of the property. The conceptual development proposal supports this transition with increased scale near the high frequency transit corridor, Martin Luther King Jr. Blvd.

The proposal includes new office use as well as retail development on Martin Luther King Jr. Blvd. at 4 stories with multifamily use at the corner at 6 stories



over retail. The second tier of this grid network, as you step away from the BRT corridor, is at 5 stories and then building heights reduce to 3 and 4 stories as we travel to the eastern property line. Townhouses, at a similar scale to the Shadowoods Apartments, are proposed along two-thirds of the northern property line. An amenity building is also proposed near the pedestrian trail network around the storm water preserve on the eastern edge. For much of the eastern Estes Drive frontage, townhouse development addresses Estes Drive along the new multi-use trail.

### **Environment and Landscaping**

Topographically, the property slopes gently to the south and southeast from the northwest corner at Martin Luther King Jr. Blvd. As such, the site is able to accommodate this requested grid layout. The upper segment of a drainage area is located in the southeastern corner of the property. This area is generally dry except for rain event. Storm water flows, for the most part, to the southeastern corner of the property. The project will comply with all storm water and sedimentation/erosion control requirements utilizing a variety of protection measures authorized by the Town. The Concept Plan indicates a pond in the eastern portion of the property, which will serve both as an amenity and runoff control.

### **Project Goals and Objectives**

The goals and objectives associated with this development proposal align well with the goals and objectives of the Town's adopted Central West Small Area Plan. Again we feel that proposal validates the good work done to date on that plan.

A formal development application will follow this Concept Plan review process. The future land uses and intensity called for as part of the Central West Small Area Plan require rezoning of the property. We anticipate requesting a conditional rezoning. The rezoning requested will likely be to an office/institutional category, which accommodates the broadest mix of uses.

Please see the accompanying compliance documents, as well as the Affordable Housing Proposal, for further descriptions.

## **2. STATEMENT OF COMPLIANCE WITH COMPREHENSIVE PLAN**

### **Chapel Hill's 2020 Comprehensive Plan (CH2020)**

The 1000 Martin Luther King Jr. Blvd. Concept Plan submittal is proposed in accordance with the CH2020 Comprehensive Plan and the Central West Small Area Plan, an element of the Town's Comprehensive Plan.

This statement of compliance is provided with regard to general concepts in CH2020 as well as the guiding principles of the Central West Small Area Plan.

Two key concepts within CH2020 Comprehensive Plan are Community Choices and Community Connections defined in the plan as:

**Choices:** The community would like more choices about where and how people can live and house their families and more choices about how they travel through town. The community also would like more choices about where to shop and how to meet daily needs. Community members also would like choices about where they can work and play in Chapel Hill.

**Connections:** The community also desires more connections and improved opportunities to meet others and to embrace the diversity of those who live, work, and play in the community. Community members want more connections in how they can get around and a real commitment to safe pedestrian and bicycle transportation. They want real connections between the decisions town leaders make and the ideals that the community has expressed in the Chapel Hill 2020 comprehensive plan. Chapel Hill wants a sense of connectedness from many perspectives.

### **1000 Martin Luther King Jr. Blvd. Compliance:**

The 1000 Martin Luther King Jr. Blvd. Concept Plan submittal will contribute to choices regarding where to live, work, and play in Chapel Hill. These choices will be achieved by offering new office and retail space as well as a variety of housing options all in close proximity to downtown, schools, and University services and amenities. This will provide additional choices about where to live and work as well as where to shop and meet general daily needs.

The development will provide important connections for those who live and work in the new community in the form of physical connections. These physical

connections include pedestrian and bicycle amenities and easy access to the high frequency public transit corridor on Martin Luther King Jr. Blvd. Opportunities for social connections will be provided with expanded housing choices, new outdoor amenities, small scale retail and work places, and a variety of commercial and employment opportunities.

### **Chapel Hill's Central West Guiding Principles**

Thirteen principles were developed by the community to help guide future development in the Central West Area. These principles were adopted by the Town Council in 2013 as an element of the Town's Comprehensive Plan. The 1000 Martin Luther King Jr. Blvd. Concept Plan submittal demonstrates compliance with each of these principles:

- Principle 1: Create a Strong Sense of Place
- Principle 2: Ensure Community Compatibility
- Principle 3: Create Social Connections
- Principle 4: Improve Physical Connections
- Principle 5: Minimize Vehicular Traffic Impacts
- Principle 6: Enhance the Pedestrian/Bicycle Experience
- Principle 7: Improve the Transit System
- Principle 8: Encourage a Diverse Mix of Uses
- Principle 9: A Diverse Population
- Principle 10: Respect Existing Neighborhoods
- Principle 11: Employ Environmentally Sound Practices
- Principle 12: Feature, Repair, and Enhance Natural Resources
- Principle 13: Consider Economic Impacts in Development Decisions

### **1000 Martin Luther King Jr. Blvd. Compliance:**

The 1000 Martin Luther King Jr. Blvd. will be a vibrant addition to the area and will provide a strong sense of place within both the Central West area and the Town. This gateway mixed use development, at a major intersection, will begin to define the Central West area.

A new sense of place will be established at this corner with careful building placement, the creation of community gathering spaces, new plantings, and with a key connection to the Bus Rapid Transit corridor. New tree-lined drives will provide connections as envisioned in the Town's Small Area Plan for vehicles as well as ease of movement for pedestrians and bicyclists. Townhouses, facing Estes Drive, will line much of the eastern Estes Drive frontage as you step away from the intersection.

The Central West Plan promotes mixed-use at this location and encourages density and intensity that will further support the town's robust transit system plans. The 1000 Martin Luther King Jr. Blvd. development will offer an improved physical connection to this major north-south transit corridor. A variety of ways of moving both within and through-out the area are proposed for pedestrians, bicycles, and vehicles, improving connectivity overall.

For compatibility, the proposed development will provide a truly graceful transition between the surrounding residential and institutional uses and the new uses envisioned at the future UNC Carolina North campus.

Both physical and social connections are promoted with the new development. Opportunities for social interaction will be provided with expanded housing options, new outdoor amenities, gathering areas, open spaces and a variety of commercial and employment opportunities, including new "third places" within the mix of uses. The proposed office space will also provide an opportunity for entrepreneurial development within the community. Affordable and workforce housing is proposed to be a component of the development. A diverse population associated with a variety of land uses and floor plans is anticipated with this development to enhance these social connections. The contract purchaser's current intent is to construct the residential element of the project as rental housing. Please refer to the included affordable housing proposal for more information.

Vehicular, bicycle, and pedestrian connections are provided as envisioned by the Central West Plan. Vehicular access is provided from Martin Luther King, Jr. Blvd. as part of the grid layout as an east-west connection. This primary access point

will accommodate motorized and non-motorized vehicles as well as pedestrians/cyclists through the site with street trees and amenities. Sidewalks, informal trails, and a new Estes Drive multiuse trail will be a welcoming component of the new development, as will an east-west connection internal to the property connecting to Martin Luther King, Jr. Blvd.

Traffic impacts on the surrounding areas will be mitigated because of the link to the north-south Bus Rapid Transit corridor. The transit-oriented nature of the design coupled with ease of access to high frequency public transportation will help reduce traffic impacts. And, the internal capture associated with a mixed-use development will further help to reduce vehicular traffic impacts. This overall transportation approach promotes better air quality and sustainability as well as energy conservation. Vehicular parking can be minimized with this holistic approach, and bicycle parking maximized.

The proposal works with the natural environment and the topography of the site. Much of the parking will be tucked under the buildings and in structures to assist with minimizing the development's footprint, and the stormwater management will be located in a naturally occurring low portion of the site.

The applicant proposes to comply with the Town's policies and requirement for reduced energy consumption. In addition, locally commissioned art is anticipated to be incorporated at the community gathering spaces.

Storm water run-off from the development will be managed on-site with storm water retention and water quality treatment to be sized to meet all requirements. Storm water elements which are developed as bio-retention or permanent basins will become positive visual features. The proposed storm water facilities will constitute Best Management Practices to ensure that storm water runoff does not negatively impact neighboring properties. These practices will also do double duty as an aesthetic amenity for the residents

This new development will contribute to the strength and the economic prosperity of the Central West area and the larger community. The Town's tax base will be enhanced with sustainable land uses and intensities.



### 3. STATEMENT OF COMPLIANCE WITH DESIGN GUIDELINES

#### Chapel Hill's Design Guidelines

All aspects of this project will be designed to comply with the Town's Design Guidelines. This includes access and circulation, storm water management, landscaping and tree canopy, parking and loading, street lighting, utilities, and solid waste management.

The purpose of the Town's Design Guidelines document "is to assure that new designs remain in continuity with the town's existing design 'successes,' and at the same time inspire exciting and creative additions to the community's blend of distinctive buildings from many eras" (p. 1).

The Chapel Hill Design Guidelines provide categories of town-wide criteria for design. The 1000 Martin Luther King Jr. Blvd. Concept Plan submittal demonstrates compliance with each of the following design criteria as identified below:

#### Chapel Hill General Design Criteria

##### Design Criteria: Livability

Buildings and outdoor spaces should be designed to fit human scale, harmonize with design of streets, and accommodate pedestrian traffic.

#### **1000 Martin Luther King Jr. Blvd. Compliance:**

The 1000 Martin Luther King Jr. Blvd. project will provide human scale design that embraces the traditional grid street layout recommended by the Central West Plan. With the new development, density and intensity is focused on the Town's high intensity BRT at Martin Luther King Jr. Blvd. and then gradually reduces as it transitions to the east. As such, the new buildings and outdoor amenity and community gathering spaces will harmonizes with the new tree lined drives pedestrian-oriented spaces and lively storefronts as well as with the surrounding area. As a transit-friendly, walkable and bike-able development, with sidewalks and trails throughout, the human scale will be emphasized.

Benches and other pedestrian and bicycle amenities will be provided to maximize enjoyment of the outdoor space. The design of the new main access drive from Martin Luther King Jr. Blvd. with a pedestrian focus will slow vehicle speeds and cater to pedestrians and cyclists. The proposed design promotes pedestrian and bicycle activity and safety and encourages easy access to the convenient public transportation/BRT located on Martin Luther King, Jr. Boulevard.

Design Criteria: Visual Impact

New public and private projects should be visually appealing, and compatible with other development in the surrounding area.

**1000 Martin Luther King Jr. Blvd. Compliance:**

The visual impact of this new development will be compatible with its location and with the height guidance of the Central West Small Area Plan. High quality architecture with appropriate transparency will define the character of the development. The proposal will provide new plantings and landscape buffering to the immediately adjacent land uses to the north and east, but in a more urbanistic form along the street frontages.

Because the Martin Luther King, Jr. Blvd. frontage for the proposed development is on the North-South high capacity transit route, and across the street from the University's Carolina North campus, the visual impact on this corridor will be compatible with this transit-oriented nature including a focus on the BRT transit stop as a major connection point. We understand that the Town has plans to undertake a BRT Corridor study, and we look forward to working with those resultant ideas.

Design Criteria: Vegetation

Landscape design concepts should preserve existing trees and incorporate native new trees and shrubbery. The landscape theme should be aesthetically compatible with that of the surrounding neighborhood.

**1000 Martin Luther King Jr. Blvd. Compliance:**

The landscape theme associated with this project will be evocative of the character of the surrounding Central West area. Because of the recent timbering of the property, special attention will be provided to the edges with adjoining properties and to incorporating native trees and shrubbery. The goal is to install plants that will over time lead to a new forested buffer. Compatible tree plantings are proposed along the new, main access drive envisioned by the Central West Plan and other internal drives. Compliance with the Town's tree canopy coverage requirements and parking lot landscaping requirements will ensure a compatible landscape theme for the development.

Design Criteria: Mobility

Land design concepts should provide a network of roads, bicycle paths and lanes, and sidewalks that give strong consideration to the safety of motorists, cyclists, joggers, and walkers.

**1000 Martin Luther King Jr. Blvd. Compliance:**

The new vehicular east-west drive through the project is an important element of the Central West Plan. It will be designed to slow vehicular movement. The layout is intended to enhance pedestrian movement and promote access by bicyclists, and conversely to encourage people to get out of their cars and explore the neighborhood on foot.

Multiple pedestrian and bicycle connections will encourage safe movement throughout the site. This will include pedestrian trails as well as the multi-use path on Estes Drive as called for in the Central West Plan. Connection to the public transportation network will be an important element. This transit oriented and transit supportive development will be a destination for employees and residents choosing alternative modes of transportation.

Design Criteria: Activity Centers

Structures and complexes should enhance community life by use of "destination points" such as arcades, lobbies, and ground-level retail stores, while at the same time providing for safe movement of vehicles and pedestrians.

**1000 Martin Luther King Jr. Blvd. Compliance:**

The development itself will be a “destination point” and will provide an important addition to the activity centers envisioned with the Central West Plan ensuring a mix of land uses in the area. Ground-level retail is proposed close to the North-South Bus Rapid Transit route and will encourage residents and neighbors to meet, both formally and informally. New pedestrian and bicycle connections will provide for safe movement both through and around the site.

Design Criteria: Views

Streets, buildings, and parking lots should enhance the urban environment by providing pleasant vistas and geographic orientations.

**1000 Martin Luther King Jr. Blvd. Compliance:**

The 1000 Martin Luther King Jr. Blvd. Concept Plan is designed to enhance the urban environment with views from both within the new buildings as well as from the surrounding areas. Setbacks, building facades, roof lines, community gathering spaces, and new plantings will be carefully designed for compatibility with the area. New street tree planting, common areas, parking lot landscaping, and the perimeter landscape buffer areas will promote views that are aesthetically pleasing and enhance the urban environment with pleasant vistas.

The 1000 Martin Luther King Jr. Blvd. development will be a welcomed addition to the Central West area blending the intensity anticipated with the University’s Carolina North development and associated with a high intensity transit corridor with the existing surrounding area in accordance with the Central West Plan.



**1000 MLK Jr. Blvd  
Affordable Housing Plan  
February 26, 2019**

The 1000 MLK Blvd project proposes an affordable housing element that addresses particular housing needs within the Town of Chapel Hill (“Town”).

Background

We have met with community members, local consultants, and decision-makers to propose an affordable housing plan that aligns with the Town’s vision. We have gathered that the Town would like affordable rents to be available to low-income residents. The following Affordable Housing Plan incorporates the feedback that we have received.

Affordable Housing Plan

<b>Quantity and Type</b>	<b>Rent as % of AMI</b>
15% of total units	80%-100%

1.) Affordable Rental Units

As a result of the up-zoning request, per local custom, CA will include 15% of the rental units to be rented at an affordable rent which is defined as those households with a gross income of no more than 80-100% of the Area Median Income (“AMI”). We plan to use the Town of Chapel Hill as the “area” for calculation of applicable AMI.

At current standards, the rent for such units would be 30% of the income for a household earning 80-100% of the AMI.

The result will be a mixed-income rental community in which people of all income levels can live in close proximity to one another.

2.) Qualifying Criteria

1000 MLK Blvd’s affordable housing program will be open to residents who qualify for conventional affordable housing. Such residents may be either financially dependent or independent.



### 3.) Affordable Rent Rate Determination

**For FY 2017    Monthly Gross Affordable Rent**

**HUD Median Income for a family of four is    \$73,300**

#### **Annual Income**

Family size	30% AMI	50% AMI	60% AMI	65% AMI	80%AMI
1	\$15,400	\$25,700	\$30,786	\$33,352	\$41,400
2	\$17,600	\$29,350	\$35,184	\$38,116	\$46,950
3	\$20,420	\$33,000	\$39,582	\$42,881	\$52,800
4	\$24,600	\$36,650	\$43,980	\$47,645	\$58,650

#### **Gross Monthly Affordable Rents**

(30% of monthly income)

Family size	30% AMI	50% AMI	60% AMI	65% AMI	80%AMI
1	\$385	\$643	\$770	\$834	\$1,035
2	\$440	\$734	\$880	\$953	\$1,174
3	\$511	\$825	\$990	\$1,072	\$1,320
4	\$615	\$916	\$1,100	\$1,191	\$1,466

\*Water, Sewer, Trash, Cable and Internet will be included in the rental rate.

#### Administration of Program

Current residents who can demonstrate their qualification will be offered first priority for the next lease year. To the extent that there are available units or bedrooms in the affordable housing program for the next lease year, the program will be offered to new prospective residents as part of the normal leasing process.

#### Reporting

1000 MLK Blvd management will provide an annual report each year to the Town of Chapel Hill showing the number of units participating.



# 1000 MARTIN LUTHER KING JR. BLVD.

## CONCEPT PLAN APPLICATION CHAPEL HILL, NORTH CAROLINA

### OWNER:

CANT HOOK PROPERTIES, LLC  
8785 NC 751  
DURHAM, NC 27713  
CONTACT: KATHRYN BOOTH BUTLER

### CLIENT:

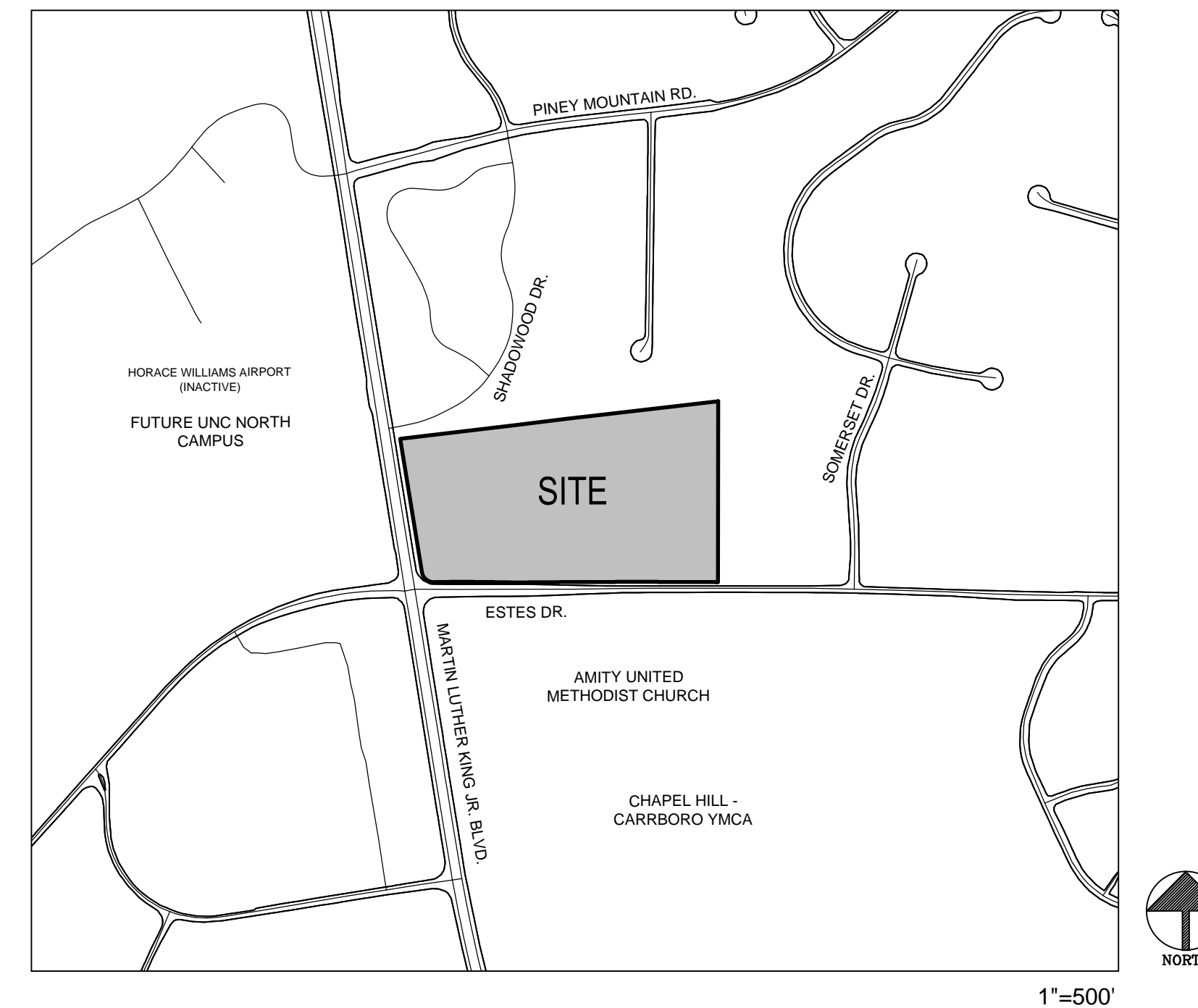
CA VENTURES, LLC  
130 EAST RANDOLPH STREET  
SUITE 2100  
CHICAGO, IL 60601  
(312) 994-1880  
CONTACT: CHRIS JOHNSON

### APPLICANT / CONSULTANTS:

LANDSCAPE ARCHITECT / CIVIL ENGINEER:  
COULTER JEWELL THAMES, PA  
111 WEST MAIN STREET  
DURHAM, NC 27701  
919-682-0368  
CONTACT: DANIEL JEWELL

LAND PLANNER:  
DJT DESIGN, INC.  
817 W. PEACHTREE ST., SUITE 320  
ATLANTA, GA 30308  
855-251-7188  
CONTACT: DANIEL DEROSA

### VICINITY MAP



### LIST OF SHEETS:

C-0	COVER SHEET
C-1	AREA MAP
C-2	EXISTING CONDITIONS PLAN
C-3	CONCEPT PLAN

### PROJECT DATA:

PARCEL:	
ADDRESS	1000 MARTIN LUTHER KING JR. BLVD.
PIN	9789359617
ACREAGE	644,627 SF / 14.8 AC
LAND USE:	
EXISTING	VACANT
PROPOSED	MIXED USE: - RESIDENTIAL (TOWNHOME AND APARTMENTS) - OFFICE - RETAIL
ZONING:	
EXISTING	R-1
PROPOSED	OI-3
ALLOWABLE FAR FOR PROPOSED ZONE:	.566
EXISTING BUILDINGS:	N/A
PROPOSED BUILDINGS:	
TOWNHOMES	95,787 SF (54 UNITS)
APARTMENTS	238,910 SF (230 UNITS)
OFFICE	40,000 SF
RETAIL	36,250 SF
AMENITY	+ 3,000 SF
	= 413,947 SF
VEHICULAR PARKING:	
RECOMMENDED (NO MIN. REQUIRED IN OI-3)	108 - TOWNHOMES (2 PER UNIT) 345 - APARTMENTS (1.5 PER UNIT) 114 - OFFICE (MIN. 1/350 SF, MAX. 1/250 SF) - RETAIL RESTAURANT = MIN. 1/110 SF, MAX. 1/75 SF + 121 - GENERAL = MIN. 1/300 SF, MAX. 1/200 SF = 688 SPACES REQUIRED
PROPOSED	1,127 SPACES
BICYCLE PARKING:	
RECOMMENDED (NO MIN. REQUIRED IN OI-3)	68 - MULTI-FAMILY RESIDENTIAL (61 CLASS I, 7 CLASS II) 36 - OFFICE (29 CLASS I, 7 CLASS II) - RETAIL RESTAURANT + 22 - RETAIL GENERAL (5 CLASS I, 17 CLASS II) = 126 SPACES (95 CLASS I, 31 CLASS II)
PROPOSED	126 SPACES (95 CLASS I, 31 CLASS II)



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Jewell  
Thames PA

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NC BOARD OF EXAMINERS FOR  
ENGINEERS AND SURVEYORS  
LIC # C-1208  
NC BOARD OF LANDSCAPE  
ARCHITECTS LIC # C-104



DESIGN

### Project:

1000  
Martin  
Luther  
King Jr.  
Blvd.

Orange County,  
North Carolina

162

PIN:  
9789359617

PRELIMINARY-DO NOT  
USE FOR CONSTRUCTION

Job Number: 1914

Drawn	DAJ, MTC
Checked	DAJ
Date	02-26-19 CP Submittal 1
Revisions	

concept plan

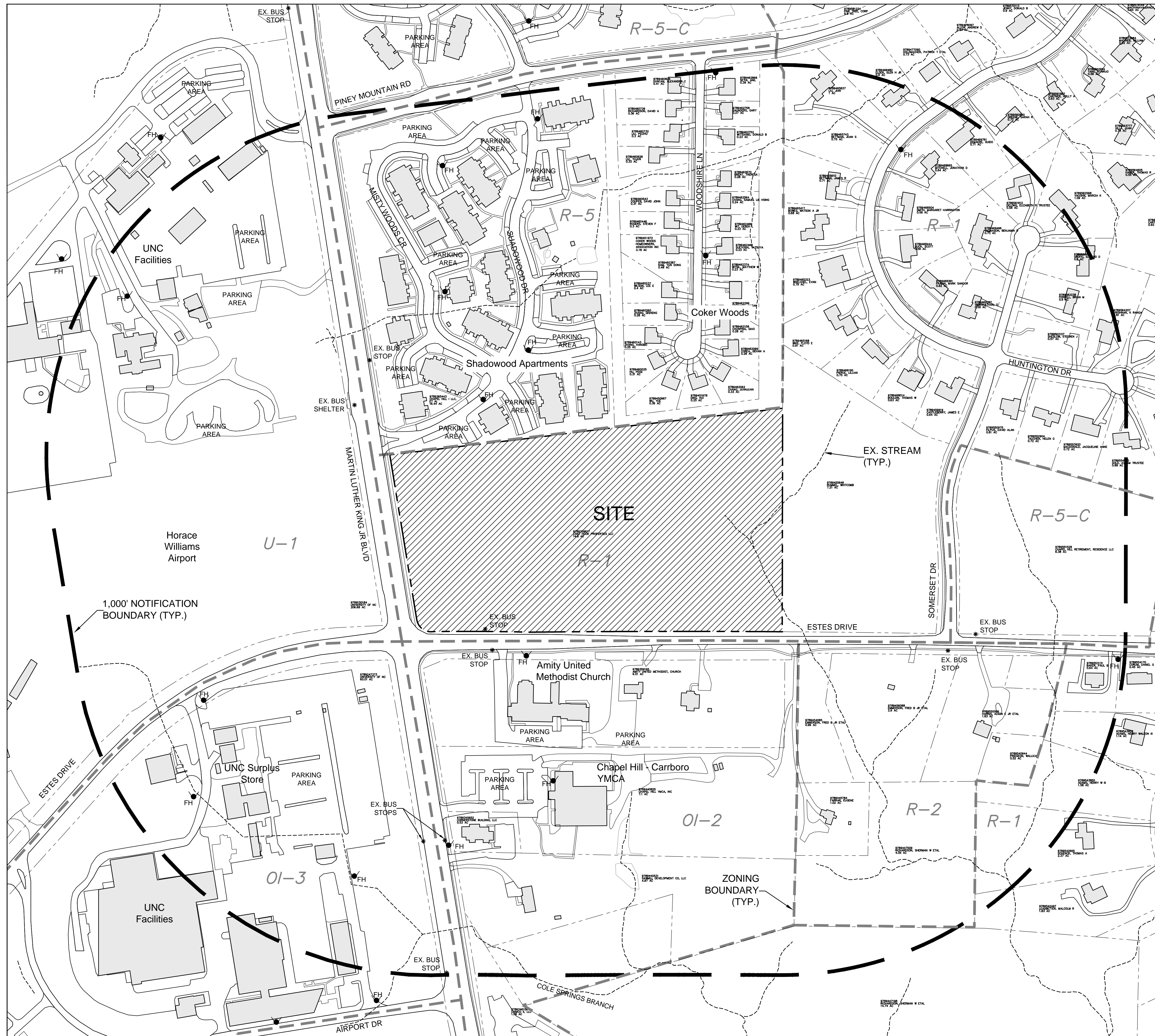
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COVER  
SHEET

Sheet Number

C-0





**LEGEND**

- Water Valve
- Curb Inlet/Catch Basin
- Mail Box
- Traffic Signal Box
- Electric Transformer
- Electric Junction Box
- Gas Meter
- Sanitary Sewer Manhole
- Storm Sewer Manhole
- Telephone Manhole
- Electric Manhole
- Sign
- Telephone Pedestal
- Fire Hydrant
- Post Indicator Valve
- Water Manhole
- Water Meter
- Hot Box
- Utility Pole
- Light Pole
- Sewer Cleanout
- Flared End Section
- Gas Valve
- Existing Iron Pipe (3/4" unless noted)
- 1/2" Iron Pipe Set
- Existing PK Nail
- PK Nail Set
- Computed Point
- Concrete Monument
- Bus Stop / Shelter
- Tree Line
- Fence
- Underground Electric
- Underground Telephone
- Gas Line
- Water Line
- Overhead Utilities
- Storm Sewer
- Sanitary Sewer
- Guard Rail

1  
C-1  
AREA MAP  
1" = 140'-0"



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LIC # C-1208  
NC BOARD OF LANDSCAPE  
ARCHITECTS LIC # C-104



Project:

**1000  
Martin  
Luther  
King Jr.  
Blvd.**

Orange County,  
North Carolina

**163**

PIN:  
9789359617

PRELIMINARY-DO NOT  
USE FOR CONSTRUCTION

Job Number: 1914

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Checked	DAJ
Date	02-26-19 CP Submittal 1
Revisions	

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Sheet title:

**AREA  
MAP**

Sheet Number

**C-1**





**Coulter Jewell Thames RA**

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NC BOARD OF EXAMINERS FOR ENGINEERS AND SURVEYORS LIC # C-1208  
NC BOARD OF LANDSCAPE ARCHITECTS LIC # C-104



Project:

**1000 Martin Luther King Jr. Blvd.**

Orange County, North Carolina

**164**

PIN: 9789359617

PRELIMINARY-DO NOT USE FOR CONSTRUCTION

Job Number: 1914

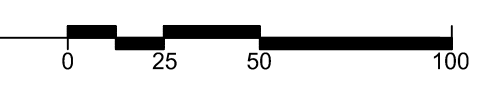
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Date	02-26-19 CP Submittal 1
Revisions	

concept plan

Sheet Title:  
**EXISTING CONDITIONS**

Sheet Number:  
**C-2**

**1**  
C-2  
**EXISTING CONDITIONS**  
1" = 50'-0"



LEGEND	
Water Valve	Utility Pole
Curb Inlet/Catch Basin	Light Pole
Mail Box	Sewer Cleanout
Traffic Signal Box	Flared End Section
Electric Transformer	Gas Valve
Electric Junction Box	Existing Iron Pipe (3/4" unless noted)
Gas Meter	1/2" Iron Pipe Set
Sanitary Sewer Manhole	Existing PK Nail
Storm Sewer Manhole	PK Nail Set
Telephone Manhole	Computed Point
Electric Manhole	Concrete Monument
Sign	Bus Stop / Shelter
Telephone Pedestal	Tree Line
Fire Hydrant	Fence
Post Indicator Valve	Underground Electric
Water Manhole	Underground Telephone
Water Meter	Gas Line
Hot Box	Water Line
	Overhead Utilities
	Storm Sewer
	Sanitary Sewer
	Guard Rail





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NC BOARD OF EXAMINERS FOR  
ENGINEERS AND SURVEYORS  
LIC # C-1209  
NC BOARD OF LANDSCAPE  
ARCHITECTS LIC # C-104



Project:

1000  
Martin  
Luther  
King Jr.  
Blvd.

Orange County,  
North Carolina

165

PIN:  
9789359617

PRELIMINARY-DO NOT  
USE FOR CONSTRUCTION

Job Number: 1914

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Checked	DD
Date	02-26-19 CP Submittal 1
Revisions	

Concept Plan

Sheet Title:

**CONCEPT  
PLAN**

Sheet Number

**C-3**



166  
SUMMARY OF A CONCEPT PLAN REVIEW  
1000 MARTIN LUTHER KING JR. BOULEVARD  
COMMUNITY DESIGN COMMISSION

March 26<sup>th</sup>, 2019

The Community Design Commission conducted a concept plan review for 1000 Martin Luther King Jr. Boulevard on March 26<sup>th</sup>, 2019. The project proposed construction of a mixed-use development including office, retail and residential. Additional surface parking, stormwater controls and amenities were proposed. Key points made by members of the Commission and Public about the concept plan include:

- This site should serve as a significant BRT node along Martin Luther King Jr. Blvd. The site could be a template for what a BRT node could look like.
- High-quality architecture for this site is a must. The intersection of N. Estes Dr. and Martin Luther King Jr. Blvd is one of the most prominent in the Town, and the architecture on this corner should make a gesture to the intersection. The corner building design should make an impact. Some members suggested placing a plaza there.
- Members emphasized the importance of making this location attractive for people to stay and to use public transport.
- Suggest drawing the public into the site with pedestrian gathering spaces along the internal axis (reducing the impact of traffic noise and exhausts while dining outside). There should be more community gathering spaces provided.
- There is an over-abundance of parking spaces provided and the ratio of parking to related uses is too high. Providing 1300 parking spaces cannot work at this intersection.
- Suggest consult the Central West Small Area Plan for proposed street layout and building heights.
- The project access points are too close to the intersection of Martin Luther King Jr. Blvd. and North Estes Drive. The distances for NCDOT approval seem problematic.
- Members split over grid nature of the layout.
- The two large buildings along Martin Luther King Jr. Blvd. need reconsideration. Some members deemed the corner one too high and monolithic. Other members felt the building at the corner might be undersized. The corner may be the more appropriate location for the proposed office building which may provide more opportunity to create a landmark.

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SUMMARY OF A CONCEPT PLAN REVIEW  
1000 MARTIN LUTHER KING JR. BOULEVARD  
COMMUNITY DESIGN COMMISSION

- Members appreciated how the gridded plan feathered out to connect to neighboring sites and greenways or offer opportunities for future connections. Members expressed concern over the mixture of uses, specifically related to the percentages present and potential lack of critical mass for attracting retail.
- Members expressed concern regarding the residential over parking fronting N. Estes Drive and the lack of activation (attractiveness to pedestrians) this set up creates. One suggestion was for live/work town homes. There should be ground level units with entrances facing the street.
- There is insufficient open/green space and amenity space. Consider providing more open spaces clustered between housing, and consider underground parking to provide more open space, as suggested by a citizen.
- Make the project inviting to the senior apartment dwellers to be living nearby on N. Estes Drive.
- The parking decks should be wrapped on all sides. The decks are lower than the structures surrounding the decks; would like examples of how this would look to residents in the upper units.
- Applaud the provision of affordable housing for 80-100% of median but suggest considering affordability below 80% AMI as well.
- Consider green building approaches to emphasize the cutting-edge nature of the development.
- What is the status of the Town road improvements and bicycle path, and how will it be coordinated with this project?
- The Council should consider NC law provisions which allow the Town to deny a building permit, or refuse to approve a formal application for 3 years after timber harvest.
- The reduction in the tree canopy is troublesome, and the applicant should make every effort to provide the community with a well-designed project that also replaces some of the trees.



SUMMARY OF A CONCEPT PLAN REVIEW  
1000 MARTIN LUTHER KING JR. BOULEVARD  
COMMUNITY DESIGN COMMISSION

- Three citizens spoke and expressed concern over traffic impacts along Martin Luther King and N. Estes Drive, the proposed density at a very difficult intersection, stormwater controls, and the lack of diversity in the plan; suggestions were made concerning the desirability of green rooftops, the design of amenity spaces between housing units, and using underground parking to create more green space.
- A citizen group spoke out in support of the project including its connection to adjacent communities and its consistency w/ the small area plan.

