Meeting the Need:

A Strategy for Where and How to Build Complete Communities

TOWN OF CHAPEL HILL Town Council Meeting

Wednesday, September 28, 2022









Six Phases over Five Months



Principles of Placemaking Elements of Complete Communities for Chapel Hill

ACTIVE TRANSPORTATION OPTIONS

ACCESS TO PARKS AND GREEN SPACE

NEW AFFORDABLE HOUSING MODELS

HOUSING DIVERSITY (ADUs, LANEWAY HOMES, MULTIPLEXES)
IN EXISTING NEIGHBORHOODS

ACCESS TO HOME OWNERSHIP FOR EQUITY-SEEKING GROUPS

LIVE/WORK NEIGHBORHOODS

DAYCARES, SCHOOLS AND COMMUNITY CENTERS

FOOD / MARKETS

CULTURAL & SOCIAL EVENTS LINKED TO INDUSTRIES

EDUCATION & TRAINING

RESEARCH & DEVELOPMENT

SERVICES TO SUPPORT INNOVATION & ENTREPRENEURIALISM

LOCAL INDEPENDENT RETAILERS

SOCIAL INNOVATION/NON-PROFIT INCUBATORS

POLICIES TO DRIVE LIVE/WORK SPACES IN

NEW HOUSING FORMS

INDOOR AND OUTDOOR RECREATION, FITNESS
AND PLAY FACILITIES



YOUR STORY

MATURE TREE CANOPY

BUILT HERITAGE

NATURAL LANDSCAPES, WATERWAYS, FEATURES

CULTURAL DIVERSITY AND SKILLED/EDUCATED WORKFORCE

OPPORTUNITY TO ADD DENSITY & CREATE CRITICAL MASS

EXISTING GREENWAYS

UNC PRESENCE

WILLINGNESS TO INNOVATE

FRIENDLY TO CHILDREN AND SENIORS

MITIGATE CLIMATE RISKS: GREEN INFRASTRUCTURE

WALKABLE

HUMAN-SCALE

ORIENTED TO ACTIVE TRANSPORTATION AND TRANSIT

IDENTIFIABLE & DISTINCT

EVERYWHERE TO EVERYWHERE GREENWAYS

WATERSHEDS AS PEDESTRIAN AND CYCLING CONNECTORS

Capacity Analysis - Rod Stevens

Pilot Project Evaluative Criteria

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

Long List of **Potential Pilot Project Ideas**

New Community Recreation Infrastructure

e.g. Splash Pad, Skateboard Park

New active transportation connections

• e.g. Bike lanes, greenways, approval of a municipal bond

New Development Approval Processes

e.g. Expedited approvals, MOU on specific project



Supporting Analysis that is Required To Implement the Complete Communities Framework

#	# Requirement	Opportunity/Implications
1	Protected Natural Areas Plan (includir waterways and flood plains)	Development applications will be required to confirm to an existing, known, council approved Natural Areas Plan
2	Everywhere to Everywhere Greenway	Plan Need to either update the Mobility Plan or create a Greenways Plan that supersedes the Greenway Plan
3	Integrate Complete Communities Framework into the LUMO	Review is currently underway by Orion; integrate implications of the CCS into the LUMO
4	Integrate Complete Communities Framework into the FLUM	Generate alignment between the capacity analysis recommendations and the FLUM
5	Advance new affordable housing mos such as Rent-To-Own	dels, Critical to delivering on the objective of increasing homeownership among historically marginalized populations
6	Community Infrastructure Strategic P	Necessary to reduce the cost of infrastructure delivery, and build trust with the development community
7	Complete Community Checklist for Development Review Process	Recommended to be brought forward to the Planning Systems Evaluation

What comes next?

Consultation

- Ongoing stakeholder interviews
- Focus Groups: 1) Environmental, 2) Developers, 3) UNC/UNC Health
- Second Community Leader Meeting to consider Pilot Projects

Content Development

- Refinement of the capacity analysis based on your feedback
- Refinement of the long list of potential pilot projects
- Matrix: Pilot project evaluative criteria and short list of pilot projects
- Pilot Project Recommendation
- Supporting Analysis recommendation



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