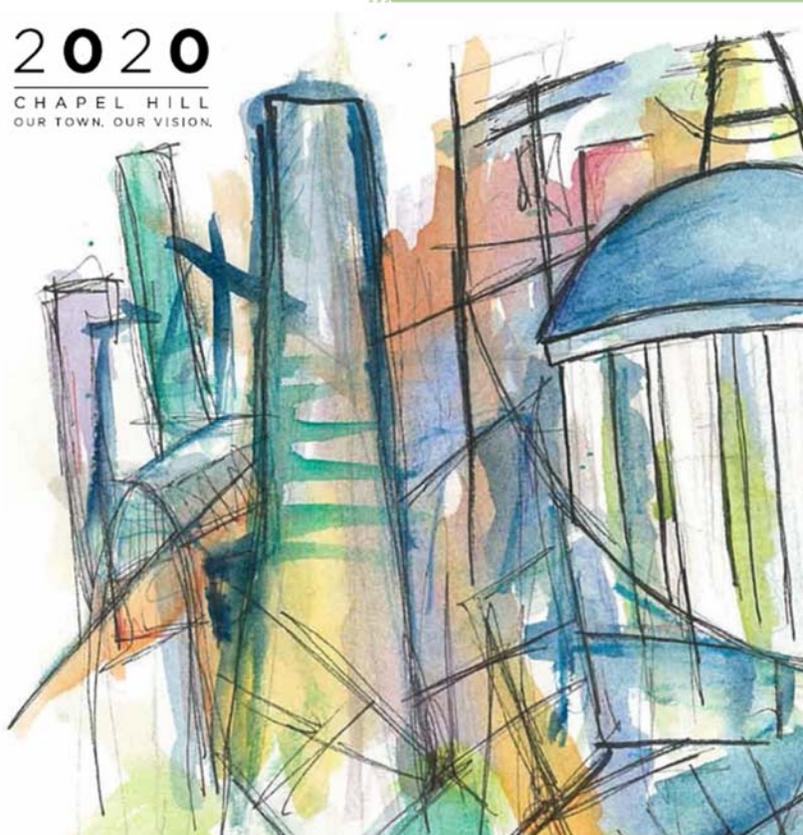


Future Land Use Map Refinement Project Handbook



Alisa Duffey Rogers
adrogers@townofchapelhill.org

Contents

Introduction	2
LUMO Rewrite Project Charter	2
Phase One: Future Land Use Map (FLUM) Refinement	3
FLUM Refinement Process	3
FLUM Refinement Project Schedule	4
FLUM Refinement Community & Engagement	4
FLUM Refinement Key Project Dates (Tentative)	5
FLUM Refinement – Roles & Responsibilities	6

Introduction

In April 2017, the Chapel Hill Town Council initiated a project to rewrite the Town’s Land Use Management Ordinance (LUMO) so that users have a better tool for planning, managing, and executing the community’s vision for growth and development (i.e., “to protect what the community loves, and add what it needs”).

Land Use Management Ordinance (LUMO) Rewrite Project Charter

On November 29, 2017, the Town Council adopted a project charter for the Land Use Management Ordinance Rewrite Project that includes sets the timeline, cost, and goals of the Project. One such goal is to improve the tools for planning and managing growth and development in order to implement the community’s vision, values, and policy goals. The rewrite process will improve the Land Use Management Ordinance and associated land use tools and processes so that they are more predictable, functional, and intentional.

- **Predictable**: Land use tools create predictable review processes in which participants understand their ability and scope to influence the outcome of the process.
- **Functional**: Land use tools are comprehensive, internally consistent, organized and clearly communicate rules, regulations and standards.
- **Intentional**: Land use tools implement the community’s vision, values and policy goals.

Deliverables for the Project

The Land Use Management Ordinance Rewrite Project deliverables will include:

- Future Land Use Map Refinement
- Rewritten Land Use Management Ordinance
- Options for Updating the Zoning Map

Project Phases	<i>Start date</i>	<i>End date</i>	<i>Total time</i>
Project Initiation	June 2017	August 2017	3 months
Project Plan	June 2017	October 2017	5 months
Project Execution			
Refine future land use map	January 2018	October 2018	10 months
Rewrite land use regulations	January 2019	January 2021	24 months
<i>Consider changes to zoning map*</i>			
Project Close Out	January 2021	February 2021	2 months

Timeline: June 2017 to February 2021

*Timeline for rewriting land use regulations includes time for considering changes to the zoning map.

Project Budget

Resource type	Estimated cost
Staff, professional consulting and engagement	\$830,000

Phase One: Future Land Use Map (FLUM) Refinement

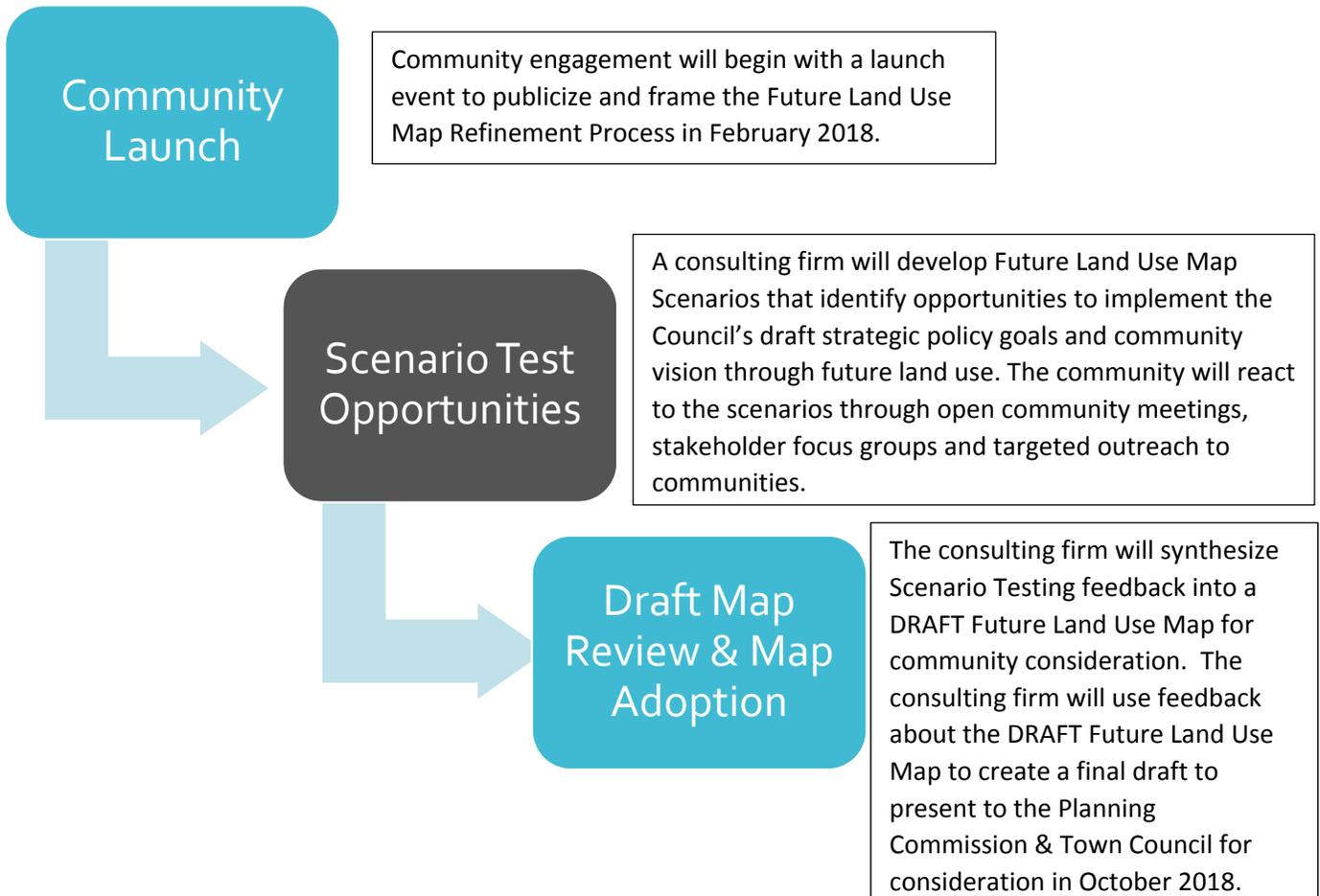
The first component of the LUMO Rewrite Project will refine the Town’s Future Land Use Map. A Future Land Use Map (called the Land Use Plan in Chapel Hill 2020) is:

- A component of the Comprehensive Plan (Chapel Hill 2020)
- A compass for future growth management
- A tool to implement community vision
- Designates broad land use types (residential, commercial, industrial, recreational etc.)

The Town is beginning the Land Use Management Ordinance Rewrite (LUMO) Project with the refinement of the Future Land Use Map (FLUM) in order to:

- Clarify what will NOT change about the Town’s built environment;
- Refine Chapel Hill 2020 Land Use Plan; and,
- Affirm community vision and goals that can be used in LUMO Rewrite.

Future Land Use Map Refinement Process



FLUM Refinement Project Schedule

Community Launch – February 13, 2018

Scenario Testing – March through April 2018

Draft Map Consideration – May through June 2018

Future Land Use Map Adoption – September through October 2018

FLUM Refinement Community Outreach and Engagement

In order to achieve a successful outcome, open, inclusive, and accessible planning activities throughout the Town will be undertaken to provide ample opportunity for public participation.

The selected approach is a balanced Community Outreach and Engagement Strategy which will include community meetings at different stages of the project and at strategic locations. In addition to community meetings, stakeholder focus groups will be conducted as well as regular consultation with the development review boards and commissions.

The outreach strategy will also rely upon a range of on-demand outlets for electronic participation via web-based techniques (e.g. web surveys and webpage comment boards).

As noted above, the community engagement process will use a combination of outreach techniques and platforms. This multifaceted approach recognizes that conventional public input meetings are no longer the only or the best way to encourage participation and additional approaches can offer greater convenience and accessibility.

To this end, **targeted outreach** will be a focus of the Outreach and Engagement efforts. The goal of this **targeted outreach** will be to ensure authentic participation so that the planning process for the refinement of the Future Land Use Map actively involves **all segments** of the community in evaluating alternatives and developing the Town's Future Land Use Map.

FLUM Refinement Key Project Dates (Tentative)

Date	Project Milestone	Joint Meeting of Development Review Boards & Commissions	Planning Commission	Council Meeting	Community Meeting
2/12/2018	Project Website goes live				
2/15/2018	Community Launch*				X
2/22/2018	Presentation of Preliminary Analysis*	X	X		
3/7/2018	Update Council on FLUM Project			X	
3/11-13/2018	3-Day Blitz to Test Scenarios*				X
3/20/2018	Review Scenarios	X	X		
4/11/2018	Consultant Review Scenarios*			X	
5/15/2018	Review DRAFT FLUM*	X	X		
5/23/2018	Review DRAFT FLUM*				X
6/19/2018	Consultant Presents draft FLUM*		X		
6/27/2018	Consultant Presents draft FLUM*			X	
9/4* & 18/2018	FLUM Adoption Consideration		X		
10/2018	FLUM Adoption Consideration*			X	

*Consultant Present

FLUM Refinement (the Project) - Roles and Responsibilities

1. **Town Council** – The Land Use Management Ordinance states that the Town Council shall adopt and maintain a comprehensive plan for Chapel Hill as well as approve, modify, or reject any amendments to the Comprehensive Plan. The Future Land Use Map (FLUM) refinement will be an amendment to Chapel Hill 2020 and will require Council approval.

2. **Planning Commission** – Article 4, Section 2 of the Land Use Management Ordinance charges the Planning Commission with preparing amendments to the Town’s comprehensive plan with assistance from the Town Manager. As such, the Planning Commission is required to provide a formal recommendation to the Town Council about the Future Land Use Map refinement.
 - Sub-Committees
 - FLUM Champions – Review content from Staff & the Consultant including Consultant work products & meeting materials
 - Outreach – Review outreach plans/engagement & methods to reach targeted groups

3. **Development Review Boards and Commissions** – The Council appoints various citizen boards and commissions to act in an advisory capacity to the Council as it creates policies, ordinances, and procedures. The Development Review Boards and Commissions will provide input to the project staff, project consultant, the Planning Commission, and the Town Council.

4. **Town Staff** –
 - a. **Project Manager** – The Project Manager is responsible for planning, execution, and completion of the LUMO Rewrite Project including refining the Future Land Use Map. This position will lead the FLUM refinement teams to establish and communicate clear and obtainable objectives. The Project Manager is required to provide regular communication to staff, the Council, and the community regarding the status of the project. In addition, the Project Manager will oversee the administrative and logistical aspects of the Project, including managing the consultant, as well as the cost, time, scope, and quality of the Project.
 - b. **LUMO Rewrite Project Team** – The LUMO Rewrite Project Team will provide overall direction on the project and will serve as a sounding board.

- c. **Implementation Team** – The Implementation Team will be the “doers.” This Team will be responsible for implementing all public activities associated with developing the refined FLUM.
 - d. **Strategic Team** – The Strategic Team includes the project sponsors and will be focused on the systemic connections of the Project. This Team will provide policy guidance and maintain the link between the FLUM and the Council’s Strategic Planning Process.
 - e. **Communication Team** – The Communication Team will provide on-going oversight and content of the Communication Plan.
 - f. **Specialists** – This group will be comprised of staff with particular technical specialties or staff assignments that may be needed to assist with the Project.
5. **Project Consultant** – The project consultant will be responsible for on-line engagement as well as executing the initial analysis, creating the draft scenarios, and preparing the draft/final Future Land Use Map utilizing public input, staff feedback, and best practices.