



# TOWN OF CHAPEL HILL

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

## Legislation Details (With Text)

**File #:** [19-0961] **Version:** 1 **Name:**  
**Type:** Discussion Item **Status:** Agenda Ready  
**File created:** 10/30/2019 **In control:** Town Council  
**On agenda:** 11/18/2019 **Final action:**  
**Title:** Discuss Prescriptive Nature of the Draft Focus Area Maps & Principles.  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** 1. Draft Staff Presentation, 2. Example of Some Flexibility with all components, 3. Options for Less Prescriptive Focus Area Maps & Principles, 4. Draft Focus Area Maps & Principles, 5. Example of Most Flexible Option, 6. Examples of Height Maps, 7. Executive Summary, 8. Staff Presentation, 9. Central Questions Regarding Prescriptive Nature of the Draft Focus Area Maps & Principles

Date	Ver.	Action By	Action	Result
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### Discuss Prescriptive Nature of the Draft Focus Area Maps & Principles.

**Staff:**

Alisa Duffey Rogers, LUMO Project Manager  
Judy Johnson, Interim Director

**Department:**

Planning

**Overview:** In September 2019, staff engaged with the community on the draft Focus Area Maps and Principles (dated September 5, 2019). During these engagement opportunities, staff received input from various stakeholders that the draft was too specific and would not be flexible enough to accommodate the changing nature of land uses. Specifically, staff received comments that the Character Types should be less prescriptive. (The Focus Area Maps and Principles make use of "character types" that broadly describe the land use, character, intensity, and form of future development intended for each Focus Area. The character types do not apply in locations outside of the Focus Areas.)

This concern highlights the inherent tension between flexibility and certainty. More tightly defined Character Types, which are precisely mapped, seem to provide more certainty while less rigid Character Types may give the flexibility necessary to better accommodate whatever land uses may arise in the next thirty years. Given the thirty-year time horizon for this Future Land Use Map, Council authorized an examination of the draft Focus Area Map and Principles on [October 2, 2019](https://chapelhill.legistar.com/LegislationDetail.aspx?ID=4148988&GUID=CEFDBA84-55F1-49EE-B587-9F41361B59E5) [<https://chapelhill.legistar.com/LegislationDetail.aspx?ID=4148988&GUID=CEFDBA84-55F1-49EE-B587-9F41361B59E5>](https://chapelhill.legistar.com/LegislationDetail.aspx?ID=4148988&GUID=CEFDBA84-55F1-49EE-B587-9F41361B59E5).

**Recommendation:** That the Council discuss and provide feedback on the prescriptive nature of the Draft Focus Area Maps and Principles.

**Decision Points:**

- Should the Character Types be mapped in specific locations?
- Should Character Type and height be mapped separately?
- Utilize revised nomenclature and descriptions for Character Types or retain existing Character

Types?

**Fiscal Impact/Resources:** If an additional draft of the Focus Area Maps and Principles is necessary, the existing contract will need to be amended to cover this extra cost. There are sufficient funds in the LUMO Rewrite Project budget to fund this additional draft, but funds would have to be repurposed to cover this expense. This additional draft could cost approximately \$10,000 - \$20,000 depending on the extent of the revisions.



**Attachments:**

- Draft Staff Presentation
- Example Materials for Some Flexibility Option with all Components
- Options for Less Prescriptive Focus Area Maps & Principles
- Draft Focus Area Maps & Principles (dated September 5, 2019)
- Example of Most Flexible Option
- Examples of Height Maps
- Executive Summary

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

PRESENTER: Alisa Duffey Rogers, LUMO Project Manager

The purpose of this item is for Council to discuss and provide feedback on the prescriptive nature of the Draft Focus Area Maps and Principles.