

Good Places New Spaces (GPNS) – Goals indexed to draft document 2-7-2012

	Goal	Why (objective)	How (strategy)
GPNS.1.0	GPNS.1.0 Support the Rural Buffer, acknowledging its impacts on the nature of the town, such as forcing higher density development within the Town.	GPNS.1.1 TBD	GPNS.1.2 We should evaluate and reexamine the Rural Buffer in light of other goals of the 2020 Plan for the town taking into consideration changing population demographics and other needs. Possible exceptions to the RB could be park and ride, or train corridors and stations, neither of which require extension of town water/sewer services.
GPNS.2.0	GPNS.2.0 Make downtown CH a vibrant, diverse, pedestrian-friendly area.	GPNS.2.1 Build on what's working and stabilize those values.	GPNS.2.2 In order to redevelop the downtown, we need more Rosemary Street incentives and more cross-streets. We need to thoroughly review and adopt relevant parts of the consultant study for downtown redevelopment. Additionally, we need to provide more/better activity centers and shopping, restaurant opportunities for a variety of age groups throughout Chapel Hill. Generate a clear vision and guidance regarding building height downtown and along transportation corridors Be creative in our design.
GPNS.3.0	GPNS.3.0 A development code that gives us more certainty than the development we get will be what was worked out in the plan.	GPNS.3.1 This will provide a less capricious process for all.	GPNS.3.2 TBD
GPNS.4.0	GPNS.4.0 Promote UNC; Entrepreneurship should be environmentally and transport friendly.	GPNS.4.1 [provide a] Range of housing options for all income levels, Integrated, Barrier free, Accessible and Open the community	GPNS.4.2 Small area plan for areas surrounding CN Should be catalyst for enhanced opportunities (i.e. educational, commercial, & residential development Property tax neutral
GPNS.5.0	GPNS.5.0 TBD – Affordable housing	GPNS.5.1 [provide housing for the community, including] Students, Elderly, Low Income. Encourage socio-economic	GPNS.5.2 Financially support the affordable housing strategy. Promote a range of housing options: rental, owner-occ, use of existing. Financially support affordable housing partners



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		diversity through affordable housing.	Lower/maintain tax rate.
GPNS.6.0	GPNS.6.0 TBD – Existing Neighborhoods	GPNS.6.1 Preserve history. Maintain character.	GPNS.6.2 Assist seniors with gaining in place and renovation of properties. Encourage connectivity with alternative transportation. Promote rental housing in all neighborhoods. Re-evaluate the application of Neighborhood Conservation Districts (NCD's).
GPNS.7.0	GPNS.7.0 Actively welcome, plan for, recruit, nurture, and retain, new ideas and entrepreneurial activity with supporting infrastructure and services.	GPNS.7.1 TBD	GPNS.7.2 Providing for clustered incubator space, a regulatory strategy, entrepreneurial zones, high-speed, access and financial support.
GPNS.8.0	GPNS.8.0 Recognize outdoor space as a valuable community asset for connectivity, healthy living, growing the economy, and creating a sense of community (i.e. community sustainability).	GPNS.8.1 TBD	GPNS.8.2 Plan for spaces that create destinations for residents and visitors; provide fixed community spaces for gathering, mobile gathering spaces, music, and food trucks.
GPNS.9.0	GPNS.9.0 Land use, form, density and sustainability are all critical to maintaining the character of Chapel Hill.	GPNS.9.1 There are different visions of appropriate urban form for Chapel Hill and our task is to recognize and appropriately accommodate diverse forms	GPNS.9.2 By developing district codes for different areas of town.



A Place for Everyone (PFE) – Goals indexed to draft document 2-7-2012

	Goal	Why (objective)	How (strategy)
PFE.1.0	<p>PFE.1.0 Revised Public Spaces Goal – Family friendly, accessible exterior and interior spaces located throughout CH that encourage a healthy life style, provide for recreation and leisure, and protect the environment (Parks, Greenways, squares, facilities, urban gathering spaces near commercial zones) attractively designed to provide for a variety of activities.</p>	<p>PFE.1.1 Why – So people from different cultures, ages and economic groups can interact and learn from each other.</p> <p>A place for everyone to go for leisure and to gather to provide a better quality of life. promoting healthier lifestyle added to the quality of life for all ages. They also recognized a monetary benefit (lower personal and community health costs. Reducing the carbon foot print and protecting the environment were other reasons for having a goal for healthy lifestyles.</p> <p>Need for protection of greenways and parks Connect the community together</p>	<p>PFE.1.2 A dedicated facility for youth gathering and activities</p> <p>Outdoor green spaces for multiple uses</p> <p>Make better use of what we have</p> <p>Seek partnerships</p> <p>Address parking issues and transportation issues so that facilities and green spaces are more accessible.</p> <p>The “whys” and “hows” for environment, healthy lifestyle and recreation are incorporated.</p> <p>-</p> <p>Expand the greenway system to provide better connectivity around town thus promoting alternative forms of transportation other than cars</p> <p>Expand and reconfigure bike lanes away from traffic</p> <p>Expand awareness and information about current means of achieving a healthy lifestyle (programs, initiatives, etc.</p> <p>Create community wide initiatives (citizen led) that promote healthy lifestyles, e.g. Michelle Obama’s Challenge to the Council of Mayors on obesity</p> <p>Expand the community garden program and promote more locavore and organic food facilities</p> <p>Create facilities where recreation, leisure and the arts can all be accessed</p> <p>Partner with UNC to create health fairs and with the school system to bring about cultural changes in eating habits</p> <p>Create places of vibrancy where people gather and feel safe</p>



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			<p>Incorporate fruit trees into the Town's landscaping plan</p> <p>Current parks and greenways are great, but safety in those space is an issue (lighting, safety patrol)</p> <p>Neighborhood parks and play grounds</p>
PFE.2.0	<p>PFE.2.0 Through a sharing of resources (UNC, municipalities, County, etc.) provide venues, a facility, programs, events, and places for artists to exhibit, work, and live to encourage creative citizens, and support diversity and economic vibrancy. Use Public art and community design, as well as the above, to brand Chapel Hill as a Creative place to work, live and play.</p>	<p>PFE.2.1 Nurture creative thinking and attract/retain creative people (multiple people said this is different ways)</p> <p>Celebrate diversity</p> <p>Encourage dialog and conversation</p> <p>Facilitate economic development and cultural tourism</p> <p>Arts enrich lives</p> <p>Make the community more inviting and livable</p> <p>Use the arts as a tool to address social and community challenges and issues</p> <p>Provide support for local artists and other creatives</p>	<p>PFE.2.2 A dedicated facility for the arts (exhibit, performance and practice, classroom space)</p> <p>Create sources of funding Create opportunities for housing and spaces for artists</p> <p>Better collaboration with UNC and others</p> <p>Build momentum on what exists</p> <p>Develop more entertainment options</p> <p>Better publicity and agency collaboration</p> <p>Use arts to address social issues</p> <p>Create cultural arts program that celebrates community diversity</p> <p>Integrate public art into the fabric of the community</p>
PFE.3.0	<p>PFE.3.0 Available housing for a variety of economic levels so that all citizens who wish can live and work in Chapel Hill.</p>	<p>PFE.3.1 Keep those educated here, living here prevent brain drain)</p> <p>There is a diversity of income, there should be a diversity of housing opportunities</p> <p>Encourages businesses and economic vibrancy</p> <p>Leads to a higher quality of services</p> <p>Housing diversity leads to a better quality of life</p>	<p>PFE.3.2 Make affordable housing info available to students and graduates</p> <p>Increase percent requirements for new development</p> <p>Address have and have nots through land ordinances and design, etc.</p> <p>Provide workforce housing</p> <p>Affordable housing should be built to be environmentally sustainable (weatherization, fire suppression,</p>



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		<p>More resilient and adds to tax base</p> <p>Need to address the haves and have nots</p>	<p>etc.). Public transportation needs to be made available through accessible locations and accessible scheduling.</p>
<p>See GA & PFE.3.0</p>	<p>Goal to be transferred to transportation with notation related to transportation embedded in remaining goals</p>	<p>Create a more healthier citizenry</p> <p>Reduces carbon foot print and protects the environment</p>	<p>Connect greenways to Town and UNC destinations</p> <p>Increase safe bike lanes on streets</p> <p>Promote those alternatives including electric cars</p> <p>Address parking and bus scheduling issues</p>
<p>PFE.4.0</p>	<p>PFE.4.0 The diversity goal was not well defined like the other goals, but the words inclusivity, vibrancy, accessibility and opportunity were placed on the big paper. (This goal should be worked on to create a goal statement in the coming meetings).</p>	<p>PFE.4.1 TBD</p>	<p>PFE.4.2 Actively recruit a diversity of people to serve on boards and commissions and to be involved in town planning processes.</p>



Nurturing Our Community (NOC) – Goals indexed to draft document 2-7-2012

	Goal	Why (Objective)	How (Strategy)
NOC.1.0	NOC.1.0 Reduce and dispose of community's our own solid waste	NOC.1.1 Work with partners to determine how community can manage its waste	NOC.1.2 1)implement a waste to energy system, 2)continue progress on recycling goals, encourage citizens to minimize the production of waste materials through pay as you throw and education
NOC.2.0	NOC.2.0 Maintain and improve water quality	NOC.2.1 TBD	NOC.2.2 Conserve land near streams (include forested buffers), 2) plan for functional habitat systems and combat invasive species; 3) implement strict stormwater reduction regulations and incentives, 4) monitor water quality, and 5) implement storm water measures to address and manage current and future problems; 6) showcase yard programs that practice good watershed practices
NOC.3.0	NOC.3.0 Protect, acquire and maintain natural spaces green spaces for parks, greenways, entranceways,	NOC.3.1 in order to protect wildlife corridors and to provide recreation and connections to schools	NOC.3.2 1) Develop wildlife area map (OC Natural Inventory); 2) Develop a physical and fiscal plan
NOC.4.0	NOC.4.0 Maintain a review process that is fair, transparent and encourages a sustainable process outcome	NOC.4.1 Focus on sustainable outcomes	NOC.4.2 1) Integrate environmental protection measures into development review; 2) Include impacts on neighborhood; 3) Ensure that administrative rules (which by-pass development review) meet minimum standards and include an appeals process; 4) Evaluate all projects through a



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			"sustainability filter"
NOC.5.0	NOC.5.0 Raise community awareness for the benefits of resource protection	NOC.5.1 TBD	NOC.5.2 1) offer incentives for green buildings with town as example, 2) measures during development review that will reduce heat island effects, 3) green space preservation, 4) and other actions that reduce greenhouse gas production.
NOC.6.0	NOC.6.0 Develop local measures to address climate change and lower our carbon footprint	NOC.6.1 TBD	NOC.6.2 1) offer incentives for green buildings with town as example, 2) [__?__] measures during development review that will reduce heat island effects, 3) green space preservation, 4) and other actions that reduce greenhouse gas production.
NOC.7.0	NOC.7.0 Nurture sustainable agriculture and local food production.	NOC.7.1	NOC.7.2 1) education through farmer's markets, demonstrations backyard and community gardens; 2) technical: programs for local food in schools
NOC.8.0	NOC.8.0 Preserve and Protect the Rural Buffer	NOC.8.1 TBD	NOC.8.2 TBD
NOC.9.0	NOC.9.0 Grow within the limits of our resources, including water supply, transit and air quality capacity (suggested goal, not discussed)	NOC.9.1 TBD	NOC.9.2 TBD



Town and Gown Collaboration (TG&C) – Goals indexed to draft document 2-7-2012

	Goal	Why (objective)	How (strategy)
TG&C.1.0	TG&C.1.0 Take full advantage of ideas and resources of our world-class University and to create a diverse economy locally, regionally, and globally.	TG&C.1.1 Provide jobs and capture revenue. Enhance Town services. Conserves resources.	TG&C.1.2 TBD
TG&C.2.0	TG&C .2.0 Create access to the arts, culture, and intellectual pursuits.	TG&C .2.1 Easy public access Public safety	TG&C.2.2 TBD
TG&C.3.0	TG&C .3.0 The University, Health Care system, and Town will development property and help each other to manage development in ways that respect history, traditions, and the environment while fostering revitalization and innovation.	TG&C.3.1 TBD	TG&C.3.2 TBD
TG&C.4.0	TG&C .4.0 Improve access for all citizens to health care centers, public services and active lifestyle opportunities.	TG&C .4.1 Active lifestyle Public safety	TG&C.4.2 TBD



Getting Around (GA) – Goals indexed to draft document 2-7-2012

	Goal	Why (Objective)	How (Strategy)
GA.1.0	GA.1.0 Provide a high quality, holistic transportation system that encourages the use of all modes of transportation	GA.1.1 The current system is not sustainable (requires too much parking, services, roads, etc.); reduces congestion; makes it easy for people to get around and increases mobility; supports an active and healthy lifestyle; for environmental and sustainability reasons; better accommodates growth; reduces the need for fuel consumption	GA.1.2 Have more user-fees; have more creative ways of raising revenue; identify initial projects that are easier to achieve, such as connectors; ask for input from front-line workers (bus drivers, users) regarding what needs to be addressed first
GA.2.0 – merged with 3.0	GA.3.0 Connect neighborhoods with greenways and sidewalks that also access businesses and schools	GA.3.1 Makes travel safe and easy; promotes active lifestyles; provides access to business and schools; enables bicyclists of all skills levels to cycle; pulls non-motorized vehicles off the street	GA.3.2 Create greenways that connect places and are not only for recreation; Have better connections between existing residential street networks
GA.3.0	GA.3.0 Connect neighborhoods with greenways and sidewalks	GA.3.1 Makes travel safe and easy; promotes active lifestyles; provides access to business and schools; enables bicyclists of all skills levels to cycle; pulls non-motorized vehicles off the street; expands the ability for our community to get to nearby places and to meet their needs	GA.3.2 Create transportation systems that are convenient and easy to use; provide a high-quality level of service
GA.4.0	GA.4.0 Connect to a comprehensive regional transit network	GA.4.1 Partnerships can save money; Chapel Hill is in a regional economy and people from around the Triangle need access to work, recreational and health centers	GA.4.2 Provide well-lit, attractive, and patrolled hubs; have hubs that support multiple modes of transportation through providing bike racks and other amenities; create more efficient bus routes
GA.5.0	GA.5.0 Make an adaptable transportation network to support both dense and suburban development	GA.5.1 Contributes to an environmentally sustainable community	GA.5.2 Coordinate with zoning; include holistic transportation plans in zoning requirements
GA.6.0	GA.6.0	GA.6.1	GA.6.2



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	Connect neighborhoods to businesses and schools	Makes travel safe and easy; promotes active lifestyles; expands the ability for our community to access nearby places and to meet their needs; allows access for all students to schools and activities	Build connectors between existing (isolated) residential street systems (bicycle and pedestrian only)
GA.7.0	GA.7.0 Provide everybody access to all our community offers	GA.7.1 Promotes social justice by allowing access for all members of the community to get to businesses, activities, etc.	GA.7.2 Develop holistic plan and incorporate in zoning and budget plans



Community Prosperity & Engagement (CPE) – Goals indexed to draft document

2-7-2012

	Goal	Why (Objective)	How (Strategy)
CPE.1.0	CPE.1.0 Balance & sustain finances	CPE.1.1 We do not have unlimited resources; need to save money, be more efficient, more self-sufficient; reduce reliance on residential property taxes because it disproportionately impacts young people and seniors, decreases affordability of housing and reduces desirability of living in Chapel Hill; we need to afford our current services and provide additional services in a fiscally constrained future	CPE.1.2 Increase revenues by: rezoning to support changes in tax base and housing stock, expanding or using the rural buffer, adding warehousing/industrial zoning; build up/encourage vertical integration if there is not enough horizontal space Decrease expenses by: finding ways to make our government and planning infrastructure more efficient; maximizing our use of resources; partnering with Carrboro and others
CPE.2.0	CPE.2.0 Foster success of local business	CPE.2.1 sustainability; provides basic needs for residents; provides job diversity and higher-paying jobs; retains a creative youthful population; if local businesses fail, greater leakage will occur out of Chapel Hill; more prosperous business means less reliance on residential property tax; Town must protect UNC and UNC hospitals employees over 20,000 and is a precious resource that must be sustained & protected since it (students) help drive the local economy	CPE.2.2 Foster success of current business with: better signage; address perceived shortage of parking; make businesses more accessible (bike, walkable, train stop); encourage existing businesses to reconfigure existing parking (e.g. Whole Foods); attract more tourists; identify funding; stay in touch/aware of changing needs; help them connect with new commercial development and space; enhance what we have Attract new business: make start-up easier; offer low-interest revolving loans; offer tax credits/incentives to new businesses & community oriented developer; allow/encourage lower cost construction to more affordable commercial/individual space Build on what we have (reworded for goal): maximize



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			<p>current space and add more affordable areas/warehousing sites; redevelop large hubs (Ran’s Plaza, UMall); creative, innovative forms of development</p> <p>Partner with UNC to foster innovation, create incubator/startup space and support – keep businesses in Chapel Hill</p> <p>Attract innovation (like 505 W. Franklin St.); market better; attract unique businesses; attract small hotels & B&Bs (for tourism); attract destination businesses like Costco</p>
CPE.3.0	<p>CPE.3.0 Promote a safe, vibrant, and connected (physical and person) community</p>	<p>CPE.3.1 (reworded from goals chart) A community where people can play, experience diverse neighborhoods, feel comfortable, enjoy energy on the streets and a sense of community increases participation in the community, generates more business for merchants and attracts residents who want to and can afford to live, play, work, and spend in Chapel Hill ; A community where people can play, experience diverse neighborhoods, feel comfortable, enjoy energy on the streets and a sense of community increases participation in the community, generates more business for merchants and attracts residents who want to and can afford to live, play, work, and spend in Chapel Hill</p>	<p>CPE.3.2 Improve lighting; address panhandling; emphasis on public safety (more boots on the street); free wi-fi and gathering spaces</p> <p>Improve walkways (quality, safety and routing); safe bikeways, alternative forms of movements, transit-oriented development</p> <p>Promote a balanced land-use mix at different scales; offer a range of housing types (affordable); Avoid areas prone to natural disasters; include gathering spaces, tree lined streets, shops open later in the evening, energy on the street with good night life (arts, music, food) diversity in neighborhoods</p>

