

MEMORANDUM

TO: Town of Chapel Hill Advisory Boards

FROM: J.B. Culpepper, Planning Director
Mary Jane Nirdlinger, Assistant Planning Director
Chapel Hill 2020 Planning Staff

SUBJECT: Advisory Board Discussion of Chapel Hill 2020 Comprehensive Plan

DATE: May 10, 2012

INTRODUCTION

The Chapel Hill Mayor and Town Council established the development of a new comprehensive plan as the community's preeminent goal for 2011-2012. Since the Council's February 2011 retreat, the town staff and the community have worked together to develop a set of goals and actions to guide Chapel Hill towards a shared vision of the future.

The Chapel Hill 2020 Comprehensive Plan will document and describe current conditions and trends. It will affirm the guiding principles and values that are most important to Chapel Hill and will identify opportunities for adjusting to change while maintaining character. It will include recommended actions to be taken to achieve Chapel Hill's goals.

BACKGROUND

After two Council work sessions in March and April 2011, the Town Council appointed an Initiating Committee to design a process for the new comprehensive plan in May and June 2011. The Committee's focus was on broad community engagement in the visioning and decision-making process.

The Initiating Committee designed the overall process and selected co-chairs to oversee the process.

The process goals were:

- To create an environment in which people could express themselves freely about the future they envision for the community;
- To avoid thinking inside the framework of existing policies and ordinances;
- To allow people to be maximally creative and innovative, and to avoid sticking with the old ideas;
- To involve the entire community, and to put tireless and creative effort into reaching out to persons who do not participate in Chapel Hill government;
- To hear what is important to individuals, and to get away from the pattern of groups coming as a block to influence policy decisions;
- To establish that all community members have standing and that special interest groups do not have "more important" standing;
- To allow people to enter the process at many points in many ways;
- To function with the minimum of organization needed to keep the process moving; and,

- To have local community members serve as volunteer facilitators; co-chairs who lead their groups and stay above the fray.

The Initiating Committee selected George Cianciolo and Rosemary Waldorf to be Project Co-Chairs for Chapel Hill 2020. Theme group co-chairs were also identified by Rosemary and George with staff input. These eighteen people dedicated their time, enthusiasm and energy to guide each theme group toward decisions on goals and actions.

During the Chapel Hill 2020 process, the Town made a commitment to involve all Town departments in the plan's development. The purpose was to grow the Town's understanding of the comprehensive plan and the role of town departments in subsequent implementation steps. Town staff was assigned to each theme group to be recorders, sources of information. Senior Management was present at all meetings to gain an understanding of the community's interests, ideas and vision for Chapel Hill. As a result, the Town of Chapel Hill now has a broader understanding of the Town's comprehensive plan and its relevance to the work of all Town departments.

THEME GROUPS

The public phase of the Chapel Hill 2020 process began with a community-wide visioning session held on September 27, 2011, in which 475 people participated.

Six theme groups were identified at the October 6 meetings:

- **A Place for Everyone:** This theme explored diversity and inclusion in a family-friendly, vibrantly creative environment. Participants focused on creating a welcoming community for all with special emphasis on the arts, teens, and the need for affordable housing.
- **Community Prosperity and Engagement:** This group focused on sustaining the financial health of the community by creating a safe, vibrant, and connected community. Participants examined encouraging economic development, supporting existing and new local businesses, and sustaining healthy neighborhoods.
- **Getting Around:** This theme included the study of all modes of transportation needed for an inclusive, connected community. Participants explored the potential for regional partnerships linking to thriving greenways, sidewalks, bicycle amenities, and other options within the town.
- **Good Places, New Spaces:** An exploration of what the Chapel Hill of the future should look like, this group focused on Downtown and also on land use throughout the town including in existing neighborhoods, balancing respect for the old with the prospect of the new. Discussions of development co-existed with consideration of open space and the rural buffer.
- **Nurturing Our Community:** Environmental sustainability is at the core of this theme. Participants examined the many aspects of people's interaction with the natural habitat, from parks and open spaces to locally-grown agriculture to protecting water quality and solid waste disposal.
- **Town and Gown Collaboration:** Collaboration with the University of North Carolina at Chapel Hill and the UNC Health Care System on life-long learning and innovation is the centerpiece of this theme. Participants aspired to use the intellectual and financial capital of the University and the UNC Health Care System to help the town flourish.

The eleven theme group meetings were held in elementary, middle and high schools throughout Chapel Hill, and each meeting attracted about 150 people. The theme groups met to discuss and share ideas for the Chapel Hill 2020 plan.

The theme groups were flexible, welcoming new participants throughout the process, they were able to develop a generally agreed-upon set of goals and actions for the plan. With hundreds of participants, the goal of these sessions was to share information, gain an understanding of where the community's general interests lie, and to provide some guidance for the Council about where to direct next efforts. Guided by the Co-chairs, the theme groups produced a set of goals and actions related to each theme by April 24, 2012. These goals and actions are included in the plan.

OUTREACH

The Chapel Hill 2020 process had a number of initial goals, but foremost amongst these was for the Chapel Hill 2020 comprehensive plan to be a "people's plan," based on extensive public participation. The Chapel Hill 2020 public participation surpassed any other process of its kind undertaken by the Chapel Hill community. Through the working session meetings, outreach efforts, face-to-face discussions, tavern talks, special topic presentation and more, the Chapel Hill 2020 outreach efforts successfully brought the community to the planning process. The Process and Outreach Summary of the Chapel Hill 2020 plan describes these efforts in detail.

THE "BIG ROCKS"

As part of the themes, participants considered the "Big Rocks" or large topics that needed community discussion. They represent important community issues, challenges, and realities such as:

- Town-Gown collaboration
- Transportation corridors
- Schools
- Solid waste
- Downtown and parking
- Infrastructure

These topics were specifically discussed at Chapel Hill High on November 19, 2011 and on the project blog (www.2020buzz.org). They continued to be part of the theme group's efforts to identify goals and actions during the subsequent months.

DRAFTING THE PLAN

The draft plan has been developed in an open process. Community comments, theme group work and advisory board comments have shaped the drafts along the way. Town staff was primarily responsible for writing the plan, reflecting our commitment to develop the skills of our workforce and to ensure that town departments were familiar with the content of the plan.

Three drafts of the outline and plan contents were shared through the website and community meetings and staff continued to refine and reorganize the document based on public input.

Advisory board members were invited to attend as individuals throughout the process. Advisory board comments were solicited during the plan drafting stage and received from the following boards:

- Bicycle and Pedestrian Committee
- Chapel Hill Public Arts Commission
- Chapel Hill Public Library Trustees
- Community Design Commission
- Greenways Commission
- Planning Board
- Sustainability Committee
- Transportation Board

These comments are attached.

The Planning Board and Sustainability Commission held a joint planning session on April 10, 2012 and their input has been incorporated into the public hearing draft document.

The draft plan before you tonight reflects this collaborative, open and transparent process of collecting and responding to input, goals, actions and suggestions throughout the Chapel Hill 2020 process.

The Plan contains the following sections:

- The Chapel Hill Vision; The Chapel Hill Story
- Council Implementation and Policy Chart
- Themes, Goals and Actions
- Policy Focus Area summaries with maps and recommended actions
- Process and Outreach Summary
- Data Summary
- Index of Community Input

KEY IDEAS IN THE PLAN

Work on the Chapel Hill 2020 Plan has created new and renewed connections among those who work, play, visit and live in Chapel Hill. The community's work has identified key ideas and insights to consider as we make policy choices to achieve our desired future. Achieving the Vision requires a thoughtful decision-making process guided by the community insight. An important next step is the creation of a sustainable decision-making process built on the following elements:

- Continued high levels of civic engagement
- Systems thinking that highlights the connections between decisions: When you say yes to one thing you might be saying no to another
- Learning from experience and adjusting decisions based on that learning
- Actively encouraging innovation and collaboration
- Accountability through performance measurement
- Strategic thinking

- Adequate and focused allocation of resources

Policy Guidance

The 2020 goals and actions were developed by the community; they represent a range of general and specific interests.

The Council may focus the work of the Town on the seven policy initiatives and thirteen policy actions that comprise Chapel Hill 2020's goals and actions. Many of the goals and actions in this plan require additional analysis or consideration that will involve community engagement and identification of connections with other goals and actions. Some goals will evolve with new information or new ideas; others are simpler and easy to implement.

The Council's policy initiatives inform the Town departments' annual business plans. The Town departments are the connections between the Council's policy decisions and strategic implementation. The first implementation steps associated with the Council's policies are below. An evaluation of the remaining goals and actions will inform their implementation. This evaluation is an action step identified below.

Some of the goals and actions in this plan reach beyond the scope of the Town's jurisdiction or resources. The Town will seek strategic collaboration with community partners to develop these goals.

Monitoring and Updating

The Chapel Hill 2020 comprehensive plan will be a guide to decision-making in Chapel Hill. To remain relevant, the Plan must respond reasonably and effectively to changing conditions. A regular system for reporting on the progress and evolution of the plan is key to maintaining the open and adaptable nature of this plan.

The Council will receive an annual update on implementation of Chapel Hill 2020. This update will include information about how the goals have been assigned to and evaluated by Town departments, implementation steps that have been taken, initiatives that relate to the goals and actions of the plan, recommendations on the allocation of town resources to achieve the Plan's goals, and measurement of progress toward achieving the identified performance goals. This update will be an opportunity to regularly test the assumptions underlying the Plan, as well as learn from experience to consider adjusting course.

The Council will be asked to consider an update of the plan at least every five years.

Council Policy Guidance

The seven key policy statements in the draft Chapel Hill 2020 plan are:

- Sustainability Policy: Chapel Hill will develop a framework for sustainable decision-making

- **Town Management Policy:** The Town will implement internal management systems to align strategic planning, workforce planning, budgeting and community connections with Town Government
- **Governance Policy:** The Town will update its policies and regulations to support implementation of Chapel Hill 2020
- **University and Health Care Connections Policy:** The Town, University and Health Care System will plan together for physical change and shared amenities and ideas for the community
- **Connected Community Policy:** The Town will support physical and social connections in the community through its investments in assets and public services; The Town will encourage community engagement on the Chapel Hill 2020 Goals
- **Downtown Policy:** The Town will pursue a healthy downtown
- **Fiscal Health Policy:** The Town will pursue a fiscally healthy set of choices for the current and future residents of Chapel Hill

PLANNING BOARD AND SUSTAINABILITY COMMITTEE INPUT

The Planning Board and Sustainability Committee each have a charge related to the Comprehensive Plan.

- The charge of Sustainability Committee is to “Provide guidance to the Planning Board regarding sustainability principles to be adopted as part of the Comprehensive Plan review process.”
- The Charge of the Planning Board is “To prepare and, from time to time, recommend revisions to the Comprehensive Plan for physical development of the Town.”

Following their joint April 10, 2012 work session on Chapel Hill 2020, the boards made the following general recommendations which have been considered in drafting the plan before you this evening:

Background

The Chapel Hill Planning Board and Chapel Hill Sustainability Committee held a joint work session on April 10, 2012 to discuss the evolving 2020 Comprehensive Plan. The need for the 2020 Com Plan to have a few “Big Ideas” was discussed and agreed on. A Big Idea is one that several Theme Groups identify as important as a goal or as a component of their “Statement”.

The Theme Groups have not completed formulating and finalizing their goals at the time of this memo, but certain threads have clearly emerged. These could form a basis for what is a Big Idea. For the purpose of this document, we can use the goal summary of the 2020 Agenda document for April 12.

Big Ideas

- 1) A healthy, connected Chapel Hill including:

- a) A bikeable community by 2020 (integrated, continuous and connected bikeway system)
 - b) A walkable community by 2020 (integrated, continuous and connected sidewalk system)
 - c) Connected parks and open space throughout town by 2020.
- 2) Unique downtown core work-space by 2020, i.e. Rosemary Corridor
- a) Downtown incubator and technologic zone
 - b) Enhanced supportive infrastructure
 - c) Programs to support innovative, emerging and creative entrepreneurs.
- 3) Good housing & neighborhoods for people who live and work in Chapel Hill
- a) Provide affordable work-force housing
 - b) Support a range of liveable neighborhood types
- 4) Sustainable Practices Decision Making
- a) Minimize Carbon Footprint,
 - b) Protect natural resources,
 - c) Foster social equity.
 - d) Create opportunity and support local enterprise.

These are NOT the only Big Ideas, but are examples of how Big Ideas can be 'discovered' among the many goals that the theme groups have identified.

Much general discussion at 2020 meetings has centered on the question "How will we implement these ideas?" One way is to develop a set of **'longitudinal initiatives'** that are then carried out by large stakeholder groups that originate from this 2020 process and are tasked with developing the actual strategy for achieving the Big Idea. The 2020 process has been extraordinarily successful in engaging a large number of stakeholders over a period of time in a way that Chapel Hill has not seen before. 'Longitudinal Initiatives' are one way of maintaining the momentum and focus of many of these same stakeholders over a longer period of time, enhancing participatory governance.

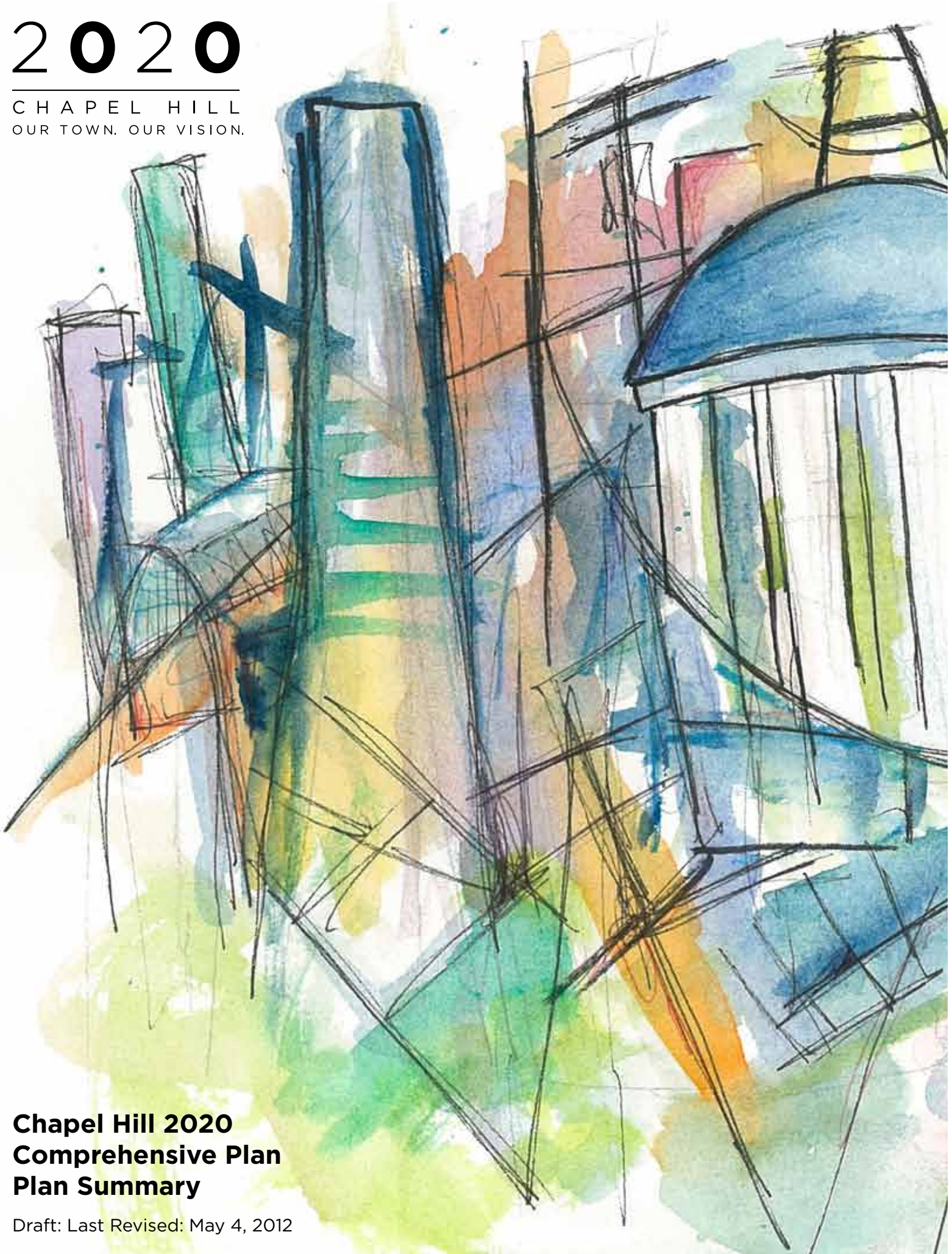
The Planning Board and Sustainability Committee are schedule to hold a joint advisory board meeting on June 5, 2012 at 6:00 pm at which time they may make additional recommendations on the Chapel Hill 2020 Comprehensive Plan. Other advisory boards are also invited to attend that meeting.

Attachment

May 4, 2012 Plan Summary
Advisory Board Comments

2020

CHAPEL HILL
OUR TOWN. OUR VISION.



Chapel Hill 2020 Comprehensive Plan Plan Summary

Draft: Last Revised: May 4, 2012

Cover art by Sarah Mitchell, winner of Chapel Hill
2020 Art Contest, grade 10-12 category.

2020

CHAPEL HILL
OUR TOWN. OUR VISION.

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THE CHAPEL HILL STORY

Chapel Hill is home to the University of North Carolina at Chapel Hill. Long a vibrant center of culture, academics, diversity and ideas, the Chapel Hill community is a network of strong, cohesive neighborhoods, local businesses, historic buildings and traditions, animated by a spirit of openness and respect. A robust downtown is the physical and symbolic heart.

Remarkable change is occurring including evolving energy production and consumption patterns; threats to climate and natural systems; shifting demographics; uncertain economic conditions; rapidly changing technologies, including communication; as well as many others. The world today is far different than the world of a dozen years ago when the last Comprehensive Plan was adopted in May of 2000. Yet, accompanying all these changes are new opportunities.

The focus of the Chapel Hill 2020 comprehensive plan is to map how we purposefully adjust by identifying and seizing opportunities, responding to and correcting negative trends, and embracing positive change. These actions will occur while preserving the community's fundamental character, values, and identity.

The 2020 Plan is a product of the values, aspirations, and ideas of the citizenry. Since the first community meeting on September 27, 2011, Chapel Hill 2020 stakeholders have envisioned a town that is accessible, affordable, and sustainable; asserted the primacy of our natural resources; desired a vibrant downtown and healthy neighborhoods. The richness of the University - its history, its physical beauty, its intellectual, entrepreneurial and artistic capital, its world class health care enterprise, the dynamic idealism of students and faculty - is part of everyone's vision.

As the community worked on the Chapel Hill 2020 comprehensive plan over the winter of 2011 and the spring of 2012, two overarching themes emerged - connections and choices - which express the kind of community people desire in Chapel Hill.

Choices: The community would like more choices about where and how people can live and house their families; more choices about shopping and how they meet their daily needs; more opportunity to meet and know others in the community.

Connections: The community also desires more connections and improved opportunities for personal contact with each other in an increasingly single-focused, fractious world. 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 community.

The community's challenge is to preserve its culture, to achieve the goals set forth in this plan, and to do so while balancing the following issues:

- Projections of strong regional population growth that will bring some newcomers to Chapel Hill, including the natural increase in births and enrollment increases at the University of North Carolina at Chapel Hill;
- A need for creative policy and planning to increase housing choices for all; and
- Prioritizing how scarce public resources are allocated.

The Chapel Hill 2020 comprehensive plan describes these and other current conditions and trends and provides goals and action steps for the Town and the community to implement.

The Chapel Hill 2020 comprehensive plan is not an end point, but a beginning. Implementing the plan will include the Town, the community, other local governments, non-profits, and many others to work collaboratively on achieving the goals set forth in this plan. Building partnerships, thinking creatively, and being willing to try something different will be necessary for the success of the Chapel Hill 2020 comprehensive plan.

THE VISION

The vision for Chapel Hill 2020 reflects the many voices that contributed to the development of the Chapel Hill 2020 comprehensive plan.

Chapel Hill 2020: Connections. Choices. Community.

Chapel Hill is connected by its focus on people, its vibrant downtown, its abundant green spaces and unique places. Chapel Hill is connected to the Triangle region and the world beyond by transportation and technology.

Chapel Hill provides choices for people to live, work, play, and prosper. Chapel Hill will provide choices for the future through wise decisions today.

Chapel Hill is a multicultural community where diverse ideas and opportunities thrive through innovation, arts and education.

To make a vision real, it must be taken apart, considered from every angle and brought back together. The theme groups of the Chapel Hill 2020 process were the organizing structure for community discussion. Their discussions and ideas were disseminated throughout the town, shared, reacted to and supplemented during neighborhood gatherings, by community groups, and at events such as the unconference, tavern talks, outreach efforts, and electronic communications.

THEMES

The Chapel Hill 2020 themes, and the goals associated with these themes, were developed by the community during numerous working sessions and outreach meetings. The six Chapel Hill 2020 themes include the following:

A Place for Everyone: This theme explored diversity and inclusion in a family-friendly, vibrantly creative environment. Participants focused on creating a welcoming community for all with special emphasis on the arts, teens, and the need for affordable housing.

Community Prosperity and Engagement: This group focused on sustaining the financial health of the community by creating a safe, vibrant, and connected community. Participants examined encouraging economic development, supporting existing and new local businesses, and sustaining healthy neighborhoods.

Getting Around: This theme included the study of all modes of transportation needed for an inclusive, connected community. Participants explored the potential for regional partnerships linking to thriving greenways, sidewalks, bicycle amenities, and other options within the town.

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COUNCIL IMPLEMENTATION AND POLICY CHART

Implementation

Work on the Chapel Hill 2020 Plan has created new and renewed connections among those who work, play, visit and live in Chapel Hill. The community's work has identified key ideas and insights to consider as we make policy choices to achieve our desired future. Achieving the Vision requires a thoughtful decision-making process guided by the community insight. An important next step is the creation of a sustainable decision-making process built on the following elements:

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The Chapel Hill 2020 comprehensive plan will be a guide to decision-making in Chapel Hill. To remain relevant, the Plan must respond reasonably and effectively to changing conditions. A regular system for reporting on the progress and evolution of the plan is key to maintaining the open and adaptable nature of this plan.

The Council will receive an annual update on implementation of Chapel Hill 2020. This update will include information about how the goals have been assigned to and evaluated by Town departments, implementation steps that have been taken, initiatives that relate to the goals and actions of the plan, recommendations on the allocation of town resources to achieve the Plan's goals, and measurement of progress toward achieving the identified performance goals. This update will be an opportunity to regularly test the assumptions underlying the Plan, as well as learn from experience to consider adjusting course.

The Council will be asked to consider a more complete update of the plan at least every five years.

Council Policy Guidance

Sustainability Policy: Chapel Hill will develop a framework for sustainable decision-making

Sustainability Actions:

- 1) Town staff will work with the Sustainability Committee and others to develop a framework that can be used to streamline our processes and encourage sustainable decisions. The framework should be integrated with:
 - a) Continued high levels of civic engagement
 - b) Systems thinking that highlights the connections between decisions: When you say yes to one thing you might be saying no to another
 - c) Learning from experience and adjusting decisions based on that learning
 - d) Actively encouraging innovation and collaboration
 - e) Accountability through performance measurement
 - f) Strategic thinking
 - g) Adequate and focused allocation of resources
- 2) The Town will share knowledge and information with the University, UNC Healthcare and other partners to identify joint efforts

Town Management Policy: The Town will implement internal management systems to align strategic planning, workforce planning, budgeting and community connections with Town Government

Town Management Actions:

- 3) Town staff will evaluate all theme group goals and actions and report back with a timeline for action
- 4) Town staff will report on timelines for development of new internal management systems
- 5) Town Council will establish priority for easy-to-implement changes suggested by the Theme groups

Governance Policy: The Town will update its policies and regulations to support implementation of Chapel Hill 2020

Governance Actions:

- 6) Town will initiate a review of the policies and regulations for specific areas including: Estes Drive corridor study, Ephesus-Church/Fordham small area plan, S15-501, Downtown, including land use.
- 7) Town will initiate policy and regulatory updates for general guides including:
 - a) The Land Use Management Ordinance,
 - b) Storm water regulations,
 - c) The role of advisory boards, and
 - d) The role of Council in development review.

University and Health Care Connections Policy: The Town, University and Health Care System will plan together for physical change and shared amenities and ideas for the community

University and Health Care Actions:

- 8) The Town and University will initiate a joint system for considering projects of mutual interest such as student housing in the community and development opportunities
- 9) The Town and University and Health Care System will identify a mechanism to identify and implement joint initiatives including innovative business incubators and other cooperative endeavors.

Connected Community Policy: The Town will support physical and social connections in the community through its investments in assets and public services; The Town will encourage continued community engagement with the Chapel Hill 2020 Goals and updates

Connected Community Actions:

- 10) Throughout the life of this plan, the civic engagement that

was the hallmark of Chapel Hill 2020 will continue.

- a) Updates and reports will be provided to the community in a timely manner.
- b) Community participation will be solicited on new goals and actions, focused studies, and related plans.
- c) The Town will continue to use communication tools appropriate to the task (web, emails, blog, other media, face-to-face meetings etc.) to engage the community in meaningful dialogue.
- d) Implementation will provide an opportunity to engage the community in meaningful civic discourse on topics of town-wide importance.

Downtown Policy: The Town will pursue a healthy downtown

Downtown Action:


- 11) The Town will reevaluate the draft Downtown Framework and existing design guidelines for the Downtown.


Fiscal Health Policy: The Town will pursue fiscally healthy choices for the current and future residents of Chapel Hill

Fiscal Health Actions:

- 12) Continue to evolve economic development and economic viability in the thinking of all Town employees
- 13) Town will begin a two-year cycle of priority based budgeting in July, 2012; the Town will continue to develop a complementary financial model for informing and understanding the Town's decisions and their connection to the goals of Chapel Hill 2020

Index of Chapel Hill 2020 Goals and Council Policies (FY 2012-2013)

Council Goal FY12-13	Chapel Hill 2020 Theme Group Goal		Chapel Hill 2020 Policy Guidance
 A Place for Everyone (PFE)			
Goal III - Focus Economic Development, Land Use and Transportation for a Balanced and Sustainable Future Align Town operations and decision-making with the Comprehensive Plan, based on the principles of economic vitality, social justice, and environmental protection with measurable implementation steps.	PFE.1	Family friendly, accessible exterior and interior places throughout the Town for a variety of active uses	Governance
	PFE.2	A creative place to live, work, and play because of Chapel Hill's arts and culture	Connected Community
	PFE.3	A range of housing options for current and future residents	Fiscal Health and Choices
	PFE.4	A welcoming and friendly community that provides all people with access to opportunities	Connected Community
	PFE.5	A community of high civic engagement and participation	Town Management

 Community Prosperity and Engagement (CPE)			
Goal 1- Govern with Quality, responsiveness and Efficiency	CPE.1	Balance and sustain finances by increasing revenues and decreasing expenses	Fiscal Health and Choices
	CPE.2	Foster success of local businesses	Fiscal Health and Choices
	CPE.3	Promote a safe, vibrant, and connected (physical and person) community	Connected Community



Getting Around (GA)

Goal III.C. Define Town role in transportation	GA.1	A well-conceived and planned, carefully thought out, integrated, and balanced transportation system that recognizes the importance of automobiles, but encourages and facilitates the growth and usage of other means of transportation such as bicycle, pedestrian, and public transportation options	Connected Community
	GA.2	A connected community that links neighborhoods, businesses, and schools through the provision of greenways, sidewalks, bike facilities, and public transportation	Connected Community
	GA.3	Connect to a comprehensive regional transportation system	Connected Community
	GA.4	Make an adaptable transportation system to support both dense and suburban development	Connected Community
	GA.5	Create a comprehensive transportation system that provides everybody safe and reasonable access to all our community offers	Connected Community
	GA.6	A transportation system that accommodates transportation needs and demands while mitigating congestion, promoting air quality, sustainability, and energy conservation	Connected Community
	GA.7	Incorporate street planning into zoning code	Governance
	GA.8	A community that has a parking system based on strategies that support the overall goals of a holistic transportation system	Connected Community



Good Places, New Spaces (GPNS)

<p>Goal IV - Maintain and Improve Community Facilities and Services</p> <p>Goal II - Champion Downtown</p> <p>Goal 1 - Govern with Quality, Responsiveness and Efficiency</p>	GPNS.1	Low density, green Rural Buffers that exclude urban development and minimize sprawl	Governance
	GPNS.2	A vibrant, diverse, pedestrian-friendly, and accessible downtown with opportunities for growing office, retail, residential, and cultural development and activity	Downtown
	GPNS.3	A development decision-making process that provides clarity and consistency with the goals of the Chapel Hill 2020 comprehensive plan	Town Management
	GPNS.4	A joint Town/University development strategy that aligns initiatives for transportation, housing, environmental protection, and entrepreneurial programs	UNC and Healthcare Connections
	GPNS.5	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	Fiscal Health and Choices
	GPNS.6	A community that welcomes and supports change and creativity	Connected Community
	GPNS.7	Open and accessible common spaces for community gathering, cultural uses, and community development	Town Management
	GPNS.8	Future land use, form, and density that strengthen our community, social equity, economic prosperity, and natural environment	Governance



Nurturing Our Community (NOC)







Goal IV - Maintain and Improve Community Facilities and Services	NOC.1	Become a model for North Carolina and beyond in wisely and justly reducing our waste in a way that minimizes local environmental impact without imposing upon the environmental and social rights of others	Connected Community
	NOC.2	Maintain and improve air quality, water quality, and manage storm water to heal local waterways and conserve biological ecosystems within the town boundaries and the Extra Territorial Jurisdiction	Governance
	NOC.3	Protect, acquire, and maintain natural/undeveloped open spaces and historic sites in order to protect wildlife corridor, provide recreation and ensure safe pedestrian and bicycle connections. These spaces could include, amongst other things Significant Natural Heritage Areas (SNHA) lands adjacent to and connecting various properties like riparian lands.	Connected Community
	NOC.4	Support the Parks and Recreation Master Plan and the Greenways Master Plan to provide recreation opportunities and ensure safe pedestrian and bicycle connections	Governance
	NOC.5	Adopt an integrated development review process that is fair and transparent, and that incorporates the Chapel Hill 2020 environmental goals	Connected Community
	NOC.6	Chapel Hill supports local food producers and access to local foods by encouraging community and backyard gardens, farmers' markets, and community supported agriculture and not encroaching on working farms within or adjacent to the Chapel Hill planning district	Governance
	NOC.7	Chapel Hill will reduce the carbon footprint of all Town-owned or managed services and properties; will require that all new development meets standards; and will support its residents in minimizing their personal footprints	Governance
	NOC.8	Protect neighborhoods from the impacts of development such as stormwater runoff, light and noise pollution, and traffic	Governance



Town and Gown Collaboration (TGC)

Goal III.D. Make best effort to coordinate Comprehensive Plan with UNC, UNC Healthcare and CHCC School System	TGC.1	Take full advantage of ideas and resources to create a thriving economy and incorporate and utilize the intellectual capital that the University and Town create	UNC and Healthcare Connections
	TGC.2	Improve and expand access to the arts, culture, and intellectual pursuits for both the University and the Town	Connected Community
	TGC.3	The University and Town will collaborate to improve downtown parking options that support business, cultural, and academic purposes	Downtown
	TGC.4	Housing for students that is safe, sound, affordable, and accessible that meets a demonstrated need conducive to educational and maturational needs of students, and housing for Town, University, and the Health Care System employees that encourages them to reside in the community	Fiscal Health and Choices
	TGC.5	The University, the UNC Health Care System, and the Town will coordinate closely to manage development in ways that respect history, traditions, and the environment while fostering revitalization and innovation	UNC and Healthcare Connections
	TGC.6	Promote access for all residents to health care centers, public services, and active lifestyle opportunities	Fiscal Health and Choices

Index of Chapel Hill 2020 Theme Group Goals and 2020 Policy Guidance

Chapel Hill 2020 Theme Groups						
     						
2020 Council Policy Guidance	Chapel Hill will develop a framework for sustainable decision-making					
				GPNS.8		
	The Town will implement internal management practices to align strategic planning, workforce planning, budgeting and community connections with Town Government					
	PFE.5			GPNS.3 GPNS.7		
	The Town will update its policies and regulations to support implementation of Chapel Hill 2020					
	PFE.1		GA.7	GPNS.1 GPNS.5	NOC.2 NOC.4 NOC.6 NOC.7 NOC.8	
	The Town, University and Health Care System will plan together for physical change and shared amenities and ideas for the community					
				GPNS.4	TGC.1 TGC.5	
	The Town will support physical and social connections in the community through its investments in assets and public services; The Town will encourage community engagement on the Chapel Hill 2020 Goals					
	PFE.2 PFE.4	CPE.3	GA.1-6 GA.8	GPNS.6	NOC.1 NOC.3 NOC.5	TGC.2
	The Town will pursue a healthy downtown					
				GPNS.2	TGC.3	
	The Town will pursue a healthy set of choices for the current and future residents of Chapel Hill					
	PFE.3	CPE.1 CPE.2		GPNS.5		TGC.4 TGC.6

FUTURE FOCUS AREAS

Focused discussion by the community centered on portions of Chapel Hill most likely to change in the future due to vacant land, under developed sites and proximity to transportation and transit corridors. In total, they represent about 24% of the land in Chapel Hill. They do not include the predominantly single-family areas of Chapel Hill.

Through a series of public work sessions and conversations, the community's early ideas for these areas were developed and tested. The purpose of these conversations was to provide initial policy guidance and land use proposals for the six areas. Each area is different in character and therefore the policy and land use guidance varies. The study areas include:

- Area 1: Downtown
- Area 2: North Martin Luther King, Jr. Blvd/I-40
- Area 3: South Martin Luther King, Jr. Blvd/Homestead Road to Estes Drive
- Area 4: Highway 54
- Area 5: North 15-501
- Area 6: South 15-501

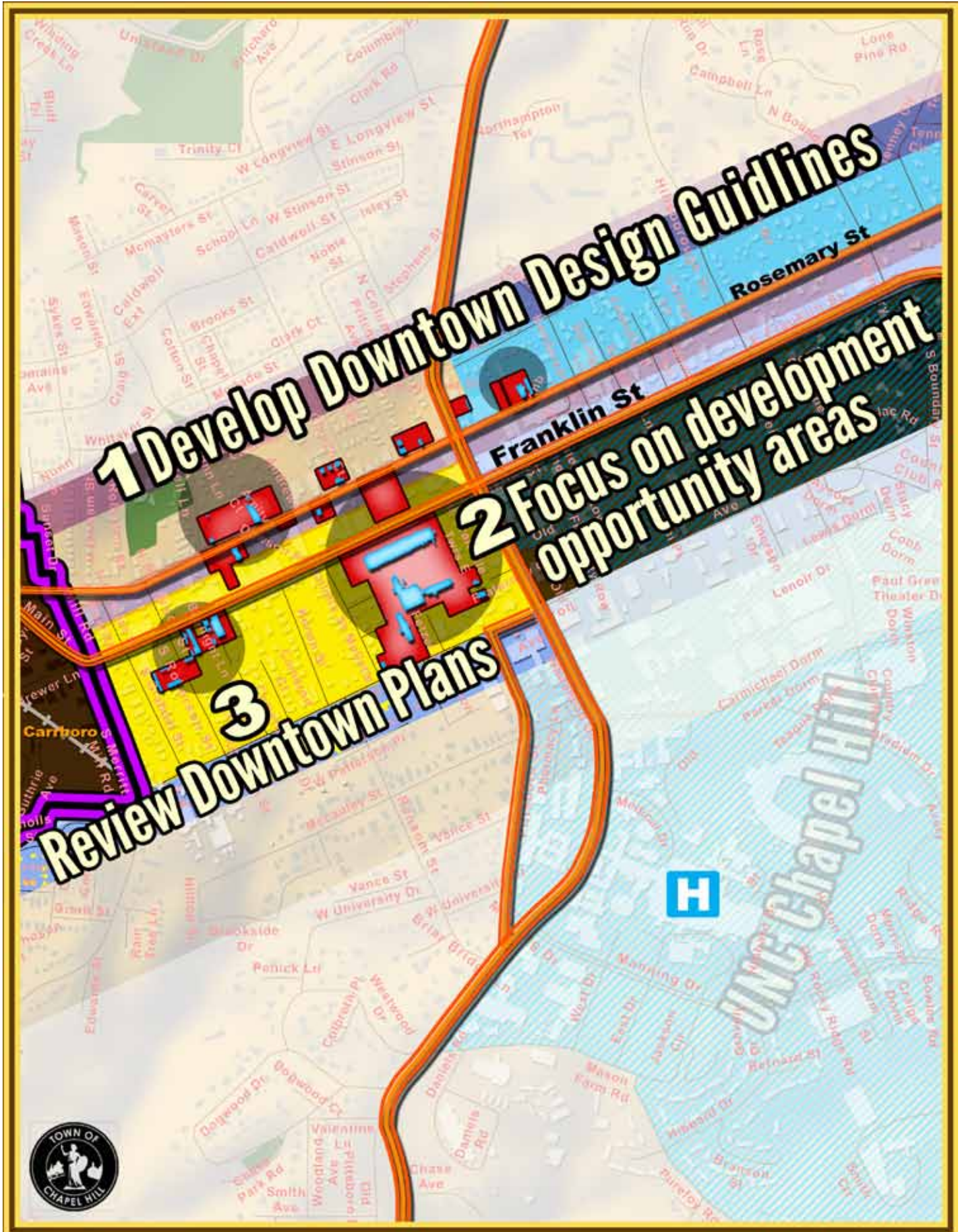
A summary of each area and recommended actions follows. The community comments from the Future Focus discussions identifying topics of interest but additional efforts will be required to refine the community's direction for land use, zoning, and change.

Each area summary includes:

Key Considerations - primary or changing conditions in the area that inform the recommended actions.

Area Actions - action steps to address changing conditions or key considerations.

Community Comments - a summary of community comments that reflects the range of viewpoints to be considered when actions are initiated; these comments are meant to be illustrative.



Area 1: Downtown



Area 1 Community Comments:

- Downtown could primarily support 4-6 stories with some 8-12 story buildings on Franklin and Rosemary Streets
- Franklin Street could have more, taller buildings than Rosemary
- Needs include new retail, office, housing and civic facilities
- Improve the zoning/development review process for downtown
- Downtown needs new parks & plazas, outdoor event space, public art and signage/wayfinding
- (Another) post office and recreation center are needed Downtown
- Key issues are traffic congestion, streetscapes, pedestrian and bicycle access, safety and parking
- Preserve the historic/small town character and McCorkle Place, energy/activity and relationship to campus

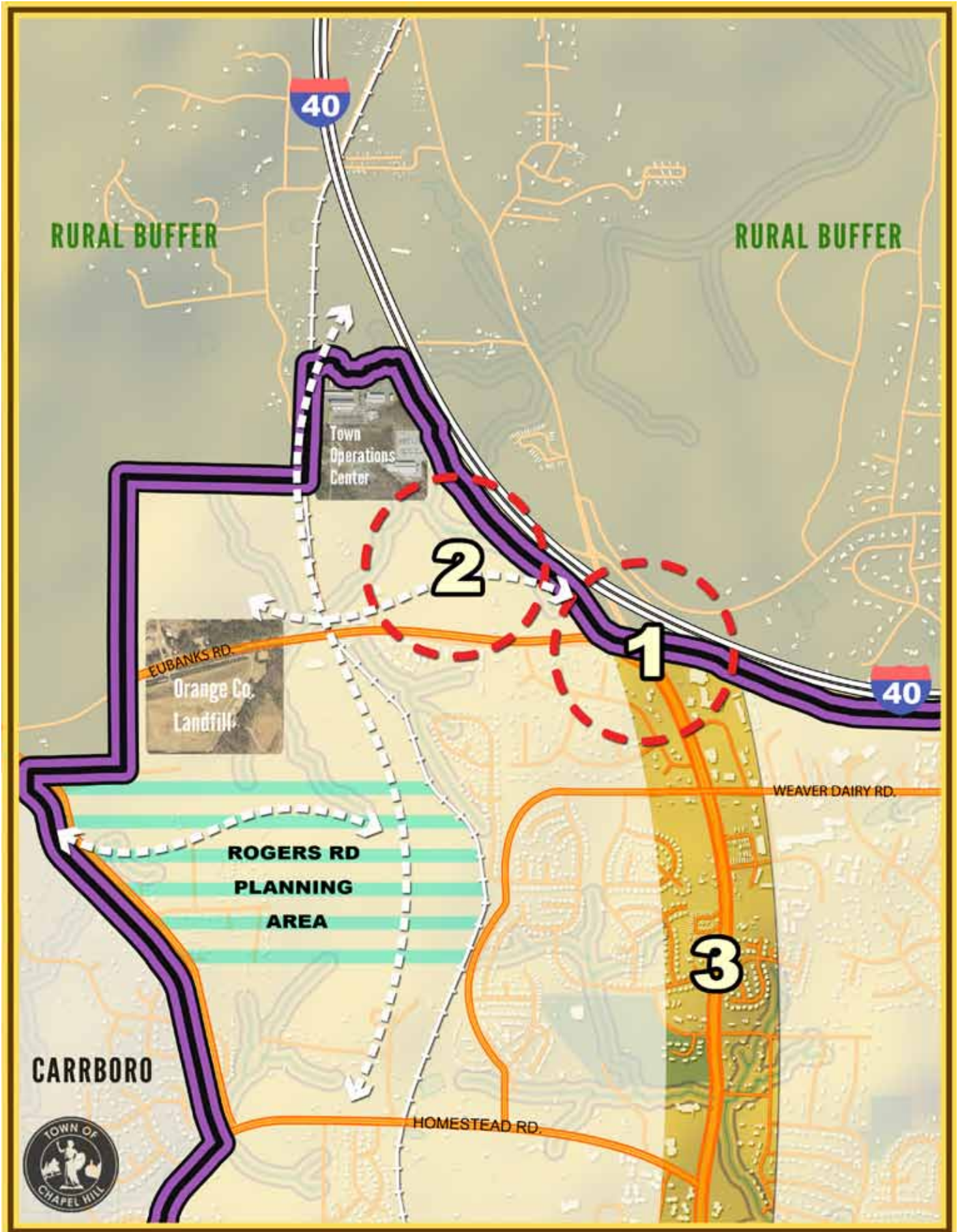
Area 1: Downtown: Approximately located between Rosemary Street (north) and Cameron Avenue (south), Carrboro town limits (west), and Boundary Street along the UNC Chapel Hill historic campus frontage (east).

Key Considerations:

- Franklin Street is the center of Chapel Hill's historic downtown.
- The UNC Chapel Hill campus and Franklin Street converge at the McCorkle Place quadrangle.
- Downtown contains opportunity areas for new development as identified in the Draft Downtown Framework Plan (2010)
- Connections to downtown, improved circulation and new amenities to support a vibrant economy downtown will require focused attention.

Area 1 Actions:

- 1, 2. As a first priority, in partnership with property owners in the area, advisory boards and community members, develop new downtown design guidelines or form-based zoning with a specific emphasis on development opportunity areas identified in the "Future Focus" work sessions and the Draft Downtown Framework Plan. Include Rosemary Street opportunities.
3. Focus additional effort on reviewing the Draft Downtown Framework Plan with the community and identifying actions and implementation schedule. Consider the sensitivity of adjacent residential areas including Neighborhood Conservation District and Historic District designations.



Area 2: North Martin Luther King Jr. Blvd./I-40



Area 2 Community Comments:

- Suggestion to consider area north of I-40 towards Hillsborough
- I-40 exit critical to the development potential
- Area west of railroad and south of landfill – Light Industrial/Research Park
- Mixed use in area of Lakeview Mobile Home Park
- Mixed use at Timberlyne from Martin Luther King Jr. Blvd. – low density
- Protect green areas/Rural Buffer
- Balanced walkable scale and responsive development, not stand-alone retail
- Low-medium density around Weaver Dairy Road

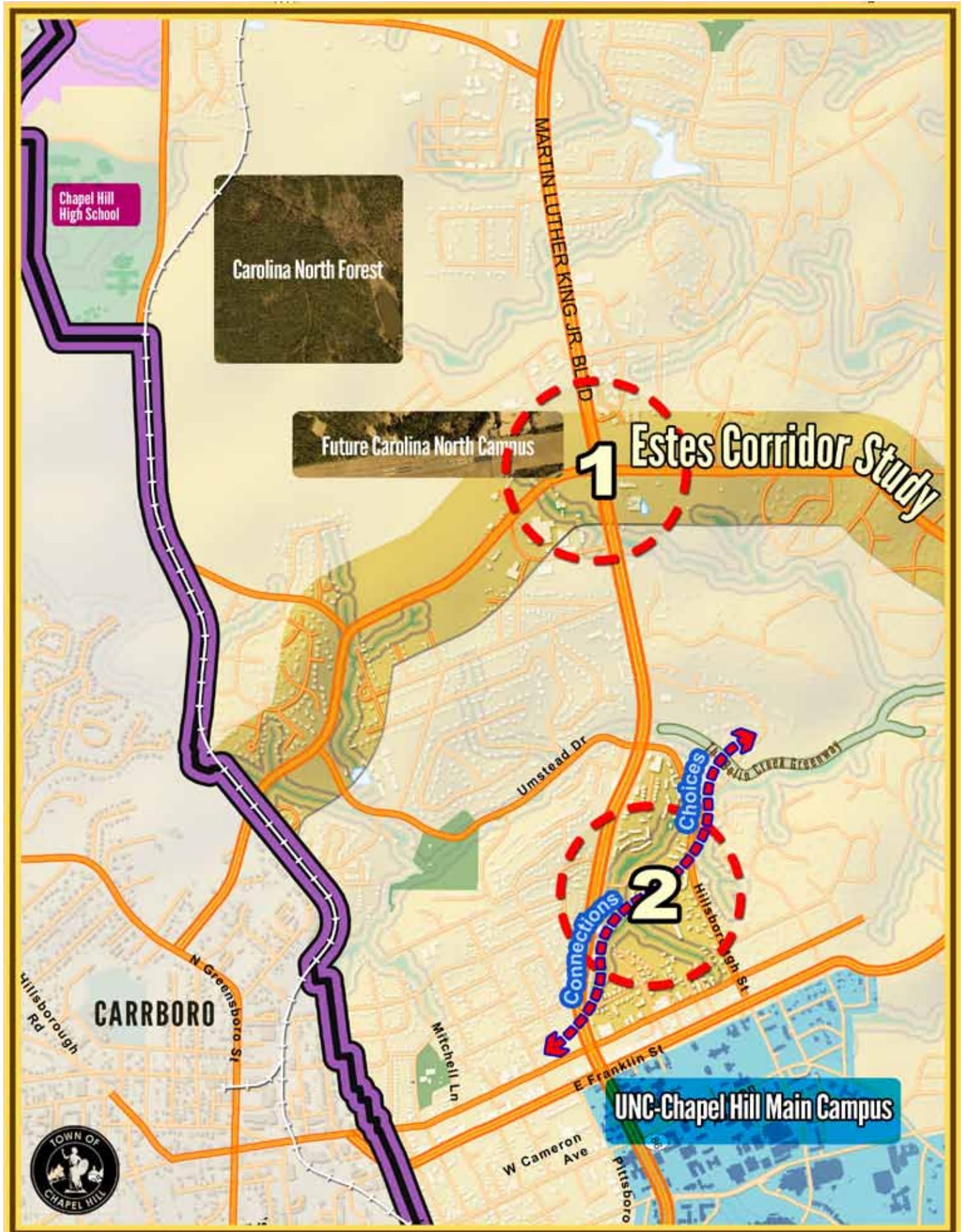
Area 2: North Martin Luther King, Jr. Blvd/I-40: Approximately located between I-40 (north), Homestead Road (south), Carrboro town limits (west) to the east beyond Martin Luther King Jr. Blvd.

Area 2 Key Considerations:

- There are identified development opportunities in this area near the I-40 interchange.
- Opportunities in this area are currently constrained by circulation and access limitations.
- Existing transit service along Martin Luther King Jr. Blvd and anticipated development of higher capacity bus service could support the identified development opportunities.
- The draft Rogers Road Small Area Plan should be considered with future changes
- Consider opportunities to make best use of the Greene Tract.

Area 2 Actions:

1. Evaluate improved access to I-40 and well-designed improvements to access and circulation; consider impacts north of I-40.
2. Focus additional efforts, in partnership with property owners in the area, to identify sections to rezone and to provide enhanced connectivity for bicycles, transit, pedestrians and vehicles using the complete streets approach.
3. Use a community-based process to identify areas for new uses and areas where walkable development can enhance the area. Consider design-guidelines or a form-based approach to selected sections of the area.



Area 3: South Martin Luther King Jr. Blvd./Homestead Road to Estes Drive



Area 3 Community Comments:

- Concern about future needs on Estes Drive
- Estes Drive should include bike paths and transit opportunities
- Need more detail on the environmental impacts
- Development should be well transitioned, not imposing
- Compact urban forms are desirable
- Preserve gateway character of Chapel Hill
- Include green space south of Bolinwood
- More connectivity to Downtown and UNC Chapel Hill

Area 3: South Martin Luther King, Jr. Blvd: Approximately located between Homestead Road (north), Rosemary Street (south), Carolina North Campus (west) and Hillsborough Street. (east).

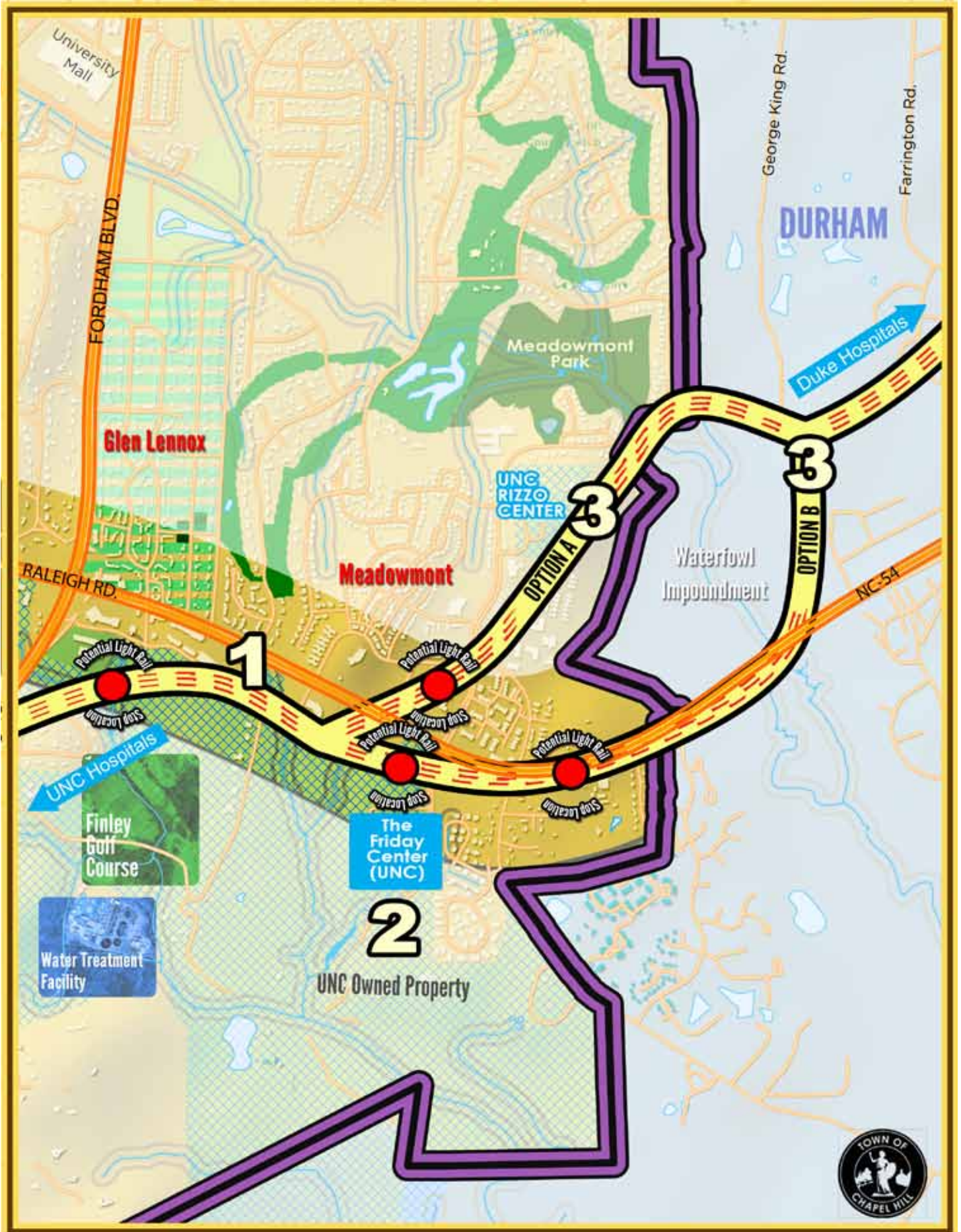
Area 3 Key Considerations:

- There are existing development pressures along Estes Drive which connects Chapel Hill to Carrboro, the schools on Estes Drive and shopping areas to the east.
- There is an opportunity to increase housing options between Hillsborough Street and Martin Luther King Jr. Blvd with access to downtown.
- This area is an opportunity to connect the more suburban parts of Chapel Hill to the more densely developed downtown.
- High levels of transit service along Martin Luther King Jr. Blvd and anticipated future investment in higher capacity bus service should be integrated with the potential development.
- The Carolina North Forest and Carolina North campus will be important features in this area.

Future Focus Considerations:

1. The highest priority is a community-based process to identify the future form of new uses in and near Estes Drive and Martin Luther King Jr. Blvd. That process should evaluate Estes Drive as a complete street that is accessible to bicycles, transit, pedestrians and vehicles.
2. Support the potential for redevelopment of the southern end of this corridor with better connections to Downtown and the University by encouraging community-based discussion of form, access, environmental conditions, and connectivity.

General: Coordinate future development with investment in an expanded transportation network including sidewalks, greenways, bike paths, streets and transit.



Area 4: Highway 54



Area 4 Community Comments:

- Include the intersection with 15-501 and the area surrounding the Friday Center
- Focus density and mixed use (with parking included) around the Friday Center proposed station
- Maintain “green gateway” along 54
- Focus intensity and a mix of uses around proposed LRT and BRT stops
- For the most part the highest density that should be reached is 4-6 stories
- Step down density away from transit stops and towards existing residential
- Focus growth within Orange County limits
- Include UNC’s plans for their properties in future development strategies

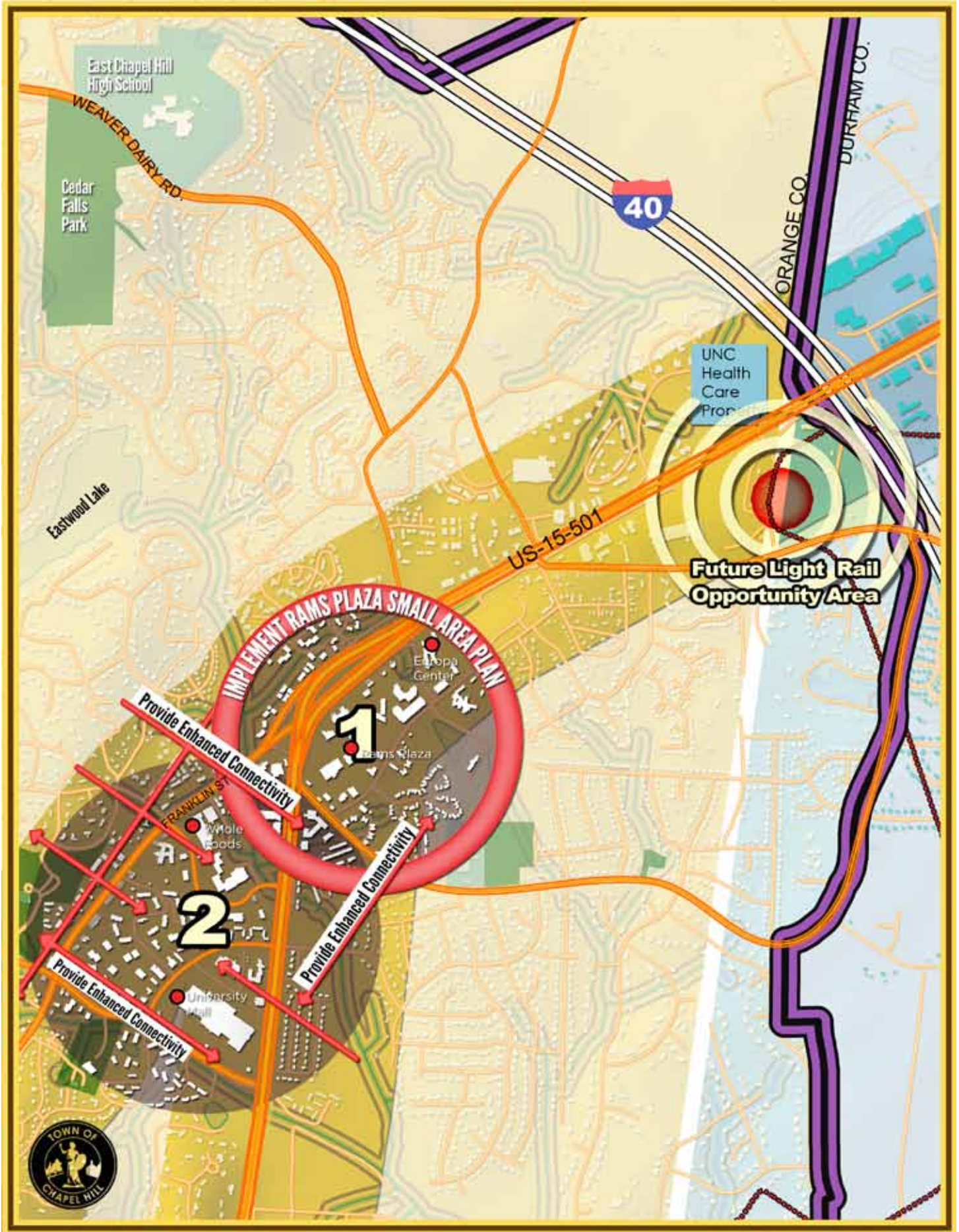
Area 4: Highway 54: Approximately located between Meadowmont and Glen Lennox (north), The Friday Center and Finley Golf Course (south), Highway 15-501 (west) and Durham (east).

Area 4 Key Considerations:

- Highway 54 is one of the town’s major connections to the greater Triangle region with access to health care, shopping, Downtown, the University and UNC Hospitals.
- Future transportation improvements should consider the proposed light rail connection between Chapel Hill and Durham.
- Investments in the transportation system, including all types of circulation, and land use decisions should be coordinated in this corridor.

Future Focus Considerations:

1. Use a community-based process to study the capacity for development and change; consider using design-guidelines or a form-based approach to identify thresholds for development and appropriate uses.
2. Develop a partnership with the University and Health Care System to identify shared needs in this corridor for transit, services and growth.
3. Focus additional efforts, in partnership with property owners in the area, to identify sections to rezone and to provide enhanced connectivity for bicycles, transit, pedestrians and vehicles using the complete streets approach.



Area 5: North 15-501



Area 5 Community Comments:

- Acknowledged high development potential
- Preference for Light Rail and Bus Rapid Transit
- Gateway site (south-west corner of 15/501 and I-40 intersection) and University Mall major development potential - high density mixed -use/commercial/residential
- High Density towards 15/501 transitioning to medium density towards the neighborhoods and medium density along Franklin Street
- American Legion developed as public open space
- Enhance Connectivity - Circulator road, east-west streets between Franklin Street and 15/501, Connect Legion & Old Chapel Hill
- Greenways connecting open spaces, existing trails and major development areas
- Include Blue Cross Blue Shield (and UNC) in discussion about potential collaboration and development.

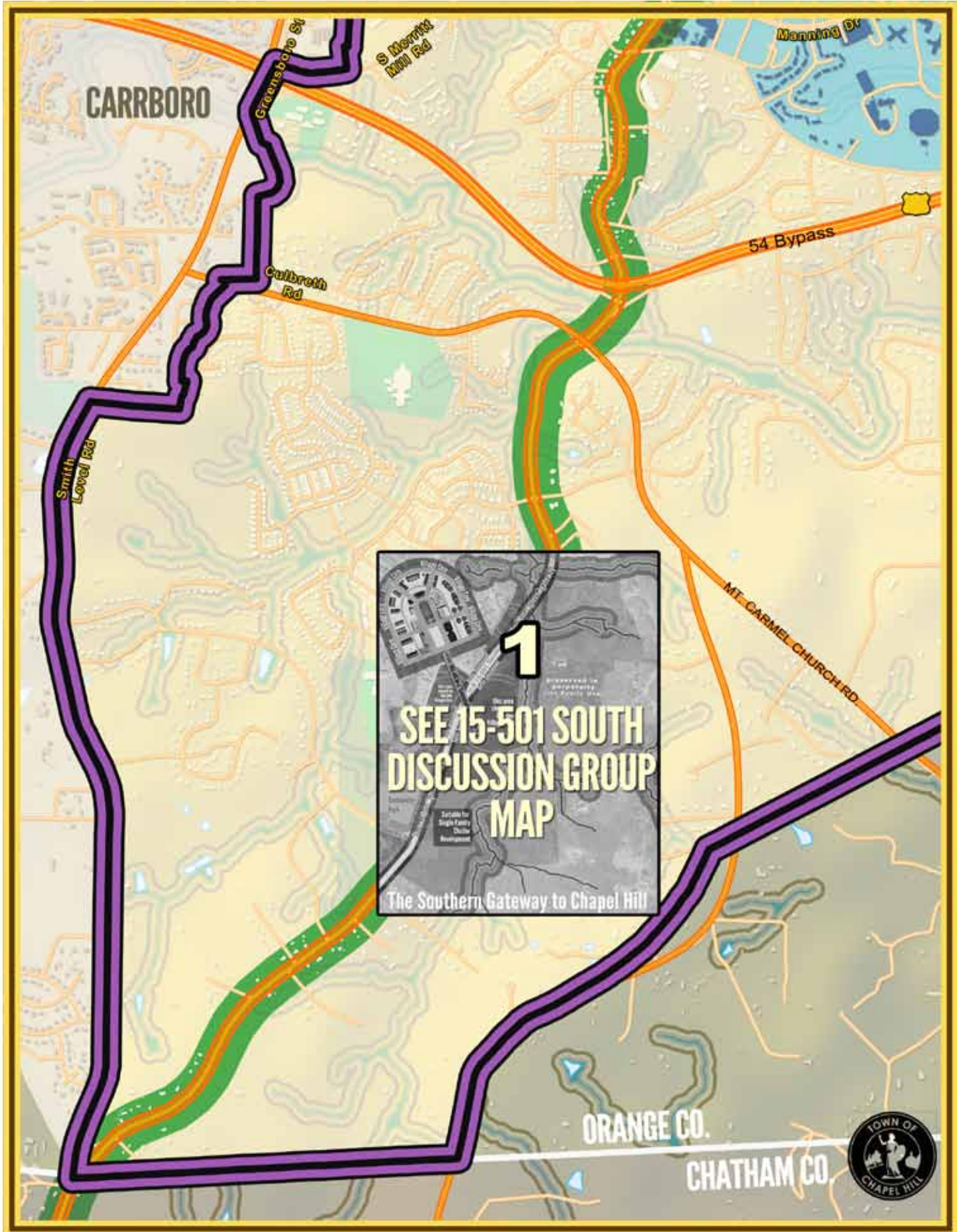
Area 5: North 15-501 : Approximately located between I-40 (north), Estes Drive (south) and surrounding NC 15-501 and East Franklin Street (east and west).

Area 5 Key Considerations:

- This gateway to Chapel Hill can support new and stronger density patterns of growth in the community that complement anticipated Health Care investments
- The area would benefit from better connections and promotion of new spaces to incubate and grow the town's commercial and residential base.
- The area has been identified for investment of expanded transit services to provide improved mobility within and along US 15-501 and Fordham Blvd.
- The area also includes access to the proposed light rail transit service between Durham and Chapel Hill.

Area 5 Actions:

1. As a first priority, consider a form-based code approach for the Ephesus Church-Fordham section of the corridor to support connectivity and redevelopment as identified in the adopted Small Area Plan.
2. Focus additional efforts, in partnership with property owners in the area, to identify sections to rezone and to provide enhanced connectivity for bicycles, transit, pedestrians and vehicles using the complete streets approach.



Area 6: South 15-501

Area 6: South 15-501 : Approximately located between Mt. Carmel Church Road (north), Edgewater Circle (west) and the urban services boundary (south and east).

Area 6 Key Considerations:

- A Discussion Group met to identify principles for this area that should be considered in future development proposals.
- The area is identified as a retail development opportunity by the Town and could have an impact on the Town's overall fiscal health
- Future growth must address traffic, connectivity and design concerns

Area 6 Actions:

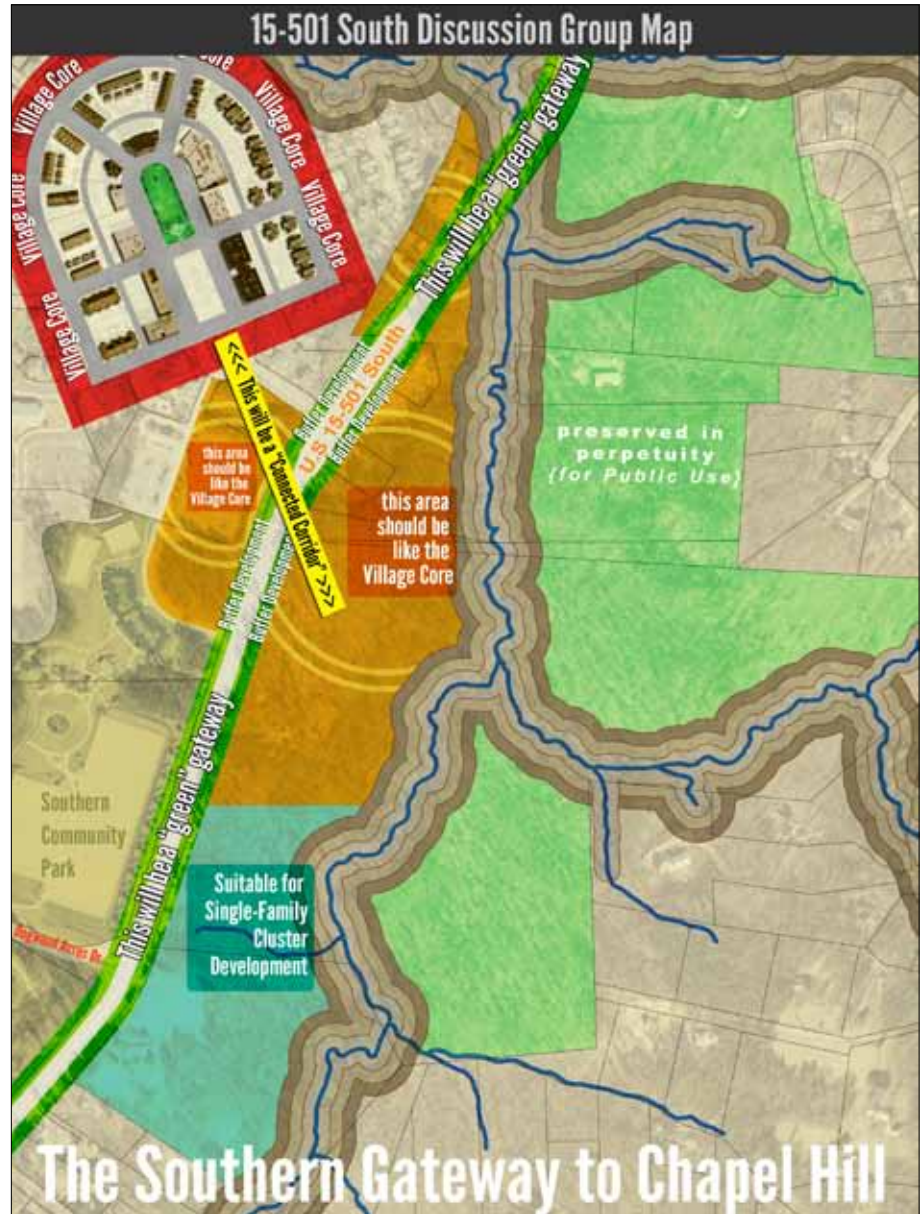
- Projects requiring concept plan review should respond to the general principles and relevant area-specific principles and discussion group map identified by the South 15-501 Discussion Group.

South 15-501 Discussion Group principles:

GENERAL PRINCIPLES

- Preserve and enhance natural resources (make public) including water quality and stormwater
- Recognize and honor the spirit of the Southern Small Area Plan from early 1990s
- Ensure that there is significant community process and community benefit in all future development plans
- Minimize traffic impact on neighborhoods surrounding the study area
- Minimize the impact of development on schools
- Plan collaboratively for the 15-501 corridor with Orange County and Chatham County (including transit planning)
- Improve connectivity of bike/ped among neighborhoods, schools, community facilities, and parks
- Plan for increased use of transit
- Preserve and enhance the "Green Gateway"
- Respond to demonstrated needs of the greater Chapel Hill community

AREA-SPECIFIC PRINCIPLES (see discussion group map for area designations)



- Meet community needs with new development (mixed use) focused on commercial rather than residential (Area 1)
- Promote architectural diversity and quality with design guidelines (Area 1)
- Emulate design principles of market area of Southern Village, including building height restrictions (Area 1)
- Promote greenways, particularly along and near creeks (Areas 1, 2, and 3)
- Utilize clustered, compact development to maximize open space preservation (Areas 2 and 3)
- Evaluate increased transit use at park and ride lot (Area 5)

- Promote possibility of workforce housing or accommodations for other identified community needs, such as senior citizen housing (Areas 4 and 5)
- Provide corridor buffer along 15-501, allowing for visibility and access to retail or commercial development (All areas)
- Encourage clustered retail development including any new development toward the county line (Area 1 and county line)
- Maximize permanent preservation of open space (Areas 2 and 3)

2020

CHAPEL HILL
OUR TOWN. OUR VISION.

chapelhill2020.org
2020buzz.org

Draft outline of Comments from Planning Board and Sustainability Committee

Background

The Chapel Hill Planning Board and Chapel Hill Sustainability Committee held a joint work session on April 10, 2012 to discuss the evolving 2020 Comprehensive Plan. The need for the 2020 Com Plan to have a few “Big Ideas” was discussed and agreed on. A Big Idea is one that several Theme Groups identify as important as a goal or as a component of their “Statement”.

The Theme Groups have not completed formulating and finalizing their goals at the time of this memo, but certain threads have clearly emerged. These could form a basis for what is a Big Idea. For the purpose of this document, we can use the goal summary of the 2020 Agenda document for April 12.

Big Ideas

- 1) A healthy, connected Chapel Hill including:
 - a. A bikeable community by 2020 (integrated, continuous and connected bikeway system)
 - b. A walkable community by 2020 (integrated, continuous and connected sidewalk system)
 - c. Connected parks and open space throughout town by 2020.
- 2) Unique downtown core work-space by 2020, i.e. Rosemary Corridor
 - a. Downtown incubator and technologic zone
 - b. Enhanced supportive infrastructure
 - c. Programs to support innovative, emerging and creative entrepreneurs.
- 3) Good housing & neighborhoods for people who live and work in Chapel Hill
 - a. Provide affordable work-force housing
 - b. Support a range of liveable neighborhood types
- 4) Sustainable Practices Decision Making
 - a. Minimize Carbon Footprint,
 - b. Protect natural resources,
 - c. Foster social equity.
 - d. Create opportunity and support local enterprise.

These are NOT the only Big Ideas, but are examples of how Big Ideas can be ‘discovered’ among the many goals that the theme groups have identified.

Much general discussion at 2020 meetings has centered on the question “How will we implement these ideas?” One way is to develop a set of **‘longitudinal initiatives’** that are then carried out by large stakeholder groups that originate from this 2020 process and are tasked with developing the actual strategy for achieving the Big Idea. The 2020 process has been extraordinarily successful in engaging a large number of stakeholders over a period of time in a way that Chapel Hill has not seen before. ‘Longitudinal Initiatives’ are one way of maintaining the momentum and focus of many of these same stakeholders over a longer period of time, enhancing participatory governance.

Summary

Work session for Planning Board and Sustainability Committee

April 10, 2012

7-9 pm, Town Operations Center

Attendees:

- Co-Chairs: Del Snow (Planning Board) and Josh Gurlitz (Sustainability Committee)
- Sustainability Committee Attending: Chris Senior, Brian Wittmayer, Barbara Driscoll, Hank Rodenburg, Sherif Ghobrial (Vice-Chair)
- Planning Board Attending: Amy Ryan, Jason Baker, Kimberly Brewer, Susan Haff, John Ager, Andrea Rohrbacher, Deborah Fulghieri
- Staff: John Richardson, Gene Poveromo, Mary Jane Nirdlinger, David Bonk
- Members of the public: Melissa McCullough, Elizabeth Zander, Stewart Boss

The group reviewed purpose of the work session (To provide input and comments to staff for use in preparing the final revisions of the Chapel Hill 2020 Plan) **and the charge of each group** as pertains to the comprehensive plan:

Charge of Sustainability Committee: Provide guidance to the Planning Board regarding sustainability principles to be adopted as part of the Comprehensive Plan review process

Charge of Planning Board: To prepare and, from time to time, recommend revisions to the Comprehensive Plan for physical development of the Town

The group reviewed the role of advisory boards in the 2020 process:

All advisory boards have been invited to be stakeholders during the 2020 process and to attend two joint advisory board meetings (May 10 and June 7th).

The group reviewed the next steps in the 2020 process:

- a. April 12th Meeting – Goals
- b. April 24th Meeting – Actions
- c. Input from stakeholders informs final draft plan
- d. May 10 – input from advisory boards informs final draft plan
- e. May 21 – public hearing opens
- f. June – Joint advisory board meeting for recommendations

Comments and Questions from Advisory Boards:

The Planning Board shared their input from their previous work session. There was discussion about reduced parking at transit-oriented developments. Staff said they would continue to address the questions and ideas they provided. Most of the conversation centered on developing the “big ideas” and themes of the plan into a clear, focused narrative. Key topics of discussion included the role of the University and Health Care system in the community’s future. Emphasis was placed on developing collaborative approaches to our land use and transportation decisions, planning for infrastructure and services. Another key discussion centered on sustainable decision making to evaluate future decisions in a transparent and continuous cycle.

The group’s discussion led to a consensus on several “big ideas” to recommend to the process - ideas the group saw threaded throughout the plan but not yet carrying the 'excitement' of bold ideas. The ideas center on Chapel Hill as a bicycling community by 2020 (transportation/connectivity), Chapel Hill as a center of high-speed entrepreneurship in 2020 (grow innovation/new businesses), Chapel Hill as a live-work community by 2020 (more employees living in town), and Chapel Hill as a place that makes decisions using a sustainable-decision-making framework. The importance of defining ‘sustainability’ within the Plan was noted, as it seems even the two groups or individuals within the two groups may be using different definitions. As a follow-up item, they want to state that a 'total population' for the community hasn't been decided yet and we will continue to work on this question during implementation steps.

Process discussion included the need for clear messaging with each release of the draft (i.e. what steps are included before June, what follows after June), informing people that the June plan “steers the ship” but does not make irrevocable decisions, which was a fear some participants had heard in the community. A suggestion was made to continue providing more updates about what work is happening between meetings and between drafts.

There was some public comment interspersed during the conversation.

The groups agreed unanimously to draft a brief summary of their “Big Ideas” for the plan and to have staff post them on the 2020buzz blog in order to solicit broad input and reactions to their input.

Staff agreed to incorporate the comments from the evening’s discussion and the Planning Board’s Saturday work session into the next draft document for additional public review and comment.

The work session adjourned at 9:20 PM.

To: Chapel Hill Planning Department

**From: Planning Board
Del Snow, Chair**

**Subject: Comments and recommendations on the April 5, 2012 Draft
of the 2020 Comprehensive Plan.**

Date: April 7, 2012

**The Planning Board met for a special work session on April 7, 2012,
from 9:00 am to 1:45 pm to make the following recommendations
and comments on Draft 2 of the 2020 Comprehensive Plan.**

PROCESS COMMENTS

**1. MISSING DATA: The Planning Board's view is that to produce a
quality comprehensive plan, citizens need the following data (which
has been requested previously) in order to verify the assumptions
and in order to have an informed conversation about the tradeoffs
inherent in the choices we make for our future:**

**Basis for population projections
Number of students living on campus/off campus-in Town
Age brackets of residents
Historical growth rate excluding annexation
Water supply for low/medium/high populations
Level of Service on major roads
Acreage of available developable land in Chapel Hill
Square footage of residential necessary to house high growth
School capacity
Identified school sites
Environmentally sensitive areas
Number of Orange alert days/year over the last 10 years
Business retention rates
Existing vacant retail and office square footage
Approved, but not built, retail and office square footage
Pending retail and office square footage
Retail and office absorption rates
Tax exempt square footage
Sales tax revenue generated per square foot of existing retail
Employment projections by major Town employers**

2. **UNC ROLE:** UNC and Chapel Hill enjoy a reciprocal relationship and, as such, we believe that UNC needs to be at the helm of this process along with the Town of Chapel Hill. As a “local economic engine” and hub of a large student and workforce population, UNC needs to be more specific about growth of the student population and employment figures, as well as about physical growth of both the academic and health care facilities outside of the main campus. Issues related to the university, such as the number of students they house on campus and people who must commute into work each day, have a profound impact on the character of Chapel Hill, and we should encourage the university to take responsibility for helping the town to ameliorate any negative impacts on the community.

3. **EVALUATION PROCEDURE:** The Planning Board would like to see a more transparent modeling or for the current model to be tested in order to support a presentation of the trade-offs that are implicit for each of the low, medium, and high growth scenarios.

4. **INPUT:** Although there has been a huge effort made to obtain community input, we feel that a scientifically designed survey that reflected a very broad section of our community, should be implemented once the trade-offs of various scenarios can be offered so that citizens will have a direct way to voice their opinions on specific growth scenarios?

5. **TIMELINE:** We appreciate the Council’s desire to have clarity and finality by June, but we would caution that at this juncture in our Town’s growth patterns, we take the approach that our future is worth the time to “get it right.” We recommend the adoption of a clear and focused vision statement in June that will help to inform the basis for additional work on our Comprehensive Plan and that the goals and objectives are further honed in order to provide enough time to arrive at a high quality and vetted Plan.

6. **CHECKUPS:** Provide a mechanism for periodic reevaluation and updating of the Comprehensive Plan as conditions change.

COMMENTS AND RECOMMENDATIONS SPECIFIC TO DRAFT #2:

COMMENTS AND RECOMMENDATIONS SPECIFIC TO DRAFT #2:

GENERAL COMMENTS:

- 1. Future drafts should provide line numbers for ease in identifying corrections and comments**
- 2. Throughout the document we note a lack of clarity, focus, strategic thinking, and prioritization.**
- 3. The needs of the “average income” Chapel Hill residents receive little attention.**
- 4. Focus on regional context issues including the need for joint planning is not sufficient.**

SPECIFIC COMMENTS:

1. COMMUNITY VISION (page 1): Along with the hopes for the future of Chapel Hill, we feel it is important to include the need for preservation of quality of life, sense of place, and character, all inherent to a town’s sustaining its identity. The vision does not include the question of how large a community we want to be.

2. THE CHAPEL HILL 2020 PRINCIPLES

(page 2): Delete “We face change whether we like it or not” and substitute “We have to make decisions about the direction we take in the face of increasing pressure to build more densely.

**(page 3): Delete: “the outraged and outspoken” (at top)
Add “Maintaining quality of life” to principles**

3. THEMES: From personal experience, a number of Planning Board members felt that Theme Group descriptions did not match their experiences within these groups. We think that stakeholders should be asked to endorse their facilitator’s descriptions. In particular, we would want the Town & Gown Collaboration to focus more on the mutual responsibility of Town & Gown for student housing (exploring public–private housing partnerships), workforce housing, employment, etc.

4. THE CHAPEL HILL COUNCIL GOALS (page 5): Delete; these are short term goals and should not part of a long–range Comprehensive Plan.

5. CHAPTER 2: PROJECTIONS FOR THE FUTURE (page 8):

A. POPULATION GROWTH: Delete “This is evident on the projection that over the next thirteen years, Chapel Hill’s population is expected to grow by one third,” and substitute with “By weighing tradeoffs for differing growth scenarios, such as low, medium, and high growth, choices can be made to more accurately reflect what the community wants.”

(page 9): Delete “The population for Chapel Hill is projected to increase to 80,483 by 2035.” This is an assumption, based on the growth choices we make, not a data point.

Age distribution as of 2011:

Age brackets are problematic: replace with brackets by school levels (elementary/middle/high, 19–26, 26–34, 35–44, 45–61, 62–75, 76 and older to more accurately reflect levels of services needed.

B. EMPLOYMENT PROJECTIONS (page 9): Delete “The number of people is projected to increase to 74,875 in 2035,” and substitute “Differing scenarios for growth will be reflected in low, medium, and high numbers for estimated employment projections.”

6. CHAPTER 3: UNC/UNC–HEALTHCARE AND THE TOWN (page 10):

Suggested information includes:

Processes to collaborate to maximize mutual benefits, emphasizing mutual planning.

Address mitigation of traffic impacts caused by workforce commuting and student parking off campus.

Exploration of public/private partnerships to provide student and workforce housing.

Protection of neighborhoods both around campus and expanding the number of University locations.

Insure that Chapel Hill property tax rolls do not suffer due to University expansion.

7. PART 2: THE PLAN–THEMES, GOALS, AND ACTIONS (page 11):

Although we did not have sufficient time to analyze all of the goals, we did note that much of the prioritization of short term/mid-term/and long term goals needed adjustment. There was also a great deal of repetition of goals across the short, medium, and long terms.

A. THEME 1: A PLACE FOR EVERYONE:

Housing affordability should be a short-term goal

Address the connection of the relationship of dwindling land availability and affordability.

Address the connection of town-wide and wide-ranging transportation needs and affordability.

B. THEME 3: GETTING AROUND (page 13):

Present local transit service is really a function of UNC, with schedules reflecting the academic calendar. Examine our commitment to transit that supports the needs of service workers and the non-student population.

Delete “Without congestion” from the end of paragraph 2. Implement new parking standards that significantly decrease parking ratios in area that are designed as “transit oriented development” to fully support non-autocentric design.

Short-term goals should include bike lanes and bike paths. (page 14)

C. THEME 5: NURTURING OUR COMMUNITY (page 17):

Protect neighborhoods from the impacts of development: stormwater run-off, light and noise pollution, traffic, ADD both “loss of green space” and “ample transition buffers between low rise and high rise building” and move both to short term goals.

D. THEME 6: TOWN AND GOWN COLLABORATION (page 19):

See previous comments

CHAPTER 3: AREAS FOR POTENTIAL OPPORTUNITIES FOR GROWTH

We did not have time to provide feedback on this chapter.

MEMORANDUM

TO: Chapel Hill Planning Department

FROM: Bicycle and Pedestrian Advisory Board;
Greenways Commission

SUBJECT: Comments on the March 13, 2012 Draft of the 2020 Plan

DATE: April 3, 2012

On April 3 the Bicycle and Pedestrian Advisory Board and the Greenways Commission held a joint meeting and discussed the first draft of the 2020 Plan. At the conclusion of the discussion, both boards voted unanimously to submit the following joint comments:

- 1) Survey and Demographics Data: We suggest that the document describe the process better as to how raw data was distilled and conclusions drawn; reference raw data and material in an appendix but do not include in the main text. We are looking for more transparency as to how the raw data got processed and transformed into the current draft plan.
- 2) Vision Statement: We recommend developing a more concise and clear vision statement. The one in the first draft is too long, and does not reflect previous discussions/value statements. How does it relate to those voted upon at earlier 2020 plan meetings?
- 3) Environmental Protection: The Plan should include the concept that environmental protection has economic benefits for both individuals and the community. There is an economic value to sustainable development, such as savings on gas, lower health costs, and decreased utility and infrastructure costs. An example: If the community has abundant shading from trees, buildings do not need to be cooled as much. The environment is a resource to be protected, not an asset to be spent.
- 4) Safety: We feel safety should be part of the longer term vision, but it receives too much short-range emphasis. The emphasis is too dominant and detailed. The emphasis relates back to the first comment regarding data...what is the basis for the safety conclusions in the data?
- 5) Greenways Master Plan/Parks and Recreation Master Plan: The 2020 Plan should inform the Greenways Master Plan and the Parks and Recreation Master Plan, and the Master Plans should expand and complement the ideas in the 2020 Plan. The Master Plans should be components of the 2020 Plan. We discussed the importance of completing a north-south greenway and east-west greenway connections in the 2020 planning period.

- 6) 2020 Goal Statements: The 2020 plan should list long-term/big-picture goals first and then work toward short-term goals.

Attendees for Greenways Commission: Christine S. Berndt, Chair; David Tuttle, Vice-Chair; Bob Myers; Patrick Crawford

Attendees for the Bicycle and Pedestrian Advisory Board: Rainer Dammers, Chair; Kristen Langford, Ray Magyar, Amanda Mansfield, Paul Neebe

Transportation Board Input to CH2020

4/16/12

Introduction

A well-conceived and planned, carefully thought out, integrated, and balanced transportation system is critical to the future of Chapel Hill. It should promote environmental and economic sustainability and improve the quality of life for residents, students, and visitors alike. Such a system should both guide and be responsive to growth, appropriately address and embody all forms of transportation, and be integrated into a larger regional system. Key goals for this system should include:

- Lessening dependence on private automobiles, particularly for shorter trips, and supporting the growth of alternative means of transportation
- Incorporating a transparent and fact-driven process for decision-making for all transportation-related issues
- Coordinating with regional agencies, particularly with Triangle Transit and the Durham/Chapel Hill/Carrboro Metropolitan Planning Organization, with the goal of providing better integration between Chapel Hill's system and those in surrounding communities including Chatham County
- Supporting the redevelopment of the Downtown, supporting growth in those areas in which the 2020 plan calls for it, and improving the overall quality of life for all

Mass Transit

Chapel Hill's bus system (Chapel Hill Transit) will remain the dominant -- but not necessarily the exclusive -- mode of "mass transit" for the foreseeable future. Ideally, it should provide "anywhere to anywhere" transportation quickly and efficiently. Overall goals for the system include:

- Continually monitoring and reassessing the route system to ensure that the needs of all stakeholders/users are being met: residents, students, workers, and visitors. In particular, if funding can be obtained, better balancing the system between student-focused and resident-focused routes should be pursued
- Given the likely decline in State and Federal funding, developing a plan for the long-range financial viability of the system that addresses both operating and capital needs, including timely replacement of the fleet.. In particular, broadening its sources of revenue should be assertively pursued
- Enhancing the coordination with other regional systems to provide more effective means of transport to Durham, Raleigh, RDU, Chatham County and other regional destinations. It is likely that carrying this out will require enhancements to these other systems.
- Assessing and, where necessary, relocating or reconfiguring bus stops to assure accessibility and safety for all riders.

Light rail has the potential to augment the regional system and could aid in reducing the dependence on private automobiles in the long-term. Further, once built, such a system has a degree of permanence that bus and similar systems lack – accompanied by an inherent lack of flexibility. Given the substantial investment that will be required to make this system a reality, the following should be considered:

- It should be part of a broader transportation ecology that addresses other forms of transit (e.g., buses) and parking at each stop to ensure users can easily reach their final destinations. It is likely that this will require a significant expansion/reorientation of the current bus system. Funding for these needs should be explicitly included in any financing plans
- It should not detract from other necessary transit investments
- It should be underpinned by the well-thought out financial plan that assures its long-term viability, particularly in its early years while ridership is growing
- It should be aligned with town growth plans and include plans for future expansion over time
- The impacts on neighborhoods to which it will be proximate should be planned for

Other means of mass transit, such as bus rapid transit, trolleys/streetcars, and the like, should also be actively explored for their utility in meeting local and regional needs.

Automobiles and Parking

While a goal of the Comprehensive Plan should be to reduce dependence on private automobiles, it should be recognized that it is likely cars will remain the dominant form of transportation well into the future and that investments to improve automobile traffic and congestion will need to be made. In that regard:

- A comprehensive study of Chapel Hill's traffic, now and taking into account planned growth, should be conducted to identify:
 - Areas of congestion and means for reducing it (road widening in key areas, changed traffic patterns, re-timing of traffic lights, etc.)
 - Areas currently not safe or presenting hazards to pedestrians and bicyclists
 - Needs for new street/road construction, particularly in areas identified for future growth
 - The impact of increasing traffic from/to Chatham County, in addition to traditional flows to/from Durham, RTP, and the Raleigh area should be explicitly addressed
- Decision-making around investments in addressing traffic should be fact-driven and based on national norms, modified to reflect the Town's needs and desires. Traffic issues should be addressed proactively by Town staff and the Council with regular updates on problem areas being presented to the Council
- The use of electric cars should be promoted by installing or requiring the installation of charging stations in new development and existing and new public parking facilities
 - Construction of these stations in existing developments could be encouraged through the use of tax incentives as well

Parking remains an ongoing problem for the town, affecting both economic sustainability and quality of life for all. The construction of new parking is needed in the Downtown, for expansion of park-and-ride locations, and to ensure the effectiveness of any light rail system that may be constructed. In that regard:

- To the extent possible, parking should be developed in ways that do not use land that could be better used for civic, cultural, commercial, or residential purposes or may have environmental significance.
 - In areas of relatively high density, e.g., the Downtown, parking should be underground and/or incorporated into mixed use structures
 - Tax incentives or other creative means should be employed to achieve these goals
- Better use should be made of UNC and other parking facilities, particularly in the evenings and on week-ends.
- Expansion of the town's park-and-ride facilities should be continued.
- Where new parking structures are needed, serious consideration should be given to making them multi-use, i.e., incorporating commercial/retail spaces in addition to parking

Pedestrians/Walking

Overall, a significant effort should be made to make Chapel Hill a more “walkable” and interconnected town for the health, environmental, and livability benefits it will provide. In that regard:

- New areas of development should be built as true neighborhoods that combine residential and light commercial uses such that many needs of everyday life can be addressed by walking
- All roads and streets should be assessed for their pedestrian safety and “friendliness,” while providing connectivity between neighborhoods. Funds should be allocated for needed improvements
- Where necessary, public safety should be enhanced to ensure pedestrian security including the provision of traffic calming measures in identified locations
- Pedestrian access to the bus system should be assured, with particular attention being paid to the needs of those with disabilities
- A sidewalk construction and maintenance prioritization plan should be created and followed
- Street lighting should be reviewed and, where necessary, improved

Bicycles

Bicycles can and should be an important part of Chapel Hill's transportation system and significant efforts should be undertaken to promote their use as a means for improving the environment and reducing dependence on private automobiles. In that regard:

- All major roads/streets within the Town should have discrete bicycle lanes/paths, with separation between vehicular, pedestrian, and bicycle traffic, to the extent possible

- New construction, in particular, should have this as a mandate
 - On-street bicycle facilities should be strongly considered on all standard road resurfacing projects
- Special consideration should be given to ensuring that a safe and convenient path is created between the main campus of UNC and Carolina North
- The construction of separate bikeways, for both recreational and transportation purposes, should be encouraged
- More places in which bicycles can be parked should be distributed throughout the Town
 - Public parking facilities should have space allocated for bicycles
- The provision of facilities for bicyclists to “clean up” at their destinations should be continue to be required, where appropriate, in new development and encouraged in other settings.
- Enforcement of bicycle rights should be a police priority
- As with pedestrian traffic, street lighting should be reviewed and, where necessary, upgraded

Planning for Non-Motorized Transportation

A Vision for Bicycling in Chapel Hill

Discussion

After examining the 1st draft of the 2020 Vision plan for Chapel Hill as a guide (see page 4), I have summarized the key points that relate to bicycling in the following bullets.

- More Bicycling Infrastructure: Bike Lanes, Cycle Tracks, Separated Paths
 - For Recreation
 - For Transportation
- Better Connectivity
 - Between Neighborhoods and Businesses
 - Between Neighborhoods and the University
 - Between Neighborhoods and Neighborhoods
- Support Bicycling at Businesses
- Reduce Speeds and Street Widths
- Provide Bicycle Parking
- Encourage Intermodal Connections

It is clear that bicycles are already an important mode of transportation in Chapel Hill, as evidenced by the number of bicycles parked on the campus of the University of North Carolina at Chapel Hill (UNC) and at other areas around the city. Unfortunately, the Town does not currently count the number of bicycles, so there are no accurate measures of how many people are bicycling. However, the presence of no less than five bicycle stores in the area indicate a demand for bicycles among area residents. In addition, the success of the Go Chapel Hill – Carrboro Spring Roll Ride would support this conclusion, while the ReCYCLery, a local nonprofit that helps interested residents learn bicycle mechanics, has also grown substantially over the past few years. Also considering the large amount of feedback provided during the 2020 Visioning process regarding bicycling in the Town, it is clear this is an important issue.

Vision

Chapel Hill should become a town in which all modes of transportation can safely and conveniently use transportation facilities to access destinations and meet needs. For bicycling, all skill levels should be safely accommodated on bicycle facilities by 2020.

Implementation

Without a schedule for implementation and measures of accountability, any plan will likely not meet its goals within a reasonable timeframe. The mnemonic SMART (Specific, Measurable, Attainable, Relevant,

and Timely) could be helpful in framing the recommendations for improving bicycling in Chapel Hill as part of the 2020 Visioning process.

Short Term: 1 Year

- In the short-term, the town should begin to investigate providing a **tax credit** to businesses that provide substantial (15+ spaces) high quality, i.e. covered, bicycle parking.
- The town should also consider **incentives for businesses** to apply for the Bicycle Friendly Business designation.
- **Adding Bike Lanes** should be considered in every routine repaving by NCDOT.

Near-Term: 1-3 Years

- A **tax credit** should be in place to encourage businesses to provide bicycle parking.
- **Adding Bike Lanes** should be considered in every routine repaving by NCDOT.
- A non-motorized **connectivity index** should be considered to evaluate neighborhood connectivity and ensure that those neighborhoods that are not connected to safe bicycle/pedestrian facilities are prioritized for pedestrian and bicycle improvements.
- If possible, **synchronize investment in bicycle facilities** with NCDOT Division of Bicycle and Pedestrian Transportation improvements, as detailed in the NCDOT Project Prioritization document. Set a schedule for meetings between town staff, TJCOG, NCDOT, and other partners to work towards a complete network of bicycle infrastructure.
- **Begin counting bicyclists** to determine where the most people are bicycling.

Mid-Term: 3-5 Years

- **Adding Bike Lanes** should be considered in every routine repaving by NCDOT.
- Every neighborhood should have been evaluated for connectivity to non-motorized transportation facilities. Create a **prioritization scheme** for adding new bicycle infrastructure.
- Town staff, TJCOG, NCDOT, and other partners should begin **holding regular meetings** and identifying long-term connections, significant gaps, and areas of interest in terms of bicycle infrastructure.

Long-Term: 5-10 Years

- **Adding Bike Lanes** should be considered in every routine repaving by NCDOT.
- Town staff, TJCOG, NCDOT, and other partners, using the connectivity index and bicycle and pedestrian improvements prioritization scheme, should work towards the goal of creating **1 mile of new bicycle infrastructure each year**.
- A **count program for bicyclists** should be in place.
- Transit should better accommodate bicyclists by upgrading to new front racks, which hold three bikes instead of two, if possible.

Specific Recommendations

- Regional Connections
 - Provide safe bicycle infrastructure from Chapel Hill to the American Tobacco Trail.
 - Improve safe bicycling connections between Chapel Hill and Carrboro, particularly along Estes.

- Increase bicycle carrying capacity of buses (TT, Chapel Hill Transit) by one, so that three bikes are allowed on the bus.
- Consider installing high-quality covered bike parking at all bus stops.
- Others?

Excerpts from the Draft 1 of the 2020 Plan

Short Term Goals: 1 Year

Theme 3

Goal 1: Provide a high-quality holistic transportation system that encourages the use of all modes of transportation.

Objective: Provide additional modes of transportation as well as facilities and infrastructure to accommodate these alternative modes. Increase accessibility and mobility. Reduce congestion and need for fuel consumption. Support an active and healthy lifestyle.

- Add park & ride capacity, **bike lanes**, sidewalks, local and regional transit programming and connections, and public relations to promote alternatives to driving.

Near Term Goals: 1-3 Years

Theme 3

Goal 1: Connect Neighborhoods to Businesses and Schools

- Use existing **bikeways**, walkways, and transit to connect neighborhoods and commercial districts and expand those networks.

Goal 2: Make an adaptable transportation network to support both dense and suburban development.

Mid-Term Goals: 3-5 Years

Theme 2

Goal 6: Promote a safe, vibrant, and connected (physical and person) community.

Objective: 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, and work, and spend in Chapel Hill.

- Safe **bikeways**, alternative forms of movements, transit-oriented development.

Theme 3

Goal 2: Connect neighborhoods with greenways and sidewalks; also access businesses and schools.

Objective: 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.

- Create greenways, sidewalks, and **bikeways** that connect places and are not only for recreation.
- Have better connections between existing residential street networks.
- Provide **striped bike lanes**.

Goal 3: Connect neighborhood businesses and schools.

Objective: Makes travel safe and easy; promotes active lifestyles; expands the ability of 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)

Long-Term Goals: 5-10 Years

Theme 1

Goal 1: Family friendly, accessible exterior and interior places.

- Expand the greenway system to provide better connectivity around town thus promoting alternative modes of transportation other than cars.

Theme 2

Goal 1: Foster success of local business.

- Make businesses more accessible (**bike**, walkable, train stop)

Theme 3

Goal 2: Connect to a comprehensive regional transit network

Objective: 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.

- 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.

Minutes from the Community Design Commission meeting on April 10, 2012 to discuss and make recommendations on the Chapel Hill 2020 Comprehensive Plan

Members Present: Patric Le Beau, Laura Moore, Beth Mueller, Martin Rody, Geordie Selkirk, and Polly van de Velde (Chair)

Staff Present: Kay Pearlstein

Vision Statement: The Commission choose "C" as the preferred Vision Statement from the options presented from the April 5, 2012 Draft.

Discussion: The Commission felt the CDC should help foster:

- An aesthetically pleasing and creative Chapel Hill environment;
- Connections between built spaces and access to transportation;
- Development of Design Guidelines for the Focus Areas. This could be design development as part of Form Based Code for target areas;
- Form Based Code should describe what buildings should look like;
- Better and predictable tools as a basis to approve and deny applications like updated Design Guidelines and new Form Based Codes; and
- Design input on creation of new transit nodes and transit patterns.
- Protect existing neighborhoods. We tend to plan for future residents but forget to plan for and protect current residents.

Overall Considerations:

- The Land Use Plan should include a Transportation Plan for future transit corridors and these corridors need to be identified;
- Encourage local talent to participate in Town development and entrepreneurial activities.
- The built environment needs to be human scale and not cater to cars.

Chapel Hill Public Art Commission input for 2020 Goals, April 2012

Goal PFE.1: Family friendly, **aesthetic and accessible** exterior and interior places throughout the Town for a variety of active uses [*CHPAC wants to add red text in Goal PFE.1*]

- Near-Term Actions (1-3 Years):
 - Expand arts, cultural and recreational programs and community events that encourage active, engaged living and champions downtown (Parks & Recreation, Public and Cultural Arts Office, Public Arts Commission)
 - Change the open space requirement to include plazas, possibilities for public arts and events; refer to the Parks & Recreations Comprehensive Plan (Planning, Economic Development, Parks & Recreation, Public and Cultural Arts Office, Public Arts Commission)
 - Implement Contextual Art Plan recommendations so that public art appears in appropriate spaces and projects (Public and Cultural Arts Office, Public Arts Commission)
- Mid-Term Actions (3-5 Years):
 - Implement Contextual Art Plan recommendations so that public art appears in appropriate spaces and projects (Public and Cultural Arts Office, Public Arts Commission)
- Long-Term Actions (5-10 Years):
 - Implement Contextual Art Plan recommendations so that public art appears in appropriate spaces and projects (Public and Cultural Arts Office, Public Arts Commission)

Goal PFE.2: A creative place to live, work, and play because of Chapel Hill's art and culture

- Near-Term Actions (1-3 Years):
 - Plan for Downtown Arts District (Chamber of Commerce, Downtown Partnership, Economic Development, Planning, Public and Cultural Arts Office, UNC, Visitors Bureau)
 - Identify existing facility or begin planning new facility for arts and cultural programming (Parks & Recreation Department, Public and Cultural Arts Office, Public Arts Commission, area arts organizations)
 - Plan for creation of venues for artists to live, work and exhibit (Chamber of Commerce, Downtown Partnership, Economic Development, Planning, Public and Cultural Arts Office, UNC, Visitors Bureau)
 - Incorporate public art into private development projects (Economic Development, Planning, Public and Cultural Arts Office)
 - Continue a public and cultural arts program that focuses on the uniqueness of Chapel Hill (Public and Cultural Arts Office, Public Arts Commission)
 - Develop a Facebook page for community arts and cultural events (Public and Cultural Arts Office, Public Arts Commission)

- Mid-Term Actions (3-5 Years):
 - Planned steps for creation of Downtown Arts District are underway (Chamber of Commerce, Downtown Partnership, Economic Development, Planning, Public and Cultural Arts Office, UNC, Visitors Bureau)
 - Arts and cultural groups move in to existing facility/ies and programming has begun, or the design of new facility is complete (Parks & Recreation Department, Public and Cultural Arts Office, Public Arts Commission, area arts organizations)
 - Development of new live/work/exhibit spaces for artists has begun (Chamber of Commerce, Downtown Partnership, Economic Development, Planning, Public and Cultural Arts Office, UNC, Visitors Bureau)
 - New public art pieces are incorporated into private development (Economic Development, Planning, Public and Cultural Arts Office)
 - Continue a public and cultural arts program that focuses on the uniqueness of Chapel Hill (Public and Cultural Arts Office, Public Arts Commission)
 - A communications / social media piece is established that is the “go to” resource for all arts and cultural events in Chapel Hill and the surrounding area (Public and Cultural Arts Office, Public Arts Commission)

- Long-Term Actions (5-10 Years):
 - Downtown Arts District plan 50% implemented (Chamber of Commerce, Downtown Partnership, Economic Development, Planning, Public and Cultural Arts Office, UNC, Visitors Bureau)
 - New arts and cultural facilities are operational (Parks & Recreation Department, Public and Cultural Arts Office, Public Arts Commission, area arts organizations)
 - 50% of planned new live/work/exhibit spaces for artists are open (Chamber of Commerce, Downtown Partnership, Economic Development, Planning, Public and Cultural Arts Office, UNC, Visitors Bureau)
 - New public art pieces are incorporated into private development (Economic Development, Planning, Public and Cultural Arts Office)
 - Continue a public and cultural arts program that focuses on the uniqueness of Chapel Hill (Public and Cultural Arts Office, Public Arts Commission)
 - A communications / social media piece is established that is the “go to” resource for all arts and cultural events in Chapel Hill and the surrounding area (Public and Cultural Arts Office, Public Arts Commission)

Responsible Party items:

- CPE.1 Create Design Guidelines or Appearance Overlays for Downtown and Entranceways (see map exercises for entranceway locations) (add Public and Cultural Arts Office)
- CPE.2 Create monthly or quarterly cultural or arts event to be held downtown (add Public and Cultural Arts Office, Public Arts Commission)
- CPE.3 Develop new or improve existing gathering spaces in downtown and throughout the community (add Public and Cultural Arts Office)
- CPE.3 Ensure that new development, such as University Square and 140 West, include attractive and useful gathering spaces (add Public and Cultural Arts Office)

- CPE.3 Provide more connectivity between residential and retail areas which allow people to walk to businesses and restaurants (add Public and Cultural Arts Office)
- GA.3 Create greenways, sidewalks, and bikeways that connect places and are not only for recreation (add Public and Cultural Arts Office)
- GA.4 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 (add Public and Cultural Arts Office)
- GA.6 Use existing bikeways, walkways, and transit to connect neighborhoods and commercial districts and expand those networks (add Public and Cultural Arts Office)
- GPNS.2 Provide more Rosemary Street incentives and more cross-streets; Thoroughly review and adopt relevant parts of the consultant study for downtown redevelopment (add Public and Cultural Arts Office)
- GPNS.8 Plan for spaces that create destinations for residents and visitors redevelopment (add Public and Cultural Arts Office)
- TG&C.2 Develop a public spaces master plan that identifies locations, resources and partnerships to maintain spaces over time (add Public and Cultural Arts Office)



Karin Michel, Head of Youth Services, CHPL

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A Place for Everyone (PFE) Goals Chart



Issued: 4/5/2012

	Goal	Why (objective)	How (strategy)	CHPL meets these goals
PFE.1.0	PFE.1.0 Encourage and support family friendly accessible exterior and interior spaces located throughout for a variety of activities	<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. CHPL offers year-round youth programs; the expanded facility includes a Teen Center.</p> <p>Outdoor green spaces for multiple uses</p> <p>Make better use of what we have. CHPL has served the community continuously since 1958.</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>- Expand the greenway system to provide better connectivity around town thus promoting alternative forms of transportation other than cars</p>	<p>✓</p> <p>✓ Outdoor amphitheatre?</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</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. With additional meeting rooms, the expanded CHPL has the potential to grow its civic programming.</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. CHPL is a venue for the arts, offering opera programs, gallery spaces, book readings, Meet-the-Author teas, book clubs, and theatrical programs in collaboration with Playmaker's Repertory Company.</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> <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. Planned playground area in CHPL's Pritchard Park.</p>	<p>✓</p> <p>✓</p> <p>✓ At CHPL?</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>
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PFE.2.0	<p>PFE.2.0 To encourage and promote the arts and culture to brand Chapel Hill as a creative place to live, work, 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. CHPL provides a facility for working writers and a venue for visual artists.</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. CHPL programs to offer civic engagement on social topics.</p> <p>Create cultural arts program that celebrates community diversity</p> <p>Integrate public art into the fabric of the community. Space in CHPL for rotating art displays.</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>
PFE.3.0	<p>PFE.3.0 To ensure an availability of housing for a variety of economic levels so that all citizens who wish to live and work in Chapel Hill can do so. 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>More resilient and adds to tax base</p> <p>Need to address the haves and have nots</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, etc.). Public transportation needs to be made available through accessible locations and accessible scheduling.</p>	

See GA & PFE.3.0	Goal to be transferred to transportation with notation related to transportation embedded in remaining goals	Create a more healthier citizenry Reduces carbon foot print and protects the environment	Connect greenways to Town and UNC destinations Increase safe bike lanes on streets Promote those alternatives including electric cars Address parking and bus scheduling issues	✓ ✓ ✓
PFE.4.0	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).	PFE.4.1 TBD	PFE.4.2 Actively recruit a diversity of people to serve on boards and commissions and to be involved in town planning processes.	✓



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Community Prosperity & Engagement (CPE)

Goals Chart



Issued: 4/5/2012

	Goal	Why (Objective)	How (Strategy)	CHPL meets these goals
CPE.1	CPE.1 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	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. CHPL maximizes resources by providing an enormous	✓

		additional services in a fiscally constrained future	range of town services— educational, civic, recreational, and social—under one roof.	
CPE.2	CPE.2 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. CHPL contributes invaluable to the town’s attraction of relocating businesses and property owners. Build on what we have (reworded for goal): maximize current space and add more affordable areas/warehousing sites; redevelop large hubs (Ran’s Plaza, U Mall); creative, innovative forms of development Partner with UNC to foster innovation, create incubator/startup space and support – keep businesses in Chapel Hill Attract innovation (like 505 W. Franklin St.); market better; attract unique businesses; attract small hotels & B&Bs (for tourism); attract destination businesses like Costco	✓ ✓ ✓ ✓
CPE.3	CPE.3 Promote a safe, vibrant, and connected (physical and person)	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	CPE.3.2 Improve lighting; address panhandling; emphasis on public safety (more boots on the street); free wi-fi and gathering spaces. CHPL offers a safe and well-lit public venue. Improve walkways (quality, safety and routing); safe bikeways,	✓ ✓

	community	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	alternative forms of movements, transit-oriented development 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. Expanded CHPL will include expanded gathering spaces, both inside and out, and new meeting areas available by reservation.	✓
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Getting Around (GA) Goals Chart



Issued: 4/5/2012

	Goal	Why (Objective)	How (Strategy)	CHPL meets these goals
GA.1	<p>GA.1 Provide a balanced transportation system; provide high-quality alternative to the car that are attractive to the public; Provide a high quality, holistic transportation system that encourages the use of all modes of transportation</p>	<p>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</p>	<p>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. Ride share. Creative parking solutions.</p>	
GA.2	GA.2 Connect	GA.2.1 Makes travel safe	GA.2.2 Create greenways	

	neighborhoods with greenways and sidewalks that also access businesses and schools	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	that connect places and are not only for recreation; Have better connections between existing residential street networks. Publicize access to the CHPL by pedestrian and bike trails from Franklin St., Estes Dr., and adjacent neighborhoods. Additional bike parking at CHPL encourages bike use.	✓ ✓
GA.3	GA.3 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	GA.4 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 convenient bus routes	✓
GA.5	GA.5 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	GA.6 Connect neighborhoods to businesses and schools	GA.6.1 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	GA.6.2 Build connectors between existing (isolated) residential street systems (bicycle and pedestrian only)	✓
GA.7	GA.7 Have a comprehensive transportation system that provides everybody reasonable access to all	GA.7.1 Promotes social justice by allowing access for all members of the community to get to businesses, activities,	GA.7.2 Develop holistic plan and incorporate in zoning and budget plans. Develop handicapped-accessible infrastructure.	

	our community offers	etc. Reduce parking pressure on downtown.	Offer transit services for seniors and others with special needs. Provide parking as part of new development (University Square and others). Connect regional and local systems by: providing well-lit, attractive, and patrolled hubs; having hubs that support multiple modes of transportation through providing bike racks and other amenities; creating more convenient bus routes	✓
GA.8	Provide a transportation system that reduces peak congestion			
GA.9	Incorporate street planning into zoning code			
GA.10	(discuss parking needs of community at next meeting)			



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Good Places New Spaces (GPNS) Goals Chart



Issued: 4/5/2012

	Goal	Why (objective)	How (strategy)	CHPL meets these goals
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. Low density, green Rural Buffers that contain urban development and minimize	GPNS.1.1 TBD Maintain the Rural Buffers, while allowing for consideration of compatible supporting services within them.	GPNS.1.2 We should evaluate and reexamine the Rural Buffers 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 Rural Buffer limitations could be park and	

	sprawl.		ride <u>lots</u> , 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. A vibrant, diverse, pedestrian-friendly, and accessible downtown with opportunities for growing office, retail, residential, and cultural development and activity.	GPNS.2.1 Build on what’s working and stabilize those values. Increase automobile and pedestrian connections between Franklin and Rosemary Streets. Provide incentives for public and private infill development and redevelopment in downtown.	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. A development decision-making process that provides certainty that the goals of the plan will be implemented.	GPNS.3.1 This will provide a less capricious process for all. Adopt a development code that that guides growth toward the specific, form-based visions of the plan.	GPNS.3.2 TBD The current Land Use Management Ordinance fails to provide guidance on the future form of development, causing uncertainty for residents and developers alike.	
GPNS. 4.0	GPNS.4.0 Promote UNC; Entrepreneurship should be environmentally and transport friendly. A joint Town/University development strategy that aligns initiatives for transportation, housing, environmental protection, and entrepreneurial programs.	GPNS.4.1 [provide a] Range of housing options for all income levels, Integrated, Barrier free, Accessible and Open the community Collaborate with the University on a joint development strategy.	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. Use accessible CHPL public meeting rooms to develop joint strategy. Place documents and maps related to this effort into CHPL’s collection.	✓
GPNS. 5.0	GPNS.5.0 TBD – Affordable housing Affordable housing for all	GPNS.5.1 [provide housing for the community, including]	GPNS.5.2 Financially support the affordable housing strategy.	

	segments of the current and future population.	Students, Elderly, Low Income. Encourage socio-economic diversity through affordable housing. Expand the range of public programs and private incentives for affordable housing.	Promote a range of housing options: rental, owner-occ, use of existing. Financially support affordable housing partners Lower/maintain tax rate.	
GPNS. 6.0	GPNS.6.0 TBD – Existing Neighborhoods A range of livable neighborhood types that embody the character of Chapel Hill while accommodating needs of future residents.	GPNS.6.1 Preserve history. Maintain character. Maintain the character of existing neighborhoods while assisting in renovation and redevelopment to accommodate the changing needs of current and future residents.	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. A community that welcomes and supports change and creativity.	GPNS.7.1 TBD Open new areas for growth of entrepreneurial activities through changes in public programs, regulations, and infrastructure provision.	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). Open and accessible commons spaces for community gathering and community development.	GPNS.8.1 TBD Encourage public and private provision of new commons spaces through capital investment and development incentives.	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. CHPL to offer expanded gathering spaces, both inside and out.	✓ ✓
GPNS. 9.0	GPNS.9.0 Land use, form, density and sustainability are all critical to maintaining the character of Chapel Hill. A sustainable vision of future land use, form,	GPNS.9.1 There are different visions of appropriate urban form for Chapel Hill and our task is to recognize and appropriately accommodate diverse	GPNS.9.2 By developing district codes for different areas of town.	

	density based on the unique character of Chapel Hill.	forms Match appropriate urban forms with needs of diverse areas of the community so that overall Town character is maintained while growth and change occur.		
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Nurturing Our Community (NOC)

Goals Chart



Issued: 4/5/2012

	Goal	Why (objective)	How (Strategy)	CHPL meets these goals
NOC.1	NOC.1: Chapel Hill will be a model for all North Carolina (and beyond) cities in wisely and justly reducing its waste in a way that minimizes environmental impact without imposing upon the environmental and social rights of others.	NOC.1.1 Aim to recycle 80% of all waste by 2020. Ensure that all electronics and construction waste are disposed of safely Adoption waste management requirements for all construction companies that do business in Chapel Hill Educate all citizens about the importance of waste reduction, recycling, and alternative disposal techniques such as composting. Provide a tax incentive for businesses that adopt strategies that minimize packaging, including groceries and other carry out services that do not offer plastic or paper bags Support entrepreneurial opportunities around re-use, such as extending Tar Heel Treasures and consignment	NOC.1.2 Adopt curbside recycling of all plastics Increase the number of items accepted at central recycling centers in town Encourage the creation of a re-use center for household, construction, and commercial waste. CHPL circulation, donation, and sales encourage re-use of materials.	

		shops (see pharmaceutical goal in water quality)		
NOC.2	<p>NOC.2: Maintain and improve air and water quality</p> <p>SubGoal: Heal our local waterways and conserve our biological ecosystems (each depends on the other)</p>	<p>NOC.2.1 Maintain and improve creek buffers in the Resource Conservation District</p> <p>Develop an invasive species eradication program; replace invasive species with live stakes and native vegetation</p> <p>Map wildlife corridors to ensure we maintain our biodiversity to ensure healthy ecosystems</p> <p>Adopt an integrated pest management policy and purchasing policies that reduce or eliminate the use of hazardous and/or toxic products in town operations. Educational programs will be developed to share strategies for using non-toxic products with town citizens and business owners</p> <p>Sponsor a quarterly pharmaceutical take-back program to eliminate the availability of unused drugs in the community and to ensure that excess drugs are not flushed into our sewer system</p> <p>SubGoal: Maintain a robust storm water utility to manage storm water and water quality</p> <p>Objectives:</p> <p>Develop and implement a comprehensive Stormwater Management Program Master Plan</p> <p>Address stormwater quantity and quality as an integral component in plan</p>	<p>Conserve forested lands near streams</p> <p>Keep retention ponds out of stream buffers</p> <p>Reduce impervious surfaces for new development</p> <p>Reduce conforming uses</p> <p>Expanded CHPL offers more opportunities for civic programming.</p>	✓

		<p>implementation</p> <p>Monitor water quality and volumes</p> <p>Partner with local non-profits to lead a storm water public education program in the schools and in the community</p> <p>Ensure the town complies with or exceed all federal and state mandates</p> <p>Showcase yard programs that practice good watershed practices.</p> <p>SubGoal: Maintain and improve our air quality (flesh out later)</p>	<p>Develop program to mitigate storm water problems in developed areas of town</p> <p>Develop new development standards to keep storm water on site</p> <p>Detect and eliminate illicit discharges</p> <p>Control post construction site stormwater runoff</p> <p>Monitor and enforce post construction stormwater for new development and redevelopment</p>	
NOC.3	<p>NOC.3 Protect, acquire, and maintain natural/undeveloped open spaces and historic sites for parks, greenways, community gardens, etc. in order to protect wildlife corridor, provide recreation and ensure safe pedestrian and bicycle connections. These spaces could include, amongst other things Significant Natural Heritage Areas (SNHA) lands adjacent to and connecting various properties like riparian lands, etc.</p> <p>SubGoal: Create a green print map</p>	<p>NOC.3.1 Determine priority areas for riparian protection and restoration</p> <p>Work with Orange County to develop an inventory of natural/undeveloped spaces, especially those that serve as wildlife corridors.</p> <p>Develop wildlife area map (OC Natural Inventory)</p> <p>Determine vulnerable habitats and spaces/places for preservation such as SNHA and other areas within the city necessary to maintain and uphold Chapel Hill's distinct balance between people and the natural landscape</p> <p>Develop a map of current and planned greenway sites, historical sites, and unique open spaces for use by landowners, planners, hikers, and potential</p>	<p>NOC.3.2 Work with Orange County to preserve significant historic sites, landscapes and trails</p> <p>Require developers to protect and preserve historic sites, buildings, and landscapes</p> <p>Educate the public on the existence and importance of these natural and historic sites</p> <p>Develop a physical and fiscal plan for protecting and preserving these sites</p> <p>Initiate a reserve fund to be used for acquiring ownership of historical sites, open space, and future greenway sites.</p> <p>Work with the Botanical Garden and/or garden clubs</p>	✓

developers. **Make available at the CHPL.**

SubGoal: Support the Parks and Recreation master plan

Objectives:

Support the Department of Parks and Recreation in its mission to enhance the quality of life of the people of Chapel Hill by expending public resources for maintenance of existing parks, greenways and playgrounds and by planning for future recreation facilities and lands for parks guided by the parks and recreation masterplan.

SubGoal: Adopt a greenway master plan

Objectives:

Adopt Greenways Master Plan with specific dates

Develop a north-south greenway/bicycling/walking corridor from Southern Community Park to Homestead Road

SubGoal: Protect, acquire, and maintain natural/undeveloped spaces for parks, greenways, community gardens and to protect the quality of our waterways and air resources

Objectives:

Protect the rural buffer established through the Orange County Land Use plan

Ensure that the spaces identified in the Green Print Map are protected when development is proposed in surrounding areas.

Identify areas for use as future parks and greenways

Continue to encourage the use of native plant species for all

to develop showcase plantings of native plants in the parks

Work with the Botanical Garden or other organizations to develop volunteer programs to remove exotic plants and maintain gardens (both for native plants and food gardens)

Develop programs for new development that encourage natural landscaping,



✓ At CHPL?

		<p>governmental landscaping projects and new development landscaping (see water quality)</p> <p>Support an education program on the negative impacts of invasive species</p> <p>Adopt a town-wide tree planting program to continue the town tradition of beautiful spaces and to reduce urban heat islands.</p> <p>Develop programs for new development that encourage natural landscaping</p>	<p>Initiate a reserve fund to be used for acquiring ownership of historical sites, open space, and future greenway sites.</p> <p>Continue to encourage the use of native plant species for all governmental landscaping projects and new development landscaping (see water quality)</p>	<p>✓ At CHPL?</p> <p>✓</p>
<p>NOC.4</p>	<p>NOC.4 Develop a development review process that is fair, transparent and encourages a sustainable process outcome.</p>	<p>NOC.4.1 Integrate environmental protection measures identified in other NOC goals into development review;</p> <p>Engage robust citizen input through citizen advisory committees</p> <p>Develop a process that allows affected parties and neighborhoods to participate in Town decisions</p> <p>For administrative rules that bypass development review, ensure they meet minimum environmental standards and include appropriate notification of neighbors and an appeals process;</p> <p>Evaluate all projects through a “sustainability filter.”</p> <p>Green Print Your Community is a program developed by the</p>	<p>NOC.4.2 Develop a sustainability filter unique to Chapel Hill (see http://olympiawa.gov/community/sustainability/sustainability-and-sam-a-decision-making-tool.aspx)</p>	<p>✓</p>

		Public Trust. It helps communities choose their preferred environmental values, such as endangered habitat, water quality, and by using GIS mapping to identify the best short term actions to reach a long term vision for land conservation, recreational choices.		
NOC.5	NOC.5: Chapel Hill will support local food producers and access to local foods by encouraging community and backyard gardens, farmers' markets, and community supported agriculture and by supporting through non-encroachment working farms within or adjacent to the Chapel Hill planning district.	<p>NOC.5.1 Continue to support the use of designated open space for community gardens.</p> <p>Include gardening and food preparation in Parks and Recreation programming</p> <p>Include the locations and hours of operations for local farmers' markets on the town website</p> <p>Work with Orange County to identify all working farms within or adjacent to town boundaries</p> <p>Partner with local government agencies such as Chapel Hill-Carrboro City Schools, Meals on Wheels, Farmer Food Share, etc. to increase the amount of locally grown and prepared foods used for meals</p> <p>Develop a recognition program for local restaurants that use locally grown foods</p>	<p>NOC.5.2</p> <p>Allocate space within public parks and public housing developments for community gardens</p> <p>Work with OWASA to site community gardens where water is easily available</p> <p>Develop strategically located demonstration gardens to help non-gardeners learn gardening and composting skills</p> <p>Partner with local and national non-profit organizations that teach a variety of gardening skills, especially for children and public housing residents (e.g., SEEDS in Durham)</p> <p>Sponsor an annual seed-savers swap and educational program</p> <p>Work with the NC Botanical Gardens to identify heirloom and landrace seed sources that are compatible with local growing conditions</p> <p>Offer a series of cooking classes through Parks and Recreation to promote the healthy preparation and preservation of fresh grown foods</p> <p>Consider the impact on these farms for any development activities</p>	<p>✓ At CHPL?</p>

			located in their vicinity.	
NOC.6	NOC.6: Chapel Hill will reduce the carbon footprint of all town-owned or managed services and properties; will require that all new development meets standards; and will support its citizens in minimizing their personal footprints. At a minimum, the town will maintain a footprint not larger than that determined in the 2009 ICLEI assessment.	<p>NOC.6.1 Adopt carbon footprint standards for all new residential and commercial developments, effective January 1, 2014. These standards should apply to all town-owned or managed properties.</p> <p>Develop a partnership with local energy companies to conduct free or low-cost energy audits of existing homes or businesses along with funding sources for implementing the recommendations from the audits.</p> <p>Adopt tree canopy standards for all new residential and commercial developments, effective January 1, 2014. These standards should promote the use tree canopies over any impervious surface as a means of mitigate the heat and smog effect caused by superheated pavement.</p> <p>Adopt a utility standard for all new residential and commercial developments, effective January 1, 2014. This standard should require buried lines as a means of protecting the tree canopy.</p> <p>Partner with UNC to promote and fund fiber to the home in support of telecommuting and home businesses in order to reduce vehicular use and the need for parking.</p> <p>Adopt a lighting standard for all new residential and commercial developments, effective January 1, 2014. This standard should require all outdoor lighting to be LED and all interior lighting to be no greater than T-8. This standard should also apply to all town-owned or managed properties and should be retroactive.</p> <p>Adopt a heat island standard for all new residential and</p>	<p>NOC.6.2 Develop a residential and commercial rubric for determining carbon footprint to be used for assessing all new development.</p> <p>Insure that low-wealth people and renters have access to energy efficiency programs</p> <p>Require (support/enforce/practice?) environmentally responsible outdoor lighting that appropriately directs and focuses light - to reduce energy waste, facilitate better seeing by reducing glare, prohibit light trespass, and protect dark skies. The Town of Chapel Hill will model wise use of such lighting installations.</p> <p>Expand access to library materials and services remotely via internet.</p> <p>Provide incentives for green roofs, light-colored reflective roofs, etc.</p> <p>Require or incentivize light-colored concrete surfaces, pavers for entrance plazas, walkways, parking lots, and all other impervious surfaces for new development.</p>	<p>✓</p> <p>✓</p> <p>✓</p>

		commercial developments, effective January 1, 2014.	Increase the required percentage of trees and plantings Reduce ratio of pervious surface in new development	
NOC.7	NOC.7: Protect neighborhoods from the impacts of development: stormwater runoff, light and noise pollution, and traffic.	NOC.7.1	NOC.7.2	



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Town and Gown Collaboration (TGC) Goals Chart



Issued: 4/5/2012

	Goal	Why (objective)	How (strategy)	CHPL meets these goals
TGC.1	TG&C.1.0 Take full advantage of our ideas and resources to create a thriving economy. 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. Expand partnership between CHPL and UNC's SILS and other university programs to mutual benefit.	TG&C.1.2 Collaborate with the University to create more opportunities to create a thriving community TBD	✓ ✓
TGC.2	TG&C .2.0 Arts, culture, and intellectual pursuits Create access to the arts, culture, and intellectual pursuits.	TG&C .2.1 Easy public access Public safety	TG&C.2.2 Create a "clearing house" for activities TBD Provide access to technology for work and learning for those without access.	✓
TGC.3	TG&C .3.0 The University, Health Care	TG&C.3.1 Development and	TG&C.3.2 TBD	

	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.	Preservation The University, Health Care System, and Town will develop property and help each other to thrive in ways that respect history, traditions, and the environment while fostering revitalization and innovation.	Develop use of CHPL meeting rooms that brings Town and University together to enliven intellectual life.	✓
TGC.4	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	