

PLANNING TOGETHER
An aspirational statement
January 1, 2017

Connections. Choices. Community. These are our touchstones from Chapel Hill 2020 as our community works together to manage growth and change. This is an aspirational document to summarize an evolving set of systems and practices designed to facilitate more effective and participatory decision making. This framework will help us build a community where people thrive.

Community: Chapel Hill 2020 describes the community we aspire to create:

“Chapel Hill will be a multicultural university town where each day celebrates connections and choice; where a dynamic downtown and networked community inspire connections among people, ideas, the region, and the world; where innovation, technology, discovery, learning, and the arts continually animate a town alive with choices, options, and opportunities to live, work, play, and prosper.”

Choices: Our practices create a strategic framework for decision making by:

- Using the Council’s Vision, adopted plans, community knowledge and data to evaluate proposals and requests.
- Evaluating the impact of projects and initiatives on the community as a whole.
- Communicating how public input is reflected in recommendations.
- Fostering community trust and engagement through transparency and dialogue.

Connections: Our Town offices are organized as a Team to advance the community’s priorities for preservation and growth:

- **Planning and Sustainability:** Integrating long-range planning and coordinated development review to advance our community’s longstanding commitment to sustainability.
- **Housing and Community:** Creating an inclusive and vibrant community by providing ready access to housing, supporting the creative and social needs of our diverse population, and strengthening community connections.
- **Economic Development:** Providing economic opportunity by catalyzing new companies, creating jobs, retaining businesses, and building community wealth through growing the nonresidential tax base.

Our touchstones guide us. We use an innovative and collaborative approach to planning, programming, and decision-making. Working together, we advance the goals of connection, choices, and community.