



PLANNING
BUSINESS PLAN

2020



JULY 1, 2019 – JUNE 30, 2020
TOWN OF CHAPEL HILL



Letter from the Department

The Planning Department within the Office for Housing and Community continues to make progress towards implementing the community's vision for preservation, development, mobility, and future growth. Our talented staff continues to facilitate discussions about development and provide professional advice and technical assistance to the community.

Some of our accomplishments in fiscal year 2018-19 include:

- Adoption of the Rogers Road Zoning Initiative. A collaborative effort with Town of Carrboro and residents of the Rogers Road Neighborhood to provide updated zoning code reflective of the residents' desires.
- Hiring of a Historic Preservation expert to enhance our support of the Historic District Commission
- Completion of the Rogers Road sewer extension project – a multi-year effort with our partners of Orange County and Town of Carrboro. Approximately 3.5 miles of sewer was installed to serve the Historic Rogers Road Community.
- Adoption of a Blue Hill Stormwater Text Amendment to continue stormwater treatment improvements in the Blue Hill Area.
- Successful community engagement efforts for Charting Our Future and Completion of a Draft FLUM
- Facilitating decision-making related to development. During the year, our staff:
 - Reviewed and processed 187 Development Applications
 - Provided support for 84 Advisory Board meetings
 - Conducted 63 Community Engagement meetings

Priorities for upcoming fiscal year 2019-20 include:

- Continuing our efforts with Charting Our Future and development of the draft FLUM & its components
- Drafting key ordinances:
 - Short Term Rental
 - Blue Hill Massing
- Drafting Text Amendments:
 - Tree Ordinance
 - Conditional Zoning
 - Planning Commission
- Managing and Co-Managing key projects:
 - Eastowne UNC Health Care Development Agreement
 - Estes Drive Bicycle and Pedestrian improvements
 - Greene Tract Development Strategies
 - Downtown Parking Analysis
- Implementing a Design Review Initiative
- Supporting construction of the Elliott Road Extension

Our department provides:

- Current Development Planning
 - Long-Range Planning
 - Transportation Planning
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Our Mission

The Chapel Hill Planning Department implements the community's vision for preservation, development, mobility, and future growth. The staff facilitates discussions about development and provides professional advice and technical assistance to the community.

Our Guiding & Governing Documents

- Chapel Hill 2020 and Adopted Additions
- Land Use Management Ordinance
- Mobility and Connectivity Plan

Our Department



Departmental Performance Measures Overview (mark 'X' if performance from the most recent data collection period is at or above target)

Mission-level Measures		At or above target
1.	Agendas for Advisory Boards posted at least one week in advance of meeting dates	<input type="checkbox"/>
2.	Progress made across all special projects, as a percentage of the work targeted for FY20	<input type="checkbox"/>

Program-level Measures		
Program	Performance Measure	At or above target
All Programs	Number of Public Information and Community Planning Meetings held.	<input type="checkbox"/>
All Programs	Progress made across all special projects managed by Planning and Development Services, as a percentage of the work targeted for FY20	<input type="checkbox"/>
All Programs	Agendas for Advisory Boards posted at least one week in advance of meeting dates	
All Programs	Community meetings – measure for successful engagement? Participant satisfaction / feeling informed?	
Current Development	Completion and distribution of staff comment letters for all development applications within 30 days of submittal	
Long-Range Planning	Completion of staff evaluation memos for all rezoning cases	<input type="checkbox"/>
Transportation Planning	Quarterly updates to Council and on website for Connected Community strategic goal	<input type="checkbox"/>
Transportation Planning	Number of Mobility and Connectivity Plan projects/recommendations advanced	<input type="checkbox"/>

DEPARTMENTAL
STRATEGIC INITIATIVES



Initiative 1: Implement community-first plan for the Greene Tract

Project Manager(s): Judy Johnson

Strategic Alignment

Departmental SWOC- This initiative addresses: Choose an item. # Choose an item.

Strategic Plan- This initiative addresses: **Vibrant & Inclusive Community**, Objective 3, Initiative 3
Rogers Road Community First Plan

Actions

Action 1.1: Environmental Analysis of Greene Tract (164 acres)

Action 1.1 will begin in **FY2020** and anticipated to end in **FY2020**

Action 1.2: Community-First Planning for development of Greene Tract

Action 1.2 will begin in **FY2020** and anticipated to end in **FY2021**

Action 1.3: Multi-modal Analysis of access to Greene Tract

Action 1.3 will begin in **FY2020** and anticipated to end in **FY2021**

Performance

Performance Measure 1:	Environmental Analysis completed by end of FY 2020
Performance Measure 2:	Multi-modal Analysis completed by end of FY 2020

Resources

Account Name	FY20 Budget	FY21 Estimate	FY22 Estimate
10255-60000 (funding not yet identified)	25,000	Amount TBD	Amount TBD
Staff Resources			
Total	-	-	-

Significant Organizational Support

This initiative will need significant communications support from Communications & Public Affairs in FY20	<input checked="" type="checkbox"/>
This initiative will need significant guidance/support from Technology Solutions in FY20	<input type="checkbox"/>
We anticipate requesting new funding/resources in next year's budget to complete this initiative	<input checked="" type="checkbox"/>

Initiative 2: Charting Our Future - Future Land Use Map Refinement and LUMO Rewrite

Project Manager(s): Alisa Duffey-Rogers

Strategic Alignment

Departmental SWOC- This initiative addresses: [Weakness # 2](#)

Strategic Plan- This initiative addresses: [Vibrant & Inclusive Community](#), [Objective 3](#), [Initiative 2](#), and supports many other Strategic Goals

Actions

Action 10.1: Engage community members, including those that have been historically disengaged, on the draft Future Land Use Map

Action 10.1 will begin in [FY2020](#) and anticipated to end in [FY2020](#)

Action 10.2: FLUM presented to Council for consideration

Action 10.2 will begin in [FY2020](#) and anticipated to end in [FY2020](#)

Action 10.3: Scope LUMO Rewrite & issue RFP/RFQ

Action 10.3 will begin in [FY2020](#) and anticipated to end in [FY2020](#)

Performance

Performance Measure 1:	During FLUM refinement, directly engage 2500 community members
Performance Measure 2:	Presenting draft FLUM to Council
Performance Measure 3:	Respond to community interests for interim Code solutions

Resources

Account Name	FY20 Budget	FY21 Estimate	FY22 Estimate
LUMO Rewrite	\$266,666	\$266,666	\$266,666
Total	\$266,666	\$266,666	\$266,666

Significant Organizational Support

This initiative will need significant communications support from Communications & Public Affairs in FY20	<input checked="" type="checkbox"/>
This initiative will need significant guidance/support from Technology Solutions in FY20	<input checked="" type="checkbox"/>
We anticipate requesting new funding/resources in next year's budget to complete this initiative	<input checked="" type="checkbox"/>

Initiative 3: Blue Hill Code Refinements – Phase 2

Project Manager(s): Corey Liles

Strategic Alignment

Departmental SWOC- This initiative addresses: [Challenge # 2](#)

Strategic Plan- This initiative addresses: [Vibrant & Inclusive Community](#), [Objective 3](#), [Initiative 4](#)

Actions

Action 3.1: Refine recommended massing standards with options for dimensions

Action 3.1 will begin in [FY2020](#) and anticipated to end in [FY2020](#)

Action 3.2: Analyze impacts of recommended standards on development economics and opportunities for community benefits

Action 3.2 will begin in [FY2020](#) and anticipated to end in [FY2020](#)

Action 3.3: Conduct a text amendment process with public engagement, Advisory Board review, and Council public hearing

Action 3.3 will begin in [FY2020](#) and anticipated to end in [FY2020](#)

Performance

Performance Measure 1:	Complete a draft of new standards by November 2020
Performance Measure 2:	Presenting draft standards to general public, Advisory Boards, and Council

Resources

Account Name	FY20 Budget	FY21 Estimate	FY22 Estimate
10250-60090	\$23,310		
TBD – for economic analysis (funding not yet identified)	\$10,000+		
Total	\$33,310+	-	-

Significant Organizational Support

This initiative will need significant communications support from Communications & Public Affairs in FY20	<input type="checkbox"/>
This initiative will need significant guidance/support from Technology Solutions in FY20	<input type="checkbox"/>
We anticipate requesting new funding/resources in next year's budget to complete this initiative	<input type="checkbox"/>

Initiative 4: Historic District Design Guidelines Update

Project Manager(s): Corey Liles

Strategic Alignment

Departmental SWOC- This initiative addresses: [Challenge # 2](#)

Strategic Plan- This initiative addresses: [Vibrant & Inclusive Community](#), Objective 3,

Actions

Action 4.1: Execute contract for the CLG Grant awarded by the State Historic Preservation Office

Action 4.1 will begin in [FY2020](#) and anticipated to end in [FY2020](#)

Action 4.2: Select a consultant with appropriate expertise in historic preservation and design guidelines writing

Action 4.2 will begin in [FY2020](#) and anticipated to end in [FY2020](#)

Action 4.3: Prepare and present draft Design Guidelines to Historic District Commission for recommendation and to Council for adoption

Action 4.3 will begin in [FY2020](#) and anticipated to end in [FY2020](#)

Performance

Performance Measure 1:	Draft Design Guidelines presented to HDC and Council
Performance Measure 2:	[Insert performance measure here]

Resources

Account Name	FY20 Budget	FY21 Estimate	FY22 Estimate
10250-	\$15,000		
Total	-	-	-

Significant Organizational Support

This initiative will need significant communications support from Communications & Public Affairs in FY20	<input type="checkbox"/>
This initiative will need significant guidance/support from Technology Solutions in FY20	<input type="checkbox"/>
We anticipate requesting new funding/resources in next year's budget to complete this initiative	<input type="checkbox"/>

Initiative 5: Short Term Rentals

Project Manager(s): Corey Liles and Judy Johnson

Strategic Alignment

Departmental SWOC- This initiative addresses: [Challenge # 5](#)

Strategic Plan- This initiative has the opportunity to address: [Vibrant & Inclusive Community, Economic & Financial Sustainability](#), and [Affordable Housing](#),

Actions

Action 5.1: Convene a citizen advisory Task Force to recommend priorities for short-term rentals and new regulations

Action 5.1 will begin in [FY2020](#) and anticipated to end in [FY2020](#)

Action 5.2: Draft and refine recommended regulations

Action 5.2 will begin in [FY2020](#) and anticipated to end in [FY2020](#)

Action 5.3: Conduct a text amendment process with public engagement, Advisory Board review, and Council public hearing

Action 5.3 will begin in [FY2020](#) and anticipated to end in [FY2020](#)

Performance

Performance Measure 1:	Present draft standards to Council by June 2020
Performance Measure 2:	

Resources

Account Name	FY20 Budget	FY21 Estimate	FY22 Estimate
Staff resources only	\$0		
Total	-	-	-

Significant Organizational Support

This initiative will need significant communications support from Communications & Public Affairs in FY20	<input checked="" type="checkbox"/>
This initiative will need significant guidance/support from Technology Solutions in FY20	<input type="checkbox"/>
We anticipate requesting new funding/resources in next year's budget to complete this initiative	<input type="checkbox"/>

Initiative 6: Design Review

Project Manager(s): Corey Liles

Strategic Alignment

Departmental SWOC- This initiative addresses: [Challenge # 2](#)

Strategic Plan- This initiative addresses: [Vibrant & Inclusive Community](#), [Objective 3](#), [Initiative 1](#)

Actions

Action 6.1: Build a Design Image Library, using community input to determine favored design approaches for various elements of the built environment

Action 6.1 will begin in [FY2020](#) and anticipated to end in [FY2020](#)

Action 6.2: Establish Design Guidelines for a selected area of town, as a policy tool informed by stakeholder interests that delivers improved urban design outcomes

Action 6.2 will begin in [FY2020](#) and anticipated to end in [FY2021](#)

Action 6.3: Initiate advisory design review between applicants and staff for new projects (public and private) at the conceptual stage

Action 6.3 will begin in [FY2020](#) and anticipated to end in [>FY2022](#)

Performance

Performance Measure 1:	Launch Image Library by June 2020
Performance Measure 2:	Initiate Design Guidelines project
Performance Measure 3:	Number of advisory review meetings held with applicants

Resources

Account Name	FY20 Budget	FY21 Estimate	FY22 Estimate
Funding source to be identified	\$70,000		
Total	\$70,000	-	-

Significant Organizational Support

This initiative will need significant communications support from Communications & Public Affairs in FY20	<input type="checkbox"/>
This initiative will need significant guidance/support from Technology Solutions in FY20	<input type="checkbox"/>
We anticipate requesting new funding/resources in next year's budget to complete this initiative	<input type="checkbox"/>

Initiative 7: Continuously Monitor and Address Road Infrastructure Utilization

Project Manager(s): Bergen Watterson, Donnie Rhoads

Strategic Alignment

Departmental SWOC- This initiative addresses: [Challenge # 2](#) Addresses traffic concerns

Strategic Plan- This initiative addresses: [Connected Community](#), [Objective 1](#), [Initiative 3](#)

Actions

Action 7.1: Finalize Connected Community Quarterly Report and Dashboard

Action 7.1 will begin in [FY2020](#) and anticipated to end in [FY2020](#)

Action 7.2: Continue traffic analysis and conduct community outreach

Action 7.2 will begin in [FY2020](#) and anticipated to end in [FY2020](#)

Action 7.3: Propose projects/initiatives to address identified problems

Action 7.3 will begin in [FY2020](#) and anticipated to end in [>FY2022](#)

Performance

Performance Measure 1:	Quarterly reports available for Council/public review
Performance Measure 2:	Data/metrics updated regularly
Performance Measure 3:	Community outreach results tabulated and analyzed
Performance Measure 4:	Proposed projects/initiatives

Resources

Account Name	FY20 Budget	FY21 Estimate	FY22 Estimate
Staff resources only	\$0		
Total	-	-	-

Significant Organizational Support

This initiative will need significant communications support from Communications & Public Affairs in FY20	<input type="checkbox"/>
This initiative will need significant guidance/support from Technology Solutions in FY20	<input type="checkbox"/>
We anticipate requesting new funding/resources in next year's budget to complete this initiative	<input type="checkbox"/>

Initiative 8: Participate in local and regional transportation planning efforts

Project Manager(s): Bergen Watterson

Strategic Alignment

Departmental SWOC- This initiative addresses: Choose an item. # Choose an item.

Strategic Plan- This initiative addresses: [Connected Community](#), Objective 1, Initiative 2

Actions

Action 8.1: Continue to participate in MPO meetings and projects

Action 8.1 is ongoing

Action 8.2: Actively participate in Orange County Transit Plan re-write

Action 8.2 will begin in [FY2020](#) and anticipated to end in [FY2021](#)

Action 8.3: Engage Durham, NCDOT, and MPO in Gateway/Eastowne/Patterson Place strategic transportation planning

Action 8.3 will begin in [FY2020](#) and anticipated to end in [>FY2022](#)

Performance

Performance Measure 1:	Attend MPO meetings
Performance Measure 2:	Chapel Hill interests reflected in Orange County Transit Plan update
Performance Measure 3:	A Plan for an integrated, multi-modal transportation network connecting Chapel Hill & Durham at I-40 border

Resources

Account Name	FY20 Budget	FY21 Estimate	FY22 Estimate
Staff resources only	\$0		
Total	-	-	-

Significant Organizational Support

This initiative will need significant communications support from Communications & Public Affairs in FY20	<input type="checkbox"/>
This initiative will need significant guidance/support from Technology Solutions in FY20	<input type="checkbox"/>
We anticipate requesting new funding/resources in next year's budget to complete this initiative	<input type="checkbox"/>

Initiative 9: Eastowne Development Agreement

Project Manager(s): Judy Johnson

Strategic Alignment

Departmental SWOC- This initiative addresses: Choose an item. # Choose an item.

Strategic Plan- This initiative addresses: [Vibrant & Inclusive Community](#), Objective 3, Initiative 5

Actions

Action 9.1: Community Engagement Process

Action 9.1 will begin in [FY2020](#) and anticipated to end in [FY2020](#)

Action 9.2: Draft Development Agreement

Action 9.2 will begin in [FY2020](#) and anticipated to end in [FY2020](#)

Performance

Performance Measure 1:	Draft Development Agreement presented to Council by Spring 2020
Performance Measure 2:	[Insert performance measure here]

Resources

Account Name	FY20 Budget	FY21 Estimate	FY22 Estimate
Staff resources only	\$0		
Total	-	-	-

Significant Organizational Support

This initiative will need significant communications support from Communications & Public Affairs in FY20	<input checked="" type="checkbox"/>
This initiative will need significant guidance/support from Technology Solutions in FY20	<input type="checkbox"/>
We anticipate requesting new funding/resources in next year's budget to complete this initiative	<input type="checkbox"/>

Initiative 10: Construct Estes Drive Bike-Ped Infrastructure

Project Manager(s): Bergen Watterson

Strategic Alignment

Departmental SWOC- This initiative addresses: [Strength # 3](#)

Strategic Plan- This initiative addresses: [Connected Community](#), [Objective 2](#), [Initiative 4](#)

Actions

Action 10.1: Finalize design and receive construction authorization from NCDOT

Action 10.1 began in FY2016 and anticipated to end in [FY2020](#)

Action 10.2: Bid and construct project

Action 10.2 will begin in [FY2020](#) and anticipated to end in [FY2022](#)

Performance

Performance Measure 1:	Construction authorization received by September 30, 2019
Performance Measure 2:	Bid awarded by December 31, 2019

Resources

Account Name	FY20 Budget	FY21 Estimate	FY22 Estimate
46824 - - 27038	\$4,489,273		
Staff Resources			
Total	-	-	-

Significant Organizational Support

This initiative will need significant construction/inspection support from Public Works in FY20-22	<input checked="" type="checkbox"/>
This initiative will need significant guidance/support from Technology Solutions in FY20	<input type="checkbox"/>
We anticipate requesting new funding/resources in next year's budget to complete this initiative	<input type="checkbox"/>

Initiative 11: Construct Elliott Road Extension

Project Manager(s): Bergen Watterson, Chris Roberts

Strategic Alignment

Departmental SWOC- This initiative addresses: [Strength # 3](#)

Strategic Plan- This initiative addresses: [Connected Community](#), [Objective 2](#), [Initiative 5](#)

Actions

Action 11.1: Finalize roadway plans, receive environmental permits, and execute reimbursement agreement with Developer

Action 11.1 will begin in [FY2020](#) and anticipated to end in [FY2020](#)

Action 11.2: Developer construct Elliott Road Extension

Action 11.2 will begin in [FY2020](#) and anticipated to end in [FY2022](#)

Performance

Performance Measure 1:	100% roadway plans approved by Town Manager
Performance Measure 2:	Executed reimbursement agreement with Developer

Resources

Account Name	FY20 Budget	FY21 Estimate	FY22 Estimate
44131	\$5.4m		
Staff Resources			
Total	-	-	-

Significant Organizational Support

This initiative will need significant construction/inspection support from Public Works in FY20-22	<input checked="" type="checkbox"/>
This initiative will need significant guidance/support from Technology Solutions in FY20	<input type="checkbox"/>
We anticipate requesting new funding/resources in next year's budget to complete this initiative	<input checked="" type="checkbox"/>

Initiative 12: Create Road to Zero Plan

Project Manager(s): Bergen Watterson

Strategic Alignment

Departmental SWOC- This initiative addresses: [Strength # 3](#)

Strategic Plan- This initiative addresses: [Safe Community](#), [Objective 3](#), [Initiative 2](#)

Actions

Action 12.1: Finalize Road to Zero Pedestrian Safety Action Plan

Action 12.1 will begin in [FY2020](#) and anticipated to end in [FY2020](#)

Action 12.2: Staff to present work at America Walks Conference in October 2019

Action 12.2 will begin in [FY2020](#) and anticipated to end in [FY2020](#)

Action 12.3: Implement Plan recommendations

Action 12.3 will begin in [FY2020](#) and anticipated to end in [>FY2022](#)

Performance

Performance Measure 1:	Final Road to Zero Pedestrian Safety Action Plan
Performance Measure 2:	Successful staff presentation
Performance Measure 3:	Advance recommendations for implementation

Resources

Account Name	FY20 Budget	FY21 Estimate	FY22 Estimate
Staff Resources only	\$0		
Total	-	-	-

Significant Organizational Support

This initiative will need significant communications support from Communications & Public Affairs in FY20	<input type="checkbox"/>
This initiative will need significant guidance/support from Technology Solutions in FY20	<input type="checkbox"/>
We anticipate requesting new funding/resources in next year's budget to complete this initiative	<input checked="" type="checkbox"/>