

Where Do We Go from Here and How Do We Get There?

Chair and Staff Recommendations for the Chapel Hill Sustainable Community Visioning Task Force – March 9, 2010

Our Charge – Why We Are Here

Prepare recommendations for the Town Council on what growth looks like in the next 10 years. We understand this to mean (1) creating a vision for growth, not a plan, that supports a sustainable community; (2) recommending what kinds of growth and where growth can occur if it does occur, not whether growth should occur, or how much or how little; and (3) developing a framework for how town council and staff should plan for and evaluate choices and trade-offs regarding future growth and development to achieve this vision, not making these choices or resolving these trade-offs.

Our Deliverable – What We Will Do

A report to the Town Council that (1) translates the task force's guiding principles into a shared vision for growth in Chapel Hill over the next 10 years that supports the town's goal of creating a sustainable community; (2) provides a framework for recommending where and what growth should occur, prioritizes development corridors/areas for future review by the town council, and recommends how the town council and staff should plan for the future to realize this vision; and (3) identifies potential conflicts, contradictions, and trade-offs that are likely to arise and recommends strategies and approaches to address these that yield the greatest, sustainable benefits over the long-term to the town and its residents.

Our Tasks and Process – How We Will Do It

1. Work together and with town staff to apply the guiding principles to a set of likely developable areas where more intense growth is anticipated. This area analysis exercise is meant not to create small area plans, but to explore and illustrate what the task force might recommend as members work through how to translate their values and guiding principles into growth and development scenarios. We believe these

exercises will inform the task force's recommendations, framework and report.

- Begin with Rams Plaza so that the guiding principles can be tested with the anticipated upcoming design charette, which will also offer an opportunity for public review and input.
 - Examine "sub areas" within the selected developable areas to address development issues such as type and intensity of development, mix of use, and range of density.
 - Identify what kinds of development should occur and recommend how value trade-offs inherent in potential development decisions should be balanced.
 - Evaluate learning from this pilot application to inform subsequent applications to other developable areas.
2. Use these development scenarios to finalize the guiding principles and prepare a draft report.
 3. Invite and engage the Chapel Hill community. Share with them the task force's vision for growth over the next 10 year, the principles that the task force will recommend should guide growth and development decisions, and the conflicts and trade-offs that are likely to arise. Solicit their input about what will make Chapel Hill a sustainable community.
 4. Use this community input along with feedback from task force members to conduct a SWOT analysis of the task force's draft report. This would involve having task force members do a strengths-weaknesses-opportunities-threats analysis of the draft report to strengthen and clarify their message and solidify their sense of collective vision and consensus recommendations. Edit and modify as warranted.
 5. Plan for the timing, transmittal, and presentation of the task force's report to the Town Council.