

Comprehensive Plan scope – DRAFTv.1

For Board of Aldermen reference – March 26, 2019

Introduction

Background/history/geography/demographics

Project Purpose

The goal of this project is to develop a product that expresses and establishes a framework for achieving the community's vision, expectations and guidance for growth and development/redevelopment, and town services. Plan policies will address land use regulations and decisions, which serve as the foundation for economic development/fiscal stability, as well as the Town's ability to provide direct services and support other initiatives. A planning horizon of 20 years is anticipated, with regular reviews of progress and continued relevance/update every five years.

Overview of planning process

To date, comprehensive planning in Carrboro has been completed though primarily land use planning, capital improvement planning, and annual budgeting. Focused planning efforts have also been completed for Affordable Housing, Climate Action, Recreation and Parks, Economic Development, Bicycle Transportation, Greenways, Stormwater Management, Safe Routes to Schools and in conjunction with other entities, Hazard Mitigation. This planning process is envisioned as one that will include technical updates to existing conditions and projections of future conditions so as to inform policy choices. Existing planning documents adopted within five years of the comprehensive planning process can be incorporated directly into the comprehensive plan; ones completed earlier are to be updated and incorporated. A policy linkage map that makes clear the interrelationships between town, county, regional, and state plans and policies will be prepared. Consultant services are anticipated for technical planning assistance including primary responsibility for preparation of most of the comprehensive plan elements. Support is also anticipated in the identification of implementation and measurement components, public outreach and engagement, and interaction with community organizations, officials, a comprehensive plan stakeholders board, and staff. A comprehensive plan task force structure, with the Planning Board chair and vice chairs serving as lead on the overall effort, is envisioned. Specific consultant tasks to be provided as the draft project scope is refined.

Expected project milestones

- Phase I – Project preparation (4-6 months; July 2019 launch)
 - Plan proposal (scope, elements, background)
 - Steering/advisory structure
 - Staff resources/assignments
 - Consultant selection
- Phase II – Plan development (12 months; January 2020-January 2021)
 - Public outreach/engagement
 - Visioning, issues, values
 - Plan/policy review and development
 - Public review
 - Plan drafting and revisions
- Phase III- Plan recommendation/adoption (4-5 months; February – June 2021)
 - Comp plan components and matrix integrating new and existing
 - Implementation/strategic plan and update schedule
 - Public review
 - Advisory board review
 - Board of Aldermen review

Major themes

- Climate Action/Hazard Mitigation and Resilience
- Racial Equity
- Economic/Fiscal Sustainability (evaluating costs and benefits of policies/plans)

Plan principles

1. Inclusive – incorporates needs and opinions of the population, especially those that may have been underrepresented in planning processes.
2. Community – rooted in the interests of people that live, learn, earn, and play in Carrboro.
3. Consensus – relies on an agreed-upon vision and associated values.
4. Clarity – the process and the plan and its impacts are open and clear.
5. Accountable- all parties recognize their roles and responsibilities and commit to doing their best in the preparation and implementation of the plan. A system for assessing progress and redirecting/reprioritizing plan strategies will be key.
6. Accessible – written and presented in ways that make the plan a clear, useful, and interesting roadmap for Carrboro’s future.
7. Strategic – action-oriented, the plan will focus on steps and measures to achieve its goals and values.

8. Systems-based – plans formulated with the explicit recognition of the complexities of climate and social conditions and the interconnectedness of governmental responsibilities and functions are necessary, appropriate, and effective in prioritizing and effectuating action.

Geographic scope

The Town's entire jurisdiction – Municipal limits, extra-territorial jurisdiction, and Transition Areas/joint planning jurisdiction – will be the focus of this planning effort.

Recent questions/key trends

1. Infrastructure needs in relation to changing climate conditions
2. Downtown development/redevelopment and revitalization
3. Transit-oriented development opportunities
4. Street connectivity and completeness (e.g. facilities for all modes and appropriate speeds)
5. Public engagement and participation/demographic trends
6. Historic Preservation – residential and commercial areas
7. Temporary and accessory housing (e.g. short-term rentals, accessory dwelling units)

Community Engagement

Recent experience and feedback from the community survey makes it clear that in order to maximize participation by community members, a variety of engagement strategies are needed, with those listed below expected:

- Focus groups with civic/community/religious/neighborhood groups
- Community information sessions (e.g. digging into the plan details)
- Town events (e.g. Carrboro Day, July 4th, Farmers' Markets)
- Community events and meetings (e.g., Holiday Parade, Carrboro Business Alliance)
- Citizens Academy
- Web-based portal for education and input
- Social media campaign
- Coffee hours/face-to-face conversations
- Public meetings and hearings

Comprehensive Plan Task Force Structure (25 total)

Representative staff from each Town Department (9 in total) is expected as support to this planning and policy initiative and are not included in the total number for members of the task force. Staff from neighboring local governments (varying departments, based on subject matter) and institutions (e.g. Orange County, UNC-Chapel Hillsborough) would also be invited to participate and serve as resources to this effort.

1. Planning Board (Chair, vice-chairs and 2 other members – 5 total)
2. Economic Sustainability Commission (2 members)
3. Transportation Advisory Board (1 member)
4. Recreation and Parks Commission (1 member)
5. Affordable Housing Advisory Commission (1 member)
6. Environmental Advisory Board (1 member)
7. Northern Transition Area Advisory Committee (1 member)
8. Greenways Commission (1 member)
9. Stormwater Advisory Commission (1 member)
10. Arts Commission (1 member)
11. Human Services Advisory Commission (1 member)
12. Youth Advisory Board (1 member)
13. Carrboro Business Alliance (1 member)
14. At-large, community members (7 members)

Plan Components

The descriptions below are not expected to preclude a different organization in the final product, especially related to systems analysis and prioritization/fiscal capacity to be developed in the planning process.

Component	New/Update	Lead Staff/author(s)
Executive Summary	New- highlights of overall plan with summary of vision, goals, and elements	Consultant, staff (Planning)
Who, What, How and Why of the Comprehensive Plan	Description of the background, process, data, and decisions that lead to the final plan.	Consultant, staff (Planning)
Framing Element – Major Topics	New – Description of the major topics that form the basis for community goals, strategies, budgetary decision-making,	Consultant, Departmental staff involved with plan development (expected to be all)

Component	New/Update	Lead Staff/author(s)
	including cost-benefit analysis, and operations	
Action Element	New – Plan strategies in a go-to format, with operational and fiscal performance measures, including time frames and prioritization	Consultant, Departmental staff involved with plan development (expected to be all)
Land Use and Design	Assessment and recommended updates to Land Use Ordinance and Vision 2020	Consultant, staff (Planning with assistance from Public Works, Fire, Police, Recreation and Parks)
Economic Sustainability	Incorporation of 2017 ESP	Consultant, staff (Economic and Community Development)
Housing Affordability	Component of Land Use and Design assessment; Update of 2015 Affordable Housing Goals and Strategies	Consultant, staff (Planning, Manager's Office)
Recreation, Parks, and Open Space; Arts and Culture	Update of 2004 Comprehensive Recreation and Parks Master Plan; assessment and update of relevant Carrboro Vision2020 policies. Update and inclusion of Physical Activity and/or Healthy Community planning perspective.	Consultant, staff (Recreation and Parks, Planning, Economic and Community Development)
Infrastructure		
-Transportation	Integration of recently updated Bicycle Plan, update of Greenways Plans, Sidewalk Policy, and Residential Traffic Management Plan. Recognition of interrelationships with Chapel Hill (including Chapel Hill Transit, Orange County, Go Triangle, and DCHC MPO/Comprehensive and Metropolitan Transportation Plans. Incorporation of street conditions analysis, repaving schedules, Powell Bill funds	Consultant, staff (Planning, Public Works)

Component	New/Update	Lead Staff/author(s)
-Water and Wastewater	Recognition of interrelationship with OWASA, Climate Action Plan/GHG reductions associated with water conservation.	Consultant, staff (Planning)
-Energy (electricity, natural gas, solar)	Energy supply, with info on local and non-local sources, quantities and climate impacts	Consultant, energy providers, staff (Planning)
-Conduit, fiber optic, wireless	Anticipate inclusion of pending Fiber optic Plan and incorporation into policy matrix and action element	Consultant, (Planning, Information Technology)
Environmental Systems and Resilience, including Stormwater Management	Expansion on 1999 Northern Study Area Plan and miscellaneous studies and reports	Consultant, staff (Planning, Public Works)
Human Capital, Engagement and Governance	New Communications Plan (build on Citizens' Bill of Rights), Human Services, Technology, and Innovation	Consultant, staff (Human Resources, Finance Department, Manager's Office, Economic and Community Development, Information Technology)
Public Services	New chapter on fire, police, public works services, publicly owned buildings, accessibility, public safety, future needs (interrelatedness to Capital Improvement Programming, Strategic Energy and Climate Action, specifically Solid Waste initiatives, waste reduction, fuel usage, building renovations and retrofits); incorporation of Eno-Haw Hazard Mitigation Plan, Town Emergency Operations Plan, and possible Continuity of Operations Plan	Consultant, Noted departments staff