

Meeting the Need:

A Strategy for Where and How to Build Enough Housing

TOWN OF CHAPEL HILL
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JUNE 3, 2022

**The
Keesmaat
Group.**



HFA

HURLEY
FRANKS
ASSOCIATES

Transformative change is possible in Chapel Hill.

The Town of Chapel Hill is interested in building consensus around a new approach to housing that clarifies where and how to build to be inclusive, sustainable and an economically competitive community.

Overview

1. Introduction
2. Project Objectives
3. Critical Components of this Work
4. Pilot Project + Consultation Objectives
5. Work Plan Overview
6. Questions, 'Must Haves' and What Happens Next

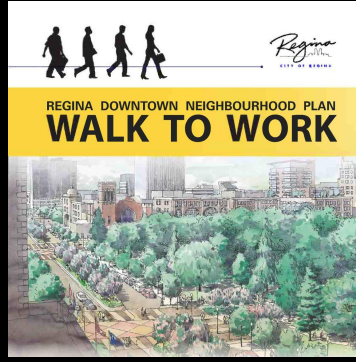
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2. Project Objectives

To begin the process of building consensus about where and how to build

To determine where complete communities can be advanced, exploring trade-offs and opportunities

To identify a viable pilot project

3. Critical Components of this work

1. **Recruit community leaders** to actively engage in a dialogue about how best to grow
2. Facilitate community interest leader **Focus Groups & Council work sessions**
3. **Conduct technical analysis** of housing capacity, demand, and locations for a pilot infrastructure project
4. **Identify a pilot project** that flows from both community dialogue and technical analysis
5. **Position Council for a stake-in-the-ground vote** that moves the pilot project forward

4. (A) Pilot Project

To demonstrate that transformative change is possible in Chapel Hill

To build trust in Council's capacity to advance change

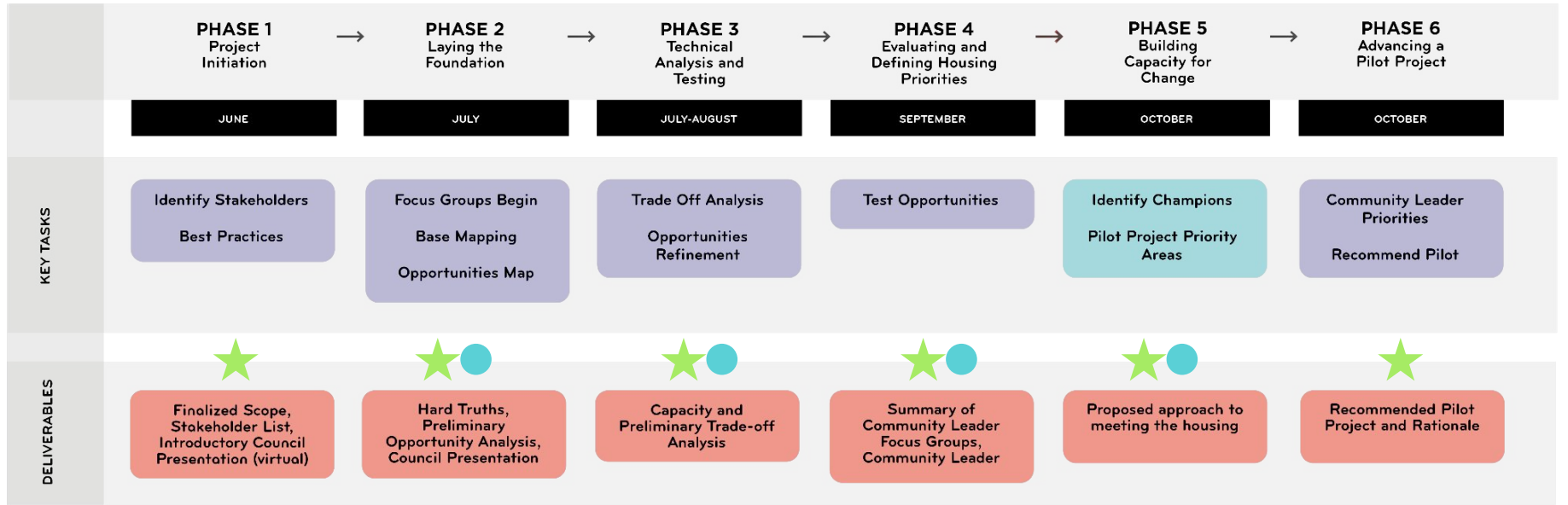
To lay the foundation for a Council decision

To show how improvements in a specific place begin to deliver on the promise of Complete Communities

4. (B) Consultation Objectives

- To identify community leaders of all interests affected by housing, provide them with information about the trade-offs of different smart-growth options, and to foster genuine dialogue about how and where to grow.
- To draw community leaders who are passionate about advancing complete communities into the process for driving forward change.
- To use their insights and understanding to begin to generate an approach to change, and consensus for change, in Chapel Hill.
- To build support for a pilot project among community leaders in order to position it for council approval.

5. Work Plan Overview



LEGEND:

- Council Engagement
- Community Leader Engagement
- Deliverables

6. Questions, 'Must Haves' and What Happens Next

What are your “must haves?”

June 16th/17th
June 21st/28th
July
August

Initiate Opportunities Analysis
Council Workshop
Community Leader Consultations begin
GIS Opportunities Analysis

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