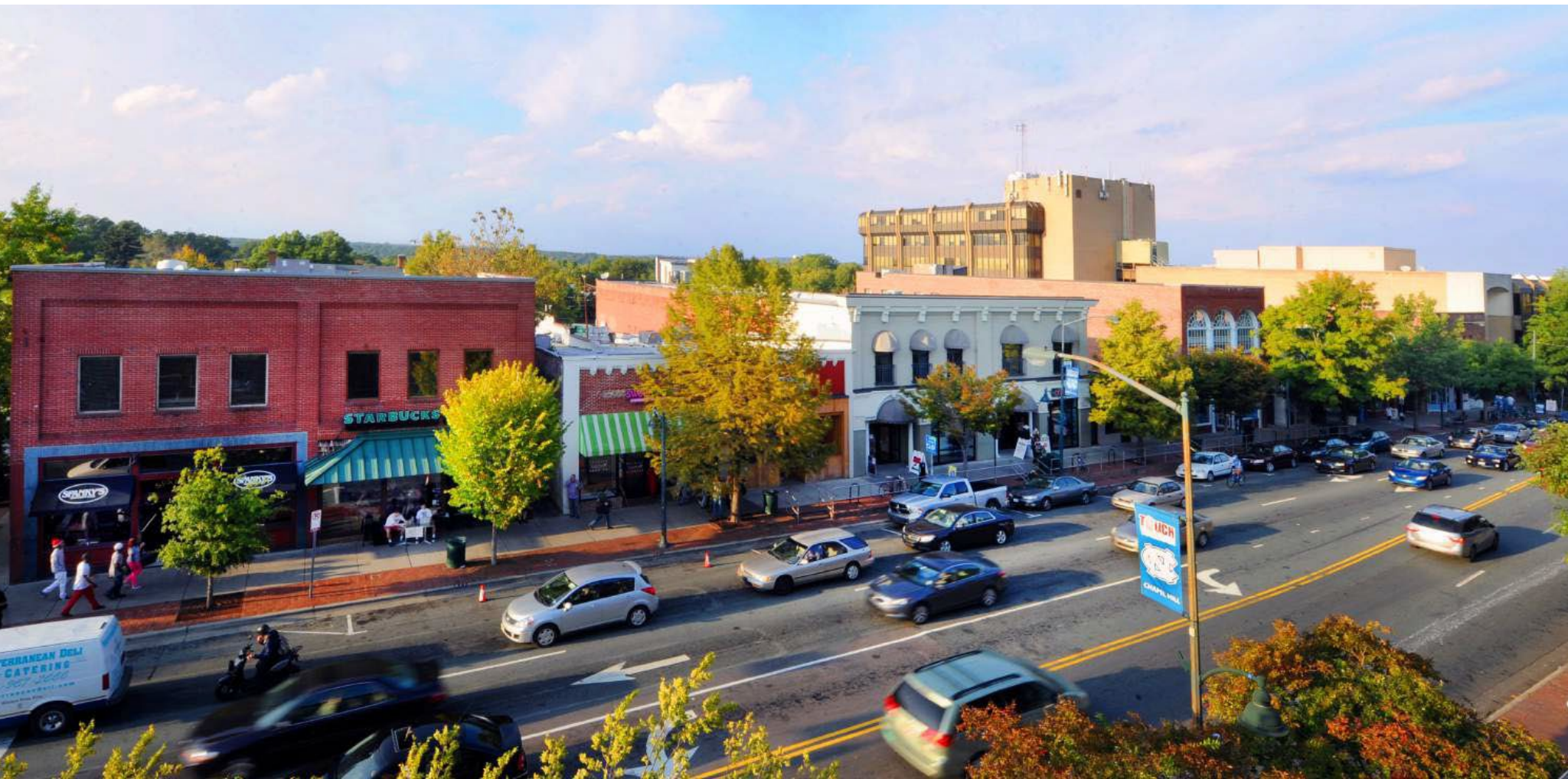


The Future Is Now

PEOPLES ACADEMY

March 2nd, 2024





About us

Economic Development

Planning

Building Services &
Development

Vision and Mission

Chapel Hill Economic Development works to positively influence the economic vitality of our community



Live, Work, Play, and Shop in Chapel Hill

What do we do?

- Retain, Expand, Recruit Business
- Address Growth Barriers
- Market Chapel Hill's Business Climate
- Promote Available Commercial Space
- Build relationships with Community Partners



Impact and Initiatives

Business Support Services

Downtown Innovation District

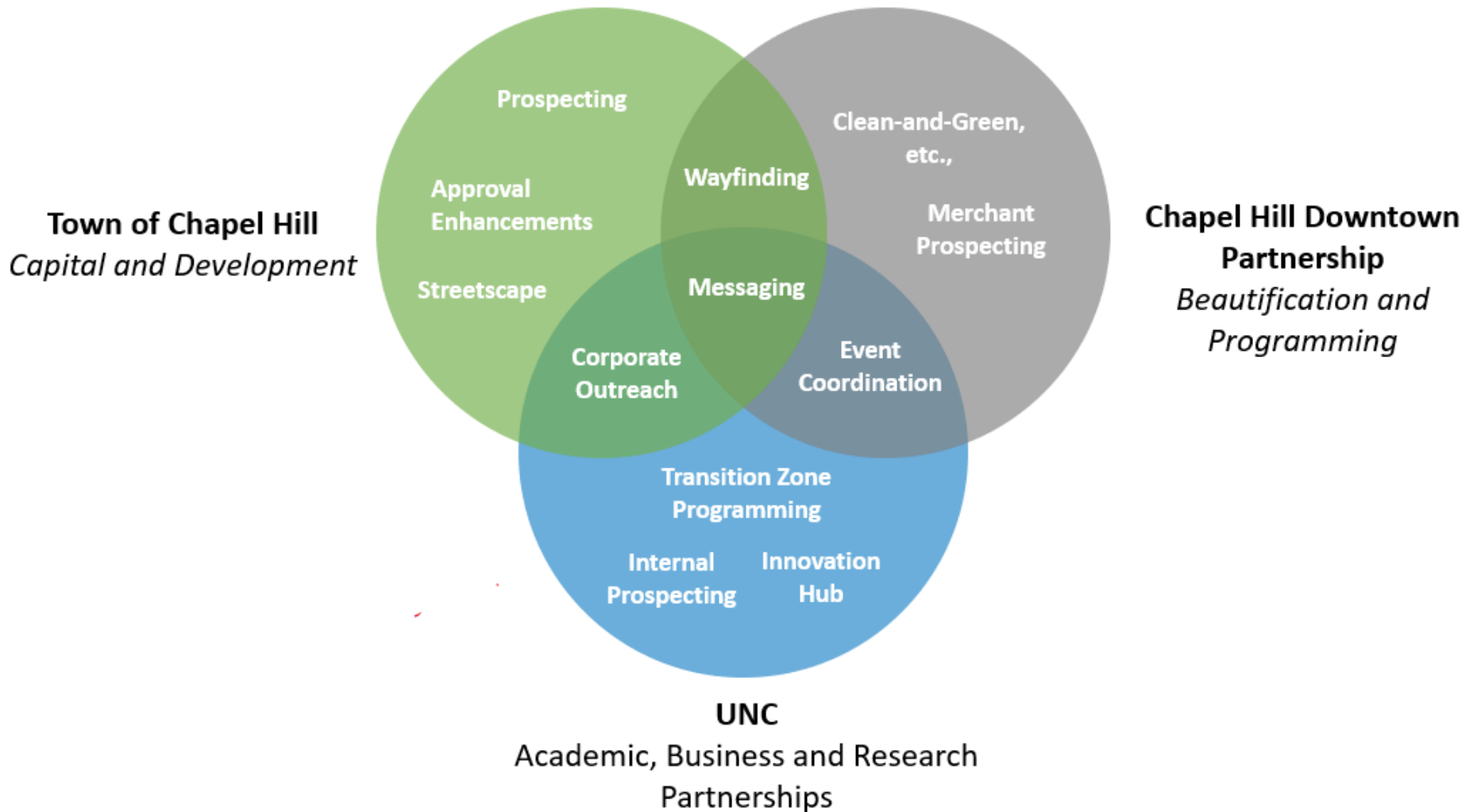
Downtown Revitalization

The Garden Spot Market

Enterprise Zone



Our work is a collaboration!

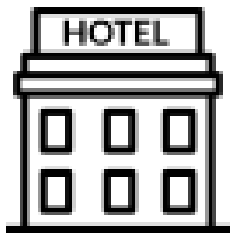


Other Partners



Group discussion

A hotel is interested in coming to Chapel Hill!



As the Economic Development Officer, what questions do you have?

What do you want to know about this project?



Downtown



What is Downtown?



THE TOWN LEADS BY...

INVESTING

Long range planning

Infrastructure

Safety



CATALYZING

Community arts and culture

Open space

PARTNERS

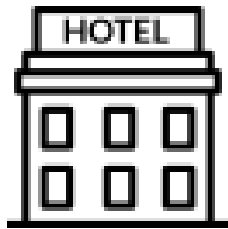
THE TOWN IS PART OF A DOWNTOWN ECOSYSTEM

- Chapel Hill Downtown Partnership
- LaUNCH
- UNC and UNC Healthcare
- Businesses & property owners
- Neighborhood stakeholders
- Downtown resident communities
- Arts & culture community
- Visitors & patrons

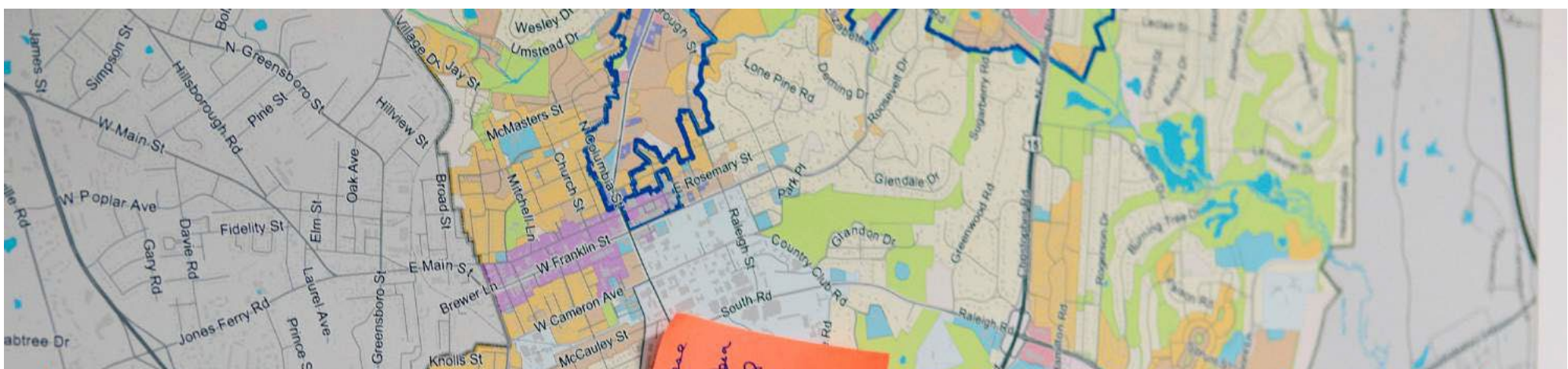


Group discussion

The hotel project has chosen a location in Downtown Chapel Hill.



What are key questions or considerations from nearby neighborhoods and Downtown Business owners?

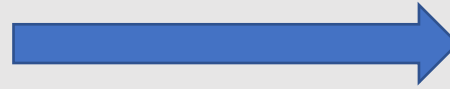


Planning



Planning - What we do

Create vision of Chapel Hill

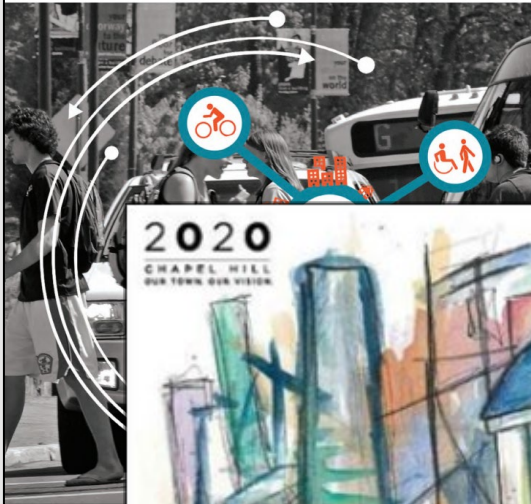


Create the rules



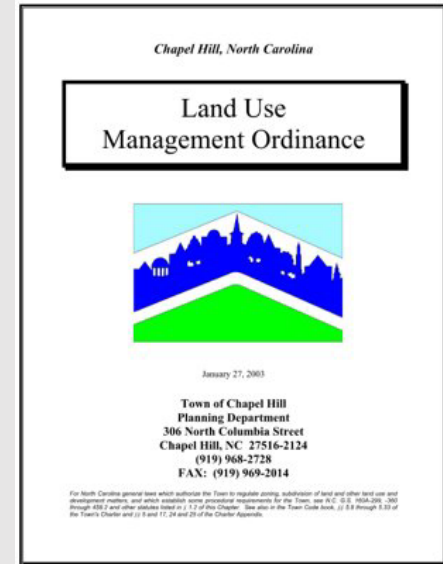
COMPLETE
COMMUNITY
STRATEGY

TOWN OF CHAPEL HILL
MOBILITY AND CONNECTIVITY PLAN



Rewriting
Our Rules

A LUMO UPDATE



Chapel Hill, North Carolina

Land Use
Management Ordinance



January 27, 2003

Town of Chapel Hill
Planning Department
306 North Columbia Street
Chapel Hill, NC 27516-2124
(919) 968-2728
FAX: (919) 969-2014

For North Carolina general laws which authorize the Town to regulate zoning, subdivision of land and other land use and developmental matters, and which contain some procedural requirements for the Town, see N.C. G.S. 168A-204, 400 through 402, 407 and other statutes listed in 1.1 of this Chapter. See also in the Town Code book, §§ 8.8 through 8.23 of the Town's Charter and §§ 9 and 11, 28 and 29 of the Charter Appendix.

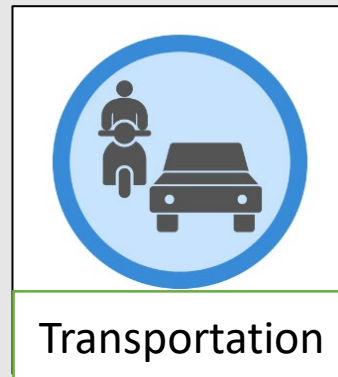
Make it happen



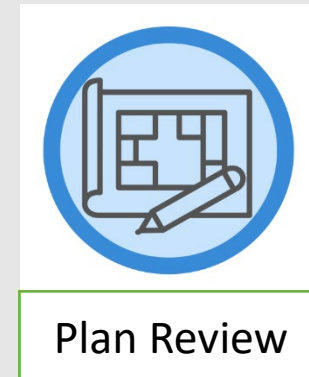
2020
CHAPEL HILL
OUR TOWN. OUR VISION.

Chapel Hill 2020
Comprehensive Plan

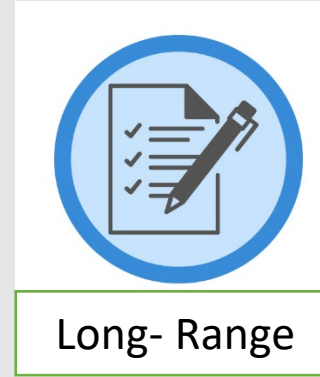
Adopted June 29, 2010



Transportation



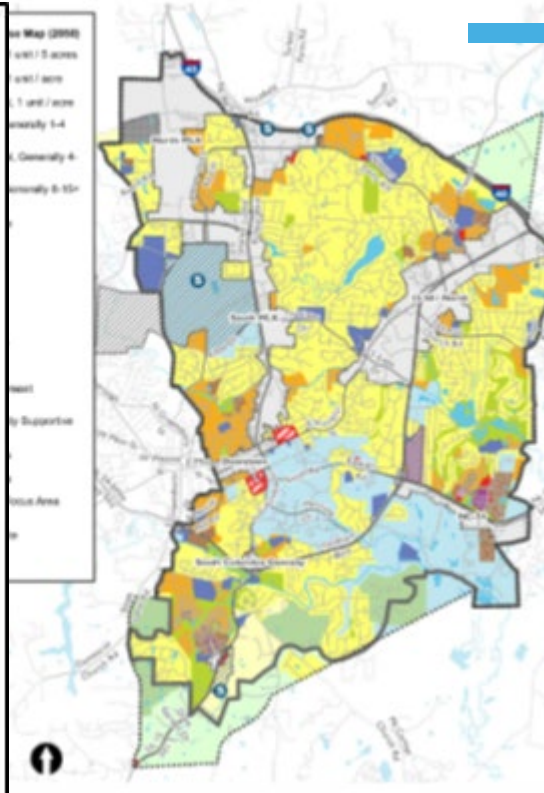
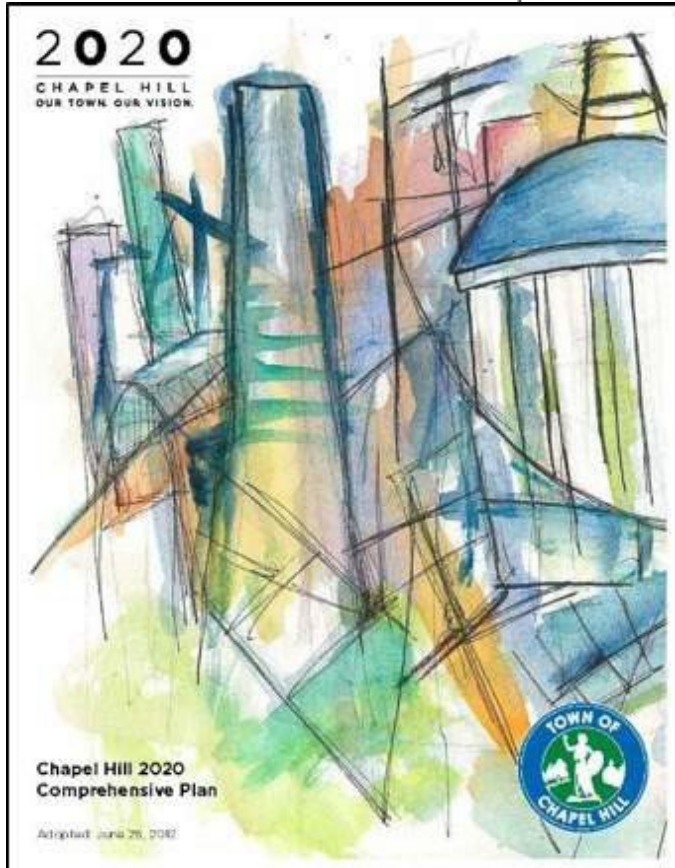
Plan Review



Long- Range



Planning



- What should go where?
- Where could the developers build the proposed hotel?
- How can we improve bicycle, pedestrian, or transit paths?

Comprehensive Plan
Creating vision for Chapel Hill

LUMO REWRITE

Chapel Hill, North Carolina

Land Use Management Ordinance



January 27, 2003

Town of Chapel Hill
Planning Department
306 North Columbia Street
Chapel Hill, NC 27516-2124
(919) 968-2728
FAX: (919) 968-2014

For North Carolina general laws which authorize the Town to regulate zoning, subdivision of land and other land use and development matters, and which establish other procedural requirements for the Town, see N.C. G.S. 160A-281, 282, through 491.2 and other chapters listed in 1.2.2 of the Chapter. See also the Town Code Book, 1.1.6.4 through 1.2.2.4 of the Town's Charter and 1.1 and 11.24 and 25 of the Charter Appendix.

2003

TOWN OF CHAPEL HILL MOBILITY AND CONNECTIVITY PLAN



OCTOBER 2017



2017



Town of Chapel Hill
Climate Action and
Response Plan

2021



COMPLETE
COMMUNITY
STRATEGY

2023

2012



2020

CHAPEL HILL
COMPREHENSIVE PLAN

Chapel Hill 2020
Comprehensive Plan

Revised April 22, 2012

2020



Town of Chapel Hill
Public Land Use Map
Volume 1 of Chapel Hill 2020 Phase 1
Adopted December 8, 2020

CHAPEL HILL
Charting Our Future
A Land Use Initiative

2023



Shaping Our Future
A Transportation and
Land Use Initiative
April 2023
DRAFT



LUMO REWRITE

Newsletter

chplan.us/LUMONewsletter

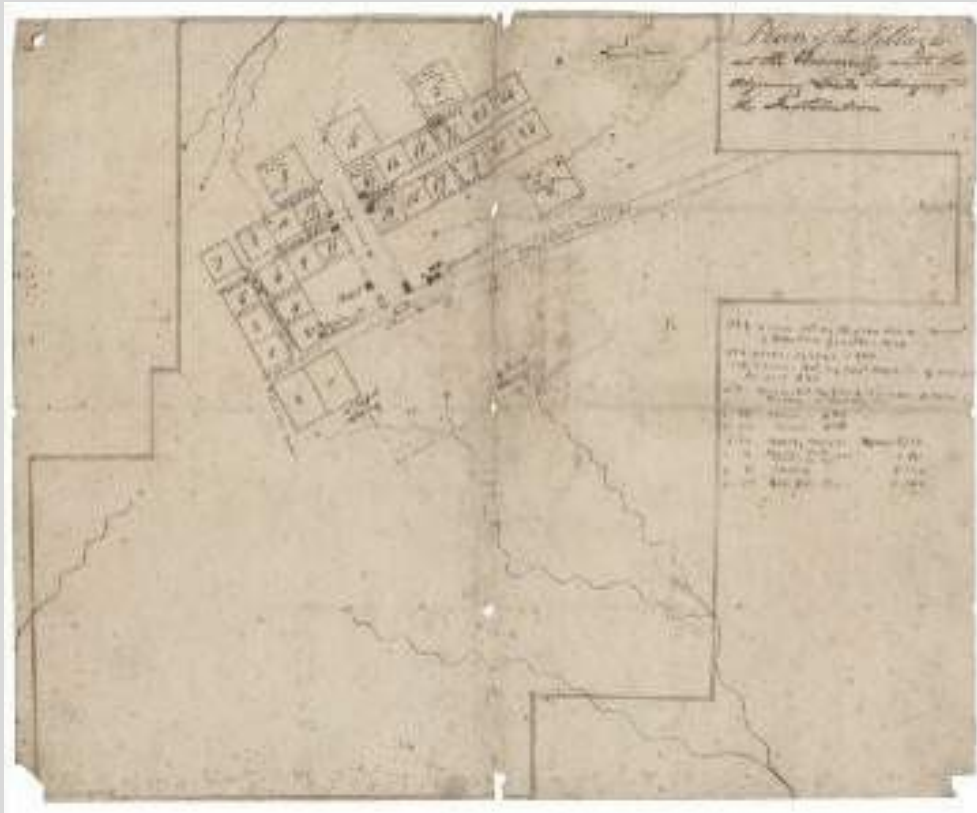


Website

townofchapelhill.org/LUMO



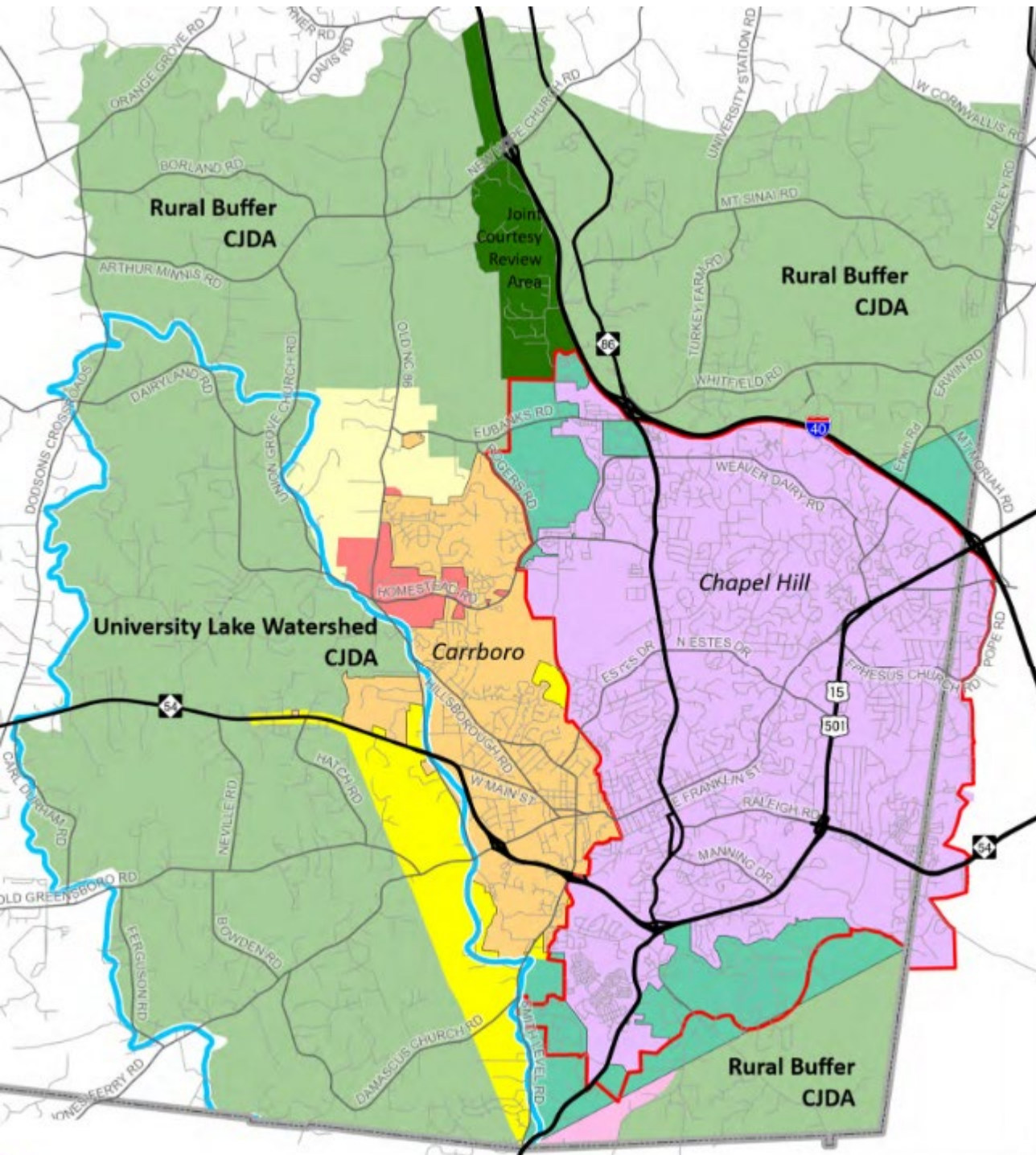
Chapel Hill has changed a lot!



Chapel Hill at end of 18th Century



Chapel Hill today



Orange County Rural Buffer

- Helps keep rural areas beautiful
- Encourages lively towns
- Encourages working together for planning



Key Principles of Planning Process

- Empower stakeholders to participate in planning process
- Build and implement a shared vision for how the community should change over time

Create Great Places!



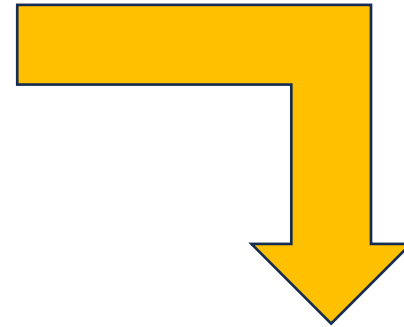
Future Land Use Map



	Sub-Area E
Multifamily, Shops & Offices	●
Multifamily Residential	●
Commercial/Office	●
Parks and Green/Gathering Spaces	●
Townhouses & Residences	⊖
Institutional/University/Civic	⊙



TRANSPORTATION



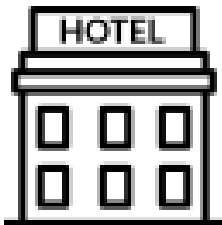
- Bike lanes
- Sidewalks
- Greenways/multiuse paths
- Crosswalks
- Traffic signals
- Transit stops



Group discussion

The proposed Downtown hotel now has more details:

W Rosemary Street
4-story hotel



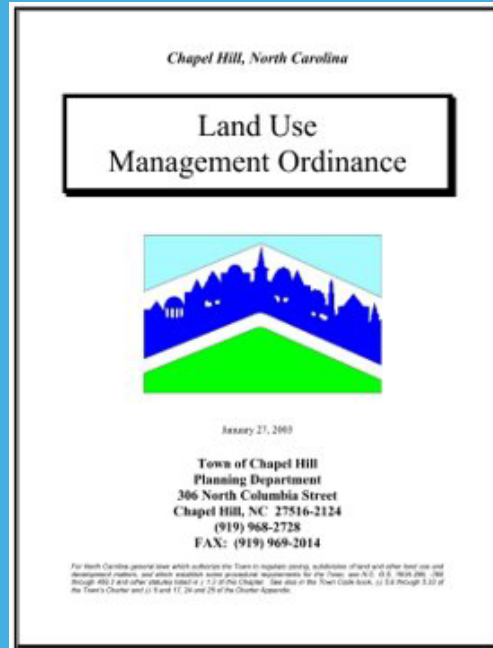
Is Downtown Chapel Hill a good location for this project?



Development Review



Development Review



How should new development be designed?

How do we address the needs of neighboring properties, sensitive environmental areas, traffic management, fire safety, etc.

TOWN OF CHAPEL HILL
Planning Department
 405 Martin Luther King Jr. Blvd
 Chapel Hill, NC 27514
 phone (919) 968-2728 fax (919) 969-2014
 www.townofchapelhill.org

SPECIAL USE PERMIT APPLICATION

Parcel Identifier Number (PIN): _____ Date: _____

Section A: Project Information

Project Name: _____ Zip Code: _____
 Property Address: _____ Existing Zoning District: _____
 Use Groups (A, B, and/or C): _____
 Project Description: _____

Section B: Applicant, Owner and/or Contract Purchaser Information

Applicant Information (to whom correspondence will be mailed)

Name: _____ Zip Code: _____
 Address: _____ State: _____
 City: _____ Email: _____
 Phone: _____

The undersigned applicant herewith certifies that, to the best of his knowledge and belief, all information supplied with this application is true and accurate.

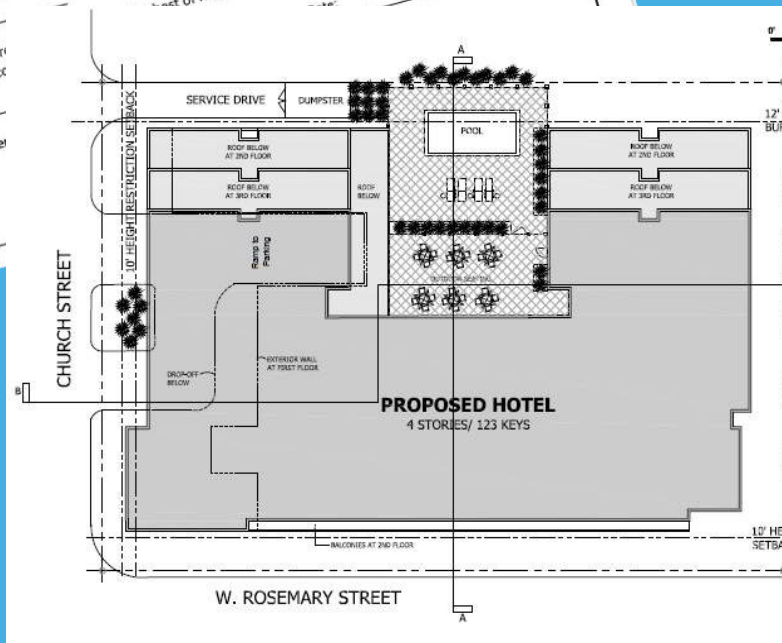
Signature: _____
 Owner/Contract Purchase
 Owner
 Name: _____
 Address: _____

What we do

Review applications for new development in town

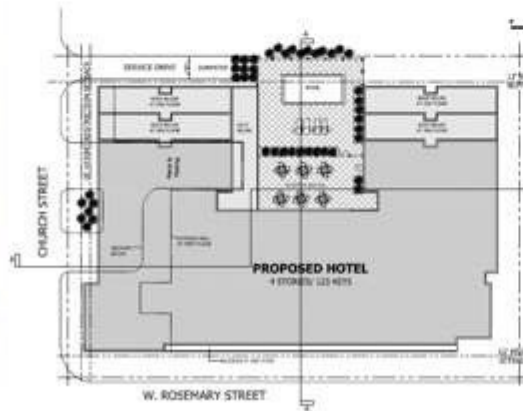
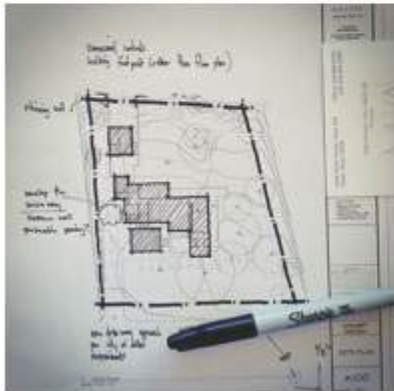
Share information and receive feedback from stakeholders

Guide applications through advisory board and Council process



Application

Typical Development Review Sequence



Technical Review Team



Engineering
Fire
Housing
Inspections
IT
NCDOT
OC Solid Waste
OWASA
Parking Services
Parks and Recreation
Planning
Police
Public Works
Stormwater Engineering
Traffic Engineering
Transit



Council Functions

- Evaluate whether proposal meets Town policy interest
- Involve public appropriately
- Address stakeholder concerns
- Follow adopted Town procedures and requirements



Group discussion

The proposed Downtown hotel has submitted plans for a permit



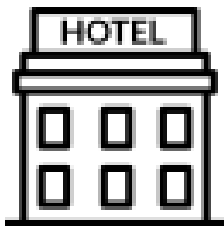
02 | RENDERING - ROSEMARY ST.

NTS



01 | RENDERING - CHURTH ST. AND ROSEMARY ST.

NTS



What are key priorities for...

- Council and Advisory Boards
- Neighbors and other stakeholders
- Developer



Building & Development Services

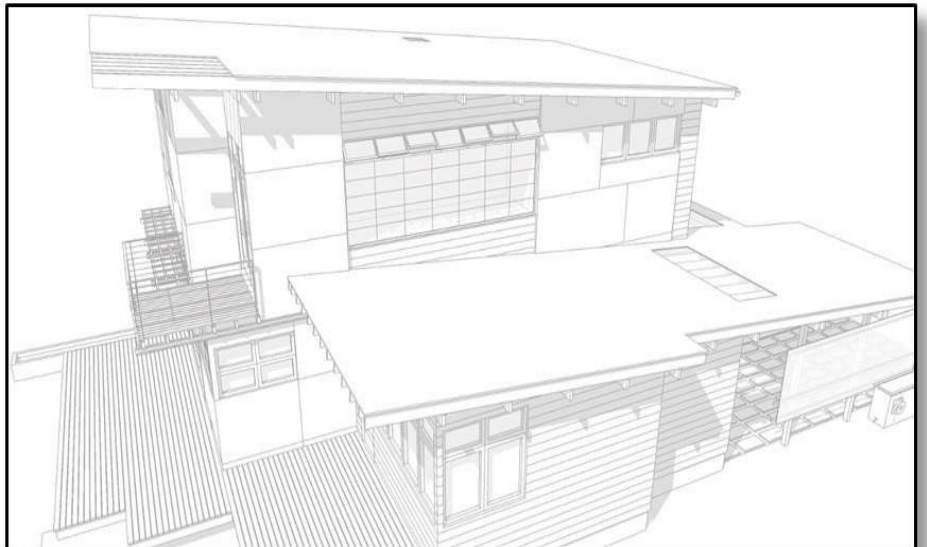


What We Do



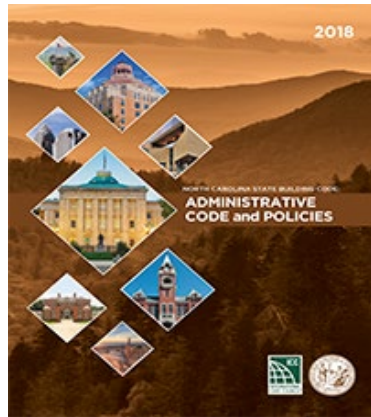
How It Benefits You

- Life Safety
- Safeguards property, values
- Insurance
- Real Estate Transactions
- Peace of Mind



Building Codes

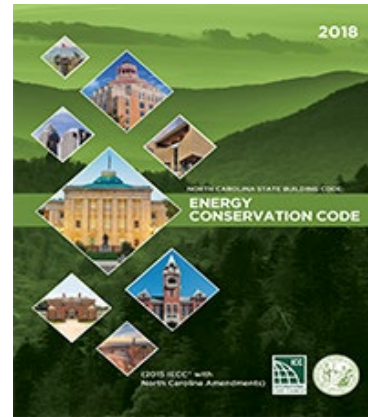
Administrative



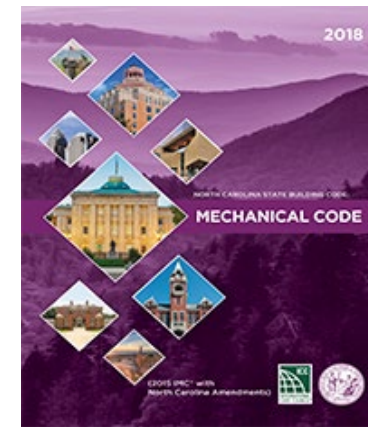
Existing



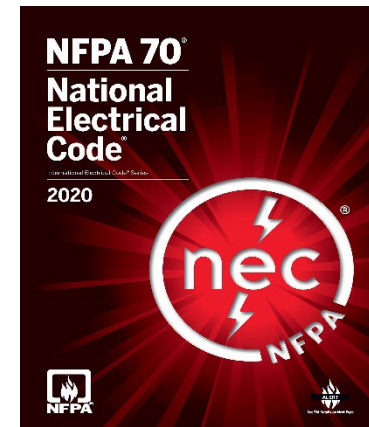
Energy



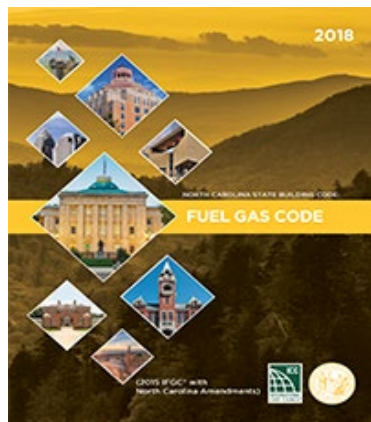
Mechanical



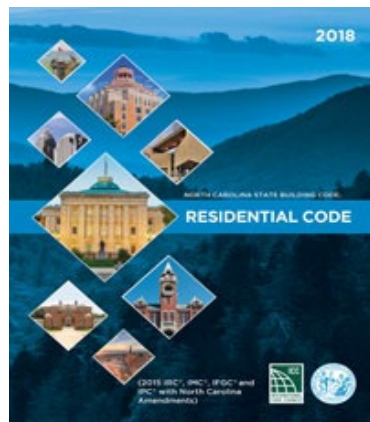
Electrical



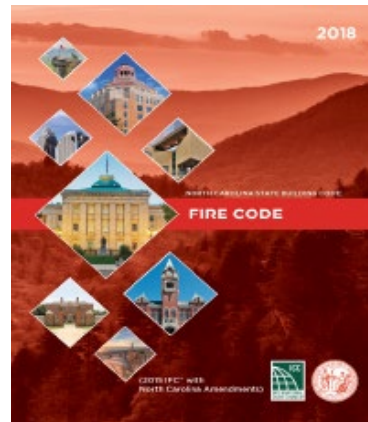
Fuel Gas



Residential



Fire



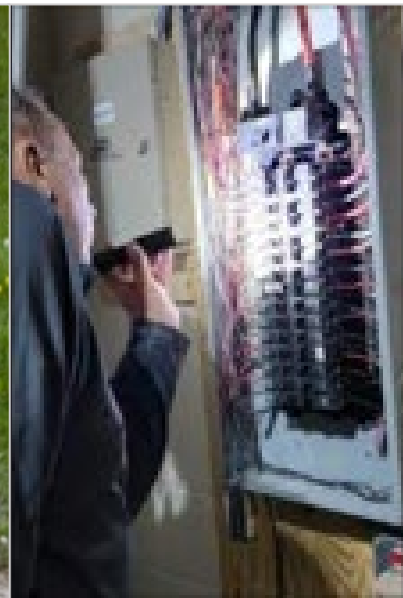
Building



Plumbing

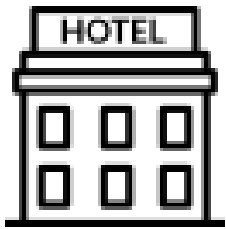


How We Do It!



Group Discussion: During Construction

The proposed Downtown hotel has a permit is now at the end of the construction.



What kinds of things do you think inspectors need to look for to make sure the building is safe to occupy?



Quick video

Opening Day for the Downtown Hotel

- Located within walking distance to shops and restaurants**
- Provides parking for guests and visitors**
- Provides public meeting space for anybody to use**
- Green roof system to manage stormwater**
- Provides jobs in Chapel Hill**
- Addresses an existing and future need for hotel space in town**
- Increased Downtown spending and sales tax**
- Safe ingress and egress**
- Safe to occupy**

A photograph of a modern multi-story hotel building at dusk. The building features a mix of dark grey and light grey panels. Many windows are illuminated from within, showing warm interior lights. A sign on the left side of the building reads "ABC HOTELS CHAPEL HILL". The sky is a mix of blue and purple, indicating twilight. In the foreground, there is a sidewalk, a street lamp, and a small tree.

ABC
HOTELS
CHAPEL HILL

ABC HOTEL CHAPEL HILL

A photograph of a modern multi-story hotel building at dusk. The building has a mix of dark grey and light grey panels. Many windows are lit from within, showing warm interior lights. A large sign on the left side of the building reads "ABC HOTELS" in white on a dark background, with "CHAPEL HILL" in white on a lighter background below it. A large, stylized cyan scissors icon is overlaid on the right side of the image, positioned as if cutting through a banner.

ABC
HOTELS
CHAPEL HILL

• **Ribbon Cutting!** •