CHATHAM COUNTY COMPREHENSIVE PLAN

Steering Committee Meeting 8/18/2016

PLAN CHATHAM
working together to preserve & progress

AGENDA

- Welcome and Introductions (10 min)
  - Schedule & Accomplishments to Date
  - Comments from the Chair
- Plan Input
  - June Meetings Recap, Survey Results (20 min)
  - Climate Change Advisory Committee Memo (10 min)
- Intermediate Findings (20 min)
- Draft Goal Ideas (20 min)
- Goals Work Session (20 min small group activity and 15 min discussion)
- Other business (5 min)
  - Ag focus group, ambassadors and speakers bureau, meeting in a box, Upcoming events, September meeting date (9/22)
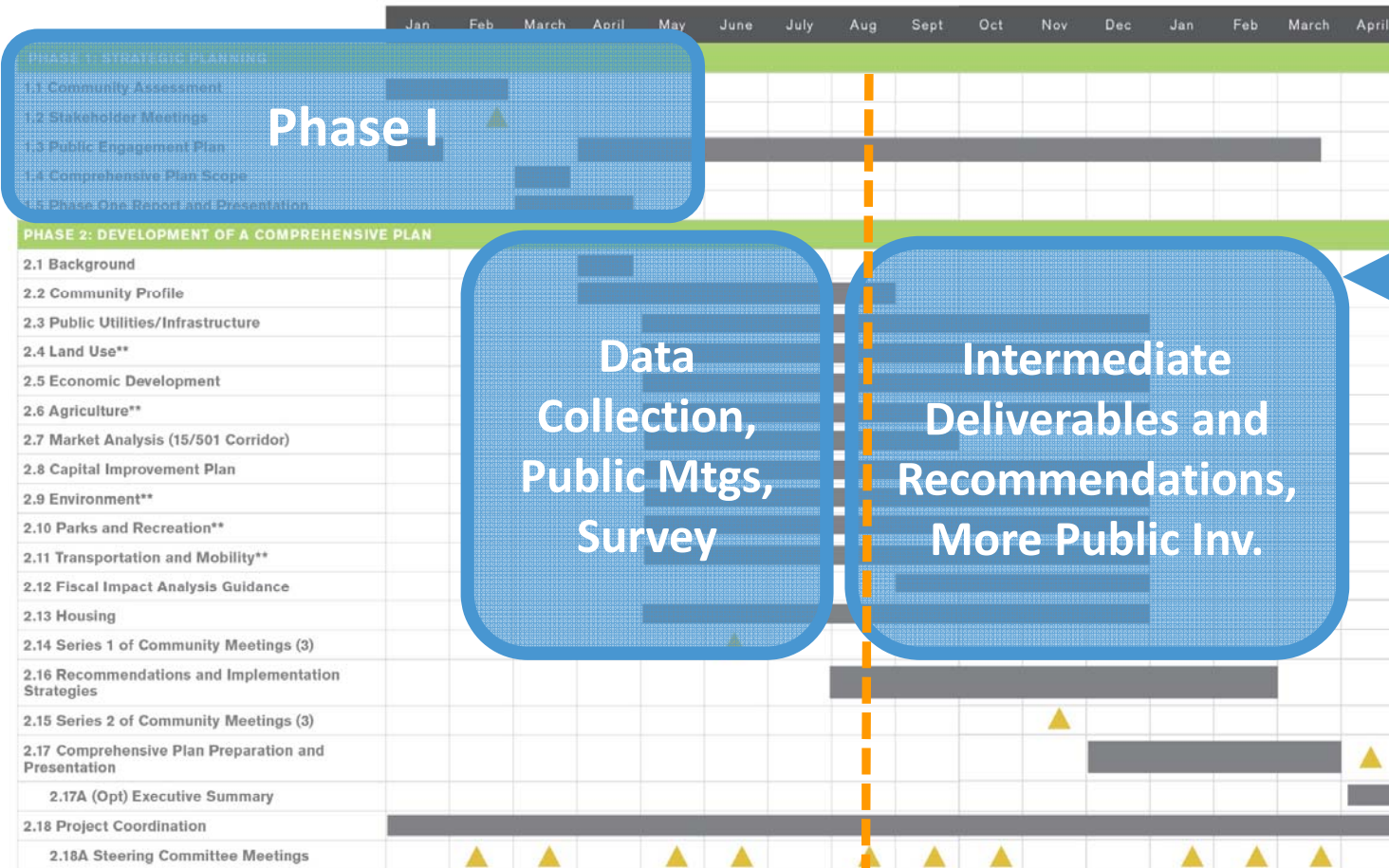
THE PLANNING PROCESS

THE PLANNING PROCESS

1 County-Assessment + Draft Goals

"Chatham Today"
Assessment of current and emerging conditions, identification of issues and opportunities, and development of goals

2 Develop Initial Concept Plan + Policy Ideas

"Shaping Chatham's Future"
Development of future land use concepts and policy ideas

3 Refine Concept Plan + Policy Framework

"Putting the Plan into Action"
Refine concepts and policies and draft action steps and strategies

4 Plan Documentation + Adoption

Collection of plan components into a final plan report document to be presented for adoption

We are here

OVERALL SCHEDULE

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April
PHASE 1: STRATEGIC PLANNING																
1.1 Community Assessment																
1.2 Stakeholder Meetings																
1.3 Public Engagement Plan																
1.4 Comprehensive Plan Scope																
1.5 Phase One Report and Presentation																
PHASE 2: DEVELOPMENT OF A COMPREHENSIVE PLAN																
2.1 Background																
2.2 Community Profile																
2.3 Public Utilities/Infrastructure																
2.4 Land Use**																
2.5 Economic Development																
2.6 Agriculture**																
2.7 Market Analysis (15/501 Corridor)																
2.8 Capital Improvement Plan																
2.9 Environment**																
2.10 Parks and Recreation**																
2.11 Transportation and Mobility**																
2.12 Fiscal Impact Analysis Guidance																
2.13 Housing																
2.14 Series 1 of Community Meetings (3)																
2.16 Recommendations and Implementation Strategies																
2.15 Series 2 of Community Meetings (3)																
2.17 Comprehensive Plan Preparation and Presentation																
2.17A (Opt) Executive Summary																
2.18 Project Coordination																
2.18A Steering Committee Meetings																

Phase I

Data Collection, Public Mtgs, Survey

Intermediate Deliverables and Recommendations, More Public Inv.

Bulk of the work will be from Aug-March of 2017

We are here →

NEAR TERM SCHEDULE

Meeting / Milestone	Date	Description

Steering Committee Meeting #6	8/18	• **Plan Input**
		    • Feedback from public meetings
		    • Initial Survey Results
		    • Discuss Climate Change Advisory Committee Memo
		• Review intermediate findings for elements
		• **Work on draft goals**

Steering Committee Meeting #7	**9/22**	• **Finalize goals** • Review intermediate findings for elements • **Strategies work session #1**
Draft Deliverables and Related Meetings	September-October	• Agricultural Focus Group Meeting #1 of 2 (**maybe week of Aug 29th**) • Green Infrastructure Map, Food Desert Analysis Map, Agricultural Assets Map, Draft Framework Plan (Rough Draft of FLU Map) • Draft preliminary Recommendations and Strategies
Steering Committee Meeting #8	10/20	• Review intermediate findings for elements • **Strategies work session #2**
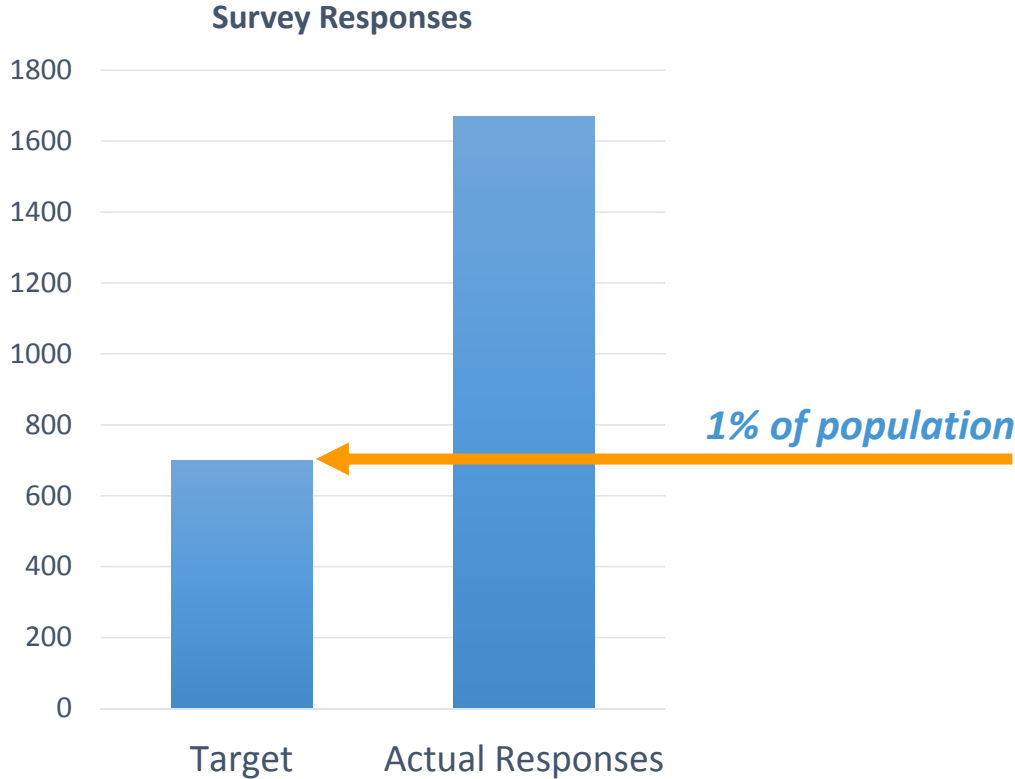
ENVIRONMENT / OPEN SPACE

Conservation Design for Subdivisions
A PRACTICAL GUIDE TO CREATING OPEN SPACE NETWORKS

Randall G. Arendt
Natural Lands Trust, American Planning Association, and American Society of Landscape Architects

Conservation Subdivisions

- Large percentage of open space required in exchange for lot size flexibility
- Currently allowed (2 of 4 recent largescale developments used guidelines)
- **Working with Randall Arendt, conservation planning expert and author to evaluate current policies, regulations and process**
- **Steering committee will be presented findings this fall**
- Goal: encourage these types of developments where most appropriate
- Key will be outlining priority open space and identifying target areas for this development type on Future Land Use map

Fig. 2.83. Conventional Development Pattern: Entirely Houselots and Streets.

Fig. 2.84. Conservation Design: Homes in a Lakefront Park.

Image Source: Envisioning Better Communities, Randall Arendt

ENVIRONMENT / FRACKING

Natural Gas Impacts Study

- Study will focus on potential impacts of natural gas extraction and make design and policy recommendations and best practices
- Charlie Yuill (WVU Professor of Landscape Architecture and Environmental Design) will conduct study
- Parallel effort to Comp Plan, but will be complete in time to incorporate findings
- Dr. Yuill will make presentation of findings to steering committee and other entities
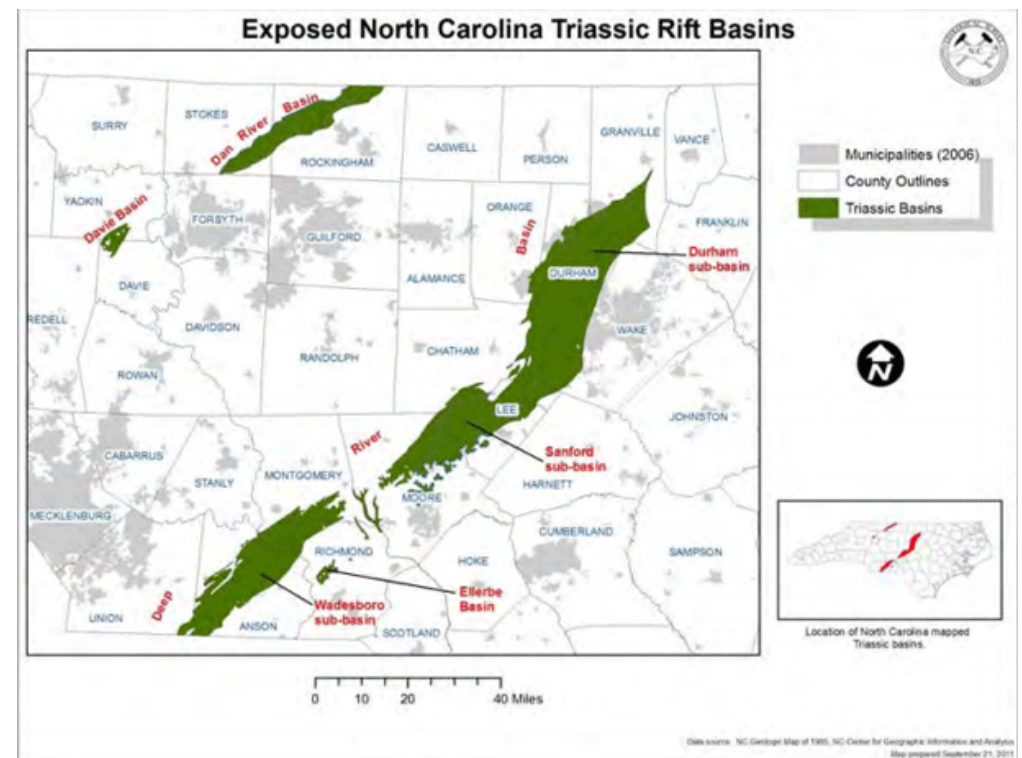
Exposed North Carolina Triassic Rift Basins

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JUNE MEETINGS RECAP

- *Over 100 attendees*
- *Documentation of feedback*
- *What we heard:*
  - *Consensus on the need for a plan*
  - *Protecting rural character and lifestyle*
  - *Natural resource protection*
  - *Recreational opportunities*
  - *Need for flexibility*
  - *Concern over impacting property rights*

SURVEY RESULTS

Gender

36.0%

64.0%

■ Male ■ Female

Q1

Age

0.1%

1.3%

9.9%

8.9%

18.4%

20.0%

23.5%

17.8%

■ Under 18 ■ 18-24 ■ 25-34 ■ 35-44
■ 45-54 ■ 55-64 ■ 65-74 ■ 75+
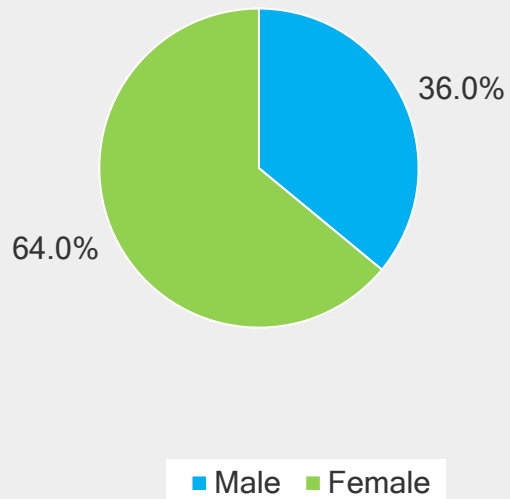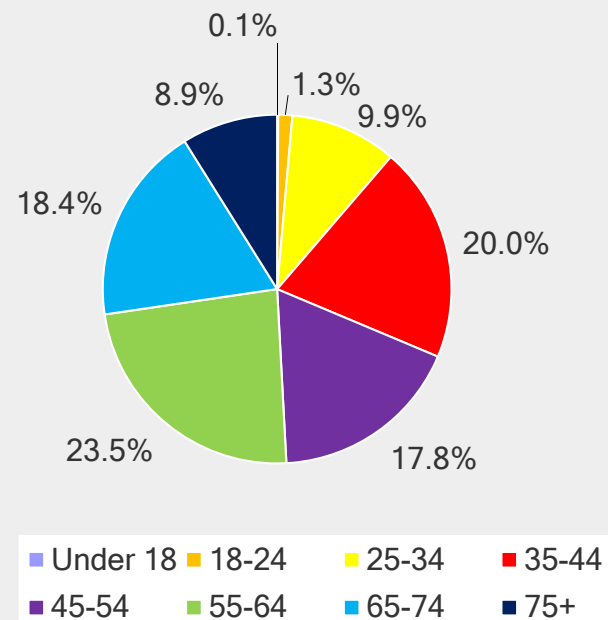
Q3

SURVEY RESULTS

What area of the County do you live in?

- Central Chatham & Pittsboro area
- Northeast Chatham (north of US 64 and east of Haw River)
- Northwest Chatham & Siler City area (Silk Hope, Snow Camp, etc.)
- Southwest Chatham (south of Siler City and west of NC 87)
- Southeast Chatham (south of US 64 and east of NC 87)
- Other (please specify)

29.0%
39.0%
10.3%
7.7%
4.9%
9.1%
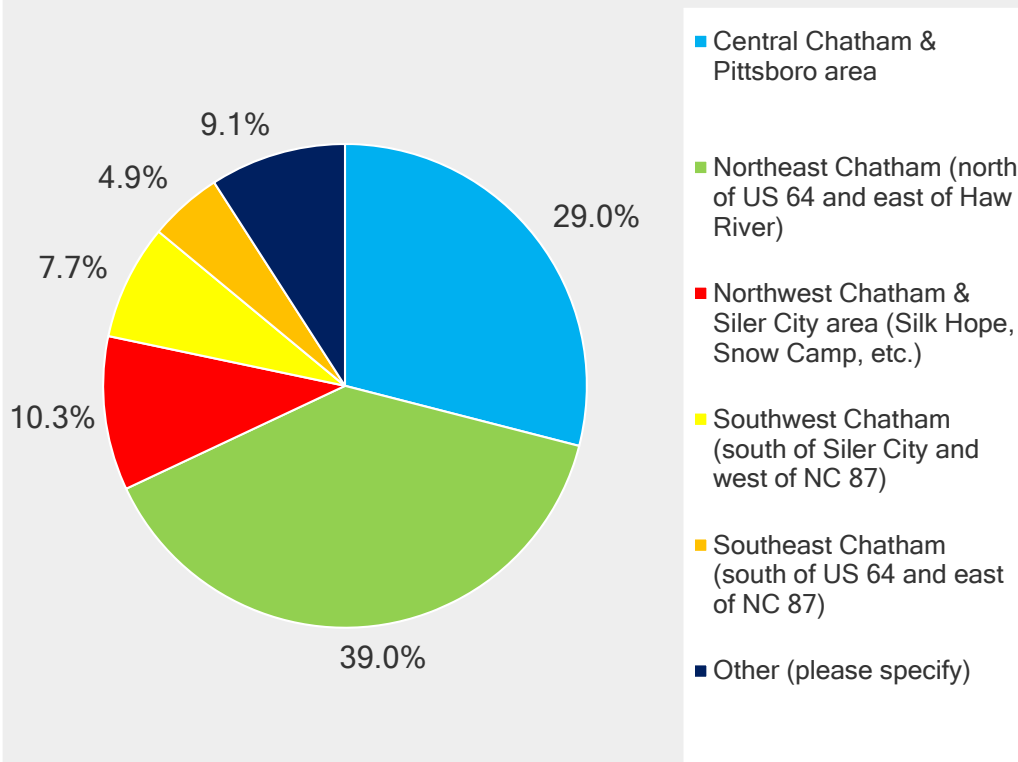
Other Responses

- Cary / Wake County
- Work in county, live elsewhere
- Fearrington Village
- Carolina Meadows
- Governors Club

Q2

SURVEY RESULTS

Number of Adults (18+) in household

Legend: 0, 1, 2, 3, 4

Slices: 3.0%, 0.4%, 0.8%, 7.1%, 14.9%, 73.7%
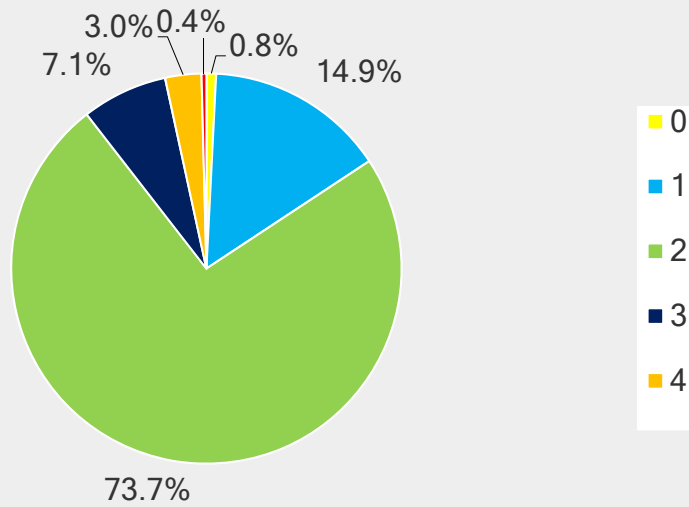
Commentary

- 2 person households a little over-represented

Q4

SURVEY RESULTS

Number of Children (under age 18) in household?

Legend:
- 0
- 1
- 2
- 3
- 4
- 5+

Pie chart values: 66.4%, 15.3%, 12.5%, 4.9%, 0.7%, 0.3%
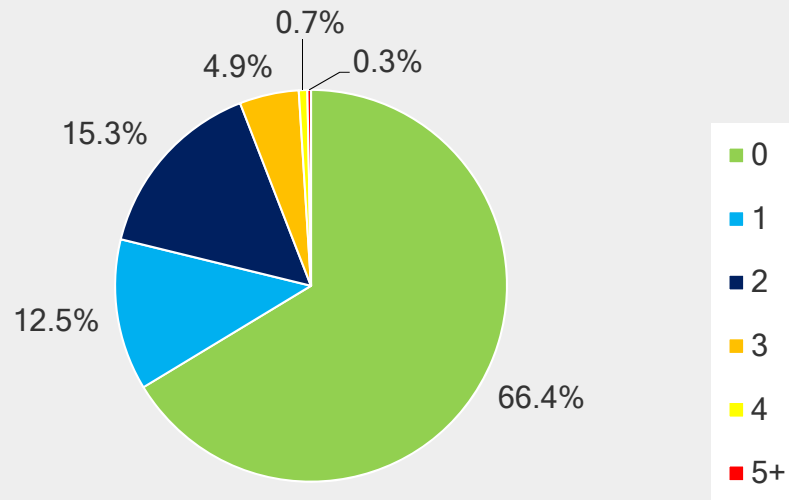
Commentary

- Family households a represented proportionately (545 responses from family households (32%, make up 25% of households)

- Need to continue balanced outreach efforts

Q5

SURVEY RESULTS

How many years have you lived in Chatham County?

- 2.9%
- 26.6%
- 26.2%
- 13.9%
- 30.5%

Legend:
- Less than 5
- 5-9
- 10-24
- 25+
- Not applicable
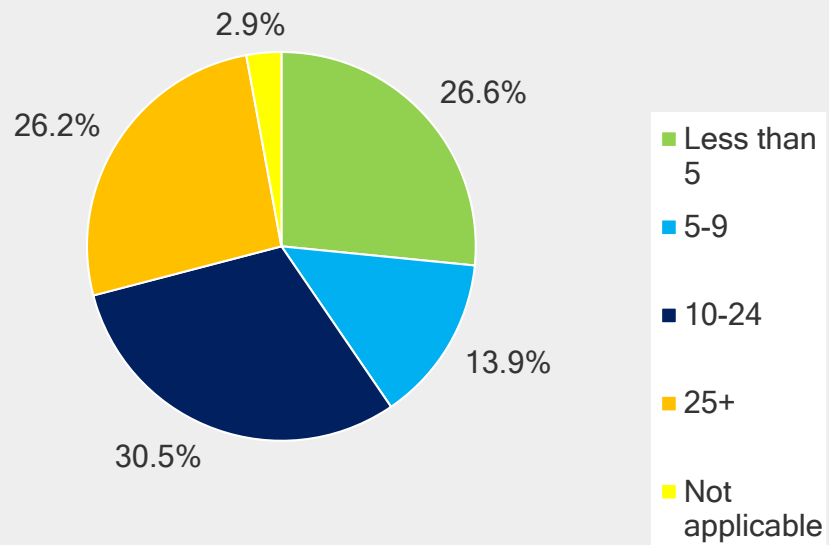
Commentary

- Good balance of long-time residents and newer residents

Q6

Q7: What are the top 3 reasons you chose to live in Chatham County?

Relative Importance (Rating x Response Count)
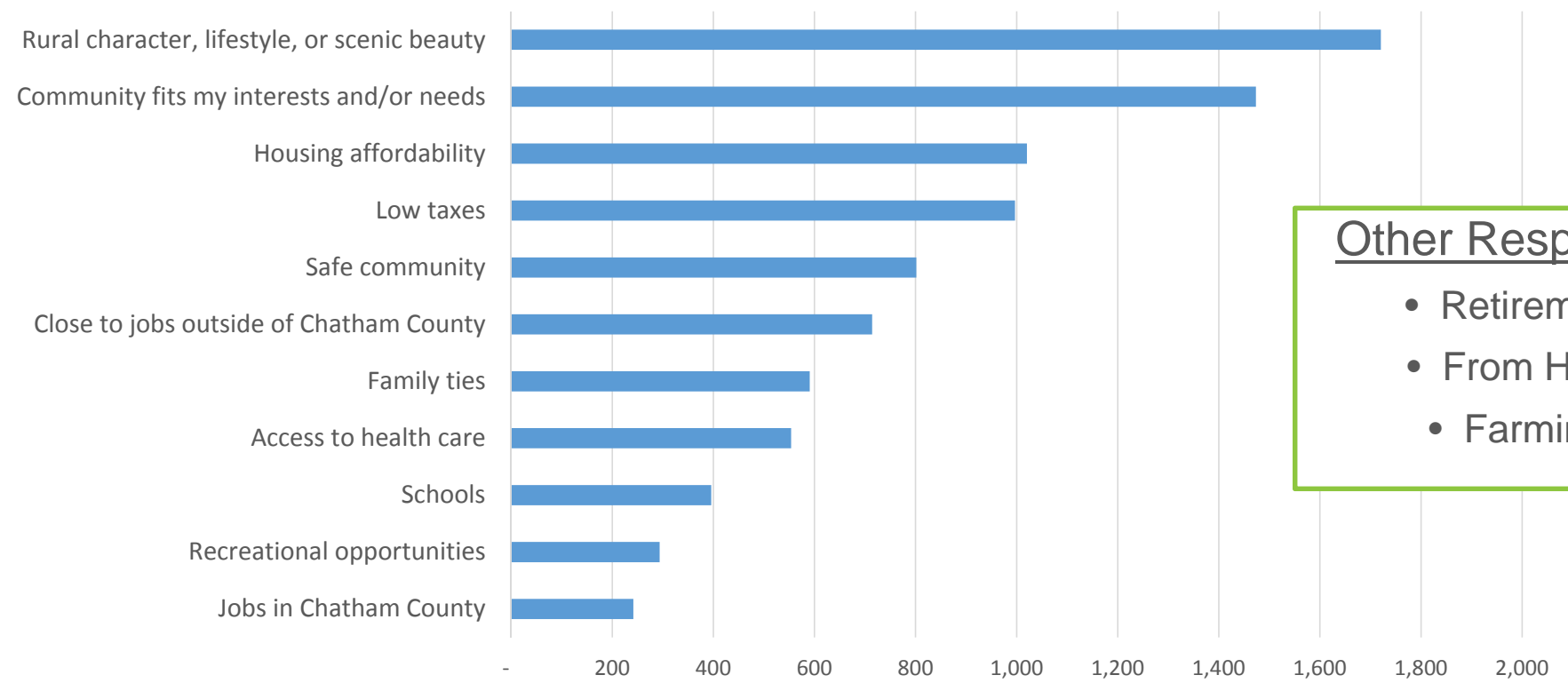
Other Responses
- Retirement
- From Here
- Farming

Q8: What are your biggest concerns about the future for you and your family?
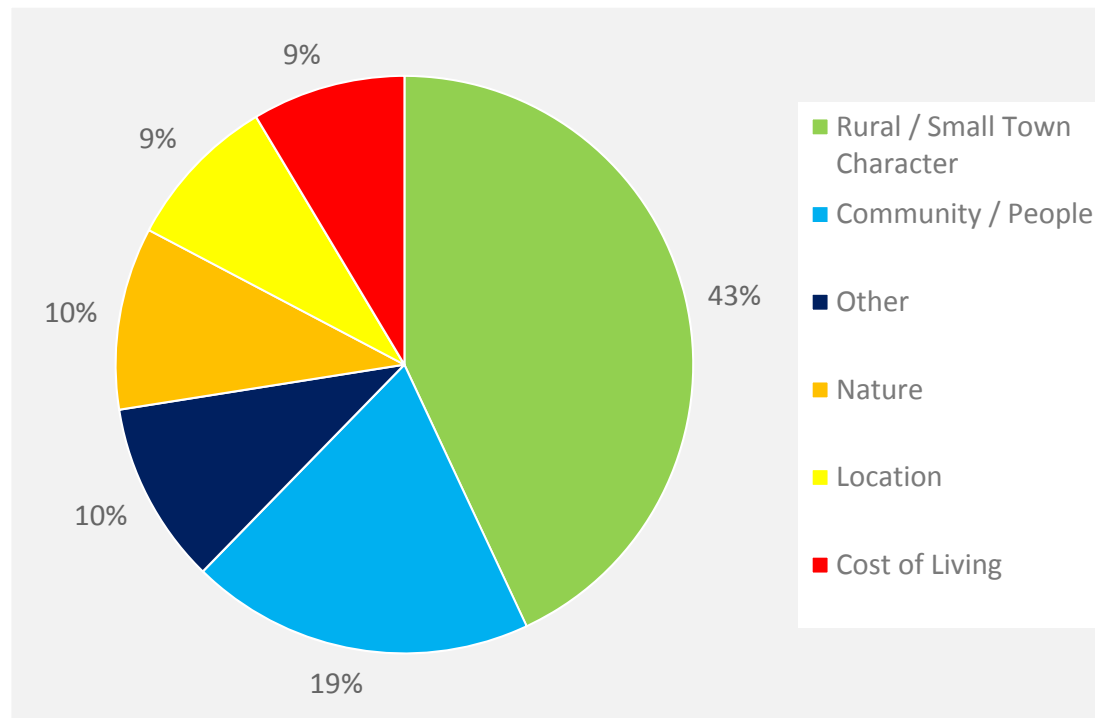
Relative Importance (Rating x Response Count)
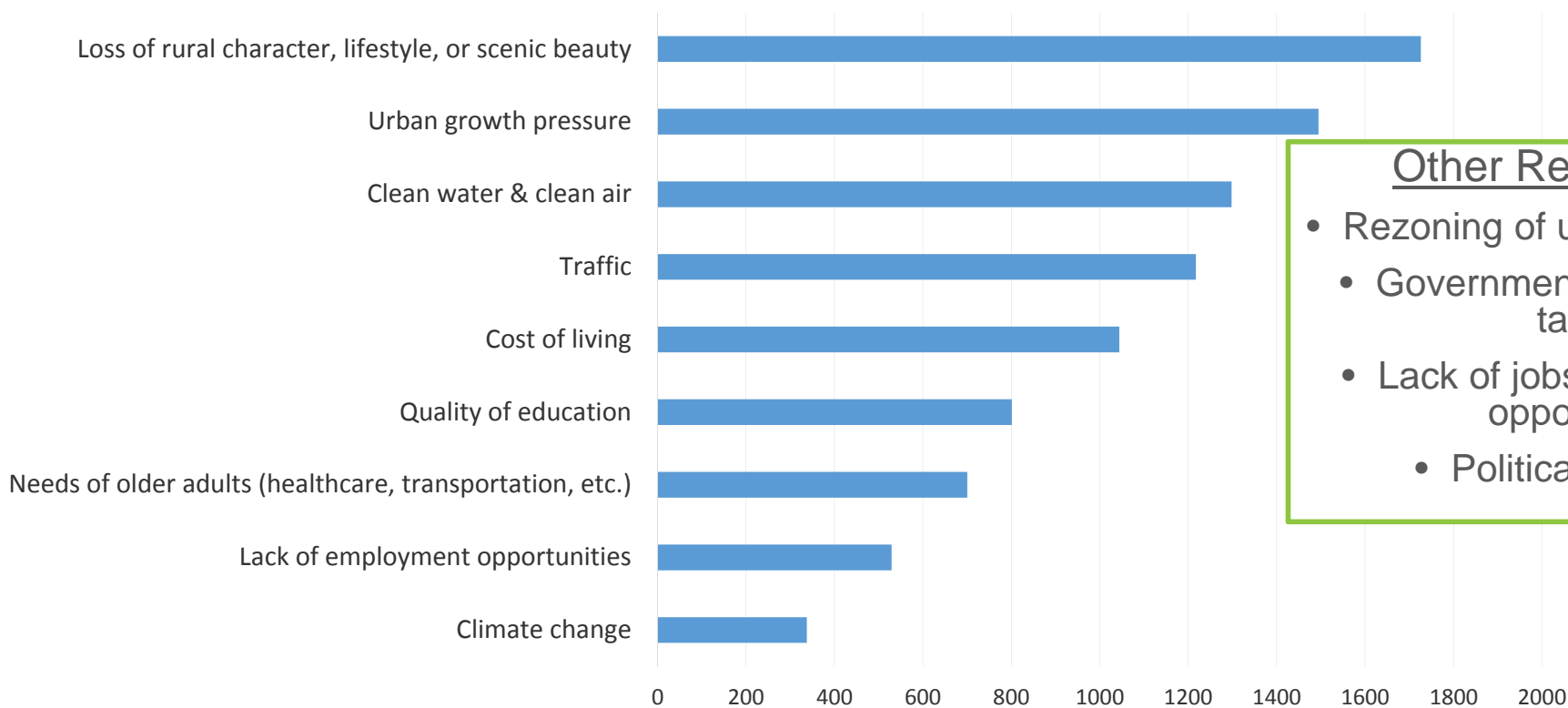
Other Responses
- Rezoning of un-zoned areas
  - Government regs and/or taxes
    - Lack of jobs or business opportunity
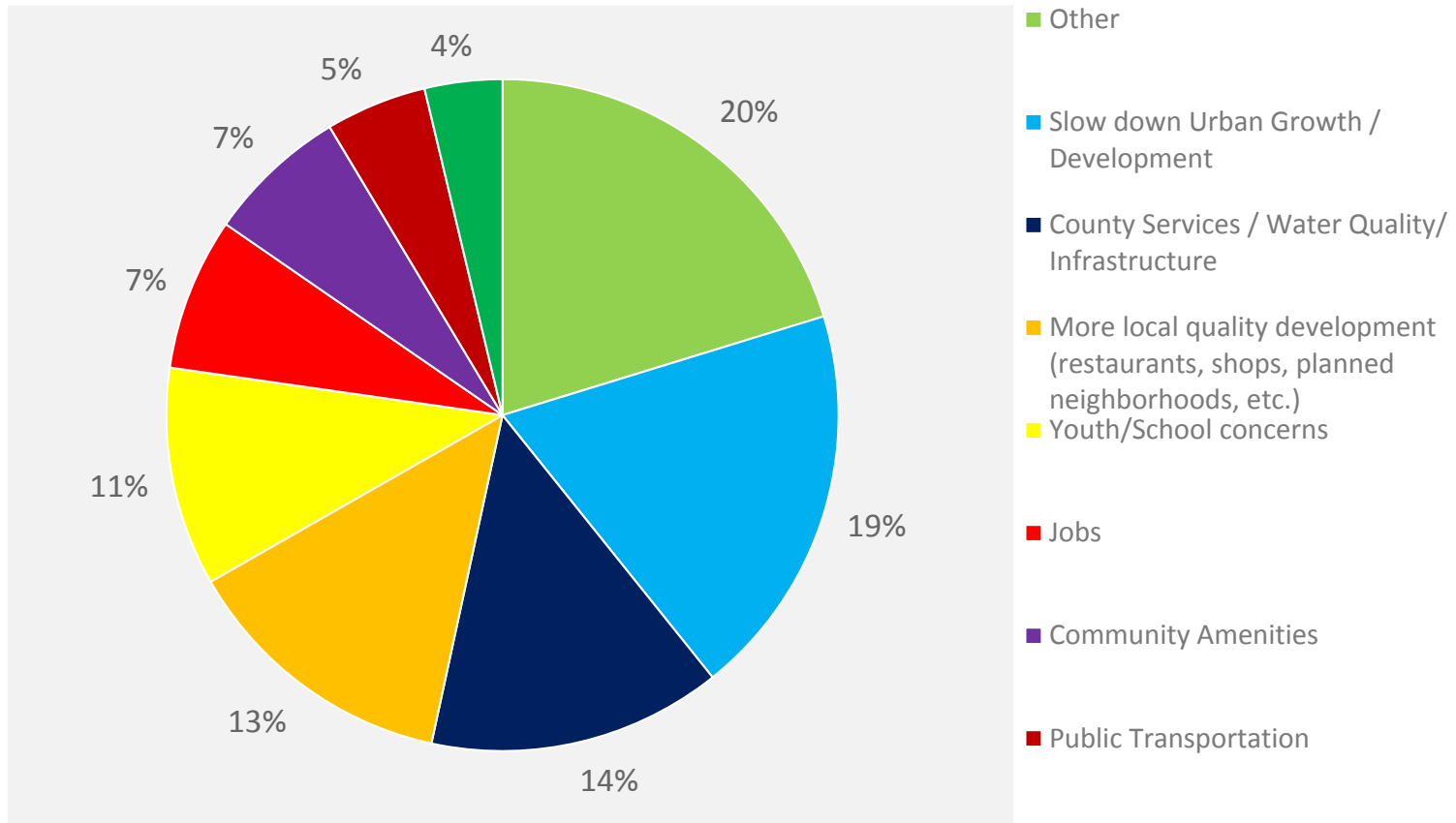   - Political climate

Q9: What do you like BEST about living in Chatham County?

Top 5 Open Ended Categories

Legend:
- Rural / Small Town Character
- Community / People
- Other
- Nature
- Location
- Cost of Living

Pie chart values: 43%, 19%, 10%, 10%, 9%, 9%

*information based on first 1000 responses

Q10: What would you like to CHANGE about living in Chatham County?

Top 5 Open Ended Categories

Legend:
- Other
- Slow down Urban Growth / Development
- County Services / Water Quality/ Infrastructure
- More local quality development (restaurants, shops, planned neighborhoods, etc.)
- Youth/School concerns
- Jobs
- Community Amenities
- Public Transportation

Pie chart values: 20%, 19%, 14%, 13%, 11%, 7%, 7%, 5%, 4%

*information based on first 1000 responses

Q10: What would you like to CHANGE about living in Chatham County?

Northwest Chatham & Siler City area (Silk Hope, Snow Camp, etc.):
- Other
  - **Concern over government regulations / property rights**
  - **Lack of zoning**
  - Improve areas of Siler City that are high crime / derelict
  - Individual district voting for commissioners
  - Lower taxes
  - Friction between east/west side of county
- Slow down urban growth / development
- County Services / Water Quality / Infrastructure
- Jobs
- Community Amenities
- Public Transportation
- Cost of Living / Housing Affordability

Central Chatham & Pittsboro area:
- Slow down urban growth / development
- Other
  - **Environmental Protection**
  - Lack of a vision / Political Leadership / **Transparency**
  - Political division
  - **Traffic**
- County Services / Water Quality / Infrastructure
- Youth / School concerns
- Public Transportation
- Jobs
- Cost of Living / Housing Affordability
- Community Amenities

Northeast Chatham (north of US 64 and east of Haw River:
- **Slow down urban growth / development**
- **County Services / Water Quality / Infrastructure**
- Youth / School Concerns
- Other
  - Friction between east/west side of county
  - Board of Commissioners
  - Diversity of people represented / heard
  - Remove Cary from Chatham County
  - Traffic
  - Political / social / racial division
- **Community Amenities**
- Jobs
- Public Transportation

Southwest Chatham (south of Siler City and west of NC 87):
- Other
  - **Concern over government regulations / property rights**
  - **Improved planning for future encroaching development**
  - Politics / Less government / Board of Commissioners
  - Divide the county into east and west / MAJOR opposition for years
  - Northerners moving in and changing our way of life
  - Protection of farmland and natural habitat
  - Lower taxes
  - Allocate some funds this way; it's always going to Pittsboro
- **More jobs, but slow down urban growth / development**
- County Services / Water Quality / Infrastructure
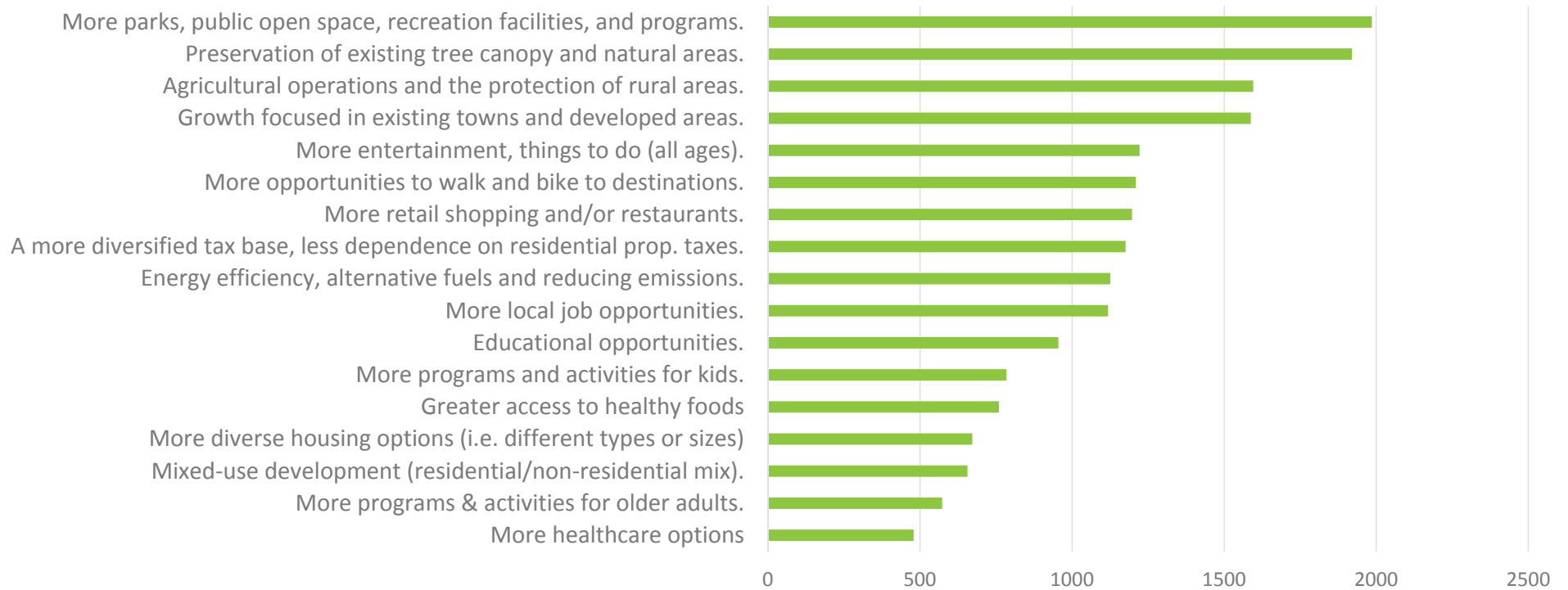- Youth / School concerns

Southeast Chatham (south of US 64 and east of NC 87):
- Other
  - **Less government regulation**
  - Individual district voting for commissioners
  - **No drilling / fracking**
  - Lower taxes
- County Services / Water Quality / Infrastructure
- Slow down urban growth / development
- Jobs
- Youth / School concerns
- Community Amenities
- Cost of Living / Housing Affordability
- Public Transportation

*information based on first 1000 responses

Q12: Future Growth and Development Priorities. Rank your top 5 choices, in order of your preference (with 1 being the most preferred):

Answered: 1377 Skipped: 292

Relative Importance: Rating Average x Response Count

Horizontal bar chart showing relative importance (Rating Average x Response Count) for future growth and development priorities, from highest to lowest:

- More parks, public open space, recreation facilities, and programs. (~1980)
- Preservation of existing tree canopy and natural areas. (~1920)
- Agricultural operations and the protection of rural areas. (~1600)
- Growth focused in existing towns and developed areas. (~1590)
- More entertainment, things to do (all ages). (~1230)
- More opportunities to walk and bike to destinations. (~1210)
- More retail shopping and/or restaurants. (~1200)
- A more diversified tax base, less dependence on residential prop. taxes. (~1180)
- Energy efficiency, alternative fuels and reducing emissions. (~1130)
- More local job opportunities. (~1120)
- Educational opportunities. (~950)
- More programs and activities for kids. (~790)
- Greater access to healthy foods (~760)
- More diverse housing options (i.e. different types or sizes) (~670)
- Mixed-use development (residential/non-residential mix). (~650)
- More programs & activities for older adults. (~580)
- More healthcare options (~480)

Axis: 0, 500, 1000, 1500, 2000, 2500

Q15: Parks and Natural Resource Priorities. Rank your top 5 choices, in order of your preference (with 1 being the most preferred):
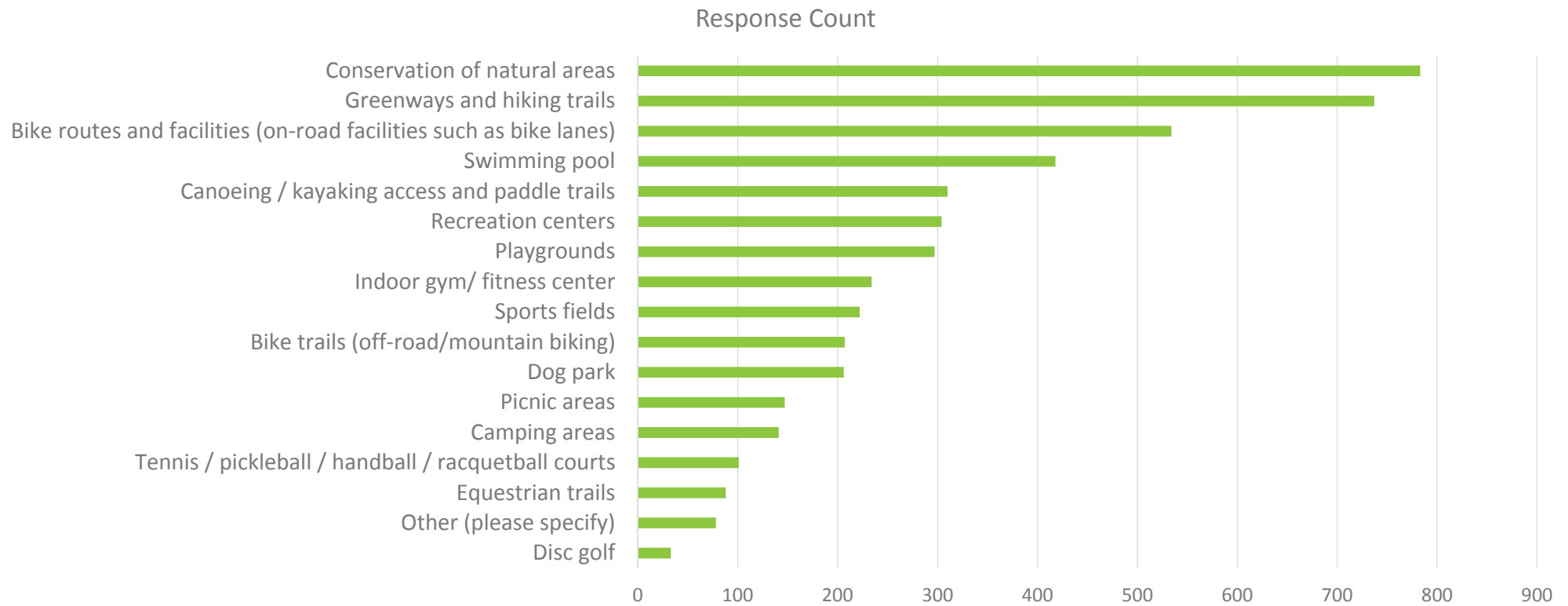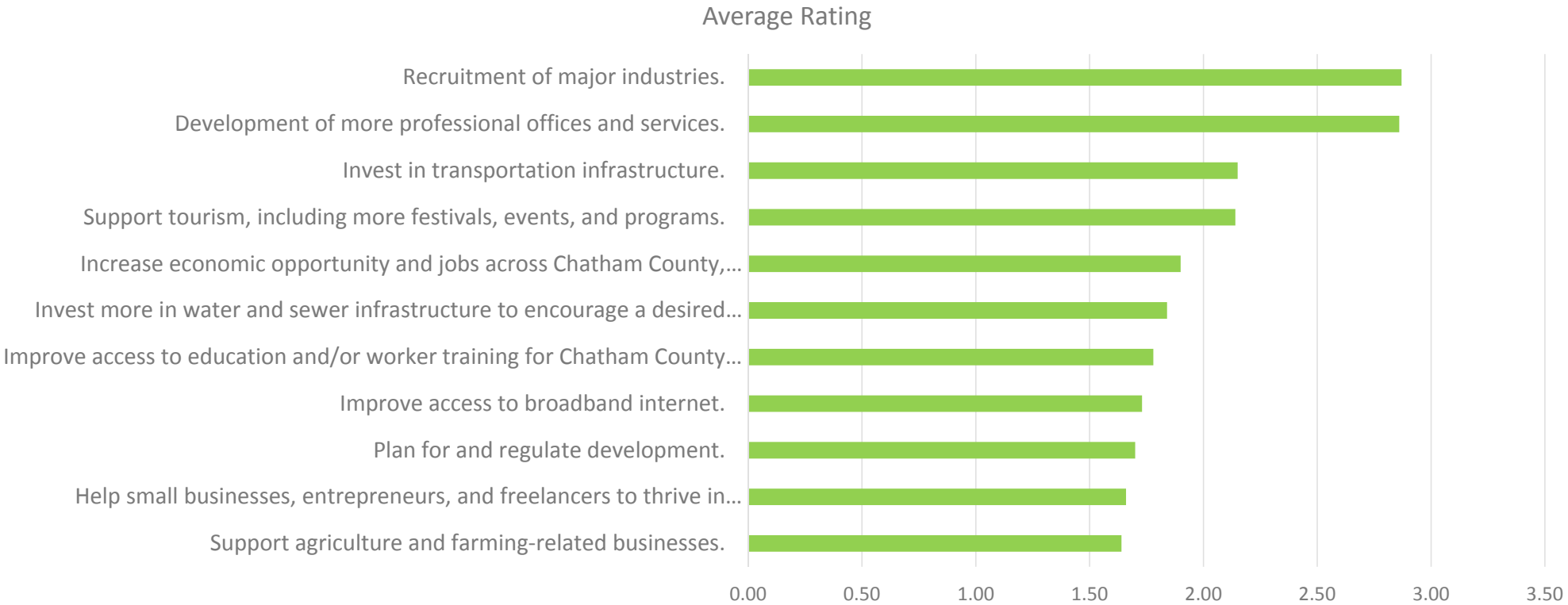
Answered: 1353   Skipped: 316

Relative Importance (Rating Average x Response Count)
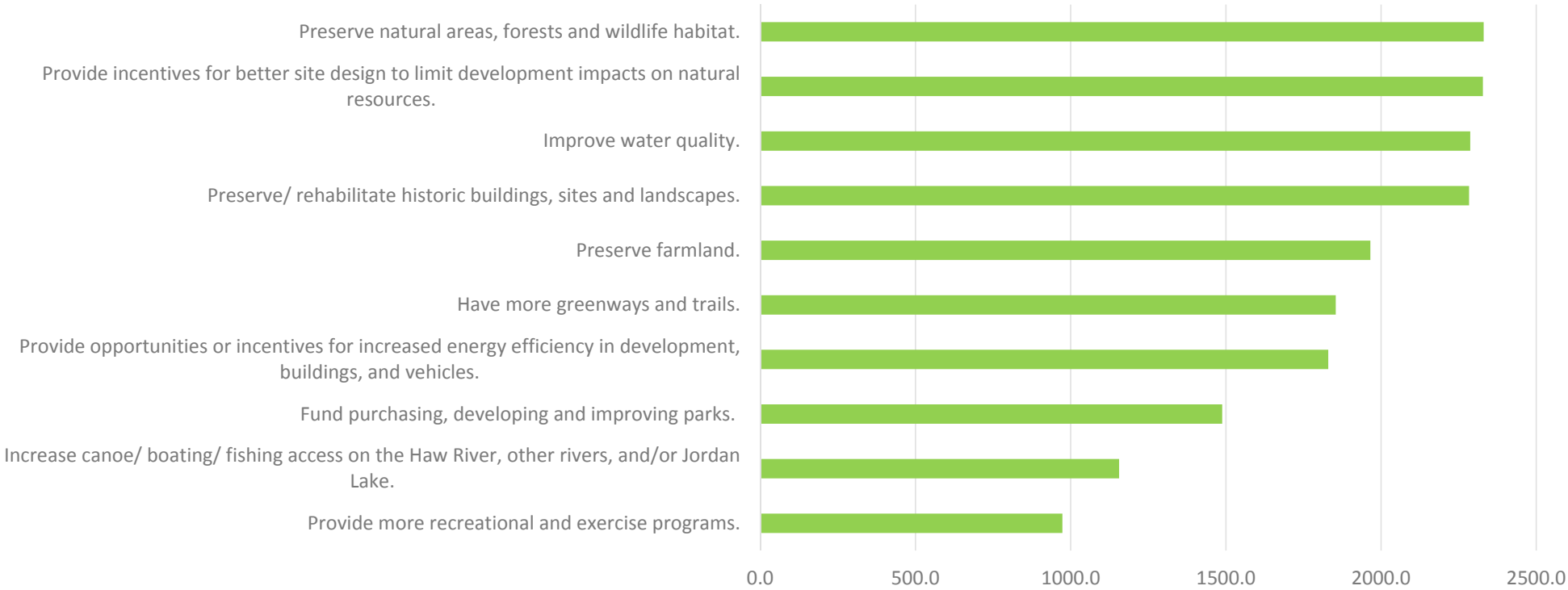
Q16: What should be the highest priority recreational facilities for the County? (Choose up to 4):

Answered: 1340   Skipped: 329

Response Count

Facility	Response Count
Conservation of natural areas	~780
Greenways and hiking trails	~730
Bike routes and facilities (on-road facilities such as bike lanes)	~535
Swimming pool	~415
Canoeing / kayaking access and paddle trails	~305
Recreation centers	~300
Playgrounds	~295
Indoor gym/ fitness center	~230
Sports fields	~220
Bike trails (off-road/mountain biking)	~210
Dog park	~205
Picnic areas	~145
Camping areas	~140
Tennis / pickleball / handball / racquetball courts	~100
Equestrian trails	~85
Other (please specify)	~80
Disc golf	~35

Q17: Economic Development Priorities. Level of Agreement: "I would support the dedication of more time and resources to…"

Answered: 1360   Skipped: 309

Average Rating

Category	Average Rating
Recruitment of major industries.	~2.88
Development of more professional offices and services.	~2.87
Invest in transportation infrastructure.	~2.15
Support tourism, including more festivals, events, and programs.	~2.14
Increase economic opportunity and jobs across Chatham County,…	~1.90
Invest more in water and sewer infrastructure to encourage a desired…	~1.85
Improve access to education and/or worker training for Chatham County…	~1.78
Improve access to broadband internet.	~1.73
Plan for and regulate development.	~1.70
Help small businesses, entrepreneurs, and freelancers to thrive in…	~1.67
Support agriculture and farming-related businesses.	~1.65

Q18: Affordable Housing Priorities. Affordable housing is housing for which total costs (rent or mortgage plus utilities) are no more than 30% of a household's annual income. Currently 43% of renters and 60% of home owners in Chatham County spend more than 30% on housing costs. Level of Agreement: "I would support the dedication of more time and resources to…"

Answered: 1323   Skipped: 346

Rating Average

| | 2.30 | 2.40 | 2.50 | 2.60 | 2.70 | 2.80 | 2.90 | 3.00 | 3.10 |
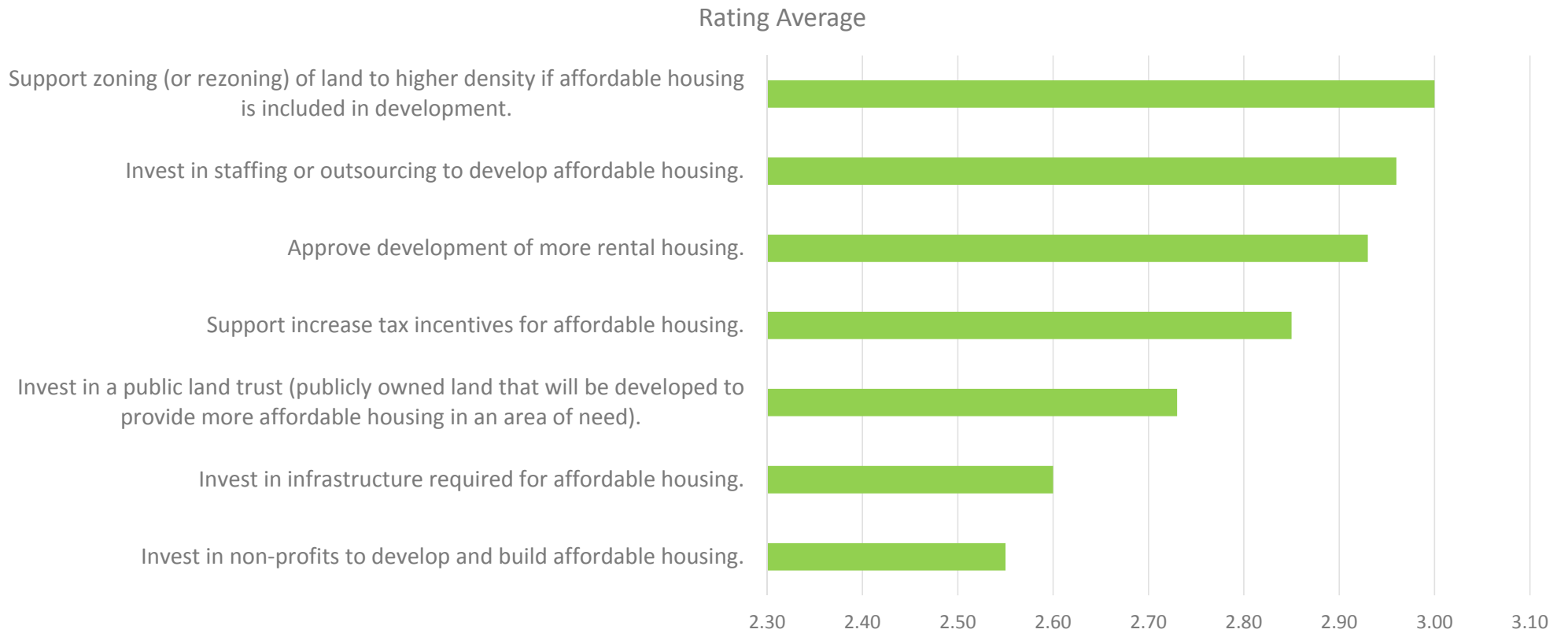
CLIMATE CHANGE ADVISORY COMMITTEE MEMO

- **Amanda to present**

INTERMEDIATE FINDINGS

- **Environment**
  - Focus on ecosystem services

- **Land Use**
  - Update on Tasks

- **Economic Development**
  - Community Profile and 15-501 study highlights

- **Infrastructure**
  - Transportation existing conditions report update
  - Utilities mapping tasks

PLAN ELEMENTS

ECOSYSTEM SERVICES

Ecosystem Services Defined:

- "Benefits that flow from nature to people, e.g., nature's contributions to the production of food and timber; life-support processes, such as water purification and coastal protection; and life-fulfilling benefits, such as places to recreate" –Executive Memo M-16-01

Considerations in Comp Plan

- Goals
- Approach
- Recommendations (built and natural environment, health, recreation, agriculture/food)

ENVIRONMENT

ECOSYSTEM SERVICES

Green Heart of NC

- South of the "Urban Crescent" between Raleigh, Greensboro and Charlotte
- Edge of urbanization
- In-tact natural areas and agricultural lands
- Recreational opportunities
- Carbon sink for the Triangle Region
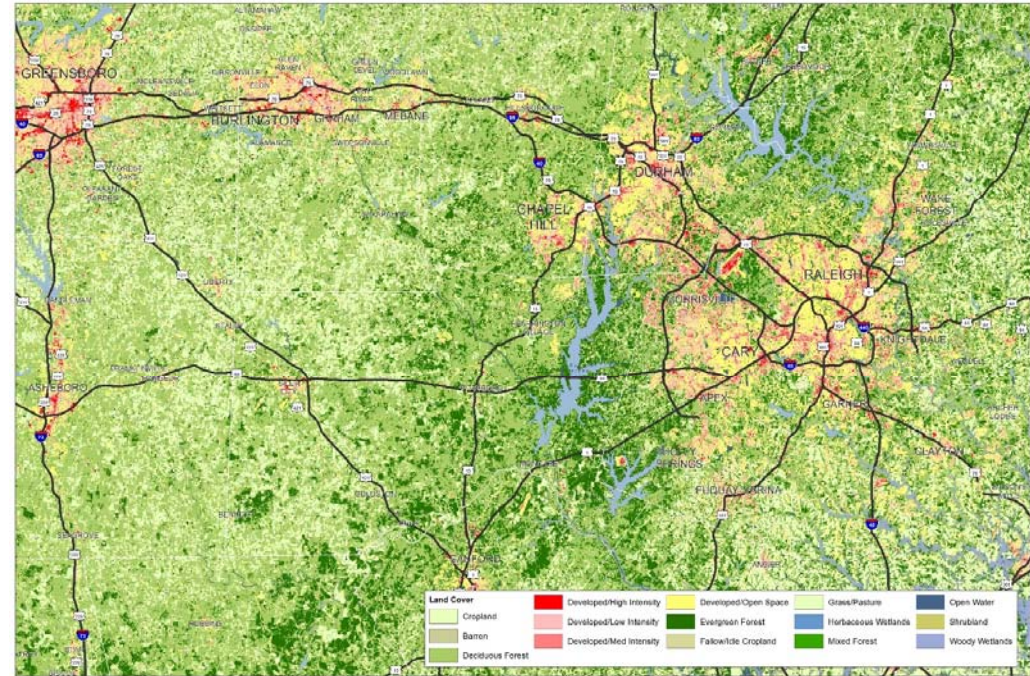
LandDesign.

CHATHAM COUNTY COMPREHENSIVE PLAN

LAND COVER

ECOSYSTEM SERVICES

Chatham County Tree Benefits		Existing Benefits		Monetary Value lost 2001-2011*
Abbreviation	Benefit Description	Removal Rate (lbs/acres/yr.)	Monetary Value ($/T/ys)	
Co	Carbon Monoxide removed annually	278,470	$ 26,266,349	$ 193,130
Co2seq	**Carbon Dioxide sequestered annually in trees**	**3,078,243,470**	**$ 11,209,816**	**$ 82,423**
No2	Nitrogen dioxide removed annually	1,518,002	$ 8,292,362	$ 60,972
O3	Ozone removed annually	15,117,660	$ 43,366,643	$ 318,864
PM10*	Particular matter greater than 2.5 microns and less than 10 microns removed annually	5,064,021	$ 93,985,243	$ 691,050
PM2.5	Particular matter less than 2.5 microns removed annually	734,457	$ 1,844,840,513	$ 13,564,655
So2	Sulfer Dioxide removed annually	956,431	$ 2,300,003	$ 16,911
Co2stor	Carbon Dioxide stored in trees (Note: this benefit is not an annual rate)	77,612,107,626	N/A	N/A
Total			$ 2,030,260,929	$14,928,006

2,610,214,000 lbs of emissions according to 2011 State of the Environment Report

Based methods documented in USDA itools application and on NLCD Land Cover Change 2001-2011 (loss of 2,270 acres of tree cover)

ENVIRONMENT

PRECEDENTS

- **Local**
  - Existing towns and communities (Pittsboro, Siler City, Bynum, etc.)
  - Rural Traditional Neighborhood Developments (TNDs)
    - Fearrington Village, Briar Chapel, etc.

- **Regional**
  - Saxapahaw
  - Carrboro
  - Orange County

- **National**
  - NE counties (i.e. Calvert County, MA—goal of 40k acres of farmland and open space preserved, 24k preserved currently)
  - Need Steering Committee input!

LAND USE

LAND USE TASKS

- Existing Land Use: What is here today?

- Land supply: How much land do we have left?

- Build-out capacity: What can go there based on current policies/regs?

- Suitability analysis: What types of land uses are viable?

- Public preference: online and in-person input

- Framework Plan
  - Sketch level plan showing potential future development pattern
  - District level recommendations
  - Steering committee to provide input Sept - January
  - Homework: Think about precedents—places that we can learn from.

LAND USE

COMMUNITY PROFILE AND 15-501 MARKET STUDY

- Two memos (Community Profile and 15-501 Market Study)
- In draft form (revisions by LandDesign and Economic Leadership underway)
- Drafts to be reviewed by staff by 8/26
- Will be provided to steering committee by 9/2

ECONOMIC DEVELOPMENT

COMMUNITY PROFILE

Highlights

- Chatham is strategically located, yet remains predominantly rural
- Population is older, more educated, and more affluent than neighboring counties, NC, and USA
- Relatively small and scattered commercial real estate markets, generally with low vacancy. Most new investment has been in eastern half of county.
- Challenges:
    - Disparities in income, poverty, unemployment across county
    - Low ratio of jobs to population, low wages, retail sales leakage, low % non-residential tax base
    - Limited infrastructure, especially sewer and broadband internet
    - Lack of "critical mass" to support more shopping, services, and job opportunities

COMMUNITY PROFILE

Opportunities

- CAM site near Siler City is well-positioned and far along in the process to become a highly competitive site for major new industry.
However, there is no guarantee of success.

- Analysis shows emerging business clusters in Distribution & Electronic Commerce, Business Services, and Wood Products

- Community support & infrastructure for encouraging small business and entrepreneurship, agriculture, tourism, the arts, and home occupations

- Community support to concentrate new development & employment in and near existing towns (which have large expansion areas), and preserve rural character

ECONOMIC DEVELOPMENT

15-501 CORRIDOR STUDY

Highlights

- 9 mile corridor from the Haw River to Orange County line

- 50 square mile study area along the corridor

- 19,385 people in the study area. Wealthy, older population.

- Access to jobs and amenities in Orange & Durham counties

- Has experienced rapid population growth recently; some projections estimate this pace will moderate

15-501 CORRIDOR STUDY

Opportunities

- No public sewer, except at Bynum, many private systems

- Several commercial centers (retail, services, medical) built since 1980. Experiencing low vacancy in keeping with the region.

- Market experts predict modest new demand, mostly by small users. More population density needed to attract certain retail, restaurants.

- Residents along corridor are big users of financial, travel and medical services

- Very little light industrial or warehouse - some potential, especially to serve small business needs

- Chatham Park (south end of corridor) and Obey Creek (north) could have huge impacts. Will bring more residents, but might also soak up much demand for retail, office, and medical space.

TRANSPORTATION ANALYSIS

- Existing conditions memo is in draft form

- Project team/staff review till 8/26

- Will be provided to steering committee by 9/2

- Focus will be on identifying existing issues

- Second memo will discuss future issues and preliminary recommendations (October timeframe)

Chatham County Average Daily Traffic

Chatham County Comprehensive Plan
Map Date: July 2016
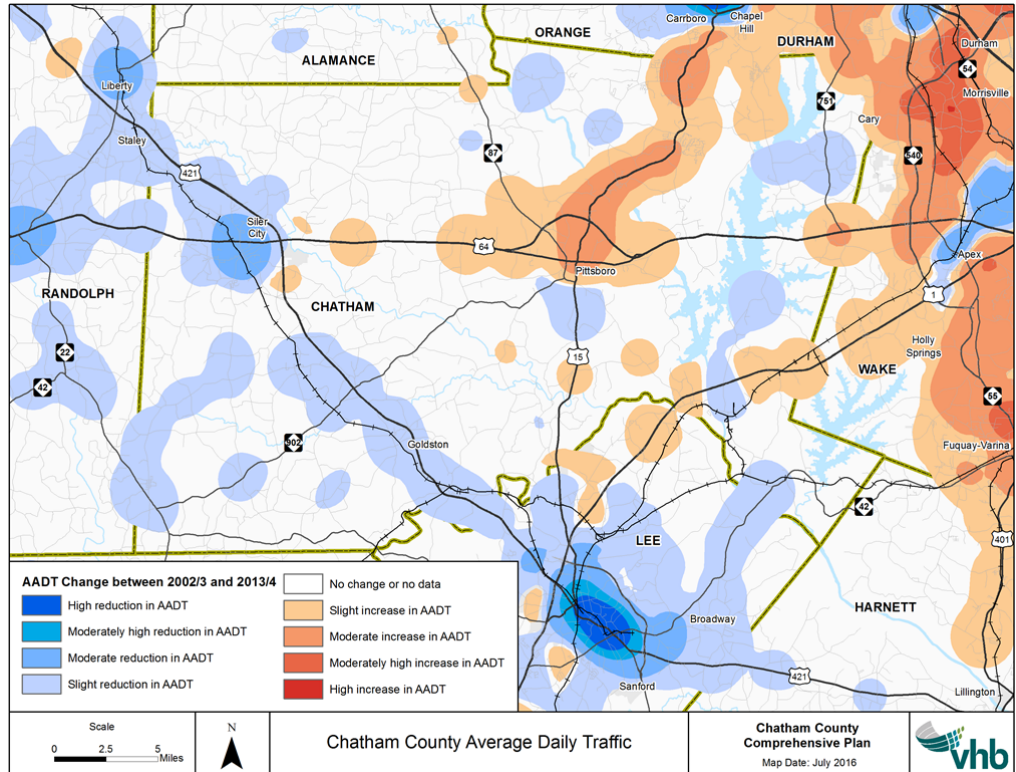
INFRASTRUCTURE

UTILITIES ANALYSIS

- Ongoing tasks
  - Mapping served areas
  - Meeting with county and private utilities to determine future service capacity
  - Will develop options
  - Steering committee discussion to occur in September-January in conjunction with land use
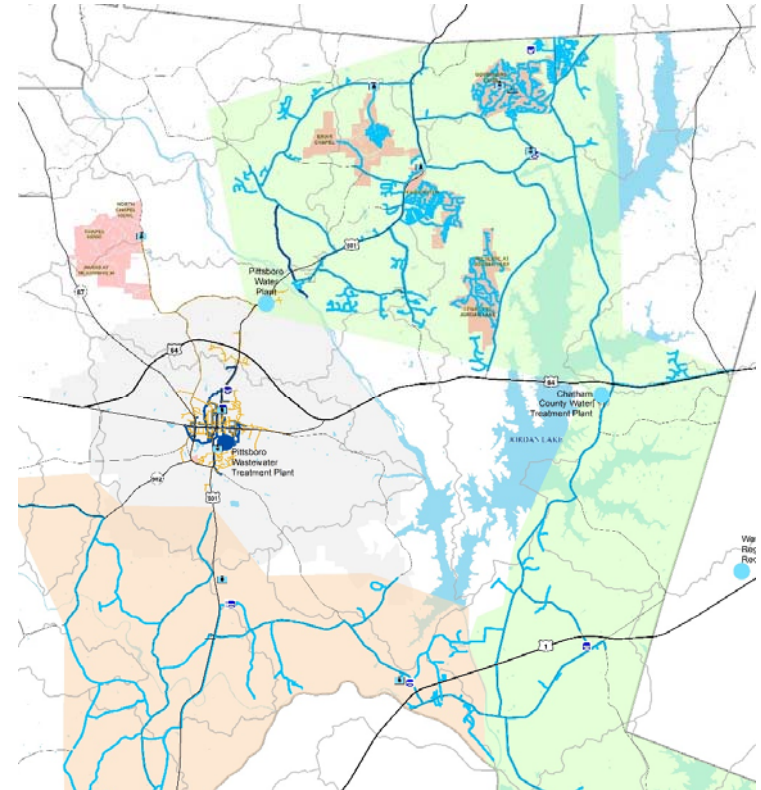
INFRASTRUCTURE

DRAFT GOALS

- The draft goals to be presented are supported by all findings to date. Therefore, each goal has a proposed set of associated objectives.

- Extra time will be devoted to explaining connections to more recent input and findings.

- Initial plan ideas and potential outcomes will also be presented to underscore the relevance of the draft goals and objectives.

1. Preserve the rural character and lifestyle of Chatham County.

ISSUES / SOURCE

- Preserving the rural character and lifestyle of Chatham County was voted as most important in survey.
- Form and function is important

OBJECTIVE / INITIAL IDEAS

- OBJ: Preserve the county's identity and way of life... the reason so many are attracted to the county and so many have stayed.
- Development design recommendations may help preserve form of rural character (architecture, open space, etc.)
- "Lifestyle" incorporates desire for flexibility for rural businesses, especially for agricultural related entrepreneurship
- Performance based zoning vs. Euclidean zoning

DRAFT GOALS

2. Preserve, protect, and enable agriculture.

ISSUES / SOURCE

- Related to rural character and lifestyle
- Agriculture (all types) is key component of Chatham's economy and identity

OBJECTIVE / INITIAL IDEAS

- OBJ: Continue success of both large- and small-scale agriculture that is growing in Chatham while declining on other NC counties.
- Agricultural focus group will assist in developing ideas
- Preliminary ideas:
  - Partnerships and education to promote sustainable agriculture
  - Processing facilities, and connect agriculture and food industry entrepreneurs
  - Future Land Use Map, policies and zoning can help reduce conflict (i.e. residential encroachment) and provide flexibility (i.e. for rural businesses)

Local Food: "You Eat Your View"

3. Promote a compact growth pattern by developing in and near existing towns, communities, and in designated, well planned, walkable mixed use centers.

4. Diversify the tax base and generate more quality, in-county jobs to reduce dependence on residential property taxes, create opportunity and reduce out-commuting.

5. Maintain and restore the quality and quantity of groundwater and surface water resources.

6. Identify, conserve, connect and restore natural and cultural assets.

7. Provide infrastructure to support desired development and support economic and environmental objectives.

ISSUES / SOURCE

- These goals were voted as being the highest priority existing goals by steering committee at the June work-session.
- Slight revisions were made to clarify intent.

DRAFT GOALS

3. Promote a compact growth pattern by developing in and near existing towns, communities, and in designated, well planned, walkable mixed use centers.

ISSUES / SOURCE

- Compact growth pattern key to preserving rural character on the "edges"

- Surveys indicate importance of small town feel, scale, sense of place and desire for walkable, mixed use developments

OBJECTIVE / INITIAL IDEAS

- OBJ: Satisfy the demand for viable concentrations of commercial activity in the county... destinations that keep retail spending here and reduce retail leakage.

- OBJ: Prevent urban development in areas of the county where development should be limited to rural densities and minimize encroachment on farms.

- Idea: Encourage development in identified areas appropriate for compact growth & mixed use centers on the Future Land Use Map.

Idea / Question: Should Plan Chatham suggest the provision of utility infrastructure (i.e. sewer) to support intended growth patterns?

DRAFT GOALS

4. Diversify the tax base and generate more quality, in-county jobs to reduce dependence on residential property taxes, create opportunity and reduce out-commuting.

ISSUES / SOURCE

- Chatham residents are dependent on economic opportunities in other counties for employment and income.

- Chatham County has relatively little tax revenue from industrial, retail, and office properties to help fund needed services and infrastructure.

OBJECTIVE / INITIAL IDEAS

- OBJ: Increase the total number of jobs in locations across the County, especially those that will increase the average wage.

- Idea: Work with the towns of Pittsboro, Siler City and Goldston, where infrastructure is already in place, to concentrate new employment opportunities and amenities.

- Idea: Diversify economic development efforts to promote small business development as well as industrial recruitment to megasites.

Idea / Question: Should Chatham County consider joint incentive programs with Pittsboro and Siler City?

DRAFT GOALS

8. Become more resilient by mitigating and responding to emerging threats.

ISSUES / SOURCE

- Climate change and other emerging threats (i.e. energy costs/building efficiency, air pollution, food waste, etc.)

- Need to address avoidance, mitigation and adaptation to impacts (higher temperatures, drought, flooding, more pests, etc.)

OBJECTIVE / INITIAL IDEAS

- OBJ: Be a carbon neutral county, or better….

- Support Resilient / Low Carbon Built Environments

- Ideas:
  - Recommendations that improve carbon balance (emissions vs. sequestration)
  - Development pattern that reduces VMT and commuting
  - Building efficiency, alternative energy, integrate nature to improve health and resilience

Solar trees at Sandy Grove Middle School, a net-zero school in Lumber Bridge, NC (Hoke County)

DRAFT GOALS

9. **Provide housing and community options (types, locations and prices).**

10. **Create a multi-modal transportation system that is well-maintained, age-friendly, and context-appropriate.**

11. **Provide equitable access to high-quality education.**

12. **Leverage assets to promote entrepreneurship, arts, culture and tourism.**

13. **Foster a healthy community through the natural and built environment.**

ISSUES / SOURCE

- These goals were developed based on feedback received at the stakeholders meetings, June public meeting, June Steering Committee meeting and initial review of survey results (still processing 600 of the 1600 responses).

DRAFT GOALS

10. Create a multi-modal transportation system that is well-maintained, age-friendly, and context-appropriate.

ISSUES / SOURCE

- Different types of transportation infrastructure can serve the varying needs of different parts of the county.
- Surveys indicate broad desire to maintain existing infrastructure well.

OBJECTIVE / INITIAL IDEAS

- OBJ: Identify short and long term priorities for transit options to major regional employment centers
- OBJ: Focus short term bicycle and pedestrian improvements in developed areas of the county, creating accessible and convenient access to major cultural and educational sites for all ages and abilities
- OBJ: Design transportation infrastructure that is context-appropriate with the surrounding land use

Idea / Question: What kind of polices can better support development of off-road multi-use trails?

Idea: Implement access management and operational improvements leverage current infrastructure.

11. Provide equitable access to high-quality education.

ISSUES / SOURCE

- A strong K-12 education system is crucial to success in the knowledge-based economy of today and tomorrow.

- Community college offerings and coordination with K-12 schools is important to allow all students to be ready for available jobs and career paths.

OBJECTIVE / INITIAL IDEAS

- OBJ: Ensure county's commitment to K-12 education as a top priority, providing the resources necessary for success.

- OBJ: Utilize CCCC to provide students exposure to local industries and career opportunities in large and small businesses. Provide the necessary skills training for those students who may not want to pursue a four-year degree.

DRAFT GOALS

12. Leverage assets to promote entrepreneurship, arts, culture and tourism.

ISSUES / SOURCE

- Chatham has local assets (artists, places, resources) that make it unique and distinctive. Residents have expressed their desired to build upon these strengths.

OBJECTIVE / INITIAL IDEAS

- OBJ: Support existing service providers that assist entrepreneurship, arts, and tourism in Chatham County, and examine how these services can be expanded.

- OBJ: Strive to develop a critical mass of small businesses, artists, attractions and visitor amenities within Pittsboro, Siler City and other targeted locations.

Vision: Chatham County is THE PLACE for artists and entrepreneurs.

DRAFT GOALS

13. Foster a healthy community through the natural and built environment.

ISSUES / SOURCE

- 26% of Adults are obese

- Access to parks is an issue: Only 17% of residential properties are located within ½ mile of a trail or park

OBJECTIVE / INITIAL IDEAS

- OBJ: Address concerns related to tick-, mosquito-, vector-borne diseases, (i.e., Lyme disease, Zika virus, etc.)
  - Idea: Site/Landscape design, landscape management

- OBJ: Lower obesity and improve physical and mental well-being
  - Idea: Design for active living
  - Idea: emphasis on health and P&R– implementation of plan for improved access to greenspace (mental health/healing) and a diverse range of active rec activities.
  - Idea: Improve access to local, fresh, nutritious food

DRAFT GOALS

DRAFT GOALS

1. Preserve the rural character and lifestyle of Chatham County.

2. Preserve, protect, and enable agriculture.

3. Promote a compact growth pattern by developing in and near existing towns, communities, and in designated, well planned, walkable mixed use centers.

4. Diversify the tax base and generate more quality, in-county jobs to reduce dependence on residential property taxes, create opportunity and reduce out-commuting.

5. Maintain and restore the quality and quantity of groundwater and surface water resources.

6. Identify, conserve, connect and restore natural and cultural assets.

7. Provide infrastructure to support desired development and support economic and environmental objectives.

8. Become more resilient by mitigating and responding to emerging threats.

9. Provide housing and community options (types, locations and prices).

10. Create a multi-modal transportation system that is well-maintained, age-friendly, and context-appropriate.

11. Provide equitable access to high-quality education.

12. Leverage assets to promote entrepreneurship, arts, culture and tourism.

13. Foster a healthy community through the natural and built environment.

*A **goal** is a <u>long-term end</u> to which <u>programs and activities</u> are directed.*

➢Specific

➢Measurable ⟶ How will we measure success?

➢Attainable

➢Relevant

➢Timely

GOALS WORKSESSION

3 Questions:

1. *What goal do you like most?*

2. *How do we measure success for that goal?*

3. *What is missing? What edits would you make?*