



PLAN CHATHAM

working together to preserve & progress

August 21, 2017



The Comprehensive Plan
**provides strategic direction in the
form of policies, programs, projects,
and related plans**
that will guide decisions about land use,
infrastructure investment, and service
provision over the long term.

THE PLANNING PROCESS

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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



THE BIG PICTURE

ISSUES AND OPPORTUNITIES



2015 | 70,928



2040 | 128,327



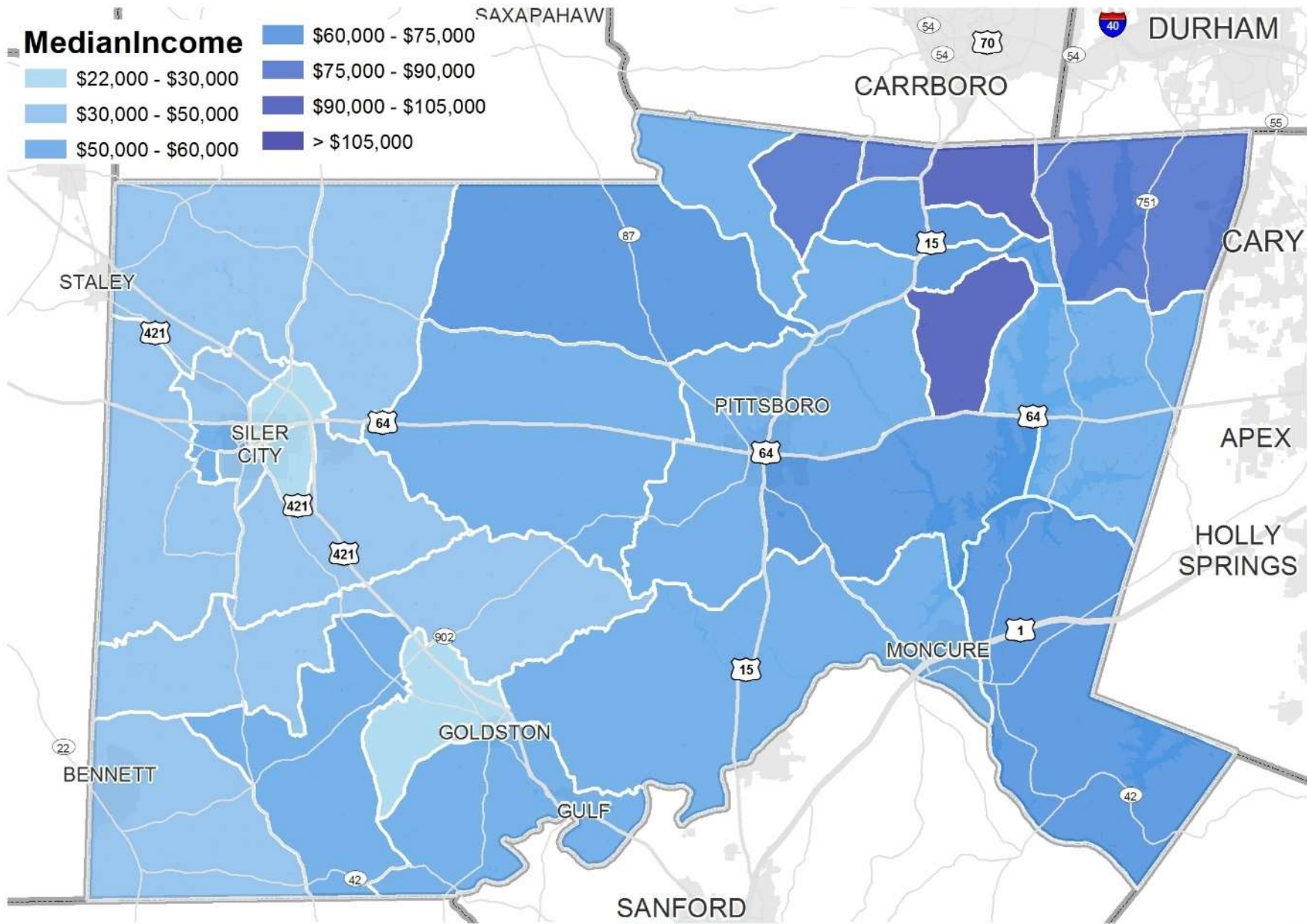
= 10,000 PEOPLE

SOURCES: US CENSUS BUREAU (1990-2015),

LANDDESIGN

ECONOMICS AND GROWTH

- Population growth
- Job creation
- Income disparity across the county
- Retail sales leakage
- Agriculture and forestry



MEDIAN INCOME

HOUSING AND DEMOGRAPHICS

- Age, Preferences & Housing Mix
- Lack of affordable housing
 - *Definition: a dwelling that costs no more than 30% of gross monthly household income*
 - *Affordable units needed for households who make 80% or less of Area Median Income (\$65K in the region)*



Teacher in
Chatham
County
\$35k
(53%
AMI)



Law
Enforcement
Worker in
Chatham
County
\$40k (60%
AMI)

- Average sale price of new homes in the past 12 months was \$260,500 (~\$1,560 mortgage)

AGING POPULATION

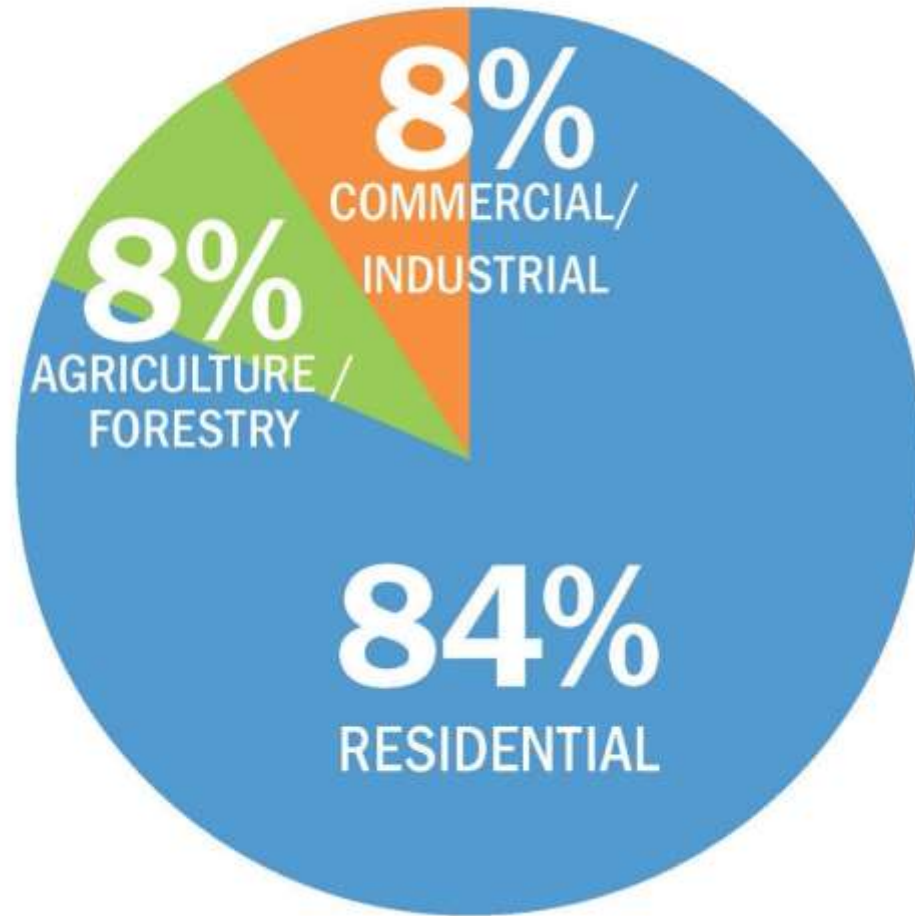
21%

Of Chatham residents are
over 65 years of age

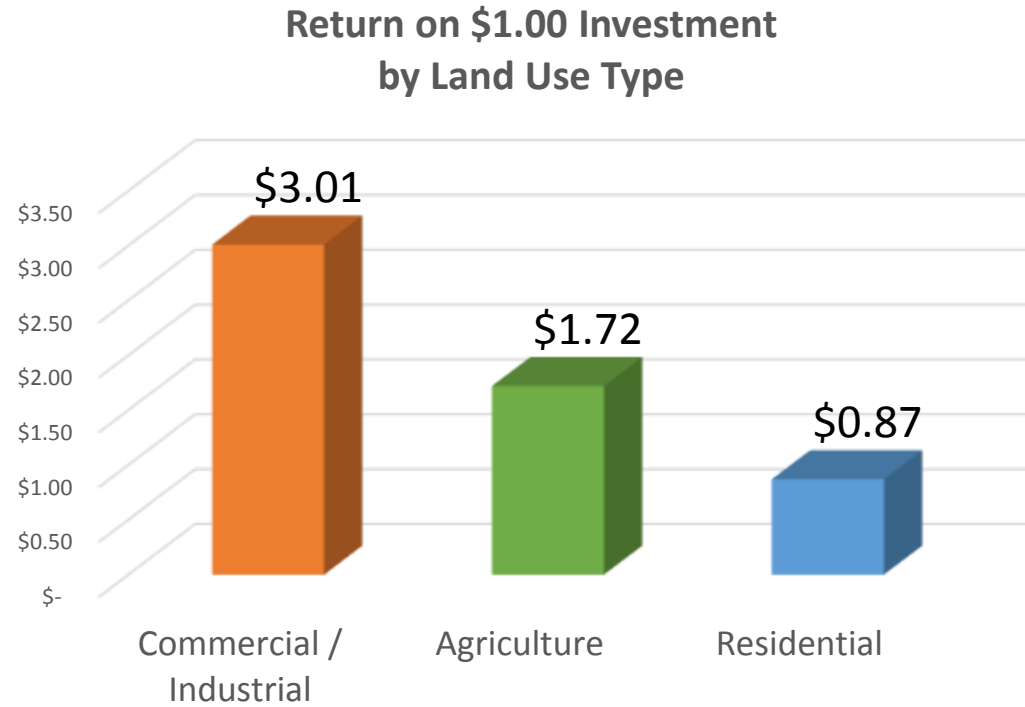


SOURCE: US CENSUS BUREAU ACS DATA

TAX BASE + RETURN ON INVESTMENT



SOURCE: CHATHAM COUNTY TAX OFFICE



SOURCE: COST OF SERVICES STUDY, NCSU, 2007

AGRICULTURE AND FORESTRY

- 111,778 acres of farm and forestry land in the county (2012)
- 60,000 acres of farms lost in the Triangle Region since 1997
- **Residential growth and associated impacts ranked as #1 threat to agriculture** (Plan Chatham Ag Survey, Fall of 2016)



COMMUTING PATTERNS



*SOURCE: ACS 2004 – 2015



RETAIL LEAKAGE

58% OF ALL POTENTIAL RETAIL SALES IN CHATHAM
“LEAK” OUT TO OTHER COUNTIES. THIS REPRESENTS
ABOUT **\$207 MILLION** IN LOST RETAIL ANNUALLY

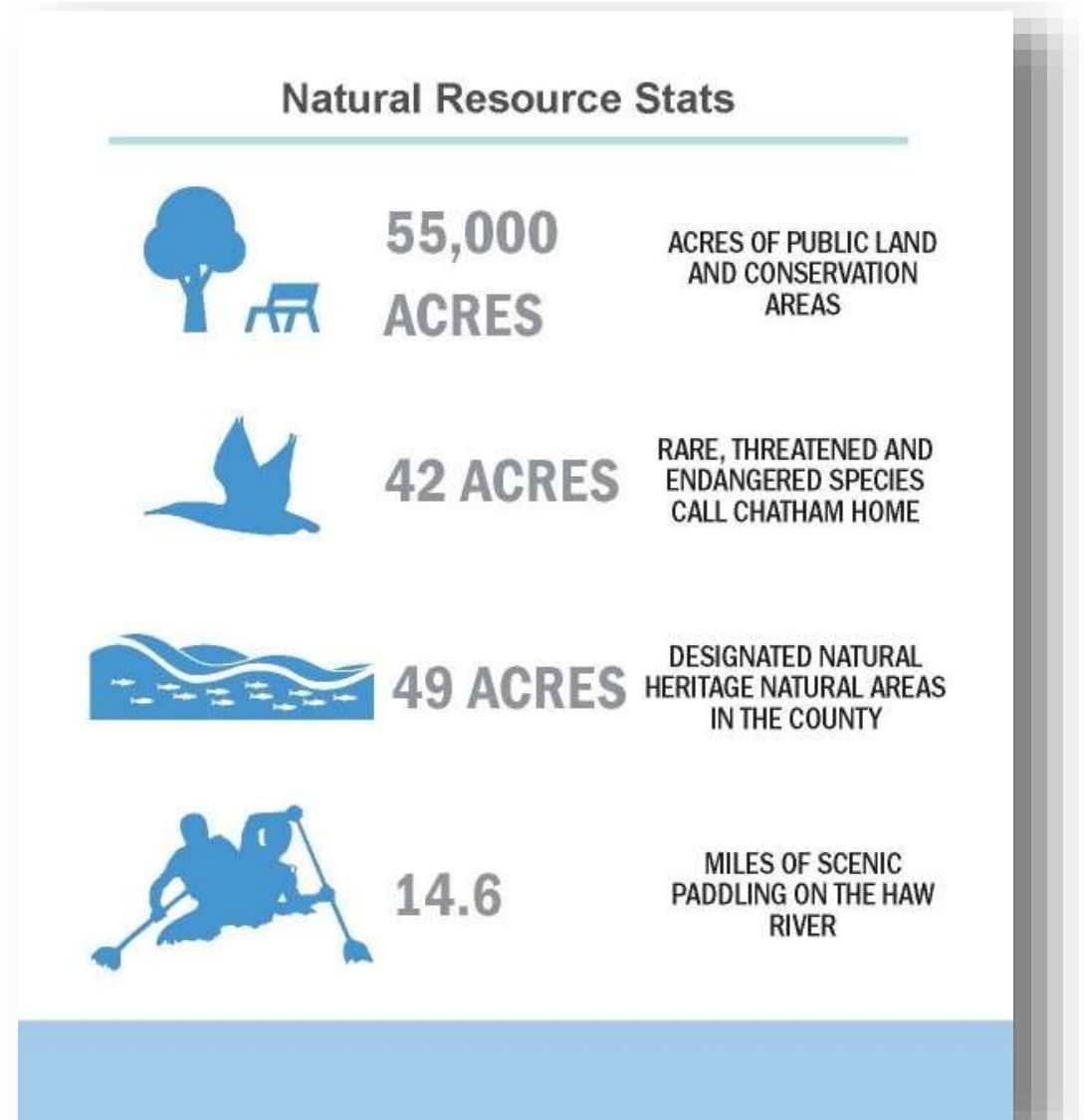
INFRASTRUCTURE

- **Impacts of growth from Orange, Durham, and Wake Counties, and Chatham Park**
- There is a need to provide mobility throughout the County
- Broadband access is a concern
- Utilities, such as water and sewer, need to be planned carefully



ENVIRONMENT

- Water Quality
- Unique Assets, Tourism
- Emerging Issues
 - Ecosystem Services
 - Emissions
 - Energy / Water Efficiency
 - Low Impact Development
 - Fracking



HEALTH

26%

of adults in Chatham
County are obese

(Source: Chatham County Health Assessment, 2014)



PLAN CHATHAM



GOALS

Preserve the rural character and lifestyle of Chatham County.

Preserve, protect, and enable agriculture and forestry.

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

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

Conserve natural resources.

Provide recreational opportunities.

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

Become more resilient by mitigating, responding, and adapting to emerging threats.

Provide equitable access to high-quality education, housing and community options for all.

Foster a healthy community.

GOALS

The vision is supported by a set of interrelated goals. Each goal is supported by a number of plan elements and recommendations within those elements. For example, the land use recommendations are associated with the achievement of a number of goals. Similarly many goals are supported by recommendations in the transportation element.

GOAL	COMMUNITY DEVELOPMENT	LAND USE	HOUSING	HEALTH	AGRICULTURE	NATURAL RESOURCES	RECREATION	PAWS AND RECREATION	TRANSPORTATION	UTILITIES
1. Preserve the rural character and lifestyle of Chatham County.		●	●		●	●		●		●
2. Preserve, protect, and enable agriculture and forestry.	●	●		●	●	●				●
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 economic opportunity and reduce out-commuting.	●	●			●		●		●	
5. Conserve natural resources.				●	●	●	●			
6. Provide recreational opportunities and access to open space.		●		●				●	●	
7. Provide infrastructure to support desired development and support economic and environmental objectives.	●							●	●	
8. Become more resilient by mitigating, responding and adapting to emerging threats.		●		●				●	●	●
9. Provide equitable access to high-quality education, housing and community options for all.	●	●	●	●		●	●	●		
10. Foster a healthy community.		●	●	●				●	●	

PLAN ELEMENTS

Economic Development



Environment

Land Use



Resiliency

Housing



Parks and Recreation

Health



Transportation

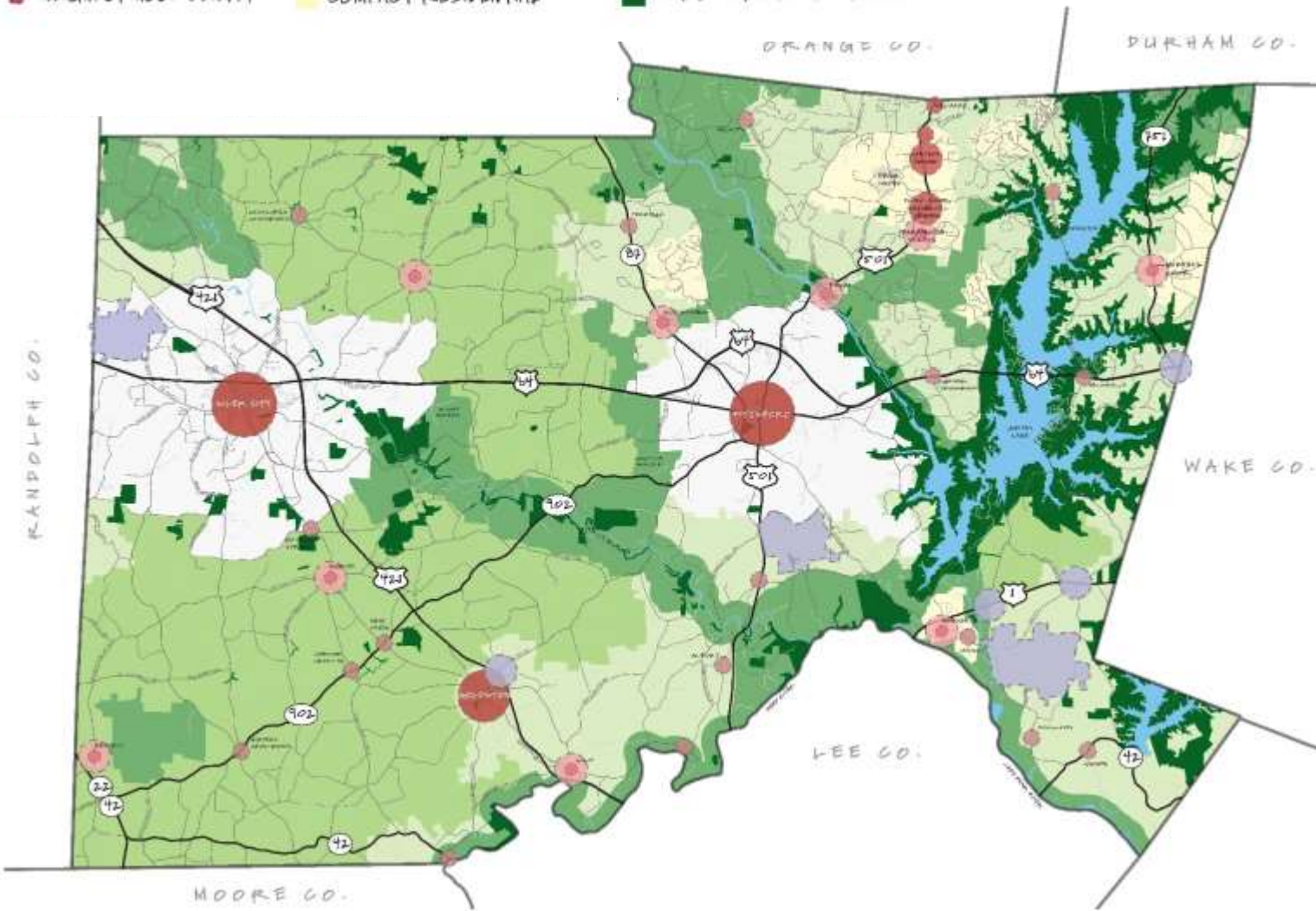
Agriculture



Utilities and Public Services

LEGEND

- | | | |
|---------------------|--------------------------|------------------------|
| TOWN CENTER | VILLAGE & VILLAGE CENTER | RURAL |
| EMPLOYMENT CENTER | CROSSROADS COMMUNITY | AGRICULTURE |
| COMMUNITY CENTER | ETJ | CONSERVATION |
| NEIGHBORHOOD CENTER | COMPACT RESIDENTIAL | PARK / PROTECTED LANDS |



FUTURE LAND USE AND CONSERVATION PLAN

- Compact, walkable mixed use areas with focused residential growth
- Designated Employment Centers to recruit jobs and diversify the tax base
- Rural and Agricultural Areas—where lower density development is key to protecting rural character and farming operations
- Conservation Areas meant to protect water quality, wildlife habitat, and property rights



LAND USE

- Well designed, walkable mixed use communities in planned growth areas
- Context sensitive design that preserves rural and small town character
- Performance based approach to rural businesses
- Updates to regulatory framework and design standards
 - *Unified Development Ordinance (UDO)*



Mixed Use Infill Concept



ECONOMIC DEVELOPMENT

- Provide flexibility for rural businesses
- Increase employment opportunities across Chatham
 - *Targeted recruitment – megasites, other job centers*
- Support entrepreneurship, tourism, arts, and culture
 - *Incentives, esp for small-/medium-sized businesses*
 - *CVB funding*
- Provide equitable access to high-quality education and workforce training
 - *CCCC-SBC funding*
- Reinforce towns as residential/commercial centers



BIG IDEA

10,000 new jobs by 2040 (a 71% increase, up from 14,000 jobs today)





HOUSING

- Improvements to processes
 - *Zoning provisions with contribution options and incentives*
- Housing Trust Fund for affordable housing with locational parameters
- Evaluate county-owned properties for housing
- Partnerships (Rebuilding Together)
 - *Improve tracking for assistance programs and expiring affordable units*



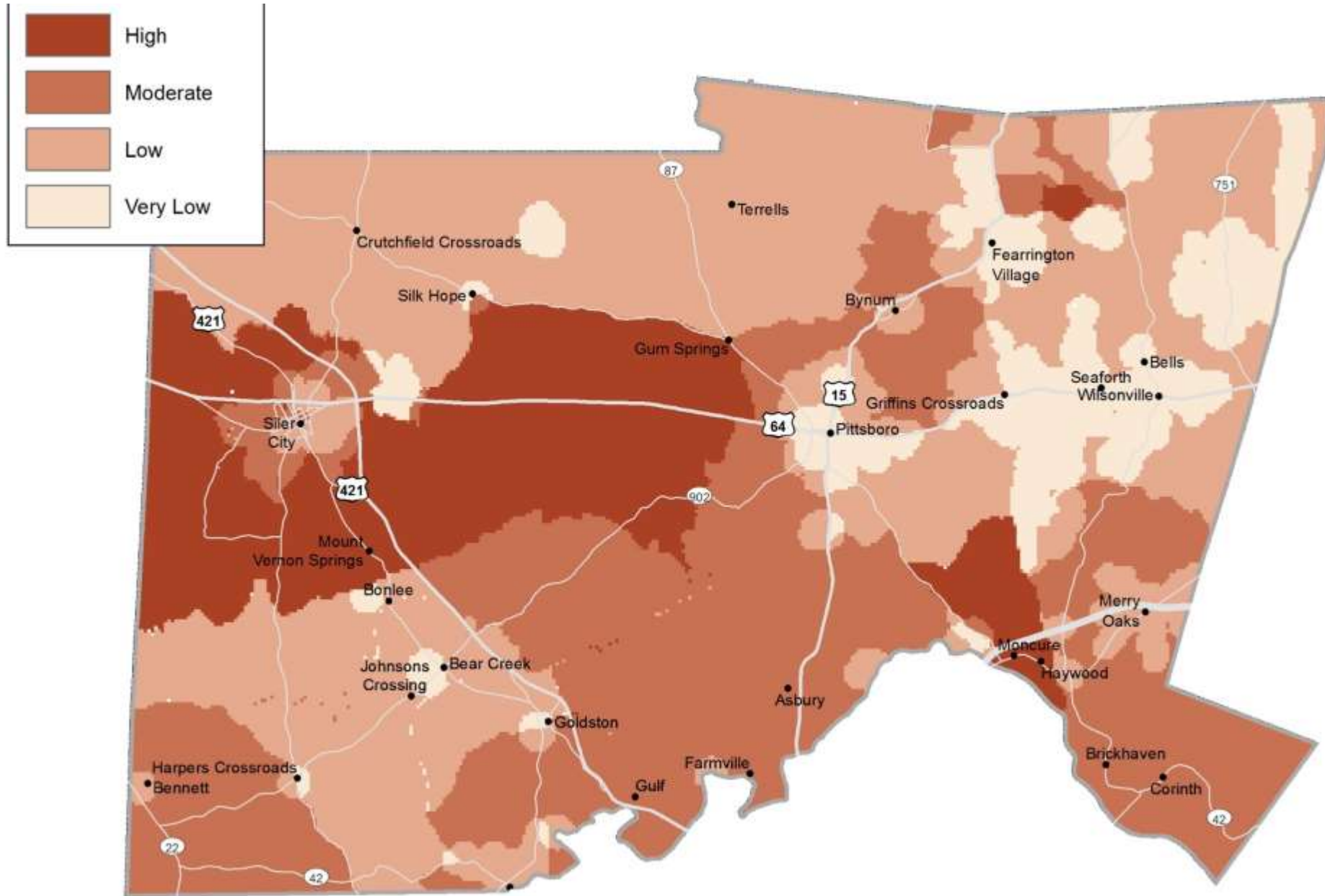


HEALTH

- Improve community health through systems-level planning
 - *HiAP*
 - *Parks and Recreation*
- Promote mixed-use development
- Promote healthy design, maintenance
- Increase access to health foods; nutrition
- Comprehensive, integrated healthcare system
 - *Communication, coordination, data*
 - *Mental health*
 - *Seniors*
- Conserve natural and cultural resources



Public Health Priority Areas





AGRICULTURE

- Measures to **reduce conflict between agriculture and new residential** development
 - *Ag-friendly design*
 - *Water access and use*
- County-led farmland protection program (voluntary)
- Real Estate Transfer Disclosure Statement
- Additional support for Ag-Extension





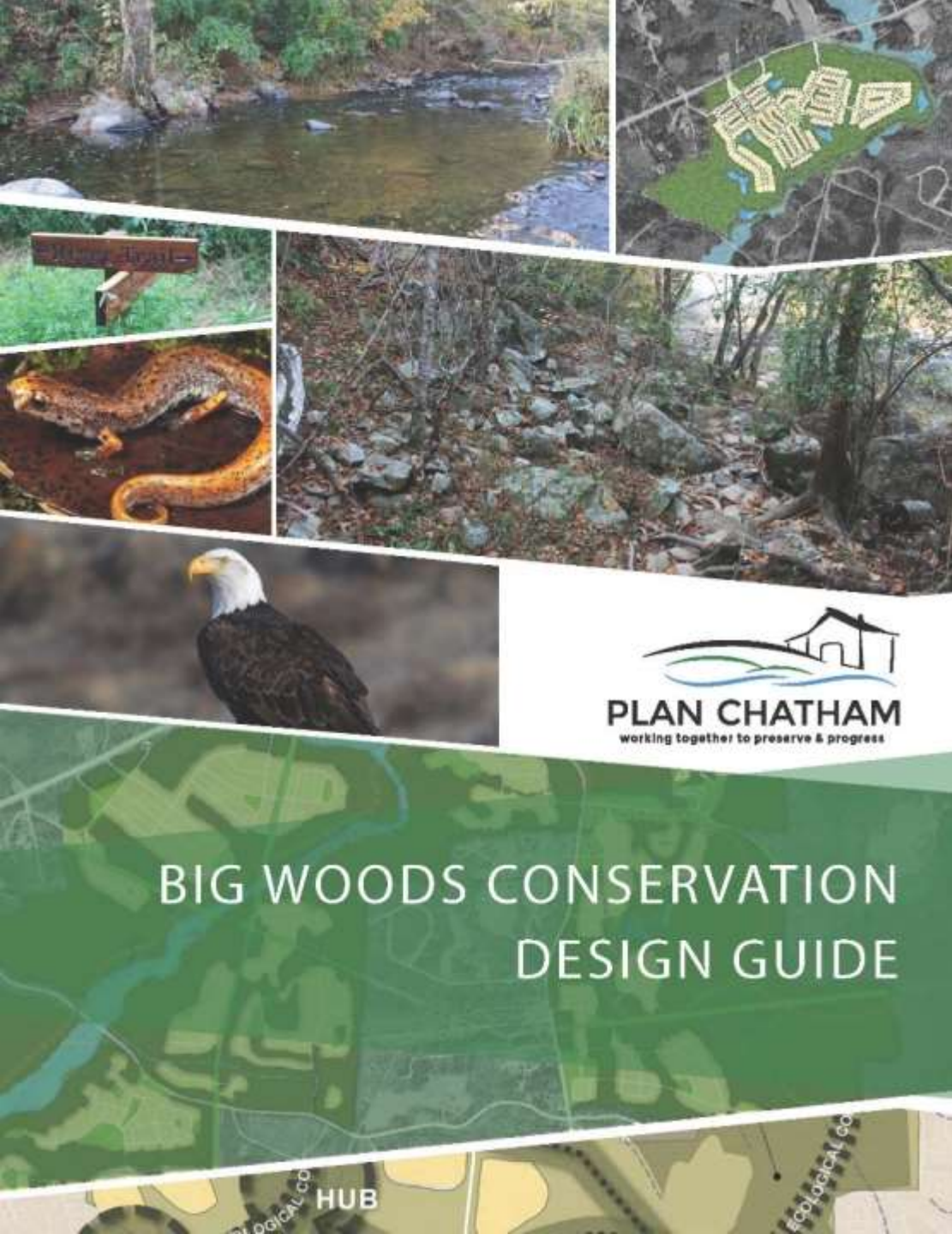
NATURAL RESOURCES

- Maintain and improve water quality, supply
 - *Vegetation, erosion control, etc*
- Land acquisition, nature preserves (P&R)
- Site- and landscape-level green infrastructure
- Increase awareness, improve education
 - *Improve access (visual and low-impact physical access)*
 - *Recognition program*
- Support recreation-based tourism
 - *Low-impact physical access to protected areas, features*
- Encourage conservation design
 - *Modify regulations*



Conventional vs. Conservation Design





- Appendix to *Plan Chatham*
- Recommendations for Conservation Areas delineated in the Future Land Use and Conservation Plan
- “Big Woods” area used to illustrate potential benefits of conservation design



Chatham
Conservation
Partnership
Meeting,
Winter 2017

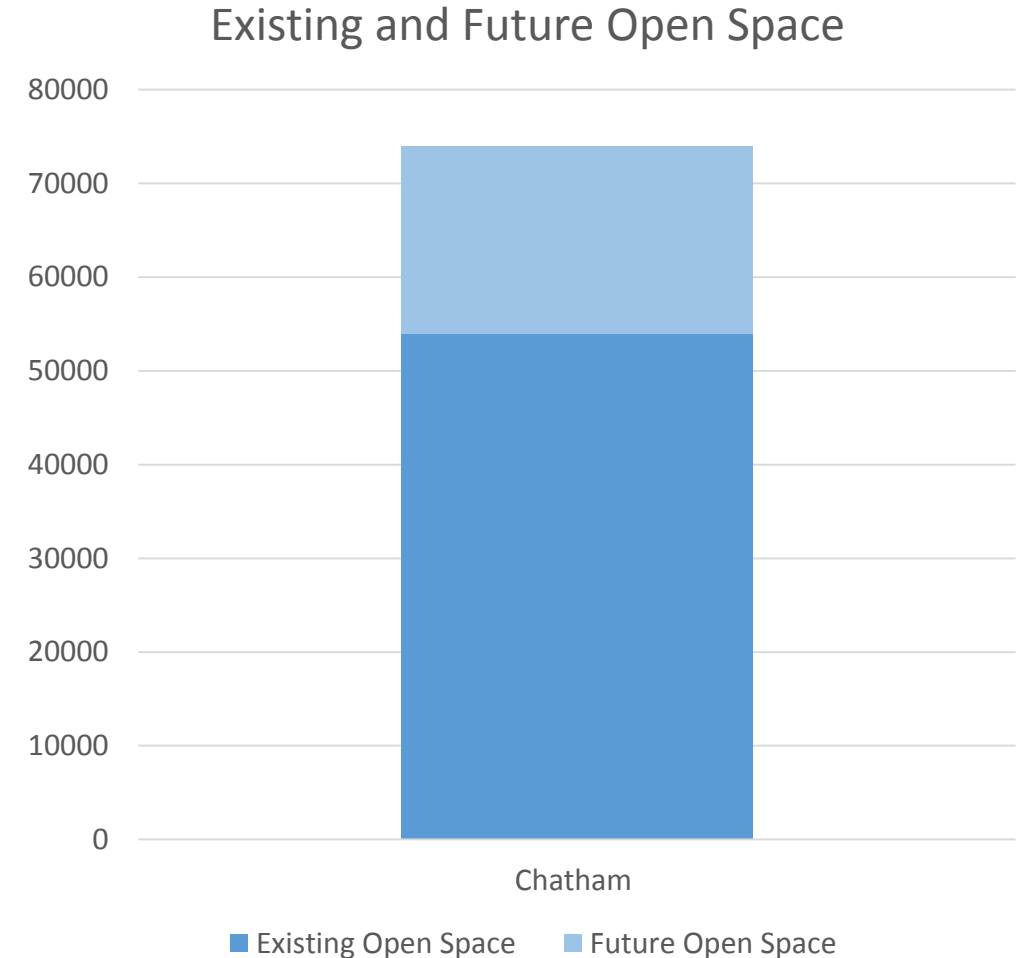
BIG IDEA

PERMANENTLY PROTECT 20,000 ACRES OF LAND BY 2040

20,000 acres in addition to the 54,000 acres of existing open space

Comparison to Wake County:

COUNTY	EX OS AC	ADD OS AC	NEW HHs	AC/NEW HH
CHATHAM	54,000	20,000	25K	0.8
WAKE	55,000	110,000	250K	0.44





RESILIENCY

- Prepare for and respond to acute natural events and man-made emergencies
 - *CERT organizations*
- Minimize, mitigate, and adapt
 - *Electric vehicle infrastructure plan*
 - *Increase staff capacity to review (LEED, alt energy systems, reuse systems, LID, GSI, etc)*



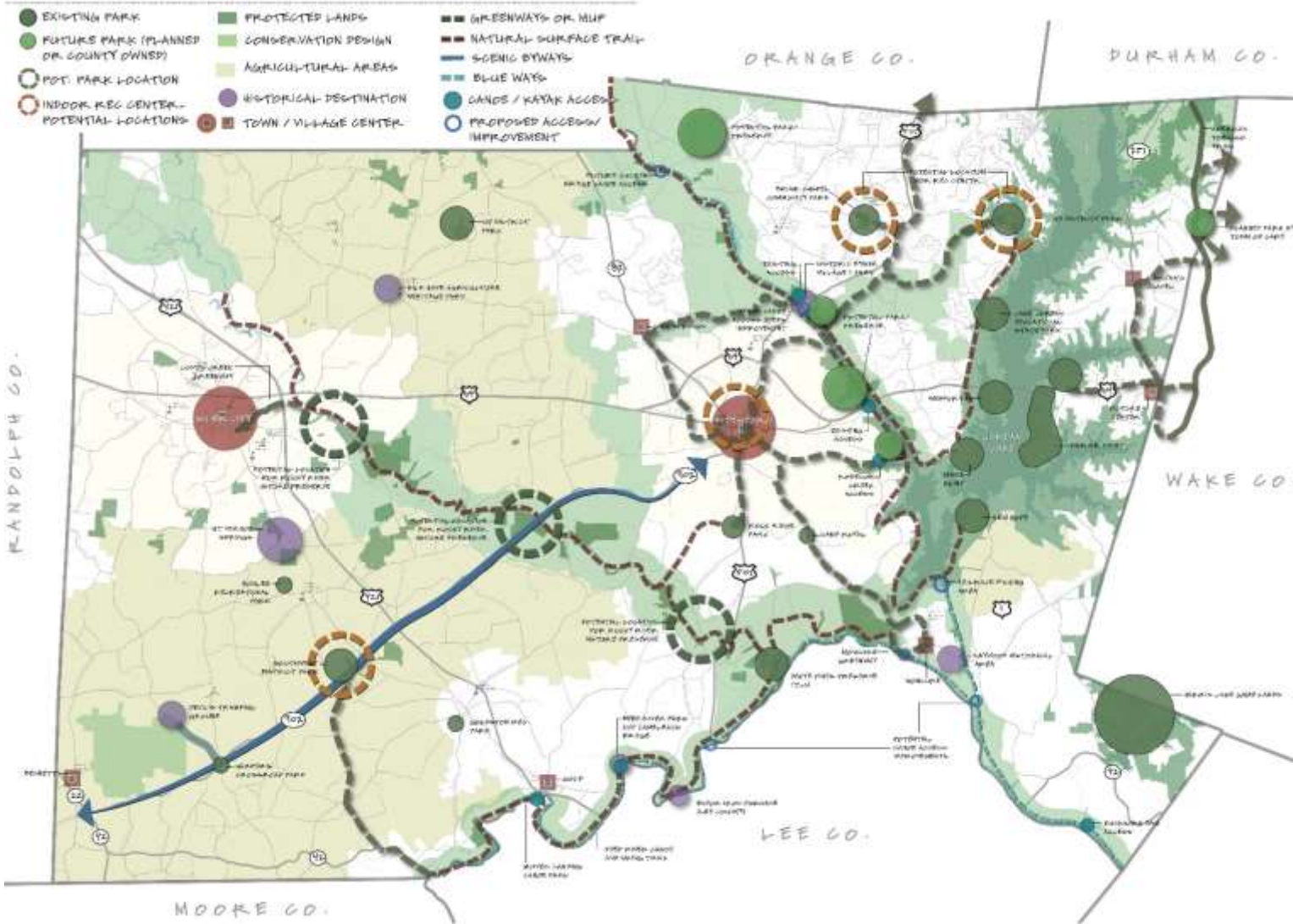


PARKS, REC AND OPEN SPACE

- Maintain and improve existing parks
 - *Reinstate contributions - park capital reserve*
- Complete, connected system
 - *Update Parks and Recreation Comprehensive Master Plan (2009)*
 - *Create Greenway/Blueway Master Plan*
 - ✓ *Trail coordinator position*
 - *Partner with municipalities*
 - *Partner with private developers (easements, dedication)*



PARKS, RECREATION AND OPEN SPACE



- Regional trails and greenways and improved river access
- Greenway connections to Pittsboro, Siler City, Moncure, Cary and Apex
- New indoor recreation facilities
- New nature preserves
- Areas of strategic open space
- Protection of historic assets
- Encourage parks and open space as amenities in new development



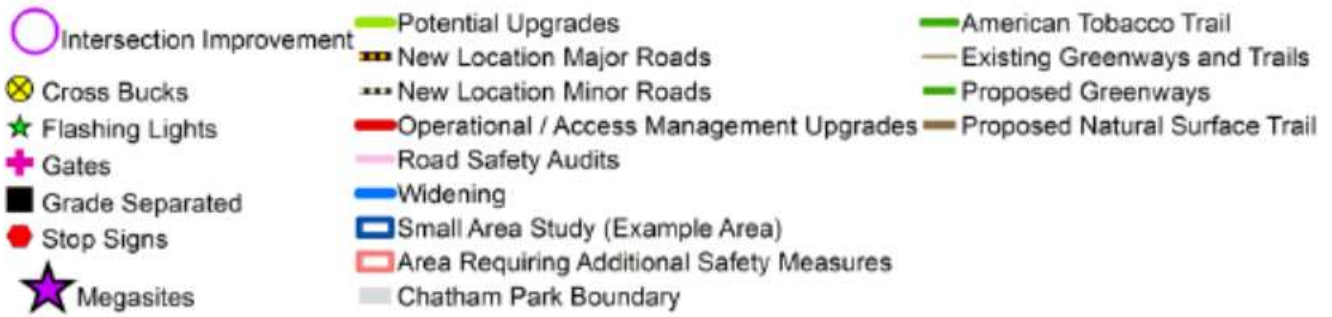
TRANSPORTATION

- Expand transit service
 - *Intergovernmental coordination on transit*
 - *Private and other providers*
- Active transportation (bike/ped)
- Road network
 - *Capacity*
 - *Access management*
 - *Safety*
 - *Character*
- Road + Rail – support job centers (megasites)



TRANSPORTATION MAP

- Minor upgrades to improve functionality of rural roads
- Safety improvements
- New “backage” roads parallel to 15-501 in sections
- Widening of NC 751
- Regional trails and greenways





UTILITIES AND PUBLIC SERVICES

- Support desired development (types and locations)
 - *Service areas, public/private solutions*
 - *Countywide W-WW Master Plan*
- Support environmental, economic and other objectives
 - *Water supply, allocation, use, and reuse policies*
 - *Broadband (grants, partnerships)*
 - *Megasites*
 - *Agriculture*



NEXT STEPS



Plan Chatham Implementation Guide



This guide is intended to be a tool for use by County leaders, County staff, agencies and organizations (Federal, State, and local levels) partnering with the County, volunteer groups, and individuals involved in the implementation of Plan Chatham. As a starting point for implementation, it is designed to be a worksheet to which information can be added. More importantly, it can be employed to monitor and evaluate progress over time and to document success. Used in this manner, this guide should inform decisions over a period of several years about the effectiveness of implementation activities, the need to consider alternative actions to better facilitate implementation, and the appropriateness of future updates to Plan Chatham.

ACTION		RESPONSIBLE PARTY(IES)/PARTNERS	SUPPORTING PARTNER ORGANIZATIONS	TARGET DATE			METRIC
				By 2020	By 2025	Beyond 2025	
GENERAL							
03	Assess staffing needs for 2019	Administration		X			Y/N
ECONOMIC DEVELOPMENT							
04	Increased funding and staffing - CVR and CCCC SBC	Administration		X			Increase in tourism and visitor spending; increase in number of small businesses and small business expansions
01	Targeted recruiting of employers to Megasites, Employment Ctrs	Economic Development Corporation (EDC)	Planning		X		Increase in number of new living wage jobs; increase in non-residential tax base
02	Moncure Area Plan	Planning	Economic Development Corporation (EDC)		X	X	Plan adoption; Public and private investment in accordance with plan
03	New incentive policy for small- to medium-sized businesses	Administration	Economic Development Corporation (EDC)			X	Increase in number of small businesses; increased hiring by existing businesses that expand operations
05	Develop work-experience opportunities for high school students	Schools, Economic Development Corporation (EDC)	Businesses/Employers			X	Increase hiring of Chatham high school graduates by local businesses
06	Review towns' incentive/loan programs for possible County participation	Administration				X	Increase in non-residential tax base and employment within the towns
	Increase value-added agricultural production	Cooperative Extension	Farmers, Agricultural Board, EDC			X	Increase in total value of agricultural products sold
	Increase education attainment for all young people in County	Chatham County Schools - K-12 Schools	CCCC			X	Higher graduation rates (high school + higher education); reduction in education achievement gap across racial and ethnic groups
LAND USE							
	Establish UDO	Planning	(W/F, environmental health, coop, utilities, emergency opp/fire, central permitting, (housing considerations)	X	X		Y/N
01	Facilitate well-designed, mixed-use developments	Planning		X			Increase in mixed-use development approvals
02	Develop mechanism for facilitating home-based and rural business activities	Planning		X			Y/N
03	Support 'agricultural friendly' development	Planning	Farmers and heirs, Developers	X			Increase in acres in farms; lower % conversion to development; increase in total value of agricultural products sold
04	Revise the Subdivision Regulations per the Natural Resource element	Planning		X			Y/N
05	Assess Zoning ord. and Subdivision regs. to increase process predictability	Planning		X			Y/N; Reduced avg time in approval process