Joint City-County Planning Committee Meeting
Agenda
October 2, 2019, 9:30 a.m.
Committee Room, 2nd Floor, City Hall
101 City Hall Plaza, Durham, NC

1. Call To Order

2. Adjustments To The Agenda - 5 Minutes

3. Announcements - 5 Minutes

4. Approval Of Minutes From August 7, 2019 - 5 Minutes
   Documents:
   JCCPC AUGUST 2019.PDF

5. City And County Managers' Priority Items - 5 Minutes

6. Comprehensive Plan Update - 45 Minutes
   Staff Resources: Lisa Miller, AICP, Senior Planner; Alex Cahill, AICP, Senior Planner;
   and Kayla Seibel, AICP, Senior Planner
   Documents:
   COMP PLAN JCCPC 20191002 FINAL.PDF

7. Outdoor Lighting, TC1900002 - 15 Minutes
   Staff Resource: Carl Kolosna, AICP, Senior Planner
   Documents:
   TC1900002 COMPLETE.PDF

8. Affordable Housing Dwelling Unit Definition, TC1900005 - 25 Minutes
   Staff Resource: Michael Stock, AICP, Senior Planner
   Documents:
   TC1900005 COMPLETE.PDF

9. Expanding Housing Choices, TC1800007 - 30 Minutes
   Resource: Chair Reckhow

10. Adjournment

Notice under the Americans with Disabilities Act - A person with a disability may receive an auxiliary
aid or service to effectively participate in city government activities by contacting the ADA Coordinator,
voice 919-560-4197 or ADA@DurhamNC.gov, as soon as possible but no later than 48 hours before the
event or deadline date.
August 7, 2019  
Committee Room, 2nd Floor, City Hall  
101 City Hall Plaza, Durham, NC

I. Call to Order  
Chair Reckhow called the meeting to order at 9:32 a.m. and announced that Council member Middleton had requested an excused absence. Council member Reece made a motion to excuse Middleton. Commissioner Howerton seconded the motion. The motion carried 6-0.

**Voting Members Present:**  
Ellen Reckhow, Chair, Board of County Commissioners  
Charlie Reece, Vice Chair, City Council  
Jillian Johnson, City Council  
Brian Buzby, Planning Commission  
Brenda Howerton, Board of County Commissioners  
Wendy Jacobs, Board of County Commissioners

**Voting Members Absent:**  
Mark-Anthony Middleton, City Council

**Nonvoting Members Present:**  
Patrick O. Young, AICP, Planning Director

**Nonvoting Members Absent:**  
Wendell Davis, County Manager  
Thomas J. Bonfield, City Manager

**Staff Present:**  
Sara Young, AICP, Assistant Planning Director  
Bryan Wardell, Senior Assistant County Attorney  
Crista Cuccaro, Assistant City Attorney  
Scott Whiteman, AICP, Planning Manager  
Kayla Seibel, AICP, Senior Planner  
Michael Stock, AICP, Senior Planner  
Karla Rosenberg, AICP, Senior Planner  
Carl Kolosna, AICP, Senior Planner  
Alex Cahill, Senior Planner  
Brooke Ganser, Planner  
Susan Cole, Administrative Specialist
1. **Adjustments to the Agenda**
   Patrick Young requested moving Item 9 after Item 5.

2. **Announcements**
   Patrick Young announced he would need to leave the meeting at 10:30 a.m. and that Sara Young would take his place. Commissioner Howerton announced she would also need to leave at 10:30 a.m.

3. **Approval of the Minutes from June 5, 2019**
   **MOTION:** Approve the amended minutes from June 5, 2019. (Howerton, Johnson 2nd)
   **ACTION:** Motion carried, 6-0.

4. **City and County Managers’ Priority Items**
   None.

5. **Solar Panels in Historic Districts**
   The JCCPC gave input on a recommended approach to draft new standards where solar panels would be allowed without a COA on all non-contributing properties and on contributing properties when not facing the street. Design standards for panels installed on contributing properties facing the street would be required to be met through a Minor (administrative) COA only. In addition, solar installations would only be prohibited on character defining roof materials such as original slate or clay tile. Staff will draft proposed changes to be included with the upcoming Local Review Criteria update.

6. **Teer Quarry Water Intake/Eno River District A Watershed**
   Sydney Miller, Water Resources Planning Manager and Carl Kolosna presented a report discussing options for new water supply intake. The JCCPC was supportive of adding a new intake and reducing the Critical Area to half of a mile.

7. **Omnibus 13**
   Michael Stock presented a report of the highlighted items in Omnibus Changes 13 (TC1900001). JCCPC recommend that staff work with Cooperative Extension on producing material such as a pamphlet on keeping chickens. Chair Reckhow requested staff to keep in mind ways to further incentivize green roofs. It was recommended that the exemption for street trees in the RR district only be in the Suburban Tier and for conservation subdivisions. Changes to the sedimentation and erosion control regulations were positively received.

8. **FEMA FIRM Updates**
   Michael Stock presented a report outlining Text Amendment TC1900003. The County would like to see the differences, if any, that happen with the update. Mr. Stock will provide the information with the public hearing agenda item.

9. **Comprehensive Plan Community Engagement Update**
   Lisa Miller and Sara Young provided JCCPC an update on Phase O, sharing that kick-off orientation meetings had been held for both the Outreach Team and Communications Team. JCCPC received the report and provided locations they felt would be beneficial locations for public meetings.
10. **Adjournment**  
The meeting adjourned at 11:07 a.m.

Respectfully Submitted,

Susan Cole, Administrative Specialist
Date: October 2, 2019

To: Members of the Joint City-County Planning Committee
Through: Patrick O. Young, AICP, Planning Director
From: Sara Young, AICP, Assistant Planning Director
Lisa Miller, AICP, Senior Planner

Subject: ENGAGEDurham Update: Comprehensive Plan and Transit Plan

Summary
Planning staff, with the consultant team of PlanningNEXT, Irma McClaurin Solutions, and Bilingual Communications, continues to work on the community engagement process for a new Comprehensive Plan and other coordinated projects. This memo includes an update on engagement-related ongoing and upcoming tasks under Phase 1: Big Questions & Project Launch (see Attachment 1 Scope of Work) and an overview of the technical plan development structure. Staff is providing updates on what has been done thus far and asking for feedback and guidance as we continue this work.

Recommendation
Staff recommends that the Joint City-County Planning Committee receive this information and provide feedback and guidance. No formal action is requested.

Engagement Update

Phase 0: Preparation
In the first phase of the engagement Planning staff worked with the consultant team from May to August 2019 to set up the engagement process. Staff is continuing to work with the consultant team, the Outreach Team, and City and County staff to develop the ambassador program and the Outreach Plan. Draft details on the ambassador program are included in Attachment 2. The Outreach Plan is anticipated to be complete within the next month. All other tasks associated with Phase 0 have been completed. The Communications Plan is included as Attachment 3.

Phase 1: Big Questions & Project Launch
This phase will include educating the community on planning and other key community issues, creating awareness of the Comprehensive Plan effort, and conducting community listening sessions as well as public input data analysis that can culminate in a list of key community concerns, issues and opportunities. The community Listening and Learning sessions are planned
for November 2019. We will have had 3-4 meetings with the Communications and Outreach Teams in support of the November sessions.

Each of the Phase 1 tasks are listed with a status in the table below. More detailed information about each of the tasks in the Phases can be found in the attached Consultant’s Scope of Work.

<table>
<thead>
<tr>
<th>Task</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meet with Joint City-County Planning Committee</td>
<td>Anticipated October 2, 2019</td>
</tr>
<tr>
<td>Create an Educational Program and Materials</td>
<td>Anticipated October/November 2019</td>
</tr>
<tr>
<td>Conduct Listening and Learning Sessions</td>
<td>Scheduled week of November 16-23, 2019</td>
</tr>
<tr>
<td>Ambassadors’ work in community to supplement Listening and Learning sessions input</td>
<td>Anticipated to begin December 2019</td>
</tr>
<tr>
<td>Prepare a Community Concerns, Issues and Opportunities Summary</td>
<td>Anticipated January 2019</td>
</tr>
<tr>
<td>Meet with Joint City-County Planning Committee</td>
<td>Anticipated December 4, 2019</td>
</tr>
</tbody>
</table>

**Outreach Team**

As we have been convening the Outreach Team we have been providing materials in Spanish, providing interpretation for Outreach Team meetings, and translating email communication to the Outreach Team. We are also working with visually-impaired members of the Outreach Team to improve readability and accessibility of the materials. We are continuing to ask the Outreach Team to help us determine additional barriers to participation that we can address. In each meeting with the Outreach Team we are asking how we can do our work better together and then working to incorporate that feedback into the structure of our next gathering. Working with the Outreach Team and the consultant an Outreach Toolkit is being developed. This toolkit will provide the Team with all of the materials they need to share information about the November sessions and invite people into the process.

**Listening and Learning Sessions**

The four planned Listening and Learning sessions in November will be the first public events and the first impression for the Comprehensive Plan community engagement process. At these gatherings staff will provide information on planning terms and ideas and describe some of the challenging realities our community faces. Using that information as context, the community will be asked to think about and share their ideas about the future of the community, focused on a few big picture questions through interactive activities.

The meetings will be held over a week and include weekday evening and weekend daytime offerings in four different locations throughout the community. In order to improve access to these sessions, we are choosing locations that are transit adjacent, with free parking available. We will provide child care, snacks for participants, and engagement activities that are accessible for all ages and abilities. Materials will be created in English and Spanish and interpretation
services will be available at all of these sessions. We are continuing to ask the Outreach Team to help us determine additional barriers to participation that we can address.

Background information, related to equitable engagement, the Comprehensive Plan, and the Transit Plan, is being developed for folks to browse before and after the meetings. We are planning to begin the meeting with a brief presentation that covers:

- Introduction to the planning process and how equitable community engagement fits into the planning process;
- Information about our difficult history and acknowledgement of past mistakes;
- Highlights from the background information boards;
- Reasons the community should care about this process and provide input and how their input will be incorporated into the comprehensive plan.

Following this presentation, folks will engage in small group or one-on-one activities intended to foster discussion and idea generation around the three focus questions. We have drafted the following questions for the sessions:

- What are things you love about Durham that you don’t want to change?
- What are things that you would change about Durham to improve our future together?
- Looking at your responses to questions 1 and 2, what challenges do you see facing Durham in the next 5, 10, 20 years?

For these meetings, we will be requesting demographic and geographic data from participants to track how participation compares to our community’s demographics and whether folks from across the community’s geography have participated. The work by the ambassadors will follow the Listening and Learning sessions and will be focused on small group discussions with folks in the community who were not present or represented at the larger public meetings. These small group discussions will also focus on generating discussion and ideas on the three big questions.

The input and feedback we receive from the community in the Listening and Learning sessions will feed directly into the development of the vision and goals for the Comprehensive Plan. This feedback will be presented back to the community to ensure we are hearing community members correctly. This feedback loop will create an iterative process that we will continue to repeat throughout the plan development to show the connection between feedback and plan development and create greater transparency throughout the process.

As mentioned above, there will be background information on the Transit Plan provided at the Listening and Learning sessions as well. The input from these sessions will be used to develop the transit plan vision and goals as well. The transit plan will then progress more quickly, likely looking at additional feedback opportunities in January/February of 2020 and working towards a completed transit plan in November 2020.
**Coordinated Engagement**
Planning staff continues to work with our colleagues in the City and County on implementation of the philosophy in the *Equitable Community Engagement Blueprint*, in our pilot coordinated engagement effort on several different projects. And we continue to partner with other departments to share information about ENGAGEDurham.

**Technical Plan Development Structure**
While the Planning staff engagement team has been working with the consultant to set up the process, the staff responsible for the technical plan development portions of the project have been working together, and within the proposed engagement structure and timeline, to develop timelines and strategies for technical plan development to feed into the engagement. An overview of each piece of the project and a status update on its development follows. The pieces do not represent chapters, elements, or topics, but rather the types of plan development work that will be undertaken. The staff leading each piece will continue to work closely together over the course of the project to ensure these different parts of the final plan work seamlessly together. As the Comprehensive Plan develops it is anticipated that the structure below will evolve based on feedback from the entire community, including individuals, groups, institutions, boards and commissions, and elected officials.

**Our Vision**
The purpose of the vision portion of the Comprehensive Plan is to develop a community-created and affirmed set of guiding values and goals that characterize the community vision for Durham’s future. These values and goals will be compiled into a document that we will ask the governing bodies to formally adopt early in the overall Comprehensive Plan development process. The adopted values and goals will shape the priorities and assumptions used for scenario and model selection in the development of the plan content. These adopted goals will also be used prior to the adoption of the new Comprehensive Plan to assess ongoing land use proposals. A fundamental basis of “Our Vision” is the recognition that previous planning and engagement efforts have not been equitable and have perpetuated the status quo by magnifying the voices of those with privilege and power. In order for the Comprehensive Plan to truly reflect the Durham community, it must have as its foundation a vision developed by the entire community.

Status: This phase of the project involves learning from previous engagement efforts by listening to those in our community who were involved with or affected by land use decisions made by our institution. These lessons learned will be developed into a case study and roadmap that clarifies and informs the role of the community in the planning process, which will be incorporated into the Listening and Learning sessions. Leading up to the November public sessions, a hub will be created (in both online and paper formats) that will serve as the repository for all feedback from the public related to the vision and goals. This hub will include carefully developed prompts that asks community members to explore and share their vision and goals for Durham. The hub will be open for as long as is feasible and is designed to be as accessible as possible. Information collected in the hub will directly inform the first draft of the vision and goals.
Our Places
The places portion of the project will create a new future land use map and associated growth management policies. It will use the community’s adopted vision and goals to directly inform future land use alternatives and growth strategies. Additionally, this piece of the technical plan development will rely on input from City and County departments, partner agencies and organizations, and Durham elected bodies to balance the interests and needs of multiple audiences. In collaboration with the Triangle J Council of Governments and the Durham Water Management Department, staff and the community will develop land use scenarios over the next year and a half to create a growth framework for Durham and a new future land use map. Specifically, this piece joins interrelated aspects of Durham such as community demographics, transportation, urban design and character, open spaces, environmental protection, infrastructure, housing, and equity into policies and strategies for implementing the future vision.

Status: As of Fall 2019, staff is collecting data to create maps and information that will support conversations around population growth, land use character, and constraints on new development.

Our Strategies
The goal of the strategy portion of the Comprehensive Plan is to ensure interdepartmental collaboration occurs in an intentional and purposeful way, that the current state of City and County infrastructure and assets is accurately captured through these discussions, and that sound fiscal policy is informing the final plan. This strategy will work to clarify the financial impacts of new development, infill development, and land uses in the Comprehensive Planning process, help provide clear criteria for the City and County’s annexation policies, and better align the Comprehensive Planning process with the City and County's Capital Improvement Plan(s) (CIP). This strategy has the intention of understanding how infrastructure development, planning, and operational maintenance within City and County can and does contribute to the advancement of wealth and equity within our community. The intersectionality of race, privilege, identity, and historical constructs will help frame discussions about community needs and priorities in capital and asset management planning.

Status: In this phase of the project, we are establishing a Staff Technical Team, comprising staff from various City and County departments, to provide technical guidance throughout the development of the Comprehensive Plan. This phase includes the identification of challenging realities facing our community, which will serve as a framework for understanding in the November listening and learning sessions.

Transit Plan
The Durham County Transit Plan is a collaborative effort between the City of Durham, Durham County, Triangle J Council of Governments, GoTriangle and GoDurham representatives. There are eighteen staff members from these various organizations directly participating in the plan’s development. Additionally, a transportation consultant will be hired to assist in the creation of the plan in the near future. Currently, the Durham County Transit Plan team is in the process of formulating a scope and hiring an outside consultant. The project scope will consist of
the specific steps and tasks involved to reach the team's goals (e.g. gathering existing conditions data, creating strategies for public engagement tactics, and determining funding opportunities). Additionally, the team has begun to determine a timeline for deliverable development and has started to allocate scope tasks to group members and the future consultant.

**Staff Contact**
Sara Young, AICP, Assistant Planning Director, sara.young@durhamnc.gov (919) 560-4137 ext. 28256 or Lisa Miller, AICP, Senior Planner, lisa.miller@durhamnc.gov (919) 560-4137 ext. 282870.

**Attachments**
- **Attachment 1**: Consultant Contract Scope of Work
- **Attachment 2**: Draft Ambassador Program
- **Attachment 3**: Communications Plan
Exhibit A: Scope of Work
Planning & Engagement Consulting Services, Comprehensive Plan
City of Durham, North Carolina

General
1. City-County Staff (hereafter referred to as “Staff”) will work closely with the Planning Next Team (hereafter referred to as “Team”) to assist with the various community engagement efforts, but the Team will take the lead.
2. In addition to this scope of work focused on managing the engagement effort an allotment of hours/fee is earmarked for as-needed planning expertise throughout the comprehensive planning process.
3. The planning process is expected to be completed in three years through six phases:
   - Phase 0: Preparation
   - Phase 1: Big Questions and Project Launch
   - Phase 2: Big Ideas and Vision
   - Phase 3: Policy Framework
   - Phase 4: Actions, Strategies, Implementation
   - Phase 5: Review and Adoption

Scope of Work

Phase 0: Preparation
The Team places great emphasis on the preparation phase to create a strong foundation for the complex planning process. During this phase, the Team will work with Staff to collaboratively design the engagement process.

0.1 Conduct Orientation Workshop. The Team and Staff will conduct an orientation workshop. Staff will share contextual and background information that is important to the Team’s work, and the Team will discuss how they anticipate approaching the work. The meeting will produce a refined approach to the engagement of the community.

0.2 Assist Formation of Outreach and Communications Committees. The Team will assist in formation of an Outreach Committee and Communications Committee. Both of these committees will be made up of volunteer citizens. Outreach members will focus on a word-of-mouth approach to attracting participants to the process. Communications members will focus on creating general awareness of opportunities to participate. The Team is prepared to advise Staff on the formation of the committees. These groups should be representative of the broader community and include individuals that are diverse demographically, geographically and civically. The Team will prepare materials to assist Staff with committee selection (including job descriptions, application forms and a diversity matrix). Staff will use materials to recruit committees.

0.3 Develop and Manage a Neighborhood Ambassador Program. Working with Staff, the Team will create a group of up to 30 “neighborhood ambassadors” from various geographic areas in the community. Neighborhood ambassadors will be paid support for the outreach strategy. They will be recruited, recruit, hired and trained to engage the communities they represent on land use concepts, issues education, and input on the Comprehensive Plan vision, content and policies. This group will be responsible for energizing their networks and delivering participants to the Comprehensive Plan process.

0.4 Convene Outreach and Communications Committee Meetings. The Team will conduct seven meetings with both the Outreach Committee and Communications Committee throughout the process. The first meeting will
be an orientation meeting for the committees. The primary focus of the first meeting will be to set expectations and goals for outreach and communications throughout the planning process. The committees will have direct involvement in developing outreach methods and communication strategies to be used in the Outreach and Communications Plans (Tasks 0.5 and 0.6).

0.5 Develop an Outreach Plan. Working closely with the Outreach Committee and Staff, the Team will develop an Outreach Plan that clearly defines comprehensive strategies to personally invite diverse participants to engagement opportunities. The Outreach Plan will be supplemented by an Outreach Toolkit to be utilized by volunteers. The Outreach Toolkit will include scripts for phone, email and social media posts; letter to the editor templates and instructions; flyers; and community meeting invitations to be used by the committees when getting the word out about the process.

0.6 Develop a Communications Plan. Working closely with the Communications Committee and Staff, the Team will develop a Communications Plan. It is the Team’s recommendation that the plan be developed concurrently with the Outreach Plan (Task 0.5) and closely coordinated. Specifically, the communications effort will include both general awareness-raising as well as specific promotional activities associated with all rounds of community engagement. Prior to all community engagement meetings, the publicity and outreach channels will be activated with messages relevant to the upcoming events.

0.7 Create Project Branding. The Team will work with Staff to develop a project name, logo, color scheme, and tagline for the effort that will help to interest the public, as well as key messages that will consistently brand the planning work. The Team will also develop a campaign for communications that capitalizes on existing outlets for sharing information and builds upon the use of these outlets with a suite of branded collateral (posters, postcards, flyers, worksheets), press releases and other tools for getting the word out. All collateral will be delivered in both English and Spanish languages.

0.8 Create a Project Website and Social Media Presence. The Team will design an interactive project website that will be user-friendly and engaging to become the heart of plan’s communications. The site will present materials from stakeholder and community engagement, interim information and drafts of planning documents. It will include project background, resources, news and information about how to get involved. The website will have a Spanish page option with all necessary information about the process. The website will also have the capability for interactive tools for engagement. Online activities will take place throughout plan development and in coordination with all rounds of community engagement. Partnering with Staff and the County’s communications offices the Team will either develop new, project-branded social media accounts or utilize existing accounts for promotion and engagement. The website will be synchronized with social media.

0.9 Meet with Joint City-County Planning Committee (1). Throughout the process, the Team will meet with the JCCPC to keep them actively involved and informed. During this phase it is anticipated that the Team will convene an orientation work session with the committee to review overall scope and their specific role as share and gather feedback on approach to engagement.

**Phase 0: Deliverables**
- Meeting agendas, handouts and presentations
- Outreach and Communications Committees formation materials
- Outreach and Communications Plans
- Project identity (logo, tag line, key messages)
- Project website and social media accounts
**Phase 1: Big Questions & Project Launch**
This phase will include educating the community on planning, creating awareness of the Comprehensive Plan effort, and conducting community listening sessions as well as public input data analysis that can culminate in a list of key community concerns, issues and opportunities.

1.1 **Meet with Joint City-County Planning Commission (2).** Throughout the process, the Team will meet with the JCCPC to keep them actively involved and informed. During this phase it is anticipated that the Team will meet with the committee one time at a critical pre and post milestone to share progress and gather input.

1.2 **Create an Educational Program and Materials.** The Team will work with Staff and community contacts to develop an accessible educational program and materials. These may be used by the City-County and neighborhood ambassadors to educate the general public on historical land use decisions in the community and the current process and framework for land use decisions.

1.3 **Conduct Listening and Learning Sessions.** A series of up to four workshops, branded as “Listening and Learning Sessions,” will take place in several locations throughout the City-County and provide an overall orientation for the public to the planning process. The goals of the Listening and Learning sessions are to lay the foundation for the process—to start the conversation and to inspire the community to think big about what they want. The workshops will be broadly promoted in accordance with the Outreach and Communications Plans (Tasks 0.5 and 0.6). The events may include a brief assembly period during which there would be an overview of the process and schedule, followed by small group activities designed to be interactive, inspiring and fun. Online engagement activities mimicking those in the Listening and Learning sessions will also be deployed. The Neighborhood Ambassadors will support the Listening and Learning sessions by conducting targeted outreach and could serve as table facilitators during the workshop.

Following every public workshop throughout the process, participants will be asked to complete an exit questionnaire related to demographics. Using this data and analytics and the observed experiences of community members, the Team will reassess the structure of future outreach and community engagement to be responsive to the documented behavioral preferences of community groups involved and make any necessary changes to the Outreach and Communications Plans and upcoming event formats. The Neighborhood Ambassadors will be utilized to help fill in gaps in participation based upon the exit questionnaire data in the form of meeting-in-a-box or other follow-up activities.

1.4 **Prepare a Community Concerns, Issues and Opportunities Summary.** Using the input provided from the Listening and Learning Sessions, a summary will be prepared that synthesizes this input and highlights community concerns, issues and opportunities.

**Phase 1: Deliverables**
- Meeting agendas, handouts and presentations
- Community Concerns, Issues and Opportunities Summary

**Phase 2: Big Ideas & Vision**
Phase 2 will focus on educating the community about current conditions, future trends and forces that will affect the community, and generating a discussion about their ideas for the future of the City-County. It will create community-wide interest for the planning process through a high-profile event and follow-up activities. Ideas shared during this phase will result in the generation of a clear and actionable vision statement and set of values/guiding principles that can guide policy development.
2.1 Facilitate Focus Group Meetings. The Team will coordinate with Staff to conduct a series of up to eight stakeholder meetings to identify key topic areas for discussion at the upcoming community-wide event, the “Vision Summit”. The list of stakeholders will be developed by Staff and the Team. Focus group meetings will include interviews and small roundtable discussions.

2.2 Host the Vision Summit. This community-wide workshop, branded the “Vision Summit,” will build on the Listening and Learning Sessions. (NOTE: To gain greater interest and an exciting first impression, a relevant, notable speaker could be included in the program.) The workshop will be broadly promoted and scheduled on one evening in one location. The Vision Summit will center on activities that will focus on how the City-County should plan for its future. The conversation will focus on affirming a vision statement and set of values/guiding principles based on what was heard in the Listening and Learning Sessions (Task 1.3). Online engagement activities will also be deployed that mimic the Vision Summit activities.

2.3 Conduct “Pop up” Workshops. The strategy for the “pop up” workshops is to take messages and information directly to people throughout the City-County—especially the hard-to-reach members of the community and traditionally under-served audiences. After reviewing the exit questionnaires from the Vision Summit (Task 2.2), the Team will lead and host “pop-up” workshops throughout the community to reach those who were not well represented at the Summit, such as at a bus station, grocery store, city/county parks, senior center, homeless shelter, etc. Activities will be conducted in places and at events where people are already planning to be to maximize interest and participation rates. It is anticipated that up to four “pop up” workshops will be planned in association with the Vision Summit. The activities will be designed by the Team, and staffed by the Neighborhood Ambassadors and or Outreach Committee to help execute them.

2.4 Deploy Web-based Engagement Tools. While face-to-face communication will be the heart of the engagement process, web-based tools will be used to broaden our reach and to inspire creative thinking about topics that emerge as important to the public. In association with all rounds of community engagement, web-based tools will be integrated into the project website. Web-based engagement will overlap and correspond with activities at the in-person meetings.

2.5 Create a Community Values and Vision Report. Using the input provided from the community engagement activities above, a report will be prepared that synthesizes this input and highlights key trends and observations. This report will be a cumulative outreach summary and include the results of both Phase 1 and Phase 2 of the engagement process. The report will be reviewed and commented on by Staff.

2.6 Meet with Joint City-County Planning Committee (3). Following Staff review, the Team will meet with JCCPC to present the Community Values and Vision Report.

Phase 2: Deliverables
- Meeting agendas, materials, handouts and presentations
- Community Values and Vision Report

Phase 3: Policy Framework
Phase 3 will include working with the community to translate their big ideas and vision into a broad set of policy priorities and goals, likely related to land use, housing, infrastructure, economic development, and more.

3.1 Prepare for Community Choices Meetings. The Team, in collaboration with Staff, will use public feedback provided in the Community Values and Vision Report (Task 2.5) to develop a broad set of policy priorities and goals. These priorities and goals will be used to develop the formal strategy for the Community Choices Meetings—four community meetings that frame choices on “where” and “how” the City-County should grow.
3.2 Facilitate Community Choices Meetings. During these face-to-face workshops (up to four) participants will be invited to interact with what was learned through previous rounds of engagement and to prioritize and comment on preliminary goals and policy priorities of the plan. The format will be determined in discussion with Staff but may involve a brief assembly period and presentation followed by draft recommendations on display boards (replicated as hand-outs). Participants would be provided with worksheets for rating and commenting. Online engagement activities will also be deployed that mimic the Community Choices activities. The Neighborhood Ambassadors will support the Community Choices Meetings by conducting targeted outreach and provide general support during the workshops. The Neighborhood Ambassadors will also be utilized to help fill in gaps in participation based upon the exit questionnaire data in the form of meeting-in-a-box or other follow-up activities.

3.3 Create Community Directions Recommendations. Following the above community engagements, recommendations will be prepared based on the feedback provided. The recommendations will be for short-term policy alternatives and scenarios developed in collaboration with Staff. Staff will review and comment on the report.

3.4 Meet with Joint City-County Plannign Committee (4). Following Staff review, the Team will meet with the JCCPC to present the Community Directions Recommendations.

Phase 3: Deliverables
- Meeting agendas, materials, handouts and presentations
- Community Directions Recommendations

Phase 4: Actions, Strategies, Implementation
Phase 4 will be used to reignite enthusiasm for the Comprehensive Plan process after the draft plan has been created. The Team will work with the community to develop and review specific policies and actions intended to implement the vision and policy framework, weigh various pro’s and con’s, evaluate trade-offs, and more.

4.1 Conduct the Open House(s). A final Open House will be held once the draft Comprehensive Plan has been prepared, but before it has been finalized. It will begin with an evening event at a single location but be designed so that it can also be used as a traveling exhibit (road show). A presentation by the Team will summarize the Comprehensive Plan, but most of the time will be reserved to allow the public to view and comment on a series of displays summarizing the plan. The Team and Staff will be present to answer questions on a one-on-one basis. If appropriate, a questionnaire can be distributed to participants asking key questions about the draft plan as well as implementation measures.

The Open House displays will then travel to different locations in the City-County for two to three weeks. (The Neighborhood Ambassadors could assist with this task.) In addition, they will be posted online. In both cases, preferences for recommendations and comments can be provided. The project displays will be designed to be mobile device friendly, so they can easily be viewed on smartphones and tablets.

4.2 Host Community Group Presentations. The Team and Staff will present the draft Comprehensive Plan to targeted groups, such as neighborhood groups, private sector groups, development community, etc. Up to four presentations will be given throughout the City-County, and invited groups will be determined in collaboration with Staff. These presentations will provide an opportunity for targeted groups to share input directly with the Team and ask questions. Neighborhood ambassadors may be reconvened to assist with these presentations.
4.3 **Prepare a Plan Feedback Report.** A report will be prepared that summarizes the public direction provided during the Open House and Community Group Presentations. Staff will review and comment on the report.

**Phase 4: Deliverables**
- Meeting agendas, materials and handouts
- Plan Feedback Report

**Phase 5: Review & Adoption**
Phase 5 will include additional community engagement, education, and review of the document, comment, edits and finalization of the draft for recommendation by the Planning Commission, and action by both the City Council and the Board of County Commissioners.

5.1 **Publicize the Public Review Draft.** The Team will publicize the draft Comprehensive Plan and solicit public comments for 30 days prior to the presentation given to elected and appointed boards and commissions for final approval.

5.2 **Create a Summary Report of Draft Plan Comments.** Following the public review period, the Team will prepare a summary report of the public review draft comments.

5.3 **Present to Joint City-County Plannign Committee (5).** The Team and Staff will present the plan’s draft recommendations to the JCCPC for review and final approval.

5.4 **Adoption Hearings.** The Team will be available to attend public hearings in support of adoption of the Comprehensive Plan.

**Phase 5: Deliverables**
- Meeting agendas, materials, handouts and presentations
- Summary Report of Draft Plan Comments
Communications Plan

*Durham Comprehensive Plan*

**DATE:** DRAFT August 28, 2019

This document supports the community engagement work for Durham and will be refined and implemented collaboratively by Planning NEXT, City-County staff, Communications Team and Outreach Team. This document is organized into the following parts:

- A. Background
- B. Goals
- C. Focuses (Priority groups)
- D. Outreach and Communications Overview
- E. Key Messages
- F. Community Input Opportunities
  - G1. Communication Channels (general)
  - G2. Communication Channels (priority groups)

**A. Background**

The *Comprehensive Plan* is Durham’s strategy for how we want to grow and develop over the next 30 years. The plan will contain strategies on where and how development should occur. It will also guide how the City and County should provide public facilities and services to support future growth.

Since the development of our current Comprehensive Plan in 2005, Durham has added approximately 49,000 new jobs and 57,000 new residents. Over the next decade, we are projected to add an additional 19,000 jobs and 43,000 new residents. Durham is changing, and it is critical we have clear policies on a variety of issues for the future.

**Racial Equity Lens**

Based on the City’s [Equitable Community Engagement Blueprint](#), ENGAGEDurham is a pilot initiative to coordinate engagement efforts between City-County Planning, City Transportation, City Neighborhood Improvement Services, and City General Services Departments. This pilot will be a multi-year engagement process to influence positive outcomes for a variety of projects, specifically our new Comprehensive Plan.

As a pilot effort we recognize that we are trying new things and have much to learn along the way. We may not get it right the first time, but we will keep listening, learning, and adapting our approach as we go. We are working to develop new engagement methods that prioritize racial equity and ensuring those who have been historically excluded from decision-making will have a voice.

As a broad vision document, our new Comprehensive Plan needs to address racial equity in our growth and development outcomes and to begin to address the historical inequities in past land use and transportation decisions. In order to do that we need to ensure that all voices are heard, and in particular the voices of vulnerable communities, those that have been traditionally underrepresented or not been heard at all.
B. Goals

1. Ensure that vulnerable communities, hard-to-reach groups and under-represented people and groups are engaged and heard as part of the process (see section below on priority groups)
2. Ensure that a variety of communication channels are used so that information is easily accessible and convenient for all people, in particular the priority groups outlined in section C.
3. Ensure that participation in this planning process is a choice. This means developing a strategy to create awareness that opportunities exist for all interested members of the community to contribute to developing the plan.
4. Ensure that the communication team has substantial autonomy to decide, guide, and direct the methods and activities used in the engagement process.

C. Focuses (Priority Groups)

Specific methods will be used draw participation that reflects the diversity of Durham. This will include strategies for hard-to-reach groups and those who haven’t been involved in a community planning process. These strategies will be focused on involving people from different geographies, demographic groups, community groups and organizations throughout all of Durham. For this process the priority groups identified so far include:

People who are:
- Youth and teens (under age 18, including those in the foster care system)
- Homeless
- Justice involved

People who have:
- Limited English proficiency*
- Physical or cognitive impairment

People who live in certain geographies (TBD)

* In order to reach people with Limited English Proficiency communication materials will be developed in both English and Spanish. Specific Spanish language channels will be used as well.

D. Outreach and Communications Overview

There are two aspects of ensuring a successful community engagement process from the standpoint of spreading the word and ensuring everyone in the community is aware of the opportunities to get involved.

Communications/Publicity (creating general awareness)
- Creating a project brand and Identity
- Developing collateral (posters, postcards, business cards, etc.)
- Leveraging media assets (ads, press releases, etc.)
- Identify communication channels to reach priority groups
Outreach (personal invitations and word of mouth)
- Identifying opportunities to connect with people and invite them into the process.
- Determining best methods for communication
- Providing input on strategies for reaching underrepresented groups
- Energizing networks - people/organizations
- Personally inviting people to participate in the process

E. Key Messages
The following statements explain more about the engagement philosophy that is being followed for the Comprehensive Plan process and Transit Plan. These are not necessarily public facing messages but could be used to help explain the approach.

Engagement Philosophy (internal)
1. **We’re trying something new and adjusting as we go.** The planning team is dedicated to improving engagement opportunities as the process unfolds—share your ideas! Help us re-imagine what community engagement looks like in Durham. Tell us how we can do better.

2. **Listening to the community, learning from our past actions.** By acknowledging our past mistakes and successes we can move towards a more collaborative future.

3. **Prioritizing equity.** By keeping equity at the center of our work and by using the framework of the Equitable Community Engagement Blueprint, the planning team is working to translate the framework into strategies to bring underrepresented voices to the forefront.

Key Messages (external)
Getting the community involved in a planning effort can be challenging. These general messages will help encourage people to get involved and participate in the process:

1. **This is a special opportunity. We need your help.** This is a special moment in time for our community and it won’t come around again for a number of years. Now is the time to come together to think creatively about the future of the city and county of Durham. The comprehensive plan will have a significant impact in shaping our community for years to come. Don’t miss out!

2. **Everyone is invited!** Join your neighbors in shaping how Durham will be a place where everyone can thrive. To do that we need to hear everyone’s voice. We invite everybody who cares about the future of Durham to get involved in this process and share your ideas.

3. **This is your community – you are the expert.** No one knows the community like those of us who live or work here. The community’s authentic voices are essential to this planning process.

4. **We are listening. Your opinion matters.** As someone who lives, works, owns a business, goes to school or simply cares about the future of Durham, your opinions and ideas are valued. We need to hear from you.

5. **This is for your children.** Get involved in the Comprehensive Plan process to help make a better future for your children.

www.engagedurham.com/comprehensiveplan
6. **You are Durham’s future.** This plan is for you and your future, get involved to share your big ideas for the future of Durham.

**Call to Action Messages**
The following call to action messages follow a “Why, how, what” format can be tailored for both the Comprehensive Plan and Transit Plan processes. A few examples are below.

You should get involved in the Comprehensive Plan Process because this is your community – you are the expert and we need your ideas, feedback and thoughts to craft a strategy for how we want to grow and develop over the next 30 years. Get involved to have your voice heard. Attend the Listening and Learning Workshops in November.

Are you Durham Proud? Share your ideas for the future of our community to build a stronger Durham - a place where everyone can thrive. To do that we need to hear everyone’s voice. Get ENGAGEDurham today!

How are you ENGAGEDurham? Get involved today, this is about your future, your kids future, your grandkids future! We are listening. Your opinion matters!

Do you want a say in where bus stops go and what they look like? Do you have ideas for new local transit routes? Get ENGAGEDurham today to share your ideas as part of the Durham Comprehensive and Transit plan process.

**F. Community Input Opportunities**
Below are the opportunities for general public input. The Communications Plan will be focused on making the community aware of these opportunities. The general timeframe is identified.

Also, during every community engagement event throughout the process, participants will be asked to complete an exit questionnaire related to demographics. Using this information, the Team will reassess the structure of future communications, and the outreach and engagement format to be responsive and make any necessary changes going forward. The Engagement Ambassadors will help fill in gaps in participation based upon the exit questionnaire data in the form of meeting-in-a-box or similar follow-up activities.

**Round 1: Listening and Learning Session**
- **Date:** Week of November 18th 2019
- **Description:** A series of four workshops, called “Listening and Learning Workshops,” will take place in several locations throughout the City and County and provide an overall orientation for the community to the planning process. The goals of the Listening and Learning workshops are to acknowledge the difficult history and past mistakes, share existing conditions and realities about the state of the community today, and incorporate open listening time to hear what is on people’s minds. All of which will help lay the foundation for the process—to start the conversation and to inspire the community to think big about what they want. The agenda for the workshops will include a brief assembly period during which there would be an overview of the process and timeline, followed by small group activities designed to be relevant, interactive, and encourage dialogue. Online engagement activities reflecting those in the Listening and Learning workshops.
will also be available. The Engagement Ambassadors will support the Listening and Learning workshops by conducting specific input gathering following the four workshops.

**Round 2: Vision Summit**
- **Date:** March 2020
- **Description:** This community-wide workshop, called the “Vision Summit,” will build on the Listening and Learning Workshops. The event will be broadly promoted and scheduled on one evening in one location. The Vision Summit will center on activities that will focus on how the City-County should plan for its future. The conversation will focus on generating and affirming a vision and a set of associated values/goals based on what was heard in the Listening and Learning Workshops. Online engagement activities will also be available that reflect the Vision Summit activities. The Outreach Team will support the Vision Summit by conducting specific outreach and provide general support during the workshops.

**Round 2a: Pop-up Workshops**
- **Date:** 3-4 weeks following Vision Summit, Spring 2020
- **Description:** The strategy for the “pop up” workshops is to take messages and information directly to people throughout the City-County—especially the hard-to-reach members of the community and traditionally underrepresented audiences. After reviewing the exit questionnaires from the Vision Summit, the Team will lead and host “pop-up” workshops throughout the community to reach those who were not well represented at the Summit, such as at Durham station, a grocery store, City and County parks, the senior center, a homeless shelter, etc. Activities will be conducted in places and at events where people are already planning to be to maximize interest and participation rates. It is anticipated that a series of “pop up” workshops will be planned in association with the Vision Summit. The activities will be designed by the Team and staffed by staff and the Engagement Ambassadors to help realize them.

**Round 3: Community Choices Meetings**
- **Date:** October 2020
- **Description:** During a series of four face-to-face workshops participants will be invited to interact with what was learned through previous rounds of engagement and to prioritize and comment on preliminary goals and policy priorities of the plan. Online engagement activities will also be provided that mimic the Community Choices activities. The Outreach Team will support the Community Choices Meetings by conducting focused outreach and provide general support during the workshops. The Engagement Ambassadors will also help fill in gaps in participation based upon the exit questionnaire data in the form of meeting-in-a-box or similar follow-up activities.

**Round 4: Open House(s)**
- **Date:** July 2021
- **Description:** Final Open House(s) will be held once the draft Comprehensive Plan has been prepared, but before it has been finalized. It will begin with an evening event at a single location but be designed so that it can also be used as a traveling exhibit (road show). A presentation by the Team will summarize the Comprehensive Plan, but most of the time will be reserved to allow people to view and comment on a series of displays summarizing the plan. The Team and Staff will be present to answer questions on a one-on-one
The Open House displays will then travel to different locations in the City and County for a period of time after the event for extended viewing. In addition, the boards will be posted online. In both cases, preferences for recommendations and comments can be provided. The project displays will be designed to be mobile device friendly, so they can easily be viewed on smartphones and tablets.

G1. Communication Channels (general)

1. **Project Website.** The project website, EngageDurham.com, is a platform for sharing information about the new community engagement initiative, ENGAGEDurham. The Comprehensive Plan is one of several projects that have websites launched off of this engagement portal. The Comprehensive Plan project website can also be access by www.engagedurham.com/comprehensiveplan and contains information in English and Spanish about the overall comprehensive planning process, specific engagement activities, project news, and will host online activities.

   **Responsibilities:**
   - **Consultants:** Design of website as well as ongoing maintenance and updating of the project website for duration of project
   - **City-County staff:** Review content, link to project website from City-County Planning Department page
   - **Communications Team:** Provide input and ideas for website content.
   - **Outreach Team:** Share website URL and encourage people to visit the website and sign up to receive email or text project updates.

2. **Social Media Platforms.** The City and County’s existing Social Media assets will be used throughout the process.
   - The City of Durham has active Facebook, Twitter, and Instagram accounts (all @CityofDurhamNC). Additionally, Nextdoor, YouTube, and Flickr, are platforms that will be used to leverage messaging and promote activities. Currently there are at least 5 posts per week, these channels will be used to distribute information about the Comprehensive Plan news and events.
   - Durham County has active Facebook (@DurhamCountyGov) and Twitter (@DurhamCounty) accounts. With at least 5 posts per week, these channels will be used to distribute information about EngageDurham news and events. Additionally, Nextdoor will be used to leverage messaging and promote activities.
   - EngageDurham will also employ the help of public entities to cross-promote information. These groups include: Durham County Public Libraries, Durham Public Schools, GoTriangle, Durham Tech, NCCU, Duke, Remind (NC Public Schools notification system), Water Management, Stormwater Services/Public Works, Durham I-Team (Budget), Durham One Call, Neighborhood Improvement Services’ Community Relations Division, and Downtown Durham Inc.
   - Additional public/government departments that will share information about the process include: Parks and Recreation, Fire Departments, Durham County EMS, Police, Durham County Public Health, Durham County Social Services.
The process will use the hashtag #EngageDurham. Posts will also include other active hashtags such as #BullCity #Durm #BestOfTheBull and a specific Comprehensive Plan hashtag #DurhamCompPlan to increase traffic and awareness.

**Responsibilities:**
- **Consultants:** Create post content
- **City-County Staff:** Review post content, post and manage social media (City-County assets), share content with the public entities and public government/departments to cross-promote
- **Communications Team:** help brainstorm social media strategies, “like” or follow the social media pages and posts and share through personal or professional networks any posts about the planning process.
- **Outreach Team:** “like” or follow the social media pages and posts and share through personal or professional networks any posts about the planning process.

3. **Print Publicity Collateral.** A series of print materials will be designed to promote the process and invite people to participate (project business cards, grab cards and posters). Each round of engagement will have a postcard and poster design to promote the events and activities. An electronic copy of all collateral will be made available for distribution and sharing by the Outreach Team and others in the community.
   - Printed collateral will be available for distribution throughout the city.
     - Potential locations that can be used to display information about EngageDurham could include places such as the Durham County Administration Building I & II, local libraries, commercial storefronts etc.

**Responsibilities:**
- **Consultants:** Design and produce all print collateral pieces, including digital PDF versions for each round of community engagement
- **City-County Staff:** Hang posters and distribute rack cards in all City and County-owned facilities
- **Communications Team:** Help brainstorm messaging and types of collateral need for each round
- **Outreach Team:** Provide feedback on draft materials and distribute to networks (hand out cards at community events, distribute at places of work/worship, neighborhoods, local businesses, community bulletin boards, etc.)

4. **Promotional Items.** T-shirts, pins, and other items will be designed and created to increase visibility of the process.
   - The Comprehensive Plan will use promotional items to increase awareness about the process.
   - T-shirts will be created for all Communication and Outreach team members to wear throughout the process to increase exposure
   - Throughout the process, additional promotional items may be developed

**Responsibilities:**
- **Consultants:** Design promotional items
- **City-County Staff:** Review, order and distribute material
- **Communications Team:** Distribution of materials/items
5. **Media.** Media assets, both online and print, will be included in the form of press releases and letters to the editor. Newspaper and online ads might also be incorporated depending on the level of attention by the media and general awareness through other efforts.
   - Durham has several major newspapers, including several that serve specific groups. The Herald-Sun and News-Observable are among the region wide newspapers serving the entire community. The Carolina Times and Triangle Tribune serve the African American population and Que Pasa and La Noticia serve the Latinx population. Indyweek is a free weekly newspaper distributed throughout the area.
   - The Herald-Sun, News-Observable, The Triangle Tribune, Que Pasa, La Noticia, and Indyweek are all available online.
   - DurhamRegion.com is an online-only news publication.

**Responsibilities:**
- **Consultants:** Review draft press release language, design print ads, etc.
- **City-County Staff:** Create draft press release language and distribute press releases.
- **Communications Team:** Write letters to the editor (using provided guidance and examples).
- **Outreach Team:** Write letters to the editor (using provided guidance and examples).

6. **Email.** A project-specific email distribution list will be built throughout the process. This list will be built through an opt-in form on the project website as well as through the sign-in sheets collected at the community engagement events.
   - The City of Durham has an existing email list and sends an email out every week (Thursdays).
   - Durham County has an existing email list and sends out emails once a week.
   - The ENGAGEDurham.com has a contact form to collect email addresses. Branded email campaigns will be designed and distributed to individuals who sign up to receive specific updates about the process.
   - The Planning Department has the Planning Notification Service email list and sends out emails on Fridays.

**Responsibilities:**
- **Consultants:** Create, manage and send out all project specific email campaigns through Mailchimp.
- **City-County Staff:** Review all email content and send via eCrier to news releases, planning and EngageDurham lists. Include EngageDurham in email signature.
- **Communications Team:** Help craft messages and email language. Forward all email campaigns to networks.
- **Outreach Team:** Forward all email campaigns to networks.

7. **Text Messaging –** Utilizes Public Input platform. 5000 text messages to use before October, will use to spread word about Listening and Learning workshops.
8. Radio/TV. This includes all local radio stations, earned radio spots as well as any local television coverage or local access television stations.
   - Durham’s local radio stations include NCCU’s WNCU 90.7, NC Public Radio WUNC 91.5 and the Mexican regional station, WVMY 101.1
   - The local news stations in Durham include ABC-11, CBS-17, WRAL-5, and Spectrum News 14.
   - Durham Television Network (DTN) will help reach the general population.
   - Durham Schools have a podcast
   - City of Durham has a radio show/podcast

Responsibilities:
   o Consultants: develop scripts and content
   o City-County Staff: Share content with local stations and channels, appear on radio or tv segments with members of outreach team
   o Communications Team: Leverage knowledge of radio/tv advertising and messaging
   o Outreach Team: Appear on radio or tv segments with City-County staff

9. Community Events. Civic organizations and community events will be leveraged to spread the word. These could be in the form of a community wide event where postcards could be handed out and/or an announcement made. Smaller-scale civic organization meetings could be another opportunity where a simple presentation could be made and postcards distributed during a monthly meeting. Civic organization newsletters and mailings could also be used as a channel for distributing information about this process.
   - Discover Durham’s community calendar: https://www.discoverdurham.com/things-to-do/ provides several event opportunities to share information and promote EngageDurham
   - Durham Parks and Recreation Department has events: https://www.dprplaymore.org/274/Special-Events to share information

Responsibilities:
   o Consultants: Create resources for community events or meetings (PPT, talking points, etc.)
   o City-County Staff: Meet with City and County departments and community organizations to share information as appropriate; Attend community events to work at a booth, distribute cards, make announcement etc.
   o Communications Team: Assist in selecting community events to attend, identify best methods for distribution at each event
   o Outreach Team: Attend community events to work at a booth, distribute cards, make announcement etc.

10. Other Communications. Other communications will be used to provide updates and information about the planning process as appropriate throughout the process.
   - The Durham Digest is a quarterly insert to the water bill that gets distributed to 90,000+ households.
• Assistant Director James Davis with the Neighborhood Improvement Services Department will provide input with his staff who are tasked help with implementation of the Equitable Engagement Blueprint and provided assistance with the Language Access Plan.
• Digital Signage-Durham Stadium
• E-Signage at all Durham County Libraries, Durham County Administration I&II, Durham County Cooperative Extension, Durham County Criminal Justice Resource Center.
• Placards on the Durham public buses to advertise surveys, meetings, and other updates about the Comprehensive Plan (buses also have free wifi for people to take online surveys etc.)
• The Communications and Outreach Teams will help determine neighborhood/HOA specific newsletters or specific places of worship to share information.
• Video Project – Outreach Team members and other community members to make short 20 second videos about how they are excited to participate in ENGAGEDurham and encourage attendance at the Listening and Learning workshops. NCCU has studio and could possibly help put together a longer promo video.

Responsibilities:
  o Consultants: Create or review content as needed
  o City-County staff: Create or review, manage and distribute newsletter content for City-County opportunities
  o Communications Team: Help identify opportunities
  o Outreach Team: Help identify opportunities and support as necessary

G2. Communication Channels (Priority Groups)
General:
  • Durham CAN
  • Places of worship
  • Schools
People who are:
  • Youth and teens (under age 18, including those in the foster care system)
    o Office on Youth, Youth Commission
    o Parks and Recreation Department
    o Superintendent Advisory Council—HS students, meets monthly
    o Hillside Student Government Association
    o Kids voting—non-profit
    o Foster care system/program
  • Homeless
    o Durham Continuum of Care – consortium of non-profit service providers
  • Justice involved
    o Criminal Justice Resource Center- local, re-entry council
    o ITeam, office of work force development
People who have:

- Limited English proficiency
  - Mayor’s Committee for Hispanic/Latinos
  - El Centro Hispano
  - Schools ESL programs (other language groups)
    - Jordan and Riverside HS each had more than 200 students test for ESL fluency
    - Southern HS had between 150-200 students test
    - Northern and Hillside HS had between 100-150 students test.

- Physical or cognitive impairment
  - Durham Continuum of Care- consortium of non-profit service providers
  - Alliance Behavior Health
  - Mayor’s Committee for People with Disabilities
  - Durham Public Schools, Exceptional Children’s Center
  - GoDurham- paratransit program
  - NAMI

People who live in certain geographies (TBD)
DRAFT (AS OF 9/19/2019)

Engagement Ambassadors: Gather public input from under-represented populations

This document provides background and expectations on a special effort of the engagement process for creating a new comprehensive plan. In demonstration of the commitment to “do things differently”, a special group of community members are needed to make sure the voices of under-represented communities and groups are heard in an authentic and intentional way.

The ENGAGEDurham Outreach Team is an essential part of a successful process. A sub-set of this group is needed to serve as Engagement Ambassadors. While the Outreach Team is focused on getting the community to four community-wide meetings in November (Listening and Learning sessions), following those sessions the Ambassadors will take the process to under-represented communities to get their input.

To help ensure engagement with under-represented communities in this comprehensive planning process, members of the Outreach Team are sought to serve as Ambassadors for the initial round of engagement for the comprehensive plan. Passion for engaging those who have been under-represented is essential. The Ambassadors will be hosting small gatherings of under-represented communities with what we are calling a Meeting in a Box at locations convenient to the participants. These small group meetings will allow under-represented perspectives to be heard loud and clear.

The role of the ambassador is to LISTEN, answer general questions about the comprehensive plan process, and collect input on the ideas, issues and concerns that are urgent for under-represented communities and groups. Ambassadors will be provided all the materials needed to collect this input and return the information to the Planning Team so that they can incorporate these voices into the overall comprehensive plan process. A key objective of this approach is to build trust in the efforts at equitable engagement and encourage members of under-represented communities to participate in future, community-wide events.

At the Listening and Learning sessions in November, demographic information of participants will be collected and analyzed to determine parts of our community that were not present. The results will determine which under-represented communities and groups the Ambassadors will reach out to for Meetings in a Box.

Engagement Ambassadors must have demonstrated connections to under-represented communities or groups that will allow them to easily conduct several Meetings in a Box. Engagement Ambassadors must participate in orientations and training to prepare them to lead Meeting in a Box sessions.
Questions and Answers

What is an Engagement Ambassador?
- Individuals who can demonstrate strong connections to communities and groups historically under-represented in civic affairs and are comfortable organizing and leading small group *Meetings in a Box* to make sure these under-represented communities’ and groups’ voices are heard throughout the comprehensive plan process.
- Key resources who will gather input from each *Meeting in a Box* and submit to the Planning Team for incorporation in the comprehensive plan process.

What is expected of an Engagement Ambassador?
- Assist with equitable engagement by canvassing and conducting small group *Meetings in a Box* with under-represented communities and groups to gather their input.
- Educate under-represented communities and groups on what a comprehensive plan is, the schedule for public events, and timeline for completion.
- Inspire excitement and build trust among under-represented communities and groups in the comprehensive plan process.
- Invite and encourage under-represented communities and groups leaders and other influencers to also participate in future public events.
- Lead and host a minimum of two small *Meetings in a Box* (8 to 10 people).
- Gather and record under-represented communities and groups input on key ideas and issues.
- Alert the Planning Team to any problems or major concerns to resolve that might be a barrier to building trust in the community and to progress and support for the comprehensive plan.

How are Engagement Ambassadors Selected?
Outreach Team members who represent or have strong ties with historically under-served communities and groups are requested to indicate their interest in becoming an Engagement Ambassador. The selection criteria is simple:
- Passion and willingness to do extra work beyond the Outreach Team.
- Commitment to lead and host a minimum of two *Meetings in a Box*.
- Ability to explain why or how the under-represented communities and groups with whom they have strong connections has been historically under-represented.
- Sufficient networks to bring a minimum of 16-20 people together for *Meetings in a Box*.
- Comfortable speaking in small groups and to strangers.
- Able be a neutral facilitator when collecting input.
- Able to participate in orientation and training for Engagement Ambassadors.
- Commitment to gather and record input from the *Meetings in a Box*.
- Commitment to turn in the completed community input forms after each *Meeting in a Box* to the Community Engagement or Planning Team no later than one week after each event.
What training or orientation will I receive?
Ambassadors will receive materials for *Meetings in a Box* and a short orientation from the Planning Team to prepare them, identify any barriers, and answer any questions they may have about the comprehensive plan. The orientations will focus on strategies to bring people out, role play around answering sticky questions, offer constructive feedback on presentation styles, and instructions on completing the community input form. More specifically, Ambassadors will:

- Receive all the materials needed to lead and host a minimum of two *Meetings in a Box* after each public event; and
- Have contact information for the Planning Team to join any of their *Meetings in a Box*.

Is there Compensation?
Yes. The work of the Ambassadors is unique. It is acknowledged that every member of the Outreach Team is volunteering their time because they wish to build a better future for Durham. But that future must be more equitable and inclusive than it has been in the past, and involving historically under-represented communities and groups is the first step.

In recognition of the extra work they are being asked to do, Ambassadors will receive a modest honorarium in the form of gift cards:

- $75 for each *Meetings in a Box* hosted to be received only after each community input report is submitted (two minimum = $150).
- $75 for participation in each orientation/training session
- Total compensation cannot exceed $600 per person per calendar year (applicable only if Engagement Ambassadors choose to host *Meetings in a Box* beyond the minimum).

Sequence of Activities
Engagement Ambassadors are expected to host a minimum of two (2) *Meetings in a Box* following the November Listening and Learning sessions. Those who can host more are encouraged to do so, not to exceed seven (7) in a calendar year. To receive compensation, each *Meetings in a Box* must have 8-10 people, verified by the completed community input forms.

Below is a sample sequence of activities:

**Phase One: Listening and Learning (November/December 2019)**

- Training/Orientation
- Host two *Meetings in a Box* with under-represented communities and groups who are most absent from Listening and Learning sessions in November.
- Complete Community Input Form
  - Using the work plan template provided at orientation, keep track of the groups and location of *Meetings in a Box* (consider churches, barbershops, hair salons, faith-based and cultural centers, etc.)
  - The work plan template will ask you to document the following (who are you meeting with, date, location, how you are reaching out, and detailed information for your primary contact, etc.; if you lead the group, select someone else in the group as the main contact)
o Extend invitation to 10-12 people
o Host event (all materials needed to gather input will be provided)
o Record all input (on materials provided)
o Drop materials off at City Hall or request Planning staff to pickup after each completed event or as a group.
• Gift Card Honorarium = $75/for each Meeting in a Box (Provided when materials are submitted)

Support Provided
All Ambassadors will be provided with the following items to assist in their work. The goal is that no costs will be incurred by the ambassador to complete their tasks.
• Parking vouchers
• Bus passes
• All printed and digital materials needed to conduct outreach (Outreach Toolkit)
• All printed materials needed to gather input
• All supplies needed to gather input (pens, stickers, post-it notes etc.)
• Refreshments (or $ for refreshments) for meetings??

Additional Tasks
All Ambassadors are also part of the Outreach Team working to help deliver participants to the process by word-of-mouth methods. See Outreach Team job description for additional details on specific responsibility of the Outreach Team.

If you have questions:
Lisa Miller
Senior Urban Designer
Durham City-County Planning Department
101 City Hall Plaza, Ground Floor, Suite G500
Durham, NC 27701
Lisa.Miller@durhamnc.gov
919-560-4137 ext. 28270
Date: October 2nd, 2019

To: Members of the Joint City-County Planning Committee
Through: Patrick O. Young, AICP, Planning Director
From: Carl Kolosna, AICP, Senior Planner
Subject: Unified Development Ordinance Text Amendment, Outdoor Lighting (TC1900002)

Summary
Text Amendment TC190002 is a privately-initiated request to amend Unified Development Ordinance (UDO) 7.4.2B.2, Outdoor Lighting, Applicability. Currently, per UDO 7.4.2B.2, outdoor lighting that is used exclusively for recreational activities, is at least 100 feet from residential uses, and is not illuminated during late hours is exempt from the lighting standards set in place by UDO 7.4. This amendment would allow lighting that operates during late hours to maintain its exemption from the standards of UDO 7.4, provided that a minor special use permit is issued. In addition to the minor special use permit, lighting that is illuminated during late hours would still have to be an exclusively recreational use and be at least 100 feet from residential uses to maintain its exemption from UDO 7.4. See Attachment A for application.

Recommendation
The staff recommends that the Joint City-County Planning Committee receive this report and provide comment prior to the next steps of the adoption process. No additional action is required.

Background
UDO 7.4 creates standards to assure that “adequate exterior lighting is provided for nonresidential and multifamily developments to facilitate crime prevention, security, and safe passage, and that exterior lights be shielded so that the light cast beyond the property line does not exceed the limits in accordance with these standards.” Specifically, these standards include a table of minimum and maximum intensity of light (measured in foot-candles) allowed at different parts of the site, height limitations for certain types of lighting, and requirements that lighting be oriented so as not to direct glare in a manner that may distract or interfere with the vision of drivers, among other standards.

---
1 Late hours are defined per UDO 7.4.2B.2 as between 1:00am and 8:00am on Friday and Saturday and between 12:00am and 8am for all other days.
2 Per UDO 7.4.1
Per UDO 7.4.2, certain lighting is exempted from the standards and limitations described above. To secure this exemption, the lighting must:

1. Be used exclusively for recreational activities, concerts, plays, or other outdoor events open the public, and
2. Be located at least 100 feet from adjacent residential uses, and
3. Be shut off by midnight or 1:00am, for weekdays and Friday/Saturday nights, respectively, (except in the UC, UC-2 zoning districts or Downtown Tier, where there is no hour of operation limitation)

Initially, the applicant proposed an amendment that would modify the 3rd item to eliminate the hours of operation requirements on any parcel within an Industrial, Industrial Light, or Industrial Park. This would essentially allow development within those three zoning districts (that still met the 1st and 2nd items) to be illuminated at any time and also to be fully exempt from the standards and limitations of UDO 7.4. See Attachment B.

After discussion with staff regarding concerns about the scope and impacts of such an amendment, the applicant amended the proposal to rather allow expanding the hours of operation for exempted lighting with the issuance of a minor special use permit. See Attachment A.

**Issues**

In a scenario where development is exempt from standards and limitations related to lighting intensity, direction, and height, the unique characteristics of the proposed development site and adjacent development are particularly important and may vary on a case-by-case basis.

The issuance of a minor special use permit requires that the Board of Adjustment (BOA) make a number of findings specific to the development in question. In this way, the minor special use permit process is well suited to assess specific impacts (in this case lighting) for the unique characteristics of a site such as topography, impact on adjacent development, and impact on adjacent drivers. Specifically, to issue a minor special use permit, the BOA must find that the use is:

- In harmony with the area and not substantially injurious to the value of properties in the general vicinity;
- In conformance with all special requirements applicable to the use;
- Will not adversely affect the health or safety of the public; and
- Will adequately address the review factors identified below.

There are fourteen review factors that must be addressed. A number of them specifically relate to potential impacts from lighting, and are listed below:

- Lighting – Location of exterior lighting with reference to glare, traffic safety, economic effect and compatibility in the area
• Effect on Nearby Properties – Effects of the proposed use on nearby properties, including, but not limited to, the effects of noise, odor, lighting, and traffic.
• Compatibility - The level of general compatibility with nearby properties and impacted neighborhoods, including but not limited to the appropriateness of the scale, design, and use in relationship to other properties.

Overall, the minor special use permit process is an appropriate avenue for assessing unique and individualized development issues, such as lighting for a particular site. Via the special use permit process, concerns related to lighting for a particular development could be assessed in a transparent and evidentiary-based manner. Even with the adoption of this amendment and subsequent issuance of a minor special use permit, lighting exempt from UDO 7.4. would still be required to conform to basic land use protections like the 100-foot residential setback.

Staff Contact
Carl Kolosna, AIPC, Senior Planner, 919-560-4137 ext 28247; Carl.Kolosna@DurhamNC.gov

Attachments
Attachment A: TC1900002 Application
Attachment B: TC1900002 Old Application
Applicant Information

<table>
<thead>
<tr>
<th>Name: Colby Price</th>
<th>Telephone: 864.263.5439</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company/Organization:  RealtyLink</td>
<td>Email: <a href="mailto:cprice@realtylinkdev.com">cprice@realtylinkdev.com</a></td>
</tr>
<tr>
<td>Address: 201 Riverplace Suite 400</td>
<td>City/State/Zip: Greenville, SC 29601</td>
</tr>
</tbody>
</table>

Proposed Amendment(s)

In the space below, provide details of the proposed amendment(s), including:
1. Current UDO Reference: (List Articles, Sections, and paragraphs affected to the best of your knowledge);
2. Current and proposed text (with strike-out of deleted text and underline of proposed text), diagram, and/or illustration; OR detailed description of desired change; and
3. Justification for the amendment(s), including to the best of your knowledge:
   a. How the proposal is consistent with the Comprehensive Plan citing applicable goals, objectives, and/or policies;
   b. How the proposal is reasonable and in the public interest; and
   c. How the proposal may affect other portions of the UDO, as applicable.

see attached.

(attach additional sheets as needed)

Contact Information: For questions regarding text amendment applications, please contact Michael Stock, Senior Planner at 919-560-4137 ext.28227 or Michael.Stock@DurhamNC.gov.

Submit To: Durham City-County Planning Department, 101 City Hall Plaza, Durham, NC 27701.

Signature of Applicant (Required)

Signature of Applicant [Signature] Date 9.6.19

Tracking Information (Staff Only)

Assigned Case #: TC1400007 - 2nd Version Date Received: 9/10/19
Received By: CPK Fees Paid: Yes No
1. Section 7.4.2B and Section 7.4.3.B.2
2. a. **Section 7.4.2B**-The following shall be exempt from these provisions the standards in Sections 7.4.2A and 7.4.3.
   b. **Section 7.4.3.B.2**-Outdoor lights used exclusively for recreational activities, concerts, plays or other outdoor events that are open to the public, provided that the light fixtures are located at least 100 feet from any adjacent residential use and the event or function meets all other applicable zoning requirements. Such lighting shall not be illuminated between the hours of 12:00 a.m. and 8 a.m. and between 1:00 a.m. and 8 a.m. Friday and Saturday except in the UC or UC-2 districts, the Downtown Tier, and as authorized by a minor special use permit. For purposes of the hearing on the minor special use permit application the sole issue shall be the requested increase in hours of illumination, and only the review factors found in Section 3.9.8.B.4,10,11, and 12 may be considered in connection with the requested increase in hours of illumination.
3. A. as drafted Section 7.4.2.8.2 seeks to afford opportunities for outdoor recreation activities, concerts, play or other outdoor events while avoiding negative impacts on residential areas. The existing text of 7.4.3.B.2 requires that illumination end by specified times, except in specified districts. The exception for certain districts indicates an understanding that there are properties and circumstances that both warrant additional illumination time and that do not adversely impact surrounding properties. Consistent with the recognition in the existing text the proposed amendment would afford landowner's the opportunity to demonstrate that a proposed use warrants additional illumination time and would not adversely impact surrounding properties through the minor special use permit process.
   B. The proposed amendment promotes outdoor activity, promotes the utility of property thereby enhancing property value, generates property and sales tax revenue, and promotes job creation without negatively impacting surround properties.
   C. Applicant does not perceive the proposed amendment to have any impact on the other portions of the UDO.
# Unified Development Ordinance (UDO) Text Amendment Application

## Applicant Information

<table>
<thead>
<tr>
<th>Name</th>
<th>Telephone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colby Price</td>
<td>864.263.5439</td>
<td><a href="mailto:cprice@realtylinkdev.com">cprice@realtylinkdev.com</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Company/Organization</th>
<th>Address</th>
<th>City/State/Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td>RealtyLink</td>
<td>201 Riverplace Suite 400</td>
<td>Greenville, SC 29601</td>
</tr>
</tbody>
</table>

## Proposed Amendment(s)

In the space below, provide details of the proposed amendment(s), including:

1. Current UDO Reference: (List Articles, Sections, and paragraphs affected to the best of your knowledge);
2. Current and proposed text (with strike-out of deleted text and underline of proposed text), diagram, and/or illustration; OR detailed description of desired change; and
3. Justification for the amendment(s), including to the best of your knowledge:
   a. How the proposal is consistent with the Comprehensive Plan citing applicable goals, objectives, and/or policies;
   b. How the proposal is reasonable and in the public interest; and
   c. How the proposal may affect other portions of the UDO, as applicable.

See attached.

(attach additional sheets as needed)

**Contact Information:** For questions regarding text amendment applications, please contact Michael Stock, Senior Planner at 919-560-4137 ext. 28227 or Michael.Stock@DurhamNC.gov.

**Submit To:** Durham City-County Planning Department, 101 City Hall Plaza, Durham, NC 27701.

## Signature of Applicant (Required)

Signature of Applicant: [Signature]

Date: 7/1/19

## Tracking Information (Staff Only)

<table>
<thead>
<tr>
<th>Tracking Information</th>
<th>Date Received</th>
<th>Fees Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assigned Case #:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Received By:</td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No</td>
</tr>
</tbody>
</table>

Unified Development Ordinance (UDO) Text Amendment Application
Form 1107, April 2018

Page 1 of 1
1. Section 7.4.2B and Section 7.4.3.B.2

2. **Section 7.4.2B** - The following shall be exempt from the provisions in Sections 7.4.2A and 7.4.3:

   **Section 7.4.3.B.2** - Outdoor lights used exclusively for recreational activities, concerts, plays or other outdoor events that are open to the public, provided that the light fixtures are located at least 100 feet from any adjacent residential use and the event or function meets all other applicable zoning requirements. Such lighting shall not be illuminated between the hours of 12:00 a.m. and 8 a.m. and between 1:00 a.m. and 8 a.m. Friday and Saturday except in the UC or UC-2 districts, the Downtown Tier, and on a Lot of Record that is located in an Industrial, Industrial Light, or Industrial Park districts in which districts and tier the foregoing limitation on the hours of illumination shall not apply.

3. a. As drafted Sec. 7.4.2.B.2. seeks to afford opportunities for outdoor recreational activities, concerts, play or other outdoor events while avoiding negative impacts on residential areas. The proposed amendment would allow nighttime lighting in industrial zones, which lighting would further the existing goal of affording opportunities for outdoor activities while preserving the goal of protecting residential districts from the negative impacts of those activities. The proposed amendment is also consistent with the Comprehensive Plan; it allows for enhancement of uses currently permitted in industrial zones without adversely impacting adjoining properties.

   b. The proposed amendment promotes outdoor activity, enhances the value of properties that now have a broader use, and increases tax revenue based on new uses, all without negatively impacting the enjoyment of surrounding properties.

   c. Applicant does not perceive the proposed amendment to have any impact on other portions of the UDO.”
Date: October 2, 2019

To: Members of the Joint City-County Planning Committee
Through: Patrick O. Young, AICP, Planning Director
From: Michael Stock, AICP, Senior Planner
Subject: Unified Development Ordinance Text Amendment, Affordable Housing Dwelling Unit Definition (TC1900005)

Summary
Text amendment TC1900005 would amend the current definition of an “affordable housing dwelling unit” within Sec. 17.3, Defined Terms, of the Unified Development Ordinance (UDO). The purpose of the amendment is to reflect differences between rental and for-sale units, and to make the definition consistent with the federal definition of low-to-moderate income housing. The amendment will also coincide with new policies/procedures being established by the City Community Development Department for tracking affordable housing units built under the UDO’s Affordable Housing Bonus program (Sec. 6.6).

Recommendation
The staff recommends that the Joint City-County Planning Committee (JCCPC) receive this report and provide comment. No additional action is required.

Background
The definition of an “affordable housing dwelling unit” was first defined in the UDO through text amendment TC1500003, which also included revisions to the existing Affordable Housing Density Bonus Program, and was adopted by City Council and the Board of Commissioners in August 2015. The definition was consistent with an affordable housing resolution adopted in 2014 which focused on housing for families at 60% of Area Median Income (AMI) or less. The definition did not distinguish between rental and for-sale units, and set the commitment to a 15-year term.

In February 2018, the City Council and Board of Commissioners approved a text amendment that included a new interim density bonus for projects in Compact Neighborhood Tiers. Included in this text amendment were discussions for revising the AMI limit for the definition of an “affordable housing dwelling unit,” but ultimately the 60% or less rule was maintained. However, the term of commitment was increased to 30-years.

The charter for the City of Durham maintains specific allowances for affordable housing density incentive programs for “low and moderate income” households (Sec. 94.2). Within the charter (94.2(c)(2)), the City can define the terms “low and moderate income” when there is a lack of a federal definition:
(2) Low and moderate income has the meaning prescribed by regulations of the United States Department of Housing and Urban Development applicable to the City of Durham’s metropolitan area. In the absence of such regulations, the term "low and moderate income" shall have the meaning prescribed by the city council by ordinance or resolution. The term "low and moderate income" shall also be construed to mean low or moderate income.

The Community Development Department utilizes definitions from the federal HOME program of the Department of Housing and Urban Development (HUD), where low-income limit is defined at 80% of AMI. The Home Investment Partnerships Program (HOME) further requires that rental assistance be targeted to households at or below 60% of AMI.

Issues
The current definition established in 2015, then modified in 2018 as discussed above, does not allow for any functional differentiation between rental and for-sale dwelling units, especially in regards to for-sale affordable housing providers use of the Affordable Housing Bonus. Furthermore, the definition does not account for scenarios for increased households earnings.

In consultation with the Community Development Department and the City Attorney’s Office, the proposed changes provide for the following:

1. Distinguishing between for-sale and rental units, where for-sale units are more likely to be generated at an 80% of AMI limit rather than at a 60% AMI.

2. Clarifies that the income levels can increase by focusing on initial rental or sale. For rental units, the initial must be at 60% of AMI or lower, but the household can increase earnings up to 80% AMI and the unit would remain an “affordable” unit. If tenant income rises above 80% AMI, the unit would no longer be counted as an affordable unit and the next available unit would need to be rented to an income eligible household. For for-sale units, initial income must be at 80% or less with no limit on future earnings, but resale must be to another household at 80% or less.

These revisions correspond with HUD’s HOME income level definitions, reflect the requirement by the City’s charter to utilize established HUD definitions, and provide opportunities for low income families to increase earnings and wealth building while maintaining an affordable place to live (i.e.: not penalizing a household for increased income).

Contact. Michael Stock, AICP, Senior Planner, 919-560-4137 ext. 28227; Michael.Stock@DurhamNC.gov.

Attachment: Attachment A: An Ordinance to Amend the Unified Development Ordinance Regarding the Definition for Affordable Housing Dwelling Unit (TC1900005)- JCCPC Draft
AN ORDINANCE TO AMEND THE UNIFIED DEVELOPMENT ORDINANCE REGARDING THE DEFINITION OF AN AFFORDABLE HOUSING DWELLING UNIT (TC1900005)

WHEREAS, the [Durham City Council/Board of County Commissioners] wishes to amend the definition of an “affordable housing dwelling unit”; and

WHEREAS, the City and County wish to implement a definition that is consistent with federal definitions for low income housing;

WHEREAS, the City has charter provisions to develop density bonus incentives for low and moderate income housing; and

WHEREAS, it is the objective of the [Durham City Council/Board of County Commissioners] to have the UDO promote regulatory efficiency and consistency and the health, safety, and general welfare of the community;

NOW, THEREFORE, be it ordained that Article 17, Definitions, of the Unified Development Ordinance is amended to make the following changes set forth in the deletions (strikethroughs) and additions (underlining) below:

PART 1
Sec. 17.3 Defined Terms
[Paragraphs not listed remain unchanged]

Affordable Housing Dwelling Unit: A dwelling unit committed for a minimum 30-year term as affordable, through covenants or restrictions, to households with incomes at 60% or less of the area median income for a family, as defined by the United States Department of Housing and Urban Development, for the jurisdiction; and where housing costs (rents, mortgages, utilities and condo, homeowners or other association fees) do not exceed 30% of a family’s income as verified on an annual basis.

A dwelling unit committed for a minimum 30-year term as affordable, through covenants or restrictions, to households with incomes as follows. Income eligibility, affordable rent levels and affordable for sale prices, as well monitoring and compliance requirements for Affordable Housing Dwelling Units, will follow the policies and procedures of the City of Durham’s Community Development Department.

- For rental units, household income at initial occupancy of the Rental Affordable Housing Dwelling Unit must be at or below 60% of Area Median Income as defined by the United States Department of Housing and Urban Development (HUD) for the HOME Investment Partnership Program. The unit will still qualify as an Affordable Housing Dwelling Unit if household income rises above 60% AMI but remains at or below 80% AMI after initial occupancy. If tenant income after initial occupancy rises above 80% AMI, the unit will no
longer qualify an Affordable Housing Dwelling Unit. The next available unit of similar size must be rented to a household at or below 60% Area Median Income to maintain the number of Affordable Housing Dwelling Units in the property.

- For homeownership units, household income at closing of the For Sale Affordable Housing Dwelling Unit must be at or below 80% of Area Median Income as defined by HUD for the HOME Investment Partnership Program. There are no limits on increases in income after closing as long as the unit remains the household’s principal residence. When the unit is no longer the principal residence of the household, it must be made available to an income qualifying household.

PART 2
That the Unified Development Ordinance shall be renumbered, including references, as necessary to accommodate these changes.

PART 3
That this amendment of the Unified Development Ordinance shall become effective upon adoption.