



September – October 2024

**Community Engagement
Window #2:
Testing Land Use
Alternatives**



Welcome!

Agenda



- Welcome/Introductions
- Land Use Alternatives
 - Purpose and intent
 - How they are defined
 - Outcomes of modeling
 - Collecting feedback
- Vision Themes and Goals
- Engagement Instructions
- Call to Action

Orange County Land Use Plan 2050 Website



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Project Overview

In 2023, Orange County launched a major effort—called the Orange County Land Use Plan 2050—to establish a cohesive, countywide land use vision for the future and an actionable strategy to achieve that vision. This planning process will result in a rewrite of Orange County's key policy document—the Comprehensive Land Use Plan. [Click here](#) to view the currently adopted plan.

The Orange County Land Use Plan will serve to guide the County's growth and conservation effort through the year 2050. By setting goals and objectives, County officials can use the document to guide policy decisions that effectively provide a high quality of life for community members. The Land Use Plan will consider a variety of topics related to physical planning in the community, including:

- Community Equity



<https://www.orangecountylanduseplan.com/>

Project Process



1
Phase 1:
Launch
Project

Summer
2023

**Set the Stage
&
Collect
Stakeholder
Inputs**

2
Phase 2:
Identify New
Issues and
Opportunities

Fall **2023**
to Winter
2024

**Collect
Community
Inputs
&
Define New
Issues and
Opportunities**

3
Phase 3:
Evaluate
Planning
Influences

Fall **2023**
to Winter
2024

**Evaluate
Existing
Conditions
&
Planning
Influences**

4
Phase 4:
Develop the
Plan

Spring
2024 to
Fall **2025**

**Vision and Goals
&
Test Land Use
Alternatives
&
Draft and
Finalize Plan**

5
Phase 5:
Adopt the
Plan

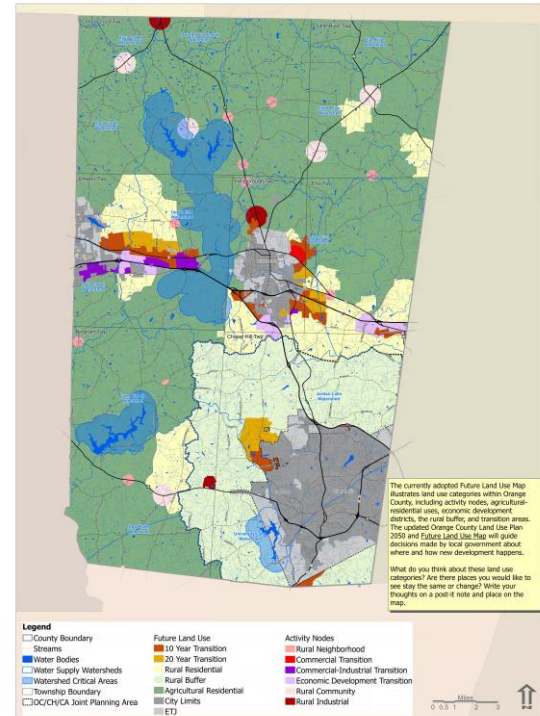
Fall **2025**
to Spring
2026

Adopt Plan

What is a Comprehensive Land Use Plan?



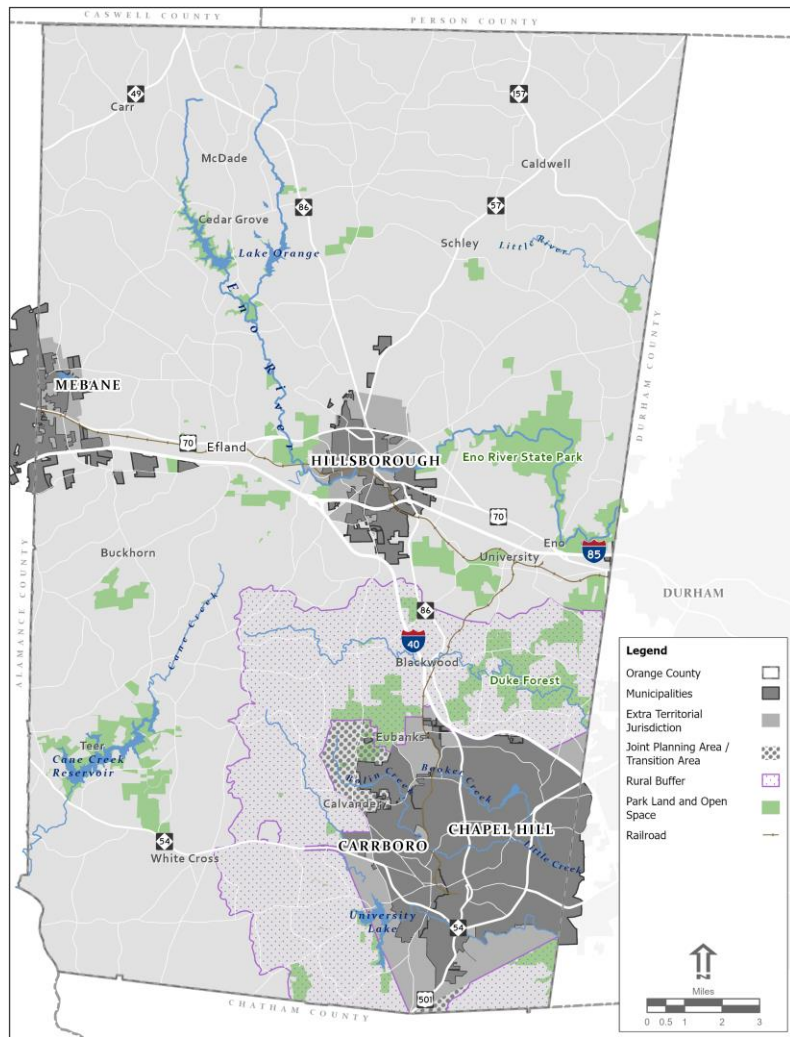
- Expresses a **20-year land use vision** through goals, policies, and actions
- A tool that can be **implemented through Unified Development Ordinance (UDO)**
- Required by law to administer **County Zoning**
- Municipalities in Orange County have their **own jurisdictions and supporting plans**



Planning Area



- Municipal Planning & Zoning Jurisdictions (Town + ETJ)
- Extraterritorial Jurisdiction (ETJ)
- County Planning & Zoning Jurisdiction
- Joint Planning Area / Transition Area
- Joint Planning Area / Transition Area
- Rural Buffer



Currently Adopted Plan



Orange County, North Carolina
2030 Comprehensive Plan



ADOPTED
NOVEMBER 18, 2008

printed on recycled paper



Objectives of Community Engagement Window #2

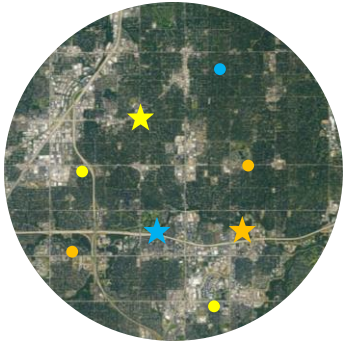


1. Share **four land use alternatives** for Orange County and hear the community's **preferred aspects** of each
2. Receive feedback on the **draft Vision Themes and Goals**



Land Use Alternatives

Purpose of Land Use Alternatives



Identify the **areas where the community might want to see change.**

Define and explore potential land use alternatives through hypothetical modeling exercises.

Evaluate the **impacts those changes could yield** using modeled outcomes.

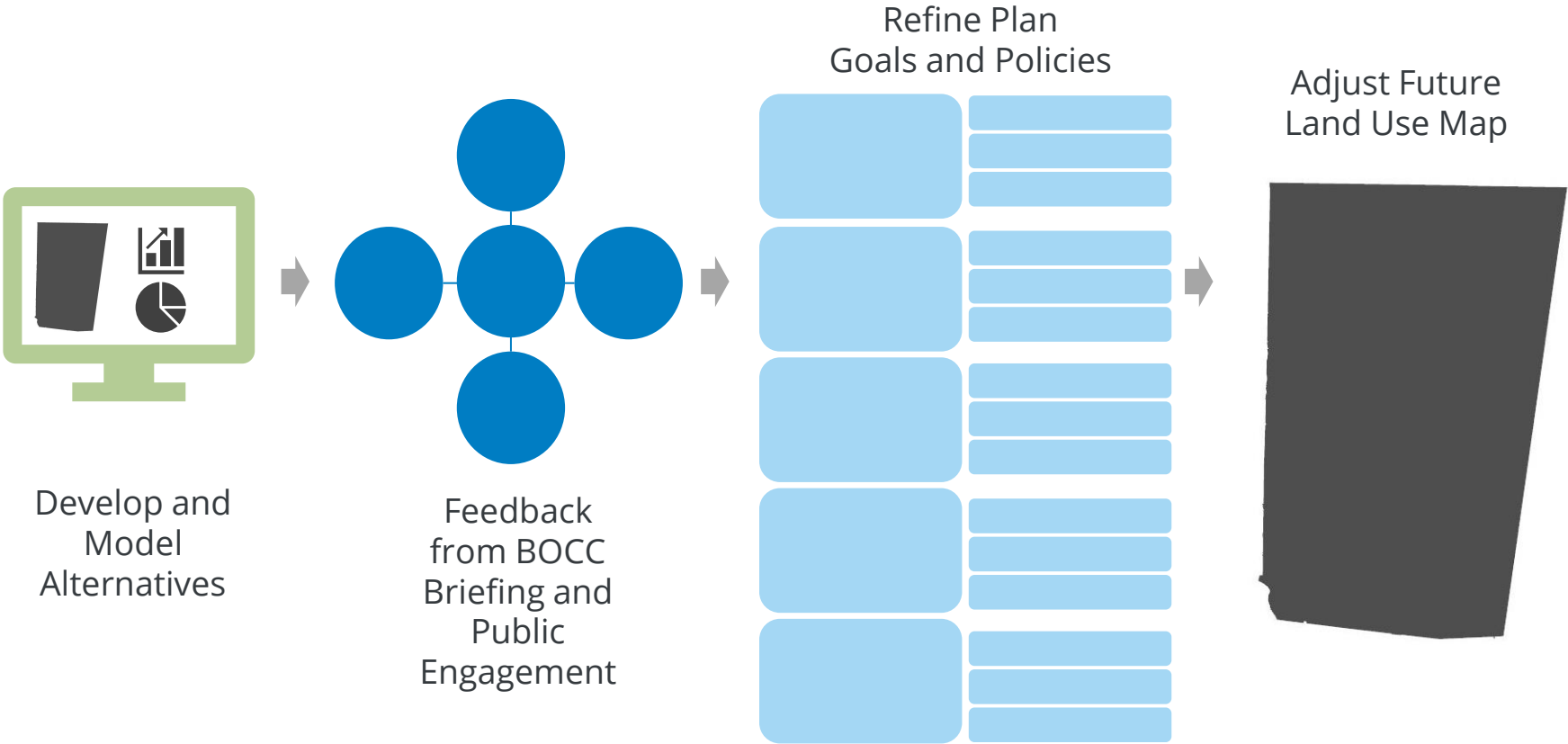
Collect and use community feedback to inform development of the **plan policies needed to support the desired outcomes.**

Land Use Alternatives Are Not...



- **Formal recommendations for new policies**
 - *They are* hypothetical land use policy options to evaluate through mapping analysis and discuss as part of community engagement activities.
- **A recommended new future land use map (FLUM)**
 - *They are* policy options to evaluate and inform development of the new 2050 Land Use Plan's FLUM. The new FLUM could be a hybrid of different aspects of the alternatives.

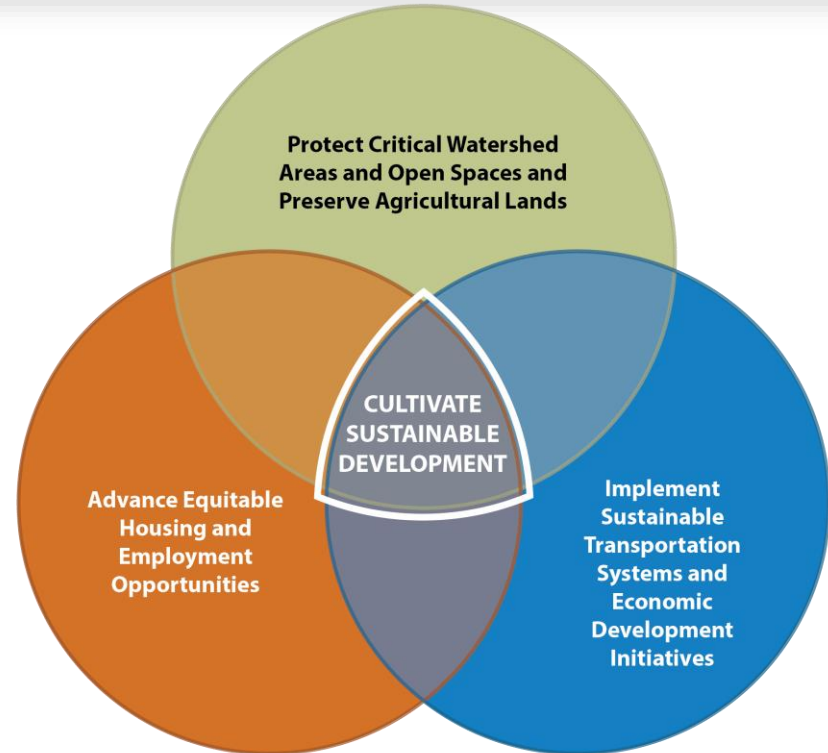
How LU Alternatives will be used...



Key Question Derived from Public Engagement Feedback



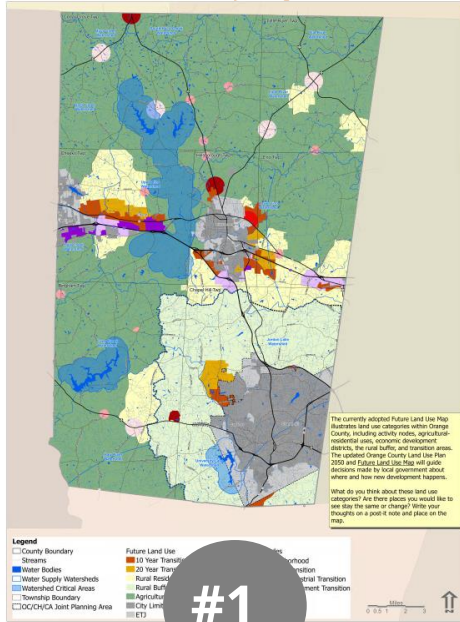
Which aspects of the land use alternatives best achieve the balance of sustainable development in Orange County?



Start from Current Policies



Baseline Alternative with Policy Updates



#1

Continue Current Policies



#2

Enhance Agricultural
and Environmental
Protections



#3

Low-Impact Rural
Conservation
Neighborhoods and New
Employment in Strategic
Locations



#4

Mixed-Use Centers
and New Employment
in Strategic Locations

Environmentally Sensitive Areas



For all “new” alternatives, avoided adding more dense or intensive development within...

- Critical water supply watersheds
- Voluntary Agricultural Districts (VAD) and Enhanced (EVAD)

To the extent practical, avoided adding more dense or intensive development within...

- Protected water supply watersheds
- Conservation corridors (Eno/New Hope Habitat)



#2

Enhance Agricultural and Environmental Protections



#3

Low-Impact Rural Conservation Neighborhoods and New Employment in Strategic Locations



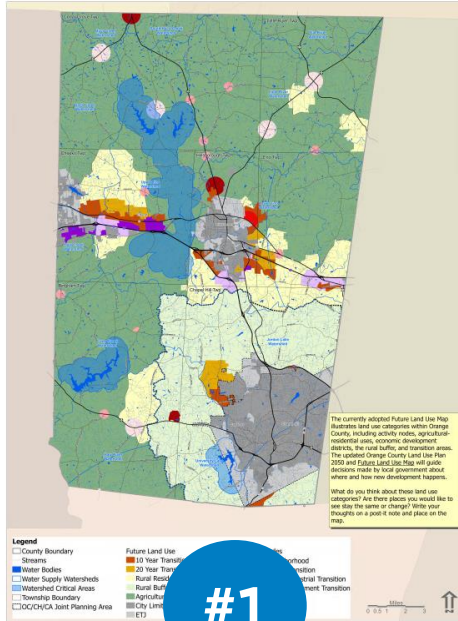
#4

Mixed-Use Centers and New Employment in Strategic Locations

Baseline Alternative #1



Baseline Alternative with Policy Updates

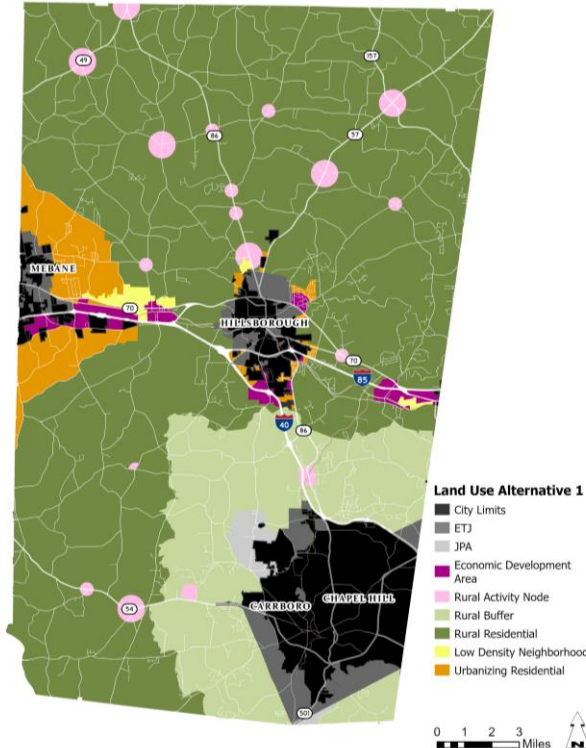


Updates:

- Refined palette of land use classifications
- Reflect Hillsborough's new Comprehensive Plan and study area for Mebane's forthcoming plan
- Update to include Blackwood Station as Rural Node (bring into alignment with Joint Planning Agreement, Rural Node as subcategory of Rural Buffer)

Continue Current Policies

Baseline Alternative #1

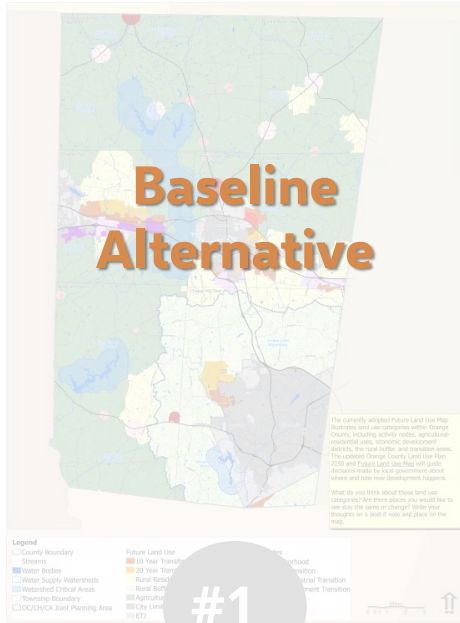


Maintain current densities for land use categories in unincorporated areas

Land Use Alternative 1

- City Limits
- ETJ
- JPA
- Economic Development Area
- Rural Activity Node
- Rural Buffer
- Rural Residential
- Low Density Neighborhood
- Urbanizing Residential

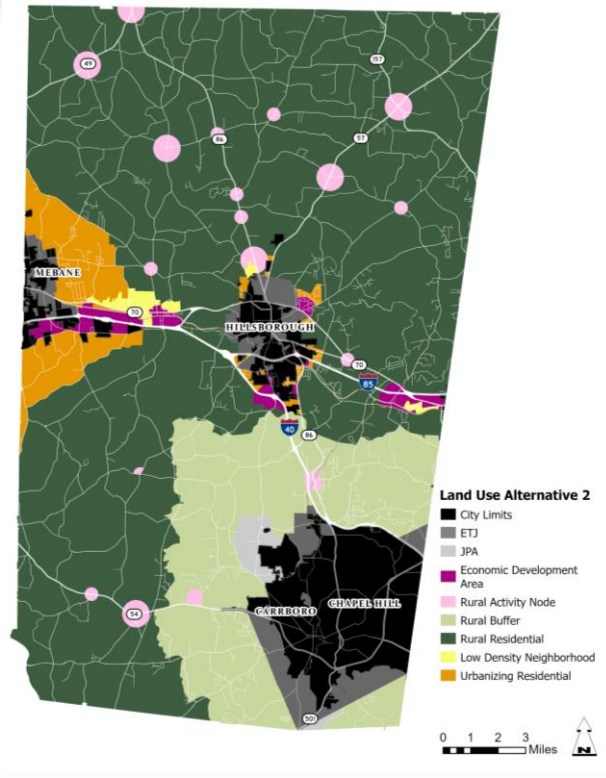
Alternative #2: Agricultural & Environmental Protections



Enhance Agricultural and Environmental Protections

- Focus on **protecting priority agricultural, environmental, watershed, and rural** lands
- Would **lower densities for all residential areas** (except Urbanizing Residential and Lower Density Residential)
- Would **limit the extent of new housing opportunities** in unincorporated Orange County through more restrictive residential density policies
- Would **not require changes to water/wastewater policies**; users would rely on individual well and septic systems

Alternative #2: Agricultural & Environmental Protections

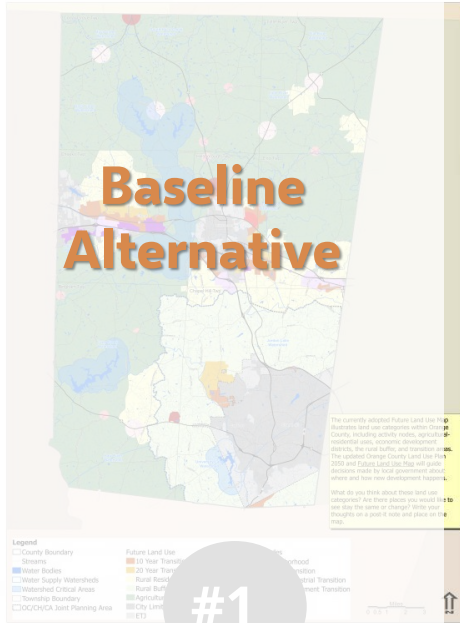


Lower residential densities for majority of lands in unincorporated areas

Land Use Alternative 2

- City Limits
- ETJ
- JPA
- Economic Development Area
- Rural Activity Node
- Rural Buffer
- Rural Residential
- Low Density Neighborhood
- Urbanizing Residential

Alternative #3: Rural Conservation Neighborhoods



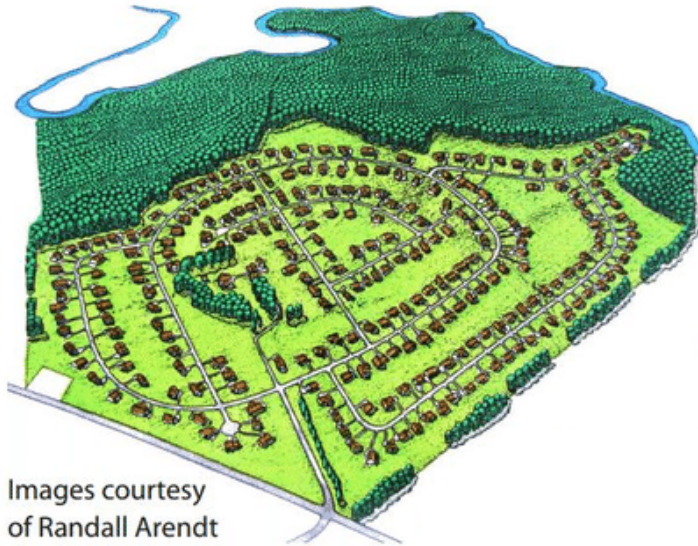
Low-Impact Rural Conservation Neighborhoods and New Employment in Strategic Locations

- Would **require Rural Conservation Neighborhoods** in strategic locations
- Would require that Rural Conservation Neighborhoods **permanently protect 60% of site** prioritizing key areas (farm, ecological areas, habitat) **in trade for higher-density housing**
- Would offer the **potential for a mix of housing types and neighborhood-scale commercial** in unincorporated areas
- Would **support expansion of Buckhorn Economic Development District** south of West Ten Road
- **Education and communication** regarding **community systems (water and wastewater)** should occur

#1

#3

Ex. Rural Conservation Neighborhood



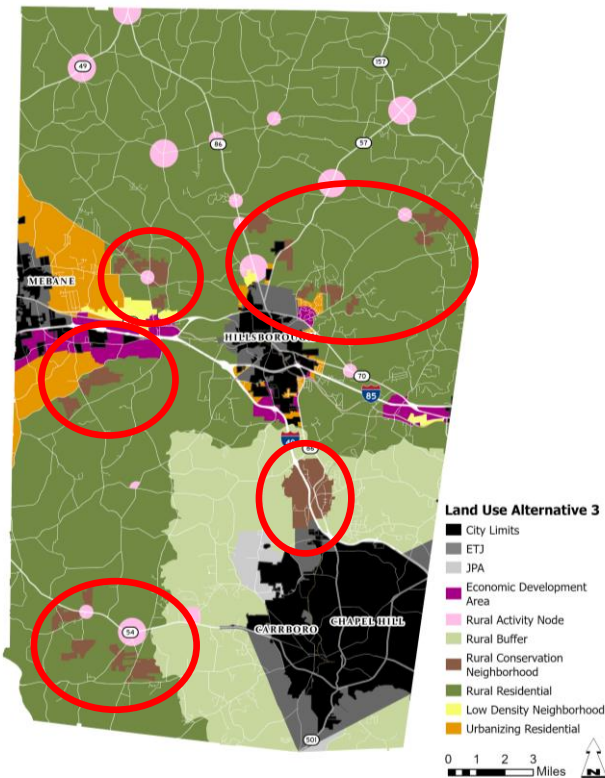
Images courtesy
of Randall Arendt

Conventional Neighborhood



Rural Conservation Neighborhood

Alternative #3: Rural Conservation Neighborhoods

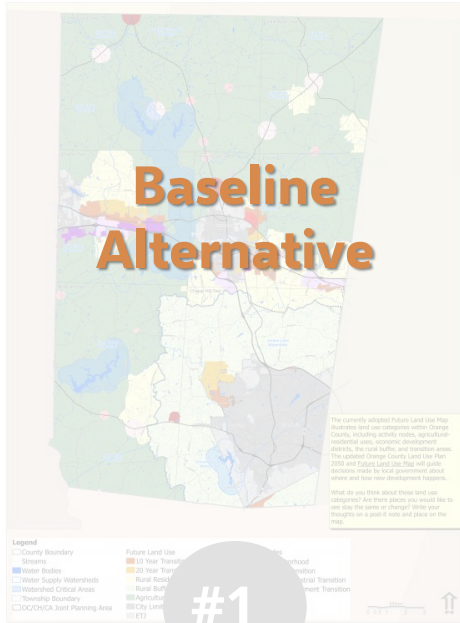


Rural Conservation Neighborhoods and Economic Development Areas in strategic locations

Land Use Alternative 3

- City Limits
- ETJ
- JPA
- Economic Development Area
- Rural Activity Node
- Rural Buffer
- Rural Conservation Neighborhood
- Rural Residential
- Low Density Neighborhood
- Urbanizing Residential

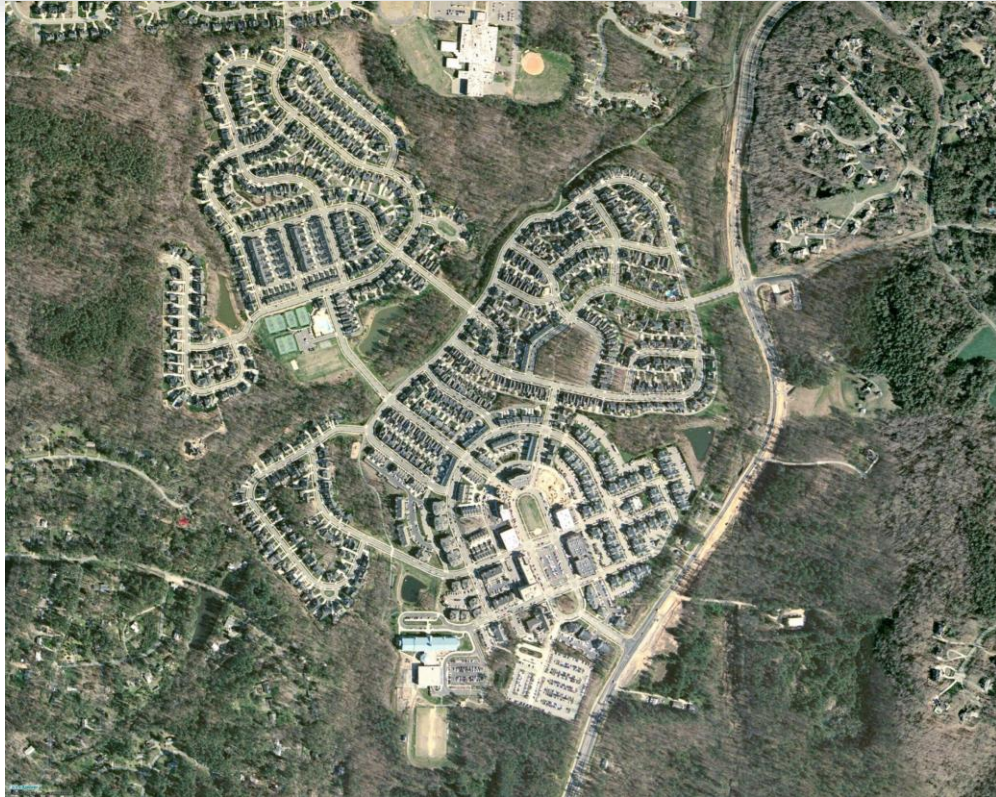
Alternative #4: Mixed Use Centers



Allow Mixed-Use Centers and New Employment in Strategic Locations

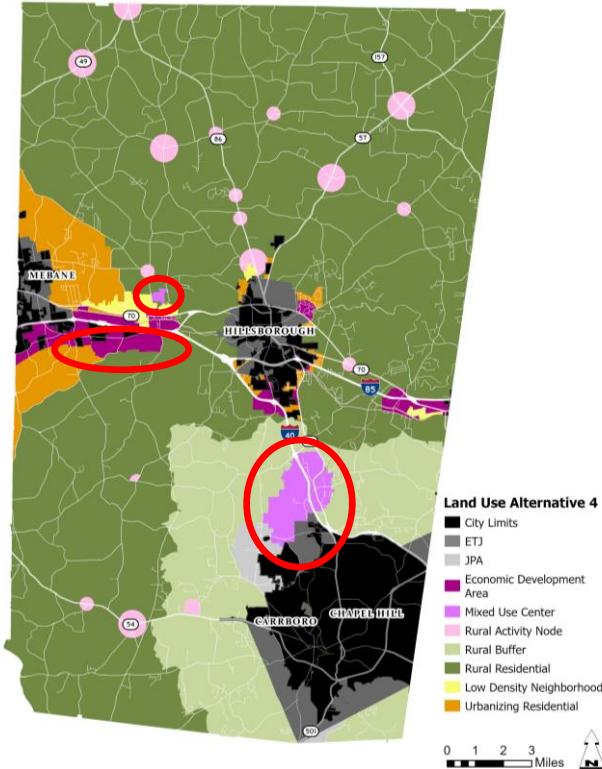
- Would allow **two areas to provide higher-density, mixed-use developments**
- Would **support expansion of Buckhorn Economic Development District** south of West Ten Road
- **Mixed Use Centers to be located adjacent to municipalities** to increase the feasibility for extension of public water and wastewater utilities
- Would **require changes to water/wastewater policies** to allow for expansion of public water and sewer systems to these sites

Ex. Higher Intensity, Mixed-Use Center



Southern Village

Alternative #4: Mixed Use Centers



New Mixed Use Centers and Economic Development Areas in strategic locations

Land Use Alternative 4

- City Limits
- ETJ
- JPA
- Economic Development Area
- Mixed Use Center
- Rural Activity Node
- Rural Buffer
- Rural Residential
- Low Density Neighborhood
- Urbanizing Residential

Outcomes of Alternatives



Conservation Land

Total amount of land (**acres**) required to be conserved as either permanently protected open space or as part of private rural lots if all lands were to be developed.

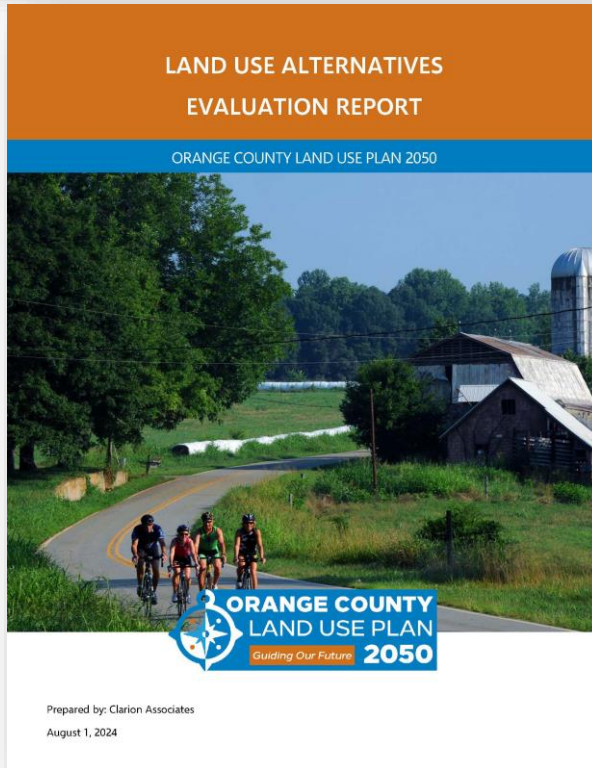
Residential Capacity

Residential development capacity (**dwelling units**) if all lands in unincorporated Orange County were to be developed.

Nonresidential Capacity

Nonresidential development capacity (**square feet of development**) if all lands in unincorporated Orange County were to be developed.

Technical Report



For more information on the methodology, analysis, and outcomes of the land use alternatives, please view the technical report online:

<https://www.orangecountylanduseplan.com/re-sources>

Vision Themes and Goals



- **Drafted from community feedback** received during Community Engagement Window #1
- Provide **high-level direction and priorities** for the Plan
- Seeking **community feedback on the current drafts** of the Vision Themes and Goals

DRAFT VISION THEMES

We heard your input from Community Engagement Window #1! Based on ideas from the community, the following Vision Themes have been drafted. Please review them and use the comment form provided to respond to the questions.

VISION THEMES

The following Vision Themes are intended to express the direction of the Orange County 2050 Land Use Plan and articulate the County's land use priorities.

Cultivate Sustainable Development
Orange County will cultivate responsible and equitable land use and environmental policies that meet the needs of the present community without compromising the ability of future generations to meet their own needs. Recognizing the interconnectedness of social, economic, and environmental sustainability, the County will accomplish this through the following:

- Protecting Critical Watershed Areas and Open Spaces and Preserving Agricultural Lands**
The County will ensure the sustainability, resiliency, and health of its resources by protecting wildlife habitats and migration corridors, riparian areas, open spaces, and critical lands vital to water resources. It will preserve our natural and cultural heritage sites, agricultural lands, and working forests as important contributors to our local quality of life and economy.
- Advancing Equitable Housing**
The County will use home to a thriving community supported by a mix of diverse and equitable housing opportunities for all community members that increase access to needed and desired amenities, public transit employment, and commercial centers.
- Implementing Sustainable Transportation Systems and Economic Development Initiatives**
The County will reduce vehicle miles traveled by enhancing walking, biking, and public transit opportunities to lower GHG (greenhouse gas) emissions and help achieve our overarching climate action goal of GHG (greenhouse gas) reductions by 2050. Economic development efforts will integrate the County's commitment to sustainable practices, transportation, land use, and accessible housing, fostering a more tax base.

Protect Critical Watershed Areas and Open Spaces and Preserve Agricultural Lands

Cultivate Sustainable Development

Advancing Equitable Housing and Transportation Opportunities

CULTIVATE SUSTAINABLE DEVELOPMENT

Economy and Employment
The County's commitment to sustainable development through site design and green building practices, leverage multimodal transportation options, advance the economic development of community members, and diversify the local tax base.

Environment, Parks, and Recreation
Protect and sustain the county's natural resources for the continued good of all, including tree canopy enhancements and water, stream, and wildlife habitat protection, provide equitable access to Orange County's abundant natural resources and high-quality parks and recreation facilities.

Housing and Affordability
Reduce the number of cost burdened households and increase the number of workers that live and work in Orange County by supporting development of a diverse array of housing options for community members. Housing should be safe, climate smart, high quality, affordable to different household incomes, and accessible to key destinations such as healthcare, employment, and community resources.

Working Lands and Open Space
Level the loss of farms, other working lands, and open spaces by guiding growth to areas near existing towns and away from priority open space areas (conservation corridors, water supply watersheds, and priority agricultural production areas). Continue to implement and encourage programs that preserve the County's highest quality agricultural and working lands. Prioritize outdoor acquisition to protect land resources and support climate goals.

Regional and Local Growth
Position Orange County as a leader in the region for balancing the competing needs of conservation and growth priorities. Undertake a balanced approach to meet local needs for growth, while protecting key environmental and agricultural assets.

Resiliency and Hazard Mitigation
Mitigate the impacts of hazards such as extreme heat, drought, flooding, and other severe weather events, through climate-resilient and green infrastructure designs and infrastructure systems.

Services and Community Facilities
Partner with municipalities and utility providers in Orange County to provide services and community facilities that support the County's Conservation and Growth Framework (the Future Land Use Map and 2050 Land Use Plan policy guidance), maximize available resources, are fiscally responsible, are kind, energy, and water efficient, and promote resiliency within our community.

Transportation and Mobility
Support partnerships with municipalities and regional transportation partners to achieve innovative, resilient, and sustainable multi-modal travel options for community members that reduce traffic congestion, decrease vehicle miles traveled, and reduce air pollution.

DRAFT GOALS

We heard your input from Community Engagement Window #1! Based on ideas from the community, the following Goals have been drafted. Please review them and use the comment form provided to respond to the questions.

GOALS

During the next 25 years, Orange County will strive to achieve the following goals through its land use planning policies and efforts.

Community Equity
Create an environment in which all are welcomed, represented, empowered to contribute, and connected with their community. Eliminate historic land use inequities by ensuring fair and equitable access to housing, employment, transportation, services and community facilities, natural areas, parks, and recreation that contribute to health and quality of life.

Economy and Employment
Advance Economic Development Districts (EDDs) to foster development of new businesses that reinforce the County's commitment to sustainable development through site design and green building practices, leverage multimodal transportation options, advance the economic development of community members, and diversify the local tax base.

Environment, Parks, and Recreation
Protect and sustain the county's natural resources for the continued good of all, including tree canopy enhancements and water, stream, and wildlife habitat protection, provide equitable access to Orange County's abundant natural resources and high-quality parks and recreation facilities.

Housing and Affordability
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orangecounty@indusepln.com

ORANGE COUNTY LAND USE 2050



**Please share your
feedback!**

How can you share your input today?



- Review the poster boards around the room.
- Using the comment forms provided, share your feedback on each station.
- **Please fill out the exit questionnaire before you leave!**

ORANGE COUNTY LAND USE PLAN
Engagement 2050

SHARE YOUR FEEDBACK!

Please respond to any or all of the following questions to share your thoughts about the future of Orange County.

LAND USE ALTERNATIVE #1 - CONTINUE CURRENT POLICIES

Considering Alternative #1, what is your level of satisfaction with the County's current approach to managing land use? Please circle your level of satisfaction on the scale, with 1 being not satisfied and 5 being very satisfied.

1 = not satisfied 5 = very satisfied

Provide any additional reactions here.

LAND USE ALTERNATIVE #2 - ENHANCE AGRICULTURAL AND ENVIRONMENTAL PROTECTIONS

Considering Alternative #2, what is your level of support for changing the County's current approach of managing land use to be more focused on protection of environmental, agricultural, watershed, and rural lands? Please circle your level of support on the scale, with 1 being do not support and 5 being strongly support.

1 = do not support 5 = strongly support

Provide any additional reactions here.

LAND USE ALTERNATIVE #3 - ADD LOW-IMPACT, RURAL CONSERVATION NEIGHBORHOODS IN STRATEGIC LOCATIONS

Considering Alternative #3, what is your level of support for changing the County's current approach of managing land use to encourage new Rural Conservation Neighborhoods that allow for smaller lot sizes in trade for 60% of the site to be permanently protected? Please circle your level of support on the scale, with 1 being do not support and 5 being strongly support.

1 = do not support 5 = strongly support

Provide any additional reactions here.

Page 1 of 5

EXIT QUESTIONNAIRE

Please share a little about yourself so we know who has participated in the Orange County Land Use Plan 2050 process.

ORANGE COUNTY LAND USE PLAN
Engagement 2050

TELL US ABOUT YOUR EXPERIENCE

How did you hear about the Orange County Land Use Plan?

Were you comfortable sharing your input today?
 Yes No Other: _____

Will you participate in future events?
 Yes No Maybe

Did you previously participate in one of the prior engagement meetings or online engagement held October 2023 - February 2024?
 Yes No Not Sure

TELL US ABOUT YOURSELF

If you are willing to share some information about yourself, it will help us ensure we are reaching a broad set of voices.

Which racial or ethnicity group do you most closely identify with?
 Asian Black / African-American American Indian / Alaska Native
 White / Caucasian Two or more races
 Other: _____

Are you Hispanic / Latinx? Yes No

Do you live in Orange County? Yes No

Do you work in Orange County? Yes No

What is your age?
 <15 years 15-24 years 25-34 years 35-44 years 45-54 years 55-64 years 65 years or over

Is there anything else you'd like to share with us?

How can you share your input today?



Short Survey: Conservation and Growth in Orange County



1. I support Orange County's current approach to guiding conservation and growth in unincorporated Orange County.

(See map provided by staff for unincorporated Orange County.)

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- Don't Know/No Opinion

2. To protect priority agricultural, environmental, and rural lands, I support further restricting development in unincorporated Orange County.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- Don't Know/No Opinion

3. To provide more housing choices, I support residential development in unincorporated Orange County as long as it permanently protects priority agricultural, wildlife habitat, or watershed lands on the development site.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- Don't Know/No Opinion

4. To provide more housing choices, I support higher-density residential mixed-use developments, such as townhomes and apartments over shops, in a few locations in unincorporated Orange County that could be served by town water and sewer.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- Don't Know/No Opinion

5. To provide more employment opportunities in unincorporated Orange County, I support the development of new employment centers near I-85 and Mebane.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- Don't Know/No Opinion

Page 1 of 2

A shorter survey is available if you don't have time to complete the longer one! See a staff member for details.

Call to Action!



1. **Sign up to receive updates** about the Orange County Land Use Plan on the website.
2. **Please share the online survey with your friends, family, neighbors, and coworkers!**
The online survey will close on **November 3rd**.

Thank you!