

WHAT  
CAN  
UDO



Charlotte Place Types and Unified Development Ordinance



# Place Types Update

Planning Committee

September 19, 2017

- What We Heard From You in July
- Follow Up on Your Public Engagement Discussion
- Discussion of Approach to Upcoming Public Engagement Activities
- Update on Ordinance Advisory Committee (OAC) Discussions
- Schedule/Future Meeting Topics



## Process: Public Engagement

- Need more strategic, ongoing, transparent communication/ engagement (builds trust, can be informal, small doses)
- Website needs to be easier to find and more engaging (have more/ new things to do)
- Show people how their input is used/reflected in the information
- Have a public engagement point person/expert





## **Content:** Public Engagement/Communications

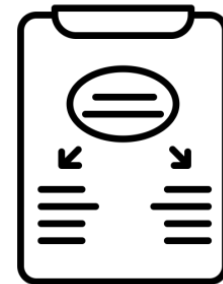
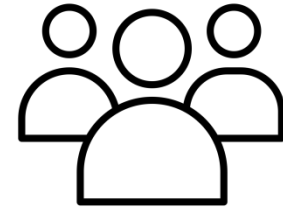
- Ask what people think various places will/can be in the future
- Recognize generational differences in acceptance of change (e.g., density)
- Give examples of Place Types to help people understand
- Show how all the pieces fit together, and that the process is iterative to get to the final products (connect the dots)
- Simplify words, concepts and ideas so everyone can understand what we are talking about



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# Follow Up on Public Engagement Discussion

- Hired a consultant to help with engagement
- Developing a detailed Public Involvement Plan (PIP)
- PIP Outline







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# Follow Up on Public Engagement Discussion

## Place Type/UDO Public Involvement Plan (PIP) Preliminary Outline

- I. Introduction
- II. Engagement Activities + Tools
- III. Planned Meetings
- IV. PIP Implementation





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# Follow Up on Public Engagement Discussion

## I. Introduction

### Project Overview

- What is this project? Why are we doing it? What are the expected products/outcomes? When will it be completed?

### Objectives of Public Involvement

- Dissemination
  - What – project background, schedule, end products
  - Why - raise awareness/understanding, stay connected & maximize participation of those who are interested, transparency/trust
- Education
  - What – terms, best practices, trends, etc.
  - Why – better informed input, increase understanding
- Input Gathering
  - What – answer questions critical for policy and UDO
  - Why - get useful feedback at critical points in the process



# Follow Up on Public Engagement Discussion

## II. Engagement Activities & Tools

### Overview

- Define range of activities and tools

### Meetings

- General Public
- Stakeholder, Interest Group or Focus Group
- Pop-Up Meetings
- Council, Boards & Committees

### Online Presence

- Website
  - Schedule
  - Get involved page – notifications, request a meeting
  - Events – presentations, photo gallery, etc.
  - Virtual meetings
  - FAQs – update schedule, content/additions
  - ESRI interactive “story map”
- Social Media
- *Public Input* - survey







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# Follow Up on Public Engagement Discussion

## II. Engagement Activities & Tools (cont'd)

### Direct Mail

- Content ideas
- Frequency
- Database updates

### Print media

- Media kit
- Newspaper articles
- Press releases





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# Follow Up on Public Engagement Discussion

## III. Planned Meetings

### Topic-Specific Meetings

- Audience
- Format – Presentation + Interactive Session
- Suggested content
- Notification
- Location, room set-up and equipment
- Documentation
- Staff - lead person, support



## IV. PIP Implementation

### Public Involvement Schedule

- Milestones + Product Delivery

### PIP Manager

### PIP Management

- Implementation coordination meetings





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# Follow Up on Public Engagement Discussion

## Questions & Thoughts on the PIP Outline

- Did we miss anything on the outline?

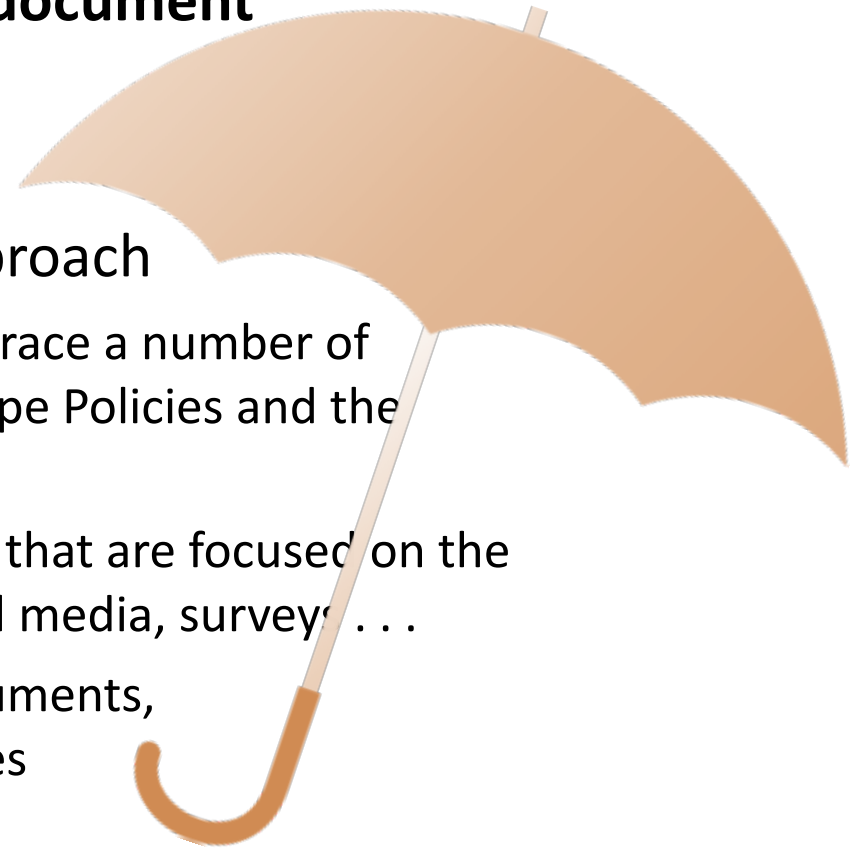


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# Approach to Upcoming Public Engagement

**Focused engagement effort to begin in January and will culminate in draft Place Type Policy document**

- Taking an “Engagement Topic” Approach
  - Topics that are broad enough to embrace a number of related concerns relevant to Place Type Policies and the Unified Development Ordinance
  - Includes a suite of engagement tools that are focused on the topic – meetings, focus groups, social media, surveys . . .
  - Engagement culminates in draft documents, recommendations and/or deliverables
- How we are defining the engagement topics?









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# Approach to Upcoming Public Engagement

What people said they liked most about their favorite  
places. . .





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# Commission's Livability Principles

## Livable City Policy Statement

*Develop a livable city where Charlotteans of all incomes can achieve, “a complete state of physical, mental and social well-being” through the design of neighborhoods, public infrastructure and open spaces, and through easy access to employment and housing choices.*

## Guiding Principles

- Create a state-of-the-art transportation system
- Promote a mix of land uses
- Ensure access to affordable housing
- Build vibrant and activity-filled public streets and open spaces
- Promote access to affordable and healthy/local foods
- Protect the air we breathe
- Build safe communities



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# 10 Traits of Winning Cities of Tomorrow

## Beyond Borders

Advancing collaboration across  
and outside the region

## Open Book

Being hyper-transparent and a  
proactive communicator

## Shared Story

Advancing a seamless narrative;  
Why we're unique

## Affordable

### Spaces

Meeting the  
rising demand  
for affordable  
housing



## Millennial

### Magnet

Being a  
hot spot  
for young  
professionals

## Open Mind

Being creative,  
innovative,  
and accepting of  
new ideas



## 15-Minute

### Livable

### Communities

Investing  
in diverse  
neighborhoods

## Workforce Dynamics

Advancing large-scale training  
and re-skilling

## Big Tent

Being a welcoming  
and inclusive community

## Positive Buzz

Inspiring and scaling  
positive word of mouth



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# Approach to Upcoming Public Engagement

Transit  
Oriented  
Development

Aesthetics of  
development

Density  
and  
transitions

Preservation of  
Historic  
Neighborhoods

Affordable  
Housing

Gentrification

Infrastructure  
(multi-modal  
transportation)

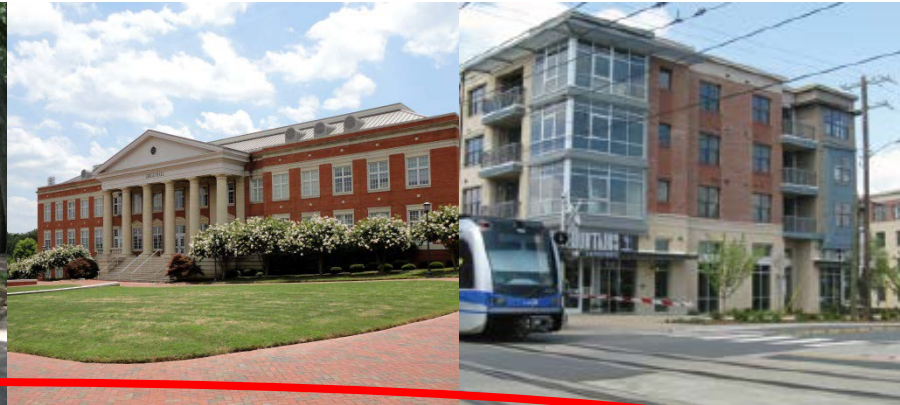
Infill

Conditional  
Zoning

Trees/  
open space



# Approach to Upcoming Public Engagement



## Open Space

## Neighborhoods

## Sectors

## Centers

Preserved Open Space

Neighborhood 1

Business

Community Center

Neighborhood 2

Employment

Regional Center

Neighborhood 3

Campus

Recreational Open Space

Neighborhood Node

Light Industrial

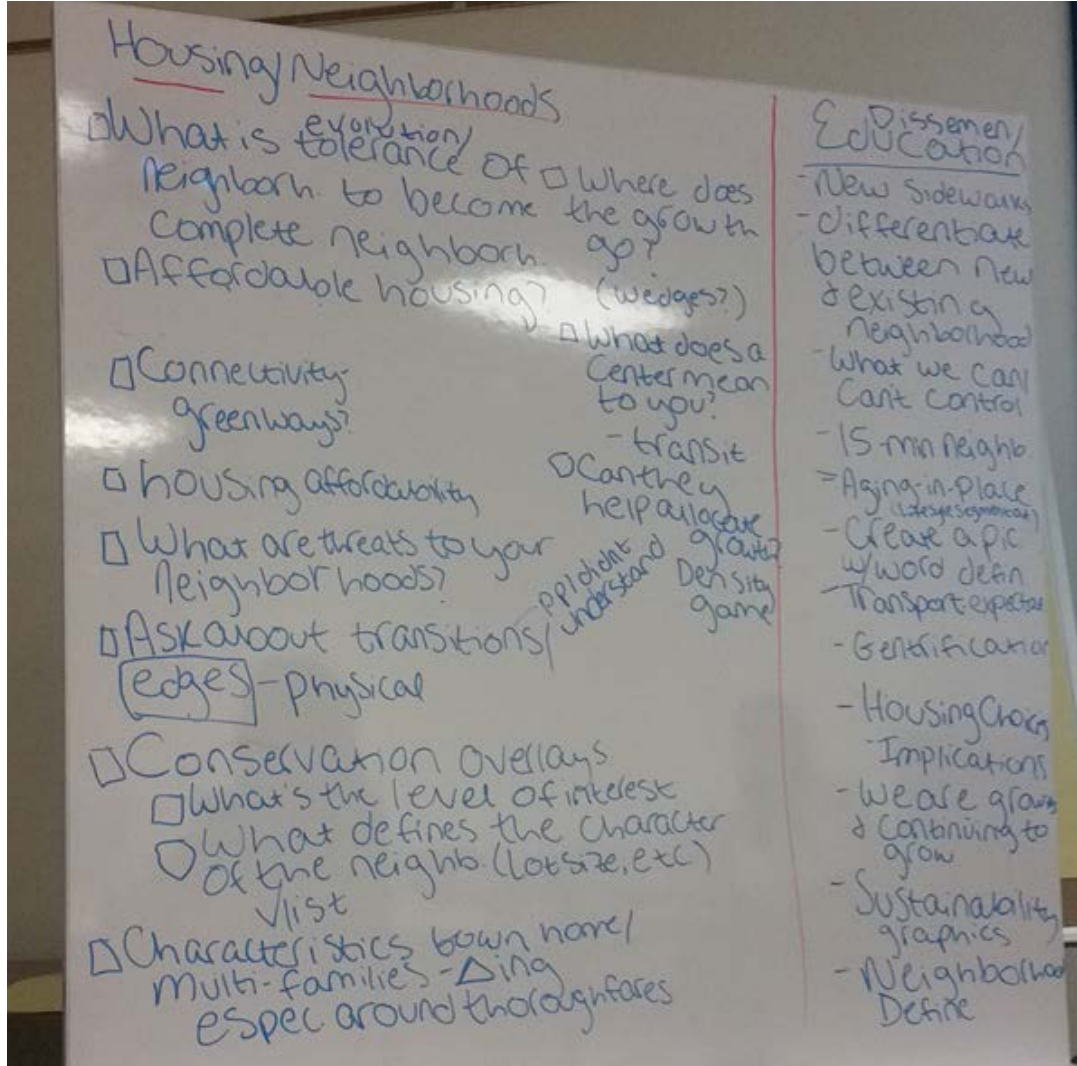
Center City

Heavy Industrial



# Approach to Upcoming Public Engagement

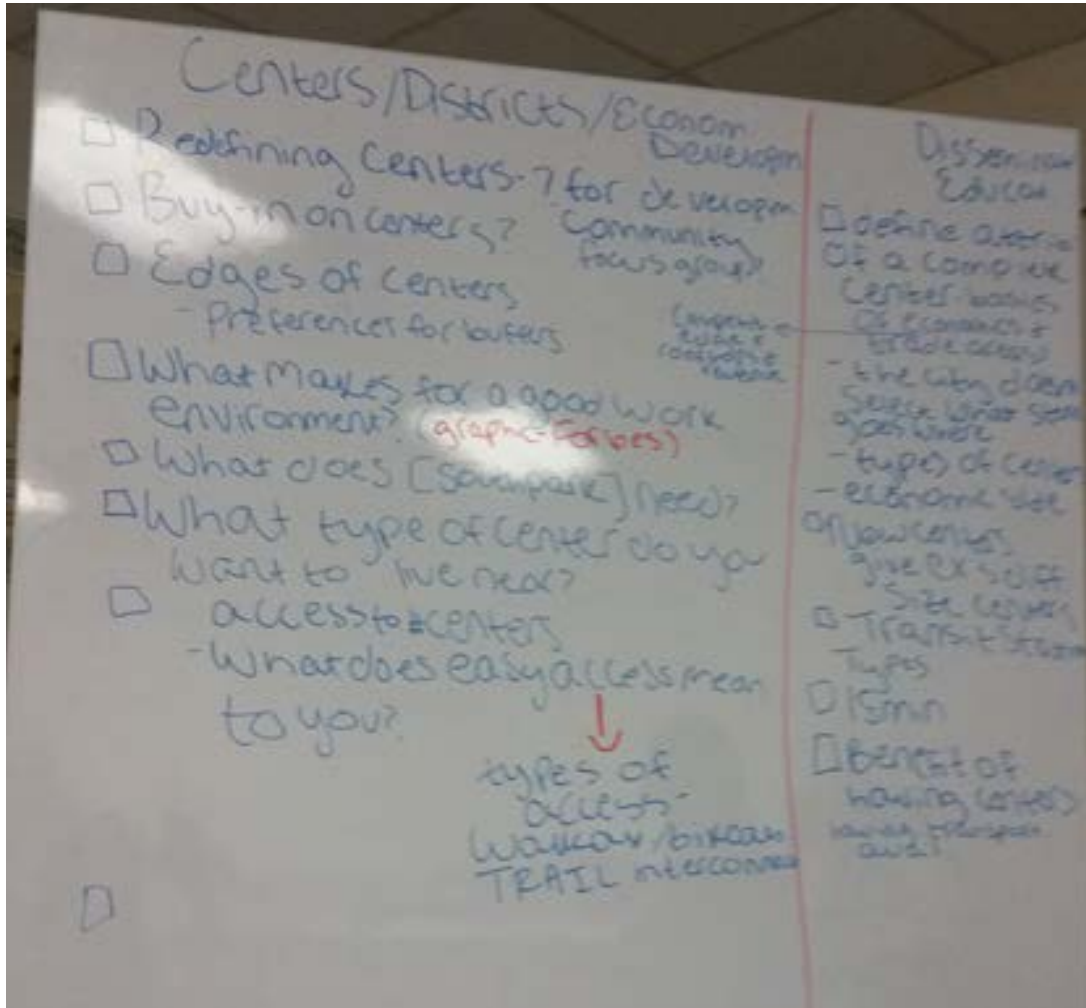
## Engagement Topic #1: Housing/Neighborhoods



- ### Example Components
- Housing Affordability
  - Neighborhood Change
  - 15-minute Livable Communities
  - Neighborhood Conservation
  - Infill
  - Density
  - Diversity & Choice
  - Unique Qualities

# Approach to Upcoming Public Engagement

## Engagement Topic #2: Centers/Sectors/Economic Development

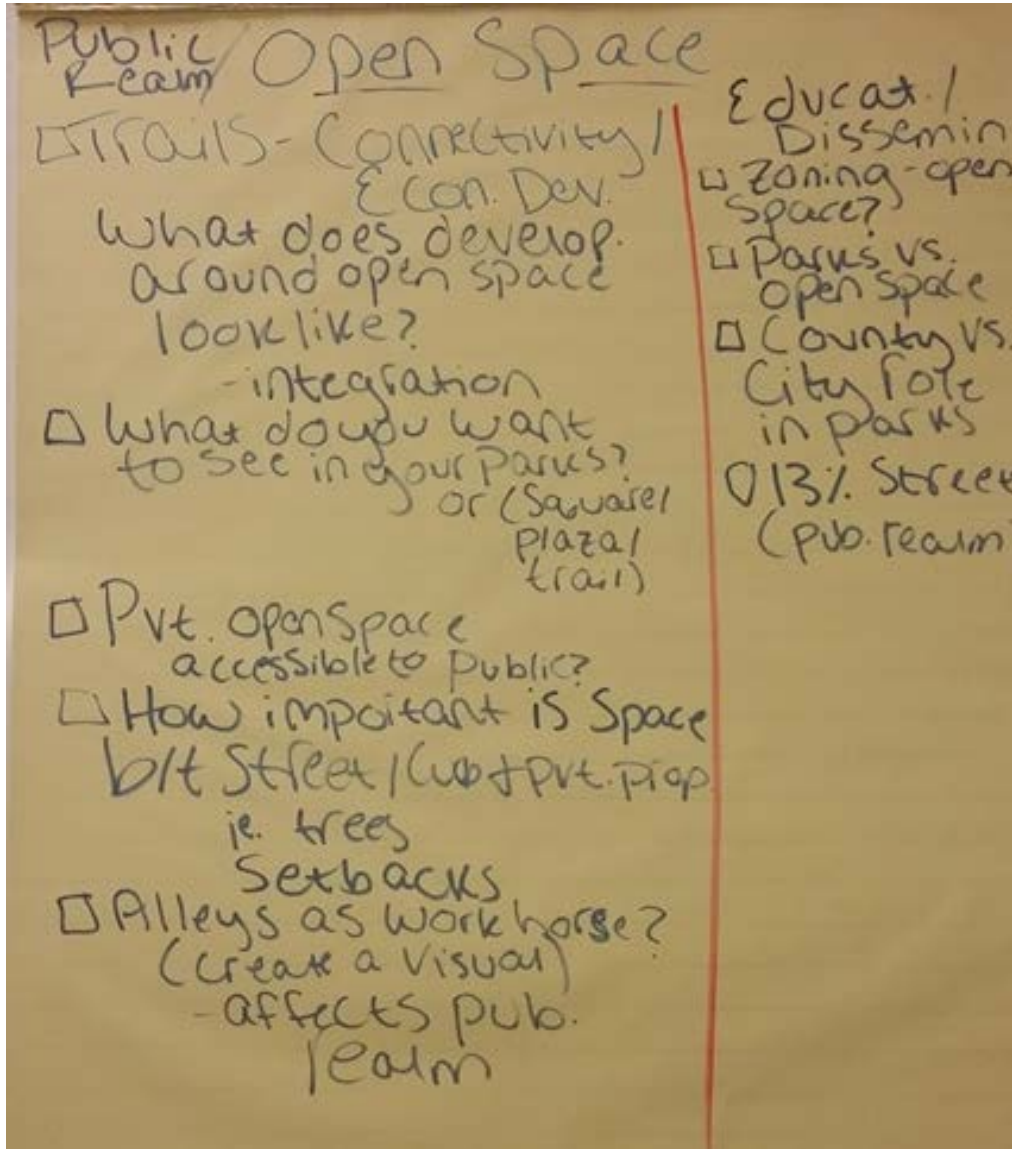


### Example Components

- Evolution & context
- Connectivity, mobility & walkability
- Transit stations
- Transitions/buffers
- Jobs, services and rooftops

# Approach to Upcoming Public Engagement

## Engagement Topic #3: Public Realm/Open Space



### Example Components

- Types of open space
- Eyes on the park
- Streets, sidewalks, trails and bike lanes
- Alleys
- Trees
- Natural Environment



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# Approach to Upcoming Public Engagement

## Assessing Our Engagement Tools

	Website	Clayton	Direct Email	Pop-up meeting
Benefits		<ul style="list-style-type: none"> <li>Super willing to help out</li> </ul>	<ul style="list-style-type: none"> <li>Following up w/ folks</li> </ul>	<ul style="list-style-type: none"> <li>Have 1 question to answer (if they can't help + out)</li> </ul>
Challenges	<ul style="list-style-type: none"> <li>Limited functionality</li> </ul>	<ul style="list-style-type: none"> <li>Have to know what to do w/ it</li> </ul>		<ul style="list-style-type: none"> <li>Time is a constraint</li> <li>Being available</li> </ul>

- Engage w/ new people  
 - Set of meetings in PSP meet a wider community

Blog	Surveys	Social media	Leaders/ Champions
<ul style="list-style-type: none"> <li>Friends</li> <li>Ask in crowd</li> <li>Public comment</li> </ul>	<ul style="list-style-type: none"> <li>Ask to make program</li> <li>People to do surveys</li> <li>Programs</li> </ul>	<ul style="list-style-type: none"> <li>Support to get it out</li> </ul>	
<ul style="list-style-type: none"> <li>Need to be in public (participate)</li> </ul>		<ul style="list-style-type: none"> <li>Supporting information</li> <li>Being available to people</li> <li>What are people looking for?</li> </ul>	<ul style="list-style-type: none"> <li>Need to be available</li> </ul>

(Chairs)  
 - Approach  
 - Support  
 - Planning





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# Approach to Upcoming Public Engagement

## Questions & Thoughts on the Engagement Topics and Tools Assessment

- Did we miss anything on the Engagement Topics?
- Are there other tools that we should be considering?





# Ordinance Advisory Committee Update

- Continued work on Issues Matrix (Includes issues Planning Committee identified)
- Reviewed a framework outline of the Unified Development Ordinance
- Discussed the need for Place Types, how they would be amended and the difference between policy and regulation
- Expressed a desire to find solutions to the identified issues with the ordinances – take some action

<b>Zoning Ordinance</b>
Subdivision (Chapter 20)
Tree (Chapter 21)
Streets & Sidewalks (Chapter 19)
Post-Construction Stormwater (Chapter 18)
Floodplain Regulations (Chapter 9)
Erosion Control (Chapter 17)
Driveway/Access Regulations



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# Place Types Milestone Schedule

## Development and Engagement

PLACE TYPES

Council Dinner Briefing and Path Forward  
Council Dinner Briefing for Place Types and the UDO



OCT

NOV

Public Open House



DEC

2018

JAN

Engagement Topic:  
Neighborhoods / Housing



FEB

Engagement Topic:  
Sectors & Centers



MAR

APR

Engagement Topic:  
Open Space & Public Realm



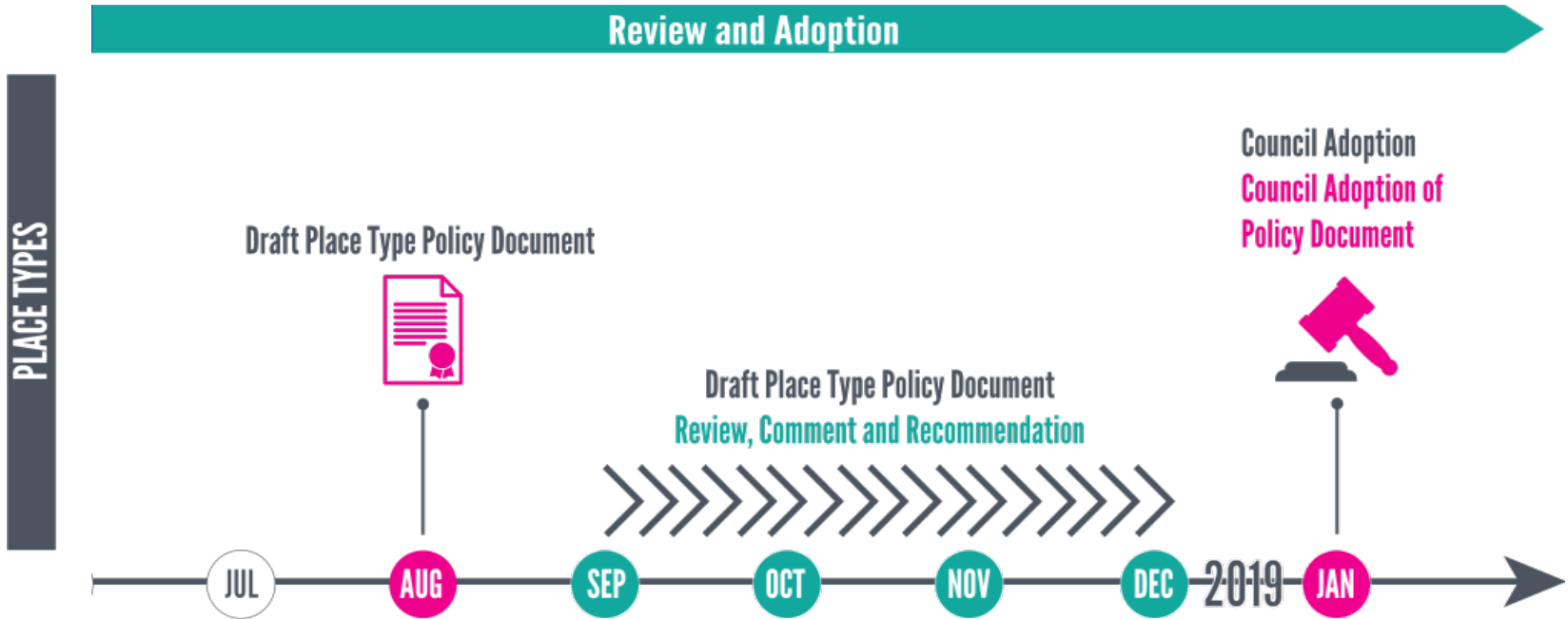
MAY

JUN



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# Place Types Milestone Schedule





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# Tentative Schedule of Future Meeting Topics

## **October**

- Preview & discussion of Council update
- Discussion of Place Type Policy Document Outline
- Update on Public Involvement Plan

## **November**

- Follow-up on Council update
- Overview and discussion of Engagement Topics

## **December**

- Preview & discussion of information in first Engagement Topic



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# Questions?