



MEDIA ADVISORY

October 16, 2009

Who: Charlotte Center City Partners
The City of Charlotte
Charlotte-Mecklenburg

What: Center City 2020 Vision Plan Community Workshop to solicit input from Charlotte-area residents to guide the development of Charlotte-Mecklenburg's urban core over the next decade.

Where: Charlotte Convention Center
501 South College Street, Charlotte, NC
704-339-6000
(Take the LYNX Light Rail to 3rd Street Station or free parking available in "The Green Parking Garage" on College St. across from The Convention Center.)

When: 5:30-9:00 p.m. Wednesday, October 21

Join the Center City 2020 Vision Plan team at the Charlotte Convention Center for the first of three community workshops to gather input on what Charlotte residents want to see for the future of Center City. The workshop will include a variety of interactive activities to give residents a chance to share their ideas including video booths and artists to capture participants' ideas and visions for the future.

The workshop will be streamed live on CLT Blog and participants can use Twitter and texts to share ideas.

Research for the plan will consider economic, destination, lifestyle, educational, residential, retail and infrastructure issues. It also will explore how Charlotte can become a more memorable city for the 21st century.

The plan will be completed in fall 2010 to be considered for adoption by the City Council and County Commission.

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For Immediate Release

**Center City Partners, City and County Announce Planning Process for 2020 Vision Plan
*Names Downtown Planning Expert MIG As Consultant, Seeks Community Input***

CHARLOTTE, N.C. (Sept. 29, 2009) – Charlotte Center City Partners, in collaboration with the City of Charlotte and Mecklenburg County, today announced plans to create the Center City 2020 Vision Plan that will guide the growth and development of Charlotte-Mecklenburg’s urban core over the next decade. The 2020 Vision Plan’s study area will include Uptown, South End and other close-in neighborhoods just beyond the I-277 loop.

“With this plan we want to specifically look at how these neighborhoods can be better connected to Uptown and to each other,” said Debra Campbell, Director of the Charlotte-Mecklenburg Planning Department, which will be closely involved in the planning process.

Nationally-recognized urban planning and design experts MIG, based in Berkeley, Calif., will lead the team that also includes three Charlotte firms: urban designers ColeJenest and Stone, marketing communications firm Wray Ward, and transportation consultant Kimley-Horn & Associates. Economic Research Associates, based in Washington, DC, will provide services related to economic development and market analysis.

The 2020 Vision Plan process will be advised by a newly-created steering committee. Co-chaired by community leaders Harvey Gantt and Ann Caulkins, the committee will suggest and review recommendations related to the design, growth and development of Charlotte’s Center City.

“Center City is integral to the economic and cultural vibrancy of Charlotte-Mecklenburg and benefits all who live in our region,” Gantt said. “We’re pleased to partner with MIG, whose strategic planning approach and highly collaborative process will allow all of our community’s residents to have a voice in this 10-year vision.”

MIG will also facilitate three community workshops, the first of which is scheduled for 5:30 p.m. Wednesday, Oct. 21, 2009 at the Charlotte Convention Center. Two additional workshops will be held in spring and summer 2010.



“We are excited and honored to assist the Charlotte community in charting its course for an even more dynamic and vibrant 21st century Center City,” said Dr. Daniel Iacofano, MIG founding principal with more than 25 years of experience in urban planning and community design.

“Authentic, meaningful community participation and engagement – that builds consensus and truly reflects the visions and desires of Charlotteans – will be essential to the plan’s success. The 2020 Vision Plan must be a roadmap for the future developed by the people of Charlotte.”

In addition to the workshops, the 2020 Vision Plan community engagement process will encourage residents to use online portals, social media and other communication tools to share their perspectives on issues related to urban design and ecology, land use and neighborhood development, and transportation and mobility. Residents also will be asked to help formulate ideas for how Charlotte’s Center City can become a more memorable place of distinct neighborhoods connected by unique infrastructure, said Iacofano.

Since 1966, similar plans have guided development in Charlotte’s Uptown and Center City including the need for a convention center, the creation of the Uptown Mixed Use Development zoning district, development of an NFL stadium, and the need for on-street parking and pedestrian-friendly streets. Adopted by elected officials in May 2000, the Center City 2010 Vision Plan called for pedestrian-friendly streets, mixed use growth and a commitment to architecture of the highest standards. The plan recommended several projects including the acquisition of land for new parks in First and Third Wards, the development of the Little Sugar Creek Greenway, and redevelopment of the former convention center as a mixed-use site.

“The Charlotte-Mecklenburg community is a better place to live because of the region’s commitment to resident-driven, long-range planning processes such as the 2020 Vision Plan,” said Michael Smith, president and CEO of Charlotte Center City Partners, whose mission is to facilitate and promote the economic and cultural development of Center City, which includes Uptown, South End and other close-in neighborhoods.

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