



Area Plan Policy Assessment Update

Planning Commission Work Session

November 3, 2014

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- Project Scope and Schedule
- Summary of Findings and Approaches
- Next Steps/Discussion



Area Plan Policy Assessment – Scope

Project Goal: To assess the effectiveness of our existing land use policy structure and to develop recommendations to strengthen our policy development processes, products and implementation tools.

Project Work Flow

1

ASSESS

Assess and confirm issues with internal and external stakeholders.



2

ANALYZE

Analyze information to develop goals for focus areas.



3

ACT

Develop a plan of action to address short, medium and long terms policy goals.

Project Focus Areas

PROCESS

Broaden our toolbox for developing area plans. Build upon recent process enhancements and incorporate new ideas from other communities.

PRODUCT

Restructure our current format and content. Develop new print and web-based tools to communicate land use policies.

IMPLEMENTATION

Strengthen linkages between area plan vision and implementation tools. Develop new processes and regulatory tools to clearly articulate policy implementation process.

Assessment



- **Internal Assessment (5 SWOT Sessions)** July – October 2013
- **Planning Commission Input** January 2014
- **World Café** April 2014
- Share Preliminary Assessment Findings May – June 2014

Analysis



- **Research Land Use Policy in Other Cities** July 2013 – May 2014
- **Review /Summarize Current Land Use Policies** July 2013 – March 2014
- Summarize Assessment Findings May 2014

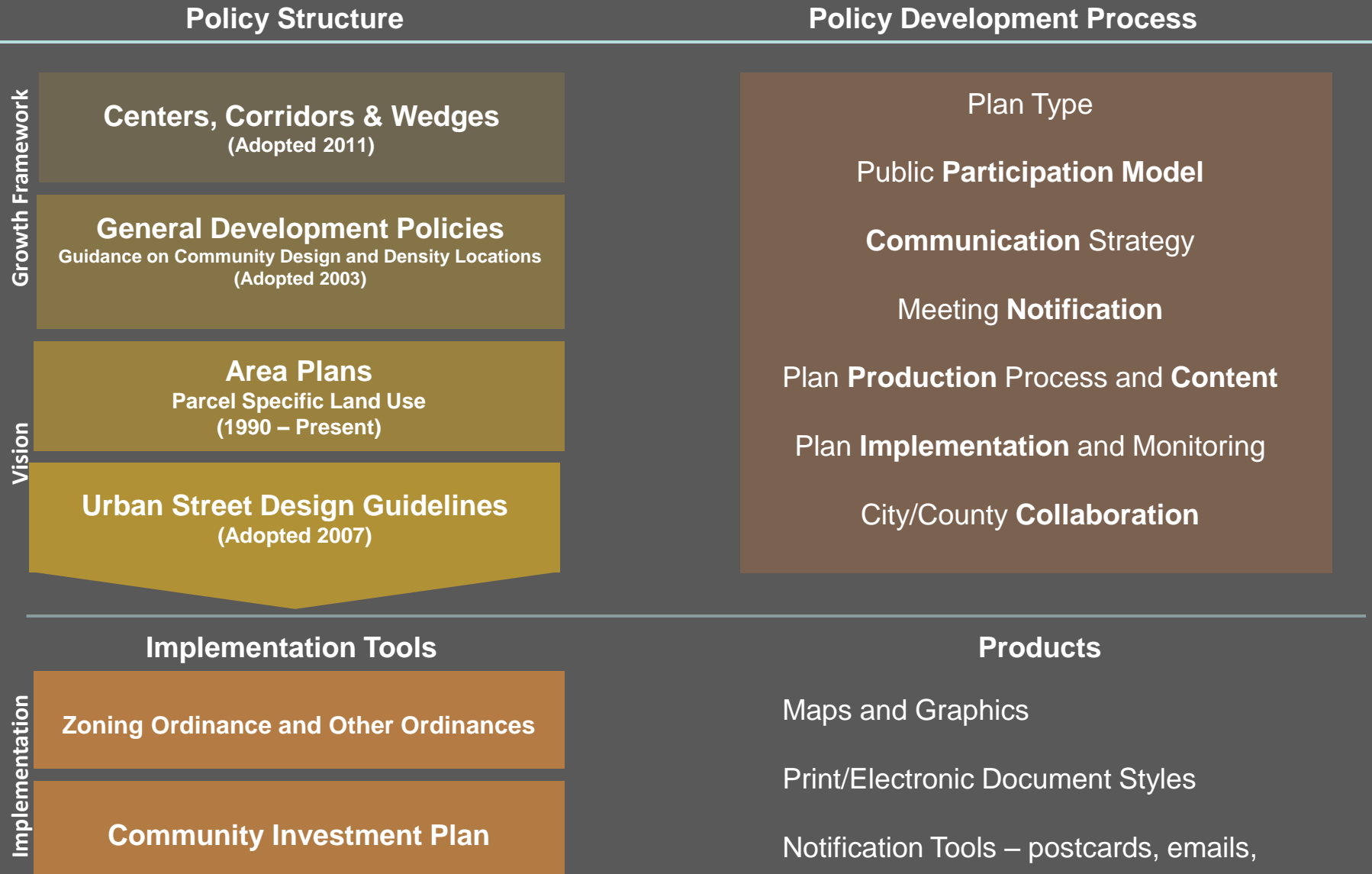
Act



- Develop Summary of Findings and Approaches April 2014
- Share Findings and Possible Approaches May – June 2014
- Prioritize Approaches for Implementation August 2014



What did we ASK stakeholders to consider?



What WE Heard?

Major Themes:

- Communication
- Consistency
- Collaboration
- Education

AREA PLAN ASSESSMENT THEMES



Area Development History

Application of Plan Policies (Rezoning History)

Communications/Community Engagement Tools

Internal Research Challenge

Other Cities:

- Denver, Colorado
- Dallas, TX
- Philadelphia, PA
- Nashville, TN
- Raleigh, NC (visit)



Charlotte-Mecklenburg Planning Department

Believe in Your Ideas.

RESEARCH CHALLENGE

FOR THE LAND USE POLICY ASSESSMENT PROJECT

Join us in conducting research on land use policy frameworks from other cities around the USA. This information will help us to develop new strategies for our land use policy development processes, products and implementation.

➤ **How do I participate?**
Pick one research partner from Planning Department staff.
Pick a city of similar size and/or with similar area plan/ land use policy structure.
Email your team and research subject to adosborne@charlottenc.gov.

➤ **What should my research include?**
Your research should include new, different and/or more efficient processes for developing, communicating and implementing area plans/land use policy. It can include everything from community engagement tools to funding mechanisms for implementation.

➤ **How do I WIN?**
Share your research in a 15 minute presentation in the style of your choice. It MUST include a flow chart or graphic representation of the relationship between the overarching land use policies and/or implementation tools. Presentations will take place on October 30, 2013. Each presentation can receive up to 100 points:
50 points for organization of content and clarity of message;
25 points for presentation innovation and originality; and
25 points for illustration of some applicability to Charlotte.

Prize: Keurig K-Cup Variety Pack



Questions or Comments?
Contact Alysia Osborne, Planning Coordinator
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Recommend Action Steps

Process

Address length of plan development process

Offer a variety of community engagement tools to reach a broader audience

Establish ways for ongoing and meaningful community engagement

Identify and clearly articulate partnering agency roles and responsibilities

Include partner agencies in assessing area plan type and location

Products

Provide more consistency in plan elements, visuals, and graphics

Make plans more dynamic and interactive on web

Reduce plan document size and make more user friendly using creative visuals

Offer a variety of planning initiative types to develop a vision

Implementation

Increase consistency in plan vision and rezoning proposals

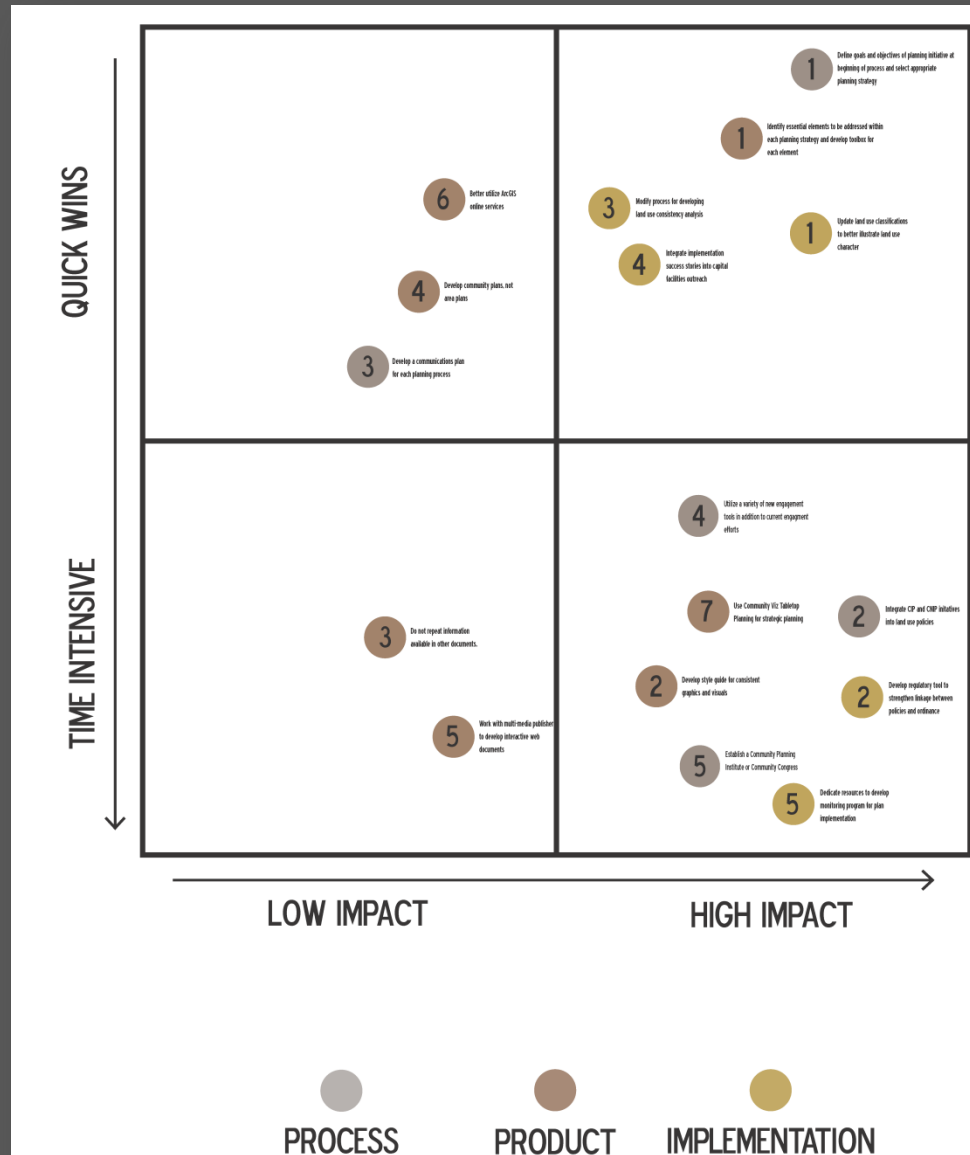
Improve link between land use plans and Zoning Ordinance

Better track and dedicate resources to plan implementation

Link capital facilities planning to land use planning initiatives

Recommended Priorities

- Enhancing linkage between land use policy and implementation (zoning)
- Leveraging resources dedicated to Community Investment Plan
- Improving Community Engagement and Communications



- Incorporate Action Steps Into Work Program
- Leverage Opportunity with Other Major City Initiatives (CIP, Zoning Ordinance Update)
- Identify Quick Wins with High Impacts (*Community Engagement*)



Did we MISS anything?

Major Themes:

- Communication
- Consistency
- Collaboration
- Education

AREA PLAN ASSESSMENT THEMES

