

Prosperous and Innovative Element Group | Scribe Notes

Attendees:

Marion McMahon	Jarrett Hurms
Franchesca Wicker	Derek Dittner
David Crabtree	Alicia McConnell
Ricky Singh	Bala Sure
Anthony DePalma	Betsy Griffin
Todd Hill	Veronica Westendorff
Vincent Burris	Brenda Newberry

FISCALLY RESPONSIBLE

Framework Policy: Charlotte will align capital investments with the adopted growth strategy and maximize the benefit of public and private sector investments to limit the cost of accommodating growth.

Comment(s):

- Overall – definition of “fiscally responsible” may vary between readers

Mapping Implications: Focus development on infill and redevelopment opportunities, discourage development in areas that lack existing and planned infrastructure to support new growth, and intensify existing and planned community and regional activity centers.

Comment(s):

- It is difficult to see how this language connects with proposed objectives
- Change “discourage” → “prioritize” or “carefully assess”

Proposed Objectives:

General Comment(s):

- As mentioned above, mapping implication language should trickle down to proposed objectives – help with clarity and connection

- **Increase Capture of New Development in Areas with Additional Service and Infrastructure Capacity (fire, police, water & sewer, storm water)**

Comment(s)

- Increasing the capture of new development requires prioritizing – add “prioritize” to the objective
- “New development” kind of conflicts with the framework policy

- **Increase the Revenue Per Acre Generated by New Development Areas**

Comment(s):

- Increasing revenue per acre will just create “high development monstrosity”
- What does this even mean?
- Not happy with this objective – it doesn’t make sense

- Add “to compatible areas”
- **Maintain or Improve the Cost to Serve Residents per Capita**
Comment(s):
 - What services?
 - Could the 2nd and 3rd objectives (above) be combined into one?
 - Others group members disagree
 - Overall – need more clarification for both
- **Capture a Greater Share of New Development in Municipal Service Districts**
Comment(s):
 - Clarification
 - What is the alternative if we don’t hit the objective?
 - Add “existing” Municipal Service Districts

DIVERSE AND RESILIENT ECONOMIC OPPORTUNITY

Framework Policy: Charlotte will have diverse mix of employment opportunities in targeted and supported industries that align with education and skill levels across the entire community.

- Comment(s):
- “Diverse mix” and “targeted” are contradicting one another
 - Language speaking to future markets and upward mobility is key here
 - This policy seems to be targeting skill level and education that Charlotte has now instead of working towards improvements to “match” future job availability
 - This policy is lacking an education component and its relation to workforce development
 - “employment opportunities...that maximize” vs “employment opportunities...that align with”
 - You cannot leave out skill sets when referencing the workforce
 - Why not just say “workforce education”?

Mapping Implications: Maintain employment areas that provide access to quality jobs. Support continued growth and evolution of existing employment areas. Develop Activity Centers and employment uses across the entire community, especially in areas that currently lack jobs or a diversity of employment opportunities.

Comment(s): N/A

Proposed Objectives:

- **Improve Jobs / Skills Match**
Comment(s):
 - Education goes hand in hand with this objective
- **Increase Diversity of Types of Jobs Across All Geographies**
Comment(s): N/A
- **Retain Industrial Place Type Acres to Protect Those Job Types**
Comment(s):
 - This objective is going to be limited to very particular places

- If we are focusing on these jobs, we must be mindful of industrial place type impact on surrounding communities
- Important to maintain total acreage but allow for flexibility – goes back to prioritizing
- We need these job types
 - In supporting them, we need to assess appropriate acreage to maintain the jobs while also promoting new locations and adaptations in suitable areas (do not know how to measure that)
- “Industrial” is a very broad term...
- **Maintain or Increase the Percent of Employment in Middle Skill Jobs**
Comment(s):
 - Confusion regarding “middle skill jobs”
- **Increase the Diversity of Uses Within Existing Single-Use Commercial and Office Employment Areas by Allowing Them to Transition to Mixed-Use Activity Centers**
Comment(s):
 - Access is a very important point – where are the jobs and can people *actually* get to them?
 - Do not like the word “allow” but that point is still necessary
 - Consider a different word
 - If mixed-use activity centers are not considering schools, then should be
 - Schools are incredibly important and often over looked when thinking about mixed-use activity centers

New Framework Policy

Econ. opportunity

FRAMEWORK POLICY: Charlotte will have a diverse mix of employment opportunities in targeted and supported industries that align with workforce education and skill levels across the entire community to increase opportunities for economic mobility.

HOW WOULD THIS POLICY IMPACT MAPPING?

WHAT OBJECTIVES SHOULD BE PROPOSED WITH THIS POLICY?

- Maintain or Increase the Percent of Employment in middle skills jobs
- Add Awareness of apprenticeships, public/private partnerships via outreach to assist w/ objection

Fiscally Responsible

FRAMEWORK POLICY: Charlotte will align capital investments with the adopted growth strategy and maximize the benefit of public and private sector investments to limit the cost of accommodating growth.

MAPPING IMPLICATIONS: Focus development on infill and redevelopment opportunities, *Prioritize* ~~discourage~~ development in areas that lack existing and planned infrastructure to support new growth, and intensify existing and planned community and regional activity centers.

PROPOSED OBJECTIVES:

- *Prioritize a* Increase Capture of New Development in *infill* Areas with Additional Service and Infrastructure Capacity (fire, police, water & sewer, storm water)
- Increase the Revenue Per Acre Generated by New Development Areas
- Maintain or Improve the Cost to Serve Residents per Capita
- Capture a Greater Share of New Development in Municipal Service Districts

New Objective

Insert your text here:

ADDED INFRASTRUCTURE
INVESTMENTS (SEWER, WATER, FIRE.)
IN EXISTING URBANIZED AREAS
THAT HAVE EXHAUSTED CURRENT
CAPACITY

Which Vision Element Does It Meet?

= FISCAL RESPONSIBLE
- SMART INFILL GROWTH

What Goals Does It Meet?

Compact Growth + DEU.

Diverse and Resilient Economic Opportunity

FRAMEWORK POLICY: Charlotte will have diverse mix of employment opportunities in targeted and supported industries that align with education and skill levels across the entire community.

MAPPING IMPLICATIONS: Maintain employment areas that provide access to quality jobs. Support continued growth and evolution of existing employment areas. Develop Activity Centers and employment uses across the entire community, especially in areas that currently lack jobs or a diversity of employment opportunities.

PROPOSED OBJECTIVES:

→ Improve Jobs / Skills Match

Increase Diversity of Types of Jobs Across All Geographies

Retain Industrial Place Type Acres to Protect Those Job Types

Maintain or Increase the Percent of Employment in Middle Skill Jobs

- Increase the Diversity of Uses Within Existing Single-Use Commercial and Office Employment Areas by Allowing Them to Transition to Mixed-Use Activity Centers

→ related to public transportation?

Does mixed use include schools?

Increase awareness in middle + high school teacher/directive in community education

Match jobs with skills or skills with jobs?
Nothing about workforce dev/education

Upward mobility

future proofing workforce for changing industries

Diverse v. Targeted?
Support Policy?

Proposed Objective

Improve Jobs / Skills Match (maybe job type or use type matched with education levels)

Vision Element:



Goals Met:



Thriving Economic Innovation & Opportunity

Target Goal:

___%*

*to be determined with ongoing input

Proposed Objective

Increase Diversity of Types of Jobs Across All Geographies

Vision Element:



Goals Met:



Thriving Economic Innovation & Opportunity

Target Goal:

___%*

*to be determined with ongoing input

Proposed Objective

Retain Industrial Place Type Acres to Protect Those Job Types

— allow for flexibility to change use
— know what industrial place type kept the use appropriate areas

Vision Element:



Goals Met:



Thriving Economic Innovation & Opportunity

Target Goal:

___%*

*to be determined with ongoing input



Coordinated Growth & Development

be mindful of industrial place types if they are going to change

Proposed Objective

Maintain or Increase the Percent of Employment in Middle Skill Jobs

Vision Element:



Goals Met:



Thriving Economic Innovation & Opportunity

Target Goal:

___%*

*to be determined with ongoing input

Clarify language & simplify

Fiscally Responsible

FRAMEWORK POLICY: Charlotte will align capital investments with the adopted growth strategy and maximize the benefit of public and private sector investments to limit the cost of accommodating growth

MAPPING IMPLICATIONS: Focus development on infill and redevelopment opportunities, discourage development in areas that lack existing and planned infrastructure to support new growth, and intensify existing and planned community and regional activity centers.

PROPOSED OBJECTIVES:

- Increase Capture of New Development in Areas with Additional Service and Infrastructure Capacity (fire, police, water & sewer, storm water)
- Increase the Revenue Per Acre Generated by New Development Areas
- Maintain or Improve the Cost to Serve Residents
- Capture a Greater Share of New Development in Municipal Service Districts

Helped understand that fiscal responsibility & equity do not add up well

Account for cost to City

city (fire,

Public Cost

more than financial highly utilize

*Clarify

Addition of Infrastructure

It will be expensive to serve all areas of the city equally

Schools

Proposed Objective

Increase Capture of New Development in Areas with Additional Service and Infrastructure Capacity (fire, police, water & sewer, storm water)

Vision Element:



Regional

Target Goal:

___%

*to be determined with ongoing input

Goals Met:



Coordinated Growth & Development

Congestion

Fairly Distributed

Hard Numbers

Proposed Objective

Maintain or Improve the Cost to per Capita

Vision Element:



Prosperous & Innovative

Target Goal:

___%*

*to be determined with ongoing input

Goals Met:



Coordinated Growth & Development



Safe, Inviting, and Distinctive Places



Thriving Economic Innovation & Opportunity

decrease?

Proposed Objective

Increase the Revenue Per Acre Generated by New Development Areas

Vision Element:



Prosperous & Innovative

Goals Met:



Coordinated Growth & Development

example of what revenue types

Reward

*to be determined with ongoing input

Affordable housing

Stabilize Property taxes

Proposed Objective

Capture a Greater Share of New Development in Municipal Service Districts

Vision Element:



Prosperous & Innovative

Goals Met:



Coordinated Growth & Development

Drop

Simplify

Too Wordy

*to be determined with ongoing input

What are the Districts

Some Inequitable