City of Charlottesville
Comprehensive Plan Review 2018
Community Engagement
What is a Comprehensive Plan?

- A guide for making community decisions
- A Tool for future growth and land development
- Identifies services needed to support future development
Significant factors of the Comprehensive Plan

* Required by law to review every 5 years
* Chapters of the Plan
  * Land Use
  * Community Facilities
  * Economic Sustainability
  * Environment
  * Housing
  * Transportation

* Typically includes text, maps, and pictures.

* Assessment of the community’s strengths, weaknesses, opportunities, and threats.
Population

Current

Projected Growth
Natural Resources

Meadow Creek

Washington Park
## Economic Base

### INCOME GUIDELINES FOR HOUSING PROGRAMS

Charlottesville Median Family Income: $76,600  
4/20/2017

<table>
<thead>
<tr>
<th># Persons in Family/Household</th>
<th>Extremely Low Income (30%)</th>
<th>Very Low Income (50%)</th>
<th>Low Income (80%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 person</td>
<td>$16,100</td>
<td>$26,850</td>
<td>$42,950</td>
</tr>
<tr>
<td>2 persons</td>
<td>$18,400</td>
<td>$30,650</td>
<td>$49,050</td>
</tr>
<tr>
<td>3 persons</td>
<td>$20,700</td>
<td>$34,500</td>
<td>$55,200</td>
</tr>
<tr>
<td>4 persons</td>
<td>$24,600</td>
<td>$38,300</td>
<td>$61,300</td>
</tr>
<tr>
<td>5 persons</td>
<td>$28,780</td>
<td>$41,400</td>
<td>$66,250</td>
</tr>
<tr>
<td>6 persons</td>
<td>$32,960</td>
<td>$44,450</td>
<td>$71,150</td>
</tr>
<tr>
<td>7 persons</td>
<td>$37,140</td>
<td>$47,500</td>
<td>$76,050</td>
</tr>
<tr>
<td>8 persons</td>
<td>$41,320</td>
<td>$50,600</td>
<td>$80,950</td>
</tr>
</tbody>
</table>
Transportation Networks

2015 Bicycle and Pedestrian Master Plan Update
Charlottesville, Virginia
Adopted September 8, 2015

Charlottesville Streets That Work Design Guidelines
Adopted by City Council September 9, 2015
Uses of the Comprehensive Plan

- Establish a community vision
- Coordinate growth and development
- Ensure economic stability
**Guiding Principles for the 2018 updated Comprehensive Plan**

- A community wide conversation on how the community will change based on choices made for the future
- An opportunity for the community to be heard as to how growth would occur and can be managed
- The places where we live, work and play are important in defining our community
- The values of the City will be considered in relation to specific places in the community.
- Information and data should be gathered, analyzed and shared in a manner that is understandable to residents.
- The best ideas for our City’s future will be identified by listening.
201 Avon

Existing Conditions

Development Potential
Comprehensive Plan 2018
Points of Emphasis

- Land Use
  - Growth and Density Increases

- City Facilities
  - Police and Fire

- Affordable Housing
  - Crisis / Lack of
City on a Hill
Community Values
2013 Comprehensive Plan

* Value 1: Economic Sustainability
* Value 2: A Center for Lifelong Learning
* Value 3: Quality Housing Opportunities for All
* Value 4: Charlottesville Arts & Culture
* Value 5: A Green City
* Value 6: America’s Healthiest City
* Value 7: A Connected City
* Value 8: A Community of Mutual Respect
* Value 9: Smart, Citizen-Focused Government
Goals and Objectives
2014 City Council Strategic Plan

∗ **Goal 1: Enhance the self-sufficiency of our residents**
  ∗ 1.1 Promote education and training
  ∗ 1.2 Reduce employment barriers
  ∗ 1.3 Increase affordable housing options
  ∗ 1.4 Enhance financial health
  ∗ 1.5 Improve college/ career readiness of students

∗ **Goal 2: Be a safe, equitable, thriving and beautiful community**
  ∗ 2.1. Provide an effective and equitable public safety system
  ∗ 2.2. Consider health in all policies and programs
  ∗ 2.3. Provide reliable and high quality infrastructure
  ∗ 2.4. Ensure families and individuals are safe and stable
  ∗ 2.5. Provide natural and historic resources stewardship
  ∗ 2.6. Engage in robust and context sensitive urban planning

∗ **Goal 3: Have a strong diversified economy**
  ∗ 3.1. Develop a quality workforce
  ∗ 3.2. Attract and cultivate a variety of new businesses
  ∗ 3.3. Grow and retain viable businesses
  ∗ 3.4. Promote diverse cultural tourism

∗ **Goal 4: Be a well-managed and successful organization**
  ∗ 4.1. Align resources with City’s strategic plan
  ∗ 4.2. Maintain strong fiscal policies
  ∗ 4.3. Recruit and cultivate quality employees
  ∗ 4.4. Continue strategic management efforts

∗ **Goal 5: Foster Strong Connections**
  ∗ 5.1. Respect and nourish diversity
  ∗ 5.2. Build collaborative partnerships
  ∗ 5.3. Promote community engagement
Kick Off Public Workshops
Step A

Monday May 8, 2017
Carver Recreation Center
Banquet Space
1pm - 3pm
233 4th St NW, Charlottesville, VA 22903

Thursday May 11, 2017
Venable Elementary School
Gymnasium
5pm to 7pm
406 14th St NW, Charlottesville, VA 22903

Wednesday May 31, 2017
Buford Middle School
Cafeteria
7pm to 9pm
1000 Cherry Ave, Charlottesville, VA 22903

Wednesday June 21, 2017
Charlottesville High School
Atrium
6pm to 8pm
1400 Melbourne Rd, Charlottesville, VA 22901
Public Engagement Plan

4 KICK-OFF WORKSHOPS

SERIES OF SMALLER MEETINGS AND DISCUSSIONS

PRIMARY ENGAGEMENT STEPS

The Commission requests that Council provide guidance on the major components of the community engagement strategy (as developed based on Guiding Principles) to assure that the foundation is sound moving forward.

These components are:

1. Using "places" as an organizing factor for the Land Use element
2. Structure proposed for the strategy (4 kick-off meetings, mini-meetings, presentation of scenario(s) based on received public input)

If Council is satisfied with these components, it is recommended that approval to proceed be provided along with designation of funds to address needed resources.

Council could choose to change the proposed Community Engagement Strategy providing guidance to the Commission and an altered timeframe to allow for updates and reporting back.

(more description of each step can be found on the following pages)
Small Meetings with Community Groups
Step B

SMALL MEETING SERIES

Step B:
Consultation with the Community at large, City Staff, neighborhood and other groups, Key Stakeholders, Weldon Cooper Center—anyone who may have information, ideas, data, concerns, objectives, etc. to contribute

What:
Gather trend data; gather information about places and land uses the community enjoys, wants to protect and expand; gather information about successful/unsuccessful projects; information about best-practices the community would like to see implemented; where would the community like to see future growth (office, commercial & residential)

Who:
As many people and groups (self-identified), including: individual residents; neighborhood representatives; social justice advocates; the development community, the professional and academic design community; etc.

How
Engagement Levels:

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Consulting</td>
</tr>
<tr>
<td>3</td>
<td>Involving</td>
</tr>
</tbody>
</table>

Resources Needed
Facilitation professional to assist with meetings and asking questions which identify community needs.
Funding for food, materials/supplies for meetings
Proposed Scenarios
Step C

Step C: Propose Scenario (present the take away from the last meeting (likely to be a map) for verification and have a baseline scenario of what would happen without change. Address and identity changes needed, consider discussion-draft textual changes to help realize the updated Future Land Use Plan)

What:
- Cullate data, information, input received from previous stages; identify areas and topics of agreement, areas and topics to be further researched and investigated; investigate scenarios to be incorporated, and solutions to be considered; begin developing a "menu" of possible updates and strategies.

Who:
- General public, key stakeholders

How:
- Engagement levels:

  Level 3: Involving
  Level 4: Collaborating

Resources Needed:
- Facilitation professional to assist with meetings and asking questions which identify community needs.
- Graphic Designer for creation of visuals.
Recommendation to Council for Action

Step D

Step D: Proposed Plan for Recommendation to Council (the outcome of previous stages)

What:
Planning Commission completes its review of the Comprehensive Plan and formulates updates to be presented and discussed through a public hearing process; Planning commission makes its final recommendations to City Council.

Who:
General public; planning commission

How:
Engagement Levels

**Level 4: Collaborating**

**Level 5: Decision Making**

Resources Needed:
Facilitation professional to assist with meetings and asking questions which identify community needs.
Timeline

A

B

C₁

C₂

D

June 2017  September 2017  December 2017  Summer 2018  Fall 2018

4 KICK-OFF WORKSHOPS

SERIES OF SMALLER MEETINGS AND DISCUSSIONS

.....THEN.... SCENARIOS PROPOSED >>>>>

RE-GATHER IN LARGE(R) GROUPS TO DISCUSS /REFINE / FINALIZE SCENARIOS

COUNCIL ACTION