

City of Charlottesville
2018 Comprehensive Plan Update
Community Engagement Methods & Results

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Phase I Overview

During Phase I, a series of workshops were held to gather feedback from the community on how the update to the Comprehensive Plan should be shaped. All workshops were identical in format and information covered. Following a Comp Plan background presentation, attendees were divided into small groups in which they filled out a survey individually and completed a group mapping exercise. Efforts were made to hold these kickoff meetings at a variety of locations and times in order to maximize the community's opportunities to participate. The Phase I survey was also made available for completion online and included in the Phase II DIY Packets..

Meetings:

Carver Recreation Center

Monday, May 8, 2017, 1:00 pm – 3:00 pm

Venable Elementary School

Thursday, May 11, 2017, 5:00pm – 7:00 pm

Tonsler Park

Thursday, May 18, 2017

Buford Elementary School

Wednesday, May 31, 2017, 7:00pm – 9:00 pm

Charlottesville High School

Wednesday, June 21, 2017, 6:00pm – 8:00 pm

Central Library

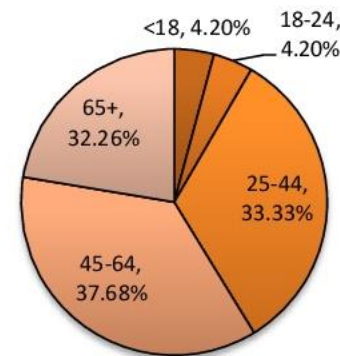
Saturday, June 24, 2017, 10:00 am – 12:00 pm

Overall Statistics

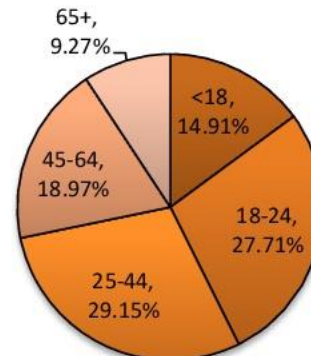
Meeting	People signed in	Surveys returned	Group maps	POI stickers placed	Residential stickers placed	Employment stickers placed	Total stickers placed
05.08 Carver	26	19	5	31	27	24	82
05.11 Venable	16	6	3	32	22	18	72
05.18 Tonsler Park	24	4	2	13	4	4	21
05.31 Buford	35	4	7	74	54	48	176
06.21 CHS	34	17	6	65	24	32	121
06.24 Central Library	21	19	5	47	52	35	134
07.13 PLACE			12	65	59	64	188
Meade Park Market		4					
DIY Fifeville		5					
DIY JPA		3					
DIY Belmont-Carlton		5					
Online		39					
Mail		2					
Total	156	127	40	327	242	225	794

Demographics

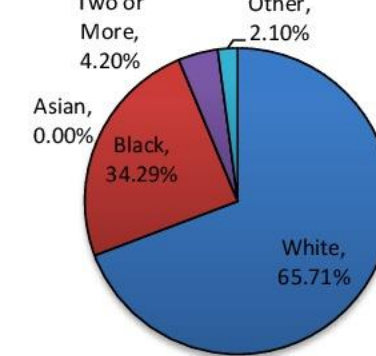
Age - Kickoff Attendance



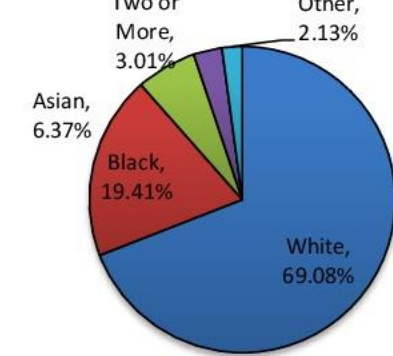
Age - 2010 Census



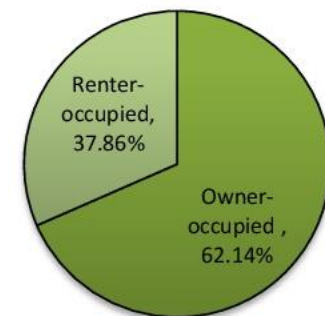
Race - Kickoff Attendance



Race - 2010 Census



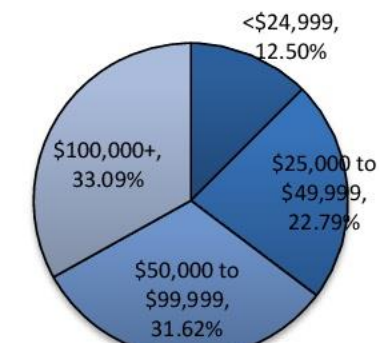
Rent-Own - Kickoff Attendance



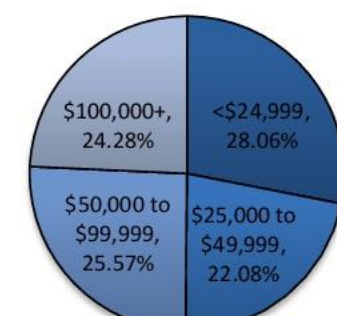
Rent-Own - 2010 Census



Income - Kickoff Attendance



Income - 2010 Census



Phase I Meeting Materials

Sample Agenda:

2018 Comprehensive Plan Update Kick-off Workshop Agenda

Date: Thursday, May 31 2017
Time: 7:00pm - 9:00pm
Location: Buford Middle School Cafeteria
1000 Cherry Avenue, Charlottesville, VA 22903
Host: The City of Charlottesville Planning Commission

Agenda




7:00-7:15pm	Welcome/Sign-In/Review posters on wall (light refreshments provided)
7:15-7:40pm	Comp Plan Background Presentation
7:40-8:30pm	Small Group Discussion & Map Exercise
8:30-8:45pm	Small Group Report Out of Discussion
8:45-8:50pm	Next Steps Meeting Close
8:50-9:00pm	Planning Commissioner-Citizen one-on-one sessions

Questionnaire:

Comprehensive Plan 2018

The feedback you provide below will be used to inform future conversations.

Map Exercise: Use the map and stickers at your table to work through the questions below.

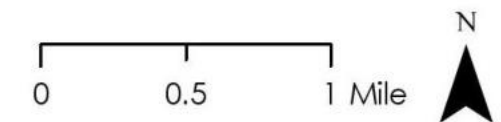
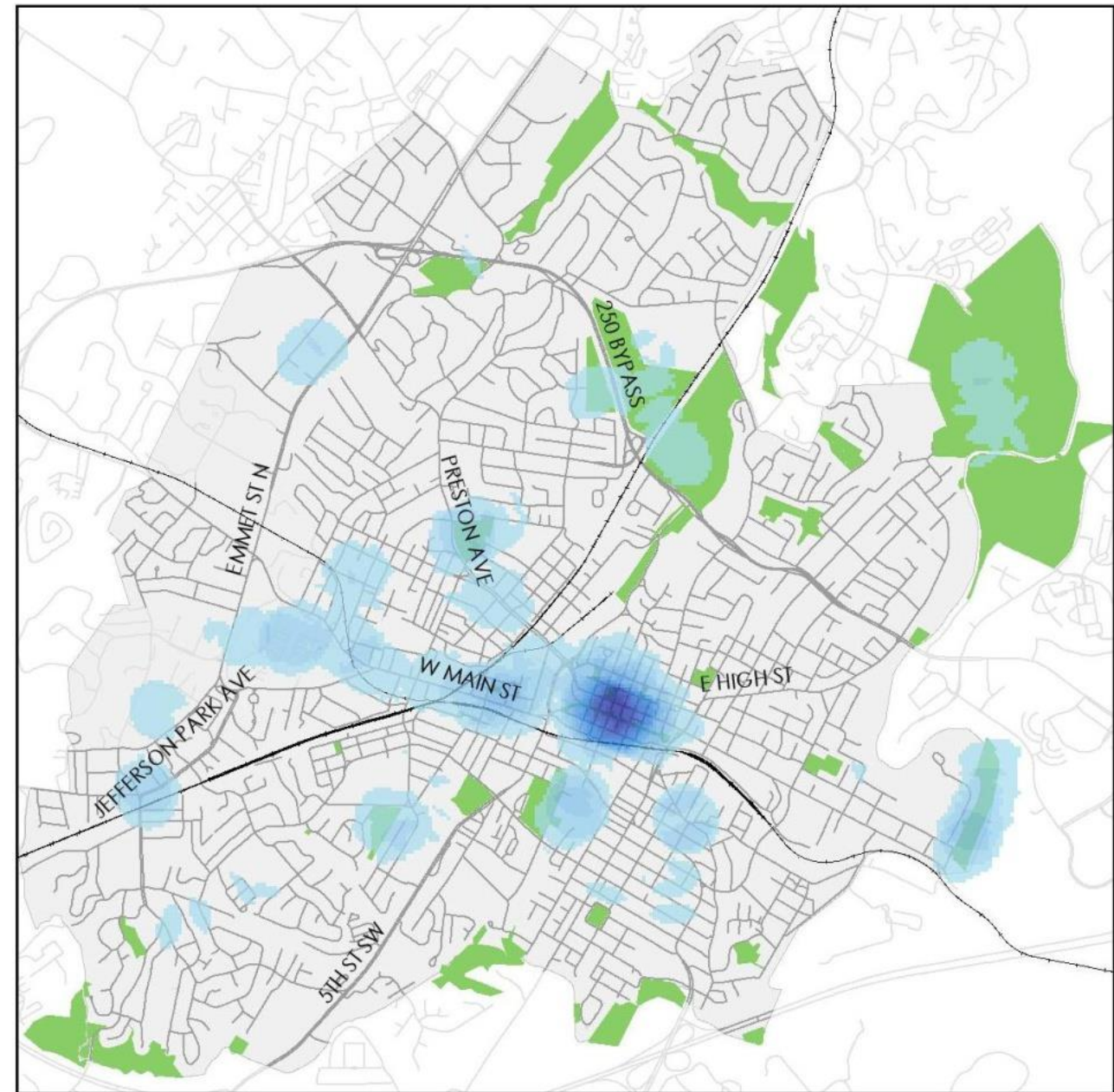
1. Where are the places in Charlottesville that you like? On the Map use the  Stickers.
2. What is it about those places that you do like?
3. How do you travel to those places? Walk, bike, drive, bus, car share or taxi?
4. Assuming people continue to move here, where in the City should new residential development be focused? On the Map use the  Stickers.
5. What types of housing do you think new residential development should contain? (apartments, townhouses, single family, etc.) Refer to the chart for examples of different housing types.
6. Assuming people continue to move here, where in the City should new employment centers be located? On the Map use the  Stickers.
7. What types of new employment should be located in those centers and what should they look like? (office park, high rise, mixed use, live work unit, etc.)

Places of Interest - Where are places in Charlottesville that you like?

Composite, digitized map from all meetings:

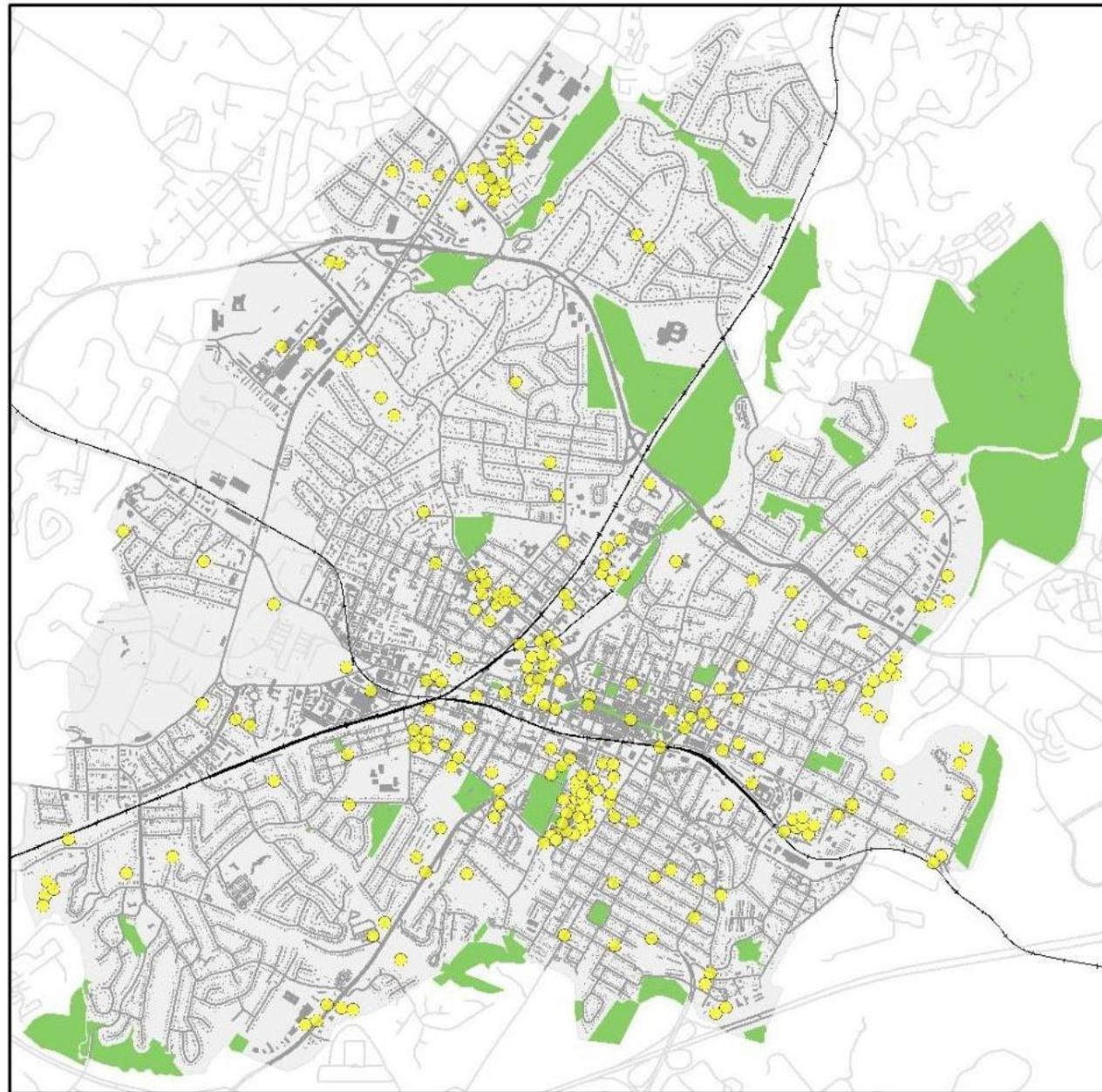


Composite heat map from all meetings:

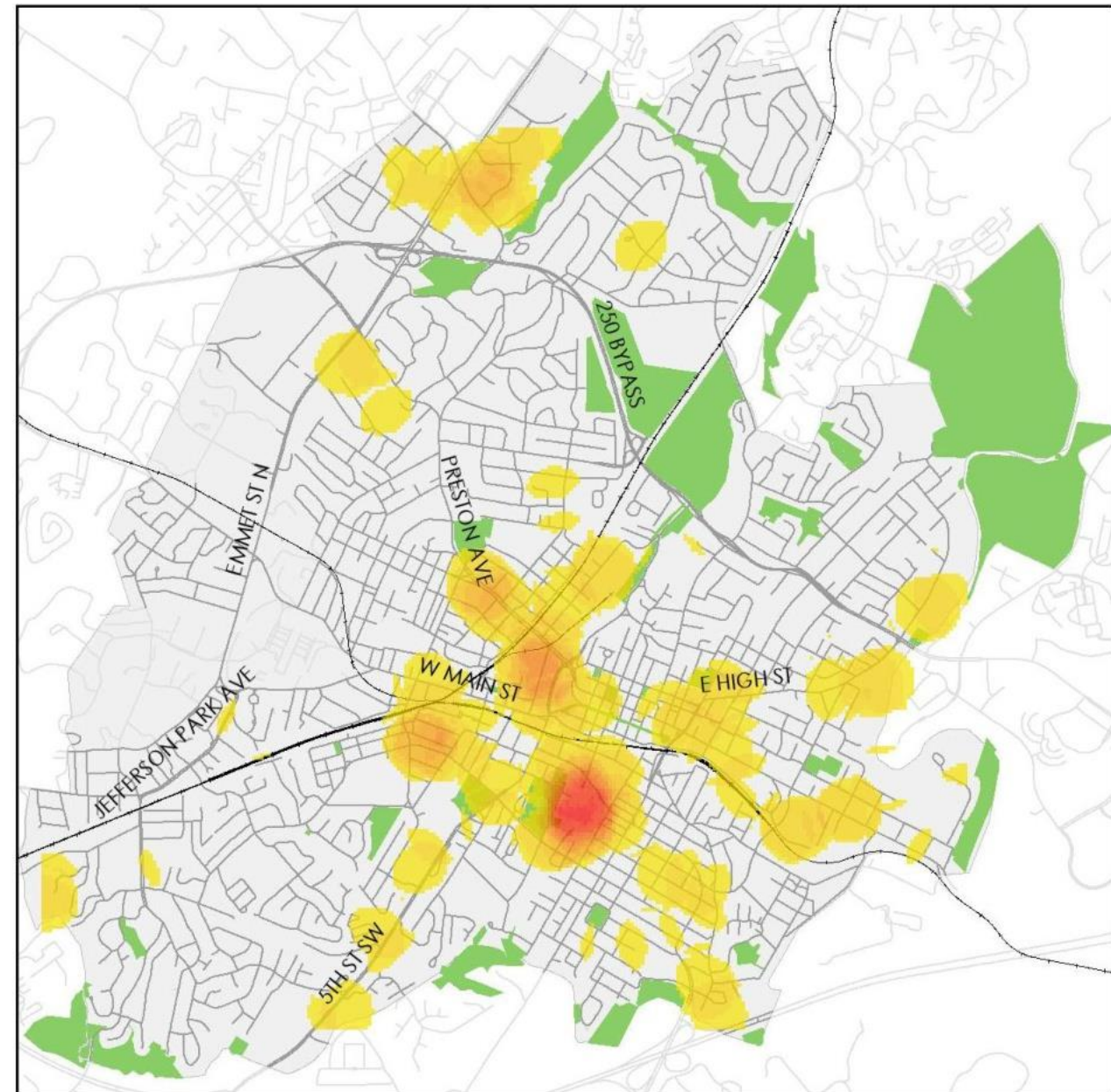


New Residential Development – Assuming people continue to move here, where in the City should new residential development be focused?

Composite, digitized map from all meetings:

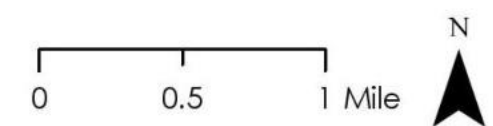


Composite heat map from all meetings:



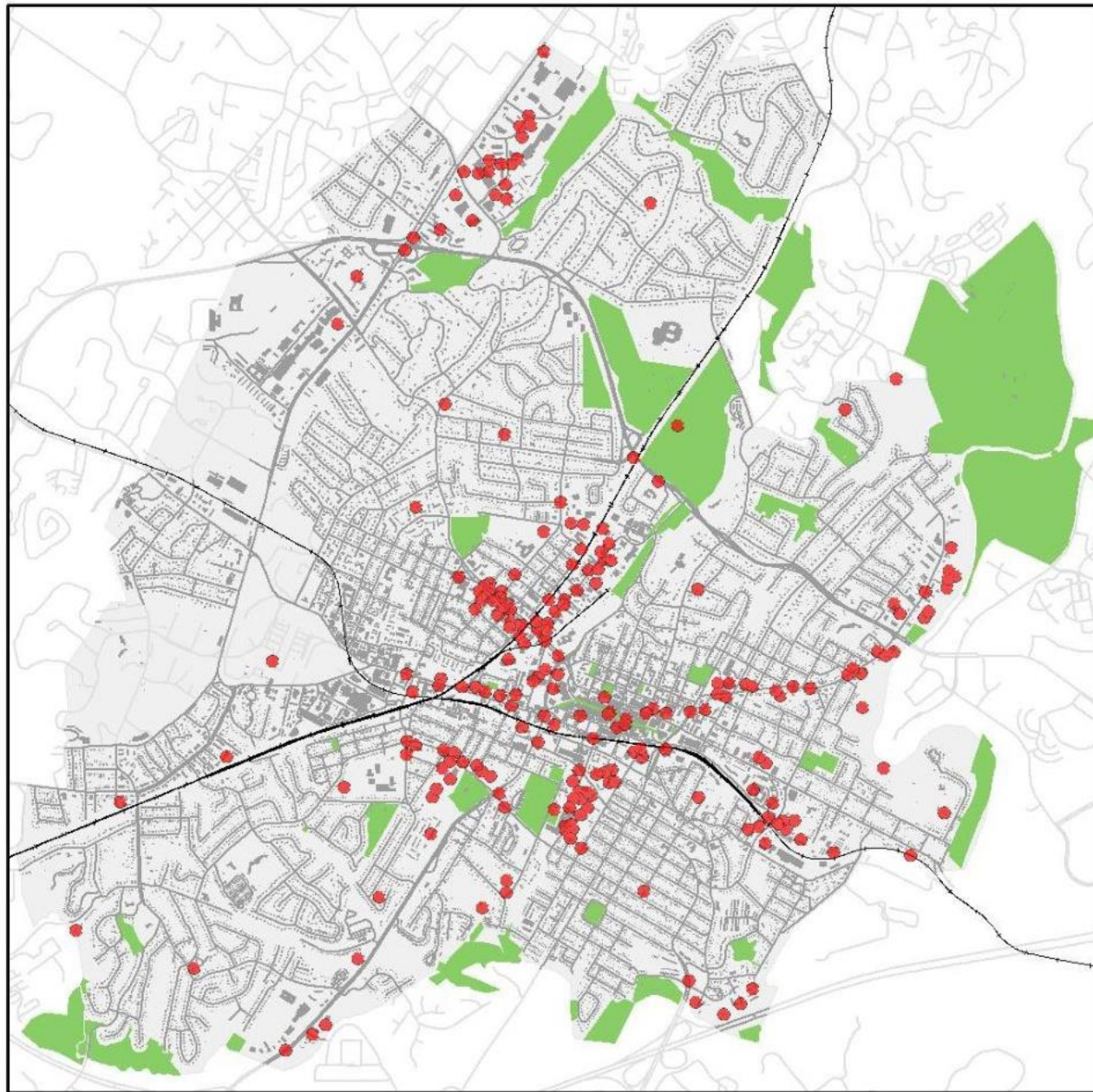
Survey Responses:

- | | | | | | |
|---|--|---|--|--|---|
| <ul style="list-style-type: none"> • Downtown (25) • Preston Avenue (23) • West Main (17) • SIA (11) • 5th Street (8) • Rose Hill (8) • 10th & Page (7) • Cherry Avenue (7) • In existing neighborhoods (7) • Infill (7) • IX area (7) • Belmont (6) • UVA area (6) | <ul style="list-style-type: none"> • Harris Street (5) • City Yard (4) • Fry's Spring (4) • Route 29 (4) • East High (3) • Fifeville (3) • In County (3) • River Road (3) • South Downtown (3) • Undeveloped land near Stribling/Sunset (3) • Allied Place redevelopment • Along primary and secondary roads (2) | <ul style="list-style-type: none"> • Avon (2) • Barracks (2) • Close to jobs (2) • Edge of town (2) • Fontaine (2) • Free Bridge area (2) • Grady (2) • High Street (2) • Ivy Road (2) • Levy (2) • Meade Ave (2) • Near schools (2) • Ridge (2) | <ul style="list-style-type: none"> • Spread throughout the city (2) • Westhaven (2) • Along a light rail line • Along corridors • Along or close to roads that have good bike/ped infrastructure • Any empty non-park space • Any vacant land zoned for residential (R1 and R2, PUDs) • Around Belmont Bridge • At periphery of city Crozet • Darden Towe • Fashion Square Mall | <ul style="list-style-type: none"> • Garrett • Georgetown Road area • Growth areas • Higher density along urban corridors and central areas • Hillsdale • Hydraulic • Increase density • Monticello • Near Target • Near Wegmans • New neighborhoods near existing roadways | <ul style="list-style-type: none"> • North of the City • NOT along Route 29 • On bus routes • Pantops • Redevelop CRHA sites • River Corridor • Route 20 • South of Charlottesville • Vinegar Hill • Woolen Mills |
|---|--|---|--|--|---|

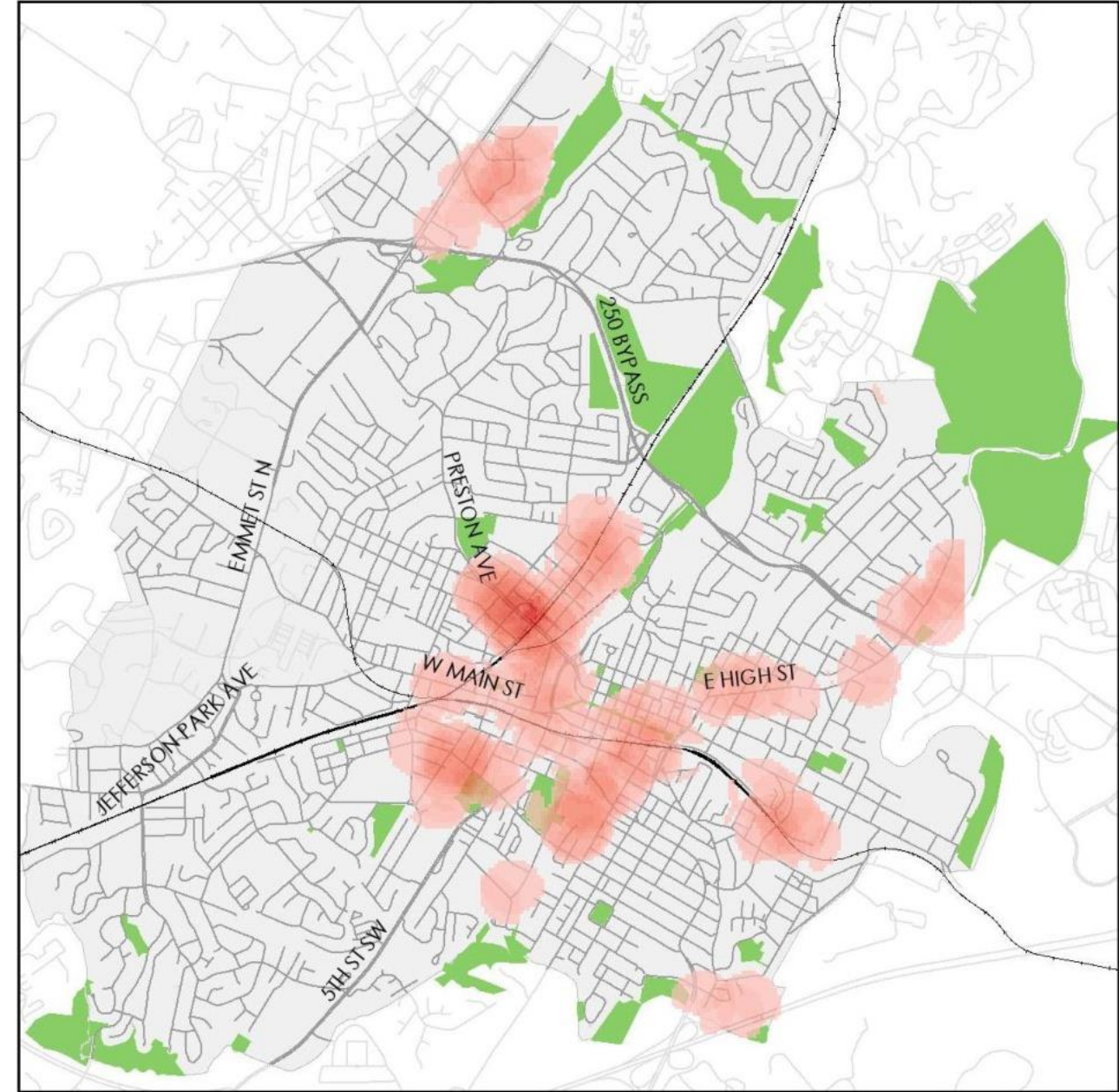


New Employment Centers - Assuming people continue to move here, where in the City should new employment centers be focused?

Composite, digitized map from all meetings:

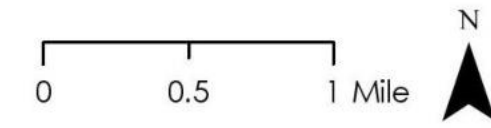


Composite heat map from all meetings:



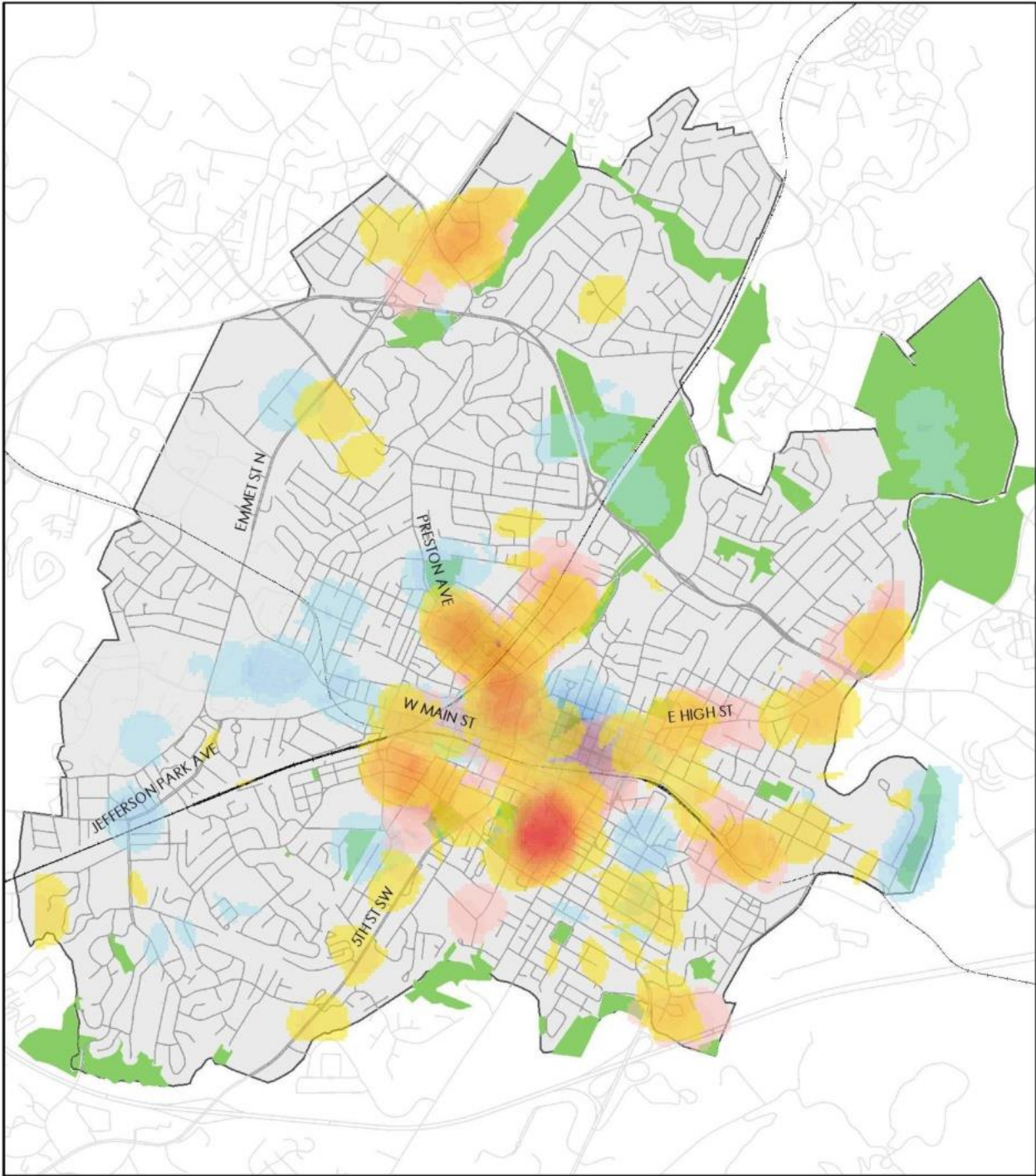
Survey Responses:

- | | | | | | |
|--|--|--|--|---|---|
| <ul style="list-style-type: none"> • Downtown (34) • Preston (21) • West Main (16) • SIA (15) • Close to housing (10) • 29 North (7) • 5th Street (7) • Cherry (7) • Near transit routes (7) • UVA area (7) • Harris Street (6) • IX area (6) • High Street (5) | <ul style="list-style-type: none"> • Rose Hill (5) • Barracks Road area (4) • Belmont (4) • Fontaine (4) • 10th Street (3) • Along corridors (3) • East High (3) • Free Bridge area (3) • Infill (3) • Hydraulic area (3) • Meade area (3) • River Road (3) • Charlottesville (2) | <ul style="list-style-type: none"> • Emmet Street (2) • Garrett (2) • Hardy Drive area (2) • JPA (2) • Kmart (2) • McIntire Plaza (2) • Pantops (2) • Ridge (2) • Seminole Square (2) • Vinegar Hill (2) • Woolen Mills (2) • 29 & Hydraulic • Albemarle Square | <ul style="list-style-type: none"> • Along a light rail line • Anywhere & everywhere • Areas where lots of land is occupied by relatively small business • Avon • Central areas • Close to concentrated population • Corner • Fashion Square Mall • Fifeville • Growth areas • In areas of retail with large lots • Ivy Road | <ul style="list-style-type: none"> • Jefferson School • Local shops by Beer Run and Meade Park • Locust Avenue • Many small mixed centers • McIntire Road • Midtown • NE of Dunlora • Near amenities • Near Citywalk • Near good bike/ped infrastructure • North of the City | <ul style="list-style-type: none"> • Outside of City • Outskirts • Redevelop gray field sites • Reorganization - unused buildings • Route 20 • South Downtown • South of Route 250 business • Trailer Park • Willoughby Shopping District • Work in county and live in city |
|--|--|--|--|---|---|



Places of Interest, New Residential Development, and New Employment Centers

Composite heat map from all meetings:



This map was created using data collected from previous 2018 Comp Plan Update meetings.

Phase II Overview

The goal of Phase II of Community Engagement for the 2018 Comprehensive Plan update was to gather more specific public input for informing the plan’s land use chapter. Phase II also sought to expand participation by making it as easy as possible for community members to provide input. Rather than hosting Comprehensive Plan-specific events, City staff and Planning Commissioners attended already-planned events throughout Charlottesville. Another goal of Phase II was to reach the demographics that did not participate as much in the Phase I kickoff meetings. For this reason, staff and Commissioners purposefully attended community events which drew diverse crowds. At these events, attendees could stop by the Comp Plan table and complete a mapping activity. A Phase II survey was also developed and could be completed either at the table or online. As another effort to increase participation, Phase II “DIY” packets were created that allowed any group to host their own event at which attendees could complete the same mapping activity and surveys.

Events:

Meade Park Market

Wednesday, July 12, 2017, 3:00 pm – 7:00 pm

Table on the Downtown Mall

Tuesday, July 18, 2017, 10:00 am – 2:00 pm

National Night Out

Tuesday, August 1, 2017, 6:00 pm – 8:00 pm

Westhaven Days

Saturday, August 5, 2017, 10:00 am – 1:00 pm

DIY

- Fifeville
- Meadowbrook Hills/Rugby
- Johnson Village
- JPA
- Belmont-Carlton

Fridays After Five

Friday, July 14, 2017, 5:00 pm – 8:00 pm

African American Cultural Art Festival

Saturday, July 29, 2017, 10:00 am – 2:00 pm

Michie Market

Thursday, August 3, 2017, 5:00 pm – 6:30 pm

Love the Court

Wednesday, August 9, 2017, 5:00 pm – 8:00 pm






Phase II Stats – Attendance

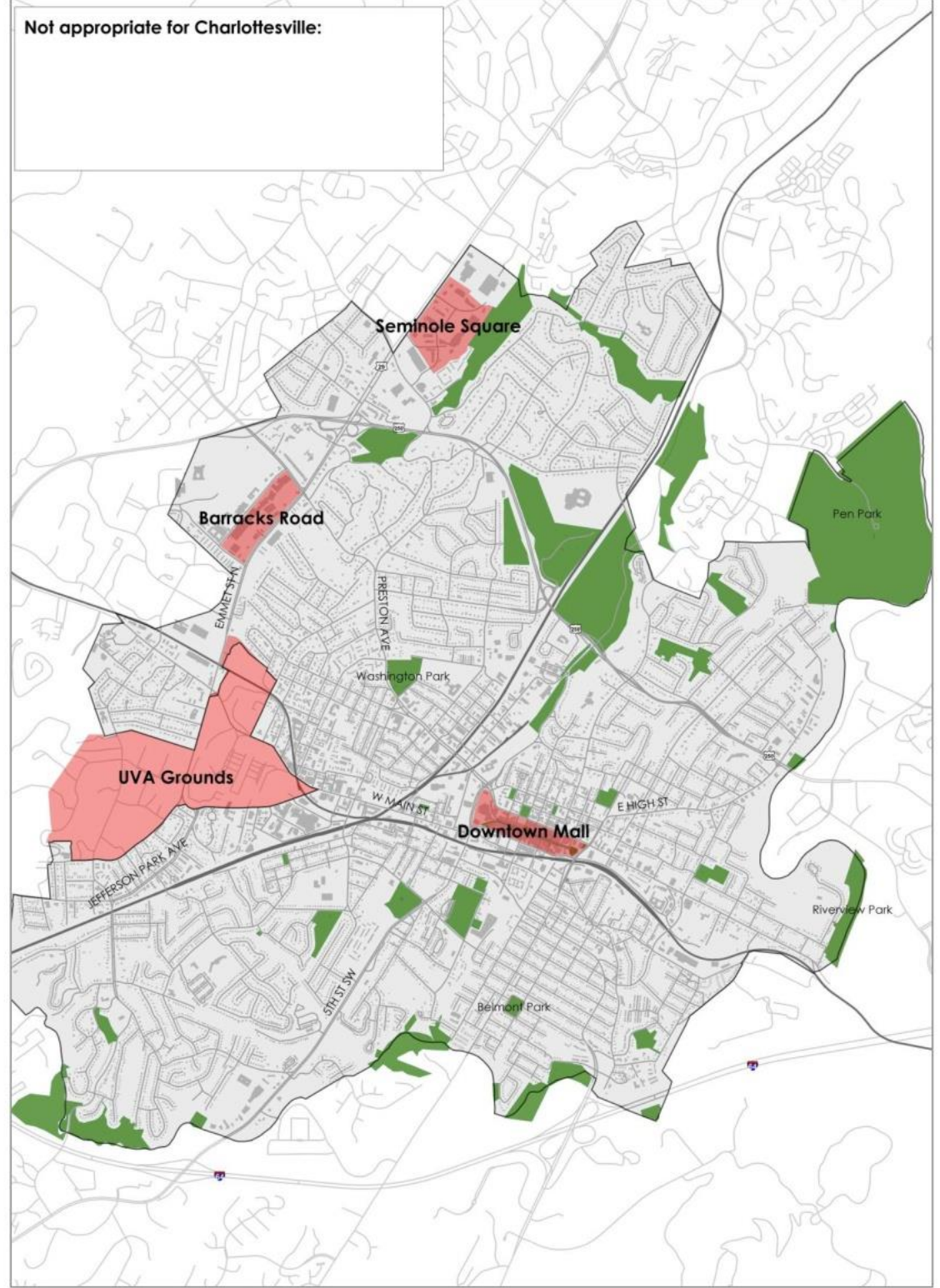
Event	Surveys returned	Mapping activities completed
07.12 Meade Park Market	7	22
07.14 Fridays After Five	20	21
07.18 Table on the Mall	2	11
07.29 African American Cultural Art Festival	14	15
08.01 National Night Out	9	21
08.03 Michie Market	9	6
08.05 Westhaven Days	5	22
08.09 Love the Court	4	11
DIY – 07.31 Fifeville	2	3
DIY – 08.04 Meadowbrook Hills Rugby	0	9
DIY – 08.10 Johnson Village	0	1
DIY – 08.17 JPA	5	6
DIY – 08.21 Belmont-Carlton	6	12
Online	28	n/a
Mail	1	n/a
Total	112	154

Phase II Event Materials

Mapping Activity:

Directions: Randomly select 2 residential development types (yellow) and 2 commercial development types (blue) and place them on the map where you think that type of development is most appropriate in Charlottesville.

- 
Detached Home
- 
Duplex
- 
Live / Work Building
(Commercial on the bottom
and Residential above)
- 
Townhomes
- 
Small Apartment
- 
Large Apartment
- 
Mixed Use
(Commercial and Residential in
the same building or development)



- 
Commercial Strip
- 
Live / Work Building
(Commercial on the bottom
and Residential above)
- 
Mixed Use
(Commercial and Residential in the
same building or development)
- 
Small Standalone
- 
Low-rise Office Building
- 
High-rise Office Tower
- 
Industrial and Light
Manufacturing

Survey:

Comprehensive Plan 2018

Also available at
<https://www.charlottesville.org/online-services/surveys-and-forms>
 The feedback you provide below will be used to inform future conversations.

Phase II Questionnaire

1. Give an example of a building or development you like: (the example can be from Charlottesville or anywhere in the world)

2. What makes this a great building or development? List up to 3 things:
 1: _____
 2: _____
 3: _____
3. Given the choice, how close would you live to this building or development? Circle One.
 A: Within the building or development
 B: Right next to the building or development
 C: Within walking distance of the building or development (up to a ¼ mile away)
 D: Over ¼ mile away
 E: Other _____
4. Give an example of a building or development you **do not like**: (the example can be from Charlottesville or anywhere in the world)

5. What is it about this building or development you do not like? List up to 3 things:
 1: _____
 2: _____
 3: _____

Please return completed survey to NDS staff either in person, by mail (610 E Market St, Charlottesville, VA 22902), or by email (CompPlan2018@charlottesville.org) by **August 17, 2017**

Map Results – Intro

The placed cartoons were digitized into points and then grouped based on existing land use categories. These grouped types were then overlaid on the 2013 Comprehensive Plan’s Future Land Use Map.

2013 Comprehensive Plan Text:

Future Land Use Map

The future land use map presents a vision of the City’s future. Changing the designation of a property in the Future Land Use Map does not require the City to alter the zoning of that parcel in the immediate future. Any rezoning is still subject to the standard of review in the zoning ordinance. Compliance with the Future Land Use Map is only one of several considerations that the Planning Commission and City Council must discuss when debating whether or not to rezone property. While the Future Land Use Map may suggest a particular type of future development for a parcel, City Council maintains the authority to decide when the time is right for any zoning changes.

The following land use categories were used in preparing the Future Land Use Plan (2040 Land Use Plan):

- **Low Density Residential:** Includes all land occupied by single or two-family types of housing. The density in these areas by right should be no greater than 15 units per acre.
- **High Density Residential:** Includes all land intended to be occupied by multi-family residential types of housing (townhouses, apartments, condominiums). The density in these areas should be greater than 15 units per acre.
- **Neighborhood Commercial:** This is intended as an area where the building form mirrors that of the low density residential zones, but some additional commercial uses that are compatible with residential areas are permitted.
- **Mixed-Use:** These areas are intended to be zones where the City encourages development of a moderate or high intensity, and where a large variety of uses will be permitted, including many commercial uses, residential uses, and some limited research and manufacturing where appropriate.
- **Business and Technology:** Properties designated as Business and Technology would permit small scale offices that cater to start-up businesses and technological development, as well as commercial activity that does not generate the amount of traffic that can be found in more **consumer oriented** commercial areas.
- **Public or Semi-Public:** This category includes publicly owned lands and buildings such as the Government Center, police and fire stations, libraries, post offices, schools and University facilities.
- **Park or Preserved Open Space:** This category includes both active and passive park and recreational lands, including associated buildings and parking areas. These areas may be either publicly or privately owned and may include playgrounds, public parks, golf courses, and recreation centers.

Key:

The cartoons from the Phase II mapping activity were categorized based on which type of land use they would be considered, based on the 2013 Comprehensive Plan land use definitions.

Low Density Residential includes:

- Duplex
- Detached home

High Density Residential includes:

- Small apartment
- Large apartment
- Townhomes

Neighborhood Commercial includes:

- Live/work building
- Small standalone

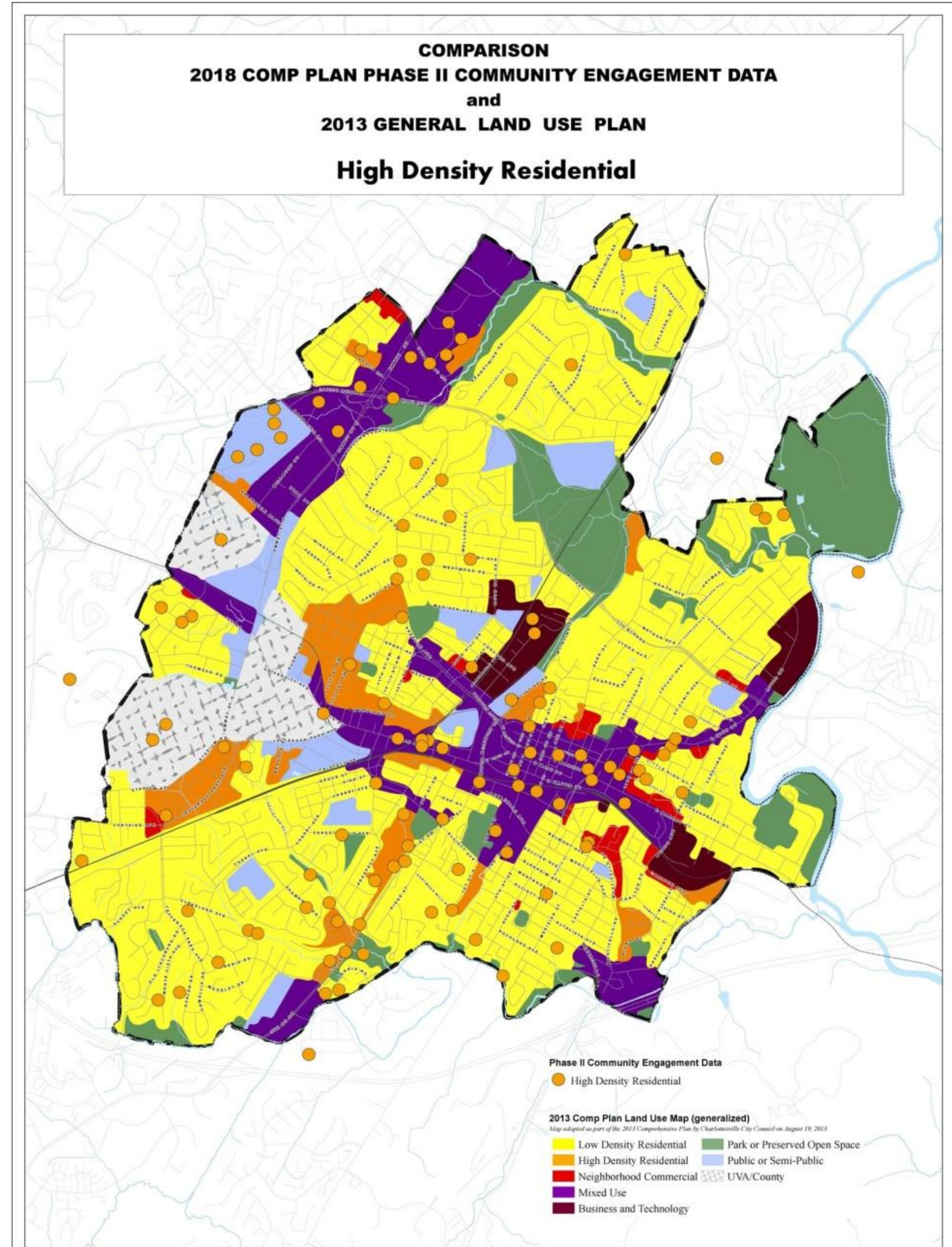
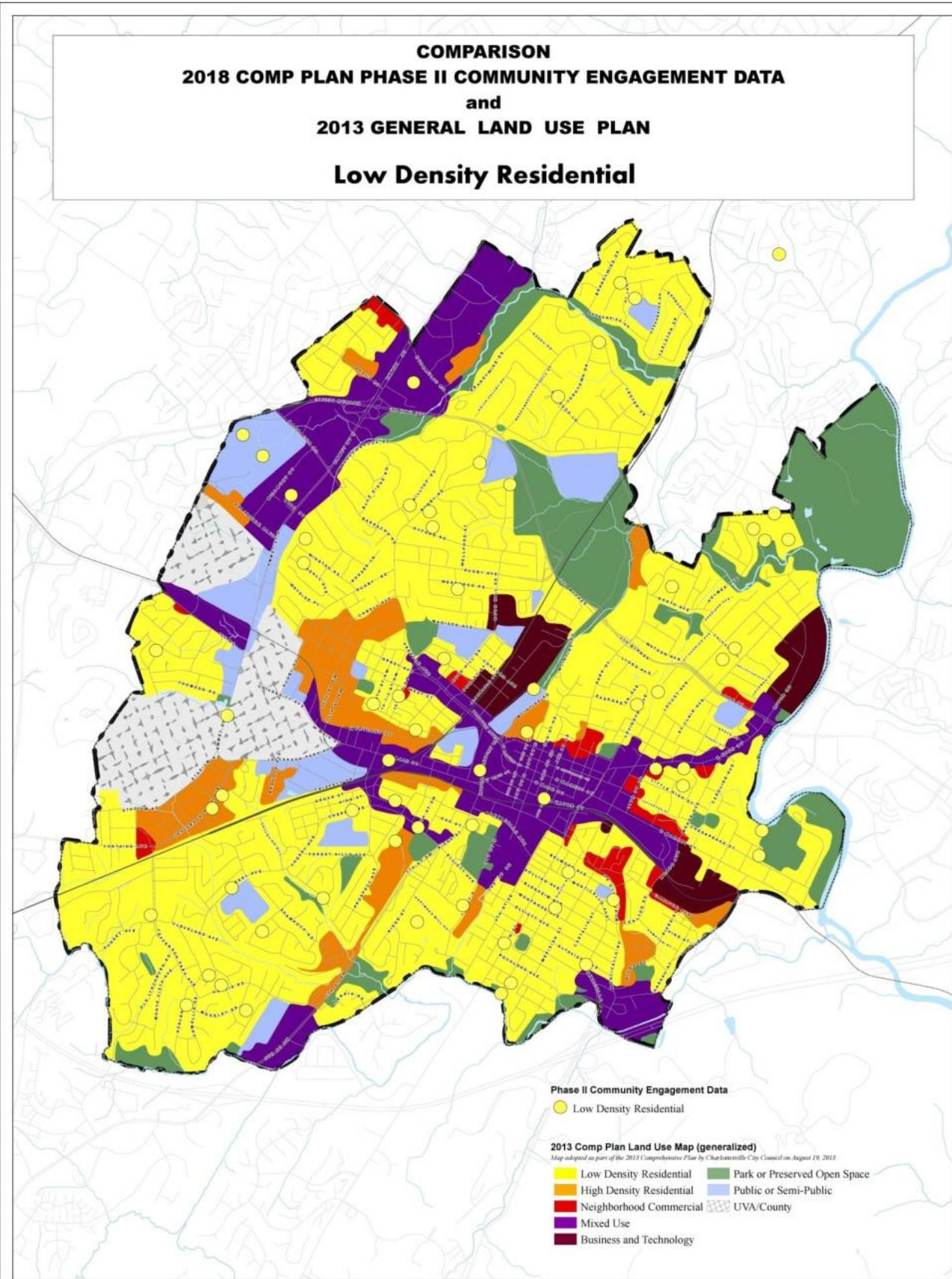
Mixed Use includes:

- Live/work building
- Mixed use
- Small standalone
- Commercial strip
- Low-rise office building
- High-rise office tower
- Small apartment
- Large apartment
- Townhomes

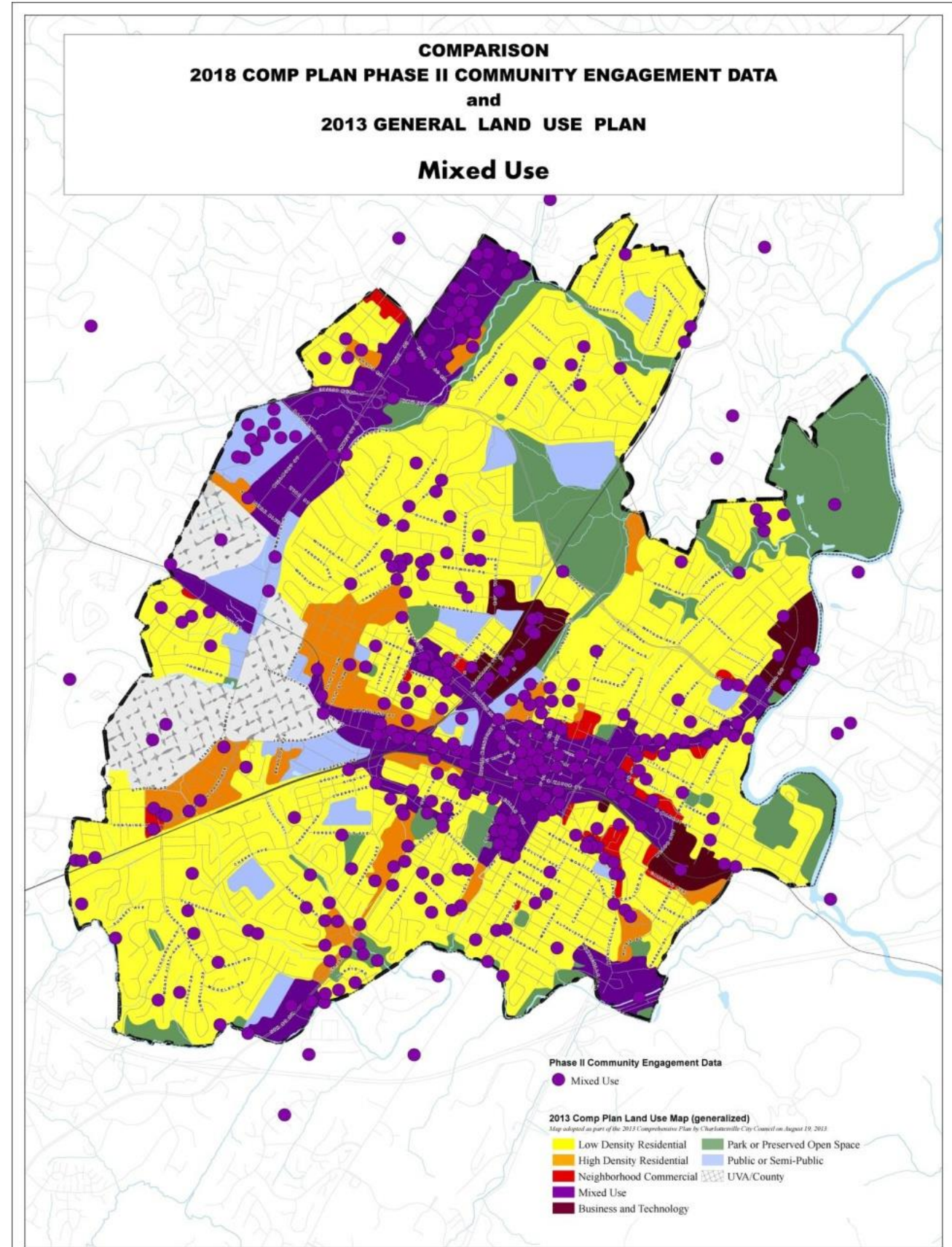
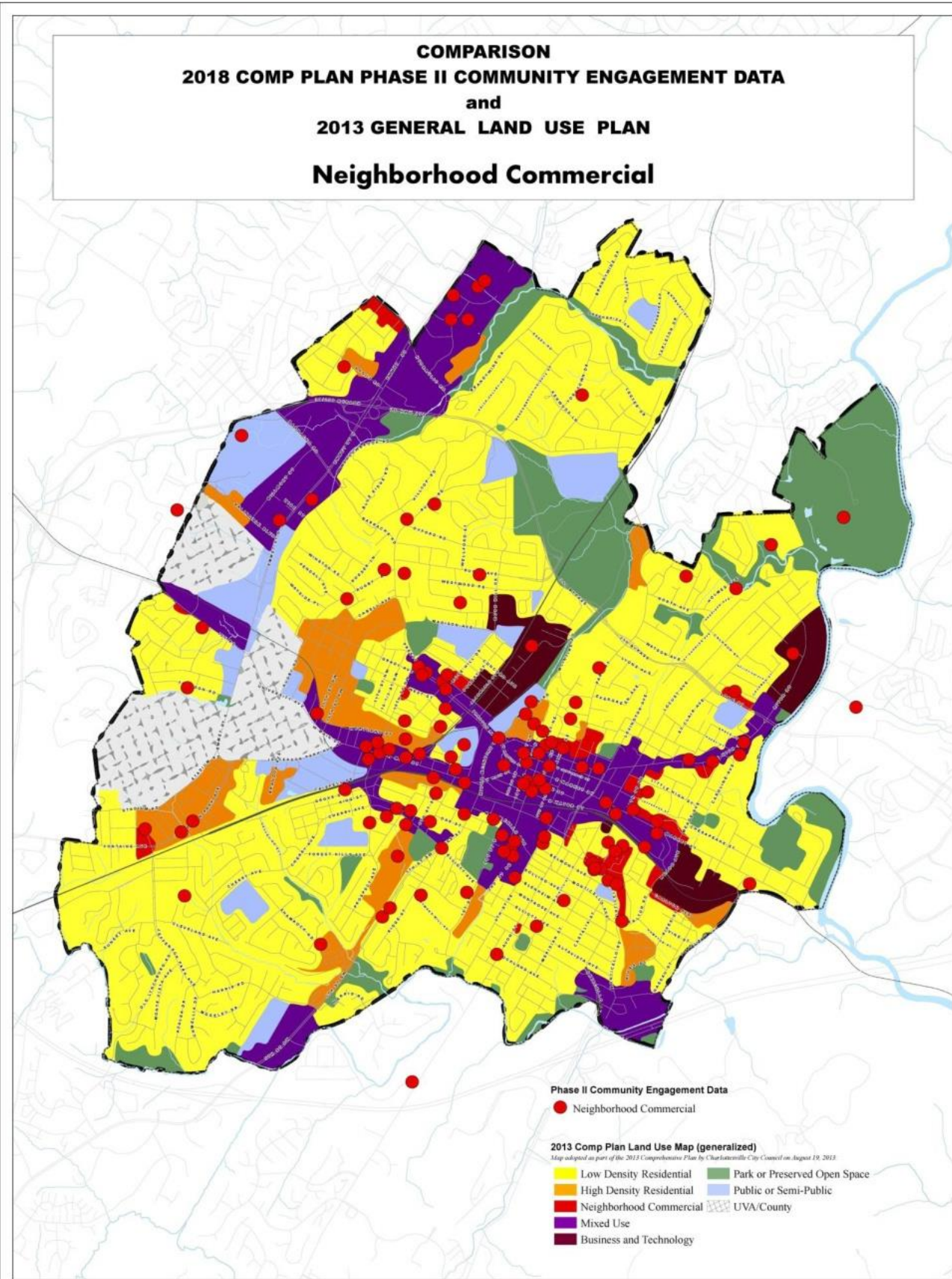
Business & Technology includes:

- Low-rise office building
- High-rise office building
- Small standalone
- Commercial strip
- Industrial & light manufacturing

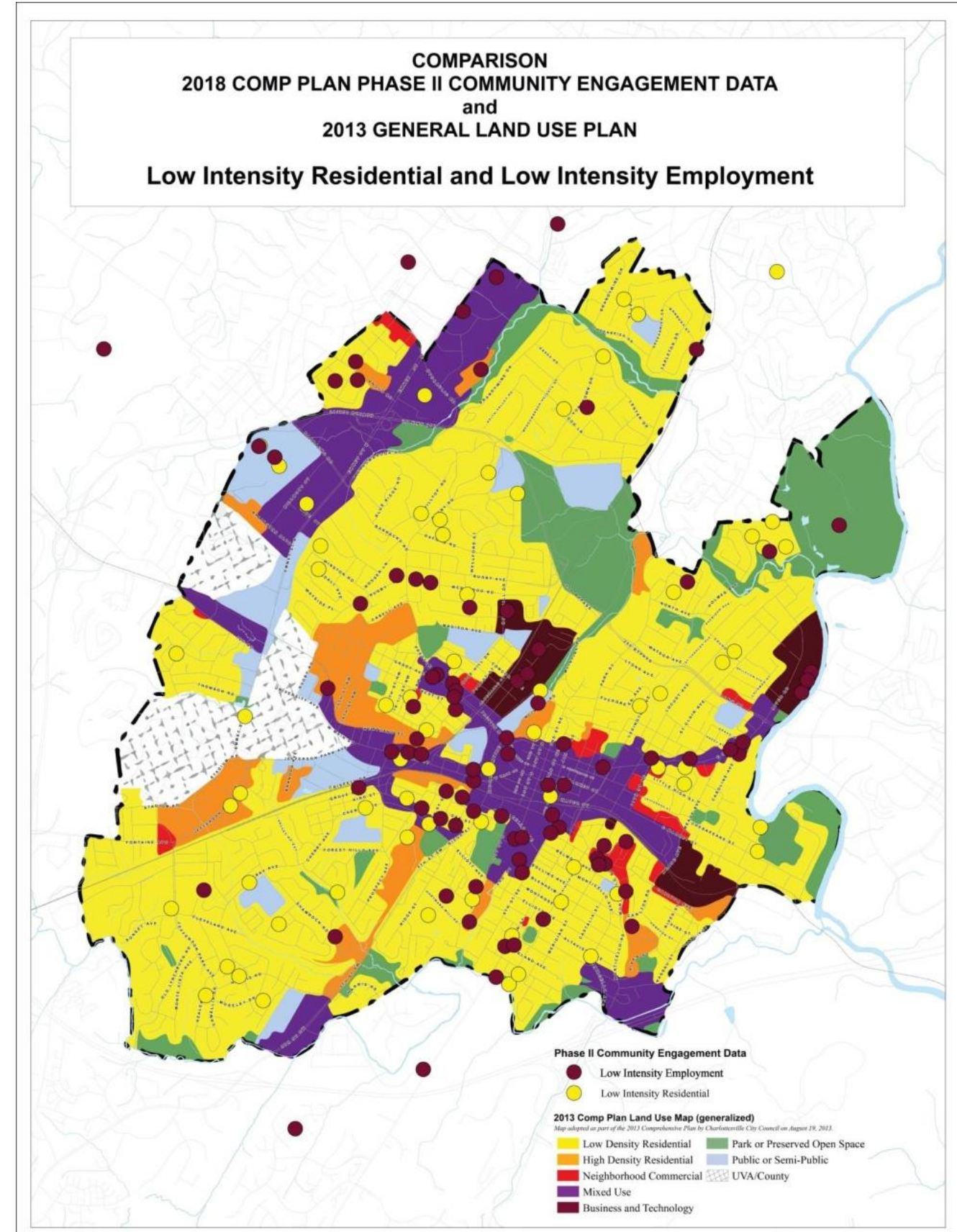
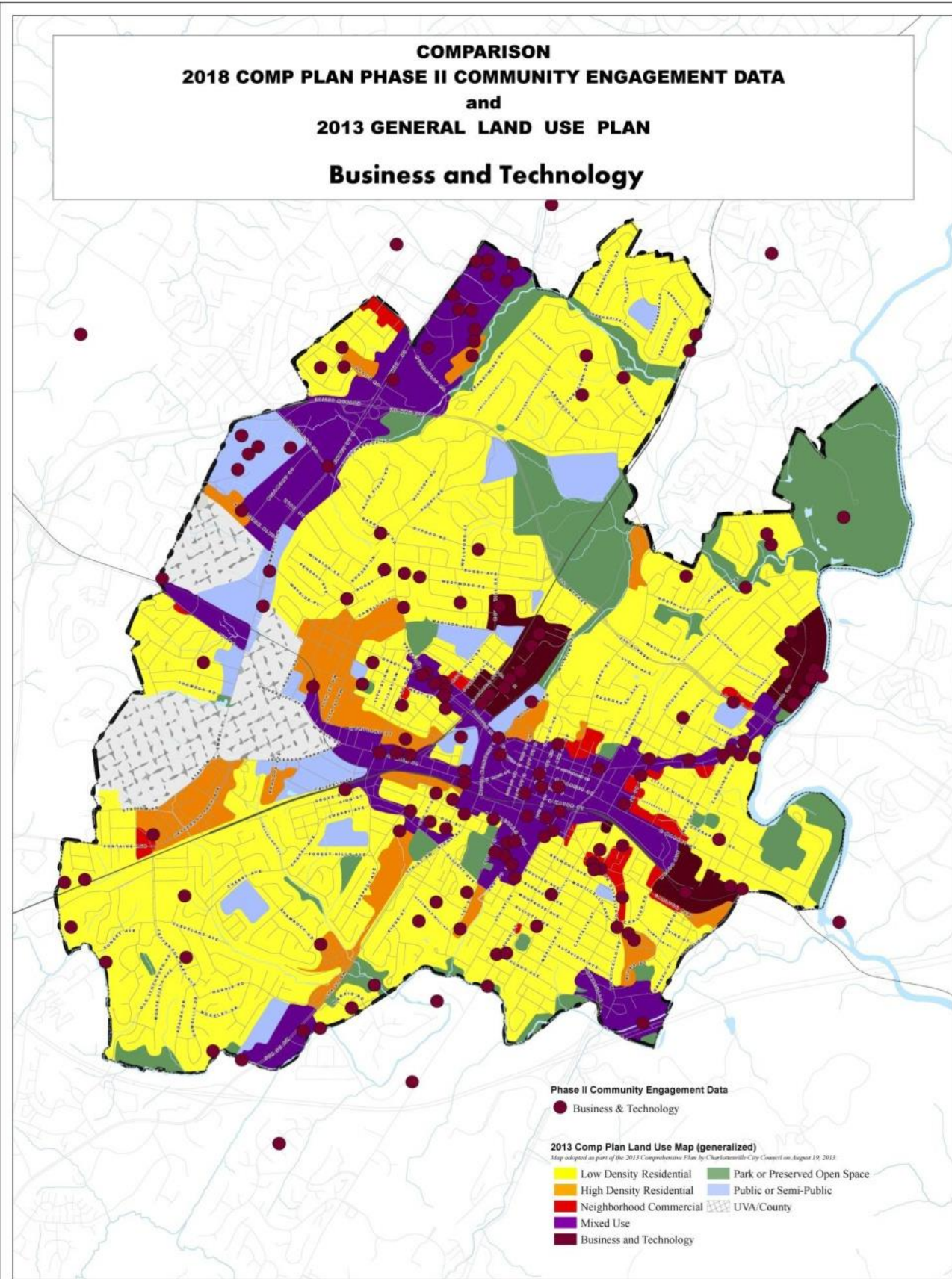
Map Results



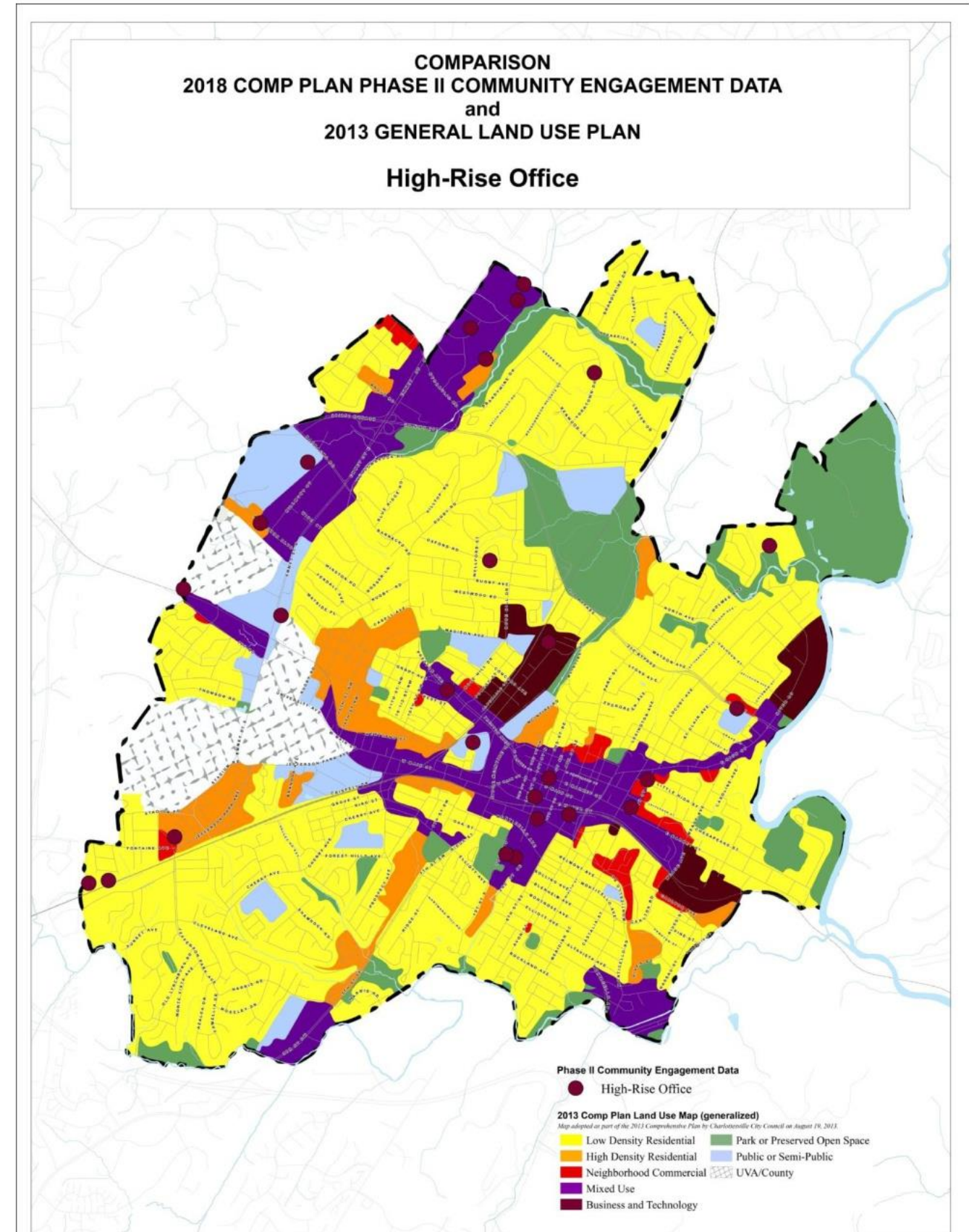
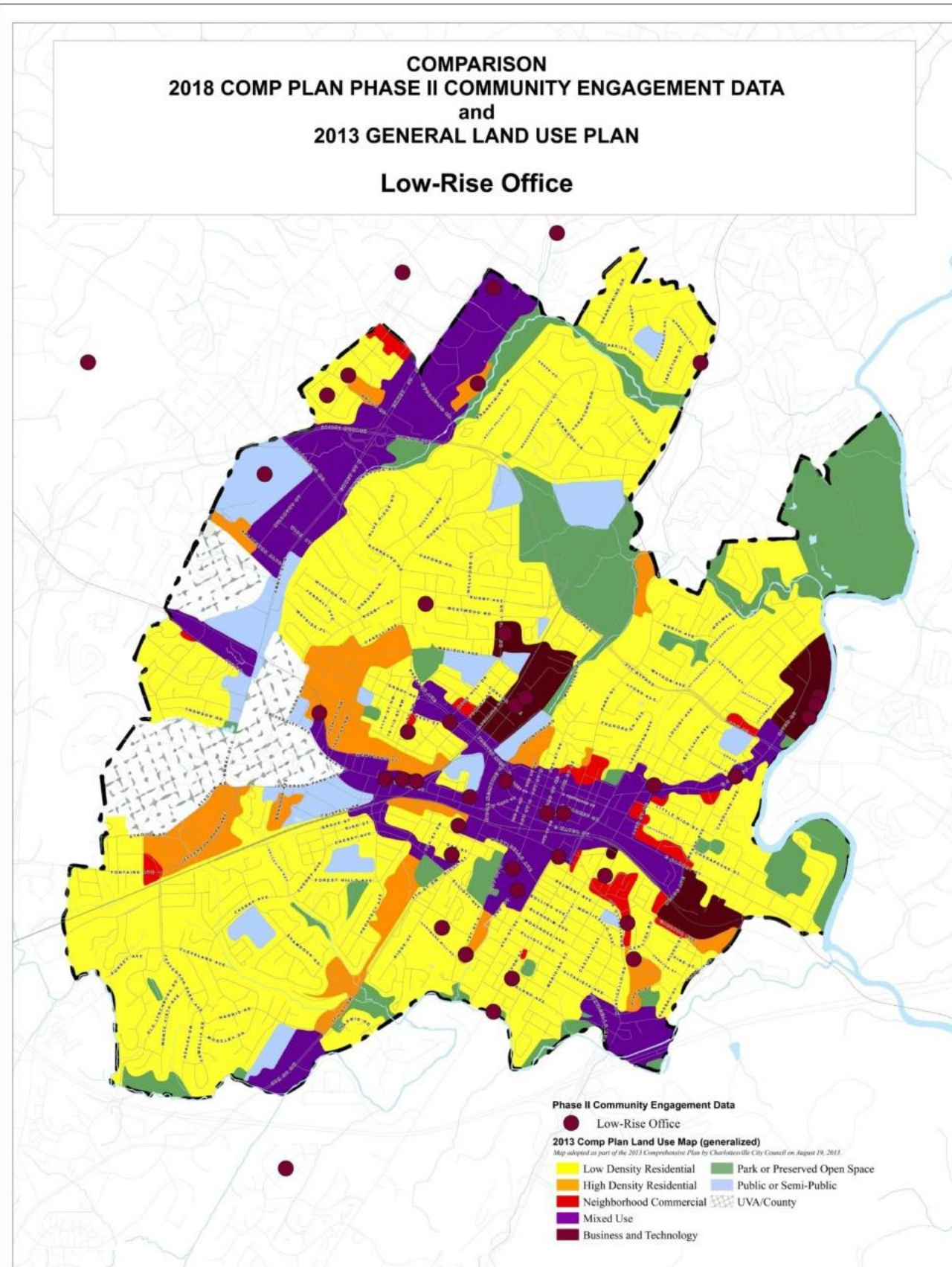
Map Results



Map Results

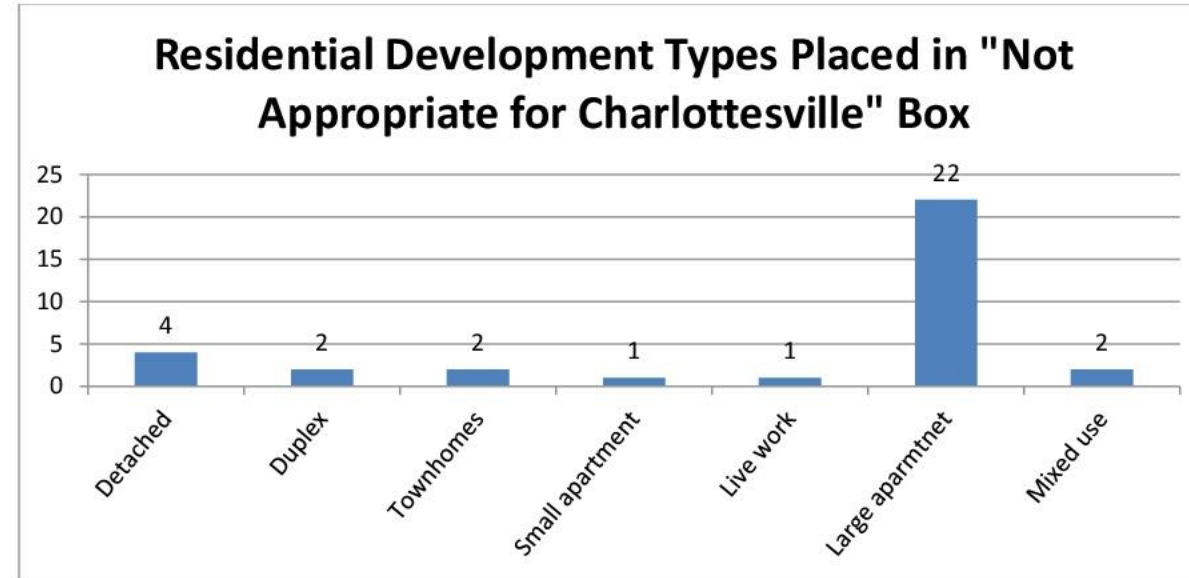
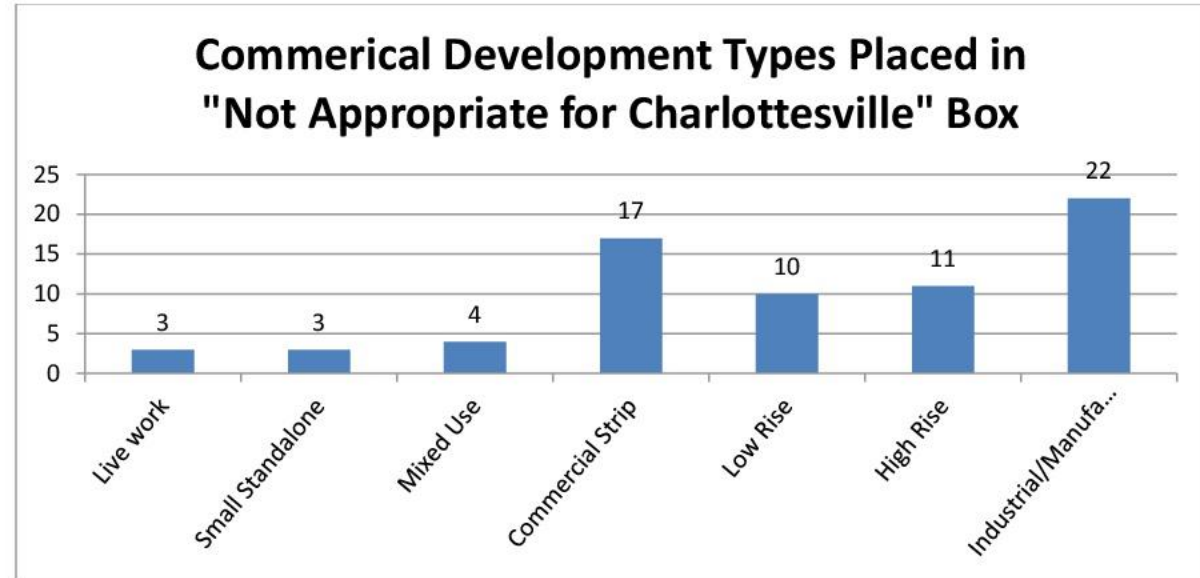


Map Results



Map Results

Participants were also given the option of placing their selected development types in a box labeled "Not appropriate for Charlottesville."



Development Type	Placed on Map	Not Appropriate for Charlottesville	Total
Live work	35	3	38
Small Standalone	48	3	51
Mixed Use	46	4	50
Commercial Strip	22	17	39
Low Rise	41	10	51
High Rise	27	11	38
Industrial/Manufacturing	30	22	52
Total	249	70	319

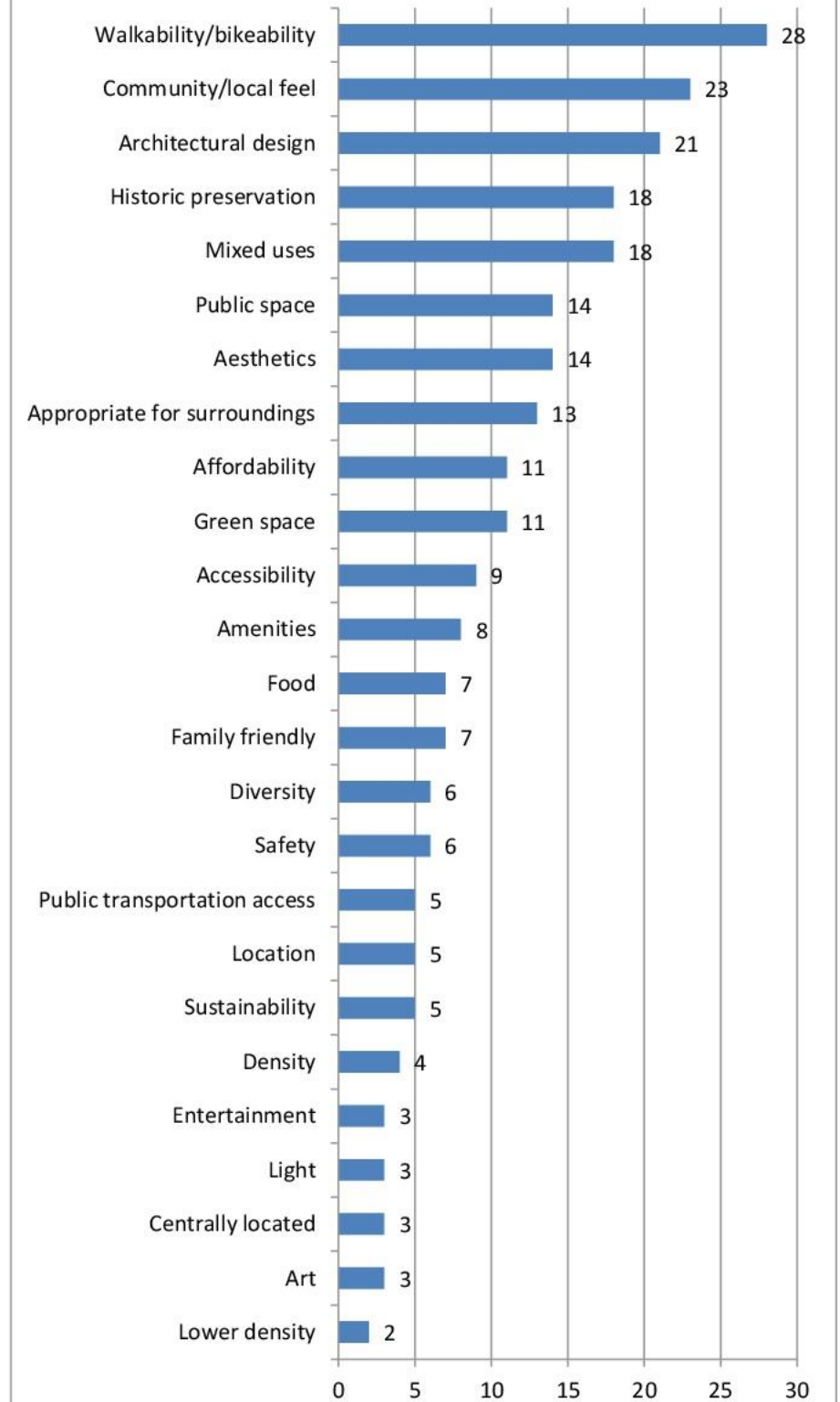
Development Type	Placed on Map	Not Appropriate for Charlottesville	Total
Detached	34	4	38
Duplex	32	2	34
Townhomes	44	2	46
Small Apartment	40	1	41
Live Work	52	1	53
Large Apartment	33	22	55
Mixed Use	46	2	48
Total	281	34	315

Survey Analysis – A building or development you DO like

Given the choice, how close would you live to this building or development?

Type	A. Within it	B. Right next to it	C. Within walking distance (up to 1/4 mile away)	D. Over 1/4 mile away	E. At least 2 miles	E. Few miles away	E. About 1 ½ miles	E. No Choice	E. Not near any new development	E. Other	Total
Affordable housing	1										1
Apartment	6		1	2							9
City	2	2	3	2							9
Cohousing			1								1
College	2		3	1							6
Commercial strip				2			1				3
Community center			1							1	2
Condos	3										3
Detached home			1								1
High rise office tower				1							1
Historic library					1						1
Historic structures	1		2								3
Homeless shelter	1	1	1	1							4
Hospital building			1								1
Hotel	1	1	2	1							5
Low income homes			1								1
Market			2								2
Mixed use	9	1	12	3		1			1		27
Neighborhood	9	1									10
Park	3	1	3	1							8
Pedestrian infrastructure		1									1
Place with big downstairs bedroom and kitchen			1								1
Police department				1							1
Public gardens	1		1								2
Public space	2	3	4	3							12
Religious buildings		1									1
Rent to own housing	1										1
Restaurant	1										1
Senior housing	1		1								2
Single family homes	1										1
Social club			1								1
Something Jefferson would approve of				1							1
Street								1			1
Theater		1									1
Tiny houses		1									1
Transit				1							1
Total	45	14	42	20	1	1		1	1	1	127

What makes this a great building or development?



What makes a great building or development?
(text size is scaled to number of votes)



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- Workshop Materials.....28
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- Mapped Comments31

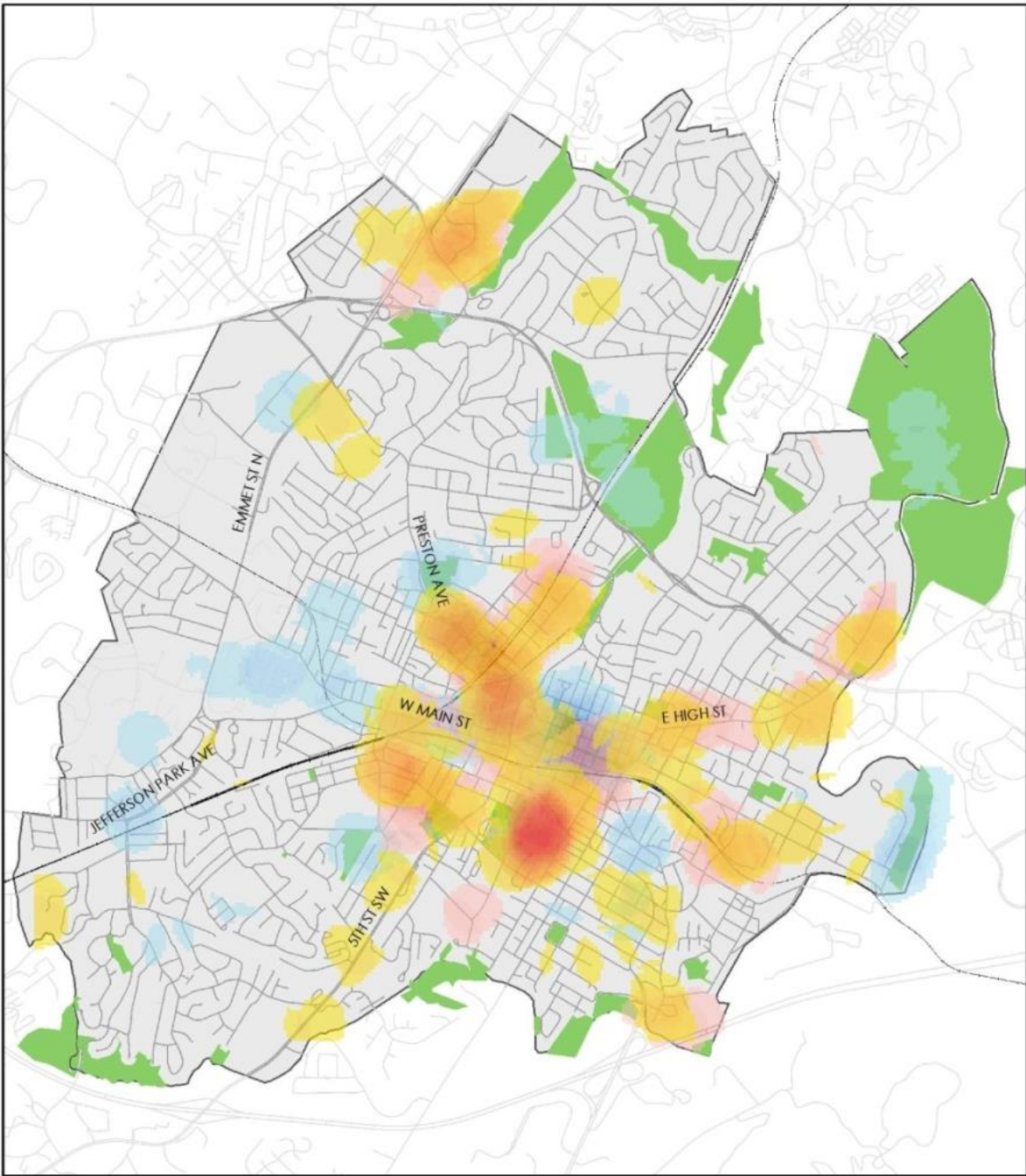


Phase III Appendix

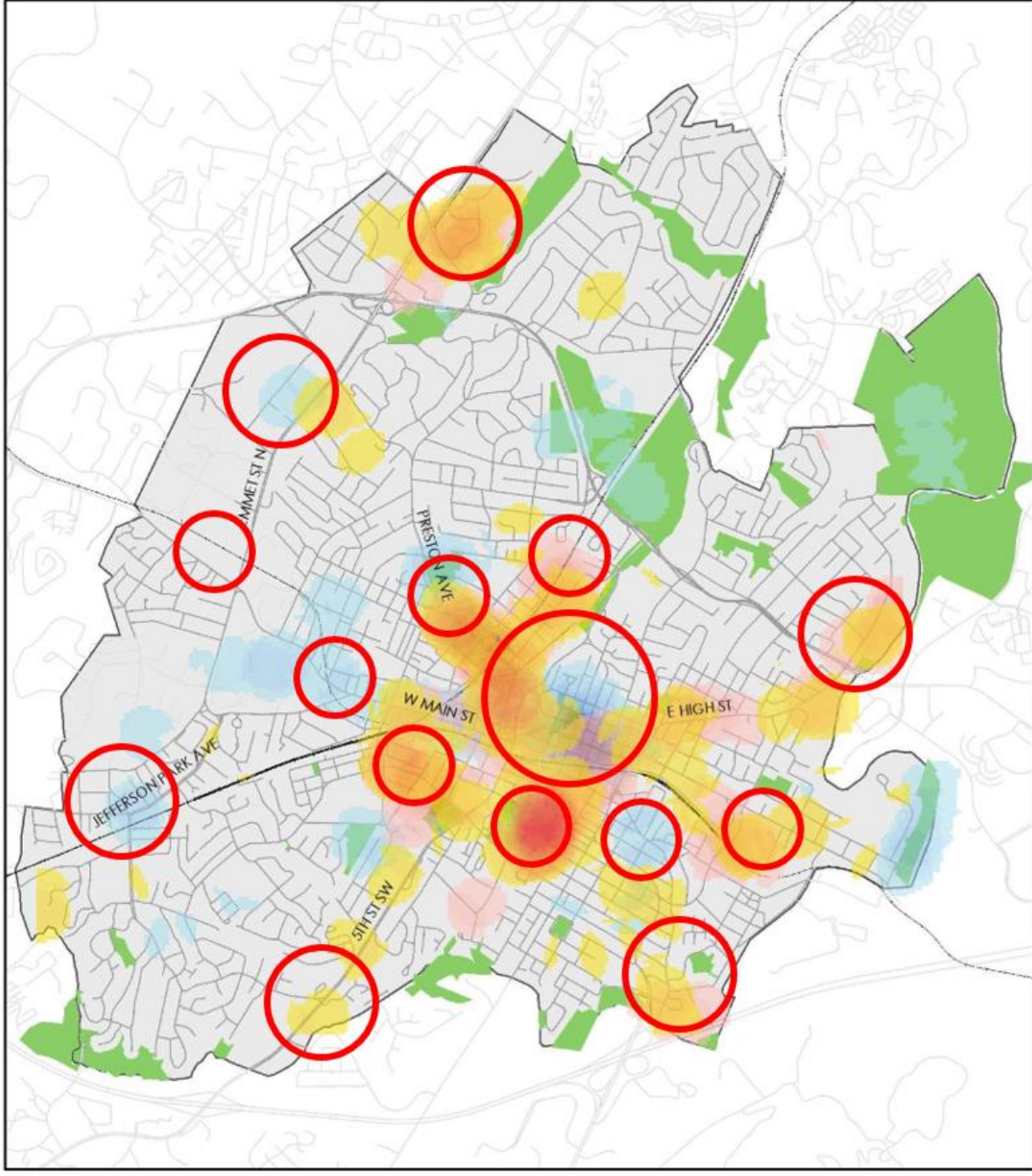
- Detailed List of Summarized Comments.....A3-1 – A3-2
- Raw Data Comments by ChapterA3-3 – A3-38
- Location Specific Comments.....A3-39 – A3-41
- Scanned Land Use Maps.....A3-42 – A3-49



The Process: Getting to Phase III



Phase I and II Composite Heat Map



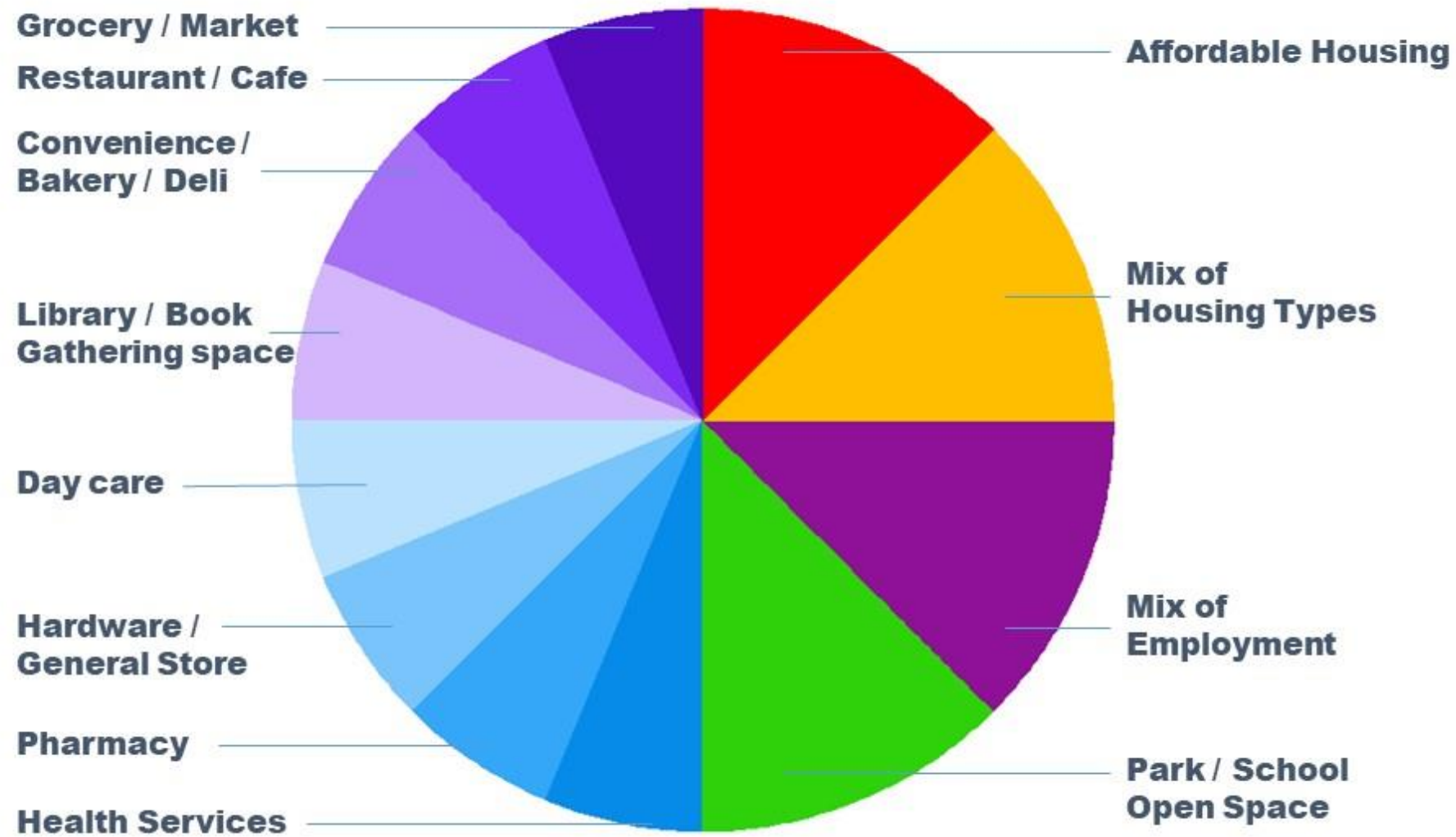
Planning Commission identified places based off heat map



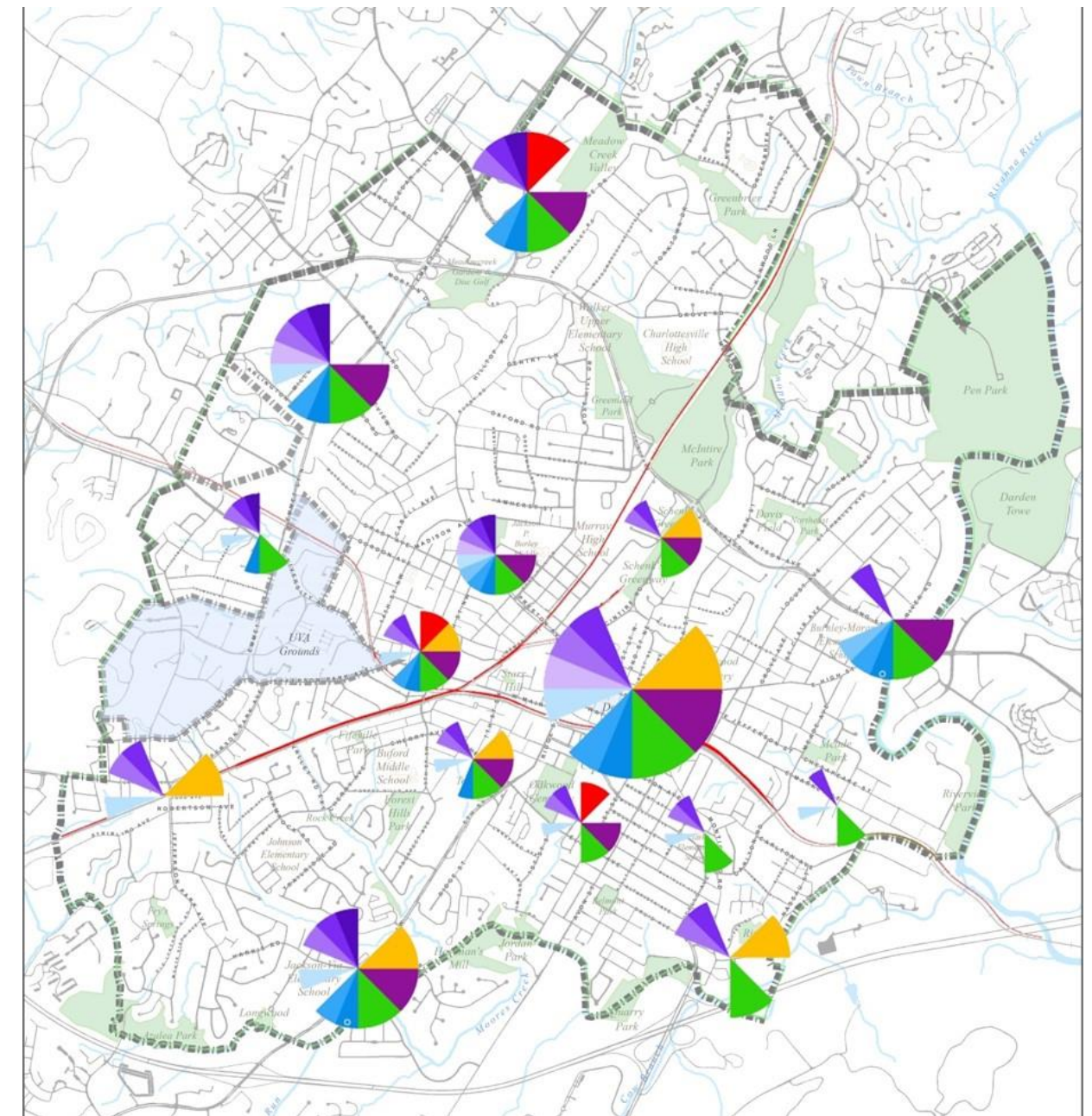
The Process: Getting to Phase III

Ideal place serving community

(a mix of uses meeting needs of daily live/work/play)



Pinwheel representing what a complete place could look like



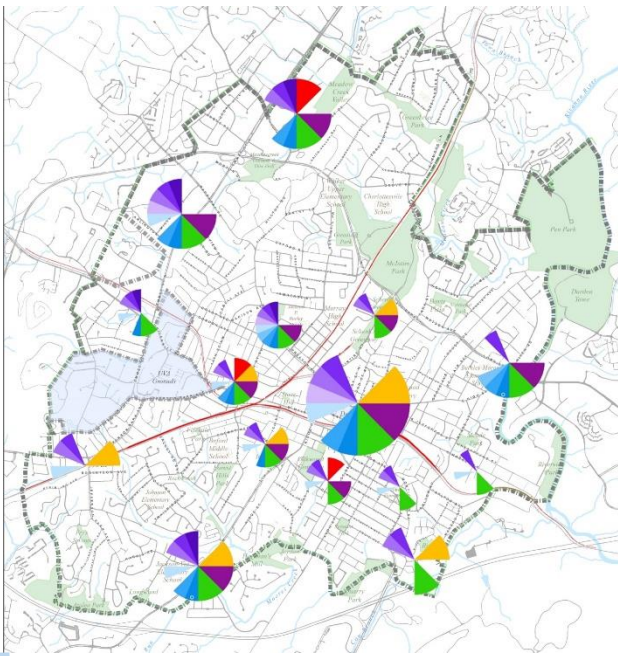
Current state of places identified on the heat map



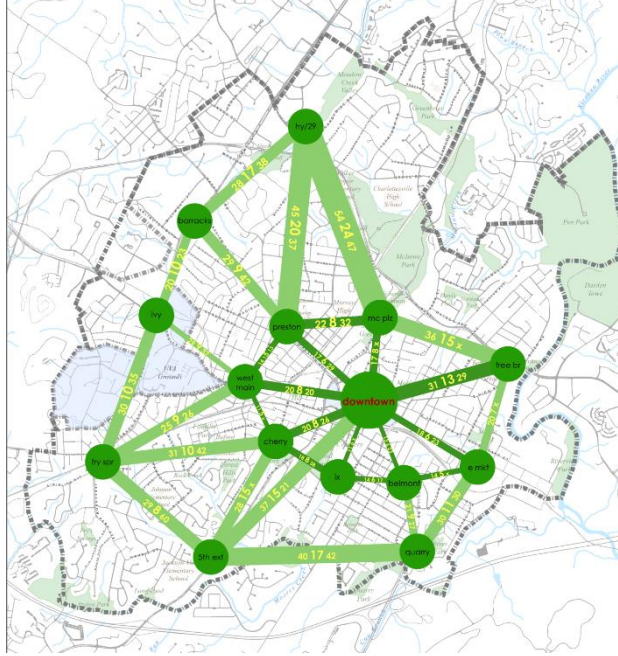
The Process: Getting to Phase III

Begin to inform Draft Land Use Map

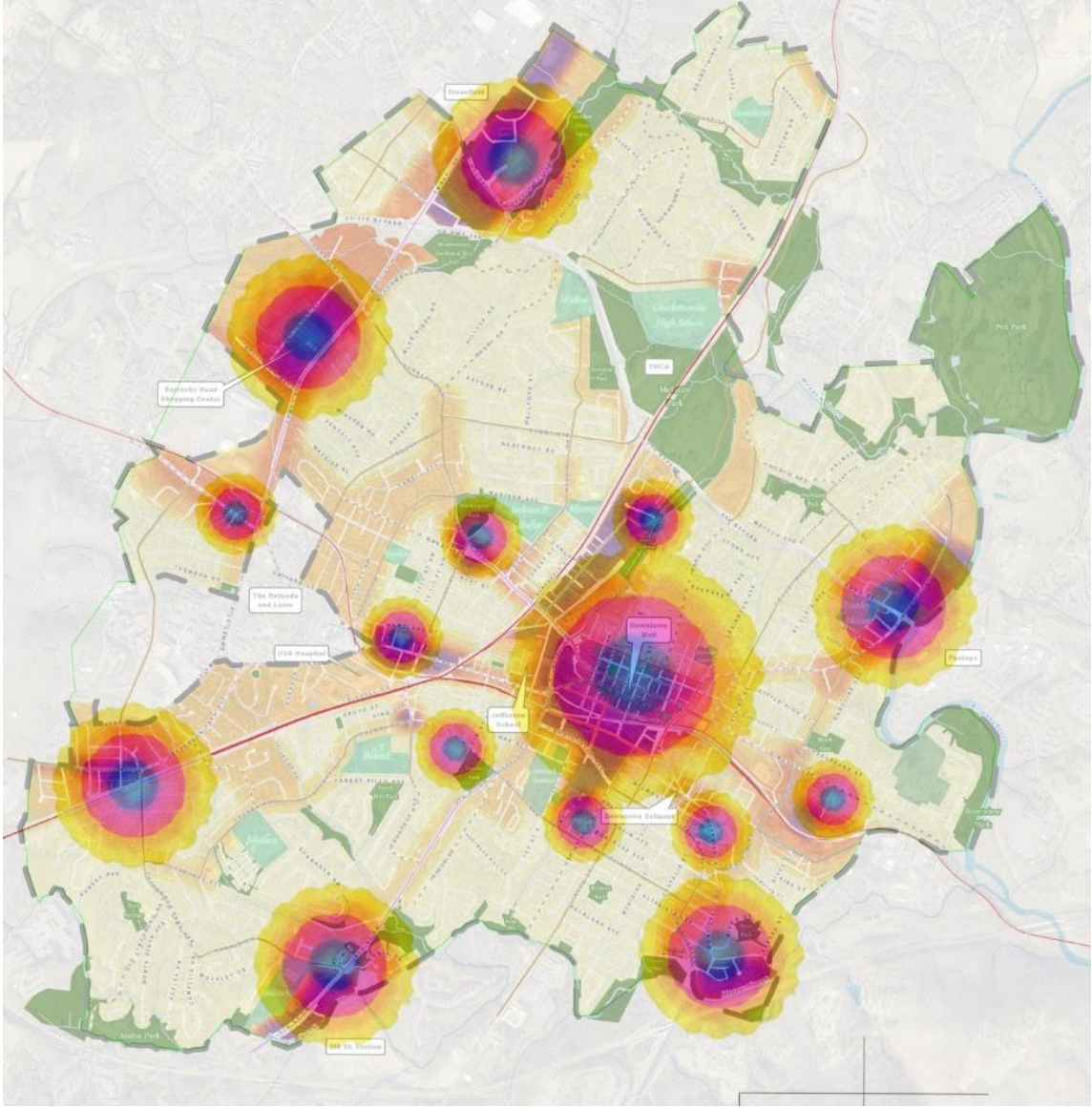
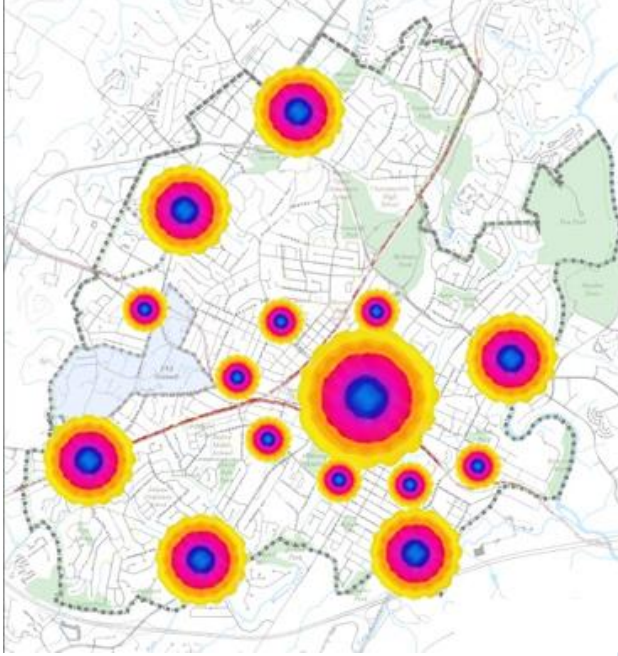
Places serving community needs



Walk/Bike/Transit Connected Places



Gradual Transition of Intensity



Themes



The Process: Getting to Phase III

Land Use Key Narrative

Downtown	High Intensity				Low Intensity
<p>The characteristics of the City's Downtown should remain unchanged and foster high density developments. Retail and commercial spaces should be located at ground level to activate the street and enhance the pedestrian experience.</p> <p>New buildings need to be context sensitive and reflect the existing development and street grid patterns. Parking should be market driven with limited regulations. No parking shall be allowed at ground level within a building or be visible from the street. Transportation should be focused on pedestrian scale.</p> <p>Mixed use developments should be contained within a building and not spread throughout the site. Passive uses that do not create activity at street level should be discouraged. Bonus should be given for providing on-site affordable units.</p>	<p>These are the most intense, urban areas of the City and allow for high density. All street level uses must contribute to activating the street, and ground-level residential uses should be restricted. Intense active uses that attract large employment centers are encouraged. Developments should respect the existing street grid pattern and create buildings that are close together, but not necessarily shoulder to shoulder. These areas will be transit hubs, and parking must be integrated into a larger parking plan for the area. Buildings, rather than developments, will be mixed use. Bonuses should be given for having on-site affordable units or incorporating civic space, such as public meeting space, public parking, or other Public Needs.</p>	<p>These areas are high density, but provide a transition of medium- to low-intensity uses that engage and activate the street. Small urban scale uses are encouraged while more intense or passive uses are discouraged. Buildings should be located close to the street and respect the existing street grid, but not cover entire blocks. Ground floor levels must be activated with commercial, office, or other uses. Street level residential and residential-only buildings are not permitted. On-site parking is allowed, but not required. Surface parking shall not be visible from the street and cooperative offsite parking is encouraged. Bonuses should be given for providing on-site affordable units.</p>	<p>These areas are residential in nature with medium to lower density. Small multi-family units, such as duplexes, townhouses, and courtyard apartments are encouraged. Developments will generally have green space between them, though buildings could be shoulder to shoulder in the right context. On-site parking is required and must be located behind a building or underground and not visible from the street. Bonuses should be given for providing on-site affordable units and underground parking.</p>	<p>These areas allow for low intensity commercial uses that are context sensitive and transition well into surrounding low density neighborhoods. Street level of buildings can be either residential or commercial, but must be built to accommodate for possible future commercial uses. Parking requirements will be based on the intensity of the use and bonus should be given for providing on-site affordable units.</p>	<p>These are low-density residential areas made up of single family detached units, duplexes, townhomes, and other small scale residential structures. Buildings will have small footprints, allowing for additional green space and trees. On-site parking will be required.</p>



Phase III Overview

During Phase III, a series of workshops were held to gather feedback from the community on their reactions to the recommended updates to the Comprehensive Plan. Although the first workshop was held specifically for members of the City’s Boards and Commissions, all workshops were identical in format and information covered. Efforts were made to hold these workshops at a variety of locations and times in order to maximize the community’s opportunities to participate. Each workshop began with a brief welcome and an overview of the work done so far leading up to this point. Participants then moved to a table discussion on chapter updates and were able to choose which table to attend based on the specific chapter they wished to discuss. Next, participants heard a presentation on the changes specifically to the land use chapter and then returned to the tables to further discuss the draft land use map. Finally at the end of each meeting there was time for public comment.

Meeting	People Signed In	Land Use Maps Returned
Boards and Commissions	34 Boards and Commissions 21 citizens	3
Buford Middle School	29 citizens	3
City Space	47 citizens	5
Central Library	10 Citizens	4
Belmont Arts Collaborative	51 Citizens	4
Total	192	17

Workshops:

Carver Recreational Center (Boards and Commissions Workshop)
Wednesday March 7th 2018 5:30 – 8:30pm

Buford Middle School
Tuesday May 1st 2018 6:00 – 8:00pm

City Space
Thursday May 10th 2018 12:00 – 2:00pm

Central Library
Saturday May 12th 2018 10:00am – 12:00pm

Belmont Arts Collaborative
Tuesday May 29th 2018 5:30 – 7:30pm



Phase III Workshop Materials

Sample Workshop Agenda:

2018 Comprehensive Plan Update Follow-up Engagement

Date: Tuesday May 1, 2018
Time: 6:00pm - 8:00pm
Location: Buford Middle School Cafeteria
1000 Cherry Ave, Charlottesville, VA 22903
Host: The City of Charlottesville Planning Commission

Agenda

6:00-6:10pm	Welcome and Overview <i>(light refreshments provided)</i>
6:10-6:45pm	Comp Plan Chapter Table Discussion
6:45-7:00pm	Presentation on the Land Use Chapter
7:00-7:40pm	Land Use Chapter Table Discussion
7:40-8:00pm	Report Back and Next Steps

Chapter Discussion Tool:

Comprehensive Plan 2018 Community Work Session Comprehensive Plan Chapter Updates

The feedback you provide below will be used to inform future conversations and chapter updates.

1. What reactions do you have to the recommended updates?

2. What have we missed with the updates? What should be removed from the chapter updates? Please provide comments.

3. What are the greatest challenges to achieving the chapter goals?

Land Use Discussion Tool:

Comprehensive Plan 2018 Community Work Session Land Use Map Discussion

The feedback you provide below will be used to inform future conversations and updates.

1. What are your initial reactions to the Land Use Map information presented?

2. To what extent does the map address the information shared at your topic table earlier?

3. What do you think about our understanding of what we heard about places, housing and jobs and connections to them?

General Themes from Phase III Workshops

For a more detailed list of summarized comments see the appendix on page A3-1

For a complete list of all raw data comments see the appendix on page A3-3

1. Land Use	2. Community Facilities	3. Economic Sustainability	4. Urban Environmental Sustainability
<ul style="list-style-type: none"> • Transportation between nodes • Green space • Small area plans • City owned property • Building heights • Transitions and buffers • Pocket parks • Mixed use and mixed income • Cooperation with UVA and Albemarle County • R-1 zoning 	<ul style="list-style-type: none"> • Parks and greenways • Drinking water • Stormwater • Street lighting • Emergency services • City services keeping up with development 	<ul style="list-style-type: none"> • Balancing economic growth and affordable housing • Jobs creation • Flexible zoning • Small businesses 	<ul style="list-style-type: none"> • Tree canopy • Wildlife habitat • Food security • “Sense of place” • Climate change • Rivanna River

General Themes from Phase III Workshops

For a more detailed list of summarized comments see the appendix on page A3-1

For a complete list of all raw data comments see the appendix on page A3-3

5. Housing	6. Transportation	7. Historic Preservation and Urban Design	8. <i>Community Engagement</i>
<ul style="list-style-type: none"> • Rising rents • 15% affordable housing goal • Housing for those below 30% AMI • Housing for seniors • Defining “affordable” • Subsidies and incentives • Mixed income levels • Homeowners bill of rights • Housing strategy • Accessory dwelling units • Historically racist practices 	<ul style="list-style-type: none"> • Parking • Accessibility • Transportation networks • Bike and pedestrian infrastructure • Park and ride • Access to food 	<ul style="list-style-type: none"> • Endangered neighborhoods • Small area plans • Form based code • Transitions • “Sens of place” • Zoning 	<ul style="list-style-type: none"> • Early engagement • Information gaps • Diversity • Relationship Building

Mapped Comments

Comments that mentioned a specific location in Charlottesville were separated, categorized and mapped alongside the original draft land use map. For a complete list of all raw location specific comments see the appendix on pages A3-39 – A3-41

Improve Pedestrian Access

- North Downtown
- Belmont
- Woolen Mills
- 10th and Page
- Azalea Park
- Charlottesville High School
- MACCA
- Monticello Ave & Altavista Ave
- Stribling Ave and JPA
- Fontaine and JPA
- Hydraulic Rd 250 Bypass
- Yorktown Dr
- Rio Rd Trails
- Rivanna River Corridor Trails
- Water St
- Preston Ave
- Harris St
- 5th St SW
- Elliot Ave
- Fontaine Ave
- Avon St
- Barracks Rd
- Rose Hill Dr

Increase Density / Intensity

- Belmont
- North Downtown
- Greenbrier
- Venable
- Fifeville near Grove St
- Fifeville near West Main St
- Quarry Park
- Old Fair Grounds
- East Side of McIntire Rd
- 14th St NW
- Park St
- Preston Ave
- West Main St
- 5th St SW

Add Green Space

- Monticello Ave
- Barracks Rd
- 5th St SW
- Ivy Rd

Do Not Intensify

- Fifeville
- Preston Ave
- West Main St
- Millmont St
- Rose Hill Dr

More Emphasis

- Locust Grove
- Downtown Mall
- Pen Park
- Rivanna River
- 5th and Oak



City of Charlottesville Land Use Map Exercise Compiled Public Comments

- STW Typology**
- Downtown
 - Industrial
 - Mixed Use A
 - Mixed Use B
 - Neighborhood A
 - Neighborhood B
 - Park and Preserved Open Space
 - School
 - Cemetery

1 inch = 1,000 feet
1:12,000

0 0.5 1 Mile

Map by NDS, City of Charlottesville 06/2018
Data Source: City of Charlottesville SDC 12/06/2017
Projection Information: Lambert Conformal Conic, NAD83, Virginia State Plane South
City of Charlottesville Planning Commission
City of Charlottesville SDC 06/2018

This product is for general information only and shall not be used for design, modification, or construction. There is no guarantee of completeness or accuracy. The City assumes no liability arising from use of this product.

Increase Mixed Use

- Barracks and Rugby
- Greenbrier
- Belmont Park
- Calhoun St and Locust Ave
- Hydraulic / 29
- JPA
- Cleveland Ave
- Fontaine Ave
- Avon St

Increase Affordable Housing

- Starr Hill
- 10th and Page
- CHS
- City Yard

Promote Small Business

- Belmont
- Rugby Rd
- Harris St
- River Rd
- Carlton Ave

Improve Community Facilities

- Belmont
- Hydraulic Rd
- West Main St
- Water St

Reduce Speed Limit to 25 mph

- Elliott Ave
- Rose Hill Dr

Concern About Future Development

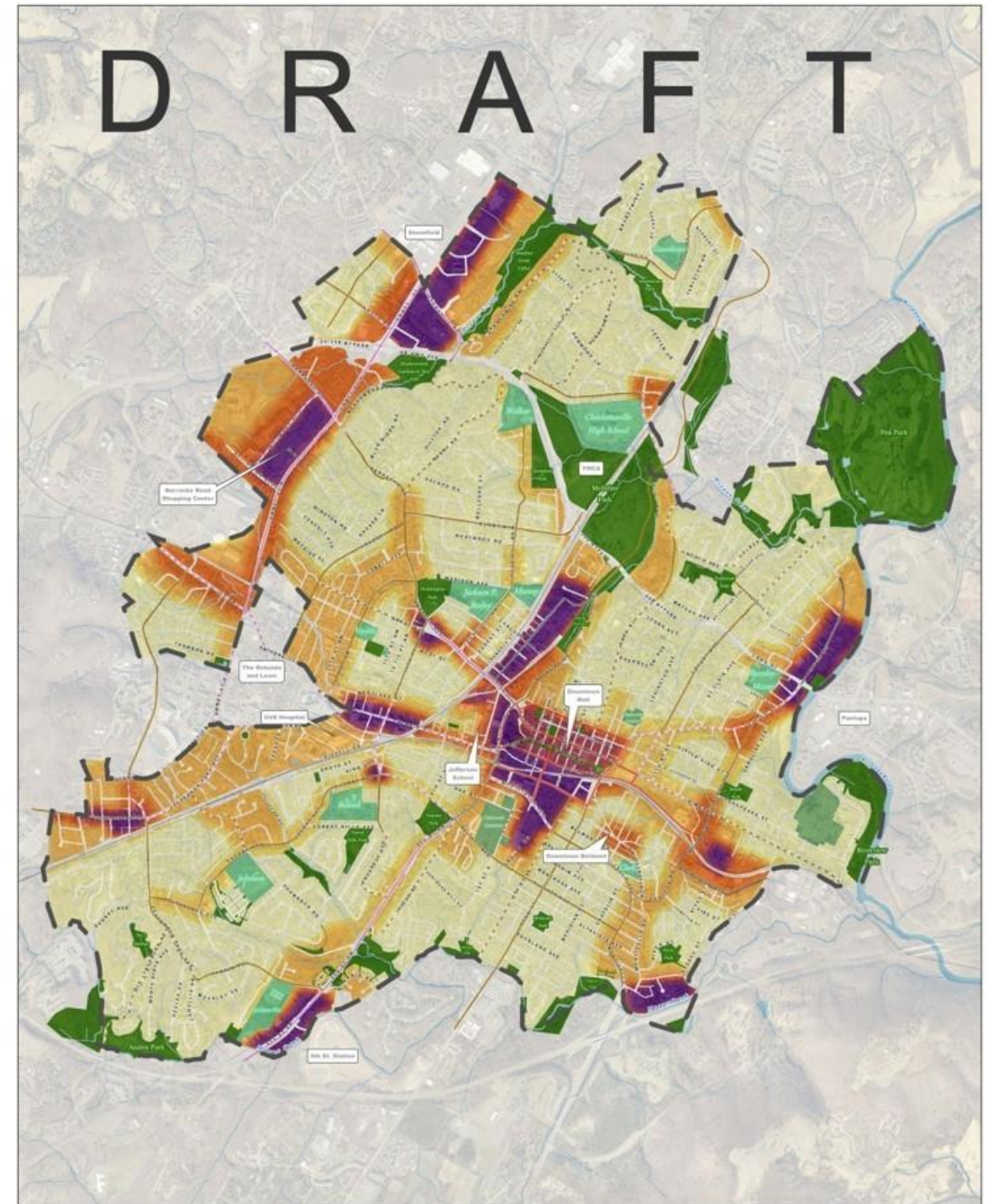
- Fry's Spring
- Friendship Court
- Altavista Ave

Environmental Concern

- Moore's Creek
- Rivanna River Corridor
- Fry's Spring

Increase Safety

- Downtown Mall
- Rivanna Trail



City of Charlottesville Comprehensive Plan 2018 General Land Use Plan

1 inch = 1,000 feet
1:12,000 on 24"x36"

0 0.5 1 Mile

Map by NDS, City of Charlottesville 12/06/2017
Data Source: City of Charlottesville Planning Commission and City of Charlottesville SDC 12/06/2017
Projection Information: Lambert Conformal Conic, NAD83, Virginia State Plane South
City of Charlottesville Planning Commission
City of Charlottesville SDC 06/2018

- Land Use**
- Downtown High Intensity
 - Low Intensity
 - Park and Preserved Open Space
 - School
 - Cemetery
- STW Typology**
- Downtown
 - Industrial
 - Mixed Use A
 - Mixed Use B
 - Neighborhood A
 - Neighborhood B

August 21st Community Leaders Meeting

After the March and May workshops Planning Commission felt that they were still not hearing from a large portion of the Charlottesville population, specifically from minorities, young people and renters. On August 21st the Planning Commission met with over 20 community leaders to listen to their feedback on the community engagement process so far, and discuss what a possible next phase of community engagement should look like. Community leaders sat with Commissioners around four tables and had the opportunity to learn about the past three phases and also share what forms of community engagement worked in the groups they represented. Each community leader also filled out a brief three question survey.

RSVP Groups:

- Loaves & Fishes Food Pantry, Inc.
- JABA
- North Downtown Residents Association
- Venable Neighborhood Association
- Piedmont Environmental Council
- AIM (Alliance for Interfaith Ministries)
- Martha Jefferson Neighborhood Association
- International Rescue Committee
- Seedplanters
- Blue Trunk Foundation
- Habitat for Humanity of Greater Charlottesville
- Little High Neighborhood Association
- Johnson Village Neighborhood
- ecovillage charlottesville
- Ebenezer Baptist Church
- The Women's Initiative
- Thomas Jefferson Health District
- Albemarle- Charlottesville NAACP
- City of Promise
- PACEM
- Rose Hill Neighborhood Association
- Jefferson Park Avenue Neighborhood Association
- C'ville Pride
- Abundant Life
- CVHS operates Neighborhood Family Health Center
- Charlottesville Food Justice Network
- Region Ten Community Services Board
- Ridge Street Neighborhood Association
- Charlottesville Area Association of REALTORS
- Fry's Spring Neighborhood Association
- The Haven
- Free Enterprise Forum
- C4K (Computers4Kids)
- Charlottesville Free Clinic
- IMPACT

Groups that attended:

- Little High Neighborhood Association
- The woman's Initiative
- Thomas Jefferson Health District
- Charlottesville Free Clinic
- Sin Barreras
- IMPACT
- Fry's Springs Neighborhood Association
- The Haven
- Charlottesville Area Association of Realtors
- Venable Neighborhood Association
- Region 10 Community Services Board
- PHAR
- Jefferson Area CHIP
- PACEM
- Abundant Life
- Charlottesville Food Justice Network
- Loaves and Fishes Food Pantry
- Piedmont Environmental Council
- JABA
- Martha Jefferson Neighborhood Association

August 21st Community Leaders Meeting

Email Invitation and RSVP

Dear Community Organization,
 Over the past year the Charlottesville Planning Commission has been in the process of updating the City’s comprehensive plan, a guiding document for future decisions relating to transportation, housing, land use and development. Hearing from and engaging with the Charlottesville community is a foundational part of this process, specifically with people who have been previously excluded or underrepresented in the past.

As an organization in our community, you are invited to attend a work session with the Planning Commission on Tuesday August 21st to dialogue and gather feedback on how best to engage with the people you represent in your organization. The work session will be held from 5:00-7:30pm at the Key Recreation Center downtown.

Please RSVP using the link below to let us know if you or a representative from your organization will be able to attend. If you have any other questions you can contact us at

CompPlan2018@charlottesville.org

Thank you for the important ways that you serve in our community and we are looking forward to continuing to work with you throughout the comprehensive plan process.

Best

RSVP link: <https://www.surveymonkey.com/r/7NVM6V2>

Key Recreation Center 800 E Market St, Charlottesville, VA 22902

Sample Meeting Agenda:

2018 Comprehensive Plan Charlottesville Community Organizations Agenda	
Date:	Tuesday August 21, 2018
Time:	5:00pm to 7:30pm
Location:	Key Recreation Center 800 E. Market St. Charlottesville, VA 22902
Host:	Charlottesville’s Planning Commission
<u>Agenda</u>	
5:00 – 5:15pm	Sign-in and Light Refreshments.
5:15 – 5:25pm	Welcome by Commissioner Taneia Dowell.
5:25 – 5:40pm	Comprehensive Plan PowerPoint Presentation by Commissioner Lisa Green.
5:40 – 6:50pm	Facilitated Discussion at tables with Commissioners.
6:50 – 7:15pm	Facilitated Report Out by each table by Charlene Green.
7:15 – 7:20pm	Next Steps.
7:20 – 7:30pm	Public Comment.

General Themes from Community Leaders Meeting

At the conclusion of the work session, a representative from each table was chosen to “report out” the key themes from their table’s discussion based on the three question survey. For a complete list of individual survey responses see the appendix on pages A3-50 – A3-54

1. What strategies are successful for getting community members to attend and participate in your organization’s meetings?	2. What are some challenges you face in getting community members to attend your organization’s meetings?	3. Based on what you have heard tonight, what feedback would you like to provide to the Planning Commission?
<ul style="list-style-type: none"> • Providing food • Having consistent dates • Going door to door • Tabling at existing events • Sending personal invitations and emails • Having multiple meetings • Using word of mouth • Using trusted members of the community and trusted spaces • Going directly to where people live or receive services 	<ul style="list-style-type: none"> • People have preconceived ideas • Apathy • People are unable to attend due to work schedules • Need for childcare • Need for transportation • Meetings may not be a “thing” people go to • General distrust of government in Charlottesville 	<ul style="list-style-type: none"> • Define “affordable” and “intensity” • Use a peer to peer approach • Simplify questions around what the community really needs • Realize the concept of “comprehensive planning” is foreign to many • Convey to people why their opinion is important • Reach people who have short term needs such as food and housing • Hire a community engagement specialist

Overview

An outcome of the August 21, 2018 meeting with Community leaders was the desire to obtain additional feedback from a variety of residents in Charlottesville to inform the Comprehensive Plan update. It was determined that a survey would be developed using questions provided by Mayor Walker and Planning Commission Chair Green. The survey was conducted in the fall of 2018 (opening on September 11, 2018 and closing on October 9, 2018) and included questions about demographics and community experience. There were 1,182 responses to the survey with 37 submitted on paper and 1,145 submitted from the online survey monkey link...

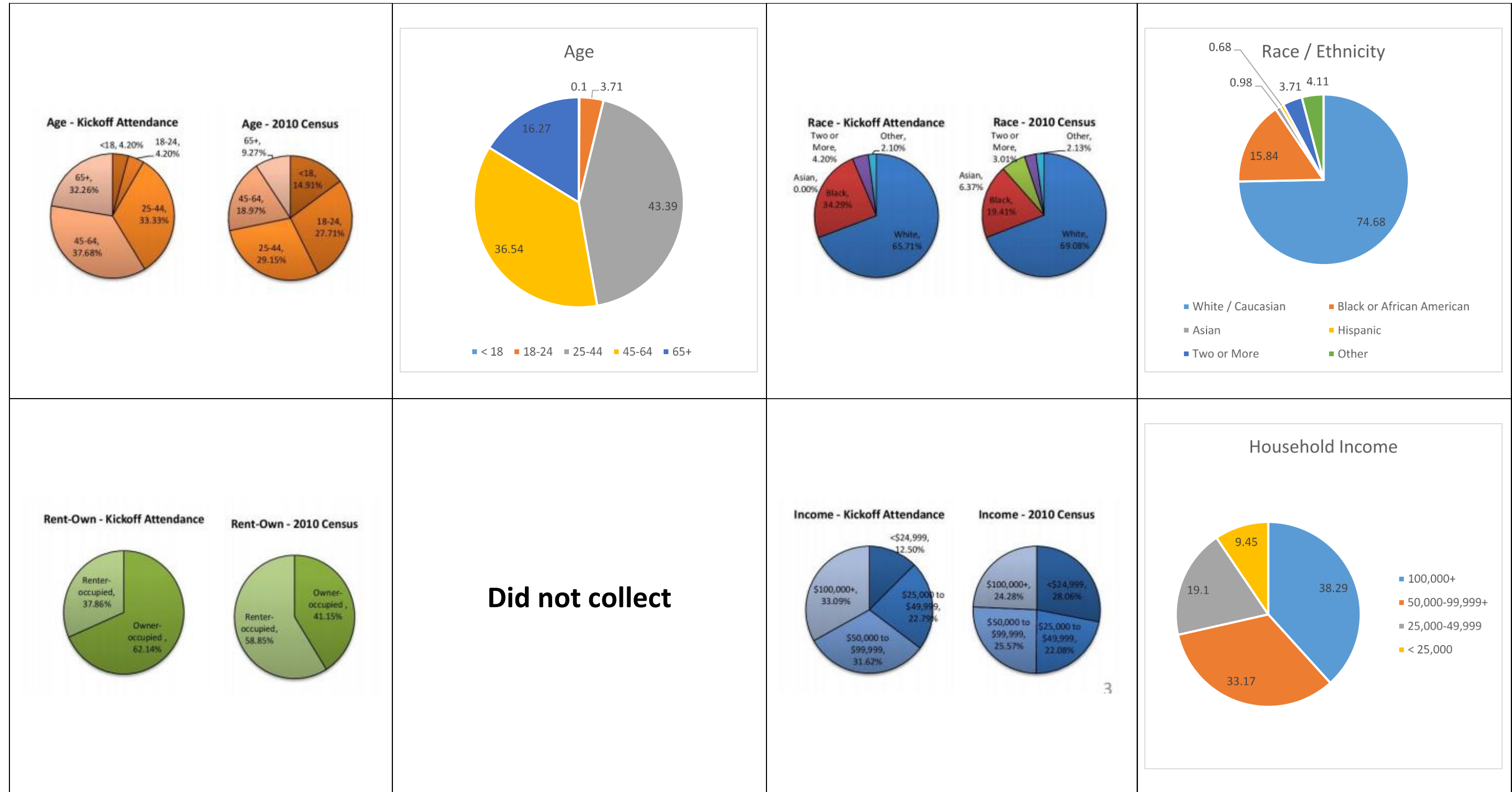
The following pages include summary results from the survey. The raw data is available at <http://www.charlottesville.org/home/showdocument?id=63213>.

<p>How long have you lived in the city? Total non-blank responses: 1182 11-20 YEARS: 39.85% ALL MY LIFE: 18.61% 6-10 YEARS: 15.82% 3-5 YEARS: 13.62% 0-2 YEARS: 12.01% OVER 40 YEARS: 0.08%</p>	<p>How long have you lived in your neighborhood? Total non-blank responses: 1114 11-20 YEARS: 31.87% 0-2 YEARS: 23.25% 3-5 YEARS: 20.56% 6-10 YEARS: 17.95% ALL MY LIFE: 6.37%</p>	<p>Do you know anyone who has been unable to rent or buy a home during the past year? Total non-blank responses: 1078 YES: 68.65% NO: 31.35%</p>	<p>Are you interested in changing your career? Total non-blank responses: 1067 NO: 82.1% YES: 17.9%</p>
<p>Do you feel Charlottesville is a healthy place to live? Total non-blank responses: 1181 YES: 77.98% NO: 22.02%</p>	<p>Do you feel you are a valued member of your neighborhood? Total non-blank responses: 1111 YES: 83.08% NO: 16.92%</p>	<p>Do you have children that currently attend or previously attended Charlottesville Public Schools? Total non-blank responses: 1077 NO: 65.46% YES: 34.54%</p>	<p>Do you use the City's Parks & Recreation Services? Total non-blank responses: 1057 YES: 80.32% NO: 19.68%</p>
<p>Do you think Charlottesville is a good place to raise your family? Total non-blank responses: 1180 YES: 79.83% NO: 20.17%</p>	<p>Do you reside/live in the city limits of Charlottesville? Total non-blank responses: 1077 YES: 86.72% NO: 13.28%</p>	<p>On a scale of 1-5 with 1 being very poor and 5 being very good, please rate the quality of your child's education in city schools Total non-blank responses: 379 4 - GOOD: 42.48% 5 - VERY GOOD: 32.98% 3 - OK: 18.47% 2 - POOR: 3.17% 1 - VERY POOR: 2.9%</p>	<p>Do you have a favorite park or trail? Total non-blank responses: 1053 YES: 67.62% NO: 32.38%</p>
<p>Are there any places in the city you do not visit? Total non-blank responses: 1179 NO: 57.76% YES: 42.24%</p>	<p>Is the structure of your home safe and healthy? Total non-blank responses: 1076 YES: 94.8% NO: 5.2%</p>	<p>Are you interested in education or job training opportunities for yourself? Total non-blank responses: 1070 NO: 73.36% YES: 26.64%</p>	<p>Are you a current CAT rider? Total non-blank responses: 1056 NO: 80.59% YES: 19.41%</p>
<p>Do you feel you are a valued member of the City of Charlottesville? Total non-blank responses: 1180 YES: 67.2% NO: 32.8%</p>	<p>Is your monthly mortgage or rent payment affordable? Total non-blank responses: 1078 YES: 78.66% NO: 21.34%</p>	<p>Do you feel those education/career opportunities exist in the City? Total non-blank responses: 986 YES: 69.37% NO: 30.63%</p>	<p>On a scale of 1-5 with 1 being very poor and 5 being very good how do you rate the service? (CAT) Total non-blank responses: 666 3 - OK: 50.3% 4 - GOOD: 26.58% 2 - POOR: 12.46% 5 - VERY GOOD: 6.61% 1 - VERY POOR: 4.05%</p>
<p>Please rate your social and nightlife in Charlottesville? Total non-blank responses: 1049 4 - GOOD: 35.46% 3 - OK: 33.94% 5 - VERY GOOD: 15.63% 2 - POOR: 8.1% 1 - VERY POOR: 6.86%</p>	<p>What is your age? Total non-blank responses: 1051 25-44: 43.39% 45-64: 36.54% 65 OR OLDER: 16.27% 18-24: 3.71% UNDER 18: 0.1%</p>	<p>Which race/ethnicity best describes you? (Please choose only one.) Total non-blank responses: 1023 WHITE / CAUCASIAN: 74.68% BLACK OR AFRICAN AMERICAN: 15.84% OTHER: 4.11% TWO OR MORE: 3.71% ASIAN: 0.98% HISPANIC: 0.68%</p>	<p>What is your total household income? Total non-blank responses: 995 \$100,000 OR MORE: 38.29% \$50,000 TO \$99,999: 33.17% \$25,000 TO \$49,999: 19.1% LESS THAN \$25,000: 9.45%</p>
<p>Do you bike in the city? Total non-blank responses: 1047 NO: 72.02% YES: 27.98%</p>	<p>Do you attend concerts in Charlottesville? Total non-blank responses: 1048 YES: 74.33% NO: 25.67%</p>	<p>Do you visit the downtown mall area? Total non-blank responses: 1049 YES: 89.13% NO: 10.87%</p>	<p>Do you feel welcome on the downtown mall? Total non-blank responses: 1035 YES: 84.54% NO: 15.46%</p>

*"Total non-blank responses" refers to all responses were that filled out. Some questions were optional which resulted in blank results. The blank results were not used in calculating the provided percentages.

Demographics

All 'Kickoff Attendance' and '2010 Census' graphs were taken directly from 'City of Charlottesville 2018 Comprehensive Plan Update Community Engagement Methods & Results' available at <http://www.charlottesville.org/home/showdocument?id=62164> on page 3.



Additional Analysis:

Only 204 respondents are current CAT riders, but 666 respondents rated the CAT service. The CAT service rating by current riders is broken down below.

Rating of CAT services by respondents who are current riders

No Response: 0.49%

5 - VERY GOOD: 7.8%

4 - GOOD: 38.05%

3 - OK: 39.02%

2 - POOR: 11.71%

1 - VERY POOR: 2.93%

For the question 'Do you feel welcome on the downtown mall?' 15.46% of respondents said NO. Of the 15.46% of respondents that said they did not feel welcome on the mall, 44.0% were Black or African American, and 61.0% were not White / Caucasian. Only 15.84% of respondents to the survey are Black or African American and 24.32% are not White. This suggests that a disproportionate amount of non-white people feel that they are not welcome on the mall.