

# AGENDA

**PROJECT:** Charlottesville Comprehensive Plan Update / Housing Plan / Zoning Rewrite  
**SUBJECT:** Planning Commission Work Session  
**DATE/TIME:** February 26, 2020 (5:00 – 8:00 PM / this item starts around 5:45pm until 7:30pm)  
**MEETING LOCATION:** NDS Conference Room

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**1. Welcome & Introductions (10 mins)**

**2. Schedule & Process (10 mins)**

**3. Comprehensive Plan (25 mins)**

**a. Overview**

- i. Our process and understanding of work to-date.

**b. Discussion**

- i. What are your key lessons learned/insights related to comprehensive planning (or related planning) processes to-date? What do we need to know going into this process?
- ii. How were the visions included in the 2018 draft Comprehensive Plan elements developed or refined?
- iii. We have heard a lot about the need for a greater focus on equity. How can the issue of equity be most effectively incorporated into the Comprehensive Plan (e.g., an equity-focused chapter, emphasized throughout the document, etc.)?
- iv. What, if anything, would you like to see changed in the structure of the Comprehensive Plan?

**4. Housing (25 mins)**

**a. Overview**

**b. Discussion**

- i. What are the top housing issues that you hope will be addressed? Why do each of these matter to you and to this community?
- ii. Are their particular communities (geographic or demographic) that you feel have been left out of housing-related processes or discussions in the past?
- iii. What barriers have been the greatest contributors to housing need in Charlottesville?

**5. Engagement and Collaboration (25 mins)**

**a. Overview**

- i. Stakeholder Engagement: Roles of Planning Commission, Mayor/Council, Steering Committee, City staff/leadership
- ii. Overview of Proposed Community Process (see handout)

**b. Discussion**

- i. Does this initial process for community collaboration and engagement with stakeholders (including the Planning Commission) resonate with you?

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- ii. What have you learned from prior engagement efforts?
  1. How do you feel residents responded to these prior processes? What worked? What didn't? What do you wish you or others could have done differently?
- iii. Some of the strategies we are looking to employ in an effort to reach as many diverse voices as possible include social media, door-to-door contact, neighborhood-based gatherings, pop-ups, coffee shop conversations, and employment of peer-to-peer engagers, to name a few. Are there are other strategies that you think would be useful in this process?
- iv. Thinking big picture, if you had one positive outcome that you could get from this engagement effort, what would it be?

## 6. Branding the Process (5 mins)

## 7. Next Steps (5 mins)

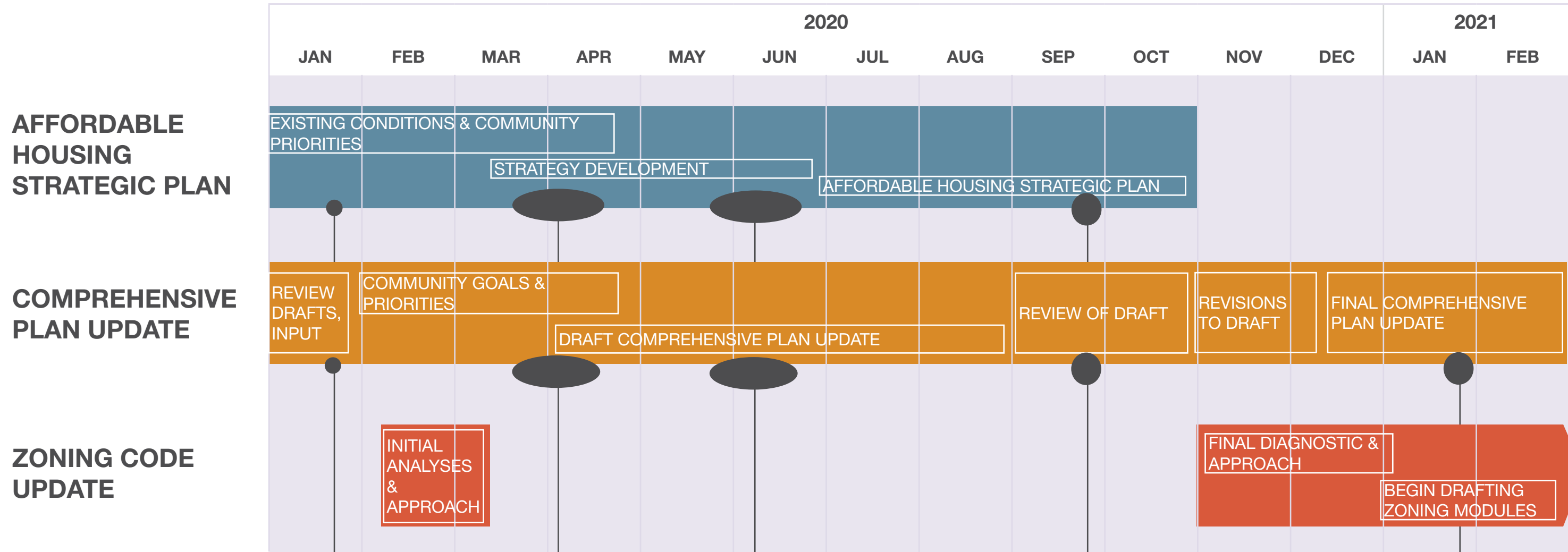
- a. For these efforts
- b. For Planning Commission

## Handouts

- Schedule
- Housing Strategic Plan Handout
- Overview of Next Steps in Community Collaboration Process

## Team Contact Information

- Project Director/Comprehensive Plan: Deana Rhodeside (RHI) – deanar@rhiplaces.com
- Project Manager/Comprehensive Plan: Jenny Koch (RHI) – jenniferk@rhiplaces.com (can also contact with comments/questions about zoning)
- Community Collaboration & Stakeholder Engagement: LaToya Thomas (Brick & Story) – latoya@brickandstory.com
- Housing: Sarah Kirk (HR&A) – skirk@hraadvisors.com



ZONING AND ENGAGEMENT CONTINUE TO DEC 2021

**ENGAGEMENT HIGHLIGHTS**  
(MORE TO BE ADDED - PROCESS IN DEVELOPMENT)

JAN 29 STEERING COMMITTEE KICK-OFF

COMMUNITY DISCUSSIONS (TENTATIVE TIMEFRAME)

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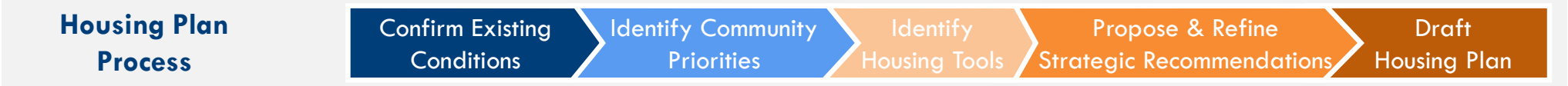
COMMUNITY DISCUSSIONS (TENTATIVE TIMEFRAME)

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DEVELOP INITIAL COMMUNITY COLLABORATION STRATEGY

DEVELOP WEBSITE

PRELIMINARY TIMELINE, SUBJECT TO CHANGE



<b>Dimensions of Housing Need</b>	<b>Quantity</b>	<b>Affordability</b>	<b>Stability</b>	<b>Access</b>
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<b>Nature of Need in Charlottesville</b>				
<b>Drivers, Barriers, and Exacerbators</b>				
<b>Solutions</b>				

**CHARLOTTESVILLE HOUSING STRATEGY, COMPREHENSIVE PLAN UPDATE, AND ZONING REWRITE**  
**Community Collaboration**

**INITIAL PROPOSED COMMUNITY COLLABORATION STRATEGY (through May 2020)**

	FEBRUARY 2020	MARCH – APRIL 2020	APRIL – MAY 2020
<b>OBJECTIVE</b>	<i>Understand Existing Community Realities</i> → <i>First Step in Building Trust</i>	<i>Invite People into the Process and Define Community Priorities</i>	<i>Active Community Participation</i>
<b>ACTIONS</b>	<p>Wrap up initial touchpoint conversations with community contacts (phone or in person)</p> <p>***<u>Prioritize for last half of February</u>; use outreach as opportunity to coordinate for first neighborhood conversations</p>	<p><b>Begin Community Conversation Series</b></p> <ul style="list-style-type: none"> <li>• Include one in a large public forum (like an open house/launch event), along with multiple neighborhood-based opportunities</li> <li>• Be clear in the invitation about what people can expect</li> <li>• <u>Provide numerous moments to engage in different types of spaces</u></li> </ul>	<p><b>Maintain and create ongoing follow-up opportunities</b> with community</p> <ul style="list-style-type: none"> <li>• Co-collaborating with peer engagers</li> <li>• Opportunities to begin outdoor engagement moments (pop-ups, café or porch conversations similar to those used for Cherry Ave. process)</li> </ul>
	<b>Finalize initial communication &amp; collaboration strategy</b>	<b>Develop and launch website</b> to distribute information to the community and receive feedback	<b>Develop social media campaign</b> to support dialogue
	<b>Craft the <u>invitation</u> to this process</b> (use this as an opportunity to address and define <u>equity</u> in this process) – <b>see reverse</b>	<b>Identify and begin training local peer engagers</b>	<b>Continuing identifying and training local peer engagers</b>
	<b>Begin scheduling March/April engagement activities</b> (date/time/venue/supplies/support) → <u>leverage existing neighborhood hubs as hosting opportunities</u>	<b>Begin designing a brand</b> for the process based on community feedback	<b>Launch branding</b> to support the overall process

**PROJECT PHASES (Approx. timeframes, related to table above)**



# CHARLOTTESVILLE HOUSING STRATEGY, COMPREHENSIVE PLAN UPDATE, AND ZONING REWRITE

## Community Collaboration

### FRAMEWORK FOR THE COMMUNITY INVITATION TO THE PROCESS (*IMPORTANT*)

- Frame this as a **moment of opportunity**.
- Affirm that **we are not “starting over” in these processes** – we know the work that has been done in the past and are building on, and further developing, those efforts.
- Recognize the **potential for concerns and frustrations** about this process.
- Affirm that **this is a moment for everyone** in Charlottesville to be heard.
- Define the **opportunities for collaboration** and **what the community can expect** from this effort.
- Confirm that the public bodies **are also participants in this process**. Their presence and openness establishes trust in this process. (Define this collaborative role with Planning Commission, Council, and other community leaders.)