

WHAT CAN UDO



Charlotte Place Types and Unified Development Ordinance



“Thriving in Charlotte” Workshop

10:45 am - 11:45 am

AGENDA:

1. Facilitator reconvenes the room and runs through remainder of agenda. (10:45-10:50am)

Please mention the following:

a. Objective of “Thriving in Charlotte” workshop:

1. Familiarize guest with the Activity Centers Place Types:

- The intent of the Activity Centers category is to focus a majority of our future higher-intensity growth and development into concentrated areas that can support it due to existing or planned infrastructure.
- Review major similarities and differences among the three Activity Centers Place Types. **Refer to handout. Sheets available online - not going into the details of each.**
 - Similarities - mix of uses, walkable design, accessible by multiple transit modes, similar design elements like entrances along streets and strong pedestrian realm.
 - Differences - height and overall intensity, level of accessibility (bc of intensity - regional and Center city need greater accessibility), mix of uses may be more evenly distributed in Regional and Center City than Community today (over time we hope that changes).

2. Discuss how this strategy may or may not handle our anticipated growth.

- Current centers are from CCW and were based on existing development patterns and accessibility mostly from interstate interchanges and major roads. When going through the exercise, think about the challenges and opportunities that may arise when we aim to concentrate growth into identified areas.

- b. Reminder: Next Steps: We have another 12 minute video and then until 11:45 to complete the activity to gather comments.

1. Once complete, guests will return to 2nd Floor for box lunch and keynote speaker
2. Today’s materials will be available on the project website - please share with others
3. Staff will host office hours if you have additional feedback or questions

2. Facilitator starts and stops the Activity Centers video (10:50-11:05, 15 minutes)

- Point out different materials around the room for reference

1. PT Poster - Full Palette
2. City’s Vision and project goals

- Remember to think about these questions in terms of the larger vision for our city as well as the needs and preferences of our diverse community - not just you personally.

3. Facilitator reads questions of the Activity Center activity aloud and helps keep group on time (11:05, 40 minutes)

- Remind them feedback will be used to help revise and update Place Type policies which will then be used to inform the UDO and essentially influence the future of how our city looks and functions.
- Scribes are at the tables to answer questions to clarify but not all are familiar with the details of Place Types. Some questions not related to Place Types will be noted as Parking Lot. Other questions that may need more clarification will be written down for the facilitator and may be answered through FAQ’s following the summit.

START QUESTIONS

•**Question/Board 1:** Go around the table and identify which Activity Center you visit most often and why. (11:10-11:25am)

- All currently identified Activity Centers are labeled on the map. Others may be identified through the mapping process later this year. Current centers are from CCW and based on existing development patterns and accessibility (how easily people can get to these places) mostly from interstate interchanges and major roads.

- Facilitator should provide some context for the map from the front of the room. Use one of the 24"x36" sheets from the table to orient people to the map (show I-85, I-77, I-485, N. Tryon, South Blvd). Ask a scribe to hold one up and point. Offer to help orient at the table if there is confusion, ask scribe to raise hand.

a. Purpose: We are trying to gauge how and why people choose to visit specific activity centers - is it easy to get there? by car? by transit? on foot or bike?

b. Is there something about the experience you have there that makes you want to go back or not? Should relate to the built environment versus the retailers that a center offers, for example.

c. If you do not frequent any of these centers shown on the map - tell us why. Is it because you get your goods and needs from smaller Neighborhood Nodes? Is it because there is not an easy way for you to get to these places?

d. Do you not like something about these places? The size? Hard to get around?

•**Question/Board 2:** As a group, discuss what elements of the built environment you and other stakeholders like and dislike about each of the Activity Center Place Types. (11:25-11:45am)

a. This is not a question about your likes and dislikes of the retailers in the Center - think more about the accessibility of a place (can you walk, take transit, or do you have to drive) and the experience - any open spaces it might offer, outdoor dining experiences, and how you get there and get around once you're there.

- The City doesn't control what retailers go in a space (example whether its a Dunkin Donuts or a Krispy Kreme). We look at both as a retail or restaurant use.

- The City is not a developer, we regulate and guide growth but most development is a product of the market and private investment.

b. What general types of land uses are there - jobs, types of services, goods?

c. Are there unique characteristics or a vibe of this place that make it stand out or memorable?

d. Is this place near Neighborhoods and if so, is it compatible with the neighborhoods? Why or why not?

- What makes development in a Center compatible with adjacent neighborhoods? Is a certain height appropriate? Space between taller or commercial buildings and neighborhoods.

e. What challenges or opportunities do you foresee for directing growth to concentrated areas?

f. What types of things do we need to keep in mind if we're directing a majority of our growth to certain places?

- Infrastructure capacity (streets, water, sewer, transit), mix of uses, relationship to surrounding areas as these places grow and intensify, open space/sustainability.

Once each table completes the exercise, they can go down to the 2nd Floor to grab a lunch and go back to the auditorium for the closing keynote speaker Mitch Silver. There will be overflow seating in the mezzanine and atrium levels with audio.

ROOM SETUP (stay at same tables as Neighborhood Exercises for the sake of time):

- 5 – 6 group tables per room; 8 guest per table
- One scribe per table (*Scribe's Role: Document conversation and keep guest on topic*)
- One facilitator per room (*Facilitator's Role: Manage group's time and provide contextual information included in this guide*)

MATERIALS

Posters:

1. Poster No. 1 Which Activity Center do you visit most often and why?
2. Poster No. 2 Opportunities/Likes and Challenges/Dislike of Centers/Concertrated Growth

Table Materials:

1. Handout - Design Elements (same sheet as Neighborhood)
2. Activity Centers Matrices (2 sheets)
3. Blank Note cards for questions