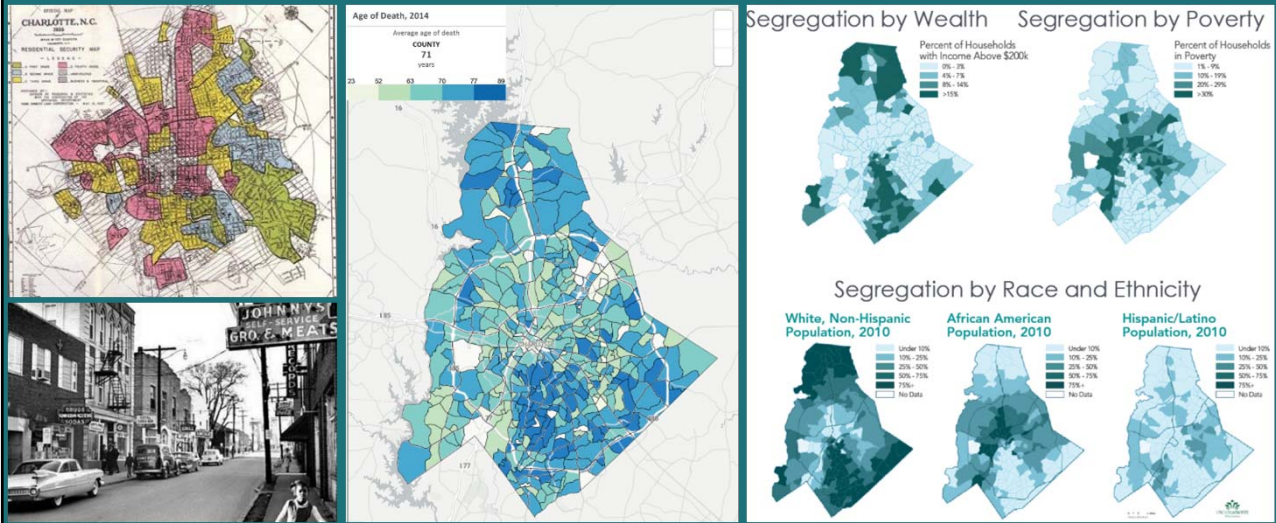


## IMPACT OF PAST GROWTH POLICIES

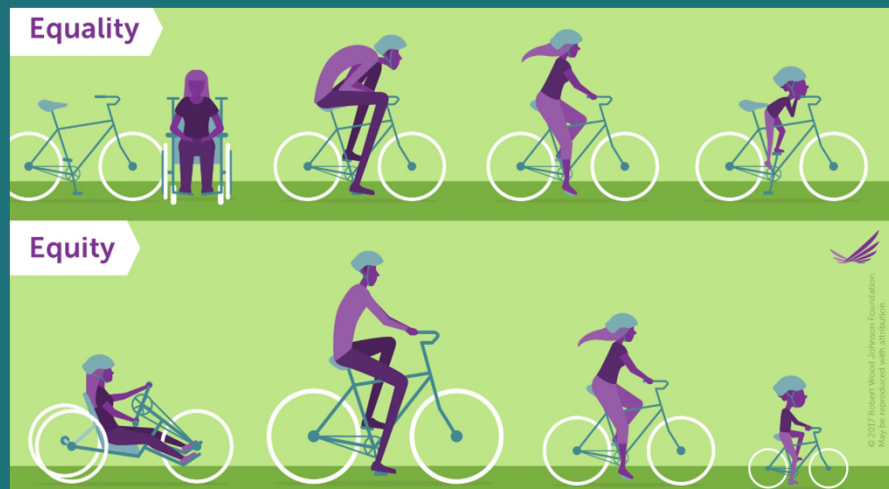


Source: Charlotte/Mecklenburg Quality of Life Explorer, UNC Charlotte

CITY OF CHARLOTTE

## EQUITY MEANS...

1. Being **FAIR** about investments in our City.
2. Being **JUST** and doing something about the unfairness.



CITY OF CHARLOTTE

## OUR CITY'S GUIDING LIGHT

- **Guides our growth** over the next 20 years.
- **A shared vision** of our growth, development and capital investments
- **Transformative strategies** to accommodate growth



## WHERE WE ARE TODAY

*We are here!*

### Phase 1

Winter 2018 to Spring 2019

Our History & Existing Conditions  
Community Vision & Values

### Phase 2

Summer 2019 to Fall 2019

Preferred  
Growth  
Scenerio

### Phase 3

Winter 2019 to Fall 2020

Policies &  
Strategies

### Phase 4

Fall 2020 to Spring 2021

Review &  
Adoption

### Ongoing

Implement,  
Monitor, &  
Update



## COLLABORATIVE PLANNING

### OUR GOALS:

- Share project teams
- Leverage community engagement
- Use similar terms
- Seek connections in policies
- Coordinate plan schedules



## GUIDING PRINCIPLES

With over 4,500 voices from the community, four guiding principles emerged that help shape the comprehensive plan as it looks to the future: authentic, equitable, integrated and resilient.

Each vision element and goal look ahead to the Charlotte of 2040 and strive to integrate these four concepts.

## VISION GOALS



## VISION ELEMENTS



## 10 BIG POLICY IDEAS

- 01 SAFE & EQUITABLE MOBILITY
- 02 10 MINUTE NEIGHBORHOODS
- 03 2 -TOD  
TRANSIT & TRAIL ORIENTED DEVELOPMENT
- 04 HOUSING ACCESS FOR ALL
- 05 NEIGHBORHOOD DIVERSITY & INCLUSION
- 06 RETAIN OUR IDENTITY & CHARM
- 07 HEALTHY & ACTIVE COMMUNITIES
- 08 INTEGRATED & NATURAL  
ENVIRONMENT
- 09 DIVERSE & RESILIENT ECONOMIC  
OPPORTUNITY
- 10 FISCALLY RESPONSIBLE

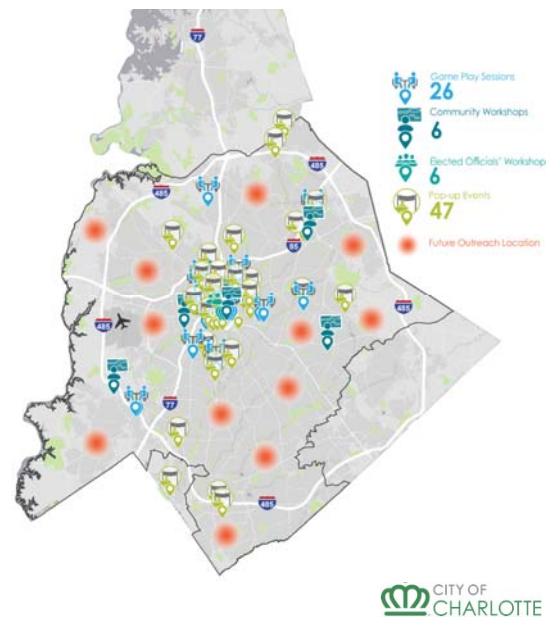


## COMMUNITY ENGAGEMENT





## COMMUNITY ENGAGEMENT PHASES I & II



## WHAT HAVE WE BEEN UP TO?

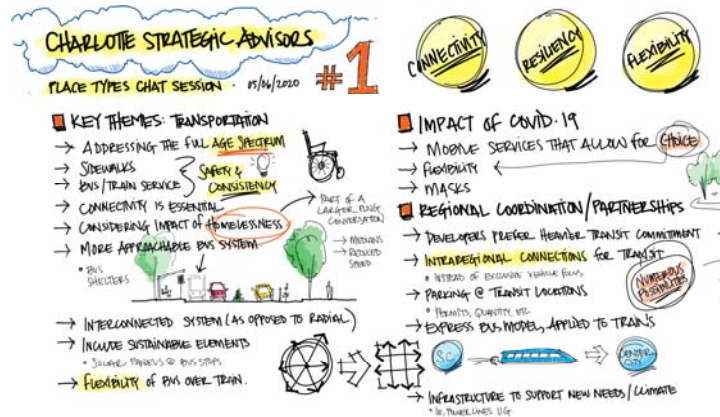
### VIRTUAL ENGAGEMENT ACTIVITIES

- Ambassadors & Strategic Advisors Workshops
- #ImagineCLTchallenge - Tik Tok Challenge
- Virtual Scavenger Hunt
- Social Media Games & Quizzes
- Virtual Focus Group Chats
- Growing Better Places Game 2.0 (card game)
- Chalk – the Walk
- National Night Out – October
- Drive-In Community Workshop - October



## AMBASSADORS AND STRATEGIC ADVISORS

### VIRTUAL CHAT SESSION SUMMARY



## CITY-BUILDING CARD GAME

### Highlights:

- Designed locally by Potions & Pixels
- Virtual & Deck of Cards – accessible, simple, fun
- Spanish Translation
- Focus on education and awareness on how to build a vibrant city
- Learn about Draft Plan Policies & Place Types
- Families, youth, senior citizens



## YOUTH ENGAGEMENT: COLORING SHEETS



MARCUS KISER – LOCAL ARTIST



## DRIVE-IN WORKSHOP

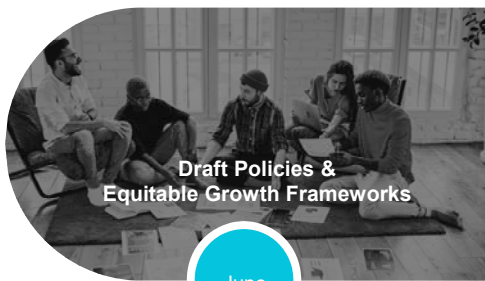
- Safe, fun, family-friendly event
- Focus on local talent and vendors
- Share highlights from draft plan document
- Partner with other city/county initiatives
- Accessible for all







## KEY PROJECT MILESTONES



**Draft Policies &  
Equitable Growth Frameworks**

June

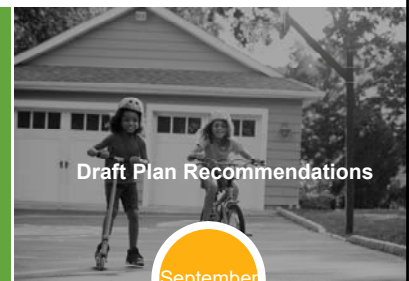
**Virtual Stakeholder Meetings**  
Appointed & Elected Officials  
**Growing Better Places Game 2.0**  
#ImagineCLT Social Media Outreach  
**Focus Groups**  
**Coloring Sheets**



**Draft Plan Policies  
Draft Fiscal Impact Analysis**

August

**Virtual Stakeholder Meetings**  
Appointed & Elected Officials (homework)  
#ImagineCLT Social Media Outreach  
Growing Better Places Game 2.0  
**Community Questionnaire**  
Focus Groups

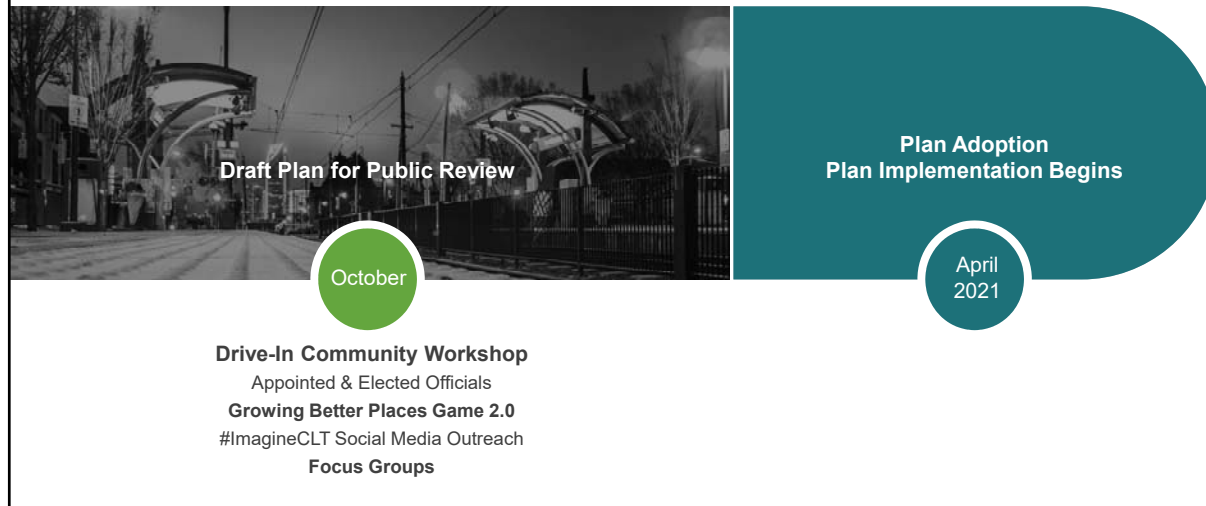


**Draft Plan Recommendations**

September

**Virtual Stakeholder Meetings**  
Appointed & Elected Officials  
#ImagineCLT Social Media Outreach  
Growing Better Places Game 2.0  
**3-D Virtual Tours**  
Focus Groups

## KEY PROJECT MILESTONES



## LOOK AHEAD

- ★ **Ambassadors & Strategic Advisors**  
July 14 & August
- ★ **Focus Groups | Card Game**  
Begins in July
- ★ **Community Workshop**  
October
- ★ **City Council Update**  
October 26
- ★ **City Council – Transportation, Planning & Environment**  
July 27  
September 28
- ★ **Planning Commission** (1<sup>st</sup> Monday of each month)

# THANK YOU



**Alysia Davis Osborne, AICP**  
alysia.osborne@charlottenc.gov

**Kathy Cornett, AICP**  
kcornett@charlottenc.gov

**Project Website**  
charlottefuture.com/2040



@cltplanning


CHARLOTTE  
FUTURE

2040  
COMPREHENSIVE  
PLAN

OUR CITY. OUR PLAN. OUR FUTURE.

