



## Steering Committee Meeting #2

19 December 2019

# Meeting Summary

## OVERVIEW

The Center City 2040 Vision Plan Steering Committee convened for its second meeting on December 19, 2019. The Committee is an advisory group composed of a diverse group of leaders in Charlotte’s public, private, and nonprofit sectors who are tasked with providing direction on the planning process and reviewing draft products at key milestones. The Steering Committee is chaired by Jennifer Appleby, President and Chief Creative Officer of Wray Ward, and Clay Armbrister, President of Johnson C. Smith University. The purpose of the second meeting was to review community engagement activities and themes, and to review and comment on the Draft Plan Framework.

## INTRODUCTION

Following opening remarks from Clay Armbrister, Chris Beynon, Principal of MIG, Inc. and leader of the consultant team, opened the meeting with a brief project update. Ellie Fiore of MIG then presented a summary of community engagement activities and findings. Next, Chris introduced the Plan Framework and then asked Committee members to work in small groups to discuss and provide feedback on the vision elements, goals and strategies. After the breakout discussions, a volunteer from each group reported key discussion point to the full Committee. Following a brief group discussion, the meeting closed with an overview of next steps.

This document summarizes the information and ideas covered in the meeting, organized by topic. The Project Team will use the feedback collected during this session to revise the Plan Framework and inform draft plan recommendations. An image of the graphic notes recorded at the meeting is included at the end of the document.

## COMMENTS RE: PLAN FRAMEWORK

### Vision Elements

- Each vision element should be followed by a brief context-specific definition critical due to climate change
- There is some overlap between “resiliency” and “sustainability”
- Resiliency involves ensuring residents have options and the opportunity to stay in their neighborhoods
- Set realistic and achievable goals related to sustainability

- Diversify industry and employment sectors to ensure economic growth
- Being truly inclusive requires breaking down barriers and involving neighborhood groups and leaders
- Inclusivity is a core principle that should be woven throughout all actions
- Continuing to embrace newcomers is a key facet of inclusivity
- Add character and create a sense of place in Uptown
- Strategically plan investment to position Charlotte as a destination

### Goals

- Change “transportation” to “mobility” to be more inclusive of walkability and other ways of moving
- Be pro-business while creating an economy that works for all
- Ensure thoughtful economic growth, not just expansion
- Safety and health are fundamental but not represented in the draft goals
- Increase the emphasis on schools and education
- Fundamental goal is to bring people together and build community through all actions and strategies

### Strategies

Comments below are organized according to each proposed strategy:

- Promote affordability and prevent displacement
  - Pursue inclusionary zoning (e.g. Chapel Hill)
  - Combat homelessness and human trafficking
  - Mitigate and reduce displacement
- Re-design streets for people
  - Remove skyways and get more people on the street
  - Declutter and re-connect sidewalk network and improve lighting
  - Use traffic calming techniques
- Be a Center of Education and Enrichment
  - Create educational hubs across the city to improve access to resources
  - Revisit the 2020 Vision Plan recommendation to create an Urban Campus
  - Improve connections between the city and university
- Provide something to discover and experience on every block
  - Develop a public art strategy
- Create an economy that benefits all
- Break down barriers and reconnect neighborhoods

- Physically connect uptown with the surrounding neighborhoods
- Improve wayfinding
- Re-introduce grid for better neighborhood connection
- Use parks to break through physical barrier of I-277
- Get everyone on transit
  - Increase transit frequency
  - Consider implementing tactics like the Kansas City zero fare program
- Create more active, playful and healthy parks and plazas
- Solidify Charlotte as a premiere destination
  - Consider different districts as destinations, such as a parks district, historic district (e.g., Independence District and Philly Live in Philadelphia)
  - Create an iconic landmark to establish a unique physical identity for Charlotte
  - Enhance and make Trade and Tryon more special and authentic to the city

#### Other

- Improve access to health and resources for underserved populations
- Explore place-based model for providing medical services, e.g., pop-up or mobile services for homeless residents

### **Plan Development & Implementation**

Noted below are committee members' comments and questions about how the plan would be ultimately developed and used.

- Be realistic about current challenges and barriers to implementation
- Define measures of success
- Be innovative and groundbreaking and push ourselves
- Can we ask for organizational commitment to realize our goals and visions?
- How do we prioritize and determine what is worth investment? How can we measure the potential impact of this investment?
- We need to hold ourselves accountable to implement the plan
- Learn lessons from other cities tackling similar issues
- Truly "empower" the community through education and engagement

# ALL IN 2040 CENTER CITY VISION PLAN

STEERING COMMITTEE #2  
DECEMBER 19, 2019

## OUR APPROACH

- ① ACCOUNTABILITY
- ① CULTURE ~~OVER~~ ⊕ STRATEGY
- ① IDENTIFY THE BARRIERS & THREATS & DISRUPTORS ... CRIME
- ① UNDERSTAND DEMOGRAPHIC CHANGES
- ① POLICY ANALYSIS ... NOW & FUTURE

