



2040
COMPREHENSIVE
PLAN

Phase 4:

Community Engagement Summary

August 2021 Draft



TABLE OF CONTENTS

Executive Summary I

Introduction 1

Community Conversations 7

Online Community Engagement Activities 11

Draft Plan Comments 15

Plan Adoption 17



Image: Charlotte B

Executive Summary

Subtopics

- Who We Reached
- Where We Are
- What We Heard
- What Comes Next
- Final Engagement Tally

WHO WE REACHED

Our goal was to engage many voices and perspectives from all areas of the city using different types of outreach methods, within the constraints of the evolving parameters of the COVID-19 Pandemic. Listening sessions, and online E-Plan, a speaker series, and social media engagement were used to educate Charlotteans about the Public Review and Recommended Draft Plans and to collect comments on the document. A simple summary of feedback methods and the number of participants is shown below.

over 3,800*
people



participated



**draft plan
comments**

↔ **1,000+**



**virtual
open house**

↔ **1,800+**



**community
conversations**

↔ **560+**

***data collected from online, email, and phone comments on Draft Plan, virtual open house analytics, listening sessions, speaker series, and social media activities**

500,000+

**views of Charlotte Future 2040 content, including
flyers, social media promotions, and Nextdoor posts**

WHERE WE ARE

This document summarizes the fourth and final phase of the Plan Process, which encompassed the review and adoption process for the Charlotte Future 2040 Comprehensive Plan. Phase 4 kicked off with the release of the Public Review Draft Plan in October of 2020 and concluded with the June 21st City Council adoption of the Recommended Draft Plan and subsequent release of the final adopted document on July 20th, 2021. As previously stated, the timeliness of this Plan cannot be understated. Between the unprecedented COVID-19 pandemic, a historic push for social justice in Charlotte and throughout the United States, a nationwide movement towards housing affordability and diversity, and unprecedented economic challenges for many of our residents, it's more important than ever to have a holistic, community supported plan that can guide our next steps and ensure the future of all Charlotteans is represented.



We are here!

WHAT WE HEARD

Through both the broader community engagement activities and the more targeted ASA engagement, there was general consensus on the higher level vision for Charlotte. There was also strong support for the Plan's 10 goals, although concerns were shared that some goals may be too aspirational. And there was healthy debate about the best ways to achieve the vision and goals. More specifically, participants at all levels desired more assurance that the Plan's well intentioned policies would not result in unintended consequence. As a result, a number of detailed studies, checkpoints, advisory bodies, and metrics were added to the Recommended Draft Plan to allow the City to make more informed decisions and course correct as the Plan is implemented.

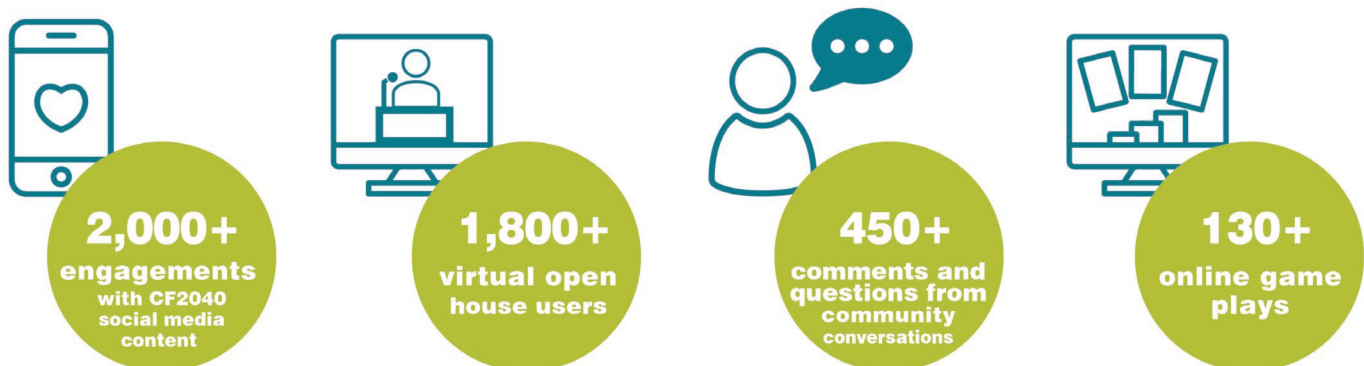
Community Conversations

As part of the public review of the draft Comprehensive Plan, the City conducted a number of virtual conversations and a speakers series to spread the word about the Plan, hear the questions and concerns of the community, and educate Charlotteans about the key policies as well as other cities that have successfully implemented similar policies. Nearly 500 community members participated in the Listening Sessions and the Speaker Series hosted by the City from January through March, 2021. See pages 7-10 for a brief summary of the meetings and key takeaways.

The Plan's Ambassadors and Strategic Advisors (ASAs) continued to be an instrumental part of the planning process throughout Phase 4. In addition to providing detailed feedback on the Public Review Draft Plan, the ASAs also played a key role in helping to raise awareness of the Plan, provide accurate information about policies and other recommendations, and support Plan review and adoption.

Online Engagement Activities

Social media educational posts and updates, the Virtual Open House, the *Charlotte Future City-Building Card Game*, the Community Conversations, and online videos allowed the public to stay up to date and involved in the Comprehensive Plan during the uncertainty of the changing safety mandates in the Spring of 2021. In response to the limited and fluctuating ability for in-person engagement throughout Phase 4, the City continued to use several online activities and opportunities to hear from the community and solicit input on the Public Review Draft Plan. These activities gave residents a fun, non-traditional way of interacting with the Plan and providing their input. More detail on the Online Community Engagement Activities can be found on pages 11-14.



Draft Plan Comments

Following the Public Review Draft Plan Release through the Drive-In Open House and on the web, beginning October 31st, 2020, the City solicited public input on the Plan through as many means and from as many communities as possible. Many options were provided for people to read the Plan, including through the City Website, the E-Plan Website, and hard-copies available by request or through libraries throughout the Charlotte area, and input was gathered via the E-Plan, Public Input, E-mail, physical comment forms, and over the phone.. See pages 19-22 for more information on the Drive-in event and the Public Review Draft.

Goal 3, add need to prevent displacement of residents, and actively support those who are threatened with displacement.

The Importance of Mitigating Vulnerability to Displacement section should speak not only to the moral/charitable aspects as to why it is important, but also to the long term sustainability, economic well being, and the fact that our fates are tied together.

What is the plan to transition from an activity center to residential neighborhood? Height restrictions, character of building types and setbacks from property lines must be set for each neighborhood.

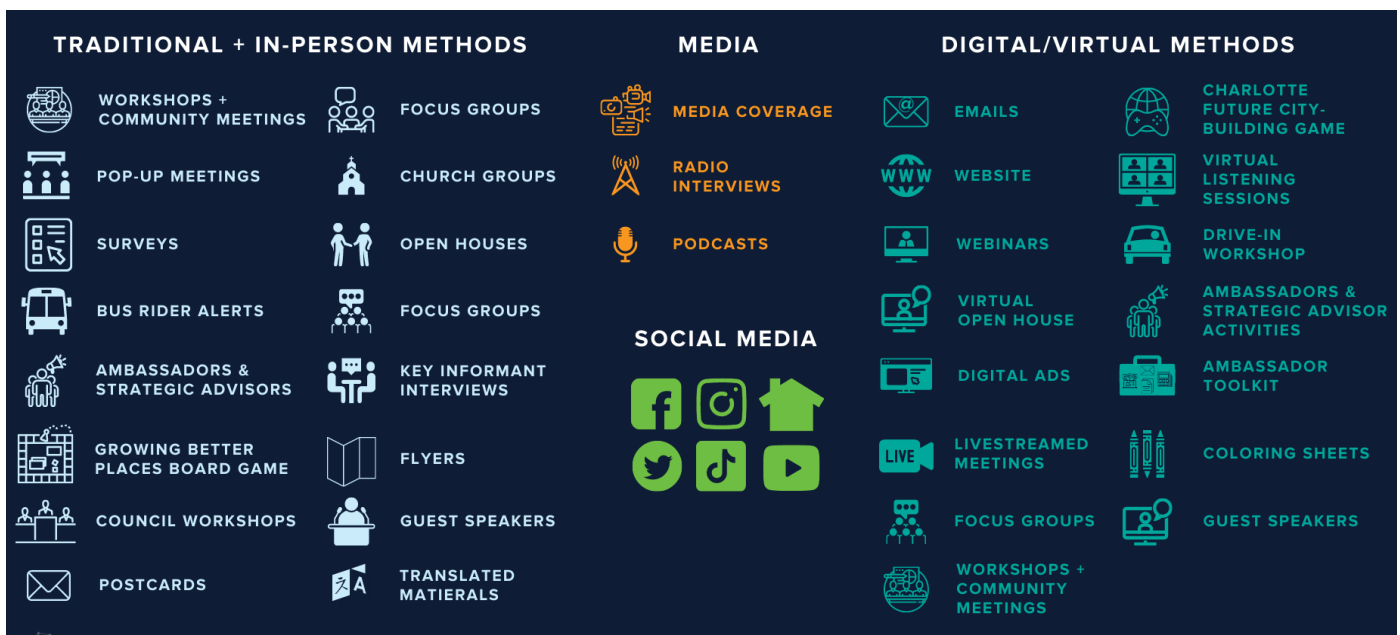
Can mentions of urban agriculture land use types be expanded to include additional forms of public and private foodscaping?

WHAT COMES NEXT

- The adoption of the Charlotte Future 2040 Comprehensive Plan policy document sets into motion several key next steps for the future of the City. First, with the Comprehensive Plan setting up the Place Types and general direction for a growth framework, the 2040 Policy Map process has begun the work of mapping the Place Types across Charlotte, to set direction for future growth, with input from as many residents as possible. For more information and to get involved, visit: cltfuture2040.com/2040-policy-map/2040-policy-map-get-involved
- The Unified Development Ordinance (UDO), will translate the vision from the Comprehensive Plan into zoning and regulation. The first draft of the UDO is scheduled for release in fall 2021. Further updates can be found here: charlotteudo.org
- The other two documents of the Comprehensive Plan, the *Implementation Strategy* and the *Manuals and Metrics*, which will enact additional implementation steps and tools, are set to be voted on for adoption in Spring of 2022. More information about all next steps can be found on page 20.

FINAL ENGAGEMENT TALLY

The June 21st, 2021 adoption of the Comprehensive Plan marked the conclusion of the Comprehensive Plan Engagement process (with the exception of this summary document) and kicked off several new processes for outreach and engagement, most notably the 2040 Policy Map. With this conclusion, final engagement numbers were tallied and reported as part of the Plan adoption. As shown in the graphic below, information about the Comprehensive Plan reached over 500,000 people, input was received from 7,500 unique voices, 480 key stakeholders were engaged over a dozen times, and over 40 methods of engagement were used to reach as many people through many different means, to accommodate the needs of as many Charlotteans as possible.





Introduction

Subtopics

- Comprehensive Plan Purpose
- Phase 4 Engagement Themes
- How Inputs Will Be Used
- COVID-19 Impacts
- Engagement Purposes

COMPREHENSIVE PLAN PURPOSE

The Charlotte Future 2040 Comprehensive Plan is guided by a vision of equitable growth, development and local government investments in our city over the next two decades. The Public Review Draft Plan addresses topics that affect how people experience the built environment. The Plan also looks at how our built city can better reflect and advance our community values around topics like equity, transportation, quality of life, affordable housing, health and safety, and sustainability.

Throughout the planning process, the City has been actively collecting and incorporating community input on how people want Charlotte to grow over the next 20 years. The Plan aims to understand what residents feel is important to preserve in their community and where investments should be guided to help make Charlotte an even more vibrant and unique city through a process of equitable and inclusive engagement.

PHASE 4 ENGAGEMENT THEMES

The key goal of the fourth phase of Comprehensive Plan community engagement was to receive feedback on the draft Public Review and Recommended Comprehensive Plan documents. A variety of tools helped the team, even through the changing nature of the COVID-19 pandemic, to receive significant input on the Plan and revise it accordingly.

Through changing health recommendations and impacts of the COVID-19 pandemic, the nation-wide affordable housing crisis, and renewed efforts to focus on social and racial equity in Charlotte and across the country, we sought input through a variety of methods. Education and input was provided and gathered through a variety of online activities; small-group listening sessions; the interactive *City-Building* card game; City of Charlotte social media channels, and through comments on the Draft Plan. These varied styles of outreach allowed the City to hear from diverse voices in new ways. We heard input from groups representing all segments of Charlotte’s population, including those we don’t hear from often enough – people of color, youth, non-English speaking residents, those who don’t typically attend City meetings, and those with lower incomes.

There were over 500,000 views of Charlotte Future related content, including social media promotions, Nextdoor posts, and e-mails. Over 2,000 Charlotteans gave their input through primarily online meetings, listening sessions, the *City-Building* Card Game, and the methods of commenting on the Plan.

“The Vision Elements and Guiding Principles, and goals are clear, proactive and aspirational.”

-Community comment on Public Review Draft Plan



Summary of Key Takeaways and Major Themes

Through a wide variety of inputs and outreach during the Phase 4 process the Plan team was able to both educate and receive significant and detailed feedback on the initial Public Review Draft Plan and the revised Recommended Draft Plan.

Through the variety of inputs and outreach methods, several major takeaways were compiled. This final phase was devoted to the review, promotion, and adoption of the Comprehensive Plan. We hosted a variety of conversations with Stakeholders and community members to hear their thoughts and concerns about the Plan and brought experienced planners from other communities facing similar opportunities and challenges to tell us about lessons learned, see page 8 for more information; we provided a variety of information through online resources and social media platforms to promote and educate about the Draft Plan, see page 12 for more information; finally, we asked Charlotteans to provide their direct feedback on the widely-available Plan Document, see page 16 for more information. Throughout the Phase 4 process City Council and Planning Commission were engaged through presentations, work sessions, and special committee meetings, culminating in the Plan Adoption on June 21st, 2021, see page 20 for more detail.

HOW INPUTS WERE USED

Community engagement during Phase 4 was focused on distributing the Public Review and Recommended Draft Plan, educating Charlotteans about the key contents of the Plan, particularly the 10 goals and corresponding policies, and collecting feedback on these documents and the components. All comments received by the public (totally over 1,000) were read and discussed by City staff, responded to, and many were incorporated into the updated draft of the document, as feasible.

The fun, easy, and less time consuming methods of community engagement, such as the City-Building Card Game, social media content, and the speaker series were designed not to receive feedback, but to keep people engaged, excited, and educated about the Plan draft document. This was particularly crucial during the changing COVID protocols, when pop-ups and festivals, the standard way of creating fun community interactions, were not recommended. See the following page for more detail.

WHO WE REACHED

Over 3,800 people participated:

- Draft Plan comments - 1,000+
- Virtual open house - 1,800+
- Community conversations - 560+
- Data was collected from online, email, and phone comments on the Draft Plan, virtual open house analytics, community conversations, and social media activities.

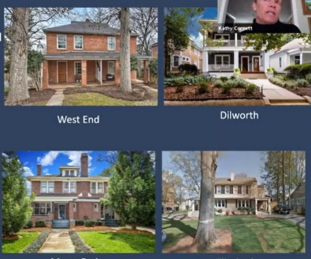
WHAT IS IN THE PLAN?

NEIGHBORHOOD DIVERSITY & INCLUSION

Charlotte will strive for all neighborhoods to have a diversity of housing options by increasing the presence of middle density housing (e.g. duplexes, triplexes, fourplexes, townhomes, accessory dwelling units and other small footprint housing types) and ensuring land use regulations allow for flexibility in creation of housing within existing neighborhoods.

BIG IDEA


- Allow more housing types in traditional single-family zoning districts to encourage housing diversity everywhere in our community



West End Dilworth
Myers Park Elizabeth

CITY OF CHARLOTTE

WHY DIVERSITY IS IMPORTANT?



5,631 Units Citywide
1/3 Built in 1950s

Units Built Since 2000

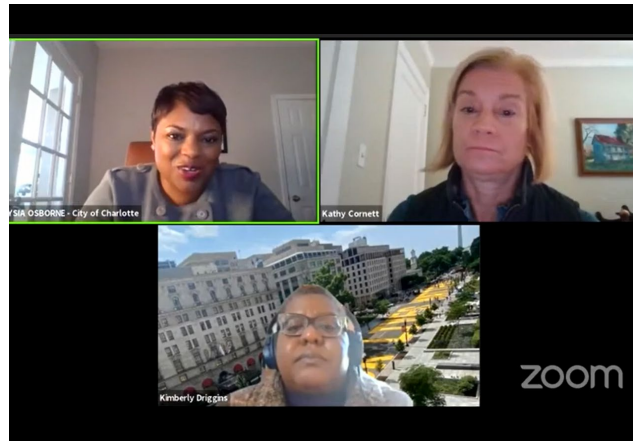
Units Built Since 2010

VIRTUAL MEETING GUIDELINES

Attendees:

- Please mute your audio when you're not speaking.
- Use only one source of audio (computer OR phone).
- Do not put your phone on hold.
- The meeting chats will be saved at the end of each session.
- Please be respectful of other attendees during the session.

THANK YOU!



January 12, 2021

Community Conversations: Speaker Series

Kimberly Driggins

City of Charlotte Staff

Kimberly Driggins

Comments

Multi-Passport

Click here to view a larger family

RECOMMENDED DRAFT

COMING SOON!

CHARLOTTE FUTURE 2040 COMPREHENSIVE PLAN
CITY OF CHARLOTTE

OUR CITY, OUR FUTURE
OUR CITY, OUR PLAN, OUR FUTURE

CI
CITY OF CHARLOTTE

Explore the room

powered by **M I G**



ENGAGEMENT PURPOSES:

Community Engagement was an integral part of the Charlotte Future 2040 Comprehensive Plan process. During Phase 4 of the Comprehensive Plan there were several major objectives that were addressed (with some overlap from past phases):

To enhance awareness of the Comprehensive Plan project and purposes: During Phase 4, a continued ongoing initiative was to ensure that the community was brought along with and updated on the planning process. Many stakeholder and community groups received regular updates throughout the phase. Presentations included background information on the purpose and intent for the Comprehensive Plan; the outcomes from Phases 1-3; how the Plan will fit into the broader planning and development process including the UDO and 2040 Policy Map process; and the key contents of the Plan document, including the Equitable Growth Framework, the Place Types, and the Goals and Objectives. The community's continued understanding of how and why we plan and how it will improve their future is an essential piece of the process.



To keep the community excited and engaged during the continuing COVID-19 Pandemic: With limited ability for in-person engagement, promotion at events, and pop-up activities, the general public awareness of the Comprehensive Plan had to come from other types of outreach. A major goal of the Phase 4 Engagement was to keep the Plan in the community's consciousness through virtual and online engagement and promotion. While this was a significant challenge, these circumstances also presented an opportunity to community members less engaged or not knowledgeable about the Plan or planning in general. While some had reduced capacity for new information, others -- whether through additional time or a new interest in how planning could impact topics that were now on the forefront such as public health, public space, affordable housing, and the need for nearby services -- became very interested in the Comprehensive Plan and its outcomes. Understanding all these Charlottean's vision for the future and how they impacted peoples' views of the major concepts and goals of the Public Review Draft Plan document were a major focus of Phase 4.

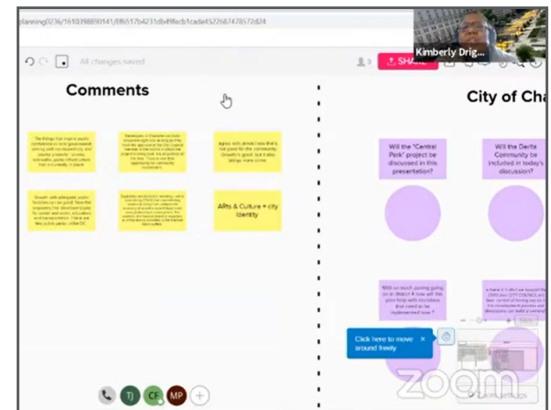


Images from the CF2040 Plan animated video, Charlotte Mecklenburg Libraries (where Plan documents were distributed) and Planning Committee virtual meetings.

To attract diverse participation: A key goal of the entire Charlotte Future 2040 Plan is authentic engagement, that listens to and takes into account all voices from across the city of Charlotte. This includes engaging historically under-represented groups. Diverse participation ensures that the percent of different demographics reached during the process matches the percent of those demographics living in Charlotte today. While demographics tracking was not as robust during this Phase of the process due to limitations with the COVID-19 pandemic and virtual engagement, diverse and equitable representation remains a key goal of the process and efforts were continually made to reach out to all segments of the Charlotte population. During Phase 4 a variety of community, neighborhood, and advocacy groups were approached and presented with information about the Draft Plan in order to ensure these key stakeholders were being reached.



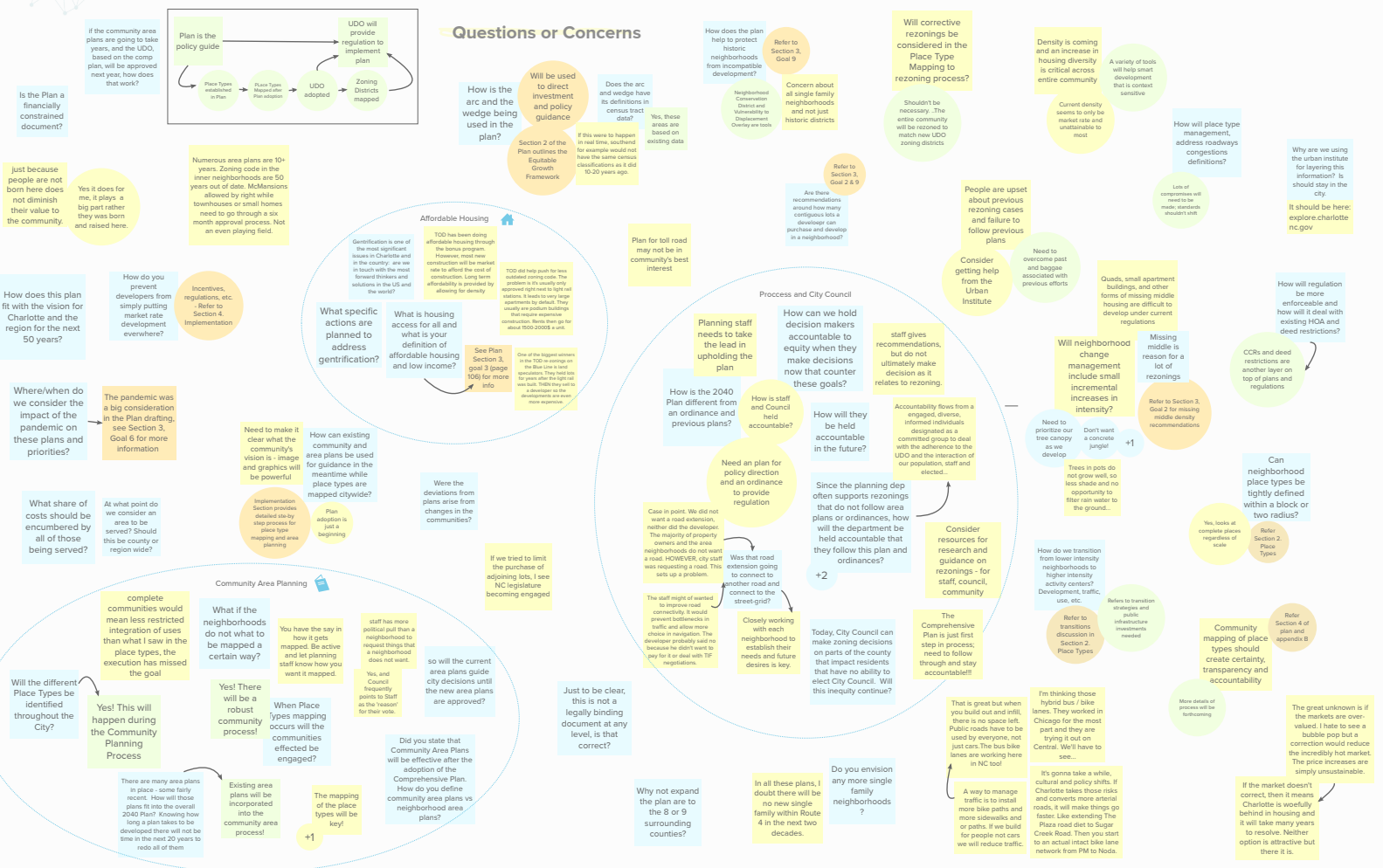
To educate the community and receive feedback on the Draft Plan documents: With the release of the initial Public Review Draft document, the interim “track changes” document that showed how initial feedback was incorporated, the revised Recommended Draft Plan, and finally the adopted Plan Document, significant educational materials about the highlights of and major changes to the Plan were distributed. Additionally, with each of the three drafts, we sought any and all input from members of the Charlotte community, local organizations and community groups, and elected and appointed officials. The Plan document received over 1,000 comments which were all considered and responded to, resulting in many changes to the Plan to make sure it addressed the questions and concerns of the community.



To communicate how inputs received influenced the final adopted Comprehensive Plan: Just as important as the community providing input is the community knowing that their input is being heard, taken into consideration, and shaping the future of their city. During this Phase all community comments were responded to and those that were incorporated into the document were highlighted in an interim “track changes” document so that people could see their direct impact on the final adopted Plan.



Images from Speaker Series promotion and Mural and CF2040 Plan animated video.



Community Conversations

Subtopics

- Stakeholder Meetings
- Listening Sessions
- Speaker Series

During Phase 4 a number of presentations to and conversations with the community were conducted to provide information about the Plan. These included meetings with established stakeholders and community groups as well as open-ended listening sessions and speaker series for current and new participants. These conversations provided a variety of opportunities for engagement at several different levels, from in-depth discussions about Plan content with the Ambassadors and Strategic Advisors to open-ended Q&A following the speaker series presentations and from one-on-one conversations with concerned residents and stakeholders to emailed responses to comments and questions.

STAKEHOLDER MEETINGS

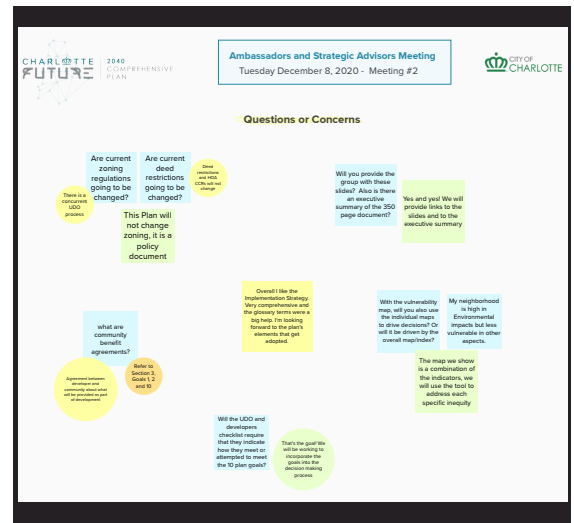
Ambassadors Strategic and Advisors Meeting

Following the release of the Public Review Draft Plan on October 29th, 2020 and broad distribution to the community and Plan stakeholders, two virtual Ambassadors and Strategic Advisors (ASA) Meeting were held on Tuesday, December 8. The meetings were conducted to talk in detail with the ASA members, who had been very involved in the plan and policy development throughout the process, and to share their thoughts about the outcomes of their input in the Draft Plan. The conversation was guided by the topics listed below and recorded via Mural sticky note boards, shown on this and the previous page.

- Questions about the contents of the Public Review Draft;
- Concerns about anything within the Public Review Draft;
- How to spread the word or advocate for the Plan; and
- Who to coordinate with moving forward.

Community Meeting Attendance

As part of the process of distributing the Plan and collecting comments on the document, the Comprehensive Plan team attended 29 community meetings held by various local groups, virtually and in-person, across Charlotte. A wide variety of stakeholders were reached through this process, including 4 neighborhood groups such as the Far East Neighborhoods Coalition (FENCO), 6 local organizations such as Charlotte-Mecklenburg School, 10 community groups such as NAACP Charlotte, and 7 real estate and housing professional groups such as the Crown Realty Association.



WHO WE REACHED

Stakeholder outreach and engagement reached:

- 2 Ambassador and Advisor Meetings
- 40+ Plan Ambassadors
- 29 Community Meetings, including 4 neighborhood groups, 6 local organizations, 10 community groups, and 7 real estate and housing professional groups.

WHO WE REACHED

Community listening sessions were conducted **nine** times during Phase 4, receiving:

- 93+ participants
- 134+ comments
- Sessions conducted from February 25th - March 18th

LISTENING SESSIONS

In order to continue holding in-depth and substantive conversations with the Charlotte community, nine additional listening sessions were held throughout Phase 4, beginning in February and concluding in the middle of March, with the majority of the sessions taking place shortly before and after the initial City Council plan hearing in March. Through these sessions, the Comprehensive Plan team was able to interact with 93 more Charlotteans and collect 134 comments on the Plan document and process.

These conversations were open-ended, beginning with a short presentation or showing of the Charlotte Future 2040 animated video, with the majority of the meeting devoted to questions and discussions from the participants. The meetings ranged in length from 30 minutes to an hour and 15 minutes and all lasted until every participant had the opportunity to ask their question or raise their comment.

While demographics information was not collected at these meetings due to their informal and virtual nature, the attendees were a combination of key stakeholders that were approached by the City for specific input, as well as anyone within Charlotte who requested a more robust conversation about the draft Plan document. The sessions were also advertised via the Charlotte Future 2040 social media accounts as well and were open to attendance for all members of the community. Comments from these listening sessions were diligently recorded and taken into account as edits to the document were being made throughout this Phase.

The listening sessions were all conducted and recorded via Zoom and are available for viewing in their entirety at the following link: www.youtube.com/playlist?list=PL6SDCP0OZAze27bAH23Uo-i2m3lNJU6i



SPEAKER SERIES

As part of the Community Conversations series, three highly regarded speakers were invited to give presentations about their expertise in the field of Planning, provide insight into the parallels between Charlotte and its emerging policies and their communities, and answer questions for people about best practices and lessons learned. These educational sessions, which were conducted in January, February, and March, were attended by more than 470 community members, who asked more than 130 questions. The speakers invited and their respective roles are listed below:

- Kimberly Driggins, Executive Director of the Washington DC Housing Conservancy - January 12, 2021
- Paul Mogush, Community Planning Manager of the City of Minneapolis - February 9, 2021
- Charles Hales, former Mayor of Portland and Senior Vice President and Director of Planning for HDR - March 9, 2021

Each of the speakers gave 20-40 minute presentations about their individual areas of expertise and the value of planning and implementation in their communities. The cities of Minneapolis and Portland, represented by Paul Mogush and Charles Hales, are often considered peer communities. The presentations were followed by more informal discussions and question and answer sessions. For Kimberly Driggins, this conversation was recorded in the form of a Mural sticky note board. Demographics information was not collected during these sessions due to their virtual nature. The sessions were also advertised via the Charlotte Future 2040 social media accounts and were open to attendance for all members of the community.

The speaker series was conducted and recorded via Zoom and all three sessions are available for viewing in their entirety at the following link: www.youtube.com/playlist?list=PL6SDCP0OZ_AwI2_DRPwsncrv5BOhauOs3

WHO WE REACHED

The Community Conversations Speaker Series included the following:

- 3 virtual sessions
- 470+ online participants
- 130+ questions and comments



3



Need help?

Online Community Engagement Activities

Subtopics

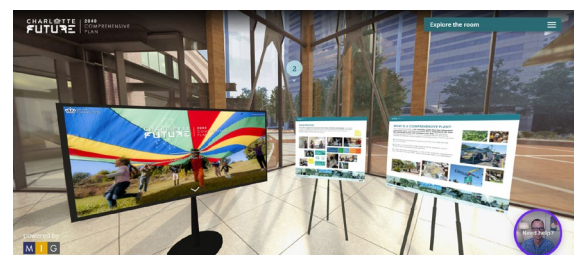
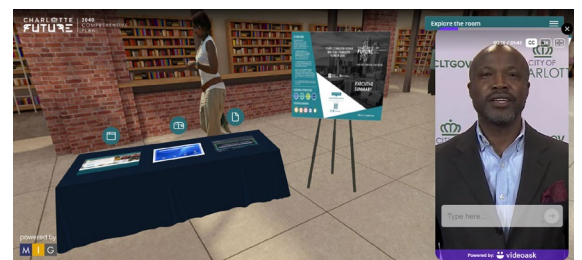
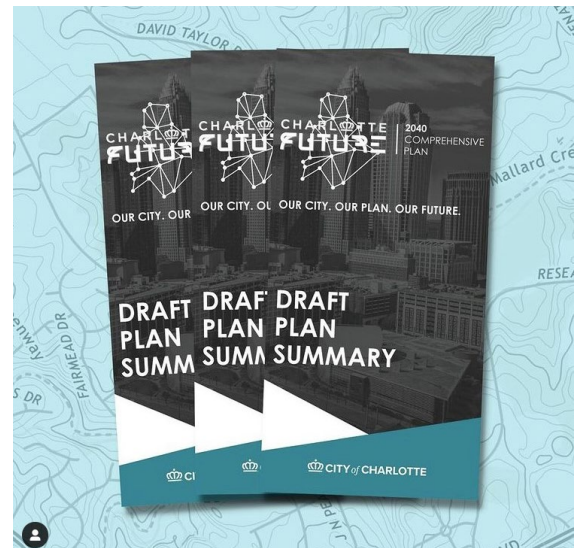
- Virtual Open House
- Social Media Updates and Education
- *City-Building* Card Game

Throughout the Phase 4 engagement process, the Comprehensive Plan team worked to incorporate new and creative means of interacting with community members in order to keep people interested in and up-to-date with the Plan process and promote the public review and subsequent draft of the Plan.

The Plan team, in an effort to accommodate different levels of interest and capacity, launched several online activities that ranged in time and level of effort required, but were all fun and interesting ways to have involvement in the Plan process. The activities included the Virtual Open House, a variety of social media updates and informational posts, and the continued use of the *City-Building* Card Game, both online and in person. The engagement for these three activities totaled over 2,000 interactions.

VIRTUAL OPEN HOUSE

The Virtual Open House was launched in February of 2021 as a means of matching and adding to the information presented at the Drive-In Community Meeting that occurred at the end of Phase 3 in October 2020. This fun, convenient, and one-of-a-kind virtual platform allowed viewers to visit eight distinct stations at their own pace. The stations included boards, PDFs, videos, and surveys to explain the key elements of the Plan, collect input, and provide a variety of resources for viewing and download. The Virtual platform included a full Spanish version as well as more simple options in other languages. There were also video explainers at each station to introduce the content and answer frequently asked questions. The Open House was available to all Charlotteans 24/7 through the full review and adoption process and reached over 1,800 users by the end of June. It was promoted through the City website, social media, the e-Plan, as well as press releases and news articles.



Images from Virtual Open House platform

WHO WE REACHED

The Virtual Open House platform received the following engagement:

- 1,812 total users
- 22,711 total clicks
- 40+ direct comments

COMMENT ON THE CLTFUTURE2040 RECOMMENDED DRAFT

1 VISIT cltfuture2040plan.com/

TO VIEW THE RECOMMENDED DRAFT

2 SHARE YOUR COMMENTS!

VISIT publicinput.com/2040feedback CALL 311 EMAIL cltfuture2040@charlottenc.gov

SOCIAL MEDIA UPDATES AND EDUCATION

A major method for reaching many Charlotteans, particularly younger demographics that are often more difficult to engage, was a robust social media campaign to update and educate residents on the Plan document. Throughout Phase 4, the Plan team posted extensively on Instagram, Facebook, Nextdoor, and Youtube to keep people interested and engaged.

The social media posts ranged from guides for how the comment on the Plan, promotion for events and online activities, updates on the Draft and Recommended Plan process and timeline, fun graphics and cartoons about the document or planning in general, and more robust informational posts such as the #10in10CLT posts which gave viewers information about each of the 10 goals, releasing one goal per day. Another key goal of the posts was to provide the critical highlights from the Public review Draft and then the changes to the Recommended Draft so that those engaged with the process could be well-informed without needing to read the entire Plan.



This variety of social media content aimed to quickly and visually convey information to people across Charlotte and through a variety of platforms. All the posts used a similar style and color palette to create a cohesive look and feel for the information and to make it quickly recognizable. The effectiveness of this outreach was exhibited in June (the month of the Plan’s adoption) when Plan-related content on Facebook, Instagram, and Youtube reached over 25,000 viewers in just one month.

LAST DAY TO COMMENT ON THE RECOMMENDED DRAFT

CHARLOTTE FUTURE 2040 COMPREHENSIVE PLAN

CITY OF CHARLOTTE

CHARLOTTE FUTURE 2040 COMPREHENSIVE PLAN

10 GOALS IN 10 DAYS

#10IN10CLT

Authentic, Equitable

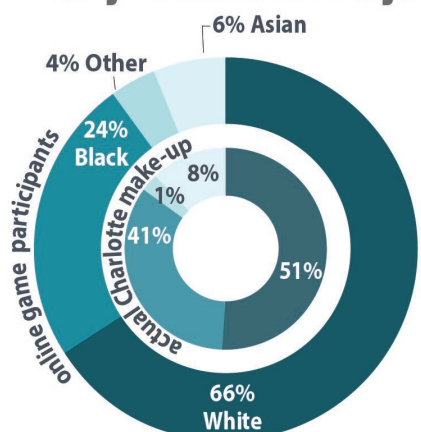
insert

CITY-BUILDING CARD GAME

As outlined in the Phase 3 Community Engagement Summary, the *City-Building Card Game* was developed by the Charlotte-based nonprofit Potions and Pixels, which utilizes games to create social impact. The *City-Building Game* is an online and physical card game that focuses on how to build a vibrant city using Policies and Place Types. The game was designed to be easy, simple, and fun and help participants think about their vision for the future of Charlotte. It provides an interactive way for residents to learn about the Plan and have fun in the process. The game, which can be played with two to four players, lets participants choose their objectives and decide what to build and where to build it.

The game has been heavily promoted through the City's website, social media, and press releases for at-home play, socially distanced for community groups and events, and through the online platform. Ten City-hosted events were hosted to allow people to play the game together and the online version is always available for play on Tabletopia. Over 150 physical copies of the game were distributed during the beginning of Phase 4 in November to community groups and event and to City Council and Staff. The online version of the game received 136 plays. This totaled an estimated 400 hours of game play. Demographics were collected from the online game exit survey and are shown in more detail below.

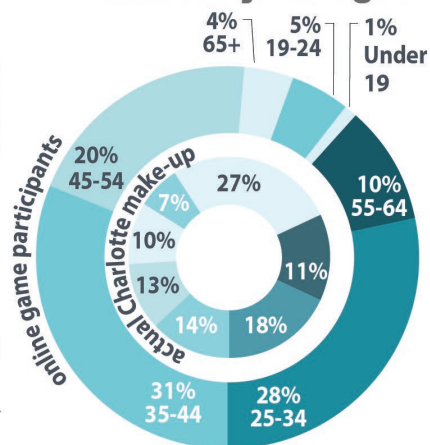
With which race do you most identify?



Ethnicity?



What is your age?



Demographics from online game events exit surveys

WHO WE REACHED

The *City-Building Card Game* received the following Phase 4 engagement:

- 150 physical games distributed for at-home game play
- 136 online game participants
- 400+ hours played



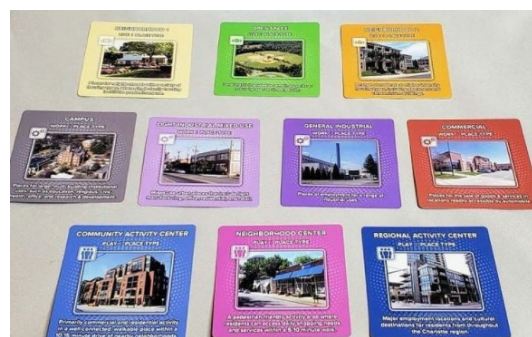
in person

↳ **150+**

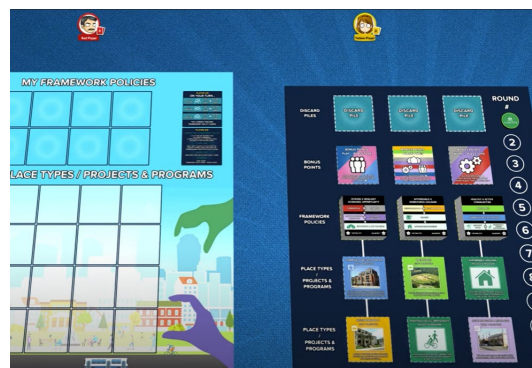


online

↳ **136+**



Physical game cards



Online Card Game interface

CHARLOTTE FUTURE COMPREHENSIVE PLAN 2040

PUBLIC REVIEW DRAFT COMMENT OPTIONS

THERE ARE MANY WAYS TO PROVIDE YOUR FEEDBACK!



ONLINE

- Comment on the E-Plan here:
charlottefuture.com/2040
- Fill out a Public Input survey here:
publicinput.com/3314



OVER THE PHONE

- Call Charlotte Mecklenburg 311:
dial **311**, press #, and leave us
a message with your comment



VIA EMAIL

- Email us a specific comment, a
marked up PDF, or a comment form:
cltfuture2040@charlottenc.gov



THROUGH THE MAIL

- Request a physical comment form
by emailing: cltfuture2040@charlottenc.gov
- Send us specific comments on
plan pages or a comment form:
**Charlotte Future 2040, 600 E
4th St, Charlotte, NC 28202**

Draft Plan Comments

Subtopic

- Plan Updates

The primary goal of Phase 4 was to receive input from Charlotteans on the Public Review Draft and Recommended Draft Plans. The release of the Public Review Draft at the end of October, 2020 kicked off an 8-month public review that included significant promotion and education about the newly released Plan. Residents were directed to many ways to comment on the Plan including online via the E-Plan or Public Input, over the phone through 311, through email or physical mail, or with a physical printed Plan or comment form. The Plan received over a thousand comments that were all reviewed, responded to, and often, incorporated into the revised Plan document.

PLAN UPDATES

Following the initial 6 month review, the many suggestions submitted were consolidated and integrated into a revised version of the document that functioned as an interim “track changes” version. This update to the Plan showed all of the changes being made, including an additional sidebar that listed the comment received, the action taken, and the source of the comment, so that people could see their direct impact on the revised Plan. Red text was used to highlight additions or strikeouts and green text showed typographic revisions. Each change was keyed on the page to the sidebar of the comment responses.

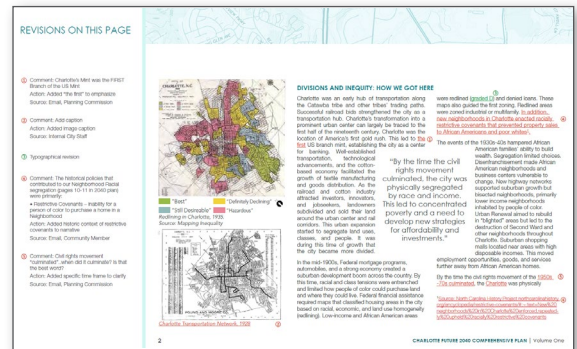
This version of the document was released back to the public for additional review and comment on May 20th, 2021. Major changes included splitting the document into three companion documents (Plan Policy, Implementation Strategy, and Manuals and Metrics), clarifying language around Policy 2.1 (duplexes and triplexes in single family areas), clarification and emphasis around Anti-Displacement and Community Benefits, and the addition of a Preamble Letter to address the aspirational, long-term, and living nature of the document.

Comments on the “track changes” version of the document were open until June 3rd, 2021. The feedback received was then incorporated in the Final Recommended Draft Plan released on June 16, 2021. This Final Draft was then submitted to Planning Committee, where it underwent a few more key revisions, and then was presented to City Council on June 21st for adoption.

HIGHLIGHTED CHANGES

Consistent themes in the public feedback led to the following major revisions to the document:

- Better connect the land use policy on housing diversity to future community engagement for Place Types Mapping
- The addition of an Anti-Displacement Commission and an emphasis on home ownership
- Clarification of Community Benefits and a Community Benefits Stakeholder Group
- Addition of a Preamble Letter to emphasize that this is a long-term and living document



“I would like to see some mention and/or consideration of existing streets as expanded public gathering places through temporary/permanent closure a la the BLM mural uptown”

-Planning Commissioner Comment on Public Review Draft Plan



WBTV ON YOUR SIDE

CITY COUNCIL APPROVES 2040 PLAN

VOTE PASSES 6-5

Plan Adoption

Subtopics

- Council and Commission Updates
- Planning Commission Hearing
- City Council Hearing
- Plan Adoption and Next Steps

A continuing key aspect of Plan engagement during Phase 4 included working with elected and appointed officials'. As previously stated, having Charlotte's City Council and Planning Commission involved in the process means the Plan can benefit from their unique perspectives and also helps to ensure their ownership of the Plan. This was particularly important leading up to the Planning Commission Hearing and recommendation and the subsequent City Council Hearing and adoption. With the Plan Policy officially adopted, the City can turn to implementation of the Plan.

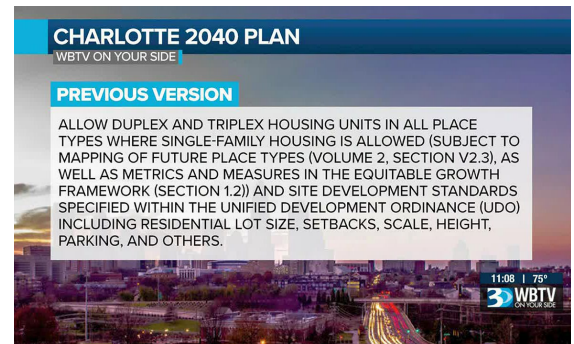
COUNCIL AND COMMISSION UPDATES

During Phase 4 the Plan Team met with the Council and Planning Commission groups or subgroups 14 times, with the discussions now focused around the fully drafted Plan goals, big ideas, and policies. Both City Council and Planning Commission reviewed the document in its entirety and provided valuable direction on editing and restructuring the Plan to better fit Charlotte's needs. The Phase 4 touch points are listed in more detail below.

- Transportation, Planning and Environment Council Committee (TAPE) meetings monthly through Phase 4
- Charlotte Future 2040 and Charlotte MOVES: Implementation Strategy – 01.12.21
- Plan Update – 03.01.21
- District 3 Virtual Town Hall – 03.18.21
- Comprehensive Plan Referrals – 04.05.21
- 2040 Town Hall – 04.08.21
- 2040 Town Hall – 04.15.21
- 2040 Town Hall – 04.22.21
- District 5 Virtual Town Hall – 05.04.21
- Council Committee Discussion – 05.12.21
- Straw Vote – 05.17.21
- Plan Update – 05.24.21
- Final Draft Discussion – 06.07.21
- Request for adoption of the Plan to Council – 06.21.21

"The 2040 Plan addresses critical issues from housing affordability and economic mobility to environmental sustainability and transportation. The final draft reflects years of hard work by city staff, the Planning Commission, the Charlotte City Council and community leaders and residents from every corner of Charlotte."

-Sam Spencer, Chair of the Charlotte-Mecklenburg Planning Commission



Images from news coverage of Planning Committee hearing and recommendation



PLANNING COMMITTEE HEARING

On Tuesday June 15th, after extensive discussion and some agreed upon revisions, the Planning Committee of the Charlotte-Mecklenburg Planning Commission unanimously approved the Final Recommended Comprehensive Plan. The 7-0 vote was predicated on an update to the controversial Policy 2.1, allowing duplexes and triplexes within single-family areas if they meet criteria such as lot size, setbacks, scale, height, parking, and other dimensional standards. The Planning Committee recommendation removed the word "all" from the phrase "all Place Types" and added specificity about the goal of ending exclusionary zoning to the text of the goal. This vote represents a recommendation to City Council to adopt the Comprehensive Plan with the changes from Planning Committee.



CITY COUNCIL HEARING

The Comprehensive Plan faced heated debate leading up to the final Council Hearing and adoption vote, including a straw vote on May 17th that showed Council members divided on several topics. The primary topic of debate on the evening of the Hearing was the continuing concern and controversy around Policy 2.1, as updated by the Planning Committee. Conversation included fears around gentrification, quality of life within single family neighborhoods, and loss of character with new housing density. Council member Walington introduced a motion to delay the passing of 2.1 until additional studies could be conducted, however the motion failed 5-6. Arguments in favor of moving forward with 2.1 and the Plan as a whole included Charlotte's large need for more housing supply and affordability, the benefits of diverse housing choices, and the economic and affordability benefits of increased housing supply. Council members voiced that the City needed the Plan as-is. These points were punctuated by members of the audience holding signs such as "We support the Charlotte Future 2040 Plan" and "Neighbors for more neighbors."



Following the debate and failed motion, after each Council Member had received their full time for speaking, the motion to adopt the Plan Policy document was raised. With a close 6-5 vote, the Charlotte Future 2040 Comprehensive Plan was adopted on June 21st, 2021.

Images from news coverage of adoption hearing and CLTplanning Instagram feed.

PLAN ADOPTION AND NEXT STEPS

With the June 21st adoption of the Plan Policy document, the means of implementing the Comprehensive Plan's vision can move forward. This includes the development and release of the UDO and the 2040 Policy Map.

Companion Document Adoption Process

As part of the review process, the lengthy Comprehensive Plan document was split into three, more digestible pieces. While the main *Plan Policy* document was adopted in June, the other two documents of the Comprehensive Plan, the *Implementation Strategy* and the *Manuals and Metrics*, which will enact additional implementation steps and tools, are set to be voted on for adoption in Spring of 2022.

Unified Development Ordinance (UDO)

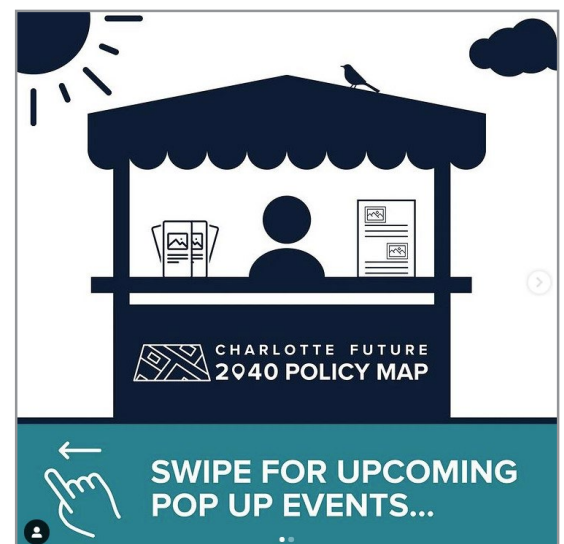
Charlotte's forthcoming UDO will simplify, consolidate and update the standards that guide development into a single document. The UDO will align these standards with the vision of the Charlotte Future 2040 Comprehensive Plan and other adopted City policies. The release of the Unified Development Ordinance draft is planned for early fall 2021.

2040 Policy Map

With the establishment of the Place Types palette as well as general guidance for future growth in the Comprehensive Plan policies, translation of the Charlotte Future 2040 Plan policy into the 2040 Policy Map can now begin. This process will focus on mapping of the Place Types, using a methodology established in the Equitable Growth Framework and with significant community input.

Other Implementation Steps

The establishment of several Comprehensive Plan Goals will help further the advancement of transportation initiatives and strategic planning efforts including the Charlotte Future Strategic Mobility Plan, the vision of which corresponds to Goal 5: Safe and Equitable Mobility. Other next steps include implementation of Meck Playbook, the County Parks and Recreation Plan; ongoing economic development efforts; and Community Area Planning beginning in late 2022.



Images from CLTplanning Instagram feed, promoting the 2040 Policy Map.



CHARLOTTESM



With support from:



**KNIGHT
FOUNDATION**