Phase I Overview

During Phase I, a series of workshops were held to gather feedback from the community on how the update to the Comprehensive Plan should be shaped. All workshops were identical in format and information covered. Following a Comp Plan background presentation, attendees were divided into small groups in which they filled out a survey individually and completed a group mapping exercise. Efforts were made to hold these kickoff meetings at a variety of locations and times in order to maximize the community’s opportunities to participate. The Phase I survey was also made available for completion online and included in the Phase II DIY Packets.

Meetings:

Carver Recreation Center
Monday, May 8, 2017, 1:00 pm – 3:00 pm

Venable Elementary School
Thursday, May 11, 2017, 5:00 pm – 7:00 pm

Tonsler Park
Thursday, May 18, 2017

Buford Elementary School
Wednesday, May 31, 2017, 7:00 pm – 9:00 pm

Charlottesville High School
Wednesday, June 21, 2017, 6:00 pm – 8:00 pm

Central Library
Saturday, June 24, 2017, 10:00 am – 12:00 pm

Overall Statistics

<table>
<thead>
<tr>
<th>Meeting</th>
<th>People signed in</th>
<th>Surveys returned</th>
<th>Group maps</th>
<th>POI stickers placed</th>
<th>Residential stickers placed</th>
<th>Employment stickers placed</th>
<th>Total stickers placed</th>
</tr>
</thead>
<tbody>
<tr>
<td>05.08 Carver</td>
<td>26</td>
<td>19</td>
<td>5</td>
<td>31</td>
<td>27</td>
<td>24</td>
<td>82</td>
</tr>
<tr>
<td>05.11 Venable</td>
<td>16</td>
<td>6</td>
<td>3</td>
<td>32</td>
<td>22</td>
<td>18</td>
<td>72</td>
</tr>
<tr>
<td>05.18 Tonsler Park</td>
<td>24</td>
<td>4</td>
<td>2</td>
<td>13</td>
<td>4</td>
<td>4</td>
<td>21</td>
</tr>
<tr>
<td>05.31 Buford</td>
<td>35</td>
<td>4</td>
<td>7</td>
<td>74</td>
<td>54</td>
<td>48</td>
<td>176</td>
</tr>
<tr>
<td>06.21 CHS</td>
<td>34</td>
<td>17</td>
<td>6</td>
<td>65</td>
<td>24</td>
<td>32</td>
<td>121</td>
</tr>
<tr>
<td>06.24 Central Library</td>
<td>21</td>
<td>19</td>
<td>5</td>
<td>47</td>
<td>52</td>
<td>35</td>
<td>134</td>
</tr>
<tr>
<td>07.13 PLACE</td>
<td>12</td>
<td>6</td>
<td>59</td>
<td>64</td>
<td>188</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meade Park Market</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DIY Fifeville</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DIY JPA</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DIY Belmont-Carleton</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online</td>
<td>39</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mail</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>156</td>
<td>127</td>
<td>40</td>
<td>327</td>
<td>242</td>
<td>225</td>
<td>794</td>
</tr>
</tbody>
</table>

Demographics

Age - Kickoff Attendance

- <18: 18.42%
- 18-24: 18.24%
- 25-44: 25.44%
- 45-64: 24.64%
- 65+: 32.26%

Age - 2010 Census

- <18: 14.91%
- 18-24: 18.97%
- 25-44: 29.15%
- 45-64: 27.71%
- 65+: 9.27%

Race - Kickoff Attendance

- White: 65.71%
- Black: 19.41%
- Asian: 0.00%
- Other: 2.13%

Race - 2010 Census

- White: 69.08%
- Black: 13.03%
- Asian: 0.67%
- Other: 2.13%

Rent-Owne - Kickoff Attendance

- Owner-occupied: 41.15%
- Renter-occupied: 58.85%
- Total: 62.14%

Rent-Owne - 2010 Census

- Owner-occupied: 58.85%
- Renter-occupied: 41.15%
- Total: 62.14%

Income - Kickoff Attendance

- <$24,999: 12.50%
- $25,000 to $49,999: 22.38%
- $50,000 to $99,999: 31.62%
- $100,000+: 33.85%

Income - 2010 Census

- <$24,999: 28.06%
- $25,000 to $49,999: 22.28%
- $50,000 to $99,999: 25.57%
- $100,000+: 24.28%
Phase I Meeting Materials

Sample Agenda:

2018 Comprehensive Plan Update Kick-off Workshop
Agenda

Date: Thursday, May 31 2017
Time: 7:00pm - 9:00pm
Location: Buford Middle School Cafeteria
          1000 Cherry Avenue, Charlottesville, VA 22903
Host: The City of Charlottesville Planning Commission

Agenda

7:00-7:15pm  Welcome/Sign-In/Review posters on wall
              (light refreshments provided)
7:15-7:40pm  Comp Plan Background Presentation
7:40-8:30pm  Small Group Discussion & Map Exercise
8:30-8:45pm  Small Group Report Out of Discussion
8:45-8:50pm  Next Steps | Meeting Close
8:50-9:00pm  Planning Commissioner-Citizen one-on-one sessions

Questionnaire:

Comprehensive Plan 2018

The feedback you provide below will be used to inform future conversations.
Map Exercise: Use the map and stickers at your table to work through the questions below.

1. Where are the places in Charlottesville that you like? On the Map use the ⭐ Stickers.

2. What is it about those places that you do like?

3. How do you travel to those places? Walk, bike, drive, bus, car share or taxi?

4. Assuming people continue to move here, where in the City should new residential development be focused? On the Map use the 🏡 Stickers.

5. What types of housing do you think new residential development should contain? (apartments, townhouses, single family, etc.) Refer to the chart for examples of different housing types.

6. Assuming people continue to move here, where in the City should new employment centers be located? On the Map use the 💳 Stickers.

7. What types of new employment should be located in those centers and what should they look like? (office park, high rise, mixed use, live work unit, etc.)
Places of Interest - Where are places in Charlottesville that you like?

Composite, digitized map from all meetings:

Composite heat map from all meetings:
Places of Interest – Where are places in Charlottesville that you like?

Wordle (greater prominence given to places mentioned more frequently):

Wordle without Downtown Mall:

Most common places of interest:

How do you travel to those places?

- Drive: 46%
- Walk: 33%
- Bike: 10%
- Public Transit: 7%
- Other: 4%
New Residential Development – Assuming people continue to move here, where in the City should new residential development be focused?

Composite, digitized map from all meetings:

Composite heat map from all meetings:

Survey Responses:
- Downtown (25)
- Preston Avenue (23)
- West Main (17)
- SIA (15)
- 5th Street (8)
- Rose Hill (8)
- 20th & Page (7)
- Cherry Avenue (7)
- In existing neighborhoods (7)
- Infill (7)
- I-95 area (7)
- Belmont (6)
- UVA area (6)
- Harris Street (5)
- City Yard (4)
- Fry's Spring (4)
- Route 29 (4)
- East High (3)
- Fifthe (3)
- In County (3)
- River Road (3)
- South Downtown (3)
- Undeveloped land near Strilbing/Sunset (3)
- Allied Place redevelopment
- Along primary and secondary roads (2)
- Avon (2)
- Barracks (2)
- Close to jobs (2)
- Edge of town (2)
- Fontaine (2)
- Free Bridge area (2)
- Grady (2)
- High Street (2)
- Ivy Road (2)
- Lev (2)
- Mistletoe Ave (2)
- Near schools (2)
- Ridge (2)
- Spread throughout the city (2)
- Westhaven (2)
- Along a light rail line
- Along corridors
- Along or close to roads that have good bike/ped infrastructure
- Any empty non-park space
- Any vacant land zoned for residential (R1 and R2, PUDs)
- Around Belmont Bridge
- At periphery of city Core
- Dinwiddie
- Fashion Square Mall
- Garrett
- Georgetown Road area
- Growth areas
- Higher density along urban corridors and central areas
- Hilldale
- Hydraulic
- Increase density
- Monticello
- Near Target
- Near Wegmans
- New neighborhoods near existing roadways
- North of the City
- NTR along Route 29
- On bus routes
- Panthos
- Redevelop CHIA sites
- River Corridor
- Route 20
- South of Charlottesville
- Vinegar Hill
- Woolen Mills
New Employment Centers - Assuming people continue to move here, where in the City should new employment centers be focused?

Survey Responses:
- Downtown (34)
- Preston (21)
- West Main (16)
- SIA (15)
- Close to housing (10)
- 29 North (7)
- 5th Street (7)
- Cherry (7)
- Near transit routes (7)
- ULI area (6)
- Harris Street (6)
- I-94 area (6)
- High Street (5)
- Rose Hill (5)
- Barracks Road area (4)
- Belmore (4)
- Fontaine (4)
- 10th Street (3)
- 10th Street (3)
- Along corridors (3)
- East High (3)
- Free Bridge area (3)
- Infill (3)
- Hydraulic area (3)
- Meadow area (3)
- River Road (3)
- Charlottesville (2)
- Emmet Street (2)
- Garrett (2)
- Hardy Drive area (2)
- I-74 (2)
- Krannert (2)
- McConnaughey Plaza (2)
- Pantages (2)
- Range (2)
- Sommiole Square (2)
- Vinegar Hill (2)
- Woodlawn Mills (2)
- 29 & Hydraulic
- Albemarle Square
- Along a light rail line
- Anywhere & everywhere
- Areas where lots of land is occupied by relatively small business
- Avon
- Central areas
- Close to concentrated population
- Corner
- Fashion Square Mall
- Fifeville
- Growth areas
- In areas of retail with large lots
- Ivy Road
- Jefferson School
- Local shops by Deer Run and Meade Park
- Locust Avenue
- Many small mixed centers
- McConnaughey Road
- Midtown
- NE of Dunbar
- Near amenities
- Near City Walk
- Near good bike/ped infrastructure
- North of the City
- Outside of City
- Outsiders
- Redevelop gray field sites
- Reorganization - unused buildings
- Route 20
- South Downtown
- South of Route 20 Business
- Trailer Park
- Willoughby Shopping District
- Work in county and live in city
Places of Interest, New Residential Development, and New Employment Centers

Composite heat map from all meetings:

This map was created using data collected from previous 2018 Comp Plan Update meetings.
Phase II Overview

The goal of Phase II of Community Engagement for the 2018 Comprehensive Plan update was to gather more specific public input for informing the plan’s land use chapter. Phase II also sought to expand participation by making it as easy as possible for community members to provide input. Rather than hosting Comprehensive Plan-specific events, City staff and Planning Commissioners attended already-planned events throughout Charlottesville. Another goal of Phase II was to reach the demographics that did not participate as much in the Phase I kickoff meetings. For this reason, staff and Commissioners purposefully attended community events which drew diverse crowds. At these events, attendees could stop by the Comp Plan table and complete a mapping activity. A Phase II survey was also developed and could be completed either at the table or online. As another effort to increase participation, Phase II “DIY” packets were created that allowed any group to host their own event at which attendees could complete the same mapping activity and surveys.

Events:

**Meade Park Market**
Wednesday, July 12, 2017, 3:00 pm – 7:00 pm

**Fridays After Five**
Friday, July 14, 2017, 5:00 pm – 8:00 pm

**Table on the Downtown Mall**
Tuesday, July 18, 2017, 10:00 am – 2:00 pm

**African American Cultural Art Festival**
Saturday, July 29, 2017, 10:00 am – 2:00 pm

**National Night Out**
Tuesday, August 1, 2017, 6:00 pm – 8:00 pm

**Michie Market**
Thursday, August 3, 2017, 5:00 pm – 6:30 pm

**Westhaven Days**
Saturday, August 5, 2017, 10:00 am – 1:00 pm

**DIY**
Fifeville
Meadowbrook Hills/Rugby
Johnson Village
JPA
Belmont-Carlton

**Love the Court**
Wednesday, August 9, 2017, 5:00 pm – 8:00 pm

Phase II Stats – Attendance

<table>
<thead>
<tr>
<th>Event</th>
<th>Surveys returned</th>
<th>Mapping activities completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>07.12 Meade Park Market</td>
<td>7</td>
<td>22</td>
</tr>
<tr>
<td>07.14 Fridays After Five</td>
<td>20</td>
<td>21</td>
</tr>
<tr>
<td>07.18 Table on the Mall</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>07.29 African American Cultural Art Festival</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>08.01 National Night Out</td>
<td>9</td>
<td>21</td>
</tr>
<tr>
<td>08.03 Michie Market</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>08.05 Westhaven Days</td>
<td>5</td>
<td>22</td>
</tr>
<tr>
<td>08.09 Love the Court</td>
<td>4</td>
<td>11</td>
</tr>
<tr>
<td>DIY – 07.31 Fifeville</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>DIY – 08.04 Meadowbrook Hills Rugby</td>
<td>0</td>
<td>9</td>
</tr>
<tr>
<td>DIY – 08.10 Johnson Village</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>DIY – 08.17 JPA</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>DIY – 08.21 Belmont-Carlton</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Online</td>
<td>28</td>
<td>n/a</td>
</tr>
<tr>
<td>Mail</td>
<td>1</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>112</strong></td>
<td><strong>154</strong></td>
</tr>
</tbody>
</table>
Phase II Event Materials

Mapping Activity:
Directions: Randomly select 2 residential development types (yellow) and 2 commercial development types (blue) and place them on the map where you think that type of development is most appropriate in Charlottesville.

Survey:

Comprehensive Plan 2018
Also available at https://www.charlottesville.org/online-services/surveys-and-forms
The feedback you provide below will be used to inform future conversations.
Phase II Questionnaire

1. Give an example of a building or development you like: (the example can be from Charlottesville or anywhere in the world)

2. What makes this a great building or development? List up to 3 things:
   1: 
   2: 
   3: 

3. Given the choice, how close would you live to this building or development? Circle One.
   A: Within the building or development
   B: Right next to the building or development
   C: Within walking distance of the building or development (up to a ½ mile away)
   D: Over ½ mile away
   E: Other

4. Give an example of a building or development you do not like: (the example can be from Charlottesville or anywhere in the world)

5. What is it about this building or development you do not like? List up to 3 things:
   1: 
   2: 
   3: 

Please return completed survey to N03 staff either in person, by mail (610 E Market St, Charlottesville, VA 22901), or by email (ComplP18@charlottesville.org) by August 17, 2017
The placed cartoons were digitized into points and then grouped based on existing land use categories. These grouped types were then overlaid on the 2013 Comprehensive Plan’s Future Land Use Map.

**2013 Comprehensive Plan Text:**

**Future Land Use Map**

The future land use map presents a vision of the City’s future. Changing the designation of a property in the Future Land Use Map does not require the City to alter the zoning of that parcel in the immediate future. Any rezoning is still subject to the standard of review in the zoning ordinance. Compliance with the Future Land Use Map is only one of several considerations that the Planning Commission and City Council must discuss when debating whether or not to rezone property. While the Future Land Use Map may suggest a particular type of future development for a parcel, City Council maintains the authority to decide when the time is right for any zoning changes.

The following land use categories were used in preparing the Future Land Use Plan (2040 Land Use Plan):

- **Low Density Residential:** Includes all land occupied by single or two-family types of housing. The density in these areas by right should be no greater than 15 units per acre.

- **High Density Residential:** Includes all land intended to be occupied by multi-family residential types of housing (townhouses, apartments, condominiums). The density in these areas should be greater than 15 units per acre.

- **Neighborhood Commercial:** This is intended as an area where the building form mirrors that of the low density residential zones, but some additional commercial uses that are compatible with residential areas are permitted.

- **Mixed-Use:** These areas are intended to be zones where the City encourages development of a moderate or high intensity, and where a large variety of uses will be permitted, including many commercial uses, residential uses, and some limited research and manufacturing where appropriate.

- **Business and Technology:** Properties designated as Business and Technology would permit small scale offices that cater to start-up businesses and technological development, as well as commercial activity that does not generate the amount of traffic that can be found in more consumer oriented commercial areas.

- **Public or Semi-Public:** This category includes publicly owned lands and buildings such as the Government Center, police and fire stations, libraries, post offices, schools and University facilities.

- **Park or Preserved Open Space:** This category includes both active and passive park and recreational lands, including associated buildings and parking areas. These areas may be either publicly or privately owned and may include playgrounds, public parks, golf courses, and recreation centers.

**Key:**

The cartoons from the Phase II mapping activity were categorized based on which type of land use they would be considered, based on the 2013 Comprehensive Plan land use definitions.

- **Low Density Residential** includes:
  - Duplex
  - Detached home

- **High Density Residential** includes:
  - Small apartment
  - Large apartment
  - Townhomes

- **Neighborhood Commercial** includes:
  - Live/work building
  - Small standalone

- **Mixed Use** includes:
  - Live/work building
  - Mixed use
  - Small standalone
  - Commercial strip
  - Low-rise office building
  - High-rise office tower
  - Small apartment
  - Large apartment
  - Townhomes

- **Business & Technology** includes:
  - Low-rise office building
  - High-rise office building
  - Small standalone
  - Commercial strip
  - Industrial & light manufacturing
Map Results

COMPARISON
2018 COMP PLAN PHASE II COMMUNITY ENGAGEMENT DATA
and
2013 GENERAL LAND USE PLAN

Low-Rise Office

High-Rise Office
Participants were also given the option of placing their selected development types in a box labeled “Not appropriate for Charlottesville.”

### Commercial Development Types Placed in "Not Appropriate for Charlottesville" Box

<table>
<thead>
<tr>
<th>Development Type</th>
<th>Placed on Map</th>
<th>Not Appropriate for Charlottesville</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live work</td>
<td>35</td>
<td>3</td>
<td>38</td>
</tr>
<tr>
<td>Small Standalone</td>
<td>48</td>
<td>3</td>
<td>51</td>
</tr>
<tr>
<td>Mixed Use</td>
<td>46</td>
<td>4</td>
<td>50</td>
</tr>
<tr>
<td>Commercial Strip</td>
<td>22</td>
<td>17</td>
<td>39</td>
</tr>
<tr>
<td>Low Rise</td>
<td>41</td>
<td>10</td>
<td>51</td>
</tr>
<tr>
<td>High Rise</td>
<td>27</td>
<td>11</td>
<td>38</td>
</tr>
<tr>
<td>Industrial/Manufacturing</td>
<td>30</td>
<td>22</td>
<td>52</td>
</tr>
<tr>
<td>Total</td>
<td>249</td>
<td>70</td>
<td>319</td>
</tr>
</tbody>
</table>

### Residential Development Types Placed in "Not Appropriate for Charlottesville" Box

<table>
<thead>
<tr>
<th>Development Type</th>
<th>Placed on Map</th>
<th>Not Appropriate for Charlottesville</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detached</td>
<td>34</td>
<td>4</td>
<td>38</td>
</tr>
<tr>
<td>Duplex</td>
<td>32</td>
<td>2</td>
<td>34</td>
</tr>
<tr>
<td>Townhomes</td>
<td>44</td>
<td>2</td>
<td>46</td>
</tr>
<tr>
<td>Small Apartment</td>
<td>40</td>
<td>1</td>
<td>41</td>
</tr>
<tr>
<td>Live Work</td>
<td>52</td>
<td>1</td>
<td>53</td>
</tr>
<tr>
<td>Large Apartment</td>
<td>33</td>
<td>22</td>
<td>55</td>
</tr>
<tr>
<td>Mixed Use</td>
<td>46</td>
<td>2</td>
<td>48</td>
</tr>
<tr>
<td>Total</td>
<td>281</td>
<td>34</td>
<td>315</td>
</tr>
</tbody>
</table>
## Survey Analysis – A building or development you DO like

**Given the choice, how close would you live to this building or development?**

<table>
<thead>
<tr>
<th>Type</th>
<th>A. Within it</th>
<th>B. Right next to it</th>
<th>C. Within walking distance (up to 1/4 mile away)</th>
<th>D. Over 1/4 mile away</th>
<th>E. At least 2 miles</th>
<th>F. Few miles away</th>
<th>G. About 1½ miles</th>
<th>H. No Choice</th>
<th>I. Not near any new development</th>
<th>J. Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable housing</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Apartment</td>
<td>6</td>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>City</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>Cohousing</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>College</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Commercial strip</td>
<td>1</td>
<td></td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Community center</td>
<td>1</td>
<td></td>
<td>1</td>
<td></td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Condos</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Detached home</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>High rise office tower</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Historic library</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Historic structures</td>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Homeless shelter</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Hospital building</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Hotel</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Low income homes</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Market</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Mixed use</td>
<td>9</td>
<td>1</td>
<td>12</td>
<td>3</td>
<td>1</td>
<td></td>
<td></td>
<td>1</td>
<td></td>
<td></td>
<td>27</td>
</tr>
<tr>
<td>Neighborhood</td>
<td>9</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Park</td>
<td>3</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>Pedestrian infrastructure</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Place with big downstairs</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>bedroom and kitchen</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Police department</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Public gardens</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Public space</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>12</td>
</tr>
<tr>
<td>Religious buildings</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Rent to own housing</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Restaurant</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Senior housing</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Single family homes</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Social club</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Something Jefferson would approve of</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Street</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Theater</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Tiny houses</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Transit</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>45</strong></td>
<td><strong>14</strong></td>
<td><strong>42</strong></td>
<td><strong>20</strong></td>
<td><strong>1</strong></td>
<td><strong>1</strong></td>
<td><strong>1</strong></td>
<td><strong>1</strong></td>
<td><strong>1</strong></td>
<td><strong>1</strong></td>
<td><strong>127</strong></td>
</tr>
</tbody>
</table>

**What makes this a great building or development?**

- Walkability/bikeability
- Community/local feel
- Architectural design
- Historic preservation
- Mixed uses
- Public space
- Aesthetics
- Appropriate for surroundings
- Affordability
- Green space
- Accessibility
- Amenities
- Food
- Family friendly
- Diversity
- Safety
- Public transportation access
- Location
- Sustainability
- Density
- Entertainment
- Light
- Centrally located
- Art
- Lower density

![Bar chart showing the distribution of responses for what makes this a great building or development. The chart is not transcribed here.]
Survey Analysis – A building or development you DO like

What makes a great building or development?

- Aesthetics
- Community feel
- Architectural design
- Affordable units
- Food & drink
- Access
- Appropriate for surroundings
- Walkability + bikeability
- Historic preservation
- Public space
- Green space
- Safety
- Art
- Public transport access
- Mixed uses
Survey Analysis – A building or development you do NOT like

- 29 North, Charlottesville/Albemarle
- 300 Preston Avenue
- 300 Preston Avenue
- 5th St Station
- ABC stores
- All the hotels and development for students
- Ammonite, VA
- Any building with no windows, no design aesthetic or cookie cutter developments
- Any new development on West Main
- Apartments/condos with street parking
- Barracks Road
- Beacon on 5th Street
- Belmont Bridge design proposal
- Belmont house/community
- Blind suburban cul de sacs
- Boston City Hall
- Boston City Hall
- Charlottesville City Hall
- City Walk
- City Walk
- Crescent Halls
- Crescent Hall
- CRHA sites on Michie Drive and Madison Ave (need community centers)
- CRHA’s West Haven
- Derelict hotels that stay in limbo
- Downtown ACAC Commons
- Downtown Mall
- Everything on 29 past the Walmart
- Farmington
- Forest Lakes
- Friendship Court
- Friendship Court
- Greenbriar Building (old one)
- Habitat for Humanity building
- High pricey housing
- High rises
- High rise apartment/condo complex
- High rise apartments with claustrophobic streets
- High rises in historic areas
- High rises on Main St
- Hollingston Building
- Huge high-rises
- Huge office building replacing neighborhood businesses or homes
- JABA buildings on Carlton
- Juicy Laundry
- Keswick
- Landmark Hotel
- Landmark Hotel
- Landmark
- Large apartment blocks
- Laskin Road in Virginia Beach
- Liberty University
- Locust Grove
- Marriott Hotel
- Marriott Hotel
- Marriott Hotel
- Modern developments
- Multiple things of the same
- Newcomb Hall at UVA
- Not good area
- Nonconforming residential units
- Old Trail
- Owned by UVA in the city limits
- PACE
- Places not family oriented
- Pompidou (Paris)
- Public housing here (Prospect, Westhaven)
- Quick Loans buildings
- Recent large scale projects in Main Street corridor east of 10th St. (Flats)
- Ridge St Rescue Station
- Route 29, Charlottesville/Albemarle
- Small structures (i.e. single story Wells Fargo)
- Sprawl
- Stonefield
- Stonefield
- Stonefield
- Stonefield
- Stonefield
- Stonefield
- Storage centers
- Strip malls
- Strip malls
- Strip malls
- Strip mall on Avon St extended - across and/or near the Exxon gas station
- Suburban residential developments near Hydraulic
- Tall buildings
- Target complex
- The Blue building by the Bluegrass Grill
- The mall strips
- The Flats
- The Flats
- The Flats
- The Flats
- The Flats
- The Flats
- The Flats
- The Flats
- The Flats
- The Flats
- The Flats
- The Flats
- The latest high rise buildings on Main St.
- The Marriott at West Main
- The whole mall concept
- The Standard
- Those that disrespect the old architecture
- Too much residential housing in one area
- Uncommon
- Uncommon
- Uncommon
- Uncommon
- Uncommon
- Uncommon
- Unsafe buildings
- UVA student housing
- West Main St
- West Main & 10th St developments
- Poor design/Architectural concerns/Aesthetic concerns
- Lack of local/community feel
- Economic concerns
- Not harmonious with existing environment
- Sprawl
- Bad scaling/proportionality
- Traffic concerns
- Lack of functional green space
- Poor walkability/bikeability
- Overcrowded
- Poor accessibility
- Imposing or exclusive
- Separation of uses
- Poor lighting
- Poor maintenance
- Lack of safety
- Lack of diversity
- Lack of historic preservation
Phase III Contents

Phase III

The Process: Getting to Phase III ............................................................... 23 – 26
Overview .............................................................................................. 27
Workshop Materials ............................................................................. 28
General Themes .................................................................................. 29 – 30
Mapped Comments .............................................................................. 31

Phase III Appendix

Detailed List of Summarized Comments ........................................... A3-1 – A3-2
Raw Data Comments by Chapter ....................................................... A3-3 – A3-38
Location Specific Comments ................................................................. A3-39 – A3-41
Scanned Land Use Maps .................................................................... A3-42 – A3-49
The Process: Getting to Phase III

Phase I and II Composite Heat Map

Planning Commission identified places based off heat map
The Process: Getting to Phase III

Ideal place serving community
(a mix of uses meeting needs of daily live/work/play)

- Grocery / Market
- Restaurant / Cafe
- Convenience / Bakery / Deli
- Library / Book Gathering space
- Day care
- Hardware / General Store
- Pharmacy
- Health Services
- Affordable Housing
- Mix of Housing Types
- Mix of Employment
- Park / School Open Space

Pinwheel representing what a complete place could look like

Current state of places identified on the heat map
The Process: Getting to Phase III

Places serving community needs
Walk/Bike/Transit Connected Places
Gradual Transition of Intensity

Begin to inform Draft Land Use Map

Themes
### Land Use Key Narrative

<table>
<thead>
<tr>
<th>Downtown</th>
<th>High Intensity</th>
<th>Low Intensity</th>
</tr>
</thead>
<tbody>
<tr>
<td>The characteristics of the City’s Downtown should remain unchanged and foster high density developments. Retail and commercial spaces should be located at ground level to activate the street and enhance the pedestrian experience. New buildings need to be context sensitive and reflect the existing development and street grid patterns. Parking should be market driven with limited regulations. No parking shall be allowed at ground level within a building or be visible from the street. Transportation should be focused on pedestrian scale. Mixed use developments should be contained within a building and not spread throughout the site. Passive uses that do not create activity at street level should be discouraged. Bonus should be given for providing on-site affordable units.</td>
<td>These are the most intense, urban areas of the City and allow for high density. All street level uses must contribute to activating the street, and ground-level residential uses should be restricted. Intense active uses that attract large employment centers are encouraged. Developments should respect the existing street grid pattern and create buildings that are close together, but not necessarily shoulder to shoulder. These areas will be transit hubs, and parking must be integrated into a larger parking plan for the area. Buildings, rather than developments, will be mixed use. Bonuses should be given for having on-site affordable units or incorporating civic space, such as public meeting space, public parking, or other Public Needs.</td>
<td>These areas are high density, but provide a transition of medium-to low-intensity uses that engage and activate the street. Small urban scale uses are encouraged while more intense or passive uses are discouraged. Buildings should be located close to the street and respect the existing street grid, but not cover entire blocks. Ground floor levels must be activated with commercial, office, or other uses. Street level residential and residential-only buildings are not permitted. On-site parking is allowed, but not required. Surface parking shall not be visible from the street, and cooperative offsite parking is encouraged. Bonuses should be given for providing on-site affordable units and underground parking.</td>
</tr>
<tr>
<td>These areas are residential in nature with medium to lower density. Small multi-family units, such as duplexes, townhouses, and courtyard apartments are encouraged. Developments will generally have green space between them, though buildings could be shoulder to shoulder in the right context. On-site parking is required and must be located behind a building or underground and not visible from the street. Bonuses should be given for providing on-site affordable units and low density neighborhoods. Street level of buildings can be either residential or commercial, but must be built to accommodate for possible future commercial uses. Parking requirements will be based on the intensity of the use and bonus should be given for providing on-site affordable units.</td>
<td>These areas allow for low intensity commercial uses that are context sensitive and transition well into surrounding low density neighborhoods. Street level of buildings can be either residential or commercial, but must be built to accommodate for possible future commercial uses. Parking requirements will be based on the intensity of the use and bonus should be given for providing on-site affordable units.</td>
<td>These are low-density residential areas made up of single family detached units, duplexes, townhomes, and other small scale residential structures. Buildings will have small footprints, allowing for additional green space and trees. On-site parking will be required.</td>
</tr>
</tbody>
</table>
Phase III Overview

During Phase III, a series of workshops were held to gather feedback from the community on their reactions to the recommended updates to the Comprehensive Plan. Although the first workshop was held specifically for members of the City’s Boards and Commissions, all workshops were identical in format and information covered. Efforts were made to hold these workshops at a variety of locations and times in order to maximize the community’s opportunities to participate. Each workshop began with a brief welcome and an overview of the work done so far leading up to this point. Participants then moved to a table discussion on chapter updates and were able to choose which table to attend based on the specific chapter they wished to discuss. Next, participants heard a presentation on the changes specifically to the land use chapter and then returned to the tables to further discuss the draft land use map. Finally at the end of each meeting there was time for public comment.

Workshops:

**Carver Recreational Center** (Boards and Commissions Workshop)
Wednesday March 7th 2018 5:30 – 8:30pm

**Buford Middle School**
Tuesday May 1st 2018 6:00 – 8:00pm

**City Space**
Thursday May 10th 2018 12:00 – 2:00pm

**Central Library**
Saturday May 12th 2018 10:00am – 12:00pm

**Belmont Arts Collaborative**
Tuesday May 29th 2018 5:30 – 7:30pm

<table>
<thead>
<tr>
<th>Meeting</th>
<th>People Signed In</th>
<th>Land Use Maps Returned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boards and Commissions</td>
<td>34 Boards and Commissions 21 citizens</td>
<td>3</td>
</tr>
<tr>
<td>Buford Middle School</td>
<td>29 citizens</td>
<td>3</td>
</tr>
<tr>
<td>City Space</td>
<td>47 citizens</td>
<td>5</td>
</tr>
<tr>
<td>Central Library</td>
<td>10 Citizens</td>
<td>4</td>
</tr>
<tr>
<td>Belmont Arts Collaborative</td>
<td>51 Citizens</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>192</strong></td>
<td><strong>17</strong></td>
</tr>
</tbody>
</table>
Sample Workshop Agenda:

2018 Comprehensive Plan Update Follow-up Engagement

Date: Tuesday May 1, 2018
Time: 6:00pm - 8:30pm
Location: Buford Middle School Cafeteria
1000 Cherry Ave, Charlottesville, VA 22903
Host: The City of Charlottesville Planning Commission

Agenda

6:00-6:10pm Welcome and Overview (light refreshments provided)
6:10-6:45pm Comp Plan Chapter Table Discussion
6:45-7:00pm Presentation on the Land Use Chapter
7:00-7:40pm Land Use Chapter Table Discussion
7:40-8:00pm Report Back and Next Steps

Chapter Discussion Tool:

Comprehensive Plan 2018 Community Work Session
Comprehensive Plan Chapter Updates

The feedback you provide below will be used to inform future conversations and updates.

1. What reactions do you have to the recommended updates?
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________

2. What have we missed with the updates? What should be removed from the chapter updates? Please provide comments.
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________

3. What are the greatest challenges to achieving the chapter goals?
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________

Land Use Discussion Tool:

Comprehensive Plan 2018 Community Work Session
Land Use Map Discussion

The feedback you provide below will be used to inform future conversations and updates.

1. What are your initial reactions to the Land Use Map information presented?
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________

2. To what extent does the map address the information shared at your topic table earlier?
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________

3. What do you think about our understanding of what we heard about places, housing and jobs and connections to them?
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________
### General Themes from Phase III Workshops

For a more detailed list of summarized comments see the appendix on page A3-1. For a complete list of all raw data comments see the appendix on page A3-3.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation between nodes</td>
<td>Parks and greenways</td>
<td>Balancing economic growth and affordable housing</td>
<td>Tree canopy</td>
</tr>
<tr>
<td>Green space</td>
<td>Drinking water</td>
<td>Jobs creation</td>
<td>Wildlife habitat</td>
</tr>
<tr>
<td>Small area plans</td>
<td>Stormwater</td>
<td>Flexible zoning</td>
<td>Food security</td>
</tr>
<tr>
<td>City owned property</td>
<td>Street lighting</td>
<td>Small businesses</td>
<td>“Sense of place”</td>
</tr>
<tr>
<td>Building heights</td>
<td>Emergency services</td>
<td></td>
<td>Climate change</td>
</tr>
<tr>
<td>Transitions and buffers</td>
<td>City services keeping up with development</td>
<td></td>
<td>Rivanna River</td>
</tr>
<tr>
<td>Pocket parks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mixed use and mixed income</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cooperation with UVA and Albemarle County</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>R-1 zoning</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
General Themes from Phase III Workshops

For a more detailed list of summarized comments see the appendix on page A3-1
For a complete list of all raw data comments see the appendix on page A3-3

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Rising rents</td>
<td>• Parking</td>
<td>• Endangered neighborhoods</td>
<td>• Early engagement</td>
</tr>
<tr>
<td>• 15% affordable housing goal</td>
<td>• Accessibility</td>
<td>• Small area plans</td>
<td>• Information gaps</td>
</tr>
<tr>
<td>• Housing for those below 30% AMI</td>
<td>• Transportation networks</td>
<td>• Form based code</td>
<td>• Diversity</td>
</tr>
<tr>
<td>• Housing for seniors</td>
<td>• Bike and pedestrian infrastructure</td>
<td>• Transitions</td>
<td>• Relationship Building</td>
</tr>
<tr>
<td>• Defining “affordable”</td>
<td>• Park and ride</td>
<td>• “Sens of place”</td>
<td></td>
</tr>
<tr>
<td>• Subsidies and incentives</td>
<td>• Access to food</td>
<td>• Zoning</td>
<td></td>
</tr>
<tr>
<td>• Mixed income levels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Homeowners bill of rights</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Housing strategy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Accessory dwelling units</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Historically racist practices</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Comments that mentioned a specific location in Charlottesville were separated, categorized and mapped alongside the original draft land use map.

For a complete list of all raw location specific comments see the appendix on pages A3-39 – A3-41.
August 21st Community Leaders Meeting

After the March and May workshops Planning Commission felt that they were still not hearing from a large portion of the Charlottesville population, specifically from minorities, young people and renters. On August 21st the Planning Commission met with over 20 community leaders to listen to their feedback on the community engagement process so far, and discuss what a possible next phase of community engagement should look like. Community leaders sat with Commissioners around four tables and had the opportunity to learn about the past three phases and also share what forms of community engagement worked in the groups they represented. Each community leader also filled out a brief three question survey.

RSVP Groups:
- Loaves & Fishes Food Pantry, Inc.
- JABA
- North Downtown Residents Association
- Venable Neighborhood Association
- Piedmont Environmental Council
- AIM (Alliance for Interfaith Ministries)
- Martha Jefferson Neighborhood Association
- International Rescue Committee
- Seedplanters
- Blue Trunk Foundation
- Habitat for Humanity of Greater Charlottesville
- Little High Neighborhood Association
- Johnson Village Neighborhood
- ecovillage charlottesville
- Ebenezer Baptist Church
- The Women's Initiative
- Thomas Jefferson Health District
- Albemarle- Charlottesville NAACP
- City of Promise
- PACEM
- Rose Hill Neighborhood Association
- Jefferson Park Avenue Neighborhood Association
- C'ville Pride
- Abundant Life
- CVHS operates Neighborhood Family Health Center
- Charlottesville Food Justice Network
- Region Ten Community Services Board
- Ridge Street Neighborhood Association
- Charlottesville Area Association of REALTORS
- Fry's Spring Neighborhood Association
- The Haven
- Free Enterprise Forum
- C4K (Computers4Kids)
- Charlottesville Free Clinic
- IMPACT

Groups that attended:
- Little High Neighborhood Association
- The woman’s Initiative
- Thomas Jefferson Health District
- Charlottesville Free Clinic
- Sin Barreras
- IMPACT
- Fry’s Springs Neighborhood Association
- The Haven
- Charlottesville Area Association of Realtors
- Venable Neighborhood Association
- Region 10 Community Services Board
- PHAR
- Jefferson Area CHIP
- PACEM
- Abundant Life
- Charlottesville Food Justice Network
- Loaves and Fishes Food Pantry
- Piedmont Environmental Council
- JABA
- Martha Jefferson Neighborhood Association
Dear Community Organization,

Over the past year the Charlottesville Planning Commission has been in the process of updating the City's comprehensive plan, a guiding document for future decisions relating to transportation, housing, land use and development. Hearing from and engaging with the Charlottesville community is a foundational part of this process, specifically with people who have been previously excluded or underrepresented in the past.

As an organization in our community, you are invited to attend a work session with the Planning Commission on Tuesday August 21st to dialogue and gather feedback on how best to engage with the people you represent in your organization. The work session will be held from 5:00-7:30pm at the Key Recreation Center downtown.

Please RSVP using the link below to let us know if you or a representative from your organization will be able to attend. If you have any other questions you can contact us at CompPlan2018@charlottesville.org

Thank you for the important ways that you serve in our community and we are looking forward to continuing to work with you throughout the comprehensive plan process.

Best

RSVP link: https://www.surveymonkey.com/r/7NVM6V2

Key Recreation Center 800 E Market St, Charlottesville, VA 22902
General Themes from Community Leaders Meeting

At the conclusion of the work session, a representative from each table was chosen to “report out” the key themes from their table’s discussion based on the three question survey. For a complete list of individual survey responses see the appendix on pages A3-50 – A3-54

1. What strategies are successful for getting community members to attend and participate in your organization’s meetings?
   - Providing food
   - Having consistent dates
   - Going door to door
   - Tabling at existing events
   - Sending personal invitations and emails
   - Having multiple meetings
   - Using word of mouth
   - Using trusted members of the community and trusted spaces
   - Going directly to where people live or receive services

2. What are some challenges you face in getting community members to attend your organization’s meetings?
   - People have preconceived ideas
   - Apathy
   - People are unable to attend due to work schedules
   - Need for childcare
   - Need for transportation
   - Meetings may not be a “thing” people go to
   - General distrust of government in Charlottesville

3. Based on what you have heard tonight, what feedback would you like to provide to the Planning Commission?
   - Define “affordable” and “intensity”
   - Use a peer to peer approach
   - Simplify questions around what the community really needs
   - Realize the concept of “comprehensive planning” is foreign to many
   - Convey to people why their opinion is important
   - Reach people who have short term needs such as food and housing
   - Hire a community engagement specialist
Overview

An outcome of the August 21, 2018 meeting with Community leaders was the desire to obtain additional feedback from a variety of residents in Charlottesville to inform the Comprehensive Plan update. It was determined that a survey would be developed using questions provided by Mayor Walker and Planning Commission Chair Green. The survey was conducted in the fall of 2018 (opening on September 11, 2018 and closing on October 9, 2018) and included questions about demographics and community experience. There were 1,182 responses to the survey with 37 submitted on paper and 1,145 submitted from the online survey monkey link.

The following pages include summary results from the survey. The raw data is available at http://www.charlottesville.org/home/showdocument?id=63213.
<table>
<thead>
<tr>
<th>Question</th>
<th>Total non-blank responses: 1182</th>
</tr>
</thead>
<tbody>
<tr>
<td>How long have you lived in the city?</td>
<td>11-20 YEARS: 39.45%</td>
</tr>
<tr>
<td></td>
<td>0-2 YEARS: 23.25%</td>
</tr>
<tr>
<td></td>
<td>3-5 YEARS: 20.56%</td>
</tr>
<tr>
<td></td>
<td>6-10 YEARS: 17.95%</td>
</tr>
<tr>
<td></td>
<td>ALL MY LIFE: 6.17%</td>
</tr>
<tr>
<td>How long have you lived in your neighborhood?</td>
<td>Total non-blank responses: 1111</td>
</tr>
<tr>
<td></td>
<td>11-20 YEARS: 31.87%</td>
</tr>
<tr>
<td></td>
<td>0-2 YEARS: 23.25%</td>
</tr>
<tr>
<td></td>
<td>3-5 YEARS: 20.56%</td>
</tr>
<tr>
<td></td>
<td>6-10 YEARS: 17.95%</td>
</tr>
<tr>
<td></td>
<td>ALL MY LIFE: 6.17%</td>
</tr>
<tr>
<td>Do you know anyone who has been unable to rent or buy a home during the past year?</td>
<td>Total non-blank responses: 1078</td>
</tr>
<tr>
<td></td>
<td>YES: 68.65%</td>
</tr>
<tr>
<td></td>
<td>NO: 31.35%</td>
</tr>
<tr>
<td>Are you interested in changing your career?</td>
<td>Total non-blank responses: 1067</td>
</tr>
<tr>
<td></td>
<td>YES: 82.1%</td>
</tr>
<tr>
<td></td>
<td>NO: 17.9%</td>
</tr>
<tr>
<td>Do you feel Charlottesville is a healthy place to live?</td>
<td>Total non-blank responses: 1181</td>
</tr>
<tr>
<td></td>
<td>YES: 79.88%</td>
</tr>
<tr>
<td></td>
<td>NO: 20.12%</td>
</tr>
<tr>
<td>Is your monthly mortgage or rent payment affordable?</td>
<td>Total non-blank responses: 1078</td>
</tr>
<tr>
<td></td>
<td>YES: 78.66%</td>
</tr>
<tr>
<td></td>
<td>NO: 21.34%</td>
</tr>
<tr>
<td>Do you feel those education/career opportunities exist in the City?</td>
<td>Total non-blank responses: 986</td>
</tr>
<tr>
<td></td>
<td>YES: 69.37%</td>
</tr>
<tr>
<td></td>
<td>NO: 30.63%</td>
</tr>
<tr>
<td>What is your total household income?</td>
<td>Total non-blank responses: 995</td>
</tr>
<tr>
<td></td>
<td>$20,000 TO $49,999: 34.11%</td>
</tr>
<tr>
<td></td>
<td>$50,000 TO $99,999: 19.1%</td>
</tr>
<tr>
<td></td>
<td>LESS THAN $20,000: 10.87%</td>
</tr>
<tr>
<td>Are you interested in changing your career?</td>
<td>Total non-blank responses: 1067</td>
</tr>
<tr>
<td></td>
<td>YES: 82.1%</td>
</tr>
<tr>
<td></td>
<td>NO: 17.9%</td>
</tr>
<tr>
<td>Do you feel welcome on the downtown mall?</td>
<td>Total non-blank responses: 1035</td>
</tr>
<tr>
<td></td>
<td>YES: 84.54%</td>
</tr>
<tr>
<td></td>
<td>NO: 15.46%</td>
</tr>
<tr>
<td>Do you bike in the city?</td>
<td>Total non-blank responses: 1047</td>
</tr>
<tr>
<td></td>
<td>YES: 74.33%</td>
</tr>
<tr>
<td></td>
<td>NO: 25.67%</td>
</tr>
<tr>
<td>Do you visit the downtown mall area?</td>
<td>Total non-blank responses: 1049</td>
</tr>
<tr>
<td></td>
<td>YES: 89.13%</td>
</tr>
<tr>
<td></td>
<td>NO: 10.87%</td>
</tr>
<tr>
<td>Are you interested in changing your career?</td>
<td>Total non-blank responses: 1067</td>
</tr>
<tr>
<td></td>
<td>YES: 82.1%</td>
</tr>
<tr>
<td></td>
<td>NO: 17.9%</td>
</tr>
<tr>
<td>Do you feel welcome on the downtown mall?</td>
<td>Total non-blank responses: 1035</td>
</tr>
<tr>
<td></td>
<td>YES: 84.54%</td>
</tr>
<tr>
<td></td>
<td>NO: 15.46%</td>
</tr>
</tbody>
</table>

*"Total non-blank responses” refers to all responses were that filled out. Some questions were optional which resulted in blank results. The blank results were not used in calculating the provided percentages."
Demographics

All ‘Kickoff Attendance’ and ‘2010 Census’ graphs were taken directly from ‘City of Charlottesville 2018 Comprehensive Plan Update Community Engagement Methods & Results’ available at http://www.charlottesville.org/home/showdocument?id=62164 on page 3.

Did not collect
Additional Analysis:

Only 204 respondents are current CAT riders, but 666 respondents rated the CAT service. The CAT service rating by current riders is broken down below.

Rating of CAT services by respondents who are current riders

- No Response: 0.49%
- 5 - VERY GOOD: 7.8%
- 4 - GOOD: 38.05%
- 3 - OK: 39.02%
- 2 - POOR: 11.71%
- 1 - VERY POOR: 2.93%

For the question ‘Do you feel welcome on the downtown mall?’ 15.46% of respondents said NO. Of the 15.46% of respondents that said they did not feel welcome on the mall, 44.0% were Black or African American, and 61.0% were not White / Caucasian. Only 15.84% of respondents to the survey are Black or African American and 24.32% are not White. This suggests that a disproportionate amount of non-white people feel that they are not welcome on the mall.