

CITY OF CHARLOTTESVILLE

Department of Neighborhood Development Services

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December 27, 2017

TO: Charlottesville Planning Commission, Neighborhood Associations &
News Media

Please Take Notice

A Work Session of the Charlottesville Planning Commission will be held on **Wednesday January 3, 2018 at 5:15pm in the NDS Conference Room (610 East Market Street)**

AGENDA

1. Briefing on Housing Needs Assessment status
2. 2018 Comprehensive Plan
 - a. Review Citizen Engagement Plan
 - b. Set Future meeting schedule
 - c. Organization for "Google Tours"
3. Public Comment

cc: City Council
Maurice Jones
Mike Murphy
Alexander Ikefuna
Planners
Stacy Pethia, Tierra Howard, Craig Brown, Lisa Robertson

REQUEST FOR QUOTE

CITY OF CHARLOTTESVILLE HOUSING NEEDS ASSESSMENT

I. Introduction

The City of Charlottesville, Department of Neighborhood Development Services (NDS), is accepting proposals for a one-time contract to perform certain professional services (consulting) work for the City involving research and analysis to produce a housing needs assessment of the City of Charlottesville housing market. The finished report will be used to inform the development of a form based code for the City's Strategic Investment Area, as well as a city-wide Affordable Housing Strategy to address the affordable housing needs of current and future City of Charlottesville residents.

II. Scope of Work

The housing needs assessment study will need to include current and projected future housing market conditions, an inventory of existing affordable housing, and a projected inventory of affordable housing through the year 2040. More specifically, Neighborhood Development Services will expect the selected consultant/consultant team to produce a report that, at a minimum, examines the following:

1. Socioeconomic and Demographic Analysis.

The study should analyze the existing economic composition of and the demographic trends within the City. The analysis should highlight concentrations of racial/ethnic and low-income households.

2. Existing Housing Market Trends.

This will include, but not be limited to, studying and documenting current housing market conditions through the evaluation of the housing stock age, physical condition, property sales data, vacancy rates, rental information and subsidized housing, including HUD-assisted and Low Income Housing Tax Credit developments. The analysis should include:

- An analysis of residential construction trends, including recently completed developments, projects currently under construction, and projects in the construction pipeline (including projects under review for approval);
- An examination of the City's rental housing stock, including the age and physical condition of rental properties, housing types and sizes, vacancy rates and changes in rental rates. Identify locations and numbers of naturally occurring affordable housing within the City.
- An analysis the homeownership market and stock within the City, including the age and physical condition properties, and housing types and sizes. Identify trends in sales prices and home values.

- An inventory of affordable housing units (both subsidized and natural occurring) at risk for loss due to expiring affordability restrictions, deterioration, or housing market dynamics.
- A description of the current housing inventory (both rental and homeownership units) based on a range of affordability levels for households with the following incomes: less than 30% Area Median Income (AMI); 30% - 50% AMI; 50%-60% AMI, 60%-80% AMI; 80% - 100% AMI, 100% - 120% AMI, above 120% AMI.
- Identification of areas within the City with a shortage of affordable housing options.

3. Housing demand through the year 2040.

This forecast shall be based, at minimum, on projected household growth, employment growth, projected household income, residential construction projections, and housing preferences.

4. Gaps between housing needs and supply.

Provide estimates of future housing needs based on housing affordability levels, tenure and housing types.

5. Impediments to fair housing choice in the City of Charlottesville.

Such impediments may include current zoning and/or land use regulations, or other regulatory barriers.

Data shall be analyzed by census tract (at minimum). Special attention shall be paid to affordable housing needs within the City's Strategic Investment Area.

**CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA**



Agenda Date:	March 20, 2017
Action Required:	Quarterly Report and Motion to Approve
Presenter:	Kurt Keesecker, Planning Commission Chair Genevieve Keller, Planning Commissioner
Staff Contacts:	Missy Creasy, Assistant NDS Director
Title:	Community Engagement Strategy Component of Regulatory Framework Review and Alignment with 2018 Comprehensive Plan

Background:

On September 6, 2016 Council approved a resolution with accompanying work plan outlining projects and timelines for the regulatory framework review and alignment with the 2018 Comprehensive Plan review. The work plan outlined a number of plan components with associated guidance and timelines for reporting. The Community Engagement Strategy component is ready to be reviewed by Council to provide feedback and potential approval to move forward.

Discussion:

The Commission began development of the Community Engagement Strategy at a January 3, 2017 work session and continued their work for multiple sessions in January and February 2017 (summaries of “project activities” are attached). The Commission was tasked with creating the strategy and identifying resources needed to implement. The strategy document is attached and the resources needing funding are as follows: facilitator for developing questions and assisting with meetings, RFP funding for survey development, website management/development and graphic/mapping professional services, materials/supplies and meeting refreshments.

Alignment with City Council’s Vision and Strategic Plan:

As this project is associated with the Comprehensive Plan, all aspects of the Council Vision are addressed in one way or another. It also contributes to Goal 5 of the Strategic Plan, to foster strong connections, and objective 5.3, to promote community engagement.

Community Engagement:

All Commission work sessions have been open to the public. In addition, staff attended a meeting with representatives of the CADRe group on January 13th (meeting summary attached). Mr. Keesecker and Ms. Keller also met with a Community Engagement class at UVA to talk about this project. Students were given an option to participate in a project which would support

this effort and two groups focusing on youth engagement and affordable housing respectively plan to assist.

Budgetary Impact:

The September 6, 2016 Council resolution requests that additional resources for implementation be identified and requested. The Commission has outlined resources which need financial support and staff will be working to outline estimates.

Recommendation:

The Commission requests that Council provide guidance on the major components the community engagement strategy was developed based on to assure that the foundation is sound moving forward.

These components are

1. Using “places” as an organizing factor for the Land Use element
2. Structure proposed for the strategy (4 kick off meetings, mini-meetings, presentation of scenario(s) based on received public input)

If Council is satisfied with those components, it is recommended that approval to proceed be provided along with designation of funds to address needed resources.

Alternatives:

Council could chose to change the proposed Community Engagement Strategy providing guidance to the Commission and an altered timeframe to allow for update and reporting back.

Attachments:

1. Community Engagement Strategy
2. Regulatory Framework Review and Revision – Quarterly report #2 (includes project activity descriptions)

COMMUNITY ENGAGEMENT STRATEGY—CITY COUNCIL AND PLANNING COMMISSION

DRAFT February 21, 2017 – updated March 1, 2017

For: 5-Year Comprehensive Plan Review and Zoning Ordinance Update. The values of the City, as expressed in the City Council Vision, Strategic Plan and the Comprehensive Plan will guide the Planning Commission and City Council throughout the 5-year review process and in making their ultimate decisions. During this update process, the Planning Commission will focus, in particular, on the Future Land Use Map and related provisions of the Comprehensive Plan, will review development and related trends observed over the past 5 years, will update growth projections, and will review strategies for managing guiding and directing anticipated growth in accordance with the City Council vision. Based on staff recommendations, the Commission will also review the advisability of updates to the Community Facilities, Economic Sustainability, Environment, Housing, Transportation, Historic Preservation and Urban Design chapters.

I. GUIDING PRINCIPLES

- *This process will facilitate a community wide conversation on how the community will change based on choices made for the future*
- *Assuming recent trends continue, the City will change and grow. The community must have the opportunity to be heard as to how that growth would occur and can be managed*
- *The places where we live, work and play are important in defining our community and they will be central to the discussion—comprehensive plan updates, including implementation strategies and measures, must be designed to promote and/or preserve the places important to the community. (“place-making”)*
- *The values of the City, as expressed in the City Council Vision, Strategic Plan and the Comprehensive Plan will be considered in relation to specific places in the community.*
- *Information and data should be gathered, analyzed and shared in a manner that is understandable to residents.*
- *The best ideas for our City’s future will be identified by listening.*

II. Work Plan

***Attachment 1** to this document contains a Chart, explaining how levels of Community Engagement will progress through this process, in accordance with the various stages of development of comprehensive plan updates.

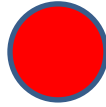
A. Step-One: Kick-Off; Inform the Community of the Process

What: The Planning Commission will present information about the nature and purpose of the Comprehensive Plan; will present recent development trends and projected growth data; will explain how “place-making” will be the lens through which updates will be envisioned; and will provide a map identifying key “places” within the City, to engage the community in an initial conversation about the relationship between Places and the various needs of the community for diversity, housing, economic prosperity, preservation, and equity.

Who: It is the intention of the Planning Commission to engage City residents initially as a community.

The Planning Commission will conduct a series of four (4) kick-off meetings to be held in different geographical regions of the city. The structure of those meetings will be as described in Attachment 1 to this document.

How—Engagement Level



Resources Needed

Facilitation professional to assist with meetings and asking questions which identify community needs.

Funding for food, materials/supplies for meetings

Website manager/designer resources

B. Consultation with the Community at large, City Staff, neighborhood and other groups, Key Stakeholders, Weldon Cooper Center—anyone who may have information, ideas, data, concerns, objectives, etc. to contribute

What: Gather trend data; gather information about places and land uses the community enjoys, wants to protect and expand; gather information about successful/ unsuccessful projects; information about best-practices the community would like to see implemented; where would the community like to see future growth (office, commercial & residential)

Who: As many people and groups (self-identified), including: individual residents; neighborhood representatives; social justice advocates; the development community; the professional and academic design community; etc.

How--Engagement Levels:



Resources Needed

Facilitation professional to assist with meetings and asking questions which identify community needs.

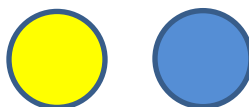
Funding for food, materials/supplies for meetings

C. Propose Scenario (present the take away from the last meeting (likely to be a map) for verification and have a baseline scenario of what would happen without change. Address and identity changes needed, consider discussion-draft textual changes to help realize the updated Future Land Use Plan)

What: Collate data, information, input received from previous stages; identify areas and topics of agreement; areas and topics to be further researched and investigated; investigate scenarios to be incorporated, and solutions to be considered; begin developing a “menu” of possible updates and strategies

Who: General public; key stakeholders

How—engagement levels:



Resources Needed

Facilitation professional to assist with meetings and asking questions which identify community needs.

Graphic Designer for creation of visuals

D. Proposed Plan for Recommendation to Council (the outcome of previous stages)

What: Planning Commission completes its review of the Comprehensive Plan and formulates updates to be presented and discussed through a public hearing process; Planning Commission makes its final recommendations to City Council

Who: General public; planning commission

How--Engagement Levels



Resources Needed

Facilitation professional to assist with meetings and asking questions which identify community needs.

Summary of Resources needed:

Facilitation professional to assist with meetings and asking questions which identify community needs.

Funding for meeting refreshments and materials and supplies

Funding for RFP for a survey







Website manager/designer

Graphic artist with mapping skill set.

“Meeting in a Box” development (Preferably by professional who has created and implemented a similar product)

Internship opportunities

Attachment 1:

Levels of Community Engagement				
Increasing level of engagement 				
				
Informing	Consulting	Involving	Collaborating	Decision Making
Providing information and data to community, offer a Place Map, to illustrate existing conditions, patterns of development	Obtain feedback from community on Place Map, in order to inform the decision-making process	Work directly with the community to ensure that issues, concerns, and aspirations are clarified, understood and considered	Working in partnership with the community, to develop options and to identify preferred solutions	Conduct an advertised public hearing(s) on proposed update(s) and short-term implementation measures
The intention is to....				
Provide community with relevant information, education about the Comp Plan and the purpose of the 5-year review process	Listen to views of community members and provide feedback on their input Begin identifying opportunities and solutions	Frame problems to be resolved, best practices to be implemented	Look to community advocates and stakeholder representatives for advice as to innovation, solutions to identified problems	Take responsibility for developing and recommending plans and ordinances in the best interests of the public welfare and safety, and reflective of good zoning practices
Means, methods, techniques....				
Website Public Notifications & Announcements (posters, channel 10, neighborhood associations, farmers' market, schools, etc.) (4) Kick-off Meetings conducted in central locations within the City (school auditoriums, etc.)	Website Surveys Comment "Box" (a/k/a Meeting in a Box)(individuals and groups/ stakeholders provide information, data and feedback in formats that can easily be collated and sorted) Public demos (3-D modeling; activity days, etc.)	Website Public meetings with public comment components; Informational panel discussions/ forums; public planning com'n meetings Sort and collate public input received to-date; identify themes of concern; scenarios for testing; compare/ contrast solutions	Website Focus/working groups Service user workshops or forums; televised planning com'n meetings Discussion draft updates, solutions— post publicly for a period of public comment Review/ incorporate comments and suggestions	Adoption of comprehensive plan provisions reflecting updated needs and policies; enactment of updated ordinances implementing zoning practices; implementation of policies and procedures necessary for service delivery

Attachment 2: Structure for Comp Plan Review Kick-Off Workshops

Posters: Trends on population, residential unit #s, average housing price, income, racial composition by census block, chapter review status and chapter champion contact (for chapters other than land use)

Agenda of Workshops (Same Presentations 1 through 4 for all Workshops):

1. Comprehensive Plan overview
 - a. What is it?
 - b. What's in it?
 - c. What is it used for?
2. The Guiding Principles (GP) for the updated Comprehensive Plan (CP)
 - a. Data that supports the GP (recent development trends, projected growth)
 - b. Review main points in the 2013 CP (include graphic examples of by-right development allowed by current zoning)
 - c. Explanation of how the various chapters are being updated.
3. Explain "Vision" public input process
 - a. What is it?
 - b. Why focus on "Places"?
 - c. Present PC places – explain how they were chosen
 - d. Plan for getting public input
4. Explain "Community Values" public input process
 - a. What are they?
 - b. Make suggestion(s) for what a "value/principle" might mean in a city plan
5. Each Workshop: Divide attendees into smaller groups for input on visioning and value/principles in relation to "Places" Maps
 - a. At least one commissioner per group with large copies of "places" map & easel pads

**CITY OF CHARLOTTESVILLE
NEIGHBORHOOD DEVELOPMENT SERVICES**



MEMO

To: Charlottesville City Council
From: Kurt Keesecker, Planning Commission Chair
Date: March 1, 2017
Re: Regulatory Framework Review and Revision - Quarterly Report #2 (Due March 20, 2017)

On September 6, 2016 Council approved a resolution with accompanying work plan outlining projects and timelines for the regulatory framework review and alignment with the 2018 Comprehensive Plan review. The work plan outlined a number of plan components with associated guidance and timelines for reporting. The Planning Commission has been working diligently on the assigned items and is using this opportunity to provide the quarterly update:

- Item 1 (Citizen Engagement Strategy): Deadline March 7, 2017. The Citizen Engagement Strategy is scheduled on the March 20, 2017 City Council meeting for review. The Commission has worked diligently to provide this document (the attached “Project Activities” provides more details on the development of this document.
- Other Items:
 - Comp Plan/ Land Use Plan and Zoning Ordinance Review/ Update: deadline December 18, 2017.
 - Progress: Jan 3, 2017 we met to begin discussion of Mixed Use Corridor Districts
Jan 13, 2017 we met to continue review of Land Use Plan and begin on the citizen engagement work.
Feb 7, 2017, Feb 14, 2017 and Feb 28, 2017 – Work on Community Engagement strategy
 - Legal Review: Staff provided the Commission with copies on February 28, 2017. The Commission will await guidance on next steps from Council.

Staff has attached further details on project status.

Attachments:
Staff Appendix
Project Activities

Regulatory Framework Review Staff Appendix

Staff has been working diligently on the components of the Regulatory Framework Review work plan. Below are status notes concerning these projects:

Component I.A. Legal Review of Codes and Ordinances

Status: Drafting is underway and will meet the March 20, 2017 deadline. Planning Commission received a draft at their February 28, 2017 work session and Council received on March 2, 2017. Staff will request that Council provide feedback on the draft and refer it back to the Planning Commission for review and recommendation

Component I. B. Framework for SIA Phase I code revisions (updated Downtown Extended)

Status: Council provided approval for funds for an RFP for a Form-Based Code for the SIA Phase I in January 2017. The RFP for work was posted in February with a closing date of March 2, 2017. Proposals were received and will be reviewed in the coming month.

Activities: Staff has been meeting with Brenda Kelly, the new Redevelopment Director to provide background on the SIA including the code aspects.

Component I.C. Standards and Design scope and resources needs

Status: In December 2016, Council approved funding for an RFP to update the standards and design manual. Staff drafted the RFP and the PLACE Design Task Force is providing comments. Once comments are addressed, the RFP will be posted.

Component II. Current Comprehensive Plan status and recommendation for 2018 update

Status: Work has been done to update status of objectives and review appendixes in the current plan for continued relevance. The Planning Commission discussed the Land Use Plan at work sessions on January 3 and 17, 2017. They also confirmed the scoping of other Chapters to follow the model presented at the November 30th Joint Work session. The Citizen Engagement Strategy for this project will be presented to Council on March 20, 2017.

Component III. Regulatory Revisions

Status: The Commission has met to talk about Comp Plan items which will inform Regulatory Revisions. It is anticipated that work on this will commence following the legal review update and in tandem with the Comprehensive Plan review.

Project Activities:

January 3, 2017 – The Planning Commission held a work session to begin work on the community engagement assignment. The Commission used a base map and identified areas which are current “places” for the community and “places” that could be coming in the future. That was followed by an exercise where commissioners put markers in areas where more residential and more commercial development could occur. Discussion followed on Land Use aspects of the Comprehensive Plan.

January 13, 2017 – Staff (Alex Ikefuna, Missy Creasy, Brian Haluska, Marty Silman and Lisa Robertson) and CADRe members (Dan Rosensweig, Ashley Davies and LJ Lopez) met to discuss code aspects of the project. Topic areas included creating a more utilitarian comp plan, less discretionary zoning, PUD allowances, citizen engagement, SADM, zoning bonuses and the Legal review. CADRe offered to draft proposed language. Staff felt that having members of CADRe weigh in on drafts would be the best way to use that resource. The groups will continue to work together through these processes.

The Commission held a work session during the late afternoon at the Rotunda to continue discussions on the Land Use Plan. This session included a continuation of the map exercise from the January 3, 2017 work session to further discuss similarities between the types of “places” in the City. In addition, Chris Engel spoke to Commissioners about jobs, economics and growth to provide background to assist in moving forward.

January 26, 2017 – Staff met with Kurt to recap the January 13 session and plan a work session for Feb 7th. The Commission will be asked to work on the following:

1. Review the ½ mile/ ¼ mile (kurt’s) map and provide input.
2. Determine what demographic information should be provided in each area (likely to include development patterns since 2003 (increase in # of units etc)). Staff would then need to evaluate to determine what information is available and can be calculated for the areas.
3. Identify what community feedback is needed for each area.
 - What has happened over the last decade?
 - What do you like?
 - What happened that bothered you?
 - What will happen going forward?
4. Consider the 5 levels of engagement as well as near term and longer term engagement needs. Consider the format used for the RCLCO report format.

February 7, 2017 - The Commission held a work session to continue work on the Community Engagement Strategy. Ms. Barbara Brown-Wilson, a Professor at UVA who teaches community engagement attended to provide tools for consideration and held dialogue to assist with the assignments the Commission is working on (Kurt and Gennie as well as staff had advance meetings with Ms. Brown Wilson to provide context and gather additional details.) Following the presentation, the Commission discussed the presentation as well as next steps to organize the plan. Commissioners decided to use the 4 step meeting process as a starting point and identify communication strategies in that context. They agreed that principles for how the plan came together should be included in the beginning and noted that inclusion of community change, reflective of values and understandable to the community should be included. The meeting topics are as follows:

- A. Visioning as a City (provide the map of “places” for community feedback)
- B. Values and Principles (present understanding/outcome from the first meeting for verification, note how different interest/values/principles change or support decision making. Ex Though X and Y are both good, one may limit the ability of the other to thrive)
- C. Propose Scenarios (present the take away from the last meeting for verification, have a scenario of what would happen without change, talk about intention change to address changes needed, consider discussion-draft textual changes)
- D. Proposed Plan for Recommendation to Council (the outcome of previous meetings for review)

These will be done with a community wide focus with invitations to all interested groups. The Commission asked staff to compile notes and provide to the Commission so they could individually brainstorm the “what, where and how” for each of the topics noted above.

February 14, 2017 - Following the February regular meeting, the Commission met in a work session to continue work on the community engagement strategy. It was noted that UVA students expressed interest in assisting and we are waiting to hear back from them. Kurt and Jody had both done the work the commission assigned themselves and discussion revolved around that information. Guiding principles were further refined and it was noted that engagement activities must have useful outcomes for the process. It was reiterated that the current comp plan has a lot of value, there are areas that need work to assure implementation. The Commission asked staff to put together the discussion provided this evening and appointed Kurt and Jody to refine prior to Feb 21, 2017 and then forward to the full commission to work on prior to the next work session.

February 28, 2017 - The Commission finalized the strategy. The discussion focused on part “C” of the strategy to assure that Commissioners in attendance were on the same page with how this step fell into the overall process. Staff was tasked with updating the document for the Commission to review prior to submitting on March 7, 2017. In addition, Commissioners received copies of the draft legal review and were provided instruction as to what was updated. Next steps were noted and Commissioners were asked to share comments.