

CITY OF CHARLOTTESVILLE

Department of Neighborhood Development Services

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September 24, 2018

TO: Charlottesville Planning Commission, Neighborhood Associations &
News Media

Please Take Notice

A Work Session of the Charlottesville Planning Commission will be held on **Tuesday October 2, 2018 at 5:00pm in the NDS Conference Room (610 East Market Street)**

AGENDA

1. East High Streetscape Presentation
2. 2018 Comprehensive Plan
 - a. Plans for Land Use Chapter
 - b. Survey Status
 - c. Review of Draft chapters (Transportation, Economy, Environment)
3. Public Comment

cc: City Council
Mike Murphy
Alexander Ikefuna
Planners
Jeff Werner, Camie Mess
Stacy Pethia, Tierra Howard, Lisa Robertson



City of Charlottesville Planning Commission

October 2, 2018



Tonight's Agenda



Agenda	
	Process/Schedule
	Public Engagement Overview
	Conceptual Design Review
	Review for Comprehensive Plan Consistency
	Next Steps



Process/Schedule



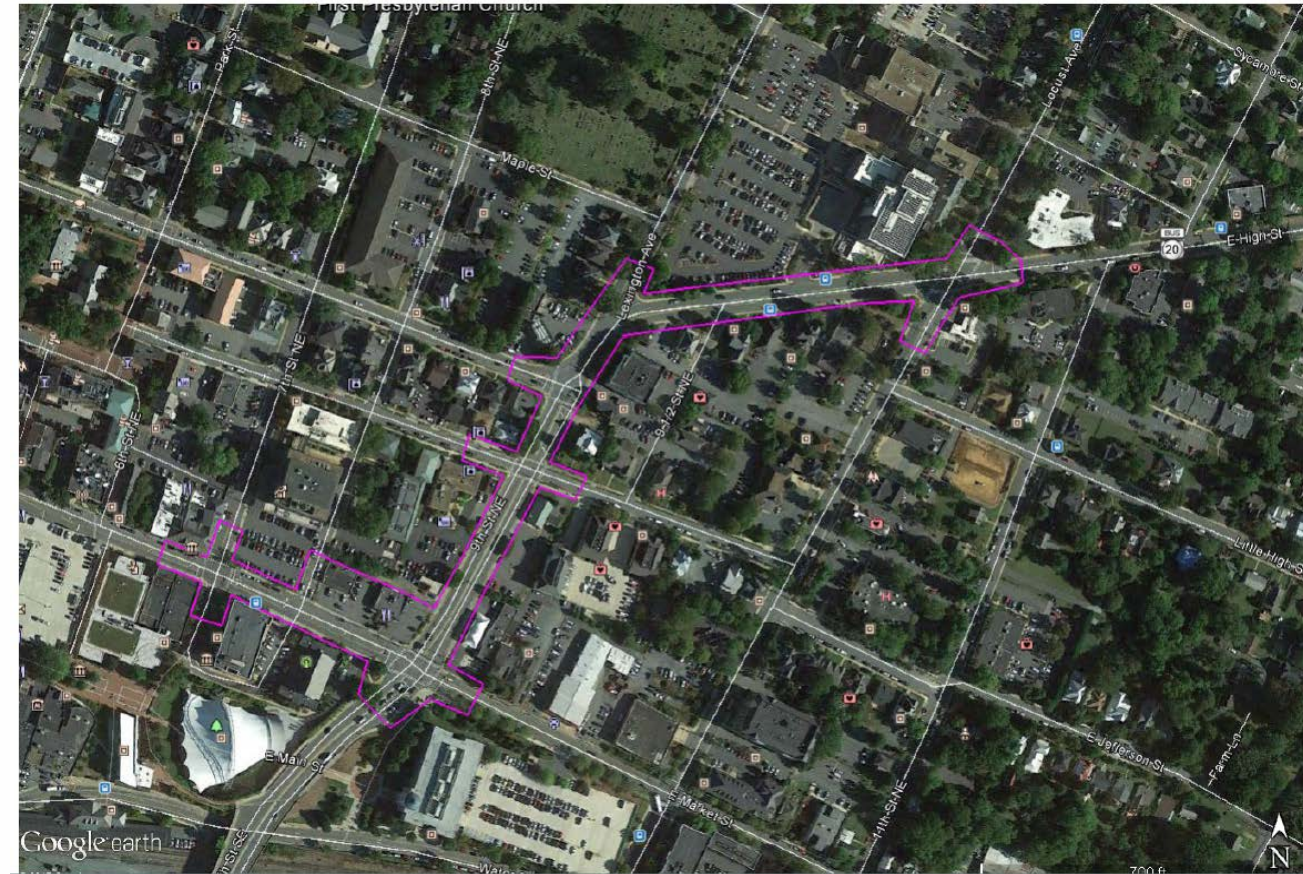
Project Overview



- Funded in 2016 through
- Multimodal improvements including:
 - Wider sidewalks, bike lanes, landscaping, ADA and pedestrian improvements, wayfinding and signal upgrades.
 - Evaluate undergrounding overhead utilities
- E. Market Street
 - From 7th Street to 9th Street
- 9th Street
 - From E. Market Street to E. High Street
- E. High Street
 - From 9th Street to 10th Street
- City hires Kimley-Horn for design.



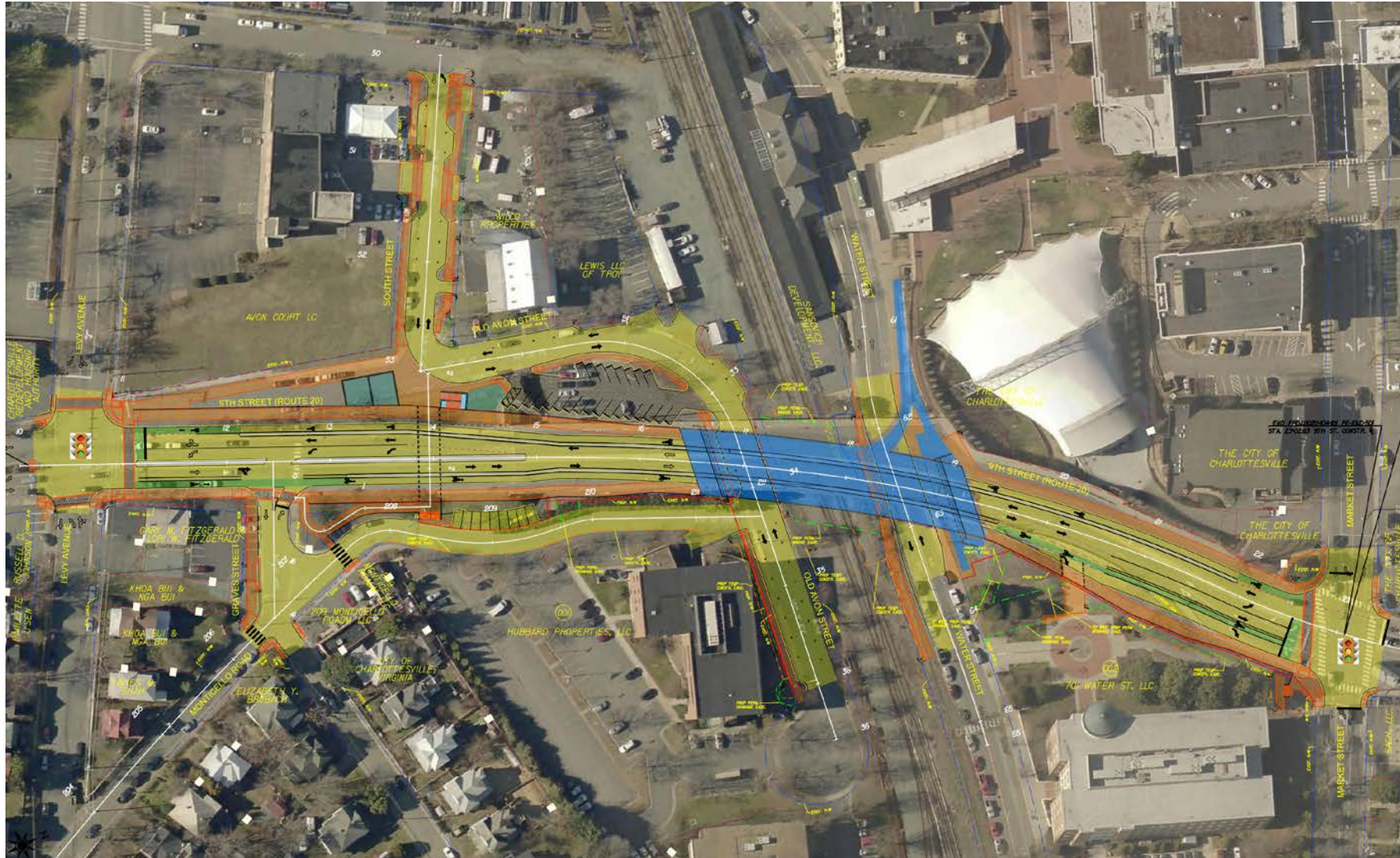
Total Budget: \$5.59 Million
(Not including potential underground utility betterment)



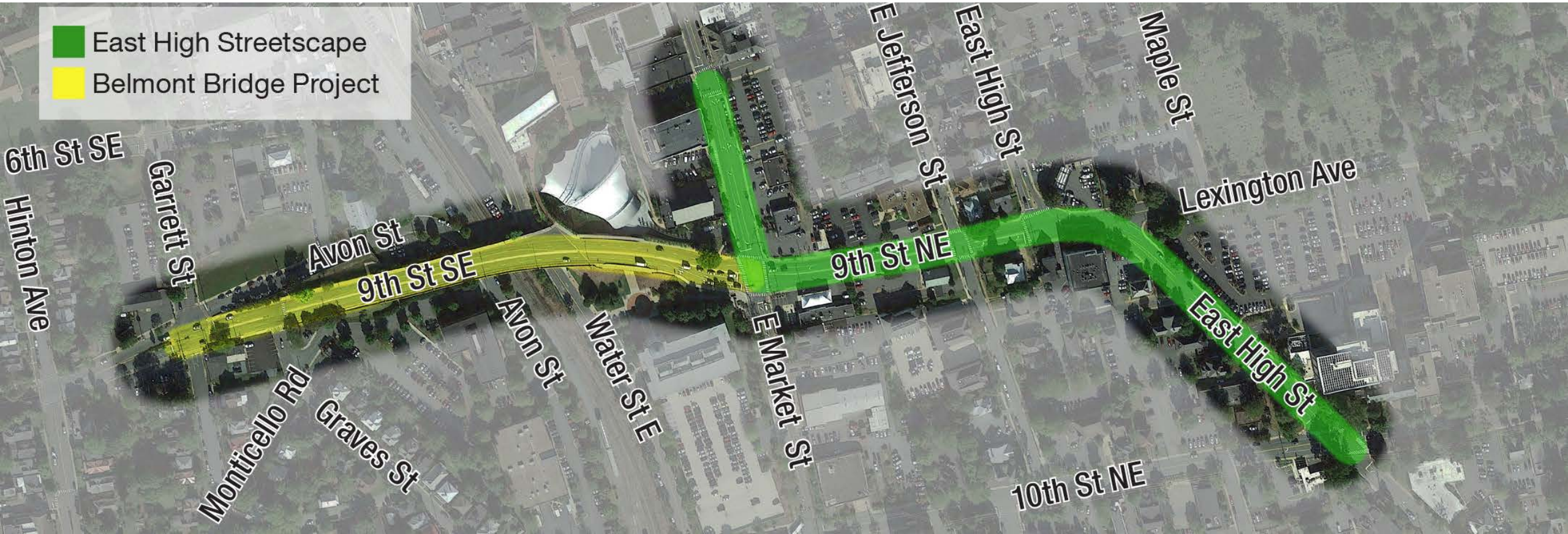
<https://smartportal.virginiahb2.org/#/public/applications/2017/hb2/view/F1-000000187-R01>



Connection to Belmont Bridge Replacement



Connection to Belmont Bridge Replacement



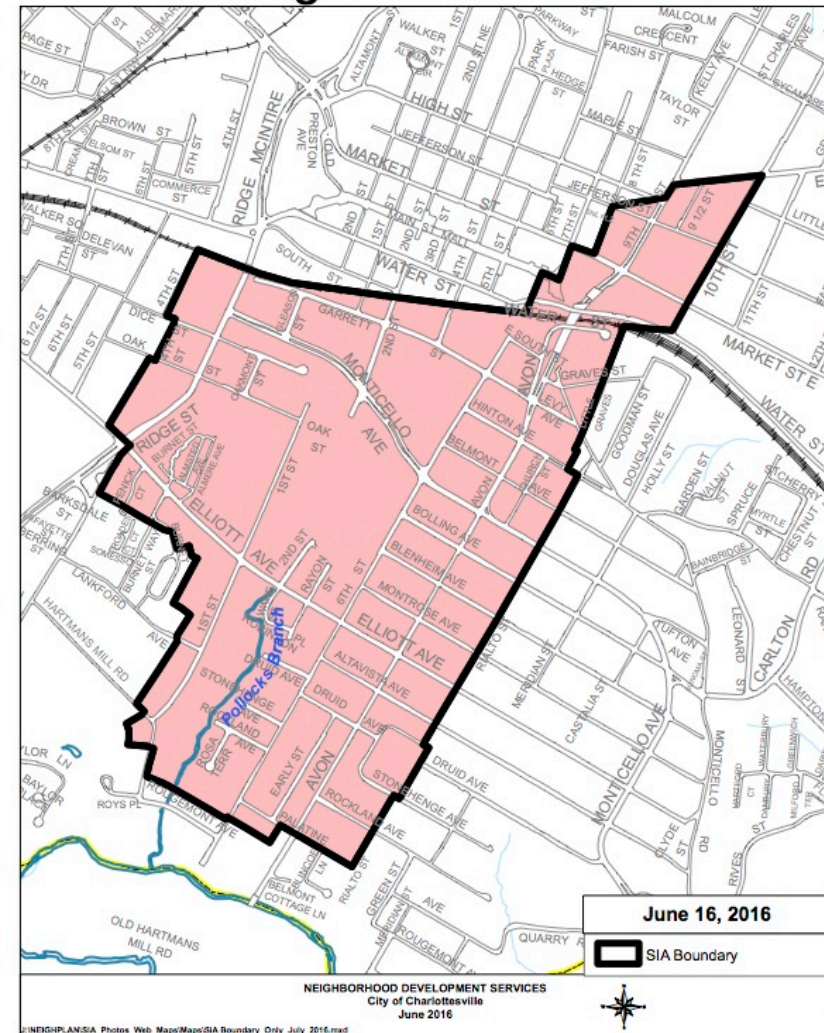
Strategic Investment Area (SIA Plan)

Strategic Investment Area

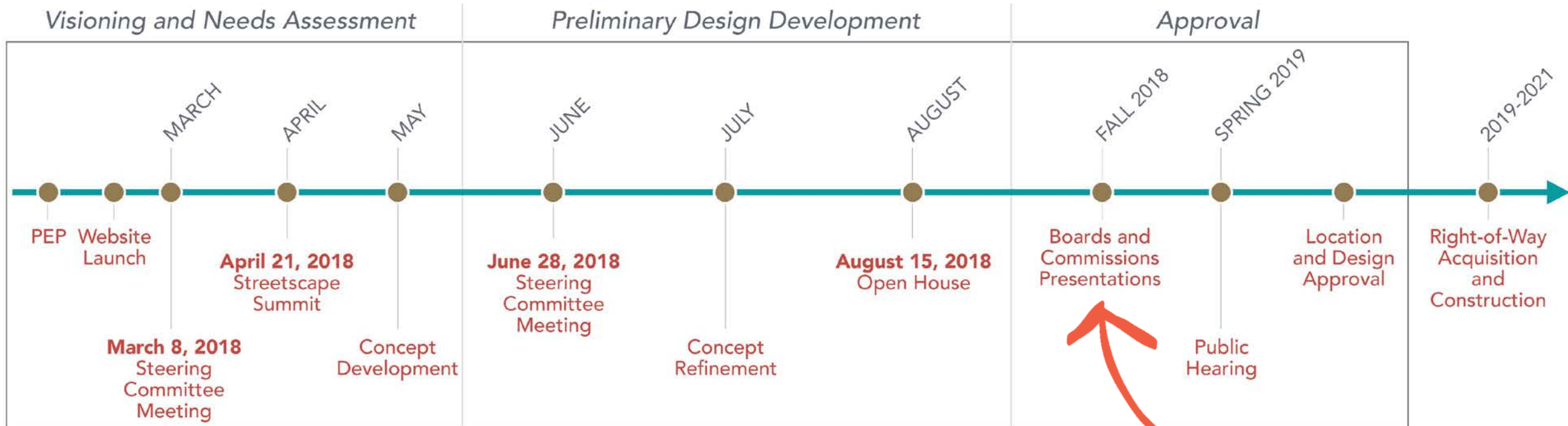
■ Purpose of the SIA Plan

“To initiate a transformational process to engage stakeholders, city staff, and members of the greater community in the future of the Strategic Investment Area.”

- To provide guidance for future redevelopment and investment in the area
- To provide guidance for improvements to affordable housing, including existing public and assisted housing
- To provide guidance for improved connections throughout the area
- To provide recommend strategies for expanding employment opportunities within the SIA



Process/Schedule



We are here!



Public Engagement Overview



Steering Committee

- David Katz Belmont Carlton Neighborhood Association
- Lena Seville Bike and Pedestrian Advisory Committee
- Rosamond Casey Little High Neighborhood Association
- Greg Jackson Little High Neighborhood Association
- Eberhard Jehle Martha Jefferson Neighborhood Association
- Michael Wheelwright North Downtown Neighborhood Association
- Lisa Green Planning Commission and Entrance Corridor
- Brian Menard Tree Commission
- Carl Schwarz Board or Architectural Review
- Chris Henry PLACE Committee





This is your connection to Downtown. Let's work together to make it better. The East High streetscape project includes portions of Market Street, 9th Street, and East High Street. With the upcoming replacement of Belmont Bridge and available funding from the SMART SCALE prioritization process, now is the time to come together to identify priorities, discover and celebrate our community expectations, and add lasting value to this important link in the City's transportation network.

We need your input!

Website - <https://www.easthighstreetscape.org/>



Outreach & Engagement

Since March 2018



1,000+ touch points

17,500+ individual data points

500+ written comments

Steering Committee Meeting #1



Streetscape Summit



MetroQuest Survey



Future Steering Committee Meetings



Open House



Presentations to Boards & Commissions

EastHighStreetscape.org



Key Takeaways

- Overall, pedestrian facilities and multimodal mobility is a priority
- Desire to provide a safe and walkable street that enhances neighborhood connections
- Utilize design features and proposed amenities to enhance the overall environment for all users

Steering Committee Meeting #1

Common Themes and Key Takeaways



- **Key Words** | safety, gateway, walkable
- **Strengths** | location, connections
- **Challenges** | traffic, balancing modes

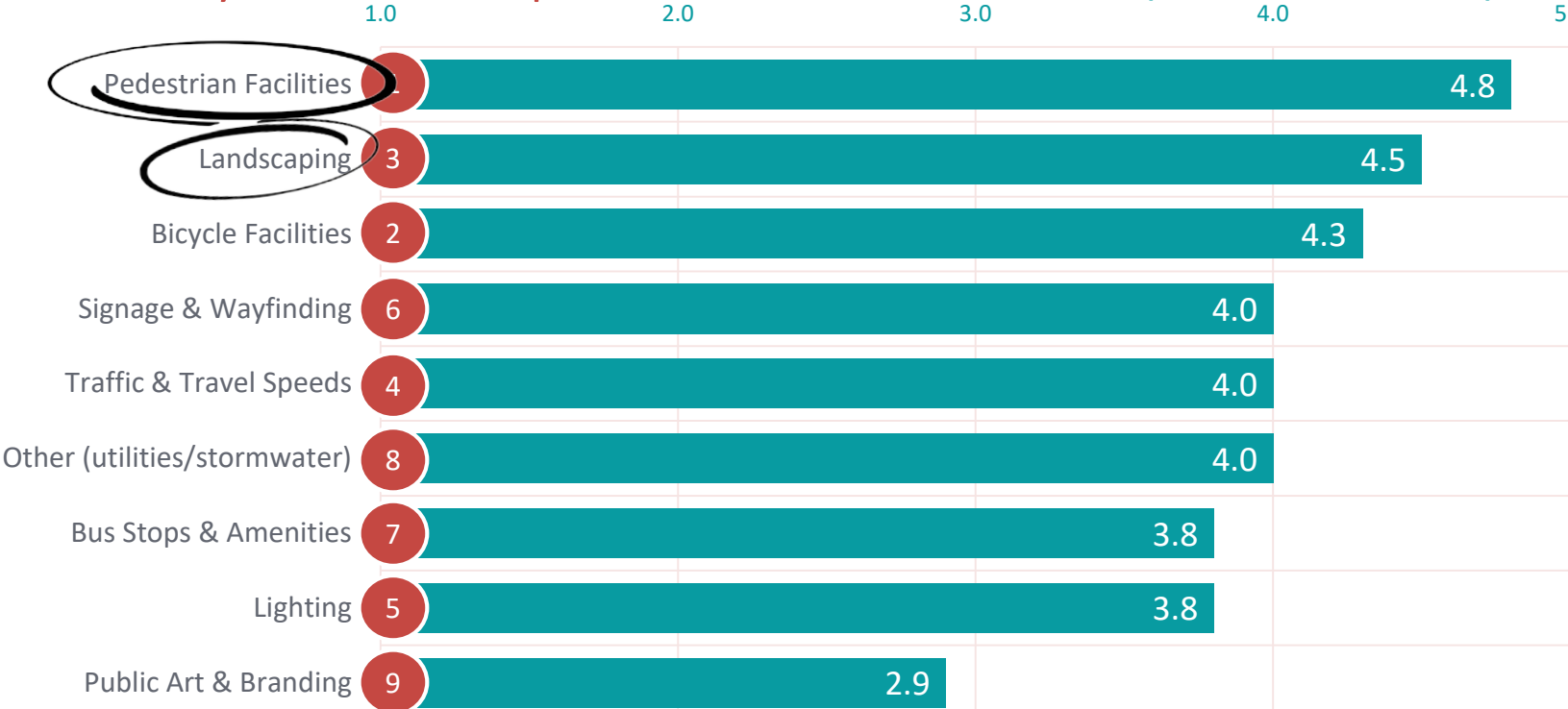
Expectations
travel options, connectivity, land use/design

- **Priorities**

1. Pedestrian Facilities
2. Landscaping
3. Bicycle Facilities
4. Traffic and Travel Speeds

How would you rank the topics?

How important is the topic?



Streetscape Summit



Information Wall

One Word

Priority Pyramid

Thought Wall

Strong Places/Weak Places

Visual Preference

Street Builder

Walkabouts



Streetscape Summit

Common Themes and Key Takeaways



- **Key Words** | safe, pedestrian-friendly, welcoming

- **Priorities**

1. Pedestrian Facilities



Same priorities as the Steering Committee

2. Landscaping



MQ participants had these in the top 5 with Lighting also included

3. Bicycle Facilities

4. Traffic and Travel Speeds

- **Preferred Features** | buffered bike lanes, high-visibility crosswalks, trees

- **Other** | Lexington / High intersection frequently mentioned as an issue



MetroQuest Survey

Common Themes and Key Takeaways

- Many comments used words such as **simple**, **functional**, **aesthetic**, and **accessible** to describe the ideal streetscape.
- Most people prioritize design features that directly relate to the **movement of people** (regardless of mode). Ancillary investments such as branding, public art, and wayfinding typically rated lower.
- Enhanced design requests typically focused on **buffering** bicyclists and pedestrians from traffic.

530

participants

13,495

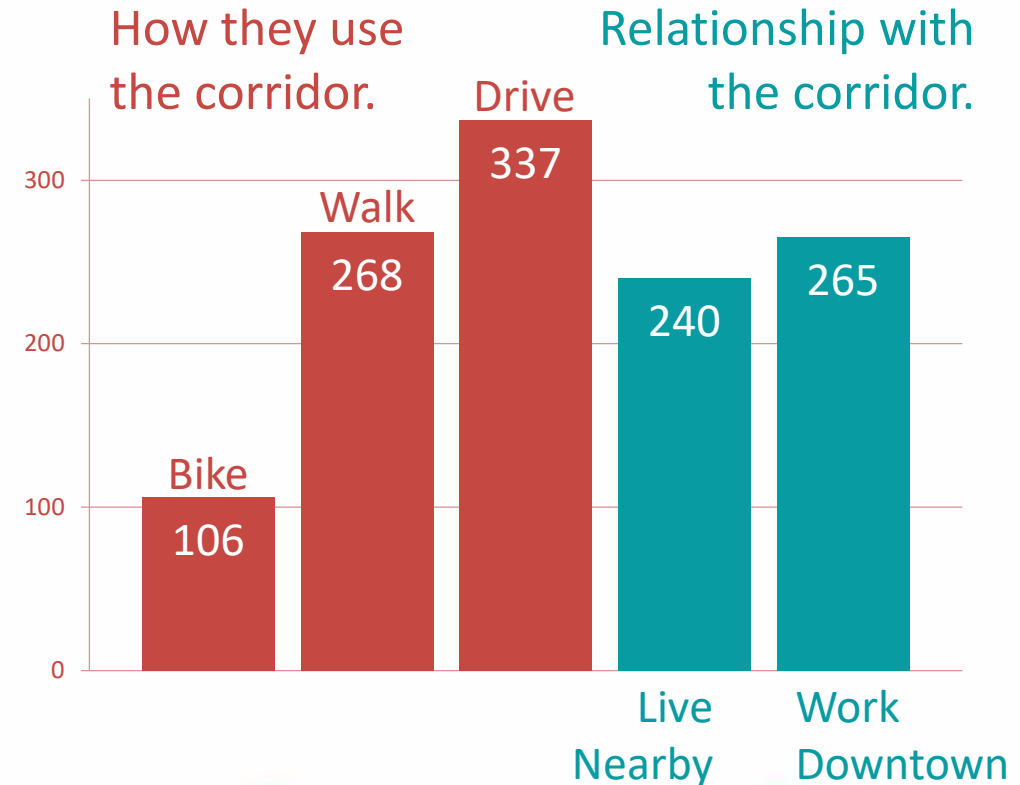
individual data points

380

written comments

4/18 to 5/31

survey period



Open House

Common Themes and Key Takeaways

- Opinions differed on whether to allocate space to bicyclists (bike lane and bike lane buffer) or landscaping (planting strip).
- Pedestrian crossings are important, particularly at East Jefferson Street.
- Support given to limiting access at Lexington Avenue (left-in/right-in/right-out).
- Support given to limiting access at the CFA Institute, however several comments expressed a lack of opinion.



Conceptual Design Review



Refined Alternative

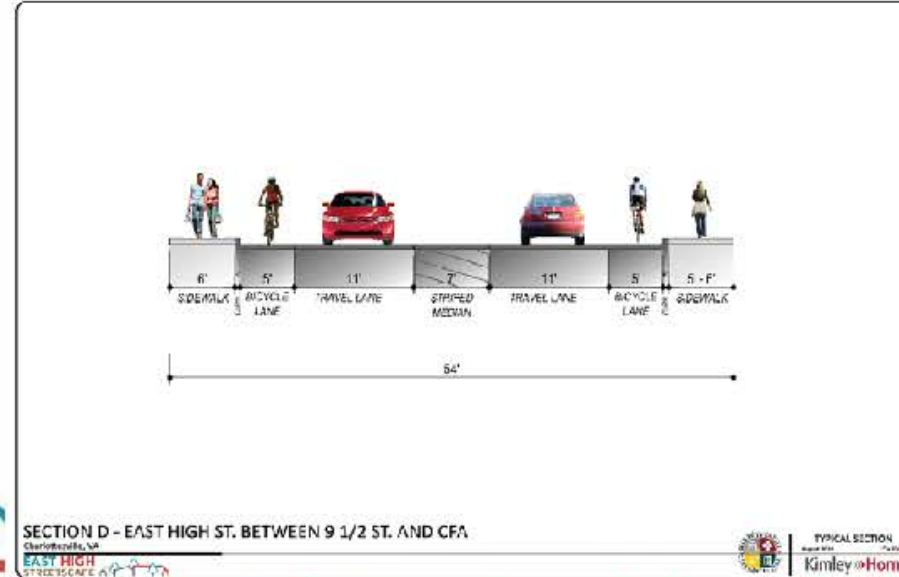
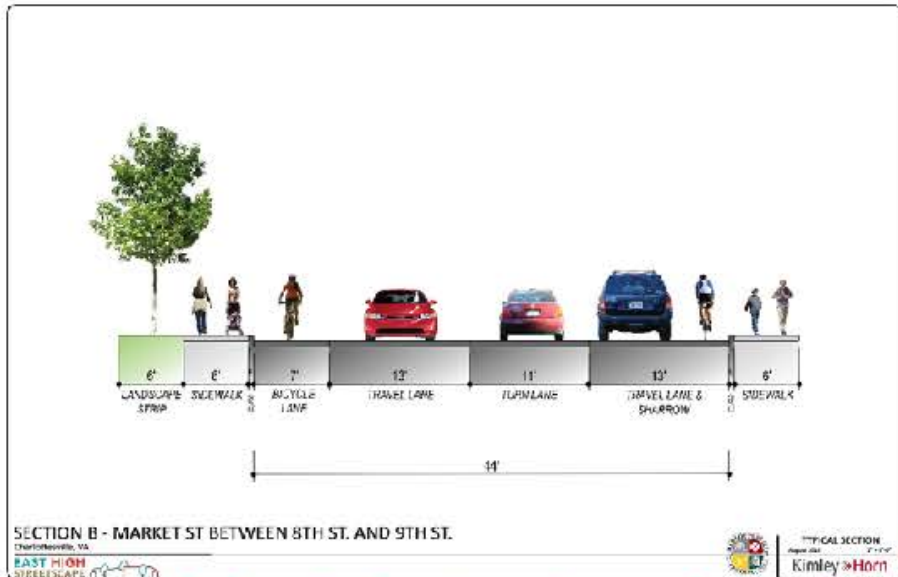
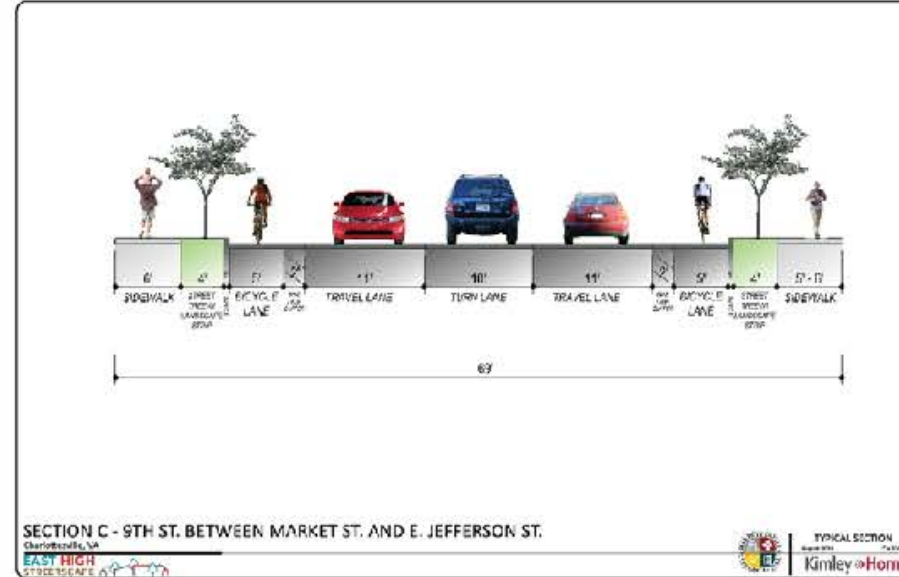
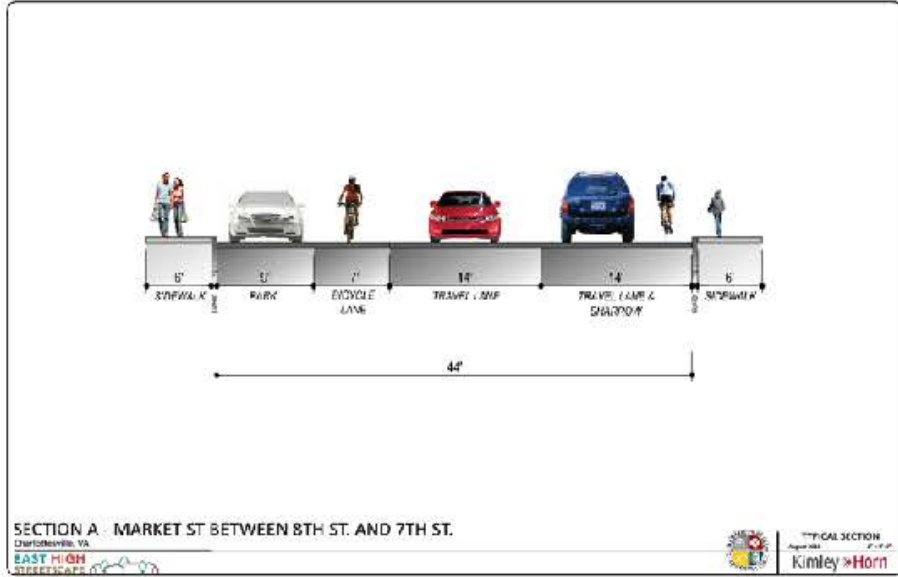


LEXINGTON AVE. INTERSECTION ALTERNATIVE
FULL ACCESS



CFA ENTRANCE ALTERNATIVE
FULL ACCESS

Refined Alternative



Open Design Items



Potential Alignment Shift

Shifting the Alignment to the south, east of Lexington will allow for a planting space along the North side of the road



Review for Comprehensive Plan Consistency



Meets Transportation Goals - Summary



Existing Conditions

- Inconsistent sidewalk widths
- Inconsistent intersection crossing distances and pedestrian facilities
- Roadway widths are not consistent with urban conditions
- Unorganized landscape when present
- No designated on-street bicycle facility
- Multiple driveway cuts cause for multiple vehicular conflict points
- Roadway widths are not consistent with urban conditions
- Right hand turn lane onto High St.

Proposed Conditions

- Minimum 6' sidewalk width throughout the corridor
- Consistent bicycle facility, transitioning to the proposed Belmont Bridge project
- Consistent landscape
- Removed dedicated right turn lane onto High St.
- Implemented access management to improve vehicular travel
- Appropriate ADA improvements throughout the corridor
- Realigned Lexington Ave.
- Reduced crossing distances at Locust/10th



Meets Transportation Goals - Summary



■ Meets - Transportation Goals

- *Goal 1: Increase safe, convenient and pleasant accommodations for pedestrians, bicyclists, and people with disabilities that improve the quality of life within the community and within individual neighborhoods.*
- *1.2: Provide convenient and safe pedestrian connections within ¼ miles of all commercial and employment centers, transit routes, schools and parks.*
- *1.3 : Provide design features on roadways, such as street trees within buffers, street furniture and sidewalk widths that improve the safety and comfort level of all users and contribute to the City's environmental goals.*
- *1.4: Explore and implement safe, convenient and visually attractive crossing alternatives to enable pedestrians and bicycles to cross major thoroughfares*
- *1.5: Continue to include bicycle and pedestrian accommodations in conjunction with the planning and design of all major road projects, all new development and road paving projects*
- *1.6 : Consistently apply ADA standards to facility design and ensure that accessible curb ramps exist at all pedestrian crossings where conditions allow.*



Meets Urban Design Goals - Summary



- Based on public comment, streetscape elements are functional, being accessible to all modes and abilities
- The project will be coordinated with AASHTO, VDOT, and City of Charlottesville design standards
- Provides for upgraded pedestrian and bicycle facilities, including upgrading multi-modal connections from the pedestrian mall in downtown Charlottesville to the Martha Jefferson, Little High, and North Downtown neighborhoods
- With the removal of the right turn lane onto High St., it provides for the opportunity to incorporate additional space into the pedestrian zone of the streetscape.
- Consolidated driveway openings remove multiple conflict points with both pedestrians and bicycles
- Extensive public involvement to arrive at the preferred design



Meets Urban Design Goals - Summary



■ Meets - Urban Design Goals

- *Goal 1: Continue Charlottesville's history of architectural and design excellence by maintaining existing traditional features while encouraging creative, context-sensitive, contemporary planning and design*
- *1.1: Emphasize the importance of public buildings, public spaces, and other public improvements as opportunities to promote a sense of place and a welcoming environment for residents and visitors.*
- *1.2: Promote Charlottesville's diverse architectural and cultural heritage by recognizing, respecting, and enhancing the distinct characteristics of each neighborhood.*
- *1.3: Facilitate development of nodes of density and vitality in the City's Mixed Use Corridors, and encourage vitality, pedestrian movement, and visual interest throughout the City.*
- *1.4: Develop pedestrian-friendly environments in Charlottesville that connect neighborhoods to community facilities, to commercial areas and employment centers, and that connect neighborhoods to each other, to promote a healthier community.*
- *1.5: Encourage community vitality and interaction through the incorporation of art in public spaces, neighborhoods, signage, and gateways.*
- *1.6: Encourage the incorporation of meaningful public spaces, defined as being available to the general public, into urban design efforts.*
- *1.7: Promote design excellence for public projects and installations at all scales.*





Thank You!

Questions?

October 2, 2018



Key

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Strikethrough = Deleted text (~~Sample~~)

Double strikethrough = Text moved to different section (~~Sample~~)

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TRANSPORTATION DRAFT CHAPTER

AUG 2018

Overall Transportation System Goal: Develop a safe, equitable, and efficient transportation system that provides a range of transportation choices for all roadway users; reduces single occupancy vehicle travel (from 60 percent to 50 percent for commuters); enhances residents' quality of life; facilitates development in appropriate locations; supports a strong, diverse economy; conserves natural resources and reduces greenhouse gas emissions. [May need modification as land use plan evolves. All objectives would be adjusted as needed.]

Complete Streets

Create and maintain a connected network of increase-safe, convenient and pleasant accommodations for pedestrians, bicyclists and people with disabilities and transportation facilities for people of all ages and abilities that improve quality of life within the community and within individual neighborhoods.

1.1: Continue to implement the City's Bicycle and Pedestrian Master Plan and Streets that Work Plan to facilitate bicycle and pedestrian travel within the City and provide regular updates on plan implementation.

1.2 Strive to provide convenient and safe pedestrian connections ~~within 1/4 miles of~~ within all commercial and employment centers, transit routes, schools and parks.

1.3 Continue to implement ~~the Streets that Work Plan, providing~~ recommended design features from the Streets that Work Plan along on roadways, such as street trees within buffers, street furniture and sidewalk widths that improve the safety and comfort level of all users and contribute to the City's environmental goals.

1.4: Explore and implement safe, convenient and visually attractive crossing alternatives (including signal timing improvements) to enable pedestrians and bicyclists to cross major thoroughfares.

1.5: Continue to include bicycle, ~~and pedestrian, and transit~~ (including pupil transit) accommodations in conjunction with the planning and design of all major road projects, all new development and road paving projects.

1.6: Consistently apply universal design features (including ADA standards as outlined in ~~to facility design per the ADA Transition Plan)~~ and ensure that sidewalks are free of obstructions and accessible curb ramps exist at all pedestrian crossings where conditions allow.

1.7: ~~Examine~~ Review and update the Standards and Design Manual to better incorporate Complete Street and Living Street design features in the public right of way.

1.8: Coordinate with public schools to implement the Safe Routes to School Activities and Programs plan ~~within~~ for every public school in the City.

1.9: Seek to expand and anticipate traffic calming where applicable throughout the City in collaboration with neighborhood residents and as part of the development process.

1.10: Require new development and redevelopment projects, where applicable, to provide temporary bicycle and pedestrian access when such access is affected by the development.

1.11: Consider the impacts that emerging technologies (e.g., ride sharing, autonomous cars, online goods delivery, electric vehicles, etc.) may have on the future capacity needs of the transportation network, environmental sustainability goals of the City, as well as their potential impacts on land use planning/design. Develop policies and programs to promote the use of such technologies as appropriate.

Land Use & Community Design

~~Goal 2: Improve transportation options and quality of life through land use, and community design techniques, and an effective, high frequency transit system.~~

Goal 2: Improve quality of life and promote active living by reducing automobile congestion and expanding multi-modal transportation options within and between nodes identified in the Future Land Use Plan.

2.1: Provide convenient and safe bicycle, and pedestrian, and transit connections between new and existing residential developments, employment areas and other activity centers to promote the options of walking, biking, ~~or~~ and using public transportation.

2.2: Encourage new street connections and alternate traffic patterns where appropriate to distribute traffic volumes across a network and reduce trip lengths for pedestrians, cyclists, transit, and private vehicles.

2.3: Improve walking and biking conditions by discouraging and/or minimizing curb cuts for driveways, garages, etc. in new development and redevelopment.

2.4: Encourage a mix of uses in the Downtown and other strategically important nodes identified on the Future Land Use Map ~~priority locations, such as along identified transit corridors and other key roadways~~, to facilitate multimodal travel and increase cost-effectiveness of future service.

2.5: Update city regulations (zoning, Standards and Design Manual) where appropriate to ~~consider~~ facilitate enable design techniques that ~~allow for~~ encourage urban scale and, walkable communities, where appropriate

2.6: Promote urban design techniques, such as placing parking behind buildings, encouraging active, uses at the ground floor level along key street frontages, reducing setbacks where appropriate, and increasing network connectivity, to create a more pedestrian friendly streetscape and to reduce speeds on high volume roadways.

~~2.7: Encourage businesses-new developments to provide on-site amenities such as transit shelters and, bicycle storage (racks/lockers), and shower/locker room facilities to promote alternative transit transportation options for their residents/workers/customers.~~

~~2.8: Consider efficient and effective Transportation System Management (TSM) techniques during transportation planning and scoping of projects.~~

~~2.9 2.8: Reduce parking requirements in the Downtown and other strategically important nodes identified on the Future Land Use Map when a development proposal includes Transportation Demand Management (TDM) strategies that can be demonstrated to reduce trip making to and from the development.~~

~~2.10: Develop a GIS-based map of all city owned undeveloped land and rights-of way, to inform bicycle and pedestrian improvements.~~

~~2.11 2.9: Encourage UVA and other major employers, like the City of Charlottesville and Charlottesville City School Division, to work in partnership with developers and real estate professionals to expand workforce housing opportunities within close proximity of the employer, either by foot, bike or transit with emphasis on Downtown and other strategically important nodes identified on the Future Land Use Map.~~

~~2.10 Support public transportation and non-motorized travel through the design and development of mixed-use projects in the Downtown and other areas identified on the Future Land use Map. The road design and site design (including the location of parking, transit stops, pedestrian facilities, and secure bicycle parking), and other facilities should be supportive of public transportation usage and non-motorized travel~~

Arterial Roadway Network

Efficient Mobility

Goal 43: Maintain a safe and efficient transportation system to provide mobility and access to support the economic development goals of the city.

~~Goal 3: Improve mobility and safety of the arterial roadway network.~~

~~3.1: Continue to encourage local employers to use Travel Demand Management (TDM) techniques, such as flexible work hours and financial incentives for using alternative modes of commuting, to preserve the traffic-moving capacity of the arterial roadway network.~~

~~3.2 3.1 Continue to use Expand the use of Transportation System Management techniques such as Intelligent Transportation Systems to coordinate traffic signals, and communicate emergencies, weather and incidents to drivers.~~

~~3.3 3.2 Develop Adopt VDOT Access Management standards for new development and redevelopment along primary entrance corridors.~~

~~3.4: Identify multimodal solutions to reduce single occupancy vehicle use.~~

~~3.3: Identify additional roadway connections to improve the connectivity of streets.~~

Efficient Mobility

~~**Goal 4: Maintain an efficient transportation system that provides the mobility and access that supports the economic development goals of the city.**~~

~~4.1 3.4: Establish designated truck routes within the City.~~

~~4.2 3.5: Minimize the effects of congestion on commuters and the movement of goods through such strategies as: signal coordination, parking management techniques that reduce the need to circle for a parking spot, encouragement of off-peak deliveries, exploring opportunities to integrate new technology and promotion of sustainable modes of transportation~~

~~4.3: Prioritize funding for regular maintenance to preserve and sustain investments in our transportation system connections to improve the connectivity of streets.~~

~~4.4: Consider the impacts that emerging technologies in transportation (e.g., autonomous cars, online goods delivery, electric vehicles, etc.) may have on the future capacity needs of the transportation network.~~

~~3.6 Explore shared motor vehicle service and bike share for the Downtown and University areas and eventually an interconnected ring of neighborhood nodes.~~

~~3.7: Continue to encourage local employers to use Travel Demand Management (TDM) techniques, such as flexible work hours, individualized trip planning, parking cash out and other financial incentives for using alternative modes of commuting, to preserve the traffic-moving capacity of the arterial roadway network.~~

~~3.8: Promote and market public transit, ridesharing, bicycling and walking with all potential users.~~

Parking Supply and Management

~~**Goal 5 Goal 4: Provide parking to adequately meet demand and support economic vitality without sacrificing aesthetics, while minimizing environmental impacts and accommodating pedestrians, bicycles, transit users and disabled individuals.**~~

~~5.1: Continue to provide bicycle parking at public buildings and explore opportunities to provide bicycle parking within public right of way to support local businesses.~~

~~4.1: Complete a comprehensive study of City parking supply, demand and parking policies.~~

~~5.2: Work with University of Virginia officials to encourage students, faculty and staff to live closer to the University or to use alternative modes of transportation wherever they live.~~

~~4.2: Identify, evaluate and adopt appropriate “best practices” for parking management to more effectively manage parking resources.~~

~~5.3: Encourage employers to provide incentives for employees who do not drive to work.~~

~~5.4 4.3: Provide public parking to maintain the vitality of the City while using pricing strategies and coordinated locations of parking to encourage use of transit, walking and bicycling.~~

~~5.5 4.4: Explore options for park-and-ride lots/park and bike at nodes on the city's perimeter and examine updates to the zoning regulations to facilitate parking exempt zones. ~~Utilize the zoning regulations to promote sound private parking facility supply and design by private developers.~~~~

~~5.6 4.5 Explore shared motor vehicle service and bike share for the Downtown and University areas and eventually an interconnected ring of neighborhood nodes.~~

~~5.7 4.6: Examine investment in municipal, shared parking facilities in targeted mixed use corridors in an effort to encourage redevelopment.~~

~~5.8 4.7: Develop suburban park and ride/park and bike facilities and provide express transit service to and from these during peak demand periods to reduce traffic congestion into and out of the City's urban core and employment areas.~~

4.8: Continue to provide bicycle parking at public buildings and facilities and explore opportunities to provide within public right-of-way to support local businesses.

4.9: Examine and develop policies and prioritization criteria for City-supported integration of electric vehicle charging into the available parking supply.

4.10: Develop consistent signage and minimum design standards for electric vehicle charging for integration into the Standards and Design Manual.

Transit System

~~Goal 6~~ Goal 5: Create a transit system that increases local and regional mobility and provides a reliable and efficient alternative for Charlottesville's citizens.

~~6.1 5.1: Continue to expand transit service and increase ridership by providing more frequent service and a longer span of service on all routes connecting nodes indicated on the Future Land Use Plan **such that these areas of the city are served by transit in a manner that is equivalent to the time it takes to drive.**~~

~~6.2 5.2: Evaluate transit services, including attention to Sunday and after-dark bus service and route restructuring, and update the City-wide transit plan.~~

~~6.3 5.3: Continue to work with Albemarle County and the TJPDC to develop a transit system that adequately serves the residents of the entire Charlottesville-Albemarle community. This includes the continued study of light rail, -express bus routes, -and Bus Rapid Transit (BRT).*~~

~~6.4~~ 5.4: Work closely with state government, regional organizations and adjacent jurisdictions to support transit-oriented and transit-accessible employment throughout the region.

~~6.5~~ 5.5: Accommodate the travel needs of all residents and employees, including low-income populations, the elderly and those with disabilities.

~~6.6~~ 5.6: Require the development of transit-oriented/supportive developments at strategic nodes identified on the Future Land Use Map.

~~6.7~~ 5.7: ~~Explore the~~ Begin to development of a plan for a dedicated funding source to support transit development and operation of high frequency service on all routes with emphasis on routes/ corridors connecting downtown and other strategically important nodes identified on the Future Land Use Map.

~~6.8~~ 5.8: Work closely with new developments to provide an accessible path from nearby transit stops to an accessible entrance of the site/building.

~~6.9~~ 5.9: Work with appropriate agencies to evaluate the use of Intelligent Transportation System (ITS)/transit signal priority to promote transit efficiency.

~~6.10~~ 5.10: Explore innovative approaches to increasing ridership of public transit, especially for firsttime riders.

5.11 Incorporate bus stops to the maximum extent possible to food access points including, emergency food banks, soup kitchens, nutritional services, community and school gardens, farmers markets, and grocery stores.

Regional Transportation

~~Goal 7~~ **Goal 6: Continue to work with appropriate governing bodies to create a robust regional transportation network.**

~~7.1~~ 6.1: Actively work with VDOT, VDRPT, TJPDC and the Regional Transit Partnership (RTP), Albemarle County, JAUNT, and the University of Virginia to develop a regional transportation network in the surrounding the City and surrounding areas.

~~7.2~~ 6.2: Evaluate regional transportation network priorities surrounding the City in MPO plans.

~~7.3~~ 6.3: Actively work with the MPO to collect information regarding regional travel patterns, such as origin destination data and bicycle and pedestrian counts to improve access to destinations within the City and region emphasizing the Downtown area and other strategically important nodes identified on the Future Land Use Map.

~~7.4~~ 6.4: Increase communication and cooperation among the City, County, Institutes of higher education, interest groups, developers and the public to develop and enhance recreational and transportation trails to ensure consistency of bicycle and pedestrian facilities across City-County boundaries, as well as encourage commuting and other travel by these active transportation nodes.

~~7.5~~ 6.5: Continue to work with the TJPDC, Albemarle County and VDOT ~~on design to advance solutions for the Route 29 corridor, such as intersection improvements at Hydraulic/29 grade-separated interchanges and parallel road networks that balance the needs of both local and regional traffic, as well as people walking and biking.~~

~~7.6~~ 6.6: Encourage existing and new employment and business uses on routes/ corridors connecting downtown and other strategically important nodes identified on the Future Land Use Map to support alternative travel modes by participating in the region's Rideshare and car/vanpooling programs.

~~7.7~~ 6.7: Work with regional partners and the Virginia Department of Rail and Public Transportation (DRPT) to support existing AMTRAK rail service in Charlottesville and examine future demand for and feasibility of additional AMTRAK rail service for Charlottesville and the Lynchburg corridor. ~~prior to the Roanoke Extension project.~~

6.8: Work with regional partners to support the Charlottesville Area Regional Airport.

Sustainable Transportation Infrastructure

~~Goal 8~~ **Goal 7: Develop sustainable transportation infrastructure by designing, constructing, installing, using and maintaining** Manage the city's transportation assets and equipment in efficient, innovative and environmentally responsible ways.

~~8.1~~ 7.1: Integrate best management practices into all aspects of the city's transportation and facility maintenance activities.

~~8.2~~ 7.2 Develop policies and strategies, including collaboration with partnering organizations, to incorporate sustainable transportation infrastructure green infrastructure, such as low-impact development, street trees and green stormwater management strategies, as an integral part of transportation planning.

~~8.3~~ Develop strategies to assess the cost-effectiveness of using sustainable transportation infrastructure green infrastructure instead of traditional alternatives for specific projects and ensure that the multifunctional benefits of sustainable transportation infrastructure green infrastructure are considered in cost-benefit analyses.

~~8.4~~ 7.3: Continue to perform regular maintenance and assess life-cycle costs on existing transportation-related equipment and facilities to maximize capital investment and minimize air, water and noise pollution.

~~8.5~~ 7.4: Where feasible, use alternative energy sources to power equipment, such as solar powered beacons, EV charging infrastructure, and electric buses generators and battery storage for lighting.

~~8.6~~ Develop a plan to replace City owned vehicles with more environmentally friendly vehicles.

7.5 Explore options for alternative fuel systems to optimize fleet efficiency (including transit and school buses).

~~8.7 Consider the impacts that emerging technologies in transportation (e.g., autonomous cars, online goods delivery, electric vehicles, etc.) may have on the environmental sustainability goals of the City.~~

7.6: Consider and report on the greenhouse gas (GHG) emissions impacts of bicycles, pedestrians, public transit, fossil fuel based automobiles, and electric vehicles, in light of the City's GHG emission reduction commitments.

7.7 Explore policies and programs to promote and allow integration of electric vehicle charging infrastructure within Charlottesville.

Infrastructure Funding

~~Goal 9~~ **Goal 8: Identify and seek new sources of sustainable funding mechanisms for the maintenance of existing infrastructure and facilities and future development of the transportation system.**

8.1 Maintain and improve infrastructure with local funds to develop walking, biking and transit connections to and from nodes indicated on the Future Land Use Plan.

8.2: Prioritize funding for regular maintenance to preserve and sustain investments in our transportation system

~~9.1~~ 8.3 Identify additional funding sources for transportation improvements including grants, public/private partnerships and potential system operations revenues.

~~9.2~~ 8.4: Work with the MPO to Create a regional advocacy group that brings all jurisdictions together to push for evaluate statewide changes in transportation funding and propose necessary revisions. and to lobby the General Assembly for additional funding/enabling authority to do so.

~~9.3~~ 8.5: Coordinate the funding and development of transportation facilities with regional transportation and land use plans and with planned public and private investments.

~~9.4~~ 8.6: Explore the possibility of establishing a Transportation District or impact fee service areas for road improvement projects and determine the feasibility of implementing them on routes/ corridors connecting downtown and other strategically important nodes identified on the Future Land Use Map.

~~9.5~~ 8.7: Make developers and UVA aware of new trail linkages needed and seek opportunities for private donations of trail easements and construction of trail enhancements such as bridges or interpretive signage.

~~9.6~~ 8.8: Pursue funding through state and federal grant programs to support multimodal transportation planning and the integration of transportation and land use.

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ECONOMIC SUSTAINABILITY DRAFT CHAPTER

AUG 2018

Vision

A strong economy is essential to the social, cultural and financial vitality of our city. Public and private initiatives help create employment opportunities and a vibrant and sustainable economy. The City of Charlottesville is committed to creating a strong, diversified economy and an environment that provides career ladder employment opportunities for residents. At its best, Charlottesville is a community with an effective workforce development system and a business-friendly environment that supports entrepreneurship; innovation; heritage tourism; and commercial, mixed use, and infill development; and access to a growing array of diverse employment and career ladder opportunities for all.

Innovation

Goal 1: Create an entrepreneurial environment that fosters the creation and success of businesses.*

1.1: Work with partners to help entrepreneurs identify locations/sites where they can successfully start and grow their companies.*

1.2: Continue partnerships with the University of Virginia and its affiliated groups, greater central Virginia and other large metro areas in the state in order to maximize the business assistance resources available to entrepreneurs and expand innovative industry locations in Charlottesville.*

1.3: Partner with community organizations to provide relevant training opportunities for startup businesses.*

1.4: Work strategically to continue to develop and implement land use policies and regulations that ensure the availability of sites for business growth and expansion.*

Sustaining Business

Goal 2: Generate, recruit, and retain successful businesses.

2.1: In order to retain existing businesses, develop and implement a talent development strategy to attract skilled professionals to Charlottesville.

2.2: Continue business visitation program to regularly assess the health of our existing businesses.

2.3: Partner with business assistance agencies and local non-profits to provide training opportunities that will help businesses achieve greater success.*

2.4: Increase the number of SWaM certified businesses that are registered vendors with the City of Charlottesville

2.5: Work with Albemarle County and local educational institutions to ensure that economic and workforce development efforts are appropriately aligned to foster business recruitment and retention in the Charlottesville area.

2.6: Continue methods of delivering business assistance to customers that use the latest technology.

2.7: Develop and implement a marketing effort that informs residents and businesses about the products and services offered by the City of Charlottesville Office of Economic Development.

Partnerships

Goal 3: Build partnerships with private sector groups in order to maximize strategic capital investment in targeted areas in the City.

3.1: Encourage the development of the City's key commercial corridors and surrounding sites (such as West Main Street, Preston Avenue, Harris Street and Cherry Avenue).*

3.2: Proactively participate in planning and development studies such as small area plans, particularly as they relate to economic development opportunities in strategic areas throughout the City.*

3.3: Participate with internal and external stakeholders to implement the Strategic Investment Area plan.

3.4: Align zoning ordinances to facilitate economic activity in new areas of commercial opportunity identified in the updated future land use map.*

3.5: Work to ensure that newly aligned City ordinances and regulations balance the need to promote development opportunities and competing interests.*

3.6: Explore appropriate incentives for development projects with significant economic impact, with particular emphasis on target industries and those industries that directly address the need for more career ladder job opportunities that will help move City residents towards self-sufficiency (e.g., light manufacturing, semi-skilled trades, etc.). *

Tourism

Goal 4: Increase tourism to help expand the positive economic impact visitors have on the City.

4.1: "Continue collaborative engagement with partners, stakeholders and influencers in the City of Charlottesville and Albemarle County, to raise awareness of the area's rich artistic, ethnic, cultural, and ~~lifestyle~~ LGBTQ community's diversity through marketing that inspires travel from out-of-area. As the official destination marketing organization for both the city and county, this engagement is ongoing."

4.2: Seek out opportunities for public-private partnerships in the provision of infrastructure that supports the tourism industry.

4.3: Explore ways of creating recreational access routes to our community's heritage and cultural sites to enhance their efforts on Charlottesville's economy.

Downtown Mall

Goal 5: Maintain the economic vitality of the Downtown Mall and surrounding areas. The Downtown Mall, as the focal point hub of the region, features a vibrant historic district with arts and entertainment, shopping, dining, cultural events, and a dynamic City Market.

5.1: Monitor the need for additional parking as new development occurs, with particular attention to parking needs downtown and along the West Main corridor.

5.2: Partner with University of Virginia and all other adjacent property owners and residents for continued implementation of the West Main Street Plan.

5.3: Continue to encourage private sector developers to implement plans from the commercial corridor study.

5.4: Evaluate the effects of mixed-use development and changing demographics on the downtown area. Continue to support and maintain the Downtown Mall, as not only the economic and cultural hub of the City, but a central place that encourages diversity through activities, goods, and services.

Workforce

Goal 6: Be an effective partner in creating a well-prepared and successful workforce.

6.1: Continue to explore programs for City of Charlottesville youth that will expose them to the principles of financial literacy, economics, and entrepreneurship.

6.2: Provide support for educational programs that will prepare City students for 21st century jobs in our area's target industries.*

6.3: Develop educational programs/training that target jobs that are in high demand to ensure that the local workforce has the qualifications needed to find employment within these industries.*

6.4: Explore programs/initiatives that offer skilled trades training for City residents. Nurture and expand employment opportunities within this industry.*

6.5: Partner with local workforce service providers to offer retraining opportunities for City residents in order to increase their chances of gaining employment in new and emerging industries.

6.6: In collaboration with workforce development agencies in the area, provide recruitment events/activities (e.g., job fairs, conferences, etc.) that connect employers with potential employees of all ages and skill levels.

6.6: Collaborate with workforce service providers to help City residents overcome barriers to employment such as basic education and training, transportation, childcare, etc.

6.7: Continue to operate the Charlottesville Downtown Job Center to ensure that all City residents have access to employment services and training opportunities that will help them meet local employers' workforce needs.

6.8: Continue to implement the Workforce Development Strategic Action Team report, "Growing Opportunity: A Path to Self-Sufficiency in Charlottesville."

Urban Environmental Sustainability Chapter

Vision

Charlottesville will be a “Green City,” with clean and healthy air and water, sustainable neighborhoods, ample open space and natural areas that balance increased development and density in residential and economic centers, and walkable, bikeable, and transit supportive land use patterns that encourage healthy lifestyles.

Urban Landscape & Habitat Enhancement

Goal 1: Pursue healthy, interconnected urban ecosystems that that deliver valuable ecosystem services.

1.1: Use green infrastructure to improve stormwater management, flood mitigation, air and water quality, habitat, connectivity, livability, and aesthetics.

1.2: Improve stream and vegetated buffer conditions to increase wildlife and aquatic habitat, groundwater recharge and stream base flow, decrease stream temperature, provide a food source for aquatic organisms, improve water quality by decreasing sedimentation, and improve environmental aesthetics.

1.3: Promote and participate in programs to establish conservation or open space easements of forested stream-side lands to ensure permanent protection.

Goal 2: Promote practices that contribute to a robust urban forest.

2.1: Continue to implement the Urban Forest Management Plan to protect quality of air, water and lands, manage stormwater, provide shading and absorb CO2 including addressing invasive species, diversity, and distribution.

2.2: Monitor and protect and expand the urban tree canopy cover both at the citywide level and at the neighborhood level and to inform planning and management.

2.3: Include trees, as practicable, in all city priority streetscape plans (e.g., framework streets, safe routes to school, Strategic Investment Areas); work to preserve existing healthy trees whenever streets are modified.

2.4: Develop methods, including financial incentives, to support retaining and increasing healthy tree canopy on private lands.

2.5: Study site plan requirements to update them with increased tree protection elements.

2.6: Use the 2017 Green Infrastructure Possible Planting Areas analysis to inform efforts aimed at tree planning opportunities.

Goal 3: Support diverse native plant communities and wildlife habitats as a core function of the urban landscape.

3.1: Continue public stewardship of city lands and associated habitats through showcase conservation and improvement projects and education.

3.2: Plant and promote use of regionally-adapted, native, and drought tolerant plants, including as part of turf-to-forest conversions and pollinator gardens.*

3.3: Support the conservation of local and regional biodiversity, and promote the protection and enhancement of natural plant communities and wildlife habitat.

3.4: Manage invasive plant and animal species in support of healthy native plant and animal communities.

Water Resources Protection

Goal 4: Protect, enhance, and restore the integrity of the City's water resources.

4.1: Continue to implement the Water Resources Protection Program (WRPP) to meet a range of water resources goals and challenges; including regulatory compliance, stormwater conveyance infrastructure rehabilitation, drainage issues, and water quality stewardship.

4.2: Implement the Water Resources Master Plan capital improvement programs (CIPs) to make drainage and water quality improvements and comply with federal and state-mandated pollutant reductions required as part of the Chesapeake Bay Total Maximum Daily Load (TMDL).

4.3: Repair, enhance, and maintain the City's stormwater management and conveyance infrastructure, utilizing green stormwater infrastructure (GSI) where practicable.

4.5: Explore the appropriateness of watershed scale compliance strategies to meet project and site specific stormwater management regulatory requirements without exacerbating adverse impacts to waterways with existing water quality impairments.

4.6: Reduce loss of open waterways and associated natural habitats by discouraging additional underground piping of city streams; encouraging daylighting of piped streams.

4.7: Educate, encourage, and incentivize property owners to implement water resources stewardship practices, with a focus on retrofitting sites that lack adequate stormwater treatment.

4.8: Provide technical assistance and educational outreach regarding water resources stewardship for private property owners.

4.9: Collaborate and cooperate with Rivanna watershed stakeholders, including Albemarle County, University of Virginia, residents, businesses, developers and community groups focusing on watershed and stormwater management, including education and outreach efforts

4.10: Continue public acquisition of natural areas along waterways to enable management strategies that protect water and habitat quality.

Goal 5: Value the Rivanna River as a major natural asset with unique waterfront opportunities.

- 5.1: Promote a harmonious balance of riverine ecosystem services, recreation, and development that supports health, safety, and prosperity.
- 5.2: Restore the Rivanna River to a healthy condition within our ecosystem through improvement of habitat, watershed health and water quality.
- 5.3: Develop an action-oriented Rivanna River Corridor Plan in conjunction with Albemarle County.*
- 5.4: Ensure that planning for future land and recreational uses along the Rivanna River adequately protects water quality.

GHG Emissions and Energy

Goal 6: Reduce community greenhouse gas (GHG) emissions and the overall carbon footprint, thereby safeguarding human and planetary health.

- 6.1: Set an ambitious GHG emissions reduction goal in line with the Paris Climate Agreement; establish intermediate goals to be tracked via regular updates to the GHG emission inventory.
- 6.2: Per the commitments made by joining the Compact of Mayors (now merged with Global Covenant of Mayors for Climate and Energy) in 2017, publically report GHG inventory data for the city as well as climate hazards and vulnerabilities faced by the city, set a GHG emissions reduction goal, and develop a climate action plan to address climate change mitigation and adaptation.
- 6.3: Develop a climate action plan and GHG emissions reduction goal that spans community sectors, geographic boundaries, and emissions sources (i.e., energy use, waste, and transportation) and engages a diverse group of stakeholders
- 6.4: Develop a climate action plan that acknowledges the inherent integration of city and county infrastructure (e.g., transportation planning) and the need for cohesive plans.
- 6.5: City government should lead by example on implementing emissions reduction strategies and actively engage with key community sectors including residential, commercial, and institutional on action and education strategies.
- 6.6: Improve energy performance of existing buildings community-wide which, in aggregate, present greater opportunity as compared to new buildings; leverage resources with local partners.
- 6.7: Promote effective and innovative energy and fuel management in both City and community buildings and operations.
- 6.8: Pursue and promote cleaner sources of electrical energy (e.g., renewable energy strategies).

6.9: Encourage new development to design, construct, and operate with a reduced emissions footprint by encouraging high performance, green buildings, green sites, and green neighborhood standards and practices such as the U.S. Green Building Council's (USGBC) LEED certification program, Earthcraft, Energy Star, or other similar systems.

6.10: Promote compact block and street networks and a built environment that facilitates walking, biking, and bus riding to diminish reliance on single occupancy vehicles and reduce GHG emissions.

6.11: Reduce vehicle-related emissions through increased fuel efficiency, reduced vehicle miles traveled, fleet downsizing, anti-idling efforts and use of alternative fuel sources.

6.12: As appropriate, create policy and financial incentives to encourage increased building and site performance that reduce GHG emissions and the city's overall carbon footprint.

Water Conservation

Goal 7: Promote and implement citywide water efficiency.

7.1: Continue evaluating water use in city buildings and other operations to identify conservation opportunities.

7.2: Maintain an extensive community focused outreach campaign through education and incentive programs to maintain or further decrease average consumption.

7.3. Explore opportunities with community partners to accomplish water efficiency.

Materials Recovery and Waste Management

Goal 8: Promote and implement strategies for sustainable materials management to decrease environmental impacts, including greenhouse gas emissions.

8.1: Continue to explore opportunities to expand public and private recycling (including appliance collection), composting, source reduction, other waste stream diversion, and other waste management innovations.

8.2: Maintain lines of communication with neighborhood and business associations, major employers and representatives of high density housing districts so that solid waste management services are adaptably delivered to promote economic development, enhanced walkability, public health and safety, landfill diversion, and compliance with all federal and local requirements.

Resilient Local Food System

Goal 9: Increase resiliency of and opportunities for local food systems and urban agriculture.

8.1: Evaluate recommended standards for 5open space and how those could be implemented to support urban agriculture production and food availability, especially to low income populations.

8.2: Promote and protect green and urban agriculture spaces distributed throughout the city for the sustainable production of locally grown foods or community gardens; leverage resources with local partners.

8.3: Define a process to allow for expanded community and shared gardens.

8.4: Promote sustainable resource strategies for urban agriculture (e.g., nutrient inputs, efficient irrigation).

Goal 10: Support other goals and objectives within the Comprehensive Plan whose co-benefits align with and further Urban Environmental Sustainability priorities and the Green City vision.