



**TOWN OF DAVIDSON
SPECIAL MEETING**

**Town Hall Board Room - 216 S. Main Street - Shaping What's Next Multi-Day Workshop Part III:
Planning Presentation
April 3, 2019 - 6:00 PM**

1. **Shaping What's Next Multi-Day Workshop Part III: Planning Presentation**

Agenda Title: <p style="text-align: left;">Shaping What's Next Multi-Day Workshop
Part III: Planning Presentation</p>

Manager's Report:

Summary:

<u>ATTACHMENTS:</u>
Description:
❏ Shaping What's Next Multi-Day Workshop Part III: Planning Presentation

what's
next?

DAVIDSON

Share Your Voice.
Shape Our Future.

Agenda

1. Workshop Agenda

2. What We've Heard

- A. What's Next Davidson Process Overview
- B. Public Engagement: What We've Learned So Far

3. Workshop Stations

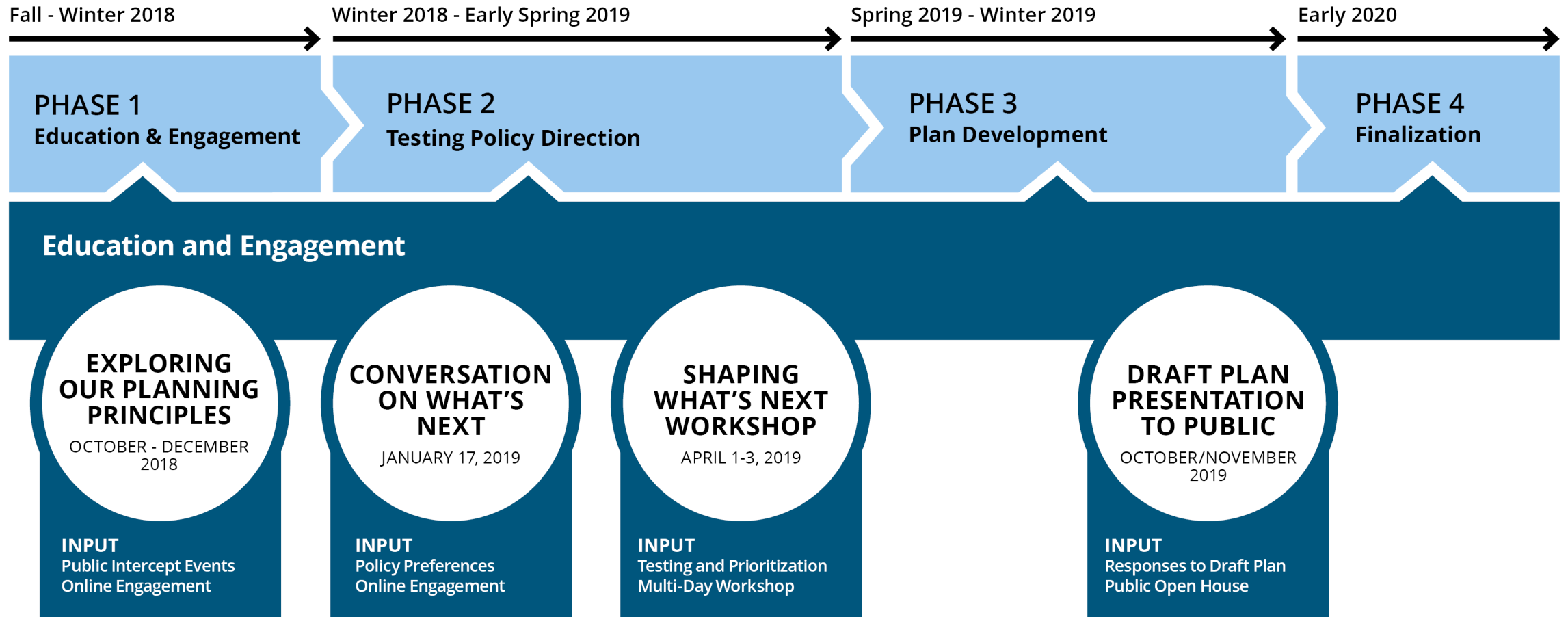
4. Closing Remarks

- A. Schedule for the Next 2 Days
- B. Next Steps for Overall Process
- C. Fill Out Exit Questionnaire



**Process to Create
a Renewed Vision
& Policy Plan for
the Town of
Davidson**

Project Timeline



Shaping What's Next Multi-Day Workshop

April 1: Sharing

DCPC Congregation House
Public Workshop 6:00-8:00pm
Evening Presentation & Public Workshop



April 2: Assessing

DCPC Congregation House
Public Drop-In 4:30-6:30pm
Stakeholder Meetings, Informal Evening Public Drop-In Period, & Production



April 3: Planning

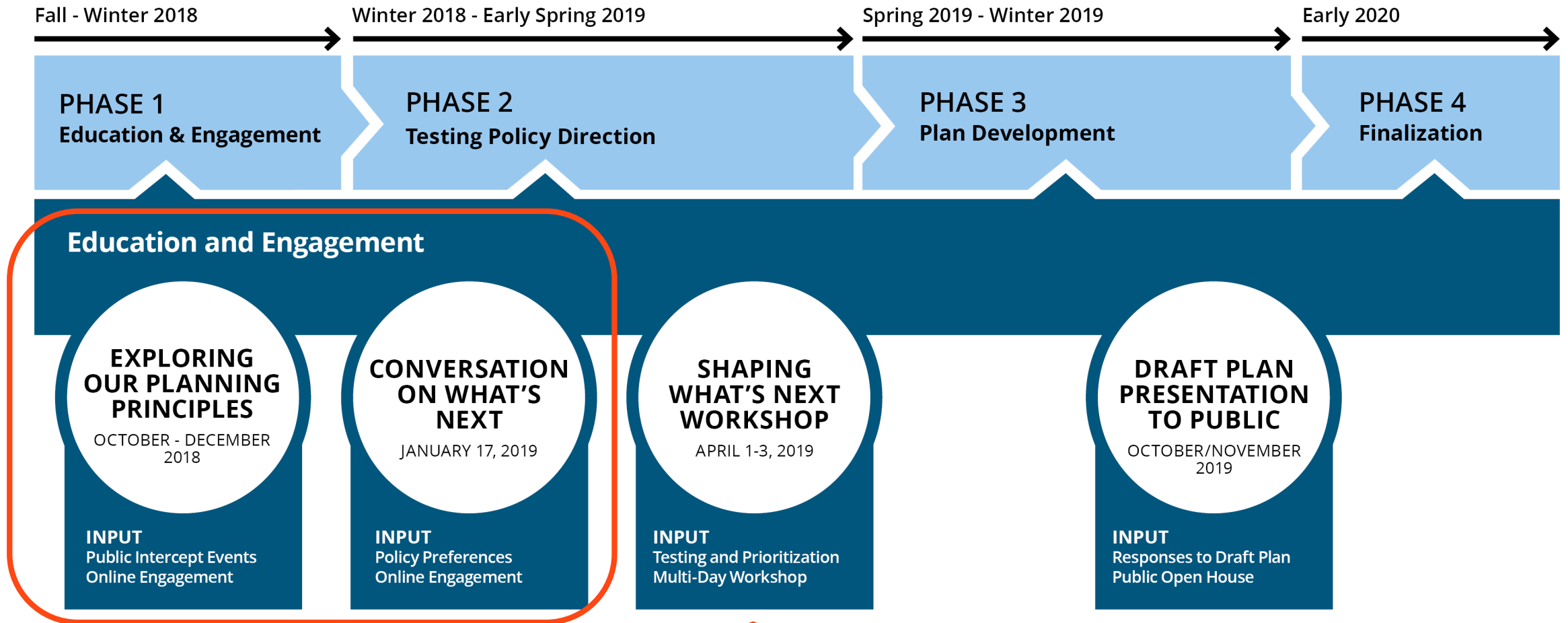
Davidson Town Hall
Public Open House 6:00-8:00pm
Stakeholder Meetings, Production, & Evening Public Open House



Setting the Stage

What We Have Learned

Project Timeline



Exploring Our General Planning Principles



1,300+ Points of Contact

Quick Numbers from Public Engagement

PUBLIC INTERCEPT ENGAGEMENT

summary by the numbers

Oct-Dec 2018



1,301+

Personal Interactions



22

Events

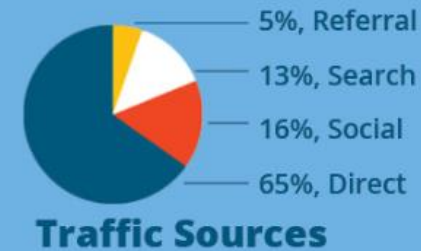


642

Surveys Completed

1,490

**Unique
Website Visitors**



Technical Foundations for Plan



- **Demographics & Housing**
- **Workforce & Business**
- **Natural Assets & the Environment**
- **Built Environment Form & Character**
- **Fiscal & Market Outlook**
- **Infrastructure, Facilities, & Services**
- **Transportation Options**

Available at www.WhatsNextDavidson.com





Number of Workshop Attendees

146

**Percentage of Workshop Attendees Who Felt Their Input Was Heard
+ Recorded Accurately**

100%

Number of Online Respondents

503

Public Engagement Report



- Overview of process
- Respondent demographic profile
- Documentation of survey findings
- General theming of public comments
- Quantification of public opinions
- Appendix that includes verbatim comments

Available at www.WhatsNextDavidson.com

Workshop Stations

Sharing Your Thoughts on Shaping Davidson

Shaping What's Next Multi-Day Workshop

Intended Outcomes:

- Share information about **planning influences**
- Prepare **renewed Vision and General Planning Principles**
- Produce a **map and policy guidance to inform growth decisions**
- Generate **policy direction for land use and design**

Station 1: Davidson's Planning Vision

Renewed General Planning Principles

Renewed Vision



General Planning Principles Draft Adjustments

1

In 2001, the Town of Davidson adopted a set of General Planning Principles to serve as the foundational guidance for the town's plans and ordinances. These principles have been modified over time, and are once again being renewed through this planning process. *Phase 1: Exploring Our General Planning Principles* identified that, generally speaking, all seven current principles were strongly supported by the 642 survey respondents. The survey also identified that while the principles themselves were well supported, the implementation of the principles could be improved. Working with the Plan Advisory Group, the What's Next Davidson project team assessed the comments provided by residents, and offer here a revised set of principles.

Let us know what you think of the changes!
Place your thumbs up or thumbs down sticker beside each revised General Planning Principle to let us know what you think of the changes. Copies of the currently adopted principles and edited versions that show the changes expressed here are available for reference.



Like the Adjusted Principle



Do Not Like the Adjusted Principle

<p>1. We must preserve Davidson's character and sense of community. The essence of Davidson is that residents know their neighbors and interact with them in a variety of well-designed settings. This sense of community is enhanced by:</p> <ul style="list-style-type: none">• Walkable developments with community open space• A street, sidewalk, and gateway network that links the community together• Engaging public spaces• Community events that foster engagement of residents across neighborhoods and cultures• A walkable and historic downtown• Neighborhoods welcoming to all citizens that are integral parts of town• Balancing rural character protection with new opportunities to create special places and neighborhoods	<div>1</div>
<p>2. We must preserve and enhance Davidson's unique downtown. The presence of our cherished downtown has always contributed to residents' quality of life and is viewed as critical to maintaining our small town character. This valuable asset will remain viable if we:</p> <ul style="list-style-type: none">• Increase accessibility to and within downtown by making it easier to bike, walk, and park• Build upon its status as Davidson's social and civic center and create additional compelling public spaces to foster interaction among residents• Strengthen existing businesses by increasing customer accessibility and improving building appearances• Encourage development of new businesses within vacant spaces to meet the needs and desires of a diverse community• Encourage a mix of uses in each building to create a vibrant and active downtown• Broaden the downtown area through design to better integrate North Main and South Main Streets and the edge areas along Jackson and Depot Streets	<div>2</div>
<p>3. We must support active transportation through transit and new mobility options in addition to providing a safe and efficient road network for driving. The built environment can enhance the use of alternatives to the car and increase our physical health. We will make it preferable to do some of life's activities without driving by:</p> <ul style="list-style-type: none">• Creating streets that are safe for cyclists, pedestrians, and others• Developing new greenway, bike, and sidewalk connections to existing and new developments• Creating walkable, mixed-use, and connected neighborhoods• Planning commercial centers so walking, bicycling, and riding public transit to these destinations are viable and safe options• Working with regional partners to educate residents about transportation options and incentivizing driving alternatives	<div>3</div>
<p>4. We must wisely manage the finite land and natural resources in the town's planning area. The natural environment enhances our quality of life, both physically and socially. We will preserve this irreplaceable asset for future generations by:</p> <ul style="list-style-type: none">• Being stewards of our land and natural resources and preserving rural views, significant hardwood forests, farmland, wildlife habitats, rock outcroppings, parkland, and watersheds• Guiding development to appropriate locations that are most suitable for development and away from important open spaces• Balancing natural habitat with active and passive recreational opportunities in our preserved open space• Encouraging development that uses green design, energy conservation, and flexible spaces• Ensuring that development builds up and not out in strategic locations• Preserving, enhancing, and establishing tree canopy as new development and redevelopment occurs	<div>4</div>

www.whatsnextdavidson.com



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Like the Adjusted Principle



Do Not Like the Adjusted Principle

<p>5. We must create an environment that maintains and enhances community diversity. We will create a community where all persons feel welcome and are able to fully and safely participate in community life. To encourage diversity of all economic levels, all races and ethnic groups, all ages, and all physical and mental abilities we will:</p> <ul style="list-style-type: none">• Encourage economic opportunities for all income levels and all abilities• Celebrate the diversity of residents by providing cultural events that appeal to many cultures and social backgrounds• Foster commercial and employment development that supports a diversity of socioeconomic backgrounds• Support our citizens with work to go to by employing universal design and accessibility principles and providing supportive services• Encourage a mixture of housing types and prices in every neighborhood• Preserve our town's cultural heritage through historic preservation efforts	<div>5</div>
<p>6. We must manage growth and support economic development so the town can provide public facilities and services space with development. Livability depends on the timely provision of transportation, schools, public safety, utilities, commercial life, spiritual life, and job opportunities. It is our intent that all parts of a vibrant, successful community grow together through:</p> <ul style="list-style-type: none">• Decision-making based on the long-term goals of the comprehensive plan rather than a short-term benefit• Establishment and maintenance of an adequate commercial tax base• A healthy diversity of uses in walkable neighborhoods• Alternative transportation options between destinations• Fostering economic growth that supports our sense of community and placemaking• Leveraging partnerships with agencies and neighboring jurisdictions to efficiently provide services within the region	<div>6</div>
<p>7. We must maintain the town's unique sense of place through architecture and design. Livable environments include well-designed buildings, a dynamic public realm, and seamless connections between the two. This means that:</p> <ul style="list-style-type: none">• The built form is an integral component of place-making• Private buildings and public infrastructure must work together to shape public space and to build community character• The design of our public spaces, parks, and plazas will encourage social interaction, cultural experiences, and recreational opportunities• Public art will animate our civic spaces• We will actively work to preserve our historical assets	<div>7</div>
<p>8. We must consider the town's fiscal health when making decisions. [NEW] Community planning and capital investment decisions can have real and direct impacts on the town's fiscal health. The town's long-term quality of life is dependent upon having a balanced fiscal approach. This means that:</p> <ul style="list-style-type: none">• Fiscal information will be used to inform decisions made about new developments and public investments• A balanced fiscal approach will take into account that not all community priorities will have net positive fiscal impacts• Spending priorities will be aligned with the current and projected needs of the community• Decision-making will encourage a fiscally sustainable balance between the residential and commercial components of the town's tax base	<div>8</div>
<p>9. We must support our institutional and nonprofit community partners that contribute to our quality of life. [NEW] Davidson's quality of life is exceptional in part because of the many nonprofit organizations, places of worship, and institutional partners that are committed to improving the lives of residents. The town will support these organizations by:</p> <ul style="list-style-type: none">• Ensuring that planning policies and regulations are developed in collaboration with community partners• Considering the impacts of community decisions on these organizations• Partnering with organizations to support the advancement of community goals	<div>9</div>



Vision Statement

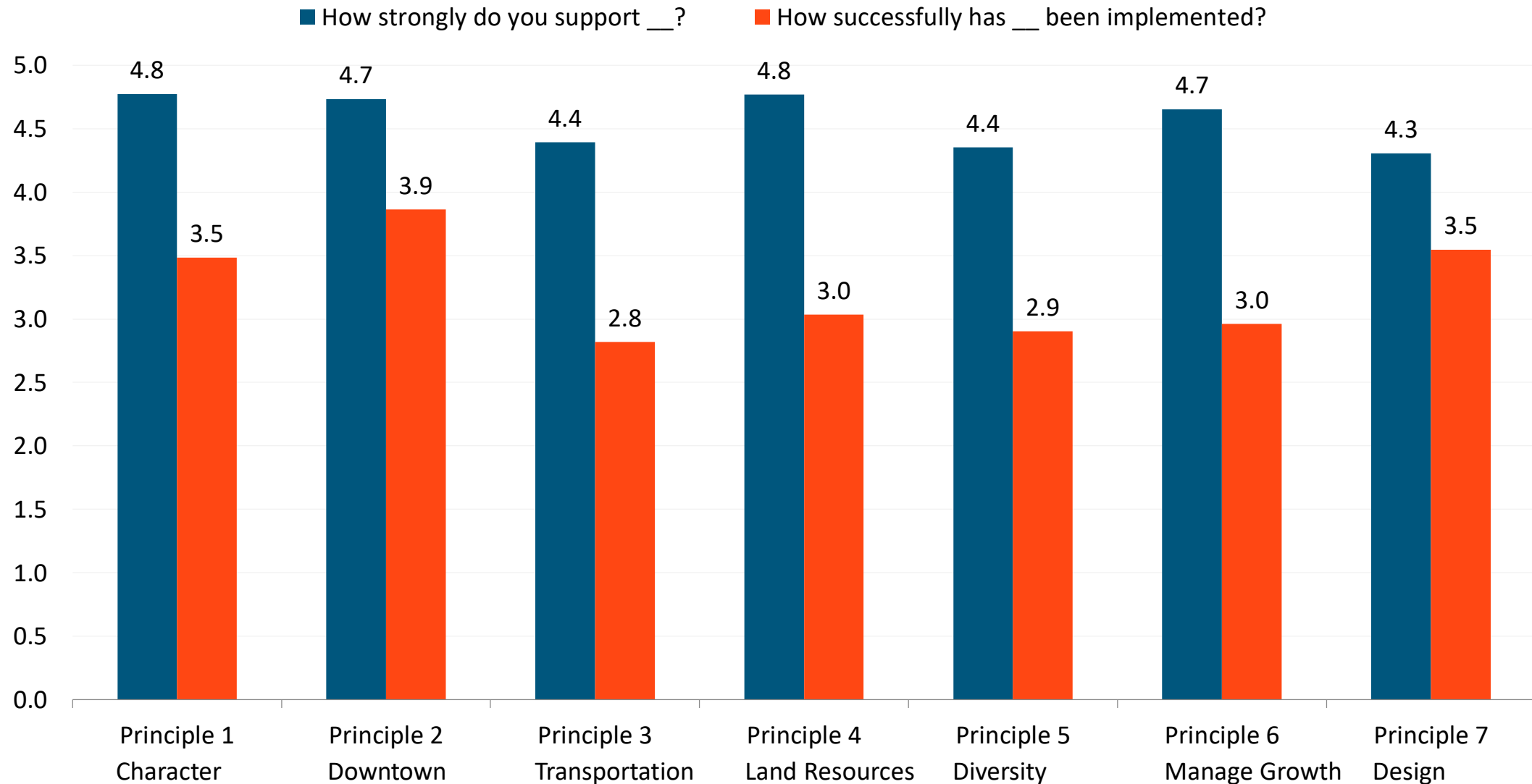
1

What is a vision statement?
A vision is the highest aspirational statement that communities make to describe the intended future outcomes of their plan. This statement is intended to motivate and encourage community members about the future of Davidson and describe a common destiny for the town. Davidson has a vision statement in its 2010 Comprehensive Plan. It also has a set of Core Values and General Planning Principles that are commonly used in guiding community decisions and articulating community values.

Let us know which vision statement you prefer!
Place your sticker on the vision statement you prefer (#1 or #2). If you have ideas for modifying these statements, please write those ideas on your comment card. If you would prefer to share your own ideas for a vision statement, please place your sticker on #3 and provide the statement on your comment card.

<p>Vision Statement #1: Building Off the Town's Core Values Today and in the future, Davidson will be:</p> <p>Engaging</p> <ul style="list-style-type: none">• Citizens are the heart of Davidson, so town government will treat all people fairly, with courtesy and respect.• Open communication is essential to an engaged citizenry, so town government will seek and provide accurate, timely information and promote public discussion of important issues. <p>Safe</p> <ul style="list-style-type: none">• Davidson must be a safe place to live, work, and raise a family, so the town will work in partnership with the community to prevent crime and protect lives, property, and the public realm. <p>Inclusive</p> <ul style="list-style-type: none">• Davidson's historic mix of people in all income levels and ages is fundamental to our community, so town government will encourage opportunities, services, and infrastructure that allow people of all means to live and work here. <p>Village-Focused</p> <ul style="list-style-type: none">• Davidson's traditional character is that of a small, historic college town, so land planning will reflect its historic patterns of village-centered growth including connection of neighborhoods, preservation of our historic resources, conservation of rural areas, and preservation of public spaces. <p>Stewardship-Focused</p> <ul style="list-style-type: none">• Citizens entrust town government with the stewardship of public funds, so government will provide high quality services at a reasonable cost. <p>Sustainable</p> <ul style="list-style-type: none">• Davidson's economic health is essential to its remaining a sustainable community, so town government will judiciously encourage and guide the location of new business opportunities. <p>Accessible</p> <ul style="list-style-type: none">• Citizens need to move easily throughout the town and region, so government will provide a variety of options, such as sidewalks, bike paths, greenways, connected streets, and transit. <p>Green</p> <ul style="list-style-type: none">• Citizens must live in a healthy environment, so town government will protect watersheds, trees, air quality, and other elements of the town's ecology. <p>Livability-Focused</p> <ul style="list-style-type: none">• The physical, social, and intellectual well-being of Davidson citizens is fundamental to our community, so town government will provide and encourage enjoyable, safe, and affordable recreational and cultural living learning opportunities. <p>Collaborative</p> <ul style="list-style-type: none">• At home to Davidson College, the town will engage the college's faculty, staff and students in constructive communication and collaboration.• Davidson exists in proximity to and is interdependent with other jurisdictions, so we strive for local, regional, state and federal cooperation.	<div>1</div>
<p>Vision Statement #2: Building Off the Town's Current Vision Statement Davidson is and will continue to be a welcoming, safe, inclusive, engaging, healthy, and vibrant community that enjoys high-quality public services and unique cultural and natural assets. We manage change based on our long-term vision, as defined by the Comprehensive Plan, that promotes interaction among residents, livable and vibrant neighborhoods, sustainable businesses, historic preservation, accessibility to destinations, protection of important natural features, active public spaces, and partnership efforts to achieve our goals.</p>	<div>2</div>
<p>Vision Statement #3: Create Your Own! If you would prefer, you can create your own vision statement by writing it on your comment card.</p>	<div>3</div>

Prior Inputs on General Planning Principles



Public Inputs for Vision Statements

Small Town Character

- Unique identity / small town feel
- Sense of community and inclusion
- Walkability and connectivity
- Opportunities to connect / interact
- Small, independent, or local businesses
- Safety
- Population size
- Ability to be heard or involved
- Affordability

Diversity

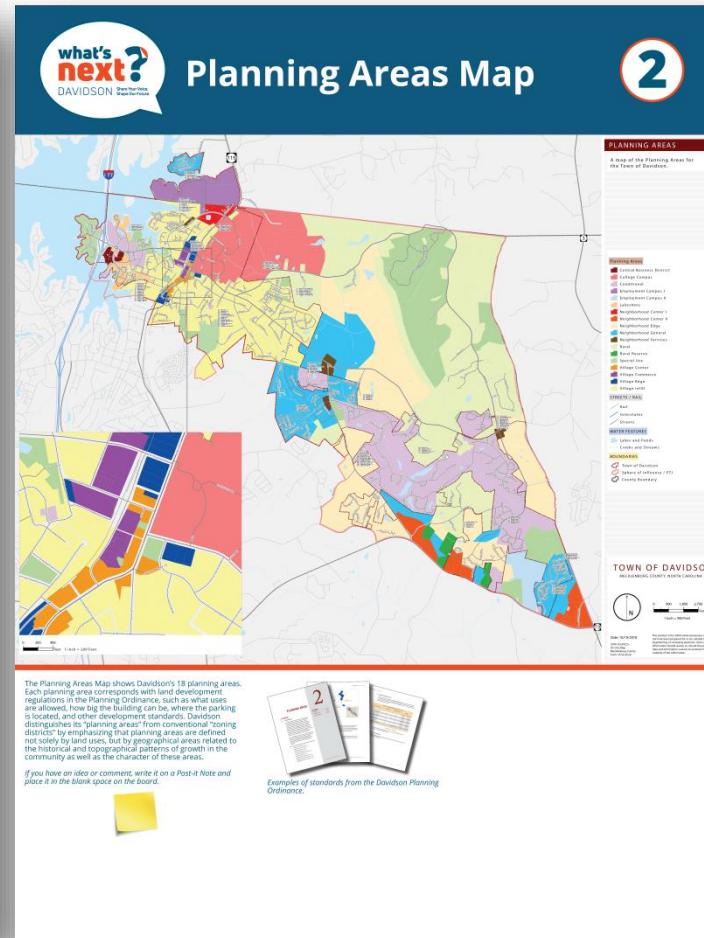
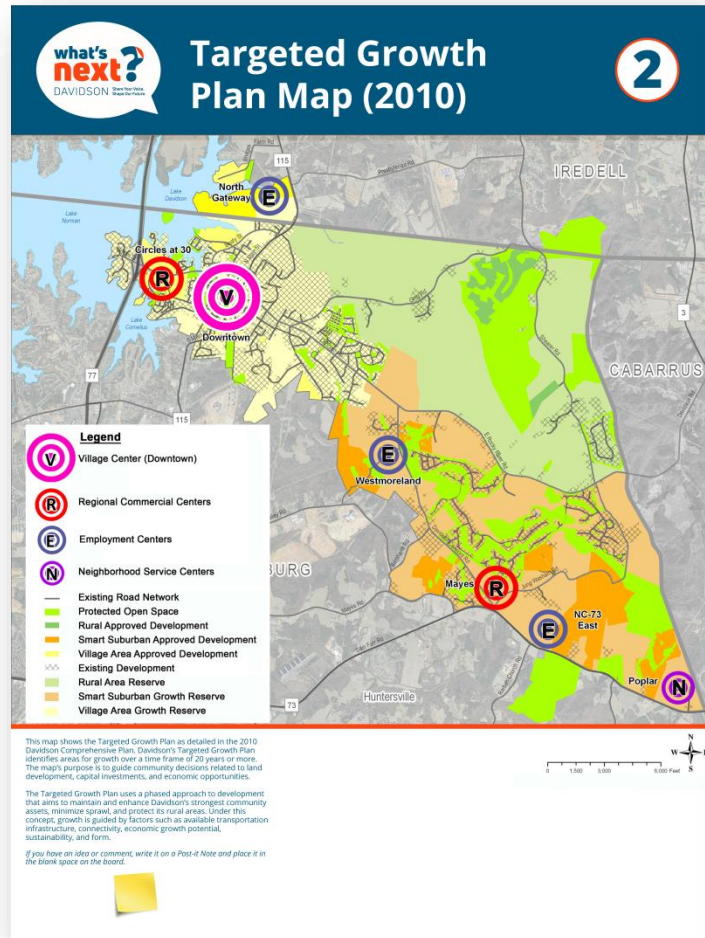
- Cultural diversity
- Socioeconomic diversity
- Diversity in housing
- Diversity in cultural offerings
- Support existing diversity
- Economic / tax diversity
- Diversity in jobs
- Diversity in businesses
- Oppose government intervention for diversity

Future of Davidson

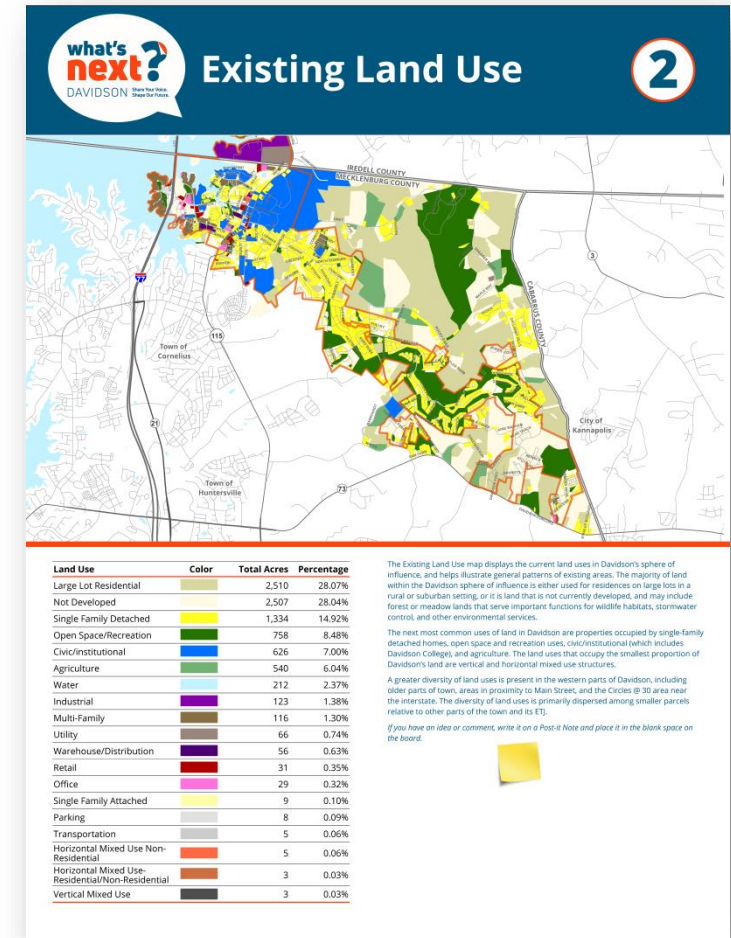
- Bikeability, connectivity, walkability
- Growth management and preservation
- Arts, entertainment, recreation, restaurants, and retail
- Traffic management
- Housing
- Alternative transportation
- Diversity
- Finances
- Education

Station 2: Davidson's Planning Influences

Current Growth Policies & Regulations

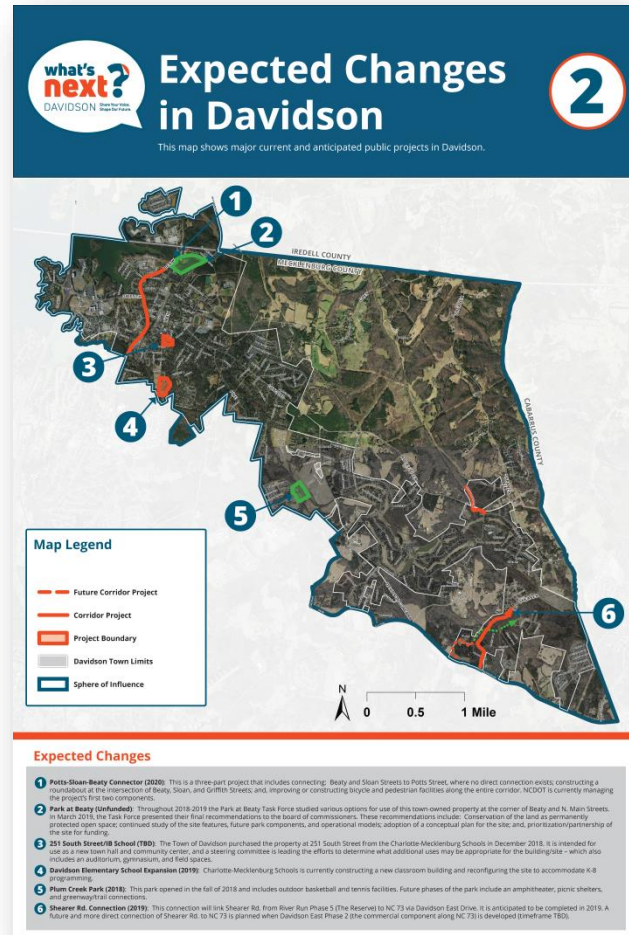


Existing Conditions

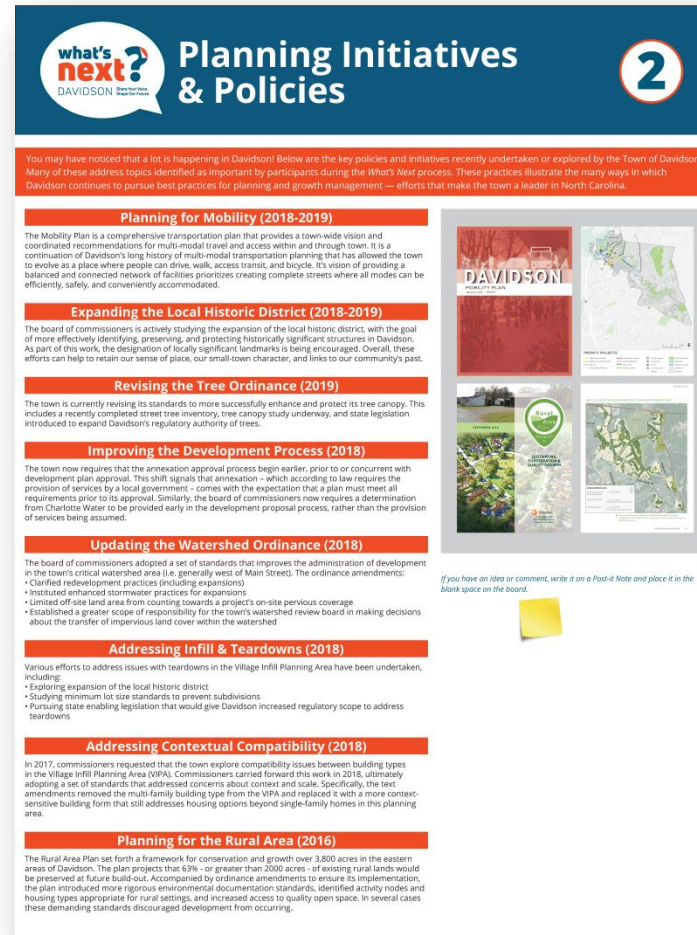


Station 2: Davidson's Planning Influences

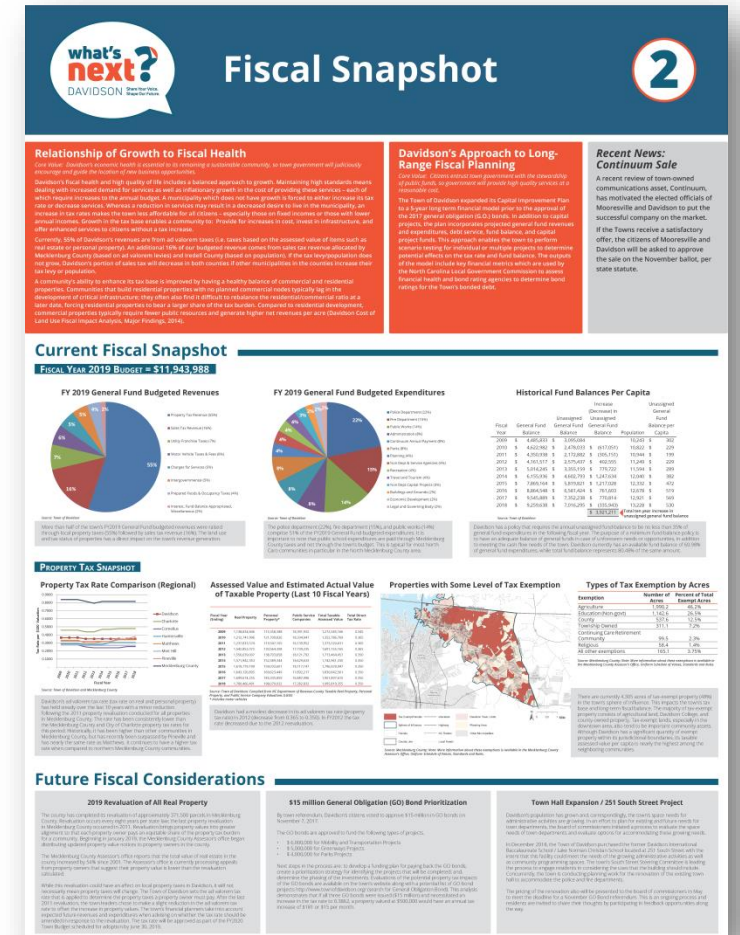
Expected Changes



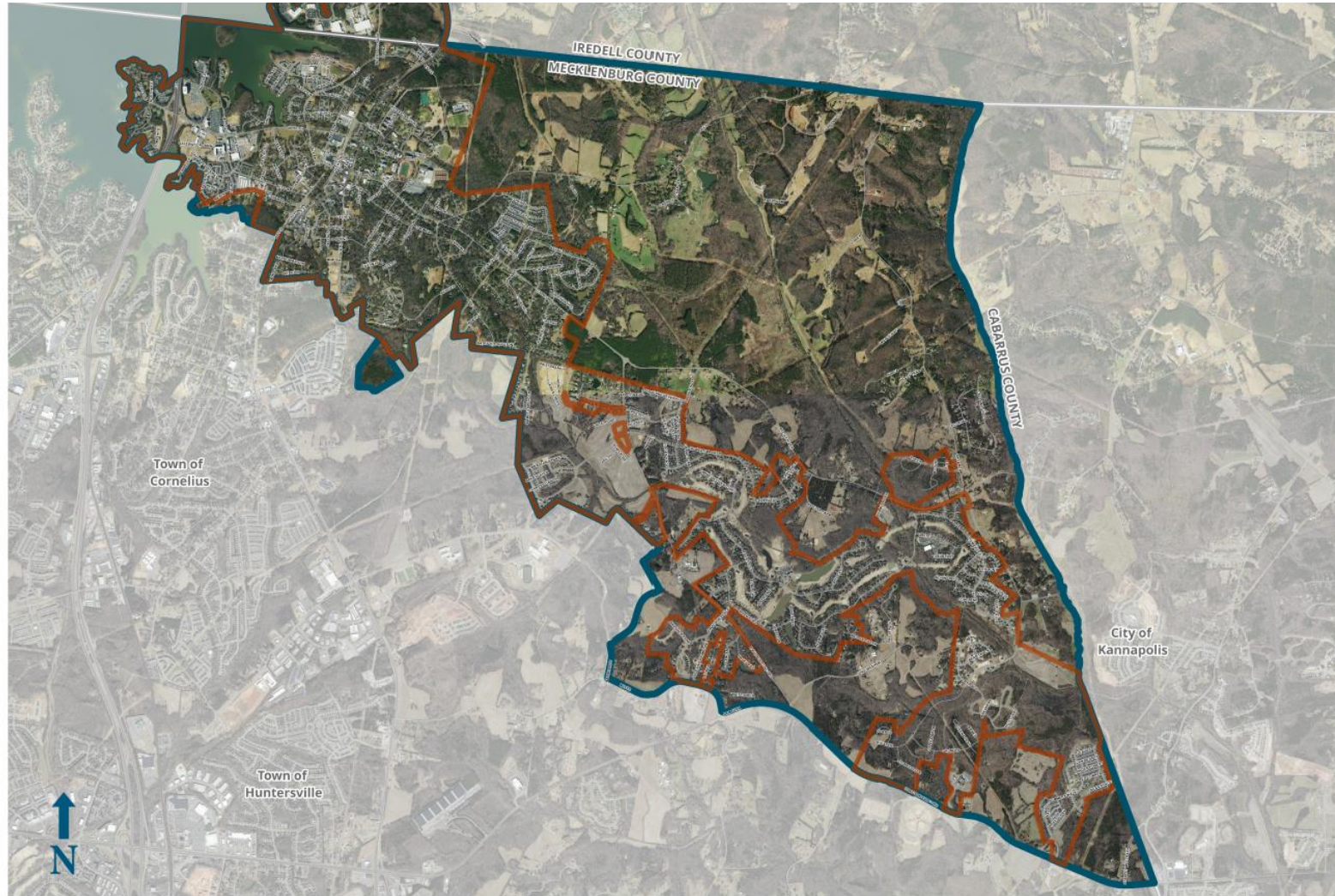
Important Policy Initiatives



Fiscal Considerations



Station 3: Places to Change, Maintain, Replicate



Station 4: Designing Future Davidson

















Open Space & Residential

what's next? **DAVIDSON** Share Your Vision. Shape Our Future.

Designing Davidson's Future 4

Residential & Open Space Areas

Which Places Would You Like to See in Davidson? Which Places Do Not Belong? Below are images from other communities of a variety of residential and open space areas, including single-family streets, townhomes, multifamily housing, large-lot housing, farms, and natural areas. For each image, identify whether it is a place you would like to see in Davidson or a place you do not think should be in Davidson.

Like this place	Don't like this place	Open Space & Single Family Detached	Single Family Attached & Multifamily	Like this place	Don't like this place
					
					
					
					
					
					
					
					

















Commercial & Employment

what's next? **DAVIDSON** Share Your Vision. Shape Our Future.

Designing Davidson's Future 4

Areas of Activity

Which Places Would You Like to See in Davidson? Which Places Do Not Belong? Below are images of areas of activity from other communities, including commercial, employment, and residential uses. For each image, identify whether it is a place you would like to see in Davidson or a place you do not think should be in Davidson.

Like this place	Don't like this place	Commercial & Mixed Use Activity Areas	Employment Areas	Like this place	Don't like this place
					
					
					
					
					
					
					
					

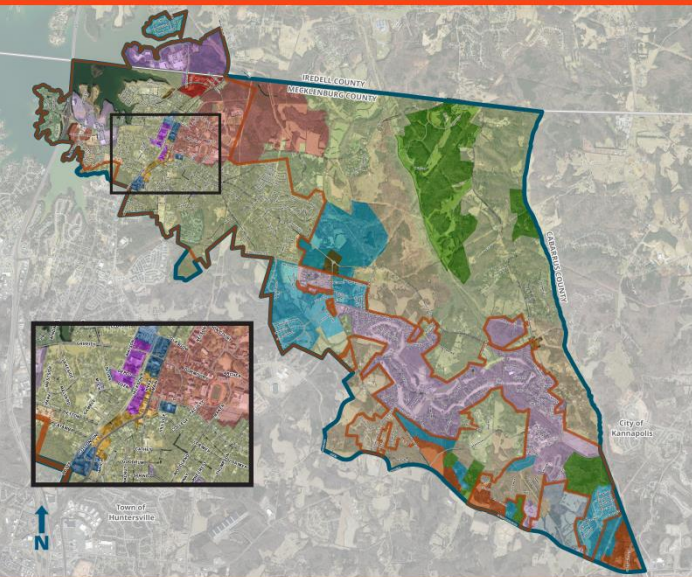
Locating Character Types

what's next? **DAVIDSON** Share Your Vision. Shape Our Future.

Mapping the Character Types 4

Now that you have identified places you would like to see in Davidson, it's time to map where you think those places belong. The map below shows an aerial of the town with Davidson's Planning Areas overlaid on top. Please identify on the map the types of places you would like to see in Davidson in the future. Specifically, you can:

- Find 3-5 images on the Designing Davidson's Future boards that you like
- On dots, write down the letter(s) that corresponds with each image
- Place each dot on the map in locations where you would like to see those places



Davidson's Planning Areas

- Central Business District
- College Campus
- Conditional
- Employment Campus I
- Employment Campus II
- Lakeshore
- Neighborhood Center I
- Neighborhood Center II
- Neighborhood Edge
- Neighborhood General
- Neighborhood Services
- Rural
- Rural Reserve
- Special Use
- Village Center
- Village Commerce
- Village Edge
- Village Infill
- Municipal Boundary
- Sphere of Influence

Next Steps

How You Can Stay Involved

Next Steps

1. Tomorrow – *Part II: Assessing*

- » 4 theme-based discussions
- » In-depth review and synthesis of workshop input
- » **Public Drop-In 4:30 pm – 6:30 pm (Congregation House)**

2. Wednesday – *Part III: Planning*

- » 3 theme-based discussions
- » Drafting of maps and policy recommendations based on public input
- » **Public Open House 6:00 pm – 8:00 pm (Davidson Town Hall)**

Please Fill Out the Exit Questionnaire!



Exit Questionnaire

Before you leave, please take a minute to answer the following questions. Your feedback is crucial to documenting participation in the planning process.

1. How did you hear about the *Shaping What's Next Workshop* events?
☐ Friend or Acquaintance ☐ Social Media (Facebook, Twitter, Nextdoor) ☐ Organization: _____
☐ Newspaper Article / Ad ☐ Poster / Flyer ☐ Town of Davidson Website ☐ Other: _____
☐ Email ☐ What's Next Website
☐ Community Event ☐ Online News
2. Were you comfortable completing the meeting activities? If not, explain why. ☐ Yes ☐ No
3. Did you feel your input was heard and recorded accurately? If not, explain why. ☐ Yes ☐ No
4. Will you continue to participate in the planning process? If not, explain why. ☐ Yes ☐ No
5. Did you interact with *What's Next* during the first round of public intercept events that took place October-December 2018? ☐ Yes ☐ No
6. Did you attend the *Conversation on What's Next Workshop* on January 17, 2019? ☐ Yes ☐ No
7. Additional Comments? (i.e. Are there any additional topics or ideas that you would like to share?)

Questionnaire continues on the back of this page →

Please tell us about yourself.

This information helps us know if participation at this event represents Davidson's diversity. Your responses are anonymous.

8. You are ☐ Female ☐ Male ☐ Other: _____
9. Which racial group do you most closely identify with?
☐ Asian ☐ Native American ☐ Two or more races
☐ Black/African-American ☐ White/Caucasian ☐ Other: _____
10. Are you Hispanic or Latinx? ☐ Yes ☐ No
11. What is your age?
☐ <18 ☐ 25-34 years ☐ 45-54 years ☐ 65-74 years
☐ 18-24 years ☐ 35-44 years ☐ 55-64 years ☐ 75 or over
12. What is your highest level of education?
☐ Less than a high school diploma ☐ Some college ☐ Bachelor's Degree
☐ High school diploma ☐ Associate's Degree ☐ Master's Degree / Ph.D.
13. How long have you lived in Davidson?
☐ 0-4 years ☐ 10-19 years ☐ 30-39 years ☐ 50+ years
☐ 5-9 years ☐ 20-29 years ☐ 40-49 years ☐ Live outside the town
14. Do you work within the Town of Davidson? ☐ Yes ☐ No ☐ Retired
15. Do you own a business within the Town of Davidson? ☐ Yes ☐ No
16. Do you own property within the Town of Davidson? ☐ Yes ☐ No
17. Please tell us about your annual household income:
*(*This information will be cross referenced with the census data for Davidson to ensure we have representative input from the community. All answers are anonymous)*

<input type="checkbox"/> Less than \$35,000	<input type="checkbox"/> \$75,000 to \$99,999	<input type="checkbox"/> \$200,000 to \$299,999
<input type="checkbox"/> \$35,000 to \$49,999	<input type="checkbox"/> \$100,000 to \$149,999	<input type="checkbox"/> \$300,000 +
<input type="checkbox"/> \$50,000 to \$74,999	<input type="checkbox"/> \$150,000 to \$199,999	<input type="checkbox"/> Prefer not to answer

Thank you for completing this form and for participating!

How to Stay Involved

1. Sign up for What's Next eCrier
2. Visit www.WhatsNextDavidson.com (News tab)
3. Review *Community Snapshot Report*
4. Review *Exploring Our Planning Principles Public Engagement Report*
5. Come to our meeting on Wednesday!

Keep up with the process!



www.WhatsNextDavidson.com

Adjourn

Please fill out the Exit Questionnaire.