Council-Manager Memo #16
Friday, February 24, 2012

CHARLOTTE.

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WEEK IN REVIEW:

Mon (Feb 27)	Tues (Feb 28)	Wed (Feb 29)	Thurs (Mar 1)	Fri (Mar 2)
11:45 AM Council Agenda Briefing, Room 280 4:00 PM Council Business Meeting, Room 267		3:00 PM Council Budget Retreat, Room 267	12:00 PM Economic Development Committee, Room 280	

CALENDAR DETAILS:

Monday, February 27

11:45 am Council Agenda Briefing, Room 280

4:00 pm Council Business Meeting, Room 267

Wednesday, February 29

3:00 pm Council Budget Retreat, Room 267

Thursday, March 1

12:00 pm Economic Development Committee, Room 280
AGENDA: Economic impact of sports; SBE mobilization loan program; Review of draft FY13 Focus Area Plan; Small business week update

February and March calendars are attached ("see 2. Calendar.pdf").

AGENDA NOTES:

Agenda Item #11 – Midtown Morehead Cherry Area Plan
Staff Resource: Kent Main, Planning, 704-336-5721, kmain@charlottenc.gov

City Council received public comments on the *Midtown Morehead Cherry Area Plan* at its meeting on February 13. Three speakers, representing Cherry and Dilworth neighborhoods and the Real Estate and Building Industry Coalition, voiced support for the plan. On February 23, City Council's Transportation and Planning Committee voted unanimously (Howard, Autry, Cooksey and Kinsey) to recommend approval of the plan with the Proposed Revisions to the Draft Plan. Full Council approval of the plan with the revisions is on Monday's agenda.

INFORMATION:

Wayfinding and Parking Guidance System Update
Staff Resource: Vivian Coleman, CDOT, 704-336-4275, vcoleman@charlottenc.gov

The Wayfinding and Parking Guidance System began operation in January 2012. The system provides signage to guide customers and visitors to Uptown parking, attractions, sports venues, and cultural districts.

At this time, the system is undergoing a soft launch to test the sign components. This includes the parking deck signs that display numbers of spaces available, and the gateway signs coming into town that will display various messages for parking and traffic management. Other signage has been installed to guide visitors from the freeway system to their intended

destinations. Visitors will find pedestrian scaled 'kiosks' throughout Center City that show destinations, maps, current events and parking information.

City staff is working with Center City Partners to prepare for the upcoming CIAA basketball tournament by incorporating wayfinding and parking information through a variety of marketing and outreach methods.

Over the next week, the Charlotte Regional Visitors Authority (CRVA) is reaching out to provide helpful visitor information for the tournament:

- Links to parking information on the CIAA website (including real time parking data, maps to parking decks, and information about signage)
- Providing parking information to hotels outside of the Center City. Inside Center City visitors will be encouraged to park once and walk or take transit options (i.e. Gold Rush) to venues
- Providing information to 311 and Park It staff to answer visitor questions

Staff is also finalizing the communications and marketing plan to educate motorists about the wayfinding and parking guidance system. The program will be marketed under the umbrella of "Find Your Way". Staff anticipates a full launch of the system by late spring. **See "3. Parking.pdf" for the flyer and map of uptown parking decks.**

ATTACHMENTS:

February 13 Transportation and Planning Committee Summary **(see "4. TAP Summary.pdf")**