



FROM MAYBERRY TO METROPOLIS

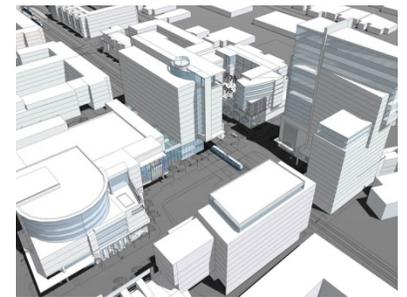
A PROCESS FOR A VISION-BASED FUTURE

An Insider Perspective

Presented by
The Honorable Patrick McCrory
Mayor, Charlotte, NC



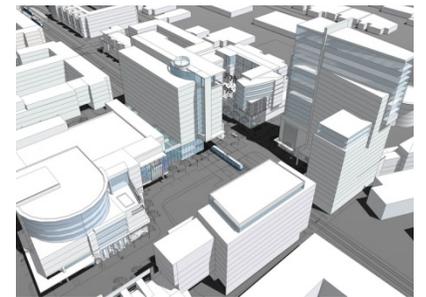
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MESSAGE

*Start with the end result in mind as to
"why is this important"
Must be concise and appeal to all audiences*



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SUSTAINABLE

Long term quality of life is the cornerstone of the Vision



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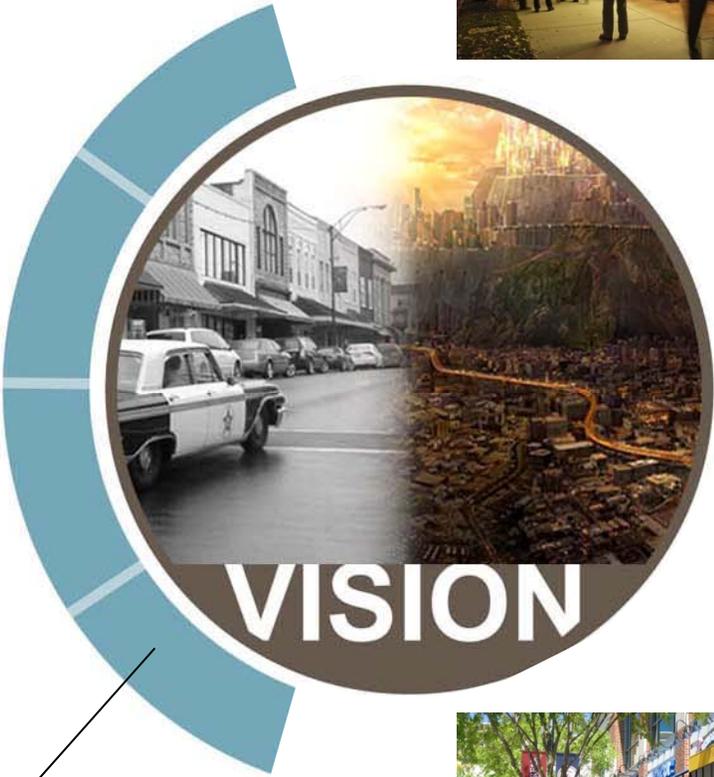


MOBILITY

All modes of moving around



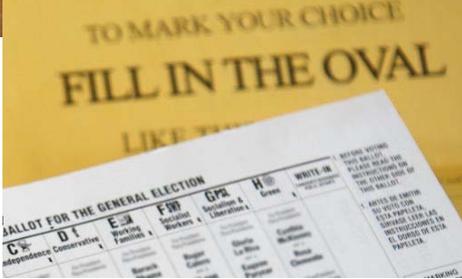
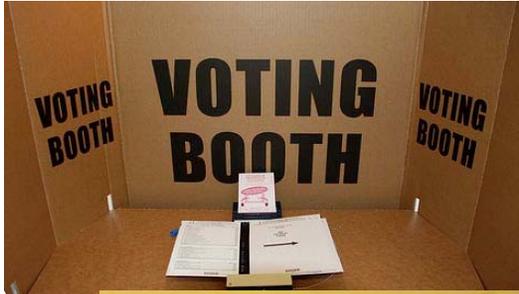
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ECONOMIC DEVELOPMENT

Motivating the private sector is key

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GOVERNANCE
Depoliticize the decision-making process



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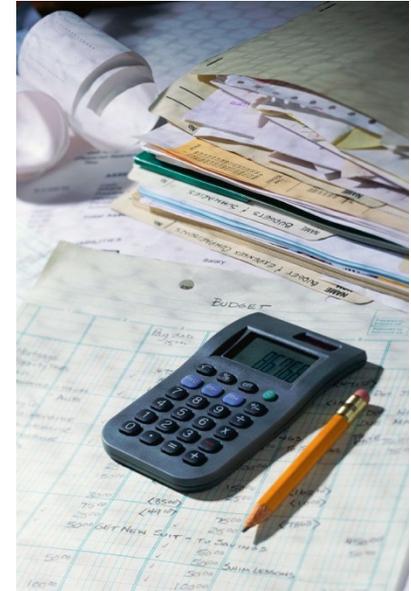


	Square Footage	DU	Use # of Stories	Parking	Area Class	Lot Size
OFFICE	2,076,729	2,077	2	2	1,000	2
Detached House	358,977	326	2	2	1,100	2
Detached House	381,891	212	2	2	1,800	2
RESIDENTIAL HOUSING	1,377,627	1,148	2	2	1,000	2
Detached House	1,308,746	727	2	2	1,100	2
Condominium/Townhouse	1,740,200	1,450	4	2	1,800	2
Detached House	831,932	416	4	2	2,000	2
EXISTING	503,587	315	4	2	1,200	2
Condominium/Townhouse	286,415	143	4	2	1,800	2
Detached House	1,421,918	508	6	2	2,000	2
Detached	200,453	111	2	2	1,600	2
Detached	10,488,475	7,434	1	2	2,800	2
Detached	17,408,725		1	2	1,800	2

DECISION MAKING MODEL

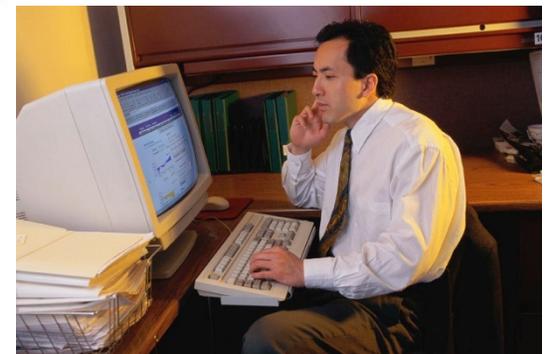
Develop criteria—that you can measure

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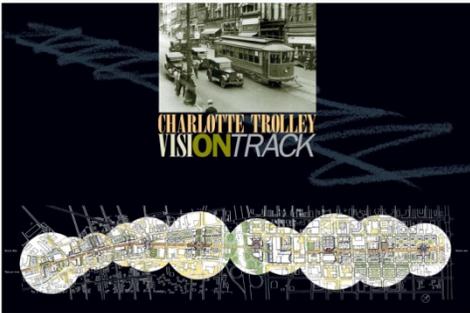
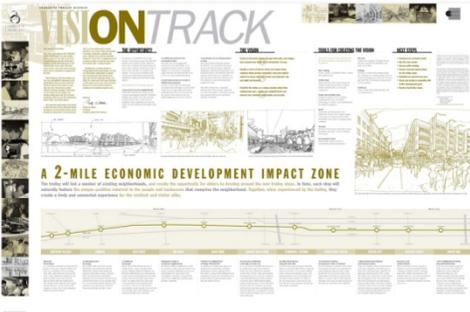


FIND THE \$

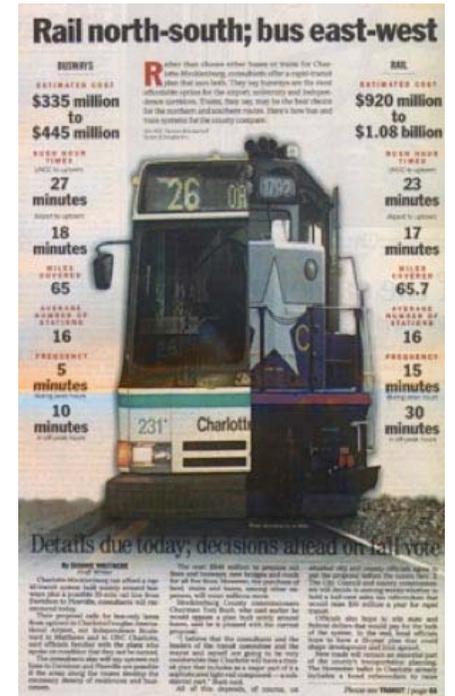
Finding the funds, and staying within budget



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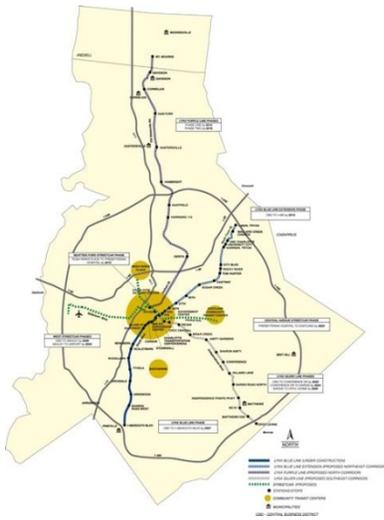
KEEP IN TOUCH
Stay in contact with everybody



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MAKE IT WORK

Design/Construction/Operations



STAY COMMITTED

Never be complacent



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Never be complacent

MAKE IT WORK

Design/Construction/Operations

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FIND THE \$

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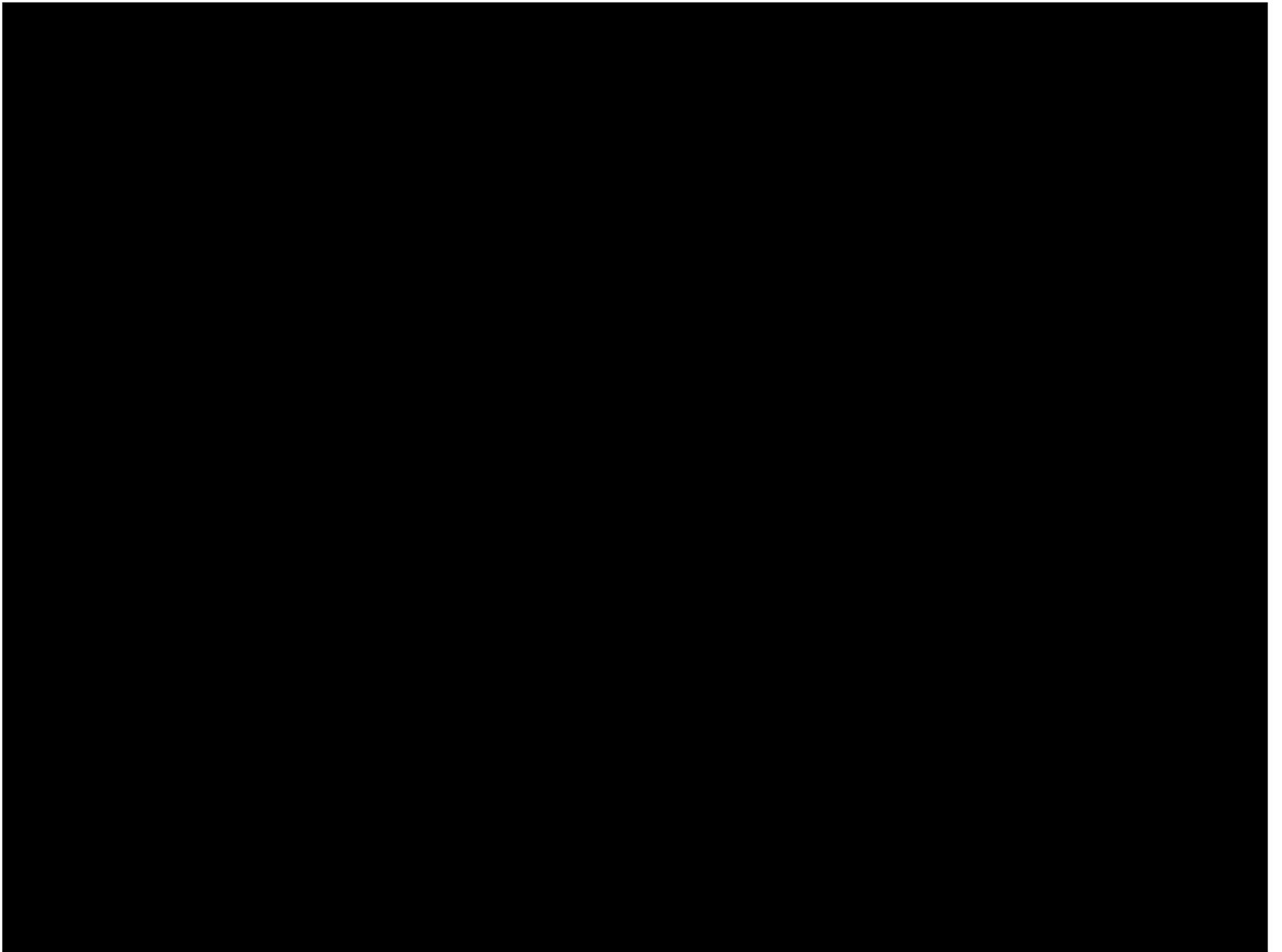
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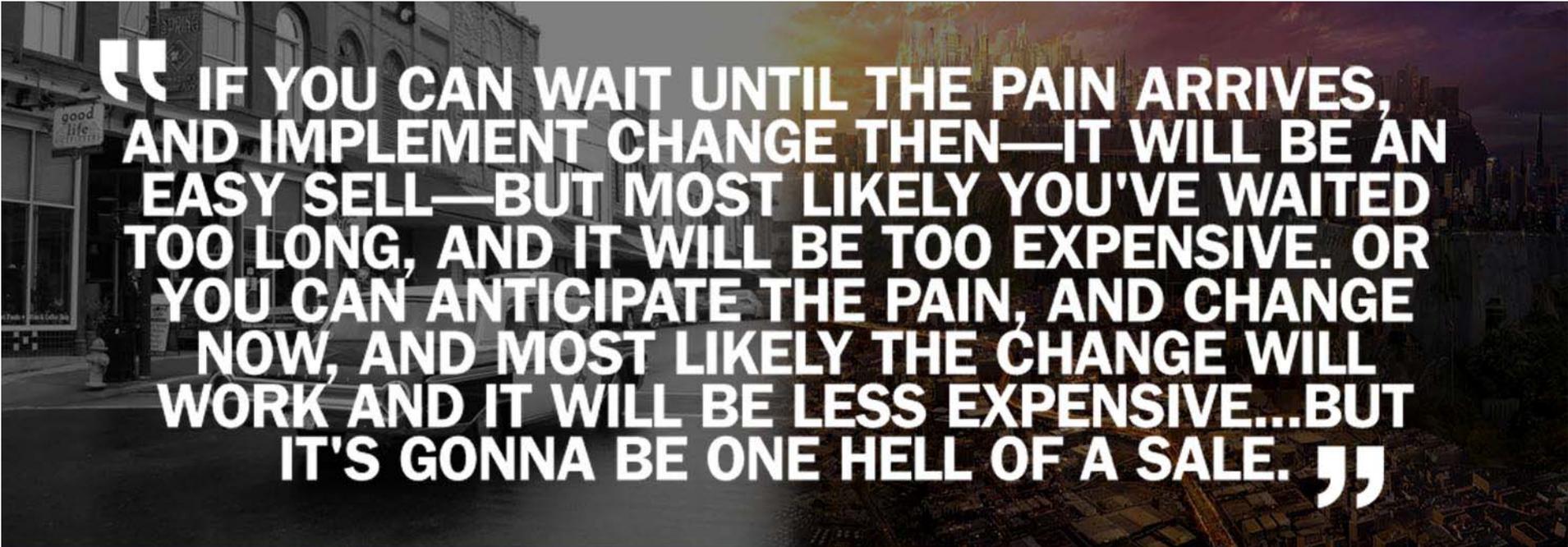
MESSAGE

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Must be concise and appeal to all audiences*



VISION





“ IF YOU CAN WAIT UNTIL THE PAIN ARRIVES,
AND IMPLEMENT CHANGE THEN—IT WILL BE AN
EASY SELL—BUT MOST LIKELY YOU'VE WAITED
TOO LONG, AND IT WILL BE TOO EXPENSIVE. OR
YOU CAN ANTICIPATE THE PAIN, AND CHANGE
NOW, AND MOST LIKELY THE CHANGE WILL
WORK AND IT WILL BE LESS EXPENSIVE...BUT
IT'S GONNA BE ONE HELL OF A SALE. ”

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