

GROWING BETTER PLACES

A More Equitable and Inclusive Charlotte



West
Round 1: Community Trade-Offs

CHARLOTTE
FUTURE
2040
COMPREHENSIVE
PLAN

West

GROWTH AND EQUITY

The West area of the city makes up 27% of Charlotte's land area, but only 14% of the households and 17% of the city's jobs. Current projections show this area slightly increasing its percent of households to 16% and maintaining its percent of jobs (17%) by 2040. This area is projected to make up 22% of the city's total growth. Data shows that this area has the least dense and diverse housing options, and relatively low access to transit and bicycle facilities. It also has low commercial density, which indicates most jobs are in service or manufacturing.

Using the growth information and the housing and jobs chips set up on the board, do you think the projected growth for this area is high or low? How would you adjust or distribute the projected growth in a way that is equitable for this area and the city as a whole?

PLACES

This area is mostly made up of Lower Intensity Residential with large areas portions of Industrial intermixed. Most of the jobs in this area are along the major roadways in the northern most and southern most portions and around the airport. There are few Activity Centers in the West.

Using the Place tokens and thinking about the current distribution of uses in the area, what types of Places should be prioritized in the West geography? Choose your top 2-4.

Game Purpose:

- Explore impacts and trade-offs of growth
- Gather valuable community input using a fun, non-traditional activity

How was the input used?

- Strategies choices and tile locations inform the **alternative growth scenarios**

Growth Game: What we did

over 1,800*
people



gave input



in person

↪ **840+**



online

↪ **990+**

***data collected at in person and online game sessions**

44,000+ views of Charlotte Growing Better Places Game content
including flyers, Facebook promotions, and emails

Game Results – Growth Strategies

Of the 15 total strategies, these were the most favored both in-person and online:

- **Transit Corridors:** Invest in another high capacity transit corridor
- **Neighborhood Mixed Use:** Add goods and services in more neighborhoods
- **Displacement:** Reduce pressure on neighborhoods with high intensity residential in activity centers
- **Transportation Choices:** Invest in bike and pedestrian improvements

Vision Elements | Round 1

Livable & Connected

Transportation Improvements

Residents need safe and convenient ways to get to transit stations to make light rail and express buses viable options for getting to work and other important destinations.

Implement bike sharing, shuttles, park and rides, and clear wayfinding and pedestrian and bicycle connections around transit stations and major destinations.

1

Strategy

Game Results – Growth Strategies

These strategies were favored in-person but more balanced in the online version.

- **Activity Centers:** Multiple strong activity centers outside Uptown
- **Duplexes and Triplexes:** Allow on adequately sized lots in existing neighborhoods

Vision Elements | Round 1

Prosperous & Innovative

Activity Centers

The vast majority of higher paying jobs in Charlotte are located in Center City and in the southern portion of the city.

Highlight opportunity areas for new commercial and employment centers in the West, North, and East parts of the city. Ensure zoning and development codes in these areas support uses that create jobs.

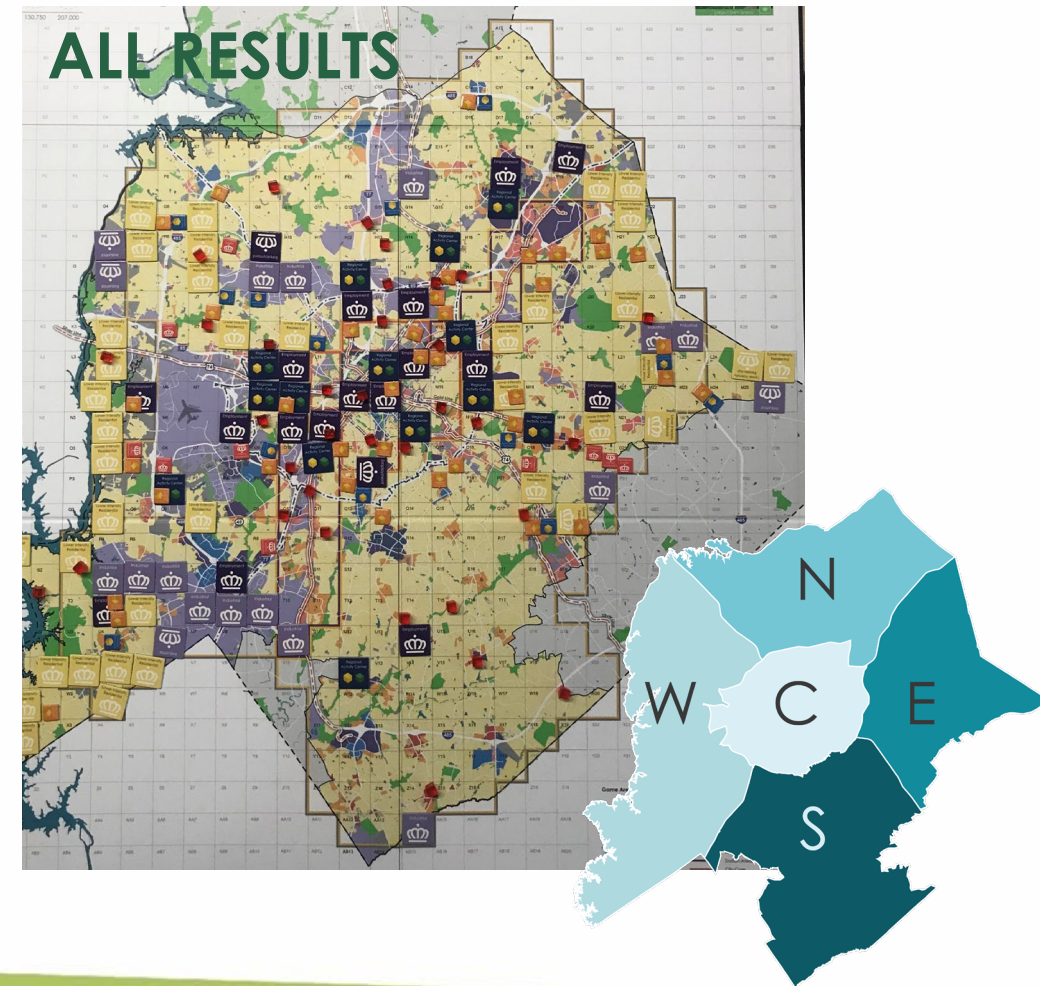
1

Strategy

Game Results: Mapping Agreement

Based on all of the game plays, the composite results show growth on every square that players chose. These results show common themes:

- Reinforce existing pattern of growth
- More development in West, Center
- Less development in South
- Follows transit and activity centers in East and North
- Well distributed neighborhood nodes in all geographies



Game Results: Mapping Differences

Based on all of the game plays, the composite results show many differences:

- What type of development should there be at the boundary of the West/Central area? It's possible that some people were misinterpreting the Central area as uptown, when in fact it was a much larger area.
- Fewer activity centers.
- More neighborhood nodes where the players live (small-scale retail and office centers that are walkable).

