AREA PLAN POLICY ASSESSMENT

Planning Commission Work Session

January 6, 2014

Purpose: To provide a project overview and gather input

- Project Background
- Process and Schedule

- Internal Assessment Results
- SWOT 2.0 Exercise
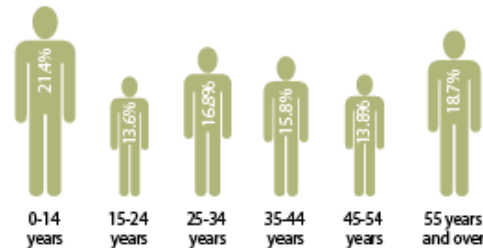

- Next Steps and Questions

Why asses our plans NOW?

Changes in Our Community - Population

Year	City of Charlotte	Mecklenburg County	Charlotte MSA
2012	772,627	966,160	1,857,624
2011	750,124	938,020	1,812,317
2010	731,424	919,628	1,758,038
2009	716,874	935,304	1,725,759
2008	695,995	902,803	1,676,495
2007	664,342	871,432	1,626,694
2006	648,139	850,178	1,594,799
2005	632,760	820,635	1,545,348
2004	614,330	790,809	1,500,338
2003	594,176	770,299	1,453,816
2002	579,684	746,427	1,411,472
2001	551,645	720,490	1,370,361
2000	540,828	695,454	1,330,448
1990	395,934	511,433	1,024,096
1980	315,473	404,270	855,538
1970	241,420	354,656	741,118
1960	201,564	272,111	426,549

Percent of Population by Age Group
Mecklenburg County 2010
Source: 2010 U.S. Census ESRI

0-14 years	15-24 years	25-34 years	35-44 years	45-54 years	55 years and over
21.4%	13.6%	16.8%	15.8%	13.8%	18.7%

Racial Composition
Mecklenburg County 2010

- White 55.3%
- Black 30.8%
- Other 13.9%
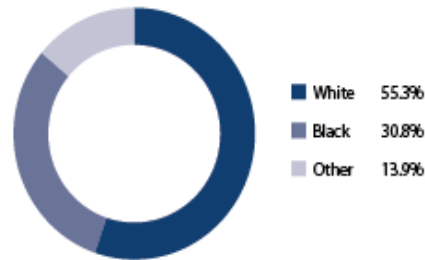
Population Rankings
City of Charlotte U.S. (population) rank — 17
MSA U.S. (population) rank — 34
Source: U.S. Census, 2010, Charlotte Chamber Population Estimates

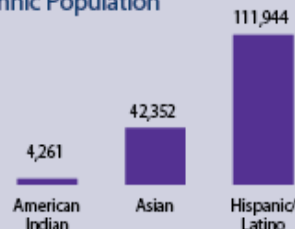### Mecklenburg County Population Projections
(Growth rate is projected at 3.0 percent per year)

- 2012 — 966,160
- 2022 — 1.3 Million

Median Age:
- Males: 32.9
- Females: 34.9

Ethnic Population

- American Indian: 4,261
- Asian: 42,352
- Hispanic/Latino: 111,944

Source: U.S. Census, 2010 Census ESRI

Charlotte is *changing*

Achieving our vision is _more_ **Intentional**

Rethinking our implementation tool Zoning Ordinance

CHARLOTTE

Project Goal: To assess the effectiveness of our existing land use policy structure and to develop recommendations to strengthen our policy development processes, products and implementation tools.

Project Work Flow

1 ASSESS
Assess and confirm issues with internal and external stakeholders.

2 ANALYZE
Analyze information to develop goals for focus areas.

3 ACT
Develop a plan of action to address short, medium and long terms policy goals.

Project Focus Areas

PROCESS
Broaden our toolbox for developing area plans. Build upon recent process enhancements and incorporate new ideas from other communities.

PRODUCT
Restructure our current format and content. Develop new print and web-based tools to communicate land use policies.

IMPLEMENTATION
Strengthen linkages between area plan vision and implementation tools. Develop new processes and regulatory tools to clearly articulate policy implementation process.

Project Schedule

Assessment

- **Intradepartmental Assessment** — **July – October 2013**
- **Interdepartmental Interviews** — **October 2013**
- Planning Commission Input — January 2014
- Community Workshop — March – May 2014

Analysis

- **Research Land Use Policy in Other Cities** — **July 2013 – March 2014**
- **Review /Summarize Current Land Use Policies** — **July 2013 – March 2014**
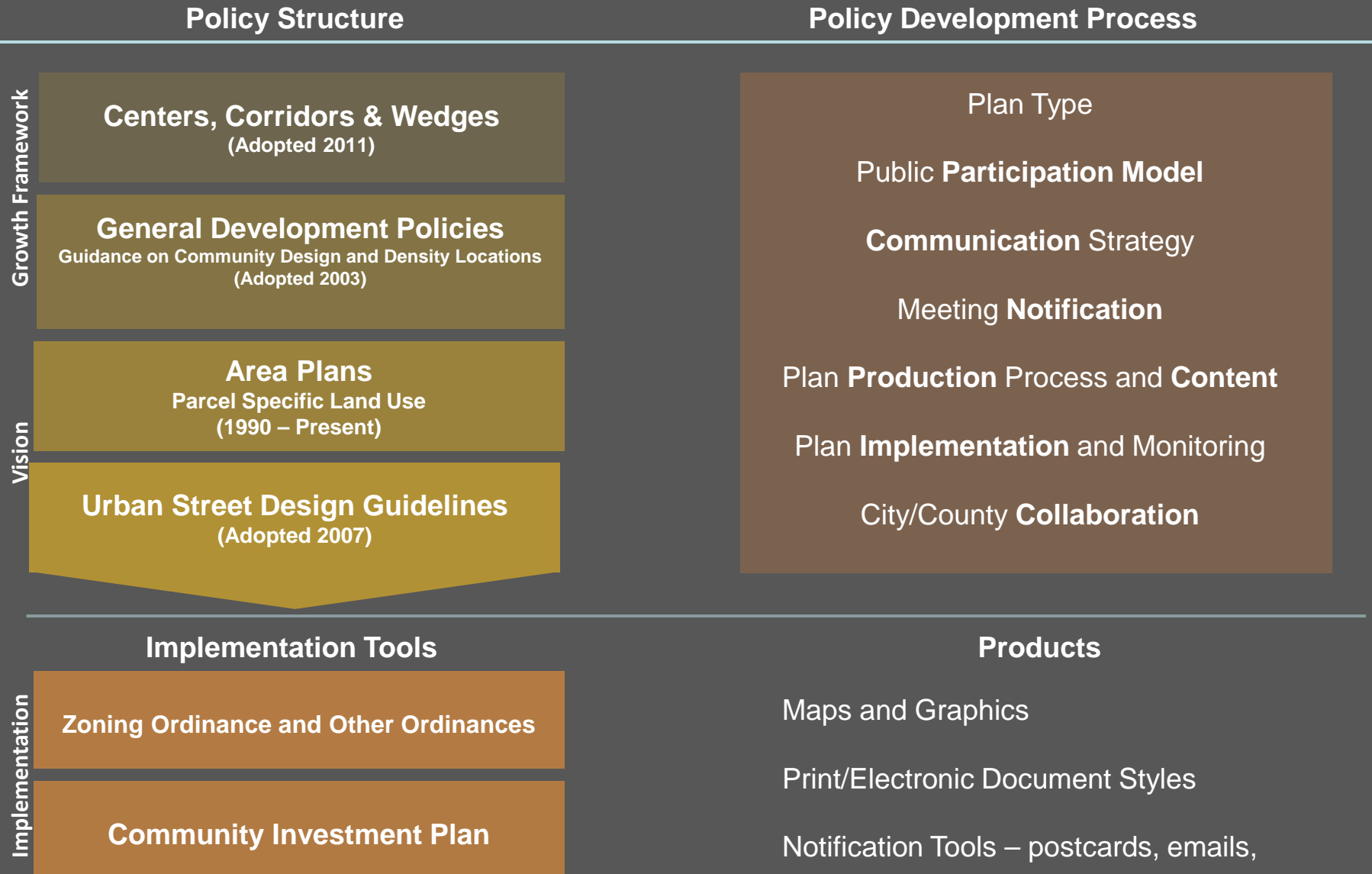- Summarize Assessment Findings — March - April 2014

Act

- Develop Report of Findings and Approaches — April 2014
- Share Findings and Possible Approaches — May – June 2014
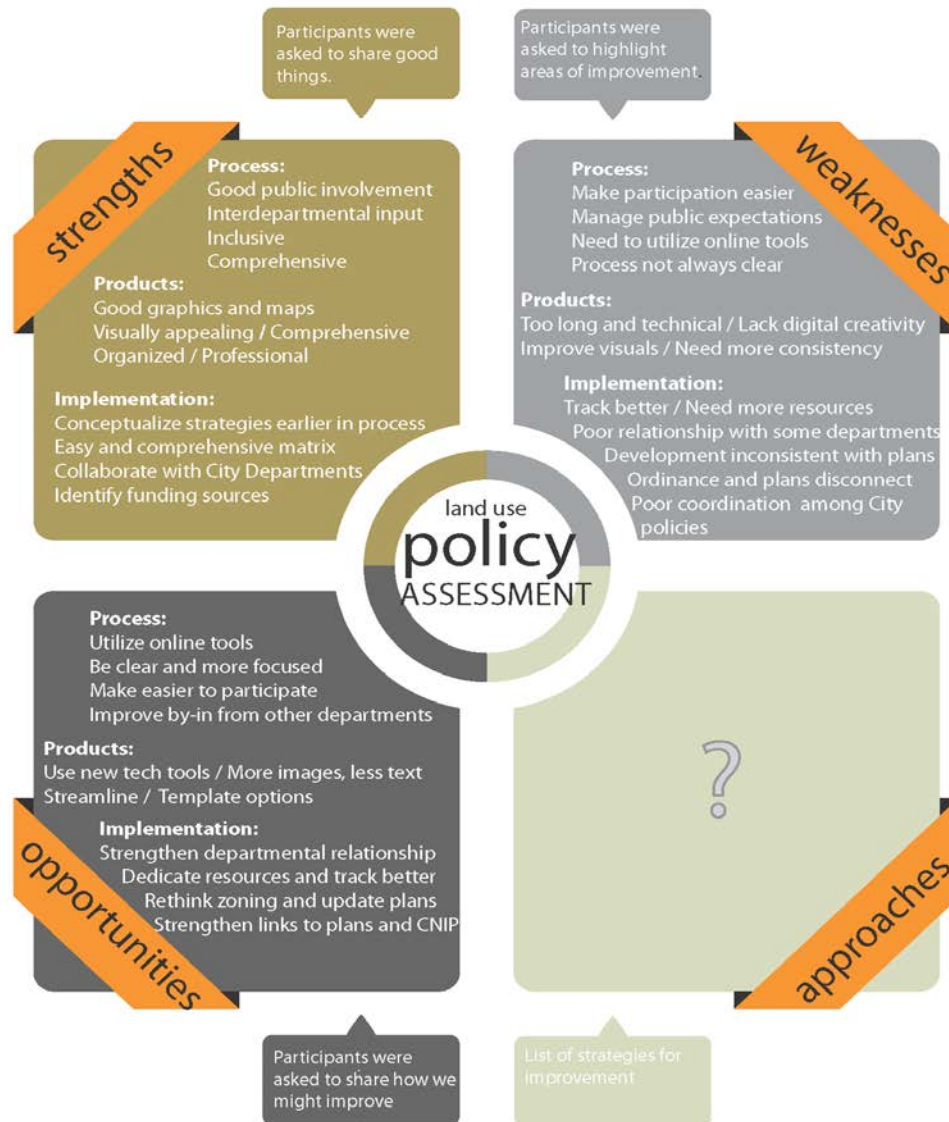- Begin Discussions about Approaches — July 2014

What did we ASK stakeholders to consider?

Policy Structure

Growth Framework

Centers, Corridors & Wedges
(Adopted 2011)

General Development Policies
Guidance on Community Design and Density Locations
(Adopted 2003)

Vision

Area Plans
Parcel Specific Land Use
(1990 – Present)

Urban Street Design Guidelines
(Adopted 2007)

Implementation Tools

Implementation

Zoning Ordinance and Other Ordinances

Community Investment Plan

Policy Development Process

Plan Type

Public **Participation Model**

Communication Strategy

Meeting **Notification**

Plan **Production** Process and **Content**

Plan **Implementation** and Monitoring

City/County **Collaboration**

Products

Maps and Graphics

Print/Electronic Document Styles

Notification Tools – postcards, emails,

Summary of Feedback from Planning Staff and Our Partners

LAND USE POLICY ASSESSMENT THEMES
Summary of the Internal Assessment Process

Participants were asked to share good things.

Participants were asked to highlight areas of improvement.

strengths

Process:
Good public involvement
Interdepartmental input
Inclusive
Comprehensive

Products:
Good graphics and maps
Visually appealing / Comprehensive
Organized / Professional

Implementation:
Conceptualize strategies earlier in process
Easy and comprehensive matrix
Collaborate with City Departments
Identify funding sources

weaknesses

Process:
Make participation easier
Manage public expectations
Need to utilize online tools
Process not always clear

Products:
Too long and technical / Lack digital creativity
Improve visuals / Need more consistency

Implementation:
Track better / Need more resources
Poor relationship with some departments
Development inconsistent with plans
Ordinance and plans disconnect
Poor coordination among City policies

land use
policy
ASSESSMENT

Process:
Utilize online tools
Be clear and more focused
Make easier to participate
Improve by-in from other departments

Products:
Use new tech tools / More images, less text
Streamline / Template options

Implementation:
Strengthen departmental relationship
Dedicate resources and track better
Rethink zoning and update plans
Strengthen links to plans and CNIP

opportunities

approaches

?

Participants were asked to share how we might improve

List of strategies for improvement

Strength Weakness Opportunities - *No Threats*

Instructions

- Everyone should have received THREE different colors of post-it notes.

- Write ONE thought or comment on EACH Post-It.

- Comments should be about our:
  - Process
  - Products
  - Implementation

- Place each of your Post-It notes on the wall.

Time

- 45 Minutes

Next Steps

- **Complete project branding**
  February 2014

- **Complete external assessment**
  March 2014

- **Complete research and finalize Assessment Report**
  April 2014