



**2040**  
COMPREHENSIVE  
PLAN

October 7, 2019





# Agenda

1. Brief Overview of Charlotte Future 2040
2. Review of Schedule + Process
3. Phase 1: Outcomes
4. Phase 2: Update  
Results of Growing Better Places Game
  - **Discussion** -
  - Alternative Growth Scenarios
  - Comparison of Scenario Performance
  - **Discussion** -
5. Phase 3 + 4 Look Ahead
6. Community Meetings + Next Steps





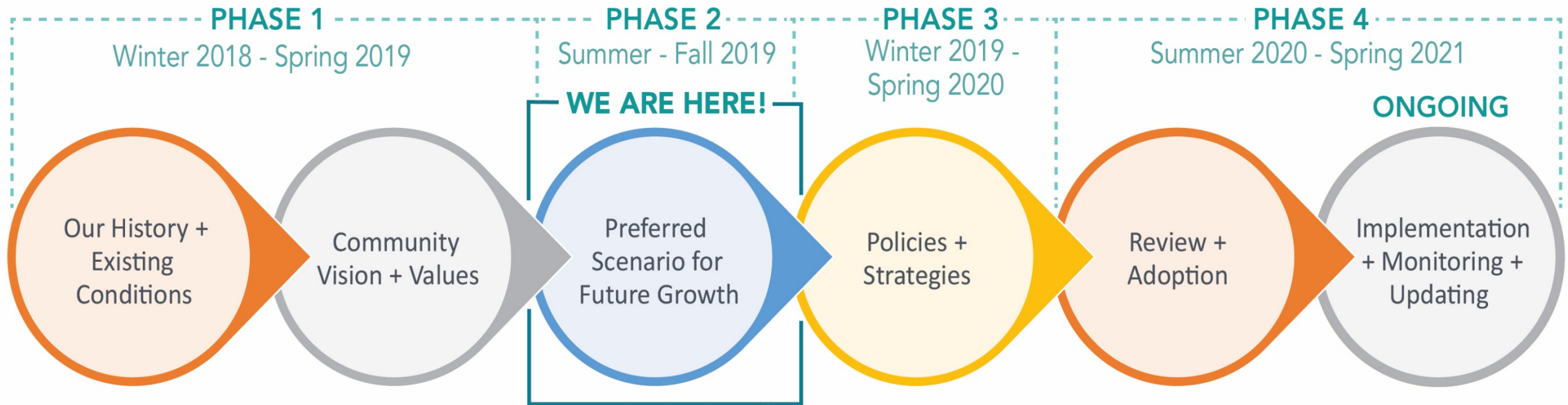
A Comprehensive Plan **guides our growth** to achieve the physical structure we want for Charlotte in 20 years.

A **shared vision** of our growth, development and capital investments





# Schedule and Process Steps





# Phase 1

September 2018 -  
April 2019

**Primary Objective:**  
*Establish community  
values and vision.*

These will inform the direction and priorities for policies around growth, development, and investments.

- Policy audit
  - Equity atlas
  - Growth factors
  - Engagement input
  - Vision framework
-



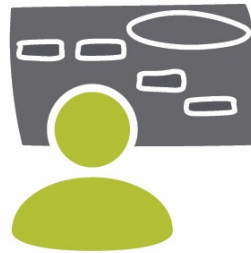
# Phase 1 Engagement: What We Did

We invited input at in-person events in several locations and through online surveys seeking many diverse voices.

**over 1,500\*  
people**



**gave input**



**community  
workshops**

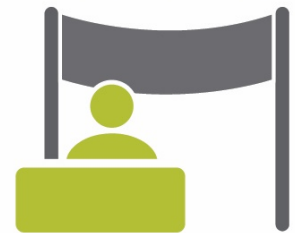
↔ **240+**



**survey**

↔ **650+**

**14 events**



**pop-ups**

↔ **700+**

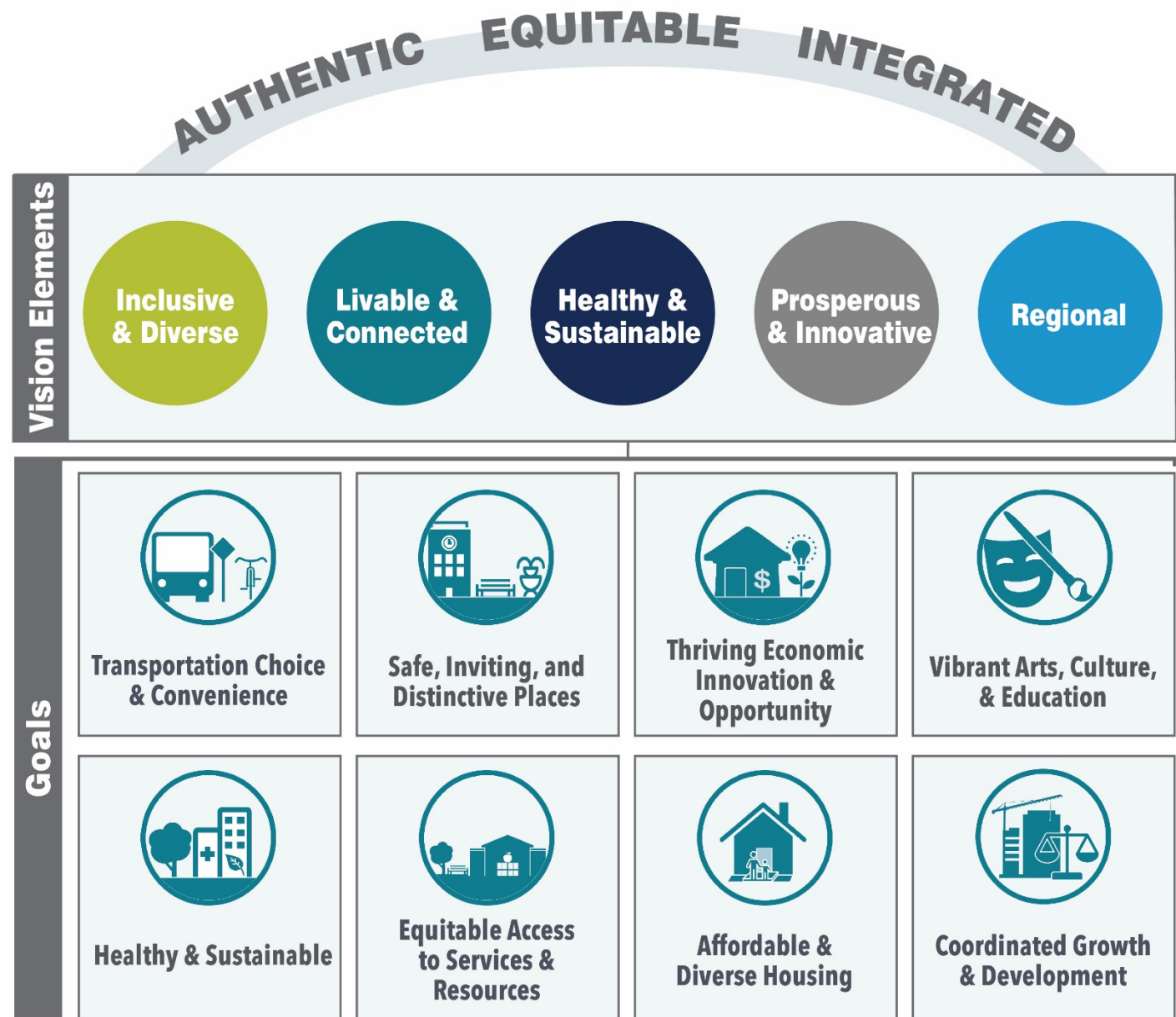
**\*those that gave input through community workshops, online surveys, and pop-up events**

**256,000+**

**views of Charlotte Future related content  
including flyers, Instagram posts, and emails**



# Phase 1 Outcome: Vision and Goals Framework





## Phase 2

April - November 2019

**Primary Objective:**  
*Establish a preferred growth scenario.*

This will provide a general structure for the plan both in physical mapping and in policy.

- Placetypes analysis & refinement
  - Placetype market readiness/land use
  - Growth scenario option tradeoffs
  - Engagement input
  - Preliminary policy framework
  - Preferred scenario
-



# Scenario Planning



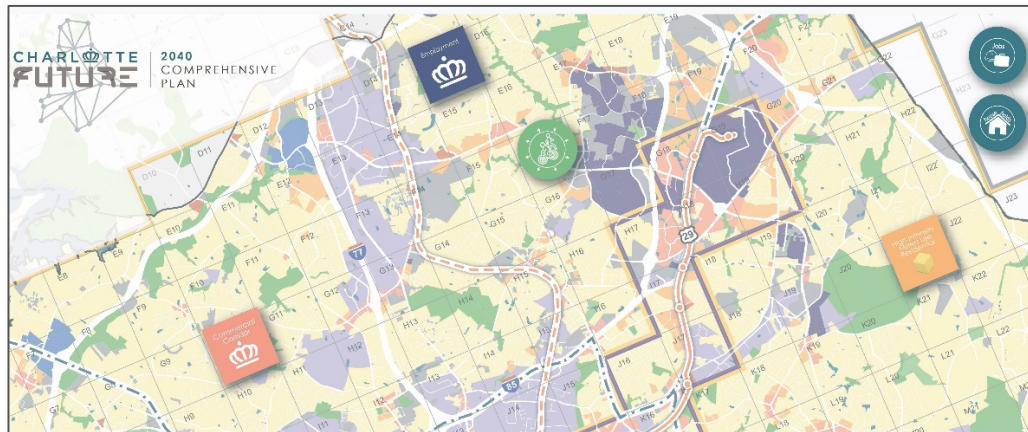
Purpose:

Help us make more informed decisions about our future

Consider future issues and challenges

Estimate likely effects of different growth and development patterns

Better understand the impacts/trade-offs of our choices



## GROWING BETTER PLACES

A More Equitable and Inclusive Charlotte



West  
Round 1: Community Trade-Offs

CHARLOTTE  
FUTURE  
2040  
COMPREHENSIVE  
PLAN

## 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**

### 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.



# Growth Game: What we did

**over 1,800\***  
**people**



**gave input**



**in person**

↔ **840+**



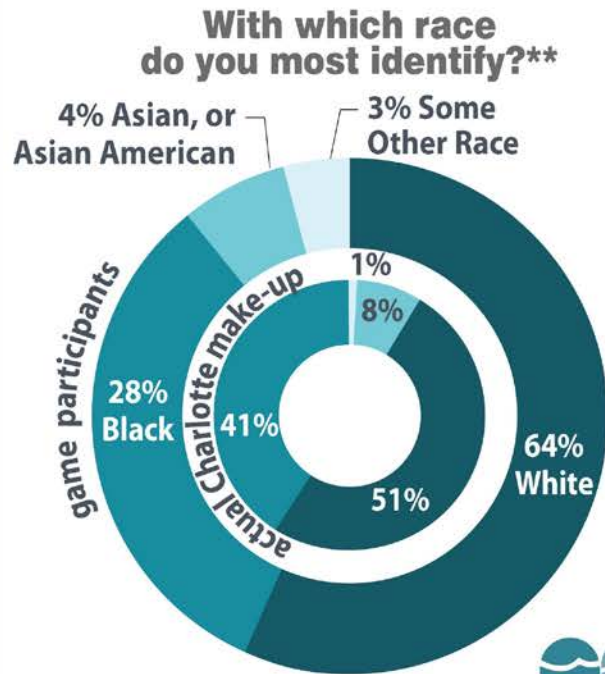
**online**

↔ **990+**

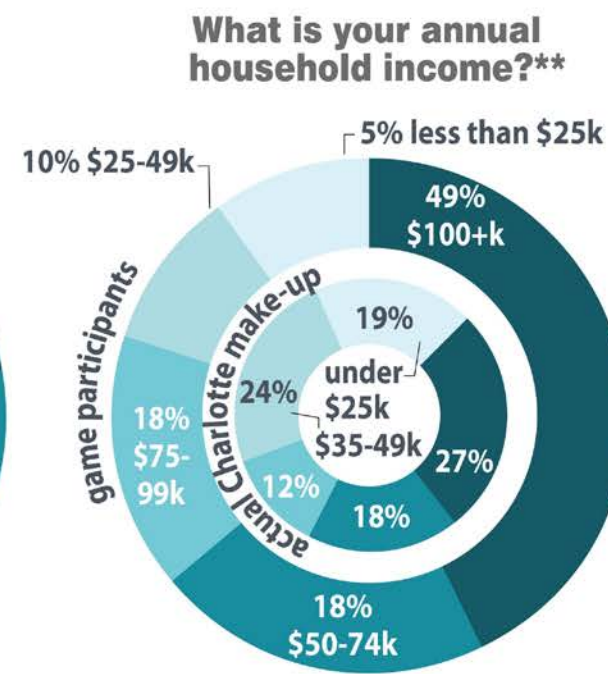
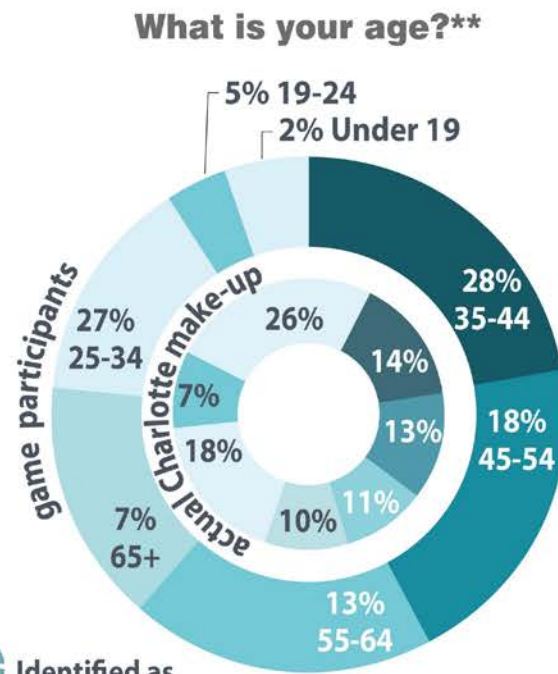
**\*data collected at in person and online game sessions**

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

# Growth Game: Who participated



**Ethnicity\*\*:**  Identified as Hispanic/Latino: **7%**  
Actual Charlotte make-up: **14%**



\*\*Race/ethnicity: 965 respondents; Age: 1138 respondents; Income: 1032 respondents; Gender: 1122 respondents; results from online and community workshops. Actual Charlotte Make-up from American Fact Finder 2017 American Community Survey (ACS) 5-Year Estimates.





# Game Results – Growth Strategies

Favored in online and in-person

- 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

Favored in-person, balanced online

- 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 – Growth Strategies

Not Favored online or in-person

- Accessory Dwelling Units: Relax the strict development standards required for Accessory Dwelling Units (ADUs) to reduce the barriers to their construction
- Industrial Development: Encourage new industrial uses in other areas of the city, adjacent to major roadways that can support freight traffic

Vision Elements | Round 1

**Prosperous & Innovative**

## *Industrial Development*

The majority of light and heavy industrial development in Charlotte is currently in the West portion of the city. This distribution is inequitable.

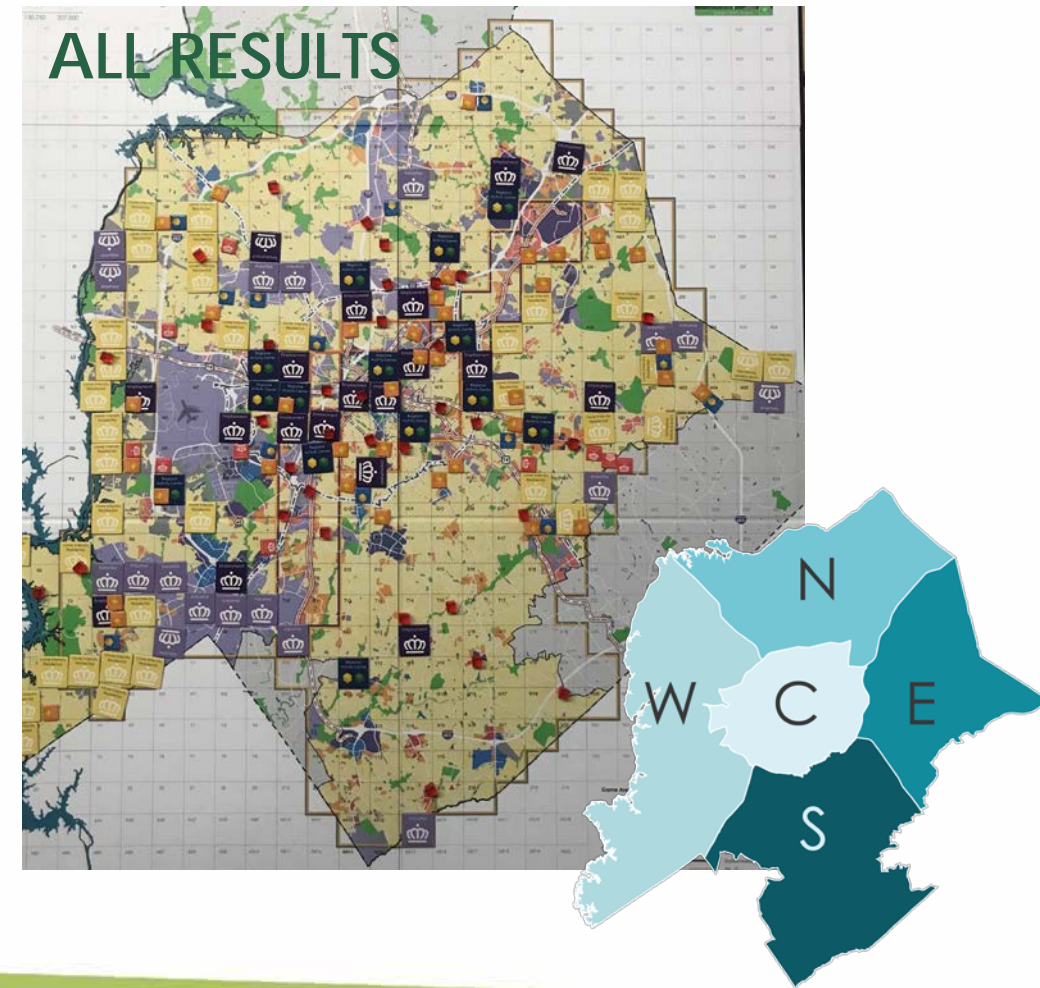
**Restrict new industrial development in the West area of the city. Incentivize new industrial uses to be distributed in other areas of the city, adjacent to major roadways that can support freight traffic.**

1

Strategy

# Game Results: Mapping Agreement

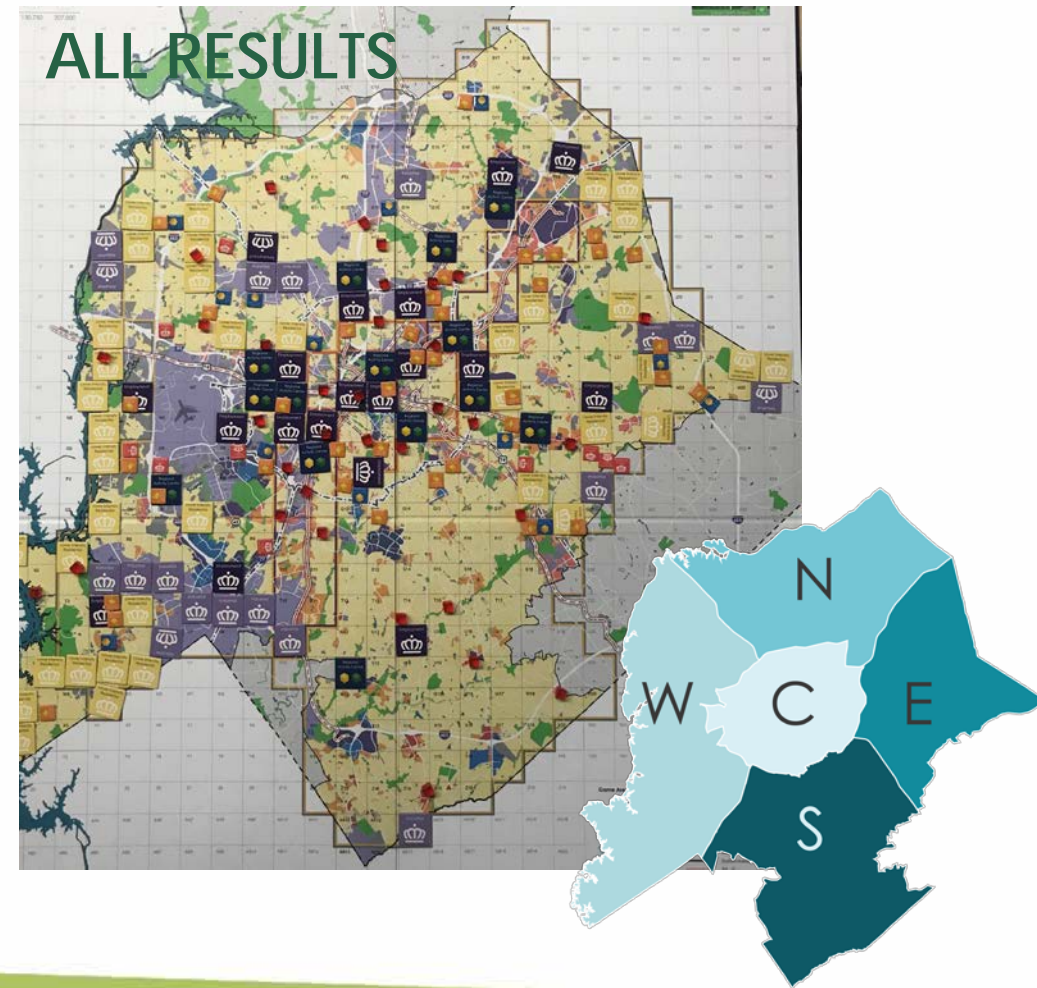
- Reinforces existing patterns
- Most intensification in West, Center
- Least development in South
- In East and North, follows transit and activity centers
- Well distributed neighborhood nodes in all geographies





# Game Results: Mapping Differences

- Which square at boundary of West/Central
- Fewer activity centers, more neighborhood nodes where the players live





# Council Discussion/Questions?

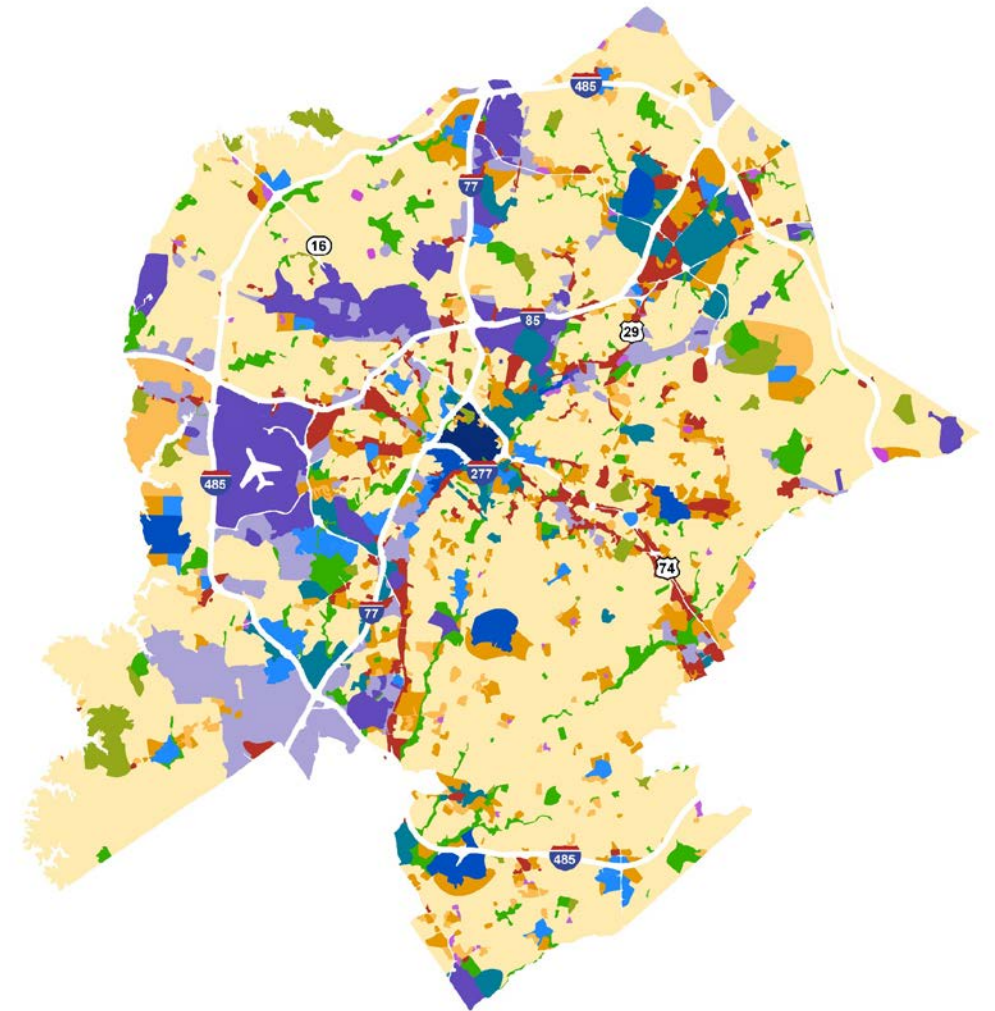
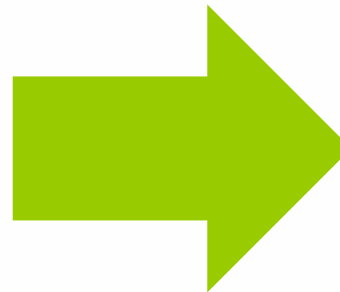
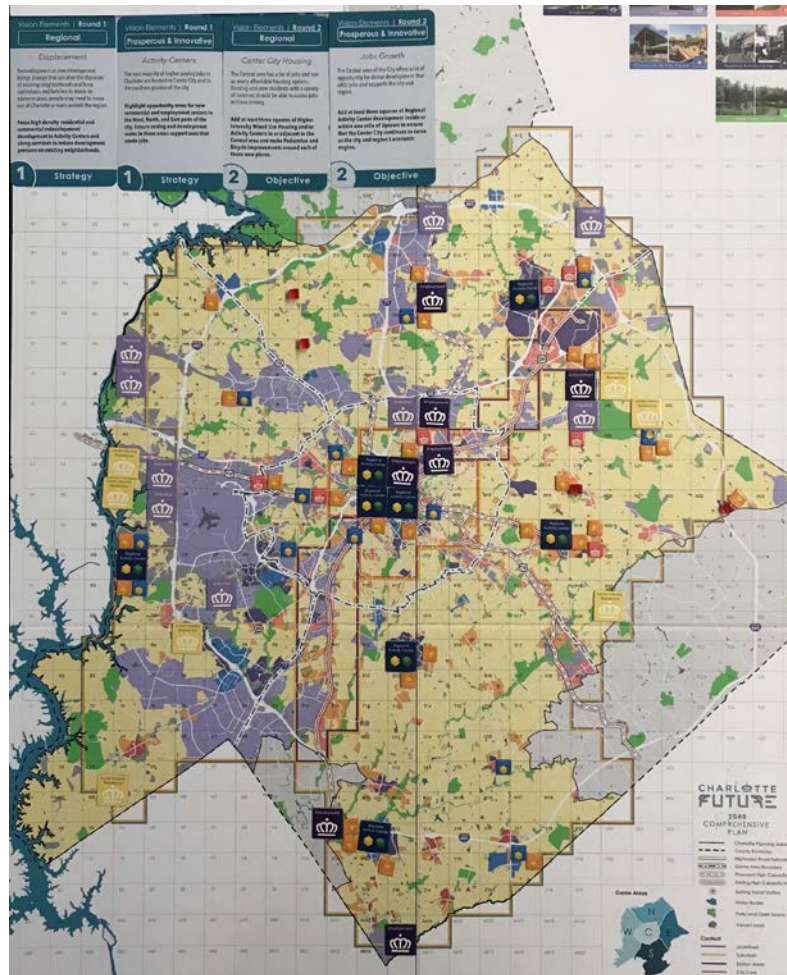
## 1. What feedback have you gotten on the game?

We've heard:

- Love it, learned a lot – especially about challenges in different areas of the city
- Game provided too much direction
- Planning is really hard, a lot of trade-offs to consider
- 5 geographies too arbitrary
- Want to provide input on more specific areas and policies; game did not answer all our questions
- Where can I buy the game!

## 2. Do any of the game results surprise you?

# Game Results Inform Scenarios

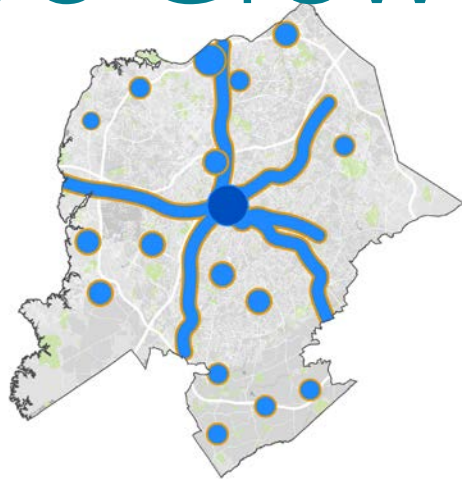






# Alternative Growth Scenarios

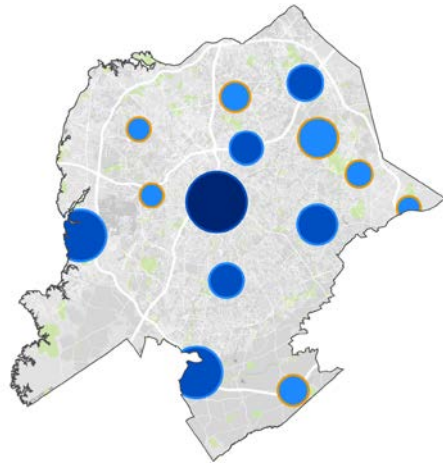
Business  
as Usual



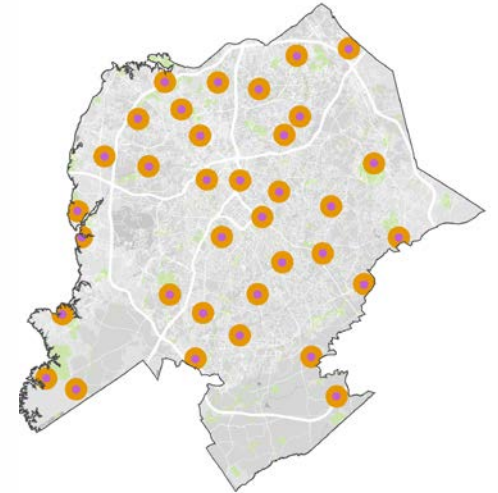
Connected  
Corridors



Strong  
Centers



Neighborhood  
Nodes

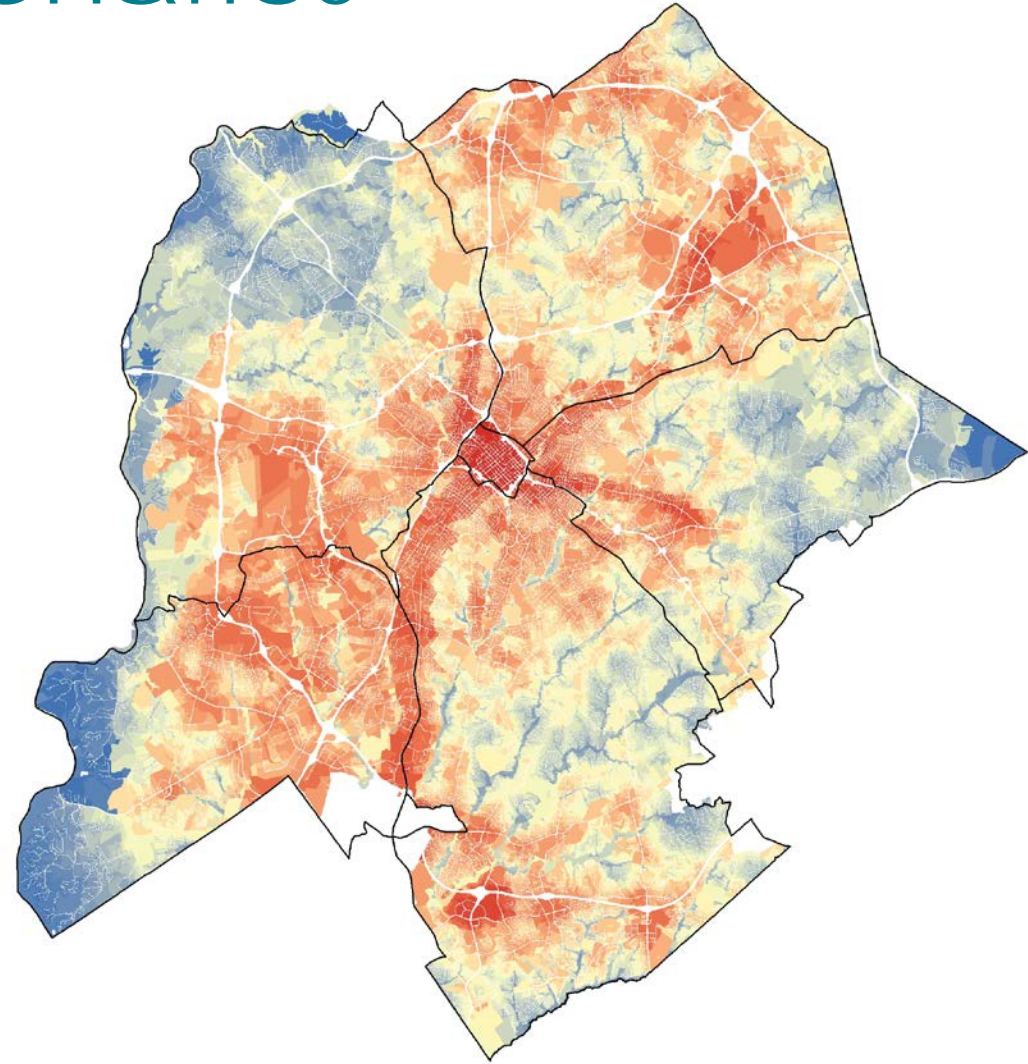






# Modeling Refines Scenarios

- Strategy maps
- Market readiness
- Existing infrastructure





# How are the Scenarios the Same?



Planning Area



Anticipated Growth



Available Place Types



# How are the Scenarios Different?

Inputs from Game Play,  
Vision + Goals



Development Types



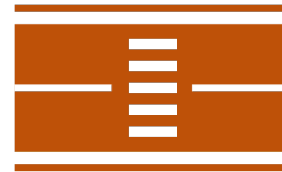
Development Locations



Development Patterns



Development Intensities



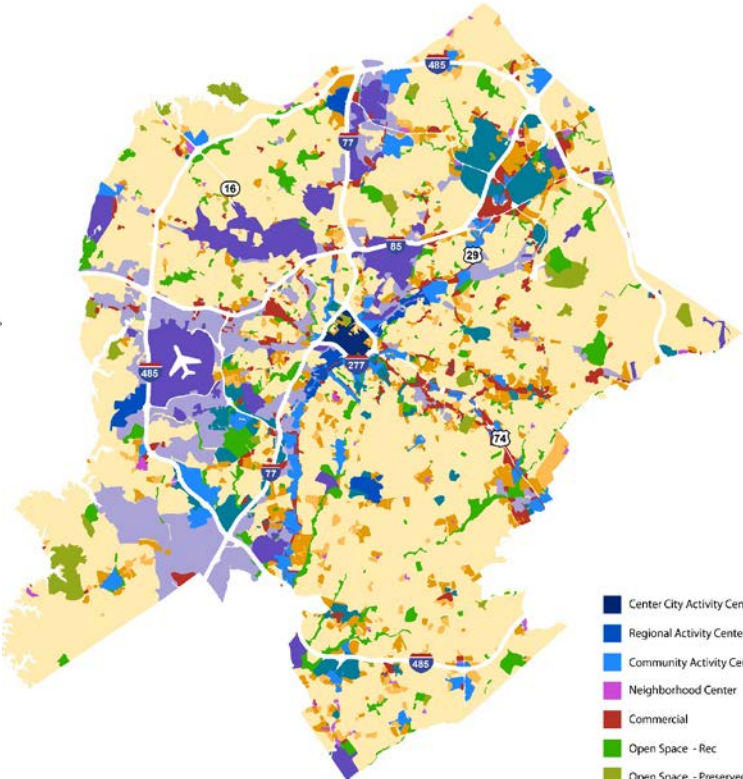
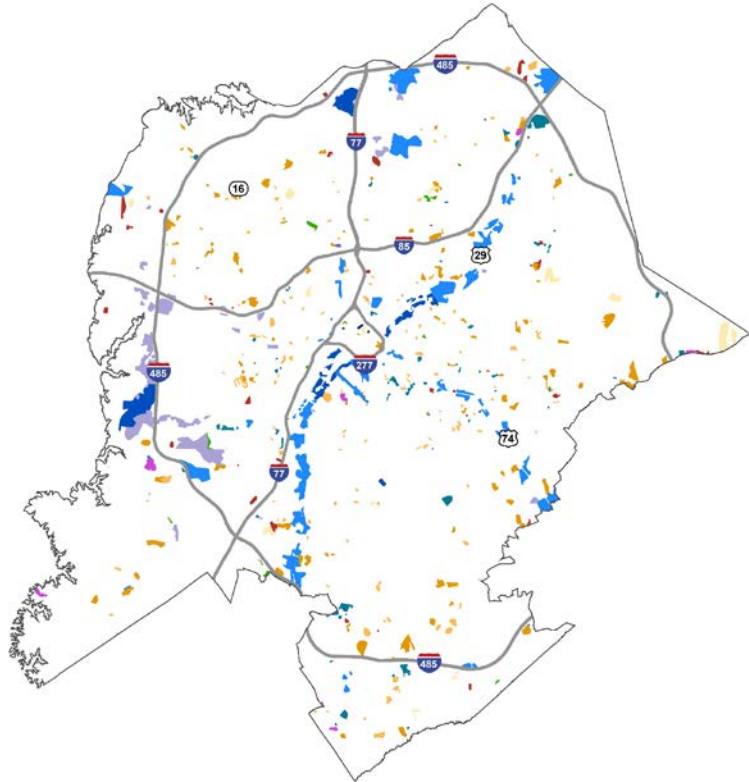
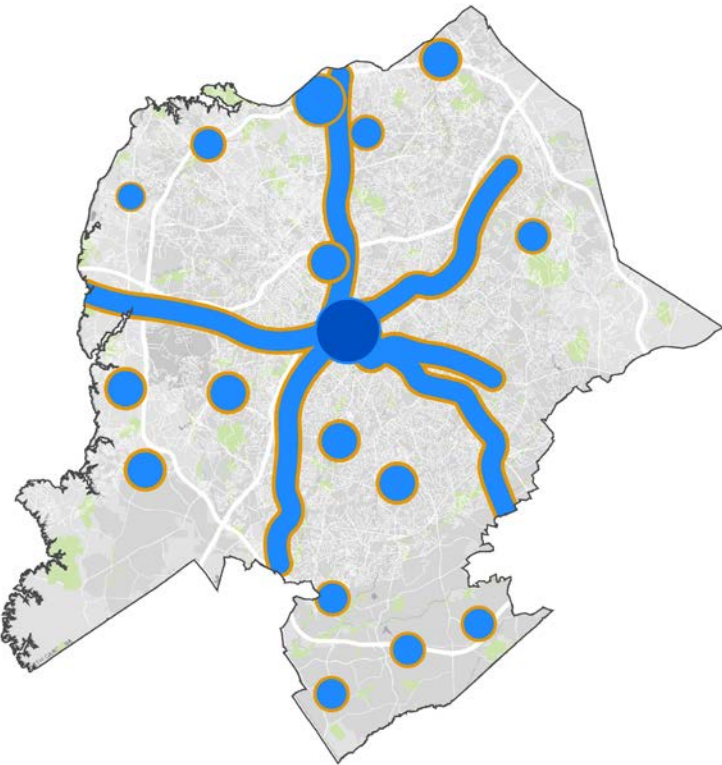
Supporting Infrastructure



Conservation Measures



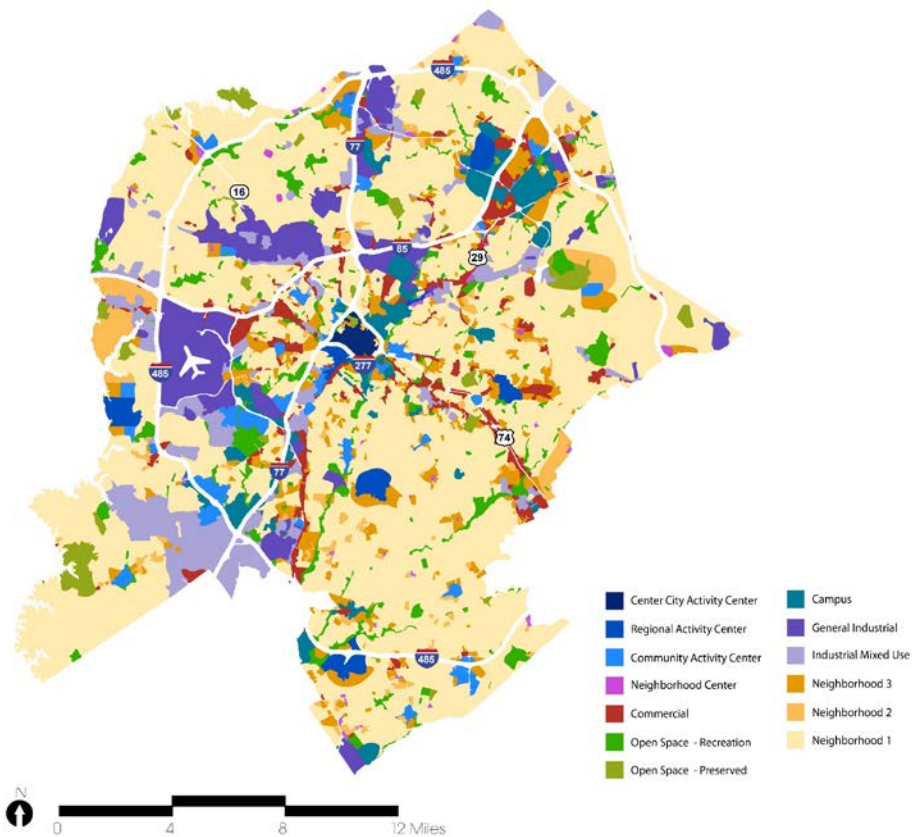
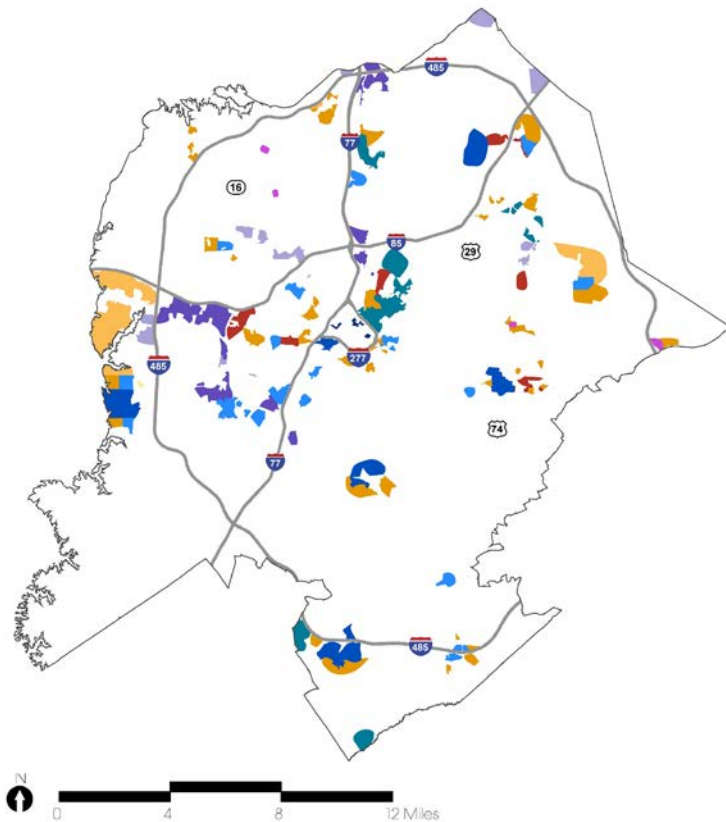
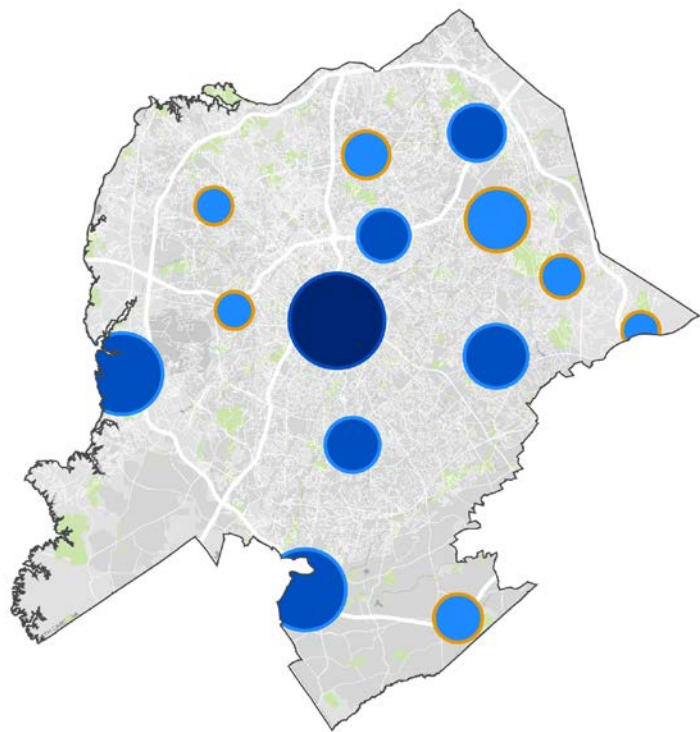
# Business as Usual



- Center City Activity Center
- Regional Activity Center
- Community Activity Center
- Neighborhood Center
- Commercial
- Open Space - Rec
- Open Space - Preserved
- Campus
- General Industrial
- Industrial Mixed Use
- Neighborhood 3
- Neighborhood 2
- Neighborhood 1

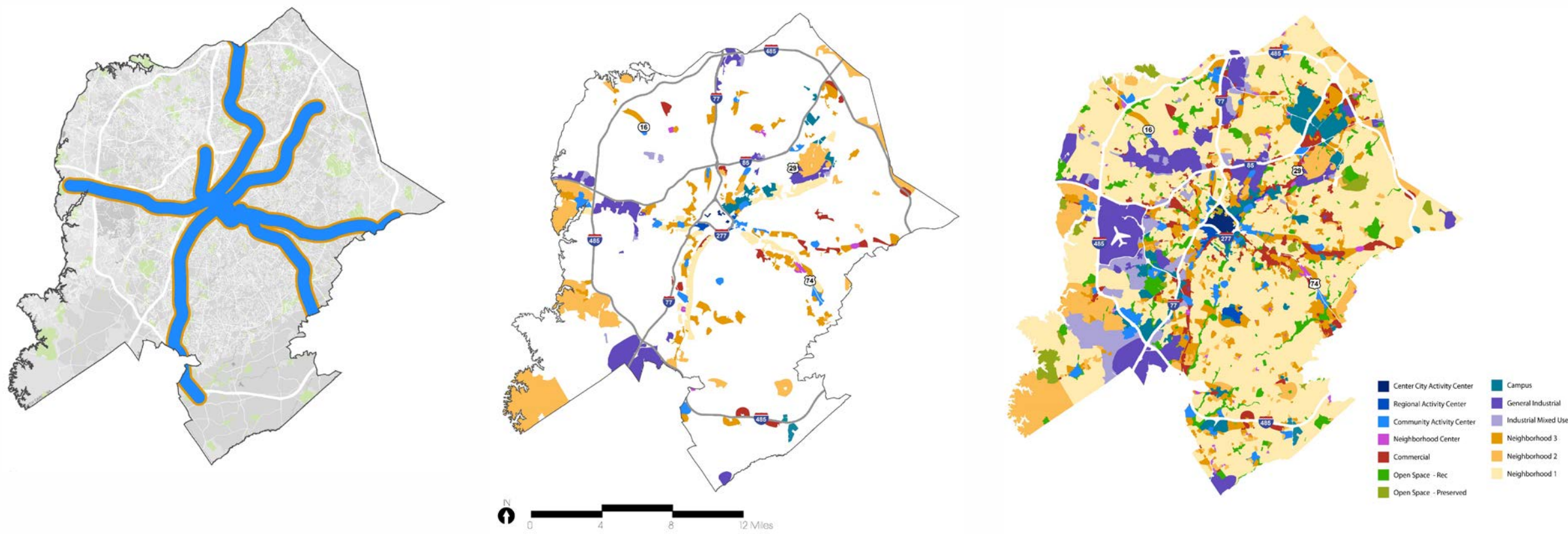


# Strong Centers Scenario





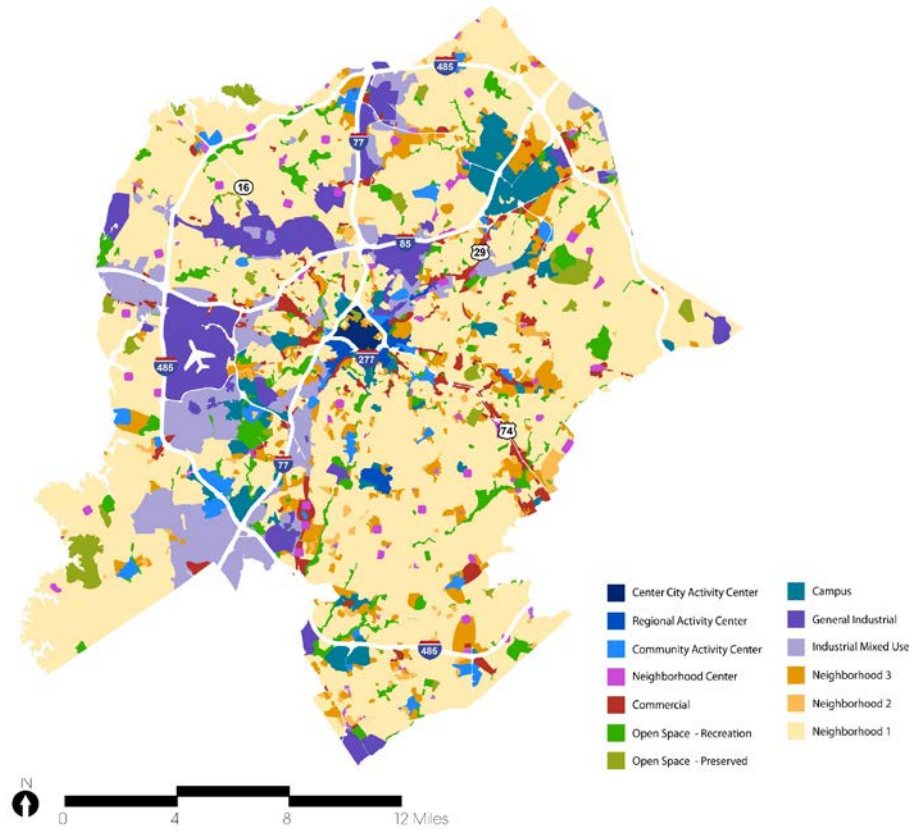
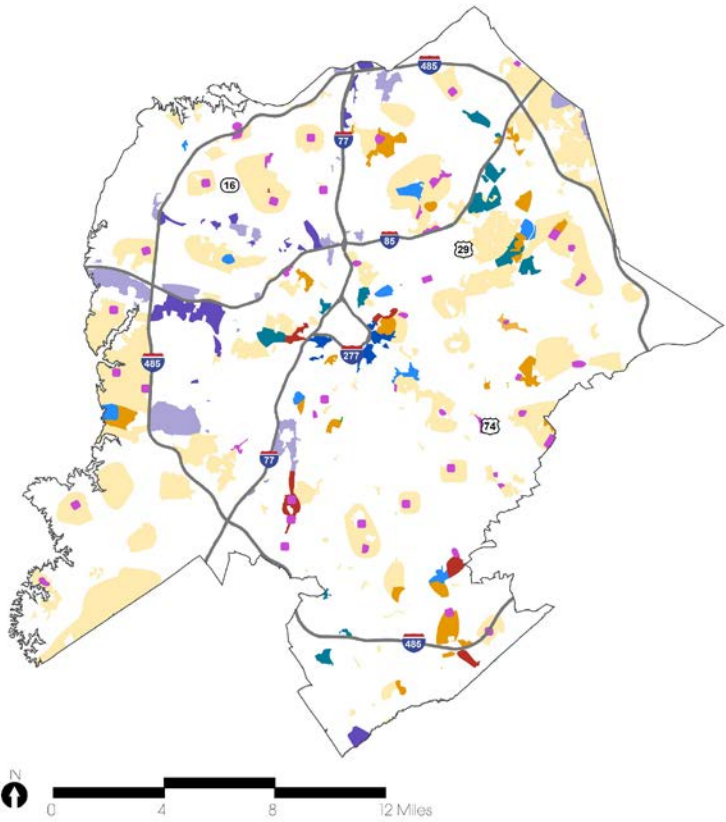
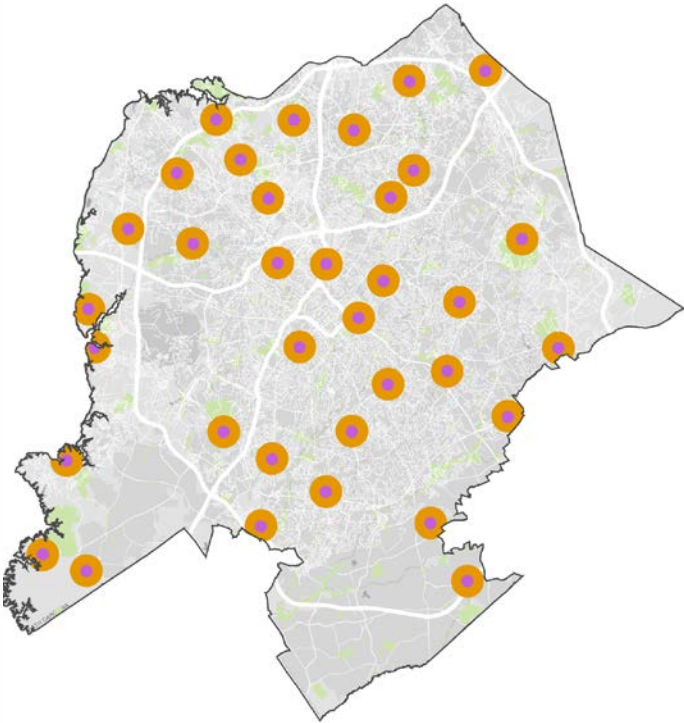
# Connected Corridors Scenario





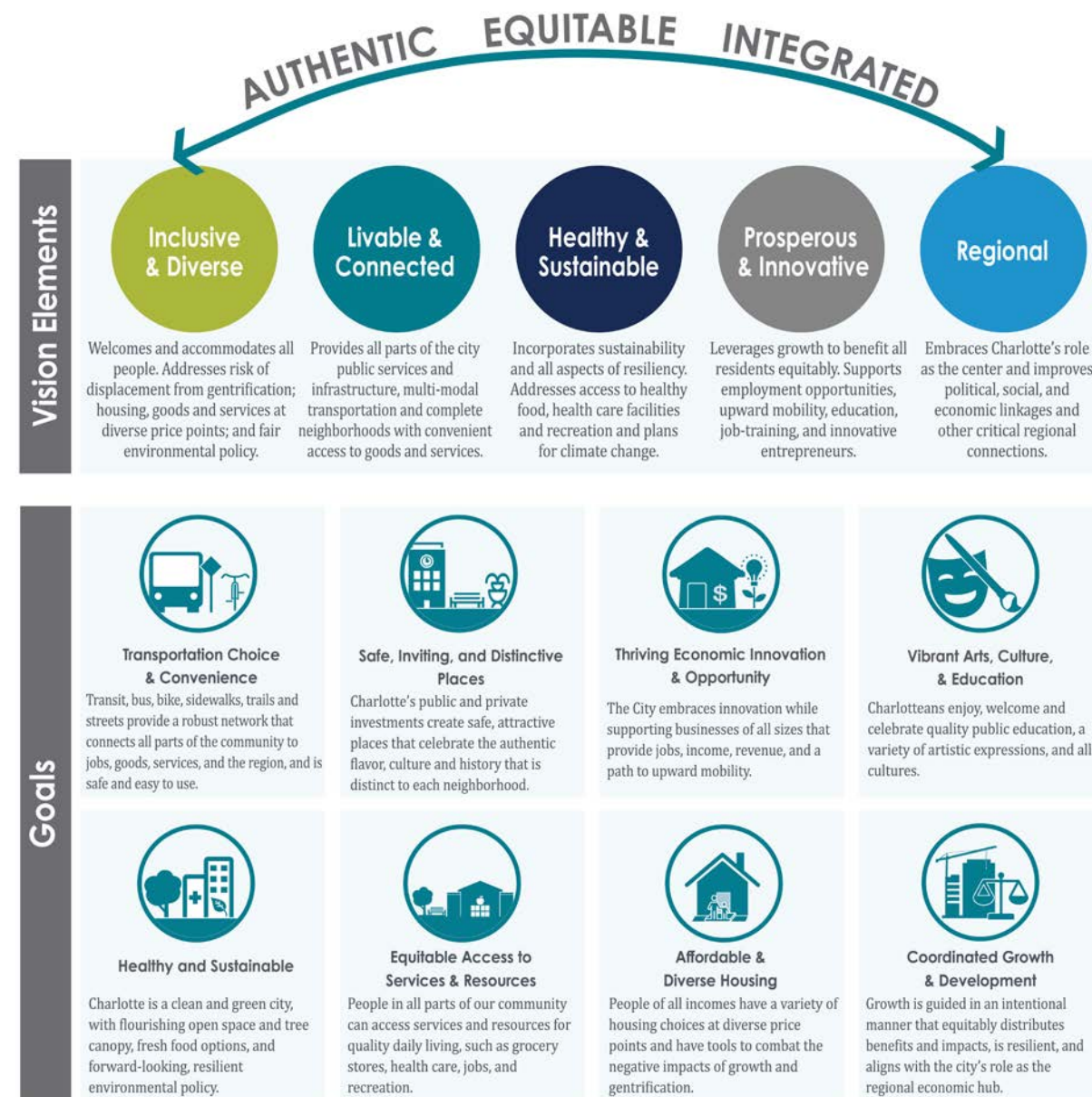


# Neighborhood Nodes Scenario





# Does the Scenario Further Our Vision and Goals?



# Scenarios Performance Comparison

BAU = Business As Usual  
SC = Strong Centers  
CC = Connected Corridors  
NN = Neighborhood Node

## GROWTH BY GEOGRAPHY



Areas with **Most Housing Growth**:

- BAU-Northeast & West / SC-South & Northeast / CC-Uptown & Northeast / NN-Northeast & West



Areas with **Most Job Growth**:

- BAU-Uptown and Northeast / SC-Uptown & West / CC-Uptown & West / NN-Uptown & West

## GROWTH BY PLACE TYPE

Places with **Most New Households**:

- BAU-Neighborhood 1 / SC-Regional Activity Center / CC-Center City, Neighborhood 1 & 3 / NN-Neighborhood 1

Places with **Most New Jobs**:

- BAU-Center City / SC-Center City / CC-Center City / NN-Center City

# Scenarios Performance Comparison



## BAU ECONOMIC INDICATORS

- Public Infrastructure Cost: **2.2 Miles**
- Market Support: **Most Support**



## SC ECONOMIC INDICATORS

- Public Infrastructure Cost: **2.2 Miles – 1/10**
- Market Support: **Medium Support**



## CC ECONOMIC INDICATORS

- Public Infrastructure Cost: **2.2 Miles + 0**
- Market Support: **Medium Support**



## NN ECONOMIC INDICATORS

- Public Infrastructure Cost: **2.2 Miles + 1/10**
- Market Support: **Least Support**



## BAU MIX OF HOUSING TYPES

	New	All
Single Family Detached:	<b>45%</b>	<b>51%</b>
Single Family Attached:	<b>17%</b>	<b>10%</b>
Multi-Family:	<b>38%</b>	<b>39%</b>



## SC MIX OF HOUSING TYPES

	New	All
Single Family Detached:	<b>10%</b>	<b>42%</b>
Single Family Attached:	<b>15%</b>	<b>9%</b>
Multi-Family:	<b>75%</b>	<b>49%</b>



## CC MIX OF HOUSING TYPES

	New	All
Single Family Detached:	<b>25%</b>	<b>46%</b>
Single Family Attached:	<b>15%</b>	<b>9%</b>
Multi-Family:	<b>60%</b>	<b>45%</b>



## NN MIX OF HOUSING TYPES

	New	All
Single Family Detached:	<b>25%</b>	<b>46%</b>
Single Family Attached:	<b>37%</b>	<b>15%</b>
Multi-Family:	<b>38%</b>	<b>39%</b>



# Scenarios Performance Comparison

## BAU DEVELOPMENT NEAR AMENITIES (WITHIN ½ MILE)



- New Homes Near Goods & Services: **58%**
- New Homes Near a Park: **43%**
- New Development Near Transit
  - New Residential: **29%**
  - New Non-Residential: **45%**

## CC DEVELOPMENT NEAR AMENITIES (WITHIN ½ MILE)



- New Homes Near Goods & Services: **47%**
- New Homes Near a Park: **47%**
- New Development Near Transit
  - New Residential: **62%**
  - New Non-Residential: **47%**

## SC DEVELOPMENT NEAR AMENITIES (WITHIN ½ MILE)



- New Homes Near Goods & Services: **49%**
- New Homes Near a Park: **45%**
- New Development Near Transit
  - New Residential: **45%**
  - New Non-Residential: **46%**









## NN DEVELOPMENT NEAR AMENITIES (WITHIN ½ MILE)











- New Homes Near Goods & Services: **58%**
- New Homes Near a Park: **43%**
- New Development Near Transit
  - New Residential: **29%**
  - New Non-Residential: **47%**

# Scenarios Performance Comparison









## BAU OTHER INDICATORS

- Air Quality Impacts  
- Serving Public Schools w. Infrastructure    
- Share of Auto Trips in New Development: **81%** 
- Share of Non-Auto Trips in New Development: **19%** 









## SC OTHER INDICATORS

- Air Quality Impacts  
- Serving Public Schools w. Infrastructure    
- Share of Auto Trips in New Development: **76%** 
- Share of Non-Auto Trips in New Development: **24%** 

## CC OTHER INDICATORS

- Air Quality Impacts  
- Serving Public Schools w. Infrastructure    
- Share of Auto Trips in New Development: **77%** 
- Share of Non-Auto Trips in New Development: **23%** 

## NN OTHER INDICATORS

- Air Quality Impacts  
- Serving Public Schools w. Infrastructure    
- Share of Auto Trips in New Development: **77%** 
- Share of Non-Auto Trips in New Development: **23%** 

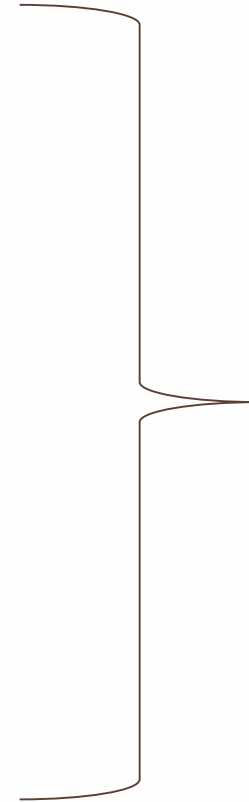
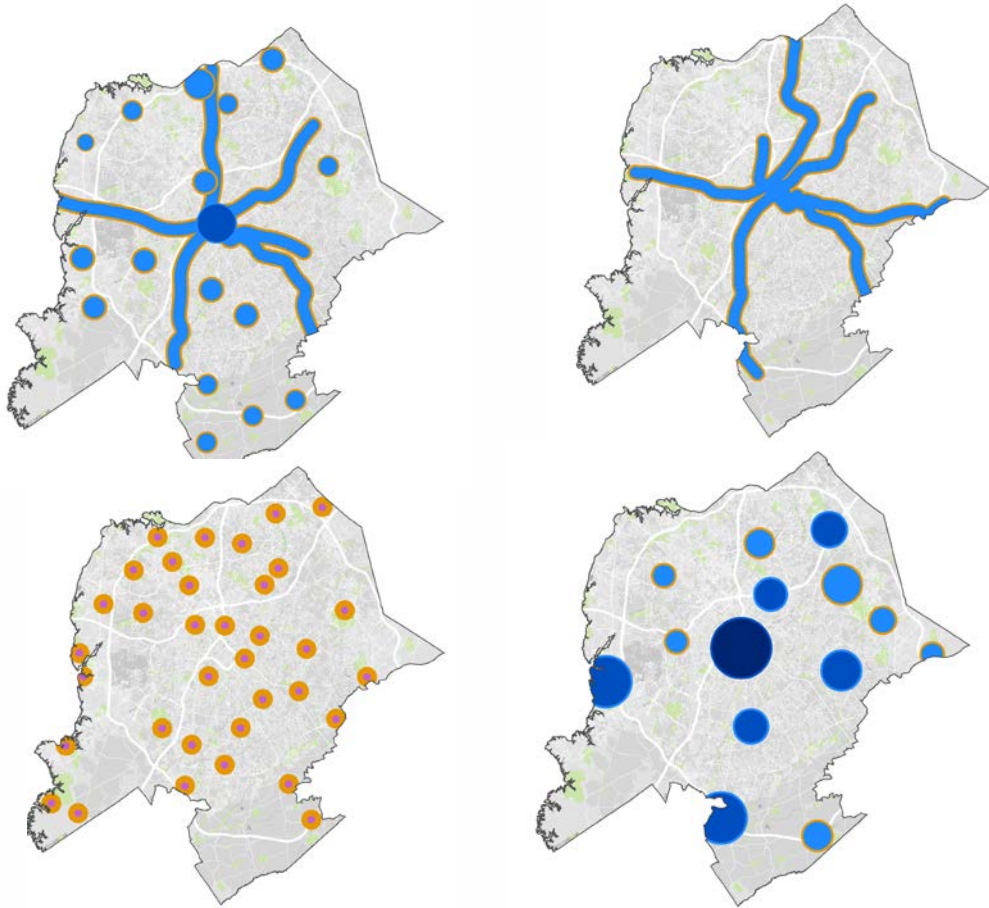


# Council Discussion



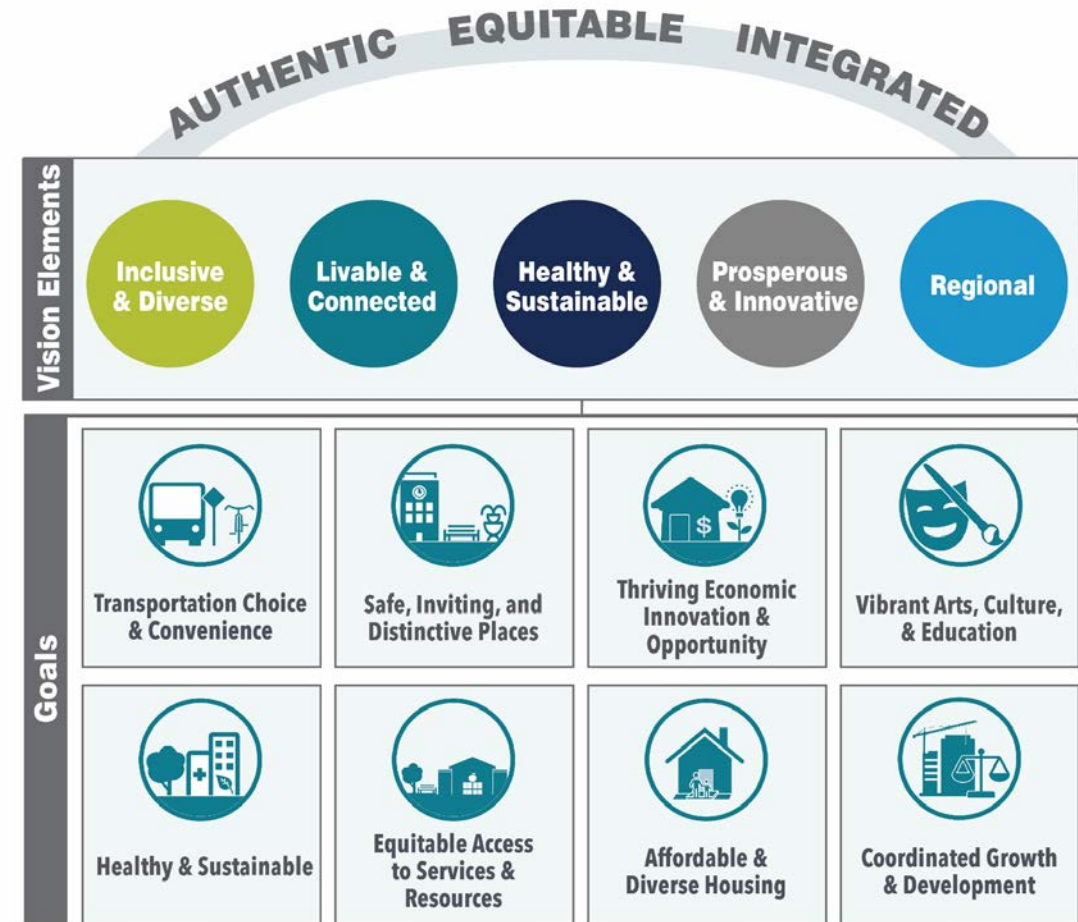


# Refining a Preferred Scenario



# Next Steps

- Preferred Scenario
- Plan Policy development





## Phase 3

December 2019 -  
September 2020

## Phase 4

September 2020 -  
April 2021

### Primary Objective:

*Create the plan document.*

Work with strategic advisors and community to arrive at a public review draft that community has a sense of ownership.

### Primary Objective:

*City Council adopts Plan.*

The Plan will guide UDO, rezonings, investment, and implementation strategies to achieve community vision.

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# Next Steps

**We'll share game results and growth scenarios:**

Community Workshops:

- Oct. 8 – 11:30 – 1:30pm @ Gov. Ctr.
- Oct. 8 – 6-8pm @ Camino Ctr.
- Oct. 9 – 6-8pm @ Kennedy Middle School

October – Pop-ups & On-line Survey

November – Strategic Advisor Meeting

Sign up for updates at

[www.charlottefuture.com/2040](http://www.charlottefuture.com/2040)





# 2040 COMPREHENSIVE PLAN

## Thank You!

More information and to sign up for updates: [www.charlottefuture.com/2040](http://www.charlottefuture.com/2040)

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