

# **Implementing the Charlotte Future 2040 Comprehensive Plan**

## **COMMUNITY AREA PLANNING: PUBLIC REVIEW & FEEDBACK**



# Community Area Planning

## Council Priority Alignment

### ◀ Transportation and Planning

## Purpose

### ◀ Information only

## Key Takeaways

### ◀ Overview of ongoing engagement and feedback on the draft Community Area Plans & Policy Map.

# Community Area Planning (CAP)

## Previous Council Communication

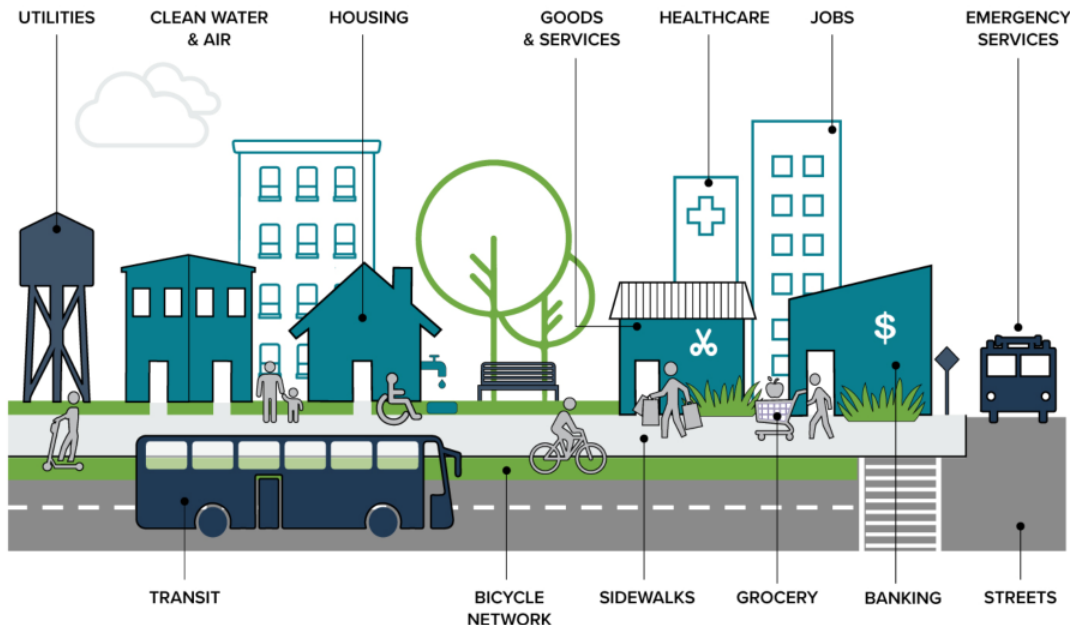
- ◀ June 23, 2025: Action review
- ◀ June 9, 2025: Action review
- ◀ June 2, 2025: TPD presentation
- ◀ May 12, 2025: Public hearing
- ◀ May 5, 2025: TPD presentation
- ◀ April 28, 2025: Action review/Manager's Report
- ◀ April 7, 2025: TPD presentation
- ◀ March 3, 2025: TPD presentation
- ◀ Jan. 6, 2025: TPD presentation
- ◀ Dec. 2, 2024: Action review

## Upcoming

- ◀ Council Decision

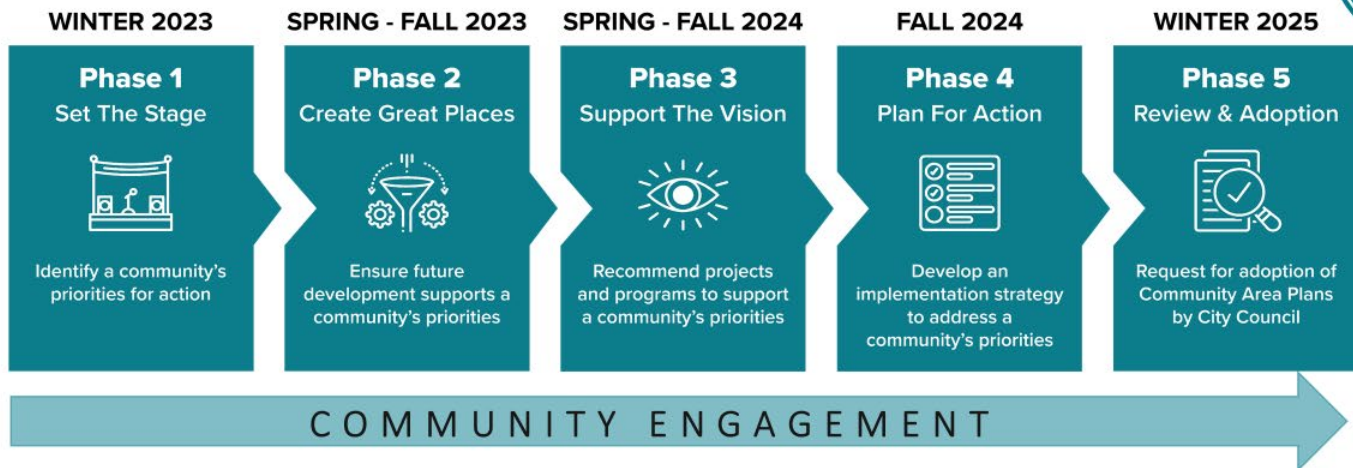
# These Plans are about: Creating Complete Communities

## ELEMENTS OF A COMPLETE COMMUNITY





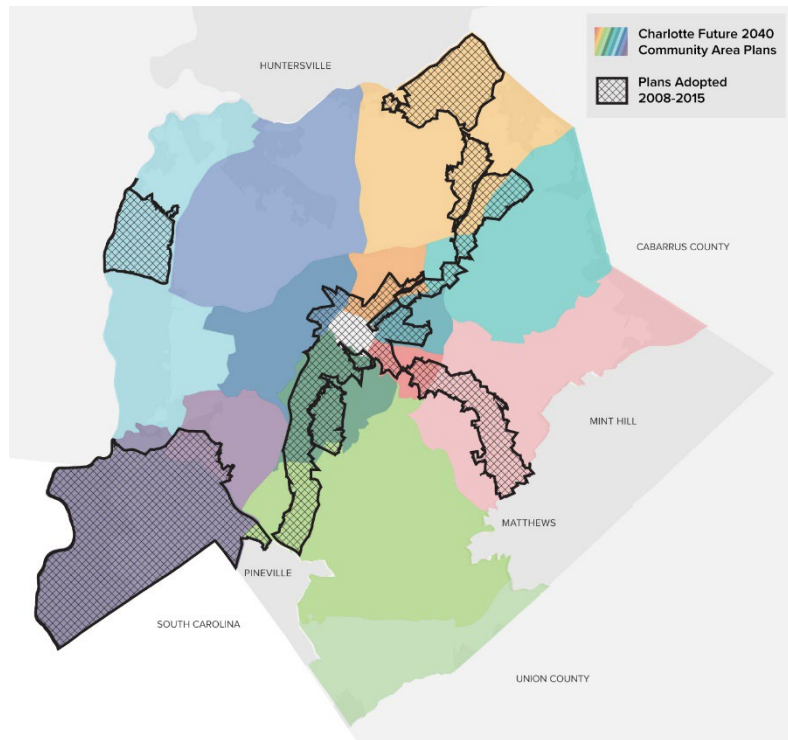
## Process



## Plan Chapters



We are here



*Area Plans adopted 2008 – 2015 provided guidance for 27% of the City*

# Community Area Plans

- Systematic 5-Phase process → unique & common content; reflects community feedback
- Provides 100% City coverage + foundational guidance
- Consistent considerations for decision-making
- Accommodate growth with approach that:
  - Respects established neighborhoods
  - Aligns growth with infrastructure capacity
  - Creates vibrant, mixed-use centers for all



# Value & Impact

2008 – 2015 area plans =

**27% City coverage**

*verse*

Community Area Plans =

**100% City coverage +**

**FOUNDATIONAL**

Criteria for change in  
**NEIGHBORHOODS**

Clearer direction for  
**rezonings**

(Helps align decisions with our  
equitable + smart growth strategy)

Memorialize  
Strategic Investment Area  
potential projects

Identify **NEEDS** for  
mobility, open space,  
placemaking projects:

- Prioritization of programmatic \$
  - Development proposals
  - Neighborhood advocacy

Where + how to reduce  
**environmental impacts**  
(such as heat impacts)



# July Webinar Promotions

## News Outlets

WBTV  
WSOC  
WCNC

## City Speaks E-Newsletter

Recipients: **4,319**

## Email Distribution

Email Opens: **7,379**

A promotional graphic for virtual webinars. It has a teal header with the "Charlotte Future 2040 Community Area Planning" logo and text. Below is a light blue box with a dashed border containing the title "VIRTUAL WEBINARS" and a computer icon. The schedule lists two days: Monday, July 14th (5 pm - 6 pm for West & North Plans, 6 pm - 7 pm for East & South Plans) and Tuesday, July 15th (11 am - 12 pm for West & North Plans, 12 pm - 1 pm for East & South Plans). At the bottom of the box is a Zoom icon and the word "Zoom". The footer is teal with a "LINK IN BIO" button icon and the text "REGISTER NOW & SHARE YOUR VOICE!".

CHARLOTTE FUTURE 2040  
COMMUNITY AREA PLANNING

**VIRTUAL WEBINARS**

**Monday, July 14th**  
5 pm - 6 pm: West & North Plans (7)  
6 pm - 7 pm: East & South Plans (7)

**Tuesday, July 15th**  
11 am - 12 pm: West & North Plans (7)  
12 pm - 1 pm: East & South Plans (7)

**Zoom**

**LINK IN BIO** REGISTER NOW & SHARE YOUR VOICE!

## Meta Ad

Link Clicks: **998**

Cost per Link Click: **\$0.50**

Views: **79,472**

Reach: **29,411**

## Promotional Reel

Views: **5,679**

## Bitly Short Link Clicks

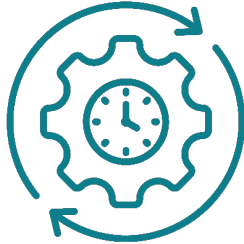
July 14: **209**

July 15: **179**



# Phase 5 Meetings *(April 3 – July 18)*

## CONSTANT



**15**

**Neighborhood +  
Town Hall Meetings**

## COORDINATED



**35**

**Office Hours +  
Webinars**

## COLLABORATIVE



**33**

**Presentations,  
Discussions,  
Workshops**



# Progress Update

- **June 17** - Planning Committee unanimously referred for adoption, with proposed changes, the Community Area Plans & Revised Policy Map
- **July 18** – Phase 5 public comment period closed
- **July 25** – Staff responses to public comments posted
- **June – July**: Interdepartmental staff workshops to identify types of Specific Plans and prioritization criteria

# Specific Plans *(DRAFT)*

## Potential Types of Specific Plans:

**Activity  
Center Plans**

**Transit Station  
Area Plans**

**Employment  
District Plans**

**Focused  
Investment  
Plans**

**Environmental  
Impact Action  
Plans**

**Customized  
Action Plans**

- Smaller geography plans for specific issues
- Key Drivers: planned change or investments, declining conditions, etc.

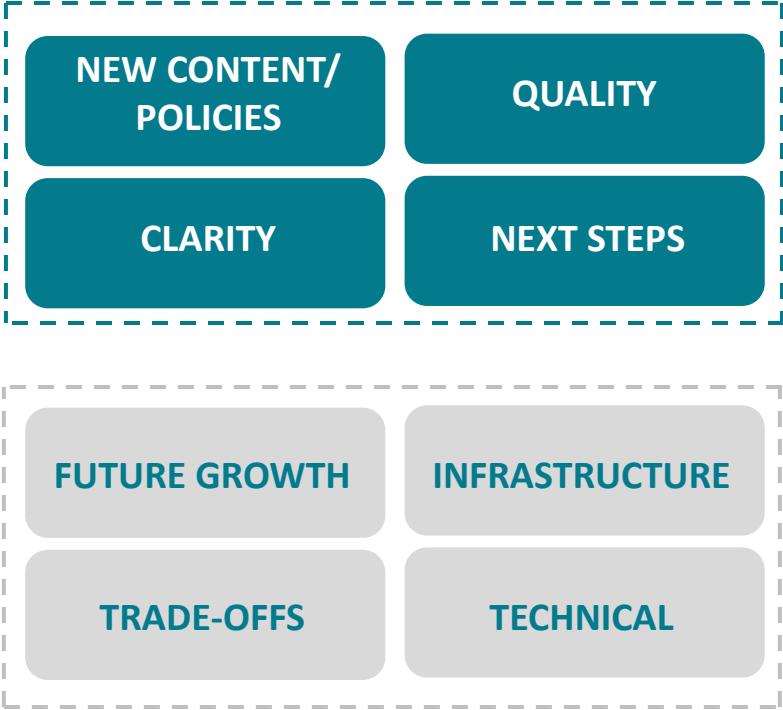




# Phase 5 Comments

*Overview*

Total Comments	Type of Comment
1,036	70 (7%) Support
	307 (30%) Suggestions
	266 (26%) Questions
	393 (37%) Concerns





# Phase 5 Comments

## *Proposed Changes*

Total Comments Processed	Comments with Recommended Action	Types of Action
1,036	240	<b><u>New Content &amp; Policies:</u></b> Specific Plans, ETJ Policies, Displacement Policies, Revisions to Minor Map Amendment Criteria
		<b><u>Clarify:</u></b> Circle Areas of Change, Place Type Descriptions, User Guide for Assessment Tables, Index, Glossary, Urban Heat Methodology
		<b><u>Quality:</u></b> Amend maps to improve legibility, Enlarge Implementation Disclaimers, Correct scrivener's errors.
		<b><u>Next Steps:</u></b> Implementation Roadshow, Update Rezoning Staff Analysis, Share requests for Specific Projects with Interdepartmental Partners
		<b><u>Revised Policy Map:</u></b> Revise Place Type designations around Cherry Neighborhood and within Steeleberry Acres Neighborhood



# Path Forward

- ◁ On going office hours and neighborhood meetings (as requested)
- ◁ Council Action: September 22
- ◁ If adopted:
  - CAP Implementation Roadshow (Fall 2025)
  - Update Rezoning Staff Analysis (Fall 2025)
  - Pre-planning for Specific Plans (Winter 2025)
  - Charlotte Future 2040 Comprehensive Plan 5-Year Assessment (2026)

# Upcoming Planning Initiatives

## ◀ Rezoning Process Enhancements (September 2025)

- Notification Improvements
- Clear Guidance

## ◀ Transit Oriented Communities (TOC) Grant

- Engagement + Coalition Building (Fall 2025)
- Recommendations (Summer 2026)