

CHARLOTTE FUTURE 2040
COMMUNITY AREA PLANNING



Community Area Planning & Alignment Rezoning

Transportation, Planning & Development Committee
December 5, 2022

Agenda

◁ Our Blueprint for Growth

- Charlotte Future 2040 Comprehensive Plan
- Unified Development Ordinance

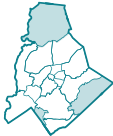
◁ What's Next?

- Community Area Planning
- Alignment Rezoning

◁ Next Steps

◁ Questions





VISION AND GOALS



SUPPORTING INITIATIVES

Mapping
Tools and
Guidance for
Public and
Private
Investment



CHARLOTTE FUTURE

2040
COMPREHENSIVE
PLAN

The Vision For Our Growth

Land Use



*The **land use policy** for
form and development
intensity (Place Types)*

Mobility



*The **mobility strategy** to
connect people and places
through public and private
investment*

Development



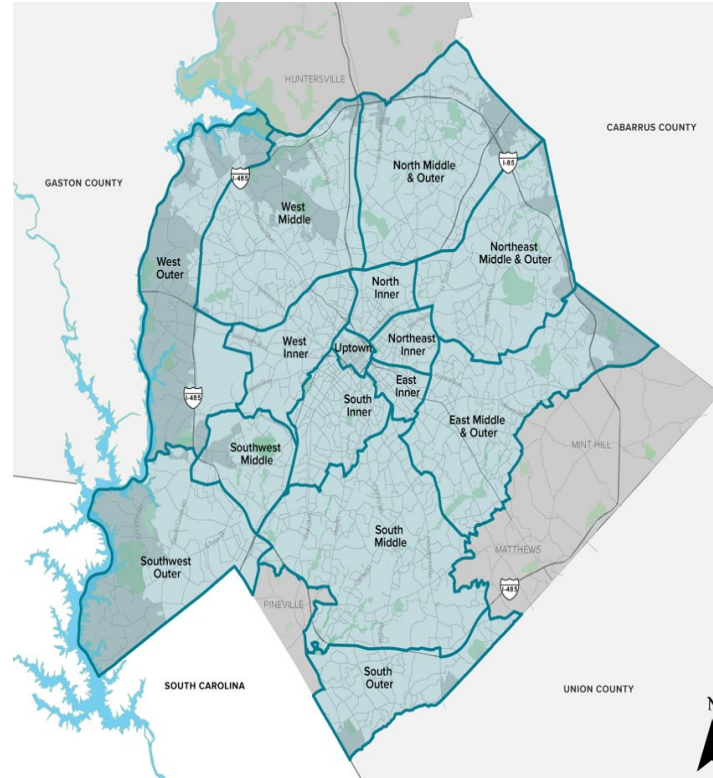
*The **land development rules** for
our growth – implementation
through private investment*

What's Next: Community Area Planning

2040 Comprehensive Plan: Citywide Guidance

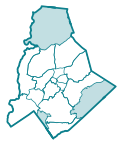


Community Area Planning: Community Specific Guidance



- Place Type Refinements (2040 Policy Map)
- New Street Connections
- Needed Infrastructure Projects
- Public/Private Partnership Opportunities





What's Next: Alignment Rezoning

- ◁ Alignment Rezoning matches the new UDO zoning districts to the 2040 Policy Map place types
- ◁ It will **update the city's Official Zoning Map** which tells you:
 - What can be built
 - Where it can be built
 - How it can be built
- ◁ **Develop criteria to guide proposed zoning changes** based on Place Types and development context

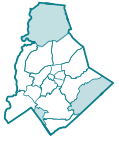




A Joint Approach

- Coordinate two efforts to:
 - Match zoning with Community Area Plan recommendations for future development/redevelopment
 - Provide clarity for community about how the two efforts work together
 - Maximize community input and time & city resources

- Two-year, citywide effort with coordinated communications, engagement, and interdepartmental collaboration



A Collaboration With Our Partners

City of Charlotte EXECUTIVE LEADERSHIP TEAM

City Manager's Office
Department Directors

Advisors, Champions, Supporters (5%)

Planning, Design & Development CORE TEAM

Long Range Planning
Urban Design & Historic Preservation
Entitlement Services
MIG (Consultants)

Managers, Analysts, Facilitators (90%)

Interdepartmental TOPIC TEAMS

Land Development, Urban Design & Historic
Preservation, CDOT, CATS, CRTPO, NCDOT, HNS, ED,
General Services, Corporate Communications, Police,
Fire, Water, Sewer, I&T, Airport, Park & Recreation,
CMS, Attorney's Office, Solid Waste and others

Reviewers, Collaborators, Content Specialist (5-20%)

City of Charlotte INTERDEPARTMENTAL TEAM

Assembled Topic Team
Representatives

Department Liaisons (5%)

Expected Outcomes

Community Area Planning

- **14 Community Area Plans:**
 - Maps and lists of improved or new infrastructure and amenity needs
 - Illustrative development concepts for focus areas
 - List of revised or new private and/or public programs
 - Implementation strategy
- **Refined 2040 Policy Map**
- Recommendations for **policy changes** to consider during the update to **the Charlotte Future 2040 Comprehensive Plan**

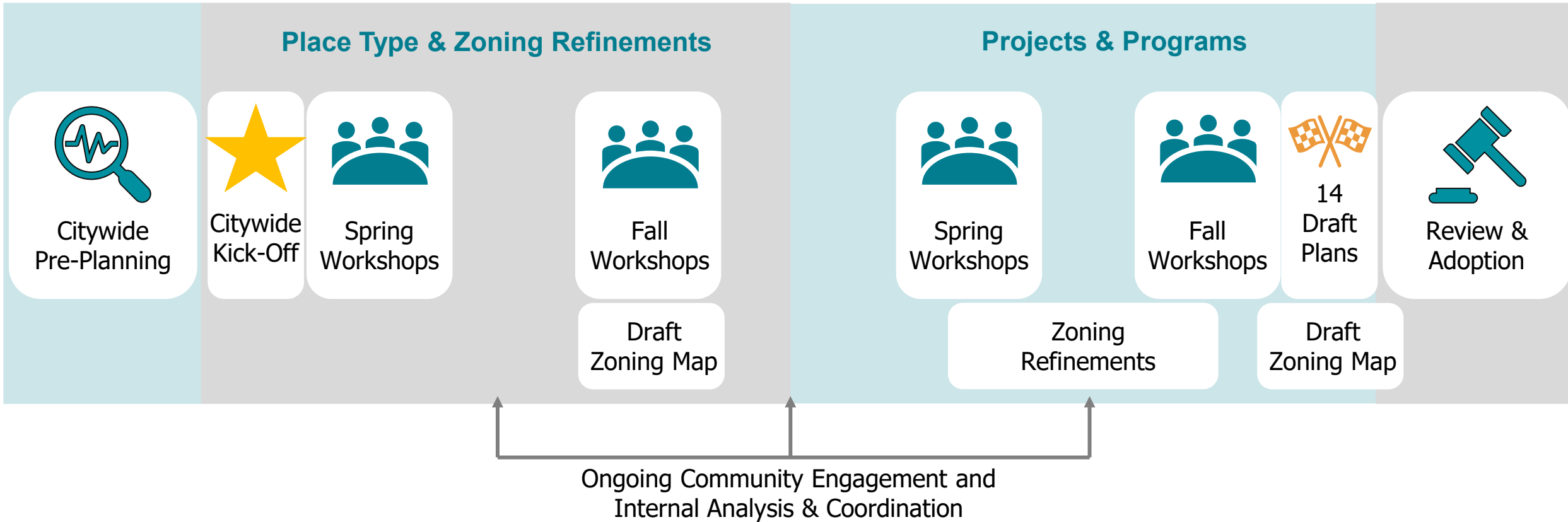
Alignment Rezoning

- Recommendations for **changes to the Zoning Map**
- **Rezone parcels** in Charlotte where changes are recommended
- **Changes to conditional districts** will likely occur at a later phase



Process & Schedule

2022				2023												2024												2025			
9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12				



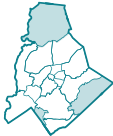


Timeline for Adoptions

Current efforts differ from previous efforts (and can be completed quicker) because we are:

- Building upon the vision and goals in the comprehensive plan
- Building upon recent mapping efforts in the policy map
- Using larger boundaries that encourage collaboration



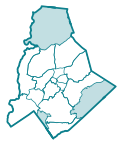


COMMUNICATION STRATEGY: **ACCESSIBLE, EQUITABLE, INCLUSIVE**

AUDIENCES/PERSONAS	MESSAGING	TACTICS
Residents Businesses Agencies & Organizations	Project Scope & Process Stakeholder Specific Messages Equity Metric Messages (Access to Housing, Jobs, Goods, and Environmental Justice)	Mass, Local, Business Media Printed Materials Social Media In-Language Media

ENGAGEMENT STRATEGY: **EQUITABLE + INCLUSIVE TATICS**

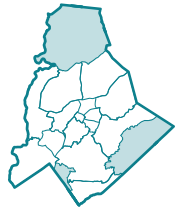
CONSTANT	COORDINATED	COLLABORATIVE
Website Outreach Videos Quarterly Newsletter Social Media (with Targeted Ads) Online Surveys ArcGIS Online Maps Community Area Planning Toolkit	Focus Groups Spring & Fall Workshops Library Office Hours Neighborhood Meetings Cultural Events Virtual Sessions	Equity, Diversity + Inclusion Ambassadors Joint Use Task Force Implementation Subcommittee Planning Commission Planning Committee City Council Transportation, Planning, Development Committee City Council



Next Steps

- ◁ January 2023 Kick-off
 - Online videos, website presence, social media, Gov Channel etc.

- ◁ 2023 Workshop Series begins late February and will run throughout spring and fall
 - Three workshops for each of the 14 geographies



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Questions?