



Tree Canopy Benefits and Goals

City Council Strategy Session
June 3, 2019

Committee charge:

- Committee will determine what Charlotte's Tree canopy goal(s) should be based upon new data:
 - Consideration of the value of trees in the urban context, impact of trees on neighborhoods, the current tree ordinance and development standards, and how other city initiatives may impact the canopy
- Canopy data and goal effectiveness
- Recommendations
- Planning context

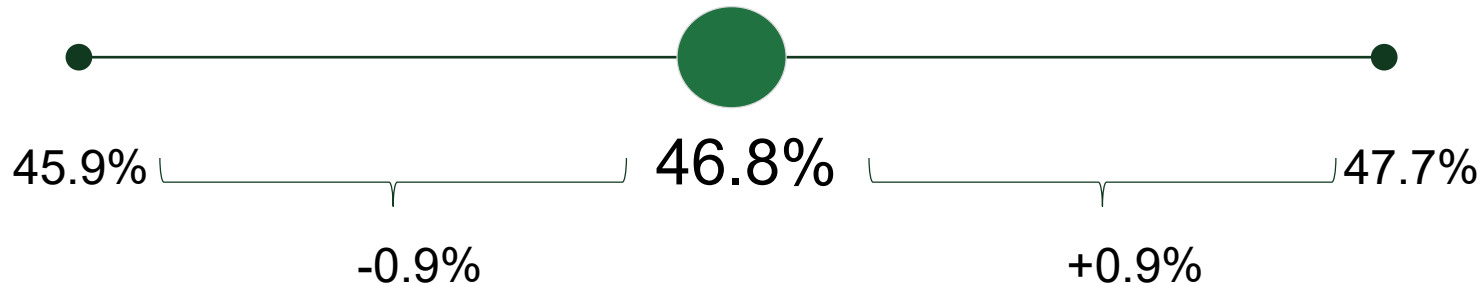
ASSESSMENT RESULTS

Comparisons using 2018 city boundary

- 2012 data: 47.1 percent
- 2016 data: 46.8 percent
- 0.3% loss of tree canopy

* +/- 0.9 percent margin of error

Considering margin of error,



DOES 50 PERCENT BY 2050 MEET THE CRITERIA?

Attainable?	Unclear, very challenging in a large, growing city
Sustainable?	No, difficult to show progress, maintain community energy
Inspirational?	Yes, a good “tag-line”
Relevant, Place-specific?	No, very broad
Qualitative, Benefits-based?	No, strictly quantitative

OPTIONS FOR SETTING A TREE CANOPY GOAL

OPTIONS	
Keep current 50x50 goal	<ul style="list-style-type: none">• Memorable, inspiring tag line• Difficult to attain and sustain• Inability to demonstrate progress is demoralizing to community• Not place-specific or benefits-based
Modify 50x50 goal, keep 50x50 tagline and add specific measures	<ul style="list-style-type: none">• Memorable tag line remains• Numerous goals, some attainable• Complementary goals can reveal progress• Complementary goals can be place-specific and benefits-based
Modify 50x50 goal and tagline; Adopt benefit-driven approach	<ul style="list-style-type: none">• New tag line(s) needed• Numerous attainable and sustainable goals• Goals can reveal progress and motivate action, celebration• Goals can be place-specific and benefits-based

FIFTY BY 2050 GOAL - MODIFIED

Shade, Clean Air

- Re-plant at least **50** percent of quantity of street trees removed annually
- Provide **5,000** trees and **5,000** seedlings for neighborhood planting annually

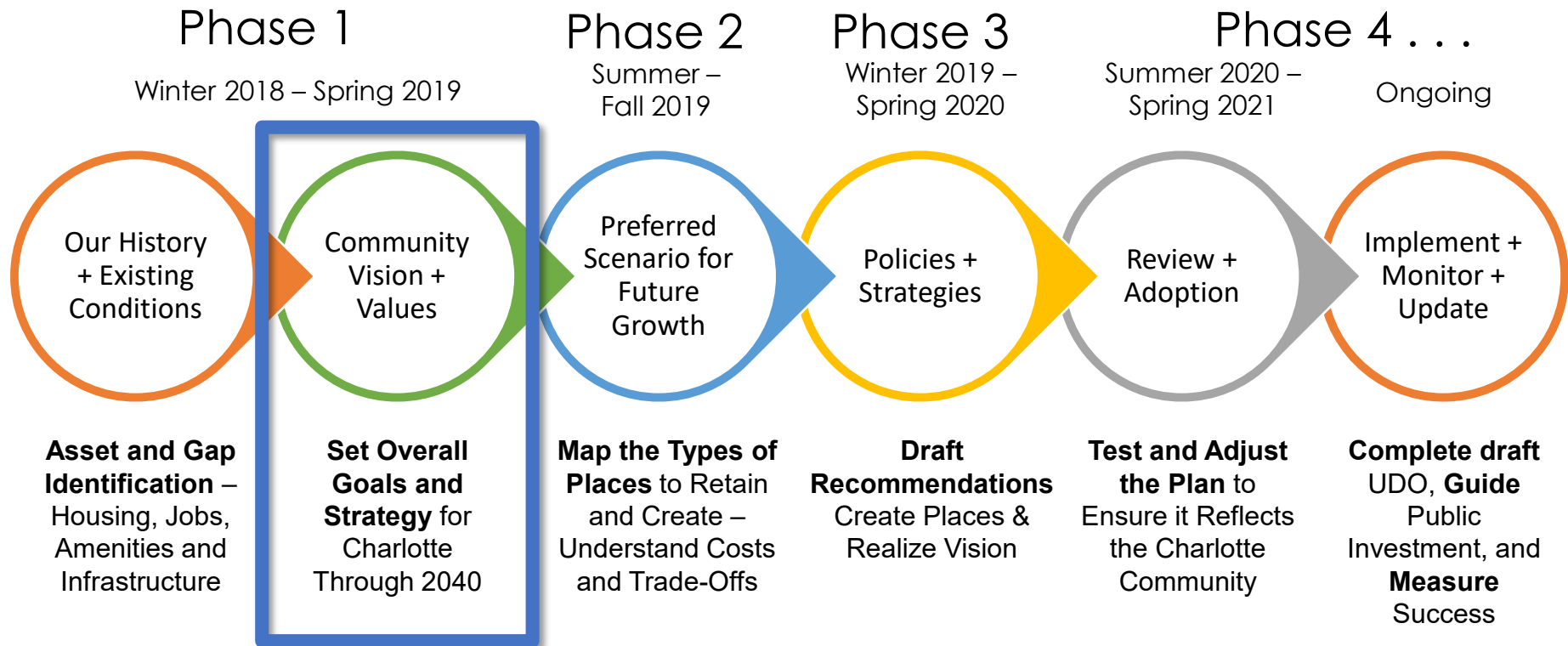
Character & Property Value

- Celebrate and recognize neighborhoods with **50 percent or greater** canopy
- Conduct **50** engagement/outreach events annually
 - Neighborhood-level urban forest plans
 - Tree ordinance academy
 - TreesCharlotte engagement events
- Continue updating urban tree canopy analysis every **five** years

Quality of Life

- Create **50** Urban Arboreta by 2030
- Add **five or more** acres to the Tree Canopy Preservation Program annually

Schedule and Process Steps



Phase 2: Preferred growth strategies

- Identify and map types of places in Charlotte today
- Occur over the next several months
- Place Types policies will incorporate tree canopy goals
- Unified Development Ordinance (UDO) regulations will be the implementation tool

- Modify “Fifty by 2050” to include benefit-based, place-specific goals
- Use Charlotte Future 2040 Plan
- Use UDO as one implementation tool
- City Council to consider vote at June 24, 2019 Business Meeting



Questions?