



Our City. Our Plan. Our Future.

February 10, 2020

- Overview of Charlotte Future 2040 Plan
- Community Engagement Activities
- Future Growth Strategies
- Two-Year Projects' Schedules
  - Comprehensive Plan
  - Unified Development Ordinance (UDO)



# 2040 Comprehensive Plan Overview



- **Guides our growth** over the next 20 years.
- **A shared vision** of our growth, development and capital investments
- **Transformative strategies** to accommodate growth

# Creating Great Places for our Community

2030 Transit  
System Plan

Strategic  
Energy Action  
Plan

Water Supply  
Master Plan

StormWater

Charlotte  
Walks

Charlotte Bikes

Transportation  
Action Plan

Vision Zero  
Strategy

Housing  
Framework

ADA Transition  
Plan

I-77 Mobility  
Plan

Tree Study

Food Systems  
Study

Strategic  
Mobility Plan

Center City  
2040 Vision

Meck Playbook

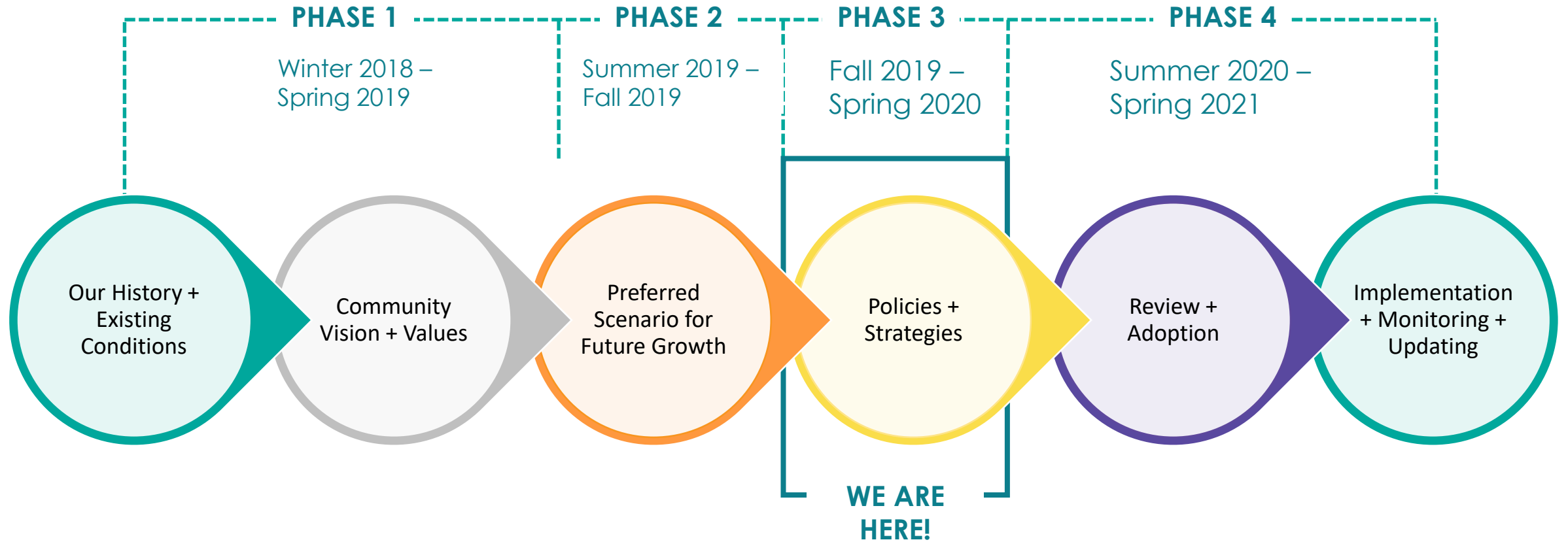
Regional  
Transit Plan

University City  
Vision  
(Final Draft)

## OUR GOALS:

- Share project teams
- Leverage community engagement
- Use similar terms
- Seek connections in policies
- Coordinate plan schedules

# Project Phases



# Community Engagement to Date

# 500,000+

Interactions\*



# 330+

Key Stakeholders



# 4,500+

Voices



# 20+

Methods of Engagement



*"[This process] needs to engage underrepresented groups and geographies; meet them where they are and engage them through social media so they do not have to come to a specific time and place."*

*-Erin Barbee, Planning Commissioner*

\* View of digital and social media promotions

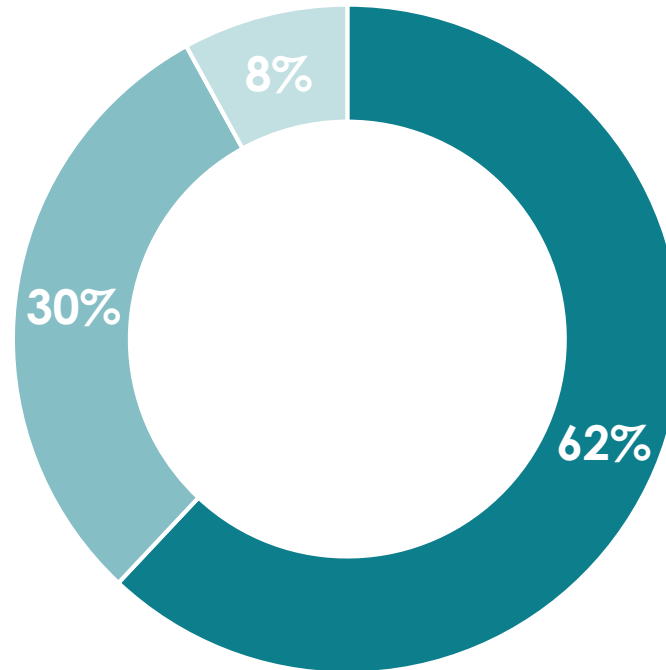


# Phase 1 & 2 Engagement Summary

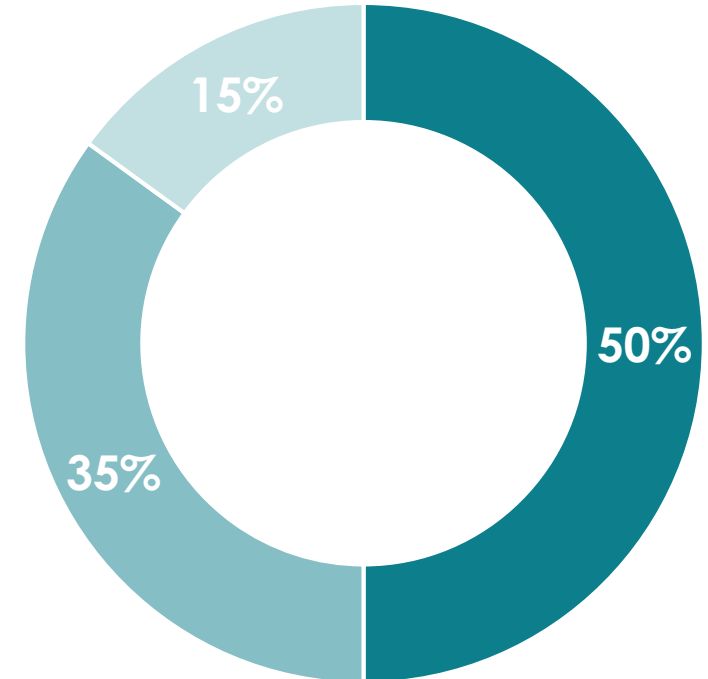


## Participant Demographics

■ White ■ African American ■ Other Minority Groups



## Charlotte Demographics



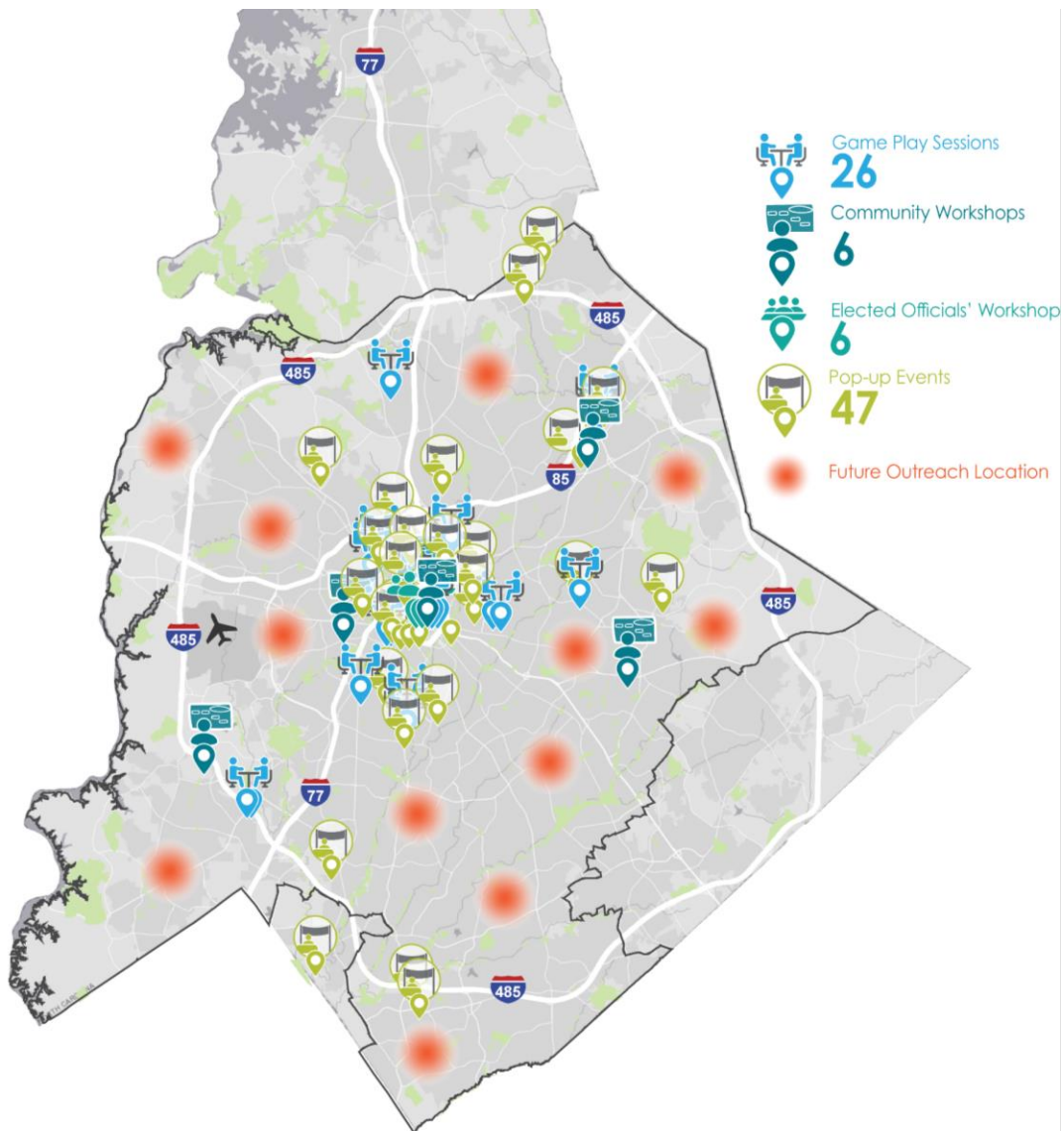
## Phase 1 & 2 Engagement Gaps



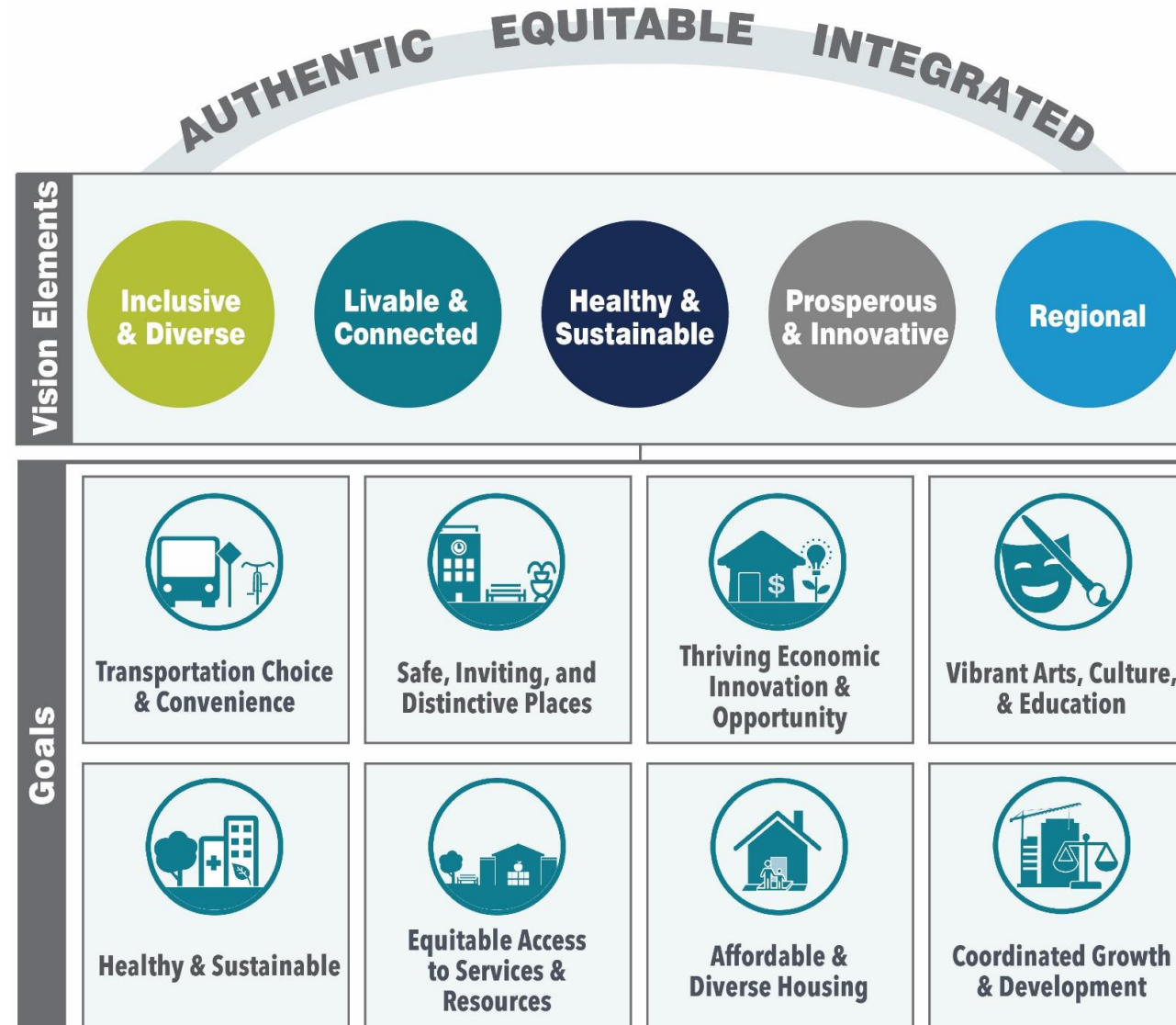
Key Demographic	City Percent	Participants
Hispanic / Latino	14%	6%
Senior Citizens	10%	10%
Youth (18 and under)	26%	3%



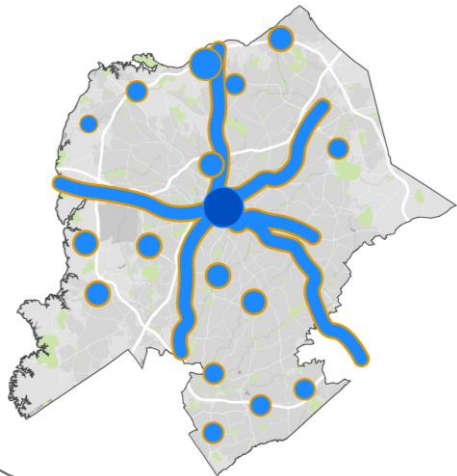
# Outreach Locations



# Outcome: Vision and Goals Framework

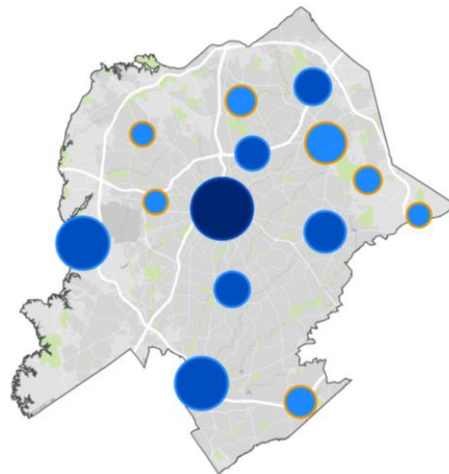


## Current Growth Framework



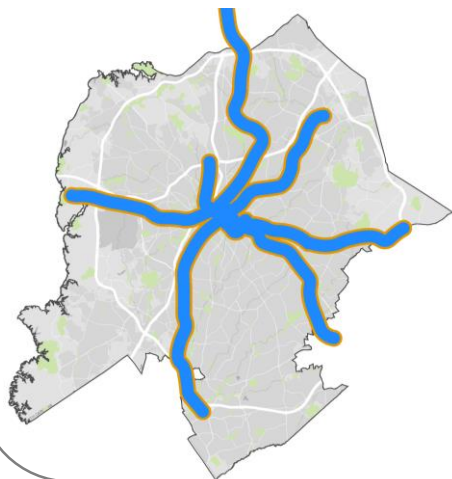
Continues current growth patterns with strong growth in Center City

## Strong Centers



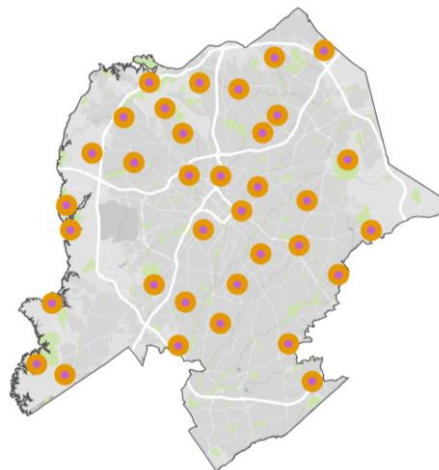
Most development is in Regional Activity Centers to provide jobs, goods, services, and community gathering spaces

## Connected Corridors



Development creates strong corridors with an emphasis on transit station areas, neighborhood connections, and trail systems.

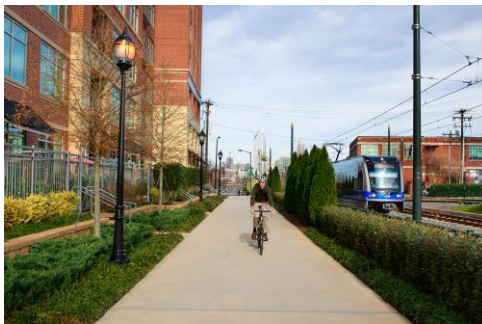
## Neighborhood Nodes



Numerous mixed use small scale centers offer goods and services close to neighborhoods.

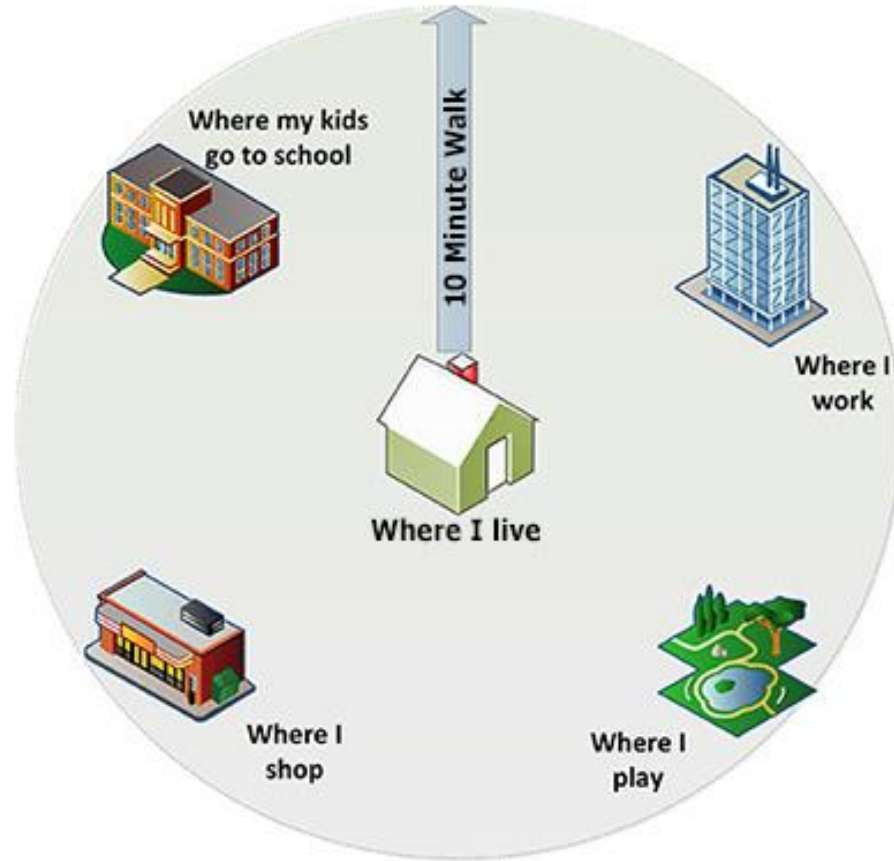


# Future Growth Strategy: Emerging Themes



- Develop a hybrid of **Connected Corridors** and **Neighborhood Nodes**.
- Accommodate projected growth along our **transit/transportation corridors**.
- Allow **varieties of housing types** in neighborhoods around mixed-use activity centers.
- Create more **walkable and bikeable communities**.

# Draft Policy Framework Highlights



**The 10 Minute Neighborhood Concept**

*Image: Kirkland, Washington Department of Planning*

- **10-minute neighborhood**  
10-minute walk or bike, or transit to good & services in their neighborhood.
- **2TOD – Transit and Trail Oriented Development**  
Introduces the idea of 10-minute walk or bike near a separated multi-use pathway or trail.
- **Retain Our Identity and Charm**  
Charlotte will retain the essence of existing neighborhoods and create opportunities for people currently living and working there to stay.
- **Affordable and Workforce Housing**  
Preserve naturally occurring affordable and workforce housing while increasing the percent of affordable and workforce housing in new construction.



## Last Phase (2019)

- ☒ **Existing Conditions**
- ☒ **Vision & Goals Framework**
- ☒ **Future Growth Strategy**
- ☒ **Draft Policy Framework**

## Next Phase (2020-21)

- ☐ **Draft Policies & Strategies**
  - ☐ Land Use (Place Types)
  - ☐ Mobility
  - ☐ Public Facilities/Infrastructure
  - ☐ Parks & Open Space
  - ☐ Transformative CIP Projects
- ☐ **Robust Community Engagement**
  - ☐ Neighborhoods Meetings
  - ☐ Pop-ups & Community Events
  - ☐ Growing Better Places Game 2.0
  - ☐ Strategic Advisors & Ambassadors
- ☐ **Review/Adoption**
- ☐ **Implementation/Place Type Mapping/UDO**

## Strategic Advisors & Ambassadors Meetings

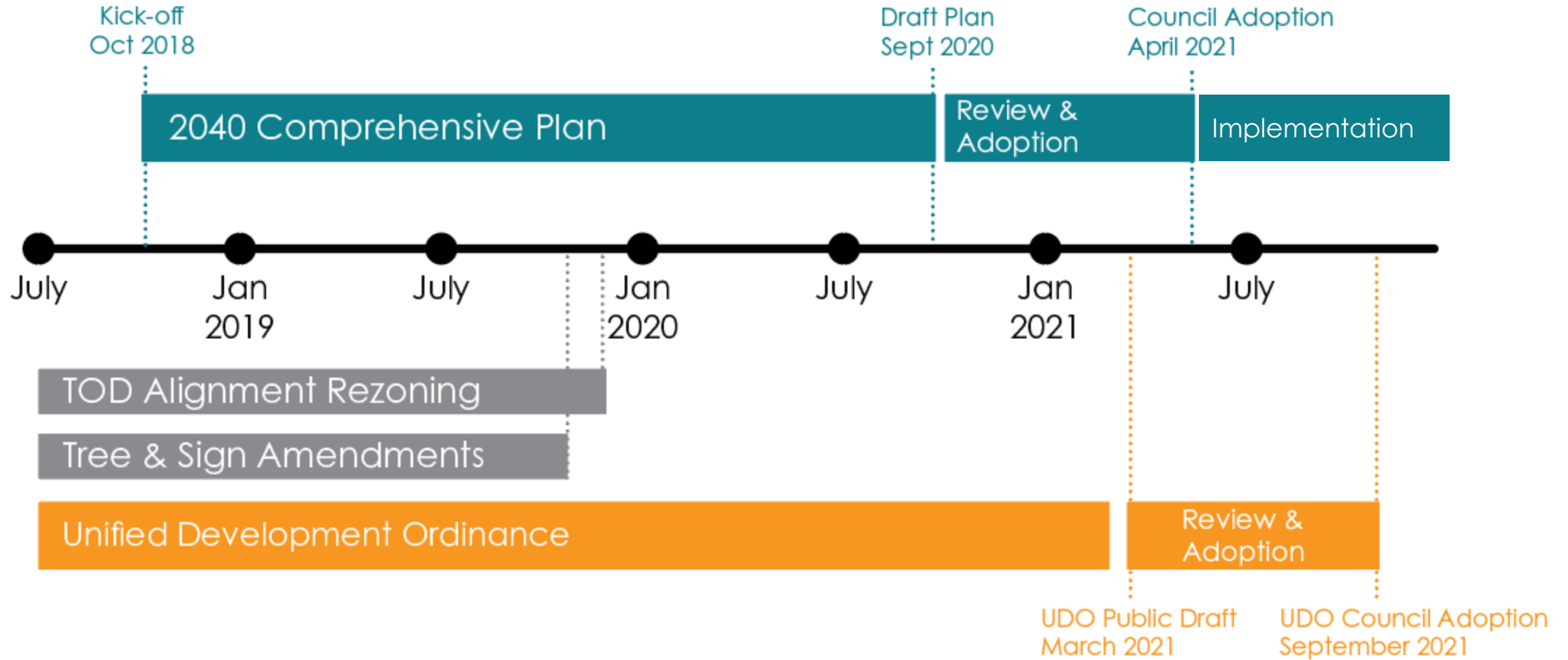
- February 12
- March 4
- April 2

## Phase 3 Other Activities and Events

- April Community Workshops
- Neighborhood Association Meetings
- Growing Better Places 2.0
- International Festivals & Events
- Ongoing Pop-Up events
- Planning 101: Youth Bootcamps
- Focus Groups



# 2040 Comprehensive Plan & Unified Development Ordinance Schedules





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