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
Winter 2018 - Spring 2019
- Our History + Existing Conditions

PHASE 2
Summer - Fall 2019
- Community Vision + Values
- Preferred Scenario for Future Growth

WE ARE HERE!

PHASE 3
Winter 2019 - Spring 2020
- Policies + Strategies

PHASE 4
Summer 2020 - Spring 2021
- Review + Adoption

ONGOING
- Implementation + Monitoring + Updating
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

- **240+** community workshops
- **650+** survey
- **700+** pop-ups

*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
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
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
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
Favored in-person, balanced online

- Activity Centers: Multiple strong activity centers outside Uptown
- Duplexes and Triplexes: Allow on adequately sized lots in existing neighborhoods
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
Game Results: Mapping Agreement

- Reinforces existing distribution of growth
- Most intensification in West, Center
- Least development intensification 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?
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?

- Development Types
- Development Locations
- Development Patterns
- Development Intensities
- Supporting Infrastructure
- Conservation Measures

Inputs from Game Play, Vision + Goals
Business as Usual

CONCEPT SKETCH

CHANGE FROM EXISTING

FULL SCENARIO

Legend:
- Center City Activity Center
- Regional Activity Center
- Community Activity Center
- Neighborhood Center
- Commercial
- Open Space - Rec
- Open Space - Protected
Business as Usual – Key Takeaways

- Highest amount (tied with NN) of new housing close to goods and services
- Highest cost (tied with NN) to serve public schools with infrastructure
- Highest share of auto trips in new development & high air quality impacts
- Highest percentage of new single family detached housing
Strong Centers Scenario

CONCEPT SKETCH

CHANGE FROM EXISTING

FULL SCENARIO
Strong Centers – Key Takeaways

• Most new housing is multi-family and mixed use
• Highest percent of development in existing activity centers
• Lower amount of new housing close to goods and services
• Lowest cost to serve public schools with infrastructure
• Does not fully leverage existing and planned transit investment
• Benefits and challenges related to most new growth being concentrated
Connected Corridors Scenario

CONCEPT SKETCH

CHANGE FROM EXISTING

FULL SCENARIO
Connected Corridors – Key Takeaways

- Most new housing close to existing and proposed transit
- Most new housing close to existing parks
- Lowest amount of new housing close to goods and services
- Lowest air quality impacts
- Less residential development in existing activity centers (than strong centers)
- Tends to score in the middle on many indicators
Neighborhood Nodes Scenario

CONCEPT SKETCH

CHANGE FROM EXISTING

FULL SCENARIO
Neighborhood Nodes – Key Takeaways

- Highest amount (tied with BAU) of new housing close to goods and services
- Highest cost (tied with BAU) to serve public schools with infrastructure
- Most additional infrastructure required
- Least new development in existing activity centers
- Most balanced mix of new housing types
Does the Scenario Further Our Vision and Goals?
Refining a Preferred Scenario & Policies

- Preferred Scenario
- Plan Policy development
Council Discussion/Questions?
Phase 3
December 2019 - September 2020

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.

Phase 4
September 2020 - April 2021

Primary Objective:
City Council adopts Plan.
The Plan will guide UDO, rezonings, investment, and implementation strategies to achieve community vision.
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
Thank You!

More information and to sign up for updates: www.charlottefuture.com/2040
Follow on Facebook: @cltplanning
Scenarios Performance Comparison

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**

BAU MIX OF HOUSING TYPES
- Single Family Detached: 45% / 51%
- Single Family Attached: 17% / 10%
- Multi-Family: 38% / 39%

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

SC MIX OF HOUSING TYPES
- Single Family Detached: 10% / 42%
- Single Family Attached: 15% / 9%
- Multi-Family: 75% / 49%

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

CC MIX OF HOUSING TYPES
- Single Family Detached: 25% / 46%
- Single Family Attached: 15% / 9%
- Multi-Family: 60% / 45%

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

NN MIX OF HOUSING TYPES
- Single Family Detached: 25% / 46%
- Single Family Attached: 37% / 15%
- Multi-Family: 38% / 39%
## 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%

**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%

**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%

**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%