COMMERCIAL

Goal
• Provide places for the sale of goods and services in locations readily accessible by automobile.

Land Use
• Typical uses include shopping centers, standalone retail uses, personal services, hotels, restaurants, and service stations.

Character
• This Place Type is characterized by low-rise retail structures with a walkable, landscaped public realm that balances automobile, bicycle, and pedestrian design elements.

Transportation
• Commercial place types are typically located along high volume arterial streets, limited access roadways, and near interstate interchanges.
• While uses and sites are generally automobile-oriented, streets are designed to accommodate safe and comfortable travel by all modes of travel.
• Cross-access between adjoining sites limits the number of driveways off arterial streets, thereby improving the public realm and circulation.

Zoning Districts
• This Place Type has zoning district(s) that acknowledge the diverse character and range of anticipated development patterns. (Appropriate districts will be determined in the Unified Development Ordinance.)
NOTABLE CHARACTERISTICS

1. This hotel is placed along the street with parking to the side and rear with enhanced public realm elements between the building and the street.

2. Large format commercial placed toward street with windows and doors along the street frontage and parking in rear.

3. Wider planting strips, sidewalks and bike lanes along larger streets separate pedestrians and higher speed vehicles and a corner entrance element is provided.

4. Windows and doors are provided street-side and limited parking and drive-through lanes between the sidewalk and the front door.

5. Outdoor dining areas along the sidewalk and street.

6. Multiple low scale retail tenants in a walkable environment that face the street and parking fields to the rear of the building.

7. Pedestrian connections from the street and sidewalk directly to the front door of commercial buildings.
Goal
• Provide places for large, multi-building institutions, such as educational, religious, civic, or health facilities, or for a concentration of office and research and development uses.

Land Use
• Primary uses vary, depending on the purpose of the Campus and may include facilities for office, research and development, education, medical, and places of assembly that require a significant amount of space for various activities spread across sites.
• Additional uses intended to support the primary use include: residential, retail, hotels, restaurants and dining facilities, sports facilities, laboratories, and galleries intended to serve workers, residents and visitors.

Character
• This Place Type is characterized by low- to mid-rise office or civic buildings. Some institutional Campuses are more intensely developed and may include some high-rise buildings.
• Campuses may be on one large site or multiple adjacent sites that create a unified appearance with defined edges.

Transportation
• Campuses are typically located along at least one arterial street with an internal street network that encourages walking and bicycling, particularly when sites are located near transit routes and stops.

• More intensely developed institutional Campuses have a denser street network and a higher level of non-auto mode share than less intensely developed Campuses.

Zoning Districts
• This Place Type has zoning district(s) that acknowledge the diverse character and range of anticipated development patterns. (Appropriate districts will be determined in the Unified Development Ordinance.)
1. Corporate campuses are often on larger undivided sites and integrate natural systems into the design of passive open space.

2. A traditional educational campus consists of multiple buildings in a more parklike environment, where the interior of the campus is largely pedestrian oriented.

3. An urban campus is organized by the street network much like traditional development.

4. Grand civic architecture often anchors traditional educational campuses.

5. A high amount of active open space is common on campuses and is used as an organizing element for buildings that front on the open space.

6. Urban institutional campuses typically include a large multi-wing building with other associated buildings located adjacent but connected by private drives, structured parking and private open space.

7. Corporate campuses typically have multiple office buildings of a similar architectural style and have generous highly designed active open space elements.

8. The public edges of campuses are important to have a welcoming public realm and architectural features that invite pedestrians into the campus.
**Goal**
- Contribute to Charlotte’s economic viability by accommodating places of employment for a range of industrial uses.

**Land Use**
- Primary uses include manufacturing, research and development, warehousing, distribution, and other similar uses.
- Uses in this Place Type also include limited office usually to support primary uses; outdoor storage of materials and vehicles; and restaurants, limited retail, and personal services to serve area workers.

**Character**
- This Place Type is characterized by large scale, low-rise industrial or warehouse buildings.
- Parcels are often large, with buildings placed on the interior of the site surrounded by service areas, parking, and landscape buffers to provide a transition to adjacent uses.

**Transportation**
- A General Industrial Place Type is accessible by higher capacity transportation facilities, such as arterials and interstates, as well as by freight rail. Streets accommodate large trucks, while serving all travel modes.
- The local and collector street network is well-connected to serve sites directly and to provide good access to arterials.
- Truck traffic will use routes that do not impact neighborhoods or open spaces.
- Streets and sites prioritize access for motor vehicles while still providing safe and comfortable access for other modes of travel.

**Zoning Districts**
- This Place Type has zoning district(s) that acknowledge the diverse character and range of anticipated development patterns. (Appropriate districts will be determined in the Unified Development Ordinance.)
NOTABLE CHARACTERISTICS

1. Outdoor storage of materials, storage and distribution are common elements of general industrial development like this concrete plant.
2. Some heavy manufacturing uses contain taller elements such as smokestacks and cooling towers.
3. Very large distribution warehouses that accommodate a high volume of large truck traffic is a common use.
4. The outdoor storage and movement of heavy equipment is common, such as train depots and inter-modal yards.
5. The outdoor storage of trucks, materials and equipment occur when larger buffers can be accommodated at the edges.
6. Contractor storage yards, metal recycling and materials recycling can occur when buffered by larger undisturbed natural buffers.
7. The airport and its associated facilities are found in this Place Type.
8. A high volume of large truck traffic can differentiate similar looking warehouse buildings from light industrial.
Goal

- Contribute to Charlotte’s economic viability by providing mixed-use urban places that include light manufacturing, office, residential, and retail.

Land Use

- Typical uses include office, research and development, studios, light manufacturing, showrooms, hotels, and multi-family residential.
- Uses in this Place Type also include retail, personal services, restaurants, and bars, and limited warehouse and distribution associated with light manufacturing.

Character

- This Place Type is characterized by adaptively reused buildings and low to mid-rise single-use structures that are transitioning to vertically integrated uses in a pedestrian-oriented environment.

Transportation

- A Light Industrial Mixed-Use Place Type is accessible by higher capacity facilities such as arterials, and may also include access from interstates and freight rail. Streets serve all travel modes while still accommodating large trucks along primary arterial streets. The local and collector street network is well-connected to serve sites directly and to provide good access to arterials.
- Truck traffic will use routes that do not impact neighborhoods or open spaces.

Zoning Districts

- This Place Type has zoning district(s) that acknowledge the diverse character and range of anticipated development patterns. (Appropriate districts will be determined in the Unified Development Ordinance.)
1. The reuse of buildings is common in this Place Type where small scale production and distribution can be found like breweries, bakeries, and similar businesses.

2. Self storage coupled with ground floor commercial space integrate this use into a mixed use, walkable place.

3. Creative office space often occupies buildings not originally created for office use.

4. Mixed Use Residential buildings are integrated into post industrial buildings.

5. Preservation of significant industrial buildings is common in areas that want to maintain a character that honors the past.

6. Small older purpose built warehouses can become the framework for a wide range of infill development.

7. New office buildings can take on the character of a transitioning industrial area and provide a mix of old and new building styles.

8. Newly built, smaller scale flex buildings that house office uses in conjunction with limited distribution are common, where parking is limited in between the building and street. Truck traffic is lower than General Industrial uses, minimizing impact to adjacent neighborhoods.