Ambassadors & Strategic Advisors’ Meeting

February 12, 2020
Meeting Agenda

AMBASSADORS & STRATEGIC ADVISORS’ MEETING

February 12, 2020  |  East Stonewall A.M.E. Zion Church

6:00 - 6:10  Welcome & Introductions  |  Kathy Cornett
6:10 - 6:15  Opening Remarks  |  Taiwo Jaiyeoba
6:15 - 6:30  Process to Date and Path Forward
Community Vision & Values, Goals & Framework Policies
Place Types Introduction and Overview  |  Alysia Osborne
6:30 - 7:30  Small Group Discussions
7:30 - 7:50  Group Reports
7:50 - 8:00  Q & A | Next Steps

How Plans Work
# Planning Framework

<table>
<thead>
<tr>
<th>1. POLICY</th>
<th>2. REGULATION</th>
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<tbody>
<tr>
<td>Vision for future</td>
<td>Tool to implement vision</td>
</tr>
<tr>
<td>Robust Community Participation</td>
<td>Significant Staff Administration</td>
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<tr>
<td>Example: Area/Community Plans, Corridor Studies</td>
<td>Example: Zoning, Subdivision, Tree Ordinances</td>
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<tr>
<td>Guidance</td>
<td>Law</td>
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Charlotte Fast Facts

- Tree Canopy: 47%
- Miles of Creek and Streams: 840
- Miles of Sidewalk: 2,250
- Miles of Streets: 2,450
- Miles of Light rail, driving $3.1 billion in new development and 13,000 residential units: 19
- Miles of streetcar at completion, driving $400 million in investment along the corridor: 10

- Population: 872,498
- Daytime Population: +1 million
- Largest City in the US

- Breakdown of 56,802 New Residential Units (2010-2018):
  - Multi-family: 71%
  - Single family: 29%

  - sq ft of educational/institutional/medical: 6.1 million
  - sq ft of office: 9.4 million
  - sq ft of warehouse/industrial: 11 million
  - sq ft of retail: 5.3 million

Building Permits (2016 - July 2018):
- Residential: 1,000
- Non-residential: 1,000

With a Strong Economy and Workforce:
- Jobs in Mecklenburg County (31% employment growth since 2010): 688,000
- Labor Force and unemployment rate of 3.8%: 492,000
- Employees commute to Charlotte everyday: 322,000
- Busiest airport in terms of operations, 10th in passenger travel: 6th
- Freight train trips in Charlotte Region daily: 128
- Transportation and Warehouse employees in Mecklenburg County: 38,000
- Place to live and work for tech professionals, according to CompTIA’s 2018 Tech Town Index: #1

We are Diverse, and Well Educated:
- People of Color: 58.1%
- Bachelor's Degree or Higher: 45.0%
- Median Age: 34.4
- Foreign Born: 17.1%
- Homeownership: 53.2%

Source: US Census Bureau, Bureau of Labor Statistics, Charlotte Chamber, City of Charlotte, Mecklenburg County, Airport Activity Reports

Updated: May 30, 2019
A complete neighborhood provides residents safe and convenient access to a variety of housing, jobs, goods, services, and other essentials.
• Guides our growth over the next 20 years.

• A shared vision of our growth, development and capital investments

• Transformative strategies to accommodate growth
Ambassadors and Strategic Advisors’ Meeting

Companion Documents

OUR GOALS:

- Share project teams
- Leverage community engagement
- Use similar terms
- Seek connections in policies
- Coordinate plan schedules
How do all the pieces fit together?

2040 PLAN
- Vision & Values
- Policy Framework
- Future Growth Strategy
- Place Types

Other Studies
- Corridor Studies
- Design Studies
- E.D. Playbooks
- Fiscal Impact Analysis
- Etc.

IMPLEMENTATION
- Capital Projects
- Place Types Mapping
- UDO

CIP
- Companion Documents
Outreach Effort
To start our process, we asked over 250 people to tell us who is not at the table and how do we best engage them. Seven guidelines emerged for our process.
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: 8%
- African American: 62%
- Other Minority Groups: 30%

Charlotte Demographics
- White: 15%
- African American: 50%
- Other Minority Groups: 35%
Phase 1 & 2 Engagement Gaps

<table>
<thead>
<tr>
<th>Key Demographic</th>
<th>City Percent</th>
<th>Participants</th>
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<tbody>
<tr>
<td>Hispanic / Latino</td>
<td>14%</td>
<td>6%</td>
</tr>
<tr>
<td>Senior Citizens</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Youth (18 and under)</td>
<td>26%</td>
<td>3%</td>
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Outreach Locations
Responsibilities:

• Provide and consider input from other groups on:
  • Growth scenarios in Phase 2
  • Plan policies + Strategies during Phase 3

• Bring perspective from their personal expertise or ‘community of interest’

• Be a sounding board for staff to test ideas and concepts

• Be an advocate for the plan
Responsibilities:

- Share information to broaden outreach
- Invite networks to participate in events and surveys
- Engage groups that represent a diverse cross section of Charlotte’s population
- Share observations that might help provide more effective input and outreach
- Volunteer to help at community events

Volunteered: 127
Game Purpose:

- Explore impacts and priorities of growth
- Consider various strategies/solutions to address growth challenges
- Gather input from the community
- Collected input informs development of alternative growth scenarios
- Establish community values about growth
Game Materials

**Game Board**

- **Growing Better Places:** A board for equitable and inclusive challenges.

**Community Prioritization Cards**

- **Central**
  - Growth and Equity
  - Transportation
  - Housing
  - Energy

**Strategy Cards**

- Livable & Connected
- Transit
- Accessible Housing
- Economic Development
- Environmental Stewardship

**Equitable Growth Cards**

- Equitable Growth
- Central

**Household & Job Growth**

- **Place Pieces**
  - Lower Intensity Resident
  - Employment
  - Regional Activity Center
  - Industrial

- **Amenity Cost Pieces**
  - Central

- **Tokens**
  - 1
  - 2
  - 5
  - 10
  - 20
Establishing the Framework
Vision and Goals Framework

PHASE 1

Vision Elements:
- Inclusive & Diverse
- Livable & Connected
- Healthy & Sustainable
- Prosperous & Innovative
- Regional

Goals:
- Transportation Choice & Convenience
- Safe, Inviting, and Distinctive Places
- Thriving Economic Innovation & Opportunity
- Vibrant Arts, Culture, & Education
- Healthy & Sustainable
- Equitable Access to Services & Resources
- Affordable & Diverse Housing
- Coordinated Growth & Development
Growth Strategies

**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.
Enhance the character and quality of neighborhoods.

Connect people to the neighborhood places where they live, work and play.

Provide neighborhoods with parks and open spaces, natural features, recreation opportunities and social spaces.
Places in the Equitable Growth Game

- **Lower Intensity Residential**: Mostly low scale residential buildings such as single-family homes, townhomes, duplexes & triplexes.
- **Large Open Space**: Public parks, nature preserves, playgrounds, athletic fields, recreation centers, etc.
- **High Intensity Mixed Use Residential**: Low to mid-rise multi-family buildings, sometimes with commercial as secondary uses.
Place Types

**PARKS AND PRESERVES**

Parks include play grounds, sports fields, pavilions, recreation facilities, and other uses that allow people to gather and play. Preserves are intended to remain passive, including those that are to be protected and preserved for the foreseeable future. These include wildlife refuges, and nature preserves with some passive amenities and activities.

**REGIONAL ACTIVITY CENTER**

The largest centers of activity outside of Uptown, with a walkable and diverse mix of uses that serve the region. Buildings are mid to high-rise, tapering down towards the neighborhoods. They provide a mix of residential, office, retail, civic and open space uses.

**COMMERCIAL**

Mostly auto-oriented places that accommodate people traveling from one place to another, typically by car. Primarily retail and office uses with hotels and larger offices located at Interstate Interchanges.

**CAMPUS**

Campuses provide places for office, healthcare, education, religious or similar institutions/organizations that require a significant amount of space for various activities. Campuses usually have a specific use and are distinct from their surroundings.

**GENERAL INDUSTRIAL**

Higher intensity uses that are major economic and employment drivers, including manufacturing, waste processing, power generation, junk, and scrap metal yards and other similar uses. Many uses require space for outdoor storage, parking and maneuvering for equipment, loading and warehousing, and should be buffered from surrounding areas.

**NEIGHBORHOOD 3**

A multi-family residential area that includes housing choices such as apartments and condominiums and neighborhood services, like grocery stores, offices, and institutional uses.

**NEIGHBORHOOD 2**

Attached, moderate intensity housing types, with more housing choice at a variety of prices. Main building types include townhomes, house courts, and quadraplexes. Includes schools, parks, and other civic uses.

**NEIGHBORHOOD 1**

Predominantly single-family residential neighborhoods with detached housing types. Other uses include civic and institutional uses and services like schools and parks.

**LIGHT INDUSTRIAL MIXED-USE**

Lower intensity industrial and employment uses, including office, research, light manufacturing, warehousing, distribution and can include residential and more creative uses such as art studios and breweries.

**NEIGHBORHOOD CENTER**

The smallest type of center, a mixed-use place that offers higher intensity residential uses and neighborhood services, like a grocery store, offices and institutional uses that serve the immediate area.

**COMMUNITY ACTIVITY CENTER**

Smaller commercial and civic areas that provide services for the surrounding area in low to mid-rise buildings. Today these places are single-use shopping centers, but over time it’s expected that these places will develop or experience infill and support a greater mix of uses due to their high level of accessibility from multiple neighborhoods.
COMMUNITY ACTIVITY CENTER

Smaller commercial and civic areas that provide services for the surrounding area in low to mid-rise buildings. Today these places are single use shopping centers, but over time it is expected that these places will develop or experience infill and support a greater mix of uses due to their high level of accessibility from multiple neighborhoods.

PHASE 3

Example Place Type Card

GOALS: Provide a concentration of primarily commercial and residential activity in a well-connected, walkable place located within a 10-15 minute drive of surrounding neighborhoods

LAND USE: Retail, restaurant/entertainment, and personal service; some multi-family and office also acceptable, particularly in station areas

CHARACTER: Mostly mid-rise buildings; connected by a comfortable walking environment; while some buildings are single use, many are vertically integrated mixed-use

TRANSPORTATION: Typically located at or near key intersections or on Arterials: the Local network is dense, with many pedestrian crossings; easy access to neighborhoods helps reduce trip lengths and encourages transit, walking, or bicycling
Activity 1 - Sorting and Sharing
• Get familiar with the Place Types by looking over and organizing the Place Type cards

Activity 2 – Connecting the Dots
• Link Place Types to the Framework Policies and Policy Objectives

30 Minutes each
<table>
<thead>
<tr>
<th>Last Phase (2019)</th>
<th>Next Phase (2020-21)</th>
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<tbody>
<tr>
<td>✓ Existing Conditions</td>
<td>□ Draft Policies and Strategies</td>
</tr>
<tr>
<td>✓ Vision &amp; Goals Framework</td>
<td>□ Place Type Palette</td>
</tr>
<tr>
<td>✓ Future Growth Strategy</td>
<td>□ Robust Community Engagement</td>
</tr>
<tr>
<td>✓ Draft Policy Framework</td>
<td>□ Neighborhoods, Pop-ups &amp; Events</td>
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<tr>
<td></td>
<td>□ Growing Better Places 2.0</td>
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<td>□ Strategic Advisors &amp; Ambassadors</td>
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<td>□ Review/Adoption</td>
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<td>□ CIP Implementation</td>
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Upcoming Strategic Advisors Meetings

March 4
• Deep Dive into **Work** Place Types
• Growth Strategies and Supporting Policies

April 2
• Deep Dive into **Live** Place Types
• Growth Strategies and Supporting Policies

April 21
• Deep Dive into **Play** Place Types
• Growth Strategies and Supporting Policies
Thank You!

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