
Ambassadors & Strategic Advisors Meeting
Charlotte Planning, Design & Development Department
03.04.2020
Agenda:

6:00 pm  Welcome and Introductions
6:05 pm  Agenda Review
6:10 pm  Presentation on “Work” Place Types
6:30 pm  Small Group Discussions
7:30 pm  Small Group Report Out
7:50 pm  Next Steps
8:00 pm  Meeting Close
PROJECT PHASES

Phase 1
Winter 2018 to Spring 2019
- Our History & Existing Conditions

Phase 2
Summer 2019 to Fall 2019
- Community Vision & Values

Phase 3
Winter 2019 to Spring 2020
- Preferred Growth Scenario

Phase 4
Summer 2020 to Spring 2021
- Policies & Strategies

Ongoing
- Review & Adoption
- Implement, Monitor, & Update

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# 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>
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<tr>
<td>Robust Community Participation</td>
<td>Significant Staff Administration</td>
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<td>Example: Area/Community Plans, Corridor Studies</td>
<td>Example: Zoning, Subdivision, Tree Ordinances</td>
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<td>Guidance</td>
<td>Law</td>
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Charlotte Fast Facts

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

**16th Largest City in the US**
- **872,498** Population
- **305 mi²**
- **+1 million** Daytime Population

**Breakdown of 56,802 New Residential Units (2010-2018)**
- 71% multi-family
- 29% single family

**Breakdown of 32 million sq ft of New Non-Residential Buildings (2010-2018)**
- 6.1 million sq ft of educational/institutional/medical
- 9.4 million sq ft of office
- 5.3 million sq ft of retail
- 11 million sq ft of warehouse/industrial

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

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

Updated: May 30, 2019

Source: US Census Bureau, Bureau of Labor Statistics, Charlotte Chamber, City of Charlotte, Mecklenburg County, Airport Activity Reports
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
CREATING GREAT PLACES FOR OUR COMMUNITY

<table>
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<th>Our Goals:</th>
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<td>• Share project teams</td>
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<td>• Leverage community engagement</td>
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<td>• Use similar terms</td>
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<td>• Seek connections in policies</td>
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<td>• Coordinate plan schedules</td>
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<tr>
<th>2030 Transit System Plan</th>
<th>Strategic Energy Action Plan</th>
<th>Water Supply Master Plan</th>
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<tr>
<td>Transportation Action Plan</td>
<td>Charlotte Walks</td>
<td>Charlotte Bikes</td>
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<tr>
<td>Vision Zero Action Plan</td>
<td>Housing Framework</td>
<td>ALL IN Center City 2040 Vision</td>
</tr>
<tr>
<td>ADA Transition Plan</td>
<td>I-77 Mobility Plan</td>
<td>University City Vision (Final Draft)</td>
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<td>Meck Playbook</td>
<td>Regional Transit Plan</td>
<td>Comp. Storm Water Plan</td>
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<tr>
<td>Tree Study</td>
<td>Food Systems Study</td>
<td>Strategic Mobility Plan</td>
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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.

Implement
- Capital Projects

UDO
- Place Types Mapping

CIP
- Companion Documents

Other Studies
- Other Studies
- Other Studies
HOW DO ALL THE PIECES FIT TOGETHER?

500,000+
Interactions

330+
Key Stakeholders

4,500+
Voices

20+
Methods of Engagement

281 Volunteered

Healthy & Sustainable
Inclusive & Diverse
Prosperous & Innovative
Livable & Connected
Regional

Element Groups

Creating Great Places for the Community
PLACE TYPES

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.
PLACE TYPES

PARKS AND PRESERVES
- Parks include playgrounds, 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 conserved 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 quadruplexes. 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.
LAST STRATEGIC ADVISORS MEETING
KEY THEMES

• Missing Middle, Housing Diversity and Affordable Housing
• Strong Support for 10-Minute Neighborhoods
• Need for Enhanced Mobility Options
• More Meaningful Parks and Open Space
• Access to Jobs and Employment
• Place types are the building blocks of complete communities
• Complete communities provide diverse opportunities to work, live and play
• On a broader scale, all areas of the community should have a combination of work, live and play places
### "WORK" PLACE TYPES

- The "work" place types represent the different types of places where we work.
- They include:
  - Commercial
  - Campus
  - Light Industrial Mixed-Use
  - General Industrial

**Note:** Center Place Types also have elements of employment.

**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.

**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.

**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.
COMMERCIAL

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

Land Use
• 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.

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

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
• 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
• 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.
GENERAL INDUSTRIAL

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 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.
GENERAL INDUSTRIAL
**LIGHT INDUSTRIAL MIXED-USE**

**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.
LIGHT INDUSTRIAL MIXED-USE
• NOTE: Full place type sheets for the “work” place types will be available online in approximately three weeks.
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.)
**PLACE TYPE SUMMARY SHEETS**

**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.
QUESTIONS
COMMENTS
CONCERNS
Activity 1 - Reviewing and Testing

• Get familiar with the individual “work” Place Types, the simplified Place Type sheets and the application of Place Types

Activity 2 - How will this work in the real world?

• Gather ideas about projects, policies and programs about how to best support and facilitate the development of “work” Place Types
Ambassadors & Strategic Advisors Meeting

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

- April 23
  - Deep Dive into Play Place Types
  - Growth Strategies and Supporting Policies

Community Workshops

- March 31
  - Crossway Community Church

- April 1
  - Shalom Park, Sam Lemer Center

- April 8
  - Charlotte-Mecklenburg Government Center
QUESTIONS?
THANK YOU!