

TO: Michael Russell, CZO – Entitlement Services

FROM: Tolu Ibikunle, AICP – Long Range Planning

SUBJECT: REZ 2023-156: 2040 Comprehensive Plan Consistency

LOCATION: 2501 E. W.T. Harris Boulevard (PID: 10503515)

DESCRIPTION: Zoning Change Request from **N1-A** to **OFC** -- 16.080 acres.

The Long-Range Division of the Planning, Design and Development Department offers the following comments on the above referenced rezoning petition. Please communicate these comments with the petitioner to the greatest extent practical and incorporate into the public hearing staff analysis report.

Plan Consistency: This petition is **INCONSISTENT** with the 2040 Policy Map recommendation for **Neighborhood 2 (N2)**. An amendment to the 2040 policy map, and place type change is required to **Campus (CAM)**. The table below represents elements of the CAM Place Type:

Land Uses	The primary uses in this Place Type are office, research and development (R&D), education, medical, places of assembly and supporting uses.
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.
Mobility	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 Campuses have a denser street network and a higher level of non-auto mode share than less intensely developed Campuses. Campuses should include amenity-rich transit stops and mobility hubs at key entries, stations, and intersections. Arterial streets support walking, cycling, and transit use by providing a safe and comfortable environment to reach transit stops or nearby destinations.
Building Form	Campuses are primarily office and/or civic buildings typically 5 or fewer stories; sometimes include residential buildings. Office campuses may also include taller buildings where additional open space or benefits to the community are provided. Campuses usually have a variety of activities on site, and buildings vary depending on the needs of the primary user.

2040 Policy Map Future Revision: Due to the 2023-2025 Community Area Plan process, the 2040 Policy Map revision recommends the subject parcel(s) and properties north of the subject parcel for **Campus (CAM)**. The revised 2040 Policy Map is **not adopted** as of the date of this memo.

The following criteria should be considered to approve a change to the 2040 Policy Map:

1. Adjacencies – The following preferred adjacencies are present with this petition:
 - Neighborhood 1
2. Location
 - The subject property is not located within Uptown.
 - The subject parcel is located adjacent to the Carolina Adventist Book Center.
3. Preferred Acreage
 - The preferred acreage is 25 acres. The subject parcel is 16.080 acres and does not meet the preferred acreage for a place type amendment to Campus.
4. Preferred Transitions – The following preferred transitions are present with this petition:
 - Neighborhood 1
 - Manufacturing & Logistics

Equitable Growth Framework (EGF) Support: Please be advised of the following regarding the petition support of the EGF Manual and Metrics.

1. Access to Essential Amenities, Goods & Services – Campus place type primary uses vary, depending on the purpose of the Campus; however, 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. **Access to essential amenities, goods and services is a high priority need in this area.**
2. Access to Employment Opportunity – Increasing job growth and creating opportunities for upward economic mobility is a high priority need in this area based upon the EGF. **Access to employment opportunities is a high priority in this area. The petition proposes office uses; however, it is unclear what the specific office uses are and if the proposal will spur job growth.**

Rationale for Recommendation: The petition could facilitate the following 2040 Comprehensive Plan Goals:



Goal 8: Diverse & Resilient Economic Opportunity – Charlotteans will have opportunity for upward economic mobility through access to a diverse mix of jobs and careers that align with education and skill levels of residents and the economic strengths of the region. **Given the proposed office uses, this petition will likely create new jobs.**

