



CHARLOTTE FUTURE

2040

POLICY

MAP

**City Council Strategy Session  
December 6, 2021**

# What is the purpose of the draft map?

VISION  
AND  
GOALS



CHARLOTTE  
FUTURE

2040  
COMPREHENSIVE  
PLAN

The Vision For Our Growth

SUPPORTING  
INITIATIVES

Mapping  
Tools and  
Guidance for  
Public and  
Private  
Investment



Land Use



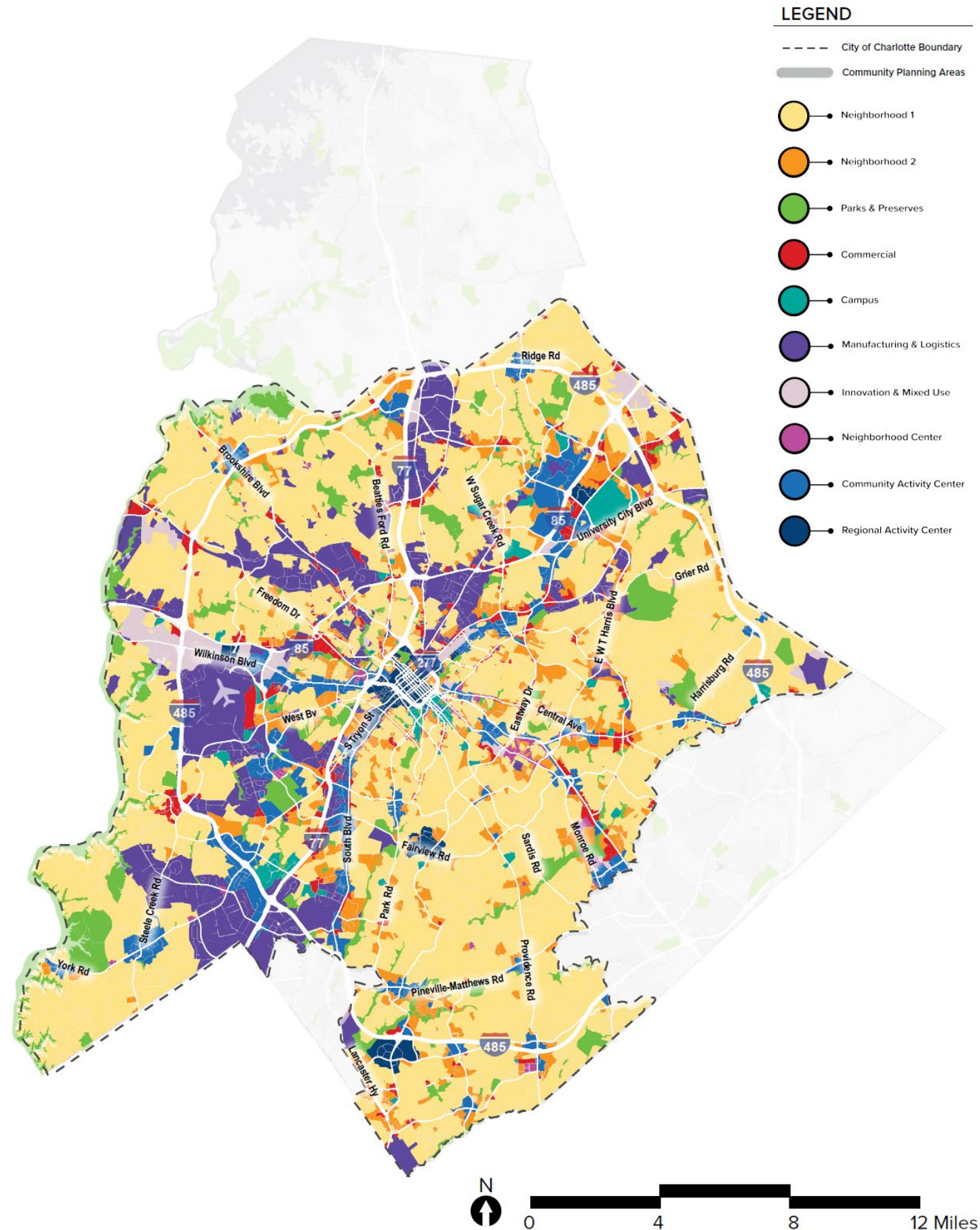
Mobility



Development



# What is the Charlotte Future 2040 Policy Map?



- A translation of the Comprehensive Plan’s “place-based” policies to specific geographies
- Provides citywide direction for balancing future needs and opportunities:
  - Protects priorities while providing opportunity for growth
  - Aligns future growth with infrastructure capacity
  - Improves access to underserved areas
- Place Type designations provide guidance for:
  - Mix and proportions of land use
  - Building form and design
  - Mobility and parking
  - Open space



# How was the 2040 Policy Map developed?

## Step 1



### Map Existing Development

- Existing Land Use
- Form of Development

*(For reference only)*

## Step 2



### Map Adopted Policies

- Future Land Use
  - Zoning
- Market Support

## Step 3



### Map CLT Future Policies

#### • Equitable Growth Framework

- Plan Policies
- Survey Responses

INPUTS

- Growth Projections
  - Infrastructure & Environmental Capacity
  - Market Feasibility

CHECKS

## Access to Housing Opportunity Metrics

- Housing Unit Diversity
- Housing Cost
- Housing Size
- Subsidized Housing
- Tenure
- Level of (re)investment

## Access to Employment Opportunity Metrics

- Proximity to Employment
- Employment in Commute Shed
- Wage Levels
- Middle Skill Jobs
- Knowledge Based Jobs

## Access to Amenities Metrics

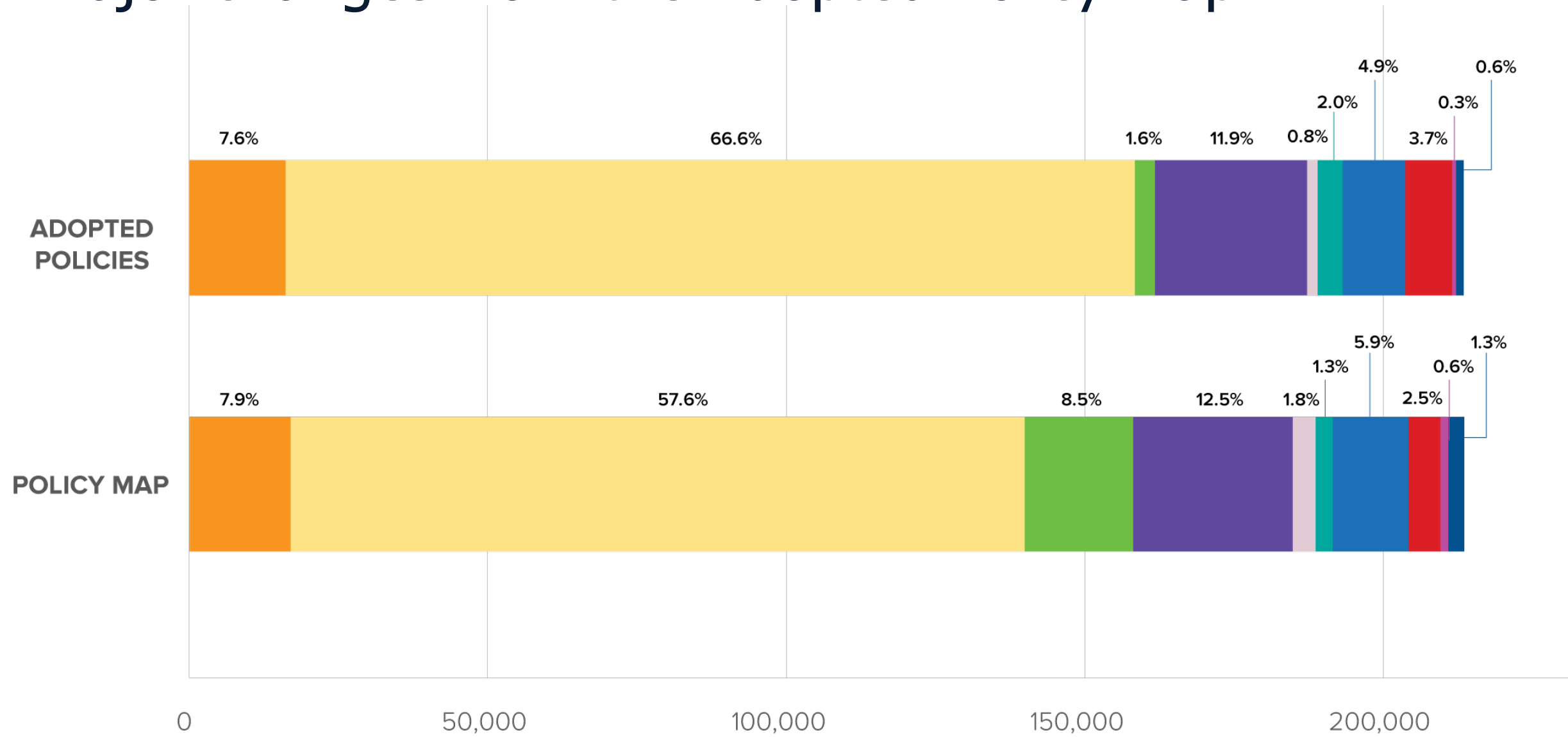
- Proximity to Childcare and Early Childhood Education
- Parks, Open Space and Trails
- Community Facilities
- Fresh Food
- Health Care & Pharmacies
- Financial Services
- Access to Internet Service

## Environmental Justice Metrics

- Tree Canopy
- Impervious Surface
- Proximity to Heavy Industrial Uses
- Proximity to Major Transportation Infrastructure
- Floodplain

# Key Takeaways: Draft 2040 Policy Map

## Major changes from the Adopted Policy Map



**LEGEND**

- NEIGHBORHOOD 2
- NEIGHBORHOOD 1
- PARKS & PRESERVES
- MANUFACTURING & LOGISTICS
- INNOVATION & MIXED USE
- CAMPUS
- COMMUNITY ACTIVITY CENTER
- COMMERCIAL
- NEIGHBORHOOD CENTER
- REGIONAL ACTIVITY CENTER

Place Type	% Net Increase or Decrease
Neighborhood 1	-14%
Neighborhood 2	5%
Parks & Preserves	431%
Innovation Mixed Use	123%
Manufacturing & Logistics	5%
Commercial	-32%
Campus	-32%
Neighborhood Activity Center	98%
Community Activity Center	21%
Regional Activity Center	109%



# Place Types Palette



## NEIGHBORHOOD 1

Lower density housing areas primarily comprised of single-family or small multi-family homes or ADUs.



## NEIGHBORHOOD 2

Higher density housing areas that provide a variety of housing types such as townhomes and apartments alongside neighborhood-serving shops and services.



## NEIGHBORHOOD CENTER

Small, walkable mixed-use areas, typically embedded within neighborhoods, that provide convenient access to goods, services, dining, and residential for nearby residents.



## PARKS & PRESERVES

Serve to protect public parks and open space while providing rest, recreation, and gathering places.



## COMMUNITY ACTIVITY CENTER

Mid-sized mixed-use areas, typically along transit corridors or major roadways, that provide access to goods, services, dining, entertainment, and residential for nearby and regional residents.



## COMMERCIAL

Primarily car-oriented destinations for retail, services, hospitality, and dining, often along major streets or near interstates.



## CAMPUS

A cohesive group of buildings and public spaces that serve one institution such as a university, hospital, or office park.



## INNOVATION MIXED-USE

Vibrant areas of mixed-use and employment, typically in older urban areas with uses such as light manufacturing, office, studios, research, retail, and dining.



## MANUFACTURING & LOGISTICS

Employment areas that provide a range of job types, services, and wage levels in sectors such as production, manufacturing, research, distribution, and logistics.



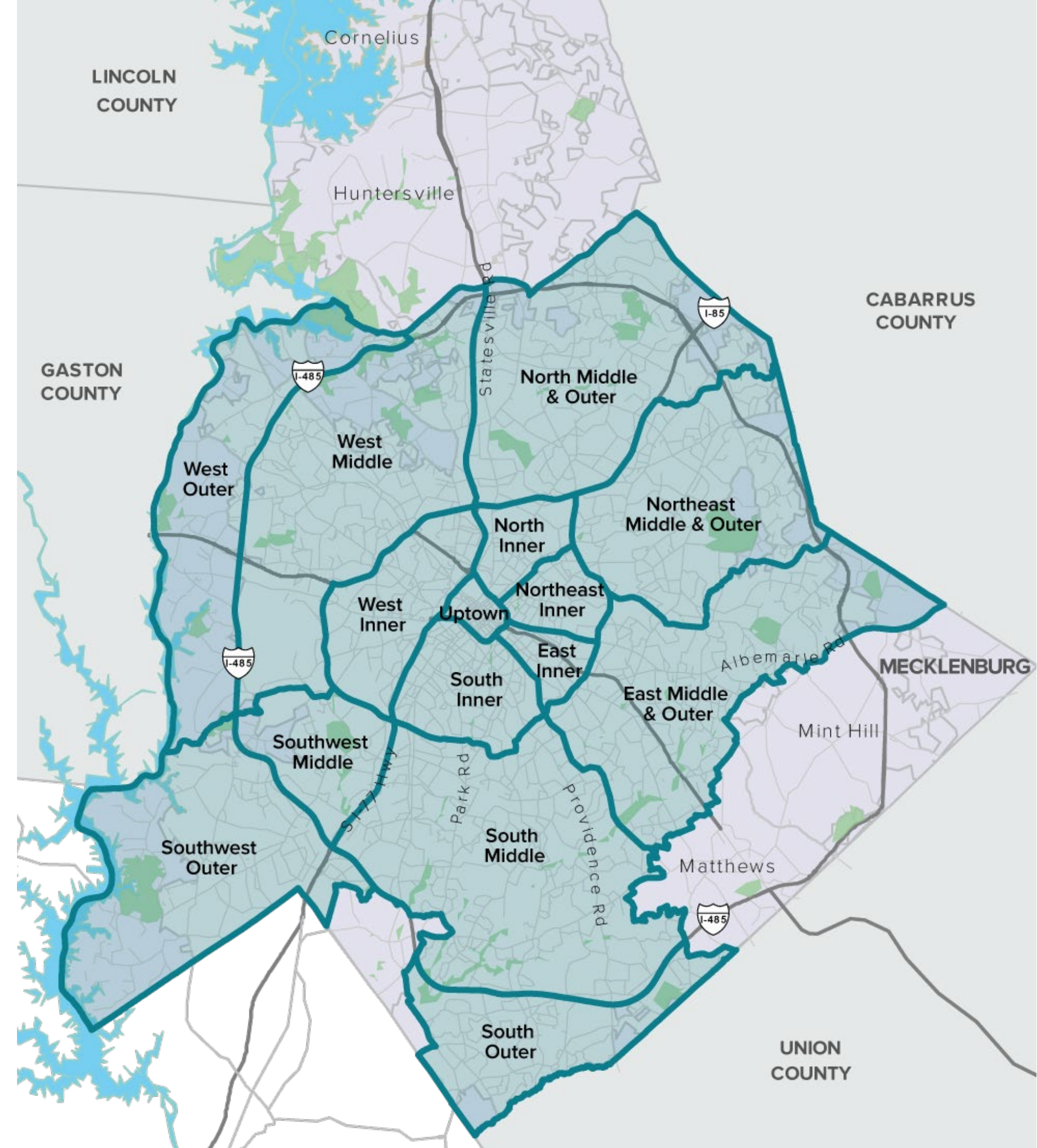
## REGIONAL ACTIVITY CENTER

Large, high-density mixed-use areas, typically along transit corridors or major roadways, that provide access to goods, services, dining, offices, entertainment, and residential for regional residents and visitors.



# Community Planning Areas

Community Conversations to gather public input, held in October and November, were divided using the Community Planning Area geographies shown here.





## Phase 1

- July – September 2021
- Live, Work, Play Survey (Online & Hardcopies - **4,750 Responses**)
- 99 Events: Pop-Ups, Neighborhood Mtgs., Community Mtgs.

## Phase 2

- October 13 – November 19, 2021
- 1<sup>st</sup> Draft Charlotte Future 2040 Policy Map (Online & Hardcopies)
  - Citywide Informational Meeting (**605 Views**)
  - 37 Community Conversations (To Date: **197 participants**) + Drop-In Office Hours (**40 participants**)
  - Online Comment Application (To Date: **~950 comments**)

## Phase 3

- Begins January 2022
- 2<sup>nd</sup> Draft Charlotte Future 2040 Policy Map
- Tentative Adoption February

2021

2022

## December

- Council Strategy Session
- Planning Commission, Planning Committee TAP-E Council Committee Update: Policy Map + FIA + Engagement Strategy

## January

- City Council & Planning Commission Update: Policy Map + Next Steps
- **Release of 2nd Draft Plan**
- Two-week public review and comment period begins
- City Council + Planning Commission: Small Group Discussions to review highlights of Second Draft Map
- Planning Committee & TAP-E Council Committee: Review highlights of Second Draft Map
- Listening Sessions with staff

## February

- Community Conversations
- City Council - Public Comment Session
- Planning Commission Update
- **Release of Final Recommended Policy Map**
- Planning Committee: Review highlights of proposed revisions
- **City Council: Request for adoption of the Final Draft Policy Map**



- **Effective Date** – 3 months after adoption
- **Future Land Use** –
  - The Future Land Use tool is retired
  - The Future Land Use map is replaced by the Charlotte Future 2040 Policy Map
- **Community Area Plans** (draft approach) –
  - Land use vision is updated by the Charlotte Future 2040 Policy Map
  - Projects and programs identified in area plans (adopted since 2008) will be carried forward to future Community Area Plans or Community Investment Plans