



CHARLOTTE  
FUTURE

2040  
COMPREHENSIVE  
PLAN

2023  
ANNUAL  
REPORT

PUBLISHED  
JANUARY 2024

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A panoramic view of the Charlotte skyline at sunset. The sky is a mix of blue and orange, with scattered white clouds. The city's skyscrapers are illuminated with warm yellow and orange lights, contrasting with the cooling sky. The Bank of America Tower is prominent on the right, and the Bank of America Stadium is visible in the foreground. The foreground is filled with green trees and a road with some lights.

*Charlotte is America's Queen City, opening her arms to a diverse and inclusive community of residents, businesses, and visitors alike; a safe family-oriented city where people work together to help everyone thrive.*

**- Charlotte Future 2040 Comprehensive Plan (adopted by Charlotte City Council June 2021)**

# Growth at a Glance



**15th**

LARGEST CITY  
IN USA



**940,872**

EST. POPULATION  
AS OF JULY 1, 2023



**22,604**

NEW RESIDENTIAL UNITS  
CONSTRUCTED IN 2023



**14,560**

NEW RESIDENTIAL UNITS  
PERMITTED FOR  
CONSTRUCTION IN 2023



**19,873,226**

HEATED SF NEW NON-  
RESIDENTIAL BUILDINGS  
CONSTRUCTED IN 2023



**4,136**

COMMERCIAL BUILDING  
PERMITS ISSUED IN 2023

*Data Sources: Charlotte/Mecklenburg Quality of Life Explorer, PDD, GIS Planning & Mapping*

# Charlotte Future 2040 Comprehensive Plan Framework

The Charlotte Future 2040 Comprehensive Plan can be summarized in part by the following Guiding Principles, Vision Elements, Equitable Growth Framework, and Plan Goals.

## GUIDING PRINCIPLES

The values that are used to establish the framework for decision-making throughout the life of the Charlotte Future 2040 Comprehensive Plan.



## VISION ELEMENTS

How Charlotteans picture their city in the future.



## EQUITABLE GROWTH METRICS

Assess and track progress towards becoming a more equitable, fair, and just city over the next 20 years.



## PLAN GOALS

Reflect the voices of our community and articulate key elements of the growth strategy and establish the foundation for complete communities.



# Our Current Efforts: Community Area Planning

The **Charlotte Future 2040 Comprehensive Plan** and **2040 Policy Map**, were adopted in June 2021 and March 2022, respectively. They were developed to provide clear direction for how we want to grow as an inclusive and equitable city.

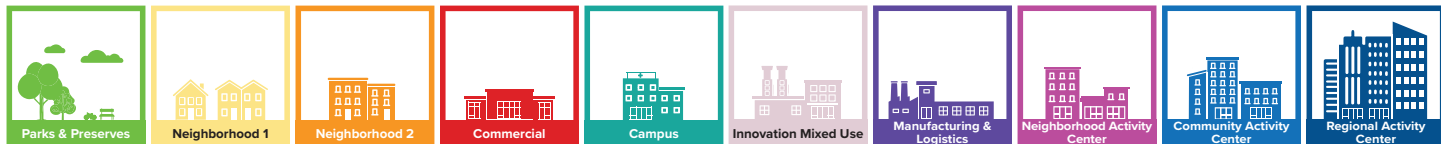


Now that the **Charlotte Future 2040 Comprehensive Plan** and **2040 Policy Map** are adopted, the Long Range Planning Division will work to implement the plan's vision by developing community area plans that provide more detailed strategies and recommendations for growth and development.

Community Area Plans provide detailed methods and recommendations regarding place types (how land will be used - residential, commercial, etc.), built-form (the function, shape and configuration of buildings as well as their relationship to streets and open spaces), transportation, infrastructure, parks, recreation, open space, and facilities for sub-geographies of the City.

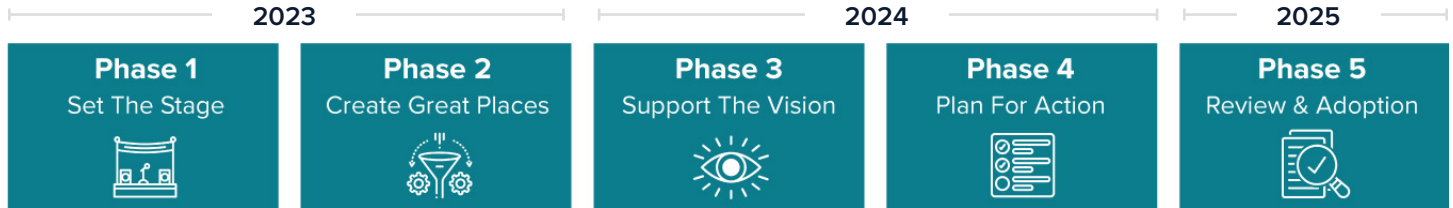


The purpose of Community Area Plans is to engage and unite neighborhoods to plan their own communities within a framework that efficiently and effectively uses the resources available to ensure the entire City has neighborhood level input and guidance.



# Community Area Planning Phases

There are five phases in the Community Area Planning process. The first two phases occurred in 2023, with the remaining phases occurring this year and beyond.



**Phase 1: Set the Stage** focused on understanding each community's needs for access to housing, jobs, goods and services, and environmental impacts.

**Phase 2: Create Great Places** featured the review of place type designations to ensure they address needs for more access to housing, jobs, goods, services, and amenities and fewer impacts.

**Phase 3: Support the Vision** and **Phase 4: Plan for Action** are in progress. Staff is using the feedback received from the community last year to inform the recommended infrastructure projects and programs for each of the 14 geographies.

**Phase 5: Review & Adoption**, will occur in 2025.

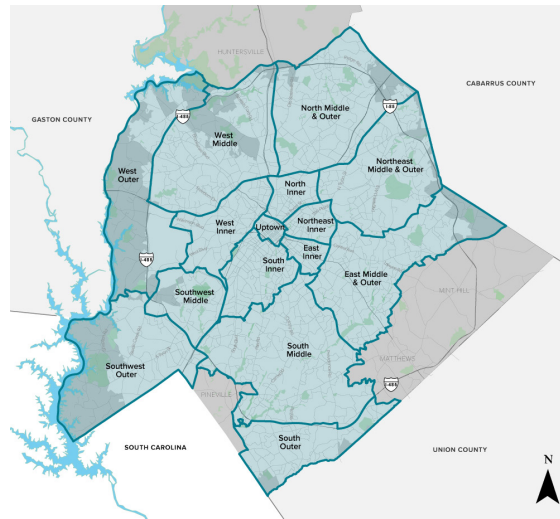
# Community Area Planning Expected Outcomes

The process is focused on 14 geographies, except for Uptown, due to the recent adoption of the **Charlotte Center City Vision Plan** in 2021. The Community Area Planning approach organizes the City into 14 geographies so that engagement and the development of area plans can occur citywide, simultaneously. This ensures an equitable and efficient process. The expected outcomes for the remaining geographies include 14 community area plans with:

- Illustrative development concepts for the focus areas
- Maps and lists of improved or new infrastructure and amenity needs in focus areas
- List of revised or new private and/or public programs
- Implementation strategies

Place Type changes recommended within the Community Area Plans will be integrated into the citywide **Charlotte Future 2040 Policy Map**.

Area plans will be used by city staff, appointed, and elected officials in various decision-making processes such as future work programs, prioritization and budgeting, and development proposals.



*Charlotte Future 2040  
Community Area Planning  
Geographies  
Map Source: PDD, GIS  
Planning & Mapping*





# Community Area Planning Engagement Summary

The Community Area Planning engagement strategy includes three types of tactics: constant, coordinated, and collaborative to ensure an equitable and inclusive process. Staff constantly developed in-person, virtual, electronic and print media to engage with the community. Focus groups, workshops, library office hours, and cultural events are coordinated to connect with the community, and appointed and elected officials.



## WEBSITE

**63,666** Website Views\*



## STORY MAPS

**1,490** Views



## SOCIALS

**1,816** Interactions  
**36,736** Accounts Reached



## VIDEOS

**2,814** Views



## DOOR HANGERS & YARD SIGNS

**5,000** Door Hangers  
**75** Yard Signs



## EMAIL & NEWSLETTER

**7,143** Sent  
**1,105** Shares



## WORKSHOPS

**42** Workshops  
**445** Participants  
**877** Comments



## LIBRARY OFFICE HOURS

**1,040** Office Hours  
**179** Interactions



## OTHER MEETINGS

**33** Meetings  
**1,500** Interactions



# 2040 Planning Academy

2040 Planning Academy is a program that provides the opportunity to empower participants with the knowledge necessary to be engaged and involved in future planning processes in Charlotte. The program was developed in 2016 with the goals to:



## EDUCATE

Educate residents about the role planning plays in building communities.



## EMPOWER

Empower residents to effectively participate in future planning processes.



## UNITE

Build relationships between staff, participants & neighborhoods.

Since 2016, there have been 116 program graduates. Some of those graduates proceeded to become appointed or elected officials, and all become more involved in and better advocates for their communities.



## 2023 VIRTUAL PROGRAM

The 2023 session program was **FULLY VIRTUAL, FREE, & OPEN TO ALL** with an average of **49** participants over **4** sessions & over **150** YouTube views for the first session & average of **50** YouTube views of the remaining three sessions.



## A LOOK AHEAD

Staff is exploring ways to enhance the program to reach more participants, including incorporating youth engagement, and in-person and virtual sessions.

# Stakeholder Commissions

Guidance from the **Charlotte Future 2040 Comprehensive Plan** prompted the creation of three commissions to help implement some of the goals of the Plan. The Plan Implementation Team provides staff support and resources where necessary for these commissions.



## NEST

### Neighborhood Equity & Stabilization Commission

Purpose: Create an anti-displacement strategy to address citywide concerns of displacement through development, published July 2023.



## CEDC

### Charlotte Equitable Development Commission

Purpose: Recommend strategies that help foster equitable development citywide.



## CBTF

### Community Benefits Task Force

Purpose: Create a Community Benefits Lookbook with programs that may serve as benefits to the community as a result of development.

# Sharing Our Work



Conference Presentations serve as a platform for leaders to share innovative ideas, cutting-edge research, and best practices that contribute to the advancement of urban planning strategies. Presenters not only showcase their expertise but also play a crucial role in shaping the discourse around contemporary urban challenges and solutions. To foster collaboration, the Long Range Planning staff partnered with other entities to engage with a diverse audience of planners, policymakers, academics, and practitioners.



## **Trending: Youth Engagement Through TikTok and Creative Outlets**

The presentation described ways to involve the youth population and garner their interest in the planning process.



## **Old Dog, New Tricks: Innovative Workplace Solutions**

This presentation discussed how the new hybrid, telework environment created opportunities and challenges for planning departments of all sizes.



## **Work Adaptation: Flexibility and Staff Investments**

When the pandemic began, Charlotte was developing its first comprehensive plan since 1975. This presentation provided strategies on how to invest in staff resources to carry the work forward.

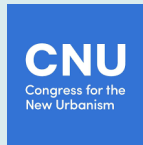
# Sharing Our Work



## North Carolina Planning Conference, 2023

### Transforming Words Into Action: Implementing the Charlotte Future 2040 Comprehensive Plan

This session covered the various efforts for implementing the Comprehensive Plan, including the Strategic Mobility Plan, stakeholder commissions, the Unified Development Ordinance and Zoning Map.



## Congress for New Urbanism (CNU31)

At CNU31, staff led a panel discussion on Mapping Our Story and Creating the Space for 10 Minute Neighborhoods. The discussion explored the City's equity approach to land use planning, heavy community engagement strategies and creative alternatives to solving historical and complex planning issues.

SCAN QR CODE  
FOR MORE  
INFORMATION  
ABOUT CNU31



## Global Learning Journey: Cape Town, South Africa

Together with colleagues from Gehl and LISC, staff ventured to various locations in Cape Town to meet with local hosts from the University of Cape Town, Western Cape Economic Development Partnership and non-governmental organizations to learn about creating and sustaining social infrastructure. Social Infrastructure refers to the network of physical and social structures that help build thriving communities. This learning journey ties neatly with the work born out of the **Charlotte Future 2040 Comprehensive Plan**.

SCAN QR CODE  
TO LEARN MORE  
ABOUT GEHL



SCAN QR CODE  
TO VIEW  
PRESENTATION



## Sustain Charlotte and SPUR

Staff members presented at Sustain Charlotte and SPUR, respectively. Both led discussions related to how Charlotte will continue to grow and how we can plan for a more equitable and complete community.

SCAN QR  
CODE  
TO WATCH  
VIDEO



# Professional Awards

2023



## American Planning Association 2023 National Planning Award Winner

The **Charlotte Future 2040 Comprehensive Plan** proudly received the **2023 Daniel Burnham Award for a Comprehensive Plan** from the American Planning Association!

This recognition celebrates our commitment to advancing communities toward a safer, stronger, and more equitable future.

*"This effort pushes planning in a new direction. The replicable "Place Type" process can be a model for how to think about place more holistically and at a larger scale in other communities."*

- Selection Jury

2022



## Marvin Collins Award, 2022 Large Comprehensive Plan Winner

The City of Charlotte was awarded the **Marvin Collins Award for the Charlotte Future 2040 Comprehensive Plan**. The APA-NC **Marvin Collins Planning Award** recognizes agencies and individuals that have completed outstanding plans, programs, and projects.



## International Association for Public Participation Award for Public Engagement 2022

Significant public engagement from all members of the community was the foundation of the **Charlotte 2040 Comprehensive Plan** process. The city of Charlotte was awarded the International Association for Public Participation Award for Public Engagement and named IAP2 USA project of the year. It is a tremendous honor to be recognized on a global scale for our inclusive and transparent planning process!

# A Look Ahead



The implementation of the **Charlotte Future 2040 Comprehensive Plan** is ongoing and will continue in 2024.

We will feature a **Mid-Year Partner Spotlight** to share how other city and county partners continue to create a more equitable city through their specific implementation efforts.



The **Community Area Planning** process will use input received in 2023 to begin community discussions regarding projects and programs needed within each geography.



The **GIS Planning & Mapping Team** is leading efforts to use ArcUrban, a web-based application that combines Geographic Information Systems (GIS) technology with urban planning to create 3-D models, to illustrate proposed projects and ordinances.



Staff is exploring ways to enhance the **Implementation Dashboard and Annual Report** to track the City's progress in carrying out the goals, objectives, and policies of the **Charlotte Future 2040 Comprehensive Plan**.



 CITY *of* CHARLOTTE