



# 2040 COMPREHENSIVE PLAN

**South Charlotte Partners  
HOA Leadership Meeting  
January 10, 2018**

“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.**”

Source: January 2018, City Council Retreat



# Charlotte Fast Facts

**47%** Tree Canopy

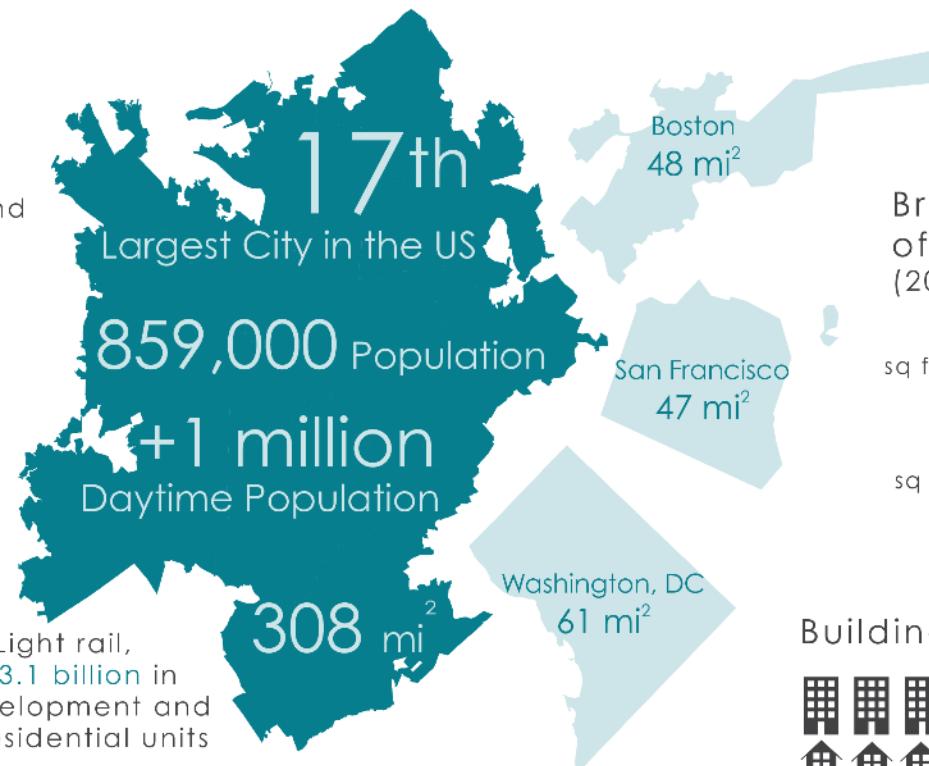
**840** Miles of Creek and Streams

**2,250** Miles of Sidewalk

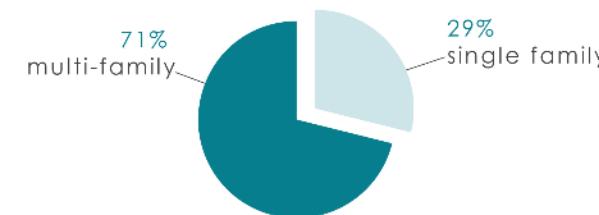
**2,450** Miles of Streets

**19** Miles of Light rail, driving **\$3.1 billion** in new development and **13,000** residential units

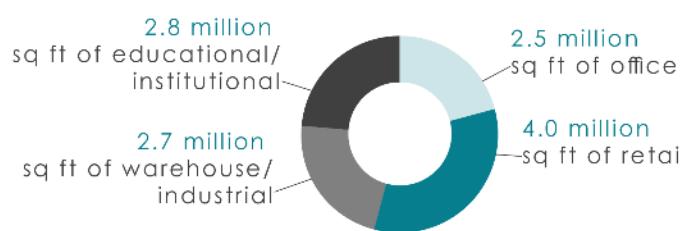
**10** Miles of streetcar at completion, driving **\$400 million** in investment along the corridor



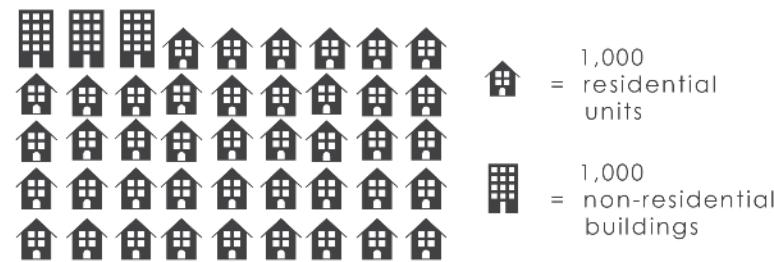
Breakdown of **29,000** New Residential Units (2010-2015)



Breakdown of **12 million sq ft** of New Non-Residential Buildings (2010-2015)



Building Permits (2016 - July 2018)



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

**6<sup>th</sup>** Busiest airport nationwide in total passengers, 29<sup>th</sup> in total cargo

**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

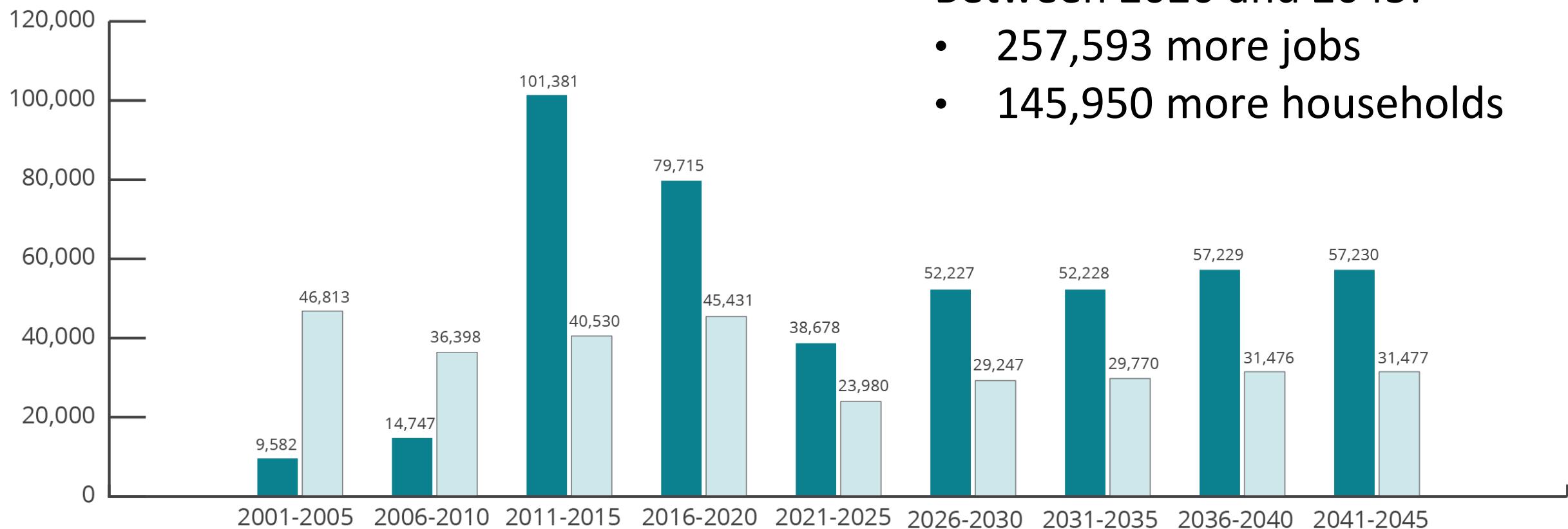
**17.1%** Foreign Born

**53.2%** Homeownership

# Mecklenburg County Job & Household Growth Assumptions

2001 - 2045

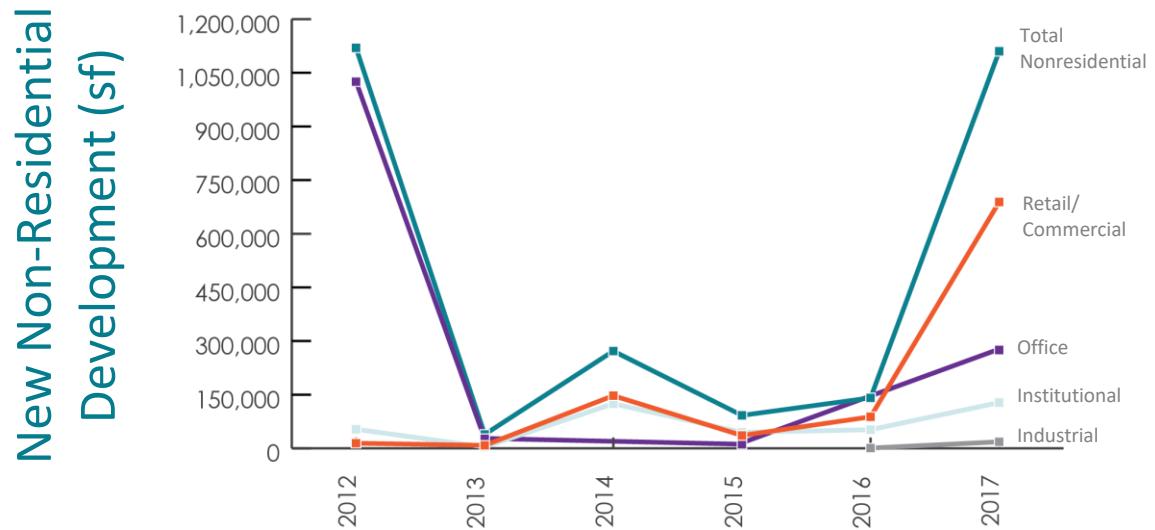
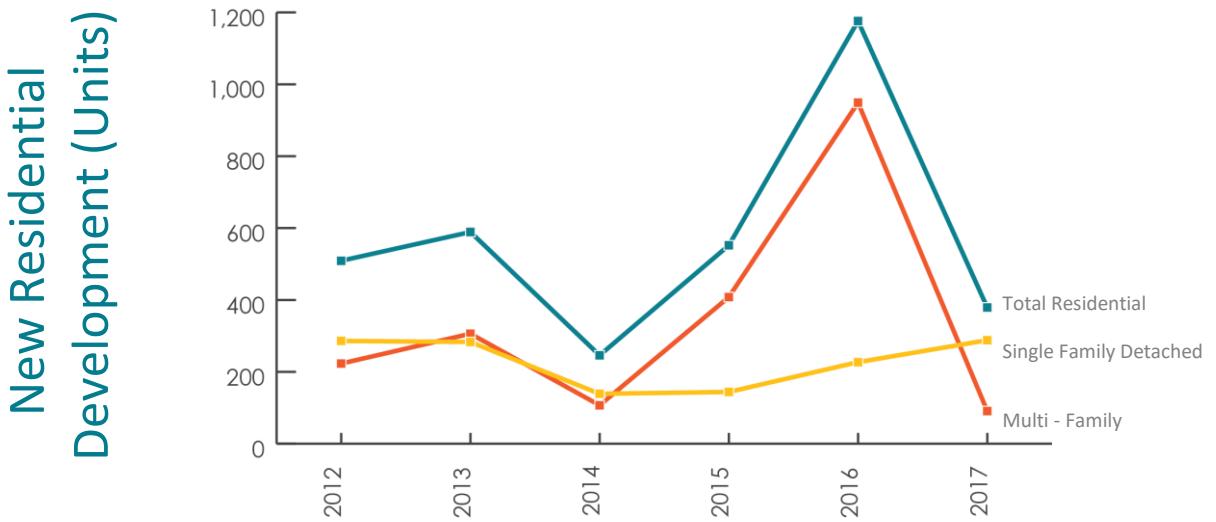
Jobs  
Households



Between 2020 and 2045:

- 257,593 more jobs
- 145,950 more households

# City Council District 7 Growth Trends (2012 – 2017)



# Office Trends



By 2040...

Office development will drop from 1.5M sf annually to under 1M sf annually



**Location shift** from where executives live (suburban, executive housing) to locations where young brains want to be (urban, walkable, transit-served areas).



**Square foot per employee** ratios continue to shrink, with offices now averaging around 150 sf/employee on 2017 compared to 225 sf/employee on 2010.



In the past few years, **Coworking** has accounted for 10% of all office absorption in Charlotte. These Models are highly efficient and, while bringing more people into the office market (those who previously worked from home), the square footage per employee is very small at around 65 to 75 sf.

# Retail Trends



By 2040...

Retail development will slow from 500,000-650,000 sf annually to around 300,000 sf annually



**Online retail** will continue to capture more of the market, growing from 6% of market in 2013 to 14% by 2021.



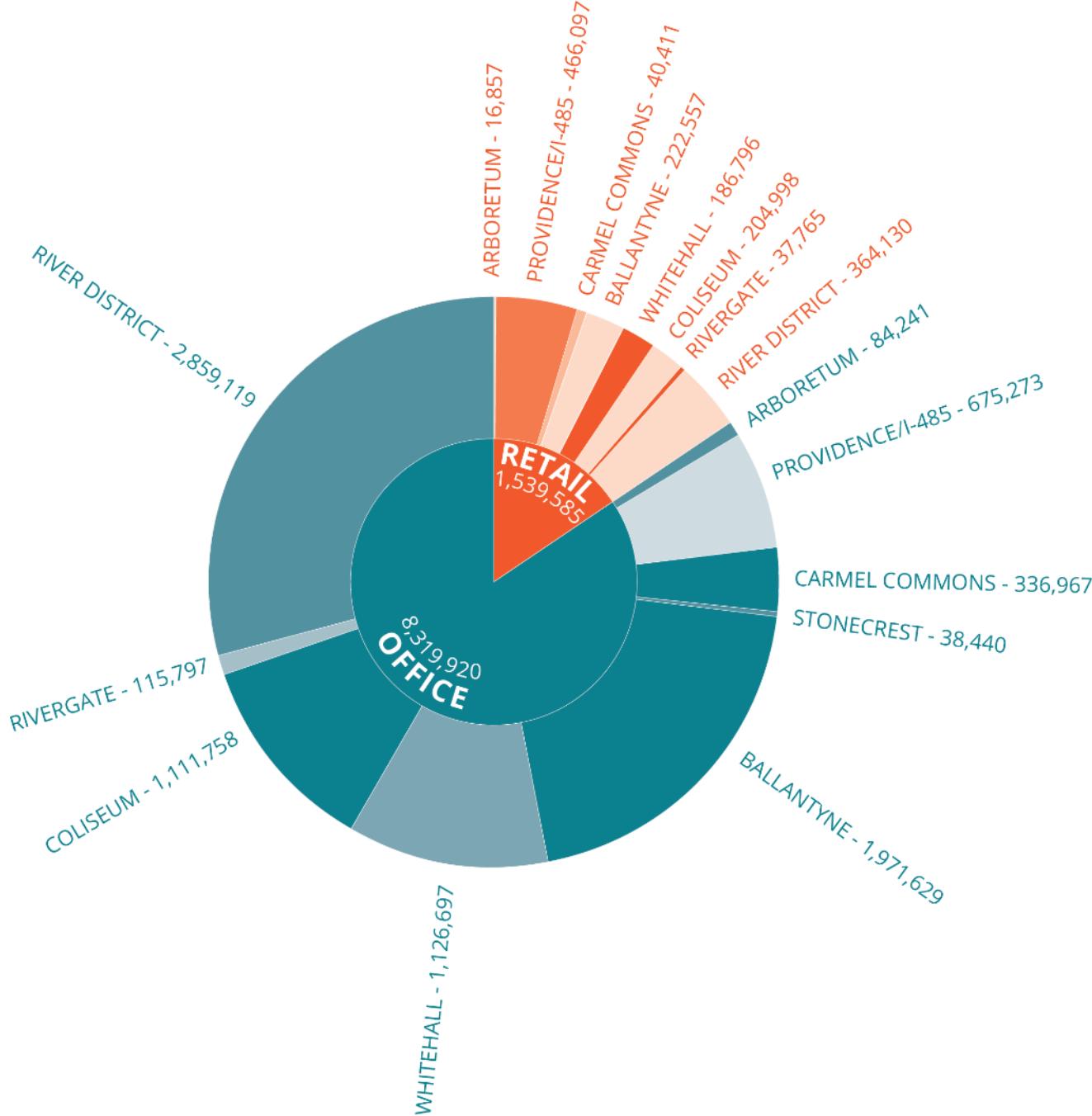
There is an **oversupply** of retail space nationally. Charlotte has seen this trend and has only added 11.1 sf per person since 2011, bringing the city to an average of 20 sf per person.



**Experiential Retail**, like food halls, brew pubs, or rock climbing, is on the rise as many millennials value experiences more than dry goods.

# Non-Residential Projected Growth (sf)

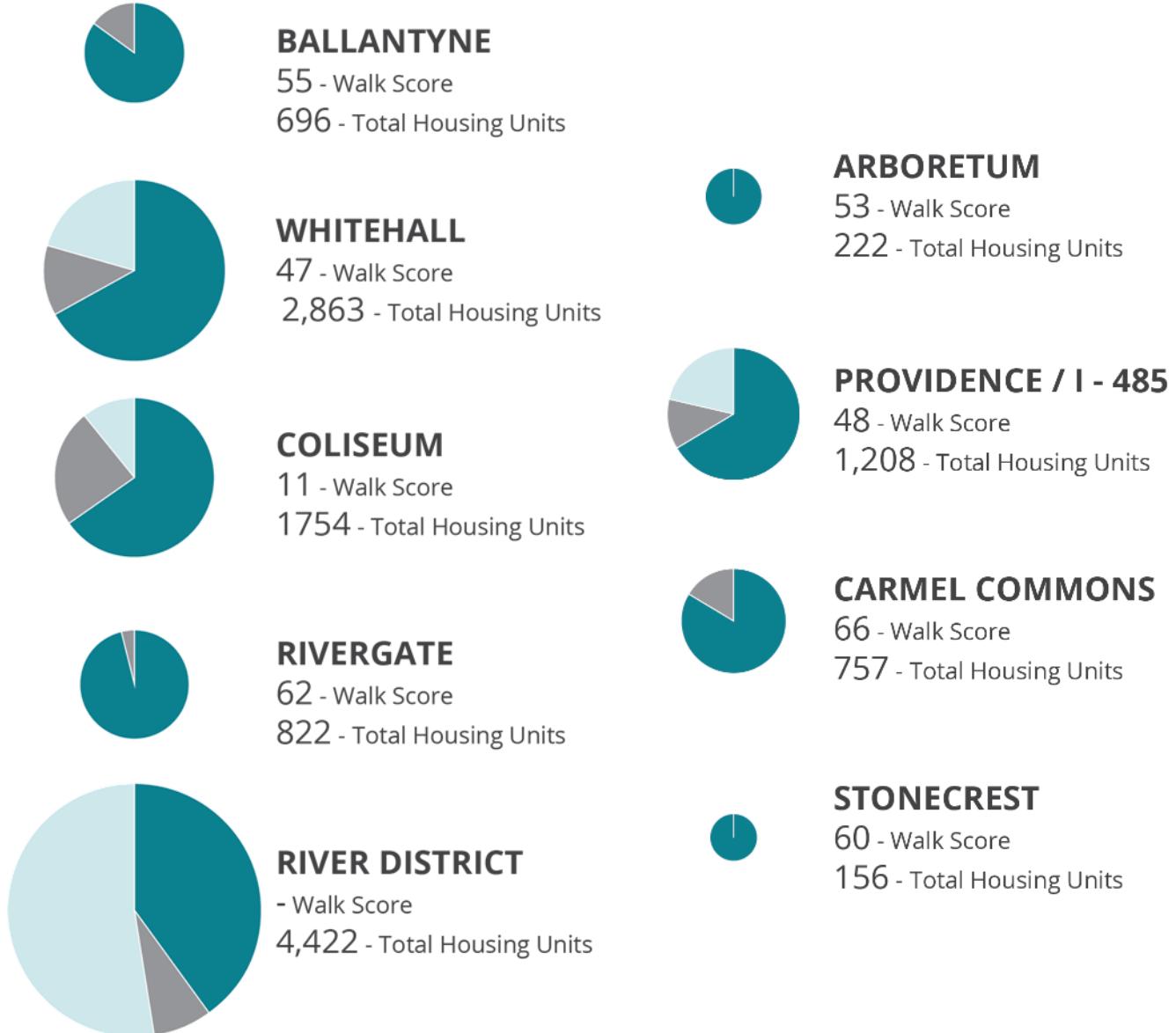
## South & Southwest Activity Centers (2016 – 2045)



# Residential Projected Growth (units)

## South & Southwest Activity Centers (2016 – 2045)

- Rental Apartments
- Townhouse / Condo
- Single-Family Detached



# Rental Apartment Trends



By 2040...

Rental apartment development will remain very high, at 50% of residential demand or 2,400 units/year



Rental apartments account for more **than ½ the units added** in the Charlotte sphere since 2012.



The share of apartments built in current or future transit station areas (not including street car or center city) is up from 10% in 2001-2005 to more than 40%, indicating the City's **support of transit**.



Many suburban neighborhoods built between 1960 and 1980 lack a sense of place and walkability. These neighborhoods will need **value creation** (investments in parks, greenways, new schools, and policies encouraging / facilitating redevelopment) before handling higher density.



## By 2040...

Attached for-sale will continue gaining popularity, with around 500-600 new units/year

Single family becomes more challenging, with around new 1,500 units/year

# For-Sale Residential Trends



**Townhouse** development has shifted from a suburban alternative to an **in-town lifestyle product**.



People are moving away from single-family suburban neighborhoods and more towards **intown and Activity Centers**. These areas have high detached home prices, causing people to choose **attached residential products** as a price alternative.



Single family detached **home development has slowed** dramatically. In the 2000s detached single family homes accounted for 25% of the residential product being developed, today these homes only account for 14% of residential products being built.

**% of the 351,059  
HOUSING UNITS IN CHARLOTTE** (2016)

73%

70%

**WITHIN 1/2 MILE  
OF THESE BASIC NEIGHBORHOOD AMENITIES**

54 %

31%

36%



Full-service, chain grocery store



Pharmacy



Outdoor public recreation area

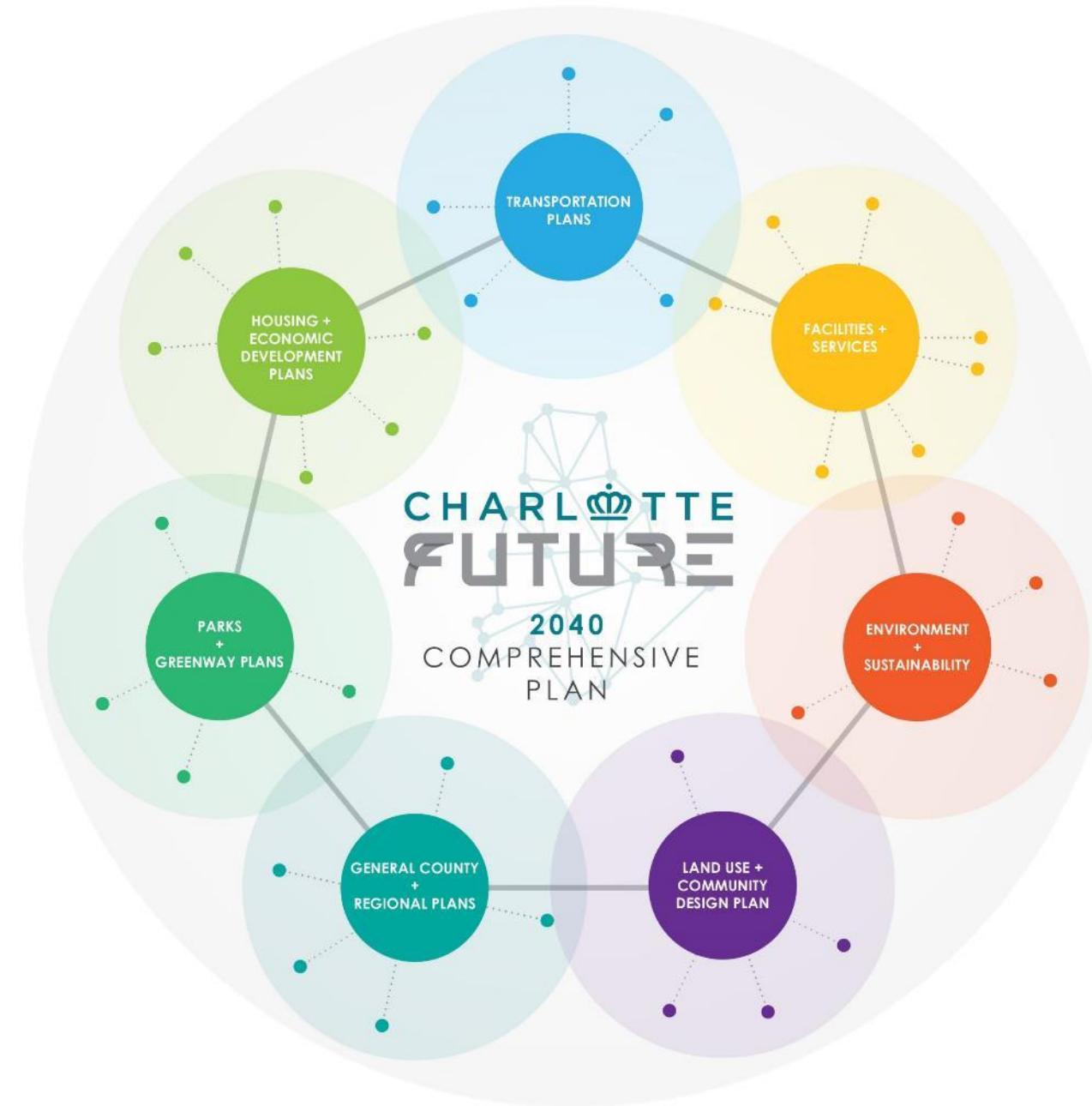


Licensed early care and education program for children birth to age 5



Transit stop

DATA SOURCE: <https://mcmapp.org/qol/>



[charlottefuture.com](http://charlottefuture.com)

A Comprehensive Plan  
guides our growth to  
achieve the physical  
structure we want for  
Charlotte in 20 years.

A shared vision of our  
growth, development  
and capital investments

**Public Kick-Off**  
Feb/March 2019

**Vision Framework**  
April 2019

**Preferred Growth Scenario**  
Nov/Dec 2019

**Public Review Draft Plan**  
July/Aug 2020

**Final Adopted Plan**  
by April 2021

### Phase 2 **APRIL – NOV 2019**

Explore growth scenarios and determine preferred option to achieve community vision  
Begin to develop supporting policy

### Phase 4 **AUG 2020 – APRIL 2021**

Revised draft plan incorporating community input  
Review + adoption process  
Final Charlotte Future 2040 Plan

### Phase I **SEPT 2018 – APRIL 2019**

Project Start Up – Contract + Scope  
Existing Conditions & Trends Assessment  
Community vision, values, goals for how we grow as a city over next 20 years

### Phase 3 **DEC 2019 – AUG 2020**

Draft plan that integrates various department and agency plans, policies, goals to unified plan with supporting policy and implementation strategies and measures to achieve community vision

### On-going **APRIL 2021**

Charlotte Future 2040 guides decisions for development and investments  
Begin monitoring implementation & impact

# Equality



# Equity



A photograph of a vibrant outdoor community engagement event. In the foreground, several people are seated around tables covered with orange cloths, engaged in conversation and eating. One man in a striped shirt stands on the left, speaking into a microphone. In the background, more people are standing and talking, and a large green tree is visible. The scene is filled with a sense of community and participation.

**Integrated Inclusive Community Engagement**

**One size does not fit all!**

**Effective, meaningful participation**

**Removing barriers and make accessible**

## Phase 1

September 2018 - April 2019

**Primary Objective:**  
*Establish community values  
and vision.*

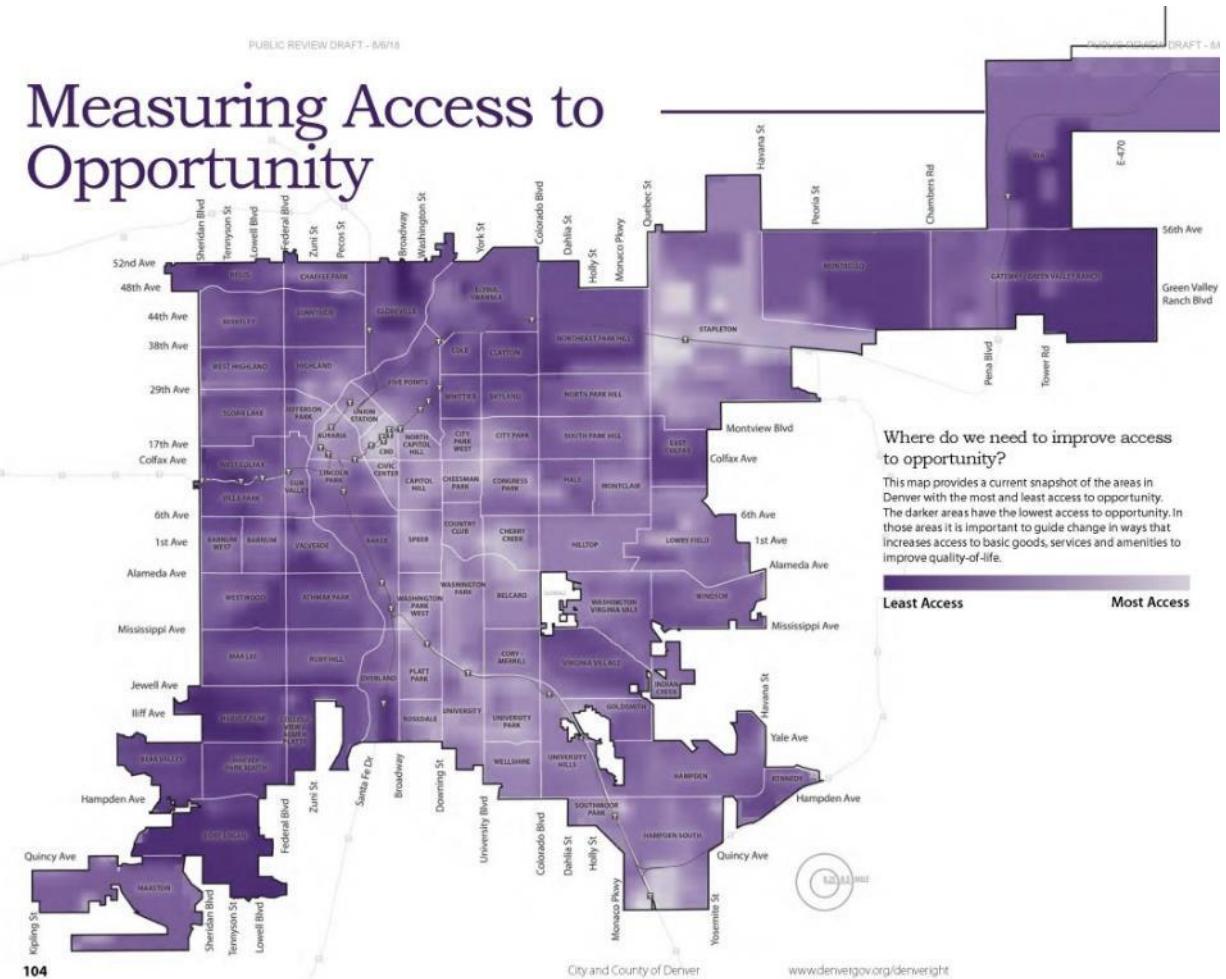
These will inform the direction and priorities  
for policies around growth, development, and  
investments.

- **Policy audit**
  - **Equity atlas**
  - **Growth factors**
  - Engagement input
  - Vision framework
-

# Denver – Built Environment Equity Atlas

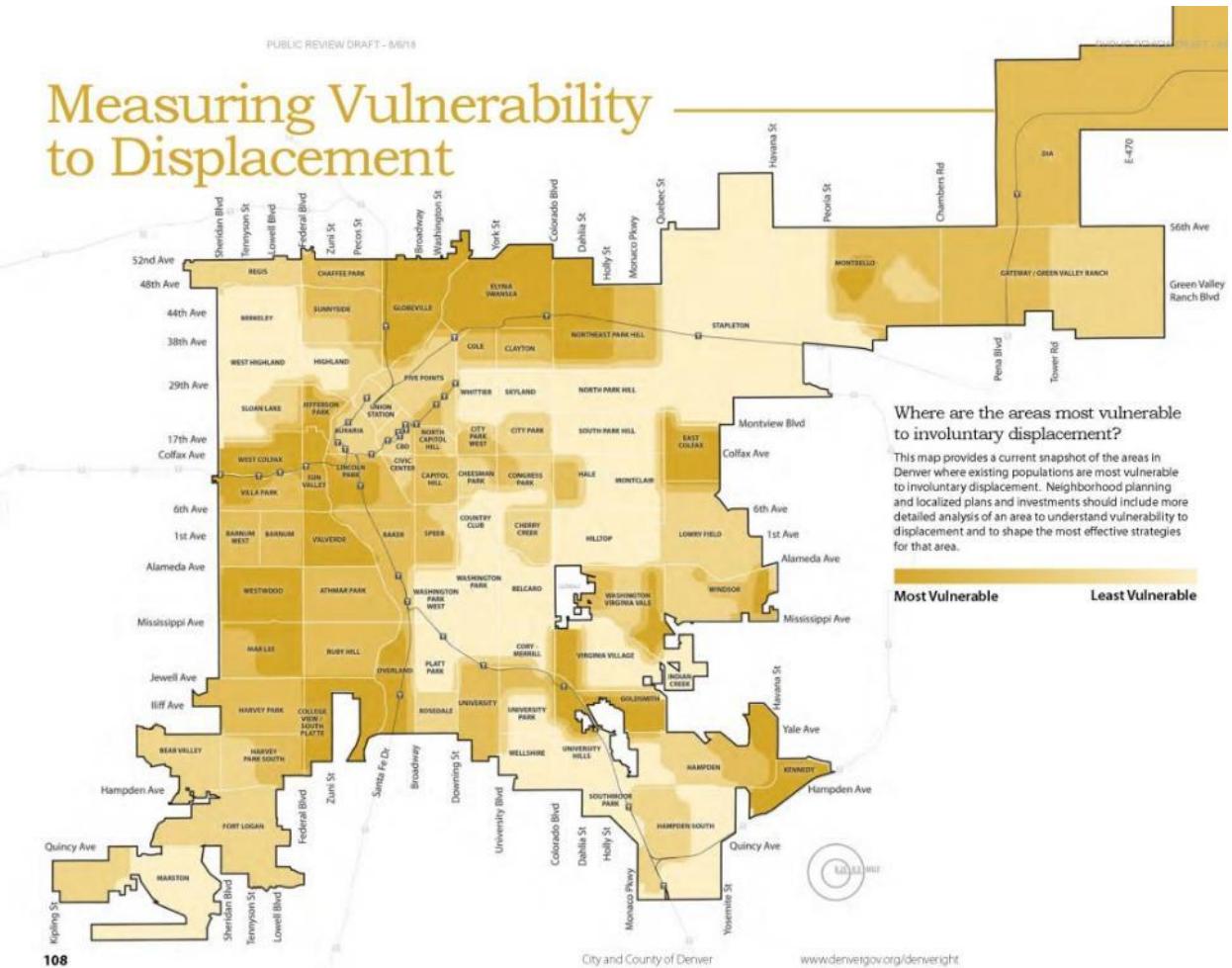
PUBLIC REVIEW DRAFT - M/6/18

## Measuring Access to Opportunity



PUBLIC REVIEW DRAFT - M/6/18

## Measuring Vulnerability to Displacement



Make art  
at the heart  
of Charlotte

## 1. Our Community Vision + Values

## Phase 2

April - November 2019

**Primary Objective:**  
*Establish a preferred growth scenario.*

This will provide a general structure for the plan both in physical mapping and in policy.

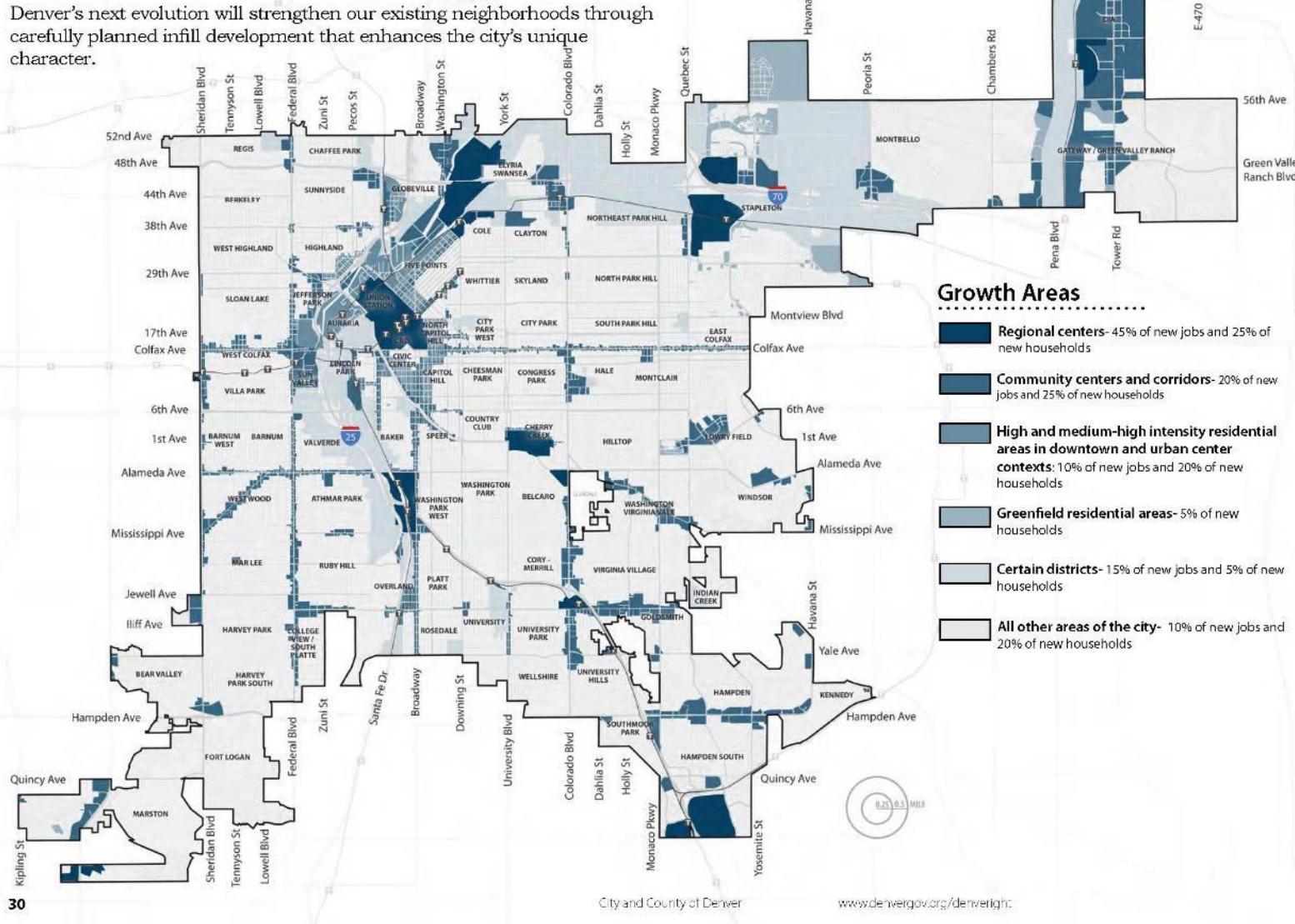
- **Placetypes analysis & refinement**
  - Placetype market readiness/land use
  - **Growth scenario option tradeoffs**
  - **Engagement input**
  - Preliminary policy framework
  - **Preferred scenario**
-

# Denver – Growth Strategy

PUBLIC REVIEW DRAFT - 8/6/18

## Growth Strategy

Denver's next evolution will strengthen our existing neighborhoods through carefully planned infill development that enhances the city's unique character.



### VISION

Denver's preferred growth strategy

- Guide most growth to regional centers, community centers and corridors, select districts and high intensity residential areas near downtown
- Ensure high growth areas are linked to existing or planned quality, high-frequency transit, specifically the medium- and high-capacity transit corridors from *Denver Moves: Transit*

### Denver in 2040

**Population Projection:** 894,000  
**Employment Projection:** 720,000

### Projected Growth 2017-2040

**New Households:** 90,000  
**New Population:** 189,000  
**New Jobs:** 136,000

Working with both the State Demographer's Office and DRCOG, *Blueprint Denver* developed projections for population and employment in 2040. The city will continue to work with the state and DRCOG to periodically update these projections.

## 2. Our Livable + Connected Community

Community Design  
Land Use  
Transportation  
Public Facilities + Services

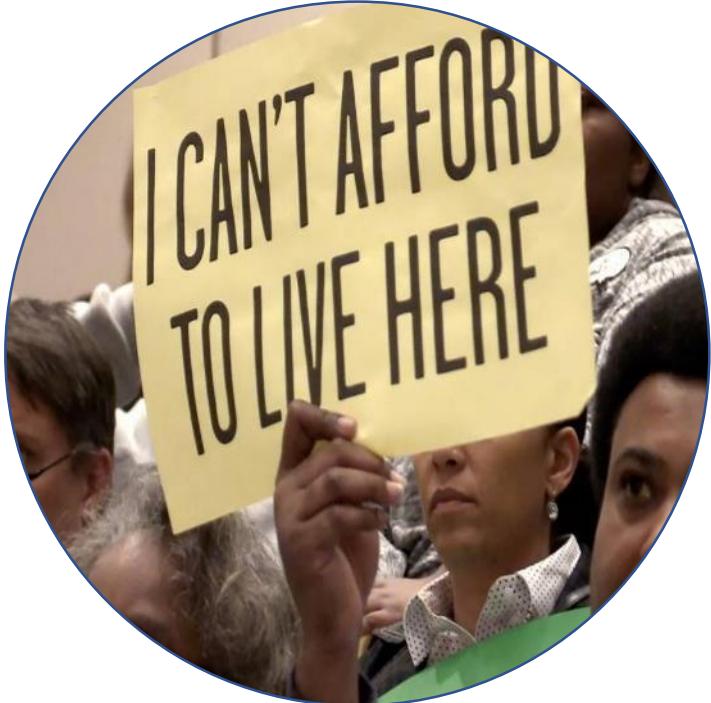


### 3. Our Inclusive Community



Engagement + Social Capital  
Affordable Housing  
Racial Equity  
Health + Safety  
Education  
Historic Resources

# Community Hot Topics



**Displacement**



**Affordable  
Housing Strategy**



**\$50 million  
Housing Bonds**

## 4. Our Healthy + Sustainable Community



Environmental Quality  
Energy + Sustainability  
Food Systems

## 5. Our Prosperous + Innovative Community

Diverse + Resilient Economy  
Jobs & Access



An aerial photograph of a city, likely Atlanta, showing a dense urban core and surrounding suburban and rural areas. Several green rectangular overlays highlight specific regions, likely representing 'Activity Centers' or 'Regionalism'.

Center City  
Activity Centers  
Regionalism

## 6. Our Regional Community

## Phase 3

December 2019 - September  
2020

### Primary Objective:

*Create the plan document.*

These iterations of the document will work with stakeholders and community to arrive at a public review draft that staff and community has a sense of ownership.

- **Plan: framework**
  - Plan: outline
  - **Plan: administrative draft**
  - Plan: public review draft
  - Engagement input
  - Executive summary
-

# Comprehensively incorporating plans such as...

- **55+ Area/District Vision Plans**
- **Centers, Corridors and Wedges Growth Framework**
- **General Development Policies**
- **Transportation Action Plan/Vision Zero Action Plan**
- **2030 Transit System Plan & Updates**
- **Comprehensive Transportation Plan (CRTPO)**
- **2045 Metropolitan Transportation Plan**
- **Regional Freight Mobility Plan**
- **Regional Transit Plan**
- **Charlotte Water System Master Plan 2050**
- **Greenway Master Plan**
- **Mecklenburg County Park & Recreation 10-Year Master Plan & Updates**
- **County Library & School Facilities Strategies**
- **Housing Charlotte Framework**
- **Strategic Energy Action Plan (SEAP)**
- **CONNECT Our Future**
- **Charlotte WALKS**
- **Charlotte BIKES**
- **Airport Area Strategic Development Plan**
- **Urban Forestry Master Plan**
- **Mecklenburg Livable Communities Plan & Updates**

## Phase 4

September 2020 - April 2021

**Primary Objective:**  
*Charlotte Future 2040  
adopted by City Council.*

This will guide UDO, rezonings, investment, and implementation strategies to achieve community vision.

- **Plan: adoption draft**
  - **Engagement input**
  - Plan: final
  - Review, approval, adoption
  - **Next steps strategy**
-



## 7. Our Vision Realized: Plan Implementation

# Call to Action

Sign up for updates:  
[www.charlottefuture.com/2040](http://www.charlottefuture.com/2040)  
Follow on Facebook:  
[@cltplanning](https://www.facebook.com/cltplanning)

## **Attend Events & Complete Surveys**

- Community Workshops each phase of project that share results and input to date and solicit feedback
- Online questionnaire shared at events and through social media to shape the vision for the City
- Strategic Advisors Groups – element based discussions
- Educational Speaker Series that foster dialog and action

## *Host Community Events? **Invite Us***

- As speaker or with a booth to share information

# Call to Action

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## *Well Connected in Charlotte? Become an Charlotte Future 2040 Ambassador*

### BROADEN OUTREACH, INVITE OTHERS TO THE TABLE

- Participate in informant interviews to shape engagement
- Shape outreach toolkit for your use to engage with your connections who may not traditionally participate
- Invite others to participate in events and surveys
- Share findings and opportunities with others
- Share social media posts and flyers to broaden outreach particularly in regards to events and surveys for input



# 2040 COMPREHENSIVE PLAN

## Q&A

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