

# PLACE TYPES IN LONG RANGE PLANNING

*Connecting Land Use and Transportation at the Regional and Local Levels*



Michelle Nance, AICP  
Planning Director, Centralina Council of Governments

Kathy Cornett, AICP  
Community Planning Manager, City of Charlotte



# AGENDA

## What is a Place Type?

## How Used in the Region?

- CONNECT Our Future
- Regional Travel Demand
- Local Planning

## How Used in Charlotte 2040 Comprehensive Plan

- Place Type Development
- Integration of Transportation and Land Use
- Additional Local Uses





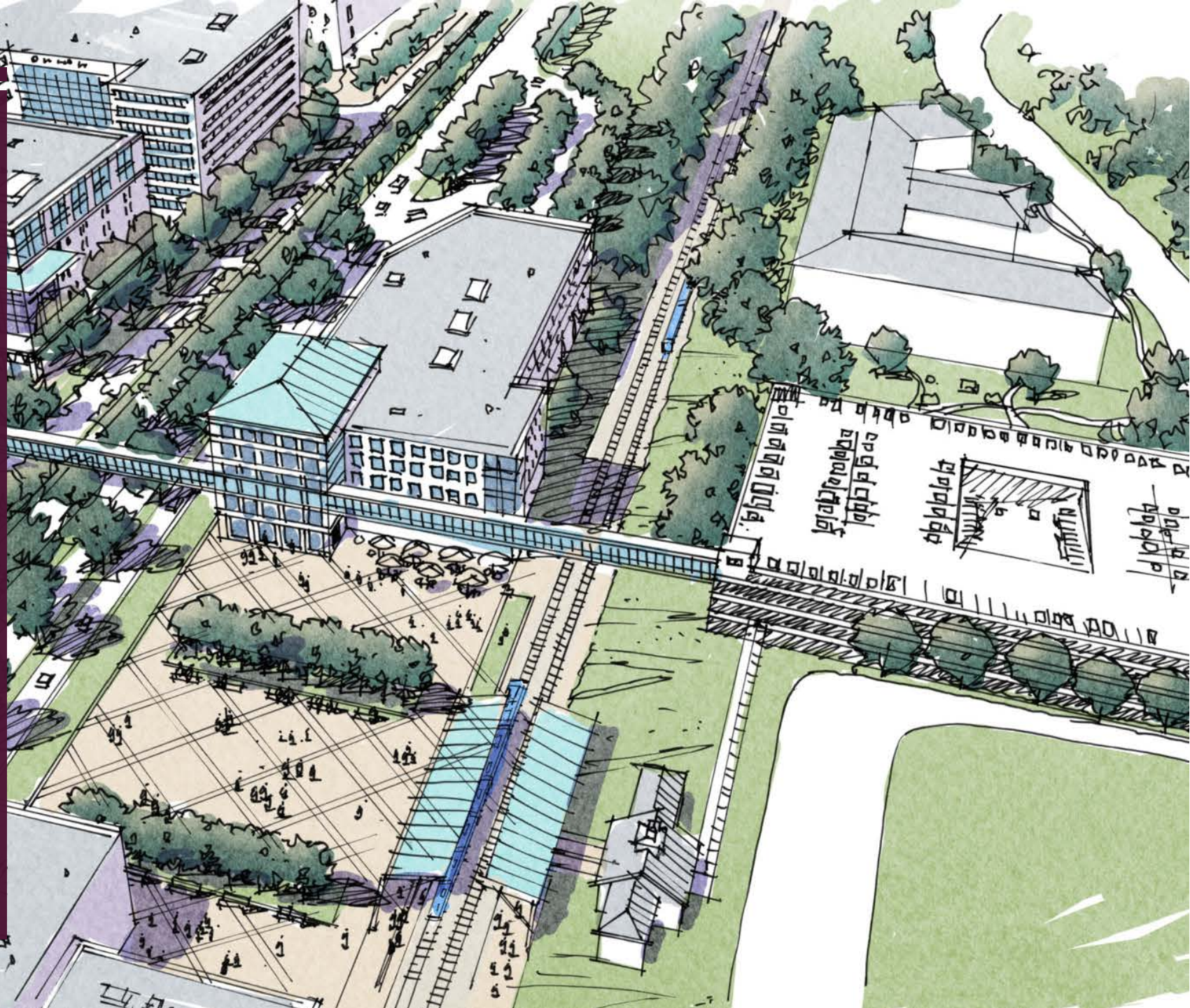


WHAT MAKES A GREAT PLACE?

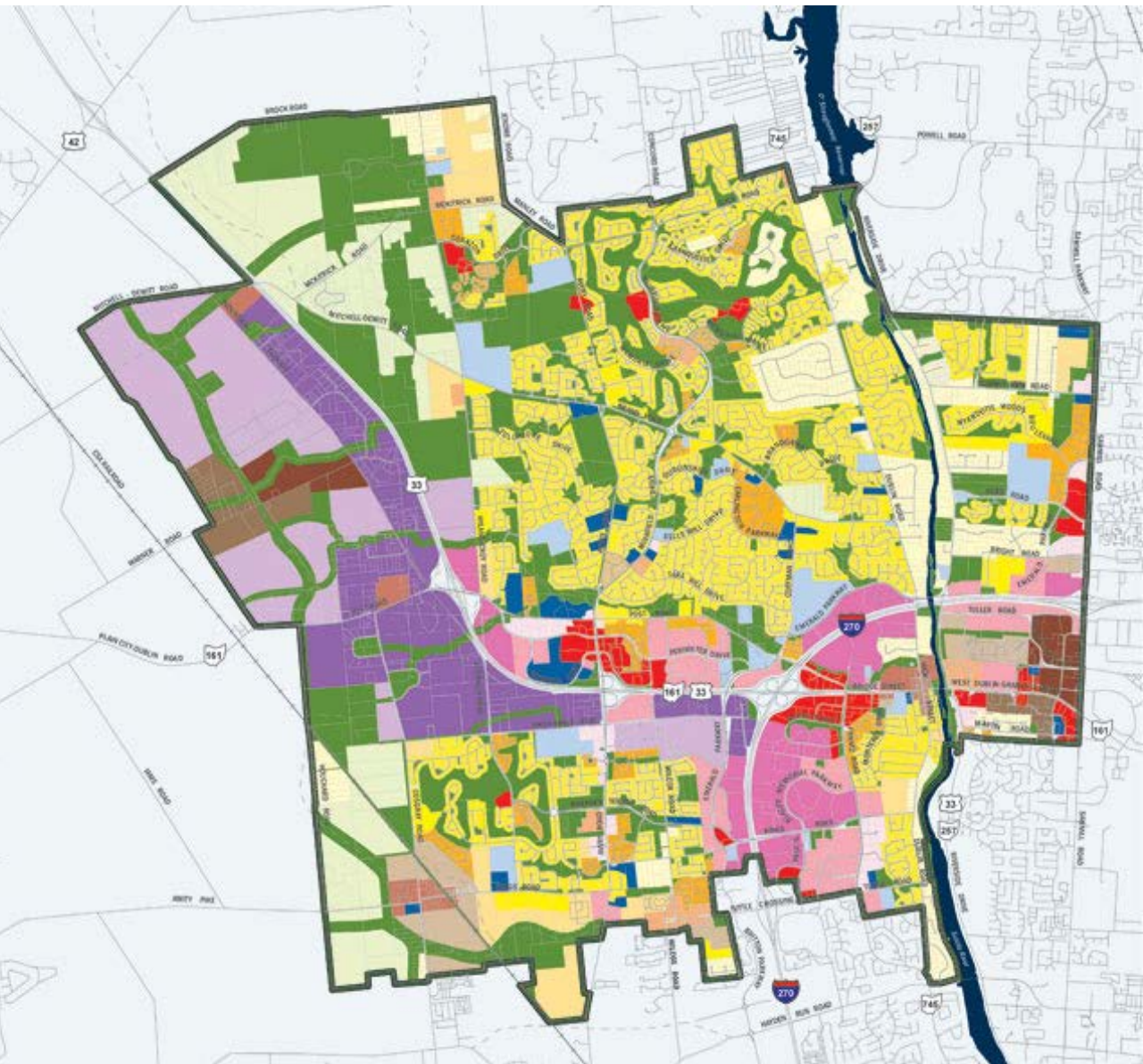


# WHAT IS A PLACE TYPE?

- Physical Description
- More than Land Use
- Clear Language







#### FUTURE LAND USE CLASSIFICATION

- Residential Low Density
- Residential Medium Density
- Residential High Density
- Mixed Residential Rural Density
- Mixed Residential Low Density
- Mixed Residential Medium Density
- Mixed Residential High Density
- Neighborhood Office
- Standard Office
- Premium Office
- High Density Office/Research & Development
- Low Density Office/Research & Development
- General Commercial
- Mixed Use Neighborhood Center
- Mixed Use Village Center
- Mixed Use Town Center
- Public Institutional/Civic
- Private Institutional
- Parks/Open Space
- River
- Planning Area Boundary
- Future Roadway
- Railroad

0 0.5 1 2 Miles

# TYPICAL LAND USE PLAN

## TC TOWN CENTER

Town centers are locally-serving areas of economic, entertainment, and community activity. Uses and buildings are located on small blocks with streets designed to encourage pedestrian activity. Buildings typically stand two or more stories in height with residential units above storefronts. The compact, walkable environment and mix of residential and non-residential uses in a town center often support multiple modes of transportation.

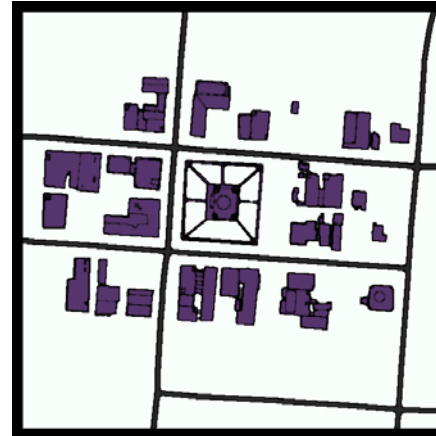
### Land Use Considerations

#### Primary Land Uses

- Professional office
- Townhome/apartment
- Sit down restaurant

#### Secondary Land Uses

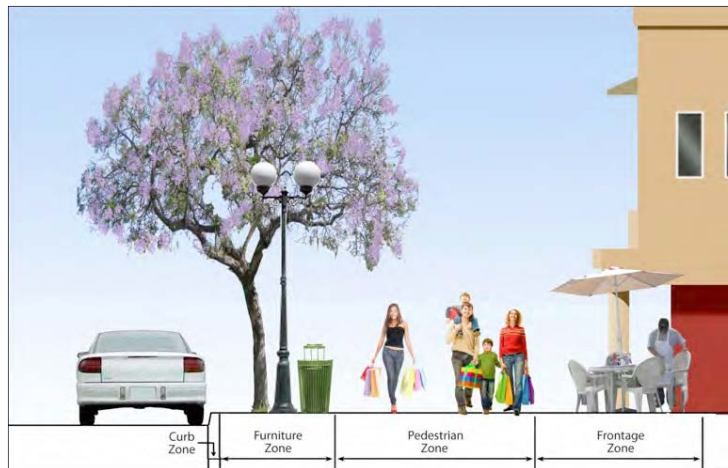
- Day care
- Farmers market
- Pocket park





# TC TOWN CENTER

## Transportation Elements



TYPICAL PLACE TYPE INFORMATION SHEET





# WHY USE PLACE TYPES?

- Wholistic View
- Communication
- Data Analysis





Vibrant Communities – Robust Region



BUILDING A REGIONAL GROWTH FRAMEWORK



# CHARLOTTE REGION'S GROWTH



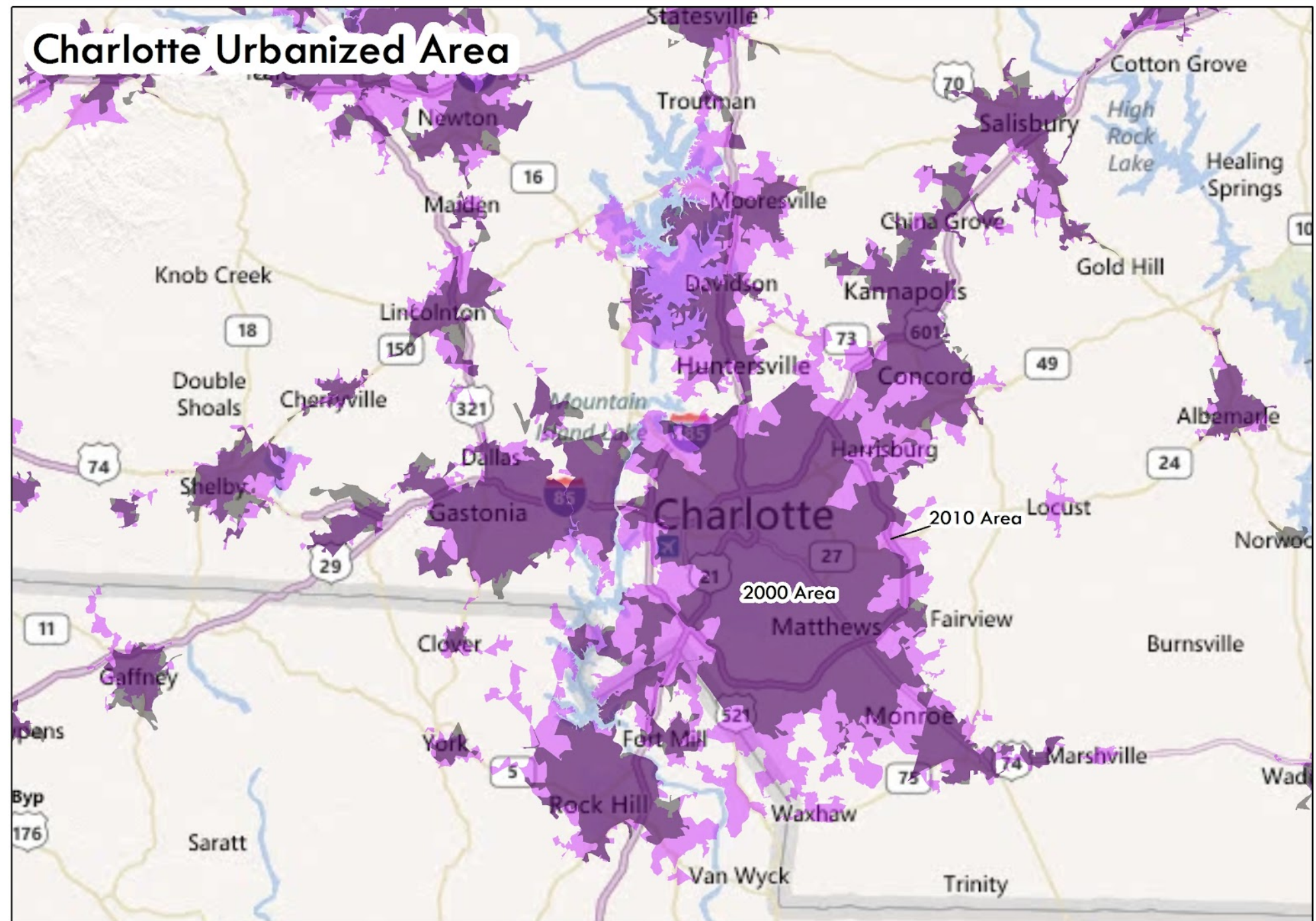
2015 – Roughly 2.4m residents

2015 to 2050 –

- 1.8m new residents
- ~ 1 new Charlotte
- ~ 2 new Raleighs
- 860k new jobs



# Charlotte Urbanized Area





# REGIONAL GROWTH PRIORITIES



More Transportation Choices



Cost of My Commute



Improved Air Quality



Support Our Communities



More Housing Choices



Parks & Open Space



Support Local Farms



Cost of Providing Services

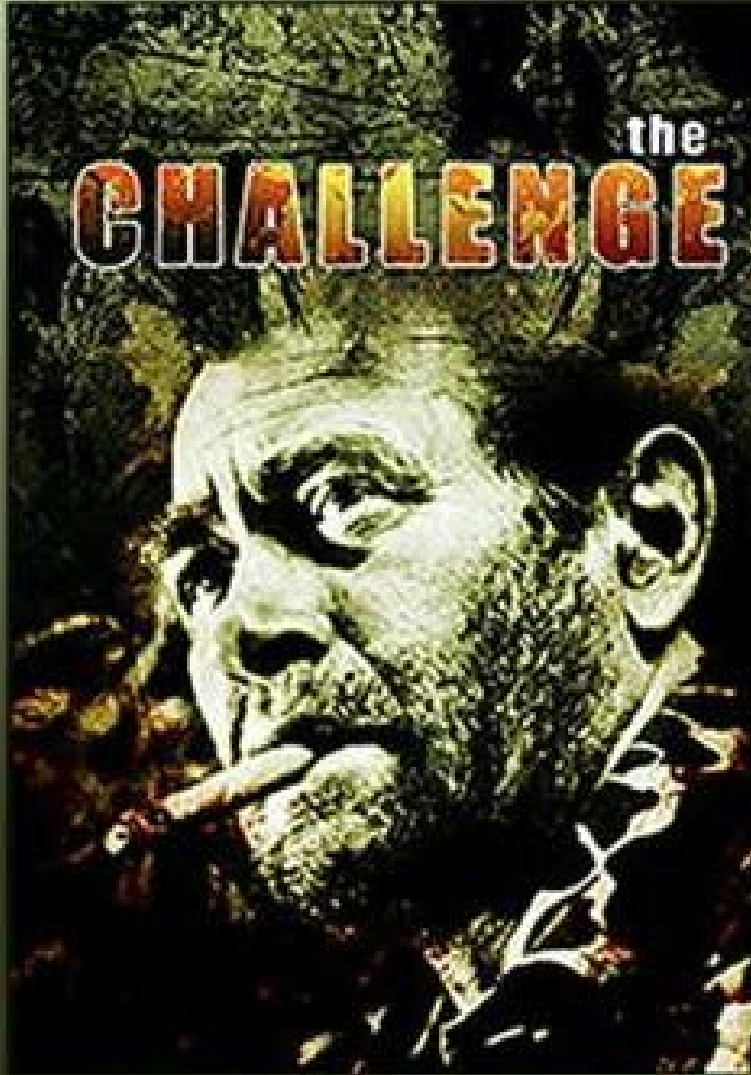


Improved Water Quality



Work Closer to Home





2 states

14 counties

7,100 square miles

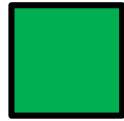
120 jurisdictions

Each with unique land use policies

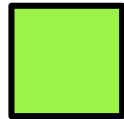




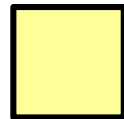
# PLACE TYPES CREATED FOR CONNECT



1. preserved open space
2. recreational open space
3. working farms
4. rural living



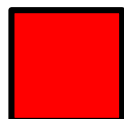
5. conservation-based subdivision
6. rural crossroads



7. mobile home community
8. large-lot residential neighborhood
9. small-lot residential neighborhood



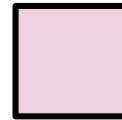
10. town home/small condo
11. mixed density residential
12. multi-family residential neighborhood



13. neighborhood commercial center
14. suburban commercial center
15. highway commercial



16. suburban office center



17. mixed-use neighborhood
18. mixed-use activity center



19. transit oriented development, bus rapid transit
20. transit oriented development, light rail transit
21. transit oriented development, commuter rail transit
22. urban neighborhood



23. town center
24. metropolitan center



25. heavy industrial center
26. light industrial center



27. airport
28. civic and institutional
29. health care campus
30. university campus
31. regional employment center



# LINCOLN COUNTY, NC



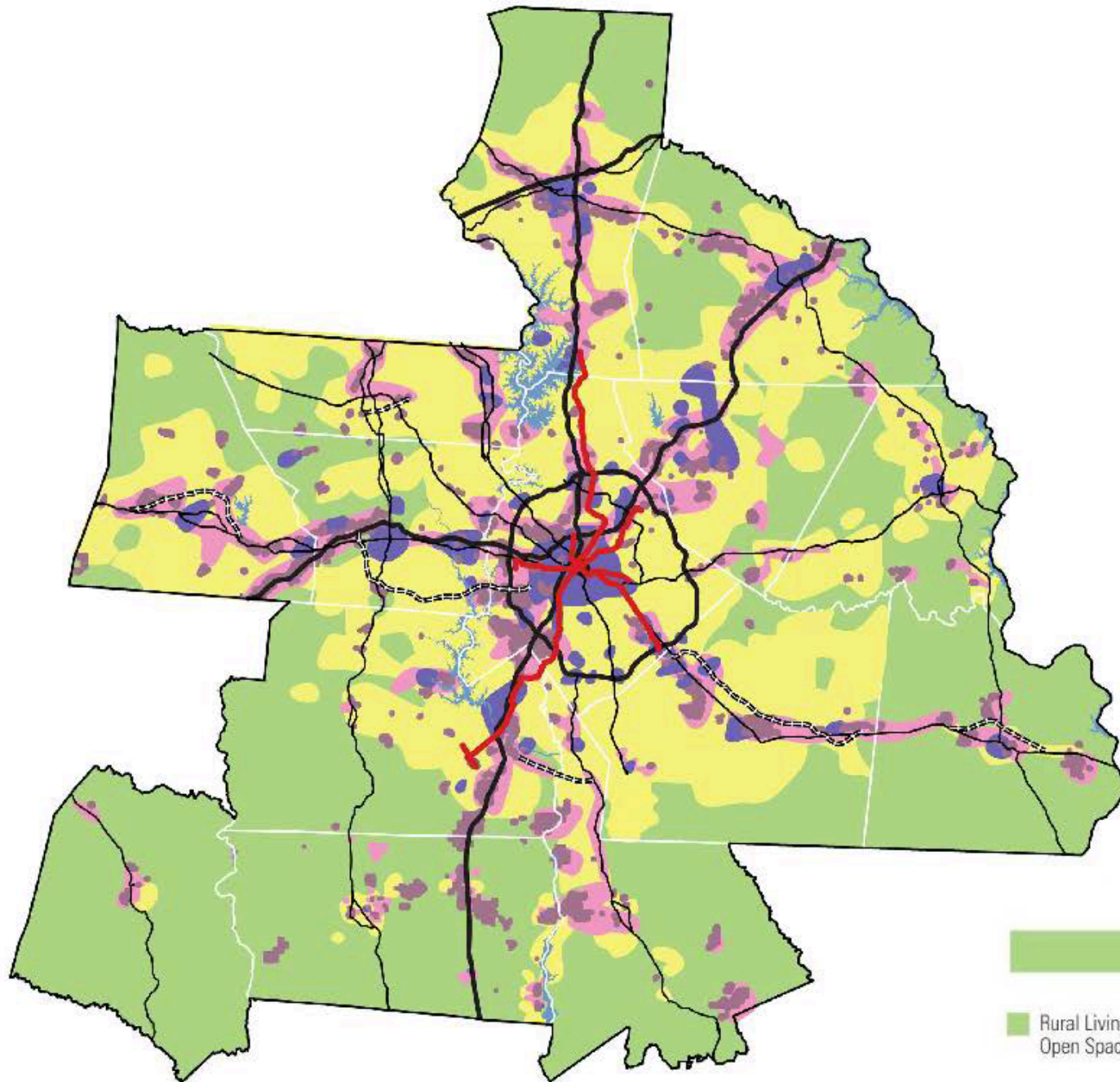
31 Place Types

Local LUP

## Lincoln County 150 & 16 Future Land Use Plan

Rural Preservation  
Rural Residential  
Suburban Residential  
Residential Growth Area  
Mixed Residential  
Mixed Residential/Commercial  
Neighborhood Business  
Community Business  
Office/Employment Center  
Regional Business  
Industrial  
NC 16 Overlay  
Recreation/Open Space

POS <sup>1</sup>	ROS <sup>2</sup>	RL <sup>3</sup>	WF <sup>4</sup>	LLR <sup>5</sup>	SFN <sup>6</sup>	THC <sup>7</sup>	MFN <sup>8</sup>	UN <sup>9</sup>
•			•					
		•	•	•				
					•			
					•	•	•	
				•	•	•	•	•
								•
•	•							



# COMMUNITY PLANS SCENARIO



Rural Living-Open Space   Suburban Neighborhoods   Industrial Center   Suburban Office & Commercial   Mixed-Use, Walkable Centers & Neighborhoods



## ULI Realty Check



### Growth

Brainstorming Session  
General Growth Themes  
Pop. & Emp. Centers  
Hot Spots for Growth



# SCENARIO PLANNING INITIATIVE

## Community Work Sessions

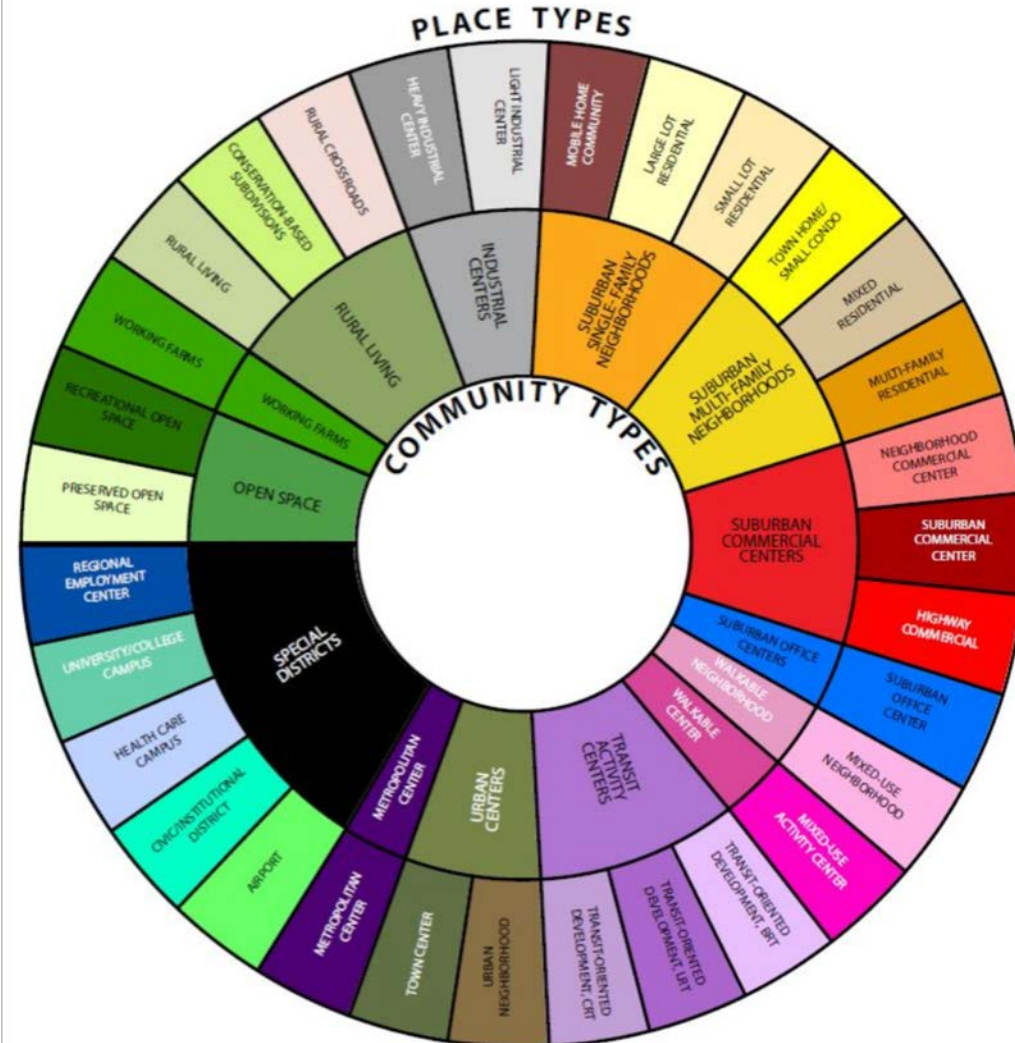


## Character

How do we want to grow  
as a community?

Influenced by Community Plans /  
Vision

Build Alternative  
Growth Scenarios



# SCENARIO PLANNING INITIATIVE



## Community Work Sessions



### Character

How do we want to grow  
as a community?

Influenced by Community Plans /  
Vision

Build Alternative  
Growth Scenarios



# SCENARIO PLANNING INITIATIVE

### Community Work Sessions



### Character

How do we want to grow  
as a community?

Influenced by Community Plans /  
Vision

Build Alternative  
Growth Scenarios



Preserved Open Space in the County



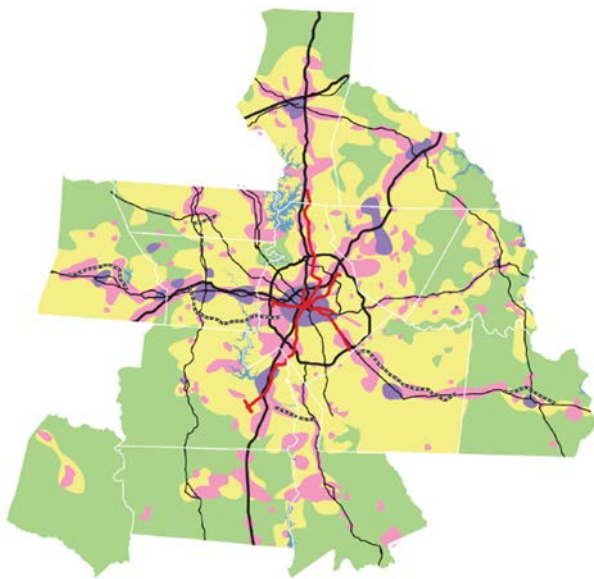
All New or Improved Greenways Suggested at the Event



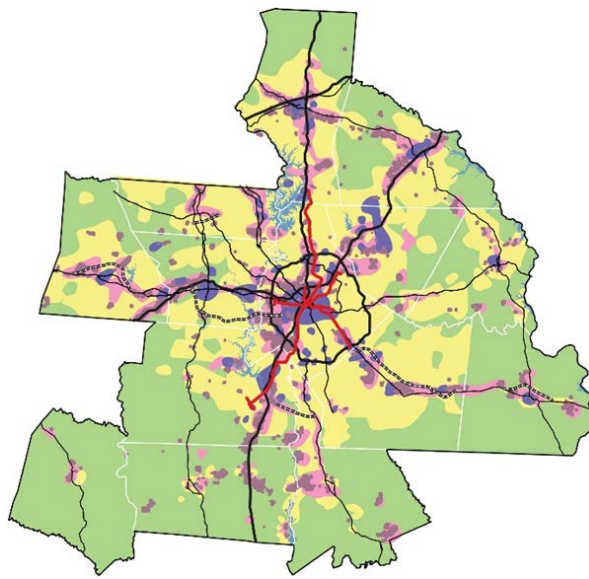
Recurring Suggestions for New or Improved Greenways



# ALTERNATIVE GROWTH SCENARIOS

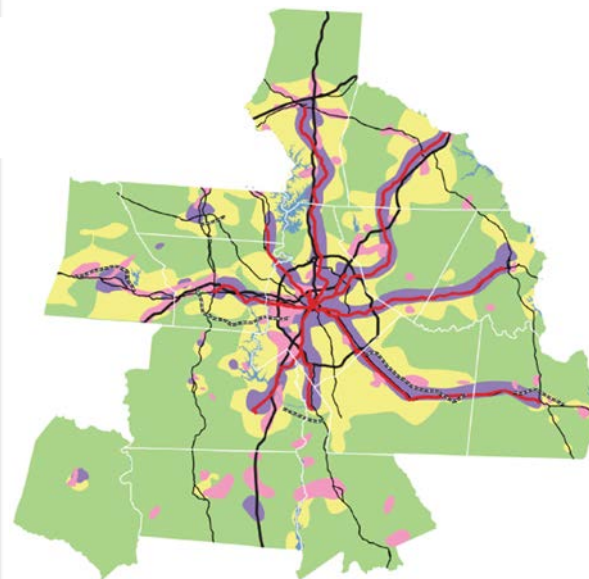


Maintain  
Suburban  
Focus



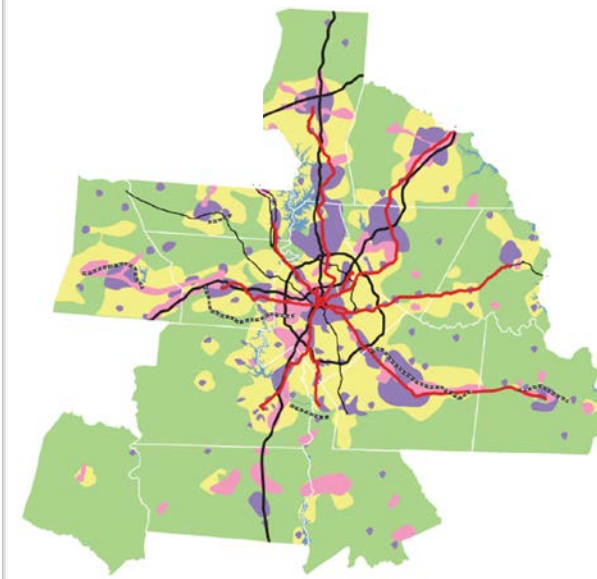
Follow Community  
Plans

149,010  
Grid Cells



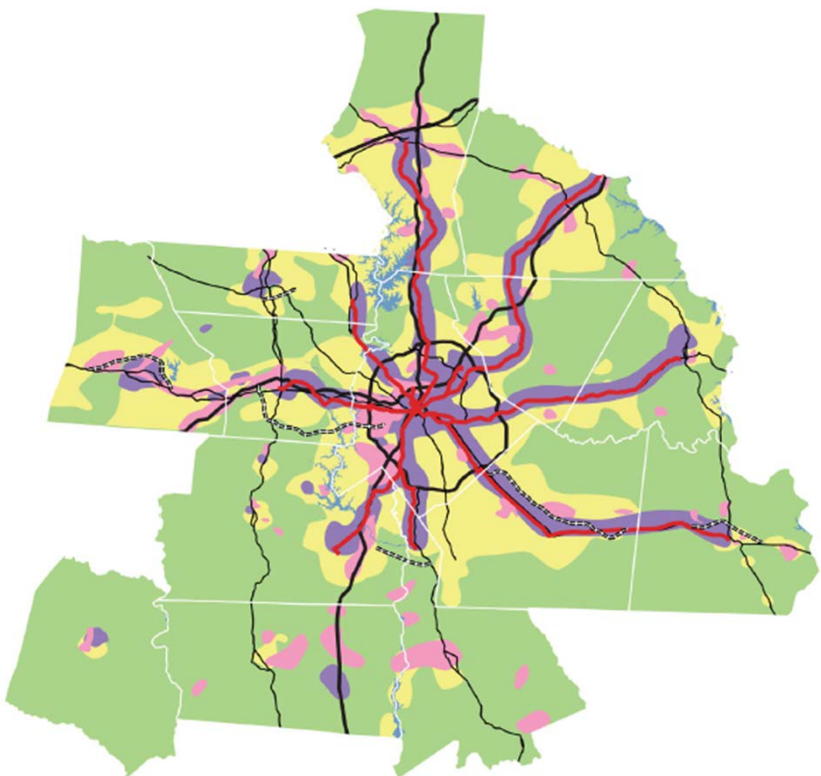
Focus on Regional  
Transportation

10  
Performance Indicators



Grow Cities,  
Towns, Centers &  
Transit

# ALTERNATIVE GROWTH SCENARIOS



Focus on Regional  
Transportation

Focus on  
Regional  
Transportation

- Support Our Communities
- Cost of Providing Service \*
- Work Closer to Home
- More Housing Choices
- More Transportation Choices
- Cost of My Commute
- Support Local Farms
- Parks and Open Space
- Improved Water Quality
- Improved Air Quality



- ➔ Red Arrow: Growth Scenario does not support the growth priority.
- ➔ Green Arrow: Growth Scenario does support the growth priority.



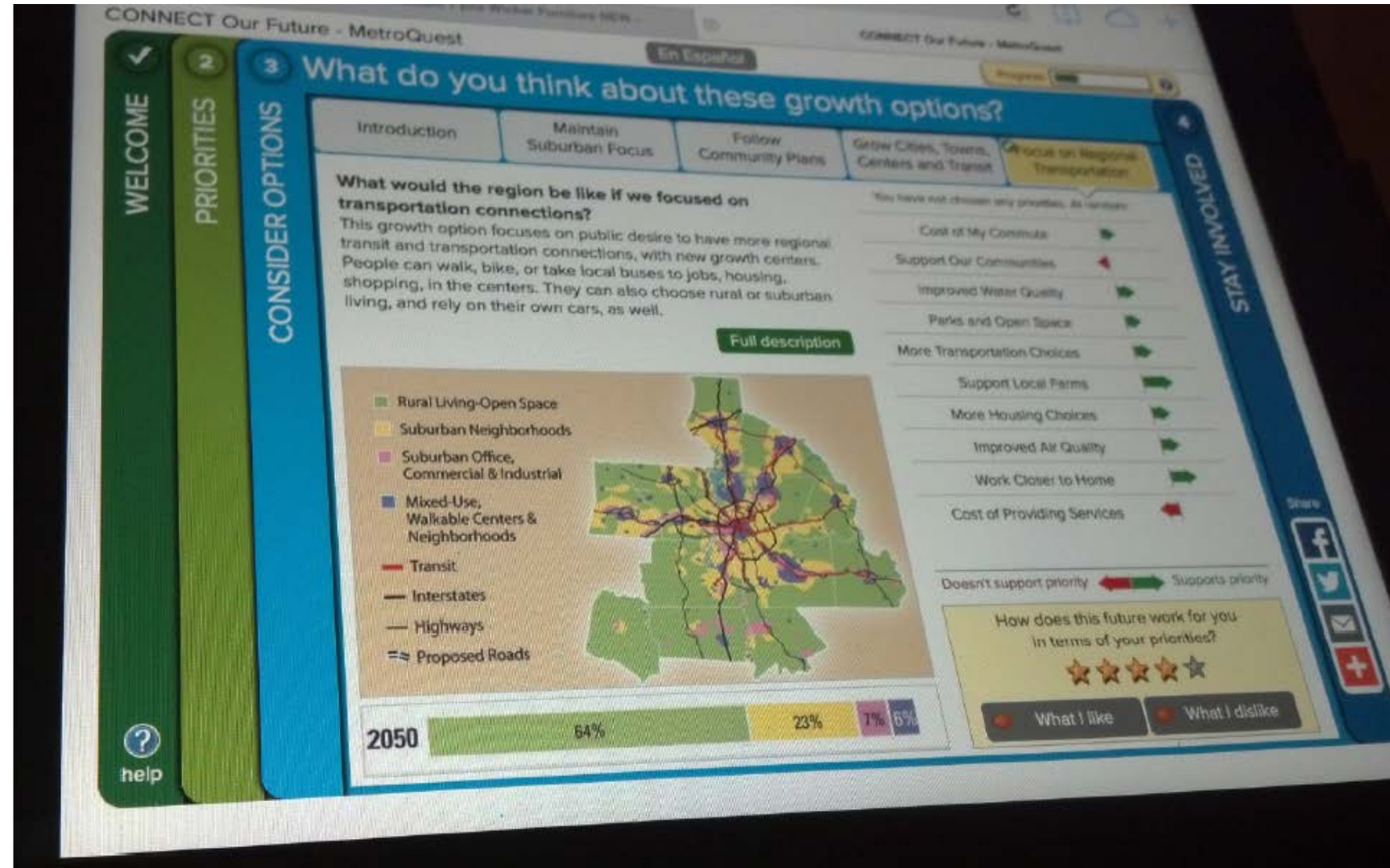
## Consensus-Building



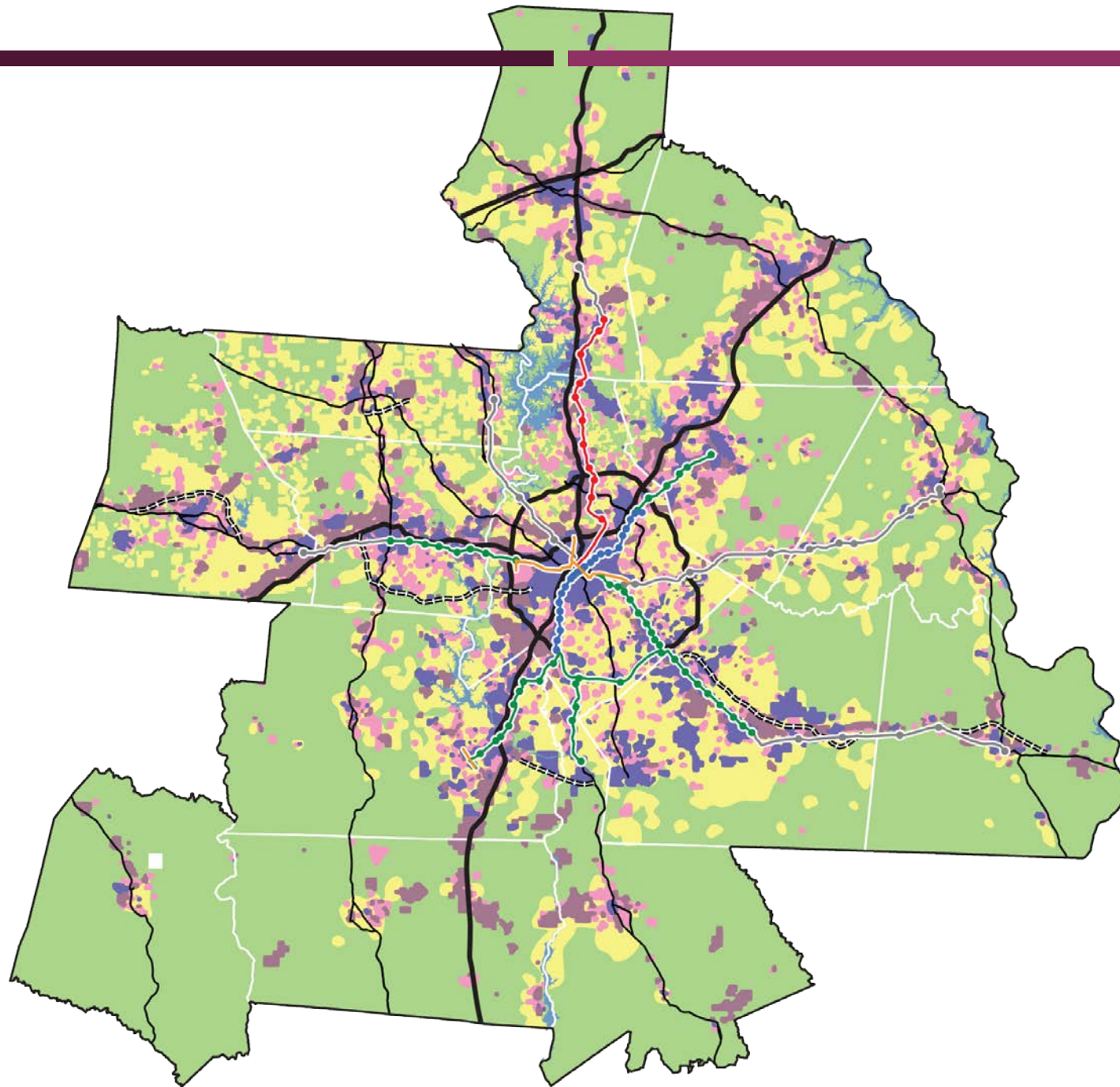
## Evaluate

Growth Scenario Report Card

Public Feedback & Polling



# SCENARIO PLANNING INITIATIVE



# PREFERRED GROWTH SCENARIO



## HOW ARE PLACE TYPES BEING USED?

### Regional Initiatives

- Greater Charlotte Regional Freight Mobility Plan – Land Use and Freight Analysis
- Metrolina CommunityViz Initiative 1.0 – 2045 MTP
- Metrolina CommunityViz Initiative 2.0 – 2050 MTP
- Regional Transit Planning – Access to Jobs

### Local Governments

- Land Use Planning
- Corridor and Small Area Scenarios
- Community Build Out Potential
- Community Impact Fee Assessments (SC)



# CONNECT

## *Our Future*

Vibrant Communities – Robust Region