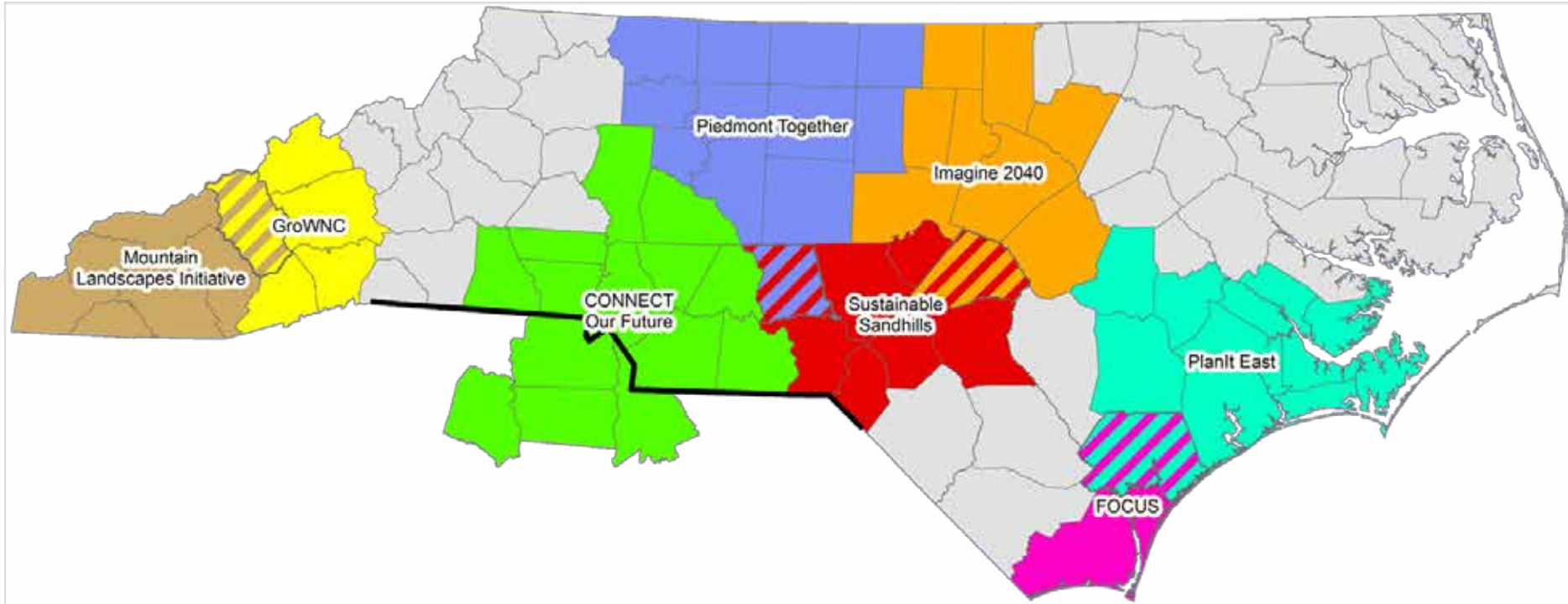


Using Technology to Evaluate Growth Decisions

Insights from North Carolina Metropolitan Areas



Regional Planning: Taking the State by Storm...



59 out of 100 NC counties

“ “ But why should local governments care, or want to participate, and what do they get out of it? ”

Something for Everyone

- § Rural to Suburban to Urban
- § Farms to Fortune 500
- § Regions, Counties, Cities, Towns & Places
- § Key Indicators Project
- § Data, Resource Documents, Surveys & Analysis Tools



Key Items for Discussion

- § Common Tools / Data Sharing
- § Information Sharing
- § Consensus Building
- § Empowering Decision-Makers



Today's Presentations

§ Common Tools / Sharing Data

Matt Noonkester, Stantec Consulting



§ Information Sharing

Joe Minicozzi, Urban 3



§ Consensus-Building

Michelle Nance, Centralina Council of Governments



§ Empowering Decision-Makers

Mark Kirstner, Piedmont Authority for Regional Transportation

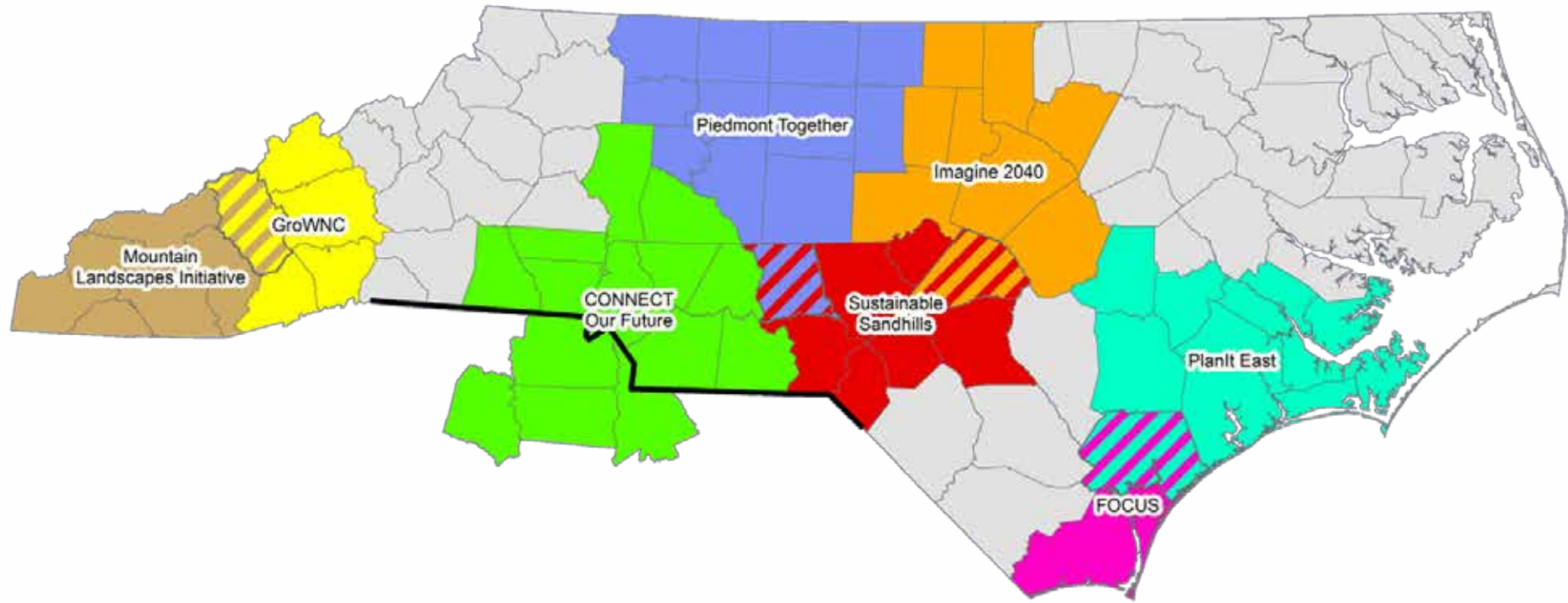


Common Tools / Sharing Data



Matt Noonkester, AICP
Stantec Consulting Services, Inc.

Regional Planning: Taking the State by Storm...



59 out of 100 NC counties

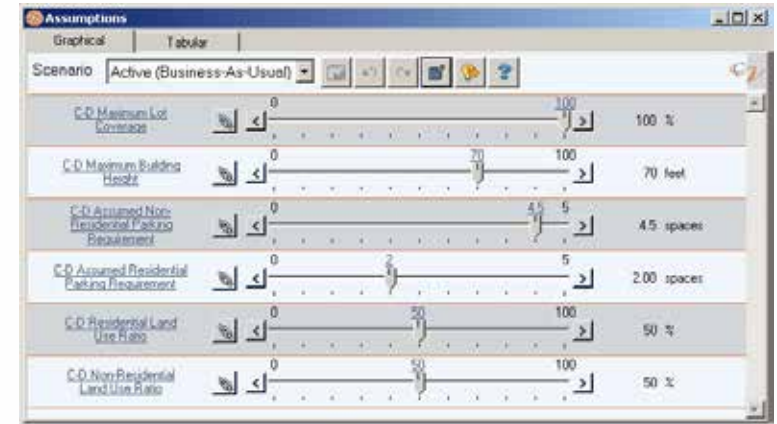
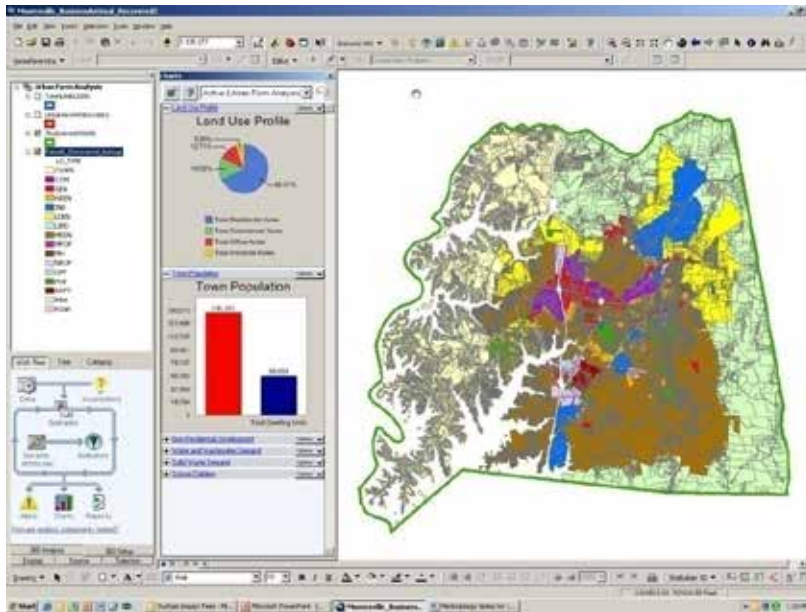
New Area of Emphasis: Community-Based Regionalism

- § Data collection protocols
- § Keep local governments unique, but allow for multi-jurisdiction planning opportunities
- § Quilting Exercise...
 - What we can agree on?
 - What we cannot agree on?
 - What about our edge issues & opportunities to pull together resources for a common purpose?
- § Parting gifts, and clear roles & responsibilities for implementation

CommunityViz Software

What is it?

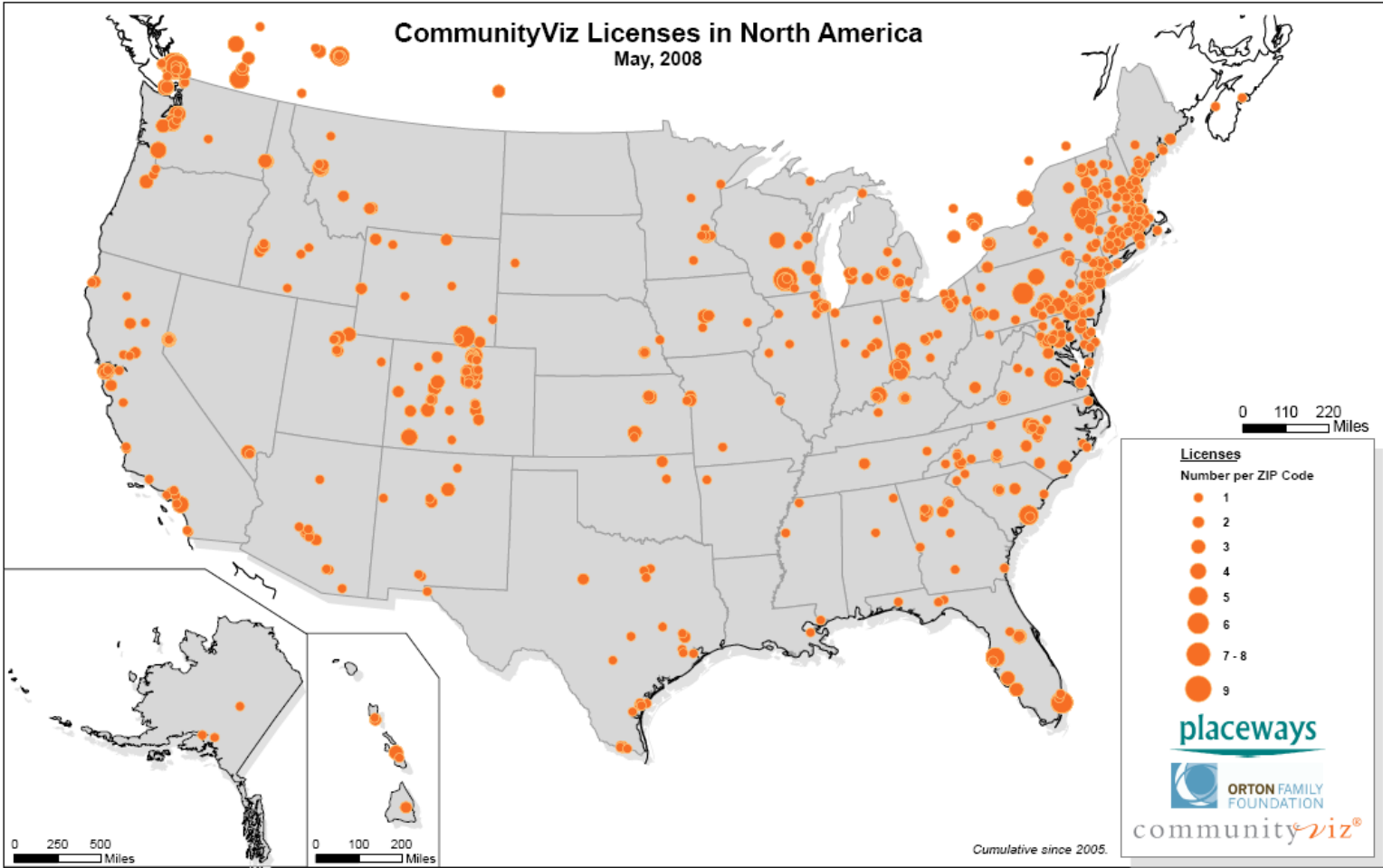
A decision support software that evaluates competing future growth scenarios under consideration by a community (extension of ArcGIS software).



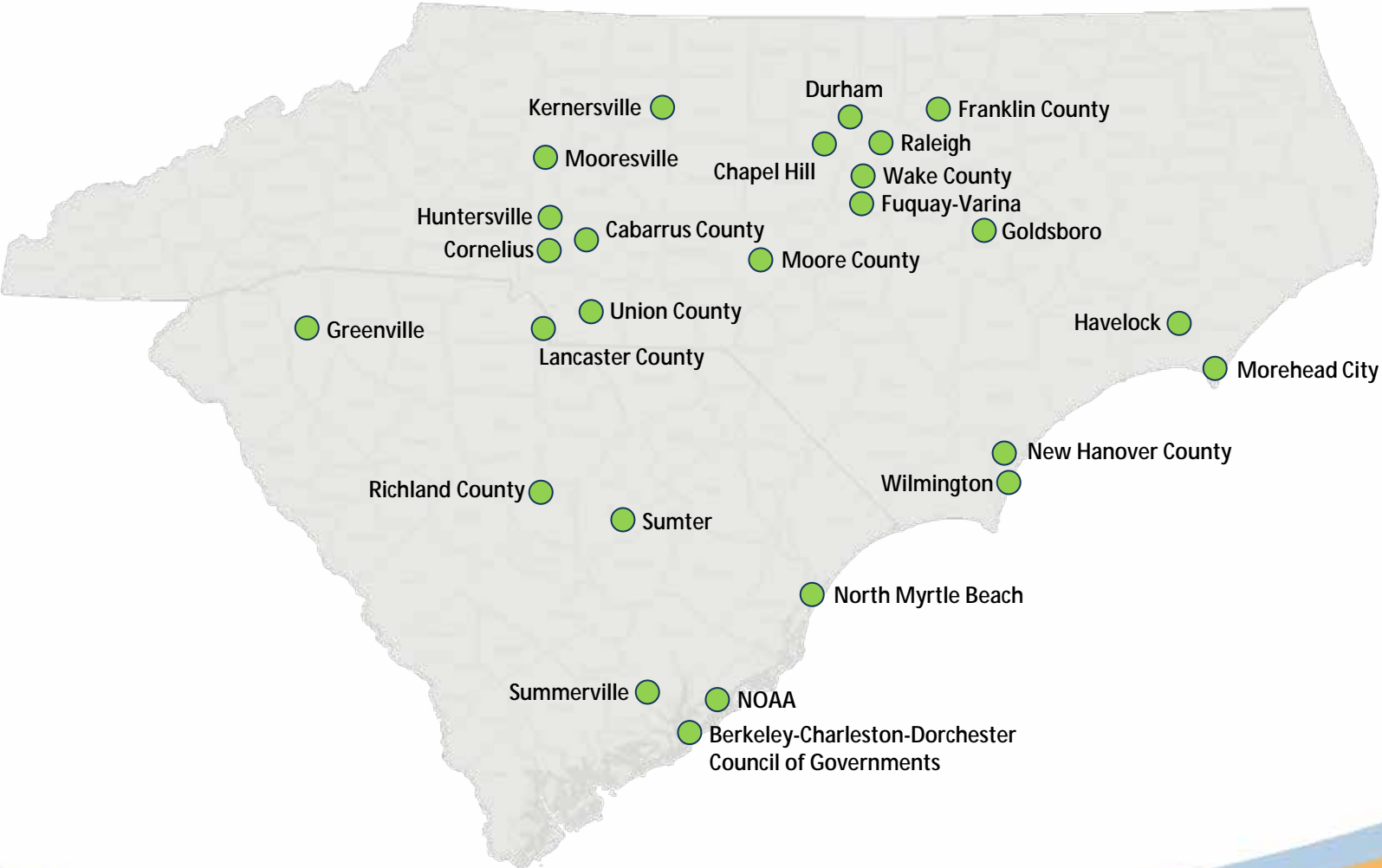
Benefits:

- § Time savings
- § Capture local context
- § Normalize methodologies
- § Quick updates
- § Becomes new planning tool for local government participants

CommunityViz Software



CommunityViz Software



Bottom-Up Approach:



Carrying Capacity Analysis

The area of a parcel identified with one or more development constraints (e.g., SWIM buffers, recorded easements, etc.). These areas are 'off the table' for allocating new growth in subsequent phases of the model.



Development Status Assignments

The assignment of development status to parcels in CommunityViz tells the model which set of equations to use for estimating development yield (build-out potential), and whether new growth is allowed in the parcel.



Land Suitability Analysis Calculations

LSA measures the attractiveness of individual parcels to accommodate new development. Physical features prevalent in the study area were layered on a parcel map, and calculations performed to determine either percent overlap or physical proximity (as appropriate) for each of the physical features in relation to the individual parcels.

A numeric score between 0 – 100 was used to rank parcels in the study area from least- to most-suitable for development.



Place Type Assignments & Build-Out Estimates

Place types were used to describe land use and urban form characteristics in the study area.

Build-out potential estimates the development yield for each parcel based on its assigned development status, place type, & values assumed in the general development lookup table.

Values generated for build-out potential become the 'supply' for allocating future year growth in the study area.



Growth Allocation

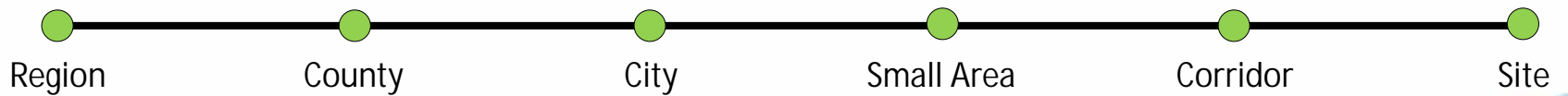
Growth allocation was performed using build-out potential and land suitability statistics calculated for parcels in the study area.

Getting It Right for Local Governments

- § Development Status Assignments
- § Place Type Assignments
- § General Development or Tax Assessment Lookup Tables
- § Committed Development Inventory
- § Calibration Activities



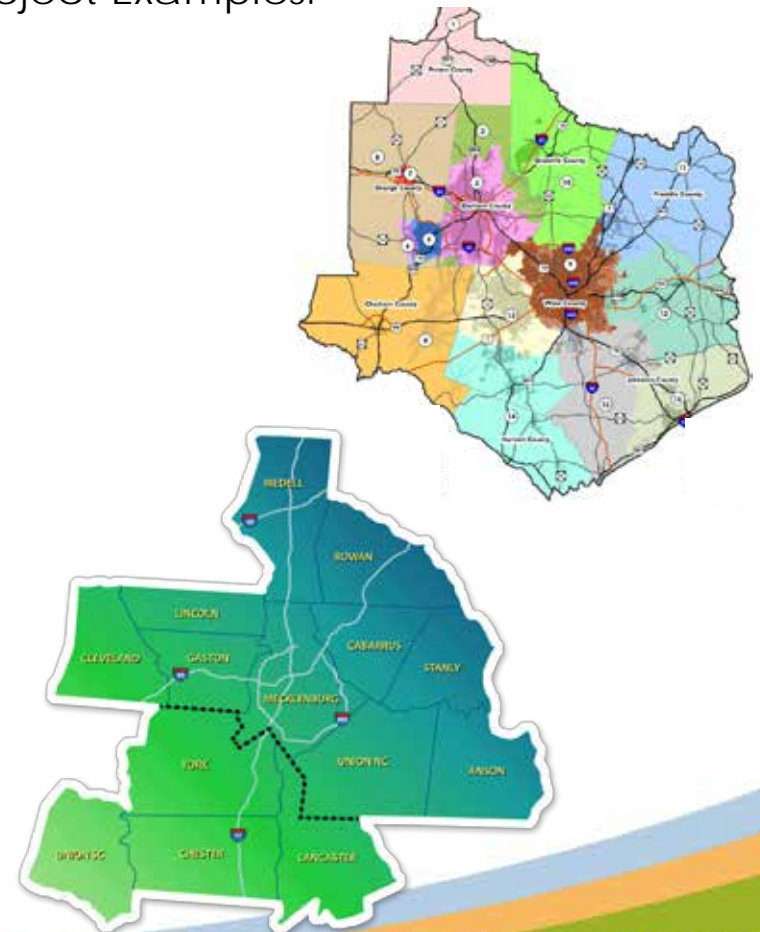
Turning the Software Dial...



Tools & Data Coordinated by Regional Governments:

- § Watershed Plans
- § Water & Wastewater Plans
- § Socioeconomic Data
- § Infrastructure Coordination
- § Environmental Screening

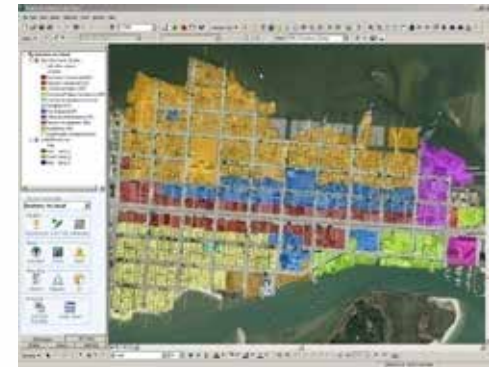
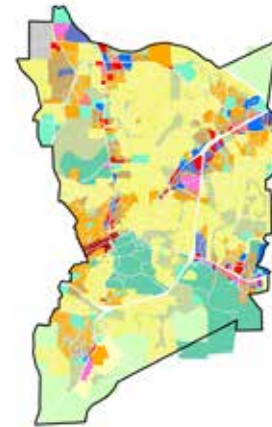
Project Examples:



Tools & Data Developed by Local Governments:

- § Comprehensive Plans
- § Small Area Plans
- § Corridor Studies
- § Growth Audits
- § Return on Investment or Cost to Serve Assessments
- § Site Development Assessment / Site Selection

Project Examples:



Strengthen the Bonds...



Analysis Tools



Data Sharing



Staff Training

Information Sharing

Joe Minicozzi, AICP

Urban 3



How We Measure the City

The Dollars and \$ense of Development

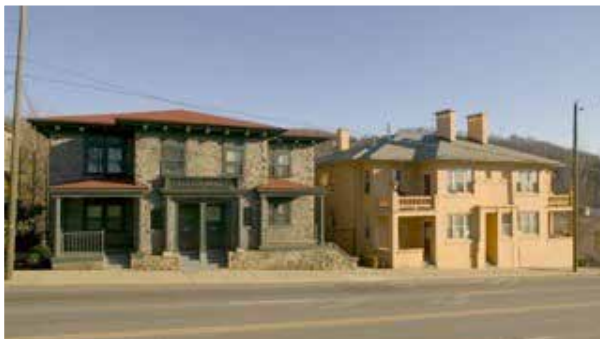
the Dogwood Fund

The Orange Peel



Julian Price

Salsa's
& Zambras



51 Biltmore

Urban3



Public Interest Projects



The Public Service Building

City Watch

1941 - 11/19/2001



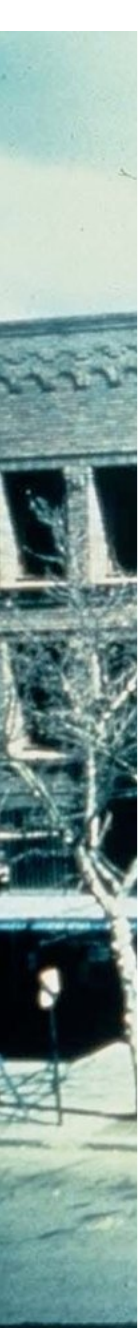
The Mountain Xpress



the Alternative Reading Room



The Laughing Seed

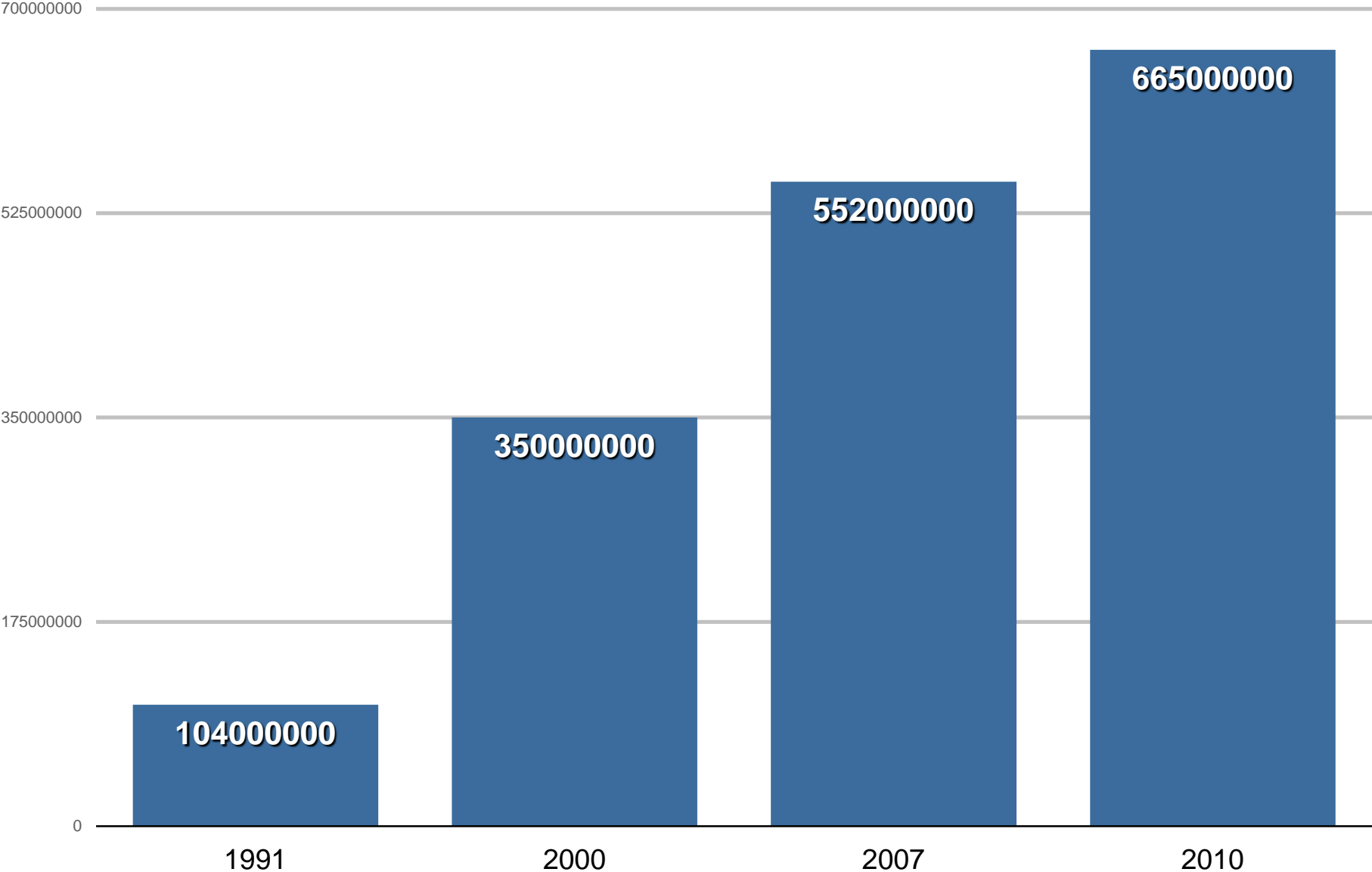


everyone else,
bring data.

Mayor Michael Bloomberg



Asheville CBD Taxable Value



Land Production





For 40 years this building remained vacant..... its tax value in 1991 was just over **\$300,000.**



Today the building is valued at over **\$11,000,000** an increase of

over **3500%**

in **15 years**

The lot is less than **1/5 acre**



Walmart



34.0 Acres
220,000 sf Building
\$20,000,000 Tax Value
\$590,000 Value/Acre

Downtown



0.19 Acres
54,000 sf. Bld
\$11,000,000 Tax Value
\$58,900,000 Value/Acre

My House



0.13 Acres
1 unit (2 people + 2 dogs)
\$232,000 Tax Value
\$1,800,000 Value/Acre

Walmart



34.0 Acres
220,000 sf Building
\$20,000,000 Tax Value
\$590,000 Value/Acre

Downtown



0.19 Acres
54,000 sf. Bld
\$11,000,000 Tax Value
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\$590,000 Value/Acre

Downtown



0.19 Acres
54,000 sf. Bld
\$11,000,000 Tax Value
\$58,900,000 Value/Acre

My House



0.13 Acres
1 unit (2 people + 2 dogs)
\$232,000 Tax Value
\$1,800,000 Value/Acre

\$19,542 Property Taxes/Acre

Walmart



34.0 Acres

220,000 sf Building

\$20,000,000 Tax Value

~~\$590,000 Value/Acre~~

\$6,500 Property Taxes/Acre

Downtown



0.19 Acres

54,000 sf. Bld

\$11,000,000 Tax Value

\$58,900,000 Value/Acre

My House



0.13 Acres

1 unit (2 people + 2 dogs)

\$232,000 Tax Value

\$1,800,000 Value/Acre

\$19,542 Property Taxes/Acre

Walmart



34.0 Acres
220,000 sf Building
\$20,000,000 Tax Value
\$590,000 Value/Acre

\$6,500 Property Taxes/Acre

Downtown



0.19 Acres
54,000 sf. Bld
\$11,000,000 Tax Value
\$58,900,000 Value/Acre

\$634,000 Property Taxes/Acre

My House



0.13 Acres
1 unit (2 people + 2 dogs)
\$232,000 Tax Value
\$1,800,000 Value/Acre

\$19,542 Property Taxes/Acre

Property Taxes as a Crop

Wheat



34.0 Acres
220,000 sf Building
\$20,000,000 Tax Value
\$590,000 Value/Acre

\$6,500 Taxes/Acre

Cannabis



0.19 Acres
54,000 sf. Bld
\$11,000,000 Tax Value
\$58,900,000 Value/Acre

\$634,000 Taxes/Acre

Soybeans



0.13 Acres
1 unit (2 people + 2 dogs)
\$232,000 Tax Value
\$1,800,000 Value/Acre

\$19,542 Taxes/Acre

Property + Retail Sales Taxes

\$77,000,000

Retail Sales



34.0 Acres
220,000 sf Building
\$20,000,000 Tax Value
\$590,000 Value/Acre

\$6,500 Taxes/Acre
\$3,300 to City



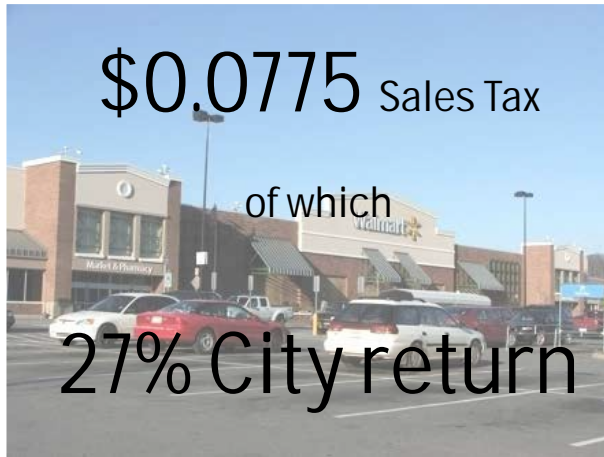
0.19 Acres
54,000 sf. Bld
\$11,000,000 Tax Value
\$58,900,000 Value/Acre

\$634,000 Taxes/Acre
\$330,000 to City

Property + Retail Sales Taxes

\$77,000,000

Retail Sales



34.0 Acres
220,000 sf Building
\$20,000,000 Tax Value
\$590,000 Value/Acre

\$6,500 Taxes/Acre
\$3,300 to City



0.19 Acres
54,000 sf. Bld
\$11,000,000 Tax Value
\$58,900,000 Value/Acre

\$640,000 Taxes/Acre
\$330,000 to City

Property + Retail Sales Taxes

\$77,000,000

Retail Sales



34.0 Acres
220,000 sf Building
\$20,000,000 Tax Value
\$590,000 Value/Acre

\$6,500 Taxes/Acre
\$3,300 to City



0.19 Acres
54,000 sf. Bld
\$11,000,000 Tax Value
\$58,900,000 Value/Acre

\$640,000 Taxes/Acre
\$330,000 to City

Asheville Wal-Mart



\$ 50,800

Total Taxes/Acre to City

Downtown



\$ 330,000

Property Taxes/Acre to City

Asheville Wal-Mart



\$ 50,800

Total Taxes/Acre to City

Downtown



\$414,000

Total Taxes/Acre to City

Jobs per Acre



Asheville
Wal-Mart

200 jobs @ 34.0 Acres

5.9



Downtown

14 jobs @ 0.19 Acres

73.7

Urban³

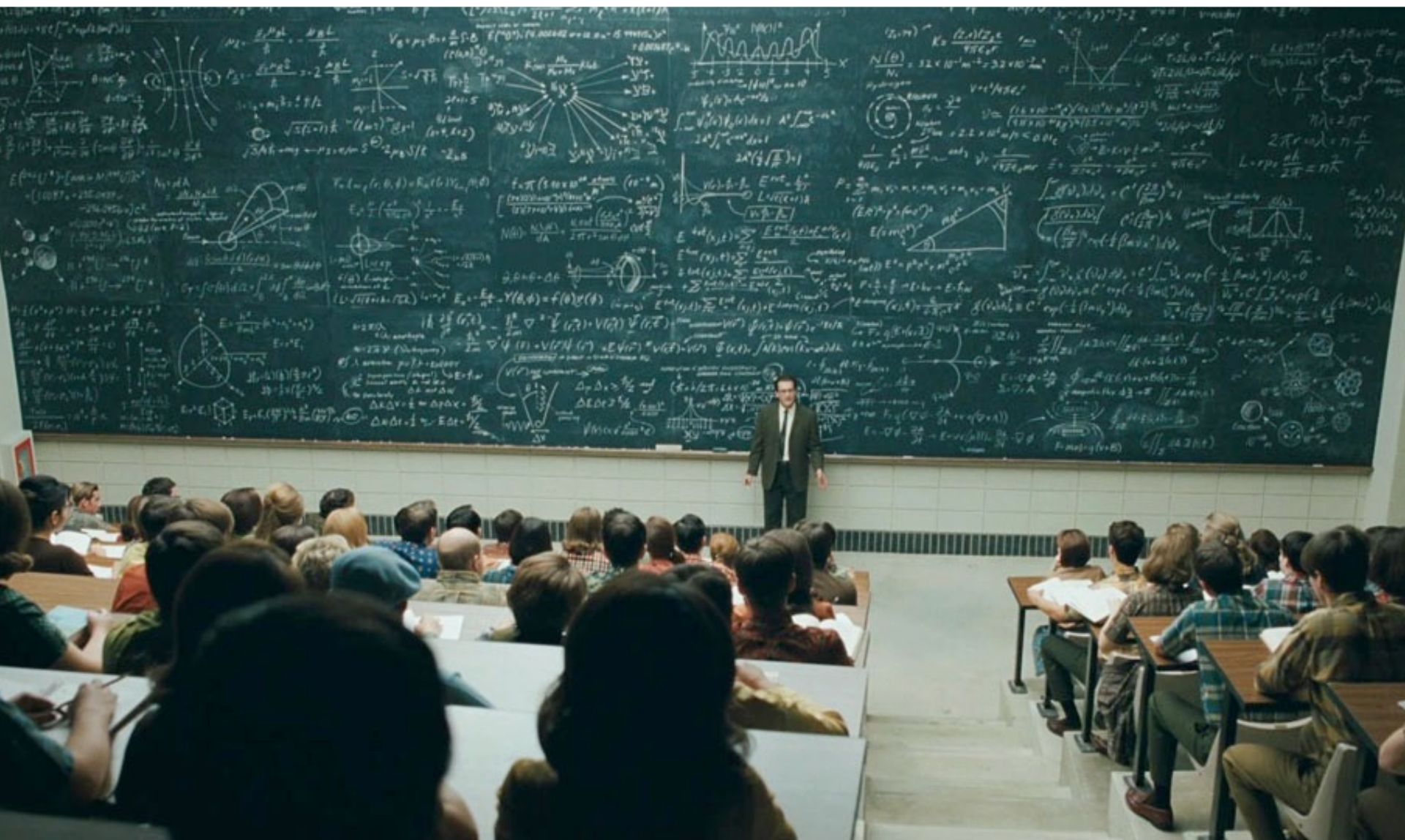
Asheville WalMart



Downtown



Land Consumed (Acres):	34.0	00.2
Total Property Taxes/Acre:	\$ 6,500	\$634,000
City Retail Taxes/Acre:	\$ 47,500	\$ 83,600
Residents per Acre:	0.0	90.0
Jobs per Acre:	5.9	73.7



Scary Math

How do you compare a car?



Ford F150 Lariat LTD
13/18 mpg



Toyota Prius
51/48 mpg



1955 BMW Isetta
50/70 mpg



Rolls-Royce Phantom Drophead
11/18 mpg



Bugatti Veyron
8/15 mpg

How do you compare a car?



Ford F150 Lariat LTD
648 miles per tank



Toyota Prius
571 miles per tank



1955 BMW Isetta
245 miles per tank



Rolls-Royce Phantom Drophead
380 miles per tank



Bugatti Veyron
390 miles per tank

How do you compare a car?



Ford F150 Lariat LTD
13/18 mpg



Toyota Prius
51/48 mpg



1955 BMW Isetta
50/70 mpg



Rolls-Royce Phantom Drophead
11/18 mpg



Bugatti Veyron
8/15 mpg

How do you compare a car?



Ford F150 Lariat LTD
13/18 mpg



Toyota Prius
51/48 mpg



1955 BMW Isetta
50/70 mpg



Rolls-Royce Phantom Drophead
11/18 mpg

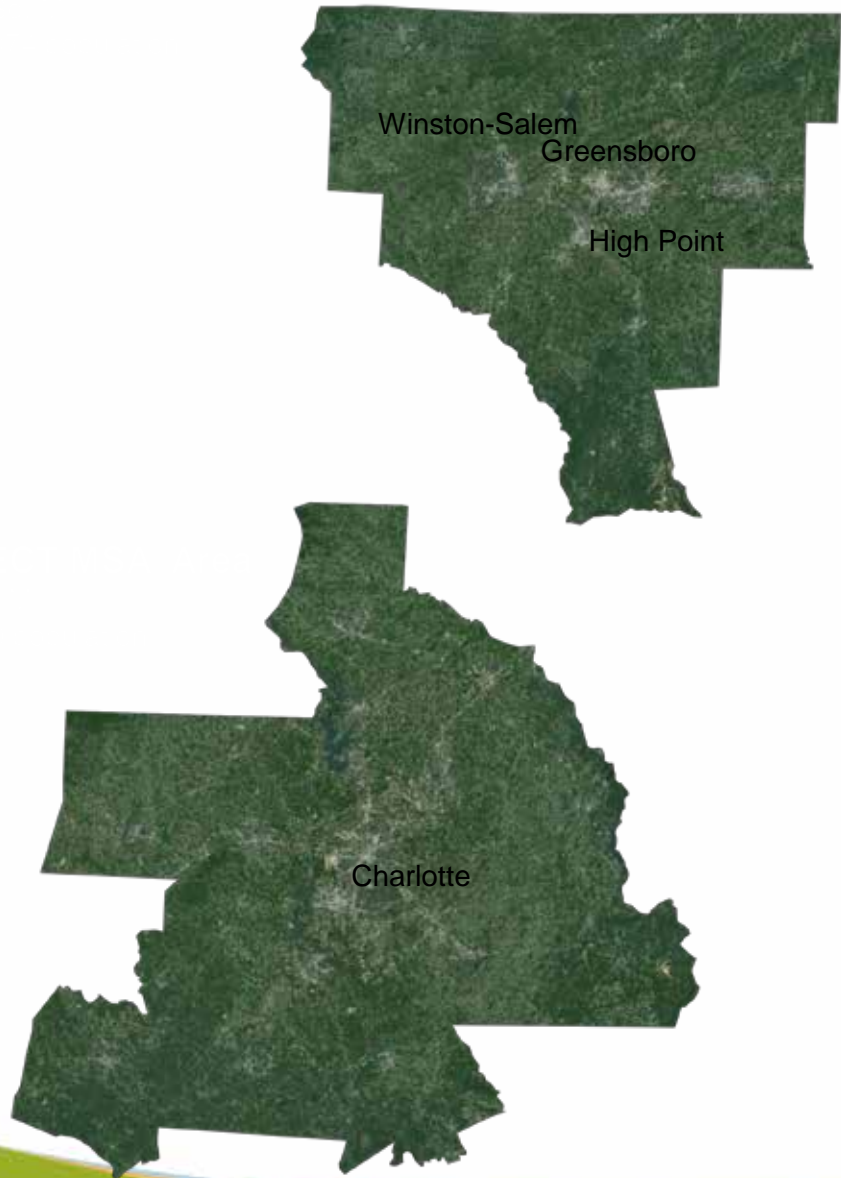


Bugatti Veyron
8/15 mpg

WHAT DATA SETS DO YOU USE?

CHANCE
YOU'RE MAKING
A GOOD
DECISION

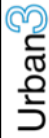






Comparisons

Land Area Analysis

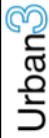


Population data are 2013 estimates from the US Census Bureau. Area figures per Wikipedia.



Comparisons

Land Area Analysis



Population data are 2013 estimates from the US Census Bureau. Area figures per Wikipedia.





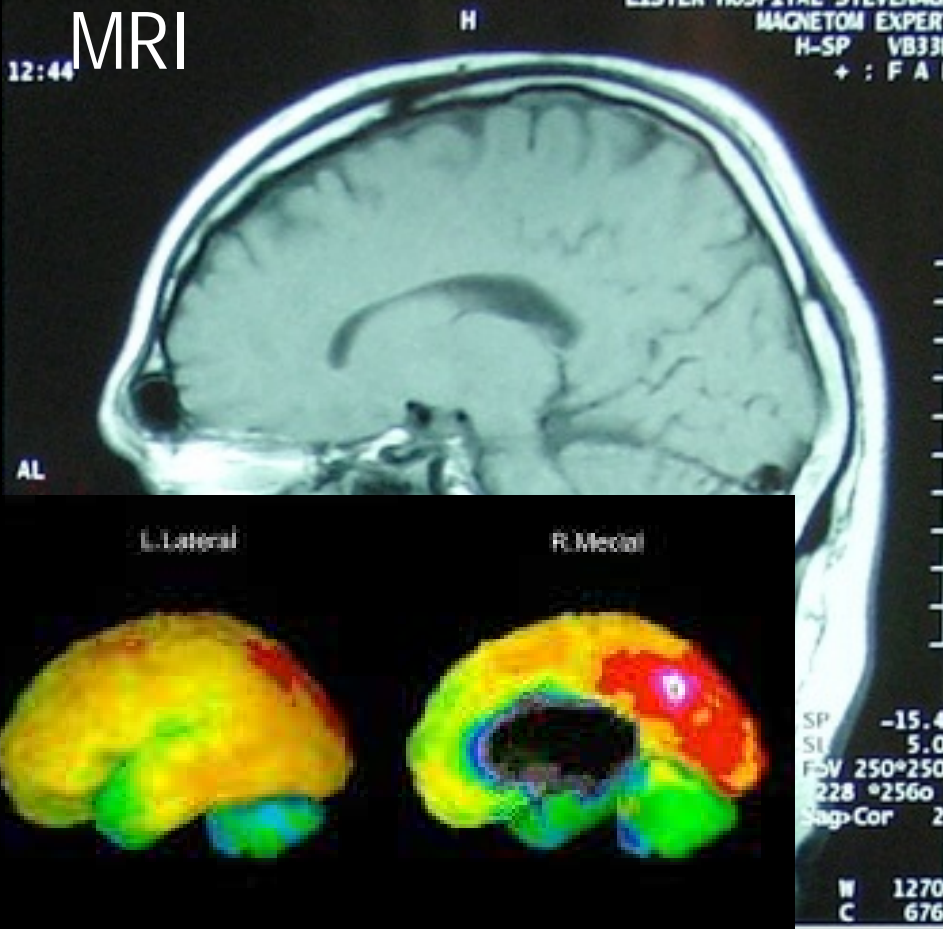
Pieced Together

Patterns of Community

X-Ray



MRI

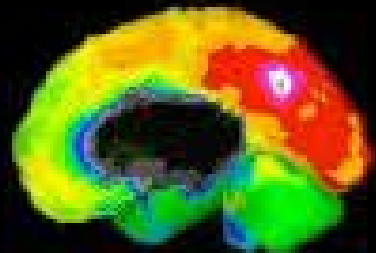
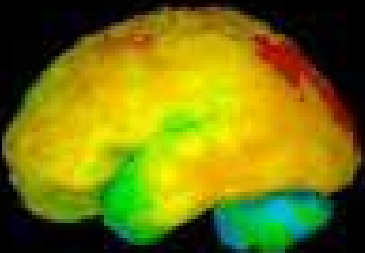
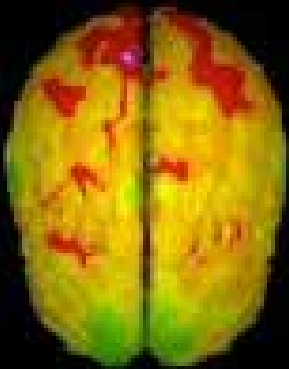
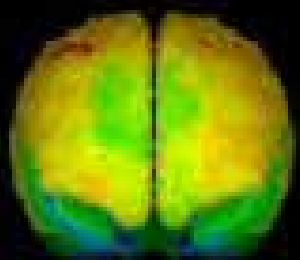


Anterior

Vortex

L.Lateral

R.Medial

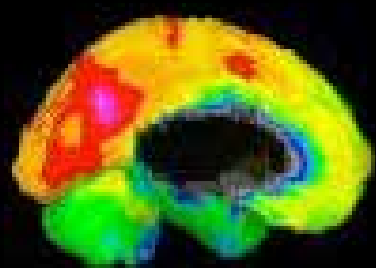
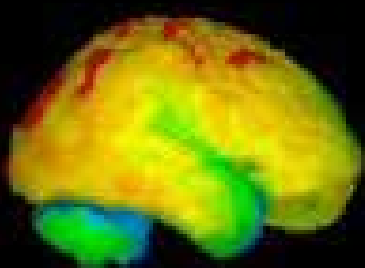
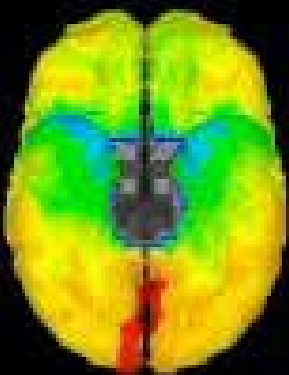
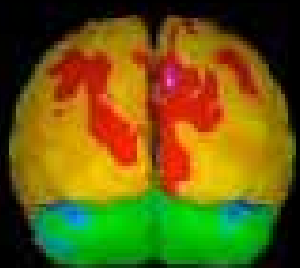


Posterior

Underside

R.Lateral

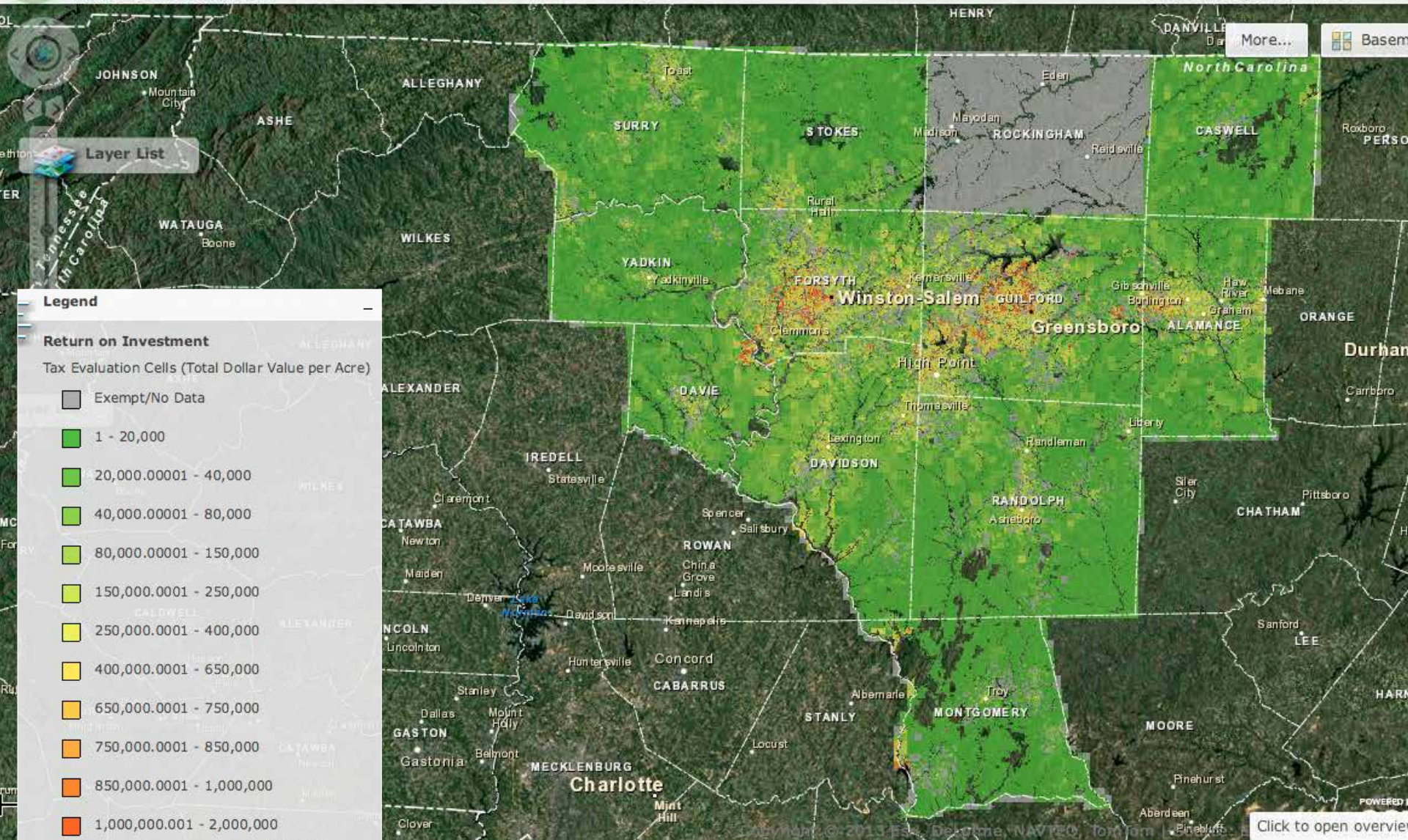
L.Medial



3D Perfusion Display



Enter address



Legend

Return on Investment

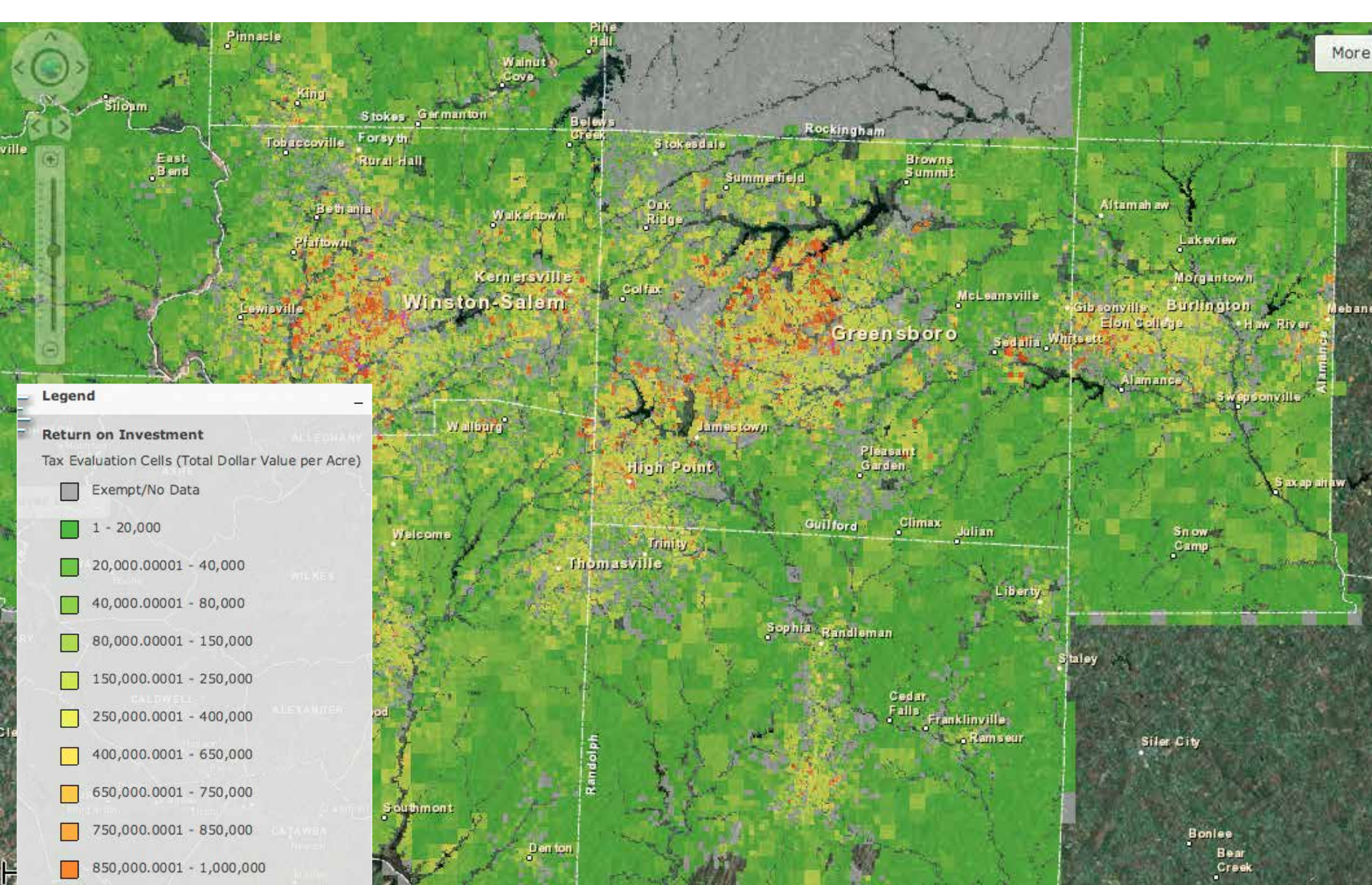
Tax Evaluation Cells (Total Dollar Value per Acre)

	Exempt/No Data
	1 - 20,000
	20,000.00001 - 40,000
	40,000.00001 - 80,000
	80,000.00001 - 150,000
	150,000.00001 - 250,000
	250,000.00001 - 400,000
	400,000.00001 - 650,000
	650,000.00001 - 750,000
	750,000.00001 - 850,000
	850,000.00001 - 1,000,000
	1,000,000.00001 - 2,000,000
	2,000,000.00001 - 6,000,000
	>6,000,000.000

More...

Basem...

Click to open overview

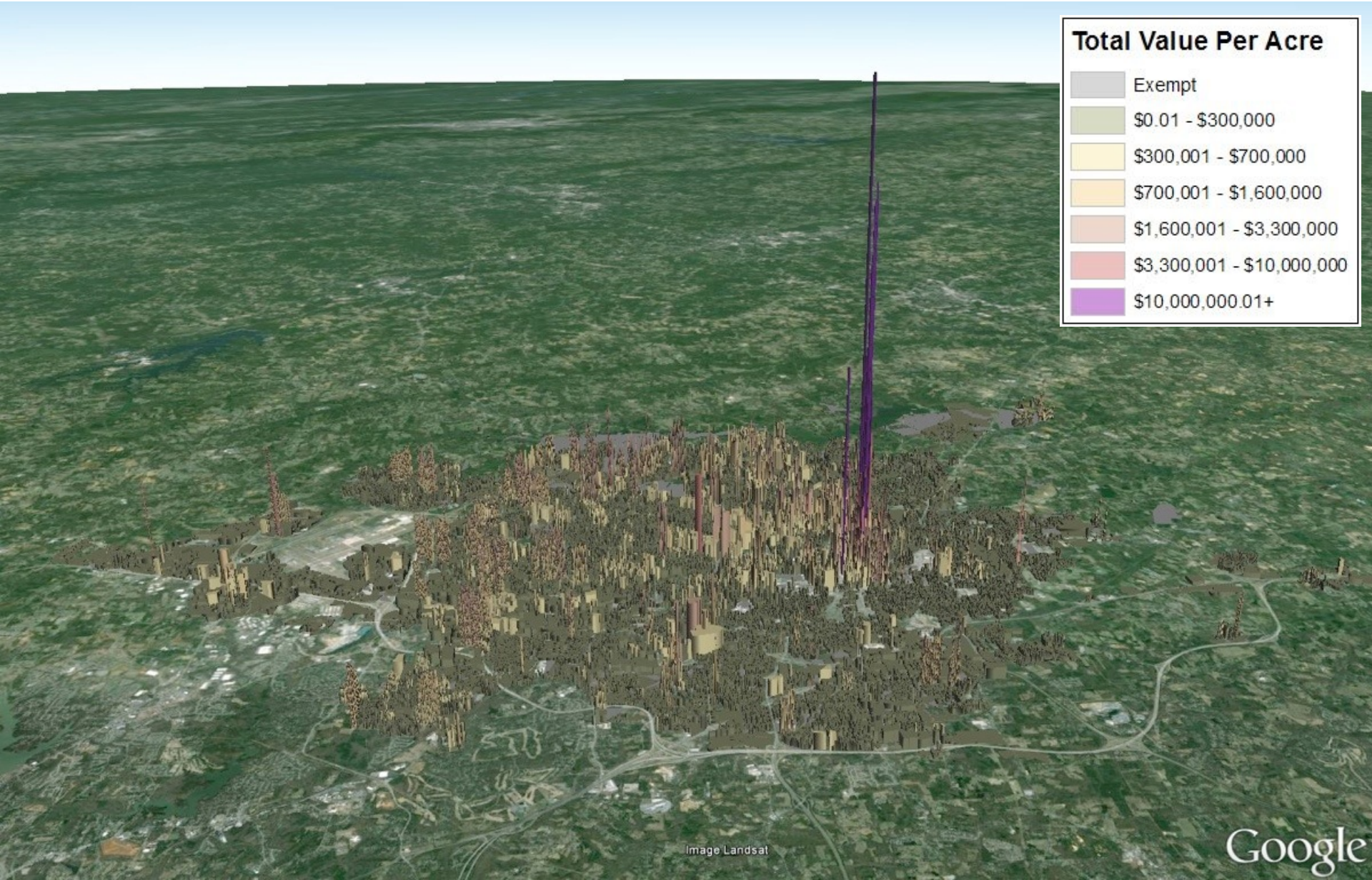


Legend

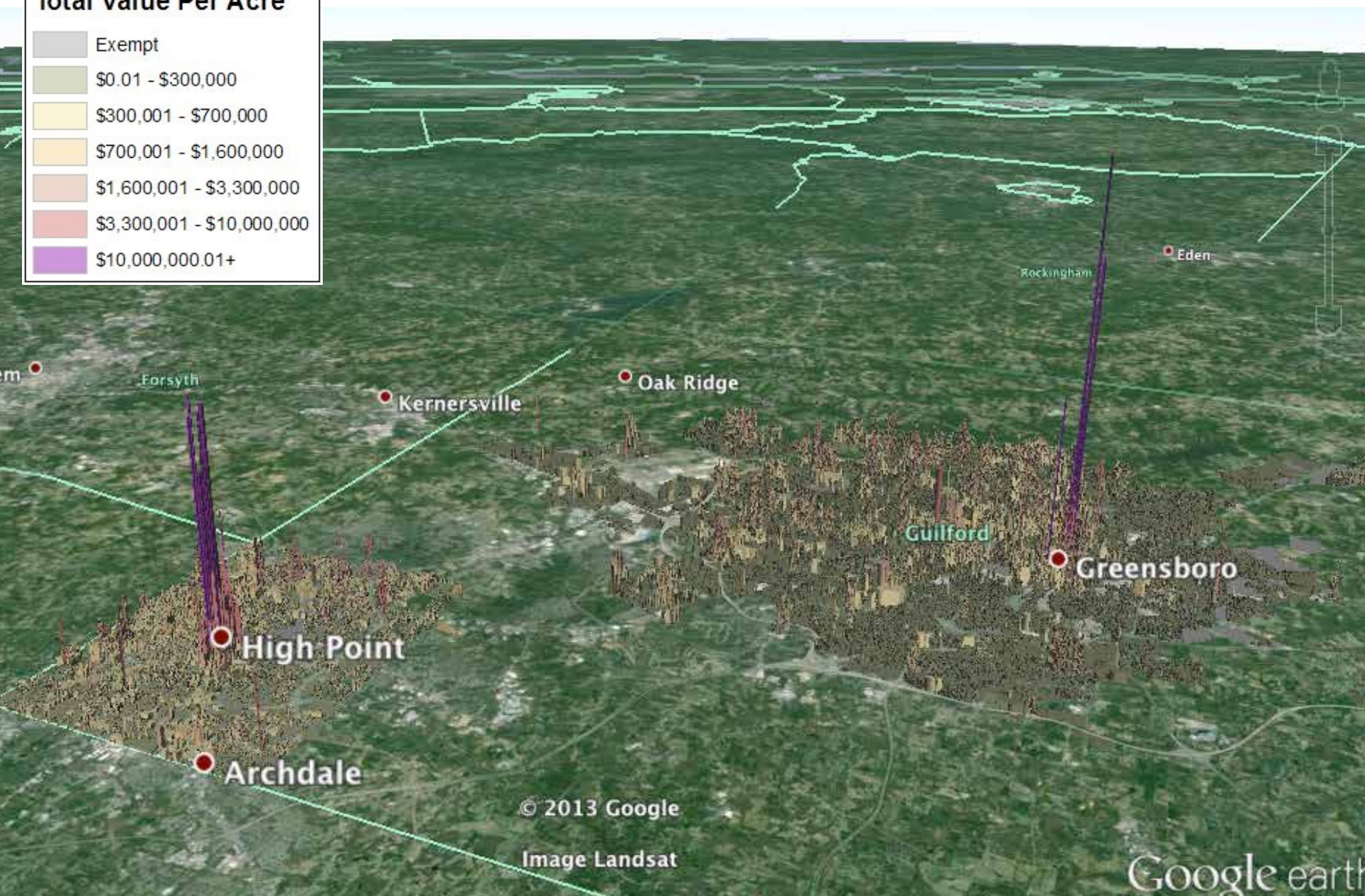
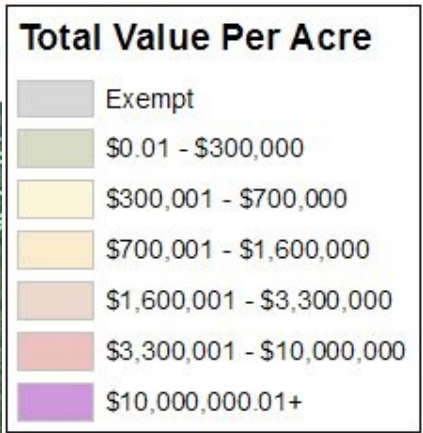
Return on Investment
Tax Evaluation Cells (Total Dollar Value per Acre)

- Exempt/No Data
- 1 - 20,000
- 20,000.00001 - 40,000
- 40,000.00001 - 80,000
- 80,000.00001 - 150,000
- 150,000.00001 - 250,000
- 250,000.00001 - 400,000
- 400,000.00001 - 650,000
- 650,000.00001 - 750,000
- 750,000.00001 - 850,000
- 850,000.00001 - 1,000,000
- 1,000,000.0001 - 2,000,000
- 2,000,000.0001 - 6,000,000
- >6,000,000.000

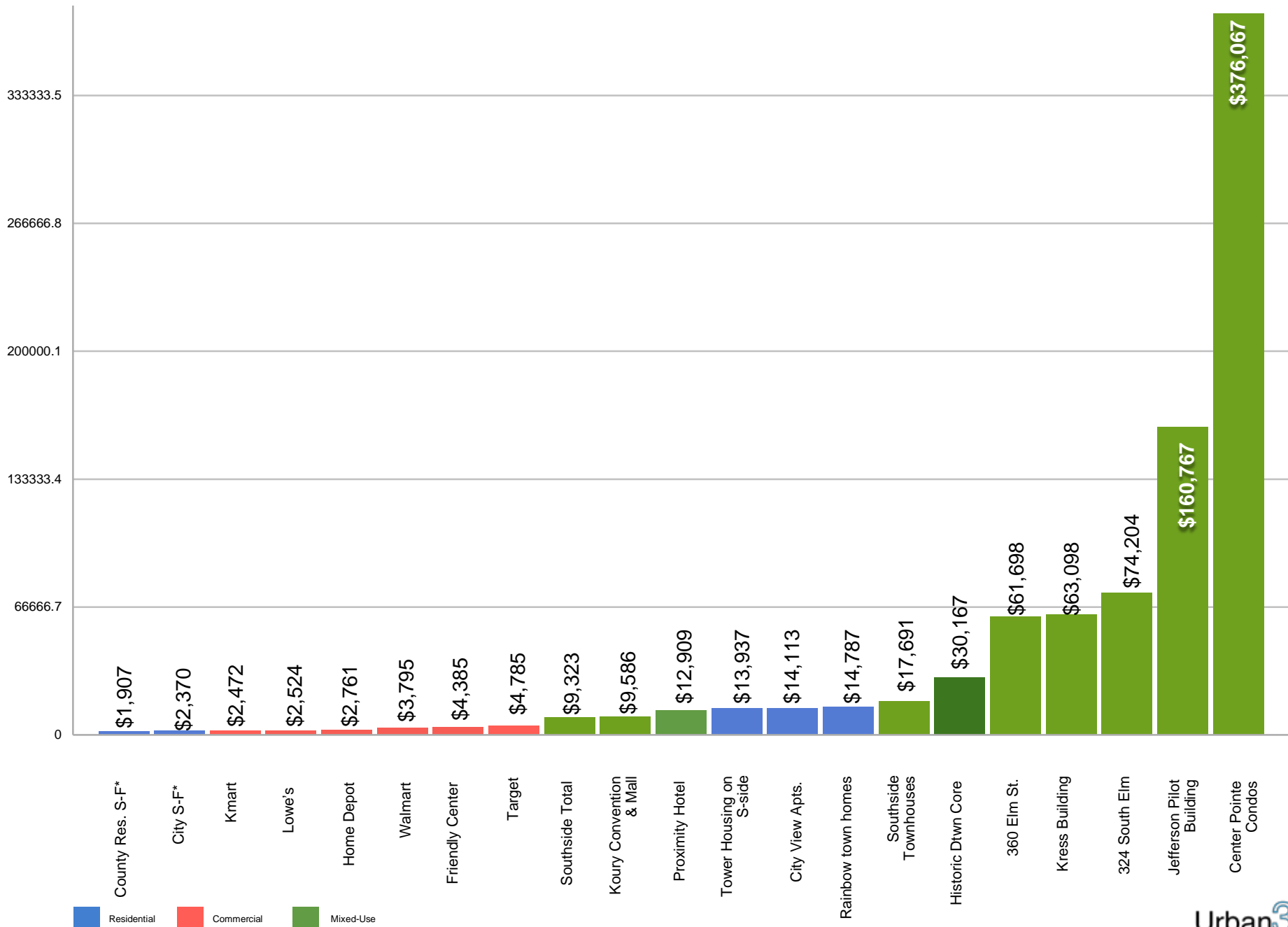
More



Total Value Per Acre	
Grey	Exempt
Olive Green	\$0.01 - \$300,000
Yellow	\$300,001 - \$700,000
Orange	\$700,001 - \$1,600,000
Light Brown	\$1,600,001 - \$3,300,000
Red	\$3,300,001 - \$10,000,000
Purple	\$10,000,000.01+



Guilford County (Greensboro) Property Tax** Revenue Profile: 2013 Tax Yield per Acre



*Average values per Guilford County Assessor File
 ** Excluding schools portion

Guilford County Property Tax Revenue Profile: 2013 Tax Yield



Kmart plaza
\$8.9M on 15.6 acres



Southside Townhomes
\$11.4M on 2.8 acres

2.2 acres of Southside
Townhouses would equal the
property taxes of one **15.6** acre
Kmart Plaza

Guilford County Property Tax Revenue Profile: 2013 Tax Yield

Center Pointe
\$41.2M on 0.47 acres



Koury Convention & Mall
\$198M on 88.7 acres



2.3 acres of Center Pointe
would equal the property
taxes of one **88.7** acre
Koury Convention & Mall

Guilford County Property Tax Revenue Profile: 2013 Tax Yield

324 South Elm
\$2.8M on 0.16 acres



Koury Convention & Mall
\$198M on 88.7 acres



11.4 acres of 360 Elm
would equal the property
taxes of one **88.7** acre
Koury Convention & Mall

Guilford County Property Tax Revenue Profile: 2013 Tax Yield



7.5 acres of 360 Elm would equal the property taxes of one **106** acre Friendly Shopping Area

Guilford County Property Tax Revenue Profile: 2013 Tax Yield



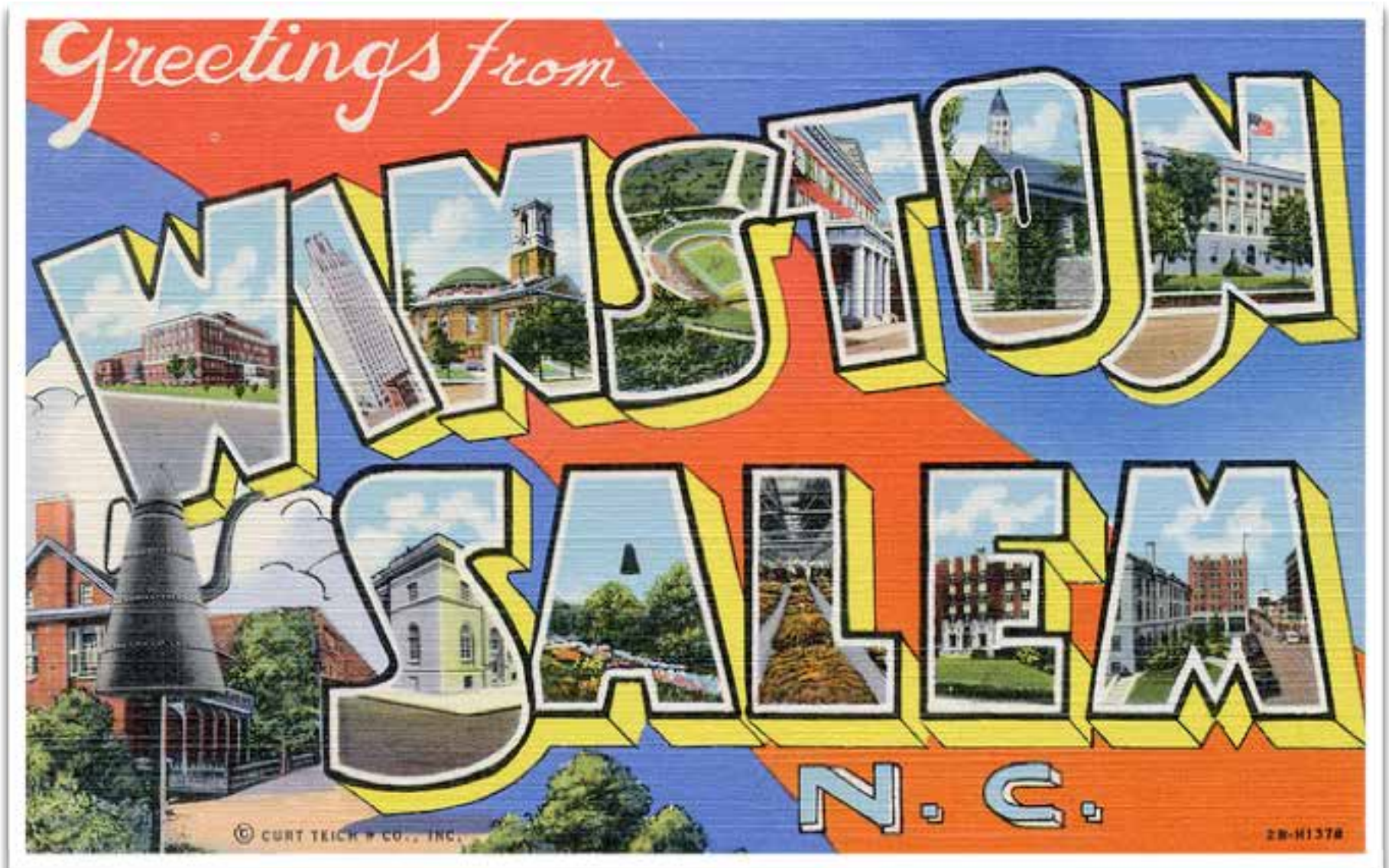
Oak Hollow Mall
\$27.5M on 62.2 acres



360 South Elm
\$7M on 0.5 acres

1.9 acres of 360 Elm would equal the property taxes of one **62.2** acre Oak Hollow Mall

What are the numbers for Forsyth County?



Winston-Salem, NC

Total Value Per Acre

Total Value Per Acre





Revenue
\$1.00

Costs
\$1.48

LEGACY



2030 Update



Objectives, Policies, and Action Agenda

-  **Objective 1: Strategic Infrastructure Improvements**
-  **Catalyze private investment in Downtown and the Center City, Town Centers, Activity Centers, and Growth Corridors. Target infrastructure improvements to increase the community's return on public investments and minimize long-term costs of municipal services.**
- 

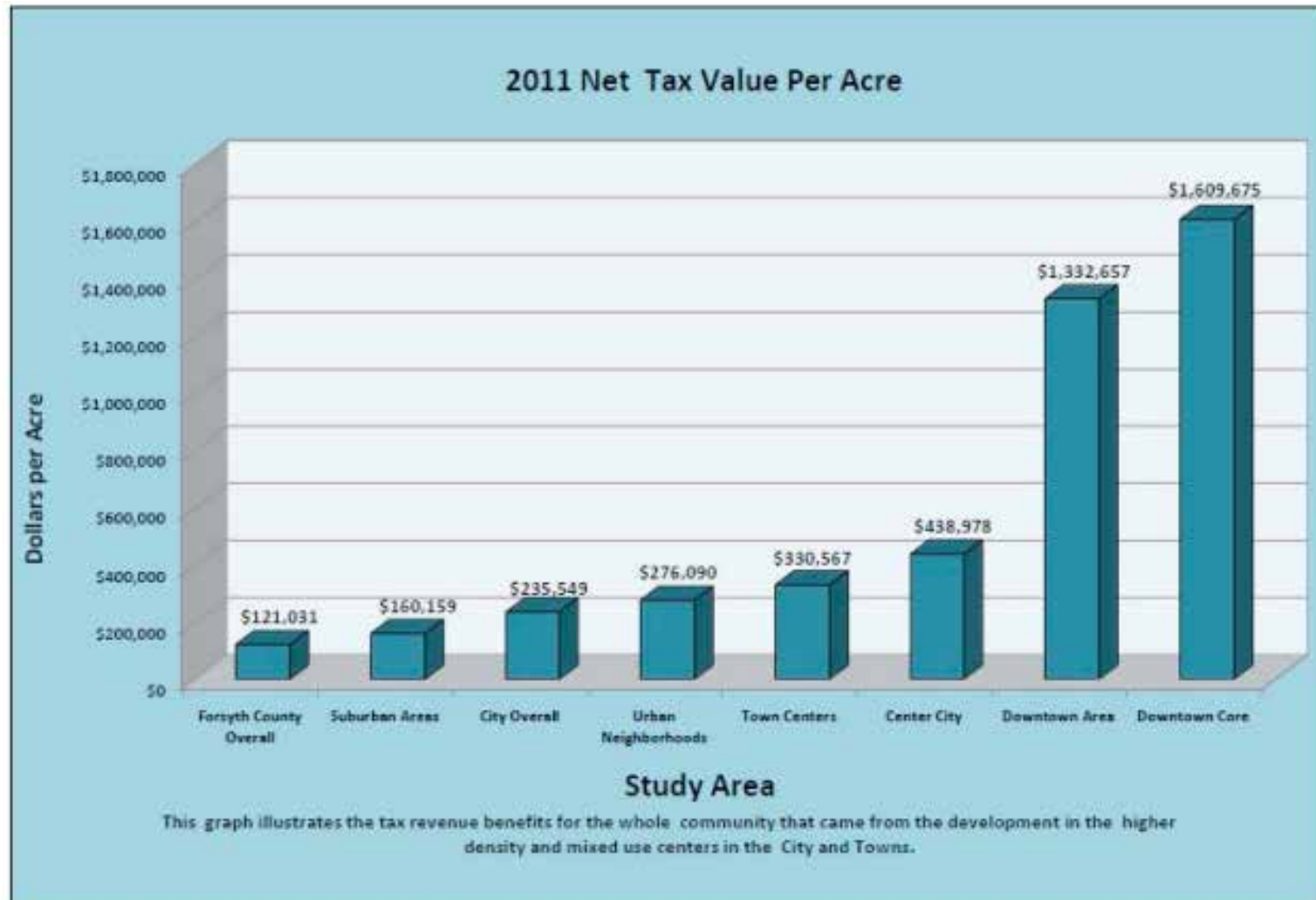


Figure 14-1. Net Tax Value by Acre, 2011

Forsyth County Property Tax Revenue Profile: 2013 Tax Yield



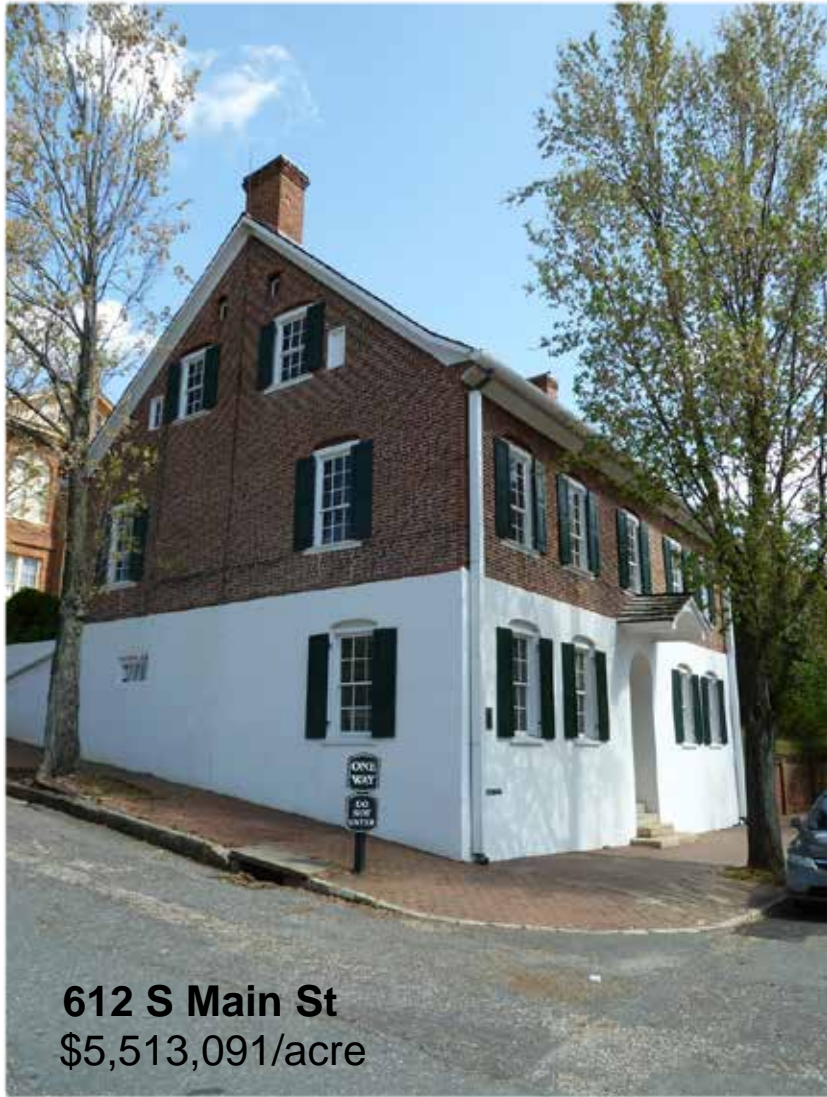
1 Park Vista
\$17.5M on 0.29 acres



3.7 acres of 1 Park Vista
would equal the property
taxes of one **103** acre
Hanes Mall

A Lasting Value





612 S Main St
\$5,513,091/acre

1867



Old Wachovia Bank
\$22,509,981/acre

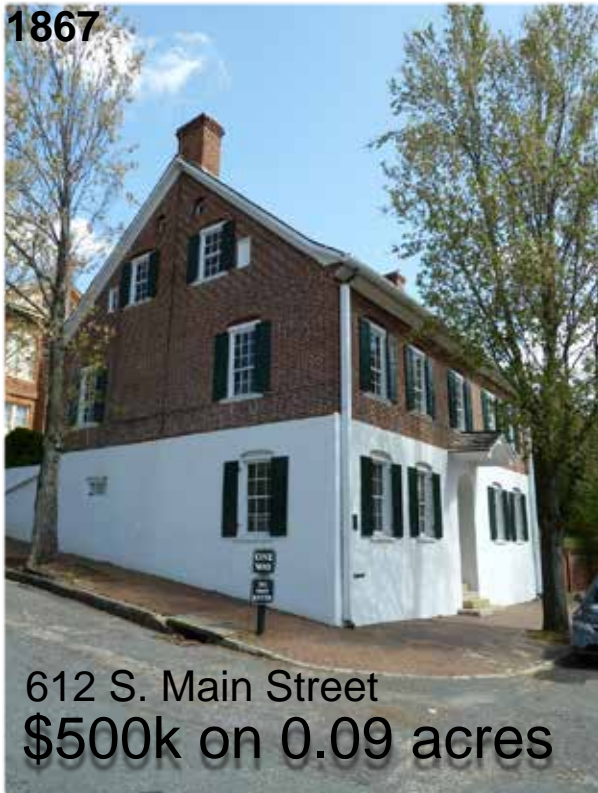
1911

Forsyth County Property Tax Revenue Profile: 2013 Tax Yield



Kmart
\$2.7M on 10.62 acres

1867



612 S. Main Street
\$500k on 0.09 acres

0.5 acres of the +145 year old 612 Main in Old Salem, would equal the property taxes of the **11** acre Kmart.

What are the numbers for Alamance County?



© CURT TEICH & CO., INC.

TEICH

Burlington, NC

Total Value Per Acre

Total Value Per Acre

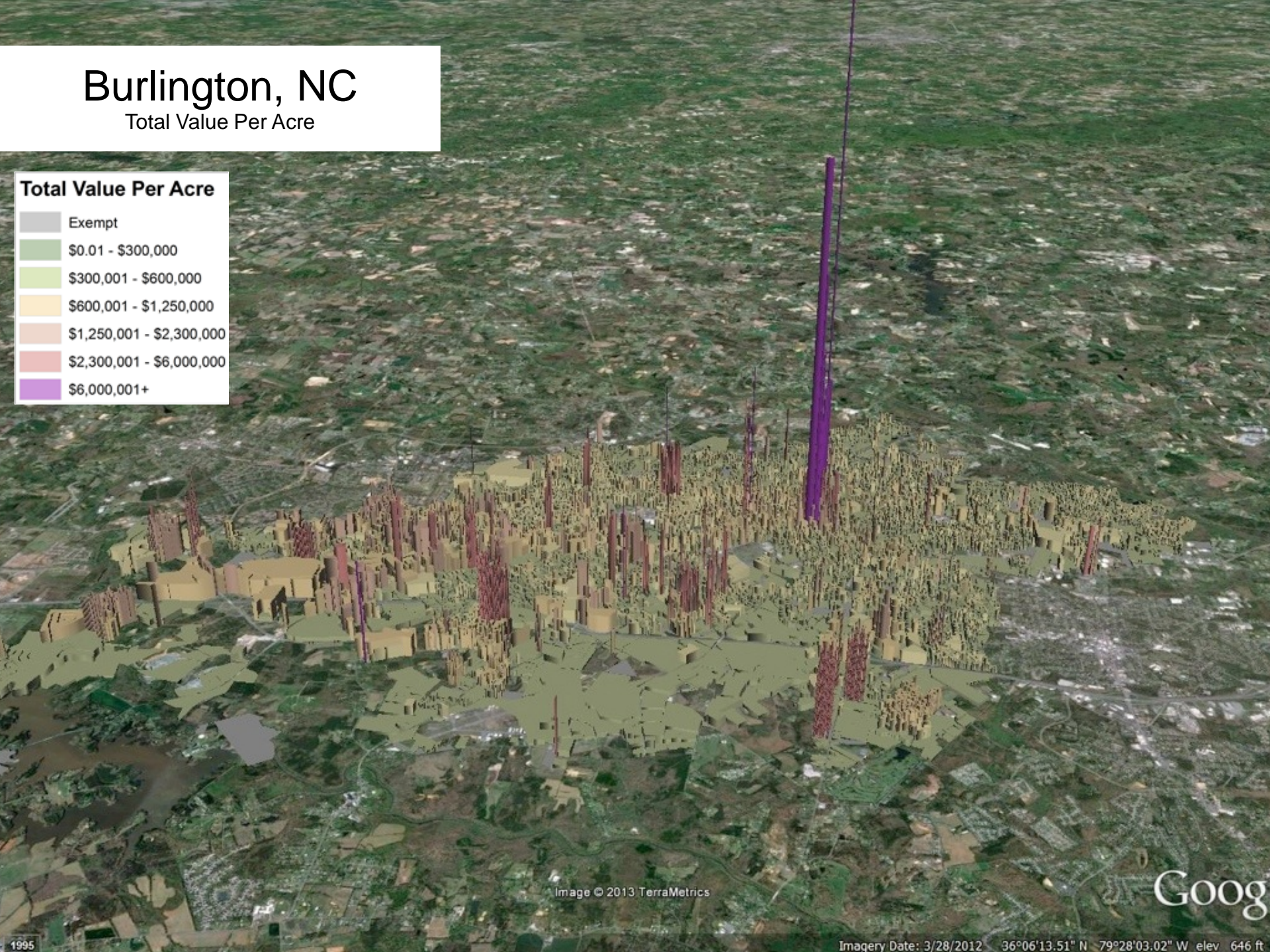
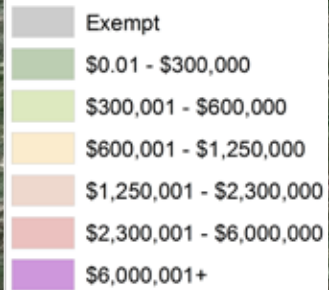


Image © 2013 TerraMetrics

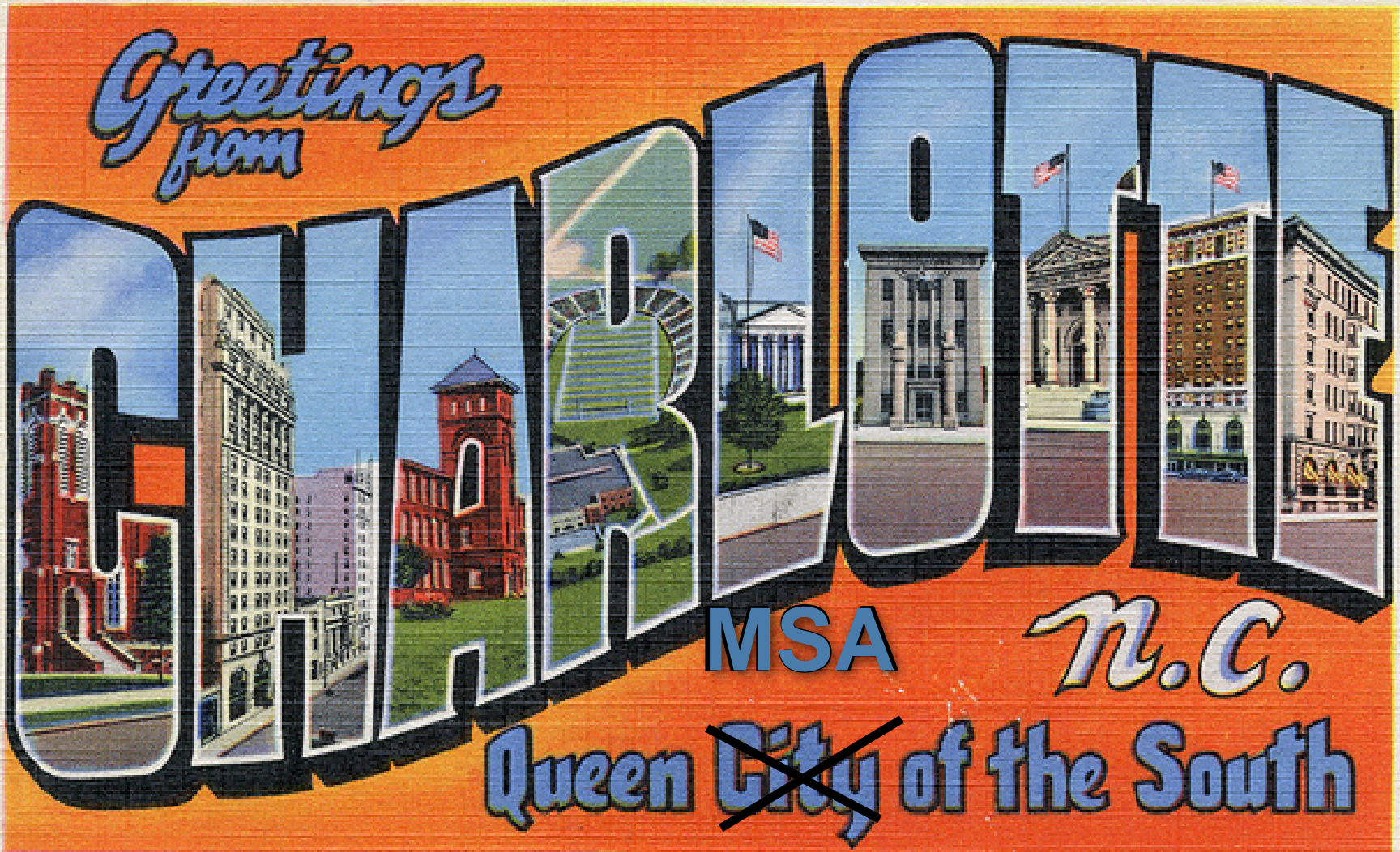
Goog

Imagery Date: 3/28/2012 36°06'13.51" N 79°28'03.02" W elev 646 ft

1995

What are the numbers for the Charlotte MSA?

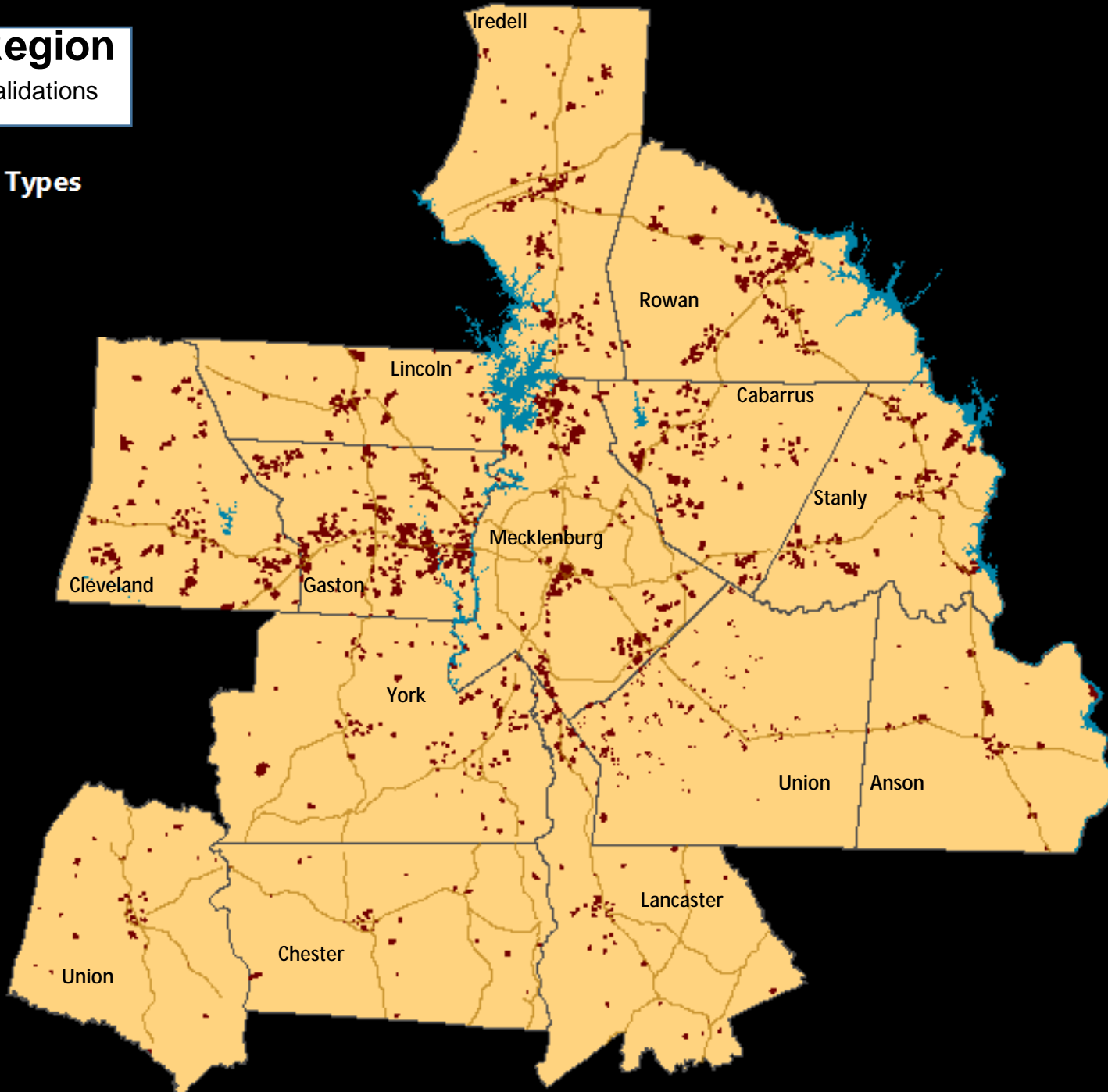
16



CONNECT Region

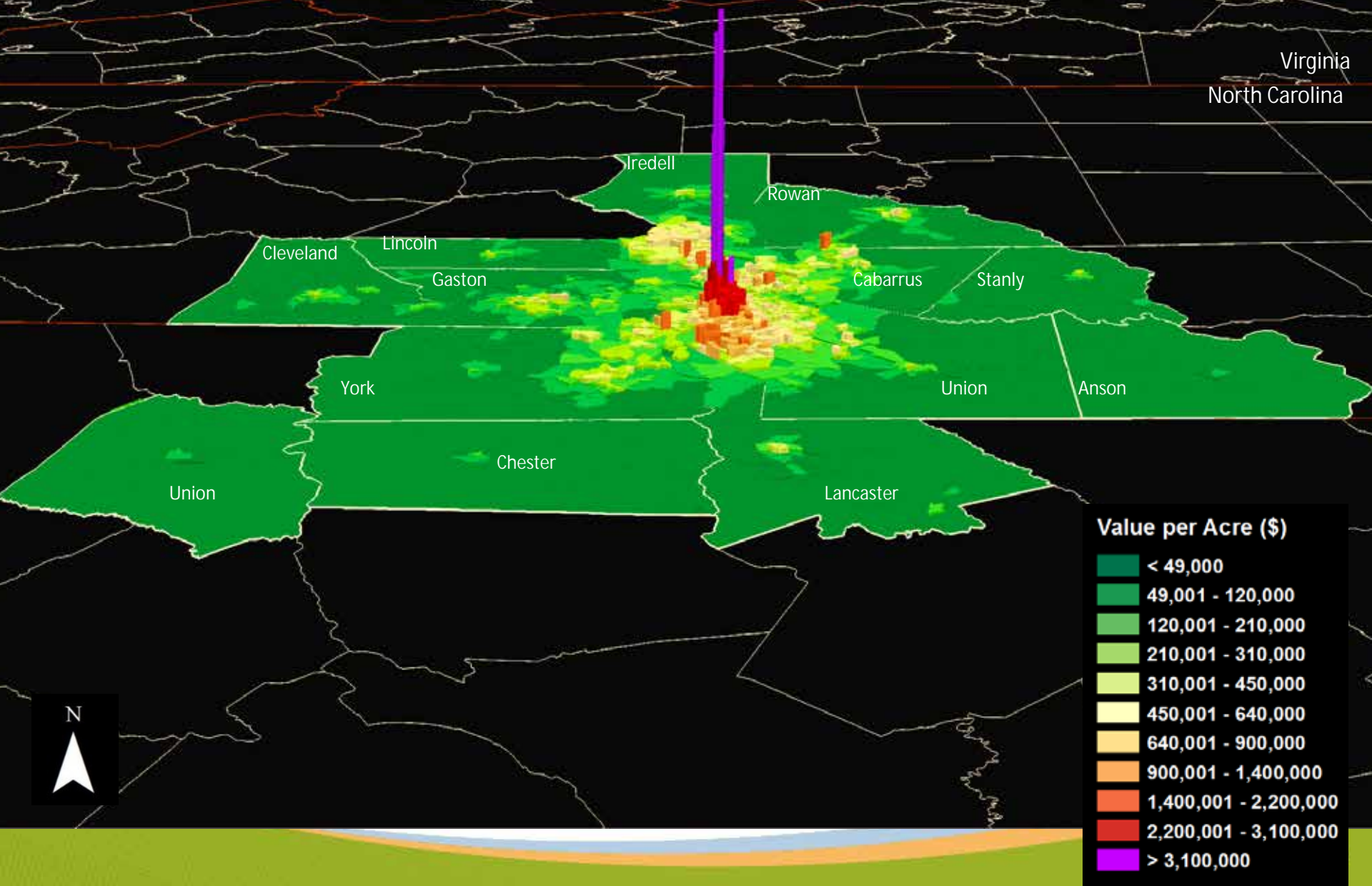
Community Type Validations

-  Community Types
-  Water
-  Primary Roads



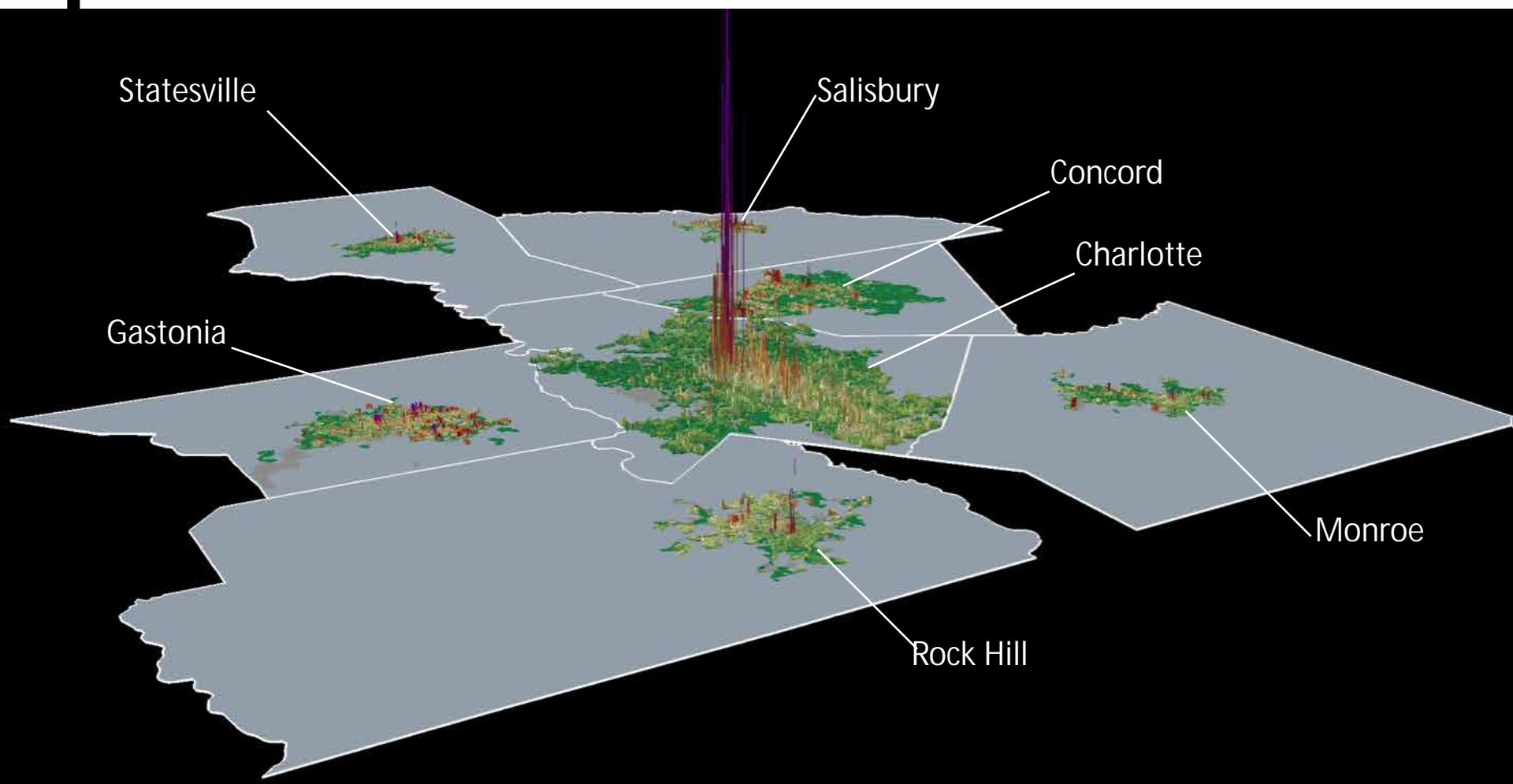
CONNECT Region

Taxable Value per Acre 3D Model



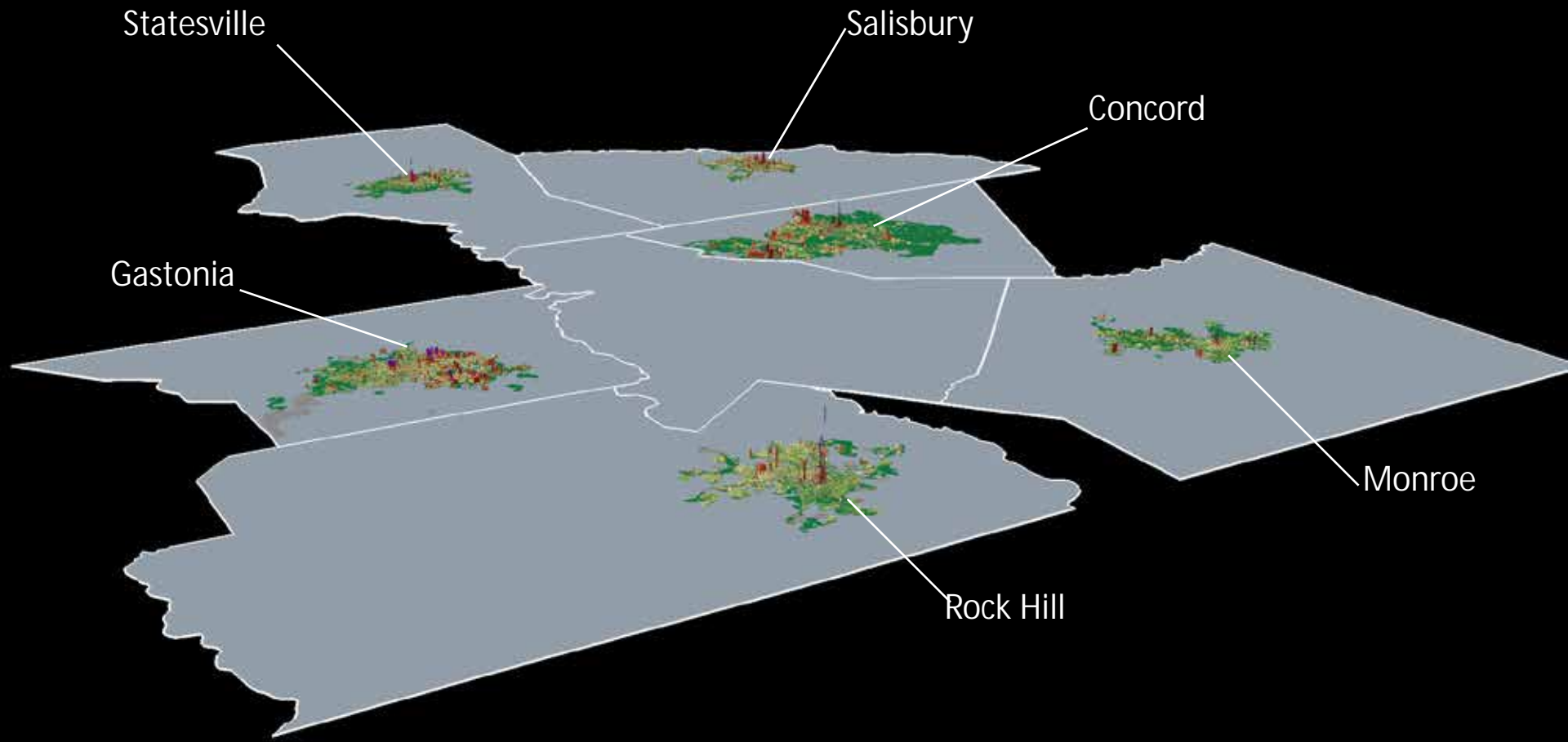
Prime Cities

Taxable Value per Acre 3D Models



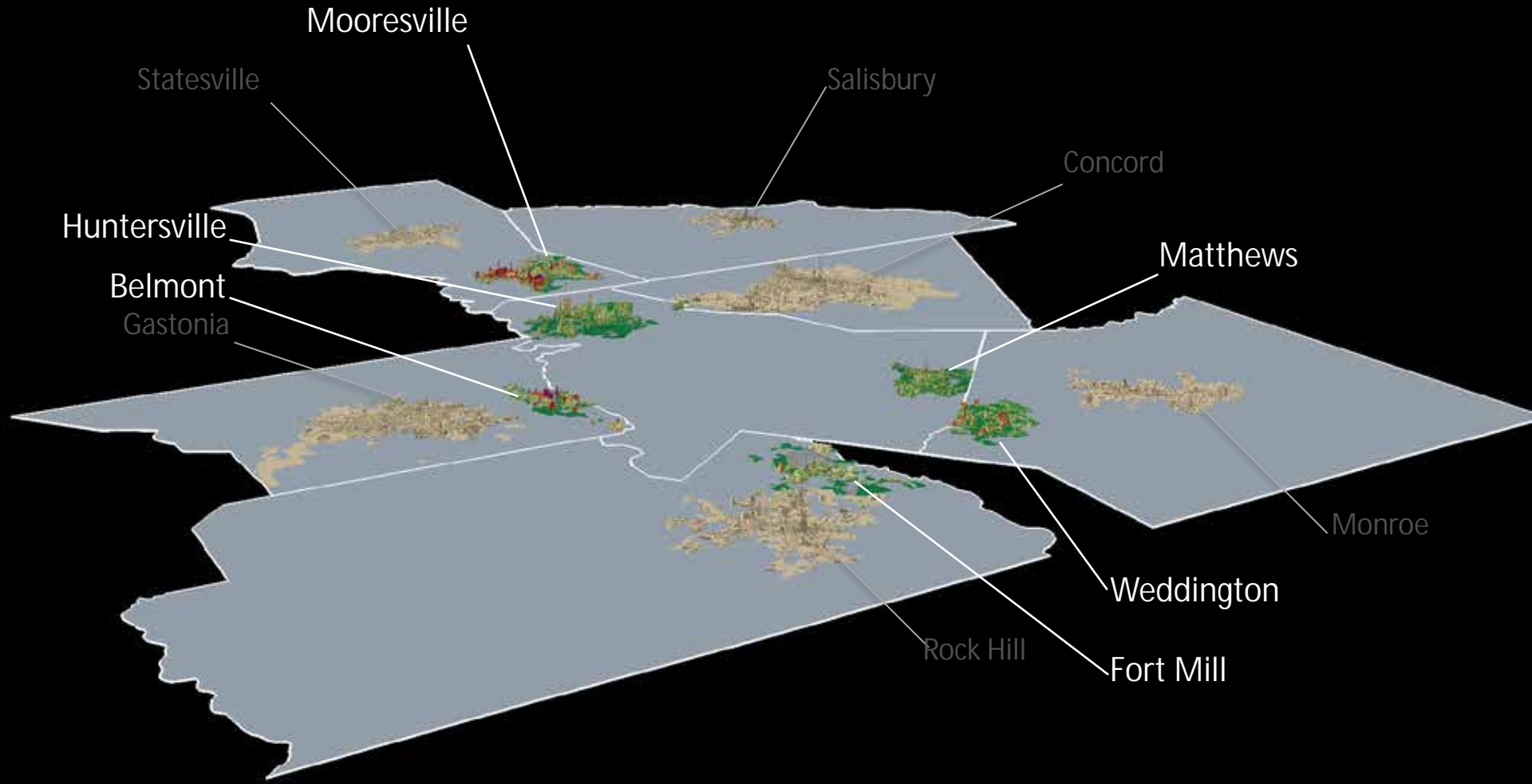
Prime Cities

Taxable Value per Acre 3D Models



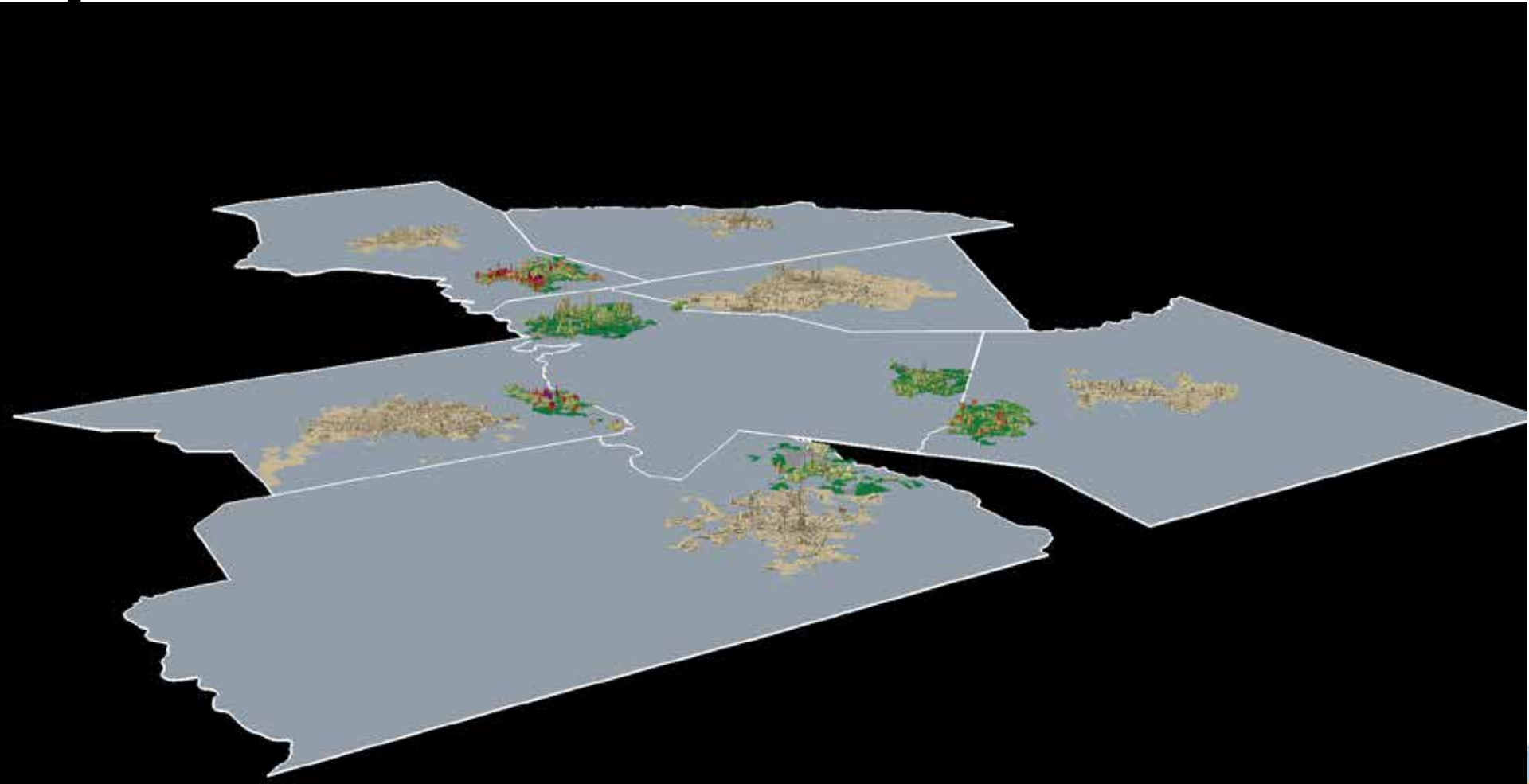
Suburbanizing Municipalities

Taxable Value per Acre 3D Models



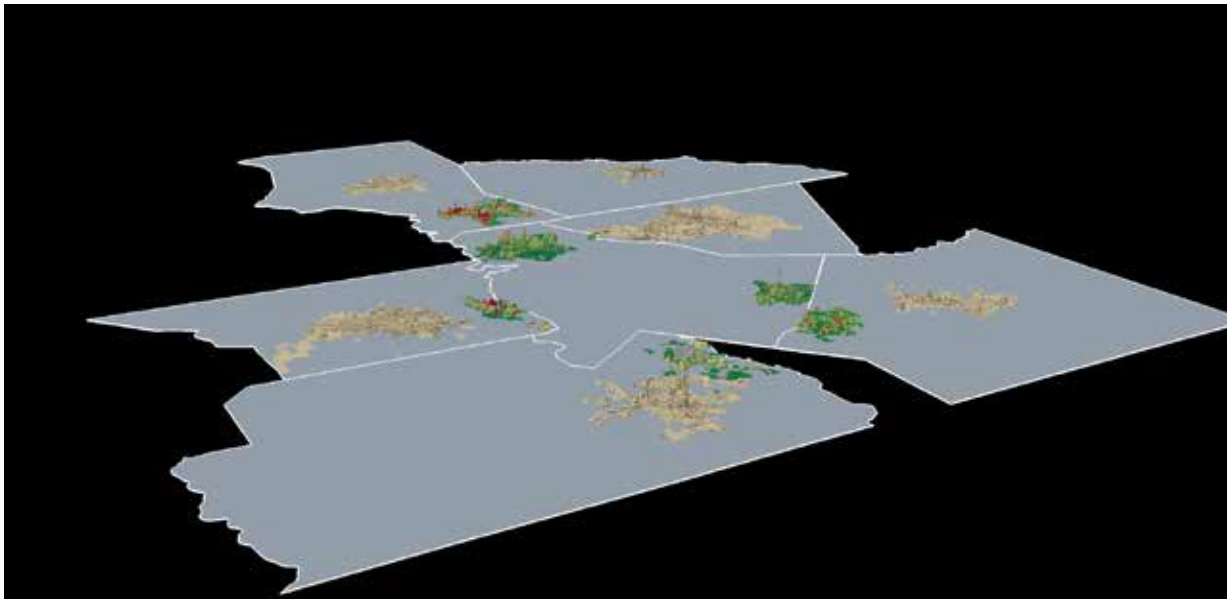
Suburbanizing Municipalities

Taxable Value per Acre 3D Models



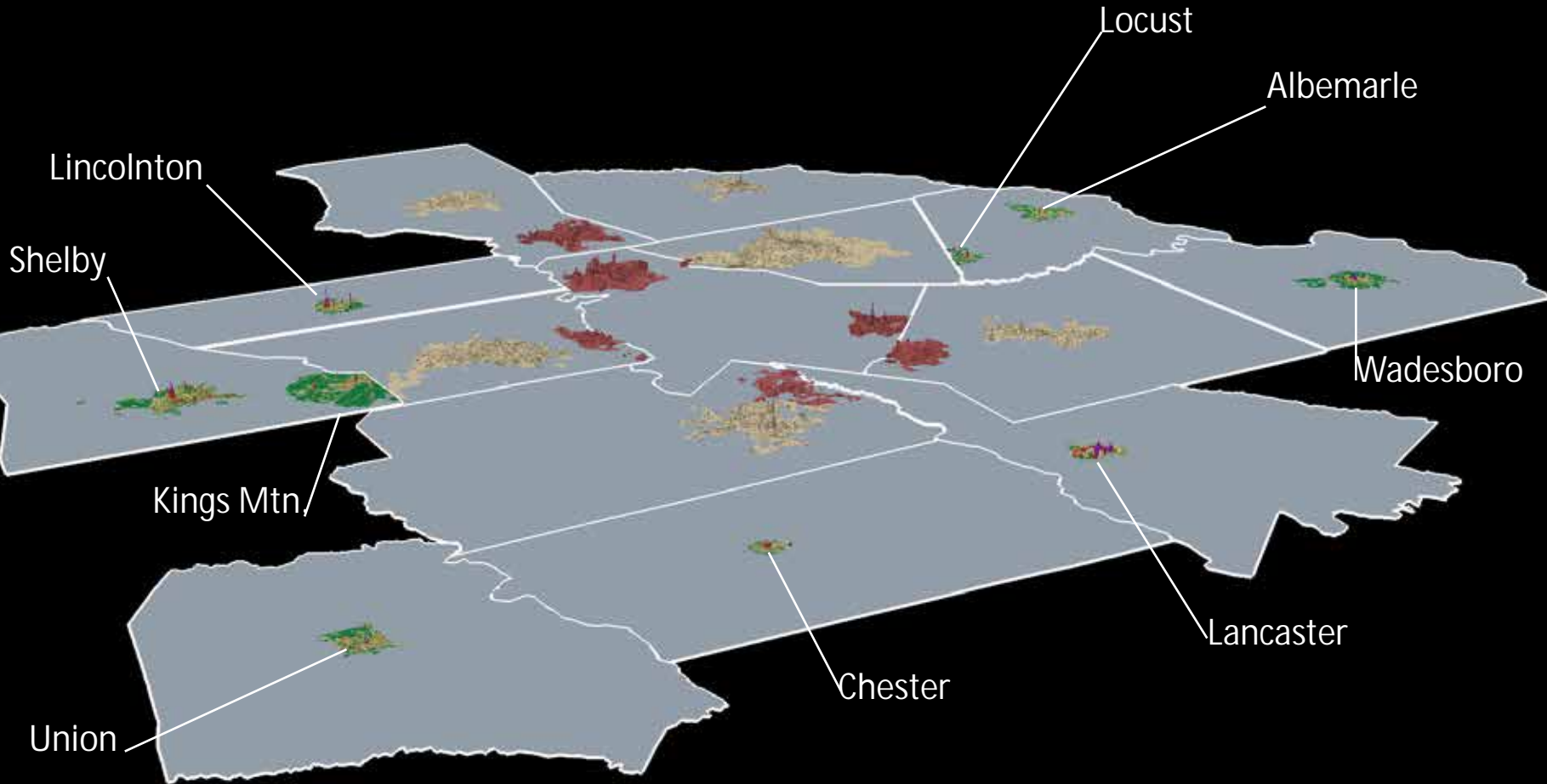
Rural Municipalities

Taxable Value per Acre 3D Model



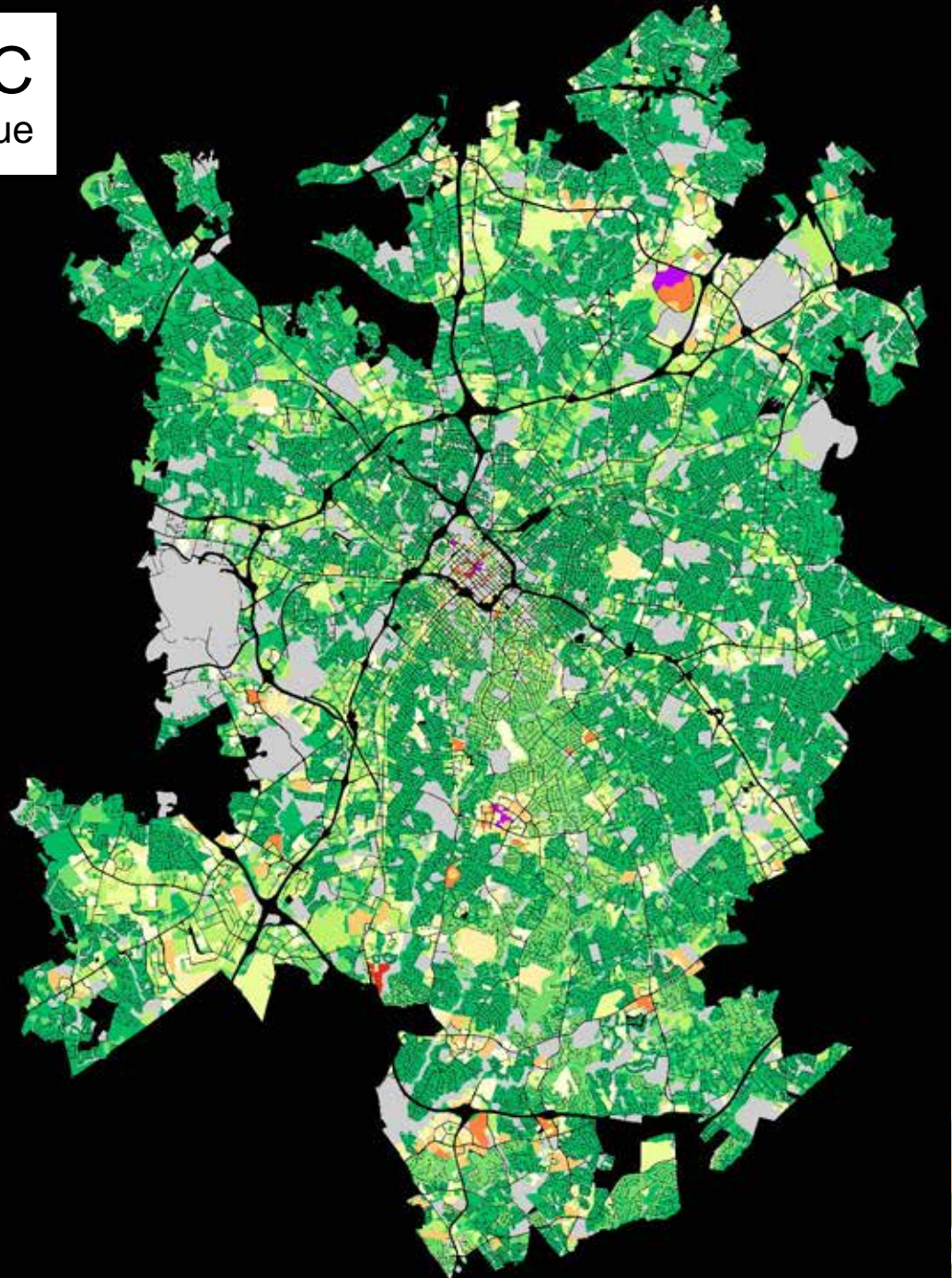
Rural Municipalities

Taxable Value per Acre 3D Model



City of Charlotte, NC

Total Taxable Value

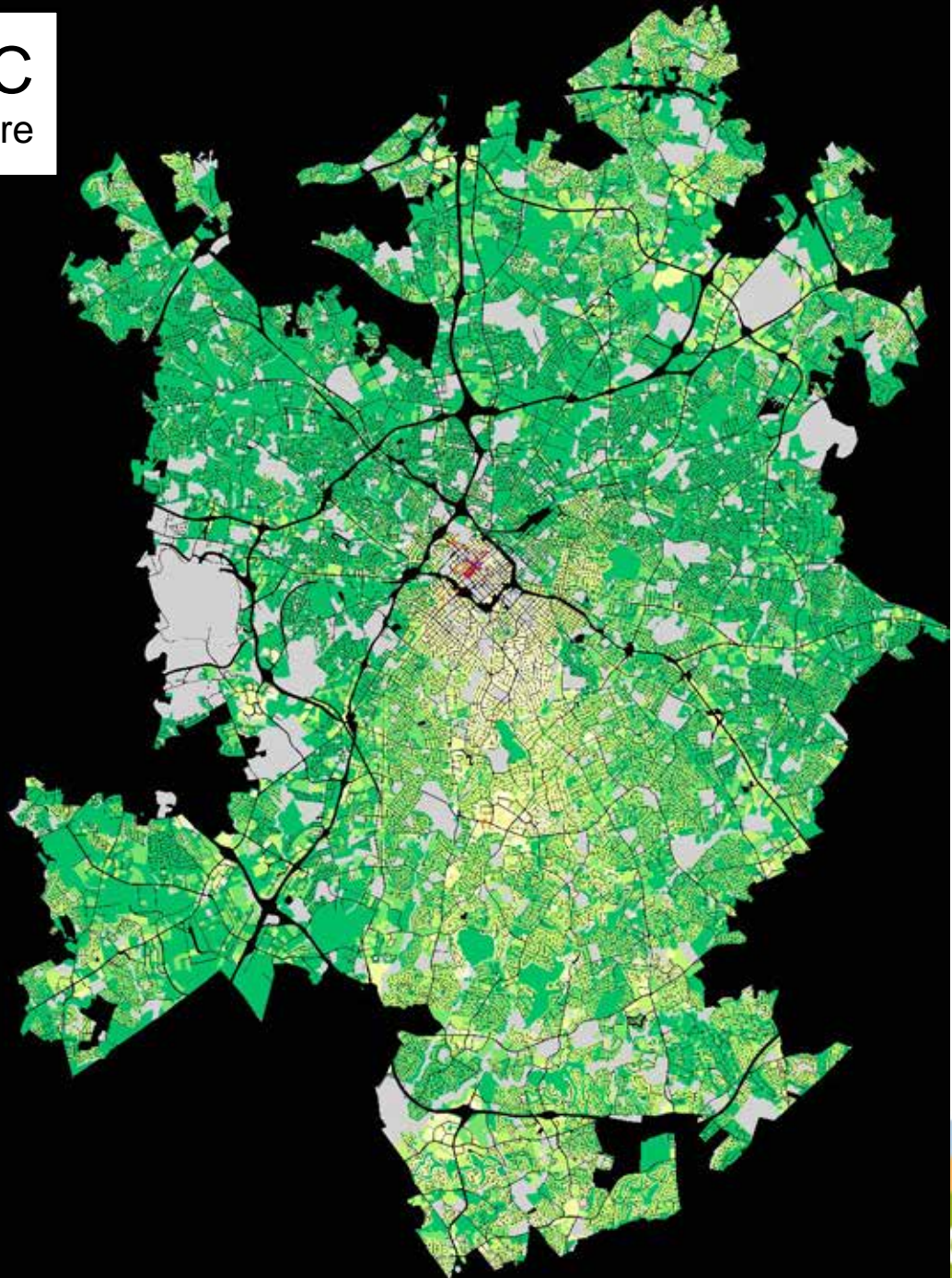


Taxable Value (\$)

not taxable
< 410,000
410,001 - 1,600,000
1,600,001 - 3,800,000
3,800,001 - 7,800,000
7,800,001 - 14,000,000
14,000,001 - 23,000,000
23,000,001 - 41,000,000
41,000,001 - 81,000,000
81,000,001 - 140,000,000
> 140,000,000

City of Charlotte, NC

Taxable Value per Acre



Taxable Value (\$)

not taxable
< 410,000
410,001 - 1,600,000
1,600,001 - 3,800,000
3,800,001 - 7,800,000
7,800,001 - 14,000,000
14,000,001 - 23,000,000
23,000,001 - 41,000,000
41,000,001 - 81,000,000
81,000,001 - 140,000,000
> 140,000,000

Mecklenburg County, NC

Taxable Value per Acre 3D Model

Peak VPA \$150M/acre

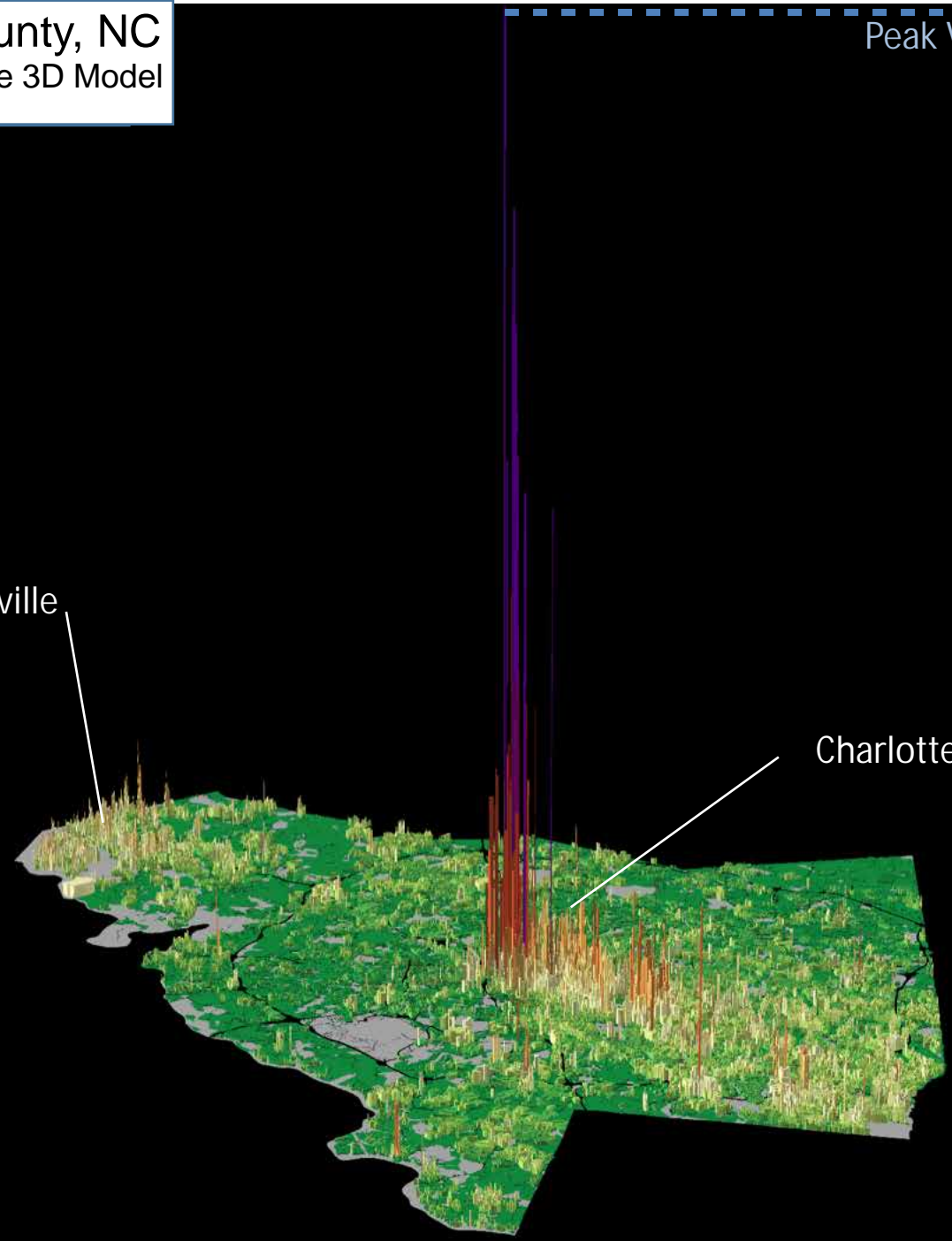
Huntersville

Charlotte



Value per Acre (\$)

not taxable
< 340,000
340,001 - 740,000
740,001 - 1,300,000
1,300,001 - 2,200,000
2,200,001 - 3,700,000
3,700,001 - 6,700,000
6,700,001 - 15,000,000
15,000,001 - 35,000,000
35,000,001 - 73,000,000
> 73,000,000



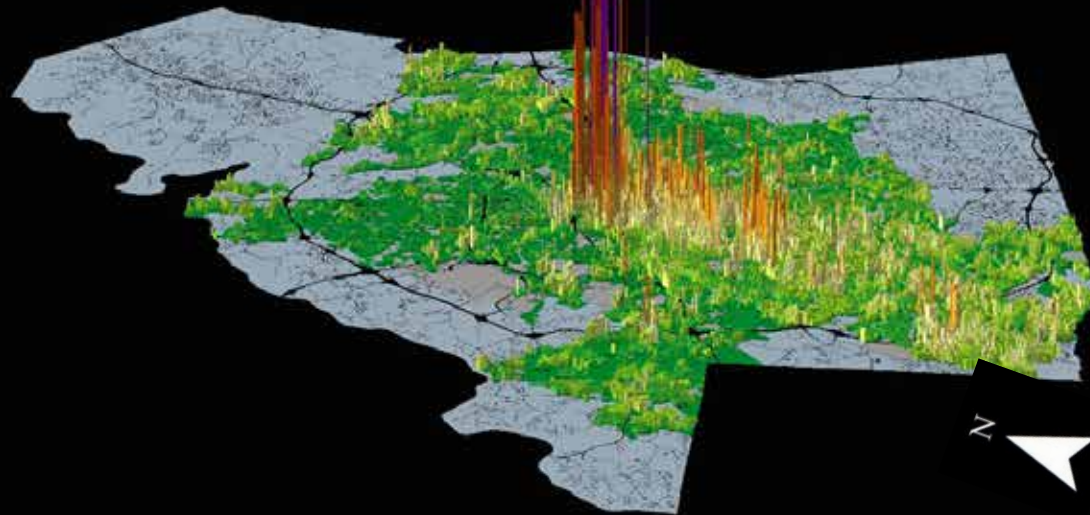
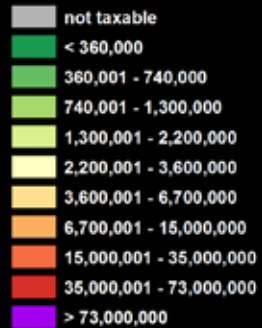
City of Charlotte, NC

Taxable Value per Acre

Peak VPA \$150M/acre



Value per Acre (\$)

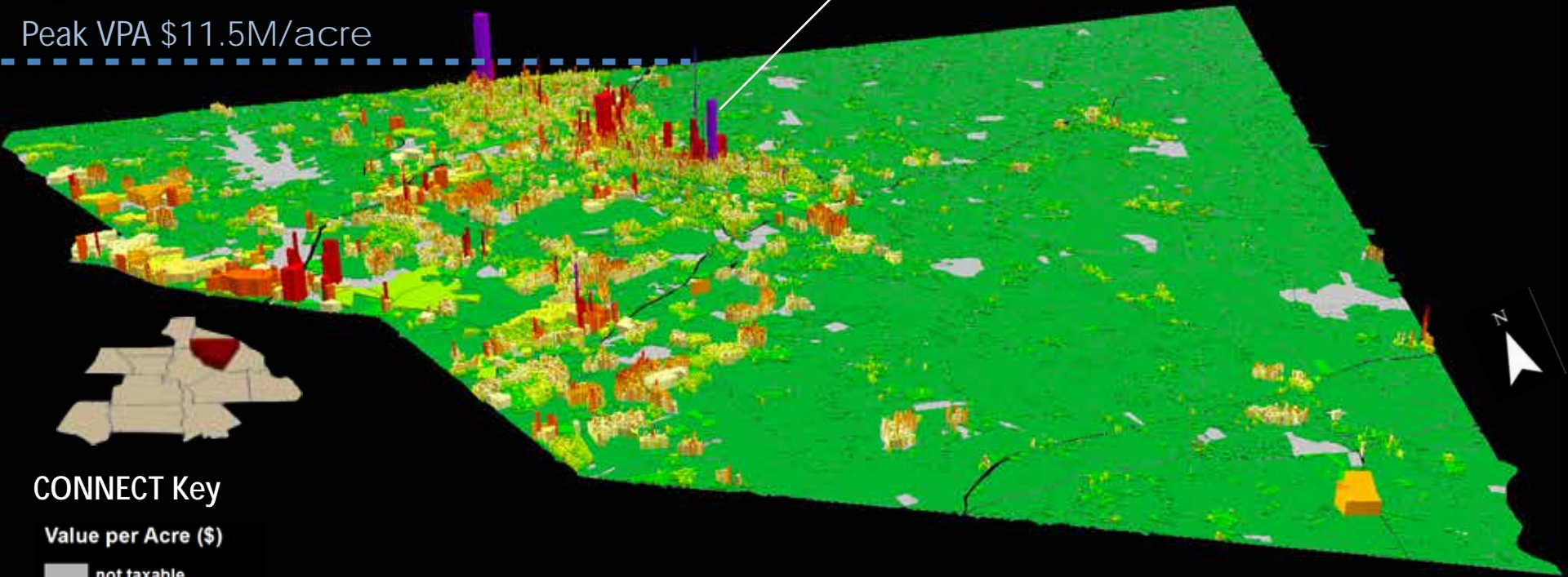


Cabarrus County, NC

Taxable Value per Acre 3D Model

Concord

Peak VPA \$11.5M/acre



CONNECT Key

Value per Acre (\$)

Grey	not taxable
Dark Green	< 100,000
Light Green	100,001 - 230,000
Yellow-Green	230,001 - 370,000
Yellow	370,001 - 540,000
Orange	540,001 - 730,000
Light Orange	730,001 - 960,000
Dark Orange	960,001 - 1,300,000
Red-Orange	1,300,001 - 2,100,000
Red	2,100,001 - 5,100,000
Purple	> 5,100,000

Gaston County, NC

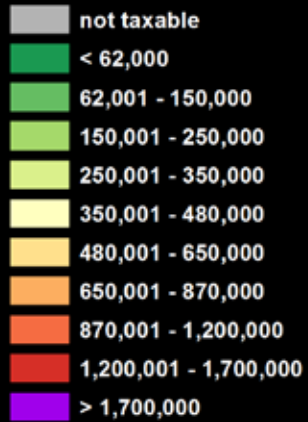
Taxable Value per Acre 3D Model

Gastonia

Belmont

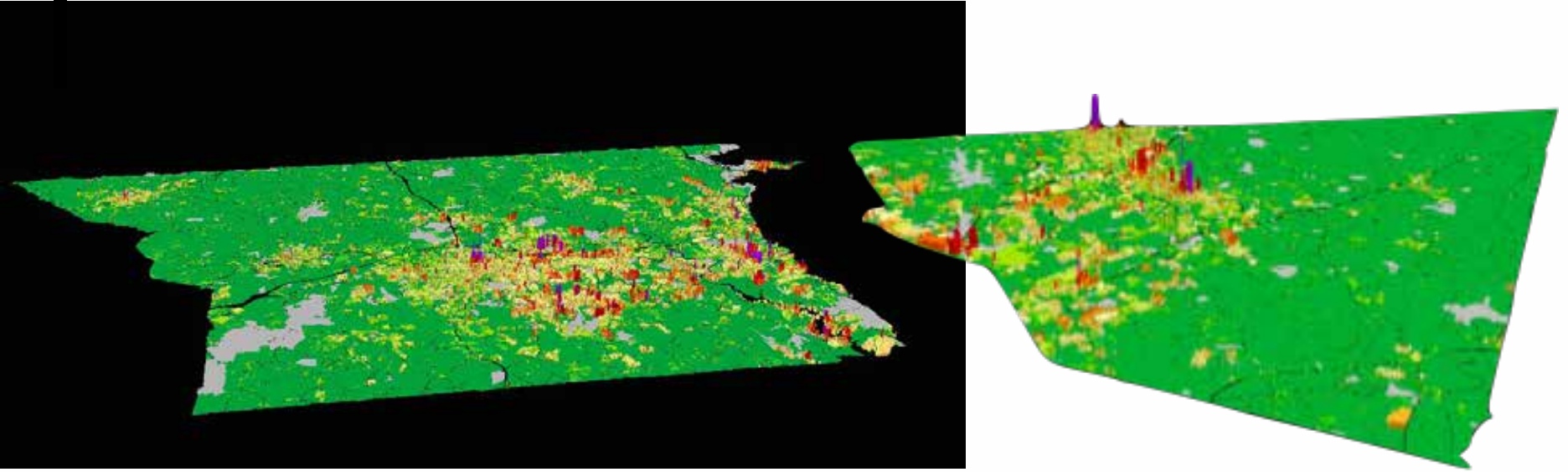
Peak VPA \$9M/acre

Value per Acre (\$)



County Comparisons

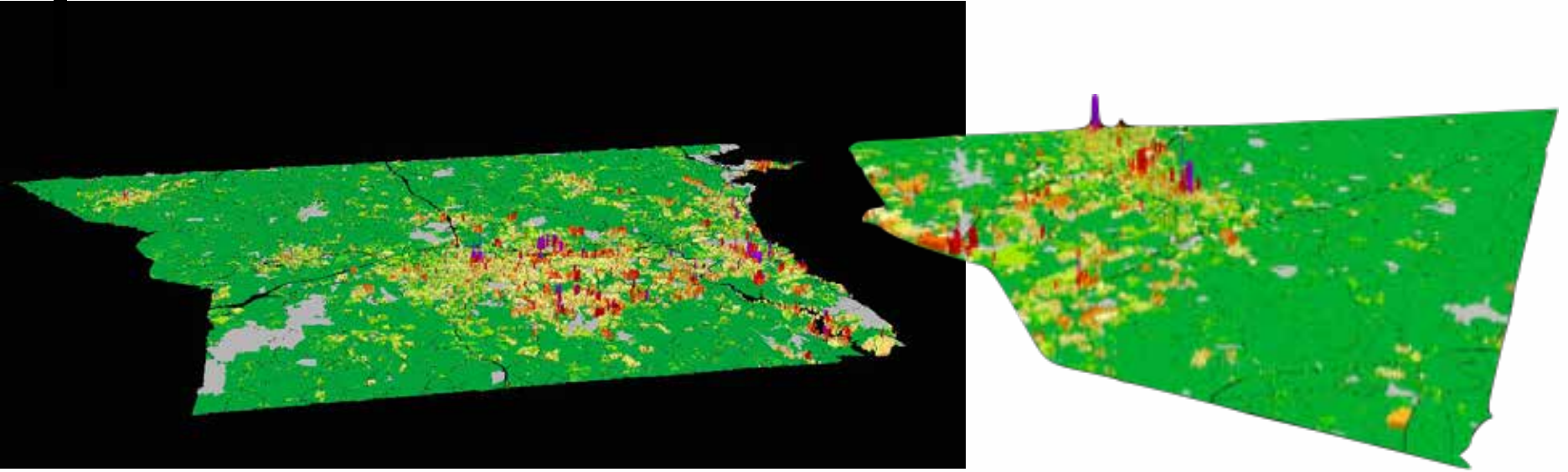
Gaston vs. Cabarrus



	<i>Gaston</i>	<i>Cabarrus</i>
<i>Population</i>	208,049	184,498
<i>Area</i>	364	365
<i>People/Mi²</i>	571	505
<i>Total Tax Value</i>	\$21.6B	\$17.9B
<i>Peak VPA</i>	\$5,390,094	\$11,535,284
<i>Average VPA</i>	\$220,000	\$320,000

County Comparisons

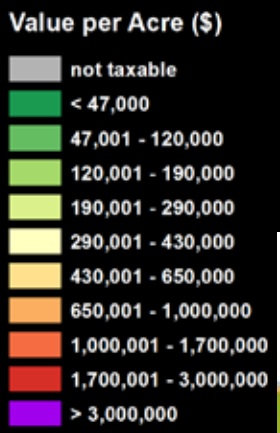
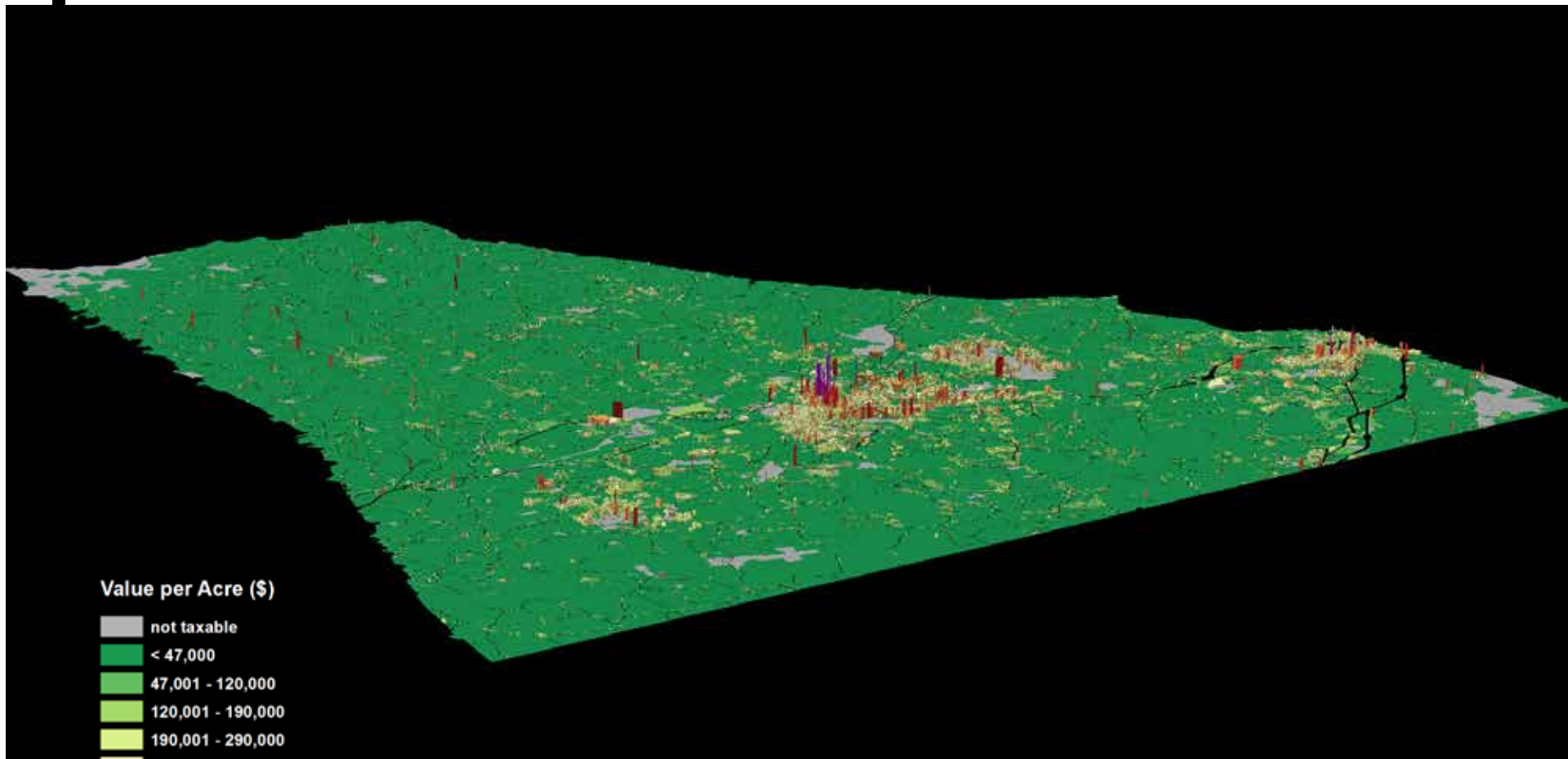
Gaston vs. Cabarrus



	<i>Gaston</i>	<i>Cabarrus</i>
<i>Population</i>	208,049	184,498
<i>Area</i>	364	365
<i>People/Mi²</i>	571	505
<i>Total Tax Value</i>	\$21.6B	\$17.9B
<i>Peak VPA</i>	\$5,390,094	\$11,535,284
<i>Average VPA</i>	\$220,000	\$320,000

Cleveland County, NC

Taxable Value per Acre



Cleveland County, NC

Taxable Value per Acre



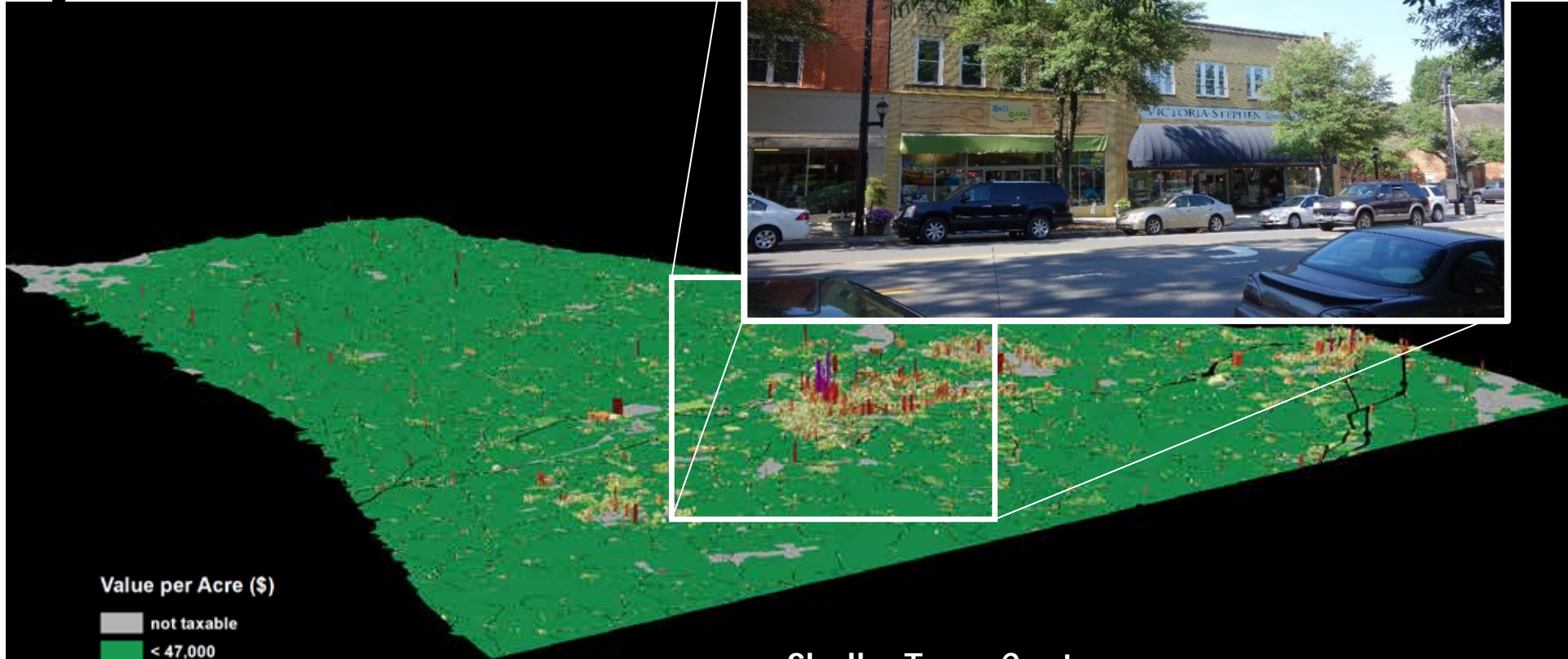
Value per Acre (\$)

- not taxable
- < 47,000
- 47,001 - 120,000
- 120,001 - 190,000
- 190,001 - 290,000
- 290,001 - 430,000
- 430,001 - 650,000
- 650,001 - 1,000,000
- 1,000,001 - 1,700,000
- 1,700,001 - 3,000,000
- > 3,000,000

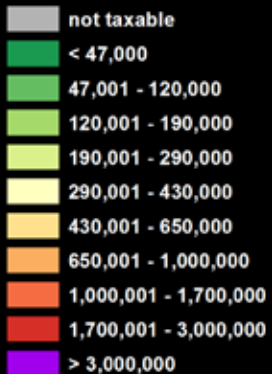
Shelby Town Center

Cleveland County, NC

Taxable Value per Acre



Value per Acre (\$)



Shelby Town Center
\$12,200 taxes/acre



Downtown Shelby:
\$1,337,162 value/acre

Downtown Shelby is
2.5 times
the potency of
Cleveland Mall.

Cleveland Mall:
\$337,708 value/acre





Ni Fen Bistro:
\$6,479,146 value/acre

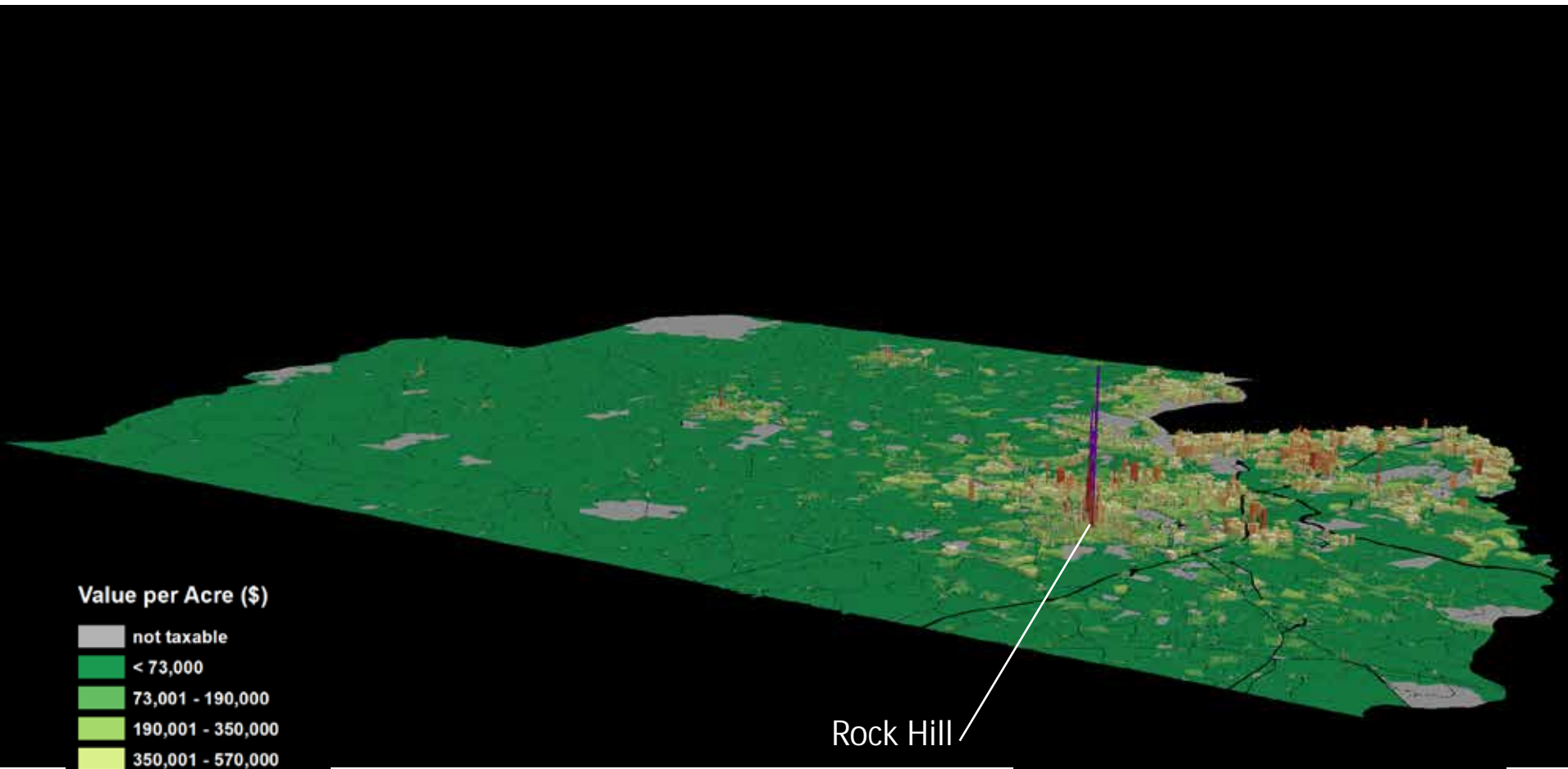
2.1 acres of
Ni Fen Bistro buildings
would equal the total
property taxes of the
40.3 acre
Cleveland Mall.

Cleveland Mall:
\$337,708 value/acre



York County, SC

Taxable Value per Acre



Value per Acre (\$)

- not taxable
- < 73,000
- 73,001 - 190,000
- 190,001 - 350,000
- 350,001 - 570,000
- 570,001 - 890,000
- 890,001 - 1,400,000
- 1,400,001 - 2,400,000
- 2,400,001 - 4,200,000
- 4,200,001 - 8,200,000
- > 8,200,000

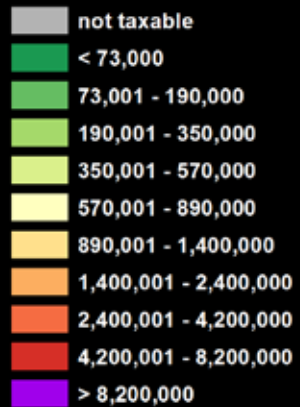
Rock Hill



York County, SC

Taxable Value per Acre

Value per Acre (\$)



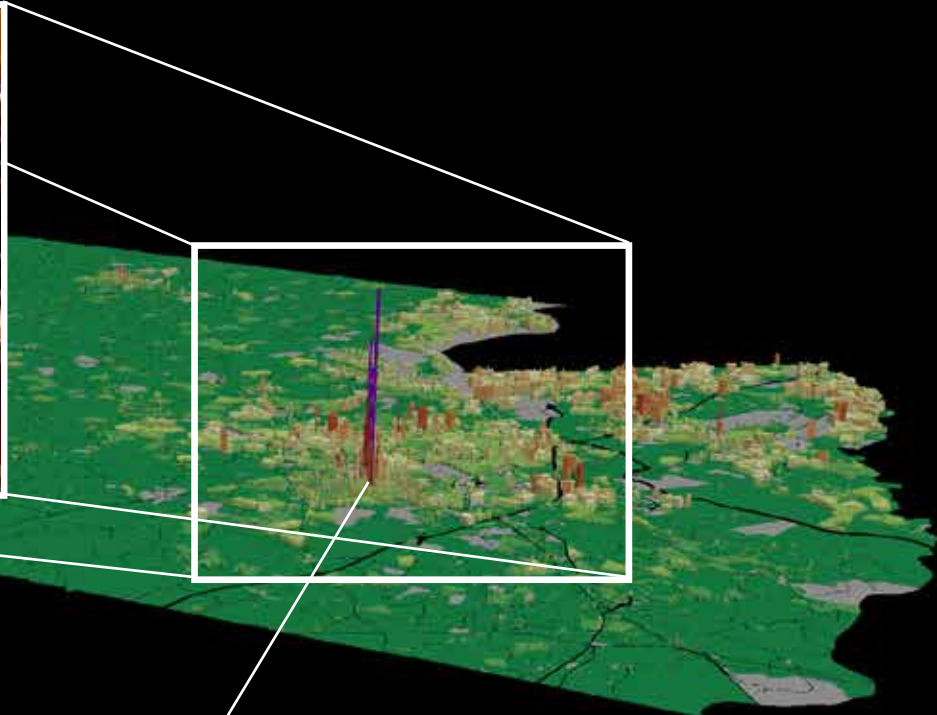
Rock Hill



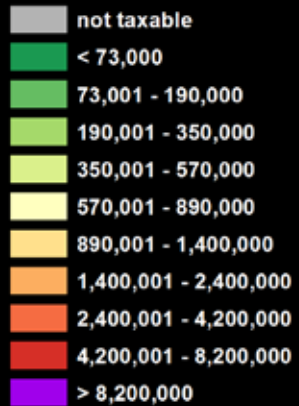
York County, SC

Taxable Value per Acre

Rock Hill – Downtown



Value per Acre (\$)

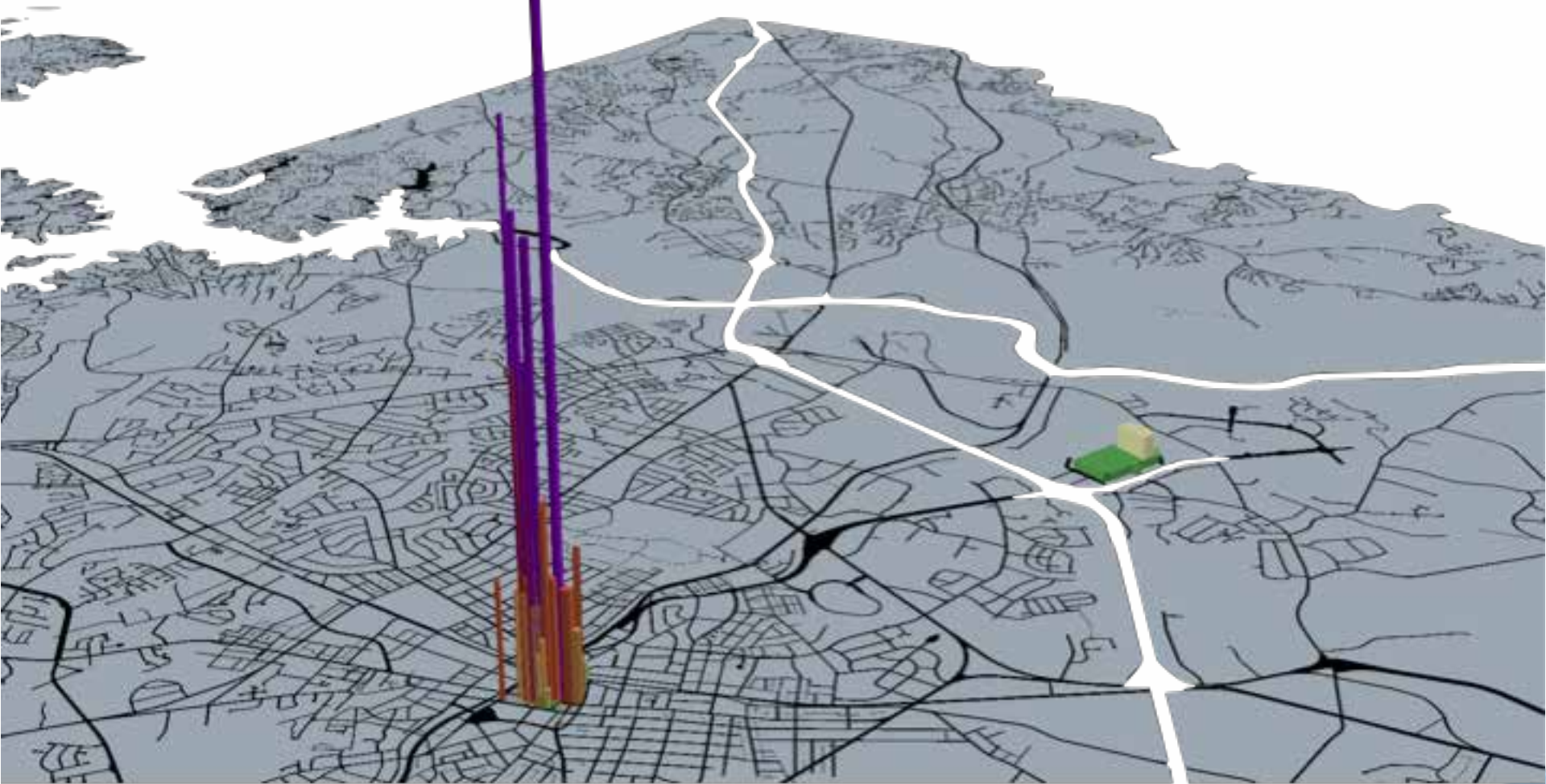


Rock Hill



Rock Hill, SC

Downtown Rock Hill vs. Galleria Mall

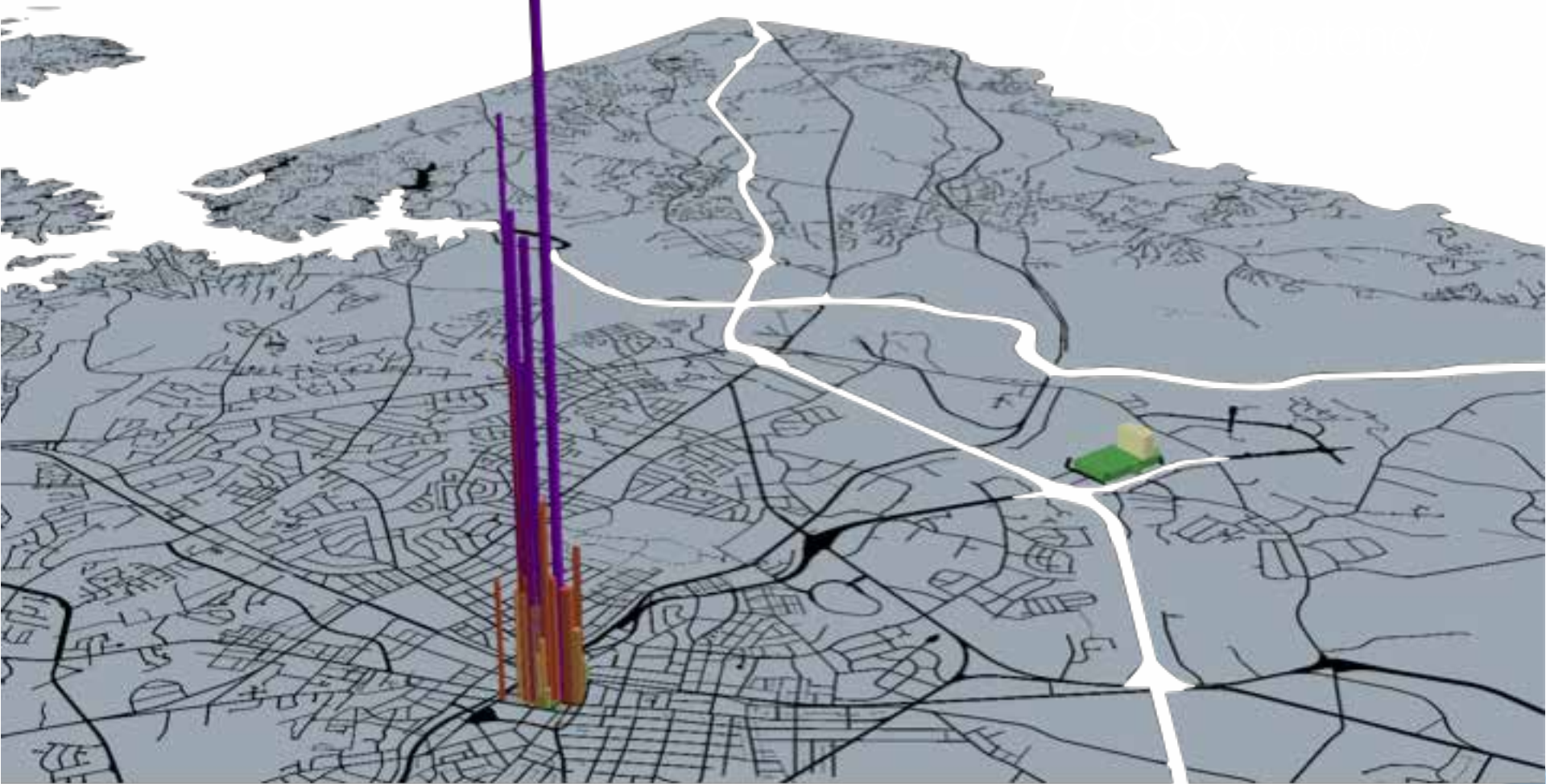


\$2,453,124 taxable value/acre

\$275,410 taxable value/acre
71.8 acres

Rock Hill, SC

Downtown Rock Hill vs. Galleria Mall

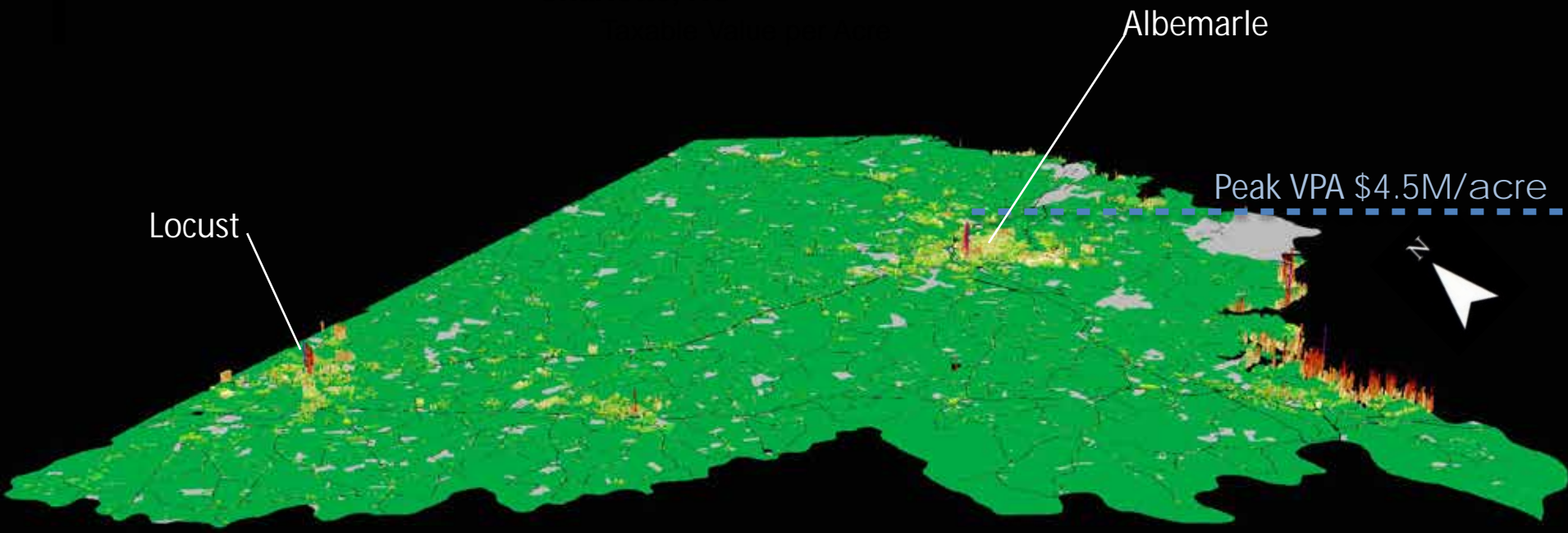


\$2,453,124 taxable value/acre

\$275,410 taxable value/acre
71.8 acres

Stanly County, NC

Taxable Value per Acre 3D Model



Value per Acre (\$)

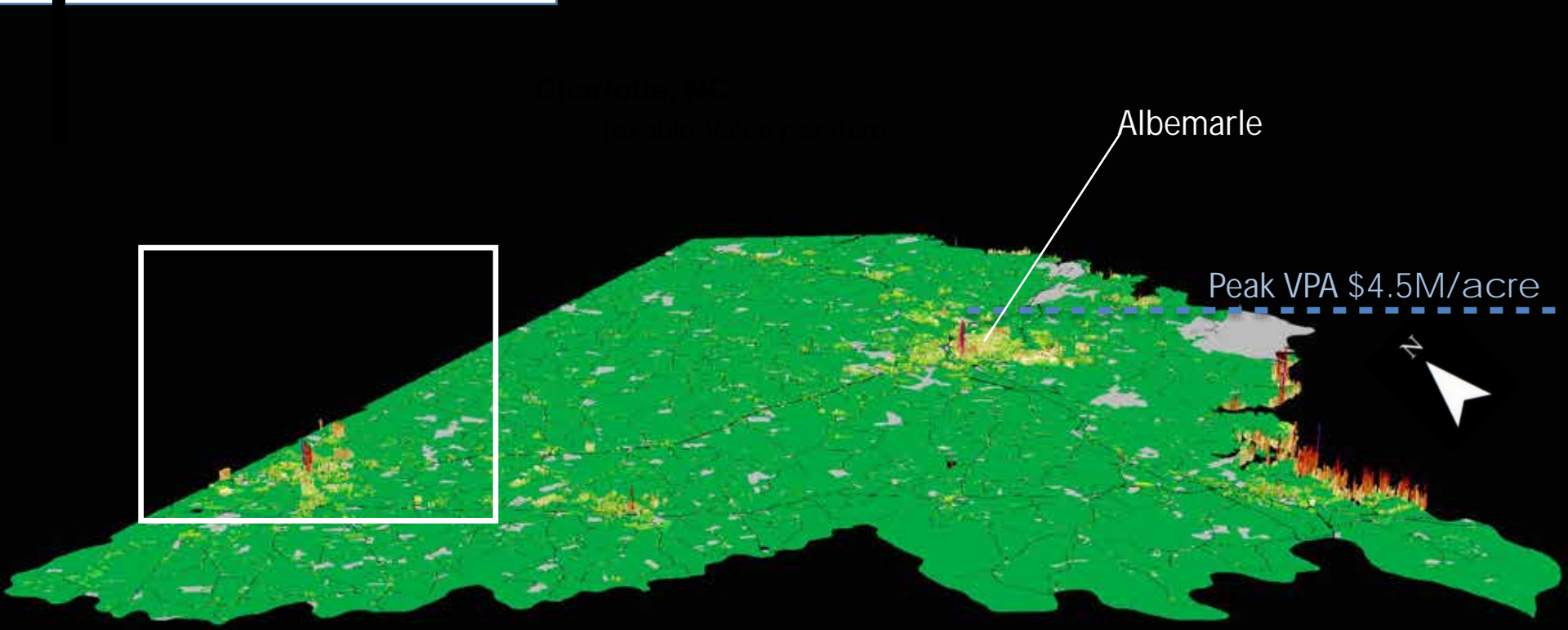
not taxable
< 53,000
53,001 - 140,000
140,001 - 240,000
240,001 - 390,000
390,001 - 610,000
610,001 - 910,000
910,001 - 1,300,000
1,300,001 - 2,000,000
2,000,001 - 3,400,000
> 3,400,000



County Key

Stanly County, NC

Taxable Value per Acre 3D Model



Albemarle

Peak VPA \$4.5M/acre

Value per Acre (\$)

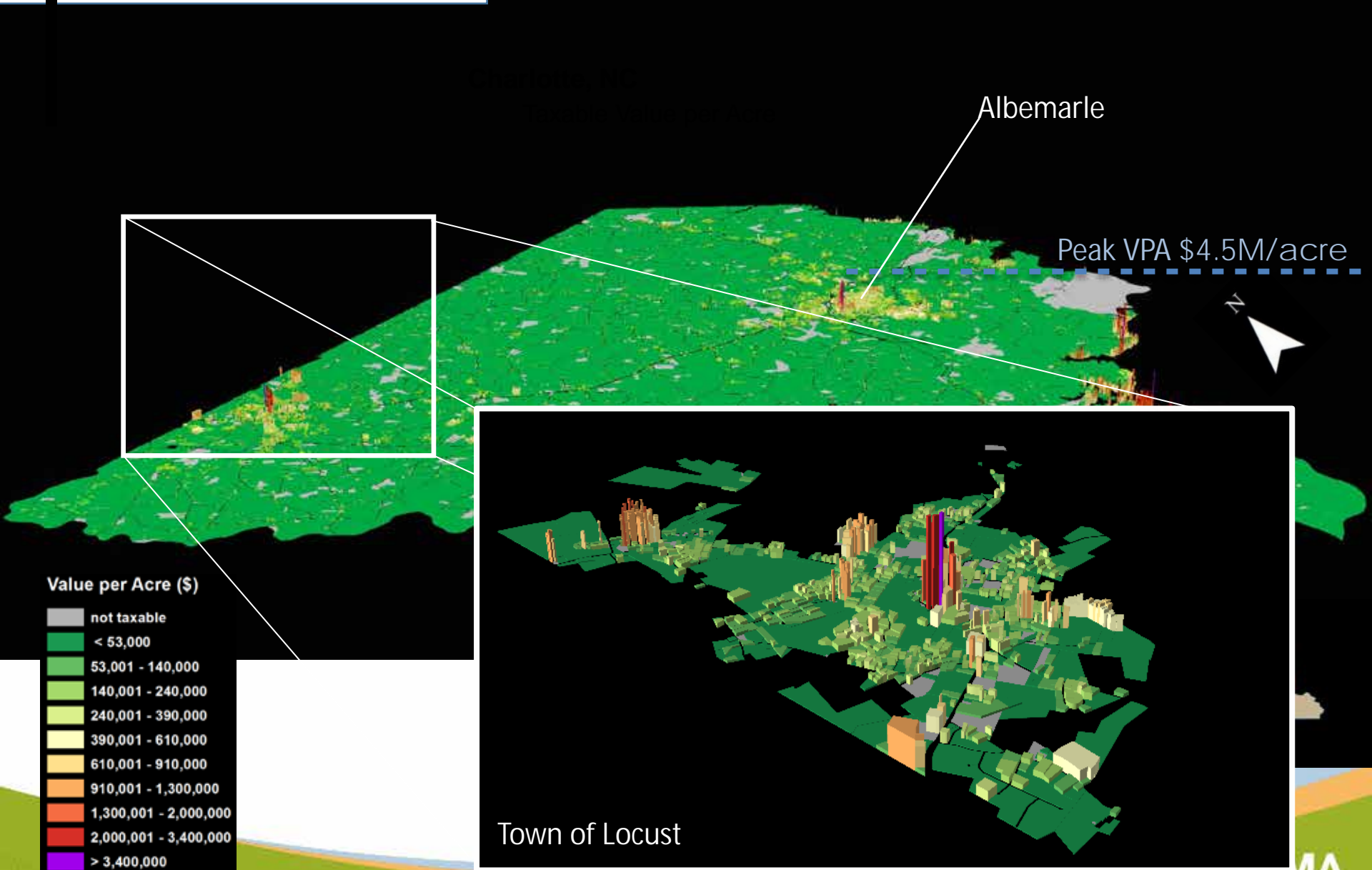
not taxable
< 53,000
53,001 - 140,000
140,001 - 240,000
240,001 - 390,000
390,001 - 610,000
610,001 - 910,000
910,001 - 1,300,000
1,300,001 - 2,000,000
2,000,001 - 3,400,000
> 3,400,000



County Key

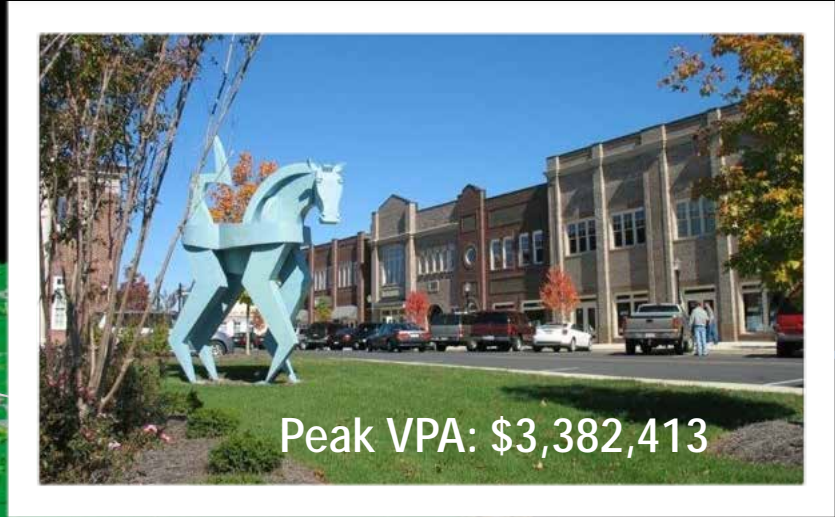
Stanly County, NC

Taxable Value per Acre 3D Model

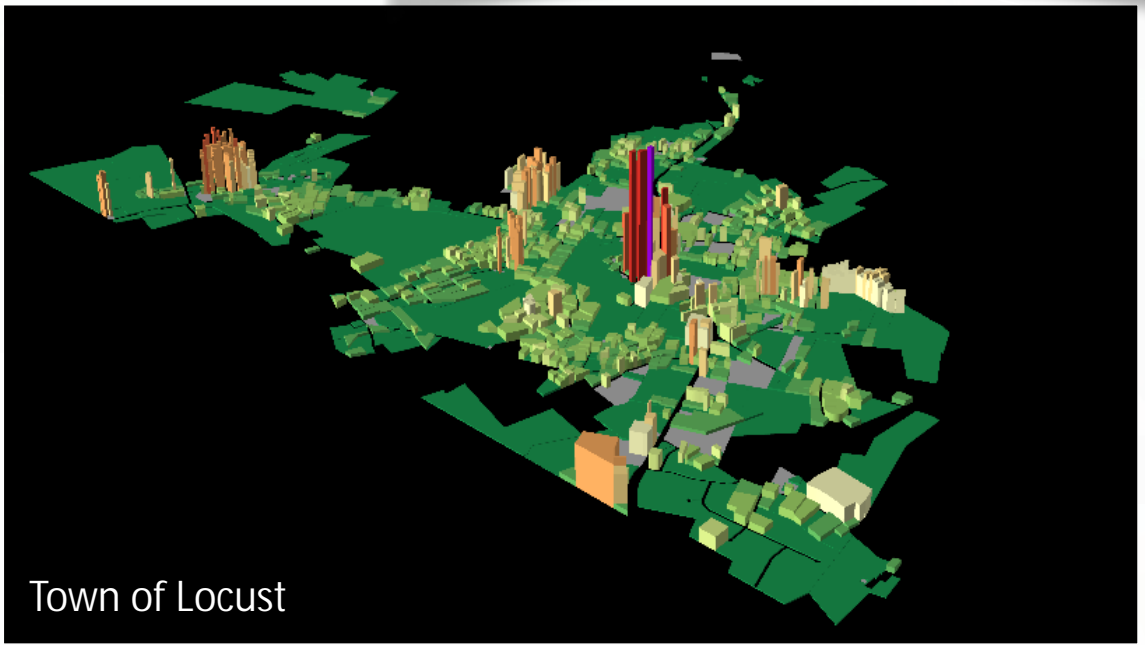
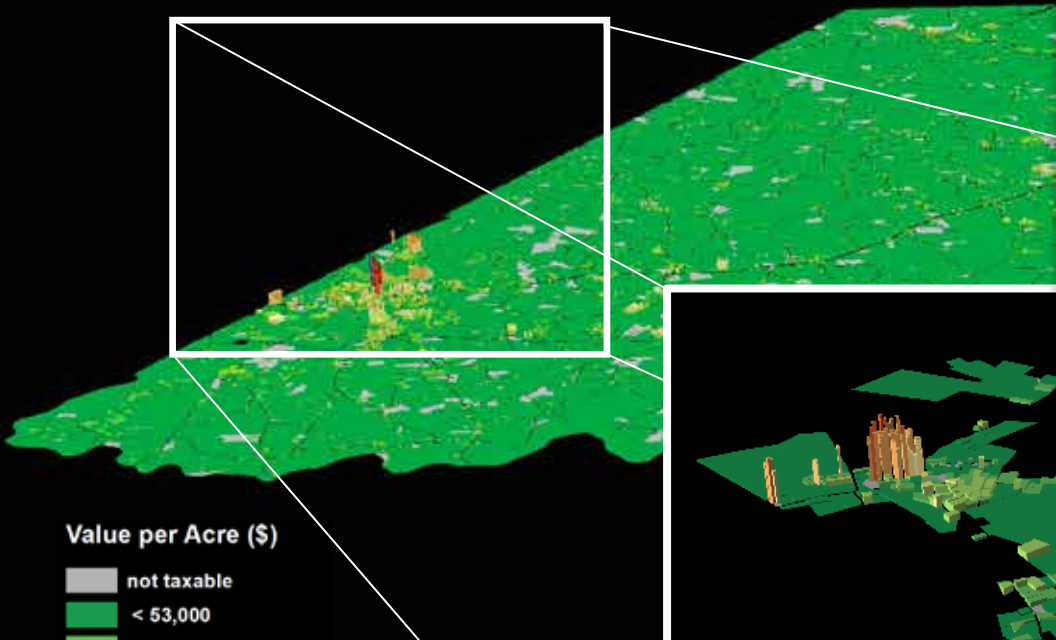


Stanly County, NC

Taxable Value per Acre 3D Model



Peak VPA: \$3,382,413



Town of Locust

Value per Acre (\$)

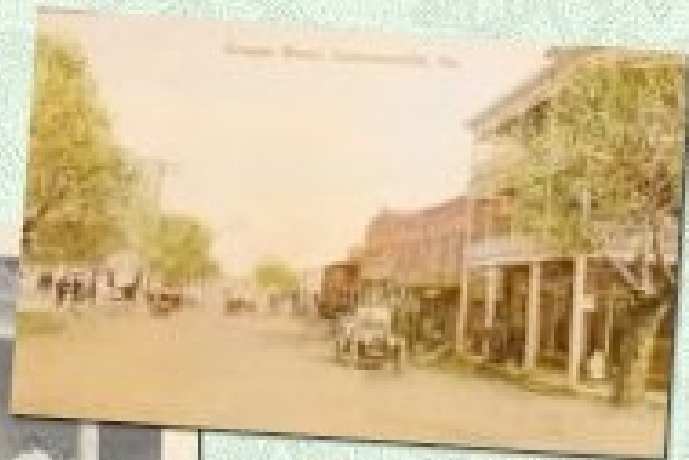
not taxable
< 53,000
53,001 - 140,000
140,001 - 240,000
240,001 - 390,000
390,001 - 610,000
610,001 - 910,000
910,001 - 1,300,000
1,300,001 - 2,000,000
2,000,001 - 3,400,000
> 3,400,000

“You are about to show me shadows of the things that have not happened, but will happen in the time before us.”

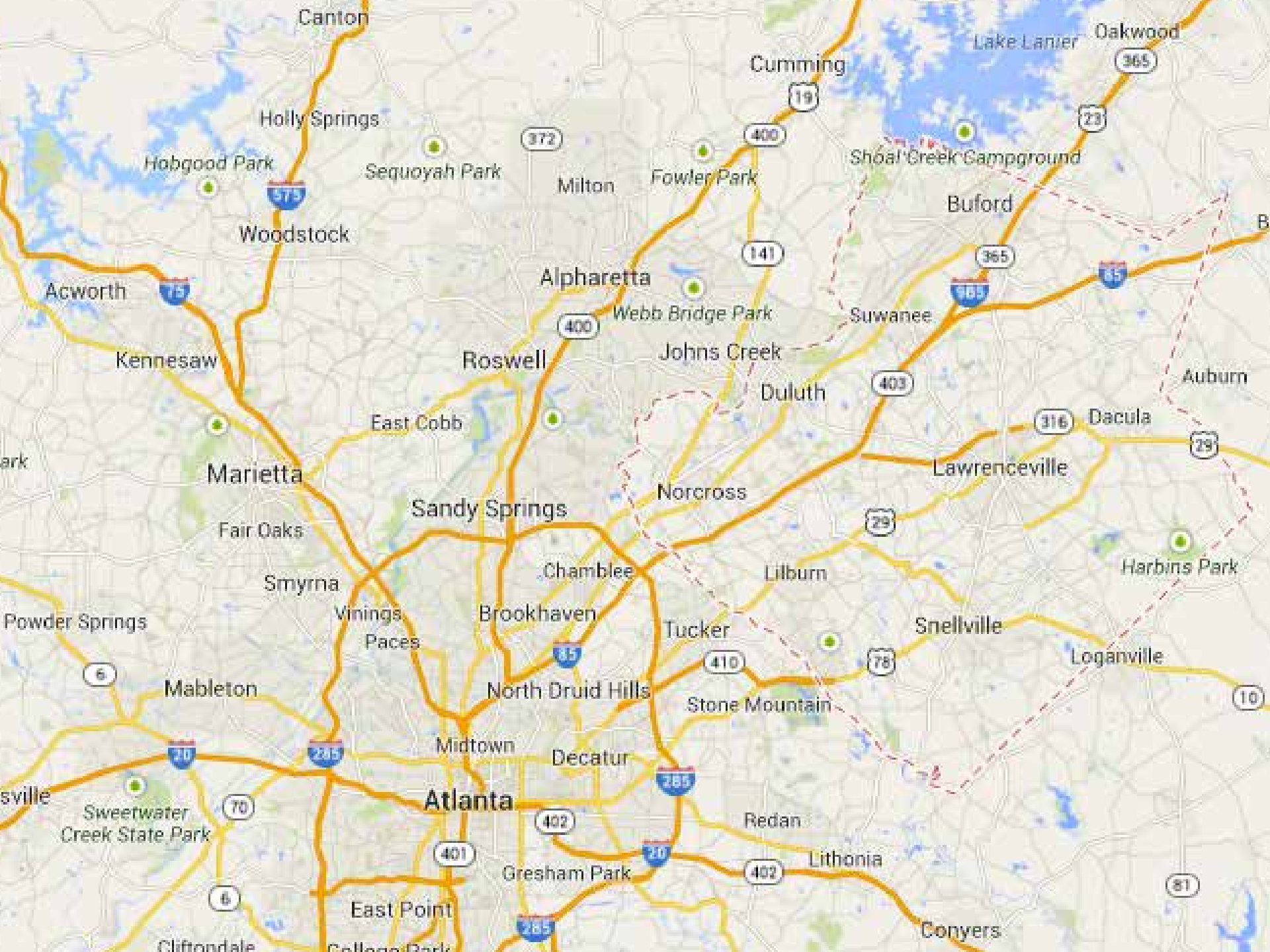
Ebenezer Scrooge
The Ghost of Christmas Yet to Come
A Christmas Carol




Photo Album

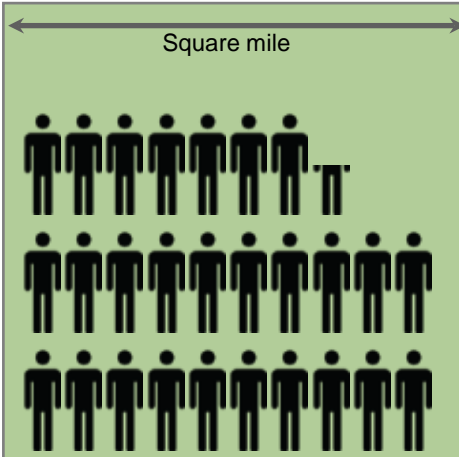


Gwinnett County Ga

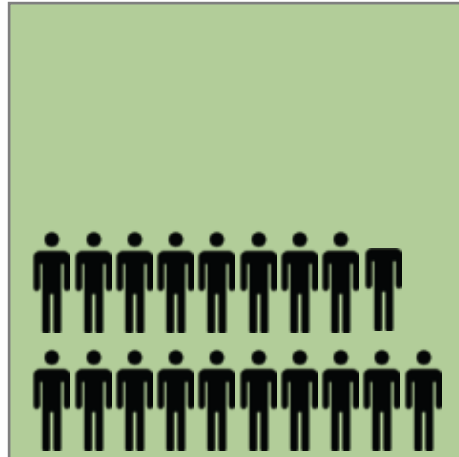


People per Square Mile

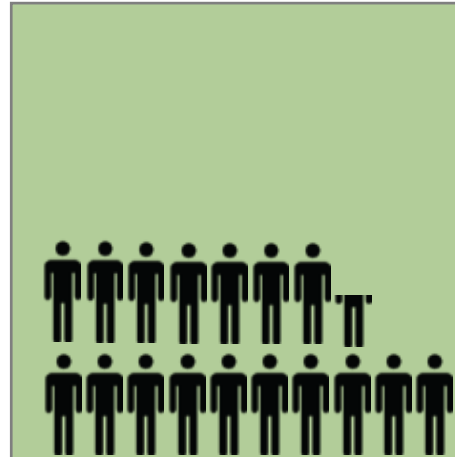
 = 100 people
Source: US Census



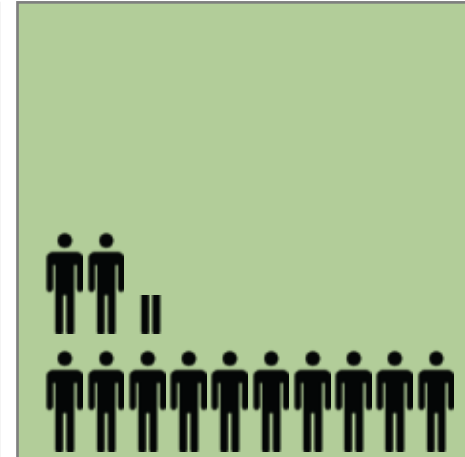
DeKalb, GA
2,740 people/Sq. Mi.



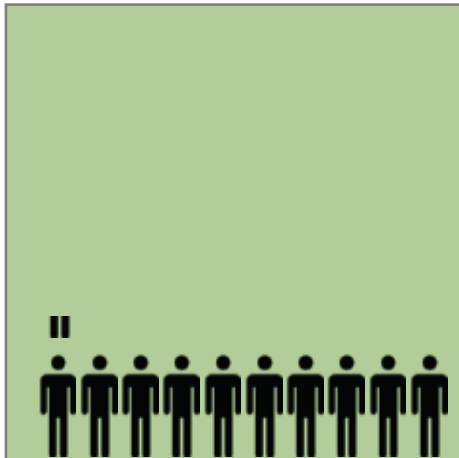
Gwinnett, GA
1,871 people/Sq. Mi.



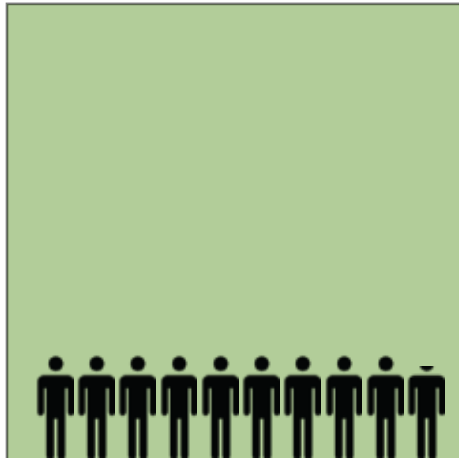
Mecklenburg, NC
1,756 people/Sq. Mi.



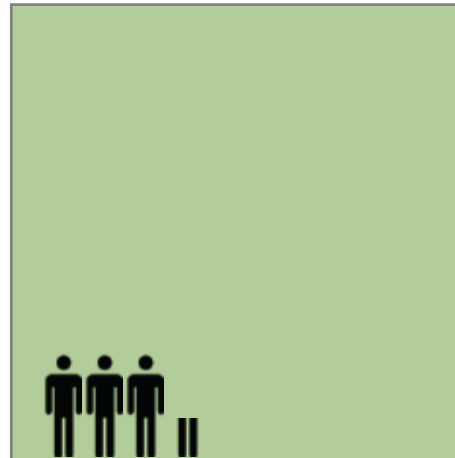
Davidson, TN
1,243 people/Sq. Mi.



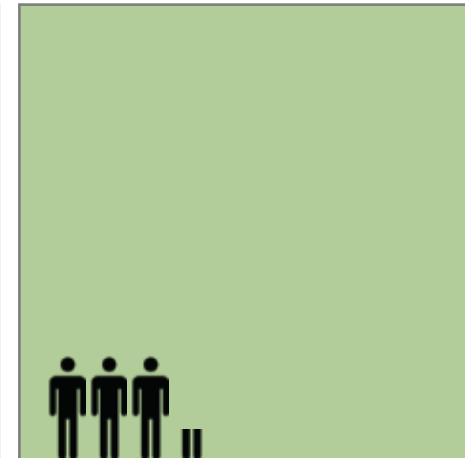
Travis, TX
1,034 people/Sq. Mi.



Wake, NC
992 people/Sq. Mi.



Buncombe, NC
344 people/Sq. Mi.

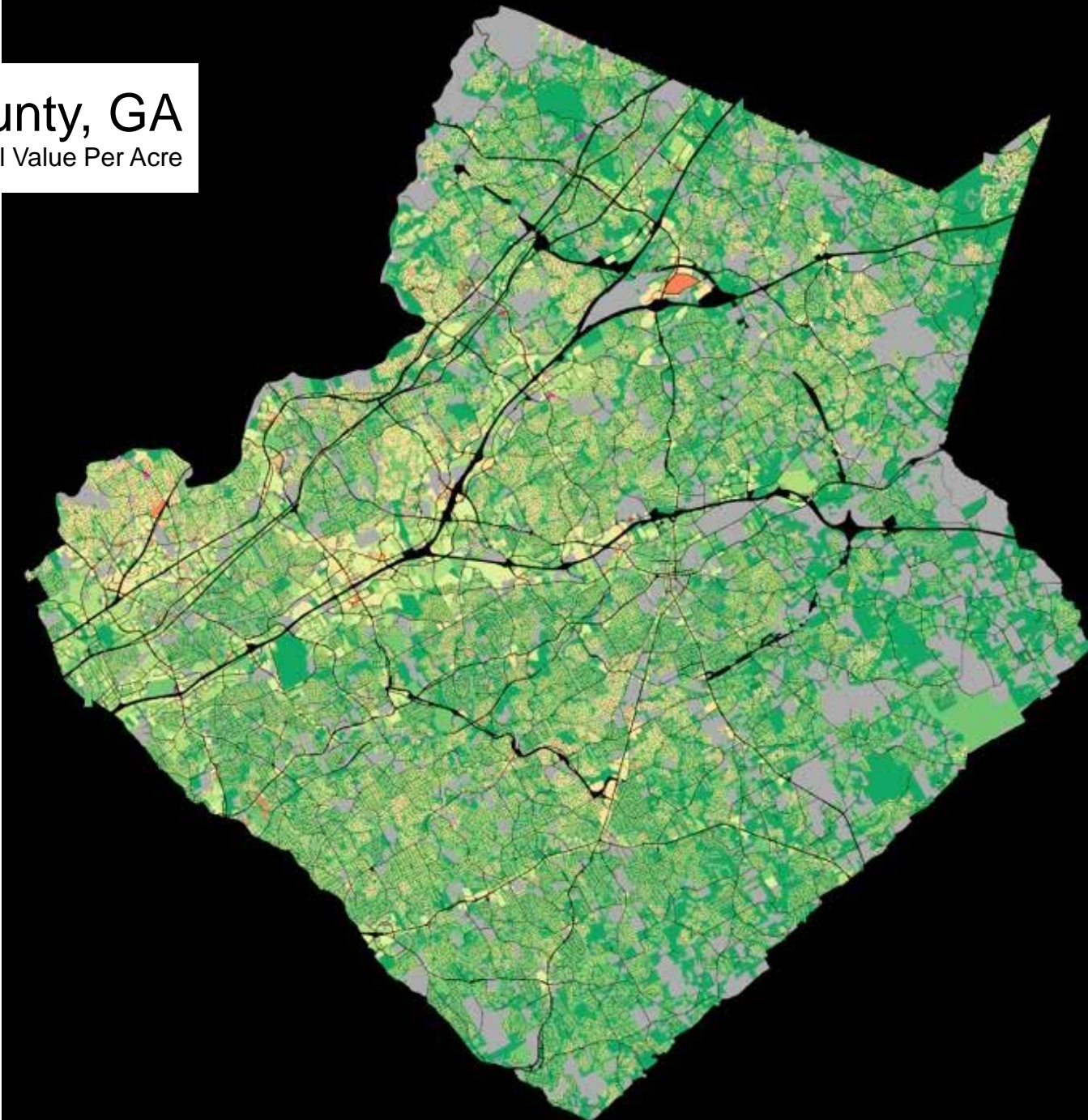


Orange, NC
313 people/Sq. Mi.

Gwinnett County, GA

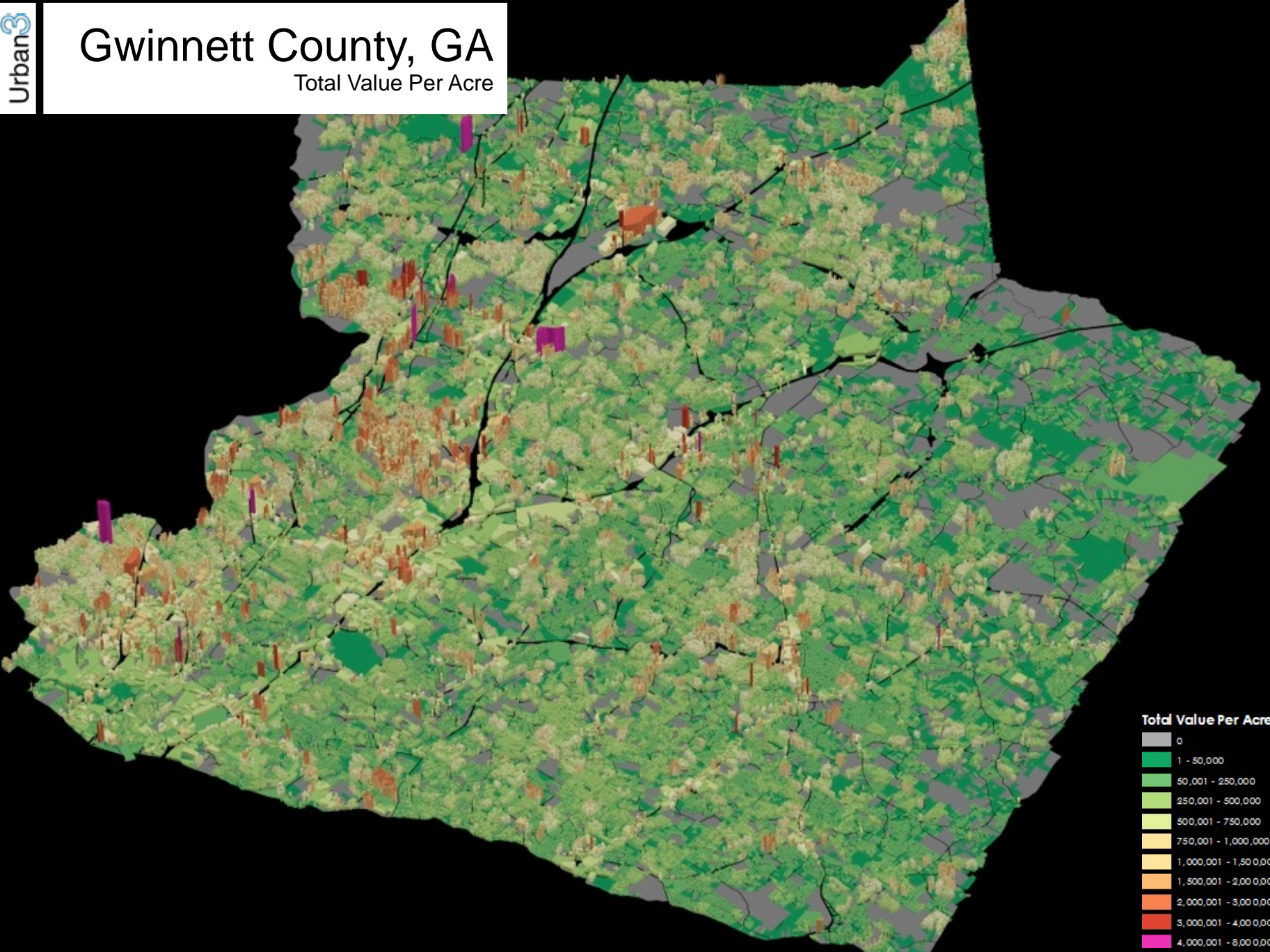
Total Value Per Acre

Total Value Per Acre



Gwinnett County, GA

Total Value Per Acre



Total Value Per Acre

- 0
- 1 - 50,000
- 50,001 - 250,000
- 250,001 - 500,000
- 500,001 - 750,000
- 750,001 - 1,000,000
- 1,000,001 - 1,500,000
- 1,500,001 - 2,000,000
- 2,000,001 - 3,000,000
- 3,000,001 - 4,000,000
- 4,000,001 - 8,000,000

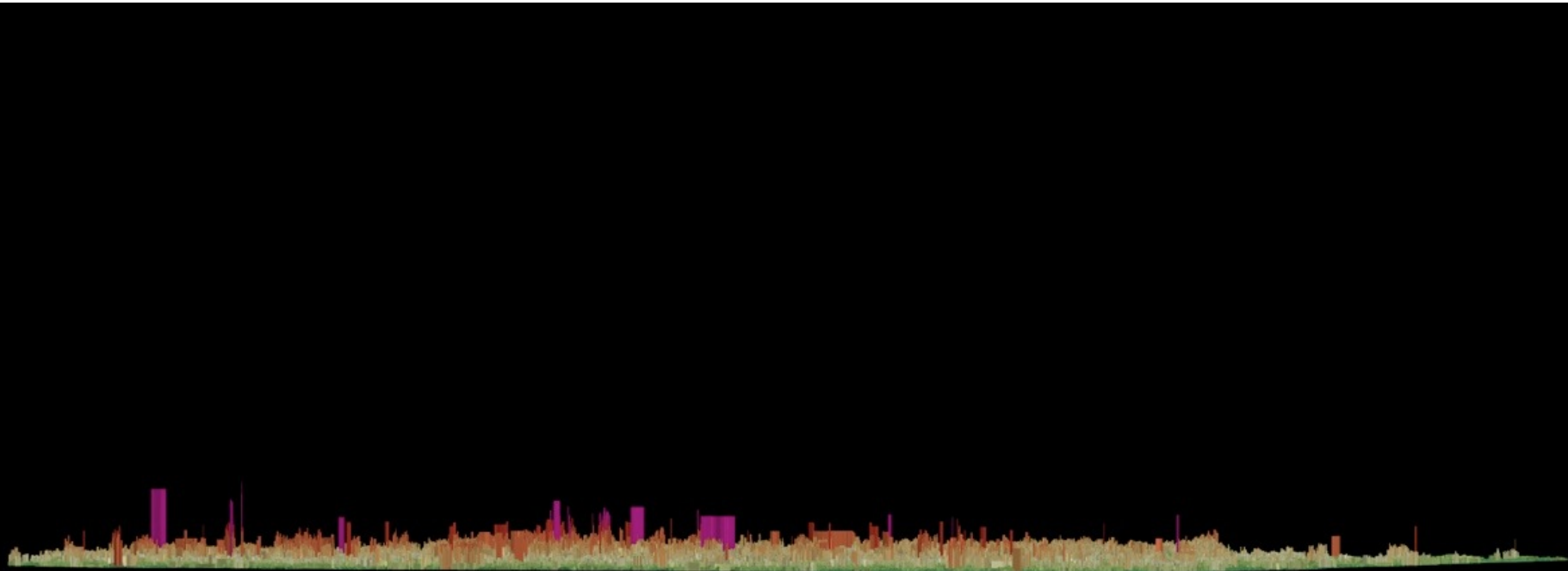
Gwinnett County, GA

Total Value Per Acre

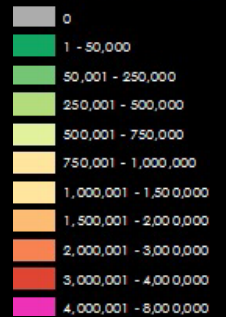


Gwinnett County, GA

Total Value Per Acre

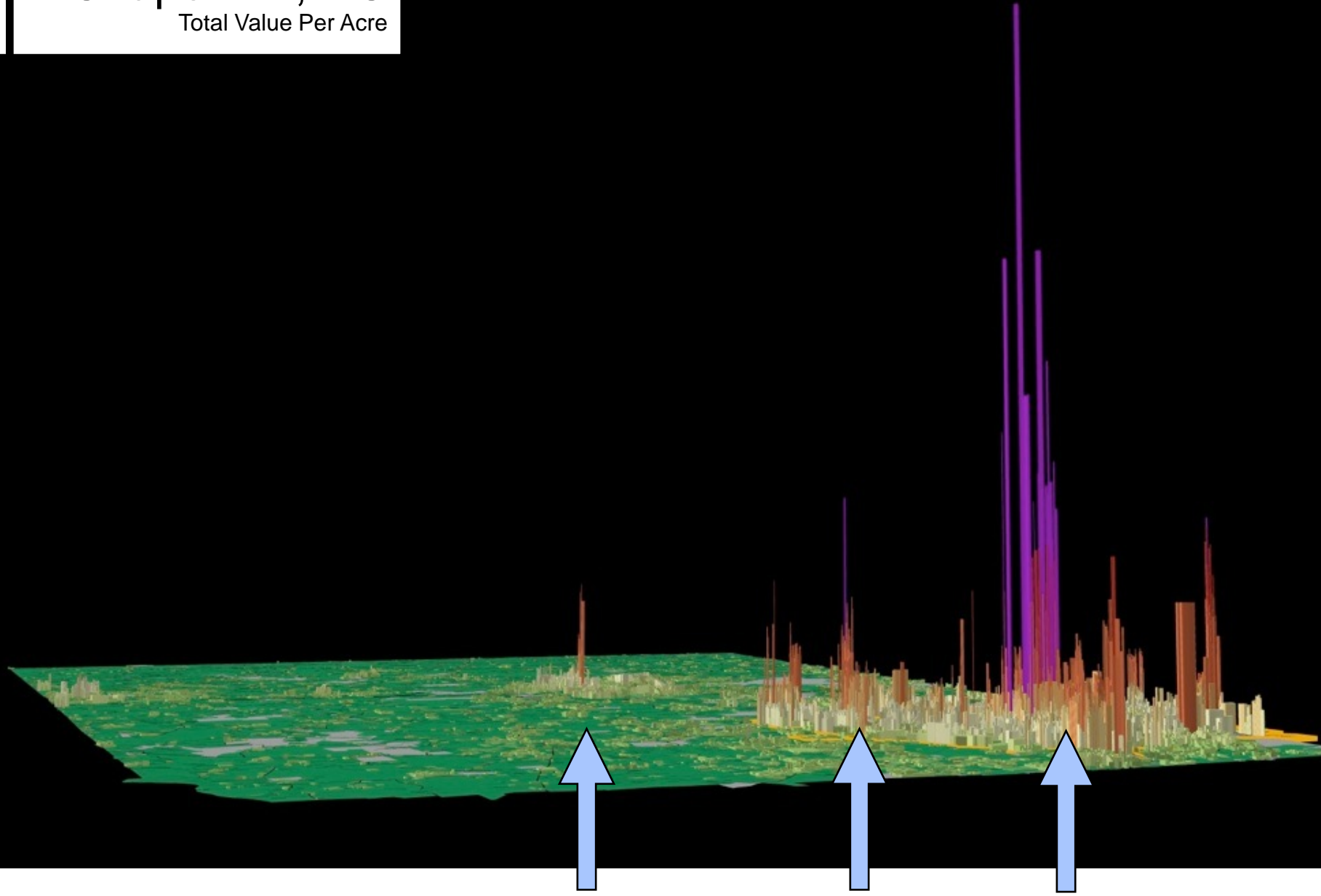


Total Value Per Acre



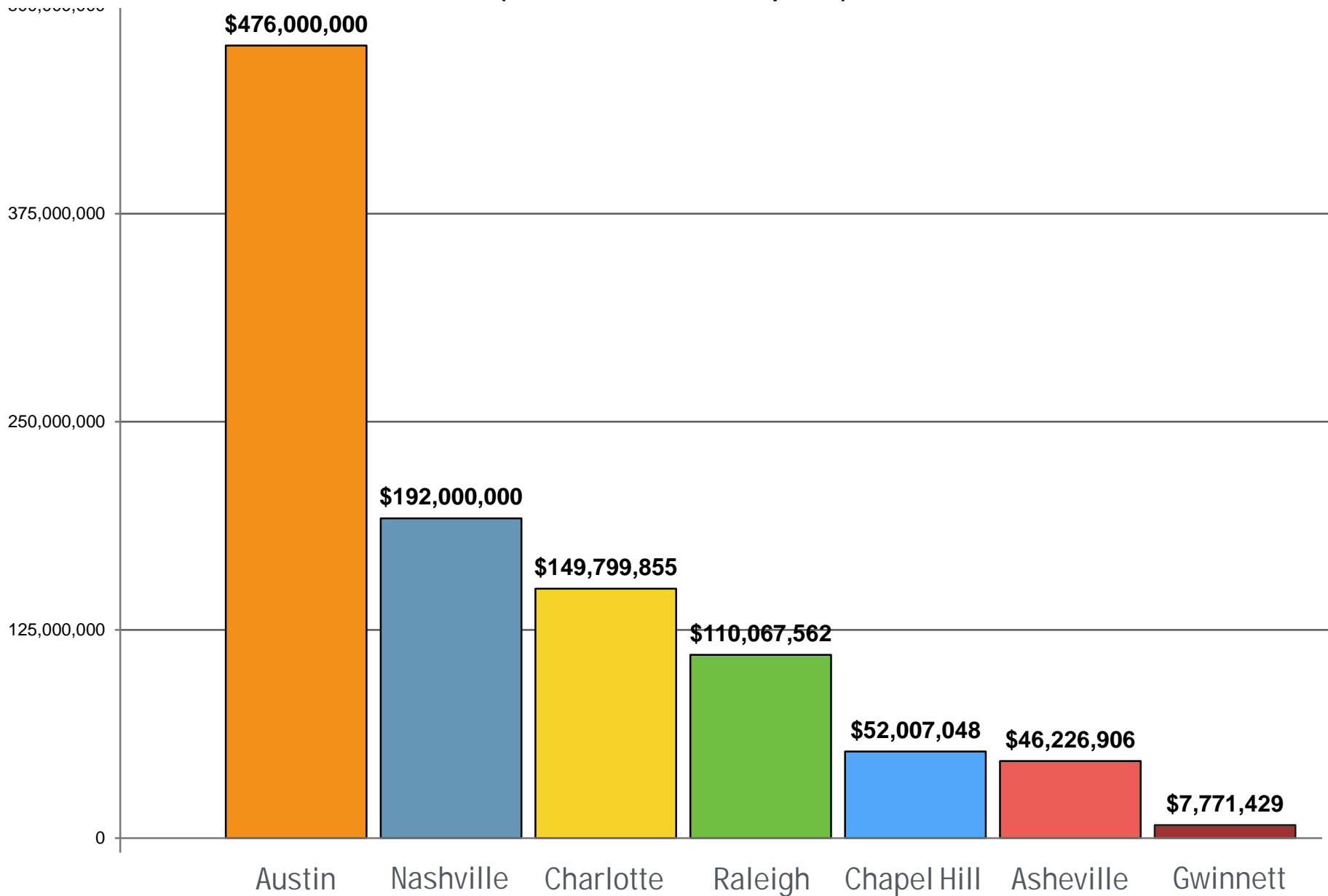
Chapel Hill, NC

Total Value Per Acre

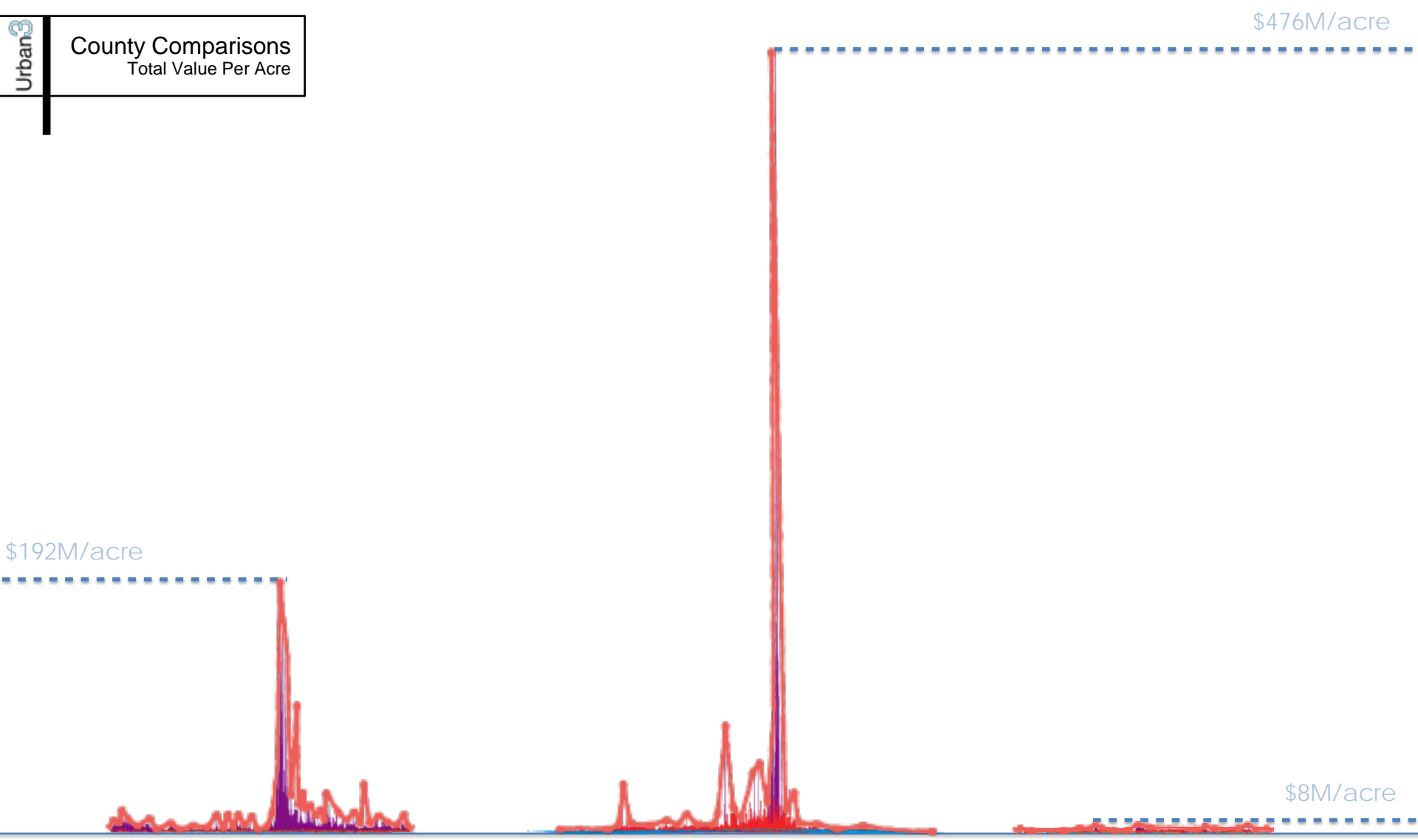


Highest Value of Density

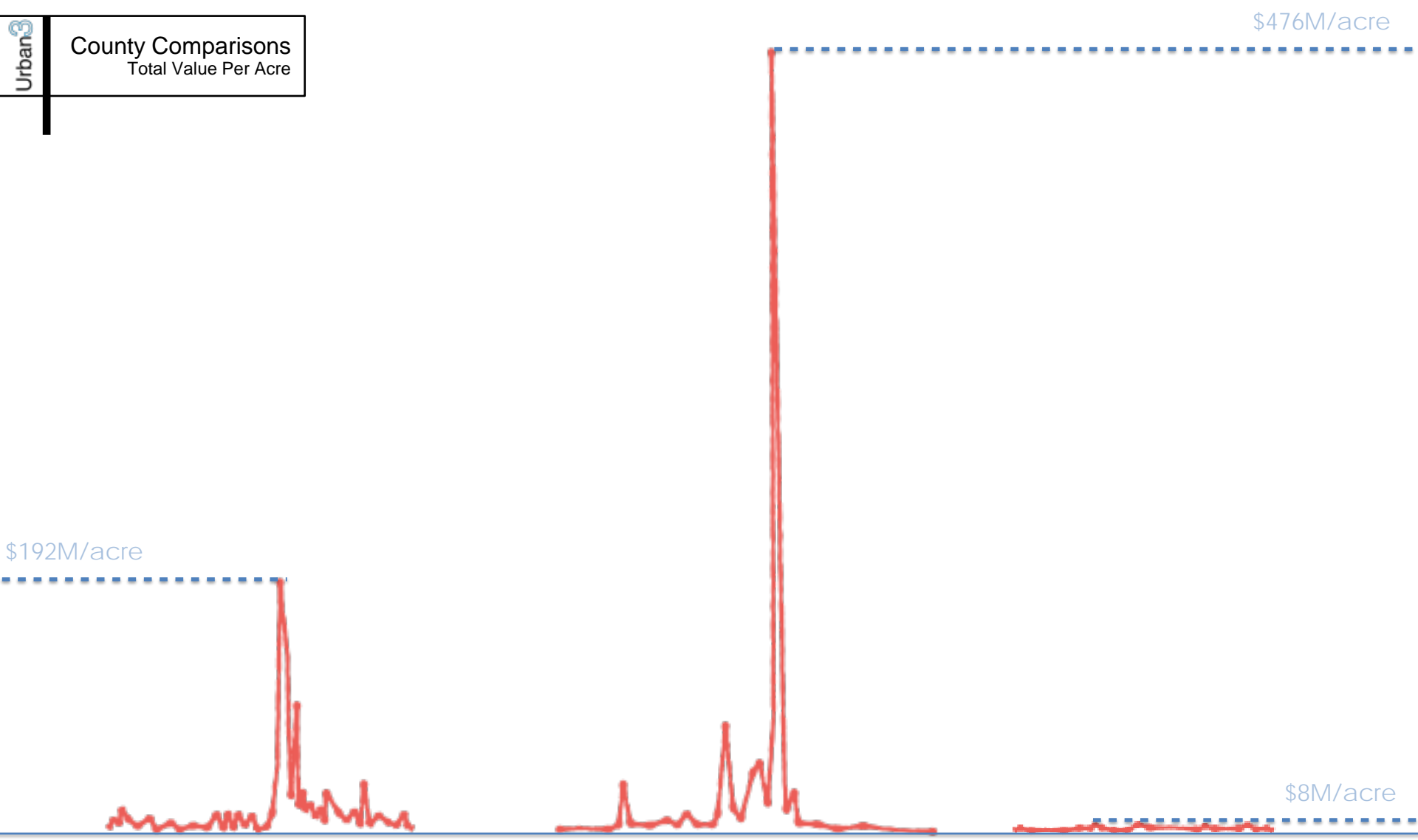
(Value/acre of individual parcel)



Urban3
County Comparisons
Total Value Per Acre

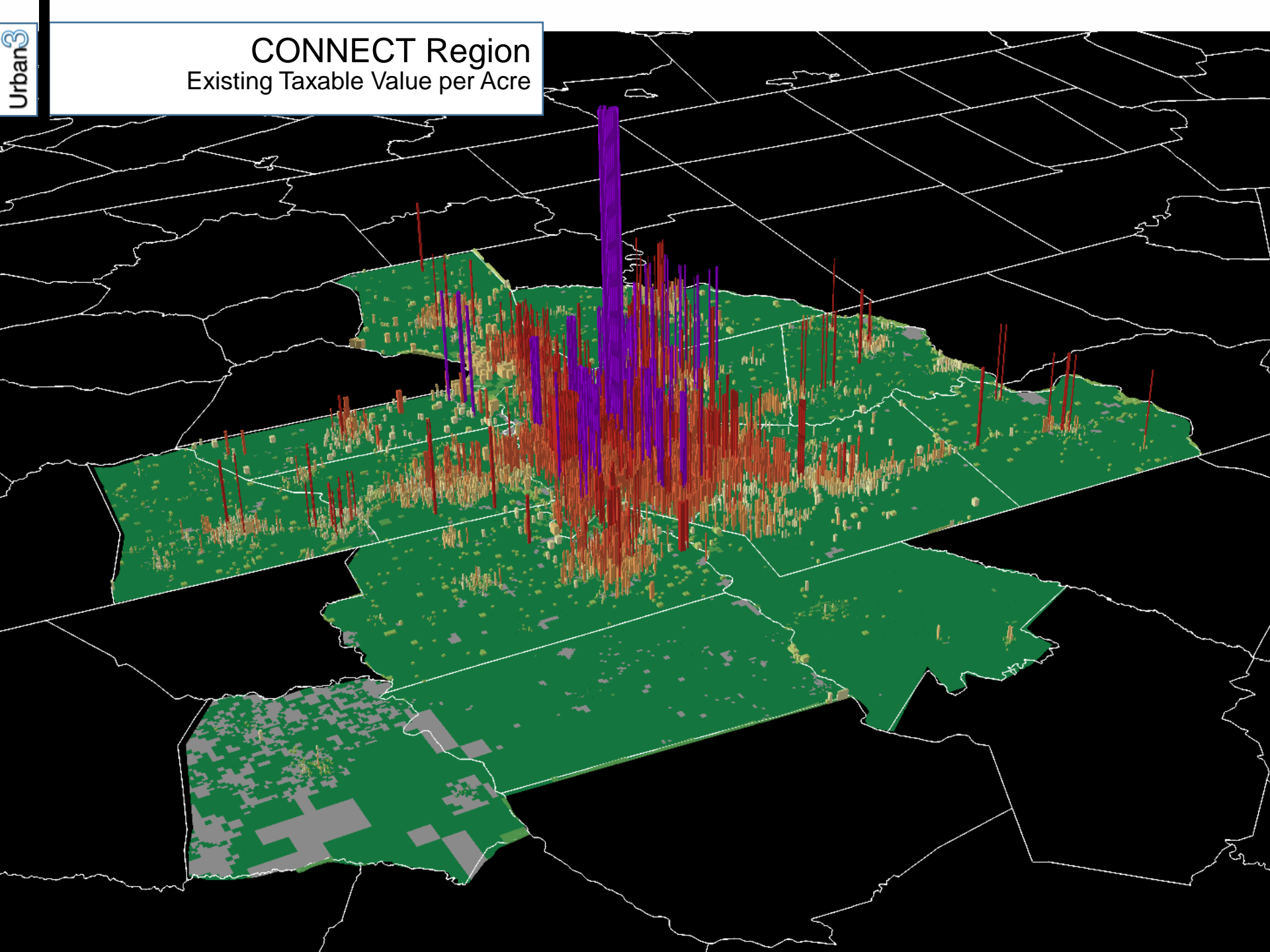


Urban3
County Comparisons
Total Value Per Acre



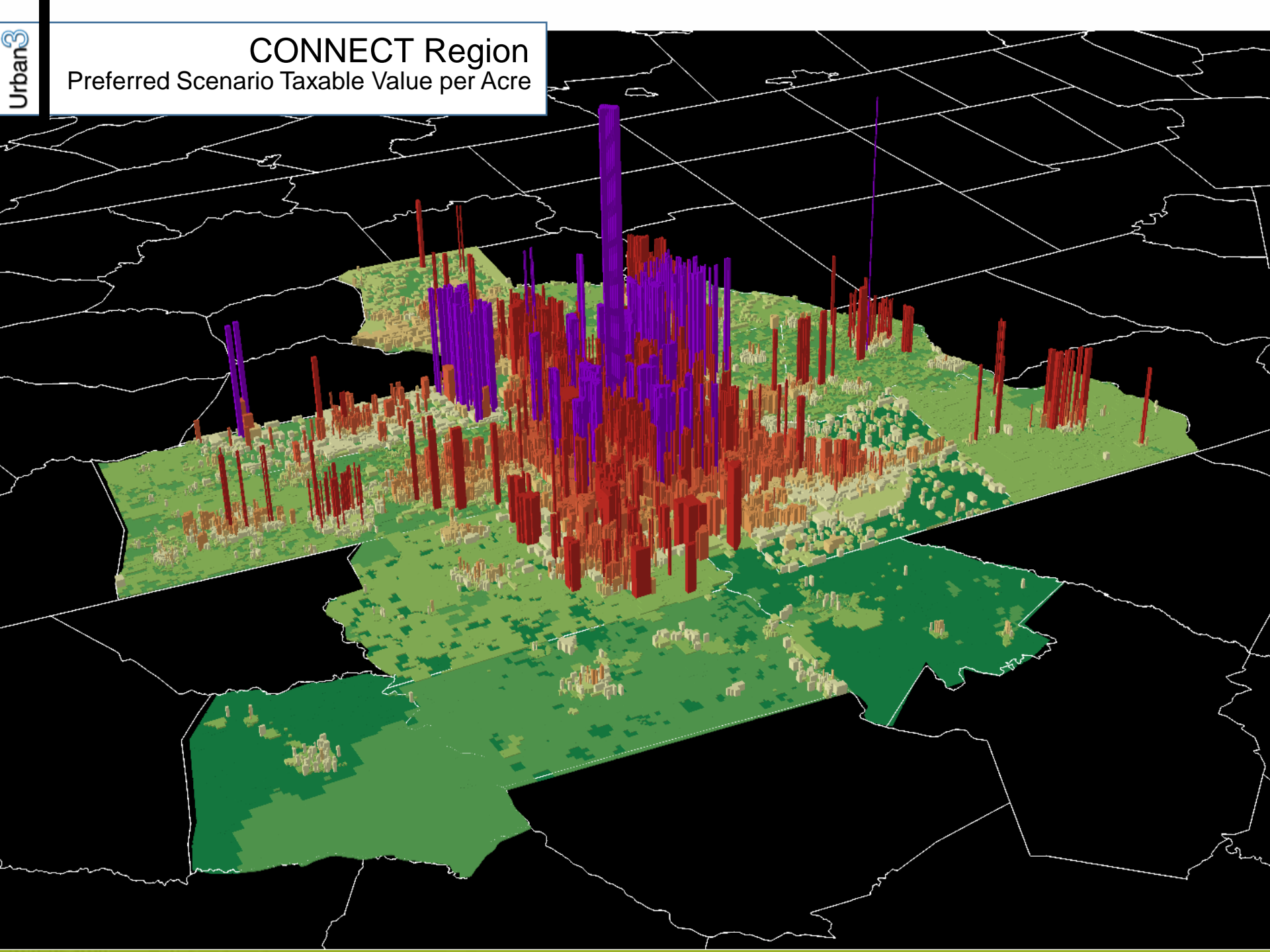
CONNECT Region

Existing Taxable Value per Acre



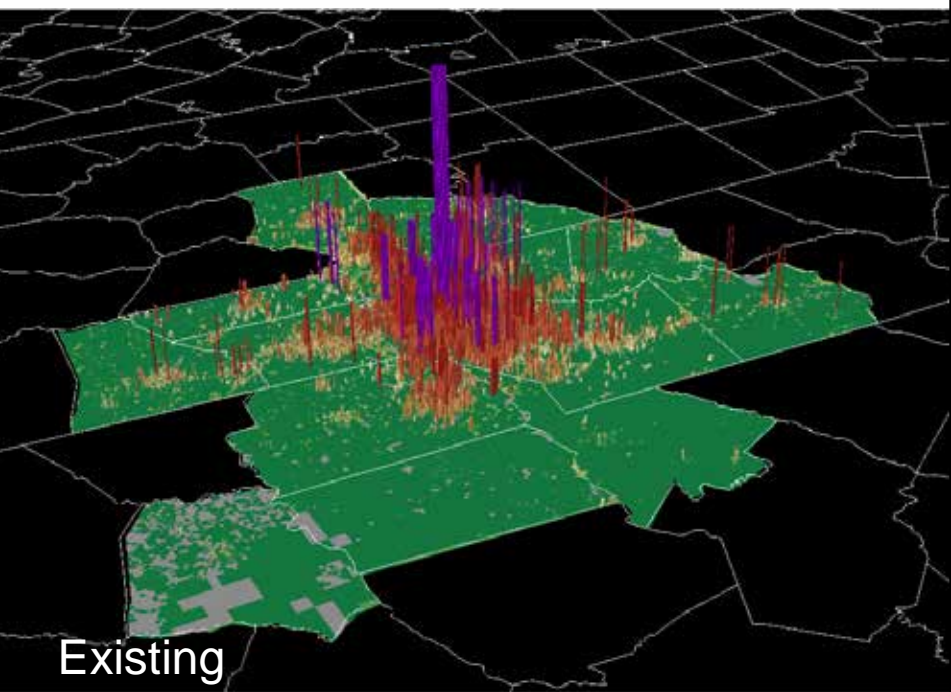
CONNECT Region

Preferred Scenario Taxable Value per Acre

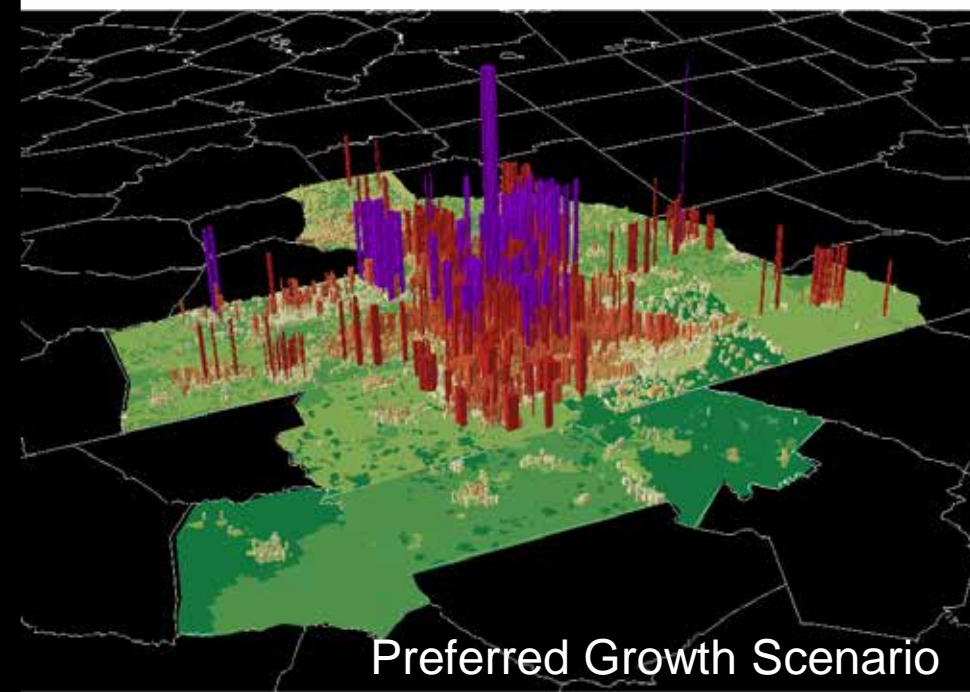


CONNECT Region

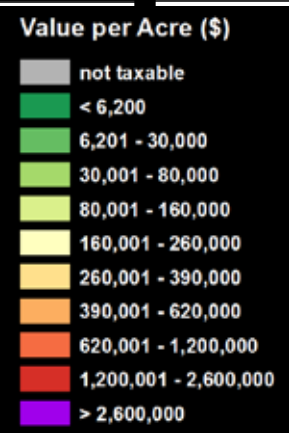
Taxable Value per Acre



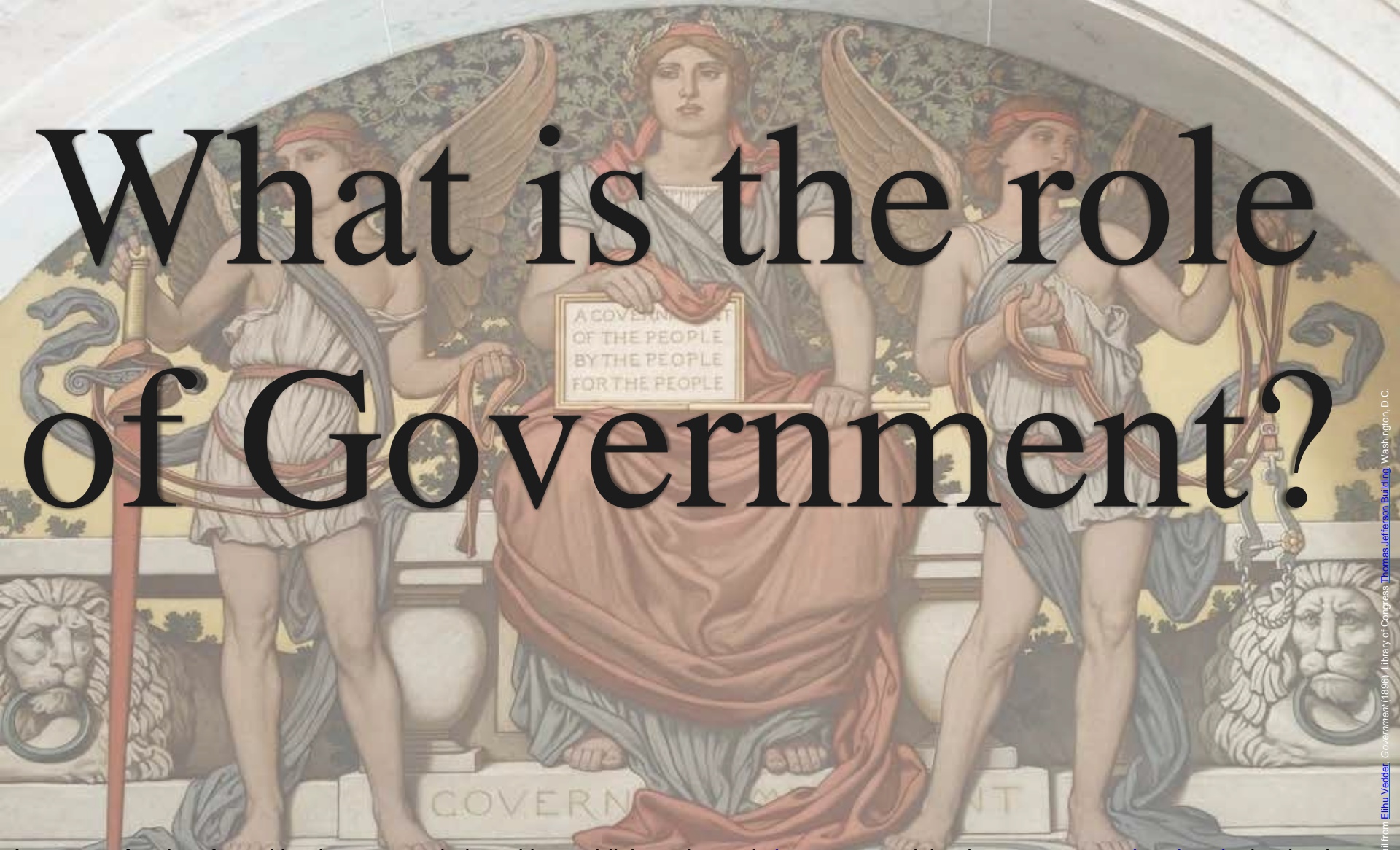
Existing



Preferred Growth Scenario



tax revenue increase



What is the role of Government?

A **corporation** is a formal business association with a publicly registered [charter](#) recognizing it as a [separate legal entity](#) having its own privileges, and liabilities distinct from those of its members. Corporations take many forms, most are used to conduct [business](#).

Incorporation is the forming of a new corporation. The corporation may be a business, a non-profit organization, sports club, or a **government** of a new **city** or **town**.

Detail from [Elihu Vedder, Government \(1899\), Library of Congress, Thomas Jefferson Building, Washington, D.C.](#)





Corporation(s)



What is a City?



What is a City?

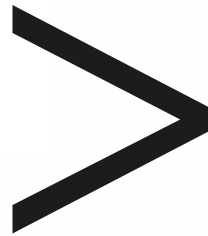
Asheville is

3x >





Charlotte
\$69.2B



Hurricanes
\$162M



Hornets
\$315M



Panthers
\$1B



Charlotte
\$69.2B

47x



Hurricanes
\$162M



Hornets
\$315M



Panthers
\$1B

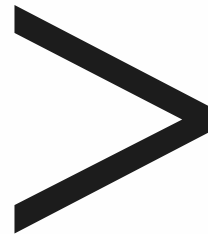


Hurricanes
\$162M

3.3x



Hornets
\$315M



Huntersville
\$4.9B



Panthers
\$1B



Gaston County

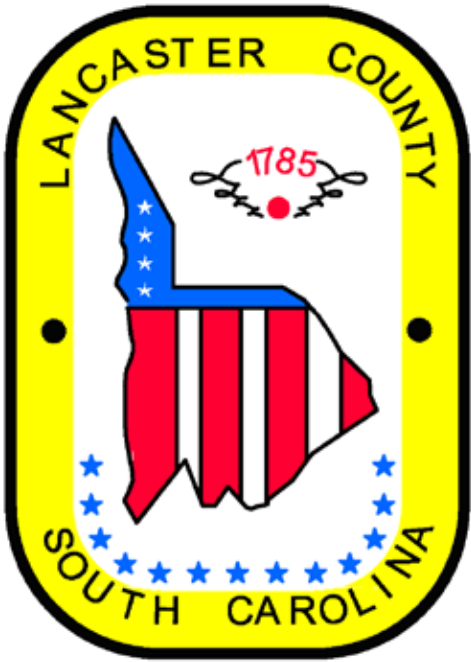
\$21.7B





York County
\$18.1B





Lancaster County

\$5.4B





Jerry Richardson





If you can't measure it,
you can't
manage it.

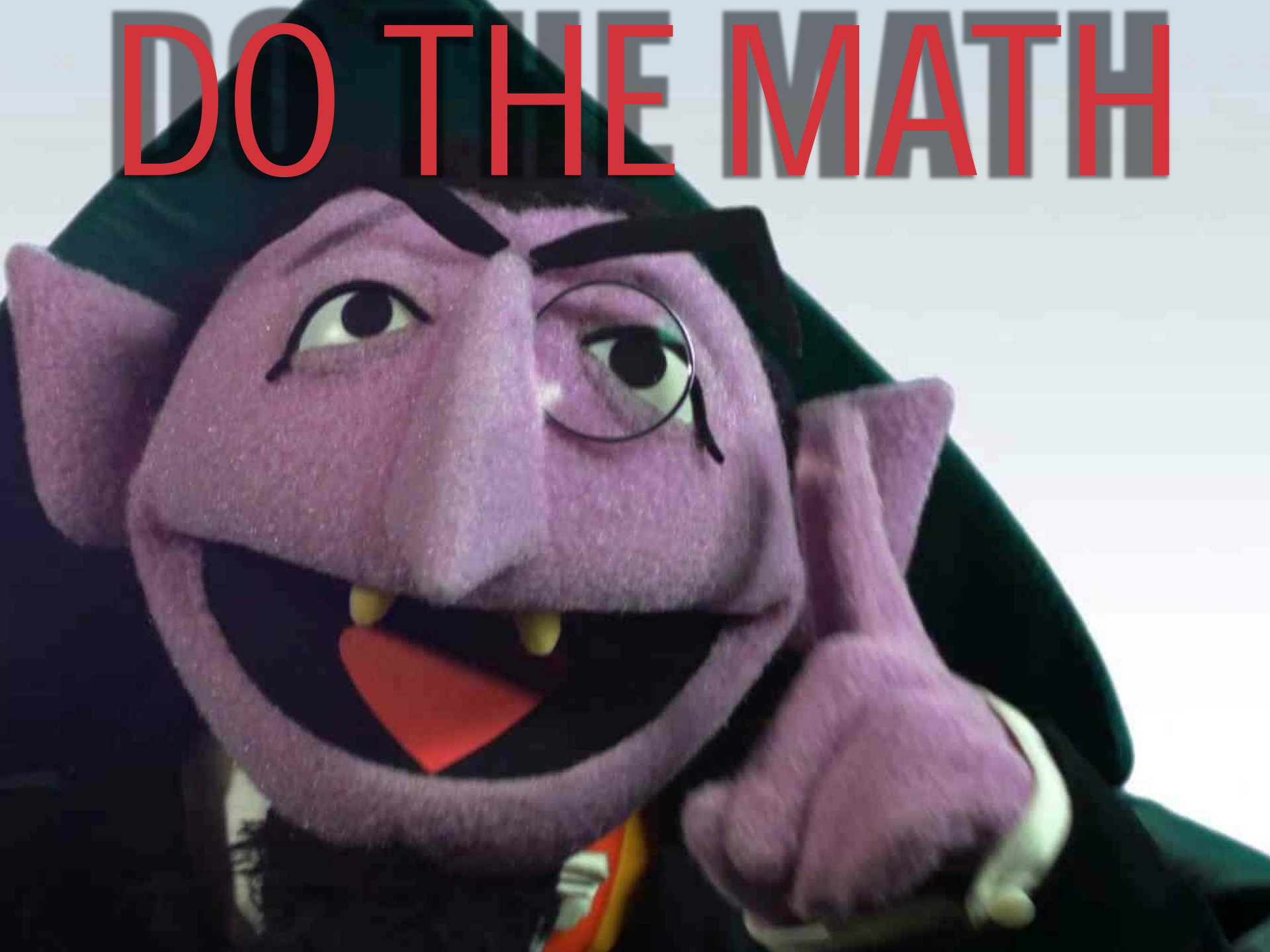
Mayor Michael Bloomberg



Are you counting the right stuff?



DO THE MATH



Consensus-Building

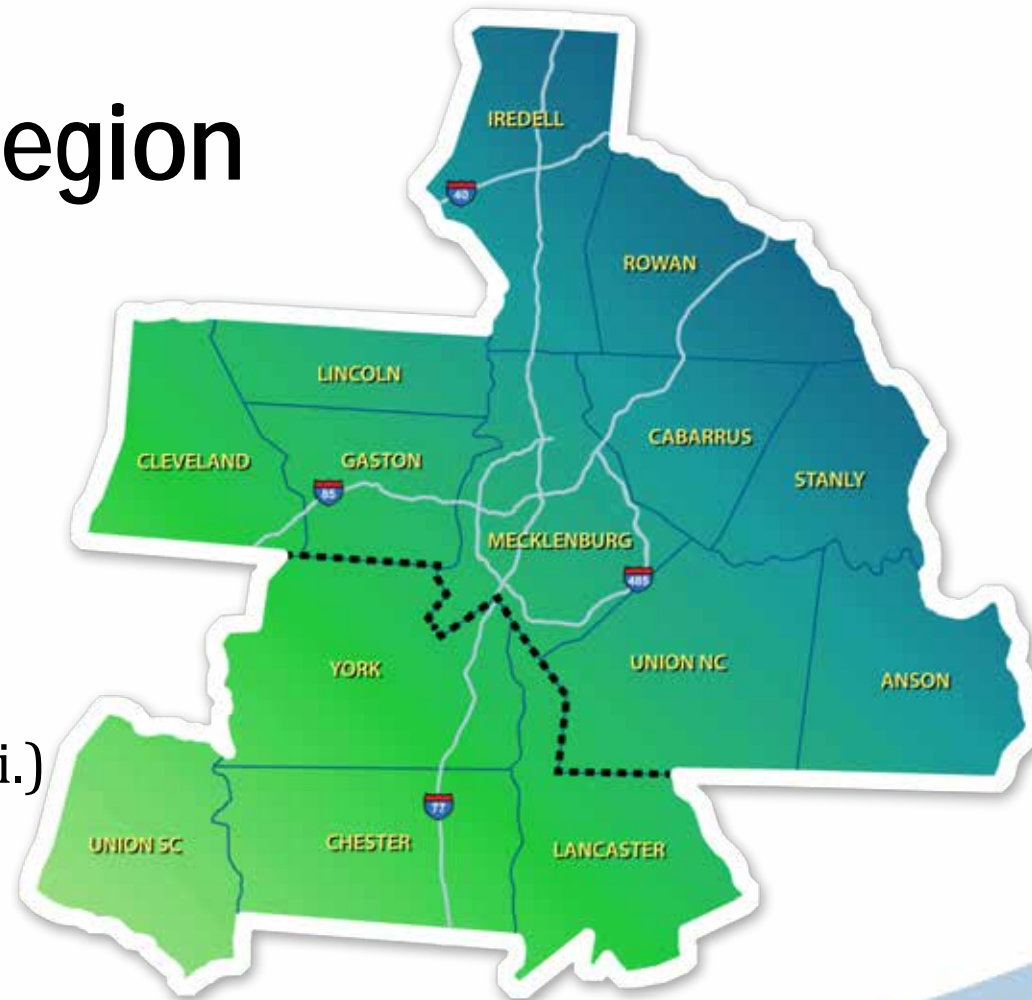


Michelle E. Nance, AICP
Centralina Council of Governments
ConnectOurFuture.org



The CONNECT Region

- § States (2)
- § Major Watersheds (3)
- § Counties (14)
- § Communities (120)
- § Geography (+/- 7,100 sq. mi.)
- § Parcels (1,127,134)
- § Grid Cells (149,010)





Why CONNECT?



CONNECT *Our Future*





Challenges

- **Project Scale**

Meaningful, representative engagement and dialogue

- **Community-based Regionalism**

Getting buy-in to grow the base

- Ø Driven by local values
- Ø Build confidence in process and products
- Ø What's in it for me?

- **Trust**

Building confidence for the first-of-a-kind regional planning effort



LISTEN.

Learning About What We Value.

CHOOSE.

Mapping What We Want for the Region.

ACT.

Deciding on the Best Growth Options for the Region.



Open Houses



Values

Pop. & Emp. Growth Projections
Why Plan?
Local Values

ULI Realty Check



Growth

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

Community Workshops



Character

How do we want to grow as a community?
Influenced by Community Plans / Citizen Vision
Build Alternative Growth Scenarios

Consensus-Building



Evaluate

Growth Scenario Report Cards
Public Feedback & Polling

Scenario Planning Initiative



Data and Technology Build Trust

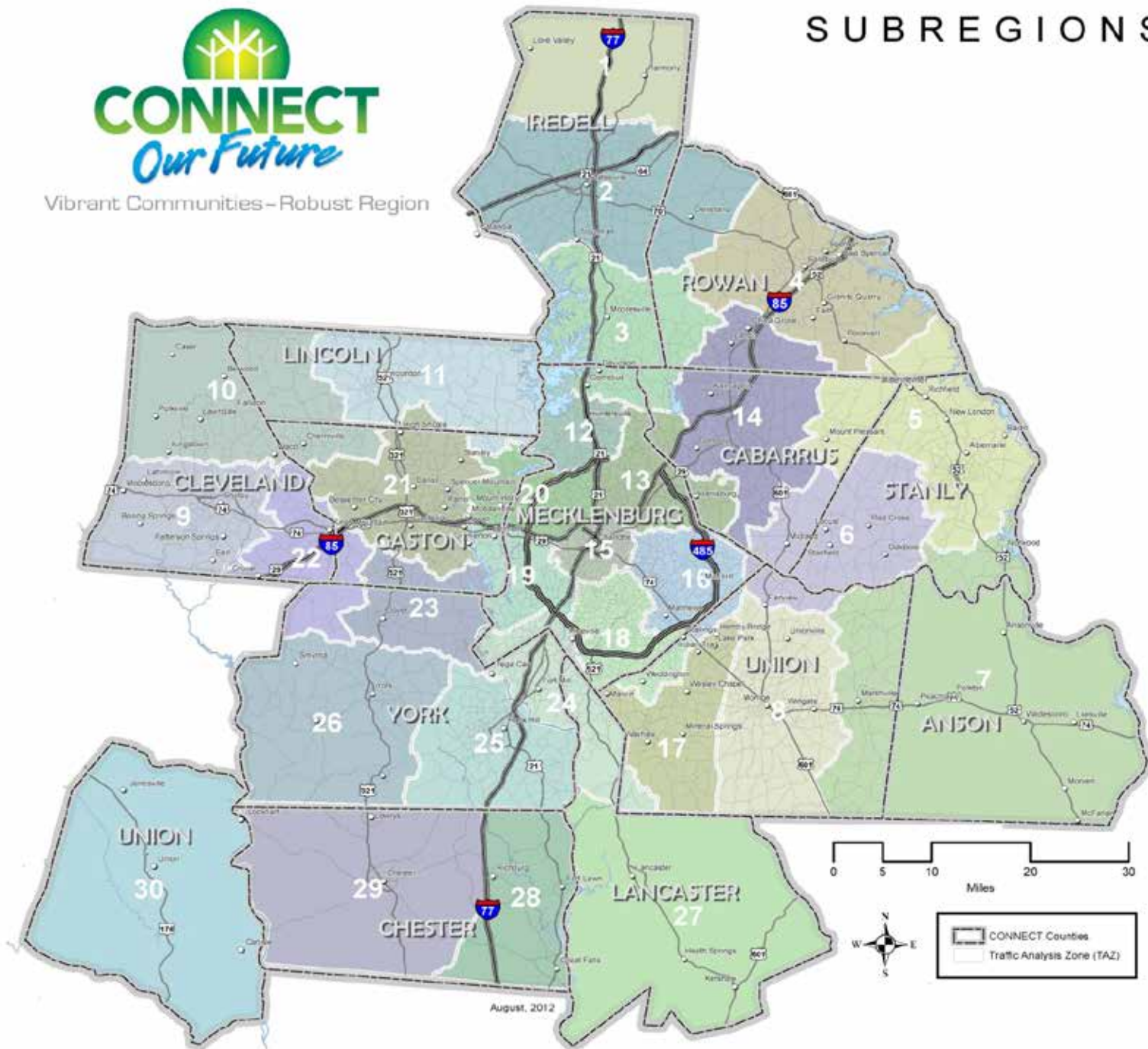
- Regional GIS Data Center
- Place Type and Community Type Document
- 5-D Transportation Analysis
- Metroquest
- Turning Technologies
- Community Viz





Vibrant Communities – Robust Region

SUBREGIONS



August, 2012



Representative *not Statistical*

- Encourage participation and reduce barriers
- Engage partners
- Is it representative of what people are thinking?



33 Open houses

64 Small groups

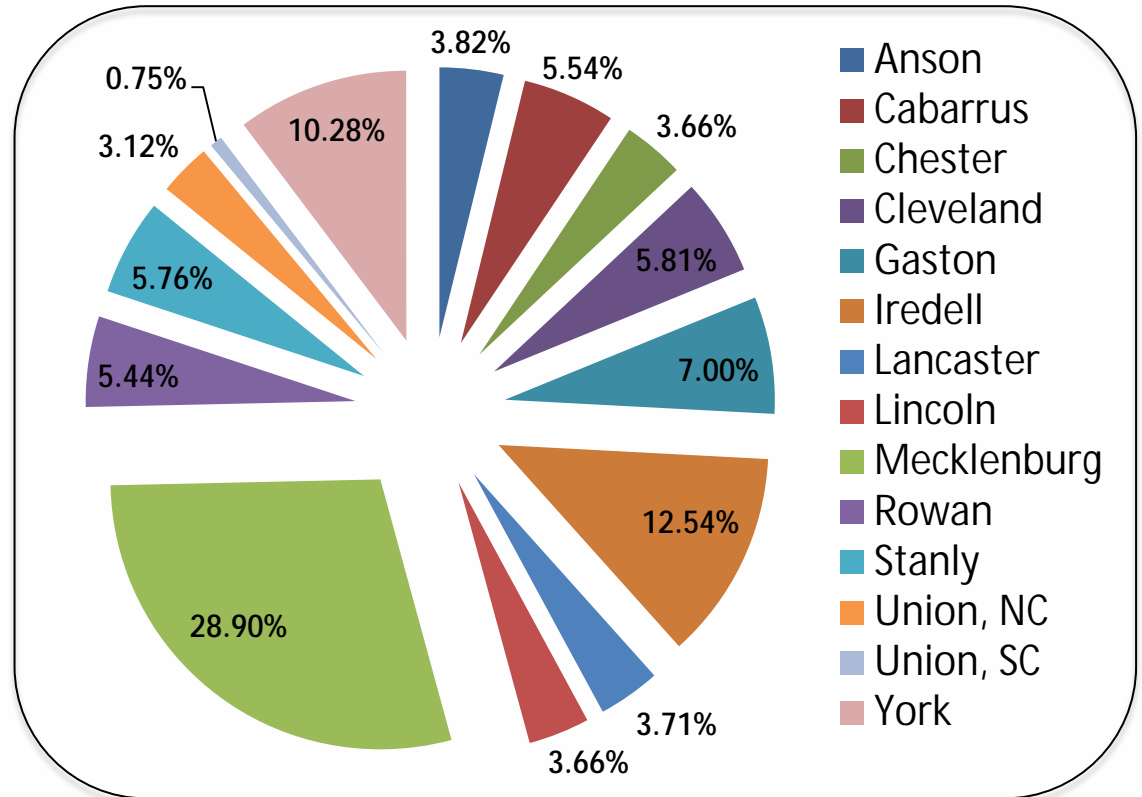
8 Youth groups

10 Spanish Language groups





- Mecklenburg is slightly under represented
- Iredell is slightly over represented (by 6%)
- All other counties are within 1-2%





Members of the Chester Leadership Forum participate in a small group discussion



Participants at the Statesville Open House fill out surveys



Members of the Stanly Co. Chamber and Albemarle Downtown Development Corporation have one-on-one interviews during a small group



Members of HOLLA! Participate in a small group conversation





Community Workshops

Accomplishment

Pride

Fun

Appreciation

Inclusive

Transparent

Great process

Our kids

Our grandkids

Knowledgeable facilitators







Partnering Activities

- Business & Development Interests
- Local Utility Service Providers
- Chief Planning Officials
- Transportation Officials
- Parks and Recreation Officials
- Local Utility Service Providers
- School Officials





CONNECT Our Future

CONNECT Our Future

Vibrant Communities – Robust Region

Rural Living

The Community Type “Rural Living” includes a variety of residential types, from farmhouses, to large acreage rural family dwellings, to ecologically-minded “conservation subdivisions” whose aim is to preserve open landscape, and traditional buildings, often with a mixture of residential and commercial uses that populate crossroads in countryside locations.

Place Types Included:

- Working Farm (WF)
- Rural Living (RL)
- Conservation-based Subdivision (CBS)
- Rural Crossroads (RC)

Land Use Considerations

Land uses listed for the community type represent typical development in the category. They are not meant to be an exhaustive list of all permitted or conditional uses that would be allowed in the place type.

- Cultivated Farmland
- Woodlands / Timber Harvesting
- Livestock / Arable
- Natural Area
- Single-Family Detached Home
- Smaller-lot Single Family and Town Homes
- Mobile Home
- Barns / Storage
- Light Industrial (ancillary to farming)
- Church
- Gas Station
- Convenience Store / Hardware Store / Restaurant

Form & Pattern

The form and pattern table displays generalized development characteristics associated with the place type. Working together, these elements reinforce a sense of place and community brand important to distinguishing development in this category from others in the region.

Form & Pattern	
General Development Pattern	Separate Uses
Residential Density	.05-.25 DU ¹ /A
Non-Residential Intensity	.05-.20 FAR ²
Prevailing Building Height	1-2 Stories
Transportation Choices	Auto
Typical Block Length	N/A
Open Space Elements	Natural Areas/Stream Corridors
Street Pattern	Curvilinear
Street Connectivity	Low
Parking Provisions	Private Drive
Typical Street Cross Section	Rural/Suburban

¹(D.U.) - Dwelling Unit ²(FAR) - Floor Area Ratio
³(S.F.) - Square Feet ⁴(LF) - Linear Feet

CONNECT Our Future

Vibrant Communities – Robust Region



Rural Crossroads



Working Farms



Rural Living



Suburban Single-Family Neighborhood

Suburban single-family neighborhoods are formed as subdivisions or communities, with a relatively uniform housing type and density throughout. They may support a variety of single-family detached residential types, from mobile homes to large-lot, low-density single-family homes to denser formats of smaller single-family homes. Homes are oriented interior to the neighborhood and typically buffered from surrounding development by transitional uses or landscaped areas.

Suburban single-family neighborhoods are often found in close proximity to suburban commercial, office, and industrial centers, and help provide the consumers needed to support these centers.

Place Types Included:

- Town Home/Small Condo (THC)
- Mixed-Density Residential (MDR)
- Multi-Family Residential (MFR)

Land Use Considerations

Land uses listed for the community type represent typical development in the category. They are not meant to be an exhaustive list of all permitted or conditional uses that would be allowed in the place type.

- Mobile / Modular Homes
- Single-Family Detached Home
- Single-Family Attached Home (Town Home / Duplex)
- Church
- School
- Community Park
- Community Center / Pool and Recreational Amenities
- Natural Area

Form & Pattern

The form and pattern table displays generalized development characteristics associated with the place type. Working together, these elements reinforce a sense of place and community brand important to distinguishing development in this category from others in the region.

Form & Pattern	
General Development Pattern	Separate Uses
Residential Density	1.0-6.0 DU ¹ /A
Non-Residential Intensity	N/A
Prevailing Building Height	1-2 Stories
Transportation Choices	Auto
Typical Block Length	800-1,500 LF
Open Space Elements	Greenway/Natural Areas
Street Pattern	Curvilinear
Street Connectivity	Low/Medium
Parking Provisions	Private Driveway
Typical Street Cross Section	Rural/Suburban/Urban

¹(D.U.) - Dwelling Unit ²(FAR) - Floor Area Ratio
³(S.F.) - Square Feet * (LF) - Linear Feet



Small Lot Residential



Small Lot Residential



Large Lot Residential



CONNECT Our Future

CONNECT Our Future

Vibrant Communities – Robust Region

Urban Center

The Community Type “Urban Center” gathers together the three most “high urban” categories of Place Type, with shared characteristics of higher densities, larger buildings and a wide range of uses in an environment that is walkable and served by a range of transit options. The scale ranges from moderate in smaller towns and cities to large scale in metro centers such as downtown Charlotte. Other examples, such as South Park in Charlotte, fall into this category even though in their present condition they do not meet all the “ideal” characteristics, but are capable of significant infill options.

Place Types Included:

Urban Neighborhood (UN)
Town Center (TC)

Land Use Considerations

Land uses listed for the community type represent typical development in the category. They are not meant to be an exhaustive list of all permitted or conditional uses that would be allowed in the place type.

Single-Family Detached Home
Single-Family Attached Home (Town Home / Duplex)
Condominium / Apartment
Live/Work Unit
Community-wide Commercial (Region-wide at top of scale)
Arena / Conference Center
Museum / Library
Restaurant
Professional Office
Government Building / Post Office
Church/School
Movie Theatre
Pocket Park
Farmers' Market

Form & Pattern

The form and pattern table displays generalized development characteristics associated with the place type. Working together, these elements reinforce a sense of place and community brand important to distinguishing development in this category from others in the region.

Form & Pattern

General Development Pattern	Mix of Uses
Residential Density	10-100 DU ¹ /A
Non-Residential Intensity	1.0-30.0 FAR ²
Prevailing Building Height	2-50 Stories
Transportation Choices	Auto/Bicycle/Walking/Transit
Typical Block Length	200-400 Ft.
Open Space Elements	Pocket Parks/Plazas/Squares
Street Pattern	Grid
Street Connectivity	High
Parking Provisions	On-Street/Surface Lot/Shared Parking/Parking Deck
Typical Street Cross Section	Urban

¹(D.U.) - Dwelling Unit ²(FAR) - Floor Area Ratio
³(S.F.) - Square Feet ⁴(L.F.) - Linear Feet

CONNECT Our Future

Vibrant Communities – Robust Region



Town Center



Urban Neighborhood



Town Center



North Carolina | Place Types Classification Matrix

Place Classification Matrix for Anson County

	POS ¹	RCS ²	WF ³	RL ⁴	CBS ⁵	RC ⁶	MHC ⁷	LLR ⁸	SLR ⁹	TSC ¹⁰	MDR ¹¹	MFR ¹²	NCC ¹³	SOC ¹⁴	HC ¹⁵	SOC ¹⁶	HI ¹⁷	LI ¹⁸	MUN ¹⁹	MUC ²⁰	BRT ²¹	CRT ²²	LRT ²³	UI ²⁴	TC ²⁵	MC ²⁶	AIR ²⁷	CIV ²⁸	HCC ²⁹	JCC ³⁰	REC ³¹	
Anson County																																
Open Space & Recreation, OSR	•																															
Low Density Residential / Agriculture, RA-30			•									•											•				•					
Low to Medium Density Residential, R-15				•					•								•			•												
Medium Density Residential, R-10						•					•			•							•											
High Density Residential, R-6									•					•										•		•						

Place Classification Matrix for Albemarle

	POS ¹	RCS ²	WF ³	RL ⁴	CBS ⁵	RC ⁶	MHC ⁷	LLR ⁸	SLR ⁹	TSC ¹⁰	MDR ¹¹	MFR ¹²	NCC ¹³	SOC ¹⁴	HC ¹⁵	SOC ¹⁶	HI ¹⁷	LI ¹⁸	MUN ¹⁹	MUC ²⁰	BRT ²¹	CRT ²²	LRT ²³	UI ²⁴	TC ²⁵	MC ²⁶	AIR ²⁷	CIV ²⁸	HCC ²⁹	JCC ³⁰	REC ³¹		
Albemarle																																	
Open Space & Recreation, OSR	•					•		•													•						•						
Low Density Residential / Agriculture, RA-30			•																														
Low to Medium Density Residential, R-15				•		•									•						•												
Medium Density Residential, R-10									•																								
High Density Residential, R-6						•						•	•	•			•					•											
Low to Medium Density Residential, R-15				•																		•											
Medium Density Residential, R-10										•														•				•					
High Density Residential, R-6						•								•				•															
Low to Medium Density Residential, R-15				•											•																		
Medium Density Residential, R-10										•														•									
High Density Residential, R-6		•									•			•																			

Place Classification Matrix for Ansonville

	POS ¹	RCS ²	WF ³	RL ⁴	CBS ⁵	RC ⁶	MHC ⁷	LLR ⁸	SLR ⁹	TSC ¹⁰	MDR ¹¹	MFR ¹²	NCC ¹³	SOC ¹⁴	HC ¹⁵	SOC ¹⁶	HI ¹⁷	LI ¹⁸	MUN ¹⁹	MUC ²⁰	BRT ²¹	CRT ²²	LRT ²³	UI ²⁴	TC ²⁵	MC ²⁶	AIR ²⁷	CIV ²⁸	HCC ²⁹	JCC ³⁰	REC ³¹		
Ansonville																																	
Open Space & Recreation, OSR	•																																
Low Density Residential / Agriculture, RA-30			•														•																
Low to Medium Density Residential, R-15				•																		•		•					•				
Medium Density Residential, R-10									•							•		•															
High Density Residential, R-6										•				•											•						•		
Medium Density Residential, R-10						•			•			•													•								
High Density Residential, R-6							•							•																			
Low to Medium Density Residential, R-15				•									•																				
Medium Density Residential, R-10									•														•										
High Density Residential, R-6														•													•						



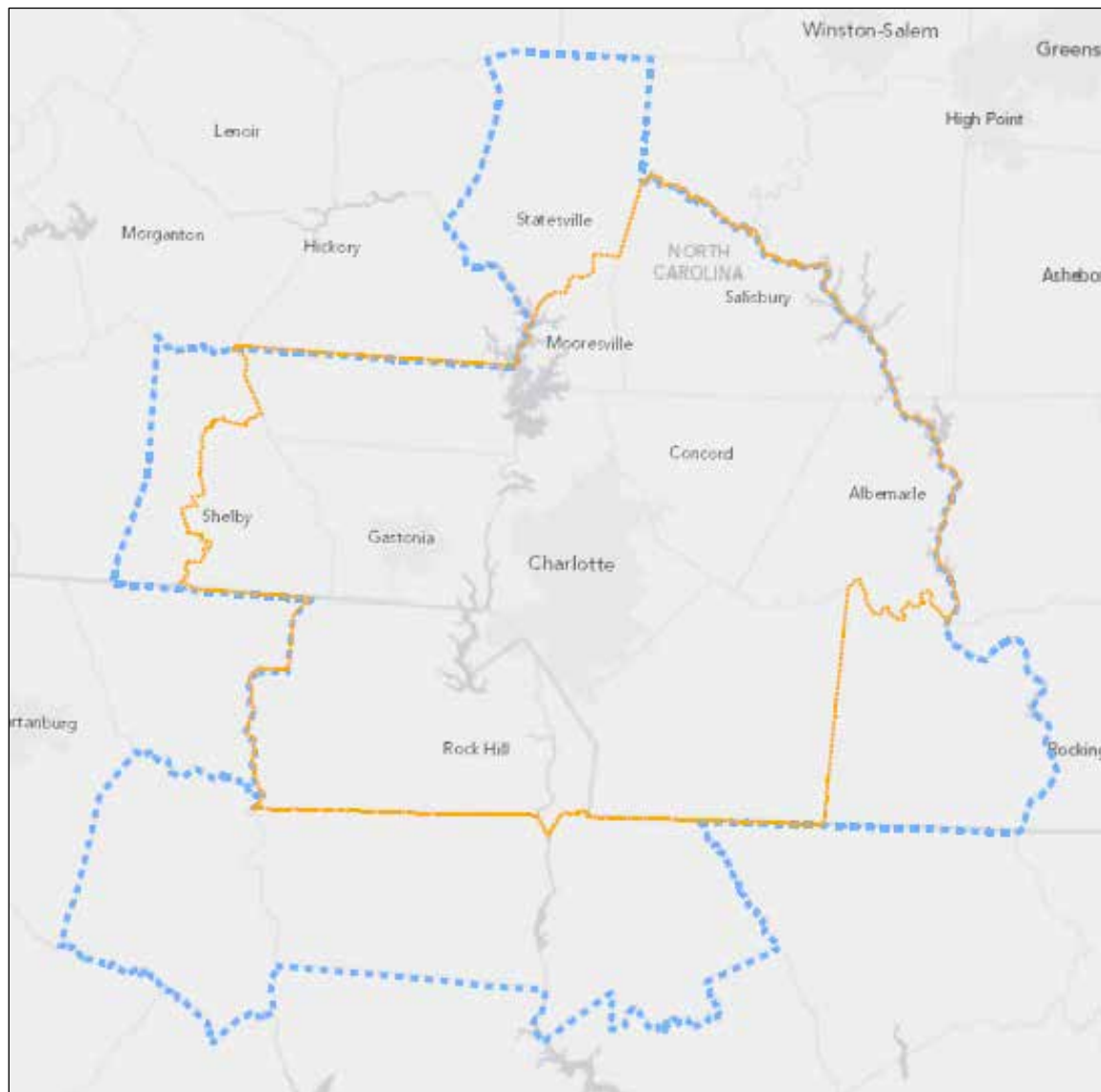
CONNECT *Our Future*



RTDM Model
Boundary



CONNECT
Region





The Five D's

1. Density
Population density
Employment density
2. Design
Place types
3. Distance
Distance to transit
4. Diversity
Jobs to housing ratio
5. Destinations
Levels of congestion





Top Priorities for the CONNECT Region



Parks & Open Space



Improved Water Quality



More Transportation Choices



Improved Air Quality



Support Our Communities



Work Closer to Home



Support Local Farms



More Housing Choices



Cost of Providing Services



Cost of My Commute



Alternative Scenarios



Maintain Suburban Focus



Follow Community Plans



Grow Cities, Towns, Centers & Transit



Focus on Regional Transportation



County-Level Consortium Scenario

149,010

Grid Cells

10

Performance Indicators

7,500

Model Equations

1 How should we grow? Let's Grow by Choice, Not by Chance!

WELCOME



By 2050, our 14-county Greater Charlotte region will add more than 1.8 million people and more than 860,000 new jobs.

CONNECT Our Future is about **working together** to turn the challenges that come with growth into opportunities for **vibrant communities** in a **robust region**.

What is CONNECT Our Future?

CONNECT Our Future is the three-year project of over 90 public, private, and non-profit partners working together with residents to help our region grow by choice, not by chance.

➔ Begin

? help

2 PRIORITIES

3 CONSIDER OPTIONS

4 STAY INVOLVED

Share

f

🐦

✉

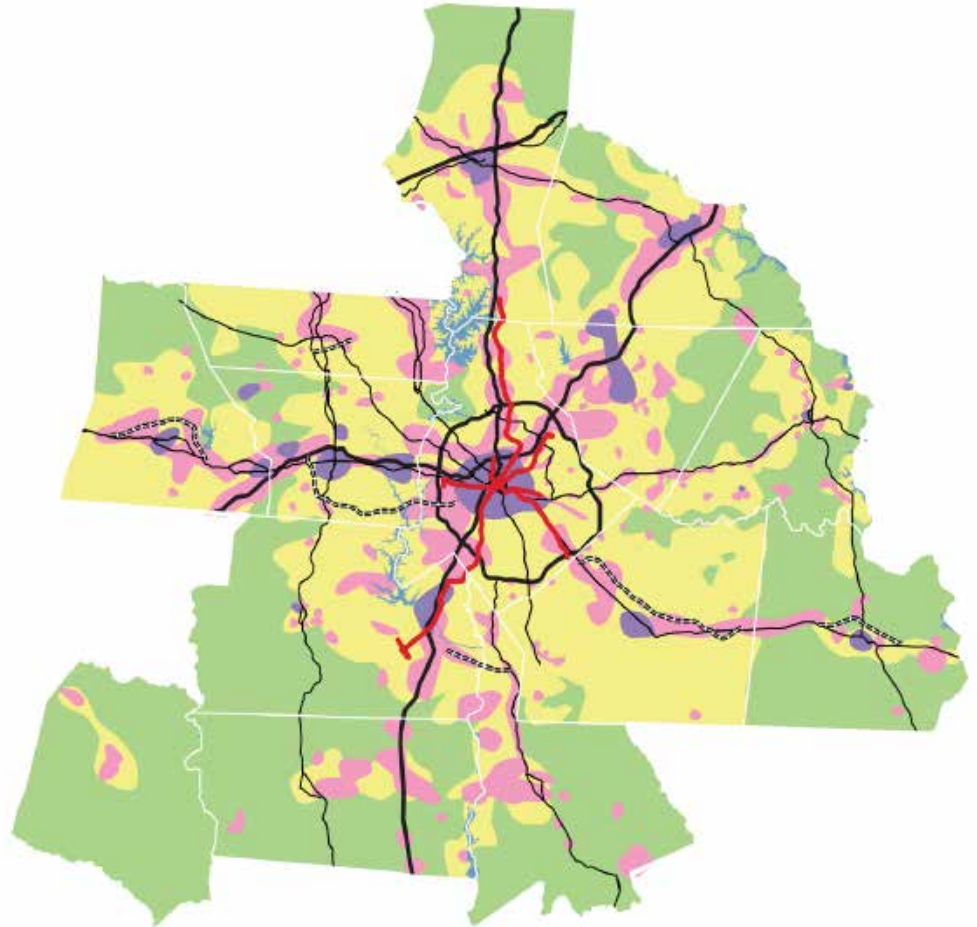
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Maintain Suburban Focus

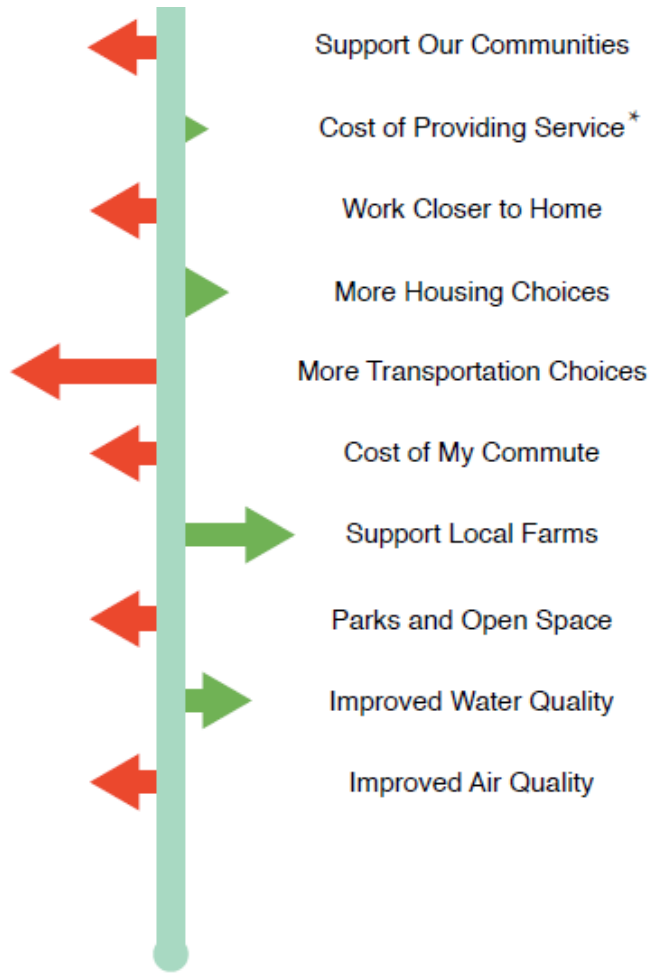


- Support Our Communities
- Cost of Providing Service*
- Work Closer to Home
- More Housing Choices
- More Transportation Choices
- Cost of My Commute
- Support Local Farms
- Parks and Open Space
- Improved Water Quality
- Improved Air Quality

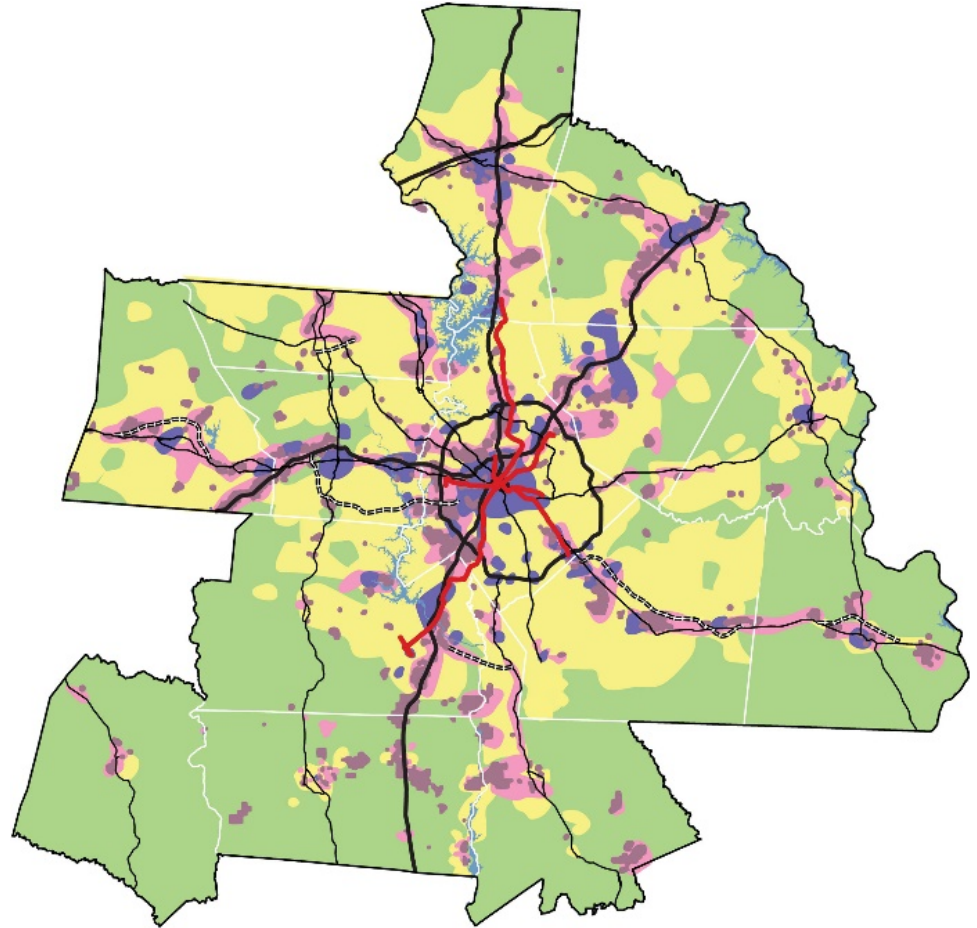




Follow Community Plans



- 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





Grow Cities, Towns, Centers, and Transit



Support Our Communities

Cost of Providing Service

Work Closer to Home

More Housing Choices

More Transportation Choices

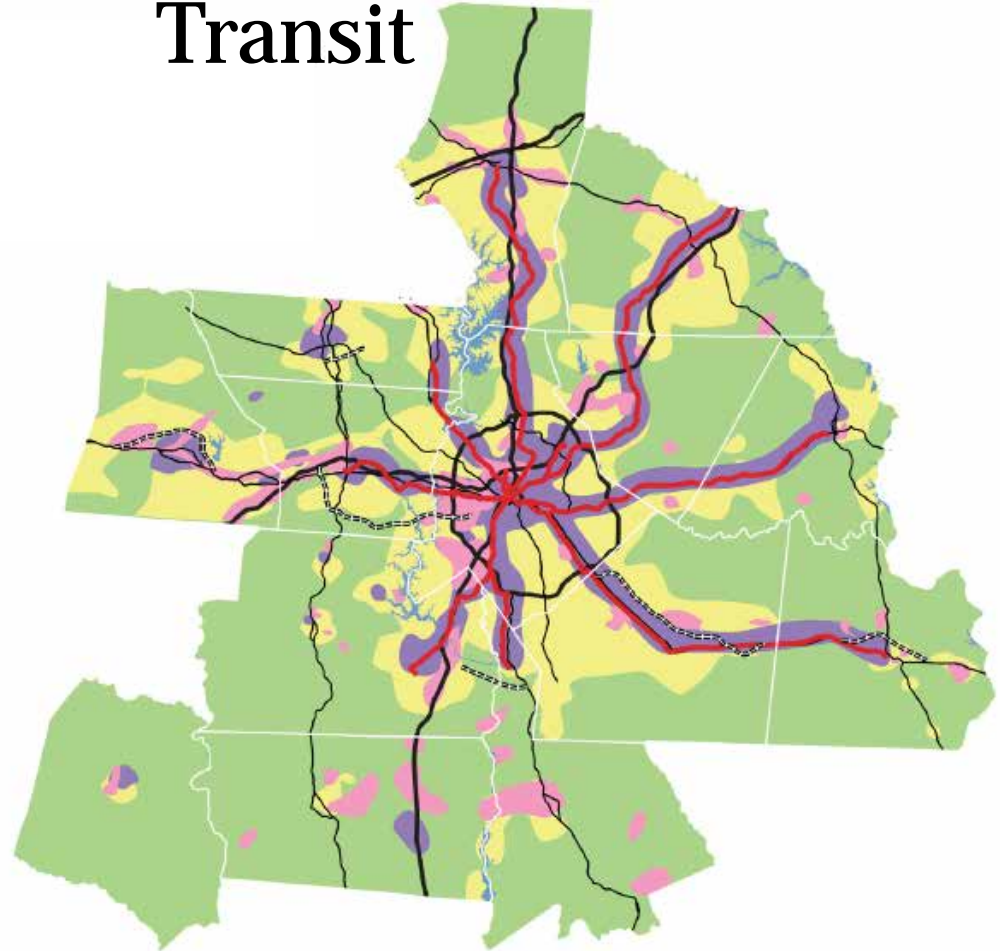
Cost of My Commute

Support Local Farms

Parks and Open Space

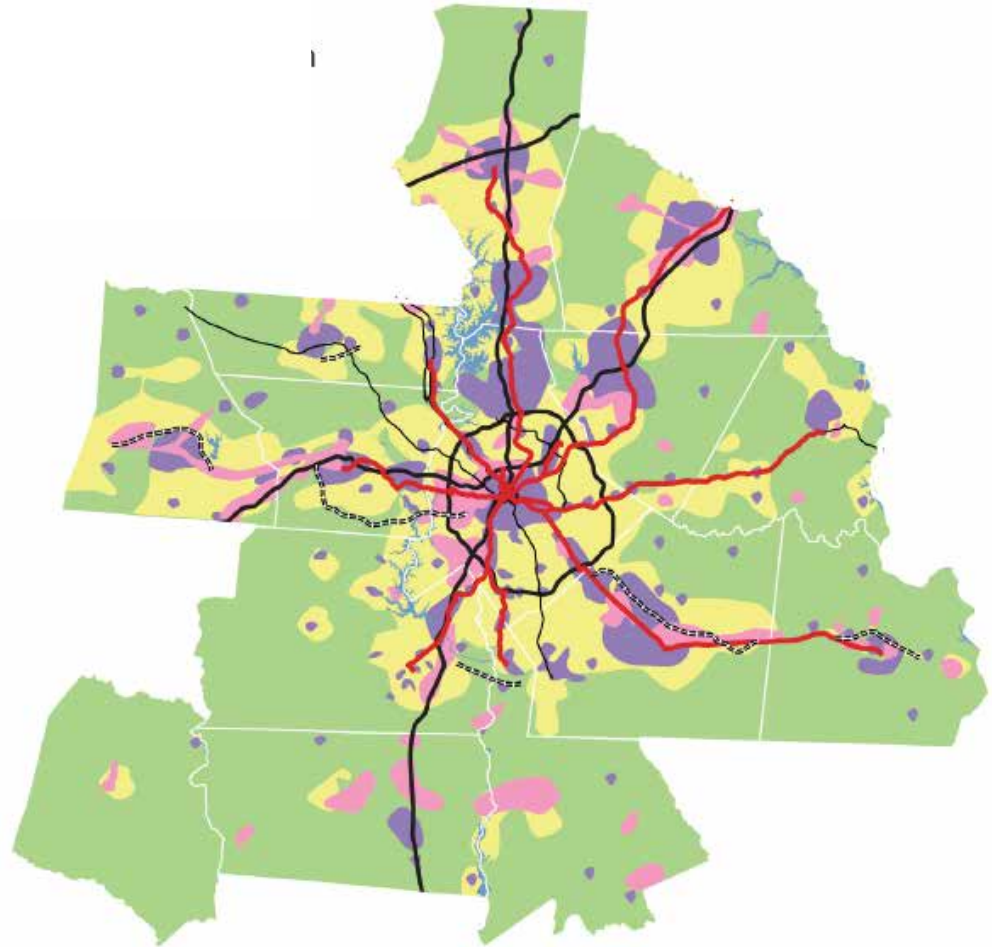
Improved Water Quality

Improved Air Quality





Focus on Regional Transportation





ULI Reality Check 2050

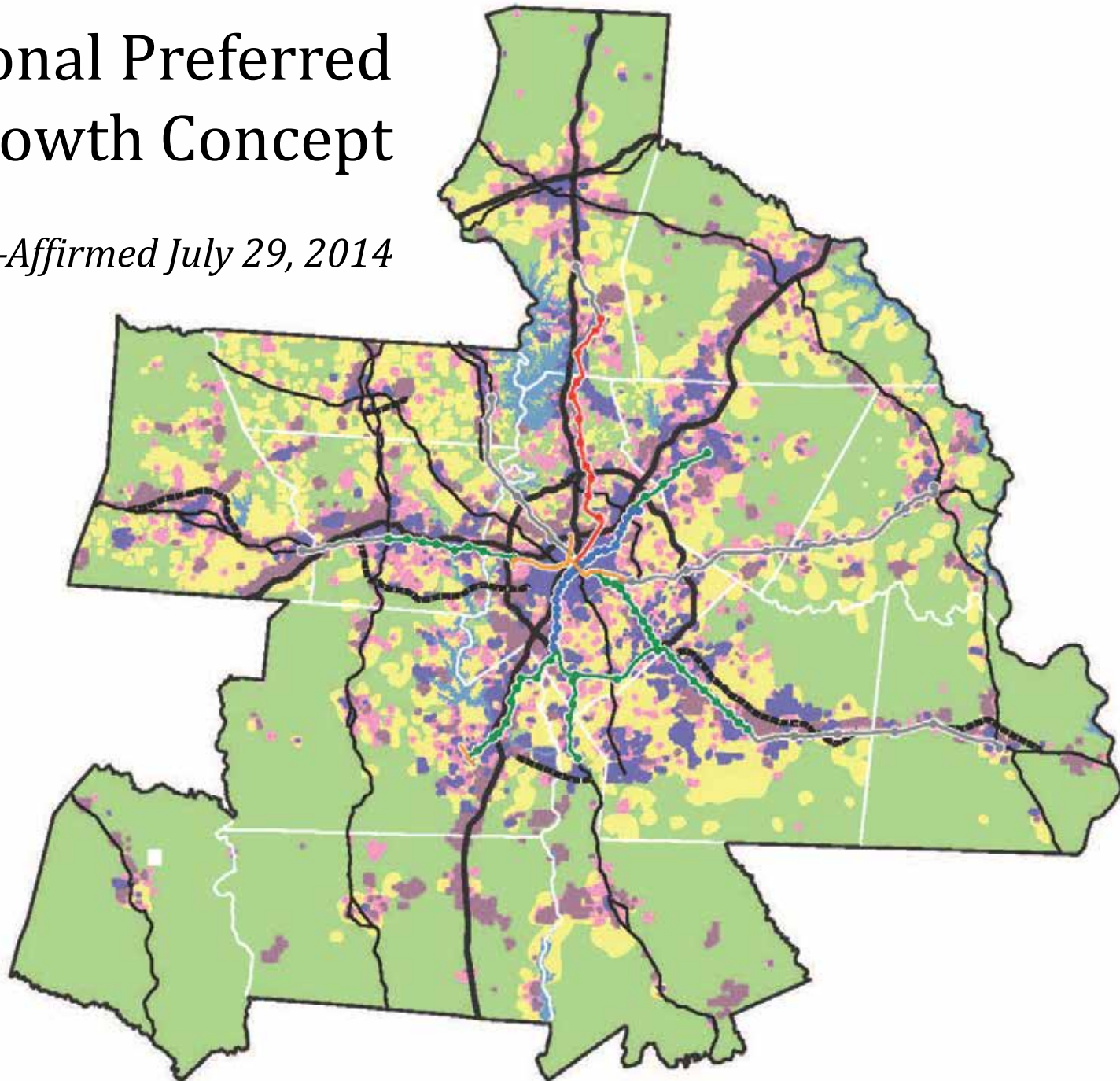




> 7,200
Participants

Regional Preferred Growth Concept






----Affirmed July 29, 2014





Growth Scenario Comparison






What Does this Mean for Local Governments/Region?

Growth Priority (Indicator definition)	County-Level Consortium Scenario Performance #	What Does It Mean for the CONNECT Region?
<p>Parks & Open Space</p> <p>The percentage of people moving to the CONNECT Region that may live near an existing park of some kind (+ result good / - result bad).</p>	<p>Improves Priority Performance (+6%)</p> 	<p>Nearly 93,500 more people will be able to live near an existing park of some kind because of the location and intensity of development in the alternative scenario.</p>
<p>More Transportation Choices</p> <p>The amount of mixed-use, walkable development (as a % of total land area) that could support multiple travel modes (+ result good / - result bad).</p>	<p>Improves Priority Performance (+1%)</p> 	<p>The increase in new mixed-use, walkable development throughout the CONNECT Region equates to an area nearly twice the size of Rock Hill (or 48,166 acres). This type of development generally supports transit, bicycle, and walking trips to meet daily needs.</p>
<p>Support Our Communities</p> <p>The land consumed (as a % of total development footprint) for new growth inside communities vs. outward expansion (+ result good / - result bad).</p>	<p>Improves Priority Performance (+35%)</p> 	<p>The increased emphasis on compact development in the alternative scenario preserves the character of existing cities and towns, while also preserving the surrounding landscape for rural living, working farms, or open space (nearly 432,000 more acres).</p>
<p>Support Local Farms</p> <p>The absolute change for the amount of farmland saved from future development in the alternative scenario (+ result good / - result bad).</p>	<p>Improves Priority Performance (+23%)</p> 	<p>The location and intensity of development in the alternative scenario preserves a significant amount of farmland; nearly 78% of all farmland in the CONNECT Region (approximately 935,100 acres).</p>
<p>Cost of Providing Services</p> <p>The generalized ad valorem tax value per acre change associated with preferred development types, patterns & intensities (+ result good / - result bad).</p>	<p>Improves Priority Performance (+\$12,400) ^</p> <p><small>^ = emphasis on return on investment portion of the index consistent with county-level reporting</small></p> 	<p>The type, pattern, and intensity of development in the alternative scenario generates more ad valorem tax revenue per acre, while smaller services areas should reduce government's cost to serve future growth.</p>



Growth Scenario Comparison

What Does this Mean for Local Governments/ Region?

Growth Priority (Indicator definition)	County-Level Consortium Scenario Performance #	What Does It Mean for the CONNECT Region?
<p>Improved Water Quality</p> <p>Land assumed to be impervious surface (as a % of total development footprint) under the preferred development pattern (- result good / + result bad).</p>	<p>Improves Priority Performance (-9%)</p> 	<p>The decrease in impervious surface throughout the CONNECT Region equates to an area nearly the size of Rock Hill (or 28,684 acres).</p>
<p>Improved Air Quality</p> <p>The amount of CO₂ or NO_x that could be generated by automobiles (- result good / + result bad).</p>	<p>Improves Priority Performance (-15%)</p> 	<p>Reducing vehicle trip lengths and providing more travel alternatives to the automobile should reduce CO₂ and NO_x emissions and improve air quality conditions in the CONNECT Region.</p>
<p>Work Closer to Home</p> <p>An index for the number of people living near potential job opportunities (uses a 10 mile radius) (+ result good / - result bad).</p>	<p>Improves Priority Performance (+14%)</p> 	<p>More opportunities to live and work nearby should shorten trip lengths, reduce commute times, and provide more travel mode options. All of this will give people extra time to do important things in their lives.</p>
<p>More Housing Choices</p> <p>An index for the variety of housing choices in the scenario. A positive score (0-10) is an improvement over the starting scenario (0 = Low / 10 = High).</p>	<p>Improves Priority Performance (4)</p> 	<p>A mid-range index score represents a reasonable number of housing choices to meet future demand; including rural, suburban, walkable suburban, and urban living conditions.</p>
<p>Cost of My Commute</p> <p>The percentage of household income spent on transportation (dual income household) (- result good / + result bad).</p>	<p>Improves Priority Performance (-1%)</p> 	<p>A decrease in the amount of household income spent on transportation means more money available to families for other households needs.</p>



Preferred Growth Concept

What Does this Mean for Local Governments/ Region?



More Vibrant Downtowns



Preserved Farmland



Preferred Growth Concept

What Does this Mean for Local Governments/ Region?



New Walkable Activity Centers



More Housing Choices



Regional Transit Conversation - Transportation Choice





Supportive Land Uses





Scenario Planning

MAP-21 Proposed Rules (6/2/2014)

MPOs may use scenario planning, an analytical framework, to inform decision makers about the implications of various investments and policies on transportation system condition and performance, during the development of their plan.



U.S. Department of Transportation
**Federal Highway
Administration**

CONNECT *Our Future*



Empowering Decision-Makers

Mark E. Kirstner, AICP

Piedmont Authority for Regional Transportation
PiedmontTogether.org

Context

- 12-county comprehensive regional plan
- Two lead agencies
- Funding from HUD
- 3 years
- Piedmonttogether.org

Empowering Decision Makers

“What I want is a guide book sitting beside me that gives a glimpse into the consequences of my decisions.”

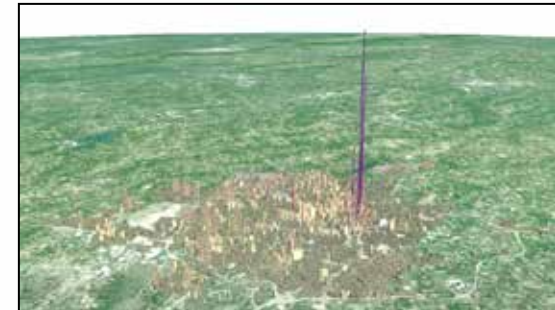
Mike Barber, 2001 Guilford County Commissioner
in response to the question...How will you want
to use the county's updated land use plan?

Decision Making Tools

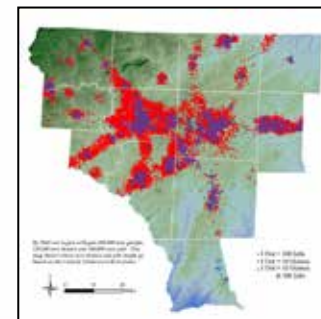
Local Design Charrettes



Land Value Analysis



Scenario Modeling



Decision Making Tools

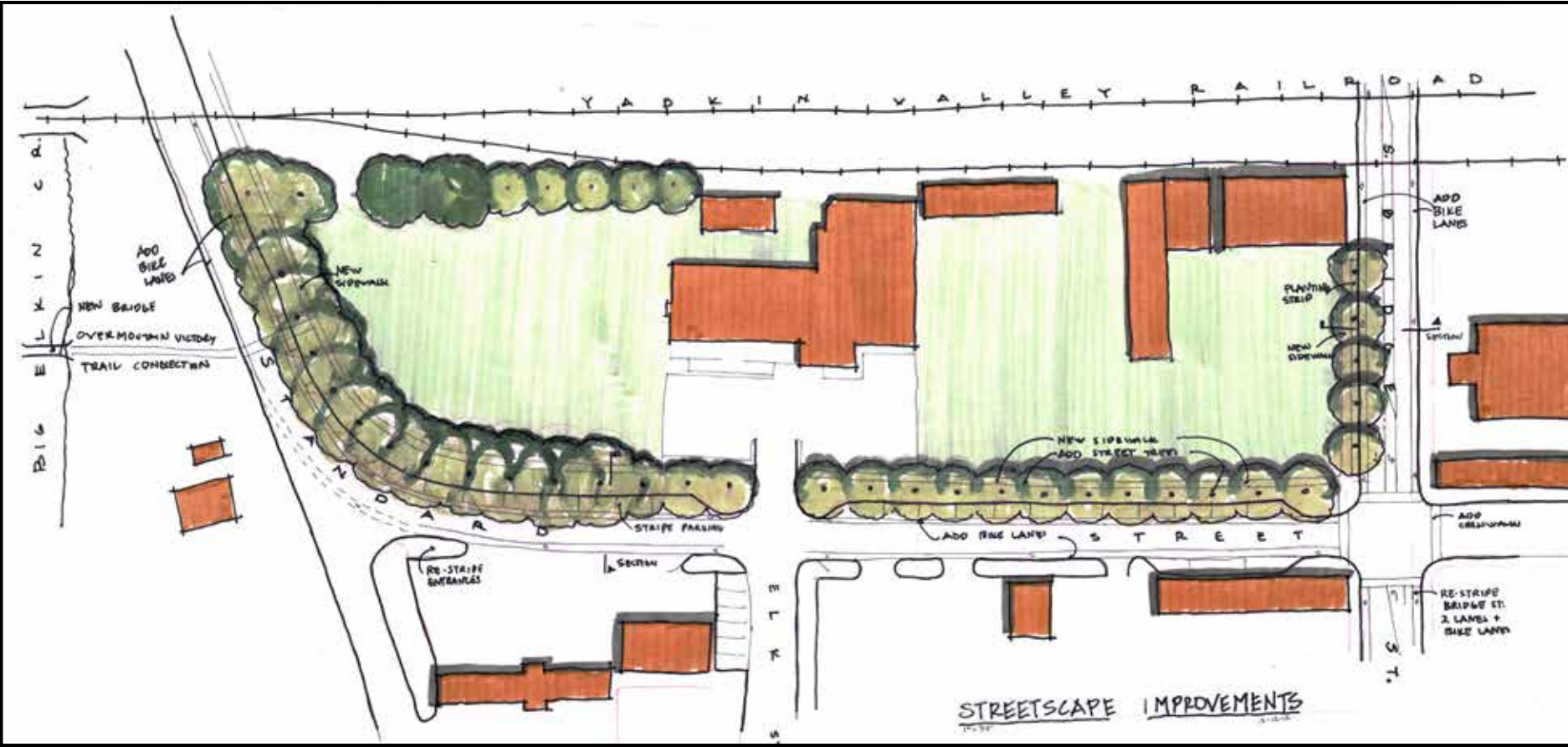
Local Design Charrettes

- Seven over a year and a half period
- 550 participants total
- Local team of architects and planners
- Maximize participation
- Appointing local citizen planners
- 2 to 3 day period
- Immediate results...well almost









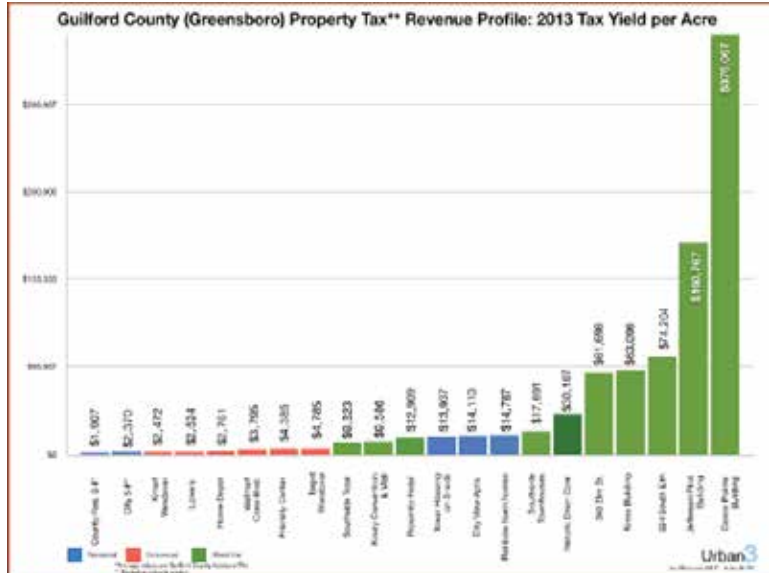
Decision Making Tools

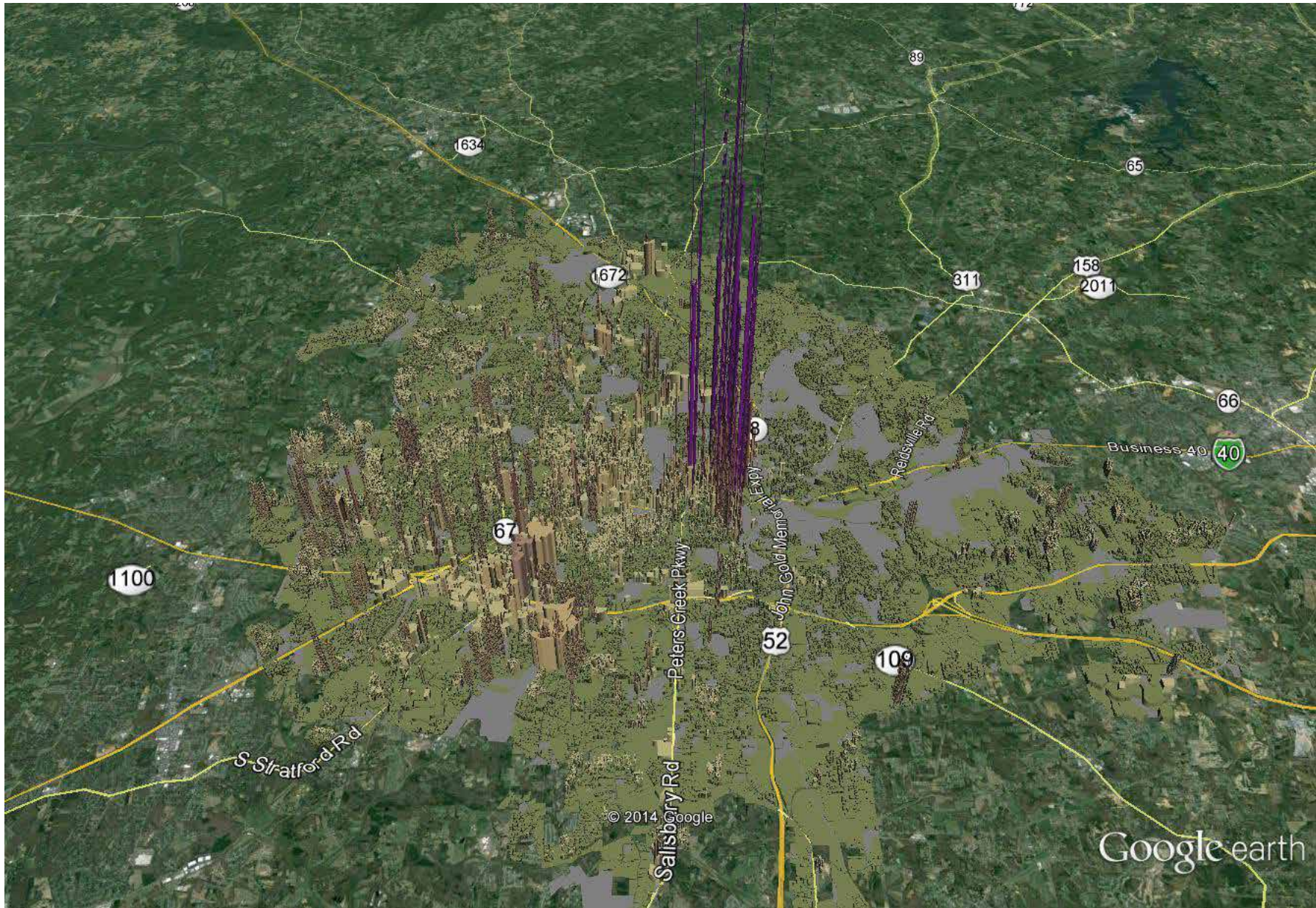
Land Value Analysis

- Based on actual tax appraiser data
- Generation of revenue (property tax)
- Small town and Big city
- County support for downtown development



The Dollars and Sense:
The True Cost and Benefits of Downtown Development







Walmart (Peters Creek Pkwy)

- 27.05 acres
- \$746,736/acre



Lowe's Home Improvement

- 27.29 acres
- \$605,931/acre



Old Wachovia Bank Building

- 0.24 acres
- \$22,509,981/acre



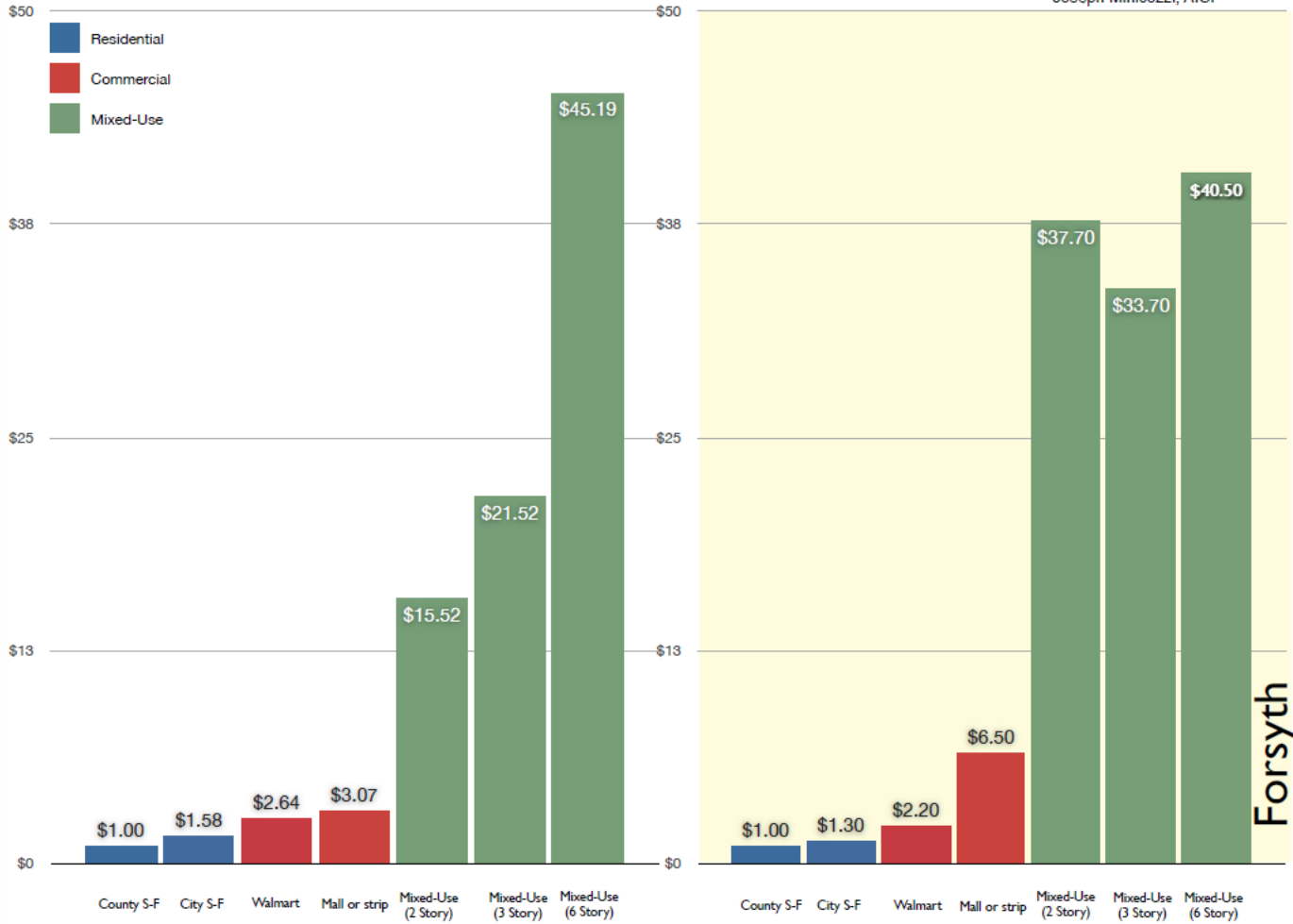
1 Park Vista Lane

- 0.29 acres
- \$60,044,751/acre

County Property Taxes/Acre

Ratio Difference of Piedmont Region Sample Set

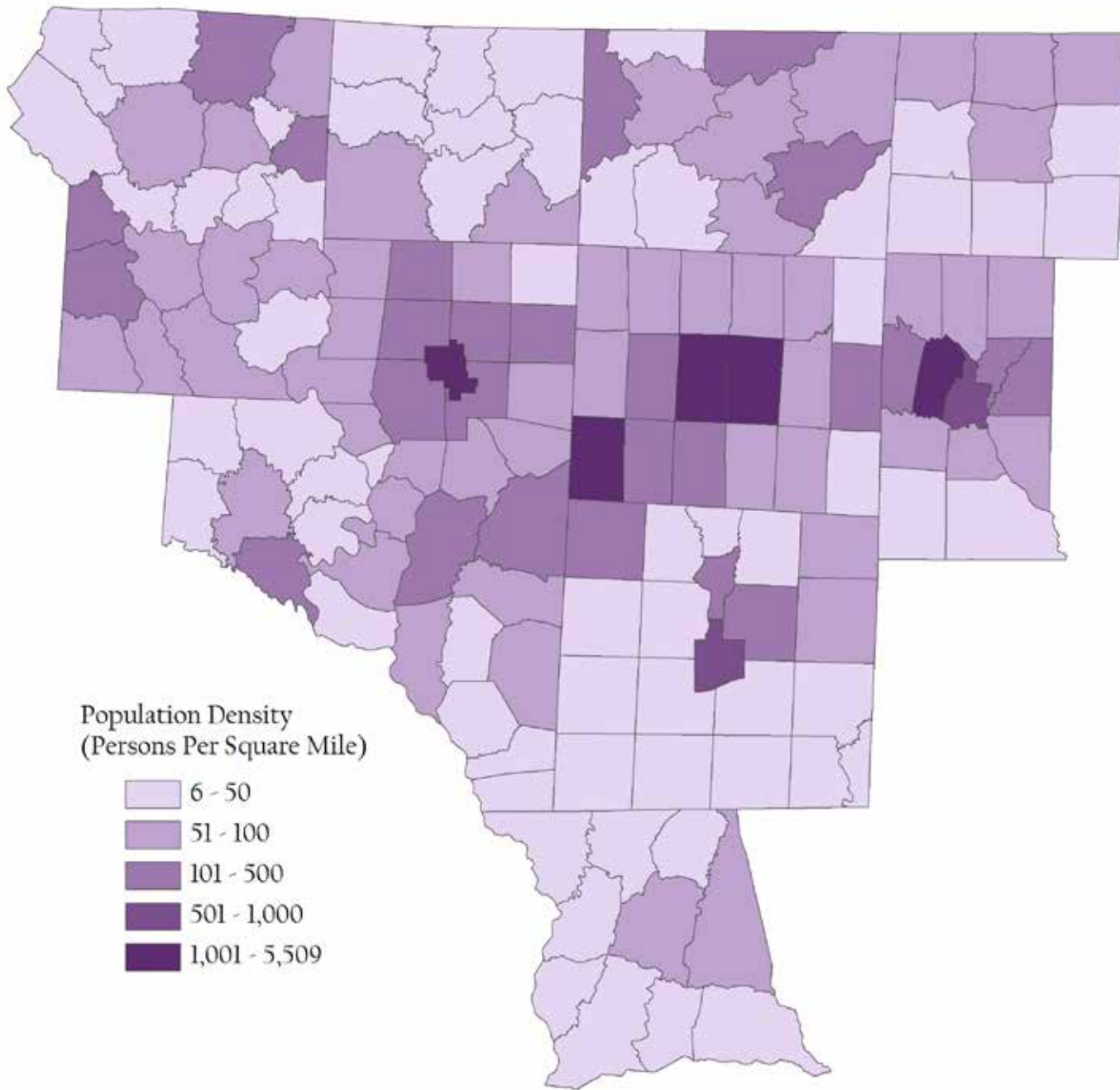
Urban³
Joseph Minicozzi, AICP



Decision Making Tools

Scenario Modeling

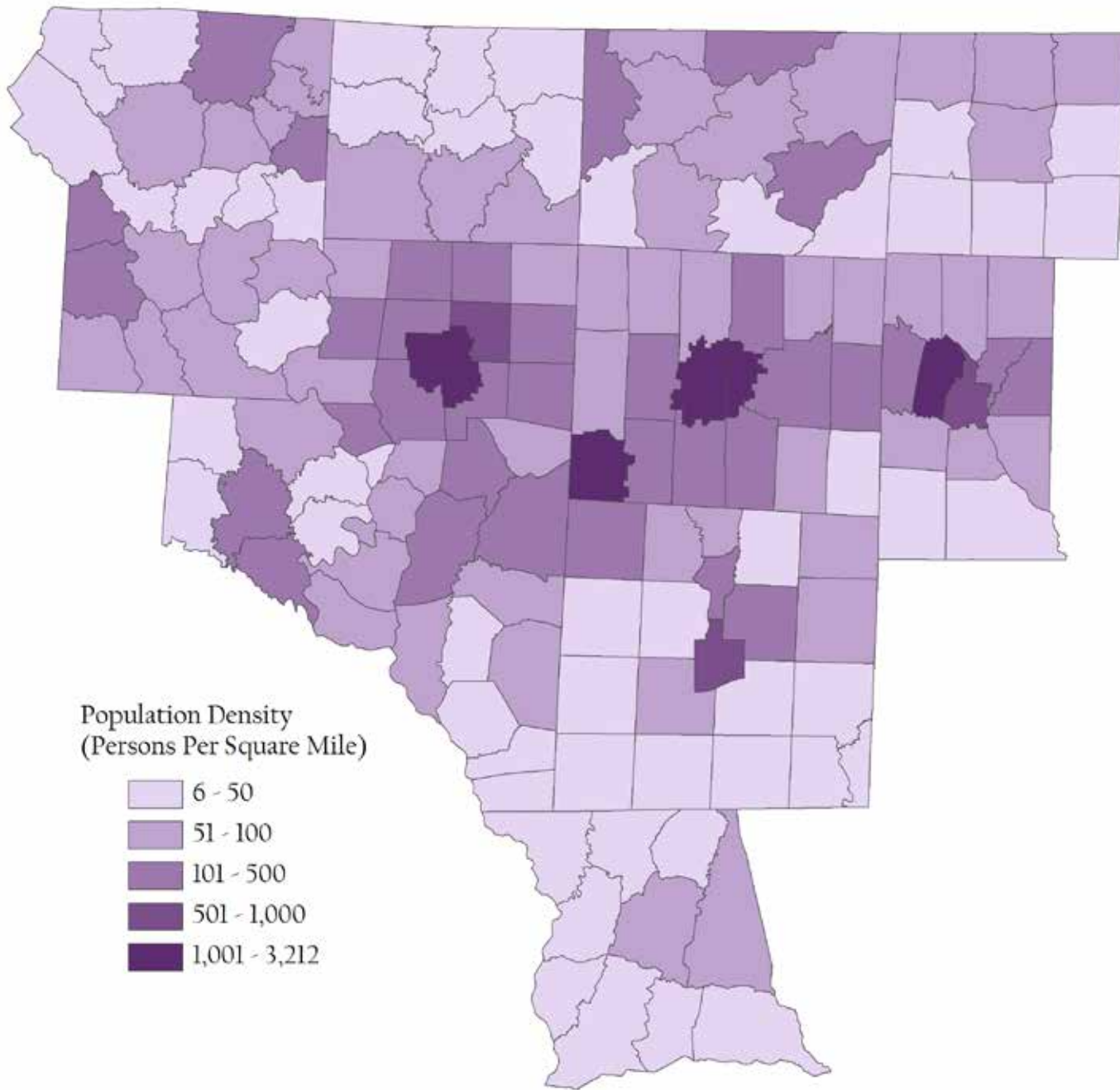
- Just another tool, its not a crystal ball
- Input: Actual data and some assumptions
- Difficult setup
- Test numerous scenarios
- Helps to tell a story
- Great maps



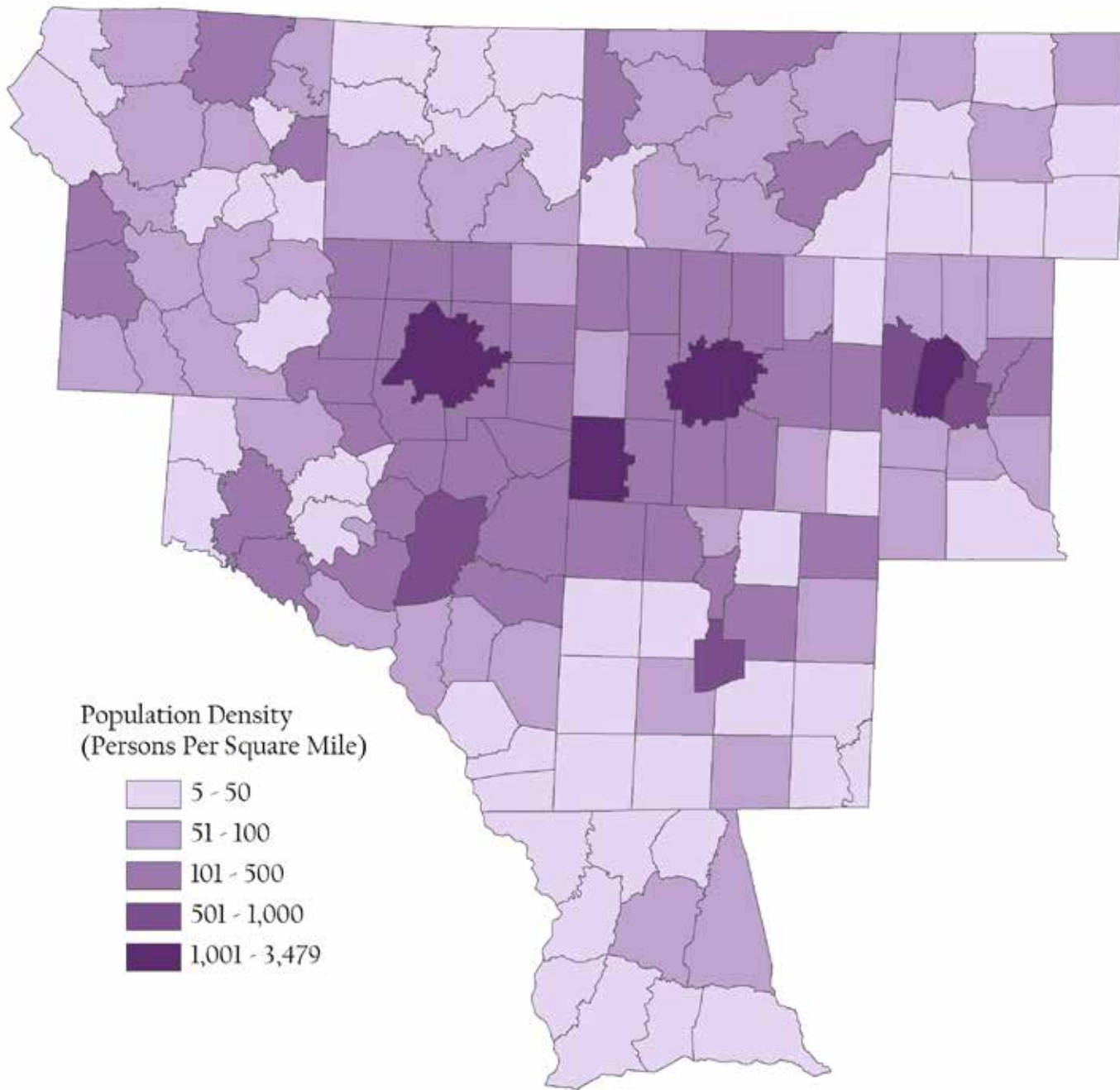
Population Density
(Persons Per Square Mile)

- 6 - 50
- 51 - 100
- 101 - 500
- 501 - 1,000
- 1,001 - 5,509

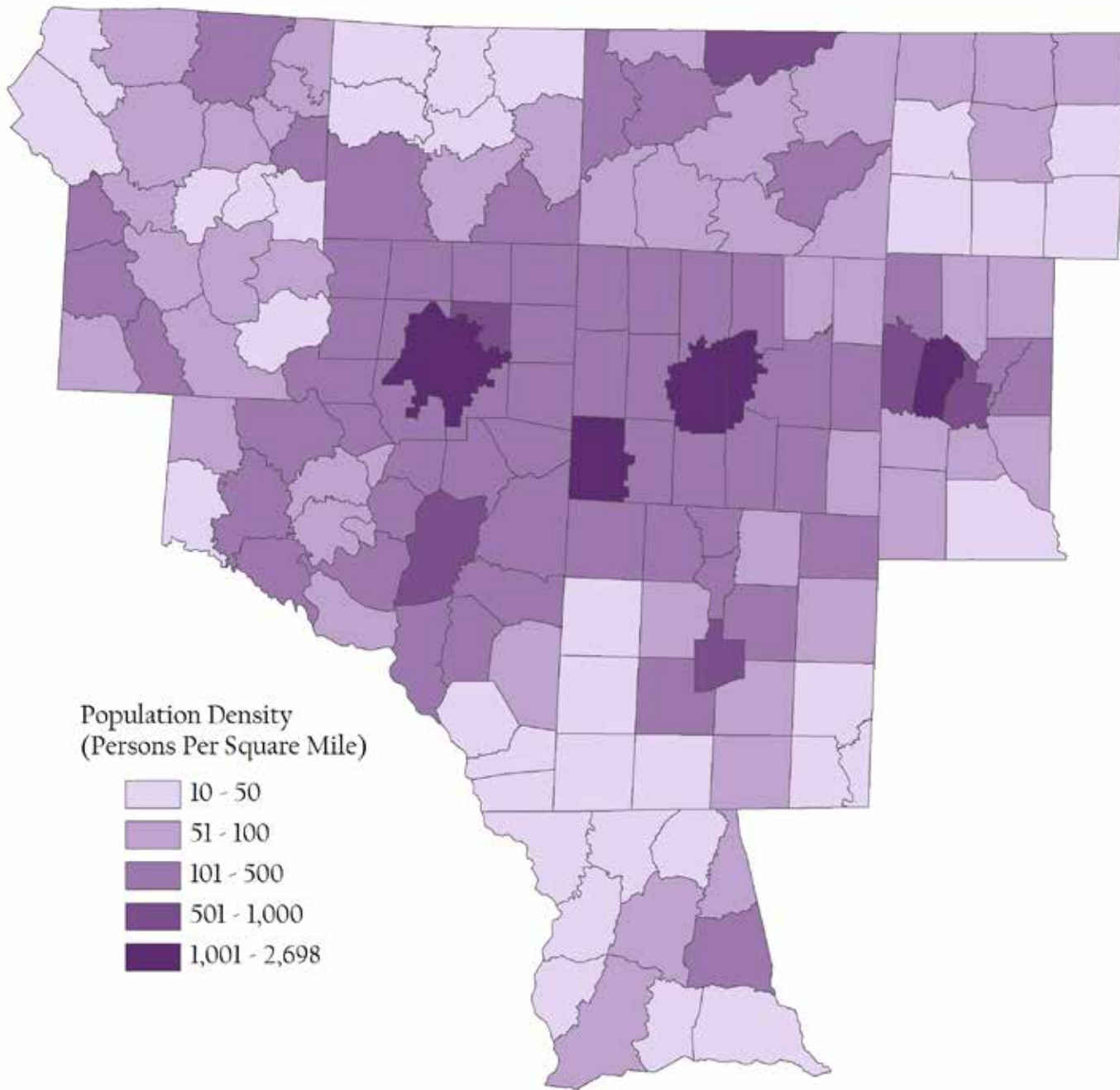
1950



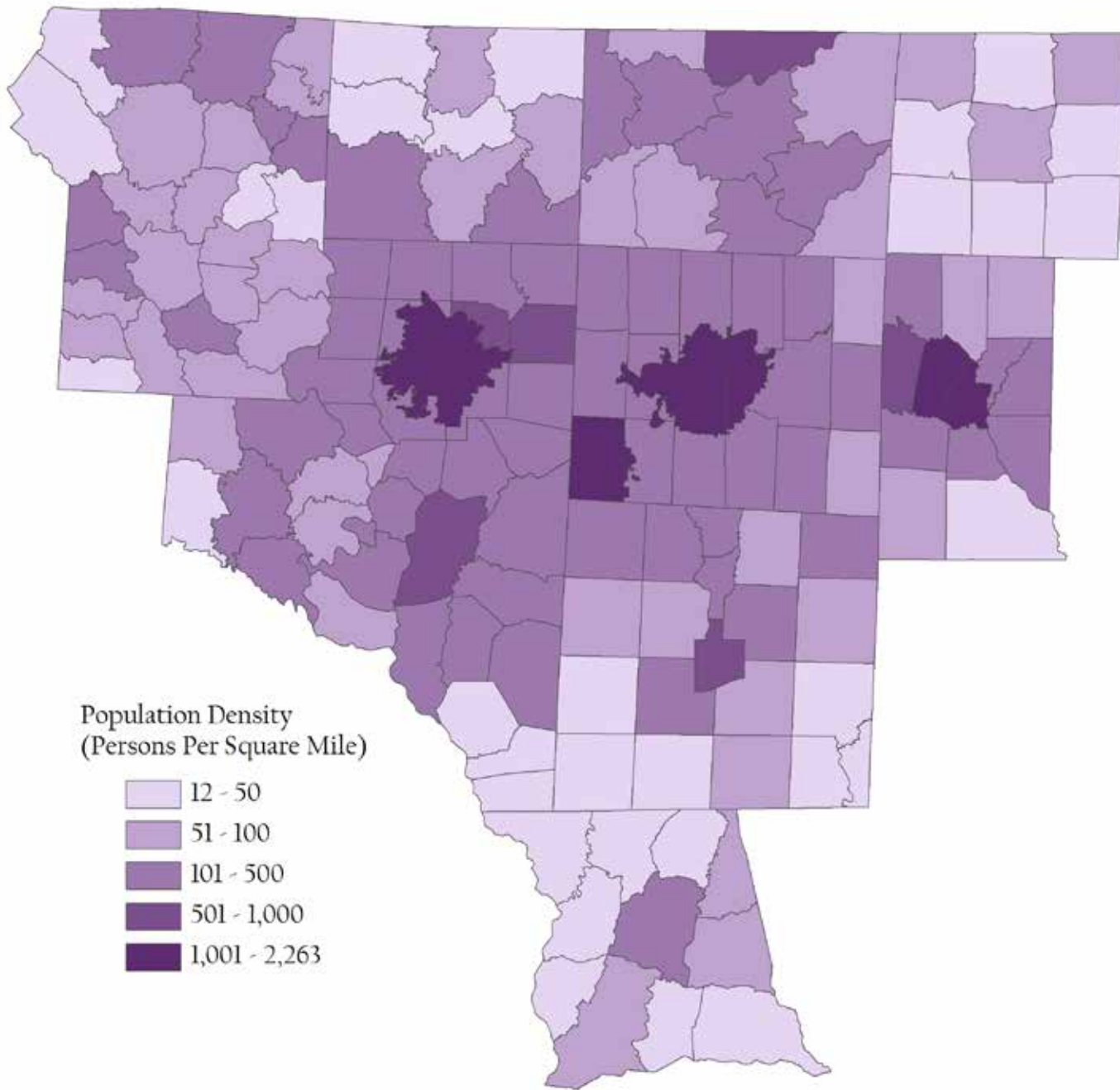
1950 1960



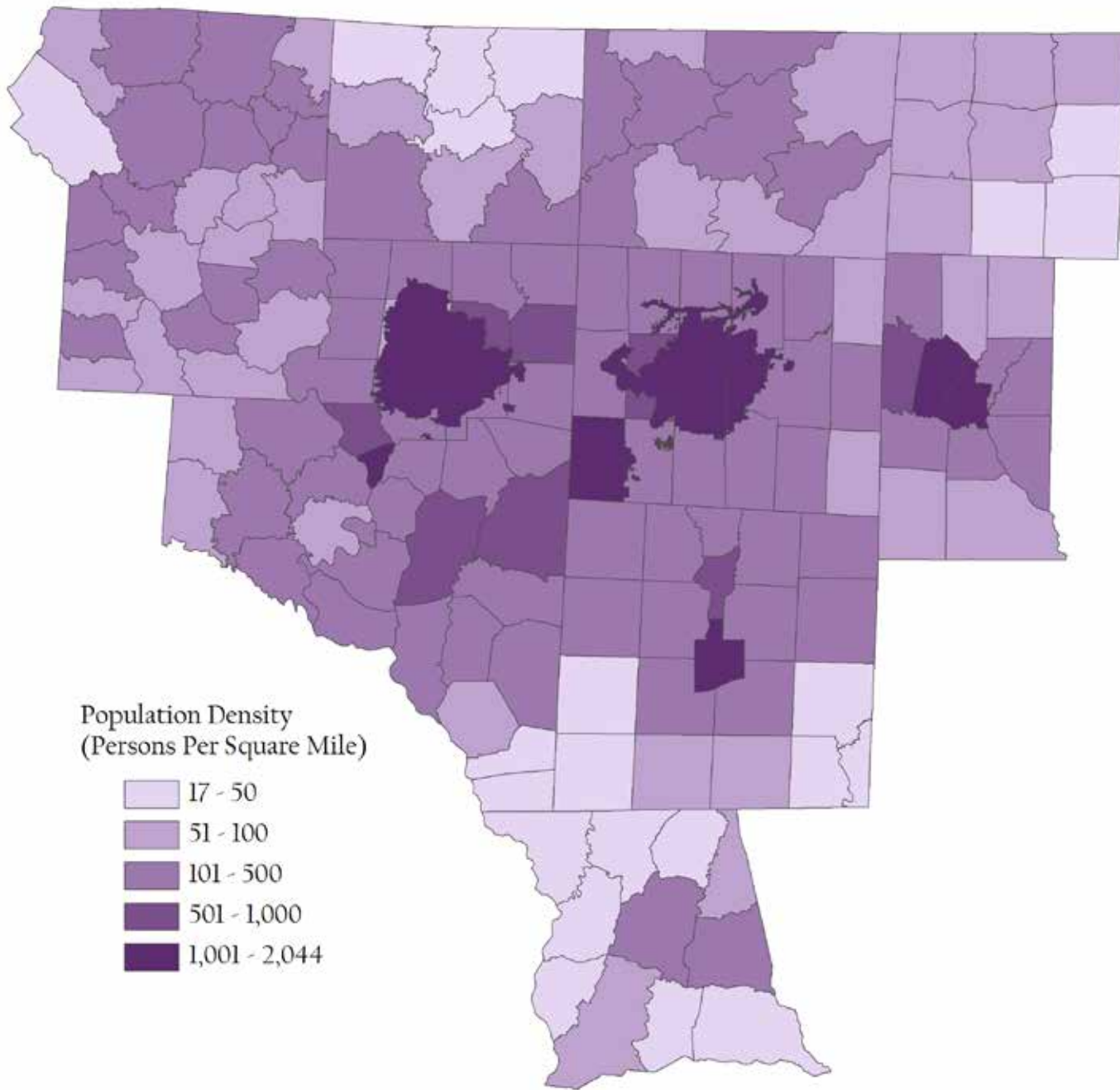
1950 1960 1970



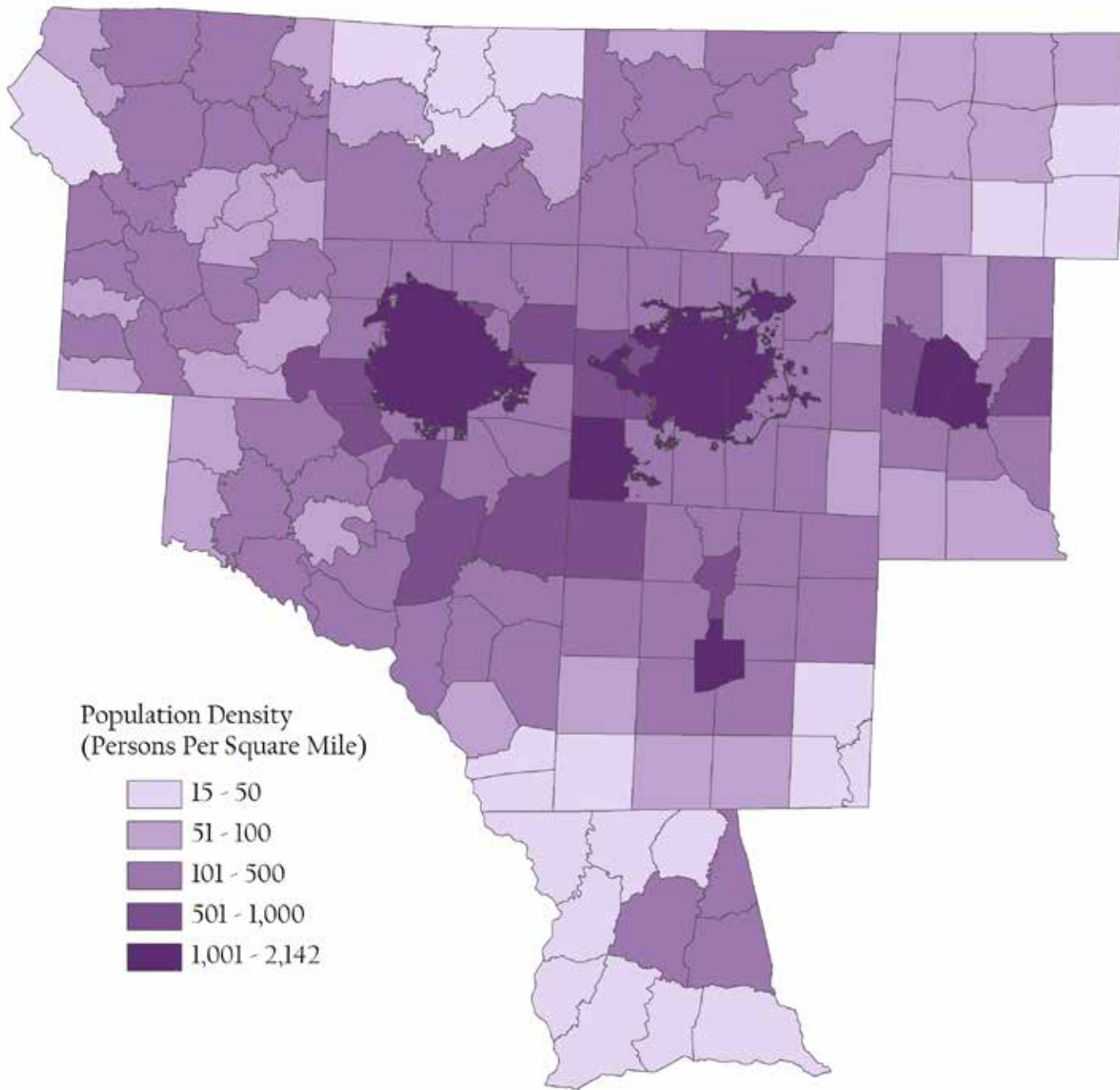
1950 1960 1970 1980



1950 1960 1970 1980 1990



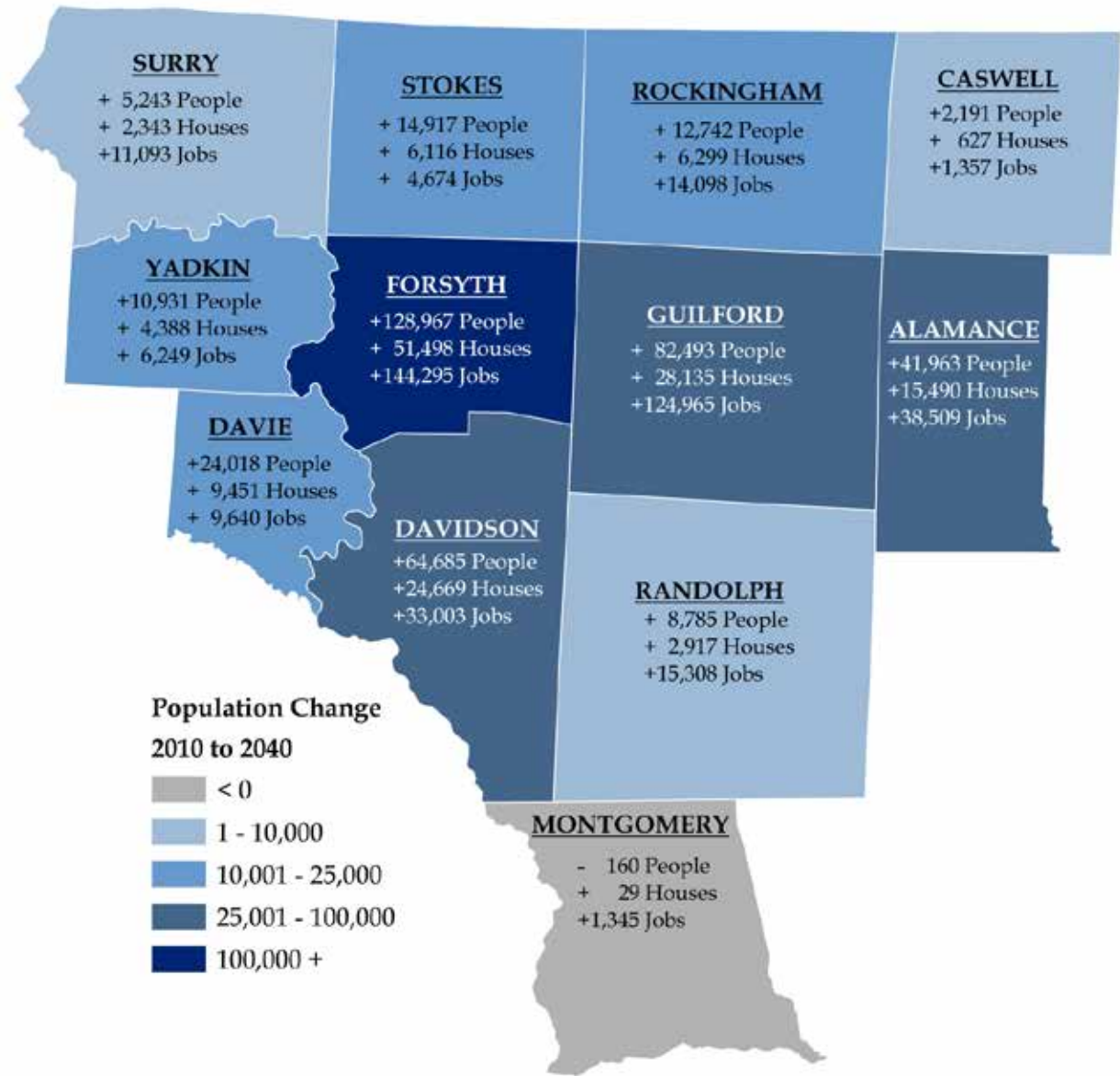
1950 1960 1970 1980 1990 2000



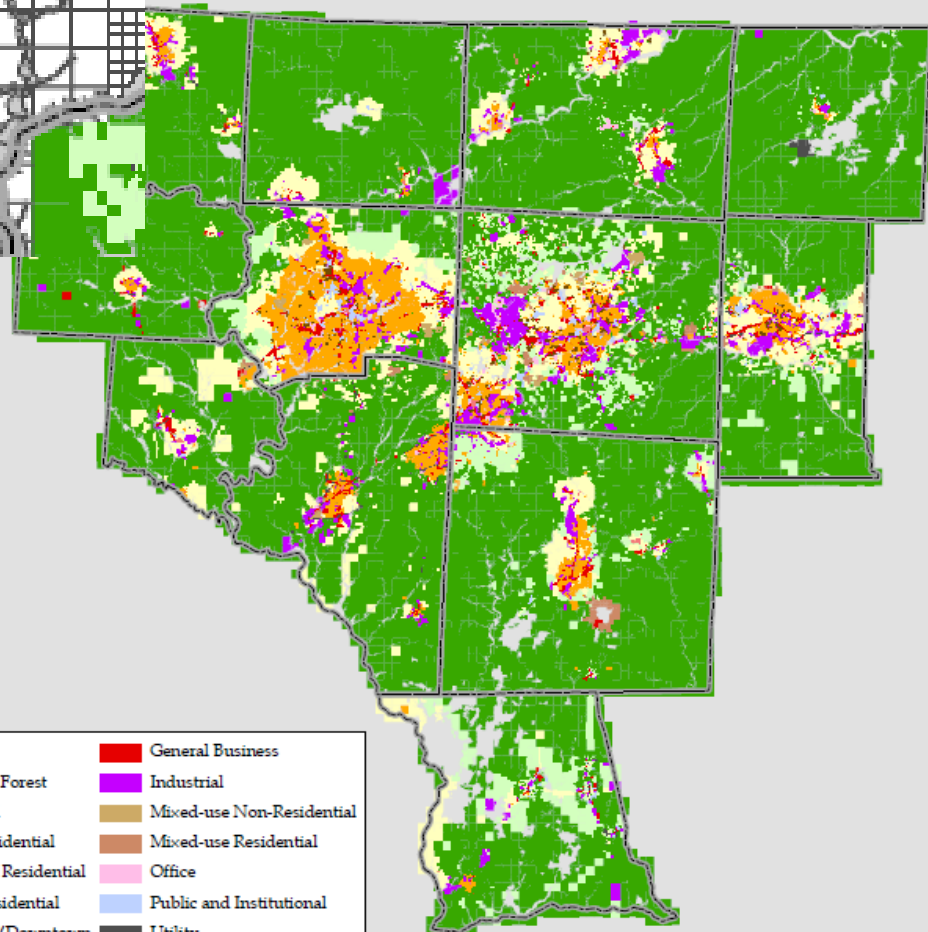
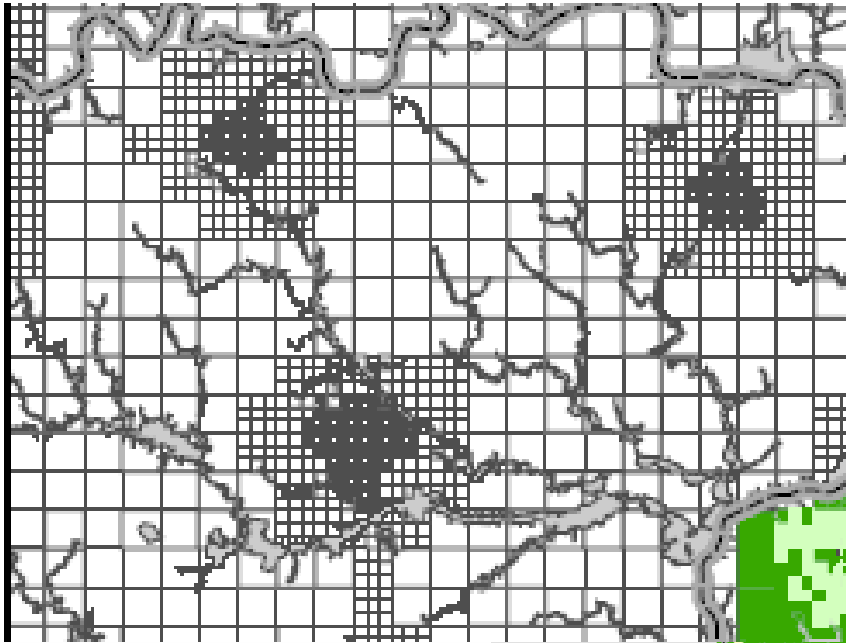
1950 1960 1970 1980 1990 2000 2010

County Totals

2010 to 2040



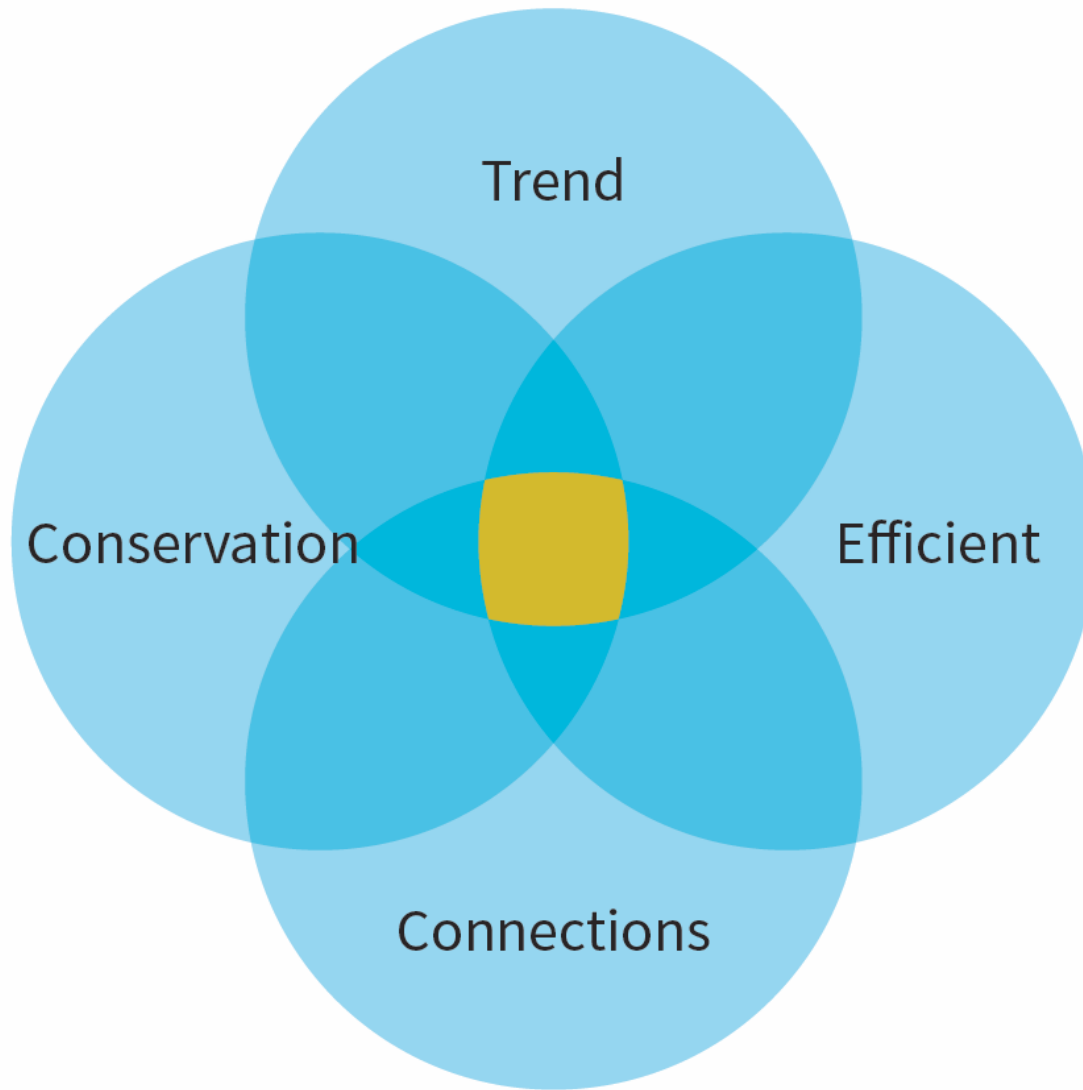
Source: Woods & Poole County Profiles, 2013



ZONING	
■ Agricultural and Forest	■ General Business
■ Rural Residential	■ Industrial
■ Low Density Residential	■ Mixed-use Non-Residential
■ Medium Density Residential	■ Mixed-use Residential
■ High Density Residential	■ Office
■ Central Business/Downtown	■ Public and Institutional
	■ Utility



Growth Scenarios

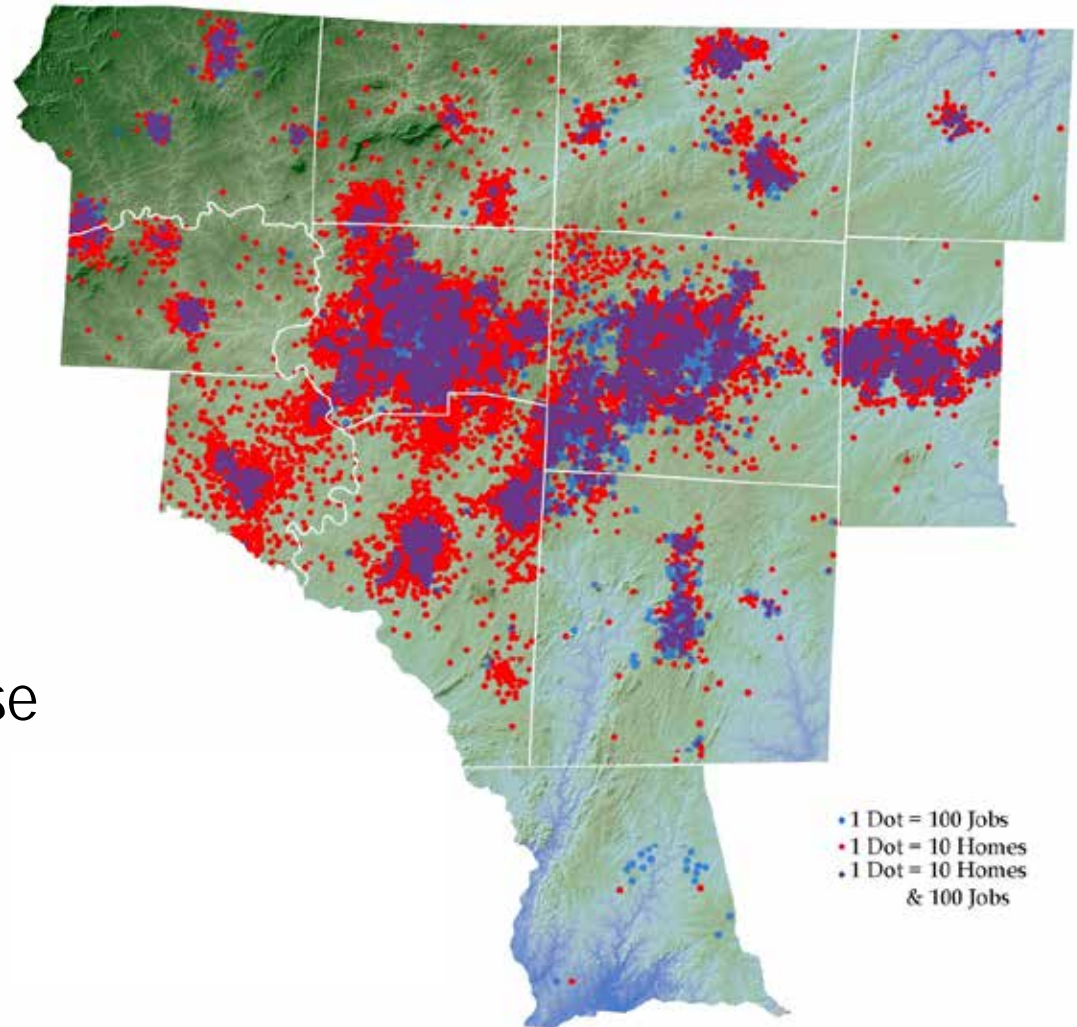


Suitability Characteristic		Sign Trend	Efficient	Connections	Conservation	Hybrid	
Efficient	Redevelopment Opportunity Areas	+		10		10	
	Town Centers	+	7	9.5	7	9	
	Service Areas	+	9	10	9	7	
	Activity Centers	+	8	8	8	6	
	ETJ Limits	+	8	8			
Connections	PART Stops	+	5	8	10	10	
	Transit Centers	+			9	10	
	Local Bus Routes	+	5	8	8	9	
	Transit Corridors	+			9	9	
	Street Cars	+			9	9	
	Rail	+	6	9	10	8	
	PART Park & Ride Lots	+	5	8	10	7	
	Interchanges	+	8	7	8	7	
	Major Roads	+	9	7	9	6	
	Intersections	+	9	7	9		
	PART Shuttle Service Area	+			8		
Conservation	Natural Heritage Areas	-	5	5	5	10	10
	Critical Water Supply Watersheds	-	5	6	5	7	9
	Protected Water Supply Watersheds	-	5	5	5	7	7
	Streams & Wetlands	-				8	8
	Steep Slopes	-				7	7
	Hydric/Erodible Soils	-				7	7
	Landscape Habitat Indicator Guilds	-				10	
	Prime Farmland Soils	-				8	
	Contiguous Forest Cover	-				8	
	Greenway Buffer	-			7	5	

Current Trend Growth Scenario

Key Inputs:

1. Current Single/Multi-Family Split
2. Historic Growth Trends
3. Existing Environmental Regulations
4. Existing transportation choices
5. Reflects current land use patterns
6. Limited growth restrictions





Efficient

Key Inputs:

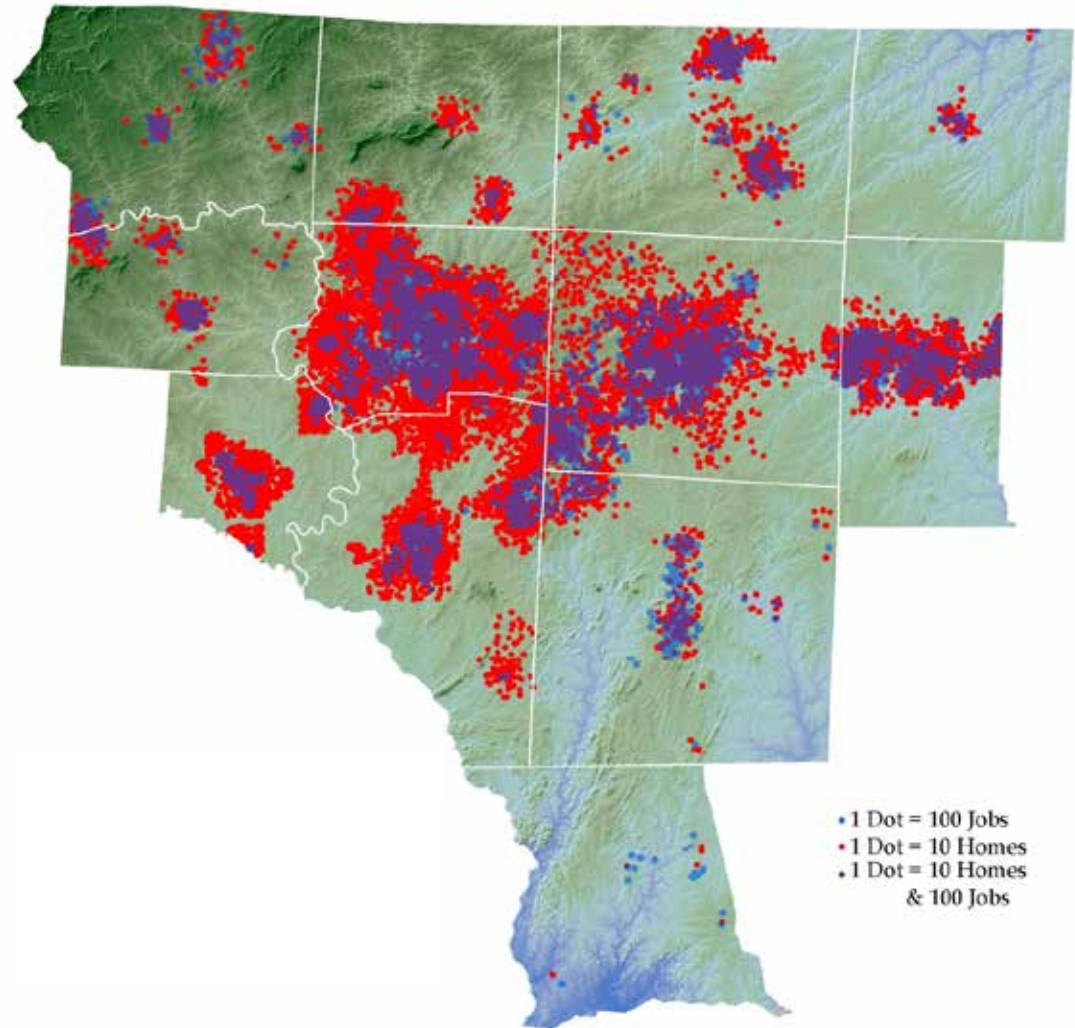
- Existing Service Areas
- Redevelopment Opportunity Areas
- Focus on Downtowns
- More Mixed-use



Efficient Growth Scenario

Key Inputs:

1. Utilizing Existing Service Areas
2. Redeveloping Opportunity Areas
3. Focus on Downtowns
4. More Mixed-use Development
5. Directs growth to transit corridors
6. Mixed-use and redevelopment priority within service areas



Connections Growth Scenario

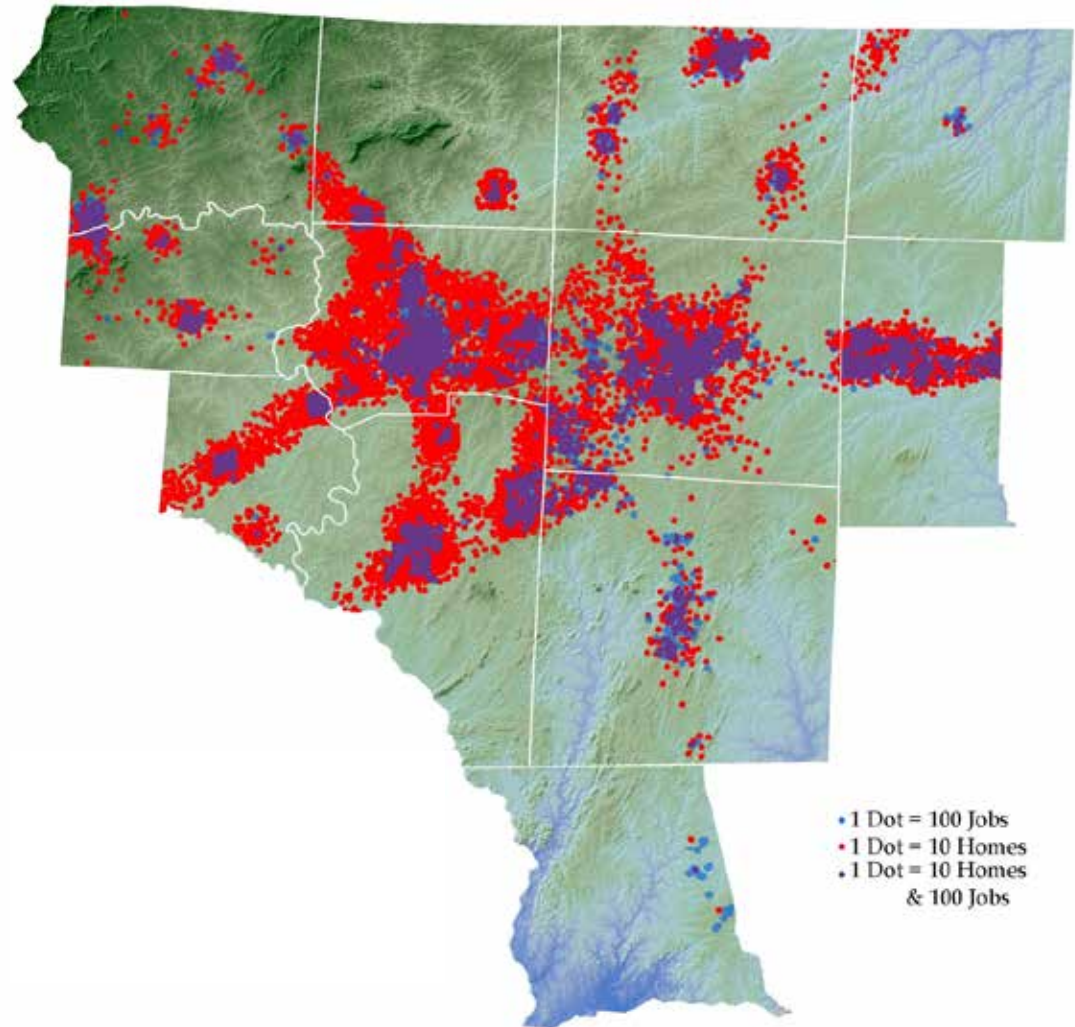
- ↑ Transportation choices
- ↑ Freight movement
- ↑ Locally produced goods



Connections Growth Scenario

Key Inputs:

1. Mass Transit Opportunities between Big Cities
2. Improving Connections between Large and Small Cities
3. Restricted growth to transit corridors
4. Allowed for mixed-use and redevelopment in transit zones



Conservation Growth Scenario

- ↑ Local renewable energy production
- ↑ Tourism
- ↑ Farm & forest lands





Conservation

Key Inputs:

- Protects our most valuable:
 - Habitats
 - Farmland
 - Forestland
 - Rivers & Lakes

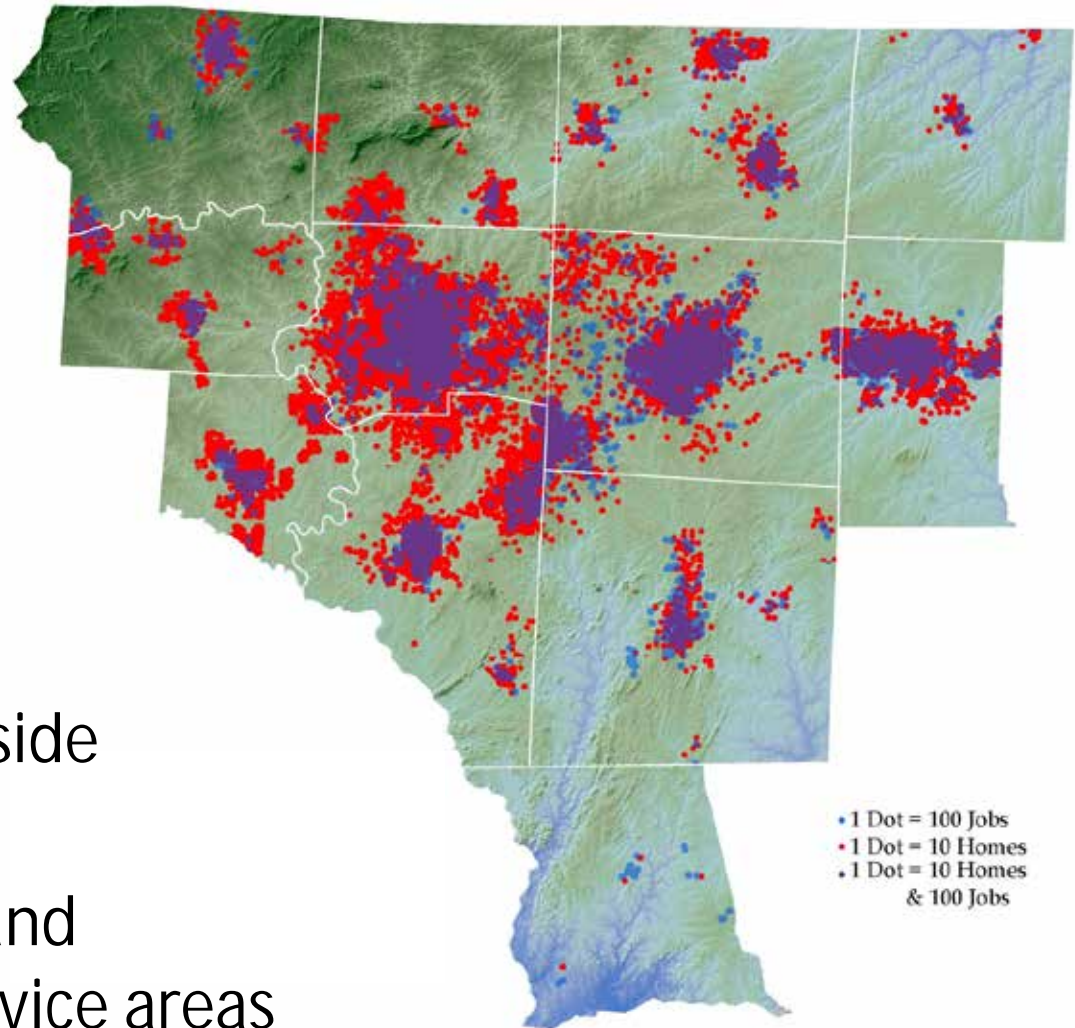


Places and Spaces

Conservation Growth Scenario

Key Inputs:

1. Protecting our most valuable:
 - Habitats
 - Farmland
 - Forestland
 - Rivers & Lakes
1. Minimize growth outside service areas
2. Allow for mixed-use and redevelopment in service areas



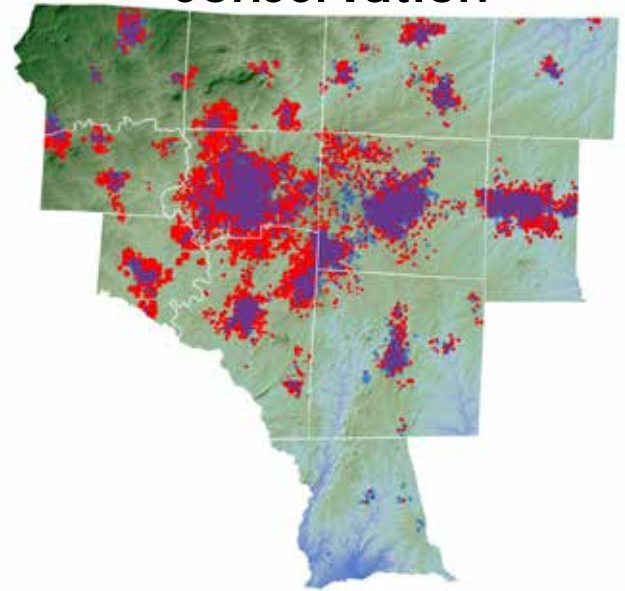
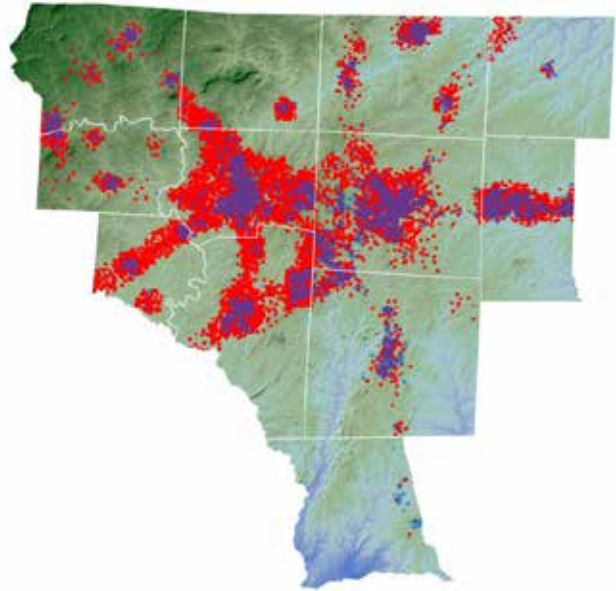
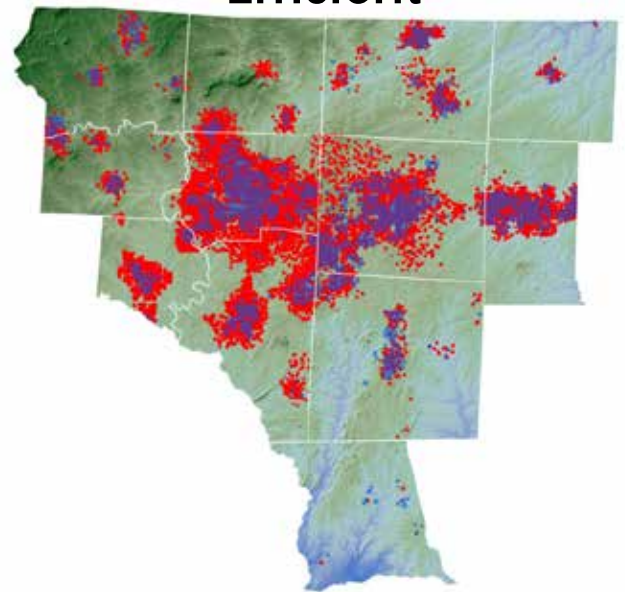
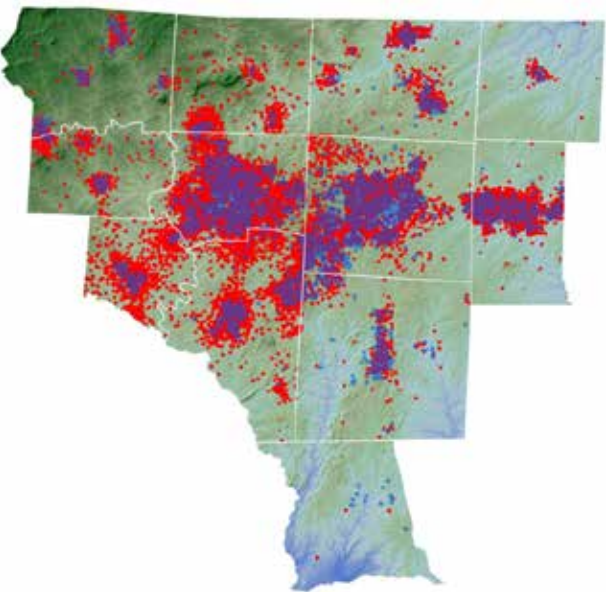
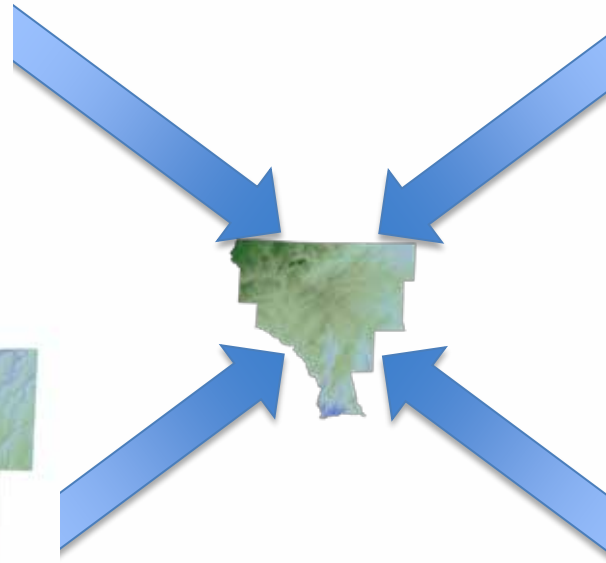


Current Trend

Efficient

Connections

Conservation





Hybrid

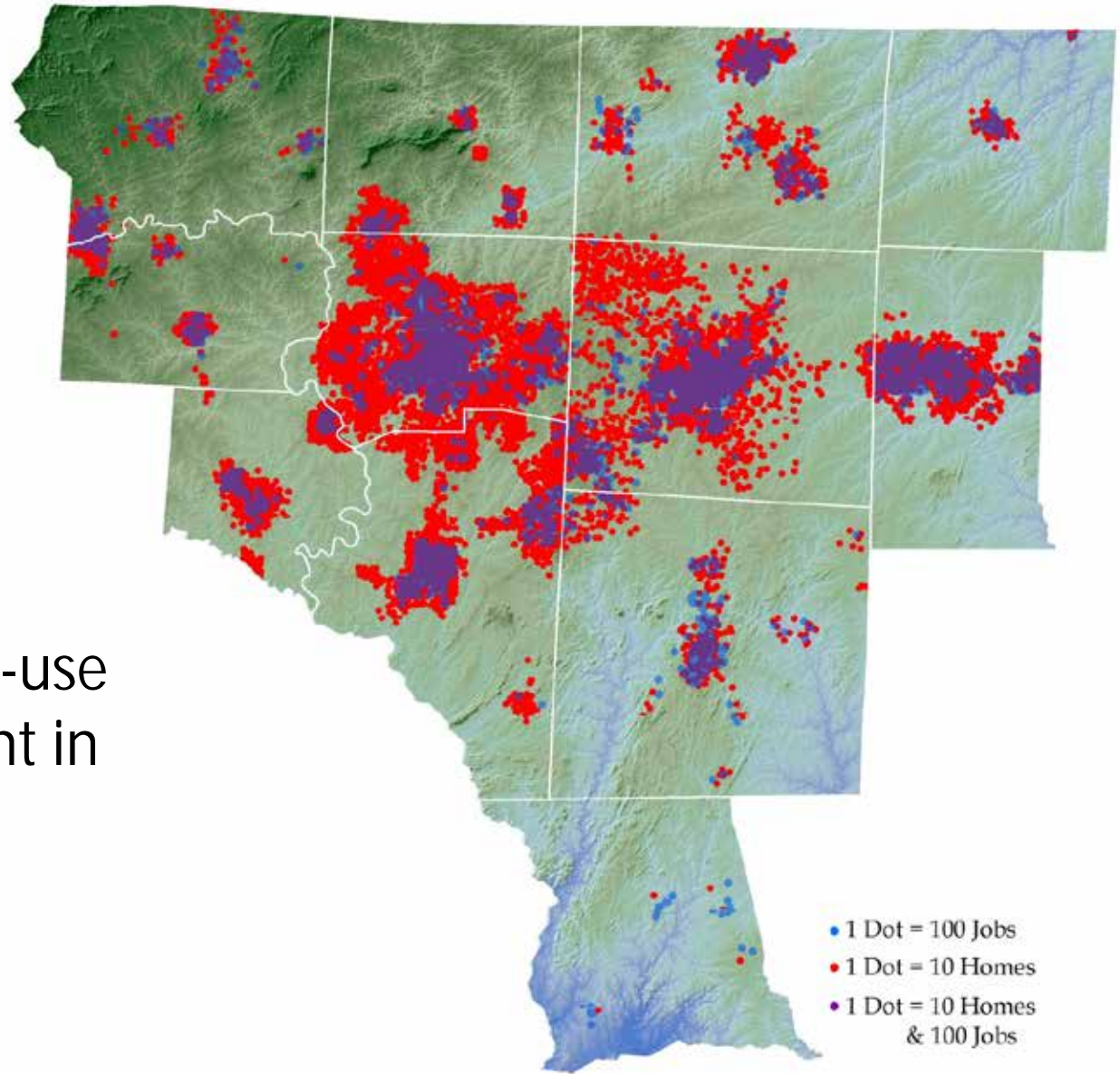
Key Inputs:

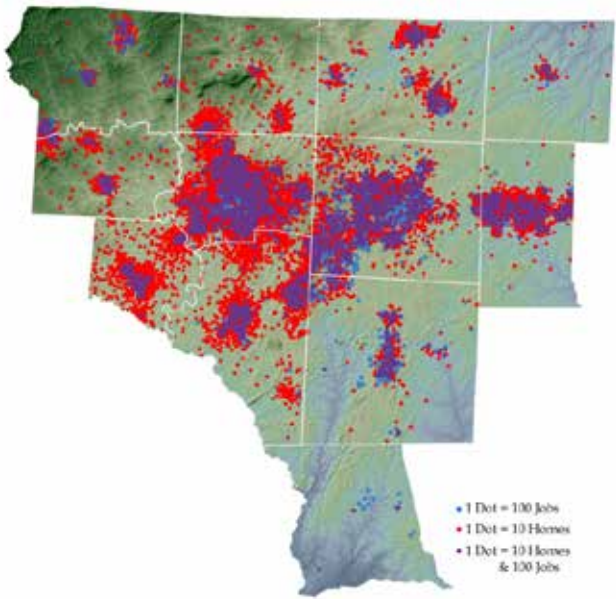
- Existing Service Areas
- Expanded Transit Options
- Protect Natural Landscape
- More Mixed-use Development



Hybrid Growth Scenario

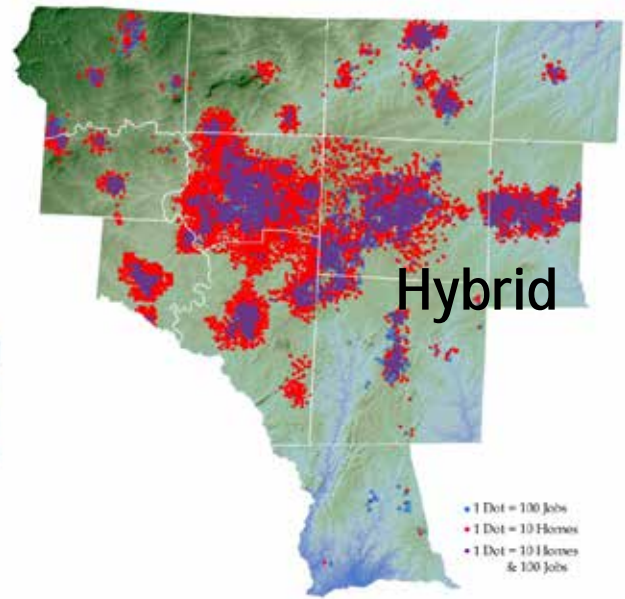
- § Directs growth to service areas and transit corridors
- § Allowed for mixed-use and redevelopment in service areas and transit zones





Current Trends

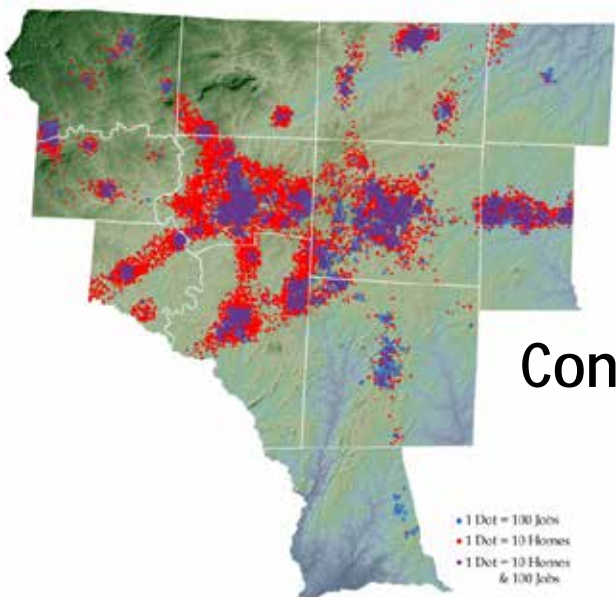
Efficient



Hybrid

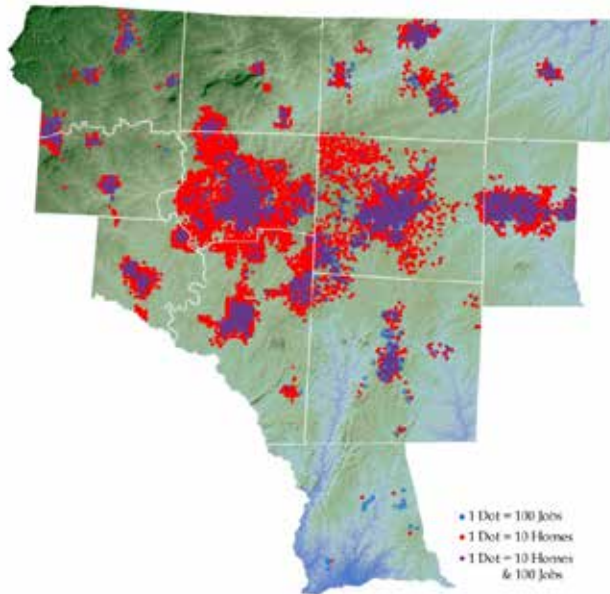
- 1 Dot = 100 Jobs
- 1 Dot = 10 Homes
- 1 Dot = 10 Homes & 100 Jobs

- 1 Dot = 100 Jobs
- 1 Dot = 10 Homes
- 1 Dot = 10 Homes & 100 Jobs



Connections

Conservation



- 1 Dot = 100 Jobs
- 1 Dot = 10 Homes
- 1 Dot = 10 Homes & 100 Jobs

- 1 Dot = 100 Jobs
- 1 Dot = 10 Homes
- 1 Dot = 10 Homes & 100 Jobs

- 1 Dot = 100 Jobs
- 1 Dot = 10 Homes
- 1 Dot = 10 Homes & 100 Jobs

Summary Report Card

Performance Measure	Current	Trend	Efficient	Connections	Conservation	Hybrid
Housing & Jobs						
Greater Jobs-Housing Balance <i>An increased number of new homes located in close proximity to new jobs.</i>	ü		üüü	üüüü	üü	üüü
More Growth in Existing Service Areas <i>An increased number of new homes and jobs located in existing municipal boundaries and sewer service areas.</i>	üüü		üüüü	üü	üüü	üüüü
More Compact Communities <i>An increase in mixed-use development and population density.</i>	ü		üüü	üüü	üüüü	üüüü
Higher Growth Capacity <i>Ability to accommodate more homes and jobs.</i>	ü		üüü	üüüü	üüü	üüüü
Transportation						
More Growth in Transit Opportunity Areas <i>Greater access to a larger variety of transportation options and services.</i>	ü		üüü	üüüü	üüü	üüüü
Reduced Transportation Cost <i>An increase in population growth in areas with currently a low to moderate housing and transportation cost.</i>	üü		üüü	üü	üüüü	üü
Healthy Communities						
Greater Access to Health Care <i>An increase in population growth in areas within a 10 minute drive time to a major hospital or urgent care facility.</i>	üü		üü	üüü	üüüü	üüü
Greater Access to Fresh, Healthy Foods <i>An increase in population growth in low food access areas, as determined by the USDA, generates a higher marketability to attract more healthy food options.</i>	üüü		ü	üüü	üüüü	üü
Greater Access to Trails <i>An increase in population growth within a 2-mile radius of a state trail.</i>	üü		üü	üüüü	ü	üüü
More Cleanup and Redevelopment of Brownfield Sites <i>An increase in population growth within a half-mile radius of known brownfield sites, as designated by US EPA, brings a greater awareness to cleanup and redevelop these sites and to attract more homes and jobs.</i>	üü		üüü	üüü	üüü	üüüü
Places & Spaces						
Smaller Development Footprint <i>Area extent of new growth combined with areas of existing growth.</i>	ü		üüü	üüü	üüüü	üüüü
Higher Average Tax Value Per Acre <i>An increase in residential and non-residential development within town cores that return the largest tax value per acre.</i>	ü		üüü	üüü	üü	üüüü
Greater Protection of Prime Farmland Soils <i>Less growth in areas with prime farmland soils, as designated by USDA.</i>	ü		üüü	üüü	üüüü	üüüü
Greater Preservation of Critical WSWS <i>Less growth in areas within a half-mile of water supply intakes.</i>	ü		üü	üüü	üüüü	üüü

üüüü Most satisfies performance measure

üüü Moderately satisfies performance measure

üü Somewhat satisfies performance measure

ü Least satisfies performance measure

Questions / Comments

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The logo features the text 'ICMA' in a bold, blue, sans-serif font. Below it, the number '100' is written in a large, blue, cursive script. A small, orange, cursive 'th' is positioned between the two zeros. The entire logo is set against a background of stylized white fireworks exploding against a light blue sky.

ICMA
100th

ANNUAL CONFERENCE

Charlotte
Mecklenburg County

SEPTEMBER • 14-17 • 2014

A decorative graphic at the bottom of the page consists of a large, curved shape. The main part is a vibrant green, with a thin orange line above it and a light blue line above that, creating a layered effect.