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CITY OF CONCORD

# 2030 LAND USE PLAN

*EXECUTIVE SUMMARY  
MARCH 2018*

In Association with



SILVIA E. VARGAS • COMMUNITY PLANNING, LLC



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## INFRASTRUCTURE

The City of Concord offers a wide variety of community facilities and services relating to education, public safety, and infrastructure. Planning for the future community infrastructure, water, and wastewater is a key element to serve anticipated growth, and to support future developments.

### Infrastructure Goals and Objectives

<p><b>Goal 13:</b> Provide adequate school facilities to serve the residents of the City.</p> <p><b>Objective 13.1:</b> Provide educational services that identify and respond to changing demographics of the City.</p>
<p><b>Goal 14:</b> Ensure community infrastructure is adequate to serve and protect the residents of the City.</p> <p><b>Objective 14.1:</b> Coordinate development planning with the Police and Fire Departments to ensure delivery of efficient services.</p>
<p><b>Goal 15:</b> Provide adequate water and wastewater facilities to serve the residents of the City.</p> <p><b>Objective 15.1:</b> Provide adequate water resources and wastewater treatment capacity to serve the needs of the citizens of Concord both now and in the future.</p>
<p><b>Goal 16:</b> Prevent wasteful use of public resources and services.</p> <p><b>Objective 16.1:</b> Continually explore means to maximize effectiveness in service provision and reduce capital and operating cost.</p> <p><b>Objective 16.2:</b> Ensure provision of adequate infrastructure to serve new development.</p> <p><b>Objective 16.3:</b> Assure drainage and stormwater management.</p>

## 5.0 IMPLEMENTATION

The 2030 Plan is intended to be a dynamic document that responds to changing needs and conditions. Successful implementation of the 2030 Plan will result from many individual actions by the City Council, the Planning and Zoning Commission, City staff, other jurisdictions, service providers, and private decision-makers over the course of the next 10 -15 years. The Vision, goals, objectives, and policies describe what the community wants to become and how decision-makers should respond to various circumstances.

The Growth Concept and Future Land Use maps are intended to serve as a guide for public and private development and land use decisions. The City has adopted a formal amendment process in the CDO. Land use amendments are anticipated as growth occurs and market conditions change. While land use amendments may occur more frequently than policy changes, they should not occur more than three times per year. By limiting opportunities to amend the Growth Concept and Future Land Use maps, the City will reduce the potential for incremental land use changes that result in unintended policy shifts.

The Implementation Work Plan is under a separate document that identifies an initial list of implementation actions to achieve the goals and objectives of the 2030 Plan to guide the City Council and City Staff as they develop work programs during the life of the Plan. The initial implementation actions are not intended to be an exhaustive list. The City may pursue different strategies and adjust priorities, depending on changing opportunities and resources. The City should update the Implementation Work Plan on an annual basis, adjusting time frames and actions that are included in each year’s budgeted work programs.

The Planning and Neighborhood Development Department should monitor and measure how the 2030 Plan is implemented, both in terms of the Plan’s economic, social and environmental impacts and in terms of land use, housing targets, investments made and development achieved. Key performance measures should be monitored at multiple levels – the Planning Community, City, and County. It is important for the City’s leaders to know not only how the various parts of the City are faring, but also how Concord is doing in relation to the County and the region.

## CONNECTIVITY AND MOBILITY

In planning for the future connectivity and mobility needs, the City of Concord will need to prepare and adapt for automated/connected/electric vehicles; maintain a balanced transportation system; identify and build multimodal corridors; develop a safe and effective bicycle/pedestrian network; and grow a transit system that serves all stakeholders effectively to ensure that residents and businesses alike are provided the transportation infrastructure both residents and businesses that call Concord home.

### Connectivity and Mobility Goal and Objectives

**Goal 10:** Encourage and promote multimodal connectivity between residential, employment, commercial, and recreational uses.

**Objective 10.1:** Provide an interconnected road system.

**Objective 10.2:** Support the expansion of the Rider Transit System to provide efficient transit service to those who live, work, and visit Concord.

**Objective 10.3:** Increase the provision of sidewalks and other walk/bike infrastructure.

**Objective 10.4:** Provide a transportation system that efficiently and safely serves the current and future needs of Concord citizens.

**Objective 10.5:** Integrate multi-modal connectivity with the Concord Regional Airport.

## PARKS AND RECREATION

The City of Concord’s Department of Parks and Recreation functions as the provider of park facility development services; festivals, events, programs and athletics; recreation center operations and programming; facility operation; and customer service associated with all these functions. In January 2017, the City completed the Comprehensive Parks and Recreation Master Plan to ensure that the City’s recreation programs and facilities will continue to meet residents’ needs over the next 5-10-15 years. Planning for future parks and recreation system is a key element to recreation opportunities are provided in the City’s high growth areas.

### Parks and Recreation Goal and Objectives

**Goal 11:** Provide a high quality, diversified parks, recreation and open space system that provides for all age and interest groups.

**Objective 11.1:** Expand and develop parks and recreation facilities to serve the needs of the citizens of Concord.

**Objective 11.2:** Improve access to existing parks, open space and recreation areas.

**Objective 11.3:** Work with partner organizations to leverage resources, avoid duplication of facilities and services, and reduce financial impacts on the City.

**Objective 11.4:** Increase utilization of parks and recreation programs

## NATURAL RESOURCES AND AGRICULTURE

Maintaining a delicate balance of land uses within the City of Concord is essential to ensure that adequate infrastructure, employment opportunities, recreational facilities and commercial enterprises are available to meet the growing needs of Concord’s citizens. As key components of the overall character of the City, it is also important that the natural resources and agriculture be preserved and protected.

### Natural Resources and Agricultural Goal and Objectives

**Goal 12:** Preserve natural resources and open space.

**Objective 12.1:** Promote the preservation of open space throughout the City.

**Objective 12.2:** Protect the natural resource base of the City and surrounding areas.

**Objective 12.3:** Protect Concord’s aquatic ecosystems including rivers, lakes and wetlands to improve water quality and stormwater management.

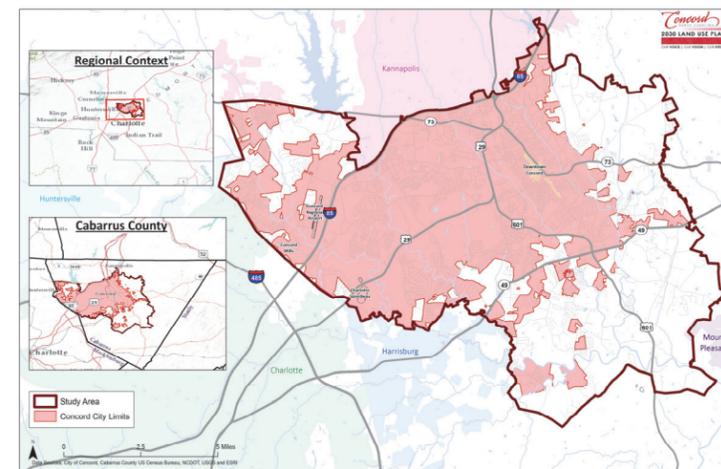
**Objective 12.4:** Explore creating a comprehensive green infrastructure plan, combined with Low Impact Development strategies to address stormwater management and integration with the greenways and trails system.

## 1.0 INTRODUCTION AND PURPOSE

The City of Concord contracted with Tindale Oliver to update the 2015 Land Use Plan, which was adopted in 2007. The 2030 Land Use Plan (2030 Plan) will set the direction for the City to proactively manage change over the next 10 to 15 years.

The City of Concord is located in the piedmont of North Carolina in the western half of Cabarrus County. As the largest City in Cabarrus County, in both land area and population, Concord’s population represents nearly half of the County’s total population. As part of the larger metropolitan region anchored by the City of Charlotte, Concord is within close proximity to Uptown Charlotte and other regional employment, shopping and entertainment centers and is now becoming a and important player in the Charlotte metropolitan region. The planning area for the 2030 Plan includes the boundaries of the City of Concord, as well as areas identified for future annexation (Study Area). The regional context and Study Area is shown in **Map 1-1**.

**Map 1-1: Regional Context and Study Area Map**



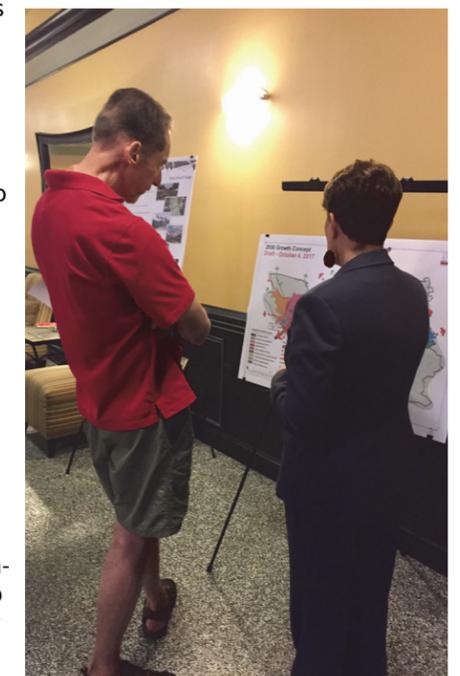
Situated within the fast-growing Charlotte region and home to the Charlotte Motor Speedway, Concord Mills Shopping Mall, numerous coveted business parks, and an increasingly busy regional airport, Concord has quickly evolved from a small agrarian and textile town, into a fast-growing city of increasingly considerable regional importance and a stellar reputation for business friendliness, quality of life, natural beauty, and cultural richness.

The expansion of population, service area, housing, and jobs has also brought the challenges associated with rapid growth, such as increased traffic congestion, school overcrowding, increased demand on utilities, and desire for more parks, greenways and other recreational facilities.

The 2030 Plan does not simply update the previous plan document: it defines a new vision of what Concord will be in another 15 years, and sets the community’s new agenda, the new 15-year “to-do” list that will make the vision come to fruition. The following lists a few of the key issues that the City will be addressing through the 2030 Plan:

- How to deal with the amount of growth projected over the next 15 years and position the City to lead development.
- How to keep the plan grounded in fiscal reality.
- How to coalesce a vision that harmonizes or resolves the tension between “classic” and “new” Concord.
- How to provide sufficient flexibility in the policy framework to be able to respond to change.
- How to address the interface between land use and transportation and provide multimodality and connectivity throughout the City.
- How to identify and protect areas of the community that need specialized treatment.
- How to maximize return on public infrastructure investment.
- How to balance the desire for a higher quality of design while maintaining the City’s commitment to business-friendliness.
- How to tackle the issue of long-range light rail expansion.

The quality of public input received throughout the process has added tremendous value to this document and should generate a sense of citizen ownership of the 2030 Plan. The community remained the primary source of direction for the Plan, shaping its focus and content.

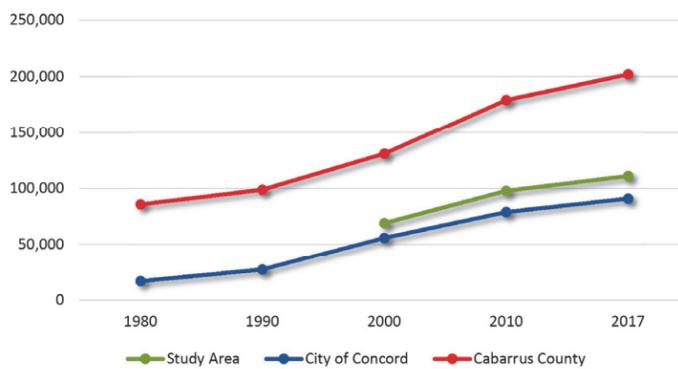


## 2.0 GROWTH TRENDS

The growth and employment trends of the Study Area were assessed to examine existing demographics and projected growth to serve as the framework for understanding the local community and developing future direction for the 2030 Plan.

**Figure 2-1** present the historical population growth from 1980, 1990, 2000, 2010, and 2017 for the City of Concord and Cabarrus County, while the Study Area has data available from 2000 to 2017. Since 1980, the region has experienced a steady increase in population, with especially dramatic growth between 1990-2017. The existing population distribution which is largely to the west and south of Downtown. However, Downtown Concord contains more people per square mile than anywhere else in the Study Area.

**Figure 2-1: Historical Population Growth**



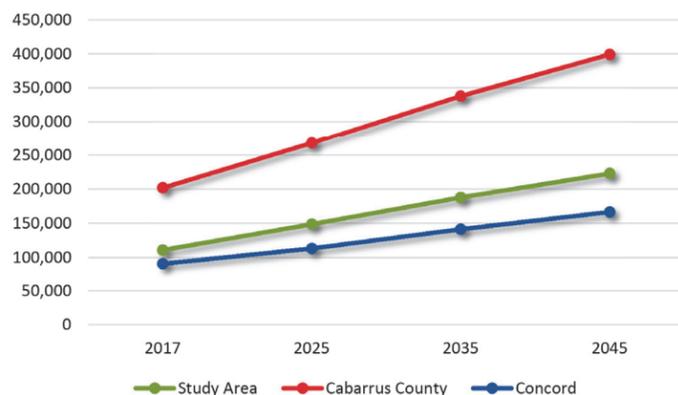
(Source: City of Concord and ESRI Community Analyst)

the Study Area, where immediately to the south are areas of small household sizes. Additionally, there is a general divide in the Downtown core along NC 73 with larger household sizes to the west, and slightly smaller household sizes within the eastern portion.

The median household income for the Study Area is \$58,378, which is approximately 19% more than the median household income for the state of North Carolina as a whole. Downtown Concord generally contains lower average median incomes than the surrounding neighborhoods. The highest incomes are contained in the western portion of the Study Area within the City limits of Concord located adjacent to the I-85 and US 29 corridors, and west of the Concord Regional Airport.

**Figure 2-2** present the projected population growth from 2017 to 2045 for the Study Area, City of Concord, and Cabarrus County. Over the next four decades, the region will experience a steady increase in population, with a projected population of 223,103 within the Study Area by 2045.

**Figure 2-2: Projected Population Growth**



(Source: City of Concord and ESRI Community Analyst)

Overall, the Study Area is largely White (69%) with Black/African American (18%) being the second most represented race. A majority of the non-white population is centered in and around the Downtown core of Concord, with a small enclave north of Charlotte Motor Speedway.

The largest age cohort is 35-59, with the second largest under 20 years old. A significant portion of the population aged 35-59 lives in western Concord with their children. Another interesting observation is the concentration of those aged 60 and above near the confluence of NC 73 and US 29, south of the Carolinas Healthcare System Northeast.

The Study Area average household size is 2.68 with larger household sizes along the western boundary of

A few of the major industries that are invested in the area are energy, food and beverage, aerospace, back office, logistics and automotive. These industries are supported by the nearby North Carolina Research Campus in Kannapolis, NASCAR facilities located in Charlotte and Cabarrus County, and both Charlotte-Douglas and Concord Regional Airports. The Cabarrus-Rowan Community College and University of North Carolina-Charlotte are also contributors to the industries in the area by offering employment as well as training opportunities for more technical and advanced jobs.

<p><b>Goal 5:</b> Provide for adequate infrastructure and services for residents and businesses (refer to Part 10 for additional policy guidance relating to infrastructure).</p> <p><b>Objective 5.1:</b> Use land development regulations to manage the timing, location and intensity of growth and development to provide for needed facilities and services, and discourage the proliferation of premature or unsustainable development.</p> <p><b>Objective 5.2:</b> Provide adequate water resources and wastewater treatment capacity to serve the needs of the citizens of Concord both now and in the future.</p> <p><b>Objective 5.3:</b> Ensure that drainage and stormwater management systems are designed to effectively manage the quantity and quality of stormwater runoff.</p> <p><b>Objective 5.4:</b> Expand and develop new parks and recreation facilities to serve the needs of existing and future citizens of Concord.</p> <p><b>Objective 5.5:</b> Coordinate the expansion and development of greenways that can be used for bicycle and pedestrian corridors with the development review and capital improvements planning processes.</p>
<p><b>Goal 6:</b> Protect natural resources and retain open spaces for future generations (refer to Part 9 for additional policy guidance relating to natural resources).</p> <p><b>Objective 6.1:</b> Ensure that densities and uses allowed by the City's development regulations adequately reflect site conditions and topography.</p> <p><b>Objective 6.2:</b> Protect the natural resource base of the City and surrounding areas through a combination of strategic acquisitions, open space preservation requirements within new development and incentives for private land preservation initiatives.</p>
<p><b>Goal 7:</b> Retain working farms as a viable element of the City's economy and character (refer to Part 9 for additional policy guidance relating to working farms).</p> <p><b>Objective 7.1:</b> Support the ability of farmers and owners of agricultural land to continue their agricultural operation.</p>
<p><b>Goal 8:</b> Responsibly recruit new business and support existing business.</p> <p><b>Objective 8.1:</b> Create jobs.</p> <p><b>Objective 8.2:</b> Increase and diversify the tax base.</p>

## HOUSING AND NEIGHBORHOODS

The housing supply is a key element of maintaining and enhancing quality of life. While residents' needs and desires vary, everyone needs a safe, affordable place to live. In addition to these basic requirements, housing adequacy includes considerations about the type and size of the dwelling, its accessibility for those with special needs and the quality of the neighborhood in which it is located.

### Housing and Neighborhoods Goal and Objectives

<p><b>GOAL 9:</b> Create sustainable neighborhoods through the provision of an adequate housing supply with diverse housing types and price levels for the growing population.</p> <p><b>Objective 9.1:</b> Provide a diverse mix and range of housing options throughout the City that will accommodate the current and future needs of the citizens of Concord.</p> <p><b>Objective 9.2:</b> Produce an adequate supply of ownership and rental housing in order to meet the future demands of affordable housing.</p> <p><b>Objective 9.3:</b> Preserve quality rental and ownership housing for households of all income levels and special needs.</p> <p><b>Objective 9.4:</b> Reduce regulatory and procedural barriers to the production and preservation of housing at all income levels and needs.</p> <p><b>Objective 9.5:</b> Promote sustainable neighborhoods that have mixed-income housing, jobs, amenities, services, and transit.</p> <p><b>Objective 9.6:</b> Promote a more equitable distribution of affordable housing opportunities throughout the City.</p>
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**Land Use Goals and Objectives**

<p><b>Goal 1:</b> Maintain a sustainable balance of residential, commercial and industrial land uses.</p> <p><b>Objective 1.1:</b> Maintain the Growth Concept Map and the Future Land Use Map to guide land use decisions for public and private decision-makers.</p> <p><b>Objective 1.2:</b> Achieve Comprehensive Plan goals/objectives and increase economic opportunities through coordination of the Future Land Use Map changes and the City's development regulations.</p> <p><b>Objective 1.3:</b> Ensure that the Future Land Use Map allows sufficient development opportunities to meet existing and projected needs for residential, commercial, industrial and other land uses.</p> <p><b>Objective 1.4:</b> Protect existing and future industrial sites from encroachment of development that would limit their intended uses.</p> <p><b>Objective 1.5:</b> Foster an attractive and functional mix of living, working, shopping and recreational uses within Mixed-Use Activity Centers and Village Centers.</p> <p><b>Objective 1.6:</b> Provide a diverse mix and range of housing options throughout the City that will accommodate the current and future needs of the citizens of Concord.</p> <p><b>Objective 1.7:</b> Encourage the development of public and private entertainment and recreational facilities to meet the needs of Concord's residents and visitors.</p>
<p><b>Goal 2:</b> Enhance mobility for all modes of transportation between the places where people live, work, shop and play (refer to Part 7 for additional policy guidance relating to mobility).</p> <p><b>Objective 2.1:</b> Ensure that new development is designed to provide users with mobility choices, including driving, walking, bicycling and riding transit.</p> <p><b>Objective 2.2:</b> Ensure that new development includes interconnected road systems and enhances connectivity to existing development where it safely enhances mobility.</p>
<p><b>Goal 3:</b> Retain Concord's small town atmosphere and continually enhance the quality of life as the City grows.</p> <p><b>Objective 3.1:</b> Address the scale and design of development to promote walking and biking within residential and mixed-use areas.</p> <p><b>Objective 3.2:</b> Support historic preservation efforts within the City's historic districts and for other historic sites.</p> <p><b>Objective 3.3:</b> Apply context sensitive strategies to unique areas of the City through the development and implementation of area and corridor plans.</p> <p><b>Objective 3.4:</b> Enhance Concord's quality of life through efforts to support neighborhood vitality, which may include a combination of complete street improvements, improved access to parks and recreation facilities and community centers, improved transit access, housing rehabilitation efforts, active code/property maintenance enforcement, greenway or greenbelt improvements, and/or improved neighborhood services and amenities.</p> <p><b>Objective 3.5:</b> Retain and/or supplement landscaping along streets and within large development sites for its aesthetic and environmental values.</p> <p><b>Objective 3.6:</b> Continue efforts to revitalize and promote downtown Concord as the cultural and historical center of the City, as an employment and governmental center, and as an attractive shopping and dining destination.</p>
<p><b>Goal 4:</b> Ensure compatibility between neighboring land uses.</p> <p><b>Objective 4.1:</b> Use a combination of land use transitions, intensity gradients, buffering and design to ensure that land use transitions are compatible.</p> <p><b>Objective 4.2:</b> Ensure that industrial and commercial development are designed to limit encroachment of incompatible traffic, noise, odors and lighting into nearby residential areas.</p> <p><b>Objective 4.3:</b> Discourage the location of incompatible uses near intensive existing uses such as the Concord Regional Airport and racing facilities.</p>

The primary major commercial areas within the Study Area consist of Downtown Concord, Concord Mills shopping mall, Concord Regional Airport and Business Park, Carolinas Northeast Medical Center and the I-85, US 601 and US 29 corridors. Within the Study Area, the projected employment growth from 2017 to 2045 is anticipated to include 44,705 jobs, which is an increase of approximately 83% **Table 2-1**).

**Table 2-1: Projected Employment Growth within the Study Area**

Year	Jobs
2017	53,744
2025	70,180
2035	84,119
2045	98,449

(Source: MTP and ESRI Community Analyst)

Concord has experienced significant growth over the last 20+ years, with a 60% increase since the year 2000 alone. This growth has resulted in the creation of new nodes and character areas, which have influenced the way the city functions as a whole. The City has fought to maintain its character in the face of growth, but expects additional pressure over the planning period. The 2030 Plan addresses this expected growth through a Growth Concept Map, and updated Future Land Use Map, and Goals, Objectives, and Policy Direction designed to protect existing neighborhoods, improve the transportation/land use connection, and protect and enhance the employment base and economic assets in the community.

### 3.0 VISION CONCORD 2030

The vision for Concord in 2030 was developed based on ideas generated through the public involvement process, guidance from the Planning Technical Team (PTT), and staff input. The vision is an aspirational statement that addresses many facets of planning for population growth, economic development, and community livability. This statement articulates the overall goal for the community and the Future Land Use Map, Goals, Objectives, and Policy Guidance contained within the 2030 Plan are designed to direct development and infrastructure investment in an integrated way in support of accomplishing the vision. This part includes the Vision Statement, the Growth Concept Map, which is a visual representation of the desired growth vision for the community, and descriptions of the Community Character Areas.

**VISION STATEMENT**

In the year 2030, Concord is a strong, active, family-friendly and business-supportive community, rich in culture and diversity. Experiencing continuing growth, the City is planning and providing for the kind of development that it wants, while maintaining an authentic and genuine home-town feel.



(Image source: Cabarrus Events Association, <http://www.cabarrusevents.org/concord-christmas-parade.html>)



(Image source: City of Concord Facebook)



(Image source: City of Concord Facebook)

While continuing to work constructively with its neighbors, Concord is a distinct, independent community within the larger Charlotte region. The City has become a multi-cultural center for world class business, with strong employment nodes that include high-paying, clean manufacturing jobs as well as corporate offices and complementary service and retail jobs. Our community is recognized as a regional hub for entertainment and recreation, medicine and air transport. Companies and employees are attracted by our superior schools; our network of splendidly maintained



Carolinas Healthcare System Northeast (Image source: Tindale Oliver & Associates)



Concord Regional Airport (Image source: Charlotte Stories, <http://www.charlottestories.com/concord-regional-airports-12-3-million-expansion-nearly-complete/>)



Charlotte Motor Speedway (Image source: Charlotte Motor Speedway)

Our downtown is alive and vibrant with music, art, culture, and a wide variety of unique shops and restaurants. Other thriving mixed-use centers throughout the City (such as Concord Mills or our Medical district) serve distinct regional needs. These destinations are all interconnected –as well as connected to Downtown— by transit, sidewalks and trails.



Downtown Concord (Image source: City of Concord, <https://www.concordnc.gov/Visitor/Historic-Downtown-Concord>)



Downtown Art Festival (Image source: Downtown Concord, <https://www.concorddowntown.com/TheCDDC/Gallery.aspx>)



Downtown Business (Image source: Downtown Concord, <https://www.concorddowntown.com/TheCDDC/Gallery.aspx>)

The City’s older neighborhoods have been energized, rejuvenated and strengthened through development that complements their form, function and sense of place. Our historic neighborhoods are thriving and protected from erosion of their fabric and character. New neighborhoods have been carefully designed to use and serve land efficiently; to provide convenient access to jobs, goods and services; to maximize mobility and connectivity; and to enhance Concord’s visual appeal.

Whether in new development, infill, or redevelopment, by 2030 Concord has been successful in promoting a variety of housing choices to serve all segments of its population, all with consideration to compatibility of scale, density, and appearance.

By bike, on foot, by car, or via transit, Concord offers its population a wide range of mobility options connecting homes to attractions throughout the City and to Charlotte and beyond.



Historical Homes, N. Union Street (Image source: Tindale Oliver)



The Growth Concept Map (**Map 3-1**) is a visual representation of the overall growth vision for Concord based on the delineation of distinct Character Areas, Activity Centers, Multimodal Corridors, and Existing/Proposed Greenways that serves as the overall development framework for Concord through 2030.

- **Character Areas:** The Character Areas that are designated on the Growth Concept identify specific areas that, due to existing /expected development pressures, are likely to be focal points for growth and development in Concord through 2030. Each Character Area has different qualities (development pattern, land use mix, etc.) and a role to play in the creation of a more connected and livable Concord.

- ◊ **Downtown** - Is the heart of Concord , having the greatest concentration of historic and cultural resources and being one of the densest areas in terms of population and small businesses, Downtown is projected to be an important growth area over the next few decades, serving in function as a major activity center.



Annual Market Day Festival (Image source: Concord Patch, <https://patch.com/new-hampshire/concord-nh/concords-market-days-festival-returns-thursday>)

**Table 4-1: Future Land Use Categories**

Future Land Use Category	Associated Place Types	Characteristics/Guidance	Density/Intensity	Applicable Zoning Districts
<b>Industrial/ Employment (IE)*</b>	<ul style="list-style-type: none"> <li>• Suburban Office Centers</li> <li>• Light Industrial Center</li> <li>• Heavy Industrial Center</li> <li>• Airport</li> <li>• Civic and Institutional</li> <li>• Regional Employment Center</li> <li>• Open Space</li> </ul>	<ul style="list-style-type: none"> <li>• Pedestrian facilities should be encouraged within IE areas to allow for alternative transportation modes.</li> <li>• Efforts should be made to incorporate transit infrastructure into areas designated IE to encourage use of alternative modes home-work trips.</li> </ul>	<ul style="list-style-type: none"> <li>• Non Residential Uses – 2.0 FAR</li> </ul>	B-1, O-I, C-2, PID, MX-1B, I-1, I-2  No new PIDs will be considered
<b>Amusements Motor Sports (AMS)</b>	<ul style="list-style-type: none"> <li>• Special Areas</li> </ul>	<ul style="list-style-type: none"> <li>• Efforts should be made to improve multimodal connectivity within areas designated Amusements/Motor Sports.</li> <li>• Transit circulator service should be encouraged to service hotels to nearby attractions.</li> </ul>	<ul style="list-style-type: none"> <li>• Specific Densities/ Intensities will be defined by underlying zoning.</li> </ul>	PID, PUD, MX- CC2, C-2, MX-IB, I-1, I-2  No new PIDs will be considered
<b>Civic/ Institutional (CI)</b>	<ul style="list-style-type: none"> <li>• Civic and Institutional</li> <li>• Industrial Center</li> <li>• Heavy Industrial Center</li> <li>• Open Space— Recreational</li> </ul>	<ul style="list-style-type: none"> <li>• Includes schools, libraries, religious institutions, and other governmental buildings and facilities.</li> <li>• Industrial Place Types specifically related to existing solid waste/utility facilities.</li> </ul>	<ul style="list-style-type: none"> <li>• Specific Densities/ Intensities will be defined by underlying zoning.</li> </ul>	AG, RE, RL, RM-1, RM-2, RV, RC, O-1, B-1, CC, C-2, I-1, I-2

**Note:** \* Greater density/intensity may be authorized through regulatory incentives. Maximum density/intensity may be limited by site constraints or zoning applied to specific parcels.

Table 4-1: Future Land Use Categories

Future Land Use Category	Associated Place Types	Characteristics/Guidance	Density/Intensity	Applicable Zoning Districts
<b>Mixed-Use Activity Centers (MUAC)*</b>	<ul style="list-style-type: none"> <li>Suburban Commercial Center</li> <li>Highway Commercial</li> <li>Suburban Office Center</li> <li>Mixed-Use Neighborhood</li> <li>Mixed-Use Activity Center</li> <li>Transit-Oriented Development</li> <li>Town Center</li> <li>Urban Neighborhood</li> <li>Civic and Institutional</li> <li>University Campus</li> <li>Health Care Campus</li> <li>Open Space</li> </ul>	<ul style="list-style-type: none"> <li>The Small Area Plans have been adopted for a number of the designated MUAC areas. Small Area Plans are more focused and specific than the overall Land Use Plan.</li> <li>The City should encourage the development of small area plans for MUAC areas to provide clear guidance for decision makers when reviewing development proposals located in these areas.</li> <li>Whenever possible, it is recommended that developers utilize one of the mixed use zoning districts when developing in an area designated MUAC.</li> <li>The interconnectivity of the public realm (streets, walk/bike infrastructure) is an essential element of MUAC areas.</li> </ul>	<ul style="list-style-type: none"> <li>Residential Uses – 30 du/acre</li> <li>Non-Residential Uses – 2.0 FAR</li> </ul>	RV, RC, O-I, CC, TND, MX-NC, MX-CC1, MX-CC2, MX-1B, PRD, C-1, C-2, PUD, TOD, I-1
<b>Commercial (C)*</b>	<ul style="list-style-type: none"> <li>Neighborhood Commercial Center</li> <li>Suburban Commercial Center</li> <li>Highway Commercial</li> <li>Suburban Office Center</li> <li>Mixed-Use Activity Center</li> <li>Transit Oriented Development</li> <li>Civic and Institutional</li> <li>Regional Employment Center</li> <li>Multi-Family Residential</li> <li>Open Space</li> </ul>	<ul style="list-style-type: none"> <li>Additional lands designated Commercial should be limited.</li> <li>The Transit Oriented Development Place Type should only occur in proximity to the location of a fixed-guideway transit system (whether BRT, LRT, or CRT).</li> <li>Design standards should be developed to improve pedestrian connectivity and transit access.</li> </ul>	<ul style="list-style-type: none"> <li>Residential Uses – 30 du/acre</li> <li>Non-Residential Uses – 2.0 FAR</li> </ul>	RC, B-1, O-I, C-1, C-2, MX-NC, MX-CC1, MX-CC2, MX-1B, PUD, TOD

**Note:** \* Greater density/intensity may be authorized through regulatory incentives. Maximum density/intensity may be limited by site constraints or zoning applied to specific parcels.

◇ **Central Concord** - There are two planned Mixed-Use Activity Centers along Concord Parkway – one at George W. Liles Parkway and one at Pitts School Road. While largely undeveloped today, the Concord Parkway corridor and the adjacent areas that represent Central Concord are planned to accommodate significant amounts of residential, commercial and industrial development over the next ten years.

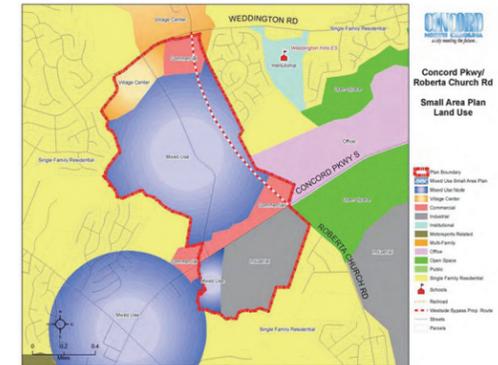
◇ **Entertainment Corridor** - As shifts in the retail sector change demands for the existing land uses, the City will need to address access improvements; transition to a more sustainable mix of commercial and residential uses; discourage incompatible development near motorsport facilities; and support complementary amusement and recreation uses.

◇ **Medical Center** - The neighborhoods in the vicinity of the hospital and the near the transit center offer an opportunity for additional housing. While vacant land for new development is relatively scarce, this area’s future has potential for significant redevelopment on individual sites or assemblages, including the 40+ year-old Carolina Mall. The Norfolk-Southern Railroad line runs in a north/south direction through the area, behind the Transit Center property, which could be a potential candidate for regional rail commuter service.

◇ **Airport Industrial** - Development in this area exploded after the widening of I-85, and airport extended its runway in 2005 and dedicated a new \$12.6 million terminal in 2016. Development demands are anticipated to continue, as the area meets the desired site selection criteria for larger industrial and business park campuses, including strategic location with easy access to the interstate and airport, existing infrastructure, large lots, a mix of uses, access to skilled labor force and good schools.

◇ **International Drive Industrial** - With the presence of more than 3,000 workers in this area, transit access and bicycle and pedestrian connections to the surrounding neighborhoods are important. The addition of commercial, office and hotel accommodations to the mix of existing uses will only strengthen the position of International Business Park (IBP) and Concord as a major economic driver within the region. NCDOT is committed to follow the strategic plan for the roadway so that roadway development over time will be coordinated with the land use plan of each community.

◇ **Conservation Residential** - While projected residential growth can be accommodated within areas that already have easy access to urban water and sewer service, it is expected that there will be continued demand for executive housing and other low density residential housing. The two areas where conservation subdivision will have the greatest applicability are within the Conservation Community Character Area and the eastern portion of the City’s planning area generally located Hwy 49 (northern bound), Flowe's Store Road (eastern bound/southern bound), Rocky River Road (western bound), Pine Grove Church Road (southern bound), and in the vicinity of Zion Church Road.



Concord Parkway/Roberta Church Rd Small Area Plan (Source: City of Concord)



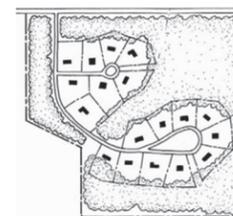
Charlotte Motor Speedway (Image source: NASCAR, <https://galleries.nascar.com/gallery/1115/charlotte-motor-speedway#/0>)



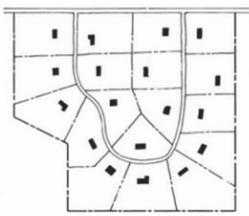
NorthEast Medical Center (Source image: Tindale Oliver & Associates)



Design within IBP is controlled by restrictive covenants (Image source: Silvia Vargas)



Conservation Subdivision Design



Conventional Subdivision Design

Map 3-1: 2030 Growth Concept

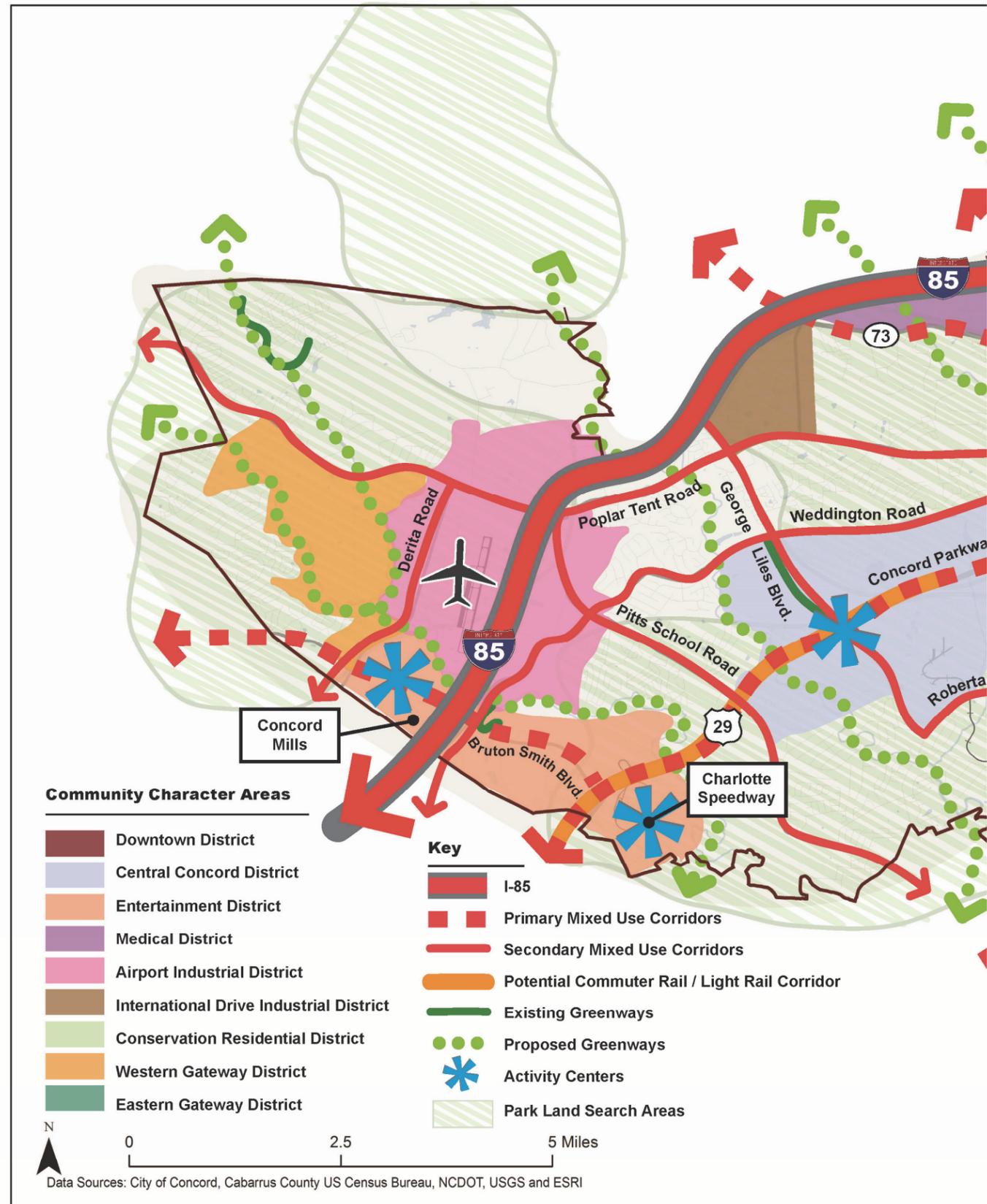


Table 4-1: Future Land Use Categories

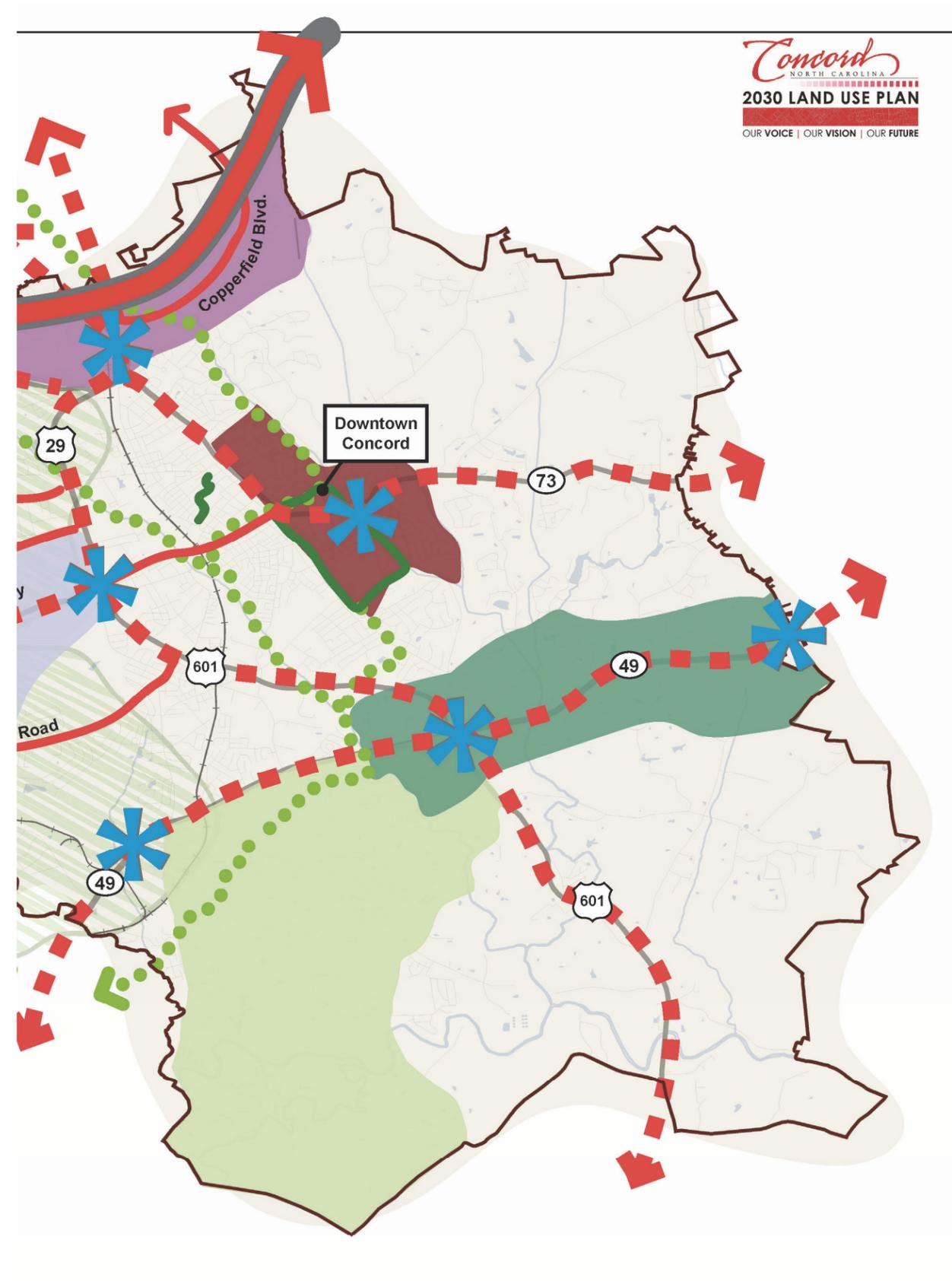
Future Land Use Category	Associated Place Types	Characteristics/Guidance	Density/Intensity	Applicable Zoning Districts
<b>Urban Neighborhoods (UN)*</b>	<ul style="list-style-type: none"> <li>Townhomes/ Small Condo</li> <li>Mixed-Density Residential</li> <li>Mixed-Use Neighborhood</li> <li>Multi-Family Residential</li> <li>Urban Neighborhood</li> <li>Civic and Institutional</li> <li>Open Space</li> </ul>	<ul style="list-style-type: none"> <li>Internal/external pedestrian connectivity are important in Urban Neighborhoods.</li> <li>Architecture and building scale/ massing should fit within the surrounding context. This is particularly important for infill sites.</li> <li>Mixed uses (horizontal or vertical) should be allowed and encouraged in appropriate locations.</li> <li>Neighborhood Commercial is acceptable. Same standards as Suburban Neighborhoods.</li> </ul>	<ul style="list-style-type: none"> <li>Residential Uses – 20 du/acre</li> <li>Non-Residential Uses – 1.0 FAR</li> </ul>	RM-1, RM-2, RV, RC, PRD, C-1, PUD, TND
<b>Village Centers (VC)*</b>	<ul style="list-style-type: none"> <li>Neighborhood Commercial Center</li> <li>Mixed-Use Neighborhood</li> <li>Mixed-Use Activity Center</li> <li>Civic and Institutional</li> <li>Open Space</li> </ul>	<ul style="list-style-type: none"> <li>Require adequate infrastructure and a surrounding population that can support the businesses located there.</li> <li>Small scale, neighborhood commercial/office centers providing good and services to the surrounding Neighborhoods.</li> <li>Focus on connectivity bicycle/ pedestrian connectivity both within the VC and to the surrounding neighborhoods.</li> <li>Due to the proximity of the VC to adjacent residential neighborhoods, land use transitions must be designed effectively to ensure compatibility and minimize impacts.</li> <li>Higher density and intensity uses should be located along major thoroughfares.</li> </ul>	<ul style="list-style-type: none"> <li>Residential Uses – 20 du/acre</li> <li>Non-Residential Uses – 1.0 FAR</li> </ul>	RV, O-I, TND, MX-NC, MX-CC1, PRD, C-1, C-2, PUD, TOD

**Note:** \* Greater density/intensity may be authorized through regulatory incentives. Maximum density/intensity may be limited by site constraints or zoning applied to specific parcels.

Table 4-1: Future Land Use Categories

Future Land Use Category	Associated Place Types	Characteristics/Guidance	Density/Intensity	Applicable Zoning Districts
<b>Open Space (OS)</b>	<ul style="list-style-type: none"> <li>Recreational Open Space</li> <li>Preserved Open Space</li> </ul>	<ul style="list-style-type: none"> <li>Open Space designation should be utilized to designate land provided as part of a required development set-aside.</li> <li>Recreational Open Space should allow for public access and includes public parks.</li> </ul>	<ul style="list-style-type: none"> <li>There are no specific density/intensity ranges associated with Open Space.</li> </ul>	AG
<b>Rural (R)*</b>	<ul style="list-style-type: none"> <li>Working Farms</li> <li>Rural Living</li> <li>Conservation-Based Subdivisions</li> <li>Open Space</li> </ul>	<ul style="list-style-type: none"> <li>The Rural designation should be utilized to designate areas that are appropriate for agricultural activities and low density residential development.</li> <li>Where development is allowed, it should be designed to minimize environmental impact through green building practices including conservation-based design.</li> </ul>	<ul style="list-style-type: none"> <li>Residential Uses - 0.33 du/acre (1 unit/3 acres)</li> <li>Non-Residential Uses - 0.10 FAR</li> </ul>	AG, RE, PRD, C-1, PUD, B-1
<b>Suburban Neighborhoods (SN)*</b>	<ul style="list-style-type: none"> <li>Large-Lot Residential</li> <li>Small-Lot Residential</li> <li>Civic and Institutional</li> <li>Open Space</li> <li>Manufactured Home Communities</li> </ul>	<ul style="list-style-type: none"> <li>Internal/external pedestrian connectivity are important in Suburban Neighborhoods.</li> <li>Houses are typically oriented internally to the neighborhood and are often buffered from surrounding development.</li> <li>Uses tend to be more auto-oriented, though bicycle/pedestrian connectivity between neighborhoods and to nearby neighborhood commercial areas are important.</li> <li>C-1 is acceptable if it has frontage on a major or minor thoroughfare or is part of an expansion to an existing C-1 area, which is located adjacent to an existing major or minor thoroughfare, but does not expand said district by greater than 50%. None of the traffic from the C-1 area to the arterial street will utilize a street which contains single-family detached homes.</li> </ul>	<ul style="list-style-type: none"> <li>Residential Uses - 6 du/acre</li> <li>Non-Residential Uses - 0.25 FAR</li> </ul>	RE, RM-1, RM-2, PRD, C-1, PUD, RV, TND

**Note:** \* Greater density/intensity may be authorized through regulatory incentives. Maximum density/intensity may be limited by site constraints or zoning applied to specific parcels.



- ◇ **Western Gateway** - As this suburban area and the population ages, the primary challenges will be to maintain the stability and vitality of existing neighborhoods; address the changing mobility, recreational and other service needs of area residents; and enable the provision of compatibly-designed, neighborhood-scale commercial and service uses at targeted intersections.
  - ◇ **Eastern Gateway** - The Mixed-Use Activity Center at the Warren C. Coleman Boulevard (US 601) interchange has several constraints, such as limited sewer service on the south side of US 49 and the geology of the area makes development expensive. Given some of these constraints, mixed-use projects incorporating higher density housing above retail and other forms of higher density housing should be considered. Access improvements to this District will make more attractive for development. Development outside of the Mixed-Use Activity Center should not be encouraged and extensions of sewer service should be limited to areas within the mixed-use activity center and to the area north of US 49. The City should coordinate with NCDOT to manage access to US 49 and retain the rural character of the area through extensive buffering between the highway and adjacent development.
  - ◇ **Mixed-Use Corridor** - The City should carry out additional planning efforts for corridors, districts and small areas for Mixed-Use Corridors to be flexible and responsive to changes in land use pattern and market demands over time, and permit a broad range of uses at different scales and intensities depending on each corridor's context.
- Greenway** - A vegetative buffer of 50 to 120 feet are required for greenways along each side of the stream. Ideally, the minimum vegetative buffer width should be extended from 50 to 100 feet, to properly protect the waterways, accommodate greenway connections, and to separate uses. Expansion of these buffers through voluntary landowner participation in establishing conservation easements should be encouraged. Pedestrian/ biking amenities linking planned greenways in order to form a green network within the City should also be encouraged.
- **Activity Centers:** Activity Centers represent existing major attractors throughout the community whose continued evolution will greatly affect the surrounding areas. These Activity Centers serve as anchors for most of the Character Areas.



The Laurels in Highland Creek (Image source: Senior Living, <https://www.seniorliving.org/assisted-living/north-carolina/concord-nc/>)



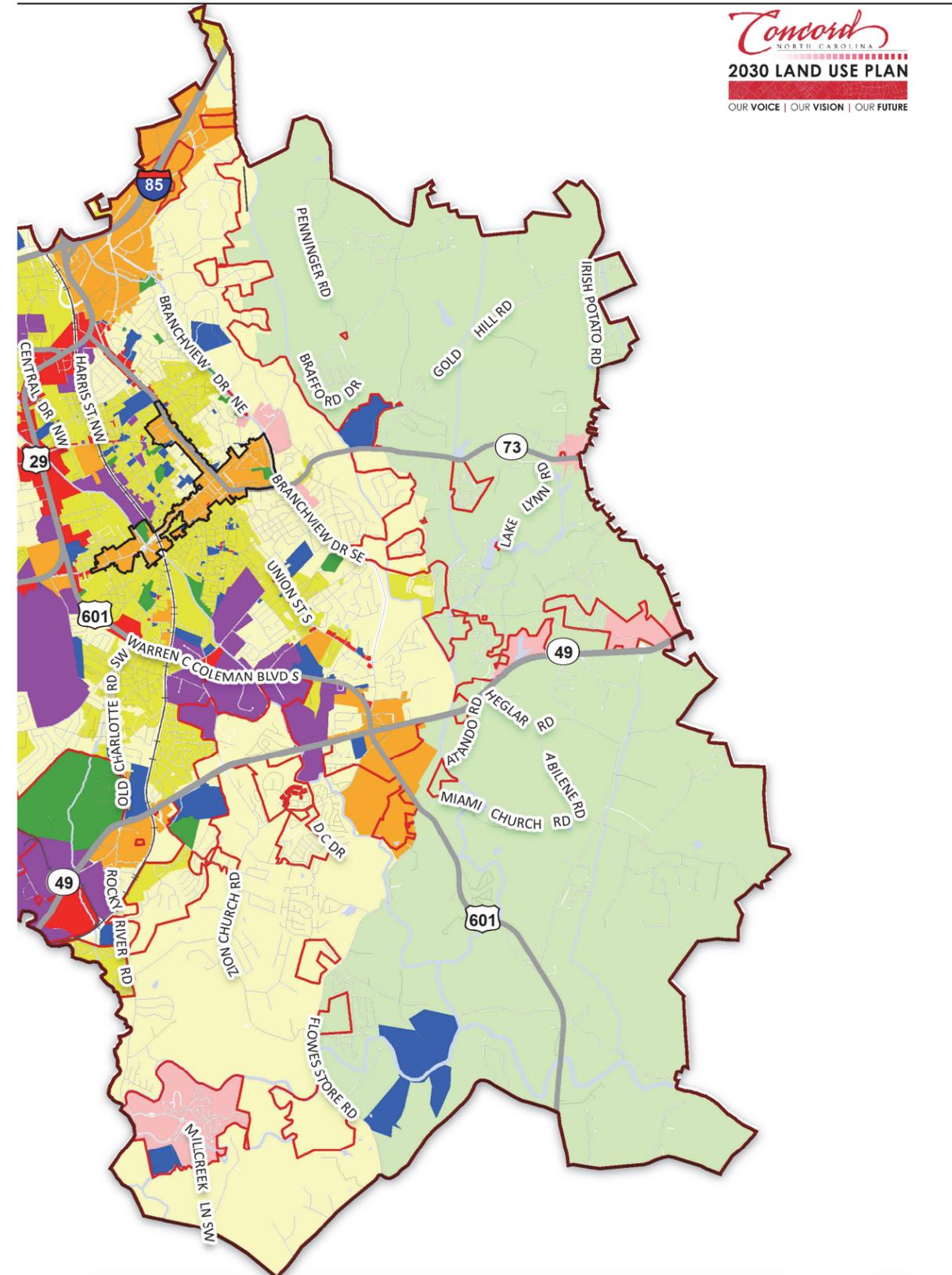
Auto Related Uses along US 49 (Image source: Google Earth)



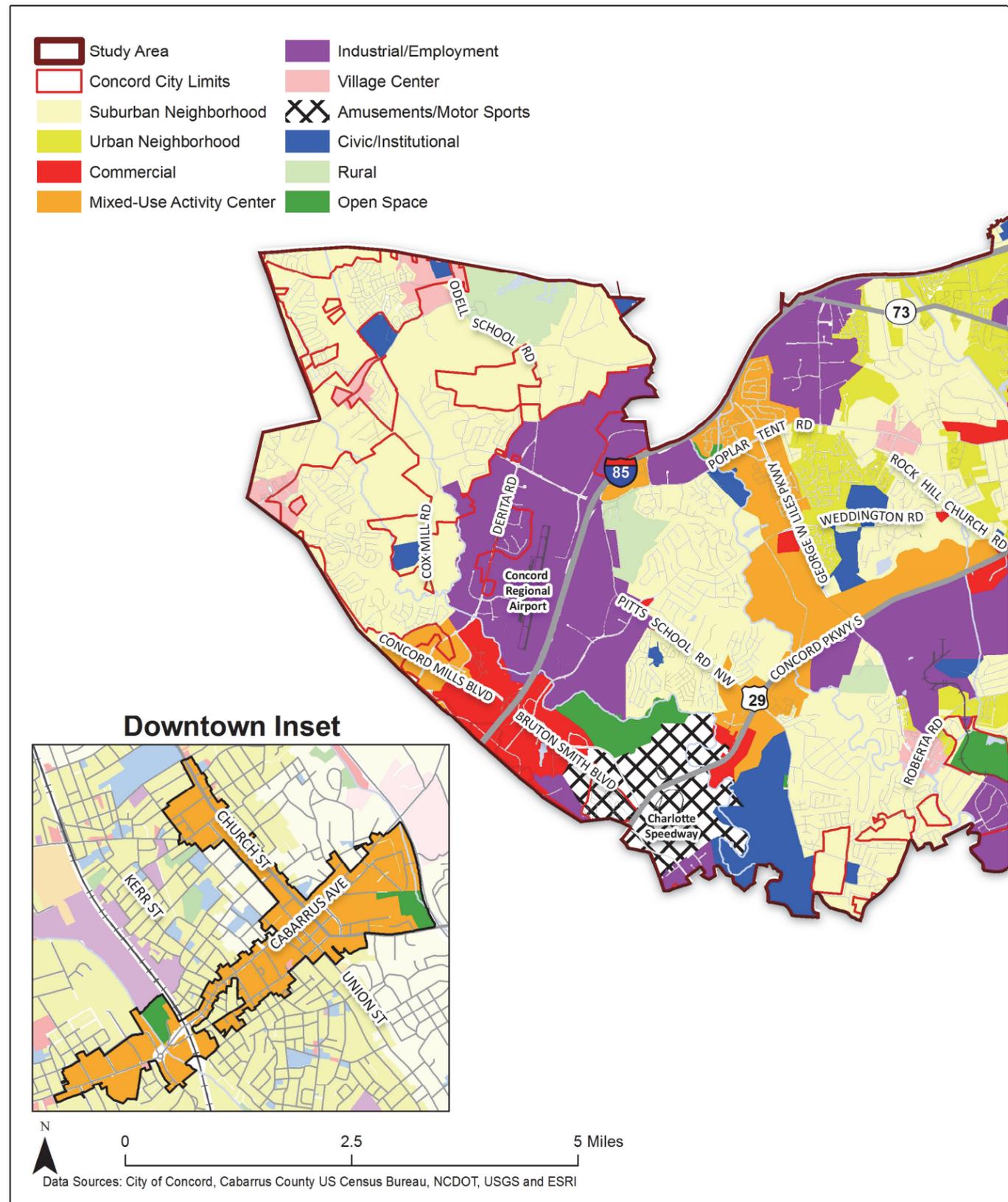
Concord Parkway/Warren C. Coleman Small Area Plan (image source: City of Concord)



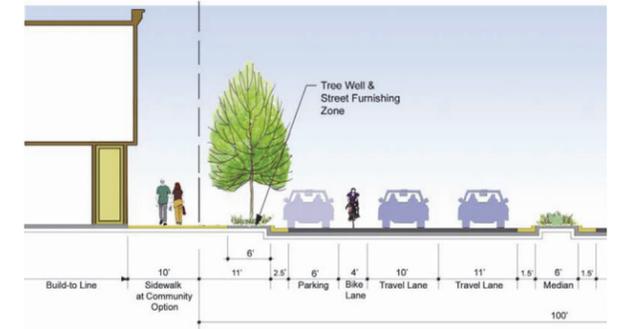
Hector H. Henry II Greenway (Image source: City of Concord, <https://www.concordnc.gov/Resident/Community-News/articleType/ArticleView/articleId/800>)



Map 4-1: Future Land Use



- Multimodal Corridors:** The designated Multimodal Corridors are identified as existing important automobile oriented transportation corridors that connect between Character Areas as well as to the larger region. These corridors are identified as either Primary Corridors or Secondary Corridors depending on their size and importance to the transportation system. The 2030 Plan identifies Multimodal Corridors as opportunities for incorporating multimodal features (bike lanes, transit service, sidewalks/trails) and more transit supportive land use patterns through corridor planning and zoning changes. Ultimately the development of these corridors consistent with multimodal principles will help to create a more coherent development pattern between Character Areas while encouraging travel using alternative modes.
- Existing/Proposed Greenways:** Concord has an extensive plan to develop a comprehensive network of greenways. As shown on the Growth Concept, these future greenways will help reinforce connections between Character Areas and Activity Centers which will provide real options for bicyclists and pedestrians to safely travel through the City. Areas in floodways and adjacent to creeks, in particular, should be reserved for future greenways and other recreational facilities.



Multimodal Corridor, NC 73 Transportation/Land Use Corridor Plan



Harold B. McEachern Greenway (Image source: Carolina Thread Trail, <https://www.carolinathreadtrailmap.org/trails/trail/harold-b-mceachern-greenway>)

## 4.0 PLAN ELEMENTS

The Plan Elements are the “Building Blocks” of the 2030 Plan, which includes six Plan Elements addressing specific goals, objectives and policy guidance. The following section provides a brief description of the Future Land Use (FLU) categories, and associated goals and objectives.

- Land Use
- Housing and Neighborhoods
- Connectivity and Mobility
- Parks and Recreation
- Natural Resources and Agriculture
- Infrastructure



Activity Center, Concord Parkway (US 29) Warren C. Coleman (US 601) Small Area Plan

## LAND USE

This element is intended to guide the City's growth, development and redevelopment through the year 2030. While the primary focus is on land use patterns, it is closely linked to each of the other elements of the 2030 Plan. The Land Use Element includes a Future Land Use Map that is a graphic representation of the desired growth pattern for Concord through 2030. This map contains ten (10) Future Land Use (FLU) categories to guide developers, staff and appointed/elected officials on the type and scale of development intended at each location throughout the City (**Map 4-1**). These Future Land Use categories were developed in part by using guidance found in the CONNECT Our Future regional planning effort.

### OPEN SPACE (OS)

The intent of the Open Space (OS) Future Land Use category is to permanently protect important open spaces in the community. Areas designated as OS can include lands dedicated for preservation by legal means, and land used for active and passive recreational purposes.

### RURAL (R)

The intent of the Rural (R) Future Land Use category is to identify a variety of land use types that are representative of working agricultural uses as well as a variety of residential types including farmhouses, to large acreage rural family dwellings, to ecologically-minded "conservations subdivisions" which are designed to preserve open landscape, and traditional buildings, often with a mixture of residential and agricultural/rural-supported commercial uses.

### SUBURBAN NEIGHBORHOODS (SN)

The intent of the Suburban Neighborhood (SN) Future Land Use category is to support a variety of single-family detached residential types, from manufactured homes to large lot, low-density single-family homes to denser formats of smaller single-family homes. Lots at intersections of collector and arterial streets within or at the edges of suburban neighborhoods may support small-scale, neighborhood serving, pedestrian-oriented commercial or service uses such as coffee shops, cafes, beauty salons and light retail. Pedestrian oriented uses exclude uses with drive-in, drive-through or automobile related services.

### URBAN NEIGHBORHOODS (UN)

The intent of the Urban Neighborhood (UN) Future Land Use category is to provide a mix of moderate- to high-density housing options. These neighborhoods are relatively compact, and may contain one or more of the following housing types: small lot, single family detached, townhomes, condominiums, or apartments. The design and scale of development in an urban neighborhood encourages active living with a complete a comprehensive network of walkable streets. Cul-de-sacs are restricted to areas where topography, environment, or existing development makes other connections prohibitive. Lots at intersections of collector and arterial streets within or at the edges of urban neighborhoods may support neighborhood- and community-serving, pedestrian-oriented commercial or service uses such as coffee shops, cafes, beauty salons and light retail. Drive-through uses may be appropriate if designed and located so they access side streets and do not compromise pedestrian safety.

### VILLAGE CENTERS (VC)

The intent of the Village Center (VC) Future Land Use category is to create small/mid-size commercial and mixed-use centers and limit strip commercial in areas that are predominantly residential in character. The types of uses within Village Centers will vary, but encouragement should be given to mixed uses and those uses that are neighborhood serving (i.e. restaurants/diners, gas stations, small convenience stores, hardware stores, etc.) which reduce the need for residents to travel long distances in a car to meet basic needs.



Open Space, Frank Liske Park (Image source: Cabarrus County, (<https://www.cabarruscounty.us/location/frank-liske-park>))



Rural, Working Farms (Image source: Barbee Farms, (<https://barbeefarms.net/photos/>))



Suburban Neighborhood, Small Lot (Image source: Tindale Oliver & Associates)



Urban Neighborhood, Locke Mill Plaza (Image source: Steven Spring, (<http://www.panoramio.com/photo/26832997#>))



Village Center, Birkdale Village, Huntersville, NC (Image source: <http://birkdalevillage.net/>)

### MIXED-USE ACTIVITY CENTERS (MUAC)

The intent of the Mixed-Use Activity Center (MUAC) Future Land Use category is to identify areas that serve broader economic, entertainment, and community activities as compared to mixed-use neighborhoods. Uses and buildings are located on small blocks with streets designed to encourage pedestrian activities. Buildings in the core of the mixed-use center may stand three or more stories. Residential units or office space may be found above storefronts. Parking is satisfied by using on-street parking, structured parking, and shared rear-lot parking strategies. Structured parking should be encouraged to be incorporated into the principal structure.

### COMMERCIAL (C)

The intent of the Commercial (C) Future Land Use category is to support additional commercial development, much of the new commercial development should be concentrated within the Mixed-Use Districts and Village Centers. Strip commercial development along major corridors is discouraged in the 2030 Plan. Instead, commercial development integrated into Mixed-Use Activity Centers at key intersections is desired. Areas designated as Commercial are intended to represent those that include a variety of commercial uses at different intensities, including large scale malls, lifestyle centers, and community shopping centers.

### INDUSTRIAL/EMPLOYMENT (IE)

The intent of the Industrial/Employment (IE) Future Land Use category is to identify those areas that have either already developed as industrial or are suited for additional industrial development due to the presence of infrastructure and access to transportation routes, such as major highways and railroads. These industrial areas should be preserved for employment uses to generate jobs for the community. There is a need to protect industrial lands, and to encourage additional growth in industrial/employment uses in designated areas, particularly around Concord Regional Airport, and along I-85 between Pitts School Road and Rocky River. Additionally, some light industrial/employment uses are encouraged to locate in Mixed-Use Districts, depending upon their intensity.

### AMUSEMENTS/MOTOR SPORTS (AMS)

The intent of the Amusement/Motor Sports (AMS) Future Land Use category is to manage the motor sports related uses, which includes the Charlotte Motor Speedway and its parking areas, as well as other various uses that have located around the Speedway which support the racing industry. This area has noise level and traffic pattern characteristics that may impact surrounding development warranting a special land use classification.

### CIVIC/INSTITUTIONAL (CI)

The intent of the Civic/Institutional (CI) Future Land Use category is to identify areas to serve the community, such as public facilities, public and private schools, places of worship, cemeteries and other community gathering facilities.

**Table 4-1** provides specific information relating to associated place types (place types are based on CONNECT Our Future - Place Types and Community Types), characteristics/guidance, density/intensity, and applicable zoning districts associated with the FLU categories.



Mixed-Use Activity Center, Blue Back Square, West Hartford, CT (Image source: Turner, (<http://www.turnerconstruction.com/experience/project/19D/blue-back-square-mixed-use-development>))



Commercial, South Park Mall, Charlotte, NC (Image source: Charlotte Business Journal, ([https://media.bizj.us/view/img/379701/southpark-mall-entrance\\*1200x3008-1692-0-154.jpg](https://media.bizj.us/view/img/379701/southpark-mall-entrance*1200x3008-1692-0-154.jpg)))



Industrial/Employment, Sysco (Image source: The International Business Park at Concord, (<http://www.internationalbusinesspark.com/companies/sysco-food-services-charlotte/>))



Amusement/Motor Sports, Charlotte Motor Speedway (Image source: Charlotte Motor Speedway, ([http://www.charlottemotorspeedway.com/handler.cfm/template\\_photo\\_gallery\\_cat\\_id,51770?sf\\_id=25216](http://www.charlottemotorspeedway.com/handler.cfm/template_photo_gallery_cat_id,51770?sf_id=25216)))



Civic/Institutional, Cabarrus Arena and Exposition Center (Image source: Tindale Oliver)