



# Envision Future Community Growth Through Land Use Planning

Based on North Carolina General Assembly updates to state planning regulations for local jurisdictions in 2019, commonly referred to as “Chapter 160D requirements,” all communities wishing to enforce zoning regulations must have an adopted land use plan. Implicitly contained in this policy is the expectation that communities should anticipate making updates to their land use plans every 5-10 years (at a minimum) based on the local pace of growth and change. Centralina routinely works with counties and municipalities to align land use plans with Chapter 160D requirements and reflect shared community visions for the future.

## WHAT IS A LAND USE PLAN?

A comprehensive land use plan captures the vision, values and goals for a community’s future. Land use plans rely heavily on community input to identify these goals and create strategies for achieving a shared vision. They also include context on the history and existing conditions of the community and a land use map to help guide future development.

## WHY IS LAND USE PLANNING IMPORTANT?

Land use planning provides communities with an opportunity to integrate land use practice with other local priorities such as transportation connectivity, parks and recreation, infrastructure investment and economic development. Coordinated planning helps communities create vibrant places that meet the needs of current and future residents. Land use planning efforts can also illuminate areas where more focused efforts may be necessary. Planning for the growth and development of specific neighborhoods, districts and corridors can help communities enhance livability, mobility and economic vitality at a variety of scales.

**Small Area Planning:** Small area plans identify issues and opportunities and craft a shared vision for a specific neighborhood or district. These plans incorporate strategies, policies and action items specific to the neighborhood and its stakeholders.

**Corridor Planning:** Corridor plans develop an integrated transportation and land use planning framework for a specific street or street network. These plans help improve walkability, accessibility and safety and align the development of economic opportunity with physical infrastructure.

## HOW CAN CENTRALINA HELP?

Centralina has experience supporting local governments with land use planning efforts and can assist with the creation or updates of land use, small area and corridor plans. Our land use planning and placemaking experts can provide technical assistance to your community on diverse aspects of the planning process, including:



### ***Public Engagement:***

By seeking a range of voices through diverse engagement methods, Centralina helps local leaders better understand current issues and community aspirations for the future. Engagement also creates early support for plan recommendations. Centralina can design a process that works best for your community, combining in-person, virtual and hybrid public workshops, forums, focus groups, online surveys and social media.



### ***Plan Development:***

Centralina will synthesize existing data and plans with public opinion and best practices to create strategies that encourage well-planned, livable communities. Our efforts on planning initiatives like CONNECT Our Future and the CONNECT Beyond regional transit plan help communities consider their priorities in a regional context while maintaining a strong sense of place for each community.



### ***Data Analysis & Maps:***

Centralina has experience using geospatial analysis to support local government data needs. By combining local, state and federal databases with newly created maps and the wealth of data collected through regional planning projects, Centralina ensures communities have the information needed to make informed decisions.



### ***Graphic Design:***

Centralina creates engaging maps, charts, branding packages and other visual elements that elevate public-facing documents and enhance storytelling. Our graphic design experts help communities craft compelling, well-designed documents that go beyond data sharing to “tell the story” tied to local quality of life opportunities and challenges, translating planning efforts and community values into a recognizable visual identity.

## RECENT PLANNING PROJECTS

- Land Use Planning** – Town of Dallas, Town of New London, Town of Richfield, Town of Stallings, Town of Stanley, Anson County, Stanly County
- Code Updates** – City of Belmont, City of Cherryville, Town of McAdenville, Town of Stallings, Town of Stanley, Stanly County, Town of Troutman, Town of Wingate
- Engagement** – Town of Dallas, Village of Marvin, CONNECT Beyond Regional Transit Plan, Charlotte Regional TPO/Gaston-Cleveland-Lincoln MPO
- GIS Projects** – City of Albemarle, City of Statesville, Town of Wingate, Anson County, CDC Vaccination Outreach, Metrolina CommunityViz Initiative
- Graphic Design** – Gaston-Cleveland-Lincoln MPO Metropolitan Transportation Plan

## READY FOR A QUOTE?

Reach out to Jason Wager, Regional Planning Director, at 704-348-2707 or [jwager@centralina.org](mailto:jwager@centralina.org) to discuss how we can help.