



Heart of the Triad Goals and Objectives

The Vision

Working together to enhance the Heart of the Triad while maintaining its natural beauty and unique features.

Assurances

Protection of Property Rights: Maintenance of private property rights and proper legal use of Eminent Domain and all types of Annexation are essential to the development of the Heart of the Triad.

Stewardship of our natural resources and preservation of open space: Plans for this area should serve to protect these resources including water quality, air quality, habitats, wetlands, floodplains, watersheds, agricultural land and open space.

Infrastructure: Infrastructure should complement local land use plans. Transportation planning should consider multi-modal objectives to provide suitable alternatives to the automobile.

Public Input/Public Information and Development Transparency: Property owners will be informed about growth in the area through meaningful opportunities for input and participation. All activities should be transparent and encourage public participation. Opportunities for conservation (Voluntary Agricultural Districts, Conservation Easements, Present Use Value) should be emphasized and promoted.

Sustainability: Sustainability can be defined as “policies and practices that meet today’s needs without jeopardizing the needs of future generations.” In all areas of development, preservation and conservation should be emphasized in the Heart of the Triad.

Governance: Governance, cooperation, and coordination of the Heart of Triad will be among existing jurisdictions in lieu of creating a regional government. Participating governments will be encouraged to develop consistent codes, standards, practices and policies related to land use and development in the Heart of the Triad.

Goals and Objectives

Goal I Enhance and protect environmental resources.

Objectives:

- Protect the Heart of the Triad’s natural resources as an essential element of the plan.
- Anticipate and manage environmental changes.
- Manage storm water runoff to prevent pollution, protect property, and maintain water quality.

- Encourage protection of wildlife habitats, tree canopies, wetlands, floodplains, watersheds, and open spaces.
- Promote active and passive recreation areas within developmental clusters.
- Identify and preserve buffers between intense development areas.
- Develop policies and infrastructure to improve and enhance the viability of Heart of the Triad's existing farms.
- Promote Eco/Agri-tourism/businesses.

Goal II Conceptualize, plan and develop the Heart of the Triad in strategic phases to offer a range of desirable opportunities.

Objectives:

- Develop land uses that are walkable and zoning regulations that support land use objectives while protecting individual property rights.
- Promote diversity in housing and employment opportunities.
- Plan for a variety of residential development options to accommodate diverse lifestyles including higher density residential development in and near employment clusters; lower density residential development which incorporates open planning techniques, i.e. Randall Arendt's concepts; and multi acreage/estate developments.
- Feature existing civic and cultural facilities as focal points.
- Work collaboratively with school officials to develop land uses/site selection for public schools and encourage public schools to become nationally recognized high performance.
- Promote life long learning opportunities by enhancing existing higher education institutions.
- Promote employment districts and mixed-use centers to accommodate a variety of economic development initiatives with a focus on quality job growth.
- Encourage the revitalization of abandoned commercial/industrial sites.

Goal III Promote a regional multi-modal transportation system that supports the Heart of the Triad.

Objectives:

- Establish a priority program to repair, maintain, and widen existing roads as needed to support growth within the area because speculative roads and development corridors are not the best use of tax dollars.
- Complete the PART commuter rail program using existing rail lines.
- Add new commuter rail stations as needed to support area growth.
- Encourage high density and mixed-use development in the areas around new commuter rail stations and other designated high density activity centers.
- Integrate transportation systems—bus, shuttle, rail, pedestrian walkways, bike paths, and other modes to connect activity centers and to create a seamless commute.
- Install bike racks on all buses, shuttles, and rail systems.

Goal IV Recruit businesses/industries that will create employment and activity centers.

Objectives:

- Coordinate recruitment, marketing and screening strategies that target both domestic and international businesses.
- Focus on businesses that produce high quality jobs with high employment per building square foot.
- Identify specialized manufacturing that supports local and regional research and development efforts.
- Identify collaborative efforts with the Piedmont Triad Airport Authority and Piedmont Triad Partnership.
- Promote the advancement of a fiber optic infrastructure throughout the area.
- Develop environmentally sound, sustainable industries including alternative energy.

Goal V Develop cooperative organizational approaches to implement the plan.

Objectives:

- Develop a plan that includes projected areas of development, priorities for implementation, a budget for all infrastructure projected costs, an evaluation/assessment component and a plan for citizen input on an ongoing basis.
- Present the Heart of the Triad Area Plan recommendations as developed from this process to all jurisdictions for approval because all land in the area identified as the Heart of the Triad is either currently or will be under the governance of one of the seven jurisdictions represented in this process.
- Develop a process for information sharing, cooperation and coordination among existing jurisdictions to assure consistent outcomes.

Goal VI Develop Sustainability Approaches and Standards.

Objectives:

- Focus on a broad-based, healthy economic development strategy for all income levels.
- Develop high salary primary jobs that spin-off quality secondary jobs.
- Expand existing incubation centers.
- Strive for social diversity.
- Emphasize quality community development through:
 - Best rural design practices,
 - Creative urban design practices for commercial and mixed use centers,
 - Concrete uniform design standards approved by all jurisdictions to create an aesthetically pleasing place to live and work,
 - Multi-modal transportation options and
 - Protect the environment and natural resources.
- Identify means to encourage green building practices, including use of LEED (Leadership in Energy and Environmental Design) standards.
- Use tax dollars wisely and always pursue the best options for tax expenditures.
- Governance will be by existing jurisdictions.
- Provide regular updates through either web sites, emails, or US mail to the community residents identified through the property tax mailing lists and other community lists.