



Heart of the Triad

A Dynamic Plan for the Future

*The Heart of the Triad Public Forum
February 2, 2006*



HOT – A Project About...

- **Asking Questions**
- **Listening to You**
- **Making Choices**
- **Defining the Future**
- **Creating a Plan**
- **Working Together...To Make it Work**



Why Are We Here Tonight?

- Kick off Public Involvement and Tap Your Knowledge
- Introduce the HOT Planning Team
- Highlight the Three Key Plan Elements
- Actively Engage You in Helping Us Learn About the Heart of the Triad
- Give You the Date for the Next Participation Opportunity



The **HOT** Planning Team



Team Lead, Community Design, Transportation,
and Implementation

RERC - Market and Economic Development

Webb Patterson - Public Involvement

PBQD - Transportation Modeling and Air Quality

UNCG - Issues Management/GIS



Heart of the Triad



Strong Local Leadership

- **Steering Committee**

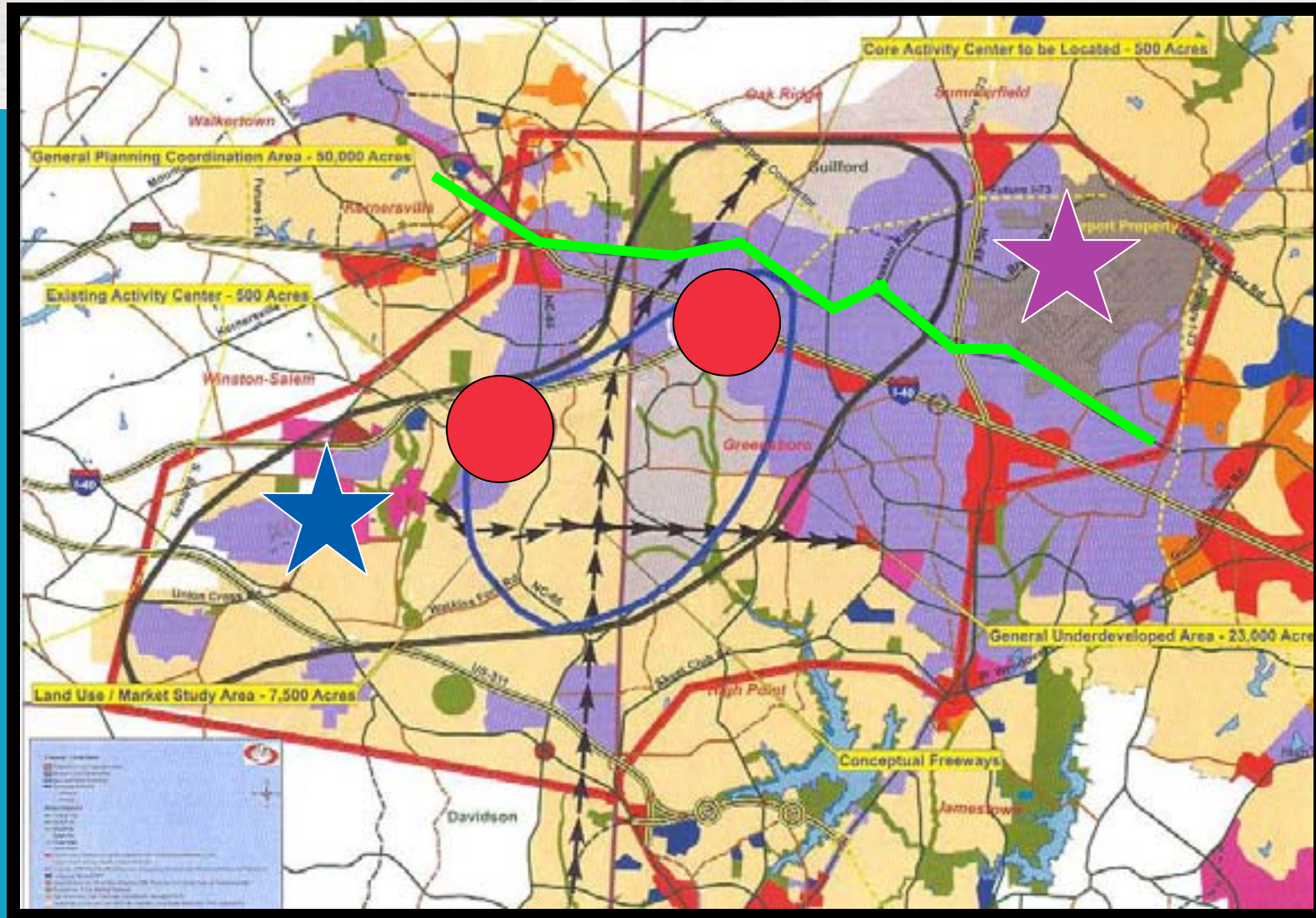
- Policy Guidance, Active Participant, Public and Business Members - Recommends Plan to Local Governments

- **Technical Committee**

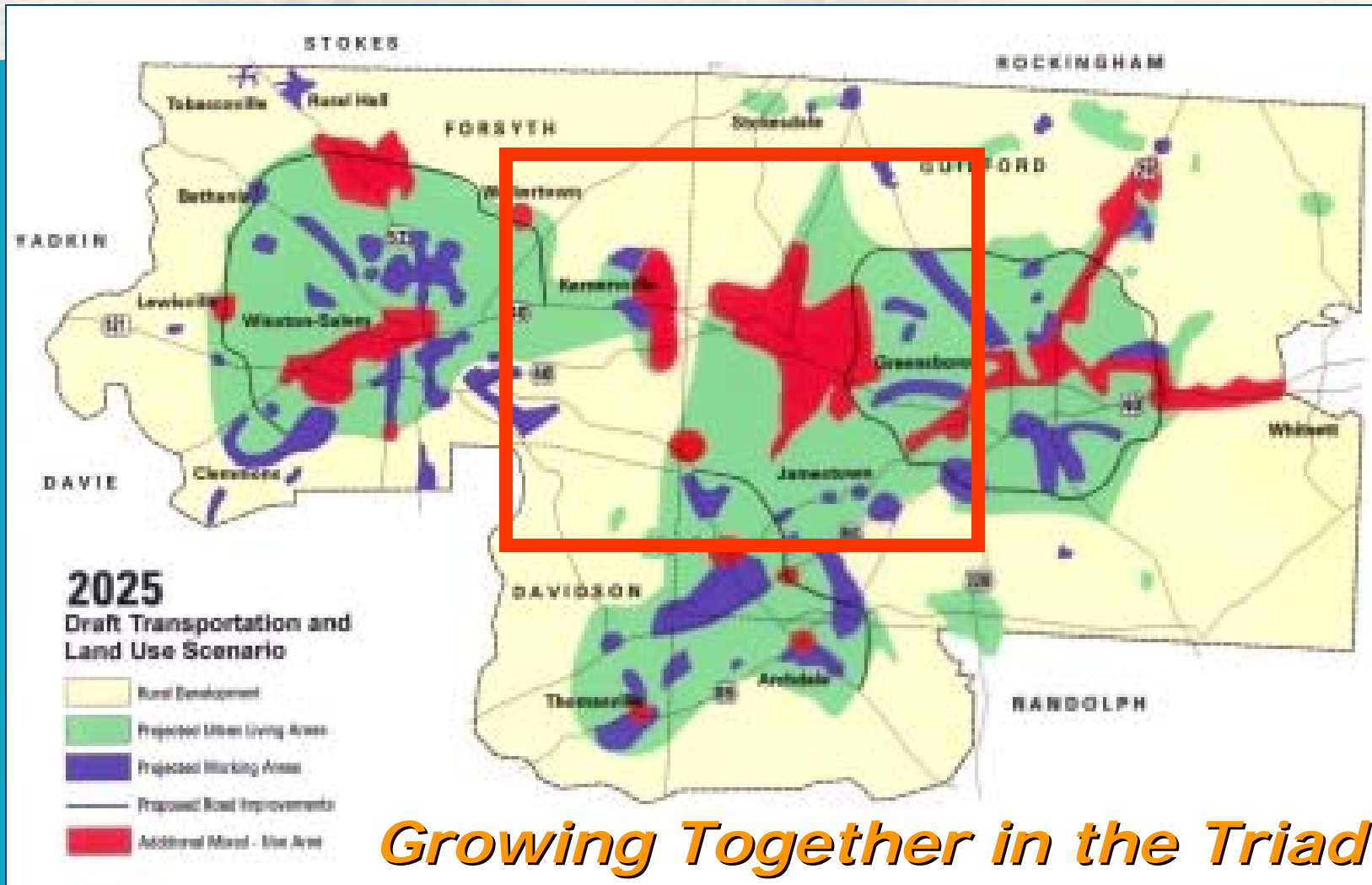
- Technical Guidance, Plans and Regulation Review, Local Coordination – Sets the Standards



Initial **HOT** Plan Ideas



The Starting Point...



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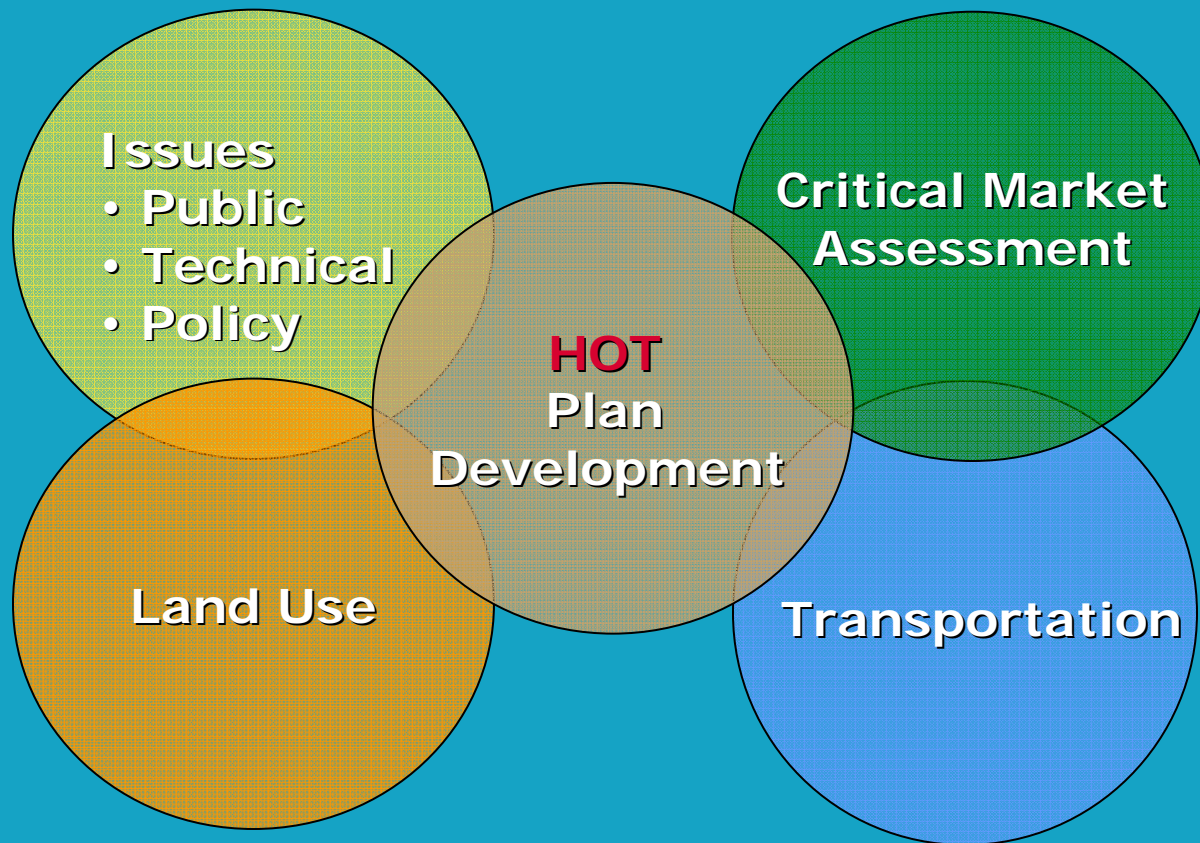


Initial **HOT** Issues

- Create a New Place - **Development Types**
- Make It Unique - **Branding**
- Unify the Land Use Plan – **Collaboration**
- Provide Services/Facilities - **Infrastructure**
- Develop Transportation Options - **Mobility**
- Manage and Finance Solutions - **Cooperation**
- Develop Design Standards - **Consistency**



How to Make it Work



Intensive Public Involvement

- **Accessible**
 - Use a Variety of Methods
 - Advertise Events
- **Credible**
 - Provide Multiple Opportunities
 - Be Inclusive
- **Believable**
 - Rely on Local Knowledge
 - Communicate Results



Public Forum

■ Issues Forum

- Single, Convenient Location
- “Listening” Session

■ Presentations

■ Group Exercises

- Large Group
- Small Group
- Consensus Sessions
- Report Results



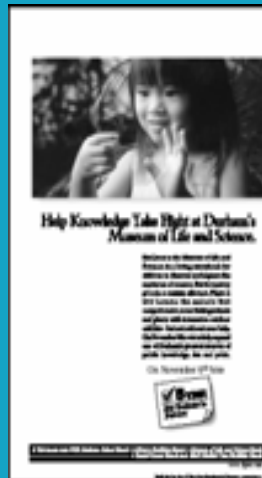
Intensive Public Involvement

■ Proactive, Multi-Faceted Approach

- Posting on the
- Newsletters
- Media Relations



Website www.partnc.org



Heart of the Triad



What Future Do You See?

A – Accidental?

B – Intentional?



10%

90%



Heart of the Triad

HDR

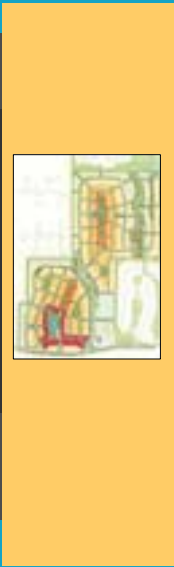
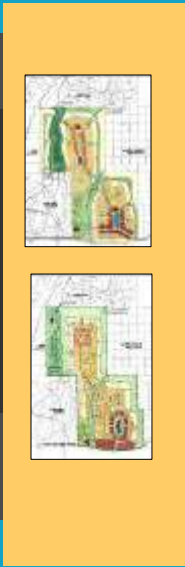
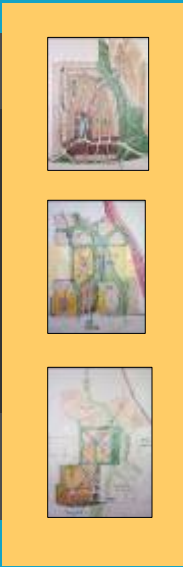
The Charrette – It's About Working Together

Vision

Public Input

Review

Presentation



Alternative Plans

Refined Plans

Final Plan



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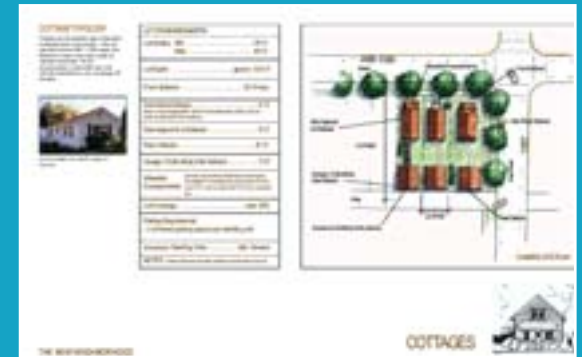
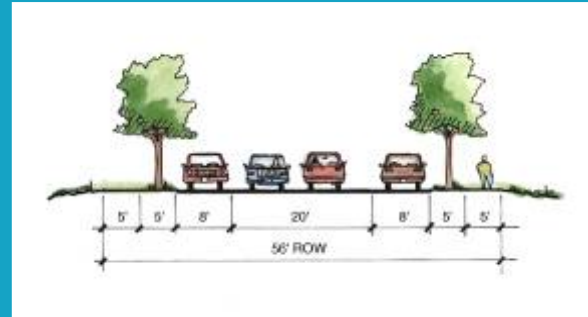


Meeting Together

	MONDAY 1/___/06	TUESDAY 1/___/06	WEDNESDAY 1/___/06	THURSDAY 1/___/06	FRIDAY 1/___/06	Saturday 1/___/06
8:00 AM	Set up studio	Planning Directors	Committees'	Team Work	Team Work	Break Down Studio
8:30 AM	Kickoff - Steering and	Meeting	"Table Top" Review	Session	Session	Presentation
9:00 AM	Technical Committees	DOT Directors	Session	Alternative Plan	Alternative Plans	Set Up
9:30 AM	Tour of Study Area	Meeting	Concept Development Continues	Concepts		
10:00 AM		Other Agencies		Transportation/ AQ/Modeling	Refinement	
10:30 AM		Meetings (Concurrent)		Agency Review & Input	Modeling	Public Presentation
11:00 AM	Team Meeting	Access Management				
11:30 AM	Lunch In	Summary	Lunch In	Lunch In	Design Standards	
12:00 PM		Lunch In			Lunch In	
12:30 PM	Steering	Team	Team	Lunch In	Comp Plan/LDR	Team Departs
1:00 PM	Committee Meeting	Work Session	Work Session	Team		
1:30 PM	Technical	Opportunities & Constraints	Land Use/Centers Highways/Freeways	Work Session	Organization & Management Options	
2:00 PM	Committee Meeting			Ped/Bike		Continues
2:30 PM	Business/Enterprise	Market & Branding	Transit/TOD	Presentation Preparation	Committees' Presentation & Feedback/Team Review	
3:00 PM	meeting					Environmental
3:30 PM	Joint Committees	Vision, Goals Concepts	Public Meeting & Presentation Preparation	Committees' Presentation & Feedback/Team Review	Team Work Session	
4:00 PM	Meeting					
4:30 PM	Public Presentation	Land Use/Centers Transportation	Presentation & "Hands-On" Public Planning Session	Committees' Presentation & Feedback/Team Review	Dinner In & Public Presentation Preparation	
5:00 PM	Preparation					
5:30 PM	Initial Public Presentation	Dinner Out	Team Review	Dinner In & Team Work Session		
6:00 PM						
6:30 PM	Team Meeting &	Dinner Out	Dinner Out	Team Work Session		
7:00 PM	Dinner Out					
7:30 PM						
8:00 PM						
8:30 PM						
9:00 PM						



Seeing Results Immediately



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Market and Economics

*Identify and Quantify a Land Use Program Unique to **HOT***

- Validate and Confirm Existing Studies
- Understand the Region's Economic Structure
- Conduct National Case Studies
- Estimate Future Land Use Demands
- Propose Land Use/Industry Scenarios



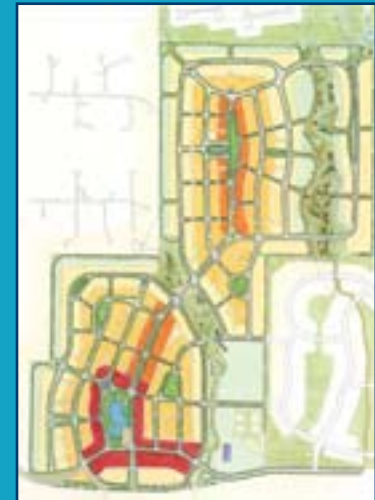
When You Think Economic Development, Is It...

A – JOBS?	32%
B – HOUSING?	2%
C – SHOPPING?	2%
D – ENTERTAINMENT?	2%
E – ALL OF THE ABOVE?	62%



HOT's Branding Strategy

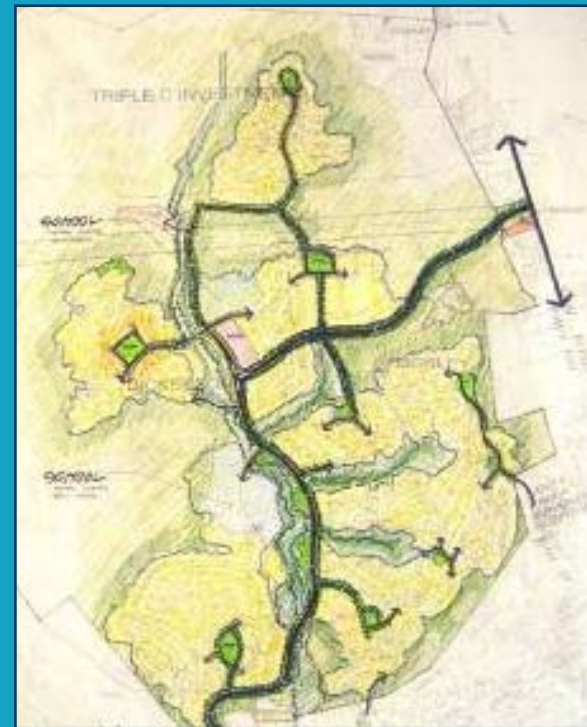
- **HOT** is the External Brand
- *"Working Together Works"* is the Internal Brand
- Play to Only to Strengths
- Establish Your Dominant Position
- Present Consistent Strategies and Themes



Land Use Plan

Create a Unified Land Use Plan that is Unique and Market Responsive

- Conceptual Land Use Plan
- Districts, Corridors, and Neighborhoods
- Activity and Employment Centers
- Parks and Open Space
- Form-based Standards



What Future Do You Prefer?

LIVE

A



22%

B



78%



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What Future Do You Prefer?

WORK

A



90%

B



10%



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What Future Do You Prefer?

SHOP

A



10%

B



90%



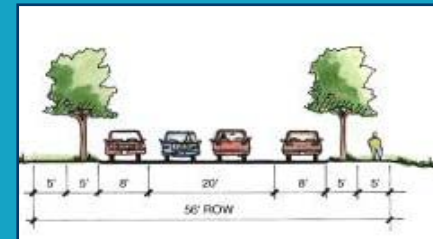
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The Transportation Plan

Create a Multi-modal System to Promote Local Accessibility and Regional Mobility

- Transportation Improvement Plan
- Enhanced Transit Options
- Air Quality Benefits
- Corridor-specific Design and Access Management Standards



What Future Do You Prefer?

MOVE

A



13%

B



6%

C



7%

D

ALL

74%



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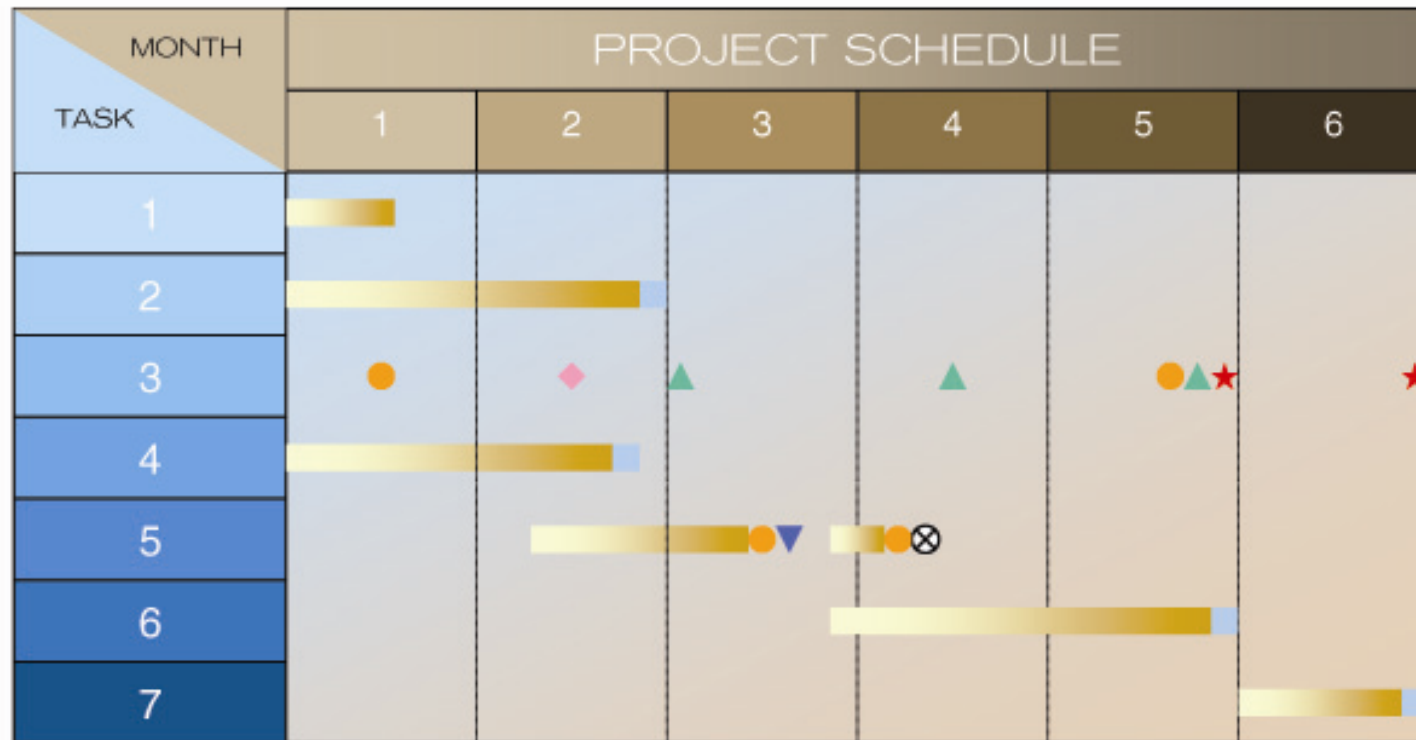
Questions to Answer

If the Heart of the Triad is developed...

1. What are Its Strengths or Assets?
2. What are Its Limitations?
3. What ONE Improvement Would You Make if You Had \$5 Million to Spend?



Working Together... and *Fast*



- Work Products
- ★ Public Presentation
- Committee Workshops
- ▼ Design Charrette
- ◆ Public Forum
- ⊗ IVA Session
- ▲ Newsletter/Web Posting





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