

# Heart of the Triad Presentation

This presentation was made to various civic and governmental agencies. It is being made available now for general overview and information

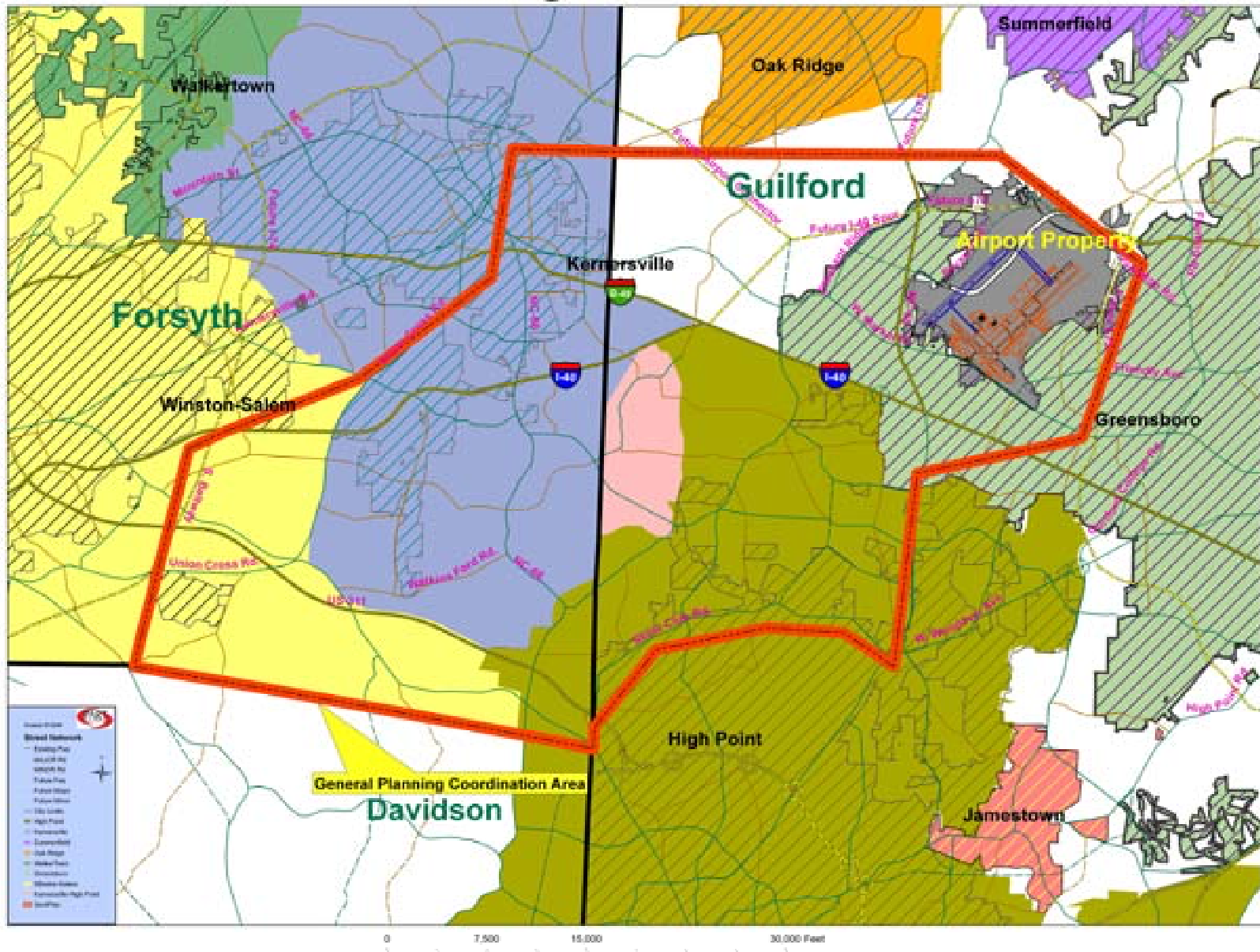
# Background

- Region's mayors, commission chairs and managers met on issue April 27, 2004
- Planning directors met 10 times since
- Original presentation on July 26, 2004
- Covered basic information, issues re: center of area
- Described "Heart of Region" concept
- Discussion supported follow up presentations in October and December, 2004

# Political/Annexation Boundaries

- Four municipalities, two counties, PTI Airport have jurisdiction in central area
- Much of central area within annexation and utility agreement areas, shown in same colors as municipality on map

# Existing Political Boundaries



# Transportation Plans & Utilities

- Numerous major highways within area
- Several others planned for vicinity
- Additional ones needed as through traffic, area development continues
- Most of the center area not currently served by public water & sewer

# Regional Developer Meeting

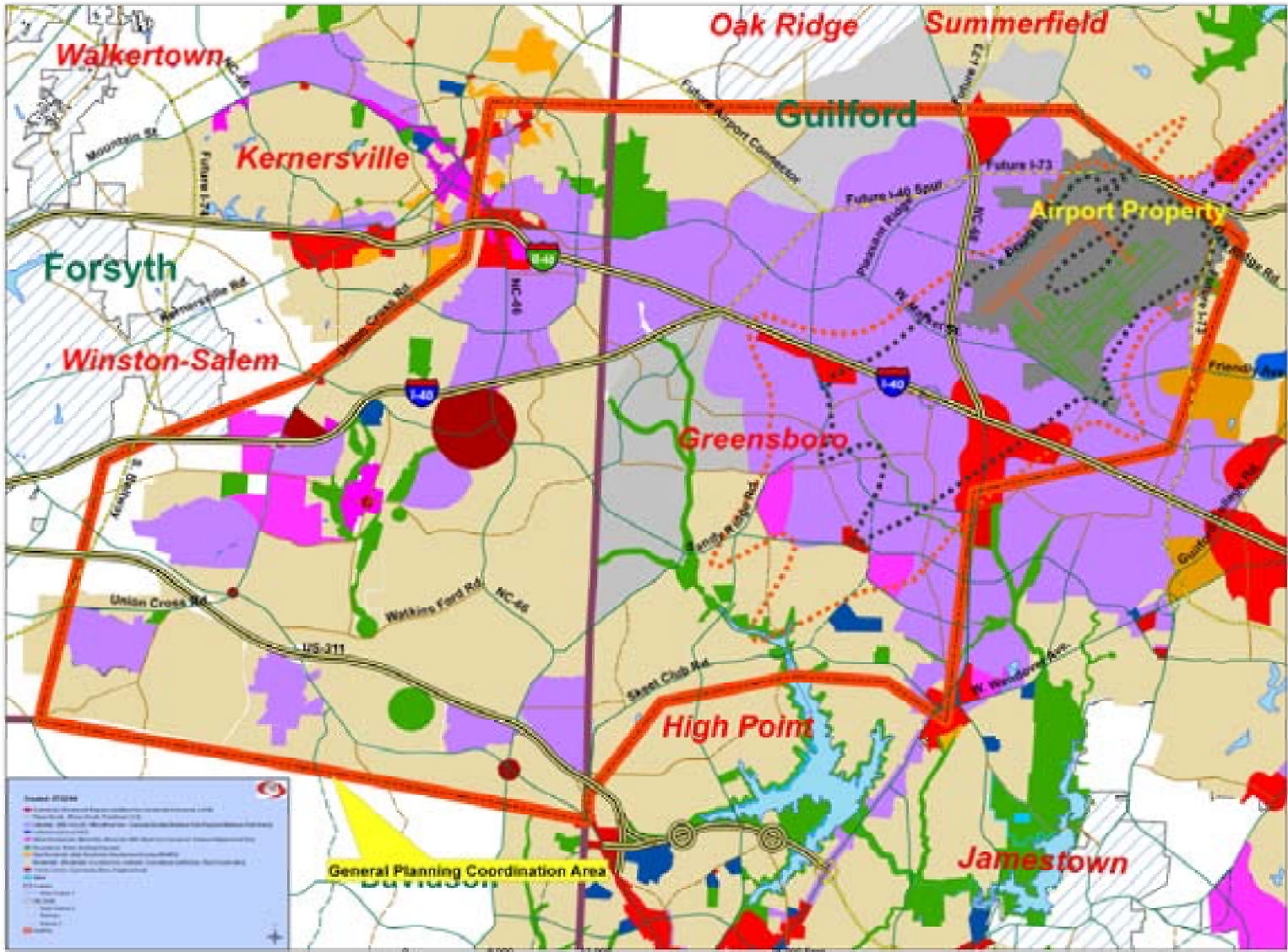
- **Several key issues discussed**
  - Need more “ready to go” business sites
  - Partnerships possible:
    - for developer funding on major projects
    - government land assembly/infrastructure efforts
  - Parks & green space should be coupled with business park for compatibility, attractiveness
  - Anchor project helpful to create political unity



# Land Use Plans, Trends

- Mostly business land uses in central area shown in adopted land use plans
- Parts of area have no assigned land uses
- Existing zoning is mostly residential, agricultural
- Trends: SF subdivisions, suburban non-residential development (e.g. truck terminals, warehouses)
- Trends make major unified development unlikely
- Possible central planning area shown in red on map

### Existing Land Use Plans



# The Unknown “Triad”

- Triad Metropolitan Area 36<sup>th</sup> largest metro
  - Charlotte 33<sup>rd</sup>    Triangle 40<sup>th</sup>    Nashville 39<sup>th</sup>  
Salt Lake City 35<sup>th</sup>    Austin 37<sup>th</sup>    New Orleans 34<sup>th</sup>
- Forsyth & Guilford 15<sup>th</sup> largest city
  - San Francisco, Indianapolis, Baltimore, Boston, Denver, Seattle
- Greensboro 78<sup>th</sup>    Winston-Salem 109<sup>th</sup>

# Regional Developer Meeting

- **Round Table Discussion**
  - August 19, 2005 with 16 persons
  - Heart of Triad concept discussed
- **Several key issues discussed**
  - What is the “IT” that makes the Triad unique?
  - Development can follow or lead the market
  - Current growth industries noted

# Need for Heart of Region Park

- Area will continue to develop with current piecemeal zoning, development trends
- Good jobs and high quality development possible in area, would maximize potential
- Examples from RTP, a successful NC regional effort
- Other slides showing attractive Triad development follow

# Research Triangle Park

- Current jobs: **38,500**
- Average salary: **\$56,000**
- Park size: **7,000 acres**

# Research Triangle Park – lessons

- Raleigh News & Observer, Sunday feature in November



# Research Triangle Park - lessons

- 1998 traffic concerns-RTP CEO's, Governor
- 7 major highway, 6 major RTP transit projects underway or planned (I-40 HOV to cost \$1-3B)
- Nearby housing needed to shorten commutes

# High Quality Jobs, Buildings



*High Point*

# High Quality Jobs, Buildings



**WINSTON-SALEM**

# High Quality Jobs, Buildings



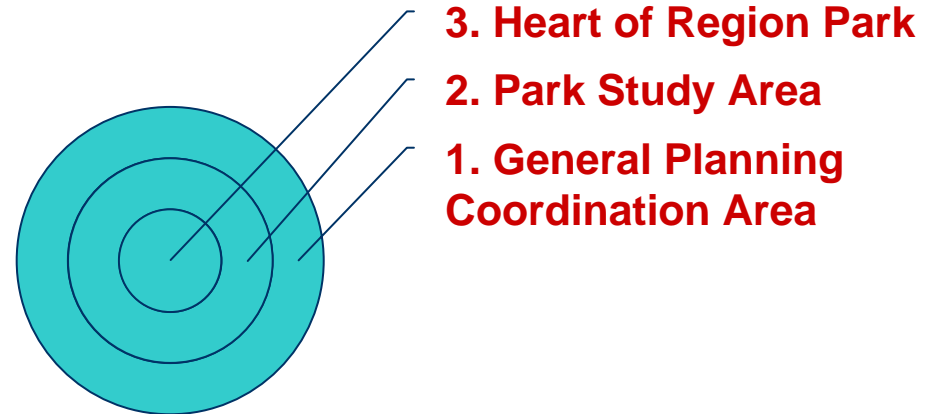
**GREENSBORO**

# Lost Opportunity, Lessons

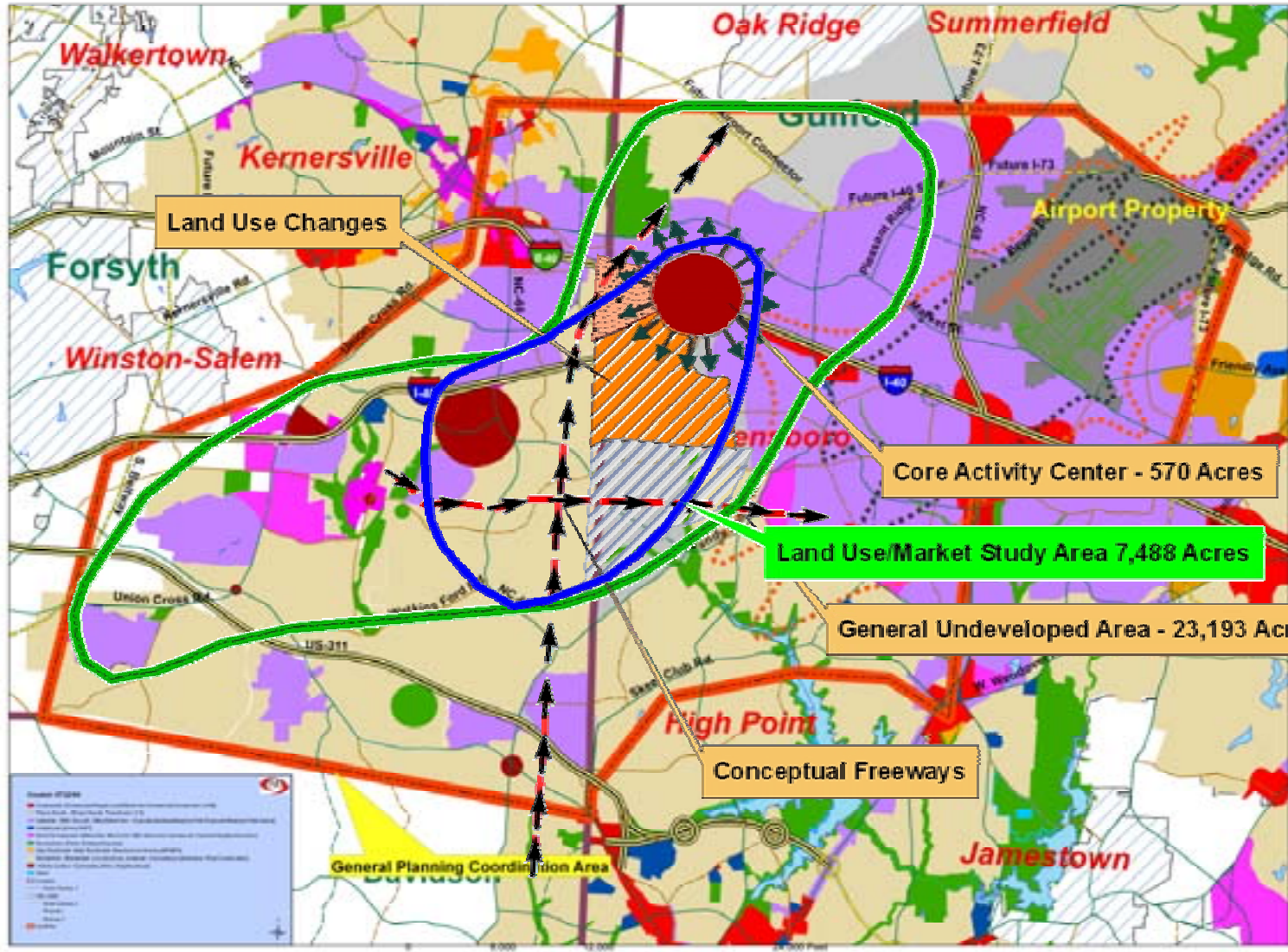
- Opportunity to plan Park likely to pass soon
  - Current growth trends lower potential quality
  - Losing ability to acquire large area
- Regional growth lessons can benefit Triad effort on:
  - Development – more mixed use, transit, housing
  - Infrastructure – better transportation, schools

# Heart of Region Park Concept

- Identified central area:
  - 3 concentric rings (figure)
    1. Outer: General Planning Coord Area [50,000 acres]
    2. Central: Park Study Area [23,000 acres]
    3. Inner: Heart of Region Park [7,500 acres]
- One or two additional core activity centers near, in park
- Map shows 3 rings as orange, green & blue; centers are red



# Conceptual Land Use Plans



# Core Activity Centers in Park

- Place to set regional identity, in HOR Park (red dots)
- 1-2 areas, each 500-600 acres in size
- Location(s) set by access, infrastructure, market
- Not another downtown, or with major retail-only ctrs
- Higher density center, with offices, MF housing, pedestrian-oriented, with good parks, regional transit
- Added highways still needed in area

# Key Information for Followup

- Need to utilize much existing information on area
- Good market information still needed for Heart of Region Park and Activity Center prospects
- Current market niche info essential for assessing feasibility, impacts & needed amenities
- Review specific regional park models, appropriate followup actions
- Continued education, presentations, feedback from broader regional audiences

# Three Heart of Region Park Options

1. Joint Plan: development & adoption of unified land use plan & guidelines for area; implementation by separate jurisdictions (least impact vs status quo)
  2. Service District: regional entity formed to direct joint plan, infrastructure, marketing in area
  3. Park Owner/Developer: purchases land, controls development as per joint plan (greatest impact)
- Implementation of preferred option may require NC General Assembly or other action.

# Regional Resolution

- Key resolution points:
  1. Acknowledge the need for this effort
  2. Note some of the components needed for a plan
  3. Support general direction of plan of action as presented
  4. Support development of a “Heart of the Triad” plan for central area of the Piedmont Triad Region

Thank You

