



HOT CONCEPTS

The Charette Summary

INTRODUCTION

The intent of the Summary Report is to provide the Steering Committee with an overview of the results of the Charrette. The report highlights:

- The Vision, Goals, and Objectives
- Economic Development Strategies
- Concept Plan Principles
- Concept Plan Land Use Elements
- Four Alternative Concepts
- Concept Plan Refinements

VISION, GOALS AND OBJECTIVES

Plan making depends on the direction the Steering Committee desires to take HOT. A Vision – the “big idea” or desired result for HOT is critical. Then, a set of defining goals and target objective begin giving content and detail to the Vision.

The Vision

Building on the themes of natural assets, regional pride, new development approaches, exciting economic development initiatives, public and private cooperation, and a sustainable future, the Committee’s vision statement is:

Working Together to Envision and Create HOT as One Great Memorable Place...

Defined by its Natural Assets

Dedicated to Celebrate its Regional traditions

Designed for Active Ways to Live, Learn, Work, Play and Move

Driven by Continuous Knowledge-based Innovation

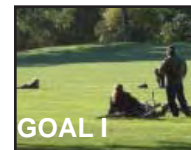
Delivered by Political Commitment and Private Investment

Destined for Sustainable Economic and Community Development

Due to the complexity of dealing with two counties and four cities, yet with a desire and intent to create One Great Memorable Place that benefits for all involved, the “New HOT Math” emerged - **2 + 4 = 1**. Additionally, instead of trying to identify a single unifying economic development strategy, the expanded size of HOT drove the emphasis to The *Power of Place*. In essence, if the **Place** became the emphasis, it can accommodate many different approaches and strategies within the land use and transportation framework.

Goals and Objectives

The intent of the Goals and Objectives is to actualize the Vision. Goals translate the essential Vision elements into directional actions, supported by specific actions. Following are the seven Goals and the implementing Actions



Enhance and incorporate environmental features into place-making

Actions

- Protect HOT’s natural resources as an essential element of the plan
- Manage stormwater runoff for property protection and enhanced water quality
- Provide habitat and greenway corridors as form-giving plan features
- Promote active and passive recreation areas
- Maintain and conserve HOT’s viable and desired agricultural resources
- Encourage Eco/Agri-tourism





Bring Regional Attractions and Institutions as Focal Features

Actions

- Consider HOT as location for future public assembly and specialty facilities that transcend any single community
- Evaluate such facilities and events as
 - A Heritage Museum – Furniture, Textiles, Tobacco and Railroad
 - The relocated Chrysler Classic
 - A “HOT Monument” at the 40s Triangle



Conceptualize, plan and develop HOT as a place that offers a full range of development opportunities

Actions

- Develop new land use typologies that offer different mixes of use, scale and character
- Promote diversity in housing and employment opportunities
- Use civic and cultural facilities, such as performing arts centers, amphitheaters, and central sports district as focal points
- Emphasize life long learning opportunities by providing a higher education center
- Provide area for employment districts and centers to accommodate a variety of economic development initiatives



Develop a True Multi-modal Transportation System that Distinguishes HOT

Actions

- Develop a roadway hierarchy that reinforces and supports the natural and built environments
- Actively pursue the completion of the PART commuter rail program as an integral transportation investment
- Add a new commuter rail station between the NC 68 and Kernersville stations
- Harness transit's place making power around the new commuter rail station
- Consider the use of the streetcar in well-defined urban districts
- Incorporate bus and shuttle technologies for internal circulation
- Include a pedestrian and bicycle system as an integral mobility feature



Target and Recruit Internet Technology, Research & Development, Health Care, Knowledge-based Industries, and Specialized Manufacturing Facilities

Actions

- Develop focused, coordinated recruitment and attraction strategies that target both domestic and international users
- Stimulate international partnerships with China and India for an Intellectual Asset Center
- Focus on high salary, high employment per square foot users
- Identify specialized manufacturing facilities that support local research and development efforts
- Constantly monitor technology advances and changes
- “HOT Wire and HOT Link” the area as an competitive incentive and advantage
- Incorporate retirement as an economic development component, focusing on high discretionary income retirees



Develop cooperative organizational approaches to maintain and advocate the vision

Actions

- Have all jurisdictions adopt the HOT recommendations, including Comprehensive Plan proposals
- Designate a “Vision Steward” to maintain HOT’s momentum
- Appoint a HOT Advisory Council to ensure intergovernmental collaboration
- Establish a coordinated HOT marketing program that is economic development oriented and Chamber of Commerce driven
- Develop public/private partnerships as a means to achieve success
- Evaluate creative revenue sharing and incentive programs
- Develop a set of legislative initiatives for General Assembly action



Develop Sustainability Approaches and Standards

Actions

- Focus on a broad-based, healthy economic development strategy for all income levels
- Develop high salary primary jobs that spin-off quality secondary jobs
- Incubate growth industries
- Strive for social diversity
- Emphasize quality community development through
 - Creative urban design typologies
 - Design standards
 - Multi-modal transportation options
 - Anticipate and manage environmental change

ECONOMIC DEVELOPMENT IDEAS

With the recent dramatic losses in manufacturing jobs – tobacco, textiles and furniture – a concerted, multi-directional economic development strategy is necessary for HOT to be a success. As discussed earlier, and reflected in the Goals and Objectives, HOT should not depend or attempt to identify a **single** economic development type. The global and technological advances are so rapid that today’s “winner” is tomorrow’s “loser”. To that end, HOT’s long term success is based on the **Place**, not a single technology niche. Rather, a creative set of land use typologies can accommodate a variety of related, yet distinct, economic development initiatives. This approach gives priority to the power of place to accept multiple initiatives. That said, given the area’s transportation assets – highways, railroads and airport – warehousing and distribution is HOT’s natural economic development attraction. However, these industry types do not deliver the job level the community desires. Therefore, HOT must consider short- and long-term economic development ideas. Working through a consensus process, the Steering Committee selected six possible directions. Again, more than strategy one can and should be actively pursued.

Strategy I - The Recreational Capital of the Carolinas



The intent of this initiative is to take advantage of HOT’s abundant natural resource base and the country’s growing interest in health and wellness. This strategy combines with health care and retirement strategies, as an example of how strategies can integrate. Elements of this strategy are:

- Network of outdoor recreational opportunities
 - Hunting and fishing
 - Tournaments
- Sports medicine, holistic health and communicative arts
- Specialty recreational retail – Bass Pro Shop

Strategy II - Professional/Amateur Athletics



This strategy advances the recreational ideas from the previous, but with a more specific approach to organized sports, both amateur and professional level. To pursue a vision for amateur athletic venues, there are opportunities to collaborate with local school boards, private institutions, and colleges and universities. The athletic facilities could athletic facilities for east coast high school and related competitions. NCAA and AAU-sanctioned events also could be possible. The future of the Greensboro PGA golf event (Chrysler Classic) is tied to its ability to be a regional draw, leveraging the entire Triad market. Therefore, an opportunity may exist to build a world-class golf venue in HOT that could host that PGA event. The professional sports focus is Major League Soccer, and a new stadium can anchor a sports and entertainment complex, as part of a town center. The stadium is of the size to attract NCAA championships. With a special tax district, Amendment 1 financing, and perhaps a special hotel occupancy tax, dedicated sources could generated sufficient funds to build the soccer stadium.

Strategy III - Collaborative International 'Intellectual Asset' Center



A third scenario is a national or international center that could anchor the development of a specialized intellectual asset in the Triad. This could involve a federal earmark or a state investment (for example, the NC Biotechnology Center, MCNC, the National Institute of Statistical Sciences, the National Humanities Center, or EPA laboratory. An international partnership with India or China would be an opportunity to explore. For example, the Indian Institute of Technology (IIT) campuses are among the world's leading technology centers. One idea is to develop a campus for IIT in HOT to allow their engineers/technologists to study/work in the Triad. Research and Development collaboration is possible with Wake Forest, UNCG, WSSU, NC A&T, Winston-Salem State, High Point University, and other Triad universities. The Research Triangle Park just opened the North Carolina China Center near RDU, and HOT could develop a world-class institutional partnership with IIT and India in the Triad.

Similarly, some form of collaborative effort among the various local universities and medical facilities can be the nucleus for a high-end employment center. The first benefit for the Triad is that the universities and/or medical institutions

work together on a joint project. Then, this center can serve as the nucleus for a mixed-use activity center with enough open space to have the feel of a campus setting that gives the area a sense of "place. Under any scenario, combined state and federal facilities, a technology center, a conference center and related facilities can provide a powerful economic development focus.

Strategy IV- Retirement Lifestyle Community

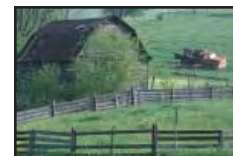


Retirement is a viable economic development strategy, because today's retirees desire an active lifestyle. Retiring "Baby Boomers" bring high disposable incomes, a longer life span, an interest in continuing education, as well as community involvement. This strategy is an excellent match with the recreation, education and sports strategies. New opportunities such as expanded equestrian activities, including polo cannot be discounted. At least one championship golf course accompanies this strategy.

Because this age group also is interested in travel, a "Resort" Town Center can be an attraction. In this special town center can be conference areas, lodges, retail, food and entertainment services. An unique addition is multi-family housing set up as timeshare units. These can be owned by local residents and "traded" for timeshare units in other locations.

Fully developed, walkable residential communities can focus on the town center, and they will include an interesting array of neighborhood and community type shops.

Strategy V - Agri-Business and Tourism



Agriculture is a significant part of the area's history. While tobacco growing is all but finished, there are prime agricultural lands that can still be utilized for farming purposes. Fields lying fallow could convert to other types of agricultural and tourism purposes. Ideas such as heritage farming, organic farming, and urban farming can meet emerging interest in "healthy foods".

Tourism can pair with related agricultural endeavors. Eco-tourism and

agri-tourism can represent other economic development opportunities. A heritage farm/museum and lodging can be combined. Potential may exist for vineyards and wineries, adding further tourism interest.

The area must address the future of agriculture in the Triad, because a growing number of properties are coming under development pressure. Current land use and land development regulations do not protect the agricultural areas. The only available tool is a Voluntary Agricultural District, available under North Carolina's state law.

Strategy VI - Specialized Industry and Manufacturing



This strategy corresponds to the region's industrial history but with a contemporary expression. While the Triad and HOT will see growth in warehousing and distribution facilities, this strategy aims at more specialized manufacturing and industry. These endeavors support the area's current R&D initiatives.

The industry clusters include large-scale biotech manufacturing, nano-manufacturing, medical diagnostic testing, customized furniture design and manufacturing, back-office financial services, printing and packaging, and the processing and packaging of local organic farm products

CONCEPT PRINCIPLES

Prior to developing the plan concepts that reflect the Vision, Goals and Objectives – and that can accommodate the potential economic development strategies – an understanding of the planning principles is important. These are fundamental tenets.

- **Change is Happening Now** – There is apparent local concern that this plan will create “future problems”. That is not the case. Change is not in some distant future. If anything, the area may be late. Vacant lands and fallow are converting daily to subdivisions, industrial areas and other commercial enterprises. Action is required now before the future is lost.
- **Maintain Natural Systems** – The area's abundant natural features are enhanced and are integral to the sustainable design process. These features are part of the final design, because they provide air quality benefits, protect habitat, and offer “natural” amenities. They can help

define HOT's basic community structure, providing demarcation between natural and built areas.

- **New Development Forms Take Pressure Off Systems and Roads** – By avoiding sprawling development in favor of clustered patterns, efficient service delivery systems are possible. Concentrated development can mean fewer auto trips, and transit, pedestrian and bicycles are equal partners in the mobility equation. The “trip not taken” is a fundamental principle – that is, the intent is to have development forms and patterns that do not require an auto trip. Some other form of travel occurs instead.
- **Agriculture is a Legacy Land Use** – Traditional residential categories permit agricultural uses as long as the landowner uses the lands for productive farming and agricultural purposes.
- **Residential Can Support “Conservation”** – The large residential areas will retain natural features as part of the planning and development process. Land development regulation provisions will be included for site clearance and tree protection, erosion control, stream buffers, development clustering and related provisions.

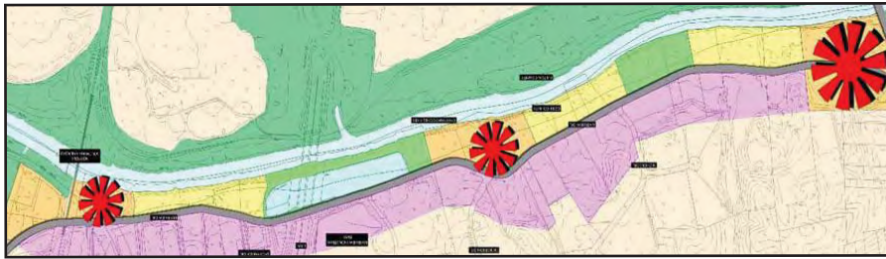
THE PLAN CONCEPTS

The Plan Concepts are the culmination of the Charrette. Four separate land use and transportation concepts resulted from the various public and planning team processes. The environmental systems set the basic structure for the planning effort. Based on the Goals and Objectives, market findings, and economic development strategies, a set of mixed-use typologies emerged.

Land Use Typologies

The typologies ranged from the un-built to the most intensely developed. There are ten typologies, beginning with open space and parks, and culminating with sports and entertainment venues.

Critical Open Space



Elements

- Serve to foster as the unique sense of place that makes up the community's character
- These include:
 - Waterways
 - Wetlands
 - Environmentally sensitive habitats
 - Agricultural lands
- Link system components and facilitate cycling, hiking, cross country skiing and horseback riding

Town Center



Elements

- 150 acres
- Mixed-use environment
- "Hub" of community
- Critical mass
- Integrating residential, employment, and open spaces
- Proper scale and pace of buildings, street widths and grids
- Leisure time component
- Authentic public spaces

Regional Park



Elements

- Minimum 100 acres
- Regionally orientated open space serves two or more municipalities.
- Extremely specialized
- Half or full-day excursions
- Active and passive recreation
- Easy access to population density
- Hike, bike, and pedestrian linkages

Village Center



Elements

- Mixed-use environment – less intense than town center
- "Hub" of neighborhoods
- 40 acres
- Critical mass
- Pedestrian scale and pace, of buildings, street widths and grids
- Central feature
- Authentic public spaces

Traditional Neighborhood



Elements

- Follows the traditional prototype of suburban development
- Primarily single family residential
- Small scale supporting uses
- Average density 5 units per acre

Urban Neighborhood



Elements

- Mixed-use environment
- Based on traditional town planning principles
- Integrates residential, office, retail, and open space
- Average density 8 units per acre

Employment District



Elements

- 500 acres
- Mixture of:
 - Warehousing
 - Light industrial
 - R&D
- Supporting uses:
 - Office
 - Service retail
 - Restaurants
- Mixed vertically and/or horizontally

Employment Center



Elements

- 100 acres
- High intensity employment
- Significant user may include:
 - Warehousing
 - Light manufacturing
 - Office
- Character of a business park
- Supporting Uses
 - Retail
 - Worker Housing
 - Lodging
 - Food
 - Beverage Services

Retail/Entertainment Destination



Elements

- 200 acres
- Mixed use destination
- Sale of merchandise, goods, and commodities
- This may include:
 - Regional mall
 - Lifestyle Center
 - Power Center
 - Hotels
 - Restaurants
 - Entertainment Venues
 - Residential

Sports Venues/Destination



Elements

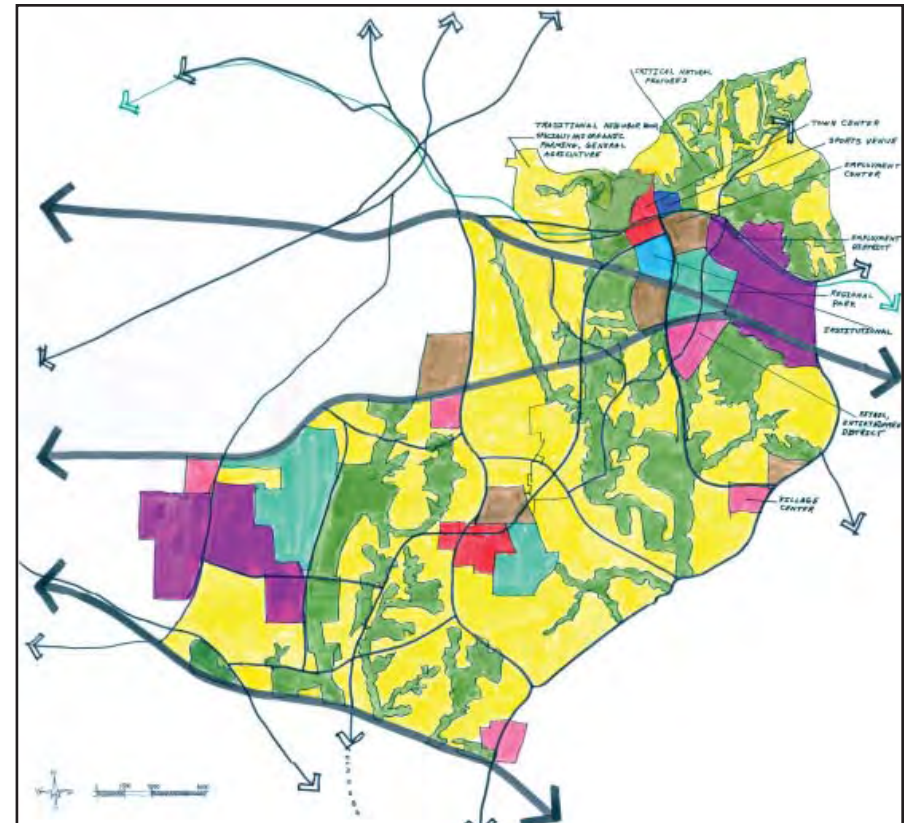
- 25 acres
- Located in urbanized/town center setting in conjunction with mixed use development and other activities
- Civic presence and scale
- Shares infrastructure and services with surrounding uses

Land Use Concepts

Four land use and transportation plan concepts emerged from the five-day Charrette process. While all four plans employed the ten typologies, each took a different direction or emphasis.

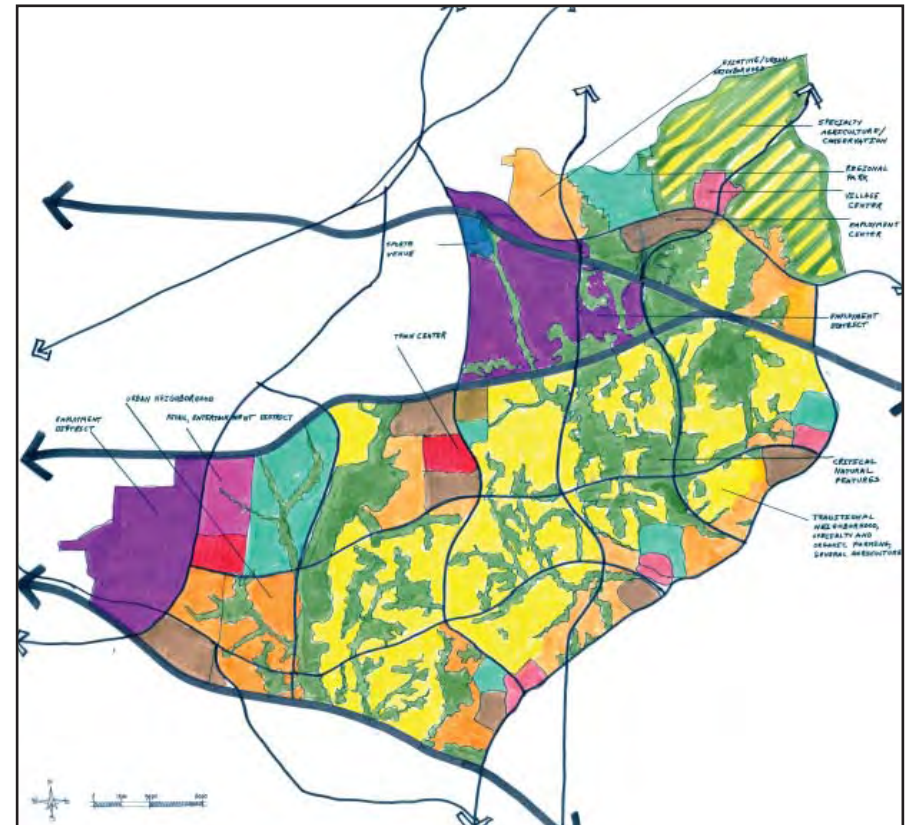
Concept A – The features of Concept A are:

- Natural systems are maintained, and the center of the area is in open space, agriculture or residential. The northeast corner remains lower density residential and open space.
- There are three primary development areas:
 - The northeast corner, just east of the I-40 and Business 40 split, has a major concentration of uses, including an employment district, and anchored by a town center and major sports venue. This concentration is on the proposed commuter rail line, and a new station would be located here.
 - The second concentration lies along NC 66, and the general orientation is toward village and town centers, with employment centers.
 - The third concentration clusters around the Dell facility, including an employment district.
- Regional parks are associated with each concentration
- The largest areas of traditional residential development are in the center of the area.
- The road system is a “bent” grid and addresses the concentrations of uses and attempts to avoid large natural areas. The road network does not have true direct north/south movement.



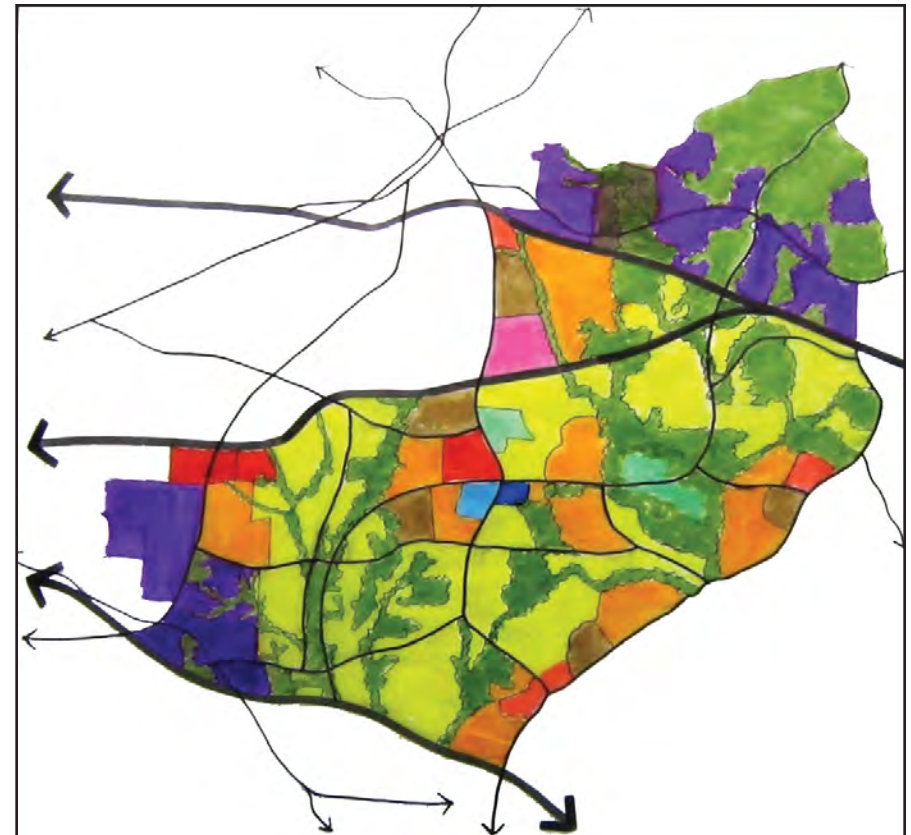
Concept B – The features of Concept B are:

- Natural systems are maintained, and large areas of the center are left in open space, agriculture or residential use. The northeast corner shows as a watershed/conservation area. The current Colfax community adds a village center.
- There are four principal development areas:
 - The I-40/Business 40 triangle shows as a major employment district.
 - The second concentration lies along NC 66, corresponding to the Kernersville Metro Activity Center.
 - The third concentration is around the Dell facility, but it greatly expands with the addition of a town center and retail/entertainment destination at I-40, and a regional park.
 - The fourth is a linear concentration along Sandy Ridge Road/Squire Davis Road. A series of three village centers follows these roads, punctuated by urban residential neighborhoods and employment centers
- Regional parks are associated with each concentration.
- The largest areas of traditional residential development are in the center of the area.
- The road system is a modified grid network, with good north/south and east/west movement.



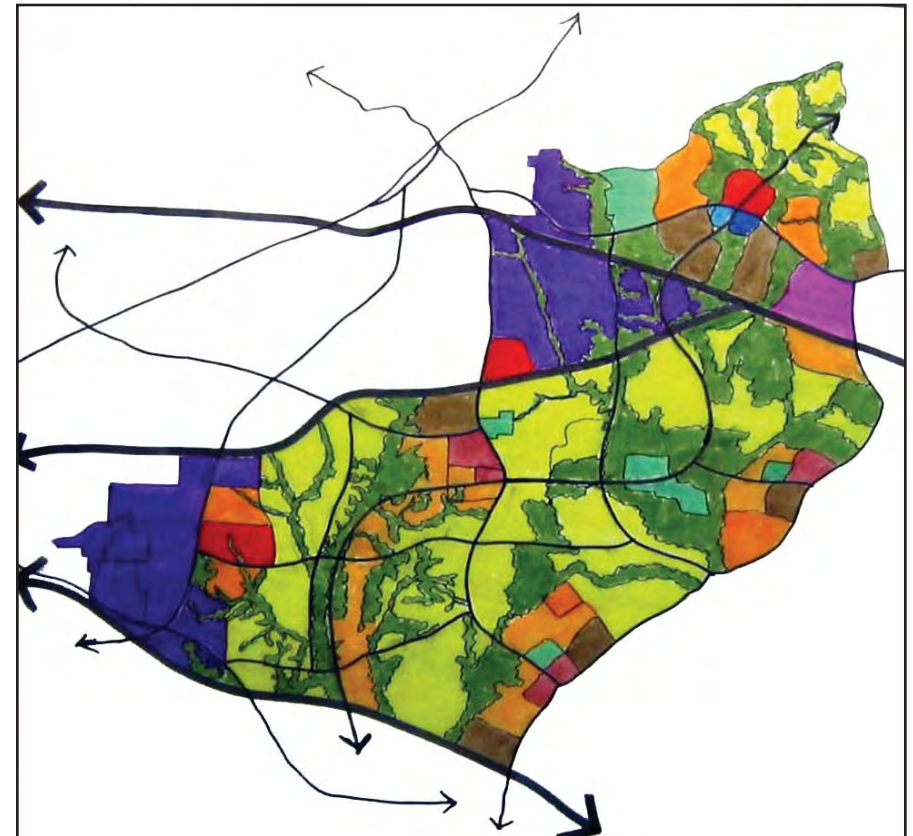
Concept C – The features of Concept C are:

- Natural systems are maintained, and large areas of the center are left in open space, agriculture or residential use. The northeast corner shows as open space, reflecting watershed/conervation.
- This concept has the most dispersed development pattern. The principal development areas area are:
 - Except for natural systems, the entire area north of Business 40 is an employment district.
 - The I-40/Business 40 triangle shows as a mix of retail/entertainment, employment center and urban neighborhoods.
 - An east/west concentration is more in the center of the area, and it acts a major activity center – town center, sports venue, employment centers, and urban residential - along NC 66 and to the east.
 - A concentration is around the Dell facility is similar to Concept B. The area greatly expands with the addition of a town center and retail/entertainment destination at I-40, and a regional park.
 - ,but urban residential and a town center characterize this concept.
 - There is a linear concentration along Sandy Ridge Road/Squire Davis Road. A series of two village centers follows these roads, punctuated by employment centers.
- Regional parks are associated with each concentration.
- The largest areas of traditional residential development are north and south of the central activity center.
- The road system is curvilinear in nature, principally serving the central concentration of uses. The north/south roads tend to be more local serving than regional serving.



Concept D – The Steering Committee asked for this Concept, and its features are:

- Natural systems are maintained, and large areas of the center are left in open space, agriculture or residential use. The northeast corner shows as traditional residential and open space.
- This concept has six discrete development concentrations. The principal development areas are:
 - The northeast corner, just east of the I-40 and Business 40 split, has a major concentration of uses, including an employment district, and anchored by a town center and major sports venue. This concentration is on the proposed commuter rail line, and a new station would be located here.
 - The I-40/Business 40 triangle shows as employment district, with the town center at NC 66 and I-40.
 - An employment district expands around the Dell facility, with an associated town center and urban residential areas.
 - Two separate clusters, one on Sandy Ridge Road and the other on Squire Davis Road, show more concentration. The two village centers have employment centers and the higher density urban residential neighborhoods.
- Regional parks are associated with each concentration
- The largest areas of open space, agriculture and traditional residential development follow the new road that connects US 311 to I-40.
- The road system is curvilinear in nature, principally serving the central concentration of uses. The north/south roads tend to be more local serving than regional serving.



POST-CHARRETTE ACTIVITIES

After the Charrette, the Planning Team reviewed the overall population and employment potential for the eight county MSA to develop a baseline for comparing the concepts. Additionally, the four concepts were consolidated into three, consistent with the Steering Committee's direction. Using GIS, each of the three concepts was analyzed to determine its:

- Land use tabulations
- Population estimates
- Employment estimates
- Transportation effects
- Comparative Summaries

Baseline for Comparison

With the tabulations and calculations completed, a baseline of comparison was necessary. Based on the 25-year regional growth, HOT's natural share of the regional total of the future population is amounts to an additional 110,000 residents and 40,000 employees. For residential, the natural growth equates to more than 18,000 residential acres and more than 3,000 non-residential acres. This natural growth, in essence, could fill the entire study with just the residential demand. Worse yet, the residential density to accomplish this "filling-in" of HOT is based on 2.5 units per acre; current development densities in HOT are likely even less than 2.5. The non-residential uses are warehousing and distribution uses, and they do not yield many employees per acre. Simply stated, without taking action, HOT will be conventional suburban sprawl with large areas of warehouses.

These factors – 110,000 residents, 40,000 employees, 18,000 acres residential and 3,000 acres non-residential – form the baseline for comparing the three alternative concepts.

Consolidation of Concepts

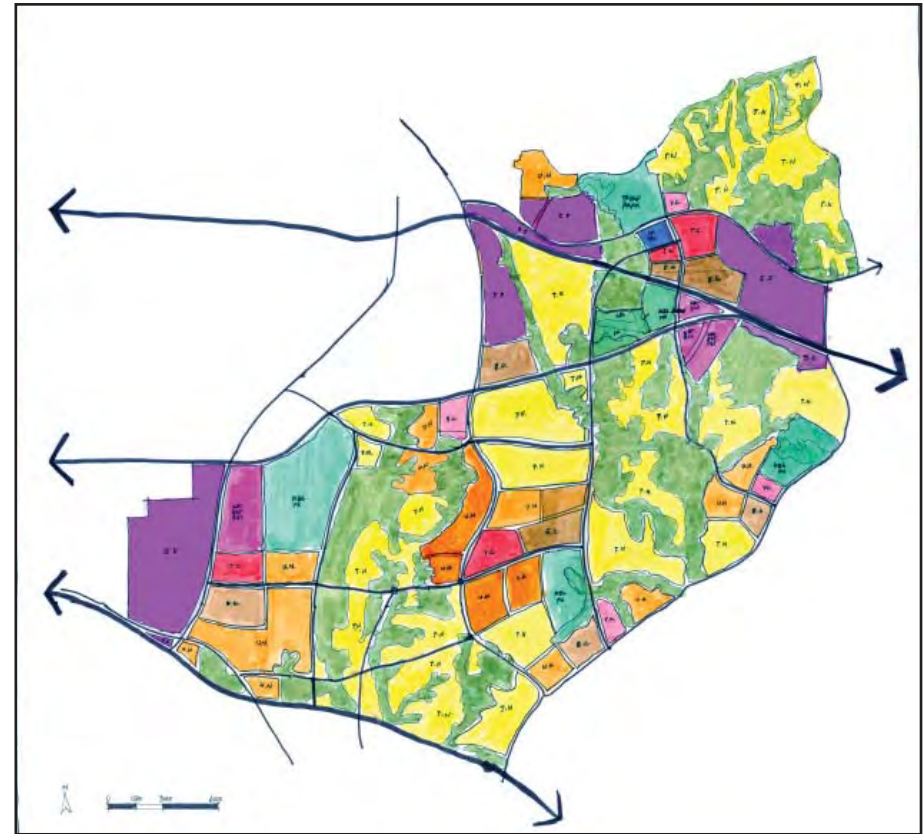
At the direction of the Steering Committee, the Planning Team reduced the four concepts into three. This was accomplished by combining Concepts A and B into the new Concept "I".

The Final Concepts

For clarity and simplicity, the final concepts were renamed Concepts I, II, and III. Concept I is the consolidation of the original Concepts A and B; Concept II is original concept C; and Concept III is original concept D. The features are repeated, accompanied by the final conceptual land use maps.

Concept I – The features of Concept I are:

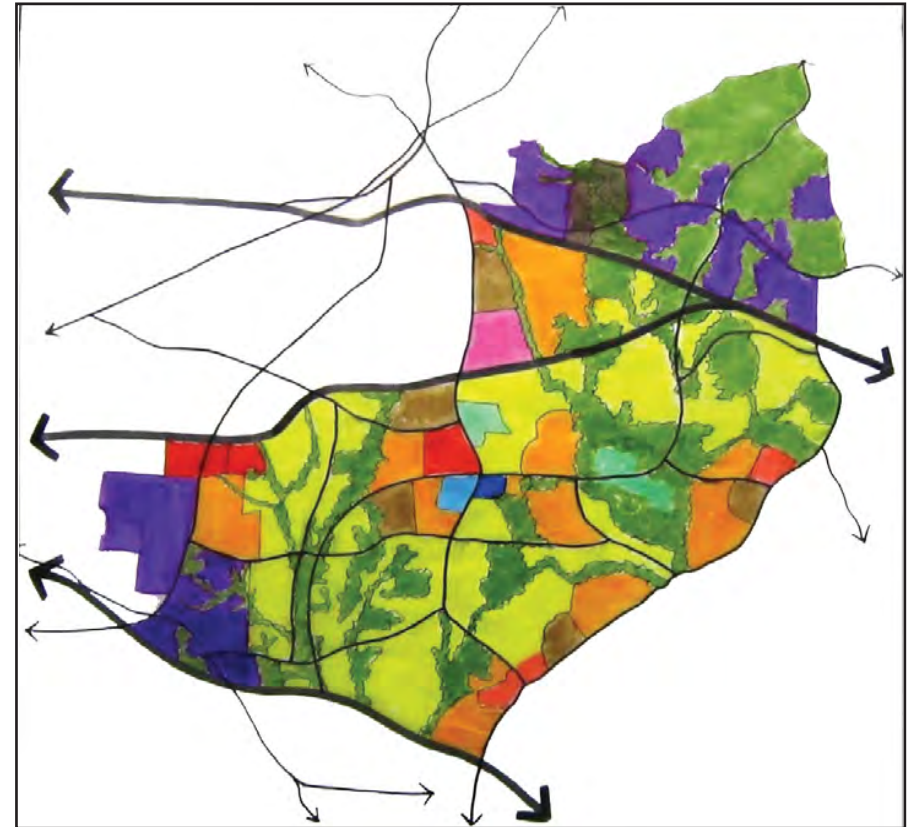
- Natural systems are maintained, and large areas of the center are left in open space, agriculture or residential use. The northeast corner shows traditional residential and open space.
- There are five principal development areas:
 - The northeast corner, just east of the I-40 and Business 40 split, has a major concentration of uses, including an employment district, and anchored by a town center and major sports venue. This concentration is on the proposed commuter rail line, and a new station would be located here. This is the same as the original Concept A.
 - The I-40/Business 40 triangle shows as employment district, with the traditional residential neighborhoods, a regional park and a retail/entertainment district.
 - NC 66 and a proposed north/south major road create a natural development “corridor” toward the center of the area. The larger scaled pattern give a strong sense of place to the center of HOT. A town center, regional park, employment centers, retail/entertainment destination and urban neighborhoods provide a clear focus.
 - The fourth concentration is around the Dell facility, but it is greatly expands with the addition of a town center and retail/entertainment destination at I-40. This is similar to original Concept B.
 - There are two development areas along Sandy Ridge Road/Squire Davis road. Each has a village center facing the road, accented by urban residential neighborhoods and employment centers. This is similar to the pattern in original Concept B.
- Regional parks are associated with each concentration.
- The largest areas of agriculture, open space, and traditional residential development are east and west of the new HOT “center”.
- The road system is a modified grid network, with good north/south and east/west movement. The road network is similar to original Concept B.



Land Uses	Concept I	
Town Center	634	3.5%
Village Center	162	0.9%
Traditional Neighborhood	5,959	32.8%
Urban Neighborhood	2,469	13.6%
Employment District	961	5.3%
Employment Center	1,108	6.1%
Retail/Entertainment	726	4.0%
Sports Venue	64	0.4%
Open Space	6,082	33.5%
Total	18,164	100.0%

Concept II – The features of Concept II are:

- Natural systems are maintained, and large areas of the center are left in open space, agriculture or residential use. The northeast corner shows as open space, reflecting watershed/conservation.
- This concept has the most dispersed development pattern. The principal development areas are:
 - Except for natural systems, the entire area north of Business 40 is an employment district.
 - The I-40/Business 40 triangle shows as a mix of retail/entertainment, employment center and urban neighborhoods.
 - An east/west concentration is more in the center of the area, and it acts a major activity center – town center, sports venue, employment centers, and urban residential - along NC 66 and to the east.
 - A concentration is around the Dell facility is similar to Concept B. The area greatly expands with the addition of a town center and retail/entertainment destination at I-40, and a regional park.
 - But urban residential and a town center characterize this concept.
 - There is a linear concentration along Sandy Ridge Road/Squire Davis Road. A series of two village centers follows these roads, punctuated by employment centers.
- Regional parks are associated with each concentration.
- The largest areas of traditional residential development are north and south of the central activity center.
- The road system is curvilinear in nature, principally serving the central concentration of uses. The north/south roads tend to be more local serving than regional serving.

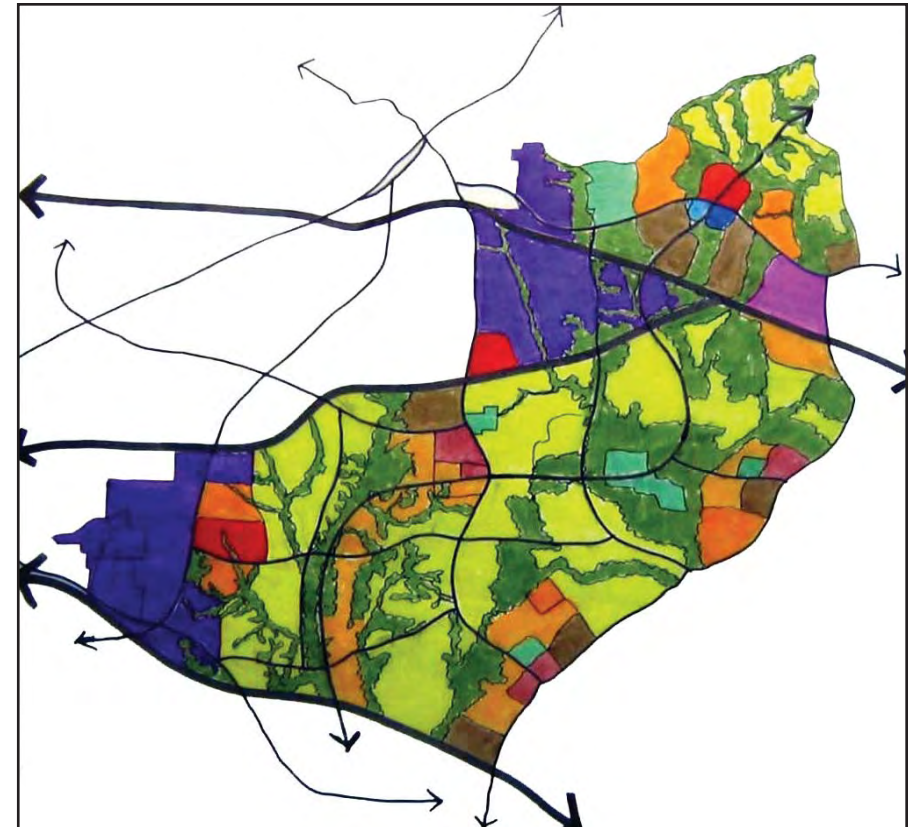


Land Uses	Concept II	
Town Center	306	1.7%
Village Center	293	1.6%
Traditional Neighborhood	5,009	27.6%
Urban Neighborhood	2,462	13.6%
Employment District	2,010	11.1%
Employment Center	769	4.2%
Retail/Entertainment	251	1.4%
Sports Venue	48	0.3%
Open Space	7,017	38.6%
Total	18,164	100.0%

Hot Concepts

Concept III – The features of Concept III are:

- Natural systems are maintained, and large areas of the center are left in open space, agriculture or residential use. The northeast corner shows as traditional residential and open space.
- This concept has six discrete development concentrations. The principal development areas are:
 - The northeast corner, just east of the I-40 and Business 40 split, has a major concentration of uses, including an employment district, and anchored by a town center and major sports venue. This concentration is on the proposed commuter rail line, and a new station would be located here.
 - The I-40/Business 40 triangle shows as employment district, with the town center at NC 66 and I-40.
 - An employment district expands around the Dell facility, with an associated town center and urban residential areas.
 - Two separate clusters, one on Sandy Ridge Road and the other on Squire Davis Road, show more concentration. The two village centers have employment centers and the higher density urban residential neighborhoods.
- Regional parks are associated with each concentration
- The largest areas of open space, agriculture and traditional residential development follow the new road that connects US 311 to I-40.
- The road system is curvilinear in nature, principally serving the central concentration of uses. The north/south roads tend to be more local serving than regional serving.



	Town Center
	Traditional Neighborhood
	Village Center
	Urban Neighborhood
	Regional Park
	Open Space
	Employment District
	Employment Center
	Retail / Entertainment
	Sports Venue
	Specialty Agriculture/Conservation

Land Uses	Concept III	
Town Center	423	2.3%
Village Center	321	1.8%
Traditional Neighborhood	5,497	30.3%
Urban Neighborhood	2,233	12.3%
Employment District	1,729	9.5%
Employment Center	1,034	5.7%
Retail/Entertainment	304	1.7%
Sports Venue	38	0.2%
Open Space	6,585	36.3%
Total	18,164	100.0%

Concept Comparisons

The reason for Concept comparisons is to see how each performs against the baseline and against the others. Additionally, information from the Concepts became part of the enhanced transportation analysis via PART's new travel demand model. Following are calculations and estimates for each of the concepts – land use tabulations, population estimates, employment estimates, and transportation effects.

Concept I, II, III

	Concept I	Concept II	Concept III
Population	113,000	101,000	106,000
Housing Units	52,000	47,000	49,000
Single-Family	17,000	15,000	16,000
Multi-Family	35,000	32,000	33,000
Employment	140,000	134,000	148,000
Office	90,000	77,000	89,000
Retail	12,000	11,000	13,000
Hotel	2,000	2,000	2,000
Warehouse	6,000	7,000	7,000
Light Industrial	29,000	36,000	37,000
Traffic			
Total Trips	868,000	765,000	905,000
Internal Capture Rate	50.0%	47.4%	47.0%
Employment/Population	1.09	1.14	1.03

Comparison of Concepts - Following is a comparison of the concepts, citing the highest and lowest for each of the principal categories.

- **Population**
 - Concept II lowest at 100,500
 - Concept I highest at 113,000
- **Total employment**
 - Concept II lowest at 134,500
 - Concept III highest at 148,500
- **Office employment**
 - Concept II lowest at 77,000 employees
 - Concept I highest at 90,000 employees
- **Industrial/warehouse employment**
 - Concept I lowest at 35,000
 - Concept III highest at 45,000
- **Single Family Residential**
 - Concept II lowest at 14,500 units
 - Concept I highest at 17,500 units
- **Multi-family Residential**
 - Concept II lowest at 32,000 units
 - Concept I highest at 35,000 units
- **Open Space**
 - Concept I lowest at 34%
 - Concept II highest at 39%

Traffic Implications – Likewise, there are results from a preliminary traffic analysis performed after the Charrette. One of the primary goals was to consider total trips (magnitude of effects), internal capture (less impacts on the external network), and the population/employment ratios (the relationships between where people live and work). From the highest and lowest, the implications are:

- **Total traffic levels**
 - Concept II lowest at 750,000 trips
 - Concept III highest at 900,000 trips
- **Internal capture rates**
 - Concept III lowest at 47%
 - Concept I highest at 50%
- **Employment/Population ratio**
 - Concept III lowest at 1.03
 - Concept B highest at 1.14

Summary of Concepts

A summary of the final concepts shows the relative differences between the three.

Concept I

- Highest population, highest office employment, lowest industrial employment
- Shortest trips
- Lowest total open space

Concept II

- Lowest population, lowest total employment, lowest office employment, greatest imbalance between population & employment
- Lowest traffic
- Highest total open space

Concept III

- Highest total employment, highest industrial employment, and least imbalance between population & jobs
- Highest traffic and longest trips