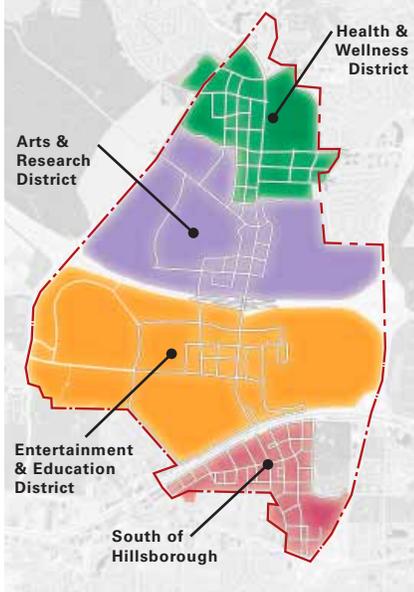

DISTRICT PLANS

INTRODUCTION



The design of each district reinforces the guiding principles set during the charette.

- » Add new local connections to improve circulation in the District.
- » Create a distinct character for Blue Ridge Road in each district.
- » Create active destinations through strategic building placement and architectural expression to reinforce nodes.
- » Attract transit to activity nodes.
- » Retain and cherish existing assets, such as existing natural resources, attractions and employers in future planning.

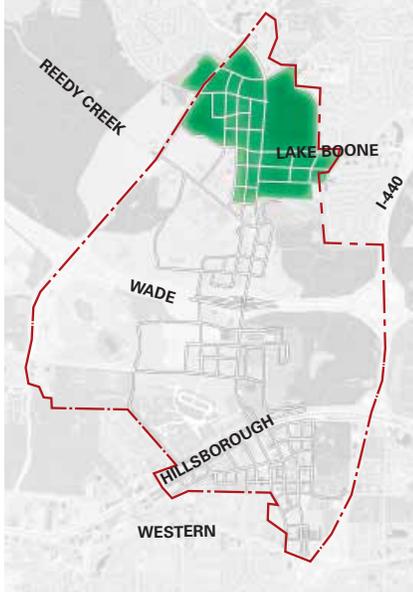
In addition to design considerations for each district, we also looked at the potential market demand for a variety of uses, given the district creation, anchors and needs. The chart below summarizes the main findings.

	HEALTH & WELLNESS DISTRICT	ARTS & RESEARCH DISTRICT
HOTEL	<p>MID-TERM OPPORTUNITY (2-5 YEARS)</p> <ul style="list-style-type: none"> » Other sites in the area present a greater opportunity in terms of visibility and access 	<p>SHORT-TERM OPPORTUNITY (0-2 YEARS)</p> <ul style="list-style-type: none"> » Excellent visibility and drive-by traffic » Hotels are actively seeking land in this area » Regional anchors and employment provide strong support
OFFICE	<p>SHORT-/MID-TERM OPPORTUNITY (0-5 YEARS)</p> <ul style="list-style-type: none"> » Strong medical office location; medical office will have greater demand opportunity in the short term » Demand for conventional office will grow in the mid term 	<p>MID-TERM OPPORTUNITY (2-5 YEARS)</p> <ul style="list-style-type: none"> » Visibility and access desired by larger users » Current rents are not supportive of structured parking; a 25% increase in rents is needed
RETAIL	<p>SHORT-TERM OPPORTUNITY (0-2 YEARS)</p> <ul style="list-style-type: none"> » Opportunity to provide convenience retail in the short term to existing employees in the area; in the mid term provide additional retail that ties in to the “health village” 	<p>SHORT-TERM OPPORTUNITY (0-2 YEARS)</p> <ul style="list-style-type: none"> » Excellent visibility, and drive by traffic » Wade Avenue and Blue Ridge Road corner is likely to attract national users » Potential for structured parking in the next year or two
RESIDENTIAL	<p>SHORT-TERM OPPORTUNITY (0-2 YEARS)</p> <ul style="list-style-type: none"> » As the “health village” grows, residential for a variety of users (i.e. seniors housing, apartments to accommodate workforce) could be supported 	<p>SHORT-TERM OPPORTUNITY (0-2 YEARS)</p> <ul style="list-style-type: none"> » In-town location, NCMA, and potential mix of uses make this an attractive site for housing » Given the opportunity for other uses and underlying values, greatest level of fit is for multi-family housing

Generally, the market analysis found pent-up demand for development in the District and each of these uses is immediately viable. The one possible exception in the next five years is privately developed office, however, the State anticipates new office development which would be built to suit their immediate need.

ENTERTAINMENT & EDUCATION DISTRICT	SOUTH OF HILLSBOROUGH
<p>SHORT-TERM OPPORTUNITY (0-2 YEARS)</p> <ul style="list-style-type: none"> » Strong access » Presence of Arena and limited competitive supply make this an attractive hotel location 	<p>MID-TERM OPPORTUNITY WITH TRANSIT (2-5 YEARS)</p> <ul style="list-style-type: none"> » While there is demand for additional hotel rooms in the area, other “districts” (i.e. Arts & Research) are a better fit for this use, given access and visibility » If transit is added, it will significantly strengthen the opportunity for hotel at this site
<p>MID-/LONG-TERM OPPORTUNITY (2-5+ YEARS)</p> <ul style="list-style-type: none"> » As the mixed-use district develops it will become an increasingly desirable office location for smaller, professional serving employers » In the short term, the opportunity for office is more limited to parcels closest to Blue Ridge Road 	<p>MID-TERM OPPORTUNITY (2-5 YEARS)</p> <ul style="list-style-type: none"> » Proposed light rail station would have a significant impact on the desirability of this location for office uses » In addition, there is an opportunity to provide space for smaller, professional serving users in a mixed-use redevelopment of the K-Mart® site
<p>MID-TERM OPPORTUNITY (2-5 YEARS)</p> <ul style="list-style-type: none"> » Arena on its own will not support a significant amount of retail (approximately 15k to 20k square feet), however, as additional uses are developed onsite and in the surrounding area (particularly residential), the retail opportunity will grow 	<p>MID-TERM OPPORTUNITY (2-5 YEARS)</p> <ul style="list-style-type: none"> » Opportunity to be integrated in to a mixed-use redevelopment of the K-Mart® site » Users could be a combination of local and national retailers
<p>SHORT-TERM OPPORTUNITY (0-2 YEARS)</p> <ul style="list-style-type: none"> » Relative proximity to the overall NC State University campus makes this a desirable location for residential 	<p>SHORT-TERM OPPORTUNITY (0-2 YEARS)</p> <ul style="list-style-type: none"> » Existing residential in the surrounding area to tie in to » Transit station will further enhance the desirability of this “district” for residential » Residential could be a combination of rental and dense for-sale

THE HEALTH & WELLNESS DISTRICT



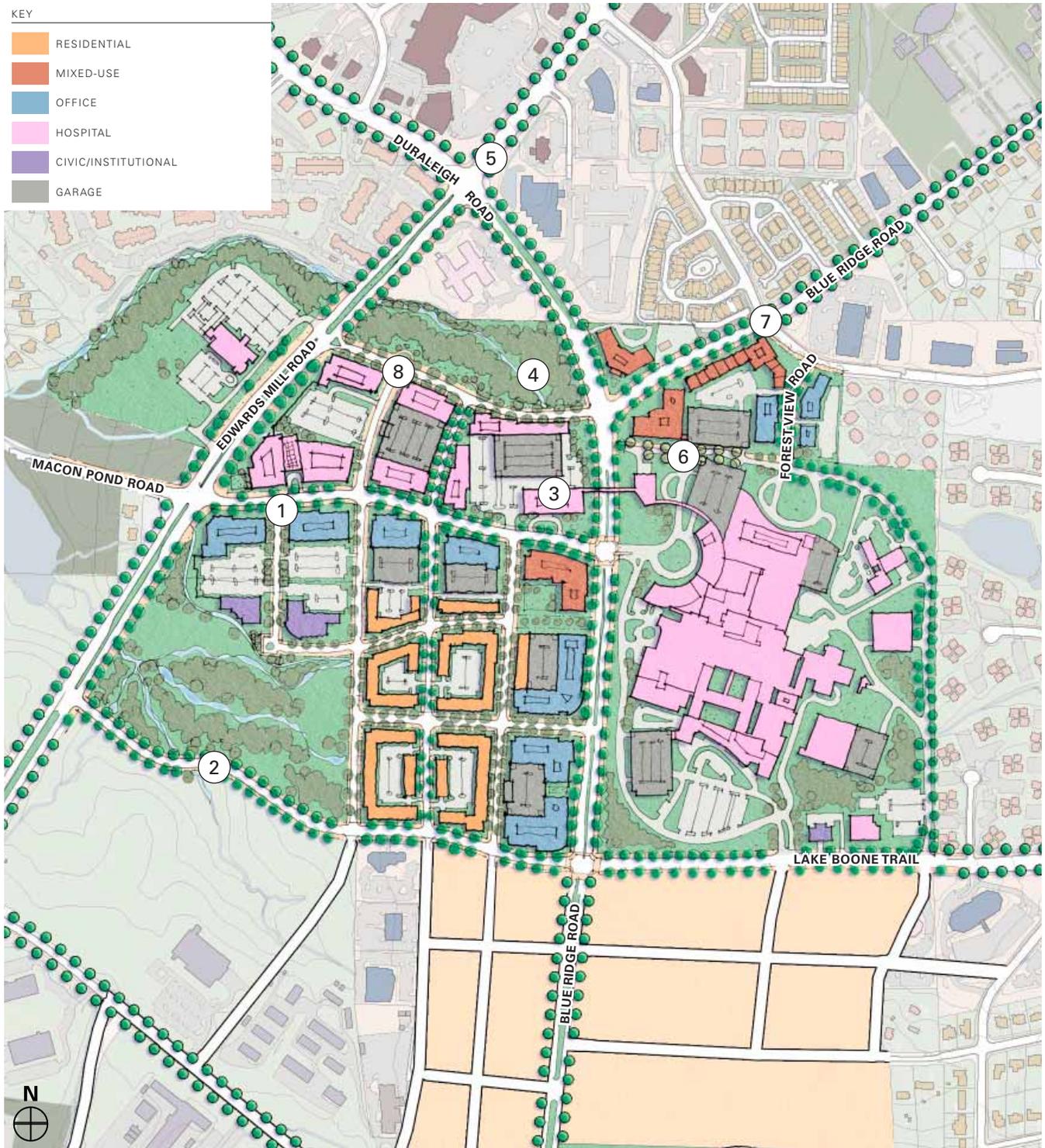
The northern portion of the District is anchored by an important asset — Rex Health Care and supportive medical services. The future plan envisions a District centered around wellness, health, and connections to the environment, capitalizing on the proximity to Schenck Forest and local waterways by providing multi-use trail connections. Additionally, it is crucial to attract health and wellness services and businesses to round out the mix of uses, such as: alternative medicine, fitness training and facilities, physical therapy, yoga, local/organic restaurants and shops — all in addition to the mix of medical office already attracted to this area.

Key elements of the plan are keyed to the adjacent map and include:

1. Upgrade and improve Macon Pond Road to be a front door and a proper connection from Rex Health Care to Edwards Mill Road.
2. Extend Lake Boone Trail over to Edwards Mill Road and improve connectivity.
3. Expand Rex Hospital west.
4. Protect the existing wetlands.
5. Connect the existing trails to the north and west.
6. Extend trail to connect the Health District to Schenck Forest.
7. Improve intersection at Blue Ridge Road and Forest View Road.
8. Reconfigure street connections to accommodate an interconnected and pedestrian-friendly district as redevelopment occurs.

KEY

- RESIDENTIAL
- MIXED-USE
- OFFICE
- HOSPITAL
- CIVIC/INSTITUTIONAL
- GARAGE



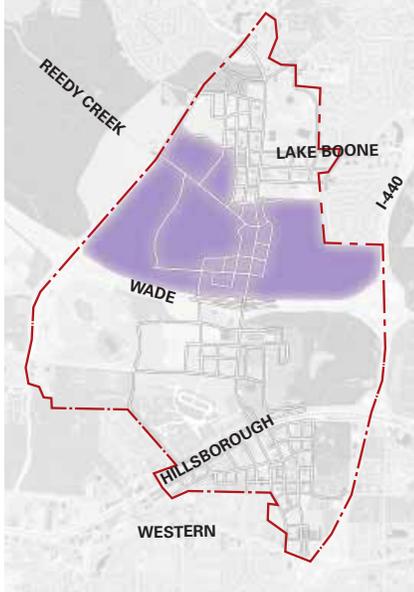
THE HEALTH & WELLNESS DISTRICT

View of proposed mixed-use development along Blue Ridge Road looking south. Mixed-use, medical office, and hospital expansion can all be accommodated in a beautiful, cohesive and pleasant way.





THE ARTS & RESEARCH DISTRICT



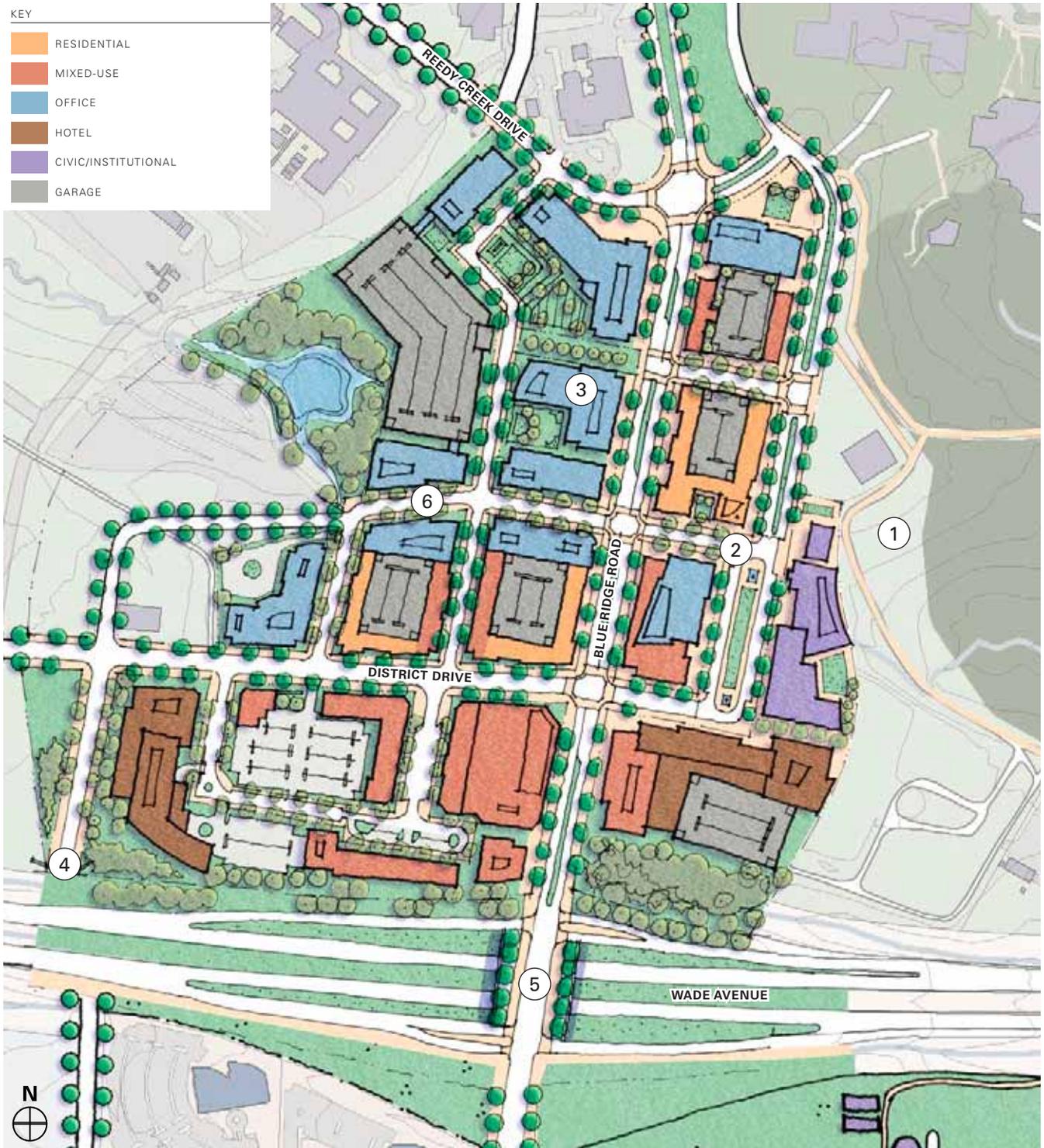
This area is envisioned as a vibrant, mixed-use district centered around the arts, the natural landscape, and the agricultural research facilities. The North Carolina Museum of Art is a core attraction for artist studios, a performing arts center, and a walkable district where every space and streetscape can be an “urban gallery.” Opportunities exist for some redevelopment on the NCMA frontage along Blue Ridge Road, along with redevelopment of some of the state lands in a more urban, walkable format. Existing State research facilities and proposed State office functions would form a research campus West of Blue Ridge Road. Moreover, mixed-use development on the southern edge of both parcels could capitalize on visibility from Wade Avenue.

Key elements of the plan are keyed to the adjacent map and include:

1. Provide an improved loop on the NCMA greenway.
2. Create a mixed-use development on the NCMA side of Blue Ridge Road with potential for a hotel.
3. Locate potential DHHS offices, west of Blue Ridge Road on NCDOA property.
4. Provide complete street connection south across Wade Avenue and down to Trinity Road to link the Art District to the Entertainment District.
5. Evaluate options for the Wade Avenue Bridge at Blue Ridge Road in order to provide better pedestrian and cycle access and regain developable land by creating a more compact interchange.
6. Improve connectivity with additional north/south streets parallel to Blue Ridge Road.

KEY

- RESIDENTIAL
- MIXED-USE
- OFFICE
- HOTEL
- CIVIC/INSTITUTIONAL
- GARAGE



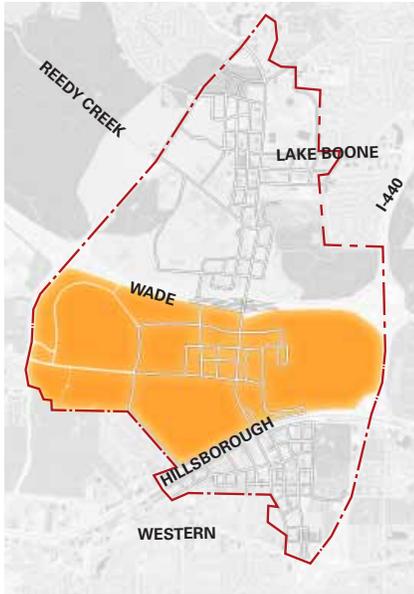
THE ARTS & RESEARCH DISTRICT

View of the proposed public open space on the NCMA parcel, illustrating the potential for linking the existing art park and its programmed function into the fabric of new mixed use and cultural arts developments.





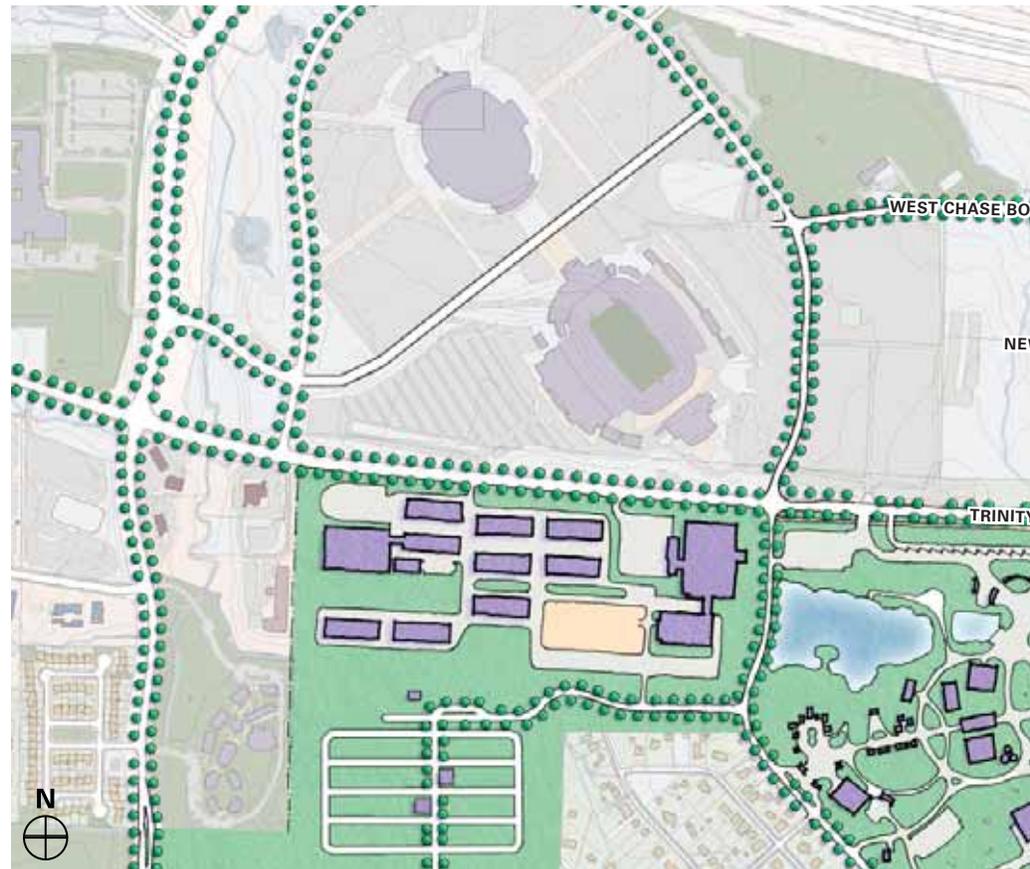
THE ENTERTAINMENT & EDUCATION DISTRICT



The State Fairgrounds, PNC Arena, and Carter-Finley Stadium present the opportunity to create a 24-hour, mixed-use district, anchored by a commercial main street. It should be designed to attract and retain event patrons — bars, restaurants, and sports-related entertainment are a focus, including a practice/public-use ice rink. Offices and support retail are also compatible to provide a year-round population in this district.

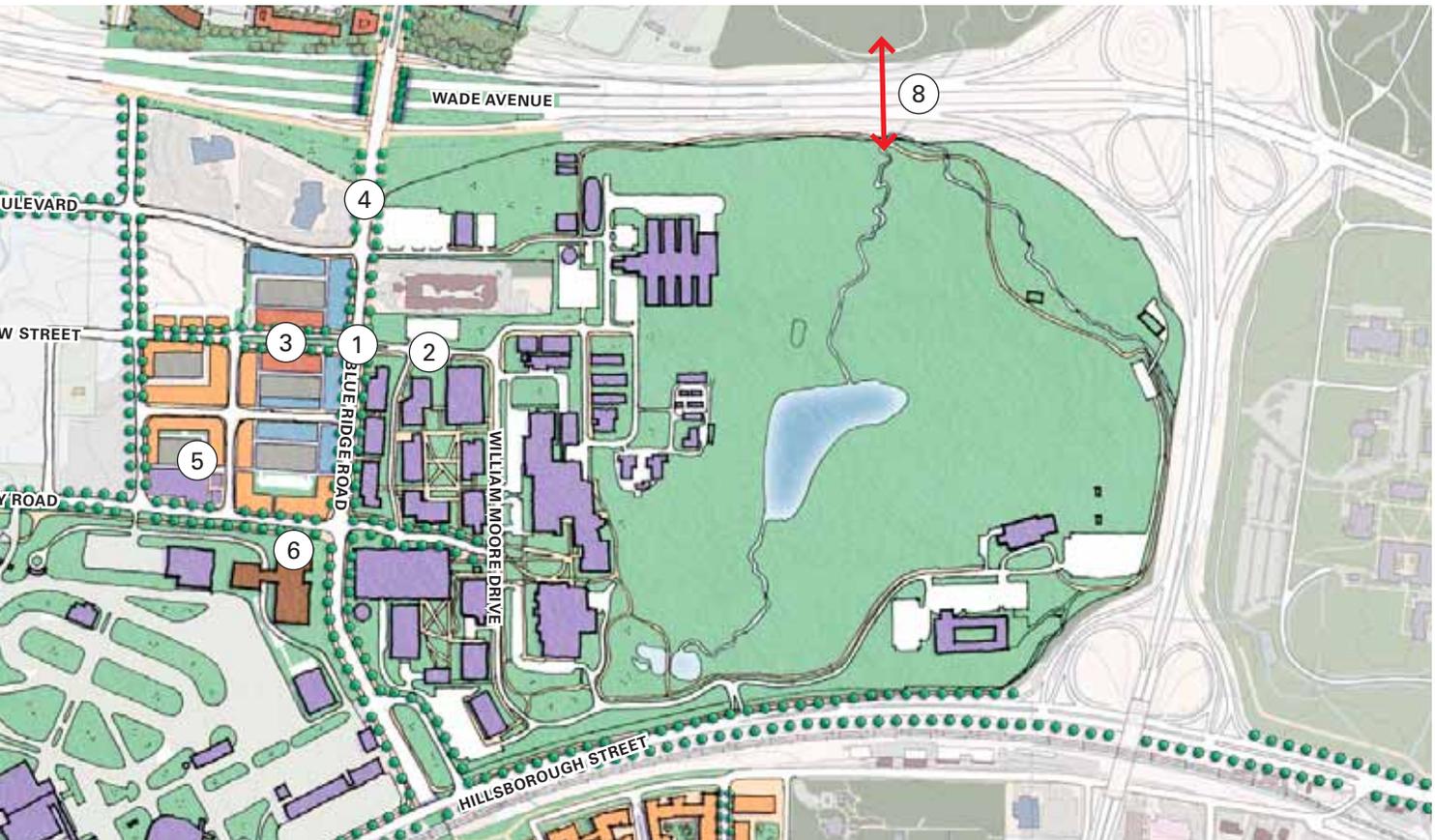
Key elements of the plan are keyed to the adjacent map and include:

1. Maintain a signalized intersection at Trinity Road and Blue Ridge Road
2. Tie together the NCSU campus and facilities to the west with an enhanced east/west pedestrian connection
3. Design new roads west of Blue Ridge Road between the NCSU Centennial Campus and the Stadium/Arena to align with future NCSU expansion plans



KEY	
	RESIDENTIAL
	MIXED-USE
	OFFICE
	HOTEL
	CIVIC/INSTITUTIONAL
	GARAGE
	PEDESTRIAN CONNECTIONS

4. Locate mixed-use development along Blue Ridge Road
5. Locate practice facilities to take advantage of parking access during non-event hours
6. Add a hotel/conference facility associated with the Fairgrounds can further accommodate their annual visitors while also providing an additional income stream
7. Include a transit circulator for the District that could access the road between the Arena and the Stadium in order to facilitate access to events
8. Connect greenway at the NCMA over or under Wade Avenue to NCSU College of Veterinary Medicine campus



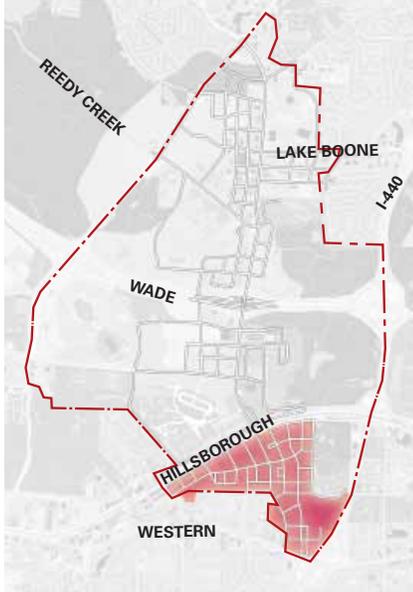
THE ENTERTAINMENT & EDUCATION DISTRICT

Aerial view looking over the NCSU Centennial Biomedical Campus toward a mixed-use district that creates an anchor during events, while also activating this part of Blue Ridge Road during non-event days.





SOUTH OF HILLSBOROUGH

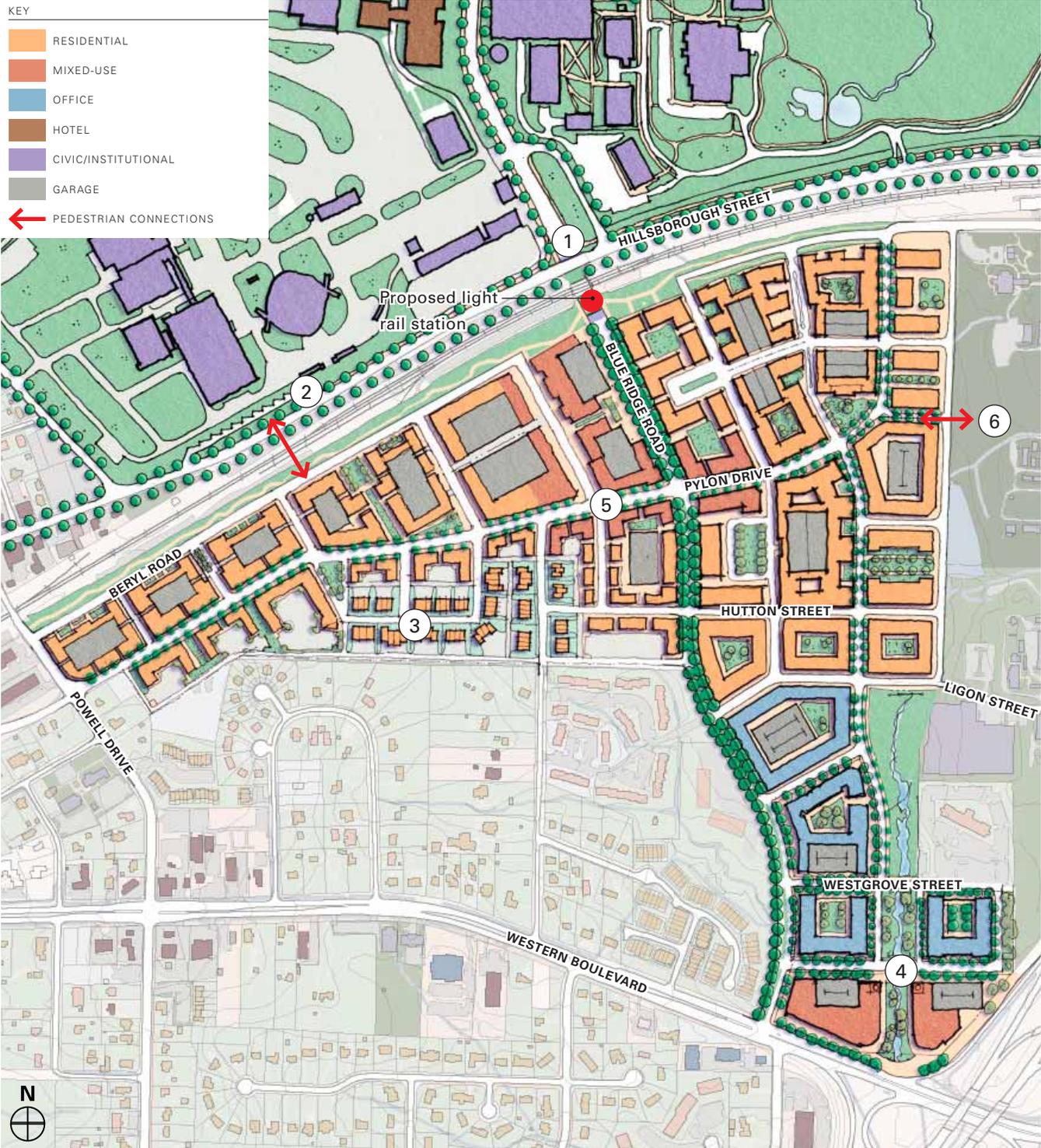


The blocks south of Hillsborough Street are currently occupied with various state facilities, light industrial, and office complexes. Yet the future proposal for light rail and commuter rail indicates a strong desire for transit-oriented development here. The future market for this area is predominantly residential with neighborhood-serving commercial and employment opportunities. These non-residential uses have increased market for ability when/if located adjacent to a transit node. A gateway development could be generated at Western Boulevard and Blue Ridge Road to replace under-utilized commercial properties while serving as a southern anchor to the District.

Key elements of the plan are keyed to the adjacent map and include:

1. Depress Blue Ridge Road under Hillsborough Street, railroad tracks, and Beryl Road per NCDOT underpass project.
2. Provide wide sidewalks near the State Fairgrounds, PNC Arena, and the Carter-Finley Stadium, as well as along the thoroughfares that link these institutions with parking resources.
3. Complement existing neighborhoods with residential uses.
4. Redevelop K-Mart® site as a mixed-use center.
5. Site larger office and commercial footprints more closely to the proposed station.
6. Capitalize on linkage to the JC Raulston Arboretum as a neighborhood amenity.

- KEY
- RESIDENTIAL
 - MIXED-USE
 - OFFICE
 - HOTEL
 - CIVIC/INSTITUTIONAL
 - GARAGE
 - PEDESTRIAN CONNECTIONS



SOUTH OF HILLSBOROUGH

View of proposed transit-oriented development along Beryl Road, adjacent to the proposed light rail station





