

The master plan prescribes a qualitative and managed development approach, which includes job creation to generate revenues as high priorities. The plan also recognizes the importance of balancing jobs, housing, services, and open space so that the corridor becomes a live-work-recreate environment and not an auto-dependent, single-use district. Through proper policy and managed growth, the jurisdictions will realize economic, social, environmental, and quality-of-life benefits of properly phased compact, mixed-use, pedestrian and transit-oriented development, while minimizing impacts.

To arrive at the desired built result expressed in the plan and goals, a greater coordination and effort will be required from the jurisdictions. Recommendations for the next steps include:

1. Adopt the Master Plan in Concept

The Master Plan should be used as a supplement to or an amendment to the Northwest Area Plan. The Planning Boards and Councils should pass an Adoption-in-Concept resolution giving this plan official standing. This will send an importation message to property owners and residents regarding the goals for future development.

2. Set Policies and Regulatory Mechanisms

This Small Area Plan is located in multiple jurisdictions. Implementation will require ongoing coordination and follow-through on parallel goals, particularly in the development of Poplar Center. The five local governments should be clear regarding the development standards that they want to be met.

3. Adopt the Accompanying Zoning Overlay

The accompanying Zoning Overlay will be the main implementation vehicle for the Master Plan. The jurisdictions and its citizens should review, refine and adopt the Overlay as soon as possible.

4. Confirm Physical and Regulatory Conditions

This Plan was created with limited information regarding rights of way, property lines, existing building locations, easements, utility limitations and covenants tied to individual properties. As site specific applications come forward and municipal improvements are undertaken, modifications will be necessary as accurate surveys and site analysis are conducted.

5. Coordinate Access Management Goals with NC DOT

Review the access management goal for this section of NC 73. The plan proposes new road alignments, intersections, and traffic signals. So that there is a clear understanding of the proposed design for NC 73, continue discussions on design issues.

6. Create a Preliminary Engineered Design for NC 73

This proposed design for this portion of NC 73 is fundamentally different from standard state road design. In light of the rapid rate of development, it is advisable to have an engineered design that is acceptable to both the municipalities and NC DOT so that when development is ready to occur, there is a pre-approved design. This will create consistency. It is advisable to hire a transportation planning and engineering firm with strong pedestrian design experience to create a preliminary design for NC 73.

7. Identify the Location of Traditional Neighborhood Development Centers to the DOT

Identify the locations of TND Centers. Make DOT aware of these land-planning policies so these key locations are reviewed and implemented under the North Carolina Department of Transportation's Traditional Neighborhood Development Guidelines.

8. Establish an Economic Development Strategy

Consider a website/brochure/marketing pamphlet to identify and market the various opportunities: Class A Office, R & D, Flex Office, Retreat/Corporate Campus, etc. Provide available square footages, acreages, amenities, benefits, etc.

9. Prioritize Mixed-use Development

In light of the number of residential units which are entitled, an effort should be made to create a jobs/housing balance. The jurisdictions should consider regulating the number and type of residential units which are developed. The jurisdictions should also prioritize mixed-use and office development which provides goods, services and jobs.

10. Periodically Evaluate the Jobs / Housing Balance

The jurisdictions should mutually agree to document and reive annually (or an agreed upon routein) the number and type of jobs cted, the number and types of new residential units developed, and the number and types of goods and services constructed. They should use this information to set prioritize for managed growth.

11. Evaluate Policies Periodically

Policies should be allowed to change. Ideally, goals and benefits meet or exceed expectations and the full 30-year vision is realized. If market and economic pressure prevents the realization of goals and benefits, policies should be reconsidered. If development fails to meet expectations, development should cease and policies should be adjusted.

12. Evaluate each Development in Terms of the Broader Goals

Create a checklist of criteria based on the plan goals for evaluating new development. The checklist can include such topics as:

- Economic and fiscal impacts and benefits should be provided for each proposed development and monitored as development occurs;
- Traffic and school impacts should be identified for each proposed development;
- Minimum commercial and maximum housing development requirements to ensure economic, fiscal, and jobs-housing balance goals;
- Open space requirements should be defined to ensure both qualitative and quantitative goals are met. Environmentally sensitive land should be preserved, proposed view sheds should be protected, regional trails and parks should be funded and built, and neighborhoods should have useable greens and squares. Requirements may vary depending upon fiscal and economic benefits generated by each proposed development;

13. Continue the Public-Private Dialogue

Continue to identify and address any other concerns all stakeholders may have. Doing this will enable the public, property owners, developers and regulators to remain aware of current development trends and practices. It is also worthwhile to seek out relevant information published by organizations such as the National Association of Home Builders, the Urban Land Institute and the congress for the New Urbanism on trends and the economics of traditional neighborhoods. Take tours; sponsoring visits to peer communities and recent developments in the region and abroad can show local developers and elected officials both good and bad examples of growth, helping them make better decisions for communities.

14. Consider Providing Incentives Available for Initial Projects

Often, initial projects set the standard of development for subsequent projects. As a means to ensure the desired outcome, consider providing incentives for initial projects which meet development goals, especially commercial-economic development.

15. Consider Incentives for Green Building Practices

Through policy, provide incentives to buildings and development that can be approved for LEED (Leadership in Energy and Environmental Design) Certification rating of gold, silver or platinum. Incentives such as density bonuses, property tax abatement, assistance in initial development costs, and an expedited permitting program may be desirable. Being that LEED Certification is a tiered program, the types of incentives may also be tiered.

16. Work to make the Proposed Centers Function as Transit Oriented Development

As these Centers begin to develop, they should be set up as Transit Oriented Development. Policies in terms of planning, design, funding and service should acknowledge this goal. For example, at the initial stages of development, bus routes should be modified to include the three centers, so that transit is considered. Continue dialogue with transportation agencies.

17. Seek Creative Funding Solutions for the Development of the NC 73 Greenway and Frontage Road

Seek creative ways to build the greenway and frontage road. Consider establishing a policy for payment in lieu of open space from the development community to build this portion of NC 73.

18. Prioritize projects in the Capital Improvement Plan

Identify all projects and improvements that are part of the development of the plan. These include, but are not limited to, purchase of rights-of-way, under-grounding of overhead utility lines, sewer extensions, water line extensions, road improvements, sidewalk construction and landscape enhancements. Each project should include an estimated funding source (identify as public or private, a time schedule and the person or entity responsible for implementation).

19. Promote the Plan

Secure press coverage of the new Plan as well as new projects completed in these cities under the guidance of the Plan. Spread the message that the Plan specifies the desired pattern of development and how these improvements are beneficial to the community. Circulate the images of the first successful project.