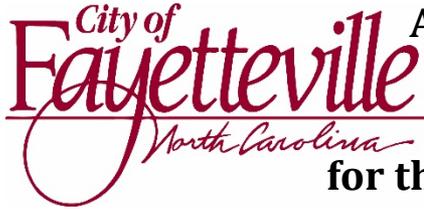


**An Economic and Business Development
Initiative:
*Sports, Family Entertainment
and Mixed Use Development Complex
for the
Murchison Road Redevelopment Plan Catalyst Site 1***



City of
Fayetteville
North Carolina





**An Economic and Business Development Initiative:
Sports, Family Entertainment
and Mixed Use Development Complex
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2013-2014 Strategic Plan Goals

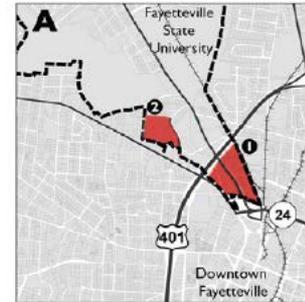
- ***Safe and Secure Community***
- ***Diverse and Viable Economy***
- ***Desirable Place to Live, Work and Play***

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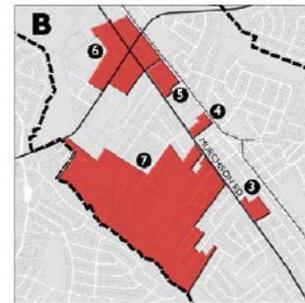
Designation of Catalyst Sites

- Study began in 2008 by Land Design/ Marshall Isler
- Two Public Meetings
- Adopted by Council in January 2009
- Identified a total of 9 possible sites
- Goal to re-establish the momentum toward a stable, dynamic business and residential community.



Site #1:
Number of Parcels: 99
Area: 29.7 Acres

Site #2:
Number of Parcels: 2
Area: 18.0 Acres



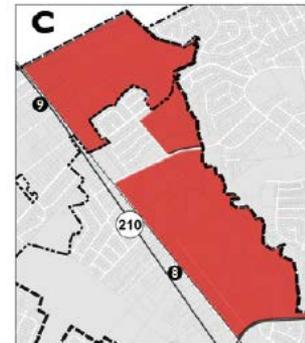
Site #3:
Number of Parcels: 3
Area: 8.8 Acres

Site #4:
Number of Parcels: 3
Area: 6.3 Acres

Site #5:
Number of Parcels: 7
Area: 13.5 Acres

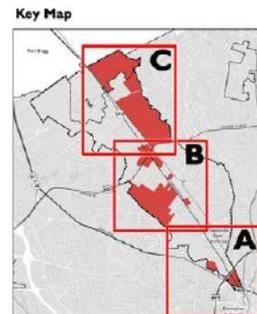
Site #6:
Number of Parcels: 38
Area: 38.9 Acres

Site #7:
Number of Parcels: 83
Area: 272.2 Acres

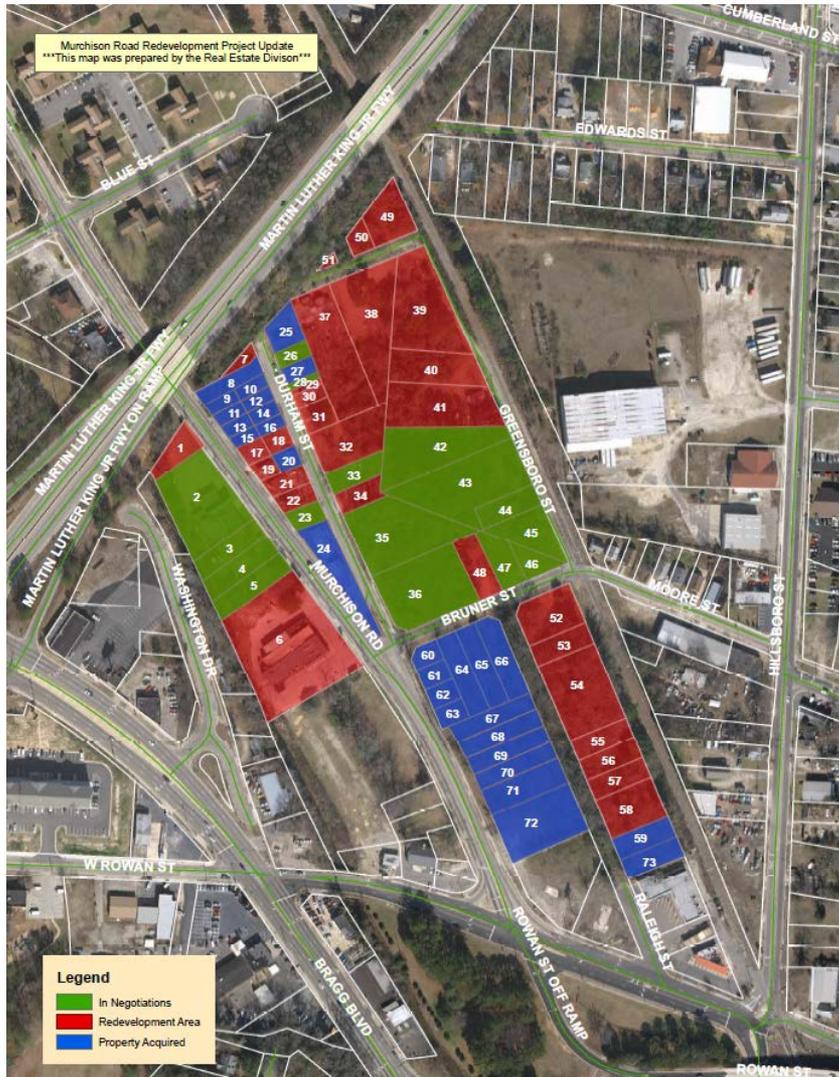


Site #8:
Number of Parcels: 19
Area: 350.8 Acres

Site #9:
Number of Parcels: 16
Area: 286.1 Acres



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Site 1**



**Murchison Road Redevelopment Plan
Catalyst Site 1- 17.1 Acres/73 Sites**

**Boundary around Site 1
North-MLK Blvd; East-Greensboro St.; West-
Washington Ave.; South- W. Rowan St..**

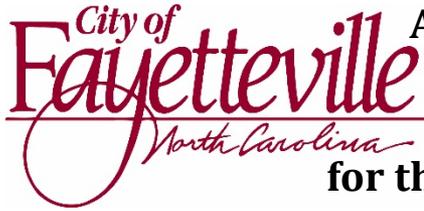
Property Acquisition To Date

- 32 properties acquired
- 10 in the process of acquisition
- 31 remaining

An Economic and Business Development Initiative:
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Area Concept Plan

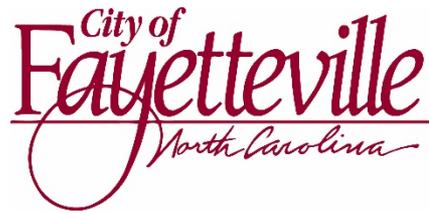


**An Economic and Business Development Initiative:
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Benefits of Proposed Catalyst Site 1 Economic Development Initiative

- ✓ Provides economic stimuli in the Corridors and surrounding neighborhoods; i.e. job creation, entrepreneurships, safe community, and higher quality of life
- ✓ Expands city/county tax base created by new development, business expansion and redevelopment
- ✓ Removes blighted and undeveloped properties
- ✓ Eliminates flooding of properties in the Cross Creek Food Zone
- ✓ Capitalizes on the NCDOT Rowan Street Realignment Project
- ✓ Enhances the gateway to Fayetteville State University
- ✓ Connects major recreational, tourist and cultural sites in the Downtown and Catalyst Site 1 areas
- ✓ Repurposes the RR spur from Fort Bragg to Complex for Light Rail
- ✓ Provides a “world class” multi-use sports and family entertainment facility
- ✓ Creates a destination place for the Fayetteville-Cumberland County region
- ✓ Catalyzes further public and private investment along the Murchison Road and Bragg Blvd. Corridors and the Downtown Renaissance Area



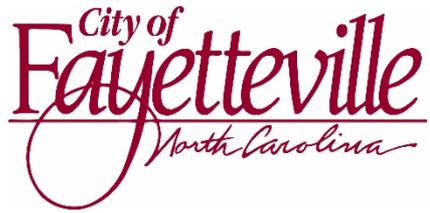
Aerial Rendering



Can be viewed at

<https://www.youtube.com/watch?v=2DS1r76F>

[FtO](#)



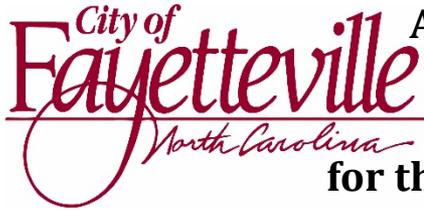
Driving Simulation



Can be viewed at

<https://www.youtube.com/watch?v=2DS1r76F>

[FtO](#)



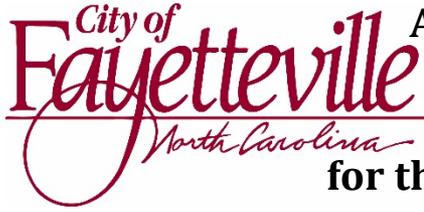
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Where Do We Go From Here?

Retain a multi-disciplined team with extensive experience in minor league baseball feasibility and planning and mixed use development to serve as an independent advisor to the City. This multi-disciplined team will be contracted by the City through our Project Oversight Team to serve as the “Owner’s Representative” and to:

- Continue acquisition of Catalyst Site 1 properties
- Conduct a Feasibility Study to determine demand for minor league baseball program
- Conduct an Economic and Fiscal Impact Analysis to determine projected financial performance of the stadium and retail center
- Estimate construction costs and funding analysis of stadium and mixed use development
- Conduct environmental and site analysis of acquired properties to determine the environmental conditions of the site, noise and traffic impacts on surrounding neighborhoods



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Additional Questions and Answers



City of
Fayetteville
North Carolina

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