

# MEDICAL VILLAGE PLAN

CITY OF FAYETTEVILLE

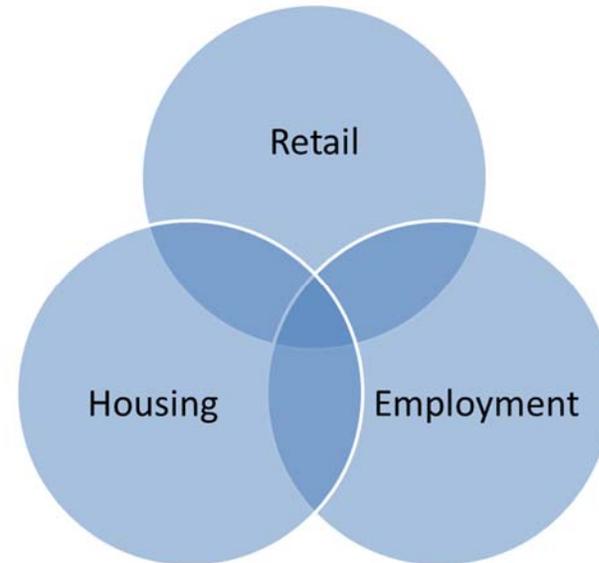
## EXECUTIVE SUMMARY

The City of Fayetteville is poised to capitalize on one of the most significant economic development opportunities in its history – the creation of a medical village that will become a regional destination as well as an economic catalyst for the City. The effort is supported by the fact that, nationally, healthcare is among the most promising industries for job growth and real estate development in the coming decades. Demand for healthcare services, jobs and development is driven by a number of factors, particularly the tremendous growth of Americans over the age of 65 who require the most medical services. The number of Americans aged 65 and over is expected to double between 2010 and 2040. The demographic conditions driving healthcare growth in the rest of the country also exist in Fayetteville. The private market in Fayetteville is already showing that medical uses are feasible, along with the strong population of veterans and the new VA Health Center; so the question revolves around not if something like a medical village will happen, but how and at what scale and quality.

The Medical Village Plan supports the City’s goal by establishing a master plan for a high quality, mixed-use, pedestrian-friendly district that will complement and enhance the emerging concentration of medical and health care uses in the vicinity of the I-295 Outer Loop and Raeford Road.

With a vision of community-wide health and wellness, the plan integrates health-consciousness and lifestyle into all aspects of development. It focuses on creating a distinct “place” rather than a random collection of businesses and neighborhoods by providing a mixed-use collaboration of medical, commercial and residential uses; an emphasis on walkability; and high-quality, sustainable development that will provide an uplifting experience for employees, patrons, visitors, and residents. Such “places” are suitable and desirable for people of all ages- younger professionals, families with children, empty nesters and seniors.

The mixture of uses, facilities and activities that may be offered in the district will provide a health-centered “lifestyle” environment with activity



### ECONOMIC BENEFITS

Healthcare, Medical Office, Biotech, Research and Development, Housing, Retail and Public Spaces

during the days, evenings, and weekends that help energize, populate and animate the district. Located adjacent to the VA Health Care Center and future FTCC West Campus, and in close proximity to residential neighborhoods, the district will be filled with shops, restaurants, and “third places” such as coffee shops, cafes and unique shops, that provide interactive community meeting places and a pedestrian-engaging environment. The district will also include a mixture of offices, hotels and a dense, urban-style residential component.

A key component of the plan is the wide array of medical and supporting services and activities concentrated in the medical village. The density of services and adjacency to the district, residential neighborhoods and open spaces will encourage walkability. Medical-related uses include hospitals, medical offices, laboratories, pharmacies, rehabilitation assisted living centers, hotels and education.

Siting of the buildings within the medical village should frame the streetscape, capitalize on the amenities, encourage pedestrian movement, make efficient use of the land and create a density that can support local transit service. Housing options will offer variety for people of different age groups with varying needs, including lofts, live-work units, townhouses and single-family homes.

Preservation and enhancement of the existing parks, open spaces and natural areas is key in attracting residents and businesses to the district and improving the overall quality of the area.

The plan for the medical village defines a design philosophy and implementation strategy for attracting high quality healthcare, housing and services into a setting and lifestyle concept unique to Fayetteville. If successfully implemented, the medical village will stimulate new development opportunities, create jobs, expand the City’s tax base and create inviting, engaging, connective experiences for residents, visitors and patrons. Implementation of such a plan will have many components – physical, financial, regulatory, operational and organizational – and will necessitate flexibility as market conditions change over time.



Credit: CLH Design

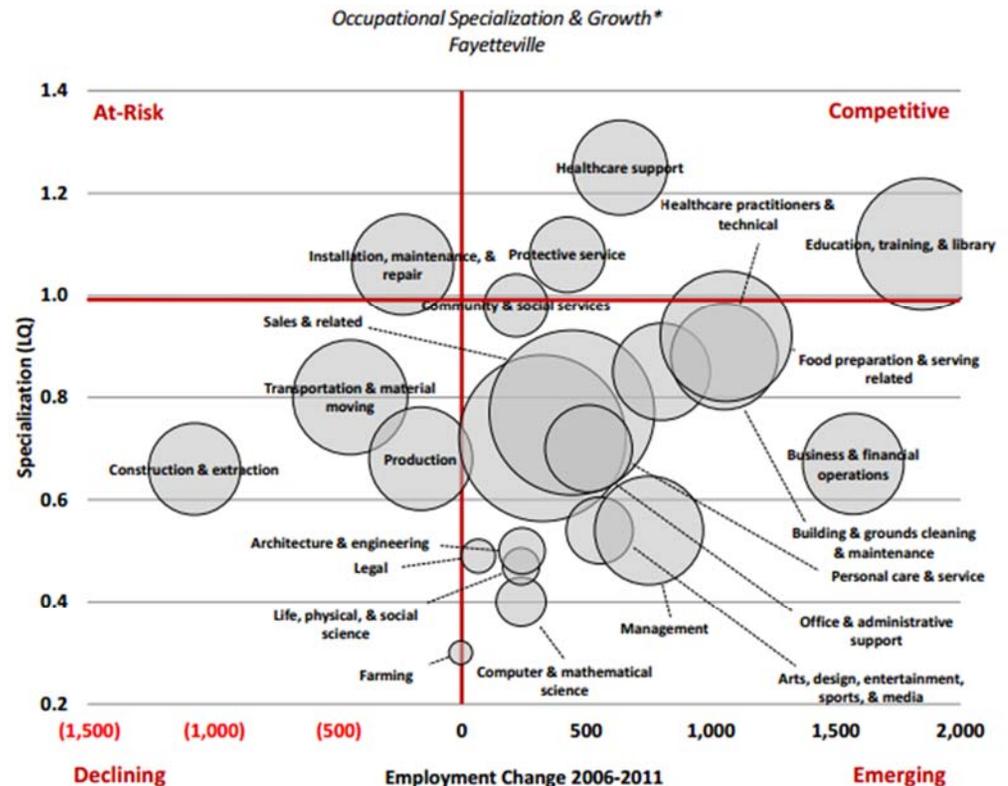
## INTRODUCTION

### Project Purpose and Description

Healthcare is an emerging sector anticipated to play an increasingly significant role in the future economic growth and success of the City of Fayetteville. The Garner Report for Fayetteville and Cumberland County notes that the largest absolute occupational gains have come from the Military Group. Healthcare was one of three other occupational groups that experienced growth in the same time period, and has measures of local specialization. Recognizing the developing concentration of medical uses in the vicinity of the I-295 Outer Loop and Raeford Road, the area is a primary gateway with a future goal of linking current and future medical facilities into a cohesive, mixed-used, walkable district. The purpose of the Medical Village Plan is to support the City’s goal of designating a special area that will establish identity, promote continuity, and invite significant new investment to fulfill the demand for medical and healthcare related uses.

The focus area of the plan encompasses a contiguous area of land generally located around the intersection of the future I-295 Outer Loop and Raeford Road. This plan evaluates the market feasibility of such a district, establishes a framework and guidelines for the development of improvements, and recommends implementation strategies for the district center. Implementation of the plan should stimulate new development opportunities and create experiences for citizens and visitors beyond what is now possible.

The plan reflects input from the citizens of Fayetteville, the U.S. Department of Veterans Affairs, Fayetteville Technical Community College, Fayetteville Metropolitan Planning Organization, City of Fayetteville Planning Commission, City staff and City Council members. It will be used by City staff, decision-makers, district business owners and property owners in the creation of a mixed-use area that focuses on medical care, health and wellness by creating a distinct “place” rather than typical strip commercialization and a random collection of neighborhoods.



The plan cannot anticipate or detail every feature that will ultimately make up the medical village; however, it does define the design philosophy underlying the district enhancements, and illustrates real world examples of its application to help facilitate and translate the different components of a medical village into a distinct identity. To be successful, the plan must focus on defining a distinct image for the district, populating the district with pedestrians, providing green spaces for exercise and relaxation through the preservation of valuable environmental features, and stimulating economic growth by providing an atmosphere for attracting businesses.

## A VISION FOR THE FUTURE

The vision for the area is one of mutual compatibility and support among differing uses with people living and working in the community. The community also envisions a neighborhood with a perception of safety that encourages people to live and work within the area and promote development that is consistent with, and transitions to, the established neighborhood scale. A walkable, multi-modal community with a variety of transportation options enhances connections and safe pedestrian and bicycle routes and crossings is envisioned to achieve the following:

- Support the expansion and growth of medical facilities and associated businesses.
- Recognize, foster and enhance the interdependency and compatibility of the healthcare, residential and retail uses in the area.
- Support and accommodate growth and redevelopment.
- Support development of medical village as a mixed-use community integrated into the surrounding area.

