An Economic and Business Development Initiative:
Sports, Family Entertainment
and Mixed Use Development Complex
for the
Murchison Road Redevelopment Plan Catalyst Site 1
2013-2014 Strategic Plan Goals

- Safe and Secure Community
- Diverse and Viable Economy
- Desirable Place to Live, Work and Play
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.
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Property Acquisition To Date

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

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.
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Area Concept Plan
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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=2DS1r76Ft0
Driving Simulation

Can be viewed at
https://www.youtube.com/watch?v=2DS1r76F7t0
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
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