New Opportunities for Mixed Use Development

City of Fayetteville North Carolina

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RETHINK THE OPPORTUNITIES

A Strong Market

Many good jobs nearby...

- 90,000 jobs located at 10 major employers within 10 miles of downtown
- 48% of those jobs pay more than $45,000/yr
- Over 5,800 jobs added since 2010, including 300 medical jobs in the last 2 years
- More than 8,000 military households look for housing annually, and 58% of military personnel live in private off-base housing
- There is ***no supply*** of recent rental housing downtown and in corridor areas

Strong downtown historic district...

- Fully renovated streetscape
- Many historic buildings, many of which have been redeveloped
- Narrow streets and open spaces within walkable distances

Major destinations to attract people...

- Airborne & Special Operations Museum attracts 150,000 visitors/yr
- Beautiful parks all throughout downtown
- Future downtown possibilities include a new ballpark and performing arts center

Much successful mixed use urban development in nearby cities...

- Raleigh, NC: 10,000 units 50 miles away
- Norfolk, VA: 2,000 units 200 miles away
- Charleston, SC: 1,000 units 200 miles away

Large millennial population...

- 16% of Fayetteville's population, which is higher than the national and state rate (13.6% and 12.6%)

Strong Local Support

- In the last 5 years, the City has adopted strategies to identify development sites and actively promote them
- ***Public investment***: Heavy investment in upgrading streetscape in Downtown historic district
- ***Public commitment***: City has adopted mixed use development plans and provided incentives
- ***Public approvals***: Most of the regulations in place support mixed use development in the target areas
- The City is also willing to work with developers on a case by case basis.

Good Development Sites

Six areas...

- Near major employers and attractive destinations like VA Medical Center, Fayetteville State University, Fayetteville Technical Community College, and Methodist University
- Downtown sites near the scenic national historic district
- Significant recent construction of streetscape downtown
- Many sites are underused parking lots, aging retail sites, or publicly owned. Sites might not be currently available for sale

New Opportunities for Mixed Use Development

Target Area Overview

City of Fayetteville North Carolina

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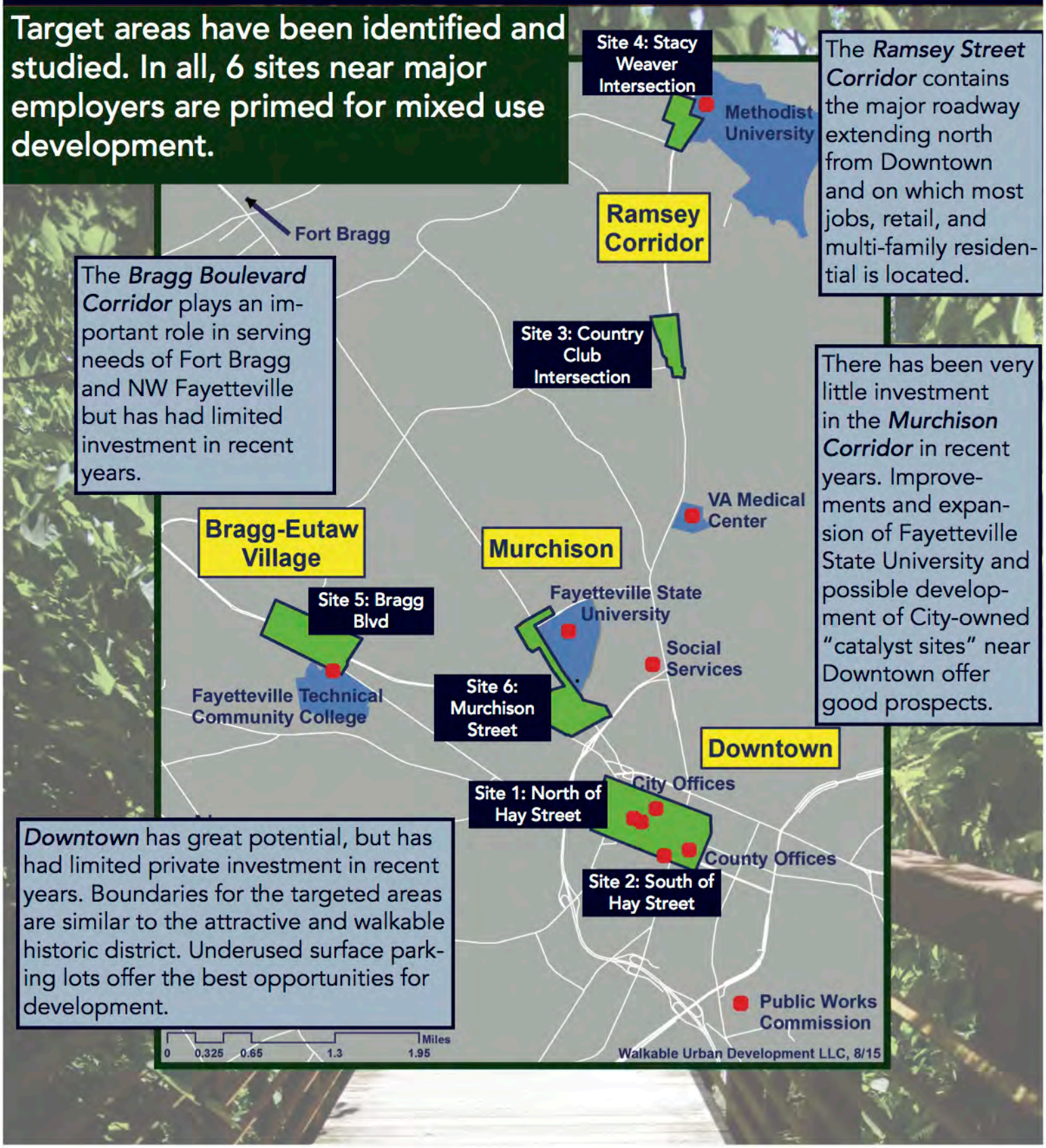
Target areas have been identified and studied. In all, 6 sites near major employers are primed for mixed use development.

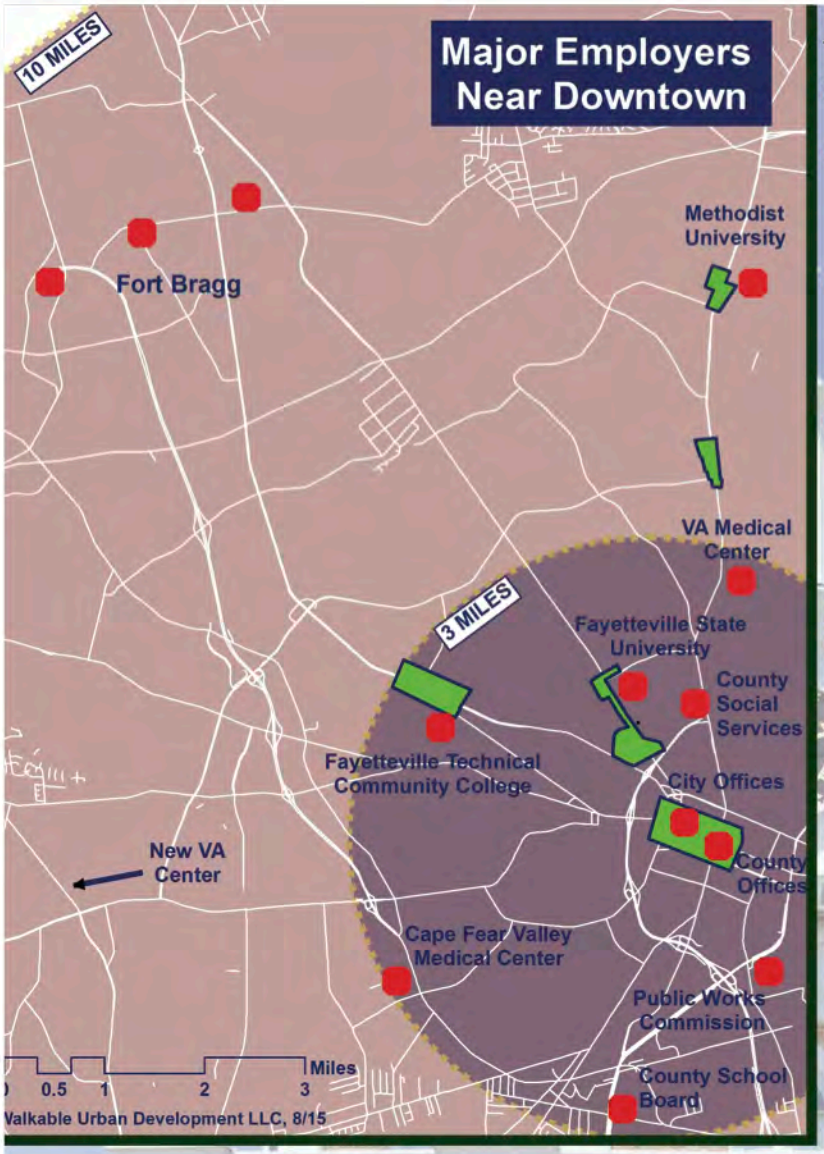


The *Ramsey Street Corridor* contains the major roadway extending north from Downtown and on which most jobs, retail, and multi-family residential is located.

The *Bragg Boulevard Corridor* plays an important role in serving needs of Fort Bragg and NW Fayetteville but has had limited investment in recent years.

There has been very little investment in the *Murchison Corridor* in recent years. Improvements and expansion of Fayetteville State University and possible development of City-owned "catalyst sites" near Downtown offer good prospects.

Downtown has great potential, but has had limited private investment in recent years. Boundaries for the targeted areas are similar to the attractive and walkable historic district. Underused surface parking lots offer the best opportunities for development.



Fayetteville has a strong job market

- Over 90,000 jobs within 10 miles of downtown. Almost half of those jobs (46%) pay over $45,000/yr
- 53,000 active military and 20,000 civilian or contractor jobs at Fort Bragg. 52% of these jobs pay over $45,000/yr
- Over 4,000 ***healthcare*** jobs at two VA Medical Center sites and Cape Fear Valley Health System sites. 67% of employees for the VA Medical Center earn over $45,000/yr
- 2,000 ***higher education*** jobs at Fayetteville State University, Fayetteville Technical Community College and Methodist University
- Most of the 4,400 local government jobs for the City of Fayetteville, Cumberland County, and Public Works Commission. 57% of City employees earn over $45,000/yr
- A portion of the Cumberland County School system 6,800 employees work near downtown

Fayetteville has been building throughout target areas

In the last 5 years, most new construction and land sales have happened in Downtown and along the Ramsey Corridor (Stacy Weaver and Country Club). The City of Fayetteville has identified these areas specifically to attract new development. These target areas show good market strength.

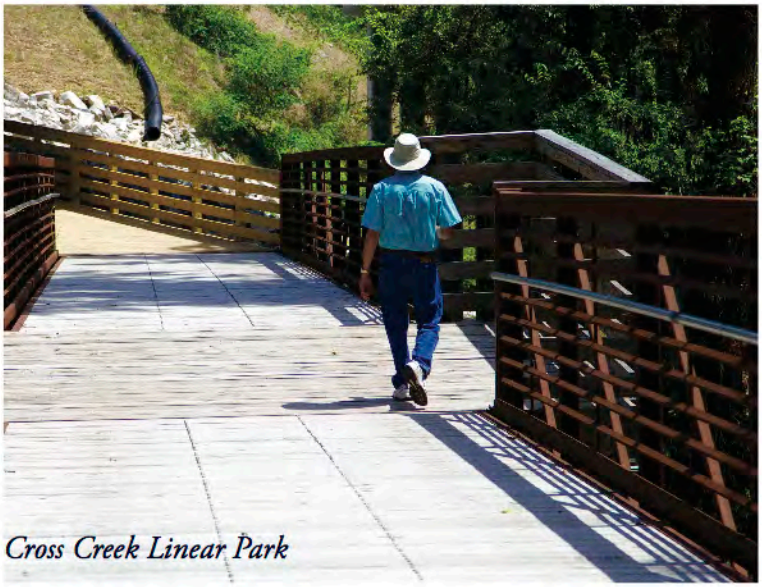
Target Area	Number of Land Sales	Value of Land Sales	Total Acreage	Number of New Construction Building Permits	New Construction Costs
Downtown	134	$30,153,000	37.48	4	$4,694,734
Stacy Weaver and Ramsey	5	$4,461,500	4.75	5	$9,350,000
Country Club and Ramsey	3	$1,725,000	3.66	1	$162,311
Bragg-Eutaw Village	13	$1,966,500	6.46	2	$323,445
Murchison	49	$6,508,000	16.63	1	$60,000

Area 2: South of Hay Street

There are 4 surface parking lots in the southern part of Downtown that offer opportunities as prospective sites. The largest is a City-owned lot between Franklin and Russell Streets and between Donaldson and Green Streets. As it is near the new public parking deck, this 1.9-acre site has very limited parking use at present.

These strong sites along Franklin Street are a block behind Hay Street. The are also near Fayetteville's only Downtown mixed use development, the 300 Hay Street condominiums and townhouses. The success of projects like this show a continued need for quality rental housing near Downtown amenities.

Downtown Fayetteville provides walkable access to good jobs, beautiful greenspaces, and renowned attractions.



Cross Creek Linear Park

Airborne & Special Operations Museum

New Opportunities for Mixed Use Development

Downtown Targets

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Area 1: North of Hay Street

Hay Street is the center for Downtown jobs retail, and entertainment. It also offers attractive sites for mixed use development.

7 different surface parking lots are indicat ed as potential development sites in the northern part of Downtown. The sites are owned by the City, churches, or other private parties. 5 sites sit along Maiden Lane, the largest of which is a 5-acre lot on the western side and owned by the City.

Walkability is a key asset to Downtown sites. All potential sites are within walking distance of major employers like the City of Fayetteville and Cumberland County.

The proximity of these sites to Festival Park and Cross Creek Linear Park is an amenity that helps attract mixed use development and other residential development.

New Opportunities for Mixed Use Development

Country Club Drive and Ramsey Street

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This area is located near several job and activity concentrations. It is about 1 mile from the main VA Medical Center and 1.5 miles from Methodist University.

The City has identified this area for new development as part of its *Ramsey Street Corridor Plan.*

Possible Development Sites

The site contains both active retail and older underused spaces. The vacant or underused lots would make good locations for mixed use development or urban residential development.

While these sites are currently owned, they sit within a growing corridor with strong connections to retail and employment centers.

New Opportunities for Mixed Use Development

Stacy Weaver Road and Ramsey Street

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This area is located across the street from Methodist University. Close proximity to the new highway under construction to the north that will provide direct and improved access to Fort Bragg.

The City has identified this area for new development as part of its *Ramsey Street Corridor Plan*.

Possible Development Sites

This location has seen a large amount of investment in recent years from major construction projects at Methodist University and new retail locations on the west side of Ramsey. Mixed use development here could directly benefit from both Methodist University staff and students.

Three vacant lots or underused surface parking lots in the area that are excellent locations for mixed use development. Each lot is near Methodist University.

New Opportunities for Mixed Use Development

Bragg Boulevard and Eutaw Village Area

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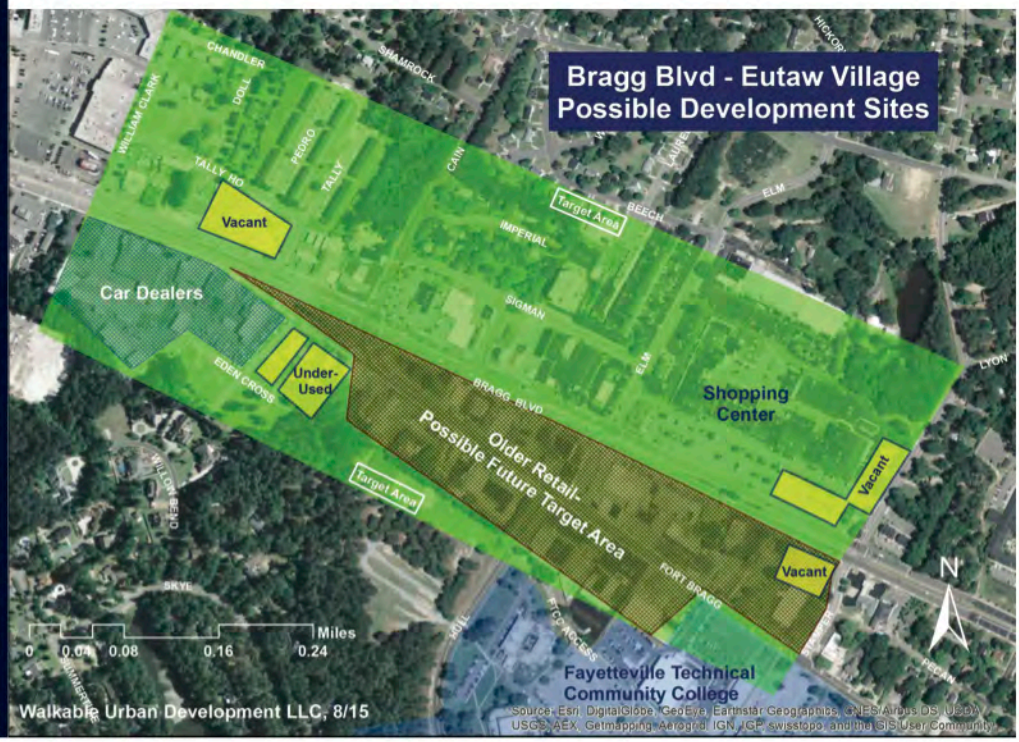
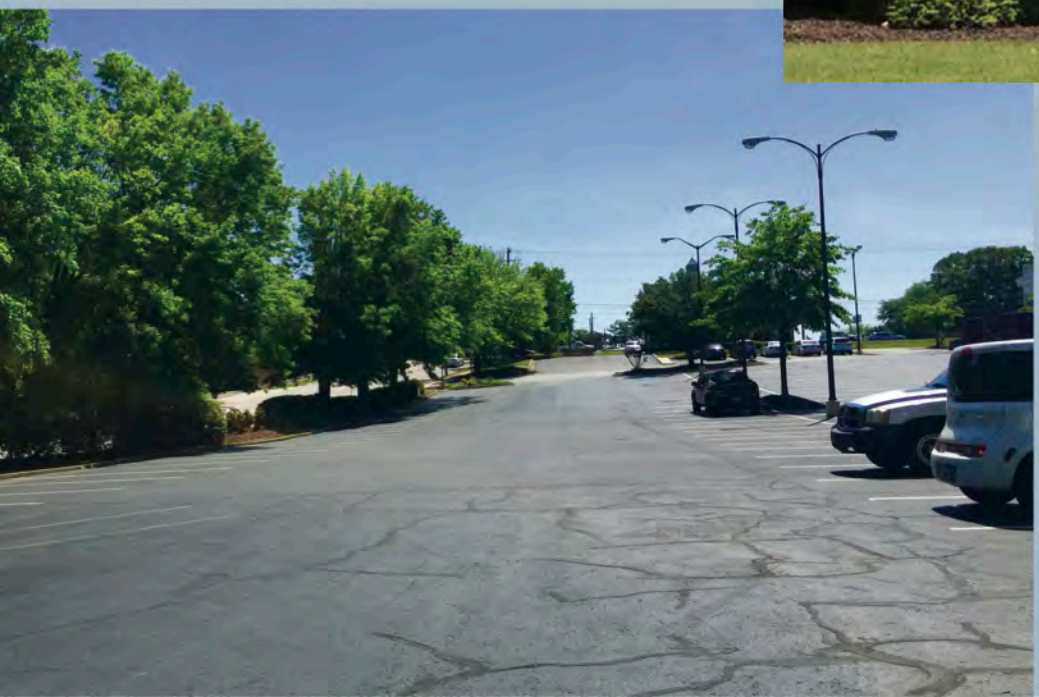


Possible Development Sites

This location centers on Eutaw Village Shopping Center along Bragg Boulevard. It is on the way from Downtown to Fort Bragg 5 miles to the west. While it is already a significant retail area including high-end car dealers, it is near other retail centers on Skibo Road and at Cross Creek Mall.



Eutaw Village is just north of Fayetteville Technical Community College, one of the City's major employers.

Several vacant lots or underused surface parking lots around Eutaw Village. Sites present the best opportunities for mixed use development.

New Opportunities for Mixed Use Development

Murchison Road

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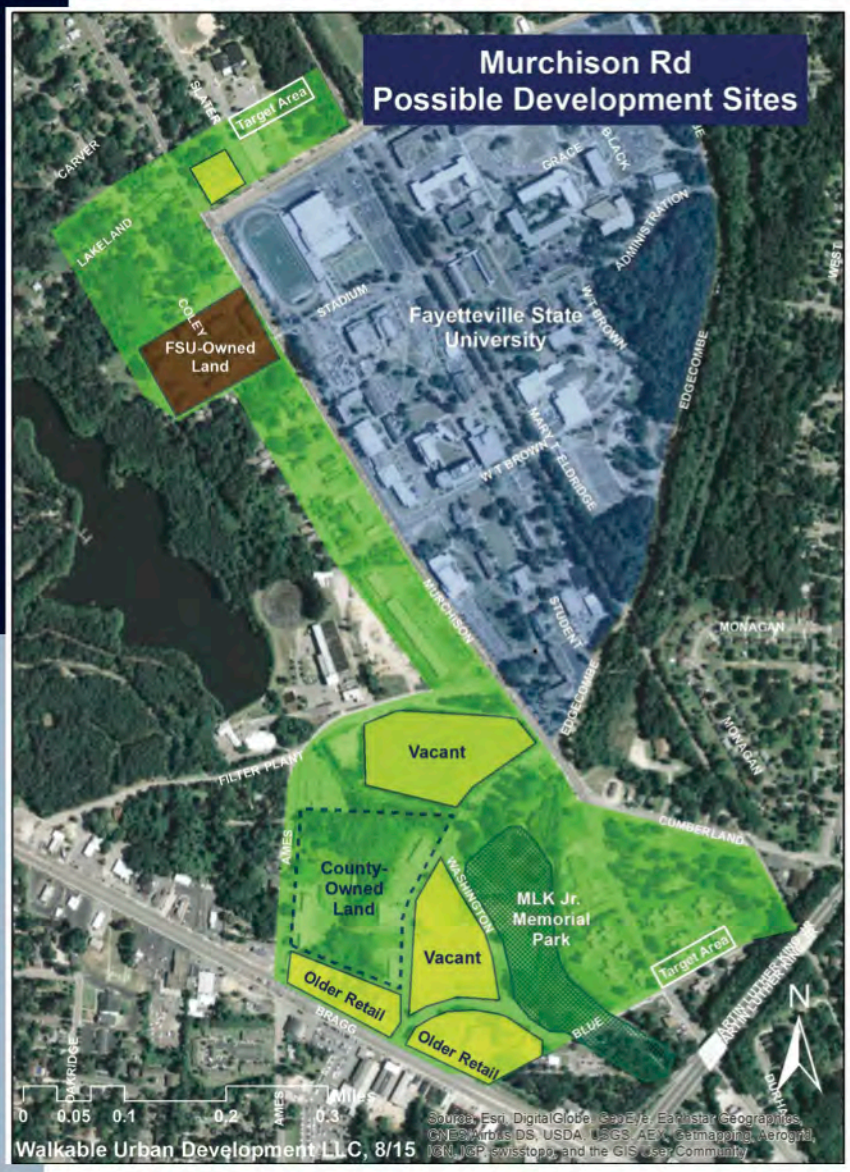
Murchison Road offers a good opportunity to build mixed use development near the Fayetteville State University community and beautiful parks. University continues to expand enrollment and facilities. Building greater partnerships with community and military.

Plans intend to significantly improve major road connectivity to the south of this site and link this area to downtown by a new ballpark, parks, and new retail.



Possible Development Sites

Three sites along Murchison Road owned by Fayetteville State University or their Foundation. Private mixed use development/ urban development could occur on any of the sites.

Most marketable site is a 5.9-acre site on Washington Road. This site could be expanded by adding some aging retail land fronting Bragg Blvd or part of a 13-acre adjoining site owned by the County.