

long range master plan for.....

THE NORTH CAROLINA STATE FAIRGROUNDS

prepared for the
N.C. Department of
Agriculture

Kimley-Horn and Associates, Inc. • Jerry Turner and Associates, Inc.

Phase One \$ 14,570,000

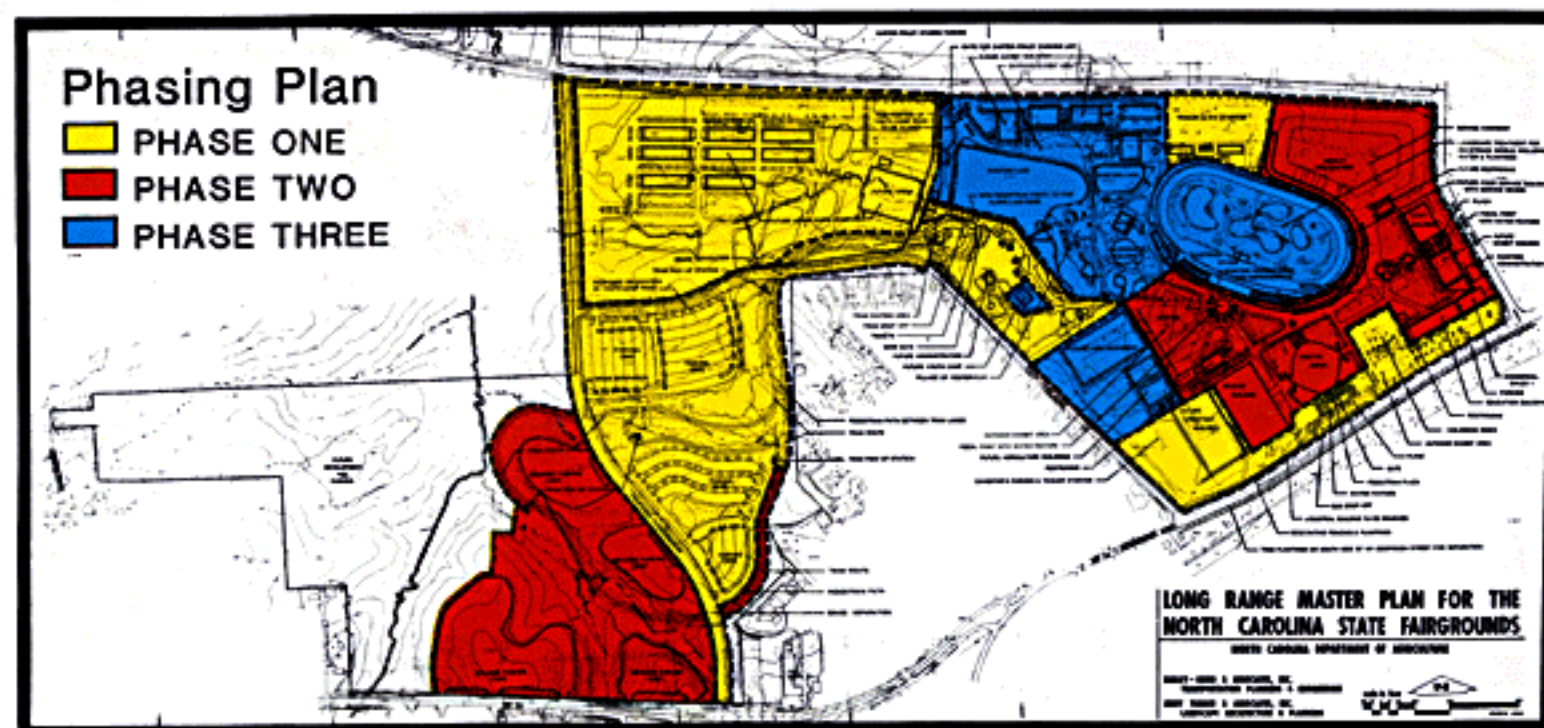
New and Relocated Roads and Initial Parking • Tram and Walkways • Hillsborough Street Landscape Improvements • Livestock Building • New Administration Facility • New Maintenance Area • Electrical System Improvements • Maingate Walkway and Carter-Finley Gate • Horse Show Complex

Phase Two \$ 7,842,700

Relocate Midway • Reorganization of Circulation and Outdoor Displays • Plazas • Food Service • Grandstand • New East Side Building • Grassed Parking • Expanded Tram Route • Electrical Improvements

Phase Three \$ 6,480,000

North Complex of Buildings • Farm Buildings • Youth Camp • Race Track and Infield Improvements • Improvements to Village of Yesteryear • Other Additional Parking and Buildings • Electrical System Improvements



The Planning Process

This Long Range Master Plan for the North Carolina State Fairgrounds is a result of over one year of intensive study and analysis by the consultant and the staff of the Fair. Thousands of man hours by both consultant and staff have gone into the development of this visionary as well as implementable Master Plan. The planning effort has included coordination with the Master Plan for the Horse Show Complex and has recognized the completion of I-40 in the Raleigh Urban Area.

As a foundation for the development of alternative concept schemes, detailed data was collected on existing fairground conditions and operations. Information concerning building function and condition was analyzed along with traffic and parking data, new topographic mapping, and existing utility information.

The study and analysis of the base data led to the development of five concept schemes which incorporated the new 144 acre tract into the existing fairgrounds complex. This additional land is essential to the long-range development of the fairgrounds in order to provide space for future expansion and needed parking. These five schemes were studied in detail by the North Carolina State Fair and Department of Agriculture staff and were critiqued with the consultant. The concept analysis led to the development of two sketch plans which were again reviewed and critiqued in detail. The two sketch plans and their critique formed the basis for the consultant to prepare the Long Range Master Plan. The details of the base data collected and the alternatives analysis are documented in the Technical Report.

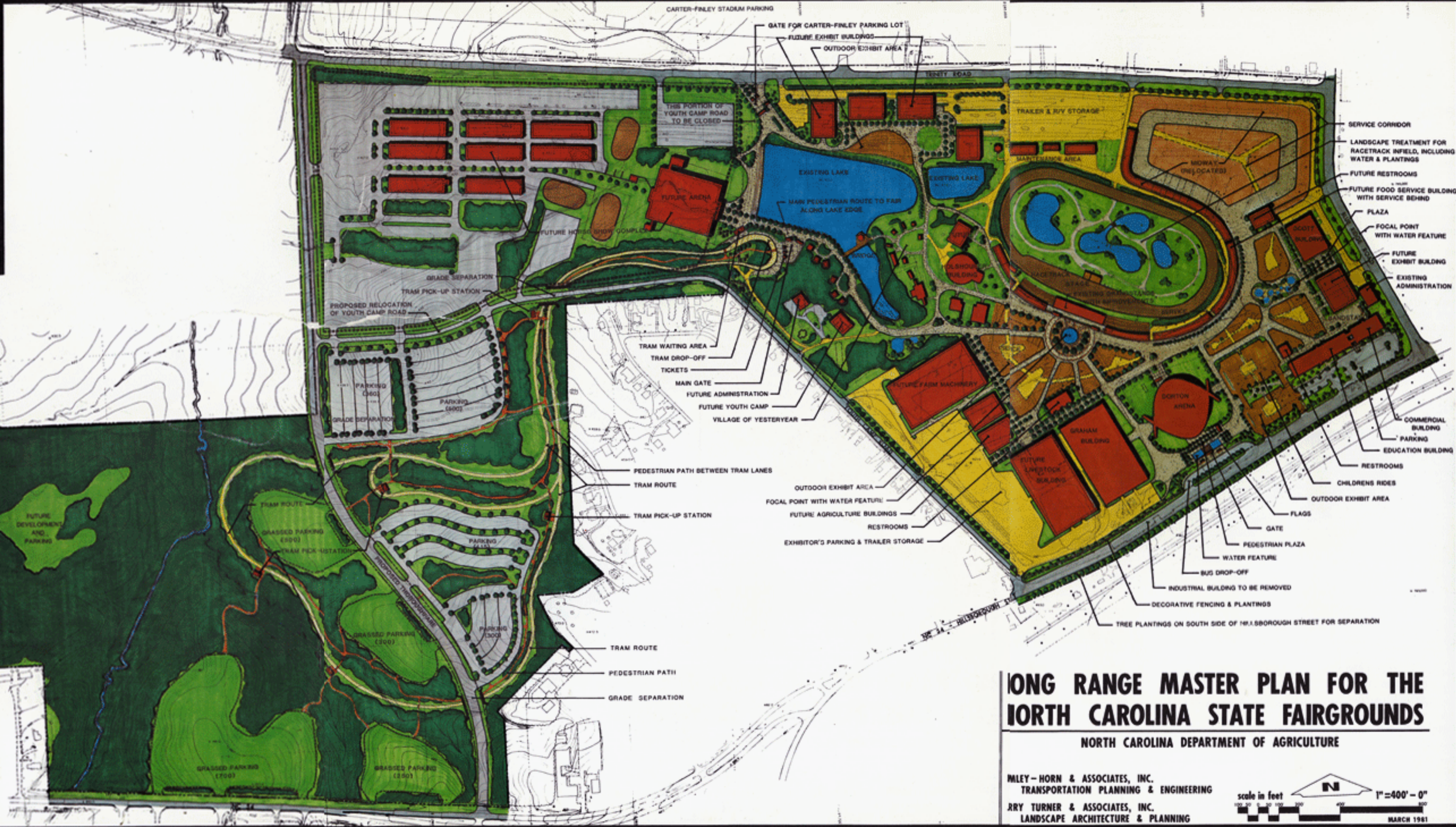
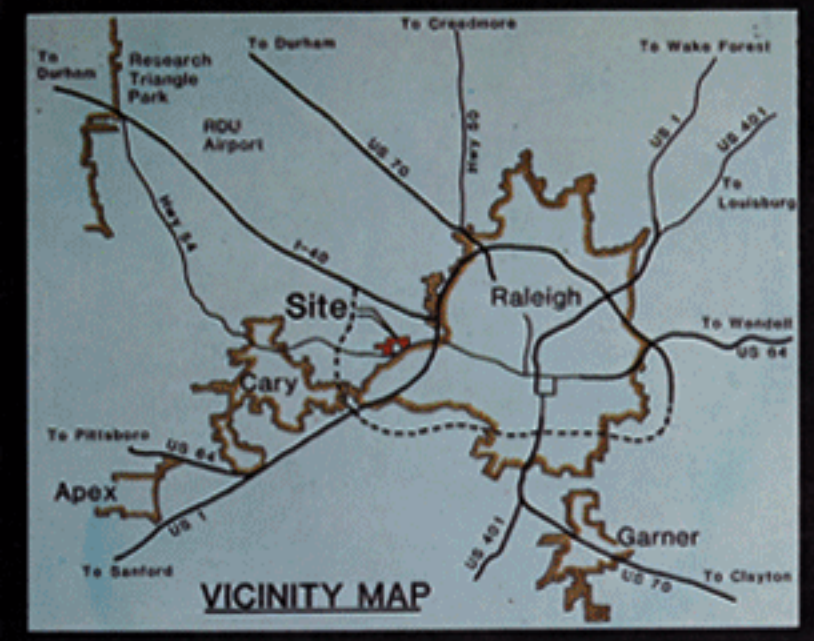
The Long Range Plan

The Long Range Master Plan provides for the continued growth and orderly development of the fairgrounds to serve the anticipated needs of the people of North Carolina. A phased development has been suggested and general levels of costs have been estimated for the required improvements. Operations of the fairgrounds during both fair week and non-fair week have been detailed.

Major features of this long-range master plan include:

1. Utilization of the new 144 acre tract to provide required parking and to permit further expansion of the fairgrounds in the future. The new parking will be served by both a tram system and pedestrian walkways.
2. Creation of a pedestrian plaza and public transportation terminal in front of Dorton Arena and major landscape improvements along Hillsborough Street (See rendering on front of this booklet).
3. Reorientation of the major pedestrian entrances to the west to take advantage of both Carter-Finley Stadium parking and parking available on the new 144 acre tract.
4. Relocation of the midway to provide maximum view exposure to major traffic flows and to be a "good neighbor" since adjacent land uses are non-residential.
5. Grouping of all agricultural exhibit facilities in southwest corner of the existing fairgrounds. New and expanded facilities are provided.
6. Development of a potential new grouping of exhibit buildings and outdoor exhibit areas north of the existing lake and immediately adjacent to major parking facilities for year round use.
7. Centralization of maintenance and storage facilities north of the race track and south of Trinity Road adjacent to the new midway area. This location provides direct access to the major highway system and permits the centralized distribution of concessionaries during fair week.
8. Development of pedestrian walkways areas through the fairgrounds with a separate service road system to permit the separation of pedestrian and vehicular travel. A major improvement over existing conditions is the separation to vehicles and people on the grounds during non-fair use.

The Long Range Master Plan presented herewith will serve as a guide for the future development of the North Carolina State Fairgrounds. This document with the accompanying Technical Report will provide guidance for both capital investment and maintenance improvements to the fairgrounds.



Master Plan Elements

- Additional Parking
- Tram Way System
- Relocation of Youth Camp Road
- New Thoroughfare
- Relocation of Midway
- Improved Circulation
- Improvements along Hillsborough Street
- Grouping of Activities
- Future Exhibit Buildings
- Future Administration Building
- Centralized Service and Distribution
- Future Food Service
- Convenient Non-Fair Parking
- Focal Points and Pedestrian Plazas
- Future Horse Show Complex
- Separation of Service and Pedestrian Traffic
- Space for Future Expansion

Site Data

- Total Area — 325 AC.
- Area of New Tract — 144 AC.
- Length of Tram System — 5080 Ft.
- Area for Future Development — 58.4 AC.
- Horse Show Area — 48.5 AC.
- 1979 Fair Attendance — 640,079
- 1979 Non-Fair Attendance — 569,773
- 1979 Attendance (All Events) — 1,209,852
- Number of Existing Buildings — 25
- Number of Future Buildings — 41
- Existing Building Area — 440,000 S.F. (Gross)
- Future Building Area — 800,000 S.F. (Gross)

LONG RANGE MASTER PLAN FOR THE NORTH CAROLINA STATE FAIRGROUNDS

NORTH CAROLINA DEPARTMENT OF AGRICULTURE

WILEY-HORN & ASSOCIATES, INC.
TRANSPORTATION PLANNING & ENGINEERING
BERRY TURNER & ASSOCIATES, INC.
LANDSCAPE ARCHITECTURE & PLANNING

