

Jane Sowers North

New Development Strategic Focus Area

Jane Sowers North New Development Strategic Focus Area Map



Background

The Jane Sowers North Strategic Focus Area is located along the I-77 corridor to the north of I-40. Encompassing 2,700 acres, this is one of the few remaining undeveloped tracts at the intersection of two interstates in North Carolina. Currently, this area is a mix of uses with the majority of the land in an undeveloped state. A cluster of industrial uses are located east of I-77 along Crawford Road. A few limited convenience commercial uses are located nearby that support the surrounding industries and the Davis Regional Medical Center to the east. To the west of I-77 is the Cloverleaf Elementary International Baccalaureate World School and a church. A large tract on the northern end of the area is an active auto auction. The Jane Sowers North Strategic Focus Area is adjacent to single-family neighborhoods particularly along Jane Sowers Road east and west of I-77.

The largest barriers for growth in Jane Sowers North are currently the limited access points to and across the Interstate highways, and access to municipal utilities in some areas. Environmental and topographical constraints are also a challenge in some areas.

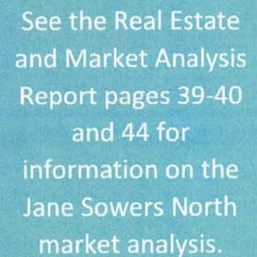
Investment in utility and transportation infrastructure can transform Jane Sowers North into a new activity node and northern gateway to the city. At present, a portion of the area has sewer service, and the City recently extended full utility service along Turnersburg Highway to I-77. The

Mobility and Development Plan calls for improvements to the Turnersburg/I-77 interchange (Exit 54), and a new interchange at Jane Sowers Road. A study to determine the feasibility of a new interchange at Jane Sowers Road is currently underway.

Recommendations

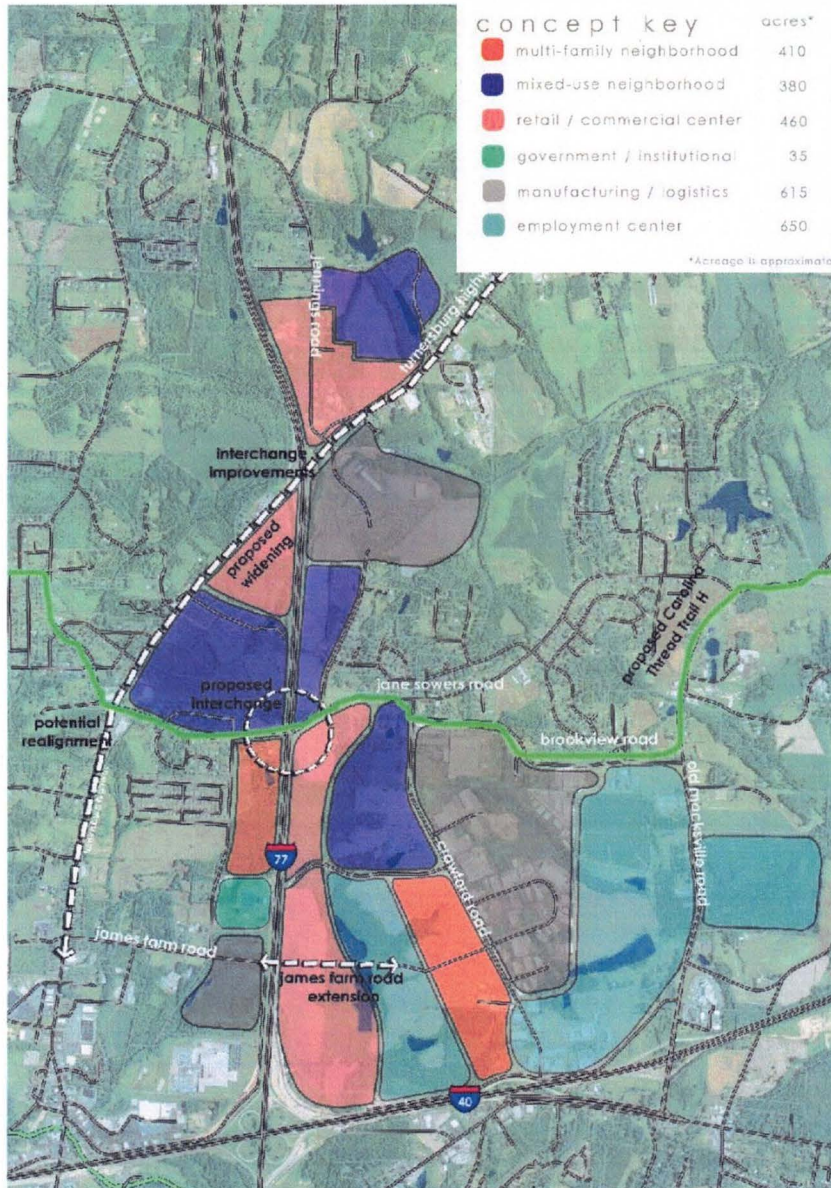
The 2019 *Mobility and Development Plan* identifies this area as a viable location for a mix of uses, including retail commercial centers near the interchanges, and manufacturing and logistics and other employment uses located east of I-77. The plan also calls for multifamily and mixed density neighborhoods that create transitions between the employment uses and existing single-family neighborhoods. Due to the primary market draw for development in the southern end of the planning area closer to Charlotte, it is expected that Jane Sowers North will have less market draw in the near term. The plan suggests a phasing of the area's development, beginning with the areas in the north closest to I-77 Exit 54 to take advantage of the utility expansion to the US-21/I-77 interchange, then south toward the I-77/I-40 interchange. If plans to create a new I-77 interchange at Jane Sowers Road come to fruition, this phasing plan may need to be reconsidered.

Jane Sowers North is the northern gateway to the city and offers significant opportunities to create a new district that could provide new employment and housing options. The *Real Estate Market Study* identifies the Strategic Focus Area as a prime opportunity for gateway employment uses, supported by multifamily housing and service-oriented retail to support the surrounding uses. Development standards applied in this area should create high quality gateway entrances into the city and maximize development potential within this area.



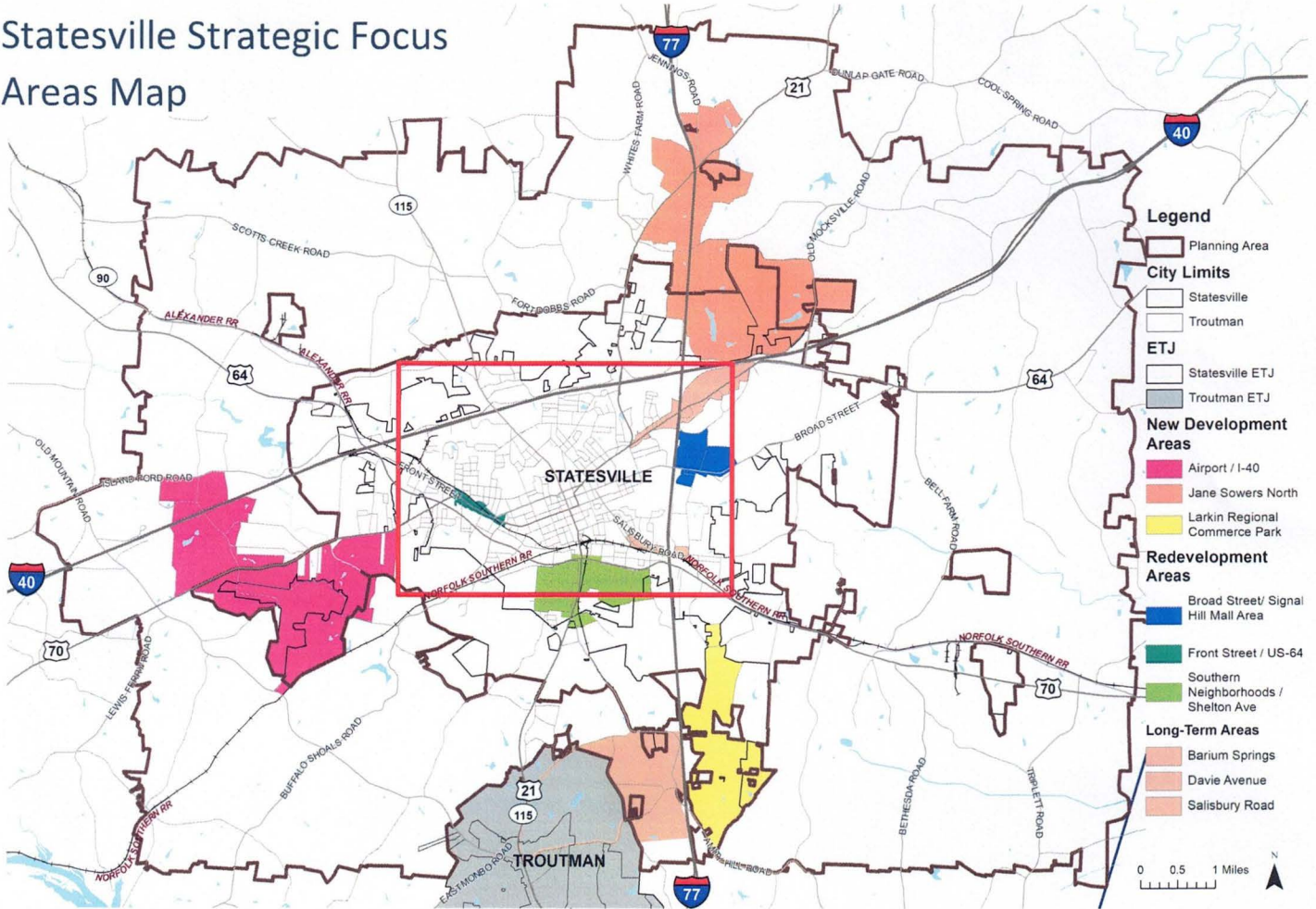
See the Real Estate and Market Analysis Report pages 39-40 and 44 for information on the Jane Sowers North market analysis.

Mobility and Development Plan Jane Sowers Concept Diagram



The 2019 Mobility and Development Plan's Concept Design for Jane Sowers North recommends a mix of multifamily and mixed use neighborhoods, retail commercial centers, manufacturing and logistics parks and several mixed employment centers.

Statesville Strategic Focus Areas Map



Legend

- Planning Area
- City Limits**
 - Statesville
 - Troutman
- ETJ**
 - Statesville ETJ
 - Troutman ETJ
- New Development Areas**
 - Airport / I-40
 - Jane Sowers North
 - Larkin Regional Commerce Park
- Redevelopment Areas**
 - Broad Street/ Signal Hill Mall Area
 - Front Street / US-64
 - Southern Neighborhoods / Shelton Ave
- Long-Term Areas**
 - Barium Springs
 - Davie Avenue
 - Salisbury Road

0 0.5 1 Miles

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