



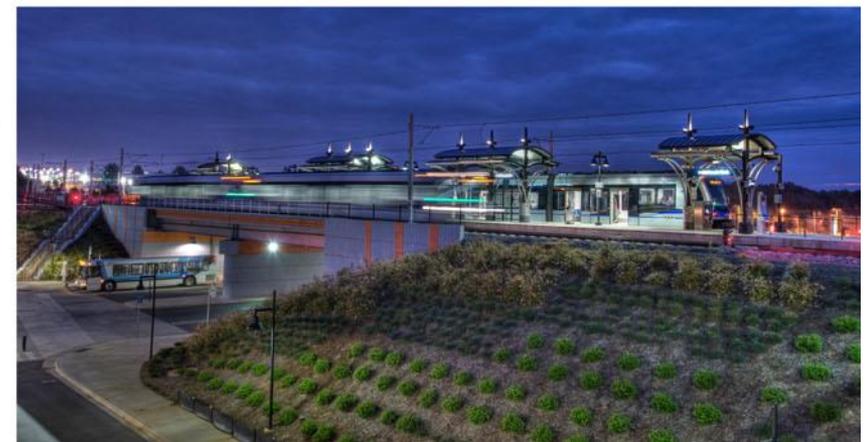
MAYBERRY & METROPOLIS

A PROCESS FOR A VISION-BASED FUTURE
An Insider Perspective

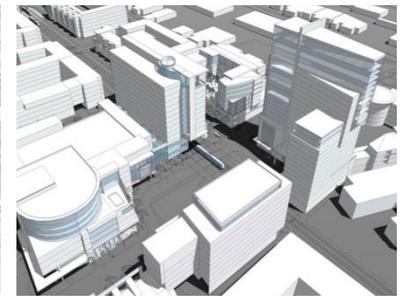
Presented by
Patrick McCrory
Former Mayor, Charlotte, NC



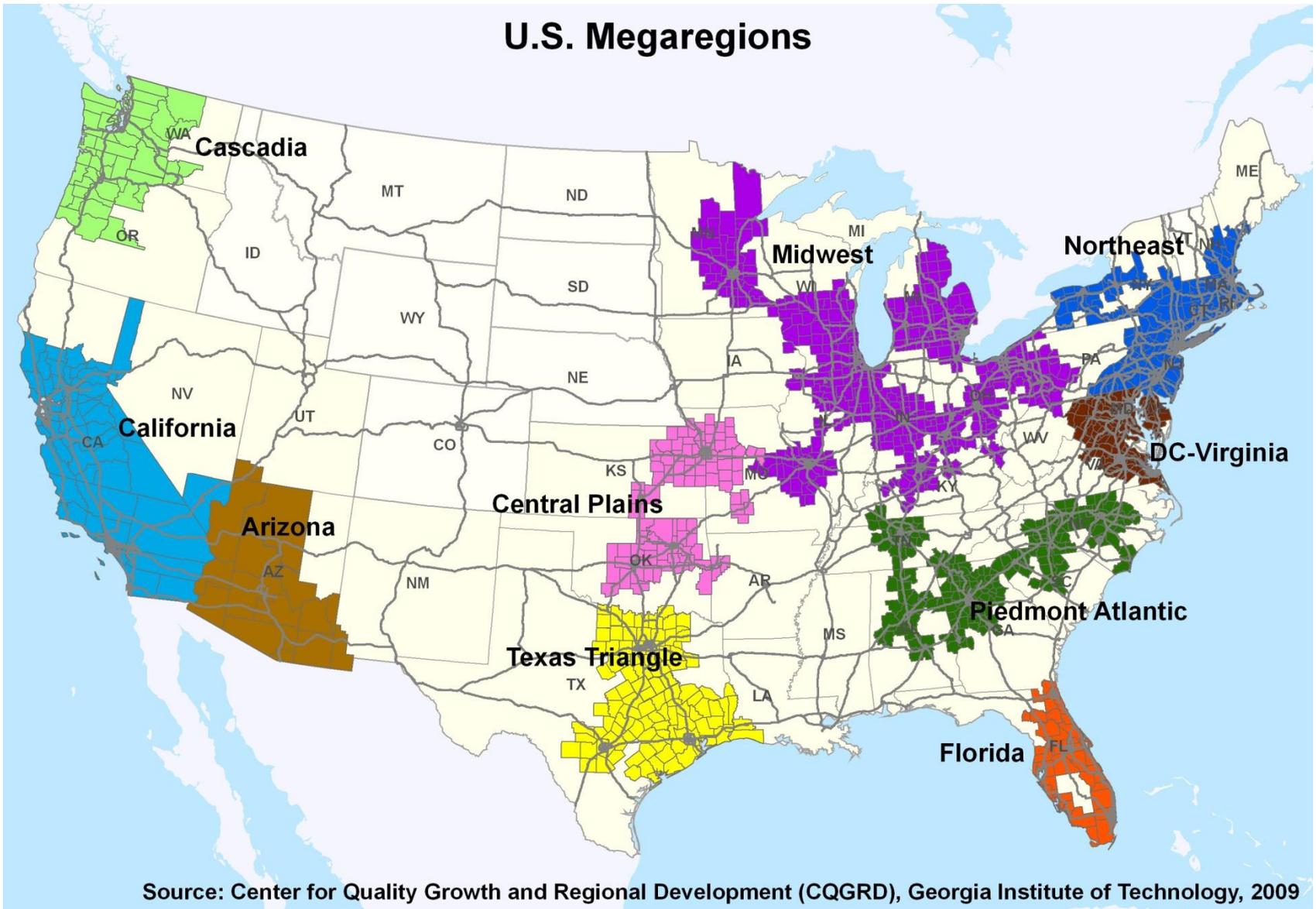




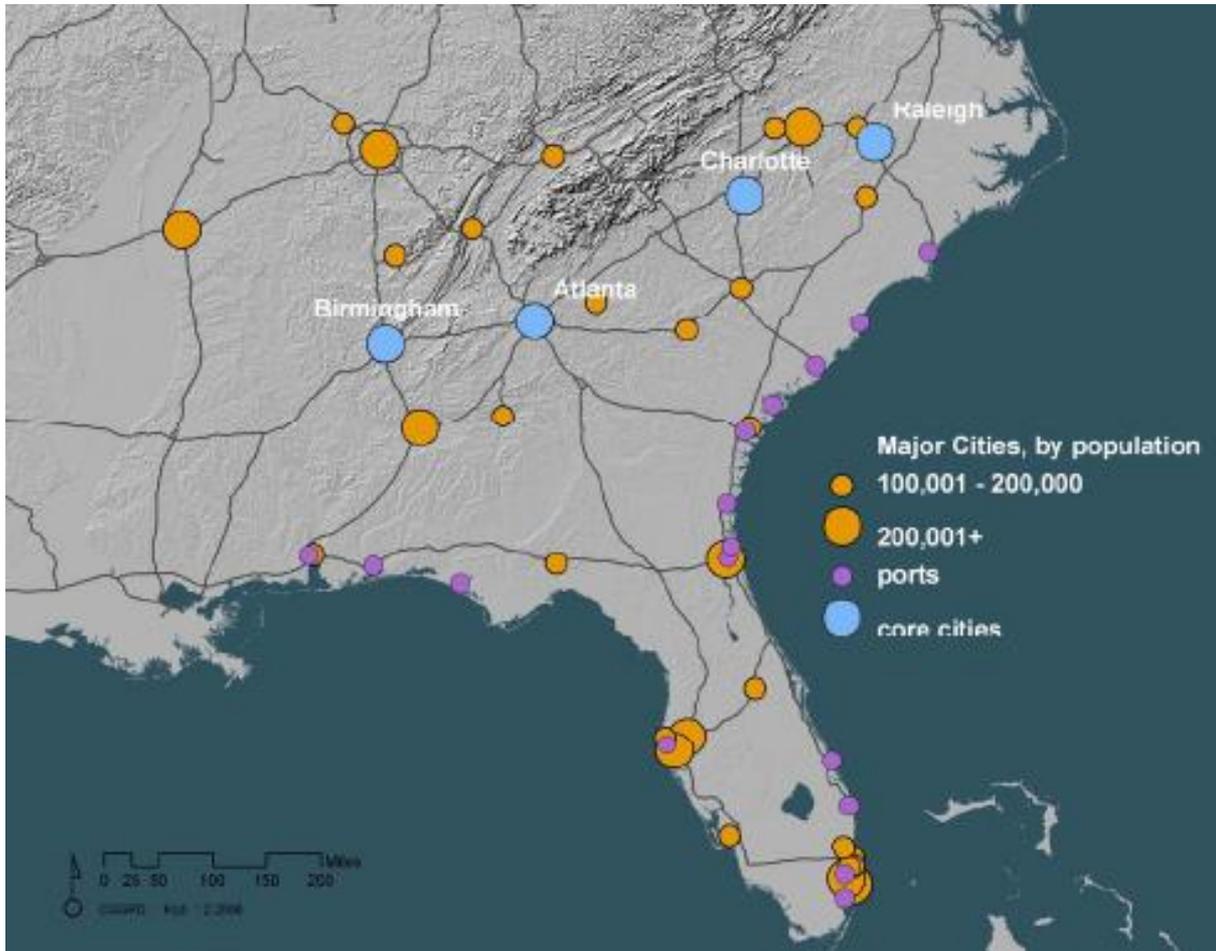




U.S. Megaregions



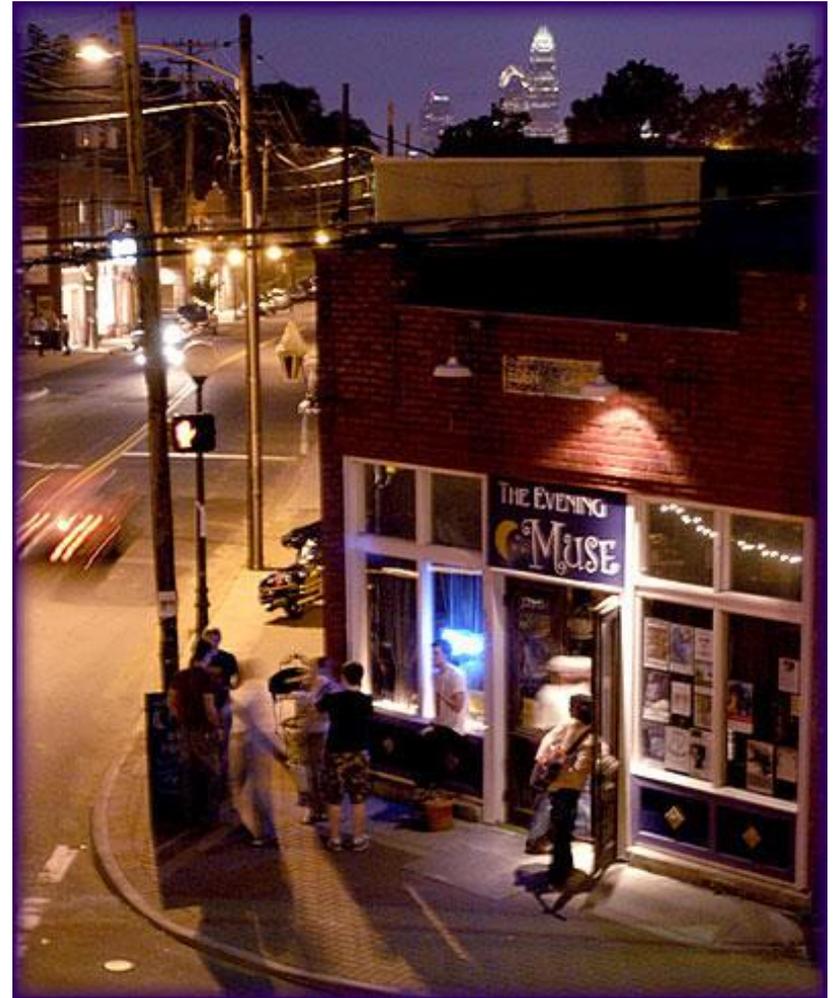
Source: Center for Quality Growth and Regional Development (CQGRD), Georgia Institute of Technology, 2009



Major cities in the spine, along the coast and at the edges

©Georgia Tech Center for Quality Growth and Research Development







MESSAGE

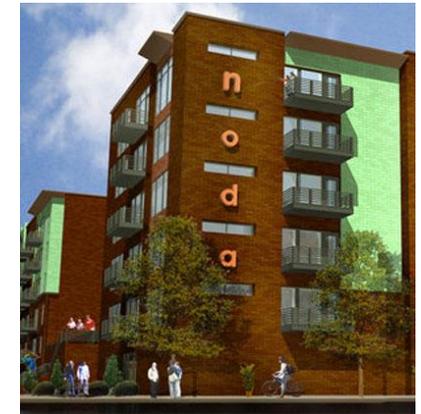
*Start with the end result in mind as to
"why is this important"
Must be concise and appeal to all audiences*





SUSTAINABLE

Long term quality of life is the cornerstone of the Vision

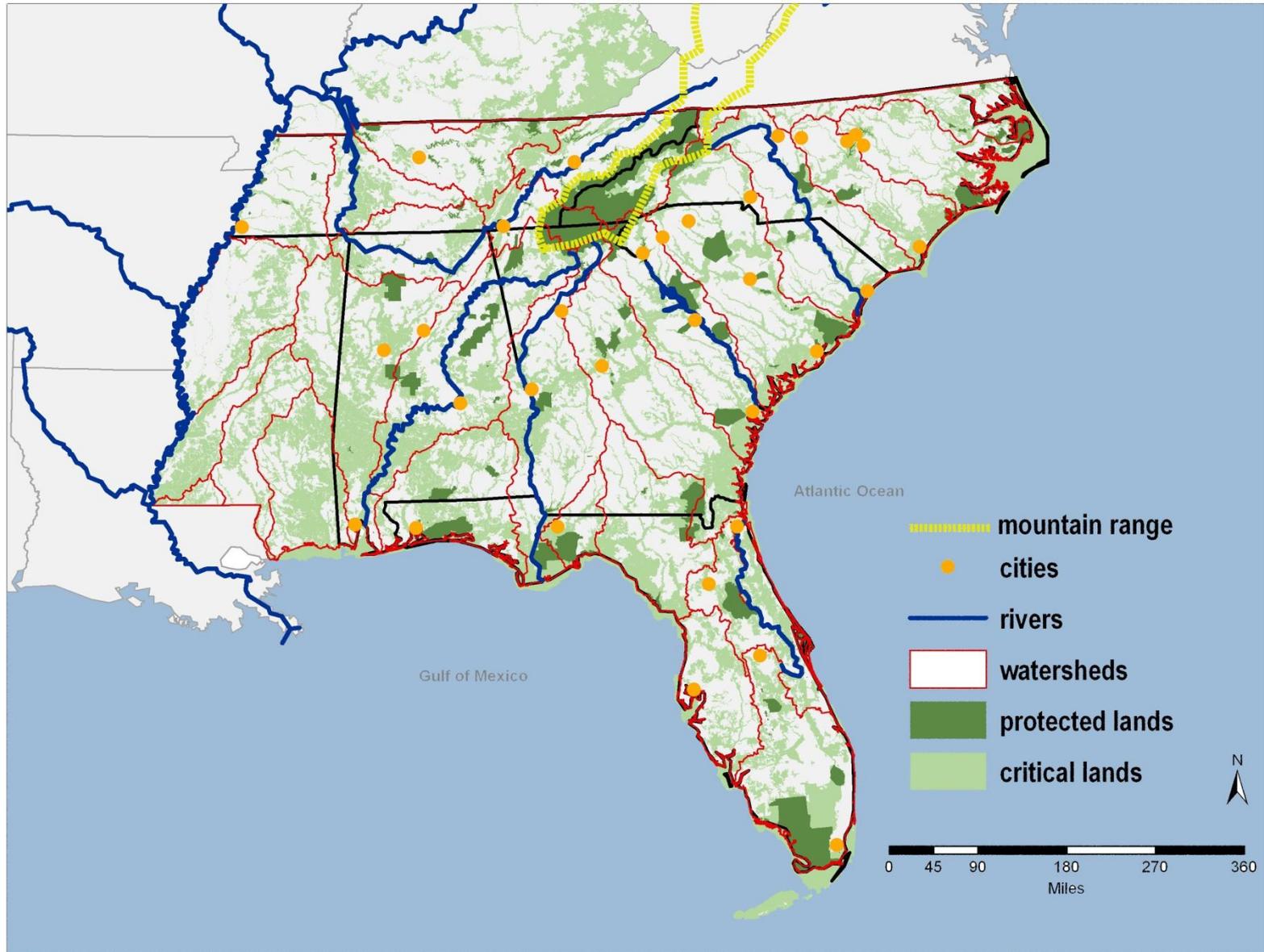




INTEGRATED

Airport / Water / Sewer / Transportation / Economic Development







CHOICES
Mobility and flexibility



MAKE MONEY / CREATE JOBS

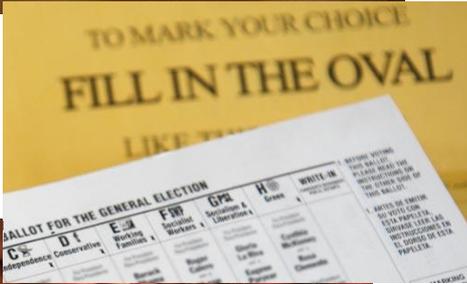
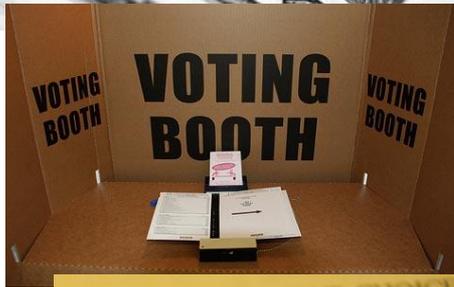
Motivating the private sector is key



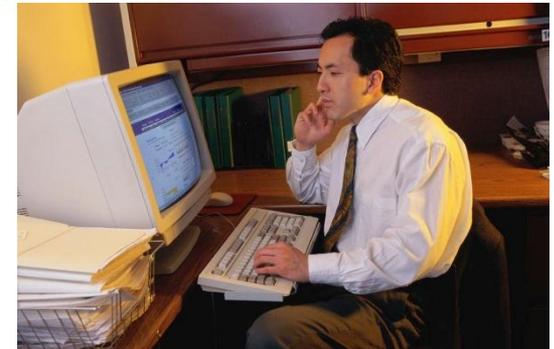
GENERAL INI	Square Footage	DU	Ave # of Units	Parties	Ave Gross Rent Size	Parties per Unit
OFFICE	2,076,729	2,077				
Detached House	358,977	326			1,000	
Detached House	381,891	212	2	S	1,100	2
Detached House	1,377,627	727	3	S/G	1,800	2.25
Detached House	1,308,746	1,148	4	S/D	1,200	2
Detached House	1,740,200	727	4	S/D	1,800	2.25
Detached House	831,932	1,450	2	G	2,000	2
Detached House	503,587	416	4	S/D	1,200	2
Detached House	286,415	315	2	S/D	1,200	2
Detached House	1,421,918	143	4	S/D	1,600	2
Detached House	200,453	508	6	D	2,000	2
Detached House	10,488,475	111	2	G	2,800	2
Detached House	7,434	1	1	G	1,800	2
Square Footage	17,408,725					
	30%					

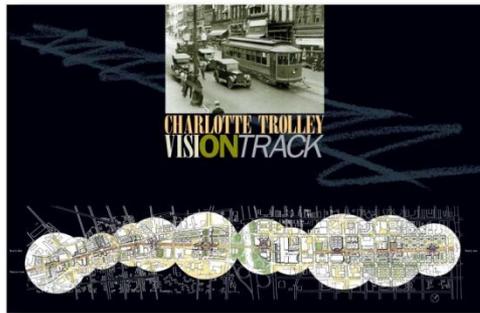


MAKE THE RIGHT DECISIONS ...Governance



FIND THE \$...
...and win the campaign



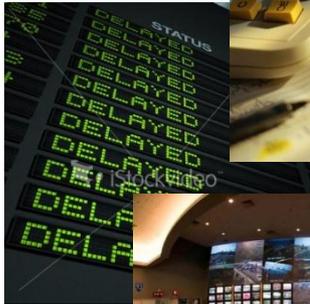


KEEP IN TOUCH

Never lose contact

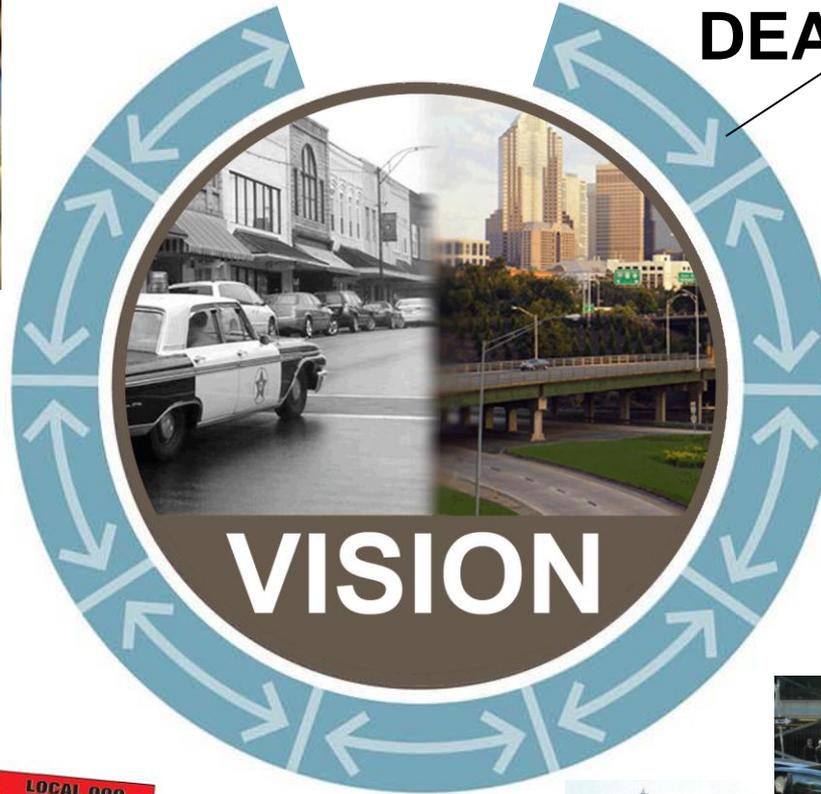


Cost Overruns



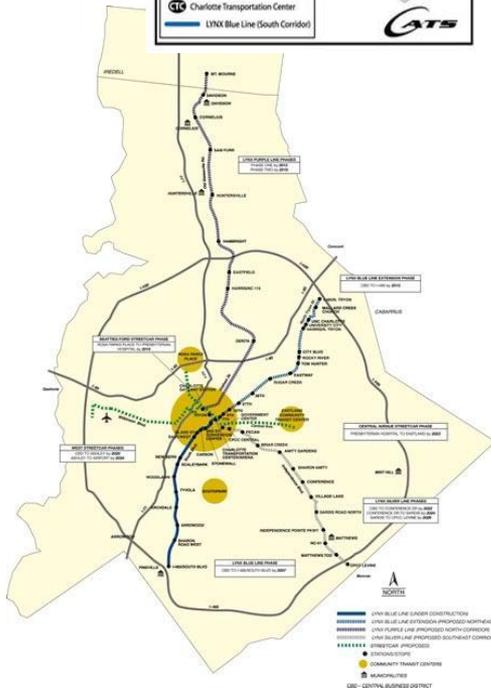
DEAL WITH CRISIS

Never be complacent



MAKE IT WORK

Design/Construction/Operations/Budget



MAKE IT WORK

Design/Construction/Operations/Budget

MESSAGE

*Start with the end result in mind as to "why is this important"
Must be concise and appeal to all audiences*

DEAL WITH CRISIS

Never be complacent

SUSTAINABLE

Long term quality of life is the cornerstone of the Vision

KEEP IN TOUCH

Never lose contact

INTEGRATED

Its all about transit AND land use

FIND THE \$...

...and win the campaign

CHOICES

Mobility and flexibility

MAKE MONEY / CREATE JOBS

Motivating the private sector is key

MAKE THE RIGHT DECISIONS

...Governance



VISION



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