CASE STUDIES

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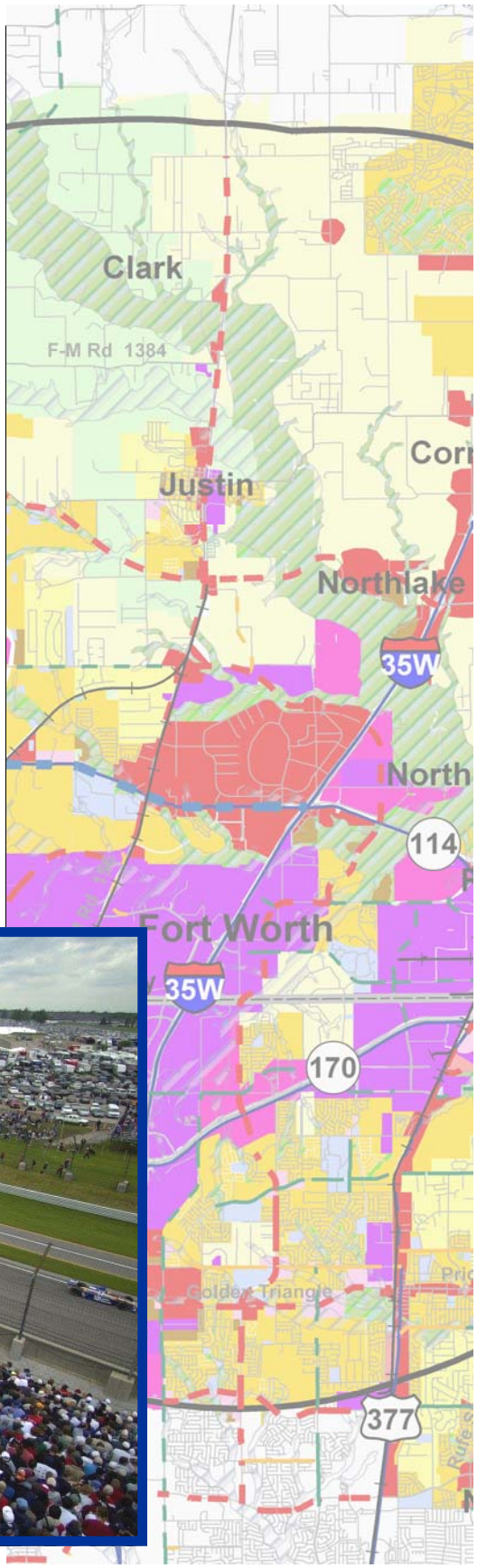

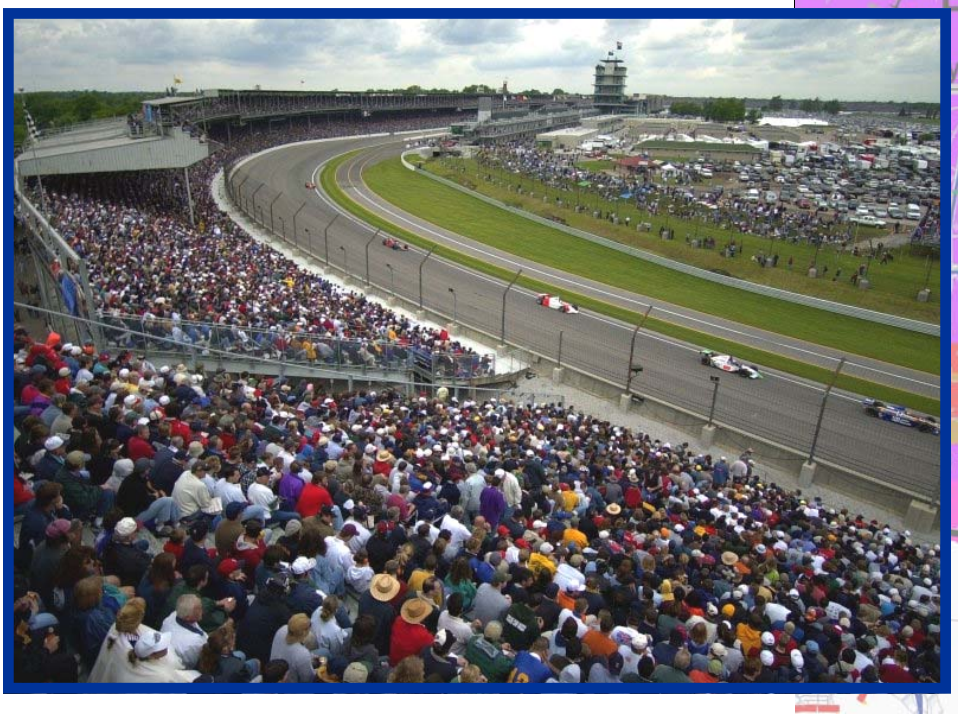

Comparison of land use and planning at other NASCAR tracks

Comparable NASCAR Tracks

- **Atlanta**
- **Charlotte**
- **Daytona**
- **Indianapolis**
- **Kansas**
- **Las Vegas**

The Texas Motor Speedway is a unique land use in the Dallas-Fort Worth Metroplex. With up to 200,000 spectators in attendance at one time, no other local sports or entertainment venue can generate the traffic or noise of a NASCAR Sprint Cup Series race. In fact, TMS is the second largest sports venue in the United States. Even though TMS is unique within the region, there are currently 31 venues in the United States, Mexico, and Canada that host NASCAR affiliated events. The first large speedway built in the United States was the Indianapolis Motor Speedway in 1909. The oldest original NASCAR speedways were built in the southeastern United States during the 1950's. A study of comparable NASCAR speedways from different regions of the country was conducted to understand how other communities addressed:

- Adjacent **existing** and **future** land uses.
- Race-related **traffic** issues.
- **Access** to major highways.
- **Location** within a greater metropolitan area.

The race tracks examined were:

Figure 3.1 Map of comparable NASCAR Tracks.

- **Atlanta Motor Speedway** - a 1.5-mile oval located 25 miles south of downtown Atlanta.
- **Daytona International Speedway** - a 2.5-mile oval located in Daytona Beach, Florida.
- **Indianapolis Motor Speedway** - a 2.5-mile oval located in Speedway, Indiana, five miles from downtown Indianapolis.
- **Las Vegas Motor Speedway** - a 1.5-mile oval located 12 miles north of downtown Las Vegas.
- **Lowe's Motor Speedway** - a 1.5-mile oval located 12 miles north of downtown Charlotte, in Concord, North Carolina.
- **Kansas Speedway** - a 1.5-mile oval located 15 miles west of downtown Kansas City, Missouri.

Appropriate planning and development departments were interviewed during the spring of 2007. If possible, developers and other private stakeholders were also interviewed. Comprehensive Plans, zoning ordinances, and other relevant documents were reviewed. Future land use and current zoning maps were acquired when available. Speedway Motorsports Inc., the owner of Texas Motor Speedway, owns the facilities in

Atlanta, Charlotte, and Las Vegas. International Speedway Corporation owns the tracks at Daytona and Kansas City, while Indianapolis Motor Speedway Corporation owns the track in Indianapolis. Additional research was done on the Charlotte and Kansas race facilities, having the strongest similarities to TMS.

Case Study Observations

- Four of the six tracks have single-family homes within one mile of the facility.
  - Indianapolis, the oldest of the facilities, has neighborhoods directly adjacent to the track.
  - Daytona and Charlotte have several neighborhoods in very close proximity to the race track.
  - Atlanta has minimal, low-density residential areas nearby.
  - Kansas and Las Vegas, the newest of the tracks, do not have any residential development within a mile.
- Residential development is handled differently from jurisdiction to jurisdiction. Most cities that have residential uses near a speedway encourage property owners to take a buyer-beware approach.
- Roadway improvements have increased lane capacity for race event traffic. These improved roadways have also increased access to nearby commercial developments.
- Contra-flow measures are commonly used during race events.
- Airports are a common adjacent land use. Four tracks have an airport in close proximity.
- Trends indicate that NASCAR speedways are being used as catalysts for large sports entertainment districts that attract visitors from across the region and the country. Adjacent uses in these districts include destination retail, resort style lodging, and water parks.
- The preservation of environmentally sensitive areas and open space can be an effective buffer between a speedway and residential neighborhoods.

Figure 3.2 Due to large crowds, traffic issues are common at NASCAR facilities.

Figure 3.3 Traffic congestion SH 114 after a race at TMS.

Atlanta Motor Speedway

Figure 3.4 Aerial view of Atlanta Motor Speedway

- Built: 1960
- 870 acres
- 124,000 permanent seats
- Location: West of Hampton, GA, on Highway 19 & 41S, 25 miles south of Atlanta
- Two Sprint Cup Series Race weekends
- Owner: Speedway Motorsports Incorporated
- Existing nearby land uses: agricultural, transportation (airport)
- Future nearby land uses: commercial and services, transportation, communication, utilities, and low density residential

Atlanta Motor Speedway is located near Hampton, Georgia, in southwestern Henry County, one of the fastest-growing counties in the state. Henry County grew from 119,341 residents in 2000 to 186,307 residents in 2007. Hampton is growing quickly itself, with a 2007 population estimate of 4,994, a 29 percent increase since the 2000 census. The racetrack is located within the jurisdiction of Henry County in an area that has not seen significant development pressure. Race day fans access the track from U.S. Highway 19-41, a five-lane divided highway. Property along the highway is designated for commercial uses. Current zoning near the speedway is mostly agricultural.

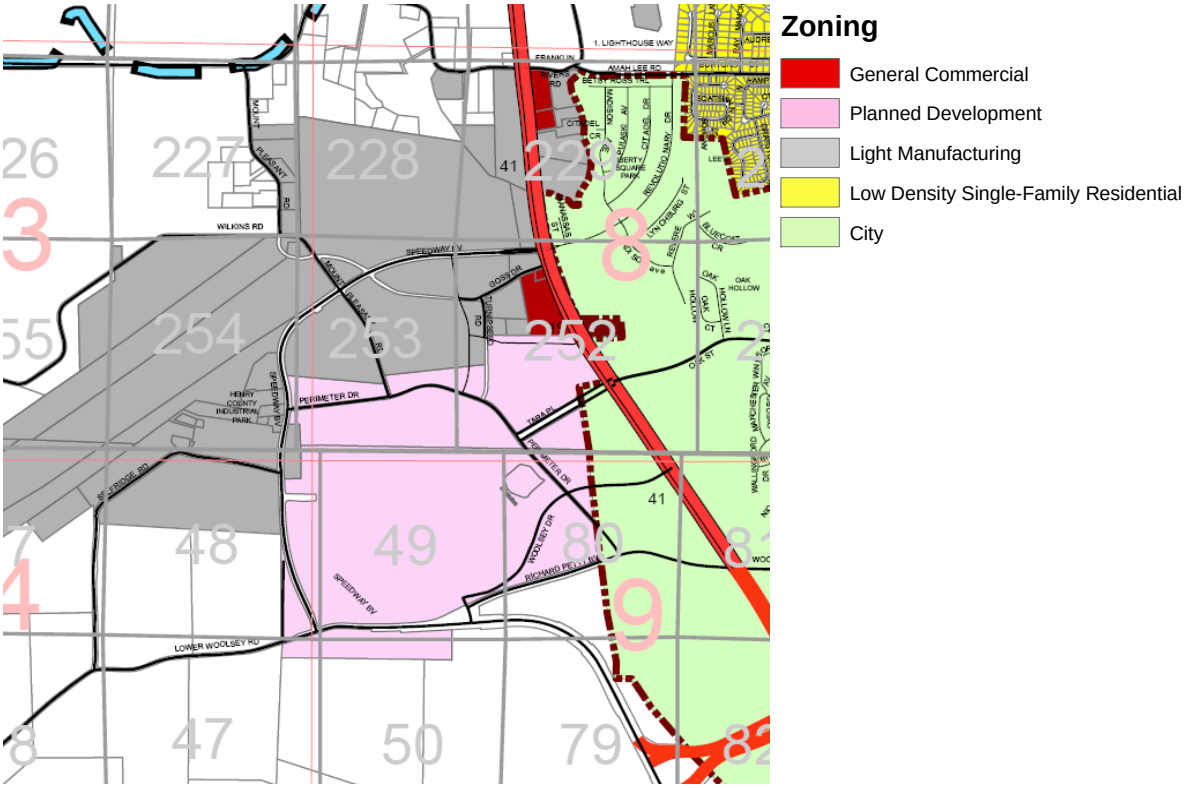

Figure 3.5 Henry County Georgia Zoning Map

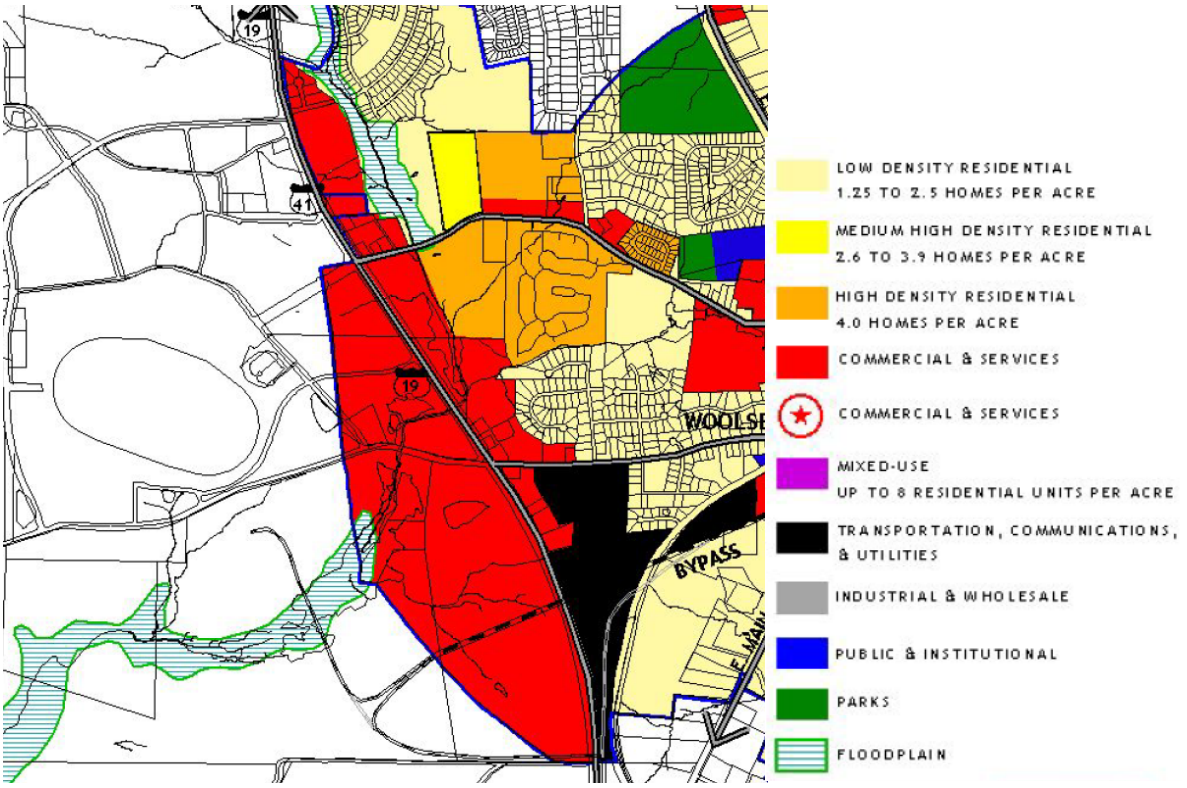

Figure 3.6 Hampton, Georgia Future Land Use Map

Daytona International Speedway

Figure 3.7 Aerial view of Daytona International Speedway

- Built 1959
- 168,000 permanent seats
- Location: Daytona Beach, FL, just east of I-95 and west of downtown
- Four major race weekends
- Owner: International Speedway Corporation
- Existing nearby land uses: commercial, aviation, industrial, recreation residential
- Future nearby land uses: commercial, aviation, industrial, recreation, residential

NASCAR got its start in Daytona Beach under the leadership of founder Bill France, Sr. The racetrack is located west of downtown Daytona Beach in a fully suburbanized area. Daytona is one of the busiest racetracks in the country, having numerous other races besides NASCAR using the facility throughout the year. Interstate-95 provides freeway access to the area. International Speedway Boulevard, a six-lane arterial, provides direct access to the facility. Contra-flow traffic control measures best use the lane capacity on the Boulevard during race events. Minimal on-site parking is available for race events, with adjacent properties, such as the Volusia Mall, providing event parking. Additional off-site parking is located west of I-95, with fans

being shuttled to the speedway.

Daytona USA, an interactive motorsports attraction that features an IMAX theatre and a Sam Bass (NASCAR artist) exhibit, is on site. The Volusia Mall, a regional shopping center, is located across International Speedway Boulevard to the northeast. In May 2007, the International Speedway Corporation announced plans for Daytona Live, a joint venture, 71-acre mixed-use development with the Cordish Company. Preliminary conceptual designs call for a 200,000 square-foot mixed-use retail/dining/ entertainment area as well as a 2,500-seat multi-screen movie theater, a residential component, and a 160-room hotel located on the Speedway grounds. Construction costs are estimated to be $250 million dollars.

Figure 3.8 Daytona Live, a $250 million dollar mixed-use development

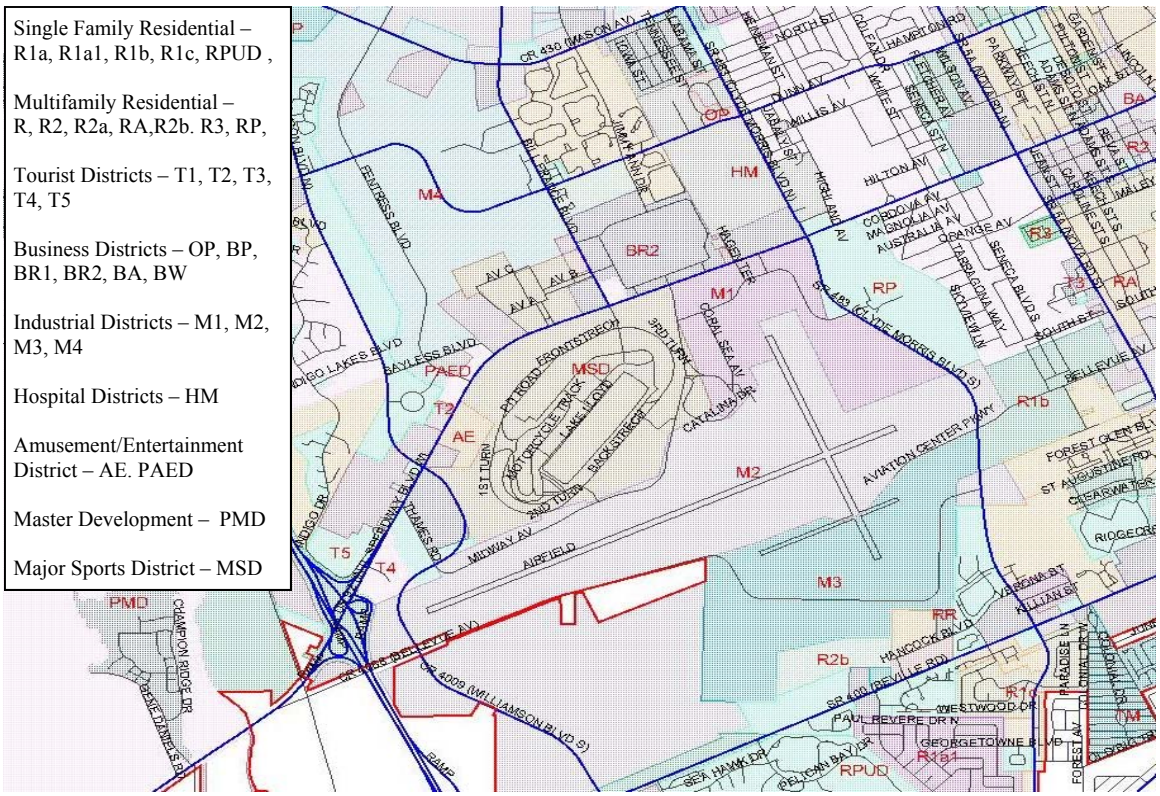

Figure 3.9 Daytona Beach, Florida Zoning Map

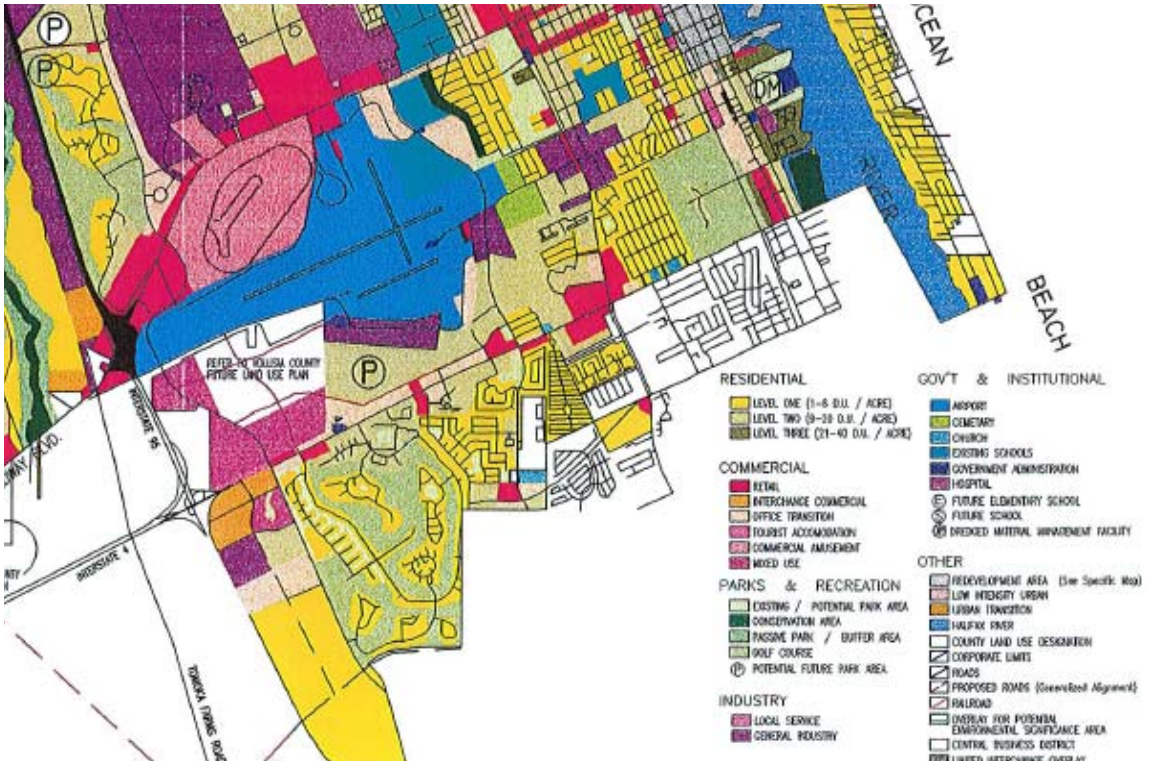

Figure 3.10 Daytona Beach, Florida Future Land Use Map

Indianapolis Motor Speedway

Figure 3.11 Aerial view of Indianapolis Motor Speedway

- Built 1909
- 1,025 acres
- Seating Capacity 250,000 +
- Location: Speedway, Indiana, four miles northwest of downtown Indianapolis
- Three major race weekends (Indy, NASCAR, F1)
- Owner: Indianapolis Motor Speedway
- Existing nearby land uses: commercial, residential, industrial, recreation
- Future nearby land uses: commercial, residential, industrial, recreation, mixed-use, transit oriented development

The Indianapolis Motor Speedway (IMS) was the first major speedway built in the United States. It is the largest sports venue in the world, with permanent seating for over 250,000 spectators. Approaching its 100th anniversary, the race track is an important part of the history and culture of the town of Speedway and the larger community of Indianapolis. It is the only facility to host an Indy Racing League, NASCAR, and Formula One event. IMS hosts numerous other races throughout the year and an 18- hole championship golf course is integrated into the facility. Interstate-74 is the closest major roadway, located two miles to the west of IMS. Single family neighborhoods surround the

facility on the north, east, and west. A small amount of parking is located near the track, with most of the parking handled by the neighborhood street network. In addition, many local race fans avoid the race day traffic by using a shuttle service provided by the Indianapolis Public Transportation Corporation. Large, auto-related industrial uses have been traditionally located south of the speedway near the town's main street. Allison Transmissions and Praxair are major employers for the area.

The Speedway Town Council formed the Speedway Redevelopment Commission to address blighted areas of the community. American StructurePoint, a planning and design firm, completed a redevelopment plan for the 400 acres directly to the south of the IMS in 2007. The mixed-use, transit-oriented development plan recommends traffic improvements, increased greenspace, and redevelopment of Speedway's Main Street, combining ground floor retail uses with condos above. The plan also provides for the integration of existing industrial uses. The design of new pedestrian walkways, improved race day amenities, Motorsports museums, and Speedway offices increase the prominence of the racing industry for the area.

Figure 3.12 Conceptual drawings of the Speedzone redevelopment plan directly south of Indianapolis Motor Speedway. Source: Speedway Redevelopment Commission/American Structure Point

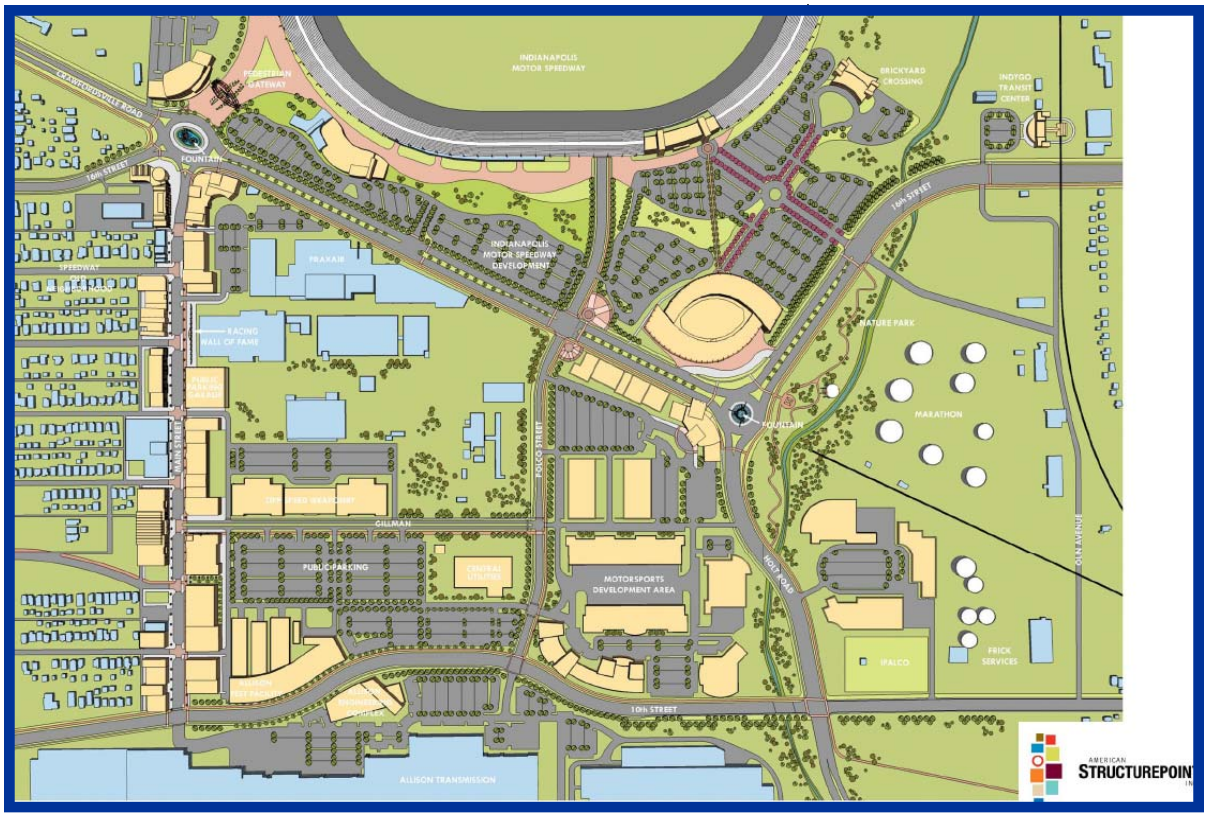

Figure 3.13 Speedzone Redevelopment Plan

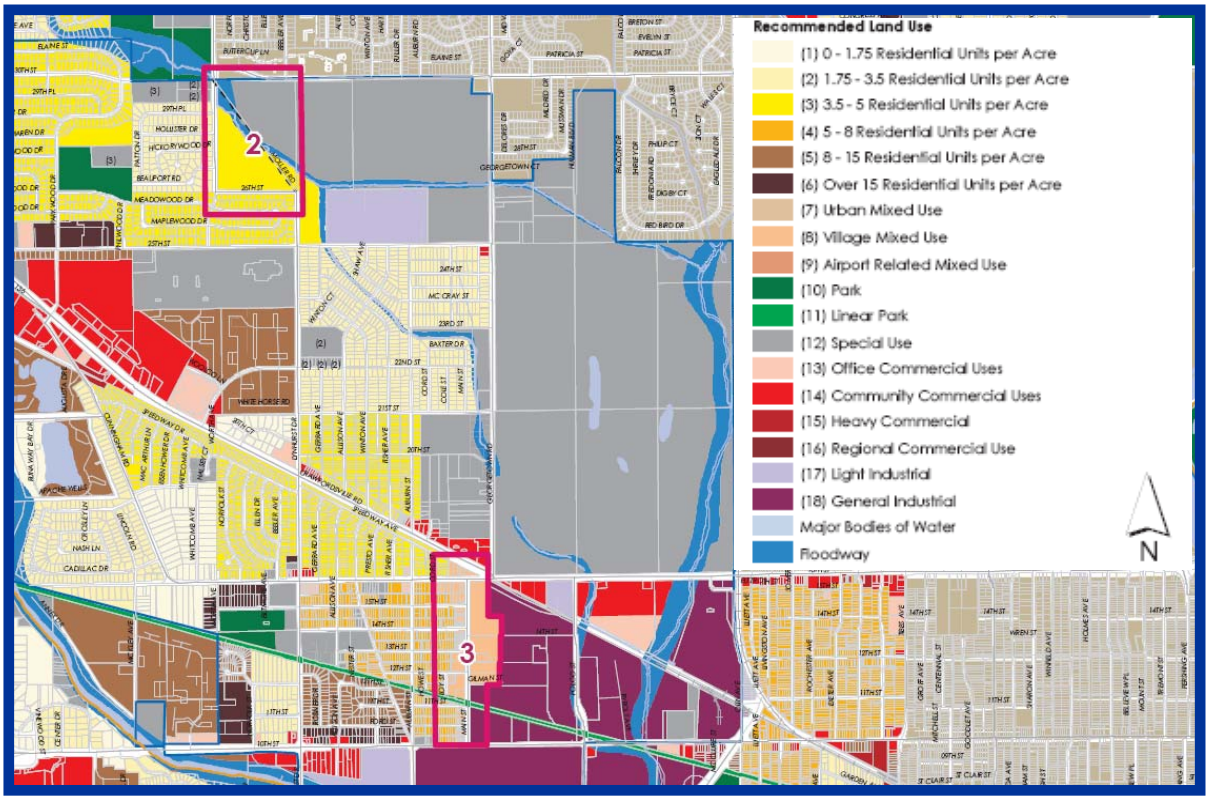

Figure 3.14 Speedway, Indiana Future Land Use Map

Las Vegas Motor Speedway

Figure 3.15 Aerial view of Las Vegas Motor Speedway

- Built 1996
- 1600 acres
- 142,000 permanent seats
- Location: South of I-15, north of the City of Las Vegas, east of the City of North Las Vegas
- One Sprint Cup Series race weekend, one Craftsman Truck Series race weekend
- Owner: Speedway Motorsports Incorporated
- Current nearby land uses: Aviation (USAF), industrial, manufacturing, resort commercial
- Future nearby land uses: Aviation, heavy industry, employment centers, resort commercial

The Las Vegas Motor Speedway is one of the most complete racing complexes in the world, including road courses, a ⅜ mile oval, a dirt track, and drag racing facility. Adjacent auto auction and warehouse buildings add a commercial component to the facility. Located along Interstate 15, on the northeast edge of the Las Vegas metropolitan region, the speedway has two large federally owned properties nearby. Nellis Air Force Base is located directly to the south and a National Guard training grounds is to the north. The track is located within Clark County's planning jurisdiction, with the City of North Las Vegas surrounding the facility on the west, north, and east.

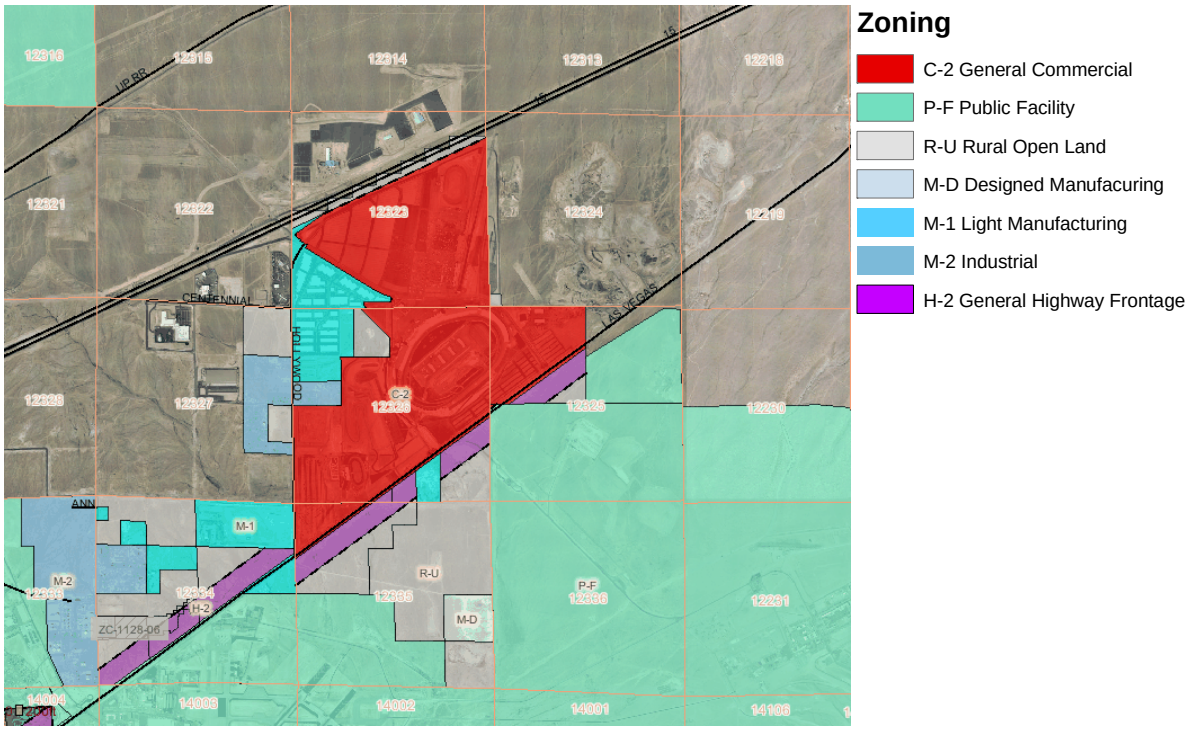

Figure 3.16 Clark County, Nevada Zoning Map

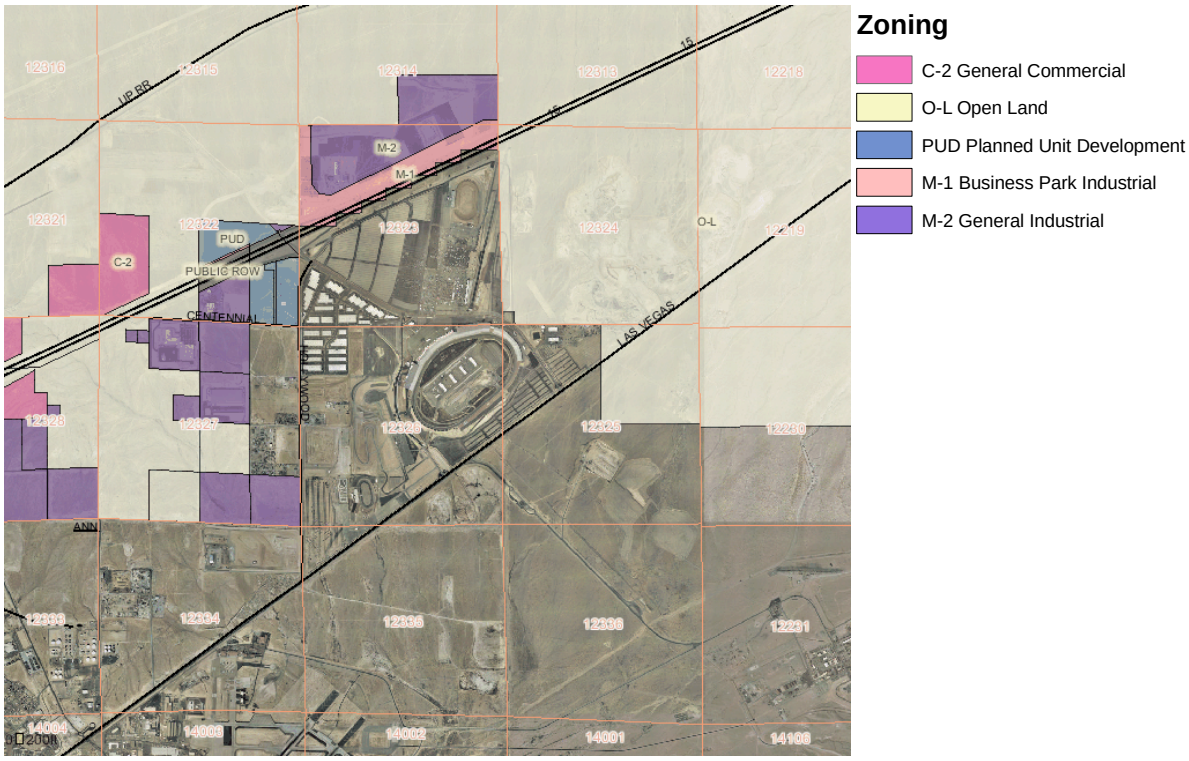

Figure 3.17 North Las Vegas, Nevada Zoning Map