Lowe's Motor Speedway

Figure 3.18 Aerial view of Lowe's Motor Speedway

- Built 1959
- 2,000+ acres
- 165,000 permanent seats
- Location: Concord, NC, east of I-85 at the junction of Speedway Blvd. and Concord Pkwy.
- Three Sprint Cup Series race weekends
- Owner: Speedway Motorsports Incorporated
- Facility includes industrial park, modern landfill operation, and natural wildlife habitat
- Existing nearby land uses: commercial, residential, hospitality/tourist related industry
- Future nearby land uses: commercial, residential, mixed-use
- Hosts six driving school companies
- First racetrack with condominiums on site (1984)

Lowe's Motor Speedway is located in Concord, North Carolina, a quickly developing suburb of the Charlotte metropolitan area. Speedway Boulevard, the major arterial connecting the speedway to I-85, has seen extensive commercial development in the last ten years after significant road improvements occurred in 1998-99. The Concord Mills Mall is located in the southwest quadrant of the I-85/Speedway Boulevard junction. An Embassy Suites Hotel & Convention Center, a Great Wolf Lodge Hotel and Water

Park, and three additional hotels have recently opened or are in construction phases along Speedway Boulevard. The North Carolina State Highway Patrol uses contra-flow measures during races events, especially along U.S. 29 (Concord Parkway), which provides an alternative route to I-85, south to Charlotte.

Zoning around the speedway consists of commercial and industrial uses. The Concord Regional Airport is located nearby, at the northwest quadrant of the I-85/Speedway Boulevard junction. Environmental areas and open space, including a golf course, have been used to create buffers from residential uses. The closest residential subdivisions, built approximately ten years ago, are located approximately one mile from the racetrack.

Conflicts have occurred between the speedway and homeowners, most recently when SMI announced plans to build a drag racing facility across U.S. 29, northwest of the current raceway. City officials initially denied zoning for the facility, but after negotiations with SMI, approval was granted, including economic incentives. (The noise of the drag cars was a primary concern.) The speedway has taken steps to mitigate the noise during drag race events and funded studies indicating that the noise levels at race events at the drag strip would not be noticeably higher than the levels during NASCAR events at the speedway. SMI is currently building the 60,000-seat drag racing venue, which will host its first NHRA drag race event this September.

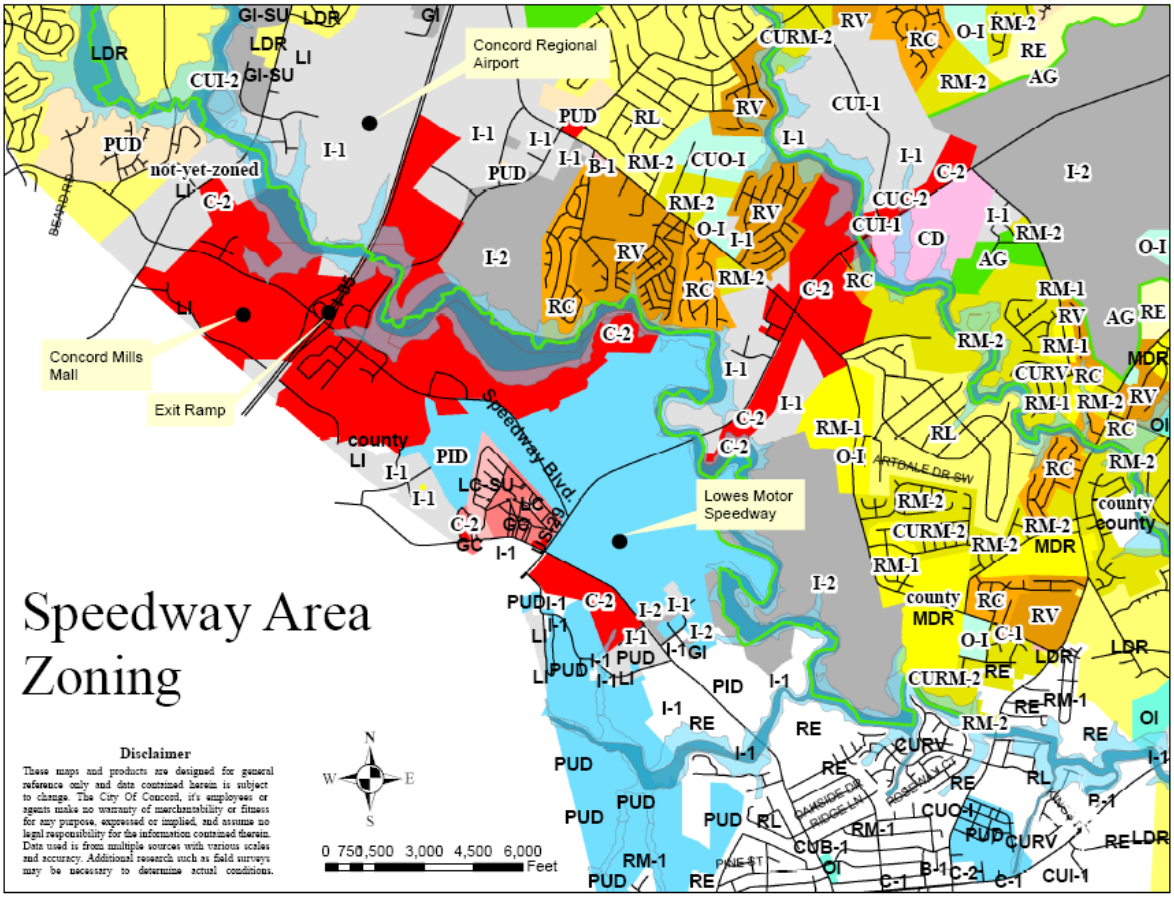
Figure 3.19 A drag racing facility is currently under construction at Lowe's Motor Speedway.

City of Charlotte

Charlotte's jurisdiction lies just south of the speedway. Minimal development has occurred in this area, primarily along State Highway 29, which is the most direct route from Charlotte to the speedway. Residential uses are designated in the future land use map, while current zoning allows residential development up to three units per acre. Closer to I-85, a mix of commercial uses is anticipated.

Planning is underway for the Northeast Light Rail line, currently anticipated to be operational by 2015. This line will terminate at I-485, approximately two miles southwest of the speedway. The City of Concord and Carrabus County are now in discussions with the Charlotte Area Transit Authority to examine the potential of extending the line north to the speedway and the nearby Concord Mills Mall.

Figure 3.20 Charlotte Area Transit System, or CATS is planning the Northeast Light Rail line, which could serve Lowe's Motor Speedway in a future extension.



AG Agricultural District
RE Rural Estate District
RL Residential Low Density
RM-1 Residential Medium Density
RM-2 Residential Medium Density
RV Residential Village
RC Residential Compact
B-1 Neighborhood Commercial/Office District
O-I Office-Institutional District
CC City Center District
C-1 Light Commercial and Office District
C-2 General Commercial District
CD Campus Development District
I-1 Light Industrial District
I-2 Heavy Industrial District
PID Public Interest District
PUD Planned Unit Development District
TND Traditional Neighborhood Development District
PRD Planned Residential Development District
TOD Transit Oriented Development District
MX-NC Mixed Use Neighborhood Center
MX-CC1 Mixed Use Commercial Center Small
MX-CC2 Mixed Use Commercial Center Large
MX-IB Mixed Use Industrial/Business Center

Figure 3.21 Concord, North Carolina Zoning Map

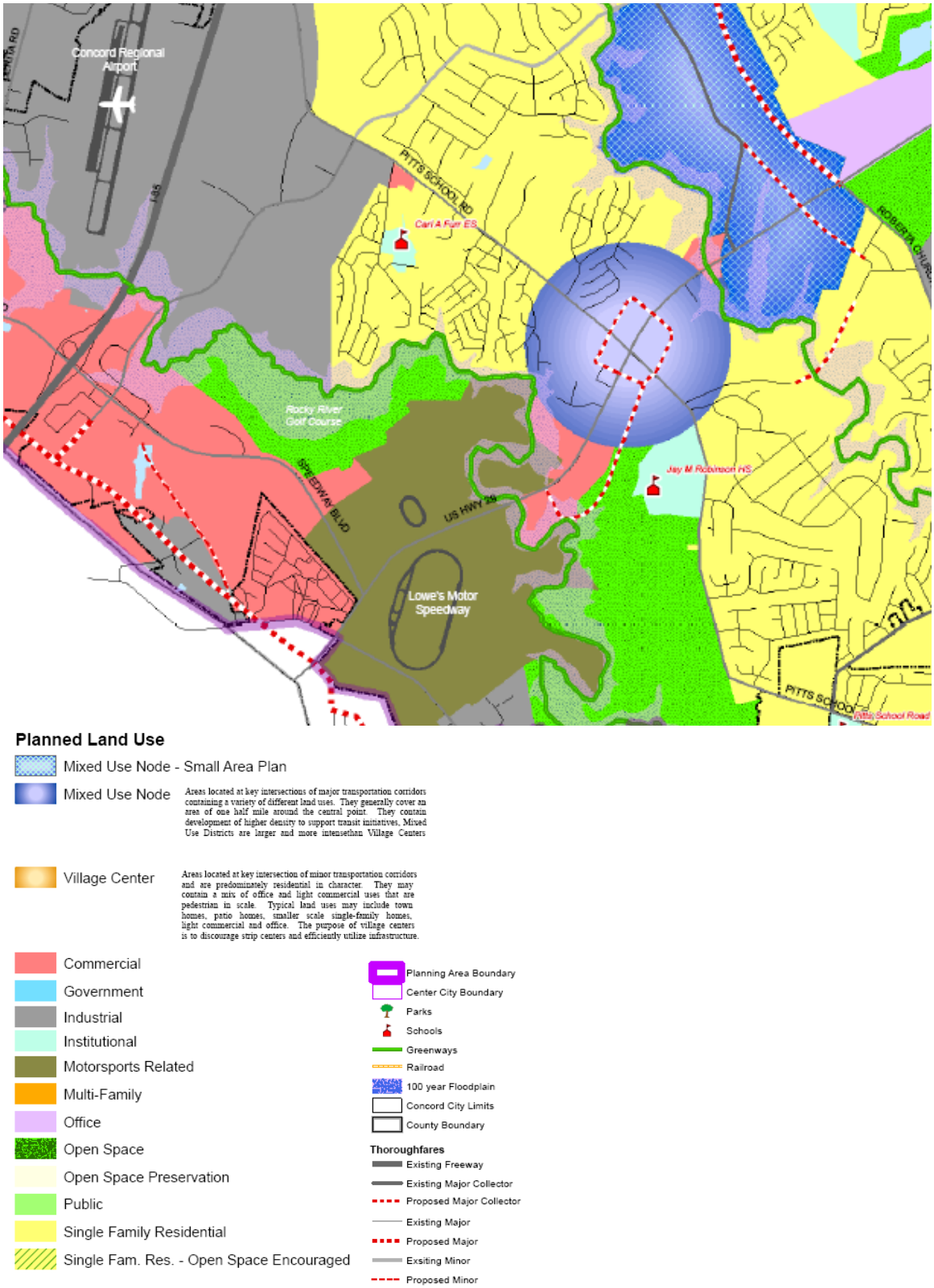


Figure 3.22 Concord, North Carolina Future Land Use

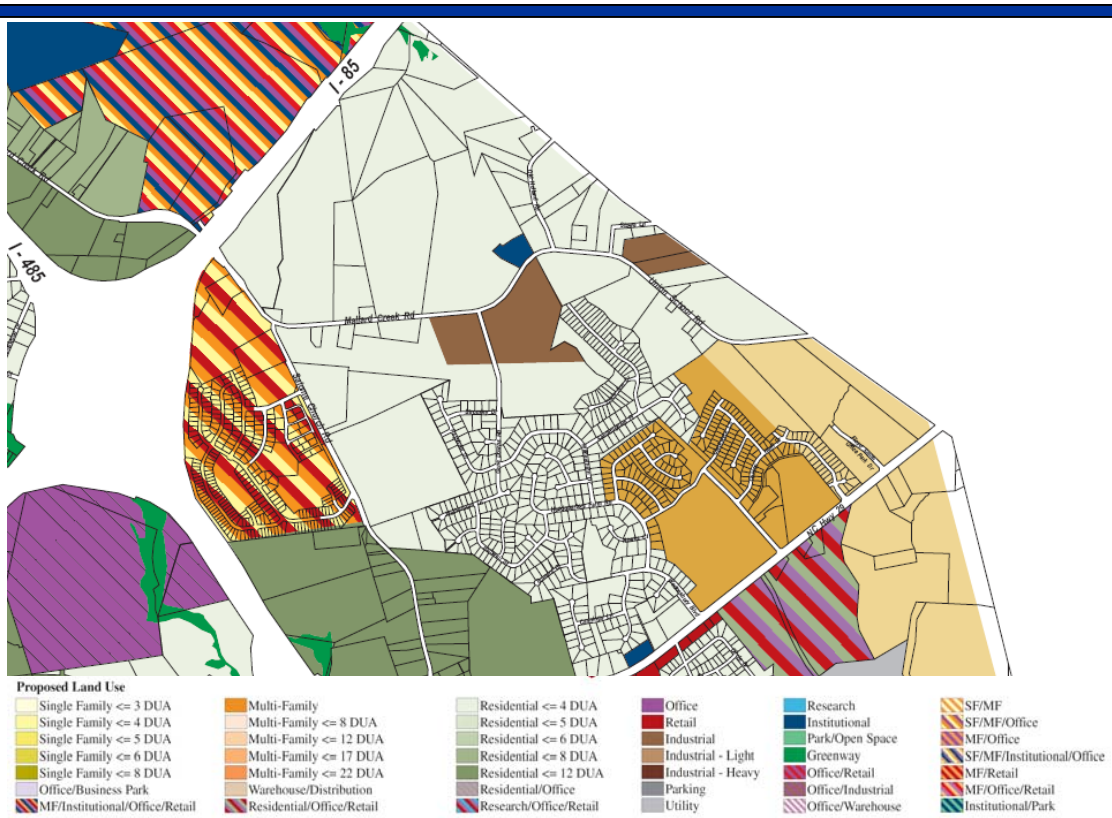


Figure 3.23 Charlotte, North Carolina Future Land Use Map for the area just southwest of the speedway

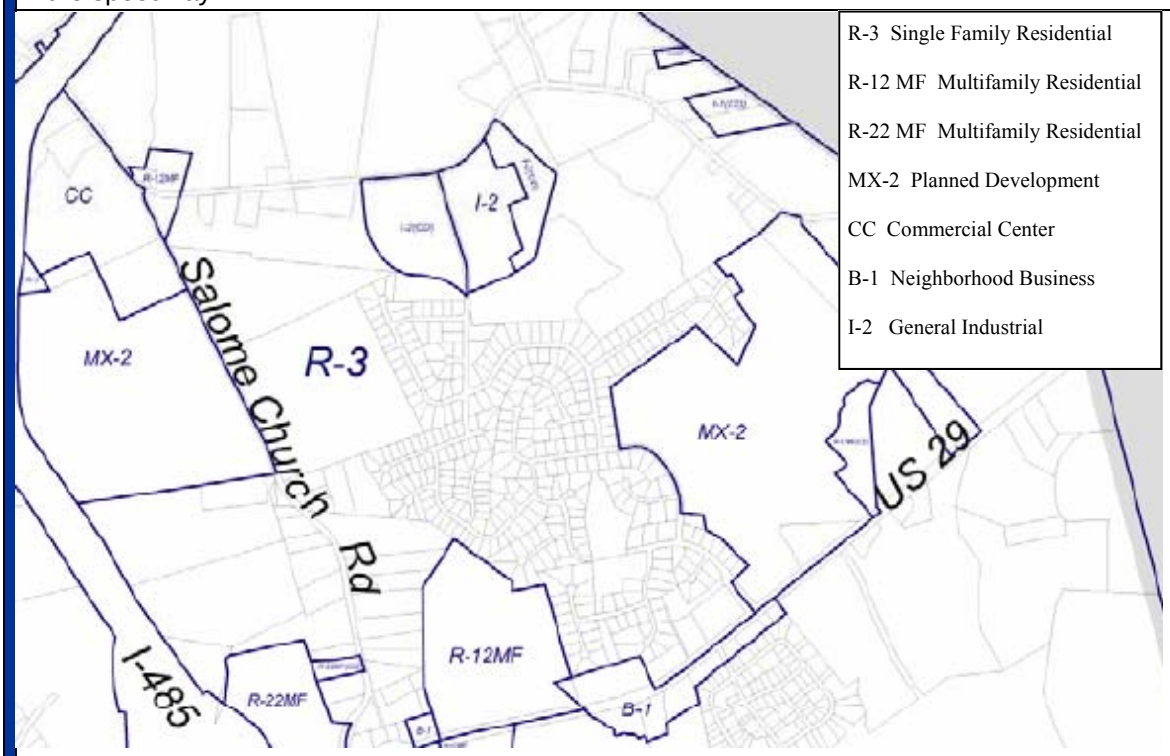


Figure 3.24 Charlotte, North Carolina Zoning Map for the area just southwest of the speedway.

Kansas Speedway

Figure 3.25 Aerial view of Kansas Speedway

- Built: 2001
- Approximately 1000 acres
- 81,000 permanent seats
- Location: Junction of I-435 & I-70, Wyandotte County, KS
- One Sprint Cup Series weekend, one Craftsman Truck Series weekend
- Owner: International Speedway Corporation
- Existing nearby land uses: commercial, agricultural, recreation
- Future nearby land uses: commercial, recreation, residential, tourism
- The Legends of Village West Lifestyle Center, at approximately 400 acres, is adjacent
- Other retail include Nebraska Furniture Mart, Cabela's
- Other activities includes Great Wolf Lodge, Schlitterbahn Vacation Village (under construction), Casino (proposed)
- Minor League baseball stadium adjacent to the north

The Kansas Speedway is the catalyst project for a tourist destination area near the junction of I-435 & I-70 on the western edge of the Kansas City metropolitan area. The area benefits from multiple access points to two interstate roadways as well as

Figure 3.26 Destination retailers such as Nebraska Furniture Mart are adjacent to Kansas Speedway

other major arterial streets. Since the construction of the speedway in 2001, several million square feet of adjacent commercial space have been developed. Included in this development are the destination retail tenants Cabela's and Nebraska Furniture Mart, as well as The Legends, a lifestyle shopping center. A Great Wolf Lodge Hotel and Water Park is located between the track and I-435. Directly to the east of I-435, a 300-acre Schlitterbahn Vacation Village has begun construction on the former Wyandotte County Fairgrounds.

Land Use and Zoning

Conceived as a entertainment district, the future land use designation for the Kansas Speedway is "Entertainment". Designations for the remaining part of the district allow for commercial uses. Vacant land to the northwest of the speedway has commercial and office designations. Varying densities of residential uses are planned on large amounts of land near the track in all directions. The most dense of these would be the mixed residential future land uses found to the north and west of the track. Current zoning for much of the adjacent vacant land is for agricultural uses.

Proposed Casinos

In September 2007, International Speedway Corporation and the Cordish Company proposed plans to jointly develop a state owned, 600 million dollar casino on the grounds of the speedway. The casino's proposed location is near turn two of the track, at the northwest quadrant of the junction of I-435 and I-70. This is one of six sites being considered for a destination casino selected for Wyandotte County by the Kansas State Legislature in 2007. All six of the proposals are within two miles of the Kansas Speedway.

Edwardsville, Kansas Planning

Two of the other proposed casino locations are directly south of the speedway at the junction of I-70 and 110th Street in the City of Edwardsville. Edwardsville currently does not have the infrastructure in place to support development along I-70. Current zoning allows for agricultural and low density residential uses, as well as a small amount of commercial development. In response to a high level of development inquiries near the speedway, the city adopted an overlay zone, the Riverview Avenue Special Area District, to ensure high quality development. This overlay encourages a mix of uses while requiring architectural and signage standards. The Kansas State Patrol currently blocks all race event traffic from entering the city at the junction of I-70 and 110th Street.

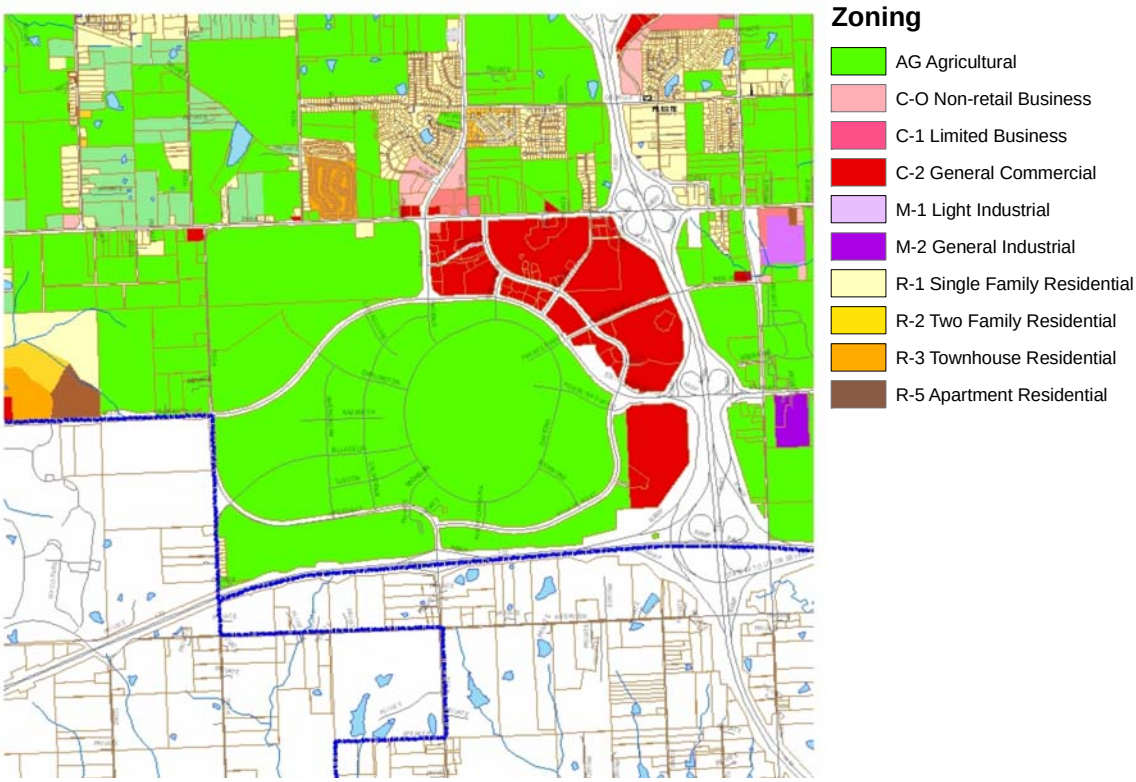


Figure 3.27 Wyandotte County, Kansas Zoning Map

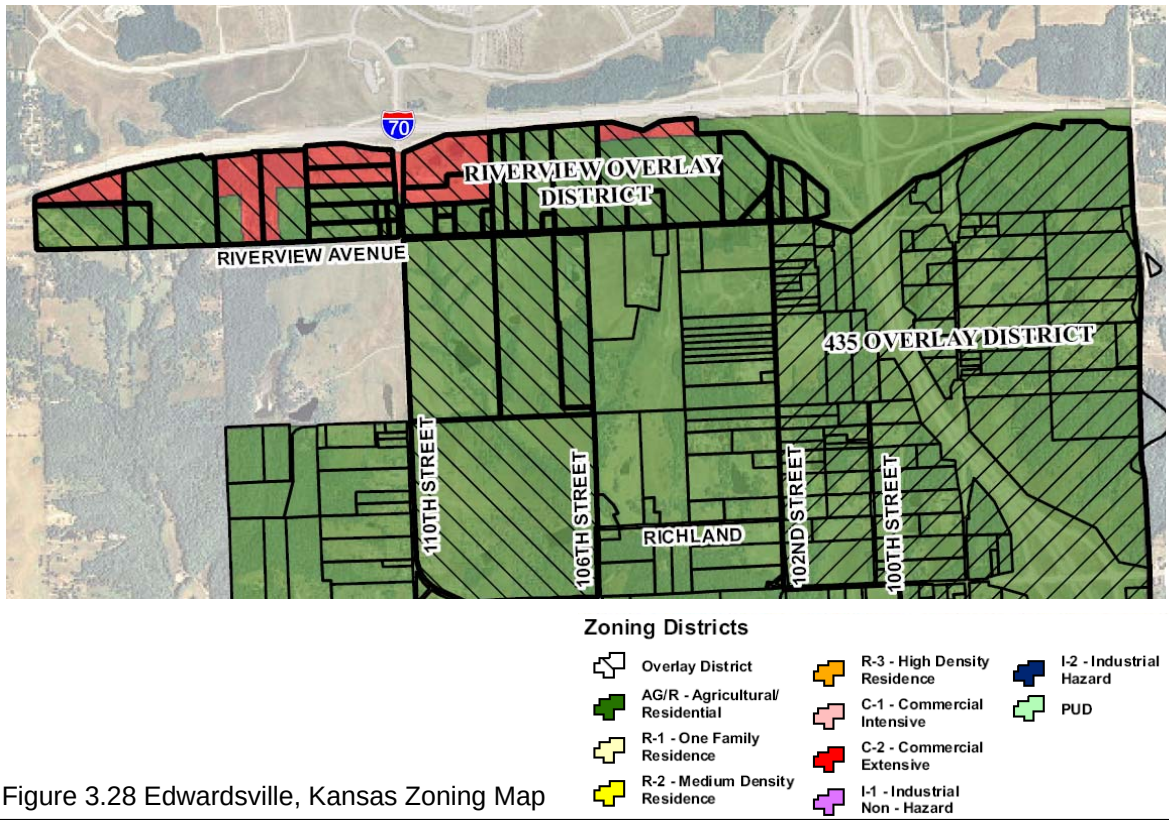


Figure 3.28 Edwardsville, Kansas Zoning Map

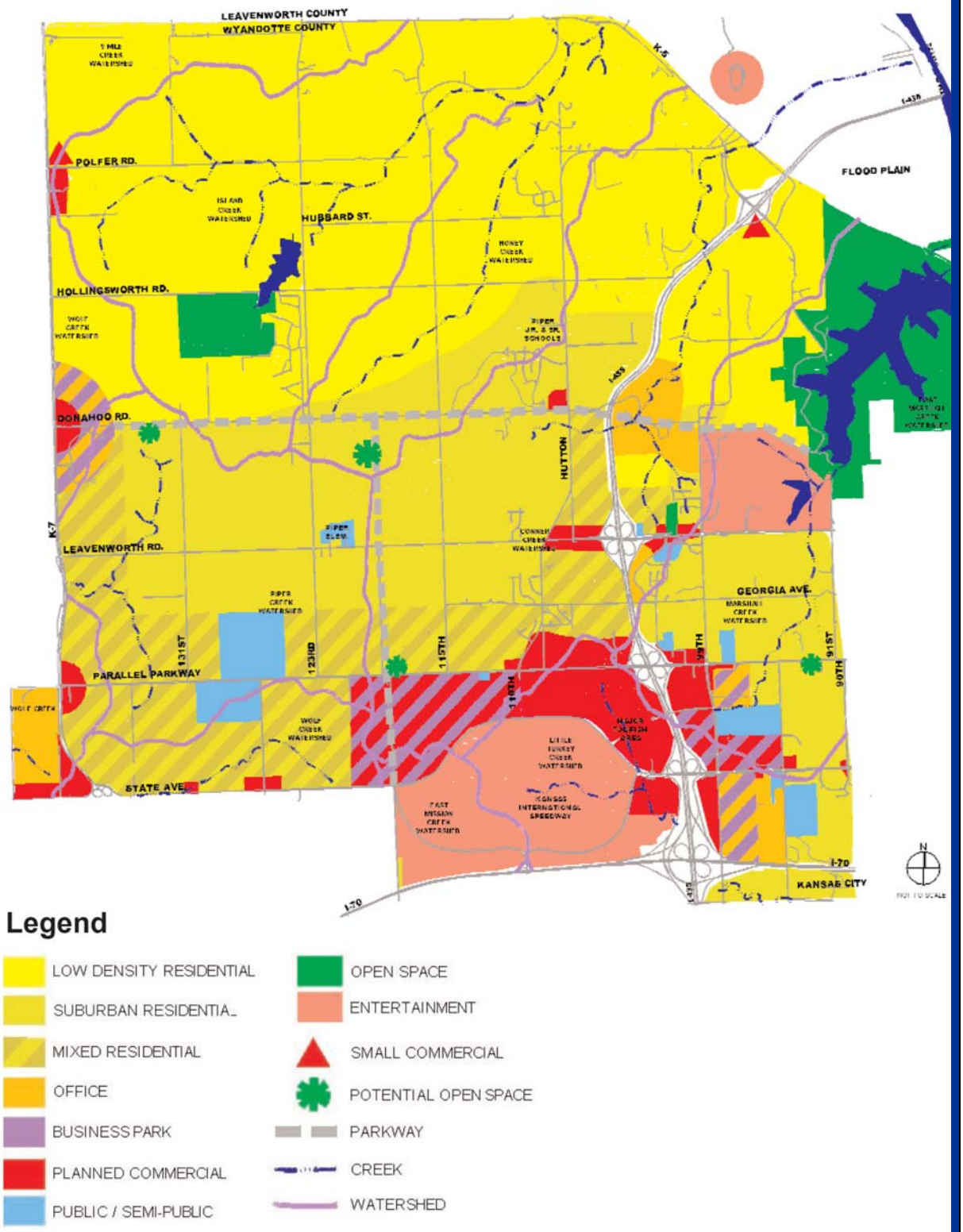


Figure 3.29 Wyandotte County, Kansas Future Land Use