



Morrisville Town Council

Work Session

September 10, 2026, 6:00 PM

1. Call to Order

2. Discussion Items

- 2.a [2026 General Assembly Recap Presentation](#)
Paul Huessard, Strategic Performance Manager
[2026-322-0 PRES General Assembly Recap](#)
- 2.b [Re-Development Discussion with Council](#)
Giselle Rodriguez, Deputy Town Manager
Tiffany McNeill, Economic Development Director
Michele Stegall, Planning Director
Jeanne Hooks, Director of Management Services
[2026-321-0 ATTH 01 Morrisville Redevelopment Outlook.pdf](#)
[2026-321-0 PRES Morrisville_Future_Growth_Redevelopment.pdf](#)

3. Closed Sessions

- 3.a Closed Session Pursuant to N.C.G.S. 143-318.11 (a)(4) to Discuss a Matter of Economic Development
Tiffany McNeill, Economic Development Director

4. Adjournment

Town Council Agenda Item Report

Agenda Item No. 2.a

Submitted by: Paul Huessard

Submitting Department Administration

Meeting Date: September 10, 2026

SUBJECT

2026 General Assembly Recap Presentation

Recommendation:

Receive information regarding the 2026 North Carolina General Assembly session and the laws and bills passed/considered which will pertain to Morrisville.

Updates/History of Briefing:

NA

Executive Summary and Background Information:

The General Assembly will conclude their 2026 legislative session shortly. Many of the bills considered and passed will impact Morrisville in some form or fashion. This presentation will cover the relevant pieces of legislation, how close they are to passing (if they are not laws presently), and what their anticipated impacts would or will be on the Town.

Advisory Board/Committee Review:

None

Insert Date of Advisory Board/Committee Review:

Advisory Board/Committee Recommendation and/or Vote:

None

Potential Options:

Receive information or ask questions.

Staff Recommendation:

None

ATTACHMENTS

- [2026-322-0 PRES General Assembly Recap](#)

2026 General Assembly Recap

Town Council Presentation * September 10, 2026

Paul Huessard, Strategic Performance Manager

How does the GA Work?

- Two-chamber legislature
- 120 elected members of House, 50 in Senate
- Bills are passed in a manner similar to federal Congress
- 3/5ths majority to override veto (72 reps and 30 senators)
- “Long” session in odd number years, “short” in even

Council Legislative Goals

- Resilient Infrastructure
- Healthy Finances
- Uplifting Underserved Communities
- Vibrant Communities & Neighborhoods
- Adaptive Municipal Ordinances

**2025-2026 Biennium Goals Adopted in Alignment with NCLM
Municipal Advocacy Goals*

New Laws

Bills passed and signed by Governor Stein OR

Vetoed bills that were overridden by supermajorities in both chambers

SB 257: Budget

Description:

- Local Government Inspections Depts. required to collect fees for building permits.
- Adds administrative decisions to list of zoning decisions that may be appealed.

Analysis:

- May increase our permitting costs.
- Could result in more zoning decisions being appealed.
- Potential unfunded mandate due to additional staff workload

SB 257: Budget (Cont.)

- Places financial burden for SNAP overexpenditure penalties on counties and municipalities instead of state. Statewide overexpenditures by 15% or more having revenue paid back by local sales taxes.
- Would likely result in sales tax revenue being pulled away from Morrisville.

HB 268: Budget Adjustments

Description

- Removes Secretary of State and the two Governor appointments to the LGC's Executive Board and replaces them with three General Assembly appointed members.

Analysis

- Could impact loan qualifications, town audit frequency, and new fiscal oversight measures.

HB 162: Off Street Parking/Stormwater

- Prohibits regulations requiring an off-street parking lot to meet a minimum number of parking spaces per development or structure.
- Prevents new or increased retroactive stormwater control mandates on existing "built-upon" (impervious) areas during property redevelopment.
- Limits zoning authority, could make it challenging to require sufficient parking.
- Could make water run-off an issue, might cause parking lot safety concerns.
- Most likely does not impact rezoning.

SB 445: Local Regulatory Authority

Description

- Requires local governments to approve designs for home power installations connected at 600 volts or less.
- Requires local governments to allow at least one accessory dwelling that conforms to the North Carolina Residential Code for most One- and Two-Family Dwellings.
- Prohibits a local government from taking certain actions when permitting accessory dwelling units.

Analysis

- Weakens local zoning authority, limits what restrictions we can require.

Bills to Watch

Did not make it into law during this session, but had action taken on them and may be moved forward next session

HB 958: Election Rule Changes

Description

- Would limit early voting periods for municipalities to ten consecutive days before Election Day.
- Local and state boards of election would not be able to make any sort of public statement encouraging voting, even if it is not associated with a particular candidate.

Analysis

- Limits the number of early voting days for Morrisville residents.
- Potentially decreases turnout in elections.

SB 992: Property Tax Increase Notifications

Description

- Would require local governments who wish to adopt property tax rate greater than revenue neutral tax rate in property revaluation years to provide public notice via newspaper, town website, and mail to all taxpayers.

Analysis

- Will cost Town time and resources to mail notifications if a property tax increase is desired.

SB 999: Extended Review Exemptions

Description

- Would exempt local governments from extended review requirements in most areas and districts zoned for residential use
- Requires local housing authorities to create publicly available performance dashboards and to submit an annual report to NCGA on program performance and funds allocated.

Analysis

- Could ease reviewer workload.

Other Bills to Watch:

- SB 730: Data Center Site Assessment Requirements
- HB 1181: Married Partner Property Tax Exemption
- SB 1047: Local Gov. Zoning Timeline Restrictions

Amendments on the Ballot

- Property Tax Restrictions
- Voter ID requirements for mail in ballots
- Income Tax cap

Keep tabs on legislation with our dashboard!

Council Legislative Updates			
Recent Changes			
All Bills			
Bill	Last Action	Description of Bill Contents	Impact on Town
HB 268: LGC Changes	Ratified & signed by Gov 8/11/26	Removes the Secretary of State from the executive Committee of the Local Government Commission and two governor appointees and replaces them with a partisan appointee by the General Assembly.	This would change the LGC Executive Committee political makeup, and could change loan acceptance rates, town audits frequency, and fiscal oversight measures.
HB 958: Voting Restrictions	Vetoed by Governor on 08/11/26	Restricts early voting timeframe, including municipal elections, to 10 consecutive days.Prohibit members of the State Board of Elections and local boards of elections from making written or oral statements encouraging voting. Increases the threshold for exempting campaign donations from financial reporting from \$1,000 or less to \$5,000 or less.	Limits early voting timeframe for Town elections, potentially reducing turnout.
SB 445: Inspection Fees, Accessory Dwellings	Ratified & signed by Gov 08/12/26	Expands the scope of GS 160D-1106, which requires local governments to accept and approve, without further responsibility to inspect, a design or other proposal for home power installations. Defines home power installation (an electric generating or energy storage system, standby system, or associated equipment, connected at 600 volts or less, intended to provide electrical power to a building or structure subject to the North Carolina Residential Code that requires a building permit or other approval) and responsible code council. Allows inspections under GS 143-143.2 (electric wiring of houses, buildings, and structures) that have to conform to the NC State Building Code (BC) to allow an inspection made of the wiring of a home power installation to be conducted in accordance with GS 110D-1106. Effective July 1, 2027. Enacts new GS 160D-917 requiring local governments to allow at least one accessory dwelling that conforms to the North Carolina Residential Code for One- and Two-Family Dwellings for each single-family detached dwelling in areas zoned for residential use that allow for development of single-family detached dwellings. Defines accessory dwelling unit as an attached or detached residential structure that is used in connection with, or that is an accessory to, a primary single-family detached dwelling and that has less total square footage than the primary single-family detached dwelling. Allows the accessory dwelling unit to be built or sited concurrently or after the primary detached dwelling has been constructed or sited. Prohibits a local government from taking six specified actions when permitting accessory dwelling units, including requiring placement in a conditional zoning district, establishing minimum parking requirements or parking restrictions, or setting a maximum unit size of less than 800 square feet. Sets out what a local government can do concerning setbacks, and unit location requirements and size. Specifies that the statute does not apply to: (1) the validity or enforceability of private covenants or other contractual agreements among property owners related to dwelling type restrictions; (2) properties located in a historic preservation district established pursuant to Part 4 of this Article; (3) properties designated as a National Historic Landmark by the US Department of Interior; or (4) an accessory dwelling unit that is not connected to water, well and septic, and sewer. Applies to applications for accessory dwelling unit permits submitted on or after October 1, 2026.	Places new limits on what local governments can restrict in terms of power installations and accessory dwelling units, potentially compromising municipal ability to zone town effectively. Allows for third parties to perform background checks for local governments, giving us more options.



How to contact your state rep/senator (Wake)

Rep. Maria Cervania



919-733-5602

<https://www.ncleg.gov/Members/ContactMember/H/798>

Sen. Sydney Batch



919-733-5653

<https://www.ncleg.gov/Members/ContactMember/s/434>

How to contact your state rep/senator (Durham)

Rep. Zack Hawkins



919-715-2528

<https://www.ncleg.gov/Members/ContactMember/H/742>

Sen. Natalie Murdock



919-733-4599

<https://www.ncleg.gov/Members/ContactMember/S/422>

Town Council Agenda Item Report

Agenda Item No. 2.b

Submitted by: Brandon Zuidema

Submitting Department Administration

Meeting Date: September 10, 2026

SUBJECT

Re-Development Discussion with Council

Recommendation:

Receive information and ask questions.

Updates/History of Briefing:

N/A

Executive Summary and Background Information:

Council received information on potential redevelopment opportunities and impact as a part of the FAQ document for the Council Budget Retreat held on August 22. Council requested an opportunity to discuss this topic given there was not time available at the retreat. Staff will discuss the information provided and answer questions of Council.

Advisory Board/Committee Review:

None

Insert Date of Advisory Board/Committee Review:

Advisory Board/Committee Recommendation and/or Vote:

None

Potential Options:

Receive information and ask questions.

Staff Recommendation:

None

ATTACHMENTS

- [2026-321-0 ATTH 01 Morrisville Redevelopment Outlook.pdf](#)
- [2026-321-0 PRES Morrisville_Future_Growth_Redevelopment.pdf](#)

Morrisville Redevelopment Outlook by the numbers * August 2026

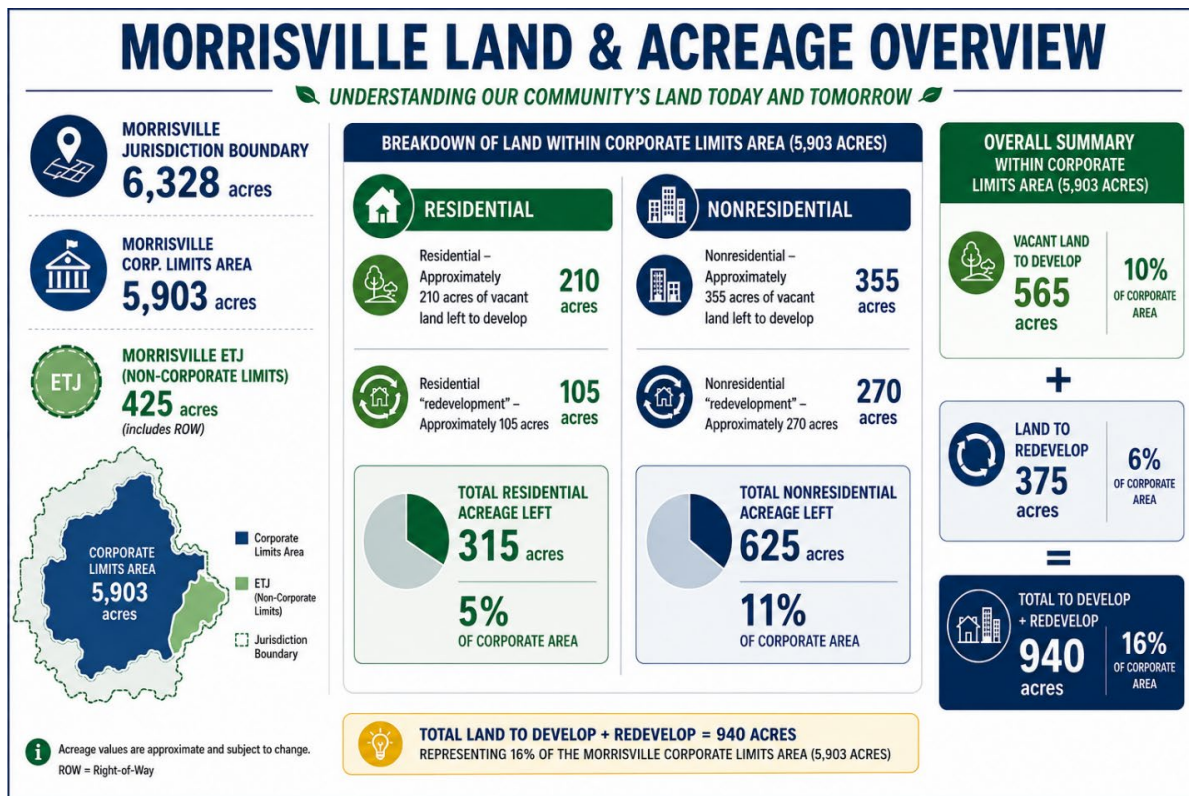
Morrisville Jurisdiction Boundary – 6,328 acres

Morrisville Corp. Limits Area – 5,903 acres

Morrisville ETJ (non-corporate limits) – 425 acres (note that this number includes right-of-way)

- Breakdown:
 - Residential – Approximately 210 acres of vacant land left to develop
 - Residential “redevelopment” – Approximately 105 acres
 - **Total Residential acreage left 315 acres = 5% of corporate area**
 - Nonresidential vacant – Approximately 355 acres
 - Nonresidential “redevelopment” – Approximately 270 acres
 - **Total Nonresidential acreage left – 625 acres = 11% of corporate area**
 - **Vacant land to develop – 565 acres = 10% of corporate area**
 - **Land to redevelop – 375 = 6% of corporate areas**
 - **Total to develop + redevelop = 940 acres = 16%**

Note: The above figures are estimates and do not include some significant projects under construction such as Spark Phase 2, Morrisville 1.0, Morrisville 2.0 and Alta Watkins. The above figures also do not include properties anticipated to be part of the HSNC expansion, Marcom Park or the new Middle School due to their tax-exempt status.



- The data confirms that projects are getting smaller and that aside from a few large areas that are left that this trend will continue. Identified large projects that are yet to come include:
 - The Hamlet
 - Louis Stephens Development
 - TOD West
 - TOD South
 - TOD East
 - Town Center
 - Several opportunities on McCrimmon
- With smaller projects coming up against existing surrounding development, environmental conditions, etc. – the complexity of projects is expected to continue to increase.
- Although projects are getting smaller, we are still not at true redevelopment (i.e. seeing things like older shopping centers being demolished and replaced with other uses).
- Perimeter Park has been referenced as a campus that could see potential redevelopment due to consistent vacancy rate. The Park is currently roughly 80.5% occupied.

Population growth forecast:

- The Land Use Plan (2021) notes an expected population of 47,000 by 2030. While 2030 seems aggressive, reaching a population of 47,000 is realistic.

Residential vs. Commercial Tax Base

- Commercial property values total approximately \$5.2 billion, representing about 54% of the total tax base.
- Residential property values total approximately \$4.4 billion, or 46% of the tax base.

With the property tax rate held at \$0.35 per \$100 valuation, the revenue split aligns closely with these underlying value shares:

Tax Base Component	Share of Tax Base
Commercial	54%
Residential	46%

Assessed values: Commercial \$5.2B, Residential \$4.4B. Ad valorem revenue (General Fund): \$34,469,800 (projected FY27), down 4.5% from FY26 actuals due to revaluation appeals.

Classification Use	Acreage
• Residential	1,650 ac
• Commercial	2,200 ac
• Multifamily	450 ac
• Agriculture, cemetery & Forestry	54 ac
• Exempt (Place of worship & Government)	1,336 ac

This breakdown underscores that commercial properties contribute just over half (~54%) of the Town's property tax revenue, while residential properties contribute the remaining 46%. The 54% commercial / 46% residential tax-base composition creates several important financial and operational advantages for Morrisville. Here's why this split is beneficial:

1. Greater Revenue Stability - A tax base with a strong commercial share (54%) helps stabilize Morrisville's annual ad valorem revenue, especially during revaluation cycles and appeals.
2. Lower Tax Burden on Residents - With more than half of taxable value carried by commercial properties, residents shoulder less of the total tax load.
3. Stronger Ability to Fund Core Services - Commercial properties naturally consume fewer municipal services per dollar of tax paid compared to residential properties; and require less public education, recreation, and general services expenditures per capita. This allows Morrisville to direct more resources to public safety, transportation, parks, and strategic investments; and sustain high service levels without steep tax increases.
4. Economic Resilience & Growth Potential - A robust commercial base signals healthy local business activity; attracts more employers and investment (e.g., Pathway Triangle, Spark campus,); generates secondary tax revenues (sales tax, permitting, business fees). This builds stronger long-term resilience, in support of a strategic goal in FY27.

This composition is a strategic advantage that supports both community livability and long-term fiscal resilience.

Influences from Economic Development Recruitment:

- *Insights from WCED 2026 Economy and Business Report, 2025 Economic Development Partnership of North Carolina Real Estate Report*
- Of the economic development projects that choose location outside of North Carolina, building availability and cost remains the deciding factor. 72 projects in 2025 choose location outside of NC, with 44% attributed to a lack of suitable real estate.
- Footprint size is expanding. 2025 manufacturing building requests were concentrated around ~65–110k SF (WCED geo average), the distribution tilts further toward 100–300k SF+ ranges, indicating a clear upsizing of requirements.

- Ceiling heights remain elevated. 2025 averages clustered around 27–28 ft (industrial/flex).
- Site vs. building: demand for sites remains strong. In 2025 manufacturing real estate assistance, 51% building / 29% site / 20% building-or-site.
- EDPNC assisted megaproject activity increased approximately 28% in 2025, (>\$1B projects), largely site driven; 2026 YTD wins include multiple \$600M–\$1.3B+ investments (e.g., AbbVie \$1.3B; J&J \$1.0B expansion; U.S. Forged Rings \$875M).
- 2025: Project losses stem from unsuitable sites, distant supply chains, limited search areas, infrastructure gaps, insufficient incentives, logistical problems, local challenges, and high costs.
- Recent project activity continues to reinforce the importance of suitable building and site availability, as well as competitive land and construction costs.
- Competitive states frequently include Florida, Georgia, Texas and Virginia, reinforcing the importance of real estate availability, cost and speed to market.

Redevelopment examples - 3 significant projects that were renovated for life science.



Renovated Life Science

- Eastridge at Perimeter Park
 - 8 building campus retrofitted for life science uses.
 - East of the intersection of Perimeter Park and Airport Blvd.
- Southport Campus:
 - 17 building campus undergoing retrofitting for life science uses.
 - Northeast of the intersection of Aviation and Southport.
- Discovery at Watkins Road:
 - 5 building campus retrofitted for life science uses.
 - Adjacent to the intersection of McCrimmon and Perimeter Park.



Impact on property values:

- 507 Airport is one of 5 buildings at the Discovery at Watkins that was retrofitted
 - Over the last 5 years \$16.8 million has been put into the property, including \$13.4 million invested for a renovation fit up for a new tenant in 2024.
 - The assessed value at the time the application was submitted in 2023 was \$12.5 million (building and land).

- The total assessed value is now \$20.3 million (a \$7.8 million property value increase - property would have also gone through a reassessment).
- Redevelopment resulted in a property value increase of 62%.
- 100 Southcenter Court
 - Current assessed value \$9.8 million
 - \$5.6 million has been invested in the last 5 years
 - Prior assessed value could not be located. Entire Business Park below:
 - Southport Business Park
 - Assessed value in 2020 \$96.3 million (generated by AI)
 - Current assessed value of all parcels \$178 million

Southport Business Park

Address	TTL Value
0 Aviation Parkway	\$ 2,236,915
100 South Center Ct	\$ 9,812,833
1001 Aviation Parkway	\$ 4,636,036
101 South Center Ct	\$ 12,454,947
1015 Aviation Parkway	\$ 8,615,440
120 South Center Ct	\$ 9,734,829
133 South Center Ct	\$ 9,931,215
140 South Center Ct	\$ 15,593,676
160 Pharma Drive	\$ 19,657,706
170 Southport Rd	\$ 1,724,880
175 Southport Rd	\$ 10,148,403
215 Southport Drive	\$ 14,016,741
4524 McCrimmon Parkway	\$ 2,320,875
808 Aviation Parkway	\$ 8,561,687
860 Aviation Parkway	\$ 15,066,817
909 Aviation Parkway	\$ 9,480,026
951 Aviation Parkway	\$ 17,037,790
991 Aviation Parkway	\$ 7,269,084
	\$ 178,299,900

Redevelopment Impacts Grounded in the Town's Land Use Plan

1. Strategic concentration of higher intensity uses

The Plan calls for directing mixed-use and higher-density redevelopment into Town Center, Transit-Oriented Development (TOD) districts, and the McCrimmon Extension

area, rather than dispersing intensity elsewhere. This supports identity-building, walkability, and transit feasibility, while reducing ad-hoc, costly expansion.

2. Calibrated residential density predominantly west of NC-54

Maintain single-family detached predominance west of NC-54 except in strategic nodes; this protects established neighborhood character and manages infrastructure loads. Redevelopment outside nodes should respect lower-intensity patterns.

3. Infrastructure concurrency as a gating condition

The Plan emphasizes not approving higher-intensity proposals unless nearby infrastructure can support them. This elevates phasing, TIA findings, and capital programming as prerequisite steps for rezonings and major site plans.

4. Green space & tree canopy preservation pressures

Rapid growth has increased loss of tree canopy and open space; redevelopment should integrate parks/greenways, canopy protection, and onsite open-space networks to sustain Town character and public health benefits.

5. Community identity & corridor design quality

Visibility along NC-54, McCrimmon Parkway, Morrisville-Carpenter Rd., Airport Blvd., Aviation Pkwy requires higher design standards; industrial redevelopment near prominent corridors should mitigate with buffers, screening, and architectural quality.

6. Future Land Use Map structure: where uses fit best

The Plan's 13 designations clarify appropriate locations and intensities, guiding rezoning consistency and site plan review.

7. Transit-supportive redevelopment form

TOD subareas (e.g., TOD East) envision vertically integrated mixed use, workforce housing proximate to transit, wide sidewalks, central greens, and connections to rail/BRT, improving affordability through reduced housing and transport costs.

Morrisville faces rising regional competition and evolving project needs, but its Land Use Plan and economic development strategy provide strong foundations for success. By focusing redevelopment in strategic growth areas, preparing shovel ready sites, investing in infrastructure, and cultivating regional partnerships, Morrisville can reduce risks and significantly strengthen its fiscal health, community quality of life, and long-term economic resilience.

MORRISVILLE

Future Growth & Redevelopment Strategy

What will drive future tax-base growth—and where should redevelopment be focused?

Redevelopment defined: *Development or improvement of an area that was developed at some time in the past for uses that have become outdated as a result of changing social or market conditions.*

- Derived from the American Planning Assoc., 2004

ECONOMIC DEVELOPMENT • LAND USE • FISCAL RESILIENCE

Work Session Town Council Strategic discussion • August 2026

STRATEGIC DASHBOARD

940

acres identified for
development +
redevelopment

16% of ultimate corporate
area

54%

commercial share of
tax base

~\$5.2B assessed value

47K

population
projection for 2030

Land Use Plan, 2021

625

Non-residential acres
left

11% of ultimate corporate
area



Morrisville
Live connected. Live well.

Executive takeaways

01 Land supply is tightening

940 acres—16% of the ultimate corporate area—is identified as vacant or ripe for redevelopment. Projects are trending smaller and more complex.

02 Commercial is the fiscal engine

Commercial property is approximately \$5.2B, or 54% of the tax base, versus \$4.4B / 46% residential.

03 Redevelopment is emerging

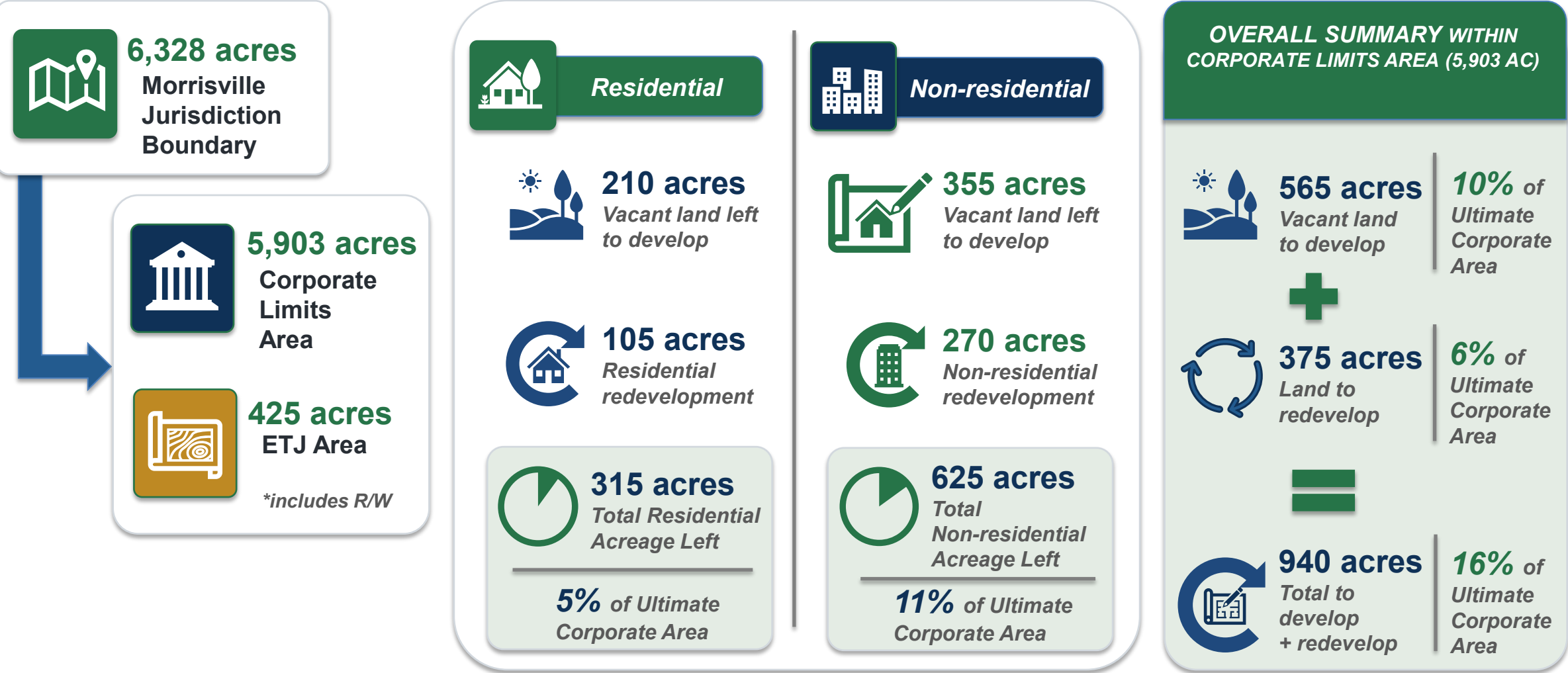
Morrisville is not yet seeing widespread replacement of older shopping centers, flex buildings or other previously developed property.

04 Site readiness matters

Project losses driven by lack of suitable buildings/sites and excessive land/building costs. Footprints trending larger (100–300k SF+). Clear-height requests 27 ft with increasing demand for 30+ ft (advanced manufacturing/logistics). Demand for developable sites is persistent and rising. Electricity and water/wastewater are important site selection considerations.

Strategic implication: Protect the commercial tax-base advantage while making targeted areas more redevelopment-ready.

Understanding our community’s land today and tomorrow



Note: The above figures are estimates and do not include some significant projects under construction such as Spark Phase 2, Morrisville 1.0, Morrisville 2.0 and Alta Watkins. The above figures also do not include properties anticipated to be part of the HSNC expansion, Marcom Park, the new Middle School or Airport substation due to their tax-exempt status.

A criteria-based GIS model can turn “hot zones” into repeatable priorities

Proposed analytical framework for staff decision support—not a substitute for parcel-level validation.

01

Redevelopment potential

- parcel age
- vacancy
- utilization
- assessed-value trend

02

Market readiness

- parcel size
- assemblage
- site/building fit
- target-sector alignment

03

Infrastructure capacity

- Roads
- utilities
- TIA constraints
- capital-program timing

04

Policy alignment

- Future Land Use Map (FLUM)
- TOD
- Town Center
- McCrimmon
- corridor standards

05

Place & resilience

- Tree canopy
- open space
- environmental constraints
- design quality

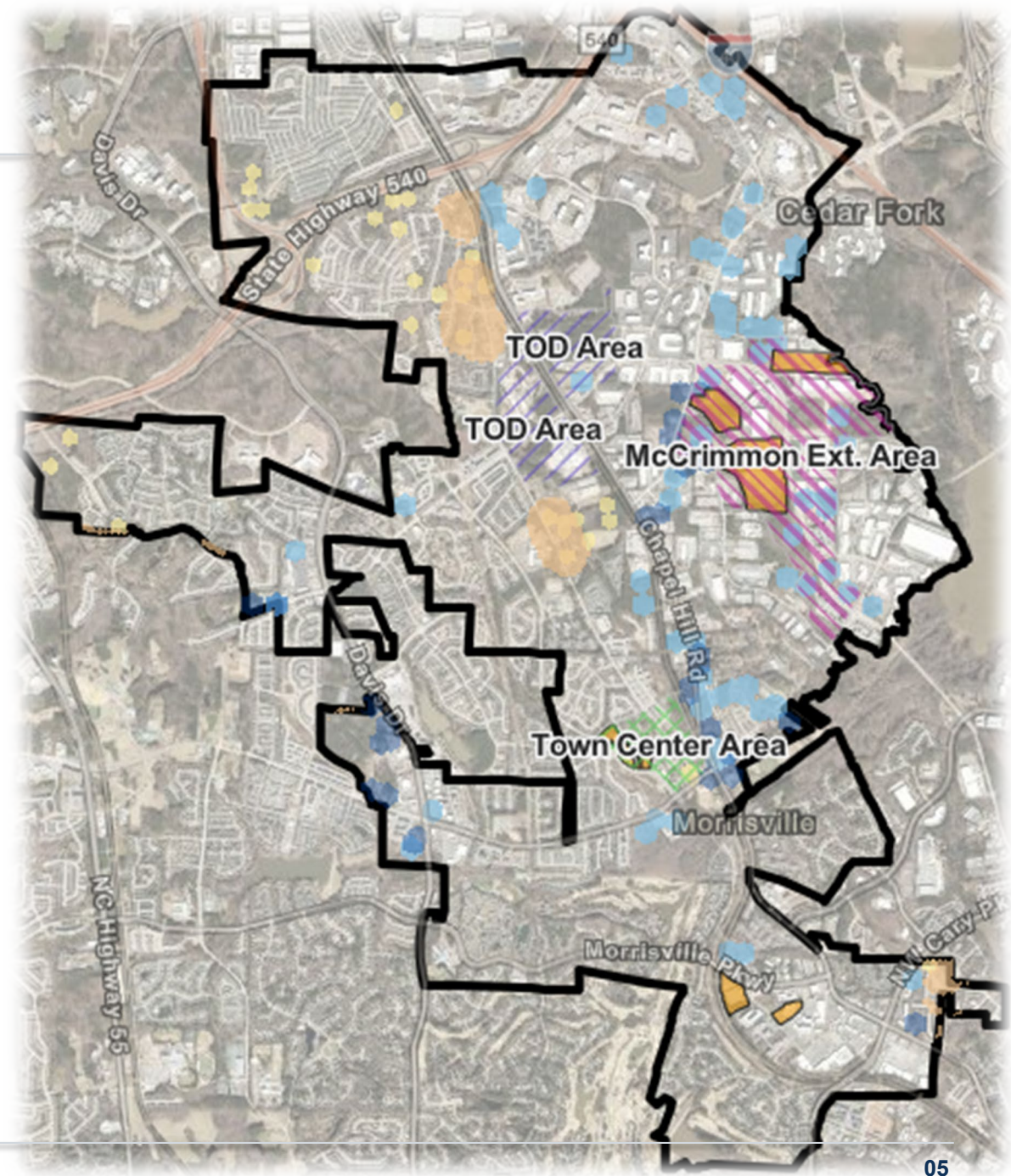
Map Exercise

What it does:

- Begins to quantify land development status
- Provides context for discussion/evaluation based on current conditions

What it does not do:

- Does not provide exact numbers
- Is not intended for parcel-by-parcel discussion/evaluation
- Does not account for future changed conditions



Residential

Significant Properties Remaining

- Louis Stephens
- Kit Creek Road
- The Hamlet
- Holly Creek
- Family Farm Road



Other Properties

- Mason Farm/Everette Fields Area
- Church Street Assemblages
- Various Other Properties



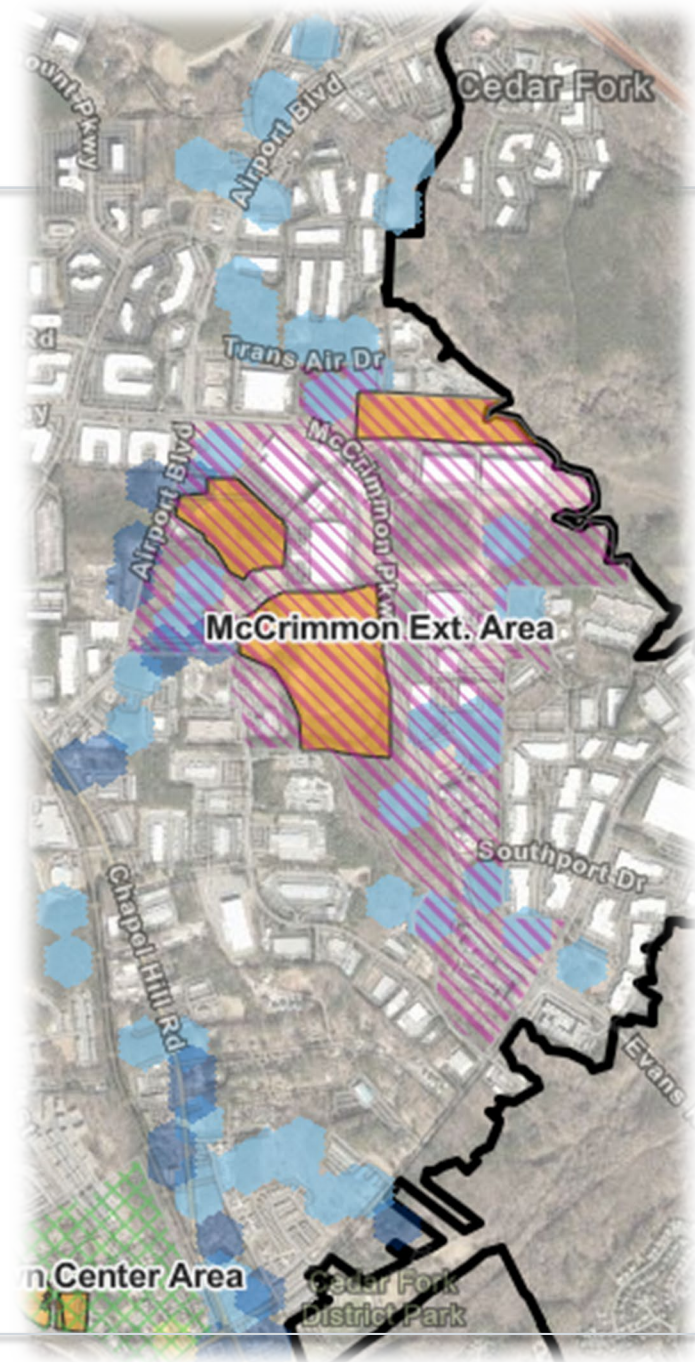
Non-residential (includes multifamily)

Significant Properties Remaining

- TOD East
- TOD West
- TOD South
- Town Center
- GO District (McCrimmon Extension)

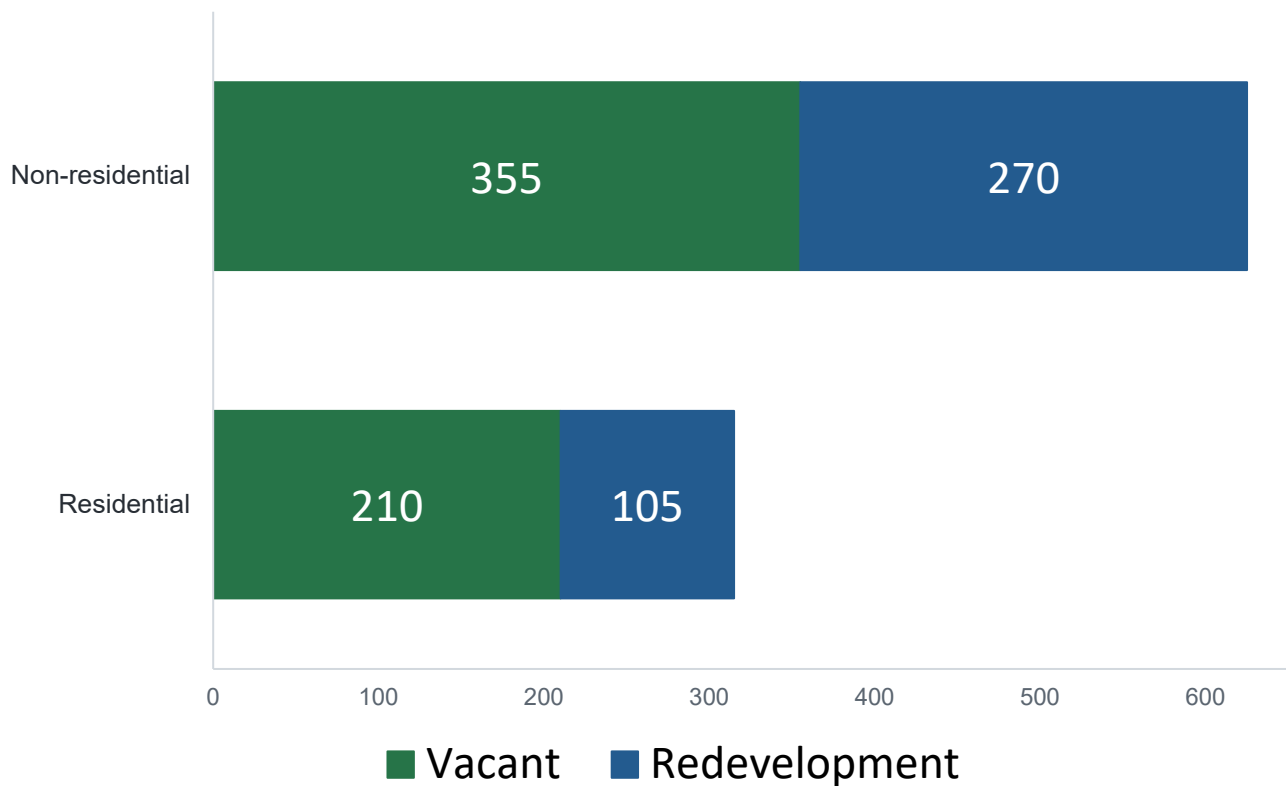
Other Properties

- Slater Rd./Airport Boulevard
- TransAir Dr
- Areas along Airport Blvd. Between McCrimmon & NC 54
- Davis Drive (across from Wegman's and near MCR/Davis)
- Various Other Properties



Land supply: the remaining opportunity is increasingly nonresidential

Approximate acreage within the 5,903-acre corporate limits area



WHAT THE INVENTORY SAYS

315

residential acres

5% of corporate area

625

Non-residential acres

11% of corporate area

- Non-residential opportunity is roughly 2× residential
- Future growth will require both new development and reinvestment
- Smaller projects face more site, infrastructure and environmental complexity

Tax-base growth: commercial value is the key fiscal lever

Current assessed-value mix provides a strong starting position



Economic recruitment is becoming more site- and scale-sensitive

44%

of 2025 project lost to locations outside of NC attributed to lack of suitable real estate

* EDPNC Real Estate 2025 report

LARGER FOOTPRINTS

Advanced manufacturing and life science projects increasingly require large, development-ready sites.

SITE READINESS

Building availability, site constraints, infrastructure and development timelines increasingly shape location decisions.

Manufacturing request footprints are getting larger



* EDPNC Real Estate 2025 report

REAL ESTATE TRENDS

- Demand spans multiple building sizes, with significant activity in the 100K SF – 300K+ SF range
- Industrial/flex requests avg 27 ft clear heights with increasing requests for 30+ ft clear heights
- Site demand remains strong; suitable building/site availability and cost are decisive

* WCED Trends Report

Economic development considerations for Morrisville's next phase of growth



01

MARKET DEMAND & RECRUITMENT

Continue pursuing new investment while recognizing that site, building and infrastructure requirements will increasingly influence the scale and type of projects Morrisville can compete for.



02

BUSINESS INVESTMENT & GROWTH

Build on existing business retention, expansion, and small business development efforts to support continued investment and identify evolving business needs.



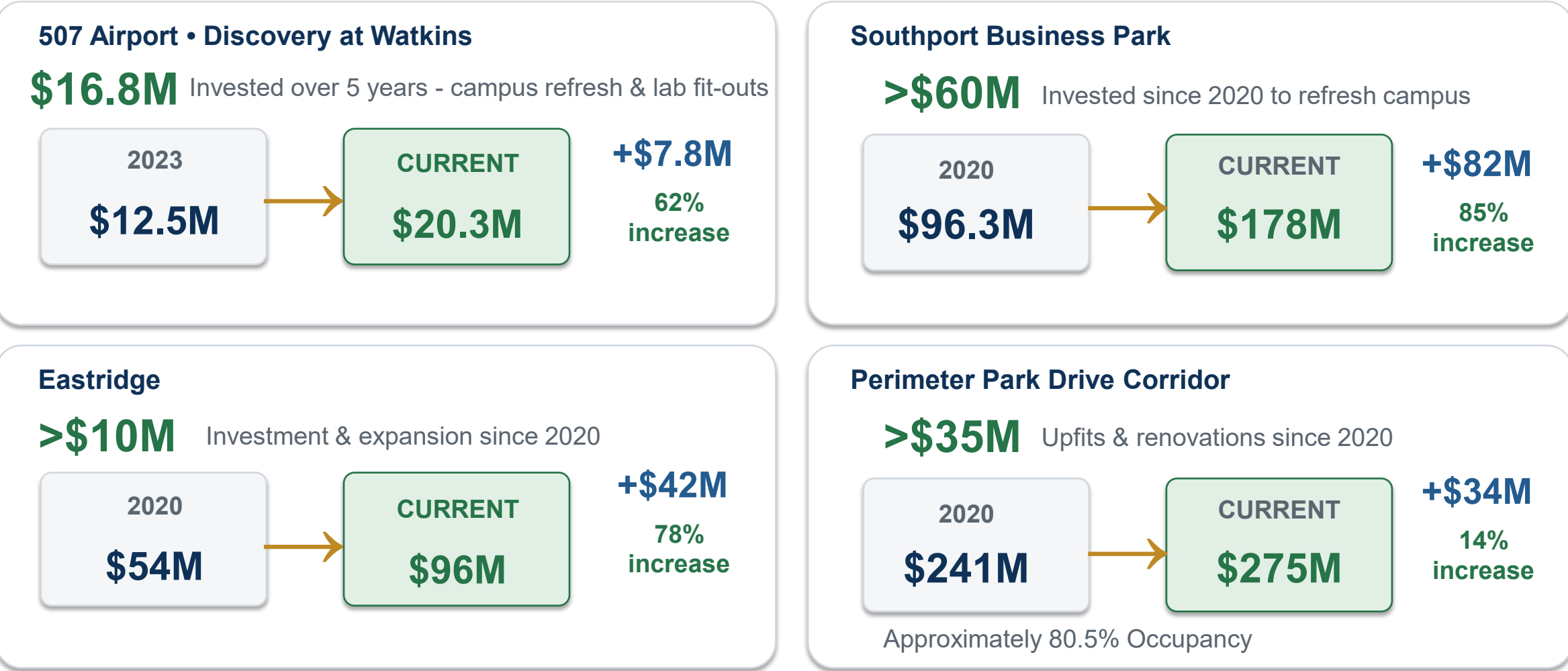
03

FUTURE ECONOMIC OPPORTUNITY

Consider how future development patterns can support a balanced mix of employment, commercial activity and business opportunities as available land becomes more limited.

Redevelopment can materially increase assessed value

Examples illustrate the potential fiscal effect of reinvestment from active re-positioning to evolving markets and revaluations.



Future growth & redevelopment focus areas

McCrimmon Extension

Strategic growth area

Future Tax Base Potential = \$2B
Next 2-5 Years

TOD Districts (West, East, South)

Transit-oriented growth

Future Tax Base Potential = \$455M
Likely 5-10 Years Out

Town Center Phase 1a

Higher-intensity mixed use

Future Tax Base Potential = \$85M
Next 1–2 Year

Note: Assumptions are conservatively estimated based on anticipated developer capital investments and/or actual comparable usage types by value per acre/unit/square footage. Projections do not account for potential revenue increases in Sales Tax and other state distributed revenues and are subject to change as new developments emerge.

PRIORITY FOCUS

- Town Center and TOD districts focus on promoting higher-density mixed-use redevelopment.
- The McCrimmon Extension is recognized as a key growth area according to the Land Use Plan.
- Existing Small Area Plans for these areas support sustainable growth, guide investment decisions, and assist in attracting development partners.

Recommended next steps

- 1** Establish a Shared Redevelopment Vision
- 2** Finalize our Redevelopment Inventory
- 3** Identify Priority Areas
- 4** Refine our Toolbox & Marketing Strategies
- 5** Integrate Fiscal Impact Assessment into Decision-making



Questions & Discussion

Future Growth & Redevelopment Strategy
