



Key Points

Park 1764 Mission: to develop a business park compatible with the surrounding community, to promote an ecologically sensitive development for job creation for Catawba County citizens, and to continue the heritage established by Ulrich Crowder in 1764. Natural lands will be set aside within this park for permanent conservation, Covenants will be established to protect the park environment and the adjacent community, the grounds and amenities are designed to be an asset to immediate area, including public walking paths, landscaping & berms. The entire marketing appeal is developed based on the 1764 theme of Catawba's first settler and his development plans.

Approach: Park 1764 is patterned after Treyburn Business Park in rural Durham County, a high-end and much larger park with owners ranging from Merck Pharmaceuticals to a ceramics division of Corning, and in a smokestack-free, low-impact, two-lane rural environment that is unique in feel and opportunity. Park 1764 will be marketed as a higher-end business park setting unlike any between Asheville, Winston-Salem, and Charlotte. From the silos at the entrance to the berms and white fences separating the park from the neighbors, Park 1764 is intended to preserve the recognition of Crowder's Town in NC history while creating a lasting legacy of jobs.

Jobs: Park 1764 will be the only Class A Business Park in the entire region and will appeal to international and upper-end business opportunities. Every 100 jobs created in the park equates to 177 total jobs throughout the community.

Revenues: The financial impact of just 100 new jobs is equal to handing every citizen in both North and South Carolina \$1 and asking them to spend it in Hickory. This park could grow to support many times that.

Neighboring Impacts: The creation of this Park will not facilitate the annexation of surrounding properties. Covenants and Restrictions will be in place to determine the appropriate uses of the park and are intended to be low-impact, eco-sensitive, and appropriate to the rural setting. Distribution Centers will not be an allowable use within the park nor will heavy manufacturing. LEED facilities will be encouraged.

Traffic: Heavy traffic generators such as distribution centers and heavy trucking will not be allowable uses within the park. We are working with NCDOT to determine the need and placement of any necessary turn/deceleration lanes that are needed for current or future developments. Traffic is currently 86% of the peak traffic generated in 1997 on Startown Road prior to the opening of US321.

Design: Designed to integrate into the neighborhood, with berms and landscaping similar to the Sarstedt property to the south, the silos will frame an appealing entrance and set the stage for this development. There will be public walking trails for the neighbors throughout the Park. The view from Startown and Robinwood Roads will be shielded by berms and landscaping to the greatest degree.

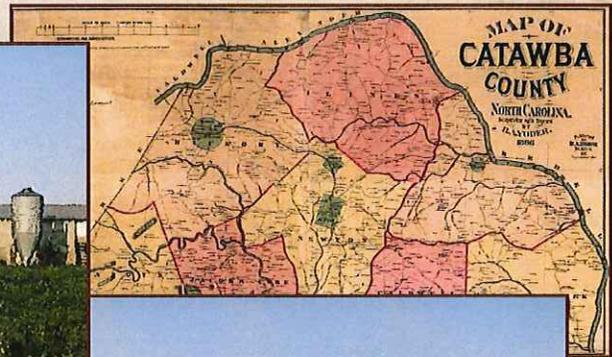
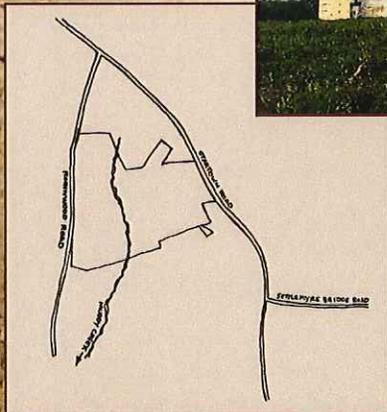
Change: While it is recognized this is a change in use from the current farm setting, this project protects the neighborhood and preserves the area much better than breaking the property into many different parcels for residential or other uses. The added benefit of the creation of higher technology jobs is substantial and is unlike any other opportunity in the region.

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Invitation: We welcome you to consider Park 1764, a proposed eco-sensitive 170+ acre business park in Catawba County intended to provide jobs & to preserve the recognition of Crowder's Town as a place in North Carolina history.

History: A rich history of property situated on Henry Whitener's Muddy Creek reveals the arrival in the Spring of 1763 of a man named Ulrich Krauter. Traveling from Germany through Charleston, he later moved to a German community on the South Fork of the Catawba River and the "Dutch Meeting House". Whitener/Weidner was Catawba County's first settler. On April 21, 1764, the British Crown granted Crowder (Krauter) 450 acres of land on the South Fork of the Catawba (Catawba) River as part of the Granville proprietary. Ulrich Crowder had development plans for this property and started selling lots in Ulrichsburg, a section of the Crowdertown/Crowder's Town parcel, with the sale of 16 lots of 9/10 acre each. The popular 1886 map of Catawba County drawn by R.A. Yoder locates Crowder Town Stock Farm and Crowder Town Road along the Muddy Creek of Henry's Fork and identifies J. Lutz, or John B. Lutz (b. 1835), the father of Henry P. Lutz (b. 1870) and W. Raymond Lutz (b. 1874), dairy farmers and co-owners of the Crowdertown lands. The Lutz family is still involved in this property and interested in preserving the name and the heritage of these lands and developing it in a way the industrious Ulrich Krauter may have originally intended.

Mission: to develop a business park compatible with the surrounding community and to promote ecologically sensitive developments for job creation for Catawba County citizens, and to continue the heritage established by Ulrich Crowder in 1764 for these lands. Natural lands will be set aside within this park for permanent conservation as a result of the project and Covenants will be established to protect the park environment and the adjacent community.



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