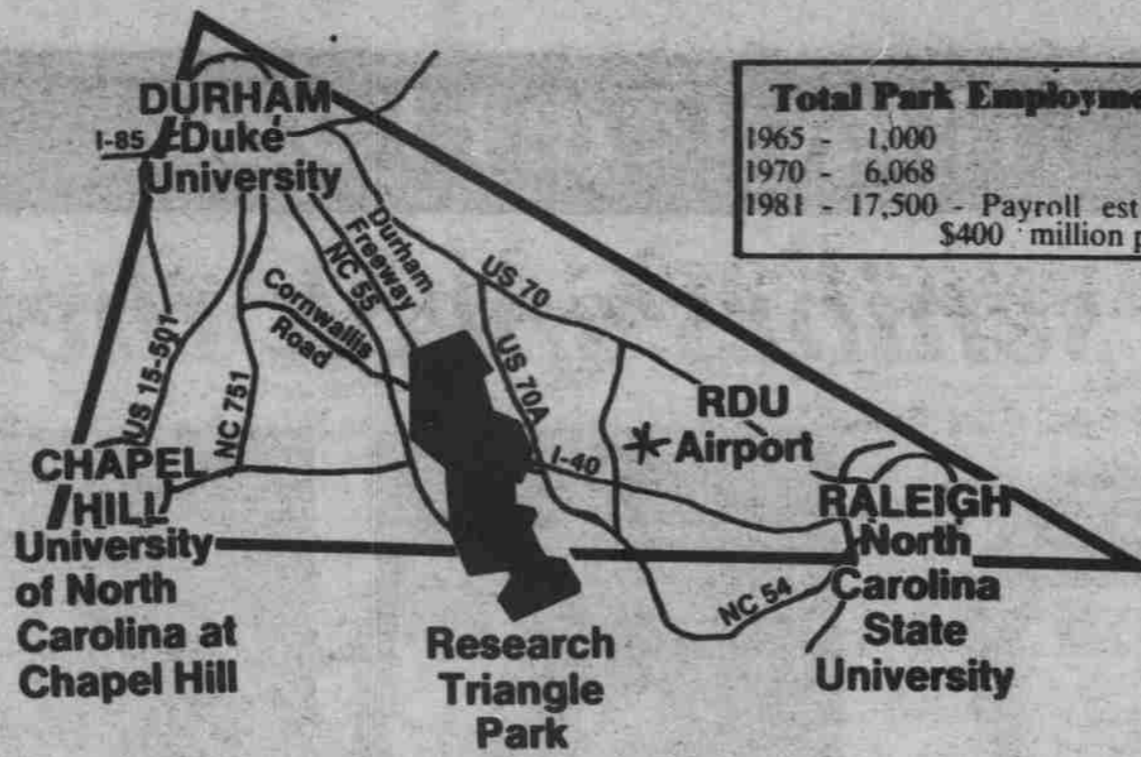


Number of Tenants
 1959 to 1965 - approx. 1 new arrival per year
 1965 - 6
 - IBM announcement
 1970 - 16
 1980 - 32
 1985 - 39
 and that's impressive when you consider that no more than three major research facilities are built in the U.S. in any one year!



Total Park Employment
 1965 - 1,000
 1970 - 6,068
 1981 - 17,500 - Payroll est. \$400 million plus

Where the Jobs Are
 Wake County - approx. 60%
 Durham - approx. 30%
 and the population of the town of Cary has increased from an estimated 3,000 in 1960 to 22,010 in 1981 while Raleigh's population approximately doubled in the first 22 years of the Park's existence.

RTP: Background information

By Jim Greenhill
 Editor

The term 'Research Triangle' was first coined Romeo H. Guest, president of a Greensboro building company, in the summer of 1953 to apply to the triangle of the eastern North Carolina Piedmont whose corners are formed by Duke University (Durham), the University of North Carolina at Chapel Hill, and North Carolina State University (Raleigh). The Research Triangle metropolitan area has only the 76th largest population in the country but the highest concentration of Ph.D.s to total population of any comparable area in the United States (there were 3000 in 1978 of whom 600 were working in the park itself).

The Research Triangle Park is 6,200 acres in the center of the Triangle set aside for research and development facilities for industry and government. It is not only the largest planned research park in the United States, it is the largest in the world. The Markham family, who once farmed the land that is now the center of the park, sold that land for \$100 an acre. Now the same land sells for over \$15,000 an acre.

Organizations locating in the park have to have a minimum eight-acre site (no maximum) and be involved in research, development, or scientifically oriented production. Anything more than light manufacturing is prohibited. They cannot occupy more than 15% of their total tract.

The Idea

The idea for the Park is attributed to Dr. Howard W. Odom, founder of the Institute for Research in Social Science here at UNC-CH (who saw it as an academic center), Romeo Guest (who saw it as a focus for new research and development), and 1953-'61 Governor Luther H. Hodges (who took the wider view that it would enhance North Carolina's whole economy and provide jobs for the graduates it produced).

Guest was an MIT graduate and an admirer of the 'Route 128 area' outside Boston who hoped that something similar could be achieved in North Carolina. The Research Triangle, along with areas in California and Texas, now attracts individuals and companies away from that very area (Data General Inc. is one of them) because taxes there have meant that it has lost its competitive advantage (William Haynes specifically cites North Carolina's taxes as an incentive for moving here in the accompanying story on Dynamit Nobel Grace Silicon).

On January 9, 1959 Governor Hodges, announced that an initial \$1.5 million had been raised to fund the Park and Institute. Investment in buildings constructed or in hand in the Park in 1978 exceeded \$170 million. By 1981 the Institute had earned over \$300 million in contract research revenues.

It was not a new idea. In 1951 Stanford Industrial Park was established in Palo Alto and is regarded as the first.

The Foundation and the Institute

The Research Triangle Foundation runs the Park. Its chief aim is to promote the region, which (see above) it seems to be doing well.

The Research Triangle Institute, located in the Park, is a nonprofit organization founded and owned by the three universities. In addition to the statistics above, in 1978 alone it was expected to have \$30 million in contracts, following a tripling of volume in the previous five years and a doubling in the most recent two.

Growth and the IBM Effect

Growth was slow until the IBM Corporation's 1965 decision to purchase 400 acres of the Park and establish a \$15 million research, development, and manufacturing complex - a complex that is now one of the corporation's major facilities worldwide. This

was the catalyst to growth that many regard as possibly the most significant single development in the Park's history. Before that restructuring took place to rescue the whole idea and the Foundation took out a \$1.3 million mortgage to stay in business. Perhaps this was why the original idea to prohibit manufacturing altogether was relaxed for IBM.

Today IBM is still by far the Park's largest single employer, although its importance is declining relative to the growth of the environmental sciences.

The Attraction

The Research Triangle Park has all the facilities it needs to attract government and industry (see map). Interstate 40 runs through the Park and it is linked to several North Carolina highways and US 15-501 and 70.

Raleigh-Durham Airport is 10 minutes from the Park by car. The airport, where a second major runway is under construction and plans for a second major terminal are in progress, is served by seven major air lines, six commuter air lines, and important freight carriers. Raleigh-Durham is no more than two hours flying time from half the country's population.

The North Carolina Department of Commerce has a Business Assistance Division which aims to assist industry, business, communities, and individuals in creating and maintaining job opportunities and the North Carolina Science and Technology Research Center, located within Research Triangle

Park and providing information for industry, business, and individuals for North Carolina. The latter has a contract with NASA under which it provides information for the whole of the South-east excluding Florida.

Under an arrangement called Extended Area Dialing, telephone calls between the Park and the three university cities (Chapel Hill, Durham, and Raleigh) are charged at local rates.

The Park and the Environment

Mere care that the activities of the tenants in the Park do not adversely effect the environment would be enough, but it has rapidly become a center for environmental research itself. Examples are given below.

Some Tenants of the Park

Chemicals: The Monsanto company developed Astroturf there.

Pharmacy: Britain's Burroughs Wellcome moved its North American headquarters to the park from Tuckahoe, New York in 1970, creating 900 jobs in the park and 1,200 in Greenville (about 100 miles east) where it moved all its manufacturing operations.

Environment: The Johnson Administration decided to establish the Environmental Research Center there in 1965 and it is now the largest facility of the federal government's Environmental Protection Agency, concentrating on creating a scientific base for air pollution control.

We are grateful to the administration of Research Triangle Park for their cooperation in providing background information and the photograph for this editorial feature. Additional background material, including some of the quotations, was derived from *The Economist Newspaper*, *the New York Times*, *Science magazine*, and *North Carolina magazine*. Catherine Cowan, *Tar Heel* Managing Editor, assisted with the map.

GRAPEVINE

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