

# TOWN OF DAVIDSON

*DFI CATALYST STUDY UPDATE, MAY 24<sup>TH</sup> 2016*

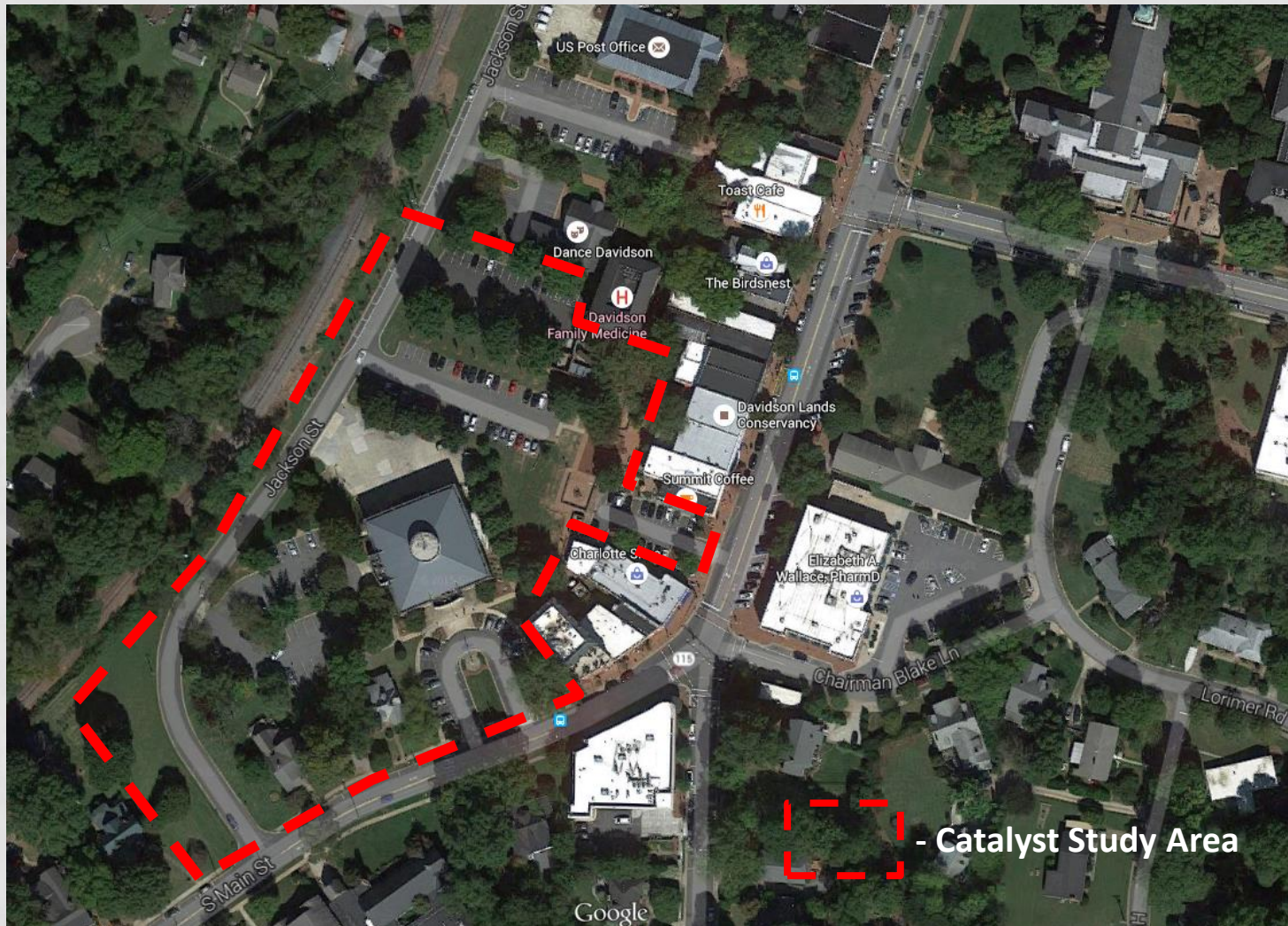


UNC  
SCHOOL OF GOVERNMENT

# AGENDA

- Study Area
- Guiding Principles
- Revised Site Plans
- Program Comparisons
- Program and Development Assumptions

# CATALYST STUDY AREA

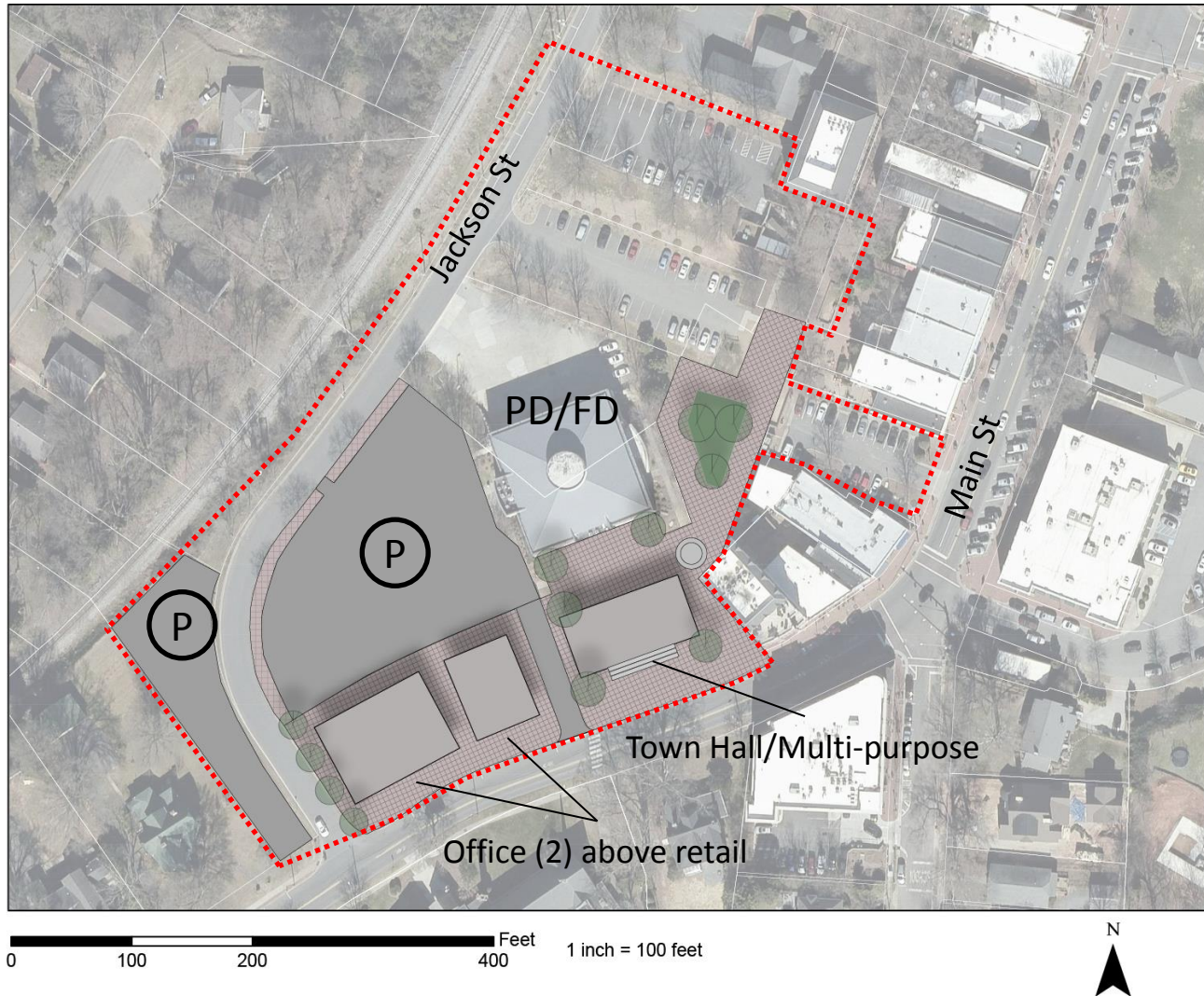


# CATALYST STUDY GUIDING PRINCIPLES

- Maintain the town's existing small town character and complement the historic nature of downtown.
- Provide a sustainable parking solution and enhanced retail experience that connects and extends the downtown commercial corridor along Main Street.
- Promote a mix of uses that incorporates the expanding local government space needs and encourages private investment.
- Enhance pedestrian connectivity throughout downtown as well as public green/event space.
- Minimize public investment required while maximizing public interests.



# OPTION 2 SITE OVERVIEW



- Current Town Hall refurbished for PD/FD
- New Town Hall along Main St
- New retail/office @ Jackson/Main
- Podium parking (2 levels) along Jackson
- Street parking along Jackson

# OPTION 2 DEVELOPMENT ASSUMPTIONS

- Development cost = \$200 PSF for 2<sup>nd</sup>/3<sup>rd</sup> floor Town offices
  - Increased due to additional complexities with 1<sup>st</sup> floor multi-purpose space
- Development cost = \$250 PSF for 1<sup>st</sup> floor multi-purpose space
- Current Town Hall refurbished for PD/FD at an estimated cost of \$100 per square foot
- Podium parking along Jackson St will be partially subterranean extending towards Main St.
  - Development cost estimate of \$25,000 per space

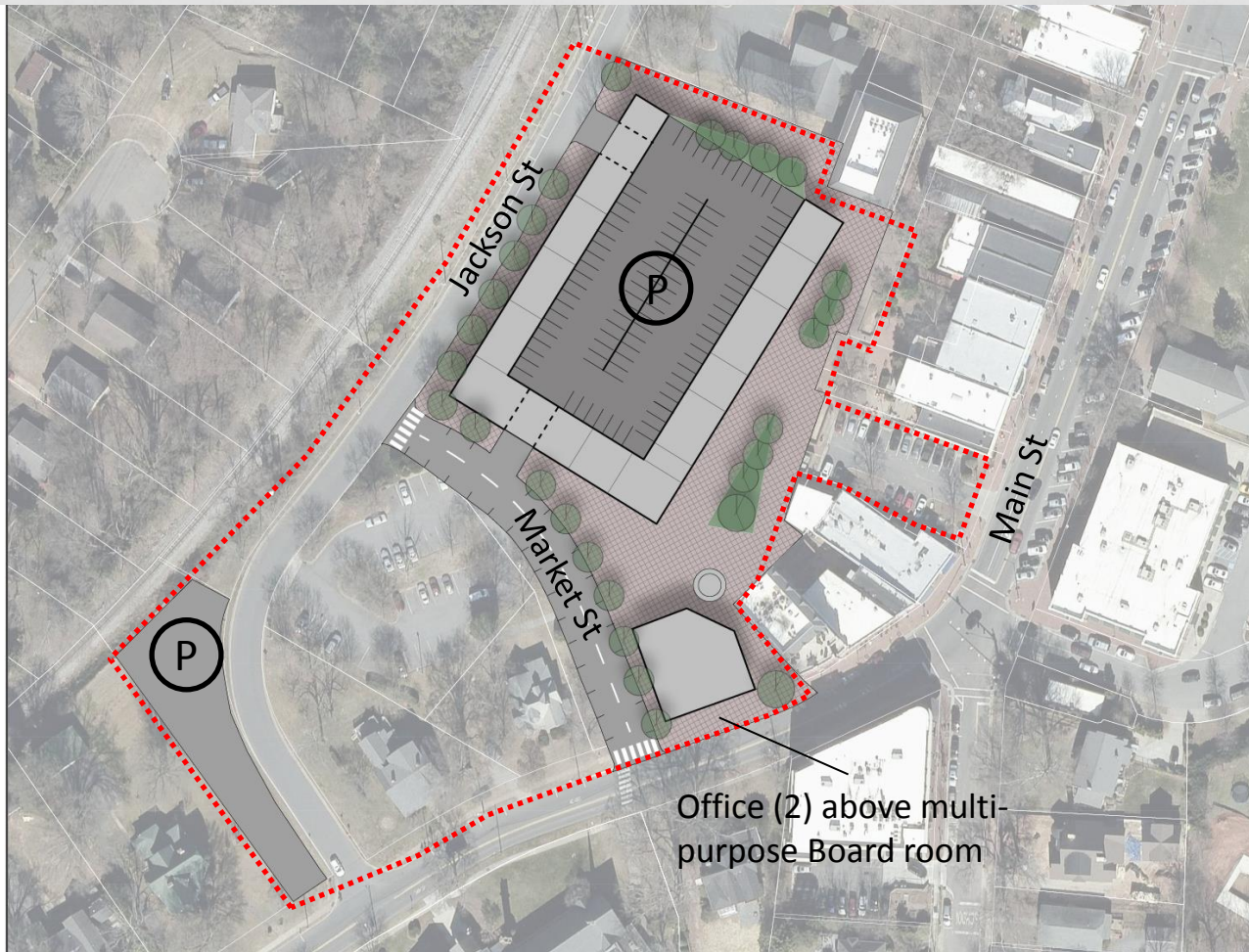
# OPTION 2 PROGRAM OVERVIEW

Component	Total SF or # of Spaces	Development Cost
New Town Admin Offices	11,000	\$2,200,000
Theater/Board Room/Lobby	5,500	\$1,400,000
Refurbish Police/Fire	16,000	\$1,600,000
Retail	10,000	\$1,500,000
Private Office	20,000	\$3,500,000
Public Space Improvements	N/A	\$800,000
New Parking	265*	\$6,000,000
<b>Total Public Development</b>	<b>32,500</b>	<b>\$12,000,000</b>
<b>Total Private Development</b>	<b>30,000</b>	<b>\$5,000,000</b>

\* Net public parking increase of 115 spaces



# OPTION 4 SITE OVERVIEW



- Current Town Hall demolished
- New Town Hall built off-site (incl. PD/FD)
- Add “Market St”
- Wrapped 4 – level deck built in the “hole” (residential above retail)
- 3-story bldg. built along Main St (multi-purpose facility with office above)
- Street parking along Jackson

0 100 200 400 Feet  
1 inch = 100 feet





# OPTION 4 DEVELOPMENT ASSUMPTIONS

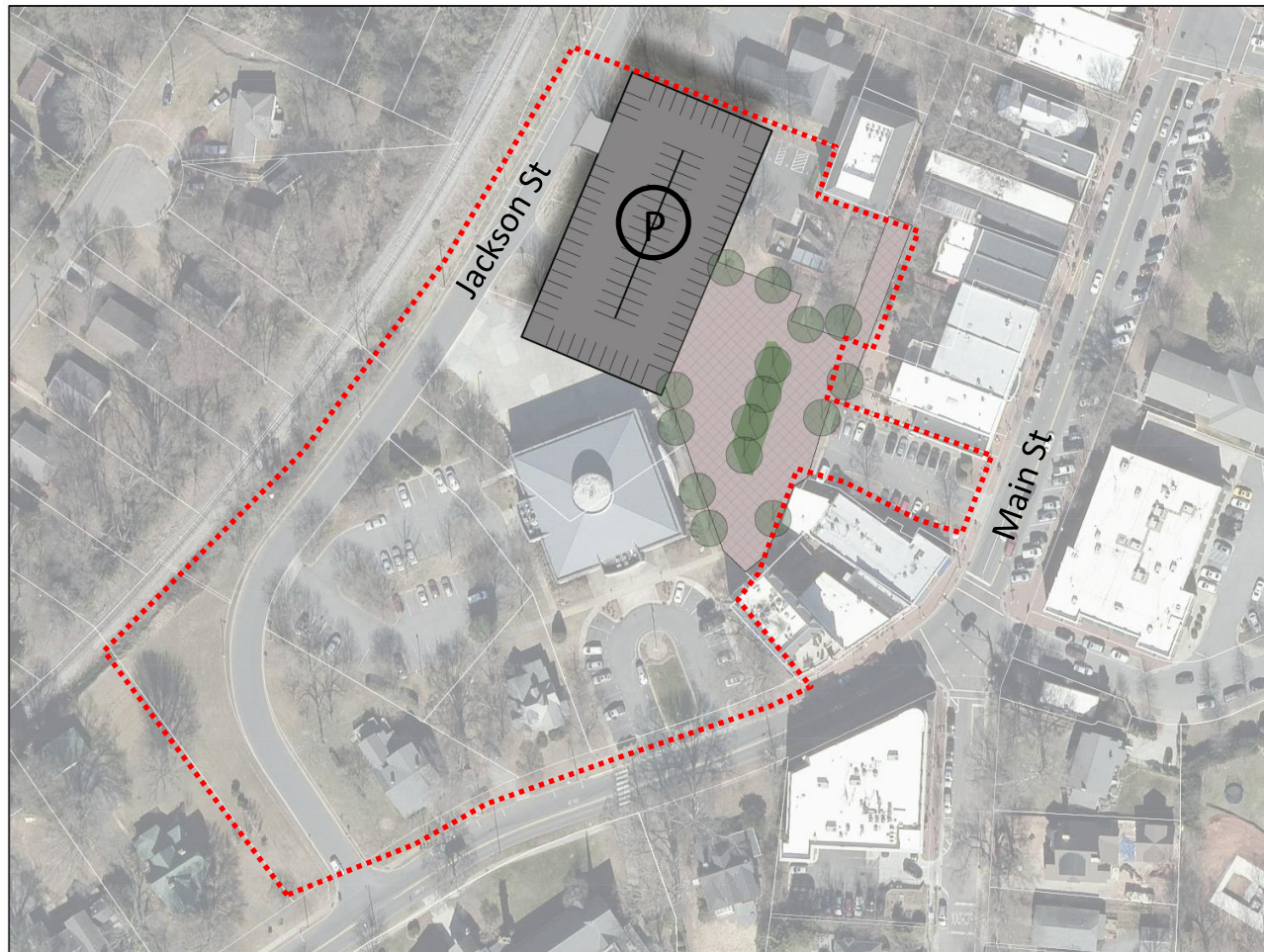
- New office space above multi-purpose space will be built and sold as condos by Town
- Wrapped parking deck estimated to cost \$25,000 per space
- New deck to be owned by Town with retail/residential wrapping deck owned by private sector
- Town leases parking to private office and residential uses
- New Town Hall, FD and PD cost estimated to be \$250 PSF
  - 40,000 square feet
- Market Street estimated to be 400 feet long, costing an estimated \$890 per linear foot (includes water/sewer)

# OPTION 4 PROGRAM OVERVIEW

Component	Total SF or # of Spaces	Development Cost
New Town Hall, PD/FD	40,000 (offsite)	\$10,000,000
Residential	100,000	\$15,000,000
Retail	22,500	\$3,400,000
Private Office (Town-developed)	11,000	\$2,200,000
Theater/Lobby	5,500	\$1,400,000
Demolish TH/Build Market St	N/A	\$500,000
Public Space Improvements	N/A	\$800,000
New Parking	365*	\$8,600,000
<b>Total Public Development</b>	<b>56,500</b>	<b>\$23,500,000</b>
<b>Total Private Development</b>	<b>122,500</b>	<b>\$18,375,000</b>

*\*Net public parking increase of 130 spaces*

# OPTION 5 SITE OVERVIEW



- Current Town Hall refurbished for Town administration
- New PD/FD built off-site
- 2 – level podium deck built in “hole” to accommodate parking deficit

0 100 200 400 Feet 1 inch = 100 feet





# OPTION 5 DEVELOPMENT ASSUMPTIONS

- 30,000 SF PD/FD built at an estimated cost of \$250 per square foot
- Town Hall renovated at an estimated cost of \$75 per square foot
- Podium deck built in “hole” to accommodate current downtown parking deficit
  - Development cost estimate of \$10,000 - \$12,000 per space

# OPTION 5 PROGRAM OVERVIEW

Component	Total SF/ Spaces	Development Cost
Police/Fire	30,000 (off-site)	\$7,500,000
Refurbish Town Hall	16,000	\$2,000,000
Public Space Improvements	N/A	\$800,000
New Parking	185	\$2,000,000
Net Public Parking Increase	100	N/A
<b>Total Public Development</b>	<b>46,000</b>	<b>\$12,300,000</b>
<b>Total Private Development</b>	<b>0</b>	<b>\$0</b>

*\* Includes land acquisition*

# PROGRAM COMPARISON

Use	Option 2	Option 4	Option 5
Town Admin	11,000	10,000 (off-site)	16,000
Multi-purpose	5,500	5,500	0
FD/PD	16,000	30,000 (off-site)	30,000 (off-site)
Retail	10,000	22,500	0
Private Office	20,000	11,000	0
Residential	0 units	100 units	0 units
Total Parking on Site	360 spaces	420 spaces	270 spaces
<i>Net Public Increase</i>	<i>115</i>	<i>130</i>	<i>100</i>



# DEVELOPMENT COST COMPARISON

Use	Option 2	Option 4	Option 5
<b>Private Development</b>	<b>\$5,000,000</b>	<b>\$18,400,000</b>	<b>\$0</b>
<b>Public Development</b>			
<i>Building Costs</i>	<i>\$5,200,000</i>	<i>\$13,600,000</i>	<i>\$9,500,000</i>
<i>Infrastructure*</i>	<i>\$6,800,000</i>	<i>\$9,900,000</i>	<i>\$2,800,000</i>
<b>Total Upfront Dev Costs to Town</b>	<b>\$12,000,000</b>	<b>\$23,500,000</b>	<b>\$12,300,000</b>

*\* Includes parking, roads, water/sewer, and public space improvements*

# ESTIMATED REVENUE COMPARISON

Property Sale Revenue	Option 2	Option 4	Option 5
Land Sale Projection	\$200,000	\$500,000	\$0
Condo Sale Projection	\$0	\$2,750,000	\$0
<b>Total Sales Revenue</b>	<b>\$200,000</b>	<b>\$3,250,000</b>	<b>\$0</b>
Tax Revenue	Option 2	Option 4	Option 5
<b>Annual Tax Rev Increase</b>	<b>\$17,500</b>	<b>\$75,000</b>	<b>\$0</b>
Operating Revenue	Option 2	Option 4	Option 5
Annual Parking Revenue	\$40,000	\$75,000	\$0
Ann multi-purpose Rev	\$15,000	\$15,000	\$0
<b>Total Operating Revenue</b>	<b>\$55,000</b>	<b>\$90,000</b>	<b>\$0</b>

*\* Net of expenses*

# PUBLIC SPACE ASSUMPTIONS

*FROM DECEMBER 2014*

	Current employees	Current space	Current Space Sufficient?	Projected Employees 2017
Town Administration	13	~5,000 Sq. Ft	No	20**
Police Department	21	~5,000 Sq Ft	No	25
Fire Department	60*	5,869 Sq. Ft.	No	60
Total		15,974 Sq. Ft		

\* Most of these workers are part-time and do not require their own individual space

\*\* Employee projections includes all departments in currently located in town hall as well as the Parks and Recreation Dept., currently located off-site.



# PARKING ASSUMPTIONS

- Estimated deficit of 100 spaces for block surrounding Catalyst Study area over the next 5-10 years (Rich & Associates, 2011)
- Program calculations assume parking ratios established by Rich & Associates (2011):

Use	Town Ordinance Min	Town Ordinance Max	Rich & Assoc. Recs
Retail	2	5	<b>2</b>
Office	2	3.5	<b>2.85</b>
Residential	1	2	<b>1</b>

# PROGRAMMING ASSUMPTIONS

- Multi-purpose space will require 10 SF/seat or max of 3,000 SF
  - Lobby/gallery/restaurant will fill an additional 2,500 square feet
  - Two floors of office space above will provide a consistent footprint
- Summit parking lot remains in all options
- All Programs include \$800,000 of estimated public costs for improvement of public space

# PRIVATE DEVELOPMENT COST ASSUMPTIONS

- Office cost: \$175 PSF (above retail)
- Retail cost: \$150 PSF
- Residential cost: \$150 PSF
  - Average gross unit size = 1,000 SF
- Private land acquisition at current downtown market price



# PUBLIC REVENUE ASSUMPTIONS

- The Town will generate revenue from the sale of land for private development
- Private parking spaces will be leased from the Town for \$100 per space per month (\$40 net per month)
- Office space sold by the Town (Option 4) will generate \$250 PSF in net revenue
- Theater/Meeting Space will generate \$15,000 net revenue per year
- Tax revenue of \$0.35 per \$100 assessed value (measured from development costs).