



# Conditional Planning Area

HYATT PLACE

(Name of Project)

## Application Requirements

### Date Received

5.31.17

5.31.17

5.31.17

5.31.17

5.31.17

4.4.16

5.31.17

DATE FOR TOWN



Application Fee per Town of Davidson Fee Schedule



Contact Information



Project Description  
(including General Statement of Intent)



Statement of Compliance



Preliminary Sketch Plan in accordance with Section 7.5.2 F



Environmental Inventory in accordance with Section 8.2  
(including adjacent properties and buildings)



Color Photos  
(including existing and adjacent sites and building(s) taken from the perspective of the public streets adjacent to the site)



Master Plan Schematic Design in accordance with Section 8.3



Traffic Impact Analysis in accordance with Section 7.5.4.1



Additional Requirements as listed below

As the applicant, I hereby confirm that all the required materials for this application are authentic and have been submitted to the Town of Davidson Planning Department.

Beacon IMG, Inc.

By: Nishith Patel

Applicant's Signature

Nish Patel

5.31.17

Date



## Conditional Planning Area

HYATT PLACE

(Name of Project)

### Contact Information

#### Applicant's Information

Name: BEARON IMG, INC. (NISH PATEL)  
E-Mail: NISH C BEARONIMG.COM  
Mailing Address: 6428 BATHINGTON ROAD  
Charlotte, N.C. 28226  
Business Phone: 704.752.7901 Mobile Phone: 704.363.1230

#### Property Owner's Information

(If Different from Applicant)

Name: DAVIDSON COMMONS EAST CONDOMINIUM ASSOCIATES  
E-Mail: MIKE R C FLATCREEK CONSTRUCTION.COM  
Mailing Address: PO Box 1696  
DAVIDSON, NC 28036  
Business Phone: 704.892.0057 Mobile Phone: 704.622.6172

#### Architect's Information

Name of Firm: RBA GROUP  
Architect's Name: DAVE MALUSHIZKY  
E-Mail: DAVE MC THE RBA GROUP.COM  
Mailing Address: 122 WEST BLAND STREET  
Charlotte, NC 28203  
Business Phone: 704.344.9098 Mobile Phone: 704.975.5960



# Conditional Planning Area

HYATT PLACE

(Name of Project)

## Project Description

Application Date: 5.31.17

Project Location: 131 DAVIDSON GATEWAY DRIVE  
(Indicate street frontage, nearest intersection, and address, if assigned)

Tax Parcel(s): 003-23-190 AND 003-23-191

Acreage: 2.1 ACRES

Building Envelopes: 1

Existing Planning Area: CONDITIONAL

Existing Planning Area Overlay District:

General Statement of Intent: include a full description of the purpose of the request  
CONSTRUCTION OF A HOTEL WITH ASSOCIATED  
SURFACE PARKING

Project Details: include a full description of how the proposed conditional planning area deviates from the regulations and standards of the underlying planning area including but not limited to

Use(s): Hotel, See Conditions  
Building Type(s): Workplace  
Setbacks: Min. 0' front and side  
Height: 4  
Number of Stories: 4  
Signage:  
Other: REDUCTION IN REQUIRED PARKING AND  
REDUCTION IN STREET VIEWS

Existing Site Conditions: (include significant physical, environmental, and cultural features; significant and heritage trees, existing structures; and infrastructure and street layout)

EMPHYRENALE STREAM ON THE EAST  
SIDE OF THE SITE





Mr. Trey Akers  
Town of Davidson  
216 South Main Street  
Davidson, North Carolina 28036

Reference: Hyatt Place - Davidson  
Statement of Compliance

Dear Mr. Akers:

The information provided below is intended to describe the project's compliance with the Town Code.

## **I. General Statement of Intent**

The vision for Tracts 4-A and 4-B, Davidson Commons East (the "Site") will be designed to be a compatible building that is respectful of the neighborhood and incorporates some of its best and predominant characteristics in innovative design solutions. The first floor will be designed as a workplace building with at least 65% glass on the facade to allow for the hotel and retail and restaurant uses.

## **II. Statement of Compliance**

### **A. Planning Ordinance**

The planning area assigned to this Site is Conditional Planning Area (original planning area was Lakeshore Planning Area), and currently allows commercial and residential uses. The approved conditional plan for this site contemplates three-story mixed-use buildings, including residential. The amendment to allow Hotel, Commercial Services, Restaurant and Retail (Primary and Secondary) is in accordance with the General Principles of the Davidson Planning Ordinance to encourage economic growth without jeopardizing our sense of community, establishment of a healthy commercial tax base and create an environment that fosters diversity. The proposed Conditional Planning Area amendment is in accordance with the intent of the nearby Lakeshore Planning Area because the hotel and its ancillary commercial, restaurant and retail uses will support corporate development as well as the residential community by allowing business contacts and clients to stay near local businesses, providing conference areas for use by local businesses and providing a place for visitors to stay near people who live within our community.

## **B. Small Area Plans**

1. **Griffith Street Corridor Plan:** The Griffith Street Corridor Plan, adopted by the Town in 2002, does not address the Site.
2. **Circles at 30 Small Area Plan:** The Circles at 30 Small Area Plan was not adopted by the Town, but is compatible with the proposal's commercial emphasis and retail component.

## **C. Planning Principles**

The *General Principles for Planning in Davidson* are as follows:

1. **Preserving Davidson's small-town status and preserving and enhancing Davidson's downtown:** One of the critical elements of preserving the small-town status of Davidson is retention of a vibrant downtown, Circles at 30, Jetton Street and Lakeshore areas and the addition of a property that will allow people to stay within walkable access to downtown, enhancing and providing further economic development to the downtown, Circles at 30, Jetton Street and Lakeshore areas.
2. **Growth must be sustainable:** The design of the building to allow for future hotel, restaurant and retail uses provides a sustainable future of growth for the property.
3. **Preservation of substantial amounts of open space:** In this urban setting, the use of the common spaces creates urban open spaces that enable pedestrian engagement and energizes otherwise passive areas in accordance with the goals of the DPO.
4. **Re-establishment of our historic diversity of people:** The creation of hotel space near the commercial, civic and corporate areas of our community provides an opportunity for different economic and generational sectors to have access to and to engage in the Davidson civic and business community.
5. **Development must proceed no faster than the Town can provide public facilities:** The conference spaces and restaurant activities contemplated in the hotel will provide public spaces that support development of businesses in Davidson.
6. **Architectural design and planning will be used to enhance the quality of life:** A portion of the building will be set back from Griffith Street to provide for an open space area between the street and the building. Applicant and staff plan to work together to create a design that will engage the pedestrian to energize the space between the building and the street.

#### **D. Mission Statement, Goals and Values**

The Mission Statement, Goals and Values focus on sustainability, diversity, pedestrian orientation and focus on Davidson's economic health as essential to its remaining a sustainable community. The Mission Statement directs that town government will judiciously encourage and guide the location of new business opportunities. The hotel at Davidson Commons East will embrace these elements, providing a pedestrian interface that will enhance the quality of life of the residents and community and bring economic benefits to local businesses by creating additional client and customer bases and conference spaces to support the needs of area companies. The establishment of the hotel at Davidson Commons East addresses the need for an additional hotel, as identified by the (formerly named) Catalyst study, without requiring the hotel to be located at the center of downtown. With its proximity to I-77 and to downtown, the proposed hotel at Davidson Commons East serves both the Circles at 30 community and the downtown and college communities.

#### **E. Board of Commissioners Goals 2015-2016**

The goals of the Board of Commissioners for 2015 - 2016 are: To ensure financial stability and responsible stewardship; encourage community building and engagement to build civic strength; promote economic viability and sustainability; and enhance the physical, mental and emotional well-being of our residents. The vision for the proposed plan amendment is to be a critical component of the financial health of Davidson by providing a supportive and attractive amenity to the community, the corporate taxpayers and the college, thus promoting the economic health of both downtown and Circles at 30 businesses.

#### **F. Comprehensive Plan**

The Board of Commissioners adopted the Davidson Comprehensive Plan on August 10, 2010. One of the primary goals is to encourage economic growth that supports local assets and policies. The proposed full-service hotel will provide an economic base to support local businesses within a walkable proximity to the downtown, Lakeshore, Jetton Street and the Circles at 30 areas. The Targeted Growth Plan designates this area as a Regional Commercial Center to offer development potential for larger development that may not be accommodated in the downtown and other nearby commercial areas. The location of a full-service hotel in at this location addresses the needs identified in the initial (formerly named) Catalyst study for a full-service hotel to accommodate corporate and college demands. The community concerns raised in response to the Catalyst proposal will be addressed by locating the hotel closer to I-77, but within walking distance of downtown. The visibility and proximity of the Exit 30 area to I-77 and waterfront will support the corporate users in the area, as well as the local community, thereby encouraging corporate location and providing opportunities for employment growth.



**G. Statement of Compliance – Davidson Economic Development Strategic Plan**

The proposed hotel at Davidson Commons East supports the existing and proposed commercial model for the Town because it provides an identified need of lodging to promote tourism for the Town, corporate taxpayers and the college community in a location that is easily accessible from I-77 and downtown.

**H. Environmental Inventory**

Please refer to environmental inventory plan by Geoscience.

**Additional Ordinances, Goals, Plans, Reports, or Studies:** The site plan has been modified over the last 12 months based on input/recommendations from the Town and it is our understanding that the current plan addresses the goals of the Town.

Please let us know if you have any questions.

Respectfully,  
**GEOSCIENCE GROUP, INC.**

A handwritten signature in blue ink that reads "Kevin S. Caldwell".

Kevin S. Caldwell, P.E.  
Senior Vice President