



Davidson Bay Master Plan Amendment

To: Davidson Board of Commissioners
From: Planning Director Jason Burdette and Economic Development Manager Kim Fleming
Date: March 12, 2019
Re: Davidson Bay Master Plan Amendment

1. OVERVIEW

APPLICANT INFO

Owner: Beaty Street Development, LLC (Dominic Liburdi)
Developer: Hopper Communities (Bart Hopper, Trey McDaniel, Clay McCullough)
Consultant: Cole, Jenest & Stone (Brian Jenest)
Location: Corner of Armour Street & Beaty Street; +/-4.8 acres; (Parcel ID: 00328269)
Planning Area: Lakeshore (vested)

BACKGROUND

Davidson Bay Phases I and II were approved in 2000, and 2007, with 82 and 198 units (minimum), respectively. Collectively, the development was approved for **280 units (minimum)**. The initial approval also included +/-8,000 sf for mixed/use retail and +/-43,200 for mixed use/commercial (total: +/-**51,200 sf**).

Over the years, the master plan has been amended several times to adjust unit counts and retail/commercial requirements. Section 14 of the Davidson Planning Ordinance (DPO) permits an administrative approval of a master plan amendment if proposed unit counts or non-residential density were below identified thresholds (i.e. an increase/decrease of more than 15 percent of the non-residential square footage; an increase/decrease of more than 10 percent of the residential units). Note: the original approval numbers for residential units and non-residential square footage are the basis number for which any proposed amendments must reference. This prevents incremental adjustments from circumventing the threshold limitations.

Any proposed master plan amendment that exceeds the administrative thresholds permitted by the DPO shall be considered “substantial” and must be reviewed and approved/denied by the board or agency which originally approved the plan. In this instance, the original approving body is the Davidson Board of Commissioners.

REQUEST

Hopper Communities requests to reduce the proposed unit count in Building Envelopes B+C and commercial density in Building Envelope A.

Per the development notes, Building Envelope B was approved as Senior Housing with 48-60 units (2007) and 60-80 units (2010). Building Envelope C was approved 13 townhomes or live/work (2007) and 18-24 apartments/townhouses with parking on lower level (2010).

Per the development notes, Building Envelope A was approved (2007) as a commercial mixed-use node but not limited to retail and office. A building height of three stories was permitted totaling +/-51,000 sf in two or more buildings. Upper floor residential was permitted and six units were planned. In 2010, a reduction in density to +/-38,000sf was approved for Building Envelope A, though the six residential units remained unchanged.

Hopper Communities' original proposal from January 2019 depicted **56 townhomes** and **+/-10,400sf** or retail/office (See exhibit). This reduction of residential units and retail/commercial square footage falls outside the administrative approval thresholds based upon original approval numbers: **280** residential units; **+/-51,200 sf** mixed use. The Board of Commissioners and staff provided feedback. Generally, most were comfortable with the reduction in residential units, but had questions regarding the reduction in commercial—specifically regarding losing potential commercial development and its long-term viability. There were additional questions about on-site affordable housing. Staff was directed to work with the developer and bring something back to a future work session.

Hopper Communities' revised March submittal includes **56 townhomes**, but it also increases the commercial square footage to **+/-20,400 sf** and includes **two quadplex (8 units)** buildings. There are also discussions underway between the developer, the affordable housing program manager, and Davidson Housing Coalition (DHC) about the quadplex potential contribution to affordable housing.

If approved, total unit count for Davidson Bay Phases I and II would be reduced from 280 proposed units to 245 units. Envelope B+C's unit count would be reduced from 78-102 units, to 64; Envelope A's would be reduced from six to zero. Commercial square footage in Envelope A would be reduced from the originally approved +/-51,200sf (and amended in 2010 to +/-44,000 sf) to +/-20,400 sf.

2. RELATED TOWN GOALS

- 2018-2019 Strategic Plan—
Land Use Strategy: The Town of Davidson will manage residential growth and reduce the scale of future development.

Economic Development Strategy: The Town of Davidson will use existing assets and manage growth to encourage an appropriate mix of residential and commercial development.

- Core Value: Davidson's economic health is essential to its remaining a sustainable community, so town government will judiciously encourage and guide the location of new business opportunities.

3. OPTIONS/PROS & CONS

Pros: The proposed master plan amendment would reduce the number of units at Davidson Bay. It could potentially reduce the amount of traffic (versus the entitled plan).

Cons: There is limited amount of land for commercial development. Mixed-use commercial/retail development at this site has been included in build-out forecasts.

4. FYI or RECOMMENDED ACTION

While this is an informational update, the applicant would like feedback and direction as to if the proposed master plan amendment would be viable.

5. NEXT STEPS

If the applicant receives positive feedback, they will begin the formal master plan amendment process. This will include a public input session, Planning Board review and comment, and decision by the Board of Commissioners.