

The **Town** *of*
Davidson

College Town. Lake Town. *Your Town.*

Avalon and Woodstock, GA Visit

Research Findings



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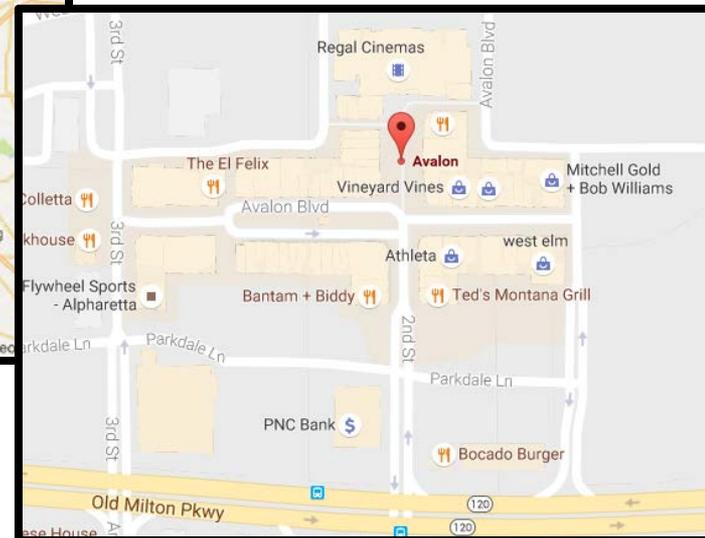
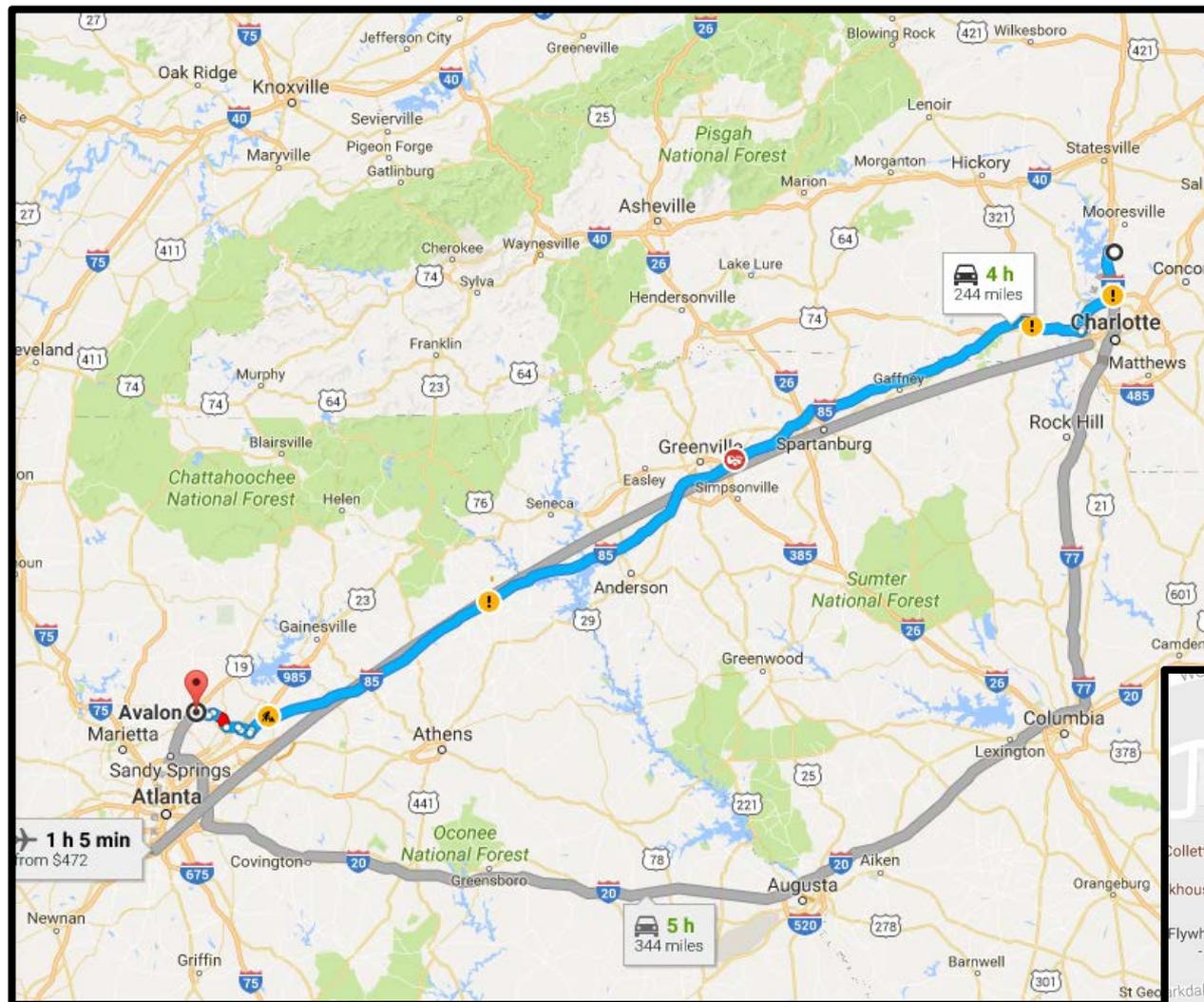
Avalon and Woodstock, GA Visit Research Findings
August 23, 2016

Purpose of Visit

- Get fresh insights into what to implement or not in Davidson
- Learn from other communities to see what has worked for them and what has not
- Method:
 - Select an innovative, progressive town/city that might be “ahead” of us
 - Tour town and their facilities
 - Listen to mayor, manager, staff
 - Match up with counterparts for in-depth learning/sharing



Where is Avalon?



What is Avalon?

- South Park meets Phillips Place meets Birkdale

A sustainably designed, 86-acre development in Alpharetta, GA, with: more than 500,000 square feet of retail, a 12-screen all premium theater, a full-service hotel (coming in Phase II), Class A office, single-family residences and luxury rental homes

It infuses resort-level hospitality throughout a walkable, seamlessly connected community of shopping, dining, entertainment, living and working. It's more than just another place to go, it's a place to be—a hub of local art and activity that delivers the luxury of the modern South.



“Green”



Outdoor “living room”



Benches with round tables attached



Restaurant with Roof Deck



Nice landscaping/green walls





Woodstock, GA: Quick Facts

- 11.3 square miles
- 30 miles north of Atlanta
- Population = 26,890 (2013)
- # households = 9,580
- Median resident age = 32.9 years
- Median household income = \$63,528
- Average price of single family home = \$202,200



Financial information

Woodstock

Levy: \$1,132,022,740

Tax rate: \$0.699/\$100

Property tax revenue:

\$7,915,103

General Fund: \$19,006,468

Unassigned fund balance:

\$2,922,687

Davidson

Levy: \$1,734,076,872

Tax rate: \$0.35/\$100

Property tax revenue:

\$6,052,275

General Fund: \$10,521,214

Unassigned fund balance:

\$5,819,821



What did we learn from Woodstock?

- 1 cent SPLOST (special-purpose local-option sales tax)
- Downtown area felt organic
 - 10-foot wide sidewalks/trails, sidewalks with brick/concrete, “living room,” five-story new construction condos with retail on first floor worked with the rest of downtown.
 - Food scene similar to ours
 - Municipal buildings all over town for a variety of uses – most of them walkable
- Strict design controls downtown, but highway area not regulated; form-based code only in certain sections of their town.

What did we learn from Woodstock?

FACILITIES:

- 55-person police department for 30,000+ population. One full-time person to handle accreditation, one person to schedule officers' off-duty employment, patrol in zones
- Fire Station: top-of-the line equipment, bikes for firefighters to reach people on trails, station well-designed
- Great amphitheater being built in town (on site of former town hall)
- Community Development building is a renovated elementary school
- New Parks & Recreation bus
- Over 14 miles of trails, with plans for 60 (100,000 users annually)
- 1/3 mile paved trail around green space with fitness stations & disc golf
- Downtown visitor's center

Downtown Woodstock



Five-story brick building



Parallel to Main Street



Parallel to Main Street



Outdoor “living room”



Amphitheater under construction



Amphitheater under construction



Fire Department's trailer



Fitness loop



Fitness loop



Concrete and brick sidewalk



Renovated school – lots of meeting space





Things learned that we would not implement:

- Avalon did not have the right “feel” for Davidson
- We would not accept an overwhelming debt burden

Things learned that we could implement:

- Maintain our form-based code throughout town (We're proud of how the Circles @ 30 area looks)
- Woodstock's Main Street narrowed by brick bump-outs
- Create sidewalks with concrete/bricks
- Food scene: Tap and truck concept
- Public art consignment (managed by arts organization)

Things learned that we could implement:

- Renovate old spaces to use for town facilities:
Could we partner with others in the community (Charlotte Mecklenburg Library System, CMS, etc.) to increase/share space, pool funding? Could Sloan House become a museum/visitor center?
- Staff appropriately to meet the needs of citizens, hire creative staff and move them into roles based on their skills and our needs
- Good landscaping makes a difference

