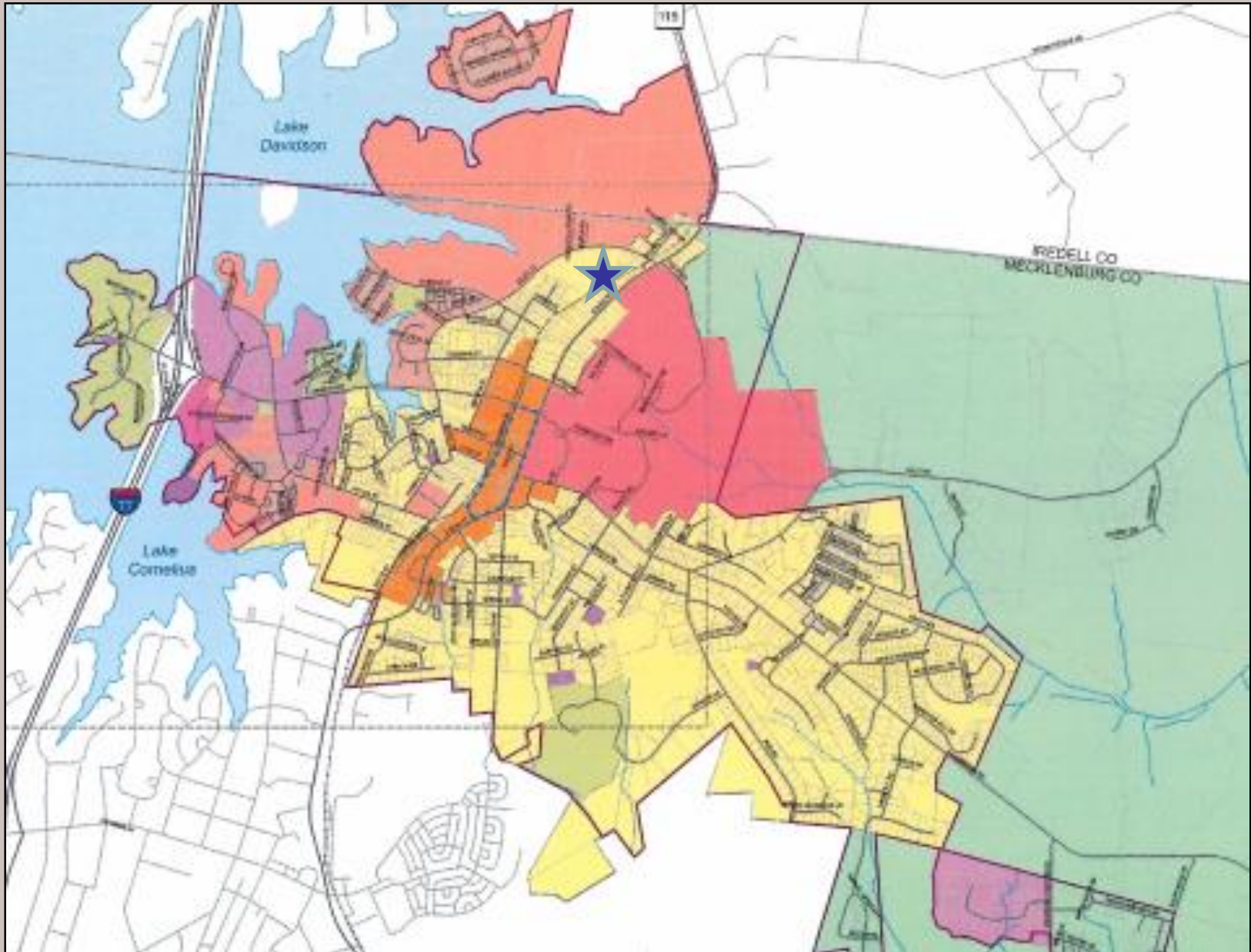


The **Town** *of*
Davidson

College Town. Lake Town. *Your Town.*

Beaty Street property



Beaty Street property



Beaty Street property history

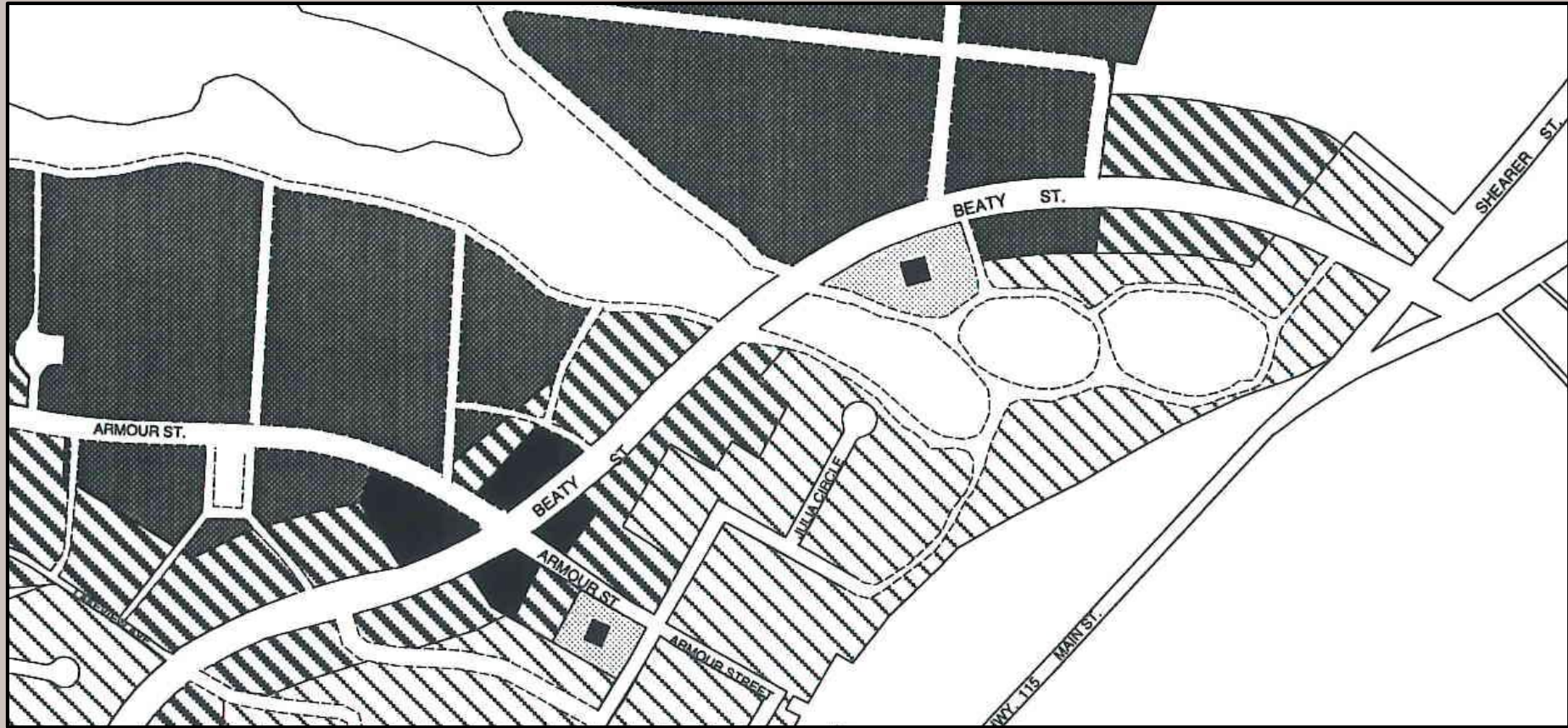
- 14 acres purchased from Clontz family in 1987. Additional adjoining four acres in 1988 and 1995.
- Purchased additional adjoining parcels (approx. one acre) in mid-2000s:
 - Fiji House – 832 Beaty Street
 - 825 Shearer Street house
- Request for Proposals to developers in 1996
 - No action taken



Beaty Street Plan 1996



Beaty Street Plan 1996



- Civic
- Commercial
- Workplace
- ▨ Neighborhood Center
- ▨ Neighborhood General
- Open

Eco-Industrial Plan 2009



Mixed-use

Mixed-use

New residential

Existing residential

North of Griffith Plan 2009



Station Area Plan 2012



Comprehensive Plan 2010

“Well designed public gathering spaces and park facilities should be constructed with priority given to the downtown followed by outlying neighborhoods and developments. Park designs should respond to resident needs, informed by community surveys and demographic analysis.”

“Identify significant natural open space in the downtown and Village Infill Planning Area.”



Comprehensive Plan 2010

Short-term Recommendations: “In keeping with the Targeted Growth Plan...the town should establish the downtown and village area (older surrounding neighborhoods) as the highest priority for infill, redevelopment, and mixed use. The town should develop an incentive package to encourage this type of growth over the next ten years.”

Ongoing Initiatives: “Accommodate generous densities for mixed use development near downtown and the transit station. Provide additional mixed use centers close to existing neighborhoods.”

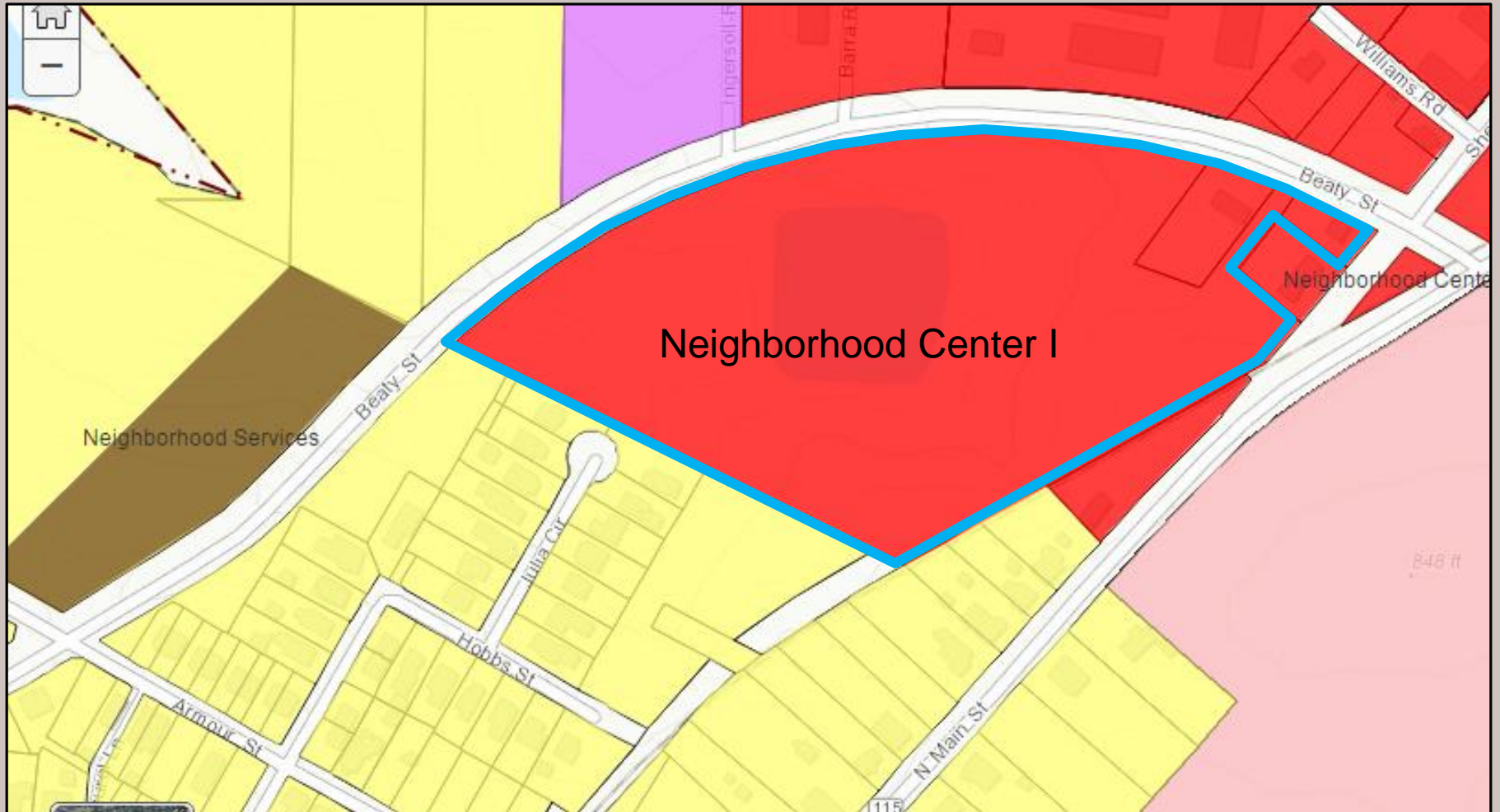


Comprehensive Plan 2010

“Recent plans for properties near the Iredell County border and NC115 recommend light industrial and other employment uses that follow ecologically-responsive development and management patterns. The concept also envisions high density residential development. The comprehensive plan suggests that these plans consider uses and building types that would not compete with downtown development.”



Beaty Street Property Zoning



Neighborhood Center I

“The Neighborhood Center I Planning Area is established to provide employment opportunities and commercial and retail services to our citizens and regional travelers along and near major thoroughfares.

Development is encouraged to be compact and provide off-road pedestrian and bicycle facilities. These commercial nodes will accommodate the high volume of regional traffic along the corridors.”



Neighborhood Center I

- Townhouse, Multi-family, Institutional, Workplace, and Storefront building types allowed
- Maximum height: three stories for townhouse and multi-family buildings, four stories for institutional, workplace, and storefront buildings
- 10% open space requirement



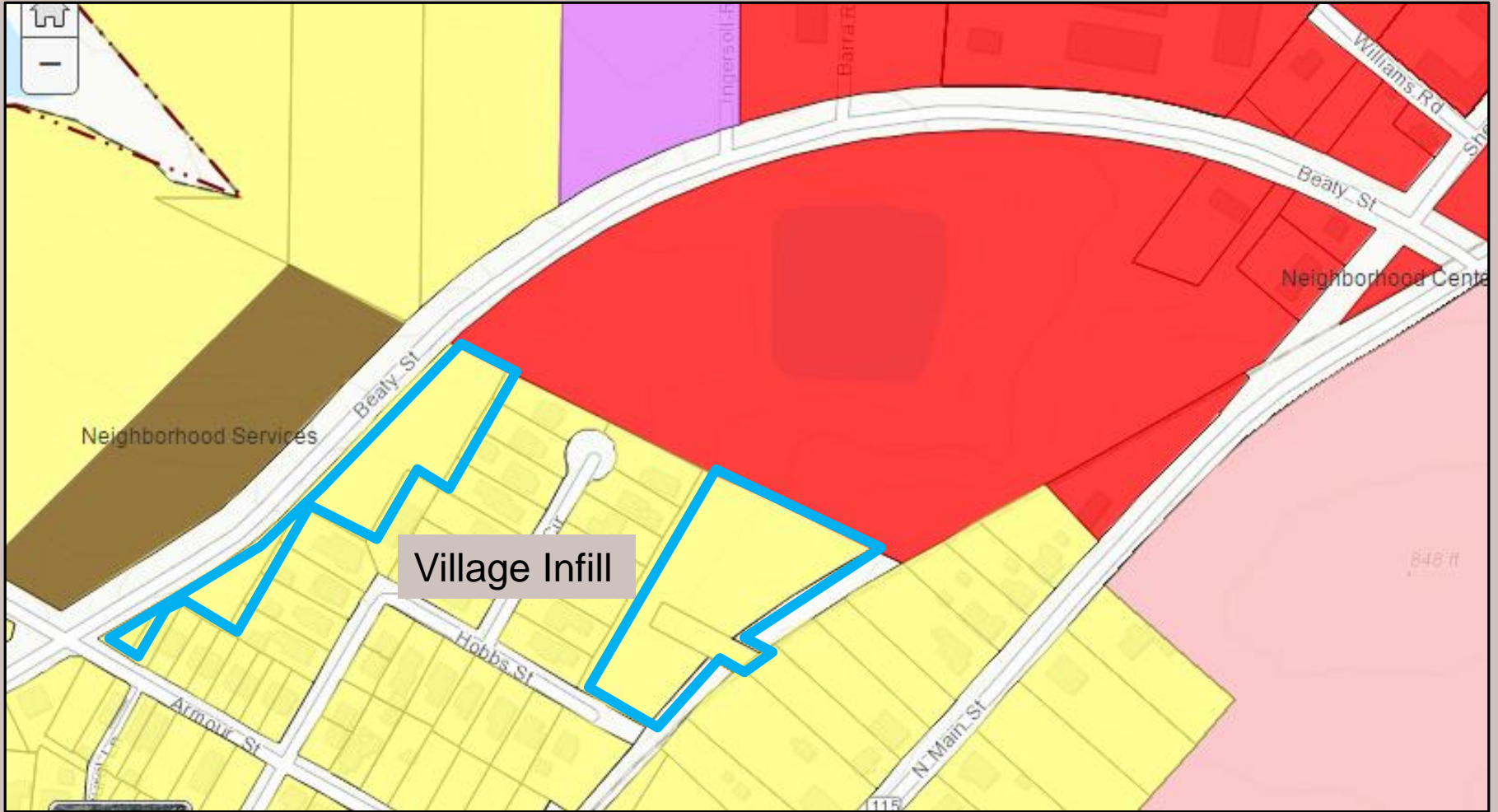
Neighborhood Center I

Permitted Uses:

- Residential (MF, TH)
- Commercial Services
- Hotel/Inn/Conference Center
- Micro-Brewery
- Professional Services
- Daycare center
- Fire, police stations
- Religious Institution
- Recreation facility – indoor and outdoor
- Retail – primary and secondary



Beaty Street Property Zoning



Village Infill

“The Village Infill Planning Area comprises Davidson’s traditional, residential neighborhoods and provides for infill development surrounding the historic town center. Streets, sidewalks and greenways in the Village Infill Planning Area must be interconnected. A range of housing types is encouraged. Small retail establishments are permitted on corner lots, with restrictions.”



Village Infill

- Max height 37'
- No open space requirement
- Permitted Uses:
 - Residential (SF, TH, MF)
 - Family Care Home
 - Outdoor recreation facility: tennis court, ball field, outdoor theatre, etc.
 - Police, fire, government services



Beaty Street RFP

Values:

- Walkability
- Mixed-used neighborhoods
- Diversity
- Sustainability
- Sense of community



Beaty Street RFP

- Request by board of commissioners to write and issue RFP
- First draft to board at May 24 work session
- Issued RFP on August 26 + manager's video
- HHNA meeting October 20



Beaty Street RFP Highlights

- Mixed-use commercial development preferred at northernmost corner.
- Residential to include a mix of housing types and price points.
- 12.5% affordable housing required. 1/2 of required units must be built on-site.



Beaty Street RFP Highlights

- Buildings will be reviewed by DRB, including townhomes and single-family prototypes.
- Proposal must include partial funding for improvements at Main and Beaty intersection.
- Minimum 20 – 25% of area to be parks/open space.
- Significant trees to be saved or mitigated.
- Must include multi-use path that will eventually connect to downtown.



RFP Process

- Received six proposals January 18, 2017
- Selection committee reviewed proposals, interviewed developers, voted on final selection on February 15
- February 27 BoC meeting: presentation of all plans and the recommendation of selection committee
- March 14 BoC meeting: Extended public comment period



Process moving forward

- April 11 BoC meeting: vote on developer
- April/May: Citizen input meeting
- Begin upset bid process per NCGS 160A-269
- 180 day due diligence period
- Negotiate purchase contract and land development agreement
- Master plan process, including public input



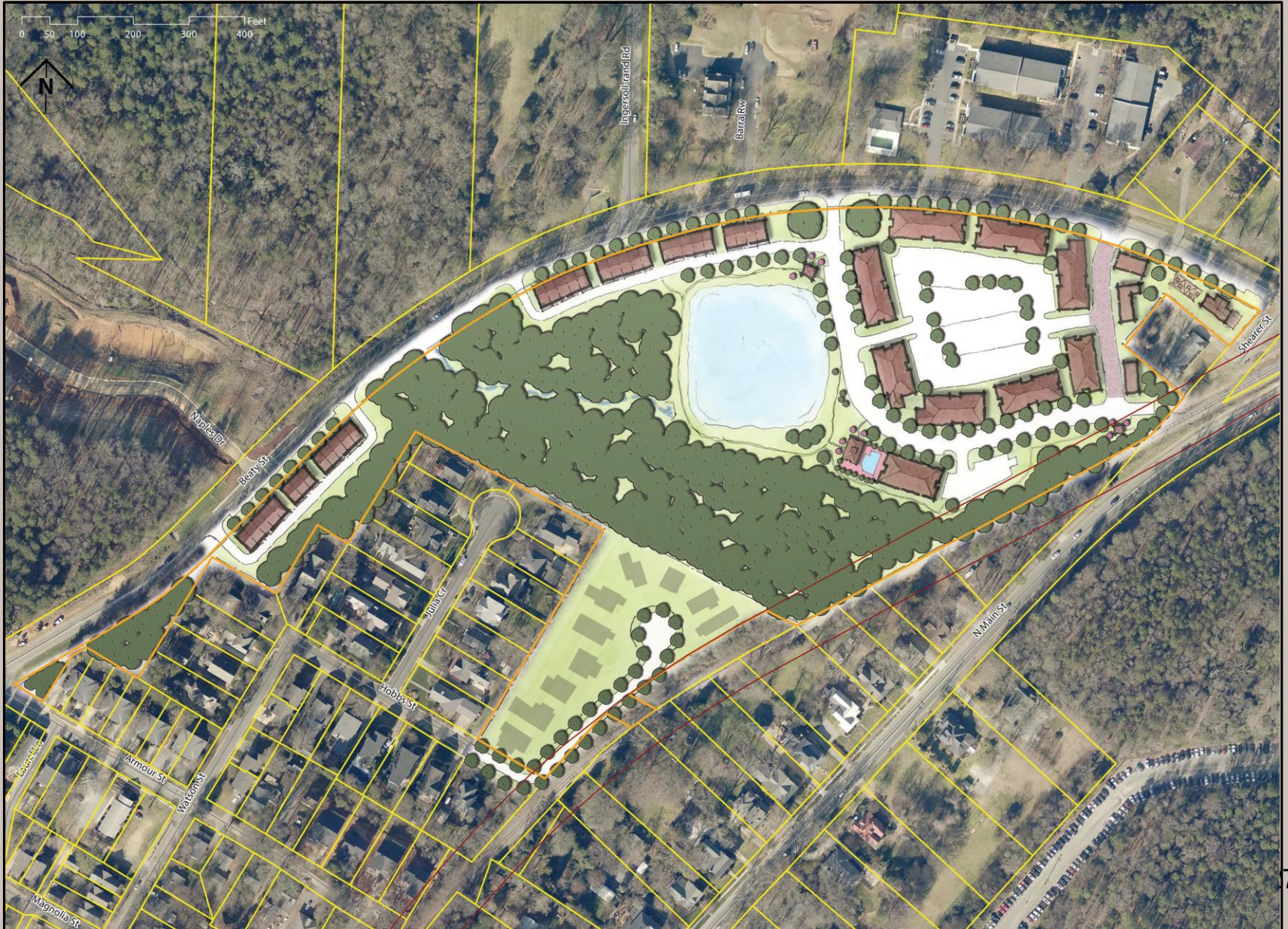
2016 Beaty Street RFP Responses



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Beaty Street RFP
Board of Commisisoners' meeting
February 27, 2017

Woodbury Development



Woodbury Development

- Multi-family: 240 rental
- Townhomes: 32 for sale
- Single-family: 10 for sale
- Total units: 282
- Affordable housing: 15% of rental units
- Commercial: 8,700 square feet total
 - 7,200 "maker space" + 1,500 retail
- Parks: 50% open space
- Transportation improvements: \$0



Woodbury Development

- Purchase price: \$450,000
- Schedule of payments:
 - \$150,000 when permits issued
 - \$150,000 12 months later
 - \$150,000 12 months later

Notes:

- Abatement of property taxes, not to exceed 2 years
- Tax revenue annually: \$188,847



Blue Heel



Blue Heel

- Multi-family: 2) 12-unit rental + 20 additional units if mixed-use building is 3 stories
- Townhomes: 51 for sale • Single-family: 17 for sale
- Total units: 104 - 124
- Affordable: 12 rental units, town participates in funding
- Commercial:
 - 27,000 square feet in mixed-use building
 - 30,000 square foot church
- Parks: 5 acres (pocket & town park)



Blue Heel

- Transportation improvements: \$550,000
- Purchase price: \$1,800,000
- Payment Schedule:
 - Deposit: 5% of bid price, remainder unknown

Notes:

- 1 mile pedestrian infrastructure
- Two alternatives for affordable housing
- Church open to discussing p.i.l. of taxes
- Tax revenue annually: \$214,128



CRG Residential



CRG Residential

- Multi-family: 12) 20 unit rental, 1) 70 unit rental
- Total units: 310
- Affordable housing: possibly off-site, north of town property
- Commercial: 11,500 square feet in 70-unit building
- Parks: Neighborhood green, beach, and buffers



CRG Residential

- Transportation improvements: \$550,000
- Purchase price: \$2,700,000
- Payment schedule: Unknown
- Notes:
 - No mix of bldg types, affordable off-site
 - Hwy 115 as road frontage may not meet ordinance requirements
- Tax revenue annually: \$179,838



Laurel Street



Laurel Street

- Multi-family: 9) 12-unit rental, 6) 4-unit rental
- Single-family: 18 for sale
- Total units: 150
- Affordable housing: 20% of total number of units for those making 80% or less AMI
- Commercial: reserved space
- Parks: Special Use park, neighborhood mini-park, 50% impervious



Laurel Street

- Transportation improvements: \$550,000
- Purchase price: \$250,000
- Payment schedule: \$250,000 at closing
- Tax revenue annually: \$109,538



Selection Committee

Committee members:

- Two neighborhood representatives
- One representative from Livability Board, Planning Board, and Design Review Board
- Two commissioners

January 31: Met to discuss six proposals and short-list developers

February 7: Interviewed two developers



Selection Committee

February 15: Voted on one developer to recommend to Board of Commissioners:

- Davidson Development Partners
Luminous Proposal

Vote: Four Luminous, one Blue Heel, with both neighborhood representatives abstaining



Davidson Development Partners – Luminous proposal

We want to hear from you:

- 1) www.townofdavidson.org/BeautyStRFP
- 2) BeautyStRFP@townofdavidson.org
- 3) Comment cards
- 4) Public Comment Period on March 14
meeting at 6:00 p.m.

Luminous



Painted Crosswalk
Pond with Improved Perimeter, Piers & other Structures
Multi-Use Paths in Publicly Accessible Park
Specimen Trees Preserved

Painted Crosswalk
Potential Future Development Pattern
On Street Parking & Bike Lane

Village Infill

Neighborhood Center I

On Street Parking & Bike Lane

Fire Department Access

Intersection Improvements in Conjunction With Davidson

Villas with Alleys

Lots Fronting a Green

Village Infill

Sidewalk Connected to Hobbs Street

Road Connected to Hobbs Street

N Main Street

Luminous

- Multi-family: 132 condos
- Single-family: 11 for sale
- Total units: 164
- Affordable housing: 21 townhomes for sale
- Commercial:
 - 100 room hotel
 - 28,000 commercial
 - Davidson Learns space



Luminous

- Parks: 6.5 ac park/60% open space
- Transportation improvements: \$550,000
- Purchase price: \$1,650,000
- Payment Schedule:
 - Deposit: \$82,500
 - At closing: \$1,567,500
 - Commencement of intersection improvements: \$550,000
- Tax revenue annually: \$344,128

