DAVIDSON RISING: A SMALL TOWN GROWS UP
PRESENTATION OVERVIEW

DISCUSSION TOPICS

1. Introduction:
   - Why Plan?
   - Current Trends
2. Davidson Planning:
   - Planning Principles
   - Plans & Ordinances
3. Development Projects
   - West to East
4. Future Projects
   - Catalyst Study
   - Rural Area Plan
5. Questions/Discussion
WHY PLAN?
HERE'S ANOTHER ONE FROM OUR CROSS-COUNTRY DRIVING TRIP... I BELIEVE THIS IS OKLAHOMA... NO WAIT—ARKANSAS!... OR MAYBE GEORGIA... PERHAPS VIRGINIA?... OHIO?... ACTUALLY, THIS MIGHT BE FROM... BEFORE WE LEFT...
CURRENT TRAJECTORIES
<table>
<thead>
<tr>
<th></th>
<th>1990</th>
<th>2000</th>
<th>2010 (est)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cornelius</strong></td>
<td>2,581</td>
<td>11,969</td>
<td>25,000</td>
</tr>
<tr>
<td><strong>Growth Rate</strong></td>
<td>364%</td>
<td>109%</td>
<td></td>
</tr>
<tr>
<td><strong>Davidson</strong></td>
<td>4,046</td>
<td>7,139</td>
<td>10,500</td>
</tr>
<tr>
<td><strong>Growth Rate</strong></td>
<td>76%</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td><strong>Huntersville</strong></td>
<td>3,014</td>
<td>24,960</td>
<td>45,000</td>
</tr>
<tr>
<td><strong>Growth Rate</strong></td>
<td>728%</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td><strong>Mooresville</strong></td>
<td>9,317</td>
<td>18,823</td>
<td>30,000</td>
</tr>
<tr>
<td><strong>Growth Rate</strong></td>
<td>102%</td>
<td>59%</td>
<td></td>
</tr>
</tbody>
</table>
TRENDS VS. TRAJECTORIES
The US population will grow by 31% between 2010 and 2040.

2010: 308,745,538 people
2040: ~406,000,000 people

Source: Arthur Nelson, NRDC Switchboard 1/30/14
4.3m
Americans turning 65 each year by the year 2025. (Up from 1.5 M in 2000)
>80% of growth will be households without children

Why?
Baby boomers are empty nesters.
People are living longer.
Millenials aren’t having children yet.

+40%
More than 40 percent of growth in households will be single person households.

Source: Arthur Nelson, NRDC Switchboard 1/30/14
Households with children: 48% in 1960, 28% in 2025
14% percentage increase in Davidson’s median age from 2000 (31.3) to 2010 (35.7)
Demand for large-lot homes will decline below 2011 levels.

50% Attached homes

50% Small lot homes

Source: Smart Growth America, *Building Better Budgets*, 2013
1/3 of municipal budgets are affected by where/how to build

Source: Smart Growth America, *Building Better Budgets*, 2013
conventional suburban developments

Smart-growth developments
1/3 less infrastructure costs

Source: Smart Growth America, *Building Better Budgets*, 2013
conventional suburban developments

Smart-growth development
10x more tax revenue per acre

Source: Smart Growth America, *Building Better Budgets*, 2013
PLANNING PRINCIPLES

DAVIDSON PLANNING ORDINANCE PREFACE

1. We must preserve Davidson’s character and sense of community.
2. We must preserve and enhance Davidson’s unique downtown.
3. We must encourage alternative means of active transportation.
4. We must use our scarce land resources wisely.
5. We must create an environment that fosters diversity.
6. We must manage growth so the town can provide public facilities and services apace with development.
7. We must enhance our quality of life through architecture and design.

Davidson is a livable and walkable community because we chose to rigorously manage growth and to require excellent design. To preserve our high quality of life as the town grows, and to ensure a sustainable future for generations, we must apply these planning principles fairly and comprehensively.
THE GENERAL PLAN

EARLY 1990’s

Town-Wide Meetings:

- What did we like about Davidson?
- What would we do differently as we grow, if we had the chance?
- What did we want to avoid as we grow?

Affirmed Common Values:

- Historic Main Street, Village Green, & Shops
- Davidson College
- Canopy Cover/Big Trees
- Sense of Community
- Diversity
- Narrow Streets, Sidewalks, & Front Porches
- Connectivity
- Commercial and Industrial Tax Base
- Rural, Open Spaces
## DAVIDSON LAND PLAN

### IV. URBAN REGULATIONS

<table>
<thead>
<tr>
<th>Building Placement/Parking/Vehicular Access</th>
<th>Entrace/ Pedestrian Access to Building</th>
<th>Permitted Height</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Diagram of building placement" /></td>
<td><img src="image2.png" alt="Diagram of pedestrian access" /></td>
<td><img src="image3.png" alt="Diagram of permitted height" /></td>
</tr>
</tbody>
</table>

### STOREFRONT BUILDING

- **Permitted Height**

  - Building height shall be measured as the vertical distance from the highest finished grade, relative to the street, to the roof height of a flat roof. For pitched roofs, the height of the parapet wall may vary depending upon the need to screen mechanical equipment.

- **Permitted Uses**

  - Residential
  - Non-residential
  - 2nd Floor

### DAVIDSON LAND PLAN CODE

- **Permitted uses are indicated above.**

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**Description:**

The storefront building is a small scale structure which can accommodate a variety of uses. The structure is typically a maximum of 15,000 square feet. A group of storefront buildings can be combined to form a mixed-use neighborhood center. Individual storefront buildings can be used to provide some commercial services, such as a convenient food store, in close proximity to homes. Davidson’s Main Street provides a good example of a neighborhood center of storefronts and the Village Market Calle at Southern Village, Chapel Hill, NC., serves as a good single building example.

**Photo:** Neighborhood Center, Seaside, FL.

**Special Conditions:**

1. The intention of buildings in all locations must be to relate the principal facade to the sidewalk and public space of the street.
2. Drive-thru customer service is permitted only at the rear of building. Drive-thru facilities are prohibited in the Village Center.
3. Corners: Setback at street corners will generally replicate frontage conditions.
4. Front and side setbacks vary depending upon site conditions. Setbacks should be used in a manner which affords pedestrian activity. Easements or plazas within building setback areas can act as focal points for pedestrians.
CONVENTIONAL DEVELOPMENT

- ‘Single Use’ Development
- Lack of Connectivity
- Reliance on Few, Large Roads

SMART GROWTH DEVELOPMENT

- Mixed-Use Development
- Compact/Walkable Nodes
- Variety of Lot Sizes
- Network of Streets/Options
PLANNING ORDINANCE

2001

Form-Based Code: Character-based; not use-based.

Land Uses and Spatial Relationships: Zoning & Subdivision Ordinances

- Encourage density to support business
- No minimum lot size
- No minimum or maximum density
- Flexible street design standards

Vertical Design & Mixed Uses: Design Standards and Review

- Emphasis on compatible design
- Range of building types permitted
- Minimum building height
- Architectural review required
PLANNING ORDINANCE

2001

CONSERVATION
- Greenways
- Conservation Land
- Parks

RURAL
- Rural Residential
- Agricultural Uses

VILLAGE TRANSITION
- Mostly Residential
- Transition from Rural
- Min. Lot Width 45’
- Bldg. Ht. 1-2 Stories

VILLAGE GENERAL
- Mainly Residential
- Heights 1-2.5 stories
- Lots no larger then 50’

VILLAGE CENTER
- Mixed-Use/Activity Ctr.
  - Retail, Offices, Res.
- Heights 2-4 stories
2010

**Framework:** Themes; Goals & Recommendations; Targeted Growth Areas

**Livability Themes:** Organizing Elements
- Create Diverse Business & Job Opportunities
- Support Safe & Vibrant Public Spaces & Neighborhoods
- Promote Cultural, Socioeconomic, & Age Diversity
- Encourage Committed Civic Involvement & Responsibility
- Provide Sustainable & Healthy Choices for Transportation, Food, & Energy Use
- Enable Faithful Stewardship of the Natural & Historic Resources
- Continue to Provide Effective & Efficient Public Services
- Maintain Quality Design & Sound Planning Principles

**Targeted Growth Areas:** Phased Development Pattern
- Primary Growth Targets
- Secondary Growth Targets
- Sub-Areas, the Growth Reserve, & the Rural Area
TARGETED GROWTH AREAS

The Davidson Comprehensive Plan describes the vision for future development by the Targeted Growth Plan. The Targeted Growth Plan is based on criteria for development set by the Livability Themes and the plan’s goals and recommendations.

Davidson’s zoning jurisdiction is divided into three growth reserve areas: the Village Area, Smart Suburban, and the Rural Area.

Within each growth reserve, primary and secondary targets for future development are identified, as well as areas for land conservation and farming.

The primary and secondary growth targets are described as one of four types: Village Center (Downtown Davidson, a large civic and mixed-use center), Regional Commercial Centers (highly visible and accessible mixed-use centers), Employment Centers (office, industrial, or service job centers), or Neighborhood Service Centers (small residential-support retail uses). Actual target locations and land uses may change based on current trends, but all will be designed as walkable, mixed-use settings.
PLANNING ORDINANCE

2015

Regulatory Framework: Prescriptive Standards & Processes

Administration & Governance: Land-Use Development
- Buildings
- Streets
- Parks

Form-Based: Organized by Planning Areas, Bldg. Forms
- Emphasizes Character of Public Spaces
- List Sites & Building Design Criteria
- Minimal Density Regulation

Living Document: Subject to Measured Change
- Evolution of Planning Principles, Best Practices
- State Legislation: Senate Bill 25 (Aesthetics)
SMALL AREA PLANS

ONGOING

Purposes:

- Provide Specific Guidance for Sub-Areas
- Tailor Standards to Context
- Responsive to Market Conditions
- Provide Guidance to Decision-Makers, Staff

Examples:

- Circles @ 30: Envision/Direct Growth in West Davidson
- Station Area Plan: Plan for Transit Alternatives, Identify Key Redevelopment Sites
- Rural Area Plan: Develop Standards for Future Conservation & Growth
GREAT PLANS PROMOTE QUALITY GROWTH

THAT...

- RESPONDS TO THE CHANGING MARKET
- MORE EFFICIENTLY USES GOVERNMENT RESOURCES
- Creates longer-term VALUE
- PROMOTES A HEALTHY LIFESTYLE
DEVELOPMENT PROJECTS
CIRCLES AT 30
CIRCLES AT 30
MOONEY’S CORNER
SEMI-PUBLIC SPACES
GARAGE APTS.
FUTURE PLANS & PROJECTS
CATALYST STUDY

RATIONALE

- **Respond to demand** for retail, office and residential space in Davidson:
  - 120,000 SF retail growth in CBD by 2019;
  - 100,000 SF office in Davidson in next five years;
  - 565 new multi-family residential units in Davidson by 2017.
- Build a long-term **parking solution**: Add 100 public parking spaces.
- **Generate revenue** on downtown’s most valuable land through public/private partnership.
- **Connect and extend** the downtown commercial corridor (Main St. to South Main).
- **Increase open/public space** from 0.5 to 1.5 ac.
- Permanent space/facility for **Farmer’s Market**.
- **Explore** addition of performing arts, **cultural facilities**.
- Meet need for **additional Town Hall/PD/FD space**.
RURAL AREA PLAN

MAY 2016

CULTIVATING CONSERVATION & QUALITY GROWTH
45% of Davidson’s jurisdiction is zoned as Rural Planning Area (RPA)
**DEVELOPMENT DATA**

<table>
<thead>
<tr>
<th>Category</th>
<th>Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area Appropriate for Development</td>
<td>+/- 2,500</td>
</tr>
<tr>
<td>Developed area</td>
<td>+/- 1,460</td>
</tr>
<tr>
<td>(58% of developable area)</td>
<td></td>
</tr>
<tr>
<td>Preserved area</td>
<td>+/- 1,040</td>
</tr>
<tr>
<td>(42% of developable area)</td>
<td></td>
</tr>
</tbody>
</table>
QUESTIONS/DISCUSSION