

General Statement of Intent

The vision for Potts Street Residential is an imaginative design for a multifamily and townhome community that incorporates innovative design solutions to create a pedestrian – oriented development with shared spaces, connections and features that create a true community concept within and as a part of Davidson.

Statement of Compliance

I. Planning Ordinance

The planning area assigned to this Property is Village Infill, which allows residential uses. The height of the buildings will not exceed three stories. The setbacks, open space, tree save area and design meet the requirements of the Ordinance.

II. Small Area Plans

Potts – Sloan – Beaty Street Corridor Land Use Plan

The Potts – Sloan – Beaty Street Corridor Land Use Plan was initiated by the Town to study ways to alleviate traffic congestion along streets, especially Main Street (Hwy 115) by allocating and distributing traffic on an alternate north/south corridor. The plan was adopted by the Board of Commissioners in May 2007.

- The objectives of the Potts-Sloan-Beaty Street Corridor Land Use Plan include the establishment of a green and safe pedestrian/bike – friendly traffic calmed environment, sustainable design and engineering and linking to contiguous neighborhoods and commercial districts while maintaining a benefit to the economic development of the Town.
- The Potts – Sloan – Beaty Street Corridor Land Use Plan notes that residential uses are permitted in areas along Potts south of Eden and Gamble Streets and the proposed use for this property will be residential, with ancillary uses, such as a community space and related uses and lake access.
- The addition of residential units will provide consumers and customers for downtown and South Main businesses within a walkable proximity and thus will promote economic development in the downtown and South Main areas.

- The design and engineering of the site are compatible with the objectives of the Potts – Sloan – Beaty Street Corridor Land Use Plan.

- The approved zoning for the property allows the apartment and townhome building types and the residential uses and related community uses shown on the Master Plan. The community open spaces within the neighborhood include a dog park and open space community area, as well as a structure for activities that complement the community space.

- For safety and connectivity, sidewalks will be installed along streets as shown on the Master Plan, as will street trees in accordance with the objectives of the Potts – Sloan – Beaty Street Corridor Land Use Plan.

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 area and the addition of a residential property within walkable access to downtown will enhance the downtown businesses and further economic development of the downtown area.
2. Growth must be sustainable: The design of the community to allow pedestrian connectivity and community spaces provides a sustainable future for the property.
3. Preservation of substantial amounts of open space: In this setting, the use of the common spaces creates urban open spaces that will complement the South Main community development.
4. Re-establishment of our historic diversity of people: The creation of a rentable product near the downtown area provides an opportunity for different economic and generational sectors to live and work in and near Davidson.
5. Development must proceed no faster than the Town can provide public facilities: The demand on schools from the apartment sector is much lower than the demand from single-family homes and would therefore provide economic health without the drain on school facilities.
6. Architectural design and planning will be used to enhance the quality of life: The pedestrian relationship of the building to the street, along with the urban open spaces provided within the project will enhance the quality of life of the residents.

Mission Statement, Goals and Values

The Mission Statement, Goals and Values focus on sustainability, diversity, pedestrian orientation and focus on an environment that encourages opportunities, services and infrastructure that allow people of all means to live and work in Davidson. The master plan is designed to embrace these elements. The pedestrian interface will enhance the quality of life of the residents and community. The opportunity for people of various income levels to live close to the Village Center and Village Edge Planning Areas is also afforded by the proposed master plan. Pedestrian safety and connectivity is promoted through the design of the site and building.

Statement of Compliance – Board of Commissioners Goals

The goals of the Board of Commissioners 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 master planned neighborhood is to be a critical component of the financial health of the downtown and South Main areas by providing an immediate sector of residents who will increase demand for businesses and services in Davidson, thus promoting the economic health of downtown and South Main businesses, and who will engage in civic and other activities within the Davidson community.

Comprehensive Plan

The Board of Commissioners adopted the Davidson Comprehensive Plan on August 10, 2010. One of the primary goals is to promote economic development in the downtown area. This master planned neighborhood within a walkable proximity to downtown and South Main will promote economic development in Davidson and energize the downtown and South Main areas. The development will also address connectivity by creating an alternate route to and from the Lake Norman YMCA and providing pedestrian connections through the site.

Statement of Compliance – Davidson Economic Development Strategic Plan

The master plan supports the existing and proposed residential model for the Town because it provides the critical factor for businesses and services in the downtown area: customers, consumers and demand.

Environmental Inventory

Please refer to environmental inventory plan by ColeJenest & Stone.