



TOWN OF DAVIDSON
BOARD OF COMMISSIONERS WORK SESSION
Town Hall Board Room – 216 S. Main Street
Tuesday, September 13, 2022 at 6:00 p.m.

I. CALL TO ORDER

II. ANNOUNCEMENTS/PROCLAMATIONS

- a. [Constitution Week – September 17 – 23](#)
- b. [National Preparedness Month](#)

III. CHANGES/ADOPTION OF THE AGENDA

IV. PRESENTATION

- a. **Charlotte Mecklenburg Schools North Learning Community Update**
Dr. Tangela Williams, Community Superintendent
[Presentation - CMS Update Davidson Town Hall 09.13.2022](#)

V. BUSINESS ITEMS

- a. **Consider Approval of Ordinance 2022-08 to Amend the Davidson Planning Ordinance (DPO) to Clarify How Traffic Calming Contributions Shall be Spent and Consistency Statement**

Jason Burdette, Planning Director

Summary: The listed changes are being undertaken to clarify where traffic calming contributions received should be spent. Currently, development projects that do not meet the stated Davidson Planning Ordinance thresholds for Transportation Impact Analysis (TIA) have the option to make a contribution to the implementation of the Connectivity and Traffic Calming Plan (2003) in lieu of full TIA analysis. This plan was included in the development of the Davidson Mobility Plan (2019) and should no longer be referenced in the DPO. Additionally, the Board of Commissioners has more recently supported the inclusion of Vision Zero efforts into town policies.

Action/Proposed Motion: Motion to adopt Ordinance 2022-08: An Ordinance to Amend the Davidson Planning Ordinance (DPO) to Clarify How Traffic Calming Contributions Shall be Spent and Consistency Statement.

[Agenda Memo - Traffic Calming Contributions 09.13.2022](#)

[Presentation - Traffic Calming Contributions 09.13.2022](#)

[Attachment - DRAFT Ordinance 2022-08 09.13.2022](#)

[Attachment - BOC Draft Consistency Statement](#)
[Attachment - PB Consistency Statement \(Signed\)](#)

b. Consider Approval of Ordinance 2022-09 Davidson Condos Conditional Map Amendment and Consistency Statement

Trey Akers, Senior Planner

Summary: The developer, Jake Palillo, proposes six residential units in a single, three-story building with parking beneath the building. The parcel lies in the Lakeshore Planning Area, which requires a minimum 5% open space on-site and preservation of the lake shoreline for public use. The proposal includes certain provisions that do not meet the Davidson Planning Ordinance (DPO). Therefore, the project followed the Conditional Map Amendment process (i.e., rezoning), which required a Public Input Session and a recommendation by the Planning Board and now requires approval by the Davidson Board of Commissioners. It is also following the Individual Building process, requiring review and approval by the Design Review Board.

An application was accepted by the Town of Davidson in October 2021. Both Mecklenburg County and Town of Davidson staff have performed two technical reviews of the project, which broadly meets each jurisdiction's applicable requirements. The developer initially pursued a Conditional Map Amendment request due to the proposed building location, which did not meet the front setback requirements. The need for additional conditions became apparent through the technical review process and then expanded to include stakeholder feedback.

Action/Proposed Motion: Motion to adopt Ordinance 2022-09 Davidson Condos Conditional Map Amendment and Consistency Statement.

[Agenda Memo - Davidson Condos Conditional Map Amendment Decision 09.13.2022](#)
[Presentation - Davidson Condos Decision 09.13.2022](#)

[Applicant Presentation - Davidson Condos 09.13.2022](#)

[Attachment - DRAFT Ordinance 2022-09 - Davidson Condos Conditional Map Amendment](#)

[Attachment - Davidson Condos Consistency Statement 09.13.2022](#)

[Attachment - Davidson Condos Staff Analysis 09.13.2022](#)

[Attachment - Davidson Condos Conditions Annotated 09.13.2022](#)

c. Consider Approval of West Branch (Fisher Farm) Stream Restoration Easement Leslie Willis, Parks and Recreation Director

Summary: Mecklenburg County is requesting from the Town of Davidson, an easement of 8.4 acres along the West Branch Rocky River to complete a stream restoration which will improve the flow of water increasing water quality and wildlife. The updated project was discussed with the town board at the August 23 board meeting. A permanent easement and a temporary construction easement are requested by the county.

Action/Proposed Motion: Motion to approve the granting of a permanent easement and

temporary construction easement along the West Branch Rocky River in Fisher Farm to Mecklenburg County for the restoration and improvements of the West Branch Rocky River.

[Agenda Memo - Stream Restoration of the West Branch 09.13.22](#)

[Presentation - Stream Restoration Motion 09.13.2022](#)

[Attachment - Town of Davidson - Meck. Co. - SWE \(Fisher Road\) REV Final 08.30.2022](#)

[Attachment - Easement Exhibit _FISHER FARM ESMT AREA - PERMANENT](#)

d. Historic Preservation Plan Update

Lindsay Laird, Senior Planner

Summary: The historic preservation plan process began in Spring 2021 to fulfill action 2.4.1 of the Davidson Comprehensive Plan. A Steering Committee was formed to help guide the process. Public outreach to date has included a citizen survey that was available for six weeks in April/May 2021, stakeholder interviews, focus group meetings on specific topics (neighborhood preservation, downtown, rural area preservation, Historic Preservation Commission (HPC) processes, and storytelling), and periodic advisory board meetings with the Planning Board and HPC.

Action: This item is for discussion to update commissioners on draft chapters 4, 5, & 7 and solicit feedback to inform further revisions to the plan.

[Agenda Memo - Historic Preservation Plan Update 09.13.2022](#)

[Presentation - Historic Preservation Plan Ch 4, 5, & 7](#)

[Attachment - Historic Preservation Plan Ch 4,5,7](#)

e. Consider Approval of Resolution 2022-13 to Accept the Town of Davidson Affordable Housing Needs Assessment and Charge for the Housing and Equity Board

Eugene Bradley, Housing and Equity Director

Summary: The Town of Davidson's 2020 Comprehensive Plan included a goal area focused on affordable housing. The goal included such work as fostering a diversity of housing options, promoting permanent affordable housing infrastructure, supporting existing minority and low-income households, engaging with the community, and more.

The 2022-23 Town of Davidson Strategic Plan includes a priority strategy to prioritize and implement recommendations from the affordable housing plan.

Based on feedback from the community and from elected officials, staff is proposing to change the name from "plan" to "needs assessment" (NA). The adjustments will be in line with 2017 Housing Needs Assessment and allow the town to evaluate and update changes every five to six years. This will give the town information to adjust the goals of the program accordingly. The board is asked to approve a resolution that accepts the Needs Assessment, the adjusted title, document updates, and charges the Housing and Equity Board to develop the implementation strategy.

Action/Proposed Motion: Motion to approve Resolution 2022-13 to Accept the Town of Davidson Affordable Housing Needs Assessment and Charge for the Housing and Equity

Board.

[Agenda Memo - Affordable Housing Needs Assessment and Housing and Equity Board Charge 09.13.2022](#)

[Attachment - Version 1 DRAFT R2022-13 Accept Housing Needs Assessment and Charge to HEB 09.13.2022](#)

[Attachment - Version 2 DRAFT R2022-13 Accept Housing Needs Assessment and Charge to HEB 09.13.2022](#)

[Attachment - Clean DRAFT Davidson Affordable Housing Needs Assessment - 09.13.2022](#)

[Attachment - Track Changes Davidson Affordable Housing Needs Assessment 09.13.2022](#)

[Updated Track Changes - Davidson Affordable Housing Needs Assessment 09.13.2022](#)

[Updated CLEAN - DRAFT Davidson Affordable Housing Needs Assessment - 09.13.2022](#)

f. 2022-2023 Strategic Plan Quarterly Update

Austin Nantz, Assistant Town Manager

Summary: The board of commissioners and town staff met in March to develop the strategic plan and the draft plan was approved at the April 12 meeting. The 2022-2023 Strategic Plan highlights the board's top priorities in seven goal areas:

- A Well-Planned and Livable Community
- Historic Preservation
- Connecting People and Places
- Affordable Living, Equity, and Inclusion
- Sustainability and Natural Assets
- Economic Development
- Operational Excellence

The discussion will include an update from staff on the progress made since April to support these initiatives.

Action: This item is for discussion only.

[Agenda Memo - 2022-2023 Strategic Plan Update 09.13.2022](#)

[Presentation - 2022-2023 Strategic Plan Update 09.13.2022](#)

VI SUMMARIZE MEETING ACTION ITEMS - Town Manager will summarize items where the board has requested action items for staff.

VII. ADJOURN



PROCLAMATION Constitution Week

WHEREAS, September 17, 2022, marks the two hundred and thirty-fifth anniversary of the drafting of the Constitution of the United States of America by the Constitutional Convention; and

WHEREAS, it is fitting and proper to accord official recognition to this magnificent document and its memorable anniversary; and to the patriotic celebrations which will commemorate the occasion; and

WHEREAS, Public Law 915 guarantees the issuing of a proclamation each year by the President of the United States of America designating September 17 through 23 as Constitution Week,

NOW, THEREFORE, I, Rusty Knox, Mayor of Davidson, do hereby proclaim September 17 through September 23, 2022 as “**CONSTITUTION WEEK**” and ask our citizens to reaffirm the ideals of the Framers of the constitution had in 1787 by vigilantly protecting the freedoms guaranteed to us through this guardian of our liberties, remembering that lost rights may never be regained.

Proclaimed this the 9th day of September 2022.

Rusty Knox, Mayor



PROCLAMATION

National Preparedness Month

WHEREAS, National Preparedness Month is an observance each September to raise awareness about the importance of preparing for disasters and emergencies that could happen at any time; and

WHEREAS, Many towns and counties throughout North Carolina have been affected by a variety of emergencies, including mudslides, wildfires, flooding, earthquakes, and the COVID-19 pandemic; and

WHEREAS, The peak period of hurricane season is historically mid-August through October, and September 10 marks the peak of hurricane season; and

WHEREAS, The 2022 theme of National Preparedness Month is “A Lasting Legacy. The life you have built is worth protecting. Prepare for disasters to create a lasting legacy for you and your family”; and

WHEREAS, The Town of Davidson Board of Commissioners, Staff, and Emergency Personnel desires that every household, property owner, and business in the Town of Davidson be prepared for possible emergencies.

NOW, THEREFORE, I, Rusty Knox, Mayor of Davidson, do hereby proclaim ***September 2022 as Preparedness Month*** in the Town of Davidson and encourage all citizens to provide for “A Lasting Legacy” to their loved ones by developing an emergency plan, building an emergency kit, and communicating their emergency plan to all members of their household and/or workplace.

Proclaimed this the 9th day of September 2022.

Rusty Knox, Mayor

CMS Update

September 13, 2022

Tangela Williams, Ed.D.
Superintendent
North Learning Community
Charlotte-Mecklenburg Schools

CMS District Updates

- **Learning Community Organization**
 - 9 Learning Communities
 - North Learning Community: North Meck, Hopewell, Hough, Meranas Middle College
 - Direct support to schools
- **CMS Goals and Guardrails**
 - 3rd Grade Reading
 - High School Math I
 - High School Endorsements
 - EVAAS Growth
- **School Safety**
 - Security Screeners
 - Phase 3 (End of Sept / Early October)
- **Student Population**
 - Enrollment Trends
 - Long Term Relief Proposal

Davidson K8 Composite Proficiencies 2019 to 2022

	Reading	Math	Science	Overall
2019 GLP	79.0	83.8	89.9	82.5
2021 GLP	74.7	72.2	78	73.9
2022 GLP	76.3	80.7	90.1	80.2
2019 CCR	66.8	66.8	86.2	69.3
2021 CCR	56.2	54.4	61.4	55.9
2022 CCR	56.1	66.0	84.1	64.3

Hough High Composite Proficiencies 2019 to 2022

	Eng II	Math I	Math III	Biology	Overall
2019 GLP	78.4	66.4		77.3	74.6
2021 GLP	80.4	47.2	61.8	63.76	66.0
2022 GLP	82.9	58.1	71.0	76.0	74.1
2019 CCR	70.0	33.2		69.9	59.7
2021 CCR	59.7	12.8	40.8	56.8	47.2
2022 CCR	62.7	23.2	50.8	69.0	55.7

EVAAS Growth Data

HOUGH HIGH		DAVIDSON K8	
2018-19 Growth	MET	2018-19 Growth	MET
2018-19 SPG	B	2018-19 SPG	B
2021-22 Growth	Exceeded	2021-22 Growth	MET
2021-22 SPG	A	2021-22 SPG	B

North Learning Community Contacts

Tangela Williams, Ed.D.

Superintendent

ty.williams@cms.k12.nc.us

Laura Rosenbach, Ed.D.

Executive Director

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Abbie Butler

Executive Secretary

abbie.butler@cms.k12.nc.us

North Learning Community

4421 Stuart Andrew Blvd.

Suite 605

Charlotte, NC 28217

980-343-0011



AGENDA MEMO

To: Davidson Board of Commissioners
From: Jason Burdette, Planning Director
Date: September 13, 2022

Re: Consider Approval of Ordinance 2022-08: An Ordinance to Amend the Davidson Planning Ordinance (DPO) to Clarify How Traffic Calming Contributions Shall be Spent and Consistency Statement

OVERVIEW

Attached is a memo outlining the proposed text changes to the Town of Davidson Planning Ordinance (DPO). The listed changes are being undertaken to clarify where traffic calming contributions received should be spent. Currently, development projects that do not meet the stated DPO thresholds for TIA (Transportation Impact Analysis) have the option to make a contribution to the implementation of the Connectivity and Traffic Calming Plan (2003) in lieu of full TIA analysis. This plan was included in the development of the Davidson Mobility Plan (2019) and should no longer be referenced in the DPO. Additionally, the Board of Commissioners has more recently supported the inclusion of Vision Zero efforts into town policies.

The text amendment proposes to change the dated plan reference to the Davidson Mobility Plan and Vision Zero efforts.

REQUESTED ACTION

Action/Proposed Motion: Motion to approve Ordinance 2022-08: An Ordinance to Amend the Davidson Planning Ordinance (DPO) to Clarify How Traffic Calming Contributions Shall be Spent and Consistency Statement.

RELATED TOWN GOALS

Strategic Plan Alignment

A Well-Planned and Livable Community – Create well-planned, dynamic community places with connected progressions between them.

Connecting People and Places – Expand, improve, and diversify the town's transportation network to provide residents and visitors with safe, convenient, accessible, reliable, and efficient multi-modal travel choices to connect people across the community.

Operational Excellence – Provide efficient and high-quality public services and facilities through thoughtful and proactive planning, reasonable stewardship of town resources and a professional and committed workforce.

Core Values

Open communication is essential to an engaged citizenry, so town government will seek and provide accurate, timely information and promote public discussion of important issues.

Citizens entrust town government with the stewardship of public funds, so government will provide high quality services at a reasonable cost.

Citizens need to move easily throughout the town and region, so government will provide a variety of options, such as sidewalks, bike paths, greenways, connected streets, and transit.

Planning Board Recommendation

At their August 29, 2022 meeting, the Planning Board unanimously (8-0) recommended approval of the proposed text amendments.

OPTIONS/PROS & CONS

Options: N/A

Pros: Updating this DPO reference will allow the town to spend contributions received more directly based upon the current Davidson Mobility Plan and Vision Zero efforts

Cons: Without updating the DPO, it will be more difficult to spend contributions received based upon an outdated plan.

NEXT STEPS

Per DPO Section 14, a public hearing is required for any amendments to the DPO. The public hearing was advertised according to DPO and NCGS 160D requirements and was held August 9, 2022.

The Planning Board is also required to make a formal recommendation prior to action by the Board of Commissioners did so at their August 29, 2022 meeting.

The Board of Commissioners may take action at their September meeting.

All proposed text amendments followed DPO Section 14.19.3 regarding process for amending the DPO and applicable state statutes.

1. **BOC Public Hearing:** August 9, 2022
2. **Planning Board:** Recommended unanimously (8-0).
3. **BOC Action:** Adopt Ordinance 2022-08 and Consistency Statement, effective September 13, 2022.

Staff Recommendation

Staff recommends adoption of these text amendments to clarify where traffic calming contributions received should be spent. The text amendments bring the DPO up to date with the appropriate plan references.

Ordinance 2022-08:

An Ordinance to Amend the Davidson Planning Ordinance (DPO) to Clarify How Traffic Calming Contributions Received Shall Be Spent



Jason Burdette
Planning Director
Board of Commissioners
September 13, 2022

Proposed Motion:

Motion to approve Ordinance 2022-08: An Ordinance to Amend the Davidson Planning Ordinance (DPO) to Clarify How Traffic Calming Contributions Shall be Spent and Consistency Statement





Ordinance 2022-08

An Ordinance to Amend the Davidson Planning Ordinance (DPO) to Clarify How Traffic Calming Contributions Received Shall Be Spent

1. TEXT AMENDMENTS

TEXT CHANGES – PROPOSED AMENDMENTS

The following is a list of the proposed text changes to the Town of Davidson Planning Ordinance (DPO). The listed changes are being undertaken to clarify where traffic calming contributions received should be spent. Currently, development projects that do not meet the stated DPO thresholds for TIA (Transportation Impact Analysis) have the option to make a contribution to the implementation of the Connectivity and Traffic Calming Plan (2003) in lieu of full TIA analysis. This plan was included in the development of the Davidson Mobility Plan (2019) and should no longer be referenced in the DPO. Additionally, the Board of Commissioners has more recently supported the inclusion of Vision Zero efforts into town policies. The text amendment proposes to change the dated plan reference to the Davidson Mobility Plan and Vision Zero efforts.

PROPOSED TEXT CHANGES													
PAGE	SECTION	TITLE	ISSUE	PROPOSED ACTION									
SECTION 15 – VIOLATONS AND PENALTIES													
6-27	6.10.1.C	ALTERNATIVES TO TIA	This section states that contributions received shall be used towards the implementation of the Connectivity and Traffic Calming Plan (2003).	Remove the reference to the dated plan. Update with Mobility Plan and Vision Zero references.									
		<p>Revised Text:</p> <p>If the proposed development schematic design produces between one and 50 lots and/ or between one and 50 dwelling units, and/or a new commercial structure of less than 10,000 square feet, the developer shall choose one of the following:</p> <ol style="list-style-type: none"> 1. A Transportation Impact Analysis as described in this section; or 2. A contribution to the implementation of the Connectivity and Traffic Calming Plan Davidson Mobility Plan and/or the town's Vision Zero efforts. The contribution will directly correlate with the number of proposed units/ lots/square footage/daily trips. All developments will pay the same price for dwelling units in each range. <p>A. For example, if a development is 21 units, then you would pay \$500 for 20 units and \$400 for the next 1 unit making the total contribution \$10,400 for a 21-unit development.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Dwelling Units (du)</th> <th style="text-align: center;">Fee</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">< 20 du</td> <td style="text-align: center;">\$ 500</td> </tr> <tr> <td style="text-align: center;">21 - 40 du</td> <td style="text-align: center;">\$ 400</td> </tr> <tr> <td style="text-align: center;">41 - 50 du</td> <td style="text-align: center;">\$300</td> </tr> </tbody> </table> <p>New commercial developments less than 10,000 square feet and/or expansions of existing structures shall pay \$1 per additional/new conditioned square footage towards the implementation of the Connectivity and Traffic Calming Plan Davidson Mobility Plan and/or the town's Vision Zero efforts.</p>				Dwelling Units (du)	Fee	< 20 du	\$ 500	21 - 40 du	\$ 400	41 - 50 du	\$300
Dwelling Units (du)	Fee												
< 20 du	\$ 500												
21 - 40 du	\$ 400												
41 - 50 du	\$300												

2. PUBLIC PLANS AND POLICIES

The proposed text changes are consistent with the existing policy and ordinance frameworks adopted by the town. All changes relate to compliance to implementation of the Mobility Plan and/or the town's Vision Zero efforts.

All proposed changes meet the requirements set forth in Davidson Planning Ordinance 1.5.1 Implementation of Adopted Plans & Policies: "Any amendments to, or actions pursuant to, this ordinance should be consistent with these adopted plans and policies, as amended."

Adopted on the 13th day of September 2022.

Attest:

Elizabeth K. Shores
Town Clerk

Rusty Knox
Mayor

DRAFT

TOWN OF DAVIDSON BOARD OF COMMISSIONERS – CONSISTENCY STATEMENT

Ordinance 2022-08: An Ordinance to Amend the Davidson Planning Ordinance (DPO) to Clarify How Traffic Calming Contributions Shall be Spent

I. SUMMARY OF ACTION / CONSISTENCY STATEMENT

Description of Action: The Board of Commissioners hereby adopts this statement of consistency pursuant to N.C.G.S § 160D-604(d).

- Motion: XXXX
- Second: XXXX
- Vote: X-X

II. PROPOSAL / REQUEST

This text amendment proposes to amend the Davidson Planning Ordinance (DPO) to clarify how traffic calming contributions shall be spent. Specifically, the text amendment proposes to change the dated plan reference to the Davidson Mobility Plan and Vision Zero efforts.

III. SUMMARY OF PETITION / PROPOSAL

The listed changes are being undertaken to clarify where traffic calming contributions received should be spent. Currently, development projects that do not meet the stated DPO thresholds for TIA (Transportation Impact Analysis) have the option to make a contribution to the implementation of the Connectivity and Traffic Calming Plan (2003) in lieu of full TIA analysis. This plan was included in the development of the Davidson Mobility Plan (2019) and should no longer be referenced in the DPO. Additionally, the Board of Commissioners has more recently supported the inclusion of Vision Zero efforts into town policies.

The text amendment proposes to change the dated plan reference to the Davidson Mobility Plan and Vision Zero efforts. The amendment is consistent with the following Comprehensive Plan and Mobility Plan aims:

SUMMARY OF PLAN/POLICY ALIGNMENT	
Areas of Consistency	Areas of Inconsistency
<ul style="list-style-type: none">▪ Comp. Plan, General Planning Principles, Mobility: <u>We must provide a safe and efficient transportation network for all users by supporting active transportation, transit, and new mobility options.</u>▪ Comp. Plan, Policy 3.1.4: Promote Traffic Calming Measures: <u>Promote traffic calming measures on streets that experience unsafe vehicle speeds. Consider traffic calming tools in the Street Design Toolbox.</u>▪ Mobility Plan, Guiding Principles, Street & Vehicular Mobility: <u>Promote traffic calming to reduce speeding in residential areas.</u>	<ul style="list-style-type: none">▪ Not Applicable – There are no areas of inconsistency with the proposed amendment.

IV. SIGNATURE

Adopted this 13th day of September 2022.

Signature/Date
Rusty Knox, Mayor
Town of Davidson

DRAFT

TOWN OF DAVIDSON PLANNING BOARD – CONSISTENCY STATEMENT
TEXT AMENDMENT: TRAFFIC CALMING PLAN

I. SUMMARY OF ACTION / CONSISTENCY STATEMENT

Description of Action: The Planning Board hereby adopts this statement of consistency pursuant to N.C.G.S § 160D-604(d).

- Motion: Kate Barr
- Second: John Swope

Vote: 8-0

II. PROPOSAL / REQUEST

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IV. SIGNATURE

Adopted this 29th day of August 2022.

Shawn Copeland 8/30/22

Signature/Date
Shawn Copeland, Chair
Town of Davidson



AGENDA MEMO

To: Davidson Board of Commissioners

From: Trey Akers, Senior Planner, Planning Dept.

Date: September 13, 2022

Re: Consider Approval of Davidson Condos Conditional Map Amendment and Consistency Statement

OVERVIEW

The developer, Jake Palillo, proposes six residential units in a single, three-story building with parking beneath the building. The parcel lies in the Lakeshore Planning Area, which requires a minimum 5% open space on-site and preservation of the lake shoreline for public use. The proposal includes certain provisions that do not meet the Davidson Planning Ordinance (DPO). Therefore, the project followed the Conditional Map Amendment process (i.e., rezoning), which required a Public Input Session and a recommendation by the Planning Board and now requires approval by the Davidson Board of Commissioners. It is also following the Individual Building process, requiring review and approval by the Design Review Board.

An application was accepted by the Town of Davidson in October 2021. Both Mecklenburg County and Town of Davidson staff have performed two technical reviews of the project, which broadly meets each jurisdiction's applicable requirements. The developer initially pursued a Conditional Map Amendment request due to the proposed building location, which did not meet the front setback requirements. The need for additional conditions became apparent through the technical review process and then expanded to include stakeholder feedback.

STAKEHOLDER FEEDBACK

Since the Board of Commissioners discussed the project on February 8, 2022, the Planning Board, Design Review Board, and Public Input Session participants offered feedback on the plans at various meetings from February – April 2022. Detailed feedback from each of these groups/events is included in the Staff Analysis. A copy of the full Public Input Session Report is available on the [project website](#).

Commissioners held a Public Hearing on the proposal at their June 28, 2022 meeting. In late July the Planning Board reviewed the proposal and recommended approval of the project and conditions as described in the Staff Analysis.

PROJECT DETAILS, CONDITIONS, & ADDITIONAL TOPICS

This information has been updated to include only information pertinent to this evening's discussion. It reflects the outcomes of stakeholder, staff, and commissioner feedback from previous reviews and discussions. See the attached Staff Analysis or the Annotated Conditions documents for more specific information.

- **Overview:** The proposed six-unit, three-story building comprises +/- 20,000 square feet and sits on 0.881 acres. The oddly shaped parcel requires access from Southwest Dr. via an easement which is recorded in the adjoining parcel's covenants (Windjammer Condominium Declaration, 4.9). The parcel includes lakefront area and, per DPO 2.2.6.E, new development along the lake must retain 100 percent of the lake shoreline public use. The project does not intend to provide public access to the lakeshore or a park component.
- **Non-Compliant Features/Omissions:**
 - Front Setback: Exceeds the maximum permitted by the DPO.
 - Parking: Location of parking lot, surface materials, number of spaces proposed, lack of sidewalks, and garage screening do not meet DPO requirements.
 - Waste Services Storage: The location (front of building) and screening (height) do not meet DPO requirements.
 - Pedestrian Access: Lack of entryway facing a fronting street does not meet DPO requirements.
 - Open Space: Lack of publicly-accessible lakeshore, park, open space and supporting amenities do not meet requirements.
- **Built-Upon Area (BUA):** The latest plan exceeds the allowed 24 percent maximum BUA requirement by 425 square feet. The project team identified three options for reducing BUA to meet requirements, including reducing the building size, removing a visitor parking space, and/or use of alternative parking surface materials (i.e., wood decking). Staff recommends the most straightforward compliance pathway: Option 2. It reduces the building size by 1.5 feet and utilizes code-compliant permeable pavers in the parking/drive aisle area.
- **Economic Development:** The proposed building envelope reductions mentioned above do not impact this assessment, which is averaged across the entire parcel acreage based on the number of proposed units.
- **Site Access/Mobility:** The latest plan restores pedestrian access from the fronting street to the building entrance via an ADA-accessible boardwalk.
- **Sustainability:** The developer agrees to all lighting, universal design, and landscaping improvements along with the rainwater mitigation payment-in-lieu due to the project's post-construction impacts.

- **Open Space:** To acknowledge the omission of public access, park, and open space features as required by the ordinance, the conditions include a payment-in-lieu option for the various features of a publicly-accessible lakefront that are not included in the project (Item 7). The developer does not agree to the condition as written, proposing a reduced payment-in-lieu amount in 7a (reducing the fee from \$109,961.66 to \$75,122.66) and striking 7b concerning future access.

OPTIONS/PROS & CONS

Options: Building/site options are explained in the Staff Analysis as well as the Overview section above.

Pros: The project is anticipated to provide a revenue-positive development with the potential to make significant mobility improvements connecting the Davidson Landing area to I-77. Additionally, payment-in-lieu/conditions for housing, open space, rainwater management, and mobility offer broader community benefits while the universal design, landscaping, lighting, and electric vehicle charging stations offer site-specific benefits that advance Strategic Plan and Comprehensive Plan, and Mobility Plan goals. Some view the architecture as a welcome update to the area while others do not.

Cons: Continuing, some view the architecture as incompatible with the area, specifically, and Davidson as a whole; however public focus on this aspect of the project has subsided in recent months. The lack of public access to the lakefront and accompanying amenities are missed opportunities to set a new paradigm consistent with recent planning/development patterns in an area that pre-dates the existing conditions around the project site.

REQUESTED ACTION + RECOMMENDATION

The purpose of tonight's discussion is to finalize the conditions and make a decision concerning the project approval. Staff recommends approval of the project subject to the following:

1. *Parking surface materials meet Davidson Planning Ordinance and Mecklenburg County Land Development Standards Manual requirements.*
2. *Revised plans and calculations illustrate that the BUA limit remains under the required 24% threshold (i.e., Option 2 building envelope reduction by 1.5').*
3. *The developer agrees to all project conditions. This includes the full payment-in-lieu amount proposed in Item 7a Open Space/Payment-in-Lieu; it does not include agreement with Item 7b Access Easement/Future Connection.*

NEXT STEPS

If approved by the Board of Commissioners, the project still requires technical review/approval of the site design by Town of Davidson and Mecklenburg County staff as well as approval of the building design by the Design Review Board. If not approved by the Board of Commissioners, the project must wait one year before resubmitting or change the plan to address the Board's reasons for denial (DPO 14.5.7.1).

Davidson Condos Decision

Proposed Conditional Map Amendment



**Trey Akers, Sr. Planner
Davidson Condos
Commissioner Decision
September 13, 2022**

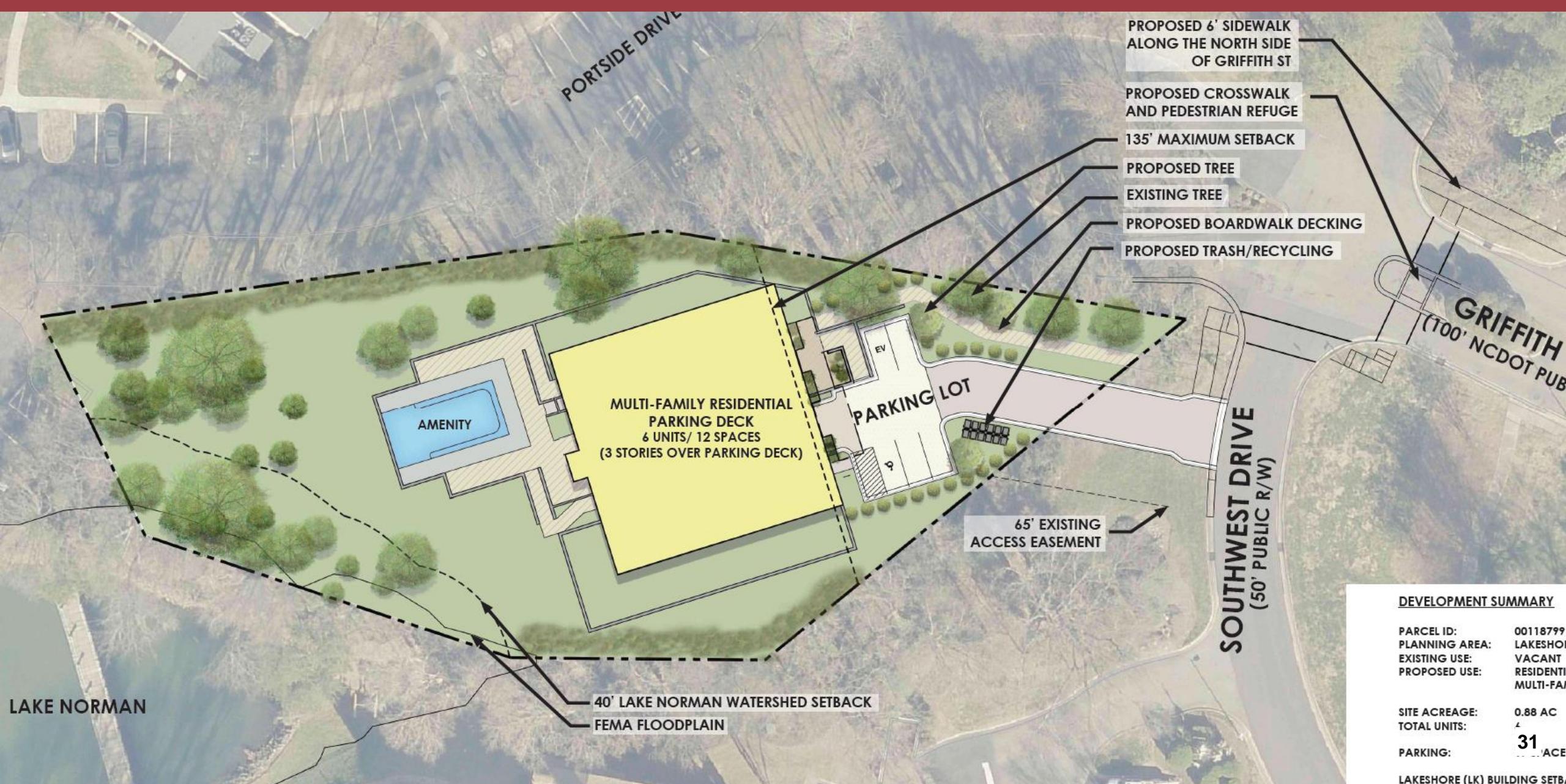
OVERVIEW

- **Project Information:**
 - » Developer: Jake Palillo
 - » Proposal: 6-Unit Residential Building (20,000 square feet), Parking Underneath, Three Stories
- **Site Data:**
 - » Size: 0.881 Acres
 - » Zoning: Lakeshore Planning Area
 - » Open Space: Minimum 5%
 - » Lakeshore: 100% Retained for Public Use (DPO 2.2.6.E)
 - » Access: Via Southwest Dr. (Recorded Easement)
- **Process:**
 - » Conditional Map Amendment: Public Input Session, Public Hearing, Planning Board Recommendation. *Iterative Process.*
 - » Individual Building: Design Review Board Approval

CONTEXT



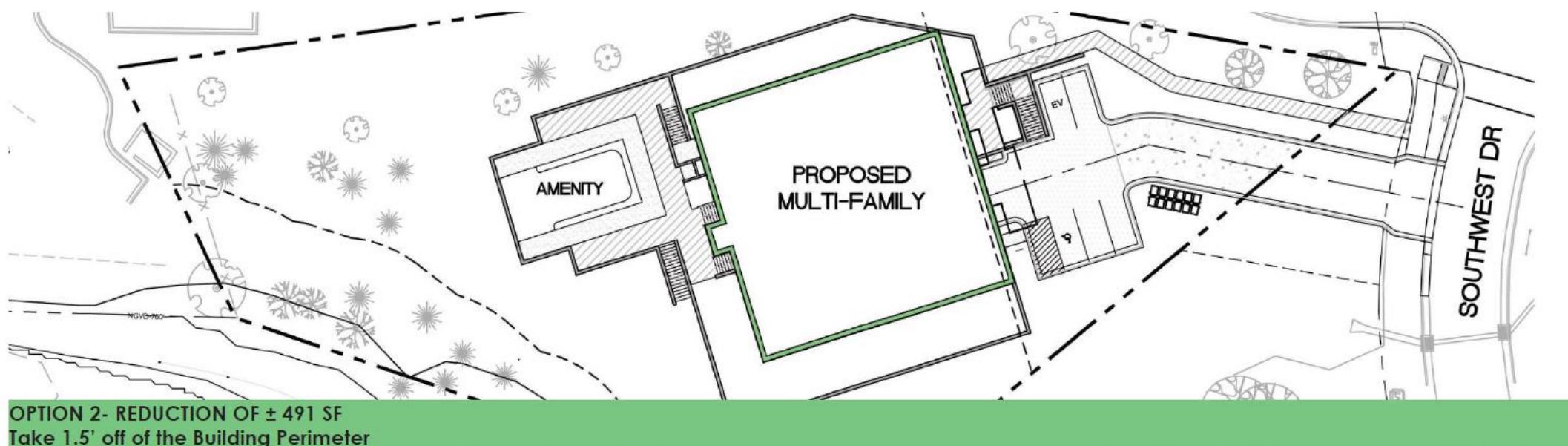
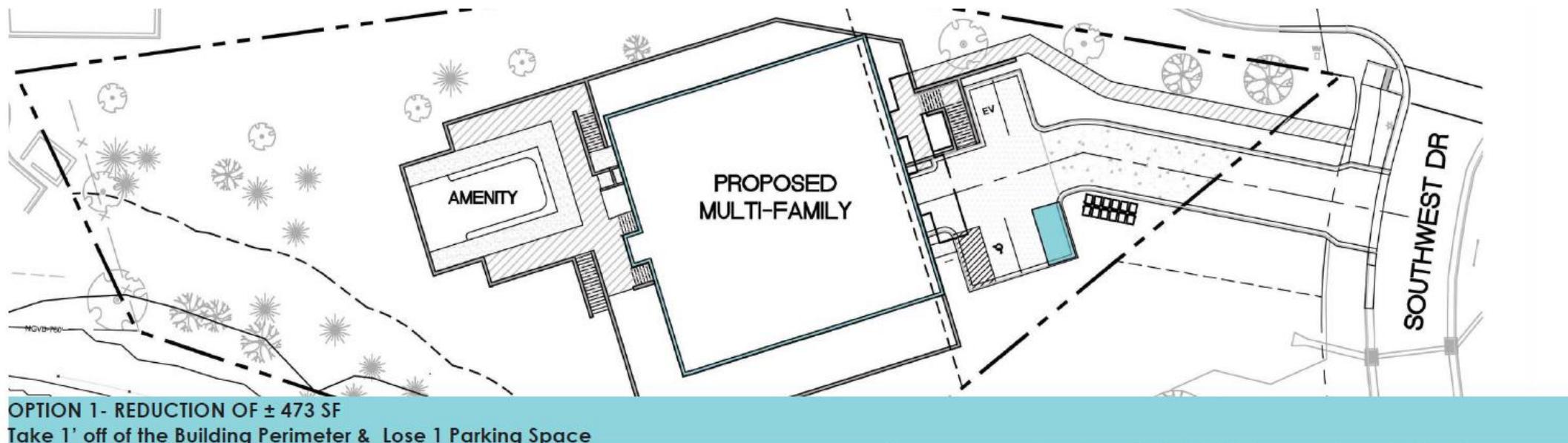
PLAN



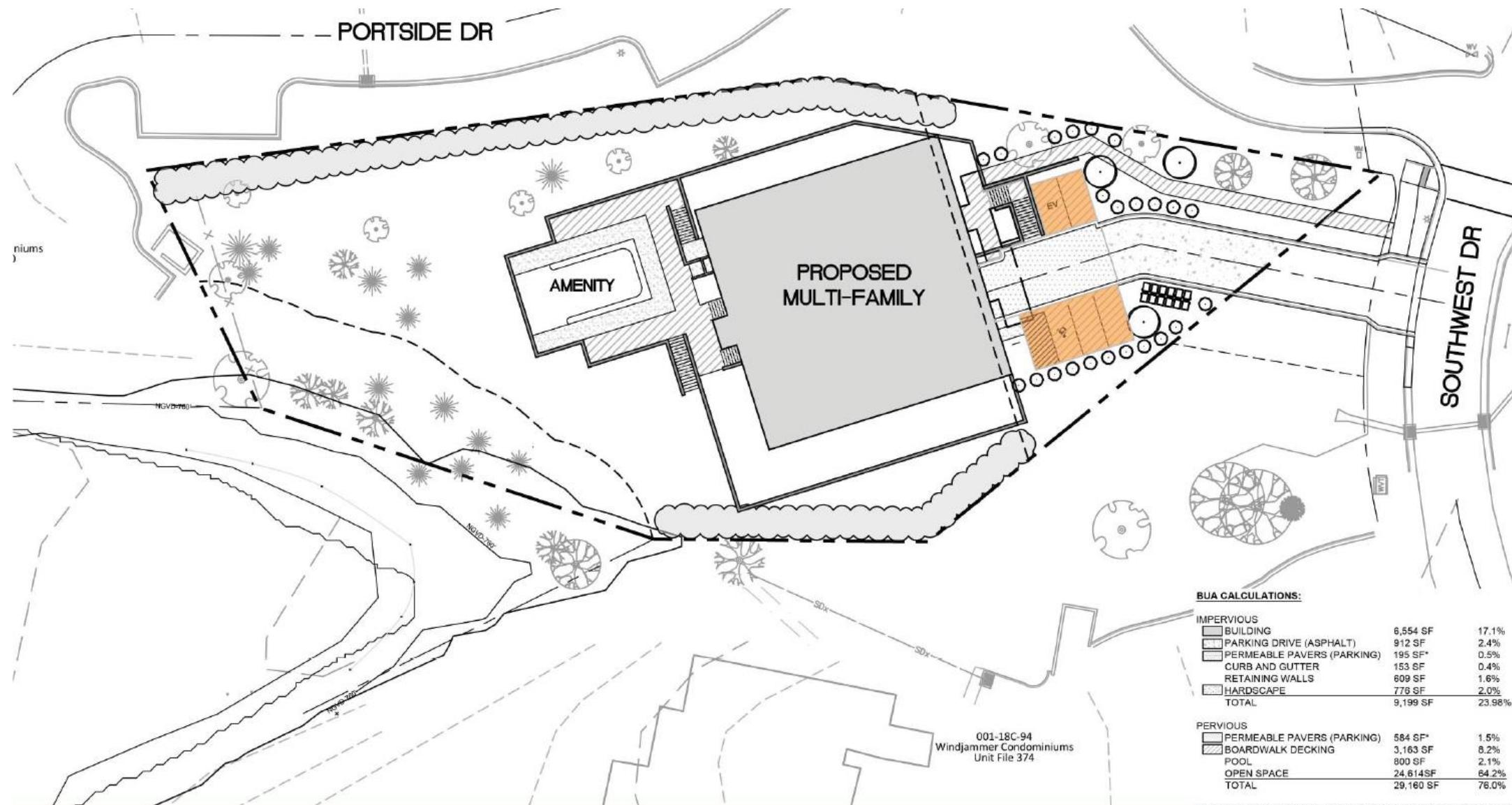
RENDERING



BUA – DESIGN OPTIONS



BUA – DESIGN OPTIONS



FEEDBACK + RECOMMENDATIONS

- **Public Hearing:**
 - » Waste Services: Previous Location = Too Prominent, Relocate (Addressed)
 - » Driveway Width: Expanded, Not Consistent with DPO (Addressed)
 - » Perceived Height: Magnified by Hipped Roof (Not Addressed, DRB Comment, Additional Input)
- **Planning Board:**
 - » Recommendation: Recommend Approval, Subject to Staff Parameters
- **Planning Staff:**
 - » Recommendation: Recommend Approval, Subject to:
 1. *Parking surface materials meet Davidson Planning Ordinance and Mecklenburg County Land Development Standards Manual requirements (i.e., permeable pavers not wood decking).*
 2. *Revised plans and calculations illustrate that the BUA limit remains under the required 24% threshold (i.e., Option 2 building envelope reduction by 1.5').*
 3. *The developer agrees to all project conditions. This includes the full payment-in-lieu amount proposed in Item 7a Open Space/Payment-in-Lieu; it does not include agreement with Item 7b Access Easement/Future Connection.*

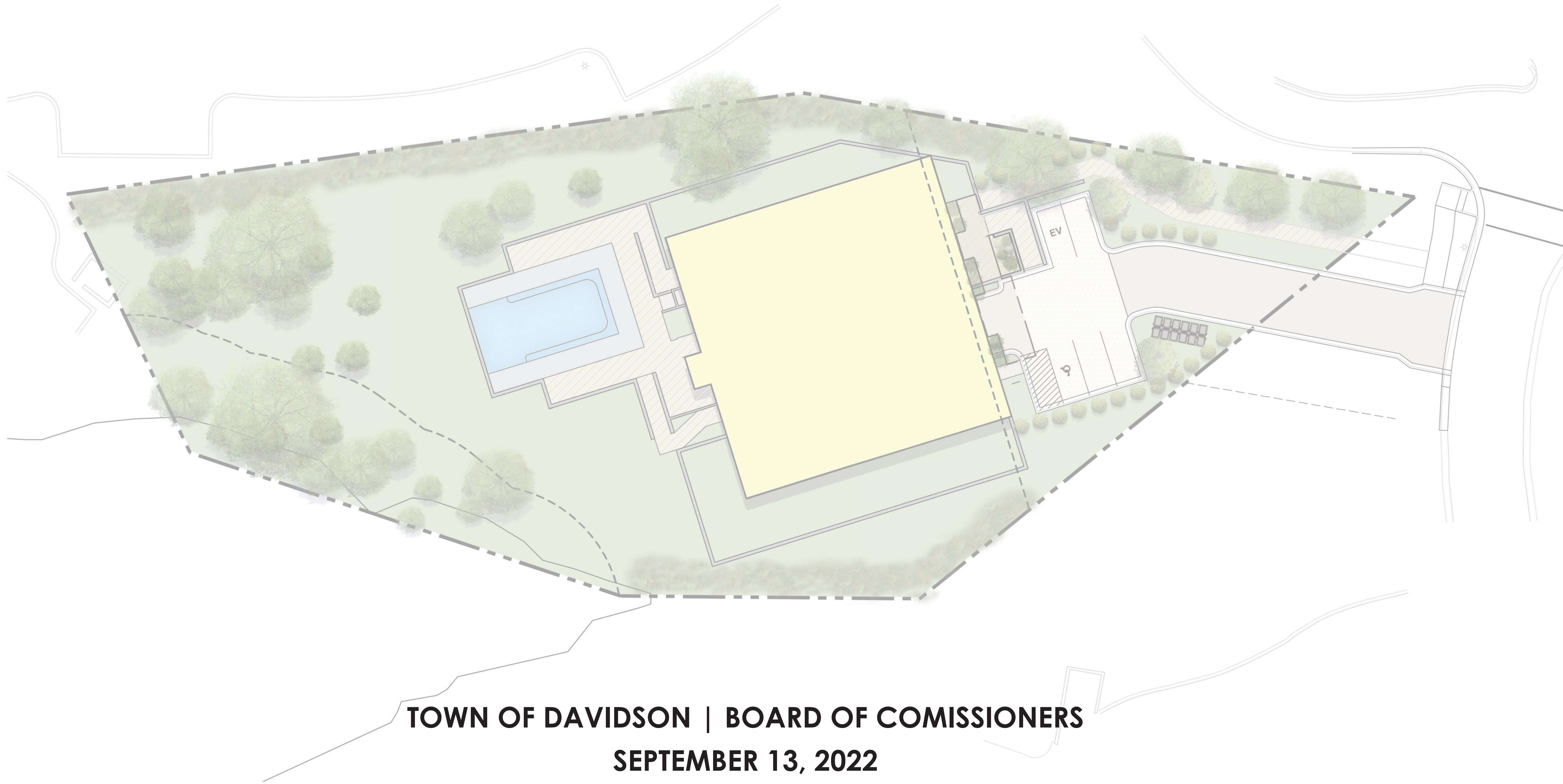
Proposed Motion:

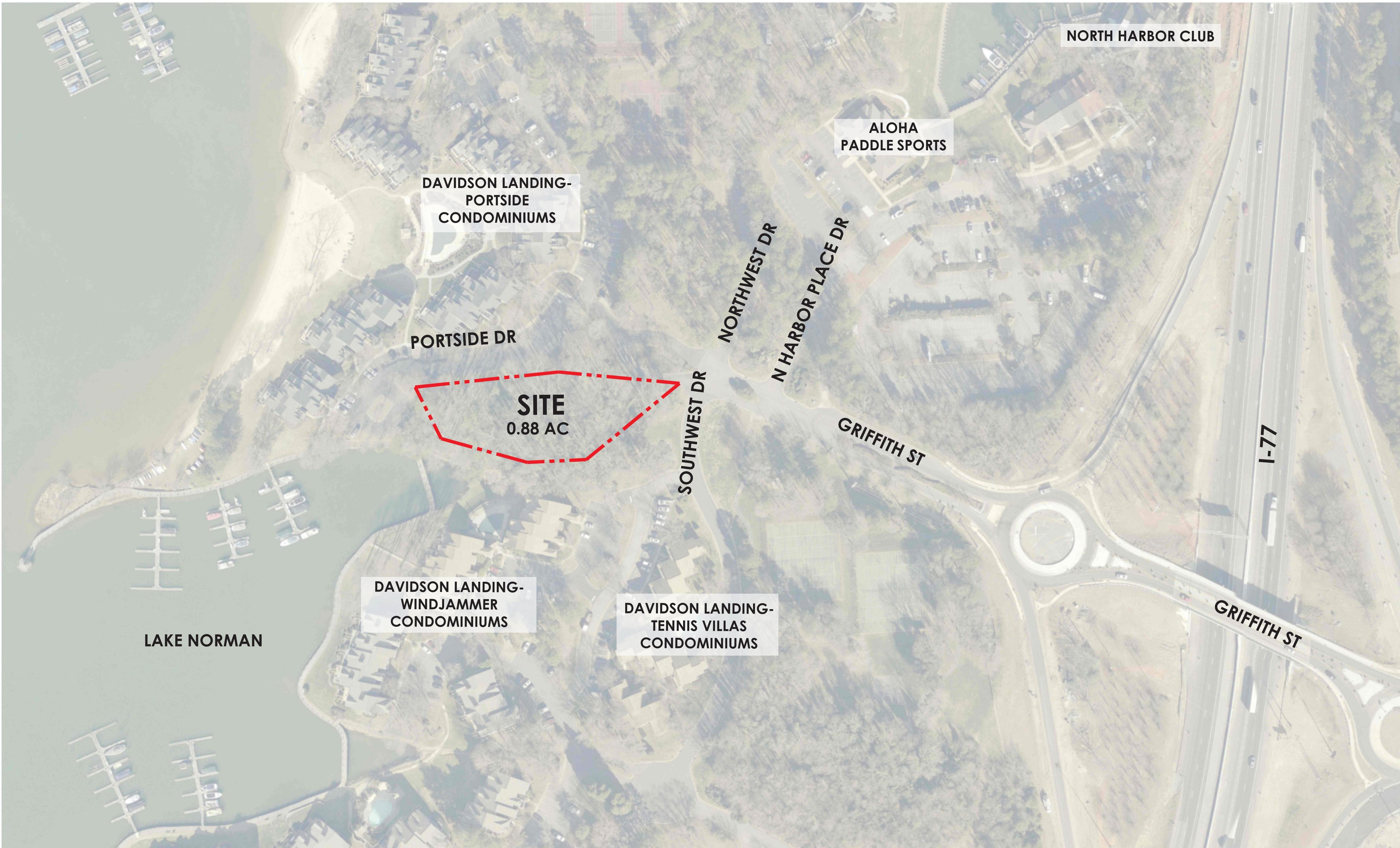
*Motion to adopt Ordinance 2022-09 for the
Davidson Condos Conditional Map Amendment request
and Consistency Statement subject to compliant parking
surface materials, BUA, and proposed conditions (except
Item 7b) to be shown on the final plan.*



DAVIDSON CONDOS

589 PORTSIDE DRIVE





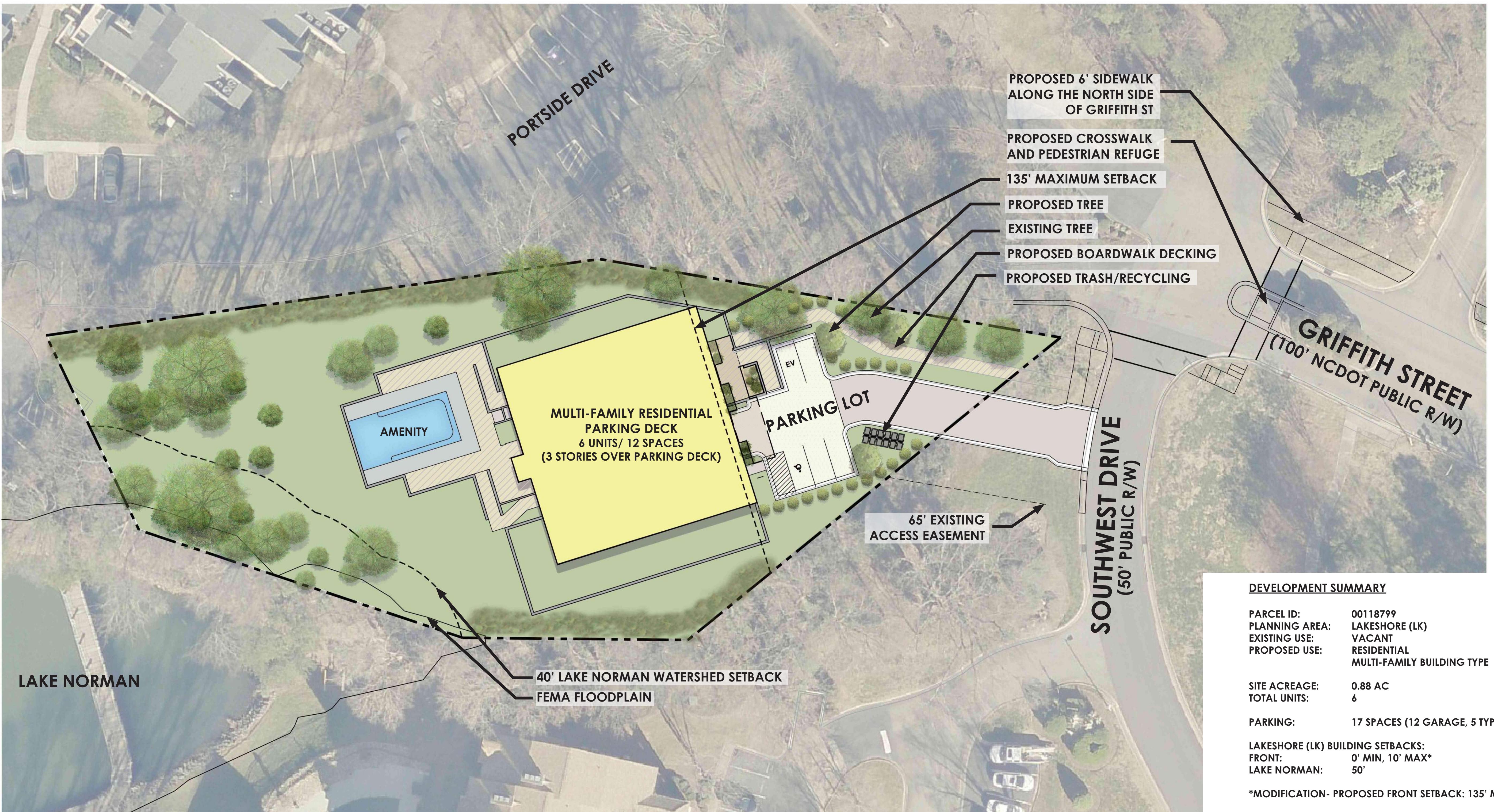


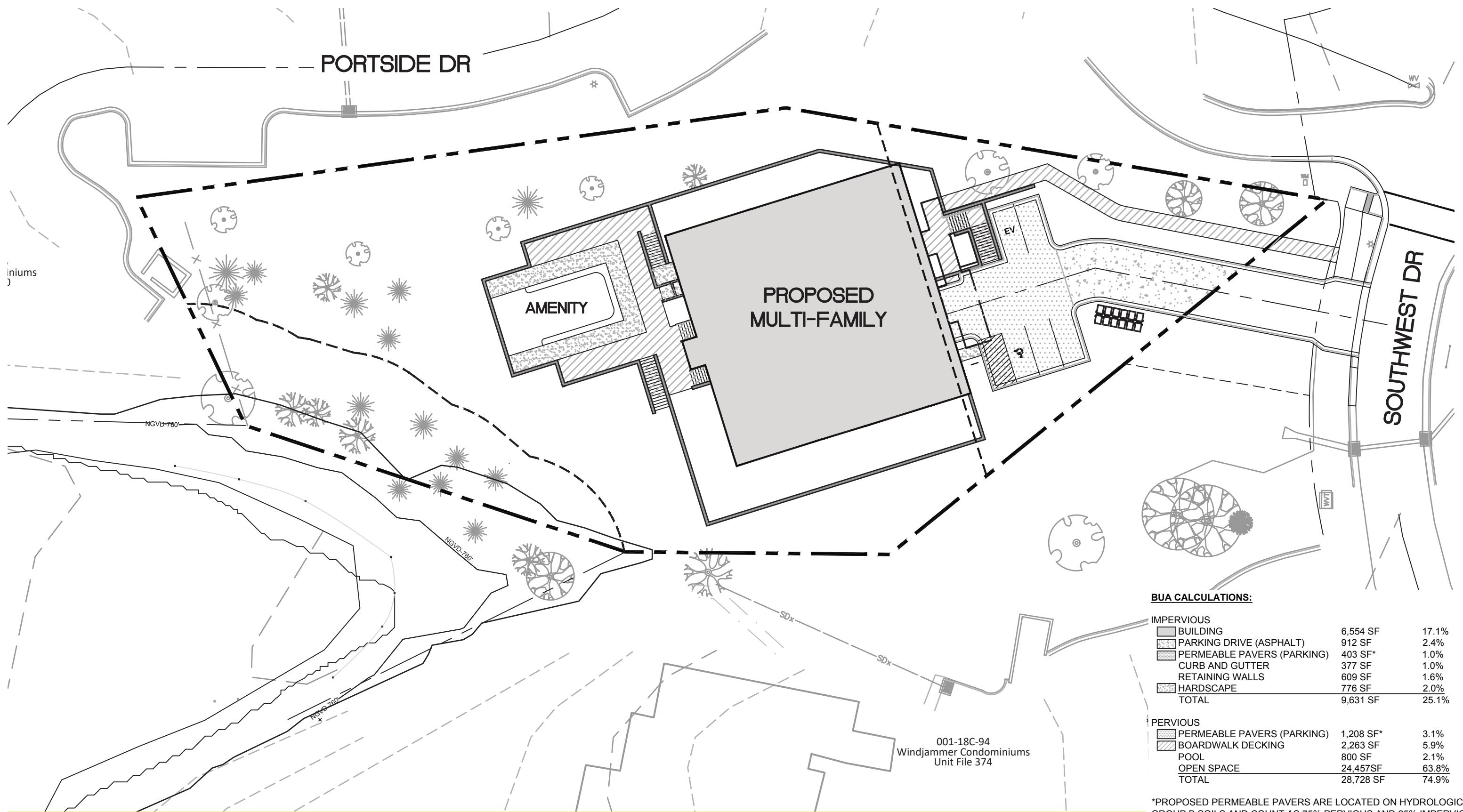
PHOTOS FROM LAKE NORMAN WATERFRONT

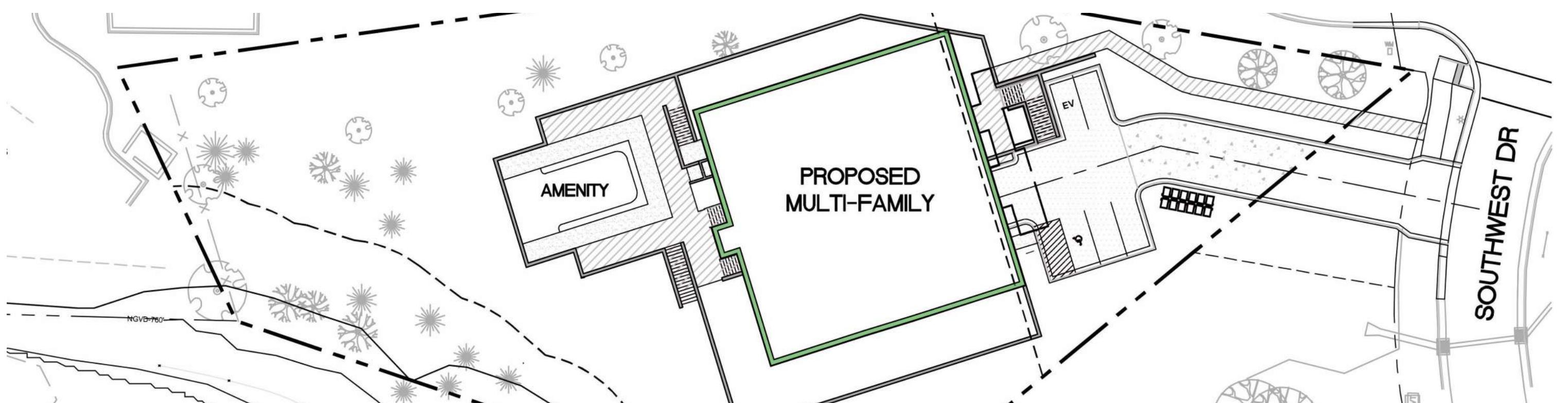
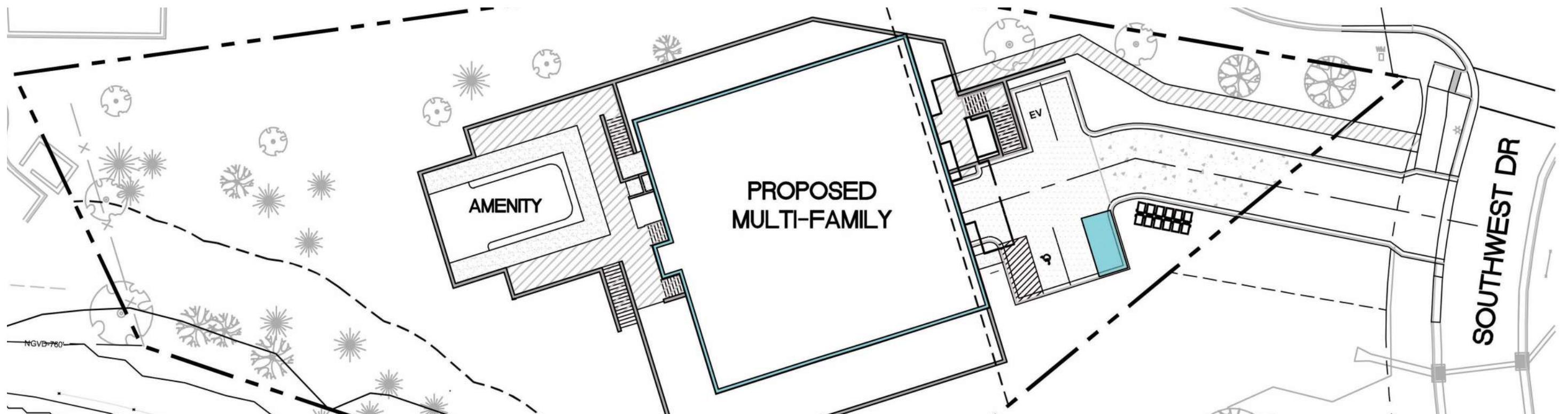


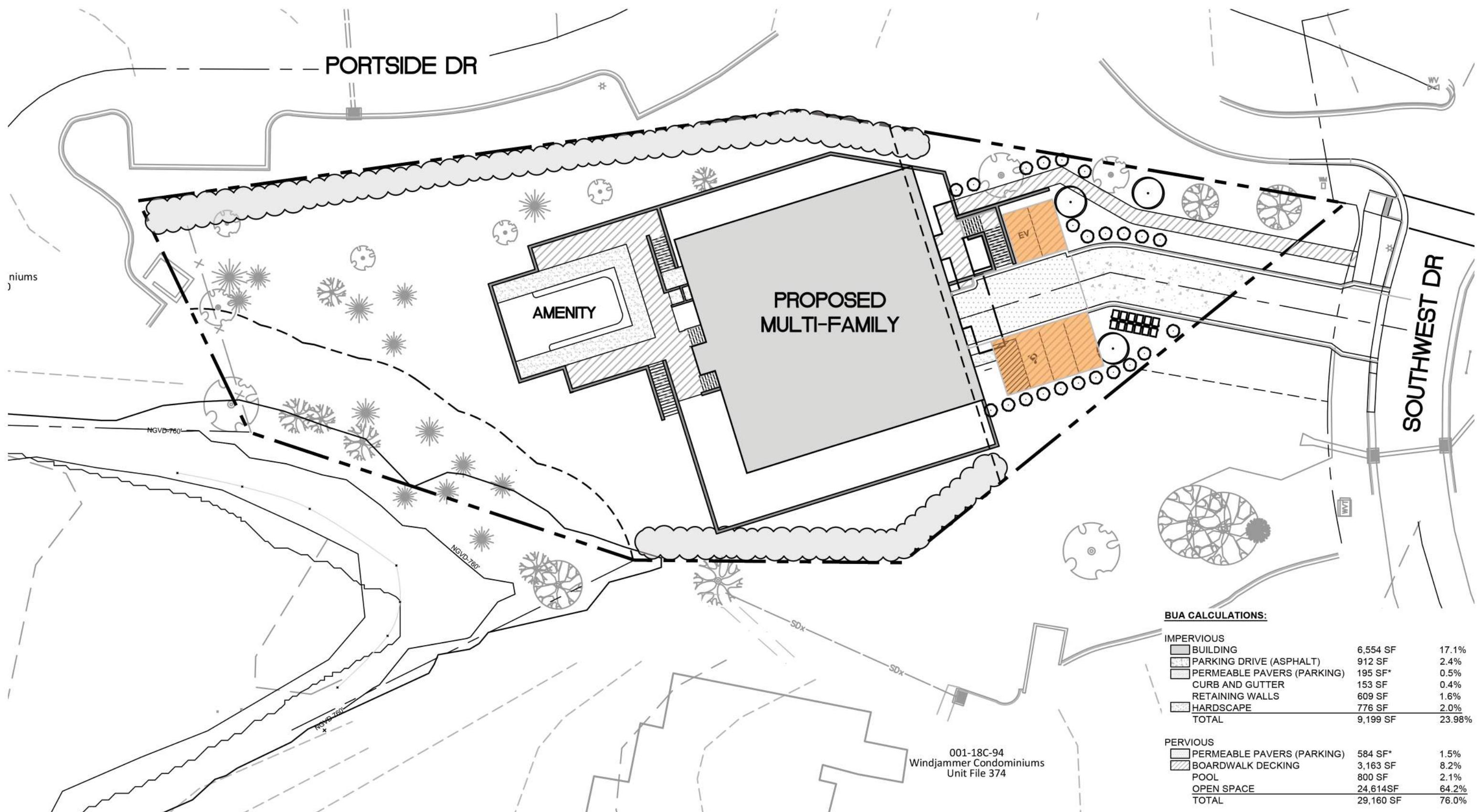
PHOTOS OF SURROUNDING ARCHITECTURE











OPTION 3: REDUCTION OF ± 432 SF

Utilize Boardwalk Decking in the Parking Spaces

INITIAL BUILDING DESIGNS



REVISED BUILDING DESIGN



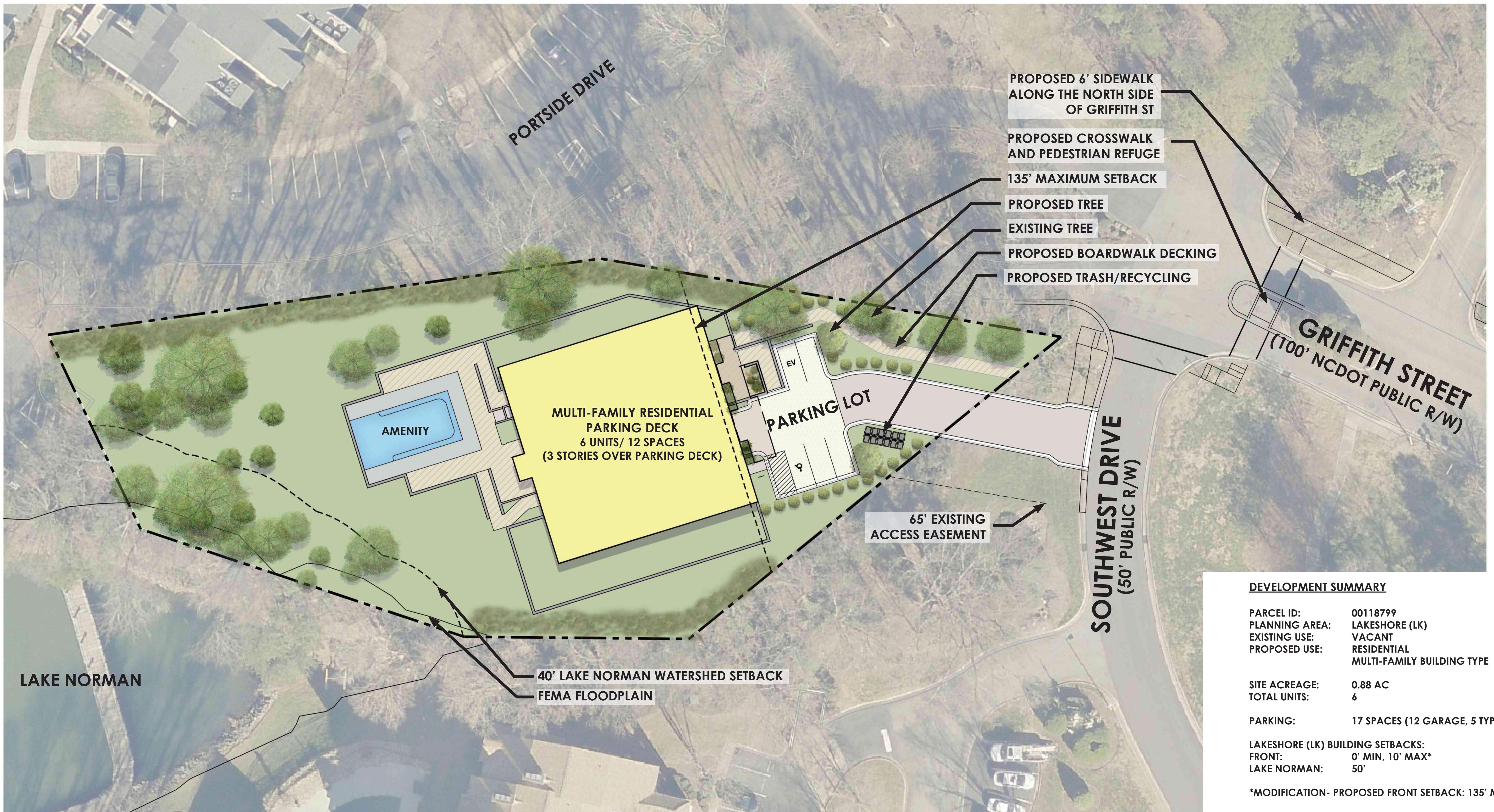






DAVIDSON CONDOS - BUILDING HEIGHT EXHIBIT

4680 | 08.25.2022 | BI-PART DEVELOPMENT, LLC.



DAVIDSON CONDOS

DEVELOPER: JAKE PALILLO (BI-PART DEVELOPMENT, LLC.)

PROJECT TEAM

SEAN PAONE (COLEJENEST&STONE)

FRANCES MIRAMON (COLEJENEST&STONE)

FRANCES.MIRAMON@BOLTON-MENK.COM

DONALD EDWARD (MWT)

TOWN OF DAVIDSON

TREY AKERS (SENIOR PLANNER)

TAKERS@TOWNOFDAVIDSON.ORG

TOWN OF DAVIDSON | BOARD OF COMMISSIONERS

SEPTEMBER 13, 2022



Ordinance 2022-09

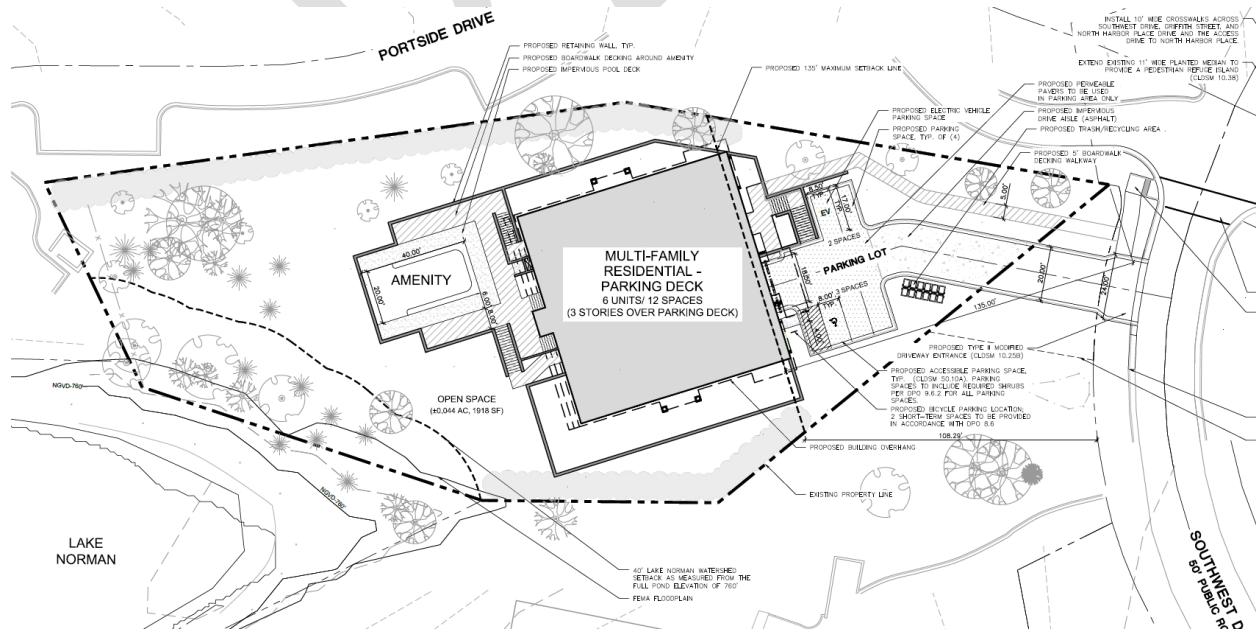
DPO 2 Planning Areas – Davidson Condos Conditional Map Amendment

TOWN OF DAVIDSON BOARD OF COMMISSIONERS (the “Town Board”) adopts the following amendment to the Planning Areas Map found in the **Davidson Planning Ordinance (DPO)**. The map amendment is being undertaken to rezone +/-0.881 acres from its current Lakeshore Planning Area designation to the proposed Conditional Planning Area designation with residential use.

MAP AMENDMENT

PROPOSED MAP AMENDMENT

The site plan below, and attached hereto as part of the Staff Analysis, shows the proposed Davidson Cottages Conditional Planning Area. The request includes one parcel, Parcel ID# 00323193, along Davidson Gateway Drive.



The applicant requests a Conditional Map Amendment to develop a six-unit, three-story residential condominium building comprising +/- 20,000 square feet along with private amenities and public infrastructure improvements. A complete list of conditions is below.

SITE NOTES & CONDITIONS FOR DAVIDSON CONDOS CONDITIONAL MAP AMENDMENT

SITE NOTES

- Master Plan:** The site plan, associated notes, and conditions are a condition of approval and based upon the Davidson Planning Ordinance in effect on July 1, 2021.
- Modifications:** The site configurations and placements (including but not limited to lot sizes, parking layouts, and open spaces) are schematic in nature and may be altered and/or modified during the Preliminary Plat process in accordance with ordinance requirements and Planning Director approval.
- Subdivision:** The site may be subdivided to create rights-of-way, open spaces, and easement access areas.
- Built-Upon Area:** The project is located in the Lake Norman Critical Watershed and shall meet the low-density requirements for DPO 17 Watershed Protection Overlay District and DPO 20 Post-Construction Stormwater Ordinance (as applicable).
- Open Spaces/Amenities:** Designated open space and amenity areas shall be privately-maintained and must be developed generally as shown on the schematic design.

CONDITIONS

- Setbacks:** The permitted front setback shall be as follows: 100' Minimum; 135' Maximum.
- Architecture:** The final building design as approved by the Design Review Board must conform substantially to the design presented to the Board of Commissioners at the time of Conditional Map Amendment approval. Unless otherwise noted, all applicable Davidson Planning Ordinance requirements pertaining to the building design, architectural components, and context must be met. Building plans shall receive DRB approval by December 2022.
- Housing:**
 - Universal Design:** Two units, including one ground floor unit, shall be designed according to the following specifications derived from ICC A117.1, Type C, Visitable Unit and LEED for Neighborhood Development v4 Visitability & Universal Design Options 1-3 principles. Dwelling units shall include at least six features from the Options and least one feature from each Option.
 - Affordable Housing:** The applicant shall pay \$40,840 in lieu of construction the required unit.
- Parking:**
 - Vehicular Parking:**
 - Location:** Surface parking shall be as shown on the plan, ahead of the front façade, and shall be prohibited in driveways and in shared drive spaces.
 - Amount:** The project proposes 17 parking spaces – 12 interior and five exterior.

- iii. **Electric Vehicle Charging:** The project shall provide two charging stations for electric vehicles – one interior to the building and one in the exterior parking lot.
- iv. **Surface Lot Screening:** Surface parking lot screening shall be provided as shown on the plan using a mix of newly planted and existing vegetation. The combined vegetation shall meet the standards set forth in DPO 9.6.2.A-C, F-G. Disturbance to the natural buffer required in 9.6.2.F may occur as part of a tree/vegetation preservation plan approved by the Arborist.
- v. **Garage Screening:** Given the angle of the Private Drive, screening of the building parking structure shall be provided as shown on the plan east of the parking areas and on each side of the drive to meet DPO 4.4.1.B.5.

b. Bicycle Parking: Bicycle parking, as required per DPO Section 8.3, will be provided in the proposed parking structure beneath the building and at the building rear.

5. Waste Service Area: The outdoor waste storage area shall be as shown on the plan, ahead of the front façade, and shall be prohibited in any other exterior site location.

6. Street Improvements:

- a. **Pedestrian Facilities:** The project will provide pedestrian facilities as shown on the plan. Specifically:
 - i. **Sidewalks:** The project shall provide a 6' sidewalk along the north side of Griffith St. connecting from the existing sidewalk at the northwestern roundabout exit at I-77 to the eastern side of Northwest Drive. The 6' sidewalk shall then extend south across Griffith St. and west across Southwest Dr. to connect to the project site at its driveway entrance.
 - ii. **Pedestrian Refuge:** A landscaped pedestrian refuge on Griffith St. not less than 5' in width must be installed by extending the existing planted median.
 - iii. **Crosswalks:** The project shall provide crosswalks at the following locations: The angled access drive to North Harbor Place Drive; North Harbor Place Drive; Griffith Street; and Southwest Drive.
- b. **Bicycle Facilities:** The project shall provide payment-in-lieu for four sets of sharrows pavement markings and two bicycle lane share signs. The payment-in-lieu value shall be \$1,175.00.

7. Open Space: The following apply to the open space and park areas in-lieu of featuring public access or at a future point in time:

- a. **Payment-in-Lieu:** The project shall provide payment-in-lieu for publicly-accessible park space, open space, and amenities on the lakeshore not provided as part of this project scope. The payment-in-lieu value shall be \$109,961.66.

8. Landscaping:

- a. Requirements: Landscaping will be in accordance with Section 9 of the Davidson Planning Ordinance. The project shall plant a minimum of six species of vegetation that are native or adapted to the project's EPA Level III Ecoregion, including a minimum of two out of the following plant categories: Tree, shrub, and ground cover. Additionally,

the project shall designate a portion of the site area for a pollinator garden consisting of native flowering plants and totaling at least 30 square feet.

b. Financial Contribution: A \$25,000 contribution is to be made to the surrounding homeowner's association for landscaping improvements associated with screening the adjacent buildings from the proposed building. Developer to work with adjacent homeowners' associations to design plan. Plants to be chosen from the Town of Davidson Tree or Shrub list.

9. **Lighting:** All lighting installed in the right-of-way, common open space areas, and on the building exterior shall meet or exceed the back-uplight-glare (BUG) or calculation methods specified in LEED v4.1 Sustainable Sites Light Pollution Reduction.

10. **Rainwater Management:**

- Mitigation Payment:** Based on the Davidson Condos Pollutant Load Analysis memo from Mecklenburg County, the developer shall make a nitrogen mitigation payment of \$15,274.30 to the Town of Davidson to offset development impacts.

11. **Public Safety:**

- Lighting:** In concert with Lighting condition above, sufficient quantities of lighting shall be provided on the building exterior and within the parking structure to meet public safety needs (i.e., at building and unit entrances, addressing, etc.).
- Signage/Addressing:** The building shall be adequately addressed from the access street and individual unit numbers labeled on the exterior and interior of the building. The building shall be addressed off of Southwest Drive.
- Access:** The project shall provide a Knox Box for access by Fire Dept. personnel in the event of an emergency. The project shall provide a code and/or key fob for access to the building interior and parking structure by Police Dept. personnel in the event of an emergency. If a code is used it must not be changed unless a security breach occurs, and an updated code must be shared with the Police Department. If a key fob is used then a fob must be provided for each patrol car.

12. **Utilities:** This approval shall serve as the Board of Commissioners approval of the project's required sewer extension. All required CLT Water documents, including an approved Capacity Assurance Letter, must be provided for Construction Document approval.

13. **Retaining Walls:** Retaining walls shall be permitted up to a height of 12 feet without terracing as required by DPO 4.3.1.D.1. Heights 12 feet or greater require terracing of the entire wall height per DPO requirements.

Adopted on the 13th day of September 2022.

Attest:

Elizabeth K. Shores
Town Clerk

Rusty Knox
Mayor

DRAFT

TOWN OF DAVIDSON BOARD OF COMMISSIONERS – CONSISTENCY STATEMENT
MAP AMENDMENT: 589 Portside Drive

I. SUMMARY OF ACTION / CONSISTENCY STATEMENT

Description of Action: The Board of Commissioners hereby adopts this statement of consistency pursuant to N.C.G.S § 160D-604(d).

- Motion: XXXX
- Second: XXXX
- Vote: X-X

II. PROPOSAL / REQUEST

This Map Amendment proposes to re-designate Parcel 00118799 (589 Portside Dr.) from Lakeshore Planning Area (LPA) to Conditional Planning Area (CPA).

III. SUMMARY OF PETITION / PROPOSAL

This Map Amendment proposes to redesignate the parcel from LPA to CPA in order to construct a three-story, six-unit residential condominium building of approximately 20,000 square feet. The land surrounding the property is all within Special Use Planning Area and comprised of multi-story condominium buildings.

The building design and site plan are broadly compliant with the town's adopted plans and policies, though the proposal presents some areas of inconsistency. The following table summarizes these points of alignment and discrepancy with the Comprehensive Plan (2020):

SUMMARY OF PLAN/POLICY ALIGNMENT	
Areas of Consistency	Areas of Inconsistency
<ul style="list-style-type: none">▪ Policy 2.1.1, Manage Growth to Balance Protection of Community Character and Natural Areas While Directing Desired Growth to Identified Centers: Lands within the town's current corporate limits are priorities for infill and redevelopment.▪ Policy 2.5.1, Infill Development Shall Enhance the Town: Infill development shall enhance and not detract from the building character of the town.▪ Policy 3.3.1, Promote a Continuous Pedestrian Network: Support the extension of sidewalks, greenways, and sidepaths that contribute to a fully connected pedestrian network.	<ul style="list-style-type: none">▪ General Planning Principles – Natural Assets, We must wisely manage the finite land and natural resources in the town's planning area. Opportunities for public access to active and passive recreational amenities in our preserved open space.▪ Policy 2.2.6, Expand Use of Low Impact Development Techniques: Use low impact development systems and practices that use or mimic natural processes to protect water quality and associated aquatic habitat and reduce the impact of built areas. Examples may include, but are not limited to, rain gardens and bioswales that result in the infiltration, evapotranspiration or use of stormwater.▪ Policy 5.2.1, Foster a Diversity of Housing Options: Foster a diversity of well-integrated housing options within neighborhoods and along block faces, including but not limited to tenure, type, and income.

IV. SIGNATURE

Adopted this 13th day of September, 2022.

Signature/Date

Rusty Knox, Mayor
Town of Davidson

DRAFT



MEMO

Date: September 13, 2022
To: Board of Commissioners
From: Trey Akers, Project Manager
Re: Davidson Condos Conditional Map Amendment – Staff Analysis

1. INTRODUCTION

APPLICANT INFO

- **Developer:** Jake Palillo
- **Owner:** Bi-Part Development, LLC
- **Site Designer:** ColeJenest & Stone, PA
- **Location:** 589 Portside Dr. (Parcel ID# 00118799)
- **Area:** 0.88 acres

SUMMARY

The developer proposes six residential units in a single, three-story building with parking beneath the building. The parcel lies in the Lakeshore Planning Area, which requires a minimum five percent open space on-site and preservation of the lake shoreline for public use. The proposal includes certain provisions that do not meet the Davidson Planning Ordinance (DPO); therefore, the project is following the Conditional Map Amendment process (i.e., rezoning) and requires approval by the Davidson Board of Commissioners.

2. PLANNING STAFF REVIEW - PRELIMINARY

This review considers compliance with the Davidson Planning Ordinance effective July 1, 2021, as amended. A copy of the site plan is included at the end of this analysis; full site plan and architectural documents are located on the [project website](#).

PROCESS

SUMMARY

Procedurally, this project is following a few processes: DPO 14.9 Individual Building and 14.19 Map Amendment, along with elements of 14.5 Conditional Planning Area due to the conditional requests. Together, these processes require a Public Input Session; technical reviews by Town of Davidson and Mecklenburg County staff; reviews by the Planning Board and the Design Review Board (advisory boards comprised of town residents); and approval by the Davidson Board of Commissioners. As part of the

approval, conditions will be attached to the project in order to satisfy modifications to or request relief from select DPO criteria. A set of annotated conditions are included as Attachment B. These have been updated as the project progressed through various reviews/meetings; they have updated to reflect input from various stakeholders along the way.

The developer began meeting with staff in November 2020 to discuss the site layout, officially submitting a complete conditional planning area application on October 21, 2021. The previous Board of Commissioners reviewed the project in June 2021 as a pre-development consultation, offering informal feedback. This year the Board of Commissioners, Planning Board, Design Review Board, and Public Input Session participants offered feedback on the plans at various meetings from February – July 2022. Commissioners held a public hearing on June 28, 2022.

CONTEXT

The proposal comprises a single 0.88-acre parcel at 589 Portside Drive. However, the oddly shaped parcel requires vehicular access from Southwest Dr. via an easement which is recorded in the adjoining parcel's covenants (Windjammer Condominium Declaration, 4.9). Two streets encompass the project's northern (Portside Dr.) and eastern boundaries (Southwest Dr.), with Windjammer Condominiums land forming the southern border and Lake Norman the western boundary.

The project's immediate context includes residential condominium housing of three-stories to the north and south, along with open space and private amenities to the east across Southwest Drive (sidewalk, tennis/pickleball courts). Moving beyond the immediately adjacent uses, the site lies at the far western end of the "Circles @ 30" area west of Interstate 77. Commercial uses are available to the north across Griffith St. (office and restaurant spaces), and east of I-77 are a range of uses including commercial, mixed-use, and residential buildings.

PLANNING AND DEVELOPMENT STANDARDS

Below is a summary of general planning and development standards relating to this proposal.

LAND USE, BUILDING TYPE, HEIGHT, & SETBACKS

The project parcel is designated as Lakeshore Planning Area. It is surrounded by Special Use Planning Area, which was established to recognize areas/uses that were approved prior to the adoption of the modern Davidson Planning Ordinance (circa 2001). The surrounding parcels' development dates to the 1980's-1990's and was undertaken primarily by the Lake Norman Company. In terms of the proposed building type (multi-family), the proposed building is consistent with the existing buildings around it. It is consistent with the setbacks, too. Although requesting as part of its conditional approval a setback of 135' feet (compared to the 0'-10' permitted Lakeshore range), the parcel's irregular configuration warrants the increased setback. The building's placement on the property is also generally in keeping with surrounding conditions: A deep setback from the street, parking located in front of the building, and a broad setback from the waterfront.

Regarding height, the proposed building is within the permitted three stories listed in the ordinance (DPO Table 2-21, Multi-family). The project team provided a diagram (Attachment C – Presentation/Applicant) illustrating the proposed project building height compared to the existing building heights; the proposed difference between the two sets of buildings is nine feet. Part of this is due to differences in modern building practices that utilize greater floor-to-floor heights. However, there is also a significant difference between the proposed building and existing buildings' massing that leads to the proposed building featuring a greater perceived height. Specifically, the existing buildings

step back above the third floor before cresting in height whereas the proposed building extends its height vertically to the fully allowed limit before including a minimally hipped roof. The Design Review Board comments in the following section further discuss this circumstance.

ARCHITECTURAL STANDARDS

The building design represents one way in which the proposal differs from nearby buildings. As noted above, this is partly due to the era in which existing buildings were built versus the era in which the developer proposes this building. At their February meeting, the Design Review Board noted that the initial architectural design was not in keeping with several DPO requirements or the surrounding context. They asked for revised plans to improve the building's relationship to its surrounding context; create more distinct building layers and a recognizable top; and lessen the emphasis on certain details to make the overall design better as a whole. Members also reviewed the designs in March, asking for renderings of the building in its context, and offered the following comments during their April 2022 discussion after reviewing the updated elevations and renderings:

- **Height/Massing:** Members did not feel that adding a condition stipulating a maximum height in feet was necessary and did not believe that the building warranted a stepped approach at the upper level(s) as occurs in existing buildings.
- **Colors:** Members recommend that the use of colors be further toned down. Specifically, facia (between finished floor levels) around the building is somewhat stark and appears more modern than the surrounding buildings. The project should consider making facia a more subdued color than the white/light gray currently shown; the columns could remain light gray to provide contrast.
- **Design/Elements:** The top and base are sufficiently distinguished though the base requires further color modifications. The column on the front façade hanging over the drive aisle requires further adjustment as does the entry, which requires further emphasis and differentiation. Overall, the alignment of elements, windows, and use of materials is generally compatible, acceptable, and/or consistent with existing buildings.

The proposal is not intended to return to the Design Review Board prior to a Board of Commissioners' decision on the project. Approval of the building design will occur later as part of the Individual Building process. A condition requiring Design Review Board approval prior to December 2022 has been included in order to have the same board members that made the current set of comments render a decision on the proposal prior to board membership changing.

TRANSPORTATION: PEDESTRIAN/BICYCLE ACCESS & PARKING

The project does not meet the minimum threshold requiring a Transportation Impact Analysis (50 units) and, at six units proposed, is not expected to generate a substantial daily impact on surrounding streets. Per DPO 6.10.1.C.2, in lieu of an analysis, the project is required to make a contribution to the Connectivity & Traffic Calming Plan of \$500.00 per unit – \$3,000.00 total.

The proposal includes no internal streets (only a parking area driveway accessing the site and underground parking) so street design is not a significant focus. Instead, greater attention has been given to exploring bicycle and pedestrian improvements on and/or adjacent to the site. Currently, the surrounding streets lack adequate bicycle and/or pedestrian facilities – especially connecting area residents to the recent sidewalk improvements surrounding Interstate 77. Residents may now access sidewalks beginning at the roundabout west of the interstate, travel across the bridge, and continue on sidewalks (and bike facilities) throughout the Circles @ 30 area. These improvements, however, stop 500 feet short of the main access roads to area condominiums (Portside Dr., Northwest Dr., Southwest Dr.); and this stretch of Griffith St. carries the full daily vehicular traffic for commercial and residential

uses west of Interstate 77. This project presents an opportunity to improve bicycle and pedestrian connections not just for the proposed building but throughout the area.

After evaluating various options, the project proposes making a payment-in-lieu for bike sharrows, pavement decals and constructing a six-foot sidewalk as well as crosswalks along and across the north side of Griffith St. to link the roundabout to residences further west. Both the plans and conditions outline these features in greater detail. These solutions work to improve access to the broader area by utilizing existing right-of-way and avoiding disturbance to surrounding parcels, including HOA lands. They are consistent with the spirit of improvements envisioned by the Mobility Plan (for references see Attachment B, Conditions, Item 7 Street Improvements).

Lastly, the amount of parking provided likewise falls within the specified range in Table 8-1 (DPO 8.3.1). The parking lot's location in front of the building does not meet DPO requirements but is in keeping with the approach of surrounding properties; it has been added as a condition of approval. For several months the project has explored various parking options including the use of alternative surfaces such as permeable pavers or wood decking. The use of materials is important in meeting Davidson Planning Ordinance requirements as well as contributing to the project's overall built-upon-area ("BUA"). Per previous Staff Analysis' discussion, the developer's proposed use of wood decking as a driveway or parking surface is not recommended by staff due to a lack of information provided by the developer, lack of precedent in Mecklenburg County, and lack of positive feedback from public and private sector planning, design, and public safety officials whom staff solicited for input. See previous staff analyses for further discussion.

Currently the project proposes three options to resolve the parking/BUA issues (illustrated in Attachment A – Presentation):

- **Option 1:** Reduce the building envelope by 1' (960 square feet total) and remove one parking space. The parking spaces and parking drive aisle would utilize code-compliant permeable pavers.
- **Option 2:** Reduce the building envelope by 1.5' (1,440 square feet total) and retain all parking spaces. The parking spaces and parking drive aisle would utilize code-compliant permeable pavers.
- **Option 3:** Do not reduce the building envelope. The parking drive aisle would utilize code-compliant permeable pavers; the parking spaces would utilize wood decking.

Staff recommends the use of **Option 2**. This is the most straightforward option. It meets the specified ordinance requirements for parking materials and maximum BUA allowed while employing a low-impact development approach recognized by local and state development ordinances – permeable pavers. The Ambleside development in Davidson, located within the Lake Norman Critical Watershed, recently utilized this approach; so, there is local precedent. The use of wood decking, although perhaps innovative in some respects, is better suited to a project location with more level site access, fewer transitions in paving surface materials, and not for ADA-required parking spaces. The long-term maintenance requirements of the permeable pavers, compared to the lesser known requirements of wood decking, are an important factor to consider for the future residents/HOA and the Town of Davidson.

NATURAL ASSETS: OPEN SPACE/PARKS & TREES

Due to the site's location in the watershed's critical area and the corresponding built-upon-area limit, the project satisfies some of the open space requirements for the Lakeshore Planning Area. This entails providing a minimum five percent open space on site. However, the ordinance also requires retaining 100 percent of the shoreline for public use. Although the proposal preserves the shoreline, no open space areas will feature public access and instead will be privately maintained. Nor does the proposal

include park space. These features met resistance from Public Input Session participants, who explained the challenges of enforcing private use of the open spaces, lake access, and boardwalks in their neighborhood.

At their April meeting commissioners voiced concerns about abandoning the access requirement completely. Therefore, to acknowledge the omission of public access, park, and open space features as required by the ordinance, the conditions include a payment-in-lieu option for the various features of a publicly-accessible lakefront that are not included in the project (see Attachment B – Conditions, Item 7 Open Space). These funds can be utilized to provide and/or enhance lake access elsewhere in town, such as: Landscaping/access improvements at the Nature Preserve; upgrading playground facilities at Parham Park; or acquiring additional lakefront property (i.e., Klontz property adjacent to Beaty St., which would create synergy with and an expansion of Beaty Park). The developer does not agree to the full amount stipulated (7a) or the future access requirement (7b). The developer proposes removing the boardwalk connection fee (\$34,839), which reduces the payment to \$75,122.66. The developer maintains that the connection could not have been made because it required approval of another landowner/adjacent HOA. However, previous plans never illustrated a possible connection through the property directly to the lake along the shoreline entirely on the project site, so staff does not support removal of the boardwalk connection fee.

Concerning trees, the Lakeshore Planning Area requires a minimum of ten percent of existing tree canopy area to be preserved and a cumulative tree canopy post-project of 15 percent. The calculations demonstrate compliance thus far, though a few modifications are needed based on arborist input to enhance protection around trees impacted by the proposed construction activities. The opportunity to save additional specimen trees by relocating the waste services area south of the drive aisle was explored by the site designer but did not result in preservation due to the driveway grading requirements. Earlier arborist comments that there's an opportunity for increased preservation at the site's northeast corner have not been fully realized and the amount of specimen trees preserved remains below 50 percent. The use of wood decking for a sidewalk surface, however, should increase the chances of survival for trees in this area.

WATER QUALITY

The site lies within the Lake Norman Watershed Critical Area. This means that it is limited in the total amount of impervious coverage it can provide on-site (i.e. hardscape surfaces, otherwise known as BUA "built-upon-area"). It is also subject to the Post-Construction Stormwater Ordinance, which regulates the treatment of rainwater on a site after construction is complete. For this particular project, these two sets of requirements each establish a maximum threshold of 24 percent BUA to be considered a "low-density" project. The calculations currently do not demonstrate compliance with DPO 17.7.1.2 and 20.1.5.B.1 – they exceed the permitted amount of BUA by 425 square feet. Consequently, the plans and calculations need to be revised to illustrate a compliant development project. Prior to the public hearing a condition was added referencing the 24 percent requirement so that the final building/site design, even if modified during the construction documents phase, still reflects the low-density approach reviewed by commissioners. Per earlier discussion of parking, staff recommends pursuing Option 2 and reducing the building envelope by 1.5' to ensure the project meets the 24% maximum BUA threshold permitted.

Although limited to 24 percent BUA, given that the site is currently forested the project will create a substantial increase in the amount of BUA on the site. Moreover, low-density projects are not required to provide any engineered stormwater treatment facilities such as rain gardens or swales. Recognizing that the project will have impacts on water quality, town staff requested a review of the project's impacts compared to the undeveloped condition. The Mecklenburg County Water Quality Program

Manager, Rusty Rozelle, completed a Pollutant Load Analysis and determined that the project will result in a 3.0 lb. increase in nitrogen runoff post-construction. Monetizing this value, the analysis recommends a \$15,274.30 payment-in-lieu to offset impacts over a 30-year period and be utilized in stormwater management projects through the town's Storm Water Contracted Services budget line item – perhaps as part of the planned water quality improvements at Roosevelt Wilson Park (see Attachment B – Conditions, Item 10 Rainwater Management).

ADDITIONAL CONSIDERATIONS

Two additional topics relevant to this site's development have been identified and are introduced below.

UTILITIES: WATER/SEWER POLICY & ELECTRIC EASEMENT

Charlotte Water's determination form classifies the project as an Extension. Therefore, the project requires approval by the Board of Commissioners to extend sewer utilities to the site. Note: Charlotte Water staff have indicated that they have a willingness to serve the project. However, given Charlotte Water's capacity limitations, a capacity assurance for the utilities has not been granted. A condition has been included to ensure the required assurance letter is provided prior to construction document approval (see Attachment B – Conditions, Item 12 Utilities).

FISCAL IMPACTS

In order to assess potential fiscal impacts, Economic Development staff conducted an analysis using the town's updated fiscal impact analysis. The analysis identified the proposed building type – condominium – as aligning with the Condos residential prototype in the town's 2020 Cost of Land Use Fiscal Impact Analysis. Notably, the assessed value of this prototype did not increase as much as other properties from 2014 to 2020 but the costs to serve it increased.

The analysis anticipates annual revenue for the six-unit development to be \$13,306.62, with costs to serve the development of \$7,542.24 – leaving a \$5,764.38 annual net gain. Therefore, this analysis anticipates the development covering its own costs and being able to generate positive revenue for the town to use in other areas – infrastructure, parks, services, etc. This metric, while valuable as a snapshot of fiscal impacts, should not be understood as a complete economic impact analysis (i.e., job and service creation, visitor attraction, etc.). The proposed building envelope reduction in Option 2 does not impact this analysis, which is averaged across the entire parcel acreage based on the number of proposed units. Neither of these factors change if Option 2 is pursued.

SUSTAINABILITY

The project has a number of opportunities to pursue sustainable building and site practices. Using the Davidson Cottages project as a precedent, staff recommends the following improvements based on defined third-party standards:

- » Landscaping: Native landscaping, including a 30 square foot pollinator garden, suitable for the project's EPA Level III ecoregion;
- » Lighting: Exterior lighting meeting specific back-uplight-glare (BUG) criteria;
- » Universal Design: Two dwelling units being designed with market rate features that accommodate individuals of varying abilities throughout their life;
- » Rainwater Management: Incorporation of low-impact development techniques and/or a mitigation payment based on the project's anticipated pollutant load. Additionally, the project now proposes permeable pavement in the parking lot, which when designed according to the applicable DPO/Meck. County standards constitutes a sustainable design practice.

Since the commissioners' public hearing in June the developer has agreed to each proposed sustainability feature and/or condition.

3. Public Plans & Policies

Below is a list of town-adopted plans and a brief summary of each plan's applicability to the proposed Davidson Condos Conditional Map Amendment:

- **Davidson's General Planning Principles (2020)** include tenets to guide decisions and development in Davidson. Principles relevant to this proposed development are listed below. They can be summarized as: Davidson should focus on appropriately scaled, high-quality infill development that balances residential and commercial uses, and in all cases strives to create vibrant pedestrian environments and public spaces.
 - Character & Community: We must preserve Davidson's character and sense of community.
 - Walkable neighborhoods and centers with community open space and parks that are integral parts of town
 - A street, sidewalk, and greenway network that knits the community together
 - Mobility: We must provide a safe and efficient transportation network for all users by supporting active transportation, transit, and new mobility options. Development and redevelopment in walkable, mixed-use, connected neighborhoods.
 - Streets that are safe and accessible for all people — pedestrians, cyclists, and drivers
 - Natural Assets: We must wisely manage the finite land and natural resources in the town's planning area.
 - Opportunities for public access to active and passive recreational amenities in our preserved open space
 - Village-scale development that builds up and not out in strategic locations
 - Tree canopy that is preserved, enhanced, and established as new development and redevelopment occurs
 - Diversity & Inclusivity: We must create an environment that maintains and enhances community diversity and inclusivity. We will encourage diversity of all economic levels, all races and ethnic groups, all ages, and all physical and mental abilities through:
 - A mixture of housing types and prices in neighborhoods that are designed to complement the existing architectural character
 - Growth Management: We must manage growth and support appropriate economic development so the town can provide public facilities and services apace with development. It is our intent that all parts of a vibrant, successful community grow together through:
 - A healthy diversity of uses in walkable neighborhoods
 - Placemaking: We must maintain Davidson's unique sense of place through quality architecture and design. Livable environments include well-designed buildings, a dynamic public realm, and seamless connections between the two. This means that:
 - The built form is an integral component of place-making
 - Private buildings and public infrastructure must work together to shape public space and to build community character, including through sustainable design practices
 - The design of our public spaces, parks, and plazas will encourage social interaction, cultural experiences, and recreational opportunities

- Fiscal Health: We must consider the town's fiscal health when making decisions. This means that:
 - Decision-making will encourage a fiscally-sustainable balance between the residential and commercial components of the town's tax base
- The **Davidson Comprehensive Plan (2020)** establishes a wide-ranging set of goals for the community to pursue, many of which are listed below. The goals emphasize prioritizing development in designated growth areas; creating safe, interesting pedestrian areas and public spaces; integrating sustainable features into development projects; and ensuring contextually appropriate infill.
 - **Goal 2.1: Intentional Growth Management**
 - Policy 2.1.1, Manage Growth to Balance Protection of Community Character and Natural Areas While Directing Desired Growth to Identified Centers: Lands within the town's current corporate limits are priorities for infill and redevelopment.
 - **Goal 2.2: A Network of Natural Areas & Open Space**
 - Policy 2.2.6, Expand Use of Low Impact Development Techniques: Use low impact development systems and practices that use or mimic natural processes to protect water quality and associated aquatic habitat and reduce the impact of built areas. Examples may include, but are not limited to, rain gardens and bioswales that result in the infiltration, evapotranspiration or use of stormwater.
 - **Goal 2.3: A Sustainable Built Environment**
 - Policy 2.3.3, Ensure Best Design Practices in New Growth: New growth should include short blocks and connected rights-of-way, prominent civic spaces, protected natural areas, front-facing buildings, a diversity of housing types...rear parking and alleys, front porches, and safe multimodal travel options.
 - **Goal 2.5: Contextually-Sensitive Infill & Redevelopment**
 - Policy 2.5.1, Infill Development Shall Enhance the Town: Infill development shall enhance and not detract from the building character of the town.
 - Policy 2.5.2, Balance Incremental Change with Existing Character: As Davidson grows through infill development, redevelopment of existing sites, and new growth in appropriate places on the town's edge, it should complement the town's existing character.
 - Policy 2.5.4, Make the Built Environment Human-Scale: Human-scale development is not defined by density or even building height, but instead by a built environment that makes people comfortable and happy navigating streets and neighborhoods on foot. Human-scale built environments might consider terminating vistas at the end of streets or the width and frontage of new buildings.
 - Policy 2.5.6, Use Appropriate Transitions Between Different Scales and Intensities: Use appropriate transitions between different building uses and intensities by stepping down building heights and scale from areas allowing taller buildings to primarily residential neighborhoods.
 - **Conservation & Growth Framework Map**
 - Districts, Residential Neighborhoods, Key Features/Opportunities:
 - » Continued promotion of traditional neighborhood development patterns, walkability, and a variety of housing types and uses
 - » Integration of affordable housing
 - » Mix of residential building types (including ADUs)

- » Low-impact development retrofits, street trees, sidewalks
- **Goal 3.1 Safe Streets for All**
 - Policy 3.1.2, Improve Sidewalk Network: Support sidewalk maintenance and retrofitting that improves ADA accessibility. Prioritize new sidewalk construction...
 - Policy 3.1.5, Promote Quality Pedestrian Crossings: Promote quality pedestrian and bicycle crossing treatments that are highly visible, predictable, and intuitive [Marked Pedestrian Crossings]
- **Goal 3.3 Increase Travel Options**
 - Policy 3.3.1, Promote a Continuous Pedestrian Network: Support the extension of sidewalks, greenways, and sidepaths that contribute to a fully connected pedestrian network.
 - Policy 3.3.4, Improve Street Connectivity: Promote street connectivity and short blocks that enhance walkability, slow traffic, provide two-way traffic, and ensure multiple access routes for emergency vehicles and other travelers.
- **Goal 5.1 Diverse & Inclusive Housing Options**
 - Policy 5.2.1, Foster a Diversity of Housing Options: Foster a diversity of well-integrated housing options within neighborhoods and along block faces, including but not limited to tenure (rental, ownership, cooperative), type (detached houses, townhouses, attached houses, appropriately- designed and scaled multi-family housing, and live-work units), and income.
- **Goal 5.3 Long-Term Fiscal Health**
 - Policy 5.3.1, Promote Use of Existing Resources: Promote infill, redevelopment, and adaptive use as a way to maximize use of existing services, infrastructure, and utilities.
 - Policy 5.3.3, Promote Smart Growth: Encourage compact development that can be more efficiently served. Land areas designated as activity nodes and commercial areas should be retained until market conditions present viable commercial opportunities.

4. PUBLIC INPUT SESSION

A Public Input Session was held on Monday, 3/14 and attended by 40-50 persons. Overall, adjacent residents did not support the project at that point due to its scale/mass/height and architectural differences with existing buildings, among other reasons. A copy of the full Public Input Session Report is available on the [project website](#).

Participants described long-standing issues related to privacy in the area: Residents have issues enforcing parking as well as boardwalk and lake access (all of which are private in this area) – particularly in the summer months when lake activity increases. Many participants did not support the idea of a publicly accessible park due to these issues; they also raised questions about the future residents' access to the privately maintained lake boardwalk and adjacent outdoor amenities, noting that the plans show features not located on the developer's property. While possibly open to such private access or pedestrian improvements if the developer/future residents contribute to the long-term maintenance of these areas, they noted that the developer had not made any effort to discuss these possibilities with area residents. The developer further engaged residents in mid-April on a site visit and since then through further discussion.

Since the Public Input Session, the plans have been modified to remove the park and boardwalk/lakeshore access; the remaining open space areas will be private. This approach, though

inconsistent with adopted plans and Davidson's approach to development since the 1990's, is consistent with the existing conditions of the surrounding area – much of which was developed in the 1980's. Additionally, the revised plans relocate the proposed sidewalk/crosswalks to the north side of Griffith St. and within existing right-of-way. This addresses area residents' concerns about improvements by the developer to private/HOA land while keeping with the spirit of improvements outlined in the Mobility Plan. Lastly, the plans have been revised to identify landscape screening on the northwestern and southern boundaries and the waste storage area has been relocated and better screened. Each of these topics were raised at the input session.

5. PLANNING BOARD

The Planning Board discussed the project at their February, March, and June 2022 meetings. They covered a range of topics with much of the discussions focused on sustainability (roof, site design), building design (including universal design), public access to open space, and transportation (parking/visitor access, mobility improvements impacting the broader area). Many of their initial comments have been addressed (sustainability, mobility) or no longer apply directly (access to open space).

At their July 25 meeting the Planning Board reviewed the project and offered a recommendation to the Board of Commissioners. The Planning Board recommended that commissioners consider approval of the project subject to the three items listed in Section 7. Staff Recommendation: Demonstrate parking materials' compliance; demonstrate site BUA compliance of 24%; and agreement to the full open space payment-in-lieu amount in condition Item 7a.

6. PUBLIC HEARING

On June 28, 2022 the Davidson Board of Commissioners held a public hearing on the project. One speaker offered comments regarding the waste services location, driveway width, and perceived building height. Since the meeting, the waste services area has been relocated and the driveway width reduced. The hipped roof cited as contributing to the greater perceived height remains; it is a design feature recommended by the Design Review Board in order to establish greater consistency with the roof designs of existing buildings (as opposed to the flat roof originally proposed).

The commissioners' discussion at the meeting touched on a number of other topics including whether the building included fire sprinklers, the developer's agreement with the proposed conditions, citing of the waste services area/tree preservation, lighting, and use of boardwalk decking as a parking surface (i.e., durability, sustainability, public safety access). With the exception of the sprinklers (which are included in the building), all other items are addressed in the Staff Analysis and/or conditions.

7. STAFF RECOMMENDATION

The purpose of the Board of Commissioners Staff Analysis is to assess the plans against existing standards, provide the public and stakeholders with the known facts, catalogue the project's evolution/responsiveness to feedback, and make a recommendation to commissioners to consider in their decision. After reviewing the application and documentation as well as stakeholder feedback, staff recommends approval of the project subject to the following:

1. *Parking surface materials meet Davidson Planning Ordinance and Mecklenburg County Land Development Standards Manual requirements (i.e., permeable pavers not wood decking).*

2. *Revised plans and calculations illustrate that the BUA limit remains under the required 24% threshold (i.e., Option 2 building envelope reduction by 1.5').*
3. *The developer agrees to all project conditions. This includes the full payment-in-lieu amount proposed in Item 7a Open Space/Payment-in-Lieu; it does not include agreement with Item 7b Access Easement/Future Connection.*

8. ATTACHMENTS/RESOURCES

- **Attachment A:** Davidson Condos Presentation
- **Attachment B:** Annotated Conditions
- **Attachment C:** Davidson Condos Presentation/Applicant

DAVIDSON CONDOS

Conditional Map Amendment

Site Notes + Conditions

07/20/2022

Trey Akers, Senior Planner

INTRODUCTORY COMMENTS

- All statements below are proposed for inclusion as part of the Conditional Map Amendment. They are based on ordinance requirements, staff review, precedents, and relevant plans/policies. References to applicable notes'/conditions' origin are included. See the [Davidson Comprehensive Plan](#) and [Mobility Plan](#) for Policy/Action Item or Action Step references (i.e., abbreviated CP P 2.2.6, A 5.2.7 or MP AS 2.5).

SITE NOTES (MP-03)

1. **Master Plan:** The site plan, associated notes, and conditions are a condition of approval and based upon the Davidson Planning Ordinance in effect on July 1, 2021.
2. **Modifications:** The site configurations and placements (including but not limited to lot sizes, parking layouts, and open spaces) are schematic in nature and may be altered and/or modified during the Preliminary Plat process in accordance with ordinance requirements and Planning Director approval.
3. **Subdivision:** The site may be subdivided to create rights-of-way, open spaces, and easement access areas.
4. **Built-Upon Area:** The project is located in the Lake Norman Critical Watershed and shall meet the low-density requirements for DPO 17 Watershed Protection Overlay District and DPO 20 Post-Construction Stormwater Ordinance (as applicable).
5. **Open Spaces/Amenities:** Designated open space and amenity areas shall be privately-maintained and must be developed generally as shown on the schematic design.

CONDITIONS

1. **Setbacks:** The permitted front setback shall be as follows: 100' Minimum; 135' Maximum.
2. **Architecture:** The final building design as approved by the Design Review Board must conform substantially to the design presented to the Board of Commissioners at the time of Conditional Map Amendment approval. Unless otherwise noted, all applicable Davidson Planning Ordinance requirements pertaining to the building design, architectural components, and context must be met. Building plans shall receive DRB approval by December 2022. [CP GPP Design]
3. **Housing:**

a. **Universal Design:** Two units, including one ground floor unit, shall be designed according to the following specifications derived from ICC A117.1, Type C, Visitable Unit and LEED for Neighborhood Development v4 Visitability & Universal Design Options 1-3 principles. Dwelling units shall include at least six features from the Options and least one feature from each Option. [CP P 5.2.4/A 5.2.7]

b. **Affordable Housing:** The applicant shall pay \$40,840 in lieu of construction the required unit.

4. Parking:

a. **Vehicular Parking:**

i. **Location:** Surface parking shall be as shown on the plan, ahead of the front façade, and shall be prohibited in driveways and in shared drive spaces.

ii. **Amount:** The project proposes 17 parking spaces – 12 interior and five exterior.

iii. **Electric Vehicle Charging:** The project shall provide two charging stations for electric vehicles – one interior to the building and one in the exterior parking lot.

iv. **Surface Lot Screening:** Surface parking lot screening shall be provided as shown on the plan using a mix of newly planted and existing vegetation. The combined vegetation shall meet the standards set forth in DPO 9.6.2.A-C, F-G. Disturbance to the natural buffer required in 9.6.2.F may occur as part of a tree/vegetation preservation plan approved by the Arborist.

v. **Garage Screening:** Given the angle of the Private Drive, screening of the building parking structure shall be provided as shown on the plan east of the parking areas and on each side of the drive to meet DPO 4.4.1.B.5.

b. **Bicycle Parking:** Bicycle parking, as required per DPO Section 8.3, will be provided in the proposed parking structure beneath the building and at the building rear. [MP AS 2.5]

5. Waste Service Area: The outdoor waste storage area shall be as shown on the plan, ahead of the front façade, and shall be prohibited in any other exterior site location.

6. Street Improvements:

a. **Pedestrian Facilities:** The project will provide pedestrian facilities as shown on the plan. Specifically:

i. **Sidewalks:** The project shall provide a 6' sidewalk along the north side of Griffith St. connecting from the existing sidewalk at the northwestern roundabout exit at I-77 to the eastern side of Northwest Drive. The 6' sidewalk shall then extend south across Griffith St. and west across Southwest Dr. to connect to the project site at its driveway entrance. [MP Pg. 2, 75, 231]

ii. **Pedestrian Refuge:** A landscaped pedestrian refuge on Griffith St. not less than 5' in width must be installed by extending the existing planted median. [MP Pg. 22, 85]

iii. **Crosswalks:** The project shall provide crosswalks at the following locations: The angled access drive to North Harbor Place Drive; North Harbor Place Drive; Griffith Street; and Southwest Drive. [MP Pg. 2, 22, 84, 231]

- b. **Bicycle Facilities:** The project shall provide payment-in-lieu for four sets of sharrows pavement markings and two bicycle lane share signs. The payment-in-lieu value shall be \$1,175.00 [MP Pg. 89]

7. **Open Space:** The following apply to the open space and park areas in-lieu of featuring public access or at a future point in time:

- a. **Payment-in-Lieu:** The project shall provide payment-in-lieu for publicly-accessible park space, open space, and amenities on the lakeshore not provided as part of this project scope. The payment-in-lieu value shall be \$109,961.66 [DPO 2.2.6.E, 7.4.1.F]
- b. **Access Easements, Future Connection:** In the event that the boardwalk or shoreline on adjacent properties become publicly-accessible, the developer and/or HOA shall record via plat a publicly-accessible easement of not less than eight feet in width to the park and open space within 40 feet of the Lake Norman Full Pond Elevation. If properties on both sides become accessible, including at different times, the easement shall extend through the site from one side to the other and the easement re-recorded if necessary. The land within the access easement shall be improved to a natural walking surface by the Town of Davidson. In the event the developer/HOA fail to record the easement, the Town of Davidson shall be permitted to access the site, record the easement(s), and make improvements.

8. **Landscaping:**

- a. Requirements: Landscaping will be in accordance with Section 9 of the Davidson Planning Ordinance. The project shall plant a minimum of six species of vegetation that are native or adapted to the project's EPA Level III Ecoregion, including a minimum of two out of the following plant categories: Tree, shrub, and ground cover. Additionally, the project shall designate a portion of the site area for a pollinator garden consisting of native flowering plants and totaling at least 30 square feet. [CP P 2.2.2]
- b. Financial Contribution: A \$25,000 contribution is to be made to the surrounding homeowner's association for landscaping improvements associated with screening the adjacent buildings from the proposed building. Developer to work with adjacent homeowners' associations to design plan. Plants to be chosen from the Town of Davidson Tree or Shrub list.

9. **Lighting:** All lighting installed in the right-of-way, common open space areas, and on the building exterior shall meet or exceed the back-uplight-glare (BUG) or calculation methods specified in LEED v4.1 Sustainable Sites Light Pollution Reduction. [CP P 2.3.2/A 2.3.3, 2.3.7]

10. **Rainwater Management:**

- a. **Mitigation Payment:** Based on the Davidson Condos Pollutant Load Analysis memo from Mecklenburg County, the developer shall make a nitrogen mitigation payment of \$15,274.30 to the Town of Davidson to offset development impacts. [CP P 2.2.6/A 5.2.7]

[CONTINUED]

Commented [TA1]: The developer proposes a Total Payment-in-Lieu for the Park/Open Space of \$75,122.66. This amount includes all items except the Boardwalk Connection.

Commented [TA2]: The developer does not agree with this condition. The developer believes they should not be asked to provide payment-in-lieu for the publicly accessible park/open space and also be asked to provide future public access.

11. Public Safety:

- a. **Lighting:** In concert with Lighting condition above, sufficient quantities of lighting shall be provided on the building exterior and within the parking structure to meet public safety needs (i.e., at building and unit entrances, addressing, etc.).
- b. **Signage/Addressing:** The building shall be adequately addressed from the access street and individual unit numbers labeled on the exterior and interior of the building. The building shall be addressed off of Southwest Drive.
- c. **Access:** The project shall provide a Knox Box for access by Fire Dept. personnel in the event of an emergency. The project shall provide a code and/or key fob for access to the building interior and parking structure by Police Dept. personnel in the event of an emergency. If a code is used it must not be changed unless a security breach occurs, and an updated code must be shared with the Police Department. If a key fob is used then a fob must be provided for each patrol car.

12. Utilities: This approval shall serve as the Board of Commissioners approval of the project's required sewer extension. All required CLT Water documents, including an approved Capacity Assurance Letter, must be provided for Construction Document approval.

13. Retaining Walls: Retaining walls shall be permitted up to a height of 12 feet without terracing as required by DPO 4.3.1.D.1. Heights 12 feet or greater require terracing of the entire wall height per DPO requirements.



AGENDA MEMO

To: Davidson Board of Commissioners
From: Leslie Willis - Parks and Recreation Director
Date: September 13, 2022
Re: Consider Approval of West Branch (Fisher Farm) Stream Restoration Easement

OVERVIEW

Mecklenburg County is requesting from the Town of Davidson, an easement of 8.4 acres along the West Branch Rocky River to complete a stream restoration which will improve the flow of water increasing water quality and wildlife.

The overall West Branch stream restoration project is comprised of three separate project phases to allow for completion and funding of each individual stream section in a timely manner. Phase III of the project will be the continuation of the main stream from the confluence downstream to the bottom of Fisher Farm Park (est. 5,000 ft.). The goal will be to stabilize the tributary and main stem of West Branch Rocky River by grading the stream banks to a gentle slope that will support and sustain native vegetation during all seasons of mother nature's storm events for decades to come. This phase is planned for construction to begin in early 2023.

The original Phase III plan proposed by Charlotte-Mecklenburg Storm Water placed significant impacts on the West Branch corridor and Fisher Farm/Abersham Park. Through the concerns of Davidson, local organizations, and individuals, a community group was formed to explore alternative ways to construct the project and decrease some of the impacts while improving the long-term stability, ecology, and water quality of the stream. The community group worked closely with Charlotte-Mecklenburg Stormwater to come to a consensus on the project construction and devised steps for an on-going collaboration.

The updated project was discussed with the town board at the August 23, 2022 board meeting. A permanent easement and a temporary construction easement are requested by the county.

REQUESTED ACTION/PROPOSED MOTION

Motion to approve the granting of a permanent easement and temporary construction easement along the West Branch Rocky River in Fisher Farm to Mecklenburg County for the restoration and improvements of the West Branch Rock River.

RELATED TOWN GOALS

Strategic Plan Alignment

Sustainability and Natural Assets – Preserve Davidson's natural assets, and develop, implement,

and actively encourage innovative solutions to environmental, energy, and climate- based challenges.

Core Values

Open communication is essential to an engaged citizenry, so town government will seek and provide accurate, timely information and promote public discussion of important issues.

Citizens must live in a healthy environment, so town government will protect watersheds, trees, air quality, and other elements of the town's ecology.

The physical, social, and intellectual well-being of Davidson citizens is fundamental to our community, so town government will provide and encourage enjoyable, safe, and affordable recreational and cultural lifelong learning opportunities.

OPTIONS/PROS & CONS

Options: The Town Board grants the permanent and temporary easements to Mecklenburg County to restore the West Branch Rocky River, or the Town Board does not grant the permanent and temporary easements to Mecklenburg County to restore the West Branch Rocky River.

Pros: Improvement of water quality and wildlife, as well as restore the stream back to the natural state.

Cons: Removal of trees necessary for the project and a possible temporary disturbance of wildlife.

NEXT STEPS

Action/Proposed Motion – Motion to approve the granting of a permanent easement and temporary construction easement along the West Branch Rocky River in Fisher Farm to Mecklenburg County for the restoration and improvements of the West Branch Rocky River.



West Branch Rocky River Stream Restoration

**Leslie Willis
Parks and Rec Director
Work Session
September 13, 2022**

Project Summary

- Mecklenburg County Stormwater Project
 - Permanent easement and temporary construction easement
 - Benefits ecology, stability, and water quality
- Community Engagement
 - Limit sinuosity
 - Decreased width to save larger tree loss
 - Upgraded replanting plan
 - Reduce spoil spills
- On-going Collaboration
 - Long-term maintenance
 - Education
 - Monitoring – working with Davidson College, Davidson Lands Conservancy, and County Stormwater

Exhibit - Temporary Construction Easement

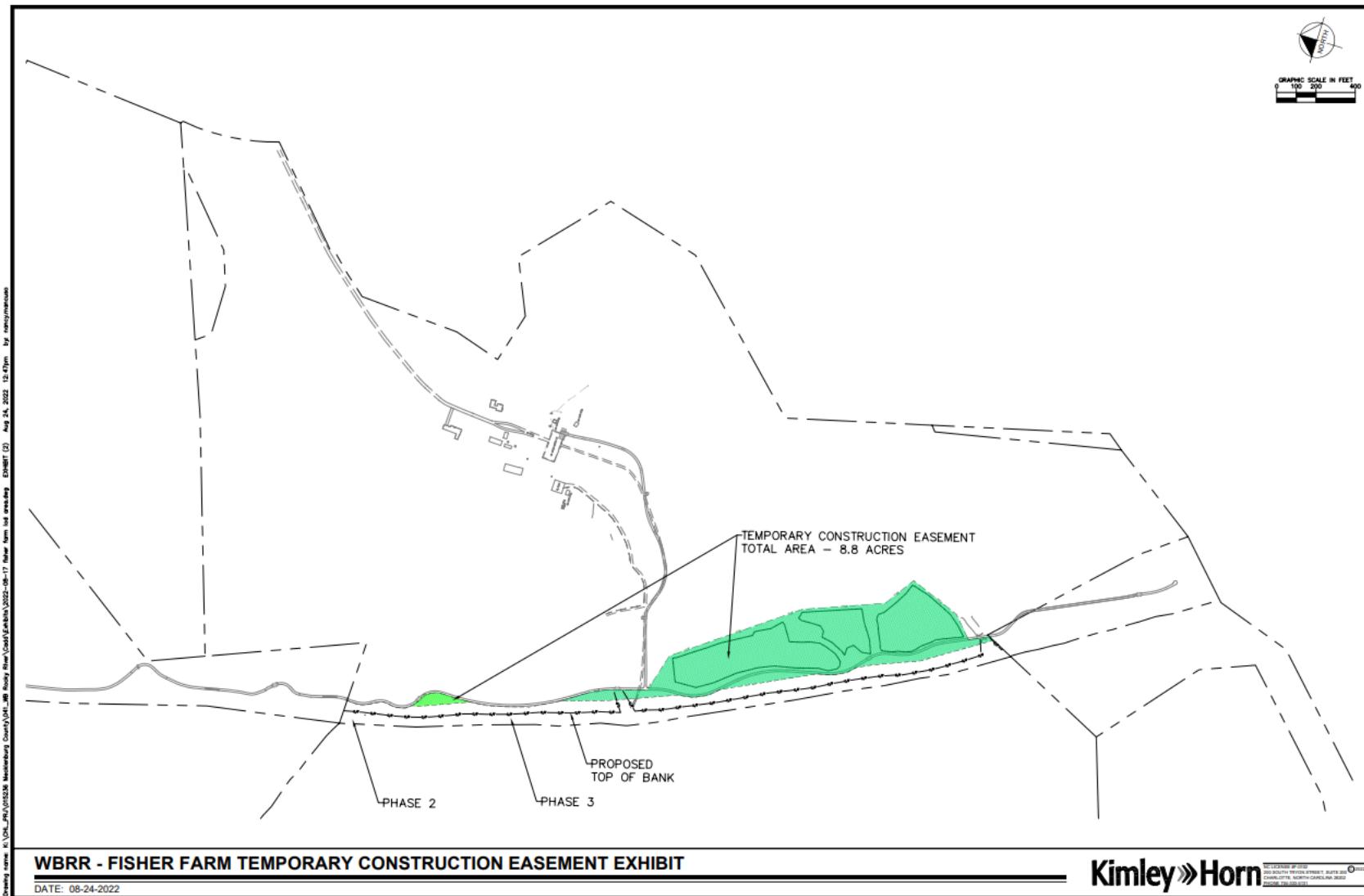
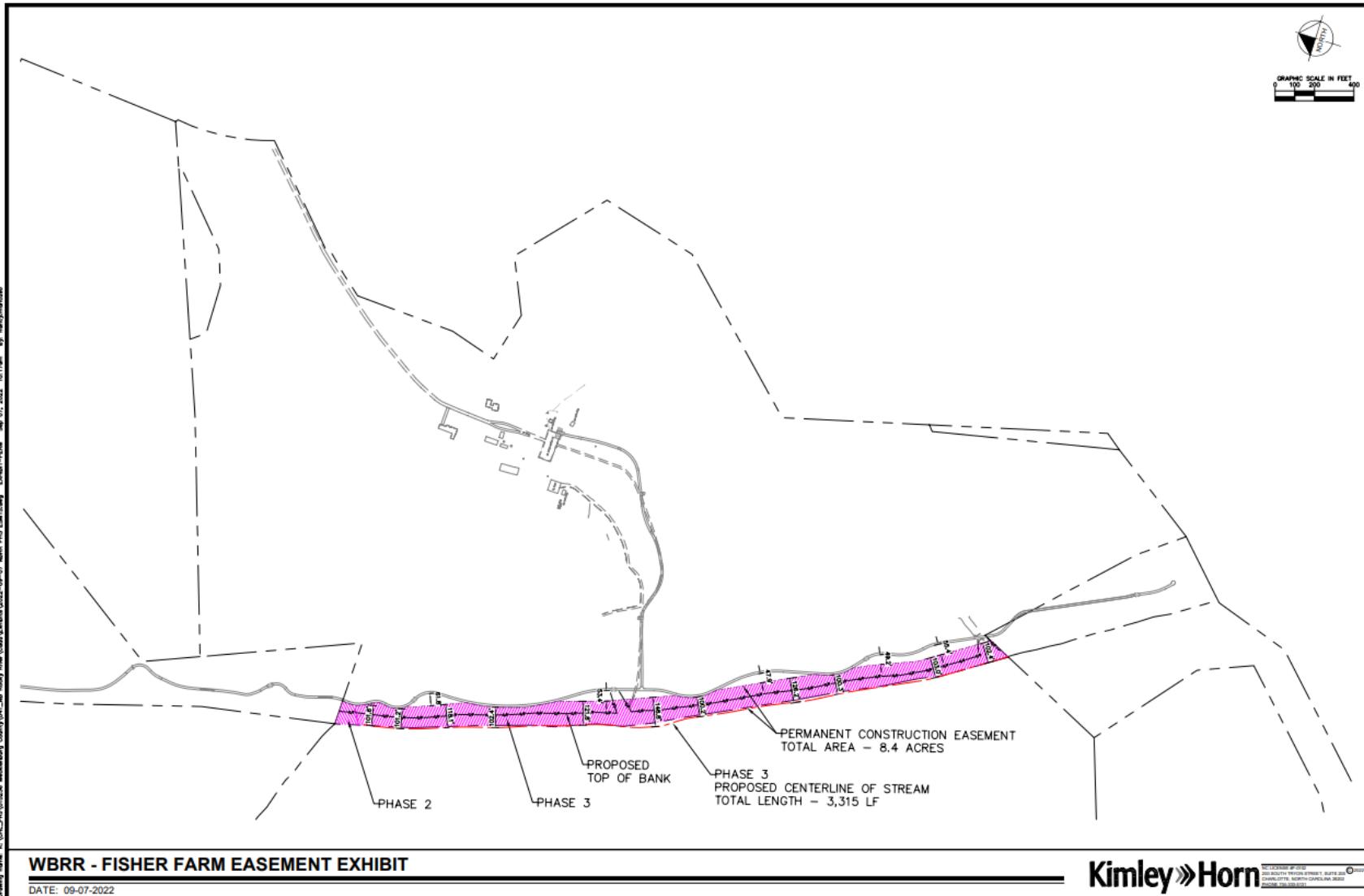


Exhibit - Aerial View - Temporary Construction Easement



Exhibit – Permanent Easement



Action:

Motion to approve the granting of a permanent easement and temporary construction easement along the West Branch Rocky River in Fisher Farm to Mecklenburg County for the restoration and improvements of the West Branch Rock River.



TAX CODE # 00311104
ADDRESS: 20809 Fisher Rd
Davidson NC 28036

STATE OF NORTH CAROLINA
COUNTY OF MECKLENBURG

STORM WATER EASEMENT

THIS GRANT OF EASEMENT is made this _____ day of _____, 2022, by and between **TOWN OF DAVIDSON**, a municipal corporation organized under the laws of the State of North Carolina (hereinafter referred to as GRANTOR), and **MECKLENBURG COUNTY**, a political subdivision of the State of North Carolina, hereinafter called "GRANTEE".

The designation GRANTOR and GRANTEE, as used herein, shall include said parties, their heirs, successors, and assigns, and shall include singular, plural, masculine, feminine, or neuter as required by context.

GRANTOR is the owner of that land described in an instrument recorded in Deed Book 14620 at Page 750 in the Mecklenburg Public Registry, and commonly known by the address shown above ("Premises").

Said GRANTOR, in consideration of the mutual covenants, terms and conditions, hereby grants and conveys to said GRANTEE an easement over and across said premises within an easement upon common open space with no encroachment upon private parcels as having a total area of 8.4 ACRES as measured from the property line (center of existing creek but NOT beyond the existing greenway) as illustrated in the attached Exhibit (WBRR-FISHER FARM EASEMENT EXHIBIT), to encompass the storm drainage facilities as installed or improved and commonly known as West Branch Rocky River ("Easement Area") for the purpose of laying, constructing, reconstructing, operating and maintaining storm drainage facilities.

This Storm Water Easement replaces in its entirety any Right of Way Agreement previously granted to Mecklenburg County by the Grantor of this Storm Water Easement, or by his/her/ or its predecessor in title, with respect to the area covered by both the old Right of Way Agreement and this new Storm Water Easement.

Drawn by and return to: Mecklenburg County
Storm Water Services
2145 Suttle Ave
Charlotte, NC 28208

The following rights are also granted to GRANTEE: to enter said Premises to inspect said storm drainage facilities, to perform necessary maintenance and repairs, and to make alterations and additions thereto; to obtain samples of storm waters from time to time for testing purposes; to remove from the Easement Area, now or at any time in the future, trees (provided that Grantee shall provide Grantor [and/or Grantor's designated arborist] two weeks' prior notice of any intended removal), structures, or other obstructions that may endanger the proper maintenance and operation of said storm drainage facilities, except for the following pre-existing items: none.

TO HAVE AND TO HOLD the Easement Area hereinbefore described unto the GRANTEE, its successors and assigns, for the aforesaid uses and purposes and none other.

It is understood and agreed by and between the parties hereto that the GRANTEE, upon reasonable prior written notice to Grantor, shall have the right of ingress, egress, and regress over and upon any lands of the GRANTOR immediately adjacent to or in the vicinity of the Premises as may be essential to the use thereof for the aforesaid purposes, and no entry for such purposes shall be deemed a trespass. Any damage which may occur outside the Easement Area to fences, buildings, or other structures resulting from the GRANTEE's exercise of the right of ingress, egress, and regress shall be repaired to as reasonably near a condition as originally existed by the GRANTEE.

It is further understood that the GRANTOR shall erect no permanent structure of any kind within, over or across this Easement Area. For purposes of this Easement, permanent structure includes, but is not limited to: buildings including sheds, walls, and other masonry structures, tennis courts, and swimming pools. The GRANTOR shall not knowingly attempt to block or otherwise impede the natural flow of water, pollute the surface water, or remove the function of the channel as a restored or improved stream (including cutting, removing, mowing, or destructing any vegetation within the Easement Area).

This Easement is given to permit the construction, reconstruction, operation and maintenance of storm drainage facilities to be installed. The GRANTEE has the right (but not the obligation) to maintain the storm drainage facilities it installs but shall have no liability for any failure to do so. With Permission of GRANTEE, GRANTOR may also perform maintenance activities consistent with the easement rights set forth herein.

Improvement to existing facilities or installation of new facilities does not guarantee that the Premises will be free of all flooding and/or erosion. No work performed by GRANTEE is warranted to keep the Premises free of water.

IN WITNESS WHEREOF, the GRANTOR has hereunto set his hand and seal, or if corporate, has caused this instrument to be signed in its corporate name by its duly authorized officers and its seal to be hereto affixed by authority of its Board of Directors, this _____ day of _____, 2022.

GRANTOR:

TOWN OF DAVIDSON,
a municipal corporation organized
under the laws of the State of North Carolina

By: _____
Name: _____
Title: _____

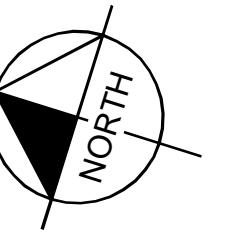
STATE OF _____
COUNTY OF _____

This _____ day of _____, 2022, personally came before me _____, who, being first duly sworn, says that s/he is the _____ of the Town of Davidson, and that said writing was signed by him/her on behalf of the Town of Davidson by its authority duly given; and the said _____ acknowledged the said writing to be the act and deed of the Town of Davidson.

[Stamp/Seal]

Notary Public - _____
(Type Name)

My Commission Expires: _____



GRAPHIC SCALE IN FEET
0 100 200 400



WBRR - FISHER FARM EASEMENT EXHIBIT

DATE: 08-23-2022



AGENDA MEMO

To: Davidson Board of Commissioners
From: Lindsay Laird, Senior Planner, Planning Dept.
Date: September 13, 2022
Re: Historic Preservation Plan – Update

OVERVIEW

The historic preservation plan process began in Spring 2021 to fulfill action 2.4.1 of the Davidson Comprehensive Plan. A Steering Committee was formed to help guide the process. Public outreach to date has included a citizen survey that was available for six weeks in April/May 2021, stakeholder interviews, focus group meetings on specific topics (neighborhood preservation, downtown, rural area preservation, HPC processes, and storytelling), and periodic advisory board meetings with the Planning Board and HPC.

A draft plan (excluding chapters 2, 8, & 9) was shared with the Steering Committee in late January 2022. The plan outline at that time included the following chapters:

- Chapter 1:** Overview
- Chapter 2:** Historic Context
- Chapter 3:** Preservation Approach
- Chapter 4:** Strengthening Davidson’s Historic Preservation Programs
- Chapter 5:** Pursuing Best Practices in Town Operations
- Chapter 6:** Sustaining Davidson’s Main Street/Downtown
- Chapter 7:** Strengthening Davidson’s Historic Neighborhoods
- Chapter 8:** Engaging the Public
- Chapter 9:** Conclusions & Implementation

Steering Committee feedback on the January 2022 draft was that chapters were too long, too dense, and action items were buried in the text. Overall, the plan should be more user friendly.

Proposed Outline

Changes were made to the plan outline to consolidate chapters and more accurately depict chapter topics. The currently proposed plan outline includes the following:

- Chapter 1:** Overview & Approach [*Chapter 1 and previous Chapter 3 were consolidated into a single chapter*]
- Chapter 2:** Evolution of Davidson’s Historic Character
- Chapter 3:** Strengthening Davidson’s Historic Preservation Programs

Chapter 4: Pursuing Best Practices in Town Operations

Chapter 5: Enriching Davidson's Main Street/Downtown [*Chapter title was changed from "sustaining" to "enriching" downtown*]

Chapter 6: Strengthening Davidson's Historic Neighborhoods

Chapter 7: Continuing the Story [*Chapter title was changed from "Engaging the Public" to "Continuing the Story" to better capture the intent of the chapter*]

Chapter 8: Conclusions & Implementation [*Will include a summary matrix of all action items with short/medium/long term priority and responsible entities*]

Formatting Changes

Much of the plan was revised/consolidated to streamline text. Larger headings and subheadings were incorporated to visually call out each section. Action items previously included at the end of each section are now located throughout the text below the corresponding explanation of each. Additionally, footnotes were revised to endnotes. Footnotes in the previous draft were long in some places interrupting the flow of the main text.

Additional formatting revisions can/will still be made (e.g., action summary tables are still included at the end of each chapter but may be removed in the final version). Some text reduction and consolidation of action items can also happen prior to the final version of the plan.

REQUESTED ACTION

The purpose of tonight's discussion is to update commissioners on draft chapters 4, 5, & 7 and solicit feedback to inform further revisions to the plan.

RELATED TOWN GOALS

Strategic Plan Alignment

A Well-Planned and Livable Community – Create well-planned, dynamic community places with connected progressions between them.

Historic Preservation – Preserve our historic properties that contribute to our vibrant and unique community and honor the history of the lived experiences of our residents.

Affordable Living, Equity and Inclusion – Work together to create a culture of belonging, address our past inequities, provide opportunities for all, treat everyone with respect and dignity and recognize every voice.

Economic Development - Leverage town resources to attract diverse commercial development that contributes to Davidson's unique local economy and supports new initiatives that create jobs and opportunities for the community.

Operational Excellence – Provide efficient and high-quality public services and facilities through thoughtful and proactive planning, reasonable stewardship of town resources and a professional and committed workforce.

Core Values

Open communication is essential to an engaged citizenry, so town government will seek and provide accurate, timely information and promote public discussion of important issues.

Davidson's traditional character is that of a small, historic college town, so land planning will reflect its historic patterns of village-centered growth including connection of neighborhoods, preservation of our historic resources, conservation of rural area, and provision of public spaces.

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.

As home to Davidson College, the town will engage the college's faculty, staff and students in constructive communication and collaboration.

Davidson exists in proximity to and is interdependent with other jurisdictions, so we strive for local, regional, state and federal cooperation.

OPTIONS/PROS & CONS

Options: N/A

Pros: The plan will provide a roadmap for historic preservation in Davidson for the next 10-15 years.

Cons: N/A

NEXT STEPS

The Historic Preservation Commission and Plan Steering Committee will tentatively review a draft of the full plan in September. The plan will be released for public comment in September/October. Plan adoption is targeted for late fall.



Historic Preservation Plan Update

Lindsay Laird
Senior Planner
9/13/2022

www.townofdavidson.org

Historic Preservation Plan Update

Current Plan Outline:

- Chapter 1: Overview & Approach
- Chapter 2: Historic Context
- Chapter 3: Strengthening Davidson's Historic Preservation Programs
- Chapter 4: Pursuing Best Practices in Town Operations
- Chapter 5: Enriching Davidson's Main Street/Downtown
- Chapter 6: Strengthening Davidson's Historic Neighborhoods
- Chapter 7: Continuing the Story
- Chapter 8: Conclusions & Implementation

Historic Preservation Plan Update

Chapter 4: Pursuing Best Practices in Town Operations

- Town Government Programs (Advisory Boards, Departments, Other Agencies)
- Enhancing the Public Realm

Chapter 5: Enriching Main Street & Downtown

- Managing the Business of Main Street/Downtown (Economic Vitality, Design, Promotion, & Organization)

Chapter 7: Continuing the Story

- Interpretation
- Existing Interpretive Sites/Programs
- Public Education
- Heritage Tourism
- Placemaking Through Wayfinding

Chapter 4: Town Operations

Key Action Items:

Planning Board Actions

- **Action 4.2.A:** Prioritize initial historic district expansion efforts in West Davidson and neighborhoods in the Village Infill Overlay District based on citizen interest, feasibility, and timing.
- **Action 4.2.B:** Review existing Village Infill Overlay District standards and consider additional site and building dimensional standards that explicitly protect established building rhythms, scale, and character of the surrounding historic district. This review should include an analysis of minimum/maximum building width and depth regulations based on surrounding historic buildings within a specified distance.

Development Review

- **Action 4.3.B:** Where existing historic resources will be adversely and unavoidably impacted by a new development, negotiate minimization to reduce adverse impacts and/or mitigation to compensate the community for the loss of historic fabric and character.
- **Action 4.3.D:** When demolition or adverse change to a historic property are imminent, require photo documentation of the existing features.

Chapter 5: Main Street/Downtown

Key Action Items:

Economic Vitality

- **Action 5.3.C:** Explore other financial instruments to support commercial rehabilitation projects designed to address long-term maintenance needs of historic structures. This could include creating a low-interest loan pool or expanding the existing Main Street Business Grant program to commercial properties outside the local historic district but within the National Register Historic District.

Design

- **Action 5.3.E:** Recognize thoughtful and innovative design by annually applying for North Carolina preservation awards through the N.C. HPO and Preservation NC, where applicable.

Promotion

- **Action 5.3.H:** Once updated, publicize a downtown Davidson historic walking tour, especially during community events such as Town Day.

Placemaking

- **Action 5.4.C:** Enhance walkable connections to downtown in every direction through placemaking initiatives, especially from West Davidson to downtown and from downtown to South Main Street.

Chapter 7: Storytelling

Key Action Items:

Interpretation

- **Action 7.3.A:** Expand the Town's system of outdoor community interpretation using wayside exhibits and public art. Form a temporary committee of community stakeholders to create a first phase work plan to expand the current system of permanent installations, secure funding and administrative support, and encourage longer term projects with even wider impact.
- **Action 7.3.B:** Plan and implement a Town-wide installation of community interpretation at trailheads and in parks covering historic, cultural, and natural topics.
- **Action 7.3.C:** Update the self-guided walking tour of Davidson. Include a digital walking tour option capable of expansion.
- **Action 7.3.D:** Use the new Town Hall building at 251 South Street as a pilot project for community interpretation. Use lessons learned from this pilot project as a model for further storytelling initiatives at other historic sites.

Chapter 7: Storytelling

Key Action Items:

Wayfinding

- **Action 7.6.A:** Develop a sign pattern book for components of Davidson's historic district and interpretive signage in coordination with the existing wayfinding system.
- **Action 7.6.C:** Improve the identification of Davidson's historic districts:
 - Mark entrances to the National Register historic district; and
 - Mark the entrances to local historic districts and/or employ street sign "toppers" to mark historic district streets.

Historic Preservation Plan Update

Process & Next Steps:

- HPC Update (Ch 1-3) 7/20
- Board of Commissioners Work Session 8/9
- HPC Update (Ch 4, 5, & 7) 8/17
- Planning Board Update 8/29
- Board of Commissioners Work Session 9/13
- Plan Released for Public Comment Sept/Oct
- Plan Adoption Late Fall

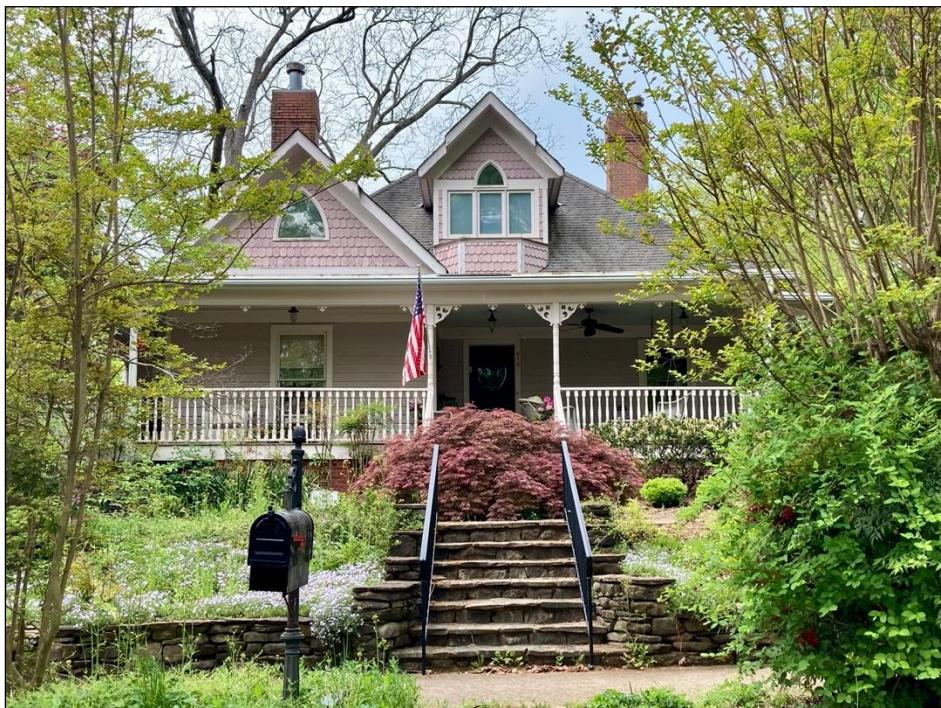
QUESTIONS | COMMENTS



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DAVIDSON HISTORIC PRESERVATION PLAN
DRAFT – AUGUST 11, 2022 [w/o CHAPTER 6]



412 South Street (ca. 1900), a Southern rendition of the Queen Anne architectural style with its single story, full hip roof, and deep shady porch, is a contributing building in Davidson's large National Register historic district.

CHAPTER 4. PURSUING BEST PRACTICES IN TOWN OPERATIONS

Historic preservation is practiced most effectively when it is integral to community planning and operations. Thus, aligning Town programs affecting historic preservation is a key objective of this plan.

Goal 2 of this plan calls for making the most of Town programs:

Strengthen the Town's role and resources devoted to historic preservation tools and techniques. Focus on supporting historic preservation throughout Town policies to stimulate private investment in historic areas, encourage energy conservation and environmental sustainability, support public programming for history and historic preservation, and connect the Town's historic core to its surrounding parks, neighborhoods, and rural areas.



Thoughtful public art can highlight historic places and stories and the evolution of community character. Davidson's Public Art Commission supports Davidson as "a community that values the way that art and culture enriches our lives, helps define the unique and special qualities of our town, and teaches us about each other." Its role is to identify possible public art projects and sites; select artists for specific sites; solicit grants and outside support for the program; encourage private developers to include public art in their developments; and support opportunities for public discussion of public art. Pictured: The Book Garden was created by Artist Lydia Musco and Landscape Architect J'Nell Bryson, and was installed in the fall of 2013. "Davidson is full of authors and readers; the Book Garden honors Davidson's literary legacy and celebrates the written and visual arts through design, sculpture, and words," said Bryson. "Its location next to the library, a block from Davidson College, and across the street from Main Street books, is perfect to celebrate Davidson's literary pursuits." (text about The Book Garden from the commission's 2016 Plan for Public Art.)

Chapter 4 describes ways that Davidson's land use planning and other town programs affect historic preservation – and vice versa – and discusses strategies to improve alignment of town programs with historic preservation goals.

4.1. TOWN GOVERNMENT PROGRAMS

The Town of Davidson is governed by an elected Mayor and Board of Commissioners, supported by a variety of appointed advisory boards and commissions as well as departmental staff that implement day-to-day operations.

ADVISORY BOARDS

Advisory boards with the most direct impact on historic preservation are:

Historic Preservation Commission: Reviews changes to properties within the locally designed historic district, including exterior alterations, additions and new construction impacting commercial, institutional, and most residential structures;

Design Review Board: Controls the design of new commercial, institutional, and multi-family buildings throughout Davidson that are not located in the locally designated historic district; and

Planning Board: Advises the Board of Commissioners on a variety of planning and zoning matters, rendering opinions and providing recommendations regarding the planning ordinance, land use plans, and development projects in accordance with the Davidson Planning Ordinance.

Other boards, commissions, and working groups with potential for becoming involved in historic preservation are:

- ❖ Affordable Housing and Equity Board
- ❖ Livability Board
- ❖ Public Art Commission
- ❖ Storytelling Committee
- ❖ Sustainability Committee

TOWN DEPARTMENTS

The Planning Department will be responsible for supporting this plan's implementation; it will coordinate all Town activities affecting this plan. As part of their daily operations, planning staff respond to citizen and development inquiries; review building permits and development plans; coordinate public engagement initiatives; carry out Board of Commissioner policy initiatives; serve on and staffs various local and regional committees and advisory boards; enforce Planning Ordinance regulations; and assist other departments with technical information, mapping, and meeting facilitation.

Other Town departments whose work directly impacts historic preservation efforts include:

Affordable Housing: Affordable housing is a critical issue in Davidson where historic preservation techniques can be supportive.

Economic Development: Historic preservation is essential to sustaining Davidson's downtown business district.

The Town's work to enhance and expand its parks and recreation linkages is important to maintaining Davidson's high quality of life and connecting residents to its rich history.



Parks & Recreation: The Town's work to enhance and expand its parks and recreation linkages is important to maintaining Davidson's high quality of life and connecting residents to its rich history.

Public Works: How the Town carries out public works functions (i.e., tree canopy maintenance, street/sidewalk improvements, town-wide beautification, etc.) shapes the community's character.

ACTION 4.1.A: *Expand interdepartmental cooperation with historic preservation activities (e.g., develop treatment and capital plans for town-owned historic building and landscape resources in accordance with the Secretary of Interiors Standards for the Treatment of Historic Properties; see Appendix 3.A).*

OTHER GOVERNMENTAL AGENCIES

Other agencies also play a role in shaping Davidson's preservation landscape: NCDOT maintains key roads (including the entirety of Main Street at the heart of the community's historic downtown); and Mecklenburg County conducts building code enforcement and inspections. Davidson relies on Mecklenburg County for addressing code-related historic preservation issues such as adaptive use of historic properties, especially concerning accessibility standards.

ACTION 4.1.B: *Work with Mecklenburg County agencies (code enforcement and the historic landmarks commission) to establish an early intervention team that can work with property owners and their architects to resolve code compliance issues at the conceptual design phase when older buildings are involved.*

Over many years, preservation specialists have helped institute best practices for achieving code and preservation alignment. Older buildings require thoughtful re-design to assure that life safety and accessibility meet modern standards; when their use is changed or they are otherwise upgraded, new governmental requirements often apply. Fortunately, the problem of reconciling old buildings to new standards is not as prevalent in North Carolina. In 2009 the state produced a code specifically addressing rehabilitation requirements for historic structures.¹ The North Carolina State Historic Preservation Office (N.C. HPO) may be able to assist with building code issues. Preservation North Carolina's website also offers resources.²

ACTION 4.1.C: *Include references to building code compliance resources from N.C. HPO and Preservation NC on the Town's website and for development/building applications in the National Register historic district.*

4.2. REVIEWS AND PROCESSES OF THE PLANNING BOARD

The Planning Board is an important partner for the Historic Preservation Commission in working to align land use decisions with historic preservation goals. Supporting local historic district creation or expansion is the Planning Board's most important role in implementing this plan. Specifically, the Planning Board's review of proposed overlay district standards and recommendation to the Board of Commissioners is a critical part of the Map Amendment process.

Three other vital roles where the Planning Board can support historic preservation include:

- ❖ Setting priorities for initiating local historic district expansions;
- ❖ Adjusting underlying planning area requirements for historic areas; and
- ❖ Reinforcing historic areas as distinctive places

The following sections expand on each of these three additional roles.



Davidson's Main Street in the 1940s or early 1950s. (Photo, Town of Davidson collection)

EXPANDING LOCAL HISTORIC DISTRICTS

A key function of the Planning Board is helping the Town set priorities for establishing or expanding local historic districts.

This plan recommends the creation of a West Davidson historic district as an initial focus because these parcels are most threatened and will likely require the most Town resources to conserve these neighborhoods' unique character. As further discussed in Chapter 6, Neighborhoods, these neighborhoods' preservation can only partly be achieved through historic district designation and other preservation methods. Housing affordability measures, anti-displacement support in the form of such programs as help for home repairs, and energy conservation should also be part of an overall preservation strategy.

Following West Davidson, the Town should explore the possible designation of other neighborhoods, initially following Village Infill Overlay Districts. Boundaries can be adjusted as needed based on neighborhood input and the integrity of structures in each area.

ACTION 4.2.A: *Prioritize initial historic district expansion efforts in West Davidson and neighborhoods in the Village Infill Overlay District based on citizen interest, feasibility, and timing.*

ADJUSTING PLANNING AREA REQUIREMENTS

Goal 1 of this Historic Preservation Plan reads, in part: "Recognize Davidson's historic Main Street, Davidson College, and the surrounding historic residential neighborhoods as distinctive places where preventing any further loss of historic resources is a priority." To reach this goal, the Town must reinforce the intent of both its National Register and locally protected districts.

Review of the underlying planning area requirements of both the local historic district along and surrounding North Main, plus the entire National Register district, is needed to prevent misaligned signals to property owners. Currently, most properties located within the National Register historic district are in one of six Village Infill Overlay Districts (see map, p. 56 or Appendix 4.A). These overlay districts include contextual building setback requirements to ensure that new structures are sited in a manner consistent with the surrounding neighborhood. These areas are also subject to height maximums and Floor Area Ratio (FAR) requirements that limit the size of structures based on lot size. Building width and depth regulations based on the context set by existing buildings can deliver a more predictable desired scale than setbacks and FAR alone.

ACTION 4.2.B: Review and update existing Village Infill Overlay District standards to consider additional site and building dimensional standards that explicitly protect established building rhythms, scale, and character. This review should include an analysis of minimum/maximum building width and depth regulations based on surrounding historic buildings within a specified distance.

Renaming the "Village Infill Planning Area" is another opportunity to prevent misaligned signals to property owners in historic areas of town, as this name projects a sense of demolition, replacement, or incompatible density. The name "Village Planning Area" better reflects the scale and uses that are permitted in this area while continuing to relate to adjacent planning areas along Main Street (Village Center, Village Commerce, and Village Edge).

ACTION 4.2.C: Rename "Village Infill Planning Area" to the "Village Neighborhoods Planning Area."

PLACEMAKING FOR HISTORIC DISTRICTS

The long-term preservation of historic resources in any community takes considerable effort and thought. While these places may have evolved without conscious thought, their future will not be secure without continued investment and action that sustains their desirability as places in which to live or do business for decades to

come. Historic preservation commissions are often overtaken by the workaday demands of design review and issuing Certificates of Appropriateness, as well as the critical task of keeping the community informed about the importance of historic resources and how to care for them. The long-range view taken by a community's planning board – the stewards of any community's comprehensive plan – is a critical complement to the work of the historic preservation commission.

Thus, it is incumbent on the Planning Board to consider how additional policies and incentives might positively reinforce historic areas "as distinctive places" through redevelopment, historic preservation, public infrastructure, and the like. For example, the Town should implement specific design elements in sidewalks, lighting, tree maintenance, or signage in historic areas. This idea is expected to be further developed under the Downtown Small Area Plan currently under way, as described in the next chapter.

ACTION 4.2.D: *Assist with placemaking for historic districts by outlining a geographic "Historic Davidson Focus Area" in which to target investment. This approach should be considered across the entire National Register district, with priority for initial projects in local districts in order to reinforce the desirability of seeking such a designation.*

4.3. BUILDING PERMIT & PLAN REVIEW

For property owners, the process of making changes to their property often starts with a call to the Town's Planning Department. A smooth development review process can prevent historic preservation frustrations on everyone's part – owners, developers, Town staff, advisory boards, and the Board of Commissioners.

Ensuring that relevant information reaches property owners and developers in a timely fashion is key. Furthermore, when development triggers historic preservation action (i.e., when a Certificate of Appropriateness is required), the Town's procedures should set clear expectations in terms of time and information required. It is imperative to send as many signals as possible communicating to applicants that a property's identified historic resources should be incorporated into a new project and treated appropriately. Property owners working within a local historic district should be made aware that their projects will receive extra scrutiny. Thus, elsewhere this plan calls for a variety of methods for pursuing community education, from workshops to signs that provide notice of where the district is found. The broader National Register district should also receive special signage. Although local design review does not apply therein, there are certain benefits (e.g.,



This plan calls for the establishment of a “Historic Davidson Focus Area” in which to target additional policies and incentives to positively reinforce historic districts as distinctive places. The distinctive landscaping and lighting of this walkway are examples of such investment.

rehabilitation tax credits – see Chapter 3, Preservation) and limitations that may pertain.

ACTION 4.3.A: *Develop an owners' information brochure on Certificate of Appropriateness approval and the building permit process with expected review timelines for historic buildings.*

AVOID, MINIMIZE, MITIGATE

The best practice in reviewing development projects that have the potential for adverse effects on historic properties is to “avoid, minimize, mitigate.” Where an adverse demolition or change cannot be avoided, the Town should negotiate minimization to reduce adverse impacts or mitigation to compensate the community for the loss of historic fabric and character, or both.

- ❖ **Avoiding** an adverse demolition or change to a historic property would stop it altogether.
- ❖ **Minimization** might consist of such actions as requiring landscaping or redesign of a building in terms of scale or architectural character to be more in keeping with the surrounding community character.
- ❖ **Mitigation** might include additional on-site amenities for the public, relocation of a historic structure, or a payment to a local group set up to support preservation-related activities that will benefit the entire town (e.g., the Davidson Historical Society, Storytelling Committee, Public Arts Commission, etc.). When demolition of a historic structure is unavoidable, the Town should

work with property owners to salvage as much of the historic structure as possible on a case-by-case basis.

ACTION 4.3.B: *Where existing historic resources will be adversely and unavoidably impacted by a new development, negotiate minimization to reduce adverse impacts and/or mitigation to compensate the community for the loss of historic fabric and character.*

NOTIFICATION & DOCUMENTATION

To guard against losses beyond the local historic district, the Town should embed in the permitting process notification procedures for demolition of existing contributing structures or properties aged 50 or more years. This includes checking (1) whether it is inventoried by the Town as being under consideration for addition to the Town of Davidson National Register historic district and under what level of significance (local, statewide, or national); and (2) whether it is designated or by the Charlotte-Mecklenburg Historic Landmarks Commission or on a study list maintained by either the Charlotte-Mecklenburg Historic Landmarks Commission or the N.C. Historic Preservation Office.

Once potential eligibility is established, the Town should then notify potential partners including, but not limited to:

1. The Board of Commissioners, Planning Board, and Historic Preservation Commission;
2. Charlotte-Mecklenburg Historic Landmarks Commission;
3. The regional or state office of the N.C. HPO (or both); and
4. Other preservation organizations (as applicable).

ACTION 4.3.C: *Develop a checklist and notification procedures amongst key partners for demolition and significant changes to properties aged 50 or more years.*

Although intervention by these bodies to seek voluntary cooperation with the property owner may be unlikely, several at least have the power and funds to offer to buy the property. Should the property be found to be of statewide or national significance, notification should also include the N.C. Historic Preservation Office, which has the power to deny demolition independent of the Town's historic preservation ordinance.

Where demolition or adverse changes to historic resources located on a parcel listed in a historic resources inventory maintained by

either the Town, Charlotte-Mecklenburg Historic Landmark Commission, or N.C. Historic Preservation Office is unavoidable, the Town should require that photo documentation be conducted by the property owner and submitted to the Town. Photo documentation should include all historically significant features, including but not limited to photos of each building façade (front, sides, and rear), building interiors, and site features (as applicable).

ACTION 4.3.D: *When demolition or adverse change to a historic property are imminent, require photo documentation of the existing features.*

4.4. ENHANCING THE PUBLIC REALM

The public realm – streets, sidewalks, parks, and other publicly owned and maintained spaces – is a significant element in the quality of life in any community. It includes “the ‘everyday spaces’ that are used by people to socialize, play, work, shop, traverse and use for activities such as exercise [and which] enable social processes among residents.”³ Placemaking is the process of enhancing the qualities of the public realm to encourage its use – which includes such considerations as lighting, signage, street



The public realm in the Town of Davidson includes the farmers' market area in the downtown, recently upgraded to accommodate the growing popularity of this Saturday-morning activity (in season).



When Spring Street needed the sidewalk shown at left, the Public Works Department took account of the large, old willow oaks along the street, installing an easily replaced boardwalk in the vicinity of the large tree at the rear of 419 Walnut Street to protect its roots. The oak on the north corner of Spring and Walnut pictured at right (tree at left), one of three that have shaded 419 Walnut for many years, had to be removed sometime after this image was captured by Google. This neighborhood is part of Davidson's National Register historic district. (Photos, left, courtesy Heritage Strategies, LLC, spring of 2021; right, Google image capture July 2015)

furniture and landscaping ("streetscaping"), public art, and the design of public gathering spaces.

The Town of Davidson is highly conscious of this responsibility, actively planning and investing in these spaces wherever possible. The Town encourages greater pedestrian linkages throughout the community as emphasized in the Comprehensive Plan, working through the Planning Ordinance and implementation of the Mobility Plan. Connecting Davidson's historic areas to all parts of the community signals the interrelatedness of these features to its overall quality of life and benefits accrued to all residents. The Town's improvements to the Downtown Gathering Space (i.e., informal areas behind downtown businesses) are a prime example of enhancing the public realm. As small as this may seem, encouraging such spaces helps to maintain a healthy, friendly community culture. Maintaining the public realm's character in historic areas fosters a high quality of life that contributes to their preservation.

ACTION 4.4.A: *Make targeted improvements to the public realm based on a "Historic Davidson Focus Area." (See Action 4.2.D)*

In advance of detailed planning for all maintenance, construction, and replacement of elements of the public realm in or near historic resources, especially but not limited to the local historic district, local landmarks, and National Register listed historic resources, the Town should coordinate activities with the HPC.

ACTION 4.4.B: *All public projects that affect historic resources should be reviewed by the HPC.*

TOWN ARBORIST

The Town Arborist serves as an expert for all Town municipal tree efforts, arboriculture, and urban forest management. Trees are an essential part of a vibrant public realm. In fact, numerous residents expressed deep concern and appreciation for Davidson's tree canopy during this plan's public engagement process. Trees were among the top five factors mentioned by respondents who answered the survey question, "Why would you (or do you) live in a historic district?"

Although long-lived (typically 75-100 years), the splendid willow oaks that line many of Davidson's streets are nearing maturity. The greater their size, the greater their impact will be to the streetscapes and neighborhoods when gone.

ACTION 4.4.C: *Support the Town Arborist in keeping current the inventory of street trees in historic districts and creating detailed maintenance and replacement plans.*

ACTION 4.4.D: *Work with the Town Arborist to identify "landmark trees" in the local historic district(s) and enable a program to assist property owners in those districts with the maintenance of these special trees, whether or not they are in the public right-of-way.*

4.5. SUSTAINABILITY

Davidson's Comprehensive Plan defines sustainability as pursuing "best practices and innovative solutions to environmental, energy, and climate-based challenges" (p. iv). The Town Board of Commissioners adopted a Sustainability Framework in April 2021 with a goal of creating and maintaining, "a vibrant, equitable community and economy while protecting the natural environment for future generations."⁴

Davidson's historic district design guidelines summarize this issue quite well: "Beyond the loss to Davidson of a historic building, the loss of the embodied energy in the existing building as well as the tremendous amount of materials added to the local landfill from a demolition make it an inherently environmentally unfriendly act. For all these reasons, property owners are encouraged to work with the preservation commission to identify and fully consider viable alternatives to a proposed demolition" (p. 66). The Town's adaptive use of 251 South Street school as its new Town Hall is an excellent

example of an environmentally sound decision to retain and repurpose an existing building.

ACTION 4.5.A: As the Town explores and implements the Comprehensive Plan's sustainability initiatives, incorporate historic preservation measures such as embodied energy considerations into green building standards, incentives, and frameworks (see Comp. Plan Policy 2.3.3, Key Metrics 2.3).

4.6. IMPLEMENTATION ACTIONS

<i>TOOLS FOR HISTORIC PRESERVATION</i>	
<i>SUPPORT HISTORIC PRESERVATION THROUGHOUT TOWN MANAGEMENT</i>	
<i>SUPPORT ADAPTIVE REUSE OF HISTORIC PROPERTIES</i>	
ACTION 4.1.A	<i>Expand interdepartmental cooperation with historic preservation activities (e.g., develop treatment and capital plans for town-owned historic building and landscape resources in accordance with the Secretary of Interiors Standards for the Treatment of Historic Properties; see Appendix 3.A).</i>
ACTION 4.1.B	<i>Work with Mecklenburg County agencies (code enforcement and the historic landmarks commission) to establish an early intervention team that can work with property owners and their architects to resolve code compliance issues at the conceptual design phase when older buildings are involved.</i>
ACTION 4.1.C	<i>Include references to building code compliance resources from N.C. HPO and Preservation NC on the Town's website and for development/building applications in the National Register historic district.</i>
<i>PLANNING BOARD ACTIONS TO SUPPORT HISTORIC PRESERVATION</i>	
ACTION 4.2.A	<i>Prioritize initial historic district expansion efforts in West Davidson and neighborhoods in the Village Infill Overlay District based on citizen interest, feasibility, and timing.</i>
ACTION 4.2.B	<i>Review existing Village Infill Overlay District standards and consider additional site and building dimensional standards that explicitly protect established building rhythms, scale, and character of the surrounding historic district. This review should include an analysis of minimum/maximum building width and depth regulations based on surrounding historic buildings within a specified distance.</i>
ACTION 4.2.C	<i>Rename "Village Infill Planning Area" to the "Village Neighborhoods Planning Area."</i>

TOOLS FOR HISTORIC PRESERVATION	
PLANNING BOARD ACTIONS TO SUPPORT HISTORIC PRESERVATION, CONT'D	
ACTION 4.2.D	Assist with placemaking for historic districts by outlining a geographic "Historic Davidson Focus Area" in which to target investment. This approach should be considered across the entire National Register district, with priority for initial projects in existing local districts in order to reinforce the desirability of seeking such a designation.
SUPPORT HISTORIC PRESERVATION THROUGH DEVELOPMENT REVIEW	
ACTION 4.3.A	Develop an owners' information brochure on Certificate of Appropriateness approval and the building permit process with expected review timelines for historic buildings.
ACTION 4.3.B	Where existing historic resources will be adversely and unavoidably impacted by a new development, negotiate minimization to reduce adverse impacts and/or mitigation to compensate the community for the loss of historic fabric and character.
ACTION 4.3.C	Develop a checklist and notification procedures amongst key partners for demolition and significant changes to properties aged 50 or more years.
ACTION 4.3.D	When demolition or adverse change to a historic property are imminent, require photo documentation of the existing features.
SUSTAIN AND ENHANCE THE PUBLIC REALM	
ACTION 4.4.A	Make targeted improvements to the public realm based on a "Historic Davidson Focus Area." (See Action 4.2.D)
ACTION 4.4.B	All public projects that affect historic resources should be reviewed by the HPC.
ACTION 4.4.C	Support the Town Arborist in keeping current the inventory of street trees in historic districts and creating detailed maintenance and replacement plans.
ACTION 4.4.D	Work with the Town Arborist to identify "landmark trees" in the local historic district(s) and enable a program to assist property owners in those districts with the maintenance of these special trees, whether or not they are in the public right-of-way.
SUPPORT HISTORIC PRESERVATION AS A STRATEGY FOR SUSTAINABILITY	
ACTION 4.5.A	As the Town explores and implements the Comprehensive Plan's sustainability initiatives, incorporate historic preservation measures such as embodied energy considerations into green building standards, incentives, and frameworks (see Comp. Plan Policy 2.3.3, Key Metrics 2.3).



Davidson's historic Main Street, northernmost block of South Main looking north along NC 115.

CHAPTER 5. ENRICHING DAVIDSON'S MAIN STREET & DOWNTOWN

Davidson's Main Street and Downtown are widely considered a community treasure. Most of the area has been a designated local historic district since 1989, evolving under the stewardship of its owners, the Historic Preservation Commission, and the HPC's design guidelines. Although the area contains a mix of commercial and other uses – civic, educational, institutional, and residential – this chapter focuses on enriching it as a successful business district.

5.1. WHAT IS MAIN STREET/DOWNTOWN?

Davidson's entire central, historic downtown area is just under a mile in length, from the southern, commercialized area of South Main to the corner of Delburg and Jackson Streets. The route at its heart, Main Street (North and South) is NC 115, a state road managed by the N.C. Department of Transportation.

The area includes Jackson Street, which branches westward from North Main, connecting to it through several side streets, and extends two blocks further north, from Depot to Glasgow, to serve

two repurposed textile mills housing multiple commercial enterprises. The Russell B. Knox Municipal Building (c. 1991), the U.S. Post Office, and medical and other offices are found along Jackson, along with principal access to the Saturday farmers' market.

From Depot Street heading north, North Main is bordered on both sides by Davidson College's many historic buildings. The busiest part of North Main is distinctive for not facing another row of commercial buildings, but rather Davidson College's campus and the Village Green. The College's oldest buildings, from the time of its founding in 1837 or soon after, are visible from North Main – Oak Row and Elm Row (1837) and Eumenean Hall (c. 1849) and Philanthropic Hall (c. 1850).

The area from Walnut Street to Griffith Street, between Jackson and North Main, has been a designated local historic district since 1989. One block to the east of North Main, enclosed by Chairman Blake Lane and Lorimer Road, is also included. Thus, the Village Green – a splendid central community gathering space in front of the public library – plus three campus buildings to the north of Concord Road are also included.

5.2. COMPREHENSIVE PLAN GUIDANCE

Davidson's 2020 Comprehensive Plan expresses principles and



Davidson's Downtown Small Area Plan map. Downtown is outlined in yellow in the above image.



The Village Green, the large space north of the Davidson Public Library's main entrance and adjacent to Main Street to the east, is a central place for community gatherings.

**THE COMPREHENSIVE PLAN'S
"KEY INFLUENCE" (#2)**

In its overview of trends and issues, Davidson's 2020 Comprehensive Plan documented several key influences that emerged during the public engagement process. About the historic core of Davidson, the plan has this to report:

Many residents consider downtown Davidson a model for future development in activity nodes.... [It] is important that future development exhibit the community's desire for walkable and human-scale places. Davidson's historic development pattern in downtown is a cherished feature of the community. The small-scale, walkable, mixed-use form and high-quality design of downtown Davidson should be replicated in new, targeted activity nodes in order to preserve the character of the town. Davidson should continue to embrace its historic character as identified in the National and Local Historic District maps and build on its preservation efforts. (p. 29)

practices that support historic preservation. For Main Street/Downtown, key ideas are:

❖ **Character & Community:** "We must preserve Davidson's character and sense of community. The essence of Davidson is that residents know their neighbors and interact with them in a variety of well-designed settings. This sense of community is enhanced by...a walkable and historic downtown and adjacent neighborhoods....engaging public spaces and celebrating historic resources throughout town.... [and] community events that foster engagement of residents across neighborhoods and cultures." It also addresses the importance of community character: "Davidson will embrace its location and role within the Charlotte metropolitan region while retaining and enhancing its identity as a small town grounded in historic and human-scale

buildings both in downtown and throughout the community. Initiatives in this plan include balanced preservation, infill, and new growth opportunities; support for independent and local businesses; and increased emphasis on partnerships."⁵

❖ **Downtown:** "We must preserve and enhance Davidson's unique, historic downtown and neighborhoods. The presence of our cherished historic downtown has always contributed to our residents' quality of life and is viewed as critical to maintaining our small town character. This valuable asset will remain viable if we:

- **"Increase accessibility to downtown** from surrounding neighborhoods and within downtown by making it **easier to walk, bike, and park**;
- "Build upon its status as Davidson's **social and civic center** and create **additional compelling public spaces** to foster interaction among residents;
- **"Strengthen existing businesses** by increasing customer accessibility;
- **"Preserve historic buildings** and encourage stewardship of these unique resources;

- “Encourage development of **new businesses within vacant spaces** to meet the needs and desires of a diverse community;
- “Encourage **a mix of uses in each building** to create a vibrant and active downtown; [and]
- “Broaden the downtown area through design and redevelopment to **better integrate North Main and South Main Streets and the edge areas along Jackson and Depot Streets** in a manner that also protects historic character along the corridors.” (p. 8, emphasis added)



Davidson Wine Co. at 127 Depot Street is among the many retail operations in Davidson's central commercial area. The Town's comprehensive plan calls for broadening “the downtown area through design and redevelopment to **better integrate North Main and South Main Streets and the edge areas along Jackson and Depot Streets** in a manner that also protects historic character along the corridors.”

5.3. MANAGING THE BUSINESS OF DAVIDSON'S MAIN STREET/DOWNTOWN

While Davidson is not an accredited “Main Street” community under North Carolina's Main Street Communities program⁶ the Town has long followed the proven Main Street Four-Point Approach. The program is managed by the Town's Economic Development Director, who also provides other support to Davidson's economic growth and sustainability.

The Main Street Four-Point Approach was originally developed in 1976 by the National Trust for Historic Preservation, which had grown concerned in that decade about the “mallification of America” and the impact of changes to consumers' retail shopping patterns on traditional, historic downtowns. Davidson's lively downtown shows the benefits of the Four-Point Approach:

- ❖ Encouraging economic vitality;
- ❖ Fostering high-quality design and the retention of historic architectural character;
- ❖ Undertaking robust promotion through events and marketing; and
- ❖ Engaging Main Street business owners through organization.

SURVEY RESPONSES

During a survey of Davidson residents conducted to support this plan, when asked to choose among ten topics respondents think of most when considering historic preservation in Davidson, nearly 75% chose "Historic commercial center and buildings (i.e., Main Street, Linden Mill, Davidson Cotton Mill/Hurt Hub)" as one of their answers.

When asked a more open-ended question in the survey, "Which historic resources in Davidson are your favorites?" Davidson College Campus and Main Street were mentioned most. Downtown was also a common response ("downtown," however, might be construed as the entire historic area, as two added their clarifications of "village area" or "full village area"). Others mentioned the Village Green, Davidson Library, "public space behind Summit Coffee," and the South Main Street entrance to Town.

Many respondents who stated "Main Street" gave brief explanations as to why or specified particular features:

- ***DOWNTOWN DAVIDSON RETAIL DISTRICT***
- ***OLD STOREFRONTS IN BUSINESS AREA***
- ***SCALE***
- ***VILLAGE BUSINESSES***
- ***HISTORIC COMMERCIAL BUILDINGS***
- ***OLD HOMES***
- ***OLD HOUSES DOWNTOWN***
- ***WALKABLE***
- ***KINDRED BUILDING***
- ***SODA SHOP***
- ***VILLAGE STORE***

Other survey results appear throughout the plan, identifiable by their red backgrounds.

These four points are used in the following sections as the framework for describing Davidson's programs and needs.

ECONOMIC VITALITY

Established Main Street organizations recognize that periodic investment or reinvention is necessary to stimulate a healthy business cycle. Historic commercial areas were built before the advent of the automobile; they are pedestrian-friendly and thus finding new popularity as venues for entertainment and recreational shopping. But many owners in these areas are not aware of preservation tools available to them – such as historic tax credit (HTC) assistance for building rehabilitation.

Encouraging property owners to make use of federal and state Historic Tax Credits (HTCs) supports economic vitality. North Carolina is among the top states using the HTC. Since 1976, the N.C. Historic Preservation Office (N.C. HPO) has reviewed more than 3,100 completed "certified rehabilitation" projects, representing almost two billion dollars of investment in historic properties.⁷ The spinoff from all this activity includes job creation, downtown and neighborhood revitalization, improved community appearance, and greater community pride. Historic preservation is smart growth and smart investment.

No commercial tax credit projects have been completed in Davidson, however. Property owners that qualify for the credit are failing to take advantage of the opportunity to gain more cash to undertake more work. This deprives Davidson of the substantial economic benefits of such activity.

ACTION 5.3.A: Use the Certified Local Government technical assistance program available to the Town from the N.C. Historic Preservation Office to provide guidance to business owners in use of state and federal Historic Tax Credits for rehabilitation and to help address other needs

of owners of income-producing historic buildings. (See also Chapter 3, Historic Preservation, Action 3.3.A)

Davidson already provides some financial support to downtown businesses within the local historic district. The Main Street Business Grant program provides funds for façade and building improvements. Grants ranging from \$1,000 to \$10,000 are allocated annually through a competitive application process, with recipients chosen by the Historic Preservation Commission based on an established set of criteria. Downtown businesses that have been awarded a grant for interior or exterior renovations over the past few years include Ben & Jerry's, Davidson Provision Company, Davidson Wine Company, Masala Mastee, Mestizo, Moxie Mercantile, The Soda Shop, Side Bar Bottle Company, Summit Coffee, and The Village Store, among others. Given these successes, the town expects to continue this program for the foreseeable future.

ACTION 5.3.B: Continue the Town's Main Street Business Grant program; as appropriate, suggest that property owners also apply for the state Historic Tax Credit to gain added leverage from the Town's economic development efforts.

Looking ahead, Davidson should consider whether it is necessary and/or possible to stimulate greater investment and to encourage property owners to undertake the additional steps needed to gain the HTC, at least on the state level (which are currently easier to access than federal credits). If more funds could be made available, property owners might feel more able to undertake long-term maintenance needs of their buildings – leveraging the future of historic properties critical to the character of downtown.

ACTION 5.3.C: Explore other financial instruments to support commercial rehabilitation projects designed to address long-term maintenance needs of historic structures. This could include creating a low-interest loan pool or expanding the existing Main Street Business Grant program to commercial properties outside the local historic district but within the National Register Historic District.



Summit Coffee (building at left) is among the many downtown businesses that have been awarded a Main Street Business grant by the Town.



A whimsical directional sign points the way from Jackson Street to parking for the farmers' market. Main Street principles encourage such creativity to help make commercial areas a distinctive experience for visitors and residents alike.

DESIGN

High-visibility before-and-after rehabilitation of historic storefronts is a popular Main Street activity and best practice, especially in the early stages of such programs. This work helps to build momentum for downtown revitalization. Even years into a program, maintaining an emphasis on the design principles of historic preservation remains a critical activity for sustaining the high quality needed for a successful program.⁸ The element of design also includes keeping the commercial area clean and encouraging creativity in storefront and directional signage, street furniture, and such other infrastructure as lighting, plantings, and public art. Even modes of delivering goods and customers to a historic commercial area require careful thought and adaptability in designing solutions over time. The 2022 Downtown Small Area Plan will address many of these issues using collaborative ideation sessions with community members (see Section 5.4).

ACTION 5.3.D: Create an educational piece (e.g., brochure and/or online resource) for downtown commercial property owners with information on use of historic district design standards in layman's terms.

ACTION 5.3.E: Recognize thoughtful and innovative design by annually applying for North Carolina preservation awards through the N.C. HPO and Preservation NC, where applicable.

ACTION 5.3.F: Publicize upcoming and successful rehabilitation projects in downtown by creating public relations products for distribution to the media.

PROMOTION

It makes sense to supplement individual businesses' marketing activities with collective promotional activities, including marketing to various audiences and organizing frequent events. In Davidson, the Economic Development Director organizes these activities.

The Town of Davidson's many events (especially but not limited to the Saturday morning farmers' market, Concerts on the Green, and annual events such as Christmas in Davidson, April is for Arts, Town



A stage erected by the Town with donations in memory of Davidson resident Stephen Mills provides permanent space for musical performances in the downtown area.

Day, and A Taste of Davidson) are designed to entertain residents as well as attract visitors. They are generally credited with supporting Main Street businesses and encouraging high demand for residences within easy walking distance of the Village Green. The programs are working well and simply require continued persistence and investment to grow and respond to changing demand over time.

ACTION 5.3.G: Continue Town support for community events drawing residents and visitors to Main Street/Downtown. This includes coordination, marketing, and investment in improvements that add to the functionality of downtown (e.g., improvements to downtown gathering spaces).

ACTION 5.3.H: Once updated, publicize a downtown Davidson historic walking tour, especially during community events such as Town Day.

ORGANIZATION

Under standard "Main Street" programming, business and property owners associated with historic commercial centers and other supporters are encouraged to organize and hire at least one full-



Just like the Planning Principles of the Comprehensive Plan and the Davidson Public Art Commission Master Plan, this plan calls for reinforcing public art and placemaking. Vibrancy contributes to the economic health that historic downtowns and their property and business owners need to continue their preservation stewardship.

time staff. The Town staffs a “Main Street” function through its Economic Development staff position, which includes responsibility for events coordination. Moreover, the Town’s “Davidson Connections” monthly meetings provide a convenient way for business owners to share observations and ideas with staff. Businesses often observe shifts in trends and new demand before community officials do.

ACTION 5.3.I: *Include discussion of historic preservation-related topics during monthly meetings with downtown business owners, as needed. Topics might include historic tax credits, historic district design standards, and the application review process for Certificates of Appropriateness.*

5.4. IMPLEMENTING DAVIDSON’S COMPREHENSIVE PLAN TO ENRICH MAIN STREET/DOWNTOWN

Davidson’s Comprehensive Plan calls for the development of a downtown plan as one of the actions to achieve Goal 2.4, A Preserved Historic Fabric. The plan specifically recommends that the Town develop:

- ❖ Area-specific community vision, goals, and policies;
- ❖ Assessment of existing conditions, including identification of opportunities; and
- ❖ Urban design guidelines and recommendations (p. 58).

Development of a Downtown Small Area Plan is currently underway. Some insights from the comprehensive planning process include focusing on connections, adding infill, and calling for “improving the physical and visual cues to help people enjoy the many unique areas of our downtown.”

Comprehensive Plan Goal 2.4 also directs the Town to “connect nodes along South Main Street and adjacent downtown areas, through strategic infrastructure investments, and walkable infill development; [and] create sidewalk/street features cross-section for connection axes” (p. 58). Walkable connections to/from downtown in every direction should be accompanied by such

Table 5.1: When asked what streetscape improvements they would like to see to help connect/expand historic areas of town, respondents to the public survey expressed the following preferences:

Answer Choices	Responses
1. Historic district signage (e.g., distinctive street signs and/or marked entrances)	66.15%
2. Distinctive spaces and focal points, perhaps with public art	57.81%
3. Outdoor interpretive signs or historic markers	55.73%
4. Designated seating areas	47.40%
5. Brick pavers	38.02%
6. Brick ribbons/edges framing sidewalk	20.31%
7. None of the above	4.17%

placemaking initiatives as specific sidewalk and streetscaping treatments. Other ideas include installing modest directional signage (e.g., "Downtown Main Street, 5 minutes") and interpretive signage. As discussed in Chapter 8, interpretive signs can be designed in series that entice visitors to follow "story trails" as added attractions that encourage visitors to stay longer – and therefore spend more.

ACTION 5.4.A: Implement action items from the downtown small area plan currently under development. Explore opportunities for town-owned assets in downtown (e.g., Sloan House, train depot, downtown gathering space, post-office plaza, etc.).

ACTION 5.4.B: Reinforce public art and placemaking according to the Planning Principles of the Comprehensive Plan and the Davidson Public Art Commission Master Plan.

ACTION 5.4.C: Enhance walkable connections to downtown in every direction through placemaking initiatives, especially from West Davidson to Downtown and from Downtown to South Main Street.

5.5. IMPLEMENTATION ACTIONS

MANAGING THE BUSINESS OF DAVIDSON'S MAIN STREET/DOWNTOWN	
ECONOMIC VITALITY	
ACTION 5.3.A	
Use the Certified Local Government technical assistance program available to the Town from the N.C. Historic Preservation Office to provide guidance to business owners in use of state and federal Historic Tax Credits for rehabilitation and to help address other needs of owners of income-producing historic buildings. (See also Chapter 3, Historic Preservation, Action 3.3.A)	
ACTION 5.3.B	
Continue the Town's Main Street Business Grant program; as appropriate, suggest that property owners also apply for the state Historic Tax Credit to gain added leverage from the Town's economic development efforts.	
ACTION 5.3.C	
Explore other financial instruments to support commercial rehabilitation projects designed to address long-term maintenance needs of historic structures. This could include creating a low-interest loan pool or expanding the existing Main Street Business Grant program to commercial properties outside the local historic district but within the National Register Historic District.	
DESIGN	
ACTION 5.3.D	
Create an educational piece (e.g., brochure and/or online resource) for downtown commercial property owners with information on use of historic district design standards in layman's terms.	
ACTION 5.3.E	
Recognize thoughtful and innovative design by annually applying for North Carolina preservation awards through the N.C. HPO and Preservation NC, where applicable.	
ACTION 5.3.F	
Publicize upcoming and successful rehabilitation projects in downtown by creating public relations piece(s) for distribution to the media.	
PROMOTION	
ACTION 5.3.G	
Continue Town support for community events drawing residents and visitors to Main Street/Downtown. This includes coordination, marketing, and investment in improvements that add to the functionality of downtown (e.g., improvements to downtown gathering spaces).	
ACTION 5.3.H	
Once updated, publicize a downtown Davidson historic walking tour, especially during community events such as Town Day.	

<i>MANAGING THE BUSINESS OF DAVIDSON'S MAIN STREET/DOWNTOWN</i>	
<i>ORGANIZATION</i>	
ACTION 5.3.I	Include discussion of historic preservation-related topics during monthly meetings with downtown business owners, as needed. Topics might include historic tax credits, historic district design standards, and the application review process for Certificates of Appropriateness.
<i>IMPLEMENTING DAVIDSON'S COMPREHENSIVE PLAN TO ENRICH MAIN STREET/DOWNTOWN</i>	
ACTION 5.4.A	Implement action items from the downtown small area plan currently under development. Explore opportunities for town-owned assets in downtown (e.g., Sloan House, train depot, downtown gathering space, post-office plaza, etc.).
ACTION 5.4.B	Reinforce public art and placemaking according to the Planning Principles of the Comprehensive Plan and the Davidson Public Art Commission Master Plan.
ACTION 5.4.C	Enhance walkable connections to downtown in every direction through placemaking initiatives, especially from West Davidson to downtown and from downtown to South Main Street.



"The Book Garden," installed outside the Davidson Public Library

CHAPTER 7. CONTINUING THE STORY

The task of preservation would be incomplete without a careful examination of strategies for engaging Davidson's residents and the public at large over time.

Goal 3 of this plan calls for active, on-going community engagement:

Actively engage residents and visitors with information, interpretation, and programming that reinforce community identity, tell the Town's varied stories, and encourage local appreciation of history and historic preservation action.

Public engagement strategies range from placemaking efforts that make residents and visitors aware of the qualities of Davidson's historic places (i.e., arts installations, wayfinding, outdoor interpretive signs, etc.) to the more expected activities encompassed by the concept of public outreach. Public appreciation must be cultivated over many years, so that the value of Davidson's historic assets to the community's quality of life is well understood and deeply appreciated. Without such intention, it is possible to lose the support of future voters and public officials whose decisions about budget and policy can influence the fate of historic resources.

The audiences to be engaged through historic preservation are as varied as Davidson's resources and programs. They include owners of historic properties, Main Street business owners, residents interested in history, visitors who enjoy shopping and strolling along streets in Davidson, and many others. Each is worthy of attention to create a culture of historic preservation throughout the community.

This chapter covers four specific areas for engaging the public: interpretation (or "storytelling"), public education, heritage tourism, and placemaking through wayfinding. It is intended to spur discussion, planning, and action on the part of supporters more than assign implementation to the Town itself, and to prepare the Town to be receptive to well-planned initiatives and funding requests for projects in the public interest.

7.1. WHAT IS INTERPRETATION?

Interpretation is an organized effort to engage and offer learning opportunities to willing audiences. It has been a field of considerable study since the 1950s and a seminal book by Freeman Tilden (see sidebar at left).

Although readers may think first of "personal" interpretation by tour guides or park rangers, interpretation can also be conveyed by other media. These include the familiar indoor or outdoor interpretive signs routinely offered by museums, parks, and historic houses, to art installations that highlight a theme and offer an impressionistic experience to connect an observer to a resource or place. Digital media (websites, apps) and a wide variety of printed material are also common. Temporary programs – events, lecture series, etc. – are also often interpretive in nature.

Heritage sites and programs create interpretive presentations to tell community stories. Interpretation includes storytelling but is more inclusive and systematic in terms of explaining the broad themes of history in a

WHO WAS FREEMAN TILDEN?

Freeman Tilden (1883-1980) was a newspaper reporter, but first and foremost he is known today as the first practitioner to methodize interpretation for the National Park Service. The much-heralded interpretive experiences found in today's National Park System all descend from his first, thorough examination of best practices and the experience to that point developed by park interpreters and rangers.

The book Tilden produced in 1957, *Interpreting Our Heritage*, remains a definitive reference in the field. It defined the practice of interpretation "an educational activity which aims to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information."

Tilden's most famous quote from *Interpreting Our Heritage* describes the aim of this chapter: "Through interpretation, understanding; through understanding, appreciation; through appreciation, protection."

More than 50 years since the book's publication, Tilden's six principles are still a standard for the field:

1. Any interpretation that does not somehow relate what is being displayed or described to something within the personality or experience of the visitor will be sterile.
2. Information, as such, is not Interpretation. Interpretation is revelation based upon information. But they are entirely different things. However all interpretation includes information.
3. Interpretation is an art, which combines many arts, whether the materials presented are scientific, historical or architectural. Any art is in some degree teachable.
4. The chief aim of Interpretation is not instruction, but provocation.
5. Interpretation should aim to present a whole rather than a part, and must address itself to the whole [human] rather than any phase.
6. Interpretation addressed to children (say up to the age of twelve) should not be a dilution of the presentation to adults, but should follow a fundamentally different approach. To be at its best it will require a separate program.

place. It provides context that enables audiences to trace those themes across multiple locations using a variety of media.

Interpretation is more than presenting facts. Rather, good interpreters are “able to portray multiple points of view, rather than simply skewing the story to be one-sided. You should be able to acknowledge and discuss different sides to the stories you share and doing so shows respect for the diversity of opinions and beliefs that are inherent in your audiences.”⁹ Good interpretation engages the imagination and inspires curiosity while connecting an audience to the resource and the story.

When they were surveyed for this Historic Preservation Plan, Davidson's residents were asked about the kinds of “educational and commemorative tools and actions” they would like to see. Table 7.1 lists the possibilities in order of preference. Roughly half of the respondents would like to see more access to information on historic properties and documents; more exhibits and public art; more educational events and community events about Davidson's history, historic places, and local culture; and more walking tours.

Table 7.1. Educational and Commemorative Tools and Actions

Answer Choices	Responses
8. Digitize and provide online access to information on historic properties and historic documents.	51.96%
9. Exhibits and public art in the commercial center [on Main Street] and in neighborhoods interpreting Davidson's history.	50.84%
10. Provide more educational events about historic places and the history of Davidson.	49.16%
11. Provide more walking tours of historic neighborhoods, landmarks, and landscapes.	48.60%
12. Provide more neighborhood or community events that focus on Davidson's local history and culture.	45.25%
13. Nominate more neighborhoods and individual properties to the National Register of Historic Places. (This Action provides documentation and potentially national recognition but no formal protection and may enable property owners to seek state and federal Historic Tax Credits for rehabilitation.)	40.22%
14. Provide more information on the appropriate treatment of historic buildings and energy efficiency of and for historic buildings.	35.75%
15. Survey neighborhoods and individual properties and share histories with residents and visitors. (This Action shares history but provides no formal protection.)	28.49%
16. I don't think we need further educational or commemorative Action to support historic preservation in Davidson.	2.23%

7.2. EXISTING INTERPRETIVE SITES & PROGRAMS

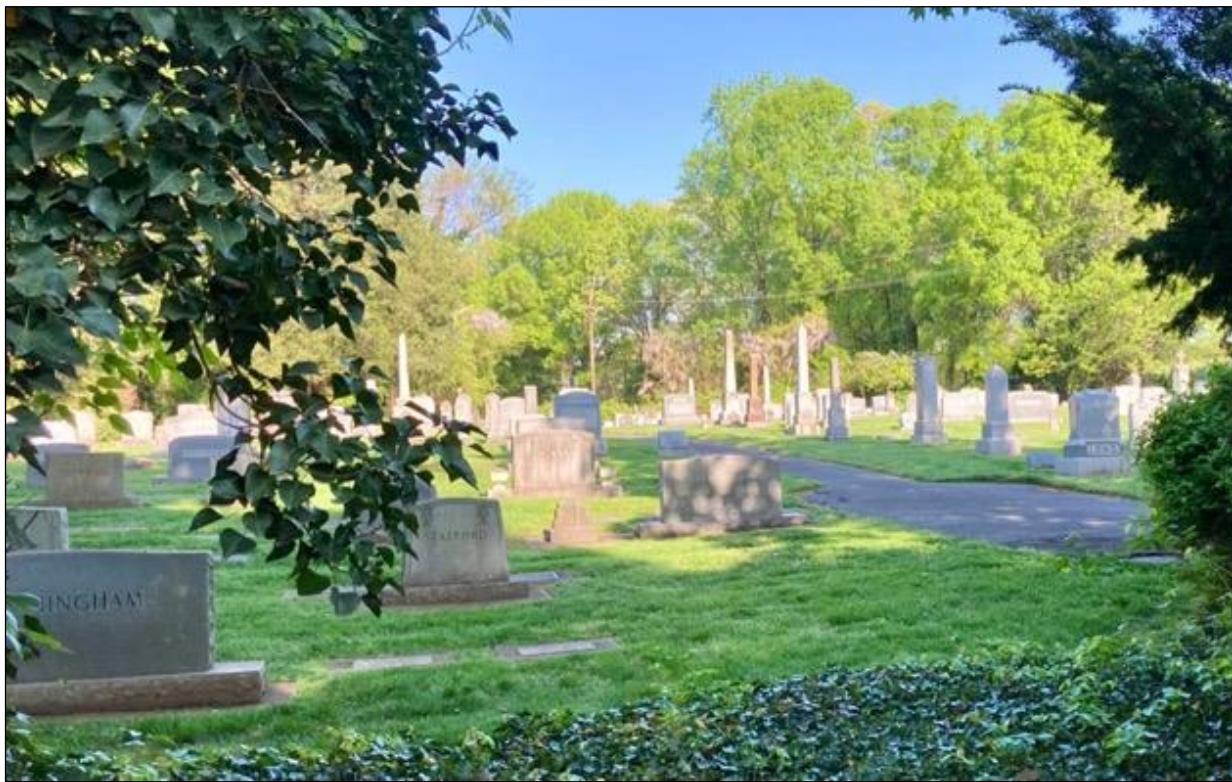
Davidson offers an extensive experience of history, town planning, historic technology (mills, railroads), and architecture. Multiple sites and programs offer specific experiences; the challenge is weaving a holistic experience that highlights and reveals the community's specific stories in engaging ways.

Specific programs that could be enlisted in a larger, collaborative effort to engage Davidson's audiences include:

- ❖ **Davidson Storytelling Committee:** An ad hoc committee convened to ensure that the wide range of stories told about Davidson's history and populations are inclusive and complete. The committee participated in this Historic Preservation Plan and is currently exploring genealogies of families in West Davidson in an innovative effort to uncover new stories. The Committee is expected to partner with the Town in taking the next steps to implement this chapter.
- ❖ **Davidson Public Arts Commission (DPAC):** An advisory board formed in 2008 when the Board of Commissioners voted to create a body devoted to advancing public art goals for the town. DPAC should help to identify possible public art projects and sites to showcase Davidson's history.
- ❖ **Davidson College:** A variety of professors, programs, and students have explored the town's history over many years. The information and oral histories gathered may be available through the College's archives. The town should work with the College Archivist to make historic resources more accessible to the community at large.
- ❖ **Davidson Historical Society (DHS):** Founded in 1991 by a group of concerned citizens, DHS has presented programs by local and regional personalities on varying topics, toured historically significant sites in the area, and sponsored projects that promote the history of the area, including the 2012 publication *One Town, Many Voices*.¹⁰ Though the group has been inactive in recent years, its members represent knowledgeable and



This marker on Concord Street beside Davidson College is the most recently installed among Davidson's few highway historical markers erected by the state of North Carolina.



The Davidson College Cemetery on North Main Street is among several cemeteries in Davidson that are repositories of community memory. Prior to 1880, those interred in the cemetery (founded 1838) had a connection to the College; it remains a College property.

enthusiastic custodians of Davidson's heritage and should be enlisted in efforts to stimulate community-wide collaboration on interpretation.¹¹

❖ **Museum of the New South:** Founded in the early 1990s, Levine Museum of the New South aims to build a stronger, more equitable community by connecting people to Charlotte and to each other through history, culture, and celebration. The Museum uses exhibits and programs to confront difficult issues through a historic lens that deepens understanding, fosters empathy, and inspires action toward a better future. The Museum can be a partner for the Town to work with in telling the complete story of Davidson's history.¹²

Existing sites and resources that can be woven into a community-wide collaboration include the following:

❖ **Churches and Cemeteries:** Churches and cemeteries may be focused on specific congregations or populations, but they also offer understandings of their own histories that pertain to the broader community. Such groups may be interested in finding new audiences and participating in community-wide programming.

❖ **Historical Markers:** Davidson has only a few of the traditional North Carolina highway markers¹³ The state's program is readily

accessible to local history enthusiasts. Additionally, the Davidson Historical Society worked with the Town to install attractive granite markers on the sidewalks of Main Street to commemorate early businesses that once occupied the street's many historic buildings.

❖ **The College Town Scenic**

Byway: Designated more as a scenic resource than as a historic one, this five-mile stretch of country road includes portions of Shearer Road, Grey Road, Concord Road, and N.C. 115 and was recently recognized as the state's "College Town Ride" byway by the NC Department of Transportation.¹⁴ Interpretation could include a digital application to avoid installation of physical signage along this scenic byway.

❖ **Beaver Dam:** Davidson College owns this early North Carolina plantation where the College was conceived. The College makes it available to rent as event space but does not provide historical interpretation.

❖ **Town Parks:** Every park owned by the Town represents an opportunity for outdoor interpretive signage

highlighting information about Davidson's history, culture, and nature. For example, Fisher Farm offers an opportunity for interpretation of the park's rural features, while Roosevelt Wilson Park offers a prominent location for interpretation of West Davidson's history. For a complete list, see www.townofdavidson.org/parks.

❖ **251 South Street:** A former school, Davidson's new Town Hall represents a fresh opportunity for reminding Davidson residents about the community's history and projects on an ongoing basis. Community meeting spaces will augment existing spaces available for workshops, lectures, and other gatherings. These spaces also offer venues in which to integrate storytelling features through displays, décor, and other creative uses.



The Linden Cotton Mill, soon to be renovated under the guidance of historic preservation standards that permit the developers to claim historic tax credits (which help with the bottom line in creating the financing for such major projects). Although it was most recently a brownfield site contaminated by asbestos (now cleaned up), community residents with long memories recall it as a source of employment, innovation, and prosperity. Interpretation of the role of this building in community life could be a project undertaken in connection with a plan to encourage more interpretation community-wide.

A “mid-century modern” school that most recently housed Lake Norman Christian Academy, this building was undergoing renovation as Davidson’s new Town Hall during the completion of this Historic Preservation Plan. It presents a new opportunity for exhibits and other interpretive activities supporting Davidson’s civic life. (Photo by Mattson, Alexander and Associates, November 2008, for Davidson’s National Register historic district listed 2009)



❖ **Public Infrastructure:** Public infrastructure such as crosswalks, pedestrian light poles, utility boxes, etc., offer an opportunity for interpretation through public art. For example, crosswalks in historic neighborhoods could be creatively painted to help tell that neighborhood’s story. Similarly, utility boxes could be wrapped in unique designs that represent historic neighborhoods. During the COVID-19 pandemic, the Davidson Public Arts Commission launched a banner project for local artists to design banners to be hung from pedestrian light poles on Main Street. A similar program could be continued/expanded in the future.¹⁵

7.3. PURSUING A RICHER INTERPRETIVE EXPERIENCE

The simplest way to pursue growth of more permanent interpretation across Davidson is through outdoor exhibits in publicly accessible places – generally, interpretive panels (i.e., wayside exhibits) and public art. Although it is possible to inspire enthusiasts to come up with projects with the encouragement of this Historic Preservation Plan on a rolling basis, it would be preferable for community stakeholders to craft a simple interpretive plan outlining the strategies and themes considered by collaborators to be most desirable to pursue for a “first phase.”

Public or civic buildings that have been landmarked are obvious targets, perhaps starting with the new Town Hall and the Ada Jenkins Center, both of which are already locally designated historic landmarks.¹⁶ The requirement of landmark status would provide a

useful filter and assure the existence of the basic research that would support content development for the sign itself. Another criterion could be the pursuit of state and federal historic tax credits, which also involves careful documentation to receive permission to use such credits. The Linden Cotton Mill, for example (pictured, opposite page), is expected to receive tax credits and is a site of high community interest.

ACTION 7.3.A: *Expand the Town's system of outdoor community interpretation using wayside exhibits and public art. Form a temporary committee of community stakeholders to create a first phase work plan to expand the current system of permanent installations, secure funding and administrative support, and encourage longer term projects with even wider impact.*

The Town, working in concert with the group developing the simple interpretive plan, and through the Department of Parks and Recreation, should also undertake installation of community interpretation at trailheads and in parks covering historic, cultural, and natural topics. As discussed in Section 7.6, Wayfinding, both the Davidson 2020 Comprehensive Plan and the Rural Area Plan support such "placemaking" efforts, providing an opportunity for interpretation as well.

ACTION 7.3.B: *Plan and implement a Town-wide installation of community interpretation at trailheads and in parks covering historic, cultural, and natural topics.*

Davidson's existing walking tour is popular but needs to be updated and expanded. A product of the Davidson Historical Society, the society or its former leaders should be encouraged to undertake this project as soon as possible, perhaps with the participation of the Storytelling Committee as its other projects allow. Conversion to a



The Montana Historical Society (the State Historic Preservation Office) makes attractive small, anodized aluminum signs suitable for affixing to commercial buildings available for a modest cost to owners of properties listed in the National Register of Historic Places. (Pictured, Butte's popular Silver Bow Brewery Malt House) After a property owner applies, Historical Society staff draw from the site's National Register nomination and other primary and secondary resources to write the text. "Each text is designed to highlight the property's distinctive history and pique the reader's interest." Applicants receive a draft text for review and approval prior to preparation of final sign copy. The popular program is linked to the MHS's website and app for travelers, Historic Montana. Property owners are encouraged to submit "then and now" photos for inclusion on the website. For more information, visit <https://mhs.mt.gov/Shpo/Signs>. (Photo courtesy Montana Historical Society)

SURVEY RESPONSES

During a survey of Davidson residents conducted to support this plan, a few respondents offered ideas about interpretation:

- ❖ “Create a digital museum about Davidson's history, in general and in particular to give context to historical landmarks still being around and being preserved/protected.”
- ❖ “Please figure out how the memories of workers at the old asbestos mill can live on. It would be awesome to see something in town that identifies the memories visible of Mrs. Ada Jenkins.”
- ❖ “Storytelling; African American culture, museums, library & exhibits parades, tours; Lake Norman historic landmarks storytelling.”
- ❖ “Regarding "stories," there are long-term senior residents who have vast knowledge of Davidson's past. It would be a town treasure if these stories could be collected in a series of videos for public viewing. Perhaps at a summer outdoor movie event.”
- ❖ The Town of Davidson (TOD) “to date has never had any recognition of original historic 1.3 sq. miles of corporate limits established in 1879 by NC General Assembly. TOD has never effectively understood [or] recognized the historic background/ importance of the O-Line RR, mills, and related mix of college vs. "working class" diversity in historic Westside Davidson...the Depot building would be perfect historic building basically unused by [the] College [NB: the Depot is owned by the Town] that could be repurposed and ideally located to champion Davidson's history, RR/mill era, and historic socio-economic diversity in Westside Davidson.”

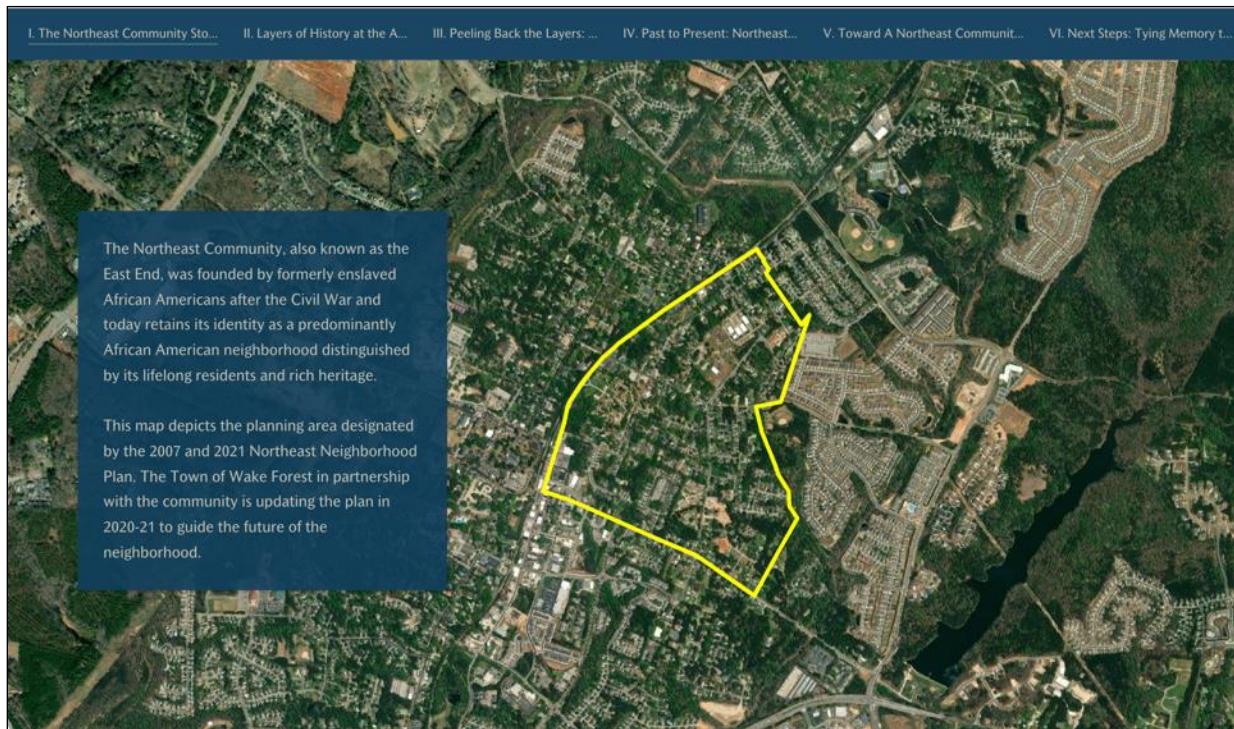
digital app would be useful and would support the development of other “trails” – through neighborhoods, for example.

ACTION 7.3.C: *Update the self-guided walking tour of Davidson. Include a digital walking tour option capable of expansion.*

The Town should establish a program to encourage property owners to install distinctive interpretive plaques on buildings that are architecturally or historically significant (see Action 3.4.H). Signs should be funded by the town and meet Town design standards (see example, photo on opposite page). As a starting point, the Economic Development Director could encourage historic local businesses and businesses located in historic buildings to interpret their own stories by hosting a workshop or bringing in a consultant for brief on-site coaching sessions. If enough businesses were to participate, it might be possible to create a special walking tour linking them.

RAISING THE STAKES FOR COMMUNITY INTERPRETATION

Somewhat surprisingly, Davidson lacks the local history museum found in many communities, large and small. No one has created a space that would attract donations of collections and funds needed to create a lasting, specific place around which the community gathers to celebrate its memories and traditions. In the public survey undertaken for this plan, a few respondents offered thoughts about how to build up a greater “memory bank.” Respondents offered heartfelt comments on giving African American history its due, caring for people and their stories as much as buildings, and concerns about changes to the community, both physical and social. (Selected comments appear in the sidebar on the preceding page.)



Starting a history museum would be a heavy lift for any community and is not a recommendation of this plan. But it might be feasible to step up from occasional modest efforts to the point of creating impactful projects that engage Davidson's residents, students, and the public without the permanent collections of a museum.

As a pilot project for community interpretation, the Town could use public areas of the new Town Hall building at 251 South Street to tell the story of the historic school, as well as the history of the entire Town. For example, a curator with the Museum of the New South or another contractor could be employed by the Town to consult with community stakeholders, gather information, and develop recommendations for interior and exterior exhibits for the building (temporary or permanent, and phased). If successful, this could be used as a model for further storytelling initiatives at historic sites across town (i.e., Ada Jenkins Center, Beaver Dam, etc.).

ACTION 7.3.D: Use the new Town Hall building at 251 South Street as a pilot project for community interpretation. Use lessons learned from this pilot project as a model for further storytelling initiatives at other historic sites.

The additional ideas offered below will need leadership, which could be jump-started through a future workshop with the Storytelling Committee and other community stakeholders. The minutes of such a discussion could be presented to the Board of

The Town of Wake Forest, N.C., in collaboration with a studio class at N.C. State University, created an ArcGIS Story Map website to support a Black neighborhood's exploration of its history. For more information, visit <https://www.wakeforestnc.gov/northeast-community-plan/northeast-community-story-map>.

Commissioners as a “plan on a page” documenting specific commitments by organizations (including Town agencies, as appropriate) that are willing to pursue selected ideas. Ideas for potential projects include:

- ❖ Creating special temporary exhibits, perhaps in association with organizations ranging from the local – perhaps the Mecklenburg Historical Association¹⁷ – to the national. The Smithsonian Institution Traveling Exhibition Service’s Museum on Main Street program is an excellent resource.¹⁸
- ❖ Developing special web pages on existing websites, perhaps operated by the Town of Davidson or the Davidson Historical Society – and perhaps created through the assistance of students and professors at Davidson College. The Town of Wake Forest, N.C., in collaboration with a studio class at N.C. State University, created an ArcGIS Story Map website to support a Black neighborhood’s exploration of its history (see illustration, opposite page).¹⁹ Davidson College, with professors, departments, and an archive in possession of years of oral histories and student papers on Davidson’s history, could create a portal to access the research it holds.
- ❖ Encouraging local theater groups, summer theater camps, and the theater departments of Davidson College and Charlotte Mecklenburg Schools to design and present high-quality re-enactments or theatrical presentations based on local history. An example of such a program is found in Lewiston, NY, a small town near Niagara Falls, whose Halloween “Marble Orchard Ghost Walks” are more theater in the streets (and cemetery) than walking tours.²⁰
- ❖ Supporting individual local historians and groups in the research and documentation of historic sites, organizations, and individuals. Where appropriate, such initiatives could be tied to public presentations or exhibits (and/or National Register nominations). Investigate support from the NC Humanities Council for this work²¹; the Town’s Certified Local Government status (explained further in Chapter 3, Preservation Programs) allows it to apply for funding for work on National Register nominations that can form the basis for public presentations.²²
- ❖ Forming a local committee to enable Davidson to participate in the national commemoration of the 250th anniversary of the Revolutionary War in 2025-2033 (known as America250). While Davidson did not exist at the time, the College and Town are named after William Lee Davidson, who made his name in the Revolutionary War, and the area was settled by European and African Americans by that time, so interpretation of life during

the Revolution is possible. Moreover, the founding of Davidson College is an echo of the determination of Americans post-Revolution to become educated in order to participate in their democracy.

- ❖ Continuing the “anniversary celebration” through to 1837, the founding of Davidson College and ultimately the Town of Davidson. The Town and Davidson College should collaborate on the planning for this event starting as early as 2027.

ACTION 7.3.E: Generate Story Maps for historic neighborhoods, beginning with West Davidson, modeled after the example set by the Town of Wake Forest, NC.

ACTION 7.3.F: Encourage the Davidson Historical Society (or another group) to formalize a historic events committee to coordinate with the Town Parks & Recreation Department to commemorate major events. Upcoming events include the 250th anniversary of the Revolutionary War (2025-2033) and the anniversary of the 1837 founding of Davidson College (2037).

ACTION 7.3.G: Use existing community events to showcase historic storytelling activities.

The kinds of programs imagined here require attention and energy. While volunteers can accomplish a great deal, developing additional, continual support for these programs is more likely to result in long-term success. The work of public history at the community level is most effectively accomplished through one or more institutional arrangements. This does not necessarily mean staffing by the Town and/or the Davidson Historical Society. Rather, a public history internship or “scholar in residence” (a graduate or post-graduate level appointment) might be possible to arrange through the Davidson Branch of the Charlotte Mecklenburg Library, Davidson College, or the Town; one nearby public history program that might be able to help arrange an internship is located at UNC-Charlotte.²³ Funding might be available from the NC Humanities Council²⁴ as well as other sources.

ACTION 7.3.H: Explore opportunities for a scholar in residence through the Charlotte Mecklenburg Library, Davidson College, UNC Charlotte, or other institutions or organizations to provide research and support for community interpretation initiatives. Work could include research and documentation of historic sites, organizations, and individuals.

7.4. PUBLIC EDUCATION

Cultivating community support over the long term for historic preservation requires ongoing attention, by both the Historic Preservation Commission (HPC) and other advocates for Davidson's history and historic resources. There are two aspects of public outreach that require focus. The first is the all-important process of informing the public about Town actions and resources; plus, the operation of public education programs as discussed earlier in this chapter. The second aspect is cultivation of the next generations of community residents and leaders.

INFORMING THE PUBLIC

Keeping the public informed about historic preservation is key to building community support for these initiatives. Preservation Month (May) each year should be used as an opportunity to share information with the public highlighting significant preservation actions, successes, and stories that make Davidson unique.²⁵ The Town's Civics 101 program provides another opportunity for the town to educate citizens about historic preservation in Davidson.²⁶

ACTION 7.4.A: *Use Preservation Month and Civics 101 as opportunities to share information with the public about preservation initiatives and local successes, and stories about the historic buildings, sites, and districts that make Davidson unique.*

EDUCATING FUTURE GENERATIONS

Davidson and the Charlotte area are such good places to live and work, it is reasonable to expect that many of those who raise children here can expect them to return to make their lives and raise their own families in the immediate area. The school system is a logical place to encourage students to develop life-long interests in history and community affairs.

This is not an easy initiative to develop, but is offered here for future thinking without specific strategies, on the assumption that this concept must be pursued in partnership with individuals and/or groups passionate about supporting historic preservation and civic leadership in Davidson on a long-term basis. A carefully designed initiative should support school tours, in-classroom presentations, and independent studies and/or community service for older students. It will take teamwork, time, and resources to identify both



Part of Main Street/Downtown's appeal to visitors and residents alike is the area's ready accessibility for pedestrians and bicyclists. Heritage tourism strategies can help to reinforce such elements of the community's quality of place and community character. (Photo by Town of Davidson)

opportunities and obstacles and find ways to address them in mutually supportive ways.

As an alternative or in addition to expanded local history curricula in schools, Davidson's Parks & Recreation Department could offer history-related programming during summer camps or individual events for residents of all ages. A model for a successful program operated by a county parks and recreation program is in Howard County, MD, which offers five-day "history adventures" (ages 6-10), "historic survival skills" (ages 10-13), and an "archaeology field school" (ages 10-15).²⁷

As with the interpretive programs described in the preceding section, these initiatives would benefit from the participation of a graduate-level scholar capable of both leading and supporting the design phase. The specific location for the scholar could range from Davidson College to the Davidson Historical Society to the Town; foundation funding and government grants may be available to support visiting scholars in the humanities.

ACTION 7.4.B: *If the opportunity arises, encourage public and private school administrators to expand local history education in school curricula.*

ACTION 7.4.C: *Offer history-related programming through Parks & Recreation at summer camps or as individual events.*

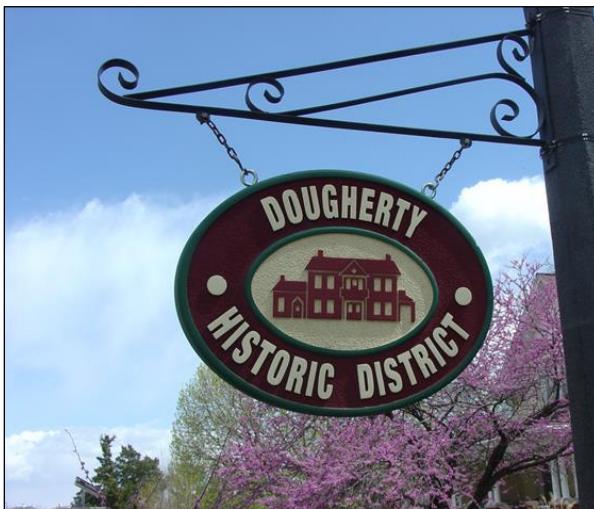
7.5. HERITAGE TOURISM

The purpose of historic preservation in Davidson is to enhance quality of life and promote sustainable economic development through the preservation of heritage assets. Economic development for many historic communities includes heritage tourism. Davidson, as a well-rounded community in one of the nation's largest and most economically diverse metro areas, is less reliant on tourism than other small historic communities across the nation. The methods for encouraging heritage tourism, however, provide a useful framework for welcoming visitors and gaining added economic benefits from heritage assets.²⁸

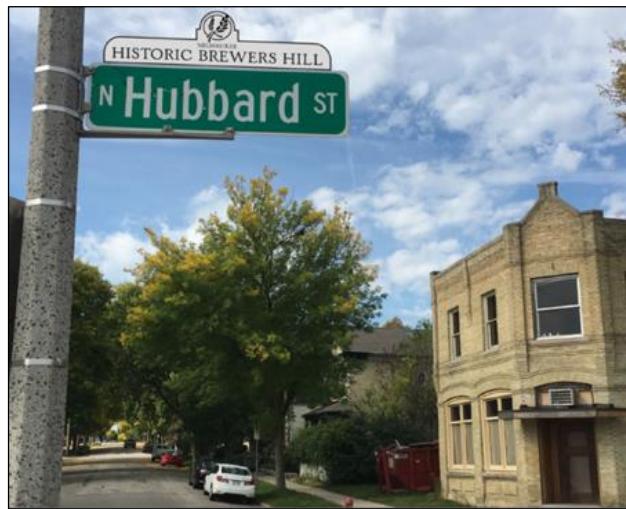
Heritage tourism reinforces quality of place, community character, and interpretive programs that both visitors and residents can enjoy. For an attractive, historic community like Davidson with a continuous audience of visiting students and their families, tourism happens naturally. Heritage tourism methods, however, can enhance community and business strategies for capturing more dollars from what is already a "given." Heritage visitors spend more and stay longer than other kinds of leisure visitors; the dollars that visitors spend, moreover, help to sustain the kinds of attractive businesses that all residents enjoy – from restaurants to various kinds of retail shops – and support local employment.

Chapter 6, Downtown/Main Street, describes the Town of Davidson's support for the community's principal commercial center. This includes the dedication of a Director of Economic Development to function as a Main Street coordinator, among other duties. The promotional programs and marketing designed to attract out-of-town visitors – who will generally spend more if heritage is part of the mix²⁹ – are a key part of the success of Davidson's Main Street businesses and strongly support the Town's success in fostering tourism. The town should continue to maintain a robust and easy to use online tourism resource through Visit Lake Norman. As components of community interpretation are developed and implemented (i.e., historic walking tours, wayside exhibits, public art pieces, etc.), include these as a way to draw heritage visitors to Davidson.

ACTION 7.5.A: As components of community interpretation are developed, add this information to existing online tourism resources.



Liberty, Missouri, employs simple entrance signs for its officially designated local historic districts. (Photo courtesy City of Liberty, MO)



Example of a street-sign “topper” from Milwaukee’s Brewers Hill historic district. (Photo from the website of the Historic Brewers Hill Neighborhood Association, www.brewershill.com.)

7.6. PLACEMAKING THROUGH WAYFINDING

Davidson already has an excellent set of downtown signs designed to make it easier for visitors to find their way around (see photos, pages 13 and [81]). Wayfinding should be extended systematically across the community so that it becomes a useful amenity for residents as well as visitors and helps to build pride of place. This is a critical program that can, with additional phases yet to be planned, support the awareness of both residents and visitors of Davidson’s historic identity.

Although wayfinding is a separate pursuit from community interpretation, interpretive signs should be coordinated in terms of basic design, as a part of the branding and identity associated with the Town. The end result should be a “plug and play” program for gradually enlarging the system as funds and staff time for program development allow. The Town should work with the designer of the Town’s current wayfinding system (or an alternate as appropriate) and the HPC to develop:

- ❖ **Street sign “toppers”** indicating the extent of the National Register historic district (see example pictured above);
- ❖ **Context sensitive entrance signs** for officially designated local historic districts (see example pictured above);
- ❖ **A simple set of interpretive panels** for use in key public gathering spaces;

- ❖ Official Town of Davidson **plaques for historic residences** (see current version, p. 50); and
- ❖ A design for modest **building-mounted interpretive signs for historically or architecturally significant properties** where visitors may readily read them at eye-level (see example pictured in Section 7.3 [p. 94]).

ACTION 7.6.A: *Develop a sign pattern book for components of Davidson's historic district and interpretive signage in coordination with the existing wayfinding system.*

Both Davidson's 2020 Comprehensive Plan and the earlier Rural Area Plan support additional placemaking that can include the interpretation called for in this Historic Preservation Plan. The Comprehensive Plan calls for placemaking and enhancing connections to add to Davidson's appeal and quality of life.³⁰ The Rural Area Plan specifically calls for installing "way station facilities" (trailhead facilities): "These amenities may range from sheltered kiosks and/or benches to small buildings containing exhibits, restrooms, or minor food provisions....Each of these buildings serves a different purpose, with some simply marking a point on the trail and others denoting historical activities and providing educational or consumer experiences. Many are staffed by volunteers and open only during warmer months when greater trail activity occurs; such facilities help to establish a coherent trail system and destinations along the way. Accordingly, the design of these sites and buildings should be stylistically consistent."³¹

ACTION 7.6.B: *Continue phased implementation of a town-wide wayfinding and signage system using the existing graphic identity.*

ACTION 7.6.C: *Improve the identification of Davidson's historic districts:*

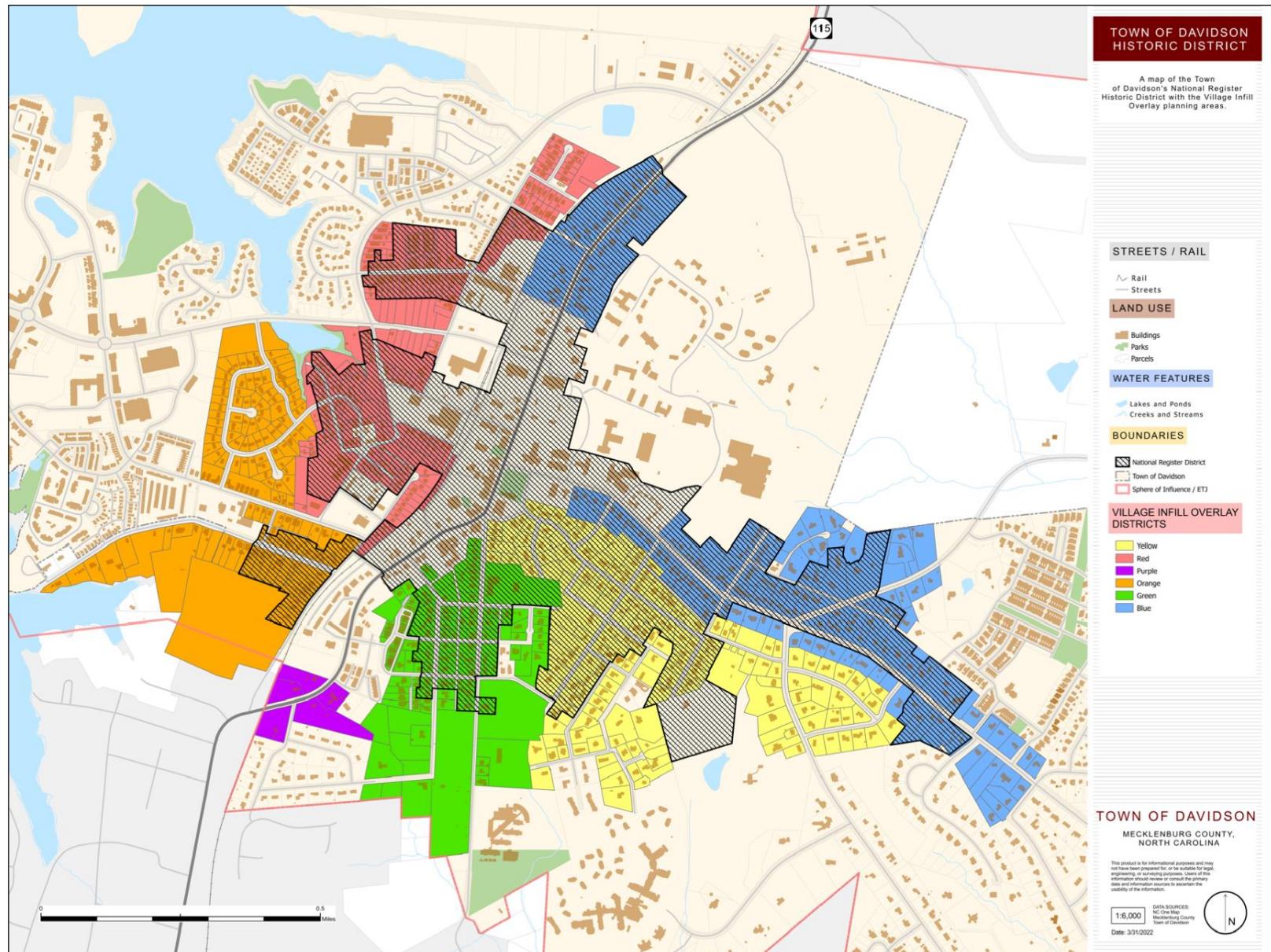
- ❖ Mark entrances to the National Register historic district; and
- ❖ Mark the entrances to local historic districts and/or employ street sign "toppers" to mark historic district streets.

7.7. IMPLEMENTATION ACTIONS

TOOLS FOR CONTINUING THE STORY	
ACTIONS FOR INTERPRETATION	
ACTION 7.3.A	<i>Expand the Town's system of outdoor community interpretation using wayside exhibits and public art. Form a temporary committee of community stakeholders to create a first phase work plan to expand the current system of permanent installations, secure funding and administrative support, and encourage longer term projects with even wider impact.</i>
ACTION 7.3.B	<i>Plan and implement a Town-wide installation of community interpretation at trailheads and in parks covering historic, cultural, and natural topics.</i>
ACTION 7.3.C	<i>Update the self-guided walking tour of Davidson. Include a digital walking tour option capable of expansion.</i>
ACTION 7.3.D	<i>Use the new Town Hall building at 251 South Street as a pilot project for community interpretation. Use lessons learned from this pilot project as a model for further storytelling initiatives at other historic sites.</i>
ACTION 7.3.E	<i>Generate Story Maps for historic neighborhoods, beginning with West Davidson, modeled after the example set by the Town of Wake Forest, NC.</i>
ACTION 7.3.F	<i>Encourage the Davidson Historical Society (or another group) to formalize a historic events committee to coordinate with the Town Parks & Recreation Department to commemorate major events. Upcoming events include the 250th anniversary of the Revolutionary War (2025-2033) and the anniversary of the 1837 founding of Davidson College (2037).</i>
ACTION 7.3.G	<i>Use existing community events to showcase historic storytelling activities.</i>
ACTION 7.3.H	<i>Explore opportunities for a scholar in residence through the Charlotte Mecklenburg Library, Davidson College, UNC Charlotte, or other institutions or organizations to provide research and support for community interpretation initiatives. Work could include research and documentation of historic sites, organizations, and individuals.</i>

TOOLS FOR CONTINUING THE STORY	
ACTIONS FOR EDUCATIONAL OUTREACH	
ACTION 7.4.A	Use Preservation Month and Civics 101 as opportunities to share information with the public about preservation initiatives and local successes, and stories about the historic buildings, sites, and districts that make Davidson unique.
ACTION 7.4.B	If the opportunity arises, encourage public and private school administrators to expand local history education in school curricula.
ACTION 7.4.C	Offer history-related programming through Parks & Recreation at summer camps or as individual events.
ACTION TO SUPPORT TOURISM	
ACTION 7.5.A	As components of community interpretation are developed, add this information to existing online tourism resources.
ACTIONS FOR WAYFINDING	
ACTION 7.6.A	Develop a sign pattern book for components of Davidson's historic district and interpretive signage in coordination with the existing wayfinding system.
ACTION 7.6.B	Continue phased implementation of a town-wide wayfinding and signage system using the existing graphic identity.
ACTION 7.6.C	Improve the identification of Davidson's historic districts: <ul style="list-style-type: none"> ❖ Mark entrances to the National Register historic district; and ❖ Mark the entrances to local historic districts and/or employ street sign "toppers" to mark historic district streets.

APPENDIX 4.A. TOWN OF DAVIDSON'S NATIONAL REGISTER HISTORIC DISTRICT WITH VILLAGE INFILL OVERLAY PLANNING AREAS



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END NOTES

- 1 <https://www.ncosfm.gov/2009-north-carolina-rehabilitation-code>
- 2 <http://www.presnc.org/get-help/building-codes-accessibility/>
- 3 https://www.designingbuildings.co.uk/wiki/Public_realm
- 4 <https://www.townofdavidson.org/DocumentCenter/View/11205/Sustainability-Framework>
- 5 <https://www.ci.davidson.nc.us/DocumentCenter/View/9893/20200116-Davidson-Comprehensive-Plan-Adopted>, p. 8 and p. 120 (henceforth cited as page numbers in text).
- 6 North Carolina is an active participant in the national program. Across the state, 89 recognized communities have benefited from support offered by the NC Main Street & Rural Planning Center. See <https://www.nccommerce.com/about-us/divisions-programs/rural-economic-development/nc-main-street-rural-planning-center>
- 7 <https://www.ncdcr.gov/about/history/division-historical-resources/nc-state-historic-preservation-office/restoration-5>
- 8 <https://www.nps.gov/tps/standards.htm>
- 9 Dave Smaldone, "A Crash Course in Interpretation," National Park Service, 2003; available at <https://www.nps.gov/grte/learn/management/upload/interp.pdf>
- 10 One Town, Many Voices: A History of Davidson, North Carolina, by Jan Blodgett & Ralph B. Levering; published by the Davidson Historical Society, 2012.
- 11 <http://davidsonhistoricalsociety.org/AboutUs.asp>
- 12 <https://www.museumofthenewsouth.org/>
- 13 Readers who wish to investigate Davidson's three and surrounding communities' other markers can consult the Historical Marker Database, hmdb.org, specifically at <https://www.hmdb.org/results.asp?Search=Town&FilterState=North%20Carolina&FilterCountry=United%20States%20of%20America&FilterCounty=Mecklenburg%20County&Town=Davidson>.
- 14 <https://www.lakenormanpublications.com/articles/remote-mcauley-road-set-to-become-north-carolina-scenic-byway/>. (McCauley Road, featured in this article, is on tap for additional recognition with support from the Davidson Board of Town Commissioners along with Huntersville's elected leaders.)
- 15 <http://www.townofdavidson.org/1344/Banner-Project>
- 16 <http://landmarkscommission.org/wp-content/uploads/2019/05/Davidson-School-SR.pdf>; and <http://landmarkscommission.org/wp-content/uploads/2018/05/Davidson-Colored-School-SR.pdf>
- 17 "The Mecklenburg Historical Association is dedicated to preserving and publicizing the history of Mecklenburg County through regular meetings, publications, special research groups and work with various historic sites. Founded in 1954 it is the successor to several similar organizations going back to 1875. Today the MHA is a vibrant organization which meets four times each year to share a meal and hear an interesting speaker. Various permanent committees meet at other times to do their work in implementing the goals of the MHA." <https://www.meckdec.org/>
- 18 <https://museumonmainstreet.org/>
- 19 <https://www.wakeforestnc.gov/northeast-community-plan/northeast-community-story-map>
- 20 <https://artcouncil.org/living-history/>

21 <https://nchumanities.org/>

22 <https://www.ncdcr.gov/about/history/division-historical-resources/state-historic-preservation-office/local-historic-6>

23 <https://history.charlotte.edu/graduate-studies/public-history>

24 <https://nchumanities.org/wp-content/uploads/2021/11/Grant-Guidelines-2022.pdf>.

25 For the 2022 celebration, see the National Trust for Historic Preservation's web page at <https://savingplaces.org/stories/preservation-month-2022#.Yt2cdezMLJw>

26 <http://nc-davidson2.civicplus.com/235/Civics-101>

27 For the 2022 program, see page 19 at <https://www.howardcountymd.gov/recreation-parks/resource/camp-activity-guide>.

28 An excellent reference is "Cultural Heritage Tourism," produced by Partners for Livable Places (2014), available at <https://www.americansforthearts.org/sites/default/files/culturalheritagetourism.pdf>.

29 "According to the National Trust for Historic Preservation, visiting historic sites and museums is the third most popular vacation activity for U.S. travelers behind shopping and outdoor activities." (As quoted in another excellent reference, <https://www.thc.texas.gov/public/upload/publications/heritage-tourism-guide.pdf>, p. 3.)

30 <https://www.ci.davidson.nc.us/DocumentCenter/View/9893/20200116-Davidson-Comprehensive-Plan-Adopted>, pp. 42-48.

31 <http://www.townofdavidson.org/DocumentCenter/View/7264/20160902-Davidson-Rural-Area-Plan-Low-Res?bId=1>, p. 66.



AGENDA MEMO

To: Davidson Board of Commissioners

From: Eugene Bradley, Housing and Equity Director

Date: September 13, 2022

Re: Consider Approval of Resolution 2022-13 to Accept the Town of Davidson Affordable Housing Needs Assessment and Charge for the Housing and Equity Board

OVERVIEW

The Town of Davidson's 2020 Comprehensive Plan included a goal area focused on affordable housing. The goal included such work as fostering a diversity of housing options, promoting permanent affordable housing infrastructure, supporting existing minority and low-income households, engaging with the community, and more.

The 2022-23 Town of Davidson Strategic Plan includes a priority strategy to prioritize and implement recommendations from the affordable housing plan.

Based on feedback from the community and from elected officials, staff is proposing to change the name from "plan" to "needs assessment" (NA). The adjustments will be in line with 2017 Housing Needs Assessment and allow the town to evaluate and update changes every five to six years. This will give the town information to adjust the goals of the program accordingly. The board is asked to approve a resolution that accepts the Needs Assessment, the adjusted title, document updates, and charges the Housing and Equity Board to develop the implementation strategy.

REQUESTED ACTION/PROPOSED MOTION

Motion to approve resolution 2022-13 to accept the Town of Davidson Affordable Housing Needs Assessment and Charge for the Housing and Equity Board.

RELATED TOWN GOALS

Strategic Plan Alignment

Affordable Living, Equity and Inclusion – Work together to create a culture of belonging, address our past inequities, provide opportunities for all, treat everyone with respect and dignity and recognize every voice.

Core Values

Davidson's historic mix of people in all income levels and ages is fundamental to our community, so town government will encourage opportunities, services, and infrastructure that allow people of all means to live and work here.

OPTIONS/PROS & CONS

Options: Approve the Affordable Housing Needs Assessment and Charge for the Housing and Equity Board

Pros: Accepting the Needs Assessment endorses the document and the charge allows the Housing and Equity Board to begin the important next steps of developing an implementation strategy to bring back to the town board.

Cons: None.

NEXT STEPS

The Housing and Equity Board will present the proposed implementation strategy by early 2023 ahead of the town's budget process for FY2023-2024.

VERSION 1



RESOLUTION 2022-13

**TO ACCEPT THE TOWN OF DAVIDSON AFFORDABLE HOUSING NEEDS ASSESSMENT
AND CHARGE FOR THE HOUSING AND EQUITY BOARD**

WHEREAS, the town's vision is "Davidson remains committed to controlling our own destiny as a distinct, sustainable, and sovereign small town. Our sense of community is rooted in citizens who respect each other; in racial and socioeconomic diversity; and in pedestrian and bicycle orientation; all in the presence of a small liberal arts college. Our history and character guide our future"; and

WHEREAS, one of the town's core values states "Davidson's historic mix of people in all income levels and ages is fundamental to our community, so town government will encourage opportunities, services, and infrastructure that allow people of all means to live and work here"; and

WHEREAS, the town's 2020 comprehensive plan, that was based on significant public input, includes a goal to "...have a variety of housing types (both by tenure and type) affordable to all households, with special attention to low-income families, as well as accessibility to transit, employment, services, parks, and daily needs" and an action item to "develop an affordable housing plan"; and

WHEREAS, the town board's 2022-2023 strategic plan includes a goal for "affordable living, equity, and inclusion" and a priority strategy "to prioritize and implement recommendations from the affordable housing plan"; and

WHEREAS, the Town of Davidson Proposed Affordable Housing Plan was presented and reviewed at the August 23, 2022 town board meeting; and

WHEREAS, based on the feedback from the board at that meeting, it is proposed to change the name of the document to a Needs Assessment (NA) that can be updated every five years to continually inform the community need based on current housing conditions; and

WHEREAS, after an updated Needs Assessment is completed every five years, a refined implementation strategy is created for the town board to decide on which priorities to take action at that time; and

NOW THEREFORE BE IT RESOLVED, the Town of Davidson Mayor and Board of Commissioners does hereby accept the 2022 Affordable Housing Needs Assessment and the charge of the Housing and Equity Board, which includes:

- Reaffirm the Role of the Housing and Equity Board (HEB) and establish an Implementation Strategy

- The Affordable Housing and Equity Board Role includes but is not limited to:
 - Developing specific AMI housing unit goals and objectives based on the identified needs.
 - Prioritizing and developing an implementation strategy under the Affordable Housing Needs Assessment.
 - Developing a budget for affordable housing programs, projects, and capacity
 - Addressing current opportunities within the affordable housing plan using a wholistic approach including but not limited to zoning adjustments, funding options, and architectural design.
 - Addressing how to make projects more inclusive of affordable housing
 - Leveraging nonprofits and support their programming related to financial capability, anti-eviction, homelessness prevention and homebuyer education.
 - Guiding developers to programs that will financially assist them.
 - Always apply a best practices lens
- The Affordable Housing and Equity Board must consistently engage with stakeholders across the community to ensure solid communication about affordable housing potential projects and collaboration opportunities.

Stakeholder group should include the following

- Town Staff (Planning & Economic Development)
- Town Commissioners
- Housing and Equity Board Members
- Charlotte Water and Mecklenburg County Storm Water Services
- Town Residents
- Davidson Business Owners
- Davidson College Representatives
- Nonprofit Developers
- For-Profit Developers
- Places of Worship

- Evaluate the recommendations from the Needs Assessment and provide any other innovative ideas that can be incorporated into the proposed implementation strategy.
- The Needs Assessment analyzed eight town-owned properties as potential locations for affordable housing; this analysis is not intended to be a direct recommendation to utilize these properties in this manner.
 - To provide guidance to the Housing and Equity Board, the town board recommends the five properties below to be considered for further analysis, while the other three will be eliminated from consideration at this time.
 - West Davidson Properties (202 and 144 Mock Rd.)
 - Armour Street Theater Properties (N/A, 307 and 313 Armour Street)
 - New Town Hall Parcel and Adjacent Parcel (251 and 235 South Street)
 - Potts-Sloan Properties (120 and 228 Sloan Street, N/A, 100 and 109 Potts Street)
 - Public Works Parcels (206 Potts Street, 213 Gamble Street, N/A, and 215 Crane Street)

- If further funding is needed to complete an analysis of any of the above listed properties and/or when that analysis is complete, the Housing and Equity Board is asked to provide a recommendation to the town board for consideration.
- Present the proposed implementation strategy by early 2023 ahead of the town's budget process for FY 2023-24.
- Commissioners XX and YY are hereby appointed to serve on this implementation strategy effort.

Town staff is directed to immediately begin convening the Housing and Equity Board and other partners to begin this important work.

Adopted on the 13th day of September 2022.

Attest:

Rusty Knox
Mayor

Elizabeth K. Shores
Town Clerk

Approved form:
Mary Ann Swan, Town Attorney

Version 2



RESOLUTION 2022-13

TO ACCEPT THE TOWN OF DAVIDSON AFFORDABLE HOUSING NEEDS ASSESSMENT AND CHARGE FOR THE HOUSING AND EQUITY BOARD

WHEREAS, the town's vision is "Davidson remains committed to controlling our own destiny as a distinct, sustainable, and sovereign small town. Our sense of community is rooted in citizens who respect each other; in racial and socioeconomic diversity; and in pedestrian and bicycle orientation; all in the presence of a small liberal arts college. Our history and character guide our future"; and

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 - ~~Armour Street Theater Properties (N/A, 307 and 313 Armour Street)~~
 - ~~New Town Hall Parcel and Adjacent Parcel (251 and 235 South Street)~~
 - ~~Potts-Sloan Properties (120 and 228 Sloan Street, N/A, 100 and 109 Potts Street)~~
 - ~~Public Works Parcels (206 Potts Street, 213 Gamble Street, N/A, and 215 Crane Street)~~

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Adopted on the 13th day of September 2022.

Attest:

Rusty Knox
Mayor

Elizabeth K. Shores
Town Clerk

Approved form:
Mary Ann Swan, Town Attorney



Town of Davidson Affordable PlanTown of Davidson Affordable Housing Needs Assessment



PREPARED BY:



**LIVE
DAVIDSON**

2022

Acknowledgements

Preparation of the Town of Davidson Affordable Housing [Needs Assessment Plan](#) was a collaborative process involving numerous town officials, stakeholders, and community members. We are grateful to all those involved for giving their time, talents, and expertise in support of this effort.

Board of Commissioners

Rusty Knox, Mayor
Tracy Mattison-Brandon, Commissioner
Jane Campbell, Commissioner
Matthew Dellinger, Commissioner
Ryan Fay, Commissioner
Autumn Rierson-Michael, Commissioner

Affordable Housing and Equity Board

Michael Dalton
Jennifer Fear
Mary Kim Folds
Annie Porges
Jayme Sponsel
John Quinn
Mary Walsh
Monica White
Elizabeth Wilson
Laura Belcher, ex officio
Gerald Wright, ex officio

Nonprofit Partners

Davidson Community Foundation
Dave Cable, Co-Chair
Davidson College
David Holthouser, Director of Facilities & Engineering
Habitat for Humanity, Charlotte Region
Laura Belcher, President & CEO
Davidson Housing Coalition
Gerald Wright, Executive Director
Margaret Martens, Board Chair
Margo Williams, Chair Emeritus

Development Community

Bayard Development
Ken Holbrooks, Partner
Blue Heel Development
Matt Gallagher, Lead Development, Charlotte; Land Development Manager
John Marshall Custom Homes
Rodney Graham, Owner
Laurel Street
Lee Cochran, Senior Vice President
Meeting Street Homes & Communities
Joe Roy, Founder, Land Acquisition & Development
Saussy Burbank
Jim Burbank, Chairman

Project Team

Dorian Carter, OnPointe Partners
Gwen Jackson, Urbane Environments
LaPronda Spann, Lain Consulting
Ron Thompson, Thompson Consulting & Analytics

Town Staff

Eugene Bradley, Housing & Equity Director
Jason Burdette, Planning Director
Taylor Craven, Housing Consultant
Jamie Justice, Town Manager
Wendy Matthews, Communications Assistant
Austin Nantz, Assistant Town Manager
Amanda Preston, Communications Director

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Please note that the data referred to in this document represents the most recent, up-to-date information available from various industry sources and from the Davidson community at the time of this plan's creation. The needs assessment, findings and recommendations are based on research conducted in 2021- 2022 that includes best practices across the field, community surveys, and stakeholder interviews. This document should be used as resource and a tool for decision makers within the Town of Davidson, including town staff and elected officials, to implement and improve practices as they relate to housing affordability in the community.

Introduction

OnPointe Partners was contracted to review the Town of Davidson's Affordable Housing Program and complete the following tasks:

- ❖ Update the 2017 UNC-Charlotte Urban Land Institute Report
- ❖ Identify current and future affordable housing needs within the town and outline next steps to address those needs.
 - Identify other funding sources
 - Provide multiple prioritization and implementation options based upon various levels/sources of funding
- ❖ Recognize the housing strategies and programs provided by the non-profit partners in the community in order to maximize overall outcomes from an affordable housing perspective
- ❖ Prepare and implement a community engagement program including a survey
- ❖ Evaluate seven town owned properties for recommended use regarding unit count, unit housing type, homeownership, rental, and target AMI level for each site.

This report is meant to be a guide to the steps needed to improve Affordable Housing, not to be a strict directive in the Town of Davidson. The project team ~~We~~ has endeavored to find solutions that lead to success based on historic operations, industry best practices, current market conditions, and the current status of housing in the Town of Davidson.

About the Firm

OnPointe Partners is a Commercial Real Estate Consulting Firm based in Charlotte, North Carolina. Since 2011, they have consulted, developed, and brokered over three million square feet of Commercial Real Estate. They specialize in market and feasibility studies on various types of Commercial Real Estate to include Mixed Use, Retail, Industrial, Multifamily, and Historic developments.

II. Problem/Needs Assessment

The Town of Davidson seeks solutions to develop a data and context driven Affordable Housing [Needs Assessment Plan \(the "Plan"\)](#) for guidance and direction in addressing the town's affordable housing needs.

According to MLS Canopy, the Average Home Sales Price in Davidson rose from \$329,000 in 2019 to \$446,100 in 2021. In a recent analysis from Zillow, Davidson's year-over-year home price rose by 28.4% in June 2022. Affordable Housing is more difficult to attain in Davidson for the average buyer and renter than elsewhere in the region. Additionally, the cost to construct and develop affordable housing remains a growing challenge. While the cost of framing lumber has fallen slightly in recent months, it still recorded a 34% year-over-year increase in August¹. Though interest rates have retreated slightly since July 2022, they still remain elevated compared to the last 12 years. In fact, from August 2021 (2.85%) to August 2022 (5.1%), mortgage rates have swelled by 2,250 basis points. This increase in the interest rate adds \$450/month to the mortgage payment of a \$450,000 home.

III. History/Historical Overview

As evidenced by the Core Values statement and Strategic Plan Goals listed below, the Town of Davidson recognizes the importance of affordable housing and equity and seeks to offer affordable housing as a potential next step and solution as the town works towards progress in these critical areas.

Town of Davidson Core Value:

Davidson's historic mix of people in all income levels and ages is fundamental to our community, so town government will encourage opportunities, services, and infrastructure that allow people of all means to live and work here.

Town of Davidson 2022-23 Strategic Goal:

AFFORDABLE LIVING, EQUITY & INCLUSION: Work together to create a culture of belonging, address our past inequities, provide opportunities for all, treat everyone with respect and dignity and recognize every voice.

- Prioritize and implement recommendations from the Affordable Housing Plan

According to **City-Data**, the estimated median house or condo value in Davidson in 2017 was \$466,123. This value has increased over three years. Suffice it is to say that the current sales prices of homes far exceed what low-income and moderate-income households can afford.

Rents for apartments in Davidson have also far exceeded what a low-to-moderate income wage earner can afford. The median gross rent of all properties in 2017 was \$1,166. Current rents at one

¹ Data is from Fastmarkets RSI American Forestry Report, August 5, 2022.

of the arguably more 'affordable' apartment complexes in town range from \$1240 - \$1830 for a one-bedroom unit and \$1450 - \$2240 for a two-bedroom unit. These rents and home prices make it very difficult to truly afford to live in Davidson.

Since the 1990s, affordable housing in Davidson has been facilitated by nonprofit organizations using tax credits and other federal and state subsidies, including the Davidson Housing Coalition and Habitat for Humanity. The town has also had a mandatory inclusionary zoning (IZ) program in place since that time. The IZ mandate has generated over 80 single family units and rental apartments to date. The town has used funds generated through the IZ program, referred to as payment-in-lieu funds, to enhance affordable housing in a multitude of ways, including purchasing six naturally affordable homes, partnering with a developer to produce new units, providing down payment assistance, and helping with critical repairs to existing homes.

To help address the affordable housing concern in Davidson, UNC-Charlotte Urban Institute conducted a housing needs assessment in 2017. The purpose of the study was to review the housing needs of the town within the context of population, employment trends, rising housing and land values, and community concerns and to provide an assessment of the state of affordable housing in Davidson.

While the study helped to clearly identify the need for more affordable units in town, it did not set forth any recommendations for how the town might go about practically achieving its stated goals to help preserve housing affordability for residents. The 2017 assessment was a highly effective tool that better enabled the project team developing this Plan to approach the housing affordability question with greater context and nuance and allowed them to focus on deeper and meaningful engagement and creating more impactful next steps for the town.

IV. Methodology

The project team, with assistance and oversight from Town of Davidson staff, developed a robust methodology for approaching this important work. They created a detailed plan for community outreach and engagement, creating a comprehensive but approachable survey for community members to complete, connecting with key nonprofit and developer stakeholders, and offering numerous opportunities for community and board feedback throughout the process.

V. Community Outreach & Engagement

There was a great deal of effort to get the community engaged in the process, particularly to complete a comprehensive survey to collect data on the community's needs and impressions about affordable housing in Davidson. As it relates to the survey, the response rate and sample size are more than adequate to be considered statistically significant and the results are reflective of the true pulse of the community.

Below please find further information about the approach:

Outreach & Engagement Summary

LiveDavidson Survey & Community Meetings

In support of the LiveDavidson Survey and Community Meetings, the project team partnered with the Town of Davidson Communications Department, area nonprofits and businesses, and local volunteers to share information about the effort and help amplify the message. The Town of Davidson publicized information about the survey and community meetings, sent word out about LiveDavidson repeatedly via the town's email platform, and shared that information on their website and social media platforms. The project team specifically focused on the target audience, defined below, and focused extra efforts to engage that segment of the Davidson community.

Survey Details:

Survey Launch - March 14, 2022

Survey Completion - April 18, 2022

Total Respondents – 752

Housing & Equity Board Meeting Details:

Board Meeting December 16, 2021

Sub Committee Meeting March 17, 2022

Board Meeting March 22, 2022

Sub Committee Meeting April 28, 2022

Sub Committee Meeting May 10, 2022

Three (3) Community Meetings Details:

In Person Community Meeting #1	Ada Jenkins	February 27, 2022	Attendance 31
In Person Community Meeting #2	St. Albans	March 30, 2022	Attendance 22
In Person Community Meeting #3	Ada Jenkins	May 12, 2022	Attendance 21

Promotion

February 7, 2022

March 14, 2022

May 12, 2022

May 12, 2022

- LinkedIn Engagement 222
- Twitter Engagement 46
- Facebook Engagements 218

Outreach & Engagement for Survey & Meetings

1. Online Virtual Town Annual MLK Jr Program Promotion *Jan 17, 2022*
2. In Person Flier Outreach Survey Promotion *Feb 9, 19, 27, 2022*
3. In Person Flier Outreach for Community Meeting #1 *Feb 19, 27, 2022*
4. In Person Pop Up Raeford's Barber Shop *February 12, 2022*
Engaged 18
5. In Person Pop Up Ada Jenkins Loaves & Fishes Distribution *March 9, 2022*
Engaged 22

Target Audience

The project team understood that some key points of view essential to the success of the engagement efforts would come from [West Davidson neighborhoods](#), where internet access is not guaranteed, and COVID-19 remained a top concern. As a result, Davidson College volunteers went door-to-door for in-person engagement with West Davidson residents which could happen safely outside and might better inform citizens of the LiveDavidson effort. The volunteers also brought paper copies of the survey for people to complete and transcribed the data by hand to ensure it could be evaluated with other community data.

It was also crucial to engage employees who work for the Town of Davidson, as well as other businesses in town. Input from workers in Davidson would be critical for the project team to [provide more accurate findings better develop recommendations that could help on how](#) the town [could](#) take steps forward with regards to housing affordability in the future.

Diversity & Equity Outreach

Outreach efforts included Fliers, Facebook, Constant Contact, Email Blasts, Online News & Events

- Bridge Program & Special Literacy Coordinator
- Ada Jenkins Center Economic Mobility /Impact and Engagement
- Connections that Count/Conexiones que Cuentan
- Contacto Servicios de Alcance
- Latino Outreach Services
- Community Bookshelf
- Reading In Color
- Senior Outreach Services
- Davidson K-8 School
- Prosperausa.org
- Davidson College Hispanic Community Program
- Charlotte Mecklenburg Library | Davidson Branch Library
- Davidson College CIVIC ENGAGEMENT
- Davidson Cornelius Child Development Center
- Eliminate the Digital Divide (E2D)
- DavidsonLearns.org

Public Notice outreach efforts included Fliers, Facebook, Twitter, LinkedIn

- Davidson Village Network
- Davidson Farmers Market
- Hopewell Baptist Church
- Davidson United Methodist Church
- Livable Meck
- North Harbor Club
- Main Street Books
- Milk Bread
- Summit Coffee
- Gethsemane Baptist Church
- Reeves Temple A.M.E. Zion Church
- St. Albans Episcopal Church
- Columbus Chapel A.M.E. Zion Church
- Concord /Harrisburg /Mooresville /Davidson NC Vendors
- Cornelius Today
- News of Davidson
- North Mecklenburg News
- The Patch
- QCity Metro
- Small Business Consortium

VI. UNC-Charlotte Housing Needs Assessment (2107) Update

The update to the 2017 UNC-Charlotte Urban Land Institute Report provided key insight into the Town of Davidson's demographics, real estate market, and housing affordability.

As of the most recent data available from the American Community Survey, the Town of Davidson has an older population with a median age of 37.2 years compared to 34.2 for the City of Charlotte. Davidson's percentage of white residents rose from 80% in 2014 to 86% in 2019. No other racial demographic saw ~~an~~ percentage increase. In terms of persons living where they work, only 9% of people who live in Davidson also work in Davidson. This was the lowest percentage of the peer group (which consisted of Davidson, Charlotte, Cornelius, Huntersville, and Mooresville). Davidson's median household income (\$124,853) is the highest of the peer group and is 48.3% higher than Charlotte's median household income.

Davidson's real estate market boasts a substantially higher median occupied home valuation (\$448,300) than the peer group. Recent data indicates that median single-family home sales over the last year reached \$575,000 in Davidson. Homes priced between \$463,000 and \$633,000 were the largest single segment of home sales. Of the 413 single-family sales transactions over the last year, only 28 were affordable at 50% to 80% of AMI (Area Median Income) between \$47,000 and \$75,000 per year.

Housing affordability is a prevalent issue in Davidson's rental market. Davidson's median rent over the last 180 days was \$2,180/month. Of the 49 rental transactions recorded in MLS (Multiple Listing Service), only 17 were affordable at 50% to 80% of AMI. 52.7% of rental households are paying more than 30% of their income to rent. In other words, more than half of the rental households in Davidson are considered unaffordable. The largest segment of renters in Davidson has incomes at 50% or below AMI. For example, a single person making 50% of AMI can reasonably afford a rent rate of \$825/monthly. A family of 4 making 50% of AMI can reasonably afford a rent rate of \$1,177/monthly. A family of 4 making 80% of AMI can reasonably afford a rent rate of \$1,883/monthly.

In 2019, 868 households in Davidson were technically unaffordable. That number is expected to reach 1,027 by 2026. When examining the projected need for affordable housing by AMI level, **more than half** of the anticipated need for renters (281 households) will be at the **lowest** AMI level. This means that the greatest need will be at the AMI level that will be the most difficult to address. The next largest segment for renters is in the 30% to 50% of AMI category. For homeowners, the two lowest AMI categories (below 30% and 30% to 50%) are expected to have identical needs in 2026 at 157 households.

Please refer to [Appendix B: UNC-Charlotte Update Supplemental Materials](#) for more data and to the [Appendix A: Glossary](#) for term definitions.

Area Median Income

The Department of Housing and Urban Development (HUD) calculates income limits (based upon median income) for its income eligible programs. In the discussion of area median income (AMI), it is important to understand how the income levels are defined. An equally important component is understanding which occupations are at the various levels of AMI.

Charlotte-Mecklenburg Income Limit Summary (FY 2022)								
	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person	7 Person	8 Person
Extremely Low (30%)	\$19,800	\$22,600	\$25,450	\$28,250	\$32,470	\$37,190	\$41,910	\$46,630
Very Low (50%)	\$33,000	\$37,700	\$42,400	\$47,100	\$50,900	\$54,650	\$58,450	\$62,200
Low (80%)	\$52,750	\$60,300	\$67,850	\$75,350	\$81,400	\$87,450	\$93,450	\$99,500
Middle (120%)	\$79,125	\$90,450	\$101,775	\$113,025	\$122,100	\$131,175	\$140,175	\$149,250

https://www.huduser.gov/portal/datasets/il.html#2022_data

*100% AMI for a single person is \$66,000 And a family of four is \$94,200

Methodology for Davidson Calculations

The calculation of the mortgage payment assumes a 30-year mortgage, 5.1% interest rate, and a 20% down payment. It should be noted that the median down payment is currently 12%, nationally. That figure falls to 6% for people between the ages of 22 to 30 years old.²

Occupations at AMI Levels

For important information about what types of jobs individuals who qualify at the various AMI levels, please see Appendix C [here](#).

30% to 50% of AMI (\$28,000 to \$47,000)

At 30% to 50% AMI for a family of four, households could afford a housing payment of \$1,178 per month. Anything beyond that price is considered unaffordable. In the 49 rental transactions recorded in MLS, only one was affordable at 30% to 50% of AMI. In addition, of the 413 single-family sales transactions, three were affordable at this AMI level. Occupations at the AMI 30% to 50% of AMI include:

- ❖ Medic Employee (EMT)
- ❖ Office Assistant
- ❖ Maintenance Tech (Town Public Works)
- ❖ Group Fitness Instructor
- ❖ Equipment Operator
- ❖ Firefighter

² Information available at: <https://www.nar.realtor/sites/default/files/documents/2021-home-buyers-and-sellers-generational-trends-03-16-2021.pdf>

Occupations at 50% to 80% of AMI (\$47,000 to \$75,000)

At 50% to 80% AMI for a family of four, households could afford a housing payment of \$1,875 per month. Anything beyond that price is considered unaffordable. In the 49 rental transactions recorded in MLS, 17 were affordable at 50% to 80% of AMI. In addition, of the 413 single-family sales transactions, 28 were affordable at this AMI level. Occupations at 50% to 80% of AMI include:

- ❖ Fire Captain
- ❖ Police Officer, Sergeant, Lt
- ❖ Parks and Rec Program Manager
- ❖ Financial Operations Supervisor
- ❖ Teacher
- ❖ Planner

Occupations at 80% to 120% of AMI (\$75,000 to \$113,000)

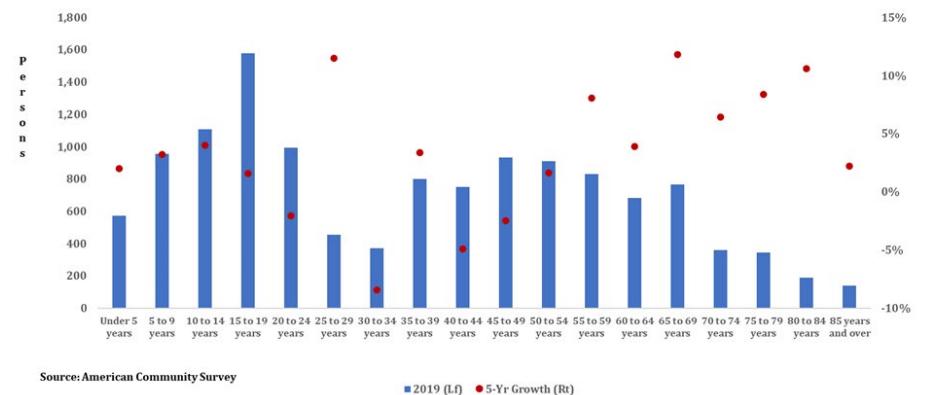
At 80% to 120% AMI for a family of four, households could afford a housing payment of \$2,825 per month. Anything beyond that price is technically unaffordable. In the 49 rental transactions recorded in MLS, 37 were affordable at 80% to 120% of AMI. In addition, of the 413 single-family sales transactions, 114 were affordable at this AMI level. Occupations at 80% to 120% of AMI include:

- ❖ Parks and Recreation Director
- ❖ Public Works Director
- ❖ Project Manager
- ❖ Planning Director
- ❖ HR Director
- ❖ Civil Engineer
- ❖ Professors
- ❖ Construction Manager

Commented [JJ1]: These highlighted sections on page 10 and 11 were moved up to better define terms and frame this section.

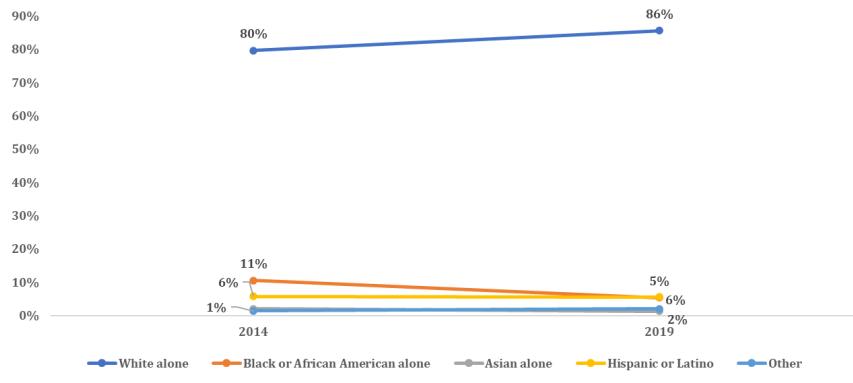
Area Demographics

Davidson Population Profile (By Age)



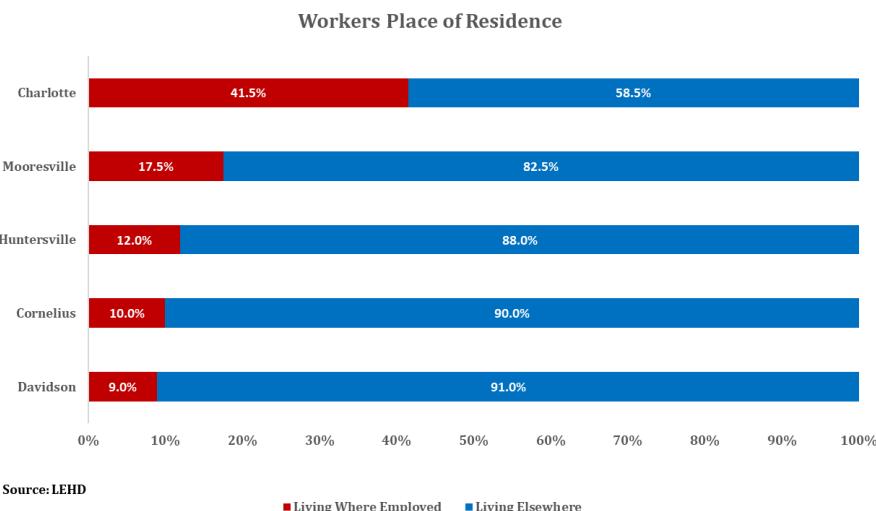
Davidson's largest population group is the 15- to 19-year-old age bracket. A smaller age group, the 25- to 29-year-olds was among the fastest-growing. The town also saw a contraction in some of the "prime working age brackets" over the last five years. Most notably, the 40- to 44-year-old and 45- to 49-year-old age brackets have both contracted considerably since 2014. The right side of this chart is also telling. Most of Davidson's fastest-growing age are in the older age brackets. Davidson's median age is 37.2 years old compared to 34.2 years for the City of Charlotte.

Davidson Racial Composition

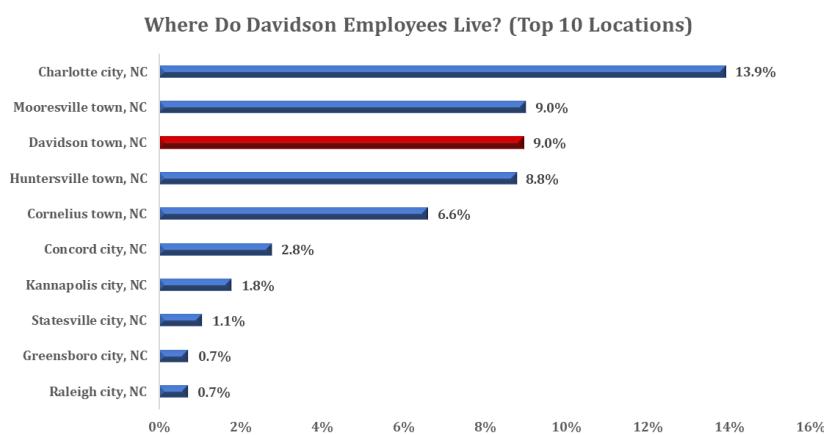


The population of Davidson is predominantly white. In the last five years, the town's composition of white residents increased from 80% to 86%. The percentage of Hispanic residents remained unchanged, and the percentage of Black residents fell dramatically from 10.5% to 5.4%.

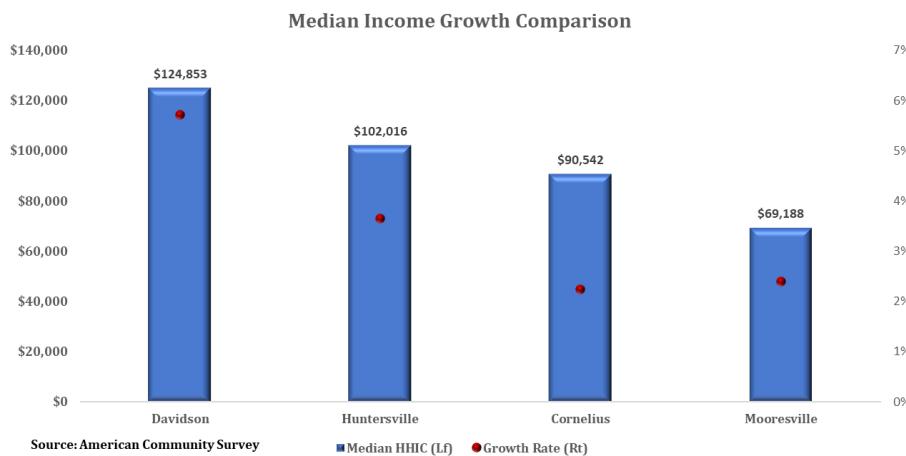
Commuting and Worker Residence



Davidson has the lowest percentage of people living where they are employed as compared to its peer group. While some of this dynamic could be driven by the lack of affordable housing, it is common to see this where smaller geographies are near a larger core city like Charlotte. Note that Mooresville has the highest number of workers living where they work relative to Davidson, Cornelius, or Huntersville. However, Mooresville is also the farthest away from Charlotte, which indicates that proximity (and commuting) likely influences this dynamic.



Income and Housing Cost



The Town of Davidson has the highest median household income of its peer group of Charlotte, Cornelius, Huntersville, and Mooresville. In fact, Davidson's household median income is 48.3% higher than Charlotte's area median income. Moreover, Davidson's household median income also has the highest 5-year compound annual growth rate (5.7%) of the comparison areas. According to data from the American Community Survey, 60.4% of Davidson households earn at least \$100,000 per year, while 40.6% of Davidson households earn less than \$100,000.

For more details about Household Income Decomposition, please see the chart in [Appendix B](#).

The Town of Davidson also finds itself in a challenging situation in terms of housing types, home valuation, gross rent paid, and more. Full information including charts and explanations may be found in [Appendix B](#).

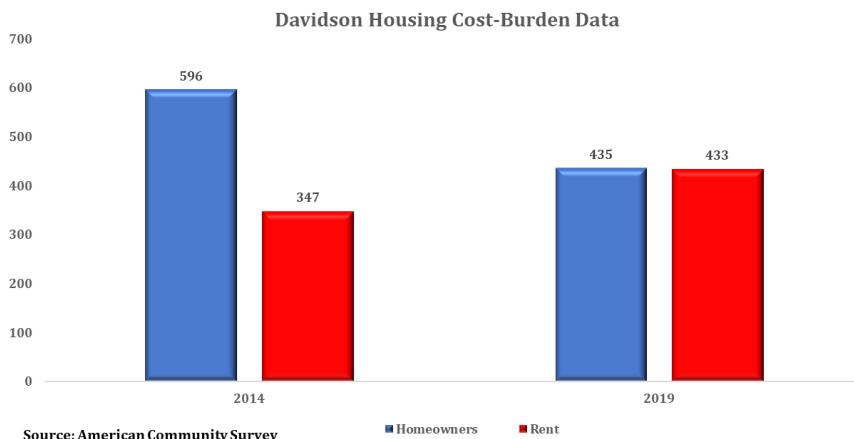
Housing Cost-Burden

The following snapshot summarizes the dynamics of Davidson's real estate market as of April 8, 2022. Less than 7% of single-family homes are affordable at 80% of AMI.

Davidson Real Estate Conditions

Property Type	Low	High	Median Price	Affordable at 80% AMI
Single-Family	\$123,000	\$2,800,000	\$575,000	6.8%
Multi-family	\$185,000	\$1,120,000	\$390,000	28.5%
Rental	\$925/Mo	\$4,500/Mo	\$2,180/Mo	34.7%

Source: Canopy MLS



The issue of housing affordability (illustrated by the graphic above) is more prevalent in the rental sector. In fact, the data in the graphic translates into 52.7% of rental households paying more than 30% of their income to rent. In other words, more than half of the rental households in Davidson are considered unaffordable.

Need for Affordable Housing

While a need for affordable housing is generally known and accepted within the Town of Davidson, there is a crucial question is to determining the precise need for affordable housing based on this moment in time. Quantifying the need will play a direct role in decisions regarding zoning, strategy execution, and other factors.

The graphic table below ([Davidson Income and Housing Composition](#)) is a calculation of the historical and projected need for affordable housing. This historical data comes from the American Community Survey (ACS). The historical ACS data shows the number of households that are paying more than 30% of their household income to housing. Generally, housing is considered affordable if a household does not spend more than 30% of their pre-tax gross annual income on rent and utilities. Based on the findings, 17% of households with a mortgage would be considered unaffordable. For rental units, the figure is even more striking, as 52.7% of rental households are paying more than 30% of their household income for housing, making it unaffordable for those residents. As a note, this figure refers to just a mortgage or rental payment as well, it does not include utilities. The total amount of utilities and rent combined is typically included in the recommended 30% threshold. Thus, with potentially even more than 17% and 52.7% of Davidson's residents currently living in a housing situation that is considered unaffordable, This clearly presents the there is clearly a need for additional affordable housing in town.

Davidson Income and Housing Composition		
Housing Units with a Mortgage		
Mortgage as a % of Income	No. of Households	% of Households
Less than 20.0 percent	1,554	60.9%
20.0 to 24.9 percent	386	15.1%
25.0 to 29.9 percent	178	7.0%
30.0 to 34.9 percent	88	3.4%
35.0 percent or more	347	13.6%
Rental Units		
Rent as a % of Income	No. of Households	% of Households
Less than 15.0 percent	154	18.3%
15.0 to 19.9 percent	153	18.2%
20.0 to 24.9 percent	61	7.3%
25.0 to 29.9 percent	29	3.5%
30.0 to 34.9 percent	94	11.2%
35.0 percent or more	349	41.5%

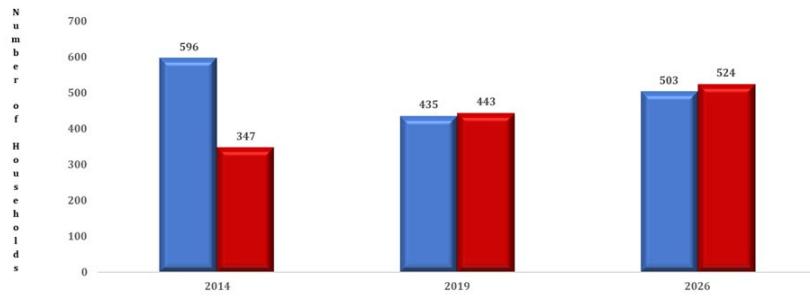
Source: American Community Survey

For the purpose of ~~For this document~~ **Needs Assessment**, a forecast of Davidson households was utilized, and a trend analysis applied to the historical data to calculate the projected need for affordable housing units by occupancy type. The analysis indicates that the need for affordable housing will increase, but there are different dynamics in play for each property type.

For owner-occupied housing, the analysis indicates that ~~cost burdened units will see growth moderate as a percentage of total units. In order words, while the percentage of cost burdened owner-occupied units will plateau, the absolute number of the number of~~ cost-burdened units will increase ~~(435 in 2019 to 503 by 2026). This increase in the need for affordable owner-occupied units is a function of the increase in housing units.~~ For rental units, the analysis indicates that cost-burdened ~~rental~~ units will continue to rise ~~(443 in 2019 to 524 by 2026). Rental units will continue to be the affordable units in highest need over owner-occupied properties, and the difference between the levels of need in each of these categories doubles by 2026.~~ ~~in absolute numbers and as a percentage of total rental units.~~

The following chart illustrates the historic and estimated need for rental and owner-occupied affordable housing:

Estimated Need for Affordable Housing (2014-2026)



Source: American Community Survey

■ Homeowner ■ Rent

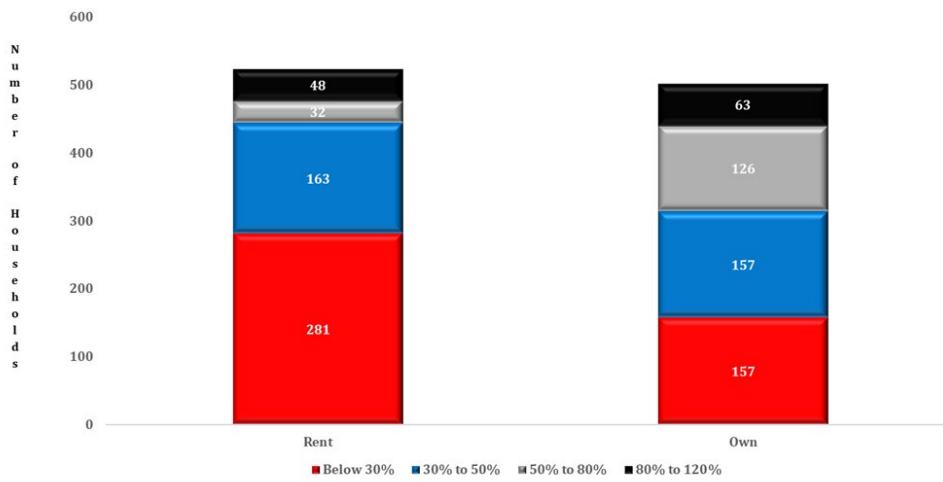
Gaining insight into the affordable housing need by AMI level will also be a key component in deciding what type of housing to build, as well as the strategies needed for the financial viability of the affordable housing real estate endeavor. [Deleted Text]

Of the 524 rental properties needed, it is estimated that over half of them may be needed by those whose household income places them in bBelow 30% AMI. Nearly 30% of the projected rental need also falls in the 30-50% AMI level. Combined, this means that of the 524 rental properties that are estimated to be needed, nearly 85% of those should be for individuals and/or families whose household income falls under 50% AMI.

Of the 503 owner-occupied households projected to be required by 2026, the estimated need is largely balanced between the three lowest AMI ranges (Below 30%, 30%-50%, and 50%-80%), and the 80-120% AMI range need will sit at about half that of the others.

The following chart illustrates the projected need for affordable housing in 2026 by AMI level.

Affordable Housing Need By AMI Level (2026)



The data provided in this Needs Assessment will hopefully help guide strategies used and decisions made by the Town of Davidson to increase its housing affordability. With such a fast-moving real estate market, it is recommended that the data and projected needs are updated regularly to ensure the town is operating with the most accurate information. Additionally, it is important to note that although the data above provides the most up-to-date and carefully calculated projections, the project team also recognizes that town leaders must balance affordable housing needs with other town values, initiatives, and budget priorities.

VII. Live Davidson Survey Results

Introduction and Executive Summary

OnPointe worked with the town to develop a community survey concerning the topic of housing affordability. These survey results will help town officials gain insight into community sentiment, affordable housing metrics, and also actions that are desired by the community regarding addressing the affordable housing issue.

The survey was conducted over a 5-week period with significant outreach ahead of and during the survey. The survey was posted on the Town of Davidson's website, on flyers at various community locations (via a QR code), and also on multiple social media platforms. A total of 752 people took part in the survey. The survey was statistically significant at a 95% confident level with a 3% margin of error.

According to the survey, 36% of respondent households earned greater than \$150,000 per year. 83% of households earning between \$50,000 and \$75,000 indicated that housing affordability is "Very important". Results indicate that 52% of households earning between \$100,000 and \$150,000 housing affordability is "Very important". Of survey respondents 78.5% were white and 8.7% were black.

Sixty two percent of respondents had positive comments regarding housing affordability. These were the most mentioned positive words or sentiments: Afford/affordable (129 mentions), community (38 mentions), teachers (25 mentions), and reasonable (19 mentions). Sixteen percent of respondents had negative comments regarding affordable housing. These were the most mentioned negative comments: Crime (nine mentions), Section 8 (eight mentions), cheap (six mentions), subsidized (six mentions), and higher taxes (five mentions).

A total of 78.5% percent of survey respondents found Davidson to be unaffordable. While 74% of households making over \$100,000 per year say that Davidson is unaffordable, 3.9% of homeowners are housing cost burdened and 34% of renters are housing cost burdened.

Pursuing grants (420 selections) and public-private partnerships (400 selections) were the most popular measures to facilitate affordable housing. Townhomes (ranked first) and single-family homes (ranked second) were the most popular housing types for affordable housing.

To see the full list of survey questions and responses, please see [Appendix D](#). Data analysis is also available in [Appendix D](#) immediately following the survey results.

VIII. Interviews with Nonprofits and Developers

The project team identified several key stakeholders in town who are leaders in the nonprofit and development community. It would be critical to hear feedback from these important groups to be able to best offer creative solutions to ensure housing affordability in Davidson. The list of stakeholders is provided in [Appendix E](#).

Every individual and organization the team interviewed was in support of affordable housing in the Town of Davidson. The overall sentiment reflected a high interest in doing their part to make affordable housing efforts successful in Davidson.

Some common themes emerged from these conversations:

- Town staff not fully understanding the real estate development community and what it takes to get an affordable project completed
- The rising cost of housing and how it affects providing affordable housing
- Payment-in-lieu funds and how they are being currently used
- Payment-in-lieu funds policy not constructive as it stands
- Zoning constraints and the inability to make adjustments that would add to the profitability of a project.
- The belief that there are not enough funds available to support making a project successful for affordable housing
- Donation of town-owned land to reduce the overall cost of projects
- Continuing the old way of operation instead of looking for new solutions

The interviews and subsequent discussions led to several valuable suggestions, many of which have been incorporated into the Recommendations portion of this [PlanNeeds Assessment](#).

IX. Property Analysis

Town staff identified seven eight properties for analysis by OnPointe as potential locations for affordable housing. The following information is not intended to be a direct recommendation to utilize these properties. Further analysis is needed, including the considerations listed below.

Development Constraints

The following must be completed on all properties to determine the exact number of affordable units that can be constructed on the property, in addition to unit mix and construction type.

Typically, this is a part of the development process.

- Survey
- Soil testing
- Architectural design
- Market analysis and financial feasibility

The following are zoning and construction restrictions from the Davidson Planning Ordinance (DPO) that may limit the number of units that can be developed on a specific property, thereby limiting the number of affordable units for a given project. Additionally, these restrictions vary from parcel to parcel.

- Lake Norman Watershed Overlay District
- Height restrictions
- Local Historic District
- Village Infill Overlay District
- Frontage requirements (i.e. street or pedestrian way)
- Open space requirements
- Alley requirements
- Building type requirements

The cost of housing construction and land acquisition is constantly rising. Based on current market conditions, it should be expected that these costs will continue to rise and present challenges for creating affordable housing. Currently, the average cost of construction is approximately \$145 per square foot. This amount is calculated based on a unit size of a 1,500 square foot home. This value does not consider land acquisition, legal, soft or rezoning costs. The Town of Davidson is one of the wealthiest municipalities in the State of North Carolina, which exasperates exacerbates the cost of developing affordable housing. It is expected that to have a diverse community, the need and burden of providing affordable housing is an even greater challenge for the Town of Davidson.

Analysis of Town-Owned Properties

The following properties were evaluated as sites for potential future affordable housing. The following presents findings [and recommendations](#) from the analysis.

West Davidson Properties (202 and 144 Mock Rd.)

Parcels: 00323521, 00323511

Size: +/-0.385 ac.

Zoning: Village Infill Planning Area (VIP), Village Infill Overlay District (Red); Lake Norman Critical Watershed Overlay

Current Land Use: Two single-family homes

Built Environment Context: Single-family homes

Topography: Relatively flat



Source: Mecklenburg County, Polaris 3G

Recommendation Findings: Townhome units (3-4) would maximize the affordable housing development potential on these parcels. No rezoning required.

Additional Considerations:

- Village Infill Overlay District (Red): 35' maximum height permitted
- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Alley access required for townhomes if garages included
- Open space requirements (10%, of which 5% must be park/public space)
- Potential future expansion of Local Historic District to this neighborhood
- [Would require tear down Consideration](#) of existing homes on this site [and reuse, explore potential for moving and preserving these structures](#)

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Builder/Developer

2. Armour Street Theater Properties (N/A, 307 and 313 Armour Street)

Parcels: 00327565, 00327507, 00327511

Size: +/- 0.618 ac.

Zoning: Village Infill Planning Area (VIP), Lake Norman Critical Watershed Overlay

Current Land Use: Former church used as a community theater; informal gravel parking lot

Built Environment Context: Duplexes and single-family homes

Topography: Relatively flat



Source: Mecklenburg County, Polaris 3G

Findings Recommendation: Townhomes and mixed-income development. Four new townhome units could be constructed for mixed-income buyers. Three new affordable housing units could be constructed inside the former church. No rezoning required.

Additional Considerations:

- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Open space requirements (10%, of which 5% must be park/public space)
- Alley access required for townhomes if garages included
- Renovation of old church building
- Davidson Community Players currently has a long-term lease with the town for use of the church building

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Builder/Developer

3. New Town Hall Parcel and Adjacent Parcel (251 and 235 South Street)

Parcels: 00071319, 00701320

Size: +/-3.01 ac.

Zoning: Village Infill Planning Area (VIP), Village Infill Overlay District (Green)

Current Land Use: 251—Former school building and accessory gym; Currently under construction for new town hall and community center;

Built Environment Context: Single-family homes

Topography: Relatively flat with significant drop in elevation bisecting the site; topography falls off toward water course at far eastern border of site



Source: Mecklenburg County, Polaris 3G

Finding: Townhomes and mixed-income development ~~would could~~ be appropriate here. Analysis suggests that 21 townhomes could be built on this site. Street frontage requirement could present challenges. Street or pedestrian way connecting Hillside Drive to Cathey Street would help facilitate maximizing affordable housing potential on this site. No rezoning required.

Additional Considerations:

- Village Infill Overlay District (Green): 32' maximum height permitted
- 235 South Street is not a town-owned parcel. It was included in this analysis as the current owner has expressed interest in using the parcel to support affordable housing
- Alley access required for townhomes if garages included
- Frontage requirement on street or pedestrian way
- Open space requirements (10%, of which 5% must be park/public space)
- Potential connection between Hillside Drive and Cathey Street
- Topography and Post-Construction buffer surrounding water course
- Existing school (1948) and accessory gym (1937) are registered historic landmarks

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Builder/Developer, Owners of 235 South Street

4. Pump House Properties (865 South Street)

Parcels: 00704202A (Davidson), 00704202B and 00704205 (Cornelius)

Size: +/- 3.96 ac.

Zoning: Village Infill Planning Area (VIP) – Davidson; Town Center –Cornelius

Current Land Use: Former sewer pump station currently used as Town of Davidson Parks and Recreation offices

Built Environment Context: Davidson K-8 School, The Pines at Davidson (senior living retirement community; Kincaid Trail Greenway; power line easement; single-family homes (Cornelius)

Topography: Relatively flat; Parcel 007202B falls off toward water course



Source: Mecklenburg County, Polaris 3G

Findings/Recommendation: Townhomes and mixed-income development. Twenty-one townhomes could be constructed. No rezoning required but rectifying municipal boundaries with Cornelius is imperative.

Additional Considerations:

- Surface Water Improvement Management (SWIM) buffers surrounding water courses
- Open space requirements (10%, of which 5% must be park/public space)
- Alley access required for townhomes if garages included
- Access easement through Davidson K-8 School site
- Frontage requirement on public street or pedestrian way
- Consider Retaining/repurposing/demolishing Pump House building

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Builder/Developer, Cornelius

5. **Potts-Sloan Properties (120 and 228 Sloan Street, N/A, 100 and 109 Potts Street)**

Parcels: 00325309, 0032510, 00325311, 00325313

Size: +/-1.79 ac.

Zoning: Village Infill Planning Area (VIP); Village Infill Overlay District (Red); Lake Norman Critical Watershed Overlay

Current Land Use: Mostly vacant; one vacant home

Built Environment Context: Single-family residential; Future Potts-Sloan-Beatty roadway

Topography: Sloped with stream through the middle of the site



Source: Mecklenburg County, Polaris 3G

Findings/Recommendations: This site presents a unique set of circumstances. The long-planned Potts-Sloan-Beatty roadway connector will bisect the site. Given this, it is recommended to wait until construction is completed before exploring development opportunities on this site. However, townhomes or single-family homes would be most appropriate here with newly found street frontage.

Additional Considerations:

- Alignment and construction of the Potts-Sloan-Beatty connector
- Village Infill Overlay District (Red): 35' maximum height permitted
- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Open space requirements (10%, of which 5% must be park/public space)
- Post-Construction buffers surrounding water courses
- Alley access required for townhomes (if garages included) or single-family homes on lots 60' wide or less
- Frontage requirement on public street or pedestrian way
- Historic preservation of a portion of the Torrence House

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Builder/Developer

6. **Public Works Parcels (206 Potts Street, 213 Gamble Street, N/A, and 215 Crane Street)**

Parcels: 00325221, 00325220, 00325222, 00325213

Size: +/-1.79 ac.

Zoning: Village Infill Planning Area (VIP); Lake Norman Critical Watershed Overlay

Current Land Use: Former and existing Public Works Department offices and facilities

Built Environment Context: Single-family residential; Ada Jenkins Center; AT&T building

Topography: Flat



Source: Mecklenburg County, Polaris 3G

Recommendation Findings: The long-planned Potts-Sloan-Beatty roadway connector would flank the eastern border of the site. Additionally, the Public Works Department would need to be relocated. However, 26 townhomes would be most appropriate here. Single-family homes would be appropriate on Crane Street.

Additional Considerations:

- Alignment and construction of the Potts-Sloan-Beatty connector
- Surrounded by Village Infill Overlay District (Red): 35' maximum height permitted
- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Alley access required for townhomes (if garages included) or single-family homes on lots 60' wide or less
- Open space requirements (10%, of which 5% must be park/public space)
- Relocation of Public Works Department (estimated \$7.9 million)
- Demolition of existing buildings and any eCosts associated with site remediation and consider repurposing main water plant building

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Soil Testers (Phase 1),
Builder/Developer

7. **Town Center Properties [A] (Multiple Parcels with No Physical Address)**

Parcels: 00325807, 00325823, 00325817, 00325834, 00325822, 00325826, 00325827, 00325809

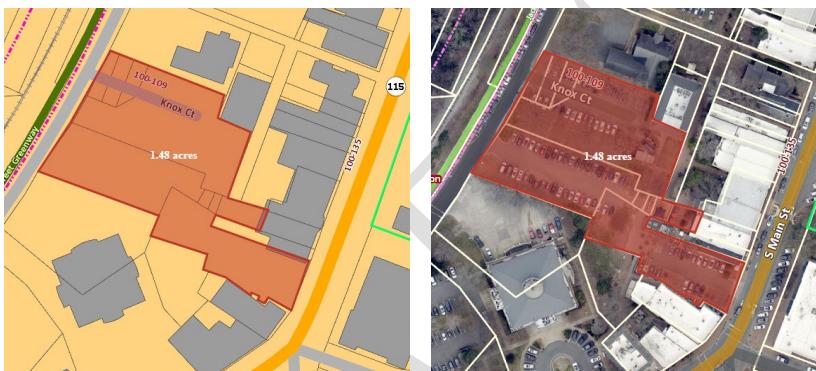
Size: +/-1.48 ac.

Zoning: Village Center (VC) and Village Commerce (VCOMM) Planning Areas; Lake Norman Critical Watershed Overlay; Local Historic District

Current Land Use: Existing public parking, tot lot playground, Downtown Gathering Space

Built Environment Context: Downtown commercial district; Town Hall

Topography: Gently sloping towards Jackson Street



Source: Mecklenburg County, Polaris 3G

RecommendationFindings: A multi-story, mixed-income apartment building could be constructed on parcels facing Jackson Street using built-upon-area averaging to secure additional impervious allocation. Four-story storefront buildings are permitted in the Village Commerce Planning Area fronting Jackson Street. Approximately 45 apartment units could be accommodated in a four-story building.

Additional Considerations:

- ~~Loss~~-Reconfigure downtown public parking
- Recent public infrastructure project: Downtown Gathering Space
- Construction in the Local Historic District requires a Certificate of Appropriateness (COA) from the Historic Preservation Commission (HPC)
- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Open space requirements (5%, of which 5% must be park/public space)
- Storefront building requirements (i.e. transparency)

Development Process: Individual Building (DPO Section 14.9)

Consultants/Partners Required: Surveyor, Engineer, Builder, Historic Preservation Commission

8. Town Center Properties [B] (111 N. Main Street, NA, 156 Jackson Street)

Parcels: 00325705, 00325726, 00325725

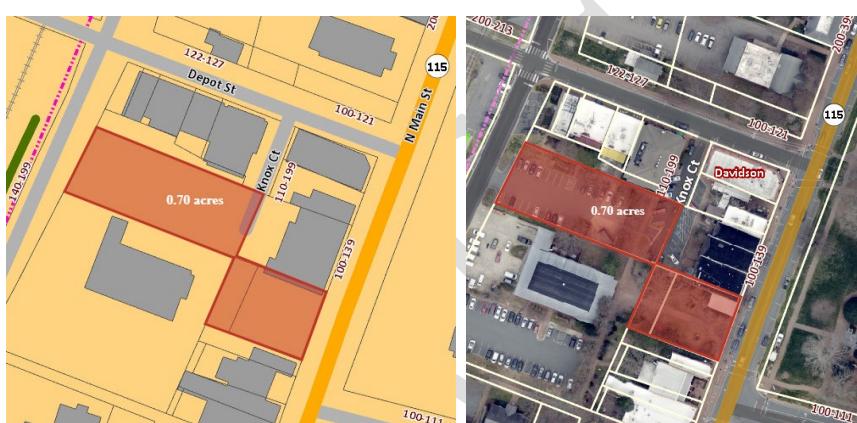
Size: +/-0.70 ac.

Zoning: Village Center (VC) and Village Commerce (VCOMM) Planning Areas; Lake Norman Critical Watershed Overlay; Local Historic District

Current Land Use: Existing Post Office Plaza with public art; public parking

Built Environment Context: Downtown commercial district

Topography: Flat



Source: Mecklenburg County, Polaris 3G

Findings/Recommendation: A multi-story apartment building could be constructed on parcels facing Jackson Street using built-upon-area averaging to secure additional impervious allocation. Four-story storefront buildings are permitted in the Village Commerce Planning Area fronting Jackson Street. Approximately 20 apartment units could be accommodated in a four-story building.

Additional Considerations:

- Loss of Reconfigure public downtown public parking
- Construction in the Local Historic District requires a Certificate of Appropriateness (COA) from the Historic Preservation Commission (HPC)
- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Open space requirements (5%, of which 5% must be park/public space)
- Storefront building requirements (i.e. transparency)

Development Process: Individual Building (DPO Section 14.9)

Consultants/Partners Required: Surveyor, Engineer, Builder, Historic Preservation Commission

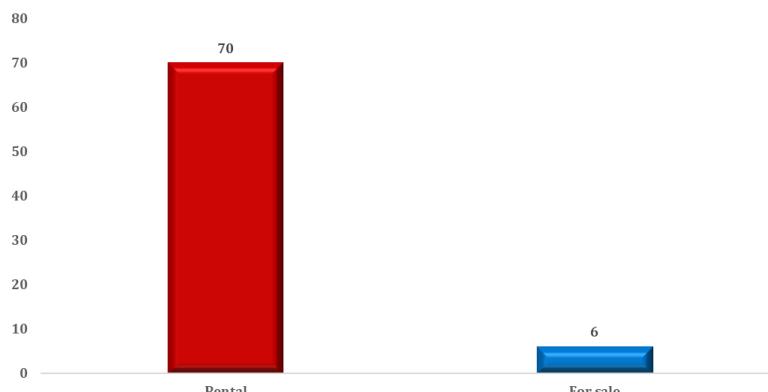
X. Recommendations

This [plan](#) [Needs Assessment](#) is intended to be a guide for the Town of Davidson in setting the direction for the town's Affordable Housing efforts. The [Needs Assessment](#) [plan](#) intends to offer goals for the town to look toward in the future, based on the current data and trends, as well as recommendations [that can help inform](#) [for](#) how the town can achieve more housing affordability for its residents. This section highlights specific goals based upon current data, public feedback, and market trends. Funding [options](#) and policy recommendations are also included as a means to achieve increased housing affordability for current and future Davidson residents.

Goals: For sale and rental units

While projected need for affordable units is one thing, realistic goals for affordable housing must be established. Based on Davidson's current affordable housing ordinance, 12.5% of new households would be affordable. The graphic below details the goals for affordable housing in Davidson. Note that the figures are slanted heavily towards rental units. This is because a) the data indicates that housing affordability is more of an issue in the rental market and b) land cost, cost-to-build, and the single-family sales market suggest that opportunities to execute affordable housing for sale will be sparse with a higher degree of difficulty.

Housing Affordability Goals (By 2026)

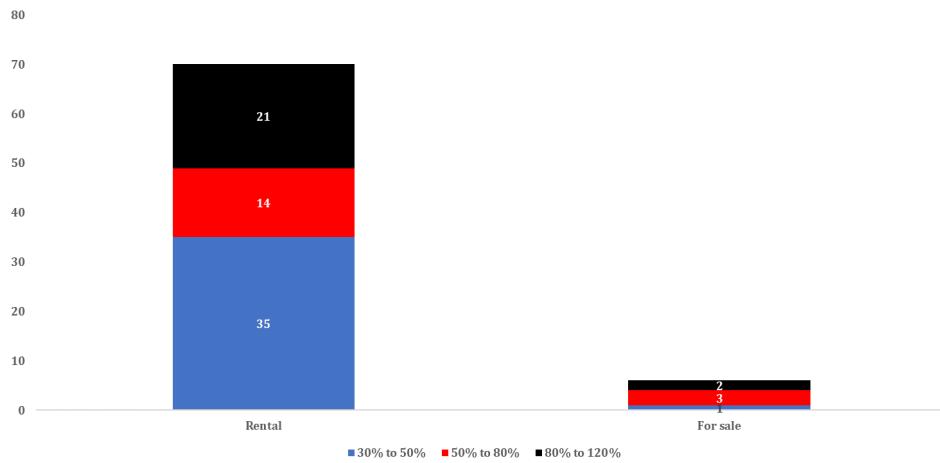


Note: Goals are units added to existing inventory and pipeline.

The breakdown of units by AMI is driven by the statistics from the American Community Survey and the results from the LiveDavidson Affordable Housing Survey. For example, according to the LiveDavidson Survey, of renters who were cost burdened, 60% were in households earning between 30% to 50% of AMI. Consequently, OnPointe Partners crafted the affordable housing goals for

renters to match the demand metrics from the survey results. For the for-sale segment, OnPointe's analysis had to account for external factors that will make addressing the most cost-burdened segment difficult. While the 30% to 50% of AMI segment of homeowners had the most cost-burdened households, as previously stated, external market factors will provide few opportunities for addressing for sale units. Moreover, addressing the lower AMI level adds an additional degree of difficulty. Recommendations regarding the for-sale market address the need while taking into account making the goal realistic and achievable.

Affordable Housing Goals by AMI Level (By 2026)



Funding Options

Meeting projected need will only be possible if the town is able to secure funding to support its vision of housing affordability. The following resources present several options that may help provide funding for various aspects of the affordable housing initiatives in Davidson.

Town Funding Options:

- Housing Bonds
 - Municipal Housing Bonds can provide a great solution for funding affordable housing. There are North Carolina legislative requirements that must be met that include voter approval.
- Grants
 - NC Housing Finance Agency Home Rehab Program is a great option for homeowners with income below 80% AMI. While this option may only be available for a limited number of residents, it is an option for the few that may meet this requirement.
- Tax Credits
 - Low Income Housing Tax Credits (LIHTC) are managed by the NCHFA through an extremely competitive bid process managed by the North Carolina Housing Finance Agency. Projects that are targeted to the neediest in the community (below 40% AMI) tend to be awarded the credits. The competitiveness of the process limits participation of the organizations that target projects above 60% AMI.
- Tax Revenue
 - Options include allocating dollars in the town's general fund, increasing ad valorem taxes (for example, in Davidson, a one penny increase in ad valorem taxes equals roughly \$300,000 per year).
- Housing Trust Fund and Land Trust
 - Allocate a set amount of funds and/or properties to be utilized in support of Affordable Housing projects. Possibility to use American Rescue Plan Act dollars as seed money to kickstart trust and help pave way forward.
- Community Reinvestment Act
 - There are also opportunities available through financial institutions that can utilize community reinvestment act (CRA) programs for funding.

Non-profit Funding Options:

- Subsidies
 - Housing Choice Vouchers (Section 8) are administered by US Housing Urban Development (HUD) and managed locally by Inlivian. These vouchers assist very low-income families, the elderly, and the disabled.
- Federal Home Loan Bank of Atlanta
 - The FHB annually offers an affordable housing grant program for housing developers. The funds can be used for acquisition, new construction, rehabilitation, or preservation with the program usually opening in the first quarter of each year.

Strategies to address affordable housing

The town should utilize the findings provided to decide on a path forward that addresses Davidson's specific housing affordability needs. This report is not a blueprint or an exact formula with all the answers. Addressing the growing needs for affordable housing in Davidson will require a multi-layered approach with several strategies. Developing and implementing specific solutions will take effort, time, and partnerships. The most impactful opportunities that are the easiest and quickest to implement should be prioritized.

[Deleted text] The list of findings/solutions below includes important next steps to advance Davidson's Affordable Housing efforts. This list is in no particular order.

1. Reaffirm the Role of the Housing and Equity Board (HEB) and Establish an Implementation Strategy

- The Affordable Housing and Equity Board Role includes but is not limited to:
 - Developing specific AMI housing unit goals and objectives based on the identified needs.
 - Prioritizing and developing an implementation strategy under the affordable housing [needs assessment plan](#).
 - Developing a budget for affordable housing programs, projects, and capacity
 - Addressing current opportunities within the affordable housing [needs assessment plan](#) using a wholistic approach including but not limited to zoning adjustments, funding options, and architectural design.
 - Addressing how to make projects more inclusive of affordable housing.
 - Leveraging nonprofits and support their programming related to financial capability, anti-eviction, homelessness prevention and homebuyer education.
 - Guiding developers to programs that will financially assist them.
 - Always apply a best practices lens
- The Affordable Housing and Equity Board must consistently engage with stakeholders across the community to ensure solid communication about affordable housing potential projects and collaboration opportunities. Stakeholder group should include the following
 - Town Staff (Planning & Economic Development)
 - Town Commissioners
 - Housing and Equity Board Members
 - Charlotte Water and Mecklenburg County Storm Water Services
 - Town Residents
 - Davidson Business Owners
 - Davidson College Representatives
 - Nonprofit Developers
 - For-Profit Developers
 - Places of Worship

2. Review current Affordable Housing Ordinance

- Review existing zoning ordinances that directly affect affordable housing and consider recommending revisions if necessary. Explore all options that will maximize affordable housing including zoning adjustments.

3. Establish recurring funding source(s) for Town of Davidson Affordable Housing Fund

- Explore potential streams of revenue to consistently contribute to the development of guaranteed permanent affordable housing.
- Allocate recurring dollars toward the town's housing fund. This not only demonstrates a commitment to affordable housing, it also adds a layer of accountability and should generate interest for developers and nonprofits looking to make more of an impact in Davidson.
- Potential funding sources to generate revenue for projects include tax revenue, voter-approved housing bonds, or non-profit and foundation funding. There are also opportunities available through financial institutions that can utilize community reinvestment act (CRA) programs for funding.

4. Explore ways to utilize and maximize existing inventory.

- Enforce affordability restrictions and consistently monitor existing inventory provided by the inclusionary zoning (IZ) ordinance. Ensuring on-going compliance maintains the integrity of the program.
- Critical Home Repair
 - One of the quickest methods to impact affordable housing is to commit funds to older existing properties in need of repairs that in turn may be transitioned to affordable housing by potentially adding affordability covenants for a specified period of time.
 - Repairs will preserve naturally occurring affordable housing and help ensure affordability and neighborhood integrity for future generations.
 - One-time minor repairs have great potential to create long term resident stability, stable or increased value, and neighborhood pride. Repairs often equal long-term sustainability and neighborhood revitalization. Quality housing leads to a quality neighborhood.
 - The Town is currently participating in a pilot program with Davidson Housing Coalition, Habitat for Humanity, and Davidson Community Foundation.

- Redevelop Existing Multi-Family Units
 - Work with non-profit partners to explore and implement a program to contribute to the redevelopment of existing multifamily housing, including duplexes and triplexes.
 - The owner of existing units could apply for assistance from the town as a tradeoff for making units affordable. This strategy is opportunistic: as properties age, there may be a window of opportunity to secure and preserve the home as affordable. Develop a plan for when opportunities arise, as there will be a need to move quickly.

5. Implement a rental subsidy program targeting existing rental and investment properties.

This is the most significant tool available to address the identified affordability needs in the quickest manner. The town should work to develop funding partners and sources and consider a community-driven and community-supported affordable living fundraising effort to help fund this program.

This program could benefit a resident directly, support the developer/owner, and accomplish a goal of providing housing for the Town of Davidson. It would allow the developer or nonprofit housing provider to underwrite their proforma (financial feasibility study) that must be provided to the bank for project approval. It would also allow renters, the most cost burdened in the community, to have many housing options to choose from, as this subsidy would not be tied to any individual property. Finally, this option mitigates the risk to the municipality.

The town should consider partnering with a non-profit to administer to implement this program. Requirements could be established by Davidson Housing Coalition, Housing and Equity Board, and Town Staff, and would include but not be limited by the following:

- Potential Tenant would have to qualify based on household income and size
- Landlord would have to agree to accept rent paid directly from the program
- Landlord would agree to keep housing to a certain standard requirement established by town staff.
- Landlord would agree to arrangement for minimum set time.

6. Develop a Land Acquisition Strategy

Given the current context of gentrification and displacement pressures, rising land costs in the area, and the more recent practice of corporations purchasing available homes and property, it is becoming more apparent that the town should work to acquire land as soon as possible that can potentially be used for affordable housing projects.

- Acquire more land for development for donation to public/private partnerships, particularly as the cost of land continues to increase. A deed restriction will allow for long-term affordability.
- Acquiring existing houses to avoid falling into private hands for demolition/redevelopment.
- Encourage land donation by dedicated residents, businesses, and other town partners, including planned gifts. The donated land can reduce the cost of development which in turn can allow for additional units in a project.
- Use town land for Built-upon Area (BUA) averaging for affordable housing projects.
- Seek and apply for grant opportunities that would provide funds for property acquisition.
- Acquire land through tax delinquency.

7. Increase Number of New and Diverse Affordable Housing Units

- Identify and build strong partnerships with developers who have a mission to provide sustainable affordable housing for a variety of family sizes and types.
- Further research the need for housing for the populations with the greatest need including seniors.
- Fund planned, shovel-ready, affordable housing projects. The faster existing developments can get to market will in turn help reduce or offset costs in a rising market. The life cycle for affordable projects can be extensive, so collaborating with developers on projects that have been entitled are great opportunities for inclusiveness of affordable housing. Those opportunities can occur in various ways. However, funding housing projects that are already approved and further along in the planning stages are excellent ways to get great impact within communities.

7. Develop an Affordable Housing Education and Communication Strategy

- Marketing properties (rental and for purchase)
- Homebuyer education
- Critical repairs
- Lunch and learn
- Video about program (stigma, who is it for, etc.)
- Developers, Builders, Lenders, Real Estate Agents
- Continue to enhance communications that clearly highlight the affordable housing program on the Town of Davidson's website.
- Community event/summit

XI. Final Remarks

Since the 1990s, the Town of Davidson has worked hard to keep housing affordability a focus of the community's work. It was clear during the time the project team spent in Davidson that this issue is very important and close to the hearts of many who live in, work in, and serve the town. While there are many challenges ahead to achieving the goal of affordable living for all residents, Davidson is well-positioned to capitalize on decades of work by the town and its partners and build upon that powerful legacy by taking more steps forward in the coming years.

This [Plan Needs Assessment](#) took a thorough look at affordable housing in Davidson and offered [recommendations guided by findings](#) and recommendations [informed](#) by real data. We greatly appreciate the high levels of engagement we received from town residents, key stakeholders, town staff, advisory boards, and elected officials, and trust this community will take the innovative and bold action needed to create a better future for everyone.

Appendix A: Glossary

Affordable Housing: Generally, housing is considered affordable if a household does not spend more than 30% of their pre-tax gross annual income on rent and utilities.

Affordable Housing Ordinance/Inclusionary Housing: In an effort to address housing affordability, Davidson's Planning Ordinance³ encourages the production of affordable housing by requiring 12.5% of homes in all new developments to be affordable. The program has been in place since 2001 and currently has an inventory of 262 affordable housing units in the Town of Davidson. Some of the goals of the Davidson Affordable Housing Ordinance is that affordable housing units are dispersed throughout the town, that affordable housing is complementary to the neighborhood, and that it is supported by transportation facilities (to make this more viable to low-income occupants).

Another distinctive feature of Davidson's affordable housing ordinance is payment in lieu (PIL). The ordinance allows for developers/applicants may make a cash payment in lieu of providing some or all of the required affordable housing units. The Town uses the funds for affordable housing activities including the acquisition of land for, or the construction and marketing of, affordable dwelling units.

Apartment: An apartment is a rented residential unit that is part of one (or several) residential buildings, or a separate dwelling in a home. There is typically one owner or management company for all the units who does all the maintenance and upkeep.

Area Median Family Income (AMI): The U.S. Department of Housing and Urban Development estimates the median family income for an area in the current year and adjusts that amount for different family sizes so that incomes may be expressed as a percentage of the area median income.

Condominium: A condominium, called "condo" for short, is a privately-owned individual unit within a community of other units. Condo owners jointly own shared common areas, such as pools, garages, elevators and outside hallways and gyms, to name a few.

Extremely Low-Income: A household's annual income is less than 30% of the area median income.

Fair Market Rent (FMR): According to federal housing regulations, Fair Market Rent (FMR) means the rent that would be required to be paid in the particular housing market area in order to obtain privately owned, decent, safe, and sanitary rental housing of modest (non-luxury) nature with suitable amenities. The FMR includes utilities (except telephone). Separate FMRs are established by the U.S. Department of Housing and Urban Development for dwelling units of varying sizes (number of bedrooms).

³ The ordinance can be referenced at: <https://www.townofdavidson.org/DocumentCenter/View/8077/Section-5-Affordable-Housing-20170711?bidId=>

Histogram: A histogram is a chart that shows frequencies for intervals of values of a metric variable.

Housing Cost Burdened: If a household spends more than 30% of their pre-tax gross annual income on rent and utilities, then they are considered housing cost burdened. If a household spends more than 50% of their gross income on rent and utilities, then they are considered extremely housing cost burdened.

Inclusionary Housing: Please see *Affordable Housing Ordinance*, in glossary above.

Multifamily Housing: A multi-family home is a single building that's set up to accommodate more than one family living separately. That can range from a duplex, which has two dwellings within a single building, to homes or small apartment buildings with up to four units.

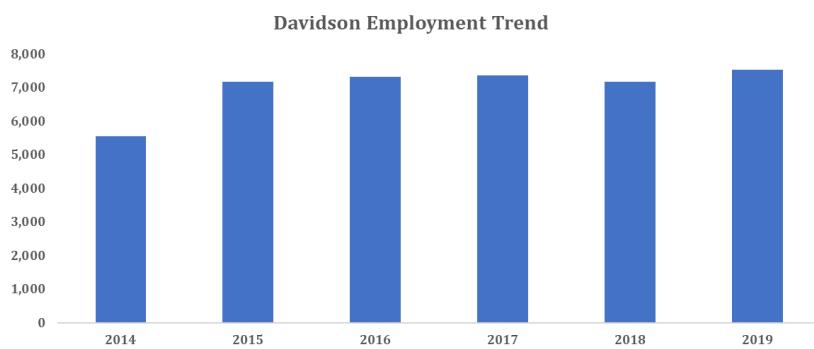
Ranch home: A ranch home is a house that is a single-story home that typically features an open floor plan.

Single-family two-story housing: A single-family home is an independent residential structure that sits on its own land and is designed to be used as a single dwelling unit. In the case of single-family two-story housing, the structure contains a second level.

Townhouse: A townhouse is a single-family home with at least two floors that share a wall with another house.

Appendix B: UNC-Charlotte Update Supplementary Materials

Employment and Industry



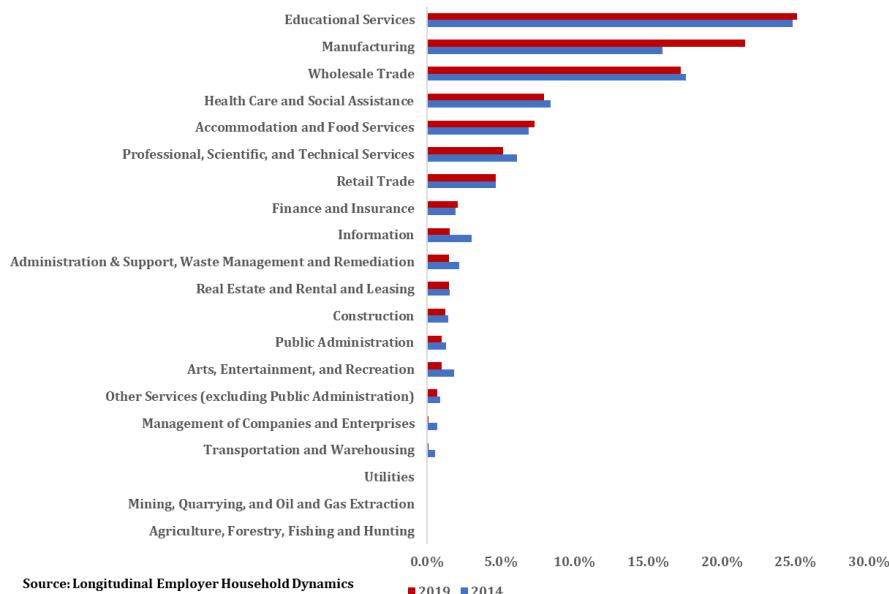
Source: Longitudinal Employer Household Dynamics

Total employment in the Town of Davidson rose sharply in 2015 but has seen more moderate growth between 2015 and 2022. Like the rest of the country, Davidson has seen its labor market tighten over the last several years. Davidson's unemployment rate was 6.9% in 2014. That figure dropped to just 2.8% in 2019. Some of the effects of a tight labor market are constrained employment growth and workers becoming more apt to leave a job due to a labor market that favors jobseekers. The tightened labor market likely played a role in Davidson's muted employment growth starting in 2016.

Davidson Largest Employers	
Employer	No. of Employees
Trane	1,600
MSC Industrial Direct	750
Davidson College	600

Davidson's three largest employers comprise 39% of the town's employment. The Town of Davidson is home to Trane's corporate headquarters and the company has a 5-building campus in the town. MSC Industrial Direct is a Fortune 1000 company in the industrial equipment distribution space. Davidson College was established in 1837 and is an integral part of the town's identity.

Industry Share of Davidson Labor Market (Percentage)



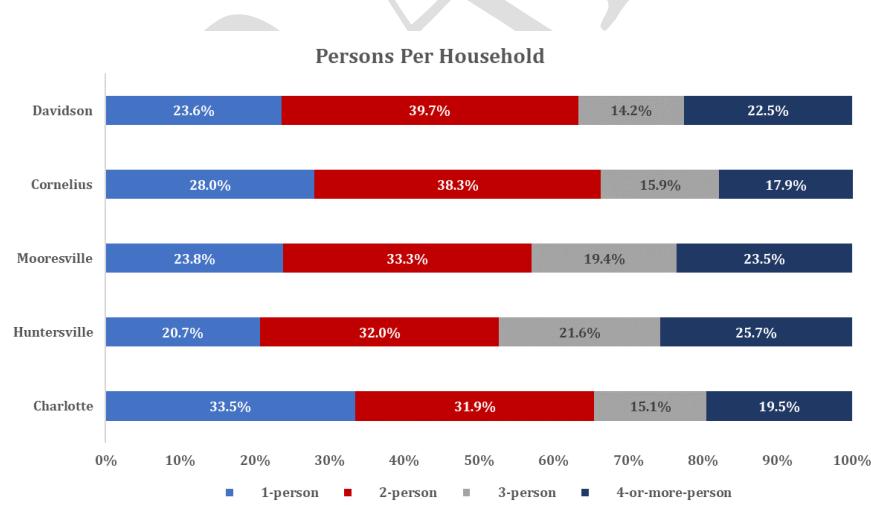
The above chart illustrates which industries have seen the most growth over the last five years. Manufacturing (742 jobs), educational services (514 jobs), and wholesale (323 jobs) were the industries that gained the most jobs since 2014. On the other end of the spectrum, information (-51 jobs), management of companies and enterprises (-32 jobs), and arts, entertainment, and recreation (-27 jobs) experienced the most job losses over the period.

Income and Housing

Income

Household Income Decomposition (2019)					
	Charlotte	Cornelius	Davidson	Huntersville	Mooresville
Less than \$10,000	5.2%	5.1%	2.0%	2.0%	4.9%
\$10,000 to \$14,999	3.4%	2.4%	1.6%	1.9%	3.5%
\$15,000 to \$24,999	7.9%	6.3%	3.5%	4.6%	7.6%
\$25,000 to \$34,999	9.7%	4.9%	3.2%	5.3%	8.2%
\$35,000 to \$49,999	13.3%	8.4%	9.6%	7.7%	11.7%
\$50,000 to \$74,999	17.9%	14.6%	12.5%	14.6%	19.6%
\$75,000 to \$99,999	12.5%	11.7%	7.1%	12.8%	12.7%
\$100,000 to \$149,999	14.6%	19.9%	18.7%	23.0%	18.1%
\$150,000 to \$199,999	6.5%	10.5%	11.0%	12.1%	8.1%
\$200,000 or more	9.0%	16.3%	30.7%	16.0%	5.5%
Median income (dollars)	\$62,817	\$90,542	\$124,853	\$102,016	\$69,188
Median Income Growth	3.4%	2.2%	5.7%	3.7%	2.4%

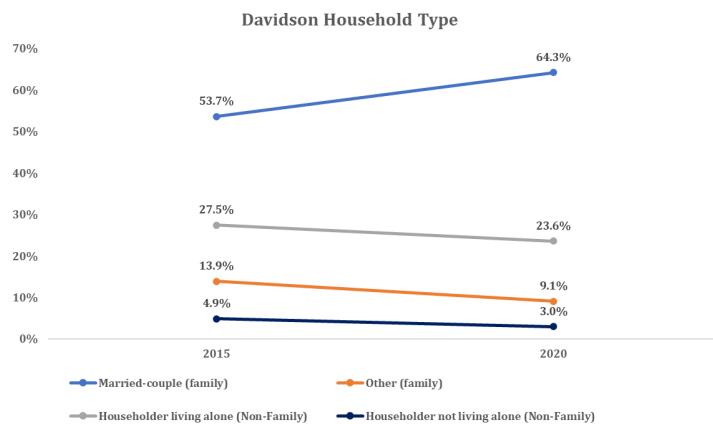
Housing



Source: US Census Bureau

Most Davidson households are 2-person households (39.7%). This is also the highest percentage of 2-person households among the peer comparison group. The chart below shows that married

households have seen a substantial increase over the last five years in Davidson. All other household types have decreased as a percentage of total households over the five-year period.



The owner-occupied and rental real estate markets in Davidson provide color and insight into the housing affordability dynamic. From 2014 to 2019, occupied home valuations have increased by 3.4% annually in Davidson. This is the lowest growth rate of the peer cities. Davidson also has the highest median home price valuation.

Occupied Home Valuations (2019)					
	Charlotte	Cornelius	Davidson	Huntersville	Mooresville
Less than \$50,000	2.1%	1.0%	1.1%	1.6%	2.4%
\$50,000 to \$99,999	8.2%	1.4%	0.4%	1.0%	3.1%
\$100,000 to \$149,999	17.3%	6.8%	2.3%	3.7%	12.0%
\$150,000 to \$199,999	17.6%	10.6%	5.7%	12.0%	19.6%
\$200,000 to \$299,999	21.0%	25.7%	15.3%	31.3%	38.1%
\$300,000 to \$499,999	19.5%	28.0%	33.7%	39.7%	22.7%
\$500,000 to \$999,999	10.9%	17.4%	32.4%	9.5%	2.1%
\$1,000,000 or more	3.4%	9.1%	9.0%	1.2%	0.1%
Median (dollars)	\$220,300	\$322,400	\$448,300	\$301,500	\$232,700
Median Value Growth Rate	5.3%	6.1%	3.4%	4.1%	4.6%

Source: American Community Survey

In the table below, housing unit cost with a mortgage in Davidson has increased at a rate that is in the middle of the pack of the peer cities. Note that Mooresville's housing cost has increased at nearly triple the rate of Davidson's over the five-year period. Davidson's absolute housing cost is still nearly \$450/month higher than the next closest area's cost.

Housing Unit Cost (With Mortgage) - 2019					
	Charlotte	Cornelius	Davidson	Huntersville	Mooresville
Less than \$500	0.8%	0.2%	0.0%	0.2%	1.1%
\$500 to \$999	17.4%	9.4%	6.5%	7.2%	12.6%
\$1,000 to \$1,499	35.3%	24.7%	15.1%	25.3%	32.8%
\$1,500 to \$1,999	20.9%	26.0%	19.7%	29.1%	31.4%
\$2,000 to \$2,499	10.6%	14.9%	19.3%	19.8%	12.3%
\$2,500 to \$2,999	5.4%	8.0%	10.6%	10.2%	4.9%
\$3,000 or more	9.6%	16.9%	28.9%	8.3%	4.8%
Median (dollars)	\$1,446	\$1,775	\$2,227	\$1,781	\$1,551
Median Growth Rate	0.4%	0.6%	0.6%	0.7%	1.6%

Source: American Community Survey

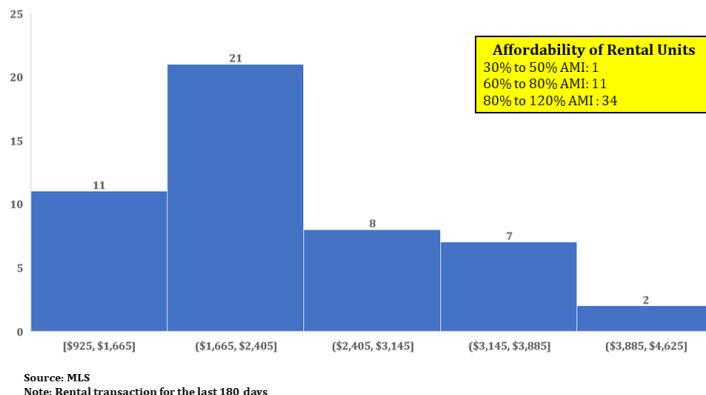
Gross rent paid provides a look into the housing affordability in Davidson's rental market. As of 2019, Davidson had the second-highest figure for gross rent paid (second to Huntersville). However, Davidson's five-year annual growth rate surpassed 5% and was the highest growth rate of any compared area. This plays a profound role in the current rental market conditions.

Gross Rent Paid (2019)					
	Charlotte	Cornelius	Davidson	Huntersville	Mooresville
Less than \$500	3.8%	3.4%	1.8%	1.6%	4.7%
\$500 to \$999	30.9%	16.5%	28.3%	19.5%	33.4%
\$1,000 to \$1,499	46.3%	53.0%	48.1%	43.0%	45.2%
\$1,500 to \$1,999	14.5%	22.4%	12.5%	27.6%	14.0%
\$2,000 to \$2,499	2.9%	3.5%	4.4%	6.9%	2.6%
\$2,500 to \$2,999	0.8%	1.2%	0.6%	1.3%	0.1%
\$3,000 or more	0.7%	0.0%	4.3%	0.0%	0.0%
Median (dollars)	\$1,135	\$1,219	\$1,264	\$1,305	\$1,108
Median Rent Growth Rate	4.7%	3.0%	5.4%	4.0%	3.6%

Source: American Community Survey

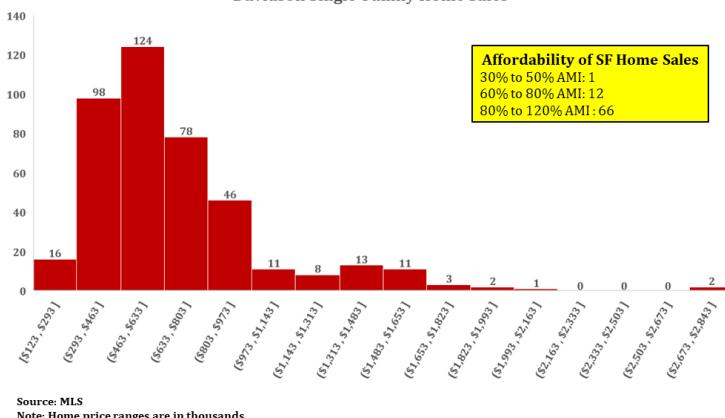
As referenced above, current rental conditions shine a light on how tight market conditions exacerbate the housing affordability crisis. Over the last 180 days since April 8, 2022, Davidson's median rental rate is \$2,810. Moreover, of the 49 rental transactions recorded in MLS, only 10 were affordable to a family of four making 80% of AMI. The histogram below illustrates the distribution of Davidson's rental market. Rental units priced between \$1,665 and \$2,405 per month were the largest single segment of rental units.

Davidson Rent Price Distribution



The Davidson sales market has been robust as well. Davidson's median single-family sales price was \$575,000 over the last year ending in April 2022. Of the 413 single-family transactions over the last year, only 18 transactions were below \$300,000 (which translated into a mortgage that is affordable at about 80% of AMI). The histogram below illustrates the distribution of Davidson's single-home sales market. Homes priced between \$463,000 and \$633,000 were the largest single segment of home sales.

Davidson Single-Family Home Sales



Appendix C: Occupations by AMI Level

Occupations at 30% to 50% of AMI	
Helpers--Production Workers	\$28,280
Stockers and Order Fillers	\$28,540
Tax Preparers	\$28,550
Woodworking Machine Setters and Operators	\$28,550
Grinding and Polishing Workers	\$28,660
Service Unit Operators, Oil and Gas	\$28,820
Concierges	\$28,910
Meat, Poultry, and Fish Cutters and Trimmers	\$28,910
Nursing Assistants	\$29,040
Animal Trainers	\$29,090
Laborers and Freight, Stock, and Material Movers, Hand	\$29,170
Packaging and Filling Machine Operators and Tenders	\$29,190
Veterinary Assistants and Laboratory Animal Caretakers	\$29,260
Mail Clerks and Mail Machine Operators, Except Postal Service	\$29,290
Umpires, Referees, and Other Sports Officials	\$29,370
Orderlies	\$29,390
Textile, Apparel, and Furnishings Workers	\$29,440
Crematory Operators	\$29,480
Floor Layers, Except Carpet, Wood, and Hard Tiles	\$29,530
Molders, Shapers, and Casters, Except Metal and Plastic	\$29,780
Textile Bleaching and Dyeing Machine Operators and Tenders	\$29,860
Switchboard Operators, Including Answering Service	\$29,890
Food Batchmakers	\$29,920
Passenger Vehicle Drivers, Except Bus Drivers	\$29,980
Self-Enrichment Teachers	\$30,090
Funeral Attendants	\$30,270
Pesticide Handlers, Sprayers, and Applicators, Vegetation	\$30,310
Counter and Rental Clerks	\$30,440
Textile Knitting and Weaving Machine Setters, Operators	\$30,510
Food Cooking Machine Operators and Tenders	\$30,520
Parts Salespersons	\$30,660
Helpers--Pipeliners, Plumbers, Pipefitters, and Steamfitters	\$30,690
Graders and Sorters, Agricultural Products	\$30,840
Recreation Workers	\$30,890
Electrical, electronic, and electromechanical assemblers	\$30,900
Tutors and Teachers and Instructors, All Other	\$31,000
Landscaping and Groundskeeping Workers	\$31,010
Residential Advisors	\$31,020
Etchers and Engravers	\$31,180
Firefighters	\$31,220
Bailiffs	\$31,280
Receptionists and Information Clerks	\$31,510
Data Entry Keyers	\$31,580
Sawing Machine Setters, Operators, and Tenders, Wood	\$31,600
Riggers	\$31,710
Roustabouts, Oil and Gas	\$32,070
Helpers--Electricians	\$32,080
Automotive Glass Installers and Repairers	\$32,080
Floral Designers	\$32,190
Religious Workers, All Other	\$32,380
Farm Equipment Mechanics and Service Technicians	\$32,630
Office Machine Operators, Except Computer	\$32,640
Healthcare Support Workers, All Other	\$32,690

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 30% to 50% of AMI

Telemarketers	\$32,700
Information and Record Clerks, All Other	\$32,710
Helpers--Carpenters	\$32,780
Helpers--Roofers	\$32,780
Locksmiths and Safe Repairers	\$32,870
Food Processing Workers, All Other	\$32,940
Upholsterers	\$33,010
Construction Laborers	\$33,030
Furniture Finishers	\$33,040
Tire Repairers and Changers	\$33,180
Exercise Trainers and Group Fitness Instructors	\$33,260
Community Health Workers	\$33,290
Ophthalmic Laboratory Technicians	\$33,360
Light Truck Drivers	\$33,380
First-Line Supervisors of Food Preparation	\$33,780
Foundry Mold and Coremakers	\$33,830
Hazardous Materials Removal Workers	\$33,880
Pharmacy Technicians	\$34,070
Furnace, Kiln, Oven, Drier, and Kettle Operators	\$34,090
Helpers--Installation, Maintenance, and Repair Workers	\$34,090
Tellers	\$34,240
Office Clerks, General	\$34,300
Painters, Construction and Maintenance	\$34,590
Refuse and Recyclable Material Collectors	\$34,700
Medical Equipment Preparers	\$34,710
Cutting and Slicing Machine Setters, Operators	\$34,810
Helpers--Brickmasons, Blockmasons, Stonemasons	\$34,940
Photographic Process Workers and Processing Machine Operators	\$34,950
Shipping, Receiving, and Inventory Clerks	\$35,020
Ambulance Drivers and Attendants	\$35,020
Industrial Truck and Tractor Operators	\$35,020
Insulation Workers, Floor, Ceiling, and Wall	\$35,140
Veterinary Technologists and Technicians	\$35,240
Morticians, Undertakers, and Funeral Arrangers	\$35,320
Tree Trimmers and Pruners	\$35,380
Print Binding and Finishing Workers	\$35,400
Painting, Coating, and Decorating Workers	\$35,630
Merchandise Displayers and Window Trimmers	\$35,680
Pest Control Workers	\$35,790
Paving, Surfacing, and Tamping Equipment Operators	\$35,920
Phlebotomists	\$36,010
Medical Assistants	\$36,030
Psychiatric Technicians	\$36,150
Butchers and Meat Cutters	\$36,300
Printing Press Operators	\$36,480
Library Technicians	\$36,820
Multiple Machine Tool Setters, Operators	\$37,110
Medical Secretaries and Administrative Assistants	\$37,120
Pipelayers	\$37,260
Forging Machine Setters	\$37,280
Medical Transcriptionists	\$37,490
Customer Service Representatives	\$37,570
Welding, Soldering, and Brazing Machine Setters, Operators	\$37,630

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 30% to 50% of AMI	
Emergency Medical Technicians and Paramedics	\$37,650
Inspectors, Testers, Sorters, Samplers, and Weighers	\$37,650
Glaziers	\$37,680
Cabinetmakers and Bench Carpenters	\$37,690
Heat Treating Equipment Setters, Operators	\$37,770
Skincare Specialists	\$37,800
Forest and Conservation Technicians	\$37,820
Highway Maintenance Workers	\$37,860
Bill and Account Collectors	\$37,890
Billing and Posting Clerks	\$37,960
Helpers--Extraction Workers	\$38,080
Mixing and Blending Machine Setters, Operators	\$38,100
Public Safety Telecommunicators	\$38,180
Logging Equipment Operators	\$38,310
Motorboat Mechanics and Service Technicians	\$38,350
File Clerks	\$38,520
Drywall and Ceiling Tile Installers	\$38,740
Eligibility Interviewers, Government Programs	\$38,910
Environmental Science and Protection Technicians	\$38,950
Traffic Technicians	\$38,950
Septic Tank Servicers and Sewer Pipe Cleaners	\$39,190
Cement Masons and Concrete Finishers	\$39,250
Paper Goods Machine Setters, Operators	\$39,290
Ophthalmic Medical Technicians	\$39,300
Secretaries and Administrative Assistants	\$39,380
First-Line Supervisors of Housekeeping and Janitorial Workers	\$39,470
Court, Municipal, and License Clerks	\$39,470
Outdoor Power Equipment and Other Small Engine Mechanics	\$39,470
Carpenters	\$39,590
Marriage and Family Therapists	\$39,600
Roofers	\$39,630
Meter Readers, Utilities	\$39,650
Sheet Metal Workers	\$39,790
Conveyor Operators and Tenders	\$40,070
Coating, Painting, and Spraying Machine Setters, Operators	\$40,110
Coaches and Scouts	\$40,130
Electrical and Electronics Drafters	\$40,220
Interpreters and Translators	\$40,470
Extruding and Drawing Machine Setters, Operators	\$40,520
Procurement Clerks	\$40,620
Correctional Officers and Jailers	\$40,640
Social and Human Service Assistants	\$40,650
Transportation Security Screeners	\$40,680
Human Resources Assistants	\$40,710
Audiovisual Equipment Installers and Repairers	\$40,720
Travel Agents	\$40,950
Patternmakers, Metal and Plastic	\$40,980
Home Appliance Repairers	\$41,020
First-Line Supervisors of Personal Service and Entertainment Workers	\$41,040
Dispatchers, Except Police, Fire, and Ambulance	\$41,300
Insulation Workers, Mechanical	\$41,620
Crane and Tower Operators	\$41,790
Welders, Cutters, Solderers, and Brazers	\$41,960

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 30% to 50% of AMI	
Order Clerks	\$42,280
Structural Metal Fabricators and Fitters	\$42,340
Computer, Automated Teller, and Office Machine Repairers	\$42,470
Surveying and Mapping Technicians	\$42,530
Dental Laboratory Technicians	\$42,550
Animal Control Workers	\$42,570
Bookkeeping, Accounting, and Auditing Clerks	\$42,580
Media and Communication Workers	\$42,740
Water and Wastewater Treatment Plant and System Operators	\$42,990
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	\$43,040
Real Estate Sales Agents	\$43,390
Motorcycle Mechanics	\$43,390
First-Line Supervisors of Retail Sales Workers	\$43,610
Meeting, Convention, and Event Planners	\$43,660
Broadcast Technicians	\$43,740
Brickmasons and Blockmasons	\$43,880
Surgical Technologists	\$44,060
Computer Numerically Controlled Tool Operators	\$44,220
Exercise Physiologists	\$44,290
Education and Childcare Administrators	\$44,350
Press Technicians and Workers	\$44,400
Machinists	\$44,550
Hearing Aid Specialists	\$44,640
Telecommunications Line Installers and Repairers	\$44,650
Opticians, Dispensing	\$44,770
Molding, Coremaking, and Casting Machine Setters, Operators	\$44,850
Agricultural and Food Science Technicians	\$44,920
Insurance Claims and Policy Processing Clerks	\$44,950
Probation Officers and Correctional Treatment Specialists	\$45,130
Milling and Planing Machine Setters, Operators	\$45,170
Rehabilitation Counselors	\$45,210
Structural Iron and Steel Workers	\$45,280
Massage Therapists	\$45,510
Plumbers, Pipefitters, and Steamfitters	\$45,510
New Accounts Clerks	\$45,580
Social Science Research Assistants	\$45,720
Payroll and Timekeeping Clerks	\$45,870
Mechanical Door Repairers	\$45,890
Title Examiners, Abstractors, and Searchers	\$45,950
Word Processors and Typists	\$45,980
Recreational Therapists	\$46,110
Excavating and Loading Machine and Dragline Operators	\$46,340
Electricians	\$46,350
Reinforcing Iron and Rebar Workers	\$46,350
Audio and Video Technicians	\$46,610
Production, Planning, and Expediting Clerks	\$46,650
Credit Authorizers, Checkers, and Clerks	\$46,670
Chemical Plant and System Operators	\$46,670
Dental Assistants	\$46,760
Fence Erectors	\$46,850
Chemical Equipment Operators and Tenders	\$46,900
Heavy and Tractor-Trailer Truck Drivers	\$46,980
Automotive Service Technicians and Mechanics	\$47,050

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 50% to 80% of AMI	
Security and Fire Alarm Systems Installers	\$47,140
Coin, Vending, and Amusement Machine Servicers	\$47,150
Legal Secretaries and Administrative Assistants	\$47,170
Broadcast Announcers and Radio Disc Jockeys	\$47,230
Maintenance Workers, Machinery	\$47,250
Substance abuse, behavioral disorder, and mental health counselors	\$47,290
Licensed Practical and Licensed Vocational Nurses	\$47,370
Chemical Technicians	\$47,750
Cargo and Freight Agents	\$47,820
Athletic Trainers	\$47,870
Control and Valve Installers and Repairers	\$47,870
Forensic Science Technicians	\$47,910
Loan Interviewers and Clerks	\$47,910
Child, Family, and School Social Workers	\$48,040
Tool and Die Makers	\$48,070
Geological and Hydrologic Technicians	\$48,190
Biological Technicians	\$48,250
Millwrights	\$48,380
Credit Counselors	\$48,410
Engine and Other Machine Assemblers	\$48,810
Earth Drillers	\$48,830
Kindergarten Teachers	\$49,220
Computer User Support Specialists	\$49,310
Educational Instruction and Library Workers	\$49,910
Occupational Health and Safety Technicians	\$50,070
First-Line Supervisors of Landscaping, Lawn Service	\$50,460
Curators	\$50,760
News Analysts, Reporters, and Journalists	\$50,830
Industrial Engineering Technologists and Technicians	\$50,940
Mobile Heavy Equipment Mechanics	\$51,300
Sales Representatives of Services	\$51,530
Survey Researchers	\$51,550
Petroleum Pump System Operators, Refinery Operators, and Gaugers	\$51,580
Paralegals and Legal Assistants	\$51,650
Police and Sheriff's Patrol Officers	\$51,920
Bus and Truck Mechanics and Diesel Engine Specialists	\$51,990
First-Line Supervisors of Farming, Fishing, and Forestry Workers	\$52,070
Clinical Laboratory Technologists and Technicians	\$52,080
Postal Service Mail Sorters	\$52,130
Postal Service Mail Carriers	\$52,490
Elementary School Teachers	\$52,630
Secondary School Teachers	\$52,710
Civil Engineering Technologists and Technicians	\$52,720
Middle School Teachers	\$52,810
Special Education Teachers	\$53,120

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 50% to 80% of AMI	
First-Line Supervisors of Transportation Workers	\$53,140
Mental Health and Substance Abuse Social Workers	\$53,250
Special Education Teachers, Secondary School	\$53,330
Rolling Machine Setters, Operators	\$53,450
Budget Analysts	\$53,600
Reservation and Transportation Ticket Agents and Travel Clerks	\$53,790
Microbiologists	\$53,980
Metal-Refining Furnace Operators and Tenders	\$53,990
Architectural and Civil Drafters	\$54,240
Industrial Machinery Mechanics	\$54,490
Chefs and Head Cooks	\$54,500
Career/Technical Education Teachers, Secondary School	\$54,580
Food Service Managers	\$54,830
Automotive Body and Related Repairers	\$54,990
Judges, Magistrate Judges, and Magistrates	\$55,230
Special Education Teachers, Middle School	\$55,240
Medical Equipment Repairers	\$55,390
Health Education Specialists	\$55,400
Editors	\$55,460
Graphic Designers	\$55,590
Educational, Guidance, and Career Counselors and Advisors	\$55,610
Telecommunications Equipment Installers and Repairers	\$55,680
Mechanical Drafters	\$56,280
Brokerage Clerks	\$56,280
Electric Motor, Power Tool, and Related Repairers	\$56,300
Clergy	\$56,390
Conservation Scientists	\$56,640
Computer Numerically Controlled Tool Programmers	\$56,750
Fundraisers	\$56,760
Healthcare Social Workers	\$56,780
Writers and Authors	\$56,820
Dietitians and Nutritionists	\$56,900
First-Line Supervisors of Office and Administrative Support Workers	\$57,390
Lathe and Turning Machine Tool Setters, Operators	\$57,520
Construction and Building Inspectors	\$57,550
Insurance Sales Agents	\$57,860
Detectives and Criminal Investigators	\$57,870
Radio, Cellular, and Tower Equipment Installers and Repairers	\$57,960
Carpet Installers	\$58,110
Career/Technical Education Teachers, Middle School	\$58,180
First-Line Supervisors of Firefighting and Prevention Workers	\$58,560
Tax Examiners and Collectors, and Revenue Agents	\$58,640
Interior Designers	\$58,730
Radiologic Technologists and Technicians	\$58,740
Mechanical Engineering Technologists and Technicians	\$58,760

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 50% to 80% of AMI	
Career/Technical Education Teachers, Postsecondary	\$58,920
Advertising Sales Agents	\$59,540
Librarians and Media Collections Specialists	\$59,840
Electro-Mechanical and Mechatronics Technologists and Technicians	\$59,970
Physical Therapist Assistants	\$59,980
Respiratory Therapists	\$60,160
Stationary Engineers and Boiler Operators	\$60,180
Adult Basic Education, Adult Secondary Education Instructors	\$60,400
First-Line Supervisors of Production and Operating Workers	\$60,510
Cost Estimators	\$60,660
Chiropractors	\$61,150
Instructional Coordinators	\$61,340
Cartographers and Photogrammetrists	\$61,420
Property, Real Estate, and Community Association Managers	\$61,440
Private Detectives and Investigators	\$61,540
Buyers and Purchasing Agents	\$62,150
Pourers and Casters, Metal	\$62,350
Transportation Inspectors	\$62,420
Foreign Language and Literature Teachers, Postsecondary	\$62,450
Training and Development Specialists	\$62,750
Executive Secretaries and Executive Administrative Assistants	\$62,880
Postal Service Clerks	\$62,980
Electrical and Electronics Repairers, Commercial and Industrial Equipment	\$62,980
Calibration and Engineering Technologists and Technicians	\$63,050
English Language and Literature Teachers, Postsecondary	\$63,240
Occupational Therapy Assistants	\$63,390
Criminal Justice and Law Enforcement Teachers, Postsecondary	\$63,470
Logisticians	\$63,540
Geoscientists	\$63,550
Statisticians	\$63,760
Labor Relations Specialists	\$63,910
Cardiovascular Technologists and Technicians	\$63,930
Public Relations Specialists	\$64,090
Human Resources Specialists	\$64,140
Boilermakers	\$64,270
Coil Winders, Tapers, and Finishers	\$64,280
Landscape Architects	\$64,300
First-Line Supervisors of Construction Trades and Extraction Workers	\$64,300
Archivists	\$64,660
Financial Examiners	\$64,890
Fire Inspectors and Investigators	\$64,910
Communications Teachers, Postsecondary	\$64,970
Mathematical Science Teachers, Postsecondary	\$65,310
Social and Community Service Managers	\$65,320
Orthotists and Prosthetists	\$65,760

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 50% to 80% of AMI	
Environmental Scientists and Specialists, Including Health	\$66,280
Market Research Analysts and Marketing Specialists	\$66,970
Property Appraisers and Assessors	\$67,800
Fashion Designers	\$67,880
Funeral Home Managers	\$67,900
Producers and Directors	\$67,980
First-Line Supervisors of Correctional Officers	\$68,020
Art, Drama, and Music Teachers, Postsecondary	\$68,360
Occupational Health and Safety Specialists	\$68,580
Registered Nurses	\$68,620
Claims Adjusters, Examiners, and Investigators	\$68,890
Biological Science Teachers, Postsecondary	\$69,280
Electrical and Electronic Engineering Technologists and Technicians	\$69,320
First-Line Supervisors of Mechanics, Installers, and Repairers	\$69,430
Health Specialties Teachers, Postsecondary	\$69,750
Compliance Officers	\$69,880
Insurance Appraisers, Auto Damage	\$69,970
Flight Attendants	\$70,550
Computer Network Support Specialists	\$70,760
Biochemists and Biophysicists	\$70,840
Urban and Regional Planners	\$70,900
Magnetic Resonance Imaging Technologists	\$71,000
Sales Representatives, Wholesale and Manufacturing	\$71,060
Technical Writers	\$71,140
Recreation and Fitness Studies Teachers, Postsecondary	\$71,480
Business Teachers, Postsecondary	\$71,760
History Teachers, Postsecondary	\$71,830
Soil and Plant Scientists	\$71,850
Education Teachers, Postsecondary	\$72,130
Law Teachers, Postsecondary	\$72,460
Surveyors	\$72,500
Nuclear Medicine Technologists	\$72,640
Compensation, Benefits, and Job Analysis Specialists	\$72,720
Gas Plant Operators	\$72,730
Electrical Power-Line Installers and Repairers	\$72,880
Therapists, All Other	\$73,000
Psychology Teachers, Postsecondary	\$73,170
Nursing Instructors and Teachers, Postsecondary	\$73,330
Sociology Teachers, Postsecondary	\$73,530
Dental Hygienists	\$74,090
Diagnostic Medical Sonographers	\$74,390
Real Estate Brokers	\$74,700
Clinical, Counseling, and School Psychologists	\$74,720
Emergency Management Directors	\$74,970
Environmental Engineers	\$75,160
Loan Officers	\$75,190
Chemistry Teachers, Postsecondary	\$75,210
Philosophy and Religion Teachers, Postsecondary	\$75,300

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 80% to 120% of AMI

Architects	\$75,370
Speech-Language Pathologists	\$75,440
Insurance Underwriters	\$75,520
Audiologists	\$76,340
Education Administrators, Kindergarten through Secondary	\$76,610
Genetic Counselors	\$77,010
First-Line Supervisors of Police and Detectives	\$77,260
Materials Engineers	\$77,320
Lodging Managers	\$77,410
Securities, Commodities, and Financial Services Sales Agents	\$78,360
Geography Teachers, Postsecondary	\$78,520
Social Work Teachers, Postsecondary	\$78,560
Radiation Therapists	\$78,610
Special Effects Artists and Animators	\$79,460
Political Science Teachers, Postsecondary	\$79,750
Accountants and Auditors	\$80,400
Commercial and Industrial Designers	\$80,790
Mechanical Engineers	\$80,810
Web Developers and Digital Interface Designers	\$81,390
Electrical and Electronics Repairers, Powerhouse, Substation, and Relay	\$81,460
Network and Computer Systems Administrators	\$81,850
Chemists	\$82,450
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	\$82,480
Occupational Therapists	\$82,660
Civil Engineers	\$82,850
Industrial Engineers	\$83,100
Engineering Teachers, Postsecondary	\$83,910
Postmasters and Mail Superintendents	\$84,980
Acupuncturists and Healthcare Diagnosing or Treating Practitioners	\$86,120
Medical Scientists, Except Epidemiologists	\$88,080
Health and Safety Engineers	\$88,230
Power Plant Operators	\$88,230
Physical Therapists	\$88,400
Computer Science Teachers, Postsecondary	\$88,690

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 80% to 120% of AMI

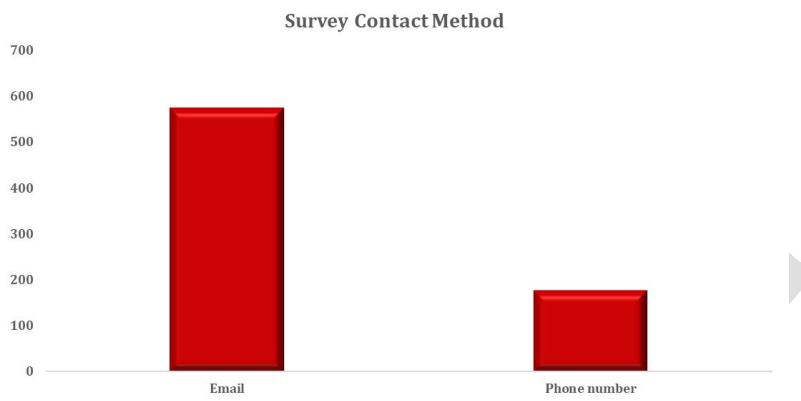
Education Administrators, Postsecondary	\$88,870
Aircraft Mechanics and Service Technicians	\$88,980
Credit Analysts	\$89,780
First-Line Supervisors of Non-Retail Sales Workers	\$90,680
Electronics Engineers, Except Computer	\$91,710
Aerospace Engineers	\$91,770
Directors, Religious Activities and Education	\$91,840
Library Science Teachers, Postsecondary	\$92,060
Financial and Investment Analysts, Financial Risk Specialists, and Financial Specialists	\$94,450
Architecture Teachers, Postsecondary	\$94,750
Computer Systems Analysts	\$95,400
Economics Teachers, Postsecondary	\$95,750
Sales Engineers	\$96,060
Medical and Health Services Managers	\$96,850
Operations Research Analysts	\$96,900
Management Analysts	\$97,770
Computer Hardware Engineers	\$97,890
Computer Programmers	\$99,280
Electrical Engineers	\$99,940
Art Directors	\$101,320
Physics Teachers, Postsecondary	\$101,570
Industrial Production Managers	\$102,970
Information Security Analysts	\$103,030
Software Developers and Software Quality Assurance Analysts and Testers	\$103,260
Transportation, Storage, and Distribution Managers	\$103,690
Nurse Practitioners	\$104,090
Veterinarians	\$107,030
Psychologists, All Other	\$107,810
Construction Managers	\$108,000
Administrative Services and Facilities Managers	\$108,430
Database Administrators and Architects	\$109,610
Natural Sciences Managers	\$110,890
Physician Assistants	\$111,010
Airline Pilots, Copilots, and Flight Engineers	\$112,450

Source: Bureau of Labor Statistics

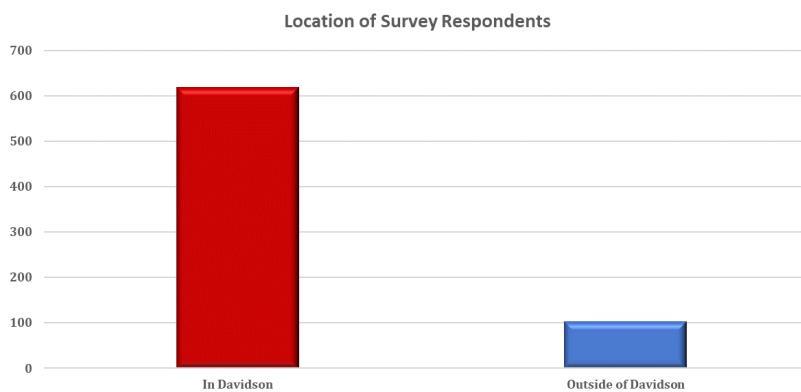
Note: Data is for the Charlotte-Concord-Gastonia MSA

Appendix D: LiveDavidson Survey Questions & Responses

Question: Please select your unique identification method



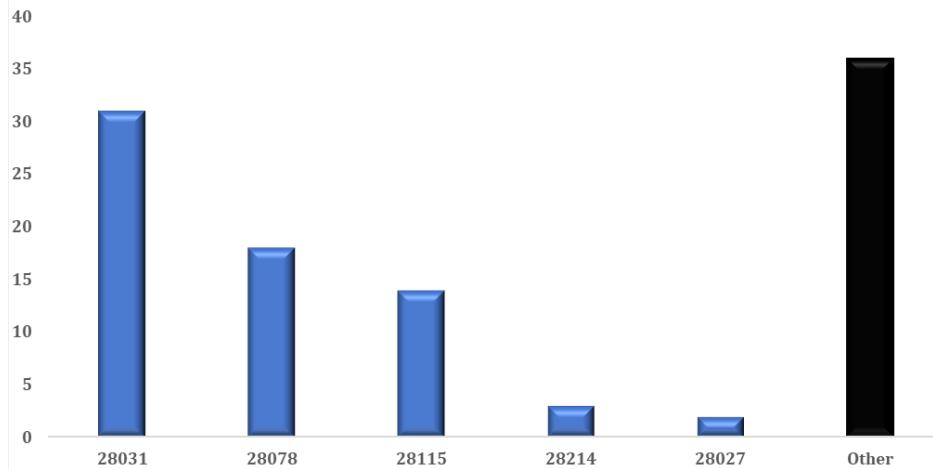
Question: In which zip code do you live?



Additional Insights:

- 85.6% of respondents live in Davidson.

Zipcodes of Non-Davidson Respondents

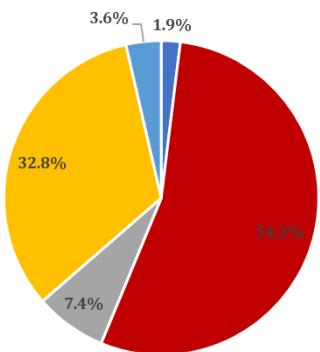


Additional Insights:

- Cornelius (28031) and Huntersville (28078) were the most popular zip codes of non-Davidson respondents.

Question: What is your employment situation?

Employment Situation of Respondents

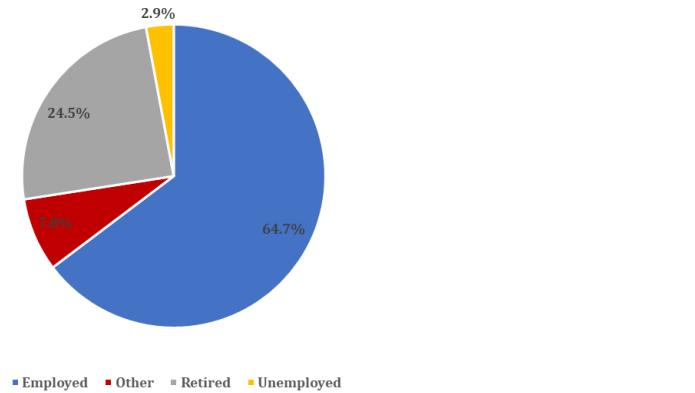


■ College Student ■ Employed ■ Other ■ Retired ■ Unemployed

Additional Insights:

- 54% of employed respondents are between the ages of 35 and 54 years old.
- Females comprise 62.8% of employed respondents.

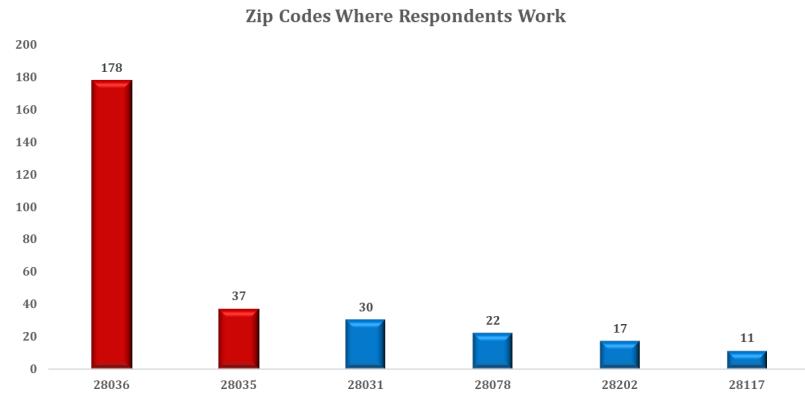
Employment Situation of Non-Davidson Respondents



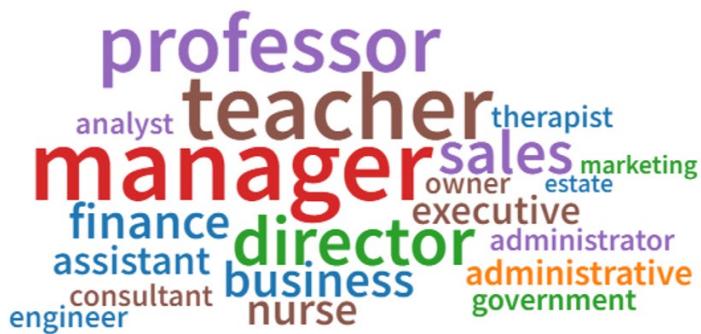
Additional Insights:

- 60.3% of employed non-Davidson respondents are between the ages of 35 and 54 years old.
- Females comprise 68.3% of employed non-Davidson respondents.

Question: Where do you work?



Question: What is your role in your industry?

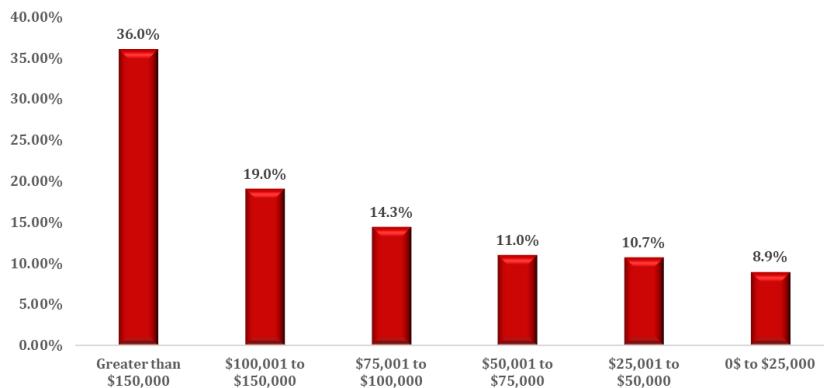


Additional Insights:

- Manager (27 times), teacher (24 times), Professor (20 times), and Director (16 times) were the most popular titles.

Question: What is your household income?

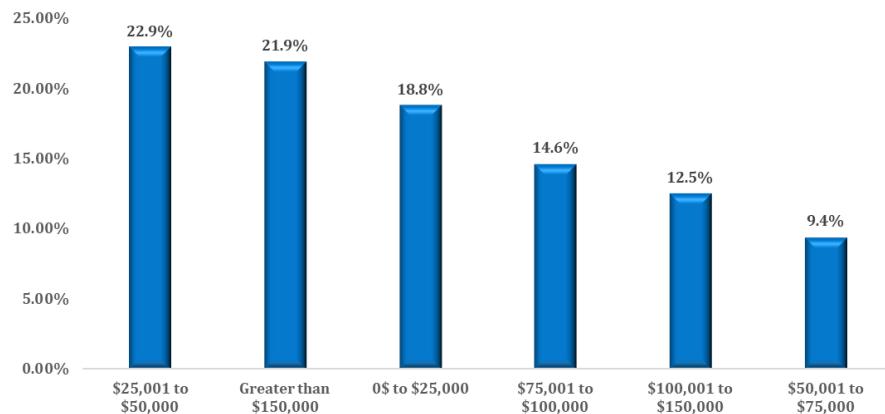
Household Income Distribution



Additional Insights:

- 83% of households earning between \$50,000 and \$75,000 indicated that housing affordability is "Very important".
- 52% of households earning between \$100,000 and \$150,000 indicated that housing affordability is "Very important".

Household Income Distribution (Non-Davidson)

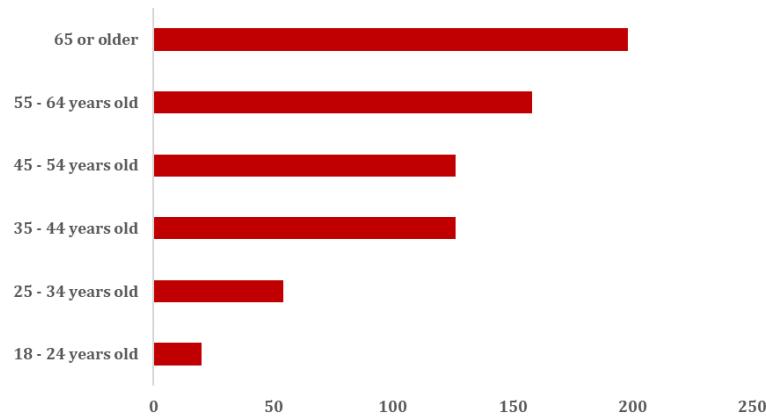


Additional Insights:

- 34.4% of non-Davidson respondents had household incomes of greater than \$100,000 per year.
- 78.3% of non-Davidson respondents with households earning less than \$100,000 indicated that housing affordability is “Very important”.

Question: What is your age?

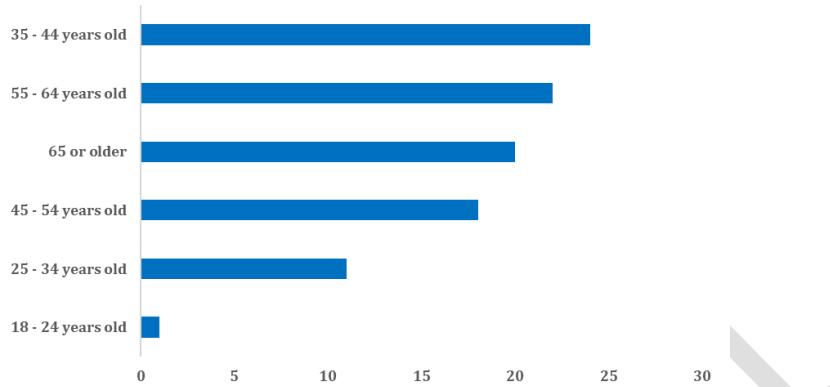
Respondent Age Distribution



Additional Insights:

- 52.2% of Davidson’s respondents are 55 years of age and older.

Respondent Age Distribution (Non-Davidson)

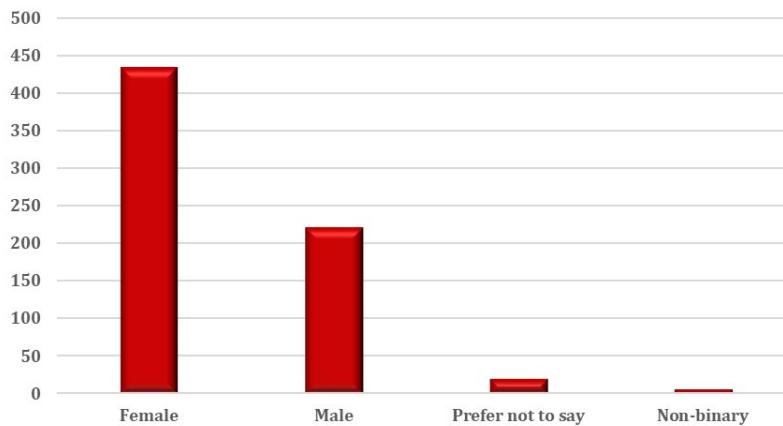


Additional Insights:

- 40% of White non-Davidson respondents and 56% of Black non-Davidson respondents are 55 years of age or older.

Question: What is your gender?

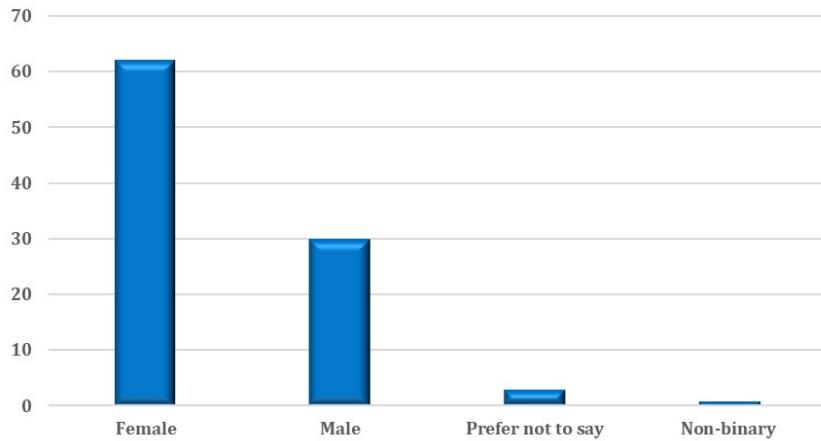
Respondent Gender Profile



Additional Insights:

- Females comprised 63.6% of survey respondents.

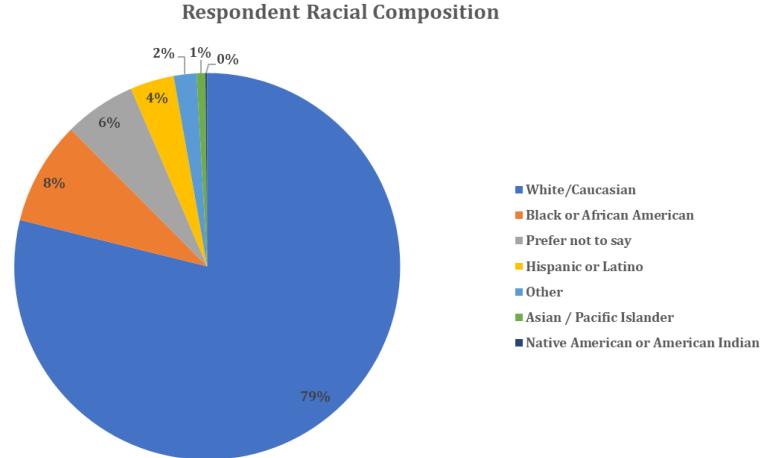
Respondent Gender Profile (Non-Davidson)



Additional Insights:

- 64.6% of non-Davidson respondents are female.

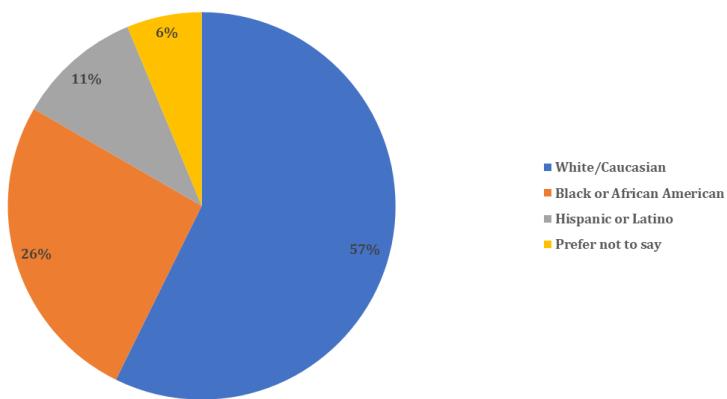
Question: What is your ethnic background?



Additional Insights:

- 81.4% of Black or African American respondents were female.
- 64% of White/Caucasian respondents were female.

Respondent Racial Composition (Non-Davidson)

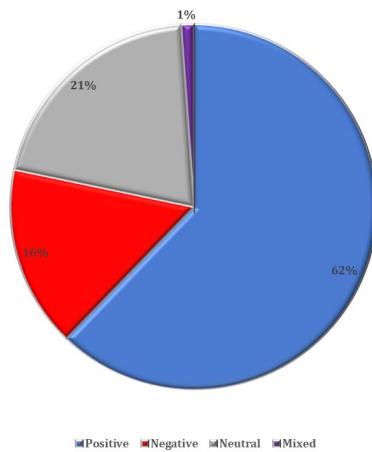


Additional Insights:

- 76% of non-Davidson Black or African American respondents were female.
- 61.8% of White/Caucasian respondents were female.

Question: What comes to mind when you hear the term “affordable housing”?

Affordable Housing Sentiment

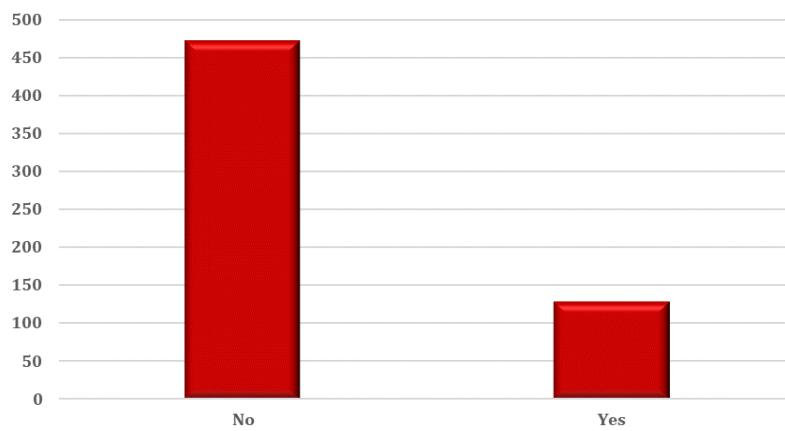


Additional Insights:

- 62% of respondents had positive comments regarding housing affordability.
- These were the most mentioned positive words or sentiments: Afford/affordable (129 mentions), community (38 mentions), teachers (25 mentions), reasonable (19 mentions).
- These were the most mentioned negative comments: Crime (9 mentions), Section 8 (8 mentions), cheap (6 mentions), subsidized (6 mentions), and higher taxes (5 mentions).

Question: Is Davidson an affordable place to live?

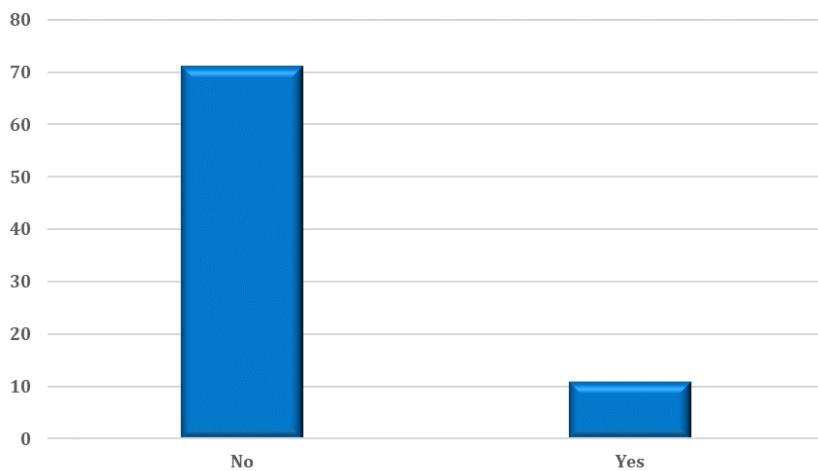
Davidson Affordability Sentiment



Additional Insights:

- 78.5% of survey respondents found Davidson to be unaffordable.
- 74% of households making over \$100,000 per year say that Davidson is unaffordable.

Davidson Affordability Sentiment (Non-Davidson)



Additional Insights:

- 86.6% of non-Davidson respondents view Davidson as unaffordable.
- 93.1% of non-Davidson respondents with household incomes over \$100,000/year view Davidson as unaffordable.

Question: How important is housing affordability?

How Important is Housing Affordability						
Scale	0 - Not Important	1	2	3	4	5 - Very Important
Responses	42	35	40	73	100	342
Percentage	6.6%	5.5%	6.3%	11.6%	15.8%	54.1%

Additional Insights:

- 6.6% of respondents felt that housing affordability is unimportant.
- 7% of respondents that selected “Not important” as an answer are cost-burdened regarding shelter.
- 13.5% of respondents that selected “Very important” as their answer are cost-burdened regarding shelter.

How Important is Housing Affordability (Non-Davidson)						
Scale	0 - Not Important	1	2	3	4	5 - Very Important
Responses	2	1	4	7	16	61
Percentage	2.2%	1.1%	4.4%	7.7%	17.6%	67.0%

Additional Insights:

- 2.2% of non-Davidson respondents felt that housing affordability is unimportant.
- 21.3% of respondents that selected “Very important” as their answer are cost-burdened regarding shelter.

Question: How concerned are you about Davidson's housing affordability?

How concerned are you about housing affordability?						
Scale	0 - Not Concerned	1	2	3	4	5 - Very Concerned
Responses	67	37	50	80	104	286
Percentage	10.7%	5.9%	8.0%	12.8%	16.7%	45.8%

Additional Insights:

- 59% of people who say that they are “Very concerned” are age 55 or older.
- Over 42% of people who say that housing affordability is “Very important” live in households earning more than \$100,000 per year.
- 70% of renters are “Very concerned” about housing affordability.

How concerned are you about housing affordability? (Non-Davidson)						
Scale	0 - Not Concerned	1	2	3	4	5 - Very Concerned
Responses	3	4	5	12	17	45
Percentage	3.5%	4.7%	5.8%	14.0%	19.8%	52.3%

Additional Insights:

- 42.2% of non-Davidson respondents that are “Very concerned” about housing affordability are between the ages of 35 and 54 years old.

Question: How would increasing housing affordability affect Davidson?

How would increasing housing affordability affect Davidson						
Scale	0 - Very Negatively	1	2	3	4	5 - Very Positively
Responses	44	47	62	76	112	285
Percentage	7.0%	7.5%	9.9%	12.1%	17.9%	45.5%

Additional Insights:

53.3% of households paying \$1,250/month or less for shelter feel that increasing housing affordability will “Very positively” affect Davidson.

How would increasing housing affordability affect Davidson? (Non-Davidson)						
Scale	0 - Very Negatively	1	2	3	4	5 - Very Positively
Responses	1	6	2	8	20	51
Percentage	1.1%	6.8%	2.3%	9.1%	22.7%	58.0%

Additional Insights:

- 49% of non-Davidson households paying \$1,250/month or less for shelter feel that increasing housing affordability will “Very positively” affect Davidson.

Question: How desirable is living in Davidson?

How Desirable is Living in Davidson											
Scale	Extremely Undesirable	1	2	3	4	5	6	7	8	9	Extremely Desirable
Responses	1	2	5	6	7	20	15	48	102	92	334
Percentage	0.2%	0.3%	0.8%	0.9%	1.1%	3.2%	2.4%	7.6%	16.1%	14.6%	52.8%

Additional Insights:

- 52.8% of respondents found living in Davidson very desirable.
- 62.3% of respondents that found living in Davidson “very desirable” also feel that housing affordability is “very important.”

How Desirable is Living in Davidson? (Non-Davidson)											
Scale	Extremely Undesirable	1	2	3	4	5	6	7	8	9	Extremely Desirable
Responses	1	1	0	3	2	4	2	8	17	12	42
Percentage	0.0%	1.1%	0.0%	3.3%	2.2%	4.4%	2.2%	8.8%	18.7%	13.2%	46.2%

Additional Insights:

- 46.2% of non-Davidson respondents found living in Davidson “Extremely desirable.”
- 52.5% of non-Davidson respondents that found Davidson “very desirable” also feel that housing affordability is “very important.”

Question: What are the barriers to living in Davidson?

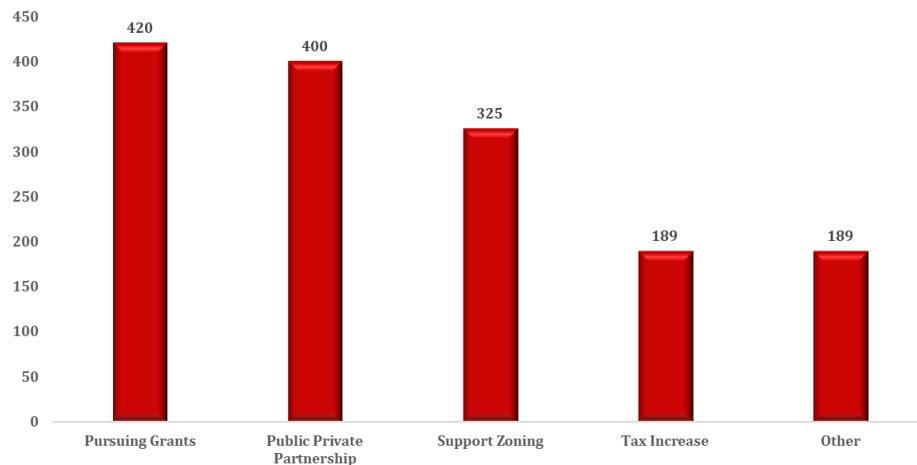
availability
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transportation

Additional Insights:

- Cost of housing (164 mentions), affordable (77 mentions), availability (46 mentions), and transportation (46 mentions) were the most commonly used terms.

Question: What measures would you support to facilitate housing affordability?

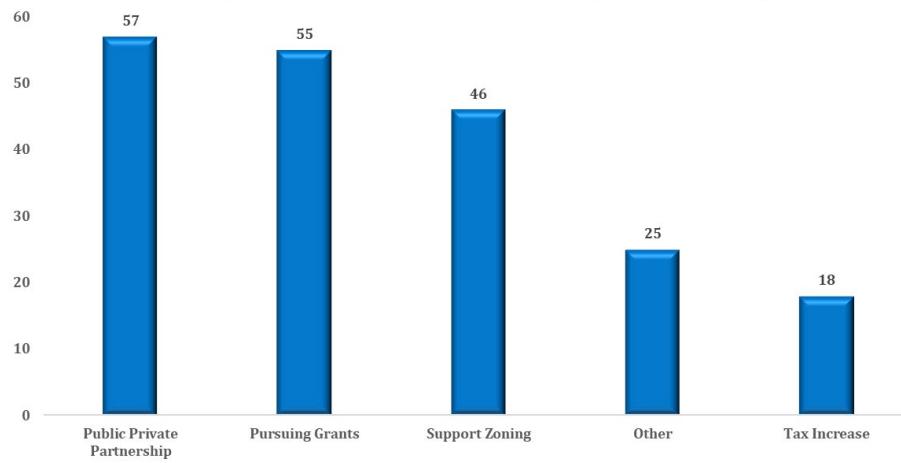
Strategies to Facilitate Affordable Housing



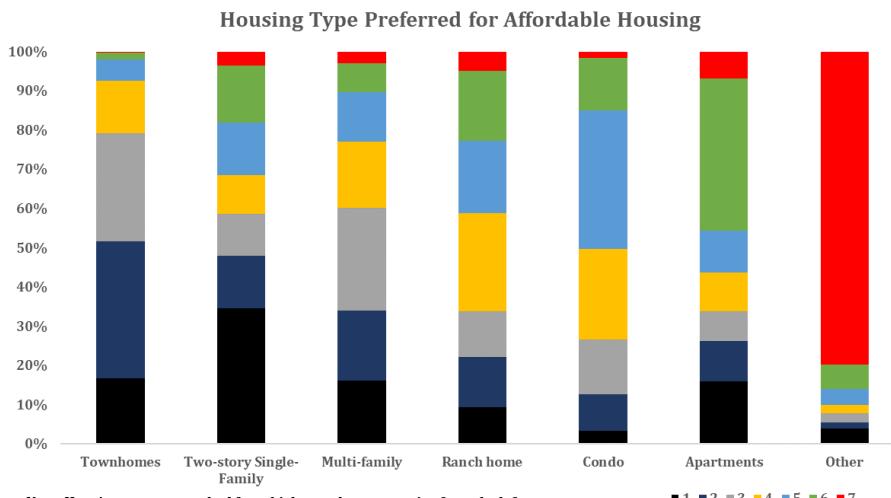
Additional Insights:

- 52.5% of respondents that support pursuing grants earn more than \$100,000 per year. This demographic also represents 64.6% of respondents that support a tax increase to facilitate affordable housing.

Strategies to Facilitate Affordable Housing (Non-Davidson)



Question: Which housing types should be pursued for housing affordability?



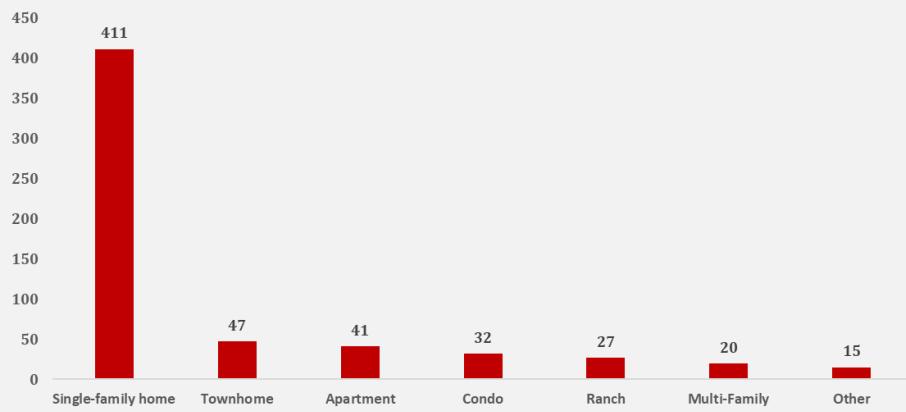
Additional Insights:

- 59.2% of respondents with household income between \$25,001 and \$50,000 selected townhomes as their first or second choice.
- 31.9% of respondents with household incomes less than \$25,000 selected apartments as their first or second choice. Respondents with household incomes greater than \$150,000 (29.9%) had the second-highest percentage of respondents selecting apartments as their first or second choice of housing type.

Question: In which type of housing do you currently live?

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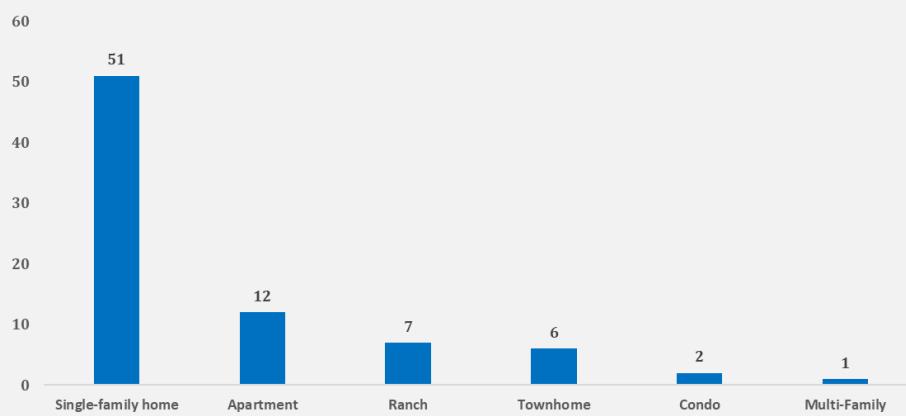
Respondent Current Housing Type



Additional Insights:

- 69% of respondents currently live in single-family homes.
- Households earning between \$75,001 and \$100,000 (29.8%) represent the highest percentage of townhouse dwellers.

Respondent Current Housing Type (Non-Davidson)

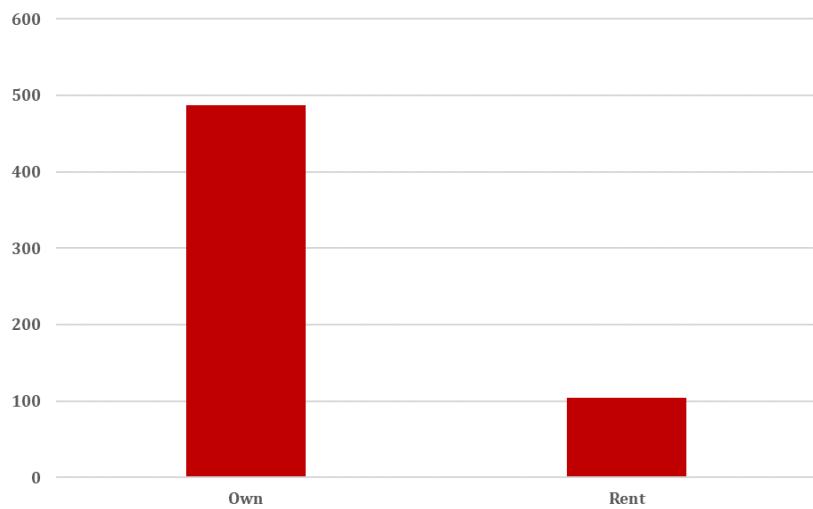


Additional Insights:

- 64.6% of non-Davidson respondents live in single-family homes.
- Non-Davidson respondents earning between \$25,001 and \$50,000 (50%) represent the highest percentage of apartment dwellers.

Question: Do you currently rent or own your home?

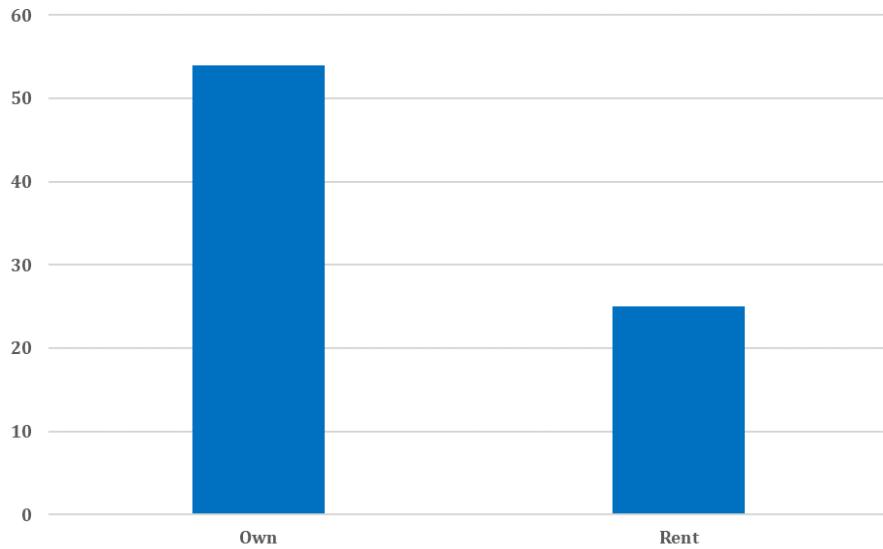
Respondent Renting Vs. Owning



Additional Insights:

- 82.4% of respondents are homeowners.
- 3.9% of homeowners are housing cost burdened.
- 34% of renters are housing cost burdened.
- 43.8% of households earning \$75,000/year or less are burdened by housing cost.

Respondent Renting Vs. Owning (Non-Davidson)

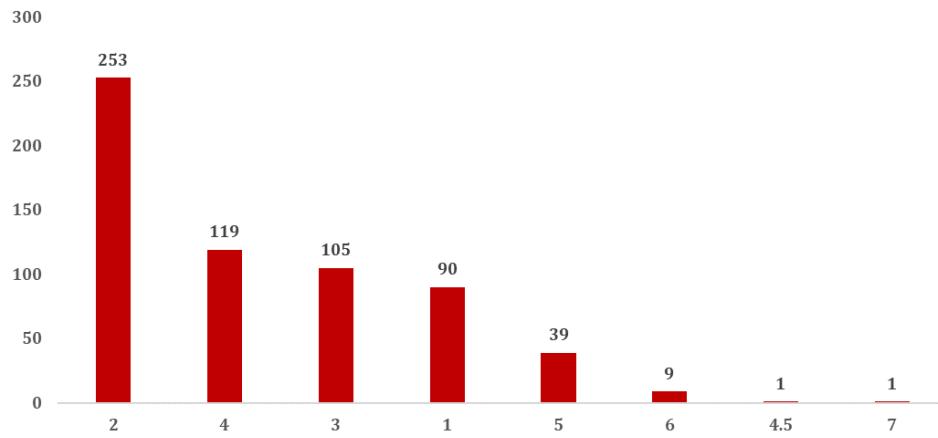


Additional Insights:

- 68.4% of non-Davidson respondents are homeowners.
- 5.6% of non-Davidson homeowners are housing cost burdened.
- 36% of non-Davidson renters are housing cost burdened.
- All of the non-Davidson housing cost burdened renters were in households that earned \$50,000 or less.

Question: How many people are in your household?

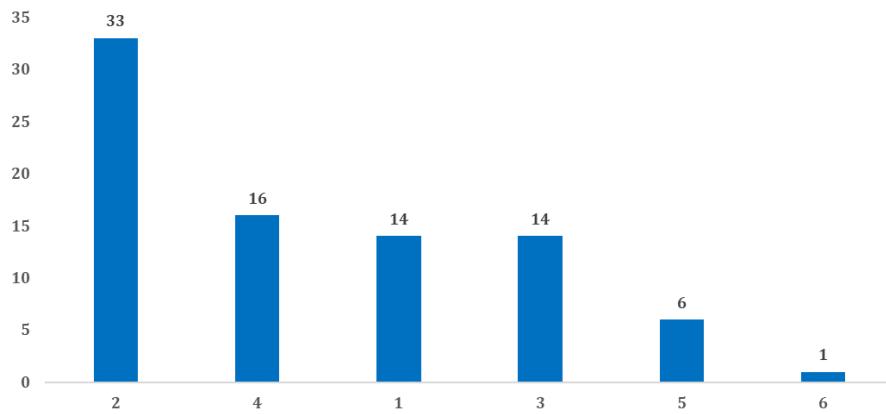
Number of People in Household



Additional Insights:

- 41% of respondents live in 2-person households.
- 8.3% of 2-person households are housing cost burdened.
- 7.6% of 4-person households are housing cost burdened

Number of People in Household (Non-Davidson)

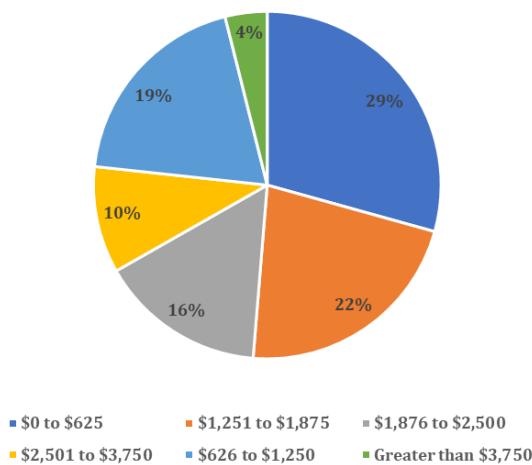


Additional Insights:

- 39.3% of non-Davidson respondents live in 2-person households.
- 15.2% of non-Davidson 2-person households are housing cost burdened.
- 28.6% of 3-person households are housing cost burdened

Question: What is your current rental/mortgage payment?

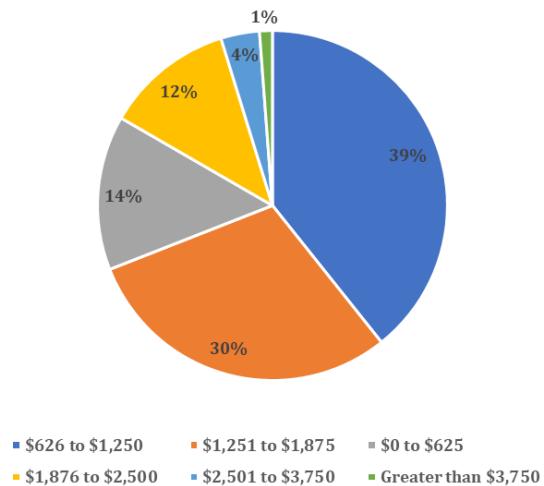
Monthly Payment for Shelter



Additional Insights:

- 49.5% of renters have rental payment higher than \$1,250/month
- 52.3% of homeowners have mortgage payments higher than \$1,250/month.

Monthly Payment for Shelter (Non-Davidson)



Additional Insights:

- 54.7% of non-Davidson homeowners pay more than \$1,250/month for shelter.
- 76% of non-Davidson renters pay between \$626 and \$1,250/month for shelter.

Cross-Tabulations of LiveDavidson Survey Data

Figure 1

Respondent Employment Situation and Household Income Level						
Employment Status	0\$ to \$25k	\$25k to \$50k	\$50k to \$75k	\$75k to \$100k	\$100k to \$150k	Greater than \$150k
College Student	16.4%	1.4%	2.7%	0.0%	0.8%	0.0%
Employed	29.5%	54.8%	37.3%	42.9%	61.5%	65.4%
Other	13.1%	8.2%	9.3%	4.1%	6.9%	6.9%
Retired	34.4%	31.5%	44.0%	49.0%	29.2%	25.2%
Unemployed	6.6%	4.1%	6.7%	4.1%	1.5%	2.4%

Figure 2

Respondent Household Income by Race							
HH Income Level	Asian / Pacific Islander	Black or African American	Hispanic or Latino	Native American or American Indian	Other	Prefer not to say	White/Caucasian
0\$ to \$25k	20.0%	23.7%	16.0%	0.0%	7.7%	12.2%	6.7%
\$25k to \$50k	0.0%	37.3%	28.0%	0.0%	23.1%	12.2%	6.7%
\$50k to \$75k	0.0%	15.3%	20.0%	0.0%	7.7%	9.8%	10.4%
\$75k to \$100k	0.0%	8.5%	8.0%	0.0%	0.0%	4.9%	16.4%
\$100k to \$150k	0.0%	6.8%	16.0%	100.0%	23.1%	19.5%	20.3%
Greater than \$150k	80.0%	8.5%	12.0%	0.0%	38.5%	41.5%	39.4%

Figure 3

Respondent Household Income by Age						
HH Income Level	18 - 24 years old	25 - 34 years old	35 - 44 years old	45 - 54 years old	55 - 64 years old	65 or older
0\$ to \$25k	55.0%	13.0%	0.8%	4.0%	11.4%	9.6%
\$25k to \$50k	25.0%	14.8%	8.7%	8.7%	8.9%	12.1%
\$50k to \$75k	10.0%	20.4%	11.1%	2.4%	10.8%	14.1%
\$75k to \$100k	5.0%	13.0%	18.3%	6.3%	9.5%	22.2%
\$100k to \$150k	5.0%	9.3%	19.8%	23.0%	20.9%	18.2%
Greater than \$150k	0.0%	29.6%	41.3%	55.6%	38.6%	23.7%

Figure 4

Davidson Affordability Response by Gender				
	Female	Male	Non-binary	Prefer not to say
No	334	125	5	8
Yes	53	64	2	10

Question was "Is Davidson an affordable place to live?"

Figure 5

Concern Regarding Housing Affordability by Household Income						
Response	0\$ to \$25k	\$25k to \$50k	\$50k to \$75k	\$75k to \$100k	\$100k to \$150k	Greater than \$150k
0 - Not Concerned	2.1%	1.4%	9.0%	6.9%	15.1%	15.1%
1	6.4%	0.0%	4.5%	4.6%	5.0%	9.1%
2	4.3%	2.8%	10.4%	4.6%	3.4%	13.4%
3	6.4%	9.9%	11.9%	12.6%	14.3%	14.7%
4	14.9%	12.7%	16.4%	17.2%	18.5%	17.2%
5 - Very Concerned	66.0%	73.2%	47.8%	54.0%	43.7%	30.6%

Survey question was "How concerned are you about Davidson's housing affordability?"

Figure 6

Increasing Housing Affordability Responses				
Response	Female	Male	Non-binary	Prefer not to say
0 - Very Negatively	16	23	1	4
1	25	17	2	3
2	26	32	0	4
3	48	26	0	2
4	76	35	0	1
5 - Very Positively	208	70	3	4

Question: How would increasing housing affordability affect Davidson?

Figure 7

HHIC of Renters and Owners vs Housing Cost		
	Own	Rent
0\$ to \$25,000		
\$0 to \$625	70.6%	4.5%
\$1,251 to \$1,875	5.9%	31.8%
\$1,876 to \$2,500	11.8%	9.1%
\$2,501 to \$3,750	5.9%	0.0%
\$626 to \$1,250	5.9%	54.5%
\$25,001 to \$50,000		
\$0 to \$625	52.9%	6.1%
\$1,251 to \$1,875	8.8%	18.2%
\$1,876 to \$2,500	5.9%	3.0%
\$626 to \$1,250	32.4%	72.7%
\$50,001 to \$75,000		
\$0 to \$625	40.4%	0.0%
\$1,251 to \$1,875	14.9%	55.6%
\$1,876 to \$2,500	6.4%	11.1%
\$2,501 to \$3,750	2.1%	0.0%
\$626 to \$1,250	36.2%	33.3%
\$75,001 to \$100,000		
\$0 to \$625	37.3%	5.3%
\$1,251 to \$1,875	35.8%	52.6%
\$1,876 to \$2,500	7.5%	5.3%
\$2,501 to \$3,750	0.0%	5.3%
\$626 to \$1,250	16.4%	21.1%
Greater than \$3,750	3.0%	10.5%
\$100,001 to \$150,000		
\$0 to \$625	33.9%	0.0%
\$1,251 to \$1,875	28.4%	20.0%
\$1,876 to \$2,500	14.7%	0.0%
\$2,501 to \$3,750	8.3%	20.0%
\$626 to \$1,250	13.8%	20.0%
Greater than \$3,750	0.9%	40.0%
Greater than \$150,000		
\$0 to \$625	26.3%	0.0%
\$1,251 to \$1,875	12.9%	66.7%
\$1,876 to \$2,500	27.8%	0.0%
\$2,501 to \$3,750	21.5%	0.0%
\$626 to \$1,250	4.8%	16.7%
Greater than \$3,750	6.7%	16.7%

Bolded red font indicates cost-burdened respondents

Appendix E: Interviews with Nonprofits and Developers

Town of Davidson Affordable Housing [PlanNeeds Assessment](#) Nonprofit Organization Interviewees

Name of the Nonprofit Organization	Name of the Interviewee	Title	Date of the Interview
Habitat for Humanity Charlotte Region	Laura Belcher	President and CEO	2/15/22, 2pm
Davidson Housing Coalition	Gerald Wright	Executive Director	2/16/22, 10am
Davidson Housing Coalition	Margaret Martens	Chair of the Board	3/10/22, 10am
Davidson Housing Coalition	Margo Williams	Chair Emeritus	3/10/22, 10am
Davidson Community Foundation	Dave Cable	Co-Chair	2/17/22, 9am

Developer Interviewees

Name of the Developer	Name of the Interviewee	Title	Date of the Interview
Laurel Street	Lee Cochran	Senior Vice President	3/17/22, 11:30am
Meeting Street Homes & Communities	Joe Roy	Founder, Land Acquisition & Development	3/8/22, 2pm
Sauss Burbank	Jim Burbank	Chairman	3/8/22, 3pm
Bayard Development	Ken Holbrooks	Partner	3/8/22, 1pm
Blue Heel Development	Matt Gallagher	Lead Development, Charlotte; Land Development Manager	3/10/22, 2pm
John Marshall Custom Homes	Rodney Graham	Owner	3/10/22, 1pm



Town of Davidson Affordable Housing Needs Assessment



2022

PREPARED BY:



**LIVE
DAVIDSON**

Acknowledgements

Preparation of the Town of Davidson Affordable Housing Needs Assessment was a collaborative process involving numerous town officials, stakeholders, and community members. We are grateful to all those involved for giving their time, talents, and expertise in support of this effort.

Board of Commissioners

Rusty Knox, Mayor
Tracy Mattison-Brandon, Commissioner
Jane Campbell, Commissioner
Matthew Dellinger, Commissioner
Ryan Fay, Commissioner
Autumn Rierson-Michael, Commissioner

Affordable Housing and Equity Board

Michael Dalton
Jennifer Fear
Mary Kim Folds
Annie Porges
Jayme Sponsel
John Quinn
Mary Walsh
Monica White
Elizabeth Wilson
Laura Belcher, ex officio
Gerald Wright, ex officio

Nonprofit Partners

Davidson Community Foundation
Dave Cable, Co-Chair
Davidson College
David Holthouser, Director of Facilities & Engineering
Habitat for Humanity, Charlotte Region
Laura Belcher, President & CEO
Davidson Housing Coalition
Gerald Wright, Executive Director
Margaret Martens, Board Chair
Margo Williams, Chair Emeritus

Development Community

Bayard Development
Ken Holbrooks, Partner
Blue Heel Development
Matt Gallagher, Lead Development, Charlotte; Land Development Manager
John Marshall Custom Homes
Rodney Graham, Owner
Laurel Street
Lee Cochran, Senior Vice President
Meeting Street Homes & Communities
Joe Roy, Founder, Land Acquisition & Development
Saussy Burbank
Jim Burbank, Chairman

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Austin Nantz, Assistant Town Manager
Amanda Preston, Communications Director

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Please note that the data referred to in this document represents the most recent, up-to-date information available from various industry sources and from the Davidson community at the time of this needs assessment. The findings and recommendations are based on research conducted in 2021- 2022 that includes best practices across the field, community surveys, and stakeholder interviews. This document should be used as resource and a tool for decision makers within the Town of Davidson, including town staff and elected officials, to implement and improve practices as they relate to housing affordability in the community.

Introduction

OnPointe Partners was contracted to review the Town of Davidson's Affordable Housing Program and complete the following tasks:

- ❖ Update the 2017 UNC-Charlotte Urban Land Institute Report
- ❖ Identify current and future affordable housing needs within the town and outline next steps to address those needs.
 - Identify other funding sources
 - Provide multiple prioritization and implementation options based upon various levels/sources of funding
- ❖ Recognize the housing strategies and programs provided by the non-profit partners in the community in order to maximize overall outcomes from an affordable housing perspective
- ❖ Prepare and implement a community engagement program including a survey
- ❖ Evaluate seven town owned properties for recommended use regarding unit count, unit housing type, homeownership, rental, and target AMI level for each site.

This report is meant to be a guide to the steps needed to improve Affordable Housing, not to be a strict directive in the Town of Davidson. The project team has endeavored to find solutions that lead to success based on historic operations, industry best practices, current market conditions, and the current status of housing in the Town of Davidson.

About the Firm

OnPointe Partners is a Commercial Real Estate Consulting Firm based in Charlotte, North Carolina. Since 2011, they have consulted, developed, and brokered over three million square feet of Commercial Real Estate. They specialize in market and feasibility studies on various types of Commercial Real Estate to include Mixed Use, Retail, Industrial, Multifamily, and Historic developments.

II. Problem/Needs Assessment

The Town of Davidson seeks solutions to develop a data and context driven Affordable Housing Needs Assessment for guidance and direction in addressing the town's affordable housing needs.

According to MLS Canopy, the Average Home Sales Price in Davidson rose from \$329,000 in 2019 to \$446,100 in 2021. In a recent analysis from Zillow, Davidson's year-over-year home price rose by 28.4% in June 2022. Affordable Housing is more difficult to attain in Davidson for the average buyer and renter than elsewhere in the region. Additionally, the cost to construct and develop affordable housing remains a growing challenge. While the cost of framing lumber has fallen slightly in recent months, it still recorded a 34% year-over-year increase in August¹. Though interest rates have retreated slightly since July 2022, they still remain elevated compared to the last 12 years. In fact, from August 2021 (2.85%) to August 2022 (5.1%), mortgage rates have swelled by 2,250 basis points. This increase in the interest rate adds \$450/month to the mortgage payment of a \$450,000 home.

III. History/Historical Overview

As evidenced by the Core Values statement and Strategic Plan Goals listed below, the Town of Davidson recognizes the importance of affordable housing and equity and seeks to offer affordable housing as a potential next step and solution as the town works towards progress in these critical areas.

Town of Davidson Core Value:

Davidson's historic mix of people in all income levels and ages is fundamental to our community, so town government will encourage opportunities, services, and infrastructure that allow people of all means to live and work here.

Town of Davidson 2022-23 Strategic Goal:

AFFORDABLE LIVING, EQUITY & INCLUSION: Work together to create a culture of belonging, address our past inequities, provide opportunities for all, treat everyone with respect and dignity and recognize every voice.

- Prioritize and implement recommendations from the Affordable Housing Plan

According to **City-Data**, the estimated median house or condo value in Davidson in 2017 was \$466,123. This value has increased over three years. Suffice it is to say that the current sales prices of homes far exceed what low-income and moderate-income households can afford.

Rents for apartments in Davidson have also far exceeded what a low-to-moderate income wage earner can afford. The median gross rent of all properties in 2017 was \$1,166. Current rents at one of the arguably more 'affordable' apartment complexes in town range from \$1240 - \$1830 for a one-

¹ Data is from Fastmarkets RSI American Forestry Report, August 5, 2022.

bedroom unit and \$1450 - \$2240 for a two- bedroom unit. These rents and home prices make it very difficult to truly afford to live in Davidson.

Since the 1990s, affordable housing in Davidson has been facilitated by nonprofit organizations using tax credits and other federal and state subsidies, including the Davidson Housing Coalition and Habitat for Humanity. The town has also had a mandatory inclusionary zoning (IZ) program in place since that time. The IZ mandate has generated over 80 single family units and rental apartments to date. The town has used funds generated through the IZ program, referred to as payment-in-lieu funds, to enhance affordable housing in a multitude of ways, including purchasing six naturally affordable homes, partnering with a developer to produce new units, providing down payment assistance, and helping with critical repairs to existing homes.

To help address the affordable housing concern in Davidson, UNC-Charlotte Urban Institute conducted a housing needs assessment in 2017. The purpose of the study was to review the housing needs of the town within the context of population, employment trends, rising housing and land values, and community concerns and to provide an assessment of the state of affordable housing in Davidson.

While the study helped to clearly identify the need for more affordable units in town, it did not set forth any recommendations for how the town might go about practically achieving its stated goals to help preserve housing affordability for residents. The 2017 assessment was a highly effective tool that better enabled the project team developing this Plan to approach the housing affordability question with greater context and nuance and allowed them to focus on deeper and meaningful engagement and creating more impactful next steps for the town.

IV. Methodology

The project team, with assistance and oversight from Town of Davidson staff, developed a robust methodology for approaching this important work. They created a detailed plan for community outreach and engagement, creating a comprehensive but approachable survey for community members to complete, connecting with key nonprofit and developer stakeholders, and offering numerous opportunities for community and board feedback throughout the process.

V. Community Outreach & Engagement

There was a great deal of effort to get the community engaged in the process, particularly to complete a comprehensive survey to collect data on the community's needs and impressions about affordable housing in Davidson. As it relates to the survey, the response rate and sample size are more than adequate to be considered statistically significant and the results are reflective of the true pulse of the community.

Below please find further information about the approach:

Outreach & Engagement Summary

LiveDavidson Survey & Community Meetings

In support of the LiveDavidson Survey and Community Meetings, the project team partnered with the Town of Davidson Communications Department, area nonprofits and businesses, and local volunteers to share information about the effort and help amplify the message. The Town of Davidson publicized information about the survey and community meetings, sent word out about LiveDavidson repeatedly via the town's email platform, and shared that information on their website and social media platforms. The project team specifically focused on the target audience, defined below, and focused extra efforts to engage that segment of the Davidson community.

Survey Details:

Survey Launch - March 14, 2022

Survey Completion - April 18, 2022

Total Respondents – 752

Housing & Equity Board Meeting Details:

Board Meeting December 16, 2021

Sub Committee Meeting March 17, 2022

Board Meeting March 22, 2022

Sub Committee Meeting April 28, 2022

Sub Committee Meeting May 10, 2022

Three (3) Community Meetings Details:

In Person Community Meeting #1	Ada Jenkins	February 27, 2022	Attendance 31
In Person Community Meeting #2	St. Albans	March 30, 2022	Attendance 22
In Person Community Meeting #3	Ada Jenkins	May 12, 2022	Attendance 21

Promotion

February 7, 2022

March 14, 2022

May 12, 2022

May 12, 2022

- LinkedIn Engagement 222
- Twitter Engagement 46
- Facebook Engagements 218

Outreach & Engagement for Survey & Meetings

1. Online Virtual Town Annual MLK Jr Program Promotion *Jan 17, 2022*
2. In Person Flier Outreach Survey Promotion *Feb 9, 19, 27, 2022*
3. In Person Flier Outreach for Community Meeting #1 *Feb 19, 27, 2022*
4. In Person Pop Up Raeford's Barber Shop *February 12, 2022*
Engaged 18
5. In Person Pop Up Ada Jenkins Loaves & Fishes Distribution *March 9, 2022*
Engaged 22

Target Audience

The project team understood that some key points of view essential to the success of the engagement efforts would come from neighborhoods, where internet access is not guaranteed, and COVID-19 remained a top concern. As a result, Davidson College volunteers went door-to-door for in-person engagement with West Davidson residents which could happen safely outside and might better inform citizens of the LiveDavidson effort. The volunteers also brought paper copies of the survey for people to complete and transcribed the data by hand to ensure it could be evaluated with other community data.

It was also crucial to engage employees who work for the Town of Davidson, as well as other businesses in town. Input from workers in Davidson would be critical for the project team to provide more accurate findings that could help the town take steps forward with regards to housing affordability in the future.

Diversity & Equity Outreach

Outreach efforts included Fliers, Facebook, Constant Contact, Email Blasts, Online News & Events

- Bridge Program & Special Literacy Coordinator
- Ada Jenkins Center Economic Mobility /Impact and Engagement
- Connections that Count/Conexiones que Cuentan
- Contacto Servicios de Alcance
- Latino Outreach Services
- Community Bookshelf
- Reading In Color
- Senior Outreach Services
- Davidson K-8 School
- Prosperausa.org
- Davidson College Hispanic Community Program
- Charlotte Mecklenburg Library | Davidson Branch Library
- Davidson College CIVIC ENGAGEMENT
- Davidson Cornelius Child Development Center
- Eliminate the Digital Divide (E2D)
- DavidsonLearns.org

Public Notice outreach efforts included Fliers, Facebook, Twitter, LinkedIn

- Davidson Village Network
- Davidson Farmers Market
- Hopewell Baptist Church
- Davidson United Methodist Church
- Livable Meck
- North Harbor Club
- Main Street Books
- Milk Bread
- Summit Coffee
- Gethsemane Baptist Church
- Reeves Temple A.M.E. Zion Church
- St. Albans Episcopal Church
- Columbus Chapel A.M.E. Zion Church
- Concord /Harrisburg /Mooresville /Davidson NC Vendors
- Cornelius Today
- News of Davidson
- North Mecklenburg News
- The Patch
- QCity Metro
- Small Business Consortium

VI. UNC-Charlotte Housing Needs Assessment (2107) Update

The update to the 2017 UNC-Charlotte Urban Land Institute Report provided key insight into the Town of Davidson's demographics, real estate market, and housing affordability.

As of the most recent data available from the American Community Survey, the Town of Davidson has an older population with a median age of 37.2 years compared to 34.2 for the City of Charlotte. Davidson's percentage of white residents rose from 80% in 2014 to 86% in 2019. No other racial demographic saw a percentage increase. In terms of persons living where they work, only 9% of people who live in Davidson also work in Davidson. This was the lowest percentage of the peer group (which consisted of Davidson, Charlotte, Cornelius, Huntersville, and Mooresville). Davidson's median household income (\$124,853) is the highest of the peer group and is 48.3% higher than Charlotte's median household income.

Davidson's real estate market boasts a substantially higher median occupied home valuation (\$448,300) than the peer group. Recent data indicates that median single-family home sales over the last year reached \$575,000 in Davidson. Homes priced between \$463,000 and \$633,000 were the largest single segment of home sales. Of the 413 single-family sales transactions over the last year, only 28 were affordable at 50% to 80% of AMI (Area Median Income) between \$47,000 and \$75,000 per year.

Housing affordability is a prevalent issue in Davidson's rental market. Davidson's median rent over the last 180 days was \$2,180/month. Of the 49 rental transactions recorded in MLS (Multiple Listing Service), only 17 were affordable at 50% to 80% of AMI. 52.7% of rental households are paying more than 30% of their income to rent. In other words, more than half of the rental households in Davidson are considered unaffordable. The largest segment of renters in Davidson has incomes at 50% or below AMI. For example, a single person making 50% of AMI can reasonably afford a rent rate of \$825/monthly. A family of 4 making 50% of AMI can reasonably afford a rent rate of \$1,177/monthly. A family of 4 making 80% of AMI can reasonably afford a rent rate of \$1,883/monthly.

In 2019, 868 households in Davidson were technically unaffordable. That number is expected to reach 1,027 by 2026. When examining the projected need for affordable housing by AMI level, **more than half** of the anticipated need for renters (281 households) will be at the **lowest** AMI level. This means that the greatest need will be at the AMI level that will be the most difficult to address. The next largest segment for renters is in the 30% to 50% of AMI category. For homeowners, the two lowest AMI categories (below 30% and 30% to 50%) are expected to have identical needs in 2026 at 157 households.

Please refer to [Appendix B: UNC-Charlotte Update Supplemental Materials](#) for more data and to the [Appendix A: Glossary](#) for term definitions.

Area Median Income

The Department of Housing and Urban Development (HUD) calculates income limits (based upon median income) for its income eligible programs. In the discussion of area median income (AMI), it is important to understand how the income levels are defined. An equally important component is understanding which occupations are at the various levels of AMI.

Charlotte-Mecklenburg Income Limit Summary (FY 2022)								
	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person	7 Person	8 Person
Extremely Low (30%)	\$19,800	\$22,600	\$25,450	\$28,250	\$32,470	\$37,190	\$41,910	\$46,630
Very Low (50%)	\$33,000	\$37,700	\$42,400	\$47,100	\$50,900	\$54,650	\$58,450	\$62,200
Low (80%)	\$52,750	\$60,300	\$67,850	\$75,350	\$81,400	\$87,450	\$93,450	\$99,500
Middle (120%)	\$79,125	\$90,450	\$101,775	\$113,025	\$122,100	\$131,175	\$140,175	\$149,250

https://www.huduser.gov/portal/datasets/il.html#2022_data

*100% AMI for a single person is \$66,000 And a family of four is \$94,200

Methodology for Davidson Calculations

The calculation of the mortgage payment assumes a 30-year mortgage, 5.1% interest rate, and a 20% down payment. It should be noted that the median down payment is currently 12%, nationally. That figure falls to 6% for people between the ages of 22 to 30 years old.²

Occupations at AMI Levels

For important information about what types of jobs individuals who qualify at the various AMI levels, please see Appendix C [here](#).

30% to 50% of AMI (\$28,000 to \$47,000)

At 30% to 50% AMI for a family of four, households could afford a housing payment of \$1,178 per month. Anything beyond that price is considered unaffordable. In the 49 rental transactions recorded in MLS, only one was affordable at 30% to 50% of AMI. In addition, of the 413 single-family sales transactions, three were affordable at this AMI level. Occupations at the AMI 30% to 50% of AMI include:

- ❖ Medic Employee (EMT)
- ❖ Office Assistant
- ❖ Maintenance Tech (Town Public Works)
- ❖ Group Fitness Instructor
- ❖ Equipment Operator
- ❖ Firefighter

² Information available at: <https://www.nar.realtor/sites/default/files/documents/2021-home-buyers-and-sellers-generational-trends-03-16-2021.pdf>

Occupations at 50% to 80% of AMI (\$47,000 to \$75,000)

At 50% to 80% AMI for a family of four, households could afford a housing payment of \$1,875 per month. Anything beyond that price is considered unaffordable. In the 49 rental transactions recorded in MLS, 17 were affordable at 50% to 80% of AMI. In addition, of the 413 single-family sales transactions, 28 were affordable at this AMI level. Occupations at 50% to 80% of AMI include:

- ❖ Fire Captain
- ❖ Police Officer, Sergeant, Lt
- ❖ Parks and Rec Program Manager
- ❖ Financial Operations Supervisor
- ❖ Teacher
- ❖ Planner

Occupations at 80% to 120% of AMI (\$75,000 to \$113,000)

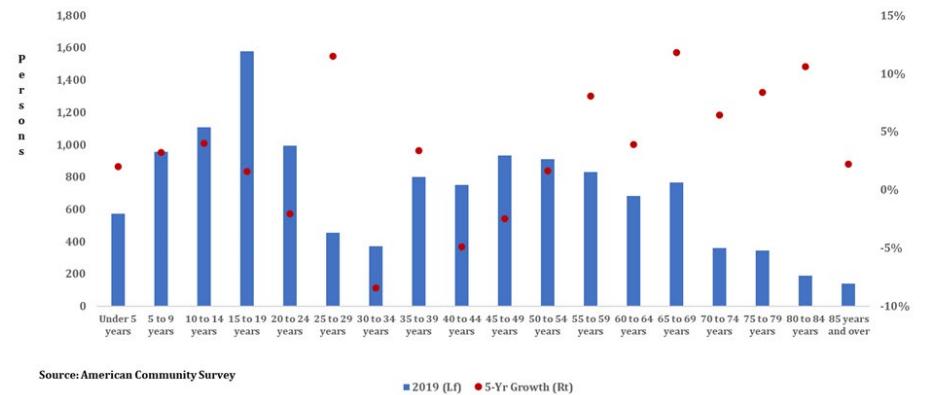
At 80% to 120% AMI for a family of four, households could afford a housing payment of \$2,825 per month. Anything beyond that price is technically unaffordable. In the 49 rental transactions recorded in MLS, 37 were affordable at 80% to 120% of AMI. In addition, of the 413 single-family sales transactions, 114 were affordable at this AMI level. Occupations at 80% to 120% of AMI include:

- ❖ Parks and Recreation Director
- ❖ Public Works Director
- ❖ Project Manager
- ❖ Planning Director
- ❖ HR Director
- ❖ Civil Engineer
- ❖ Professors
- ❖ Construction Manager

Commented [JJ1]: These highlighted sections on page 10 and 11 were moved up to better define terms and frame this section.

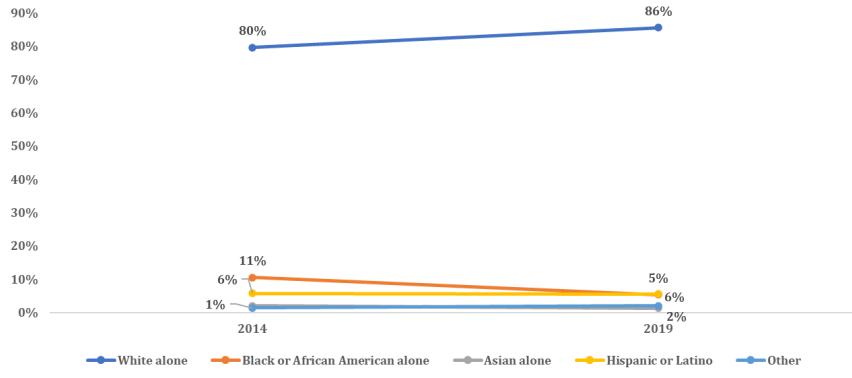
Area Demographics

Davidson Population Profile (By Age)



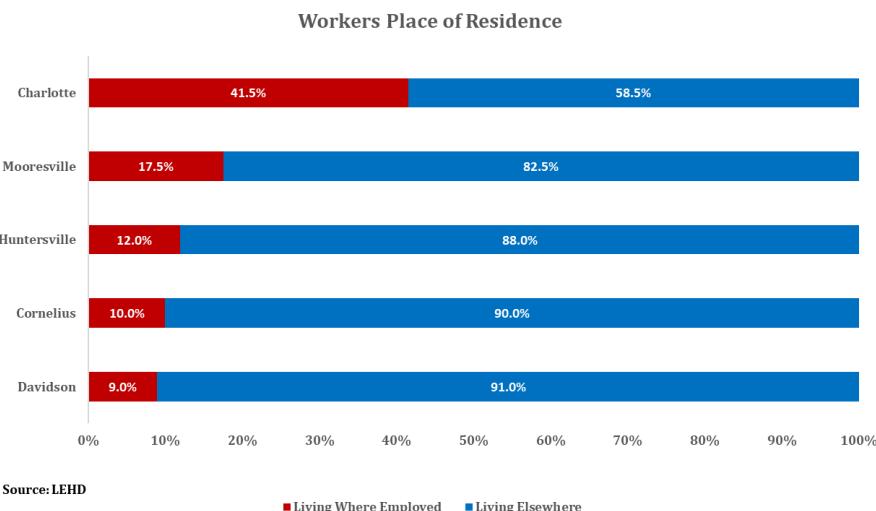
Davidson's largest population group is the 15- to 19-year-old age bracket. A smaller age group, the 25- to 29-year-olds was among the fastest-growing. The town also saw a contraction in some of the "prime working age brackets" over the last five years. Most notably, the 40- to 44-year-old and 45- to 49-year-old age brackets have both contracted considerably since 2014. The right side of this chart is also telling. Most of Davidson's fastest-growing age are in the older age brackets. Davidson's median age is 37.2 years old compared to 34.2 years for the City of Charlotte.

Davidson Racial Composition

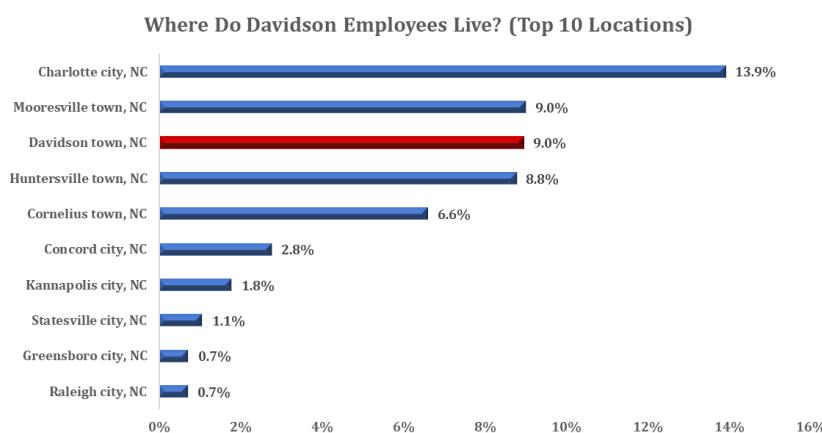


The population of Davidson is predominantly white. In the last five years, the town's composition of white residents increased from 80% to 86%. The percentage of Hispanic residents remained unchanged, and the percentage of Black residents fell dramatically from 10.5% to 5.4%.

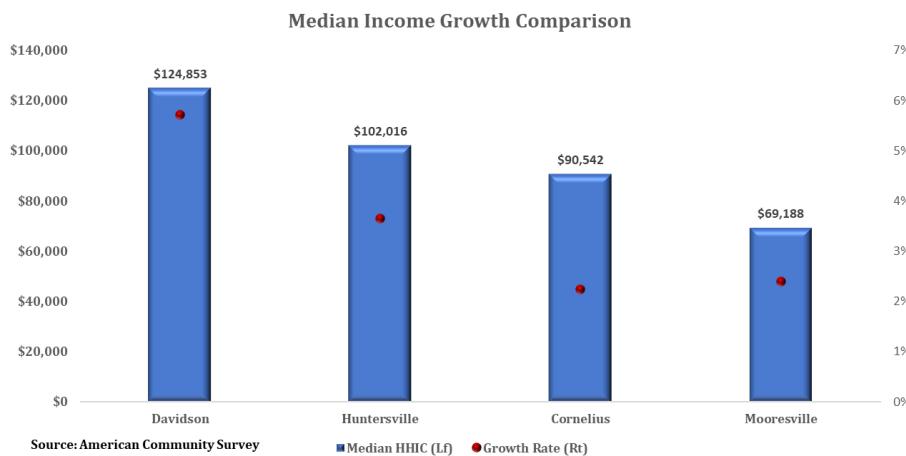
Commuting and Worker Residence



Davidson has the lowest percentage of people living where they are employed as compared to its peer group. While some of this dynamic could be driven by the lack of affordable housing, it is common to see this where smaller geographies are near a larger core city like Charlotte. Note that Mooresville has the highest number of workers living where they work relative to Davidson, Cornelius, or Huntersville. However, Mooresville is also the farthest away from Charlotte, which indicates that proximity (and commuting) likely influences this dynamic.



Income and Housing Cost



The Town of Davidson has the highest median household income of its peer group of Charlotte, Cornelius, Huntersville, and Mooresville. In fact, Davidson's household median income is 48.3% higher than Charlotte's area median income. Moreover, Davidson's household median income also has the highest 5-year compound annual growth rate (5.7%) of the comparison areas. According to data from the American Community Survey, 60.4% of Davidson households earn at least \$100,000 per year, while 40.6% of Davidson households earn less than \$100,000.

For more details about Household Income Decomposition, please see the chart in [Appendix B](#).

The Town of Davidson also finds itself in a challenging situation in terms of housing types, home valuation, gross rent paid, and more. Full information including charts and explanations may be found in [Appendix B](#).

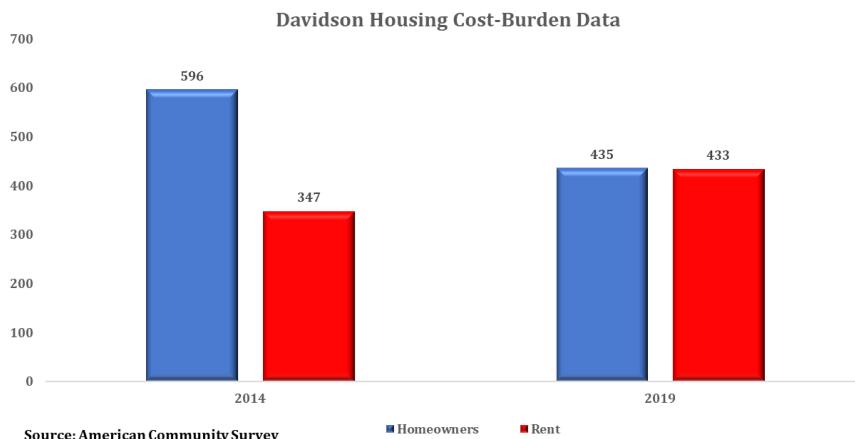
Housing Cost-Burden

The following snapshot summarizes the dynamics of Davidson's real estate market as of April 8, 2022. Less than 7% of single-family homes are affordable at 80% of AMI.

Davidson Real Estate Conditions

Property Type	Low	High	Median Price	Affordable at 80% AMI
Single-Family	\$123,000	\$2,800,000	\$575,000	6.8%
Multi-family	\$185,000	\$1,120,000	\$390,000	28.5%
Rental	\$925/Mo	\$4,500/Mo	\$2,180/Mo	34.7%

Source: Canopy MLS



The issue of housing affordability (illustrated by the graphic above) is more prevalent in the rental sector. In fact, the data in the graphic translates into 52.7% of rental households paying more than 30% of their income to rent. In other words, more than half of the rental households in Davidson are considered unaffordable.

Need for Affordable Housing

While a need for affordable housing is generally known and accepted within the Town of Davidson, there is a crucial question to determine the precise need based on this moment in time. Quantifying the need will play a direct role in decisions regarding zoning, strategy execution, and other factors.

The table below (Davidson Income and Housing Composition) is a calculation of the historical and projected need for affordable housing. This historical data comes from the American Community Survey (ACS). The historical ACS data shows the number of households that are paying more than 30% of their household income to housing. Generally, housing is considered affordable if a household does not spend more than 30% of their pre-tax gross annual income on rent and utilities. Based on the findings, 17% of households with a mortgage would be considered unaffordable. For rental units, the figure is even more striking, as 52.7% of rental households are paying more than 30% of their household income for housing, making it unaffordable for those residents. As a note, this figure refers to just a mortgage or rental payment as well, it does not include utilities. The total amount of utilities and rent combined is typically included in the recommended 30% threshold. Thus, with potentially even more than 17% and 52.7% of Davidson's residents currently living in a housing situation that is considered unaffordable, there is clearly a need for additional affordable housing in town.

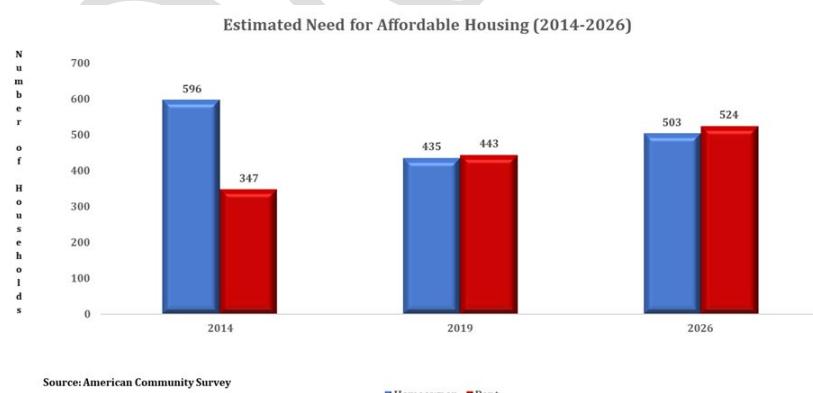
Davidson Income and Housing Composition		
Housing Units with a Mortgage		
Mortgage as a % of Income	No. of Households	% of Households
Less than 20.0 percent	1,554	60.9%
20.0 to 24.9 percent	386	15.1%
25.0 to 29.9 percent	178	7.0%
30.0 to 34.9 percent	88	3.4%
35.0 percent or more	347	13.6%
Rental Units		
Rent as a % of Income	No. of Households	% of Households
Less than 15.0 percent	154	18.3%
15.0 to 19.9 percent	153	18.2%
20.0 to 24.9 percent	61	7.3%
25.0 to 29.9 percent	29	3.5%
30.0 to 34.9 percent	94	11.2%
35.0 percent or more	349	41.5%

Source: American Community Survey

For this Needs Assessment, a forecast of Davidson households was utilized, and a trend analysis applied to the historical data to calculate the projected need for affordable housing units by occupancy type. The analysis indicates that the need for affordable housing will increase, but there are different dynamics in play for each property type.

For owner-occupied housing, the analysis indicates that the number of cost-burdened units will increase (435 in 2019 to 503 by 2026). For rental units, the analysis indicates that cost-burdened units will continue to rise (443 in 2019 to 524 by 2026). Rental units will continue to be the affordable units in highest need over owner-occupied properties, and the difference between the levels of need in each of these categories doubles by 2026.

The following chart illustrates the historic and estimated need for rental and owner-occupied affordable housing:



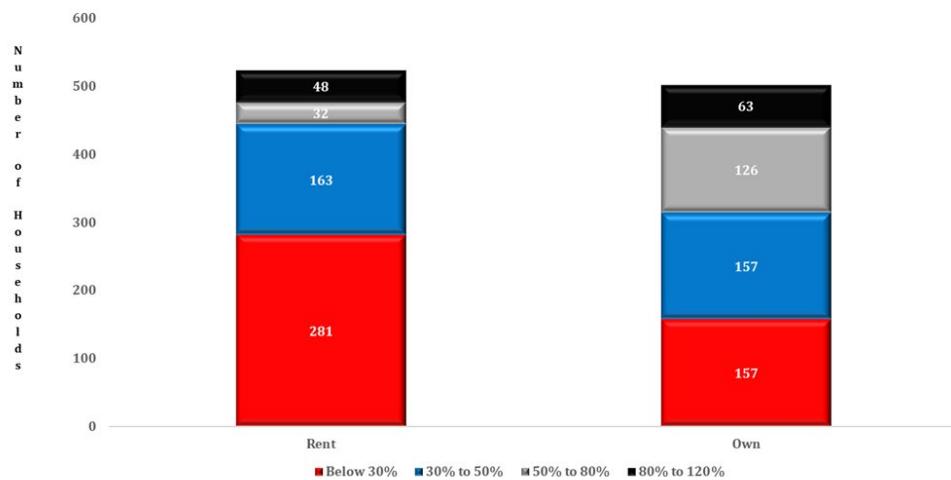
Gaining insight into the affordable housing need by AMI level will also be a key component in deciding what type of housing to build, as well as the strategies needed for the financial viability of the affordable housing real estate endeavor. [Deleted Text]

Of the 524 rental properties needed, it is estimated that over half of them may be needed by those whose household income places them in below 30% AMI. Nearly 30% of the projected rental need also falls in the 30-50% AMI level. Combined, this means that of the 524 rental properties that are estimated to be needed, nearly 85% of those should be for individuals and/or families whose household income falls under 50% AMI.

Of the 503 owner-occupied households projected to be required by 2026, the estimated need is largely balanced between the three lowest AMI ranges (Below 30%, 30%-50%, and 50%-80%), and the 80-120% AMI range need will sit at about half that of the others.

The following chart illustrates the projected need for affordable housing in 2026 by AMI level.

Affordable Housing Need By AMI Level (2026)



The data provided in this Needs Assessment will hopefully help guide strategies used and decisions made by the Town of Davidson to increase its housing affordability. With such a fast-moving real estate market, it is recommended that the data and projected needs are updated regularly to ensure the town is operating with the most accurate information. Additionally, it is important to note that although the data above provides the most up-to-date and carefully calculated projections, the project team also recognizes that town leaders must balance affordable housing needs with other town values, initiatives, and budget priorities.

VII. Live Davidson Survey Results

Introduction and Executive Summary

OnPointe worked with the town to develop a community survey concerning the topic of housing affordability. These survey results will help town officials gain insight into community sentiment, affordable housing metrics, and also actions that are desired by the community regarding addressing the affordable housing issue.

The survey was conducted over a 5-week period with significant outreach ahead of and during the survey. The survey was posted on the Town of Davidson's website, on flyers at various community locations (via a QR code), and also on multiple social media platforms. A total of 752 people took part in the survey. The survey was statistically significant at a 95% confident level with a 3% margin of error.

According to the survey, 36% of respondent households earned greater than \$150,000 per year. 83% of households earning between \$50,000 and \$75,000 indicated that housing affordability is "Very important". Results indicate that 52% of households earning between \$100,000 and \$150,000 housing affordability is "Very important". Of survey respondents 78.5% were white and 8.7% were black.

Sixty two percent of respondents had positive comments regarding housing affordability. These were the most mentioned positive words or sentiments: Afford/affordable (129 mentions), community (38 mentions), teachers (25 mentions), and reasonable (19 mentions). Sixteen percent of respondents had negative comments regarding affordable housing. These were the most mentioned negative comments: Crime (nine mentions), Section 8 (eight mentions), cheap (six mentions), subsidized (six mentions), and higher taxes (five mentions).

A total of 78.5% percent of survey respondents found Davidson to be unaffordable. While 74% of households making over \$100,000 per year say that Davidson is unaffordable, 3.9% of homeowners are housing cost burdened and 34% of renters are housing cost burdened.

Pursuing grants (420 selections) and public-private partnerships (400 selections) were the most popular measures to facilitate affordable housing. Townhomes (ranked first) and single-family homes (ranked second) were the most popular housing types for affordable housing.

To see the full list of survey questions and responses, please see [Appendix D](#). Data analysis is also available in [Appendix D](#) immediately following the survey results.

VIII. Interviews with Nonprofits and Developers

The project team identified several key stakeholders in town who are leaders in the nonprofit and development community. It would be critical to hear feedback from these important groups to be able to best offer creative solutions to ensure housing affordability in Davidson. The list of stakeholders is provided in [Appendix E](#).

Every individual and organization the team interviewed was in support of affordable housing in the Town of Davidson. The overall sentiment reflected a high interest in doing their part to make affordable housing efforts successful in Davidson.

Some common themes emerged from these conversations:

- Town staff not fully understanding the real estate development community and what it takes to get an affordable project completed
- The rising cost of housing and how it affects providing affordable housing
- Payment-in-lieu funds and how they are being currently used
- Payment-in-lieu funds policy not constructive as it stands
- Zoning constraints and the inability to make adjustments that would add to the profitability of a project.
- The belief that there are not enough funds available to support making a project successful for affordable housing
- Donation of town-owned land to reduce the overall cost of projects
- Continuing the old way of operation instead of looking for new solutions

The interviews and subsequent discussions led to several valuable suggestions, many of which have been incorporated into the Recommendations portion of this Needs Assessment.

IX. Property Analysis

Town staff identified eight properties for analysis by OnPointe as potential locations for affordable housing. The following information is not intended to be a direct recommendation to utilize these properties. Further analysis is needed, including the considerations listed below.

Development Constraints

The following must be completed on all properties to determine the exact number of affordable units that can be constructed on the property, in addition to unit mix and construction type.

Typically, this is a part of the development process.

- Survey
- Soil testing
- Architectural design
- Market analysis and financial feasibility

The following are zoning and construction restrictions from the Davidson Planning Ordinance (DPO) that may limit the number of units that can be developed on a specific property, thereby limiting the number of affordable units for a given project. Additionally, these restrictions vary from parcel to parcel.

- Lake Norman Watershed Overlay District
- Height restrictions
- Local Historic District
- Village Infill Overlay District
- Frontage requirements (i.e. street or pedestrian way)
- Open space requirements
- Alley requirements
- Building type requirements

The cost of housing construction and land acquisition is constantly rising. Based on current market conditions, it should be expected that these costs will continue to rise and present challenges for creating affordable housing. Currently, the average cost of construction is approximately \$145 per square foot. This amount is calculated based on a unit size of a 1,500 square foot home. This value does not consider land acquisition, legal, soft or rezoning costs. The Town of Davidson is one of the wealthiest municipalities in the State of North Carolina, which exacerbates the cost of developing affordable housing. It is expected that to have a diverse community, the need and burden of providing affordable housing is an even greater challenge for the Town of Davidson.

Analysis of Town-Owned Properties

The following properties were evaluated as sites for potential future affordable housing. The following presents findings from the analysis.

West Davidson Properties (202 and 144 Mock Rd.)

Parcels: 00323521, 00323511

Size: +/-0.385 ac.

Zoning: Village Infill Planning Area (VIP), Village Infill Overlay District (Red); Lake Norman Critical Watershed Overlay

Current Land Use: Two single-family homes

Built Environment Context: Single-family homes

Topography: Relatively flat



Source: Mecklenburg County, Polaris 3G

Findings: Townhome units (3-4) would maximize the affordable housing development potential on these parcels. No rezoning required.

Additional Considerations:

- Village Infill Overlay District (Red): 35' maximum height permitted
- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Alley access required for townhomes if garages included
- Open space requirements (10%, of which 5% must be park/public space)
- Potential future expansion of Local Historic District to this neighborhood
- Consideration of existing homes on this site, explore potential for moving and preserving these structures

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Builder/Developer

2. Armour Street Theater Properties (N/A, 307 and 313 Armour Street)

Parcels: 00327565, 00327507, 00327511

Size: +/- 0.618 ac.

Zoning: Village Infill Planning Area (VIP), Lake Norman Critical Watershed Overlay

Current Land Use: Former church used as a community theater; informal gravel parking lot

Built Environment Context: Duplexes and single-family homes

Topography: Relatively flat



Findings: Townhomes and mixed-income development. Four new townhome units could be constructed for mixed-income buyers. Three new affordable housing units could be constructed inside the former church. No rezoning required.

Additional Considerations:

- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Open space requirements (10%, of which 5% must be park/public space)
- Alley access required for townhomes if garages included
- Renovation of old church building
- Davidson Community Players currently has a long-term lease with the town for use of the church building

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Builder/Developer

3. New Town Hall Parcel and Adjacent Parcel (251 and 235 South Street)

Parcels: 00071319, 00701320

Size: +/- 3.01 ac.

Zoning: Village Infill Planning Area (VIP), Village Infill Overlay District (Green)

Current Land Use: 251—Former school building and accessory gym; Currently under construction for new town hall and community center;

Built Environment Context: Single-family homes

Topography: Relatively flat with significant drop in elevation bisecting the site; topography falls off toward water course at far eastern border of site



Source: Mecklenburg County, Polaris 3G

Finding: Townhomes and mixed-income development could be appropriate here. Analysis suggests that 21 townhomes could be built on this site. Street frontage requirement could present challenges. Street or pedestrian way connecting Hillside Drive to Cathay Street would help facilitate maximizing affordable housing potential on this site. No rezoning required.

Additional Considerations:

- Village Infill Overlay District (Green): 32' maximum height permitted
- 235 South Street is not a town-owned parcel. It was included in this analysis as the current owner has expressed interest in using the parcel to support affordable housing
- Alley access required for townhomes if garages included
- Frontage requirement on street or pedestrian way
- Open space requirements (10%, of which 5% must be park/public space)
- Potential connection between Hillside Drive and Cathay Street
- Topography and Post-Construction buffer surrounding water course
- Existing school (1948) and accessory gym (1937) are registered historic landmarks

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Builder/Developer, Owners of 235 South Street

4. Pump House Properties (865 South Street)

Parcels: 00704202A (Davidson), 00704202B and 00704205 (Cornelius)

Size: +/- 3.96 ac.

Zoning: Village Infill Planning Area (VIP) – Davidson; Town Center –Cornelius

Current Land Use: Former sewer pump station currently used as Town of Davidson Parks and Recreation offices

Built Environment Context: Davidson K-8 School, The Pines at Davidson (senior living retirement community; Kincaid Trail Greenway; power line easement; single-family homes (Cornelius)

Topography: Relatively flat; Parcel 007202B falls off toward water course



Source: Mecklenburg County, Polaris 3G

Findings: Townhomes and mixed-income development. Twenty-one townhomes could be constructed. No rezoning required but rectifying municipal boundaries with Cornelius is imperative.

Additional Considerations:

- Surface Water Improvement Management (SWIM) buffers surrounding water courses
- Open space requirements (10%, of which 5% must be park/public space)
- Alley access required for townhomes if garages included
- Access easement through Davidson K-8 School site
- Frontage requirement on public street or pedestrian way
- Consider Retaining/repurposing Pump House building

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Builder/Developer, Cornelius

5. **Potts-Sloan Properties (120 and 228 Sloan Street, N/A, 100 and 109 Potts Street)**

Parcels: 00325309, 0032510, 00325311, 00325313

Size: +/-1.79 ac.

Zoning: Village Infill Planning Area (VIP); Village Infill Overlay District (Red); Lake Norman Critical Watershed Overlay

Current Land Use: Mostly vacant; one vacant home

Built Environment Context: Single-family residential; Future Potts-Sloan-Beatty roadway

Topography: Sloped with stream through the middle of the site



Source: Mecklenburg County, Polaris 3G

Findings: This site presents a unique set of circumstances. The long-planned Potts-Sloan-Beatty roadway connector will bisect the site. Given this, it is recommended to wait until construction is completed before exploring development opportunities on this site. However, townhomes or single-family homes would be most appropriate here with newly found street frontage.

Additional Considerations:

- Alignment and construction of the Potts-Sloan-Beatty connector
- Village Infill Overlay District (Red): 35' maximum height permitted
- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Open space requirements (10%, of which 5% must be park/public space)
- Post-Construction buffers surrounding water courses
- Alley access required for townhomes (if garages included) or single-family homes on lots 60' wide or less
- Frontage requirement on public street or pedestrian way
- Historic preservation of a portion of the Torrence House

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Builder/Developer

6. **Public Works Parcels (206 Potts Street, 213 Gamble Street, N/A, and 215 Crane Street)**

Parcels: 00325221, 00325220, 00325222, 00325213

Size: +/-1.79 ac.

Zoning: Village Infill Planning Area (VIP); Lake Norman Critical Watershed Overlay

Current Land Use: Former and existing Public Works Department offices and facilities

Built Environment Context: Single-family residential; Ada Jenkins Center; AT&T building

Topography: Flat



Source: Mecklenburg County, Polaris 3G

Findings: The long-planned Potts-Sloan-Beatty roadway connector would flank the eastern border of the site. Additionally, the Public Works Department would need to be relocated. However, 26 townhomes would be most appropriate here. Single-family homes would be appropriate on Crane Street.

Additional Considerations:

- Alignment and construction of the Potts-Sloan-Beatty connector
- Surrounded by Village Infill Overlay District (Red): 35' maximum height permitted
- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Alley access required for townhomes (if garages included) or single-family homes on lots 60' wide or less
- Open space requirements (10%, of which 5% must be park/public space)
- Relocation of Public Works Department (estimated \$7.9 million)
- Costs associated with site remediation and consider repurposing main water plant building

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Soil Testers (Phase 1),
Builder/Developer

7. **Town Center Properties [A] (Multiple Parcels with No Physical Address)**

Parcels: 00325807, 00325823, 00325817, 00325834, 00325822, 00325826, 00325827, 00325809

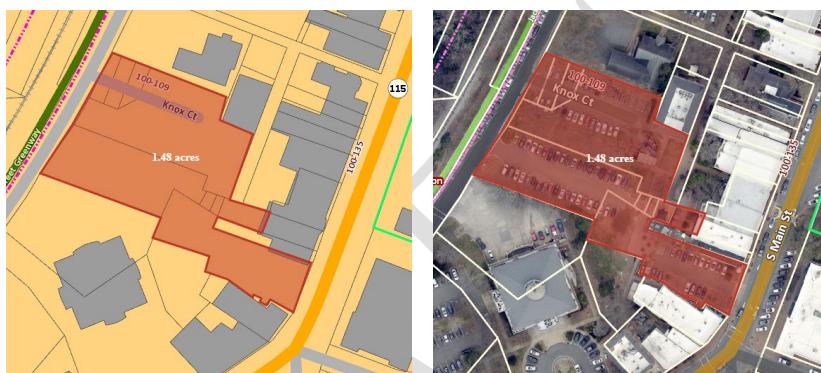
Size: +/-1.48 ac.

Zoning: Village Center (VC) and Village Commerce (VCOMM) Planning Areas; Lake Norman Critical Watershed Overlay; Local Historic District

Current Land Use: Existing public parking, tot lot playground, Downtown Gathering Space

Built Environment Context: Downtown commercial district; Town Hall

Topography: Gently sloping towards Jackson Street



Source: Mecklenburg County, Polaris 3G

Findings: A multi-story, mixed-income apartment building could be constructed on parcels facing Jackson Street using built-upon-area averaging to secure additional impervious allocation. Four-story storefront buildings are permitted in the Village Commerce Planning Area fronting Jackson Street. Approximately 45 apartment units could be accommodated in a four-story building.

Additional Considerations:

- Reconfigure downtown public parking
- Recent public infrastructure project: Downtown Gathering Space
- Construction in the Local Historic District requires a Certificate of Appropriateness (COA) from the Historic Preservation Commission (HPC)
- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Open space requirements (5%, of which 5% must be park/public space)
- Storefront building requirements (i.e. transparency)

Development Process: Individual Building (DPO Section 14.9)

Consultants/Partners Required: Surveyor, Engineer, Builder, Historic Preservation Commission

8. Town Center Properties [B] (111 N. Main Street, NA, 156 Jackson Street)

Parcels: 00325705, 00325726, 00325725

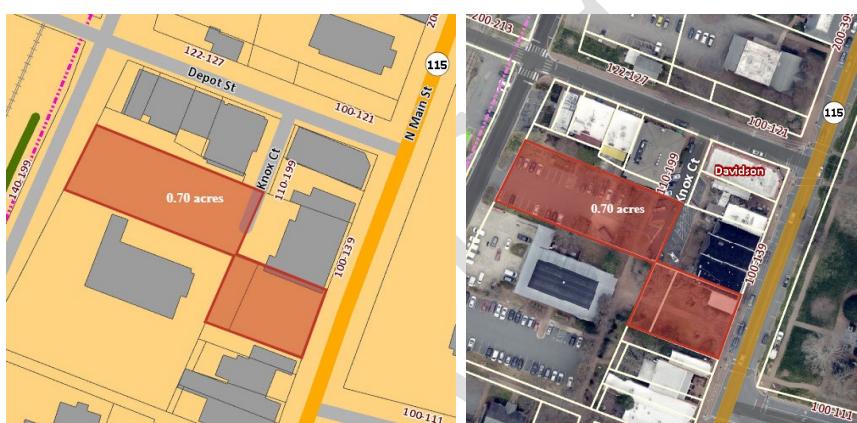
Size: +/-0.70 ac.

Zoning: Village Center (VC) and Village Commerce (VCOMM) Planning Areas; Lake Norman Critical Watershed Overlay; Local Historic District

Current Land Use: Existing Post Office Plaza with public art; public parking

Built Environment Context: Downtown commercial district

Topography: Flat



Source: Mecklenburg County, Polaris 3G

Findings: A multi-story apartment building could be constructed on parcels facing Jackson Street using built-upon-area averaging to secure additional impervious allocation. Four-story storefront buildings are permitted in the Village Commerce Planning Area fronting Jackson Street. Approximately 20 apartment units could be accommodated in a four-story building.

Additional Considerations:

- Reconfigure downtown public parking
- Construction in the Local Historic District requires a Certificate of Appropriateness (COA) from the Historic Preservation Commission (HPC)
- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Open space requirements (5%, of which 5% must be park/public space)
- Storefront building requirements (i.e. transparency)

Development Process: Individual Building (DPO Section 14.9)

Consultants/Partners Required: Surveyor, Engineer, Builder, Historic Preservation Commission

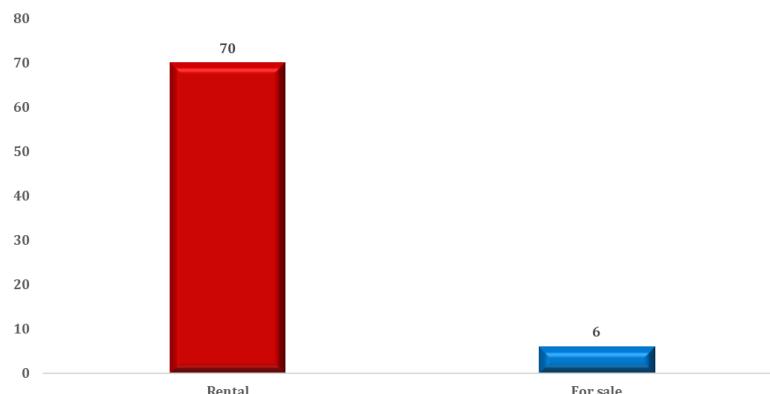
X. Recommendations

This Needs Assessment is intended to be a guide for the Town of Davidson in setting the direction for the town's Affordable Housing efforts. The Needs Assessment intends to offer goals for the town to look toward in the future, based on the current data and trends, as well as recommendations that can help inform how the town can achieve more housing affordability for its residents. This section highlights specific goals based upon current data, public feedback, and market trends. Funding options and policy recommendations are also included as a means to achieve increased housing affordability for current and future Davidson residents.

Goals: For sale and rental units

While projected need for affordable units is one thing, realistic goals for affordable housing must be established. Based on Davidson's current affordable housing ordinance, 12.5% of new households would be affordable. The graphic below details the goals for affordable housing in Davidson. Note that the figures are slanted heavily towards rental units. This is because a) the data indicates that housing affordability is more of an issue in the rental market and b) land cost, cost-to-build, and the single-family sales market suggest that opportunities to execute affordable housing for sale will be sparse with a higher degree of difficulty.

Housing Affordability Goals (By 2026)

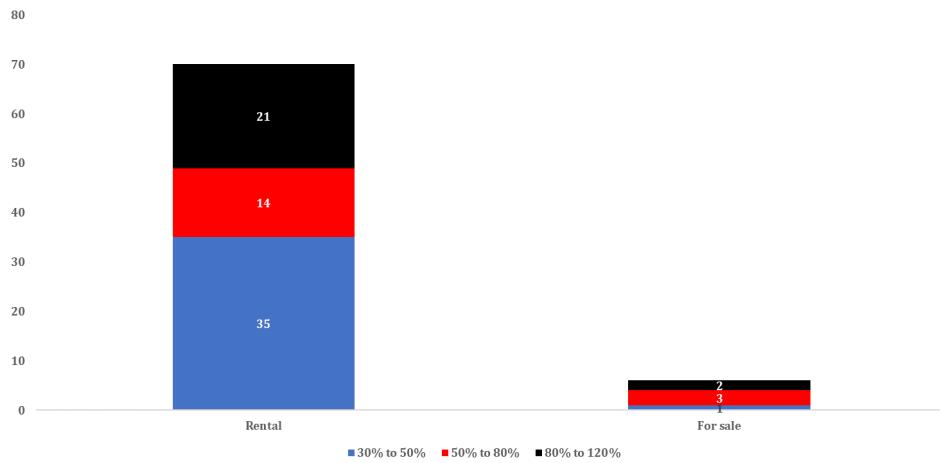


Note: Goals are units added to existing inventory and pipeline.

The breakdown of units by AMI is driven by the statistics from the American Community Survey and the results from the LiveDavidson Affordable Housing Survey. For example, according to the LiveDavidson Survey, of renters who were cost burdened, 60% were in households earning between 30% to 50% of AMI. Consequently, OnPointe Partners crafted the affordable housing goals for

renters to match the demand metrics from the survey results. For the for-sale segment, OnPointe's analysis had to account for external factors that will make addressing the most cost-burdened segment difficult. While the 30% to 50% of AMI segment of homeowners had the most cost-burdened households, as previously stated, external market factors will provide few opportunities for addressing for sale units. Moreover, addressing the lower AMI level adds an additional degree of difficulty. Recommendations regarding the for-sale market address the need while taking into account making the goal realistic and achievable.

Affordable Housing Goals by AMI Level (By 2026)



Funding Options

Meeting projected need will only be possible if the town is able to secure funding to support its vision of housing affordability. The following resources present several options that may help provide funding for various aspects of the affordable housing initiatives in Davidson.

Town Funding Options:

- Housing Bonds
 - Municipal Housing Bonds can provide a great solution for funding affordable housing. There are North Carolina legislative requirements that must be met that include voter approval.
- Grants
 - NC Housing Finance Agency Home Rehab Program is a great option for homeowners with income below 80% AMI. While this option may only be available for a limited number of residents, it is an option for the few that may meet this requirement.
- Tax Credits
 - Low Income Housing Tax Credits (LIHTC) are managed by the NCHFA through an extremely competitive bid process managed by the North Carolina Housing Finance Agency. Projects that are targeted to the neediest in the community (below 40% AMI) tend to be awarded the credits. The competitiveness of the process limits participation of the organizations that target projects above 60% AMI.
- Tax Revenue
 - Options include allocating dollars in the town's general fund, increasing ad valorem taxes (for example, in Davidson, a one penny increase in ad valorem taxes equals roughly \$300,000 per year).
- Housing Trust Fund and Land Trust
 - Allocate a set amount of funds and/or properties to be utilized in support of Affordable Housing projects. Possibility to use American Rescue Plan Act dollars as seed money to kickstart trust and help pave way forward.
- Community Reinvestment Act
 - There are also opportunities available through financial institutions that can utilize community reinvestment act (CRA) programs for funding.

Non-profit Funding Options:

- Subsidies
 - Housing Choice Vouchers (Section 8) are administered by US Housing Urban Development (HUD) and managed locally by Inlivian. These vouchers assist very low-income families, the elderly, and the disabled.
- Federal Home Loan Bank of Atlanta
 - The FHB annually offers an affordable housing grant program for housing developers. The funds can be used for acquisition, new construction, rehabilitation, or preservation with the program usually opening in the first quarter of each year.

Strategies to address affordable housing

The town should utilize the findings provided to decide on a path forward that addresses Davidson's specific housing affordability needs. This report is not a blueprint or an exact formula with all the answers. Addressing the growing needs for affordable housing in Davidson will require a multi-layered approach with several strategies. Developing and implementing specific solutions will take effort, time, and partnerships. The most impactful opportunities that are the easiest and quickest to implement should be prioritized.

[Deleted text] The list of findings/solutions below includes important next steps to advance Davidson's Affordable Housing efforts. This list is in no particular order.

1. Reaffirm the Role of the Housing and Equity Board (HEB) and Establish an Implementation Strategy

- The Affordable Housing and Equity Board Role includes but is not limited to:
 - Developing specific AMI housing unit goals and objectives based on the identified needs.
 - Prioritizing and developing an implementation strategy under the affordable housing needs assessment.
 - Developing a budget for affordable housing programs, projects, and capacity
 - Addressing current opportunities within the affordable housing needs assessment using a wholistic approach including but not limited to zoning adjustments, funding options, and architectural design.
 - Addressing how to make projects more inclusive of affordable housing.
 - Leveraging nonprofits and support their programming related to financial capability, anti-eviction, homelessness prevention and homebuyer education.
 - Guiding developers to programs that will financially assist them.
 - Always apply a best practices lens
- The Affordable Housing and Equity Board must consistently engage with stakeholders across the community to ensure solid communication about affordable housing potential projects and collaboration opportunities. Stakeholder group should include the following
 - Town Staff (Planning & Economic Development)
 - Town Commissioners
 - Housing and Equity Board Members
 - Charlotte Water and Mecklenburg County Storm Water Services
 - Town Residents
 - Davidson Business Owners
 - Davidson College Representatives
 - Nonprofit Developers
 - For-Profit Developers
 - Places of Worship

2. Review current Affordable Housing Ordinance

- Review existing zoning ordinances that directly affect affordable housing and consider recommending revisions if necessary. Explore all options that will maximize affordable housing including zoning adjustments.

3. Establish recurring funding source(s) for Town of Davidson Affordable Housing Fund

- Explore potential streams of revenue to consistently contribute to the development of guaranteed permanent affordable housing.
- Allocate recurring dollars toward the town's housing fund. This not only demonstrates a commitment to affordable housing, it also adds a layer of accountability and should generate interest for developers and nonprofits looking to make more of an impact in Davidson.
- Potential funding sources to generate revenue for projects include tax revenue, voter-approved housing bonds, or non-profit and foundation funding. There are also opportunities available through financial institutions that can utilize community reinvestment act (CRA) programs for funding.

4. Explore ways to utilize and maximize existing inventory.

- Enforce affordability restrictions and consistently monitor existing inventory provided by the inclusionary zoning (IZ) ordinance. Ensuring on-going compliance maintains the integrity of the program.
- Critical Home Repair
 - One of the quickest methods to impact affordable housing is to commit funds to older existing properties in need of repairs that in turn may be transitioned to affordable housing by potentially adding affordability covenants for a specified period of time.
 - Repairs will preserve naturally occurring affordable housing and help ensure affordability and neighborhood integrity for future generations.
 - One-time minor repairs have great potential to create long term resident stability, stable or increased value, and neighborhood pride. Repairs often equal long-term sustainability and neighborhood revitalization. Quality housing leads to a quality neighborhood.
 - The Town is currently participating in a pilot program with Davidson Housing Coalition, Habitat for Humanity, and Davidson Community Foundation.

- Redevelop Existing Multi-Family Units
 - Work with non-profit partners to explore and implement a program to contribute to the redevelopment of existing multifamily housing, including duplexes and triplexes.
 - The owner of existing units could apply for assistance from the town as a tradeoff for making units affordable. This strategy is opportunistic: as properties age, there may be a window of opportunity to secure and preserve the home as affordable. Develop a plan for when opportunities arise, as there will be a need to move quickly.

5. Implement a rental subsidy program targeting existing rental and investment properties.

This is the most significant tool available to address the identified affordability needs in the quickest manner. The town should work to develop funding partners and sources and consider a community-driven and community-supported affordable living fundraising effort to help fund this program.

This program could benefit a resident directly, support the developer/owner, and accomplish a goal of providing housing for the Town of Davidson. It would allow the developer or nonprofit housing provider to underwrite their proforma (financial feasibility study) that must be provided to the bank for project approval. It would also allow renters, the most cost burdened in the community, to have many housing options to choose from, as this subsidy would not be tied to any individual property. Finally, this option mitigates the risk to the municipality.

The town should consider partnering with a non-profit to administer to implement this program. Requirements could be established by Davidson Housing Coalition, Housing and Equity Board, and Town Staff, and would include but not be limited by the following:

- Potential Tenant would have to qualify based on household income and size
- Landlord would have to agree to accept rent paid directly from the program
- Landlord would agree to keep housing to a certain standard requirement established by town staff.
- Landlord would agree to arrangement for minimum set time.

6. Develop a Land Acquisition Strategy

Given the current context of gentrification and displacement pressures, rising land costs in the area, and the more recent practice of corporations purchasing available homes and property, it is becoming more apparent that the town should work to acquire land as soon as possible that can potentially be used for affordable housing projects.

- Acquire more land for development for donation to public/private partnerships, particularly as the cost of land continues to increase. A deed restriction will allow for long-term affordability.
- Acquiring existing houses to avoid falling into private hands for demolition/redevelopment.
- Encourage land donation by dedicated residents, businesses, and other town partners, including planned gifts. The donated land can reduce the cost of development which in turn can allow for additional units in a project.
- Use town land for Built-upon Area (BUA) averaging for affordable housing projects.
- Seek and apply for grant opportunities that would provide funds for property acquisition.
- Acquire land through tax delinquency.

7. Increase Number of New and Diverse Affordable Housing Units

- Identify and build strong partnerships with developers who have a mission to provide sustainable affordable housing for a variety of family sizes and types.
- Further research the need for housing for the populations with the greatest need including seniors.
- Fund planned, shovel-ready, affordable housing projects. The faster existing developments can get to market will in turn help reduce or offset costs in a rising market. The life cycle for affordable projects can be extensive, so collaborating with developers on projects that have been entitled are great opportunities for inclusiveness of affordable housing. Those opportunities can occur in various ways. However, funding housing projects that are already approved and further along in the planning stages are excellent ways to get great impact within communities.

7. Develop an Affordable Housing Education and Communication Strategy

- Marketing properties (rental and for purchase)
- Homebuyer education
- Critical repairs
- Lunch and learn
- Video about program (stigma, who is it for, etc.)
- Developers, Builders, Lenders, Real Estate Agents
- Continue to enhance communications that clearly highlight the affordable housing program on the Town of Davidson's website.
- Community event/summit

XI. Final Remarks

Since the 1990s, the Town of Davidson has worked hard to keep housing affordability a focus of the community's work. It was clear during the time the project team spent in Davidson that this issue is very important and close to the hearts of many who live in, work in, and serve the town. While there are many challenges ahead to achieving the goal of affordable living for all residents, Davidson is well-positioned to capitalize on decades of work by the town and its partners and build upon that powerful legacy by taking more steps forward in the coming years.

This Needs Assessment took a thorough look at affordable housing in Davidson and offered findings and recommendations informed by real data. We greatly appreciate the high levels of engagement we received from town residents, key stakeholders, town staff, advisory boards, and elected officials, and trust this community will take the innovative and bold action needed to create a better future for everyone.

Appendix A: Glossary

Affordable Housing: Generally, housing is considered affordable if a household does not spend more than 30% of their pre-tax gross annual income on rent and utilities.

Affordable Housing Ordinance/Inclusionary Housing: In an effort to address housing affordability, Davidson's Planning Ordinance³ encourages the production of affordable housing by requiring 12.5% of homes in all new developments to be affordable. The program has been in place since 2001 and currently has an inventory of 262 affordable housing units in the Town of Davidson. Some of the goals of the Davidson Affordable Housing Ordinance is that affordable housing units are dispersed throughout the town, that affordable housing is complementary to the neighborhood, and that it is supported by transportation facilities (to make this more viable to low-income occupants).

Another distinctive feature of Davidson's affordable housing ordinance is payment in lieu (PIL). The ordinance allows for developers/applicants may make a cash payment in lieu of providing some or all of the required affordable housing units. The Town uses the funds for affordable housing activities including the acquisition of land for, or the construction and marketing of, affordable dwelling units.

Apartment: An apartment is a rented residential unit that is part of one (or several) residential buildings, or a separate dwelling in a home. There is typically one owner or management company for all the units who does all the maintenance and upkeep.

Area Median Family Income (AMI): The U.S. Department of Housing and Urban Development estimates the median family income for an area in the current year and adjusts that amount for different family sizes so that incomes may be expressed as a percentage of the area median income.

Condominium: A condominium, called "condo" for short, is a privately-owned individual unit within a community of other units. Condo owners jointly own shared common areas, such as pools, garages, elevators and outside hallways and gyms, to name a few.

Extremely Low-Income: A household's annual income is less than 30% of the area median income.

Fair Market Rent (FMR): According to federal housing regulations, Fair Market Rent (FMR) means the rent that would be required to be paid in the particular housing market area in order to obtain privately owned, decent, safe, and sanitary rental housing of modest (non-luxury) nature with suitable amenities. The FMR includes utilities (except telephone). Separate FMRs are established by the U.S. Department of Housing and Urban Development for dwelling units of varying sizes (number of bedrooms).

³ The ordinance can be referenced at: <https://www.townofdavidson.org/DocumentCenter/View/8077/Section-5-Affordable-Housing-20170711?bidId=>

Histogram: A histogram is a chart that shows frequencies for intervals of values of a metric variable.

Housing Cost Burdened: If a household spends more than 30% of their pre-tax gross annual income on rent and utilities, then they are considered housing cost burdened. If a household spends more than 50% of their gross income on rent and utilities, then they are considered extremely housing cost burdened.

Inclusionary Housing: Please see *Affordable Housing Ordinance*, in glossary above.

Multifamily Housing: A multi-family home is a single building that's set up to accommodate more than one family living separately. That can range from a duplex, which has two dwellings within a single building, to homes or small apartment buildings with up to four units.

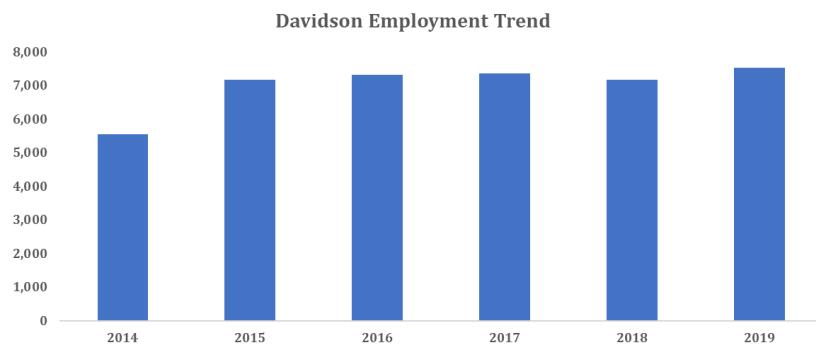
Ranch home: A ranch home is a house that is a single-story home that typically features an open floor plan.

Single-family two-story housing: A single-family home is an independent residential structure that sits on its own land and is designed to be used as a single dwelling unit. In the case of single-family two-story housing, the structure contains a second level.

Townhouse: A townhouse is a single-family home with at least two floors that share a wall with another house.

Appendix B: UNC-Charlotte Update Supplementary Materials

Employment and Industry



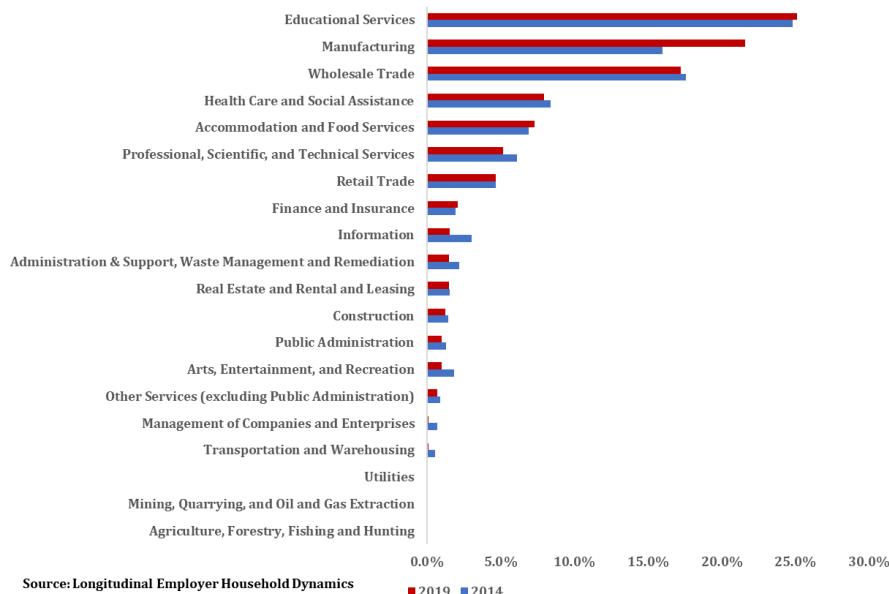
Source: Longitudinal Employer Household Dynamics

Total employment in the Town of Davidson rose sharply in 2015 but has seen more moderate growth between 2015 and 2022. Like the rest of the country, Davidson has seen its labor market tighten over the last several years. Davidson's unemployment rate was 6.9% in 2014. That figure dropped to just 2.8% in 2019. Some of the effects of a tight labor market are constrained employment growth and workers becoming more apt to leave a job due to a labor market that favors jobseekers. The tightened labor market likely played a role in Davidson's muted employment growth starting in 2016.

Davidson Largest Employers	
Employer	No. of Employees
Trane	1,600
MSC Industrial Direct	750
Davidson College	600

Davidson's three largest employers comprise 39% of the town's employment. The Town of Davidson is home to Trane's corporate headquarters and the company has a 5-building campus in the town. MSC Industrial Direct is a Fortune 1000 company in the industrial equipment distribution space. Davidson College was established in 1837 and is an integral part of the town's identity.

Industry Share of Davidson Labor Market (Percentage)



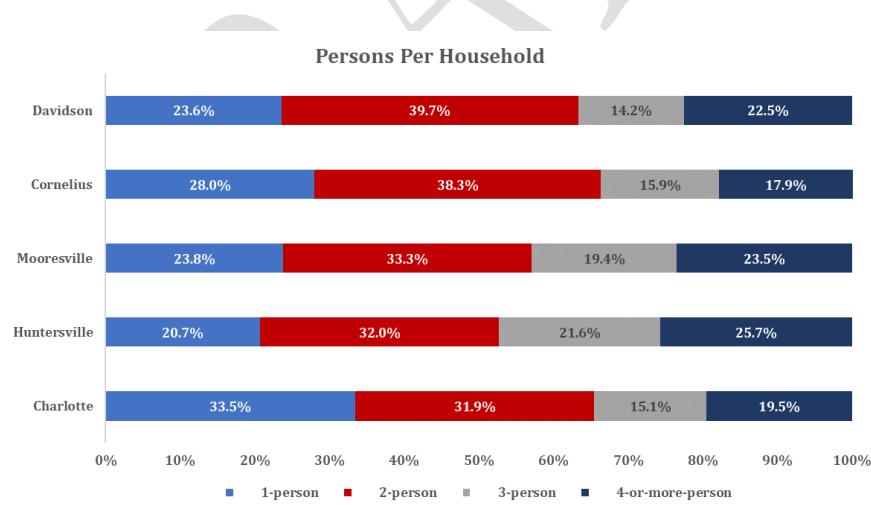
The above chart illustrates which industries have seen the most growth over the last five years. Manufacturing (742 jobs), educational services (514 jobs), and wholesale (323 jobs) were the industries that gained the most jobs since 2014. On the other end of the spectrum, information (-51 jobs), management of companies and enterprises (-32 jobs), and arts, entertainment, and recreation (-27 jobs) experienced the most job losses over the period.

Income and Housing

Income

Household Income Decomposition (2019)					
	Charlotte	Cornelius	Davidson	Huntersville	Mooresville
Less than \$10,000	5.2%	5.1%	2.0%	2.0%	4.9%
\$10,000 to \$14,999	3.4%	2.4%	1.6%	1.9%	3.5%
\$15,000 to \$24,999	7.9%	6.3%	3.5%	4.6%	7.6%
\$25,000 to \$34,999	9.7%	4.9%	3.2%	5.3%	8.2%
\$35,000 to \$49,999	13.3%	8.4%	9.6%	7.7%	11.7%
\$50,000 to \$74,999	17.9%	14.6%	12.5%	14.6%	19.6%
\$75,000 to \$99,999	12.5%	11.7%	7.1%	12.8%	12.7%
\$100,000 to \$149,999	14.6%	19.9%	18.7%	23.0%	18.1%
\$150,000 to \$199,999	6.5%	10.5%	11.0%	12.1%	8.1%
\$200,000 or more	9.0%	16.3%	30.7%	16.0%	5.5%
Median income (dollars)	\$62,817	\$90,542	\$124,853	\$102,016	\$69,188
Median Income Growth	3.4%	2.2%	5.7%	3.7%	2.4%

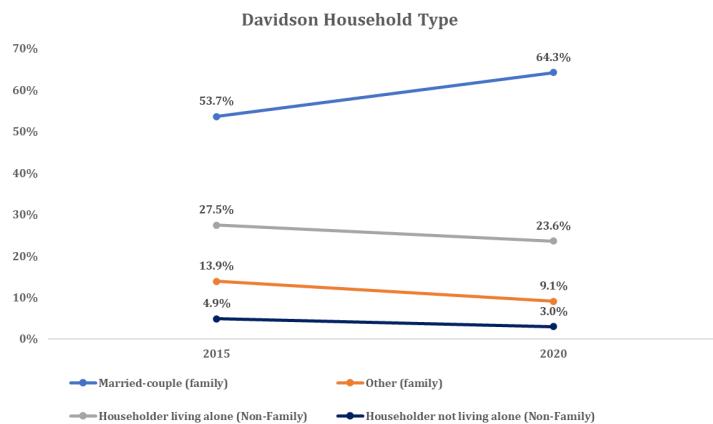
Housing



Source: US Census Bureau

Most Davidson households are 2-person households (39.7%). This is also the highest percentage of 2-person households among the peer comparison group. The chart below shows that married

households have seen a substantial increase over the last five years in Davidson. All other household types have decreased as a percentage of total households over the five-year period.



The owner-occupied and rental real estate markets in Davidson provide color and insight into the housing affordability dynamic. From 2014 to 2019, occupied home valuations have increased by 3.4% annually in Davidson. This is the lowest growth rate of the peer cities. Davidson also has the highest median home price valuation.

Occupied Home Valuations (2019)					
	Charlotte	Cornelius	Davidson	Huntersville	Mooresville
Less than \$50,000	2.1%	1.0%	1.1%	1.6%	2.4%
\$50,000 to \$99,999	8.2%	1.4%	0.4%	1.0%	3.1%
\$100,000 to \$149,999	17.3%	6.8%	2.3%	3.7%	12.0%
\$150,000 to \$199,999	17.6%	10.6%	5.7%	12.0%	19.6%
\$200,000 to \$299,999	21.0%	25.7%	15.3%	31.3%	38.1%
\$300,000 to \$499,999	19.5%	28.0%	33.7%	39.7%	22.7%
\$500,000 to \$999,999	10.9%	17.4%	32.4%	9.5%	2.1%
\$1,000,000 or more	3.4%	9.1%	9.0%	1.2%	0.1%
Median (dollars)	\$220,300	\$322,400	\$448,300	\$301,500	\$232,700
Median Value Growth Rate	5.3%	6.1%	3.4%	4.1%	4.6%

Source: American Community Survey

In the table below, housing unit cost with a mortgage in Davidson has increased at a rate that is in the middle of the pack of the peer cities. Note that Mooresville's housing cost has increased at nearly triple the rate of Davidson's over the five-year period. Davidson's absolute housing cost is still nearly \$450/month higher than the next closest area's cost.

Housing Unit Cost (With Mortgage) - 2019					
	Charlotte	Cornelius	Davidson	Huntersville	Mooresville
Less than \$500	0.8%	0.2%	0.0%	0.2%	1.1%
\$500 to \$999	17.4%	9.4%	6.5%	7.2%	12.6%
\$1,000 to \$1,499	35.3%	24.7%	15.1%	25.3%	32.8%
\$1,500 to \$1,999	20.9%	26.0%	19.7%	29.1%	31.4%
\$2,000 to \$2,499	10.6%	14.9%	19.3%	19.8%	12.3%
\$2,500 to \$2,999	5.4%	8.0%	10.6%	10.2%	4.9%
\$3,000 or more	9.6%	16.9%	28.9%	8.3%	4.8%
Median (dollars)	\$1,446	\$1,775	\$2,227	\$1,781	\$1,551
Median Growth Rate	0.4%	0.6%	0.6%	0.7%	1.6%

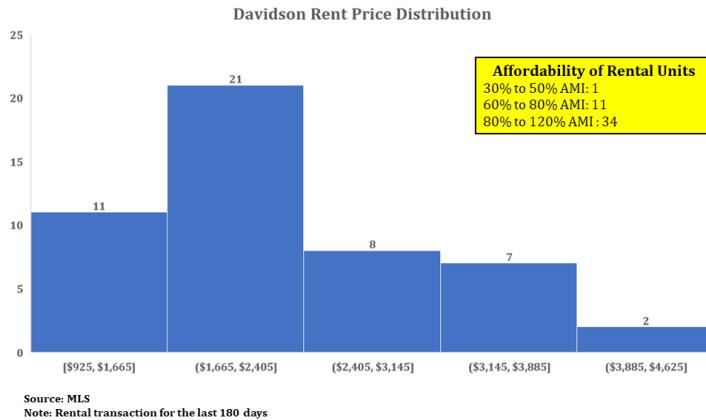
Source: American Community Survey

Gross rent paid provides a look into the housing affordability in Davidson's rental market. As of 2019, Davidson had the second-highest figure for gross rent paid (second to Huntersville). However, Davidson's five-year annual growth rate surpassed 5% and was the highest growth rate of any compared area. This plays a profound role in the current rental market conditions.

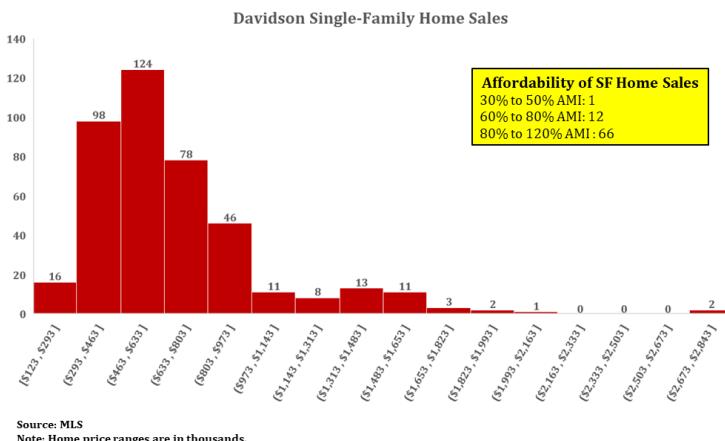
Gross Rent Paid (2019)					
	Charlotte	Cornelius	Davidson	Huntersville	Mooresville
Less than \$500	3.8%	3.4%	1.8%	1.6%	4.7%
\$500 to \$999	30.9%	16.5%	28.3%	19.5%	33.4%
\$1,000 to \$1,499	46.3%	53.0%	48.1%	43.0%	45.2%
\$1,500 to \$1,999	14.5%	22.4%	12.5%	27.6%	14.0%
\$2,000 to \$2,499	2.9%	3.5%	4.4%	6.9%	2.6%
\$2,500 to \$2,999	0.8%	1.2%	0.6%	1.3%	0.1%
\$3,000 or more	0.7%	0.0%	4.3%	0.0%	0.0%
Median (dollars)	\$1,135	\$1,219	\$1,264	\$1,305	\$1,108
Median Rent Growth Rate	4.7%	3.0%	5.4%	4.0%	3.6%

Source: American Community Survey

As referenced above, current rental conditions shine a light on how tight market conditions exacerbate the housing affordability crisis. Over the last 180 days since April 8, 2022, Davidson's median rental rate is \$2,810. Moreover, of the 49 rental transactions recorded in MLS, only 10 were affordable to a family of four making 80% of AMI. The histogram below illustrates the distribution of Davidson's rental market. Rental units priced between \$1,665 and \$2,405 per month were the largest single segment of rental units.



The Davidson sales market has been robust as well. Davidson's median single-family sales price was \$575,000 over the last year ending in April 2022. Of the 413 single-family transactions over the last year, only 18 transactions were below \$300,000 (which translated into a mortgage that is affordable at about 80% of AMI). The histogram below illustrates the distribution of Davidson's single-home sales market. Homes priced between \$463,000 and \$633,000 were the largest single segment of home sales.



Appendix C: Occupations by AMI Level

Occupations at 30% to 50% of AMI	
Helpers--Production Workers	\$28,280
Stockers and Order Fillers	\$28,540
Tax Preparers	\$28,550
Woodworking Machine Setters and Operators	\$28,550
Grinding and Polishing Workers	\$28,660
Service Unit Operators, Oil and Gas	\$28,820
Concierges	\$28,910
Meat, Poultry, and Fish Cutters and Trimmers	\$28,910
Nursing Assistants	\$29,040
Animal Trainers	\$29,090
Laborers and Freight, Stock, and Material Movers, Hand	\$29,170
Packaging and Filling Machine Operators and Tenders	\$29,190
Veterinary Assistants and Laboratory Animal Caretakers	\$29,260
Mail Clerks and Mail Machine Operators, Except Postal Service	\$29,290
Umpires, Referees, and Other Sports Officials	\$29,370
Orderlies	\$29,390
Textile, Apparel, and Furnishings Workers	\$29,440
Crematory Operators	\$29,480
Floor Layers, Except Carpet, Wood, and Hard Tiles	\$29,530
Molders, Shapers, and Casters, Except Metal and Plastic	\$29,780
Textile Bleaching and Dyeing Machine Operators and Tenders	\$29,860
Switchboard Operators, Including Answering Service	\$29,890
Food Batchmakers	\$29,920
Passenger Vehicle Drivers, Except Bus Drivers	\$29,980
Self-Enrichment Teachers	\$30,090
Funeral Attendants	\$30,270
Pesticide Handlers, Sprayers, and Applicators, Vegetation	\$30,310
Counter and Rental Clerks	\$30,440
Textile Knitting and Weaving Machine Setters, Operators	\$30,510
Food Cooking Machine Operators and Tenders	\$30,520
Parts Salespersons	\$30,660
Helpers--Pipeliners, Plumbers, Pipefitters, and Steamfitters	\$30,690
Graders and Sorters, Agricultural Products	\$30,840
Recreation Workers	\$30,890
Electrical, electronic, and electromechanical assemblers	\$30,900
Tutors and Teachers and Instructors, All Other	\$31,000
Landscaping and Groundskeeping Workers	\$31,010
Residential Advisors	\$31,020
Etchers and Engravers	\$31,180
Firefighters	\$31,220
Bailiffs	\$31,280
Receptionists and Information Clerks	\$31,510
Data Entry Keyers	\$31,580
Sawing Machine Setters, Operators, and Tenders, Wood	\$31,600
Riggers	\$31,710
Roustabouts, Oil and Gas	\$32,070
Helpers--Electricians	\$32,080
Automotive Glass Installers and Repairers	\$32,080
Floral Designers	\$32,190
Religious Workers, All Other	\$32,380
Farm Equipment Mechanics and Service Technicians	\$32,630
Office Machine Operators, Except Computer	\$32,640
Healthcare Support Workers, All Other	\$32,690

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 30% to 50% of AMI

Telemarketers	\$32,700
Information and Record Clerks, All Other	\$32,710
Helpers--Carpenters	\$32,780
Helpers--Roofers	\$32,780
Locksmiths and Safe Repairers	\$32,870
Food Processing Workers, All Other	\$32,940
Upholsterers	\$33,010
Construction Laborers	\$33,030
Furniture Finishers	\$33,040
Tire Repairers and Changers	\$33,180
Exercise Trainers and Group Fitness Instructors	\$33,260
Community Health Workers	\$33,290
Ophthalmic Laboratory Technicians	\$33,360
Light Truck Drivers	\$33,380
First-Line Supervisors of Food Preparation	\$33,780
Foundry Mold and Coremakers	\$33,830
Hazardous Materials Removal Workers	\$33,880
Pharmacy Technicians	\$34,070
Furnace, Kiln, Oven, Drier, and Kettle Operators	\$34,090
Helpers--Installation, Maintenance, and Repair Workers	\$34,090
Tellers	\$34,240
Office Clerks, General	\$34,300
Painters, Construction and Maintenance	\$34,590
Refuse and Recyclable Material Collectors	\$34,700
Medical Equipment Preparers	\$34,710
Cutting and Slicing Machine Setters, Operators	\$34,810
Helpers--Brickmasons, Blockmasons, Stonemasons	\$34,940
Photographic Process Workers and Processing Machine Operators	\$34,950
Shipping, Receiving, and Inventory Clerks	\$35,020
Ambulance Drivers and Attendants	\$35,020
Industrial Truck and Tractor Operators	\$35,020
Insulation Workers, Floor, Ceiling, and Wall	\$35,140
Veterinary Technologists and Technicians	\$35,240
Morticians, Undertakers, and Funeral Arrangers	\$35,320
Tree Trimmers and Pruners	\$35,380
Print Binding and Finishing Workers	\$35,400
Painting, Coating, and Decorating Workers	\$35,630
Merchandise Displayers and Window Trimmers	\$35,680
Pest Control Workers	\$35,790
Paving, Surfacing, and Tamping Equipment Operators	\$35,920
Phlebotomists	\$36,010
Medical Assistants	\$36,030
Psychiatric Technicians	\$36,150
Butchers and Meat Cutters	\$36,300
Printing Press Operators	\$36,480
Library Technicians	\$36,820
Multiple Machine Tool Setters, Operators	\$37,110
Medical Secretaries and Administrative Assistants	\$37,120
Pipelayers	\$37,260
Forging Machine Setters	\$37,280
Medical Transcriptionists	\$37,490
Customer Service Representatives	\$37,570
Welding, Soldering, and Brazing Machine Setters, Operators	\$37,630

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 30% to 50% of AMI	
Emergency Medical Technicians and Paramedics	\$37,650
Inspectors, Testers, Sorters, Samplers, and Weighers	\$37,650
Glaziers	\$37,680
Cabinetmakers and Bench Carpenters	\$37,690
Heat Treating Equipment Setters, Operators	\$37,770
Skincare Specialists	\$37,800
Forest and Conservation Technicians	\$37,820
Highway Maintenance Workers	\$37,860
Bill and Account Collectors	\$37,890
Billing and Posting Clerks	\$37,960
Helpers--Extraction Workers	\$38,080
Mixing and Blending Machine Setters, Operators	\$38,100
Public Safety Telecommunicators	\$38,180
Logging Equipment Operators	\$38,310
Motorboat Mechanics and Service Technicians	\$38,350
File Clerks	\$38,520
Drywall and Ceiling Tile Installers	\$38,740
Eligibility Interviewers, Government Programs	\$38,910
Environmental Science and Protection Technicians	\$38,950
Traffic Technicians	\$38,950
Septic Tank Servicers and Sewer Pipe Cleaners	\$39,190
Cement Masons and Concrete Finishers	\$39,250
Paper Goods Machine Setters, Operators	\$39,290
Ophthalmic Medical Technicians	\$39,300
Secretaries and Administrative Assistants	\$39,380
First-Line Supervisors of Housekeeping and Janitorial Workers	\$39,470
Court, Municipal, and License Clerks	\$39,470
Outdoor Power Equipment and Other Small Engine Mechanics	\$39,470
Carpenters	\$39,590
Marriage and Family Therapists	\$39,600
Roofers	\$39,630
Meter Readers, Utilities	\$39,650
Sheet Metal Workers	\$39,790
Conveyor Operators and Tenders	\$40,070
Coating, Painting, and Spraying Machine Setters, Operators	\$40,110
Coaches and Scouts	\$40,130
Electrical and Electronics Drafters	\$40,220
Interpreters and Translators	\$40,470
Extruding and Drawing Machine Setters, Operators	\$40,520
Procurement Clerks	\$40,620
Correctional Officers and Jailers	\$40,640
Social and Human Service Assistants	\$40,650
Transportation Security Screeners	\$40,680
Human Resources Assistants	\$40,710
Audiovisual Equipment Installers and Repairers	\$40,720
Travel Agents	\$40,950
Patternmakers, Metal and Plastic	\$40,980
Home Appliance Repairers	\$41,020
First-Line Supervisors of Personal Service and Entertainment Workers	\$41,040
Dispatchers, Except Police, Fire, and Ambulance	\$41,300
Insulation Workers, Mechanical	\$41,620
Crane and Tower Operators	\$41,790
Welders, Cutters, Solderers, and Brazers	\$41,960

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 30% to 50% of AMI	
Order Clerks	\$42,280
Structural Metal Fabricators and Fitters	\$42,340
Computer, Automated Teller, and Office Machine Repairers	\$42,470
Surveying and Mapping Technicians	\$42,530
Dental Laboratory Technicians	\$42,550
Animal Control Workers	\$42,570
Bookkeeping, Accounting, and Auditing Clerks	\$42,580
Media and Communication Workers	\$42,740
Water and Wastewater Treatment Plant and System Operators	\$42,990
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	\$43,040
Real Estate Sales Agents	\$43,390
Motorcycle Mechanics	\$43,390
First-Line Supervisors of Retail Sales Workers	\$43,610
Meeting, Convention, and Event Planners	\$43,660
Broadcast Technicians	\$43,740
Brickmasons and Blockmasons	\$43,880
Surgical Technologists	\$44,060
Computer Numerically Controlled Tool Operators	\$44,220
Exercise Physiologists	\$44,290
Education and Childcare Administrators	\$44,350
Press Technicians and Workers	\$44,400
Machinists	\$44,550
Hearing Aid Specialists	\$44,640
Telecommunications Line Installers and Repairers	\$44,650
Opticians, Dispensing	\$44,770
Molding, Coremaking, and Casting Machine Setters, Operators	\$44,850
Agricultural and Food Science Technicians	\$44,920
Insurance Claims and Policy Processing Clerks	\$44,950
Probation Officers and Correctional Treatment Specialists	\$45,130
Milling and Planing Machine Setters, Operators	\$45,170
Rehabilitation Counselors	\$45,210
Structural Iron and Steel Workers	\$45,280
Massage Therapists	\$45,510
Plumbers, Pipefitters, and Steamfitters	\$45,510
New Accounts Clerks	\$45,580
Social Science Research Assistants	\$45,720
Payroll and Timekeeping Clerks	\$45,870
Mechanical Door Repairers	\$45,890
Title Examiners, Abstractors, and Searchers	\$45,950
Word Processors and Typists	\$45,980
Recreational Therapists	\$46,110
Excavating and Loading Machine and Dragline Operators	\$46,340
Electricians	\$46,350
Reinforcing Iron and Rebar Workers	\$46,350
Audio and Video Technicians	\$46,610
Production, Planning, and Expediting Clerks	\$46,650
Credit Authorizers, Checkers, and Clerks	\$46,670
Chemical Plant and System Operators	\$46,670
Dental Assistants	\$46,760
Fence Erectors	\$46,850
Chemical Equipment Operators and Tenders	\$46,900
Heavy and Tractor-Trailer Truck Drivers	\$46,980
Automotive Service Technicians and Mechanics	\$47,050

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 50% to 80% of AMI	
Security and Fire Alarm Systems Installers	\$47,140
Coin, Vending, and Amusement Machine Servicers	\$47,150
Legal Secretaries and Administrative Assistants	\$47,170
Broadcast Announcers and Radio Disc Jockeys	\$47,230
Maintenance Workers, Machinery	\$47,250
Substance abuse, behavioral disorder, and mental health counselors	\$47,290
Licensed Practical and Licensed Vocational Nurses	\$47,370
Chemical Technicians	\$47,750
Cargo and Freight Agents	\$47,820
Athletic Trainers	\$47,870
Control and Valve Installers and Repairers	\$47,870
Forensic Science Technicians	\$47,910
Loan Interviewers and Clerks	\$47,910
Child, Family, and School Social Workers	\$48,040
Tool and Die Makers	\$48,070
Geological and Hydrologic Technicians	\$48,190
Biological Technicians	\$48,250
Millwrights	\$48,380
Credit Counselors	\$48,410
Engine and Other Machine Assemblers	\$48,810
Earth Drillers	\$48,830
Kindergarten Teachers	\$49,220
Computer User Support Specialists	\$49,310
Educational Instruction and Library Workers	\$49,910
Occupational Health and Safety Technicians	\$50,070
First-Line Supervisors of Landscaping, Lawn Service	\$50,460
Curators	\$50,760
News Analysts, Reporters, and Journalists	\$50,830
Industrial Engineering Technologists and Technicians	\$50,940
Mobile Heavy Equipment Mechanics	\$51,300
Sales Representatives of Services	\$51,530
Survey Researchers	\$51,550
Petroleum Pump System Operators, Refinery Operators, and Gaugers	\$51,580
Paralegals and Legal Assistants	\$51,650
Police and Sheriff's Patrol Officers	\$51,920
Bus and Truck Mechanics and Diesel Engine Specialists	\$51,990
First-Line Supervisors of Farming, Fishing, and Forestry Workers	\$52,070
Clinical Laboratory Technologists and Technicians	\$52,080
Postal Service Mail Sorters	\$52,130
Postal Service Mail Carriers	\$52,490
Elementary School Teachers	\$52,630
Secondary School Teachers	\$52,710
Civil Engineering Technologists and Technicians	\$52,720
Middle School Teachers	\$52,810
Special Education Teachers	\$53,120

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 50% to 80% of AMI	
First-Line Supervisors of Transportation Workers	\$53,140
Mental Health and Substance Abuse Social Workers	\$53,250
Special Education Teachers, Secondary School	\$53,330
Rolling Machine Setters, Operators	\$53,450
Budget Analysts	\$53,600
Reservation and Transportation Ticket Agents and Travel Clerks	\$53,790
Microbiologists	\$53,980
Metal-Refining Furnace Operators and Tenders	\$53,990
Architectural and Civil Drafters	\$54,240
Industrial Machinery Mechanics	\$54,490
Chefs and Head Cooks	\$54,500
Career/Technical Education Teachers, Secondary School	\$54,580
Food Service Managers	\$54,830
Automotive Body and Related Repairers	\$54,990
Judges, Magistrate Judges, and Magistrates	\$55,230
Special Education Teachers, Middle School	\$55,240
Medical Equipment Repairers	\$55,390
Health Education Specialists	\$55,400
Editors	\$55,460
Graphic Designers	\$55,590
Educational, Guidance, and Career Counselors and Advisors	\$55,610
Telecommunications Equipment Installers and Repairers	\$55,680
Mechanical Drafters	\$56,280
Brokerage Clerks	\$56,280
Electric Motor, Power Tool, and Related Repairers	\$56,300
Clergy	\$56,390
Conservation Scientists	\$56,640
Computer Numerically Controlled Tool Programmers	\$56,750
Fundraisers	\$56,760
Healthcare Social Workers	\$56,780
Writers and Authors	\$56,820
Dietitians and Nutritionists	\$56,900
First-Line Supervisors of Office and Administrative Support Workers	\$57,390
Lathe and Turning Machine Tool Setters, Operators	\$57,520
Construction and Building Inspectors	\$57,550
Insurance Sales Agents	\$57,860
Detectives and Criminal Investigators	\$57,870
Radio, Cellular, and Tower Equipment Installers and Repairers	\$57,960
Carpet Installers	\$58,110
Career/Technical Education Teachers, Middle School	\$58,180
First-Line Supervisors of Firefighting and Prevention Workers	\$58,560
Tax Examiners and Collectors, and Revenue Agents	\$58,640
Interior Designers	\$58,730
Radiologic Technologists and Technicians	\$58,740
Mechanical Engineering Technologists and Technicians	\$58,760

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 50% to 80% of AMI	
Career/Technical Education Teachers, Postsecondary	\$58,920
Advertising Sales Agents	\$59,540
Librarians and Media Collections Specialists	\$59,840
Electro-Mechanical and Mechatronics Technologists and Technicians	\$59,970
Physical Therapist Assistants	\$59,980
Respiratory Therapists	\$60,160
Stationary Engineers and Boiler Operators	\$60,180
Adult Basic Education, Adult Secondary Education Instructors	\$60,400
First-Line Supervisors of Production and Operating Workers	\$60,510
Cost Estimators	\$60,660
Chiropractors	\$61,150
Instructional Coordinators	\$61,340
Cartographers and Photogrammetrists	\$61,420
Property, Real Estate, and Community Association Managers	\$61,440
Private Detectives and Investigators	\$61,540
Buyers and Purchasing Agents	\$62,150
Pourers and Casters, Metal	\$62,350
Transportation Inspectors	\$62,420
Foreign Language and Literature Teachers, Postsecondary	\$62,450
Training and Development Specialists	\$62,750
Executive Secretaries and Executive Administrative Assistants	\$62,880
Postal Service Clerks	\$62,980
Electrical and Electronics Repairers, Commercial and Industrial Equipment	\$62,980
Calibration and Engineering Technologists and Technicians	\$63,050
English Language and Literature Teachers, Postsecondary	\$63,240
Occupational Therapy Assistants	\$63,390
Criminal Justice and Law Enforcement Teachers, Postsecondary	\$63,470
Logisticians	\$63,540
Geoscientists	\$63,550
Statisticians	\$63,760
Labor Relations Specialists	\$63,910
Cardiovascular Technologists and Technicians	\$63,930
Public Relations Specialists	\$64,090
Human Resources Specialists	\$64,140
Boilermakers	\$64,270
Coil Winders, Tapers, and Finishers	\$64,280
Landscape Architects	\$64,300
First-Line Supervisors of Construction Trades and Extraction Workers	\$64,300
Archivists	\$64,660
Financial Examiners	\$64,890
Fire Inspectors and Investigators	\$64,910
Communications Teachers, Postsecondary	\$64,970
Mathematical Science Teachers, Postsecondary	\$65,310
Social and Community Service Managers	\$65,320
Orthotists and Prosthetists	\$65,760

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 50% to 80% of AMI	
Environmental Scientists and Specialists, Including Health	\$66,280
Market Research Analysts and Marketing Specialists	\$66,970
Property Appraisers and Assessors	\$67,800
Fashion Designers	\$67,880
Funeral Home Managers	\$67,900
Producers and Directors	\$67,980
First-Line Supervisors of Correctional Officers	\$68,020
Art, Drama, and Music Teachers, Postsecondary	\$68,360
Occupational Health and Safety Specialists	\$68,580
Registered Nurses	\$68,620
Claims Adjusters, Examiners, and Investigators	\$68,890
Biological Science Teachers, Postsecondary	\$69,280
Electrical and Electronic Engineering Technologists and Technicians	\$69,320
First-Line Supervisors of Mechanics, Installers, and Repairers	\$69,430
Health Specialties Teachers, Postsecondary	\$69,750
Compliance Officers	\$69,880
Insurance Appraisers, Auto Damage	\$69,970
Flight Attendants	\$70,550
Computer Network Support Specialists	\$70,760
Biochemists and Biophysicists	\$70,840
Urban and Regional Planners	\$70,900
Magnetic Resonance Imaging Technologists	\$71,000
Sales Representatives, Wholesale and Manufacturing	\$71,060
Technical Writers	\$71,140
Recreation and Fitness Studies Teachers, Postsecondary	\$71,480
Business Teachers, Postsecondary	\$71,760
History Teachers, Postsecondary	\$71,830
Soil and Plant Scientists	\$71,850
Education Teachers, Postsecondary	\$72,130
Law Teachers, Postsecondary	\$72,460
Surveyors	\$72,500
Nuclear Medicine Technologists	\$72,640
Compensation, Benefits, and Job Analysis Specialists	\$72,720
Gas Plant Operators	\$72,730
Electrical Power-Line Installers and Repairers	\$72,880
Therapists, All Other	\$73,000
Psychology Teachers, Postsecondary	\$73,170
Nursing Instructors and Teachers, Postsecondary	\$73,330
Sociology Teachers, Postsecondary	\$73,530
Dental Hygienists	\$74,090
Diagnostic Medical Sonographers	\$74,390
Real Estate Brokers	\$74,700
Clinical, Counseling, and School Psychologists	\$74,720
Emergency Management Directors	\$74,970
Environmental Engineers	\$75,160
Loan Officers	\$75,190
Chemistry Teachers, Postsecondary	\$75,210
Philosophy and Religion Teachers, Postsecondary	\$75,300

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 80% to 120% of AMI

Architects	\$75,370
Speech-Language Pathologists	\$75,440
Insurance Underwriters	\$75,520
Audiologists	\$76,340
Education Administrators, Kindergarten through Secondary	\$76,610
Genetic Counselors	\$77,010
First-Line Supervisors of Police and Detectives	\$77,260
Materials Engineers	\$77,320
Lodging Managers	\$77,410
Securities, Commodities, and Financial Services Sales Agents	\$78,360
Geography Teachers, Postsecondary	\$78,520
Social Work Teachers, Postsecondary	\$78,560
Radiation Therapists	\$78,610
Special Effects Artists and Animators	\$79,460
Political Science Teachers, Postsecondary	\$79,750
Accountants and Auditors	\$80,400
Commercial and Industrial Designers	\$80,790
Mechanical Engineers	\$80,810
Web Developers and Digital Interface Designers	\$81,390
Electrical and Electronics Repairers, Powerhouse, Substation, and Relay	\$81,460
Network and Computer Systems Administrators	\$81,850
Chemists	\$82,450
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	\$82,480
Occupational Therapists	\$82,660
Civil Engineers	\$82,850
Industrial Engineers	\$83,100
Engineering Teachers, Postsecondary	\$83,910
Postmasters and Mail Superintendents	\$84,980
Acupuncturists and Healthcare Diagnosing or Treating Practitioners	\$86,120
Medical Scientists, Except Epidemiologists	\$88,080
Health and Safety Engineers	\$88,230
Power Plant Operators	\$88,230
Physical Therapists	\$88,400
Computer Science Teachers, Postsecondary	\$88,690

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

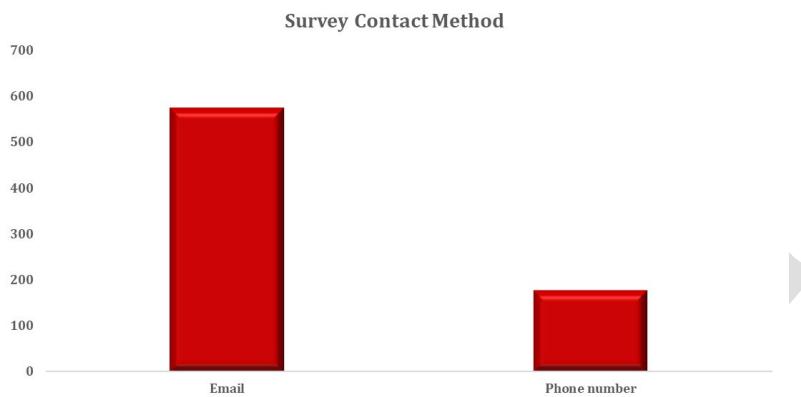
Occupations at 80% to 120% of AMI	
Education Administrators, Postsecondary	\$88,870
Aircraft Mechanics and Service Technicians	\$88,980
Credit Analysts	\$89,780
First-Line Supervisors of Non-Retail Sales Workers	\$90,680
Electronics Engineers, Except Computer	\$91,710
Aerospace Engineers	\$91,770
Directors, Religious Activities and Education	\$91,840
Library Science Teachers, Postsecondary	\$92,060
Financial and Investment Analysts, Financial Risk Specialists, and Financial Specialists	\$94,450
Architecture Teachers, Postsecondary	\$94,750
Computer Systems Analysts	\$95,400
Economics Teachers, Postsecondary	\$95,750
Sales Engineers	\$96,060
Medical and Health Services Managers	\$96,850
Operations Research Analysts	\$96,900
Management Analysts	\$97,770
Computer Hardware Engineers	\$97,890
Computer Programmers	\$99,280
Electrical Engineers	\$99,940
Art Directors	\$101,320
Physics Teachers, Postsecondary	\$101,570
Industrial Production Managers	\$102,970
Information Security Analysts	\$103,030
Software Developers and Software Quality Assurance Analysts and Testers	\$103,260
Transportation, Storage, and Distribution Managers	\$103,690
Nurse Practitioners	\$104,090
Veterinarians	\$107,030
Psychologists, All Other	\$107,810
Construction Managers	\$108,000
Administrative Services and Facilities Managers	\$108,430
Database Administrators and Architects	\$109,610
Natural Sciences Managers	\$110,890
Physician Assistants	\$111,010
Airline Pilots, Copilots, and Flight Engineers	\$112,450

Source: Bureau of Labor Statistics

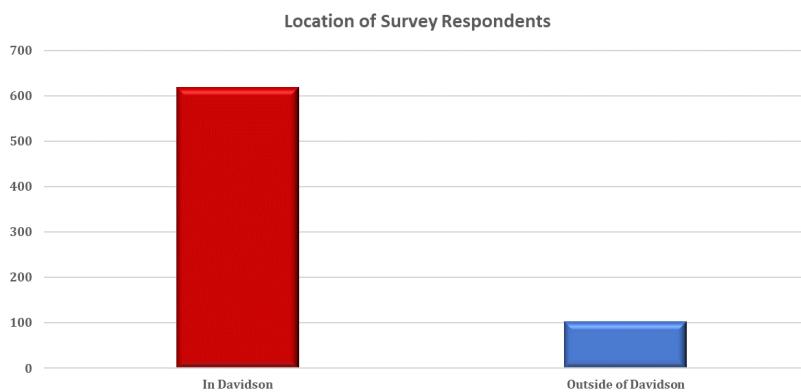
Note: Data is for the Charlotte-Concord-Gastonia MSA

Appendix D: LiveDavidson Survey Questions & Responses

Question: Please select your unique identification method



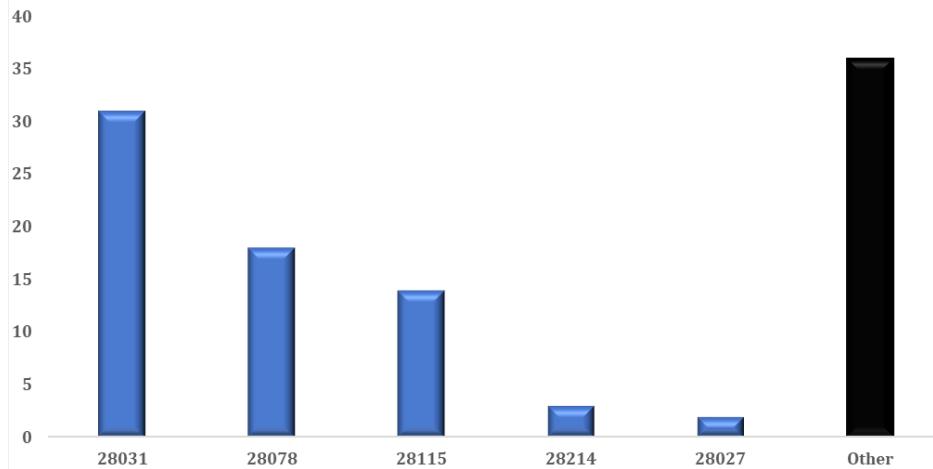
Question: In which zip code do you live?



Additional Insights:

- 85.6% of respondents live in Davidson.

Zipcodes of Non-Davidson Respondents

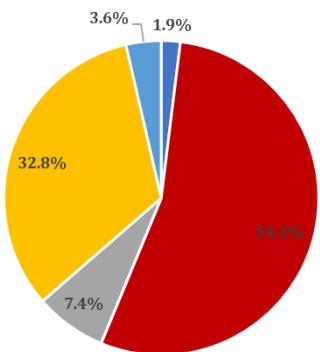


Additional Insights:

- Cornelius (28031) and Huntersville (28078) were the most popular zip codes of non-Davidson respondents.

Question: What is your employment situation?

Employment Situation of Respondents

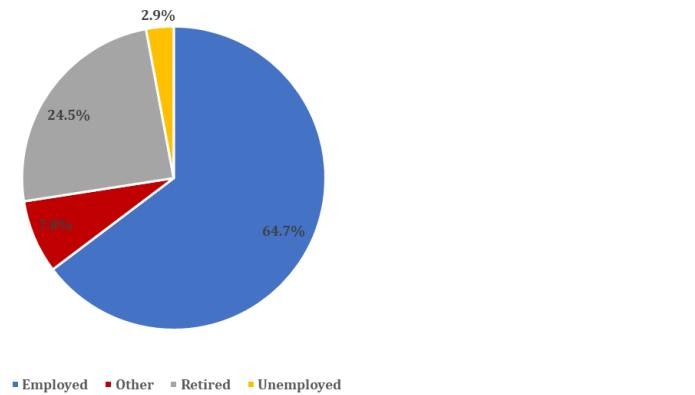


■ College Student ■ Employed ■ Other ■ Retired ■ Unemployed

Additional Insights:

- 54% of employed respondents are between the ages of 35 and 54 years old.
- Females comprise 62.8% of employed respondents.

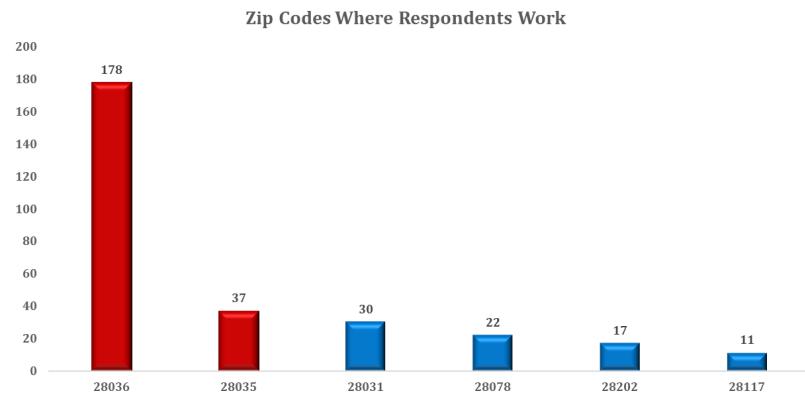
Employment Situation of Non-Davidson Respondents



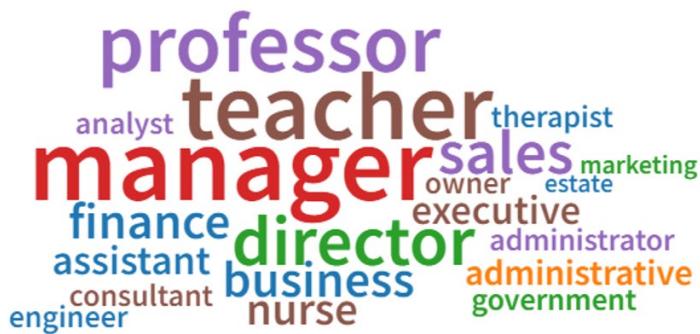
Additional Insights:

- 60.3% of employed non-Davidson respondents are between the ages of 35 and 54 years old.
- Females comprise 68.3% of employed non-Davidson respondents.

Question: Where do you work?



Question: What is your role in your industry?

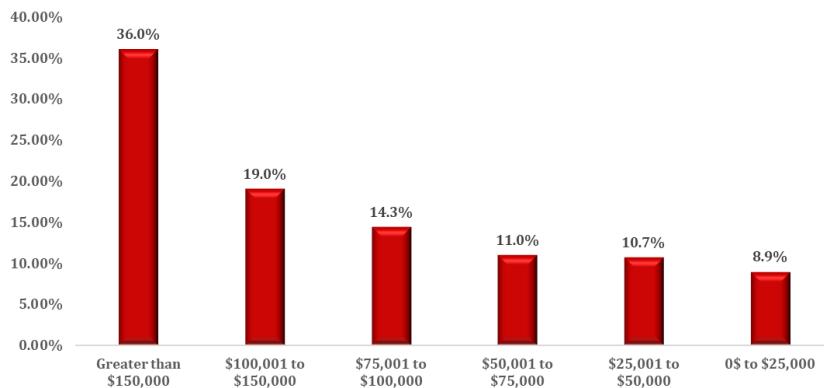


Additional Insights:

- Manager (27 times), teacher (24 times), Professor (20 times), and Director (16 times) were the most popular titles.

Question: What is your household income?

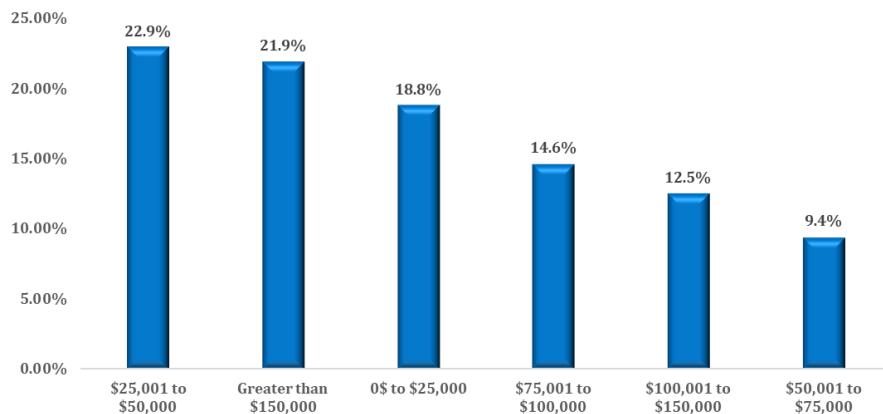
Household Income Distribution



Additional Insights:

- 83% of households earning between \$50,000 and \$75,000 indicated that housing affordability is "Very important".
- 52% of households earning between \$100,000 and \$150,000 indicated that housing affordability is "Very important".

Household Income Distribution (Non-Davidson)

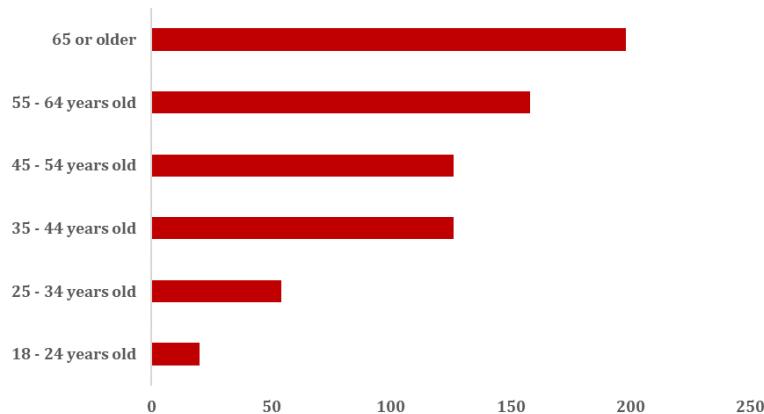


Additional Insights:

- 34.4% of non-Davidson respondents had household incomes of greater than \$100,000 per year.
- 78.3% of non-Davidson respondents with households earning less than \$100,000 indicated that housing affordability is “Very important”.

Question: What is your age?

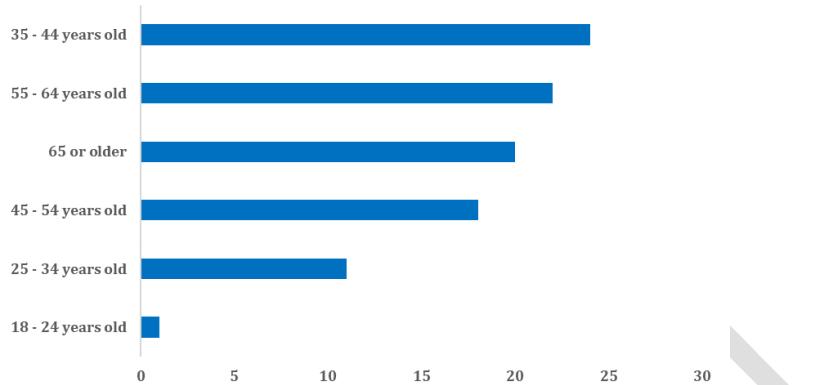
Respondent Age Distribution



Additional Insights:

- 52.2% of Davidson’s respondents are 55 years of age and older.

Respondent Age Distribution (Non-Davidson)

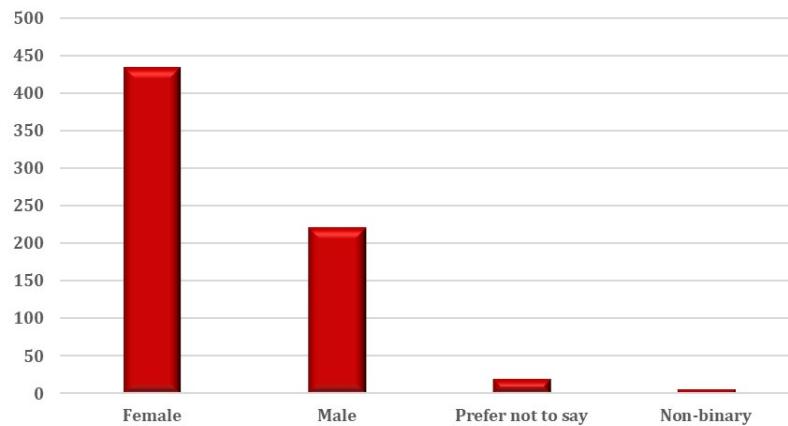


Additional Insights:

- 40% of White non-Davidson respondents and 56% of Black non-Davidson respondents are 55 years of age or older.

Question: What is your gender?

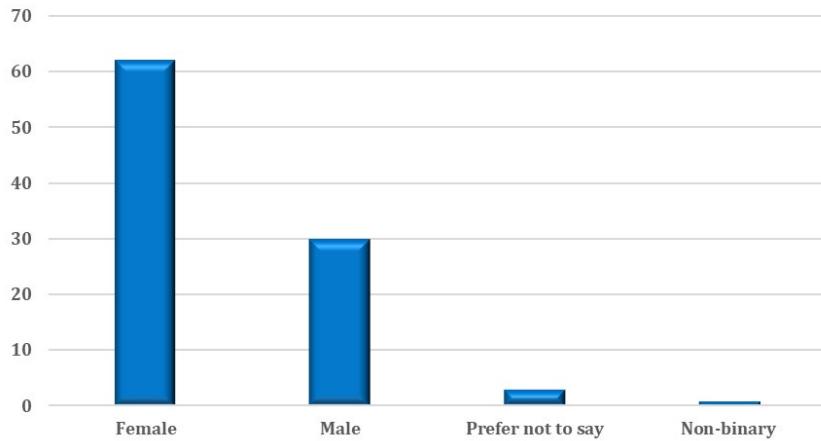
Respondent Gender Profile



Additional Insights:

- Females comprised 63.6% of survey respondents.

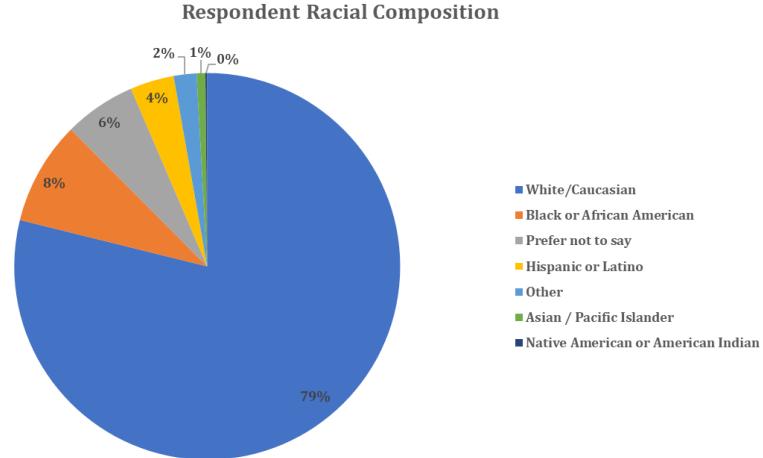
Respondent Gender Profile (Non-Davidson)



Additional Insights:

- 64.6% of non-Davidson respondents are female.

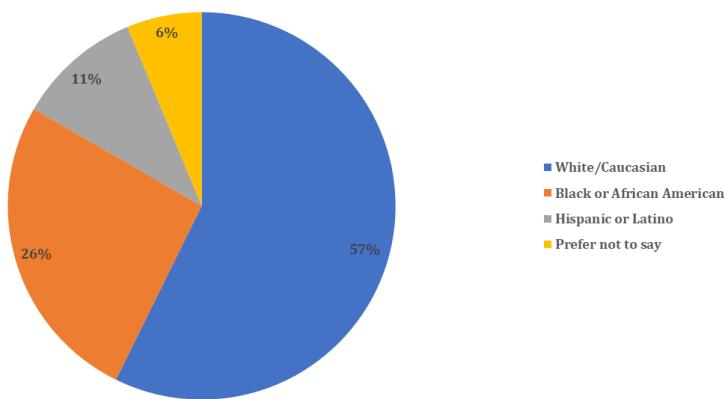
Question: What is your ethnic background?



Additional Insights:

- 81.4% of Black or African American respondents were female.
- 64% of White/Caucasian respondents were female.

Respondent Racial Composition (Non-Davidson)

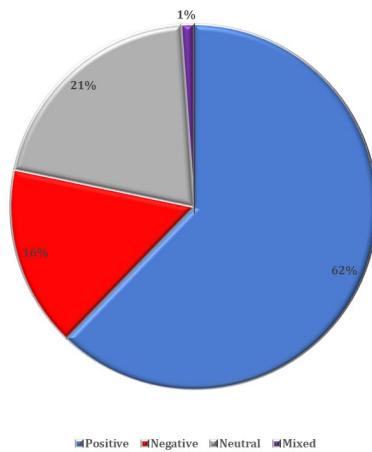


Additional Insights:

- 76% of non-Davidson Black or African American respondents were female.
- 61.8% of White/Caucasian respondents were female.

Question: What comes to mind when you hear the term “affordable housing”?

Affordable Housing Sentiment

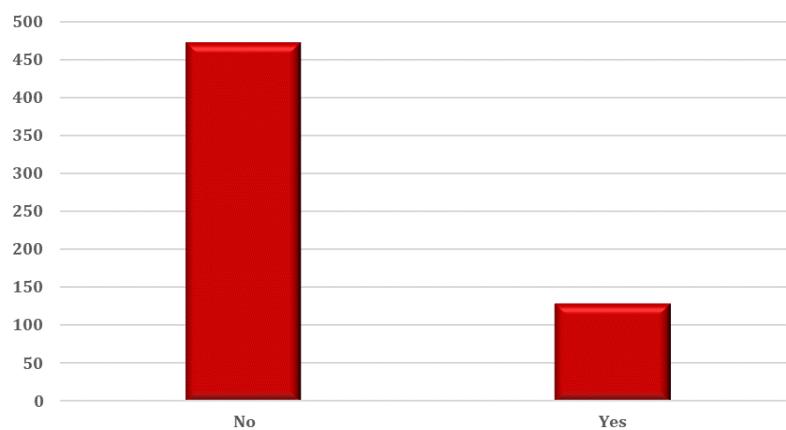


Additional Insights:

- 62% of respondents had positive comments regarding housing affordability.
- These were the most mentioned positive words or sentiments: Afford/affordable (129 mentions), community (38 mentions), teachers (25 mentions), reasonable (19 mentions).
- These were the most mentioned negative comments: Crime (9 mentions), Section 8 (8 mentions), cheap (6 mentions), subsidized (6 mentions), and higher taxes (5 mentions).

Question: Is Davidson an affordable place to live?

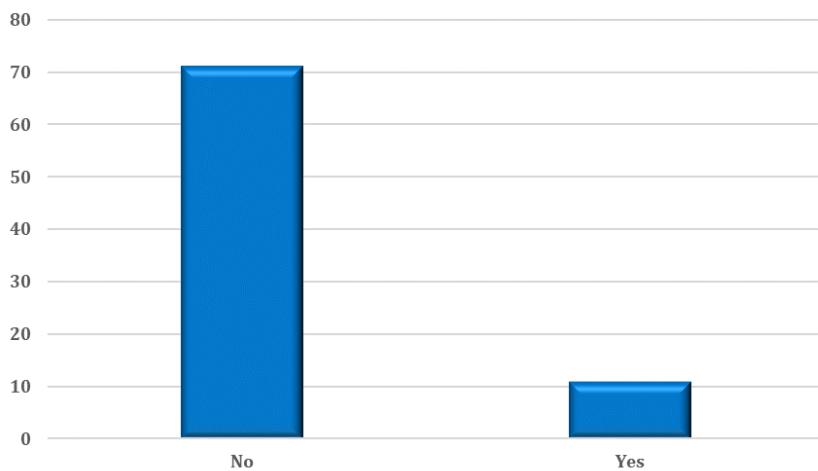
Davidson Affordability Sentiment



Additional Insights:

- 78.5% of survey respondents found Davidson to be unaffordable.
- 74% of households making over \$100,000 per year say that Davidson is unaffordable.

Davidson Affordability Sentiment (Non-Davidson)



Additional Insights:

- 86.6% of non-Davidson respondents view Davidson as unaffordable.
- 93.1% of non-Davidson respondents with household incomes over \$100,000/year view Davidson as unaffordable.

Question: How important is housing affordability?

How Important is Housing Affordability						
Scale	0 - Not Important	1	2	3	4	5 - Very Important
Responses	42	35	40	73	100	342
Percentage	6.6%	5.5%	6.3%	11.6%	15.8%	54.1%

Additional Insights:

- 6.6% of respondents felt that housing affordability is unimportant.
- 7% of respondents that selected “Not important” as an answer are cost-burdened regarding shelter.
- 13.5% of respondents that selected “Very important” as their answer are cost-burdened regarding shelter.

How Important is Housing Affordability (Non-Davidson)						
Scale	0 - Not Important	1	2	3	4	5 - Very Important
Responses	2	1	4	7	16	61
Percentage	2.2%	1.1%	4.4%	7.7%	17.6%	67.0%

Additional Insights:

- 2.2% of non-Davidson respondents felt that housing affordability is unimportant.
- 21.3% of respondents that selected “Very important” as their answer are cost-burdened regarding shelter.

Question: How concerned are you about Davidson's housing affordability?

How concerned are you about housing affordability?						
Scale	0 - Not Concerned	1	2	3	4	5 - Very Concerned
Responses	67	37	50	80	104	286
Percentage	10.7%	5.9%	8.0%	12.8%	16.7%	45.8%

Additional Insights:

- 59% of people who say that they are “Very concerned” are age 55 or older.
- Over 42% of people who say that housing affordability is “Very important” live in households earning more than \$100,000 per year.
- 70% of renters are “Very concerned” about housing affordability.

How concerned are you about housing affordability? (Non-Davidson)						
Scale	0 - Not Concerned	1	2	3	4	5 - Very Concerned
Responses	3	4	5	12	17	45
Percentage	3.5%	4.7%	5.8%	14.0%	19.8%	52.3%

Additional Insights:

- 42.2% of non-Davidson respondents that are “Very concerned” about housing affordability are between the ages of 35 and 54 years old.

Question: How would increasing housing affordability affect Davidson?

How would increasing housing affordability affect Davidson						
Scale	0 - Very Negatively	1	2	3	4	5 - Very Positively
Responses	44	47	62	76	112	285
Percentage	7.0%	7.5%	9.9%	12.1%	17.9%	45.5%

Additional Insights:

53.3% of households paying \$1,250/month or less for shelter feel that increasing housing affordability will “Very positively” affect Davidson.

How would increasing housing affordability affect Davidson? (Non-Davidson)						
Scale	0 - Very Negatively	1	2	3	4	5 - Very Positively
Responses	1	6	2	8	20	51
Percentage	1.1%	6.8%	2.3%	9.1%	22.7%	58.0%

Additional Insights:

- 49% of non-Davidson households paying \$1,250/month or less for shelter feel that increasing housing affordability will “Very positively” affect Davidson.

Question: How desirable is living in Davidson?

How Desirable is Living in Davidson											
Scale	Extremely Undesirable	1	2	3	4	5	6	7	8	9	Extremely Desirable
Responses	1	2	5	6	7	20	15	48	102	92	334
Percentage	0.2%	0.3%	0.8%	0.9%	1.1%	3.2%	2.4%	7.6%	16.1%	14.6%	52.8%

Additional Insights:

- 52.8% of respondents found living in Davidson very desirable.
- 62.3% of respondents that found living in Davidson “very desirable” also feel that housing affordability is “very important.”

How Desirable is Living in Davidson? (Non-Davidson)											
Scale	Extremely Undesirable	1	2	3	4	5	6	7	8	9	Extremely Desirable
Responses	1	1	0	3	2	4	2	8	17	12	42
Percentage	0.0%	1.1%	0.0%	3.3%	2.2%	4.4%	2.2%	8.8%	18.7%	13.2%	46.2%

Additional Insights:

- 46.2% of non-Davidson respondents found living in Davidson “Extremely desirable.”
- 52.5% of non-Davidson respondents that found Davidson “very desirable” also feel that housing affordability is “very important.”

Question: What are the barriers to living in Davidson?

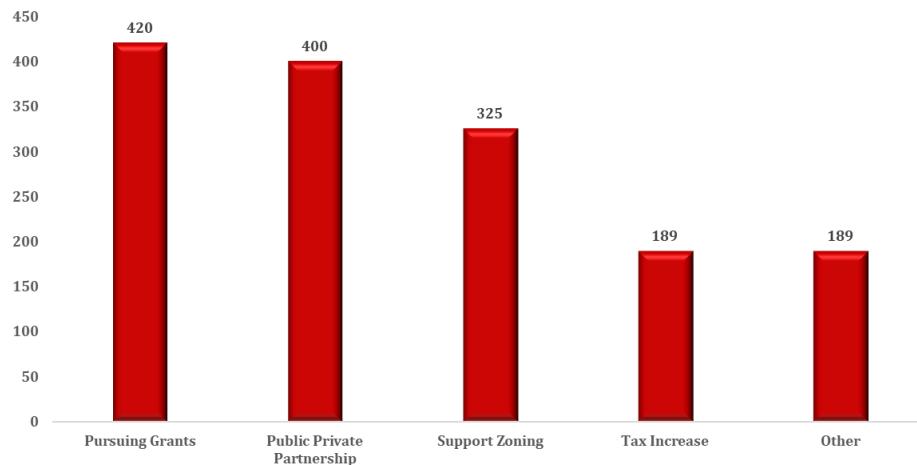
availability
rent
expensive
price
limited
housing
affordable
costs
home
high
town
public
income
live
homes
cost
davidson
prices
lack
transportation

Additional Insights:

- Cost of housing (164 mentions), affordable (77 mentions), availability (46 mentions), and transportation (46 mentions) were the most commonly used terms.

Question: What measures would you support to facilitate housing affordability?

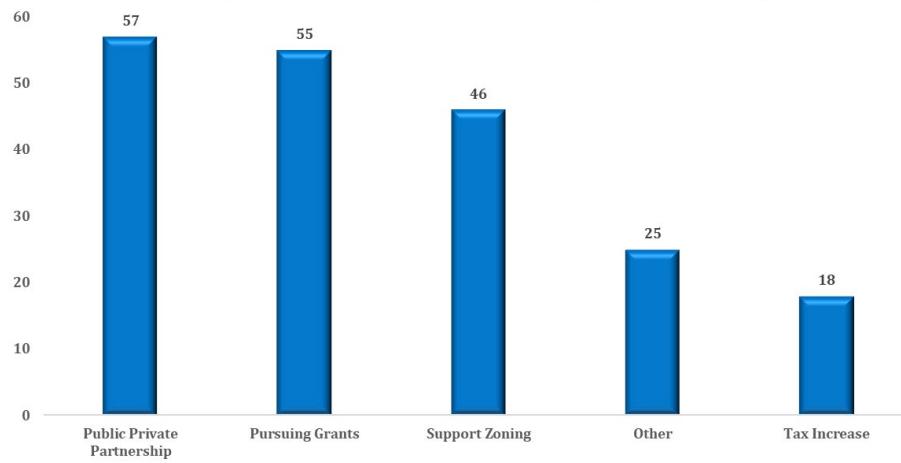
Strategies to Facilitate Affordable Housing



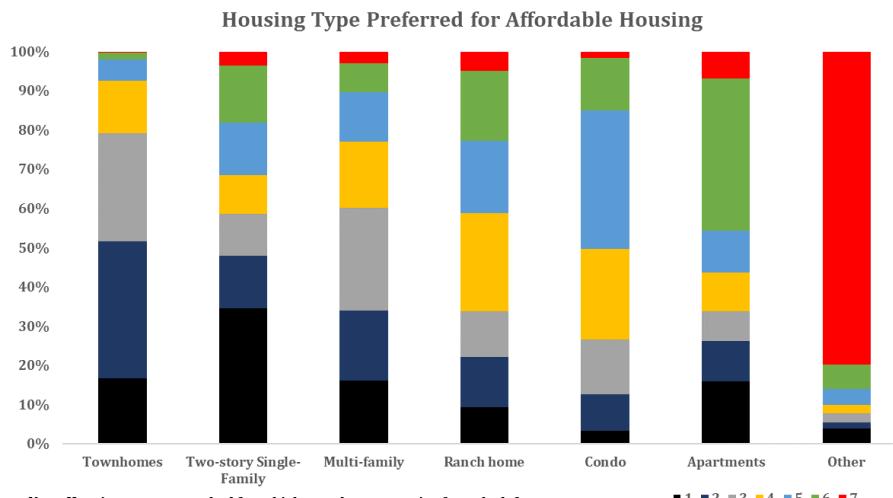
Additional Insights:

- 52.5% of respondents that support pursuing grants earn more than \$100,000 per year. This demographic also represents 64.6% of respondents that support a tax increase to facilitate affordable housing.

Strategies to Facilitate Affordable Housing (Non-Davidson)



Question: Which housing types should be pursued for housing affordability?



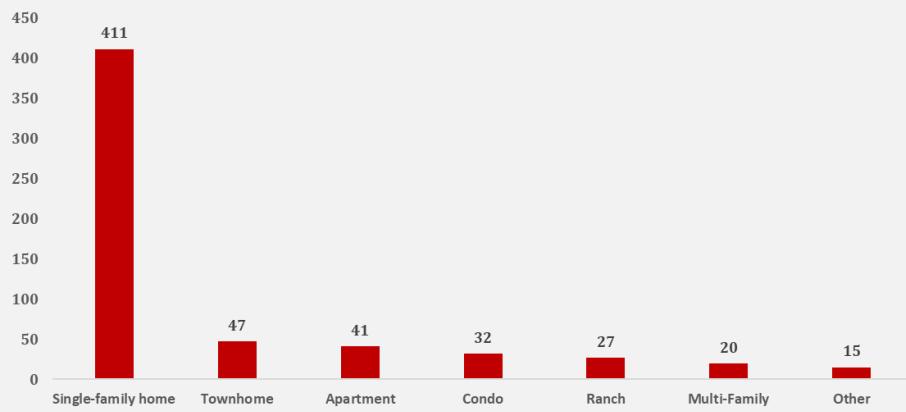
Additional Insights:

- 59.2% of respondents with household income between \$25,001 and \$50,000 selected townhomes as their first or second choice.
- 31.9% of respondents with household incomes less than \$25,000 selected apartments as their first or second choice. Respondents with household incomes greater than \$150,000 (29.9%) had the second-highest percentage of respondents selecting apartments as their first or second choice of housing type.

Question: In which type of housing do you currently live?

[Deleted duplicate chart]

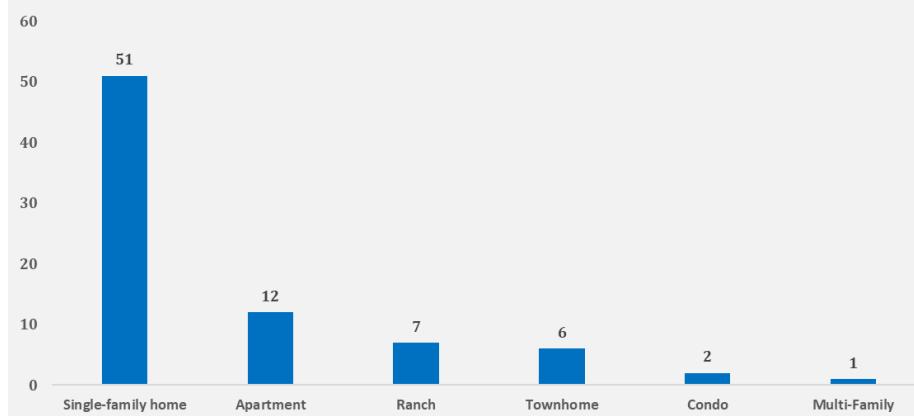
Respondent Current Housing Type



Additional Insights:

- 69% of respondents currently live in single-family homes.
- Households earning between \$75,001 and \$100,000 (29.8%) represent the highest percentage of townhouse dwellers.

Respondent Current Housing Type (Non-Davidson)

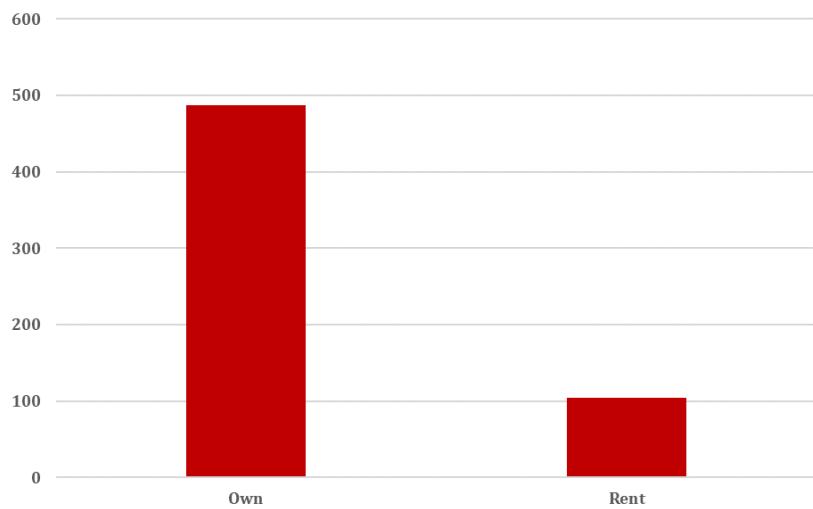


Additional Insights:

- 64.6% of non-Davidson respondents live in single-family homes.
- Non-Davidson respondents earning between \$25,001 and \$50,000 (50%) represent the highest percentage of apartment dwellers.

Question: Do you currently rent or own your home?

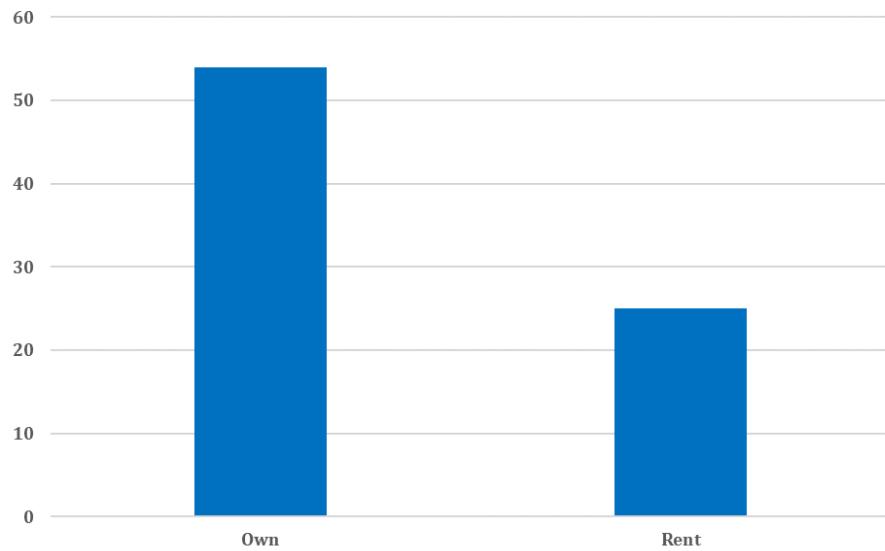
Respondent Renting Vs. Owning



Additional Insights:

- 82.4% of respondents are homeowners.
- 3.9% of homeowners are housing cost burdened.
- 34% of renters are housing cost burdened.
- 43.8% of households earning \$75,000/year or less are burdened by housing cost.

Respondent Renting Vs. Owning (Non-Davidson)

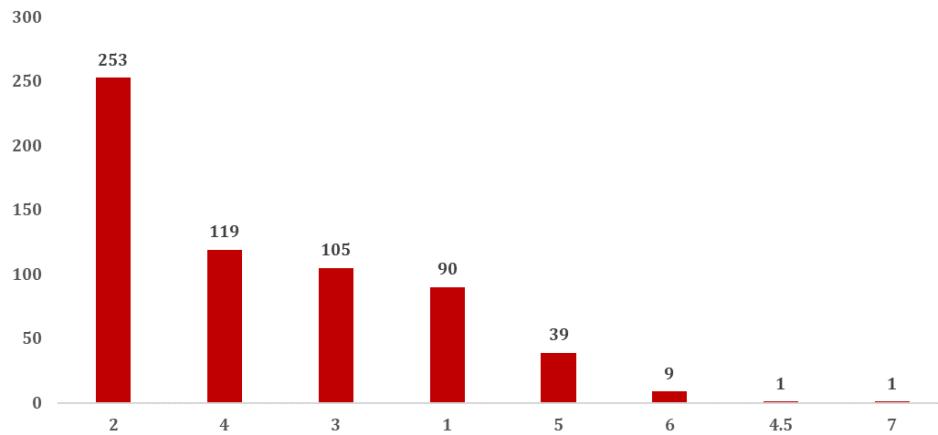


Additional Insights:

- 68.4% of non-Davidson respondents are homeowners.
- 5.6% of non-Davidson homeowners are housing cost burdened.
- 36% of non-Davidson renters are housing cost burdened.
- All of the non-Davidson housing cost burdened renters were in households that earned \$50,000 or less.

Question: How many people are in your household?

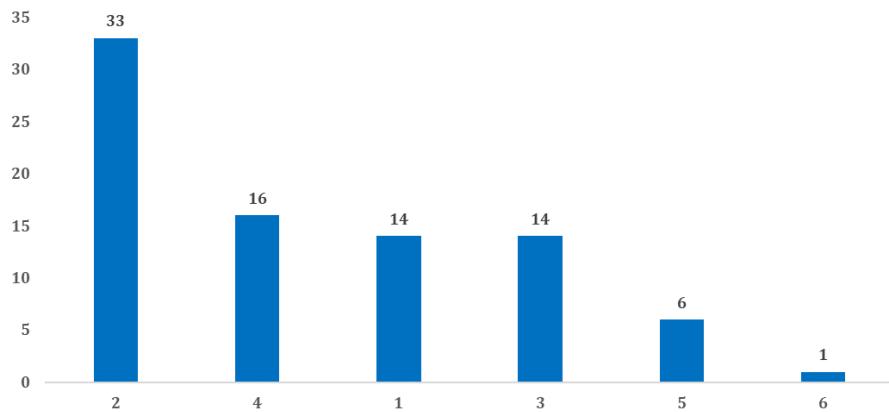
Number of People in Household



Additional Insights:

- 41% of respondents live in 2-person households.
- 8.3% of 2-person households are housing cost burdened.
- 7.6% of 4-person households are housing cost burdened

Number of People in Household (Non-Davidson)

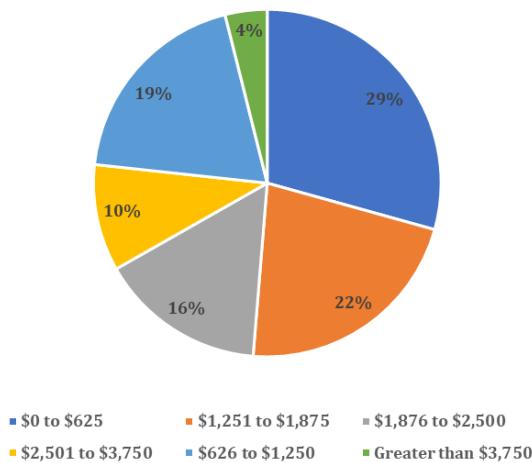


Additional Insights:

- 39.3% of non-Davidson respondents live in 2-person households.
- 15.2% of non-Davidson 2-person households are housing cost burdened.
- 28.6% of 3-person households are housing cost burdened

Question: What is your current rental/mortgage payment?

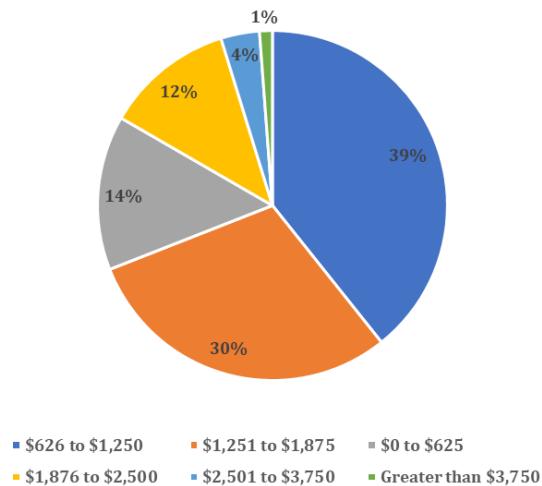
Monthly Payment for Shelter



Additional Insights:

- 49.5% of renters have rental payment higher than \$1,250/month
- 52.3% of homeowners have mortgage payments higher than \$1,250/month.

Monthly Payment for Shelter (Non-Davidson)



Additional Insights:

- 54.7% of non-Davidson homeowners pay more than \$1,250/month for shelter.
- 76% of non-Davidson renters pay between \$626 and \$1,250/month for shelter.

Cross-Tabulations of LiveDavidson Survey Data

Figure 1

Respondent Employment Situation and Household Income Level						
Employment Status	0\$ to \$25k	\$25k to \$50k	\$50k to \$75k	\$75k to \$100k	\$100k to \$150k	Greater than \$150k
College Student	16.4%	1.4%	2.7%	0.0%	0.8%	0.0%
Employed	29.5%	54.8%	37.3%	42.9%	61.5%	65.4%
Other	13.1%	8.2%	9.3%	4.1%	6.9%	6.9%
Retired	34.4%	31.5%	44.0%	49.0%	29.2%	25.2%
Unemployed	6.6%	4.1%	6.7%	4.1%	1.5%	2.4%

Figure 2

Respondent Household Income by Race							
HH Income Level	Asian / Pacific Islander	Black or African American	Hispanic or Latino	Native American or American Indian	Other	Prefer not to say	White/Caucasian
0\$ to \$25k	20.0%	23.7%	16.0%	0.0%	7.7%	12.2%	6.7%
\$25k to \$50k	0.0%	37.3%	28.0%	0.0%	23.1%	12.2%	6.7%
\$50k to \$75k	0.0%	15.3%	20.0%	0.0%	7.7%	9.8%	10.4%
\$75k to \$100k	0.0%	8.5%	8.0%	0.0%	0.0%	4.9%	16.4%
\$100k to \$150k	0.0%	6.8%	16.0%	100.0%	23.1%	19.5%	20.3%
Greater than \$150k	80.0%	8.5%	12.0%	0.0%	38.5%	41.5%	39.4%

Figure 3

Respondent Household Income by Age						
HH Income Level	18 - 24 years old	25 - 34 years old	35 - 44 years old	45 - 54 years old	55 - 64 years old	65 or older
0\$ to \$25k	55.0%	13.0%	0.8%	4.0%	11.4%	9.6%
\$25k to \$50k	25.0%	14.8%	8.7%	8.7%	8.9%	12.1%
\$50k to \$75k	10.0%	20.4%	11.1%	2.4%	10.8%	14.1%
\$75k to \$100k	5.0%	13.0%	18.3%	6.3%	9.5%	22.2%
\$100k to \$150k	5.0%	9.3%	19.8%	23.0%	20.9%	18.2%
Greater than \$150k	0.0%	29.6%	41.3%	55.6%	38.6%	23.7%

Figure 4

Davidson Affordability Response by Gender				
	Female	Male	Non-binary	Prefer not to say
No	334	125	5	8
Yes	53	64	2	10

Question was "Is Davidson an affordable place to live?"

Figure 5

Concern Regarding Housing Affordability by Household Income						
Response	0\$ to \$25k	\$25k to \$50k	\$50k to \$75k	\$75k to \$100k	\$100k to \$150k	Greater than \$150k
0 - Not Concerned	2.1%	1.4%	9.0%	6.9%	15.1%	15.1%
1	6.4%	0.0%	4.5%	4.6%	5.0%	9.1%
2	4.3%	2.8%	10.4%	4.6%	3.4%	13.4%
3	6.4%	9.9%	11.9%	12.6%	14.3%	14.7%
4	14.9%	12.7%	16.4%	17.2%	18.5%	17.2%
5 - Very Concerned	66.0%	73.2%	47.8%	54.0%	43.7%	30.6%

Survey question was "How concerned are you about Davidson's housing affordability?"

Figure 6

Increasing Housing Affordability Responses				
Response	Female	Male	Non-binary	Prefer not to say
0 - Very Negatively	16	23	1	4
1	25	17	2	3
2	26	32	0	4
3	48	26	0	2
4	76	35	0	1
5 - Very Positively	208	70	3	4

Question: How would increasing housing affordability affect Davidson?

Figure 7

HHIC of Renters and Owners vs Housing Cost		
	Own	Rent
0\$ to \$25,000		
\$0 to \$625	70.6%	4.5%
\$1,251 to \$1,875	5.9%	31.8%
\$1,876 to \$2,500	11.8%	9.1%
\$2,501 to \$3,750	5.9%	0.0%
\$626 to \$1,250	5.9%	54.5%
\$25,001 to \$50,000		
\$0 to \$625	52.9%	6.1%
\$1,251 to \$1,875	8.8%	18.2%
\$1,876 to \$2,500	5.9%	3.0%
\$626 to \$1,250	32.4%	72.7%
\$50,001 to \$75,000		
\$0 to \$625	40.4%	0.0%
\$1,251 to \$1,875	14.9%	55.6%
\$1,876 to \$2,500	6.4%	11.1%
\$2,501 to \$3,750	2.1%	0.0%
\$626 to \$1,250	36.2%	33.3%
\$75,001 to \$100,000		
\$0 to \$625	37.3%	5.3%
\$1,251 to \$1,875	35.8%	52.6%
\$1,876 to \$2,500	7.5%	5.3%
\$2,501 to \$3,750	0.0%	5.3%
\$626 to \$1,250	16.4%	21.1%
Greater than \$3,750	3.0%	10.5%
\$100,001 to \$150,000		
\$0 to \$625	33.9%	0.0%
\$1,251 to \$1,875	28.4%	20.0%
\$1,876 to \$2,500	14.7%	0.0%
\$2,501 to \$3,750	8.3%	20.0%
\$626 to \$1,250	13.8%	20.0%
Greater than \$3,750	0.9%	40.0%
Greater than \$150,000		
\$0 to \$625	26.3%	0.0%
\$1,251 to \$1,875	12.9%	66.7%
\$1,876 to \$2,500	27.8%	0.0%
\$2,501 to \$3,750	21.5%	0.0%
\$626 to \$1,250	4.8%	16.7%
Greater than \$3,750	6.7%	16.7%

Bolded red font indicates cost-burdened respondents

Appendix E: Interviews with Nonprofits and Developers

Town of Davidson Affordable Housing Needs Assessment Nonprofit Organization Interviewees

Name of the Nonprofit Organization	Name of the Interviewee	Title	Date of the Interview
Habitat for Humanity Charlotte Region	Laura Belcher	President and CEO	2/15/22, 2pm
Davidson Housing Coalition	Gerald Wright	Executive Director	2/16/22, 10am
Davidson Housing Coalition	Margaret Martens	Chair of the Board	3/10/22, 10am
Davidson Housing Coalition	Margo Williams	Chair Emeritus	3/10/22, 10am
Davidson Community Foundation	Dave Cable	Co-Chair	2/17/22, 9am

Developer Interviewees

Name of the Developer	Name of the Interviewee	Title	Date of the Interview
Laurel Street	Lee Cochran	Senior Vice President	3/17/22, 11:30am
Meeting Street Homes & Communities	Joe Roy	Founder, Land Acquisition & Development	3/8/22, 2pm
Sauss Burbank	Jim Burbank	Chairman	3/8/22, 3pm
Bayard Development	Ken Holbrooks	Partner	3/8/22, 1pm
Blue Heel Development	Matt Gallagher	Lead Development, Charlotte; Land Development Manager	3/10/22, 2pm
John Marshall Custom Homes	Rodney Graham	Owner	3/10/22, 1pm



Town of Davidson Affordable PlanTown of Davidson Affordable Housing Needs Assessment



PREPARED BY:



**LIVE
DAVIDSON**

2022

Acknowledgements

Preparation of the Town of Davidson Affordable Housing [Needs Assessment Plan](#) was a collaborative process involving numerous town officials, stakeholders, and community members. We are grateful to all those involved for giving their time, talents, and expertise in support of this effort.

Board of Commissioners

Rusty Knox, Mayor
Tracy Mattison-Brandon, Commissioner
Jane Campbell, Commissioner
Matthew Dellinger, Commissioner
Ryan Fay, Commissioner
Autumn Rierson-Michael, Commissioner

Affordable Housing and Equity Board

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Jennifer Fear
Mary Kim Folds
Annie Porges
Jayme Sponsel
John Quinn
Mary Walsh
Monica White
Elizabeth Wilson
Laura Belcher, ex officio
Gerald Wright, ex officio

Nonprofit Partners

Davidson Community Foundation
Dave Cable, Co-Chair
Davidson College
David Holthouser, Director of Facilities & Engineering
Habitat for Humanity, Charlotte Region
Laura Belcher, President & CEO
Davidson Housing Coalition
Gerald Wright, Executive Director
Margaret Martens, Board Chair
Margo Williams, Chair Emeritus

Development Community

Bayard Development
Ken Holbrooks, Partner
Blue Heel Development
Matt Gallagher, Lead Development, Charlotte; Land Development Manager
John Marshall Custom Homes
Rodney Graham, Owner
Laurel Street
Lee Cochran, Senior Vice President
Meeting Street Homes & Communities
Joe Roy, Founder, Land Acquisition & Development
Saussy Burbank
Jim Burbank, Chairman

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Please note that the data referred to in this document represents the most recent, up-to-date information available from various industry sources and from the Davidson community at the time of this plan's creation. The needs assessment, findings and recommendations are based on research conducted in 2021- 2022 that includes best practices across the field, community surveys, and stakeholder interviews. This document should be used as resource and a tool for decision makers within the Town of Davidson, including town staff and elected officials, to implement and improve practices as they relate to housing affordability in the community.

Introduction

OnPointe Partners was contracted to review the Town of Davidson's Affordable Housing Program and complete the following tasks:

- ❖ Update the 2017 UNC-Charlotte Urban Land Institute Report
- ❖ Identify current and future affordable housing needs within the town and outline next steps to address those needs.
 - Identify other funding sources
 - Provide multiple prioritization and implementation options based upon various levels/sources of funding
- ❖ Recognize the housing strategies and programs provided by the non-profit partners in the community in order to maximize overall outcomes from an affordable housing perspective
- ❖ Prepare and implement a community engagement program including a survey
- ❖ Evaluate seven town owned properties for recommended use regarding unit count, unit housing type, homeownership, rental, and target AMI level for each site.

This report is meant to be a guide to the steps needed to improve Affordable Housing, not to be a strict directive in the Town of Davidson. The project team ~~We~~ has endeavored to find solutions that lead to success based on historic operations, industry best practices, current market conditions, and the current status of housing in the Town of Davidson.

About the Firm

OnPointe Partners is a Commercial Real Estate Consulting Firm based in Charlotte, North Carolina. Since 2011, they have consulted, developed, and brokered over three million square feet of Commercial Real Estate. They specialize in market and feasibility studies on various types of Commercial Real Estate to include Mixed Use, Retail, Industrial, Multifamily, and Historic developments.

II. Problem/Needs Assessment

The Town of Davidson seeks solutions to develop a data and context driven Affordable Housing [Needs Assessment Plan \(the "Plan"\)](#) for guidance and direction in addressing the town's affordable housing needs.

According to MLS Canopy, the Average Home Sales Price in Davidson rose from \$329,000 in 2019 to \$446,100 in 2021. In a recent analysis from Zillow, Davidson's year-over-year home price rose by 28.4% in June 2022. Affordable Housing is more difficult to attain in Davidson for the average buyer and renter than elsewhere in the region. Additionally, the cost to construct and develop affordable housing remains a growing challenge. While the cost of framing lumber has fallen slightly in recent months, it still recorded a 34% year-over-year increase in August¹. Though interest rates have retreated slightly since July 2022, they still remain elevated compared to the last 12 years. In fact, from August 2021 (2.85%) to August 2022 (5.1%), mortgage rates have swelled by 2,250 basis points. This increase in the interest rate adds \$450/month to the mortgage payment of a \$450,000 home.

III. History/Historical Overview

As evidenced by the Core Values statement and Strategic Plan Goals listed below, the Town of Davidson recognizes the importance of affordable housing and equity and seeks to offer affordable housing as a potential next step and solution as the town works towards progress in these critical areas.

Town of Davidson Core Value:

Davidson's historic mix of people in all income levels and ages is fundamental to our community, so town government will encourage opportunities, services, and infrastructure that allow people of all means to live and work here.

Town of Davidson 2022-23 Strategic Goal:

AFFORDABLE LIVING, EQUITY & INCLUSION: Work together to create a culture of belonging, address our past inequities, provide opportunities for all, treat everyone with respect and dignity and recognize every voice.

- Prioritize and implement recommendations from the Affordable Housing Plan

According to **City-Data**, the estimated median house or condo value in Davidson in 2017 was \$466,123. This value has increased over three years. Suffice it to say that the current sales prices of homes far exceed what low-income and moderate-income households can afford.

Rents for apartments in Davidson have also far exceeded what a low-to-moderate income wage earner can afford. The median gross rent of all properties in 2017 was \$1,166. Current rents at one

¹ Data is from Fastmarkets RSI American Forestry Report, August 5, 2022.

of the arguably more 'affordable' apartment complexes in town range from \$1240 - \$1830 for a one-bedroom unit and \$1450 - \$2240 for a two-bedroom unit. These rents and home prices make it very difficult to truly afford to live in Davidson.

Since the 1990s, affordable housing in Davidson has been facilitated by nonprofit organizations using tax credits and other federal and state subsidies, including the Davidson Housing Coalition and Habitat for Humanity. The town has also had a mandatory inclusionary zoning (IZ) program in place since that time. The IZ mandate has generated over 80 single family units and rental apartments to date. The town has used funds generated through the IZ program, referred to as payment-in-lieu funds, to enhance affordable housing in a multitude of ways, including purchasing six naturally affordable homes, partnering with a developer to produce new units, providing down payment assistance, and helping with critical repairs to existing homes.

To help address the affordable housing concern in Davidson, UNC-Charlotte Urban Institute conducted a housing needs assessment in 2017. The purpose of the study was to review the housing needs of the town within the context of population, employment trends, rising housing and land values, and community concerns and to provide an assessment of the state of affordable housing in Davidson.

While the study helped to clearly identify the need for more affordable units in town, it did not set forth any recommendations for how the town might go about practically achieving its stated goals to help preserve housing affordability for residents. The 2017 assessment was a highly effective tool that better enabled the project team developing this Plan to approach the housing affordability question with greater context and nuance and allowed them to focus on deeper and meaningful engagement and creating more impactful next steps for the town.

IV. Methodology

The project team, with assistance and oversight from Town of Davidson staff, developed a robust methodology for approaching this important work. They created a detailed plan for community outreach and engagement, creating a comprehensive but approachable survey for community members to complete, connecting with key nonprofit and developer stakeholders, and offering numerous opportunities for community and board feedback throughout the process.

V. Community Outreach & Engagement

There was a great deal of effort to get the community engaged in the process, particularly to complete a comprehensive survey to collect data on the community's needs and impressions about affordable housing in Davidson. As it relates to the survey, the response rate and sample size are more than adequate to be considered statistically significant and the results are reflective of the true pulse of the community.

Below please find further information about the approach:

Outreach & Engagement Summary

LiveDavidson Survey & Community Meetings

In support of the LiveDavidson Survey and Community Meetings, the project team partnered with the Town of Davidson Communications Department, area nonprofits and businesses, and local volunteers to share information about the effort and help amplify the message. The Town of Davidson publicized information about the survey and community meetings, sent word out about LiveDavidson repeatedly via the town's email platform, and shared that information on their website and social media platforms. The project team specifically focused on the target audience, defined below, and focused extra efforts to engage that segment of the Davidson community.

Survey Details:

Survey Launch - March 14, 2022

Survey Completion - April 18, 2022

Total Respondents – 752

Housing & Equity Board Meeting Details:

Board Meeting December 16, 2021

Sub Committee Meeting March 17, 2022

Board Meeting March 22, 2022

Sub Committee Meeting April 28, 2022

Sub Committee Meeting May 10, 2022

Three (3) Community Meetings Details:

In Person Community Meeting #1	Ada Jenkins	February 27, 2022	Attendance 31
In Person Community Meeting #2	St. Albans	March 30, 2022	Attendance 22
In Person Community Meeting #3	Ada Jenkins	May 12, 2022	Attendance 21

Promotion

February 7, 2022

March 14, 2022

May 12, 2022

May 12, 2022

- LinkedIn Engagement 222
- Twitter Engagement 46
- Facebook Engagements 218

Outreach & Engagement for Survey & Meetings

1. Online Virtual Town Annual MLK Jr Program Promotion *Jan 17, 2022*
2. In Person Flier Outreach Survey Promotion *Feb 9, 19, 27, 2022*
3. In Person Flier Outreach for Community Meeting #1 *Feb 19, 27, 2022*
4. In Person Pop Up Raeford's Barber Shop *February 12, 2022*
Engaged 18
5. In Person Pop Up Ada Jenkins Loaves & Fishes Distribution *March 9, 2022*
Engaged 22

Target Audience

The project team understood that some key points of view essential to the success of the engagement efforts would come from [West Davidson neighborhoods](#), where internet access is not guaranteed, and COVID-19 remained a top concern. As a result, Davidson College volunteers went door-to-door for in-person engagement with West Davidson residents which could happen safely outside and might better inform citizens of the LiveDavidson effort. The volunteers also brought paper copies of the survey for people to complete and transcribed the data by hand to ensure it could be evaluated with other community data.

It was also crucial to engage employees who work for the Town of Davidson, as well as other businesses in town. Input from workers in Davidson would be critical for the project team to [provide more accurate findings better develop recommendations that could help on how](#) the town [could](#) take steps forward with regards to housing affordability in the future.

Diversity & Equity Outreach

Outreach efforts included Fliers, Facebook, Constant Contact, Email Blasts, Online News & Events

- Bridge Program & Special Literacy Coordinator
- Ada Jenkins Center Economic Mobility /Impact and Engagement
- Connections that Count/Conexiones que Cuentan
- Contacto Servicios de Alcance
- Latino Outreach Services
- Community Bookshelf
- Reading In Color
- Senior Outreach Services
- Davidson K-8 School
- Prosperausa.org
- Davidson College Hispanic Community Program
- Charlotte Mecklenburg Library | Davidson Branch Library
- Davidson College CIVIC ENGAGEMENT
- Davidson Cornelius Child Development Center
- Eliminate the Digital Divide (E2D)
- DavidsonLearns.org

Public Notice outreach efforts included Fliers, Facebook, Twitter, LinkedIn

- Davidson Village Network
- Davidson Farmers Market
- Hopewell Baptist Church
- Davidson United Methodist Church
- Livable Meck
- North Harbor Club
- Main Street Books
- Milk Bread
- Summit Coffee
- Gethsemane Baptist Church
- Reeves Temple A.M.E. Zion Church
- St. Albans Episcopal Church
- Columbus Chapel A.M.E. Zion Church
- Concord /Harrisburg /Mooresville /Davidson NC Vendors
- Cornelius Today
- News of Davidson
- North Mecklenburg News
- The Patch
- QCity Metro
- Small Business Consortium

VI. UNC-Charlotte Housing Needs Assessment (2107) Update

The update to the 2017 UNC-Charlotte Urban Land Institute Report provided key insight into the Town of Davidson's demographics, real estate market, and housing affordability.

As of the most recent data available from the American Community Survey, the Town of Davidson has an older population with a median age of 37.2 years compared to 34.2 for the City of Charlotte. Davidson's percentage of white residents rose from 80% in 2014 to 86% in 2019. No other racial demographic saw ~~an~~ percentage increase. In terms of persons living where they work, only 9% of people who live in Davidson also work in Davidson. This was the lowest percentage of the peer group (which consisted of Davidson, Charlotte, Cornelius, Huntersville, and Mooresville). Davidson's median household income (\$124,853) is the highest of the peer group and is 48.3% higher than Charlotte's median household income.

Davidson's real estate market boasts a substantially higher median occupied home valuation (\$448,300) than the peer group. Recent data indicates that median single-family home sales over the last year reached \$575,000 in Davidson. Homes priced between \$463,000 and \$633,000 were the largest single segment of home sales. Of the 413 single-family sales transactions over the last year, only 28 were affordable at 50% to 80% of AMI (Area Median Income) between \$47,000 and \$75,000 per year.

Housing affordability is a prevalent issue in Davidson's rental market. Davidson's median rent over the last 180 days was \$2,180/month. Of the 49 rental transactions recorded in MLS (Multiple Listing Service), only 17 were affordable at 50% to 80% of AMI. 52.7% of rental households are paying more than 30% of their income to rent. In other words, more than half of the rental households in Davidson are considered unaffordable. The largest segment of renters in Davidson has incomes at 50% or below AMI. For example, a single person making 50% of AMI can reasonably afford a rent rate of \$825/monthly. A family of 4 making 50% of AMI can reasonably afford a rent rate of \$1,177/monthly. A family of 4 making 80% of AMI can reasonably afford a rent rate of \$1,883/monthly.

In 2019, 868 households in Davidson were technically unaffordable. That number is expected to reach 1,027 by 2026. When examining the projected need for affordable housing by AMI level, **more than half** of the anticipated need for renters (281 households) will be at the **lowest** AMI level. This means that the greatest need will be at the AMI level that will be the most difficult to address. The next largest segment for renters is in the 30% to 50% of AMI category. For homeowners, the two lowest AMI categories (below 30% and 30% to 50%) are expected to have identical needs in 2026 at 157 households.

Please refer to [Appendix B: UNC-Charlotte Update Supplemental Materials](#) for more data and to the [Appendix A: Glossary](#) for term definitions.

Area Median Income

The Department of Housing and Urban Development (HUD) calculates income limits (based upon median income) for its income eligible programs. In the discussion of area median income (AMI), it is important to understand how the income levels are defined. An equally important component is understanding which occupations are at the various levels of AMI.

Charlotte-Mecklenburg Income Limit Summary (FY 2022)								
	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person	7 Person	8 Person
Extremely Low (30%)	\$19,800	\$22,600	\$25,450	\$28,250	\$32,470	\$37,190	\$41,910	\$46,630
Very Low (50%)	\$33,000	\$37,700	\$42,400	\$47,100	\$50,900	\$54,650	\$58,450	\$62,200
Low (80%)	\$52,750	\$60,300	\$67,850	\$75,350	\$81,400	\$87,450	\$93,450	\$99,500
Middle (120%)	\$79,125	\$90,450	\$101,775	\$113,025	\$122,100	\$131,175	\$140,175	\$149,250

https://www.huduser.gov/portal/datasets/il.html#2022_data

*100% AMI for a single person is \$66,000 And a family of four is \$94,200

Methodology for Davidson Calculations

The calculation of the mortgage payment assumes a 30-year mortgage, 5.1% interest rate, and a 20% down payment. It should be noted that the median down payment is currently 12%, nationally. That figure falls to 6% for people between the ages of 22 to 30 years old.²

Occupations at AMI Levels

For important information about what types of jobs individuals who qualify at the various AMI levels, please see Appendix C [here](#).

30% to 50% of AMI (\$28,000 to \$47,000)

At 30% to 50% AMI for a family of four, households could afford a housing payment of \$1,178 per month. Anything beyond that price is considered unaffordable. In the 49 rental transactions recorded in MLS, only one was affordable at 30% to 50% of AMI. In addition, of the 413 single-family sales transactions, three were affordable at this AMI level. Occupations at the AMI 30% to 50% of AMI include:

- ❖ Medic Employee (EMT)
- ❖ Office Assistant
- ❖ Maintenance Tech (Town Public Works)
- ❖ Group Fitness Instructor
- ❖ Equipment Operator
- ❖ Firefighter

² Information available at: <https://www.nar.realtor/sites/default/files/documents/2021-home-buyers-and-sellers-generational-trends-03-16-2021.pdf>

Occupations at 50% to 80% of AMI (\$47,000 to \$75,000)

At 50% to 80% AMI for a family of four, households could afford a housing payment of \$1,875 per month. Anything beyond that price is considered unaffordable. In the 49 rental transactions recorded in MLS, 17 were affordable at 50% to 80% of AMI. In addition, of the 413 single-family sales transactions, 28 were affordable at this AMI level. Occupations at 50% to 80% of AMI include:

- ❖ Fire Captain
- ❖ Police Officer, Sergeant, Lt
- ❖ Parks and Rec Program Manager
- ❖ Financial Operations Supervisor
- ❖ Teacher
- ❖ Planner

Occupations at 80% to 120% of AMI (\$75,000 to \$113,000)

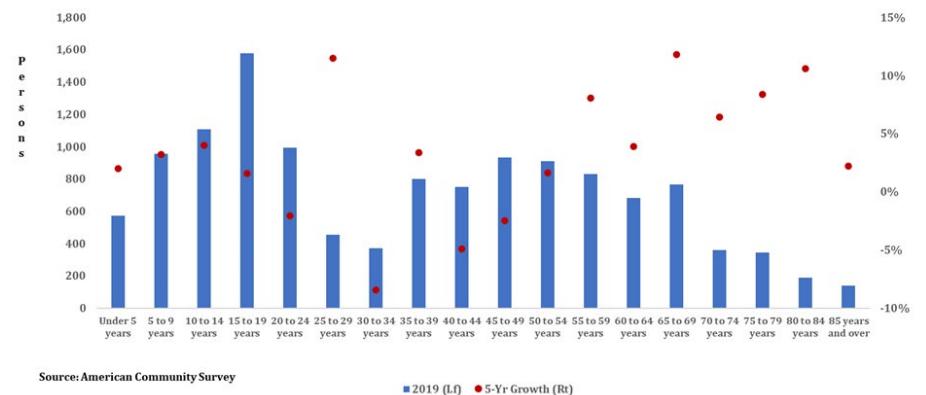
At 80% to 120% AMI for a family of four, households could afford a housing payment of \$2,825 per month. Anything beyond that price is technically unaffordable. In the 49 rental transactions recorded in MLS, 37 were affordable at 80% to 120% of AMI. In addition, of the 413 single-family sales transactions, 114 were affordable at this AMI level. Occupations at 80% to 120% of AMI include:

- ❖ Parks and Recreation Director
- ❖ Public Works Director
- ❖ Project Manager
- ❖ Planning Director
- ❖ HR Director
- ❖ Civil Engineer
- ❖ Professors
- ❖ Construction Manager

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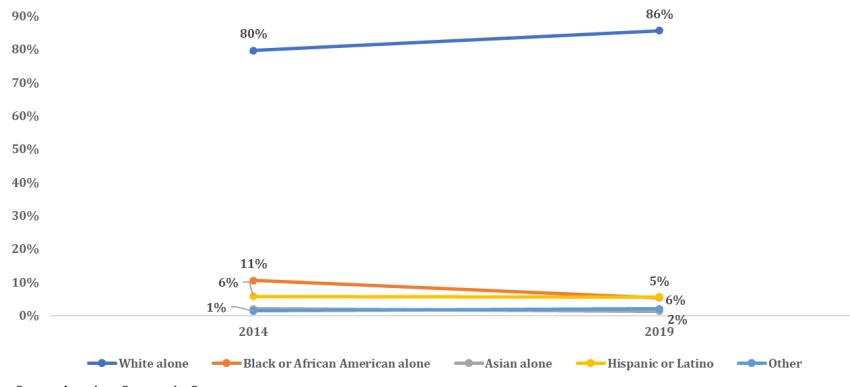
Area Demographics

Davidson Population Profile (By Age)



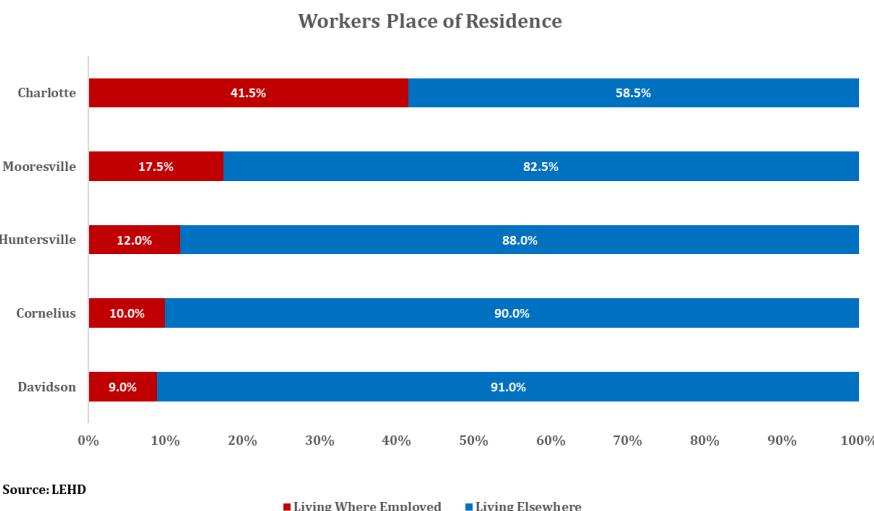
Davidson's largest population group is the 15- to 19-year-old age bracket. A smaller age group, the 25- to 29-year-olds was among the fastest-growing. The town also saw a contraction in some of the "prime working age brackets" over the last five years. Most notably, the 40- to 44-year-old and 45- to 49-year-old age brackets have both contracted considerably since 2014. The right side of this chart is also telling. Most of Davidson's fastest-growing age are in the older age brackets. Davidson's median age is 37.2 years old compared to 34.2 years for the City of Charlotte.

Davidson Racial Composition

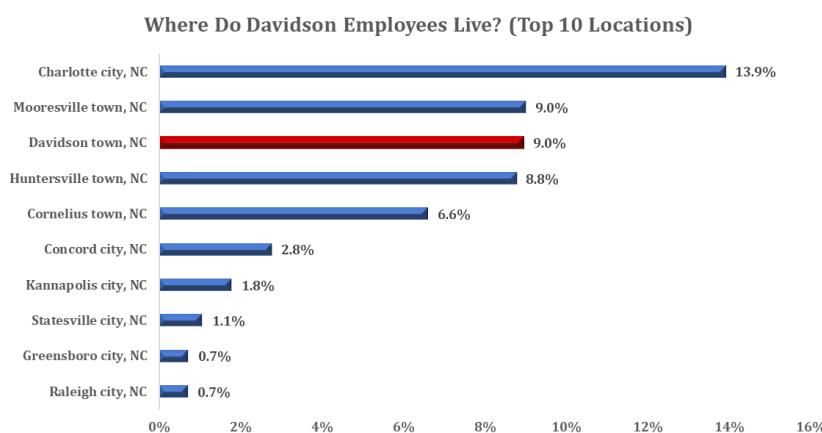


The population of Davidson is predominantly white. In the last five years, the town's composition of white residents increased from 80% to 86%. The percentage of Hispanic residents remained unchanged, and the percentage of Black residents fell dramatically from 10.5% to 5.4%.

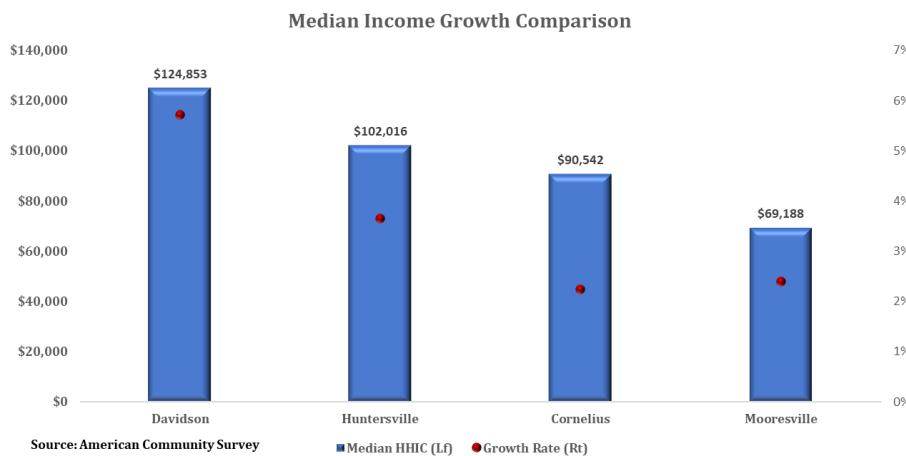
Commuting and Worker Residence



Davidson has the lowest percentage of people living where they are employed as compared to its peer group. While some of this dynamic could be driven by the lack of affordable housing, it is common to see this where smaller geographies are near a larger core city like Charlotte. Note that Mooresville has the highest number of workers living where they work relative to Davidson, Cornelius, or Huntersville. However, Mooresville is also the farthest away from Charlotte, which indicates that proximity (and commuting) likely influences this dynamic.



Income and Housing Cost



The Town of Davidson has the highest median household income of its peer group of Charlotte, Cornelius, Huntersville, and Mooresville. In fact, Davidson's household median income is 48.3% higher than Charlotte's area median income. Moreover, Davidson's household median income also has the highest 5-year compound annual growth rate (5.7%) of the comparison areas. According to data from the American Community Survey, 60.4% of Davidson households earn at least \$100,000 per year, while 40.6% of Davidson households earn less than \$100,000.

For more details about Household Income Decomposition, please see the chart in [Appendix B](#).

The Town of Davidson also finds itself in a challenging situation in terms of housing types, home valuation, gross rent paid, and more. Full information including charts and explanations may be found in [Appendix B](#).

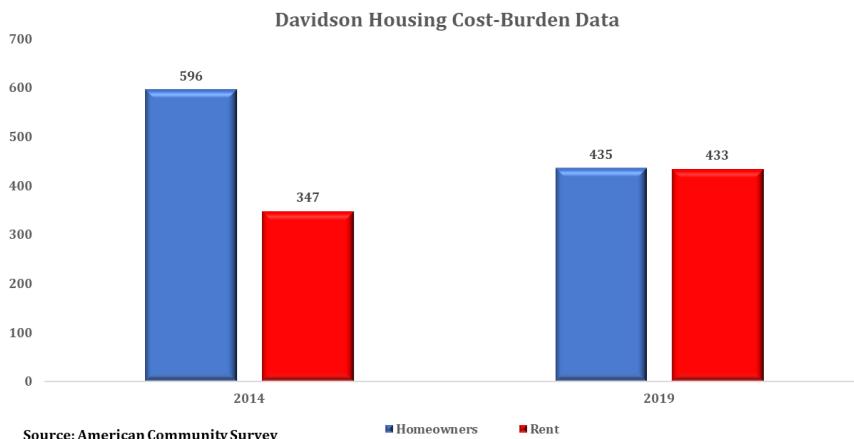
Housing Cost-Burden

The following snapshot summarizes the dynamics of Davidson's real estate market as of April 8, 2022. Less than 7% of single-family homes are affordable at 80% of AMI.

Davidson Real Estate Conditions

Property Type	Low	High	Median Price	Affordable at 80% AMI
Single-Family	\$123,000	\$2,800,000	\$575,000	6.8%
Multi-family	\$185,000	\$1,120,000	\$390,000	28.5%
Rental	\$925/Mo	\$4,500/Mo	\$2,180/Mo	34.7%

Source: Canopy MLS



The issue of housing affordability (illustrated by the graphic above) is more prevalent in the rental sector. In fact, the data in the graphic translates into 52.7% of rental households paying more than 30% of their income to rent. In other words, more than half of the rental households in Davidson are considered unaffordable.

Need for Affordable Housing

While a need for affordable housing is generally known and accepted within the Town of Davidson, there is a crucial question as to determining the precise need for affordable housing based on this moment in time. Quantifying the need will play a direct role in decisions regarding zoning, strategy execution, and other factors.

The graphic table below ([Davidson Income and Housing Composition](#)) is a calculation of the historical and projected need for affordable housing. This historical data comes from the American Community Survey (ACS). The historical ACS data shows the number of households that are paying more than 30% of their household income to housing. Generally, housing is considered affordable if a household does not spend more than 30% of their pre-tax gross annual income on rent and utilities. Based on the findings, 17% of households with a mortgage would be considered unaffordable. For rental units, the figure is even more striking, as 52.7% of rental households are paying more than 30% of their household income for housing, making it unaffordable for those residents. As a note, this figure refers to just a mortgage or rental payment as well, it does not include utilities. The total amount of utilities and rent combined is typically included in the recommended 30% threshold. Thus, with potentially even more than 17% and 52.7% of Davidson's residents currently living in a housing situation that is considered unaffordable, this clearly presents the there is clearly a need for additional affordable housing in town.

Davidson Income and Housing Composition		
Housing Units with a Mortgage		
Mortgage as a % of Income	No. of Households	% of Households
Less than 20.0 percent	1,554	60.9%
20.0 to 24.9 percent	386	15.1%
25.0 to 29.9 percent	178	7.0%
30.0 to 34.9 percent	88	3.4%
35.0 percent or more	347	13.6%
Rental Units		
Rent as a % of Income	No. of Households	% of Households
Less than 15.0 percent	154	18.3%
15.0 to 19.9 percent	153	18.2%
20.0 to 24.9 percent	61	7.3%
25.0 to 29.9 percent	29	3.5%
30.0 to 34.9 percent	94	11.2%
35.0 percent or more	349	41.5%

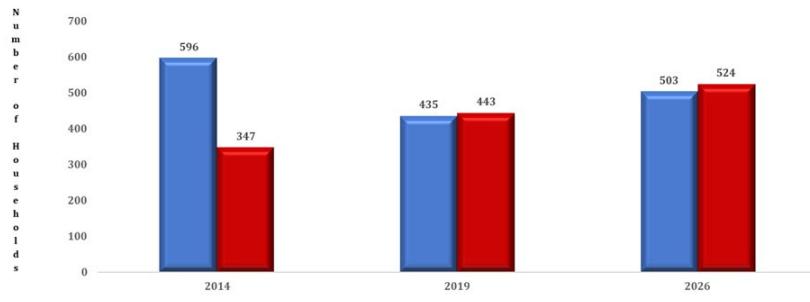
Source: American Community Survey

For the purpose of ~~For this document~~ **Needs Assessment**, a forecast of Davidson households was utilized, and a trend analysis applied to the historical data to calculate the projected need for affordable housing units by occupancy type. The analysis indicates that the need for affordable housing will increase, but there are different dynamics in play for each property type.

For owner-occupied housing, the analysis indicates that ~~cost burdened units will see growth moderate as a percentage of total units. In order words, while the percentage of cost burdened owner-occupied units will plateau, the absolute number of the number of~~ cost-burdened units will increase ~~(435 in 2019 to 503 by 2026). This increase in the need for affordable owner-occupied units is a function of the increase in housing units.~~ For rental units, the analysis indicates that cost-burdened ~~rental~~ units will continue to rise ~~(443 in 2019 to 524 by 2026). Rental units will continue to be the affordable units in highest need over owner-occupied properties, and the difference between the levels of need in each of these categories doubles by 2026.~~ ~~in absolute numbers and as a percentage of total rental units.~~

The following chart illustrates the historic and estimated need for rental and owner-occupied affordable housing:

Estimated Need for Affordable Housing (2014-2026)



Source: American Community Survey

■ Homeowner ■ Rent

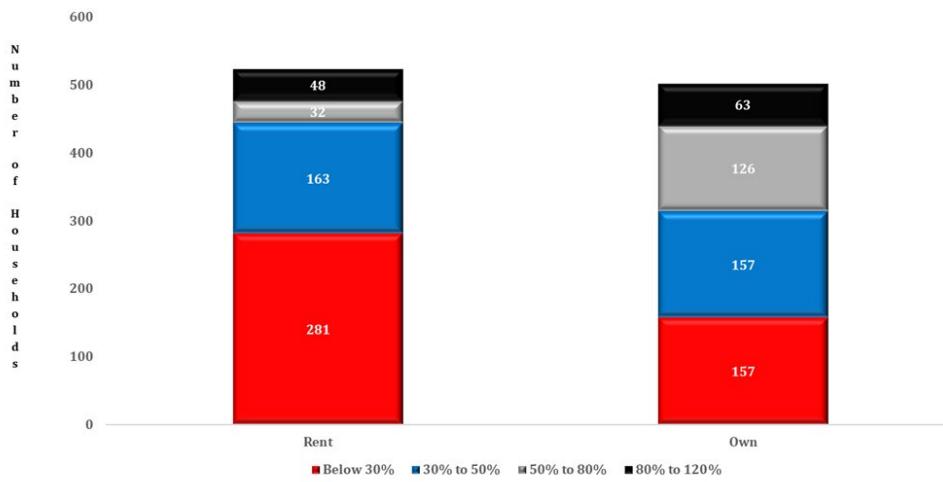
Gaining insight into the affordable housing need by AMI level will also be a key component in deciding what type of housing to build, as well as the strategies needed for the financial viability of the affordable housing real estate endeavor. [Deleted Text]

Of the 524 rental properties needed, it is estimated that over half of them may be needed by those whose household income places them in bBelow 30% AMI. Nearly 30% of the projected rental need also falls in the 30-50% AMI level. Combined, this means that of the 524 rental properties that are estimated to be needed, nearly 85% of those should be for individuals and/or families whose household income falls under 50% AMI.

Of the 503 owner-occupied households projected to be required by 2026, the estimated need is largely balanced between the three lowest AMI ranges (Below 30%, 30%-50%, and 50%-80%), and the 80-120% AMI range need will sit at about half that of the others.

The following chart illustrates the projected need for affordable housing in 2026 by AMI level.

Affordable Housing Need By AMI Level (2026)



The data provided in this Needs Assessment will hopefully help guide strategies used and decisions made by the Town of Davidson to increase its housing affordability. With such a fast-moving real estate market, it is recommended that the data and projected needs are updated regularly to ensure the town is operating with the most accurate information. Additionally, it is important to note that although the data above provides the most up-to-date and carefully calculated projections, the project team also recognizes that town leaders must balance affordable housing needs with other town values, initiatives, and budget priorities.

VII. Live Davidson Survey Results

Introduction and Executive Summary

OnPointe worked with the town to develop a community survey concerning the topic of housing affordability. These survey results will help town officials gain insight into community sentiment, affordable housing metrics, and also actions that are desired by the community regarding addressing the affordable housing issue.

The survey was conducted over a 5-week period with significant outreach ahead of and during the survey. The survey was posted on the Town of Davidson's website, on flyers at various community locations (via a QR code), and also on multiple social media platforms. A total of 752 people took part in the survey. The survey was statistically significant at a 95% confident level with a 3% margin of error.

According to the survey, 36% of respondent households earned greater than \$150,000 per year. 83% of households earning between \$50,000 and \$75,000 indicated that housing affordability is "Very important". Results indicate that 52% of households earning between \$100,000 and \$150,000 housing affordability is "Very important". Of survey respondents 78.5% were white and 8.7% were black.

Sixty two percent of respondents had positive comments regarding housing affordability. These were the most mentioned positive words or sentiments: Afford/affordable (129 mentions), community (38 mentions), teachers (25 mentions), and reasonable (19 mentions). Sixteen percent of respondents had negative comments regarding affordable housing. These were the most mentioned negative comments: Crime (nine mentions), Section 8 (eight mentions), cheap (six mentions), subsidized (six mentions), and higher taxes (five mentions).

A total of 78.5% percent of survey respondents found Davidson to be unaffordable. While 74% of households making over \$100,000 per year say that Davidson is unaffordable, 3.9% of homeowners are housing cost burdened and 34% of renters are housing cost burdened.

Pursuing grants (420 selections) and public-private partnerships (400 selections) were the most popular measures to facilitate affordable housing. Townhomes (ranked first) and single-family homes (ranked second) were the most popular housing types for affordable housing.

To see the full list of survey questions and responses, please see [Appendix D](#). Data analysis is also available in [Appendix D](#) immediately following the survey results.

VIII. Interviews with Nonprofits and Developers

The project team identified several key stakeholders in town who are leaders in the nonprofit and development community. It would be critical to hear feedback from these important groups to be able to best offer creative solutions to ensure housing affordability in Davidson. The list of stakeholders is provided in [Appendix E](#).

Every individual and organization the team interviewed was in support of affordable housing in the Town of Davidson. The overall sentiment reflected a high interest in doing their part to make affordable housing efforts successful in Davidson.

Some common themes emerged from these conversations:

- Town staff not fully understanding the real estate development community and what it takes to get an affordable project completed
- The rising cost of housing and how it affects providing affordable housing
- Payment-in-lieu funds and how they are being currently used
- Payment-in-lieu funds policy not constructive as it stands
- Zoning constraints and the inability to make adjustments that would add to the profitability of a project.
- The belief that there are not enough funds available to support making a project successful for affordable housing
- Donation of town-owned land to reduce the overall cost of projects
- Continuing the old way of operation instead of looking for new solutions

The interviews and subsequent discussions led to several valuable suggestions, many of which have been incorporated into the Recommendations portion of this [PlanNeeds Assessment](#).

IX. Property Analysis

Town staff identified seven eight properties for analysis by OnPointe as potential locations for affordable housing. The following information is not intended to be a direct recommendation to utilize these properties. Further analysis is needed, including the considerations listed below.

Development Constraints

The following must be completed on all properties to determine the exact number of affordable units that can be constructed on the property, in addition to unit mix and construction type.

Typically, this is a part of the development process.

- Survey
- Soil testing
- Architectural design
- Market analysis and financial feasibility

The following are zoning and construction restrictions from the Davidson Planning Ordinance (DPO) that may limit the number of units that can be developed on a specific property, thereby limiting the number of affordable units for a given project. Additionally, these restrictions vary from parcel to parcel.

- Lake Norman Watershed Overlay District
- Height restrictions
- Local Historic District
- Village Infill Overlay District
- Frontage requirements (i.e. street or pedestrian way)
- Open space requirements
- Alley requirements
- Building type requirements

The cost of housing construction and land acquisition is constantly rising. Based on current market conditions, it should be expected that these costs will continue to rise and present challenges for creating affordable housing. Currently, the average cost of construction is approximately \$145 per square foot. This amount is calculated based on a unit size of a 1,500 square foot home. This value does not consider land acquisition, legal, soft or rezoning costs. The Town of Davidson is one of the wealthiest municipalities in the State of North Carolina, which exasperates exacerbates the cost of developing affordable housing. It is expected that to have a diverse community, the need and burden of providing affordable housing is an even greater challenge for the Town of Davidson.

Analysis of Town-Owned Properties

The following properties were evaluated as sites for potential future affordable housing. The following presents findings [and recommendations](#) from the analysis.

4. West Davidson Properties (202 and 144 Mock Rd.)

Parcels: 00323521, 00323511

Size: +/-0.385 ac.

Zoning: Village Infill Planning Area (VIP), Village Infill Overlay District (Red); Lake Norman Critical Watershed Overlay

Current Land Use: Two single-family homes

Built Environment Context: Single-family homes

Topography: Relatively flat



Source: Mecklenburg County, Polaris 3G

Recommendation Findings: Townhome units (3-4) would maximize the affordable housing development potential on these parcels. No rezoning required.

Additional Considerations:

- Village Infill Overlay District (Red): 35' maximum height permitted
- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Alley access required for townhomes if garages included
- Open space requirements (10%, of which 5% must be park/public space)
- [Historic Designation: Both 202 and 144 Mock Rd are noncontributing to the National Register Historic District](#)
- Potential future expansion of Local Historic District to this neighborhood
- [Would require tear down Consideration of existing homes on this site and reuse, explore potential for moving and preserving/rehabilitating these structures](#)

Commented [LL2]: Both of these homes are considered "noncontributing" to the NR historic district. This means that these structures were not yet built during the period of significance for the district OR they do not relate to the documented national significance of the district.

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Builder/Developer

2. Armour Street Theater Properties (N/A, 307 and 313 Armour Street)

Parcels: 00327565, 00327507, 00327511

Size: +/- 0.618 ac.

Zoning: Village Infill Planning Area (VIP), Lake Norman Critical Watershed Overlay

Current Land Use: Former church used as a community theater; informal gravel parking lot

Built Environment Context: Duplexes and single-family homes

Topography: Relatively flat



Source: Mecklenburg County, Polaris 3G

Findings Recommendation: Townhomes and mixed-income development. Four new townhome units could be constructed for mixed-income buyers. Three new affordable housing units could be constructed inside the former church. No rezoning required.

Additional Considerations:

- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Open space requirements (10%, of which 5% must be park/public space)
- Alley access required for townhomes if garages included
- Historic Designation: None, however the church building (ca 1960) is located adjacent to the existing National Register Historic District and could be considered for future inclusion
- Renovation Adaptive reuse of old historic church building
- Davidson Community Players currently has a long-term lease with the town for use of the church building

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Builder/Developer

DRAFT

3. New Town Hall Parcel and Adjacent Parcel (251 and 235 South Street)

Parcels: 00071319, 00701320

Size: +/-3.01 ac.

Zoning: Village Infill Planning Area (VIP), Village Infill Overlay District (Green)

Current Land Use: 251—Former school building and accessory gym; Currently under construction for new town hall and community center;

Built Environment Context: Single-family homes

Topography: Relatively flat with significant drop in elevation bisecting the site; topography falls off toward water course at far eastern border of site



Source: Mecklenburg County, Polaris 3G

Finding: Townhomes and mixed-income development would could be appropriate here. Analysis suggests that 21 townhomes could be built on this site. Street frontage requirement could present challenges. Street or pedestrian way connecting Hillside Drive to Cathey Street would help facilitate maximizing affordable housing potential on this site. No rezoning required.

Additional Considerations:

- Village Infill Overlay District (Green): 32' maximum height permitted
- 235 South Street is not a town-owned parcel. It was included in this analysis as the current owner has expressed interest in using the parcel to support affordable housing
- Alley access required for townhomes if garages included
- Frontage requirement on street or pedestrian way
- Open space requirements (10%, of which 5% must be park/public space)
- Potential connection between Hillside Drive and Cathey Street
- Topography and Post-Construction buffer surrounding water course
- Historic Designation: Existing school (1948) and accessory gym (1937) are registered designated historic landmarks and are contributing to the National Register Historic District. Though not currently part of a local historic district, these parcels could be considered for future inclusion.

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Builder/Developer, Owners of 235 South Street

4. Pump House Properties (865 South Street)

Parcels: 00704202A (Davidson), 00704202B and 00704205 (Cornelius)

Size: +/-3.96 ac.

Zoning: Village Infill Planning Area (VIP) – Davidson; Town Center –Cornelius

Current Land Use: Former sewer pump station currently used as Town of Davidson Parks and Recreation offices

Built Environment Context: Davidson K-8 School, The Pines at Davidson (senior living retirement community; Kincaid Trail Greenway; power line easement; single-family homes (Cornelius)

Topography: Relatively flat; Parcel 007202B falls off toward water course



Source: Mecklenburg County, Polaris 3G

Findings Recommendation: Townhomes and mixed-income development. Twenty-one townhomes could be constructed. No rezoning required but rectifying municipal boundaries with Cornelius is imperative.

Additional Considerations:

- Surface Water Improvement Management (SWIM) buffers surrounding water courses
- Open space requirements (10%, of which 5% must be park/public space)
- Alley access required for townhomes if garages included
- Access easement through Davidson K-8 School site
- Frontage requirement on public street or pedestrian way
- Historic Designation: None
- Consider adaptive reuse of Retaining/repurposing/demolishing Pump House building

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Builder/Developer, Cornelius

5. Potts-Sloan Properties (120 and 228 Sloan Street, N/A, 100 and 109 Potts Street)

Parcels: 00325309, 0032510, 00325311, 00325313

Size: +/-1.79 ac.

Zoning: Village Infill Planning Area (VIP); Village Infill Overlay District (Red); Lake Norman Critical Watershed Overlay

Current Land Use: Mostly vacant; one vacant home

Built Environment Context: Single-family residential; Future Potts-Sloan-Beatty roadway

Topography: Sloped with stream through the middle of the site



Source: Mecklenburg County, Polaris 3G

Findings/Recommendations: This site presents a unique set of circumstances. The long-planned Potts-Sloan-Beatty roadway connector will bisect the site. Given this, it is recommended to wait until construction is completed before exploring development opportunities on this site. However, townhomes or single-family homes would be most appropriate here with newly found street frontage.

Additional Considerations:

- Alignment and construction of the Potts-Sloan-Beatty connector
- Village Infill Overlay District (Red): 35' maximum height permitted
- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Open space requirements (10%, of which 5% must be park/public space)
- Post-Construction buffers surrounding water courses
- Alley access required for townhomes (if garages included) or single-family homes on lots 60' wide or less

- Frontage requirement on public street or pedestrian way
- Historic Designation: 228 Sloan St is noncontributing to National Register Historic District due to heavy alteration. Though not currently part of a local historic district, these parcels could be considered for future inclusion.
- Historic preservation/Rehabilitation of a portion of the Torrence House

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Builder/Developer

6. Public Works Parcels (206 Potts Street, 213 Gamble Street, N/A, and 215 Crane Street)

Parcels: 00325221, 00325220, 00325222, 00325213

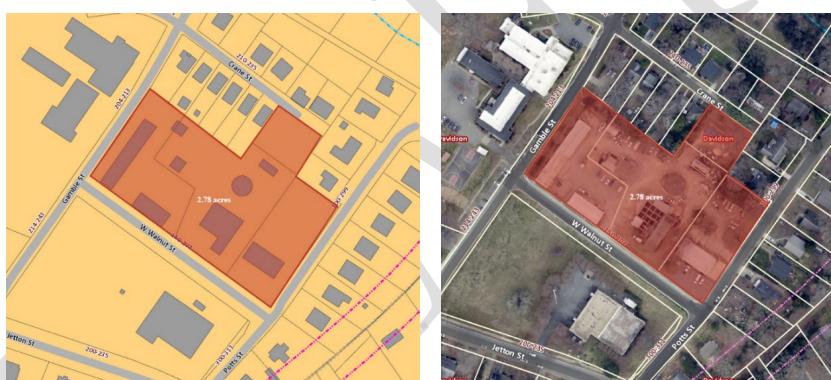
Size: +/-1.79 ac.

Zoning: Village Infill Planning Area (VIP); Lake Norman Critical Watershed Overlay

Current Land Use: Former and existing Public Works Department offices and facilities

Built Environment Context: Single-family residential; Ada Jenkins Center; AT&T building

Topography: Flat



Source: Mecklenburg County, Polaris 3G

RecommendationFindings: The long-planned Potts-Sloan-Beatty roadway connector would flank the eastern border of the site. Additionally, the Public Works Department would need to be relocated. However, 26 townhomes would be most appropriate here. Single-family homes would be appropriate on Crane Street.

Additional Considerations:

- Alignment and construction of the Potts-Sloan-Beatty connector
- Surrounded by Village Infill Overlay District (Red): 35' maximum height permitted
- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Alley access required for townhomes (if garages included) or single-family homes on lots 60' wide or less

- Open space requirements (10%, of which 5% must be park/public space)
- Relocation of Public Works Department (estimated \$7.9 million)
- Historic Designation: Buildings associated with the Davidson Water Treatment Plant Complex are contributing to the National Register Historic District. This includes the main office (ca. 1948), water tower (ca. 1948), and water treatment tank (ca. 1948).
- Demolition of existing buildings and any costs associated with site remediation and consider repurposing/adaptive reuse of main water plant building

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Soil Testers (Phase 1),
Builder/Developer

7. Town Center Properties [A] (Multiple Parcels with No Physical Address)

Parcels: 00325807, 00325823, 00325817, 00325834, 00325822, 00325826, 00325827, 00325809

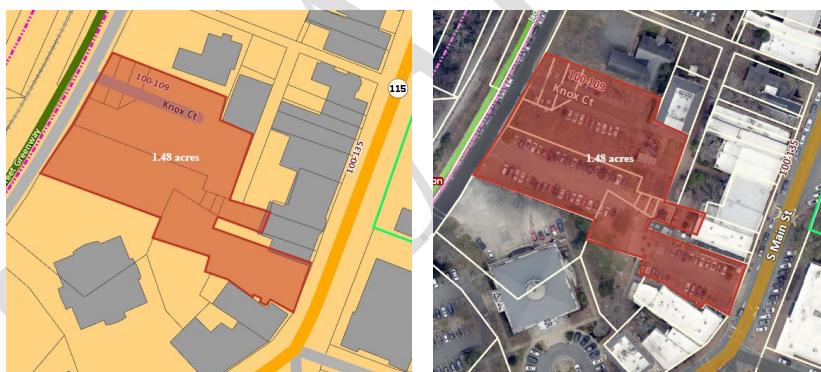
Size: +/-1.48 ac.

Zoning: Village Center (VC) and Village Commerce (VCOMM) Planning Areas; Lake Norman Critical Watershed Overlay; Local Historic District

Current Land Use: Existing public parking, tot lot playground, Downtown Gathering Space

Built Environment Context: Downtown commercial district; Town Hall

Topography: Gently sloping towards Jackson Street



Source: Mecklenburg County, Polaris 3G

RecommendationFindings: A multi-story, mixed-income apartment building could be constructed on parcels facing Jackson Street using built-upon-area averaging to secure additional impervious allocation. Four-story storefront buildings are permitted in the Village Commerce Planning Area fronting Jackson Street. Approximately 45 apartment units could be accommodated in a four-story building.

Additional Considerations:

- Less-Reconfigure downtown public parking
- Recent public infrastructure project: Downtown Gathering Space

- **Historic Designation: Located in both the National Register and Local Historic Districts.**
Construction in the Local Historic District requires a Certificate of Appropriateness (COA) from the Historic Preservation Commission (HPC)
- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Open space requirements (5%, of which 5% must be park/public space)
- Storefront building requirements (i.e. transparency)

Development Process: Individual Building (DPO Section 14.9)

Consultants/Partners Required: Surveyor, Engineer, Builder, Historic Preservation Commission

8. Town Center Properties [B] (111 N. Main Street, NA, 156 Jackson Street)

Parcels: 00325705, 00325726, 00325725

Size: +/-0.70 ac.

Zoning: Village Center (VC) and Village Commerce (VCOMM) Planning Areas; Lake Norman Critical Watershed Overlay; Local Historic District

Current Land Use: Existing Post Office Plaza with public art; public parking

Built Environment Context: Downtown commercial district

Topography: Flat



Source: Mecklenburg County, Polaris 3G

Findings Recommendation: A multi-story apartment building could be constructed on parcels facing Jackson Street using built-upon-area averaging to secure additional impervious allocation. Four-story storefront buildings are permitted in the Village Commerce Planning Area fronting Jackson Street. Approximately 20 apartment units could be accommodated in a four-story building.

Additional Considerations:

- Loss of Reconfigure public downtown public parking
- Historic Designation: Located in both the National Register and Local Historic Districts. Construction in the Local Historic District requires a Certificate of Appropriateness (COA) from the Historic Preservation Commission (HPC)
- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Open space requirements (5%, of which 5% must be park/public space)
- Storefront building requirements (i.e. transparency)

Development Process: Individual Building (DPO Section 14.9)

Consultants/Partners Required: Surveyor, Engineer, Builder, Historic Preservation Commission

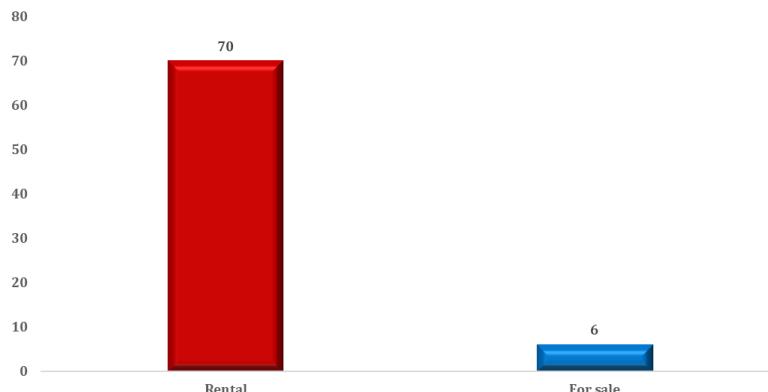
X. Recommendations

This [plan](#) [Needs Assessment](#) is intended to be a guide for the Town of Davidson in setting the direction for the town's Affordable Housing efforts. The [Needs Assessment](#) [plan](#) intends to offer goals for the town to look toward in the future, based on the current data and trends, as well as recommendations [that can help inform](#) [for](#) how the town can achieve more housing affordability for its residents. This section highlights specific goals based upon current data, public feedback, and market trends. Funding [options](#) and policy recommendations are also included as a means to achieve increased housing affordability for current and future Davidson residents.

Goals: For sale and rental units

While projected need for affordable units is one thing, realistic goals for affordable housing must be established. Based on Davidson's current affordable housing ordinance, 12.5% of new households would be affordable. The graphic below details the goals for affordable housing in Davidson. Note that the figures are slanted heavily towards rental units. This is because a) the data indicates that housing affordability is more of an issue in the rental market and b) land cost, cost-to-build, and the single-family sales market suggest that opportunities to execute affordable housing for sale will be sparse with a higher degree of difficulty.

Housing Affordability Goals (By 2026)

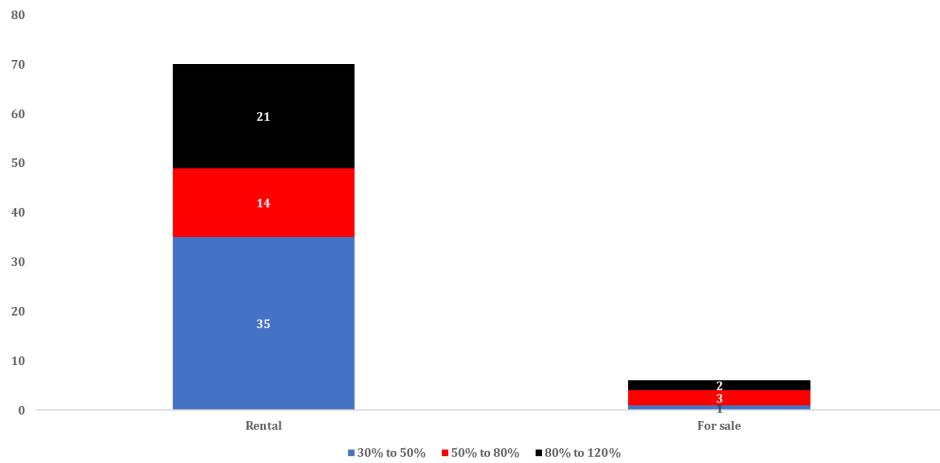


Note: Goals are units added to existing inventory and pipeline.

The breakdown of units by AMI is driven by the statistics from the American Community Survey and the results from the LiveDavidson Affordable Housing Survey. For example, according to the LiveDavidson Survey, of renters who were cost burdened, 60% were in households earning between 30% to 50% of AMI. Consequently, OnPointe Partners crafted the affordable housing goals for

renters to match the demand metrics from the survey results. For the for-sale segment, OnPointe's analysis had to account for external factors that will make addressing the most cost-burdened segment difficult. While the 30% to 50% of AMI segment of homeowners had the most cost-burdened households, as previously stated, external market factors will provide few opportunities for addressing for sale units. Moreover, addressing the lower AMI level adds an additional degree of difficulty. Recommendations regarding the for-sale market address the need while taking into account making the goal realistic and achievable.

Affordable Housing Goals by AMI Level (By 2026)



Funding Options

Meeting projected need will only be possible if the town is able to secure funding to support its vision of housing affordability. The following resources present several options that may help provide funding for various aspects of the affordable housing initiatives in Davidson.

Town Funding Options:

- Housing Bonds
 - Municipal Housing Bonds can provide a great solution for funding affordable housing. There are North Carolina legislative requirements that must be met that include voter approval.
- Grants
 - NC Housing Finance Agency Home Rehab Program is a great option for homeowners with income below 80% AMI. While this option may only be available for a limited number of residents, it is an option for the few that may meet this requirement.
- Tax Credits
 - Low Income Housing Tax Credits (LIHTC) are managed by the NCHFA through an extremely competitive bid process managed by the North Carolina Housing Finance Agency. Projects that are targeted to the neediest in the community (below 40% AMI) tend to be awarded the credits. The competitiveness of the process limits participation of the organizations that target projects above 60% AMI.
- Tax Revenue
 - Options include allocating dollars in the town's general fund, increasing ad valorem taxes (for example, in Davidson, a one penny increase in ad valorem taxes equals roughly \$300,000 per year).
- Housing Trust Fund and Land Trust
 - Allocate a set amount of funds and/or properties to be utilized in support of Affordable Housing projects. Possibility to use American Rescue Plan Act dollars as seed money to kickstart trust and help pave way forward.
- Community Reinvestment Act
 - There are also opportunities available through financial institutions that can utilize community reinvestment act (CRA) programs for funding.

Non-profit Funding Options:

- Subsidies
 - Housing Choice Vouchers (Section 8) are administered by US Housing Urban Development (HUD) and managed locally by Inlivian. These vouchers assist very low-income families, the elderly, and the disabled.
- Federal Home Loan Bank of Atlanta
 - The FHB annually offers an affordable housing grant program for housing developers. The funds can be used for acquisition, new construction, rehabilitation, or preservation with the program usually opening in the first quarter of each year.

Strategies to address affordable housing

The town should utilize the findings provided to decide on a path forward that addresses Davidson's specific housing affordability needs. This report is not a blueprint or an exact formula with all the answers. Addressing the growing needs for affordable housing in Davidson will require a multi-layered approach with several strategies. Developing and implementing specific solutions will take effort, time, and partnerships. The most impactful opportunities that are the easiest and quickest to implement should be prioritized.

[Deleted text] The list of findings/solutions below includes important next steps to advance Davidson's Affordable Housing efforts. This list is in no particular order.

1. Reaffirm the Role of the Housing and Equity Board (HEB) and Establish an Implementation Strategy

- The Affordable Housing and Equity Board Role includes but is not limited to:
 - Developing specific AMI housing unit goals and objectives based on the identified needs.
 - Prioritizing and developing an implementation strategy under the affordable housing [needs assessment plan](#).
 - Developing a budget for affordable housing programs, projects, and capacity
 - Addressing current opportunities within the affordable housing [needs assessment plan](#) using a wholistic approach including but not limited to zoning adjustments, funding options, and architectural design.
 - Addressing how to make projects more inclusive of affordable housing.
 - Leveraging nonprofits and support their programming related to financial capability, anti-eviction, homelessness prevention and homebuyer education.
 - Guiding developers to programs that will financially assist them.
 - Always apply a best practices lens
- The Affordable Housing and Equity Board must consistently engage with stakeholders across the community to ensure solid communication about affordable housing potential projects and collaboration opportunities. Stakeholder group should include the following
 - Town Staff (Planning & Economic Development)
 - Town Commissioners
 - Housing and Equity Board Members
 - Charlotte Water and Mecklenburg County Storm Water Services
 - Town Residents
 - Davidson Business Owners
 - Davidson College Representatives
 - Nonprofit Developers
 - For-Profit Developers
 - Places of Worship

2. Review current Affordable Housing Ordinance

- Review existing zoning ordinances that directly affect affordable housing and consider recommending revisions if necessary. Explore all options that will maximize affordable housing including zoning adjustments.

3. Establish recurring funding source(s) for Town of Davidson Affordable Housing Fund

- Explore potential streams of revenue to consistently contribute to the development of guaranteed permanent affordable housing.
- Allocate recurring dollars toward the town's housing fund. This not only demonstrates a commitment to affordable housing, it also adds a layer of accountability and should generate interest for developers and nonprofits looking to make more of an impact in Davidson.
- Potential funding sources to generate revenue for projects include tax revenue, voter-approved housing bonds, or non-profit and foundation funding. There are also opportunities available through financial institutions that can utilize community reinvestment act (CRA) programs for funding.

4. Explore ways to utilize and maximize existing inventory.

- Enforce affordability restrictions and consistently monitor existing inventory provided by the inclusionary zoning (IZ) ordinance. Ensuring on-going compliance maintains the integrity of the program.
- Critical Home Repair
 - One of the quickest methods to impact affordable housing is to commit funds to older existing properties in need of repairs that in turn may be transitioned to affordable housing by potentially adding affordability covenants for a specified period of time.
 - Repairs will preserve naturally occurring affordable housing and help ensure affordability and neighborhood integrity for future generations.
 - One-time minor repairs have great potential to create long term resident stability, stable or increased value, and neighborhood pride. Repairs often equal long-term sustainability and neighborhood revitalization. Quality housing leads to a quality neighborhood.
 - The Town is currently participating in a pilot program with Davidson Housing Coalition, Habitat for Humanity, and Davidson Community Foundation.

- Redevelop Existing Multi-Family Units
 - Work with non-profit partners to explore and implement a program to contribute to the redevelopment of existing multifamily housing, including duplexes and triplexes.
 - The owner of existing units could apply for assistance from the town as a tradeoff for making units affordable. This strategy is opportunistic: as properties age, there may be a window of opportunity to secure and preserve the home as affordable. Develop a plan for when opportunities arise, as there will be a need to move quickly.

5. Implement a rental subsidy program targeting existing rental and investment properties.

This is the most significant tool available to address the identified affordability needs in the quickest manner. The town should work to develop funding partners and sources and consider a community-driven and community-supported affordable living fundraising effort to help fund this program.

This program could benefit a resident directly, support the developer/owner, and accomplish a goal of providing housing for the Town of Davidson. It would allow the developer or nonprofit housing provider to underwrite their proforma (financial feasibility study) that must be provided to the bank for project approval. It would also allow renters, the most cost burdened in the community, to have many housing options to choose from, as this subsidy would not be tied to any individual property. Finally, this option mitigates the risk to the municipality.

The town should consider partnering with a non-profit to administer to implement this program. Requirements could be established by Davidson Housing Coalition, Housing and Equity Board, and Town Staff, and would include but not be limited by the following:

- Potential Tenant would have to qualify based on household income and size
- Landlord would have to agree to accept rent paid directly from the program
- Landlord would agree to keep housing to a certain standard requirement established by town staff.
- Landlord would agree to arrangement for minimum set time.

6. Develop a Land Acquisition Strategy

Given the current context of gentrification and displacement pressures, rising land costs in the area, and the more recent practice of corporations purchasing available homes and property, it is becoming more apparent that the town should work to acquire land as soon as possible that can potentially be used for affordable housing projects.

- Acquire more land for development for donation to public/private partnerships, particularly as the cost of land continues to increase. A deed restriction will allow for long-term affordability.
- Acquiring existing houses to avoid falling into private hands for demolition/redevelopment.
- Encourage land donation by dedicated residents, businesses, and other town partners, including planned gifts. The donated land can reduce the cost of development which in turn can allow for additional units in a project.
- Use town land for Built-upon Area (BUA) averaging for affordable housing projects.
- Seek and apply for grant opportunities that would provide funds for property acquisition.
- Acquire land through tax delinquency.

7. Increase Number of New and Diverse Affordable Housing Units

- Identify and build strong partnerships with developers who have a mission to provide sustainable affordable housing for a variety of family sizes and types.
- Further research the need for housing for the populations with the greatest need including seniors.
- Fund planned, shovel-ready, affordable housing projects. The faster existing developments can get to market will in turn help reduce or offset costs in a rising market. The life cycle for affordable projects can be extensive, so collaborating with developers on projects that have been entitled are great opportunities for inclusiveness of affordable housing. Those opportunities can occur in various ways. However, funding housing projects that are already approved and further along in the planning stages are excellent ways to get great impact within communities.

7. Develop an Affordable Housing Education and Communication Strategy

- Marketing properties (rental and for purchase)
- Homebuyer education
- Critical repairs
- Lunch and learn
- Video about program (stigma, who is it for, etc.)
- Developers, Builders, Lenders, Real Estate Agents
- Continue to enhance communications that clearly highlight the affordable housing program on the Town of Davidson's website.
- Community event/summit

XI. Final Remarks

Since the 1990s, the Town of Davidson has worked hard to keep housing affordability a focus of the community's work. It was clear during the time the project team spent in Davidson that this issue is very important and close to the hearts of many who live in, work in, and serve the town. While there are many challenges ahead to achieving the goal of affordable living for all residents, Davidson is well-positioned to capitalize on decades of work by the town and its partners and build upon that powerful legacy by taking more steps forward in the coming years.

This [Plan Needs Assessment](#) took a thorough look at affordable housing in Davidson and offered [recommendations guided by findings](#) and recommendations [informed](#) by real data. We greatly appreciate the high levels of engagement we received from town residents, key stakeholders, town staff, advisory boards, and elected officials, and trust this community will take the innovative and bold action needed to create a better future for everyone.

Appendix A: Glossary

Affordable Housing: Generally, housing is considered affordable if a household does not spend more than 30% of their pre-tax gross annual income on rent and utilities.

Affordable Housing Ordinance/Inclusionary Housing: In an effort to address housing affordability, Davidson's Planning Ordinance³ encourages the production of affordable housing by requiring 12.5% of homes in all new developments to be affordable. The program has been in place since 2001 and currently has an inventory of 262 affordable housing units in the Town of Davidson. Some of the goals of the Davidson Affordable Housing Ordinance is that affordable housing units are dispersed throughout the town, that affordable housing is complementary to the neighborhood, and that it is supported by transportation facilities (to make this more viable to low-income occupants).

Another distinctive feature of Davidson's affordable housing ordinance is payment in lieu (PIL). The ordinance allows for developers/applicants may make a cash payment in lieu of providing some or all of the required affordable housing units. The Town uses the funds for affordable housing activities including the acquisition of land for, or the construction and marketing of, affordable dwelling units.

Apartment: An apartment is a rented residential unit that is part of one (or several) residential buildings, or a separate dwelling in a home. There is typically one owner or management company for all the units who does all the maintenance and upkeep.

Area Median Family Income (AMI): The U.S. Department of Housing and Urban Development estimates the median family income for an area in the current year and adjusts that amount for different family sizes so that incomes may be expressed as a percentage of the area median income.

Condominium: A condominium, called "condo" for short, is a privately-owned individual unit within a community of other units. Condo owners jointly own shared common areas, such as pools, garages, elevators and outside hallways and gyms, to name a few.

Extremely Low-Income: A household's annual income is less than 30% of the area median income.

Fair Market Rent (FMR): According to federal housing regulations, Fair Market Rent (FMR) means the rent that would be required to be paid in the particular housing market area in order to obtain privately owned, decent, safe, and sanitary rental housing of modest (non-luxury) nature with suitable amenities. The FMR includes utilities (except telephone). Separate FMRs are established by the U.S. Department of Housing and Urban Development for dwelling units of varying sizes (number of bedrooms).

³ The ordinance can be referenced at: <https://www.townofdavidson.org/DocumentCenter/View/8077/Section-5-Affordable-Housing-20170711?bidId=>

Histogram: A histogram is a chart that shows frequencies for intervals of values of a metric variable.

Housing Cost Burdened: If a household spends more than 30% of their pre-tax gross annual income on rent and utilities, then they are considered housing cost burdened. If a household spends more than 50% of their gross income on rent and utilities, then they are considered extremely housing cost burdened.

Inclusionary Housing: Please see *Affordable Housing Ordinance*, in glossary above.

Multifamily Housing: A multi-family home is a single building that's set up to accommodate more than one family living separately. That can range from a duplex, which has two dwellings within a single building, to homes or small apartment buildings with up to four units.

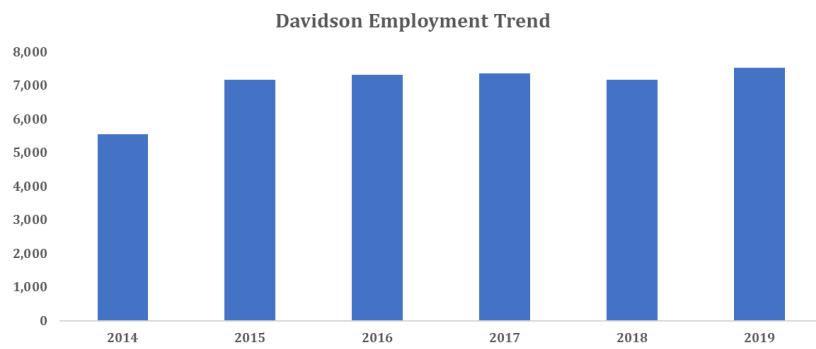
Ranch home: A ranch home is a house that is a single-story home that typically features an open floor plan.

Single-family two-story housing: A single-family home is an independent residential structure that sits on its own land and is designed to be used as a single dwelling unit. In the case of single-family two-story housing, the structure contains a second level.

Townhouse: A townhouse is a single-family home with at least two floors that share a wall with another house.

Appendix B: UNC-Charlotte Update Supplementary Materials

Employment and Industry



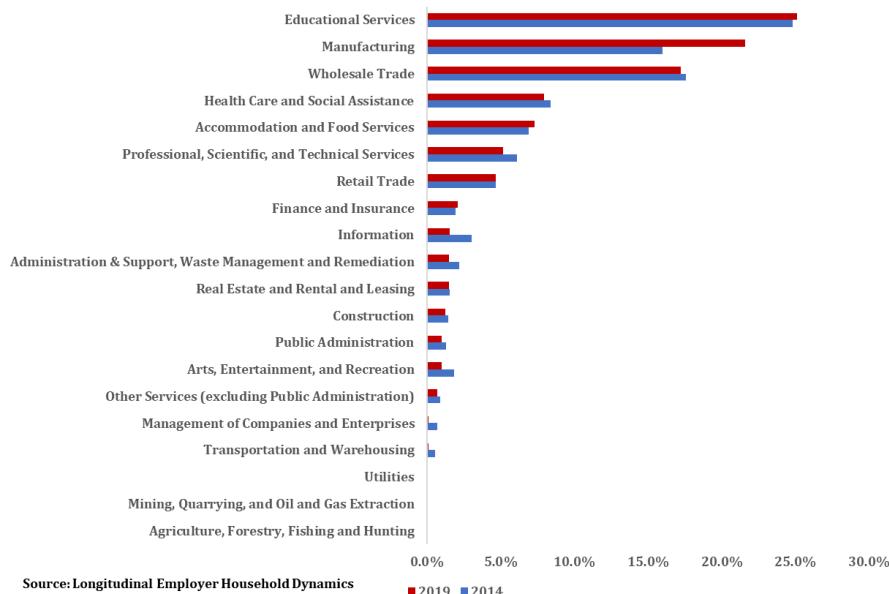
Source: Longitudinal Employer Household Dynamics

Total employment in the Town of Davidson rose sharply in 2015 but has seen more moderate growth between 2015 and 2022. Like the rest of the country, Davidson has seen its labor market tighten over the last several years. Davidson's unemployment rate was 6.9% in 2014. That figure dropped to just 2.8% in 2019. Some of the effects of a tight labor market are constrained employment growth and workers becoming more apt to leave a job due to a labor market that favors jobseekers. The tightened labor market likely played a role in Davidson's muted employment growth starting in 2016.

Davidson Largest Employers	
Employer	No. of Employees
Trane	1,600
MSC Industrial Direct	750
Davidson College	600

Davidson's three largest employers comprise 39% of the town's employment. The Town of Davidson is home to Trane's corporate headquarters and the company has a 5-building campus in the town. MSC Industrial Direct is a Fortune 1000 company in the industrial equipment distribution space. Davidson College was established in 1837 and is an integral part of the town's identity.

Industry Share of Davidson Labor Market (Percentage)



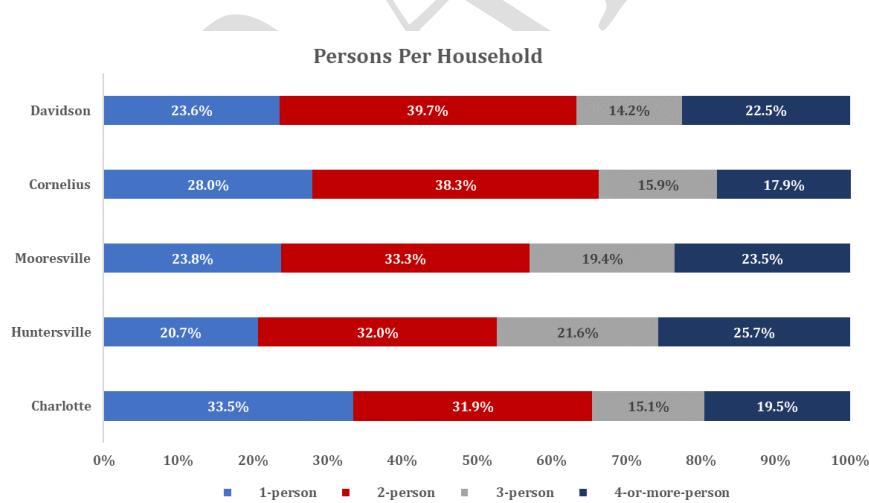
The above chart illustrates which industries have seen the most growth over the last five years. Manufacturing (742 jobs), educational services (514 jobs), and wholesale (323 jobs) were the industries that gained the most jobs since 2014. On the other end of the spectrum, information (-51 jobs), management of companies and enterprises (-32 jobs), and arts, entertainment, and recreation (-27 jobs) experienced the most job losses over the period.

Income and Housing

Income

Household Income Decomposition (2019)					
	Charlotte	Cornelius	Davidson	Huntersville	Mooresville
Less than \$10,000	5.2%	5.1%	2.0%	2.0%	4.9%
\$10,000 to \$14,999	3.4%	2.4%	1.6%	1.9%	3.5%
\$15,000 to \$24,999	7.9%	6.3%	3.5%	4.6%	7.6%
\$25,000 to \$34,999	9.7%	4.9%	3.2%	5.3%	8.2%
\$35,000 to \$49,999	13.3%	8.4%	9.6%	7.7%	11.7%
\$50,000 to \$74,999	17.9%	14.6%	12.5%	14.6%	19.6%
\$75,000 to \$99,999	12.5%	11.7%	7.1%	12.8%	12.7%
\$100,000 to \$149,999	14.6%	19.9%	18.7%	23.0%	18.1%
\$150,000 to \$199,999	6.5%	10.5%	11.0%	12.1%	8.1%
\$200,000 or more	9.0%	16.3%	30.7%	16.0%	5.5%
Median income (dollars)	\$62,817	\$90,542	\$124,853	\$102,016	\$69,188
Median Income Growth	3.4%	2.2%	5.7%	3.7%	2.4%

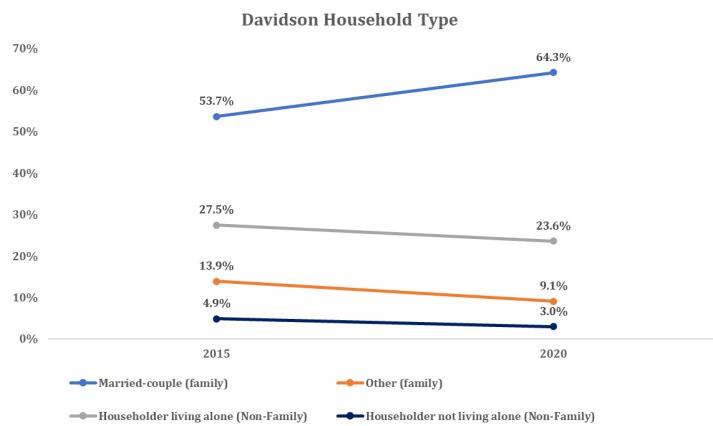
Housing



Source: US Census Bureau

Most Davidson households are 2-person households (39.7%). This is also the highest percentage of 2-person households among the peer comparison group. The chart below shows that married

households have seen a substantial increase over the last five years in Davidson. All other household types have decreased as a percentage of total households over the five-year period.



The owner-occupied and rental real estate markets in Davidson provide color and insight into the housing affordability dynamic. From 2014 to 2019, occupied home valuations have increased by 3.4% annually in Davidson. This is the lowest growth rate of the peer cities. Davidson also has the highest median home price valuation.

Occupied Home Valuations (2019)					
	Charlotte	Cornelius	Davidson	Huntersville	Mooresville
Less than \$50,000	2.1%	1.0%	1.1%	1.6%	2.4%
\$50,000 to \$99,999	8.2%	1.4%	0.4%	1.0%	3.1%
\$100,000 to \$149,999	17.3%	6.8%	2.3%	3.7%	12.0%
\$150,000 to \$199,999	17.6%	10.6%	5.7%	12.0%	19.6%
\$200,000 to \$299,999	21.0%	25.7%	15.3%	31.3%	38.1%
\$300,000 to \$499,999	19.5%	28.0%	33.7%	39.7%	22.7%
\$500,000 to \$999,999	10.9%	17.4%	32.4%	9.5%	2.1%
\$1,000,000 or more	3.4%	9.1%	9.0%	1.2%	0.1%
Median (dollars)	\$220,300	\$322,400	\$448,300	\$301,500	\$232,700
Median Value Growth Rate	5.3%	6.1%	3.4%	4.1%	4.6%

Source: American Community Survey

In the table below, housing unit cost with a mortgage in Davidson has increased at a rate that is in the middle of the pack of the peer cities. Note that Mooresville's housing cost has increased at nearly triple the rate of Davidson's over the five-year period. Davidson's absolute housing cost is still nearly \$450/month higher than the next closest area's cost.

Housing Unit Cost (With Mortgage) - 2019					
	Charlotte	Cornelius	Davidson	Huntersville	Mooresville
Less than \$500	0.8%	0.2%	0.0%	0.2%	1.1%
\$500 to \$999	17.4%	9.4%	6.5%	7.2%	12.6%
\$1,000 to \$1,499	35.3%	24.7%	15.1%	25.3%	32.8%
\$1,500 to \$1,999	20.9%	26.0%	19.7%	29.1%	31.4%
\$2,000 to \$2,499	10.6%	14.9%	19.3%	19.8%	12.3%
\$2,500 to \$2,999	5.4%	8.0%	10.6%	10.2%	4.9%
\$3,000 or more	9.6%	16.9%	28.9%	8.3%	4.8%
Median (dollars)	\$1,446	\$1,775	\$2,227	\$1,781	\$1,551
Median Growth Rate	0.4%	0.6%	0.6%	0.7%	1.6%

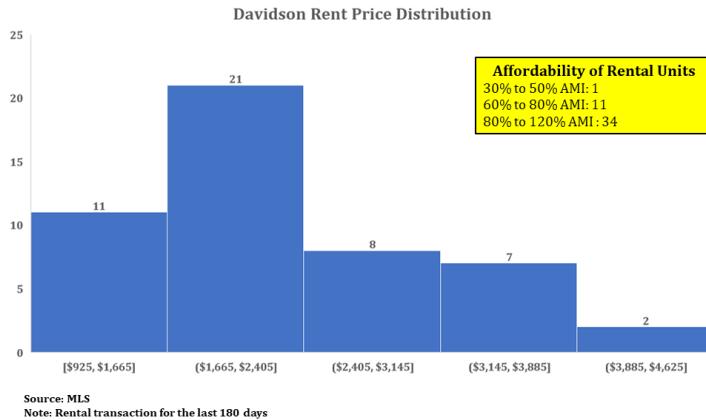
Source: American Community Survey

Gross rent paid provides a look into the housing affordability in Davidson's rental market. As of 2019, Davidson had the second-highest figure for gross rent paid (second to Huntersville). However, Davidson's five-year annual growth rate surpassed 5% and was the highest growth rate of any compared area. This plays a profound role in the current rental market conditions.

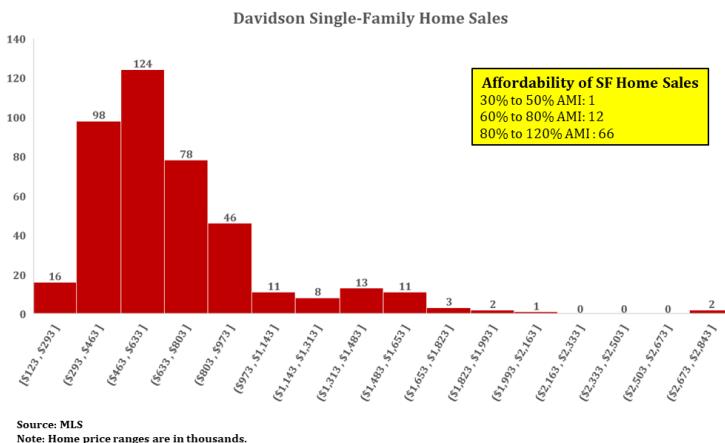
Gross Rent Paid (2019)					
	Charlotte	Cornelius	Davidson	Huntersville	Mooresville
Less than \$500	3.8%	3.4%	1.8%	1.6%	4.7%
\$500 to \$999	30.9%	16.5%	28.3%	19.5%	33.4%
\$1,000 to \$1,499	46.3%	53.0%	48.1%	43.0%	45.2%
\$1,500 to \$1,999	14.5%	22.4%	12.5%	27.6%	14.0%
\$2,000 to \$2,499	2.9%	3.5%	4.4%	6.9%	2.6%
\$2,500 to \$2,999	0.8%	1.2%	0.6%	1.3%	0.1%
\$3,000 or more	0.7%	0.0%	4.3%	0.0%	0.0%
Median (dollars)	\$1,135	\$1,219	\$1,264	\$1,305	\$1,108
Median Rent Growth Rate	4.7%	3.0%	5.4%	4.0%	3.6%

Source: American Community Survey

As referenced above, current rental conditions shine a light on how tight market conditions exacerbate the housing affordability crisis. Over the last 180 days since April 8, 2022, Davidson's median rental rate is \$2,810. Moreover, of the 49 rental transactions recorded in MLS, only 10 were affordable to a family of four making 80% of AMI. The histogram below illustrates the distribution of Davidson's rental market. Rental units priced between \$1,665 and \$2,405 per month were the largest single segment of rental units.



The Davidson sales market has been robust as well. Davidson's median single-family sales price was \$575,000 over the last year ending in April 2022. Of the 413 single-family transactions over the last year, only 18 transactions were below \$300,000 (which translated into a mortgage that is affordable at about 80% of AMI). The histogram below illustrates the distribution of Davidson's single-home sales market. Homes priced between \$463,000 and \$633,000 were the largest single segment of home sales.



Appendix C: Occupations by AMI Level

Occupations at 30% to 50% of AMI	
Helpers--Production Workers	\$28,280
Stockers and Order Fillers	\$28,540
Tax Preparers	\$28,550
Woodworking Machine Setters and Operators	\$28,550
Grinding and Polishing Workers	\$28,660
Service Unit Operators, Oil and Gas	\$28,820
Concierges	\$28,910
Meat, Poultry, and Fish Cutters and Trimmers	\$28,910
Nursing Assistants	\$29,040
Animal Trainers	\$29,090
Laborers and Freight, Stock, and Material Movers, Hand	\$29,170
Packaging and Filling Machine Operators and Tenders	\$29,190
Veterinary Assistants and Laboratory Animal Caretakers	\$29,260
Mail Clerks and Mail Machine Operators, Except Postal Service	\$29,290
Umpires, Referees, and Other Sports Officials	\$29,370
Orderlies	\$29,390
Textile, Apparel, and Furnishings Workers	\$29,440
Crematory Operators	\$29,480
Floor Layers, Except Carpet, Wood, and Hard Tiles	\$29,530
Molders, Shapers, and Casters, Except Metal and Plastic	\$29,780
Textile Bleaching and Dyeing Machine Operators and Tenders	\$29,860
Switchboard Operators, Including Answering Service	\$29,890
Food Batchmakers	\$29,920
Passenger Vehicle Drivers, Except Bus Drivers	\$29,980
Self-Enrichment Teachers	\$30,090
Funeral Attendants	\$30,270
Pesticide Handlers, Sprayers, and Applicators, Vegetation	\$30,310
Counter and Rental Clerks	\$30,440
Textile Knitting and Weaving Machine Setters, Operators	\$30,510
Food Cooking Machine Operators and Tenders	\$30,520
Parts Salespersons	\$30,660
Helpers--Pipeliners, Plumbers, Pipefitters, and Steamfitters	\$30,690
Graders and Sorters, Agricultural Products	\$30,840
Recreation Workers	\$30,890
Electrical, electronic, and electromechanical assemblers	\$30,900
Tutors and Teachers and Instructors, All Other	\$31,000
Landscaping and Groundskeeping Workers	\$31,010
Residential Advisors	\$31,020
Etchers and Engravers	\$31,180
Firefighters	\$31,220
Bailiffs	\$31,280
Receptionists and Information Clerks	\$31,510
Data Entry Keyers	\$31,580
Sawing Machine Setters, Operators, and Tenders, Wood	\$31,600
Riggers	\$31,710
Roustabouts, Oil and Gas	\$32,070
Helpers--Electricians	\$32,080
Automotive Glass Installers and Repairers	\$32,080
Floral Designers	\$32,190
Religious Workers, All Other	\$32,380
Farm Equipment Mechanics and Service Technicians	\$32,630
Office Machine Operators, Except Computer	\$32,640
Healthcare Support Workers, All Other	\$32,690

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 30% to 50% of AMI

Telemarketers	\$32,700
Information and Record Clerks, All Other	\$32,710
Helpers--Carpenters	\$32,780
Helpers--Roofers	\$32,780
Locksmiths and Safe Repairers	\$32,870
Food Processing Workers, All Other	\$32,940
Upholsterers	\$33,010
Construction Laborers	\$33,030
Furniture Finishers	\$33,040
Tire Repairers and Changers	\$33,180
Exercise Trainers and Group Fitness Instructors	\$33,260
Community Health Workers	\$33,290
Ophthalmic Laboratory Technicians	\$33,360
Light Truck Drivers	\$33,380
First-Line Supervisors of Food Preparation	\$33,780
Foundry Mold and Coremakers	\$33,780
Hazardous Materials Removal Workers	\$33,830
Pharmacy Technicians	\$33,880
Furnace, Kiln, Oven, Drier, and Kettle Operators	\$34,070
Helpers--Installation, Maintenance, and Repair Workers	\$34,090
Tellers	\$34,240
Office Clerks, General	\$34,300
Painters, Construction and Maintenance	\$34,590
Refuse and Recyclable Material Collectors	\$34,700
Medical Equipment Preparers	\$34,710
Cutting and Slicing Machine Setters, Operators	\$34,810
Helpers--Brickmasons, Blockmasons, Stonemasons	\$34,940
Photographic Process Workers and Processing Machine Operators	\$34,950
Shipping, Receiving, and Inventory Clerks	\$35,020
Ambulance Drivers and Attendants	\$35,020
Industrial Truck and Tractor Operators	\$35,020
Insulation Workers, Floor, Ceiling, and Wall	\$35,140
Veterinary Technologists and Technicians	\$35,240
Morticians, Undertakers, and Funeral Arrangers	\$35,320
Tree Trimmers and Pruners	\$35,380
Print Binding and Finishing Workers	\$35,400
Painting, Coating, and Decorating Workers	\$35,630
Merchandise Displayers and Window Trimmers	\$35,680
Pest Control Workers	\$35,790
Paving, Surfacing, and Tamping Equipment Operators	\$35,920
Phlebotomists	\$36,010
Medical Assistants	\$36,030
Psychiatric Technicians	\$36,150
Butchers and Meat Cutters	\$36,300
Printing Press Operators	\$36,480
Library Technicians	\$36,820
Multiple Machine Tool Setters, Operators	\$37,110
Medical Secretaries and Administrative Assistants	\$37,120
Pipelayers	\$37,260
Forging Machine Setters	\$37,280
Medical Transcriptionists	\$37,490
Customer Service Representatives	\$37,570
Welding, Soldering, and Brazing Machine Setters, Operators	\$37,630

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 30% to 50% of AMI

Emergency Medical Technicians and Paramedics	\$37,650
Inspectors, Testers, Sorters, Samplers, and Weighers	\$37,650
Glaziers	\$37,680
Cabinetmakers and Bench Carpenters	\$37,690
Heat Treating Equipment Setters, Operators	\$37,770
Skincare Specialists	\$37,800
Forest and Conservation Technicians	\$37,820
Highway Maintenance Workers	\$37,860
Bill and Account Collectors	\$37,890
Billing and Posting Clerks	\$37,960
Helpers--Extraction Workers	\$38,080
Mixing and Blending Machine Setters, Operators	\$38,100
Public Safety Telecommunicators	\$38,180
Logging Equipment Operators	\$38,310
Motorboat Mechanics and Service Technicians	\$38,350
File Clerks	\$38,520
Drywall and Ceiling Tile Installers	\$38,740
Eligibility Interviewers, Government Programs	\$38,910
Environmental Science and Protection Technicians	\$38,950
Traffic Technicians	\$38,950
Septic Tank Servicers and Sewer Pipe Cleaners	\$39,190
Cement Masons and Concrete Finishers	\$39,250
Paper Goods Machine Setters, Operators	\$39,290
Ophthalmic Medical Technicians	\$39,300
Secretaries and Administrative Assistants	\$39,380
First-Line Supervisors of Housekeeping and Janitorial Workers	\$39,470
Court, Municipal, and License Clerks	\$39,470
Outdoor Power Equipment and Other Small Engine Mechanics	\$39,470
Carpenters	\$39,590
Marriage and Family Therapists	\$39,600
Roofers	\$39,630
Meter Readers, Utilities	\$39,650
Sheet Metal Workers	\$39,790
Conveyor Operators and Tenders	\$40,070
Coating, Painting, and Spraying Machine Setters, Operators	\$40,110
Coaches and Scouts	\$40,130
Electrical and Electronics Drafters	\$40,220
Interpreters and Translators	\$40,470
Extruding and Drawing Machine Setters, Operators	\$40,520
Procurement Clerks	\$40,620
Correctional Officers and Jailers	\$40,640
Social and Human Service Assistants	\$40,650
Transportation Security Screeners	\$40,680
Human Resources Assistants	\$40,710
Audiovisual Equipment Installers and Repairers	\$40,720
Travel Agents	\$40,950
Patternmakers, Metal and Plastic	\$40,980
Home Appliance Repairers	\$41,020
First-Line Supervisors of Personal Service and Entertainment Workers	\$41,040
Dispatchers, Except Police, Fire, and Ambulance	\$41,300
Insulation Workers, Mechanical	\$41,620
Crane and Tower Operators	\$41,790
Welders, Cutters, Solderers, and Brazers	\$41,960

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 30% to 50% of AMI	
Order Clerks	\$42,280
Structural Metal Fabricators and Fitters	\$42,340
Computer, Automated Teller, and Office Machine Repairers	\$42,470
Surveying and Mapping Technicians	\$42,530
Dental Laboratory Technicians	\$42,550
Animal Control Workers	\$42,570
Bookkeeping, Accounting, and Auditing Clerks	\$42,580
Media and Communication Workers	\$42,740
Water and Wastewater Treatment Plant and System Operators	\$42,990
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	\$43,040
Real Estate Sales Agents	\$43,390
Motorcycle Mechanics	\$43,390
First-Line Supervisors of Retail Sales Workers	\$43,610
Meeting, Convention, and Event Planners	\$43,660
Broadcast Technicians	\$43,740
Brickmasons and Blockmasons	\$43,880
Surgical Technologists	\$44,060
Computer Numerically Controlled Tool Operators	\$44,220
Exercise Physiologists	\$44,290
Education and Childcare Administrators	\$44,350
Press Technicians and Workers	\$44,400
Machinists	\$44,550
Hearing Aid Specialists	\$44,640
Telecommunications Line Installers and Repairers	\$44,650
Opticians, Dispensing	\$44,770
Molding, Coremaking, and Casting Machine Setters, Operators	\$44,850
Agricultural and Food Science Technicians	\$44,920
Insurance Claims and Policy Processing Clerks	\$44,950
Probation Officers and Correctional Treatment Specialists	\$45,130
Milling and Planing Machine Setters, Operators	\$45,170
Rehabilitation Counselors	\$45,210
Structural Iron and Steel Workers	\$45,280
Massage Therapists	\$45,510
Plumbers, Pipefitters, and Steamfitters	\$45,510
New Accounts Clerks	\$45,580
Social Science Research Assistants	\$45,720
Payroll and Timekeeping Clerks	\$45,870
Mechanical Door Repairers	\$45,890
Title Examiners, Abstractors, and Searchers	\$45,950
Word Processors and Typists	\$45,980
Recreational Therapists	\$46,110
Excavating and Loading Machine and Dragline Operators	\$46,340
Electricians	\$46,350
Reinforcing Iron and Rebar Workers	\$46,350
Audio and Video Technicians	\$46,610
Production, Planning, and Expediting Clerks	\$46,650
Credit Authorizers, Checkers, and Clerks	\$46,670
Chemical Plant and System Operators	\$46,670
Dental Assistants	\$46,760
Fence Erectors	\$46,850
Chemical Equipment Operators and Tenders	\$46,900
Heavy and Tractor-Trailer Truck Drivers	\$46,980
Automotive Service Technicians and Mechanics	\$47,050

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 50% to 80% of AMI	
Security and Fire Alarm Systems Installers	\$47,140
Coin, Vending, and Amusement Machine Servicers	\$47,150
Legal Secretaries and Administrative Assistants	\$47,170
Broadcast Announcers and Radio Disc Jockeys	\$47,230
Maintenance Workers, Machinery	\$47,250
Substance abuse, behavioral disorder, and mental health counselors	\$47,290
Licensed Practical and Licensed Vocational Nurses	\$47,370
Chemical Technicians	\$47,750
Cargo and Freight Agents	\$47,820
Athletic Trainers	\$47,870
Control and Valve Installers and Repairers	\$47,870
Forensic Science Technicians	\$47,910
Loan Interviewers and Clerks	\$47,910
Child, Family, and School Social Workers	\$48,040
Tool and Die Makers	\$48,070
Geological and Hydrologic Technicians	\$48,190
Biological Technicians	\$48,250
Millwrights	\$48,380
Credit Counselors	\$48,410
Engine and Other Machine Assemblers	\$48,810
Earth Drillers	\$48,830
Kindergarten Teachers	\$49,220
Computer User Support Specialists	\$49,310
Educational Instruction and Library Workers	\$49,910
Occupational Health and Safety Technicians	\$50,070
First-Line Supervisors of Landscaping, Lawn Service	\$50,460
Curators	\$50,760
News Analysts, Reporters, and Journalists	\$50,830
Industrial Engineering Technologists and Technicians	\$50,940
Mobile Heavy Equipment Mechanics	\$51,300
Sales Representatives of Services	\$51,530
Survey Researchers	\$51,550
Petroleum Pump System Operators, Refinery Operators, and Gaugers	\$51,580
Paralegals and Legal Assistants	\$51,650
Police and Sheriff's Patrol Officers	\$51,920
Bus and Truck Mechanics and Diesel Engine Specialists	\$51,990
First-Line Supervisors of Farming, Fishing, and Forestry Workers	\$52,070
Clinical Laboratory Technologists and Technicians	\$52,080
Postal Service Mail Sorters	\$52,130
Postal Service Mail Carriers	\$52,490
Elementary School Teachers	\$52,630
Secondary School Teachers	\$52,710
Civil Engineering Technologists and Technicians	\$52,720
Middle School Teachers	\$52,810
Special Education Teachers	\$53,120

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 50% to 80% of AMI	
First-Line Supervisors of Transportation Workers	\$53,140
Mental Health and Substance Abuse Social Workers	\$53,250
Special Education Teachers, Secondary School	\$53,330
Rolling Machine Setters, Operators	\$53,450
Budget Analysts	\$53,600
Reservation and Transportation Ticket Agents and Travel Clerks	\$53,790
Microbiologists	\$53,980
Metal-Refining Furnace Operators and Tenders	\$53,990
Architectural and Civil Drafters	\$54,240
Industrial Machinery Mechanics	\$54,490
Chefs and Head Cooks	\$54,500
Career/Technical Education Teachers, Secondary School	\$54,580
Food Service Managers	\$54,830
Automotive Body and Related Repairers	\$54,990
Judges, Magistrate Judges, and Magistrates	\$55,230
Special Education Teachers, Middle School	\$55,240
Medical Equipment Repairers	\$55,390
Health Education Specialists	\$55,400
Editors	\$55,460
Graphic Designers	\$55,590
Educational, Guidance, and Career Counselors and Advisors	\$55,610
Telecommunications Equipment Installers and Repairers	\$55,680
Mechanical Drafters	\$56,280
Brokerage Clerks	\$56,280
Electric Motor, Power Tool, and Related Repairers	\$56,300
Clergy	\$56,390
Conservation Scientists	\$56,640
Computer Numerically Controlled Tool Programmers	\$56,750
Fundraisers	\$56,760
Healthcare Social Workers	\$56,780
Writers and Authors	\$56,820
Dietitians and Nutritionists	\$56,900
First-Line Supervisors of Office and Administrative Support Workers	\$57,390
Lathe and Turning Machine Tool Setters, Operators	\$57,520
Construction and Building Inspectors	\$57,550
Insurance Sales Agents	\$57,860
Detectives and Criminal Investigators	\$57,870
Radio, Cellular, and Tower Equipment Installers and Repairers	\$57,960
Carpet Installers	\$58,110
Career/Technical Education Teachers, Middle School	\$58,180
First-Line Supervisors of Firefighting and Prevention Workers	\$58,560
Tax Examiners and Collectors, and Revenue Agents	\$58,640
Interior Designers	\$58,730
Radiologic Technologists and Technicians	\$58,740
Mechanical Engineering Technologists and Technicians	\$58,760

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 50% to 80% of AMI	
Career/Technical Education Teachers, Postsecondary	\$58,920
Advertising Sales Agents	\$59,540
Librarians and Media Collections Specialists	\$59,840
Electro-Mechanical and Mechatronics Technologists and Technicians	\$59,970
Physical Therapist Assistants	\$59,980
Respiratory Therapists	\$60,160
Stationary Engineers and Boiler Operators	\$60,180
Adult Basic Education, Adult Secondary Education Instructors	\$60,400
First-Line Supervisors of Production and Operating Workers	\$60,510
Cost Estimators	\$60,660
Chiropractors	\$61,150
Instructional Coordinators	\$61,340
Cartographers and Photogrammetrists	\$61,420
Property, Real Estate, and Community Association Managers	\$61,440
Private Detectives and Investigators	\$61,540
Buyers and Purchasing Agents	\$62,150
Pourers and Casters, Metal	\$62,350
Transportation Inspectors	\$62,420
Foreign Language and Literature Teachers, Postsecondary	\$62,450
Training and Development Specialists	\$62,750
Executive Secretaries and Executive Administrative Assistants	\$62,880
Postal Service Clerks	\$62,980
Electrical and Electronics Repairers, Commercial and Industrial Equipment	\$62,980
Calibration and Engineering Technologists and Technicians	\$63,050
English Language and Literature Teachers, Postsecondary	\$63,240
Occupational Therapy Assistants	\$63,390
Criminal Justice and Law Enforcement Teachers, Postsecondary	\$63,470
Logisticians	\$63,540
Geoscientists	\$63,550
Statisticians	\$63,760
Labor Relations Specialists	\$63,910
Cardiovascular Technologists and Technicians	\$63,930
Public Relations Specialists	\$64,090
Human Resources Specialists	\$64,140
Boilermakers	\$64,270
Coil Winders, Tapers, and Finishers	\$64,280
Landscape Architects	\$64,300
First-Line Supervisors of Construction Trades and Extraction Workers	\$64,300
Archivists	\$64,660
Financial Examiners	\$64,890
Fire Inspectors and Investigators	\$64,910
Communications Teachers, Postsecondary	\$64,970
Mathematical Science Teachers, Postsecondary	\$65,310
Social and Community Service Managers	\$65,320
Orthotists and Prosthetists	\$65,760

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 50% to 80% of AMI	
Environmental Scientists and Specialists, Including Health	\$66,280
Market Research Analysts and Marketing Specialists	\$66,970
Property Appraisers and Assessors	\$67,800
Fashion Designers	\$67,880
Funeral Home Managers	\$67,900
Producers and Directors	\$67,980
First-Line Supervisors of Correctional Officers	\$68,020
Art, Drama, and Music Teachers, Postsecondary	\$68,360
Occupational Health and Safety Specialists	\$68,580
Registered Nurses	\$68,620
Claims Adjusters, Examiners, and Investigators	\$68,890
Biological Science Teachers, Postsecondary	\$69,280
Electrical and Electronic Engineering Technologists and Technicians	\$69,320
First-Line Supervisors of Mechanics, Installers, and Repairers	\$69,430
Health Specialties Teachers, Postsecondary	\$69,750
Compliance Officers	\$69,880
Insurance Appraisers, Auto Damage	\$69,970
Flight Attendants	\$70,550
Computer Network Support Specialists	\$70,760
Biochemists and Biophysicists	\$70,840
Urban and Regional Planners	\$70,900
Magnetic Resonance Imaging Technologists	\$71,000
Sales Representatives, Wholesale and Manufacturing	\$71,060
Technical Writers	\$71,140
Recreation and Fitness Studies Teachers, Postsecondary	\$71,480
Business Teachers, Postsecondary	\$71,760
History Teachers, Postsecondary	\$71,830
Soil and Plant Scientists	\$71,850
Education Teachers, Postsecondary	\$72,130
Law Teachers, Postsecondary	\$72,460
Surveyors	\$72,500
Nuclear Medicine Technologists	\$72,640
Compensation, Benefits, and Job Analysis Specialists	\$72,720
Gas Plant Operators	\$72,730
Electrical Power-Line Installers and Repairers	\$72,880
Therapists, All Other	\$73,000
Psychology Teachers, Postsecondary	\$73,170
Nursing Instructors and Teachers, Postsecondary	\$73,330
Sociology Teachers, Postsecondary	\$73,530
Dental Hygienists	\$74,090
Diagnostic Medical Sonographers	\$74,390
Real Estate Brokers	\$74,700
Clinical, Counseling, and School Psychologists	\$74,720
Emergency Management Directors	\$74,970
Environmental Engineers	\$75,160
Loan Officers	\$75,190
Chemistry Teachers, Postsecondary	\$75,210
Philosophy and Religion Teachers, Postsecondary	\$75,300

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 80% to 120% of AMI

Architects	\$75,370
Speech-Language Pathologists	\$75,440
Insurance Underwriters	\$75,520
Audiologists	\$76,340
Education Administrators, Kindergarten through Secondary	\$76,610
Genetic Counselors	\$77,010
First-Line Supervisors of Police and Detectives	\$77,260
Materials Engineers	\$77,320
Lodging Managers	\$77,410
Securities, Commodities, and Financial Services Sales Agents	\$78,360
Geography Teachers, Postsecondary	\$78,520
Social Work Teachers, Postsecondary	\$78,560
Radiation Therapists	\$78,610
Special Effects Artists and Animators	\$79,460
Political Science Teachers, Postsecondary	\$79,750
Accountants and Auditors	\$80,400
Commercial and Industrial Designers	\$80,790
Mechanical Engineers	\$80,810
Web Developers and Digital Interface Designers	\$81,390
Electrical and Electronics Repairers, Powerhouse, Substation, and Relay	\$81,460
Network and Computer Systems Administrators	\$81,850
Chemists	\$82,450
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	\$82,480
Occupational Therapists	\$82,660
Civil Engineers	\$82,850
Industrial Engineers	\$83,100
Engineering Teachers, Postsecondary	\$83,910
Postmasters and Mail Superintendents	\$84,980
Acupuncturists and Healthcare Diagnosing or Treating Practitioners	\$86,120
Medical Scientists, Except Epidemiologists	\$88,080
Health and Safety Engineers	\$88,230
Power Plant Operators	\$88,230
Physical Therapists	\$88,400
Computer Science Teachers, Postsecondary	\$88,690

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

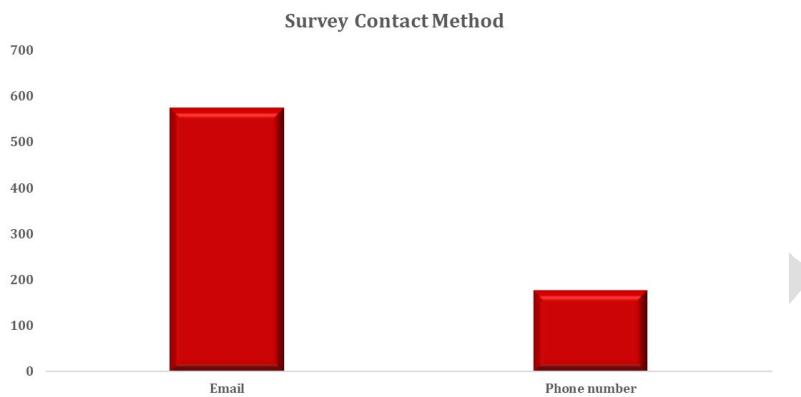
Occupations at 80% to 120% of AMI	
Education Administrators, Postsecondary	\$88,870
Aircraft Mechanics and Service Technicians	\$88,980
Credit Analysts	\$89,780
First-Line Supervisors of Non-Retail Sales Workers	\$90,680
Electronics Engineers, Except Computer	\$91,710
Aerospace Engineers	\$91,770
Directors, Religious Activities and Education	\$91,840
Library Science Teachers, Postsecondary	\$92,060
Financial and Investment Analysts, Financial Risk Specialists, and Financial Specialists	\$94,450
Architecture Teachers, Postsecondary	\$94,750
Computer Systems Analysts	\$95,400
Economics Teachers, Postsecondary	\$95,750
Sales Engineers	\$96,060
Medical and Health Services Managers	\$96,850
Operations Research Analysts	\$96,900
Management Analysts	\$97,770
Computer Hardware Engineers	\$97,890
Computer Programmers	\$99,280
Electrical Engineers	\$99,940
Art Directors	\$101,320
Physics Teachers, Postsecondary	\$101,570
Industrial Production Managers	\$102,970
Information Security Analysts	\$103,030
Software Developers and Software Quality Assurance Analysts and Testers	\$103,260
Transportation, Storage, and Distribution Managers	\$103,690
Nurse Practitioners	\$104,090
Veterinarians	\$107,030
Psychologists, All Other	\$107,810
Construction Managers	\$108,000
Administrative Services and Facilities Managers	\$108,430
Database Administrators and Architects	\$109,610
Natural Sciences Managers	\$110,890
Physician Assistants	\$111,010
Airline Pilots, Copilots, and Flight Engineers	\$112,450

Source: Bureau of Labor Statistics

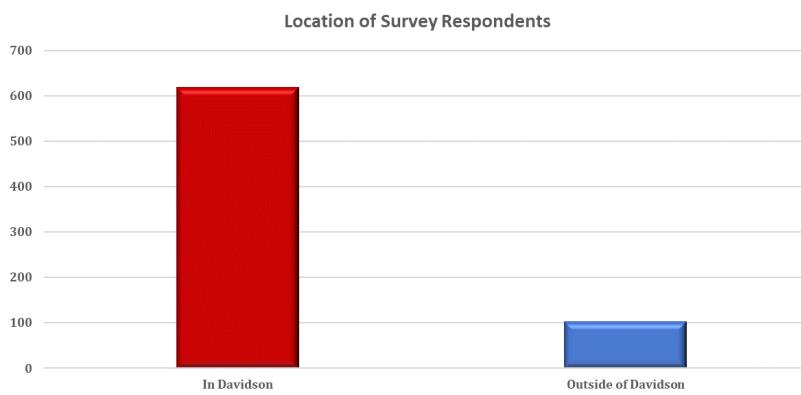
Note: Data is for the Charlotte-Concord-Gastonia MSA

Appendix D: LiveDavidson Survey Questions & Responses

Question: Please select your unique identification method



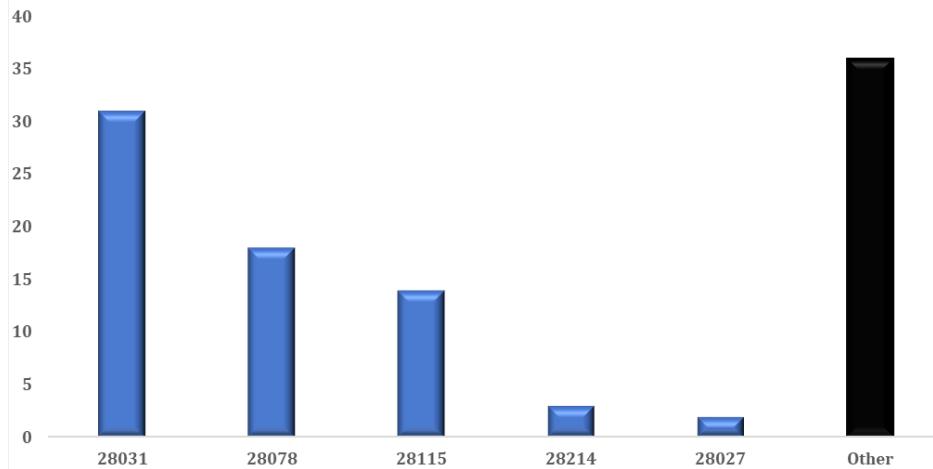
Question: In which zip code do you live?



Additional Insights:

- 85.6% of respondents live in Davidson.

Zipcodes of Non-Davidson Respondents

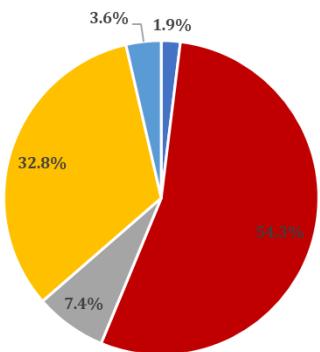


Additional Insights:

- Cornelius (28031) and Huntersville (28078) were the most popular zip codes of non-Davidson respondents.

Question: What is your employment situation?

Employment Situation of Respondents

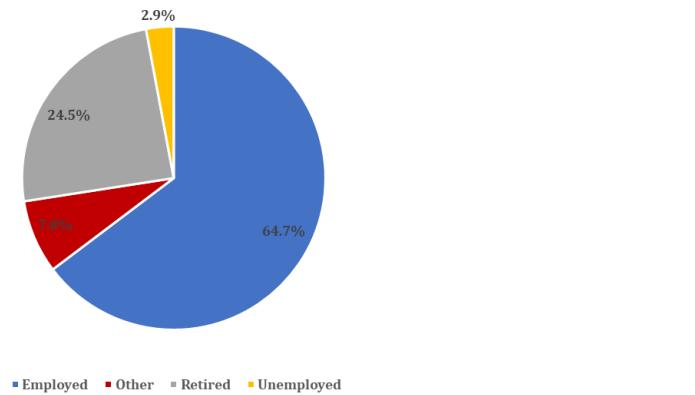


■ College Student ■ Employed ■ Other ■ Retired ■ Unemployed

Additional Insights:

- 54% of employed respondents are between the ages of 35 and 54 years old.
- Females comprise 62.8% of employed respondents.

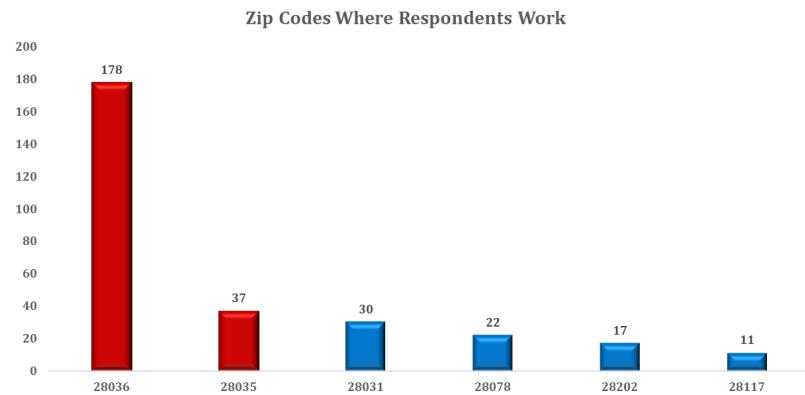
Employment Situation of Non-Davidson Respondents



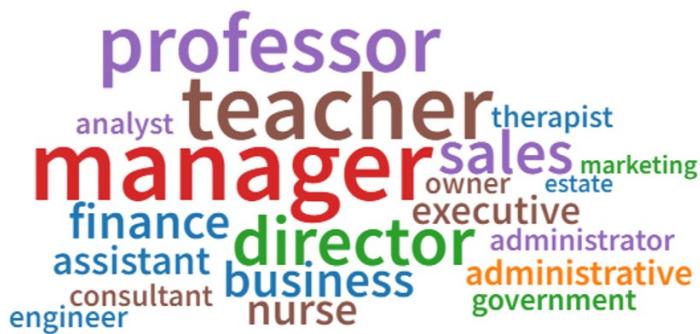
Additional Insights:

- 60.3% of employed non-Davidson respondents are between the ages of 35 and 54 years old.
- Females comprise 68.3% of employed non-Davidson respondents.

Question: Where do you work?



Question: What is your role in your industry?

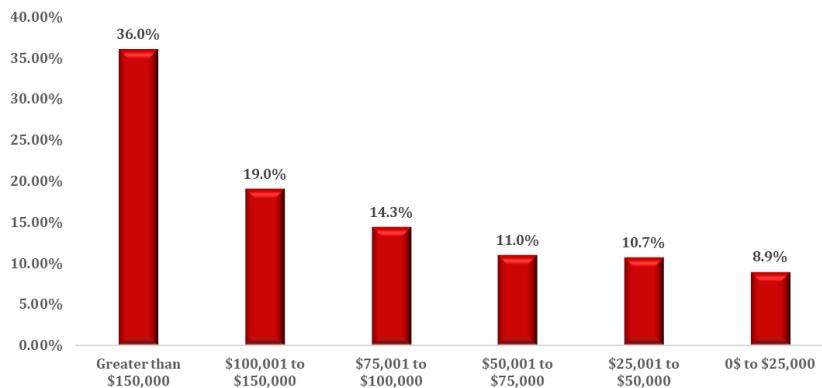


Additional Insights:

- Manager (27 times), teacher (24 times), Professor (20 times), and Director (16 times) were the most popular titles.

Question: What is your household income?

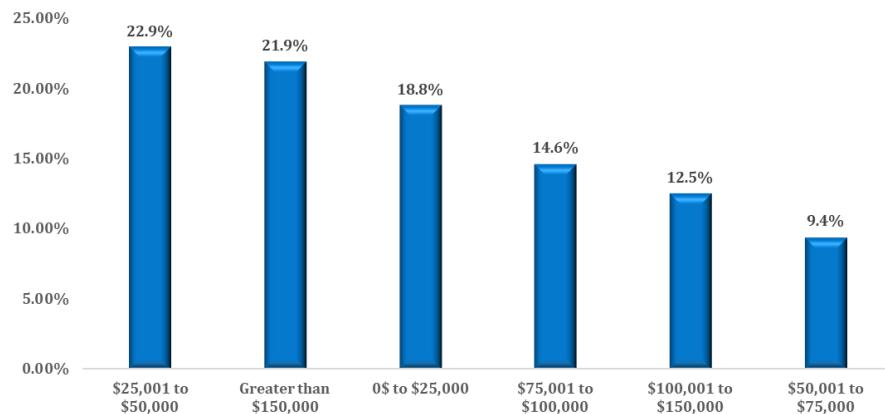
Household Income Distribution



Additional Insights:

- 83% of households earning between \$50,000 and \$75,000 indicated that housing affordability is "Very important".
- 52% of households earning between \$100,000 and \$150,000 indicated that housing affordability is "Very important".

Household Income Distribution (Non-Davidson)

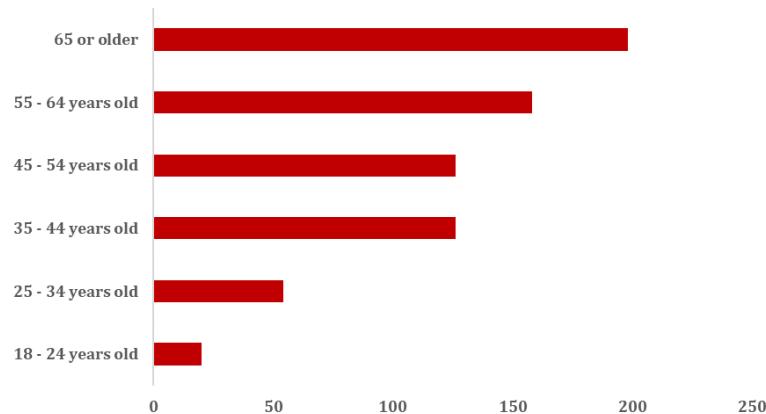


Additional Insights:

- 34.4% of non-Davidson respondents had household incomes of greater than \$100,000 per year.
- 78.3% of non-Davidson respondents with households earning less than \$100,000 indicated that housing affordability is “Very important”.

Question: What is your age?

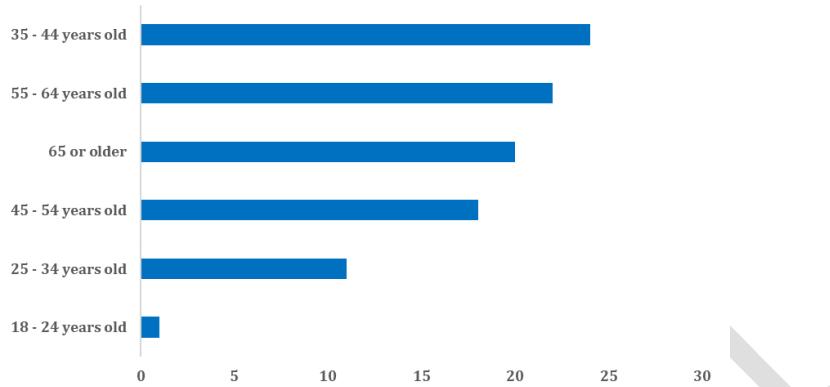
Respondent Age Distribution



Additional Insights:

- 52.2% of Davidson’s respondents are 55 years of age and older.

Respondent Age Distribution (Non-Davidson)

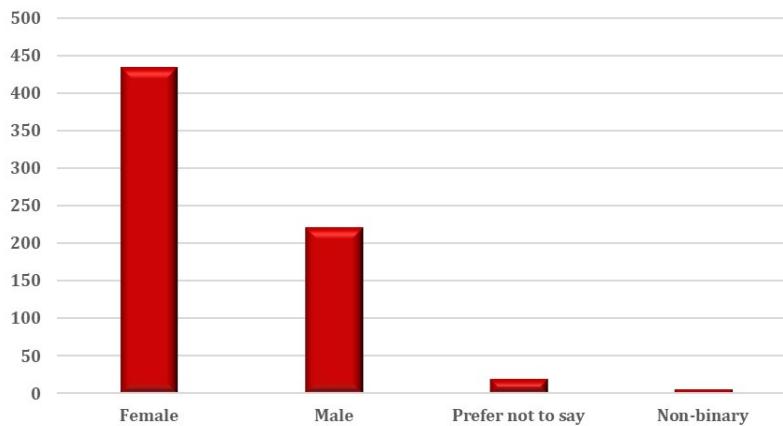


Additional Insights:

- 40% of White non-Davidson respondents and 56% of Black non-Davidson respondents are 55 years of age or older.

Question: What is your gender?

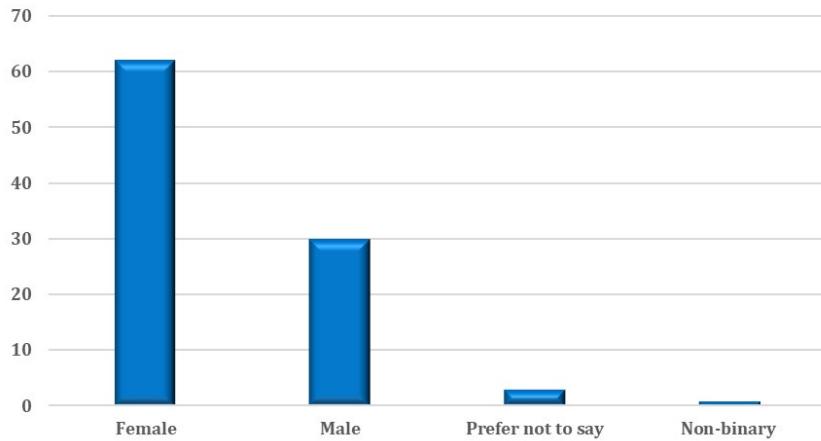
Respondent Gender Profile



Additional Insights:

- Females comprised 63.6% of survey respondents.

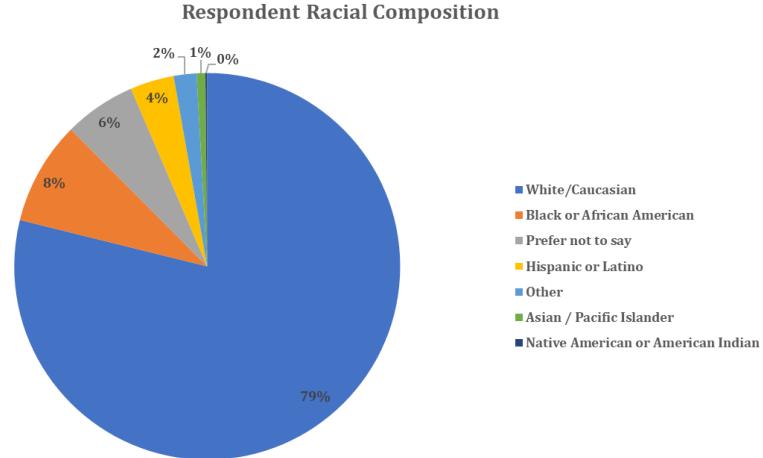
Respondent Gender Profile (Non-Davidson)



Additional Insights:

- 64.6% of non-Davidson respondents are female.

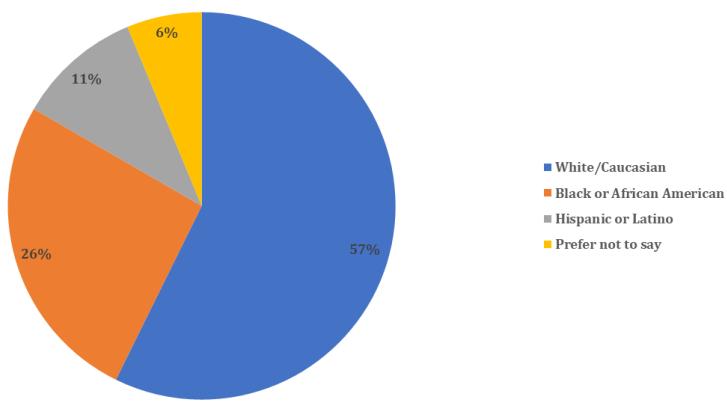
Question: What is your ethnic background?



Additional Insights:

- 81.4% of Black or African American respondents were female.
- 64% of White/Caucasian respondents were female.

Respondent Racial Composition (Non-Davidson)

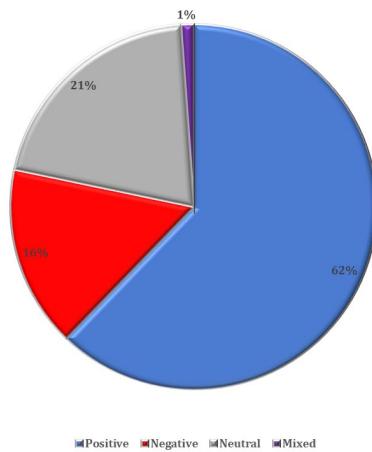


Additional Insights:

- 76% of non-Davidson Black or African American respondents were female.
- 61.8% of White/Caucasian respondents were female.

Question: What comes to mind when you hear the term “affordable housing”?

Affordable Housing Sentiment

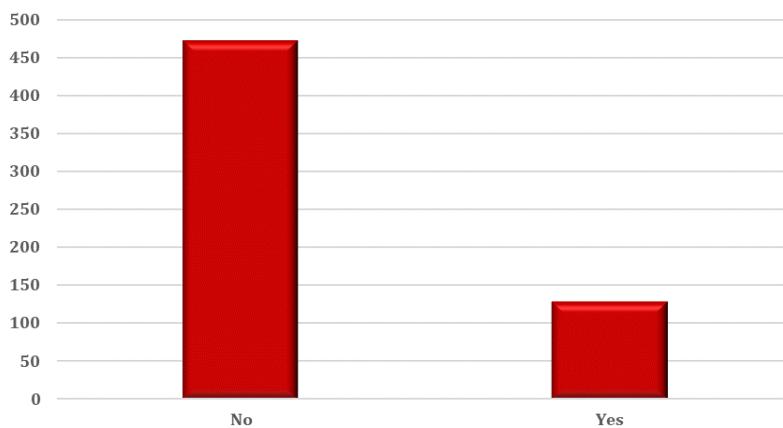


Additional Insights:

- 62% of respondents had positive comments regarding housing affordability.
- These were the most mentioned positive words or sentiments: Afford/affordable (129 mentions), community (38 mentions), teachers (25 mentions), reasonable (19 mentions).
- These were the most mentioned negative comments: Crime (9 mentions), Section 8 (8 mentions), cheap (6 mentions), subsidized (6 mentions), and higher taxes (5 mentions).

Question: Is Davidson an affordable place to live?

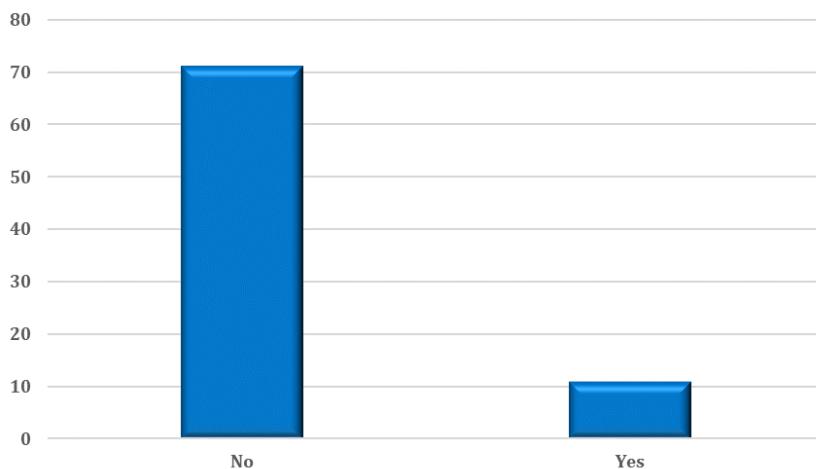
Davidson Affordability Sentiment



Additional Insights:

- 78.5% of survey respondents found Davidson to be unaffordable.
- 74% of households making over \$100,000 per year say that Davidson is unaffordable.

Davidson Affordability Sentiment (Non-Davidson)



Additional Insights:

- 86.6% of non-Davidson respondents view Davidson as unaffordable.
- 93.1% of non-Davidson respondents with household incomes over \$100,000/year view Davidson as unaffordable.

Question: How important is housing affordability?

How Important is Housing Affordability						
Scale	0 - Not Important	1	2	3	4	5 - Very Important
Responses	42	35	40	73	100	342
Percentage	6.6%	5.5%	6.3%	11.6%	15.8%	54.1%

Additional Insights:

- 6.6% of respondents felt that housing affordability is unimportant.
- 7% of respondents that selected “Not important” as an answer are cost-burdened regarding shelter.
- 13.5% of respondents that selected “Very important” as their answer are cost-burdened regarding shelter.

How Important is Housing Affordability (Non-Davidson)						
Scale	0 - Not Important	1	2	3	4	5 - Very Important
Responses	2	1	4	7	16	61
Percentage	2.2%	1.1%	4.4%	7.7%	17.6%	67.0%

Additional Insights:

- 2.2% of non-Davidson respondents felt that housing affordability is unimportant.
- 21.3% of respondents that selected “Very important” as their answer are cost-burdened regarding shelter.

Question: How concerned are you about Davidson's housing affordability?

How concerned are you about housing affordability?						
Scale	0 - Not Concerned	1	2	3	4	5 - Very Concerned
Responses	67	37	50	80	104	286
Percentage	10.7%	5.9%	8.0%	12.8%	16.7%	45.8%

Additional Insights:

- 59% of people who say that they are “Very concerned” are age 55 or older.
- Over 42% of people who say that housing affordability is “Very important” live in households earning more than \$100,000 per year.
- 70% of renters are “Very concerned” about housing affordability.

How concerned are you about housing affordability? (Non-Davidson)						
Scale	0 - Not Concerned	1	2	3	4	5 - Very Concerned
Responses	3	4	5	12	17	45
Percentage	3.5%	4.7%	5.8%	14.0%	19.8%	52.3%

Additional Insights:

- 42.2% of non-Davidson respondents that are “Very concerned” about housing affordability are between the ages of 35 and 54 years old.

Question: How would increasing housing affordability affect Davidson?

How would increasing housing affordability affect Davidson						
Scale	0 - Very Negatively	1	2	3	4	5 - Very Positively
Responses	44	47	62	76	112	285
Percentage	7.0%	7.5%	9.9%	12.1%	17.9%	45.5%

Additional Insights:

53.3% of households paying \$1,250/month or less for shelter feel that increasing housing affordability will “Very positively” affect Davidson.

How would increasing housing affordability affect Davidson? (Non-Davidson)						
Scale	0 - Very Negatively	1	2	3	4	5 - Very Positively
Responses	1	6	2	8	20	51
Percentage	1.1%	6.8%	2.3%	9.1%	22.7%	58.0%

Additional Insights:

- 49% of non-Davidson households paying \$1,250/month or less for shelter feel that increasing housing affordability will “Very positively” affect Davidson.

Question: How desirable is living in Davidson?

How Desirable is Living in Davidson											Extremely Desirable
Scale	Extremely Undesirable	1	2	3	4	5	6	7	8	9	Extremely Desirable
Responses	1	2	5	6	7	20	15	48	102	92	334
Percentage	0.2%	0.3%	0.8%	0.9%	1.1%	3.2%	2.4%	7.6%	16.1%	14.6%	52.8%

Additional Insights:

- 52.8% of respondents found living in Davidson very desirable.
- 62.3% of respondents that found living in Davidson “very desirable” also feel that housing affordability is “very important.”

How Desirable is Living in Davidson? (Non-Davidson)											
Scale	Extremely Undesirable	1	2	3	4	5	6	7	8	9	Extremely Desirable
Responses	1	1	0	3	2	4	2	8	17	12	42
Percentage	0.0%	1.1%	0.0%	3.3%	2.2%	4.4%	2.2%	8.8%	18.7%	13.2%	46.2%

Additional Insights:

- 46.2% of non-Davidson respondents found living in Davidson “Extremely desirable.”
- 52.5% of non-Davidson respondents that found Davidson “very desirable” also feel that housing affordability is “very important.”

Question: What are the barriers to living in Davidson?

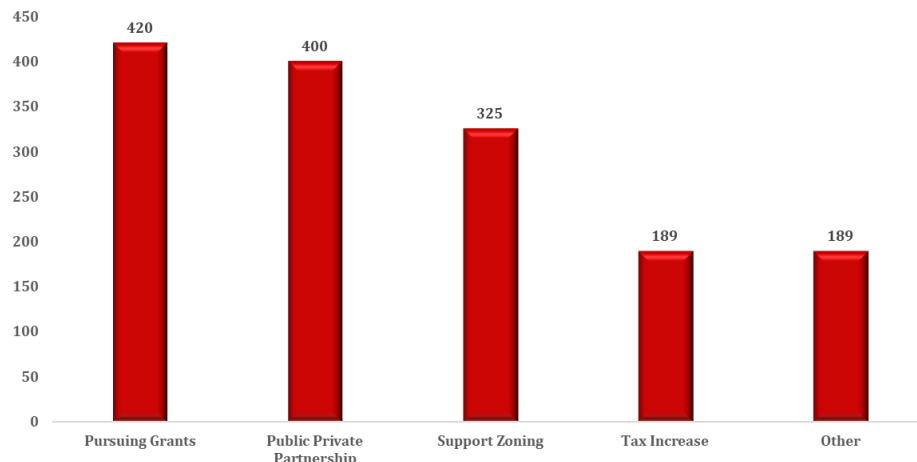
housing availability expensive
rent limited
price
affordable home high
town costs davidson
public prices
income cost
live lack
homes transportation

Additional Insights:

- Cost of housing (164 mentions), affordable (77 mentions), availability (46 mentions), and transportation (46 mentions) were the most commonly used terms.

Question: What measures would you support to facilitate housing affordability?

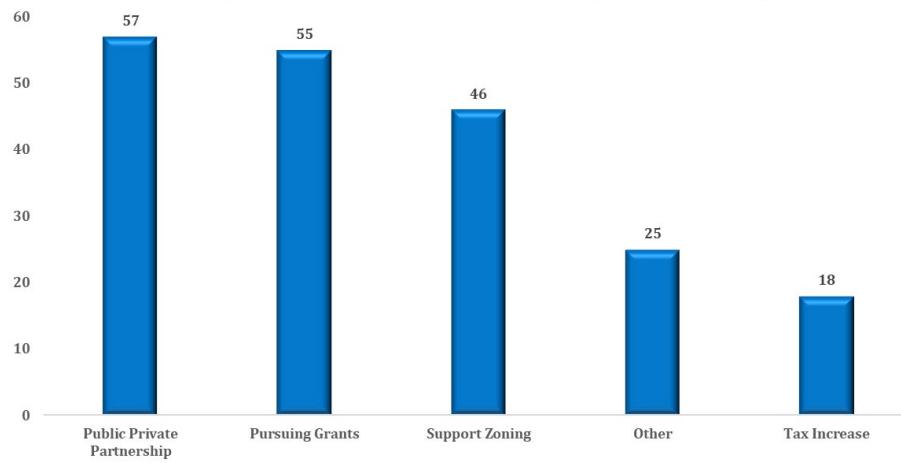
Strategies to Facilitate Affordable Housing



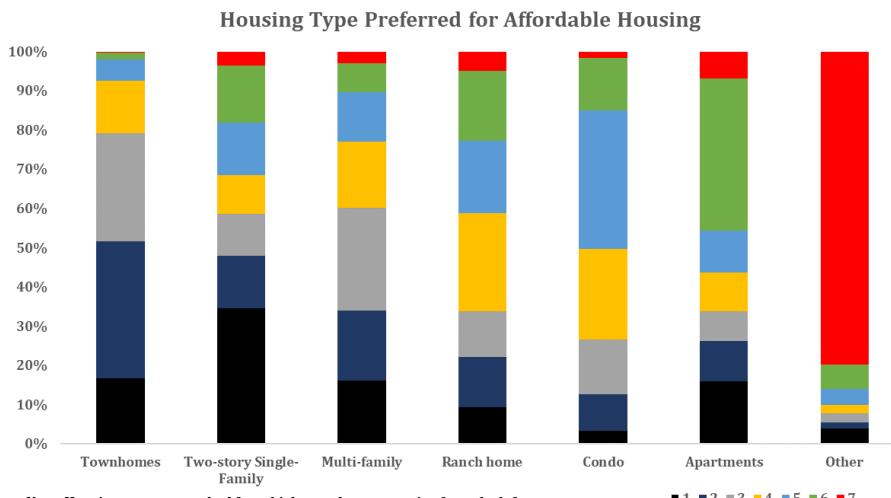
Additional Insights:

- 52.5% of respondents that support pursuing grants earn more than \$100,000 per year. This demographic also represents 64.6% of respondents that support a tax increase to facilitate affordable housing.

Strategies to Facilitate Affordable Housing (Non-Davidson)



Question: Which housing types should be pursued for housing affordability?



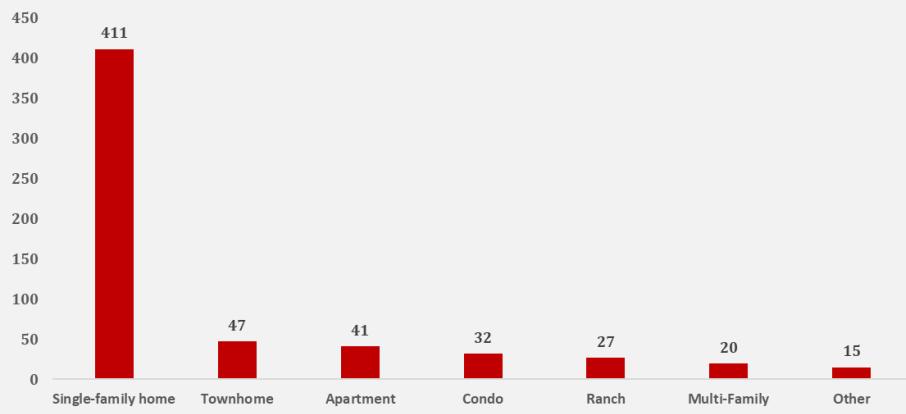
Additional Insights:

- 59.2% of respondents with household income between \$25,001 and \$50,000 selected townhomes as their first or second choice.
- 31.9% of respondents with household incomes less than \$25,000 selected apartments as their first or second choice. Respondents with household incomes greater than \$150,000 (29.9%) had the second-highest percentage of respondents selecting apartments as their first or second choice of housing type.

Question: In which type of housing do you currently live?

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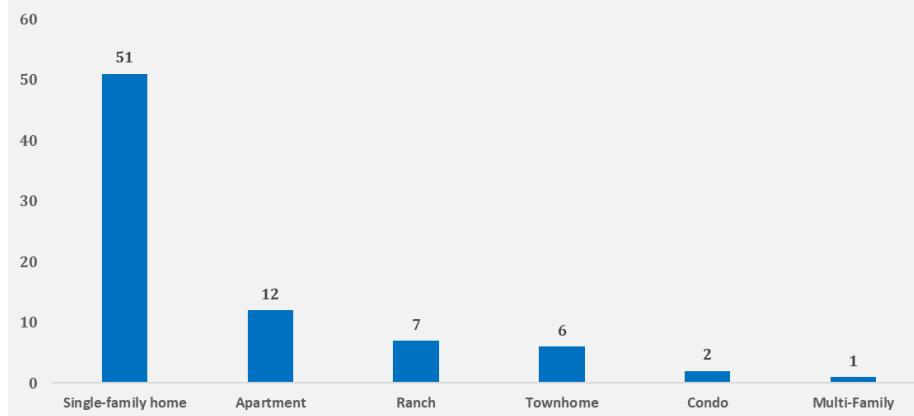
Respondent Current Housing Type



Additional Insights:

- 69% of respondents currently live in single-family homes.
- Households earning between \$75,001 and \$100,000 (29.8%) represent the highest percentage of townhouse dwellers.

Respondent Current Housing Type (Non-Davidson)

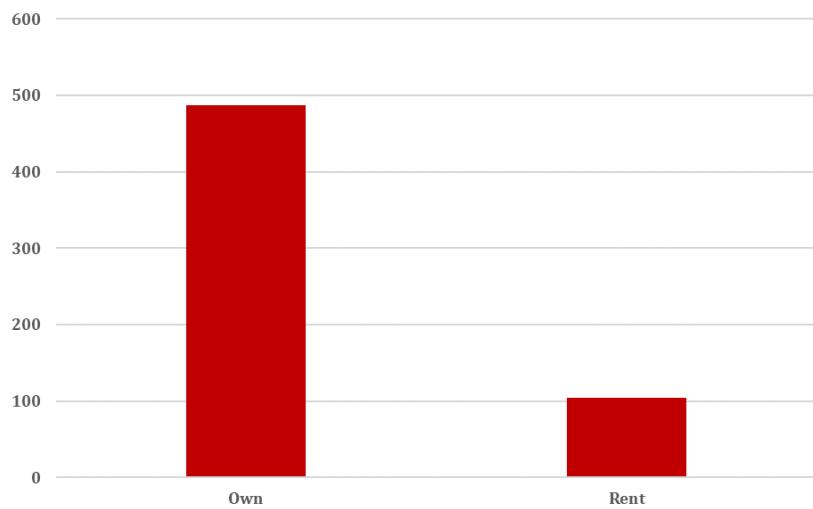


Additional Insights:

- 64.6% of non-Davidson respondents live in single-family homes.
- Non-Davidson respondents earning between \$25,001 and \$50,000 (50%) represent the highest percentage of apartment dwellers.

Question: Do you currently rent or own your home?

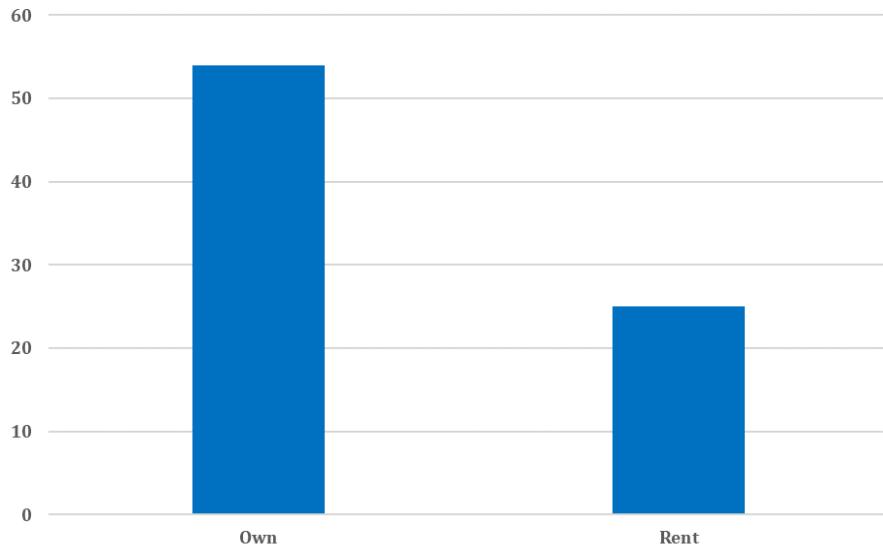
Respondent Renting Vs. Owning



Additional Insights:

- 82.4% of respondents are homeowners.
- 3.9% of homeowners are housing cost burdened.
- 34% of renters are housing cost burdened.
- 43.8% of households earning \$75,000/year or less are burdened by housing cost.

Respondent Renting Vs. Owning (Non-Davidson)

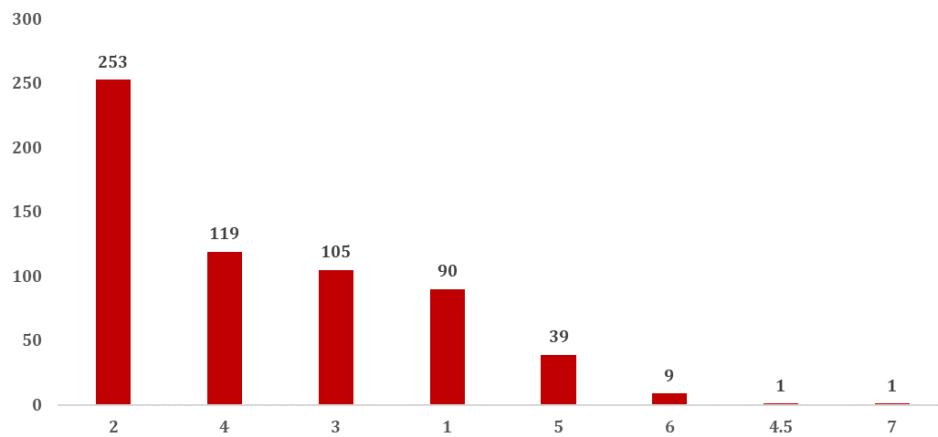


Additional Insights:

- 68.4% of non-Davidson respondents are homeowners.
- 5.6% of non-Davidson homeowners are housing cost burdened.
- 36% of non-Davidson renters are housing cost burdened.
- All of the non-Davidson housing cost burdened renters were in households that earned \$50,000 or less.

Question: How many people are in your household?

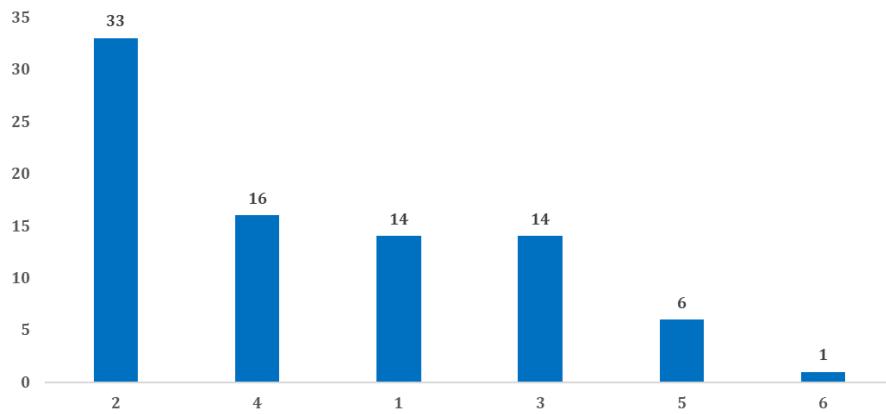
Number of People in Household



Additional Insights:

- 41% of respondents live in 2-person households.
- 8.3% of 2-person households are housing cost burdened.
- 7.6% of 4-person households are housing cost burdened

Number of People in Household (Non-Davidson)

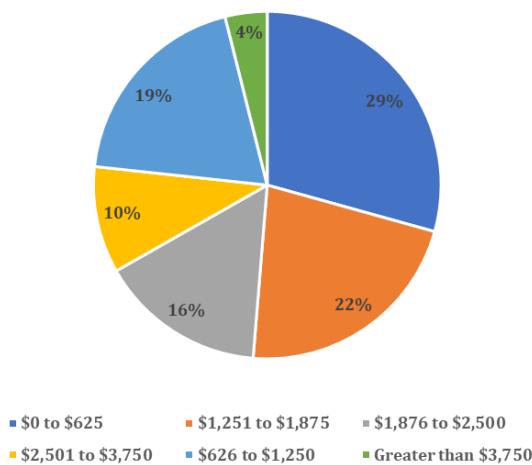


Additional Insights:

- 39.3% of non-Davidson respondents live in 2-person households.
- 15.2% of non-Davidson 2-person households are housing cost burdened.
- 28.6% of 3-person households are housing cost burdened

Question: What is your current rental/mortgage payment?

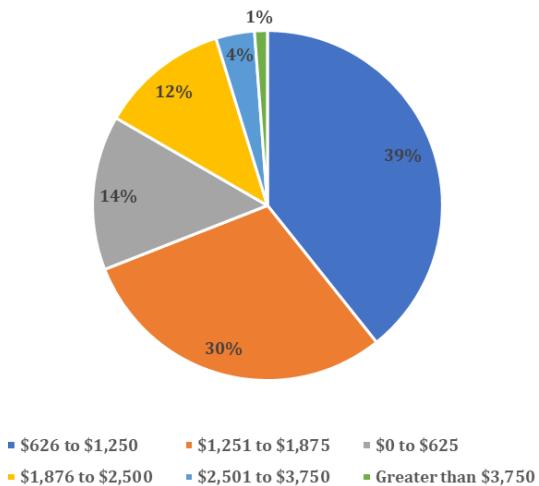
Monthly Payment for Shelter



Additional Insights:

- 49.5% of renters have rental payment higher than \$1,250/month
- 52.3% of homeowners have mortgage payments higher than \$1,250/month.

Monthly Payment for Shelter (Non-Davidson)



Additional Insights:

- 54.7% of non-Davidson homeowners pay more than \$1,250/month for shelter.
- 76% of non-Davidson renters pay between \$626 and \$1,250/month for shelter.

Cross-Tabulations of LiveDavidson Survey Data

Figure 1

Respondent Employment Situation and Household Income Level						
Employment Status	0\$ to \$25k	\$25k to \$50k	\$50k to \$75k	\$75k to \$100k	\$100k to \$150k	Greater than \$150k
College Student	16.4%	1.4%	2.7%	0.0%	0.8%	0.0%
Employed	29.5%	54.8%	37.3%	42.9%	61.5%	65.4%
Other	13.1%	8.2%	9.3%	4.1%	6.9%	6.9%
Retired	34.4%	31.5%	44.0%	49.0%	29.2%	25.2%
Unemployed	6.6%	4.1%	6.7%	4.1%	1.5%	2.4%

Figure 2

Respondent Household Income by Race							
HH Income Level	Asian / Pacific Islander	Black or African American	Hispanic or Latino	Native American or American Indian	Other	Prefer not to say	White/Caucasian
0\$ to \$25k	20.0%	23.7%	16.0%	0.0%	7.7%	12.2%	6.7%
\$25k to \$50k	0.0%	37.3%	28.0%	0.0%	23.1%	12.2%	6.7%
\$50k to \$75k	0.0%	15.3%	20.0%	0.0%	7.7%	9.8%	10.4%
\$75k to \$100k	0.0%	8.5%	8.0%	0.0%	0.0%	4.9%	16.4%
\$100k to \$150k	0.0%	6.8%	16.0%	100.0%	23.1%	19.5%	20.3%
Greater than \$150k	80.0%	8.5%	12.0%	0.0%	38.5%	41.5%	39.4%

Figure 3

Respondent Household Income by Age						
HH Income Level	18 - 24 years old	25 - 34 years old	35 - 44 years old	45 - 54 years old	55 - 64 years old	65 or older
0\$ to \$25k	55.0%	13.0%	0.8%	4.0%	11.4%	9.6%
\$25k to \$50k	25.0%	14.8%	8.7%	8.7%	8.9%	12.1%
\$50k to \$75k	10.0%	20.4%	11.1%	2.4%	10.8%	14.1%
\$75k to \$100k	5.0%	13.0%	18.3%	6.3%	9.5%	22.2%
\$100k to \$150k	5.0%	9.3%	19.8%	23.0%	20.9%	18.2%
Greater than \$150k	0.0%	29.6%	41.3%	55.6%	38.6%	23.7%

Figure 4

Davidson Affordability Response by Gender				
	Female	Male	Non-binary	Prefer not to say
No	334	125	5	8
Yes	53	64	2	10

Question was "Is Davidson an affordable place to live?"

Figure 5

Concern Regarding Housing Affordability by Household Income						
Response	0\$ to \$25k	\$25k to \$50k	\$50k to \$75k	\$75k to \$100k	\$100k to \$150k	Greater than \$150k
0 - Not Concerned	2.1%	1.4%	9.0%	6.9%	15.1%	15.1%
1	6.4%	0.0%	4.5%	4.6%	5.0%	9.1%
2	4.3%	2.8%	10.4%	4.6%	3.4%	13.4%
3	6.4%	9.9%	11.9%	12.6%	14.3%	14.7%
4	14.9%	12.7%	16.4%	17.2%	18.5%	17.2%
5 - Very Concerned	66.0%	73.2%	47.8%	54.0%	43.7%	30.6%

Survey question was "How concerned are you about Davidson's housing affordability?"

Figure 6

Increasing Housing Affordability Responses

Response	Female	Male	Non-binary	Prefer not to say
0 - Very Negatively	16	23	1	4
1	25	17	2	3
2	26	32	0	4
3	48	26	0	2
4	76	35	0	1
5 - Very Positively	208	70	3	4

Question: How would increasing housing affordability affect Davidson?

Figure 7

HHIC of Renters and Owners vs Housing Cost		
	Own	Rent
0\$ to \$25,000		
\$0 to \$625	70.6%	4.5%
\$1,251 to \$1,875	5.9%	31.8%
\$1,876 to \$2,500	11.8%	9.1%
\$2,501 to \$3,750	5.9%	0.0%
\$626 to \$1,250	5.9%	54.5%
\$25,001 to \$50,000		
\$0 to \$625	52.9%	6.1%
\$1,251 to \$1,875	8.8%	18.2%
\$1,876 to \$2,500	5.9%	3.0%
\$626 to \$1,250	32.4%	72.7%
\$50,001 to \$75,000		
\$0 to \$625	40.4%	0.0%
\$1,251 to \$1,875	14.9%	55.6%
\$1,876 to \$2,500	6.4%	11.1%
\$2,501 to \$3,750	2.1%	0.0%
\$626 to \$1,250	36.2%	33.3%
\$75,001 to \$100,000		
\$0 to \$625	37.3%	5.3%
\$1,251 to \$1,875	35.8%	52.6%
\$1,876 to \$2,500	7.5%	5.3%
\$2,501 to \$3,750	0.0%	5.3%
\$626 to \$1,250	16.4%	21.1%
Greater than \$3,750	3.0%	10.5%
\$100,001 to \$150,000		
\$0 to \$625	33.9%	0.0%
\$1,251 to \$1,875	28.4%	20.0%
\$1,876 to \$2,500	14.7%	0.0%
\$2,501 to \$3,750	8.3%	20.0%
\$626 to \$1,250	13.8%	20.0%
Greater than \$3,750	0.9%	40.0%
Greater than \$150,000		
\$0 to \$625	26.3%	0.0%
\$1,251 to \$1,875	12.9%	66.7%
\$1,876 to \$2,500	27.8%	0.0%
\$2,501 to \$3,750	21.5%	0.0%
\$626 to \$1,250	4.8%	16.7%
Greater than \$3,750	6.7%	16.7%

Bolded red font indicates cost-burdened respondents

Appendix E: Interviews with Nonprofits and Developers

Town of Davidson Affordable Housing [PlanNeeds Assessment](#) Nonprofit Organization Interviewees

Name of the Nonprofit Organization	Name of the Interviewee	Title	Date of the Interview
Habitat for Humanity Charlotte Region	Laura Belcher	President and CEO	2/15/22, 2pm
Davidson Housing Coalition	Gerald Wright	Executive Director	2/16/22, 10am
Davidson Housing Coalition	Margaret Martens	Chair of the Board	3/10/22, 10am
Davidson Housing Coalition	Margo Williams	Chair Emeritus	3/10/22, 10am
Davidson Community Foundation	Dave Cable	Co-Chair	2/17/22, 9am

Developer Interviewees

Name of the Developer	Name of the Interviewee	Title	Date of the Interview
Laurel Street	Lee Cochran	Senior Vice President	3/17/22, 11:30am
Meeting Street Homes & Communities	Joe Roy	Founder, Land Acquisition & Development	3/8/22, 2pm
Sauss Burbank	Jim Burbank	Chairman	3/8/22, 3pm
Bayard Development	Ken Holbrooks	Partner	3/8/22, 1pm
Blue Heel Development	Matt Gallagher	Lead Development, Charlotte; Land Development Manager	3/10/22, 2pm
John Marshall Custom Homes	Rodney Graham	Owner	3/10/22, 1pm



Town of Davidson Affordable Housing Needs Assessment



2022

PREPARED BY:



LIVE
DAVIDSON

Acknowledgements

Preparation of the Town of Davidson Affordable Housing Needs Assessment was a collaborative process involving numerous town officials, stakeholders, and community members. We are grateful to all those involved for giving their time, talents, and expertise in support of this effort.

Board of Commissioners

Rusty Knox, Mayor
Tracy Mattison-Brandon, Commissioner
Jane Campbell, Commissioner
Matthew Dellinger, Commissioner
Ryan Fay, Commissioner
Autumn Rierson-Michael, Commissioner

Affordable Housing and Equity Board

Michael Dalton
Jennifer Fear
Mary Kim Folds
Annie Porges
Jayme Sponsel
John Quinn
Mary Walsh
Monica White
Elizabeth Wilson
Laura Belcher, ex officio
Gerald Wright, ex officio

Nonprofit Partners

Davidson Community Foundation
Dave Cable, Co-Chair
Davidson College
David Holthouser, Director of Facilities & Engineering
Habitat for Humanity, Charlotte Region
Laura Belcher, President & CEO
Davidson Housing Coalition
Gerald Wright, Executive Director
Margaret Martens, Board Chair
Margo Williams, Chair Emeritus

Development Community

Bayard Development
Ken Holbrooks, Partner
Blue Heel Development
Matt Gallagher, Lead Development, Charlotte; Land Development Manager
John Marshall Custom Homes
Rodney Graham, Owner
Laurel Street
Lee Cochran, Senior Vice President
Meeting Street Homes & Communities
Joe Roy, Founder, Land Acquisition & Development
Saussy Burbank
Jim Burbank, Chairman

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 - d. [Appendix D: LiveDavidson Survey Questions & Responses](#)
 - e. [Appendix E: Interviews with Nonprofits and Developers](#)

Please note that the data referred to in this document represents the most recent, up-to-date information available from various industry sources and from the Davidson community at the time of this needs assessment. The findings and recommendations are based on research conducted in 2021- 2022 that includes best practices across the field, community surveys, and stakeholder interviews. This document should be used as resource and a tool for decision makers within the Town of Davidson, including town staff and elected officials, to implement and improve practices as they relate to housing affordability in the community.

Introduction

OnPointe Partners was contracted to review the Town of Davidson's Affordable Housing Program and complete the following tasks:

- ❖ Update the 2017 UNC-Charlotte Urban Land Institute Report
- ❖ Identify current and future affordable housing needs within the town and outline next steps to address those needs.
 - Identify other funding sources
 - Provide multiple prioritization and implementation options based upon various levels/sources of funding
- ❖ Recognize the housing strategies and programs provided by the non-profit partners in the community in order to maximize overall outcomes from an affordable housing perspective
- ❖ Prepare and implement a community engagement program including a survey
- ❖ Evaluate seven town owned properties for recommended use regarding unit count, unit housing type, homeownership, rental, and target AMI level for each site.

This report is meant to be a guide to the steps needed to improve Affordable Housing, not to be a strict directive in the Town of Davidson. The project team has endeavored to find solutions that lead to success based on historic operations, industry best practices, current market conditions, and the current status of housing in the Town of Davidson.

About the Firm

OnPointe Partners is a Commercial Real Estate Consulting Firm based in Charlotte, North Carolina. Since 2011, they have consulted, developed, and brokered over three million square feet of Commercial Real Estate. They specialize in market and feasibility studies on various types of Commercial Real Estate to include Mixed Use, Retail, Industrial, Multifamily, and Historic developments.

II. Problem/Needs Assessment

The Town of Davidson seeks solutions to develop a data and context driven Affordable Housing Needs Assessment for guidance and direction in addressing the town's affordable housing needs.

According to MLS Canopy, the Average Home Sales Price in Davidson rose from \$329,000 in 2019 to \$446,100 in 2021. In a recent analysis from Zillow, Davidson's year-over-year home price rose by 28.4% in June 2022. Affordable Housing is more difficult to attain in Davidson for the average buyer and renter than elsewhere in the region. Additionally, the cost to construct and develop affordable housing remains a growing challenge. While the cost of framing lumber has fallen slightly in recent months, it still recorded a 34% year-over-year increase in August¹. Though interest rates have retreated slightly since July 2022, they still remain elevated compared to the last 12 years. In fact, from August 2021 (2.85%) to August 2022 (5.1%), mortgage rates have swelled by 2,250 basis points. This increase in the interest rate adds \$450/month to the mortgage payment of a \$450,000 home.

III. History/Historical Overview

As evidenced by the Core Values statement and Strategic Plan Goals listed below, the Town of Davidson recognizes the importance of affordable housing and equity and seeks to offer affordable housing as a potential next step and solution as the town works towards progress in these critical areas.

Town of Davidson Core Value:

Davidson's historic mix of people in all income levels and ages is fundamental to our community, so town government will encourage opportunities, services, and infrastructure that allow people of all means to live and work here.

Town of Davidson 2022-23 Strategic Goal:

AFFORDABLE LIVING, EQUITY & INCLUSION: Work together to create a culture of belonging, address our past inequities, provide opportunities for all, treat everyone with respect and dignity and recognize every voice.

- Prioritize and implement recommendations from the Affordable Housing Plan

According to **City-Data**, the estimated median house or condo value in Davidson in 2017 was \$466,123. This value has increased over three years. Suffice it is to say that the current sales prices of homes far exceed what low-income and moderate-income households can afford.

Rents for apartments in Davidson have also far exceeded what a low-to-moderate income wage earner can afford. The median gross rent of all properties in 2017 was \$1,166. Current rents at one of the arguably more 'affordable' apartment complexes in town range from \$1240 - \$1830 for a one-

¹ Data is from Fastmarkets RSI American Forestry Report, August 5, 2022.

bedroom unit and \$1450 - \$2240 for a two- bedroom unit. These rents and home prices make it very difficult to truly afford to live in Davidson.

Since the 1990s, affordable housing in Davidson has been facilitated by nonprofit organizations using tax credits and other federal and state subsidies, including the Davidson Housing Coalition and Habitat for Humanity. The town has also had a mandatory inclusionary zoning (IZ) program in place since that time. The IZ mandate has generated over 80 single family units and rental apartments to date. The town has used funds generated through the IZ program, referred to as payment-in-lieu funds, to enhance affordable housing in a multitude of ways, including purchasing six naturally affordable homes, partnering with a developer to produce new units, providing down payment assistance, and helping with critical repairs to existing homes.

To help address the affordable housing concern in Davidson, UNC-Charlotte Urban Institute conducted a housing needs assessment in 2017. The purpose of the study was to review the housing needs of the town within the context of population, employment trends, rising housing and land values, and community concerns and to provide an assessment of the state of affordable housing in Davidson.

While the study helped to clearly identify the need for more affordable units in town, it did not set forth any recommendations for how the town might go about practically achieving its stated goals to help preserve housing affordability for residents. The 2017 assessment was a highly effective tool that better enabled the project team developing this Plan to approach the housing affordability question with greater context and nuance and allowed them to focus on deeper and meaningful engagement and creating more impactful next steps for the town.

IV. Methodology

The project team, with assistance and oversight from Town of Davidson staff, developed a robust methodology for approaching this important work. They created a detailed plan for community outreach and engagement, creating a comprehensive but approachable survey for community members to complete, connecting with key nonprofit and developer stakeholders, and offering numerous opportunities for community and board feedback throughout the process.

V. Community Outreach & Engagement

There was a great deal of effort to get the community engaged in the process, particularly to complete a comprehensive survey to collect data on the community's needs and impressions about affordable housing in Davidson. As it relates to the survey, the response rate and sample size are more than adequate to be considered statistically significant and the results are reflective of the true pulse of the community.

Below please find further information about the approach:

Outreach & Engagement Summary

LiveDavidson Survey & Community Meetings

In support of the LiveDavidson Survey and Community Meetings, the project team partnered with the Town of Davidson Communications Department, area nonprofits and businesses, and local volunteers to share information about the effort and help amplify the message. The Town of Davidson publicized information about the survey and community meetings, sent word out about LiveDavidson repeatedly via the town's email platform, and shared that information on their website and social media platforms. The project team specifically focused on the target audience, defined below, and focused extra efforts to engage that segment of the Davidson community.

Survey Details:

Survey Launch - March 14, 2022

Survey Completion - April 18, 2022

Total Respondents – 752

Housing & Equity Board Meeting Details:

Board Meeting December 16, 2021

Sub Committee Meeting March 17, 2022

Board Meeting March 22, 2022

Sub Committee Meeting April 28, 2022

Sub Committee Meeting May 10, 2022

Three (3) Community Meetings Details:

In Person Community Meeting #1	Ada Jenkins	February 27, 2022	Attendance 31
In Person Community Meeting #2	St. Albans	March 30, 2022	Attendance 22
In Person Community Meeting #3	Ada Jenkins	May 12, 2022	Attendance 21

Promotion

February 7, 2022

March 14, 2022

May 12, 2022

May 12, 2022

- LinkedIn Engagement 222
- Twitter Engagement 46
- Facebook Engagements 218

Outreach & Engagement for Survey & Meetings

1. Online Virtual Town Annual MLK Jr Program Promotion *Jan 17, 2022*
2. In Person Flier Outreach Survey Promotion *Feb 9, 19, 27, 2022*
3. In Person Flier Outreach for Community Meeting #1 *Feb 19, 27, 2022*
4. In Person Pop Up Raeford's Barber Shop *February 12, 2022*
Engaged 18
5. In Person Pop Up Ada Jenkins Loaves & Fishes Distribution *March 9, 2022*
Engaged 22

Target Audience

The project team understood that some key points of view essential to the success of the engagement efforts would come from neighborhoods, where internet access is not guaranteed, and COVID-19 remained a top concern. As a result, Davidson College volunteers went door-to-door for in-person engagement with West Davidson residents which could happen safely outside and might better inform citizens of the LiveDavidson effort. The volunteers also brought paper copies of the survey for people to complete and transcribed the data by hand to ensure it could be evaluated with other community data.

It was also crucial to engage employees who work for the Town of Davidson, as well as other businesses in town. Input from workers in Davidson would be critical for the project team to provide more accurate findings that could help the town take steps forward with regards to housing affordability in the future.

Diversity & Equity Outreach

Outreach efforts included Fliers, Facebook, Constant Contact, Email Blasts, Online News & Events

- Bridge Program & Special Literacy Coordinator
- Ada Jenkins Center Economic Mobility /Impact and Engagement
- Connections that Count/Conexiones que Cuentan
- Contacto Servicios de Alcance
- Latino Outreach Services
- Community Bookshelf
- Reading In Color
- Senior Outreach Services
- Davidson K-8 School
- Prosperausa.org
- Davidson College Hispanic Community Program
- Charlotte Mecklenburg Library | Davidson Branch Library
- Davidson College CIVIC ENGAGEMENT
- Davidson Cornelius Child Development Center
- Eliminate the Digital Divide (E2D)
- DavidsonLearns.org

Public Notice outreach efforts included Fliers, Facebook, Twitter, LinkedIn

- Davidson Village Network
- Davidson Farmers Market
- Hopewell Baptist Church
- Davidson United Methodist Church
- Livable Meck
- North Harbor Club
- Main Street Books
- Milk Bread
- Summit Coffee
- Gethsemane Baptist Church
- Reeves Temple A.M.E. Zion Church
- St. Albans Episcopal Church
- Columbus Chapel A.M.E. Zion Church
- Concord /Harrisburg /Mooresville /Davidson NC Vendors
- Cornelius Today
- News of Davidson
- North Mecklenburg News
- The Patch
- QCity Metro
- Small Business Consortium

VI. UNC-Charlotte Housing Needs Assessment (2107) Update

The update to the 2017 UNC-Charlotte Urban Land Institute Report provided key insight into the Town of Davidson's demographics, real estate market, and housing affordability.

As of the most recent data available from the American Community Survey, the Town of Davidson has an older population with a median age of 37.2 years compared to 34.2 for the City of Charlotte. Davidson's percentage of white residents rose from 80% in 2014 to 86% in 2019. No other racial demographic saw a percentage increase. In terms of persons living where they work, only 9% of people who live in Davidson also work in Davidson. This was the lowest percentage of the peer group (which consisted of Davidson, Charlotte, Cornelius, Huntersville, and Mooresville). Davidson's median household income (\$124,853) is the highest of the peer group and is 48.3% higher than Charlotte's median household income.

Davidson's real estate market boasts a substantially higher median occupied home valuation (\$448,300) than the peer group. Recent data indicates that median single-family home sales over the last year reached \$575,000 in Davidson. Homes priced between \$463,000 and \$633,000 were the largest single segment of home sales. Of the 413 single-family sales transactions over the last year, only 28 were affordable at 50% to 80% of AMI (Area Median Income) between \$47,000 and \$75,000 per year.

Housing affordability is a prevalent issue in Davidson's rental market. Davidson's median rent over the last 180 days was \$2,180/month. Of the 49 rental transactions recorded in MLS (Multiple Listing Service), only 17 were affordable at 50% to 80% of AMI. 52.7% of rental households are paying more than 30% of their income to rent. In other words, more than half of the rental households in Davidson are considered unaffordable. The largest segment of renters in Davidson has incomes at 50% or below AMI. For example, a single person making 50% of AMI can reasonably afford a rent rate of \$825/monthly. A family of 4 making 50% of AMI can reasonably afford a rent rate of \$1,177/monthly. A family of 4 making 80% of AMI can reasonably afford a rent rate of \$1,883/monthly.

In 2019, 868 households in Davidson were technically unaffordable. That number is expected to reach 1,027 by 2026. When examining the projected need for affordable housing by AMI level, **more than half** of the anticipated need for renters (281 households) will be at the **lowest** AMI level. This means that the greatest need will be at the AMI level that will be the most difficult to address. The next largest segment for renters is in the 30% to 50% of AMI category. For homeowners, the two lowest AMI categories (below 30% and 30% to 50%) are expected to have identical needs in 2026 at 157 households.

Please refer to [Appendix B: UNC-Charlotte Update Supplemental Materials](#) for more data and to the [Appendix A: Glossary](#) for term definitions.

Area Median Income

The Department of Housing and Urban Development (HUD) calculates income limits (based upon median income) for its income eligible programs. In the discussion of area median income (AMI), it is important to understand how the income levels are defined. An equally important component is understanding which occupations are at the various levels of AMI.

Charlotte-Mecklenburg Income Limit Summary (FY 2022)								
	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person	7 Person	8 Person
Extremely Low (30%)	\$19,800	\$22,600	\$25,450	\$28,250	\$32,470	\$37,190	\$41,910	\$46,630
Very Low (50%)	\$33,000	\$37,700	\$42,400	\$47,100	\$50,900	\$54,650	\$58,450	\$62,200
Low (80%)	\$52,750	\$60,300	\$67,850	\$75,350	\$81,400	\$87,450	\$93,450	\$99,500
Middle (120%)	\$79,125	\$90,450	\$101,775	\$113,025	\$122,100	\$131,175	\$140,175	\$149,250

https://www.huduser.gov/portal/datasets/il.html#2022_data

*100% AMI for a single person is \$66,000 And a family of four is \$94,200

Methodology for Davidson Calculations

The calculation of the mortgage payment assumes a 30-year mortgage, 5.1% interest rate, and a 20% down payment. It should be noted that the median down payment is currently 12%, nationally. That figure falls to 6% for people between the ages of 22 to 30 years old.²

Occupations at AMI Levels

For important information about what types of jobs individuals who qualify at the various AMI levels, please see Appendix C [here](#).

30% to 50% of AMI (\$28,000 to \$47,000)

At 30% to 50% AMI for a family of four, households could afford a housing payment of \$1,178 per month. Anything beyond that price is considered unaffordable. In the 49 rental transactions recorded in MLS, only one was affordable at 30% to 50% of AMI. In addition, of the 413 single-family sales transactions, three were affordable at this AMI level. Occupations at the AMI 30% to 50% of AMI include:

- ❖ Medic Employee (EMT)
- ❖ Office Assistant
- ❖ Maintenance Tech (Town Public Works)
- ❖ Group Fitness Instructor
- ❖ Equipment Operator
- ❖ Firefighter

² Information available at: <https://www.nar.realtor/sites/default/files/documents/2021-home-buyers-and-sellers-generational-trends-03-16-2021.pdf>

Occupations at 50% to 80% of AMI (\$47,000 to \$75,000)

At 50% to 80% AMI for a family of four, households could afford a housing payment of \$1,875 per month. Anything beyond that price is considered unaffordable. In the 49 rental transactions recorded in MLS, 17 were affordable at 50% to 80% of AMI. In addition, of the 413 single-family sales transactions, 28 were affordable at this AMI level. Occupations at 50% to 80% of AMI include:

- ❖ Fire Captain
- ❖ Police Officer, Sergeant, Lt
- ❖ Parks and Rec Program Manager
- ❖ Financial Operations Supervisor
- ❖ Teacher
- ❖ Planner

Occupations at 80% to 120% of AMI (\$75,000 to \$113,000)

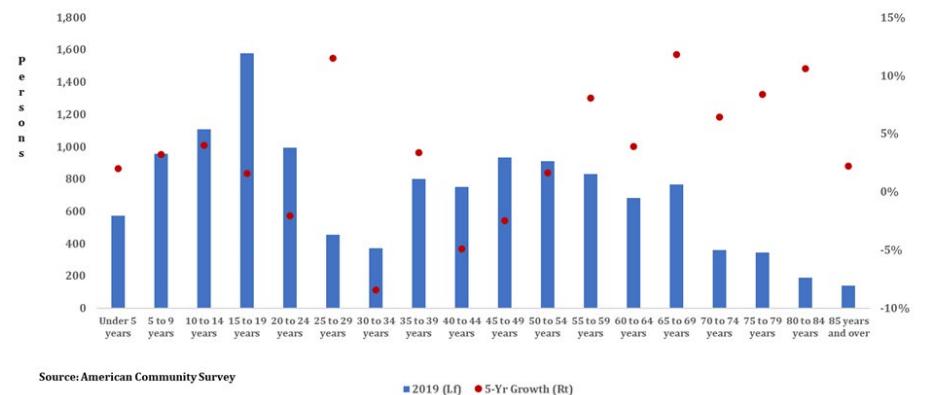
At 80% to 120% AMI for a family of four, households could afford a housing payment of \$2,825 per month. Anything beyond that price is technically unaffordable. In the 49 rental transactions recorded in MLS, 37 were affordable at 80% to 120% of AMI. In addition, of the 413 single-family sales transactions, 114 were affordable at this AMI level. Occupations at 80% to 120% of AMI include:

- ❖ Parks and Recreation Director
- ❖ Public Works Director
- ❖ Project Manager
- ❖ Planning Director
- ❖ HR Director
- ❖ Civil Engineer
- ❖ Professors
- ❖ Construction Manager

Commented [JJ1]: These highlighted sections on page 10 and 11 were moved up to better define terms and frame this section.

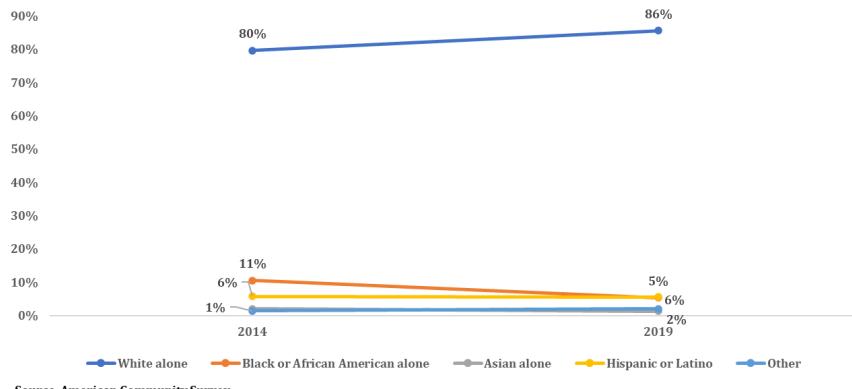
Area Demographics

Davidson Population Profile (By Age)



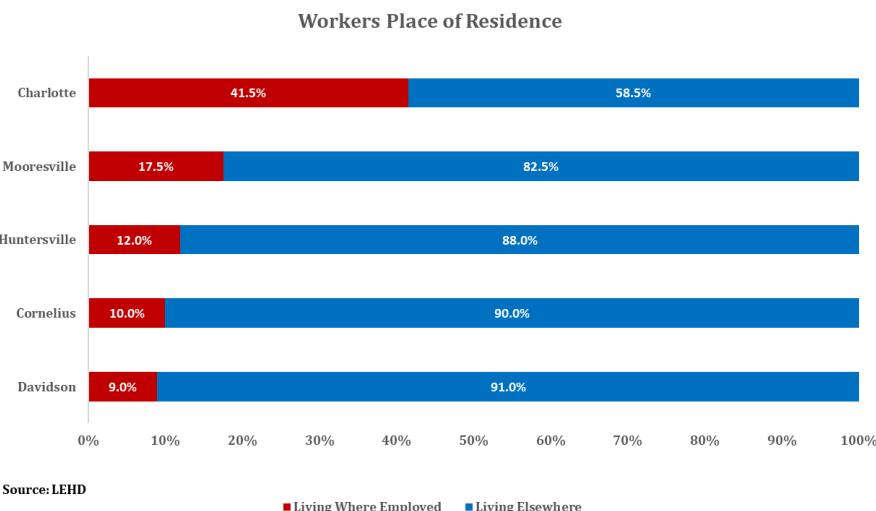
Davidson's largest population group is the 15- to 19-year-old age bracket. A smaller age group, the 25- to 29-year-olds was among the fastest-growing. The town also saw a contraction in some of the "prime working age brackets" over the last five years. Most notably, the 40- to 44-year-old and 45- to 49-year-old age brackets have both contracted considerably since 2014. The right side of this chart is also telling. Most of Davidson's fastest-growing age are in the older age brackets. Davidson's median age is 37.2 years old compared to 34.2 years for the City of Charlotte.

Davidson Racial Composition

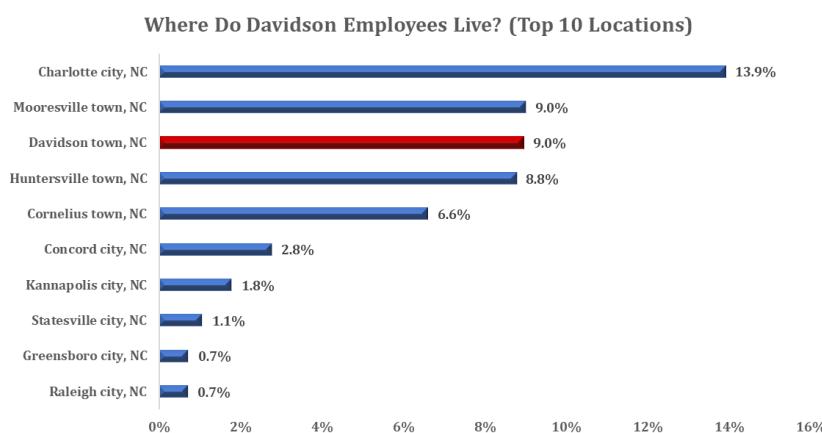


The population of Davidson is predominantly white. In the last five years, the town's composition of white residents increased from 80% to 86%. The percentage of Hispanic residents remained unchanged, and the percentage of Black residents fell dramatically from 10.5% to 5.4%.

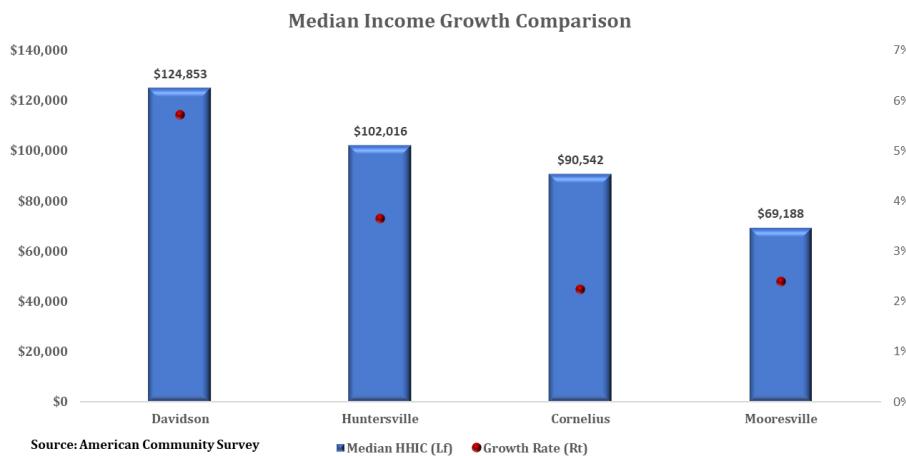
Commuting and Worker Residence



Davidson has the lowest percentage of people living where they are employed as compared to its peer group. While some of this dynamic could be driven by the lack of affordable housing, it is common to see this where smaller geographies are near a larger core city like Charlotte. Note that Mooresville has the highest number of workers living where they work relative to Davidson, Cornelius, or Huntersville. However, Mooresville is also the farthest away from Charlotte, which indicates that proximity (and commuting) likely influences this dynamic.



Income and Housing Cost



The Town of Davidson has the highest median household income of its peer group of Charlotte, Cornelius, Huntersville, and Mooresville. In fact, Davidson's household median income is 48.3% higher than Charlotte's area median income. Moreover, Davidson's household median income also has the highest 5-year compound annual growth rate (5.7%) of the comparison areas. According to data from the American Community Survey, 60.4% of Davidson households earn at least \$100,000 per year, while 40.6% of Davidson households earn less than \$100,000.

For more details about Household Income Decomposition, please see the chart in [Appendix B](#).

The Town of Davidson also finds itself in a challenging situation in terms of housing types, home valuation, gross rent paid, and more. Full information including charts and explanations may be found in [Appendix B](#).

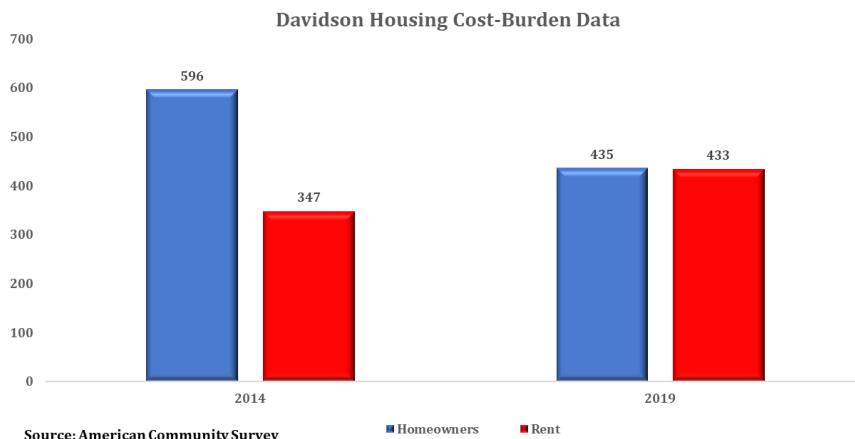
Housing Cost-Burden

The following snapshot summarizes the dynamics of Davidson's real estate market as of April 8, 2022. Less than 7% of single-family homes are affordable at 80% of AMI.

Davidson Real Estate Conditions

Property Type	Low	High	Median Price	Affordable at 80% AMI
Single-Family	\$123,000	\$2,800,000	\$575,000	6.8%
Multi-family	\$185,000	\$1,120,000	\$390,000	28.5%
Rental	\$925/Mo	\$4,500/Mo	\$2,180/Mo	34.7%

Source: Canopy MLS



The issue of housing affordability (illustrated by the graphic above) is more prevalent in the rental sector. In fact, the data in the graphic translates into 52.7% of rental households paying more than 30% of their income to rent. In other words, more than half of the rental households in Davidson are considered unaffordable.

Need for Affordable Housing

While a need for affordable housing is generally known and accepted within the Town of Davidson, there is a crucial question to determine the precise need based on this moment in time. Quantifying the need will play a direct role in decisions regarding zoning, strategy execution, and other factors.

The table below (Davidson Income and Housing Composition) is a calculation of the historical and projected need for affordable housing. This historical data comes from the American Community Survey (ACS). The historical ACS data shows the number of households that are paying more than 30% of their household income to housing. Generally, housing is considered affordable if a household does not spend more than 30% of their pre-tax gross annual income on rent and utilities. Based on the findings, 17% of households with a mortgage would be considered unaffordable. For rental units, the figure is even more striking, as 52.7% of rental households are paying more than 30% of their household income for housing, making it unaffordable for those residents. As a note, this figure refers to just a mortgage or rental payment as well, it does not include utilities. The total amount of utilities and rent combined is typically included in the recommended 30% threshold. Thus, with potentially even more than 17% and 52.7% of Davidson's residents currently living in a housing situation that is considered unaffordable, there is clearly a need for additional affordable housing in town.

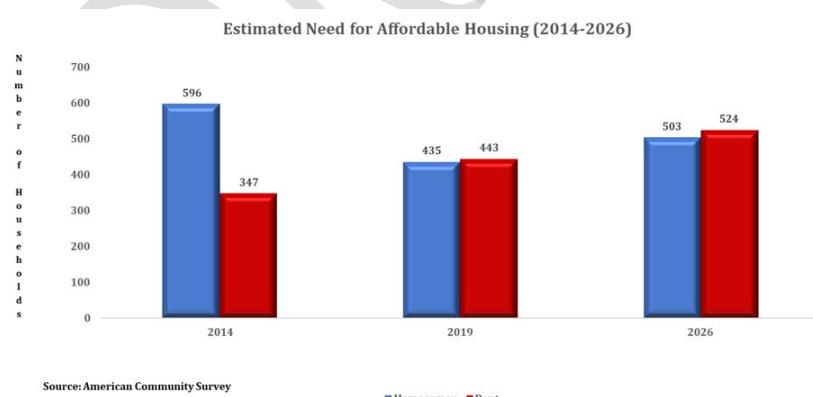
Davidson Income and Housing Composition		
Housing Units with a Mortgage		
Mortgage as a % of Income	No. of Households	% of Households
Less than 20.0 percent	1,554	60.9%
20.0 to 24.9 percent	386	15.1%
25.0 to 29.9 percent	178	7.0%
30.0 to 34.9 percent	88	3.4%
35.0 percent or more	347	13.6%
Rental Units		
Rent as a % of Income	No. of Households	% of Households
Less than 15.0 percent	154	18.3%
15.0 to 19.9 percent	153	18.2%
20.0 to 24.9 percent	61	7.3%
25.0 to 29.9 percent	29	3.5%
30.0 to 34.9 percent	94	11.2%
35.0 percent or more	349	41.5%

Source: American Community Survey

For this Needs Assessment, a forecast of Davidson households was utilized, and a trend analysis applied to the historical data to calculate the projected need for affordable housing units by occupancy type. The analysis indicates that the need for affordable housing will increase, but there are different dynamics in play for each property type.

For owner-occupied housing, the analysis indicates that the number of cost-burdened units will increase (435 in 2019 to 503 by 2026). For rental units, the analysis indicates that cost-burdened units will continue to rise (443 in 2019 to 524 by 2026). Rental units will continue to be the affordable units in highest need over owner-occupied properties, and the difference between the levels of need in each of these categories doubles by 2026.

The following chart illustrates the historic and estimated need for rental and owner-occupied affordable housing:



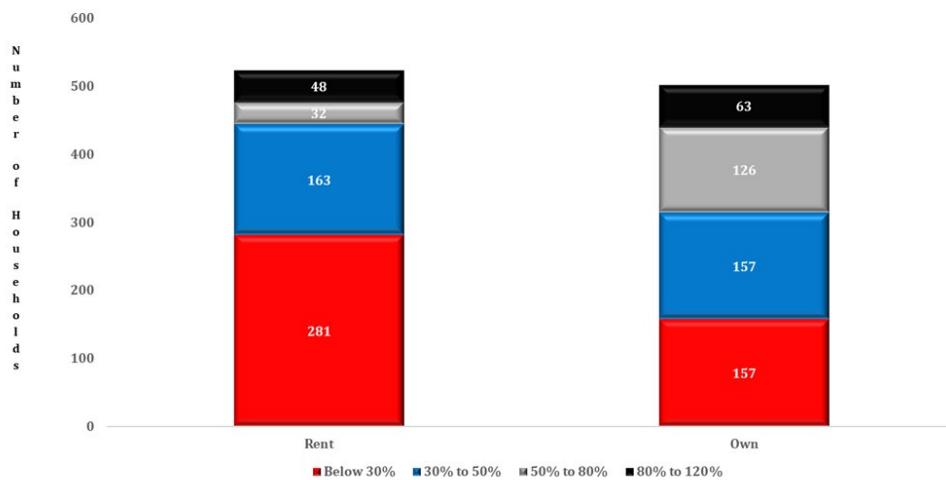
Gaining insight into the affordable housing need by AMI level will also be a key component in deciding what type of housing to build, as well as the strategies needed for the financial viability of the affordable housing real estate endeavor. [Deleted Text]

Of the 524 rental properties needed, it is estimated that over half of them may be needed by those whose household income places them in below 30% AMI. Nearly 30% of the projected rental need also falls in the 30-50% AMI level. Combined, this means that of the 524 rental properties that are estimated to be needed, nearly 85% of those should be for individuals and/or families whose household income falls under 50% AMI.

Of the 503 owner-occupied households projected to be required by 2026, the estimated need is largely balanced between the three lowest AMI ranges (Below 30%, 30%-50%, and 50%-80%), and the 80-120% AMI range need will sit at about half that of the others.

The following chart illustrates the projected need for affordable housing in 2026 by AMI level.

Affordable Housing Need By AMI Level (2026)



The data provided in this Needs Assessment will hopefully help guide strategies used and decisions made by the Town of Davidson to increase its housing affordability. With such a fast-moving real estate market, it is recommended that the data and projected needs are updated regularly to ensure the town is operating with the most accurate information. Additionally, it is important to note that although the data above provides the most up-to-date and carefully calculated projections, the project team also recognizes that town leaders must balance affordable housing needs with other town values, initiatives, and budget priorities.

VII. Live Davidson Survey Results

Introduction and Executive Summary

OnPointe worked with the town to develop a community survey concerning the topic of housing affordability. These survey results will help town officials gain insight into community sentiment, affordable housing metrics, and also actions that are desired by the community regarding addressing the affordable housing issue.

The survey was conducted over a 5-week period with significant outreach ahead of and during the survey. The survey was posted on the Town of Davidson's website, on flyers at various community locations (via a QR code), and also on multiple social media platforms. A total of 752 people took part in the survey. The survey was statistically significant at a 95% confident level with a 3% margin of error.

According to the survey, 36% of respondent households earned greater than \$150,000 per year. 83% of households earning between \$50,000 and \$75,000 indicated that housing affordability is "Very important". Results indicate that 52% of households earning between \$100,000 and \$150,000 housing affordability is "Very important". Of survey respondents 78.5% were white and 8.7% were black.

Sixty two percent of respondents had positive comments regarding housing affordability. These were the most mentioned positive words or sentiments: Afford/affordable (129 mentions), community (38 mentions), teachers (25 mentions), and reasonable (19 mentions). Sixteen percent of respondents had negative comments regarding affordable housing. These were the most mentioned negative comments: Crime (nine mentions), Section 8 (eight mentions), cheap (six mentions), subsidized (six mentions), and higher taxes (five mentions).

A total of 78.5% percent of survey respondents found Davidson to be unaffordable. While 74% of households making over \$100,000 per year say that Davidson is unaffordable, 3.9% of homeowners are housing cost burdened and 34% of renters are housing cost burdened.

Pursuing grants (420 selections) and public-private partnerships (400 selections) were the most popular measures to facilitate affordable housing. Townhomes (ranked first) and single-family homes (ranked second) were the most popular housing types for affordable housing.

To see the full list of survey questions and responses, please see [Appendix D](#). Data analysis is also available in [Appendix D](#) immediately following the survey results.

VIII. Interviews with Nonprofits and Developers

The project team identified several key stakeholders in town who are leaders in the nonprofit and development community. It would be critical to hear feedback from these important groups to be able to best offer creative solutions to ensure housing affordability in Davidson. The list of stakeholders is provided in [Appendix E](#).

Every individual and organization the team interviewed was in support of affordable housing in the Town of Davidson. The overall sentiment reflected a high interest in doing their part to make affordable housing efforts successful in Davidson.

Some common themes emerged from these conversations:

- Town staff not fully understanding the real estate development community and what it takes to get an affordable project completed
- The rising cost of housing and how it affects providing affordable housing
- Payment-in-lieu funds and how they are being currently used
- Payment-in-lieu funds policy not constructive as it stands
- Zoning constraints and the inability to make adjustments that would add to the profitability of a project.
- The belief that there are not enough funds available to support making a project successful for affordable housing
- Donation of town-owned land to reduce the overall cost of projects
- Continuing the old way of operation instead of looking for new solutions

The interviews and subsequent discussions led to several valuable suggestions, many of which have been incorporated into the Recommendations portion of this Needs Assessment.

IX. Property Analysis

Town staff identified eight properties for analysis by OnPointe as potential locations for affordable housing. The following information is not intended to be a direct recommendation to utilize these properties. Further analysis is needed, including the considerations listed below.

Development Constraints

The following must be completed on all properties to determine the exact number of affordable units that can be constructed on the property, in addition to unit mix and construction type.

Typically, this is a part of the development process.

- Survey
- Soil testing
- Architectural design
- Market analysis and financial feasibility

The following are zoning and construction restrictions from the Davidson Planning Ordinance (DPO) that may limit the number of units that can be developed on a specific property, thereby limiting the number of affordable units for a given project. Additionally, these restrictions vary from parcel to parcel.

- Lake Norman Watershed Overlay District
- Height restrictions
- Local Historic District
- Village Infill Overlay District
- Frontage requirements (i.e. street or pedestrian way)
- Open space requirements
- Alley requirements
- Building type requirements

The cost of housing construction and land acquisition is constantly rising. Based on current market conditions, it should be expected that these costs will continue to rise and present challenges for creating affordable housing. Currently, the average cost of construction is approximately \$145 per square foot. This amount is calculated based on a unit size of a 1,500 square foot home. This value does not consider land acquisition, legal, soft or rezoning costs. The Town of Davidson is one of the wealthiest municipalities in the State of North Carolina, which exacerbates the cost of developing affordable housing. It is expected that to have a diverse community, the need and burden of providing affordable housing is an even greater challenge for the Town of Davidson.

Analysis of Town-Owned Properties

The following properties were evaluated as sites for potential future affordable housing. The following presents findings from the analysis.

West Davidson Properties (202 and 144 Mock Rd.)

Parcels: 00323521, 00323511

Size: +/-0.385 ac.

Zoning: Village Infill Planning Area (VIP), Village Infill Overlay District (Red); Lake Norman Critical Watershed Overlay

Current Land Use: Two single-family homes

Built Environment Context: Single-family homes

Topography: Relatively flat



Source: Mecklenburg County, Polaris 3G

Findings: Townhome units (3-4) would maximize the affordable housing development potential on these parcels. No rezoning required.

Additional Considerations:

- Village Infill Overlay District (Red): 35' maximum height permitted
- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Alley access required for townhomes if garages included
- Open space requirements (10%, of which 5% must be park/public space)
- Historic Designation: Both 202 and 144 Mock Rd are ~~noncontributing to the National Register Historic District~~
- Potential future expansion of Local Historic District to this neighborhood
- Consideration of existing homes on this site, explore potential for moving and rehabilitating these structures

Commented [LL2]: Both of these homes are considered "noncontributing" to the NR historic district. This means that these structures were not yet built during the period of significance for the district OR they do not relate to the documented national significance of the district.

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Builder/Developer

2. Armour Street Theater Properties (N/A, 307 and 313 Armour Street)

Parcels: 00327565, 00327507, 00327511

Size: +/- 0.618 ac.

Zoning: Village Infill Planning Area (VIP), Lake Norman Critical Watershed Overlay

Current Land Use: Former church used as a community theater; informal gravel parking lot

Built Environment Context: Duplexes and single-family homes

Topography: Relatively flat



Source: Mecklenburg County, Polaris 3G

Findings: Townhomes and mixed-income development. Four new townhome units could be constructed for mixed-income buyers. Three new affordable housing units could be constructed inside the former church. No rezoning required.

Additional Considerations:

- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Open space requirements (10%, of which 5% must be park/public space)
- Alley access required for townhomes if garages included
- Historic Designation: None, however the church building (ca 1960) is located adjacent to the existing National Register Historic District and could be considered for future inclusion
- Adaptive reuse of historic church building
- Davidson Community Players currently has a long-term lease with the town for use of the church building

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Builder/Developer

DRAFT

3. New Town Hall Parcel and Adjacent Parcel (251 and 235 South Street)

Parcels: 00071319, 00701320

Size: +/-3.01 ac.

Zoning: Village Infill Planning Area (VIP), Village Infill Overlay District (Green)

Current Land Use: 251—Former school building and accessory gym; Currently under construction for new town hall and community center;

Built Environment Context: Single-family homes

Topography: Relatively flat with significant drop in elevation bisecting the site; topography falls off toward water course at far eastern border of site



Source: Mecklenburg County, Polaris 3G

Finding: Townhomes and mixed-income development could be appropriate here. Analysis suggests that 21 townhomes could be built on this site. Street frontage requirement could present challenges. Street or pedestrian way connecting Hillside Drive to Cathay Street would help facilitate maximizing affordable housing potential on this site. No rezoning required.

Additional Considerations:

- Village Infill Overlay District (Green): 32' maximum height permitted
- 235 South Street is not a town-owned parcel. It was included in this analysis as the current owner has expressed interest in using the parcel to support affordable housing
- Alley access required for townhomes if garages included
- Frontage requirement on street or pedestrian way
- Open space requirements (10%, of which 5% must be park/public space)
- Potential connection between Hillside Drive and Cathay Street
- Topography and Post-Construction buffer surrounding water course
- Historic Designation: Existing school (1948) and accessory gym (1937) are designated historic landmarks and are contributing to the National Register Historic District. Though not currently part of a local historic district, these parcels could be considered for future inclusion.

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Builder/Developer, Owners of 235 South Street

4. Pump House Properties (865 South Street)

Parcels: 00704202A (Davidson), 00704202B and 00704205 (Cornelius)

Size: +/-3.96 ac.

Zoning: Village Infill Planning Area (VIP) – Davidson; Town Center –Cornelius

Current Land Use: Former sewer pump station currently used as Town of Davidson Parks and Recreation offices

Built Environment Context: Davidson K-8 School, The Pines at Davidson (senior living retirement community; Kincaid Trail Greenway; power line easement; single-family homes (Cornelius)

Topography: Relatively flat; Parcel 007202B falls off toward water course



Source: Mecklenburg County, Polaris 3G

Findings: Townhomes and mixed-income development. Twenty-one townhomes could be constructed. No rezoning required but rectifying municipal boundaries with Cornelius is imperative.

Additional Considerations:

- Surface Water Improvement Management (SWIM) buffers surrounding water courses
- Open space requirements (10%, of which 5% must be park/public space)
- Alley access required for townhomes if garages included
- Access easement through Davidson K-8 School site
- Frontage requirement on public street or pedestrian way
- Historic Designation: None
- Consider adaptive reuse of Pump House building

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Builder/Developer, Cornelius

5. **Potts-Sloan Properties (120 and 228 Sloan Street, N/A, 100 and 109 Potts Street)**

Parcels: 00325309, 0032510, 00325311, 00325313

Size: +/-1.79 ac.

Zoning: Village Infill Planning Area (VIP); Village Infill Overlay District (Red); Lake Norman Critical Watershed Overlay

Current Land Use: Mostly vacant; one vacant home

Built Environment Context: Single-family residential; Future Potts-Sloan-Beatty roadway

Topography: Sloped with stream through the middle of the site



Source: Mecklenburg County, Polaris 3G

Findings: This site presents a unique set of circumstances. The long-planned Potts-Sloan-Beatty roadway connector will bisect the site. Given this, it is recommended to wait until construction is completed before exploring development opportunities on this site. However, townhomes or single-family homes would be most appropriate here with newly found street frontage.

Additional Considerations:

- Alignment and construction of the Potts-Sloan-Beatty connector
- Village Infill Overlay District (Red): 35' maximum height permitted
- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Open space requirements (10%, of which 5% must be park/public space)
- Post-Construction buffers surrounding water courses
- Alley access required for townhomes (if garages included) or single-family homes on lots 60' wide or less
- Frontage requirement on public street or pedestrian way

- Historic Designation: 228 Sloan St is noncontributing to National Register Historic District due to heavy alteration. Though not currently part of a local historic district, these parcels could be considered for future inclusion.
- Rehabilitation of a portion of the Torrence House

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Builder/Developer

6. Public Works Parcels (206 Potts Street, 213 Gamble Street, N/A, and 215 Crane Street)

Parcels: 00325221, 00325220, 00325222, 00325213

Size: +/-1.79 ac.

Zoning: Village Infill Planning Area (VIP); Lake Norman Critical Watershed Overlay

Current Land Use: Former and existing Public Works Department offices and facilities

Built Environment Context: Single-family residential; Ada Jenkins Center; AT&T building

Topography: Flat



Source: Mecklenburg County, Polaris 3G

Findings: The long-planned Potts-Sloan-Beatty roadway connector would flank the eastern border of the site. Additionally, the Public Works Department would need to be relocated. However, 26 townhomes would be most appropriate here. Single-family homes would be appropriate on Crane Street.

Additional Considerations:

- Alignment and construction of the Potts-Sloan-Beatty connector
- Surrounded by Village Infill Overlay District (Red): 35' maximum height permitted
- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Alley access required for townhomes (if garages included) or single-family homes on lots 60' wide or less
- Open space requirements (10%, of which 5% must be park/public space)

- Relocation of Public Works Department (estimated \$7.9 million)
- Historic Designation: Buildings associated with the Davidson Water Treatment Plant Complex are contributing to the National Register Historic District. This includes the main office (ca. 1948), water tower (ca. 1948), and water treatment tank (ca. 1948).
- Costs associated with site remediation and consider adaptive reuse of main water plant building

Development Process: Master Plan (DPO Section 14.6)

Consultants/Partners Required: Surveyor, Engineer, Soil Testers (Phase 1),
Builder/Developer

7. Town Center Properties [A] (Multiple Parcels with No Physical Address)

Parcels: 00325807, 00325823, 00325817, 00325834, 00325822, 00325826, 00325827, 00325809

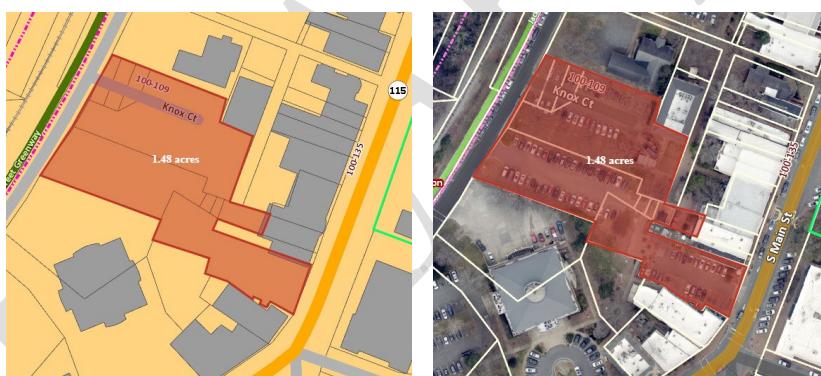
Size: +/-1.48 ac.

Zoning: Village Center (VC) and Village Commerce (VCMM) Planning Areas; Lake Norman Critical Watershed Overlay; Local Historic District

Current Land Use: Existing public parking, tot lot playground, Downtown Gathering Space

Built Environment Context: Downtown commercial district; Town Hall

Topography: Gently sloping towards Jackson Street



Source: Mecklenburg County, Polaris 3G

Findings: A multi-story, mixed-income apartment building could be constructed on parcels facing Jackson Street using built-upon-area averaging to secure additional impervious allocation. Four-story storefront buildings are permitted in the Village Commerce Planning Area fronting Jackson Street. Approximately 45 apartment units could be accommodated in a four-story building.

Additional Considerations:

- Reconfigure downtown public parking
- Recent public infrastructure project: Downtown Gathering Space
- Historic Designation: Located in both the National Register and Local Historic Districts. Construction in the Local Historic District requires a Certificate of Appropriateness (COA) from the Historic Preservation Commission (HPC)

- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Open space requirements (5%, of which 5% must be park/public space)
- Storefront building requirements (i.e. transparency)

Development Process: Individual Building (DPO Section 14.9)

Consultants/Partners Required: Surveyor, Engineer, Builder, Historic Preservation Commission

8. Town Center Properties [B] (111 N. Main Street, NA, 156 Jackson Street)

Parcels: 00325705, 00325726, 00325725

Size: +/-0.70 ac.

Zoning: Village Center (VC) and Village Commerce (VCOMM) Planning Areas; Lake Norman Critical Watershed Overlay; Local Historic District

Current Land Use: Existing Post Office Plaza with public art; public parking

Built Environment Context: Downtown commercial district

Topography: Flat



Source: Mecklenburg County, Polaris 3G

Findings: A multi-story apartment building could be constructed on parcels facing Jackson Street using built-upon-area averaging to secure additional impervious allocation. Four-story storefront buildings are permitted in the Village Commerce Planning Area fronting Jackson Street. Approximately 20 apartment units could be accommodated in a four-story building.

Additional Considerations:

- Reconfigure downtown public parking

- Historic Designation: Located in both the National Register and Local Historic Districts. Construction in the Local Historic District requires a Certificate of Appropriateness (COA) from the Historic Preservation Commission (HPC)
- Lake Norman Critical Watershed Built-Upon Area (BUA) limits
- Maximum impervious: 24%; Maximum impervious if engineered stormwater used: 50%; Exceeding any of these amounts would require BUA (built-upon area) Averaging approval from the Watershed Review Board/Board of Adjustment
- Open space requirements (5%, of which 5% must be park/public space)
- Storefront building requirements (i.e. transparency)

Development Process: Individual Building (DPO Section 14.9)

Consultants/Partners Required: Surveyor, Engineer, Builder, Historic Preservation Commission

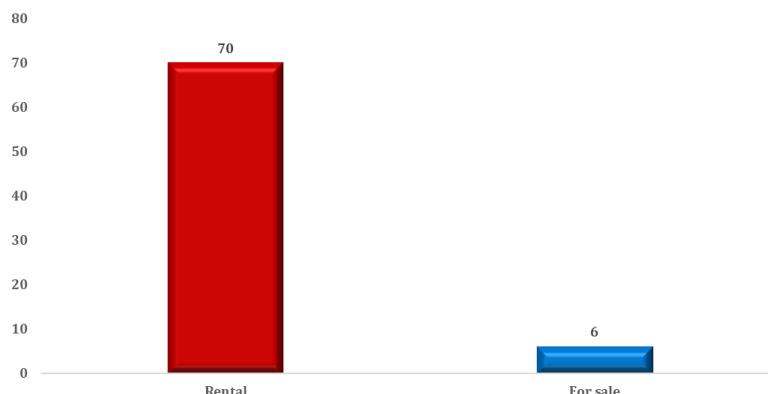
X. Recommendations

This Needs Assessment is intended to be a guide for the Town of Davidson in setting the direction for the town's Affordable Housing efforts. The Needs Assessment intends to offer goals for the town to look toward in the future, based on the current data and trends, as well as recommendations that can help inform how the town can achieve more housing affordability for its residents. This section highlights specific goals based upon current data, public feedback, and market trends. Funding options and policy recommendations are also included as a means to achieve increased housing affordability for current and future Davidson residents.

Goals: For sale and rental units

While projected need for affordable units is one thing, realistic goals for affordable housing must be established. Based on Davidson's current affordable housing ordinance, 12.5% of new households would be affordable. The graphic below details the goals for affordable housing in Davidson. Note that the figures are slanted heavily towards rental units. This is because a) the data indicates that housing affordability is more of an issue in the rental market and b) land cost, cost-to-build, and the single-family sales market suggest that opportunities to execute affordable housing for sale will be sparse with a higher degree of difficulty.

Housing Affordability Goals (By 2026)

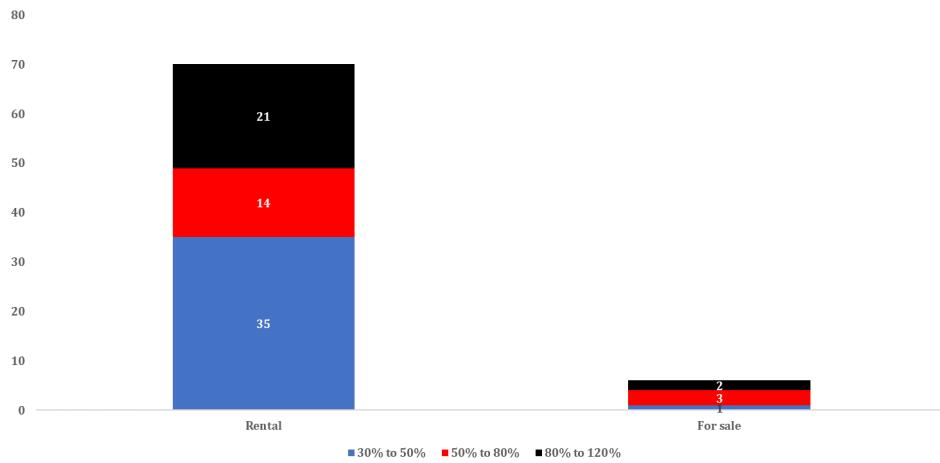


Note: Goals are units added to existing inventory and pipeline.

The breakdown of units by AMI is driven by the statistics from the American Community Survey and the results from the LiveDavidson Affordable Housing Survey. For example, according to the LiveDavidson Survey, of renters who were cost burdened, 60% were in households earning between 30% to 50% of AMI. Consequently, OnPointe Partners crafted the affordable housing goals for

renters to match the demand metrics from the survey results. For the for-sale segment, OnPointe's analysis had to account for external factors that will make addressing the most cost-burdened segment difficult. While the 30% to 50% of AMI segment of homeowners had the most cost-burdened households, as previously stated, external market factors will provide few opportunities for addressing for sale units. Moreover, addressing the lower AMI level adds an additional degree of difficulty. Recommendations regarding the for-sale market address the need while taking into account making the goal realistic and achievable.

Affordable Housing Goals by AMI Level (By 2026)



Funding Options

Meeting projected need will only be possible if the town is able to secure funding to support its vision of housing affordability. The following resources present several options that may help provide funding for various aspects of the affordable housing initiatives in Davidson.

Town Funding Options:

- Housing Bonds
 - Municipal Housing Bonds can provide a great solution for funding affordable housing. There are North Carolina legislative requirements that must be met that include voter approval.
- Grants
 - NC Housing Finance Agency Home Rehab Program is a great option for homeowners with income below 80% AMI. While this option may only be available for a limited number of residents, it is an option for the few that may meet this requirement.
- Tax Credits
 - Low Income Housing Tax Credits (LIHTC) are managed by the NCHFA through an extremely competitive bid process managed by the North Carolina Housing Finance Agency. Projects that are targeted to the neediest in the community (below 40% AMI) tend to be awarded the credits. The competitiveness of the process limits participation of the organizations that target projects above 60% AMI.
- Tax Revenue
 - Options include allocating dollars in the town's general fund, increasing ad valorem taxes (for example, in Davidson, a one penny increase in ad valorem taxes equals roughly \$300,000 per year).
- Housing Trust Fund and Land Trust
 - Allocate a set amount of funds and/or properties to be utilized in support of Affordable Housing projects. Possibility to use American Rescue Plan Act dollars as seed money to kickstart trust and help pave way forward.
- Community Reinvestment Act
 - There are also opportunities available through financial institutions that can utilize community reinvestment act (CRA) programs for funding.

Non-profit Funding Options:

- Subsidies
 - Housing Choice Vouchers (Section 8) are administered by US Housing Urban Development (HUD) and managed locally by Inlivian. These vouchers assist very low-income families, the elderly, and the disabled.
- Federal Home Loan Bank of Atlanta
 - The FHB annually offers an affordable housing grant program for housing developers. The funds can be used for acquisition, new construction, rehabilitation, or preservation with the program usually opening in the first quarter of each year.

Strategies to address affordable housing

The town should utilize the findings provided to decide on a path forward that addresses Davidson's specific housing affordability needs. This report is not a blueprint or an exact formula with all the answers. Addressing the growing needs for affordable housing in Davidson will require a multi-layered approach with several strategies. Developing and implementing specific solutions will take effort, time, and partnerships. The most impactful opportunities that are the easiest and quickest to implement should be prioritized.

[Deleted text] The list of findings/solutions below includes important next steps to advance Davidson's Affordable Housing efforts. This list is in no particular order.

1. Reaffirm the Role of the Housing and Equity Board (HEB) and Establish an Implementation Strategy

- The Affordable Housing and Equity Board Role includes but is not limited to:
 - Developing specific AMI housing unit goals and objectives based on the identified needs.
 - Prioritizing and developing an implementation strategy under the affordable housing needs assessment.
 - Developing a budget for affordable housing programs, projects, and capacity
 - Addressing current opportunities within the affordable housing needs assessment using a wholistic approach including but not limited to zoning adjustments, funding options, and architectural design.
 - Addressing how to make projects more inclusive of affordable housing.
 - Leveraging nonprofits and support their programming related to financial capability, anti-eviction, homelessness prevention and homebuyer education.
 - Guiding developers to programs that will financially assist them.
 - Always apply a best practices lens
- The Affordable Housing and Equity Board must consistently engage with stakeholders across the community to ensure solid communication about affordable housing potential projects and collaboration opportunities. Stakeholder group should include the following
 - Town Staff (Planning & Economic Development)
 - Town Commissioners
 - Housing and Equity Board Members
 - Charlotte Water and Mecklenburg County Storm Water Services
 - Town Residents
 - Davidson Business Owners
 - Davidson College Representatives
 - Nonprofit Developers
 - For-Profit Developers
 - Places of Worship

2. Review current Affordable Housing Ordinance

- Review existing zoning ordinances that directly affect affordable housing and consider recommending revisions if necessary. Explore all options that will maximize affordable housing including zoning adjustments.

3. Establish recurring funding source(s) for Town of Davidson Affordable Housing Fund

- Explore potential streams of revenue to consistently contribute to the development of guaranteed permanent affordable housing.
- Allocate recurring dollars toward the town's housing fund. This not only demonstrates a commitment to affordable housing, it also adds a layer of accountability and should generate interest for developers and nonprofits looking to make more of an impact in Davidson.
- Potential funding sources to generate revenue for projects include tax revenue, voter-approved housing bonds, or non-profit and foundation funding. There are also opportunities available through financial institutions that can utilize community reinvestment act (CRA) programs for funding.

4. Explore ways to utilize and maximize existing inventory.

- Enforce affordability restrictions and consistently monitor existing inventory provided by the inclusionary zoning (IZ) ordinance. Ensuring on-going compliance maintains the integrity of the program.
- Critical Home Repair
 - One of the quickest methods to impact affordable housing is to commit funds to older existing properties in need of repairs that in turn may be transitioned to affordable housing by potentially adding affordability covenants for a specified period of time.
 - Repairs will preserve naturally occurring affordable housing and help ensure affordability and neighborhood integrity for future generations.
 - One-time minor repairs have great potential to create long term resident stability, stable or increased value, and neighborhood pride. Repairs often equal long-term sustainability and neighborhood revitalization. Quality housing leads to a quality neighborhood.
 - The Town is currently participating in a pilot program with Davidson Housing Coalition, Habitat for Humanity, and Davidson Community Foundation.

- Redevelop Existing Multi-Family Units
 - Work with non-profit partners to explore and implement a program to contribute to the redevelopment of existing multifamily housing, including duplexes and triplexes.
 - The owner of existing units could apply for assistance from the town as a tradeoff for making units affordable. This strategy is opportunistic: as properties age, there may be a window of opportunity to secure and preserve the home as affordable. Develop a plan for when opportunities arise, as there will be a need to move quickly.

5. Implement a rental subsidy program targeting existing rental and investment properties.

This is the most significant tool available to address the identified affordability needs in the quickest manner. The town should work to develop funding partners and sources and consider a community-driven and community-supported affordable living fundraising effort to help fund this program.

This program could benefit a resident directly, support the developer/owner, and accomplish a goal of providing housing for the Town of Davidson. It would allow the developer or nonprofit housing provider to underwrite their proforma (financial feasibility study) that must be provided to the bank for project approval. It would also allow renters, the most cost burdened in the community, to have many housing options to choose from, as this subsidy would not be tied to any individual property. Finally, this option mitigates the risk to the municipality.

The town should consider partnering with a non-profit to administer to implement this program. Requirements could be established by Davidson Housing Coalition, Housing and Equity Board, and Town Staff, and would include but not be limited by the following:

- Potential Tenant would have to qualify based on household income and size
- Landlord would have to agree to accept rent paid directly from the program
- Landlord would agree to keep housing to a certain standard requirement established by town staff.
- Landlord would agree to arrangement for minimum set time.

6. Develop a Land Acquisition Strategy

Given the current context of gentrification and displacement pressures, rising land costs in the area, and the more recent practice of corporations purchasing available homes and property, it is becoming more apparent that the town should work to acquire land as soon as possible that can potentially be used for affordable housing projects.

- Acquire more land for development for donation to public/private partnerships, particularly as the cost of land continues to increase. A deed restriction will allow for long-term affordability.
- Acquiring existing houses to avoid falling into private hands for demolition/redevelopment.
- Encourage land donation by dedicated residents, businesses, and other town partners, including planned gifts. The donated land can reduce the cost of development which in turn can allow for additional units in a project.
- Use town land for Built-upon Area (BUA) averaging for affordable housing projects.
- Seek and apply for grant opportunities that would provide funds for property acquisition.
- Acquire land through tax delinquency.

7. Increase Number of New and Diverse Affordable Housing Units

- Identify and build strong partnerships with developers who have a mission to provide sustainable affordable housing for a variety of family sizes and types.
- Further research the need for housing for the populations with the greatest need including seniors.
- Fund planned, shovel-ready, affordable housing projects. The faster existing developments can get to market will in turn help reduce or offset costs in a rising market. The life cycle for affordable projects can be extensive, so collaborating with developers on projects that have been entitled are great opportunities for inclusiveness of affordable housing. Those opportunities can occur in various ways. However, funding housing projects that are already approved and further along in the planning stages are excellent ways to get great impact within communities.

7. Develop an Affordable Housing Education and Communication Strategy

- Marketing properties (rental and for purchase)
- Homebuyer education
- Critical repairs
- Lunch and learn
- Video about program (stigma, who is it for, etc.)
- Developers, Builders, Lenders, Real Estate Agents
- Continue to enhance communications that clearly highlight the affordable housing program on the Town of Davidson's website.
- Community event/summit

XI. Final Remarks

Since the 1990s, the Town of Davidson has worked hard to keep housing affordability a focus of the community's work. It was clear during the time the project team spent in Davidson that this issue is very important and close to the hearts of many who live in, work in, and serve the town. While there are many challenges ahead to achieving the goal of affordable living for all residents, Davidson is well-positioned to capitalize on decades of work by the town and its partners and build upon that powerful legacy by taking more steps forward in the coming years.

This Needs Assessment took a thorough look at affordable housing in Davidson and offered findings and recommendations informed by real data. We greatly appreciate the high levels of engagement we received from town residents, key stakeholders, town staff, advisory boards, and elected officials, and trust this community will take the innovative and bold action needed to create a better future for everyone.

Appendix A: Glossary

Affordable Housing: Generally, housing is considered affordable if a household does not spend more than 30% of their pre-tax gross annual income on rent and utilities.

Affordable Housing Ordinance/Inclusionary Housing: In an effort to address housing affordability, Davidson's Planning Ordinance³ encourages the production of affordable housing by requiring 12.5% of homes in all new developments to be affordable. The program has been in place since 2001 and currently has an inventory of 262 affordable housing units in the Town of Davidson. Some of the goals of the Davidson Affordable Housing Ordinance is that affordable housing units are dispersed throughout the town, that affordable housing is complementary to the neighborhood, and that it is supported by transportation facilities (to make this more viable to low-income occupants).

Another distinctive feature of Davidson's affordable housing ordinance is payment in lieu (PIL). The ordinance allows for developers/applicants may make a cash payment in lieu of providing some or all of the required affordable housing units. The Town uses the funds for affordable housing activities including the acquisition of land for, or the construction and marketing of, affordable dwelling units.

Apartment: An apartment is a rented residential unit that is part of one (or several) residential buildings, or a separate dwelling in a home. There is typically one owner or management company for all the units who does all the maintenance and upkeep.

Area Median Family Income (AMI): The U.S. Department of Housing and Urban Development estimates the median family income for an area in the current year and adjusts that amount for different family sizes so that incomes may be expressed as a percentage of the area median income.

Condominium: A condominium, called "condo" for short, is a privately-owned individual unit within a community of other units. Condo owners jointly own shared common areas, such as pools, garages, elevators and outside hallways and gyms, to name a few.

Extremely Low-Income: A household's annual income is less than 30% of the area median income.

Fair Market Rent (FMR): According to federal housing regulations, Fair Market Rent (FMR) means the rent that would be required to be paid in the particular housing market area in order to obtain privately owned, decent, safe, and sanitary rental housing of modest (non-luxury) nature with suitable amenities. The FMR includes utilities (except telephone). Separate FMRs are established by the U.S. Department of Housing and Urban Development for dwelling units of varying sizes (number of bedrooms).

³ The ordinance can be referenced at: <https://www.townofdavidson.org/DocumentCenter/View/8077/Section-5-Affordable-Housing-20170711?bidId=>

Histogram: A histogram is a chart that shows frequencies for intervals of values of a metric variable.

Housing Cost Burdened: If a household spends more than 30% of their pre-tax gross annual income on rent and utilities, then they are considered housing cost burdened. If a household spends more than 50% of their gross income on rent and utilities, then they are considered extremely housing cost burdened.

Inclusionary Housing: Please see *Affordable Housing Ordinance*, in glossary above.

Multifamily Housing: A multi-family home is a single building that's set up to accommodate more than one family living separately. That can range from a duplex, which has two dwellings within a single building, to homes or small apartment buildings with up to four units.

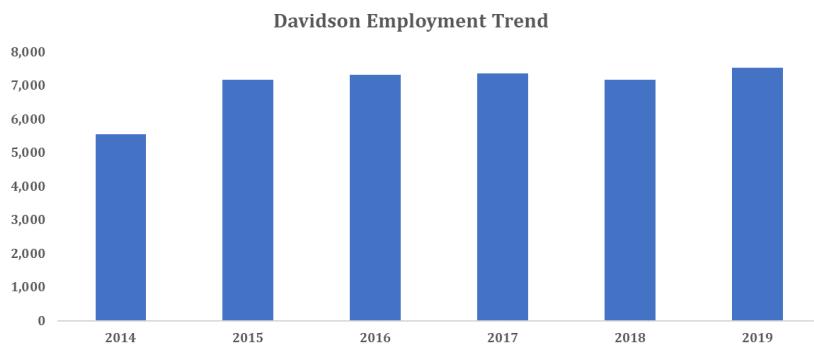
Ranch home: A ranch home is a house that is a single-story home that typically features an open floor plan.

Single-family two-story housing: A single-family home is an independent residential structure that sits on its own land and is designed to be used as a single dwelling unit. In the case of single-family two-story housing, the structure contains a second level.

Townhouse: A townhouse is a single-family home with at least two floors that share a wall with another house.

Appendix B: UNC-Charlotte Update Supplementary Materials

Employment and Industry



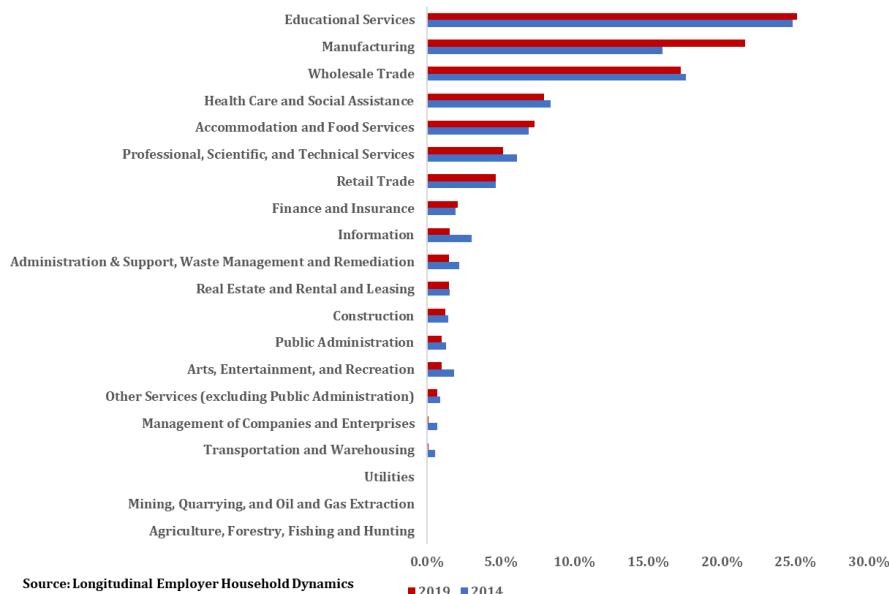
Source: Longitudinal Employer Household Dynamics

Total employment in the Town of Davidson rose sharply in 2015 but has seen more moderate growth between 2015 and 2022. Like the rest of the country, Davidson has seen its labor market tighten over the last several years. Davidson's unemployment rate was 6.9% in 2014. That figure dropped to just 2.8% in 2019. Some of the effects of a tight labor market are constrained employment growth and workers becoming more apt to leave a job due to a labor market that favors jobseekers. The tightened labor market likely played a role in Davidson's muted employment growth starting in 2016.

Davidson Largest Employers	
Employer	No. of Employees
Trane	1,600
MSC Industrial Direct	750
Davidson College	600

Davidson's three largest employers comprise 39% of the town's employment. The Town of Davidson is home to Trane's corporate headquarters and the company has a 5-building campus in the town. MSC Industrial Direct is a Fortune 1000 company in the industrial equipment distribution space. Davidson College was established in 1837 and is an integral part of the town's identity.

Industry Share of Davidson Labor Market (Percentage)



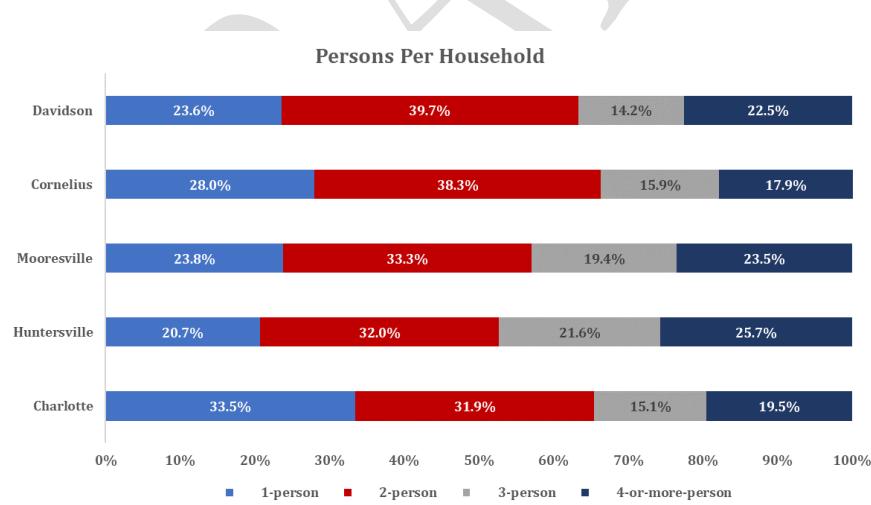
The above chart illustrates which industries have seen the most growth over the last five years. Manufacturing (742 jobs), educational services (514 jobs), and wholesale (323 jobs) were the industries that gained the most jobs since 2014. On the other end of the spectrum, information (-51 jobs), management of companies and enterprises (-32 jobs), and arts, entertainment, and recreation (-27 jobs) experienced the most job losses over the period.

Income and Housing

Income

Household Income Decomposition (2019)					
	Charlotte	Cornelius	Davidson	Huntersville	Mooresville
Less than \$10,000	5.2%	5.1%	2.0%	2.0%	4.9%
\$10,000 to \$14,999	3.4%	2.4%	1.6%	1.9%	3.5%
\$15,000 to \$24,999	7.9%	6.3%	3.5%	4.6%	7.6%
\$25,000 to \$34,999	9.7%	4.9%	3.2%	5.3%	8.2%
\$35,000 to \$49,999	13.3%	8.4%	9.6%	7.7%	11.7%
\$50,000 to \$74,999	17.9%	14.6%	12.5%	14.6%	19.6%
\$75,000 to \$99,999	12.5%	11.7%	7.1%	12.8%	12.7%
\$100,000 to \$149,999	14.6%	19.9%	18.7%	23.0%	18.1%
\$150,000 to \$199,999	6.5%	10.5%	11.0%	12.1%	8.1%
\$200,000 or more	9.0%	16.3%	30.7%	16.0%	5.5%
Median income (dollars)	\$62,817	\$90,542	\$124,853	\$102,016	\$69,188
Median Income Growth	3.4%	2.2%	5.7%	3.7%	2.4%

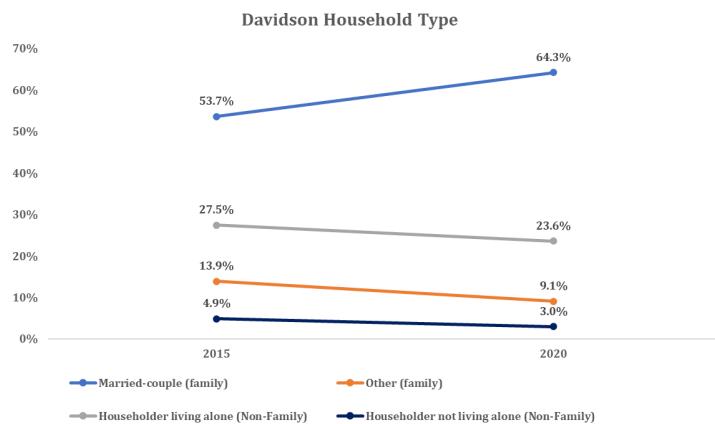
Housing



Source: US Census Bureau

Most Davidson households are 2-person households (39.7%). This is also the highest percentage of 2-person households among the peer comparison group. The chart below shows that married

households have seen a substantial increase over the last five years in Davidson. All other household types have decreased as a percentage of total households over the five-year period.



Source: American Community Survey

The owner-occupied and rental real estate markets in Davidson provide color and insight into the housing affordability dynamic. From 2014 to 2019, occupied home valuations have increased by 3.4% annually in Davidson. This is the lowest growth rate of the peer cities. Davidson also has the highest median home price valuation.

Occupied Home Valuations (2019)					
	Charlotte	Cornelius	Davidson	Huntersville	Mooresville
Less than \$50,000	2.1%	1.0%	1.1%	1.6%	2.4%
\$50,000 to \$99,999	8.2%	1.4%	0.4%	1.0%	3.1%
\$100,000 to \$149,999	17.3%	6.8%	2.3%	3.7%	12.0%
\$150,000 to \$199,999	17.6%	10.6%	5.7%	12.0%	19.6%
\$200,000 to \$299,999	21.0%	25.7%	15.3%	31.3%	38.1%
\$300,000 to \$499,999	19.5%	28.0%	33.7%	39.7%	22.7%
\$500,000 to \$999,999	10.9%	17.4%	32.4%	9.5%	2.1%
\$1,000,000 or more	3.4%	9.1%	9.0%	1.2%	0.1%
Median (dollars)	\$220,300	\$322,400	\$448,300	\$301,500	\$232,700
Median Value Growth Rate	5.3%	6.1%	3.4%	4.1%	4.6%

Source: American Community Survey

In the table below, housing unit cost with a mortgage in Davidson has increased at a rate that is in the middle of the pack of the peer cities. Note that Mooresville's housing cost has increased at nearly triple the rate of Davidson's over the five-year period. Davidson's absolute housing cost is still nearly \$450/month higher than the next closest area's cost.

Housing Unit Cost (With Mortgage) - 2019					
	Charlotte	Cornelius	Davidson	Huntersville	Mooresville
Less than \$500	0.8%	0.2%	0.0%	0.2%	1.1%
\$500 to \$999	17.4%	9.4%	6.5%	7.2%	12.6%
\$1,000 to \$1,499	35.3%	24.7%	15.1%	25.3%	32.8%
\$1,500 to \$1,999	20.9%	26.0%	19.7%	29.1%	31.4%
\$2,000 to \$2,499	10.6%	14.9%	19.3%	19.8%	12.3%
\$2,500 to \$2,999	5.4%	8.0%	10.6%	10.2%	4.9%
\$3,000 or more	9.6%	16.9%	28.9%	8.3%	4.8%
Median (dollars)	\$1,446	\$1,775	\$2,227	\$1,781	\$1,551
Median Growth Rate	0.4%	0.6%	0.6%	0.7%	1.6%

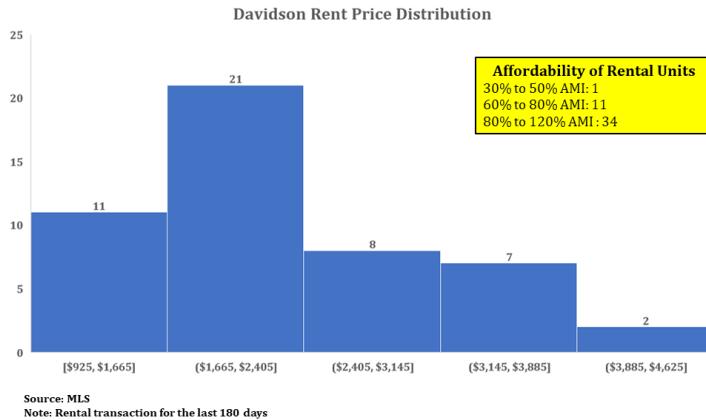
Source: American Community Survey

Gross rent paid provides a look into the housing affordability in Davidson's rental market. As of 2019, Davidson had the second-highest figure for gross rent paid (second to Huntersville). However, Davidson's five-year annual growth rate surpassed 5% and was the highest growth rate of any compared area. This plays a profound role in the current rental market conditions.

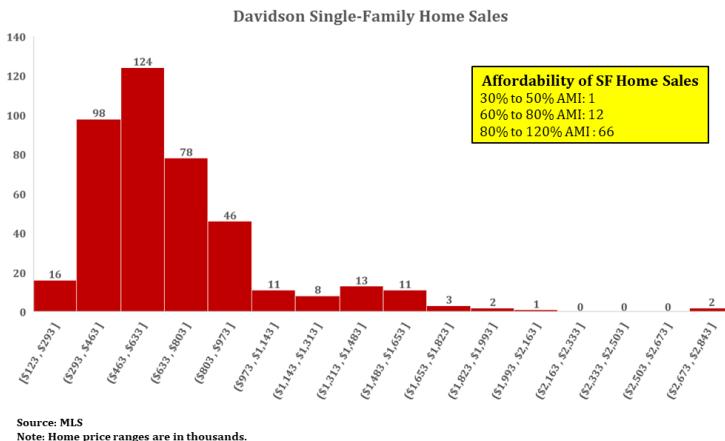
Gross Rent Paid (2019)					
	Charlotte	Cornelius	Davidson	Huntersville	Mooresville
Less than \$500	3.8%	3.4%	1.8%	1.6%	4.7%
\$500 to \$999	30.9%	16.5%	28.3%	19.5%	33.4%
\$1,000 to \$1,499	46.3%	53.0%	48.1%	43.0%	45.2%
\$1,500 to \$1,999	14.5%	22.4%	12.5%	27.6%	14.0%
\$2,000 to \$2,499	2.9%	3.5%	4.4%	6.9%	2.6%
\$2,500 to \$2,999	0.8%	1.2%	0.6%	1.3%	0.1%
\$3,000 or more	0.7%	0.0%	4.3%	0.0%	0.0%
Median (dollars)	\$1,135	\$1,219	\$1,264	\$1,305	\$1,108
Median Rent Growth Rate	4.7%	3.0%	5.4%	4.0%	3.6%

Source: American Community Survey

As referenced above, current rental conditions shine a light on how tight market conditions exacerbate the housing affordability crisis. Over the last 180 days since April 8, 2022, Davidson's median rental rate is \$2,810. Moreover, of the 49 rental transactions recorded in MLS, only 10 were affordable to a family of four making 80% of AMI. The histogram below illustrates the distribution of Davidson's rental market. Rental units priced between \$1,665 and \$2,405 per month were the largest single segment of rental units.



The Davidson sales market has been robust as well. Davidson's median single-family sales price was \$575,000 over the last year ending in April 2022. Of the 413 single-family transactions over the last year, only 18 transactions were below \$300,000 (which translated into a mortgage that is affordable at about 80% of AMI). The histogram below illustrates the distribution of Davidson's single-home sales market. Homes priced between \$463,000 and \$633,000 were the largest single segment of home sales.



Appendix C: Occupations by AMI Level

Occupations at 30% to 50% of AMI	
Helpers--Production Workers	\$28,280
Stockers and Order Fillers	\$28,540
Tax Preparers	\$28,550
Woodworking Machine Setters and Operators	\$28,550
Grinding and Polishing Workers	\$28,660
Service Unit Operators, Oil and Gas	\$28,820
Concierges	\$28,910
Meat, Poultry, and Fish Cutters and Trimmers	\$28,910
Nursing Assistants	\$29,040
Animal Trainers	\$29,090
Laborers and Freight, Stock, and Material Movers, Hand	\$29,170
Packaging and Filling Machine Operators and Tenders	\$29,190
Veterinary Assistants and Laboratory Animal Caretakers	\$29,260
Mail Clerks and Mail Machine Operators, Except Postal Service	\$29,290
Umpires, Referees, and Other Sports Officials	\$29,370
Orderlies	\$29,390
Textile, Apparel, and Furnishings Workers	\$29,440
Crematory Operators	\$29,480
Floor Layers, Except Carpet, Wood, and Hard Tiles	\$29,530
Molders, Shapers, and Casters, Except Metal and Plastic	\$29,780
Textile Bleaching and Dyeing Machine Operators and Tenders	\$29,860
Switchboard Operators, Including Answering Service	\$29,890
Food Batchmakers	\$29,920
Passenger Vehicle Drivers, Except Bus Drivers	\$29,980
Self-Enrichment Teachers	\$30,090
Funeral Attendants	\$30,270
Pesticide Handlers, Sprayers, and Applicators, Vegetation	\$30,310
Counter and Rental Clerks	\$30,440
Textile Knitting and Weaving Machine Setters, Operators	\$30,510
Food Cooking Machine Operators and Tenders	\$30,520
Parts Salespersons	\$30,660
Helpers--Pipeliners, Plumbers, Pipefitters, and Steamfitters	\$30,690
Graders and Sorters, Agricultural Products	\$30,840
Recreation Workers	\$30,890
Electrical, electronic, and electromechanical assemblers	\$30,900
Tutors and Teachers and Instructors, All Other	\$31,000
Landscaping and Groundskeeping Workers	\$31,010
Residential Advisors	\$31,020
Etchers and Engravers	\$31,180
Firefighters	\$31,220
Bailiffs	\$31,280
Receptionists and Information Clerks	\$31,510
Data Entry Keyers	\$31,580
Sawing Machine Setters, Operators, and Tenders, Wood	\$31,600
Riggers	\$31,710
Roustabouts, Oil and Gas	\$32,070
Helpers--Electricians	\$32,080
Automotive Glass Installers and Repairers	\$32,080
Floral Designers	\$32,190
Religious Workers, All Other	\$32,380
Farm Equipment Mechanics and Service Technicians	\$32,630
Office Machine Operators, Except Computer	\$32,640
Healthcare Support Workers, All Other	\$32,690

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 30% to 50% of AMI

Telemarketers	\$32,700
Information and Record Clerks, All Other	\$32,710
Helpers--Carpenters	\$32,780
Helpers--Roofers	\$32,780
Locksmiths and Safe Repairers	\$32,870
Food Processing Workers, All Other	\$32,940
Upholsterers	\$33,010
Construction Laborers	\$33,030
Furniture Finishers	\$33,040
Tire Repairers and Changers	\$33,180
Exercise Trainers and Group Fitness Instructors	\$33,260
Community Health Workers	\$33,290
Ophthalmic Laboratory Technicians	\$33,360
Light Truck Drivers	\$33,380
First-Line Supervisors of Food Preparation	\$33,780
Foundry Mold and Coremakers	\$33,780
Hazardous Materials Removal Workers	\$33,830
Pharmacy Technicians	\$33,880
Furnace, Kiln, Oven, Drier, and Kettle Operators	\$34,070
Helpers--Installation, Maintenance, and Repair Workers	\$34,090
Tellers	\$34,240
Office Clerks, General	\$34,300
Painters, Construction and Maintenance	\$34,590
Refuse and Recyclable Material Collectors	\$34,700
Medical Equipment Preparers	\$34,710
Cutting and Slicing Machine Setters, Operators	\$34,810
Helpers--Brickmasons, Blockmasons, Stonemasons	\$34,940
Photographic Process Workers and Processing Machine Operators	\$34,950
Shipping, Receiving, and Inventory Clerks	\$35,020
Ambulance Drivers and Attendants	\$35,020
Industrial Truck and Tractor Operators	\$35,020
Insulation Workers, Floor, Ceiling, and Wall	\$35,140
Veterinary Technologists and Technicians	\$35,240
Morticians, Undertakers, and Funeral Arrangers	\$35,320
Tree Trimmers and Pruners	\$35,380
Print Binding and Finishing Workers	\$35,400
Painting, Coating, and Decorating Workers	\$35,630
Merchandise Displayers and Window Trimmers	\$35,680
Pest Control Workers	\$35,790
Paving, Surfacing, and Tamping Equipment Operators	\$35,920
Phlebotomists	\$36,010
Medical Assistants	\$36,030
Psychiatric Technicians	\$36,150
Butchers and Meat Cutters	\$36,300
Printing Press Operators	\$36,480
Library Technicians	\$36,820
Multiple Machine Tool Setters, Operators	\$37,110
Medical Secretaries and Administrative Assistants	\$37,120
Pipelayers	\$37,260
Forging Machine Setters	\$37,280
Medical Transcriptionists	\$37,490
Customer Service Representatives	\$37,570
Welding, Soldering, and Brazing Machine Setters, Operators	\$37,630

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 30% to 50% of AMI	
Emergency Medical Technicians and Paramedics	\$37,650
Inspectors, Testers, Sorters, Samplers, and Weighers	\$37,650
Glaziers	\$37,680
Cabinetmakers and Bench Carpenters	\$37,690
Heat Treating Equipment Setters, Operators	\$37,770
Skincare Specialists	\$37,800
Forest and Conservation Technicians	\$37,820
Highway Maintenance Workers	\$37,860
Bill and Account Collectors	\$37,890
Billing and Posting Clerks	\$37,960
Helpers--Extraction Workers	\$38,080
Mixing and Blending Machine Setters, Operators	\$38,100
Public Safety Telecommunicators	\$38,180
Logging Equipment Operators	\$38,310
Motorboat Mechanics and Service Technicians	\$38,350
File Clerks	\$38,520
Drywall and Ceiling Tile Installers	\$38,740
Eligibility Interviewers, Government Programs	\$38,910
Environmental Science and Protection Technicians	\$38,950
Traffic Technicians	\$38,950
Septic Tank Servicers and Sewer Pipe Cleaners	\$39,190
Cement Masons and Concrete Finishers	\$39,250
Paper Goods Machine Setters, Operators	\$39,290
Ophthalmic Medical Technicians	\$39,300
Secretaries and Administrative Assistants	\$39,380
First-Line Supervisors of Housekeeping and Janitorial Workers	\$39,470
Court, Municipal, and License Clerks	\$39,470
Outdoor Power Equipment and Other Small Engine Mechanics	\$39,470
Carpenters	\$39,590
Marriage and Family Therapists	\$39,600
Roofters	\$39,630
Meter Readers, Utilities	\$39,650
Sheet Metal Workers	\$39,790
Conveyor Operators and Tenders	\$40,070
Coating, Painting, and Spraying Machine Setters, Operators	\$40,110
Coaches and Scouts	\$40,130
Electrical and Electronics Drafters	\$40,220
Interpreters and Translators	\$40,470
Extruding and Drawing Machine Setters, Operators	\$40,520
Procurement Clerks	\$40,620
Correctional Officers and Jailers	\$40,640
Social and Human Service Assistants	\$40,650
Transportation Security Screeners	\$40,680
Human Resources Assistants	\$40,710
Audiovisual Equipment Installers and Repairers	\$40,720
Travel Agents	\$40,950
Patternmakers, Metal and Plastic	\$40,980
Home Appliance Repairers	\$41,020
First-Line Supervisors of Personal Service and Entertainment Workers	\$41,040
Dispatchers, Except Police, Fire, and Ambulance	\$41,300
Insulation Workers, Mechanical	\$41,620
Crane and Tower Operators	\$41,790
Welders, Cutters, Solderers, and Brazers	\$41,960

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 30% to 50% of AMI	
Order Clerks	\$42,280
Structural Metal Fabricators and Fitters	\$42,340
Computer, Automated Teller, and Office Machine Repairers	\$42,470
Surveying and Mapping Technicians	\$42,530
Dental Laboratory Technicians	\$42,550
Animal Control Workers	\$42,570
Bookkeeping, Accounting, and Auditing Clerks	\$42,580
Media and Communication Workers	\$42,740
Water and Wastewater Treatment Plant and System Operators	\$42,990
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	\$43,040
Real Estate Sales Agents	\$43,390
Motorcycle Mechanics	\$43,390
First-Line Supervisors of Retail Sales Workers	\$43,610
Meeting, Convention, and Event Planners	\$43,660
Broadcast Technicians	\$43,740
Brickmasons and Blockmasons	\$43,880
Surgical Technologists	\$44,060
Computer Numerically Controlled Tool Operators	\$44,220
Exercise Physiologists	\$44,290
Education and Childcare Administrators	\$44,350
Press Technicians and Workers	\$44,400
Machinists	\$44,550
Hearing Aid Specialists	\$44,640
Telecommunications Line Installers and Repairers	\$44,650
Opticians, Dispensing	\$44,770
Molding, Coremaking, and Casting Machine Setters, Operators	\$44,850
Agricultural and Food Science Technicians	\$44,920
Insurance Claims and Policy Processing Clerks	\$44,950
Probation Officers and Correctional Treatment Specialists	\$45,130
Milling and Planing Machine Setters, Operators	\$45,170
Rehabilitation Counselors	\$45,210
Structural Iron and Steel Workers	\$45,280
Massage Therapists	\$45,510
Plumbers, Pipefitters, and Steamfitters	\$45,510
New Accounts Clerks	\$45,580
Social Science Research Assistants	\$45,720
Payroll and Timekeeping Clerks	\$45,870
Mechanical Door Repairers	\$45,890
Title Examiners, Abstractors, and Searchers	\$45,950
Word Processors and Typists	\$45,980
Recreational Therapists	\$46,110
Excavating and Loading Machine and Dragline Operators	\$46,340
Electricians	\$46,350
Reinforcing Iron and Rebar Workers	\$46,350
Audio and Video Technicians	\$46,610
Production, Planning, and Expediting Clerks	\$46,650
Credit Authorizers, Checkers, and Clerks	\$46,670
Chemical Plant and System Operators	\$46,670
Dental Assistants	\$46,760
Fence Erectors	\$46,850
Chemical Equipment Operators and Tenders	\$46,900
Heavy and Tractor-Trailer Truck Drivers	\$46,980
Automotive Service Technicians and Mechanics	\$47,050

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 50% to 80% of AMI	
Security and Fire Alarm Systems Installers	\$47,140
Coin, Vending, and Amusement Machine Servicers	\$47,150
Legal Secretaries and Administrative Assistants	\$47,170
Broadcast Announcers and Radio Disc Jockeys	\$47,230
Maintenance Workers, Machinery	\$47,250
Substance abuse, behavioral disorder, and mental health counselors	\$47,290
Licensed Practical and Licensed Vocational Nurses	\$47,370
Chemical Technicians	\$47,750
Cargo and Freight Agents	\$47,820
Athletic Trainers	\$47,870
Control and Valve Installers and Repairers	\$47,870
Forensic Science Technicians	\$47,910
Loan Interviewers and Clerks	\$47,910
Child, Family, and School Social Workers	\$48,040
Tool and Die Makers	\$48,070
Geological and Hydrologic Technicians	\$48,190
Biological Technicians	\$48,250
Millwrights	\$48,380
Credit Counselors	\$48,410
Engine and Other Machine Assemblers	\$48,810
Earth Drillers	\$48,830
Kindergarten Teachers	\$49,220
Computer User Support Specialists	\$49,310
Educational Instruction and Library Workers	\$49,910
Occupational Health and Safety Technicians	\$50,070
First-Line Supervisors of Landscaping, Lawn Service	\$50,460
Curators	\$50,760
News Analysts, Reporters, and Journalists	\$50,830
Industrial Engineering Technologists and Technicians	\$50,940
Mobile Heavy Equipment Mechanics	\$51,300
Sales Representatives of Services	\$51,530
Survey Researchers	\$51,550
Petroleum Pump System Operators, Refinery Operators, and Gaugers	\$51,580
Paralegals and Legal Assistants	\$51,650
Police and Sheriff's Patrol Officers	\$51,920
Bus and Truck Mechanics and Diesel Engine Specialists	\$51,990
First-Line Supervisors of Farming, Fishing, and Forestry Workers	\$52,070
Clinical Laboratory Technologists and Technicians	\$52,080
Postal Service Mail Sorters	\$52,130
Postal Service Mail Carriers	\$52,490
Elementary School Teachers	\$52,630
Secondary School Teachers	\$52,710
Civil Engineering Technologists and Technicians	\$52,720
Middle School Teachers	\$52,810
Special Education Teachers	\$53,120

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 50% to 80% of AMI	
First-Line Supervisors of Transportation Workers	\$53,140
Mental Health and Substance Abuse Social Workers	\$53,250
Special Education Teachers, Secondary School	\$53,330
Rolling Machine Setters, Operators	\$53,450
Budget Analysts	\$53,600
Reservation and Transportation Ticket Agents and Travel Clerks	\$53,790
Microbiologists	\$53,980
Metal-Refining Furnace Operators and Tenders	\$53,990
Architectural and Civil Drafters	\$54,240
Industrial Machinery Mechanics	\$54,490
Chefs and Head Cooks	\$54,500
Career/Technical Education Teachers, Secondary School	\$54,580
Food Service Managers	\$54,830
Automotive Body and Related Repairers	\$54,990
Judges, Magistrate Judges, and Magistrates	\$55,230
Special Education Teachers, Middle School	\$55,240
Medical Equipment Repairers	\$55,390
Health Education Specialists	\$55,400
Editors	\$55,460
Graphic Designers	\$55,590
Educational, Guidance, and Career Counselors and Advisors	\$55,610
Telecommunications Equipment Installers and Repairers	\$55,680
Mechanical Drafters	\$56,280
Brokerage Clerks	\$56,280
Electric Motor, Power Tool, and Related Repairers	\$56,300
Clergy	\$56,390
Conservation Scientists	\$56,640
Computer Numerically Controlled Tool Programmers	\$56,750
Fundraisers	\$56,760
Healthcare Social Workers	\$56,780
Writers and Authors	\$56,820
Dietitians and Nutritionists	\$56,900
First-Line Supervisors of Office and Administrative Support Workers	\$57,390
Lathe and Turning Machine Tool Setters, Operators	\$57,520
Construction and Building Inspectors	\$57,550
Insurance Sales Agents	\$57,860
Detectives and Criminal Investigators	\$57,870
Radio, Cellular, and Tower Equipment Installers and Repairers	\$57,960
Carpet Installers	\$58,110
Career/Technical Education Teachers, Middle School	\$58,180
First-Line Supervisors of Firefighting and Prevention Workers	\$58,560
Tax Examiners and Collectors, and Revenue Agents	\$58,640
Interior Designers	\$58,730
Radiologic Technologists and Technicians	\$58,740
Mechanical Engineering Technologists and Technicians	\$58,760

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 50% to 80% of AMI	
Career/Technical Education Teachers, Postsecondary	\$58,920
Advertising Sales Agents	\$59,540
Librarians and Media Collections Specialists	\$59,840
Electro-Mechanical and Mechatronics Technologists and Technicians	\$59,970
Physical Therapist Assistants	\$59,980
Respiratory Therapists	\$60,160
Stationary Engineers and Boiler Operators	\$60,180
Adult Basic Education, Adult Secondary Education Instructors	\$60,400
First-Line Supervisors of Production and Operating Workers	\$60,510
Cost Estimators	\$60,660
Chiropractors	\$61,150
Instructional Coordinators	\$61,340
Cartographers and Photogrammetrists	\$61,420
Property, Real Estate, and Community Association Managers	\$61,440
Private Detectives and Investigators	\$61,540
Buyers and Purchasing Agents	\$62,150
Pourers and Casters, Metal	\$62,350
Transportation Inspectors	\$62,420
Foreign Language and Literature Teachers, Postsecondary	\$62,450
Training and Development Specialists	\$62,750
Executive Secretaries and Executive Administrative Assistants	\$62,880
Postal Service Clerks	\$62,980
Electrical and Electronics Repairers, Commercial and Industrial Equipment	\$62,980
Calibration and Engineering Technologists and Technicians	\$63,050
English Language and Literature Teachers, Postsecondary	\$63,240
Occupational Therapy Assistants	\$63,390
Criminal Justice and Law Enforcement Teachers, Postsecondary	\$63,470
Logisticians	\$63,540
Geoscientists	\$63,550
Statisticians	\$63,760
Labor Relations Specialists	\$63,910
Cardiovascular Technologists and Technicians	\$63,930
Public Relations Specialists	\$64,090
Human Resources Specialists	\$64,140
Boilermakers	\$64,270
Coil Winders, Tapers, and Finishers	\$64,280
Landscape Architects	\$64,300
First-Line Supervisors of Construction Trades and Extraction Workers	\$64,300
Archivists	\$64,660
Financial Examiners	\$64,890
Fire Inspectors and Investigators	\$64,910
Communications Teachers, Postsecondary	\$64,970
Mathematical Science Teachers, Postsecondary	\$65,310
Social and Community Service Managers	\$65,320
Orthotists and Prosthetists	\$65,760

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 50% to 80% of AMI	
Environmental Scientists and Specialists, Including Health	\$66,280
Market Research Analysts and Marketing Specialists	\$66,970
Property Appraisers and Assessors	\$67,800
Fashion Designers	\$67,880
Funeral Home Managers	\$67,900
Producers and Directors	\$67,980
First-Line Supervisors of Correctional Officers	\$68,020
Art, Drama, and Music Teachers, Postsecondary	\$68,360
Occupational Health and Safety Specialists	\$68,580
Registered Nurses	\$68,620
Claims Adjusters, Examiners, and Investigators	\$68,890
Biological Science Teachers, Postsecondary	\$69,280
Electrical and Electronic Engineering Technologists and Technicians	\$69,320
First-Line Supervisors of Mechanics, Installers, and Repairers	\$69,430
Health Specialties Teachers, Postsecondary	\$69,750
Compliance Officers	\$69,880
Insurance Appraisers, Auto Damage	\$69,970
Flight Attendants	\$70,550
Computer Network Support Specialists	\$70,760
Biochemists and Biophysicists	\$70,840
Urban and Regional Planners	\$70,900
Magnetic Resonance Imaging Technologists	\$71,000
Sales Representatives, Wholesale and Manufacturing	\$71,060
Technical Writers	\$71,140
Recreation and Fitness Studies Teachers, Postsecondary	\$71,480
Business Teachers, Postsecondary	\$71,760
History Teachers, Postsecondary	\$71,830
Soil and Plant Scientists	\$71,850
Education Teachers, Postsecondary	\$72,130
Law Teachers, Postsecondary	\$72,460
Surveyors	\$72,500
Nuclear Medicine Technologists	\$72,640
Compensation, Benefits, and Job Analysis Specialists	\$72,720
Gas Plant Operators	\$72,730
Electrical Power-Line Installers and Repairers	\$72,880
Therapists, All Other	\$73,000
Psychology Teachers, Postsecondary	\$73,170
Nursing Instructors and Teachers, Postsecondary	\$73,330
Sociology Teachers, Postsecondary	\$73,530
Dental Hygienists	\$74,090
Diagnostic Medical Sonographers	\$74,390
Real Estate Brokers	\$74,700
Clinical, Counseling, and School Psychologists	\$74,720
Emergency Management Directors	\$74,970
Environmental Engineers	\$75,160
Loan Officers	\$75,190
Chemistry Teachers, Postsecondary	\$75,210
Philosophy and Religion Teachers, Postsecondary	\$75,300

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

Occupations at 80% to 120% of AMI

Architects	\$75,370
Speech-Language Pathologists	\$75,440
Insurance Underwriters	\$75,520
Audiologists	\$76,340
Education Administrators, Kindergarten through Secondary	\$76,610
Genetic Counselors	\$77,010
First-Line Supervisors of Police and Detectives	\$77,260
Materials Engineers	\$77,320
Lodging Managers	\$77,410
Securities, Commodities, and Financial Services Sales Agents	\$78,360
Geography Teachers, Postsecondary	\$78,520
Social Work Teachers, Postsecondary	\$78,560
Radiation Therapists	\$78,610
Special Effects Artists and Animators	\$79,460
Political Science Teachers, Postsecondary	\$79,750
Accountants and Auditors	\$80,400
Commercial and Industrial Designers	\$80,790
Mechanical Engineers	\$80,810
Web Developers and Digital Interface Designers	\$81,390
Electrical and Electronics Repairers, Powerhouse, Substation, and Relay	\$81,460
Network and Computer Systems Administrators	\$81,850
Chemists	\$82,450
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	\$82,480
Occupational Therapists	\$82,660
Civil Engineers	\$82,850
Industrial Engineers	\$83,100
Engineering Teachers, Postsecondary	\$83,910
Postmasters and Mail Superintendents	\$84,980
Acupuncturists and Healthcare Diagnosing or Treating Practitioners	\$86,120
Medical Scientists, Except Epidemiologists	\$88,080
Health and Safety Engineers	\$88,230
Power Plant Operators	\$88,230
Physical Therapists	\$88,400
Computer Science Teachers, Postsecondary	\$88,690

Source: Bureau of Labor Statistics

Note: Data is for the Charlotte-Concord-Gastonia MSA

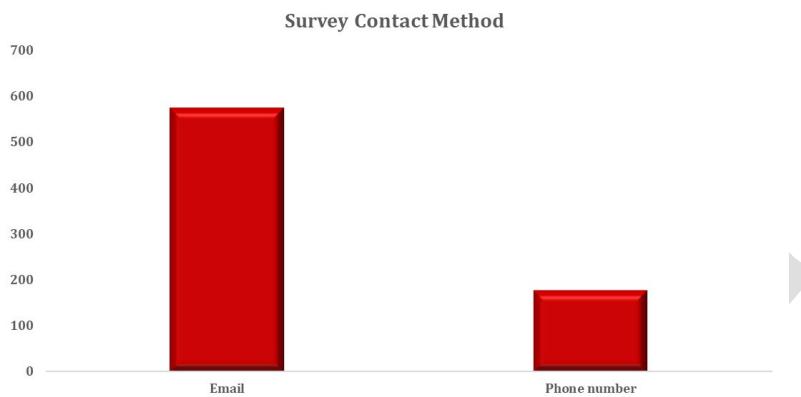
Occupations at 80% to 120% of AMI	
Education Administrators, Postsecondary	\$88,870
Aircraft Mechanics and Service Technicians	\$88,980
Credit Analysts	\$89,780
First-Line Supervisors of Non-Retail Sales Workers	\$90,680
Electronics Engineers, Except Computer	\$91,710
Aerospace Engineers	\$91,770
Directors, Religious Activities and Education	\$91,840
Library Science Teachers, Postsecondary	\$92,060
Financial and Investment Analysts, Financial Risk Specialists, and Financial Specialists	\$94,450
Architecture Teachers, Postsecondary	\$94,750
Computer Systems Analysts	\$95,400
Economics Teachers, Postsecondary	\$95,750
Sales Engineers	\$96,060
Medical and Health Services Managers	\$96,850
Operations Research Analysts	\$96,900
Management Analysts	\$97,770
Computer Hardware Engineers	\$97,890
Computer Programmers	\$99,280
Electrical Engineers	\$99,940
Art Directors	\$101,320
Physics Teachers, Postsecondary	\$101,570
Industrial Production Managers	\$102,970
Information Security Analysts	\$103,030
Software Developers and Software Quality Assurance Analysts and Testers	\$103,260
Transportation, Storage, and Distribution Managers	\$103,690
Nurse Practitioners	\$104,090
Veterinarians	\$107,030
Psychologists, All Other	\$107,810
Construction Managers	\$108,000
Administrative Services and Facilities Managers	\$108,430
Database Administrators and Architects	\$109,610
Natural Sciences Managers	\$110,890
Physician Assistants	\$111,010
Airline Pilots, Copilots, and Flight Engineers	\$112,450

Source: Bureau of Labor Statistics

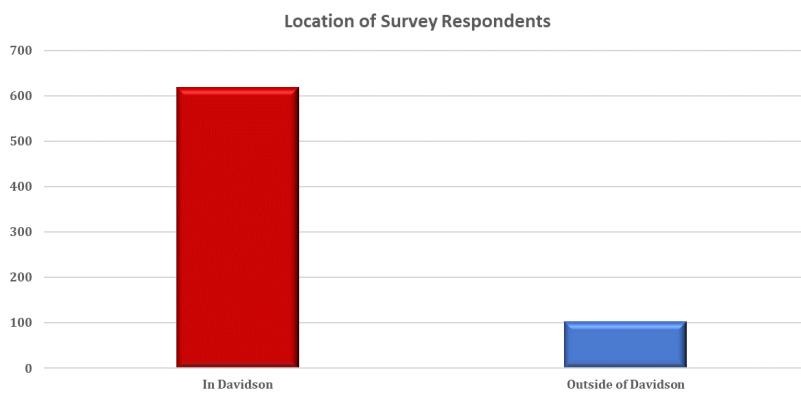
Note: Data is for the Charlotte-Concord-Gastonia MSA

Appendix D: LiveDavidson Survey Questions & Responses

Question: Please select your unique identification method



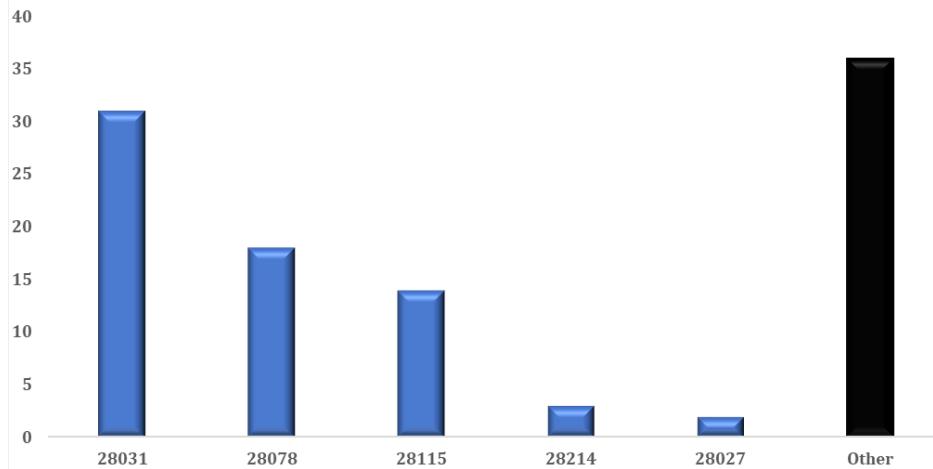
Question: In which zip code do you live?



Additional Insights:

- 85.6% of respondents live in Davidson.

Zipcodes of Non-Davidson Respondents

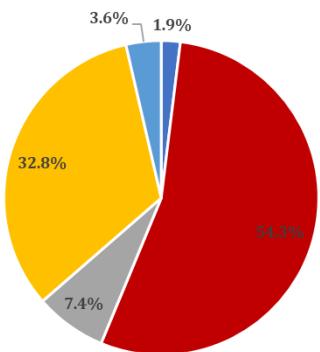


Additional Insights:

- Cornelius (28031) and Huntersville (28078) were the most popular zip codes of non-Davidson respondents.

Question: What is your employment situation?

Employment Situation of Respondents

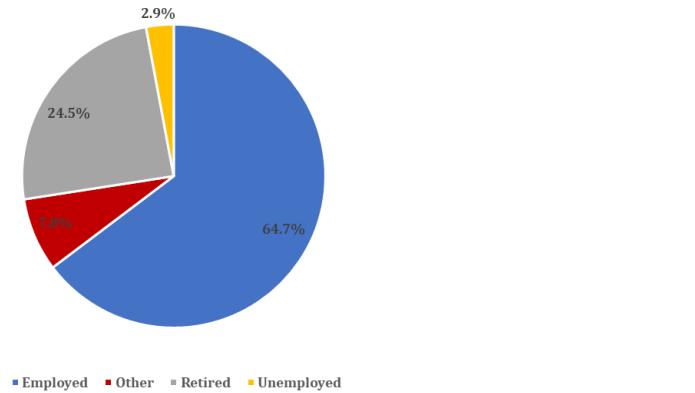


■ College Student ■ Employed ■ Other ■ Retired ■ Unemployed

Additional Insights:

- 54% of employed respondents are between the ages of 35 and 54 years old.
- Females comprise 62.8% of employed respondents.

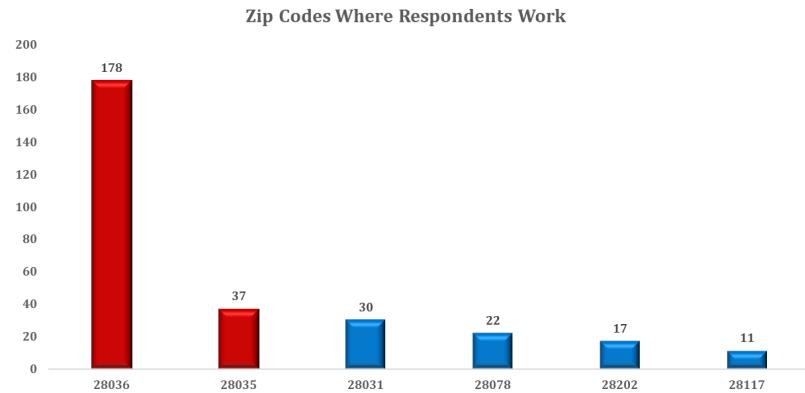
Employment Situation of Non-Davidson Respondents



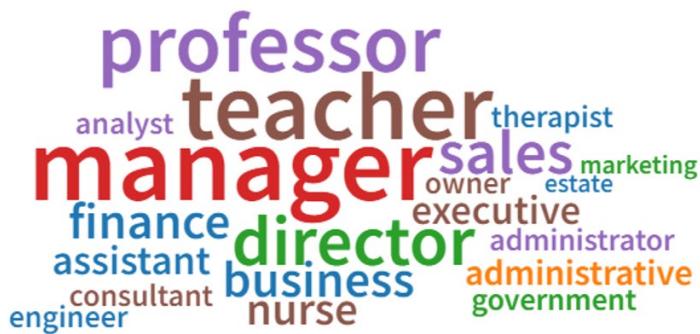
Additional Insights:

- 60.3% of employed non-Davidson respondents are between the ages of 35 and 54 years old.
- Females comprise 68.3% of employed non-Davidson respondents.

Question: Where do you work?



Question: What is your role in your industry?

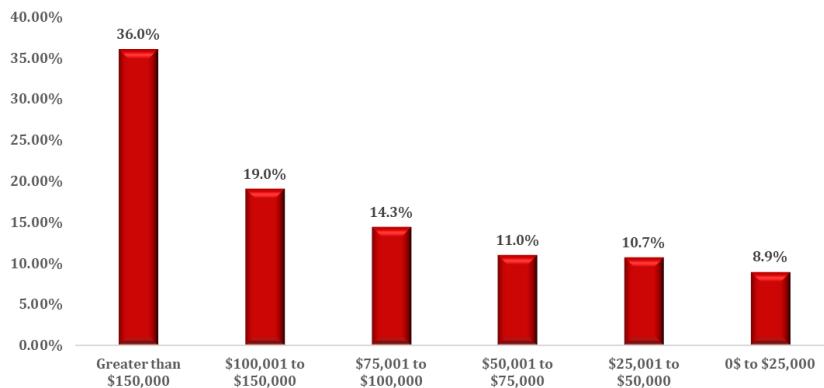


Additional Insights:

- Manager (27 times), teacher (24 times), Professor (20 times), and Director (16 times) were the most popular titles.

Question: What is your household income?

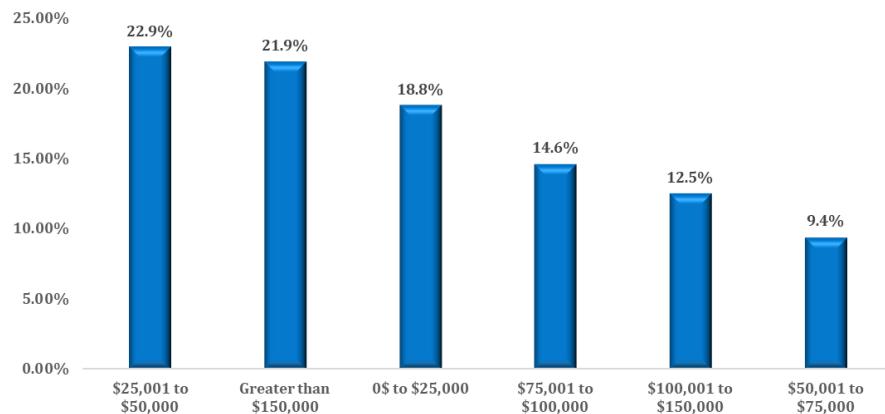
Household Income Distribution



Additional Insights:

- 83% of households earning between \$50,000 and \$75,000 indicated that housing affordability is "Very important".
- 52% of households earning between \$100,000 and \$150,000 indicated that housing affordability is "Very important".

Household Income Distribution (Non-Davidson)

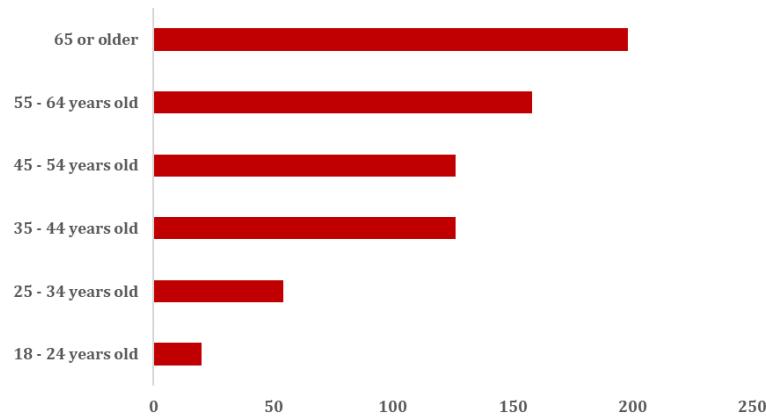


Additional Insights:

- 34.4% of non-Davidson respondents had household incomes of greater than \$100,000 per year.
- 78.3% of non-Davidson respondents with households earning less than \$100,000 indicated that housing affordability is “Very important”.

Question: What is your age?

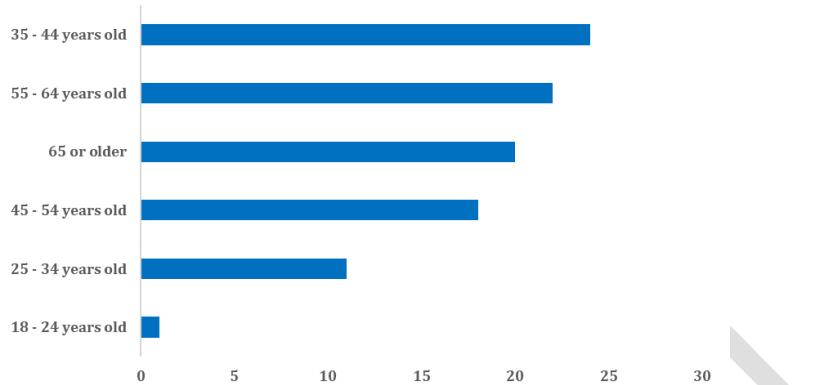
Respondent Age Distribution



Additional Insights:

- 52.2% of Davidson’s respondents are 55 years of age and older.

Respondent Age Distribution (Non-Davidson)

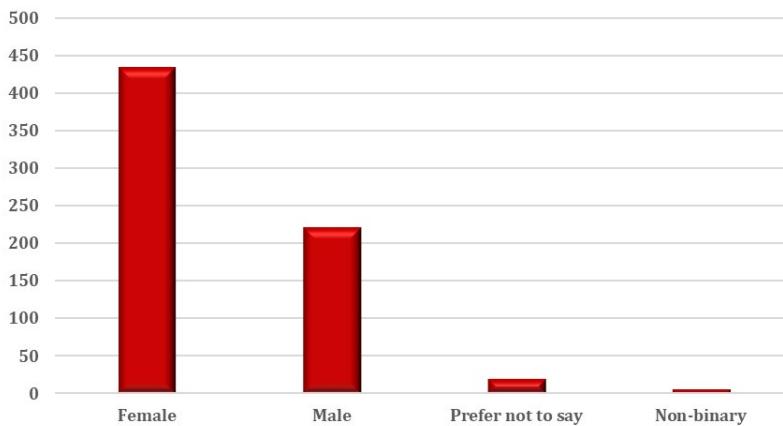


Additional Insights:

- 40% of White non-Davidson respondents and 56% of Black non-Davidson respondents are 55 years of age or older.

Question: What is your gender?

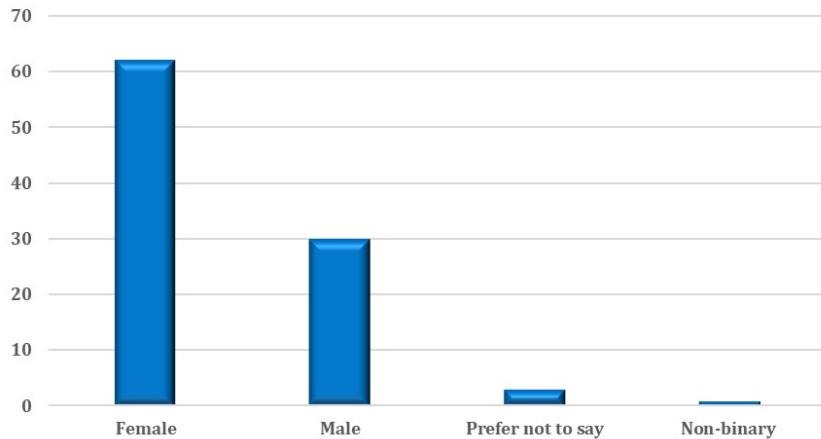
Respondent Gender Profile



Additional Insights:

- Females comprised 63.6% of survey respondents.

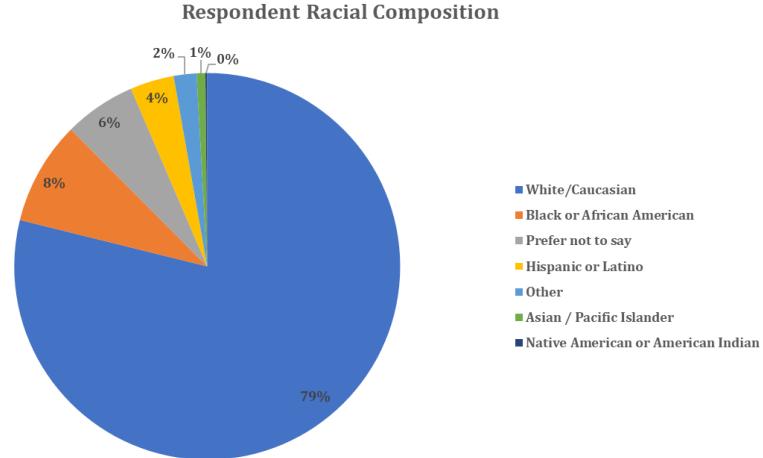
Respondent Gender Profile (Non-Davidson)



Additional Insights:

- 64.6% of non-Davidson respondents are female.

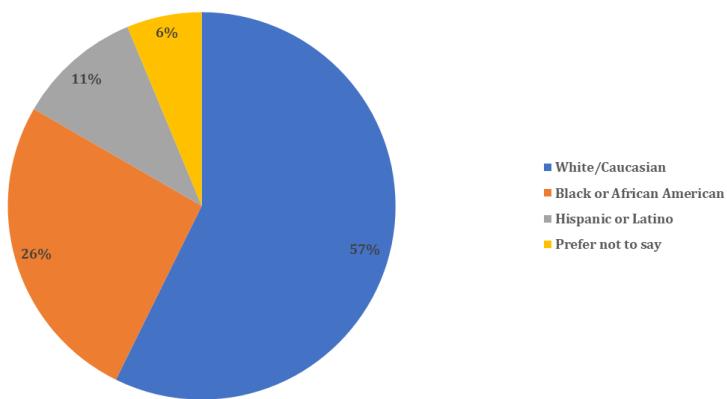
Question: What is your ethnic background?



Additional Insights:

- 81.4% of Black or African American respondents were female.
- 64% of White/Caucasian respondents were female.

Respondent Racial Composition (Non-Davidson)

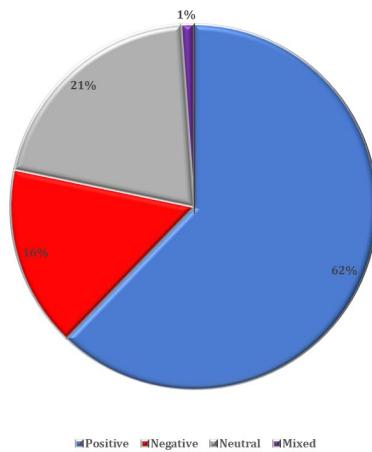


Additional Insights:

- 76% of non-Davidson Black or African American respondents were female.
- 61.8% of White/Caucasian respondents were female.

Question: What comes to mind when you hear the term “affordable housing”?

Affordable Housing Sentiment

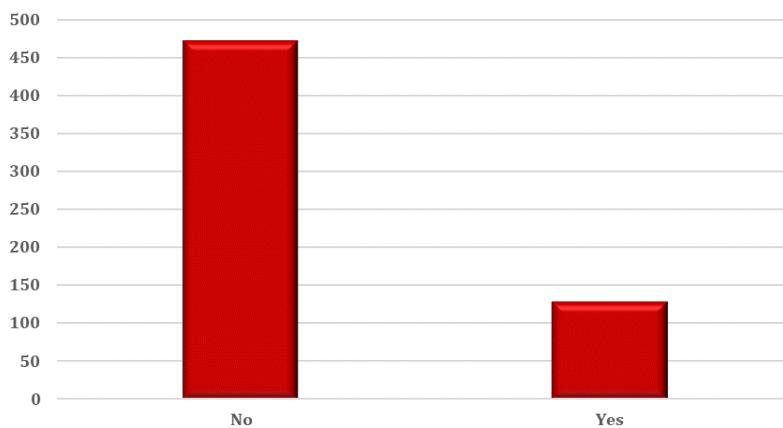


Additional Insights:

- 62% of respondents had positive comments regarding housing affordability.
- These were the most mentioned positive words or sentiments: Afford/affordable (129 mentions), community (38 mentions), teachers (25 mentions), reasonable (19 mentions).
- These were the most mentioned negative comments: Crime (9 mentions), Section 8 (8 mentions), cheap (6 mentions), subsidized (6 mentions), and higher taxes (5 mentions).

Question: Is Davidson an affordable place to live?

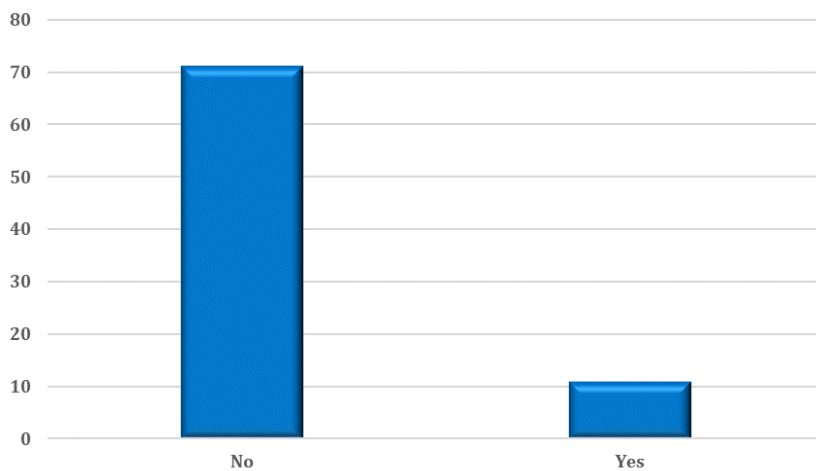
Davidson Affordability Sentiment



Additional Insights:

- 78.5% of survey respondents found Davidson to be unaffordable.
- 74% of households making over \$100,000 per year say that Davidson is unaffordable.

Davidson Affordability Sentiment (Non-Davidson)



Additional Insights:

- 86.6% of non-Davidson respondents view Davidson as unaffordable.
- 93.1% of non-Davidson respondents with household incomes over \$100,000/year view Davidson as unaffordable.

Question: How important is housing affordability?

How Important is Housing Affordability						
Scale	0 - Not Important	1	2	3	4	5 - Very Important
Responses	42	35	40	73	100	342
Percentage	6.6%	5.5%	6.3%	11.6%	15.8%	54.1%

Additional Insights:

- 6.6% of respondents felt that housing affordability is unimportant.
- 7% of respondents that selected “Not important” as an answer are cost-burdened regarding shelter.
- 13.5% of respondents that selected “Very important” as their answer are cost-burdened regarding shelter.

How Important is Housing Affordability (Non-Davidson)						
Scale	0 - Not Important	1	2	3	4	5 - Very Important
Responses	2	1	4	7	16	61
Percentage	2.2%	1.1%	4.4%	7.7%	17.6%	67.0%

Additional Insights:

- 2.2% of non-Davidson respondents felt that housing affordability is unimportant.
- 21.3% of respondents that selected “Very important” as their answer are cost-burdened regarding shelter.

Question: How concerned are you about Davidson's housing affordability?

How concerned are you about housing affordability?						
Scale	0 - Not Concerned	1	2	3	4	5 - Very Concerned
Responses	67	37	50	80	104	286
Percentage	10.7%	5.9%	8.0%	12.8%	16.7%	45.8%

Additional Insights:

- 59% of people who say that they are “Very concerned” are age 55 or older.
- Over 42% of people who say that housing affordability is “Very important” live in households earning more than \$100,000 per year.
- 70% of renters are “Very concerned” about housing affordability.

How concerned are you about housing affordability? (Non-Davidson)						
Scale	0 - Not Concerned	1	2	3	4	5 - Very Concerned
Responses	3	4	5	12	17	45
Percentage	3.5%	4.7%	5.8%	14.0%	19.8%	52.3%

Additional Insights:

- 42.2% of non-Davidson respondents that are “Very concerned” about housing affordability are between the ages of 35 and 54 years old.

Question: How would increasing housing affordability affect Davidson?

How would increasing housing affordability affect Davidson						
Scale	0 - Very Negatively	1	2	3	4	5 - Very Positively
Responses	44	47	62	76	112	285
Percentage	7.0%	7.5%	9.9%	12.1%	17.9%	45.5%

Additional Insights:

53.3% of households paying \$1,250/month or less for shelter feel that increasing housing affordability will “Very positively” affect Davidson.

How would increasing housing affordability affect Davidson? (Non-Davidson)						
Scale	0 - Very Negatively	1	2	3	4	5 - Very Positively
Responses	1	6	2	8	20	51
Percentage	1.1%	6.8%	2.3%	9.1%	22.7%	58.0%

Additional Insights:

- 49% of non-Davidson households paying \$1,250/month or less for shelter feel that increasing housing affordability will “Very positively” affect Davidson.

Question: How desirable is living in Davidson?

How Desirable is Living in Davidson											
Scale	Extremely Undesirable	1	2	3	4	5	6	7	8	9	Extremely Desirable
Responses	1	2	5	6	7	20	15	48	102	92	334
Percentage	0.2%	0.3%	0.8%	0.9%	1.1%	3.2%	2.4%	7.6%	16.1%	14.6%	52.8%

Additional Insights:

- 52.8% of respondents found living in Davidson very desirable.
- 62.3% of respondents that found living in Davidson “very desirable” also feel that housing affordability is “very important.”

How Desirable is Living in Davidson? (Non-Davidson)											
Scale	Extremely Undesirable	1	2	3	4	5	6	7	8	9	Extremely Desirable
Responses	1	1	0	3	2	4	2	8	17	12	42
Percentage	0.0%	1.1%	0.0%	3.3%	2.2%	4.4%	2.2%	8.8%	18.7%	13.2%	46.2%

Additional Insights:

- 46.2% of non-Davidson respondents found living in Davidson “Extremely desirable.”
- 52.5% of non-Davidson respondents that found Davidson “very desirable” also feel that housing affordability is “very important.”

Question: What are the barriers to living in Davidson?

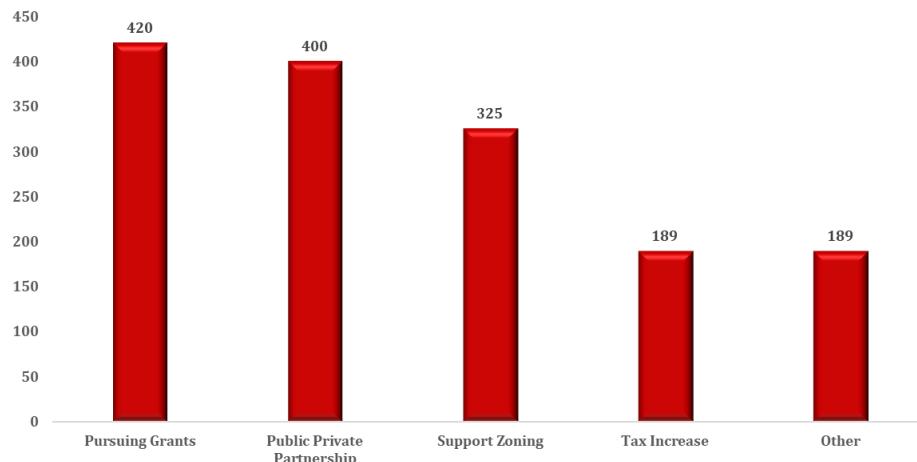
availability
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prices
lack
transportation

Additional Insights:

- Cost of housing (164 mentions), affordable (77 mentions), availability (46 mentions), and transportation (46 mentions) were the most commonly used terms.

Question: What measures would you support to facilitate housing affordability?

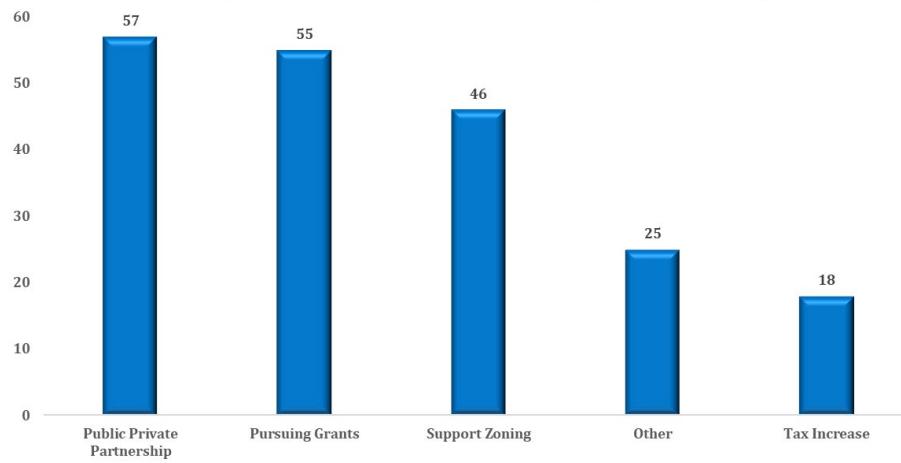
Strategies to Facilitate Affordable Housing



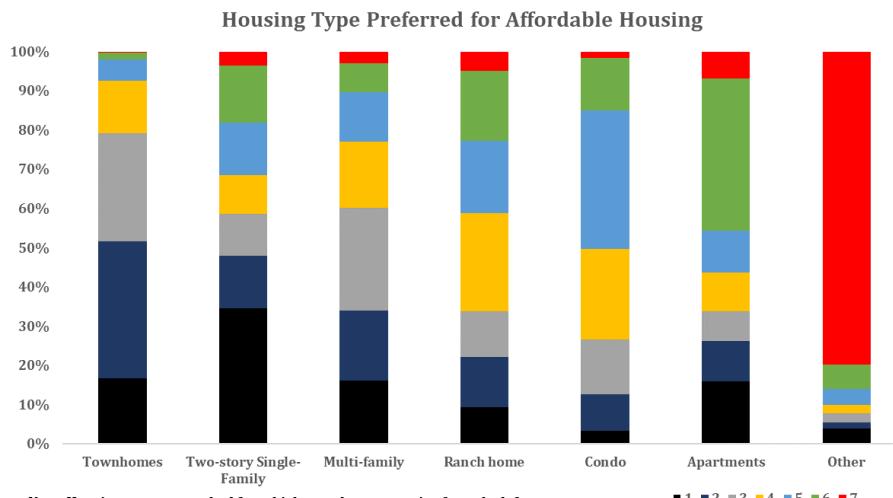
Additional Insights:

- 52.5% of respondents that support pursuing grants earn more than \$100,000 per year. This demographic also represents 64.6% of respondents that support a tax increase to facilitate affordable housing.

Strategies to Facilitate Affordable Housing (Non-Davidson)



Question: Which housing types should be pursued for housing affordability?



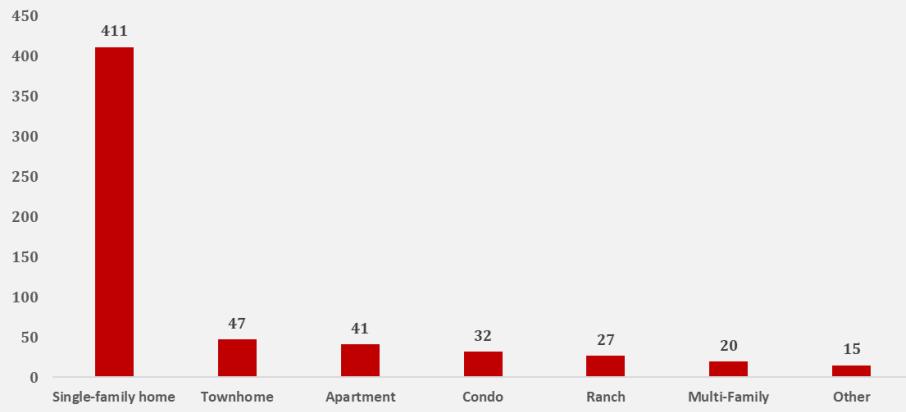
Additional Insights:

- 59.2% of respondents with household income between \$25,001 and \$50,000 selected townhomes as their first or second choice.
- 31.9% of respondents with household incomes less than \$25,000 selected apartments as their first or second choice. Respondents with household incomes greater than \$150,000 (29.9%) had the second-highest percentage of respondents selecting apartments as their first or second choice of housing type.

Question: In which type of housing do you currently live?

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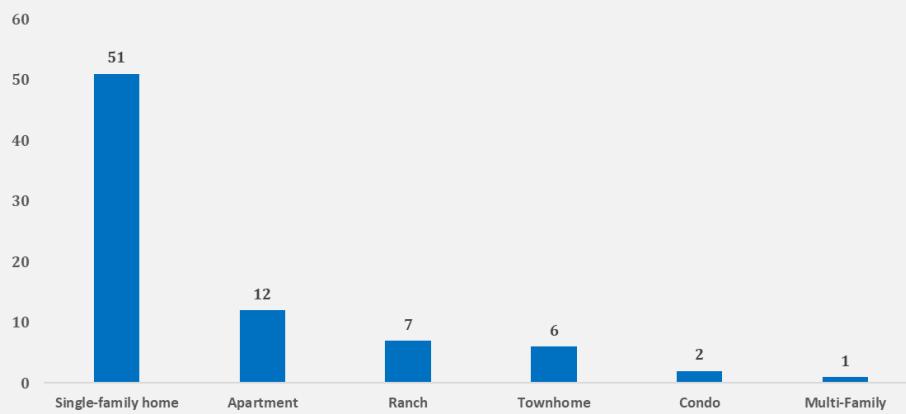
Respondent Current Housing Type



Additional Insights:

- 69% of respondents currently live in single-family homes.
- Households earning between \$75,001 and \$100,000 (29.8%) represent the highest percentage of townhouse dwellers.

Respondent Current Housing Type (Non-Davidson)

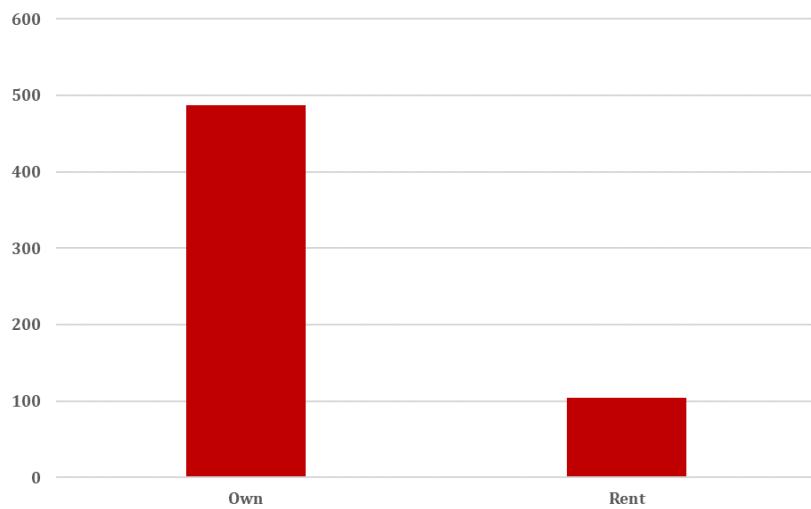


Additional Insights:

- 64.6% of non-Davidson respondents live in single-family homes.
- Non-Davidson respondents earning between \$25,001 and \$50,000 (50%) represent the highest percentage of apartment dwellers.

Question: Do you currently rent or own your home?

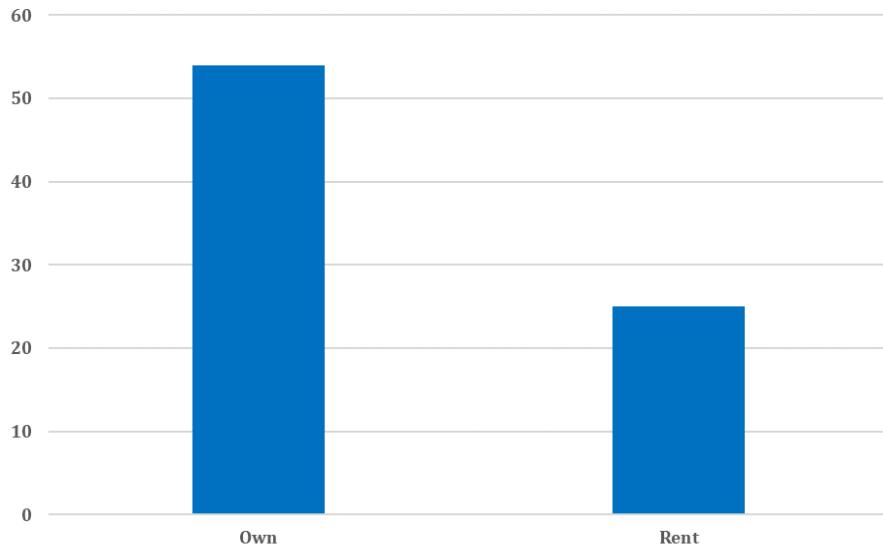
Respondent Renting Vs. Owning



Additional Insights:

- 82.4% of respondents are homeowners.
- 3.9% of homeowners are housing cost burdened.
- 34% of renters are housing cost burdened.
- 43.8% of households earning \$75,000/year or less are burdened by housing cost.

Respondent Renting Vs. Owning (Non-Davidson)

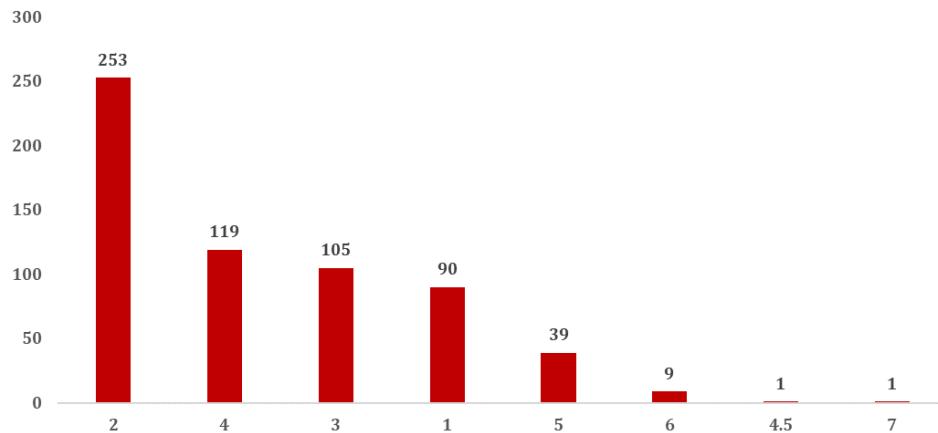


Additional Insights:

- 68.4% of non-Davidson respondents are homeowners.
- 5.6% of non-Davidson homeowners are housing cost burdened.
- 36% of non-Davidson renters are housing cost burdened.
- All of the non-Davidson housing cost burdened renters were in households that earned \$50,000 or less.

Question: How many people are in your household?

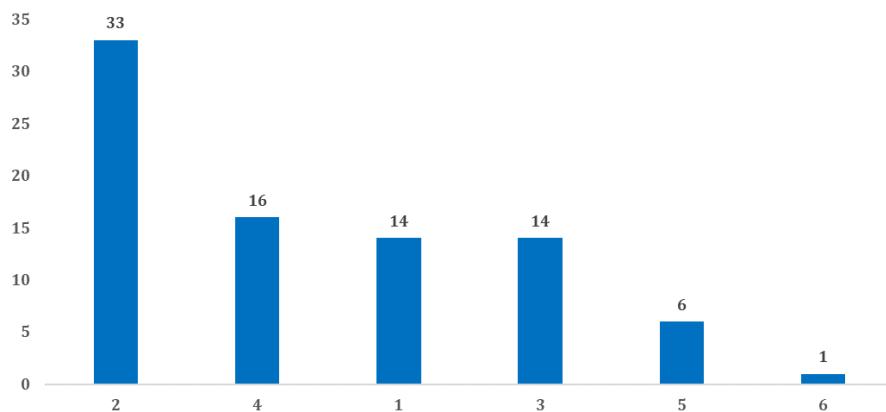
Number of People in Household



Additional Insights:

- 41% of respondents live in 2-person households.
- 8.3% of 2-person households are housing cost burdened.
- 7.6% of 4-person households are housing cost burdened

Number of People in Household (Non-Davidson)

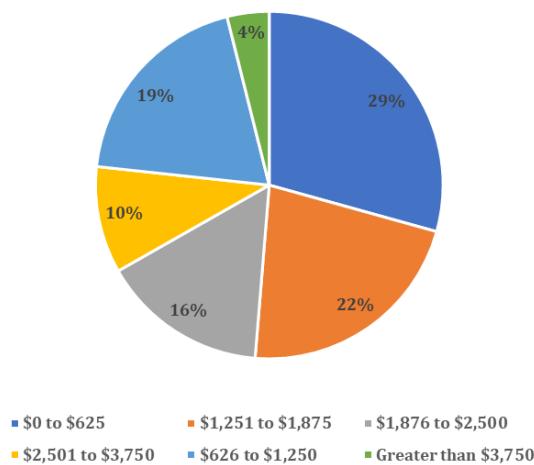


Additional Insights:

- 39.3% of non-Davidson respondents live in 2-person households.
- 15.2% of non-Davidson 2-person households are housing cost burdened.
- 28.6% of 3-person households are housing cost burdened

Question: What is your current rental/mortgage payment?

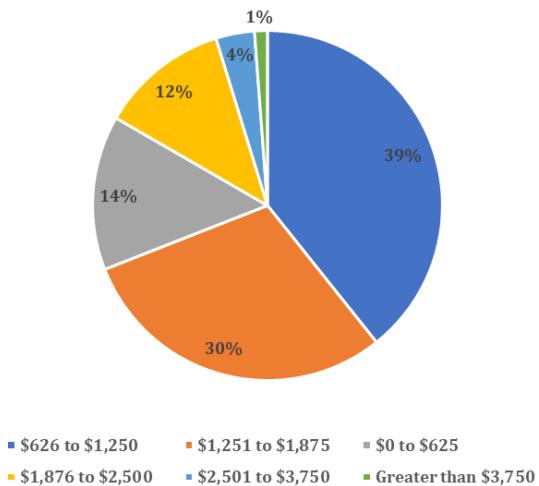
Monthly Payment for Shelter



Additional Insights:

- 49.5% of renters have rental payment higher than \$1,250/month
- 52.3% of homeowners have mortgage payments higher than \$1,250/month.

Monthly Payment for Shelter (Non-Davidson)



Additional Insights:

- 54.7% of non-Davidson homeowners pay more than \$1,250/month for shelter.
- 76% of non-Davidson renters pay between \$626 and \$1,250/month for shelter.

Cross-Tabulations of LiveDavidson Survey Data

Figure 1

Respondent Employment Situation and Household Income Level						
Employment Status	0\$ to \$25k	\$25k to \$50k	\$50k to \$75k	\$75k to \$100k	\$100k to \$150k	Greater than \$150k
College Student	16.4%	1.4%	2.7%	0.0%	0.8%	0.0%
Employed	29.5%	54.8%	37.3%	42.9%	61.5%	65.4%
Other	13.1%	8.2%	9.3%	4.1%	6.9%	6.9%
Retired	34.4%	31.5%	44.0%	49.0%	29.2%	25.2%
Unemployed	6.6%	4.1%	6.7%	4.1%	1.5%	2.4%

Figure 2

Respondent Household Income by Race							
HH Income Level	Asian / Pacific Islander	Black or African American	Hispanic or Latino	Native American or American Indian	Other	Prefer not to say	White/Caucasian
0\$ to \$25k	20.0%	23.7%	16.0%	0.0%	7.7%	12.2%	6.7%
\$25k to \$50k	0.0%	37.3%	28.0%	0.0%	23.1%	12.2%	6.7%
\$50k to \$75k	0.0%	15.3%	20.0%	0.0%	7.7%	9.8%	10.4%
\$75k to \$100k	0.0%	8.5%	8.0%	0.0%	0.0%	4.9%	16.4%
\$100k to \$150k	0.0%	6.8%	16.0%	100.0%	23.1%	19.5%	20.3%
Greater than \$150k	80.0%	8.5%	12.0%	0.0%	38.5%	41.5%	39.4%

Figure 3

Respondent Household Income by Age						
HH Income Level	18 - 24 years old	25 - 34 years old	35 - 44 years old	45 - 54 years old	55 - 64 years old	65 or older
0\$ to \$25k	55.0%	13.0%	0.8%	4.0%	11.4%	9.6%
\$25k to \$50k	25.0%	14.8%	8.7%	8.7%	8.9%	12.1%
\$50k to \$75k	10.0%	20.4%	11.1%	2.4%	10.8%	14.1%
\$75k to \$100k	5.0%	13.0%	18.3%	6.3%	9.5%	22.2%
\$100k to \$150k	5.0%	9.3%	19.8%	23.0%	20.9%	18.2%
Greater than \$150k	0.0%	29.6%	41.3%	55.6%	38.6%	23.7%

Figure 4

Davidson Affordability Response by Gender				
	Female	Male	Non-binary	Prefer not to say
No	334	125	5	8
Yes	53	64	2	10

Question was "Is Davidson an affordable place to live?"

Figure 5

Concern Regarding Housing Affordability by Household Income						
Response	0\$ to \$25k	\$25k to \$50k	\$50k to \$75k	\$75k to \$100k	\$100k to \$150k	Greater than \$150k
0 - Not Concerned	2.1%	1.4%	9.0%	6.9%	15.1%	15.1%
1	6.4%	0.0%	4.5%	4.6%	5.0%	9.1%
2	4.3%	2.8%	10.4%	4.6%	3.4%	13.4%
3	6.4%	9.9%	11.9%	12.6%	14.3%	14.7%
4	14.9%	12.7%	16.4%	17.2%	18.5%	17.2%
5 - Very Concerned	66.0%	73.2%	47.8%	54.0%	43.7%	30.6%

Survey question was "How concerned are you about Davidson's housing affordability?"

Figure 6

Increasing Housing Affordability Responses				
Response	Female	Male	Non-binary	Prefer not to say
0 - Very Negatively	16	23	1	4
1	25	17	2	3
2	26	32	0	4
3	48	26	0	2
4	76	35	0	1
5 - Very Positively	208	70	3	4

Question: How would increasing housing affordability affect Davidson?

Figure 7

HHIC of Renters and Owners vs Housing Cost		
	Own	Rent
0\$ to \$25,000		
\$0 to \$625	70.6%	4.5%
\$1,251 to \$1,875	5.9%	31.8%
\$1,876 to \$2,500	11.8%	9.1%
\$2,501 to \$3,750	5.9%	0.0%
\$626 to \$1,250	5.9%	54.5%
\$25,001 to \$50,000		
\$0 to \$625	52.9%	6.1%
\$1,251 to \$1,875	8.8%	18.2%
\$1,876 to \$2,500	5.9%	3.0%
\$626 to \$1,250	32.4%	72.7%
\$50,001 to \$75,000		
\$0 to \$625	40.4%	0.0%
\$1,251 to \$1,875	14.9%	55.6%
\$1,876 to \$2,500	6.4%	11.1%
\$2,501 to \$3,750	2.1%	0.0%
\$626 to \$1,250	36.2%	33.3%
\$75,001 to \$100,000		
\$0 to \$625	37.3%	5.3%
\$1,251 to \$1,875	35.8%	52.6%
\$1,876 to \$2,500	7.5%	5.3%
\$2,501 to \$3,750	0.0%	5.3%
\$626 to \$1,250	16.4%	21.1%
Greater than \$3,750	3.0%	10.5%
\$100,001 to \$150,000		
\$0 to \$625	33.9%	0.0%
\$1,251 to \$1,875	28.4%	20.0%
\$1,876 to \$2,500	14.7%	0.0%
\$2,501 to \$3,750	8.3%	20.0%
\$626 to \$1,250	13.8%	20.0%
Greater than \$3,750	0.9%	40.0%
Greater than \$150,000		
\$0 to \$625	26.3%	0.0%
\$1,251 to \$1,875	12.9%	66.7%
\$1,876 to \$2,500	27.8%	0.0%
\$2,501 to \$3,750	21.5%	0.0%
\$626 to \$1,250	4.8%	16.7%
Greater than \$3,750	6.7%	16.7%

Bolded red font indicates cost-burdened respondents

Appendix E: Interviews with Nonprofits and Developers

Town of Davidson Affordable Housing Needs Assessment Nonprofit Organization Interviewees

Name of the Nonprofit Organization	Name of the Interviewee	Title	Date of the Interview
Habitat for Humanity Charlotte Region	Laura Belcher	President and CEO	2/15/22, 2pm
Davidson Housing Coalition	Gerald Wright	Executive Director	2/16/22, 10am
Davidson Housing Coalition	Margaret Martens	Chair of the Board	3/10/22, 10am
Davidson Housing Coalition	Margo Williams	Chair Emeritus	3/10/22, 10am
Davidson Community Foundation	Dave Cable	Co-Chair	2/17/22, 9am

Developer Interviewees

Name of the Developer	Name of the Interviewee	Title	Date of the Interview
Laurel Street	Lee Cochran	Senior Vice President	3/17/22, 11:30am
Meeting Street Homes & Communities	Joe Roy	Founder, Land Acquisition & Development	3/8/22, 2pm
Sauss Burbank	Jim Burbank	Chairman	3/8/22, 3pm
Bayard Development	Ken Holbrooks	Partner	3/8/22, 1pm
Blue Heel Development	Matt Gallagher	Lead Development, Charlotte; Land Development Manager	3/10/22, 2pm
John Marshall Custom Homes	Rodney Graham	Owner	3/10/22, 1pm



AGENDA MEMO

To: Davidson Board of Commissioners
From: Austin Nantz, Assistant Town Manager
Date: September 13, 2022
Re: 2022-2023 Strategic Plan Quarterly Update

OVERVIEW

The board of commissioners and town staff met in March to develop the strategic plan and the draft plan was approved at the April 12 meeting. The 2022-2023 Strategic Plan highlights the board's top priorities in seven goal areas:

- A Well-Planned and Livable Community
- Historic Preservation
- Connecting People and Places
- Affordable Living, Equity, and Inclusion
- Sustainability and Natural Assets
- Economic Development
- Operational Excellence

Discussion will include highlights of work that has been completed and items that are on the horizon.

REQUESTED ACTION/MOTION

This item is for discussion only.

RELATED TOWN GOALS

Strategic Plan Alignment

A Well-Planned and Livable Community – Create well-planned, dynamic community places with connected progressions between them.

Historic Preservation – Preserve our historic properties that contribute to our vibrant and unique community and honor the history of the lived experiences of our residents.

Connecting People and Places – Expand, improve, and diversify the town's transportation network to provide residents and visitors with safe, convenient, accessible, reliable, and efficient multi-modal travel choices to connect people across the community.

Affordable Living, Equity and Inclusion – Work together to create a culture of belonging, address our past inequities, provide opportunities for all, treat everyone with respect and dignity and recognize every voice.

Sustainability and Natural Assets – Preserve Davidson’s natural assets, and develop, implement, and actively encourage innovative solutions to environmental, energy, and climate- based challenges.

Economic Development - Leverage town resources to attract diverse commercial development that contributes to Davidson’s unique local economy and supports new initiatives that create jobs and opportunities for the community.

Operational Excellence – Provide efficient and high-quality public services and facilities through thoughtful and proactive planning, reasonable stewardship of town resources and a professional and committed workforce.

Core Values

Citizens are the heart of Davidson, so town government will treat all people fairly, with courtesy and respect.

Open communication is essential to an engaged citizenry, so town government will seek and provide accurate, timely information and promote public discussion of important issues.

Davidson must be a safe place to live, work, and raise a family, so the town will work in partnership with the community to prevent crime and protect lives, property, and the public realm.

Davidson’s historic mix of people in all income levels and ages is fundamental to our community, so town government will encourage opportunities, services, and infrastructure that allow people of all means to live and work here.

Davidson’s traditional character is that of a small, historic college town, so land planning will reflect its historic patterns of village-centered growth including connection of neighborhoods, preservation of our historic resources, conservation of rural area, and provision of public spaces.

Citizens entrust town government with the stewardship of public funds, so government will provide high quality services at a reasonable cost.

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.

Citizens need to move easily throughout the town and region, so government will provide a variety of options, such as sidewalks, bike paths, greenways, connected streets, and transit.

Citizens must live in a healthy environment, so town government will protect watersheds, trees, air quality, and other elements of the town’s ecology.

The physical, social, and intellectual well-being of Davidson citizens is fundamental to our community, so town government will provide and encourage enjoyable, safe, and affordable recreational and cultural lifelong learning opportunities.

As home to Davidson College, the town will engage the college's faculty, staff and students in constructive communication and collaboration.

Davidson exists in proximity to and is interdependent with other jurisdictions, so we strive for local, regional, state and federal cooperation.

OPTIONS/PROS & CONS

Options: N/A

Pros: N/A

Cons: N/A

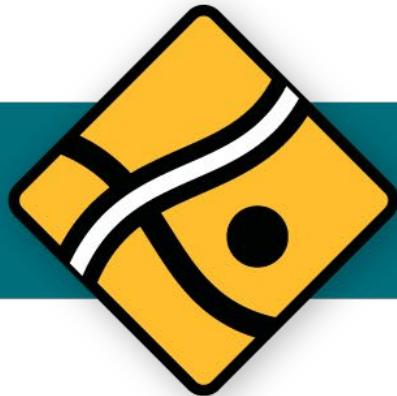
NEXT STEPS

This item is for discussion only.

2022-2023 Strategic Plan Update



Austin Nantz
Asst. Town Manager
Work Session
September 13, 2022



Well-Planned and Livable Community

- Utility Services Annexation Criteria (USAC) and Davidson Planning Ordinance (DPO) changes to improve development process are underway
- Approval of Davidson-Mooresville Annexation (Boundary) Agreement completed June 2022
- Work began to implement community engagement activities in strategic locations to support dynamic community gathering places while ensuring access for all and a focus on connecting residents
 - Initiated meetings with neighborhood representatives and HOAs to identify needs
 - Creating engagement strategy including coffee chats beginning this Fall



Historic Preservation

- Historic Preservation Plan is moving closer to completion, with adoption expected this Fall. Short/medium/long-term actions identified.

ON THE HORIZON:

- Reinvigorate the Davidson Historical Society
- Reengage the historic storytelling committee
- Certified Local Government (CLG) Grant to complete evaluation of Sloan House
- Clark Center



Connecting People and Places

- Continuing autonomous shuttle conversations with North Carolina Department of Transportation (NCDOT) and Charlotte Area Transit System (CATS)
- Began conversations with CATS about improving bus stop amenities in town. Awaiting direction from CATS on “Huntersville model” wherein town initially finances improvements and later gets reimbursed
- Grant application approved for shortfall funding for the U-6902 (Davidson-Concord Road and Robert Walker Drive) roundabout project in April 2022
- Prioritized mobility plan recommendations and included them in the Capital Improvement Plan (CIP) which was approved as part of the annual budget process
- Refined capital funding strategy to evaluate the best use for the remaining 2017 General Obligation bonds, which were included in the board approved CIP
- Supporting the Vision Zero task force through the selection of a consultant for the Vision Zero action plan and continued support for pedestrian safety initiatives
- Received NCDOT grant (\$50k) for Vision Zero action plan development
- Prioritize building/completing sidewalk gaps by identifying areas of concern, applying a scoring matrix, creating a five-year plan for sidewalk infill modernization; funds included in CIP



Affordable Living, Equity and Inclusion

- Approved an Ordinance Amending the Davidson Town Code to Modify all Masculine and/or Feminine Language to Gender Neutral Pronouns in May 2022
- Working to begin next phase of equity and inclusion training program for staff, town board, and appointed boards.
 - Currently coordinating REI Trainings for the Fall 2022
 - Currently exploring other Equity trainings opportunities
- Prioritizing and implementing recommendations from the Affordable Housing Needs Assessment and Implementation Strategy
 - Presented Proposed Affordable Housing Plan to Commissioners in August 2022
 - Proposed acceptance of the Affordable Housing Needs Assessment in September 2022
 - Housing and Equity Board to develop an Implementation Strategy by Spring 2023



Affordable Living, Equity and Inclusion

ON THE HORIZON:

- Explore and define what restorative justice looks like in our community
 - Research resources and materials that better enable the Town to engage in meaningful conversations around restorative justice in Fall 2022
 - Develop a road trip calendar; commissioner listening sessions
- Evaluate under-represented populations at specific town programs and places and determine barriers for why people do not go to other parts of town.
- American Rescue Plan Act Funding includes support for Affordable Living, Equity and Inclusion:
 - \$100,000 for commercial kitchen
 - \$2.1M for Affordable Housing
- Sale of 145 Mock Road and Initiation of Buy-Back and Sale Program



Sustainability and Natural Assets

- Established Davidson Tree Canopy Enhancement Program to provide funding for eligible non-profits to enhance and promote the town's tree canopy as of July 2022
- Received grant to create Davidson Composts Program in July 2022
- Signed Linden Mill Brownfield Agreement which will provide a long-term environmental solution for the area
- Providing infrastructure to support solar panels at new Town Hall and Community Center
- Staff and Sustainability Committee are reviewing the Town's other plans and created a **cross walk** to conclude direction of work in this space (Climate Action Plan, Sustainability Plan).
 - RFQ - September 2022
 - Select consultant - expected October 2022
- Received grant to support installation of EV chargers at key locations

ON THE HORIZON:

- Recommendation for full-time Sustainability position
- Proposal for Future of Arborist position and/or contract for arborist services
- Collaboration with local partners on Tree Canopy Master Plan
- Researching and pursuing grant opportunities
- Suggestions for further EV chargers



Economic Development

- Developed short, mid, and long-term projects for the Downtown Small Area Plan
- Developed plan for Community Commercial Kitchen utilizing ARPA funding, currently meeting with potential partners
- Planned Community Dinner (Remember to mark calendars for Sep. 22 at 6:00 p.m. !)
- Davidson Main Street Grant applications for historic preservation
- Expanded events and programming in all commercial areas

ON THE HORIZON:

- Exploring Gus Macker event in partnership with Visit Lake Norman and local businesses
- Partner with Hurt HUB on finding ways to support and encourage diversity and inclusion in commercial development.
- Development in current commercial areas: Clark Center, Storyhill commercial, NoSo building, Davidson Gateway building
- Development in planned commercial areas: 80 acres in Iredell County, Highway 73



Operational Excellence

- Modified subscription to SeeClickFix to accommodate expanded digital resource tracking; staff training initiated
- Key activities have been identified for backend setup of See Click Fix
- Initial identification of key metrics of the bond rating have been established
- Review of all personnel policies has been initiated
- Approval of Resolution 2022-11 and Budget Amendment 2023-01 for North Carolina Governor's Highway Safety Program Grant (Traffic Officer Position)

ON THE HORIZON:

- Design SeeClickFix reporting dashboard and broader staff training to be completed in Winter 2023
- Update of long-term financial plan will take place once FY22 audited financial statements are complete, and key metrics will be calculated and evaluated. Recommendations based on update will be developed accordingly.
- The Policy Review Committee will be meeting regularly starting in Winter 2023, with recommended policy changes by Spring 2023
- New Employee Orientation and onboarding program will be developed in Winter 2023

Questions?

