

# Laurel Hill Policy Advisory Committee

September 29th, 2008



Draft Master Plan: Laurel Hill Adaptive Reuse Site

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# Planning Principles

- Preserve the essential historic core
- Minimize financial burden on tax payer
- Promote socially positive uses that compliment the surrounding community
- Provide flexibility and transparency in the development process
- Permit the adaptive reuse of Laurel Hill into something of far-reaching significance and consequence—both exciting and uplifting

# Investigation/Research

- Community/Stakeholder Input
- Market Research
- Site and Building Considerations
- Public Approval Process
- Issued a Summary of Findings

# Criteria for Measurement

## *Does the Plan:*

- Respond to adjacent land uses
- Balance residential and non-residential
- Provide neighborhood retail
- Build usable open space for the greater community
- Honor the history of the buildings
- Create walkability

# Criteria for Measurement

## *Is the Plan:*

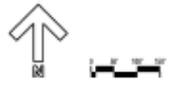
- Economically viable
- Environmentally sustainable

# Draft Master Plan

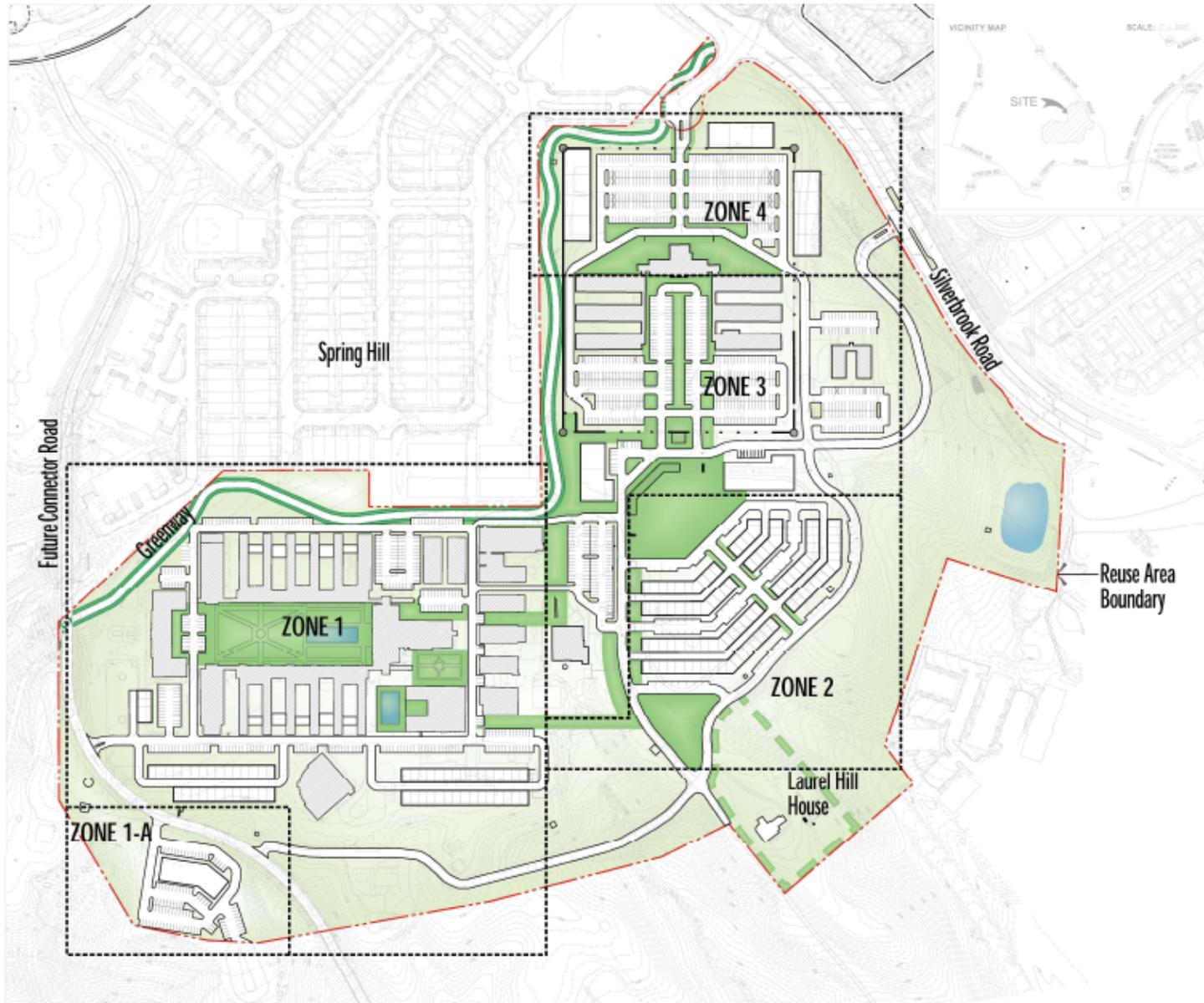
- Hub of community activity
- Mix of uses and open spaces found in a traditional neighborhood
- Accommodates motor vehicle, pedestrian and bicycle
- Neighborhood retail
- Office service
- Town homes on traditional street
- Multi-family residential



- Legend**
- Regional Greenway Trail
  - Community Green
  - Open Space
  - Residential
  - Retail
  - Mixed-use
  - Office
  - Existing Building



**DRAFT: Laurel Hill Adaptive Reuse Program Diagram**

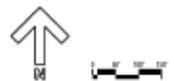


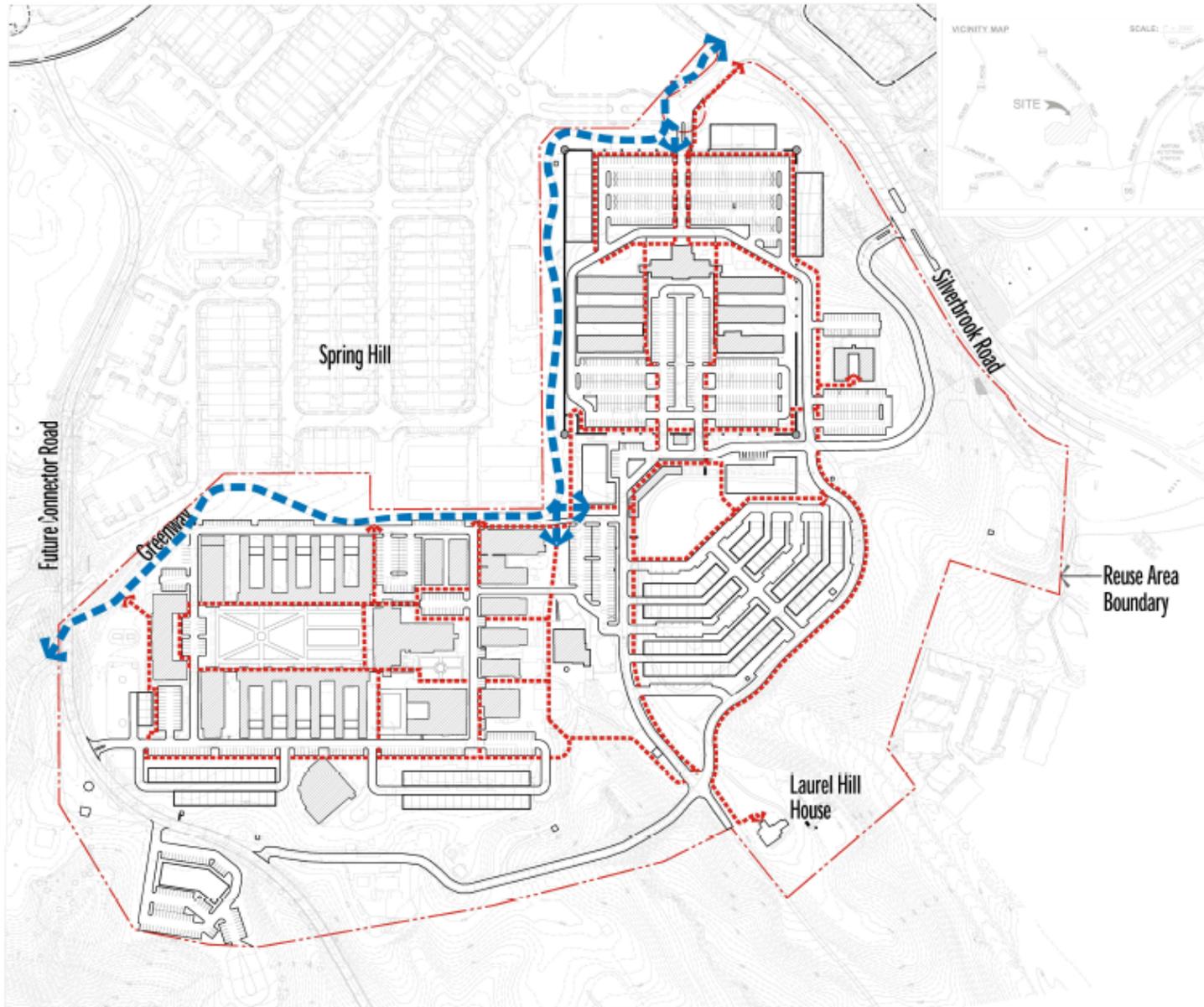
**Legend**

- Regional Greenway Trail = 6,031 s.f. (.14 acres)
- Community Green = 468,545 s.f. (10.76 acres)
- Open Space = 1,671,070 s.f. (38.36 acres)



**DRAFT: Laurel Hill Adaptive Reuse Program Diagram - Open Space Infrastructure**





**Legend**

Regional Recreation Trail

Major Pedestrian Routes

Streets / Parking =  
732,084 s.f.  
(16.81 acres)

Reuse Area Boundary



**DRAFT: Laurel Hill Adaptive Reuse Program Diagram - Pedestrian Circulation**



**Legend**

-  Regional Recreation Trail
-  Major Pedestrian Routes

Streets / Parking =  
732,084 s.f.  
(16.81 acres)

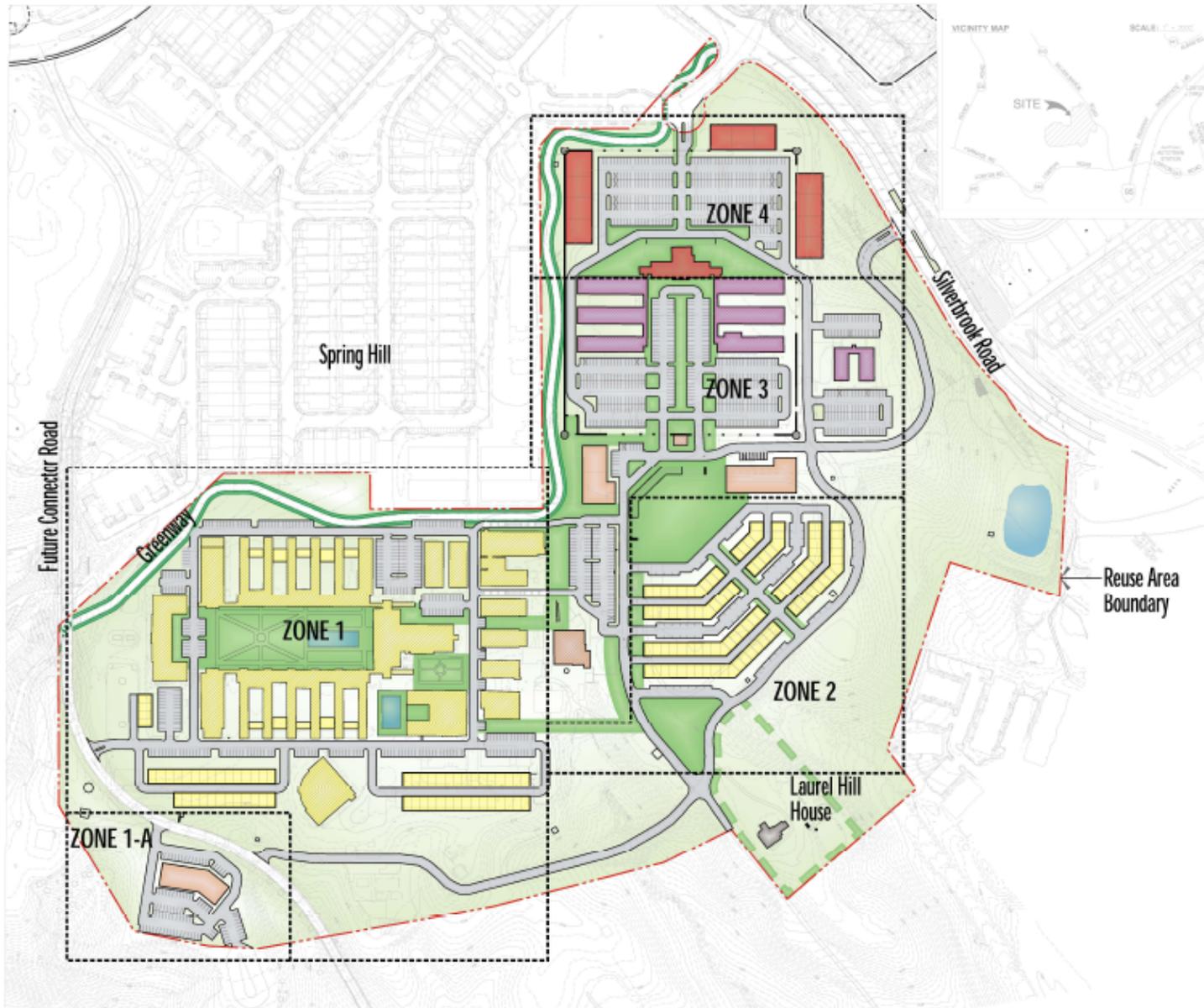


**DRAFT: Laurel Hill Adaptive Reuse Program Diagram - Pedestrian Circulation**

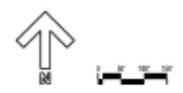


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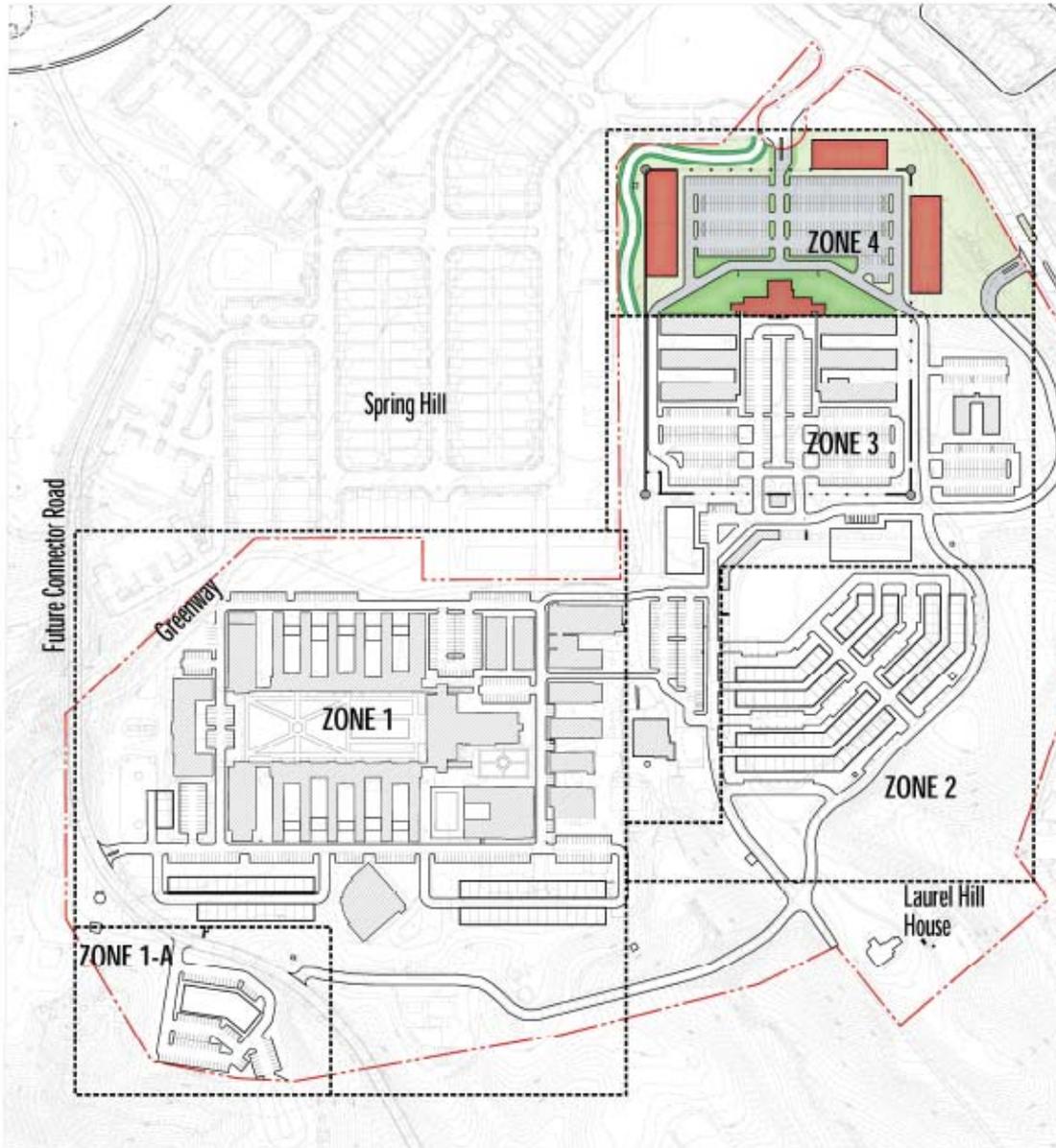
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- Legend**
- Regional Greenway Trail
  - Community Green
  - Open Space
  - Residential
  - Retail
  - Mixed-use
  - Office
  - Existing Building



**DRAFT: Laurel Hill Adaptive Reuse Program Diagram**



## ZONE 4

### Program

- 60,000 sf retail/restaurant
  - 15,000 sf historic
  - 45,000 sf new

### Rationale

- Community interest in retail/restaurant
- This portion of site has best access & visibility
- Adding additional retail jeopardizes success of Zone 4 retail

### Investment

\$9.5-\$12 million

### Economic Viability

Very Strong





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## ZONE 3

### Program

- 114,000 sf office/mixed-use
  - 62,500 sf historic
  - 51,500 sf new
- Potential educational use

### Rationale

- Process of Elimination
  - Limit on residential
  - Retail viability limited by access, visibility, & design
  - High window, Narrow footprint, Orientation to South, Limited Storefront
- Office works with building design/layout

### Investment

\$20 - \$24 million

### Economic Viability

Moderate



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## ZONE 2

### Program

- 95 Townhomes
- 3-4 Acres Green Space

### Rationale

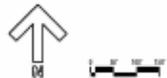
- Open area for green space
- Greatest amount of flexibility
- Process of elimination
  - Attempted to avoid residential
  - Office not a good economic driver
  - Retail potential limited by access/visibility

### Investment

\$28 - \$33 million

### Economic Viability

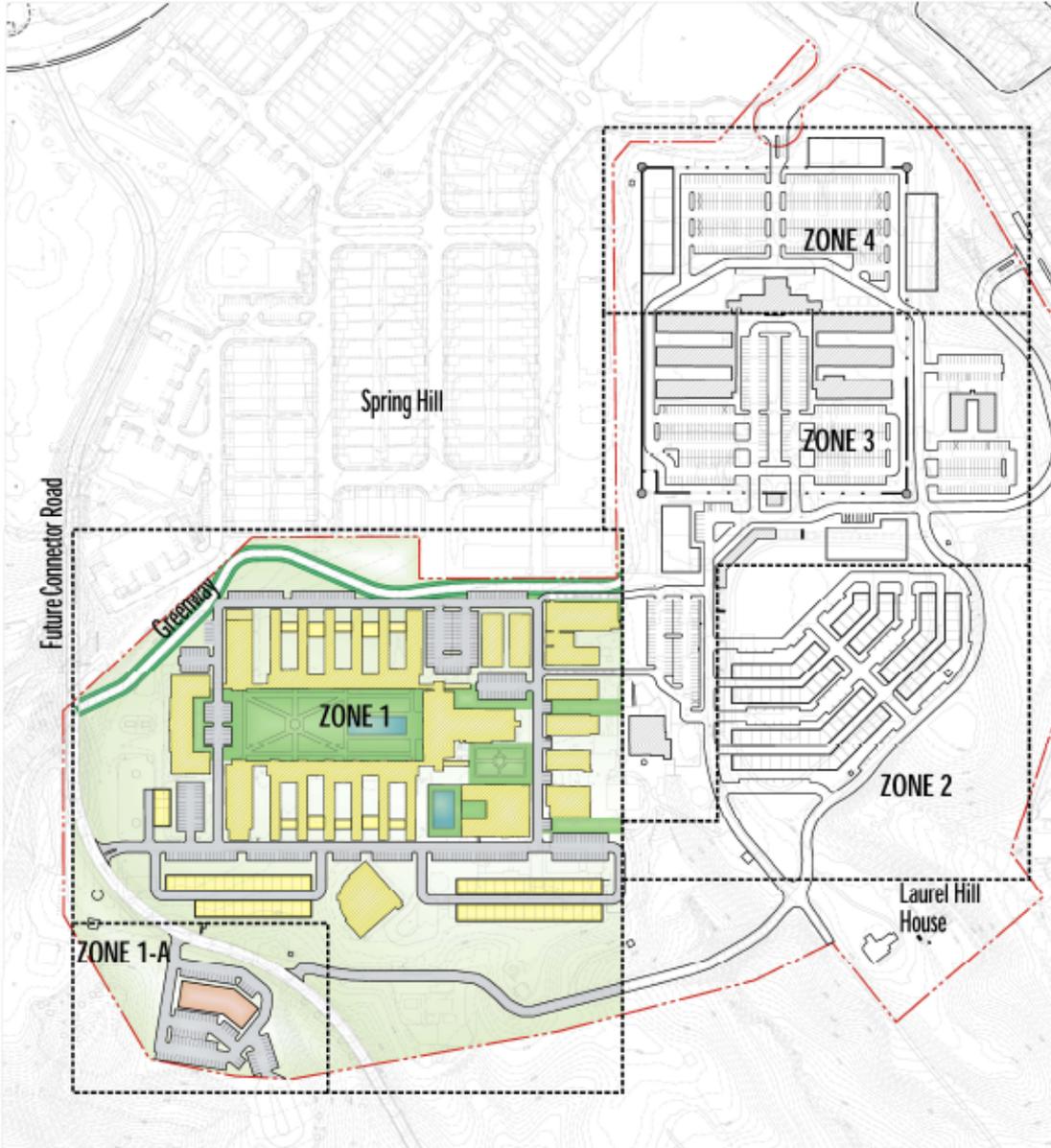
Very Strong





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**ZONE 1**

**Program**

- 200 Apartments
- 60 Townhomes

**Rationale**

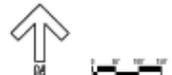
- Isolated location
- Adjacency to park land, golf course
- Residential feel

**Investment**

Apartments: \$40 - \$45 million  
 Townhomes: \$18 - \$21 million

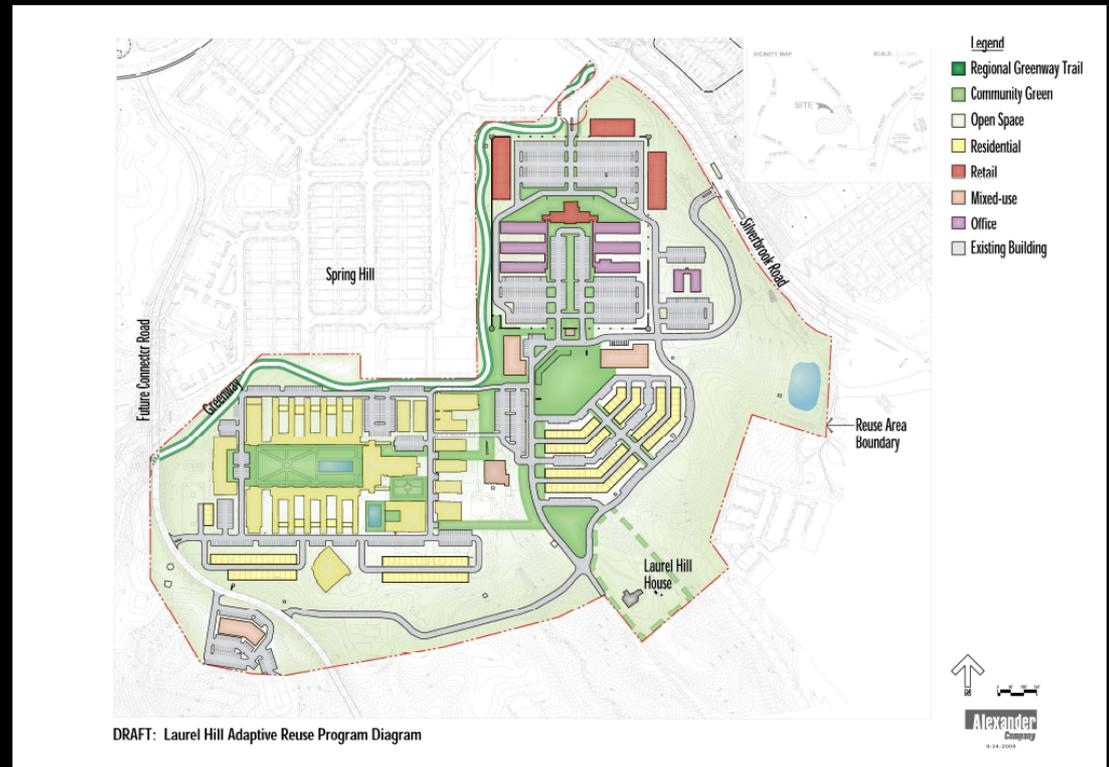
**Economic Viability**

Apartments: Moderate  
 Townhomes: Very Strong



# Summary

- Total Project Cost:  
\$132 – \$155 million
- Value of Historic Tax Credit Equity:  
~\$16 million
- Retail and Townhomes are primary economic drivers
- Office, Multifamily do not cover infrastructure costs



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