

the
BRAY

AT LIBERTY PARK



City of Vestavia Hills
Work Session
December 21, 2020



- Welcome
- Daniel Communities – headquartered in Birmingham since 1964
- Experienced master-planned community developer
- Advisor to Liberty Park Joint Venture
 - Manage day to day operations and oversee development of the Liberty Park community
 - Plan to be part of the team through the build out of Liberty Park
 - Fiduciary responsibility to do the best we can for LPJV as well as promote the important economic role Liberty Park plays in the future growth of the City of Vestavia.
 - Daniel does not own any land in Liberty Park nor have any investment in Liberty Park Joint Venture.

Objectives of this Meeting

- Discuss overall plan and vision for the remaining undeveloped portions of Liberty Park.
- Share feedback from the Liberty Park resident meetings held last month.
- Address the primary issues for consideration of the revised plan for the Bray Town Center
- Review next steps with the City Council and School Board

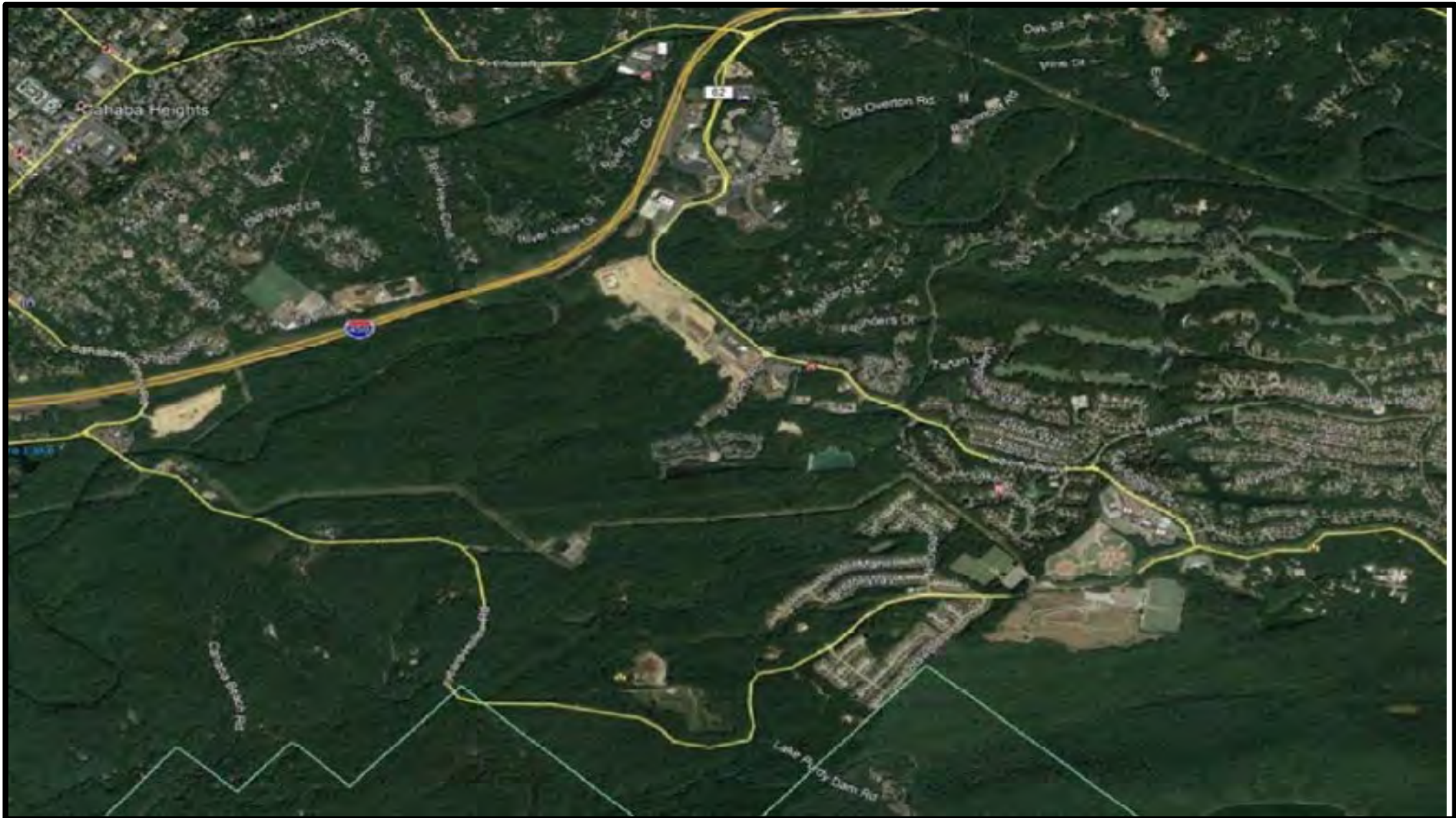
Resident and Public Meetings

- Chamber of Commerce Presentation - November 10th
- Three meetings held at the Old Overton Club (w/WebEx simulcast)
 - November 17, 23 and 30
- Resident Notification
 - Invitations sent prior to each meeting utilizing the Homeowner Association database.
- General Public Notification
 - Invitations also posted on City, Board of Education and Chamber of Commerce websites
 - Council Member Kimberly Cook also posted the invitation on her social media outlets.
- Attendance
 - In-Person attendees (signed sign-in sheet) - 70 people
 - 31, 18 and 21 respectfully
 - Virtual attendees - 419 people
 - 122, 172 and 125 respectfully
 - Meetings lasted until the last question was asked – approximately 1.5 – 2.0 hours
 - Representatives stayed after meetings to answer questions one-on-one

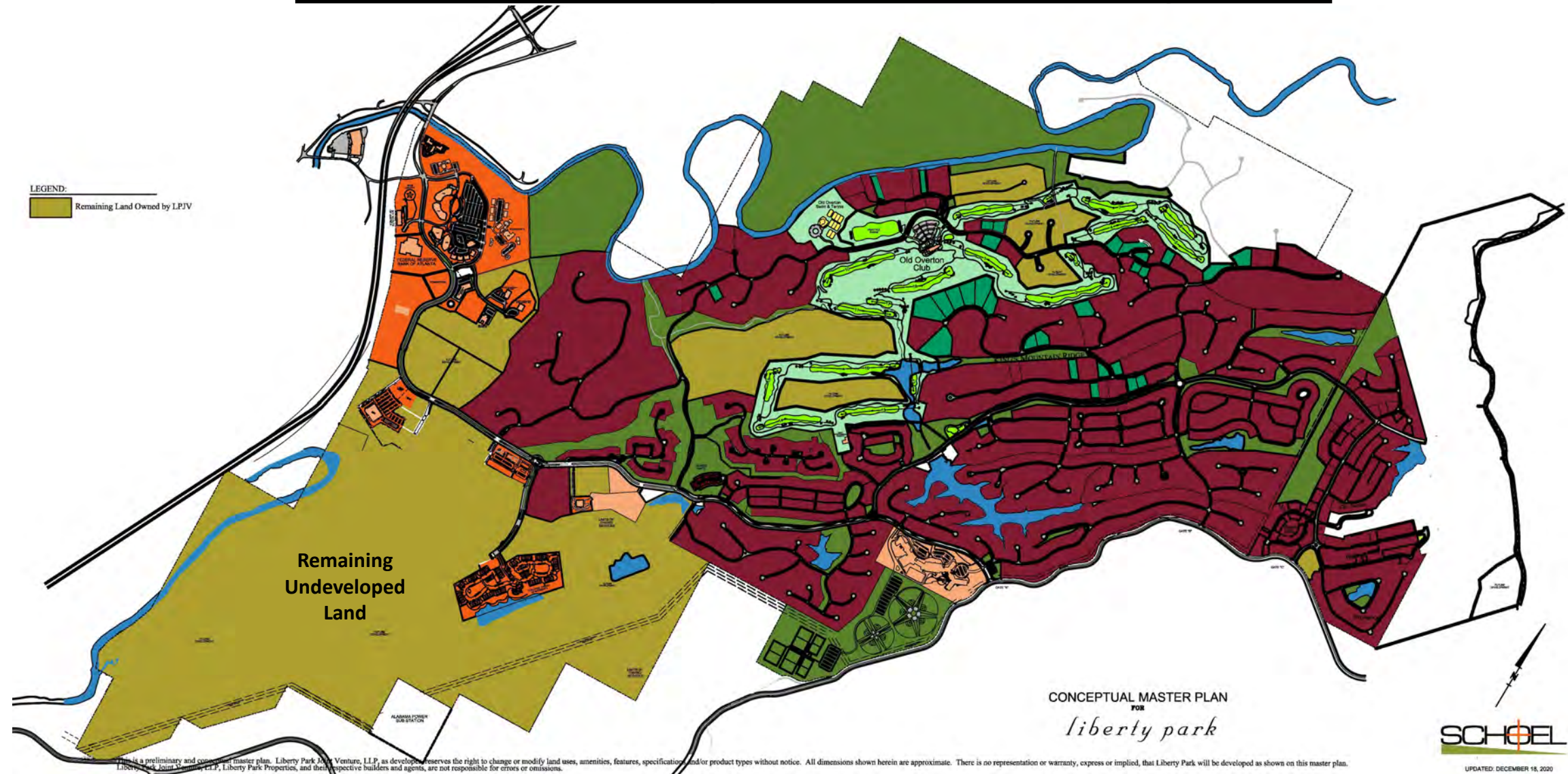
Main Issues Raised from Resident Meetings

- Limited understanding of entitlements and plans already authorized under the Liberty Park Planned Unit Development zoning.
- Concern for additional multi-family at Liberty Park and potential burden on schools and public services.
- Concern for quality of development both now and in the future.
- Concern that the existing neighborhoods of Liberty Park would be forgotten or ignored with the advent of the new Town Center.

Liberty Park Aerial (2020)



Future Development of Liberty Park



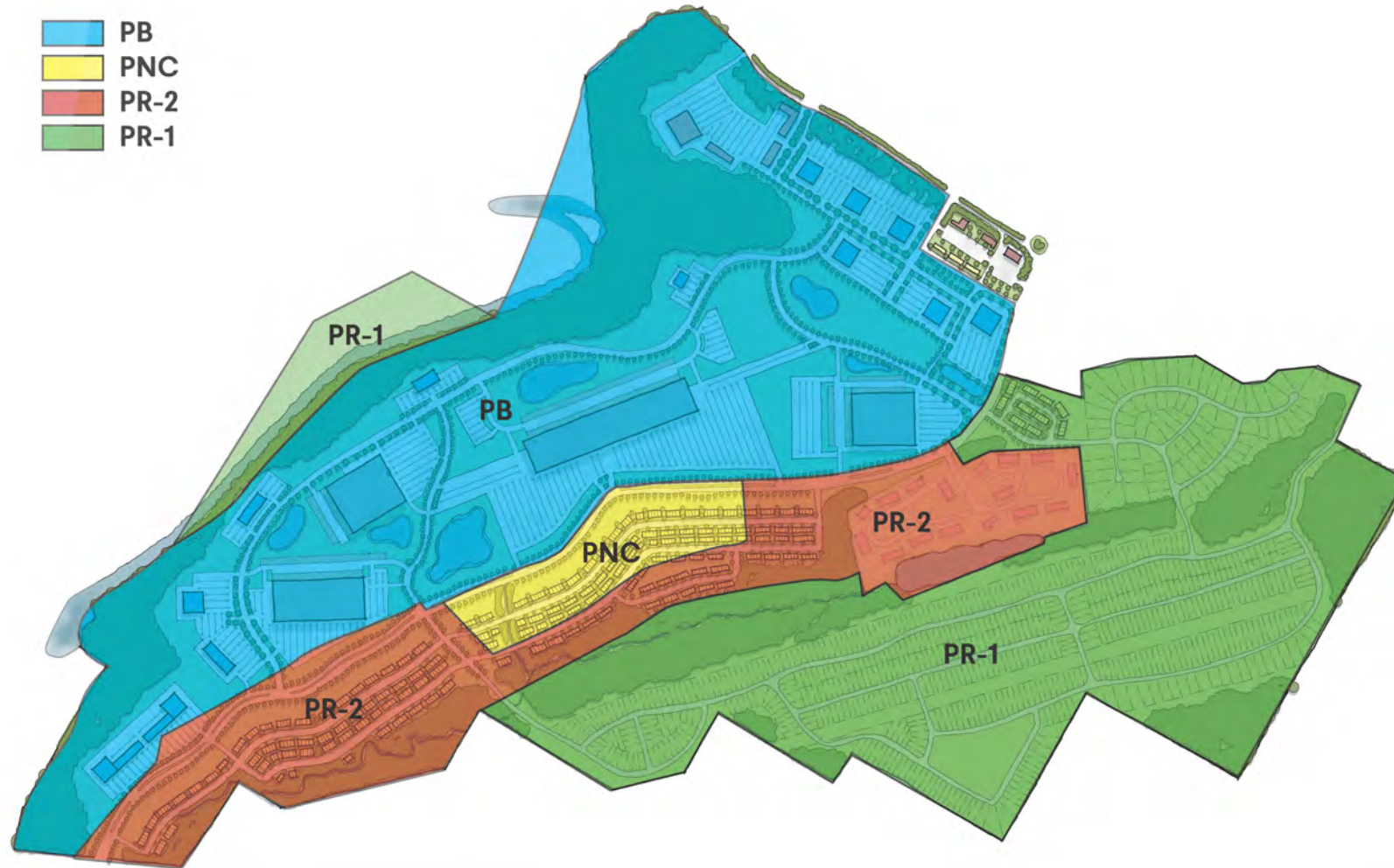
Liberty Park Planned Unit Development (PUD)

Original Annexation September 30, 1992

Supplemental Annexation October 29, 1996

<u>Development Authorization</u>		<u>Developed to</u> <u>Date</u>	<u>Remaining to</u> <u>Develop</u>
Residential (units)	3,226	1,988	1,238
Single Family	2,336	1,674	662
Multi Family	890	314	576
MF for-sale	590	14	576
MF for-rent	300	300	0
Commercial (sf)	7,500,000	1,500,000	6,000,000

Liberty Park PUD Land Use Zones



Development Under Current Land Plan

Consistent with Planning Tenants 30 years ago

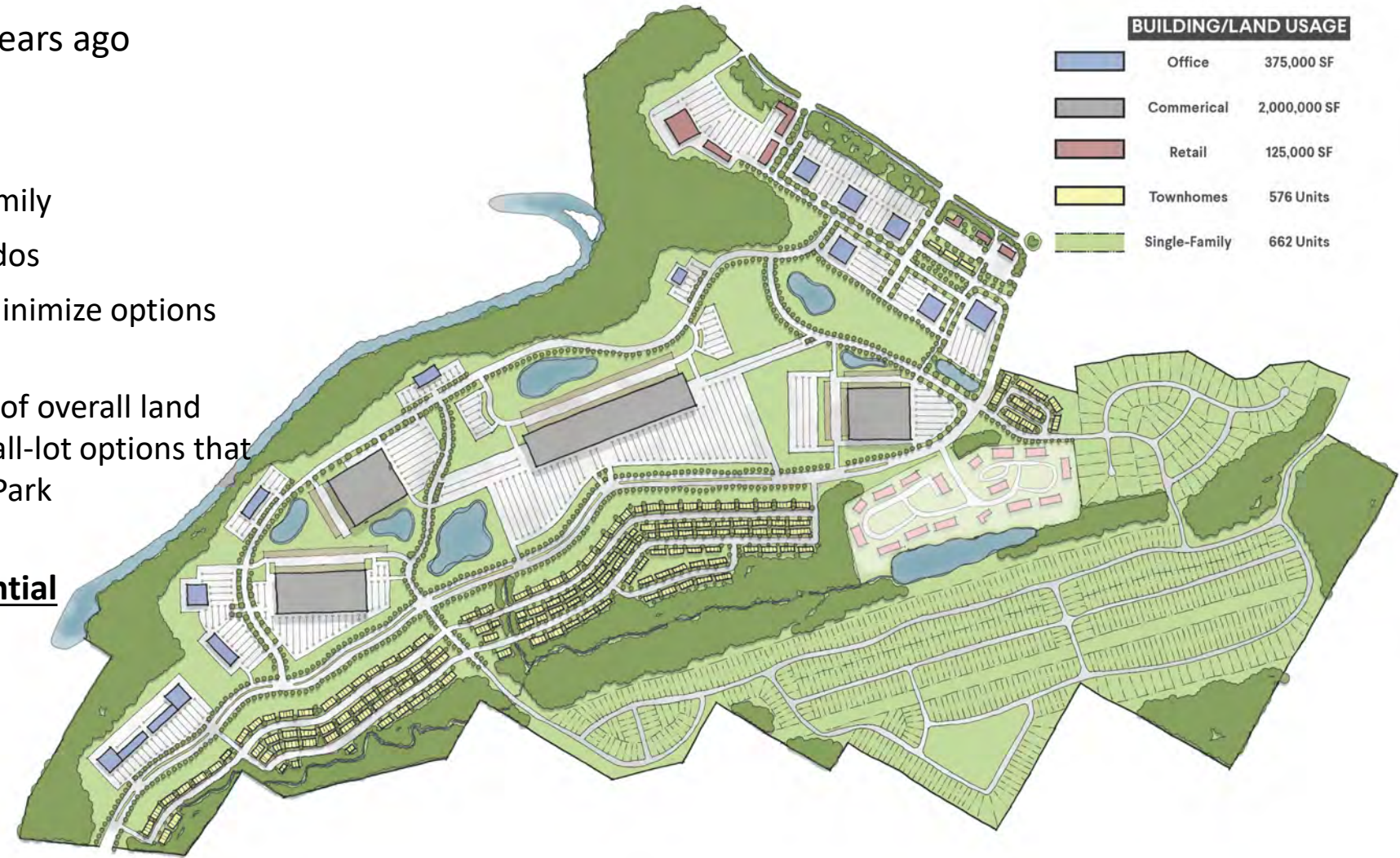
1,238 Units Residential

- 47% of Residential Units Multi-Family
 - Townhomes, Duplexes, Condos
- Segregated development zones minimize options for diverse community planning
- Single-family zone limited to 36% of overall land relegates planning to uniform small-lot options that may be inconsistent with Liberty Park neighborhoods

Several million square feet Non-Residential

- Relegates planning to big box options that may be inconsistent with existing Liberty Park commercial areas.

No additional authorization needed as all obligations under the PUD have been met.



Proposed Town Center Plan

Concentrate Commercial Core around a 100-acre Town Center

Promote uses already authorized under Planned Business Zone including:

- Hospitality
- Retail, Restaurant and Entertainment
- Medical and Professional Office
- Business Services

Limit land uses under PR-2 Zone to Town Center and allocate remaining 570 Multi-Family Units to:

- 270 Luxury For-Rent Apartments
- 180 Age-Restricted (55+) For-Rent Apartments
- 120 Senior Care Apartments

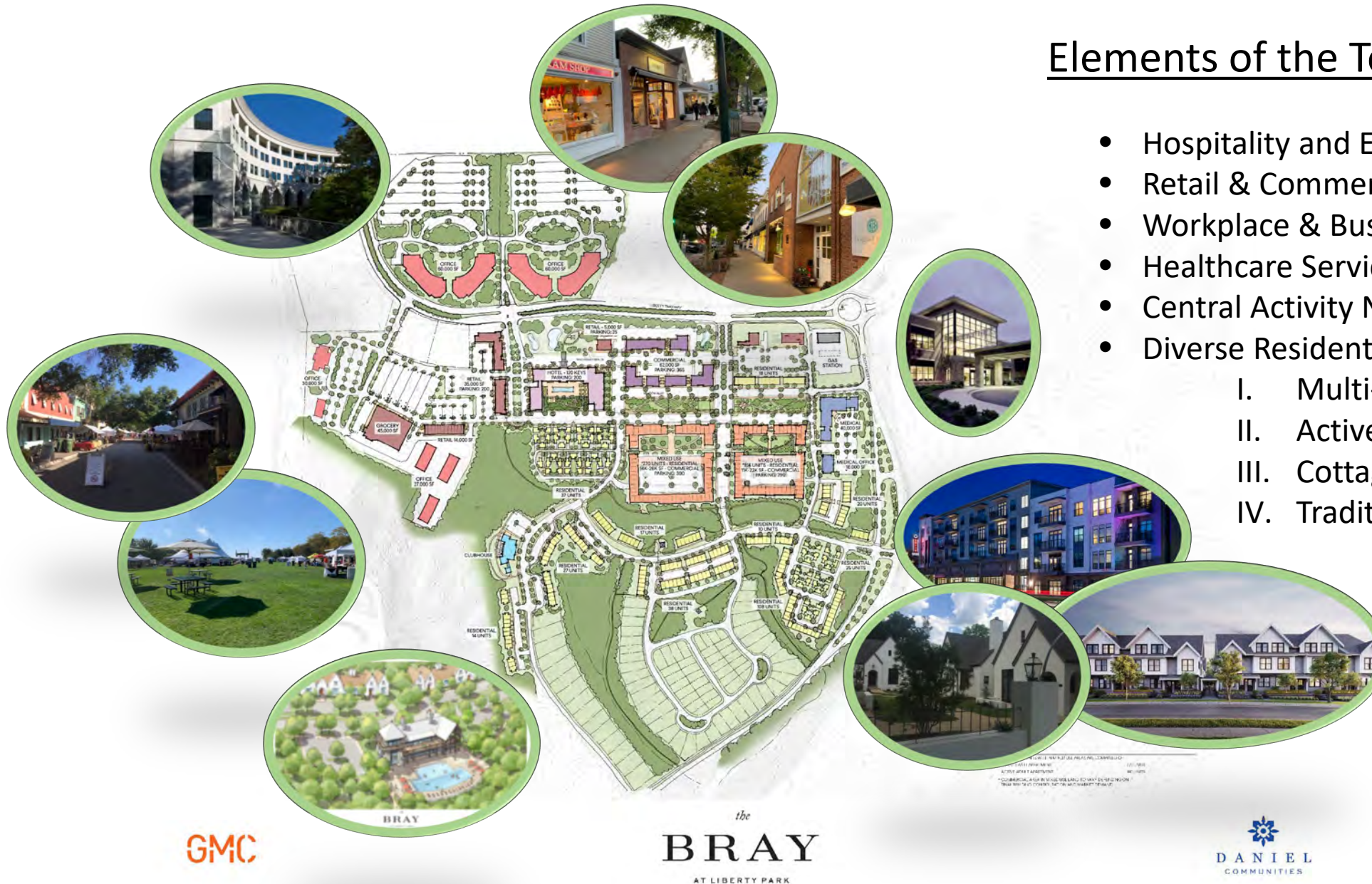
Increase potential to accelerate commercial interest at Liberty Park.

Increase Fee-Simple Residential Density by 644 units and distribute across remaining undeveloped lands.

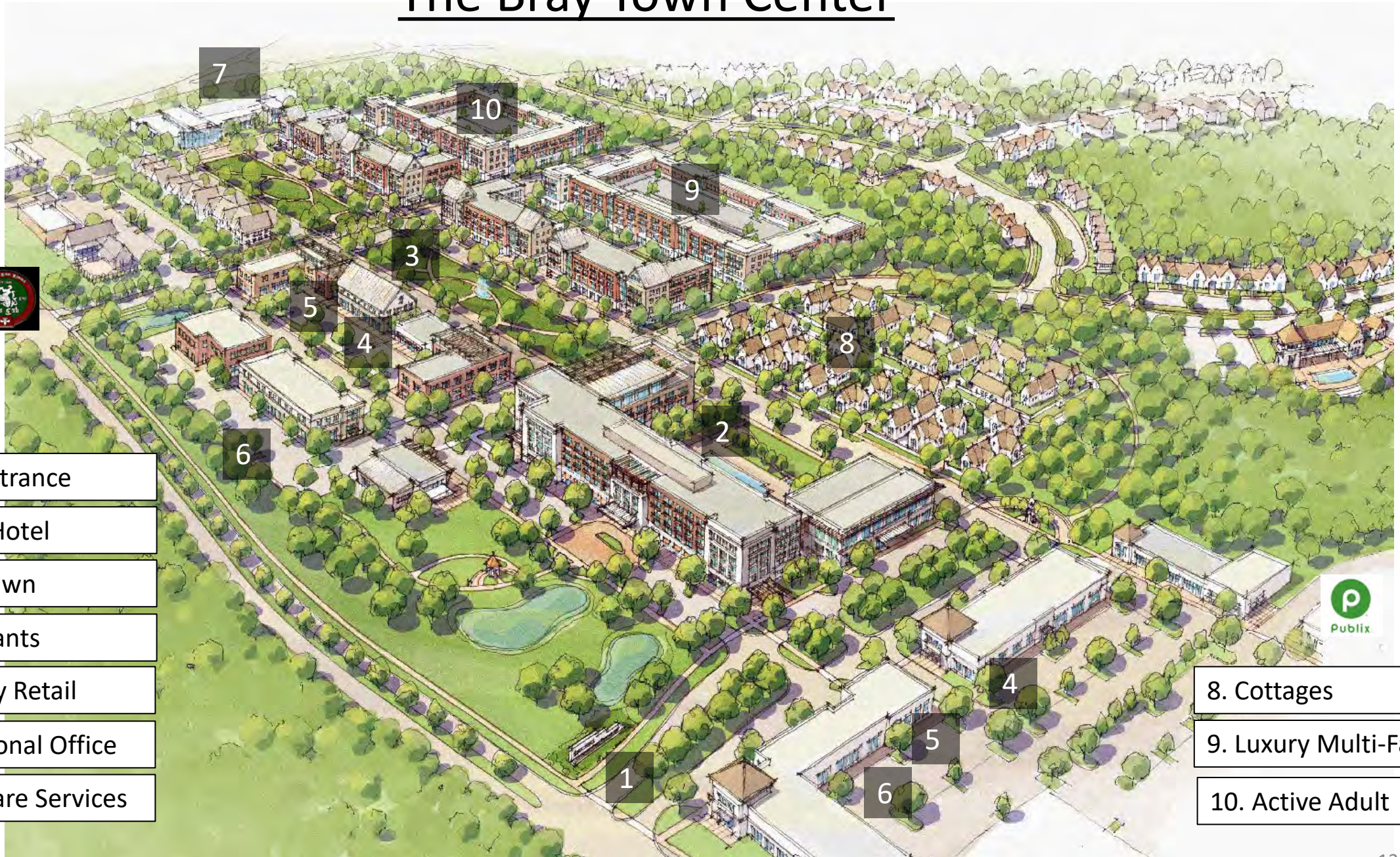


Elements of the Town Center

- Hospitality and Entertainment
- Retail & Commercial Services
- Workplace & Business Services
- Healthcare Services
- Central Activity Node (Great Lawn)
- Diverse Residential Offerings
 - I. Multi-Family
 - II. Active Adult & Senior
 - III. Cottage & Townhomes
 - IV. Traditional Single Family



The Bray Town Center



1. Main Entrance

2. Luxury Hotel

3. Great Lawn

4. Restaurants

5. Specialty Retail

6. Professional Office

7. Healthcare Services

8. Cottages

9. Luxury Multi-Family

10. Active Adult

Great Lawn



Main Entrance



Concerns for Multi-Family Residential

- Would cause an inordinate rise in school student population
- How to fund additional school resources which will result from new development.
- Potentially would draw undesirable populations to Liberty Park
- Construction quality, aesthetics and long-term maintenance

Comparing Projected Student Population Growth

<u>Multi-Family For-Rent Properties</u>	<u>Units</u>	<u>School Children</u>	<u>Child/Unit</u>	<u>3 Bedroom Units</u>
Colonial Grand at Liberty Park	300	110	0.367	85
Grand Highlands at Vestavia Hills	372	28	0.075	30
Reserve at Patchwork Farms	270	24	0.089	27
<i>Ratio of School Child/Fee-Simple Unit</i>	1	0.77	0.77	
<u>Projected School Children under Current Plan</u>				
Fee-Simple Units				
Single-Family	662	0.77	510	
Multi-Family	<u>576</u>	<u>0.77</u>	<u>444</u>	
<i>Subtotal School Children from Fee-Simple Units</i>	<i>1238</i>	<i>0.77</i>	<i>954</i>	
<i>Subtotal School Children from Rental Units</i>	<i>0</i>	<i>0</i>	<i>0</i>	
TOTAL School Children under Current Plan			954	
<u>Projected School Children under Proposed Plan</u>				
Fee-Simple Units				
Single-Family	1312	0.77	1010	
Multi-Family	<u>0</u>	<u>0.77</u>	<u>0</u>	
<i>Subtotal School Children from Fee-Simple Units</i>	<i>1312</i>	<i>0.77</i>	<i>1010</i>	
For-Rent Units				
Luxury Multi-Family	270	0.11	30	
Age-Restricted (55+ Active Adult)	180	0	0	
<u>Senior Care</u>	<u>120</u>	<u>0</u>	<u>0</u>	
<i>Subtotal School Children from Rental Units</i>	<i>570</i>		<i>30</i>	
TOTAL School Children under Proposed Plan			1040	
Increased Number of School Children under Proposed Plan			86	

Ad Valorem Comparison by Residential Type

<u>Property</u>	<u>Units</u>	<u>Appraised Value</u>	<u>Assessment Percentage</u>	<u>Assessment Value</u>	<u>City Millage (20.55)</u>	<u>School Millage (52.05)</u>	<u>Number of School Children</u>	<u>Child/Unit</u>	<u>School Revenue per Child</u>
Grand Reserve at Liberty Park	300	\$36,078,500	20%	\$7,215,700	\$148,283	\$375,577	110	0.367	\$3,414
Grand Highlands at Vestavia Hills	372	\$35,038,870	20%	\$7,007,774	\$144,010	\$364,755	28	0.075	\$13,027
Reserve at Patchwork Farms	270	\$47,506,130	20%	\$9,501,226	\$195,250	\$494,539	24	0.089	\$20,606
Typical SF Home in Liberty Park	1	\$516,750	10%	\$51,675	\$1,318	\$2,690	0.77	0.770	\$3,493
Multi-Family Proposed for Bray Town Center	270	\$45,000,000	20%	\$9,000,000	\$184,950	\$472,950	30	0.111	\$15,765

The Ad-Valorem Potential of the Bray Town Center

Category	Units	Appraised Value	Assessment Percentage	Assessment Value	City Millage (20.55)	School Millage (52.05)
For-Rent Residential Use						
Luxury Apartments	270	\$45,000,000	20%	\$9,000,000	\$184,950	\$472,950
Age-Restricted (55+) Apartments	186	\$19,640,250	20%	\$3,928,050	\$80,721	\$206,419
Senior Care Apartments	120	\$13,489,251	20%	\$2,697,850	\$55,441	\$141,772
Non-Residential Commercial Use						
Hotel		\$24,553,682	20%	\$4,910,736	\$100,916	\$258,059
Office/Ancillary Retail		\$77,505,564	20%	\$15,501,113	\$318,548	\$814,583
Parkside Retail/Restaurants/Services		\$17,225,000	20%	\$3,445,000	\$70,795	\$181,035
Heath Services/Daycare	-	<u>\$13,125,000</u>	<u>20%</u>	<u>\$2,625,000</u>	<u>\$53,944</u>	<u>\$137,944</u>
Total Annual Ad Valorem		\$210,538,747		\$42,107,749	\$865,314	\$2,212,762
Number of School Children <i>(only Luxury Apartments will have any school children)</i>						
						30
School Ad Valorem per Child						\$73,758

Projected Economic Impact of the Bray Town Center

Over the Next 25 years
the Development Plan is
Expected to Generate:

Net New Tax Revenues:
\$230,192,391
of that
\$117,970,119
Goes to Support Schools

These Values Assume Future
Revenue Generated From:

- Bray Town Center
- Future Class A office
- Residential Sales from the
Balance of The Bray Community

The Bray - Liberty Park
City of Vestavia Hills Alabama
Gross Fiscal Impact Analysis
Base Case

Year	Ad Valorem		Sales Tax - Retail			Lodging	Sales Tax - Construction			Permit Fees	Total Impact
	General	School	General	School	Capital Reserve		General	School	Capital Reserve		
2021	-	-	-	-	-	-	1,336,557	26,731	62,373	1,239,736	2,665,396
2022	371,710	941,484	475,781	9,516	22,203	471,489	332,625	6,653	15,523	97,356	2,744,340
2023	531,253	1,345,581	676,085	13,522	31,551	568,804	962,474	23,236	37,606	467,462	4,657,574
2024	724,131	1,834,114	686,226	13,725	32,024	626,883	1,045,990	20,920	48,813	564,482	5,597,309
2025	942,962	2,388,377	895,525	17,911	41,791	671,375	958,940	22,066	50,718	726,112	6,715,778
2026	1,111,243	2,814,608	908,958	18,179	42,418	691,532	650,935	13,019	30,377	440,462	6,721,732
2027	1,221,163	3,093,019	922,593	18,452	43,054	712,267	660,699	13,214	30,833	440,462	7,155,756
2028	1,334,131	3,379,150	936,432	18,729	43,700	733,632	920,324	18,406	42,948	530,360	7,957,813
2029	1,519,661	3,849,069	950,478	19,010	44,356	755,629	680,668	13,613	31,765	440,462	8,304,712
2030	1,639,968	4,153,786	964,735	19,295	45,021	778,308	690,878	13,818	32,241	440,462	8,778,513
2031	1,763,541	4,466,779	979,206	19,584	45,696	801,671	701,242	14,025	32,725	440,462	9,264,931
2032	1,890,452	4,788,226	993,894	19,878	46,382	813,696	976,799	19,536	45,584	535,876	10,130,324
2033	2,094,484	5,305,008	1,008,803	20,176	47,077	825,902	722,437	14,449	33,714	440,462	10,512,512
2034	2,229,396	5,646,719	1,023,935	20,479	47,784	838,290	733,273	14,665	34,219	440,462	11,029,224
2035	2,374,187	6,013,453	1,039,294	20,786	48,500	850,865	788,929	15,779	36,817	440,462	11,629,071
2036	2,409,800	6,103,655	1,054,883	21,098	49,228	863,628	281,302	5,626	13,127	541,731	11,344,078
2037	2,524,180	6,393,361	1,070,707	21,414	49,966	876,582	-	-	-	440,462	11,376,673
2038	2,562,043	6,489,262	1,086,767	21,735	50,716	889,731	-	-	-	-	11,100,254
2039	2,600,474	6,586,601	1,103,069	22,061	51,477	903,077	-	-	-	-	11,266,758
2040	2,639,481	6,685,400	1,119,615	22,392	52,249	916,623	-	-	-	-	11,435,759
2041	2,679,073	6,785,681	1,136,409	22,728	53,032	930,372	-	-	-	-	11,607,296
2042	2,719,259	6,887,466	1,153,455	23,069	53,828	944,328	-	-	-	-	11,781,405
2043	2,760,048	6,990,778	1,170,757	23,415	54,635	958,493	-	-	-	-	11,958,126
2044	2,801,449	7,095,640	1,188,318	23,766	55,455	972,870	-	-	-	-	12,137,498
2045	2,843,470	7,202,074	1,206,143	24,123	56,287	987,463	-	-	-	-	12,319,560
	46,287,559	117,239,292	23,752,069	475,041	1,108,430	19,383,513	12,444,072	255,756	579,381	8,667,277	230,192,391

*The assumptions and corresponding projections are intended to be an estimate for illustrative purposes only. Actual results may vary.

** Inflation assumed to be 1.5%

***School Ad Valorem Includes County Portion

Considering Growth of Existing City Facilities

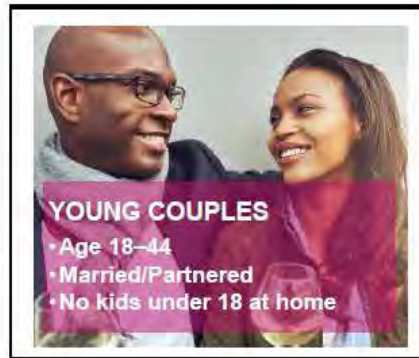
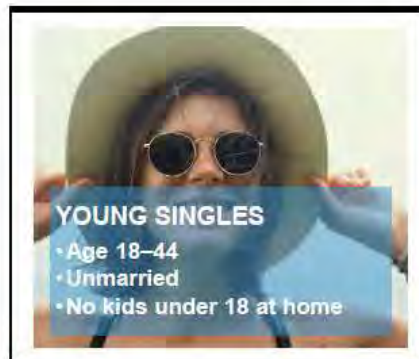


Positioning Liberty Park for Every Generation

Young Singles
Mature Singles
Young Couples
Empty Nesters
Active Adults

Empty Nesters &
Active Adults make
up 38.9% of LP
submarket

Existing Liberty
Park Market



JOHN BURNS
REAL ESTATE CONSULTING

JBREC built a Life Stage system based on answers from the Consumer Insights survey.

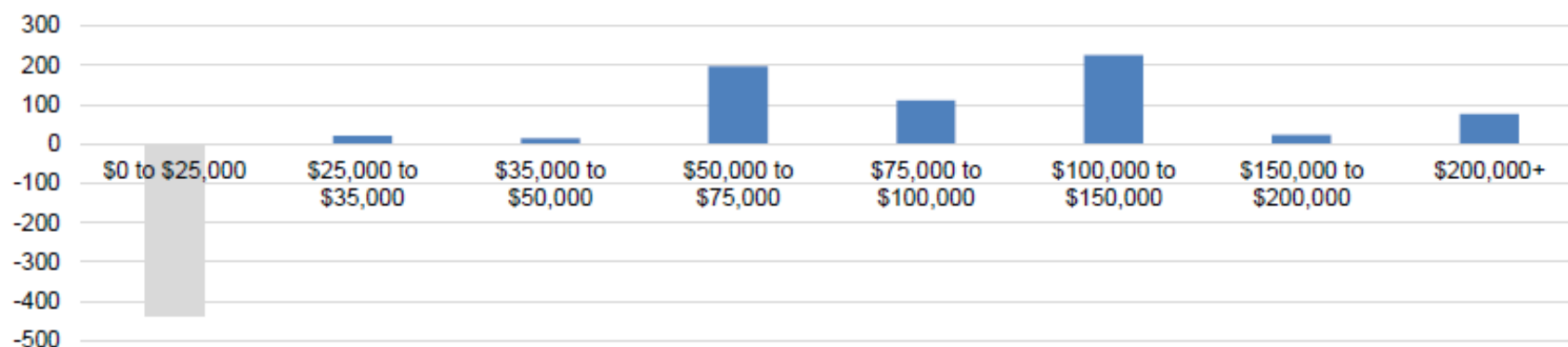
The Life Stages of consumers have unique characteristics that speak to the different needs, wants, and lifestyles through which individuals pass over the course of their lives.

Residential Rental Demand and Household Income

- The demand for residential rental properties will be driven by households who earn more than \$75,000 annually.
- This demand will be almost 2X greater than from those earning below \$75,000
- Strongest segment of demand (52%) will come from those earning \$100K-\$150K

JBREC projects that demand for Class A apartments will grow in Birmingham, especially among key renter segments. Due to expected income and population growth, renters earning \$75,000 to \$150,000 represent a prime opportunity for the Subject. Meanwhile, we anticipate that lower-income renter demand will diminish over the next five years. As a result, demand from affluent renters in the MSA includes 434 new units per year.

Annual Demand for Apartments (2019–2024)



Annual Change in Households that Rent Apartments (5+ Units), 2019-2024 5/

Annual Household Income	Monthly Rental Rate 1/	Under 25	25-34	35-44	45-54	55-64	65-74	75+	Total
\$0 to \$25,000	\$0 - \$600	-38	-243	-106	-61	-120	74	54	-439
\$25,000 to \$35,000	\$600 - \$800	-1	-38	-11	-8	-5	67	17	20
\$35,000 to \$50,000	\$800 - \$1,200	24	-25	-3	0	-4	17	6	15
\$50,000 to \$75,000	\$1,200 - \$1,800	34	19	42	27	18	30	28	197
\$75,000 to \$100,000	\$1,800 - \$2,400	11	29	5	4	17	12	33	111
\$100,000 to \$150,000	\$2,400 - \$3,600	23	80	37	29	18	19	19	225
\$150,000 to \$200,000	\$3,600 - \$4,900	0	4	16	0	2	0	0	23
\$200,000+	\$4,900 - \$7,300	0	0	5	0	4	28	39	75
Net Total (all incomes)		53	-174	-14	-9	-71	247	195	227
Net Total (\$75K HH Income)		34	113	63	33	41	60	90	434

Why Rent?

Luxury apartments at Liberty Park will attract affluent renter households. These households could range in age from their 20s to 70s, and the vast majority will not have children living at home. Households who are still working likely earn at least \$75,000 per year. They have the income to own a home, but choose to rent for three key reasons:

Affluent Renter Motivations	
1. Lifestyle	<ul style="list-style-type: none">• Apartments offer the low-maintenance characteristics that appeal to busy young singles and couples working hard to move up in their professions. They may travel for their jobs and for leisure, and do not want to take on the time, energy, and expense of maintaining a home.• Mature singles, couples, and active adults value the low-maintenance lifestyle of apartments because it allows peace-of-mind while traveling and frees up time and energy for hobbies, friends, and grandchildren.
2. Unit Features & Community	<ul style="list-style-type: none">• Apartments with contemporary architecture and technology can attract young affluent singles and couples.• Single-level living in apartment buildings can attract mature singles, couples, and active adults.• Community amenities and social events are important for affluent renters of all ages.
3. Financial Strategy	<ul style="list-style-type: none">• Young singles and couples may value liquidity of assets over homeownership. These households expect major life changes, including marriage, children, and job relocation. They want the flexibility to move or maintain a high balance in their savings accounts. Renting keeps these households financially nimble.• Mature segments, including singles, couples, and active adults, may decide to sell their home and rent as a retirement strategy, cashing out equity and taking advantage of recent home price appreciation.

Designed For Target Market



- Architecture with Character and Quality
- Land Planning promoting harmonious streetscapes and public spaces
- Fostering outdoor enjoyment and walkability

Walkable Community

- Redistribute existing 570 Multi-Family closer to Town Center
- Proposed plan relocates 609 units within 5-minute walk to Town Center
 - Current Plan has only 14 units
- Walkability to retail, restaurants and public spaces key to attracting both residents and the businesses that serve them



THE BRAY AT LIBERTY PARK - BY RIGHT MASTER PLAN



GMC

GML

BRAY
AT LIBERTY PARK



DANIEL
COMMUNITIES

Amenities for Target Market



- Shared office space
- Interior/Exterior Social Places
- Rooftop Amenities
- Bike Racks
- Pet Stations
- Adult Pool



The Bray Design Guidelines

The Bray at Liberty Park Design Guidelines is a primary tool for Liberty Park to evaluate proposed new development within the Bray at Liberty Park. The overarching goal of the design guidelines—and the Design Review Program—is to foster design excellence in private development to maintain the beauty and integrity of Liberty Park. Developers interested in a site within The Bray are required to consult these guidelines in the development and review of the project design.

THE IMPORTANCE OF DESIGN

The mission of this document is to ensure that new buildings and new development fit seamlessly into the built inventory and vision of the site while complementing and elevating the grounds of The Bray at Liberty Park. The ability of a building to stand the test of time by remaining functional and compatible over a period of many years is yet another sign of good design. This is reflected in choices made about materials, building assembly techniques, ongoing maintenance. Finally, a project's contribution to the public realm, not only in terms of the building itself but also in site development, landscape, and public open space, can be a measure of design excellence as well.

PURPOSE OF THE GUIDELINES

The purpose of The Bray at Liberty Park Design Guidelines is to define the qualities of architecture, urban design, and public space that make for successful projects and places, and to serve as a tool for guiding individual projects to meet those expectations. The Bray Design Guidelines set the stage for flexibility and dialogue during project review. Although the design guidelines by themselves cannot guarantee good design, their role is to set the parameters for discussions about proposed projects. Specifically, the guidelines:

- provide clarity and focus on what is important to consider in the design of projects;
- present clear performance-based statements about what we value;
- enable the dialogue to be as productive and efficient as possible;
- provide a common language with which to discuss the best ways to create development that contributes to an attractive, vibrant place for the future, project by project.

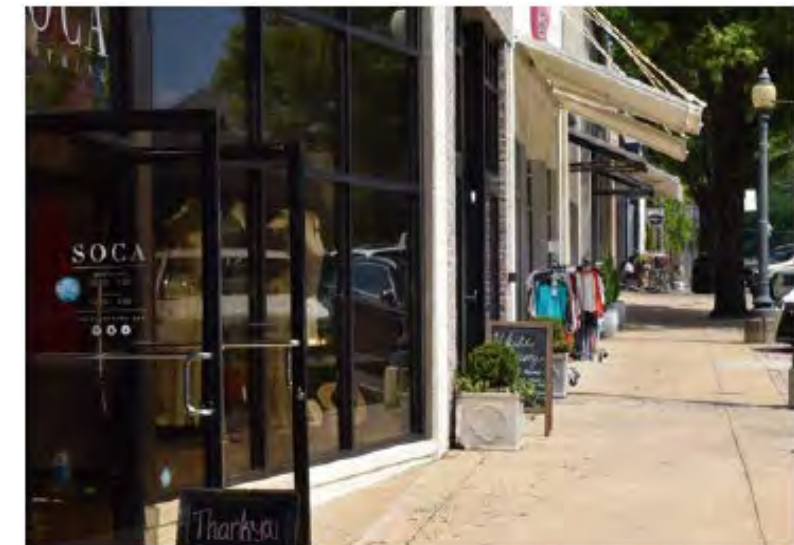
READERS GUIDE

The design guidelines are organized around different types of development: Commercial, Free Standing Commercial, Hotel, Multifamily, Stacked Flats, and Cottage. Each typology includes individual guidelines.

Each typology includes a series of design approaches and strategies to consider on a variety of topics, along with photos and/or diagrams to offer inspiration and guidance. The topics covered under each guideline represent issues specifically relevant to understanding and complying with the broader guideline and usually contain more detailed suggestions to consider. Applicants and reviewers should use their judgment and discretion in determining which approaches and strategies are particularly applicable to a given project.

This document is intended to inform developers and property owners of design criteria for the Bray at Liberty Park. These criteria shall be upheld by the existing Liberty Park and City of Vestavia Hills design Review process. These design guidelines do not supersede or replace Homeowner Associations but are intended to work in concert with such covenants.

As markets may change, these guidelines may change at the sole discretion of the developer.





Recommendations from Multi-Family Discussion

- Limit number of 3 Bedroom Units to 10% of the proposed 270 luxury apartments.
- Restrict remaining 300 residential rental units to 55+ active adult and senior care.
- Require evidence of compliance with architectural review process as condition of all building permits.
- Establish covenants governing perpetual compliance with maintenance standards.

Resident Current Concerns for Liberty Park

- Improvement in Homeowner Association management
- Concern that new residential development at Bray will prolong turnover of the Vestlake HOA to the residents
- Access to expanded amenities
- Expanded connectivity of trails and pathways
- Establishment of a Vestavia Police Substation
- Second Connection of Liberty Parkway to Sicard Hollow
- Viability of property contiguous to Sicard Hollow Athletic Complex (SHAC)

Recommendations from Voiced Concerns

- Change to third-party HOA management company effective January 1st
- Establish Bray as its own HOA and work with 3rd-party manager to turn-over Vestlake HOA.
- Establish *Community Improvement Plan* for the Bray Town Center to direct portions of the fiscal impacts of the Bray development towards:
 - Two amenity areas
 - Development of trails connecting existing neighborhoods to the Bray
 - Establishment of a Vestavia Police Substation
 - Construction of Liberty Parkway South to Sicard Hollow
- Study property contiguous to Sicard Hollow Athletic Complex (SHAC) with City.



The Bray Town Center Plan for Liberty Park

- Maximizes the Potential for Retail, Hospitality, Restaurants, Medical and Office Development Interest in Liberty Park
- Provides New Residential Offerings for both new and existing residents
- Consolidates Commercial Densities into the Town Center Core Conveniently Designed around Common Services and Green Space
- Creates True Community Center of Activity for the Liberty Park community
- Provides Important Revenue and Fiscal Impacts for Schools and Public Services



Next Steps

- Formal request for amendment to the Liberty Park Annexation Agreement to both the Vestavia School Board and the Vestavia City Council in January.
- If and when the Annexation Amendment is approved, the co-operative process for forming a *Community Improvement Plan* would begin.
- Unless and Until the Annexation Amendment is approved, development activity would continue under the existing entitlements of the Liberty Park Planned Unit Development authorizations.



Questions and
Comments

Disclaimer

The land plans and renderings depicted in this presentation are preliminary and conceptual. Some of the land uses and dimensions presented in this presentation are subject to modifications to the Liberty Park Annexation Agreement and City of Vestavia Planned Use Development Ordinance, which will require public hearings and approval from the City of Vestavia City Council and Board of Education. Additionally, all structures will be subject City of Vestavia Architectural Review. The land uses, amenities, features, specification and/or product types depicted in this presentation are subject to change without notice to address modifications to the Liberty Park annexation and zoning agreements and other governmental permit issuing authorities requirements, regulations and standards.

The plans and structures shown in this presentation are preliminary and conceptual. Liberty Park Joint Venture, LLP, as developer reserves the right to change or modify the land uses, amenities, features, specification and/or product type without notice.

These preliminary and conceptual plans and structures have been prepared in land plan view only. Liberty Park Joint Venture, LLP, as developer reserves the right to change or modify the land uses, amenities, features, specification and/or product type without notice to address topographical and field conditions, environmental conditions, changes in material cost and any other construction, governmental or safety related conditions, which would affect the constructability or feasibility of the plan or structures.

Liberty Park Joint Ventures, LLP, Liberty Park Properties, Daniel Communities and their respective builders and agents, are not responsible for errors or omissions.

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