

the
BRAY
AT LIBERTY PARK



Questions & Answers

❖ Why are Changes Being Proposed to the Liberty Park Development Plan?

The plan for Liberty Park originated almost 30 years ago prior to the annexation of the property into the City of Vestavia Hills making Liberty Park a cornerstone of the City's long-term growth plan. The comprehensive plan for the Liberty Park Planned Unit Development (PUD) established a foundational economic plan for both the City and its School District as well. This plan began with the initial funding by Liberty Park's developer, LPJV, to construct the Liberty Park Elementary and Middle Schools along with land donations for both schools as well as that for the City's Fire Station. The City's Liberty Park Athletic Facility and Sicard Hollow Athletic Facility (SHAC), and right-of-way for the development of roadways, utilities, and community infrastructure were later developed through the collaboration of the LPJV and the City. Drawing from these investments, Liberty Park also witnessed the successful development of the Urban Center and several residential neighborhoods over the past three decades that together, have afforded the City and School District significant growth in annual ad-valorem revenues.

Liberty Park's original development plan also included a large regional mall and a comprehensive mixed-use commercial campus planned across the southern portions of the masterplan. With the advent of the Summit in 1997, the economic opportunity for such commercial development was lost for Liberty Park, as were the corresponding tax revenues for the City of Vestavia Hills and the Vestavia Hills Board of Education. In the absence of a compelling plan to draw commercial interest to Liberty Park, the community has not enjoyed the balanced growth of commercial facilities and services as originally planned.

Two years ago, a commitment was made to address this issue by revisiting the plan for the remaining undeveloped portions of Liberty Park which lie south of the Parkway reaching down towards Sicard Hollow Road. Together with the consulting support of Birmingham-based Daniel Communities, LPJV took the initial steps towards establishing a Town-Center focused plan to stimulate commercial activity at Liberty Park. These initiatives have resulted in the opening of the Publix supermarket, Anytime Fitness, On-Tap Sports Bistro and the new Chevron gas and convenience center.

As positive as these initiatives have been, they will not by themselves generate strong, prudent, and sustainable growth of the community unless it is supported by a broader comprehensive plan. This is the plan that is being presented to the City of Vestavia Hills, the Vestavia Hills Board of Education and the Residents of Liberty Park. The Town-Center plan is predicated on diverse

land uses coming together around thoughtful community spaces, each depending on the existence and adjacency of one another to thrive. Such land uses include a boutique hotel, specialty restaurants and retail, professional office and healthcare services and an array of residential offerings including both for-sale and for-rent options. The Town-Center plan (which will be called the Bray) is envisioned to bring these activities together in a much smaller 100-acre footprint rather than sprawling across the entire 700 acres of the original plan. Illustrative maps and concept drawings of the entire Bray area including the Town-Center may be found under the public presentations section of this website.

By concentrating such activity in the Town-Center, the attraction of commercial interest in Liberty Park will be far more likely to occur and in a far more organized fashion. This commercial interest is not only essential for continued growth of services to the current and future residents of Liberty Park, but it provides the foundation for long-term economic support of community infrastructure and schools provided by the City of Vestavia Hills and the Vestavia Hills Board of Education.

❖ What Can Be Developed On the Remaining Undeveloped Portions of Liberty Park Under the Current Entitlements?

Liberty Park was brought into the City of Vestavia Hills through an Annexation Agreement effective September 30, 1992. The community was subsequently expanded, and additional land was brought into the City of Vestavia Hills through a Supplemental Annexation Agreement effective October 29, 1996. With these annexations, Liberty Park was entitled for development under a Planned Unit Development Annexation Agreement and Master Plan. A copy of which may be found under the entitlements section of this website. The remaining development entitlements under the Liberty Park PUD are as follows:

Liberty Park Joint Venture Development Entitlements	Total Under PUD	Developed to Date	Remaining to Develop
Residential (Units)	3,226	1,988	1,238
Single Family	2,336	1,674	662
Multi Family	890	314	576
<i>MF For-Sale</i>	590	14	576
<i>MF For-Rent</i>	300	300	0
Commercial (sf)	7,500,000	1,500,000	6,000,000

❖ **What Changes Are Being Specifically Proposed to the Liberty Park Development Plan?**

There are three specific modifications to the Liberty Park Development Plan being proposed:

- 1) *The remaining 576 units of multi-family entitlements would be modified and restricted for development as follows:*
 - i. *270 Luxury For-Rent Multi-Family Units with further restriction that no more than 27 units may contain three bedrooms.*
 - ii. *180 Age-Restricted For-Rent Multi-Family Units (Age-restriction being at least one member of the household age 55 or over and no permanent residents under the age of 18).*
 - iii. *120 Senior Care For-Rent Multi-Family Units.*
- 2) *The addition of 650 single family units restricted to fee-simple development.*
- 3) *Modification to the Planned Business (PB) land use zone to include single-family residences so that single-family units may be included in the Bray plan.*

❖ **What Approvals Would Be Required for the Bray to Proceed?**

The proposed plan for the Bray and the modifications to the Annexation Agreement would require approval by both the City Council and the Vestavia Hills Board of Education. An informational presentation was provided to the City Council on December 21st with remote participation through Zoom by both members of the Board of Education and the public. This presentation was video-taped and may be found on the City's website as follows: [<https://vimeo.com/493787703>]. It is anticipated that further review and discussion of the proposed Bray plan will be scheduled to continue in January. All such meetings will be noticed to the public by the City.

❖ **What is the Proposed Timetable for the Bray Development?**

It is anticipated that the Town-Center and its related elements could be developed within 24-36 months following the receipt of zoning approvals. The neighborhood portion of the plan (single family residential dwelling units) is currently in the design and permitting phase and is expected to begin construction in Q1 - 2021 under the existing entitlements. It is expected that the residential development would take approximately 10-12 years to achieve full build-out.

❖ **What Impact on the Vestavia Schools will the Proposed Plan for the Bray have versus the Existing Development Plan?**

According to information provided by the City and the Vestavia Hills Board of Education, the net increase in students from the proposed development plan is anticipated to be approximately 86 students above the existing entitlements. This estimate is made based upon the following assumptions: For a typical for-sale residence, the average number of school-aged children is 0.77 per home; For a typical for-rent residence, the average number of school-aged children anticipated would be 0.089. This figure is derived from data obtained from the Vestavia Reserve

at Patchwork Farms, a comparable type of residence to that proposed for the Bray, where there are currently 24 school-aged children attending Vestavia City Schools from this 270-unit community (0.089 school-aged children per unit). For the purpose of the forecast for the Bray, a projection of 30 children coming from the proposed 270-unit community has been used (0.111 school-aged children per unit). Accordingly, the following summary provides the comparison between the existing and proposed plans and the number of school children to be anticipated.

Projected School Children Under Existing Entitlements					Units	School Children	Total
Fee Simple Units							
					662	0.77	510
					576	0.77	444
<i>Subtotal School Children from Fee Simple Units</i>					1,238		954
<i>Subtotal School Children from Rental Units</i>							0
Total School Children Under Existing Plan							954
Projected School Children Under Proposed Plan					Units	School Children	Total
Fee Simple Units							
					1312	0.77	1010
<i>Subtotal School Children from Fee Simple Units</i>							1010
For Rent Units							
					270	0.11	30
					180	0	0
					120	0	0
<i>Subtotal School Children from Rental Units</i>							30
Total School Children Under Proposed Plan							1,040

❖ **Is There a Difference in How a Fee-Simple and a For-Rent Residential Unit is Taxed in the City and How Does That Effect the Vestavia Hills City Schools?**

A fee-simple residence is taxed based on a residential rate of 10% of the property's assessed value to which a City Millage Rate of 20.55 and School Millage Rate of 52.05 is applied.

A for-rent residence is taxed based on a commercial rate of 20% of the property's assessed value to which the same Millage Rates of 20.55 and 52.05 are applied.

By way of example, the School Ad-Valorem Revenues per child for a single-family home in Liberty Park and for a for-rent community such as Vestavia Reserve can be compared as follows:

Property	Units	Appraised Value	Assessment Percentage	Assessment Value	City Millage (20.55)	School Millage (52.05)	Number of School Children	Child/Unit	School Revenue Per Child
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

Similar ad- valorem revenues would be achieved for the City and School District for the 180 Active Adult and 120 Senior Care For-Rent Units which of course would have no additional school-aged children coming from these developments. Moreover, the balance of the commercial development proposed for the Bray Town-Center would result in additional ad-valorem revenues to both the City and the School System. Taken together, the estimated annual ad-valorem revenues of the Bray Town-Center would be approximately \$865,314 to the City and \$2,212,762 to the Vestavia Hills School System. Further detail of this calculation may be found on page 19 of the City Workshop Presentation section of this website.

Overall, the proposed development plan is projected to generate approximately \$230 million in new municipal revenues over the next 25 years. Of this amount, it is anticipated that approximately \$118 million would be available to support the City of Vestavia Hills' award-winning schools.

❖ **Are there any Controls Proposed to Ensure the Quality of Development?**

The development of the Bray will be governed by the Bray Design Guidelines which will serve as a tool for Liberty Park and the City of Vestavia Hills to foster design excellence and ensure that proposed buildings and development(s) maintain the beauty and integrity of the community. These guidelines would be effective upon approval of the revised zoning and would be in addition to those of the City of Vestavia Hills and Liberty Park. The guidelines will help to define and ensure the lasting qualities of architecture, urban design, and public spaces needed to create a vibrant and welcoming sense of place.

❖ **Is the Active Adult/Senior Housing a Private Facility, or a Section of the Neighborhood reserved for Seniors? Are these Units Owner-Occupied Housing?**

The proposed active-adult/senior housing or age-restricted properties would be concentrated within the Town-Center adjacent to the commercial development and overlooking the Great Lawn. These units would promote walkability and would have enhanced access to the retail and commercial services in the Town-Center. These units are proposed as rentals for 55+ Active Adults. We are also proposing a Senior Care private facility to the extent one may be permitted.

❖ **How Large is the Site that is Proposed to be Deeded to the City?**

The proposed parcel identified for dedication to the City is approximately 65 acres and is situated on the east side of Sicard Hollow Road adjacent to the southern border of the Sicard Hollow Athletic Complex. The site was selected in that it affords the City the greatest flexibility to reconfigure its land holdings to best address the future needs of both the City of Vestavia Hills and the Vestavia Hills Board of Education. The property is currently in unincorporated Jefferson County, is developable and possesses site characteristics and topography consistent with other parcels in Liberty Park.