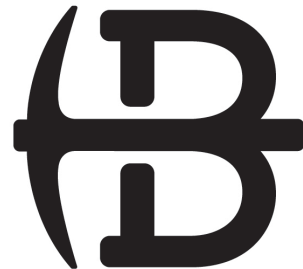


ADVANCING THE CITY OF VESTAVIA HILLS

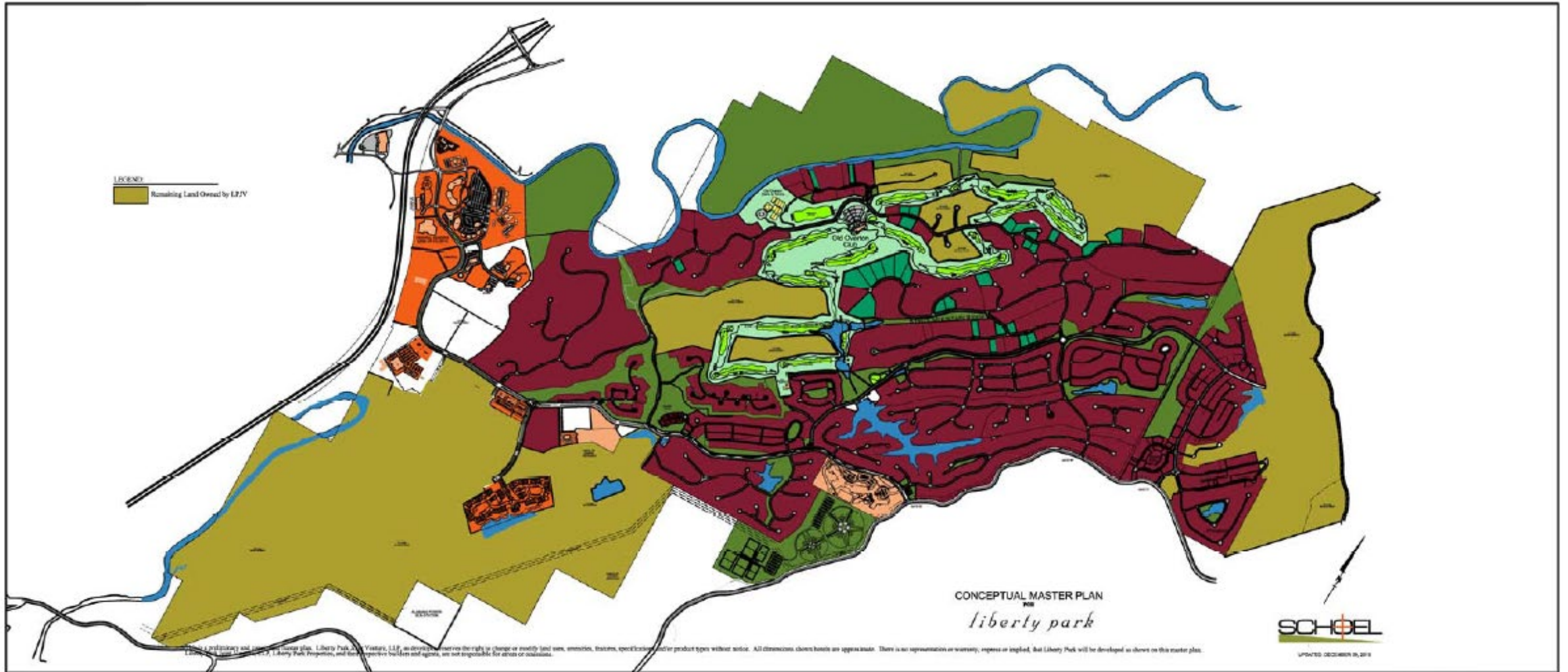
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BRAY

AT LIBERTY PARK

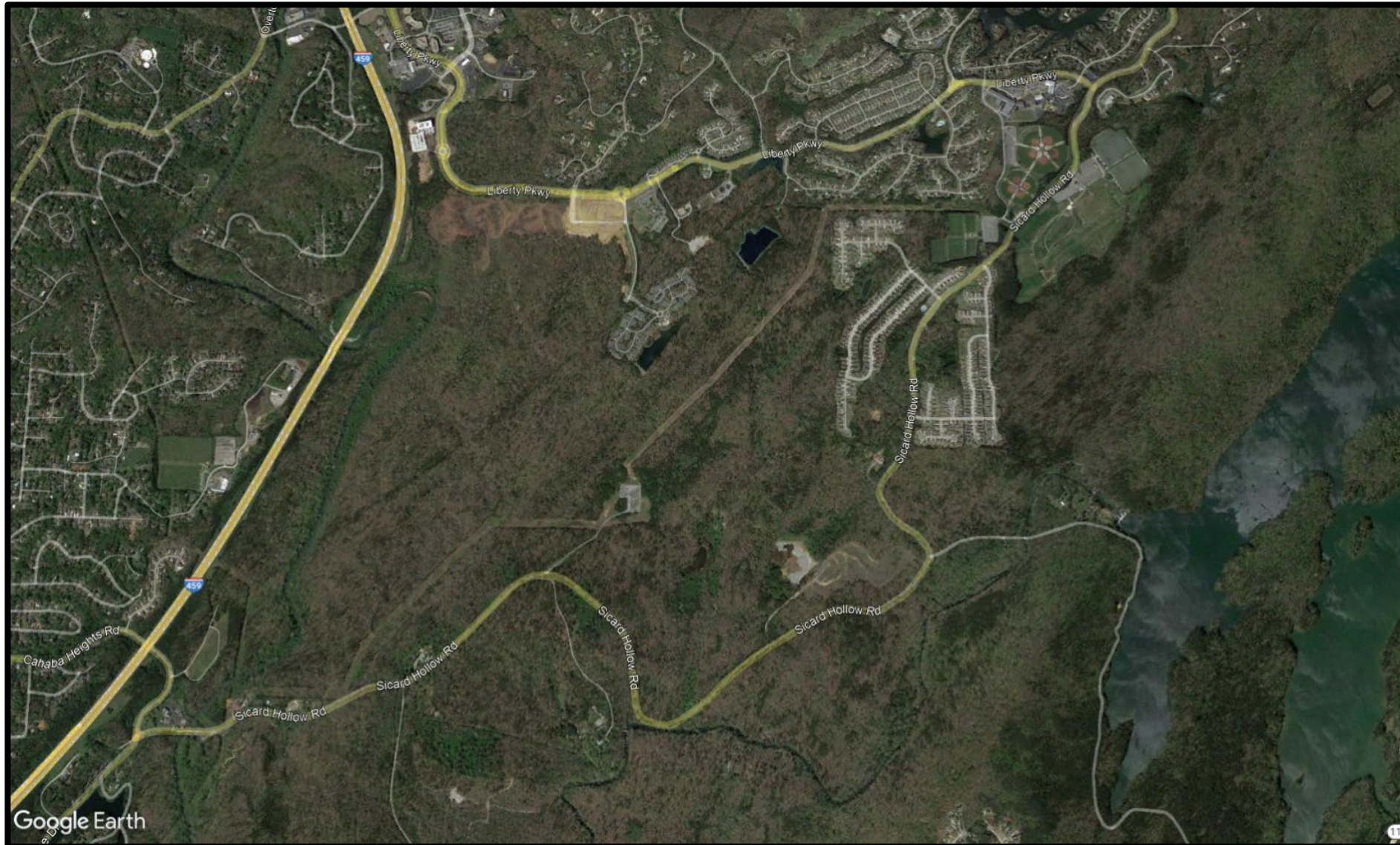


# Liberty Park Master Plan



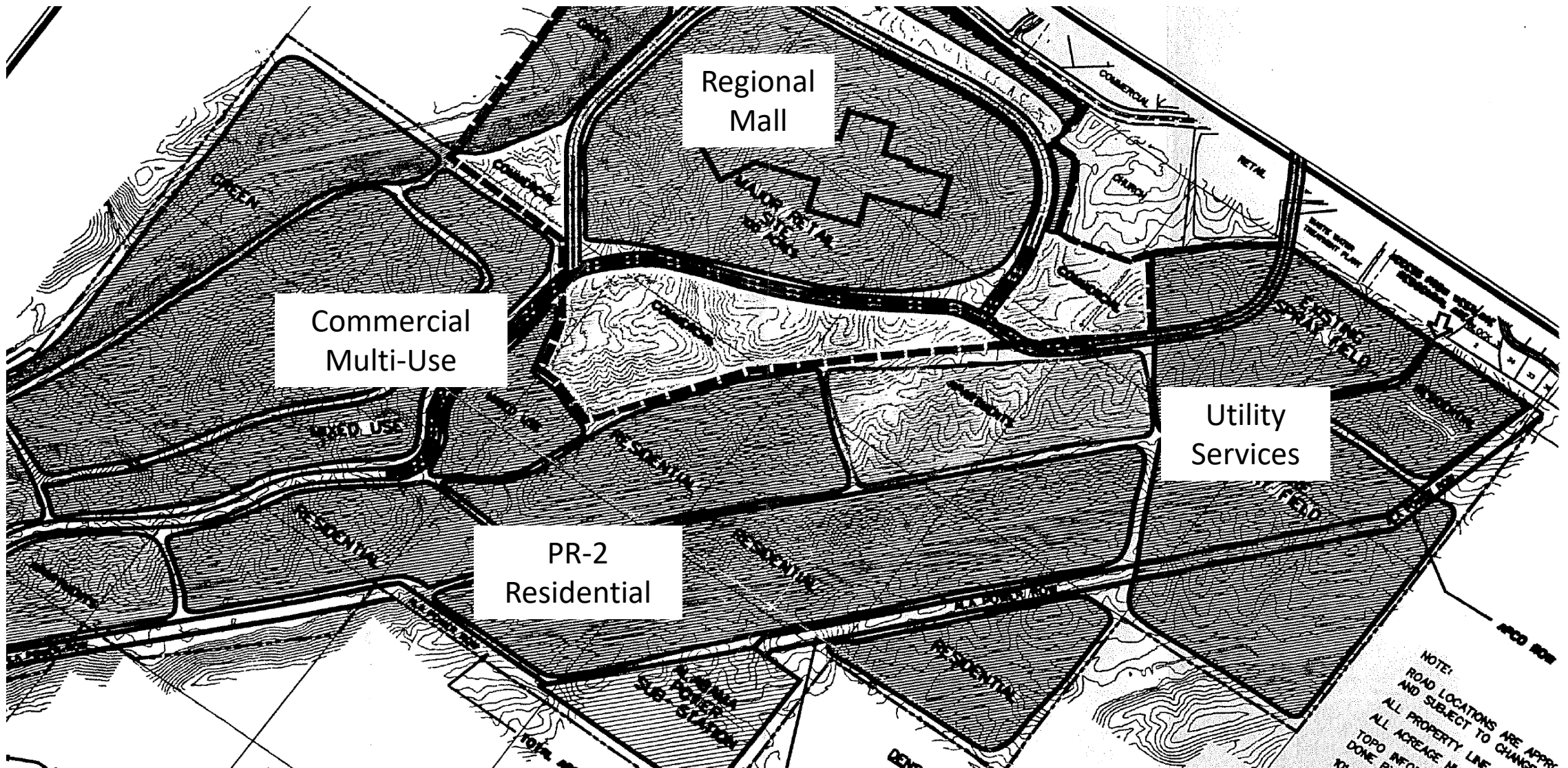


# Undeveloped Areas South of Liberty Parkway





## Liberty Park Master Plan (1996)





# Proposed Plan

Introduce diverse residential offerings into previously planned high intensity commercial zones

Replace Regional Mall site with Traditional Neighborhood Scale Town Center

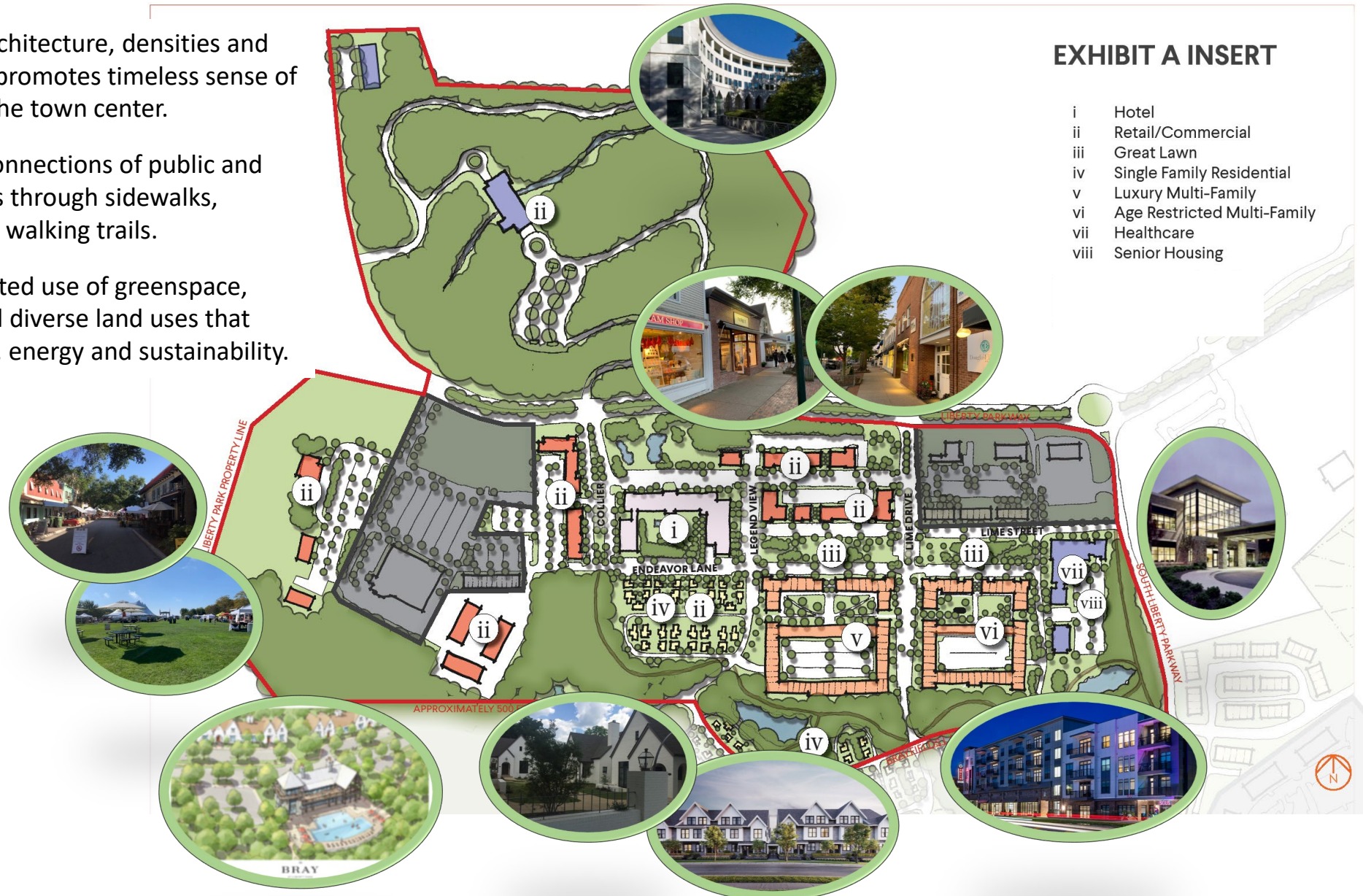


Replace former utility service areas with residential

EXHIBIT A: DEVELOPMENT PLAN

# Elements of a Town Center

- Thoughtful architecture, densities and massing that promotes timeless sense of place across the town center.
- Convenient connections of public and private spaces through sidewalks, pathways and walking trails.
- Carefully curated use of greenspace, amenities and diverse land uses that foster activity, energy and sustainability.





# The Bray Town Center



1. Neighborhood Grocery

2. Great Lawn

3. Luxury Hotel

4. Restaurants

5. Specialty Retail

6. General Business

7. Medical Office

8. Cottages

9. Luxury Multi-Family

10. Active Adult / Senior Housing



## Concept View from Main Entrance

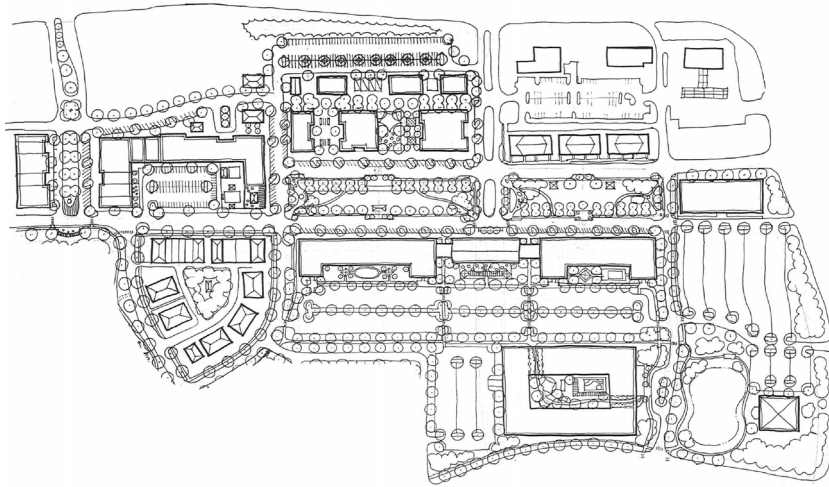




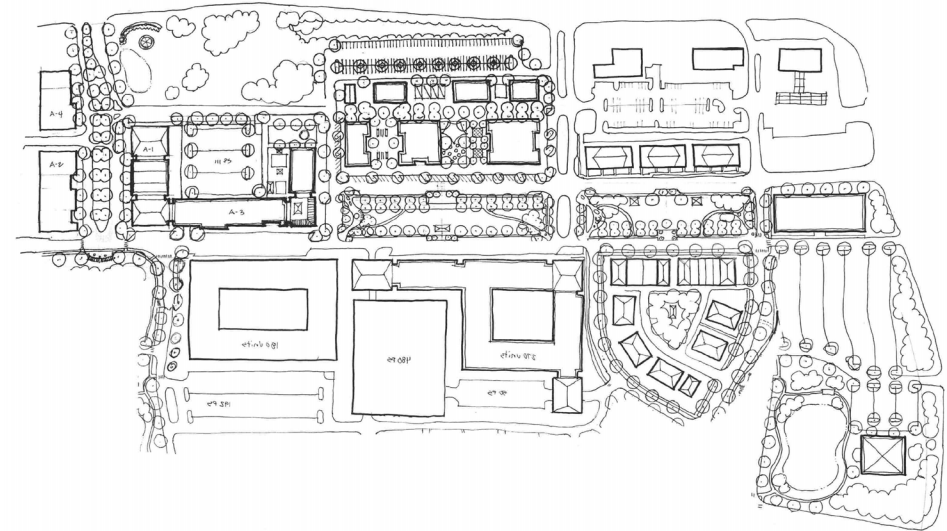
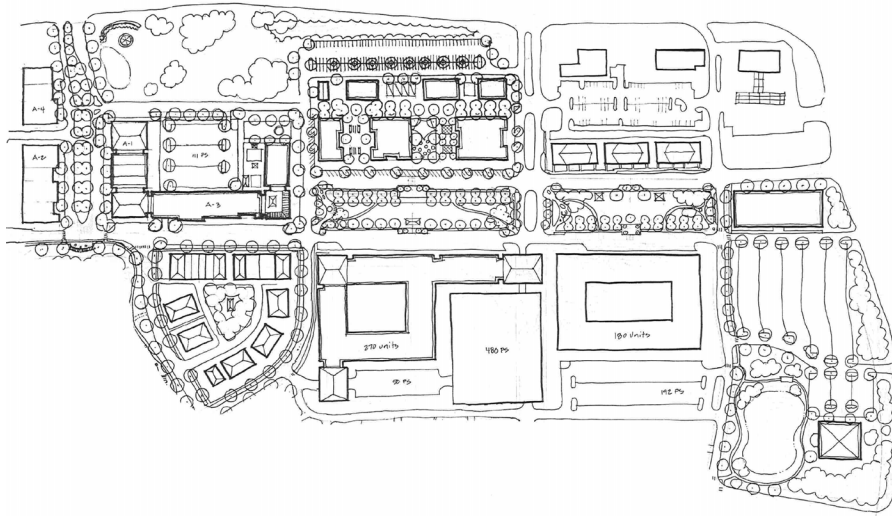
## Concept View from Great Lawn



# Plan Adaptability



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# Benefits of the Proposed Plan

- Clear and organized vision for the balance of Liberty Park
- Consolidates development densities into the Town Center
- Creates core center of activity at Liberty Park which is accessible and convenient
- Advances the opportunity to attract a luxury hotel and related amenities such as a conference center, spa and specialty restaurants.



# Benefits of the Proposed Plan

- Enhances potential for attracting retail, hospitality, medical and office interest
- Promotes broader array of residential choices than currently available
- Attractive to residents of the City of Vestavia Hills as a whole as well as those within Liberty Park community
- Attractive to employers & employees to move to the City of Vestavia Hills and Liberty Park
- Promotes dedication of roadways to City enhancing City law enforcement.





# Benefits of the Proposed Plan

- Positions the City of Vestavia Hills to achieve evolutionary objectives for its future
  - Last remaining large undeveloped opportunity area within the City limits
  - Materially advances City of Vestavia Hills revenue growth potential
  - Key opportunity to generate new revenues to City School system
  - Provides land for future elementary school
  - Expands infrastructure continuity through and around Liberty Park
  - Provides all Vestavia Hills residents diverse commercial offerings and amenities
  - New public spaces and potential Entertainment District



# Creating Long Term Value for Vestavia Hills

Over the next 25 years the buildout of Liberty Park is expected to generate:

City and County Revenues:  
\$307,000,000

of which  
\$236,218,685  
Stays in the City

of which  
\$121,329,168  
Directly Support City Schools

## 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		
2022	-	-	-	-	-	-	-	-	-	-	-
2023	378,541	958,786	475,781	9,516	22,203	386,621	1,842,970	36,859	86,005	1,105,782	5,303,065
2024	621,124	1,573,212	703,129	14,063	32,813	466,420	1,384,553	27,691	64,612	830,732	5,718,348
2025	766,410	1,941,200	713,675	14,274	33,305	514,044	993,285	19,866	46,353	595,971	5,638,384
2026	1,048,745	2,656,310	1,064,680	21,294	49,685	550,528	1,347,357	26,947	62,877	808,414	7,636,837
2027	1,225,310	3,103,523	1,080,651	21,613	50,430	567,056	719,491	14,390	33,576	431,695	7,247,735
2028	1,343,739	3,403,484	1,096,860	21,937	51,187	584,059	730,283	14,606	34,080	438,170	7,718,405
2029	1,465,444	3,711,746	1,113,313	22,266	51,955	601,579	990,953	19,819	46,244	594,572	8,617,890
2030	1,659,947	4,204,391	1,130,013	22,600	52,734	619,616	752,356	15,047	35,110	451,414	8,943,228
2031	1,789,465	4,532,441	1,146,963	22,939	53,525	638,213	763,642	15,273	35,637	458,185	9,456,282
2032	1,911,465	4,841,448	1,164,168	23,283	54,328	657,371	694,584	13,892	32,414	416,750	9,809,702
2033	2,036,722	5,158,705	1,181,630	23,633	55,143	667,231	970,041	19,401	45,269	582,025	10,739,799
2034	2,228,821	5,645,261	1,199,354	23,987	55,970	677,240	641,150	12,823	29,920	384,690	10,899,216
2035	2,352,443	5,958,377	1,217,345	24,347	56,809	687,398	658,322	13,166	30,722	394,993	11,393,923
2036	2,387,730	6,047,753	1,235,605	24,712	57,662	697,709	-	-	-	-	10,451,171
2037	2,423,546	6,138,469	1,254,139	25,083	58,526	708,175	281,302	5,626	13,127	168,781	11,076,775
2038	2,538,132	6,428,699	1,272,951	25,459	59,404	718,797	-	-	-	-	11,043,442
2039	2,576,204	6,525,129	1,292,045	25,841	60,295	729,579	-	-	-	-	11,209,094
2040	2,614,847	6,623,006	1,311,426	26,229	61,200	740,523	-	-	-	-	11,377,230
2041	2,654,069	6,722,351	1,331,097	26,622	62,118	751,631	-	-	-	-	11,547,889
2042	2,693,880	6,823,186	1,351,064	27,021	63,050	762,905	-	-	-	-	11,721,107
2043	2,734,289	6,925,534	1,371,330	27,427	63,995	774,349	-	-	-	-	11,896,924
2044	2,775,303	7,029,417	1,391,900	27,838	64,955	785,964	-	-	-	-	12,075,377
2045	2,816,933	7,134,858	1,412,778	28,256	65,930	797,754	-	-	-	-	12,256,508
2046	2,859,187	7,241,881	1,433,970	28,679	66,919	809,720	-	-	-	-	12,440,356
	47,902,294	121,329,168	27,945,868	558,917	1,304,141	15,894,481	12,770,289	255,406	595,947	7,662,174	236,218,685

Source: Redmont Consulting Group, LLC

\*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

# Supporting Actions Proposed to the City

- Supplement to Annexation Agreement to guide development entitlements
  - Providing 644 additional residential units
  - Establishes specific unit allocations for luxury multi-family, active-adult and senior care residential offerings
- Development Agreement
  - Sets forth the development plan for the remaining undeveloped portions of Liberty Park
  - Provides for City revenue-sharing support of infrastructure and performance-based incentives
  - Establishes development threshold requirements of Developer
  - Provides for donation of school site to City of Vestavia Hills
  - Enables dedication to City of certain existing & future roadways and new public spaces









# Disclaimer

The land plans and renderings depicted in this presentation are preliminary and conceptual. Some of the land uses and dimensions presented are dependent upon modifications to the Liberty Park Annexation Agreement and City of Vestavia Hills Planned Use Development Ordinance, which will require public hearings and approval from the Vestavia Hills City Council. Additionally, all structures will be subject to approval by the Liberty Park Architectural Review Committee. The land uses, amenities, features, specifications and/or product types depicted in this presentation are further subject to change based upon applicable governmental regulations and standards, topographical and field conditions, environmental conditions, changes in material cost and any other construction or safety related conditions.

Liberty Park Joint Venture, LLP, Liberty Park Properties, Daniel Communities and their affiliates are not responsible for errors or omissions.



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