

CONOVER STATION

an experiment in community-based,
sustainable downtown redevelopment



~an information packet prepared by the conover planning department~

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What is Conover Station?

Conover, like many other North Carolina downtowns once buzzed with busy factories. However, the continuing decline of manufacturing and the closing of factories has unfortunately become commonplace. One such factory was Broyhill furniture, once a fixture in the downtown; they closed their doors in 2004. Shortly thereafter the City of Conover took a proactive approach in helping to insure the future vitality of the downtown by purchasing the 27 acre property in the heart of Conover. Conover has since paved the way for redevelopment of the site into a vibrant mixed-use downtown project.

The property has access to Highway 16 Business and Highway 70 and over 1600 feet of frontage on the Norfolk Southern Railway.

In 2009 demolition was completed on the majority of the structures on the site creating a prime site that is a “Clean Slate” ready for a multitude of uses. The site has several attributes that make it favorable for development:

- ❖ “Infill Sustainable Development” Access to existing Services / Utilities – Water, Sewer, Redundant Power, Natural Gas, served by fiber by both AT&T and Charter Communications
- ❖ New public street, sidewalks and stormwater management installed by the City of Conover
- ❖ Brownfield Designated site, tax credit eligible.
- ❖ Walkable environment for optimal pedestrian mobility. Access to numerous services on foot; restaurants, retail, banking, medical and civic.



The above picture helps to illustrate the large scale of the site in comparison to the existing downtown and the site's access to US Highway 70, NC Highway 16. Exit 130 on Interstate 40 is less than one mile from the site.

Conover Station Accessibility / Location

The City of Conover owes much of its commercial and industrial success to its central geographic location in Catawba County. The map below illustrates the location of the City of Conover within Catawba (corporate limits in orange) as well as the location of the Conover Station site (marked by an orange star). Conover has 4 interchanges on Interstate 40 and is the crossroads of Highway 16, Highway 70 and Business 321.



CATAWBA COUNTY,
NORTH CAROLINA

Legend

- Railway
- Highways
- Other roads
- ★ Catawba County center of population
- ★ Former Broyhill Plant site

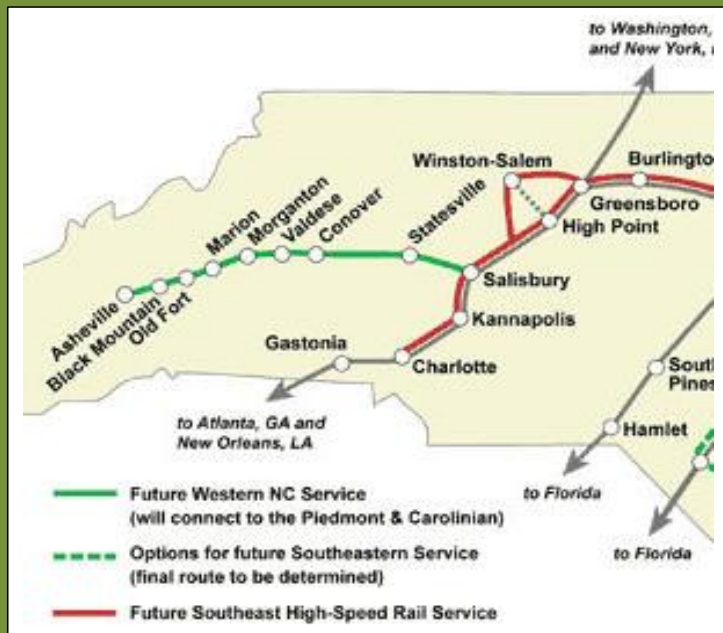


0 1 2 3 4 5 Miles



Conover Station – Passenger Rail Designation for Catawba Co.

Conover's central location in Catawba County and our progressive approach to offer our citizens multiple transportation options was recognized and rewarded in 2008. On May 21st, 2008 the City of Conover was notified by the North Carolina Department of Transportation that the Conover Station site had been designated as the NC Passenger Rail Service station location for Catawba County. This decision by NCDOT shows the faith that has been placed in Conover's vision and commitment to insuring a successful and comprehensive redevelopment of the Conover Station. The former Warlong Building, highlighted on the following pages will be developed into our region's first "Multimodal Transit Station".



Warlong Building

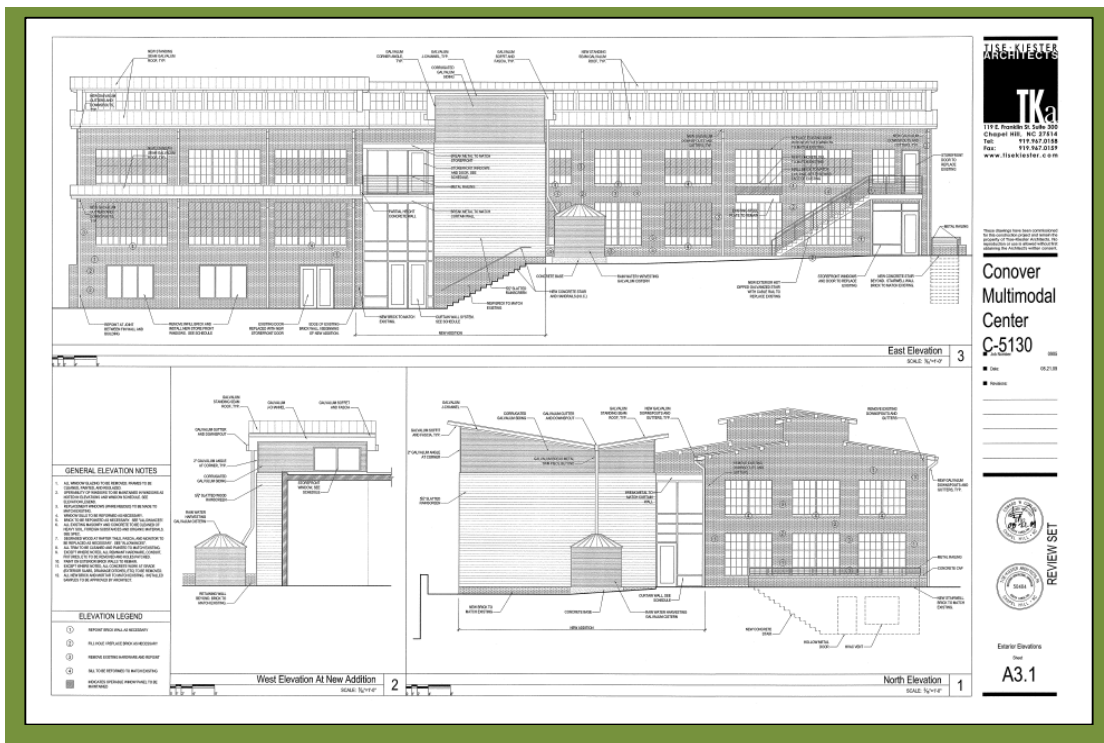
The former Warlong Glove Manufacturing Building is located on the Broyhill factory site (now Conover Station) near the location where the original Conover train depot once stood. Rehabilitating this sturdy and attractive building provides an opportunity to preserve Conover's architectural heritage. Conover will also take a step into the future, while acknowledging our rich manufacturing history. The Warlong Building is believed to have been built around the turn of the century and has served as a textile and furniture manufacturing building since that time. In 2010, under the direction of the City of Conover, the building will begin the next phase of its life as a multi-use public building housing a stop for future passenger rail, a stop for the "Greenway" fixed route regional bus service, new public library and 270 seat community meeting space.



Warlong Building 1935



Warlong Building 2009



Conover Multimodal Station



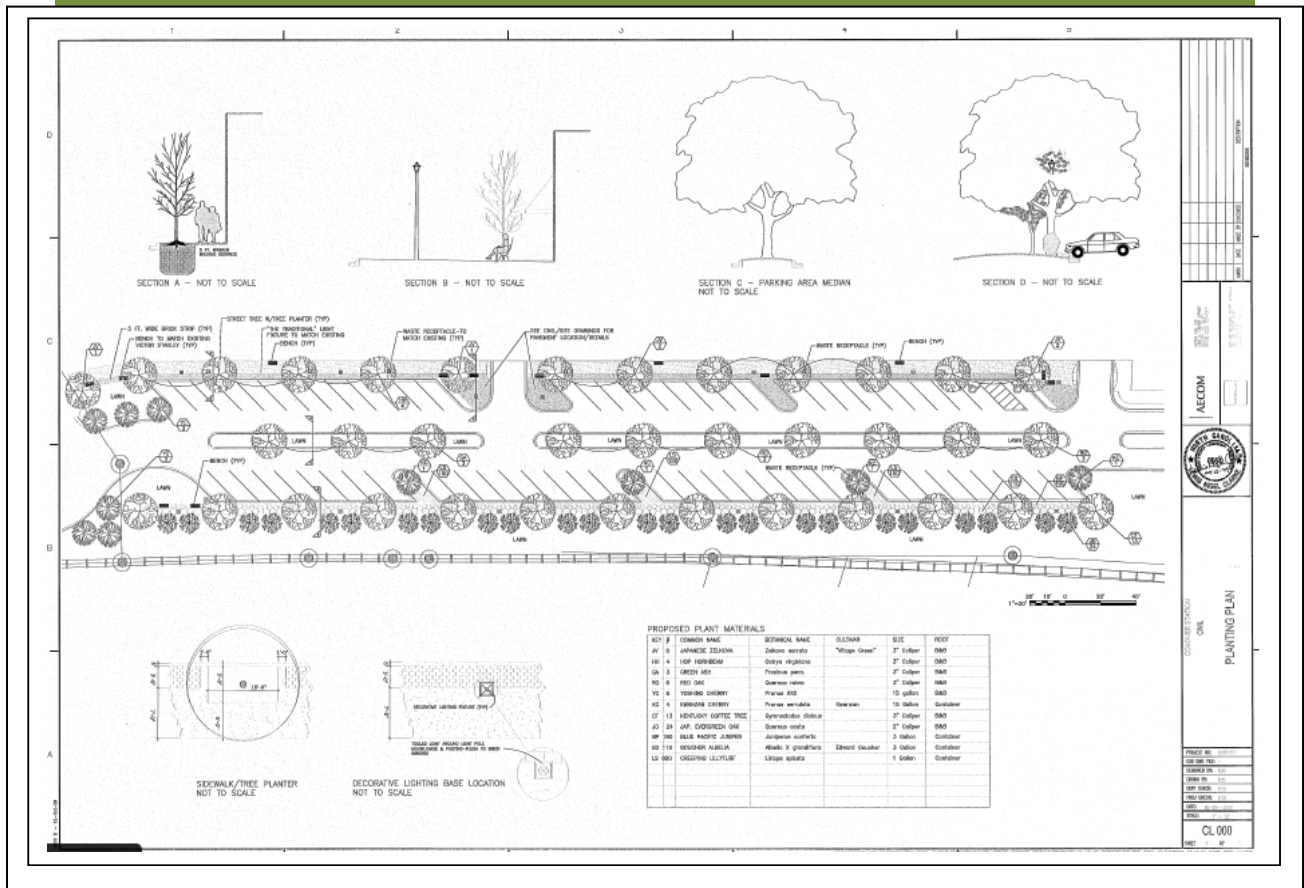
Conover envisions the future of the entire Broyhill Site as being a thriving and vibrant mixed-use development. This development will be a place where people can live, work and play within the framework of a walkable, town center environment. The site will include commercial, office, residential elements as well as an environmentally sustainable and educational public park.

At the heart of this development Conover will not only preserve a historic mill building that provides a link to our manufacturing past, but also take a step into the future by developing a Multimodal Transit Station.

This opportunity will become a reality with the help of funding awarded to the City. In July 2009 the City of Conover was awarded \$2,146,200 in Congestion Mitigation and Air Quality (CMAQ) Funding that will go toward the LEED rehabilitation of the former Warlong Building. The rehabilitation has already begun and the City anticipates the completion around the early part of 2011.

Site Improvements

It is Conover's goal to return this site to productive asset of private investment that will once again contribute to our community. This means the aggressive facilitation of redevelopment on the site. To achieve this goal, adequate infrastructure must be in place to serve that development. In 2008 Conover received \$735,000 from Housing and Urban Development in the form of an Economic Development Initiatives Grant. This funding is dedicated to infrastructure improvements on the site including new streets, water and sewer. This work is currently underway and should be completed by October 2010.



Construction drawings of new public street with over 180 on-street parking spaces, complete streetscape design including street trees, 10 ft sidewalks and decorative street lights.

Additional Development Opportunities for the Site

The majority of the Conover Station site is intended for private development. The City's goal is to "set the stage" for such development by installing public infrastructure and providing economic development incentives that will assist in defraying the cost of development.

The conceptual rendering below shows the street improvements and the buildings that exist on the site today. The larger building is the 40k square foot "Finishing Building". The City is currently seeking a tenant for this building. The Multimodal Center is shown in the distance along with the proposed public park.

The remainder of the site, approximately 18 acres +/-, will be made available for development.



New Development Options

Numerous development options and site configurations exist. The possibility exists to have frontage on Highway 70, or frontage / visibility on Highway 16.

Below are several conceptual renderings. The pink buildings are existing homes/structures that are not part of the project. The orange and blue boxes represent potential building footprints. The City seeks to maintain the downtown character and respect the architectural history of our area with any new development. The benefit of publically funded on-street parking and stormwater management is included for new development on this site.





Conover Station Environmental Educational Park



It's a warm spring afternoon in Conover and people have come outdoors to enjoy the new City Park. Two children scurry down a walking trail and climb up on a large sculpture that looks like a turtle. Their mother, reading the nearby plaque, informs the children that this is an "Eastern Box Turtle" also known as *terrapene Carolina*, which is native to this area. Close by, a family is enjoying a picnic alongside a pleasant babbling stream that was specifically designed to treat urban stormwater runoff. They spot a colorful kiosk near the stream bank that educates passers-by to the water cycle, stormwater runoff and the importance of maintaining water quality in our local streams and rivers. Across the stream in a beautiful new open air pavilion, a local farmer is placing jars of delicious organic strawberry preserves on a table for sale at the weekly Conover Farmer's Market. This is Conover Station Park, a green and sustainable city park for the next generation.

The City currently has a grant application under review to the NC Clean Water Management Trust Fund to develop a "stormwater wetland" that will treat urban stormwater runoff, not only from this site, but for half of our current downtown. This park will serve as an example that an underutilized former manufacturing site can be converted to vibrant, attractive, environmentally conscious park.



For any questions or additional information, please contact:

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