MOORESVILLE MILL REVIVAL

\$150 million project would turn site into urban village

Developers believe they've found a way to revive a centuryold mill complex in Mooresville: convert it to an urban village.

Cherokee Investment Partners and Rogers & Associates Inc. are unveiling plans today to create stores, offices and homes by preserving historic buildings at the

old Burlington Mill on South Main Street and adding new structures. The \$150 million

project, which

could take up to five years to complete, would total about 1.5 million square feet.

"It's a fantastic proposal," said Mooresville Mayor Bill Thunberg. "It would link that southern gateway area to the rest of the town, where we have some strong revitalization efforts going on." He said the project could create 400 to 700 jobs in the area.

Burlington Industries closed the mill in 1999 after a 104-year run, leaving the

23,000-population town to wonder what would become of the 39-acre site.

Much of Mooresville's recent growth has occurred around Lake Norman and Interstate 77. And at Exit 33, Lowe's 157-acre corporate campus is expected to employ 4,500 workers

But leaders say the timing is right for a downtown resurgence. Business is on the upswing for merchants, and developers are showing interest in condo projects.

As part of the mill revitalization, the developers would shrink the historically significant space to about 500,000 square feet by demolishing annexes built in the 1960s, '70s and

Then, they would intersperse the site with 1 million square feet of new structures ranging from parking decks to condos atop commercial buildings to create what would look like a turn-of-the-20th-century industrial

Raleigh-based Cherokee, which specializes in reclaiming and redeveloping contaminated real estate, bought the Burlington Mill in 2001 with plans to create shops for NASCAR teams.

But Cherokee asset manager John Guarascio said it invested so much in reclamation and demolition that the property became too valuable for such a relatively low-intensity use.

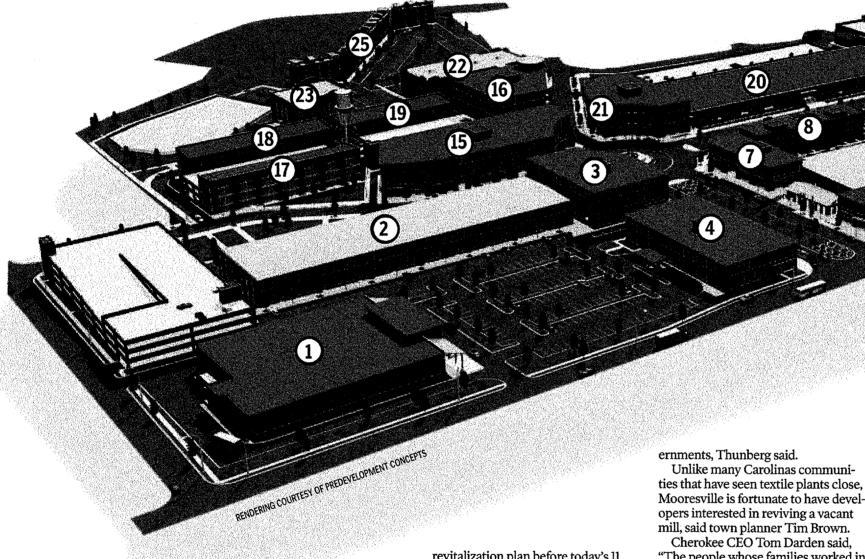
The Mooresville Mills

Developers have designed a master plan that combines old buildings with new ones in a 1.5 millionsquare-foot urban village. This rendering shows how they see the various uses coming together on the 39-acre site.

- 1. Grocery Store (new)
- 2. Retail/Residential (existing)
- 3. Retail/Residential (new) 4. Retail/Office (new)
- 5. Office/Residential (existing)
- 6. Retail/Office (new)
- 7. Retail/Residential (new)
- 8. Retail/Residential (new) 9. Retail/Residential (new)
- 10. Live/Work Unit (new)
- 11. Live/Work Unit (new)
- 12. Retail/Office (new) 17. Live/Work Unit (new)
- 13. Live/Work Unit (new) 18. Live/Work Unit (new) 14. Live/Work Unit (new) 19. Live/Work Unit (new)
- 15. Retail/Residential (new) 20. Retail/Residential (existing)
- 16. Retail/Residential (new) 21. Retail/Residential (new)
 - 22. Office (existing)

 - 23. Restaurant (existing) 24. Office (new)

 - 25. Five TownHome buildings (new)



When officials learned of Rogers & Associates' extensive experience in adaptive reuse, they enlisted the Huntersville company as their development partner to design a mixed-use master plan for their site

The result, said Rogers & Associates owner David Rogers: The Mooresville Mills.

He said the developers would like to start construction of a \$75 million, 250,000-square-foot first phase by mid-2007, but he concedes it will take time for this Next Big Thing to jell.

The older buildings have historical significance and should qualify for federal and state tax credits if the developers' renovation plans are approved.

That process could take six months or more, but with a track record of 25 to 30 such projects, Rogers believes he can get it done relatively fast.

Guarascio said the project must have help from government in financing public infrastructure such as streets and parking decks.

The developers plan to ask public officials to approve a tax increment financing plan, also known as self-financing bonds. In such cases, a town designates a specific area and calcu-

lates how much property tax revenue it currently generates. Then, a developer plans a new project for that spot. The town takes the increased tax revenue from the project and uses it to pay off bonds for public improvements at

A few public officials had seen the

urban village.

revitalization plan before today's 11 a.m. announcement at the Charles Mack Citizen Center. Mayor Thunberg said town leaders were briefed during a closed session Monday.

The developers didn't make a formal request for tax increment financing, he said, but "the board agreed to go through a due diligence process to see if we can make it work."

The success of the project ultiately will depend on the cooperation of federal, state, county and town governments, Thunberg said. Unlike many Carolinas communities that have seen textile plants close,

opers interested in reviving a vacant mill, said town planner Tim Brown. Cherokee CEO Tom Darden said, "The people whose families worked in the mills for generations still live in plain view of the mills in a mill village

cance." The Mooresville Mills project has the potential, he believes, to revitalize not only the complex of buildings but downtown Mooresville and the sur-

that has its own historical signifi-

rounding community. Brown agreed that it could infuse "a tremendous amount of development and synergy into this part of our

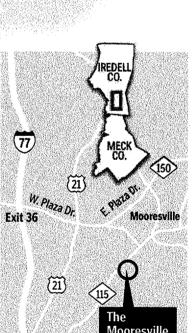
downtown." Rogers said the developers are talking with an office user interested in about 100,000 square feet of space. The plan is to pre-lease a substantial amount of the first phase before con-

Supporters of commuter rail in Mooresville have urged that the mill complex be considered for a station on a proposed line from Charlotte.

Rogers said the developers would work with public officials and the Charlotte Area Transit System if such a stop were proposed, but it's not essential to his development plan.

The town and county haven't agreed to allow CATS to extend the proposed service to Mount Mourne, the likely first stop beyond the Mecklenburg line.

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Project Overview

- Location: South Main Street in
- Mooresville ■ Value: \$150 million.
- Duration: 5 years.
- Estimated start: Second quarter of 2007
- Residential: 230 apartments, condos and "tower homes" plus 70 live-work units.
- Office: 140,000 square feet, including rental units and con-
- Retail: 250,000 square feet, including grocery, drug store,
- banks, restaurants. ■ Parking: 1,000 spaces.
- Street improvements: Extend South Church Street, extend East Mills Avenue, create Cotton Mills
- Boulevard, ■ Contractor: Weaver Cooke
- Construction LLC of Greensboro. ■ Master planning: David Rogers' Predevelopment Concepts of
- Huntersville. ■ Info: www.predconcepts.com

The Developers

Exit 33

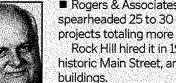
■ Cherokee Investment Partners is best known for its work in restoring more than 330 contaminated real estate sites in North America and western Europe.

It currently has more than \$1 billion worth of property under management. Cherokee is participating with two other partners on Cherokee Ashley - a project to clean up and revitalize 486 acres of former industrial property on the

Ashley and Cooper rivers in Charleston. It's also working with York County's Culture and Heritage Foundation on Kanawha, a 350-acre development at Interstate 77 and the Catawba River in York

It would be the nation's first mixed-use project to combine an environmental

museum with an environmentally sensitive community as its working labora-



Rogers & Associates, founded in 1978 by David Rogers, has spearheaded 25 to 30 historic restoration and adaptive reuse projects totaling more than \$80 million. Rock Hill hired it in 1993 to remove the mall roof over its

historic Main Street, and Rogers renovated key downtown

In 2003, the company completed the Grove Arcade on an entire downtown block in Asheville,

Other Rogers renovation and adaptive reuse projects include the Dunhill Hotel and the Duke Mansion in Charlotte.

PHOTO COURTESY OF PREDEVELOPMENT CONCEPTS The Burlington Mill complex today. Developers hope to turn the complex into an