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Substantial mixed-use, mixed-income development coming to Dilworth

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Horizon Development Properties Inc. has selected a master developer to redevelop the 16.2-acre Strawn Cottages site in Dilworth.

The Fallon Co. out of Boston will spearhead the \$330 million mixed-use and mixed-income project, a property bounded by South Boulevard, Templeton Avenue and Euclid Avenue. When built out, the redevelopment will feature 725 mixed-income apartments (145 to be affordable for between 65 to 85% of Area Median Income), 20 for-sale townhouses, 57,000 square feet of retail, a 330,000-square-foot office building and a 180-room hotel.



Boston-based The Fallon Co. will develop 725 mixed-income apartments (145 to be... [more](#))

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The project will be developed in phases, with 160 mixed-income apartments (20% of which will be affordable) and the hotel to be the first out of the ground. Construction is expected to kick off in late 2017 or early 2018. The project will be funded through master developer equity, commercial bank loans and HDP land equity.

There are currently 124 cottage-style units of public housing on the property. [Strawn Tower](#), which contains 170 affordable-housing apartments and was recently renovated, will remain onsite.

“HDP is excited about The Fallon Co.’s vision that will create an ‘inclusive housing strategy’ within a dynamic mixed-use community,” said HDP CEO Fulton Meachem Jr. in a statement. “The Fallon Co. will ensure that HDP’s goal of providing 20% of the new rental apartments are affordable to families earning between 65 to 80% of the area median income becomes a reality. Our model is an essential smart growth strategy that can be duplicated all over our great city.”

The Fallon Co. has developed billions of dollars in real estate projects, many of which are in Boston – its portfolio there includes properties in the city’s waterfront Innovation District, Fan Pier, Park Lane Seaport, the Marriott Renaissance and the Westin Boston Waterfront.

Managing Director Michael Fallon will oversee all of The Fallon Co.’s efforts in Charlotte and throughout the Southeast.

“Charlotte is one of the fastest-growing real estate markets in the country and we’re proud to contribute to its evolution and vitality as master developer of the Strawn project,” Fallon said in a statement. “Both HDP and the city of Charlotte recognized the site’s potential many years ago, and we look forward to working together to create new opportunities for area residents and businesses as we bring the shared vision for a dynamic mixed-use neighborhood at Strawn to life.”

The Fallon Company

The Urban Land Institute conducted a site study in 2008 to determine the highest and best use for the Strawn Cottages site. That study indicated a mixed-use, mixed-income development would be ideal for the property. HDP [sought requests-for-proposals for the site](#) last December.

The Strawn Cottage redevelopment will add much-needed affordable housing in Charlotte, where a slew of new high-end multifamily projects causing rental prices to soar, combined with a severe lack of designated affordable units, are creating a crisis for lower-income residents. Charlotte City Council recently committed to accelerating its goal of building 5,000 affordable units in three years instead of five, a decision prompted in the wake of the police shooting death of a black man, Keith Lamont Scott, and the protests that followed last month.

HDP has set a hiring target for the master developer – 30% of the project's development cost should be awarded to qualifying women-owned and minority-owned business enterprises. The project is also expected to provide job-training and hiring opportunities for low-income individuals.

Ashley Fahey covers real estate and development for the Charlotte Business Journal.