Conover Profile

• Located in Western Piedmont
• Population 8,165
• 23% Population Growth 2000-2010, little to no growth since
• Good Commercial/Industrial growth
• 27% workforce in Manufacturing
The Issue:

- 2004 Broyhill Furniture closes factory operations
- 504,000 square feet of vacant factory/mill in Downtown Conover
- City of Conover purchased the entire 27 acre site in 2005
2009 Majority of Buildings Demolished
“Green” Demolition

- 23,793 tons of concrete, block, brick asphalt, reused on-site
- Wood timbers upcycled into furniture
Master Plan
Adopted 2011
$739,000 Economic Development Initiative Grant
New streets and infrastructure to open the site
1926 Building Saved – Adaptive Reuse
$2,146,000 LEED Gold Renovation
Multimodal Transit + Library + Meeting Space
30k sq. ft. Laboratory / Business Accelerator / R&D Facility
Private Investment: New 45k square foot Commercial/Restaurant breaking ground in May
Impacts:

- $16.5+ million in Public / Private investment on-site and in the immediate vicinity of Conover Station in 3 years
- 206,000+ Square Feet of renovated buildings/factory space
- 76,000+ Square Feet of New Buildings
- 160+ New employees downtown