



## **Starland Village Project Update & Commitment to Partnership**

Travis Stringer, Foram Group  
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Dear Neighbors,

Our connection to this neighborhood runs deeper than business—it's home. We have lived and worked here for more than a decade, investing in its people, streets, and small businesses because we believe in what makes the Starland District unique. We've invested more than \$60 million into restoring and activating commercial properties in and around Bull Street. But we also recognize that investment alone does not equal trust.

There are neighbors who question our intentions, and we understand why. This project has seen its share of hardships since its inception. Post approval and permitting, the COVID-19 pandemic brought unforeseen challenges, including delays, supply chain breakdowns, and major financing disruptions that affected both our timelines, city permitting, and ability to finance all aspects of the original proposed project. Among other things, this was one of the major drivers of what caused the changes that we presented in 2022 and have brought us to where we are today. Phase 1 of our project consists of two buildings made up of 116 apartments, artist Studio Spaces, commercial space, and an Artist Alley. Still, we know those circumstances don't erase the frustration and concern that some residents felt throughout this elongated process and appreciate the fatigue with this project. We feel strongly that the outcome of our first phase will deliver a positive impact to the neighborhood and specifically Bull Street. It will bring much needed housing and drive local businesses along our walkable commercial corridor.

At the November 17th Thomas Square Neighborhood Association meeting, we will share updates on our ongoing work and would like to start a transparent conversation about the next phase—the rehabilitation of the historic stone church building on Bull Street.

### **Preserving a Landmark, Strengthening the Neighborhood**

Since purchasing the property, we've explored every possible path to restore and reuse this remarkable building while keeping it financially viable. We studied options such as retail, residential, mixed-use office, and, originally, an event space. The unique construction and design of this historic building make redevelopment inherently costly. None offered a sustainable balance between preservation costs, financial feasibility, and accessibility for the public. Our primary goal for this project is to do all three.

After years of study, we believe the most responsible and creative path forward is to transform the building into a neighborhood-oriented, boutique hotel with approximately 45–50 rooms and off-street parking.

This concept draws inspiration from [The Hoxton Hotels](https://thehoxton.com/about-us/) (<https://thehoxton.com/about-us/>), a model known for revitalizing historic buildings into vibrant, community-centered spaces where guests and locals mingle naturally. The goal is not exclusivity, but inclusion—a hotel that feels like a neighborhood.



living room. A development that can support and drive existing businesses forward, not replace them. We envision open lobbies, local art, cafe seating, an activated courtyard area, and street-level engagement designed for the community to gather, relax, and enjoy the restored architecture.

We deeply respect the community's stance on limiting hotel development. We share the same concerns. The Hotel Development Overlay was a critical step in protecting Thomas Square and Starland's balance of residential and commercial life. Our intent is to work within the spirit of that policy, focusing on preservation and neighborhood benefit—not new construction or expansion. It was mentioned at the MPC hearing that a small hotel project could be considered and supported, but only with appropriate collaboration, community input, redevelopment of an existing structure, and within an appropriate location. We believe our building meets these requirements and, as developers, we look forward to collaborating and communicating with the community to develop a project that everyone can be proud of and feel a sense of ownership in.

### **Rebuilding Trust Through Action**

We know that words aren't enough. Real trust comes from consistency and accountability. We kindly ask that the neighborhood be willing to open a dialogue with us as we consider the next steps. To demonstrate that commitment in a concrete way, we are proposing to develop a Good Neighbor Agreement with the Thomas Square Neighborhood Association and nearby stakeholders as a part of this project and process.

This agreement would outline mutual expectations and our commitments around:

- Noise, parking, and traffic management
- Construction communication
- Preservation and design Transparency
- Ongoing community engagement and feedback loops

This is our way of turning dialogue into a documented partnership—one that holds us accountable and keeps the neighborhood's interests front and center.

### **Moving Forward Together**

We live here for the same reasons you do—because of the neighborhood's charm, creativity, and spirit of connection. We believe this project can preserve what makes this community special while giving new life to a building that might otherwise fall into disrepair.

Thank you for your honesty, patience, and continued care for this place. We look forward to sitting down with you, listening, and building something that truly reflects our shared values and vision for Starland's future.

With respect and appreciation,

Travis Stringer  
Resident and Business Owner