



# Application for Revitalization Area Strategy Approval

City of Madison, Georgia

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City of Madison  
Comprehensive Planning & Community  
Development  
Downtown Development Authority of Madison

with four developments partnerships in progress and two new commercial projects pending in the target area (Burney Street Commercial Center and Railroad Row). Additionally, the URP and URP Concepts call for significant public infrastructure investment – stormwater improvements, sidewalks and new streets, recreation and public transportation amenities.

### Local Redevelopment Tools

The strongest and most comprehensive tool is the **Urban Redevelopment Plan** (see attached). Since its adoption, the DDA has also formulated the URP Concept Programs & Projects as well as a 1Yr and 3Yr Plan as part of its Implementation Schedule (see attached).

Initially adopted in 1986 and amended in 1995 (see attached ordinance and map), Madison's Central Business District **Special Tax District** - the older version of a Business Improvement District - overlaps two of the subareas of the Urban Redevelopment Plan, including a portion of the Revitalization Area. DDA intends to request the City to extend this area to include all portions of the W. Washington Street Gateway subarea in an upcoming amendment.

The CBD Special Tax District also coincides with two other geographically targeted investment programs – the **Madison Main Street** Service Delivery Area and the **Downtown Development Area**. Both of these programs were adopted in 1985 and provide specific services to revitalize the physical and economic climate of the downtown community. Madison Main Street is funded approximately \$150,000 per annum and the Downtown Development Authority is funded approximately \$125,000 per annum to provide services. Within this district, DDA offers \$10,000 in façade grants each year through its mirror 501(c) 3 – Downtown Design & Development, Inc. (3-D, Inc.).

Portions of the Revitalization Area also lie in the **National Register Historic District**, a geographic area denoting historic resources in a local community and making contributing properties eligible for specialized national and state tax incentives. There are currently three programs – National tax credit, State tax credit, and State tax abatement. This attractive package has already secured one developer to purchase and renovate a property therein. Although not strictly a local tool, National Register nominations *can not* be forwarded for consideration without local support and owner consent.

As noted previously, the City has recently received **Opportunity Zone** designation and intends to use the tool to attract and catalyze job growth in the Downtown Community. Approved in December, this program has already been used by one local industry to accelerate job creation last year and again this year.

### Investment Partnerships

The City of Madison is submitting a CBDG grant this year in accordance with the *Short Term Work Program, as amended* to address the deplorable stormwater conditions in the area. The

City has already expended the funds for a requisite stormwater survey and pre-engineering plan to determine the scope of the need and best methods to address the stormwater issue.

The City of Madison will install at least one of the recreational amenities in this low-mod area. Land and funds have been donated to the City for reuse in this manner. The City will swap a piece of land for land the DDA will secure and dedicate general funds as well as the donated funds to complete a pilot tot lot (the first of five citywide). A pending public-private partnership for this effort is also underway with a local church, who in exchange for additional development funds and labor will allow the City to use their parking. Thus substantially reducing the cost of construction and single-use parking lots.

The DDA is concurrently seeking use of slum and blight Redevelopment Loan Funds for the acquisition and assembly of land adjacent to the target area in order to create a permanent wet pond to decrease stormwater issues in the target area, the Revitalization Area, and further downstream. This month, the DDA is proposing the City's adoption of a Transfer of Development Rights ordinance and creation of a land bank. If successful, the DDA will purchase a piece of property, sell the development rights to the land bank or the interested developer, and donate the property to the City of Madison. Thereafter, the City will expend utility funds to stabilize the stream banks and create a stormwater facility in the Revitalization Area.

### **Collaboration**

The DDA has already announced two housing partnerships within the Revitalization Area that will be reviewed for zoning and sign planned development agreements with the City of Madison and the DDA prior to June 2012.

The first is a market rate rental housing development with Sandy Sanford, a local developer, taking over a failed subdivision and creating an alternative housing development mixing single-family cottage, patio homes, and garden flats. He has also purchased two historic houses for rehabilitation as professional properties. For density benefits, Sanford has donated five parcels to the DDA (who intends to repurpose these formerly residential lots for commercial and public uses).

The second is a low-income tax credit housing development for seniors with Parallel Housing of Athens, Georgia. Having prioritized senior housing (both independent and assisted), the DDA is currently assembling land to make this housing development a reality. In addition, the development company has agreed to purchase additional development rights from the future land bank, making the stormwater retention facility happen. Additionally, the developers have agreed to partner with the DDA, the Madison Greenspace Commission, and the City to acquire acreage for a neighborhood (4-5 acre) park within the Revitalization Area as well as pay for substantial improvements.

Habitat for Humanity is DDA's partner for affordable housing with the Revitalization Area. The City and the DDA firmly committed to the Caanan Historic Neighborhood that the Urban Renewal era tactics of neighborhood teardown would not occur and all efforts would be made to avoid gentrification. As such, the DDA looked to Habitat to provide affordable infill.

Lowe's had agreed, along with three local contractors, to participate in the Neighborhood Assistance Program and Georgia Power has been approached for the Energy Efficiency Pilot Program. Announcements are pending (see Support Letters).

To address trail and greenspace connectivity, the Madison Greenspace Commission and Historic Madison-Morgan Foundation are the lead partners for providing recreational and community connectivity opportunities to this pedestrian neighborhood (see Support Letters).

### Citizen Participation

The DDA has endeavored to be very forthright and inclusive in the process: lots of ads exceeding state required minimums, Town Halls in effected areas, extra mailed notices, notices posted at churches and social hangouts, workshops, surveys, and email notification via the website. (Please see attached materials and samples).

### Target Area

The Target Area selected for intensive and multi-faceted efforts was the Caanan Historic Neighborhood (named for the biblical reference to the promised land). Although of low to moderate income, the households in the Caanan Historic Neighborhood are valued by the local community. Established post slavery with its heyday at the turn-of-the-century, the neighborhood is a mature minority neighborhood which is struggling with neglect and decline as well as its proximity to the two commercial disinvestment areas. The 2000 Census reported Madison's population at 3,636, 10.3% of whom were below the poverty level. As noted previously, almost all of the DURA and certainly all of the Target Area were documented as 23.48% poverty in the 2000 Census [see RAS Map 1 – 12/22/11].

*The relocation of a trailer park approximately 350' from the target area (in the W. Washington St. Gateway) appears to have played a significant role in the new ACS data decreasing to 17.88%. Very little of the municipality is in each census block group and therefore in rural environments shift numbers dramatically. For instance, notice that the two adjacent blockgroups of 9.43% and 8% in the 2000 Census are now 22.79% and 18.73%. The CBDG household interviews begun last fall also indicate that this low-to-moderate income neighborhood is in clear distress and no conditions have changed for the target area [see RAS Map 2 – 3/29/2012].*

The Target Area is one of the six areas of disinvestment identified in the Comprehensive Plan as well as one of the six subareas identified in the Downtown Urban Redevelopment Plan.

The Target Area was selected because these residential properties suffer from dilapidation, structural damage, overgrown landscaping, stormwater drainage, and inadequate public

infrastructure. The City is overwhelmed by any attempt to entirely retrofit the water and drainage problems and has fruitlessly engaged in periodic piecemeal attempts to alleviate the issue for the neighborhood and its residents. Constructed prior to subdivision regulations or city investment into African-American neighborhoods, the Caanan Historic Neighborhood feels the impact of light and heavy rainfall due to poor flood and drainage systems. These conditions result in personal property damage, hazardous travel, decreased property values, and unsanitary conditions from standing water.

### Economic Conditions

This redevelopment management activity is to:

- ▶ **Taxable Value of Property** (see attached Chart)

- ▶ **Unemployment Rate**

|               | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|---------------|------|------|------|------|------|------|
| Morgan County | 4.5% | 4.3% | 4.4% | 6.0% | 9.7% | 9.9% |

- ▶ **Percentage of low-to-moderate income residents**  
(see Income to Ratio Poverty Map)

- ▶ **Business Licenses**

|                                                  | RAS | City |
|--------------------------------------------------|-----|------|
| Business and/or occupational licenses for 2011 - | 13  | 699  |

- ▶ **Building Permits**

|                       |                     | RAS        | CITY   |
|-----------------------|---------------------|------------|--------|
| 659 Pearl Street      |                     | 0.00       | 15.00  |
| 614 N. Main Street    |                     | 0.00       | 30.00  |
| 457 North 2nd St      |                     | 12,880.00  | 0.00   |
| 1197 Newman Drive     |                     | 3,763.00   | 36.00  |
| 614 North Main Street |                     | 3,000.00   | 34.00  |
| Mapp Street           |                     | 4,850.00   | 40.00  |
| 614 N. Main St        |                     | 0.00       | 72.50  |
| 614 North Main        | Residential Remodel | 100,000.00 | 460.00 |
| 956 Pearl St          | Remodel-Fire Damage | 93,000.00  | 0.00   |
| <b>TOTALS</b>         |                     | 217,493.00 | 687.50 |

- ▶ **Other Economic Data** (please see OZ documentation for comparison citywide data)