

Redevelopment Plan for the Franklin / Gateway Tax Allocation District



City of Marietta, Georgia

November 1, 2004



TABLE OF CONTENTS

<i>Executive Summary</i> _____	3
<i>Introduction</i> _____	5
<i>Background</i> _____	5
Reasons for the Franklin/Gateway Redevelopment Plan _____	6
Boundaries [OCGA 36-44-3(9)(A)] _____	7
Tax Parcel Identification _____	8
Franklin/Gateway TAD Map _____	Error! Bookmark not defined.
<i>Economic Justification for the Proposed Franklin/Gateway TAD</i> _____	10
<i>Introduction</i> _____	10
<i>Franklin/Gateway Study Area Economic and Demographic Trends</i> _____	11
Population Trends and Projections _____	11
Wealth Indices _____	12
Housing _____	15
Household Composition _____	18
Employment _____	18
Educational Attainment _____	19
Crime _____	19
Summary _____	20
<i>Redevelopment Strategy</i> _____	22
Plan Goals and Objectives _____	22
Marietta's Revitalization Policy _____	22
Franklin/Gateway TAD _____	23
Statutory Qualifications of Franklin/Gateway TAD [OCGA 36-44-3(9)(B)] _____	24
Proposed Land Use and Redevelopment Projects [OCGA 36-44-3(9)(C) and -3(9)(D)] _____	26
Franklin Road TOD _____	26
Gateway Center _____	28
Other Projects _____	31
Contractual Relationships [OCGA 36-44-3(9)(E)] _____	32
Relocation Plans [OCGA 36-44-3(9)(F)] _____	34
Historic Property Within Boundaries of the Franklin/Gateway TAD [OCGA 36-443(9)(J)] _____	34
Zoning & Land Use Compatibility [OCGA 36-44.3(9)(G)] _____	34
Redevelopment Costs [OCGA 36-44-3(9)(H)] _____	35
Valuation Estimates of the Franklin/Gateway TAD [OCGA 36-44-3(9)(I)] _____	36
Estimated Assessed Valuation following Redevelopment _____	36
Creation and Termination Dates [OCGA 36-44-3(9)(K)] _____	36
Tax Allocation Increment Base [OCGA 36-44-3(9)(N)] _____	36
Property Taxes for Computing Tax Allocation Increments _____	36
Anticipated Tax Allocation Bond Issues [OCGA 36-44-3(9)(O), -3(9)(P), -3(9)(Q)] _____	37
Amount of Bond Issue _____	37
Term of the Bond Issue or Issues _____	38
Rate of Bond Issue _____	38



<i>Appendix</i>	39
Appendix 1: Preliminary Parcel Identification	40
Appendix 2: Personal Property Identification	43
Appendix 3: Maps	45

1

Executive Summary

The City of Marietta in conjunction with Cobb County, is currently undertaking a master planning process for the Franklin and Delk Road corridors. The City has retained a consultant team to facilitate this process and funding for the planning and subsequent master plan comes in part from an Atlanta Regional Commission *Livable Centers Initiative*. The focus of the program is to encourage increased residential development, mixed-uses and connectivity in activity and town centers.

The Livable Centers Initiative grant was awarded to the Franklin Road Area, in part, because of the area's potential to accommodate a transit-oriented development. The Franklin Road Corridor has the density to support alternative transportation modes and mixed land uses, but the economic and demographic challenges faced by the area could prevent the successful implementation of such a project.

Currently, low-end multifamily family rental housing overwhelms the area identified as the Franklin/Gateway Redevelopment Area. The affects of a high concentration of older and in some cases poorly maintained apartments have lead to the decline of nearby commercial and office facilities. High crime associated with a large concentration of residents with higher unemployment and lower incomes has driven business away from the area, accelerating the cycle of decline. The current apartment rental market in the Metro Atlanta area has further impacted the area by raising rental vacancy rates to the 20 percent range.

Stakeholders in the future success of the Franklin Road Corridor include state, local and regional agencies as well as residents and public and private partners. Efforts to improve the economic status of the declining Franklin Road area are underway at all levels. The City of Marietta must continue to act as the primary player in this redevelopment process in order to ensure future project success.

The Marietta Redevelopment Corporation (MRC) has independently conducted demographic and economic assessments of the proposed redevelopment area. The MRC has determined that the study areas described in this plan have the greatest needs and opportunities, and would benefit the most from public investment and incentives offered under the Georgia Redevelopment Powers Law. Specifically, the redevelopment area described in this plan qualifies as a tax allocation district due to the following factors:

- The negative conditions in the area that necessitate its redevelopment including:
 - The comparative lack of investment which has occurred in the area; and
 - The lower incomes, quality of housing stock and unit values in the area;
- The redevelopment plan is designed to meet the City's land use objectives;
- The opportunity to leverage private resources to redevelop the area; and
- The ability of the TAD to serve as a catalyst for redevelopment in other surrounding commercial areas.

The City is now proposing to create a tax allocation district to implement the LCI Study and the Franklin/Gateway Redevelopment Plan. This TAD would total 127 tax parcels and encompass 324.4 acres of land, incorporating roughly \$158.3 million in real property value and 3.2 percent of Marietta's total real property tax digest.

Specific projects have also been identified to meet the goals of redevelopment within these economically distressed neighborhoods. The MRC has identified roughly \$340 million to \$428 million in private investment that could be attracted to the Franklin/Gateway TAD. These projects are also described in this report.

Introduction

Background

Situated within central Cobb County, the City of Marietta was founded in 1834. Historically Marietta was a small, thriving commercial and governmental center. With the rapid suburbanization of Cobb County over the past several decades, Marietta has become part of a rapidly growing Atlanta region. More recently, however, the City of Marietta has not been keeping pace with the substantial growth prevalent in other parts of Cobb County. In addition, growth forces directed to outlying areas have created a need to ensure the viability of certain neighborhoods which contain high concentrations of multi-family rental housing, by restoring balance to the development that would enhance the appeal of these areas and expand their tax base. Major identified problems in the City include:

- An imbalance of renter (64%) to owner-occupied (36%) housing which is the inverse of the national average and produces high population and school enrollment turnover, related social problems and higher public service costs;
- High rental market vacancy rates, conservatively estimated in the range of 20% to 30%;
- Declining rent levels due to excess supply;
- Deteriorating value and condition of residential investment property;
- Above-average commercial and retail vacancy due to the declining purchasing power of Marietta's resident population and increased competition from new commercial developments throughout Cobb County; and
- Generally slower growth in the City's real property tax base due to the lack of readily available development sites and the prohibitively high cost of redevelopment projects within established residential and commercial areas.

Within the City of Marietta as a whole, the Franklin/Delk Road Corridor contains by far the largest concentration of rental housing, and is generally considered to be a high priority area for redevelopment. This corridor has a large concentration of existing blighted apartment housing, as well as high commercial, retail and office vacancy.

In response to the area's problems, the City of Marietta and Cobb County jointly obtained funding under the Livable Centers Initiative Program to prepare a Master Plan for the Franklin/Delk Road Corridor (the LCI Study). That plan is now in draft form and is scheduled for completion by the end of 2004. Anticipating the findings of the LCI Study, the City is working to create a redevelopment plan and one or more tax allocation districts to assist in implementing recommendations, which are contained in that report.

The ongoing LCI Study addresses a very large study area that includes property located within and outside the Marietta City Limits. This redevelopment plan has intentionally limited the boundaries of the proposed redevelopment area and the tax allocation district within it, to incorporate the most severe areas of need, and the most promising near-term opportunities for redevelopment. For presentation purposes, the geography is labeled in this plan as the "Franklin/Gateway Redevelopment Area" or "Study Area".

As additional recommendations of the LCI Study are considered and implemented over time, it is possible that this plan could be amended in the future, and the boundaries of the proposed TAD could be enlarged to incorporate additional projects. Until then, this plan focuses on the highest priority redevelopment needs within the corridor.

Reasons for the Franklin/Gateway Redevelopment Plan

It has always been the City's intent to broaden the use of tax increment financing to encourage redevelopment in several eligible areas of the community. In fact, City economic development department staff have already identified 11 potential "project areas" that contain evidence of underdeveloped and/or blighted conditions, and potentially qualify for designation as TADs. The Franklin Road and Gateway project areas combined are the largest in the City and are collectively proposed for designation as the "Franklin/Gateway Redevelopment Area".

In addition to anticipating recommendations from the LCI Study, the City is requesting the TAD at this time for a number of reasons. First, it has become evident that the Study Area has significant economic and social problems, including evidence of high crime, high rental vacancy, substandard housing conditions and economic disinvestment. These conditions have worsened considerably since the 2000 Census due to deteriorating rental housing market conditions, and warrant aggressive public action.

Secondly, over the past several months, the City has received several inquiries from prospective developers who are interested in exploring investments inside the proposed redevelopment area. This interest is contingent upon the presence of sufficient financial incentives to offset the high cost and risk of parcel assembly, demolition (in some cases) and reuse. The availability of TAD financing is also necessary to enable the City to offer transportation access and other off-site infrastructure improvements that may be necessary to support redevelopment.

Finally, this redevelopment area is being actively considered as a general location for a bus rapid transit (BRT) station, as part of an ongoing environmental impact study of proposed transportation improvements along the I-75 and I-575 highway corridors. A major goal of this ongoing environmental impact study (EIS) is to promote increased use of mass transit, and to encourage "transit oriented development" (TOD) along this congested corridor. The City of Marietta sees significant opportunities to encourage the type of future redevelopment within the Study Area, which furthers regional transportation goals. Given the high density of existing rental housing stock on Franklin Road, it is very unlikely that significant transit oriented reinvestment in the area can be accomplished without having financial incentives in place.

Boundaries [OCGA 36-44-3(9)(A)]

The City intends to create a single redevelopment plan for the Franklin Road corridor that includes two distinct areas with different redevelopment challenges and opportunities. One of these areas is largely undeveloped at this time, while the second is heavily developed with existing apartment complexes that were built during the early 1970s. Although the real estate characteristics of these two locations are different, their underlying demographic characteristics are very similar and are addressed as a single redevelopment area.

As provided for in the Georgia Redevelopment Powers Law, a tax allocation district must be located within an approved redevelopment area, but may not necessarily include the entire redevelopment area.¹ This redevelopment plan identifies two distinct locations within the Study Area that could be designated as a TAD. Although it is the City's intent and request to consider this plan as an integrated whole, containing one TAD, each area is identified on the following map with a separate name, the "Franklin Rd. TAD" and "Gateway TAD", respectively. These individual labels are for presentation purposes only.

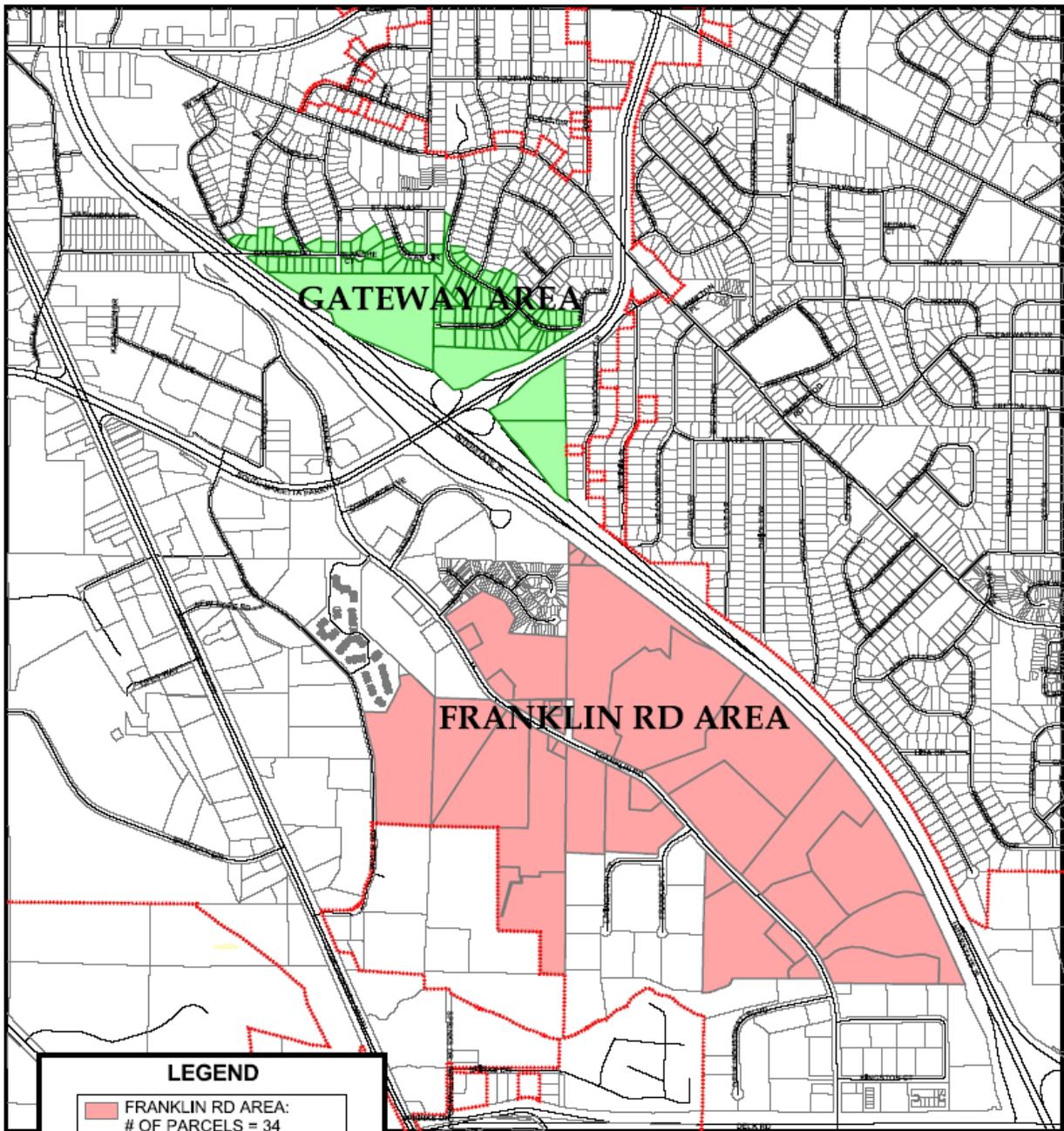
A map of the proposed Franklin/Gateway Redevelopment Area is located on the following page.

Tax Parcel Identification

Tax parcel identification numbers (district, land lot, parcel) along with street addresses for the properties included within the Franklin/Gateway TAD are presented in Appendix 1.

¹ See OCGA 36-44-5 (a)(3)

FRANKLIN/GATEWAY REDEVELOPMENT AREA AND TAD



LEGEND

	FRANKLIN RD AREA: # OF PARCELS = 34 ACREAGE = 260 VALUATION = \$148,930,441
	GATEWAY AREA: # OF PARCELS = 93 ACREAGE = 64 VALUATION = \$9,315,724
	CITY LIMITS
	STREET CENTERLINES
	PARCEL LINES

MAP PRODUCED BY CITY OF MARIETTA GIS DEPT NOV 2004



Economic Justification for the Proposed Franklin/Gateway TAD

Introduction

An analysis of economic and demographic trends reveals important information regarding the relative economic stagnation of the area that is proposed as the Franklin/Gateway TAD. The following section presents trends and comparative analysis related to population, wealth, housing stock, employment, educational attainment and crime.

Statistics for this plan were obtained from the U.S. Census Bureau. Through the Census; population, household and housing counts are not available at a level that provides data for the specific geographic boundaries of the proposed Franklin/Gateway Redevelopment Area. Census data provides economic, employment and education data for geographies known as "Census block groups". In order to cover the entire redevelopment area, the City was required to aggregate data for a number of Census block groups, which covered individual portions of the area. The geography formed by the assembly of these block groups is somewhat larger and contains a larger population than the redevelopment area itself.

For presentation purposes, the assembly of Census block groups used to report socioeconomic conditions is referred to as the "Study Area". While it is reasonable to use the Census block group data to represent existing conditions and trends, the resulting study area is, socio-economically, more affluent than the actual redevelopment area. In addition, there is significant evidence to suggest that economic and housing market conditions have greatly deteriorated within the Study Area since the 2000 Census. Therefore, the following discussion of the Study Area generally understates the severity of socioeconomic issues within the district.

Franklin/Gateway Study Area Economic and Demographic Trends

Population Trends and Projections

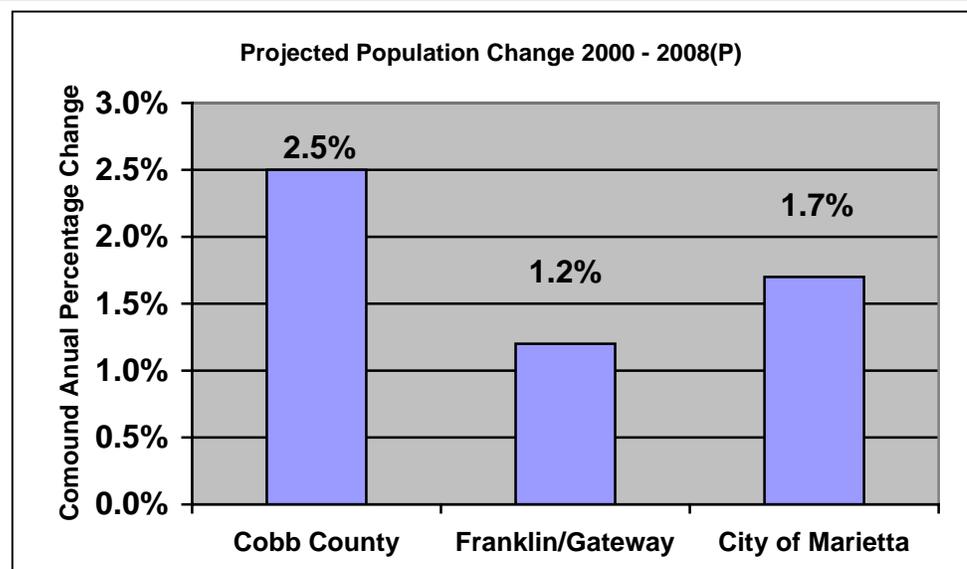
The Franklin/Gateway Study Area analyzed for this report contained an estimated 2000 Census population of 9,299, representing roughly 15.8% of the City's population at that time. As shown in Table 1, the rate of population change within the Study Area totaled 1,866 persons or 25.1percent over the entire decade. By contrast, the total population of Marietta and Cobb County grew by more than 33 and 35 percent, respectively.

Table 1: Population Trends – City of Marietta, Cobb County and Franklin/Gateway Study Area

Area	Total Population		Change: 1990-2000		Average Ann Chg
	1990	2000	Number	Percent	
Cobb County	447,745	607,751	160,006	35.7%	3.6%
City of Marietta	44,129	58,748	14,619	33.1%	3.3%
Franklin/Gateway Study Area	7,433	9,299	1866	25.1%	2.5%

Source: 2000 U.S. Census

Figure 1: Population Projections– City of Marietta, Cobb County and Franklin/Gateway Study Area



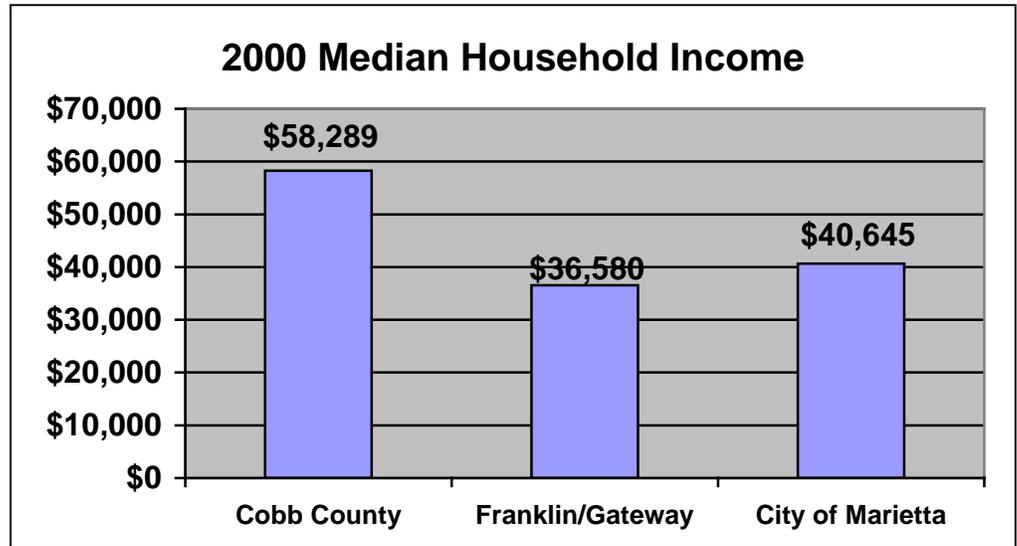
“Current” City population estimates for 2004, prepared by the Department of Planning and Zoning, indicate that Marietta’s population has grown at a rate of 1.2 percent annually since 2000. The Department’s forecasting methodology has only limited capability to estimate or forecast growth within individual City neighborhoods or smaller geographic sub areas. Given the minimal level of new housing construction in the Study Area since 2000 and the evidence that rental vacancy rates have increased since that time, it is unlikely that the population has grown in recent years. Assuming that the Study Area’s population remains somewhat proportional to the City as a whole, the Department of Planning & Zoning anticipates an annual growth rate of 1.2 percent for the remainder of the decade. Growth rates of this magnitude assume that some level of redevelopment activity occurs over the forecast period.

Wealth Indices

As previously stated the Census block groups that create the Study Area are, socio-economically, more affluent than the smaller proposed redevelopment area and the tax allocation district(s) within it. While it is reasonable to use the block group data to represent existing conditions and growth trends in population, housing and other indicators, the data is particularly unsuitable for analysis of wealth indices. Block Group 1 in Census Tract 304.05, which represents the northern section of the Study Area, includes a large number of affluent households, which by proportion is not representative of the small section of the block group that is located within the actual redevelopment area. Therefore, the wealth indices study focuses on the remaining two block groups, whose income and poverty data provide a far more accurate portrayal of the redevelopment area as it currently exists.

The 2000 median household income in the Franklin/Gateway Study Area, is \$36,580. Figure 2 shows that the Study Area median household income was below the City of Marietta and almost 50 percent below Cobb County, which exceeded \$58,000 in 2000.

Figure 2: Income Comparison– City of Marietta, Cobb County and Franklin/Gateway Study Area



Median household income measures the midpoint of incomes among all households within a given geography, while per capita income measures total income divided by the population. The income disparity between the Franklin/Gateway Study Area and the City and County is also reflected in the 2000 per capita income measures shown in Table 2. Per capita income in the Study Area was \$16,266 in 2000, lower than the City of Marietta and 62 percent below the per capita income of all Cobb County residents.

Table 2: 2000 Wealth Indices– City of Marietta, Cobb County and Franklin/Gateway Study Area

Area	2000 Wealth Indices	
	Median Household Income	Per Capita Income
Cobb County	\$58,289	\$27,863
City of Marietta	\$40,645	\$23,409
Franklin/Gateway Study Area	\$36,580	\$16,265

Source: Census 2000

The distribution of household income further illustrates the comparatively low household incomes within the Study Area. Roughly 30 percent of all households in the Study Area earned annual

incomes below \$25,000 in 1999. This percentage of low-income households in the Study Area was larger than both the City (27 percent) and County (15 percent). Similarly, the percentage of Study Area households with high-middle and upper incomes was also well below the City and County, suggesting that there is very little variation in income levels within the Study Area itself.

Table 3: 2000 Household Income by Percentage of Total Households– City of Marietta, Cobb County and Franklin/Gateway Study Area

Area	Total Households	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	Greater than \$100,000
Cobb County	227,590	15%	26%	38%	21%
City of Marietta	23,945	27%	34%	28%	12%
Franklin/Gateway Study Area	3198	30%	44%	22%	4%

Source: Census 2000

Given the relatively low median and per capita incomes shown above, it is not surprising that the Study Area also exhibited high levels of poverty. In 1999, 24 percent of the Study Area population lived below the poverty level, compared to 16 percent of Marietta’s population and only 6 percent of Cobb County. Figure 3 shows the age distribution of those populations living below the poverty level. Data for the Franklin/Gateway Study Area show substantially higher poverty rates among working age adults, than either the County or City.

The previous exhibit showed the percentage of the total population in various age groups, which had incomes below the poverty level in 1999. Figure 4 presents a different perspective, focusing on the age distribution of the poor. The low percentage of children and elderly may be attributable in part to the concentration of apartment units in the area and the tendency of many of those units to be occupied by individuals rather than families. The percentage of elderly residents in this part of the City is also relatively small in comparison to Marietta as a whole.

Figure 3: Percentage of Persons Below Poverty, by Age Group– City of Marietta, Cobb County and Franklin/Gateway Study Area

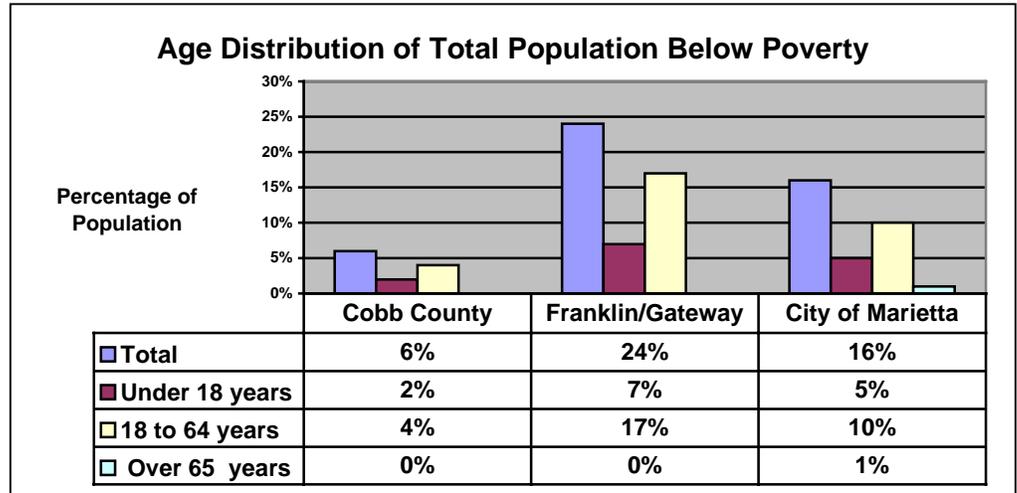
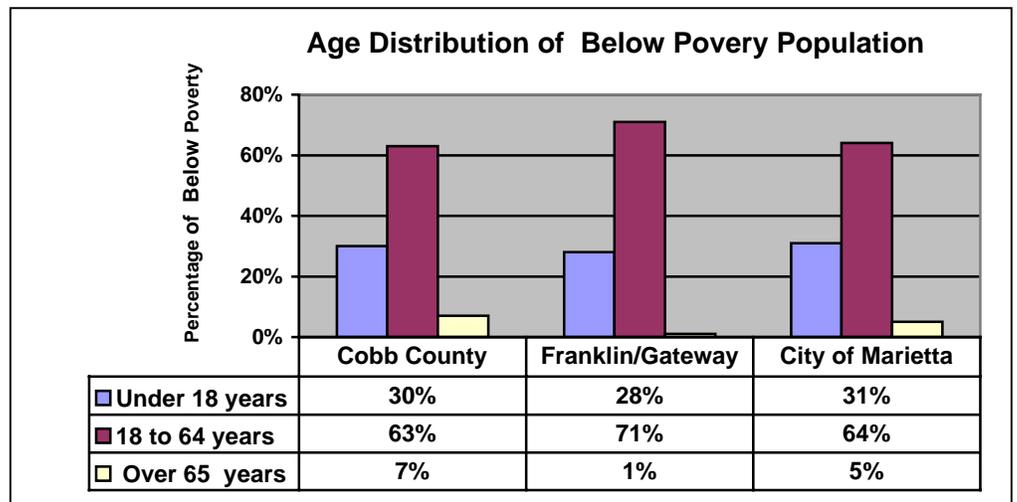


Figure 4: Age Distribution of Persons living below the Poverty Level– City of Marietta, Cobb County and Franklin/Gateway Study Area



Housing

The Franklin/Gateway Study Area is comprised of less than 10 percent owner occupied properties. The Study Area housing stock consists

largely of apartment complexes that were built in the early 1970's. Among owner occupied housing units, the Study Area is influenced by a small number of condominium units that are of similar vintage. Although the age of the housing stock is not "old" compared to the City as a whole, these units tend to have lower values and experience higher vacancy rates than the housing stock of the City and County.

Table 4: Age and Value Distribution of the Study Area Housing Supply – Franklin/Gateway Study Area

Year Built	Number of Units	% Share	Value of Owner Occupied Housing Units	Number of Units	% Share
1990 to Present	445	11%	Less than \$49,999	14	3%
1980 - 1989	1,435	37%	\$50,000 to \$79,999	191	35%
1970 - 1979	1,265	32%	\$80,000 to \$99,999	263	49%
1960 - 1969	336	9%	\$100,000 to \$149,999	69	13%
1959 or earlier	423	11%	\$150,000 and above	0	0%
Total	3,904	100%		537	100%
Source: Census 2000					
<i>Percent of Homes built since 1970</i>		<i>80%</i>	<i>2000 Median Value</i>		<i>\$83,309</i>

The age and value distribution of the housing stock within the Franklin/Gateway Study Area is profiled in Table 4. In Marietta and Cobb County as a whole, the vast majority of all housing has been constructed within the past 30 years. In the Study Area, according to the 2000 Census, 80 percent of the nearly 4,000 dwelling units were built after 1970. It should be noted, however, that this information was reported by residents, who in many cases, did not know the ages of the complexes in which they were living. Most of the apartment units in the Study Area were constructed during the early to mid-1970s and are no longer competitive with new complexes that have been constructed throughout the region.

The table also shows that only 16 percent (637 units) were owner occupied at the time of the Census, many of which were condominiums and are not physically located outside of the actual proposed redevelopment area. Table 4 further shows that most of the housing in the Franklin/Gateway Study Area is dominated by housing with lower values. Among owner-occupied units, 87 percent were valued below \$100,000 in 2000, with 0 properties valued above \$150,000.

Figure 5: Percentage of Housing Stock Built Since 1970 – City of Marietta, Cobb County and Franklin/Gateway Study Area

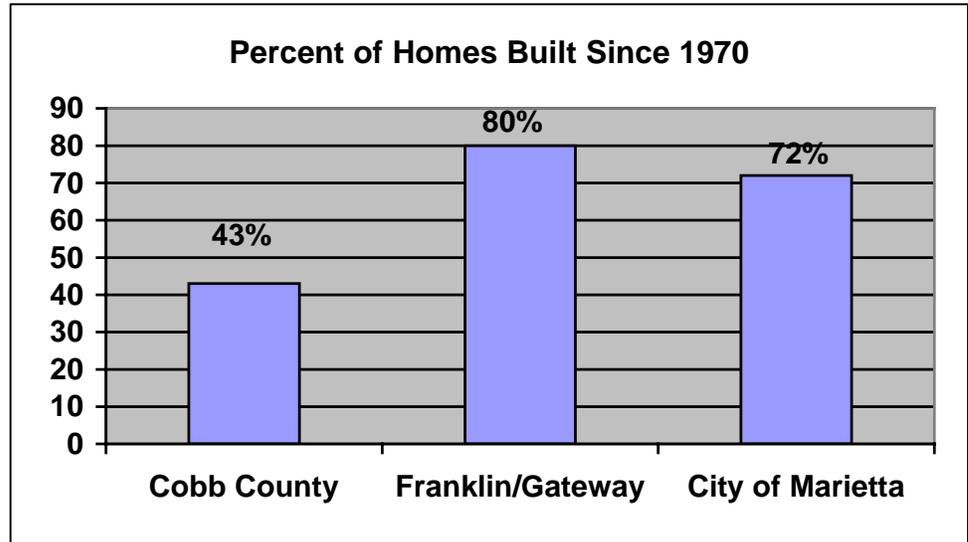
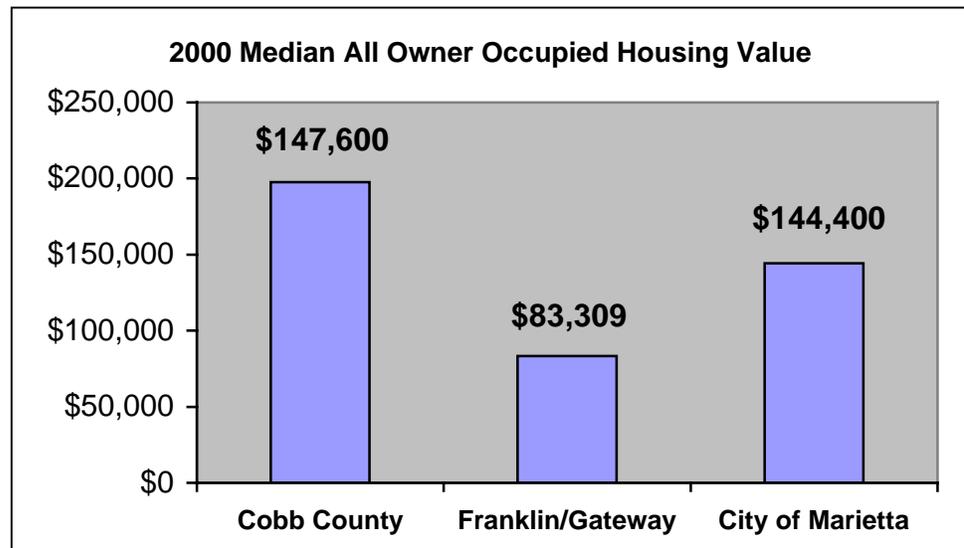


Figure 6: Comparative Value of Owner Occupied Housing Units – City of Marietta, Cobb County and Franklin/Gateway Study Area



The 2000 median value of owner occupied housing units in the Study Area was \$83,309. This median was almost 50 percent below the 2000 median value in Cobb County, (\$147,600) and Marietta

(\$144,400). Although not recorded by the Census, rental property values are likely to be even lower.

Since 2000, rental vacancy rates within the City of Marietta have increased notably. This trend is also observable in the Study Area. The City of Marietta and Bureau of Lights and Water (BLW) have developed a methodology to approximate residential vacancy rates through the monitoring of electric meter accounts. Based on July data for more than 3,100 customer accounts on Franklin Road, nearly 600 units were estimated to be vacant for all or part of the month, representing an approximate 19 percent vacancy rate.

Household Composition

In 2000, married couples, with or without children, represented 55 percent of all households in the Franklin/Gateway Study Area. Single parent households represented approximately 26 percent of all households while the remaining were unrelated individuals

Employment

The 2000 unemployment rate in the Franklin/Gateway Study Area was 6.3 percent. This number was significantly higher than Cobb County's rate of 3.8 percent and slightly higher than the City of Marietta's unemployment rate of 5.8 percent. The number of employed residents and unemployment rates at the time of the 2000 Census are summarized in Table 5.

Table 5: Comparison of 2000 Employment and Unemployment – City of Marietta, Cobb County and Franklin/Gateway Study Area

Area	Number Employed	Unemployment Rate
Cobb County	329,136	3.8%
City of Marietta	32,172	5.8%
Franklin/Gateway	5,997	6.3%
Source: Census 2000		

According to the Georgia Department of Labor, in June 2004, the unemployment rate in Marietta was 5.4 percent, compared to 4.1 percent for Cobb County. While current employment and unemployment statistics are not available for areas as small as the

Franklin/Gateway Study Area, it is reasonable to assume that current unemployment in this area remains above the County and City averages.

Educational Attainment

Educational attainment for the population living in the Franklin/Gateway Study Area was comparable to the City and marginally lower than the County in 2000. Among the adult population age twenty-five and older, 18 percent of the Study Area residents did not possess a high school diploma or GED in 2000. This compares to only 11 percent of the County adult population. Roughly 30 percent of Study Area adults possessed a Bachelor's or Graduate degree. The level of educational attainment among the Study Area population may be influenced by the inclusion of populations living in nearby college campuses. It is likely that residents living within the actual TAD boundaries have lower educational levels than the Study Area as a whole.

Table 6: Educational Attainment in 2000 (Population Age 25+) – City of Marietta, Cobb County and Franklin/Gateway Study Area

Education Level Completed	Cobb County	City of Marietta	Franklin/ Gateway Study Area
Less than High School	4%	7%	8%
Some High School	7%	11%	10%
High School Graduate or GED	21%	21%	21%
Some College	28%	27%	31%
Bachelor's Degree	28%	24%	23%
Graduate Degree	12%	10%	7%
Source: US Census 2000			

Crime

The rate of crimes reported in the Franklin/Gateway Study area was significantly higher than the Citywide average in 2003, averaging 220 per 1,000 population. As shown in Table 7, crimes against property occurred more often than other crimes in the area at approximately 57 incidences per 1,000 population. Crimes against people were also high averaging 23 per 1,000 population. Both crime categories were well

above the City averages in 2003, while narcotics were less frequent at nearly 7 per 1,000 population.

Table 7: 2003 Crime Statistics by Type – City of Marietta, Cobb County and Franklin/Gateway Study Area

Type of Crime	City of Marietta		Franklin/Gateway Study Area	
	Total Crimes	Per 1,000 Population	Total Crimes	Per 1,000 Population
All Crimes	11,776	193.20	1945	220.1
Persons	368	6.00	188	22.5
Property	2,954	48.50	501	56.6
Narcotics	745	12.20	62	7

Source: City of Marietta Police Department

Summary

The preceding sections indicate that the Franklin/Gateway Study Area, as identified by the corresponding Census Block Groups, contains higher concentration of persons with low and moderate incomes than the City and County averages, higher unemployment, lower valued housing, lower rates of home ownership and marginally higher crime rates. By most measures, the Study Area contains concentrations of blighted housing conditions and is badly in need of private and public-sector reinvestment. The location of the actual proposed redevelopment area is entirely within the Study Area profiled above, and is likely to contain more severe indicators of poverty, disinvestment and crime than the Study Area as a whole. Strategies to improve existing conditions and recent trends are discussed in the next chapter of the report.

In summary, the Franklin/Gateway TAD can be characterized as having:

- **A Slower Growing Population** - Projected growth rates are significantly less than those for Marietta and Cobb County. Without redevelopment efforts, future growth within these Study Areas is likely to be minimal because they are essentially built out.
- **Lower Incomes** - Median income in the Study Areas are 50 to 64 percent lower than the median income for Cobb County. Approximately 26 to 29 percent of households in these areas had incomes below the poverty level in 2000. This compares to only 6

percent of households in Cobb County reporting incomes below the poverty level.

- **Lower Educational Attainment** - Roughly 42 to 49 percent of residents aged 25 or older living within the Study Areas did not graduate from high school, compared to 18 percent of Marietta's adults and 11 percent of the County population.
- **Greater Unemployment** - The unemployment rate among residents in living in the Study Areas was higher than the City of Marietta and Cobb County in 2000. That condition is unlikely to have changed since that time.
- **More Renter Occupied Units** - Rental units represent 77 to 91 percent of all housing in the Study Areas in 2000, compared to 62 percent in the City of Marietta and 30 percent in Cobb County.
- **Older Housing of Lower Values** - In the proposed Study Areas, 59 percent of housing units are over 30 years of age, versus 27 percent in the City of Marietta. The median home value in these areas ranges from \$80,900 to \$84,700 versus more than \$144,000 in the City of Marietta.
- **Significant Crime** - In the Roswell/Fairground and Park Street Study Area there is a higher crime incident rate on a per person basis than in the City of Marietta, and the rate of crimes against persons is more than double the City average.

Redevelopment Strategy

Plan Goals and Objectives

Marietta's Revitalization Policy

The City of Marietta in all its planning duties and documents, promotes sustainable growth with a balanced blend of new development and redevelopment of the City's commercial and residential areas. Its redevelopment efforts focus on creating more livable Centers by promoting the following growth strategies.

- Seek the appropriate mix of land uses for future growth;
- Enact measures to reduce demand for auto travel;
- Provide access to diverse transportation choices, including walking, transit, and bicycling;
- Encourage community participation in local decision making;
- Seek public and private investment in development;
- Promote suitable urban design;
- Pursue economic development opportunities, and
- Ensure diversity of housing options.

Like much of Marietta, most of the Franklin Road corridor is built out and its general land uses are in place. The challenge for both public and private leaders is to guide the future development of the area so that the demand for existing buildings and neighborhoods becomes stronger and people choose to reinvest in the area with new homes,

jobs and purchases. In this area in particular, there is a broader desire among local, county and state officials to encourage future development patterns that encourage ridership on bus rapid transit (BRT) that will eventually be developed to serve the I-75 Corridor.

The Gateway portion of the redevelopment area is not built out and in fact represents one of the largest remaining undeveloped parcels with frontage on an interstate interchange, anywhere in the Metro area. The future land use designation for this area is “Regional Activity Center”, and the site could theoretically support 3.5 million SF of commercial space under existing zoning. The problem with this parcel is its lack of direct access to the Route 120 South Loop and consequently, to I-75.

Assuming that permits could be obtained from State transportation agencies to access the property, the cost of building the necessary improvements would still be prohibitive for a developer. However, the availability of TAD financing to pay for some or all off-site traffic access improvements would make a major development of this site financially feasible to undertake.

Franklin/Gateway TAD

The purpose of this Redevelopment Plan for the Franklin/Gateway area is even more specific and is designed to reverse disinvestments and declining social economic factors that will continue unless a public funding program, designed to bring private investment back into the community, is established. More specifically, this action will:

- **Attract private investment** to help finance an transit oriented developments (TOD) to take advantage of bus rapid station(s) that are planned in the area;
- **Create long-term employment opportunities** through the creation of a regionally significant commercial, retail and office park development over time.
- **Spur new construction** that will demolish or upgrade one or more declining apartment complexes and create numerous new housing units, improving quality of life in an area that has been largely passed over for development since the early to mid-1970’s; and
- **Increase the Tax Digest** for the City of Marietta thereby improving the future economic well being of the community.

Proposed redevelopment projects within the Franklin/Gateway TAD will specifically achieve the goals of the *Livable Centers Initiative*, helping to bring economic vitality back to this area within the City. With this significant investment in the community, the City will attract additional residents and businesses that will generate significant economic investment spurring growth throughout the area. More specific strategies that have emerged from the ongoing LCI Study seek to:

- Encourage transit oriented development around proposed BRT Station site(s);
- Encourage larger-scale mixed-use development near the I-75/So. Loop Interchange;
- Redevelop, upgrade and/or reuse existing commercial/retail centers;
- Stabilize & reduce excess rental supply through
 - Selective condominium conversion of some apartment complexes or
 - Demolition and conversion of some apartment complexes to commercial or office use, and
- Selective transportation enhancements to facilitate the future use of bus rapid transit among residents of the area.

Statutory Qualifications of Franklin/Gateway TAD [OCGA 36-44-3(9)(B)]

The Franklin/Gateway TAD qualifies as a redevelopment area under the Redevelopment Powers Law because of a number of characteristics. As described above, the proposed area has exhibited declining, unimproved economic and social characteristics.

Specifically, as required by OCGA 36-44-3(7), the redevelopment area is a geographic area designated within the comprehensive plan of Marietta for redevelopment which has previously been developed for commercial, residential, industrial and office uses, and with a current condition that is less desirable than the redevelopment of the areas for new commercial, residential, industrial, office, or other uses, or a

combination of uses, including the provision of open space or pedestrian and transit improvements.

Likewise, the redevelopment area features structures, buildings, and improvements that by reason of dilapidation, desertion, age, or obsolescence, inadequate provision for ventilation, light, air, sanitation, or open spaces, high density of population and overcrowding, or the existence of conditions which endanger life or property by fire and other causes, or any combination of such factors, is conducive to ill health, transmission of disease, infant mortality, high unemployment, juvenile delinquency, or crime and is detrimental to the public health, safety, morals, or welfare.

The area contains a predominance of vacant or dilapidated properties that depresses the economic potential of the area and negatively impacts the social welfare of its residents. In its current state the redevelopment area under consideration:

- Contributes to conditions of higher unemployment, crime, and poverty;
- Limits the tax resources and burdens the cost of services for the City of Marietta, Cobb County, and Marietta City Schools; and
- Endangers the safety, health, welfare, and overall quality of life for local residents.

Specifically, the proposed redevelopment area contains:

- A significant number of deteriorated, or deteriorating structures and of vacant, underutilized lots that substantially impair and arrest the sound growth of the community; that
 1. retard the provision of housing accommodations or employment opportunities, and
 2. constitute an economic or social liability that is a menace to public health, safety, morals, and welfare in its present condition and use.
- Sites within the area, which are substantially underdeveloped.
- Pockets of disinvestment that are under-achieving and not sharing in the economic and social prosperity within Cobb County.

Proposed Land Use and Redevelopment Projects [OCGA 36-44-3(9)(C) and -3(9)(D)]

Franklin Road TOD

The City of Marietta in conjunction with Cobb County, is currently undertaking a master planning process within the Delk and Franklin Roads areas, with funding provided in part by the Atlanta Regional Commission's *Livable Centers Initiative* (LCI) program. The City and County have retained a consultant team to facilitate this process, which is scheduled for completion by the end of 2004.² The focus of the master plan is to encourage increased residential and mixed-use development, improve transportation connectivity in the study area, create neighborhood and community "activity centers" to build a sense of community, revitalize declining commercial areas and stop the decline of rental housing.

The LCI grant was awarded to the Franklin Road Area in part because of its potential to accommodate transit-oriented development and support efforts to encourage the use of transit along the I-75 Corridor. The Georgia Department of Transportation (GDOT) and the Georgia Regional Transit Authority (GRTA) are currently engaged in a major environmental impact study of transportation alternatives for the I-75 and I-575 corridors. The preferred alternatives, which are likely to emerge from that study, will include the construction of high occupancy vehicle (HOV) lanes and a bus rapid transit (BRT) network for the corridor.

The Franklin Road Corridor has the density to support alternative transportation modes and mixed land uses, and is considered to be a high priority location for a BRT station. To encourage future ridership of the proposed BRT system, GRTA is encouraging host communities to undertake master planning efforts around proposed station locations. The purpose of this planning is to encourage future development patterns that support the use of transit. These types of development patterns are often referred to as "transit oriented development" or TOD.

² The consultant team selected for the LCI Study is led by Basile Baumann Prost & Associates (market research and financial feasibility), with Tunnell-Spangler-Walsh & Associates (urban design and landscape architecture), Wilbur Smith Associates (transportation engineering) and Strategic Planning Initiatives (zoning & land use analysis).

Figure 7: TOD Concept Plan for Franklin Road



Source: Franklin/Delk Road LCI Study

Figure 7 shows a conceptual TOD plan surrounding a possible BRT station site on Franklin Road. This particular concept proposes to assemble three existing parcels that contain two apartment complexes and an under-performing strip retail center. The resulting plan would create nearly 730 owner occupied housing units and 129,000 SF of commercial and retail space, located largely within walking distance of the BRT station. Assuming that the BRT station was in place as part of the conceptual plan, the consultants project that the development plan illustrated in Figure 7 would have an estimated market value of more than \$204 million when completed.

According to the consultant team's preliminary estimates, the project would need a minimum of approximately \$5.6 million in TAD funds to be financially feasible, but would be capable of generating roughly \$20.1 million in TAD financing based on the existing value of the properties and the projected value of the project when completed. The wide disparity between what the development could generate in terms of increment, versus what is actually needed in the form of public sector support, indicates that the proposal would be financially viable with TAD support.

Gateway Center

A large undeveloped area located adjacent to the intersection of I-75 and the Route 120 South Loop has been identified in Marietta's future land use map as a "regional activity center," or area of regional economic significance. The key parcels within this area consist of 35.8 acres of unimproved land located on the northeast side of the interchange, which are owned by a single entity. This same firm also owns a large number of rental properties on immediately abutting streets. The combined land area formed by these parcels, plus a small number of remaining properties that are not controlled by the same owner, totals slightly more than 64 acres. Due to its strategic location near the southern entry to the City, City planners and economic developers have identified the site, as the "Gateway Metroplex" or "Gateway Center" project area.

The Gateway Center project area is not built out and in fact represents one of the largest remaining undeveloped parcels with frontage on an interstate interchange, anywhere in the Metro area. The problem with this parcel is its lack of direct access to the Route 120 South Loop and consequently, to I-75. Historically, the primary challenge to developing the Gateway Center site has been the construction of suitable transportation access to the interior of the property. The

combination of regulatory resistance within the Georgia Department of Transportation (GDOT), plus the exorbitantly high cost of constructing off-site access improvements, has made the development financially unfeasible for the property owner.

More recently, GDOT has begun to examine the long-term development of this interchange as part of an ongoing Environmental Impact Study (EIS) of the I-75/I-575 corridors. This EIS is examining a number of alternatives to improve transportation capacity within the highway corridor, including the construction of HOV lanes and a BRT system. Gateway Center offers a potential site for the location of a BRT station, serving commuters heading from East Cobb to I-75. Both GDOT and GRTA staff have expressed interest in considering Gateway Center as a potential BRT station site among several alternative locations that have also been proposed. Even if the Gateway Center site was not chosen for a BRT station, transportation officials also acknowledge that the magnitude of the project merits an analysis of access alternatives within the overall scope of the EIS.

Assuming that permits could be obtained from State transportation agencies to access the property, the high cost of building the necessary access improvements would still be prohibitive for a developer. The availability of TAD financing to pay for some or all off-site traffic access improvements could make a major development of this site financially feasible for the first time.

Initial site planning for Gateway Center indicates that the 64-acre site could, theoretically, support roughly 3.5 million SF of commercial, retail and office space under existing zoning. However, the current over-supplied state of the regional office market probably precludes the development of a significant office component for the foreseeable future. A major retail development is, however, supportable by the market and several large regional retail developers have expressed serious interest in the project. The landowners have engaged consultants to prepare a master plan for the project and to propose transportation access improvements that are acceptable to GDOT.

Initial design concepts suggest that a workable transportation access solution for Gateway Center may be possible within a total cost range of roughly \$6.0 to \$15.0 million. A preliminary financial analysis shown in Table 8, indicates that roughly a third of the projected build out or about 1.2 million SF, would be required to finance the high end of the cost range of transportation improvements that would be needed to access the project. Prospective developers indicate that the site possesses the potential to support a first phase that is large enough



to pay for the required access improvements through the vehicle of the TAD.

Table 8: Preliminary Gateway Center Financial Calculations



Project Summary

Marietta Gateway Center Development Master Plan
 Marietta, Georgia
 09/15/04

15 Year Program Summary	GSF	Unit Value	Unit	Estimated Total Value
Office	1,776,000	\$ 140	/Gross SF	\$ 248,640,000
Retail	1,208,000	\$ 135	/Gross SF	\$ 163,080,000
Hotel	502,000	\$ 175	/Gross SF	\$ 87,850,000
Entertainment	24,000	\$ 150	/Gross SF	\$ 3,600,000
TOTAL	3,510,000			\$ 503,170,000
Parking Spaces (in Structures)	4,092	\$ 11,000	/Space	\$ 45,012,000
Total Value				\$ 548,182,000
Assumed Phase I (Financeable) @			33% of Total Build Out	\$ 180,900,060

Supportable TAD Bond Calculation	Pro Forma
Allocation of TAD Increment	
Commercial Increment	\$ 180,900,060
Parking Infrastructure	Included Above
Total Estimated Increment Value	\$ 180,900,060
Estimated Taxable Value	
Residential	\$ -
Commercial/Retail/Office/Parking	\$ 72,360,024
Total Taxable Value	\$ 72,360,024
Less City Homestead Exemptions	\$ -
Less County Homestead Exemptions	\$ -
Local/County Real Estate Taxes	
City/School Tax Revenue @ 20.76	\$ 1,502,194
County Tax Revenue @ 6.85	\$ 495,666
Total TAD funding from Real Estate Taxes	\$ 1,997,860
Available for Debt Service at Coverage Ratio	\$ 1,598,288
Financing Assumptions	
Term	20
Rate	6.90%
Requested TAD PRN Amount	\$ 14,500,000
Projected Recapitalization Costs/Fees	\$ 2,208,350
Recalculated PRN with Capitalization Costs	\$ 16,710,000
Annual Payment on Recalculated Principal	(\$1,565,068)
Projected Annual TAD Revenues	\$ 1,598,288
Available Annual Surplus (Shortfall)	\$33,221
Maximum Supportable TAD PRN @ 125% Coverage	\$ 17,060,000

Sources: Bullock Smith & partners and the Marietta Redevelopment Corporation

Although a major development of the site is clearly possible, it is unrealistic for the property owners to proceed further with master planning and engineering analyses, unless/until a redevelopment plan and TAD are in place. Transitioning from conceptual planning to preliminary design work will generate very high costs. The properties' owners are unwilling to proceed to that phase without some assurance

that the necessary redevelopment plan, along with a funding mechanism to pay for the off-site construction costs, are in place.

Other Projects

In addition to these two central projects for the Franklin/Gateway Redevelopment Plan, the LCI study proposes other public infrastructure projects, including roadway, signalization and sidewalk improvements, multi-use trails, public parks and other amenities that are necessary to bring about the revitalization of the Franklin Road corridor. These projects range in total cost from \$13 to \$26 million, but are not all proposed within the boundaries of the redevelopment area. Recommended projects located within the Franklin/Gateway TAD will be evaluated and funded to the extent that additional increment can be leveraged by other projects.

The City of Marietta has also received expressions of interest from other existing property owners and prospective developers who are interested in undertaking redevelopment activities along Franklin Road. However, the density of the existing apartment complexes makes redevelopment and reuse unfeasible without the ability to “write down” high site acquisition costs. The ongoing LCI Study has analyzed and recommended two other specific redevelopment projects in the Franklin Road area that could be successfully implemented within the proposed TAD. More specific project details will become available as that study is completed.

Again, much of this initial interest is contingent upon the prospect that a redevelopment plan and TAD will be approved for the area. Assuming these tools are put in place, the City anticipates that additional projects, involving the renovation, condominium conversion or demolition and reuse of one or more existing apartment complexes, will be brought forward for action within the next one to three years.

Table 9 conservatively estimates the range of potential investment that is represented by the redevelopment projects described above. As shown, these two projects represent a total market value at completion of between \$340 and \$428 million in 2004\$. These investments would produce 700 to 800 new or replacement housing units and roughly 1.0 to 1.3 million SF of new commercial and retail space. The total public cost (TAD contribution) needed to secure this private investment is currently estimated to range from \$22 to \$35 million. This cost would be supported by an estimated \$3.6 million per year in new tax



increment from redevelopment. The estimated market value of projects already identified within the TAD could, at completion, more than double the existing full market value of the entire district.

Table 9: Estimated Impact of Identified Redevelopment Projects within the Franklin/Gateway TAD

Project Area	Total Value (\$Mil)		Housing Units		Net New Comm SF		Public Cost (\$Mil)		Increment at Build Out (\$Millions)
	Low	High	Low	High	Low	High	Low	High	
Gateway/Metroplex	\$ 141.8	\$ 180.0			900,000	1,200,000	\$ 12.0	\$ 20.0	\$ 1.57
Franklin Rd. TOD	\$ 198.6	\$ 248.2	700	800	125,000	150,000	\$ 10.0	\$ 15.0	\$ 2.08
TOTALS:	\$ 340.3	\$ 428.2	700	800	1,025,000	1,350,000	\$ 22.0	\$ 35.0	\$ 3.64

Source: Marietta Office of Economic Development and the Marietta Redevelopment Corporation, based on ongoing discussions with various sources.

Contractual Relationships [OCGA 36-44-3(9)(E)]

Pursuant to O.C.G.A. 34-44-3(a), Marietta City Council will act as the redevelopment agent and will exercise redevelopment powers as needed to implement this Plan Amendment. In doing so, the City may conduct the following activities and enter into the following contracts:

1. Coordinate implementation activities with other major participants in the redevelopment plan and their respective development and planning entities including Cobb County and other stakeholders, as well as with various City departments involved in implementing the Redevelopment Plan.
2. Conduct (either directly or by subcontracting for services) standard predevelopment activities, including but not limited to site analysis, environmental analysis, development planning, market analysis, financial feasibility studies, preliminary design, Zoning compliance, facilities inspections, and overall analysis of compatibility of proposed development projects with the City's Comprehensive Plan and the Redevelopment Plan. In particular, the Authority will enter into a contract with Marietta Redevelopment Corporation for the performance of predevelopment activities.

3. Enter into development agreements with private developers to construct infrastructure and vertical developments to implement the redevelopment plan.
4. Develop and enter into public-private ventures, loans to private enterprise, and intergovernmental agreements as needed.
5. Coordinate public improvement planning, design and construction among City, County and State agencies and departments.
6. Prepare (either directly or through subcontract to other appropriate entities) economic and financial analyses project specific feasibility studies and assessments of tax base increments in support of the issuance of tax allocation bonds by the City.

In addition, the City of Marietta has organized its Tax Allocation District redevelopment activities based on the following structure:

- **City Manager/Office of Economic Development** - These offices are responsible for the front-end planning and management of the redevelopment plan and the solicitation of developers for prospective projects.
- **The Marietta Redevelopment Corporation, Inc.**-This 501(c)(4)A nonprofit corporation was chartered in 2003 to provide the administrative direction and staffing for the implementation of Marietta's redevelopment efforts. Working closely with the city, the MRC is responsible for the day-to-day management of TADs located within the City Limits, and working with selected development teams on actual redevelopment projects. The MRC is governed by 16-member board of directors and an executive director to administer the corporation's affairs.
- **Marietta City Council** -As noted earlier, the Council will serve as the Local Redevelopment Agency ("LRA") for the issuance of any indebtedness for the proposed TAD. The Council will approve the overall redevelopment plan, as well as any TAD(s) designated within for the Franklin/Gateway area. The Council will also approve all redevelopment projects to be included in the TAD.
- **Cobb County**-As required by the Redevelopment Powers Law, the City of Marietta will seek concurrence by the Cobb County



Commission with the proposed Franklin/Gateway
Redevelopment Plan.

- **Marietta City Schools**-As required by the Redevelopment Powers Law, the City of Marietta will seek concurrence by the Marietta City Schools with the proposed Franklin/Gateway Redevelopment Plan.

Relocation Plans [OCGA 36-44-3(9)(F)]

In any case where there would be future relocation of existing residents or businesses, such relocation expenses will be provided for under all applicable federal, state, and local guidelines if public funds are used for property acquisition and such sources of funds required relocation benefits to be offered to tenants and users for relocation.

Historic Property Within Boundaries of the Franklin/Gateway TAD [OCGA 36-443(9)(J)]

Although the City of Marietta has several historic districts and numerous National Register historic properties, to the best of our knowledge, the proposed redevelopment area contains no significant historic resources. No property designated as a historic property under the Georgia Historic Preservation Act or eligible for listing on the National Register of Historic Places will be substantially altered in any way inconsistent with technical standards for rehabilitation or demolished unless feasibility for reuse has been evaluated based on technical standards for the review of historic preservation projects, which technical standards for rehabilitation and review shall be those used by the state historic preservation officer.

Zoning & Land Use Compatibility [OCGA 36- 44.3(9)(G)]

The projects and proposed land uses contained in this redevelopment plan conform to the local comprehensive plan, master plan, zoning ordinance and building codes of the City of Marietta.

The redevelopment area is characterized predominantly by high – density, multi-family residential and small and large-scale commercial

zoning, industrial/business park zoning and regional activity center classifications concentrated along Franklin and Delk Roads and the South Marietta Parkway. In addition, the northern portion of the redevelopment area contains lower density residential zoning classifications of R3 and R4, located to the south of Powers Ferry Road. The area contains a mix of existing land uses, including low to high density residential, retail, commercial, institutional, industrial and office space.

Zoning for Franklin/Gateway Redevelopment Area is a mix of R3, R4 and MF-PRD Residential, Commercial and Regional Activity Center Zoning classifications.

Current zoning and future land use maps can be found in Appendix 3. Depending upon the density and mix of uses proposed by the selected developer(s), the current zoning may require modification to allow for changing density and/or mixed-use development on some parcels. However, it is the expectation of this redevelopment plan that overall housing densities within the TAD will not increase significantly and may be reduced in some cases.

Redevelopment Costs [OCGA 36-44-3(9)(H)]

The specific nature, scope and cost of projects to be undertaken within the proposed redevelopment area are currently being investigated with prospective developers and more detailed and project specific cost information will be supplied as individual projects move forward toward implementation. The actual amount and application of public infrastructure improvement costs will be determined through negotiation with the developer(s), but could include one or more of the following elements:

- Engineering/design.
- Land acquisition and site preparation,
- Roadway improvements,
- Utilities,
- Traffic signals,
- Sidewalks, biking and walking trails,
- Transportation access improvements,
- Landscaping and other common area and green space amenities.

As noted in Table 9, preliminary estimates of these potential costs range from \$22 to roughly \$35 million. Regardless of the specific future projects that may be proposed or where actual redevelopment costs fall within this range, any costs funded by the TAD must be determined by the following factors:

- The financial ability of the projects themselves, as well as the district as a whole to support the proposed public investment;
- The characteristics of the proposed projects and their conformance with the objectives of the redevelopment plan; and
- The specific financial feasibility and needs of each project proposal in terms of infrastructure and site preparation requirements.

Valuation Estimates of the Franklin/Gateway TAD [OCGA 36-44-3(9)(I)]

Property assessments in Cobb County are by law based upon 40 percent of fair market value as of January 1 of each year. Ad valorem property taxes on a given property are calculated by multiplying the assessed (40%) value by the millage rate, less any exemptions that may apply.

The total full value of the 2004 Ad Valorem Tax Digest within the preliminary boundaries of the proposed Franklin/Gateway TAD is estimated at approximately \$158.2 million. The assessed value totals \$63.3 million. Details concerning the number of parcels, total acreage, real property values and resulting annual real property tax collections are summarized in Table 10 on the following page. As shown, the TAD, if approved, would contain approximately 3.2 percent of the City's total real property digest.



Table 10: Franklin/Gateway TAD – Tax Parcel and Value Summary

Indicator	Franklin Road Portion	Gateway Center Portion	Total Franklin/Gateway TAD
Total Number of Parcels	34	93	127
Total Land Area (Acres)	260.3	64.1	324.4
2004 Total Fair Market Value	\$ 148,930,441	\$ 9,315,724	\$ 158,246,165
Total Assessed Value @ 40%	\$ 59,572,176	\$ 3,726,290	\$ 63,298,466
City of Marietta Total Tax Digest			\$ 4,948,514,823
TAD as a Percentage of City Tax Digest	3.0%	0.2%	3.2%
Estimated Annual Property Taxes Currently Collected Within District to Serve as Base	Total assessed value (\$63,298,466) x Applicable Millage (27.51) =		\$ 1,741,340

Source: City of Marietta - Finance Department

Estimated Assessed Valuation following Redevelopment

Pursuant to the Redevelopment Powers Law, upon adoption of the proposed Franklin/Gateway TAD, the City will request that the Commissioner of Revenue of the State of Georgia certify the Tax Digest for 2004, which will become the base year for the expanded District.

The estimated assessed valuation of the TAD after redevelopment can only be estimated at this time, based on potential projects already identified. Those projects previously identified in Table 9 would generate an estimated incremental value ranging from roughly \$340 to \$428 million when completed, representing a 215 to 271 percent increase in the current value of the district. Completion of this projected development is likely to require a minimum of five to ten years. The above estimates also exclude any additional potential for increment growth associated with property appreciation or inflation.

Creation and Termination Dates [OCGA 36-44-3(9)(K)]

It is anticipated that the Franklin/Gateway TAD will be created January 1, 2005 and have a 30 year duration as permitted in the Redevelopment Powers Law.

Tax Allocation Increment Base [OCGA 36-44-3(9)(N)]

On or before December 15, 2004, the City will apply to the State Revenue Commissioner for a determination of the tax allocation increment base of the Franklin/Gateway TAD. The base is estimated in Table 10 above. As shown, the TAD would include 127 tax parcels and 324.4 acres.

Property Taxes for Computing Tax Allocation Increments

As provided in the Redevelopment Powers Law, the taxes that will be included in the tax increment base for the proposed CCSR TAD expansion are based on the 2004 millage rates summarized in Table 11.



Table 11: Estimated 2004 Millage Rates

Taxing Jurisdictions	Total Millage	Available for TAD
City of Marietta		
Bond 1	.629	0
Bond	1.187	0
Cemetery	.079	0
City	2.788	2.788
Subtotal	4.68	2.788
DMDA	2.6	0
Total City	7.28	2.788
Incorporated Cobb County		
State	.25	0
County General (Estimated)	7.1	6.75
County Bond	.22	0
Total County Incorporated	7.57	6.75
School Board	17.97	17.97
Total City, County, and School Board	32.82	27.51
*per \$1,000 assessed valuation		
Source: City of Marietta - Finance Department		

Anticipated Tax Allocation Bond Issues [OCGA 36-44-3(9)(O), -3(9)(P), -3(9)(Q)]

Amount of Bond Issue

Upon adoption of this redevelopment plan, the City will investigate the feasibility of issuing tax allocation bonds or other types of debt instruments in amounts necessary to support redevelopment activities. The amount, term and rates of financing will be determined at the time of issuance. At this time, it is anticipated that the total amount of bonds to be issued could fall within the range of \$22 to \$35 million.



Term of the Bond Issue or Issues

If issued, the City proposes to have these bonds outstanding for not greater than 30 years or the maximum term permitted by law.

Rate of Bond Issue

The City intends to issue fixed rate tax-exempt bonds if possible. The actual rate, however, will be determined at the time of issuance based upon general market conditions, anticipated development within the Redevelopment Area, assessed property values and federal tax law considerations.

The specific character of any future bond issue(s) for the Franklin/Gateway TAD will be determined by the physical characteristics and financial needs of actual redevelopment projects, the financial capacity of those projects to support the requested financing, and the cost effectiveness of issuing TAD bonds over other forms of debt instruments.

Appendix

Appendix 1. Tax Parcel ID

Appendix 2. Personal Property ID

Appendix 3. Maps



Appendix 1: Preliminary Parcel Identification

Preliminary Tax Parcel Identification – Franklin Road TAD

MAP#	ADDRESS	TAX ID	MAP#	ADDRESS	TAX ID
677	FRANKLIN RD HM	17 06460 0040	866	FRANKLIN RD	17 06520 0040
707	FRANKLIN RD	17 06460 0010	875	FRANKLIN RD	17 07170 0040
720	FRANKLIN RD	17 06450 0040	876	FRANKLIN RD	17 06520 0050
730	FRANKLIN RD	17 06450 0110	889	FRANKLIN RD	17 07170 0050
739	FRANKLIN RD	17 06460 0050	890	FRANKLIN RD	17 07160 0130
750	FRANKLIN RD	17 06450 0010	1019	FRANKLIN RD	17 07160 0014
757	FRANKLIN RD	17 06450 0020	1029	FRANKLIN RD	17 07160 0060
760	FRANKLIN RD	17 06440 0070	1033	FRANKLIN RD HM	17 07160 0050
773	FRANKLIN RD	17 06450 0034	1034	FRANKLIN RD WATER	17 07160 0024
775	FRANKLIN RD	17 06450 0120	1035	FRANKLIN RD WTR1	17 07250 0010
777	FRANKLIN RD	17 06450 0150	1035	FRANKLIN RD	17 07250 0190
779	FRANKLIN RD	17 06450 0140	1038	FRANKLIN RD	17 07160 0040
780	FRANKLIN RD	17 06450 0090	1040	FRANKLIN RD	17 07160 0090
782	FRANKLIN RD	17 06450 0100	1860	PARKWAY PL	17 06500 0740
849	FRANKLIN RD	17 06510 0020	1864	PARKWAY PL	17 06500 0750
860	FRANKLIN RD WTR1	17 06520 0024	1868	PARKWAY PL	17 06500 0760
861	FRANKLIN RD	17 06510 0014	773	WYLIE RD	17 05800 0020



Preliminary Tax Parcel Identification – Gateway TAD

MAP#	ADDRESS	TAX ID	MAP#	ADDRESS	TAX ID
1397	BLANCHE DR	16 12810 0400	1740	CRESTRIDGE DR	17 06480 0050
1405	BLANCHE DR	16 12810 0390	205	HERBERT DR	16 12790 0300
1415	BLANCHE DR	16 12810 0380	213	HERBERT DR	16 12790 0320
1425	BLANCHE DR	16 12810 0630	218	HERBERT DR	17 06480 0520
1428	BLANCHE DR	16 12810 0690	220	HERBERT DR	17 06480 0180
1433	BLANCHE DR	16 12810 0640	221	HERBERT DR	16 12790 0340
1438	BLANCHE DR	16 12810 0700	222	HERBERT DR	17 06480 0540
1441	BLANCHE DR	16 12810 0680	224	HERBERT DR	17 06480 0570
1446	BLANCHE DR	16 12810 0710	226	HERBERT DR	17 06480 0330
1448	BLANCHE DR	16 12810 0370	228	HERBERT DR	17 06480 0190
1454	BLANCHE DR	16 12810 0720	250	MATTHEWS CIR	16 12810 0670
1462	BLANCHE DR	16 12810 0730	464	MEADOWBROOK DR	17 06480 0014
1470	BLANCHE DR	16 12810 0740	524	MEADOWBROOK DR	17 06470 0020
1477	BLANCHE DR	16 12810 0770	254	PAULADEAN CIR	16 12800 0200
1480	BLANCHE DR	16 12810 0750	264	PAULADEAN CIR	16 12800 0210
1486	BLANCHE DR	16 12810 0760	274	PAULADEAN CIR	16 12800 0220
1495	BLANCHE DR	16 12800 0040	275	PAULADEAN CIR	16 12800 0370
1496	BLANCHE DR	16 12800 0050	278	PAULADEAN CIR	16 12800 0230
1515	BLANCHE CT	16 12800 0120	280	PAULADEAN CIR	16 12800 0240
1516	BLANCHE CT	16 12800 0060	282	PAULADEAN CIR	16 12800 0250
1527	BLANCHE CT	16 12800 0110	284	PAULADEAN CIR	16 12800 0260
1532	BLANCHE CT	16 12800 0070	286	PAULADEAN CIR	16 12800 0270
1539	BLANCHE CT	16 12800 0100	288	PAULADEAN CIR	16 12800 0280
1547	BLANCHE CT	16 12800 0090	289	PAULADEAN CIR	16 12800 0360
1554	BLANCHE CT	16 12800 0080	290	PAULADEAN CIR	16 12800 0290
1651	CRESTRIDGE DR	17 05770 0020	296	SCOTT DR	16 12790 0350
1663	CRESTRIDGE DR	17 06480 0310	297	SCOTT DR	17 06480 0750
1664	CRESTRIDGE DR	17 06480 0340	306	SCOTT DR	17 06480 0200
1665	CRESTRIDGE DR	17 06480 0320	316	SCOTT DR	17 06480 0210
1680	CRESTRIDGE DR	17 06480 0350	317	SCOTT DR	17 06480 0170
1681	CRESTRIDGE DR	17 06480 0300	326	SCOTT DR	17 06480 0220
1689	CRESTRIDGE DR	17 06480 0290	327	SCOTT DR	17 06480 0160
1690	CRESTRIDGE DR	17 06480 0024	336	SCOTT DR	17 06480 0230
1696	CRESTRIDGE DR	17 06480 0370	337	SCOTT DR	17 06480 0150
1697	CRESTRIDGE DR	17 06480 0280	346	SCOTT DR	17 06480 0240
1705	CRESTRIDGE DR	17 06480 0270	347	SCOTT DR	17 06480 0140
1706	CRESTRIDGE DR	17 06480 0380	350	SCOTT DR	17 06480 0430
1713	CRESTRIDGE DR	17 06480 0260	366	SCOTT DR	17 06480 0440
1714	CRESTRIDGE DR	17 06480 0390	367	SCOTT DR	17 06480 0060
1722	CRESTRIDGE DR	17 06480 0400	376	SCOTT DR	17 06480 0450
1725	CRESTRIDGE DR	17 06480 0250	382	SCOTT DR	17 06480 0530
1732	CRESTRIDGE DR	17 06480 0410	386	SCOTT DR	17 06480 0460
1738	CRESTRIDGE DR	17 06480 0420	387	SCOTT DR	17 06480 0070



Preliminary Tax Parcel Identification – Gateway TAD

MAP#	ADDRESS	TAX ID	MAP#	ADDRESS	TAX ID
390	SCOTT DR	17 06480 0470	417	SCOTT DR	17 06480 0110
397	SCOTT DR	17 06480 0090	426	SCOTT DR	17 06490 1520
406	SCOTT DR	17 06480 0480	427	SCOTT DR	17 06490 1510
407	SCOTT DR	17 06480 0100			

Appendix 2: Personal Property Identification

Preliminary Personal Property Identification – Franklin TAD

TAXID	OWNER
P708262	ASHTON PLACE APARTMENTS
P262216	RIDGE POINTE APARTMENTS
P175342	CINNAMON RIDGE APTS
P021618	EARLY LIGHT DESIGN
P844670	SPECIALIZED AUTOMOTIVE BALANCES
P020012	SAN LUIS SERVICES
P834909	LIFE CLEANERS & COIN LAUNDRY
P840256	DEJUNEL HAIR SALON
P822600	GLENBROOKE APTS
P842539	CONSIDER THIS
P021820	LATINO PROF WINDOW CLEANERS
P021821	GA UNITED WINDOW CLEANERS LLC
P808139	CERQUEDA MORGAN GAULT & COLLINS
P022752	DIAMOND ENTERPRISE WINDOW CLEANERS LLC
P022759	3 STAR WINDOW CLEANERS INC
P022770	CLOUD WALKERS LLC
P705759	CITGO
P704505	CHILDCARE NETWORK INC
P222708	FLAGSTONE VILLAGE APARTMENTS
P703615	CASTLEBROOK APARTMENTS
P041306	CAPITAL MANAGEMENT GROUP INC
P830616	KEEP BELIEVING MINISTRIES
P843395	RADCLIFFE SCOTT
P222860	WOOD GLEN APARTMENTS
P031801	DESIGN & ILLUSTRATION
P842404	PALADIN SERVICES INC
P251511	CUMMINS ENGINE CO INC
P842288	HEALTHFIELD INC
P311730	DEVCON CONSTRUCTION GROUP
P330854	LECTRA USA INC
P165894	HIGHLAND TRACE APTS
P820486	WINGSTOWN
P020011	V I P FASHIONS
P020221	EL MUNDO DE LA BELLA...
P030056	NEW TO YOU \$100 STOR...
P178451	J J'S BOTTLE SHOP
P308836	MAIL SUITE INC
P711575	FRANKLIN PLAZA LAUND...
P826133	PARKS ALTERATION
P826151	FRANKLIN ROAD CHECK ...
P835445	PAGE USA
P839415	JAMAICAN JERK
P839698	CLIPPERS
P839701	OPI NAILS



Preliminary Personal Property Identification – Franklin TAD

TAXID	OWNER
P842719	XING XING CHINESE
P109826	PRESTON CHASE APARTMENTS
P711538	AUTUMN VIEW APTS

Preliminary Personal Property Identification – Gateway TAD

TAXID	OWNER
P845969	CASH HEATING & AIR INC

Appendix 3: Maps

