

PLAN  
FIRST



# West Washington Gateway

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## Correct Answer - The Chicken

- Don't Chase the Golden Goose for the Egg
- Funding is absolutely **NOT** the end game
- Funding without planning basis is whimsical, not strategic nor sustainable



## Planning Basis to Secure Funding

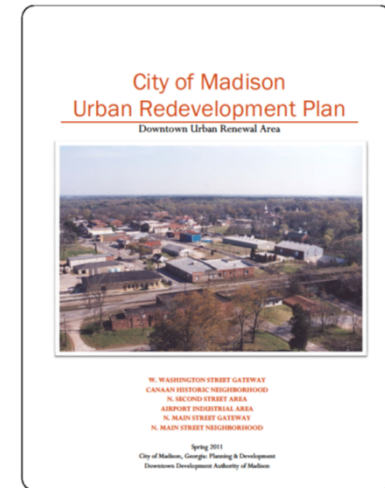
### WHAT'S IN YOUR STRATEGY?

- **Intent**
- **Context**
- **Leverage**
- **Investment**
- **Match**
- **Users**
- **Maintenance**
- **Secures and Implements**  
specific local objectives
- **Achieves or Augments**  
broader regional, state, and  
national objectives



# The Master Plan:

## Slum & Blight Urban Redevelopment



2009: Comp Plan | Attention Map – 2 Disinvestment Areas

2009: STWP | Work Program Items

ED#17 – designate area; HS#2 – RAS housing strategy;

ED#18 & 22 – plans & designs for commercial nodes

2011: Downtown Urban Redevelopment Plan

2012: STWP | ED#25 – Seek IGA to Implement URP

2013-2014: Property Acquisition & Partnership Activities

2015: Funding | GEFA Loan/Grant

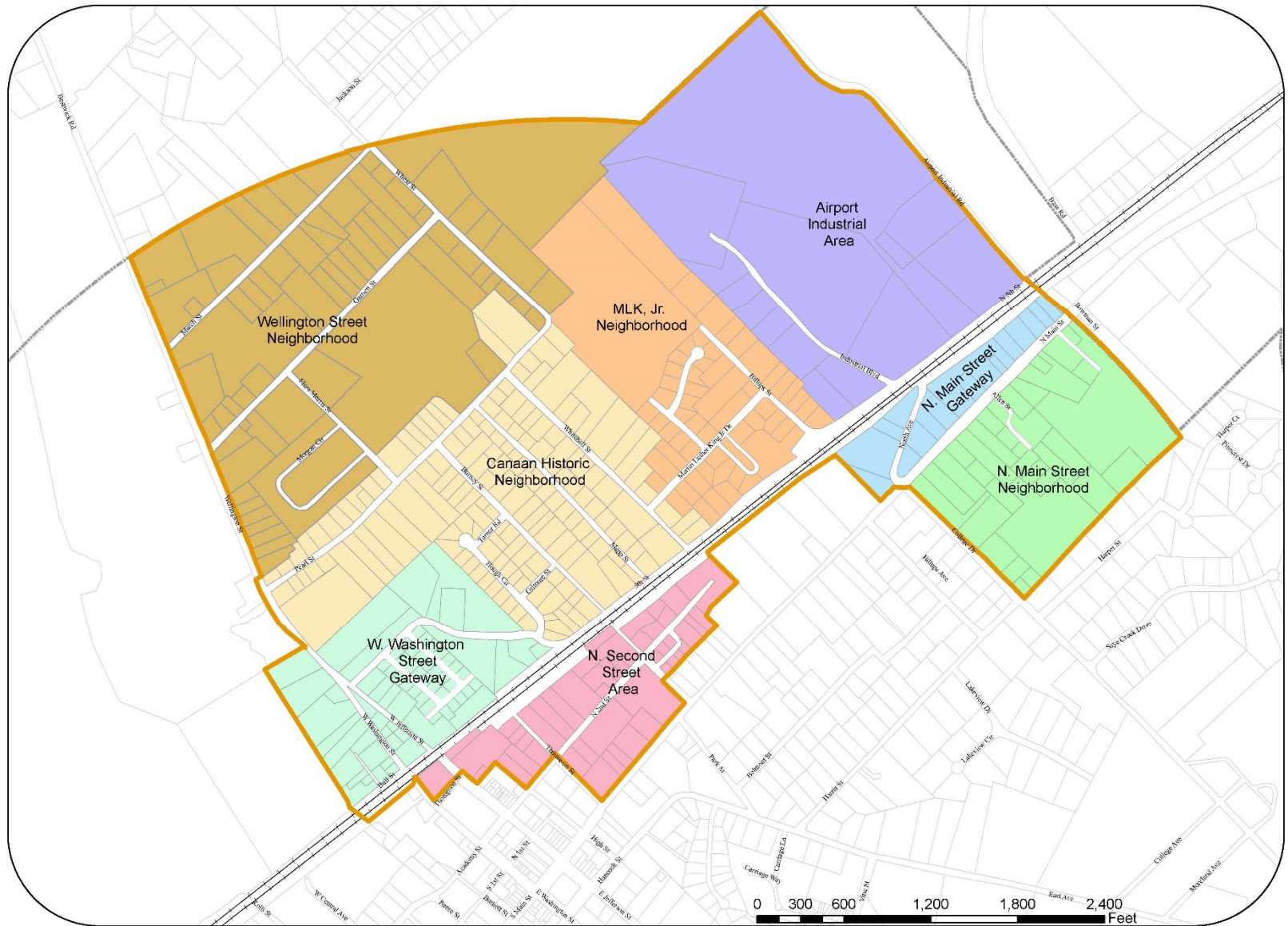




# REDEVELOPMENT DECISIONS

- GOAL: Address slum and blight conditions for 400 acres
- POLICY: Customized Plan, URA, RAS, Implementation Schedule
- LEVERAGE:
  - IGA 3 (2011-2018):  $\pm$ \$125,000 per annum – URA @ \$60,000
  - SPLOST & General Funds
  - City-Owned Land, DDA Land, Gifts of Easements
  - Concentrated Civic Group – Downtown Development Authority
- TOOLS: HPC-TC, Private & Civic Partnerships, OZ, RAS

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# CHARACTER AREA GOALS

## **W. Washington Street Gateway**

*This is a historic and prominent corridor entrance into the community. Reestablishment of an attractive residential appearance (not necessarily land use) is the primary goal.*

*Development proposals shall execute one or more of the following:*

- Demolition of all non-historic structures;
- Rehabilitation of the five (5) viable historic residential structures as identified on the map;
- Construction of new infill cottages, reflective of the extant residential structures (scale, footprint, spacing, materials, etc.) and meeting Historic Preservation guidelines;



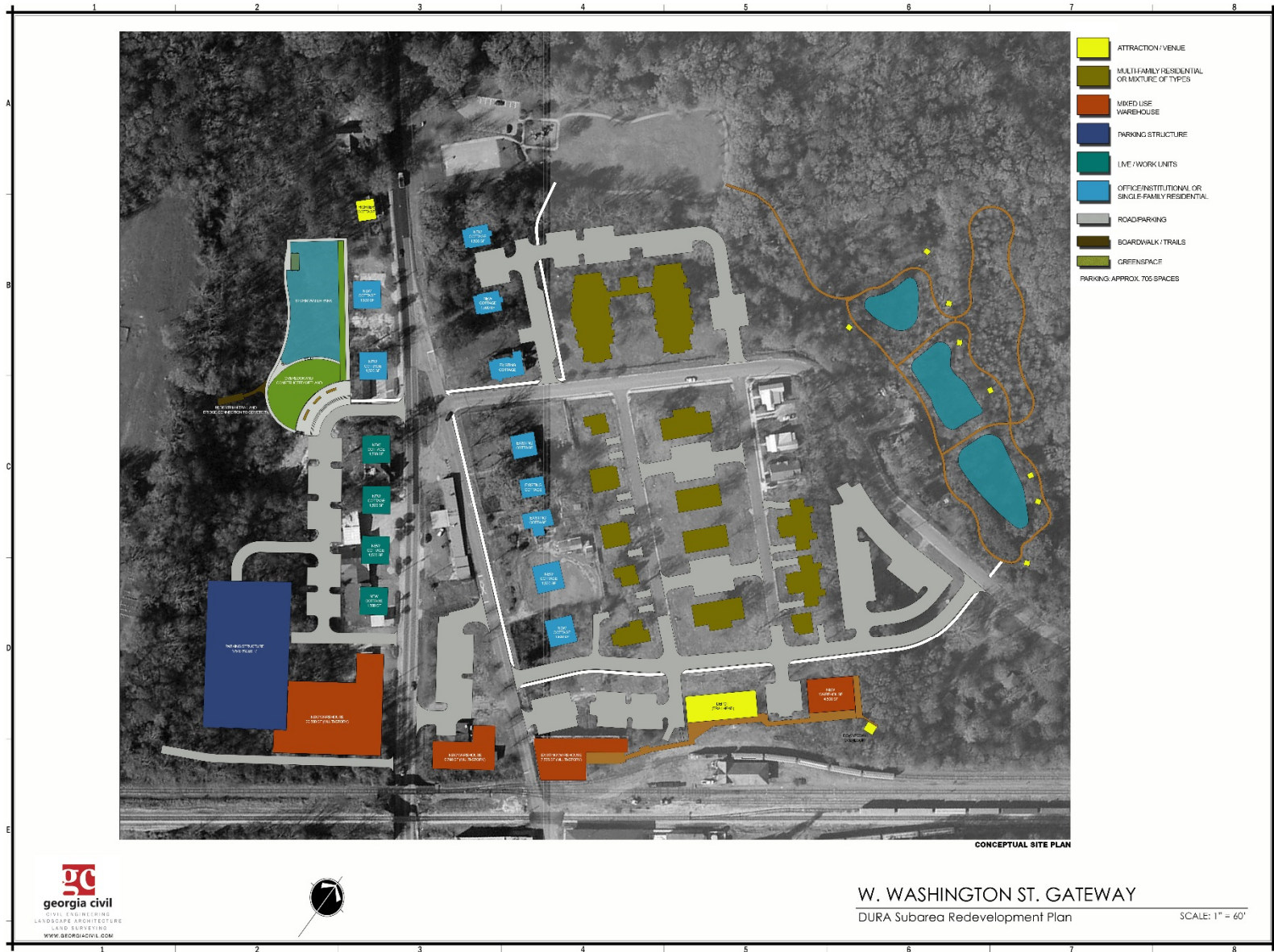
## Stormwater Infrastructure

- Removing Barriers
- Creating Opportunities
- Layered Approach
- Citizen Participation
- Measure Progress
- Plan & Patience

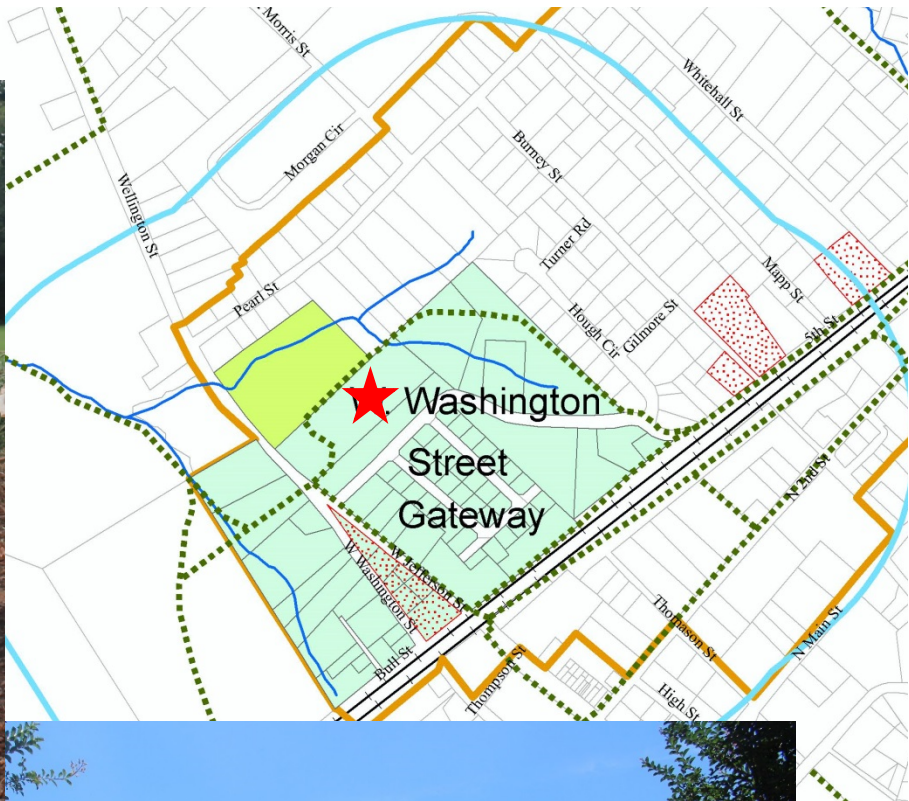




# A PLAN UPDATE







# TDRs





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CONCEPTUAL SITE PLAN



## TANYARD BRANCH REDEVELOPMENT AREA, Infrastructure & Recreational Opportunities

W. Washington St. Gateway



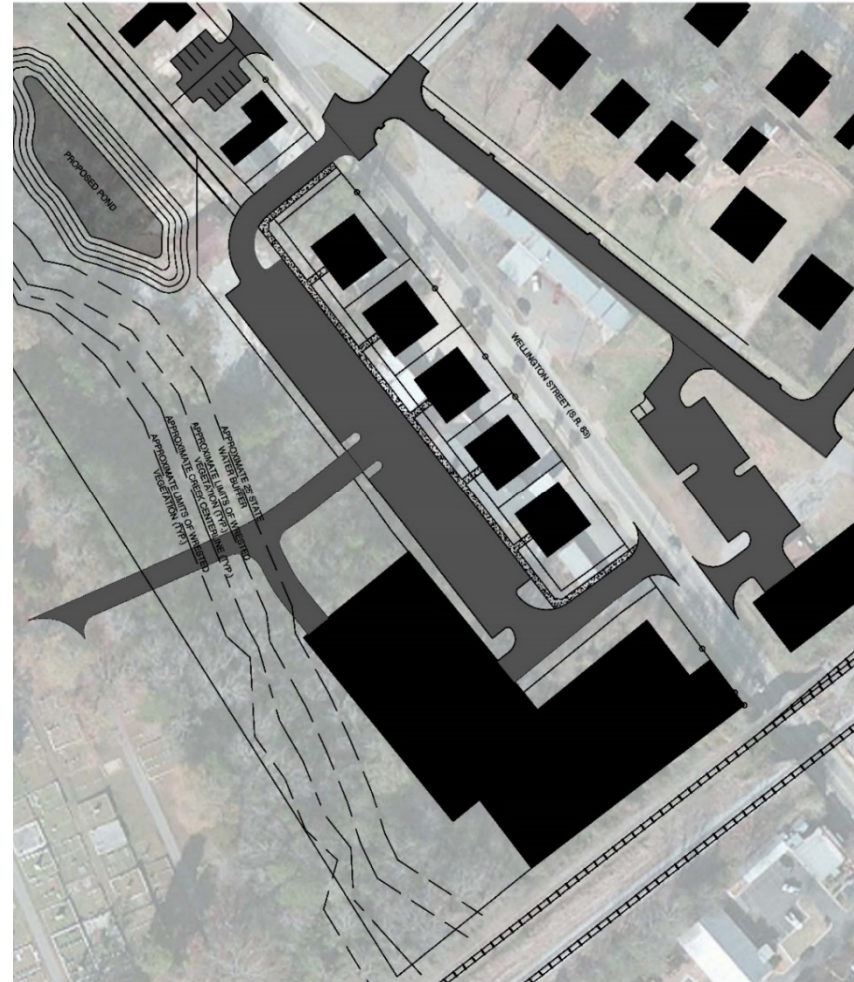
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# FUNDING

- o **\$\$\$ > LOAN**  
 GA Environmental Finance Authority  
 \$1.6M – 20 yrs – 1%\*  
*\*\*Planning Ahead is Rewarded\*\**  
 \$477 interest savings  
 \$323 principal forgiveness
- o **Skin in the Game:**  
 \$350 Local Lending 3.58%  
 \$85 Greenspace SPLOST
- o **Measured Benefits:**  
 Change in Tax Base; New Job Creation; New Housing Units; Use by Public; Confidence in Using New Tools





# REGIONAL WATER PLAN OBJECTIVES

- **WQ-1: Comprehensive Planning:**  
The URA is part of Madison's long range plan
- **WQ-5: Stream Buffer Protection:**  
TDRs provide extra protection for Tanyard Branch
- **WQ-6: Encourage Flood Plain Management**  
City law prohibits development in the flood plain
- **WQ-7: Encourage General Stormwater Practices**  
City law requires stormwater for developments that disturb at least an acre

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