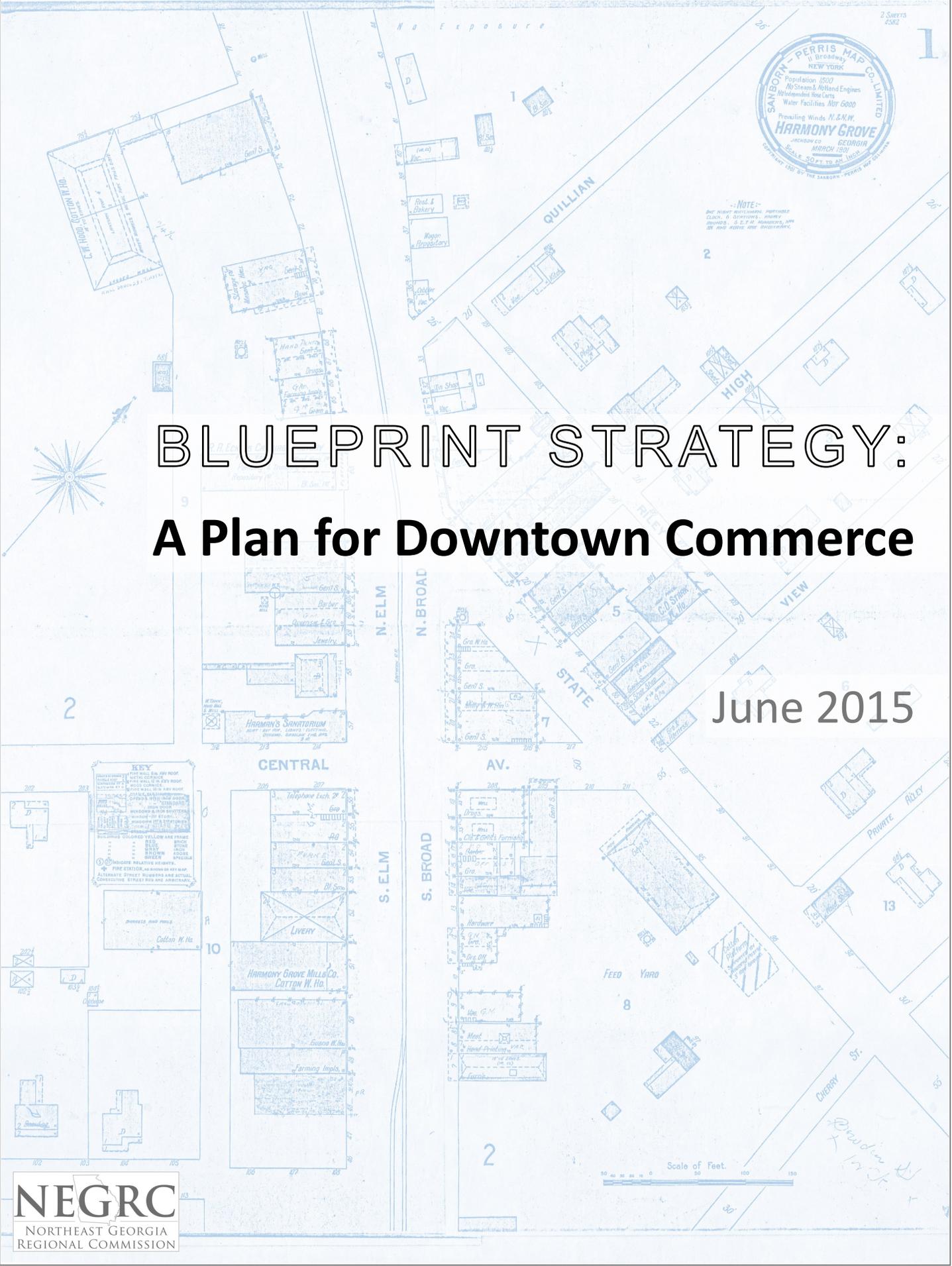




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BLUEPRINT STRATEGY: A Plan for Downtown Commerce

June 2015



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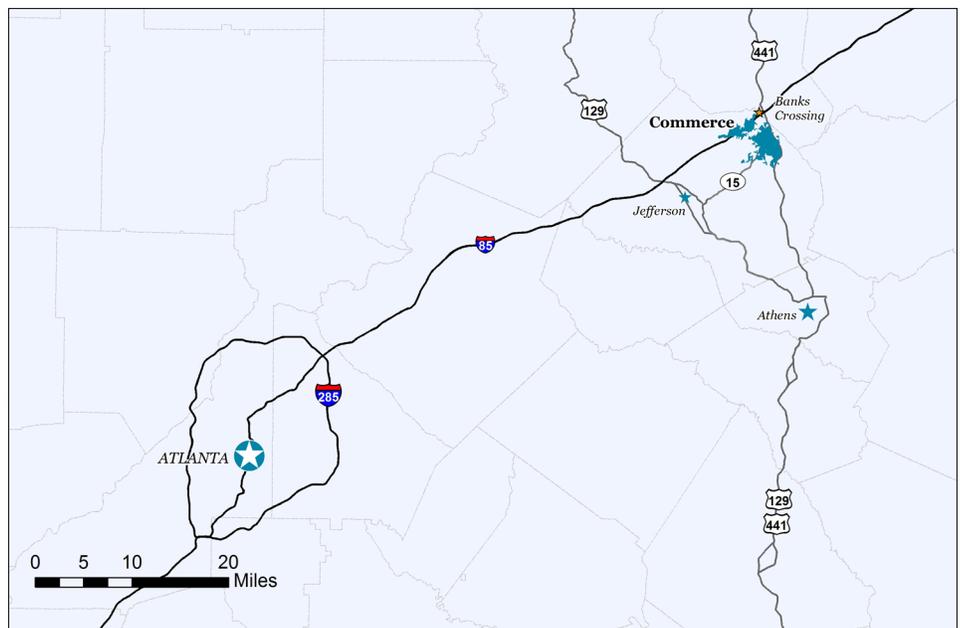
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I. INTRODUCTION

Plan Background

The City of Commerce is located near the foothills of the North Georgia Mountains and adjacent to the Interstate 85 corridor. Originally named Harmony Grove, the City became incorporated in 1884 and initially flourished as a cotton and later textiles market. The railroad that once served mills and manufactures runs through downtown Commerce to this date. A remnant of the City's industrial history, the train is still a major influence on the character and form of downtown. Commerce is uniquely positioned in that it maintains a small-city charm with impressive historic architecture, while being just 90 miles northeast of Atlanta along I-85. According to the 2010 Census, the population of Commerce is just over 6,500 and it is approximately eleven square miles in size.

A plan for downtown Commerce must take its surrounding context into account. Residential neighborhoods are found next to the downtown core, with the elementary, middle and high schools located within one and a half miles from the center of the City. Apart from the Central Business District, areas zoned for commercial use are located on the periphery of the city limits, while the majority of industry is located along the I-85 corridor. Banks Crossing, a highly-developed commercial hub, is located in unincorporated Banks County directly adjacent to I-85, approximately four miles north of downtown Commerce. This car-dependent commercial area consists primarily of big-box and chain retail, restaurants and fuel stations. Juxtaposed next to this modern commercial node, the small-town atmosphere of downtown Commerce and surrounding rural and agrarian land are pronounced. While downtown Commerce seeks to distinguish itself from Banks Crossing, opportunities exist to attract visitors from this major thoroughfare to downtown for a unique and personable experience, and to create a vibrant local economy.



Opportunities exist to attract visitors to downtown for a unique and personable experience, and to create a vibrant local economy.

Through stakeholder discourse and public participation, the *Blueprint Strategy* seeks to develop a strategy for downtown Commerce that builds upon its existing assets, meets the needs of the community, and fosters a vibrant economic town center. The *Blueprint Strategy* document will be of use to elected officials, City staff, Boards, and other entities to help in making decisions that are in the best interest of the community, for grant procurement, and as a tool for working towards the goals laid out in this document. More specifically, the *Blueprint Strategy* may help the individuals and groups in the following ways:

- Mayor & Council – marketing; zoning changes; adopting incentives for attracting business
- DDA – marketing; events; tool for standards development; enforcement
- Planning & Zoning Board – guide for enforcement and consistency
- Jackson County – coordinate with gateway overlay district standards
- Commerce Area Business Association (CABA) – identify available buildings and incentives; marketing
- Local board of realtors, developers – identify available buildings and incentives
- Public – understanding of the goals for downtown Commerce

Planning Process and Public Input

Development of the Blueprint Strategy for the City of Commerce was managed by the Northeast Georgia Regional Commission (NEGRC). A stakeholders committee was assembled for the process and was instrumental in the development of the Blueprint Strategy. The group participated in the entire planning process and consisted of citizens, business owners, agency representatives, and City staff. Meetings were held monthly between August 2014 and April 2015 with NEGRC staff. Through the stakeholder-driven process, the needs, opportunities, goals, and action steps for the Blueprint Strategy were identified. The Committee agreed that the Blueprint Strategy area should serve as one “Target Area” for the comprehensive plan update due October 31, 2015.

The following members participated in the stakeholder committee:

James Wascher

J. Clark Hill

Jodi McClure

John Whitten

Johnny Eubanks

Joseph LeFew

Keith Burchett

Les Knoblock

Mitch Chapman

Natalie Thomas

Nathan Anderson

Pete Pyrzenski

Richard Billingslea

Sammy Thomason

Sandra Haggard

Terry Minish



In addition to stakeholder involvement, public input was also critical in development of the Blueprint Strategy. Three goals were identified for public engagement: 1) Inform the public about the Strategy 2) Involve the public and use their input as a basis for Strategy development, and 3) Consult the public for comment on the Strategy proposal. Two public meetings were held, the first occurred during plan development in January 2015 and the second took place in June 2015 for review of the plan. The Committee undertook a robust strategy for gaining public attendance and participation at the meetings, including reaching out to property owners, schools, churches, veterans, garden clubs, civic clubs, and minority neighborhoods for their involvement. Additionally, a \$10 utility bill discount was offered to residents for attending the meetings.



Stakeholder committee members present to the public, January 2015

This proved to be a successful strategy, with approximately 100 people in attendance at the first input session. At this meeting, attendees were given an overview of the Blueprint process, provided with a market analysis of the City, and broke into small groups to discuss Commerce’s assets, challenges, and goals for its future. At the second meeting, attendees were presented with the goals and objectives for the strategy, and brought up to date on activities in progress. The public had the opportunity to ask questions and provide feedback about the strategy at this second meeting. The action steps and recommendations described in the Blueprint Strategy are supported by input received from the community and form an integral part of this Strategy. (See Appendix 1 for Public Input response data.)

Blueprint Strategy Boundary

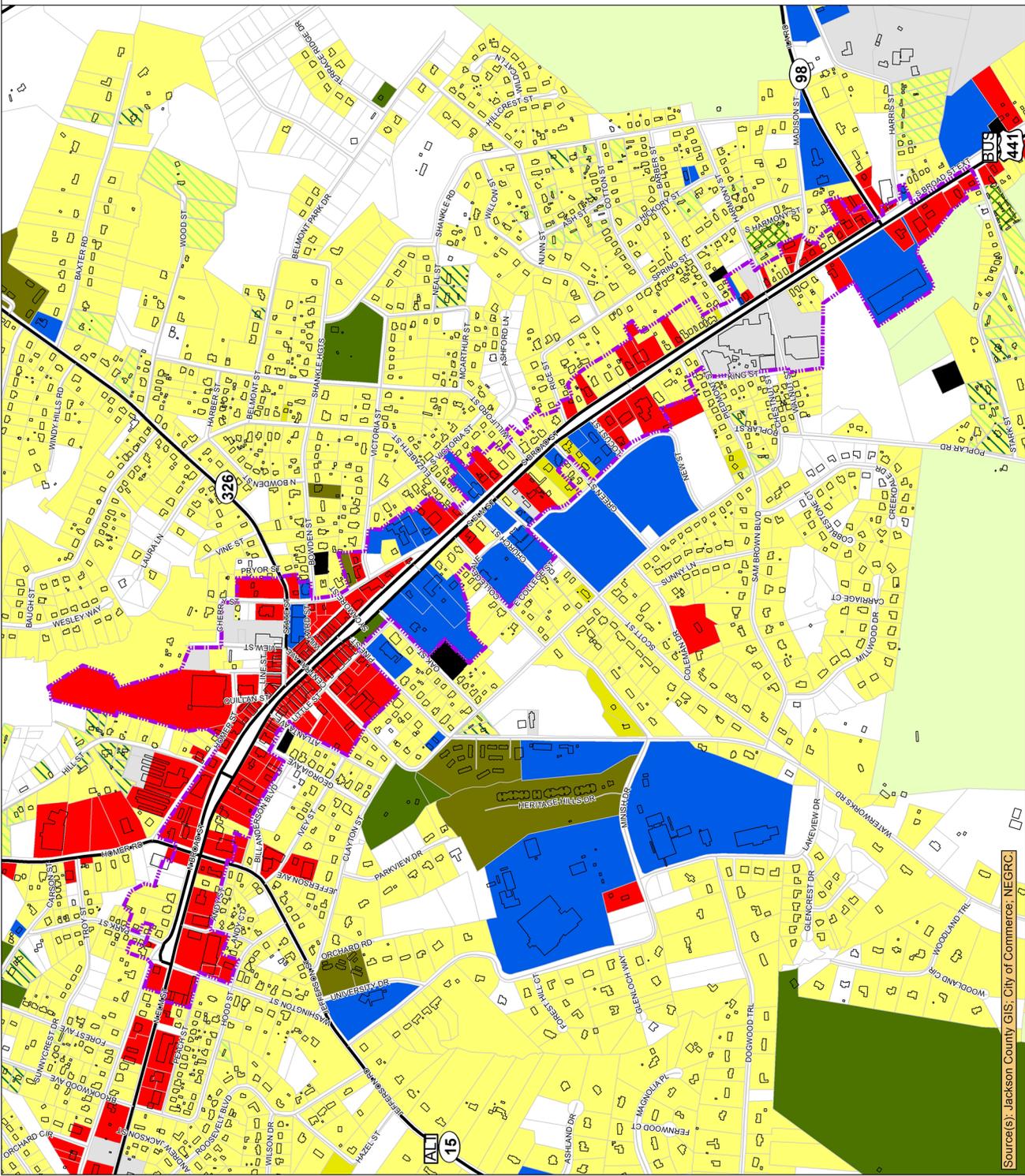
The stakeholder committee determined the boundaries for the Blueprint Strategy, shown on page 4. The area follows the Broad St. Corridor, with the western limit just beyond the N. Elm St. and Washington St. intersection and the eastern limit at the S. Elm St. and Stark St. intersection. The existing land use found within this boundary consists primarily of commercial and public institutional, with some residential, park space, and industrial land use.

Commerce Blueprint Strategy

-  Phase 1 - Downtown
-  Local Road
-  Highway
-  Building Footprints
- Existing Land Use**
-  Ag/Forestry
-  Single Family Residential
-  Single Wide MH
-  Double Wide MH
-  Duplex
-  Multi Family Residential
-  Manufactured Home Park
-  Parks/Rec/Conservation
-  Public Institutional
-  Commercial
-  Industrial
-  Trans/Com/Utilities
-  Undeveloped/Vacant



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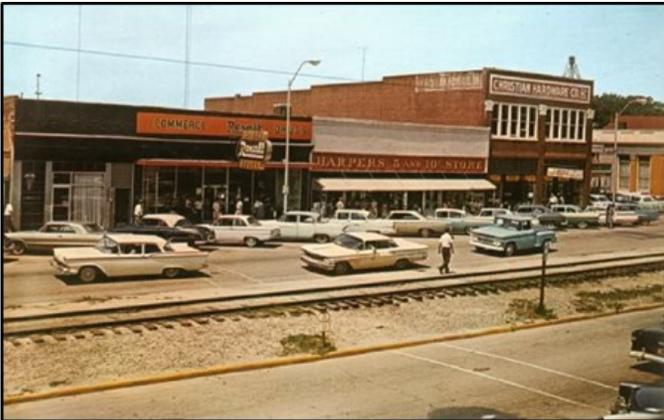


Source(s): Jackson County GIS; City of Commerce; NEGR

Community Description

Layout

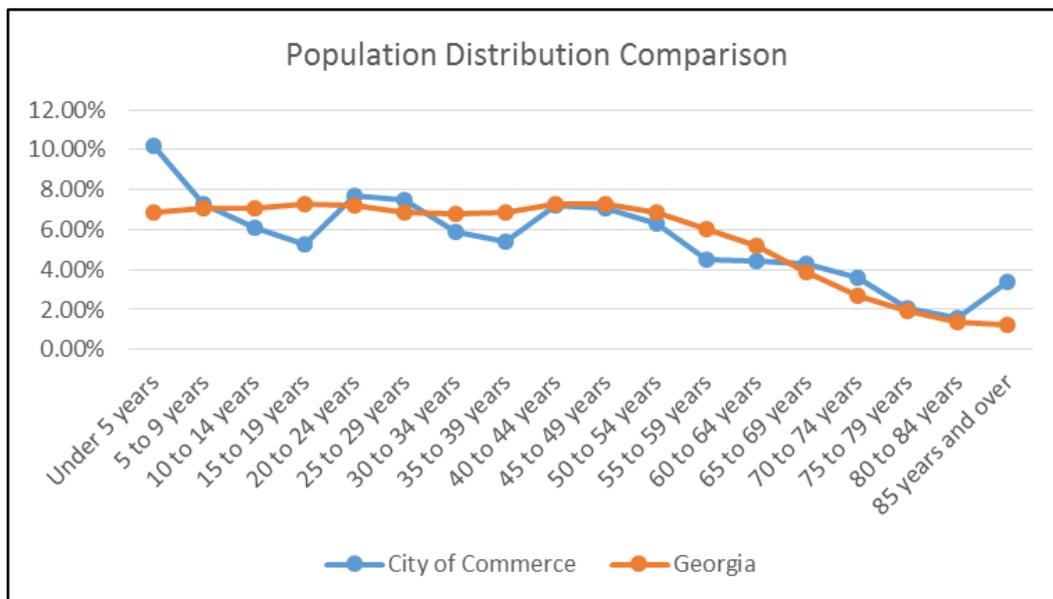
The downtown core consists primarily of retail and service businesses, as well as important civic institutional uses such as city hall, a post office, library, civic center, and cultural center. Since 1876, the railroad has run through the middle of downtown, impacting the City’s layout. Now owned by Norfolk Southern Railway, the rail line is paralleled by Broad and Elm Streets, which run along both sides of the tracks. With the central location of the rail line, railroad crossings at grade, and businesses and homes that front the tracks, the railroad is a significant feature in the City, greatly influencing the character of and movement throughout downtown.



Both historically and today, train tracks significantly influence downtown Commerce’s character.

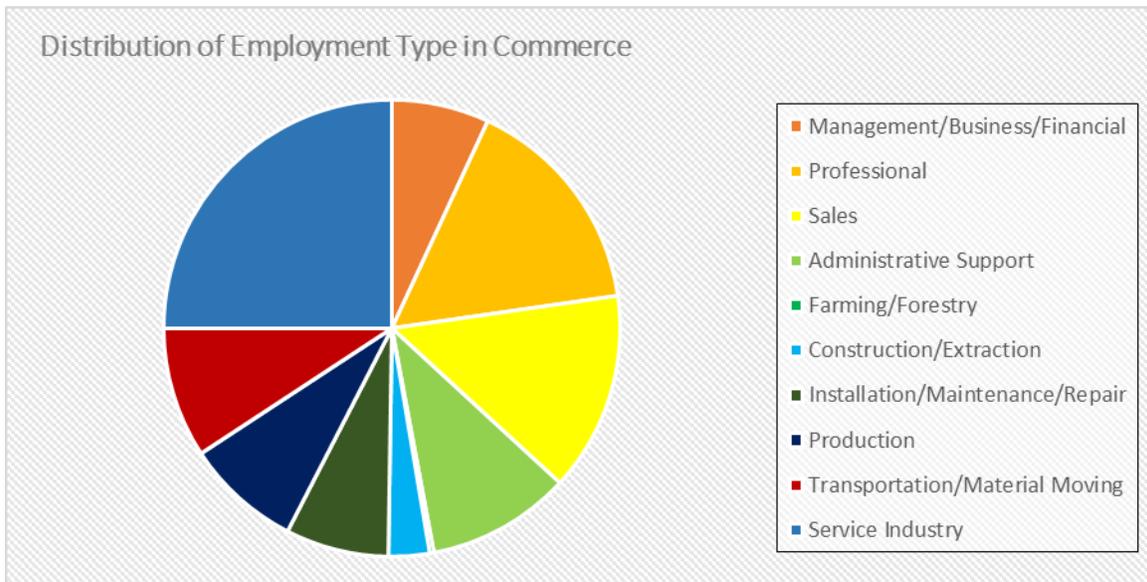
Demographics

The American Community Survey (ACS) 5-year Estimates for 2009-2013 indicate the City of Commerce has a population of 6,547. The age distribution in the City follows a similar trajectory to that of Georgia, with a few exceptions. Compared to the State, Commerce has a notably higher percentage of children under the age of five (10.2% in Commerce compared to 6.9% across the State) and a higher number of seniors over the age of 85 (3.4% in Commerce compared to 1.2% across the State). The median age in Commerce is 35 years. 29.0% of the population in Commerce is below the poverty level, with 26.6% of households receiving food stamps.



Education and Employment

The ACS indicates that of the population 25 years and over, 43.5% of Commerce residents have graduated from high school while 14.0% have an Associates, Bachelor’s, graduate, or professional degree. In terms of employment, the ACS estimates 48.3% of Commerce residents worked within Jackson County, while 50.7% commuted outside of their county of residence for work. The breakdown of employment type within the City of Commerce in 2014 shows that 47% of residents work in the white collar field, 28% in a blue collar field, and 25% in services. The distribution of employment type is shown in the following chart:



Within Commerce’s downtown boundary, there are approximately 120 businesses that employ over 500 people. Top industries found in Commerce’s downtown include retail trade, followed by administrative and support, professional, construction, finance, and healthcare.¹

Market Potential

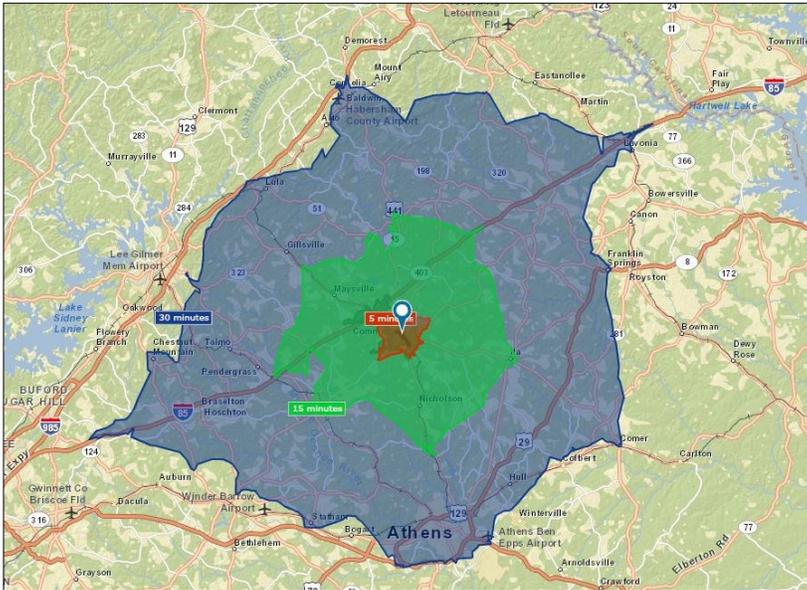
An overview of the leakage, or money spent outside of downtown Commerce by residents, indicates that there is room for downtown business growth. The most considerable leakage is found with general merchandise. The food and beverage industry, including stores and restaurants, also shows considerable loss to other areas. A full assessment of the leakage downtown Commerce experiences can be found in Appendix 2.

Identifying what products and services people are purchasing elsewhere may indicate where there is an opportunity to draw customers to downtown with business that caters to these services and needs, and to distinguish downtown’s retail character.



Retail space along Central Ave.

¹Copyright 2014 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2014



Additionally, downtown Commerce has potential to draw customers from beyond its immediate boundary. Within a thirty minute drive of downtown, there are over 100,000 households, indicating a great market potential for Commerce based on the number of people who can easily access downtown.²

Within a 5-, 15-, and 30- minute drive of downtown Commerce, selected characteristics and patterns of residents are exhibited and can be helpful in guiding decisions about what type of business may be successful downtown. A full list can be found in Appendix 3, and includes items such as: buying American is favorable, many people in the vicinity are pet owners, they own several cars, and they often shop at convenience stores.³

Distribution of households within a 5, 10, and 15 minute drive of downtown Commerce.

Assets and Issues

Input from members of the stakeholders committee and the public indicate that downtown Commerce offers many assets that can be viewed as opportunities to build upon for future growth and progress. Additionally, many issues were identified for downtown Commerce and indicate where improvements are needed. The stakeholders committee identified the following assets and issues in downtown Commerce:

Assets	Issues
<ul style="list-style-type: none"> • Events • DDA • Parks • Business coordination • Small-town atmosphere • Aesthetically pleasing • Sense of community • Train tracks • Recreation Department • Civic Center • Historic nature • Kid-friendly • Safe • Construction of new and old buildings • Community involvement • City Hall 	<ul style="list-style-type: none"> • Blight • Truck traffic through downtown • Parking enforcement • Limited housing • Communication • Underutilized properties • Vacant lots • Increased foot traffic needed • Later business hours needed • Business incentives needed • Leakage to Banks Crossing • Sewer infrastructure

²U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

³These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018. An MPI of 100 represents the U.S. average.

Public Participation

At the first public input meeting, participants were asked to fill in a survey to collect information about how they view their town, and what assets and issues they associate with downtown Commerce.

The collected responses were then organized into themes, which are shown below, along with the percentage of responses by theme.



Participants fill out a survey at the public meeting, January 2015

Jewels	What works well	Favorite things	Physical Improvement
<ul style="list-style-type: none"> • Parks (40%) • Historic buildings (36%) • Established retail (30%) • Library (30%) • Restaurants (26%) • Streetscape elements (15%) • Churches (13%) • Antiques (11%) 	<ul style="list-style-type: none"> • Events (38%) • City services (23%) • Business (11%) • Communication (9%) • Facilities (6%) • Traffic/engineering (4%) • Aesthetics (4%) • Infrastructure (4%) • Location (2%) 	<ul style="list-style-type: none"> • Retail business (26%) • Small town feel (23%) • Events (23%) • Access (17%) • People (15%) • Service business (15%) • Parks (13%) • Historic (13%) • Restaurants (9%) • Library (6%) 	<ul style="list-style-type: none"> • Repurposing/redeveloping buildings (40%) • Aesthetic improvements (34%) • Demolish dilapidated buildings (13%) • Blight remediation (11%) • Historic preservation (6%) • Infill development (6%)

Business Development	Infrastructure	Downtown Living	Need to focus on Improving
<ul style="list-style-type: none"> • Basic retail (26%) • Boutique and specialized (23%) • Restaurants (19%) • Recreation (15%) • Entertainment (13%) • Coffee/bakery (13%) • Hospitality (11%) • Family friendly (9%) • Storefront maintenance (4%) • General business attraction (2%) • Services (2%) 	<ul style="list-style-type: none"> • Internet (28%) • Parking (26%) • Sidewalks (17%) • Traffic regulation/engineering (13%) • Utilities (6%) • Railroad (6%) • Planning (2%) 	<ul style="list-style-type: none"> • Lofts (17%) • No subsidized/low-income housing (9%) • Favorable (9%) • Redevelop existing buildings (6%) • Second story living (6%) • Hospitality (4%) • Young adults (4%) • Infill (4%) • Not favorable (4%) • Older adults (2%) 	<ul style="list-style-type: none"> • Aesthetic appearance (13%) • Retail business attraction (13%) • Communication/partnerships (13%) • Restaurant attraction (11%) • Traffic regulation/engineering (6%) • Activities for young people (4%) • Events (4%) • Parking (4%) • Housing (4%) • Walkability (2%)

Conclusion

In developing a strategy for downtown Commerce, the information provided in Chapter I offers a basis from which to generate goals. Considering the history, context, economic landscape, and public opinion for making decisions about Commerce’s future helps ensure that these decisions reflect the current state of Commerce, which is critical to the their success. Chapter II lists goals and objectives identified by the stakeholders committee.

II. GOALS AND OBJECTIVES

Based on the community characteristics, identified issues and assets, as well as information gathered from the public meeting, the stakeholders committee generated a list of goals, which serves as the framework for the Blueprint Strategy and will be integral in guiding the future of Commerce’s downtown. These goals for downtown include:

- 1) Address the needs and opportunities for infill, redevelopment, and revitalization
- 2) Promote business development
- 3) Address infrastructure needs
- 4) Create opportunities for downtown living

The committee then developed objectives that align with each of the goals. The table below lists each goal and objective, as well as the corresponding action item (described in Chapter 4), priority level, the person or entity responsible, and the funding source.

Goal #1: Address needs and opportunities for infill, redevelopment, and revitalization in Downtown Commerce				
<i>Objective</i>	<i>Corresponding Action Item</i>	<i>Priority Level</i>	<i>Person or Entity Responsible</i>	<i>Funding Source</i>
1. Address problems that affect downtown’s appeal (sewer smell, aesthetics, etc.) with short-term solutions until long-term improvements can be made.	1.1.a.	Medium	City (Public Works, Law Enforcement, City Staff)	City
2. Address issues of blight in downtown through code enforcement of commercial and residential structures.	1.2.a. 1.2.b. 1.2.c.	High	Main Street Design Committee	Local merchants, façade grant, private funds
3. Identify and prioritize suitable properties for revitalization efforts, such as infill or redevelopment.	1.3.a.	High	DDA	City (staff time)
4. Prepare for redevelopment of the pole barn area.	1.4.a.	High	City, DDA	City
5. Explore potential for land bank properties in downtown.	1.5.a. 1.5.b.	Medium	City, DDA	City (staff time)
6. Redevelopment of Oxford building.	1.6.a. 1.6.b.	High	City	Private investment

Goal #2: Promote business development in Downtown Commerce

<i>Objective</i>	<i>Action Item Numbers</i>	<i>Priority Level</i>	<i>Person or Entity Responsible</i>	<i>Funding</i>
1. Continue to attract new business, retail, and restaurants to downtown.	2.1.a. 2.1.b. 2.1.c.	High	DDA, Main Street, Economic Developer	Various (private investment, RLF funds, etc.)
2. Document and preserve the historic nature of downtown.	2.2.a. 2.2.b. 2.2.c.	Low	City	Grant funding (e.g. Georgia Heritage Grant)
3. Encourage visitation of and tourism within downtown.	2.3.a. 2.3.b. 2.3.c.	Medium	DDA, Promotions Committee	DDA
4. Complete comprehensive branding initiative for downtown.	2.4.a. 2.4.b.	Medium	DDA, Promotions Committee	DDA, Signage grant

Goal #3: Address infrastructure needs in Downtown Commerce

<i>Objective</i>	<i>Action Item Numbers</i>	<i>Priority Level</i>	<i>Person or Entity Responsible</i>	<i>Funding</i>
1. Implement Commerce fiber project and provide free downtown wireless capabilities.	3.1.a. 3.1.b.	High (near completion in Spring 2015)	City	City
2. Address aging water and sewer infrastructure.	3.2.a. 3.2.b.	Medium	City	SPLOST
3. Identify needs and implement actions to improve parking and flow of truck and pedestrian traffic in downtown.	3.3.a. 3.3.b. 3.3.c.	Medium	City, DDA, GDOT	City, GDOT

Goal #4: Create opportunities for Downtown living

<i>Objective</i>	<i>Action Item Numbers</i>	<i>Priority Level</i>	<i>Person or Entity Responsible</i>	<i>Funding</i>
1. Determine housing needs and demands in downtown.	4.1.a. 4.1.b.	High	City	City (staff time)
2. Address parking needs for downtown residents.	4.2.a.	Medium	City	City, GDOT
3. Ensure consistency in design for the development of housing in Downtown.	4.3.a.	Low	City, DDA	City

III. RECOMMENDATIONS

This chapter summarizes the recommendations that were developed with the Committee to address the identified goals and objectives for the Blueprint Strategy. Objectives and action steps are organized under each of the four goals in order of the estimated time of completion of an objective, from shortest to longest. The table on page 9 and 10 identifies prioritization, funding source, and partners that will assist in working towards the objectives.

Goal #1: Address needs and opportunities for revitalization of Downtown Commerce

Objective 1. Address problems that affect Downtown’s appeal (sewer smell, aesthetics, etc.) with short-term solutions until long-term improvements can be made.

Action Steps:

1.1.a. Establish a communications procedure between city staff and downtown businesses, residents, and property owners

Establishing a communications procedure between downtown businesses, residents, and property owners with public works, law enforcement, and other city staff will help address problems that occur Downtown in a timely manner. Examples of concerns include sewer odors and illegal parking (such as parking on curbs and in planting strips). If reported promptly, these issues can be resolved with stop-gap solutions of flushing the sewer system and writing parking citations until longer-term sewer and parking infrastructure improvements are made (see Action Steps 3.2.a., 3.2.b., and 3.3.b. for a description of these long-term Action Steps).

Objective 2. Address issues of blight in Downtown through improved code enforcement on both commercial and residential structures.

Action Steps:

1.2.a. Develop a record-keeping system for code enforcement

Establish a system to track code violations, including property information, date of notice and follow-up, enforcement action taken, and resolution. These records will be helpful when applying for rehabilitation funding, such as the Community Development Block Grant.

1.2.b. Engage stakeholders and educate the public about code enforcement

Establish a relationship with property owners to explain the code enforcement process and provide assistance in developing a strategy for how to bring property into compliance. Engaging stakeholders and keeping them involved will help create a productive relationship between the City and property owners. Provide information about incentives for compliance with code, for example the Façade Grant that is offered to property owners.

Easy access to the code, clear explanation of enforcement protocol, and transparency during the code enforcement process are necessary. In addition to the current [Code Enforcement FAQ](#) document located on the City’s website, a brochure and dedicated webpage may also help educate the public about code on an on-going basis.

1.2.c. Consider implementing a blight tax ordinance

Commerce may want to consider implementing a blight tax ordinance so that conditions creating blight are addressed promptly. When blight is found, the ad valorem tax may be raised for the property owner or person(s) responsible for payment of these taxes. After the blighted condition is remediated or the property is redeveloped, the ad valorem tax is reduced on the subsequent tax bill until the additional money paid is recouped by the owner. See Appendix 4 for an example of the City of Porterdale’s Blighted Property Ordinance.

Objective 3. Identify and prioritize suitable properties for revitalization efforts, such as infill or redevelopment.

Action Steps:

1.3.a. Develop a methodology for documenting property condition and determining options for revitalization.

As a first step, a survey should be conducted to determine property conditions in downtown. For each property, the survey should take the following into account:

- Property value
- Historic, cultural and environmental attributes
- Status of the property, for example, is the property:
 - Vacant
 - Vacant and ready for use
 - Underutilized
 - Neglected
 - Dilapidated
 - Abandoned
 - Etc.

An example of a survey can be found in Appendix 5. Detailed documentation of property findings should be maintained. This will be useful when applying for funding to help with revitalization efforts.

In conjunction with property value and any historic, cultural, or environmental attributes, all recorded findings related to the property should be considered when determining the best solution for revitalization. In order to make this determination, a ratio of land value to improvement value may help determine the appropriate course of action going forward, including infill, redevelopment, adaptive reuse, restoration, renovation, rehabilitation, or demolition of the property. See Appendix 6 for an explanation of these tools and resources for revitalization efforts.



The Oxford Building offers an opportunity for redevelopment. A rendering of the building’s potential is shown above,

courtesy UGA College of Environment and Design

Objective 4. Redevelop the Pole Barn site.*Action Steps:***1.4.a. Prepare for redevelopment of the pole barn site**

The pole barn structure is to be demolished in order to prepare for redevelopment of the property. As of spring 2015, a developer was considering purchase of the site. If this transaction does not occur, consider a selective Request for Proposals (RFP) process to solicit the appropriate developer for the site. A sample RFP can be found in Appendix 7. If the City wishes to retain ownership of the property, the market study (see Action Item 2.1.a.) should be utilized during outreach to potential business or development investors.



Pole barn structure in downtown Commerce

Objective 5. Explore potential for land bank properties in downtown.*Action Steps:***1.5.a. Consider a land bank as a tool for revitalization**

The City may wish to create a land bank program to purchase key land parcels in downtown and offer these for private redevelopment. Utilizing a land bank can encourage revitalization of declining areas of the community by reducing the cost and difficulty for developers to assemble these sites. Land bank authorities typically have access to a variety of sources of income to fund land bank programs, including: foundation grants, government contracts, land sale revenues, specific tax collection, developer fees, and rental income. Additional information in Appendix 8 and in the [GMA Land Bank Resource Manual](#).

1.5.b. Educate the public about land bank practices

Ensure that the public understands the goals and procedure for establishing a land bank. The City may want to consider educating the public about land banks by holding a public information session and dedicating a City webpage for an explanation of land banks. If the city decides to pursue a land bank, consider incorporating the public in establishing the community's priorities for the land bank.

Objective 6. Redevelopment of Oxford building*Action Steps:***1.6.a. Determine ownership status of the Oxford building**

Determine if the City will retain ownership or sell the Oxford building property, or if a public/private partnership is the optimal strategy. Should the City opt to sell the property, it is recommended that a formal request for proposals (RFP) for property acquisition and site development be issued.

1.6.b. Develop a strategy for soliciting the appropriate developer for the Oxford building

Determine the optimal use of the Oxford Building and solicit the appropriate developer. If the concept drawing plans developed by The University of Georgia address the City's needs and desires for the site, utilize the plans as part of a "platform" to solicit a developer for the Oxford Building. As with the Pole Barn site, a selective RFP process be utilized to solicit the appropriate developer for the site. A sample RFP can be found in Appendix 7.

Goal #2: Promote business development in downtown Commerce

Objective 1. Continue to attract new business, retail, and restaurants to downtown.

Action Steps:

2.1.a. Develop a marketing study to identify commercial opportunities

Building upon data supplied by the NEGRC (found in Appendix 2), conduct a market study that identifies any leakage of sales to surrounding commercial areas to determine opportunities for commercial development in downtown. Identify trends that may be instructive for planning future economic development efforts by analyzing the rate and causes of growth or decline in local businesses. Consider soliciting public opinion to get more specific feedback about the desired types of businesses that would draw the public downtown.

2.1.b. Develop a recruitment packet designed to attract new businesses

Produce a recruitment packet to have available for prospective entrepreneurs and business owners in downtown. This packet can be targeted to the kinds of businesses for which there is demand based on the market study findings from Action Step a. Include information for various incentive programs, such as the Enterprise and Opportunity Zones and public/private partnership opportunities. Additionally, utilize the information gathered in Action Step 1.3.a. to match potential businesses with appropriate and available properties.

2.1.c. Publicize and utilize incentives and tools to promote business in downtown Commerce

Commerce should take full advantage of the Opportunity and Enterprise Zones that are already established within the city. The Opportunity Zone is available for new or existing businesses that create two or more jobs and offers businesses the opportunity to use of Job Tax Credits against 100 percent of Georgia income tax liability and withholding tax. The Enterprise Zone offers local property tax exemption and local abatement or reduction in occupation taxes, regulatory fees, building inspections fees, and other feeds.

Tools to Promote Business

The City may want to consider pursuing other tools to promote business and create a welcoming environment for new business. Programs the City may wish to pursue include:

- Creating a business incubator program to give local entrepreneurs a useful location to support a fledgling business;
- Establishing a local program for gap financing, or a resource center for other sources of financing for startups or expanding local businesses;
- Participating in Georgia programs aimed at furthering local economic development efforts, including: Georgia Competitiveness Initiative, Competitive Assessment (EDGE), Georgia Work Ready, Entrepreneur Friendly Community program, or Quick Start;
- Establishing a tax allocation district (TAD). With a TAD, the local government typically issues bonds to pay for improvements such as infrastructure to make the district more attractive for new development. The added tax revenues that result from new development in the district are used to pay off the bonds.

Objective 2. Document and preserve the historic nature of downtown¹*Action Steps:*

2.2.a. Utilize the preservation arm of the Main Streets program to its fullest

The Main Streets program is already well established in Commerce. This program has roots in a preservation ethic, and utilizing its capabilities to revive downtown buildings is essential for success.

2.2.b. Survey and inventory structures in downtown

A survey and inventory of downtown structures is essential for the creation of any guidelines or preservation plan. By inventorying all the structures in Commerce, noting their style, age, and details, an understanding of the town and its character can be developed. Survey and inventory are the foundations of any preservation plan and required to take any further steps in the process. Furthermore, a survey can assist with National Register nominations, grant applications, tourism planning, and identification of housing opportunities.

2.2.c. Consider participating in and/or implementing historic preservation programs and opportunities

Commerce may wish to enroll in the Certified Local Government (CLG) program, which will enable the City to become eligible for Federal grants programs and technical services. This particular program provides a vehicle for the community voice to be included in design decisions. In addition, a reexamination of the National Register nominated properties is recommended to update the historic boundaries and review the possibility of additional nominations, as needed. Finally, the City should advocate and make information known about the State and Federal tax credits available for rehabilitation of historic properties. More information about tax credits can be found in Appendix 9.

Objective 3. Encourage visitation of and tourism in downtown*Action Steps:*

2.3.a. Organize additional events and festivals in downtown

As indicated by public input, the City's annual events and festivals are popular amongst Commerce citizens. Because of the City's success with these events, the City may wish to organize more events that reflect public input that was received, for example family friendly events and activities for young people are desired.



The historic Waters Brothers building is located in downtown Commerce.

¹Historic preservation is a lucrative option for the revitalization of downtown that relies on its existing structures and their potential. Studies have shown that due to the already invested cost and labor into an existing structure, that rehabilitation is more economically viable and sustainable than demolition. Furthermore, rehabilitation projects involving historic structures create on average 35.4 new jobs in comparison to new construction, which only generates 30.6 (Rypkema, 2007). Older buildings in downtowns also serve as great incubators for small businesses because of their low rental costs and attractive, accessible features. Historic preservation is a key component of successful smart growth cities.

2.3.b. Build upon assets of the town to attract visitors

Consider what is unique to the town and build a tourism attraction around it. For example, a historic walking tour could be developed that highlights historic sites, along with local dining and shopping opportunities. The Committee also suggested developing a transportation museum featuring antique cars and trains, building upon the importance of the train to Commerce and the existing Cruisin' Commerce event.

2.3.c. Establish a marketing campaign to attract visitors to downtown

A marketing campaign, to include social-media, is needed to inform potential visitors about Commerce's programs, events, and attractions. Commerce is located with the Northeast Georgia Mountains tourism region. The Georgia Department of Economic Development (GDEC) project manager for this region can serve as a resource by offering free tourism marketing tools and assistance, and act as a liaison between the City and tourism industry partners.

Objective 4. Complete a comprehensive branding initiative for downtown*Action Steps:***2.4.a.** Coordinate a branding effort that reflects the identity of downtown

Current signage in downtown Commerce

Branding helps create a unified message that reflects a community's identity, and distinguishes it from the other communities. As a first step in the branding process, the City may wish to identify current inconsistencies in branding and develop a coordinated approach for moving forward. This branding effort may be an opportunity for downtown Commerce to positively distinguish itself from Banks Crossing. Simultaneously, having a recognizable brand will help draw visitors from the highly trafficked area of Banks Crossing and surrounding areas to downtown Commerce.

2.4.b. Consider way-finding signage in downtown

Installing well designed and coordinated maps and signs can point visitors to historic sites, shopping, points of interest, dining opportunities, and so forth. Way-finding signage can help create a destination that is welcoming and friendly to visitors.

Goal #3: Address infrastructure needs in downtown Commerce

Objective 1. Implement Commerce fiber project and provide free downtown wireless capabilities.

Action Steps:

3.1.a. Identify opportunities to implement wireless downtown to promote business

With the installation of fiber nearing completion in spring 2015, the City should take advantage of this resource to attract new business. Include information about the availability of wireless internet in the business recruitment packet described in Action Step 2.1.a.

3.1.b. Consider implementing a Dig Once policy

While conducting utility rehab work, Commerce may wish to consider a “Dig Once” policy to encourage the simultaneous placement of conduit/dark fiber. The City should consider this when sewer and water infrastructure is replaced (see Objective 2 below).

Objective 2. Address aging water and sewer infrastructure.

Action Steps:

3.2.a. Determine project cost and scope for replacing water and sewer infrastructure

As a first step, determine the scope of replacing water and sewer infrastructure and cost estimate for the project. The City may wish to apply for grant funding to assist with this needed infrastructure improvement.

3.2.b. Install sewer and water infrastructure

While installing new sewer and water infrastructure in downtown, consider readying potential restaurant spaces for the necessary infrastructure that is needed to get a new restaurant in a condition that is ready for occupancy.

Objective 3. Identify needs and implement actions to improve parking and flow of truck and pedestrian traffic in downtown.

Action Steps:

3.3.a. Assess the need for pedestrian improvements

An assessment should be conducted to identify the pedestrian improvements that are needed within downtown and between downtown and adjacent neighborhoods. Additionally, the Committee indicated there is a need for crosswalks, which may be installed at existing vehicular turnarounds.

3.3.b. Improve parking engineering and enforcement

Consider engineering improvements to address the angle of on-street parking and to reduce the incidence of parking violations. Identify spaces for longer vehicles to avoid damage to sidewalks and streetscape. The space in front of Spencer Park was identified as a place where longer vehicles can be accommodated.

Use signage to designate parking for downtown employees and residents so that parking for visitors is available. The City may wish to reintroduce metered parking to limit the time vehicles are parked in prime spots for access to businesses. Enforcement or a physical barrier such as bollards may prevent vehicles from pulling onto curbs and damaging landscaping. Signage may also be used to direct people to overflow parking spaces for events. Parking may be enforced by hiring a part-time parking officer and help generate revenue for the City through ticketing and/or meters.

3.3.c. Divert truck traffic around downtown

Use the forthcoming traffic study to consider improvements or measures to reduce and calm truck traffic through downtown. Streetscape improvements such as narrowing of lanes and speed humps can serve to slow traffic and create a pedestrian-friendly environment. Consider implementing these streetscape improvements when sewer and water infrastructure is replaced. The City may wish to seek ownership of Broad St. to enable the diversion of truck traffic away from downtown.



Retaining wall repair on Broad St.

Goal #4: Create opportunities for downtown living

Objective 1. Determine housing needs and demands in downtown.

Action Steps:

4.1.a. Identify housing needs and opportunities in downtown

Create a city-wide housing team to identify housing needs and opportunities in Commerce and consider participating in a housing program such as the Georgia Initiative for Community Housing for access to technical assistance, facilitation, and funding opportunities.

4.1.b. Inventory existing and potential downtown living opportunities in downtown

The public identified downtown lofts as desirable for a housing opportunity in Commerce. An inventory should be taken of spaces that are currently available in downtown for housing, spaces that could undergo renovation to accommodate housing, and locations for housing infill.



Example of downtown loft apartments in Macon

Objective 2. Address parking issue for downtown residents.

Actions Steps:

4.2.a. Address parking needs for downtown residents

Dedicated parking is needed for downtown residents to ensure they have sufficient parking that does not take up visitor parking spaces. Consider utilizing a dedicated site for residential parking and utilizing signage to designate parking for various users (see Action Step 3.3.b.).

Objective 3. Ensure consistency in design for the development of housing in Downtown.

Action Steps:

4.3.a. Evaluate existing design guidelines

Evaluate the design guidelines to determine if updates are needed, particularly as redevelopment and infill in downtown are forthcoming. Determine if the process for adhering to the guidelines is sufficient and if necessary, update the protocol for adherence by property owners and developers. The City may wish to review Jefferson's guidelines, which will be updated in Summer 2015.

IV. IMPLEMENTATION AND RESOURCES

Implementation Responsibility

For implementation of the Blueprint Strategy, the City of Commerce may wish to assemble a committee to help guide the process. This committee may also be instrumental in forming partnerships and seeking funding opportunities that will help with the implementation process. With plans to incorporate the designated Blueprint Strategy boundaries as a Target Area for the Comprehensive Plan due October 31, 2015, the identified action items may be incorporated into Commerce's Short Term Work Program, which will be reviewed on a regular basis for progress.

Partnerships

Partner organizations will be instrumental in assisting Commerce with the implementation of the recommendations found in this Blueprint Strategy. A list of potential partners is included below, and includes a description of the possible ways the organizations may be able to contribute their expertise or connections. While this list identifies many potential partners, it is not exclusive. As additional partner organizations are identified, they should be included in implementation discussions.

[The Alliance for Economic Development](#)

The Alliance for Economic Development, an arm of the Economic Development Council (EDC), is a public-private partnership for the economic advancement of Jackson County. The goal of the Alliance is to make Jackson County a globally competitive, premiere place to do business.

[Georgia Department of Community Affairs](#)

The Georgia Department of Community Affairs (DCA) provides a variety of community development programs to help the state's communities realize their goals. DCA offers a variety of economic development incentives and tools designed to help promote growth and job creation. It helps offer decent housing options through a range of programs that foster new housing development, home ownership, and improved housing choices. The agency may be able to assist in obtaining funding and implementation of recommendations related to new or improved development.

[Georgia Department of Economic Development](#)

This agency assists private for profit, non-profit, and governmental clients by analyzing their tourism development goals and objectives and providing organizational assistance. The Product Development team works in concert with the nine Regional Tourism Project Managers to provide technical assistance and in turn direct the client toward Georgia's various state agencies with their respective financial and technical assistance resources.

[Georgia Department of Transportation \(GDOT\)](#)

The Georgia Department of Transportation works to provide a safe, seamless and sustainable transportation system that supports Georgia's economy and is sensitive to its citizens and environment. GDOT has jurisdiction over any state route throughout Georgia.

[Georgia Initiative for Community Housing](#)

The objective of the Initiative is to help communities create and launch a locally based plan to meet their housing and neighborhood revitalization needs. Readily available housing and neighborhood revitalization technical assistance and expertise provided to (1) help communities identify needs, (2) develop a plan for meeting their objectives, and (3) enhance local understanding of funding programs.

[Georgia Main Street](#)

The State program can provide resources to the local Main Street program on a range of topics, including historic preservation, small business development, expansion of the state's employment base, leveraging private investment, increasing tourism and providing a positive road map for public-private partnerships.

[Jackson County Area Chamber of Commerce](#)

The Chamber of Commerce supports local business and can be a partner in promoting business, encouraging local shopping, and planning events to draw people downtown.

[Jackson County Parks and Recreation Athletics](#)

The County Parks and Recreation department may be able to assist with Commerce in planning events such as a 5K to draw residents and visitors to downtown.

[Northeast Georgia Regional Commission](#)

The Planning & Government Services (PGS) Division's staff assists local governments in a range of programs and services on a local and regional level. These services cover local and regional planning, as well as community and economic development.

[University of Georgia Small Business Development Center](#)

This Center offers resources and training opportunities for entrepreneurs and small business owners. As Commerce is trying to develop a downtown that is friendly to new business, the Center may offer an opportunity for partnership.

Grant Sources

The following state and federal agencies administer grant funding that may be relevant to the implementation of the Commerce Blueprint Strategy.

[Georgia Department of Community Affairs \(DCA\)](#)

DCA manages the State's Community Development Block Grant (CDBG) program, through which communities may apply for funding to complete housing, infrastructure, community facility, and economic development projects that meet specified low- to moderate-income threshold requirements. This funding is allocated into four sub-programs: Annual Competition, Employment Incentive Program (EIP), Redevelopment Fund (RDF), and Immediate Threat and Danger (ITAD).

The One Georgia Authority is a State funding program that offers grants and loans for projects that will encourage and enable economic development and job creation and retention. DCA also manages the downtown Development Revolving Loan Fund (DDRLF), in place to assist local governments with implementing capital projects in traditional downtown areas and adjacent historic neighborhoods.

[Appalachian Regional Commission \(ARC\)](#)

The Appalachian Regional Commission (ARC) is a multi-state regional economic development agency. The region includes all or parts of the 13 states following the spine of the Appalachian Mountains. Jackson County is one of four ARC counties in Northeast Georgia. The agency provides funding to projects that address one or more of the goals identified in its strategic plan. Program areas include asset-based development, infrastructure, education and training, energy, entrepreneurship and business development, and tourism development, among others.

[Economic Development Administration \(EDA\)](#)

The mission of the United States Economic Development Administration (EDA) is to lead the federal economic development agenda by promoting innovation and competitiveness. The agency predominantly provides funding for infrastructure improvements that enable communities to create and retain private sector jobs.

[United States Department of Agriculture Rural Development \(USDA-RD\)](#)

The Rural Development division of the U.S. Department of Agriculture (USDA-RD) facilitates loan and grant programs and technical assistance to support the development of housing and community facilities and promote economic development.

[Georgia Department of Natural Resources/Historic Preservation Division \(DNR-HPD\)](#)

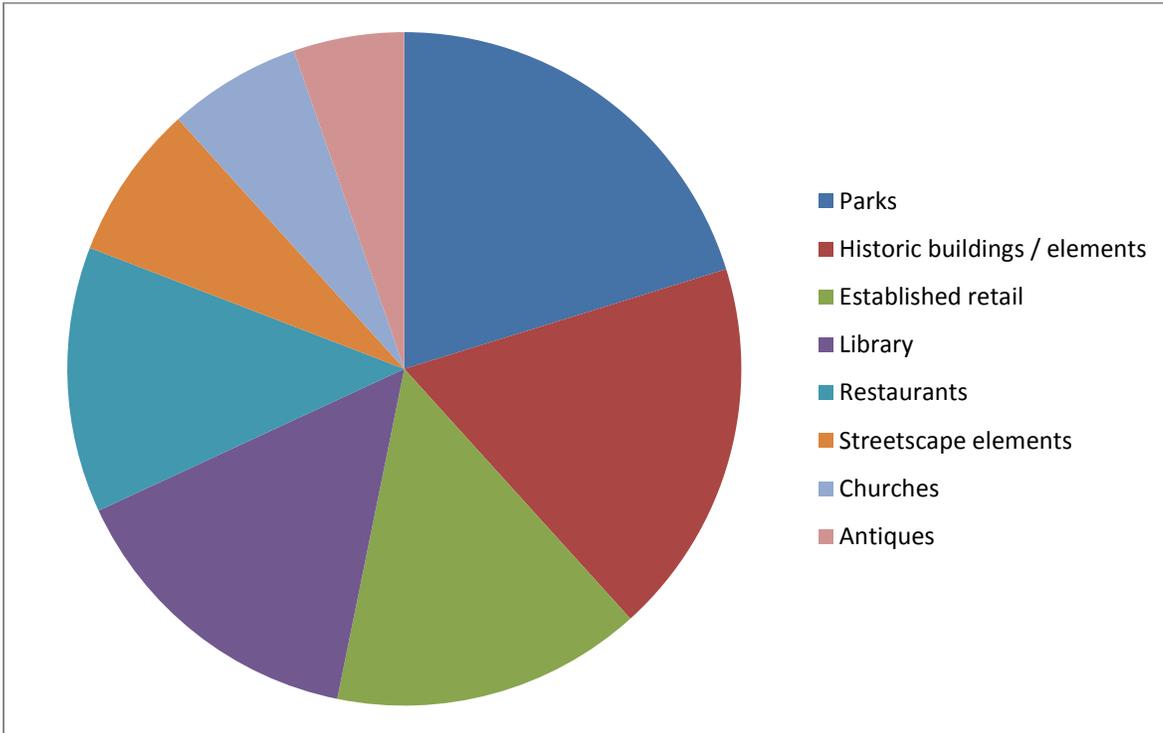
The Historic Preservation Division (HPD) of the Department of Natural Resources serves at the State Historic Preservation Office (SHPO). It administers state and federal historic-preservation programs that include tax-incentive and preservation-grant programs. HPD also coordinates activities for Georgia's Certified Local Governments (CLGs) and its inclusive grant-funding opportunities.

Appendix 1:

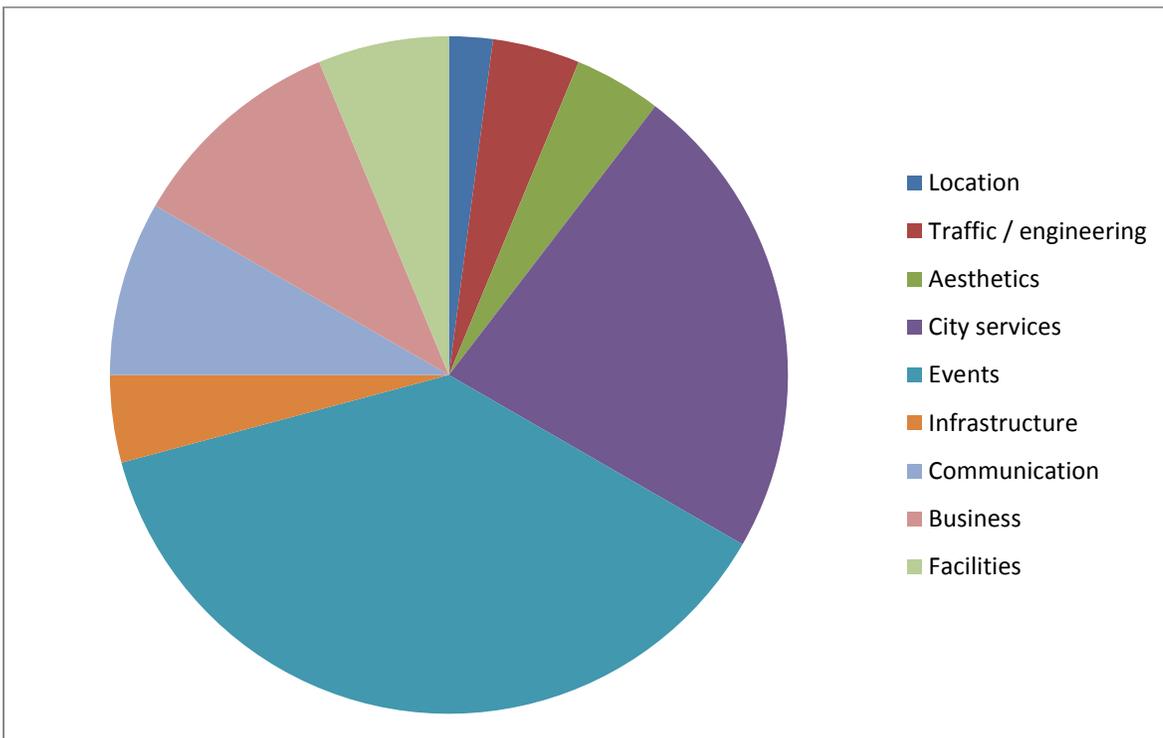
Public Input

At the first public meeting, 47 responses were collected. The following charts display the themes pulled from each response.

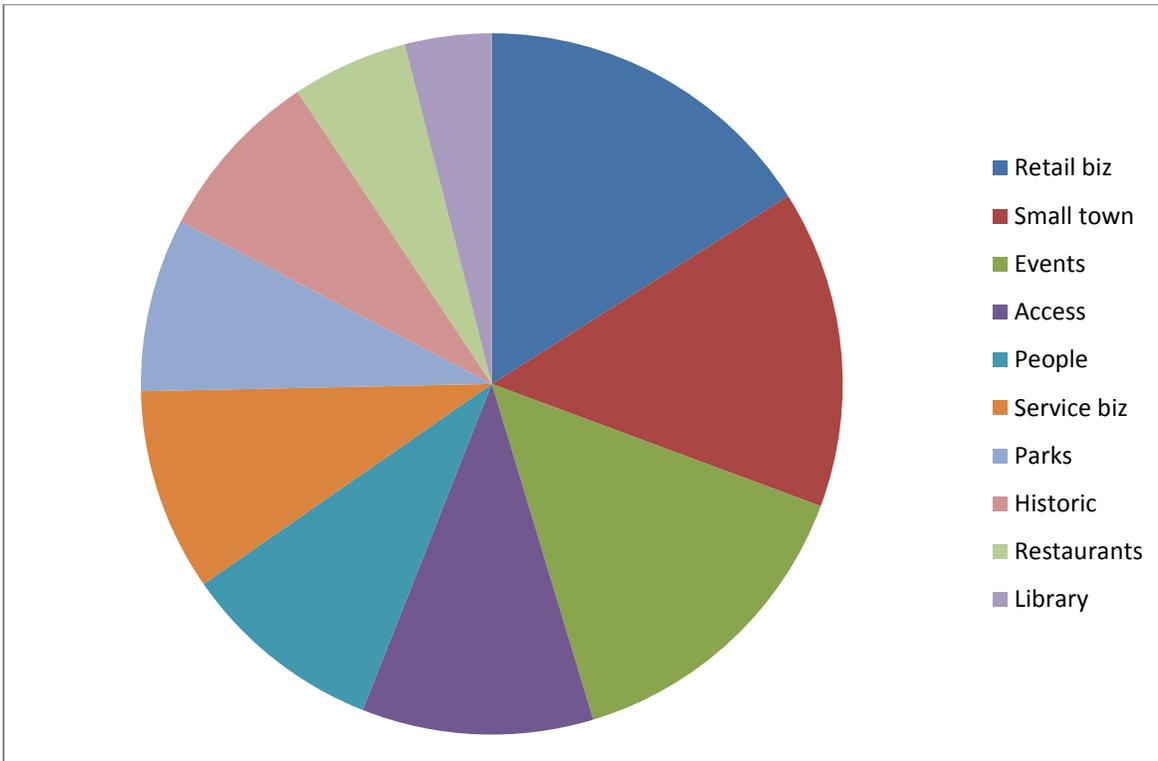
What are the “jewels,” or highlights of Downtown?



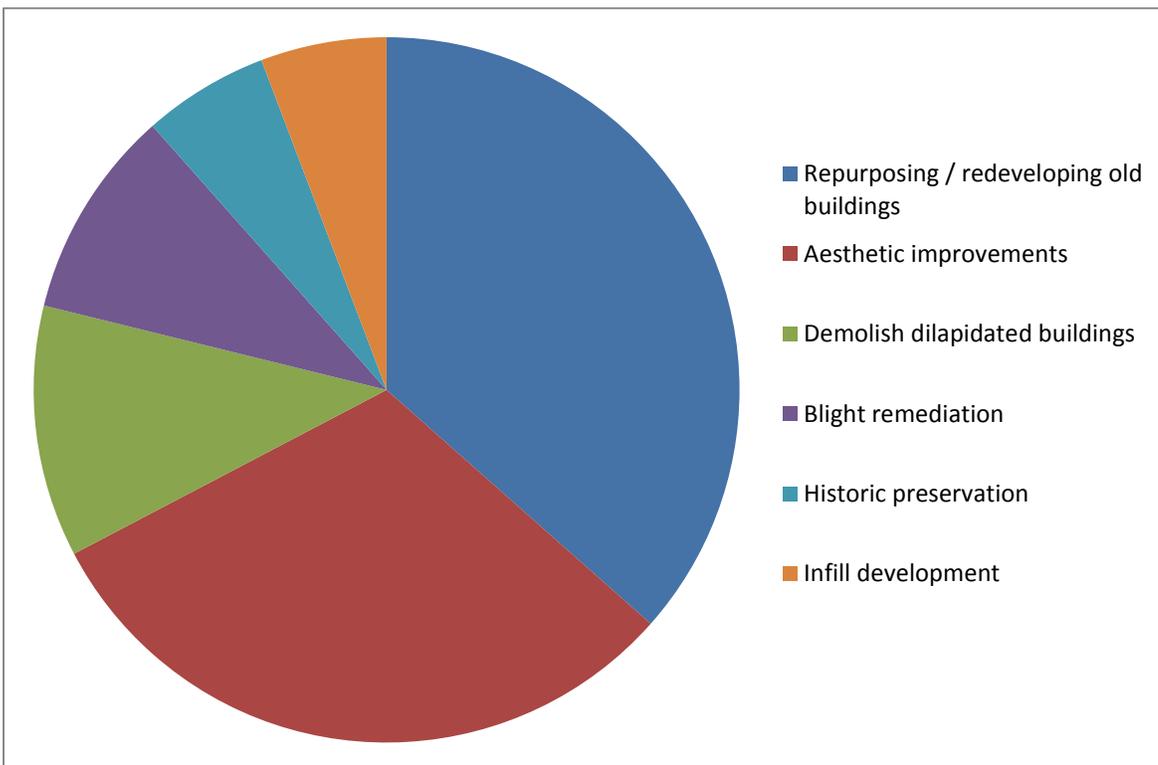
What works well in Downtown?



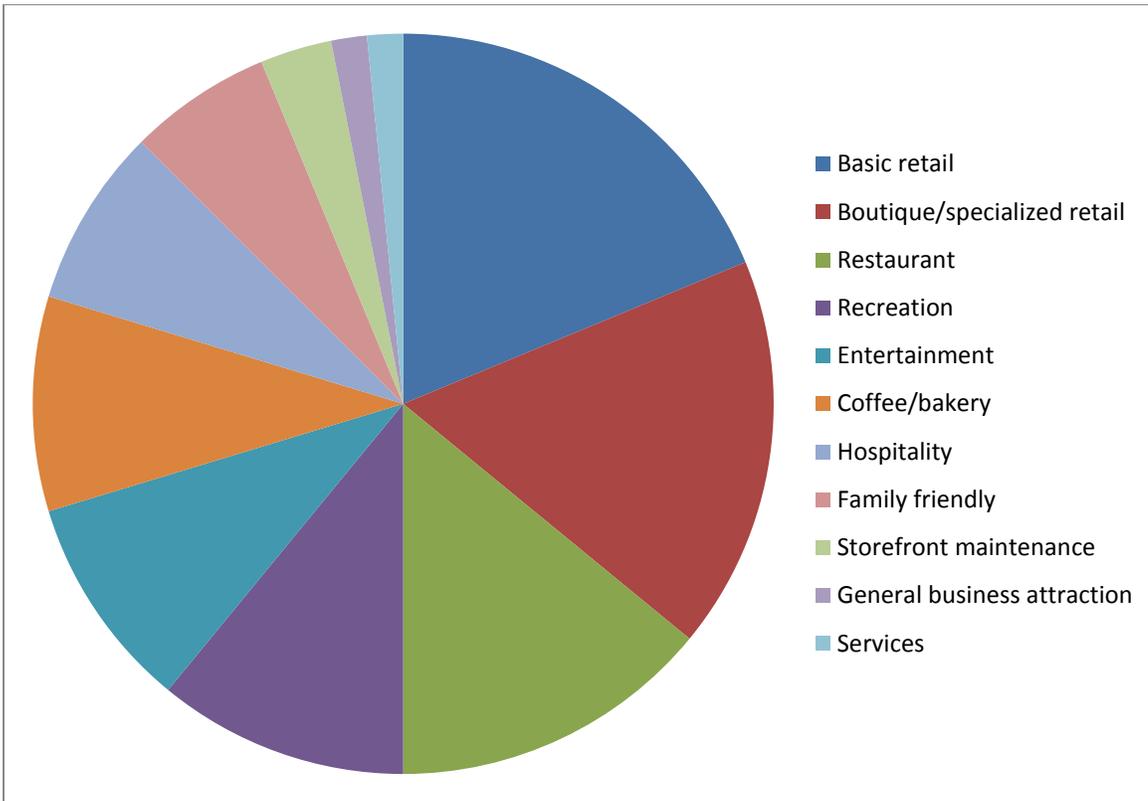
What is your favorite thing about Downtown?



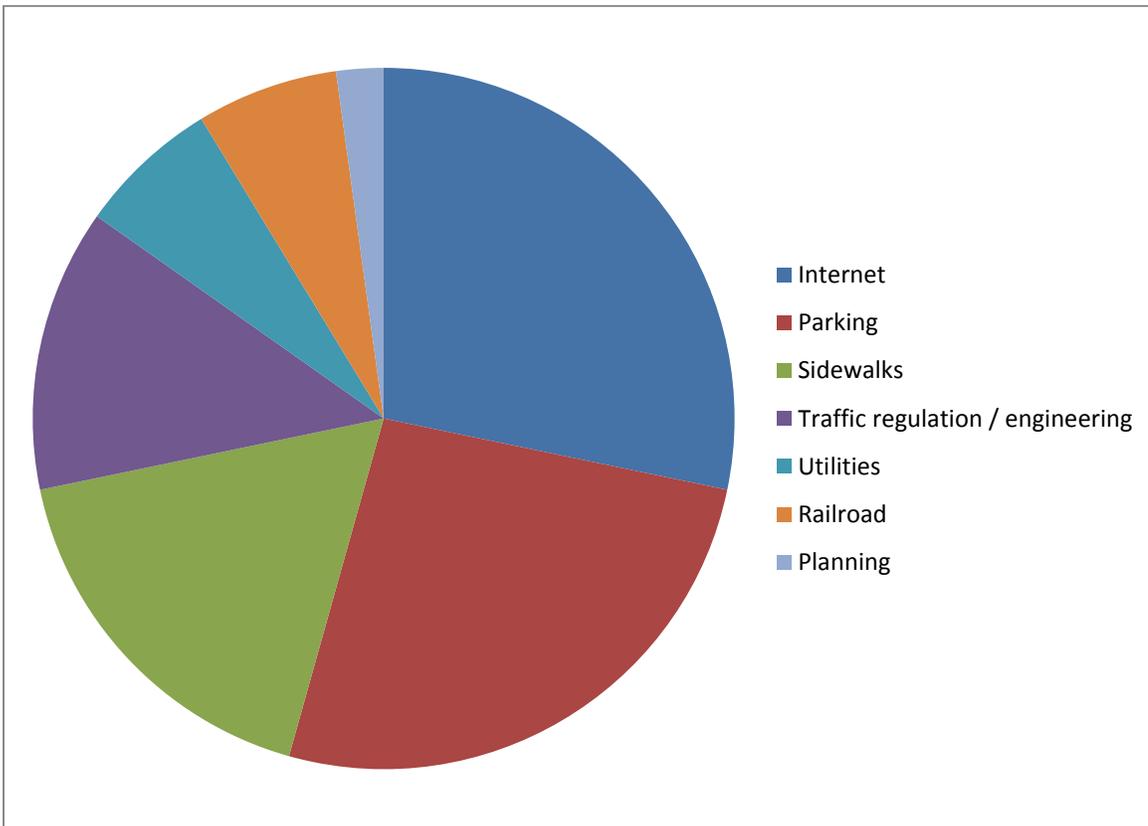
Goals: Physical Improvements



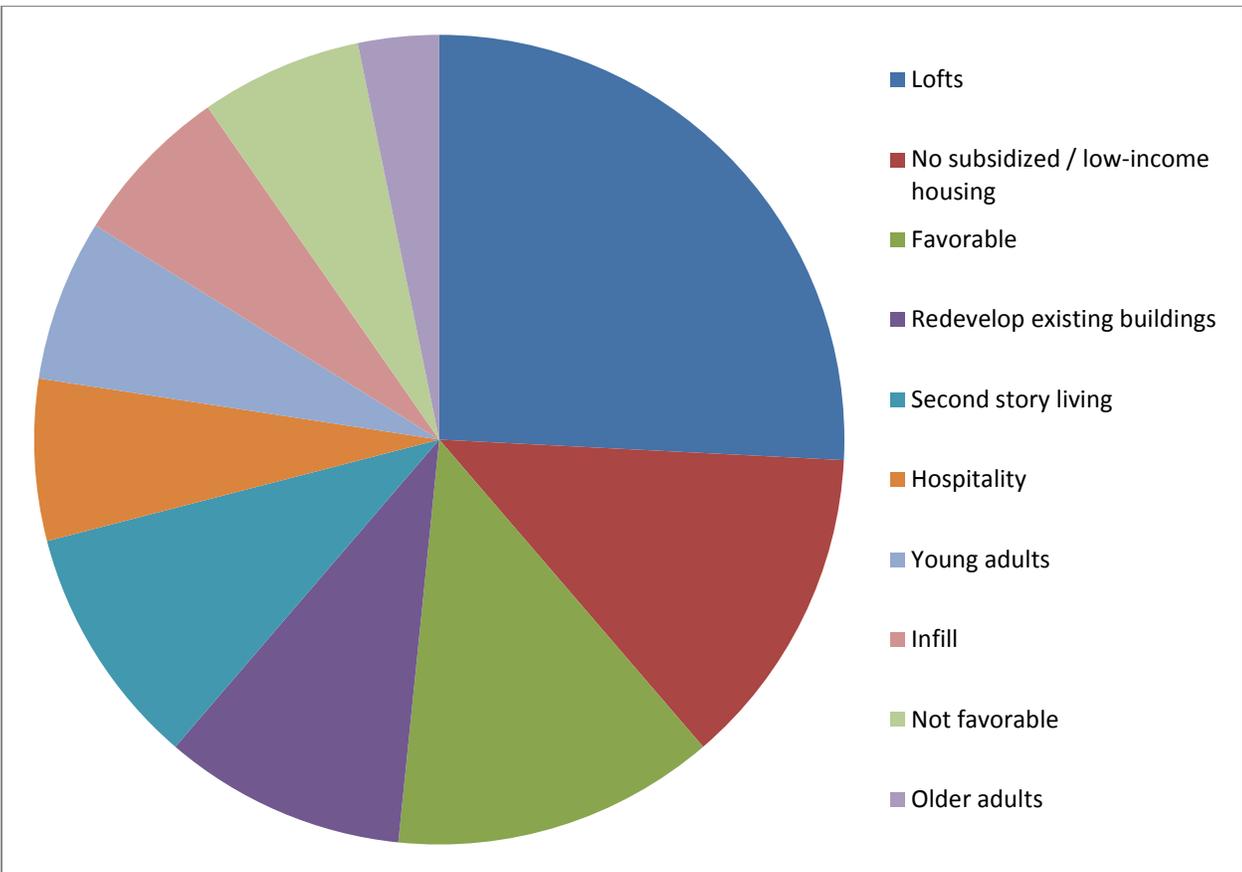
Goals: Business Development



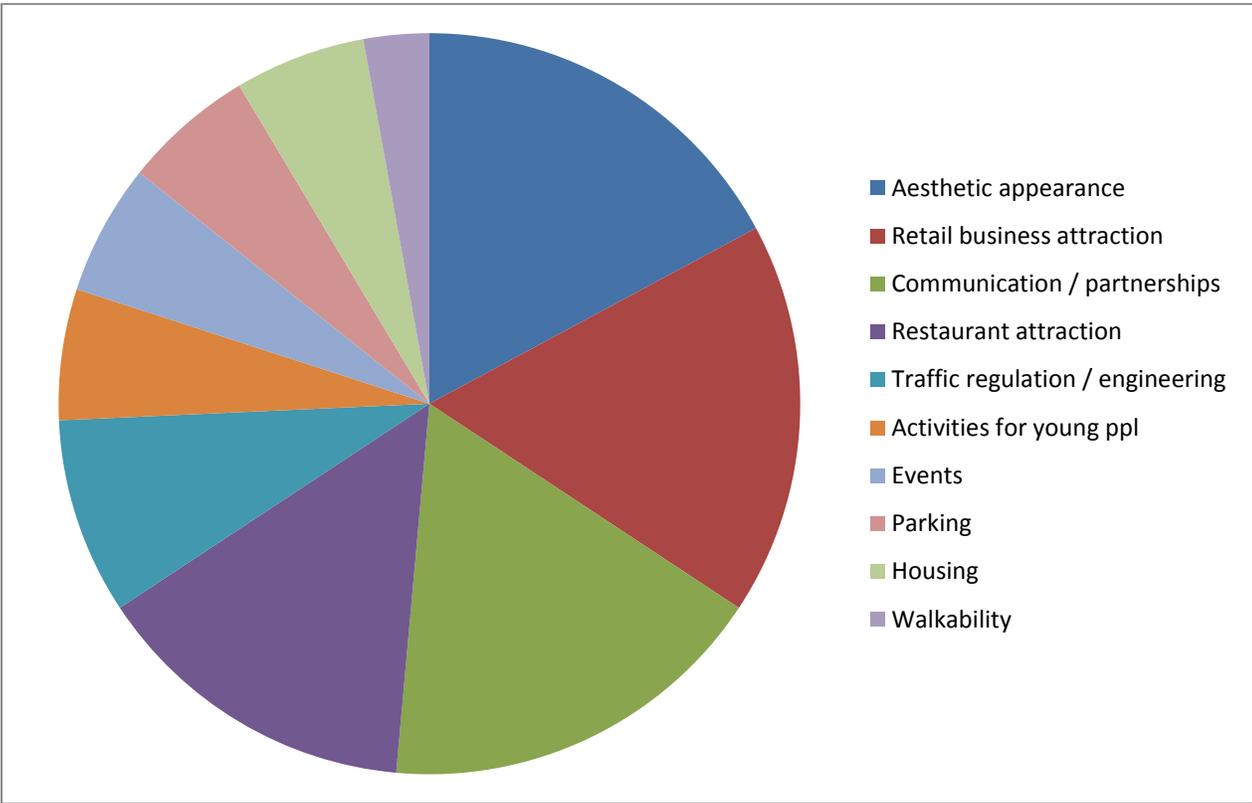
Goals: Infrastructure



Goals: Downtown Living



Goals: We need to focus on improving.....



Appendix 2:

Leakage Report



Retail MarketPlace Profile

Commerce Downtown Blueprint
 Area: 0.28 square miles

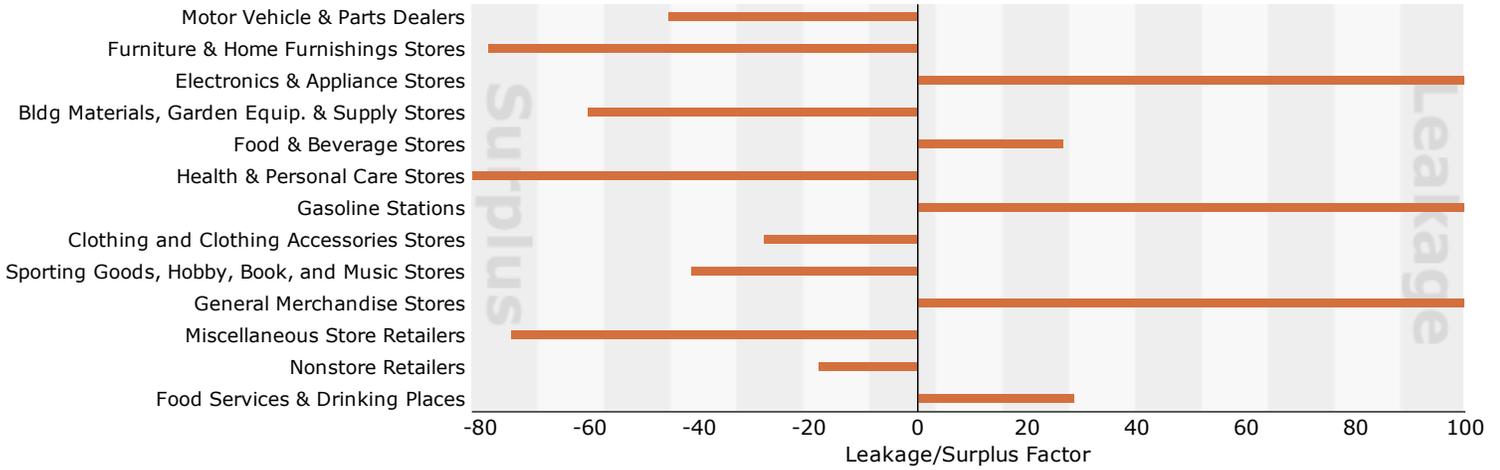
Latitude: 34.2000025
 Longitude: -83.4544852

Summary Demographics						
2013 Population						255
2013 Households						103
2013 Median Disposable Income						\$25,260
2013 Per Capita Income						\$15,971
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$2,311,737	\$4,888,750	-\$2,577,013	-35.8	21
Total Retail Trade	44-45	\$2,117,266	\$4,781,207	-\$2,663,941	-38.6	19
Total Food & Drink	722	\$194,471	\$107,543	\$86,928	28.8	2
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$402,052	\$1,079,856	-\$677,804	-45.7	3
Automobile Dealers	4411	\$344,763	\$908,187	-\$563,424	-45.0	1
Other Motor Vehicle Dealers	4412	\$24,709	\$0	\$24,709	100	0
Auto Parts, Accessories & Tire Stores	4413	\$32,580	\$171,669	-\$139,089	-68.1	2
Furniture & Home Furnishings Stores	442	\$41,819	\$348,330	-\$306,511	-78.6	1
Furniture Stores	4421	\$24,855	\$348,330	-\$323,475	-86.7	1
Home Furnishings Stores	4422	\$16,963	\$0	\$16,963	100.0	0
Electronics & Appliance Stores	443	\$59,185	\$0	\$59,185	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$76,399	\$308,483	-\$232,084	-60.3	2
Bldg Material & Supplies Dealers	4441	\$61,641	\$221,297	-\$159,656	-56.4	1
Lawn & Garden Equip & Supply Stores	4442	\$14,758	\$0	\$14,758	100.0	0
Food & Beverage Stores	445	\$369,522	\$214,284	\$155,238	26.6	1
Grocery Stores	4451	\$347,402	\$214,284	\$133,118	23.7	1
Specialty Food Stores	4452	\$6,980	\$0	\$6,980	100.0	0
Beer, Wine & Liquor Stores	4453	\$15,140	\$0	\$15,140	100.0	0
Health & Personal Care Stores	446,4461	\$188,026	\$1,858,248	-\$1,670,222	-81.6	2
Gasoline Stations	447,4471	\$266,154	\$0	\$266,154	100.0	0
Clothing & Clothing Accessories Stores	448	\$104,363	\$187,176	-\$82,813	-28.4	1
Clothing Stores	4481	\$77,499	\$174,675	-\$97,176	-38.5	1
Shoe Stores	4482	\$13,796	\$0	\$13,796	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$13,068	\$0	\$13,068	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$44,834	\$108,474	-\$63,640	-41.5	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$35,557	\$76,226	-\$40,669	-36.4	1
Book, Periodical & Music Stores	4512	\$9,278	\$32,248	-\$22,970	-55.3	1
General Merchandise Stores	452	\$382,111	\$0	\$382,111	100.0	0
Department Stores Excluding Leased Depts.	4521	\$117,122	\$0	\$117,122	100.0	0
Other General Merchandise Stores	4529	\$264,989	\$0	\$264,989	100.0	0
Miscellaneous Store Retailers	453	\$49,169	\$333,836	-\$284,667	-74.3	7
Florists	4531	\$2,802	\$80,740	-\$77,938	-93.3	1
Office Supplies, Stationery & Gift Stores	4532	\$11,316	\$43,018	-\$31,702	-58.3	1
Used Merchandise Stores	4533	\$5,361	\$118,913	-\$113,552	-91.4	3
Other Miscellaneous Store Retailers	4539	\$29,690	\$91,166	-\$61,476	-50.9	1
Nonstore Retailers	454	\$133,634	\$193,462	-\$59,828	-18.3	1
Electronic Shopping & Mail-Order Houses	4541	\$99,915	\$181,020	-\$81,105	-28.9	1
Vending Machine Operators	4542	\$6,479	\$0	\$6,479	100.0	0
Direct Selling Establishments	4543	\$27,240	\$0	\$27,240	100.0	0
Food Services & Drinking Places	722	\$194,471	\$107,543	\$86,928	28.8	2
Full-Service Restaurants	7221	\$78,335	\$0	\$78,335	100.0	0
Limited-Service Eating Places	7222	\$97,696	\$43,495	\$54,201	38.4	1
Special Food Services	7223	\$6,444	\$0	\$6,444	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$11,997	\$33,831	-\$21,834	-47.6	1

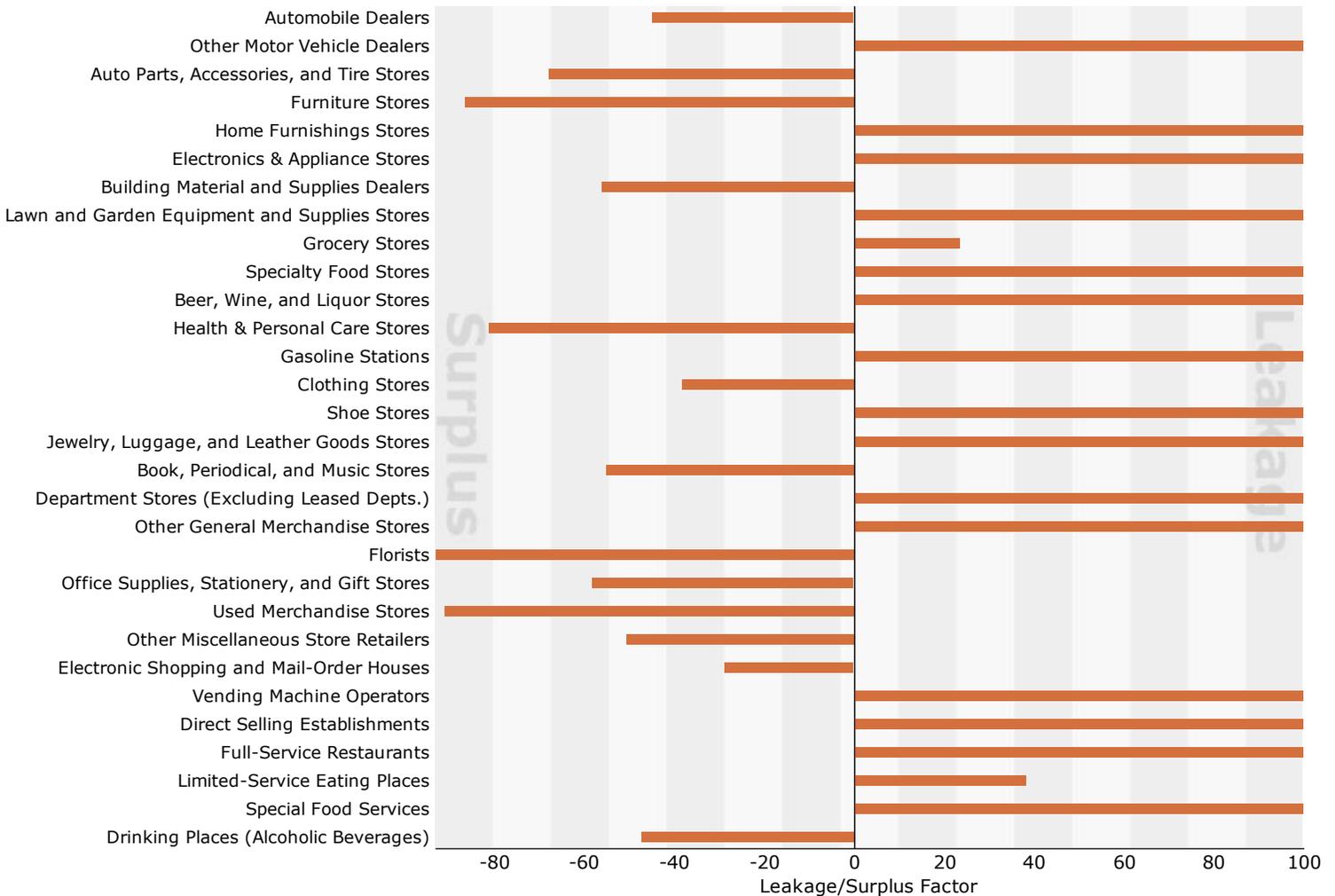
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Dun & Bradstreet. Copyright 2013 Dun & Bradstreet, Inc. All rights reserved.

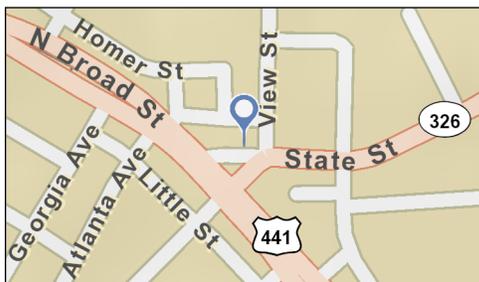
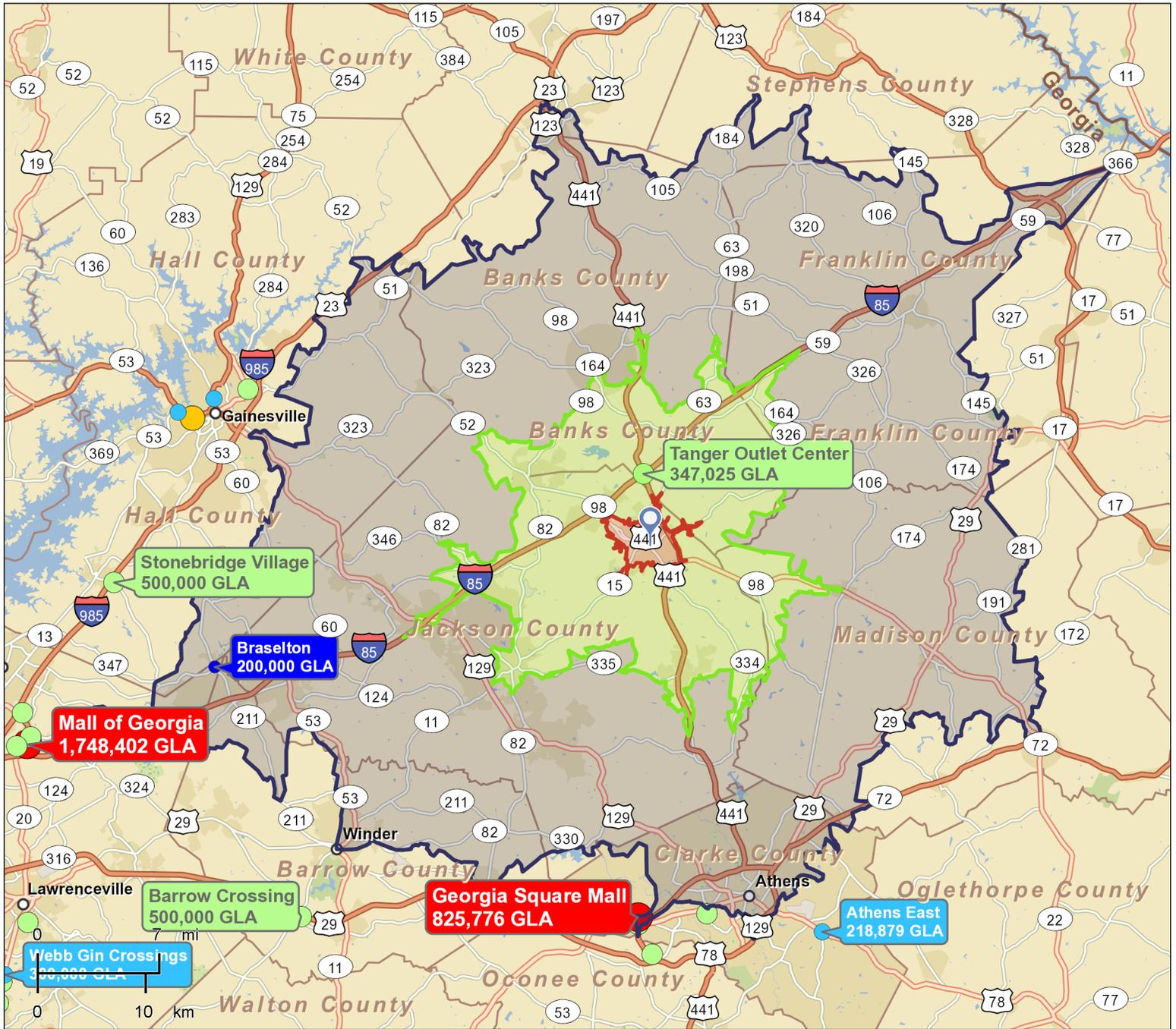
Leakage/Surplus Factor by Industry Subsector



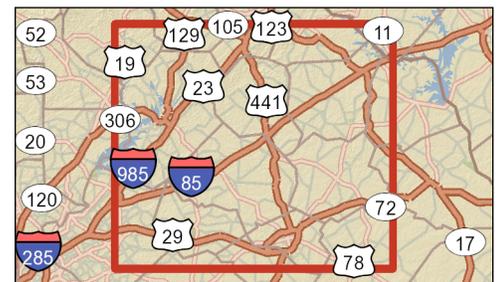
Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet. Copyright 2013 Dun & Bradstreet, Inc. All rights reserved.



- Gross Leasable Area
- Less than 200,000 sq ft
 - 200,001 - 300,000
 - 300,001 - 500,000
 - 500,001 - 800,000
 - More than 800,000



Source: Directory of Major Malls, Inc.

Appendix 3:

Resident Characteristics



Executive Summary

Commerce, Georgia, United States
 Drive Times: 5, 15, 30 minute radii

Latitude: 34.204
 Longitude: -83.45711

	5 minute	15 minute	30 minute
Population			
2000 Population	5,299	28,003	196,958
2010 Population	6,432	34,834	258,084
2014 Population	6,443	35,363	269,118
2019 Population	6,445	35,820	282,582
2000-2010 Annual Rate	1.96%	2.21%	2.74%
2010-2014 Annual Rate	0.04%	0.36%	0.99%
2014-2019 Annual Rate	0.01%	0.26%	0.98%
2014 Male Population	46.9%	49.6%	49.0%
2014 Female Population	53.1%	50.4%	51.0%
2014 Median Age	38.0	38.6	32.5

In the identified area, the current year population is 269,118. In 2010, the Census count in the area was 258,084. The rate of change since 2010 was 0.99% annually. The five-year projection for the population in the area is 282,582 representing a change of 0.98% annually from 2014 to 2019. Currently, the population is 49.0% male and 51.0% female.

Median Age

The median age in this area is 38.0, compared to U.S. median age of 37.7.

Race and Ethnicity

2014 White Alone	80.0%	85.7%	75.0%
2014 Black Alone	12.2%	7.7%	14.3%
2014 American Indian/Alaska Native Alone	0.4%	0.3%	0.3%
2014 Asian Alone	1.3%	1.3%	2.5%
2014 Pacific Islander Alone	0.0%	0.0%	0.1%
2014 Other Race	3.6%	2.9%	5.6%
2014 Two or More Races	2.3%	2.1%	2.2%
2014 Hispanic Origin (Any Race)	7.6%	5.8%	12.2%

Persons of Hispanic origin represent 12.2% of the population in the identified area compared to 17.5% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 54.1 in the identified area, compared to 62.6 for the U.S. as a whole.

Households

2000 Households	2,120	10,326	73,079
2010 Households	2,443	12,627	93,400
2014 Total Households	2,432	12,760	96,307
2019 Total Households	2,423	12,883	101,041
2000-2010 Annual Rate	1.43%	2.03%	2.48%
2010-2014 Annual Rate	-0.11%	0.25%	0.72%
2014-2019 Annual Rate	-0.07%	0.19%	0.96%
2014 Average Household Size	2.58	2.72	2.66

The household count in this area has changed from 93,400 in 2010 to 96,307 in the current year, a change of 0.72% annually. The five-year projection of households is 101,041, a change of 0.96% annually from the current year total. Average household size is currently 2.66, compared to 2.65 in the year 2010. The number of families in the current year is 63,613 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

September 15, 2014



Executive Summary

Commerce, Georgia, United States
 Drive Times: 5, 15, 30 minute radii

Latitude: 34.204
 Longitude: -83.45711

	5 minute	15 minute	30 minute
Median Household Income			
2014 Median Household Income	\$37,311	\$41,337	\$40,919
2019 Median Household Income	\$44,151	\$49,450	\$49,020
2014-2019 Annual Rate	3.42%	3.65%	3.68%
Average Household Income			
2014 Average Household Income	\$47,093	\$51,775	\$55,900
2019 Average Household Income	\$52,785	\$57,462	\$64,097
2014-2019 Annual Rate	2.31%	2.11%	2.77%
Per Capita Income			
2014 Per Capita Income	\$17,737	\$18,662	\$20,472
2019 Per Capita Income	\$19,776	\$20,622	\$23,354
2014-2019 Annual Rate	2.20%	2.02%	2.67%

Households by Income

Current median household income is \$40,919 in the area, compared to \$52,076 for all U.S. households. Median household income is projected to be \$49,020 in five years, compared to \$59,599 for all U.S. households

Current average household income is \$55,900 in this area, compared to \$72,809 for all U.S. households. Average household income is projected to be \$64,097 in five years, compared to \$83,937 for all U.S. households

Current per capita income is \$20,472 in the area, compared to the U.S. per capita income of \$27,871. The per capita income is projected to be \$23,354 in five years, compared to \$32,168 for all U.S. households

Housing			
2000 Total Housing Units	2,313	11,195	78,400
2000 Owner Occupied Housing Units	1,390	7,864	46,569
2000 Renter Occupied Housing Units	730	2,462	26,510
2000 Vacant Housing Units	193	869	5,321
2010 Total Housing Units	2,784	14,248	104,857
2010 Owner Occupied Housing Units	1,545	9,249	60,508
2010 Renter Occupied Housing Units	898	3,378	32,892
2010 Vacant Housing Units	341	1,621	11,457
2014 Total Housing Units	2,827	14,526	107,715
2014 Owner Occupied Housing Units	1,459	9,021	59,826
2014 Renter Occupied Housing Units	974	3,739	36,481
2014 Vacant Housing Units	395	1,766	11,408
2019 Total Housing Units	2,942	15,088	113,607
2019 Owner Occupied Housing Units	1,420	9,023	62,604
2019 Renter Occupied Housing Units	1,003	3,860	38,436
2019 Vacant Housing Units	519	2,205	12,566

Currently, 55.5% of the 107,715 housing units in the area are owner occupied; 33.9%, renter occupied; and 10.6% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.6% are vacant. In 2010, there were 104,857 housing units in the area - 57.7% owner occupied, 31.4% renter occupied, and 10.9% vacant. The annual rate of change in housing units since 2010 is 1.20%. Median home value in the area is \$134,280, compared to a median home value of \$190,791 for the U.S. In five years, median value is projected to change by 3.86% annually to \$162,252.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



Retail Market Potential

Commerce, Georgia, United States
 Drive Time: 5 minute radius

Latitude: 34.204
 Longitude: -83.45711

Demographic Summary	2013	2018
Population	6,498	6,565
Population 18+	4,934	4,995
Households	2,461	2,473
Median Household Income	\$36,105	\$39,393

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,549	51.7%	105
Bought any women's clothing in last 12 months	2,269	46.0%	101
Bought clothing for child <13 years in last 6 months	1,454	29.5%	100
Bought any shoes in last 12 months	2,665	54.0%	98
Bought costume jewelry in last 12 months	851	17.2%	86
Bought any fine jewelry in last 12 months	926	18.8%	95
Bought a watch in last 12 months	512	10.4%	91
Automobiles (Households)			
HH owns/leases any vehicle	2,232	90.7%	106
HH bought/leased new vehicle last 12 mo	176	7.2%	91
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,411	89.4%	105
Bought/changed motor oil in last 12 months	3,012	61.0%	121
Had tune-up in last 12 months	1,434	29.1%	92
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,762	56.0%	88
Drank regular cola in last 6 months	2,489	50.4%	109
Drank beer/ale in last 6 months	1,816	36.8%	86
Cameras (Adults)			
Own digital point & shoot camera	1,501	30.4%	87
Own digital single-lens reflex (SLR) camera	289	5.9%	70
Bought any camera in last 12 months	415	8.4%	97
Bought memory card for camera in last 12 months	276	5.6%	85
Printed digital photos in last 12 months	214	4.3%	99
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,764	35.8%	96
Have a smartphone	1,239	25.1%	69
Have an iPhone	280	5.7%	49
Number of cell phones in household: 1	844	34.3%	108
Number of cell phones in household: 2	828	33.6%	93
Number of cell phones in household: 3+	488	19.8%	80
HH has cell phone only (no landline telephone)	741	30.1%	90
Computers (Households)			
HH owns a computer	1,659	67.4%	89
HH owns desktop computer	1,212	49.2%	95
HH owns laptop/notebook/tablet	905	36.8%	77
Spent <\$500 on most recent home computer	367	14.9%	114
Spent \$500-\$999 on most recent home computer	466	18.9%	92
Spent \$1,000-\$1,499 on most recent home computer	214	8.7%	81
Spent \$1,500-\$1,999 on most recent home computer	63	2.6%	51
Spent \$2,000+ on most recent home computer	61	2.5%	64

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.



Retail Market Potential

Commerce, Georgia, United States
 Drive Time: 5 minute radius

Latitude: 34.204
 Longitude: -83.45711

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Bought brewed coffee at convenience store in last 30 days	762	15.4%	98
Bought cigarettes at convenience store in last 30 days	944	19.1%	143
Bought gas at convenience store in last 30 days	2,266	45.9%	138
Spent at convenience store in last 30 days: <\$11	287	5.8%	83
Spent at convenience store in last 30 days: \$11-\$19	76	1.5%	79
Spent at convenience store in last 30 days: \$20-\$39	415	8.4%	90
Spent at convenience store in last 30 days: \$40-\$50	430	8.7%	114
Spent at convenience store in last 30 days: \$51-\$99	256	5.2%	105
Spent at convenience store in last 30 days: \$100+	1,578	32.0%	139
Entertainment (Adults)			
Attended a movie in last 6 months	2,434	49.3%	81
Went to live theater in last 12 months	328	6.6%	55
Went to a bar/night club in last 12 months	638	12.9%	72
Dined out in last 12 months	2,062	41.8%	91
Gambled at a casino in last 12 months	545	11.0%	71
Visited a theme park in last 12 months	680	13.8%	76
Viewed movie (video-on-demand) in last 30 days	402	8.1%	52
Viewed TV show (video-on-demand) in last 30 days	215	4.4%	42
Watched any pay-per-view TV in last 12 months	591	12.0%	85
Downloaded a movie over the Internet in last 30 days	182	3.7%	62
Downloaded any individual song in last 6 months	773	15.7%	76
Watched a movie online in the last 30 days	347	7.0%	63
Watched a TV program online in last 30 days	349	7.1%	57
Played a video/electronic game (console) in last 12 months	551	11.2%	95
Played a video/electronic game (portable) in last 12 months	165	3.3%	72
Financial (Adults)			
Have home mortgage (1st)	1,424	28.9%	90
Used ATM/cash machine in last 12 months	1,983	40.2%	84
Own any stock	259	5.2%	64
Own U.S. savings bond	217	4.4%	70
Own shares in mutual fund (stock)	206	4.2%	52
Own shares in mutual fund (bonds)	144	2.9%	56
Have interest checking account	1,319	26.7%	92
Have non-interest checking account	1,615	32.7%	114
Have savings account	2,313	46.9%	88
Have 401K retirement savings plan	611	12.4%	84
Own/used any credit/debit card in last 12 months	3,330	67.5%	93
Avg monthly credit card expenditures: <\$111	614	12.4%	100
Avg monthly credit card expenditures: \$111-\$225	342	6.9%	107
Avg monthly credit card expenditures: \$226-\$450	282	5.7%	93
Avg monthly credit card expenditures: \$451-\$700	199	4.0%	76
Avg monthly credit card expenditures: \$701-\$1,000	154	3.1%	70
Avg monthly credit card expenditures: \$1,001+	249	5.0%	56
Did banking online in last 12 months	1,268	25.7%	75
Did banking on mobile device in last 12 months	215	4.4%	60
Paid bills online in last 12 months	1,501	30.4%	76

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Retail Market Potential

Commerce, Georgia, United States
 Drive Time: 5 minute radius

Latitude: 34.204
 Longitude: -83.45711

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	3,803	77.1%	107
Used bread in last 6 months	4,788	97.0%	102
Used chicken/turkey (fresh or frozen) in last 6 months	4,017	81.4%	101
Used fish/seafood (fresh or frozen) in last 6 months	2,622	53.1%	96
Used fresh fruit/vegetables in last 6 months	4,275	86.6%	99
Used fresh milk in last 6 months	4,609	93.4%	104
Used organic food in last 6 months	696	14.1%	74
Health (Adults)			
Exercise at home 2+ times per week	1,156	23.4%	86
Exercise at club 2+ times per week	293	5.9%	45
Visited a doctor in last 12 months	3,810	77.2%	102
Used vitamin/dietary supplement in last 6 months	2,431	49.3%	92
Home (Households)			
Any home improvement in last 12 months	775	31.5%	111
Used housekeeper/maid/professional HH cleaning service in last 12	216	8.8%	66
Purchased low ticket HH furnishings in last 12 months	354	14.4%	92
Purchased big ticket HH furnishings in last 12 months	464	18.9%	89
Purchased bedding/bath goods in last 12 months	1,286	52.3%	97
Purchased cooking/serving product in last 12 months	522	21.2%	87
Bought any small kitchen appliance in last 12 months	527	21.4%	97
Bought any large kitchen appliance in last 12 months	303	12.3%	97
Insurance (Adults/Households)			
Currently carry life insurance	2,413	48.9%	111
Carry medical/hospital/accident insurance	3,090	62.6%	98
Carry homeowner insurance	2,702	54.8%	113
Have auto insurance: 1 vehicle in household covered	792	32.2%	104
Have auto insurance: 2 vehicles in household covered	698	28.4%	101
Have auto insurance: 3+ vehicles in household covered	640	26.0%	118
Pets (Households)			
Household owns any pet	1,512	61.4%	117
Household owns any cat	683	27.8%	121
Household owns any dog	1,237	50.3%	128
Psychographics (Adults)			
Buying American is important to me	2,646	53.6%	129
Usually buy items on credit rather than wait	470	9.5%	82
Usually buy based on quality - not price	868	17.6%	97
Price is usually more important than brand name	1,576	31.9%	118
Usually use coupons for brands I buy often	1,058	21.4%	114
Am interested in how to help the environment	753	15.3%	87
Usually pay more for environ safe product	543	11.0%	88
Usually value green products over convenience	458	9.3%	94
Likely to buy a brand that supports a charity	1,627	33.0%	99
Reading (Adults)			
Bought digital book in last 12 months	228	4.6%	66
Bought hardcover book in last 12 months	1,057	21.4%	85
Bought paperback book in last 12 month	1,624	32.9%	91
Read newspaper using e-reader/tablet in last 6 months	86	1.7%	70
Read book using e-reader/tablet in last 6 months	177	3.6%	51
Read any daily newspaper (paper version)	1,562	31.7%	99
Read any magazine (paper/electronic version) in last 6 months	4,355	88.3%	97

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Retail Market Potential

Commerce, Georgia, United States
 Drive Time: 5 minute radius

Latitude: 34.204
 Longitude: -83.45711

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,619	73.3%	97
Went to family restaurant/steak house: 4+ times a month	1,389	28.2%	95
Went to fast food/drive-in restaurant in last 6 months	4,400	89.2%	99
Went to fast food/drive-in restaurant 9+ times/mo	1,949	39.5%	97
Fast food/drive-in last 6 months: eat in	1,913	38.8%	107
Fast food/drive-in last 6 months: home delivery	300	6.1%	78
Fast food/drive-in last 6 months: take-out/drive-thru	2,447	49.6%	105
Fast food/drive-in last 6 months: take-out/walk-in	858	17.4%	89
Television & Electronics (Adults/Households)			
Own any e-reader/tablet (such as Kindle or iPad)	275	5.6%	57
Own any portable MP3 player	1,184	24.0%	71
HH owns 1 TV	511	20.8%	105
HH owns 2 TVs	712	28.9%	110
HH owns 3 TVs	518	21.0%	97
HH owns 4+ TVs	487	19.8%	98
HH subscribes to cable TV	1,099	44.7%	81
HH subscribes to fiber optic	43	1.7%	28
HH has satellite dish	967	39.3%	154
HH owns DVD/Blu-ray player	1,460	59.3%	95
HH owns camcorder	373	15.2%	88
HH owns portable GPS navigation device	579	23.5%	90
HH owns video game system	971	39.5%	91
Travel (Adults)			
Domestic travel in last 12 months	2,081	42.2%	83
Took 3+ domestic non-business trips in last 12 months	556	11.3%	90
Spent on domestic vacations in last 12 months: <\$1,000	499	10.1%	87
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	175	3.5%	60
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	128	2.6%	68
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	170	3.4%	86
Spent on domestic vacations in last 12 months: \$3,000+	197	4.0%	71
Domestic travel in the 12 months: used general travel website	204	4.1%	53
Foreign travel in last 3 years	602	12.2%	50
Took 3+ foreign trips by plane in last 3 years	105	2.1%	48
Spent on foreign vacations in last 12 months: <\$1,000	157	3.2%	65
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	88	1.8%	52
Spent on foreign vacations in last 12 months: \$3,000+	132	2.7%	56
Foreign travel in last 3 years: used general travel website	117	2.4%	39
Stayed 1+ nights at hotel/motel in last 12 months	1,742	35.3%	84
Took cruise of more than one day in last 3 years	240	4.9%	56
Member of any frequent flyer program	313	6.3%	38
Member of any hotel rewards program	421	8.5%	63

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Retail Market Potential

Commerce, Georgia, United States
 Drive Time: 15 minute radius

Latitude: 34.204
 Longitude: -83.45711

Demographic Summary	2013	2018
Population	35,452	36,129
Population 18+	26,857	27,656
Households	12,816	13,002
Median Household Income	\$38,894	\$44,463

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	13,646	50.8%	103
Bought any women's clothing in last 12 months	12,025	44.8%	99
Bought clothing for child <13 years in last 6 months	8,534	31.8%	107
Bought any shoes in last 12 months	14,376	53.5%	98
Bought costume jewelry in last 12 months	4,532	16.9%	84
Bought any fine jewelry in last 12 months	5,026	18.7%	94
Bought a watch in last 12 months	2,961	11.0%	97
Automobiles (Households)			
HH owns/leases any vehicle	11,579	90.3%	106
HH bought/leased new vehicle last 12 mo	909	7.1%	90
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	24,225	90.2%	106
Bought/changed motor oil in last 12 months	16,427	61.2%	121
Had tune-up in last 12 months	8,372	31.2%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	15,813	58.9%	92
Drank regular cola in last 6 months	14,079	52.4%	113
Drank beer/ale in last 6 months	9,897	36.9%	87
Cameras (Adults)			
Own digital point & shoot camera	8,682	32.3%	93
Own digital single-lens reflex (SLR) camera	1,781	6.6%	80
Bought any camera in last 12 months	2,300	8.6%	98
Bought memory card for camera in last 12 months	1,765	6.6%	100
Printed digital photos in last 12 months	1,108	4.1%	94
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	10,023	37.3%	100
Have a smartphone	7,883	29.4%	80
Have an iPhone	2,009	7.5%	64
Number of cell phones in household: 1	4,026	31.4%	99
Number of cell phones in household: 2	4,700	36.7%	102
Number of cell phones in household: 3+	2,925	22.8%	92
HH has cell phone only (no landline telephone)	4,343	33.9%	101
Computers (Households)			
HH owns a computer	9,057	70.7%	93
HH owns desktop computer	6,418	50.1%	96
HH owns laptop/notebook/tablet	5,308	41.4%	87
Spent <\$500 on most recent home computer	1,943	15.2%	115
Spent \$500-\$999 on most recent home computer	2,555	19.9%	96
Spent \$1,000-\$1,499 on most recent home computer	1,105	8.6%	80
Spent \$1,500-\$1,999 on most recent home computer	386	3.0%	60
Spent \$2,000+ on most recent home computer	362	2.8%	73

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.



Retail Market Potential

Commerce, Georgia, United States
 Drive Time: 15 minute radius

Latitude: 34.204
 Longitude: -83.45711

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Bought brewed coffee at convenience store in last 30 days	3,992	14.9%	95
Bought cigarettes at convenience store in last 30 days	5,324	19.8%	148
Bought gas at convenience store in last 30 days	12,020	44.8%	135
Spent at convenience store in last 30 days: <\$11	1,453	5.4%	77
Spent at convenience store in last 30 days: \$11-\$19	419	1.6%	80
Spent at convenience store in last 30 days: \$20-\$39	2,297	8.6%	92
Spent at convenience store in last 30 days: \$40-\$50	2,324	8.7%	114
Spent at convenience store in last 30 days: \$51-\$99	1,242	4.6%	93
Spent at convenience store in last 30 days: \$100+	8,478	31.6%	138
Entertainment (Adults)			
Attended a movie in last 6 months	13,864	51.6%	85
Went to live theater in last 12 months	1,903	7.1%	59
Went to a bar/night club in last 12 months	3,593	13.4%	75
Dined out in last 12 months	11,278	42.0%	91
Gambled at a casino in last 12 months	2,850	10.6%	68
Visited a theme park in last 12 months	3,769	14.0%	77
Viewed movie (video-on-demand) in last 30 days	2,224	8.3%	53
Viewed TV show (video-on-demand) in last 30 days	1,268	4.7%	45
Watched any pay-per-view TV in last 12 months	3,731	13.9%	99
Downloaded a movie over the Internet in last 30 days	1,121	4.2%	71
Downloaded any individual song in last 6 months	4,586	17.1%	83
Watched a movie online in the last 30 days	2,044	7.6%	68
Watched a TV program online in last 30 days	2,007	7.5%	60
Played a video/electronic game (console) in last 12 months	2,990	11.1%	94
Played a video/electronic game (portable) in last 12 months	941	3.5%	76
Financial (Adults)			
Have home mortgage (1st)	8,779	32.7%	102
Used ATM/cash machine in last 12 months	11,284	42.0%	87
Own any stock	1,462	5.4%	66
Own U.S. savings bond	1,203	4.5%	71
Own shares in mutual fund (stock)	1,401	5.2%	64
Own shares in mutual fund (bonds)	885	3.3%	63
Have interest checking account	7,091	26.4%	91
Have non-interest checking account	8,326	31.0%	108
Have savings account	12,575	46.8%	88
Have 401K retirement savings plan	3,637	13.5%	92
Own/used any credit/debit card in last 12 months	18,464	68.7%	94
Avg monthly credit card expenditures: <\$111	3,147	11.7%	94
Avg monthly credit card expenditures: \$111-\$225	1,594	5.9%	91
Avg monthly credit card expenditures: \$226-\$450	1,450	5.4%	88
Avg monthly credit card expenditures: \$451-\$700	1,318	4.9%	93
Avg monthly credit card expenditures: \$701-\$1,000	860	3.2%	71
Avg monthly credit card expenditures: \$1,001+	1,443	5.4%	59
Did banking online in last 12 months	7,554	28.1%	82
Did banking on mobile device in last 12 months	1,484	5.5%	76
Paid bills online in last 12 months	8,785	32.7%	82

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Retail Market Potential

Commerce, Georgia, United States
 Drive Time: 15 minute radius

Latitude: 34.204
 Longitude: -83.45711

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	20,800	77.4%	108
Used bread in last 6 months	26,105	97.2%	102
Used chicken/turkey (fresh or frozen) in last 6 months	21,847	81.3%	101
Used fish/seafood (fresh or frozen) in last 6 months	14,253	53.1%	96
Used fresh fruit/vegetables in last 6 months	23,510	87.5%	100
Used fresh milk in last 6 months	24,850	92.5%	103
Used organic food in last 6 months	3,998	14.9%	78
Health (Adults)			
Exercise at home 2+ times per week	6,276	23.4%	86
Exercise at club 2+ times per week	1,977	7.4%	56
Visited a doctor in last 12 months	20,519	76.4%	101
Used vitamin/dietary supplement in last 6 months	13,578	50.6%	95
Home (Households)			
Any home improvement in last 12 months	4,157	32.4%	114
Used housekeeper/maid/professional HH cleaning service in last 12	1,141	8.9%	66
Purchased low ticket HH furnishings in last 12 months	1,963	15.3%	98
Purchased big ticket HH furnishings in last 12 months	2,444	19.1%	90
Purchased bedding/bath goods in last 12 months	6,990	54.5%	101
Purchased cooking/serving product in last 12 months	2,873	22.4%	92
Bought any small kitchen appliance in last 12 months	2,821	22.0%	100
Bought any large kitchen appliance in last 12 months	1,639	12.8%	100
Insurance (Adults/Households)			
Currently carry life insurance	12,905	48.1%	109
Carry medical/hospital/accident insurance	16,713	62.2%	97
Carry homeowner insurance	14,758	55.0%	113
Have auto insurance: 1 vehicle in household covered	3,623	28.3%	91
Have auto insurance: 2 vehicles in household covered	3,894	30.4%	109
Have auto insurance: 3+ vehicles in household covered	3,537	27.6%	125
Pets (Households)			
Household owns any pet	8,458	66.0%	125
Household owns any cat	3,788	29.6%	129
Household owns any dog	7,125	55.6%	142
Psychographics (Adults)			
Buying American is important to me	14,114	52.6%	127
Usually buy items on credit rather than wait	2,382	8.9%	76
Usually buy based on quality - not price	4,375	16.3%	90
Price is usually more important than brand name	8,289	30.9%	114
Usually use coupons for brands I buy often	5,429	20.2%	108
Am interested in how to help the environment	4,175	15.5%	89
Usually pay more for environ safe product	2,786	10.4%	83
Usually value green products over convenience	2,350	8.8%	89
Likely to buy a brand that supports a charity	9,256	34.5%	103
Reading (Adults)			
Bought digital book in last 12 months	1,511	5.6%	81
Bought hardcover book in last 12 months	5,711	21.3%	84
Bought paperback book in last 12 month	8,639	32.2%	89
Read newspaper using e-reader/tablet in last 6 months	368	1.4%	55
Read book using e-reader/tablet in last 6 months	1,272	4.7%	67
Read any daily newspaper (paper version)	8,067	30.0%	94
Read any magazine (paper/electronic version) in last 6 months	23,586	87.8%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.



Retail Market Potential

Commerce, Georgia, United States
 Drive Time: 15 minute radius

Latitude: 34.204
 Longitude: -83.45711

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	20,557	76.5%	101
Went to family restaurant/steak house: 4+ times a month	8,327	31.0%	104
Went to fast food/drive-in restaurant in last 6 months	24,325	90.6%	101
Went to fast food/drive-in restaurant 9+ times/mo	11,784	43.9%	108
Fast food/drive-in last 6 months: eat in	10,508	39.1%	108
Fast food/drive-in last 6 months: home delivery	1,783	6.6%	86
Fast food/drive-in last 6 months: take-out/drive-thru	14,139	52.6%	112
Fast food/drive-in last 6 months: take-out/walk-in	4,627	17.2%	88
Television & Electronics (Adults/Households)			
Own any e-reader/tablet (such as Kindle or iPad)	1,855	6.9%	71
Own any portable MP3 player	6,904	25.7%	76
HH owns 1 TV	2,379	18.6%	94
HH owns 2 TVs	3,567	27.8%	106
HH owns 3 TVs	2,830	22.1%	102
HH owns 4+ TVs	2,707	21.1%	104
HH subscribes to cable TV	5,206	40.6%	73
HH subscribes to fiber optic	254	2.0%	32
HH has satellite dish	5,533	43.2%	169
HH owns DVD/Blu-ray player	7,945	62.0%	100
HH owns camcorder	2,055	16.0%	93
HH owns portable GPS navigation device	3,399	26.5%	102
HH owns video game system	5,477	42.7%	98
Travel (Adults)			
Domestic travel in last 12 months	12,670	47.2%	93
Took 3+ domestic non-business trips in last 12 months	3,533	13.2%	105
Spent on domestic vacations in last 12 months: <\$1,000	3,010	11.2%	97
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,288	4.8%	81
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	832	3.1%	82
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	817	3.0%	76
Spent on domestic vacations in last 12 months: \$3,000+	911	3.4%	60
Domestic travel in the 12 months: used general travel website	1,264	4.7%	61
Foreign travel in last 3 years	4,010	14.9%	61
Took 3+ foreign trips by plane in last 3 years	502	1.9%	42
Spent on foreign vacations in last 12 months: <\$1,000	779	2.9%	59
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	561	2.1%	61
Spent on foreign vacations in last 12 months: \$3,000+	614	2.3%	48
Foreign travel in last 3 years: used general travel website	840	3.1%	51
Stayed 1+ nights at hotel/motel in last 12 months	10,435	38.9%	92
Took cruise of more than one day in last 3 years	1,725	6.4%	74
Member of any frequent flyer program	2,183	8.1%	49
Member of any hotel rewards program	2,665	9.9%	73

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.



Retail Market Potential

Commerce, Georgia, United States
 Drive Time: 30 minute radius

Latitude: 34.204
 Longitude: -83.45711

Demographic Summary	2013	2018
Population	264,752	273,624
Population 18+	203,860	211,253
Households	95,609	98,643
Median Household Income	\$40,578	\$47,446

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	99,966	49.0%	99
Bought any women's clothing in last 12 months	94,997	46.6%	103
Bought clothing for child <13 years in last 6 months	63,191	31.0%	105
Bought any shoes in last 12 months	110,744	54.3%	99
Bought costume jewelry in last 12 months	37,783	18.5%	93
Bought any fine jewelry in last 12 months	37,910	18.6%	94
Bought a watch in last 12 months	22,715	11.1%	98
Automobiles (Households)			
HH owns/leases any vehicle	81,371	85.1%	100
HH bought/leased new vehicle last 12 mo	6,779	7.1%	90
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	172,988	84.9%	99
Bought/changed motor oil in last 12 months	112,227	55.1%	109
Had tune-up in last 12 months	64,735	31.8%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	122,742	60.2%	94
Drank regular cola in last 6 months	105,144	51.6%	111
Drank beer/ale in last 6 months	81,669	40.1%	94
Cameras (Adults)			
Own digital point & shoot camera	69,769	34.2%	98
Own digital single-lens reflex (SLR) camera	15,097	7.4%	89
Bought any camera in last 12 months	17,445	8.6%	98
Bought memory card for camera in last 12 months	12,373	6.1%	93
Printed digital photos in last 12 months	9,680	4.7%	108
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	78,311	38.4%	103
Have a smartphone	71,983	35.3%	97
Have an iPhone	24,840	12.2%	104
Number of cell phones in household: 1	31,800	33.3%	104
Number of cell phones in household: 2	35,012	36.6%	102
Number of cell phones in household: 3+	23,617	24.7%	100
HH has cell phone only (no landline telephone)	39,840	41.7%	124
Computers (Households)			
HH owns a computer	71,259	74.5%	99
HH owns desktop computer	48,238	50.5%	97
HH owns laptop/notebook/tablet	45,393	47.5%	100
Spent <\$500 on most recent home computer	14,208	14.9%	113
Spent \$500-\$999 on most recent home computer	22,773	23.8%	115
Spent \$1,000-\$1,499 on most recent home computer	9,366	9.8%	91
Spent \$1,500-\$1,999 on most recent home computer	4,155	4.3%	87
Spent \$2,000+ on most recent home computer	3,075	3.2%	83

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.



Retail Market Potential

Commerce, Georgia, United States
 Drive Time: 30 minute radius

Latitude: 34.204
 Longitude: -83.45711

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Bought brewed coffee at convenience store in last 30 days	30,689	15.1%	96
Bought cigarettes at convenience store in last 30 days	33,842	16.6%	124
Bought gas at convenience store in last 30 days	80,262	39.4%	119
Spent at convenience store in last 30 days: <\$11	12,240	6.0%	86
Spent at convenience store in last 30 days: \$11-\$19	3,984	2.0%	101
Spent at convenience store in last 30 days: \$20-\$39	19,246	9.4%	101
Spent at convenience store in last 30 days: \$40-\$50	16,546	8.1%	107
Spent at convenience store in last 30 days: \$51-\$99	9,482	4.7%	94
Spent at convenience store in last 30 days: \$100+	55,386	27.2%	118
Entertainment (Adults)			
Attended a movie in last 6 months	119,278	58.5%	96
Went to live theater in last 12 months	19,571	9.6%	79
Went to a bar/night club in last 12 months	34,241	16.8%	94
Dined out in last 12 months	89,774	44.0%	96
Gambled at a casino in last 12 months	25,573	12.5%	80
Visited a theme park in last 12 months	33,369	16.4%	90
Viewed movie (video-on-demand) in last 30 days	23,309	11.4%	74
Viewed TV show (video-on-demand) in last 30 days	15,546	7.6%	73
Watched any pay-per-view TV in last 12 months	27,983	13.7%	97
Downloaded a movie over the Internet in last 30 days	12,813	6.3%	106
Downloaded any individual song in last 6 months	49,678	24.4%	119
Watched a movie online in the last 30 days	26,899	13.2%	118
Watched a TV program online in last 30 days	28,723	14.1%	113
Played a video/electronic game (console) in last 12 months	25,770	12.6%	107
Played a video/electronic game (portable) in last 12 months	8,815	4.3%	93
Financial (Adults)			
Have home mortgage (1st)	62,146	30.5%	95
Used ATM/cash machine in last 12 months	95,757	47.0%	98
Own any stock	12,596	6.2%	75
Own U.S. savings bond	10,028	4.9%	78
Own shares in mutual fund (stock)	11,947	5.9%	72
Own shares in mutual fund (bonds)	7,775	3.8%	73
Have interest checking account	54,496	26.7%	92
Have non-interest checking account	57,987	28.4%	99
Have savings account	103,429	50.7%	95
Have 401K retirement savings plan	26,826	13.2%	90
Own/used any credit/debit card in last 12 months	144,338	70.8%	97
Avg monthly credit card expenditures: <\$111	24,859	12.2%	98
Avg monthly credit card expenditures: \$111-\$225	11,810	5.8%	89
Avg monthly credit card expenditures: \$226-\$450	10,848	5.3%	87
Avg monthly credit card expenditures: \$451-\$700	10,385	5.1%	96
Avg monthly credit card expenditures: \$701-\$1,000	7,103	3.5%	78
Avg monthly credit card expenditures: \$1,001+	13,012	6.4%	70
Did banking online in last 12 months	65,344	32.1%	93
Did banking on mobile device in last 12 months	14,774	7.2%	100
Paid bills online in last 12 months	77,786	38.2%	95

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.



Retail Market Potential

Commerce, Georgia, United States
 Drive Time: 30 minute radius

Latitude: 34.204
 Longitude: -83.45711

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	149,484	73.3%	102
Used bread in last 6 months	195,614	96.0%	101
Used chicken/turkey (fresh or frozen) in last 6 months	160,662	78.8%	98
Used fish/seafood (fresh or frozen) in last 6 months	111,085	54.5%	98
Used fresh fruit/vegetables in last 6 months	169,631	83.2%	95
Used fresh milk in last 6 months	185,047	90.8%	101
Used organic food in last 6 months	33,760	16.6%	87
Health (Adults)			
Exercise at home 2+ times per week	52,792	25.9%	95
Exercise at club 2+ times per week	22,024	10.8%	82
Visited a doctor in last 12 months	146,195	71.7%	95
Used vitamin/dietary supplement in last 6 months	100,754	49.4%	92
Home (Households)			
Any home improvement in last 12 months	27,777	29.1%	102
Used housekeeper/maid/professional HH cleaning service in last 12	10,343	10.8%	81
Purchased low ticket HH furnishings in last 12 months	15,412	16.1%	103
Purchased big ticket HH furnishings in last 12 months	19,694	20.6%	97
Purchased bedding/bath goods in last 12 months	52,398	54.8%	102
Purchased cooking/serving product in last 12 months	23,480	24.6%	100
Bought any small kitchen appliance in last 12 months	23,353	24.4%	111
Bought any large kitchen appliance in last 12 months	12,152	12.7%	100
Insurance (Adults/Households)			
Currently carry life insurance	87,026	42.7%	97
Carry medical/hospital/accident insurance	124,117	60.9%	95
Carry homeowner insurance	94,998	46.6%	96
Have auto insurance: 1 vehicle in household covered	28,396	29.7%	96
Have auto insurance: 2 vehicles in household covered	27,594	28.9%	103
Have auto insurance: 3+ vehicles in household covered	22,825	23.9%	108
Pets (Households)			
Household owns any pet	55,591	58.1%	110
Household owns any cat	23,994	25.1%	109
Household owns any dog	44,475	46.5%	119
Psychographics (Adults)			
Buying American is important to me	89,564	43.9%	106
Usually buy items on credit rather than wait	19,049	9.3%	81
Usually buy based on quality - not price	34,184	16.8%	92
Price is usually more important than brand name	58,005	28.5%	105
Usually use coupons for brands I buy often	38,663	19.0%	101
Am interested in how to help the environment	34,185	16.8%	96
Usually pay more for environ safe product	24,156	11.8%	94
Usually value green products over convenience	20,522	10.1%	102
Likely to buy a brand that supports a charity	67,065	32.9%	98
Reading (Adults)			
Bought digital book in last 12 months	14,003	6.9%	99
Bought hardcover book in last 12 months	50,332	24.7%	98
Bought paperback book in last 12 month	69,971	34.3%	94
Read newspaper using e-reader/tablet in last 6 months	3,575	1.8%	70
Read book using e-reader/tablet in last 6 months	12,041	5.9%	83
Read any daily newspaper (paper version)	58,940	28.9%	90
Read any magazine (paper/electronic version) in last 6 months	181,641	89.1%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.



Retail Market Potential

Commerce, Georgia, United States
 Drive Time: 30 minute radius

Latitude: 34.204
 Longitude: -83.45711

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	157,693	77.4%	102
Went to family restaurant/steak house: 4+ times a month	61,479	30.2%	102
Went to fast food/drive-in restaurant in last 6 months	184,836	90.7%	101
Went to fast food/drive-in restaurant 9+ times/mo	86,854	42.6%	105
Fast food/drive-in last 6 months: eat in	74,947	36.8%	101
Fast food/drive-in last 6 months: home delivery	15,432	7.6%	98
Fast food/drive-in last 6 months: take-out/drive-thru	106,230	52.1%	111
Fast food/drive-in last 6 months: take-out/walk-in	38,389	18.8%	97
Television & Electronics (Adults/Households)			
Own any e-reader/tablet (such as Kindle or iPad)	16,295	8.0%	82
Own any portable MP3 player	65,820	32.3%	96
HH owns 1 TV	20,430	21.4%	108
HH owns 2 TVs	25,325	26.5%	101
HH owns 3 TVs	21,471	22.5%	104
HH owns 4+ TVs	18,699	19.6%	97
HH subscribes to cable TV	45,205	47.3%	85
HH subscribes to fiber optic	3,257	3.4%	55
HH has satellite dish	30,494	31.9%	125
HH owns DVD/Blu-ray player	60,365	63.1%	101
HH owns camcorder	15,502	16.2%	94
HH owns portable GPS navigation device	24,417	25.5%	98
HH owns video game system	42,838	44.8%	103
Travel (Adults)			
Domestic travel in last 12 months	97,387	47.8%	94
Took 3+ domestic non-business trips in last 12 months	27,498	13.5%	108
Spent on domestic vacations in last 12 months: <\$1,000	23,321	11.4%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	10,807	5.3%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	6,924	3.4%	89
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	7,249	3.6%	89
Spent on domestic vacations in last 12 months: \$3,000+	8,458	4.1%	74
Domestic travel in the 12 months: used general travel website	13,002	6.4%	82
Foreign travel in last 3 years	41,195	20.2%	82
Took 3+ foreign trips by plane in last 3 years	5,599	2.7%	62
Spent on foreign vacations in last 12 months: <\$1,000	8,292	4.1%	83
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	5,417	2.7%	78
Spent on foreign vacations in last 12 months: \$3,000+	6,944	3.4%	71
Foreign travel in last 3 years: used general travel website	9,972	4.9%	80
Stayed 1+ nights at hotel/motel in last 12 months	80,240	39.4%	94
Took cruise of more than one day in last 3 years	15,396	7.6%	87
Member of any frequent flyer program	26,556	13.0%	78
Member of any hotel rewards program	22,342	11.0%	81

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.

Appendix 4:

Blight Tax Example

An Ordinance To Amend The Provisions Of Chapter 4 Of The Code Of Ordinances Of The City Of Porterdale, Georgia 2003, To Provide For A Levy Of Increase On Ad Valorem Taxes For Blighted Property, To Provide For Identification Of Blighted Property, To Provide For Remediation, To Provide For A Decrease On Ad Valorem Taxes On Property, To Provide Procedures, To Provide For Enforcement, And For Other Purposes

BE IT ORDAINED:

WHEREAS, on November 5, 2002, the Georgia electorate approved the amendment of Article IX, Section II, Paragraph VII of the Georgia Constitution so as to authorize counties and municipalities of the state to establish community redevelopment tax incentive programs for rehabilitation of blighted property;

WHEREAS, by the amendment, it was recognized that the existence of real property which is maintained in a blighted condition increases the burden of the state and local government by increasing the need for government services, and through the amendment authorized adoption of local ordinances to encourage private property owners to maintain their real property and the buildings, structures and improvements thereon in good condition and repair, and as an incentive to encourage community redevelopment, authorized creation of community redevelopment tax incentive programs;

WHEREAS, the City Council of the City of Porterdale has designated areas of the city where conditions of slum and blight are found or are likely to spread, as more particularly set out in the City of Porterdale Urban Redevelopment Plan, adopted January 26, 2012 by the City of Porterdale; and

WHEREAS, the City Council of the City of Porterdale desires to exercise the powers granted under the provisions of Article IX, Section II, Paragraph VII(d) of the Georgia Constitution;

NOW, THEREFORE, the City Council of the City of Porterdale hereby **ORDAINS AND RESOLVES**, to amend the provisions of Chapter 4 of the Code of Ordinances of the City of Porterdale, Georgia 2003, as follows:

Chapter 4 of the Code of Ordinances of the City of Porterdale, Georgia 2003, is amended by adding a new Section, to be numbered Section 4-117, which shall include the following language:

Section 4-117 City of Porterdale Blighted Property Ordinance

1. Short Title. This Article shall be known as the “City of Porterdale Blighted Property Ordinance.”

2. Purpose.

The existence of real property which is maintained in a blighted condition increases the burden of the state and local government by increasing the need for government services, including but not limited to social services, public safety services, and code enforcement services. Rehabilitation of blighted property decreases this need for such government services.

In furtherance of its objective to eradicate conditions of slum and blight within the city, the city council has designated areas of the city where conditions of slum and blight are found or are likely to spread, as more particularly set out in the City of Porterdale Urban Redevelopment Plan, adopted January 26, 2012 by the City of Porterdale;

In recognition of the need for enhanced governmental services and in order to encourage private property owners to maintain their real property and the buildings, structures and improvement thereon in good condition and repair, and as an incentive to encourage community redevelopment, a community redevelopment tax incentive program is hereby established as authorized by Article IX, Section II, Paragraph VII(d) of the 1983 Constitution of the State of Georgia.

3. Definitions.

A. 'Blighted property', 'blighted', or 'blight' means any urbanized or developed property which:

(1) Presents two or more of the following conditions:

- (a) Uninhabitable, unsafe, or abandoned structure;
- (b) Inadequate provisions for ventilation, light, air, or sanitation;
- (c) An imminent harm to life or other property caused by fire, flood, hurricane, tornado, earthquake, storm, or other natural catastrophe respecting which the governor has declared a state of emergency under the state law or has certified the need for disaster assistance under federal law; provided, however, this division shall not apply to property unless the relevant public agency has given notice in writing to the property owner regarding specific harm caused by the property and the owner has failed to take reasonable measures to remedy the harm;
- (d) A site identified by the federal Environmental Protection Agency as a superfund site pursuant to 42 U.S.C. Section 9601, et seq., or having environmental contamination to an extent that requires remedial investigation or a feasibility study;
- (e) Repeated illegal activity on the individual property of which the property owner knew or should have known; or

- (f) The maintenance of the property is below state, county, or municipal codes for at least one year after written notice of the code violation to its owner; and
- (2) Is conducive to ill health, transmission of disease, infant mortality, or crime in the immediate proximity of the property.

Property shall not be deemed blighted solely because of esthetic conditions.

- B. ‘Building inspector’ means a certified inspector possessing the requisite qualifications to determine minimal code compliance.
- C. ‘Community redevelopment’ means any activity, project, or service necessary or incidental to achieving the redevelopment or revitalization of a redevelopment area or portion thereof designated for redevelopment through an urban redevelopment plan or through local ordinances relating to the repair, closing, and demolition of buildings and structures unfit for human habitation.
- D. ‘Governing authority’ means the City Council of the City of Porterdale, a Georgia municipal corporation.
- E. ‘Millage’ or ‘millage rate’ means the levy, in mills, which is established by the governing authority for purposes of financing, in whole or in part, the levying jurisdiction's general fund expenses for the fiscal year.
- F. ‘Person’ means such individual(s), partnership, corporations, business entities and associations which return real property for ad valorem taxation or who are chargeable by law for the taxes on the property.
- G. ‘Public officer’ means the city manager or such officer or employee of the city as designated by the city manager to perform the duties and responsibilities hereafter set forth in this Section 4-117.

4. Ad Valorem Tax Increase on Blighted Property

- A. There is hereby levied on all real property within the city which has been officially identified as maintained in a blighted condition an increased ad valorem tax by applying a factor of seven (7.0) to the millage rate applied to the property, so that such property shall be taxed at a higher millage rate generally applied in the municipality, or otherwise provided by general law; provided, however, real property on which there is situated a dwelling house which is being occupied as the primary residence of one or more persons shall not be subject to official identification as maintained in a blighted condition and shall not be subject to increased taxation.
- B. Such increased ad valorem tax shall be applied and reflected in the first tax bill rendered following official designation of a real property as blighted.

5. Identification of Blighted Property.

- A. In order for a parcel of real property to be officially designated as maintained in a blighted condition and subject to increased taxation, the following steps must be completed:
- (1) An inspection must be performed on the parcel of property. In order for an inspection to be performed,
 - (a) A request may be made by the public officer or by at least five residents of the city for inspection of a parcel of property, said inspection to be based on the criteria as delineated in Section 4-117.3.A of this ordinance, or
 - (b) The public officer may cause a survey of existing housing conditions to be performed, or may refer to any such survey conducted or finalized within the previous five years, to locate or identify any parcels which may be in a blighted condition and for which a full inspection should be conducted to determine if that parcel of property meets the criteria set out in Section 4-117.3.A for designation as being maintained in a blighted condition.
 - (2) A written inspection report of the findings for any parcel of property inspected pursuant to subsection (1) above shall be prepared and submitted to the public officer. Where feasible, photographs of the conditions found to exist on the property on the date of inspection shall be made and supplement the inspection report. Where compliance with minimum construction, housing, occupancy, fire and life safety codes in effect within the city are in question, the inspection shall be conducted by a certified inspector possessing the requisite qualifications to determine minimal code compliance.
 - (3) Following completion of the inspection report, the public officer shall make a determination, in writing, that a property is maintained in a blighted condition, as defined by this Section 4-117, and is subject to increased taxation.
 - (4) The public officer shall cause a written notice of his determination that the real property at issue is being maintained in a blighted condition to be served upon the person(s) shown on the most recent tax digest of Newton County, Georgia, as responsible for payment of ad valorem taxes assessed thereon; provided, however, where through the existence of reasonable diligence it becomes known to the public officer that real property has been sold or conveyed since publication of the most recent tax digest, written notice shall be given to the person(s) known or reasonably believed to then own the property or be chargeable with the payment of ad valorem taxes thereon, at the best address available. Service in the manner set forth at OCGA § 41-2-12 shall constitute sufficient notice to the property's owner or person chargeable with the payment of ad valorem taxes for purpose of this section, except that posting of the notice on the property will not be required.

- B. The written notice given to the person(s) chargeable with the payment of ad valorem taxes shall notify such person of the public officer's determination the real property is being maintained in a blighted condition and shall advise such person of the hours and location at which the person may inspect and copy the public officer's determination and any supporting documentation. Persons notified that real property of which the person(s) is chargeable with the payment of ad valorem taxes shall have 30 days from the receipt of notice in which to request a hearing before the city's municipal court. Written request for hearing shall be filed with the public officer and shall be date stamped upon receipt. Upon receipt of a request for hearing, the public officer shall notify the municipal court and the building inspector or person who performed the inspection and prepared the inspection report.
- C. Within 30 days of the receipt of a request for hearing, the municipal court clerk shall set a date, time and location for the hearing and shall give at least ten business days notice to the person(s) requesting the hearing, the public officer and the building inspector or person who performed the inspection and prepared the inspection report. Notice of scheduled hearings shall be published as a legal advertisement in the Covington News, or other designated legal organ in Newton County, Georgia, at least five days prior to the hearing. Hearings may be continued by the municipal court judge upon request of any party, for good cause.
- D. At the hearing, the public officer shall have the burden of demonstrating by a preponderance of the evidence that the subject property is maintained in a blighted condition, as defined by this Section 4-117. The municipal court judge shall cause a record of the evidence submitted at the hearing to be maintained. Upon hearing from the public officer and/or their witnesses and the person(s) requesting the hearing and/or their witnesses, the judge of municipal court shall make a determination either affirming or reversing the determination of the public officer. The determination shall be in writing and copies thereof shall be served on the parties by certified mail or statutory overnight delivery. The determination by the court shall be deemed final. A copy of such determination shall also be served upon the Tax Commissioner of Newton County, Georgia, who shall include the increased tax on the next regular tax bill rendered on behalf of the city.
- E. Persons aggrieved by the determination of the court affirming the determination of the public officer may petition the Superior Court of Newton County, Georgia, for a writ of certiorari within 30 days of issuance of the municipal court's written determination.

6. Remediation or Redevelopment.

- A. A property owner or person(s) who is chargeable with the payment of ad valorem taxes on real property which has been officially designated pursuant to this Section as property maintained in a blighted condition may petition the public officer to lift the designation, upon proof of compliance with the following:

- (1) Completion of work required under a plan of remedial action or redevelopment approved by the city's Project Review Team (as defined in Section 303 of the City of Porterdale Development Regulations) which addresses the conditions of blight found to exist on or within the property, including compliance with all applicable minimum codes; or
 - (2) Completion of work required under a court order entered in a proceeding brought pursuant to Chapter 33, Nuisances, of the Code of Ordinances of the City of Porterdale, Georgia 2003.
- B. Before action on a petition to lift the designation, the public officer shall cause the property to be thoroughly inspected by a building inspector who, by written inspection report, shall certify that all requisite work has been performed to applicable code in a workmanlike manner, in accordance with the specifications of the plan of remedial action or redevelopment, or applicable court order. Upon finding required work to be satisfactorily performed, the public officer shall issue a written determination that the real property is no longer maintained in a blighted condition. Copies of this determination shall be served upon the person(s) chargeable with the payment of ad valorem taxes, and upon the Tax Commissioner of Newton County, Georgia.
- C. All plans for remedial action or redevelopment shall be in writing, signed by the person(s) chargeable with the payment of ad valorem taxes on the real property and the City Manager, and contain the following:
- (1) The plan shall be consistent with the city's comprehensive plan and all laws and ordinances governing the subject property, and shall conform to any urban redevelopment plan adopted for the area within which the property lies;
 - (2) The plan shall set forth in reasonable detail the requirements for repair, closure, demolition, or restoration of existing structures, in accordance with minimal statewide codes; where structures are demolished, the plan shall include provisions for debris removal, stabilization and landscaping of the property;
 - (3) On parcels of five acres or greater, the plan shall address the relationship to local objectives respecting land uses, improved traffic, public transportation, public utilities, recreational and community facilities, and other public improvements;
 - (4) The plan shall contain verifiable funding sources which will be used to complete its requirements and show the feasibility thereof;
 - (5) The plan shall contain a timetable for completion of required work; and
 - (6) Any outstanding ad valorem taxes (state, school, county and city, including the increased tax pursuant to this article) and governmental liens due and payable on the property must be satisfied in full.

7. Decrease of Tax Rate.

- A. Real property which has had its designation as maintained in a blighted condition removed by the public officer, as provided in Section 4-117.5, Identification of Blighted Property, of this Section 4-117, shall be eligible for a decrease in the rate of city ad valorem taxation by applying a factor of 0.5 to the city millage rate applied to the property, so that such property shall be taxed at a lower millage rate than the millage rate generally applied in the municipality or otherwise provided by general law; such decreased rate of taxation shall be applied beginning with the next tax bill rendered following removal of official designation of a real property as blighted. The decreased rate of taxation may be given in successive years, depending on the amount of cost expended by the person(s) chargeable with payment of ad valorem taxes on the property to satisfy its remediation or redevelopment, with every \$25,000.00 or portion thereof equaling one year of tax reduction; provided, however, that no property shall be entitled to reduction in city ad valorem taxes for more than four successive years.
- B. In order to claim entitlement for a decreased rate of taxation, the person(s) chargeable with payment of ad valorem taxes on the property shall submit a notarized affidavit to the public officer, supported by receipts or other evidence of payment, of the amount expended.

8. Notice to Tax Commissioner.

It shall be the duty of the public officer to notify the Tax Commissioner of Newton County, Georgia, in writing as to designation or removal of designation of a specific property as maintained in a blighted condition. Such notice shall identify the specific property by street address and tax map, block and parcel number, as assigned by the Newton County Tax Assessor's Office. The public officer shall cooperate with the tax commissioner to assure accurate tax billing of those properties subject to increased or reduced ad valorem taxation under this article.

9. Severability

If any section, clause, sentence or phrase of this ordinance is held to be invalid or unconstitutional by any court of competent jurisdiction, then said holding shall in no way effect the validity of the remaining portions of this ordinance.

[SIGNATURES APPEAR ON FOLLOWING PAGE]

Read and adopted in the regular meeting of the City Council held on this _____ day of _____, 2014.

ATTEST:

Megan Reid, City Clerk

Arline Chapman, Mayor

Timothy D. Chambers, City Attorney

Anita Rainey, Council Member Post 1

Linda Finger, Council Member Post 2

Tim Savage, Council Member Post 3

Mike Harper, Council Member Post 4

Lowell Chambers, Council Member Post 5

Appendix 5:

Sample Property Assessment Form

Sample Property Assessment Form

Reviewed by:

Date:

Address:

Property Value:

Current Property Type (check all that apply):

- Commercial
- Residential
- Civic
- Office space
- Vacant lot
- Other _____

General Property Information:

- Occupied
- Vacant / Unoccupied
- For Sale
- Unknown
- Number of Stories _____
- Associated parking? Yes / No

Property Characteristics:

#1. Minor Defects (check all that apply)

- Slightly swayed roof
- Damaged and/or missing roof tiles/shingles
- Uneven and/or slightly cracked foundation
- Uneven windows and/or doors
- One or two broken window panes
- Bare and/or unfinished wood
- Missing and/or damaged exterior siding
- Exposed insulation
- Minor dry rot
- Uneven steps and/or missing handrails
- Porch and/or entrance in state of disrepair

#2. Major Defects (check all that apply)

- Sagging roof
- Significant area of damaged and/or missing roof tiles/shingles
- Seriously uneven and/or seriously cracked foundation
- Multiple broken and/or missing windows/doors
- Severely damaged and/or missing exterior siding
- Major dry rot
- Steps, porch, or entrance falling in

#3. Evaluation

- Standard** No more than 1 minor defect, no major defect
- Substandard** 3 or less minor defects and/or 1 major defect
- Dilapidated** 4 or more minor defects and/or 2 or more major defects

Are there any significant historic, cultural, or environmental attributes?

- **Historic** _____
- **Cultural** _____
- **Environmental** _____

Comments:

Appendix 6:

Tools for Redevelopment

Tools for Downtown Redevelopment

Adaptive Reuse

Create incentives such as tax breaks, code changes or other regulatory tools to encourage property owners to rehabilitate underutilized or vacant structures so that they can be put to new uses.

Aesthetic Overlay

Enact special measures to preserve and enhance physical attractiveness of particular districts of the community, particularly gateway corridors or similar areas important to the image of the community. These special measure may include signage controls, special landscaping requirements, building design guidelines, or screening requirements for obtrusive uses like cell towers, utilities, and energy generating infrastructure. These special requirements are typically adopted as an overlay district, a mapped area where additional regulations apply as a supplement to existing zoning and subdivision regulations.

Communication Strategy

Identify your message and promote your community for economic development through available media outlets. Use social media sites as a no cost means to increase your community's exposure to new visitors and businesses.

Capital Availability for Business Formation

Establish a local program for gap financing, or a resource center for other sources of financing for startups or expanding local businesses.

Form-Based Codes

Adopt form-based codes for land development throughout the jurisdiction. Form-based codes rely on the principle that design is more important than land use. Rather than regulate by zoning (use) districts, form-based codes regulate development by the scale, siting (e.g., setback) and architectural characteristics of the buildings allowed on each lot. Form-based codes rely on a "regulating plan" which consists of a map that sets forth geographic divisions of the community and the desired development conditions and building characteristics for each district.

Historic Preservation Program

Begin by Identifying and mapping the visual, cultural, and historical assets your community most values. Then, adopt a local historic preservation/protection ordinance to protect and enhance the places, districts, sites, buildings, structures, and works of art identified in the inventory of assets. This ordinance should be adopted under the auspices of Georgia Historic Preservation Act, which establishes a local Historic Preservation Commission to provide oversight on administration of the local ordinance and provide guidance on aesthetic changes to historic structures within locally designated districts.

Infill Development Program

Develop a comprehensive strategy for encouraging infill development in particular areas of the community, while also regulating this development to ensure protection of quality of life in affected neighborhoods. This strategy should include a) development incentives, improvements to public facilities and services, and streamlined regulations to encourage infill development; b) guidelines for appropriate design, density and location of new infill projects.

Job Center

Create a job center featuring free job listings for local business and free resources for the job seeker such as access to job boards, resume workshops, etc.

Rehabilitation Codes

Adopt building codes with standards appropriate to the renovation of older buildings. Typical building codes were written with new construction in mind, and strict application of these codes to older buildings will significantly increase renovation costs. Rehabilitation codes help keep costs down, thereby encouraging rehabilitation of older properties

Sign Ordinance

Enact a sign ordinance that regulates the size, height, placement, materials and design of signs throughout the community or in selected districts of the community. Sign regulation is important, because excessive or inappropriate signage can seriously detract from the aesthetic appeal of the community and create a bad first impression for visitors to the community. On the other hand, requiring compatible and consistent signage can be very effective in promoting the community's identity, history and culture.

Tax Allocation District (TAD)

Implement a tax increment financing program by establishing a tax allocation district (TAD). With TAD, the local government usually issues bonds to pay for improvements such as infrastructure to make the district more attractive for new development. The added tax revenues that result for new development in the district are used to pay off the bonds.

Appendix 7:

Sample Request for Proposal

City of Hampton

Request for Proposals for Development



RFP No. 2014-0725

Downtown Signature Development Project

Proposal Release:	08-13-2014
Proposal Questions Deadline:	September 05, 2014 @ 3:00 PM
Proposal Due Date:	September 12, 2014 @ 12:00 PM

Postal Return Address:
City of Hampton
City Clerk
P.O. Box 400
Hampton, GA 30228

Courier Delivery Address:
City of Hampton
City Clerk
17 East Main Street
Hampton, GA 30228

The City of Hampton (hereinafter the "City") is issuing a Request for Proposals for the development and redevelopment of the described property in Exhibit A located in the downtown area of the City on Tom Eason Drive. The City owns the project site and is seeking a unique concept for this location that will enhance and compliment existing and future uses in the area. The selected development team must have the experience, financial capability and an outstanding development concept to successfully develop the site. The City will enter in negotiation with the selected development team regarding control of the property.

The City's goal is to sell the parcel to the developer who offers the most compelling balance of good design, project feasibility, job creation, and contribution to the vibrancy of downtown Hampton.

PROJECT OVERVIEW

The City of Hampton (the “City”) is looking for qualified developers or development teams to submit a proposal for the development of a certain City-owned property located in Downtown Hampton. Recent interest and investment in and around Downtown has generated positive change, with success and dynamism attributed to projects such as:

- Downtown Streetscape Renovations
- The addition of sidewalks throughout the city leading to downtown
- The addition of a splash pad at the City park located two blocks from downtown
- The renovation of Hampton Mills into Hampton Lofts
- The renovation of Cherry Street row businesses into a mixed used residential / commercial area.

The City is offering a unique opportunity to be a part of Downtown’s next chapter through the redevelopment of one municipal lot into a signature project. The goal of the City in soliciting interest in the Project is to support and diversify Downtown’s existing land uses through urban amenities; create a positive image and presence that announces a vibrant downtown; create an urban edge to the undeveloped land; and set the standard for subsequent development in Downtown and the surrounding area.

To attract a highly qualified Project partner, the City is not confined to a particular deal structure and looks to the respondent to present an arrangement that would result in the highest quality development consistent with the City’s vision for Downtown.

Proposals are due September 12, 2014, at 12:00 PM to the City of Hampton City Clerk, Hampton City Hall.

DOWNTOWN CONTEXT

The City of Hampton is located within Henry County, approximately 25 miles south-southeast of downtown Atlanta. Located on the former railroad link between Atlanta and Macon, it is now accessible from State Highway 19/41, which passes within ½ mile of its downtown. Interstate 75 is a seven mile drive to the northeast via Highway 20.

Downtown Hampton is unique because, unlike Henry County’s three other incorporated cities, it is not located along Interstate 75 and has not experienced much of the low-density, disconnected sprawl that characterizes so much of the Atlanta region. Hampton is uniquely poised to build on its existing assets and use its developable land to preserve and enhance a real sense of place.

Much of downtown is included in the Hampton Downtown Historic District with the Hampton Train Depot being a local icon. Other Downtown civic buildings include City Hall, and the Hampton Police Department, currently undergoing a \$1,000,000 renovation. The Hampton Municipal Court is held in the Hampton Depot twice monthly.

The major employer located within the City of Hampton is Southern States, a high voltage switch manufacturer with a 30-acre, 160,000 square foot campus. A number of government jobs also exist downtown. According to ESRI Business Information Solutions, there are an estimated 119 businesses employing 883 workers within a one mile radius of downtown Hampton. Within three miles, there are 306 businesses and 1903 employees.

VISITOR MARKET

Atlanta Motor Speedway (AMS) is Hampton's most significant visitor attraction. The Speedway holds the Labor Day weekend race, which attracts well over 100,000 visitors for the weekend. Additional happenings include Thursday and Friday night race series, driving schools and other special events throughout the year. AMS is located less than two (2) miles from downtown Hampton.

Hampton is home to Jailhouse Brewery, an up and coming microbrewery that is quickly gaining a reputation throughout the southeast. Smokin Swine, another new addition to downtown, is definitely a BBQ destination with a following of its own. Downtown is often host to many visitors patronizing the brewery, Smokin Swine and the Speakeasy Coffee shop, which was featured in the *Kitchen Drawer*, May/June 2014. Friday and Saturday evenings Downtown is typically alive with live music, good food, locals and plenty of visitors.

THE SITE

The project site falls within the Hampton Urban Redevelopment Area and less than two (2) miles of the proposed Regional Activity Center in the Henry County / Cities Joint 2030 Comprehensive Plan, October 9, 2007. The project site is located within the center of Hampton's city limits. East Main Street (aka Highway 3), the primary north-south arterial is located three blocks or about 550 feet due west of the site. This historical section of Hampton consists of a variety of attached commercial "row type" buildings dating to the early 1900's; with most, if not all, currently occupied with small retail, restaurants, services and office use. Pride of ownership is apparent throughout the Downtown with most of the area exhibiting fresh exterior and interior renovations.

The project site currently has a 4,000 square foot office-warehouse facility with approximately 1.28 acres of cleared and level graded land. There is minimal road frontage with driveway access and all public utilities are available. The surrounding land uses are categorized as mixed use – residential / institution and commercial.

DEVELOPMENT VISION

The primary goal is for the proposed development is to be an innovative and purposeful use for this property, to contribute to the character and function, and to create employment opportunities for Downtown Hampton. The project must enhance the atmosphere of Downtown Hampton and improve the sustainability of Downtown.

It is the City's goal that the proposed development be completed within five years. The City will enter into a development agreement with the selected firm. The development agreement shall contain a right of rescission by the City for non-performance by the selected firm. The right of rescission will allow the

City of Hampton to buy back the property, at the original purchase price, if physical construction is not underway within eighteen (18) months from acceptance of the proposal.

DESIGN OBJECTIVES

The City of Hampton is seeking the highest quality in urban design and architecture. Qualified projects will embrace and enhance the community oriented nature of the existing site. These include:

- Relating building design to street character
- Ensuring buildings are appropriate for the context
- Create unique building designs that are distinctive, but will be compatible with the historic downtown area.
- Meet or exceed the standard for community appearance by surpassing the City's adopted minimums of development and landscaping
- Be a model project for other Downtown redevelopments

The City is open to all development proposals with the exception of concepts that do not measurably increase the development intensity of the site or diversity of Downtown uses, or developments that visibly detract from the traditional building patterns established in Downtown.

SUBMISSION REQUIREMENTS

All interested parties are required to submit a formal proposal that include the components listed below. Proposals submitted must include a conceptual plan, financial details of the project, and organizational / team experience and background to enable the City to make an informed selection.

A. Executive Summary

The executive summary shall include a brief statement about your approach to the development opportunity.

B. Development Team identification & Qualifications

All proposers shall provide accurate and timely information that allows the City to gain a full understanding of past experience and qualifications to perform the work successfully. This includes:

- Developer identification
 - i. Name, address, phone, email and website
 - ii. Contact information of primary point of contract
 - iii. Brief description and history of firm
 - iv. Brief resumes of key individuals, including their roles and responsibilities.
- Description and history of key project participants (firms), including roles and responsibilities of each partnering firm.
- Description of experience in constructing similar projects of like scale to the project being proposed and delivering the project within a reasonable time schedule.

- Description of experience of the project design team in producing high quality design in a community downtown context.

C. Development Approach & Design

As noted, the City of Hampton is seeking the highest quality in urban design and architecture. Proposals must clearly indicate the type and arrangement of development being proposed, its relations to the surrounding land uses, and how it enhances and benefits Downtown Hampton.

A description of the proposed development should feature drawings, sketches or diagrams to convey design concepts in addition to a site plan that achieves City goals including:

- The proposed development’s alignment with the use, feel, scale and design of the downtown area
- Interest in developing high quality architected, landscaping, and urban/site amenities to support the pedestrian friendly environment
- Ability to incorporate multiple uses within the site plan
- Innovativeness of the project

Proposed Design Character:

Provide illustrative sketches, drawings or renderings of the proposed project depict they layout, massing and character of each unique building and how it relates to the surrounding context. At a minimum, the illustrative material should include:

- A conceptual site master plan identifying proposed building footprints, public space, parking and streetscapes with different program areas or buildings.

It is recommended that the proposal include at least one three-dimensional view that shows how the development will appear to the public. Additional views such as character renderings or aerial perspectives that help convey design intent and key features are encouraged.

Finally, identify infrastructure/utility needs and improvements for proposed development and give specific details on developer’s requirements for the City’s participation in the project in terms of funding, zoning or other requirements.

D. Economic / Financing Overview

Proposers shall provide information that demonstrates the financial strength of the developer / team and the economic feasibility of the project. This should include documentation that provides evidence of the proposer’s ability to:

- Obtaining financing to implement the development proposal in a timely manner
- Secure the required equity with reasonable return expectations
- Provide necessary capital for predevelopment activities, securing construction and permanent financing for ongoing operations
- Have funding in hand to complete current projects of the development team.

This section must include the following information:

Project Development Cost Estimates:

The City understand that it is unrealistic to expect that proposers will undertake the level of planning and engineering analysis needed to accurately forecast future construction, financing and occupancy costs, prior to being selected. However, the City expects to receive a conceptual financial analysis that is adequate for purposes of understanding the proposed program.

Land Contribution: it is the City's intention to sell the parcel to the successful bidder to facilitate the development of the project. The amount the bidder will pay the City will be only one factor in the evaluation of the submitted projects for consideration.

Development Schedule

All proposers are requested to provide a project timeline from the point of signing the development agreement to project completion. The timeline should realistically illustrate the proposer's readiness to proceed and the speed at which the team can execute the project. The timeline should identify and accommodate any specific decisions and actions required of the City to move the development process forward.

Development Agreement

Upon selecting a preferred proposal, the City will enter into an initial letter of intent or memorandum of understanding and begin negotiating the terms of a development agreement with the selected finalist. This section should address minimum terms which must be included in the development agreement (from the finalist's perspective) to proceed toward implementation. The City will look favorably on proposals that have given serious thought to the steps required to conclude a successful agreement.

A committee will review all proposals received by the City. Selected proposals will be chosen to advance to a second round consisting of presentations before a formal selection committee. Based on those interviews, the selection committee will rank the selected firms and enter into the best and final negotiations with the top selected developer/team. A development agreement, proposed development plan and other items of major benefit will be subsequently reviewed and approved by the City Council.

If negotiations with the highest-ranked proposer are unsuccessful, the City may elect to enter negotiations with the second-ranked proposer.

PROPOSAL CORRESPONDENT

Upon release of this Request for Proposal, all vendor communications concerning this acquisition must be directed to Hampton City Manager.

PROPOSAL QUESTIONS

All questions must be submitted in writing to the proposal correspondent named above. Questions must be received by September 5, 2014. A list of questions and answers will be provided to all known proposers and by request. Requests may be made to the proposal correspondent named above.

PROPOSAL RESPONSE DATE AND LOCATION

The City Clerk must receive the proposal in a sealed envelope or container, in its entirety, **no later than 12:00 pm., Eastern Standard Time in Hampton, Georgia on September 12, 2014.** Unsealed proposals, including facsimile proposals, will not be considered. Proposals arriving after the deadline will be returned unopened to their senders. All proposal and accompanying documentation will become the property of the City of Hampton and may not be returned. One (1) original and eight (8) copies of this proposal must be submitted to allow for evaluation. Proposals must be clearly marked on the outside of the package:

RFP NO.2014 – 0725 DOWNTOWN SIGNATURE DEVELOPMENT PROJECT

PROPOSAL SCHEDULE

Proposal Release:	August 13, 2014
Proposal Questions Deadline:	September 5, 2014 @ 3:00 PM
Proposal Due Date:	September 12, 2014 @ 12:00 PM
Evaluation period:	September 15 – 19, 2014
Anticipated date of finalist interviews:	Week of September 22
Tentative selection of developer:	Week of September 29
Approval of City Council:	City Council Meeting October 14, 2014

WAIVER OF TECHNICALITIES

The City of Hampton reserves the right to waive any technicalities and to reject or accept any Proposal in its entirety or to accept any portion thereof if it is determined that either method results in lower costs, better service, final satisfaction or is otherwise determined to be in the best interest of the City of Hampton. Determination of best response to proposal will be the sole judgment of the City of Hampton. Proposals shall remain valid for 120 days from the date of proposal opening.

PROPOSAL REJECTION

The City of Hampton reserves the right to reject any or all proposals at any time without penalty.

Any vendor who acts as a supplier to another vendor submitting a proposal and also submits a proposal of their own will be viewed as participating in collusive behavior. This behavior displays a pattern or practice of unethical or immoral business practices. Any vendor associated with this practice may be banned from doing business with the City of Hampton for up to three years.

MODIFICATION OF PROPOSALS

Any clerical mistake that is patently obvious on the face of the proposal may, subject onto the limitations described below, be corrected upon written request and verification submitted by the proposers. A nonmaterial omission in a proposal may be corrected if the City Manager determines that correction to be in the City’s best interest. Omissions affecting or relating to any of the following shall be deemed material and shall not be corrected after Proposal opening:

- (1) Price Information, and
- (2) Any required insurance

WITHDRAWAL OF PROPOSALS

Proposals may be withdrawn at any time prior to the proposal opening. After proposals have been publicly opened, withdrawal of a proposal shall be based upon the following:

The Proposer shall give notice in writing of his claim of right to withdraw his proposal due to an error within two business days after the conclusion of the proposal opening procedure. Proposals may be withdrawn from consideration if the price is substantially lower than the other proposals due solely to a mistake therein, provided the proposal was submitted in good faith and the mistake was a clerical mistake as opposed to a judgment mistake and was actually due to an unintentional arithmetic error or an unintentional omission of a quantity of work, labor or material made directly in the compilation of the proposal, which unintentional arithmetical error or unintentional omission can be clearly shown by objective evidence drawn from inspection of original work papers, documents and materials used in the preparation of the proposal sought to be withdrawn. The proposer’s original work papers shall be the sole acceptable evidence of error and mistake, if he elects to withdraw his proposal. If a proposal is withdrawn under the authority of this provision, the second inline responsive proposal shall be deemed to be the awarded proposal.

PROPOSER’S RESPONSIBILITY

When determining whether a proposer is responsible or when evaluating a proposal, the following factors may be considered, any one of which will suffice to determine whether a proposer is responsible of the proposal is the most advantageous to the City:

- The ability, capacity and skill of the proposer to perform the contract or provide the equipment and/or service required.
- The character, integrity, reputation, judgment, experience and efficiency of the proposer.
- Whether the proposer can perform the contract within the time specified.
- The quality of performance of previous public and private contracts or services, including, but not limited to, the proposer’s failure to perform satisfactorily or complete any written contract.
- The City’s termination for default of a previous contract with a proposer within the past three years shall be deemed to be such a failure.
- The previous and existing compliance by the Proposer with laws relating to the contract or service.

- Evidence of collusion with any other proposers in which case colluding proposers will be restricted from submitting further proposals on the subject project or future proposals for a period not less than three years.
- The proposer has been convicted of a crime of moral turpitude or any felony, excepting convictions that have been pardoned, expunged or annulled, whether in this state, in any other state, by the United States, or in a foreign country, province or municipality. Proposer shall affirmatively disclose to the City all such convictions, especially of management personnel or the proposers as an entity, prior to notice of award or execution of a contract, whichever comes first. Failure to make such affirmative disclosure shall be grounds, in the City's sole option and discretion, for termination for default subsequent to award or execution of the contract.
- If the proposer will be unable, financially or otherwise, to perform the work.
- At the time of the proposal opening, the proposer is not authorized to do business in Georgia or otherwise lacks a necessary license, registration or permit.
- Any other reason deemed proper by the City.

NON – ENDORSEMENT

As a result of the selection of a vendor to supply products and/or services to the City of Hampton, the City of Hampton is neither endorsing nor suggesting that the vendor's product is the best or only solution.

PROPRIETARY PROPOSAL MATERIAL

Any information contained in the proposal that is proprietary will be neither accepted nor honored. All information contained in this proposal is subject to public disclosure.

RESPONSE PROPERTY OF THE CITY OF HAMPTON

All material submitted in response to this request becomes the property of the City of Hampton. Selection or rejection of a response does not affect this right.

COST OF PREPARING PROPOSALS

The City of Hampton is not liable for any cost incurred by vendors in the preparation and presentation of proposals and demonstrations submitted in response to this proposal.

NUMBER OF PROPOSAL COPIES REQUIRED

Vendors are to submit one (1) original and eight (8) copies.

ADDENDA

Proposers are responsible for checking with the City Manager for the issuance of any addenda prior to submitting a proposal.

PROPOSAL AWARD AND EXECUTION

The City Council may accept the proposal that it, in its sole discretion, deems to be in the city's and the public's best interest and that is in furtherance of the purposes of the city's development plans.

Should the owner require additional time to award the Contract, the time may be extended by mutual agreement between the City and the successful bidder. If an award of contract has not been made within ninety days from the bid date or within the extension mutually agreed upon, the bidder may withdraw the bid without further liability on the part of either party.

EQUAL OPPORTUNITY

The City of Hampton is an equal opportunity owner/employer and will not discriminate against any vendor because of race, creed, color, religion, sex, national origin, or ADA disability status.

City of Hampton

REQUEST FOR PROPOSAL

Proposal No. 2014-0725

Downtown Signature Development Project

Proposal Certification

Proposers must return the following certification with their proposals.

With my signature, I certify that I am authorized to commit my firm to the Proposal and that the information herein is valid for 120 days from this date.

I further certify that all information presented herein is accurate and complete and that the scope of work can be performed as presented in this proposal upon the City's request.

Proposers Signature _____ Date _____

Name (printed) _____ Title _____

Unofficial Witness Signature _____ Date _____

Name (printed) _____ Title _____

Company _____

Address _____

Phone _____ Fax _____

Email Address _____

Notary Public

Commission Expires _____

Downtown Signature Development Project
RFP: 2014-0725

City of Hampton

REQUEST FOR PROPOSAL

Proposal No. 2014-0725

Downtown Signature Development Project

This form must be completed and signed for bid to be considered.

Postal Return Address

Courier Delivery Address

City of Hampton
City Clerk
P.O. Box 400
Hampton, GA 30228

City of Hampton
City Clerk
17 E. Main Street
Hampton, GA 30228

Having read and responded to all attached specifications, the undersigned offers the attached quoted prices, terms and conditions.

Signed, sealed, and delivered

In the Presence of:

Name of Company

Unofficial Witness

By: _____
(Person authorized to sign binding contract)

Notary Public
Commission Expires _____

Attest: _____
(Officer of Company if Corporation)

Title: _____

Appendix 8:

Land Bank Description

Land Banking:

Transforming abandoned and problem properties into opportunities for productive re-use



Center for
COMMUNITY PROGRESS

Turning Vacant Spaces into Vibrant Places

The issue:

Vacant, abandoned and neglected properties threaten the safety and stability of neighborhoods, drive down property values and – increasingly, with the recent epidemic of foreclosures – threaten the balance sheets of city and county governments. Too often, communities and governments feel helpless in the face of the magnitude of the problem, with few apparent tools to address the loss of revenue and the attendant problems that neglect and abandonment yield. Land banking as a strategic response – through the creation of land banks or other public authorities – have proven to be a powerful solution, allowing public control of abandoned property; assemblage of parcels for residential, recreational, commercial and industrial redevelopment; and empowerment of communities to reverse the social and economic consequences of neglected and abandoned property.

The tools:

Community Progress works with states, local governments and community leaders to determine the most effective strategies and entities to give communities and governments control of vacant, abandoned, and troubled properties. We work with communities to find the most practical solutions to their challenges; whether the entity involved is a single-purpose “land bank” or simply a land banking program within an existing entity, we work with local groups to sharpen the tools they use to acquire and repurpose land. At times, this means working with governments and community groups to write and pass legislation creating single-purpose land banks. In other situations, our approach encompasses working with projects that range from non-profit group sited redevelopment authorities to streamline tax sale processes to more effectively control outcomes. In all cases, our involvement entails examining the entire process – from tax sales to traditional planning – to arrive at viable solutions that bring land into productive reuse.

The Resources:

Community Progress provides both information and human resources to aid communities and governments in their quest to create effective land banking systems.

Information: Through our website, we offer a vast storehouse of information from across the United States on land banking and the enabling legislation that creates these entities. Our staff experts have the background and experience to analyze prevailing conditions and identify opportunities as well as flashpoints of concern. We know what’s worked across a wide array of conditions, we know how to help governments amalgamate and analyze complex data sets maintained across a wide array of agencies, and we have the expertise to help elected officials shape practical legislative strategies to create civically responsible and publicly accountable legal structures that facilitate moving abandoned and blighted properties to productive re-use.

Consultation: Tax codes, zoning ordinances, case law, building and construction permit procedures, land use statutes from the state to the hyper-local level, legal mandates dictating the terms of authority for legislative offices that range from recorders of deeds to county sheriffs – all of these legal components and logistical concerns require careful analysis and planning in creating land bank legislation and the policies that guide their day-to-day operations. Our in-house experts and team of consultants have the practical know-how and logistical expertise to help local officials and the taxpayers, residents and businesses they represent unpack this complex landscape and author legislation and policy that create effective, accountable, responsibly-managed land banks that foster real economic and social value for communities.

Education and Advocacy: We know how to educate stakeholders and vital constituencies on the utility of public land banks as practical, responsible tools to fight blight and encourage responsible re-use – and we have an extensive track record in building civic support and engagement to secure public and legislative approval of the land bank or other appropriate process. Our annual Land Bank Conference had become a critical destination for both seasoned practitioners and those new to this strategy, as a place to learn, share experiences and network.

Appendix 9:

Description of Tax Credit Program for Historic Properties

State Preferential Property Tax Assessment Program for Rehabilitated Historic Property

During its 1989 session, the Georgia General Assembly passed a statewide preferential property tax assessment program for rehabilitated historic property (Ga. Code Annotated Vol. 36, 48-5-2 – 48-5-7.2). This incentive program is designed to encourage rehabilitation of both residential and commercial historic buildings by freezing property tax assessments for eight and one-half years. The assessment of rehabilitated property is based on the rehabilitated structure, the property on which the structure is located, and not more than two acres of real property surrounding the structure. This program requires action by the Historic Preservation Division (HPD) of the Department of Natural Resources (DNR) through Rules 391-5-11 and by the appropriate local county tax commission.

What properties are eligible?

- The property must be listed or eligible for listing in the Georgia Register of Historic Places either individually, or as a contributing building within a historic district.

Requirements to Participate

- 1) The cost of rehabilitation must meet the substantial rehabilitation test. This test is met by increasing the fair market value of the building by the following percentages. The county tax assessor is the official who makes this determination.
 - **Residential** (owner-occupied residential property): rehabilitation must increase the fair market value of the building by at least 50%
 - **Mixed-Use** (primarily owner-occupied residential and partially income-producing property): rehabilitation must increase the fair market value of the building by at least 75%
 - **Commercial and Professional Use (income-producing property)**: rehabilitation must increase the fair market value of the building by at least 100%
- 2) The property owner must obtain preliminary and final certification of the project from HPD.
- 3) Rehabilitation must be in accordance with the Department of Natural Resources' *Standards for Rehabilitation* and must be completed within two years.

Application Process

The Rehabilitated Historic Property Application is a two-part process: Part A and Part B, with supplemental information and amendments when necessary.

The program is designed to review projects before work begins; therefore, the earlier application materials are submitted to HPD for review, the better.

Part A – Preliminary Certification

Part A is submitted to HPD to determine if the property is listed or eligible for listing in the Georgia Register of Historic Places, and to determine if the proposed work meets the *Standards for Rehabilitation*. Ideally this is submitted to HPD before rehabilitation begins. **An application-processing fee of \$50.00 must accompany the Part A (Preliminary Certification).** A cashier's check, money order, or official bank check, made payable to the Georgia Department of Natural Resources, are the only acceptable forms of payment. Personal checks are not accepted. The fee is non-refundable. Once all application materials are submitted, HPD has 30 days to review and comment on the rehabilitation project. After the review, HPD mails the applicant the signed preliminary certification form. The applicant is then responsible for filing the Part A certified form with the county tax assessor to initiate the assessment freeze period beginning the following tax year for two years.

Part B – Final Certification

Part B is submitted to HPD after the project is completed and must be certified by HPD and submitted to the tax assessor within two years of filing the Part A preliminary certification form. Once all application materials are submitted, HPD has 30 days to review and certify the rehabilitation project. HPD is the final certification authority concerning all state rehabilitation applications.

After HPD reviews the Part B application and approves the rehabilitation, the certified Part B form is mailed to the applicant. The applicant is then responsible for filing the Part B certified form with the county tax assessor in order to maintain the assessment freeze for an additional 6 ½ years. In the ninth year, the assessment will increase 50% of the difference between the value of the property at the time the freeze was initiated and the current assessment value. In the 10th year, the property tax assessment will increase to the 100% current assessment value.

Amendments

Amendments are submitted to HPD when there is a change in the scope of work submitted in the Part A application. This allows a certain amount of flexibility as the project continues to be developed.

Upon request, HPD will offer technical assistance to rehabilitation tax projects by meeting with individuals at HPD's office or on-site of the project to discuss specific rehab issues. HPD encourages early communication with our office.

For more information, visit our Web site at www.georgiashpo.org and click on Tax Incentives or contact Carole Moore, Tax Incentives & Grants Coordinator, at 770-389-7848 or carole.moore@dnr.state.ga.us

Revised April 2015

Georgia State Income Tax Credit Program for Rehabilitated Historic Property

In May 2002, the Georgia state income tax credit program for rehabilitated historic property was signed into law (O.C.G.A. Section 48-7-29.8). The Georgia Department of Natural Resources' Historic Preservation Division (DNR-HPD) and the Georgia Department of Revenue are administering the program. Owners of historic residential and commercial properties who plan to start a substantial rehabilitation on or after January 1, 2004 were eligible to apply for the credit. The program, amended effective January 1, 2009, provides owners of historic residential properties, who complete a DNR-approved rehabilitation the opportunity to take 25% of the rehabilitation expenditures as a state income tax credit, capped at \$100,000. (If the home is located in a target area, as defined in O.C.G.A Section 48-7-29.8, the credit may be equal to 30% of rehabilitation expenditures, also capped at \$100,000.) For any other income producing, certified structure, the credit is 25% of rehabilitation expenditures, with the cap at \$300,000. This includes rental residential properties. The credit is a dollar for dollar reduction in taxes owed to the State of Georgia and is meant to serve as an incentive to those who own historic properties and wish to complete a rehabilitation. The amended program's percentages and caps become effective for projects completed after January 1, 2009.

What properties are eligible?

The property must be eligible for or listed in the Georgia Register of Historic Places. To find out if a property qualifies, please contact the Historic Preservation Division's National Register specialist at 404-651-5911.

Does the rehabilitation have to be reviewed and approved?

Yes, the rehabilitation must meet DNR's *Standards for Rehabilitation*. The Department of Natural Resources' Historic Preservation Division reviews all projects to certify that the project meets the *Standards* according to DNR Rules 391-5-14. The rehabilitation project must be completed after January 1, 2009.

How much does a project have to cost to qualify?

Every project must meet the substantial rehabilitation test and the applicant must certify to the Department of Natural Resources that this test has been met. The substantial rehabilitation test is met when the qualified rehabilitation expenses exceed the following amounts:

- 1) For a historic home used as a principal residence, the lesser of \$25,000 or 50% of the adjusted basis of the building
 - 2) For a historic home used as a principal residence in a target area, \$5,000
 - 3) For any other certified historic structure, the greater of \$5,000 or the adjusted basis of the building
- At least 5% of the qualified rehabilitation expenditures must be allocated to work completed to the exterior of the structure.** Acquisition costs and costs associated with new construction are not qualified rehabilitation expenses.

Department of Revenue Substantial Rehabilitation Worksheet

Since it is the applicant's responsibility to certify that the substantial rehabilitation test has been met when a project is complete, it is recommended that the applicant determine if this test will be easily met before a project starts. The Georgia Department of Revenue developed a worksheet, included in the application packet, in order to help applicants determine if a rehabilitation project will meet the substantial rehabilitation test. After the project is complete, applicants will officially certify on the Part B application that the substantial rehabilitation test has been met.

Application Process

The Rehabilitated Historic Property Application is a two-part process: Part A and Part B, with supplemental information and amendments when necessary. The program is designed to review Part A Preliminary Certification applications before rehabilitation work begins; therefore, the earlier application materials are submitted to HPD for review, the better. Early submission of projects allows HPD to consult with the applicant if necessary and to comment on projects in a meaningful way in hopes of bringing them into conformance with the *Standards*.

Part A – Preliminary Certification

Part A is submitted to HPD to determine if the property is listed or eligible for listing in the Georgia Register of Historic Places and to determine if the proposed work meets the *Standards for Rehabilitation*. Ideally this is submitted to HPD before rehabilitation begins. An application-processing fee of \$50.00 must accompany the Part A (Preliminary Certification). If you are also participating in the Georgia Preferential Property Tax Assessment program, the total fee for both programs is \$75.00. A cashier's check, money order, or official bank check, made payable to the Georgia Department of Natural Resources, are the only acceptable forms of payment. Personal checks are not accepted. The fee is non-refundable. Once all application materials are submitted, allow at least 30 days for HPD to review and comment on the rehabilitation project. After the review, HPD mails the applicant the signed Part A preliminary certification form. Rehabilitation work should be completed within 24 months, or 60 months for a phased project.

Amendments

Amendments are submitted to HPD when there is a change in the scope of work described in the Part A application. This allows a certain amount of flexibility as the project continues to be developed.

Part B – Final Certification

Part B is submitted to HPD after the project is complete. Once all application materials are submitted, allow at least 30 days for HPD to review and certify the rehabilitation project. After HPD reviews the Part B application and approves the rehabilitation, the certified Part B form is mailed to the applicant. The applicant is then responsible for filing the DNR certified Part B application with the appropriate schedule when filing the State of Georgia income tax forms. The DNR-approved Part B application certifies to the Department of Revenue that a certified rehabilitation has been completed in accordance with DNR's *Standards*, and that the owner has certified that the substantial rehabilitation test has been met.

Upon request, HPD will offer technical assistance to rehabilitation tax projects by meeting with individuals at HPD's office or on-site of the project to discuss specific rehab issues. HPD encourages early communication with our office.

For more information, visit our Web site at www.georgiashpo.org and click on Tax Incentives or contact Carole Moore, Tax Incentives & Grants Coordinator, at 770-389-7848 or carole.moore@dnr.state.ga.us