

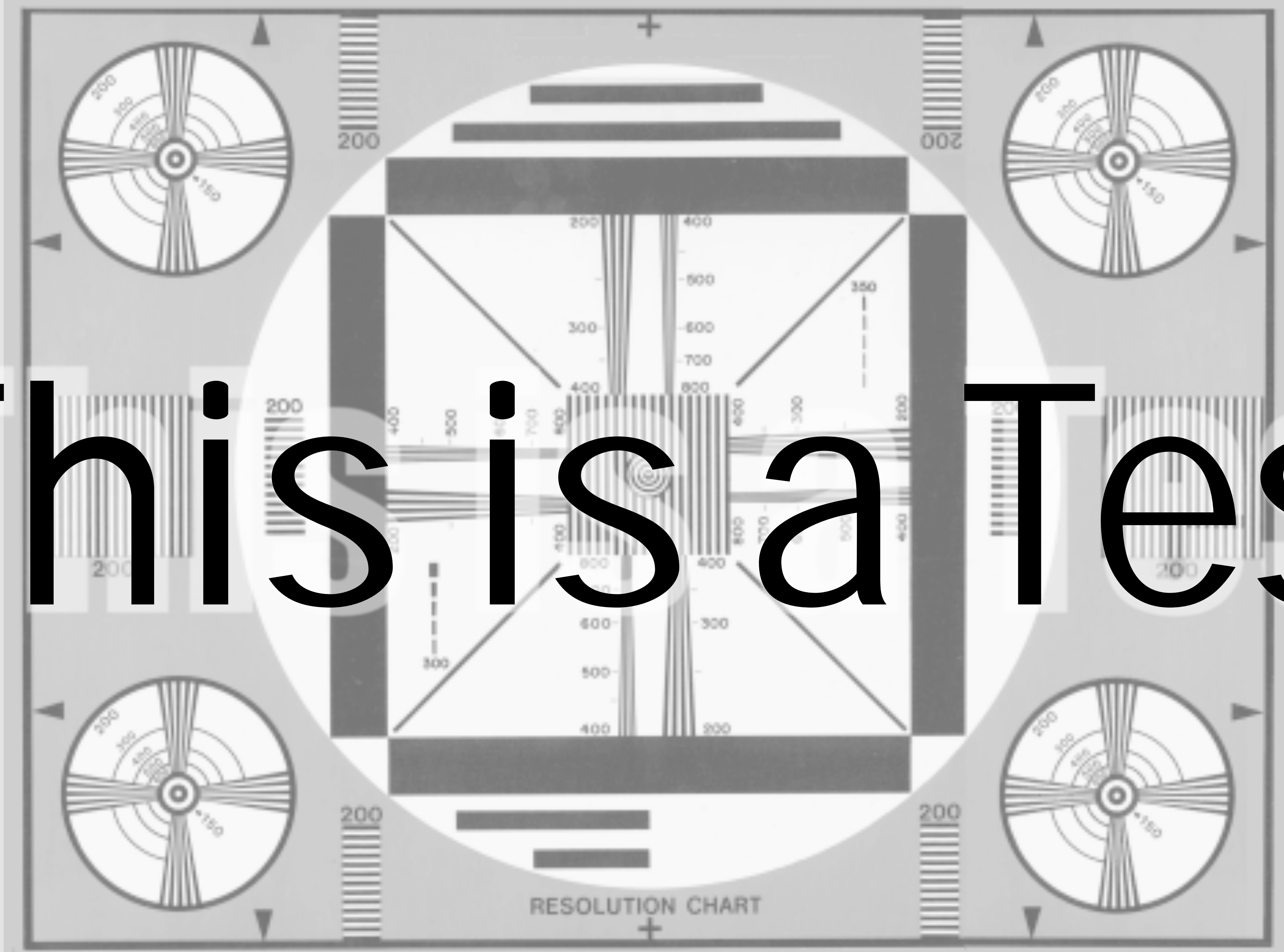
How We Value the City

Mapping the Dollars and \$ense of Land Use Patterns

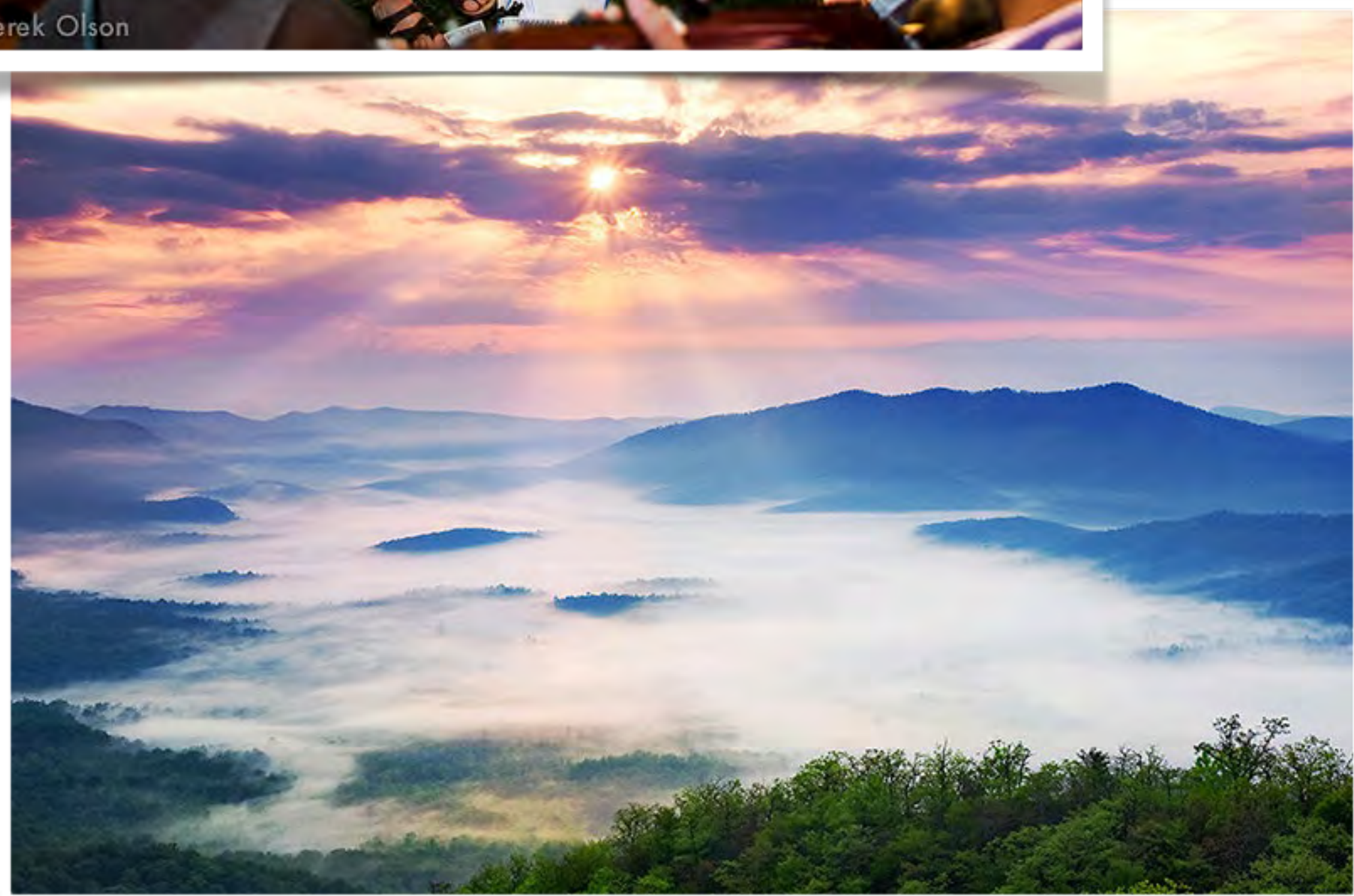




This is a Test







Miami

Things Change...



The 3 T's - Trains, Tourism, & Tuberculosis



Pack Square, looking East, Asheville, N. C.



During the 1920's



- Asheville grew by 20% population/year
- Second largest city in NC,
(larger than Charlotte!)
- Achieved the highest debt per capita in
the entire United States !!!
- City thought it had **\$5M in bank**, but
when the audit on the bank happened, it
was discovered to only be **\$18,000**
- 3 days after the elected officials were
indicted, the Mayor committed suicide



Asheville has squandered fabulous sums.
They've flung away the earnings of a lifetime.
They've mortgaged those of a generation to come.
They have ruined a city,
and in doing so,
have ruined themselves, their children, and their children's children.

Thomas Wolfe

Author (1900-1938)
You Can't Go Home Again

Fifth Victim Of McDowell County Prison Unit Fire Dies

By BARBARA BLAKE

Citizen Staff Writer

Wednesday night's fire at the McDowell County prison unit claimed its fifth victim Thursday afternoon with the death of Gary Lowe of Hildebrand, who died of massive burns at about 1 p.m. in Memorial Mission Hospital.

Four other inmates who died in the fire Wednesday night were identified as David Rice,

19, and Clyde Brazil, 26, both of Asheville; Robert Denton, 18, of Hendersonville; and Lonnie Potter, 18, of Todd.

The fire, which sent 34 prisoners to Asheville hospitals for emergency treatment, apparently began with a protest by inmates over the confiscation of a radio by prison guards.

W. L. Kautzky, assistant director of prisons, said Thursday the incident started about

5:30 p.m. Wednesday when a guard tried to confiscate two radios because the inmates had been playing them without permission the night before.

The guard took one radio, Kautzky said, and the other was smashed by the inmate. The guard threatened disciplinary action.

After dinner, Kautzky said, the 33 inmates in dormitory "B" met and began protesting.

At about 8:15 p.m., he said, they started a fire on a picnic table inside the dormitory with paper, then stacked four mattresses on top.

Lt. Mack Wilson, shift officer on duty at the time, said the fire was first noticed when Sgt. Elmer Macospon went to the dormitory and saw the mattresses smoldering on the table.

Kautzky said Thursday he

understood that three of the mattresses were removed from the fire, but one inmate pushed a mattress into the smoldering fire, then other inmates added their mattresses.

"These mattresses have all the elements of a Molotov Cocktail," Kautzky said. "I don't think the inmates know the seriousness of what they were doing."

The inmates at the McDowell

prison are those with misdemeanors who had previously escaped or who were considered management problems.

The seriousness of the situation, Kautzky said, was partly because of a shortage of personnel (five staff members were on duty Wednesday night) and the volatility of the mattresses.

"We know these types of

mattresses could be a problem if heated sufficiently," he said, adding that requests for new mattresses have been made since 1973.

The mattresses are made of polyethylene, Kautzky said, and once their flame retardants wear out, they are highly flammable.

The second problem, that of understaffing, has also grown worse because of insufficient

funding, Kautzky said. "The requests have gone unheeded, for whatever reason, legitimate or not," he said. "I'm afraid we're paying the price of years of neglect in our prison system."

Kautzky said the McDowell facility is not overcrowded. The prison can hold 75 inmates but more staff is needed to handle

—Turn To Page Three

Open Cut Answers Avoided

(Related Story On Page 1)

By JODY MEACHAM

Citizen Staff Writer

Asheville City Council declined Thursday to clarify its June 17 resolution opposing the Bouscater Mountain open cut at the request of a local civic group.

"I think it's clarified as we know it," said Mayor Eugene C. Ochsenreiter Jr. "If the Department of Transportation needs any more interpretations, they can call us."

The clarification was requested by Manly E. Wright, president of the Greater Asheville Council, because he said the DOT may delay highway construction as a result of Council's action.

"There apparently was a great deal of confusion as to the resolution on Bouscater Mountain," Wright said. "We are asking you to clarify confusion in the minds of citizens of Asheville."

Councilman Otis Michael, who introduced the resolution, said it represents the opinion of a four-member majority of Council but is not an official Council action.

In Dr. Michael's words, as recorded in Council's official minutes, the resolution states: "that City Council adopt a policy that they are opposed to the open cut and would like to have twin tunnels."

Saying Thursday that "I've been misquoted by the media many times," Dr. Michael said his resolution is the same as previous ones passed by Council on the tunnel-open cut issue except that it stated a tunnel preference.

"I prefer twin tunnels and I object to the open cut," he said. "What I said in City Council was nothing more than what has been stated previously. I still prefer tunnels to an open cut."

He said last week's meeting with DOT administrator Billy Rose would not have been necessary if his resolution had

—Turn To Page Two



After 40 Years, The Bonds Are Burned. Prominent participants at the Thursday night Bond Burning Ceremony at the Civic Center were (L-R) Jerry Thomas, Under Secretary of State who was speaker, and Julian A. Woodcock, chairman of the Buncombe County Sinking Fund Commission; R. Car-

\$56 Million Debt Is Officially Paid

By JODY MEACHAM

Citizen Staff Writer

"I now declare the refunding bonds are burned and the debt repaid."

So went the pronouncement of Julian A. Woodcock Jr., chairman of the Buncombe County Sinking Fund Commission, at Thursday night's bond burning at Thomas Wolfe Auditorium.

The burning of a \$1,000 bond marked the repayment, after 40 years, of a \$56 million debt accumulated in the 1930s and '40s by Buncombe County and the city of Asheville.

Under Secretary of the Treasury Jerry Thomas announced at the ceremony that the federal government extended another half billion dollars in aid to New York earlier in the day.

Thomas, who was keynote speaker at the event, criticized federal deficit spending and the increasing role of government in the national economy.

"The biggest competitor we have in America today is government itself," he told the crowd. "Of Congress, he said: 'We don't know what they're doing for us or to us. Thank heaven we don't get all the government we pay for.'"

The national debt, he said, increases at the rate of \$1 billion a week and the interest on that debt accrues at the rate of \$1 billion every nine days.

"What we need is a revolution of independence

Congress Under Budget

WASHINGTON (AP) — Congress spent \$37.4 billion on the federal budget in the fiscal year that just ended — \$1.4 billion less than it had set as a target.

Leaders in the new congressional budget-making process hailed the record as a quiet revolution that could lead to a balanced federal budget by 1980.

They told reporters Thursday that the congressional budget-making policies must be given credit for bringing the nation out of recession.

Midnight Wednesday closed out fiscal 1976, the first year for the new budget procedures aimed at: —Giving Congress more control over federal spending by requiring lawmakers to look at the budget as a key factor influencing the economy, rather than just a series of unrelated appropriation bills.

American Faces For The Fourth

The Community Life section celebrates the Fourth of July with a brotherhood message and a page full of American faces in the Sunday Citizen Times.

Other Highlights

How do the original Americans — the American Indians — feel about Independence Day and the Bicentennial? John Crowe, chief of the Eastern Band of Cherokee Indians, answers these questions in an exclusive interview with Bob Terrell, the first formal interview Crowe has granted a reporter since the 1950s.

Plus — Walter Scott's Personality Parade, color comics, jumbo crossword puzzle, Letter From The Faces and dozens of other regular features.



More Pretty Weather Due

The beautiful weather which mostly sunny and warm, with expected to be only slightly less

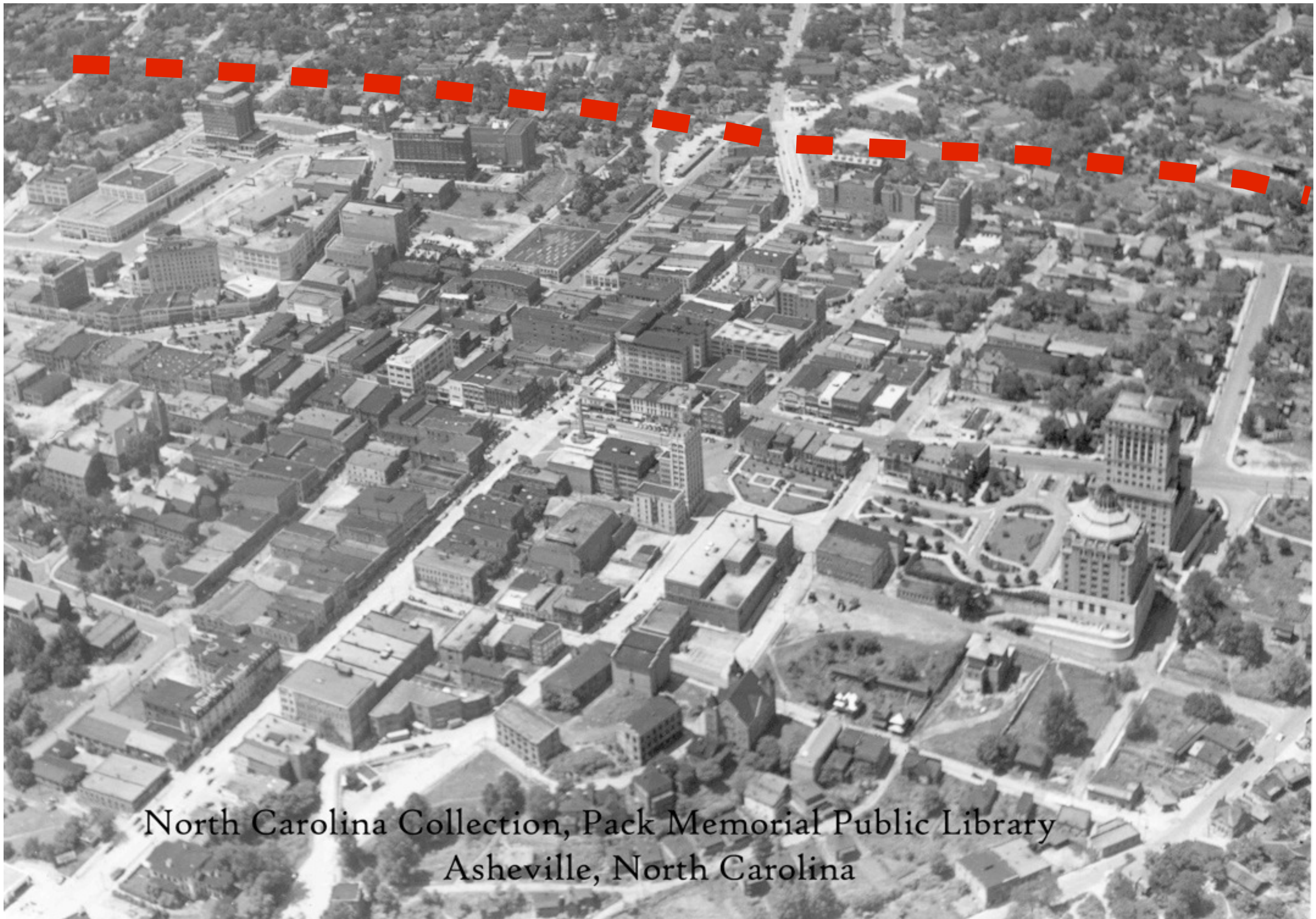
Today's Chuckle

Summer is the time of year when you should study the travel folders to find a place you can't afford to go.

The Decline Began in the 50's & 60's

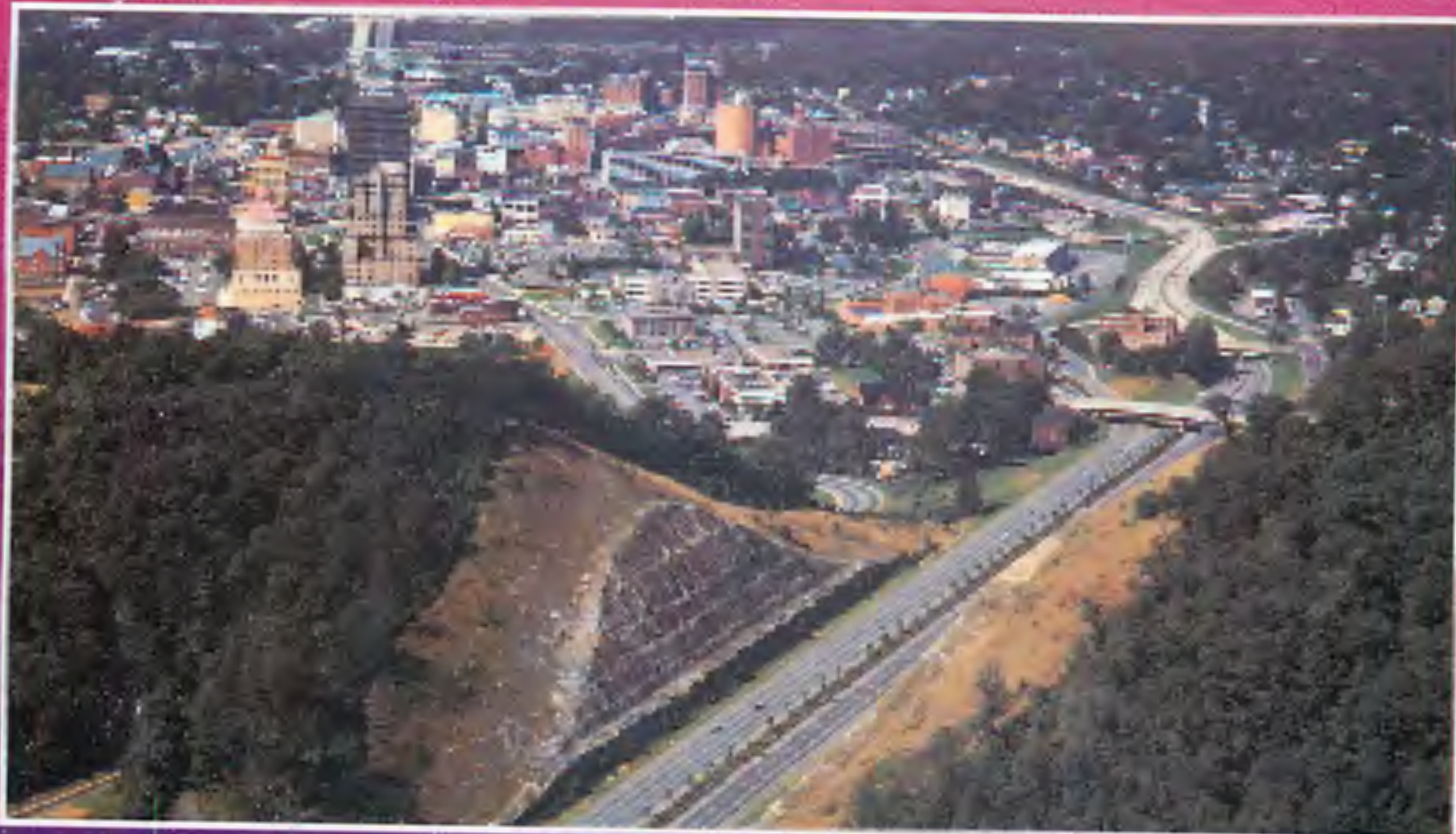
Development outside of downtown was encouraged by the new expressways.





North Carolina Collection, Pack Memorial Public Library
Asheville, North Carolina





Asheville, N.C.

Land of the Sky

The
73
acre
Asheville
Mall



In the 70's and 80's our downtown died







DONT
WALK

P
A
R

WISCONSIN
CENTERS

BLVD. CITY OF THE NORTH CAROLINA #1000000

29



In the 70's and 80's
our downtown died.



Asheville's de facto motto was:

“That will never work here - don't even try.”



Julian Price

1941 - 11/19/2001



the Alternative Reading Room

Salsa's & Zambras

City Seeds

Public Interest Projects



Urban3



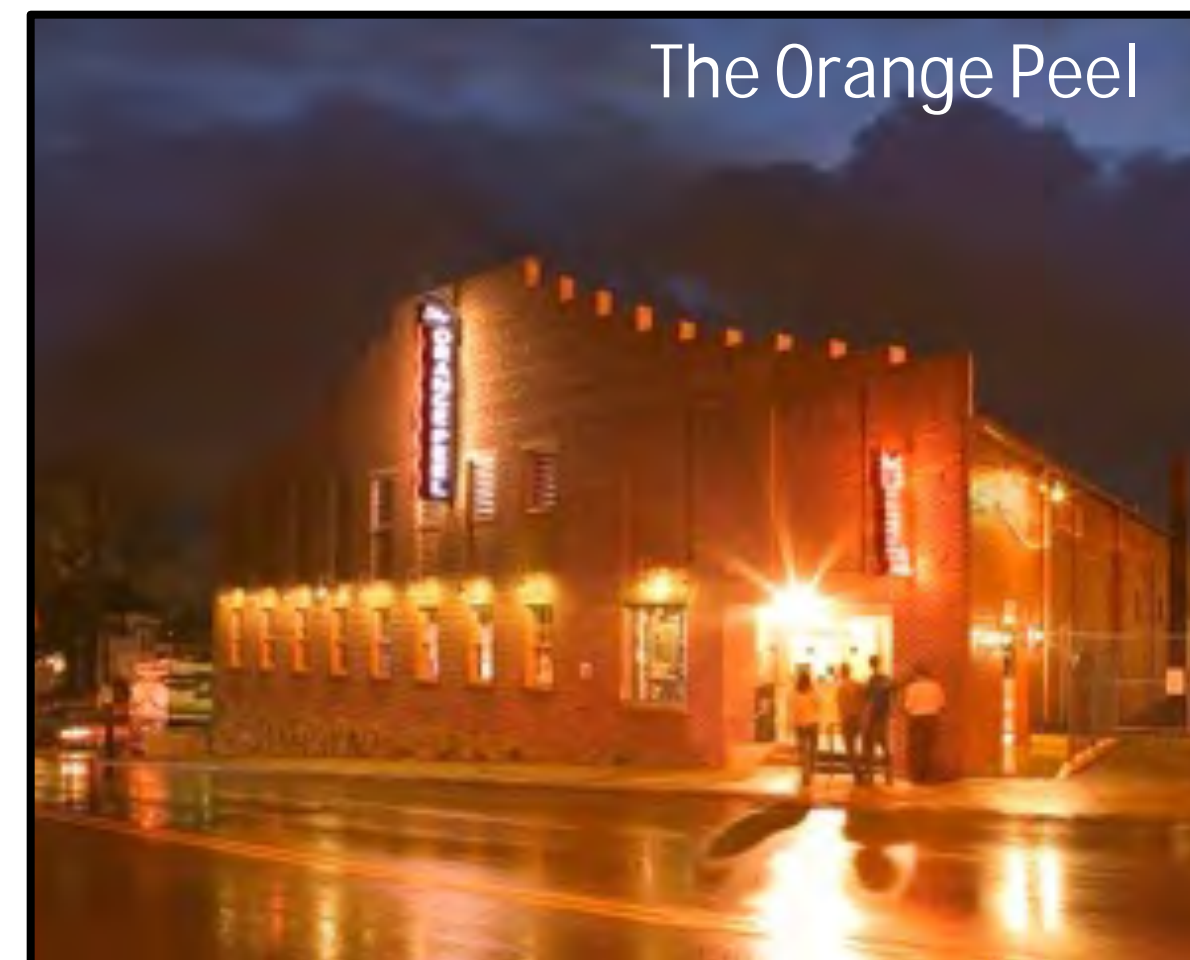
51 Biltmore



Downtown benches



the Dogwood Fund



The Orange Peel

YWCA

The Public Service Building



The Laughing Seed





Community appearance and tourism: What's the link?

by Edward T. McMahon

The colorful brochures American cities and towns use to promote their charms are always filled with attractive scenes: sunsets, azaleas in bloom, historic house museums beautifully photographed. The reality is often not so lovely. Back away from the great columned house and you'll find, as likely as not, a fast food restaurant with screaming red roof to one side, and a parking lot that is barren except for a flashing portable sign and a towering billboard. The brochure is handsome; the city is not.

There is an immense but too often ignored relationship between community appearance and tourism. As Mark Twain once said, "We take stock of a city like we take stock of a man. The clothes or appearance are the externals by which we judge." Unfortunately many tourism officials are far more concerned with marketing and promotion—creating fancy brochures and compelling ads—than they are with protecting and enhancing the product they are trying to sell.

Tourism involves much more than marketing. This also involves making destinations more appealing. This

means conserving and enhancing a destination's natural tourism assets. It is, after all, the heritage, culture and natural beauty of a community or region that attracts tourists. But today a person dropped along a road outside of most American cities (whether tourist destination or not) wouldn't know where he was because it all looks the same. Is it Albany or Allentown? Clarksdale or Cowpens? Providence or Pittsburgh? Who can tell?

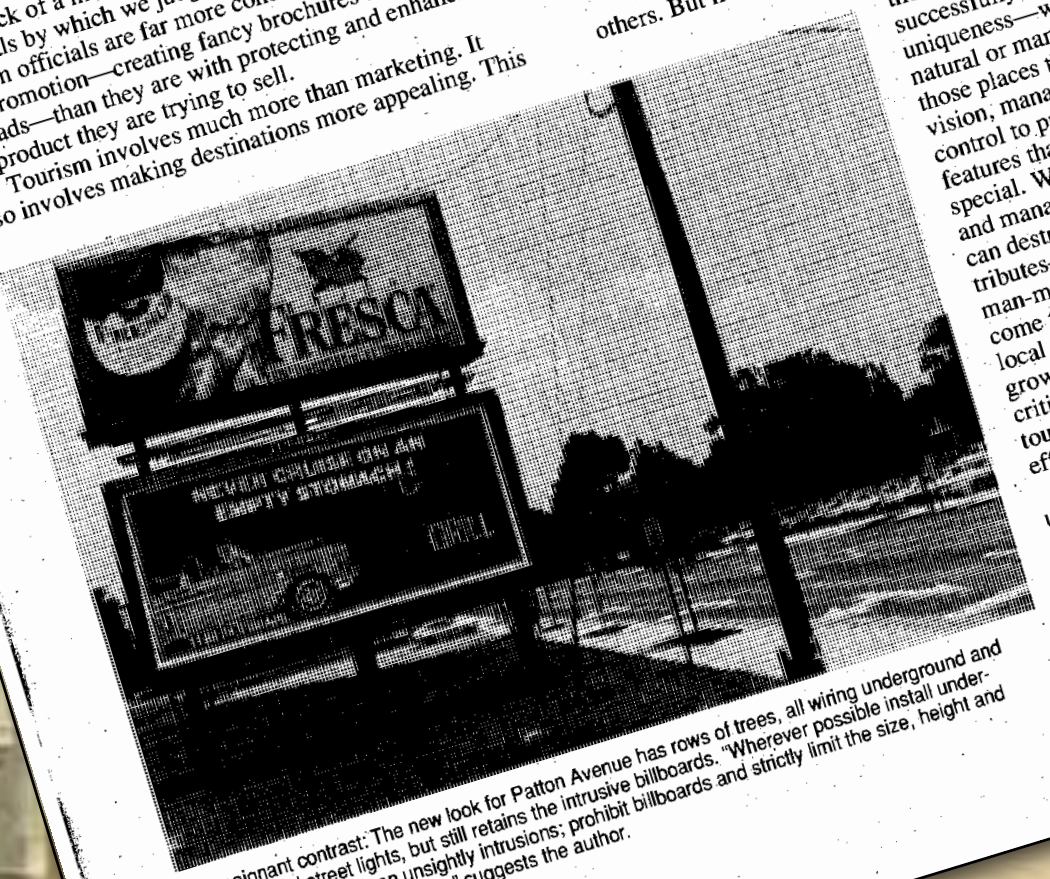
The truth is, the more a community does to enhance its unique set of assets, whether natural, architectural, or cultural, the more tourists it will attract. On the other hand the more a community comes to resemble Anyplace, U.S.A., the less reason there will be to visit. Make a destination more appealing and people will stay longer and spend more.

The special places didn't get that way by accident

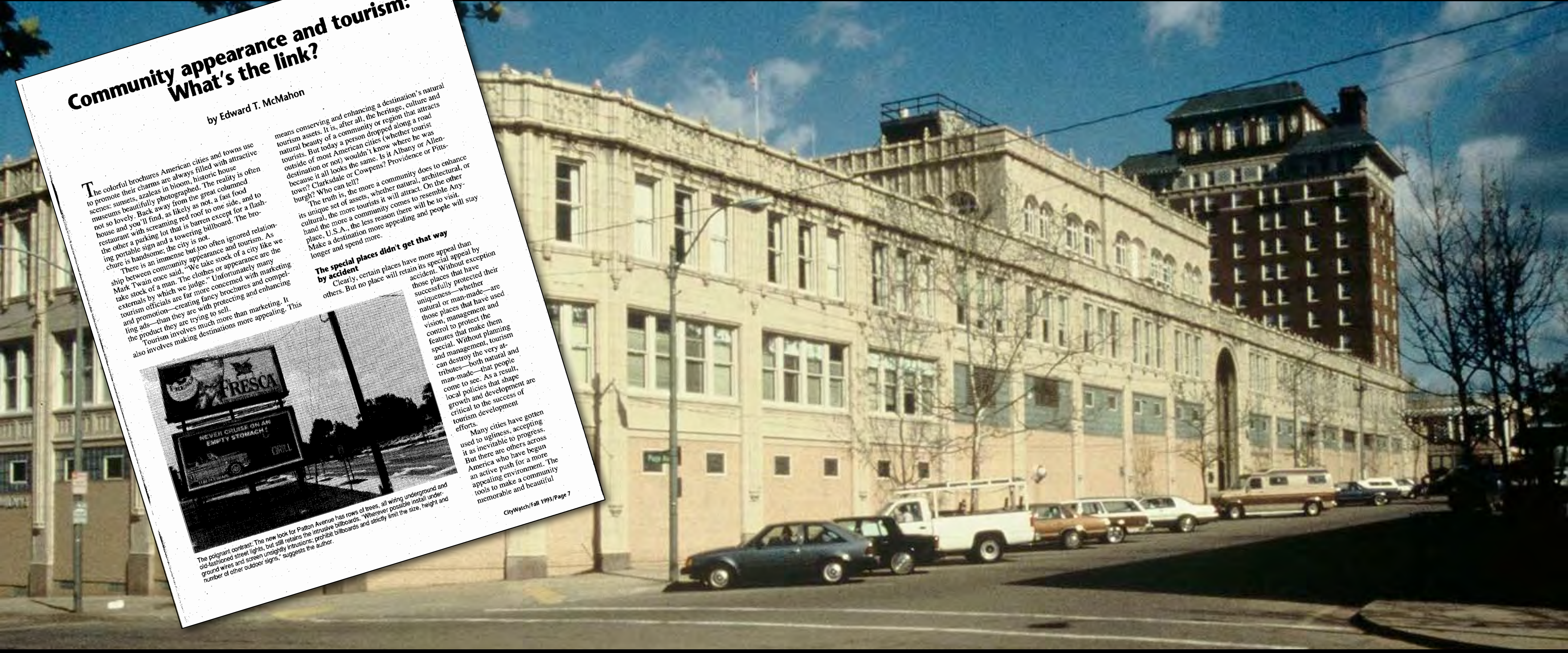
Clearly, certain places have more appeal than others. But no place will retain its special appeal by accident. Without exception those places that have successfully protected their uniqueness—whether natural or man-made—are those places that have used vision, management and control to protect the special features that make them special. Without planning and management, tourism can destroy the very attributes—both natural and man-made—that people come to see. As a result, local policies that shape growth and development are critical to the success of tourism development efforts.

Many cities have gotten used to ugliness, accepting it as inevitable to progress. But there are others across America who have begun an active push for a more appealing environment. The tools to make a community memorable and beautiful

CityWatch/Fall 1993/Page 7



The poignant contrast: The new look for Patton Avenue has rows of trees, all wiring underground and old-fashioned street lights, but still retains the intrusive billboards. "Wherever possible install underground wires and screen unsightly intrusions; prohibit billboards and strictly limit the size, height and number of other outdoor signs," suggests the author.



Among cities with no particular recreational appeal, those that have preserved their past continue to enjoy tourism. Those that haven't receive almost no tourism at all. Tourism simply doesn't go to a city that has lost its soul.



Top Travel Destinations of 2007

Asheville: #5 of the top 12

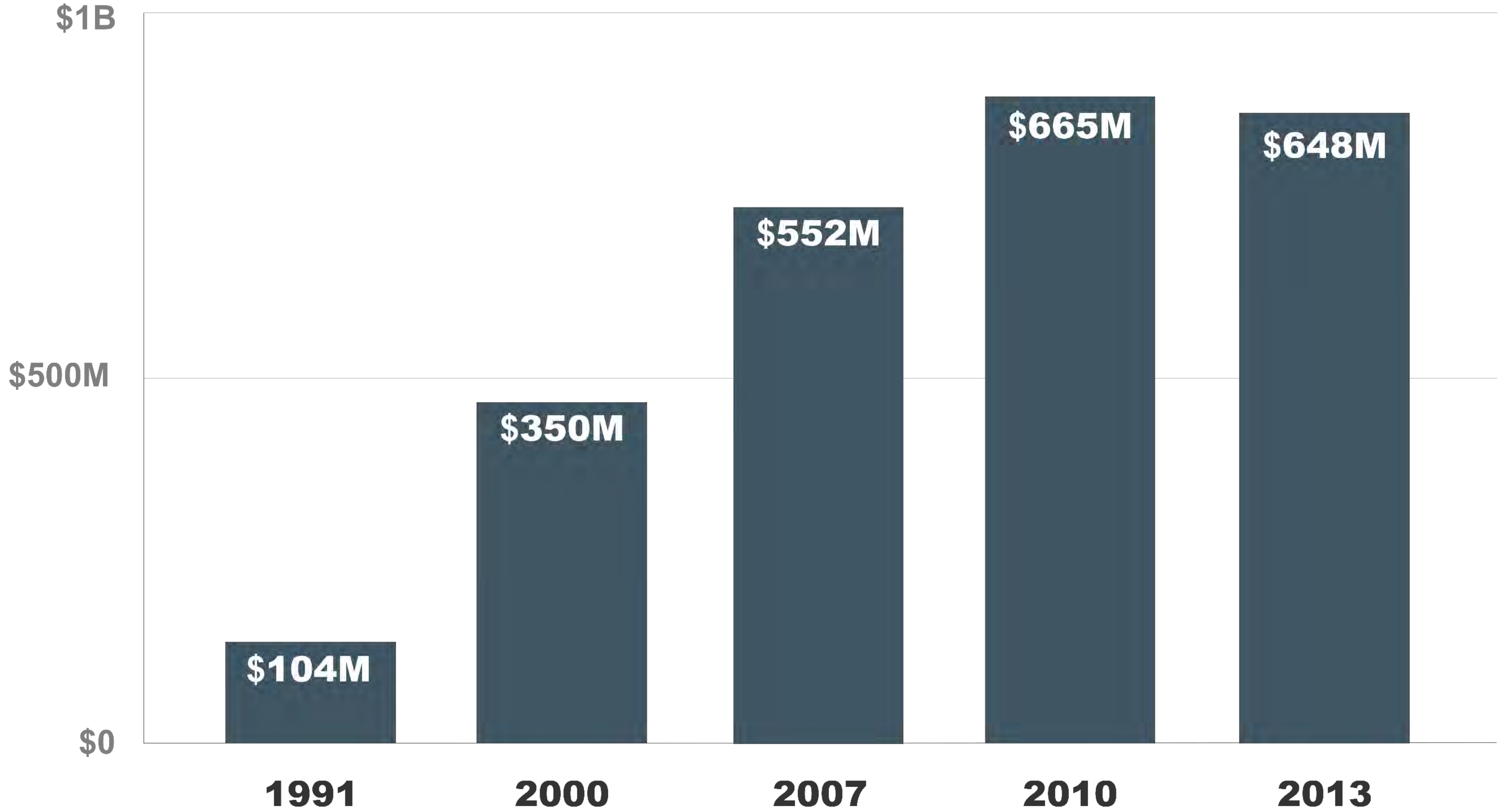
Frommer's

In God we trust;
everyone else,
bring data.

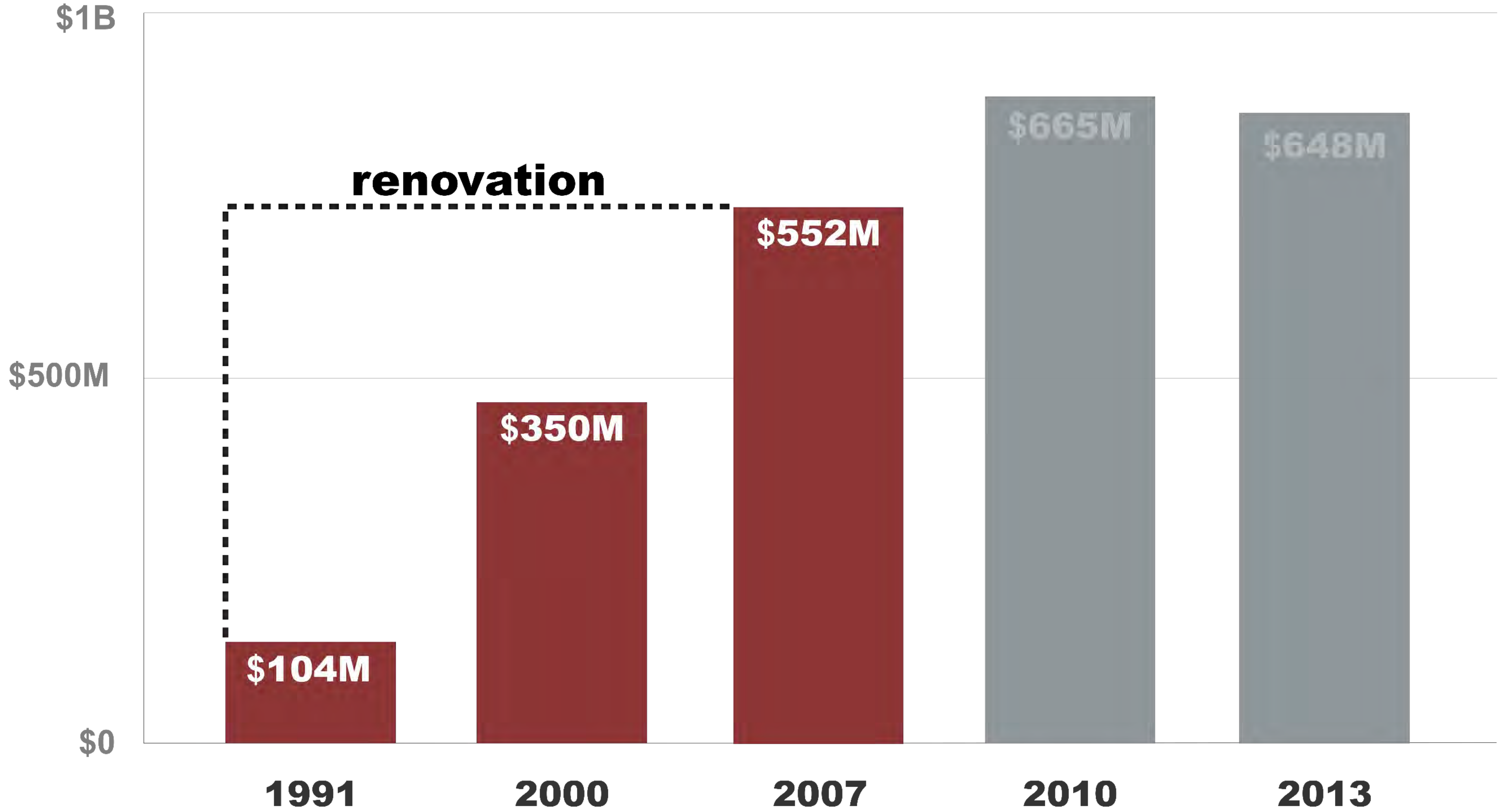
Mayor Michael Bloomberg



Asheville CBD Taxable Value



Asheville CBD Taxable Value



WELCOME TO ASHEVILLE

PAST COUNCIL DECISIONS \$ \$ \$



CITY TAXPAYER

THE BURDENS OF POOR DECISIONS ARE BECOMING UNBEARABLE!

- Parking Garages 4.5 Million & Climbing
- Pack Square Projects 10.0 Million & Climbing
- Wall Street Project 1.8 Million & Standing Empty
- New Garage for Garbage Trucks 5 Million Plus
- City Hall Beautification Project 4.8 Million
- 26.1 Million & Climbing

In 1990 Asheville City taxes were raised

2 Million Dollars

to help pay for these projects for
Downtown Dignitaries.

These are just a few of the failed policy decisions supported by the Old Council. The taxpayers can no longer afford the policies of the 80's.

Here are your choices on November 5TH
You May Vote For Six

- | | |
|------------------------------------|------------------------------------|
| ■ Gene Ellison - 2 year Incumbent | ■ Bill Moore - 2 year Incumbent |
| ■ Chris Peterson - Fresh New Ideas | ■ Carr Swicegood - Fresh New Ideas |
| ■ Charles Worley - Fresh New Ideas | ■ Barbara Field - Fresh New Ideas |
| Norma Price - 14 years Incumbent | |

SHOW YOUR SUPPORT FOR A NEW CITY COUNCIL.
DISPLAY THIS POSTER IN YOUR CAR, YOUR WINDOW, OR YOUR YARD.

PAID FOR BY: CITIZENS FOR A NEW CITY GOVERNMENT, DOROTHY F. WORLEY, TREASURER

BLUEPRINT OF CITY HALL

THE INCUMBENTS: WHY SHOULD WE VOTE AGAINST THEM?

The decade of the 80's was controlled by the incumbents
Bratton, Frank, Price, and Michalove.

During their tenure, we have witnessed the following:

1. Personal income has decreased.
2. Property taxes are at an all time high. In 1990 these four council members voted for a 16% increase in personal property taxes.
3. In 1981 water was at the top of their list of priorities. In 1991 water remains at the top of their list.
4. Increased crime rate. Inadequate police protection due to massive annexation during the past 10 years.
5. Downtown development for bureaucrats instead of water, sewer, and streets for our citizens.
6. Fewer jobs for our residents. We have lost good sound industries such as Burlington, Sayles, Kellwood, Girmes and Stencil, not to mention 3000 jobs at Enka.
7. Enormous waste of city tax dollar and manpower within the fire department (i.e.: fire trucks being routed to fender benders, etc.).
8. Downtown parking fiasco. Millions of dollars wasted on unused parking decks.
9. Turmoil in the City School System. The only voice city residents have is through our vote for Asheville City Council.
10. Community favoritism. Certain communities have been ignored far too long while others have been given the royal treatment. This cannot be tolerated. All city areas are entitled to all city services.



VOTE OUT THE POLICY MAKERS OF THE 80'S.

THEY'VE BEEN IN CHARGE TOO LONG!

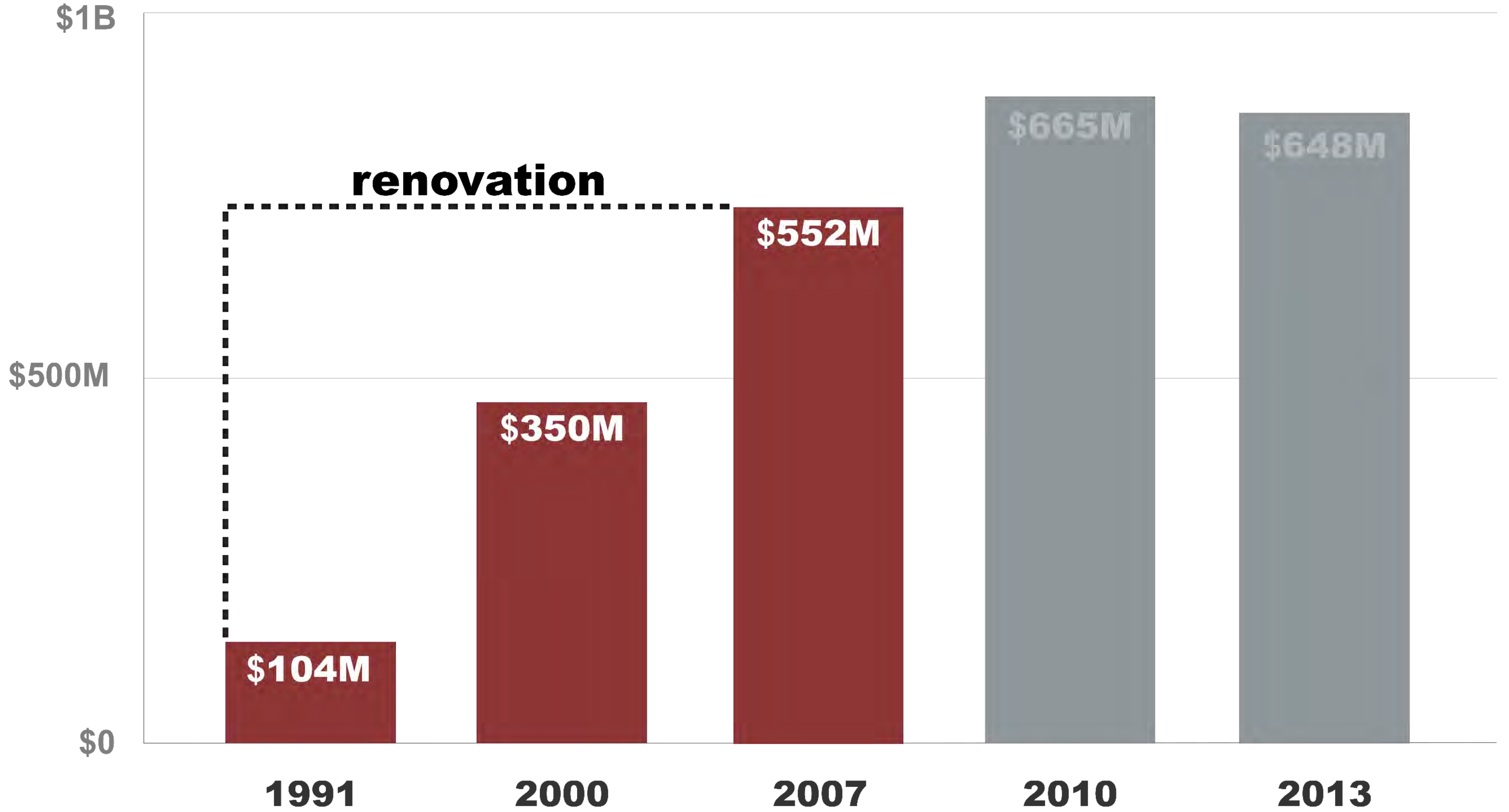


PAID FOR BY THE CITIZENS TO ELECT A NEW CITY GOVERNMENT

Asheville's de facto motto was:

“That will never work here - don't even try.”

Asheville CBD Taxable Value



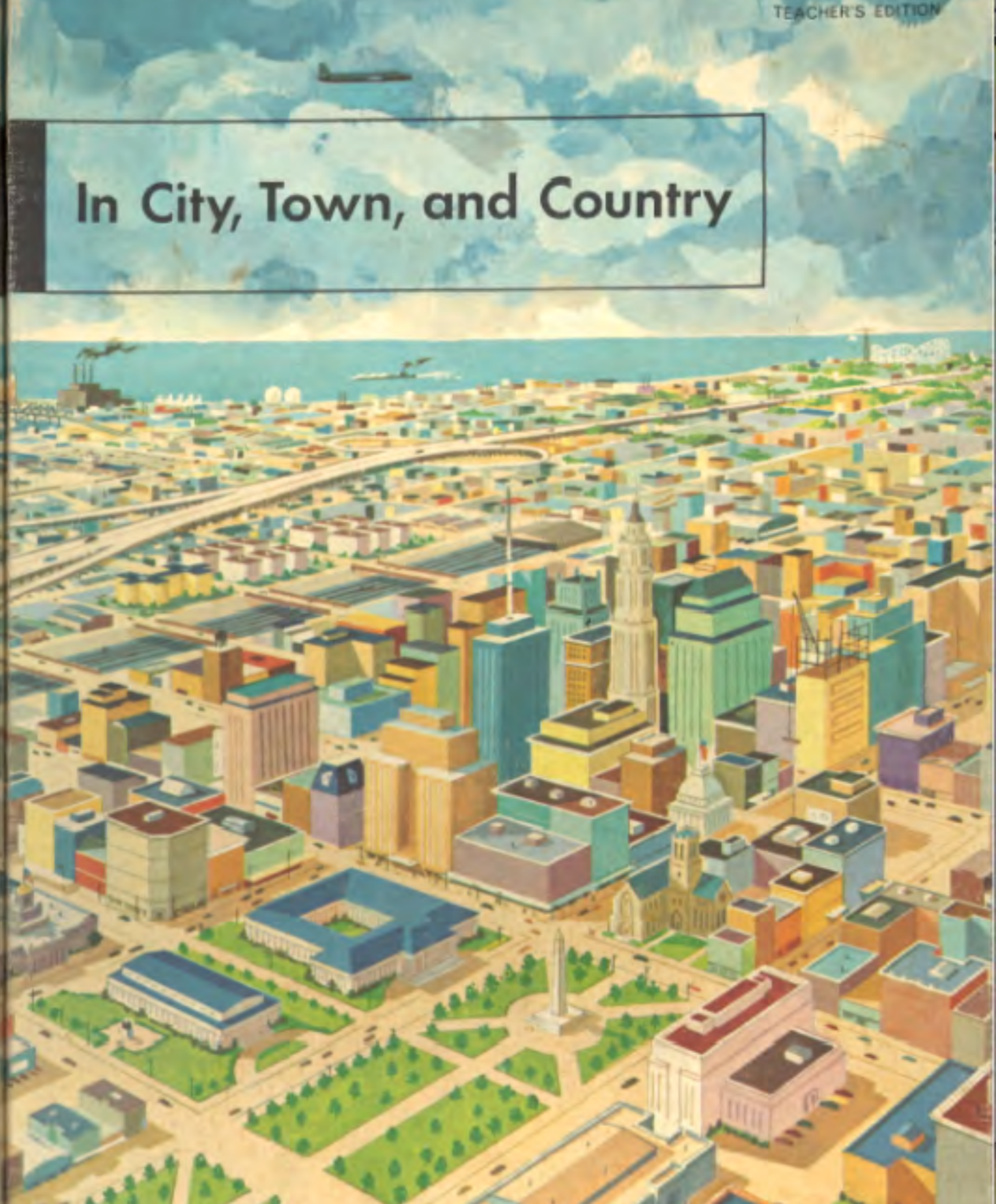


1

In City, Town, and Country

IN CITY, TOWN, AND COUNTRY

THE BASIC SOCIAL STUDIES PROGRAM



THE BASIC SOCIAL STUDIES PROGRAM

CURRICULUM FOUNDATION SERIES
REG. U. S. PAT. OFF.



At Home (Primer)

The family community

At School

The school community

In the Neighborhood

The neighborhood community

In City, Town, and Country

The local, metropolitan area, and county communities

In All Our States

The state community and regions of states

In the Americas

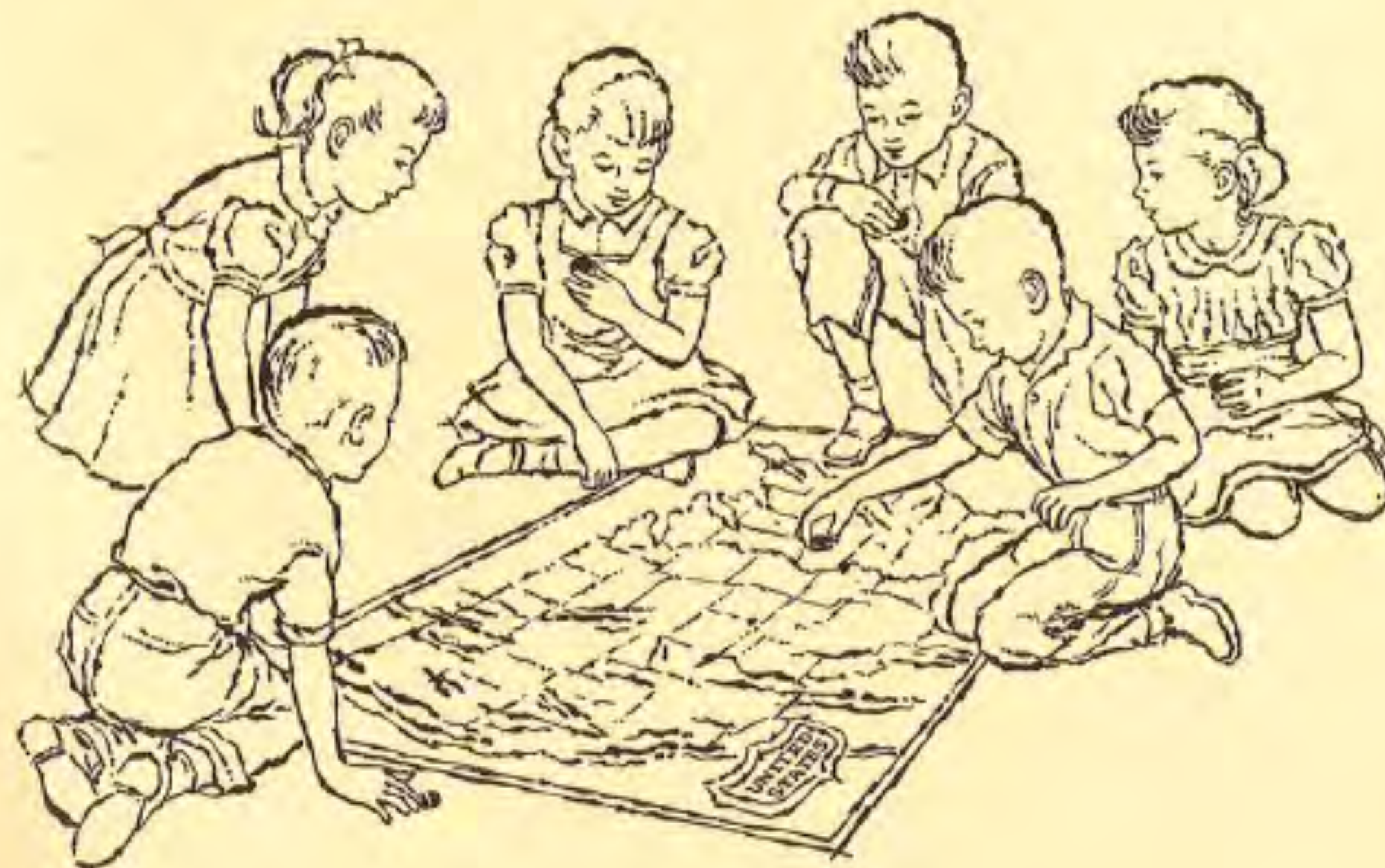
The national and inter-American communities

Beyond the Americas

*Nations and regions of nations across the Atlantic
and across the Pacific*

Living and Learning in Third Grade and Guidebook

to accompany IN CITY, TOWN, AND COUNTRY



by Paul R. Hanna, Genevieve Anderson Hoyt,
and Clyde F. Kohn

William S. Gray, *Reading Advisor*

Scott, Foresman and Company *Chicago, Atlanta, Dallas, Palo Alto, Fair Lawn, N.J.*

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International Rights Reserved.

that differ from those of the families of children in your third grade, you will want to make every effort to understand their attitudes, language habits, and behavior patterns. You may be justified in trying to change some of these values and behavior traits, but the essential dignity and worth of each child must be recognized. No child should feel rejected because he is growing up in a home environment different from yours.

Remember, too, that many children whether urban or rural, and regardless of region, are tragically limited in their knowledge of the world and that their world is largely that of the space in which they live and operate. So capitalize upon the experiences which they have had even as you try to broaden the children's understandings and guide their behavior.

These are some of the significant ways in which environmental factors influence the experiences of boys and girls, causing them to feel and act as they do, and so to differ. *In your particular third grade, each youngster will respond to every teaching-learning experience centering around*

for learning?"

The attractiveness of your classroom—the plants in the window, gay touches of color, bright pictures, and other evidences of an inviting room—is part of your children's learning environment.

The social climate of your classroom—the way children are welcomed and helped to get acquainted, the way daily routines are carried on, the way you develop standards and teach observation of rules, and the way children's basic needs are met—is a part of your children's learning environment.

Whether you are in a new building or an old one, your task is to create an environment that invites learning. You begin the year with a recently cleaned, but bare, room. There is nothing on the walls, on the window sills, on the bookshelves, or in the corners. What you do to transform this room into an inviting learning environment depends on your skill and resources. The results reflect your teaching personality. If you set up interest centers, display books, hang gay pictures, and set flowerpots in the windows, then



Incorporate (in'kôrpə,rāt)

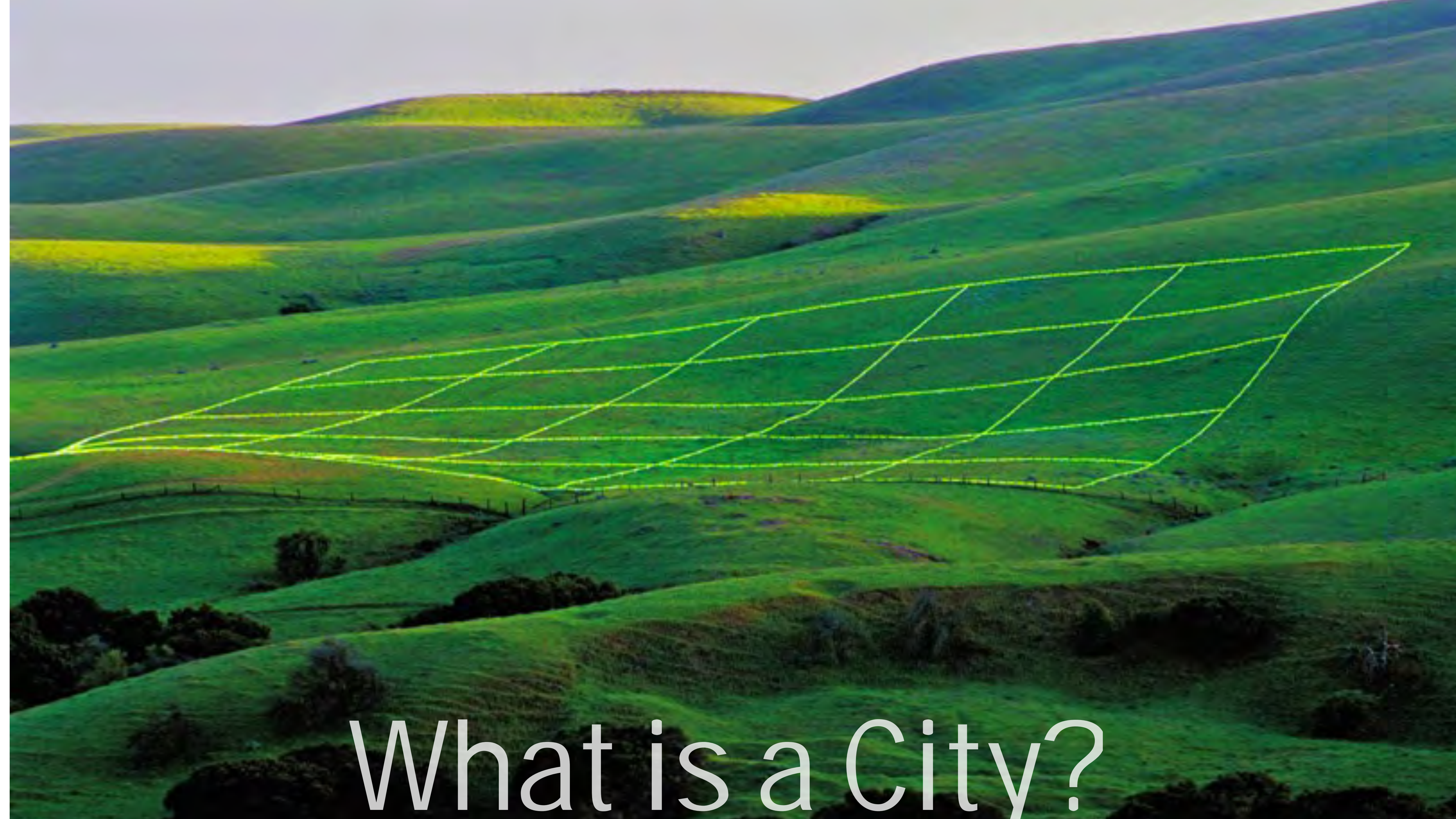
VERB

Constitute (a company, city, or other organization) as a legal corporation.

Source: Oxford Dictionary



What is a City?



What is a City?



Asheville is 4x >

Land Production





For 40 years this building remained vacant..... its tax value in 1991 was just over **\$300,000**



Today the building is valued at over **\$11,000,000** an increase of over **3500%** in **15 years**

The lot is less than **1/5 acre**



Walmart



34.0 Acres
220,000 sf Building
\$20,000,000 Tax Value

Downtown



0.19 Acres
54,000 sf. Bld
\$11,000,000 Tax Value

My House



0.13 Acres
1 unit (2 people + 2 dogs)
\$232,000 Tax Value

Walmart



34.0 Acres
220,000 sf Building
\$20,000,000 Tax Value

Downtown



0.19 Acres
54,000 sf. Bld
\$11,000,000 Tax Value

My House



0.13 Acres
1 unit (2 people + 2 dogs)
\$232,000 Tax Value

Walmart



34.0 Acres
220,000 sf Building
\$20,000,000 Tax Value

Downtown



0.19 Acres
54,000 sf. Bld
\$11,000,000 Tax Value

My House



0.13 Acres
1 unit (2 people + 2 dogs)
\$232,000 Tax Value

Property Taxes/Acre

\$19,542

Walmart



34.0 Acres
220,000 sf Building
\$20,000,000 Tax Value

Property Taxes/Acre
\$6,500

Downtown



0.19 Acres
54,000 sf. Bld
\$11,000,000 Tax Value

My House



0.13 Acres
1 unit (2 people + 2 dogs)
\$232,000 Tax Value

Property Taxes/Acre
\$19,542

Walmart



34.0 Acres
220,000 sf Building
\$20,000,000 Tax Value

Property Taxes/Acre
\$6,500

Downtown



0.19 Acres
54,000 sf. Bld
\$11,000,000 Tax Value

Property Taxes/Acre
\$634,000

My House



0.13 Acres
1 unit (2 people + 2 dogs)
\$232,000 Tax Value

Property Taxes/Acre
\$19,542

Wheat



34.0 Acres
220,000 sf Building
\$20,000,000 Tax Value

Property Taxes/Acre
\$6,500

Cannabis



0.19 Acres
54,000 sf. Bld
\$11,000,000 Tax Value

Property Taxes/Acre
\$634,000

Soybeans



0.13 Acres
1 unit (2 people + 2 dogs)
\$232,000 Tax Value

Property Taxes/Acre
\$19,542

Property + Retail Sales Taxes

Retail Sales (average)

\$77,000,000



\$6,500 Total Property Taxes/Acre
\$3,300 to the City

Downtown

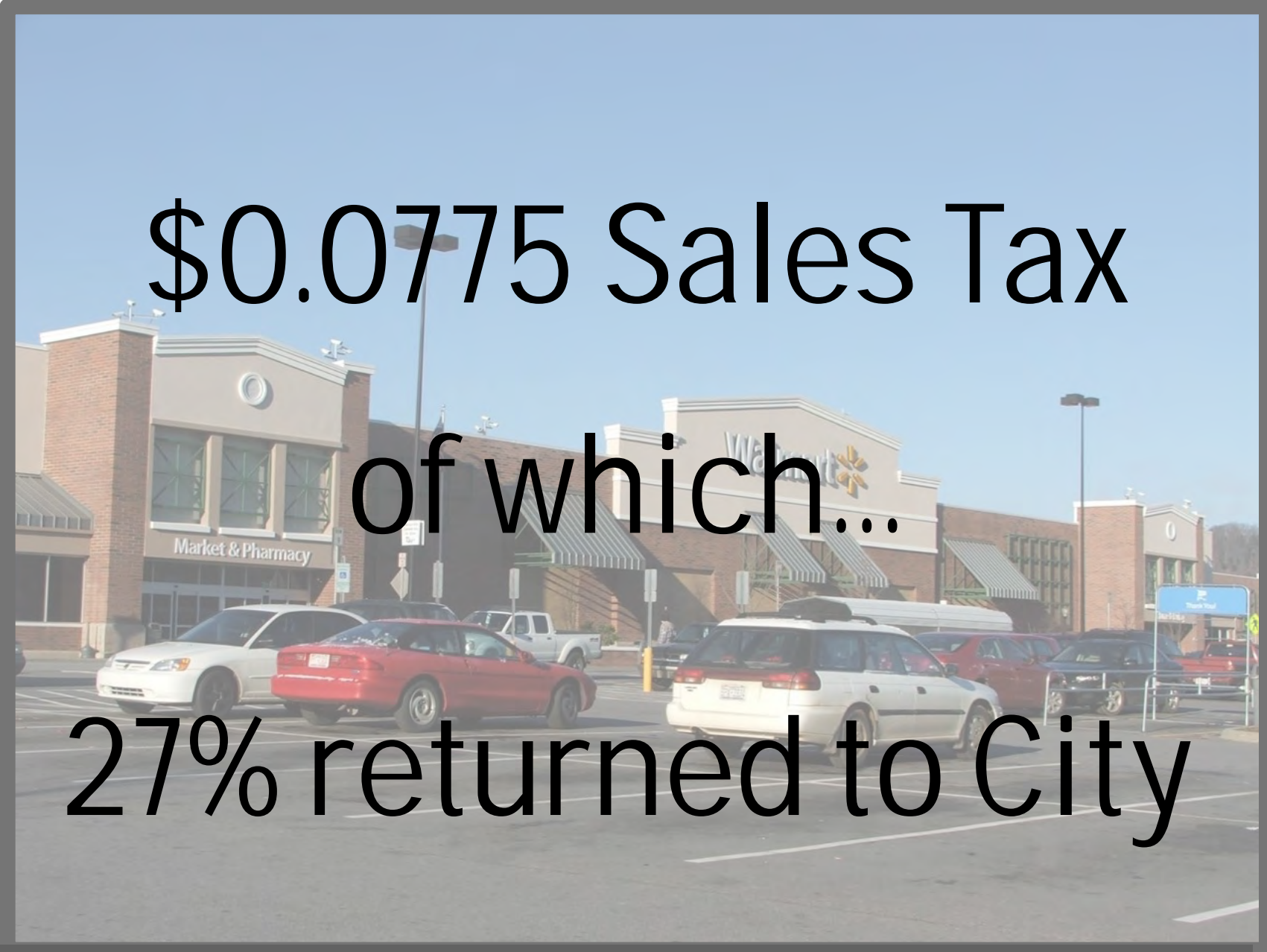


\$634,000 Total Property Taxes/Acre
\$330,000 to the City

Property + Retail Sales Taxes

Retail Sales (average)

\$77,000,000



\$6,500 Total Property Taxes/Acre

\$3,300 to the City



\$634,000 Total Property Taxes/Acre

\$330,000 to the City

Property + Retail Sales Taxes

Retail Sales (average)

\$77,000,000



\$6,500 Total Property Taxes/Acre

\$3,300 to the City

Downtown



\$634,000 Total Property Taxes/Acre

\$330,000 to the City

Property + Retail Sales Taxes



Asheville Walmart

Total Taxes/Acre to the City

\$50,800



Downtown

Property Taxes/Acre to the City

\$330,000

Property + Retail Sales Taxes



Asheville Walmart

Total Taxes/Acre to the City

\$50,800



Downtown

Total Taxes/Acre to the City

\$414,000

Jobs per Acre



Asheville Walmart

200 jobs on 34.0 acres

5.9



Downtown

14 jobs on 0.19 Acres

73.7

Urban3

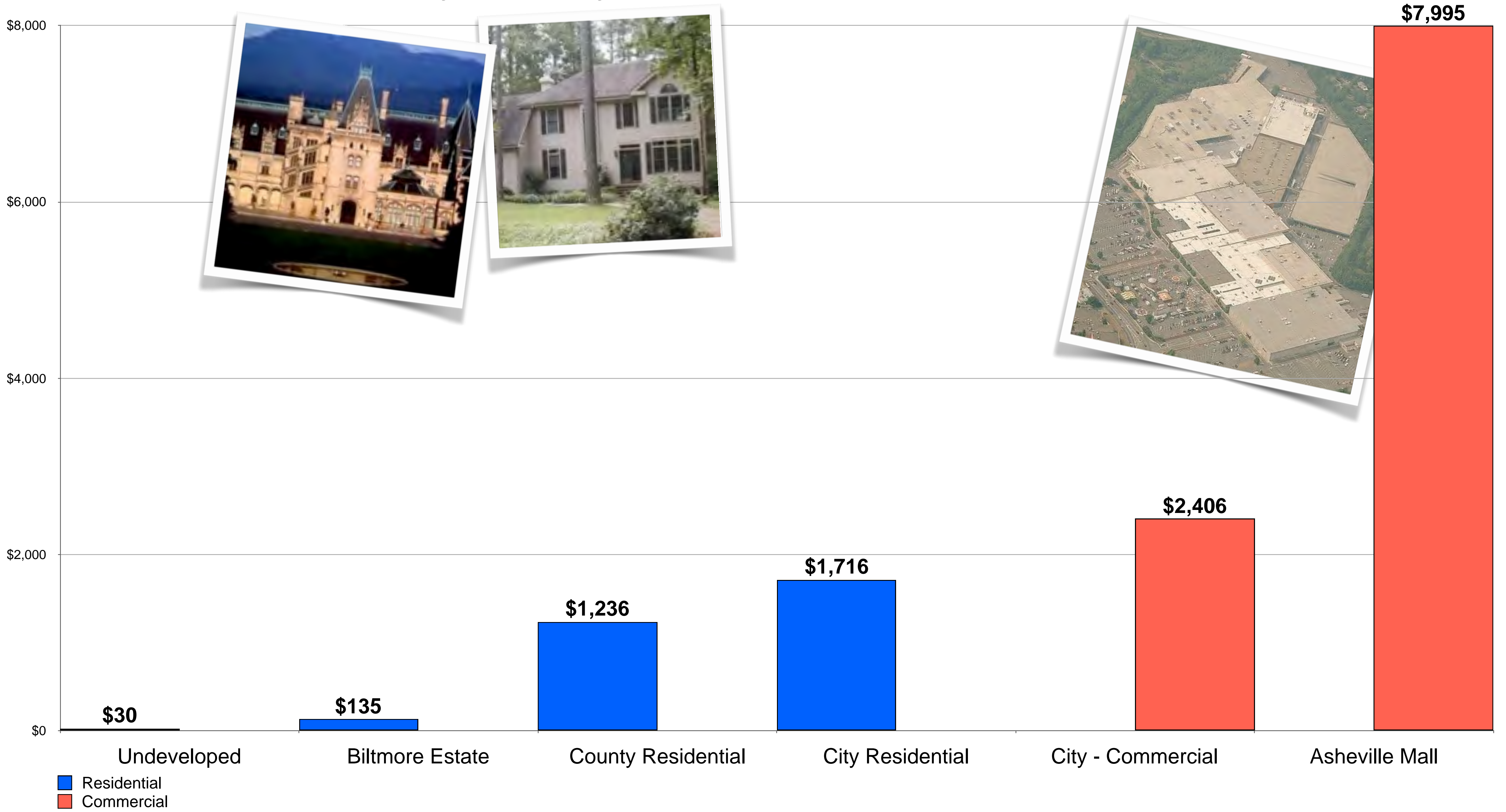


Land Consumed (Acres):	34.0	00.2
Total Property Taxes/Acre:	\$ 6,500	\$634,000
City Retail Taxes/Acre:	\$ 47,500	\$ 83,600
Residents per Acre:	0.0	90.0
Jobs per Acre:	5.9	73.7

Buncombe County Property Tax Revenue Profile: 2007 Tax Yield per Acre

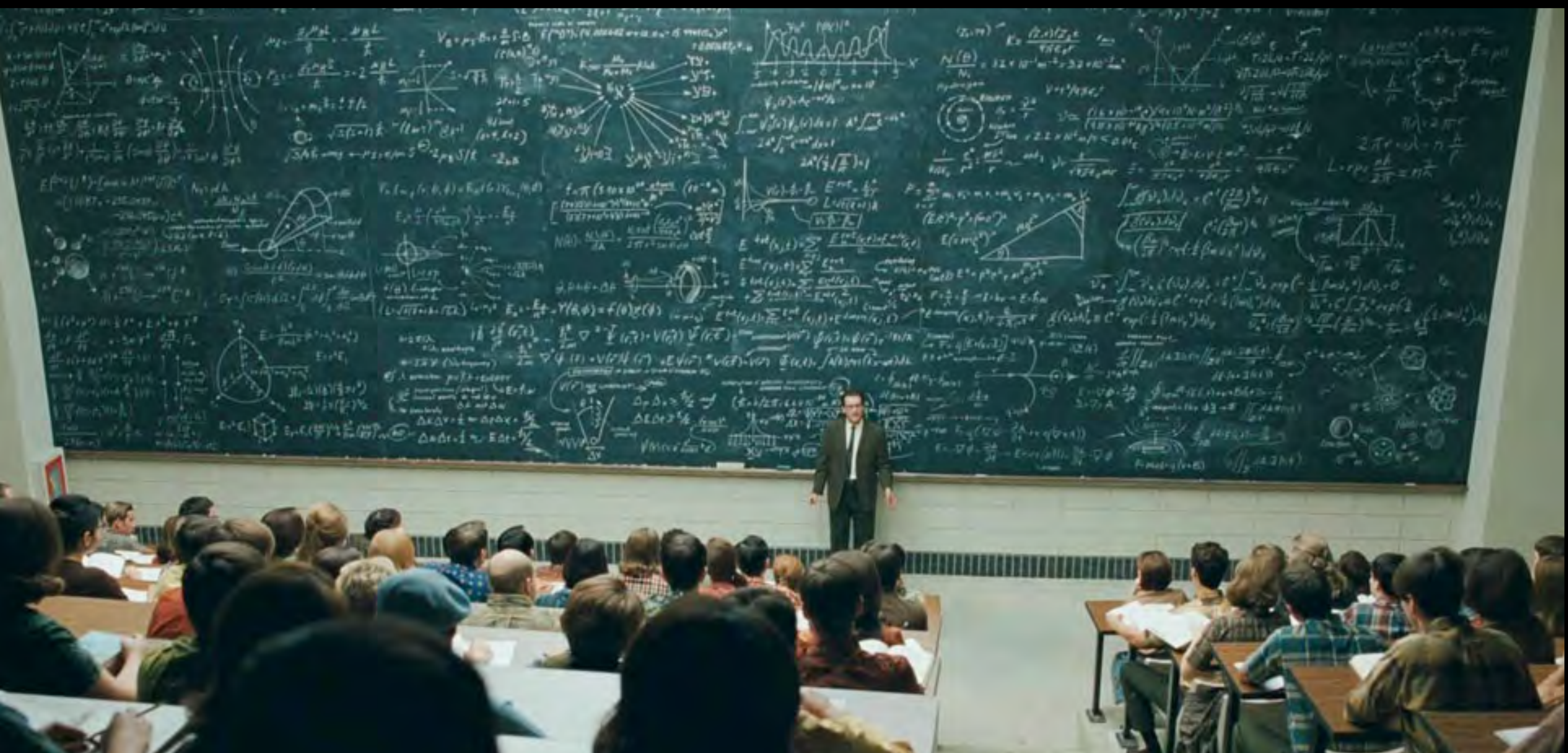


Buncombe County Property Tax Revenue Profile: 2007 Tax Yield per Acre



Buncombe County Property Tax Revenue Profile: 2007 Tax Yield per Acre





Scary Math

How do you compare cars?



Ford F150 Lariat LTD
648 miles per tank



Toyota Prius
571 miles per tank



1955 BMW Isetta
245 miles per tank



Rolls-Royce Phantom Drophead
380 miles per tank



Bugatti Veyron SS
390 miles per tank

How do you compare cars?



Ford F150 Lariat LTD
648 miles per tank



Toyota Prius
571 miles per tank



1955 BMW Isetta
245 miles per tank



Rolls-Royce Phantom Drophead
380 miles per tank



Bugatti Veyron SS
390 miles per tank

How do you compare cars?



Ford F150 Lariat LTD
13/18 mpg



Toyota Prius
51/48 mpg



1955 BMW Isetta
50/70 mpg



Rolls-Royce Phantom Drophead
11/18 mpg



Bugatti Veyron SS
8/14 mpg

How do you compare cars?



Ford F150 Lariat LTD
13/18 mpg



Toyota Prius
51/48 mpg



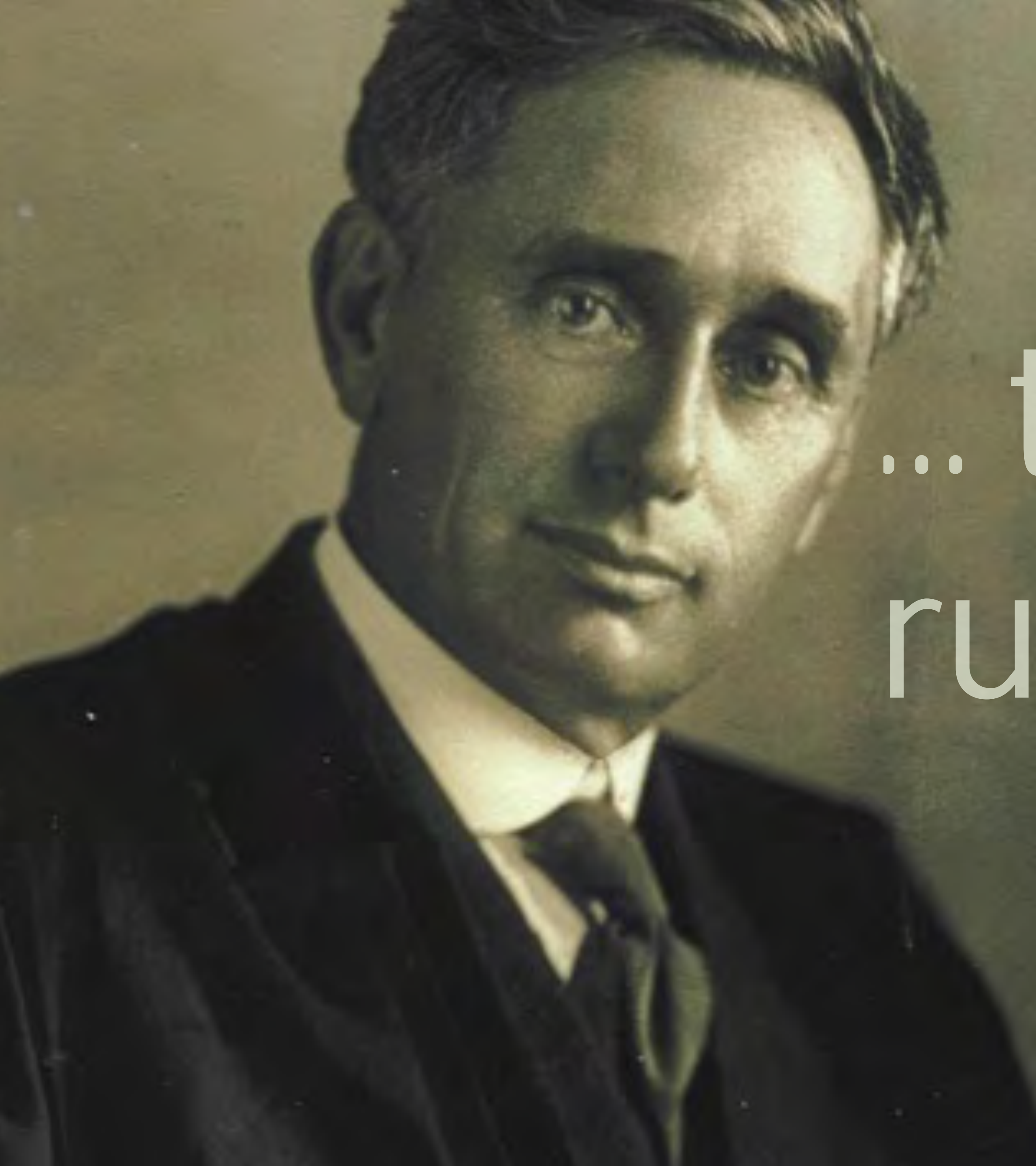
1955 BMW Isetta
50/70 mpg



Rolls-Royce Phantom Drophead
11/18 mpg



Bugatti Veyron SS
8/14 mpg



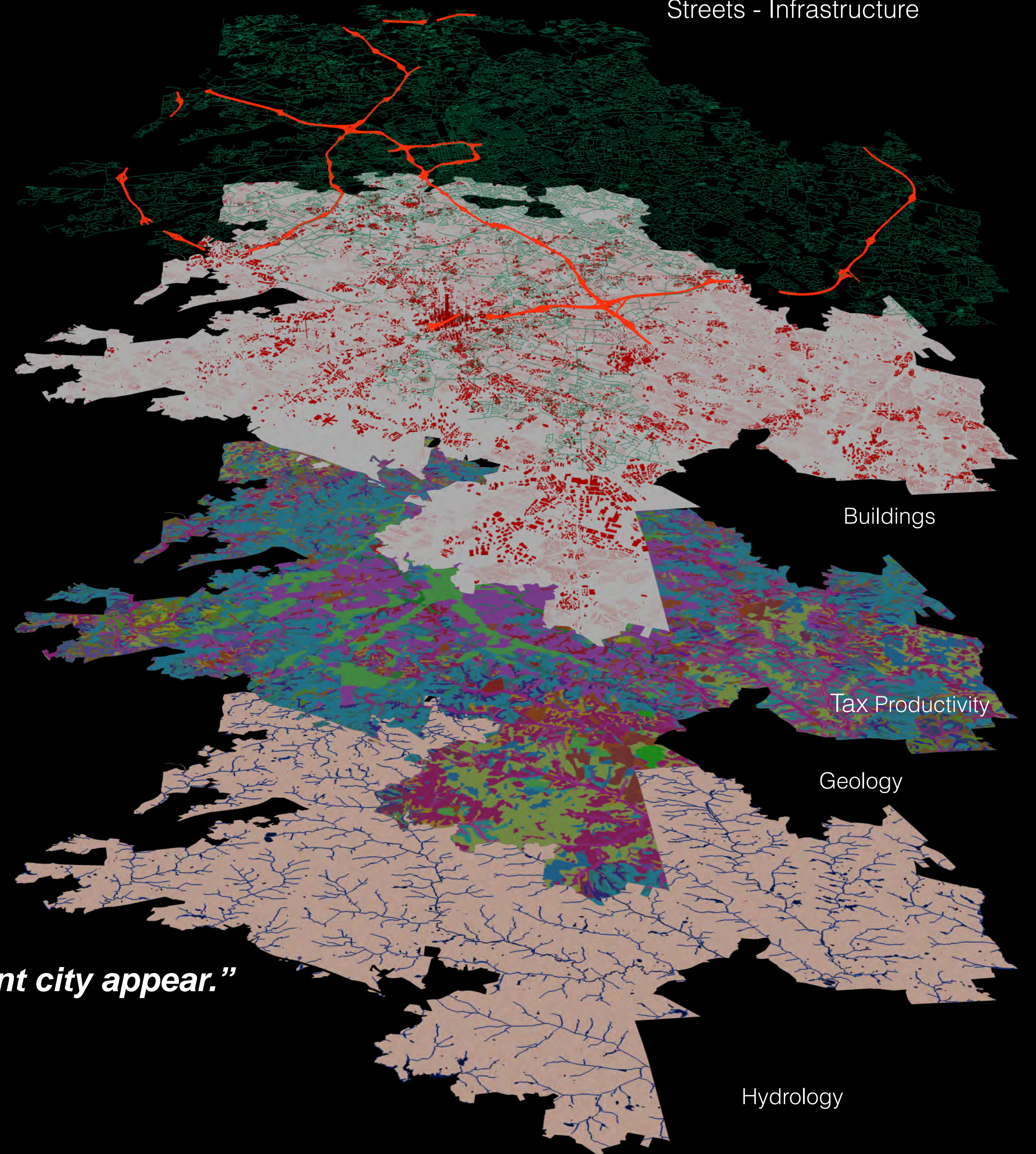
... the relentless
rules of humble
arithmetic.

Justice Louis Brandeis
"Other People's Money", 1914





Streets - Infrastructure



Buildings

Tax Productivity

Geology

Hydrology

“...when you least expect it, you see a crack open and a different city appear.”

Italo Calvino
Invisible City

What are the numbers for Buncombe County?

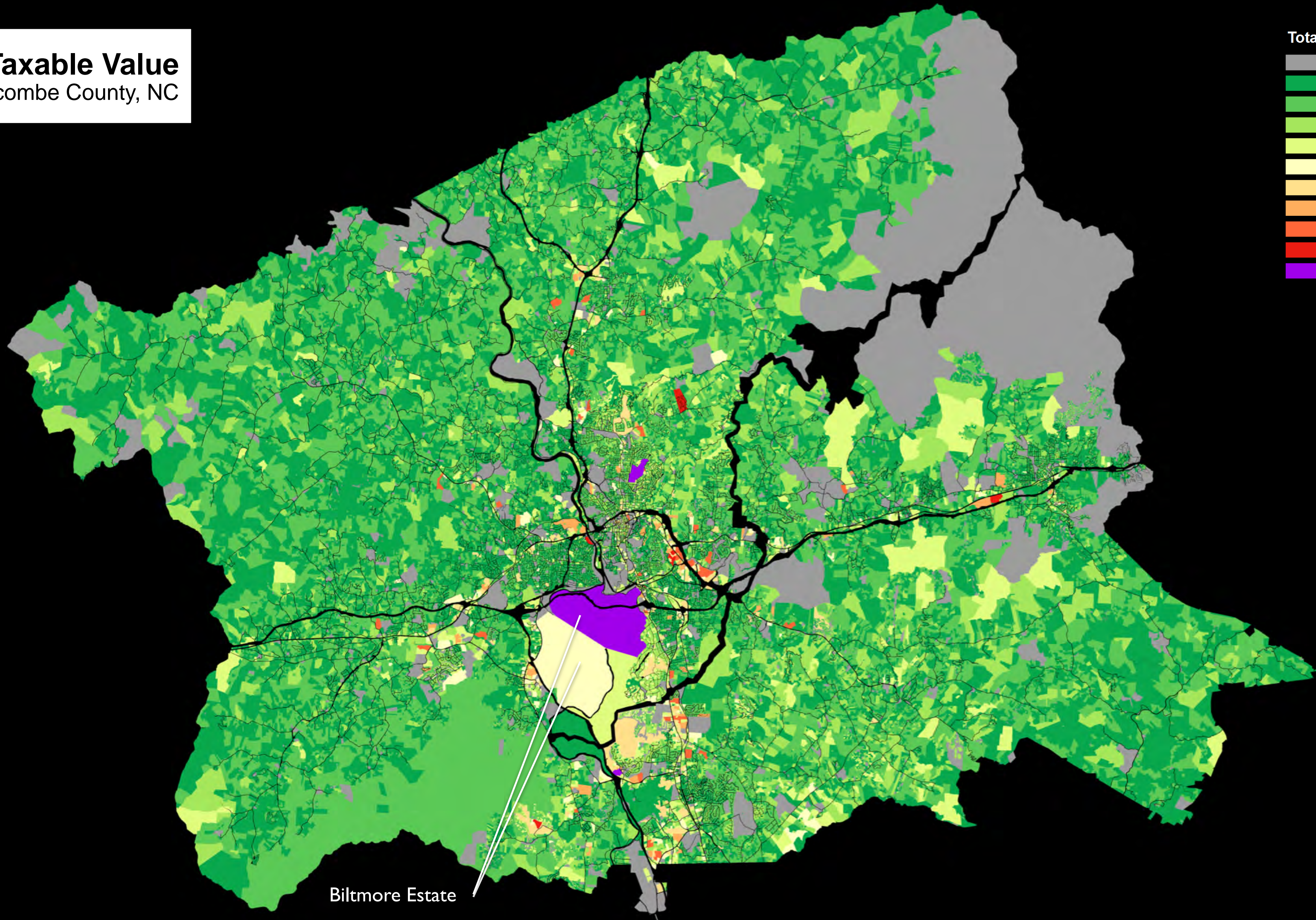


Total Taxable Value

Buncombe County, NC

Total Tax Value (\$)

- not taxable
- < 160,000
- 160,001 - 430,000
- 430,001 - 1M
- 1M - 2.5M
- 2.5M - 5.5M
- 5.5M - 10M
- \$10M - \$17M
- 17M - 33M
- 33M - 76M
- > 76M



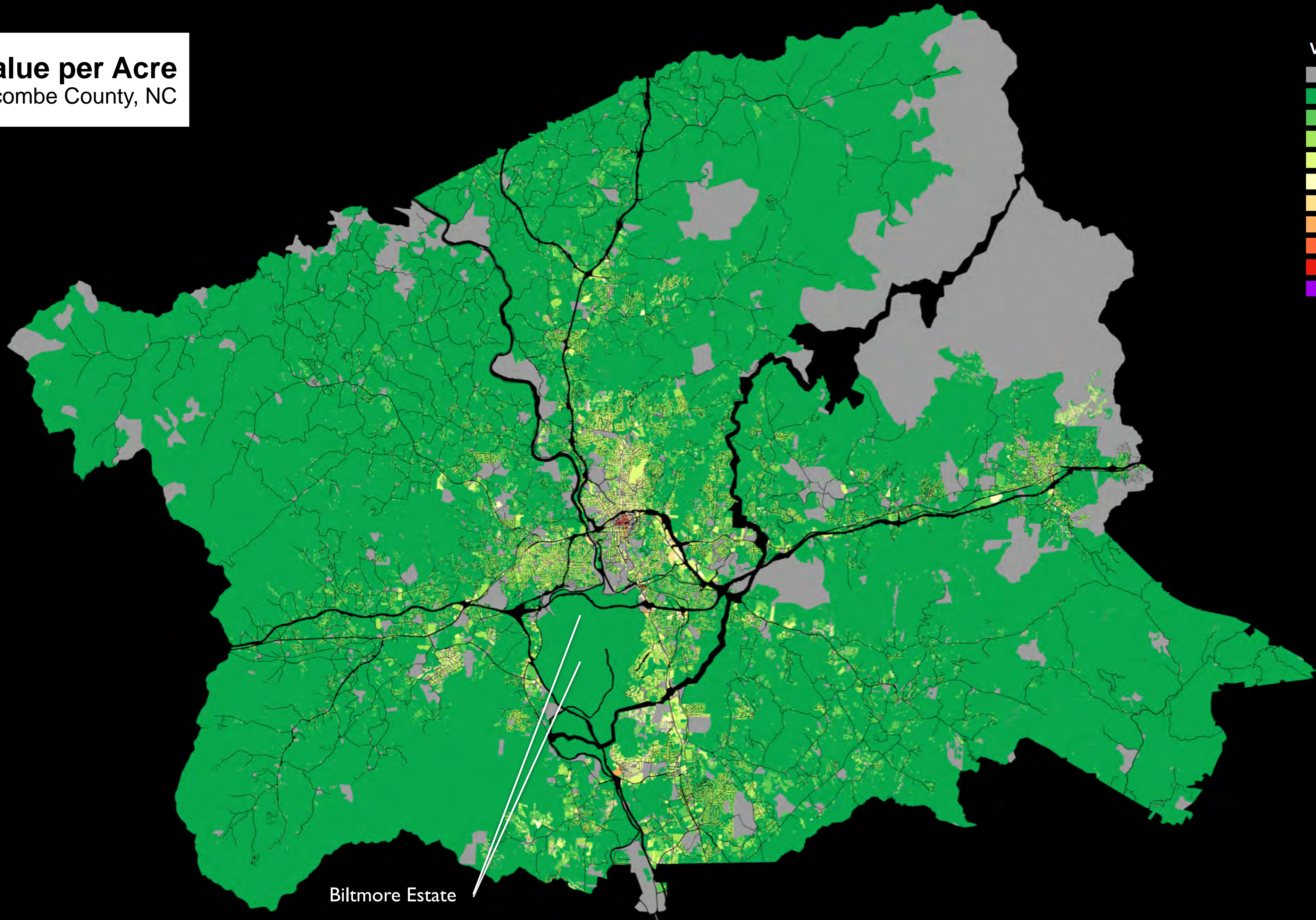
Biltmore Estate

Taxable Value per Acre

Buncombe County, NC

Value per Acre (\$)

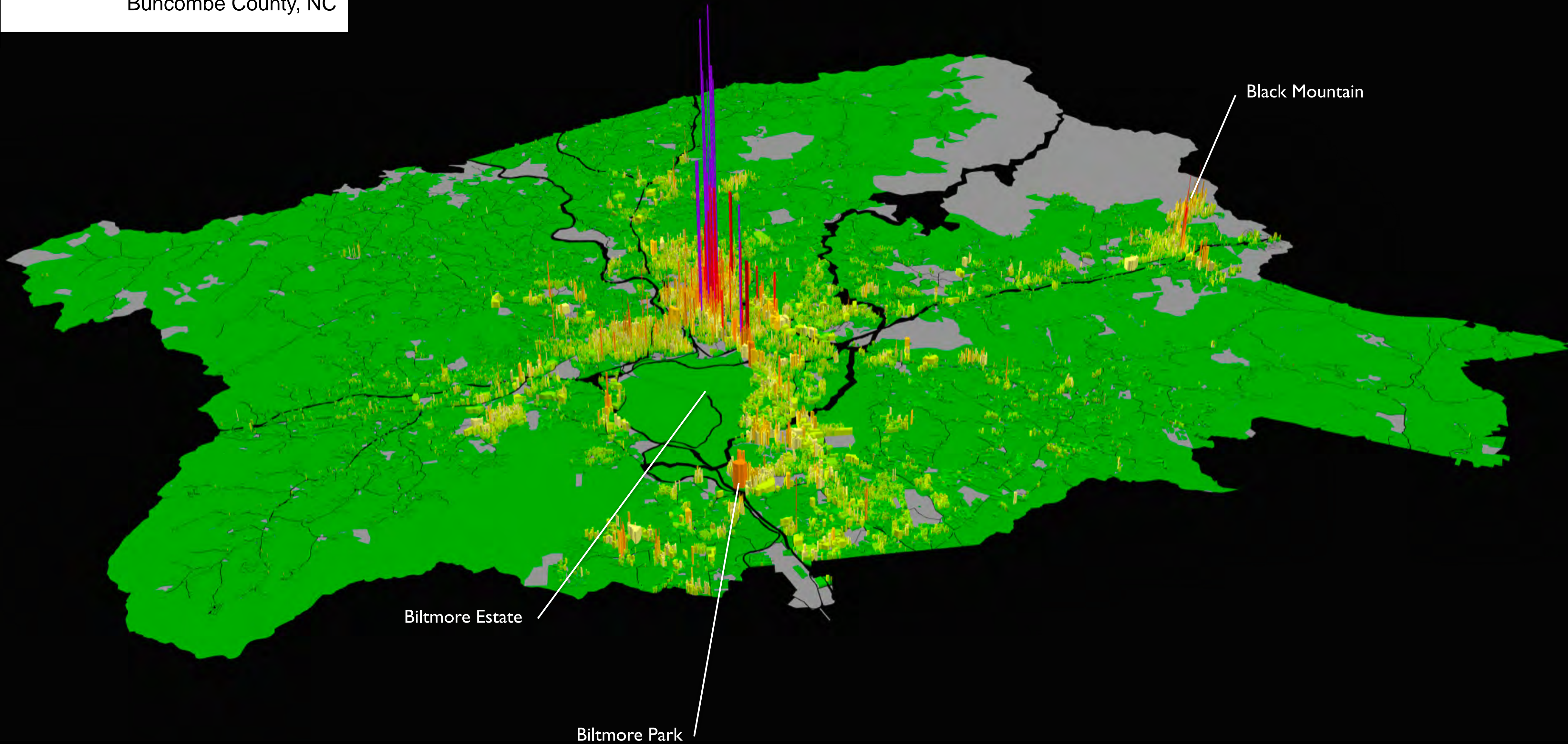
- not taxable
- < 170,000
- 170,001 - 420,000
- 420,001 - 760,000
- 760,001 - 1.2M
- 1.2M - 2M
- 2M - 3.5M
- 3.5M - 6.2M
- 6.2M - 12M
- 12M - 20M
- > 20M

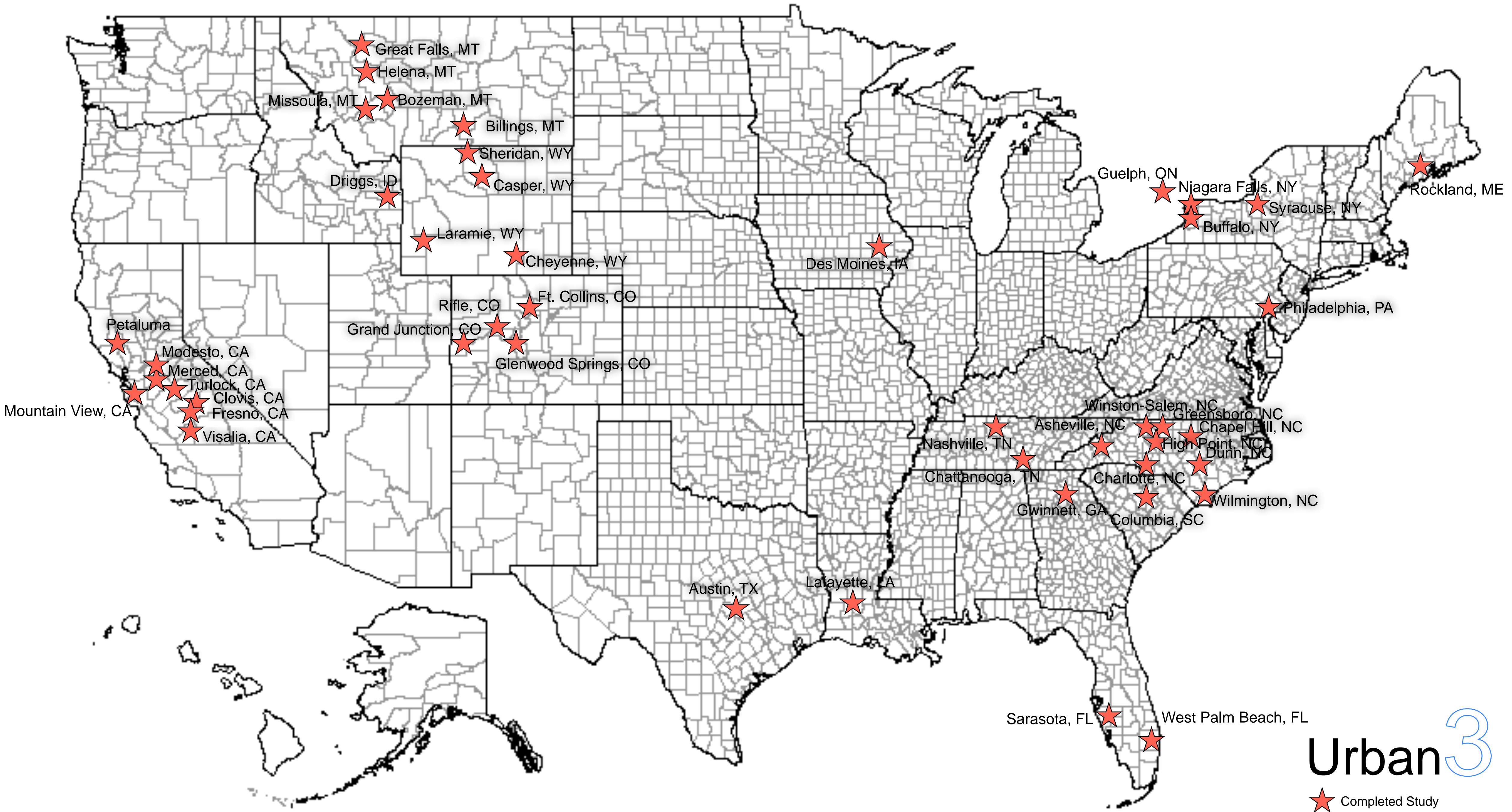


Biltmore Estate

Taxable Value per Acre

Buncombe County, NC

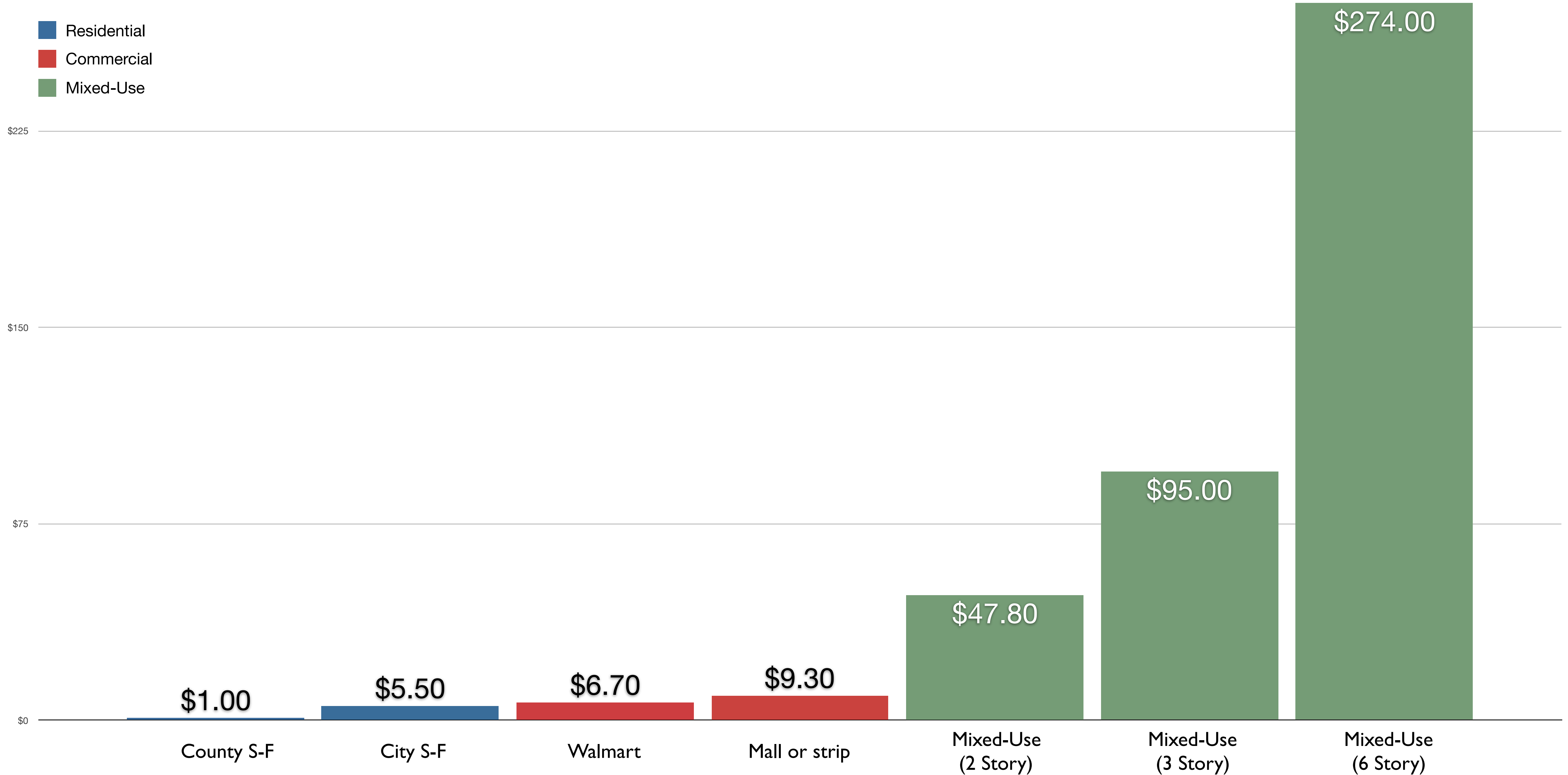




County Property Taxes/Acre

Ratio Difference of 42 City Sample Set, in 16 States (+ a Province)

- Residential
- Commercial
- Mixed-Use



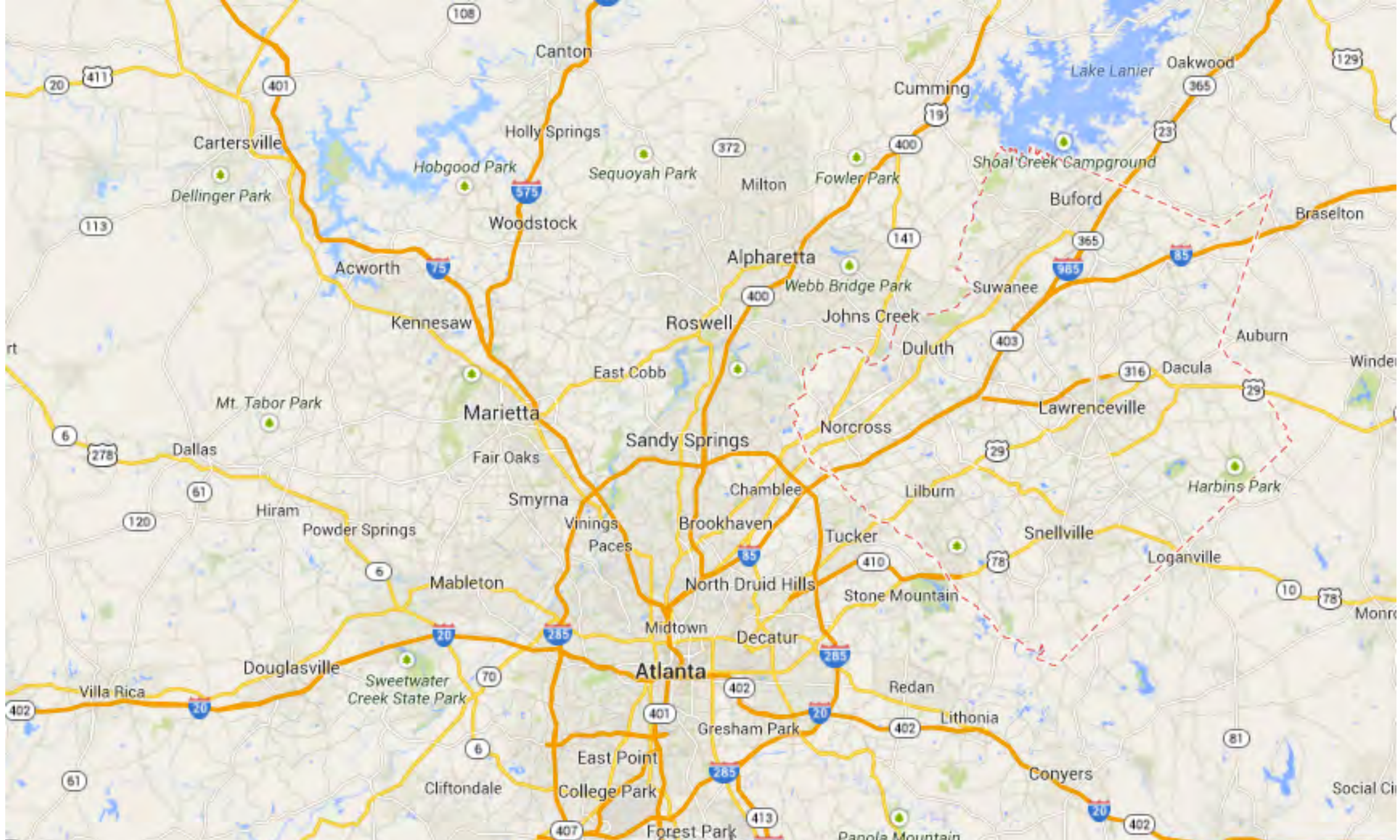
"You are about to show me shadows of the things that have not happened, but will happen in the time before us."

Ebenezer Scrooge
The Ghost of Christmas Yet to Come
A Christmas Carol



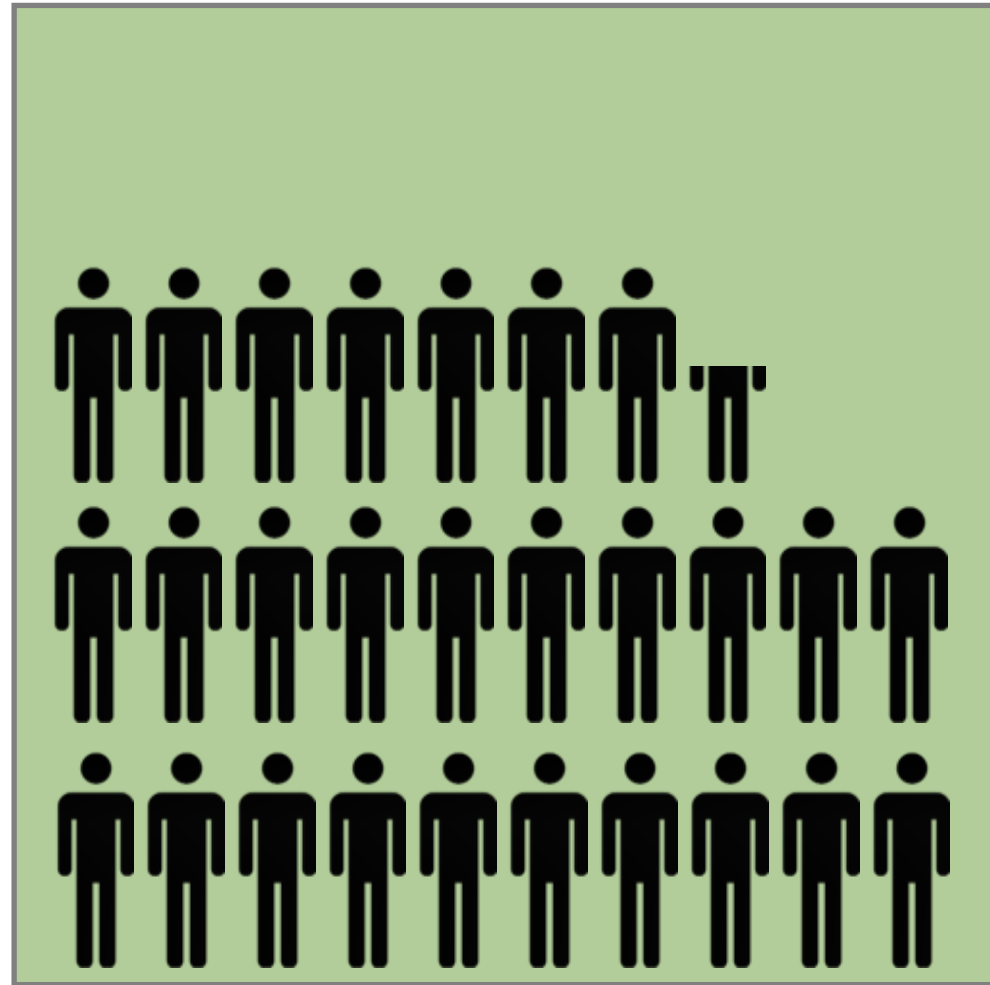
What are the numbers for Gwinnett County?



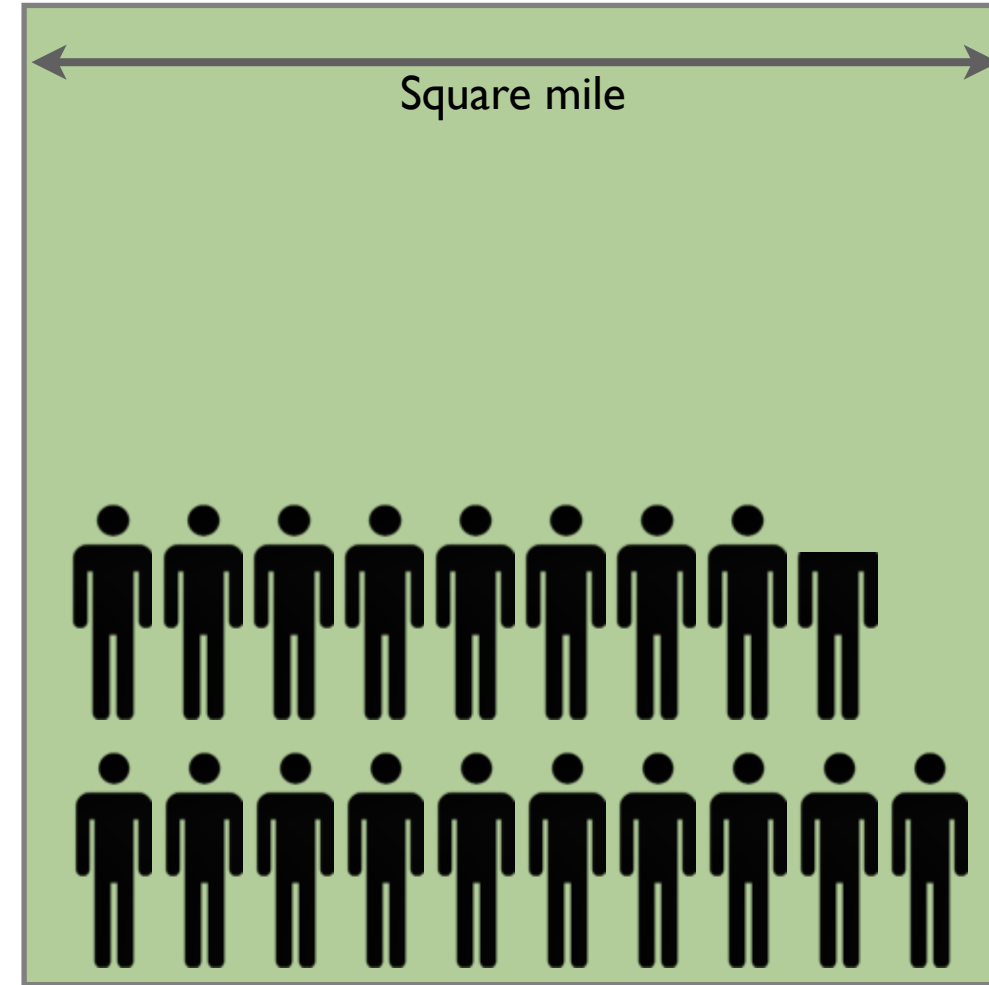


Density - People per Square Mile

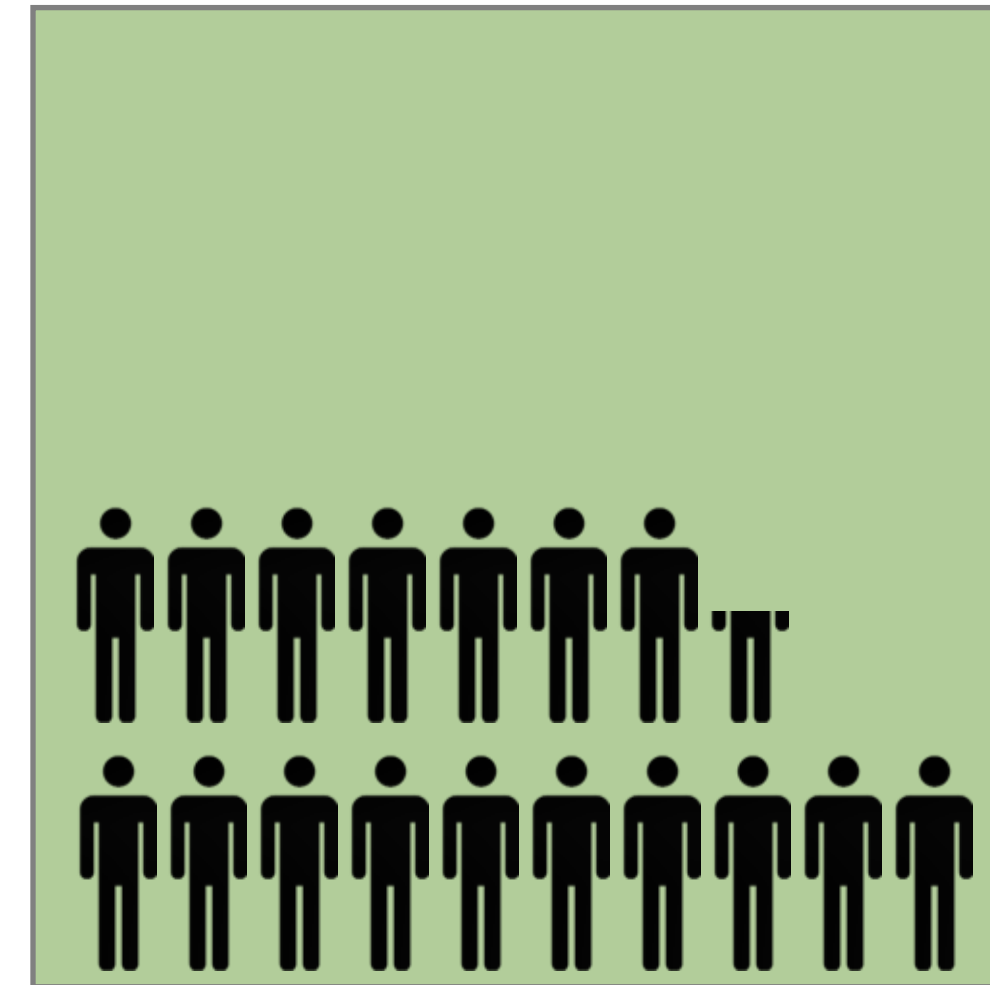
 = 100 people
Source: US Census



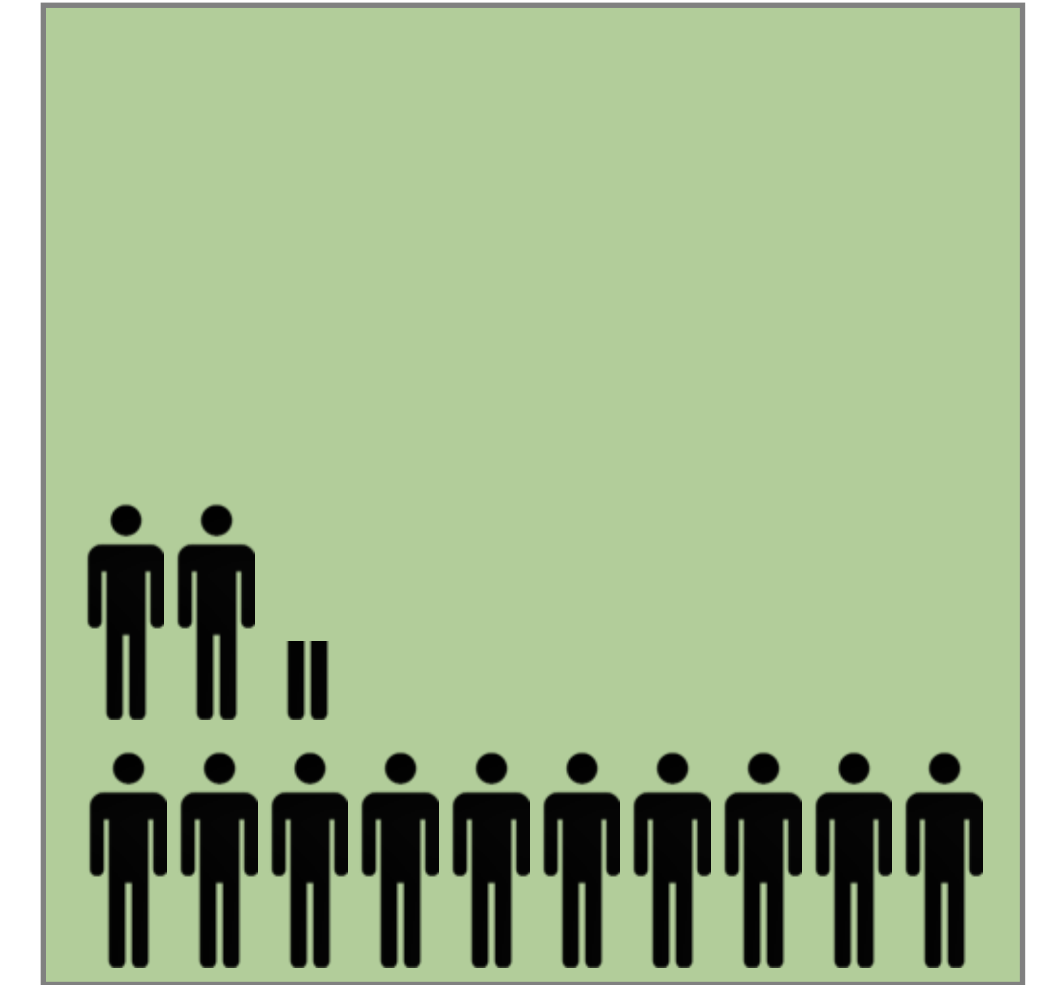
DeKalb, GA
2,740 people/Sq. Mi.



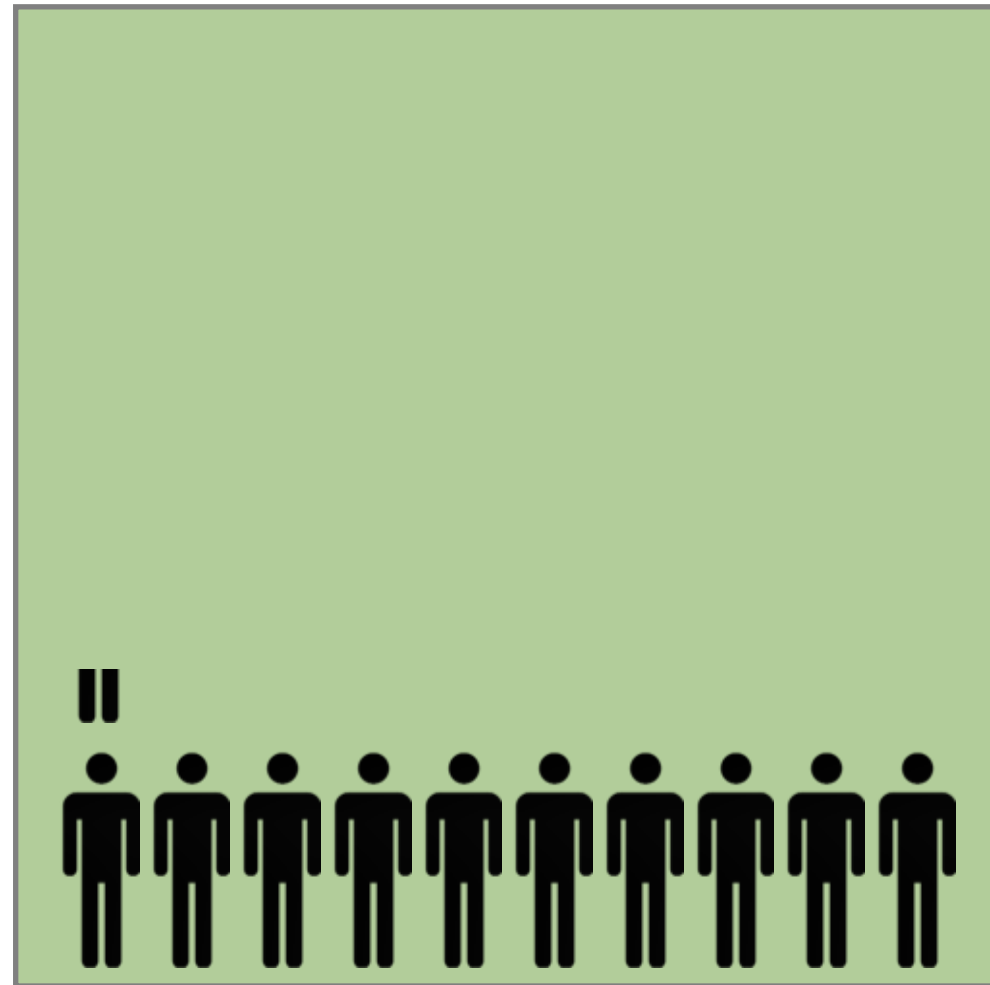
Gwinnett, GA
1,871 people/Sq. Mi.



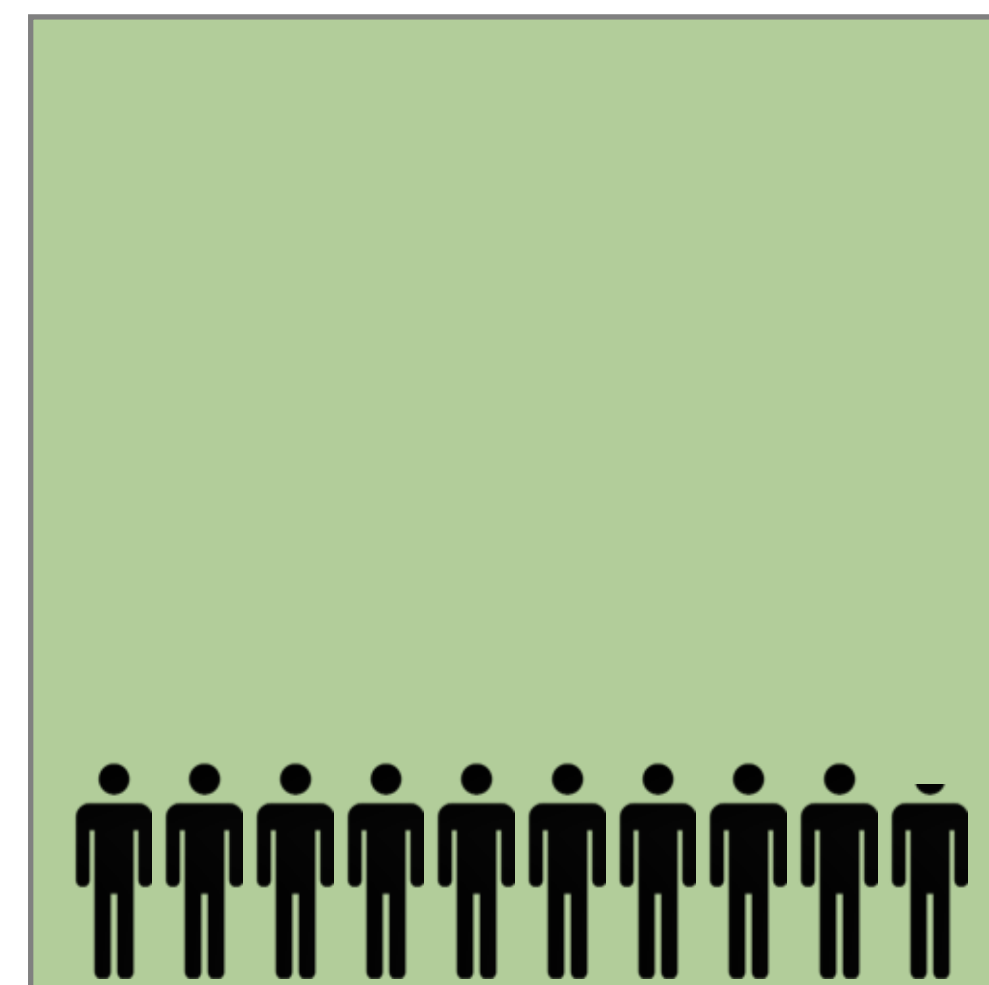
Mecklenburg, NC
1,756 people/Sq. Mi.



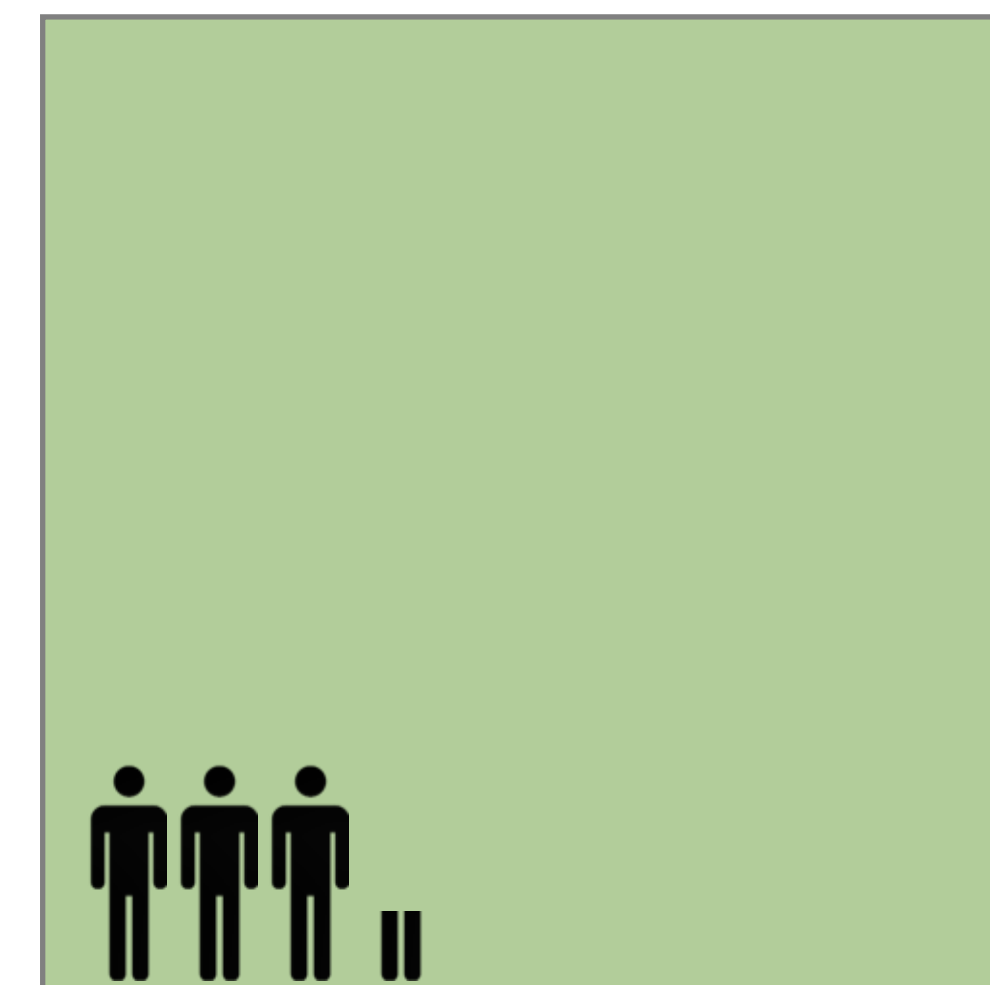
Davidson, TN
1,243 people/Sq. Mi.



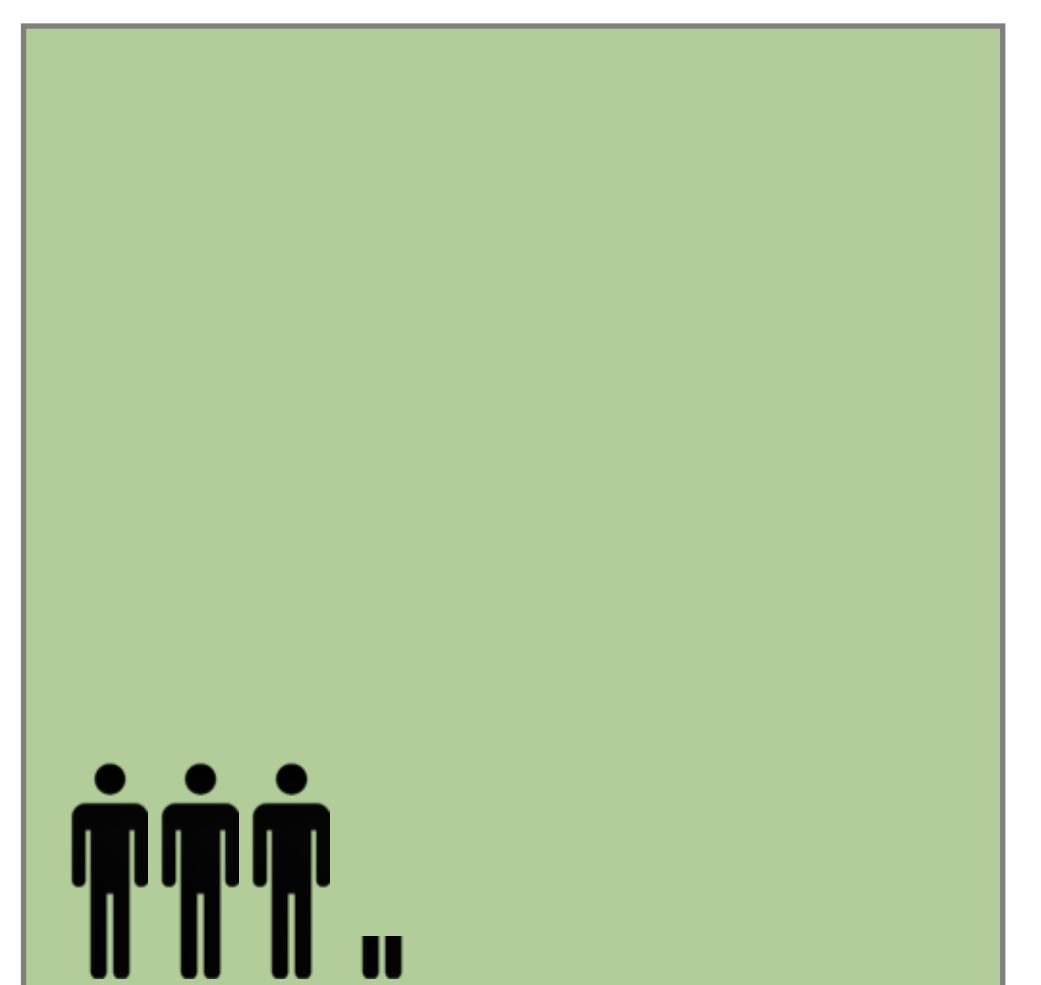
Travis, TX
1,034 people/Sq. Mi.



Wake, NC
992 people/Sq. Mi.



Buncombe, NC
344 people/Sq. Mi.



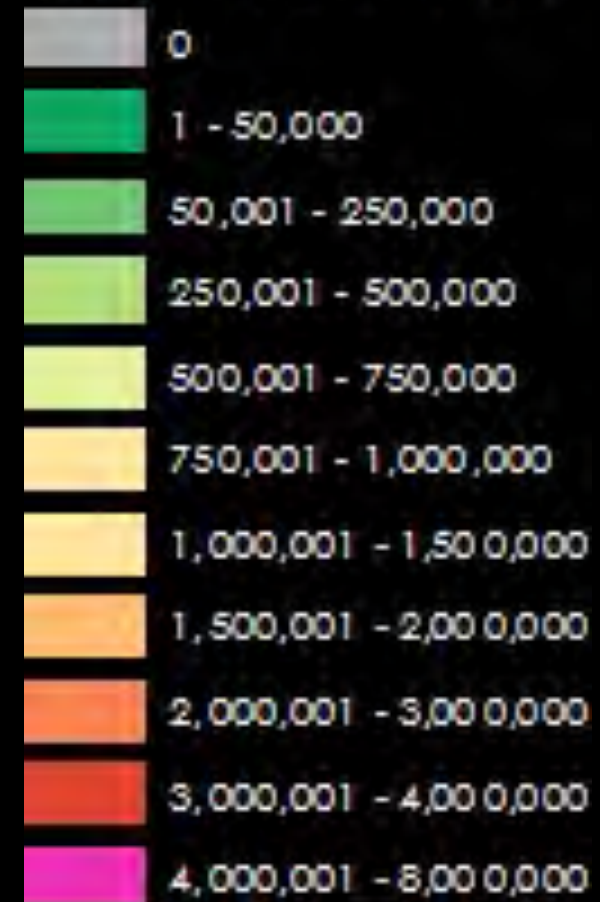
Orange, NC
313 people/Sq. Mi.

Gwinnett County, GA

Total Value Per Acre

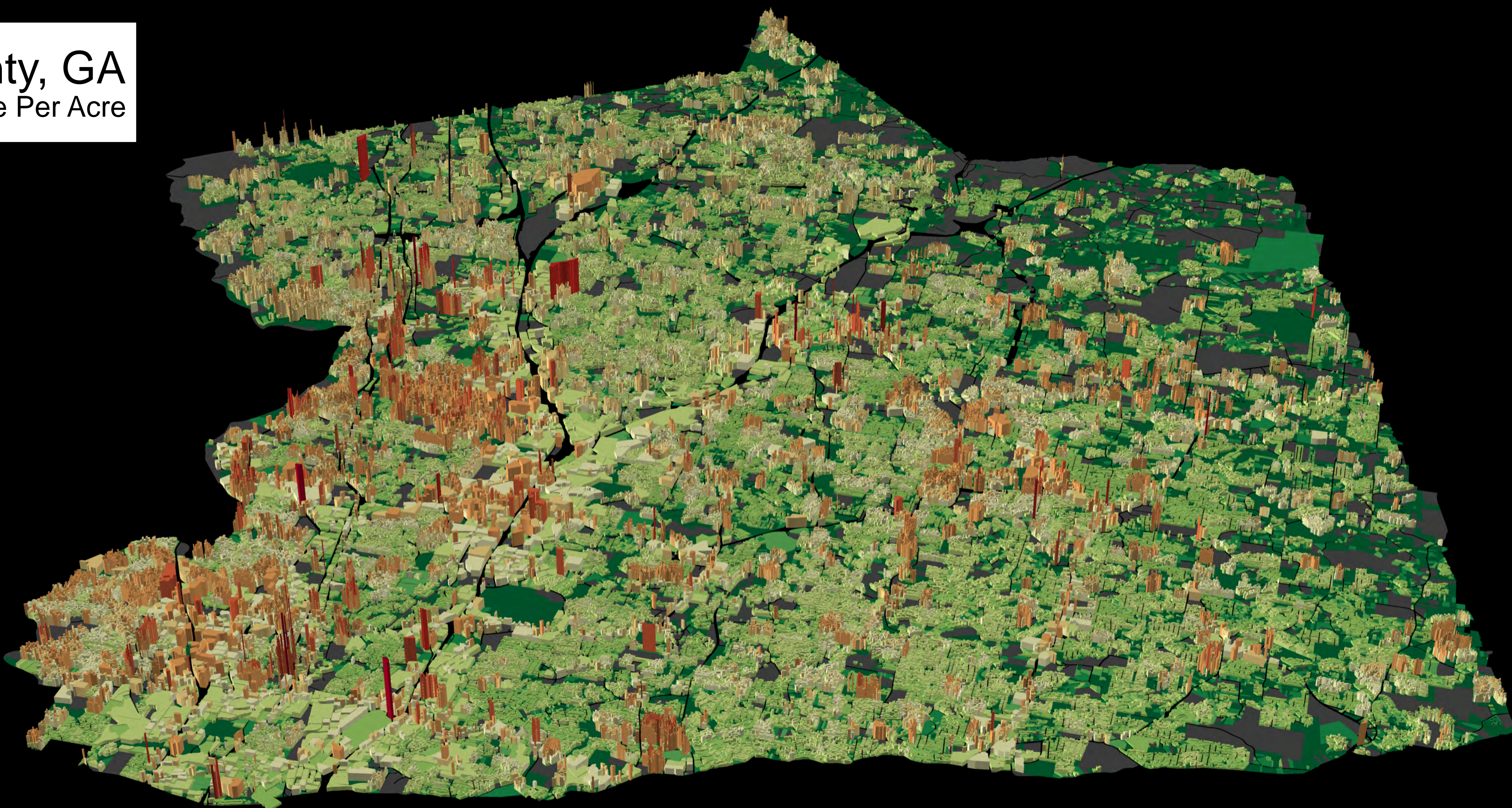


Total Value Per Acre



Gwinnett County, GA

Total Value Per Acre

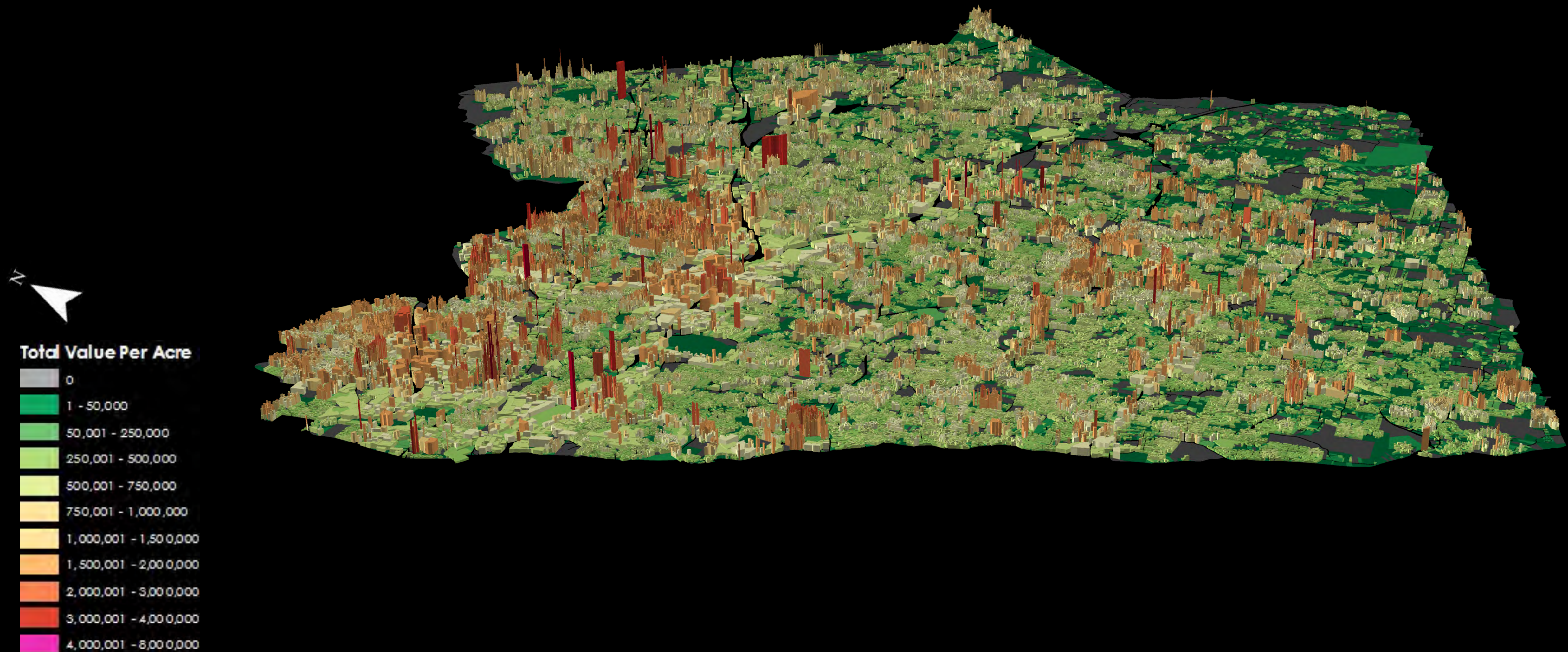


Total Value Per Acre

0
1 - 50,000
50,001 - 250,000
250,001 - 500,000
500,001 - 750,000
750,001 - 1,000,000
1,000,001 - 1,500,000
1,500,001 - 2,000,000
2,000,001 - 3,000,000
3,000,001 - 4,000,000
4,000,001 - 8,000,000

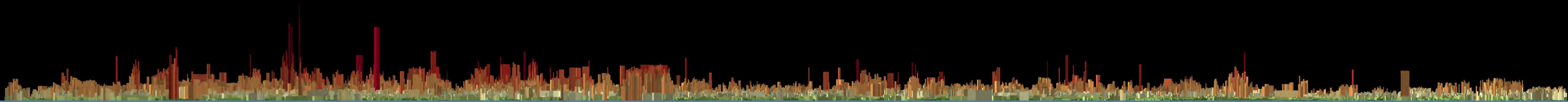
Gwinnett County, GA

Total Value Per Acre

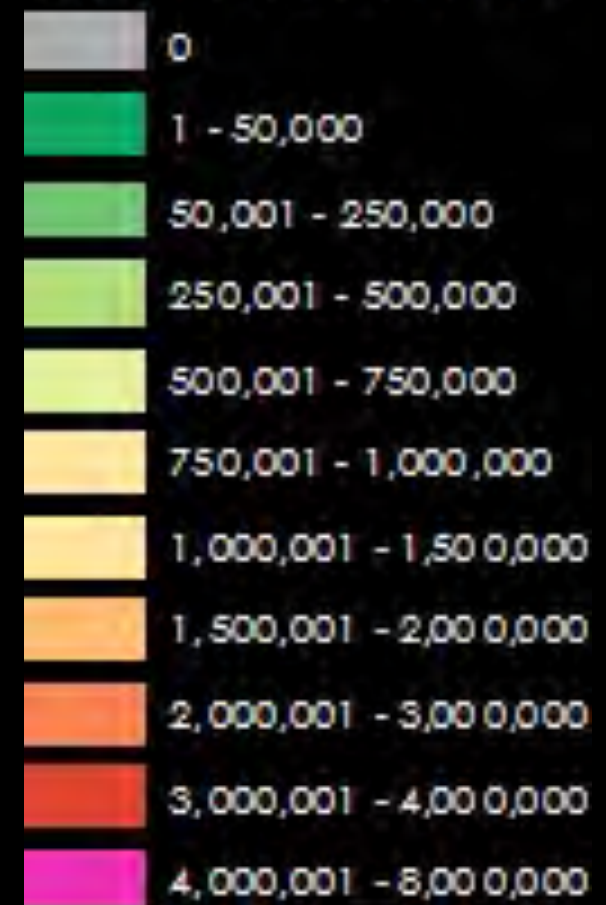


Gwinnett County, GA

Total Value Per Acre (elevation)

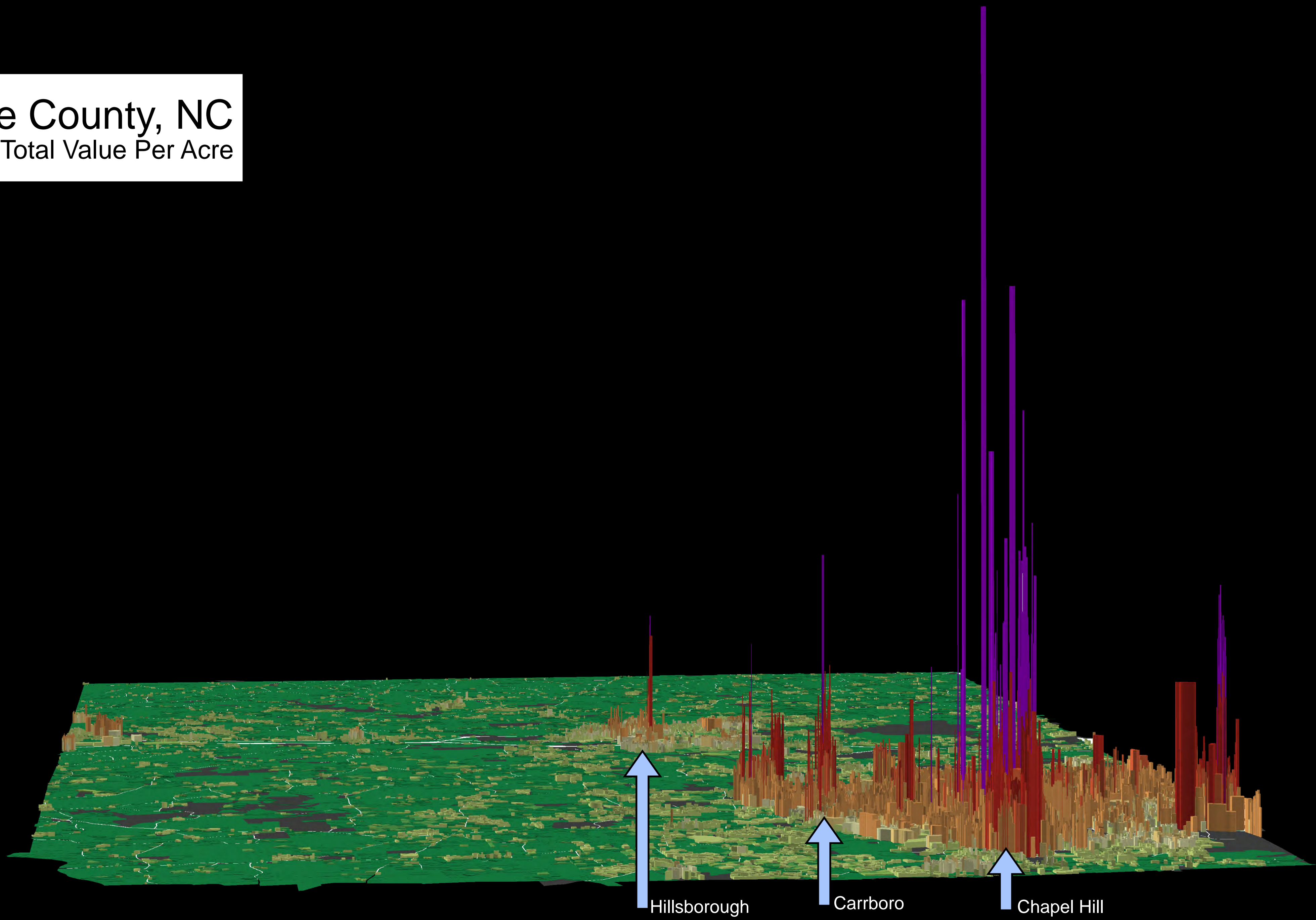


Total Value Per Acre



Orange County, NC

Total Value Per Acre

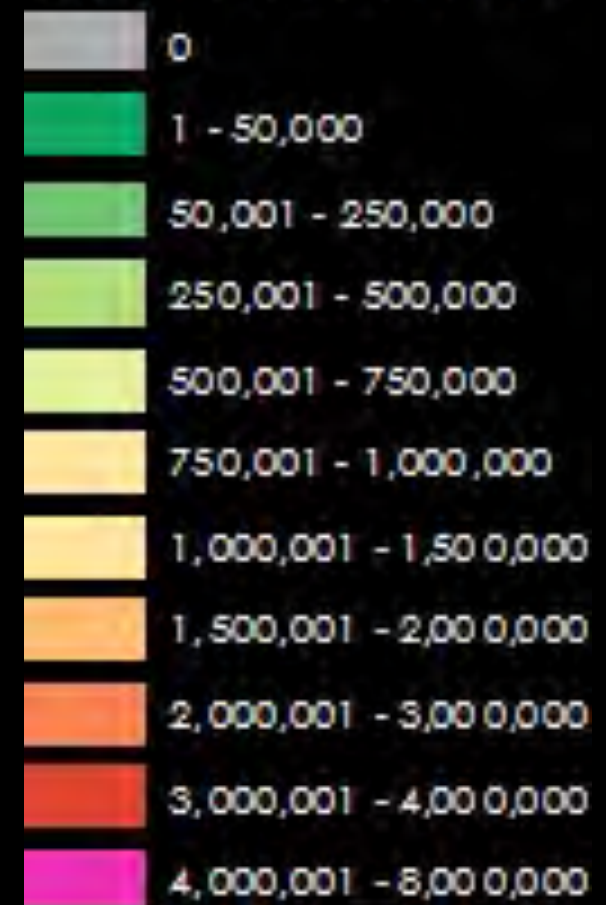


Gwinnett County, GA

Total Value Per Acre (elevation)

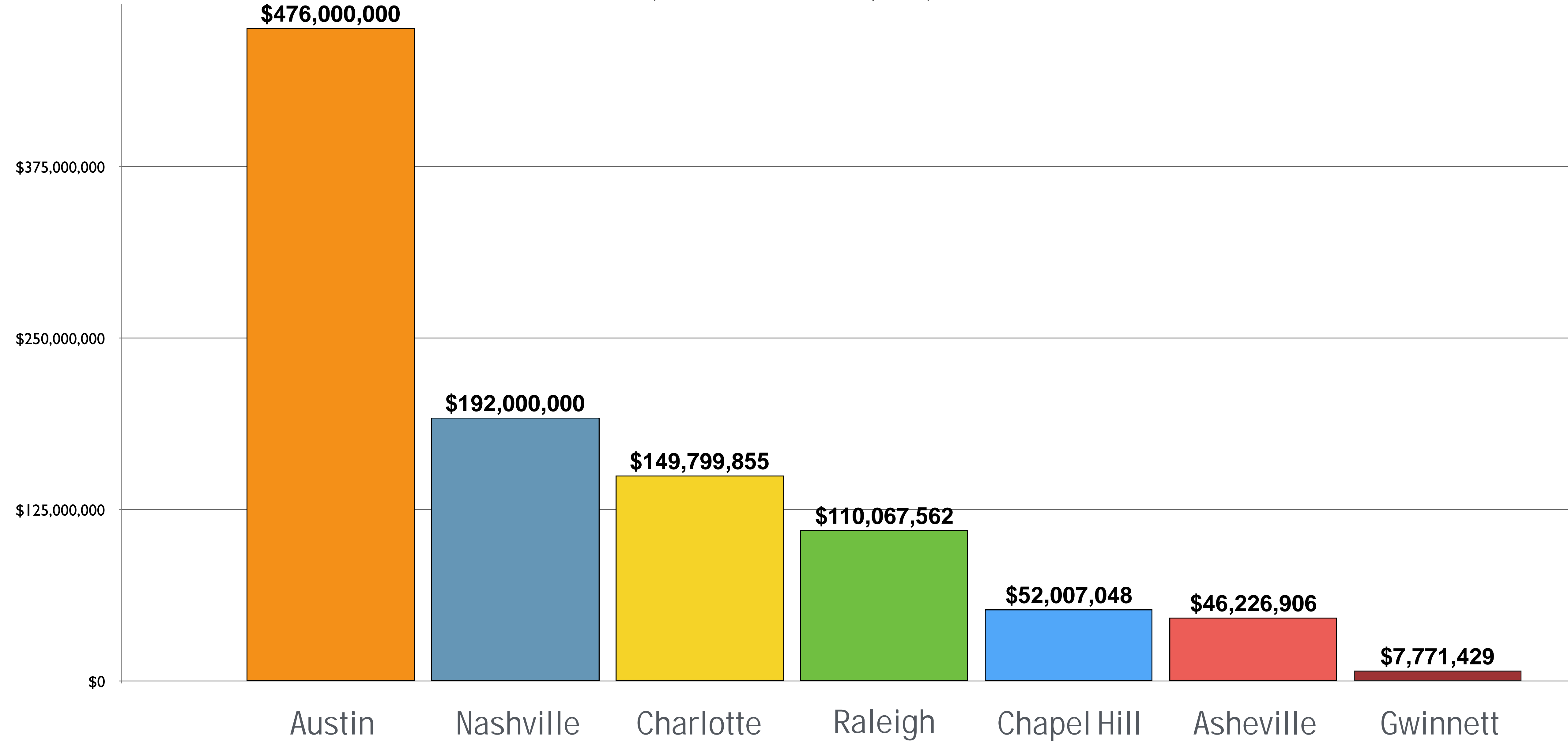


Total Value Per Acre



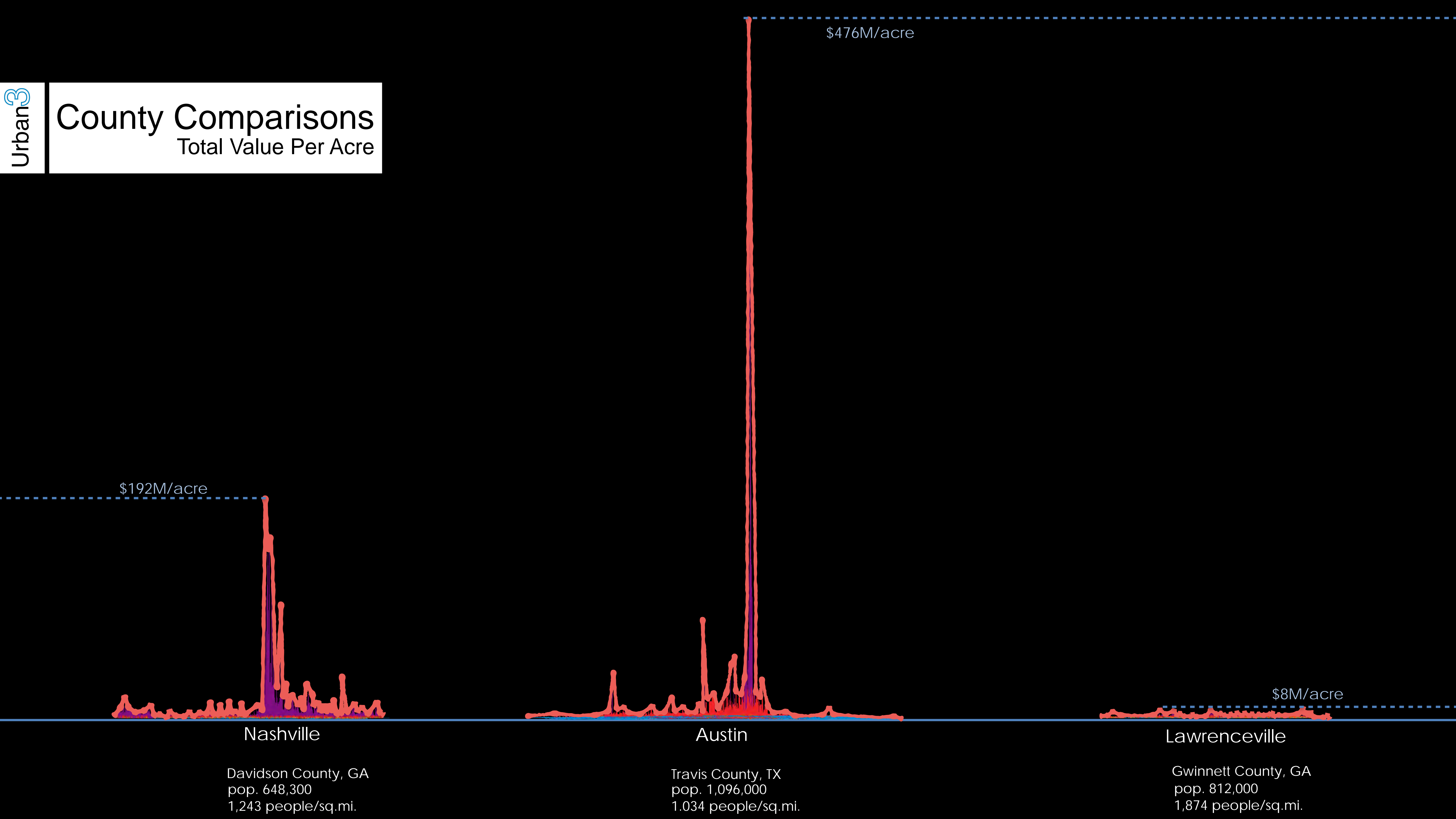
Highest Value of in Each Community

(Value/acre of individual parcel)



County Comparisons

Total Value Per Acre





What is the cash flow?

What are the numbers for Palm Beach County?

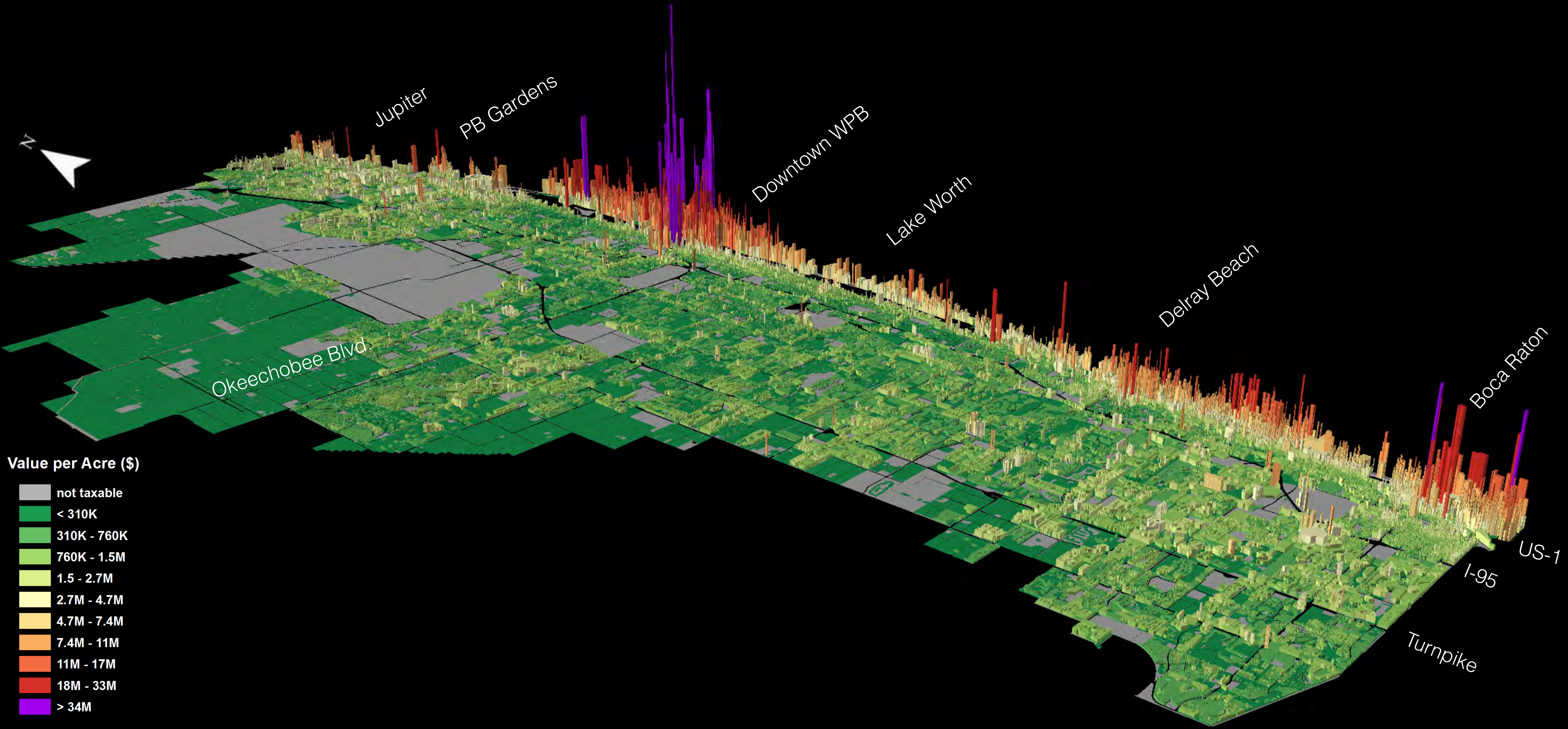


West
Palm Beach

is easy to reach...

Taxable Value Per Acre

West Palm Beach, FL

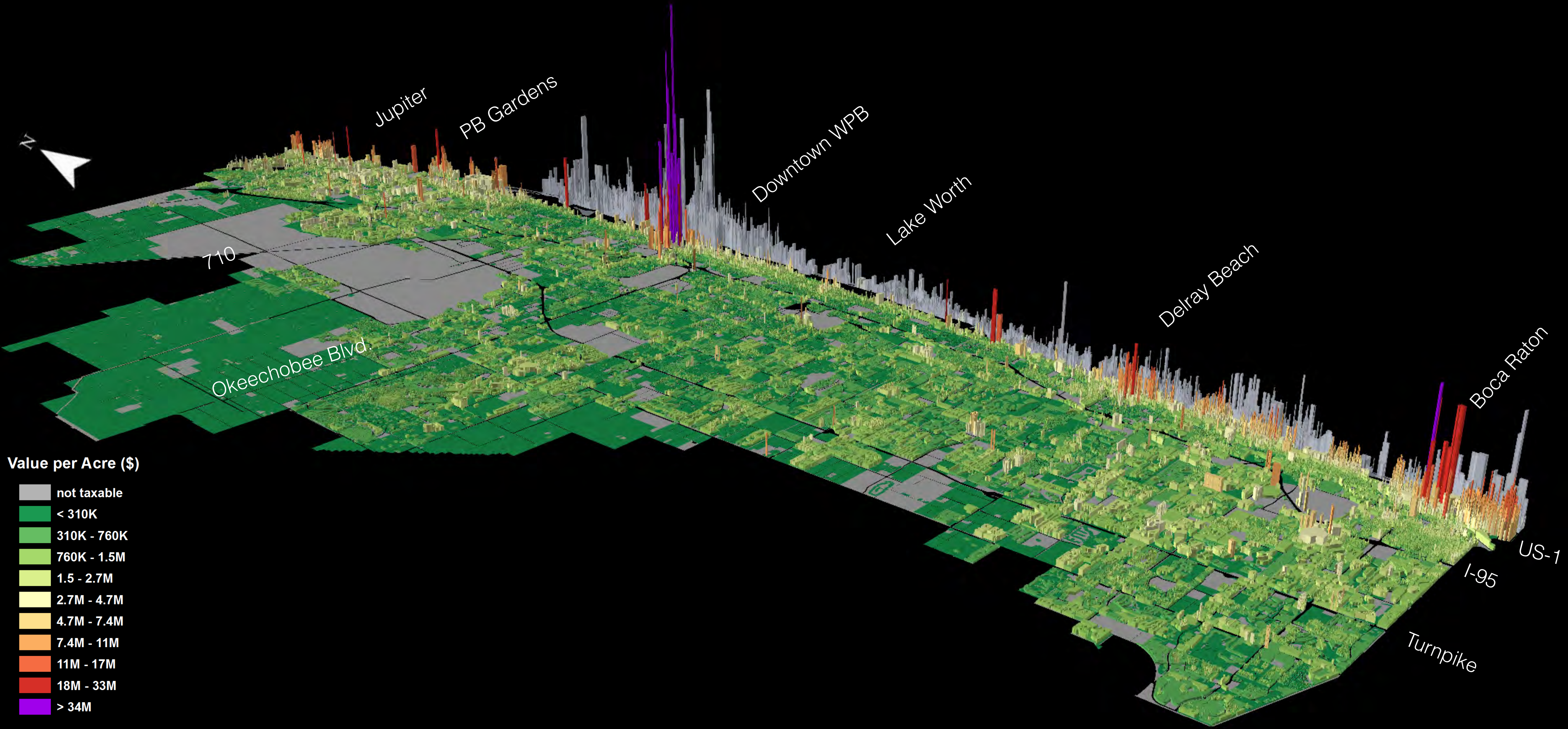


Value per Acre (\$)

- not taxable
- < 310K
- 310K - 760K
- 760K - 1.5M
- 1.5 - 2.7M
- 2.7M - 4.7M
- 4.7M - 7.4M
- 7.4M - 11M
- 11M - 17M
- 18M - 33M
- > 34M

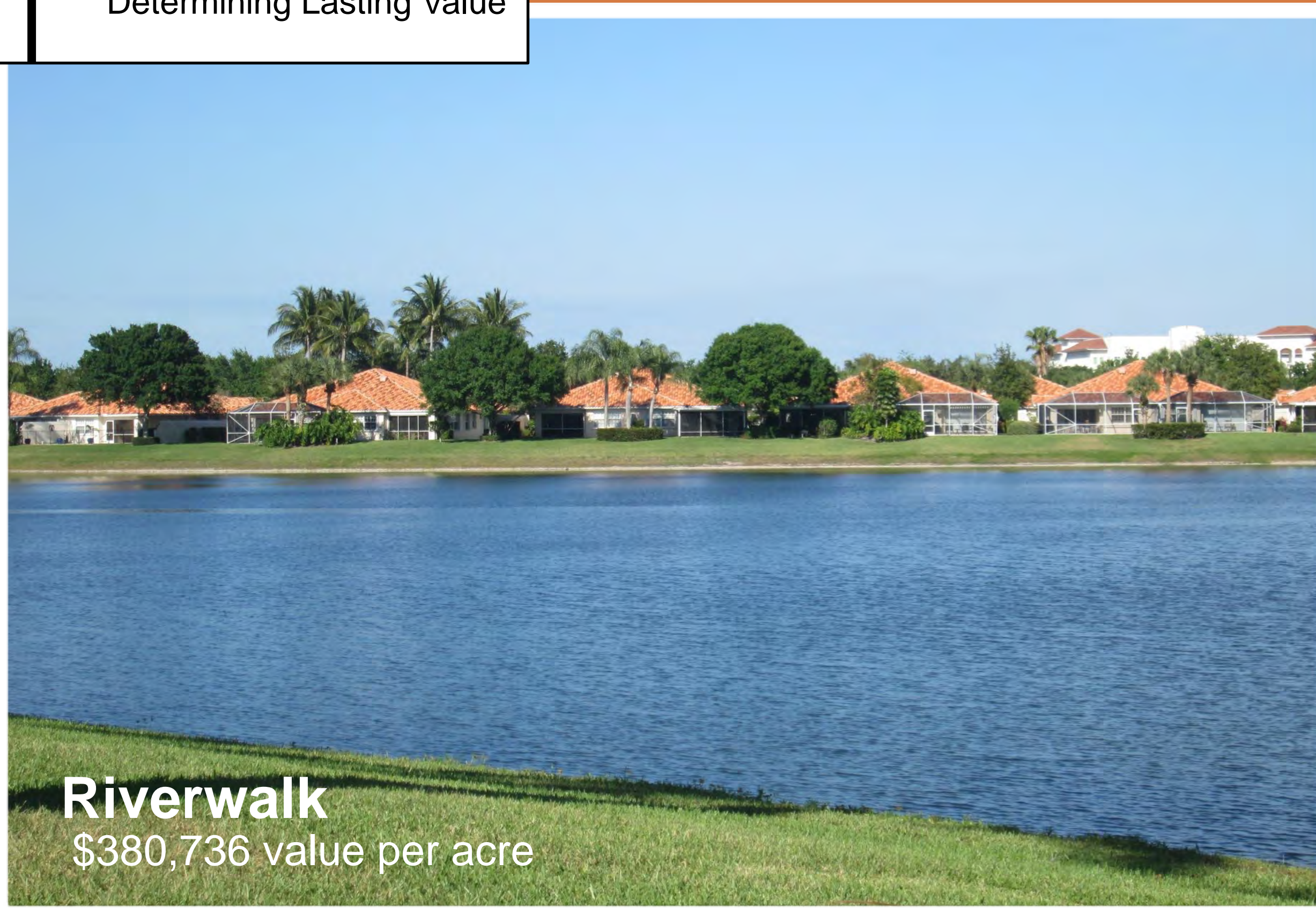
Taxable Value Per Acre

West Palm Beach, FL



Value per Acre (\$)

- not taxable
- < 310K
- 310K - 760K
- 760K - 1.5M
- 1.5 - 2.7M
- 2.7M - 4.7M
- 4.7M - 7.4M
- 7.4M - 11M
- 11M - 17M
- 18M - 33M
- > 34M



Riverwalk

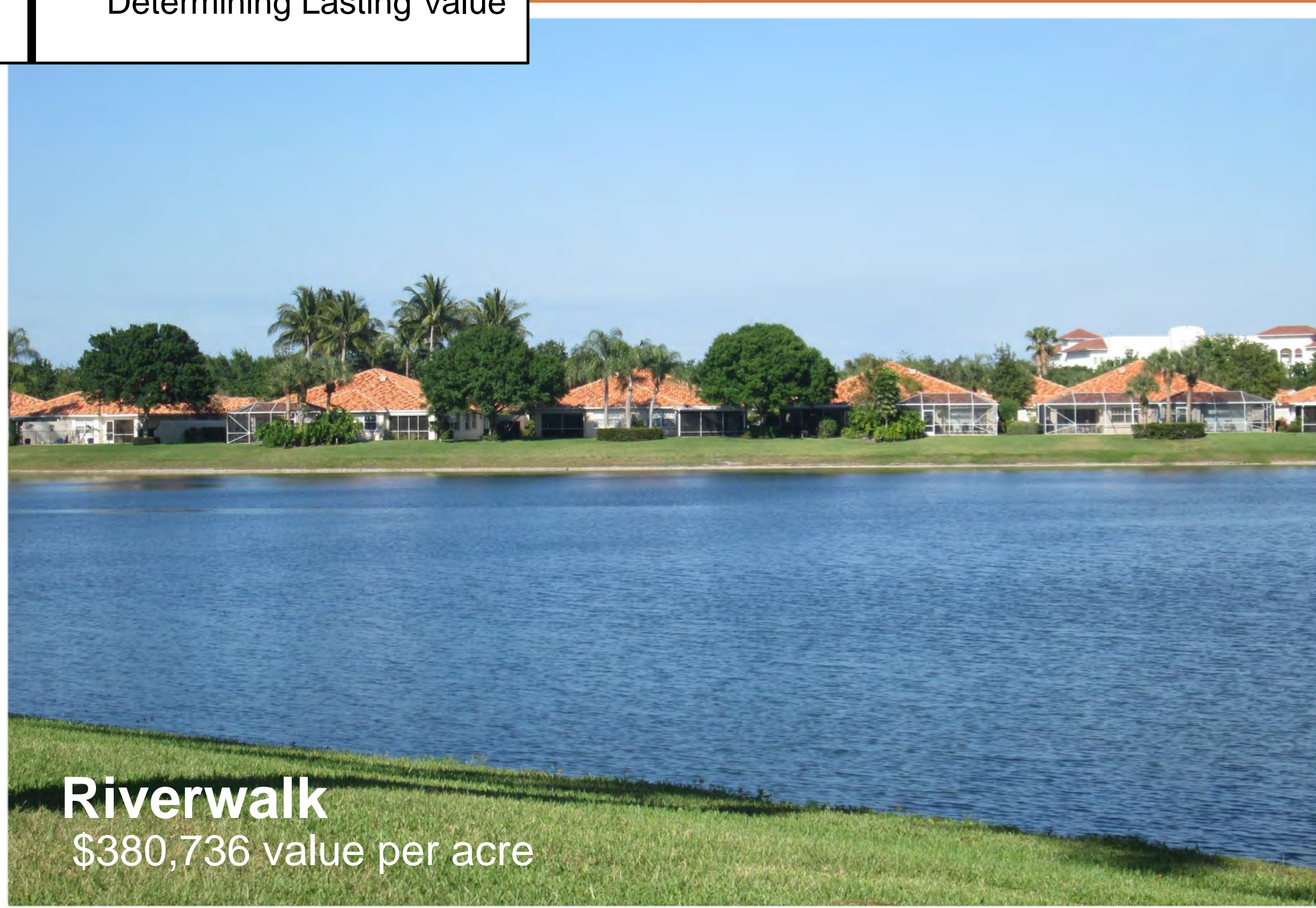
\$380,736 value per acre



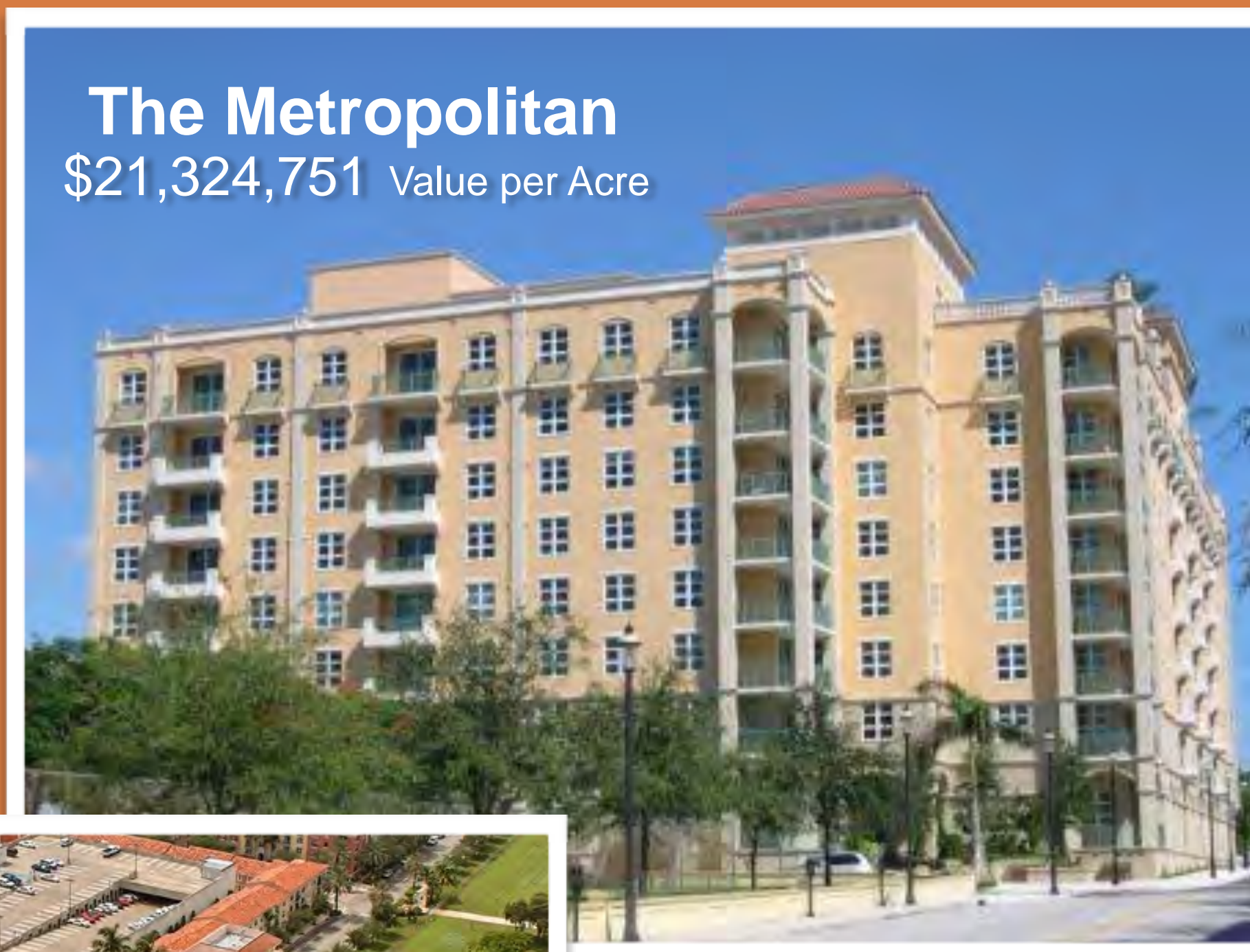
Magnolia Townhouses

\$5,746,344 Value per Acre

**39.7 acres of Magnolia Court Townhouses
would equal the 599 acre Riverwalk**



Riverwalk
\$380,736 value per acre



The Metropolitan
\$21,324,751 Value per Acre



10.7 acres of The Metropolitan would equal the 599 acre Riverwalk



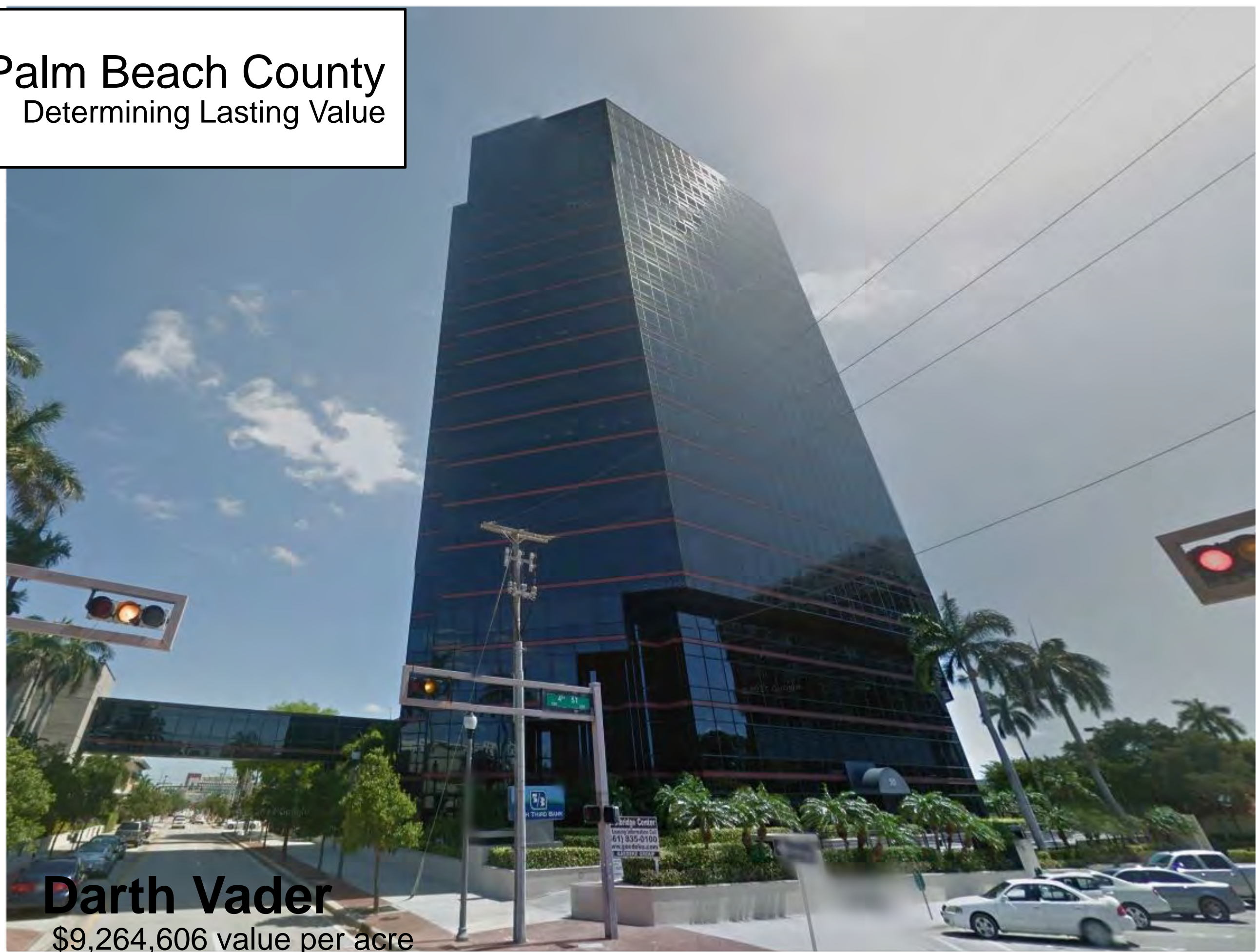
Walmart
\$644,430 value per acre

**1.2 acres of the Anthony Building
would equal the 19 acre Walmart**



Anthony Building
\$10,492,906 value per acre

Palm Beach County
Determining Lasting Value

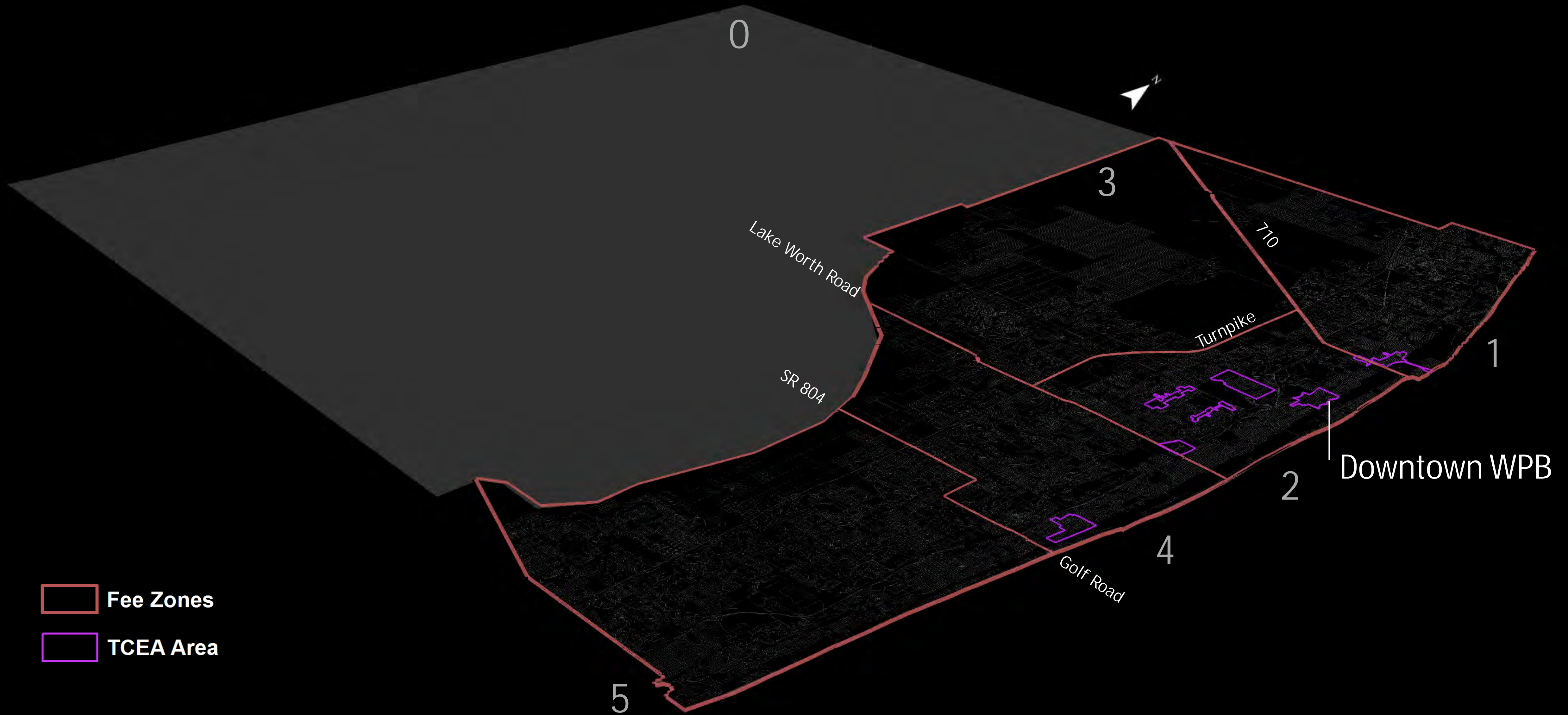


Darth Vader
\$9,264,606 value per acre

2.3 acres of the Anthony Building
would equal the **2.6 acre** Darth Vader



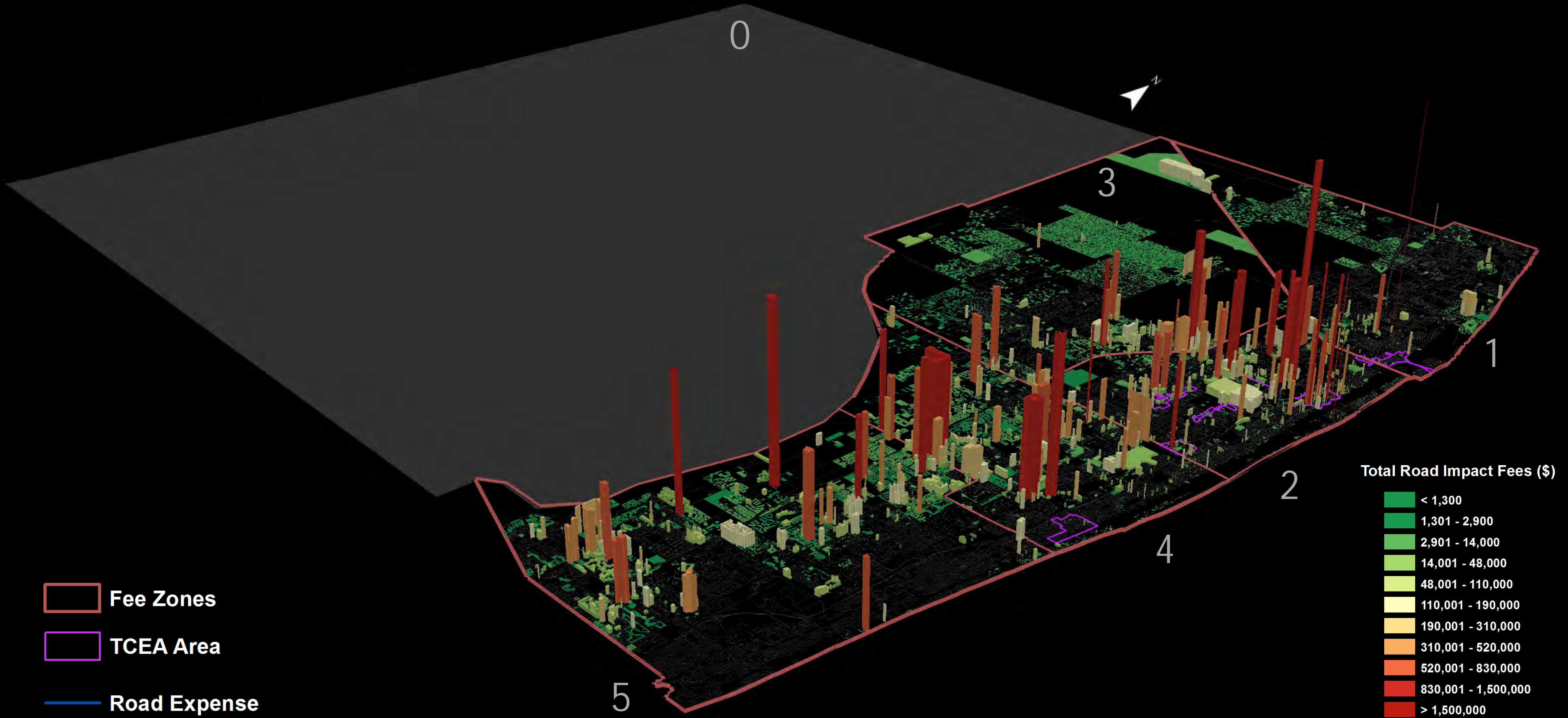
Anthony Building
\$10,492,906 value per acre



-  Fee Zones
-  TCEA Area

Transportation Impact Fee Analysis

Fee Productivity and Project Expense Map (2004-14)



- Fee Zones
- TCEA Area
- Road Expense

Total Road Impact Fees (\$)

	< 1,300
	1,301 - 2,900
	2,901 - 14,000
	14,001 - 48,000
	48,001 - 110,000
	110,001 - 190,000
	190,001 - 310,000
	310,001 - 520,000
	520,001 - 830,000
	830,001 - 1,500,000
	> 1,500,000



Road Impact Fees per Acre (\$)

< 7,100
7,101 - 16,000
16,001 - 25,000
25,001 - 41,000
41,001 - 84,000
84,001 - 160,000
160,001 - 270,000
270,001 - 520,000
520,001 - 1,100,000
1,100,001 - 2,300,000
> 2,300,000

 **TCEA Area**

 **Fee Zones**

Downtown WPB



Transportation Impact Fee Analysis

ZONE 2 - Impact Fee Per Acre (2004-14)

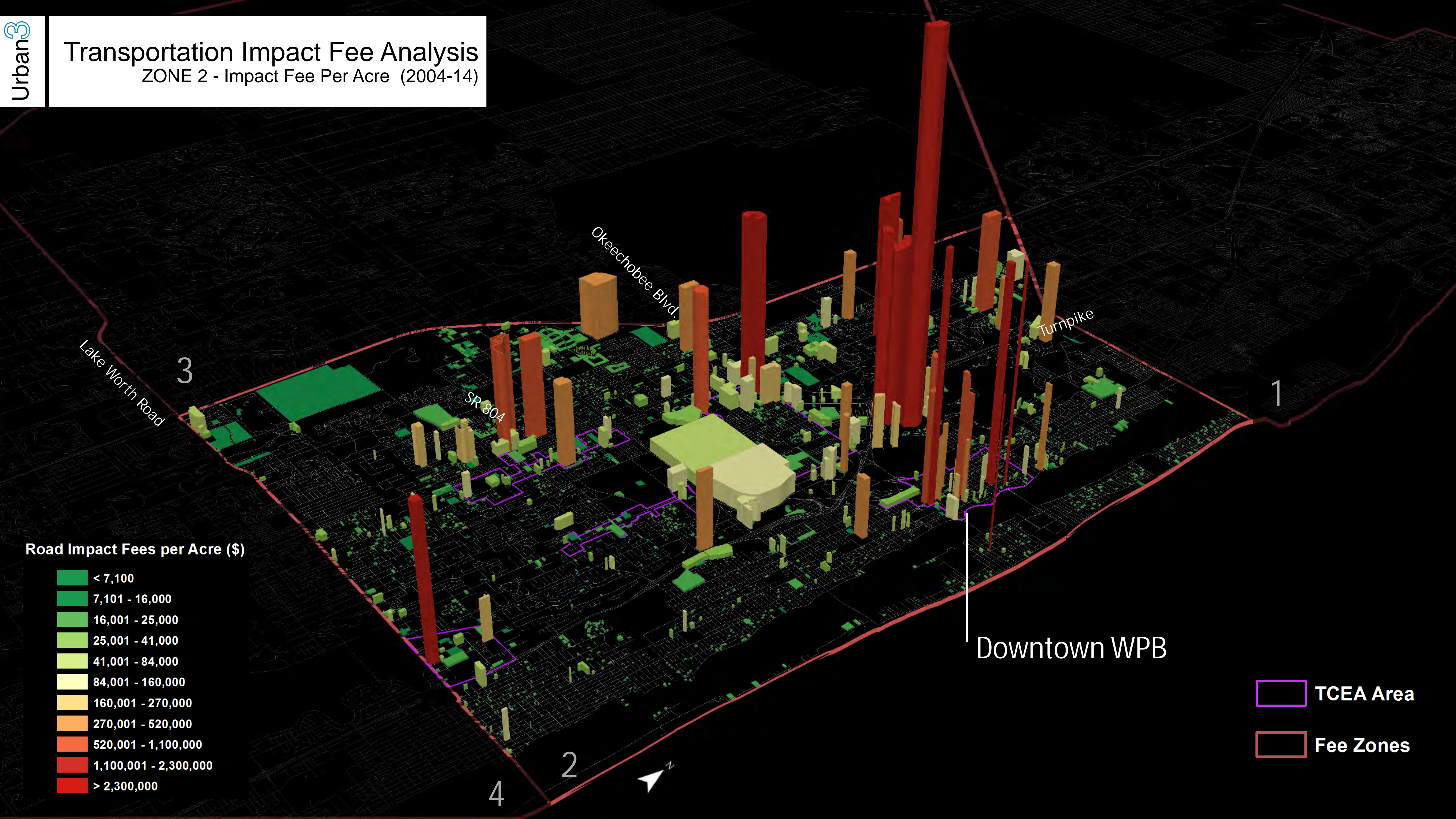


Road Impact Fees per Acre (\$)

- < 7,100
- 7,101 - 16,000
- 16,001 - 25,000
- 25,001 - 41,000
- 41,001 - 84,000
- 84,001 - 160,000
- 160,001 - 270,000
- 270,001 - 520,000
- 520,001 - 1,100,000
- 1,100,001 - 2,300,000
- > 2,300,000

- TCEA Area
- Fee Zones
- Road Expense

Downtown WPB



Road Impact Fees per Acre (\$)

- < 7,100
- 7,101 - 16,000
- 16,001 - 25,000
- 25,001 - 41,000
- 41,001 - 84,000
- 84,001 - 160,000
- 160,001 - 270,000
- 270,001 - 520,000
- 520,001 - 1,100,000
- 1,100,001 - 2,300,000
- > 2,300,000

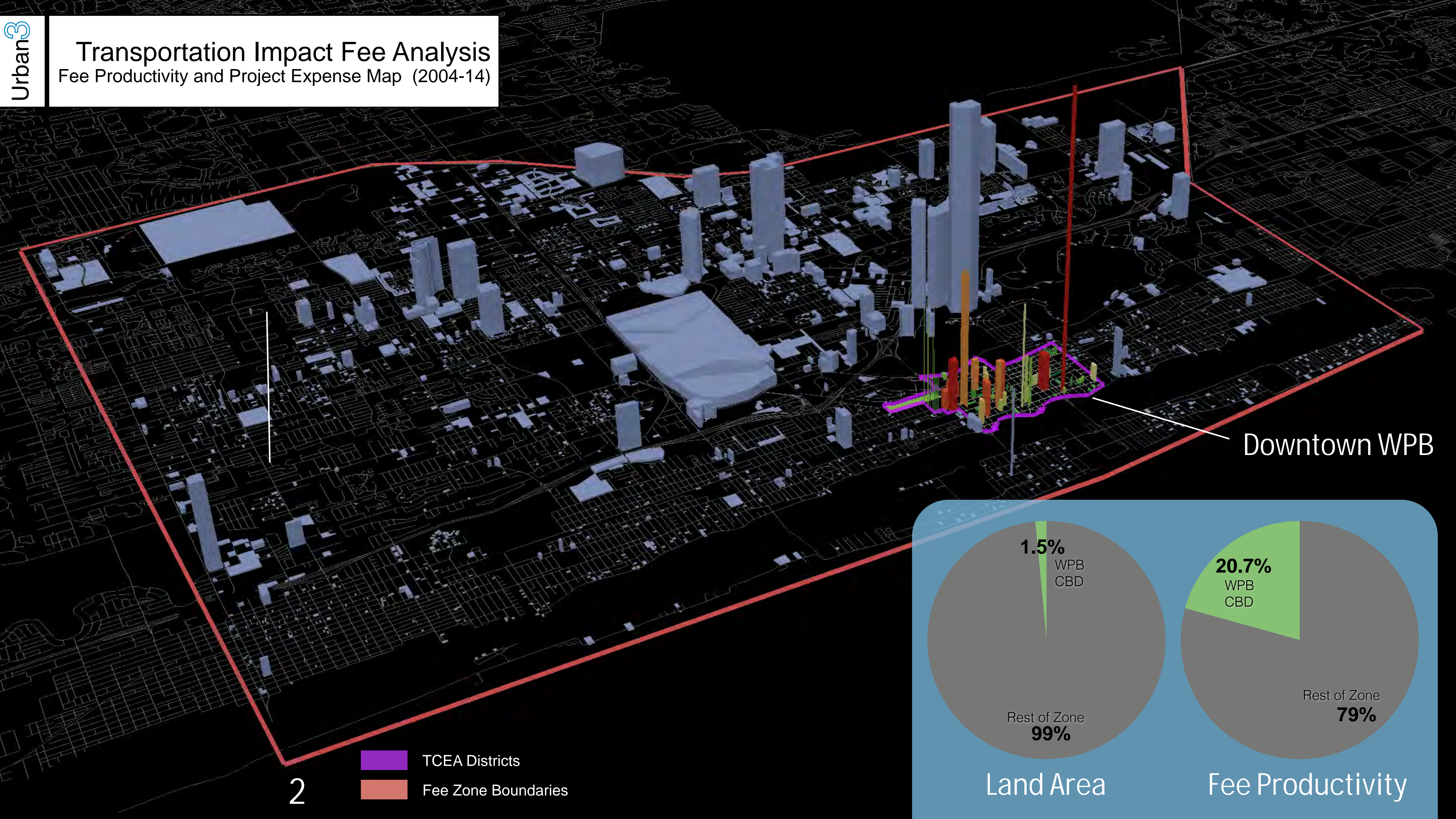
- TCEA Area
- Fee Zones

Downtown WPB





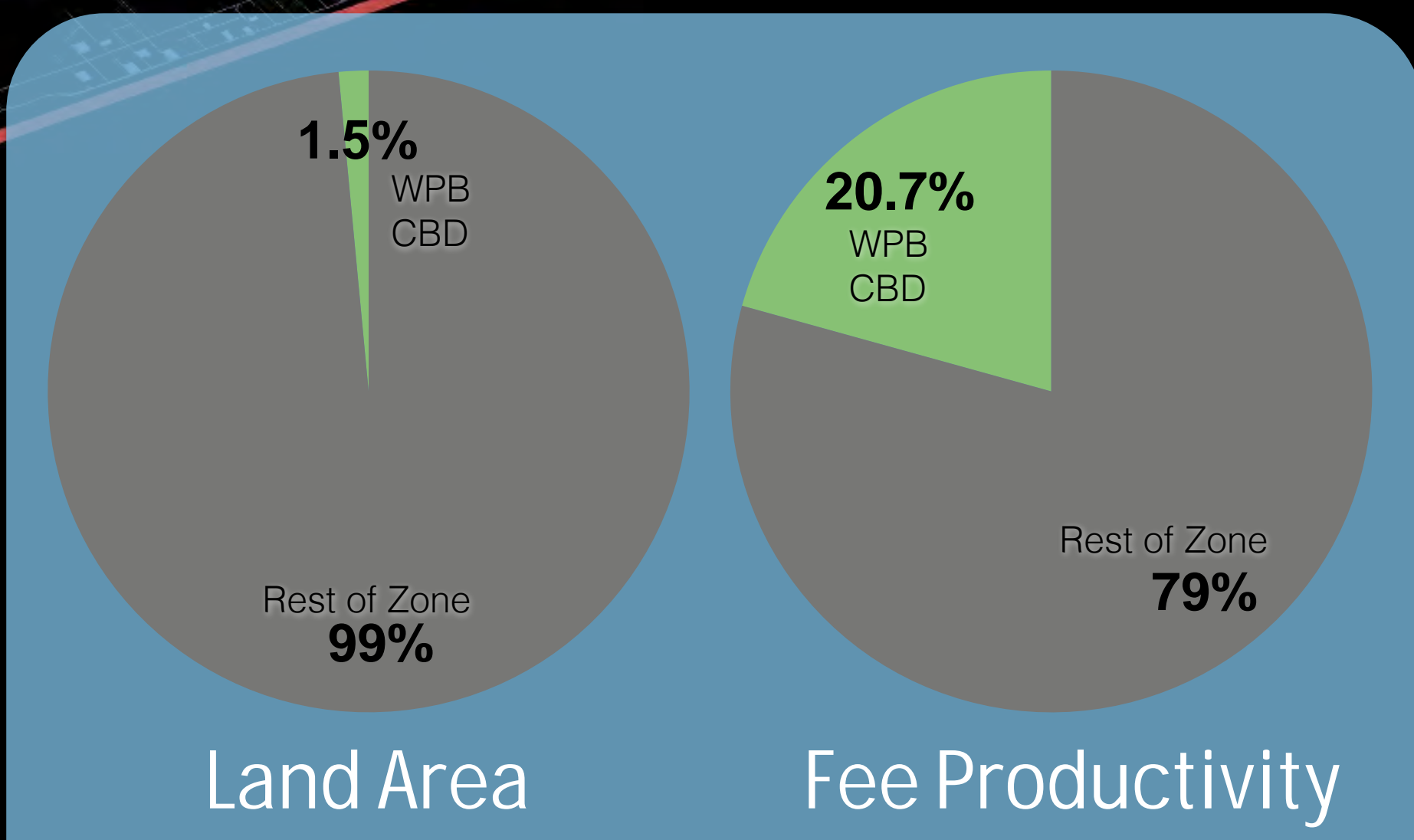
Transportation Impact Fee Analysis

Fee Productivity and Project Expense Map (2004-14)



Downtown WPB

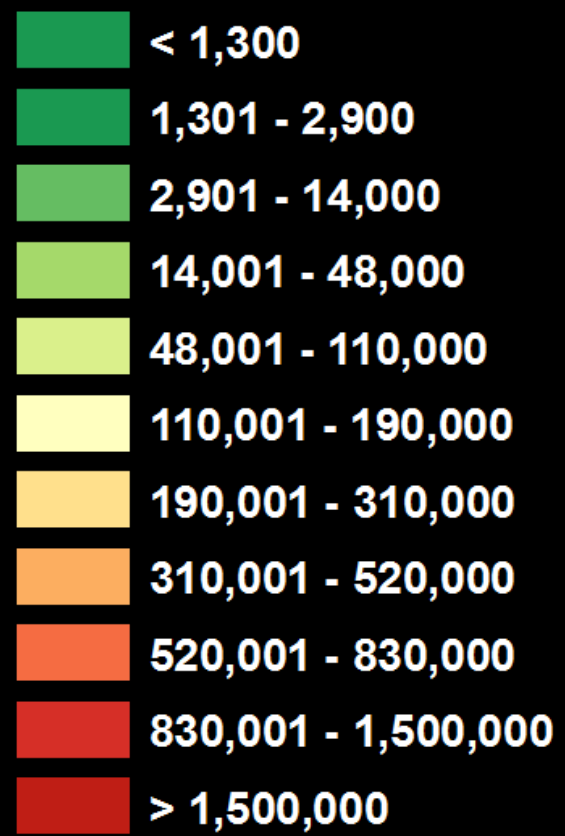
 TCEA Districts
 Fee Zone Boundaries



Land Area

Fee Productivity

Total Road Impact Fees (\$)



 TCEA Area



Downtown WPB

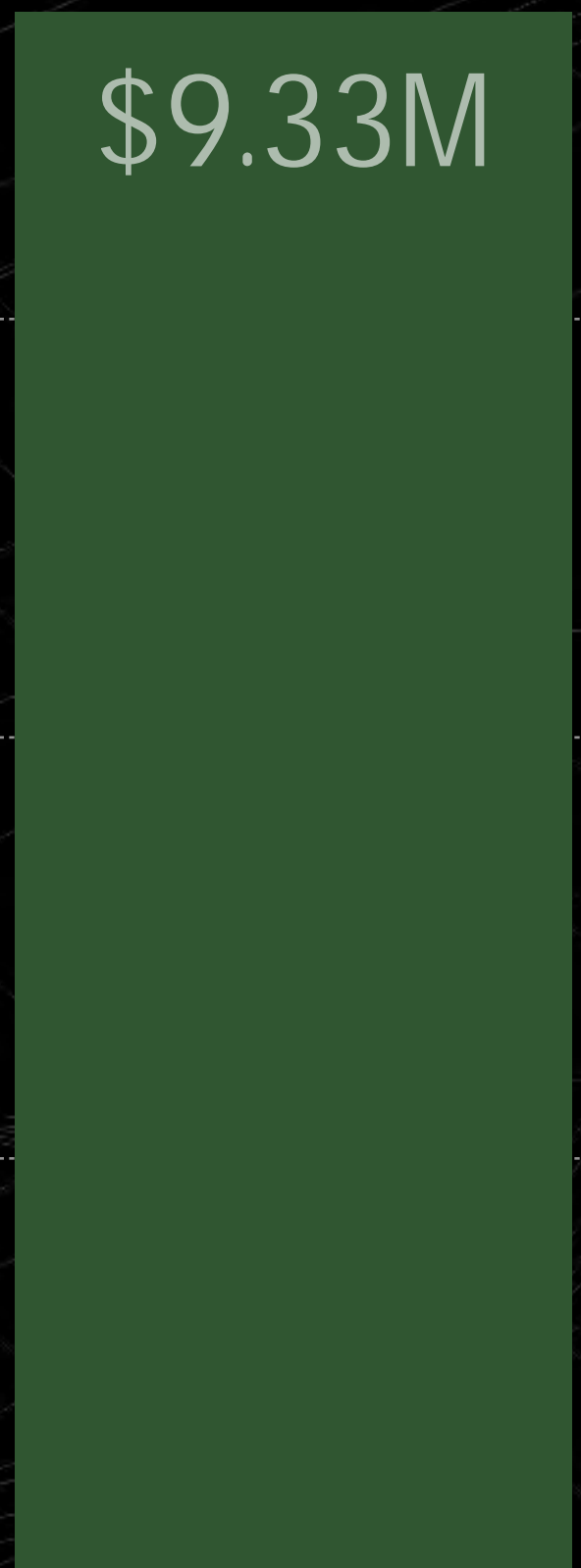
Total Road Impact Fees (\$)

- < 1,300
- 1,301 - 2,900
- 2,901 - 14,000
- 14,001 - 48,000
- 48,001 - 110,000
- 110,001 - 190,000
- 190,001 - 310,000
- 310,001 - 520,000
- 520,001 - 830,000
- 830,001 - 1,500,000
- > 1,500,000

TCEA Area

— Road Expense

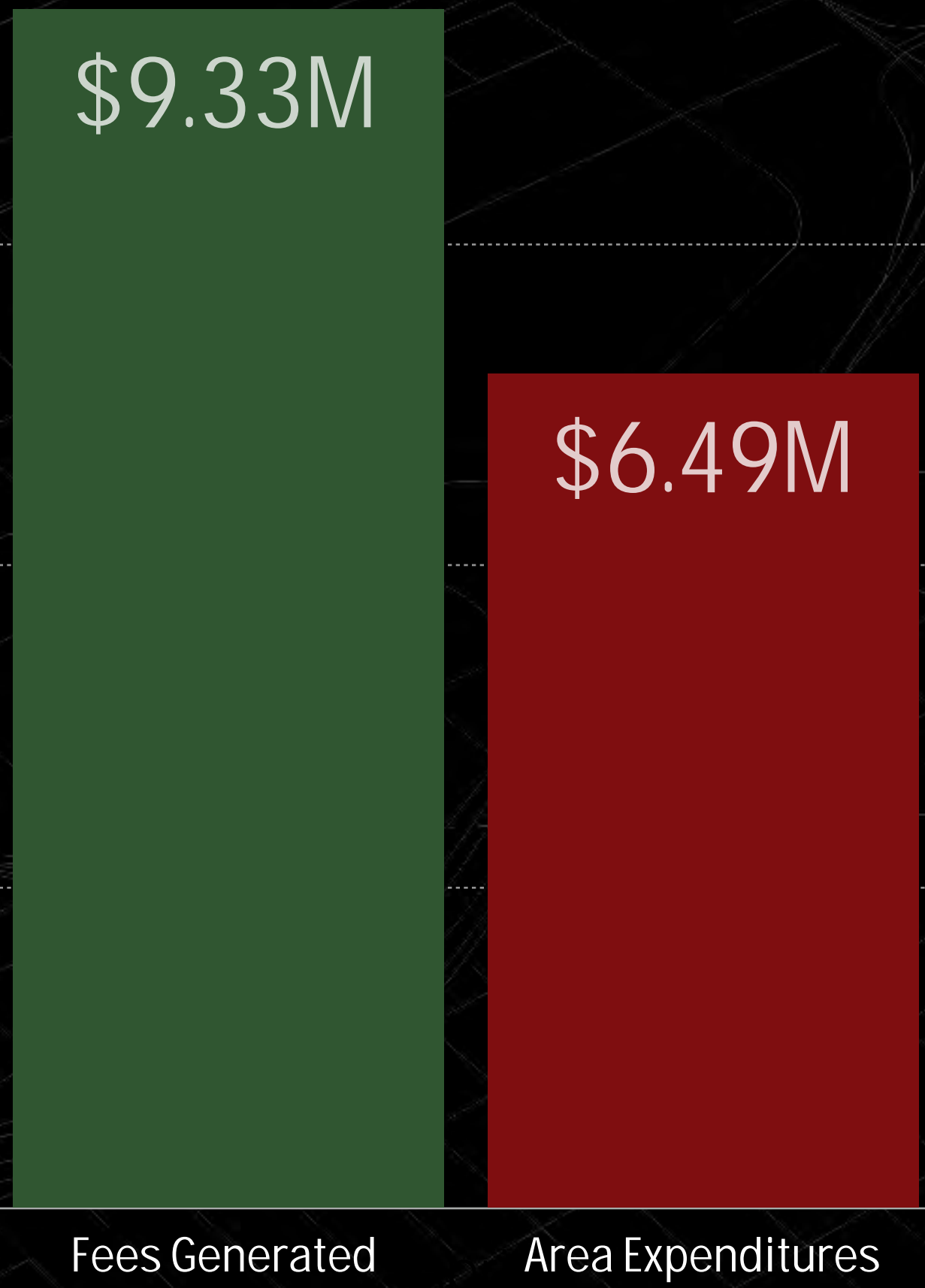




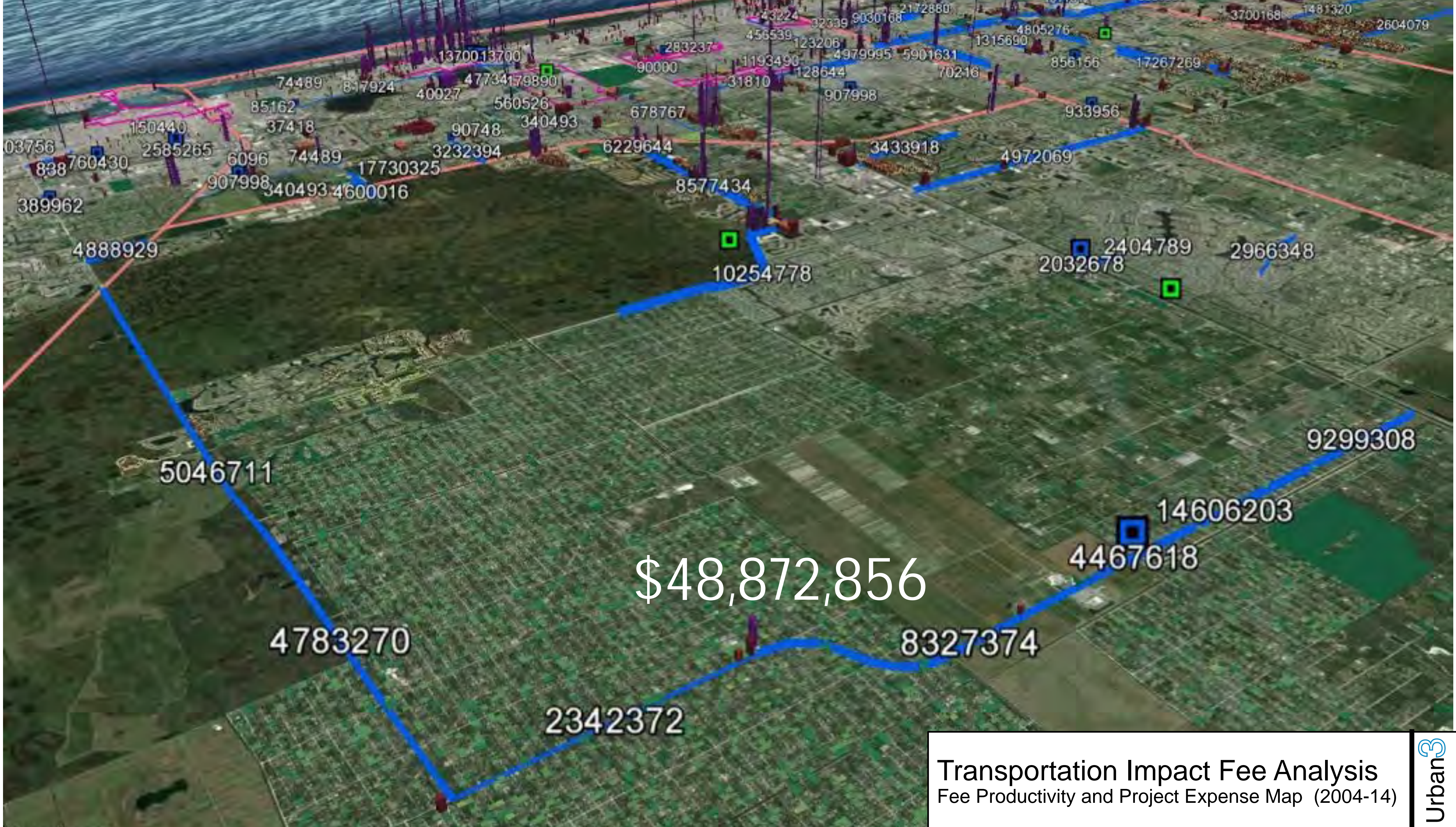
Fees Generated



TCEA Area



TCEA Area



Transportation Impact Fee Analysis
 Fee Productivity and Project Expense Map (2004-14)



Transportation Impact Fee Analysis

WPB CBD vs. Zone 3 - Impact Fee Per Acre (2004-14)



Downtown WPB



Zone 3

\$9.33M



Fees Generated

\$6.49M



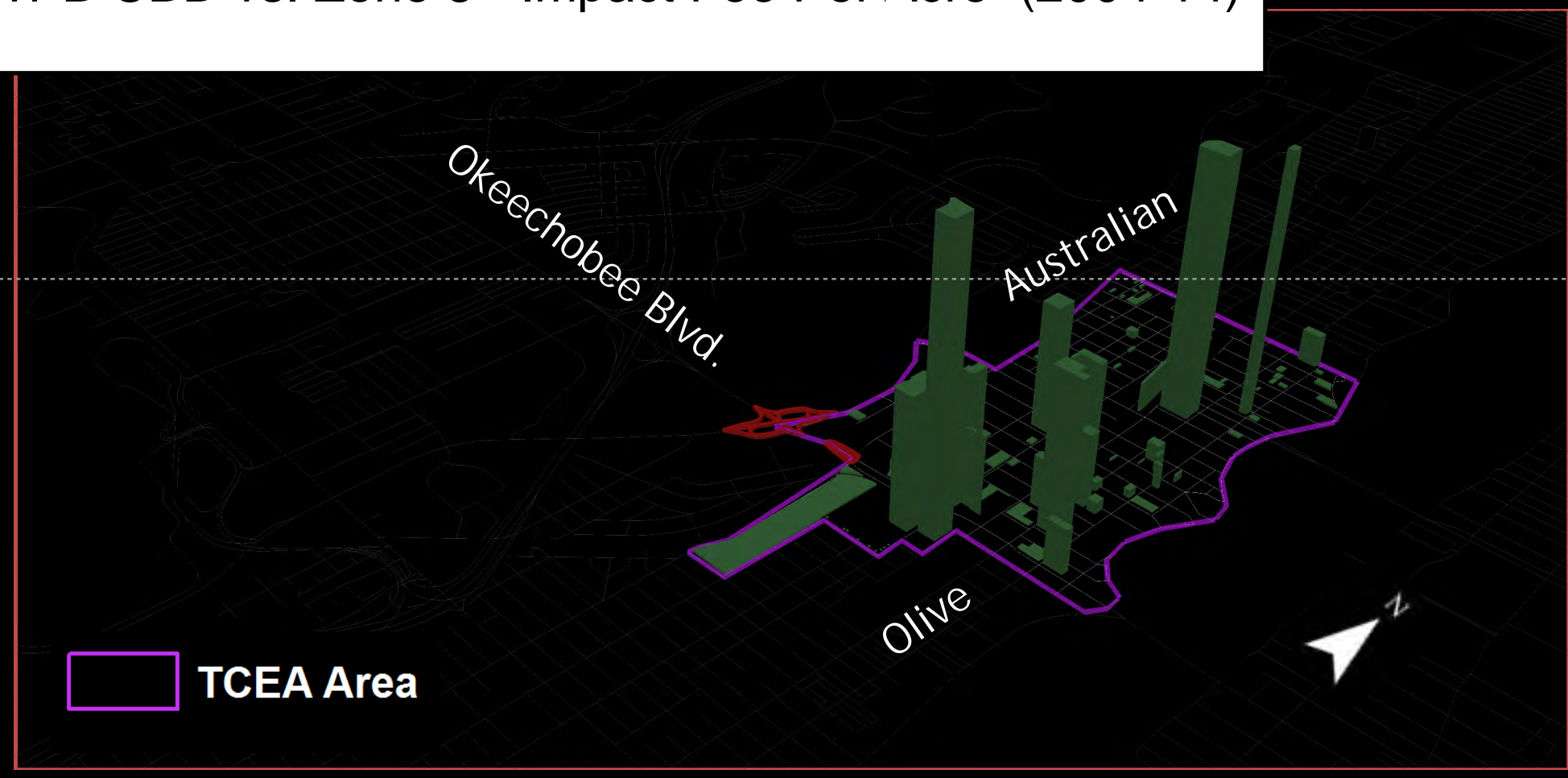
Area Expenditures

Fees Generated

Area Expenditures

Transportation Impact Fee Analysis

WPB CBD vs. Zone 3 - Impact Fee Per Acre (2004-14)



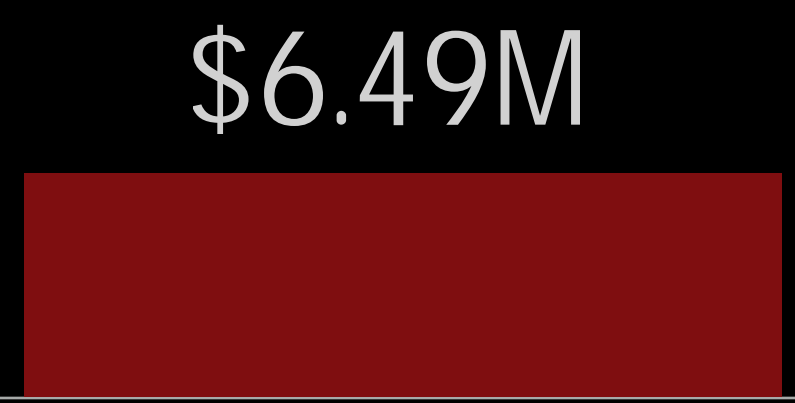
Downtown WPB



Zone 3



Fees Generated



Area Expenditures

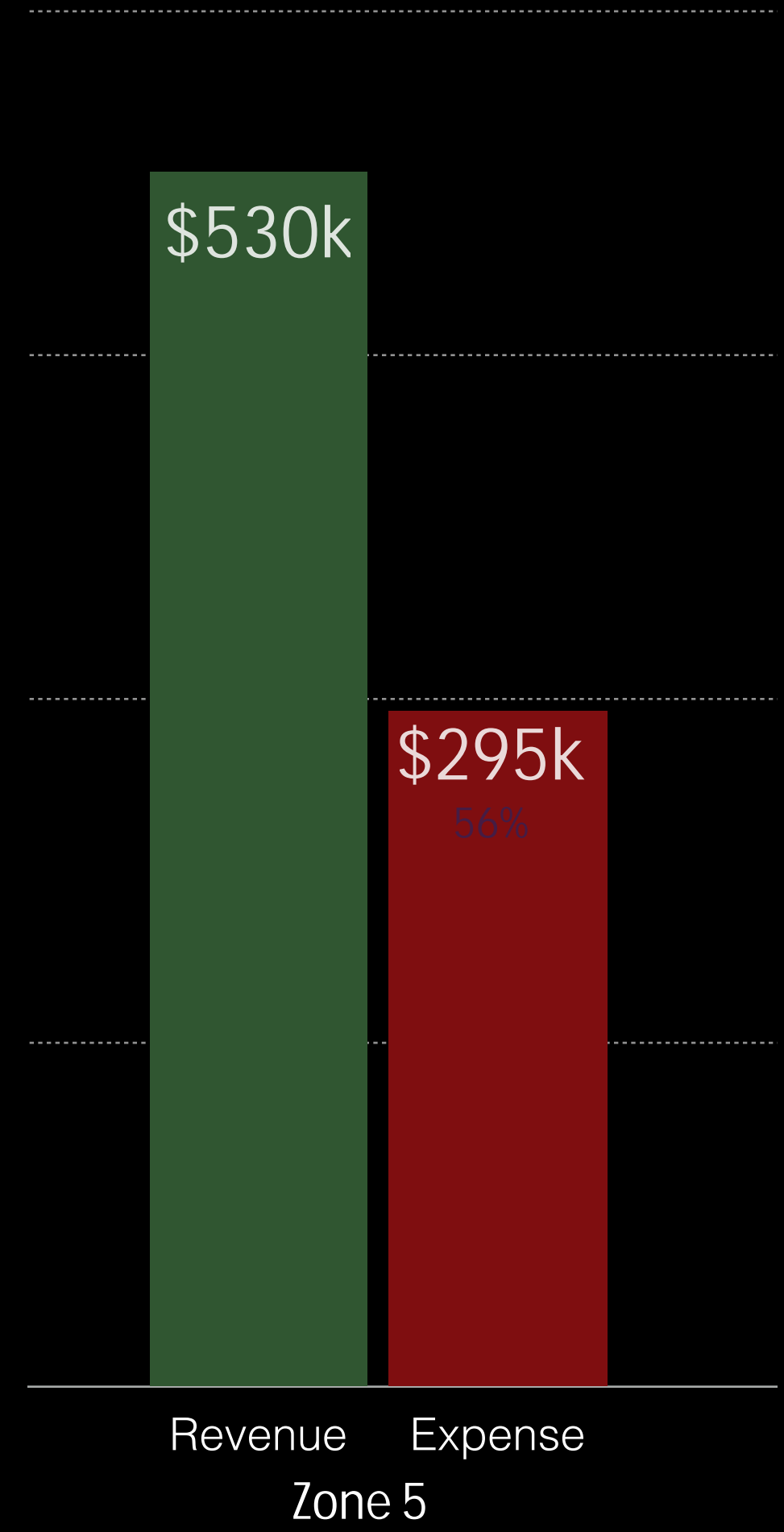
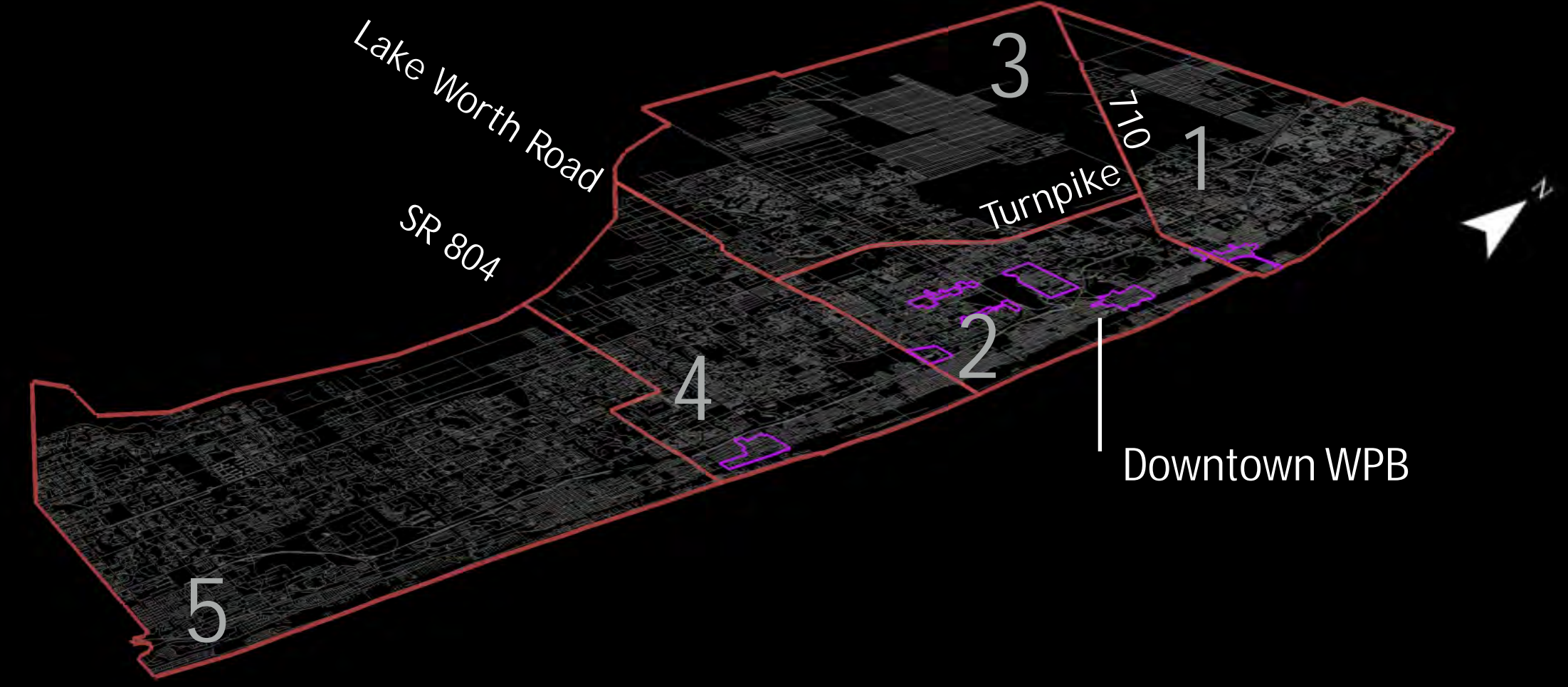


Fees Generated



Area Expenditures

■ Revenue
 ■ Expense



Greetings from

CHATTANOOGA

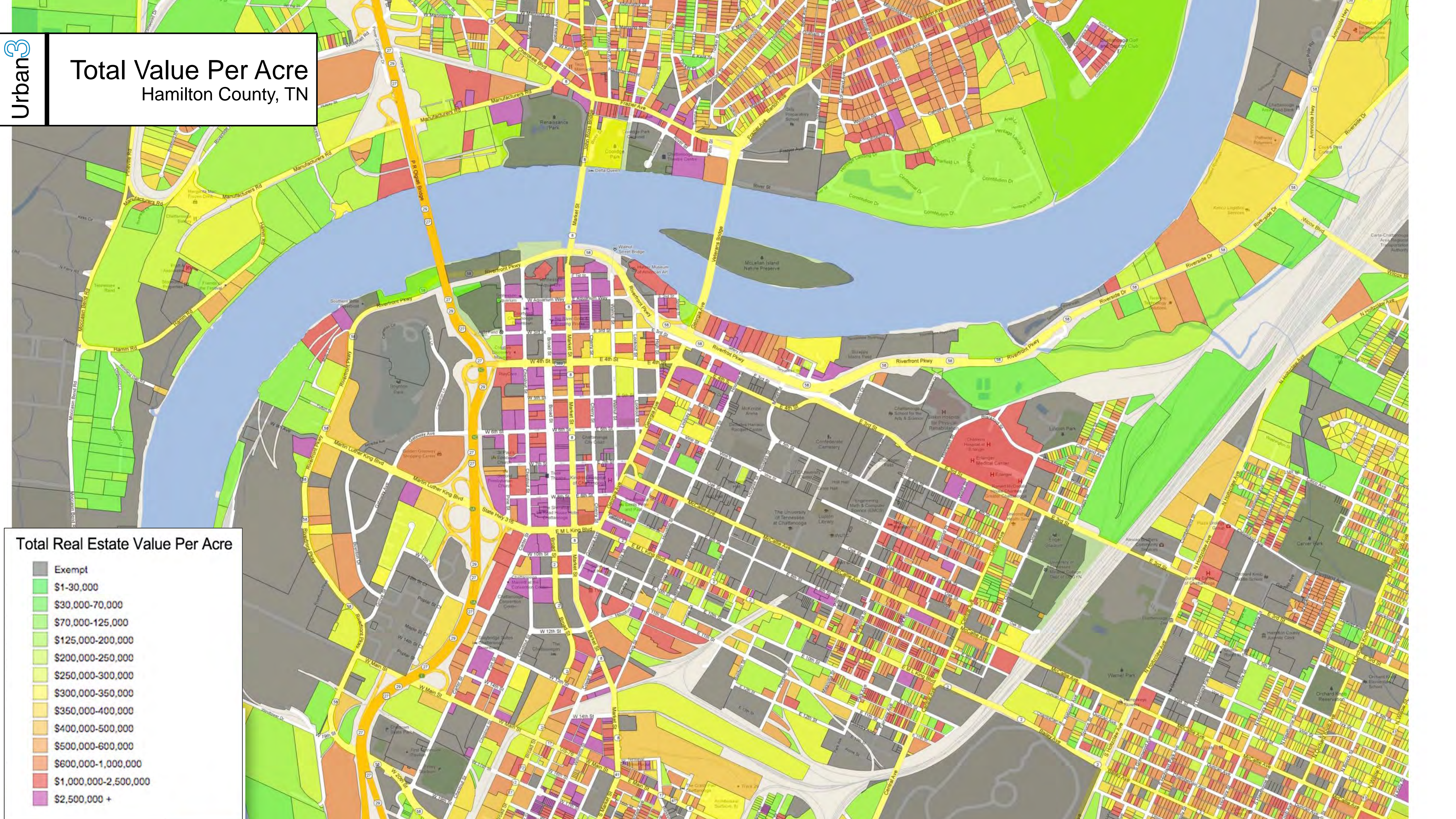
and

LOOKOUT MOUNTAIN

Tenn.

Total Value Per Acre

Hamilton County, TN



Total Real Estate Value Per Acre

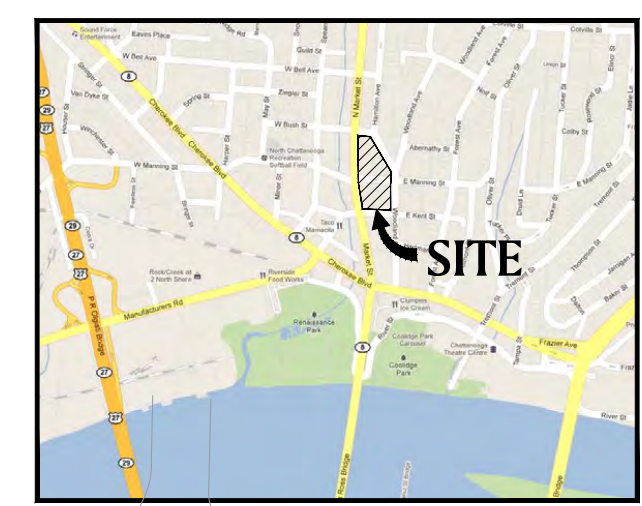
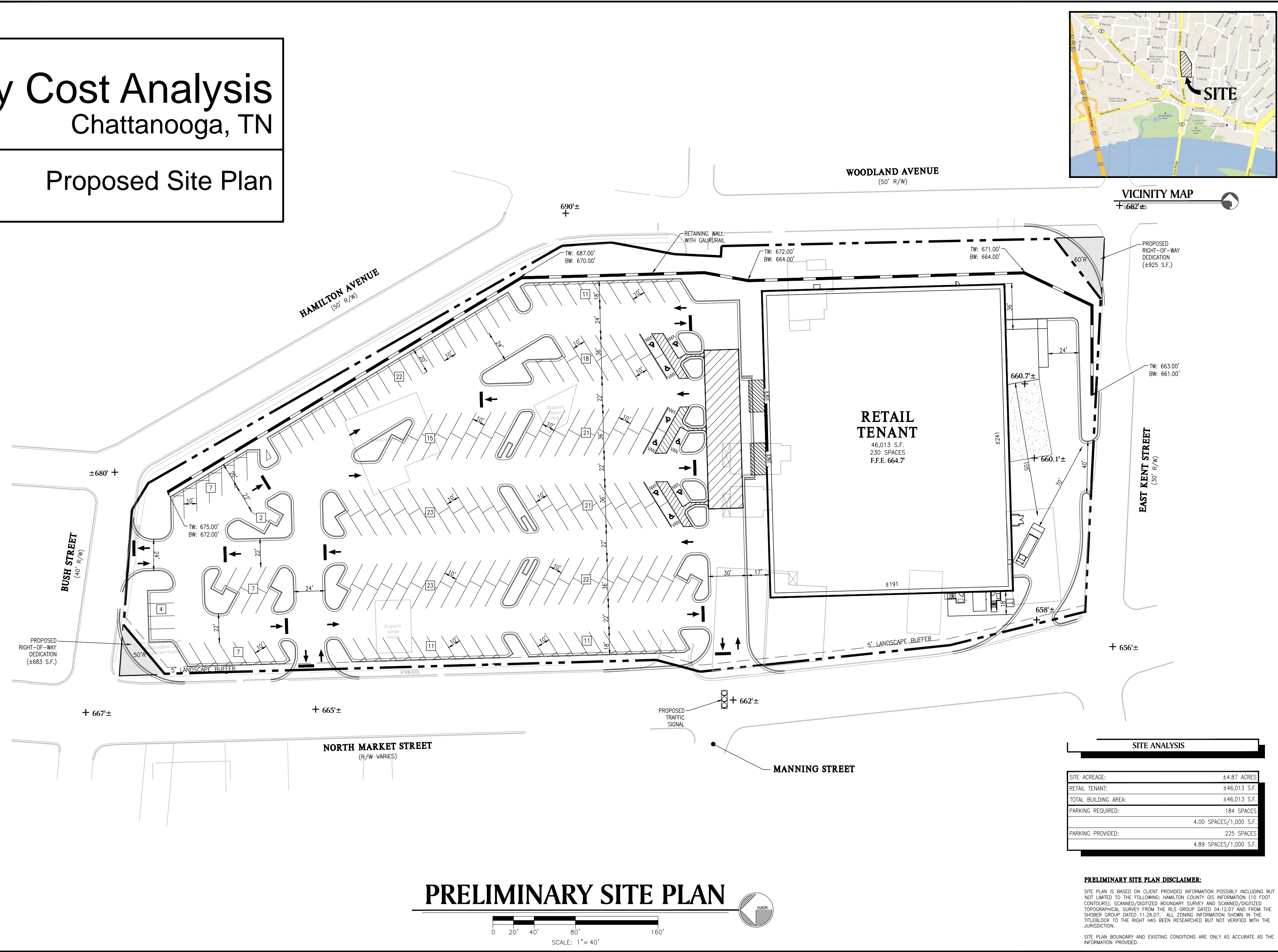
- Exempt
- \$1-30,000
- \$30,000-70,000
- \$70,000-125,000
- \$125,000-200,000
- \$200,000-250,000
- \$250,000-300,000
- \$300,000-350,000
- \$350,000-400,000
- \$400,000-500,000
- \$500,000-600,000
- \$600,000-1,000,000
- \$1,000,000-2,500,000
- \$2,500,000 +

Opportunity Cost Analysis

Chattanooga, TN

Proposed Site Plan

1/20/11 10:11:10 AM Paulson Mitchell



VICINITY MAP

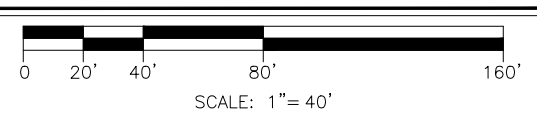
SITE ANALYSIS	
SITE ACREAGE:	±4.87 ACRES
RETAIL TENANT:	±46,013 S.F.
TOTAL BUILDING AREA:	±46,013 S.F.
PARKING REQUIRED:	184 SPACES
	4.00 SPACES/1,000 S.F.
PARKING PROVIDED:	225 SPACES
	4.89 SPACES/1,000 S.F.

PRELIMINARY SITE PLAN DISCLAIMER:

SITE PLAN IS BASED ON CLIENT PROVIDED INFORMATION POSSIBLY INCLUDING BUT NOT LIMITED TO THE FOLLOWING: HAMILTON COUNTY GIS INFORMATION (10 FOOT CONTOURS), SCANNED/DIGITIZED BOUNDARY SURVEY AND SCANNED/DIGITIZED TOPOGRAPHICAL SURVEY FROM THE RLS GROUP DATED 04.12.07 AND FROM THE SHOBER GROUP DATED 11.26.07. ALL ZONING INFORMATION SHOWN IN THE TITLEBLOCK TO THE RIGHT HAS BEEN RESEARCHED BUT NOT VERIFIED WITH THE JURISDICTION.

SITE PLAN BOUNDARY AND EXISTING CONDITIONS ARE ONLY AS ACCURATE AS THE INFORMATION PROVIDED.

PRELIMINARY SITE PLAN



LAND PLANNERS
ENGINEERS • SURVEYORS
TRANSPORTATION
LANDSCAPE ARCHITECTS

85-A MILL STREET
SUITE 200
ROSWELL, GEORGIA 30075
VOICE 770.650.7645
FAX 770.650.7644
www.paulsonmitchell.com

PAULSON MITCHELL INCORPORATED

PROJECT:
**NORTHSHORE
RETAIL
DEVELOPMENT**
EAST KENT STREET
&
NORTH MARKET STREET
CHATTANOOGA, TN

FOR:
**ALLIANCE REALTY
SERVICES, LLC**

3715 NORTHSIDE PARKWAY
BUILDING 400, SUITE 305
ATLANTA, GA 30327
(404) 364-9054

ZONING INFORMATION
ZONING RESEARCH DATE: 12/06/11

ZONING CLASSIFICATION
JURISDICTION: CITY OF CHATTANOOGA
EX. ZONING: R-1, M-1, C-2, C-7
PR. ZONING: C-7 (NORTH SHORE OVERLAY)

BUILDING SETBACKS
FRONT: 0' (10-12' SIDEWALK)
SIDE: 25' ADJ. TO RESIDENTIAL
REAR: 25' ADJ. TO RESIDENTIAL

BUFFERS
FRONT/STREET: 5' LANDSCAPE
SIDE: --
REAR: --

BUILDING SUMMARY
MAX. BUILDING HT.: 42'
MAX. BUILDING COVERAGE: --%

PARKING SUMMARY
RETAIL REQ.: 4 SPACES/1,000 S.F.
RESTAURANT REQ.: 1 SPACE/75 S.F.
STANDARD STALL DIMENSIONS: --' x --'
COMPACT STALL DIMENSIONS: --' x --'
COMPACT STALLS ALLOWED: --%

MIN. 90°/60° DRIVE WIDTH: --'/--'

LANDSCAPE REGULATIONS
TREE DENSITY: -- UNITS/ACRE
ISLAND REQ.: --
MIN. ISLAND SIZE/WIDTH: -- S.F./--'
GREENSPACE %: --%

FEMA MAP

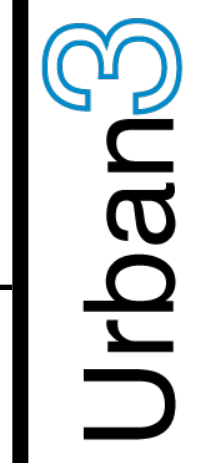
FIRM PANEL #: --
DRAWING RECORD

DRAWN BY: 2011216p7.dwg
DATE: 05.18.12

**PRELIMINARY
SITE
PLAN**

Opportunity Cost Analysis

Chattanooga, TN



Northshore Neighborhood



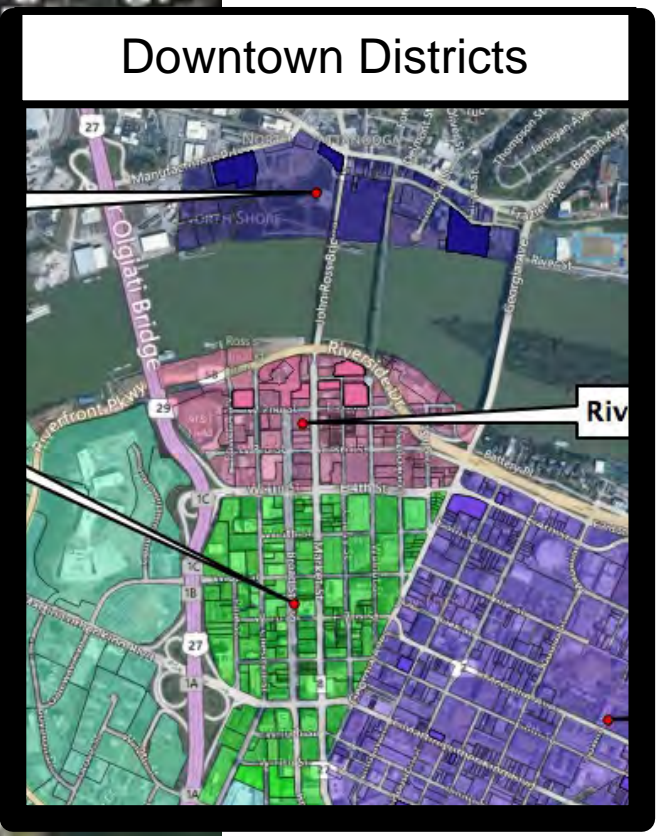
Townhouses

Townhouses

Greenlife Grocery

Mixed-Use Comps

Site



Opportunity Cost Analysis

Chattanooga, TN

Local Publix Comps



Publix at Ooletwah
54,720 Square Feet



Publix on Brainerd
48,515 Square Feet

Opportunity Cost Analysis

Chattanooga, TN

Northshore Infill Comps



417 Frazier
Residential Above Retail



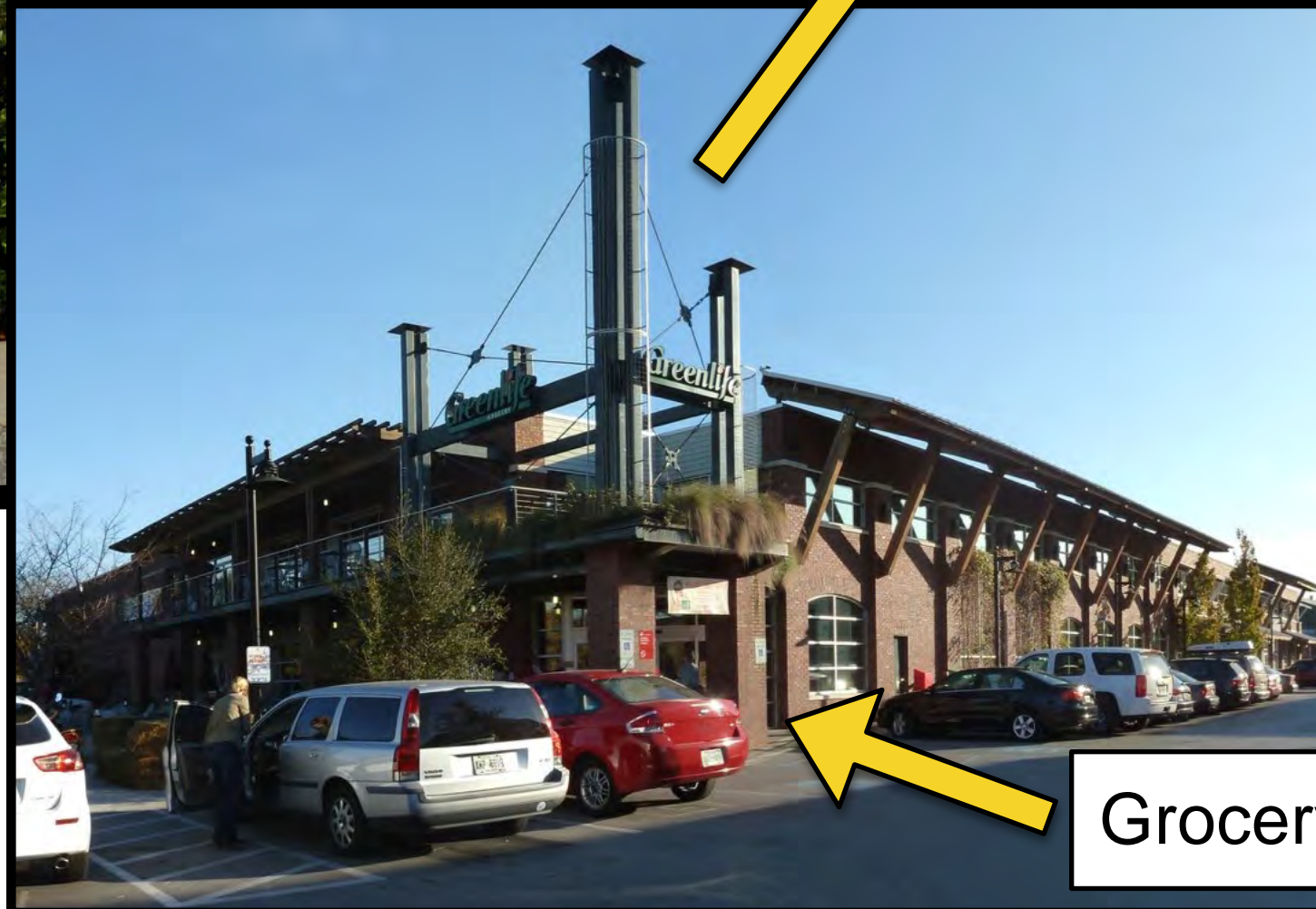
423.643.2299
Office Residential Retail
www.thetraceatfrazier.com

100 Frazier
Office Above Retail

Opportunity Cost Analysis

Chattanooga, TN

Northshore Grocery Comps



Grocery Entry

Opportunity Cost Analysis

Chattanooga, TN

Miami Beach Publix Comp

Carlos Zapata, Architect
1920 West Avenue
48,000 sq.ft,
Built 1998



Front Door



Ramps to parking on roof.

Front Door



Escalators to parking

Opportunity Cost Analysis

Chattanooga, TN

West Palm Beach Publix Comp



Back Door
(is really the front)

Main door facing parking with
townhouses across the street.



Door on the street



Built 2002 at ULI Award Winning CityPlace
27,040 sq.ft.

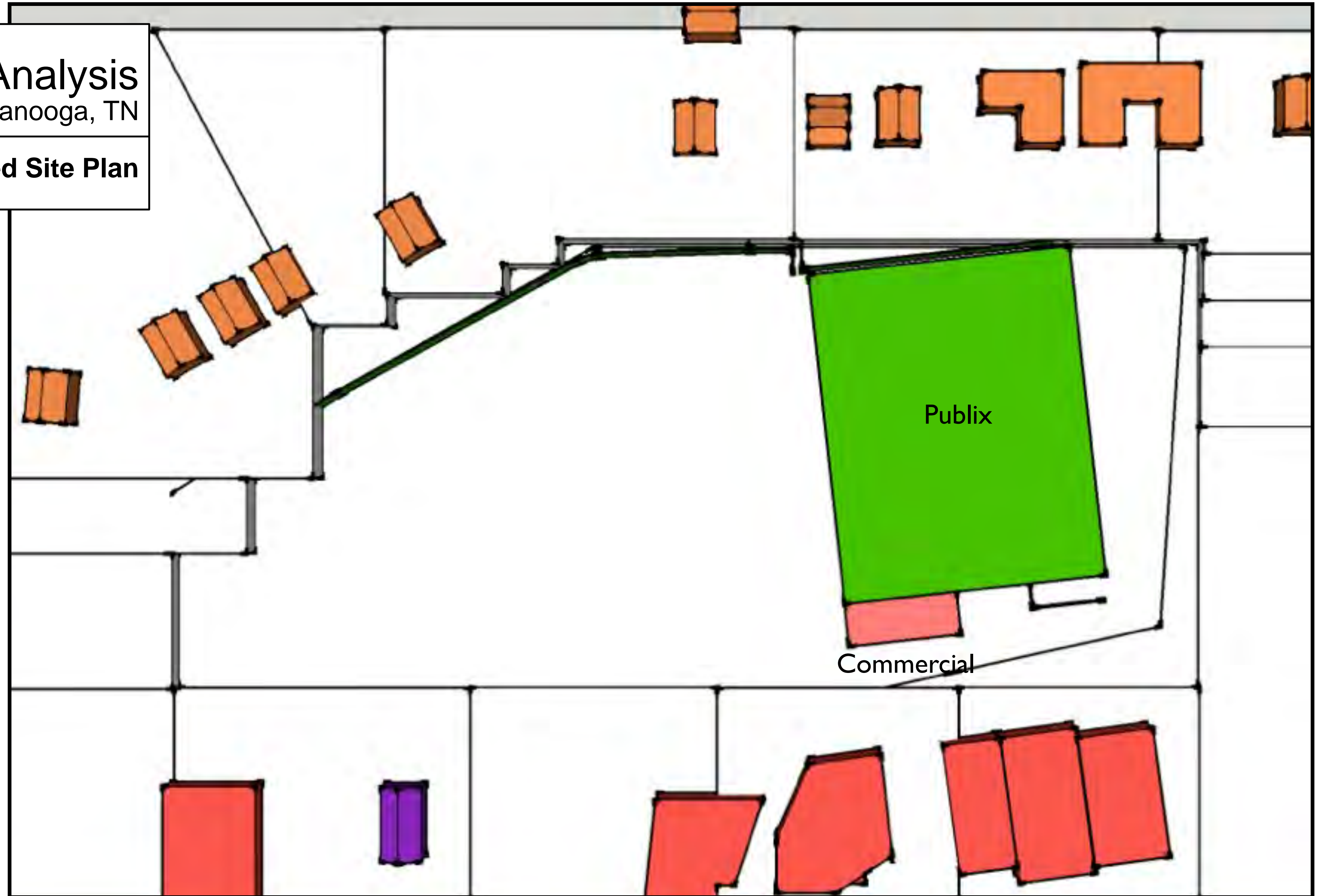


Site Boundary

Opportunity Cost Analysis

Chattanooga, TN

#1 - Proposed Site Plan



Publix

Commercial

Publix	46,013 s.f.
Parking	234 total
Frazier Buildings	0
1 Story Commercial	2,500 sf
Townhouses	0

Notes:
Removes streets and grades site.
Retaining walls on East property line
and behind building.

Est. Annual Property Taxes
City - \$44,827
County - \$27,036

Opportunity Cost Analysis

Chattanooga, TN

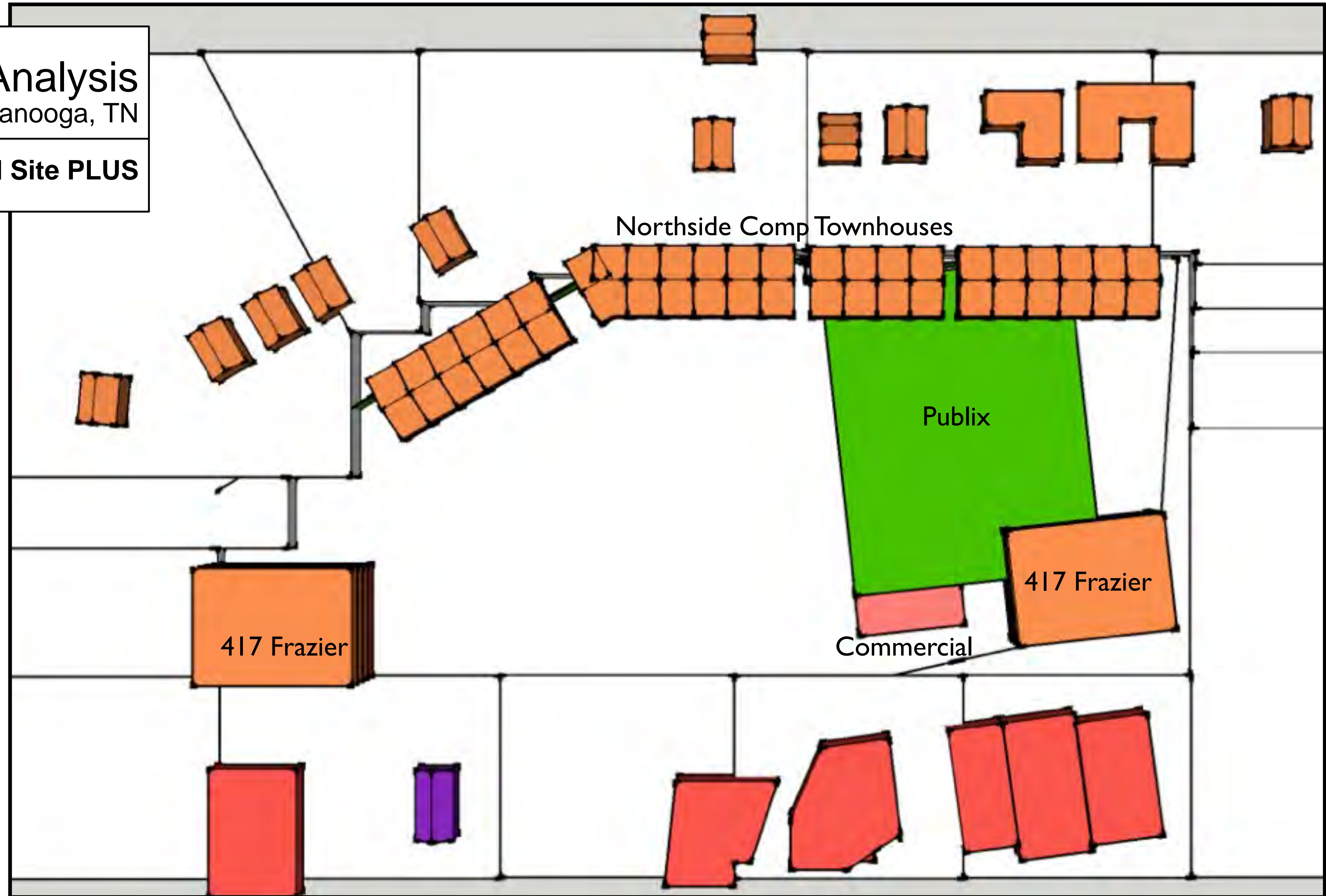
#1 - Proposed Site Plan



Opportunity Cost Analysis

Chattanooga, TN

#2 - Proposed Site PLUS



Publix	46,013 s.f.
Parking	214 total
Frazier Buildings	2
1 Story Commercial	6,700 sf
Townhouses	22

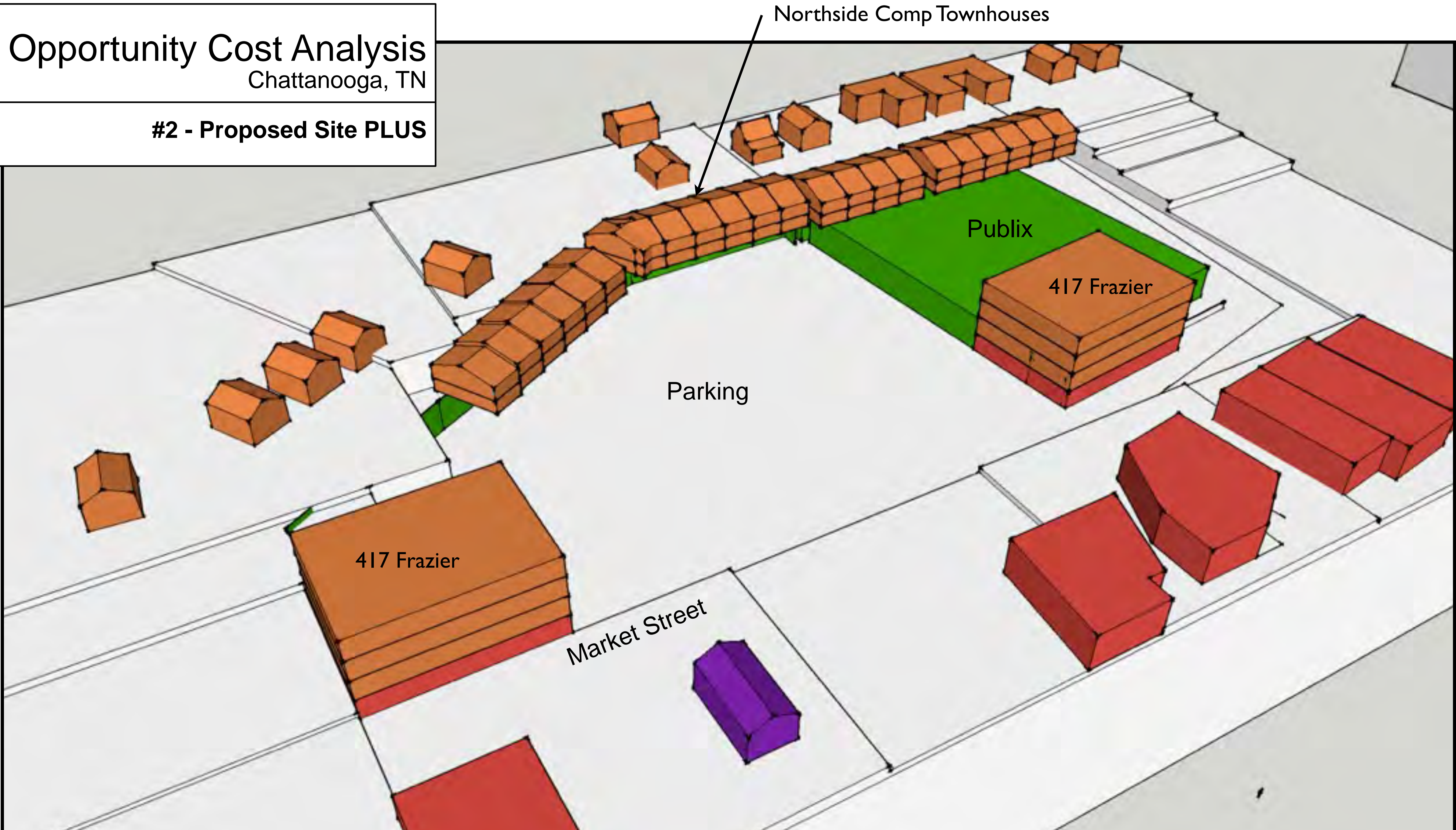
Notes:
 Removes streets and grades site.
 Retaining walls on East property line
 and behind building and builds
 townhouses on the retaining wall.

Est. Annual Property Taxes
 City - \$154,435
 County - \$93,142

Opportunity Cost Analysis

Chattanooga, TN

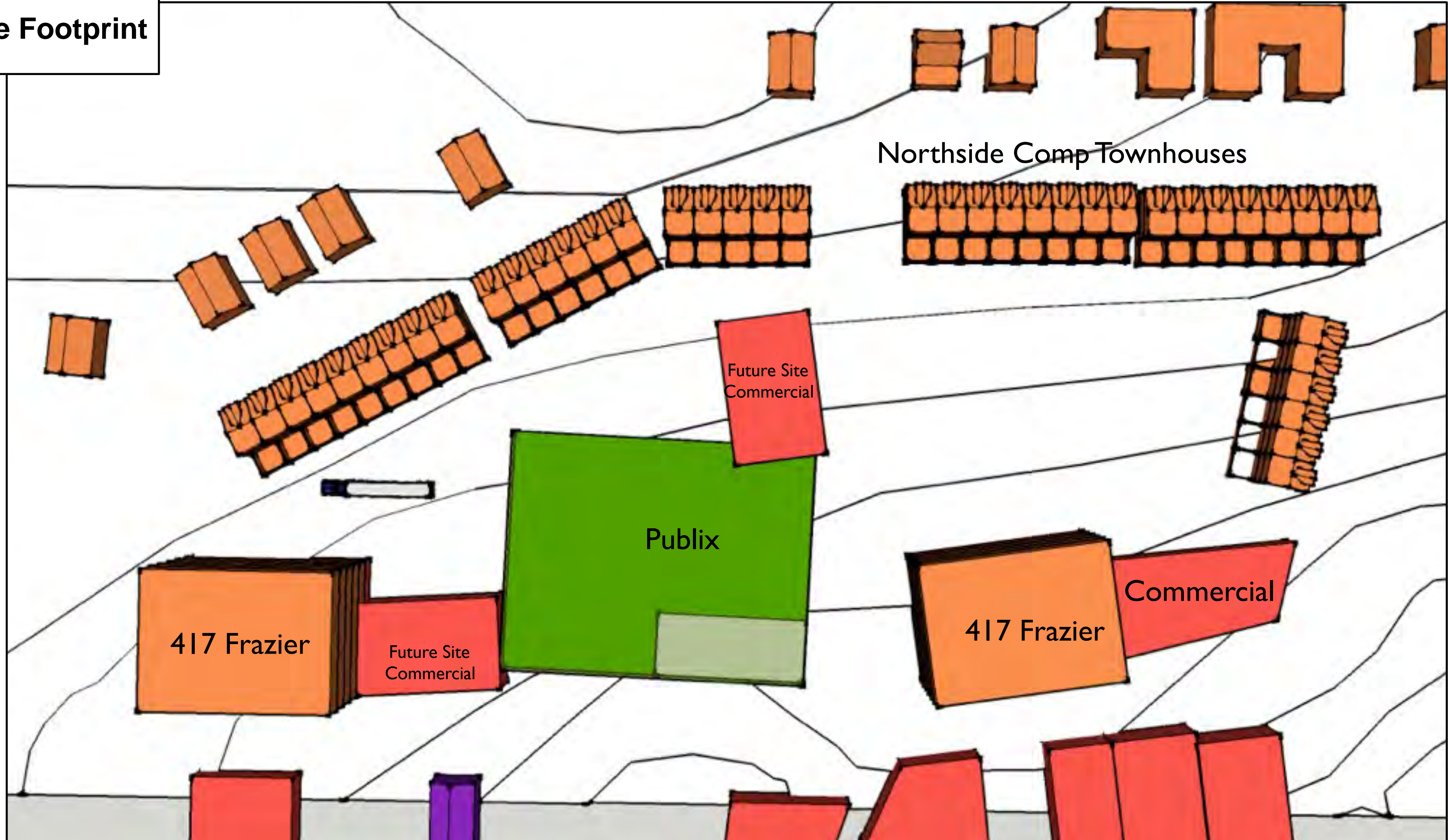
#2 - Proposed Site PLUS



Opportunity Cost Analysis

Chattanooga, TN

#3 - Greenlife Footprint



Publix	36,432 s.f.
Parking	164 total
Frazier Buildings	2
1 Story Commercial	6,885 sf
Townhouses	42

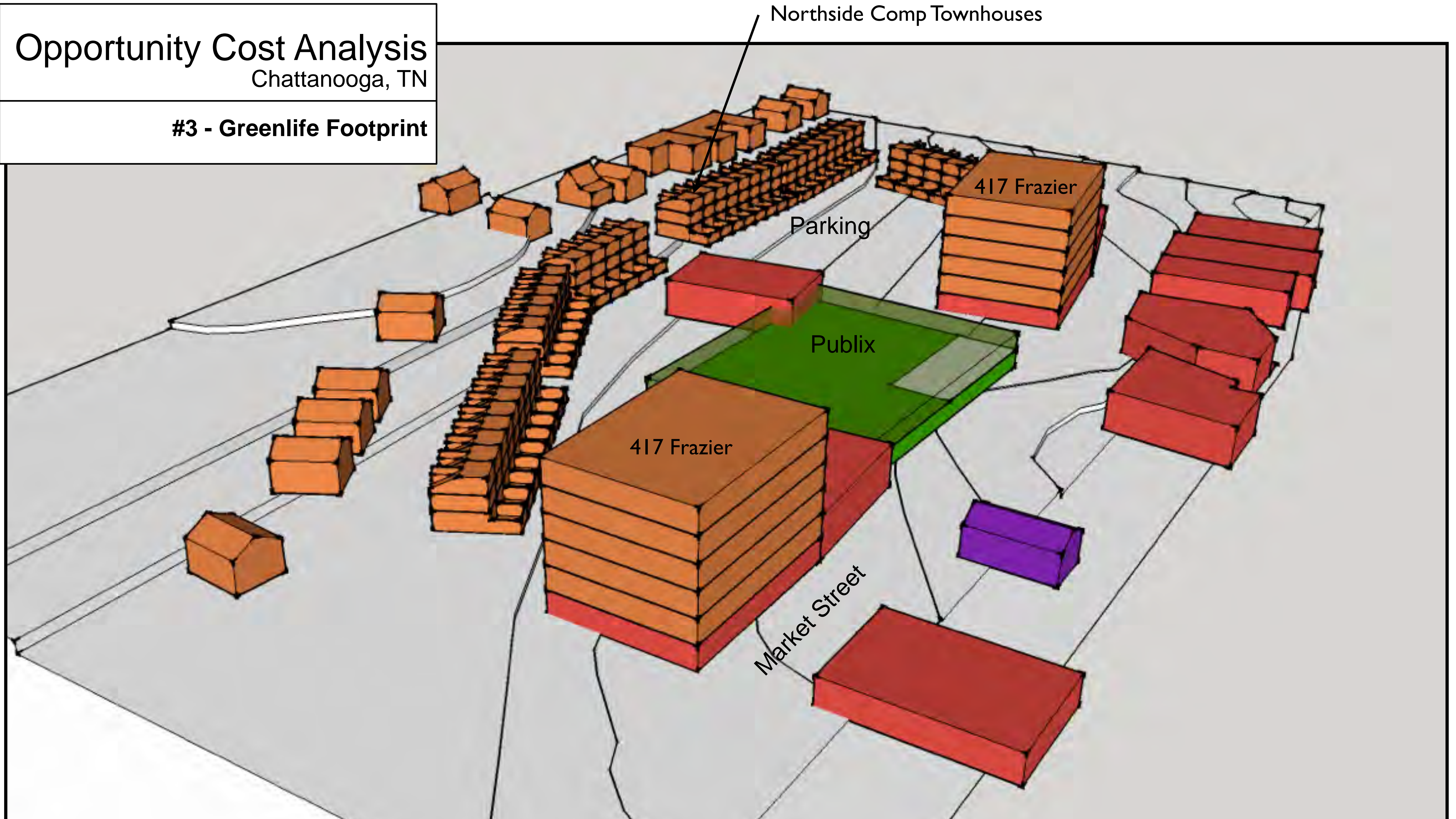
Notes:
Keeps existing grades and all internal streets.

Est. Annual Property Taxes
City - \$253,041
County - \$152,614

Opportunity Cost Analysis

Chattanooga, TN

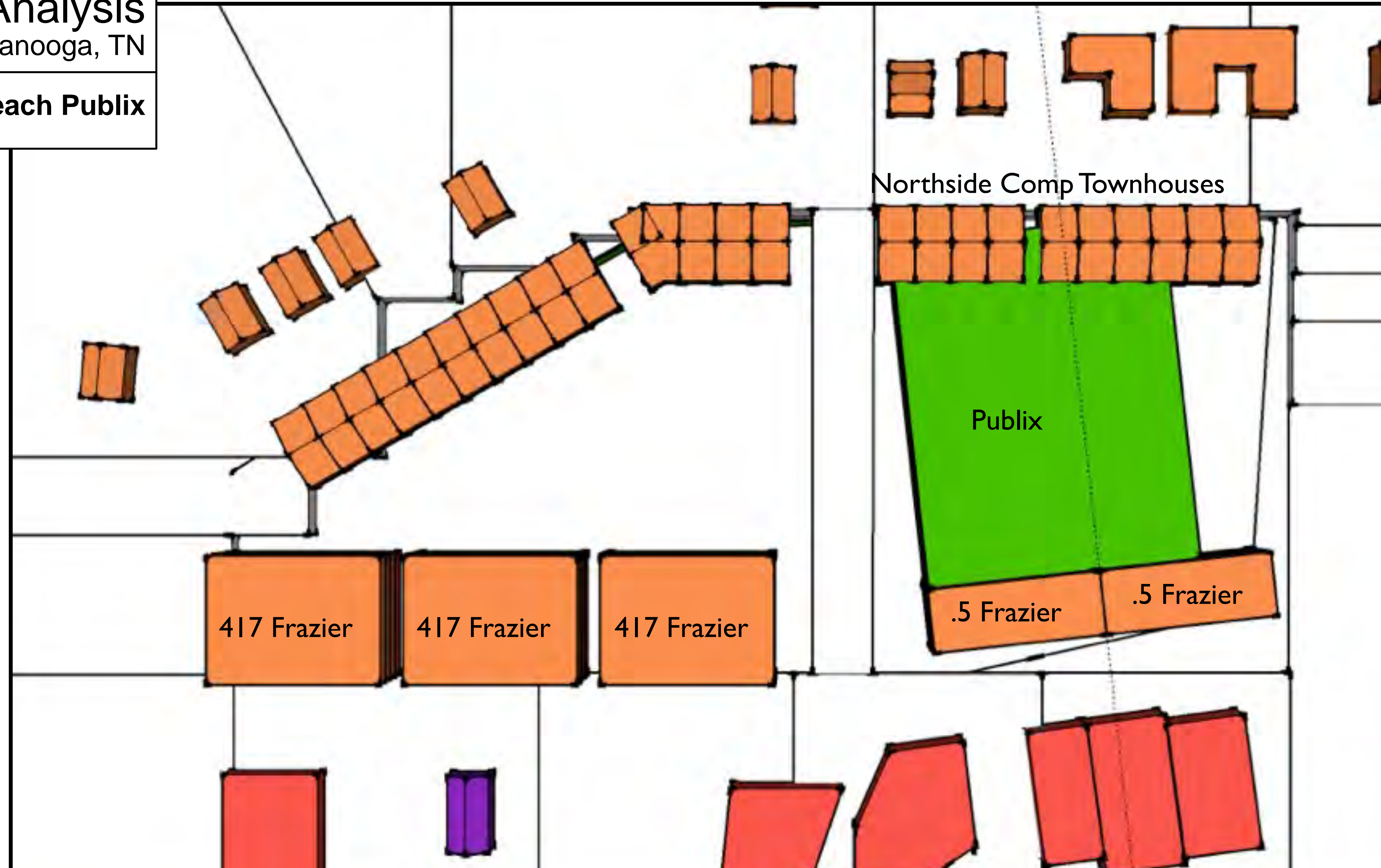
#3 - Greenlife Footprint



Opportunity Cost Analysis

Chattanooga, TN

#4 - Miami Beach Publix



Publix	48,000 s.f.
Parking	320 structured 90 surface
Frazier Buildings	4
1 Story Commercial	0 sf
Townhouses	24

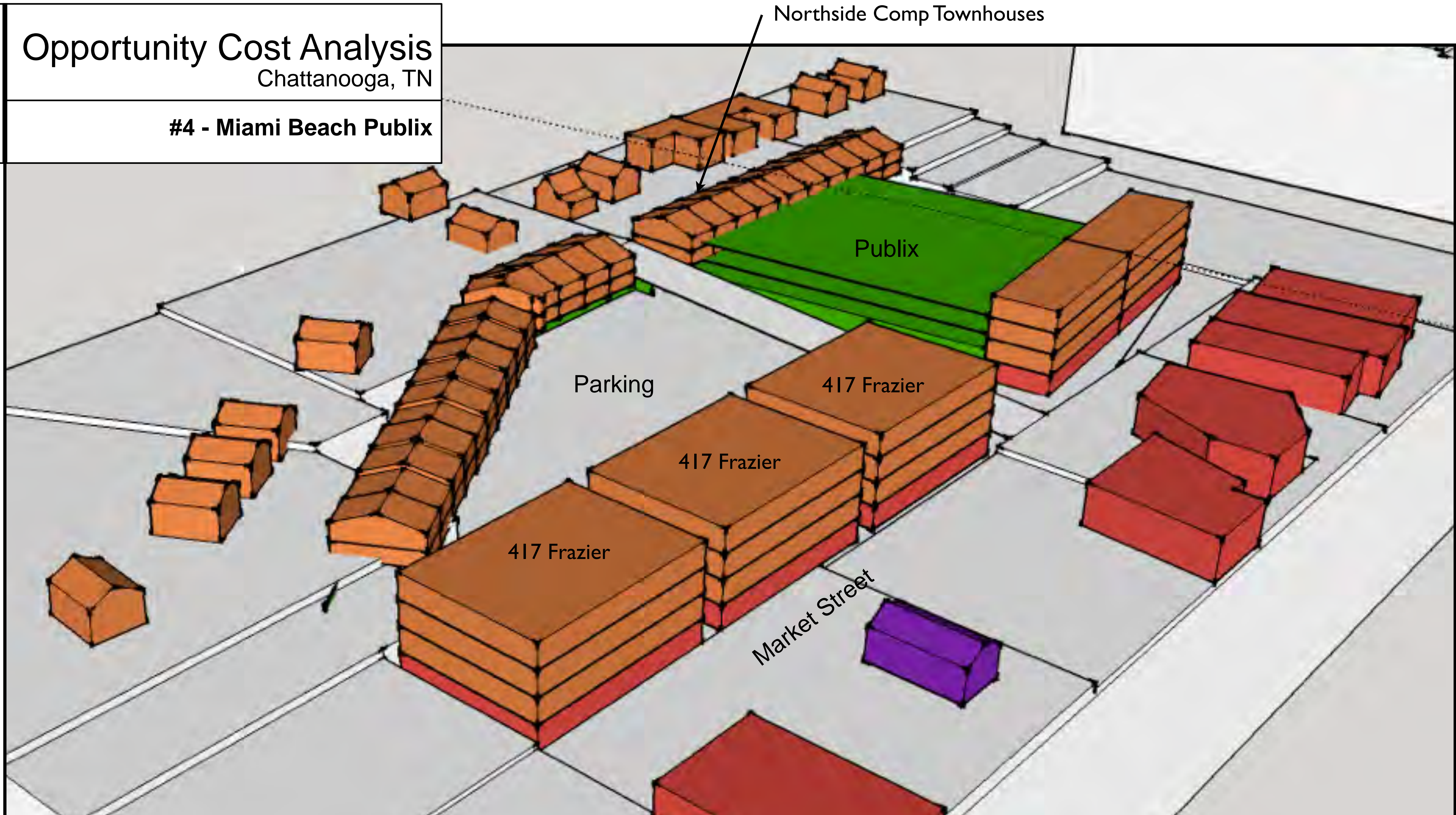
Notes:
Keeps existing grades and all internal streets.
Adds structured parking above Publix, utilizing grade change.

Est. Annual Property Taxes
City - \$357,746
County - \$215,746

Opportunity Cost Analysis

Chattanooga, TN

#4 - Miami Beach Publix



Opportunity Cost Analysis

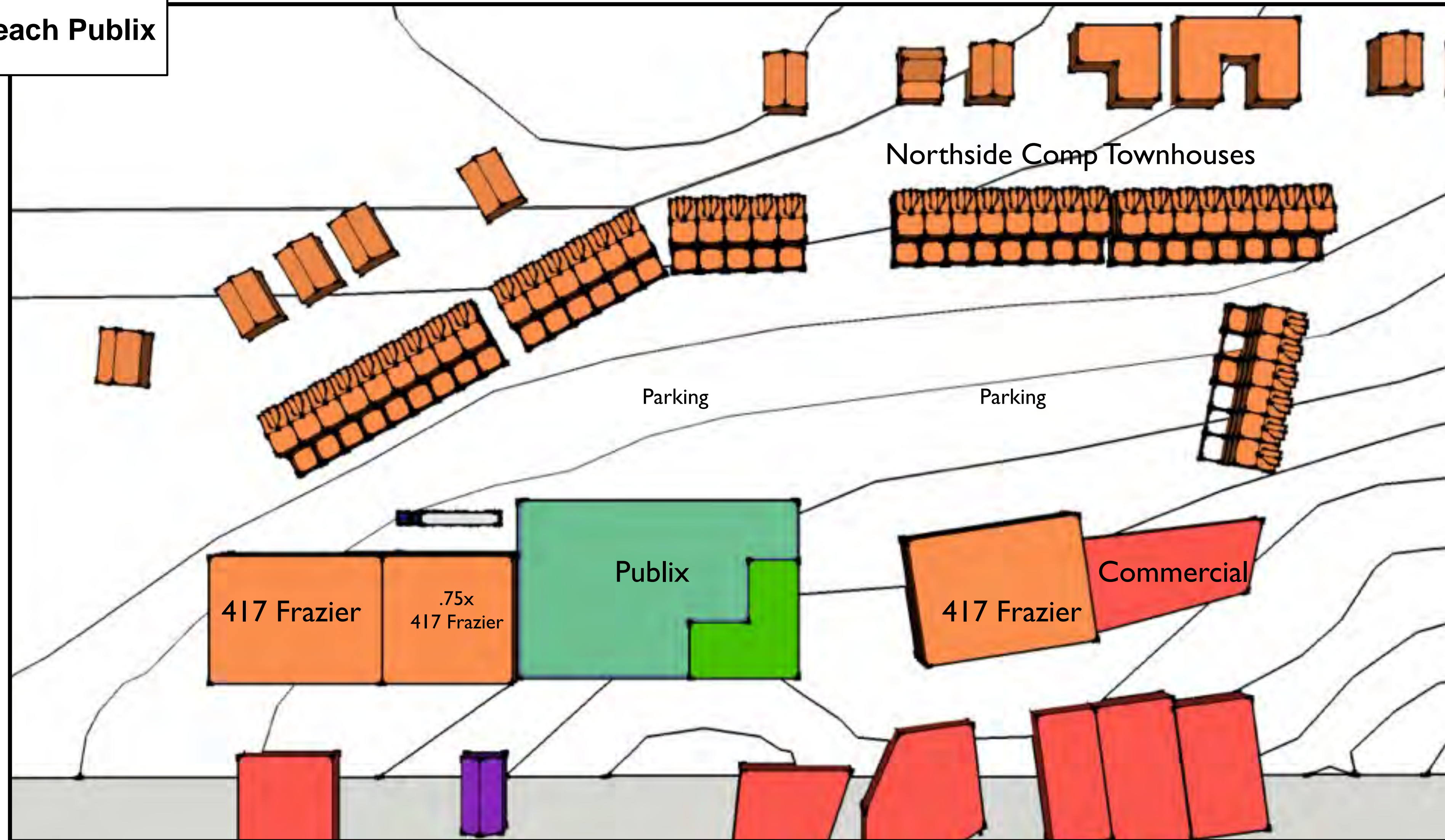
Chattanooga, TN

#5 - West Palm Beach Publix

Publix	27,040 s.f.
Parking	229 total
Frazier Buildings	2.75
I Story Commercial	2,000 sf
Townhouses	42

Notes:
 Keep topo as is, with some grading to provide parking under townhouses.
 Keep all streets, use alley path as loading circulator, and keep trucks out of residential.

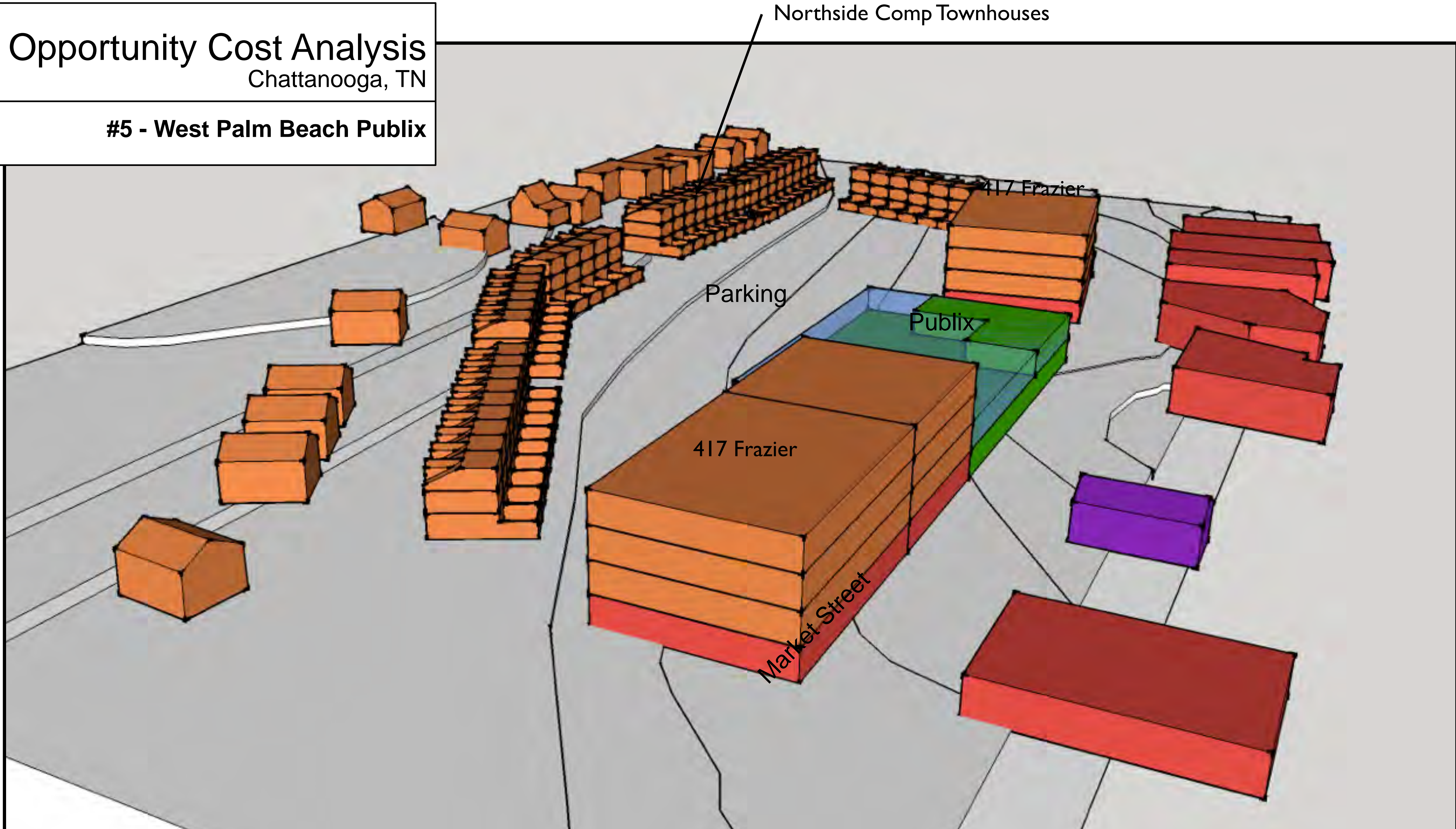
Est. Annual Property Taxes
 City - \$306,462
 County - \$184,833



Opportunity Cost Analysis

Chattanooga, TN

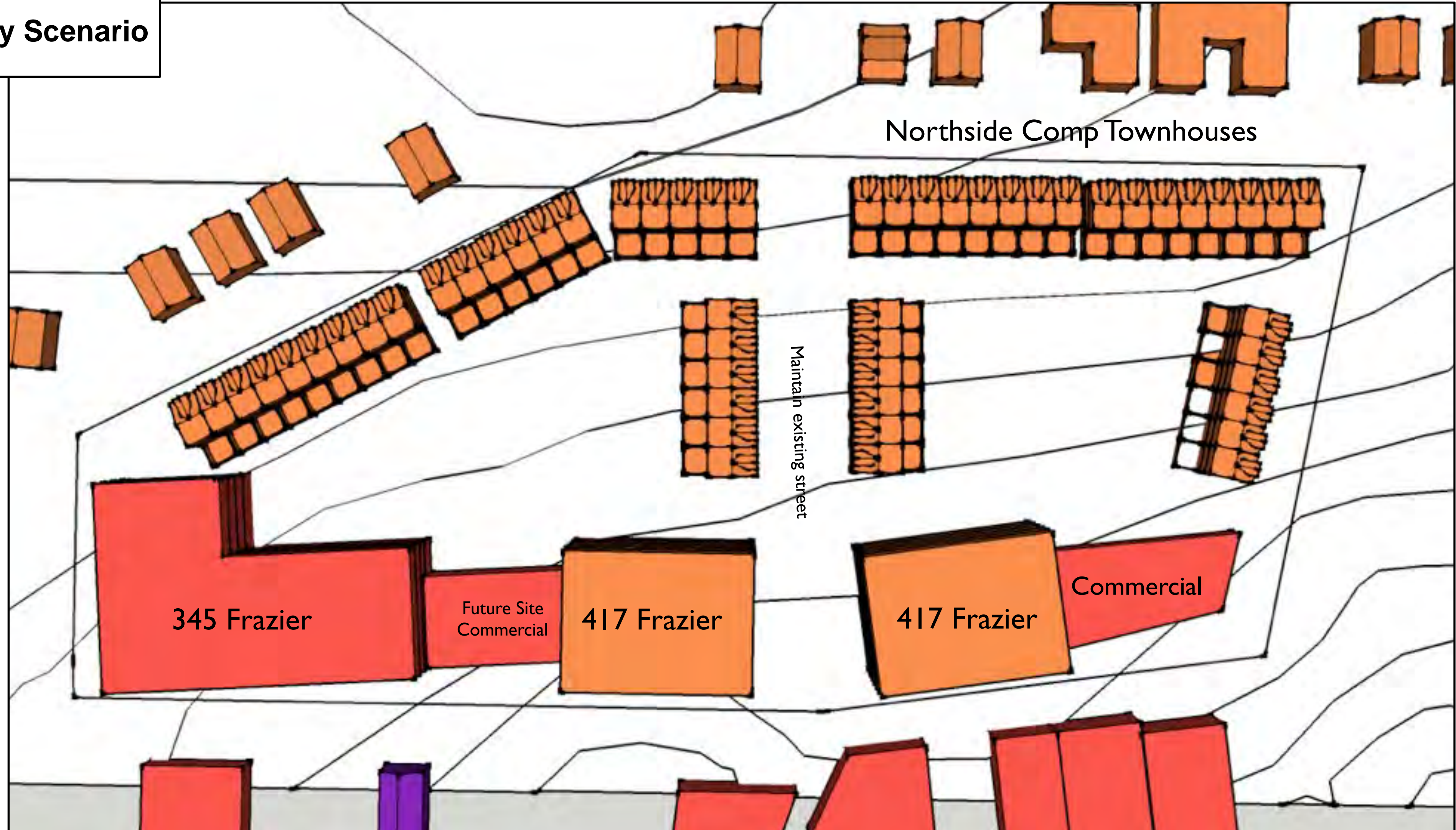
#5 - West Palm Beach Publix



Opportunity Cost Analysis

Chattanooga, TN

#5 - No Grocery Scenario



Publix	0
Parking	200 total
Frazier Buildings	2
1 Story Commercial	11,435 s.f.
Townhouses	54

Notes:
Keep topo as is and streets as is.

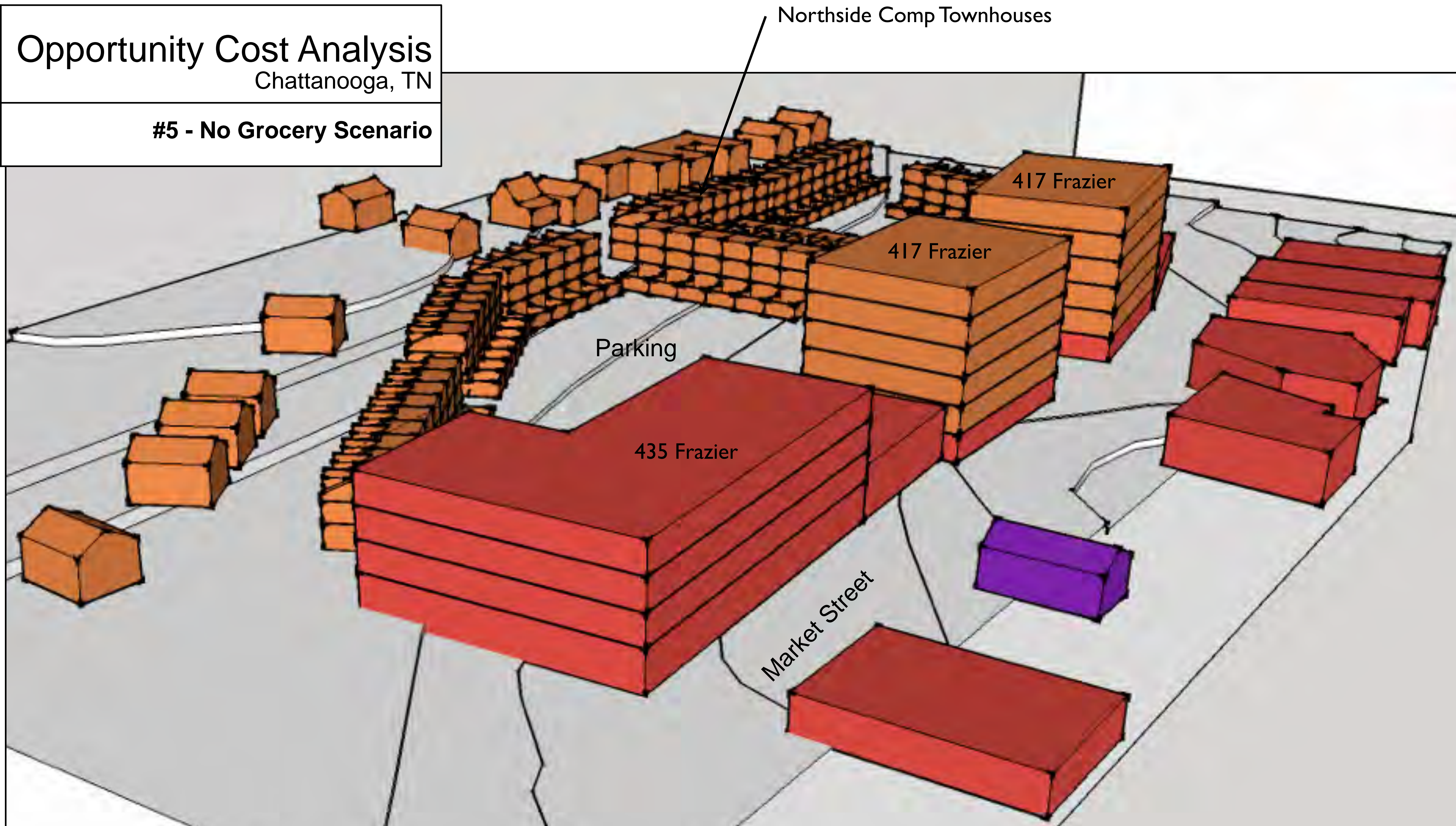
Notes:
Keeps existing grades and all internal streets.

Est. Annual Property Taxes
City - \$305,749
County - \$184,403

Opportunity Cost Analysis

Chattanooga, TN

#5 - No Grocery Scenario



Total Annual City Property Tax Production

Urban3

- Existing
- Commercial
- Mixed-Use



\$306,462

\$13,416

\$44,827

Site As Is No Build

As Proposed

Publix Plus

Greenlife Footprint

Miami Beach Comp

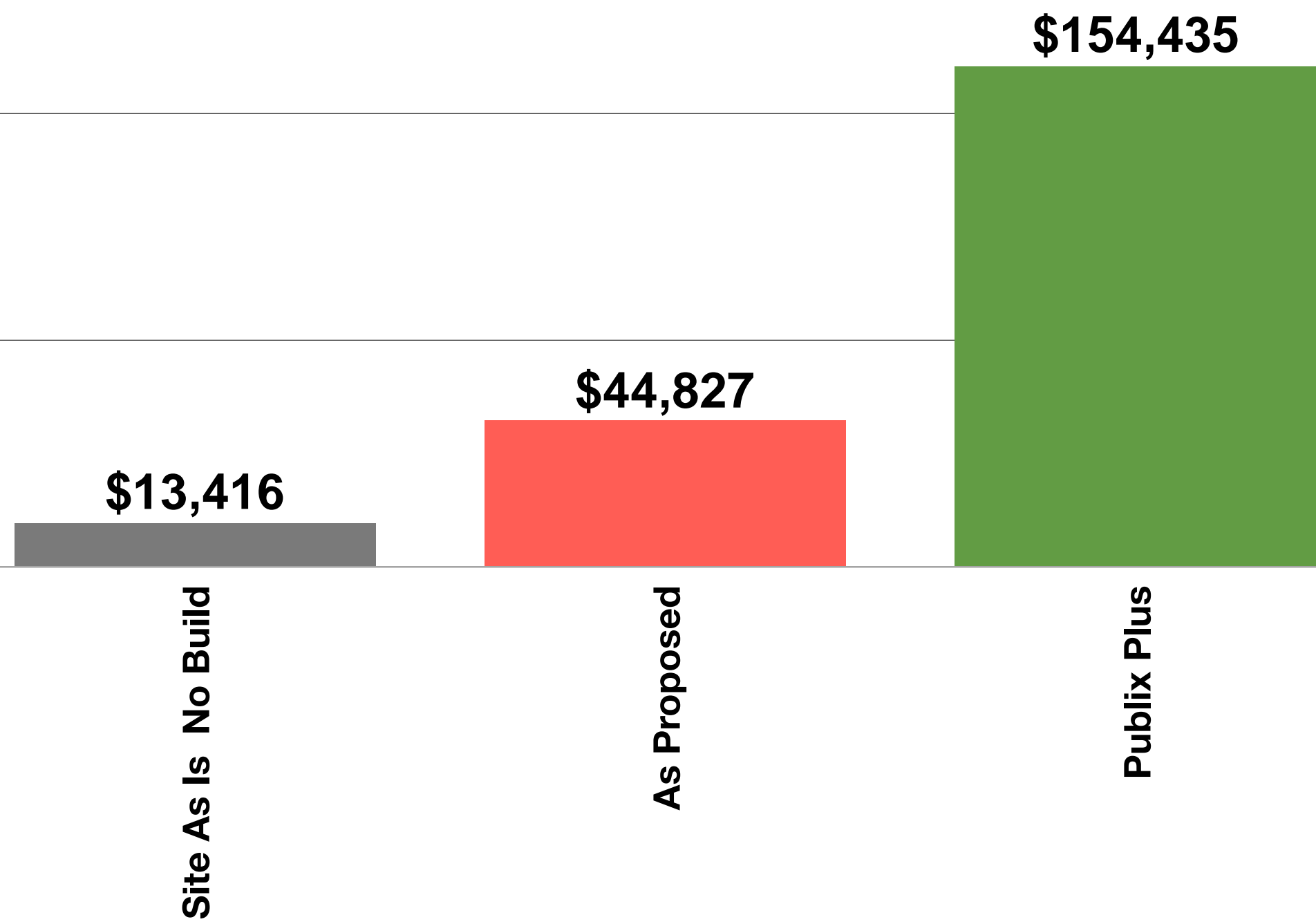
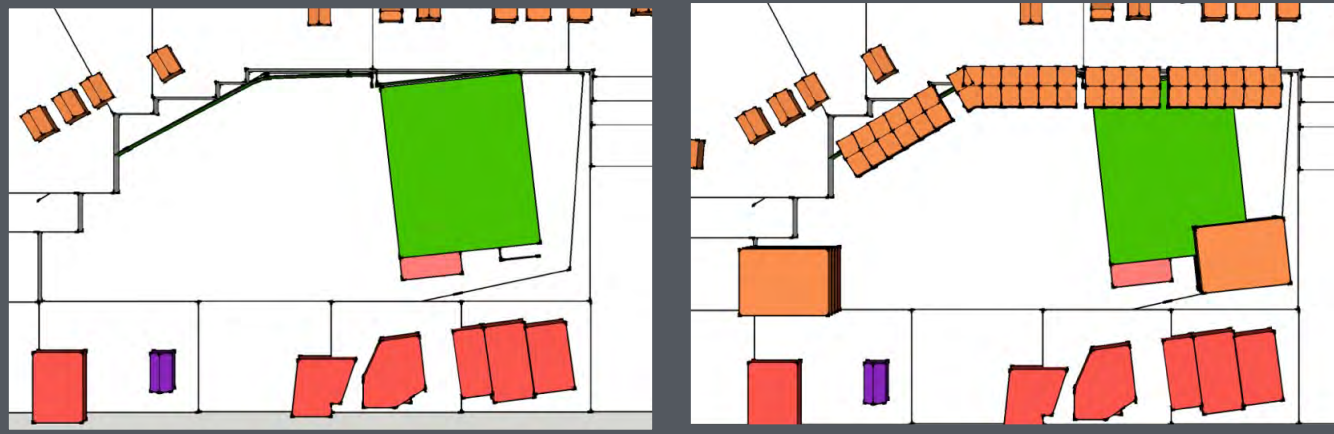
WPB Comp

No Publix

Total Annual City Property Tax Production

Urban3

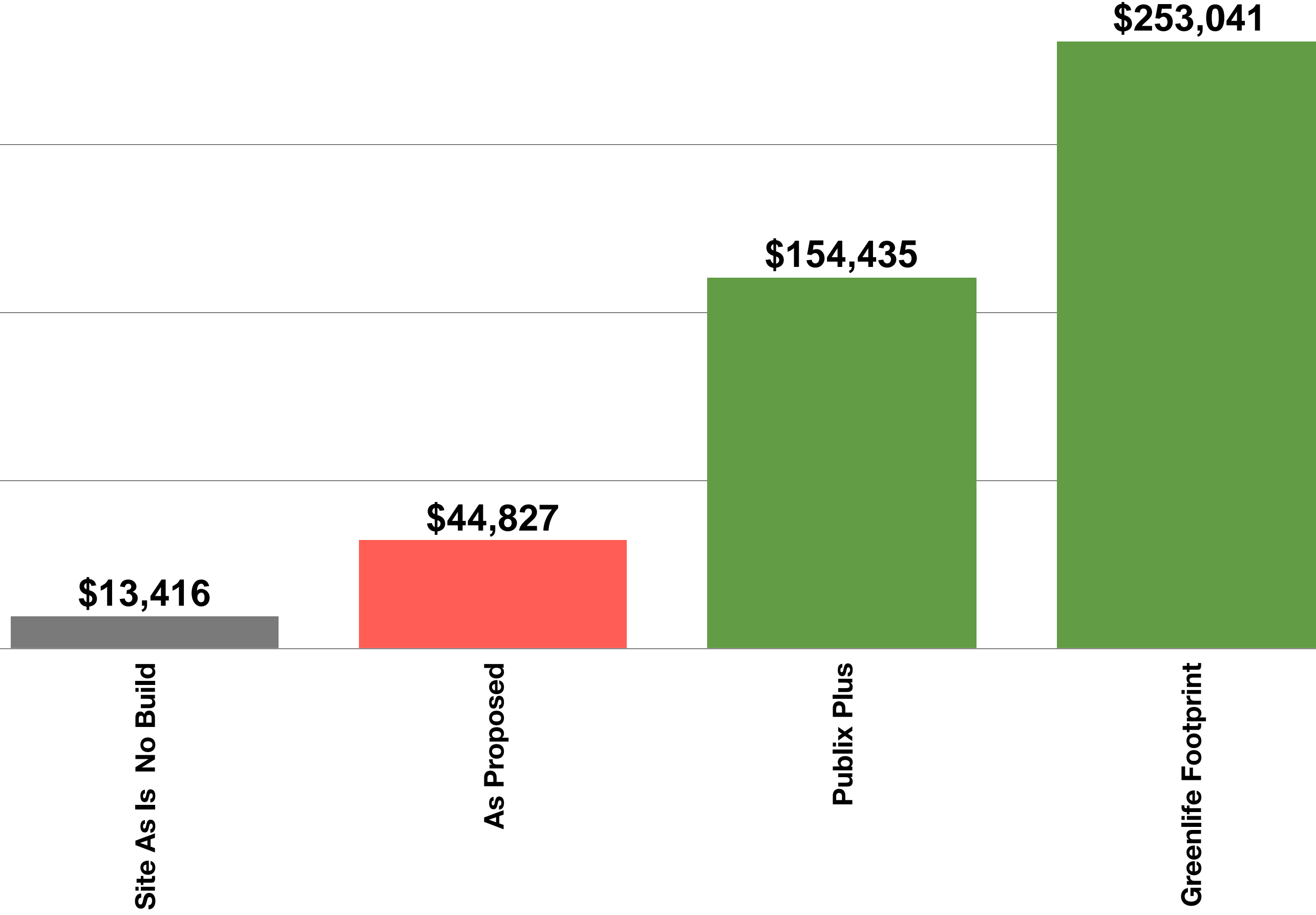
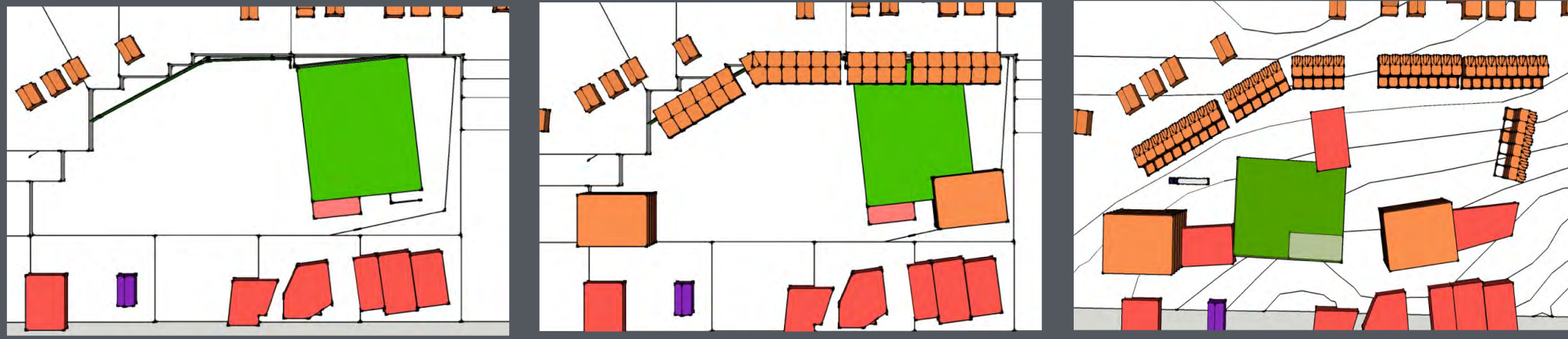
- Existing
- Commercial
- Mixed-Use



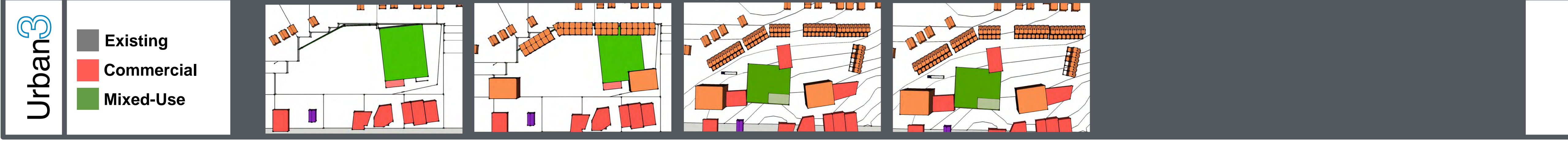
Total Annual City Property Tax Production

Urban3

- Existing
- Commercial
- Mixed-Use



Total Annual City Property Tax Production



\$357,746

\$253,041

\$154,435

\$44,827

\$13,416

Site As Is No Build

As Proposed

Publix Plus

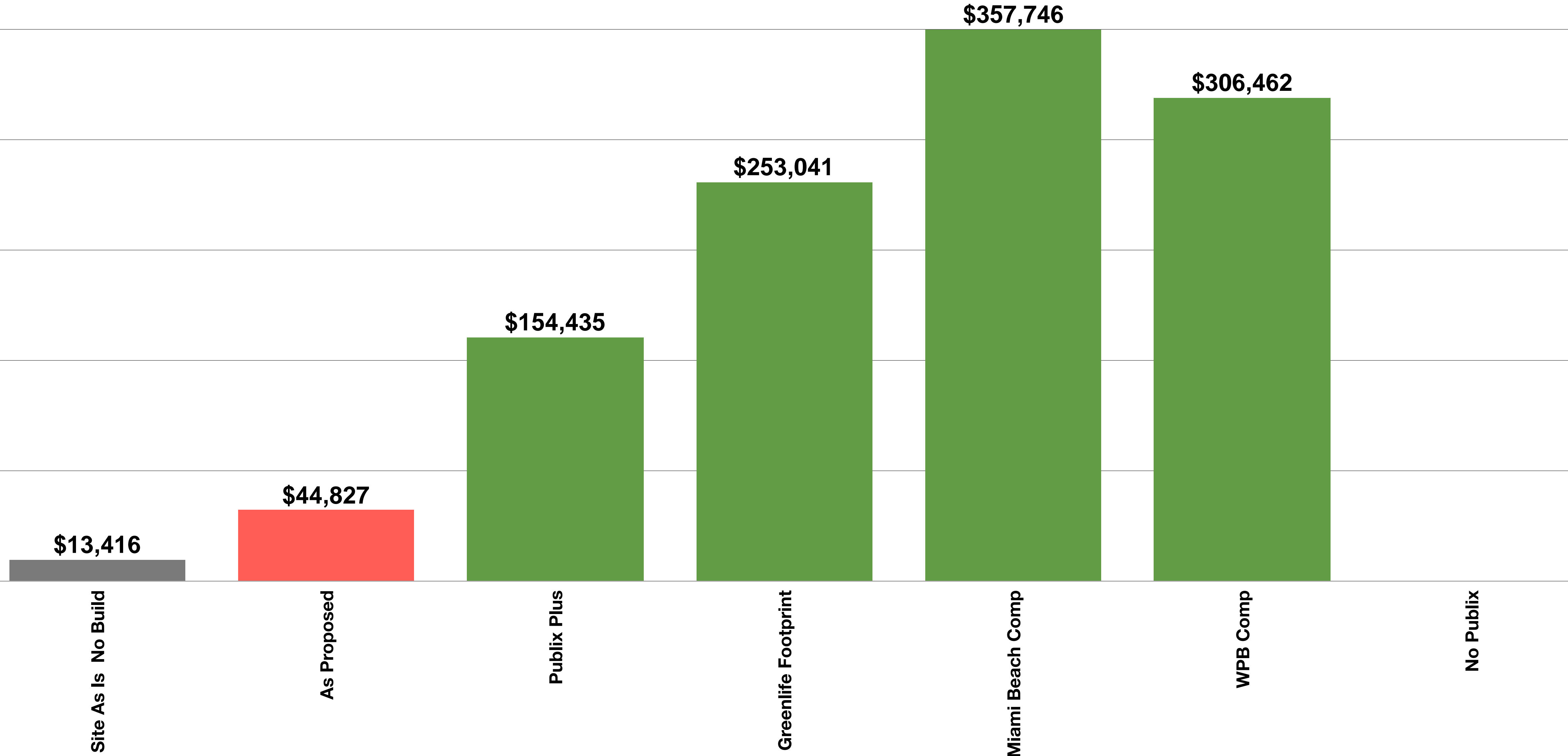
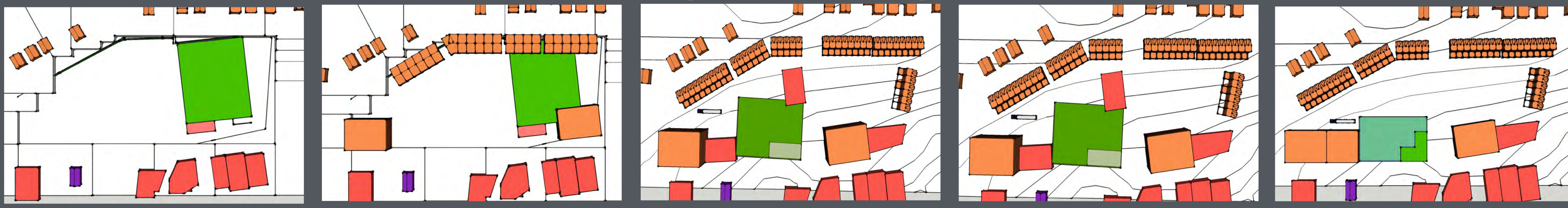
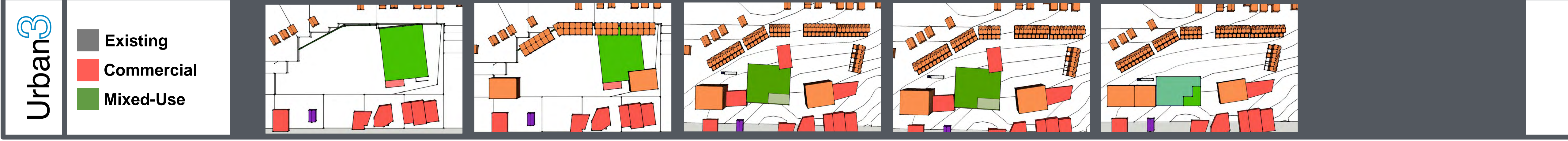
Greenlife Footprint

Miami Beach Comp

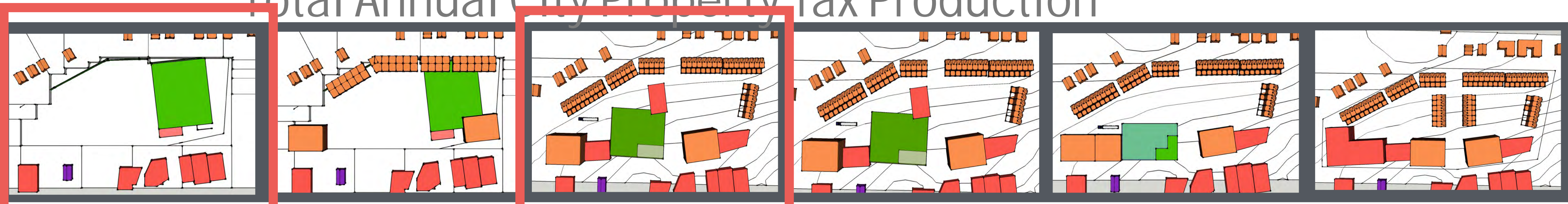
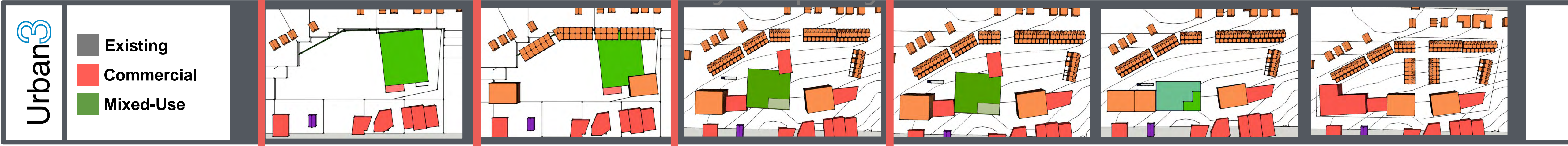
WPB Comp

No Publix

Total Annual City Property Tax Production



Total Annual City Property Tax Production



Total Annual City Property Tax Production



As Proposed



Greenlife Precedent



Est. Annual Property Taxes

City - **\$44,827**

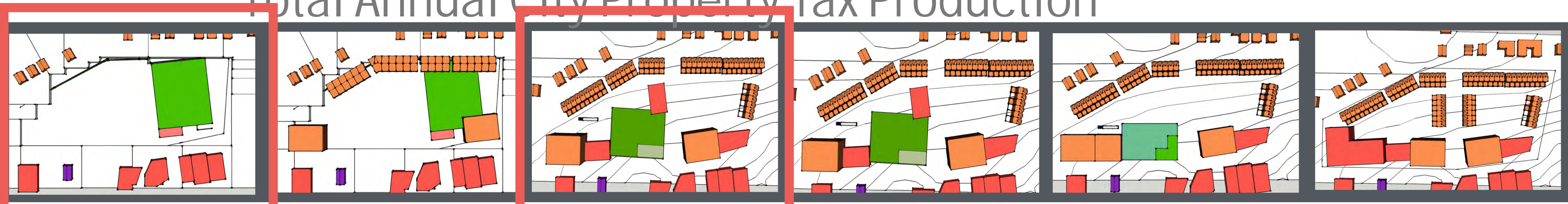
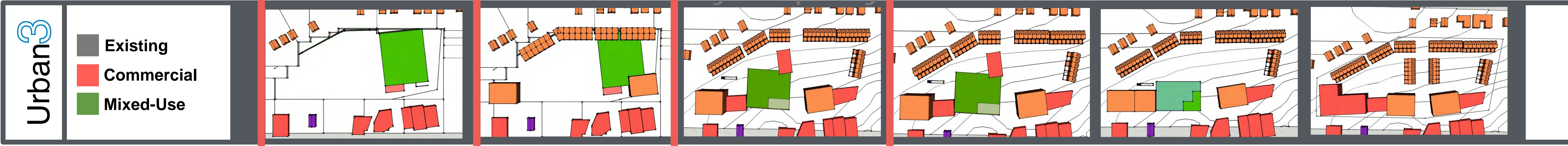
County - \$27,036

Est. Annual Property Taxes

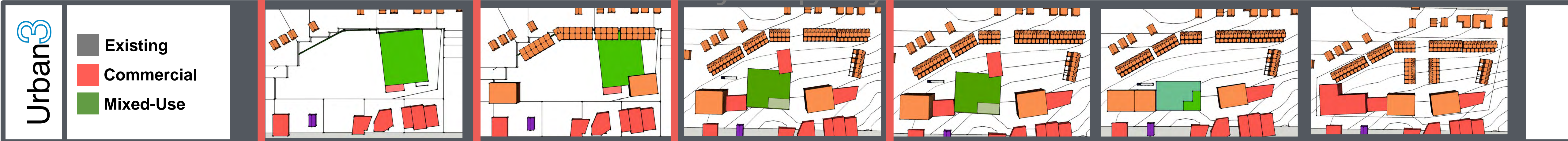
City - **\$253,041**

County - \$152,614

Total Annual City Property Tax Production



20 Year - NPV City Property Tax Production

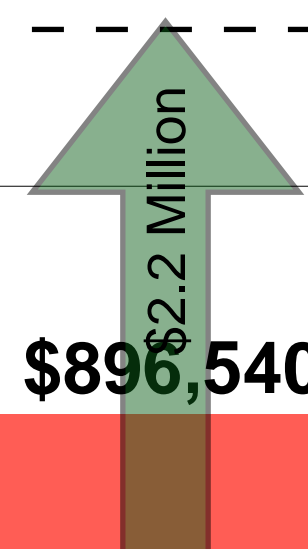


\$268,320

Site As Is No Build

\$896,540

As Proposed



\$3,088,700

Publix Plus

\$5,060,820



Greenlife Footprint

\$7,154,920

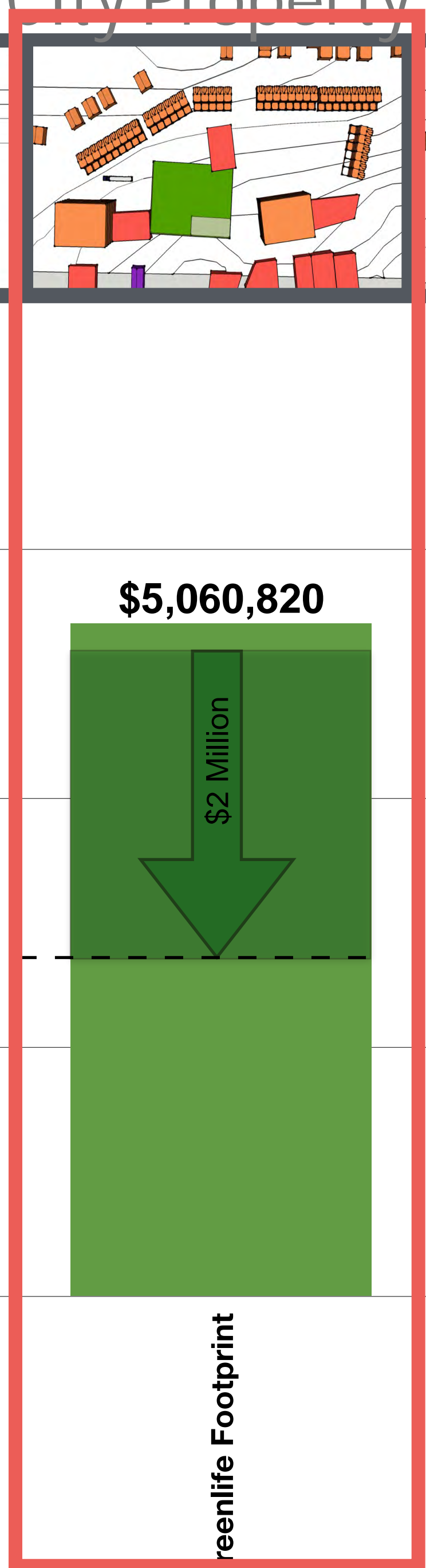
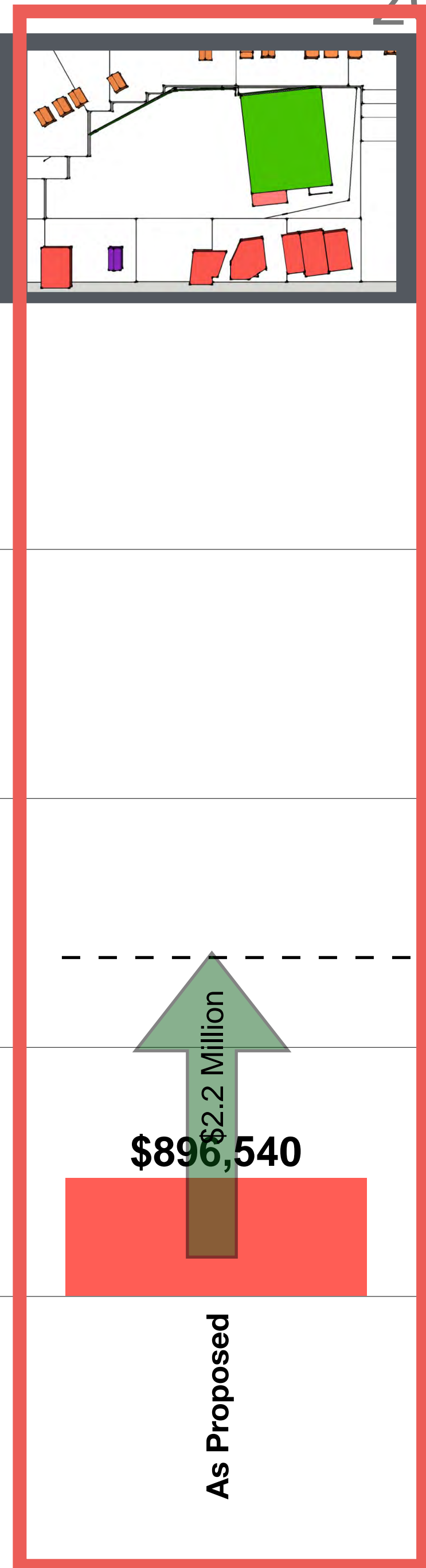
Miami Beach Comp

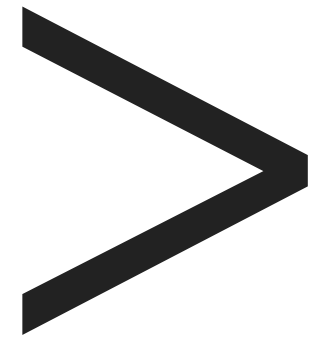
\$6,129,240

WPB Comp

\$6,114,980

No Publix





Greenway



Art Teacher

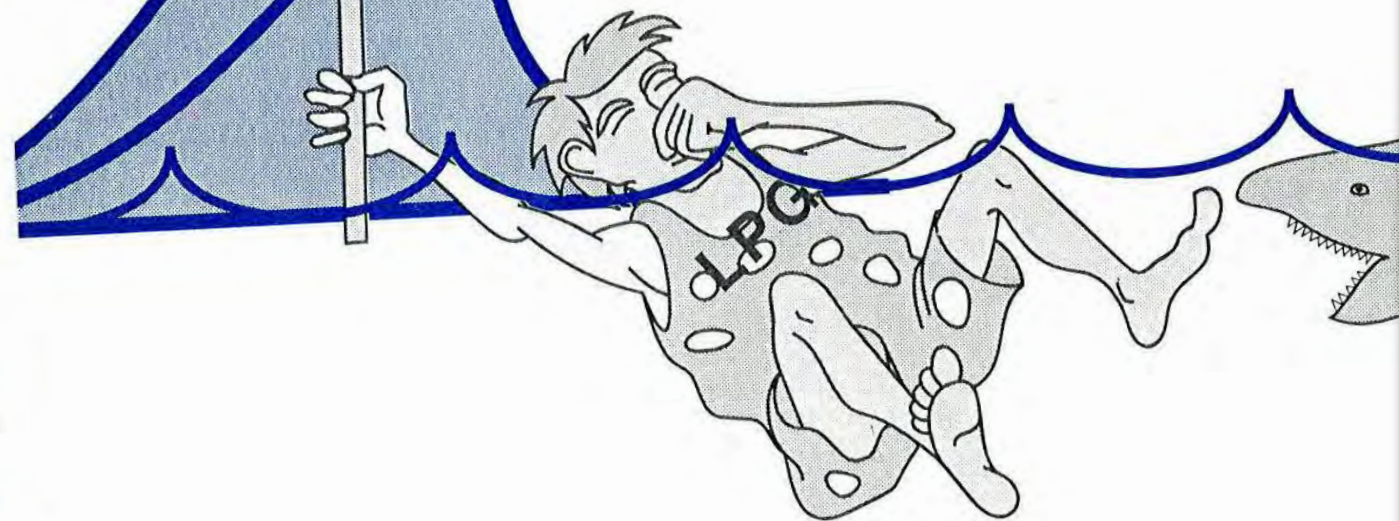


Dancing Traffic Cop



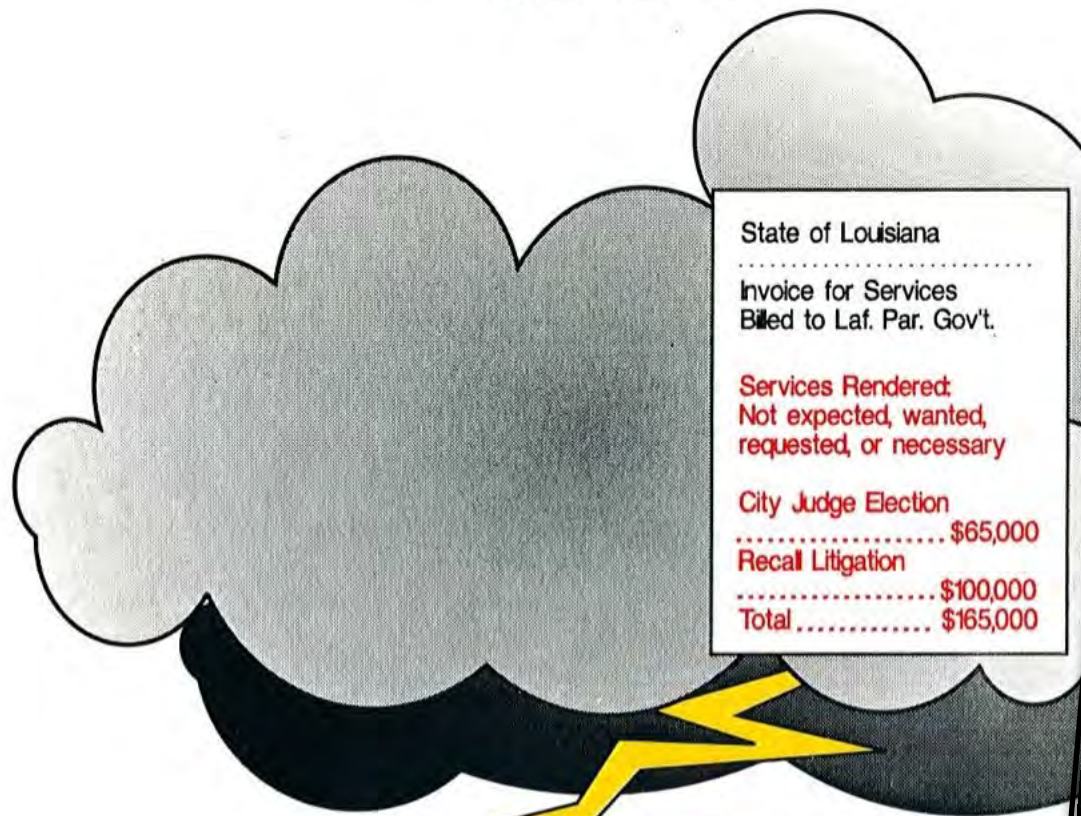
PARISH GOVERNMENT

BUDGET DOCUMENT 1994



PARISH GOVERNMENT

Budget 1995



State of Louisiana
 Invoice for Services
 Billed to Laf. Par. Gov't.

Services Rendered:
 Not expected, wanted,
 requested, or necessary

City Judge Election \$65,000
Recall Litigation \$100,000
Total \$165,000

Floods, hurricanes.
Just when we thought
we were safe . . .

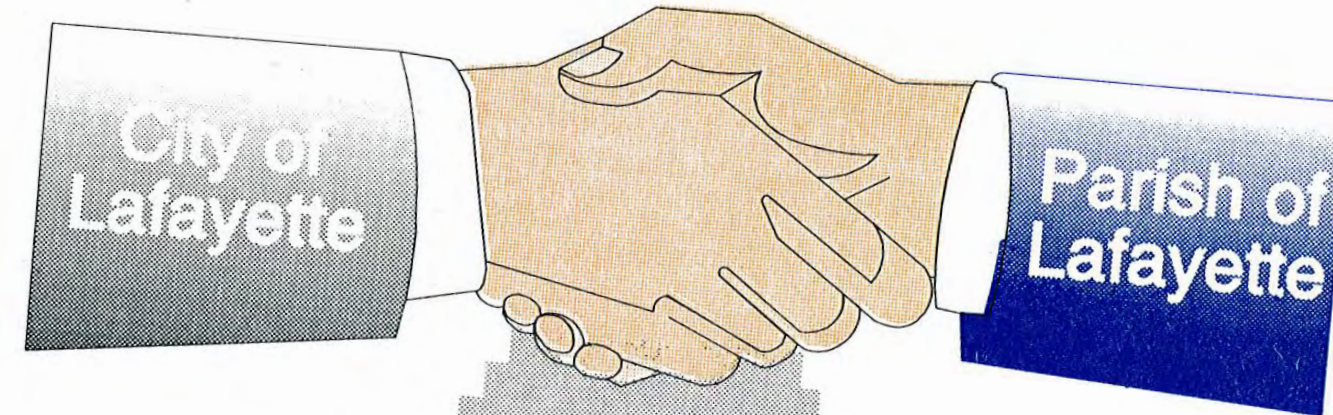


Lafayette Parish
Taxpayer



PARISH GOVERNMENT

Budget Document for 1996



Coming together to form
a consolidated government for
the benefit of our citizens

"It's déjà vu all over again" - Yogi Berra

Developer Costs

Soft Costs

- ★ Permitting
- ★ Architect
- ★ Engineering
- ★ Legal Fees
- ★ Marketing
- ★ Profit

Hard Costs

- ★ Land Cost
- ★ Buildings
- ★ Road & Sidewalks
- ★ Sewer
- ★ Water
- ★ Buildings



Developer Costs

Soft Costs

- ★ Permitting
- ★ Architect
- ★ Engineering
- ★ Legal Fees
- ★ Marketing
- ★ Profit

Hard Costs

- ★ Land Cost
- ★ Buildings
- ★ Road & Sidewalks
- ★ Sewer
- ★ Water
- ★ Buildings

Municipal Costs

Service Cost

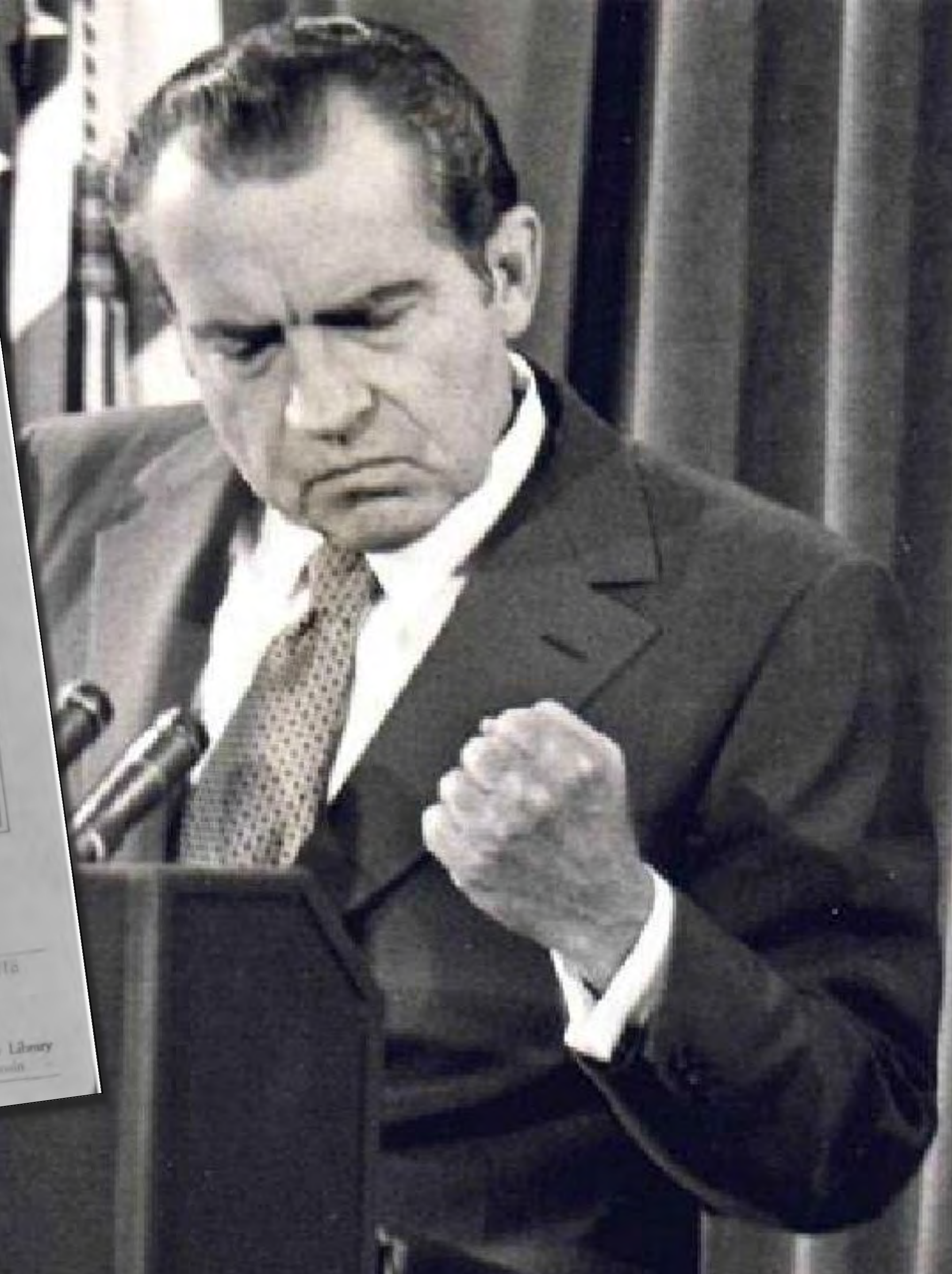
- ★ Police
- ★ Fire
- ★ Government
- ★ Schools
- ★ Economic

Hard Costs

- ★ Roads to here
- ★ Public buildings
- ★ Parks
- ★ Sewer
- ★ Water





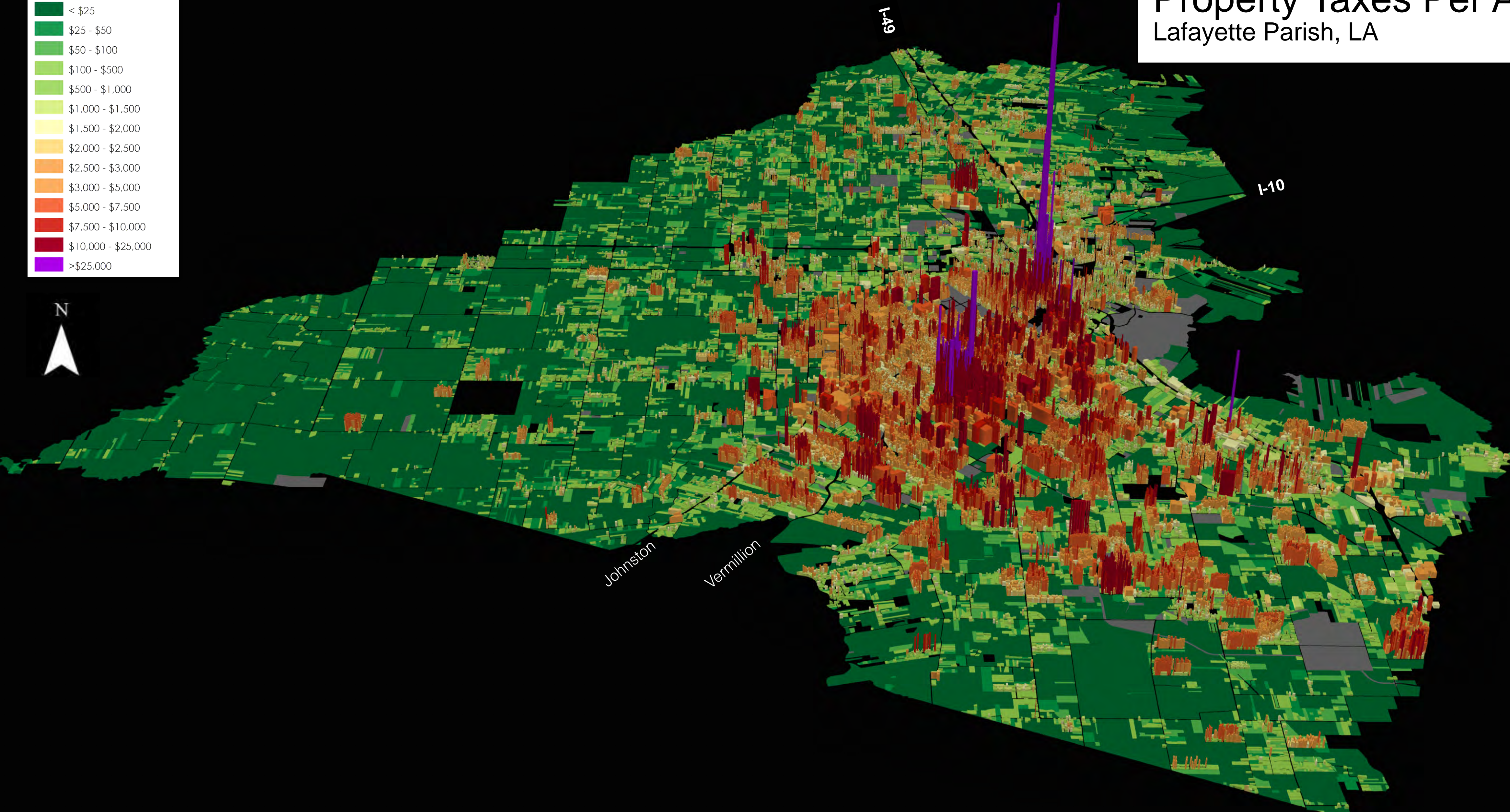


property tax per acre



Property Taxes Per Acre

Lafayette Parish, LA



Johnston

Vermillion

I-49

I-10



Pavement

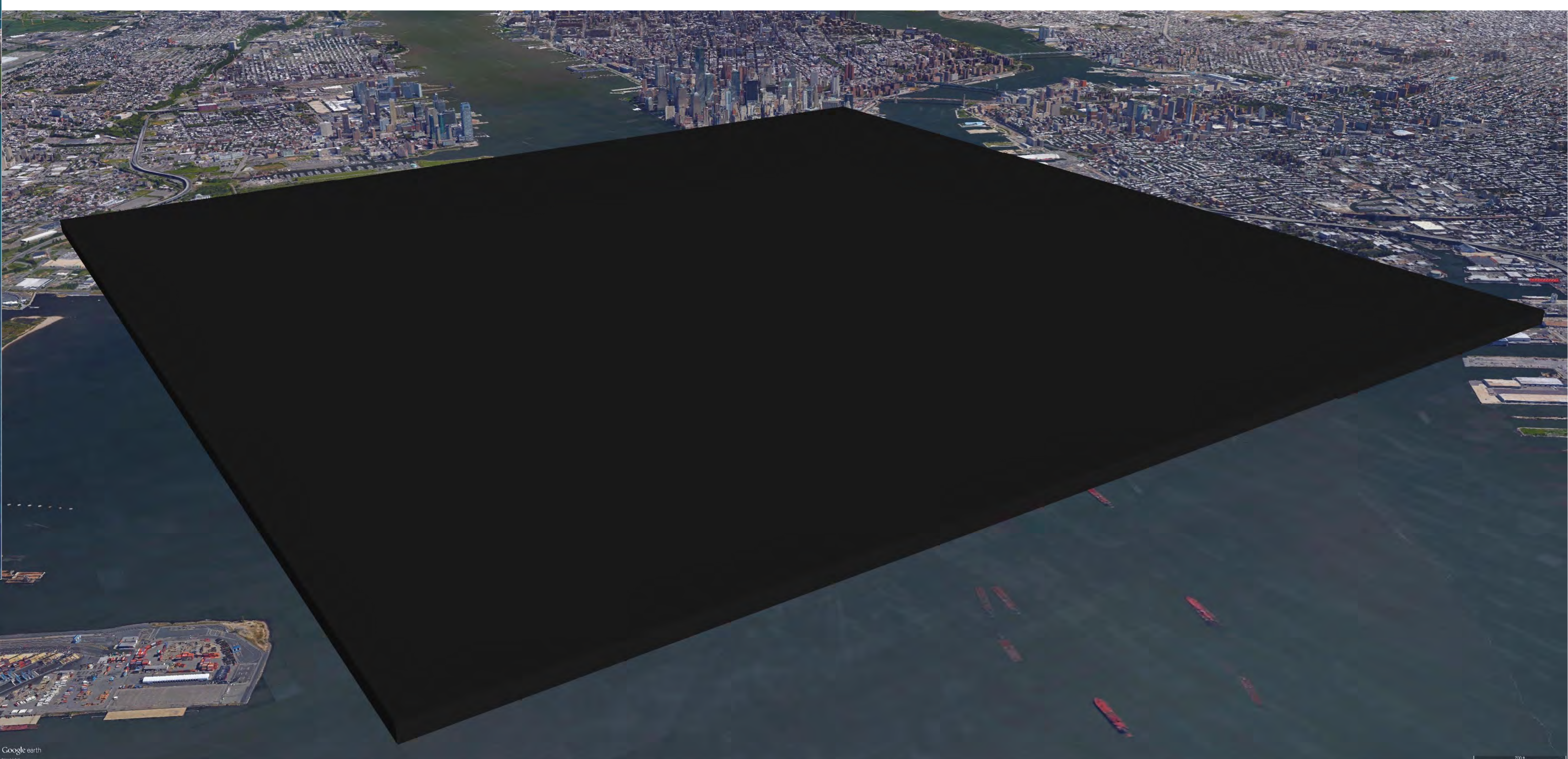
Network Distribution Methodology

Lafayette Parish, LA



This is the relative necessity of all trips in the network.

System Weighted



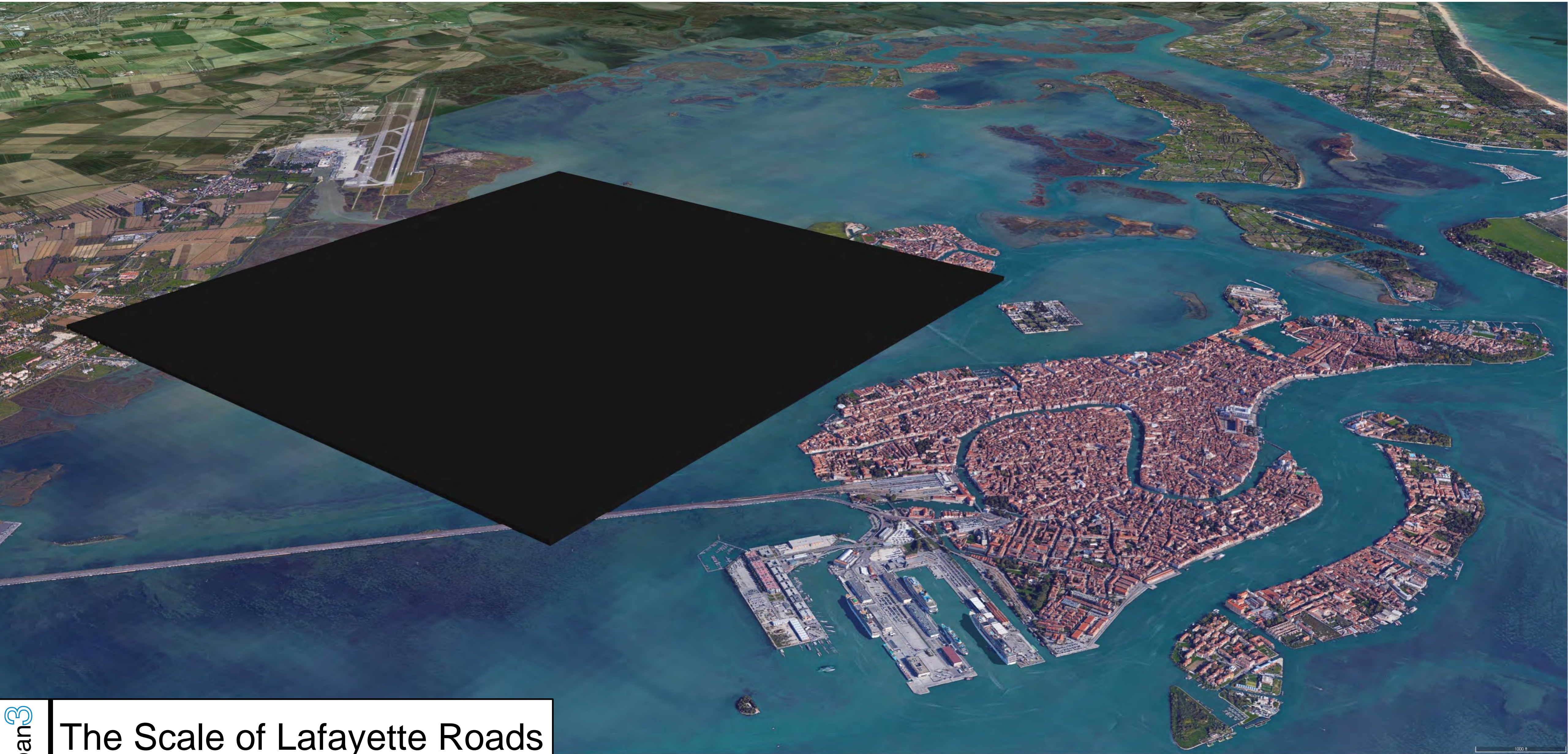
Google earth



The Scale of Lafayette Roads

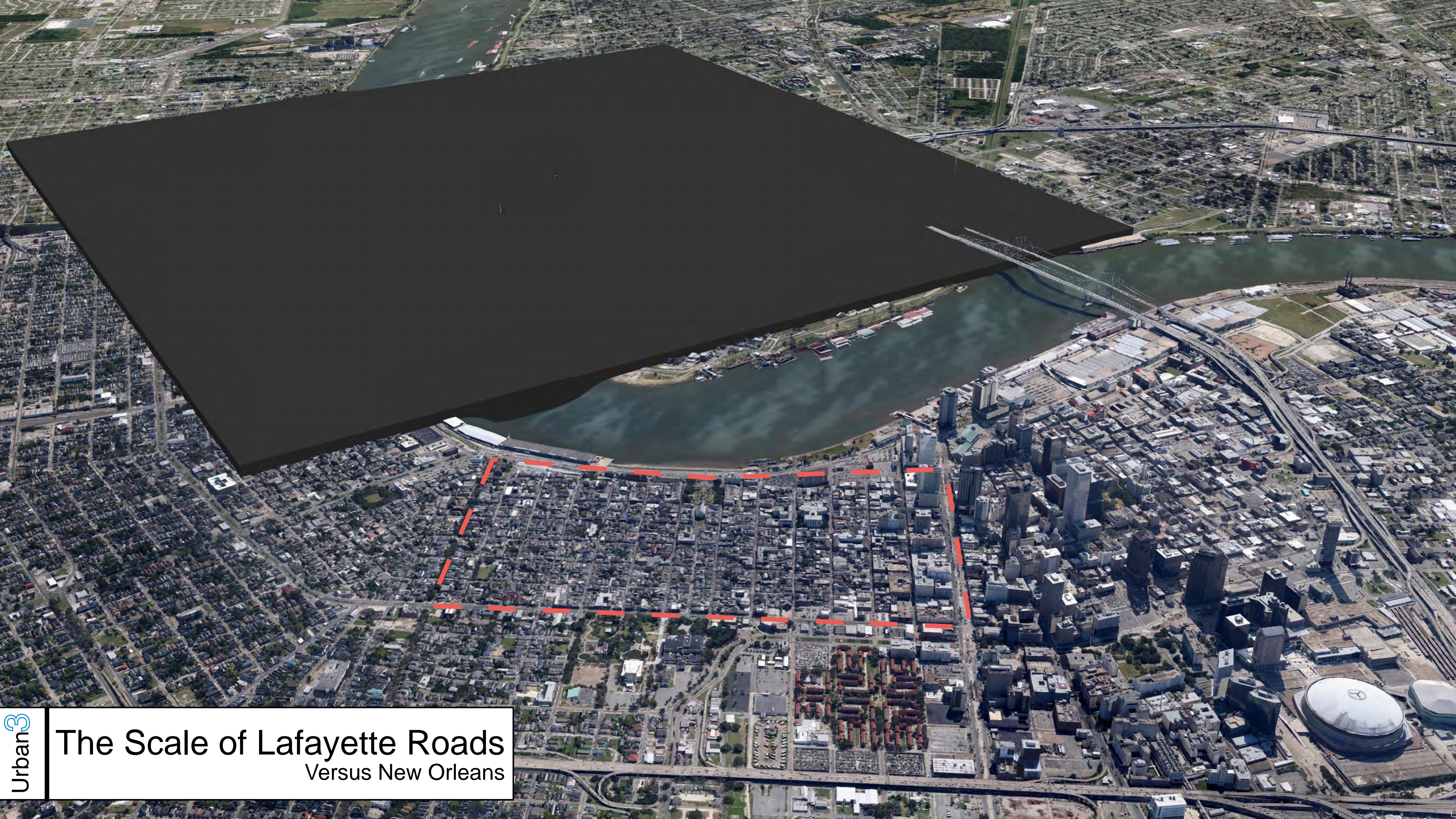
Versus Manhattan

700 ft



The Scale of Lafayette Roads

Versus Venice

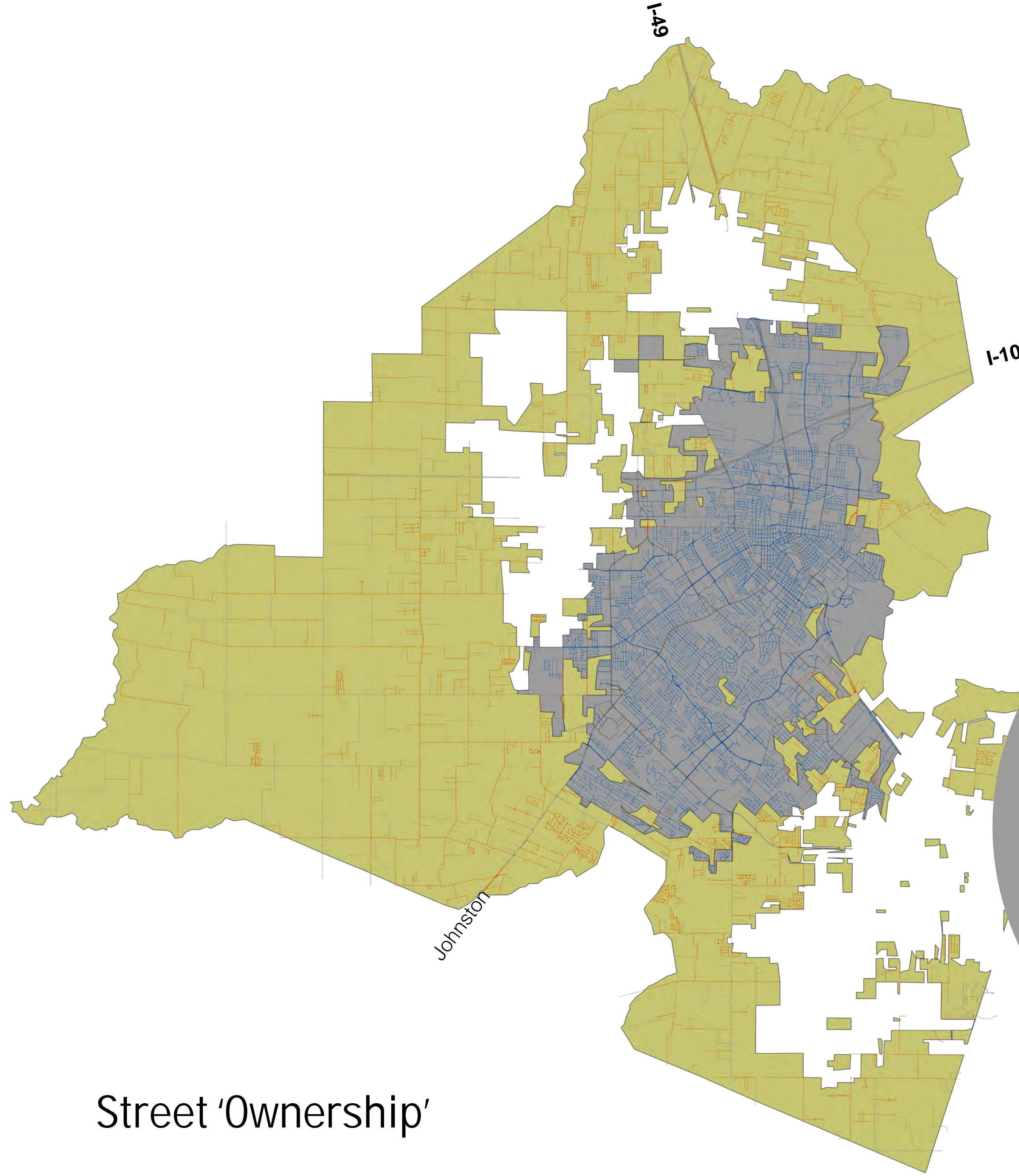


The Scale of Lafayette Roads

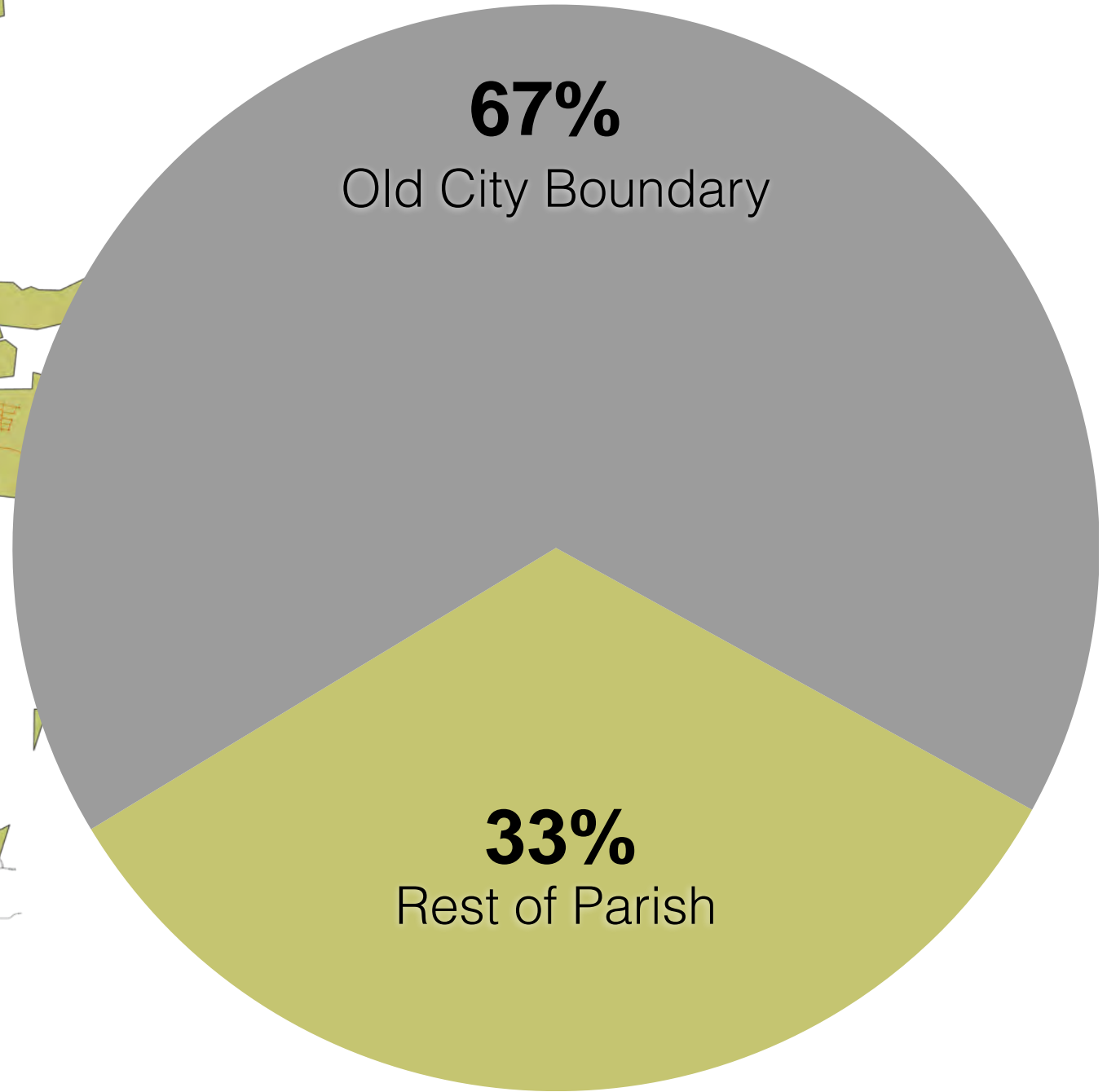
Versus New Orleans

Network Distribution Methodology

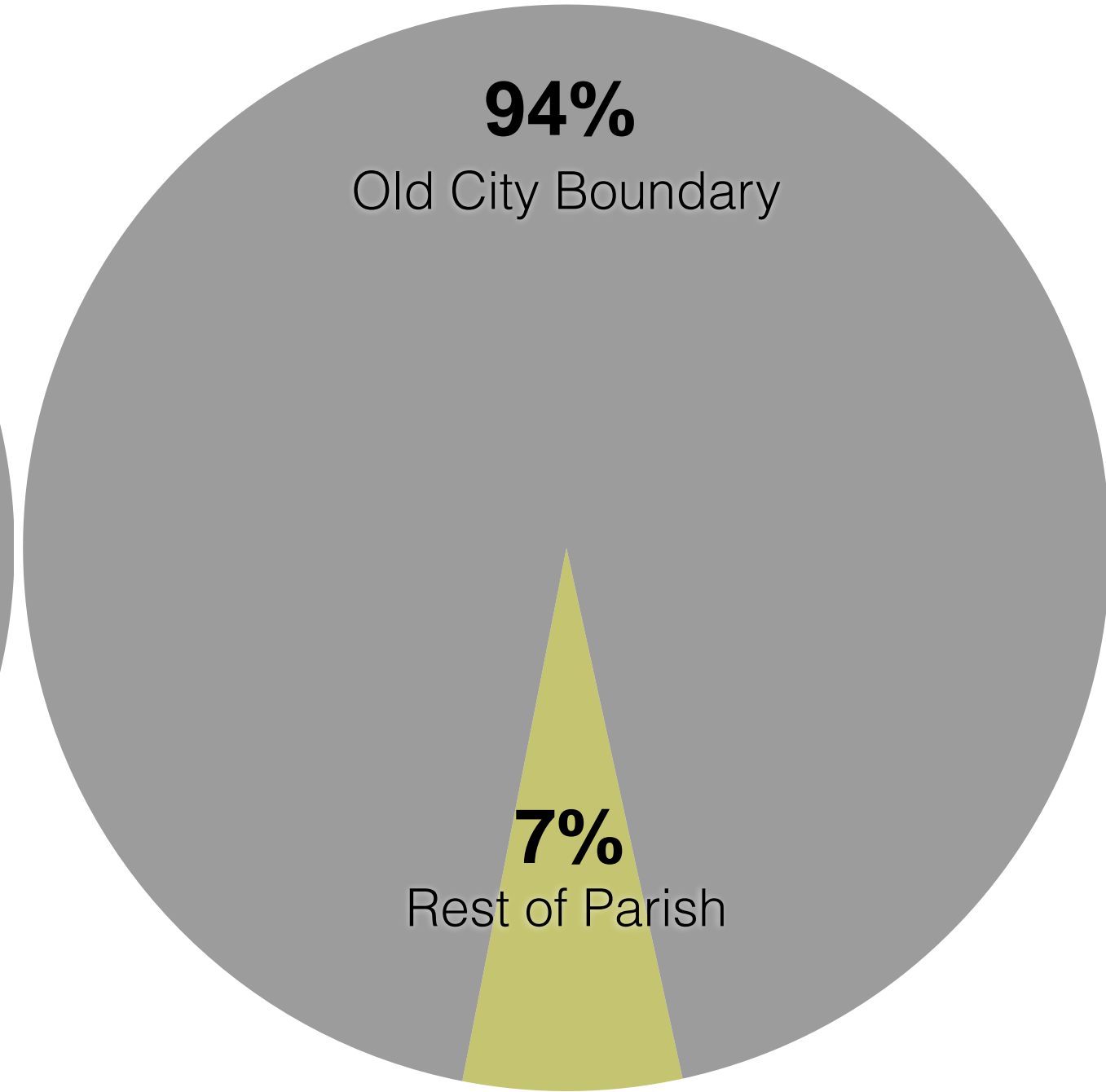
Lafayette Parish, LA



Street 'Ownership'



Total Area



Revenue Paid

Source: LCG/LUS/MPO

Jared Bellard
City-Parish Councilman, District 5

210 Ravine Run Drive
Lafayette, LA 70506

July 31, 2015

Patrick Trahan
200 W Congress St
Lafayette, LA 70501-6873

RE: Together, We Are Stronger.

Dear Mr. Trahan:

I am proud to announce that I am running for re-election to the Lafayette City-Parish Council, District 5, on October 24th. This election is very important for the future of our parish. We will elect a new City-Parish President and a new Sheriff, along with new Council representatives in several districts.

I look forward to working with the new City-Parish President and the new Council to establish a fresh spirit of cooperation between all the communities of Lafayette Parish. All of the things that are good about our area -- our heritage and culture, our faith, food, music, dance, art and architecture -- are enhanced by an atmosphere of cooperation.

I sincerely believe that, together, we are stronger.

In 2012, my wife, Carla, and I moved to our new home in Lafayette with our son, and our daughter, Baylor Christine. We also own a commercial building in Lafayette. My small business, Bellard & Company, Inc., is located. We have a personal stake in the success of both the City and the Parish.

I am honored to represent the 5th District since 2008. I am humbled to have worked to defeat deconsolidation while seeking ways for the City of Lafayette and the Parish to work closer together. I believe that differences of opinion on the Council are not a matter of geography, but a matter of principle. **It's not where you live; it's what you believe.**

As a Republican, I'm proud to have consistently opposed the efforts of the Administration to promote new taxes and taxing districts without a vote of the people. I believe we are a conservative parish with an entrepreneurial streak. If we are going to support new taxes, we need to be convinced current dollars are spent wisely, that any new taxes will actually go to their stated purpose, and that the people have fully participated in their approval.

I am concerned about the newly passed development plan that appears to have re-zoned every parcel and completely changed our development code, categories and procedures. The Administration had the votes on the current Council, so efforts to gain additional time to evaluate the assumptions and impact of the plan were rejected. I personally moved for an additional 30 days, to no avail.

I believe that differences of opinion on the Council are not a matter of geography, but a matter of principle. It's not where you live; it's what you believe.



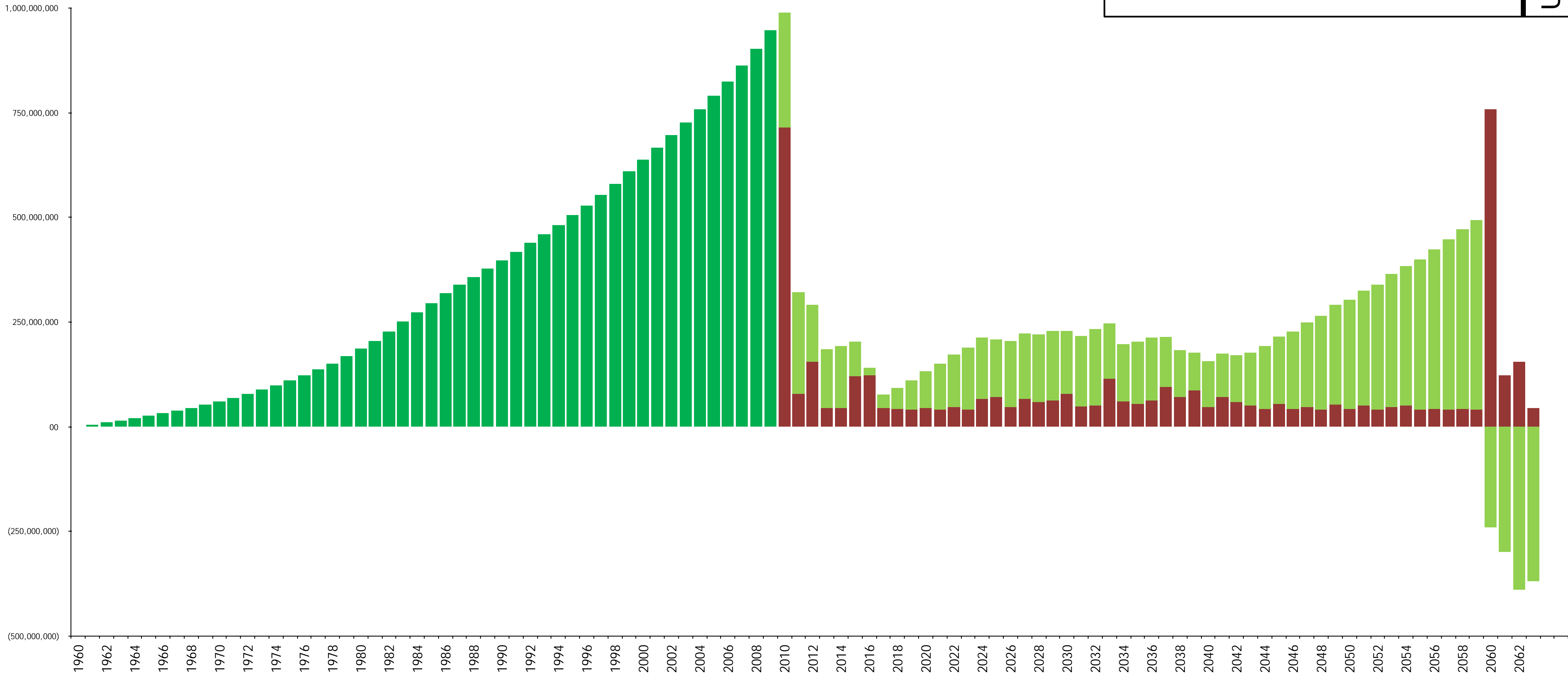


There is no such thing as an infrastructure fairy.

Kevin Blanchard
World's Greatest Public Works Director

No New Lanes Model

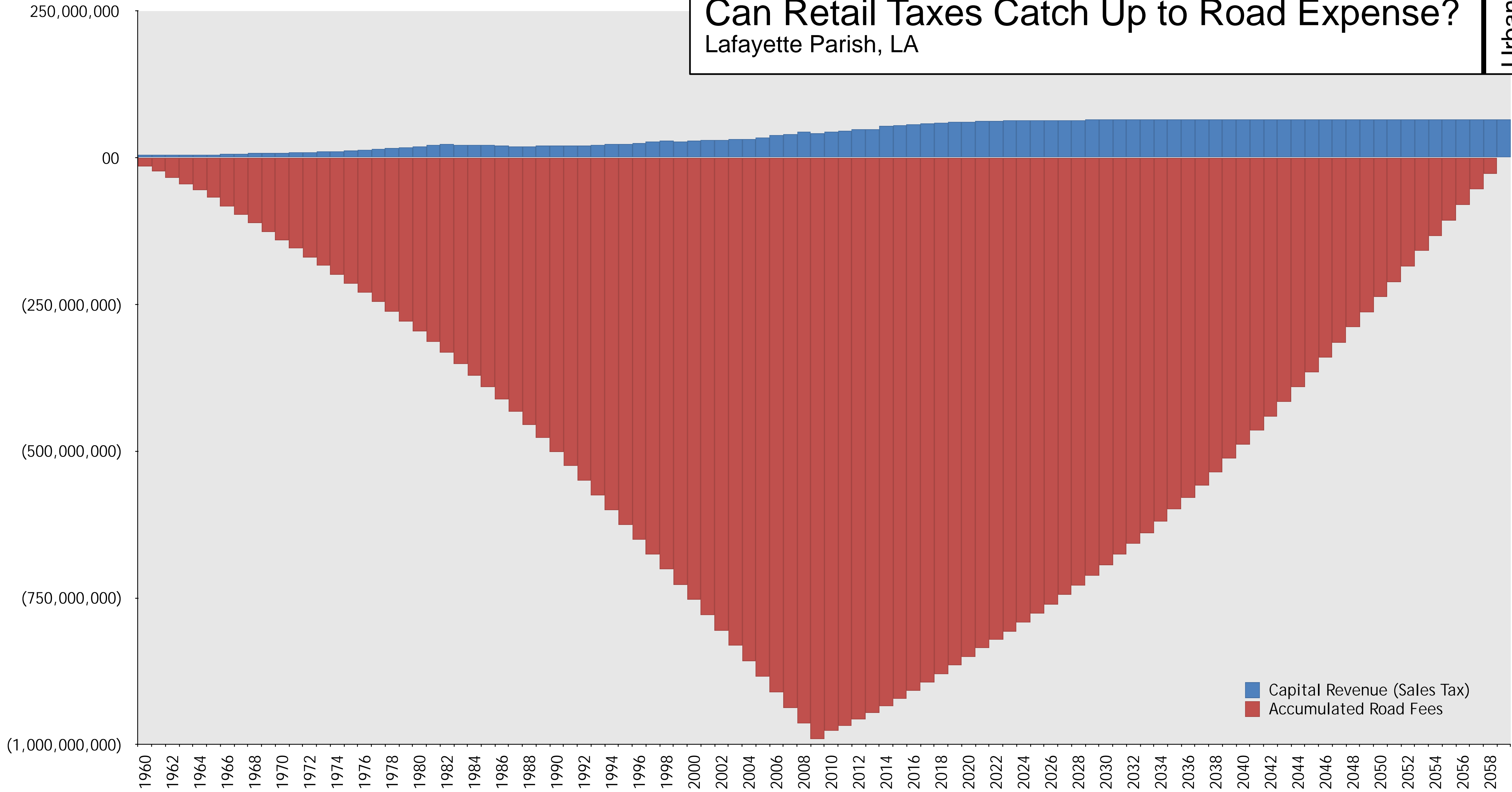
Lafayette Parish, LA



- Capital Surplus
- Total Cost Due
- Cumulative Capital Money

Can Retail Taxes Catch Up to Road Expense?

Lafayette Parish, LA



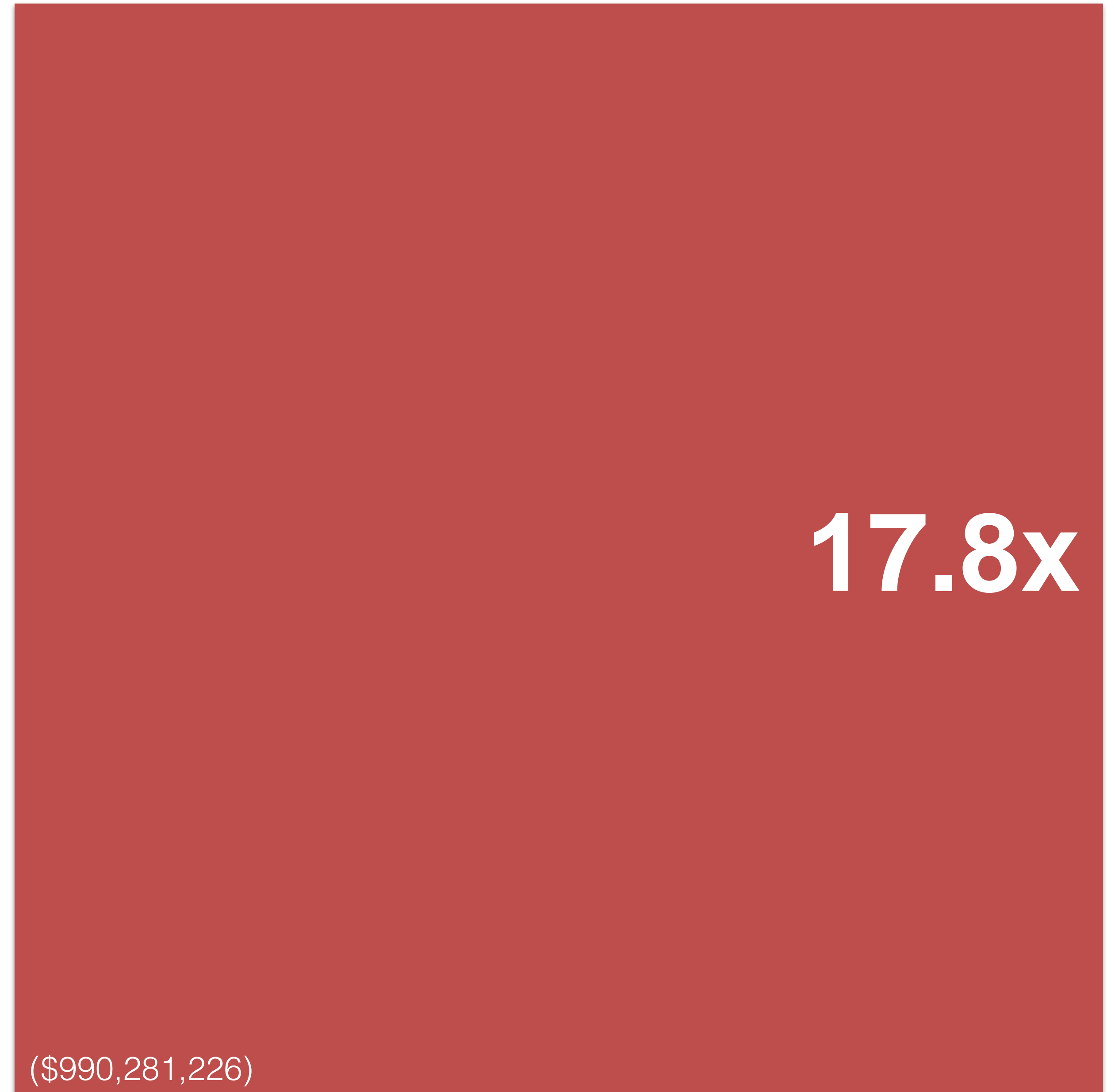
Capital Revenue (Sales Tax)
Accumulated Road Fees

Accumulated 50 Year Total

(2015) Lafayette, LA



Capital Revenue



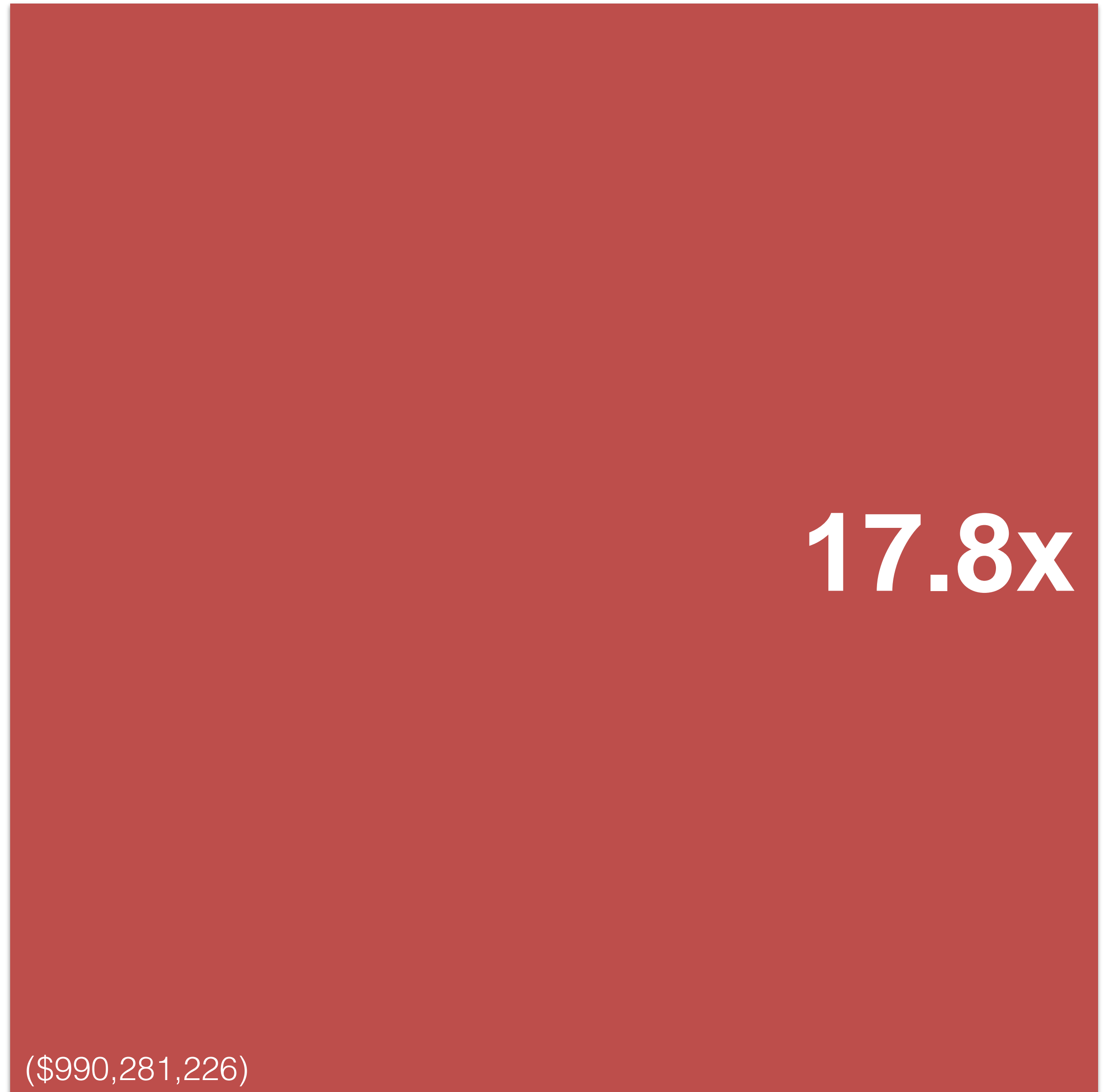
Road Cost

Accumulated 50 Year Total

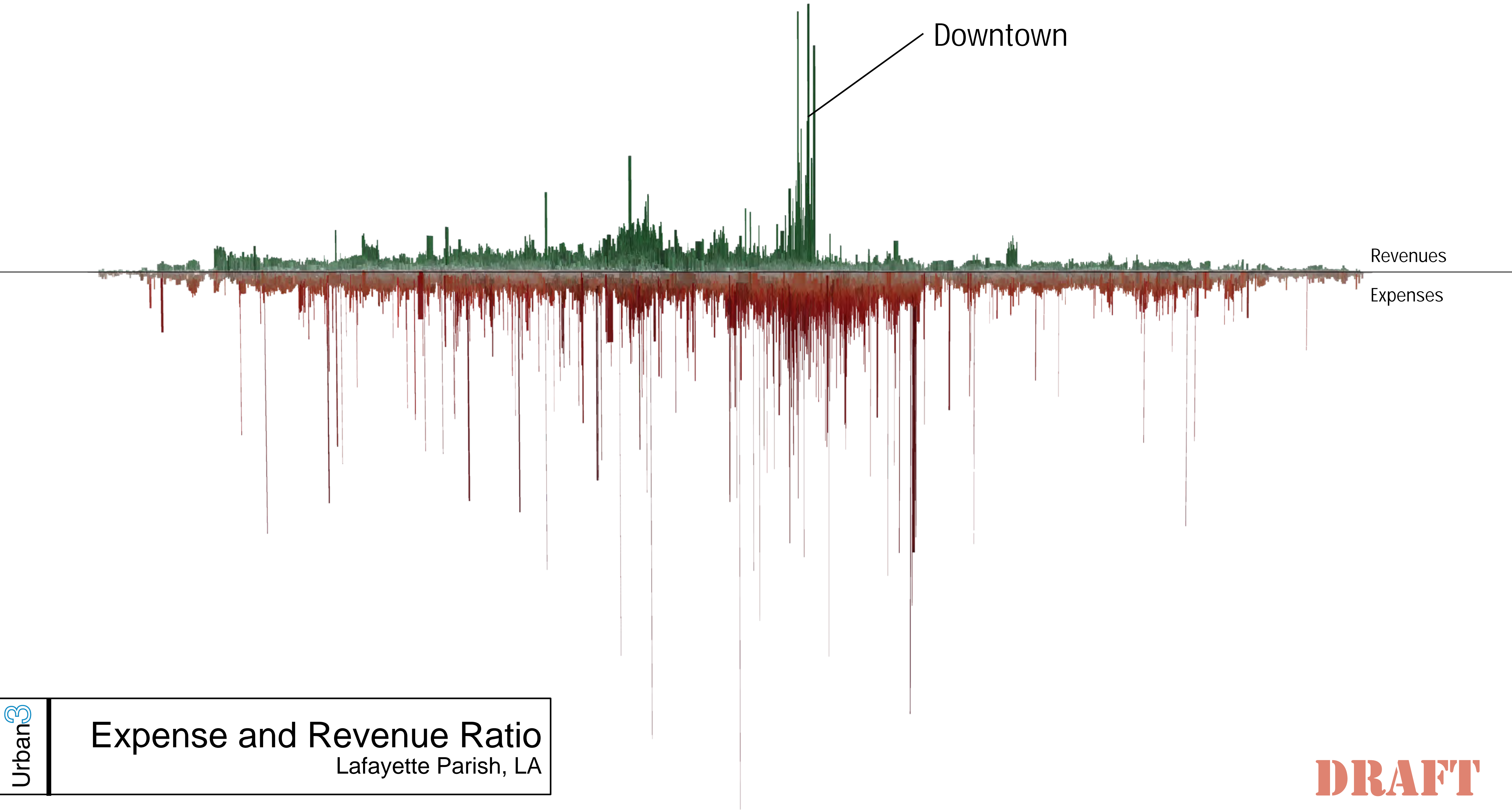
(2015) Lafayette, LA



Capital Revenue



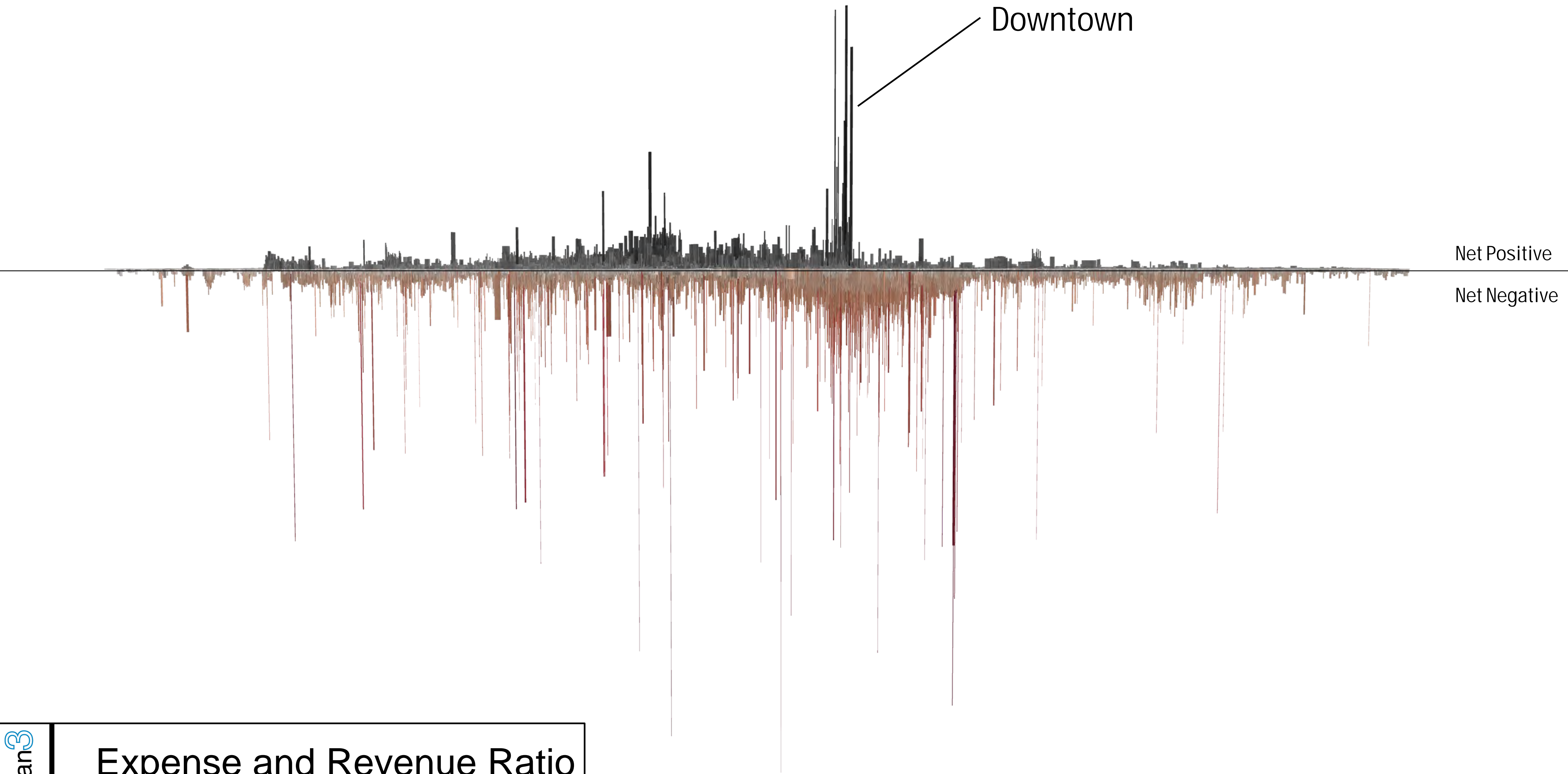
Road Cost



Downtown

Revenues

Expenses



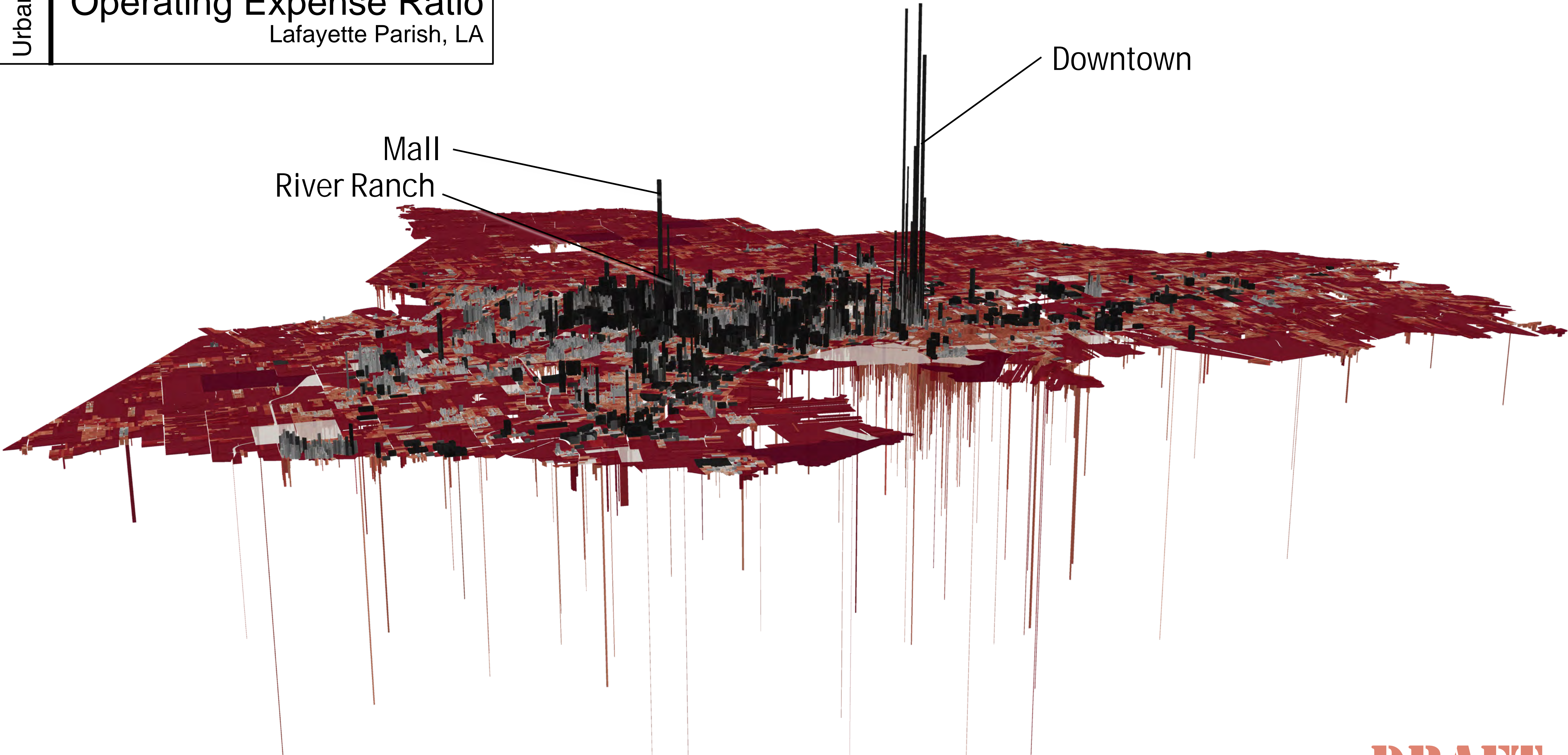
Downtown

Net Positive

Net Negative

Operating Expense Ratio

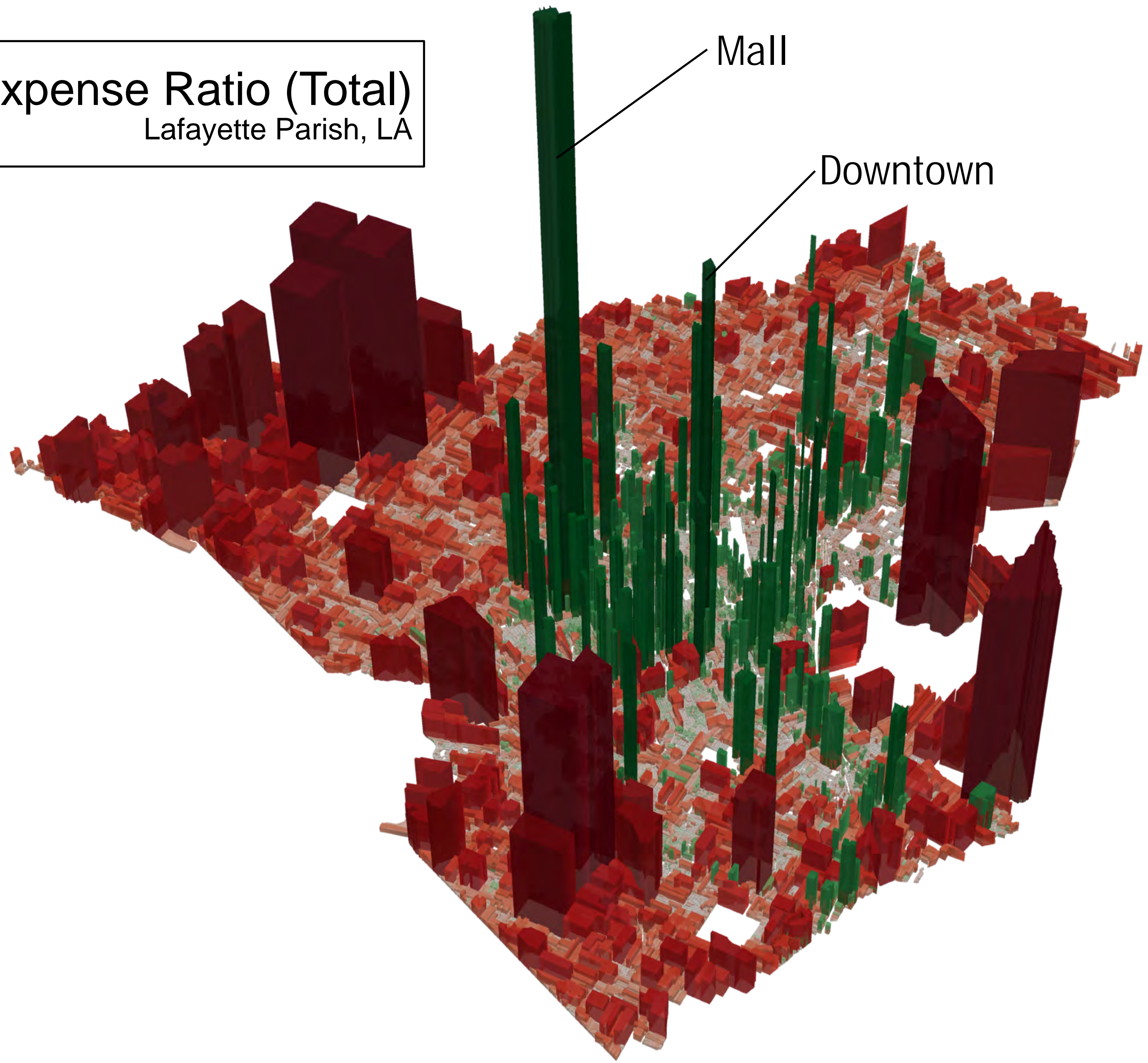
Lafayette Parish, LA



DRAFT

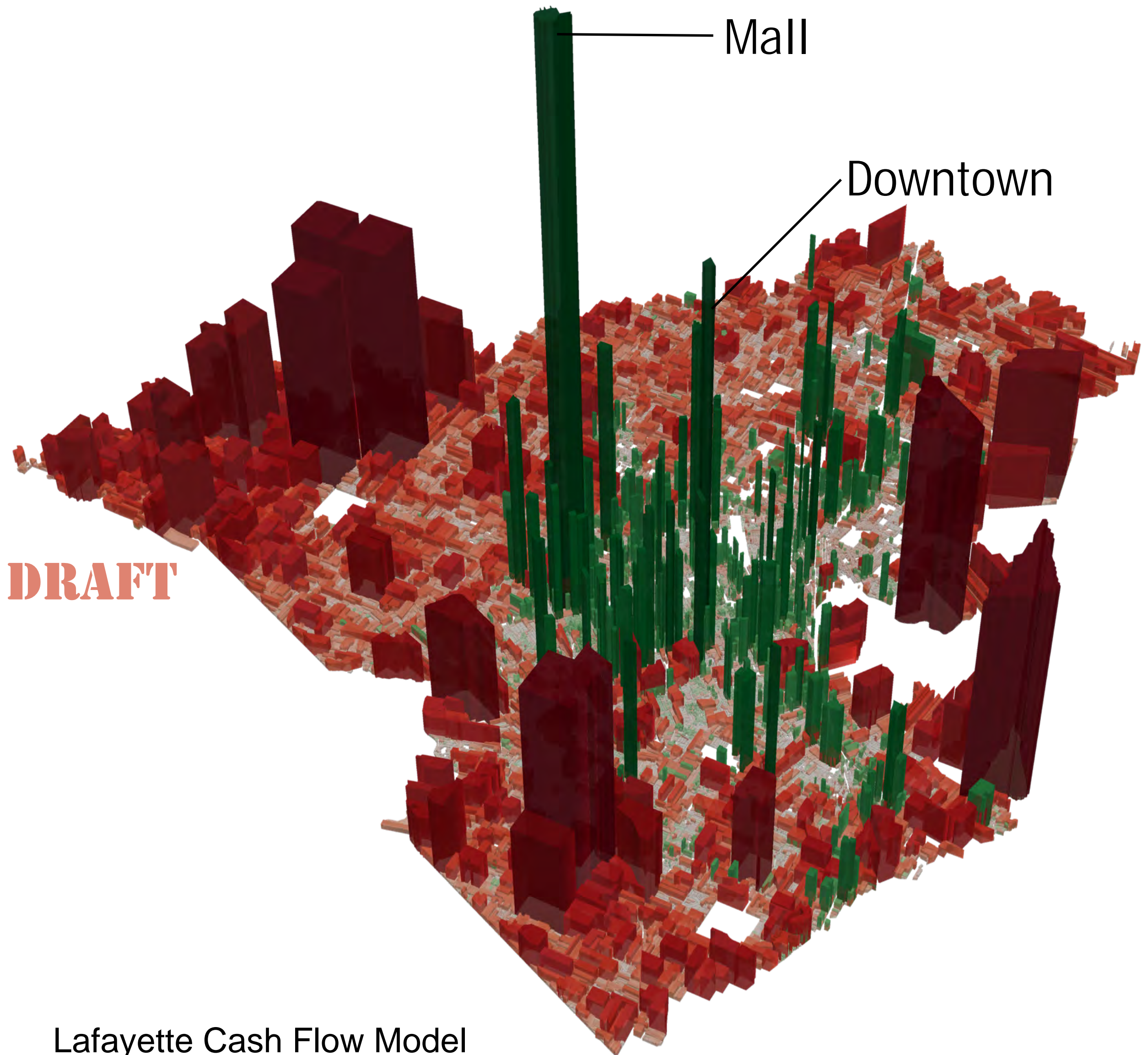
Operating Expense Ratio (Total)

Lafayette Parish, LA



Operating Expense Ratio (Total)

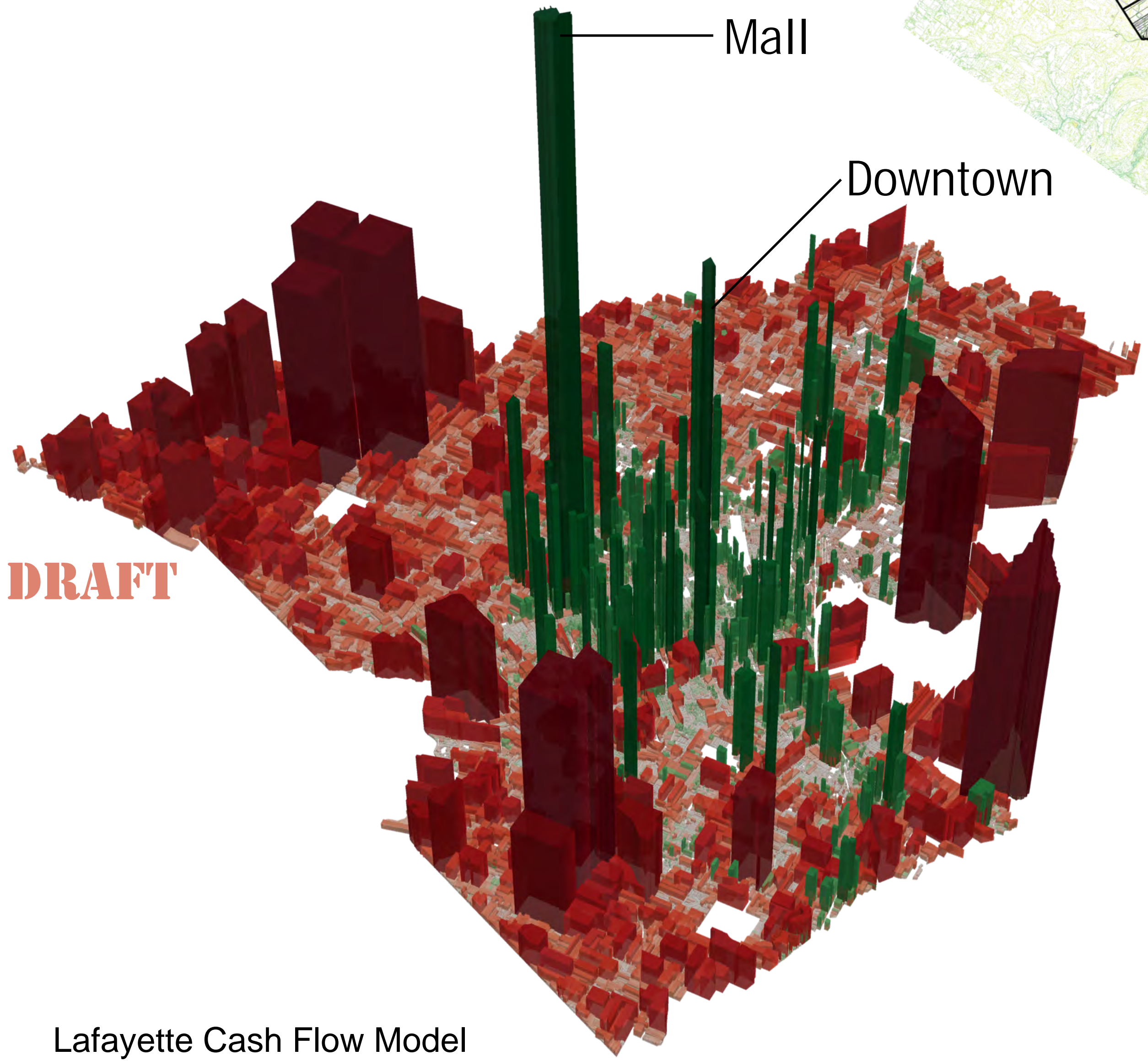
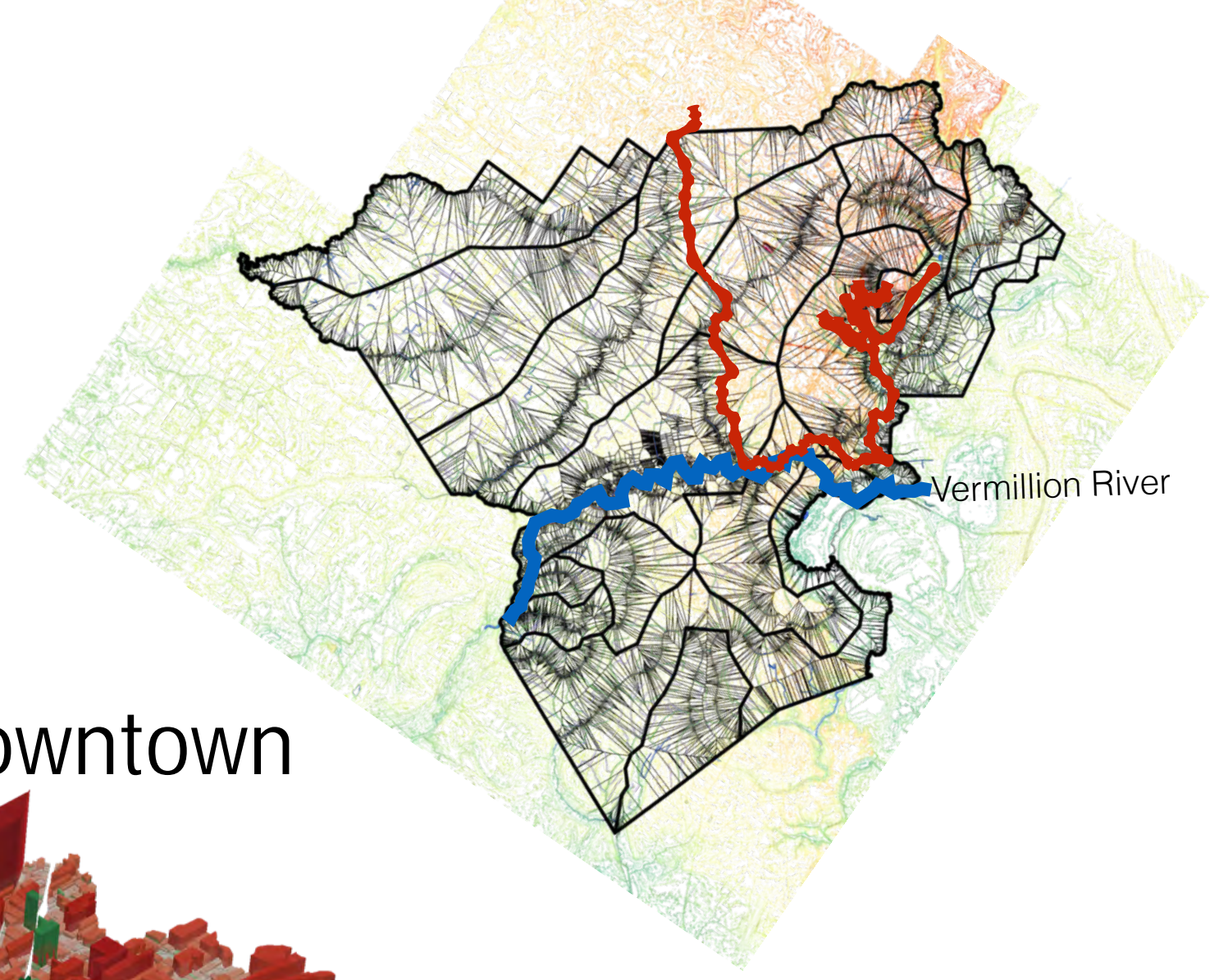
Lafayette Parish, LA



DRAFT

Operating Expense Ratio (Total)

Lafayette Parish, LA

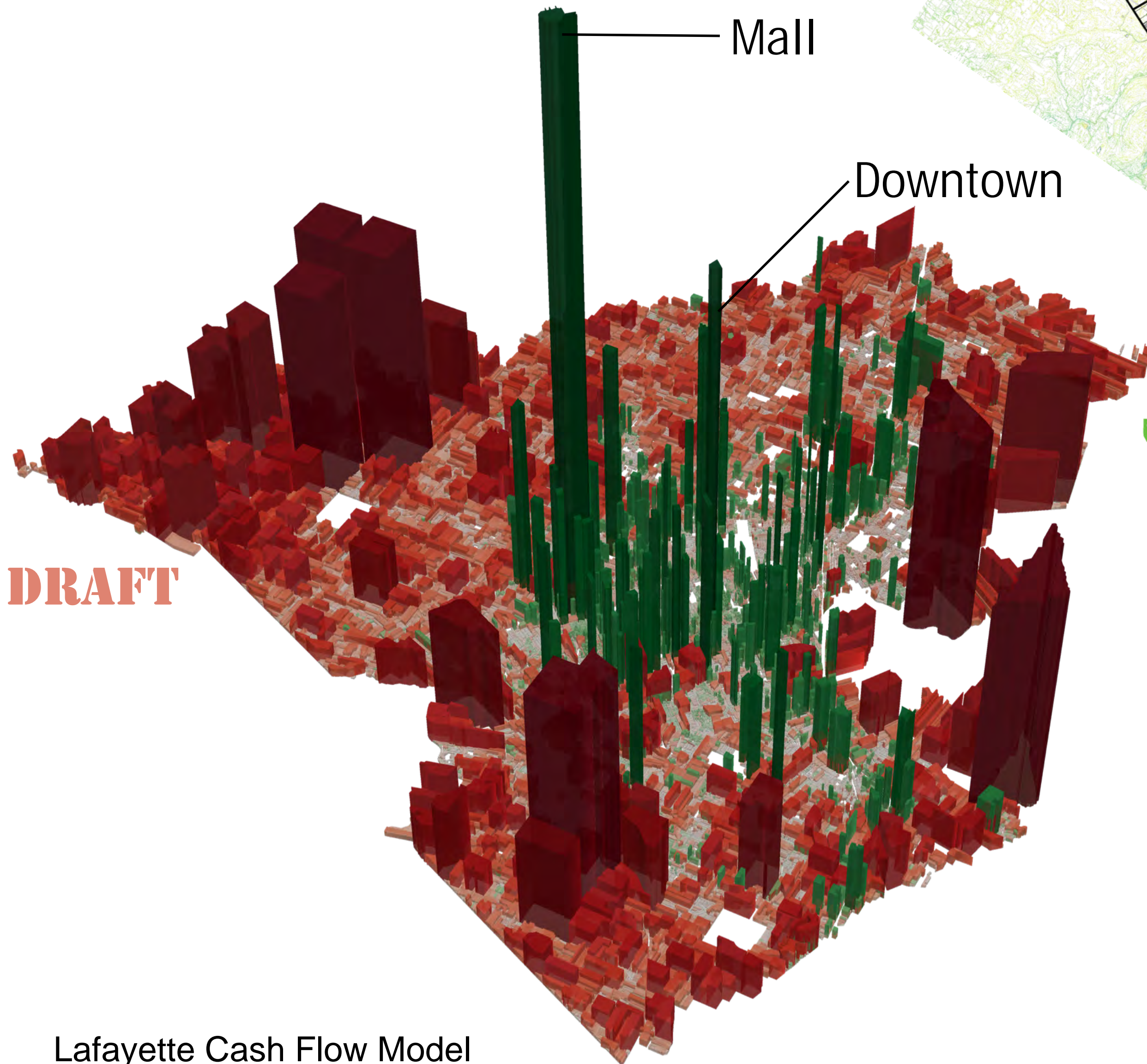
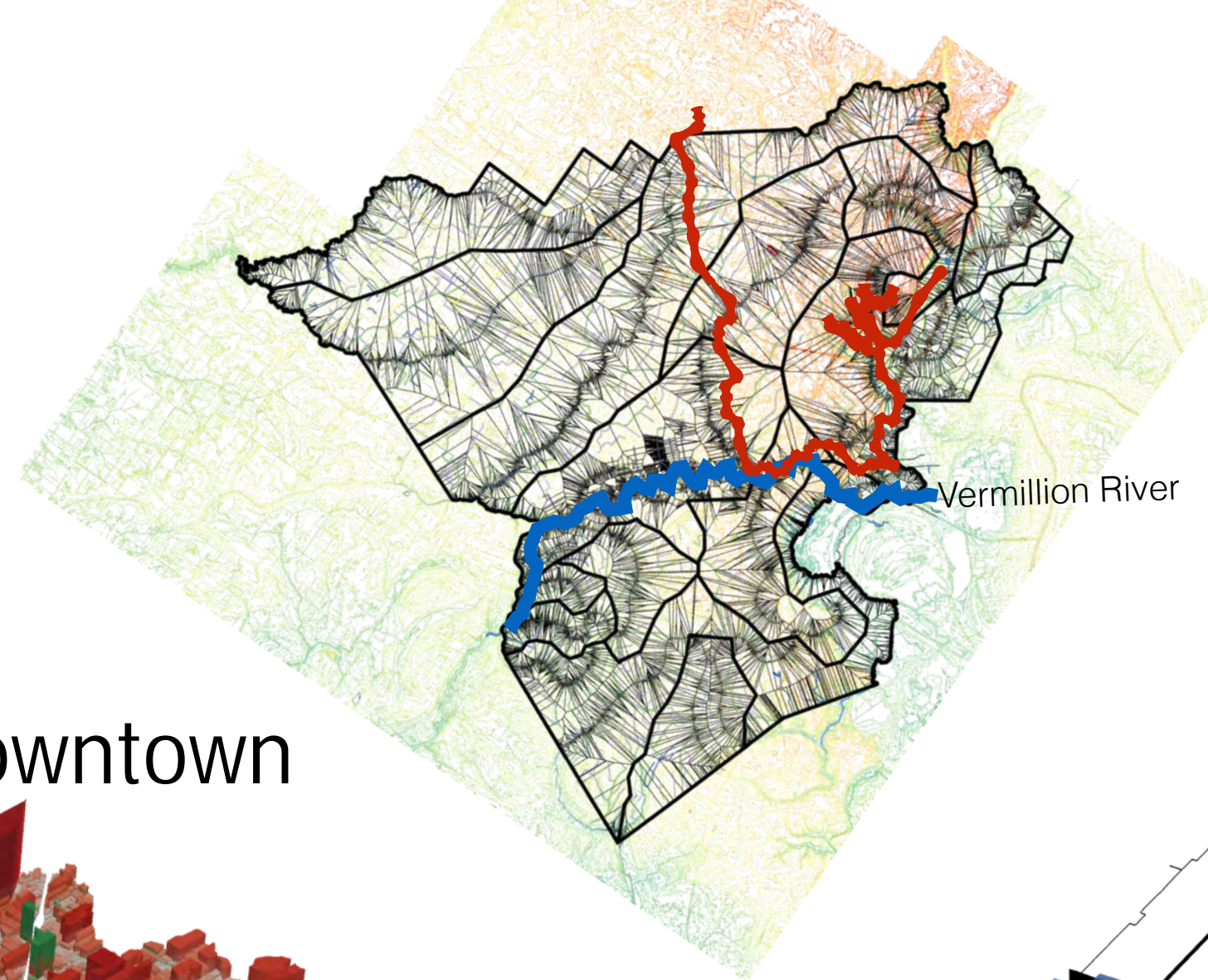
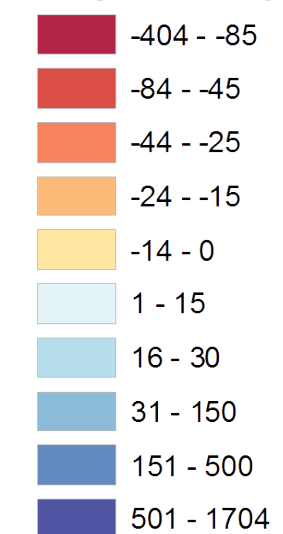


DRAFT

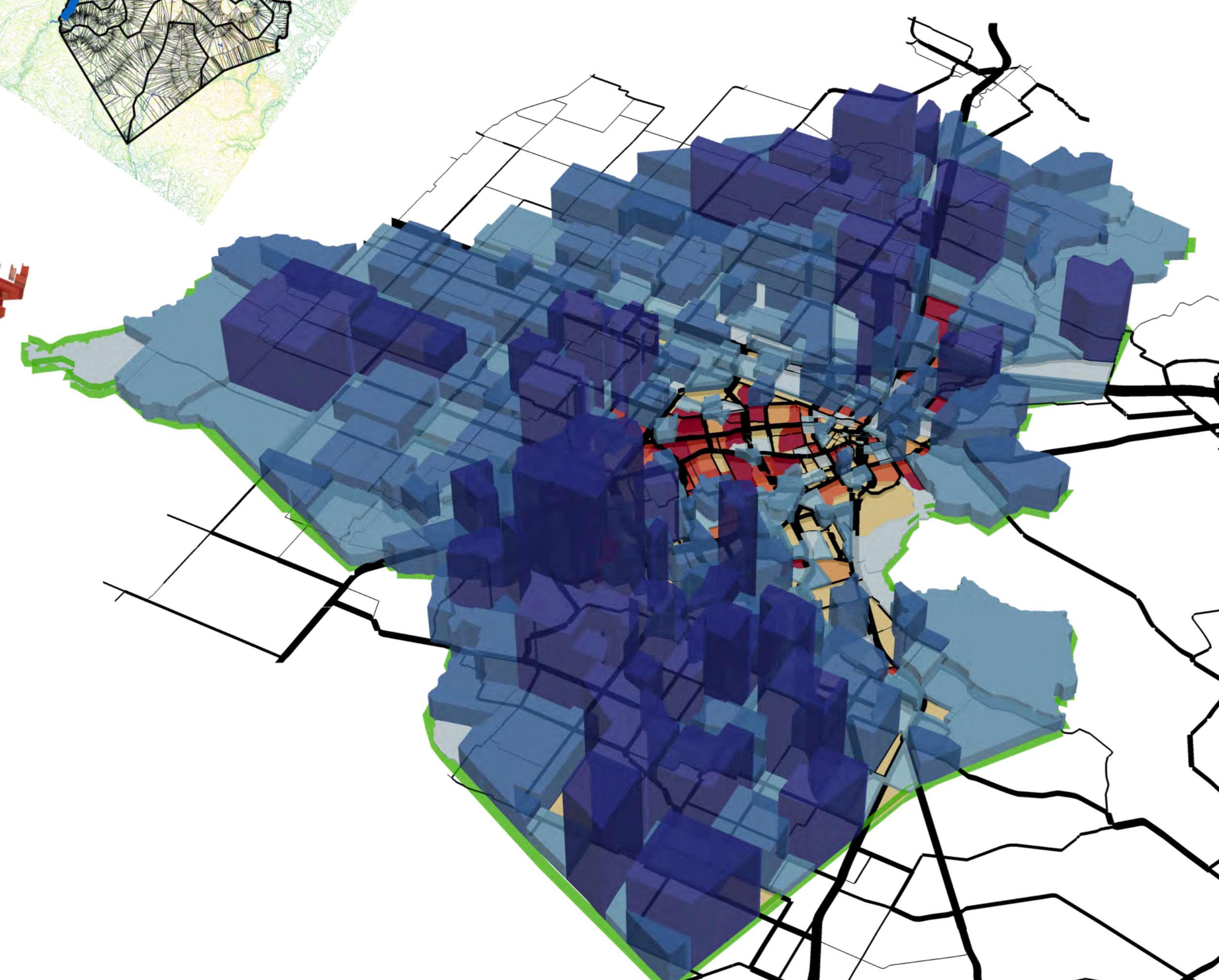
Operating Expense Ratio (Total)

Lafayette Parish, LA

Projected Pop Change 2010 - 2040

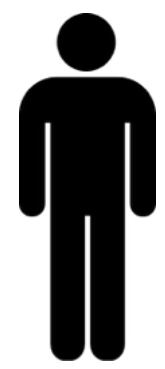


DRAFT



Lafayette Cash Flow Model

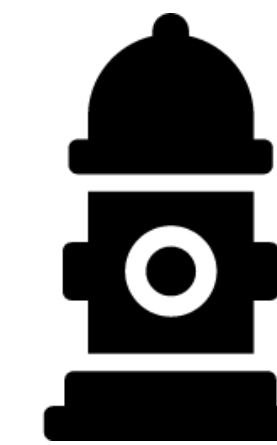
MPO 2040 Population Model Projections



Population

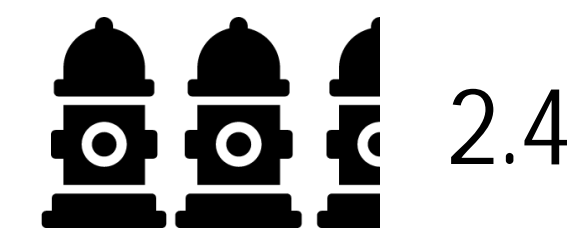


Feet of pipe/person



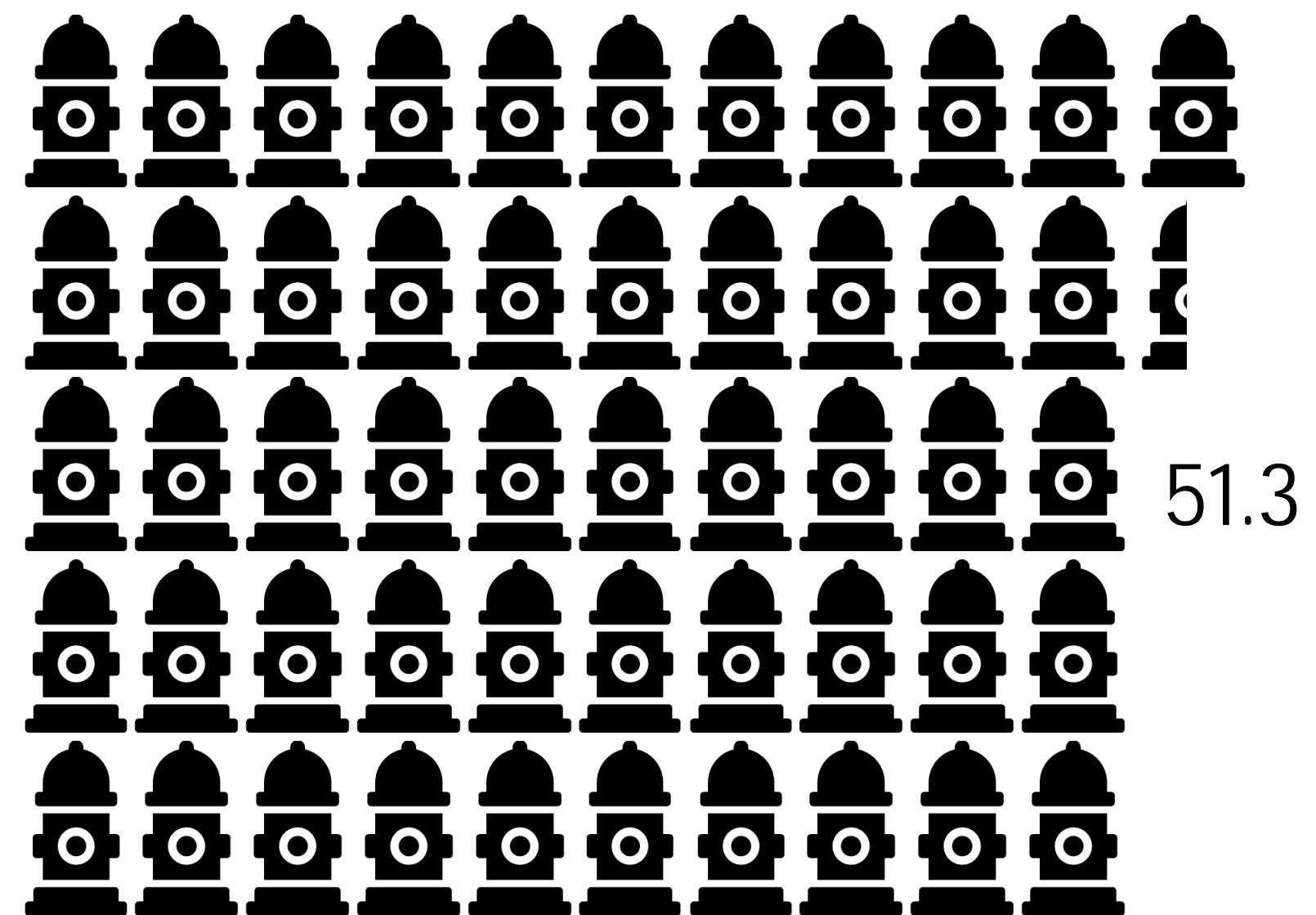
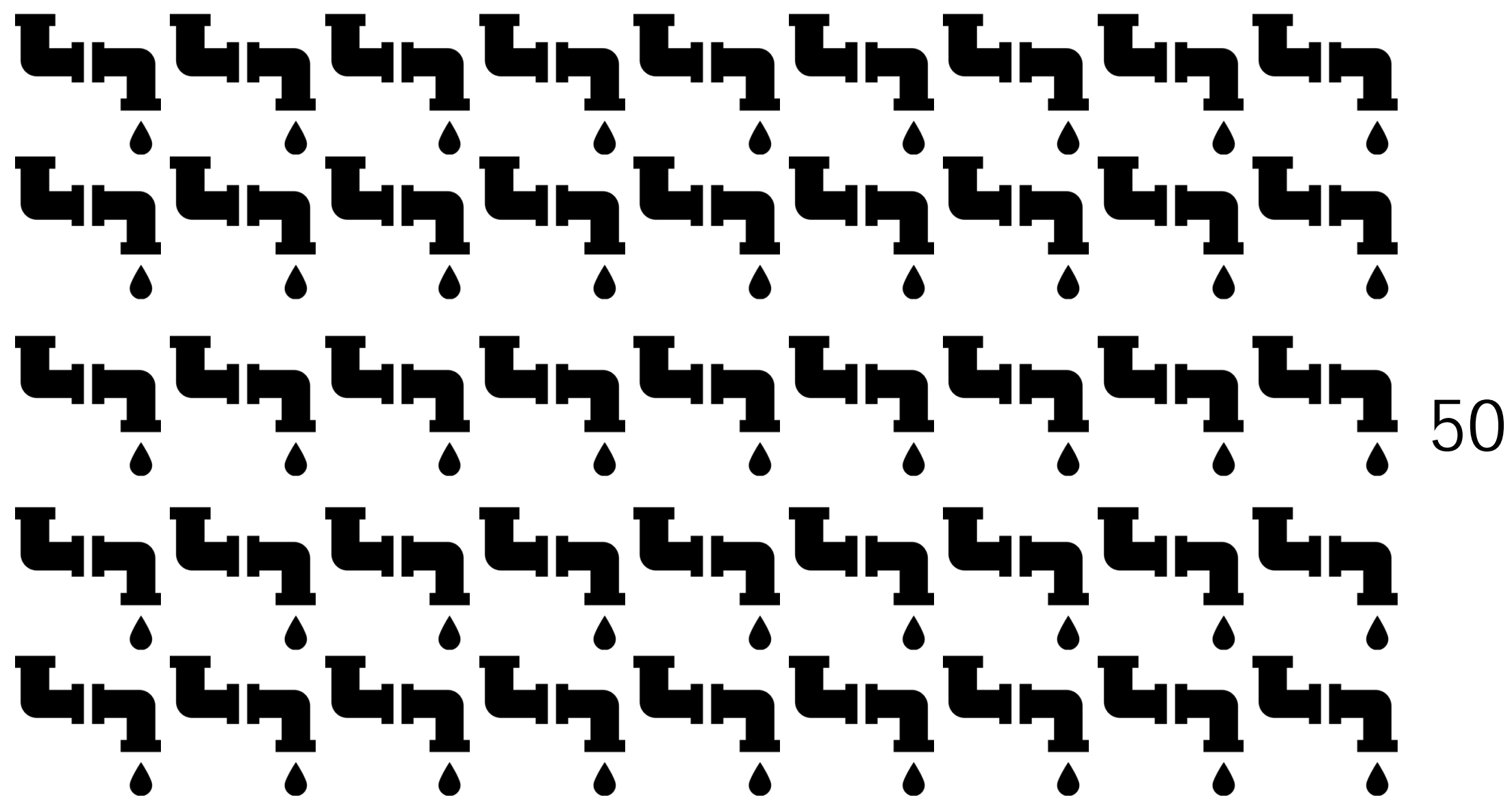
Fire Hydrants/1,000 people

1949
33,500



Source: Sanborn Maps and LCG Records

2015
121,000

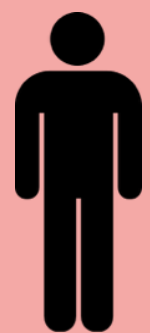


3.5x

10x

21.4x

Population



3.5x

Feet of pipe/person



10x

Fire Hydrants/1,000 people



21.4x

Your Median Household income



\$27,700



\$45,000

1.6x



The Problem

Median Value = \$150,000

x 1% for City Property Tax

= \$1,500 taxes/yr.



+ \$150 to roads



- \$3,300 cost/yr.



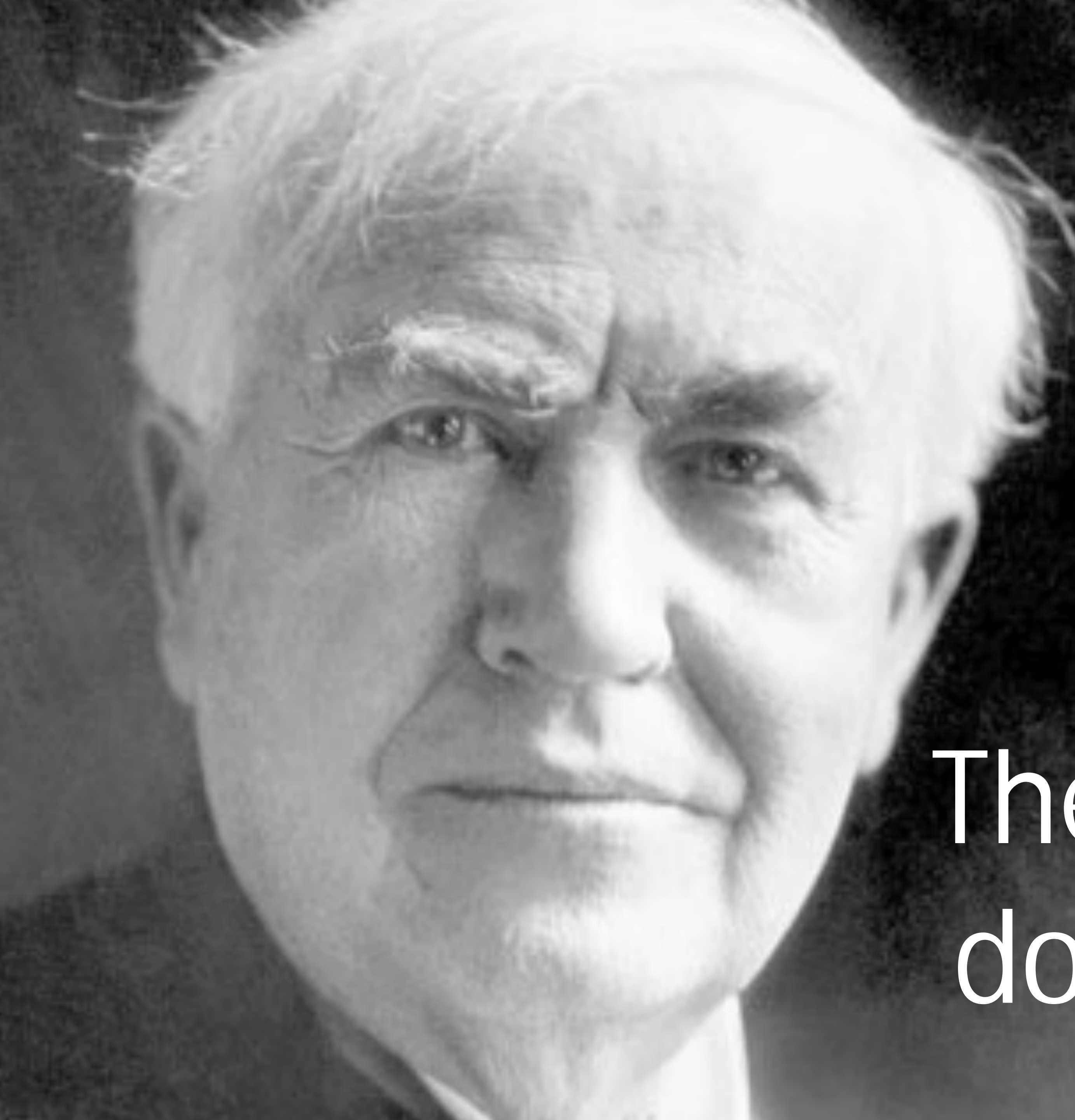
- \$4,000 cost/yr.

- \$7,150 cost/house

The Problem

A photograph of a desert landscape with a sign in the foreground. The sign is yellow with a red border and black text. The text reads "BUY NOW" in blue and "PAY LATER" in red. The sign is supported by two wooden posts. The background shows a vast, flat desert with sparse vegetation and a blue sky with light clouds.

BUY NOW
PAY LATER

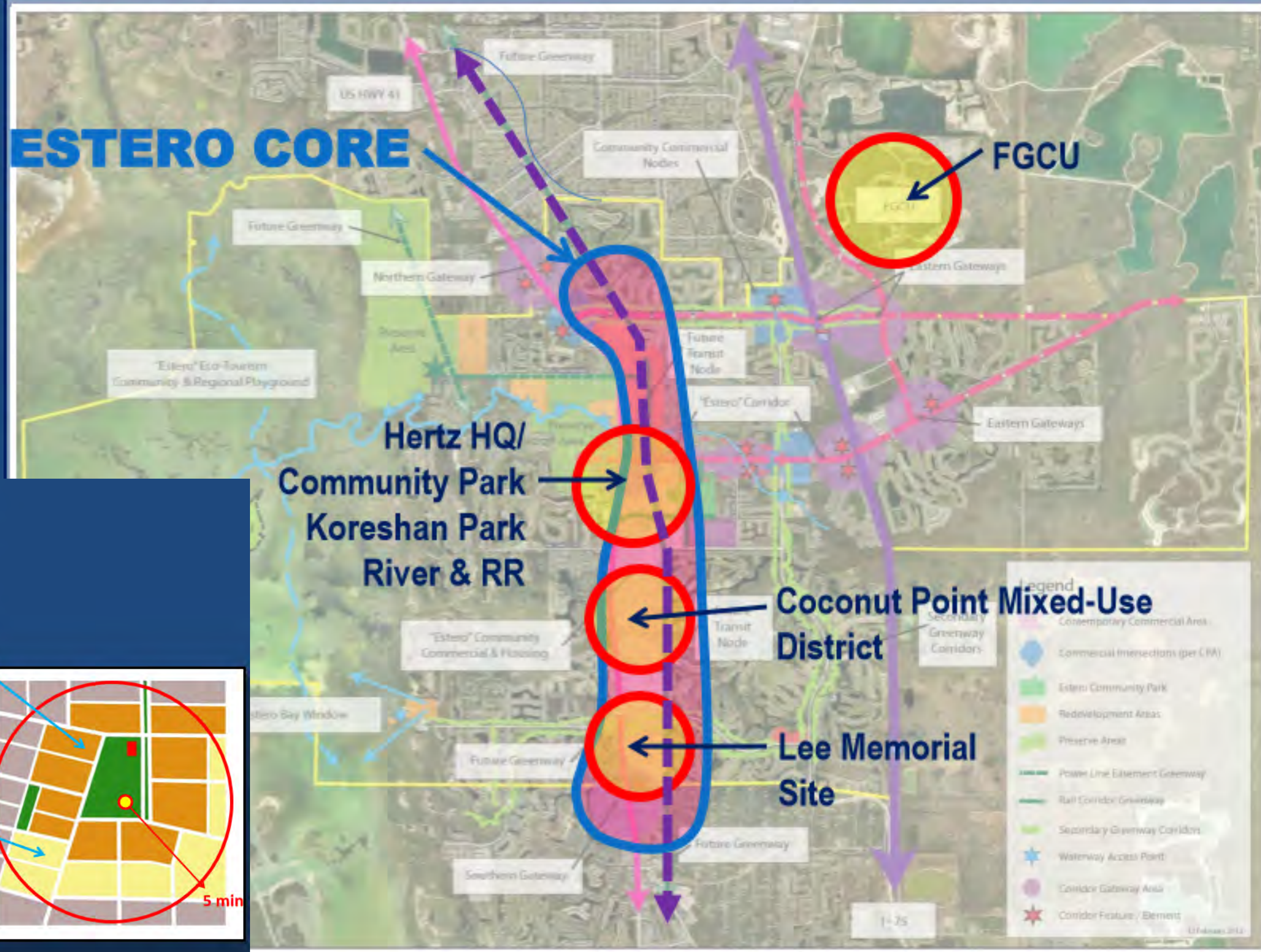


There's a way to
do it better - find it.

Thomas Edison

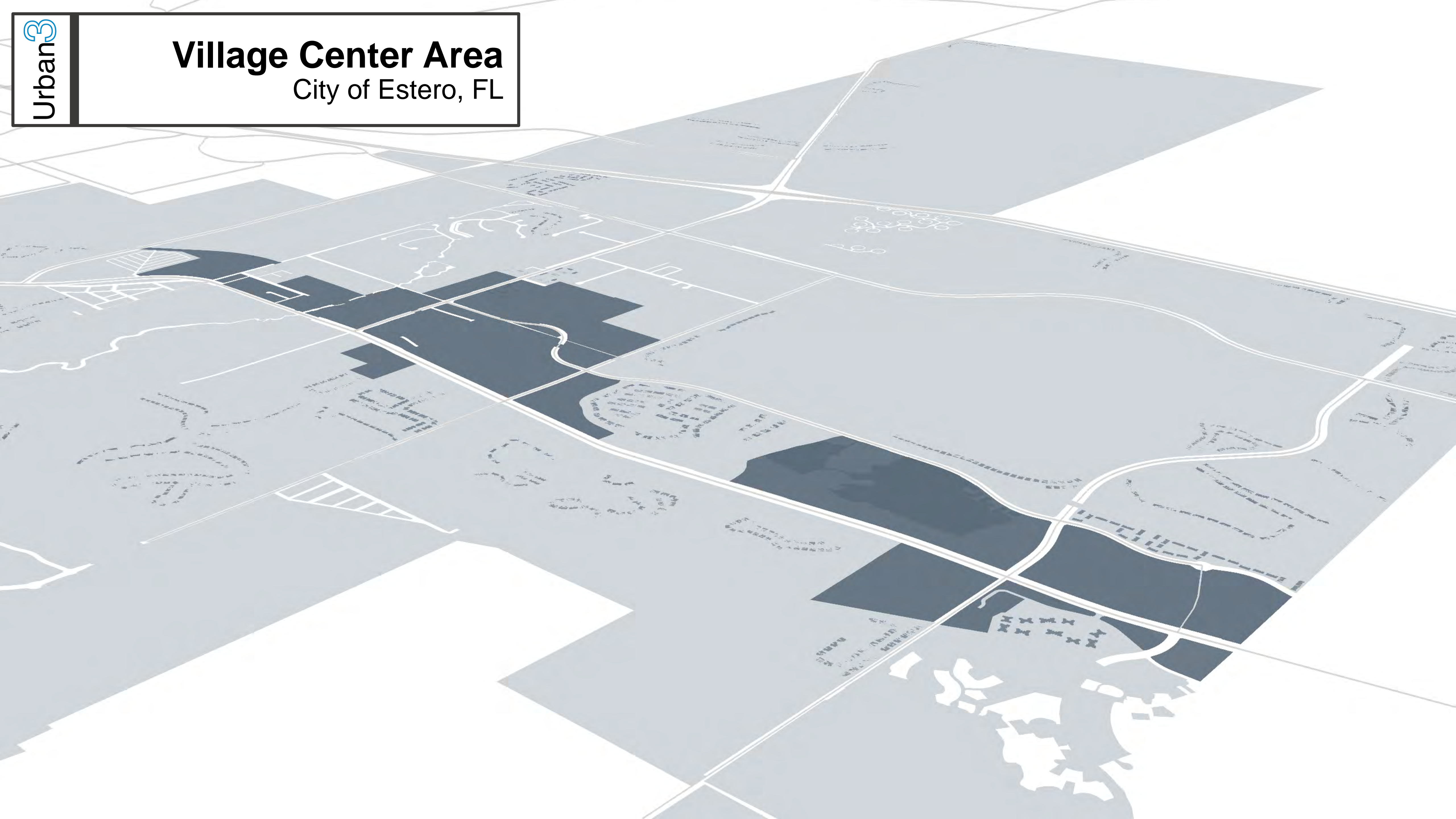


ESTERO CORE



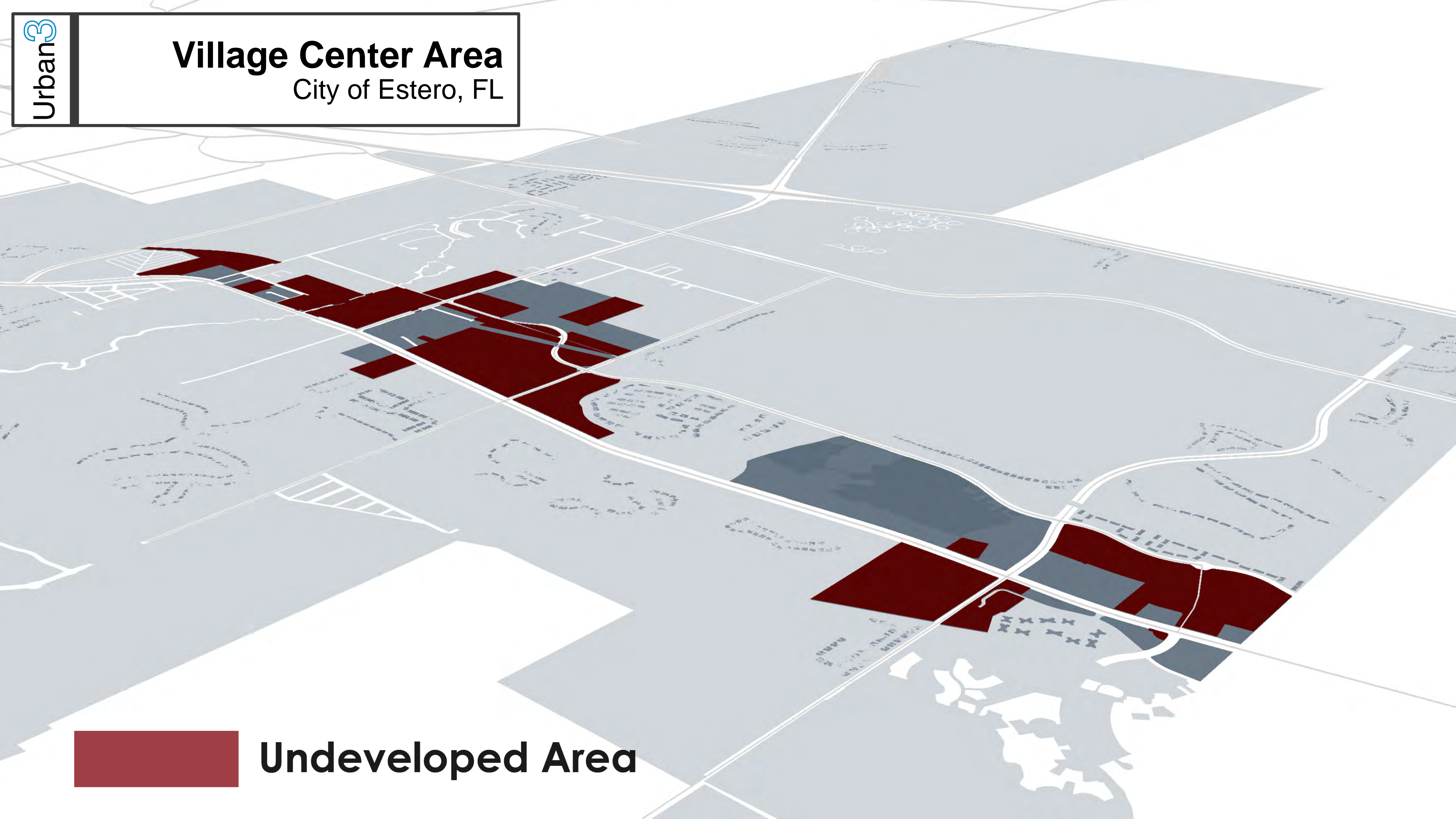
Village Center Area

City of Estero, FL



Village Center Area

City of Estero, FL



Undeveloped Area

Village Center Area

City of Estero, FL

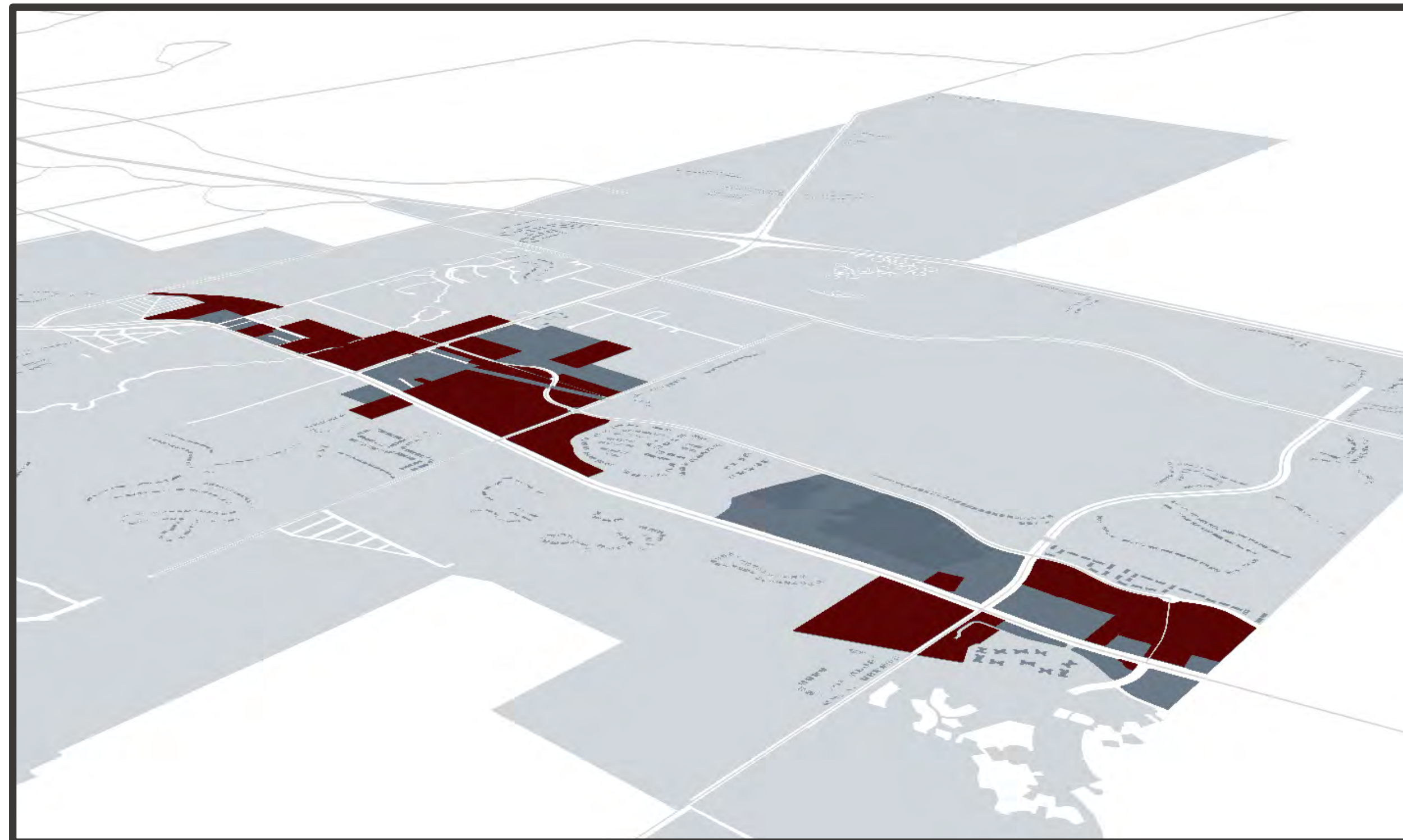
****488 acres** of undeveloped land in the Village Center Area

****Conservative assumption that 80% will be built out over 20 years (390 acres)**

****Development phased in 10 build years, values increase with inflation**

****SF and Commercial were directly superimposed from market place**

****Mixed-Use Scenarios all took conservative assumption that $\frac{1}{3}$ of land area will be dedicated to stormwater retention, buffers and/or street.**



****Based on City of Estero Millage Rate (.008398)**

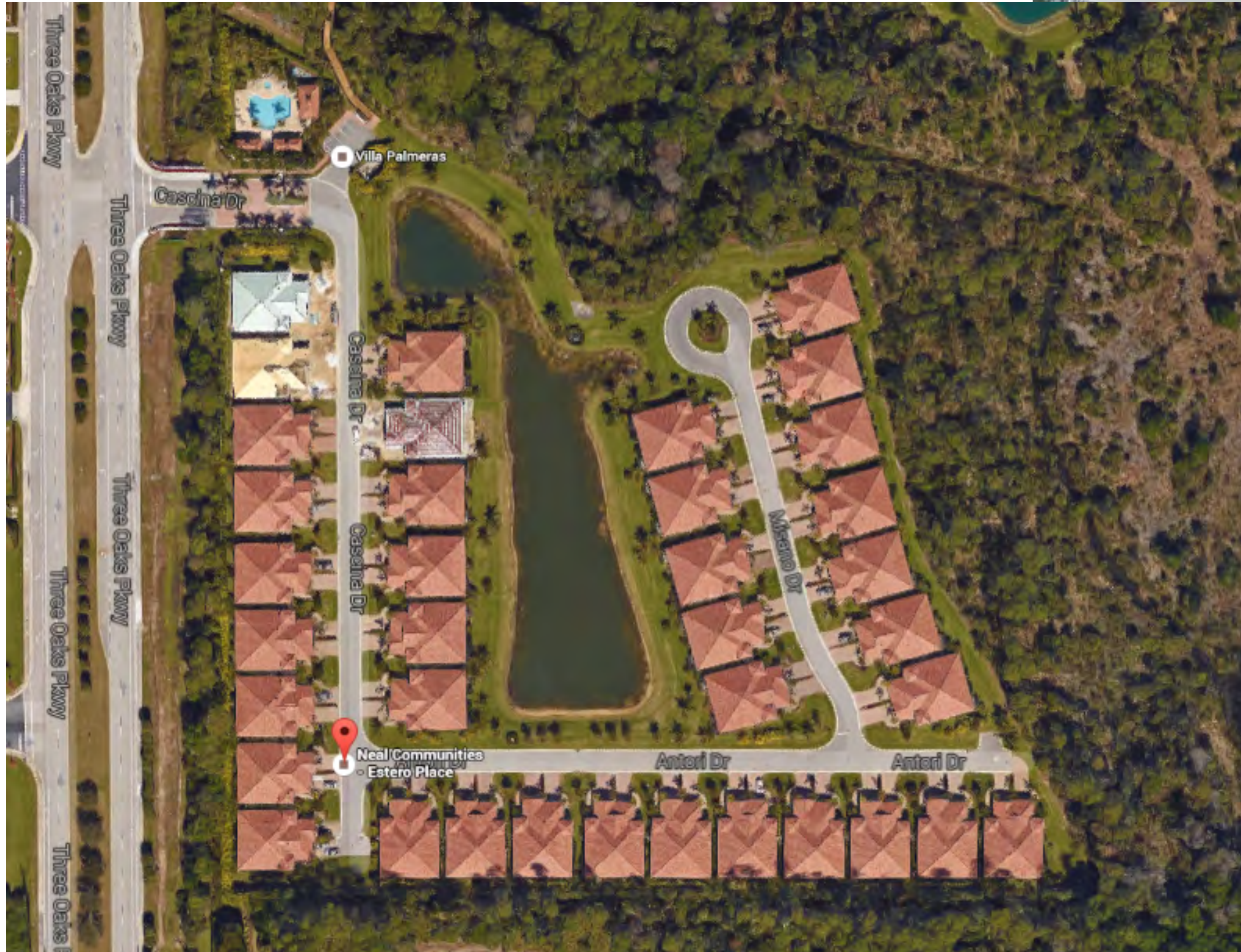
****Different intensities of mixed-use**

Comparative Developments

Detached Single-Family

COLONIAL OAKS

ESTERO PLACE



Comparative Developments

Commercial-Strip Development

CORKSCREW VILLAGE

COMMERCIAL
OUTPARCELS-HWY 41



Comparative Developments

Walkable Mixed-Use

Walkable Mixed-Use Retail/Residential-Coconut Point



Comparative Developments

Walkable Mixed-Use



Walkable Residential-
Coconut Point

Comparative Developments

Walkable Mixed-Use

COMMERCIAL
OUTPARCELS HWY 41

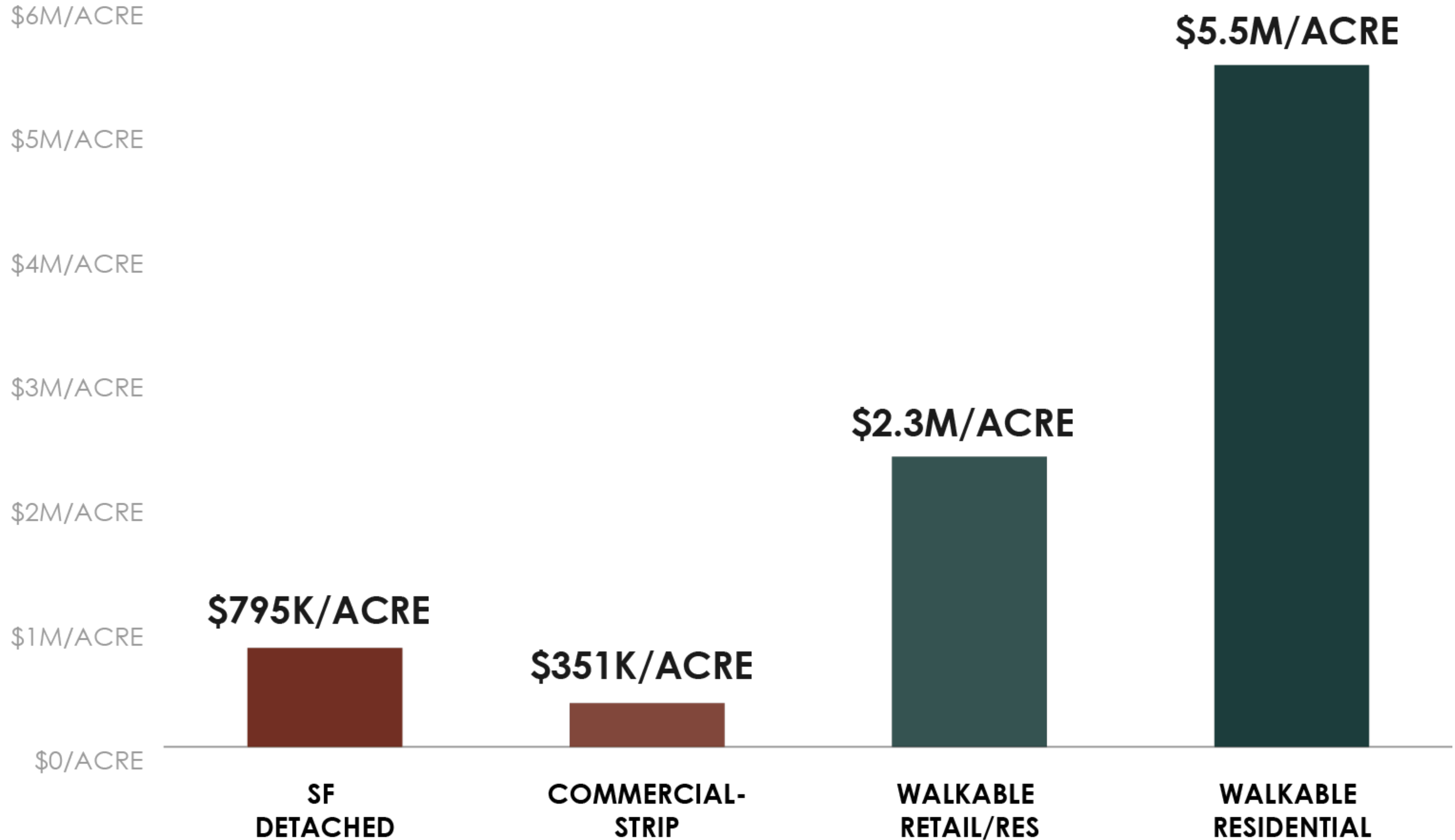


CORKSCREW VILLAGE



Building Value per Acre

Comparative Building Types



Annual City Tax Production

Full Buildout

\$10M

\$8M

\$6M

\$4M

\$2M

\$0

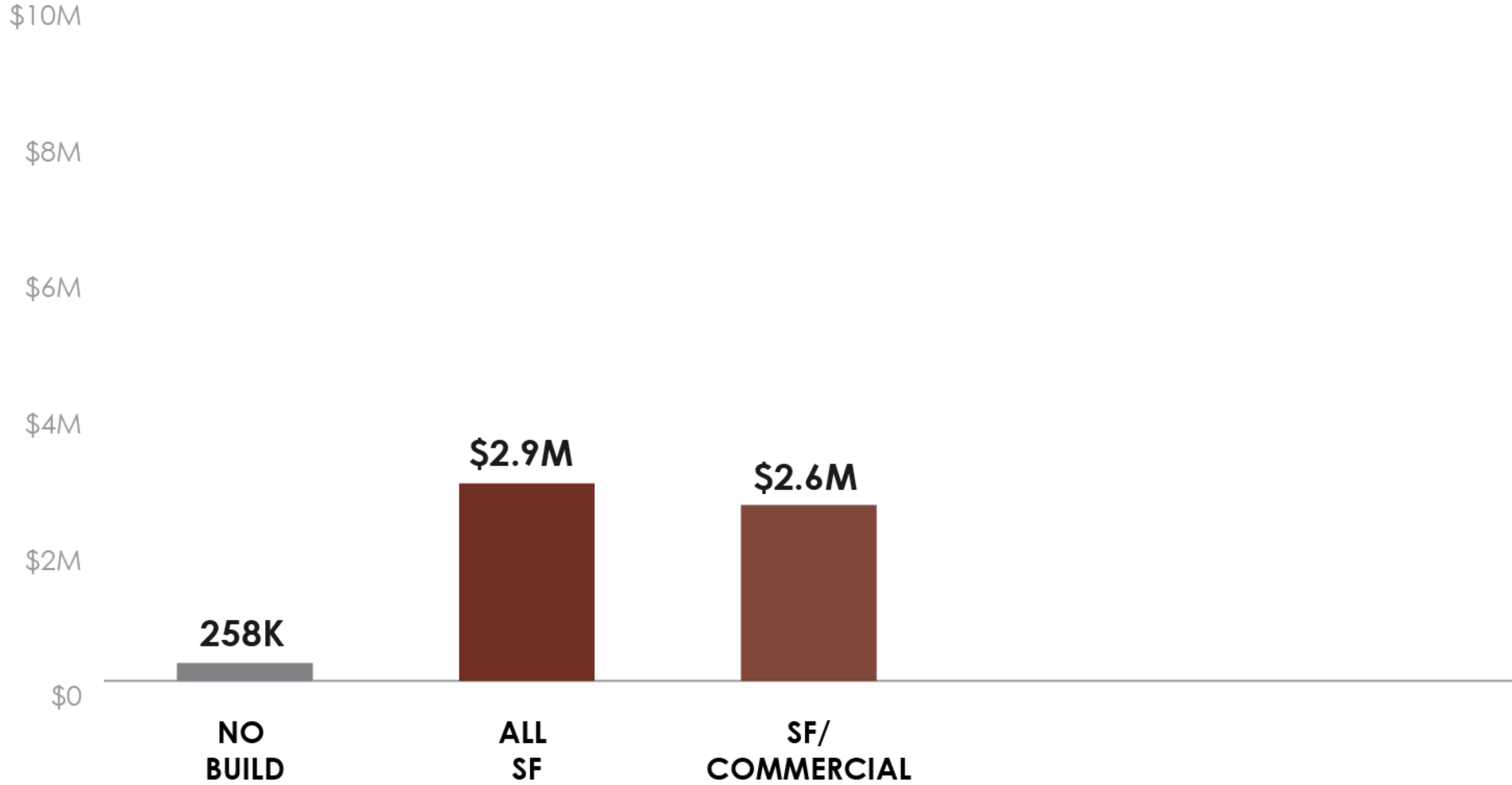
258K

**NO
BUILD**



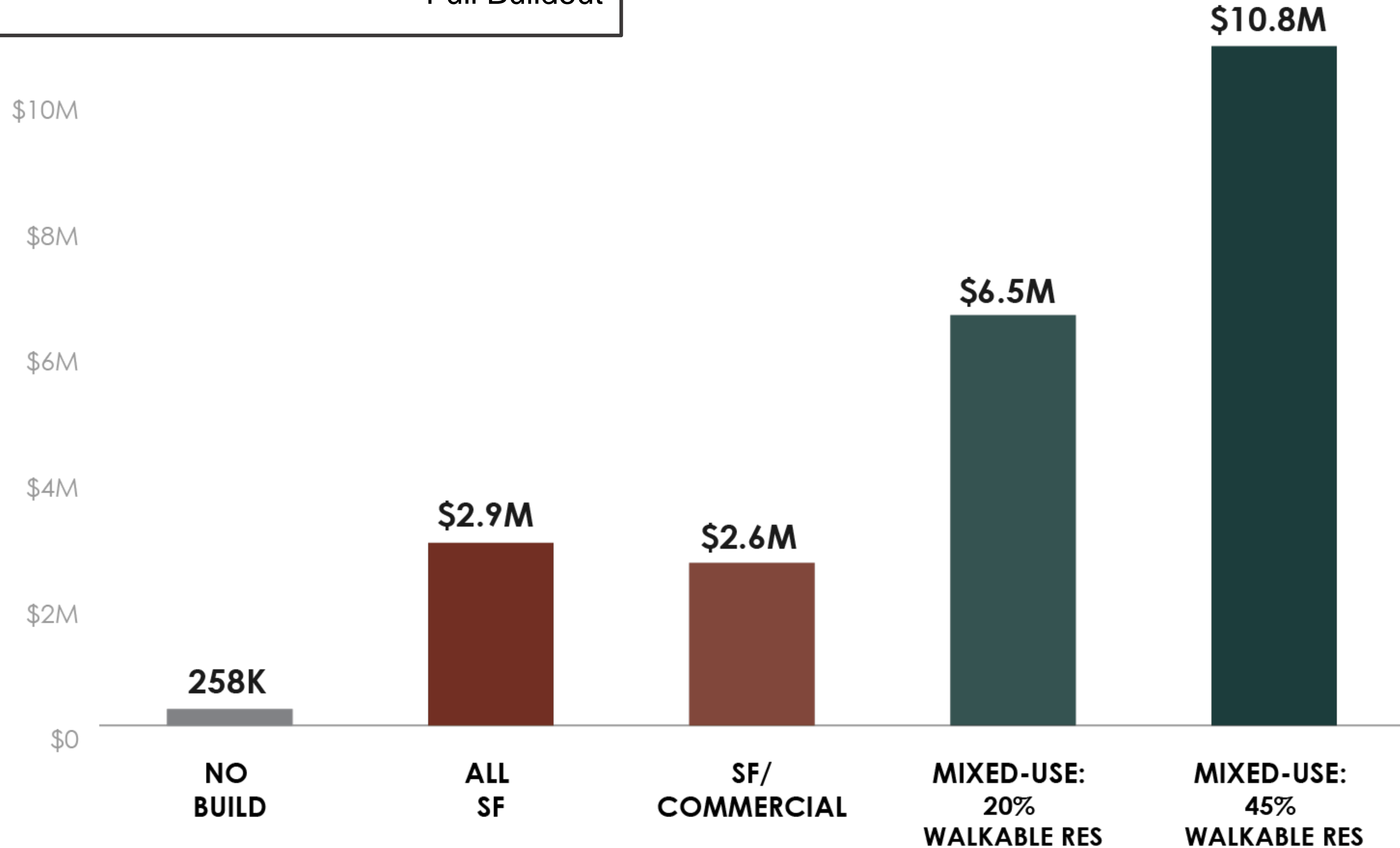
Annual City Tax Production

Full Buildout



Annual City Tax Production

Full Buildout



Cumulative City Tax Production

Total Estero Taxes over 35-Years

\$300M

\$250M

\$200M

\$150M

\$100M

\$50M

\$0

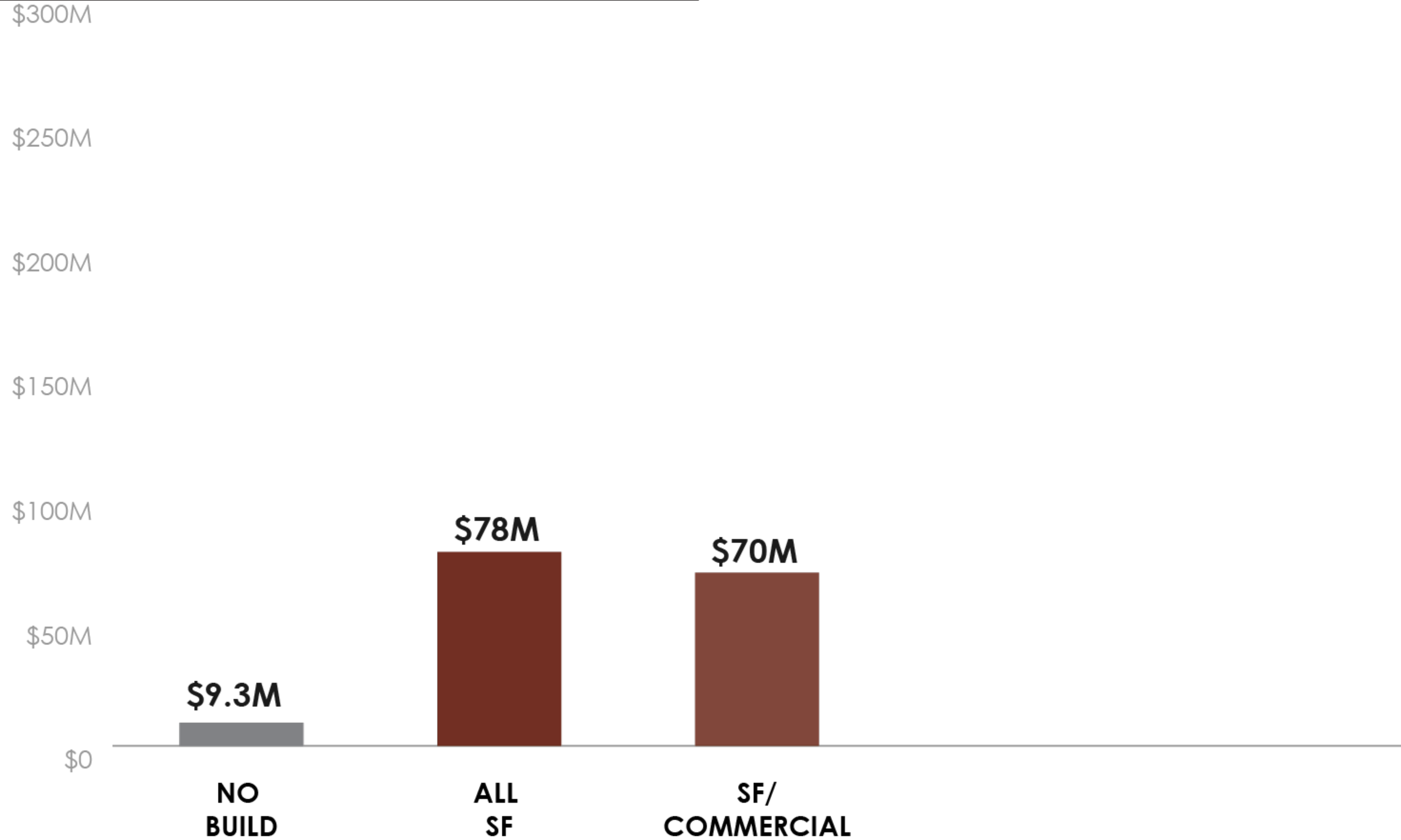
\$9.3M

**NO
BUILD**



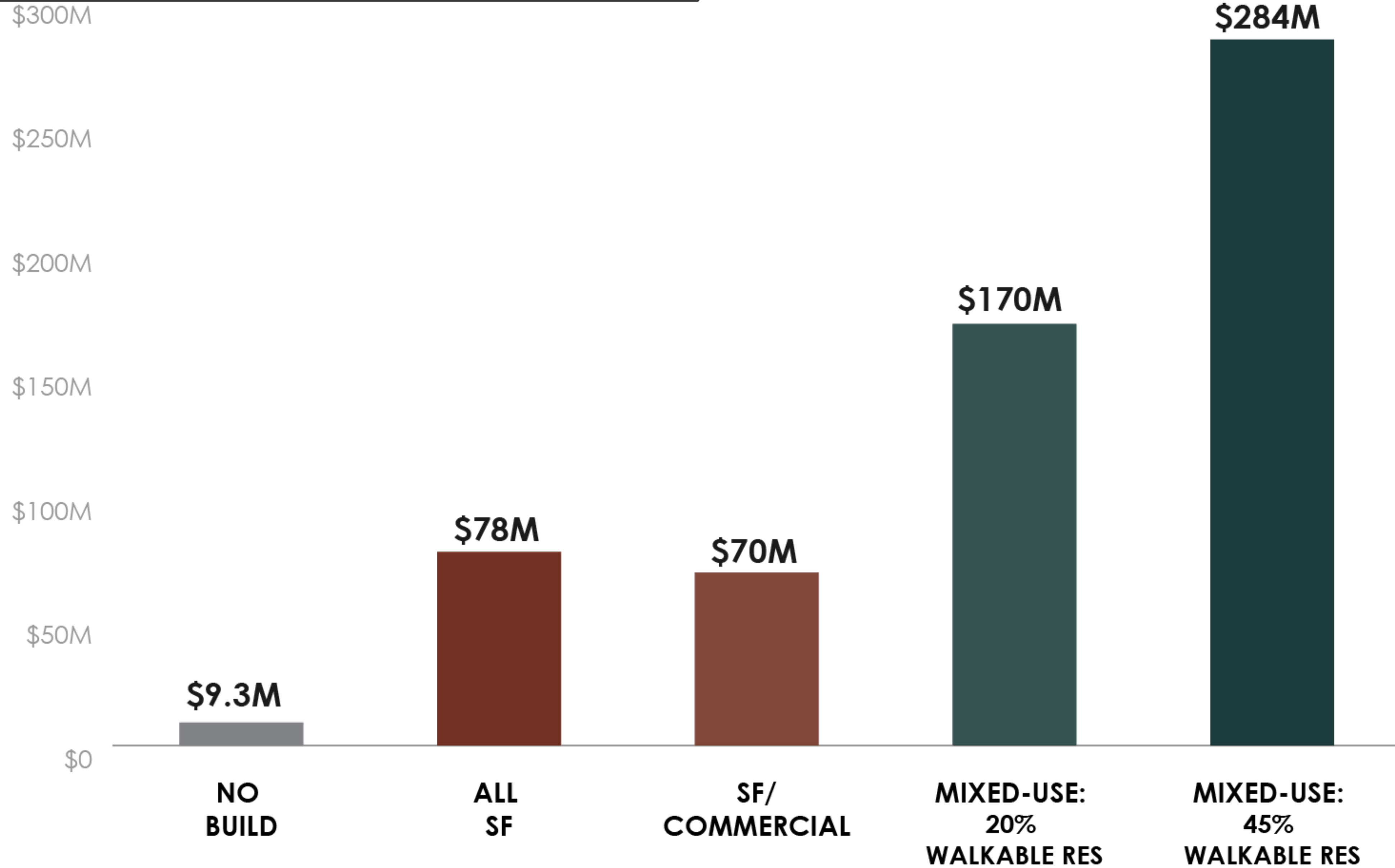
Cumulative City Tax Production

Total Estero Taxes over 35-Years



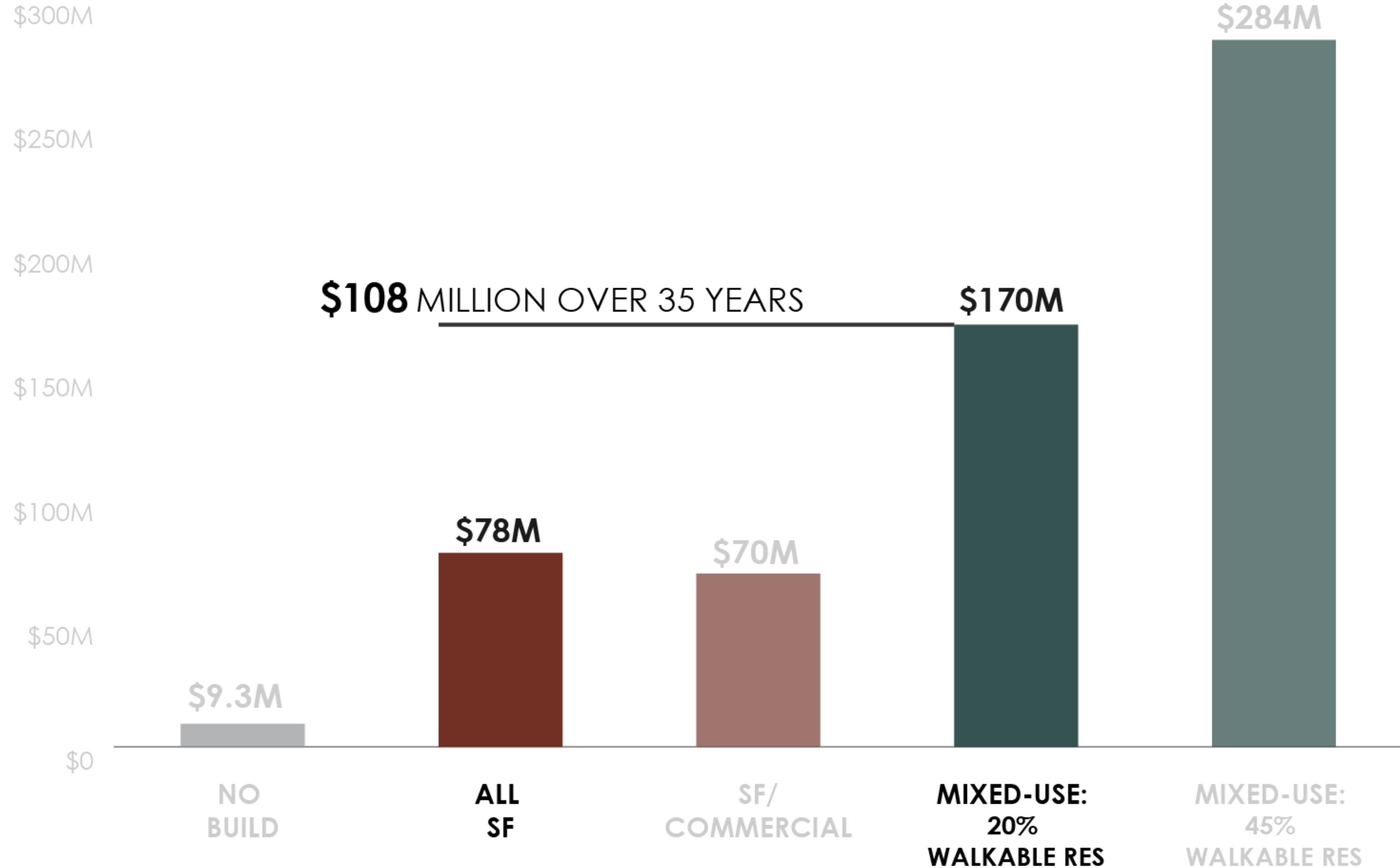
Cumulative City Tax Production

Total Estero Taxes over 35-Years



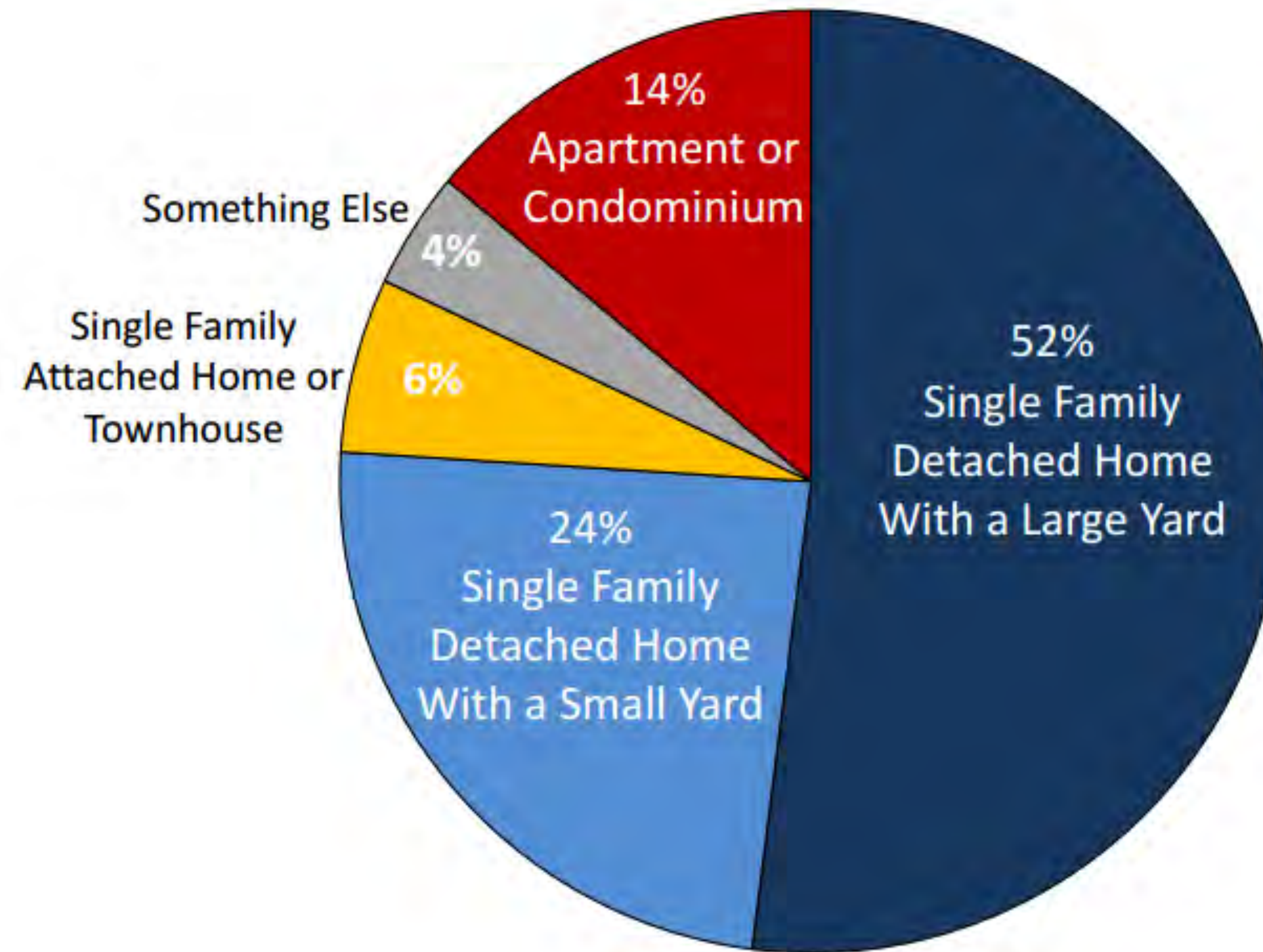
Cumulative City Tax Production

Total Estero Taxes over 35-Years



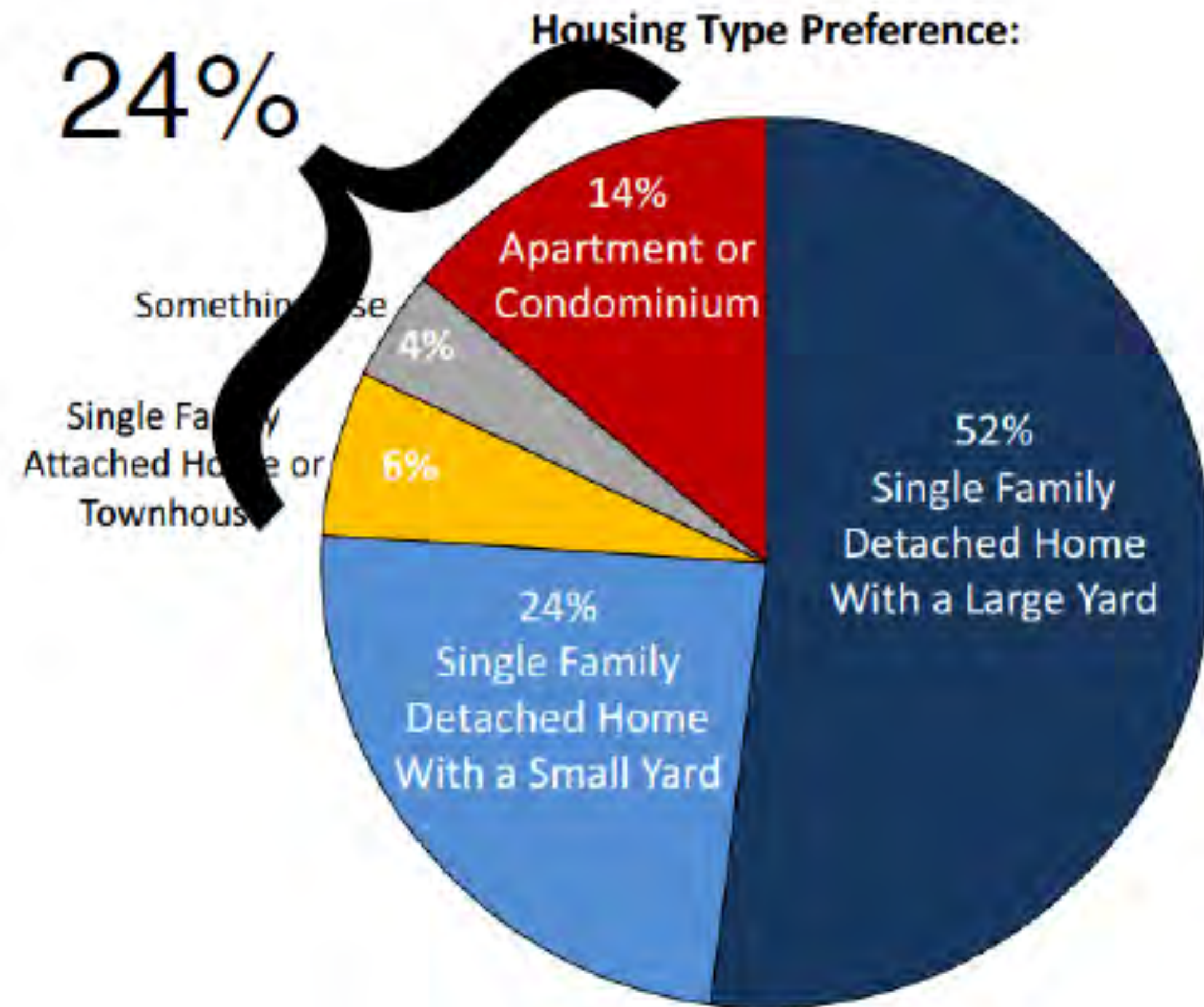
National Association of Realtors Data

Housing Type Preference:



Right now, if you could choose, which of the following would you prefer to live in:

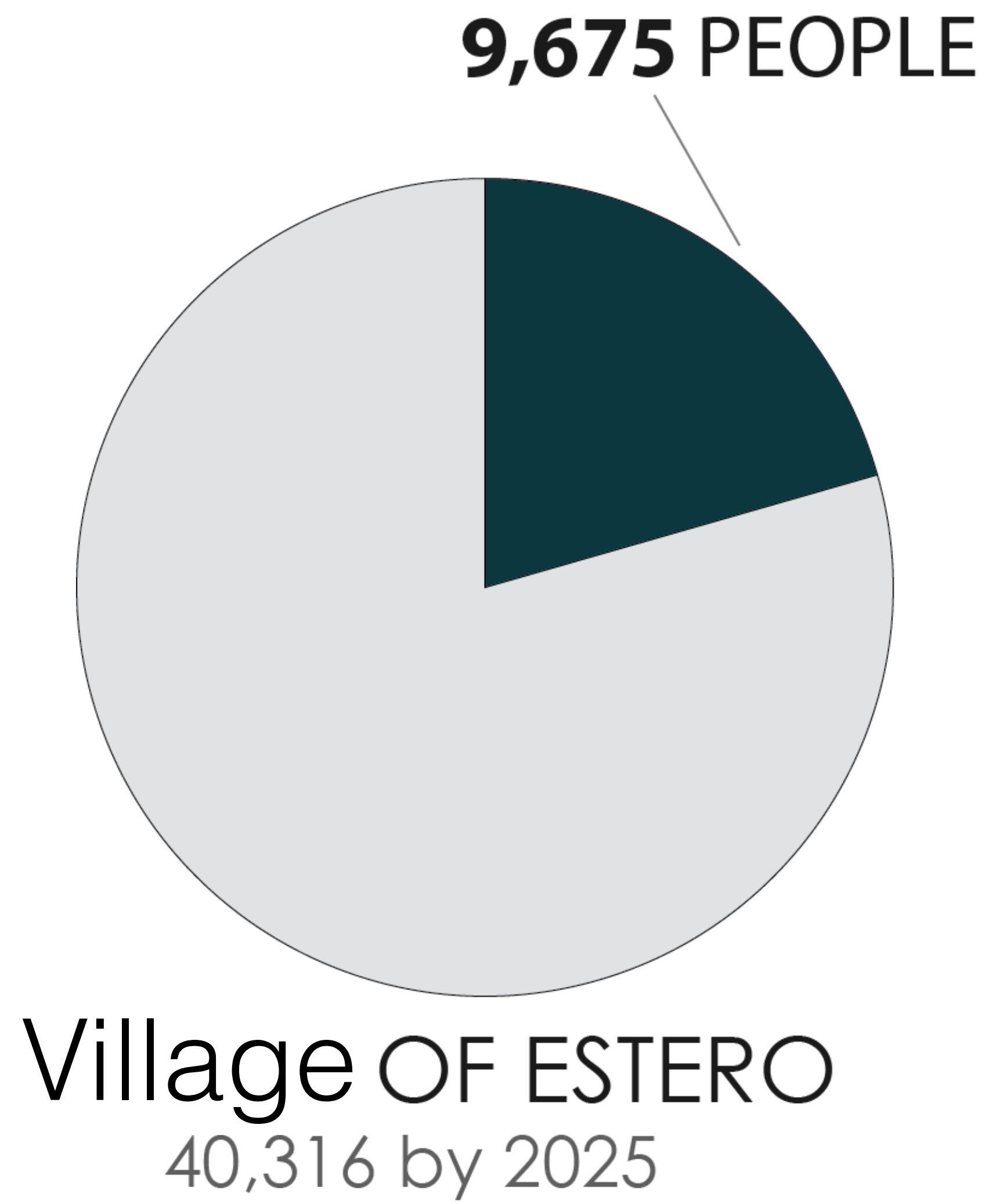
National Association of Realtors Data



Right now, if you could choose, which of the following would you prefer to live in:

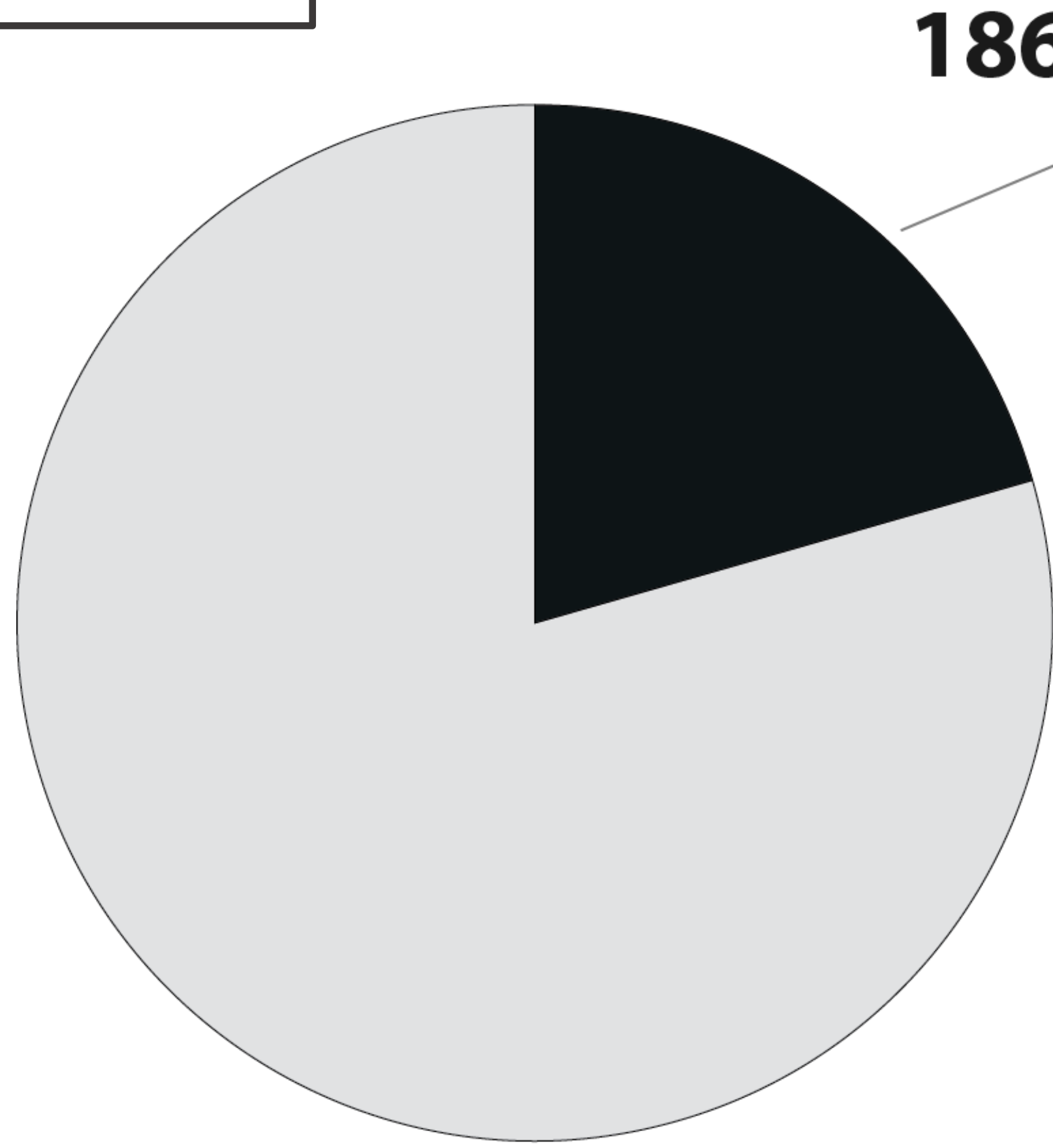
Market Potential

Urban Housing

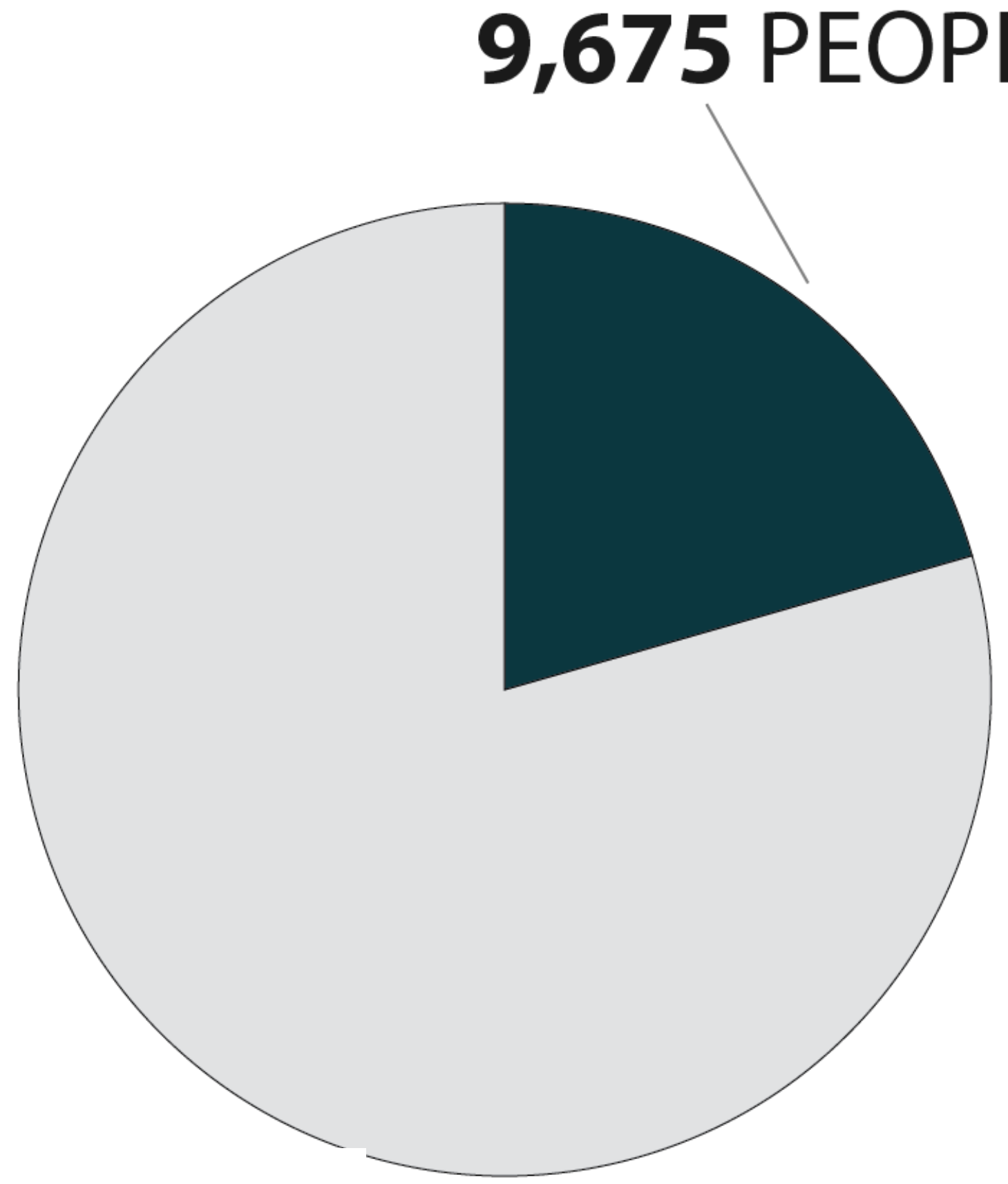


Market Potential

Urban Housing



LEE COUNTY
775,001 by 2025



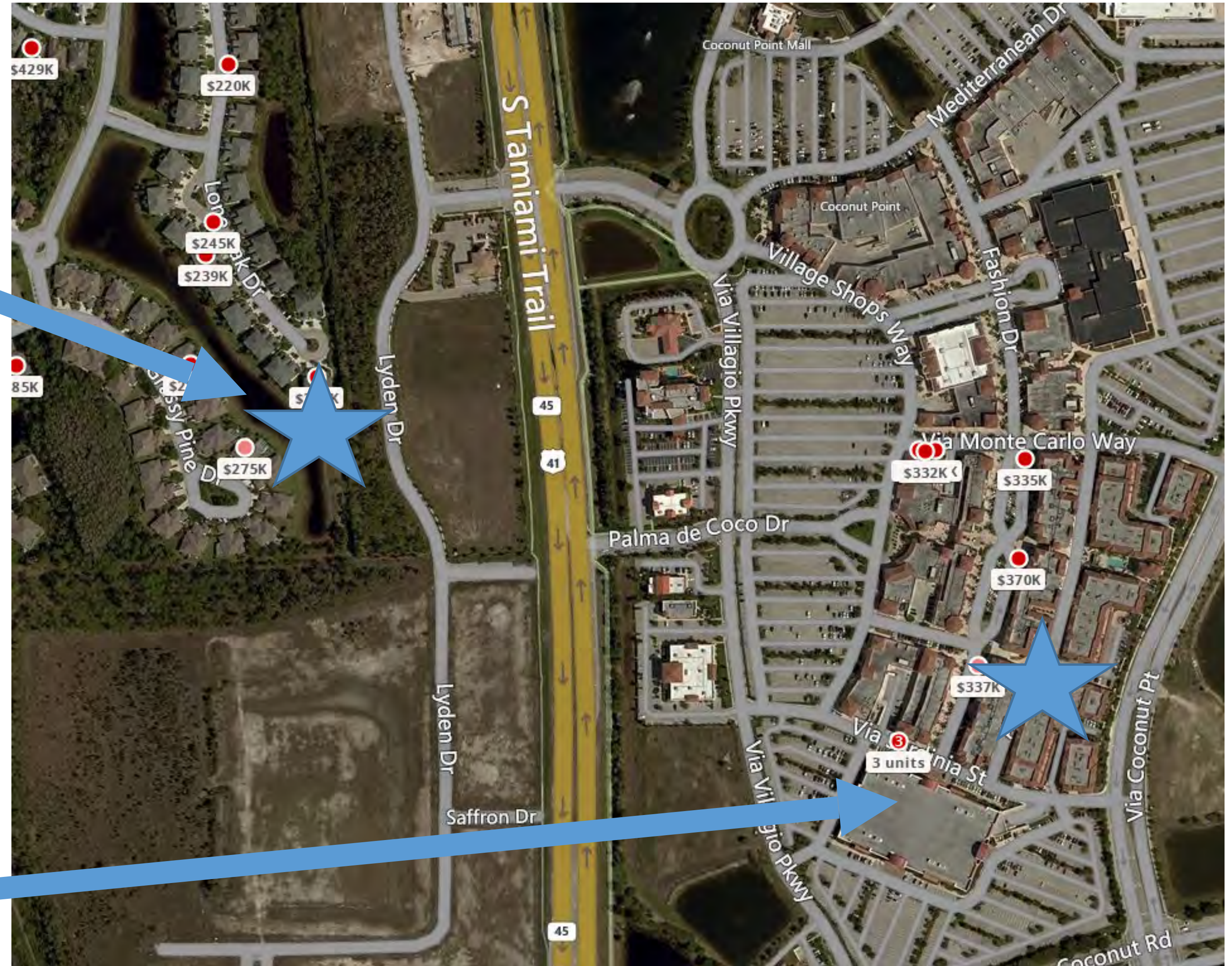
Village OF ESTERO
40,316 by 2025

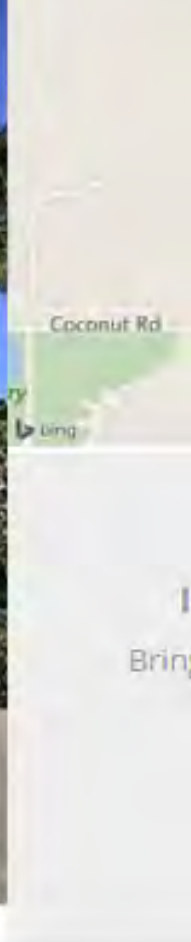
Market Potential

Urban Housing

Grassy Pine Dr

**Coconut Point
Condos**





RWFL AMI 9

23022 Grassy Pine Dr, Estero, FL 33928

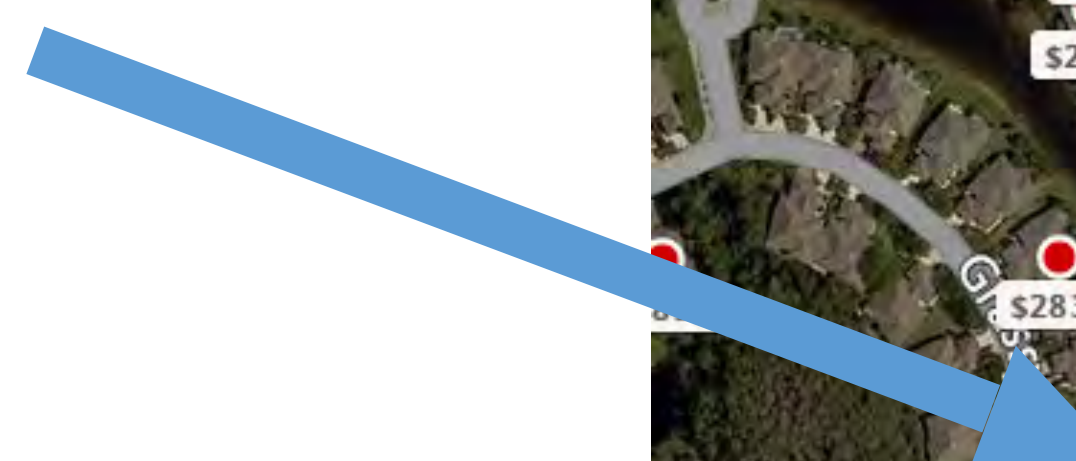
2 beds • 2 baths • 1,660 sqft

Well kept attached villa with a lake view. This home, right across 41 from Coconut Point Mall and the new Hertz World headquarters, has much to offer the new owner. Some of the outstanding features include an extended lanai, 10 foot ceilings throughout, storm shutters, brand new air conditioner and refrigerator, raised panel cabinet doors, new shower floors and doors in both bathrooms, plantation shutters, new front screen along with all new faucets. Kitchen range has hardly been used. Both...

[More](#)

● FOR SALE
\$275,000
Zestimate®: \$288,174

EST. MORTGAGE
\$993/mo
[See current rates](#)



Market Potential

Urban Housing

Evidence of the market for urban housing from Zillow. Less square footage/smaller condo selling for ~60K more



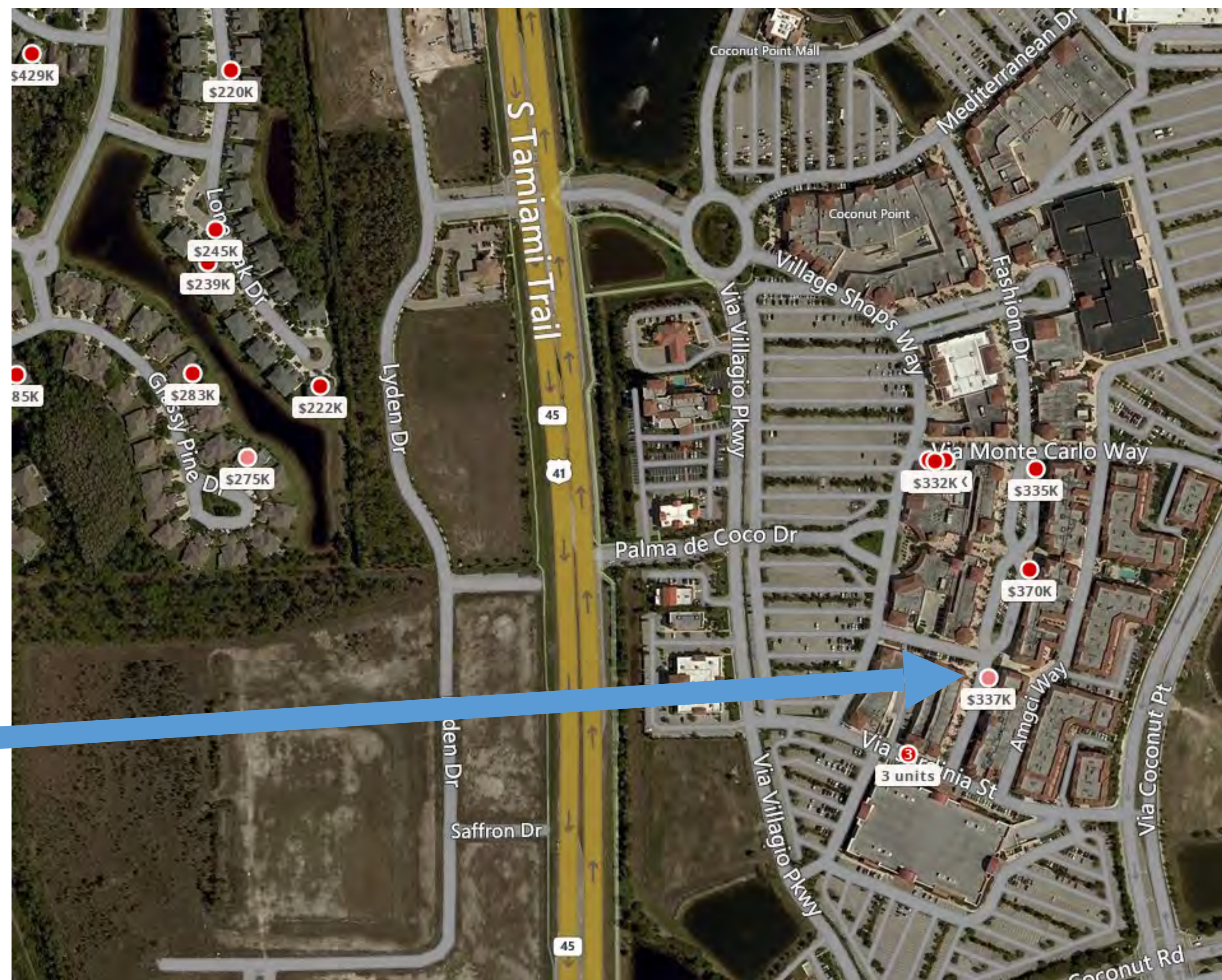
23191 Fashion Dr UNIT
305,
Estero, FL 33928
2 beds · 2 baths · 1,476 sqft

● FOR SALE
\$337,000
Zestimate®: \$322,156

EST. MORTGAGE
\$1,217/mo
[See current rates](#)

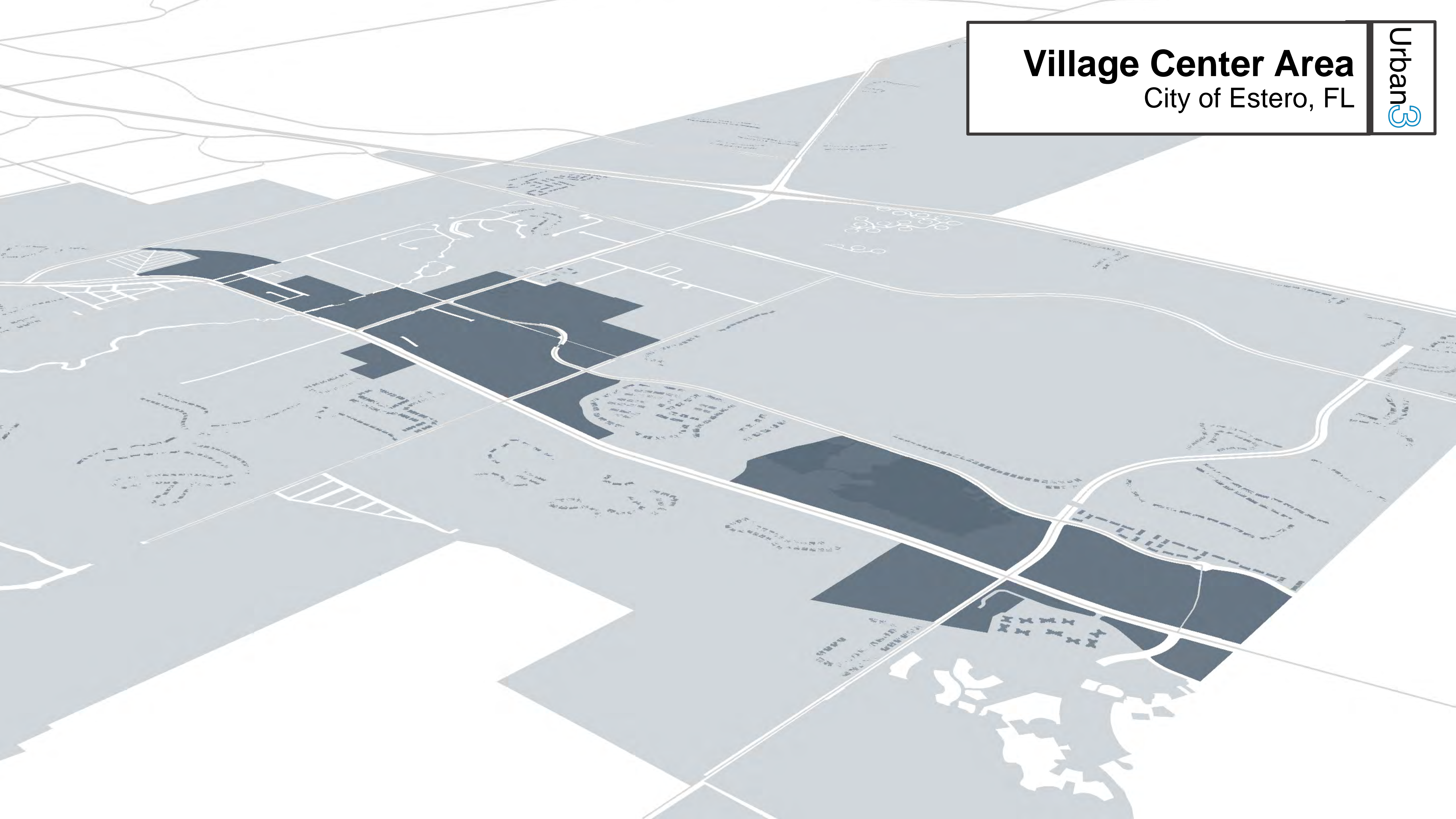
This Fashion Drive Penthouse affords all the benefits of city living without the traffic or hassle! Walk to shopping, movies, 20+ restaurants, the shops of Fashion Drive and even the Apple Store! This desirable, third floor, end unit, west-facing condo features fabulous sunsets, wonderful views up and down Fashion Drive and even distant Gulf views! Upgrades include wood flooring in the great room and den, berber carpet in the bedrooms, crown molding throughout, stainless appliances and granite...

[More](#) ▾



Village Center Area

City of Estero, FL

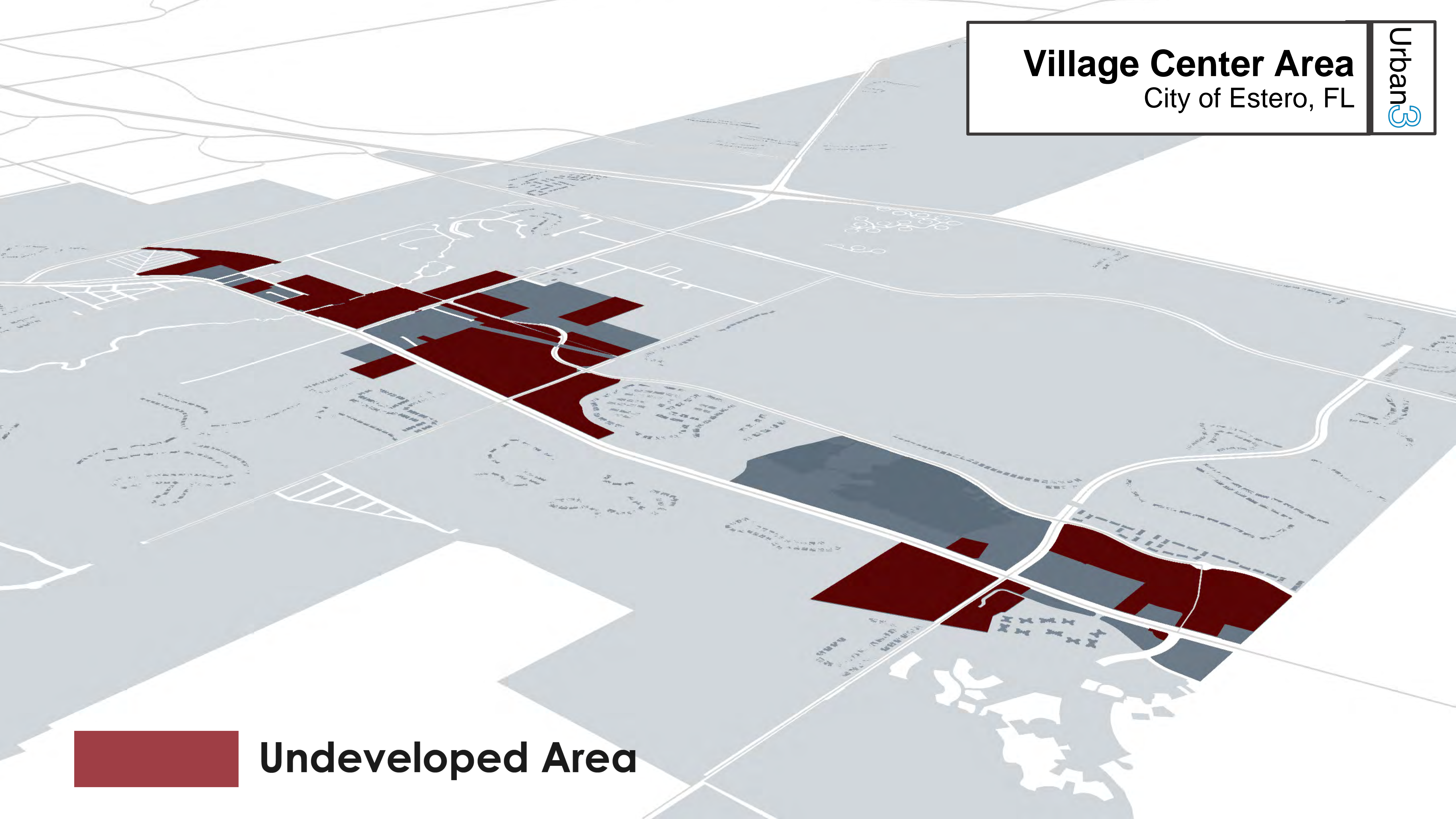


Village Center Area

City of Estero, FL

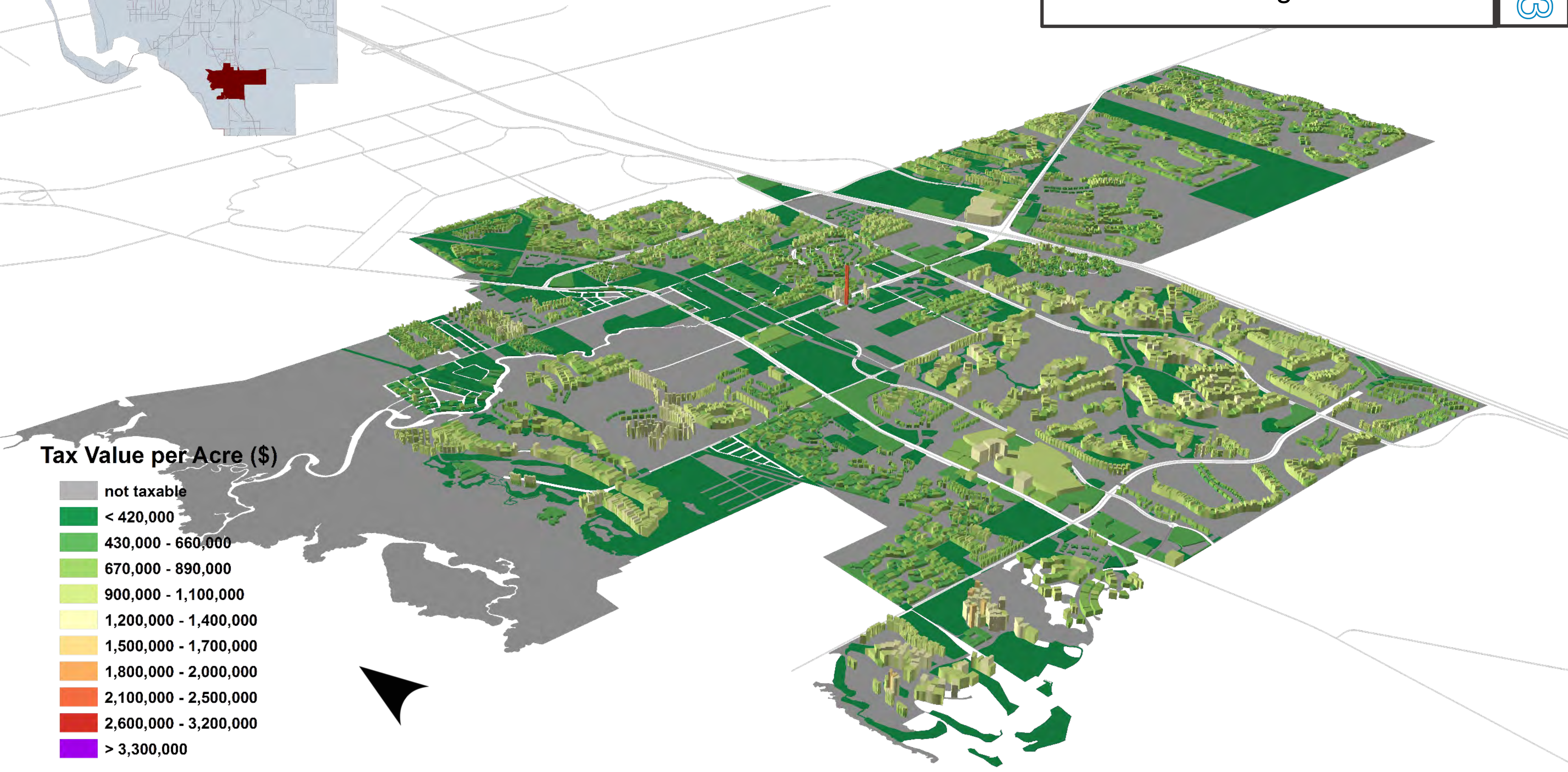
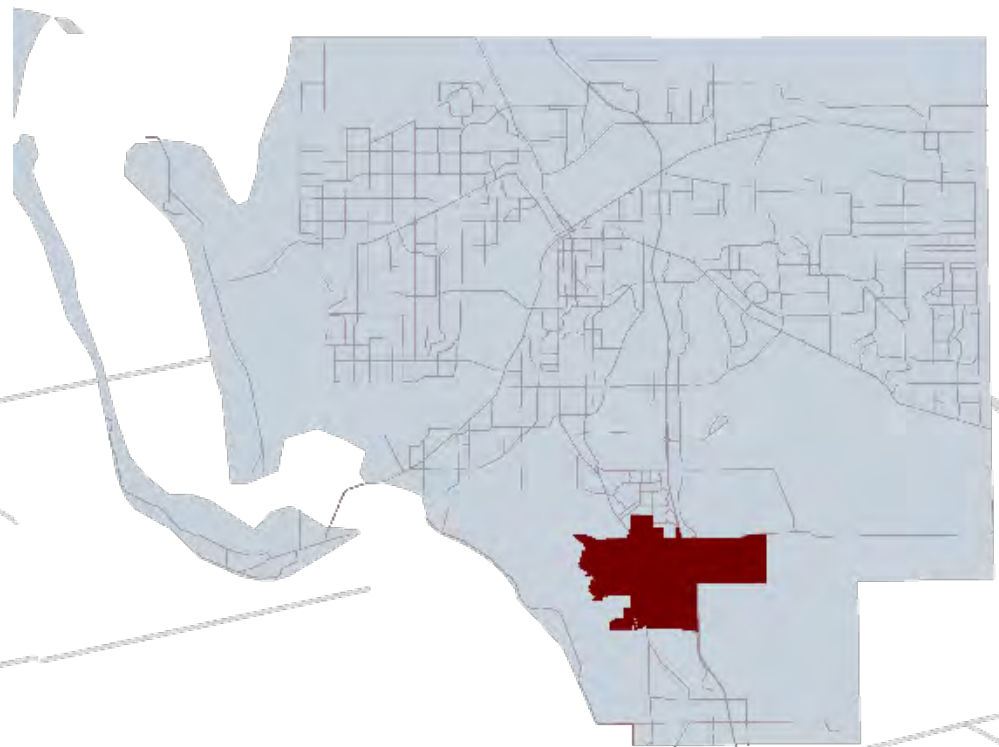


Undeveloped Area



Tax Value per Acre

Village Center Area

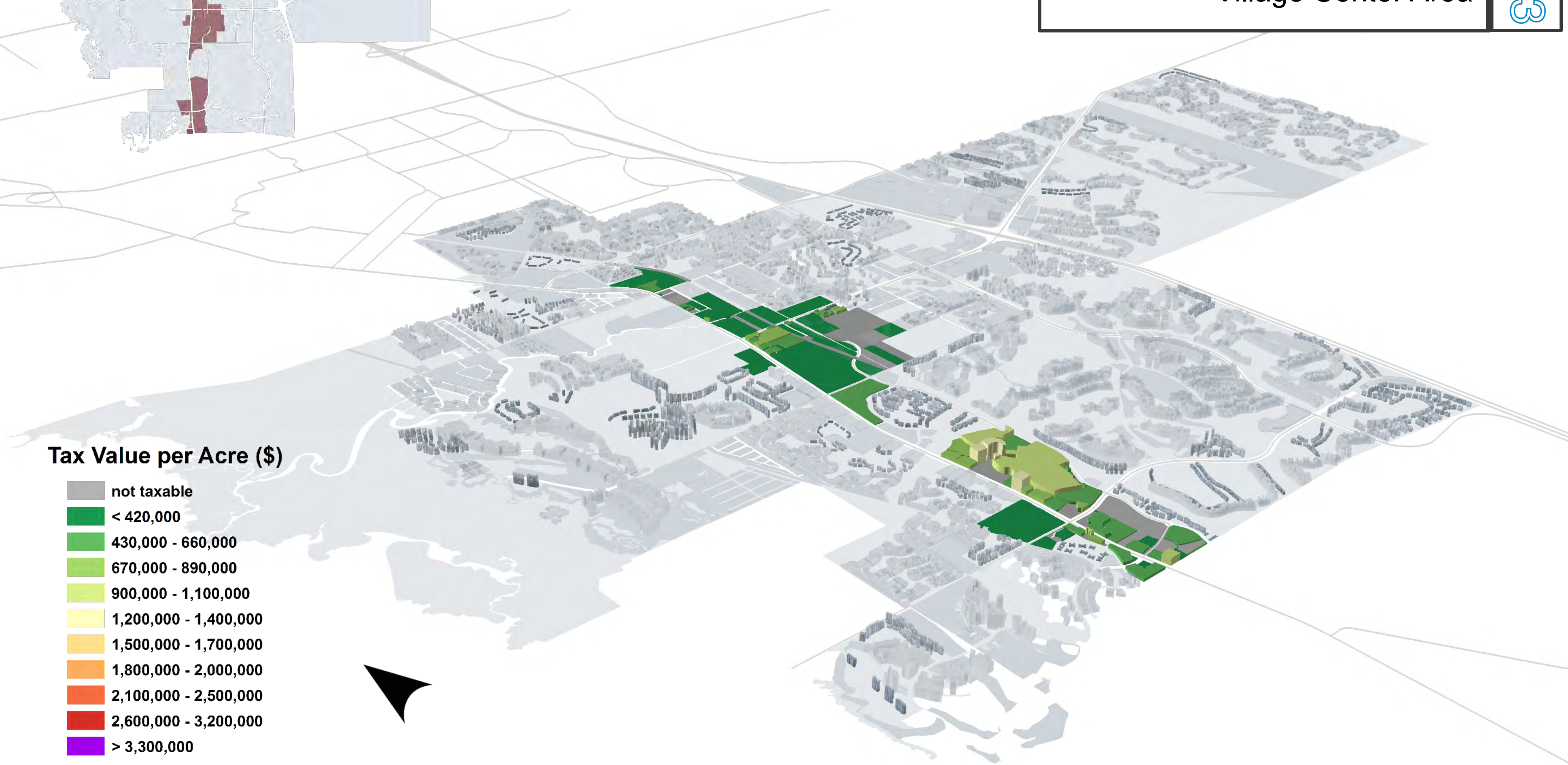
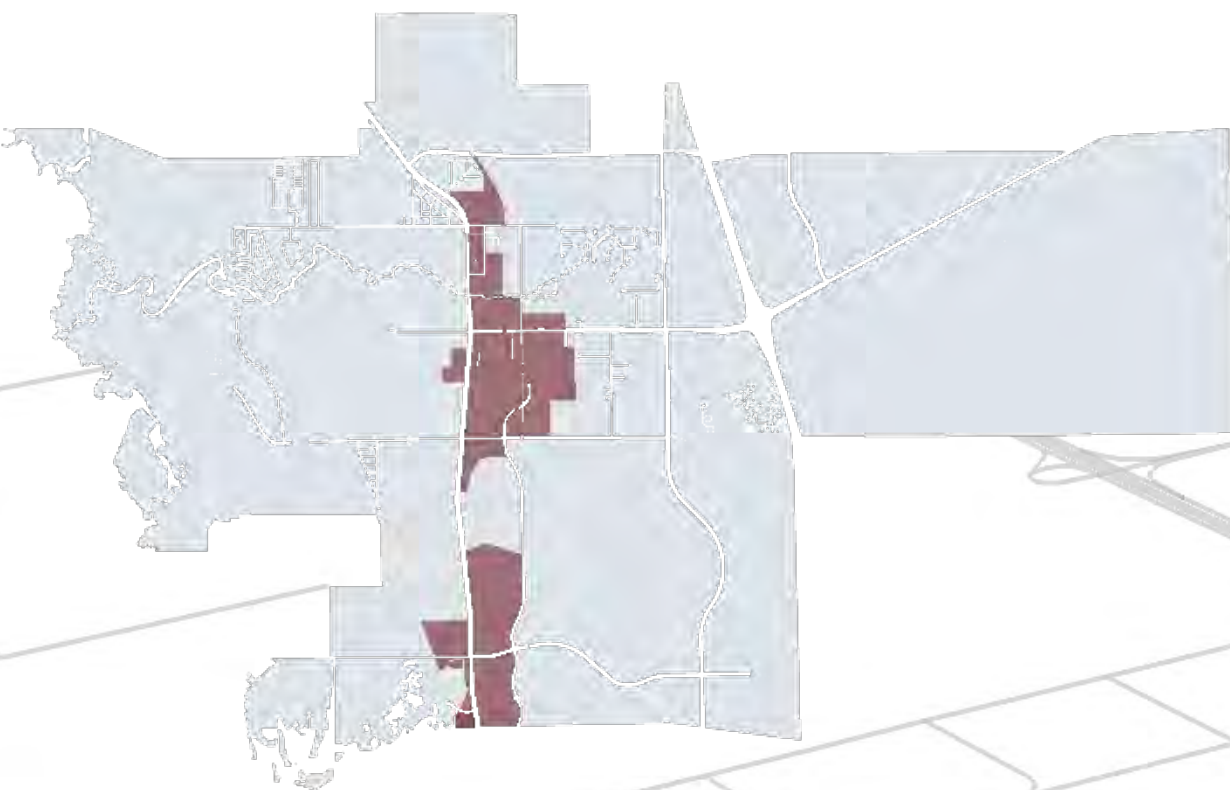


Tax Value per Acre (\$)

- not taxable
- < 420,000
- 430,000 - 660,000
- 670,000 - 890,000
- 900,000 - 1,100,000
- 1,200,000 - 1,400,000
- 1,500,000 - 1,700,000
- 1,800,000 - 2,000,000
- 2,100,000 - 2,500,000
- 2,600,000 - 3,200,000
- > 3,300,000

Tax Value per Acre

Village Center Area



Tax Value per Acre (\$)

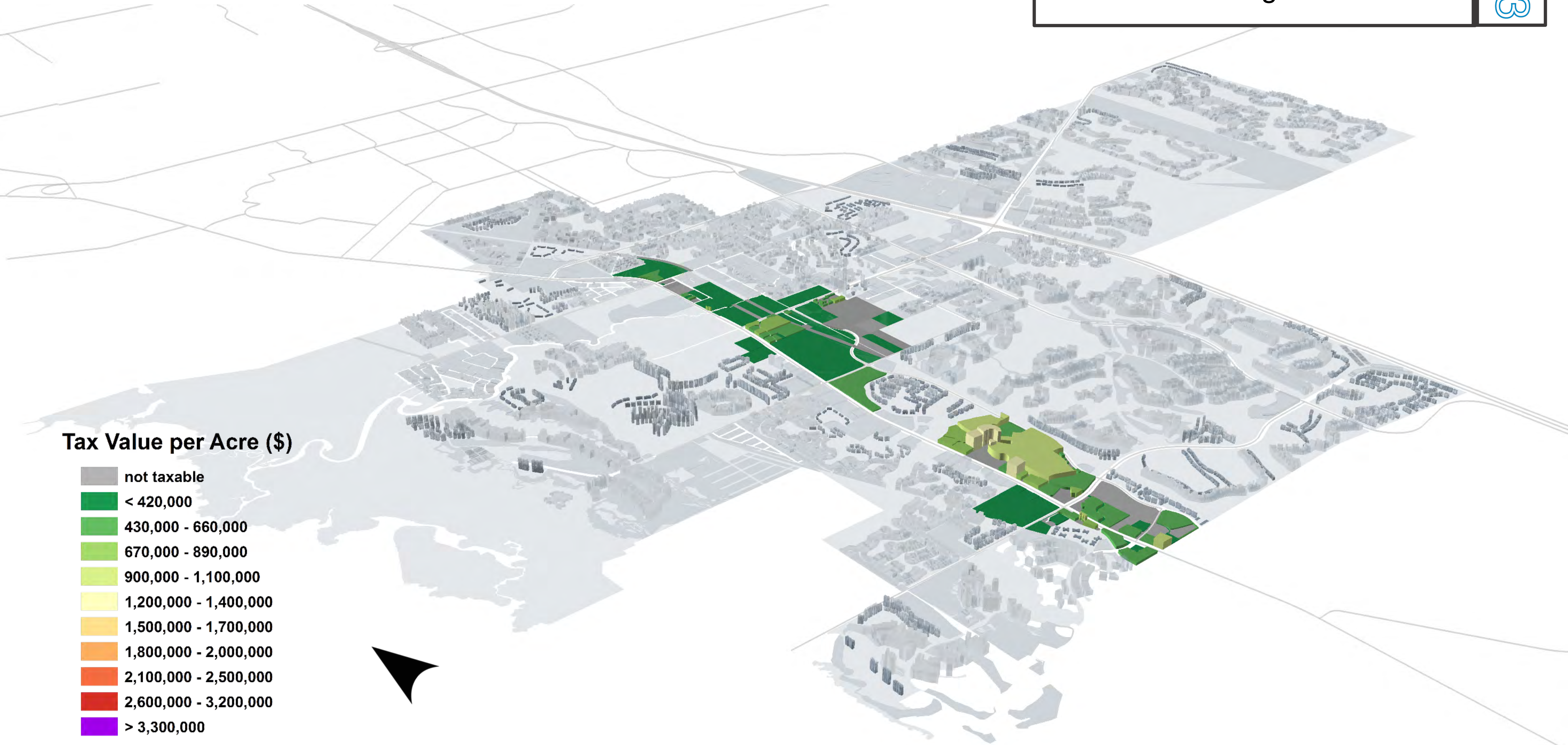
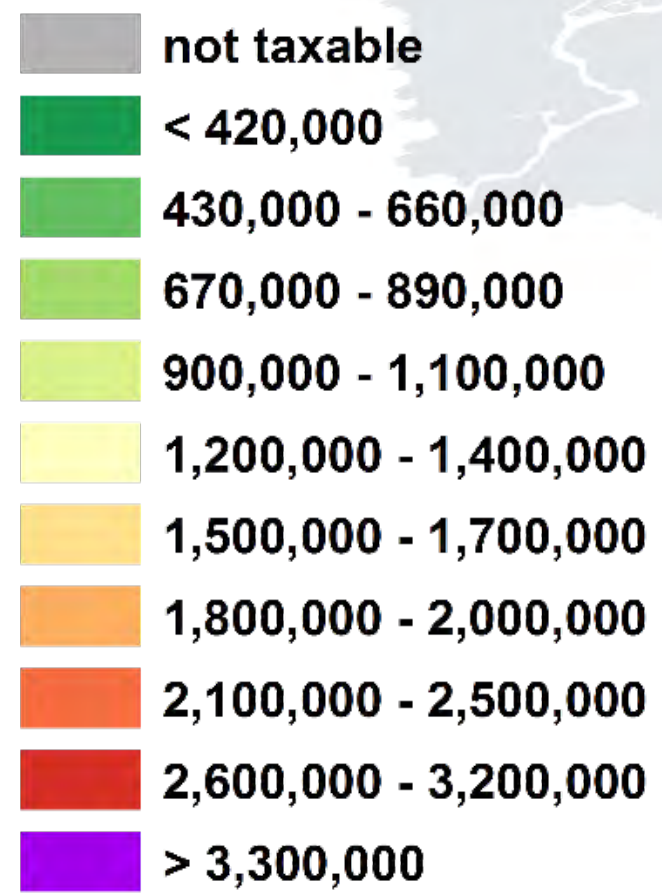
- not taxable
- < 420,000
- 430,000 - 660,000
- 670,000 - 890,000
- 900,000 - 1,100,000
- 1,200,000 - 1,400,000
- 1,500,000 - 1,700,000
- 1,800,000 - 2,000,000
- 2,100,000 - 2,500,000
- 2,600,000 - 3,200,000
- > 3,300,000



Tax Value per Acre

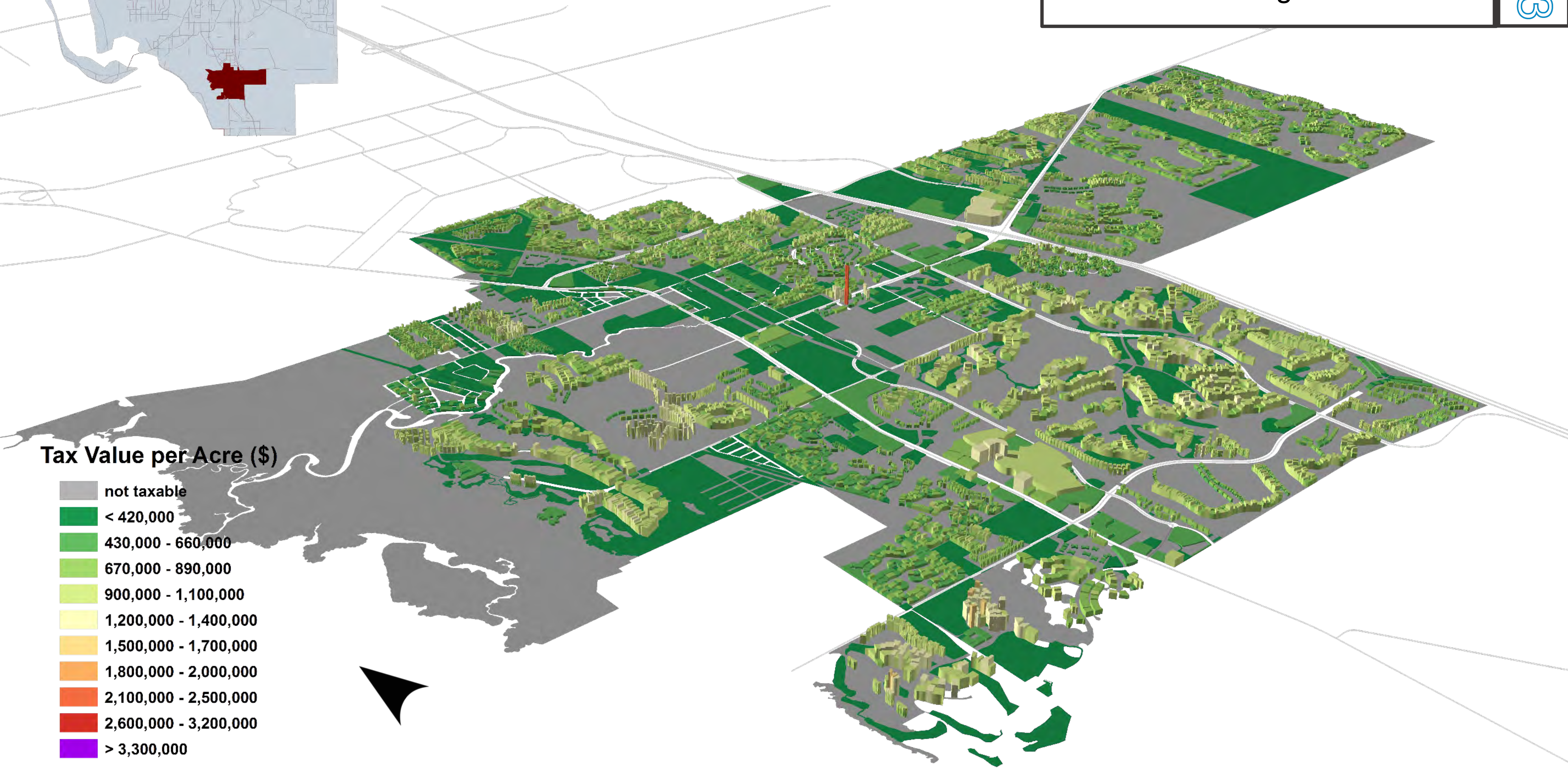
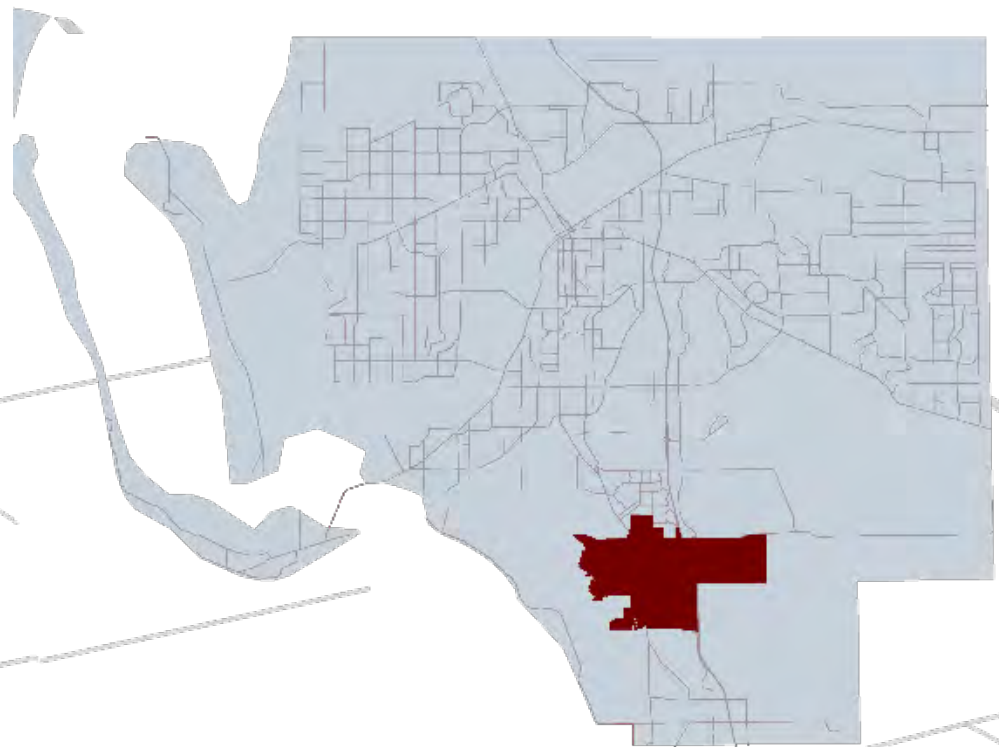
Village Center Area

Tax Value per Acre (\$)



Tax Value per Acre

Village Center Area

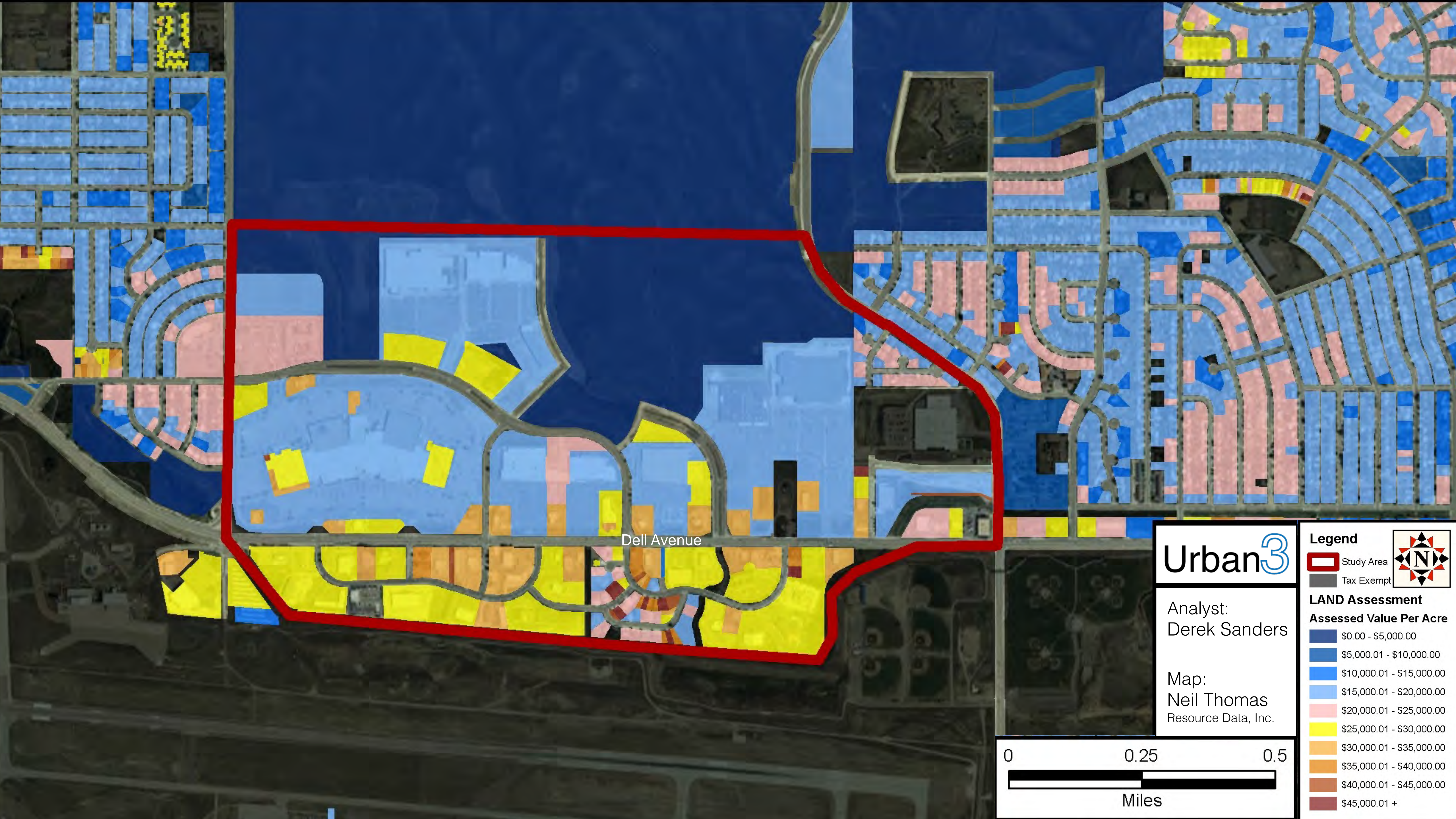


Tax Value per Acre (\$)

- not taxable
- < 420,000
- 430,000 - 660,000
- 670,000 - 890,000
- 900,000 - 1,100,000
- 1,200,000 - 1,400,000
- 1,500,000 - 1,700,000
- 1,800,000 - 2,000,000
- 2,100,000 - 2,500,000
- 2,600,000 - 3,200,000
- > 3,300,000

Behavioral Economics





Dell Avenue

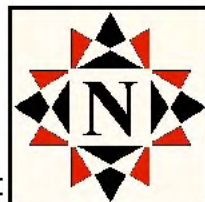
Urban3

Analyst:
Derek Sanders

Map:
Neil Thomas
Resource Data, Inc.

Legend

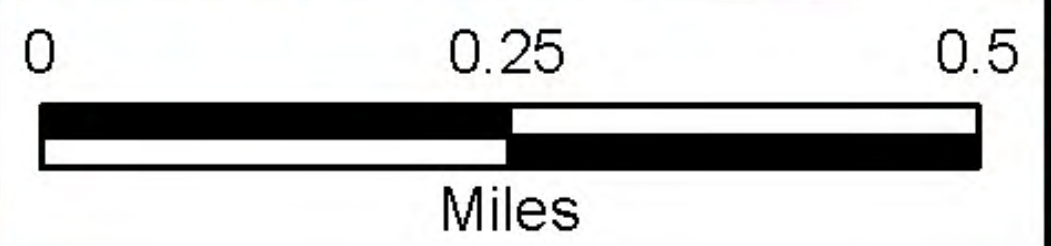
-  Study Area
-  Tax Exempt



LAND Assessment

Assessed Value Per Acre

-  \$0.00 - \$5,000.00
-  \$5,000.01 - \$10,000.00
-  \$10,000.01 - \$15,000.00
-  \$15,000.01 - \$20,000.00
-  \$20,000.01 - \$25,000.00
-  \$25,000.01 - \$30,000.00
-  \$30,000.01 - \$35,000.00
-  \$35,000.01 - \$40,000.00
-  \$40,000.01 - \$45,000.00
-  \$45,000.01 +





**Tax
Code**

44444444

44444444

44444444
44444444



MARKET FORCES



Corbellment

Honfleur, Normandy

Houses from the Middle Ages corbelled wood-sides to avoid paying a tax based on the ground level surface.

People added on more space by stacking up larger and larger floors. Some houses that faced each other would nearly touch each other, which increased the risk of fires spreading!

King Francois I banned this type of architecture (1515-1547).



The Window Tax 1696-1851, by King William III

Window tax consisted of:

1. a flat-rate house tax per house and,
2. a variable tax for # windows > 10
3. Between 10 and 20 = 4 shillings, and
4. Those $> 20 = 8$ shillings.



Photo: Alija

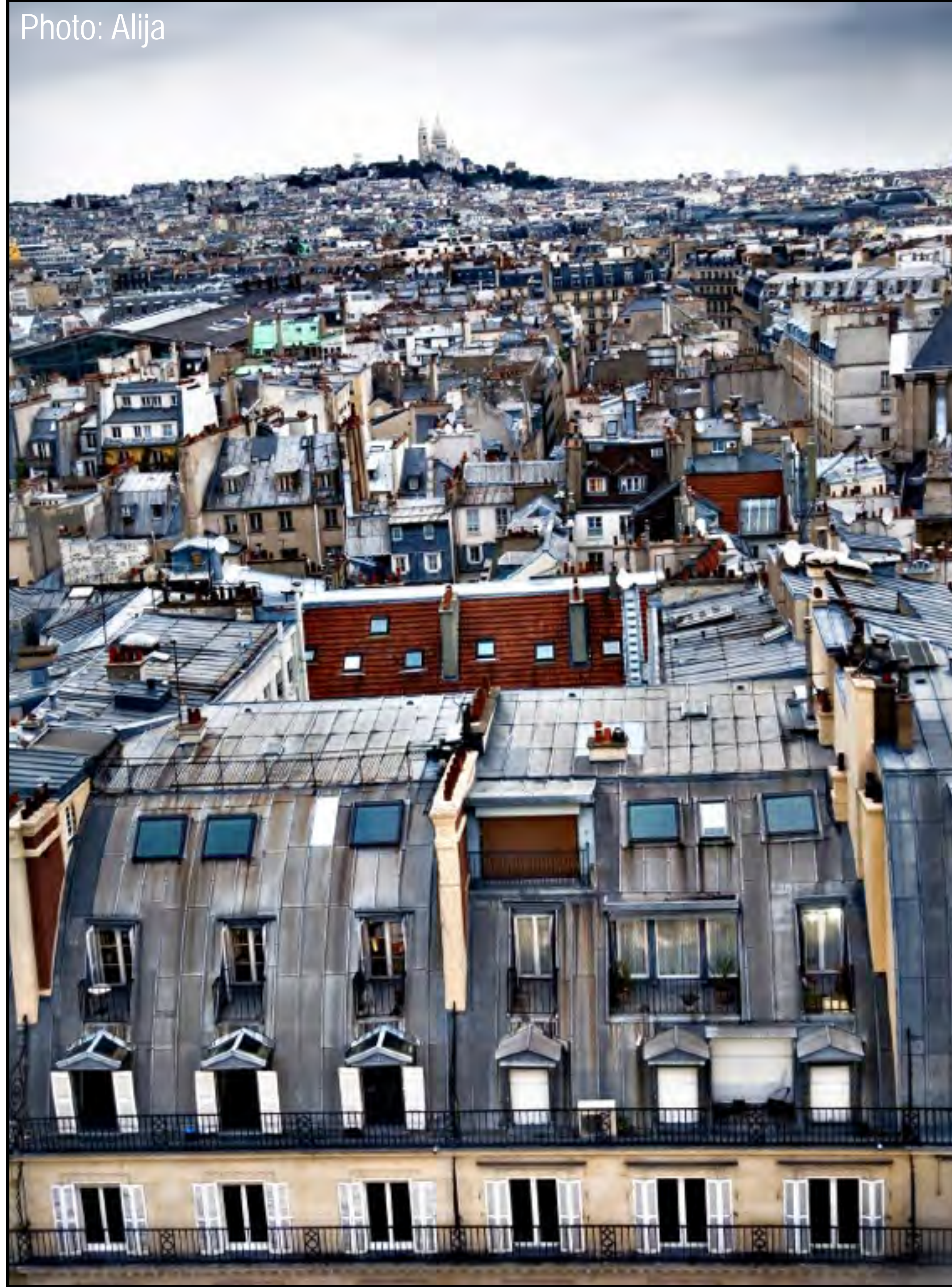


Photo: Alija

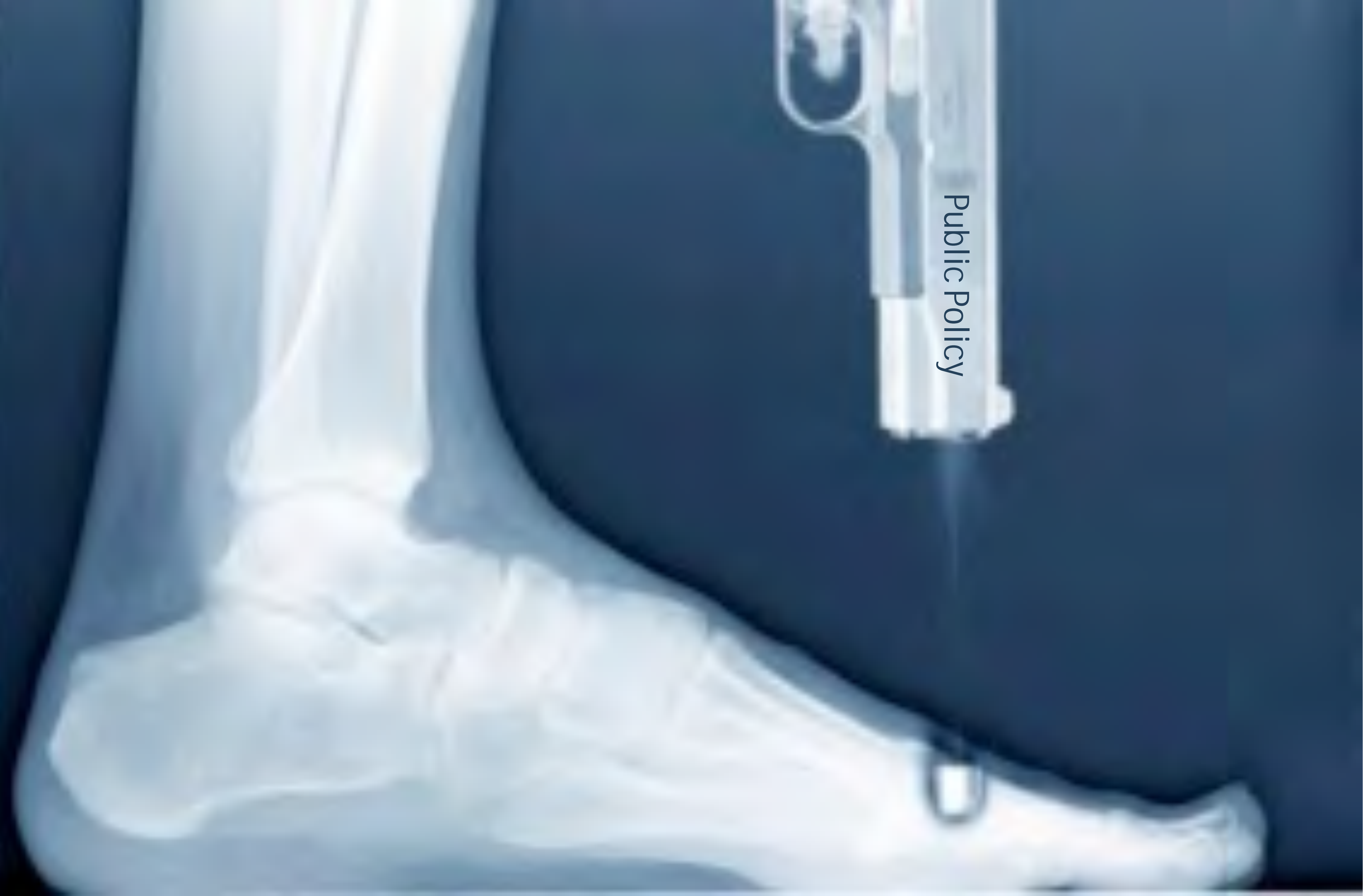
François Mansart, architect

(1598–1666)

His treatment of high roof stories gave rise to the term "Mansard roof"

At the time, only the number of floors below the "roof", were considered part of the building.

Public Policy



If you can't measure it,
you can't
manage it.

Mayor Michael Bloomberg





Asheville

\$12.8B Taxable Value



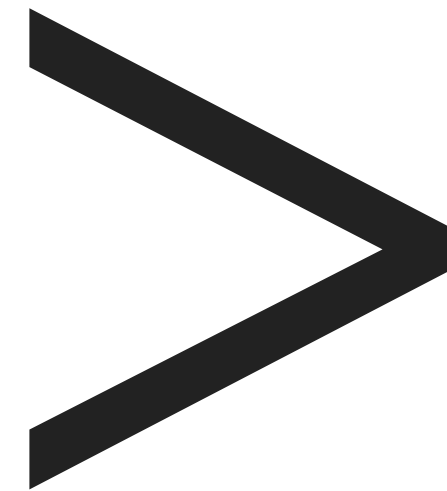
Bucs
\$1.1B



Lightning
\$174M



Panthers
\$170M



Marlins
\$520M



Rays
\$451M



Heat
\$625M



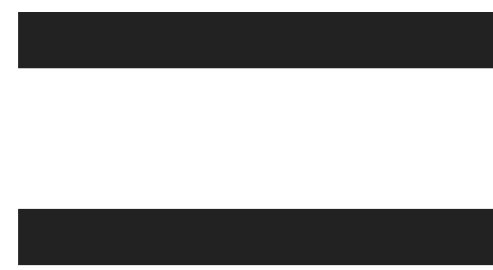
Jaguars
\$840M



Dolphins
\$1.1B



Estero, FL
\$5.6B



Bucs (5)
\$1.1B



Jacquies Smith

Jacquies Smith



What are the numbers for Lee County?



First Street business Center — Fort Myers, Florida FM-125



DO THE MATH