

2021 Kensington Station/Memorial Drive TAD Program Guidelines

Corridor Streetscape and Façade Improvement Grant
Safety, Security, and Quality-of-Life Improvement Grant

July 2021

Decide DeKalb Development Authority

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Introduction

The Development Authority of DeKalb County d/b/a Decide DeKalb Development Authority ("Decide DeKalb") intends to use available Kensington Station/Memorial Drive Tax Allocation District ("Kensington TAD") tax increment to provide gap financing for redevelopment projects in the Kensington TAD (**Exhibit A**). Preference will be given to projects in the proposed Gateway West and Global City areas along the Memorial Drive corridor (**Exhibit B**) that (1) redevelop the challenged retail corridor and adjacent public land which is suffering from weak underlying market dynamics; (2) improve the declining retail corridor while leveraging DeKalb County and/or MARTA properties; and (3) prove project readiness and financial feasibility. While funding is currently limited to \$135,000 for each primary program – a total of \$270,000 for the Kensington TAD funding -- Decide DeKalb invites qualified developers, property owners, and business owners seeking to develop catalytic redevelopment projects and/or improve eligible property within the Kensington TAD to apply for grant or loan funding from one of two primary programs:

- Corridor streetscape and façade improvement grant
- Safety, security, and quality-of-life improvement grant

TAD Background and Requirements

Decide DeKalb is a development authority and public body corporate and politic, duly created under the Development Authorities Law, O.C.G.A. §36-62-1, et seq., as amended, and an activating resolution of the Board of Commissioners of DeKalb County, Georgia adopted on September 24, 1974. Pursuant to an intergovernmental agreement with DeKalb County, dated as of February 25, 2014 (the "IGA"). Pursuant to the IGA, Decide DeKalb conducts economic development activities under various provisions of applicable law, promotes the revitalization and growth of DeKalb County, and serves as DeKalb County's redevelopment manager pursuant to the Redevelopment Powers Law, for the purpose of implementing redevelopment initiatives within the three County-supported tax allocation districts.

The Georgia Redevelopment Powers Law was enacted in 1985 to give additional powers to local municipalities to facilitate the redevelopment of blighted or economically depressed areas. One of the powers granted to local governments in this law was to issue tax allocation bonds to finance infrastructure and other redevelopment costs within a TAD (a tax allocation district). A TAD is established for the purpose of catalyzing investment by financing certain redevelopment activities in underdeveloped or blighted areas using public dollars. Redevelopment costs are financed through incremental increases in property taxes generated by the resulting new development. Such incremental property tax revenue may be used to directly finance redevelopment costs within the TAD or may be pledged for the payment of allocation bonds. Typically, upon creation, TADs have vacant commercial and residential properties, blighted conditions, or in need of significant environmental remediation.

Kensington Tax Allocation District (Kensington TAD)

Established in 2004 with a termination date of December 2029, the Kensington TAD is located in central DeKalb County along the Memorial Drive corridor with the City of Avondale Estates to the southwest and the City of Clarkston to the north (**Exhibit A**). This TAD area is highly accessible, served by MARTA's Kensington train station and bus routes, major highways, and an interstate. Just outside of the TAD along the Memorial Drive corridor, the area is also served by MARTA's Indian Creek station. Though the area is anchored by numerous DeKalb County government buildings, the community has suffered from weak and slow economic growth, little investment, no major developments, increasing vacancies, aging buildings and structures along the corridor, a lack of diversification in commercial uses, and no TAD-based planning for funding support. Despite the inception of the TAD to ignite redevelopment, much of Kensington TAD has yet to see these changes.

Although the area has challenges, opportunities exist for the redevelopment of underutilized vacant or obsolete buildings and surface parking lots. The TAD area features a mix of low-density commercial and multi-family residential uses, along with two educational institutions, Georgia State University Perimeter College-Clarkston and Georgia Piedmont Technical College. The area is also home to one of the county's most diverse residential population that is reflected in the culturally varied communities with multi-ethnic restaurants, retailers, organizations, and places of worship to service the community; a strong public infrastructure investment; limited retail competition to its south; and housing that is affordable relative to the region.

Kensington TAD Objectives

The redevelopment plan calls for rehabilitation around the Kensington MARTA station - including the development of County- and MARTA-owned parcels as well as a refresh of existing housing stock. As the redevelopment manager, Decide DeKalb is responsible for promoting positive development within the Kensington TAD and administering the TAD financing process.

The Kensington TAD was created by the local government to redevelop the Memorial Drive retail corridor and adjacent public-owned lands into a transit-oriented and pedestrian-friendly district by financing greenspace and infrastructure improvements, and to support adjacent private mixed-use development. Through TAD funding, the Kensington TAD supports the development of green space, new in-fill and anchor projects, and promotes the implementation of public infrastructure and amenities that are critical to building a sustainable community. Broad objectives of the Kensington TAD redevelopment plan include: developing an urban center of regional attraction and significance that includes a mix of land uses; creating a tight, walkable network of buildings and streets with green and public spaces through redevelopment and public infrastructure; enhancing the cultural diversity of the area that invites new residents and jobs that supports multi-story buildings including restaurants, retail, offices and housing; offering safety and security to pedestrians and bicyclists; and

leveraging the presence of Georgia State University Perimeter College-Clarkston and Georgia Piedmont Technical College.

TAD Requirements

All TAD funding requests are distributed on a reimbursement basis and must include the appropriate documentation evidencing eligible capital costs have been incurred. The Georgia Redevelopment Powers Law (O.C.G.A. TITLE 36 Chapter 44) states that eligible uses of funds include, among others:

- Capital costs, including the costs incurred or estimated to be incurred, for the construction of public works or improvements, new buildings, structures, and fixtures; the renovation, rehabilitation, reconstruction, remodeling, repair, demolition, alteration, or expansion of existing buildings, structures, and fixtures; the acquisition of equipment; and the clearing and grading of land;
- Professional service costs, including those costs incurred for architectural, planning, engineering, financial, marketing, and legal advice and services; and
- Real property assembly costs.

Decide DeKalb strongly encourages applicants to use good faith efforts to promote opportunities for small, local, and diverse businesses, including minority business enterprises (MBEs), female business enterprises (FBEs), and small business enterprises (SBEs) to compete for business as subcontractors, subconsultants, and/or suppliers. Eligible companies must be located within one of the following 20 county areas to be considered: Barrow, Bartow, Carroll, Cherokee, Clayton, Coweta, Cobb, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Pickens, Rockdale, Spalding, and Walton.

Companies interested in obtaining applications for certification should contact:

Jen Hagler - Manager, Redevelopment and Strategic Initiatives
Decide DeKalb
One West Court Square
Suite 460
Decatur, Georgia 30030
jhagler@decidedekalb.com

Decide DeKalb is an equal opportunity employer.

Terms and Conditions

- A. All applications and supporting materials as well as correspondence of the Kensington TAD program guidelines become property of Decide DeKalb when received. Any proprietary information contained in the application should be so indicated. However, a general indication that the entire contents of the application, or a major portion of the application, is proprietary will not be honored. Applications will be subject to public disclosure unless protected by the Open Records Act.
- B. All applicable Federal and State of Georgia laws and DeKalb County ordinances, licenses, and regulations of all agencies having jurisdiction shall apply to the respondents throughout and incorporated herein.
- C. Professionals requiring special licenses must be licensed in the State of Georgia, and shall be responsible for those portions of the work as may be required by law.
- D. No application shall be accepted from, and no contract will be awarded to, any person, firm, or corporation that (i) is in arrears to DeKalb County with respect to any debt, (ii) is in default with respect to any obligation to DeKalb County or Decide DeKalb, or (iii) is deemed irresponsible or unreliable by DeKalb County and/or Decide DeKalb. If requested, the respondents shall be required to submit satisfactory evidence that they have the necessary financial resources to provide the proposed services.
- E. Applicants shall provide the information and affidavits required for compliance with the immigration requirements of E-Verify and SAVE (see **Exhibit C**).
 - i. E-Verify. Applicant must comply with the Illegal Immigration Reform and Enforcement Act, O.C.G.A. §13-10-91. All services physically performed within the State of Georgia must be accompanied by proof of your registration with the E-Verify program, as well as verification of your continuing and future participation in the E-Verify program established by the United States Department of Homeland Security. A completed E-Verify Contractor Affidavit and Agreement must be submitted to Decide DeKalb. To the extent there are subcontractors working on this contract, you are responsible for obtaining a fully signed and notarized subcontractor affidavit from those firms with whom you have entered subcontracts. In turn, should there be second-tier subcontractors on this project, you must require the subcontractors to obtain E-Verify Affidavits and Agreements from those second-tier subcontractors.
 - ii. SAVE Affidavit. In addition to E-Verify, Decide DeKalb is required by the SAVE (Systematic Alien Verification for Entitlements) program to verify the status of anyone who applies for a public benefit from Decide DeKalb. 'Benefits' are defined by state statute, O.C.G.A. §50-36-1, by federal statute, 8 U.S.C. §1611 and 8 U.S.C. §1621, and by the Office of the Attorney General of Georgia. Contracts with Decide DeKalb are considered "public benefits." Any applicant

obtaining a public benefit must show a secure and verifiable document and complete the attached SAVE Affidavit. Acceptable documents have been identified by the Office of the Attorney General. Those lists may be found at <https://law.georgia.gov/>

- F. Previous recipients, or related legal parties, of Kensington TAD grant or loan funding are not eligible to receive additional grant or loan funds for the same property, unless otherwise expressly approved by Decide DeKalb.
- G. All final grant or loan awards are subject to approval at the discretion of the Decide DeKalb Board of Directors. Decide DeKalb reserves the right to reject any and all applications, to request additional information from some or all applicants, to waive or modify stated application requirements specific to the circumstances of a project, amend/modify the application and the process itself, or to discontinue the process at any time.

Exhibit A - Kensington TAD

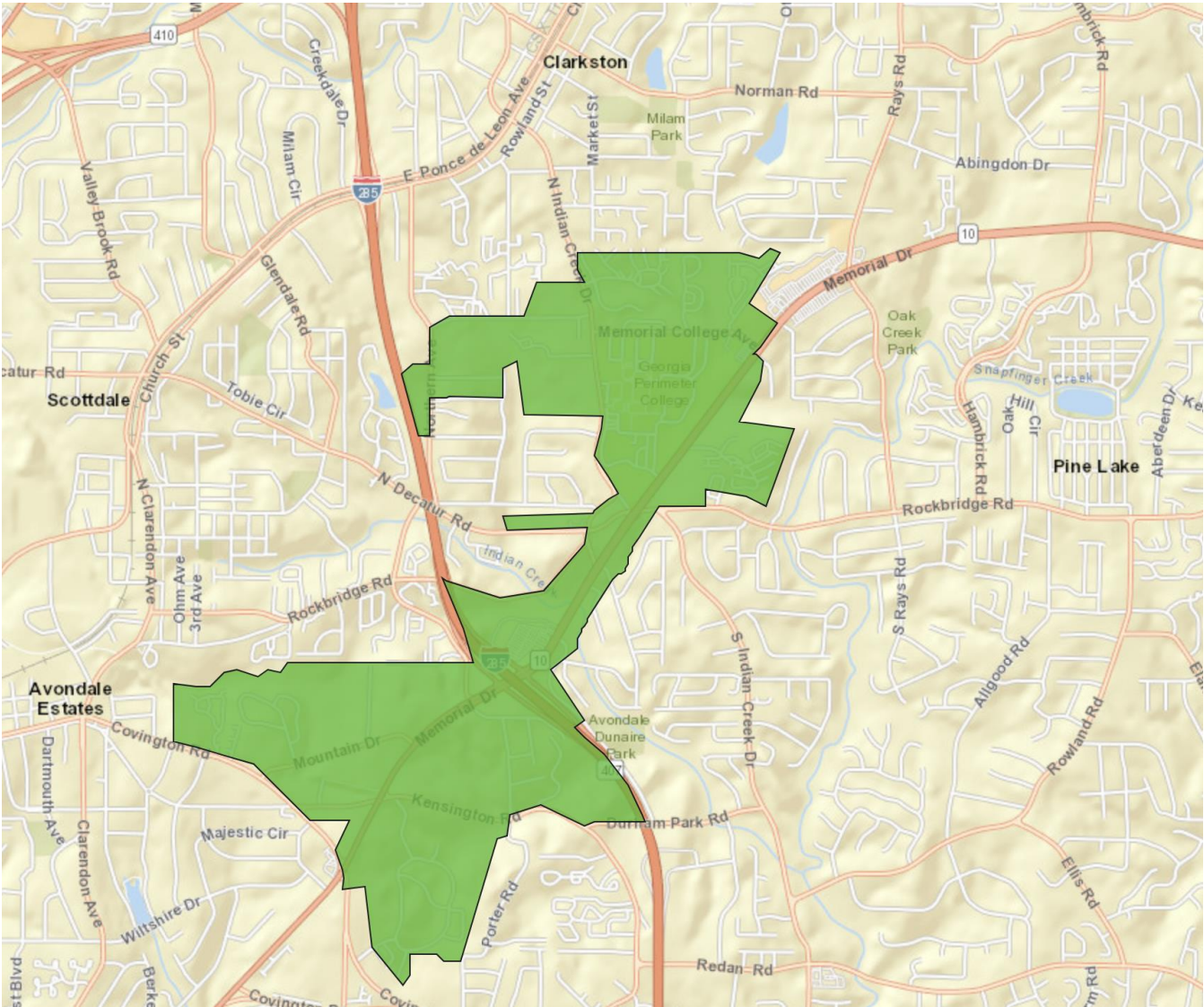
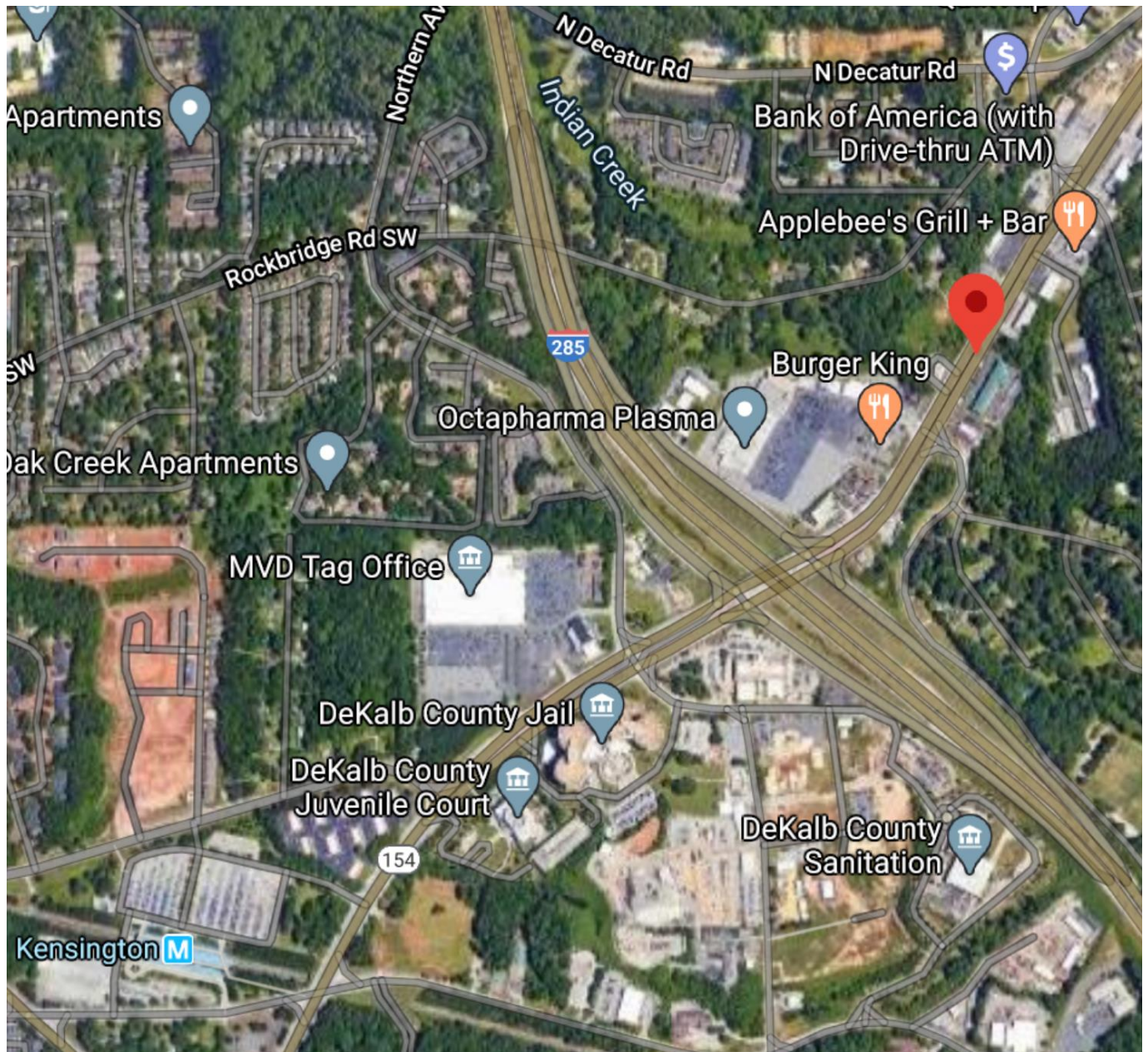


Exhibit B - Kensington TAD priority areas: Gateway West and Global City



Exhibit B - Kensington TAD priority area: Gateway West



Kensington TAD priority area: Global City

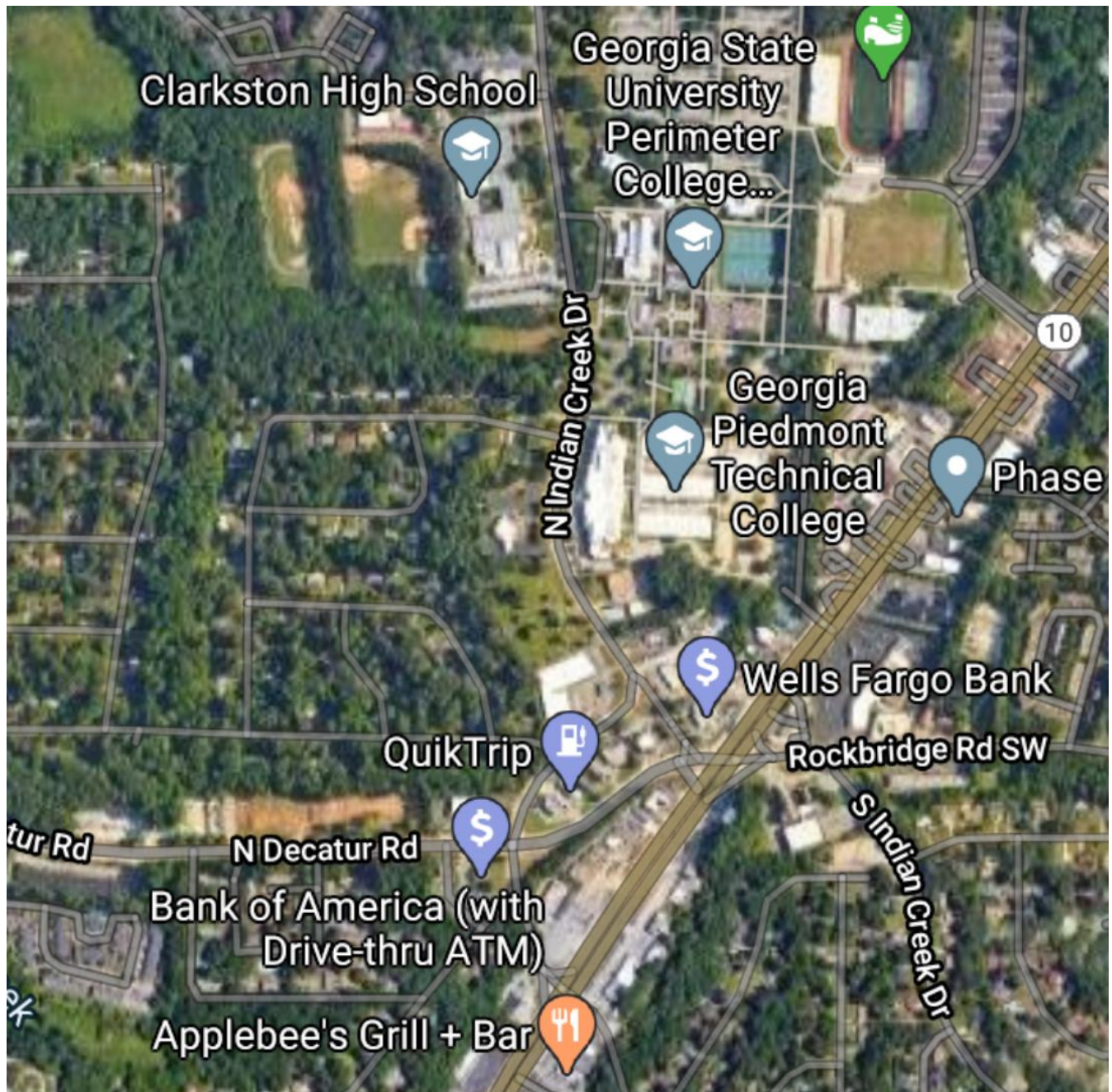


Exhibit C - E-Verify and SAVE affidavits

Contractor Affidavit and Agreement Under O.C.G.A §13-10-91(b)(1)
(Complete, sign, notarize, and submit with Application to Decide DeKalb)

By executing this affidavit, the contractor indicated below verifies its compliance with O.C.G.A. §13-10-91, stating affirmatively that the individual, firm, or corporation which is engaged in the physical performance of work or services on behalf of Development Authority of DeKalb County has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. §13-10-91. This Affidavit and Agreement shall become a part of the Contract referred to below. Furthermore, the contractor indicated below will continue to use the federal work authorization program throughout the contract period and the contractor indicated below will contract for the physical performance of work or services in satisfaction of such contract only with subcontractors who present an affidavit to the contractor with the information required by O.C.G.A. §13-10-91(b), which affidavit the contractor will maintain for inspection at any time. Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Federal Work Authorization User
Identification Number

Date of Federal Work Authorization
Registration

Name (Contractor) and Date of Contract

Name of Project

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on _____, 20____ in _____(City), _____(State).

Subscribed and sworn before me on this the
_____ day of _____, 20____.

Signature of Authorized Officer or Agent

Notary Public

Printed name and title of Authorized
Officer or Agent

My commission expires:
[NOTARY SEAL]

[To be obtained from any subcontractors]
Subcontractor Affidavit Under O.C.G.A §13-10-91(b)(3)
(Complete, sign, notarize, and submit with Application to Decide DeKalb)

By executing this affidavit, the subcontractor referred to below verifies its compliance with O.C.G.A. §13-10-91, stating affirmatively that the individual, firm, or corporation which is engaged in the physical performance of services under a contract with _____ on behalf of the Development Authority of DeKalb County has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. §13-10-91. Furthermore, the subcontractor referred to below will continue to use the federal work authorization program throughout the contract period and the subcontractor referred to below will contract for the physical performance of services in satisfaction of such contract only with sub-subcontractors who present an affidavit to the subcontractor with the information required by O.C.G.A. §13-10-91(b). Additionally, the subcontractor referred to below will forward notice of the receipt of an affidavit from a sub-subcontractor to the contractor within five (5) business days of receipt. If the subcontractor referred to below receives notice that a sub-subcontractor has received an affidavit from any other contracted sub-subcontractor, the subcontractor referred to below must forward, within five (5) business days of receipt, a copy of the notice to the contractor. Subcontractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Federal Work Authorization User
Identification Number

Date of Federal Work Authorization
Registration

Name (Contractor) and Date of Contract

Name of Project

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on _____, 20____ in _____(City), _____(State).

Subscribed and sworn before me on this the
_____ day of _____, 20____.

Signature of Authorized Officer or Agent

Notary Public

Printed name and title of Authorized
Officer or Agent

My commission expires:
[NOTARY SEAL]

SAVE Affidavit in Accordance With O.C.G.A §50-36-1(e)(2)
(Complete, sign, notarize, and submit with Application to Decide DeKalb)

By executing this affidavit under oath, as an officer as indicated below for an applicant for a benefit from Decide DeKalb, the undersigned verifies one of the following with respect to the application:

- 1) _____ I am a United States citizen **OR**
2) _____ I am a legal permanent resident of the United States **OR**
3) _____ I am a qualified alien or non-immigrant under the Federal Immigration and Nationality Act with an alien number issued by the Department of Homeland Security or other federal immigration agency. My alien number issued by the Department of Homeland Security or other federal immigration agency is: _____.

The undersigned also hereby verifies that he or she is 18 years of age or older and has provided a copy of at least one secure and verifiable document, as required by O.C.G.A. §50-36-1(e)(1), with this affidavit.

The secure and verifiable document provided with this affidavit can best be classified as:

- ☐ Driver's license
☐ Other (describe): _____

The undersigned further verifies that the applicant company has no more than 15 percent of its assets in a sanctioned country and it derives no more than 15 percent of its operating income from sanctioned persons or sanctioned countries, as such terms are used under programs operated by the US Treasury's Office of Foreign Assets Control or successor.

In making the above representation under oath, I understand that any person who knowingly and willfully makes a false, fictitious, or fraudulent statement or representation in an affidavit shall be guilty of a violation of O.C.G.A. §16-10-20, and face criminal penalties as allowed by such criminal statute.

Executed on _____, 20____ in _____(City), _____(State).

Subscribed and sworn before me on this the

_____ day of _____, 20____.

Notary Public

My commission expires:
[NOTARY SEAL]

Signature of Officer of Applicant

Printed name of Officer of Applicant

Name of Applicant Company

State of Organization of Applicant Company

Programs

Corridor Streetscape and Façade Improvement Grant
Safety, Security, and Quality-of-Life Improvement Grant

Corridor Streetscape Improvements and Façade Improvement Grant (CSFIG)

Decide DeKalb intends to utilize the limited, available Kensington TAD tax increment to provide matching grant or loan awards toward streetscape improvements and modern, enhancement improvements of the exterior aesthetics of buildings. With limited funding of \$135,000, Decide DeKalb invites commercial property and small business owners seeking to make streetscape and façade improvements to properties within the Kensington TAD to apply for grant or loan funding from the CSFIG program.

Grant and Loan Award

Applicants may apply for the following grant or loan awards:

- Property owners are eligible to apply for reimbursement of up to one-third (33.33 percent) of qualified streetscape and exterior renovation project costs;
- Business owners (tenants) are eligible to apply for reimbursement of up to one-third (33.33 percent) of qualified streetscape and exterior renovation project costs.

Objectives

CSFIG program goals are to:

- Enhance the appearance of commercial areas while building a safer, more attractive, and more stable corridor;
- Enhance the streetscapes of the corridor to address pedestrian and bicyclist safety and needs;
- Help new and established businesses attract customers and generate increased revenues;
- Support public transportation/MARTA and generate ridership;
- Leverage private investment; and
- Complement other community revitalization efforts.

Eligibilities and Requirements

Streetscape improvements should contribute to the safety and needs of pedestrians and bicyclists. These improvements must be comprehensive and incorporate safety and security enhancements to several components of the existing streetscape. Examples of eligible improvements include landscaping medians, implementing a connected trail network, reducing large setbacks, connecting the corridor to public transportation, and creating buffer zones between vehicular traffic and sidewalks.

Façade improvements should contribute to the visual enhancement of the exterior of the subject property as viewed from the public right-of-way. Improvements must be comprehensive and incorporate enhancements/additions to several components of the existing façade. Examples of eligible improvements include painting, lighting, windows, doors, stucco, tile, signage, canopies, awnings, and sidewalk repair.

Projects **MUST** meet the following requirements to be eligible for Kensington TAD funding under the CSFIG program:

- Be located within the geography of the Kensington TAD boundaries (see **Exhibit A**);
- Evidence property control and project readiness and financial feasibility through either a deed, lease, or contract/option. Business owners leasing space are eligible to apply to the CSFIG program if:
 - Tenants can provide a current lease with a minimum of five (5) years remaining from the date of application, or can provide evidence that the business has been operating in the TAD area for a minimum of five (5) years
 - Tenants can provide written approval from the property owner to participate in the CSFIG program to proceed with the improvements
- Provide a minimum equity of commitment of two-thirds (66.67 percent) of total project costs upfront from private financing.

The following property types are specifically **excluded** from the CSFIG program:

- New construction;
- Properties owned or occupied by a government or public agency;
- Properties used entirely for residential purposes; and
- Churches and religious institution facilities (commercial buildings owned by churches or religious institutions are eligible).

Grant and Loan Funding

Upon execution of a Kensington TAD Development Agreement, grant or loan funds will be distributed on a reimbursement basis, “*pari passu*,” or at the same rate, with other committed financial sources. Requisitions for grant or loan funds cannot be submitted more frequently than on a monthly (30-day) basis and are subject to the terms and conditions identified in the development agreement.

Fee Structure

All fees are **non-refundable**.

Application Fee: Equal to \$500.00 USD payable to Decide DeKalb and due upon submission.

Commitment Fee: Equal to \$1,000.00 USD payable to Decide DeKalb and due upon Decide DeKalb Board of Directors' approval of the project.

Project Evaluation Criteria

In addition to meeting the statutory and project requirements, applications will be closely evaluated on the following criteria:

A. **Developer qualifications and experience** (15 percent)

- Qualified development team, including an overview of MBEs, FBEs, and SBEs that are proposed to perform commercially useful functions in the project;
- Demonstrated experience developing similar product types of a similar scale.

B. **Project readiness and financial feasibility** (25 percent)

- Documented evidence of site control (contract/deed/ground lease);
- Entitlement progress through a public hearing (neighborhood support/zoning compliance/permits);
- Detailed architectural drawings (project renderings, building elevations) and detailed construction cost estimates (hard cost bids from two separate general contractors);
- Identified/committed financial sources through documented evidence of signed Letters of Interest (LOIs) or term sheets from debt/equity sources, loan agreements, or applicant cash reserves for non-TAD funded portion of project; and
- Identified tenants.

C. **Project impact and community revitalization** (60 percent)

- **Reduction of vacancy and obsolescence:** Directly activates and/or reuses vacant or obsolete buildings and parking lots or indirectly contributes to the repositioning of the TAD area and the surrounding neighborhoods to compete more effectively, regionally and nationally; thus, attracting and retaining new or existing tenants.
- **Transit orientation:** Leverage proximity to MARTA transit stations, bus stops, and/or current or future MARTA locations, as well as supports the use of existing and planned bike lane/s paths to promote alternative transportation modes and reduce transportation costs for local households and businesses.

- **Architecture and urban design:** Contribute to significant safety, security, and visual improvement of the exterior of the existing or future buildings and surrounding neighborhood by applying best practices in urban design and placemaking. This includes exemplary or contextual architectural features, beautification of public realm (landscaping/streetscaping, lighting, water features, public art, etc.), and activated ground floor uses.
- **Established business:** Support the improvement or expansion of an existing business/organization/institution that has been operating in the Kensington TAD for a minimum of five (5) years.
- **Priority areas and project types:** Prioritize the Gateway West and Global City areas with projects that reflect the best potential for each area. For Gateway West, it includes various development including public squares, green spaces, and mixed-use buildings that attract regional interest. For Global City, recognize the opportunity to enhance and express the cultural diversity already present in the area while embracing a more urban environment and leveraging the business of students from Georgia State University's Clarkston Campus and Georgia Piedmont Technical College who visit the area.

Grant and Loan Award Process

All final grant or loan awards are subject to approval at the discretion of the Decide DeKalb Board of Directors. Decide DeKalb will accept grant or loan applications on an "open" or "rolling" basis. Thus, there is no submission deadline unless otherwise stated. Upon receipt, Decide DeKalb staff will review applications in accordance with the outlined evaluation criteria prior to making a decision to recommend an award for grant or loan funding. Upon presentation of a resolution to award grant or loan dollars, the Decide DeKalb Board of Directors will determine to approve (or disapprove) said resolution up to a maximum grant or loan amount and subject to the term and conditions of an executed development agreement. The process for awarding grant or loan dollars includes the following steps:

1. Receipt of application
2. Project evaluation
3. Presentation to TAD Advisory Committee
4. Presentation to Decide DeKalb Board of Directors' Project Incentives Review Sub-committee
5. Presentation and approval at Decide DeKalb Board of Directors
6. Negotiation and execution of TAD Development Agreement

Decide DeKalb reserves the right to reject any and all applications, to request additional information from some or all applicants, to amend/modify the application and the process itself, or to discontinue the process at any time.

Application Components

All qualifying applications must include the following components:

- **Cover letter** – Signed letter stating project understanding, description of team members, and qualifications for project selection and execution.
- **Application fee**
- **TAD application**
- **Supporting documentation**

Application Submission

Applications must be submitted in hard copy (one original) and on removable thumb drive in Portable Document Format (PDF) and Word formats. Applications should include all identified components (signed cover letter, application fee, completed TAD application, and all required supporting documentation). Please address applications to:

Jen Hagler – Manager, Redevelopment and Strategic Initiatives
Decide DeKalb
One West Court Square
Suite 460
Decatur, Georgia 30030
jhagler@decidedekalb.com

Inquiries

All inquiries regarding the Kensington TAD program guidelines or application must be received in writing via email. Questions must be submitted to Jen Hagler at jhagler@decidedekalb.com.

Safety, Security, and Quality-of-Life Improvement Grant (SSQLIG)

Decide DeKalb intends to utilize the limited, available Kensington TAD tax increment to provide financing for safety and security services and quality-of-life enhancements. With limited funding of \$135,000, Decide DeKalb invites non-profit organizations/institutions, community-oriented businesses, and individuals in the Kensington TAD to apply for grant or loan funding from the Kensington SSQLIG program.

Grant and Loan Award

Applicants may apply for the following grant or loan based on the size of the total investment of the project, including eligible acquisition costs (if under contract or purchased from an unrelated legal entity within the previous 12 months of the date of application), hard costs (interior and exterior), and soft costs (see TAD Requirements):

- Projects are eligible for reimbursement of up to one-third (33.33 percent) of qualified safety, security, and quality-of-life improvement project costs.

Applicants are encouraged to request no more than the identified maximum; however, Decide DeKalb staff will evaluate each project on its own merit to determine the financial need. At its discretion, Decide DeKalb staff will provide a recommendation on whether the requested amount should be increased or decreased, depending on a variety of factors, including but not limited to financial need, community impact, etc. In addition, all final grant or loan awards are subject to approval at the discretion of the Decide DeKalb Board of Directors.

Objectives

Decide DeKalb's primary objectives for projects seeking to apply for the Kensington TAD funding through the SSQLIG program include:

- Increase safety and security:
 - Address safety and security in the area in an explicitly visible manner;
 - Enhance the streetscapes of the corridor to address pedestrian and bicyclist safety;
 - Enhance the safety and security of the corridor to address pedestrian and bicyclist needs;
 - Partner with a local security firm to supplement security and safety measures for pedestrians and bicyclists;
 - Increase the presence of security cameras and active monitoring;
 - Reduce crime; and

- Create buffer zones between vehicular traffic and sidewalks.
- Provide quality-of-life amenities, including:
 - Gateway features at the ends of the corridors on Memorial Drive;
 - Trails and an active mode network for pedestrians and bicyclists;
 - Tree cover along the corridor with park features and trails;
 - Connections to the Kensington and Indian Creek MARTA stations;
 - Connectivity within the corridor;
 - Arts, cultural resources, public events, and tactical urbanism;
 - Green space and food tours; and
 - Environmental mitigation.

Eligibilities and Requirements

Quality-of-life improvements should contribute to the safety and needs of pedestrians, bicyclists, and residents. These improvements must be comprehensive and incorporate safety, security, and quality-of-life enhancements to several components of community services. Examples of eligible improvements include tree cover along the corridor, arts, public events, tactical urbanism, green space and open space, and visible security measures.

Projects **MUST** meet the following requirements to be eligible for Kensington TAD funding under the SSQLIG program:

- Be located within the geography of the Kensington TAD boundaries (see **Exhibit A**);
- Provide a minimum equity of commitment of two-thirds (66.67 percent) of total project costs;
- Have a minimum project size of \$50,000.00; and
- Evidence property control and project readiness and financial feasibility through either a recorded deed, contract/option, or ground lease.

Grant and Loan Funding

Upon execution of a Kensington TAD Development Agreement, grant or loan funds will be distributed on a reimbursement basis, “*pari passu*,” or at the same rate, with other committed financial sources. Requisitions for grant or loan funds cannot be submitted more frequently than on a monthly (30-day) basis and are subject to the terms and conditions identified in the development agreement.

Fee Structure

All fees are **non-refundable**.

Application Fee: Equal to \$500.00 USD payable to Decide DeKalb and due upon submission.

Commitment Fee: Equal to \$1,000.00 USD payable to Decide DeKalb and due upon Decide DeKalb Board of Directors' approval of the project.

Project Evaluation Criteria

In addition to meeting the statutory and project requirements, applications will be closely evaluated on the following criteria:

A. **Developer qualifications and experience** (15 percent)

- Qualified development team, including an overview of MBEs, FBEs, and SBEs that are proposed to perform commercially useful functions in the project
- Demonstrated experience developing similar product types of a similar scale.

B. **Project readiness and financial sustainability** (25 percent)

- Documented evidence of site control (contract/deed/ground lease);
- Entitlement progress (neighborhood support/zoning compliance/ permits);
- Detailed architectural drawings (project renderings, building elevations) and detailed construction cost estimates (hard cost bids from two separate general contractors);
- Identified/committed financial sources through documented evidence of signed Letters of Interest (LOIs) or term sheets from debt/equity sources, loan agreements, or applicant cash reserves for non-TAD funded portion of project;
- Demonstrated inability to raise requested grant or loan amount toward the project from traditional sources of private financing; and
- Demonstrated financial sustainability over the long-term (after TAD grant or loan assistance).

C. **Project impact and community revitalization** (60 percent)

- **Reduction of vacancy and obsolescence:** Directly activate and/or reuse vacant or obsolete buildings and parking lots or indirectly contributes to the repositioning of TAD area and the surrounding neighborhoods to compete more effectively, regionally and nationally; thus, attracting and retaining new or existing tenants.
- **Transit orientation:** Leverage proximity to MARTA transit stations, bus stops, and/or current or future MARTA locations, as well as supports the use of existing and planned bike lane/s paths to promote alternative transportation modes and reduce transportation costs for local households and businesses.
- **Architecture and urban design:** Contribute to significant safety, security, and visual improvement of the exterior of the existing or future buildings and surrounding neighborhood by applying best practices in urban design and placemaking. This includes

exemplary or contextual architectural features, beautification of public realm (landscaping/streetscaping, lighting, water features, public art, etc.), and activated ground floor uses.

- **Priority areas and project types:** Prioritize the Gateway West and Global City areas with projects that reflect the best potential for each area. For Gateway West, it includes various development including public squares, green spaces, and mixed-use buildings that attract regional interest. For Global City, recognize the opportunity to enhance and express the cultural diversity already present in the area while embracing a more urban environment and leveraging the business of students from Georgia State University's Clarkston Campus and Georgia Piedmont Technical College who visit the area.
- **Community benefit** (50 percent of project impact and community revitalization): Project specifically addresses one or more of the following:
 - Gateway features at the ends of the corridors on Memorial Drive
 - Trails and an active mode network for pedestrians and bicyclists
 - Tree cover along the corridor with park features and trails
 - Connections to the Kensington and Indian Creek MARTA stations
 - Connectivity within the corridor
 - Walkable block sizes with smaller setbacks
 - Arts, cultural resources, public events, and tactical urbanism
 - Green space and food tours
 - Environmental mitigation

Grant and Loan Award Process

All final grant or loan awards are subject to approval at the discretion of the Decide DeKalb Board of Directors. Decide DeKalb will accept grant or loan applications on an "open" or "rolling" basis. Thus, there is no submission deadline unless otherwise stated. Upon receipt, Decide DeKalb staff will review applications in accordance with the outlined evaluation criteria prior to making a decision to recommend an award for grant or loan funding. Upon presentation of a resolution to award grant or loan dollars, the Decide DeKalb Board of Directors will determine to approve (or disapprove) said resolution up to a maximum grant or loan amount and subject to the term and conditions of an executed development agreement. The process for awarding grant or loan dollars includes the following steps:

1. Receipt of application
2. Project evaluation
3. Presentation to TAD Advisory Committee
4. Presentation to Decide DeKalb Board of Directors' Project Incentives Review Sub-committee
5. Presentation and approval at Decide DeKalb Board of Directors
6. Negotiation and execution of TAD Development Agreement

Decide DeKalb reserves the right to reject any, and all, applications, to request additional information from some or all applicants, to amend/modify the application and the process itself, or to discontinue the process at any time.

Application Components

All qualifying applications must include the following components:

- **Cover letter** – Signed letter stating project understanding, description of team members, and qualifications for project selection and execution.
- **Application fee**
- **TAD application**
- **Supporting documentation**

Application Submission

Applications must be submitted in hard copy (one original) and on removable thumb drive in Portable Document Format (PDF) and Word formats. Applications should include all identified components (signed cover letter, application fee, completed TAD application, and all required supporting documentation). Please address applications to:

Jen Hagler - Manager, Redevelopment and Strategic Initiatives
Decide DeKalb
One West Court Square
Suite 460
Decatur, Georgia 30030
jhagler@decidedekalb.com

Inquiries

All inquiries regarding the Kensington TAD program guidelines or application must be received in writing via email. Questions must be submitted to Jen Hagler at jhagler@decidedekalb.com.