

SCRA/BOC/County Staff South Cobb Work Program 2012 to 2016

This document does not include all of the items identified in the South Cobb Implementation Strategy. Only items that can be achieved and have a funding commitment/decision by BOC or SCRA or will have a large impact on the development of the area are included (depending on the commitment of funding). Other items which are part of the routine nature of an organization are not included.

2012

Expand Enterprise Zone and Opportunity Zone in South Cobb area to align with South Cobb Redevelopment Authority (SCRA) boundary.

Start Date: March 2012

Completion: May 2012

Funding: Not applicable

Decision Points: Approval - BOC May 22, 2012

Lead Department: ED

Partners: Not applicable

SCRA liaison – Not applicable

Funding Matrix & Apartment Acquisition consultant contract/deliverables for Six Flags

Start Date: May 2012

Completion: September 2012 (DCA) & March 2013 (HUD)

Funding: NSP funds, South Cobb Redevelopment grant, other funding

Decision Points: Contract Approval - SCRA May 2, 2012 & BOC May 8, 2012

Lead Department: ED

Partners: ComDev, CDBG, and SCRA

SCRA liaison - TBD

Coordination between Don Wix of the Development Authority of Cobb County (DACC) and Ford Thigpen of the South Cobb Redevelopment Authority (SCRA) to negotiate funding for SCRA staffing

Start Date: May 2012

Completion: May 2012

Funding: Not applicable

Decision Points: Vote by SCRA & DACC - May/June 2012

Lead Department: SCRA & DACC

SCRA liaison – Ford Thigpen

Prepare an SCRA and BOC Intergovernmental Agreement and Work Program Agenda Item for consideration

Start Date: April 2012

Completion: May 2012

Funding: Not applicable

Decision Points: Approval - SCRA May 21, 2012 & BOC May 22, 2012

Lead Department: ComDev

Partners: ED, SCRA, & BOC

SCRA liaison – full SCRA

Prepare an agenda item for the provision of seed money to the SCRA for start-up operations

Start Date: April 2012

Completion: May 22, 2012

Funding: TBD

Decision Points: Approval - BOC May 22, 2012 & SCRA June 18, 2012

Lead Department: ED

Partners: ComDev

SCRA liaison – Ford Thigpen

Consideration of governance structure/model for SCRA

Start Date: April 2012

Completion: May 2012

Funding: Not applicable

Decision Points: Approval - SCRA May 21, 2012 or June 18, 2012

Lead Department: ComDev

Partners: ED, Legal & SCRA

SCRA liaison – full SCRA

Prepare for and conduct a Joint BOC-SCRA Work Session to focus on needs of South Cobb

Start Date: July 24, 2012

Completion: on-going yearly item

Funding: Not applicable

Decision Points: Not applicable

Lead Department: ComDev

Partners: ED, SCRA, BOC, and South Cobb Taskforce

SCRA liaison – full SCRA

Prepare revision to Tax Allocation District policies and procedures

Start Date: May 2012

Completion date: July 6, 2012

Funding: Not applicable

Decision Points: Approval - BOC July 24, 2012

Lead Department: ED

Partners: ComDev, BOC, BOE, SCRA, & TAD Advisory Committee

SCRA liaison - TBD

Feasibility of creating a TAD for Six Flags Area

Start Date: March 2012

Completion date: December 2012

Funding: Six Flags LCI, South Cobb Redevelopment grant, and staff time/resources

Decision Points for TAD adoption (if appropriate): Approval - BOC & BOE December 2012

Lead Department: ED

Partners: ComDev, BOC, BOE, SCRA, & TAD Advisory Committee

SCRA liaison - TBD

Feasibility of creating a TAD for Mableton

Start Date: March 2012

Completion date: December 2012

Funding: Money has not been identified to update the economic analysis previously conducted in 2006

Decision Point for funding economic analysis: BOC - August 14, 2012

Decision Points for TAD adoption (if appropriate): Approval - BOC & BOE December 2012

Lead Department: ED

Partners: ComDev, BOC, BOE, SCRA, & TAD Advisory Committee

SCRA liaison - TBD

Conduct a Development Seminar in South Cobb focusing on minority owned firms

Start Date: April 2012

Completion date: October 2012

Funding: Not applicable

Decision Points: Not applicable

Lead Department: ComDev

Partners: ED

SCRA liaison - Not applicable

Complete the necessary steps to initiative a Section 108 loan from CDBG to assist with funding for improvements on Six Flags Drive

Start date: January 2012

Completion date: August 2012

Funding: Not applicable

Impacts: Future CDBG allocations will need to be dedicated as leverage

Decision Point for areas to amend current CDBG allocation: May 2012

Decision Point for adoption of Section 108 loan between Cobb County and HUD: BOC - August 28, 2012

Lead Department: ED & CDBG

Partners: ComDev, BOC, and SCRA

SCRA liaison - TBD

Develop materials to highlight the Town Green in front of the Mableton Post Office.

Completion date: November 2012

Funding: Not Applicable

Impact: This material will be used to assist our federal lobbyist in working with the General Services Administration

Decision Points: Not applicable

Lead Department: ComDev

Partners: Communications, ED, and BOC

SCRA liaison – TBD

Establish the South Cobb Redevelopment Authority and South Cobb Implementation Strategy websites and keep up-to-date.

Completion date: June 29, 2012
Funding: Not Applicable
Decision Points: Not applicable
Lead Department: ComDev
Partners: Communications, ED, and DOT
SCRA liaison – TBD

Identify target locations for apartment purchases on Six Flags Drive

Start Date: January 2012
Completion date: August 2012
Funding: Not applicable
Decision Points: BOC & SCRA to be briefed in executive session on target locations
Lead Department: ED/ComDev
Partners: Legal
SCRA liaison - TBD

Implement SPLOST & other improvements in Six Flags, Mableton, and River Line

Start Date: 2012
Completion date: 2015
Funding: SPLOST & other transportation allocations
Decision Points: To be conducted on a project by project basis
Lead Department: DOT & PRCA
Partners: SPLOST Oversight Committee
SCRA liaison - Not applicable

2013

Develop an Intergovernmental Agreement between Cobb County and the South Cobb Redevelopment Authority concerning issuance and management of TAD bonds.

Start Date: 2012
Completion date: 2015
Funding: SPLOST & other transportation allocations
Decision Points: To be conducted on a project by project basis
Lead Department: DOT & PRCA
Partners: SPLOST Oversight Committee
SCRA liaison - Not applicable

Complete purchase of apartments on Six Flags Drive for land banking purposes

Start Date: 2012
Completion date: March 2013
Funding: NSP & other funds identified by consultant
Decision Points: BOC & SCRA decision to approve purchase and transfer of rights
Lead Department: SCRA & BOC
Partners: ED, ComDev, & Legal
SCRA liaison - TBD

Create and manage a community taskforce to involve the residents and business owners on BOC, SCRA, and staff decisions to improve South Cobb

(This item is contingent on the action above and the ability to leverage financing in Mableton and Six Flags Drive)

Create Taskforce by June 2013

Convene 1st meeting of the Taskforce by August/September 2013

Funding: Not applicable

Decision Points: SCRA & BOC – April 2013

Lead Department: ComDev

Partners: ED and SCRA

SCRA liaison - TBD

Develop a branding strategy for South Cobb focusing on the three nodes (facts to counter inaccurate opinions, public perceptions, & develop way-finding signage designs).

Start Date: 2013 (after operating funds have been generated through Section 108 loans, TAD bonds, or other revenue sources)

Completion date: 2014

Funding: Money has not been programmed to undertake this effort (TAD, CDBG)

Decision Points for release of RFP: SCRA - 2013

Decision Points for consultant contract approval: SCRA - 2013

Decision Point for acceptance of branding strategy: SCRA & BOC - 2014

Decision Points for release of RFP to construct and install wayfinding signage: SCRA - 2014

Decision Points for contractor contract for wayfinding signage: SCRA & BOC 2014

Lead Department: SCRA & BOC

Partners: ComDev, BOE, & DOT

SCRA liaison - TBD

Work with Cobb County's federal lobbyist in to obtain an agreement with the General Services Administration for the Town Green in front of the Post Office

Start discussion: January 2013

Completion date: TBD

Funding: TBD

Impact: We need to have the lobbyist contract approved and future funding will need to be identified to construct the Town Green as well as providing parking and access for the Post Office

Decision Point: BOC to approve contract with federal lobbyist - 2012

Decision Point: Chairman needs to authorize lobbyist to pursue discussions with GSA - 2013

Lead Department: ComDev

Partners: ED and BOC

SCRA liaison - TBD

Investigate powers of and methods to create an Urban Redevelopment Authority (can be same board as SCRA) for South Cobb to add additional powers to support redevelopment in South Cobb.

Start date: February 2013

Completion date: April 2013

Funding: Not Applicable

Decision Points: Not applicable

Lead Department: ED

Partners: SCRA & BOC

SCRA liaison - TBD

Designate the Mableton Area and the Six Flags Area into the Commercial and Industrial Property Rehabilitation Program

Start date: October 2012

Completion date: February 26, 2013

Funding: Not Applicable

Impact: This action will authorize additional building and development incentives for redevelopment

Decision Points: Approval of code amendment – BOC February 26, 2013

Lead Department: ComDev

Partners: ED & BOC

SCRA liaison – Not Applicable

Create one page sheets for builders/developers/property owners to facilitate development under the Mableton Form-based Redevelopment District

Start date: March 2013

Completion date: June 2013

Funding: Not Applicable

Decision Points: Not Applicable

Lead Department: ComDev

Partners: Communications

SCRA liaison - TBD

Coordinate discussions between the Six Flags COZ (United Way Opportunity Zone) and the redevelopment initiative on Six Flags Drive.

Start date: March 2013

Completion date: Ongoing action

Funding: Not Applicable

Decision Points: Not Applicable

Lead Department: ComDev

Partners: ED, SCRA, Austell Community Taskforce, & Center for Family Resources

SCRA liaison - TBD

Develop a mechanism to track and communicate progress on implementing the South Cobb Implementation Strategy

Start date: September 2013

Completion date: November 2013 & yearly

Funding: Not Applicable

Decision Points: Not Applicable

Lead Department: ComDev

Partners: ED, SCRA, BOC, & Communications

SCRA liaison - TBD

2014

Investigate regional detention for the Mableton area as a way to support the preferred development of this area.

Start date: April 2014

Completion date: TBD

Funding: Funding will need to be identified to hire a consultant to conduct the feasibility research and undertake design engineering design for a regional detention facility.

Decision Point: BOC to release RFP for design services – 2014

Decision Point: BOC to authorize contract for design services – 2014

Lead Department: Water

Partners: ComDev, & BOC

SCRA liaison - TBD

Hire a firm to develop a more creative on-line presence for Economic Development, the South Cobb Redevelopment Authority, and the South Cobb Implementation Strategy

Start date: April 2014

Completion date: August 2014

Funding: Funding will need to be identified to hire a consultant to undertake this project

Decision Point: BOC to release RFP for design services – 2014

Decision Point: BOC to authorize contract for design services – 2014

Lead Department: ED

Partners: ComDev, SCRA, & BOC

SCRA liaison - TBD

Develop a pattern book, design guidelines, and a streetscape plan for the River Line area

Start date: June 2014

Completion date: November 2014

Funding: Funding will need to be identified to hire a consultant to generate the necessary deliverable

Decision Point: BOC to release RFP for design services – 2014

Decision Point: BOC to authorize contract for design services – 2014

Lead Department: ComDev

Partners: DOT & BOC

SCRA liaison - TBD

Redesign and construct alterations at Wallace Park

Start date: 2013

Completion date: 2014

Funding: Funding SPLOST & CDBG

Decision Point: BOC to approve alternative design - 2013

Decision Point: BOC to authorize contractor for construction – 2014

Lead Department: PRCA

Partners: BOC & CDBG

SCRA liaison – Not applicable

2015

Conduct a historic resources inventory, research historic sites, and develop an interpretive plan for South Cobb/River Line Area

Start date: April 2015

Completion date: November 2015

Funding: Funding will need to be identified to hire a consultant to generate the necessary deliverable

Decision Point: BOC to release RFP for consultant services – 2014

Decision Point: BOC to authorize contract for consultant services – 2014

Lead Department: ComDev

Partners: Historic Preservation Commission & BOC

SCRA liaison – TBD

Move the Mableton Community Garden to the new Square in front of Mableton Elementary School

Start date: October 2015

Completion date: April 2015

Funding: Corporate donations and/or community volunteers

Decision Point: BOC to authorize use of public space for a Community Garden – October 2015

Lead Department: PRCA or ComDev

Partners: BOC, BOE, & Cobb-Douglas Public Health

SCRA liaison – TBD

2016

Develop a Park Master Plan and Historic Feature protection strategy for the River Line Historic Site

Start date: October 2015

Completion date: April 2015

Funding: Corporate donations and/or community volunteers

Decision Point: BOC to authorize use of public space for a Community Garden – October 2015

Lead Department: PRCA or ComDev

Partners: BOC, BOE, & Cobb-Douglas Public Health

SCRA liaison – Not applicable