

Development PROCESS Incentives

ASSESSMENT:
We must create a means by which developers and businesses can approach the EDC with a preliminary plan.

THE CHOICE:
At this stage we can promote BETTER, MORE EFFECTIVE DEVELOPMENT without discouraging conventional efforts.

PROCESS:
The Mayor's Ad Hoc Development Process Review Committee is creating a streamlined "Standard Track" that should be a vast improvement over the previous maze.

A new, sharply defined "Standard Track" gives us the opportunity to take a clear process and "supercharge" it with elements such as online forms ("e-forms") and streamlines approvals.

Is it a "STANDARD" DEVELOPMENT?

- Is it
- Smart Growth?
 - LEED?
 - Mixed Use?
 - Targeted Location?
 - Transit-effective?
 - Local-owned?
 - Coordinated with another effort?

Will developer revise as:

- Smart Growth?
- LEED?
- Mixed Use?
- Targeted Location?
- Transit-effective?

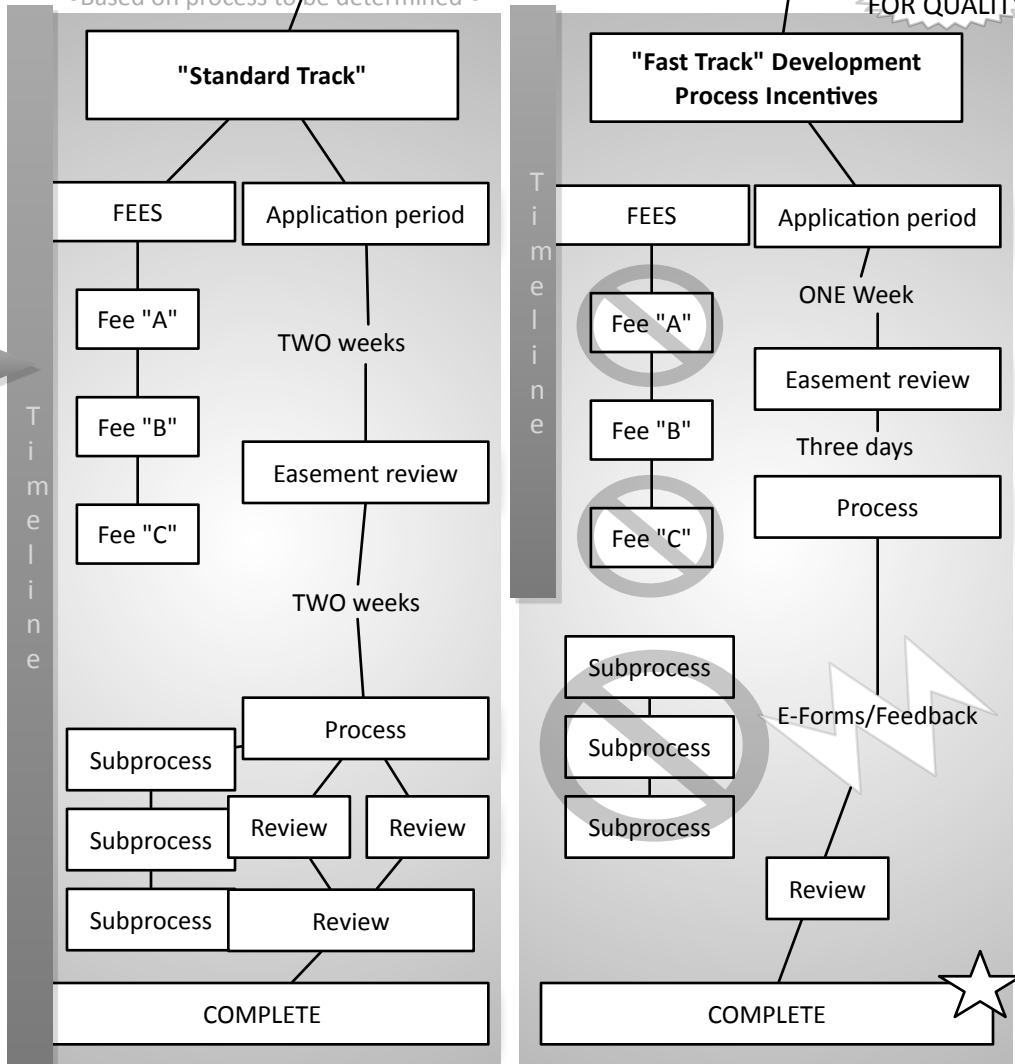
OPPORTUNITY FOR "UPGRADE"

NO

YES

REWARD FOR QUALITY

•Based on process to be determined•



City of Franklin Development PROCESS Incentives

COORDINATE with Mayor's Ad Hoc Development Process Review Committee to determine and identify what parts of process (including fees) can be waived, shortened, etc.

CREATE and ENFORCE an incentive process that is QUANTIFIABLE, PREDICTABLE, FAIR and CLEARLY EXPRESSED.

ENCOURAGE early review of site plans at inexpensive stage of development to allow community-positive revisions without undue burden on developer.

DEFINE Targets that trigger Development Process Incentives.

- Locational (create overlay map that assigns point value to certain areas of city)
- Smart Growth
- Traditional Neighborhood Development
- Locally Owned
- LEED
- Transit-effective
- Mixed Use
- Re-hab of existing building/structuretc

REASSESS Targets every 90 days in conjunction with Plan Commission.

PUBLICIZE Development Process Initiative opportunities.

PROMOTE building and design approaches that have been shown to spur further positive economic development and attract business to the community.

COOPERATE and INTERACT with Plan Commission to solidify vision and enforce clear processes.

LEVERAGE early-stage input to encourage business-positive combinations and locational synergy.