

Greetings from

CHATTANOOGA

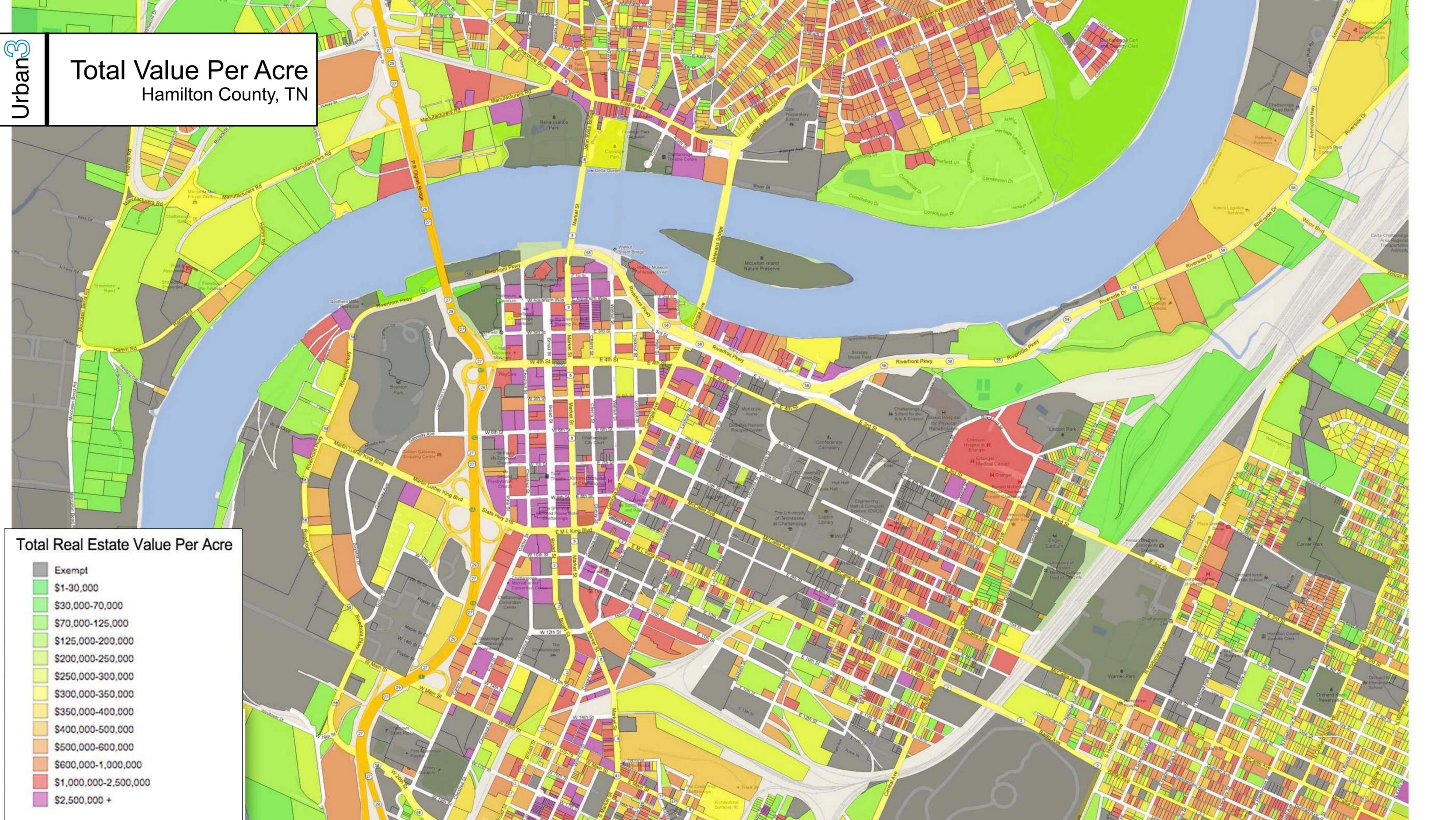
and

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 +

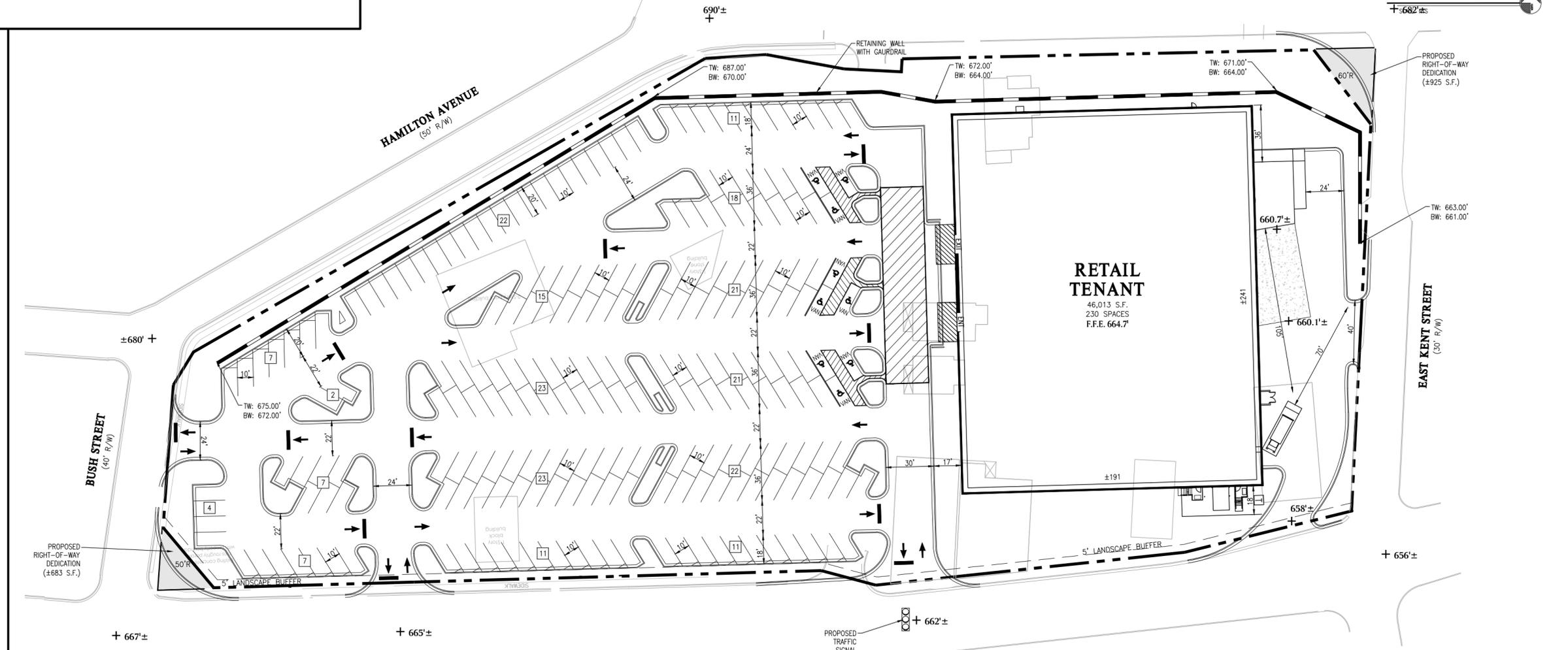
Opportunity Cost Analysis

Chattanooga, TN

Proposed Site Plan



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.

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 #: --

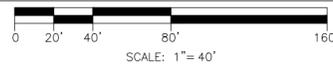
DRAWING RECORD
DRAWN BY: 2011216p7.dwg 05.18.12

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



**PRELIMINARY
SITE
PLAN**

PS-7

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 Ooltewah
54,720 Square Feet

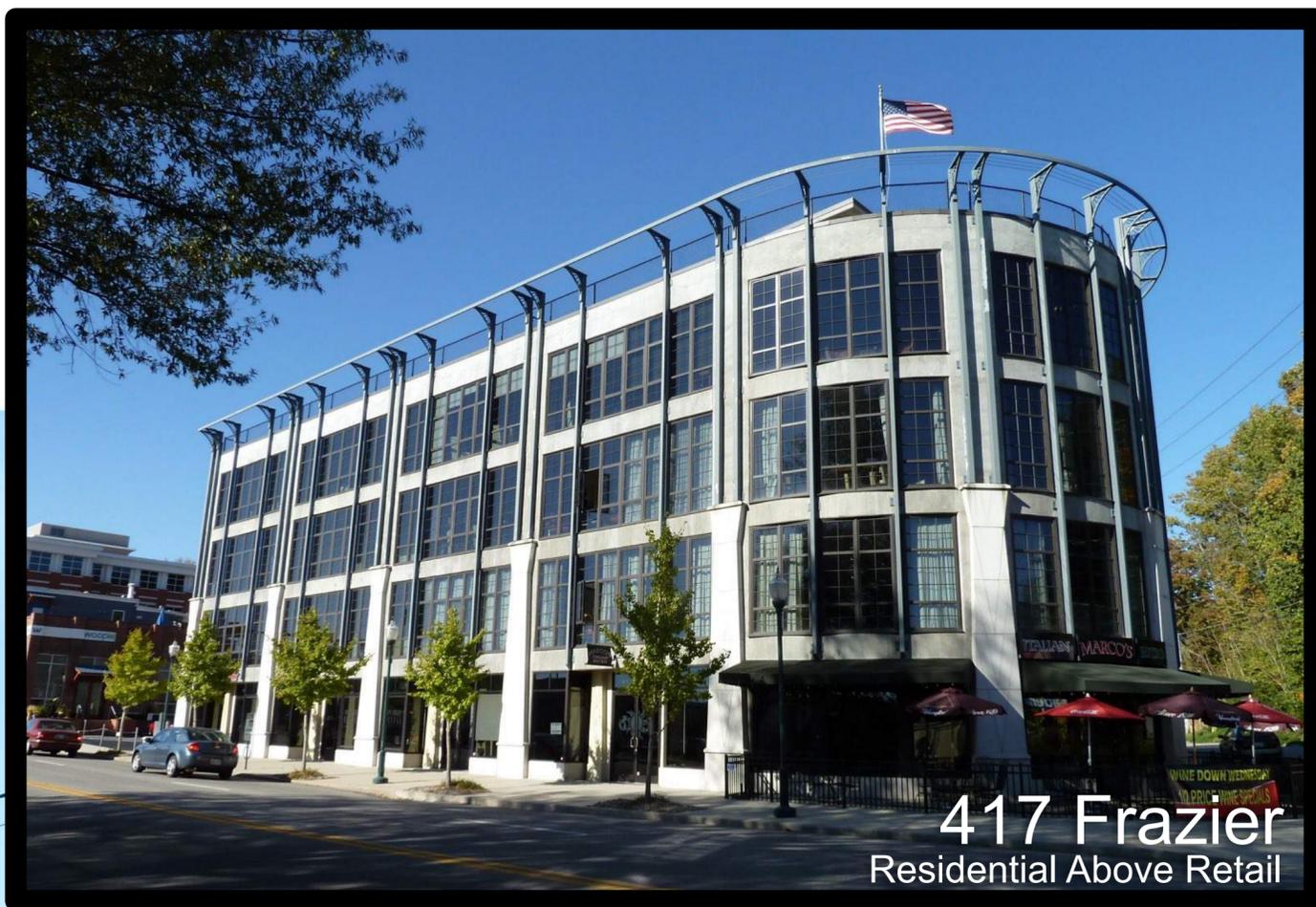


Publix on Brainerd
48,515 Square Feet

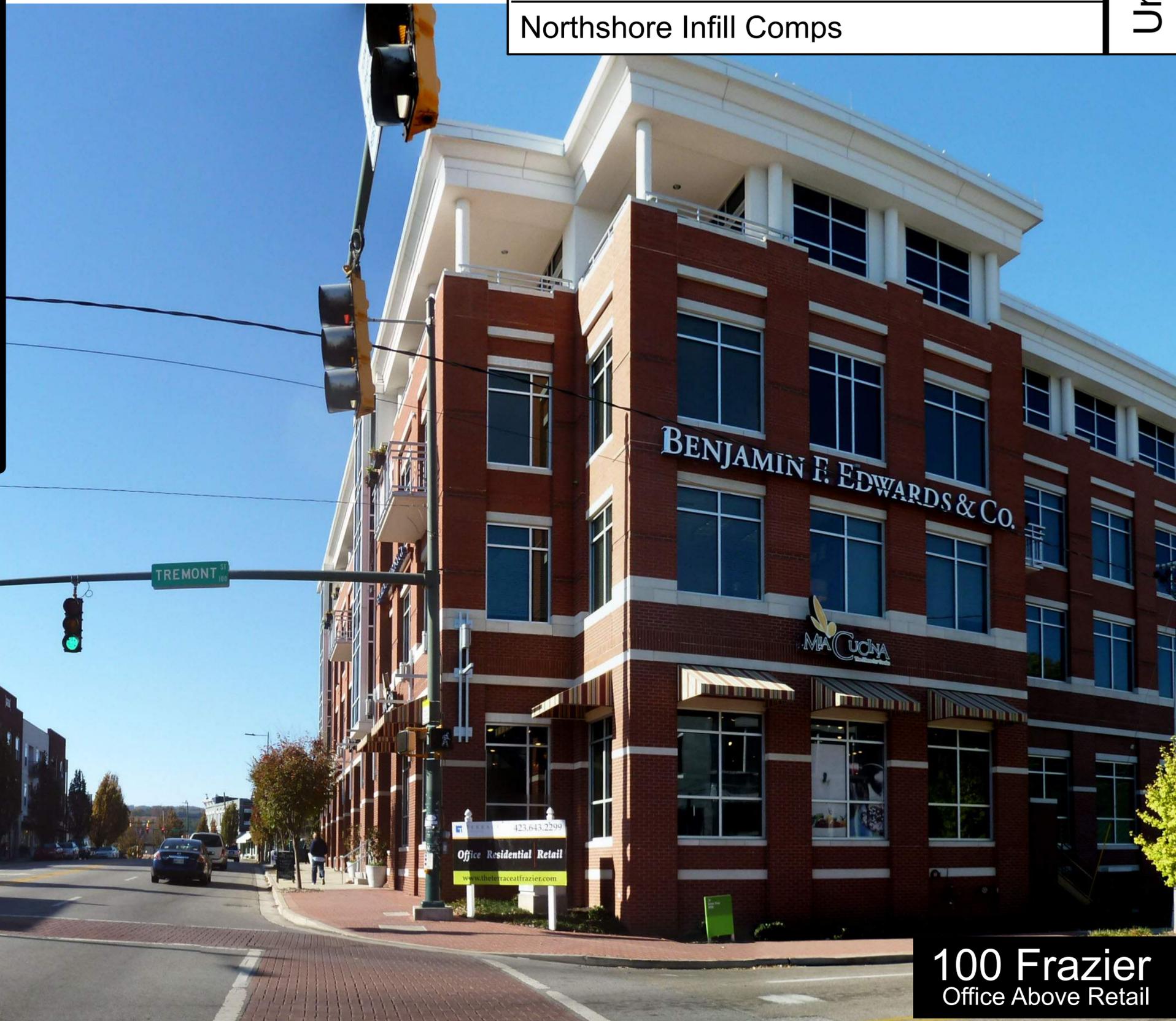
Opportunity Cost Analysis

Chattanooga, TN

Northshore Infill Comps



417 Frazier
Residential Above Retail



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)

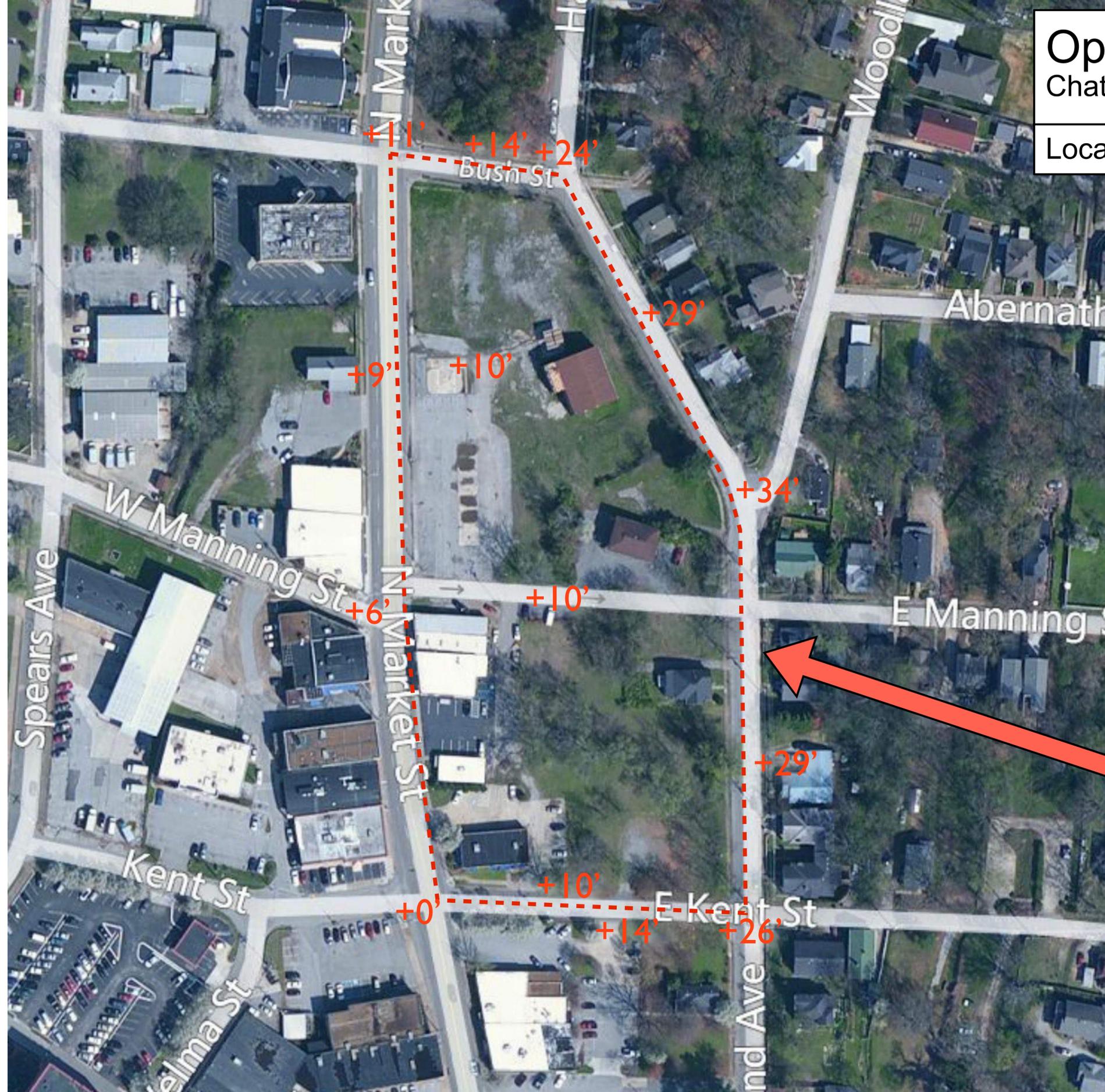


Door on the street



Main door facing parking with townhouses across the street.

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

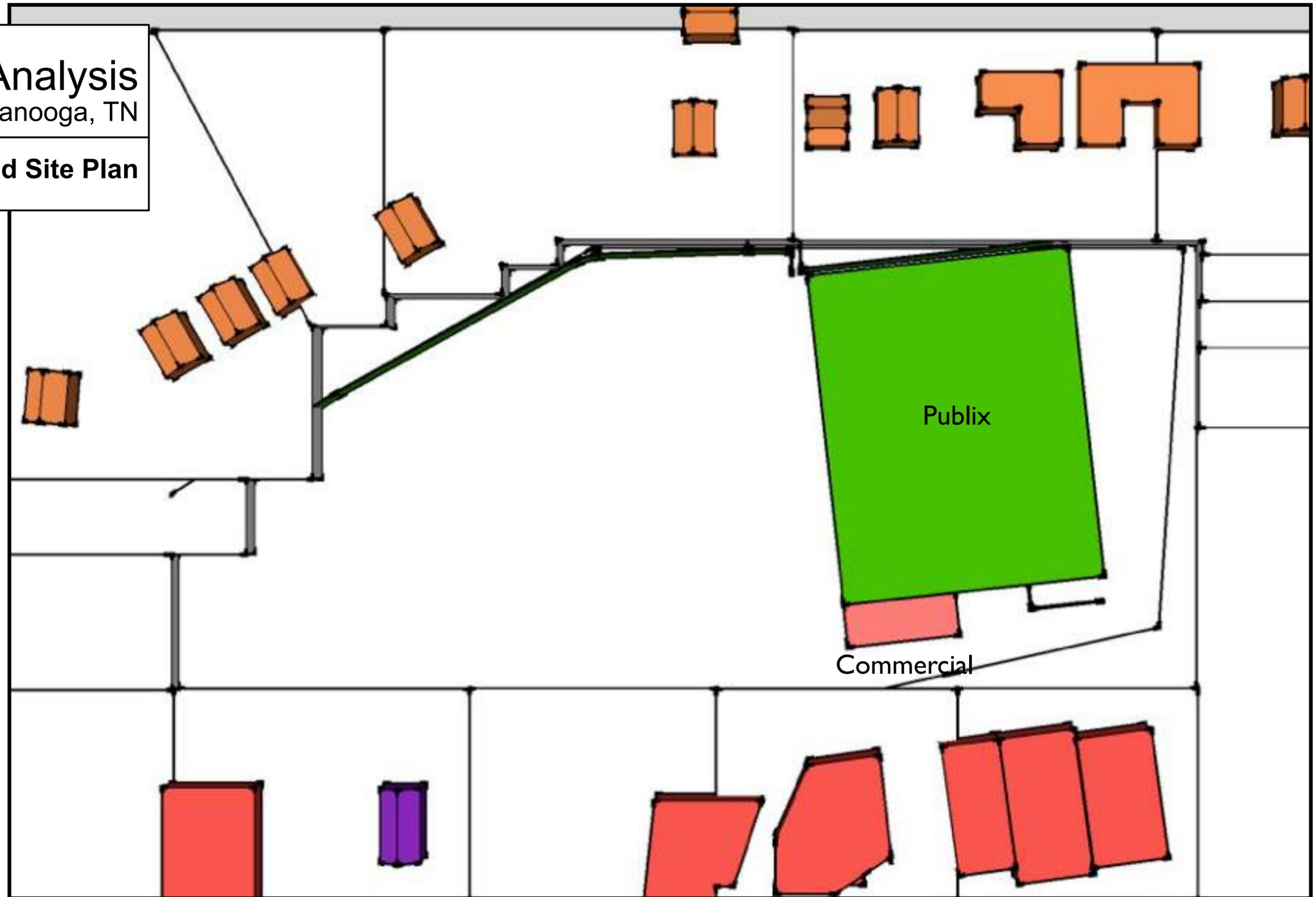


Site Boundary

Opportunity Cost Analysis

Chattanooga, TN

#1 - Proposed Site Plan



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

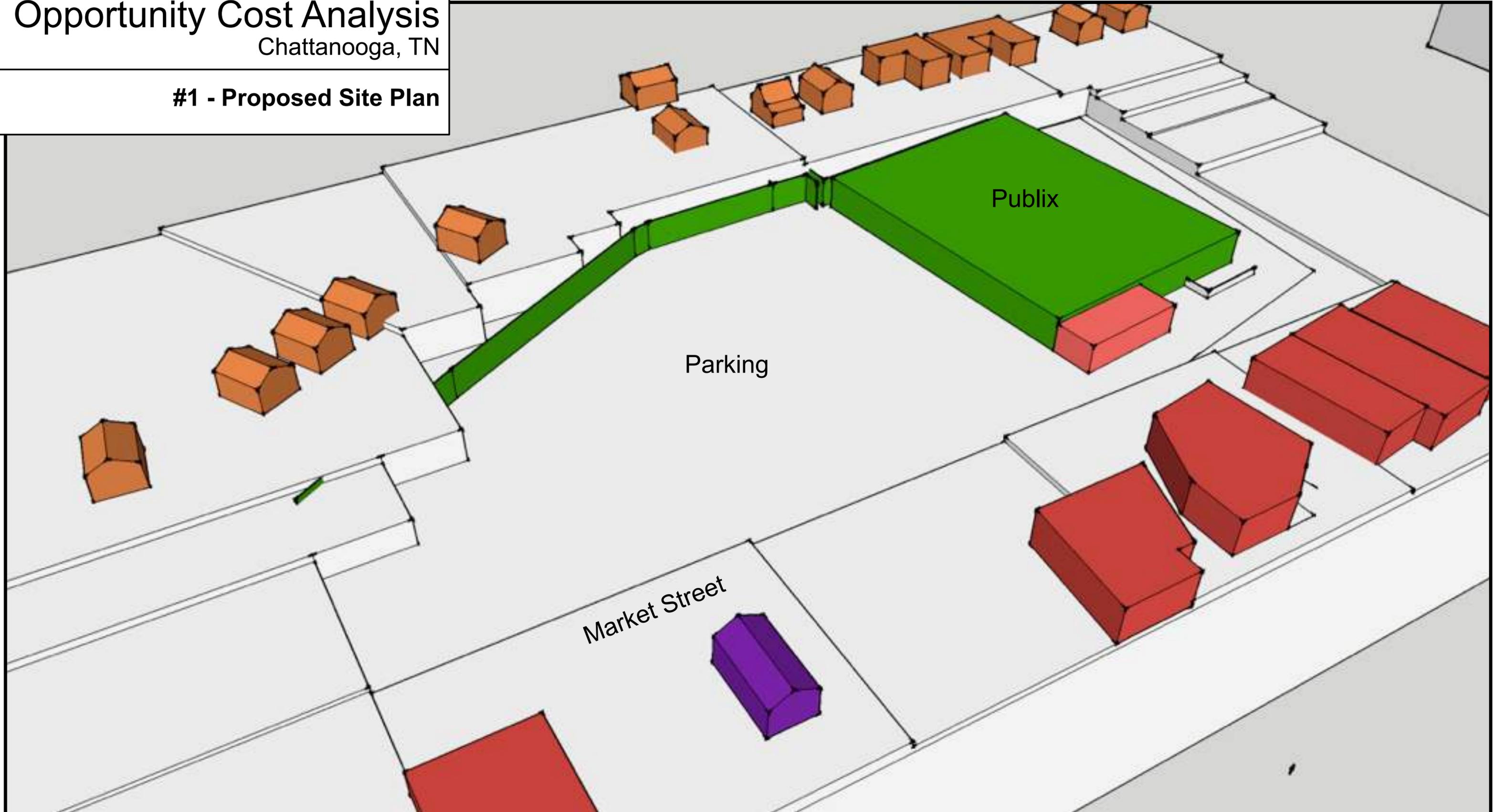
Notes:
Removes streets and grades site.
Retaining walls on East property line
and behind building.

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

Opportunity Cost Analysis

Chattanooga, TN

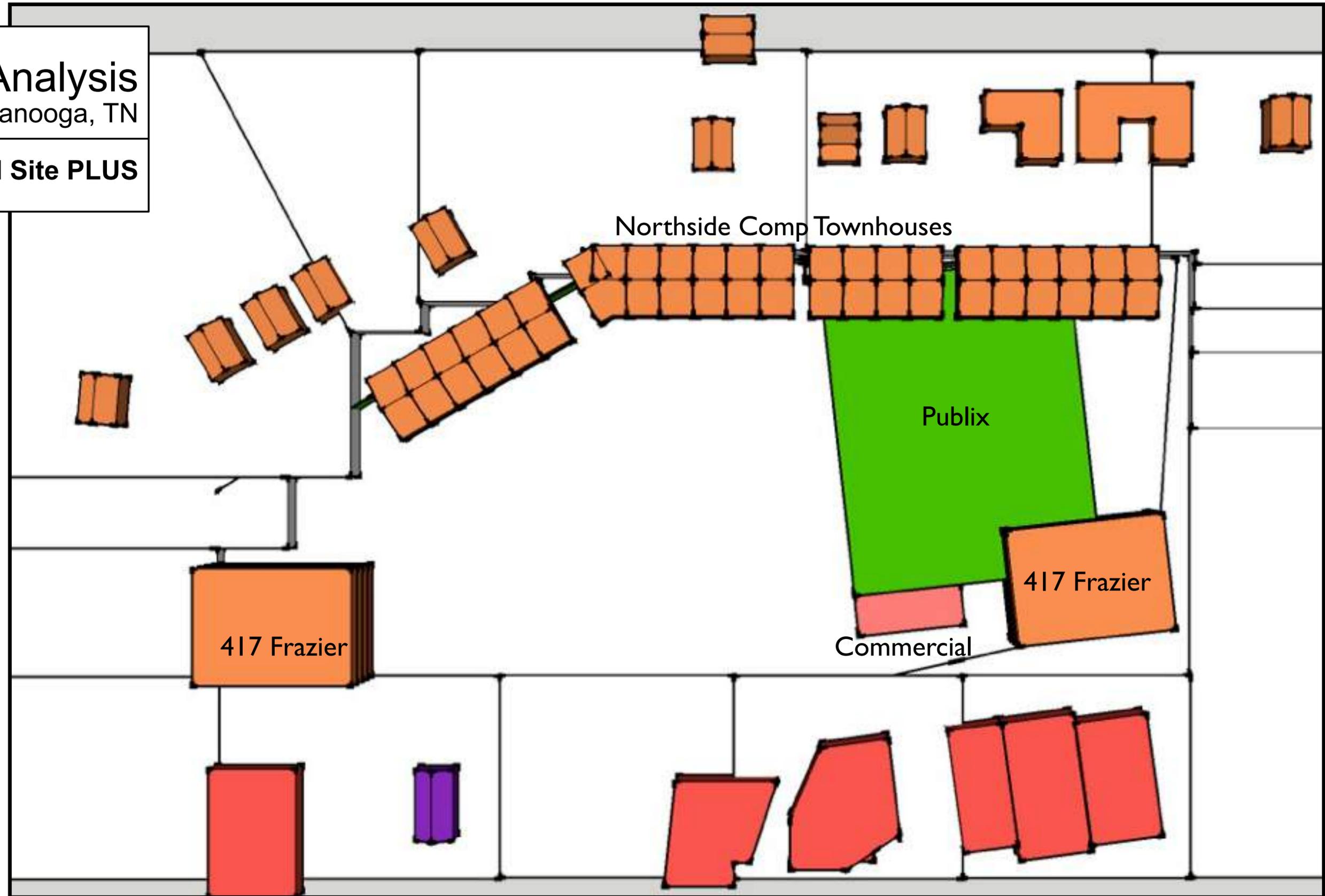
#1 - Proposed Site Plan



Opportunity Cost Analysis

Chattanooga, TN

#2 - Proposed Site PLUS



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

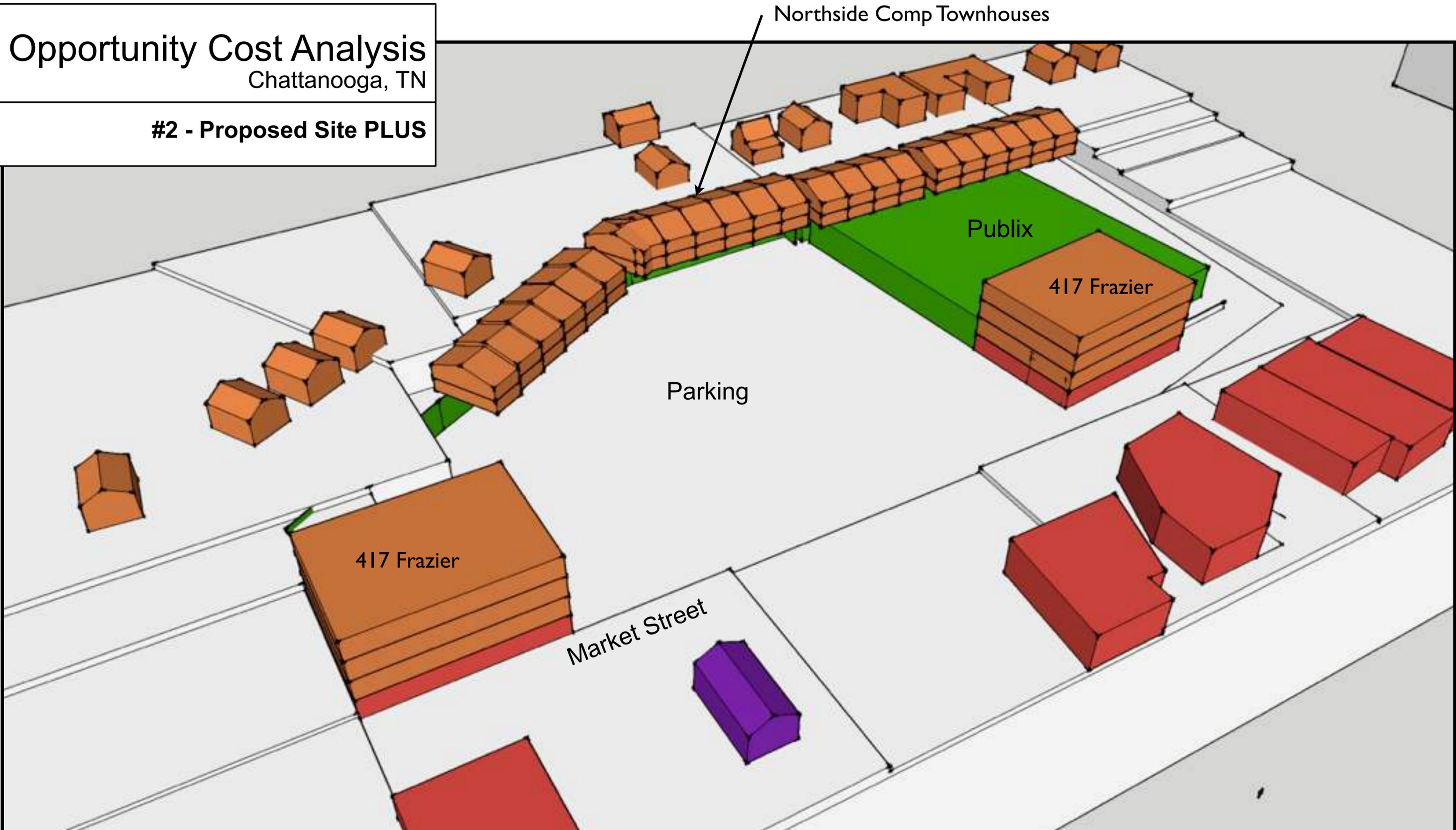
Notes:
 Removes streets and grades site.
 Retaining walls on East property line
 and behind building and builds
 townhouses on the retaining wall.

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

Opportunity Cost Analysis

Chattanooga, TN

#2 - Proposed Site PLUS



Opportunity Cost Analysis

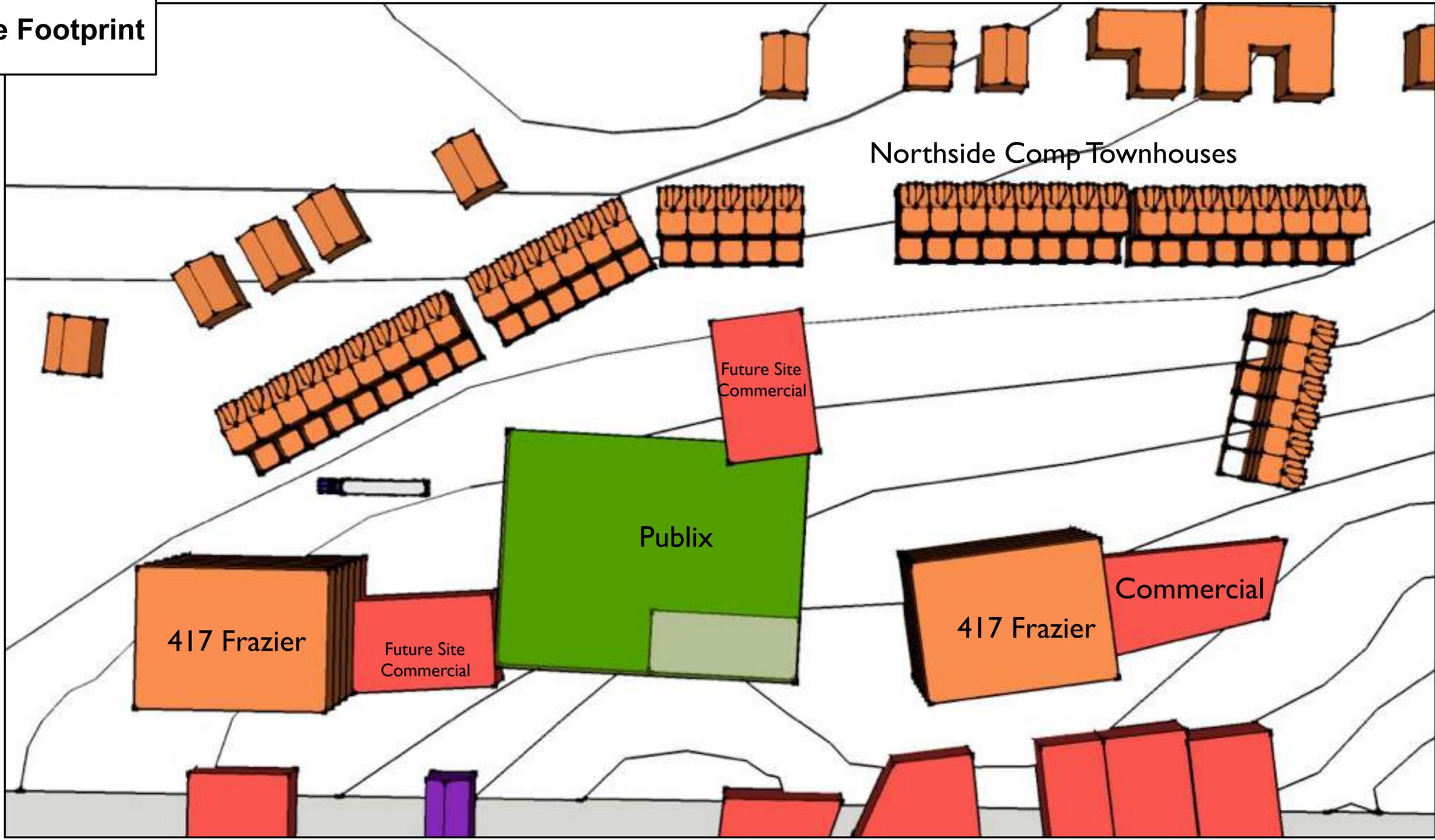
Chattanooga, TN

#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.

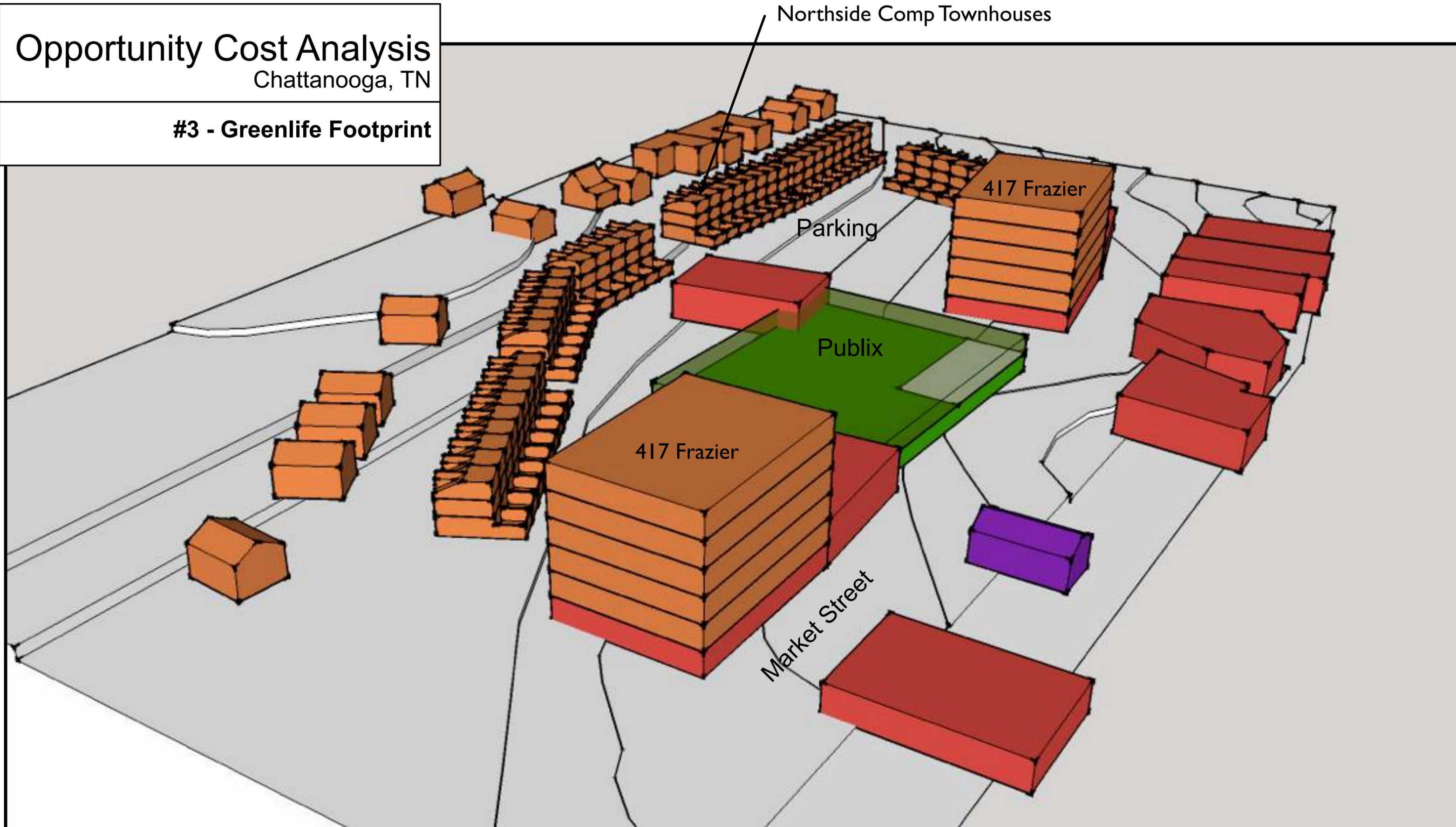
Est. Annual Property Taxes
City - \$253,041
County - \$152,614



Opportunity Cost Analysis

Chattanooga, TN

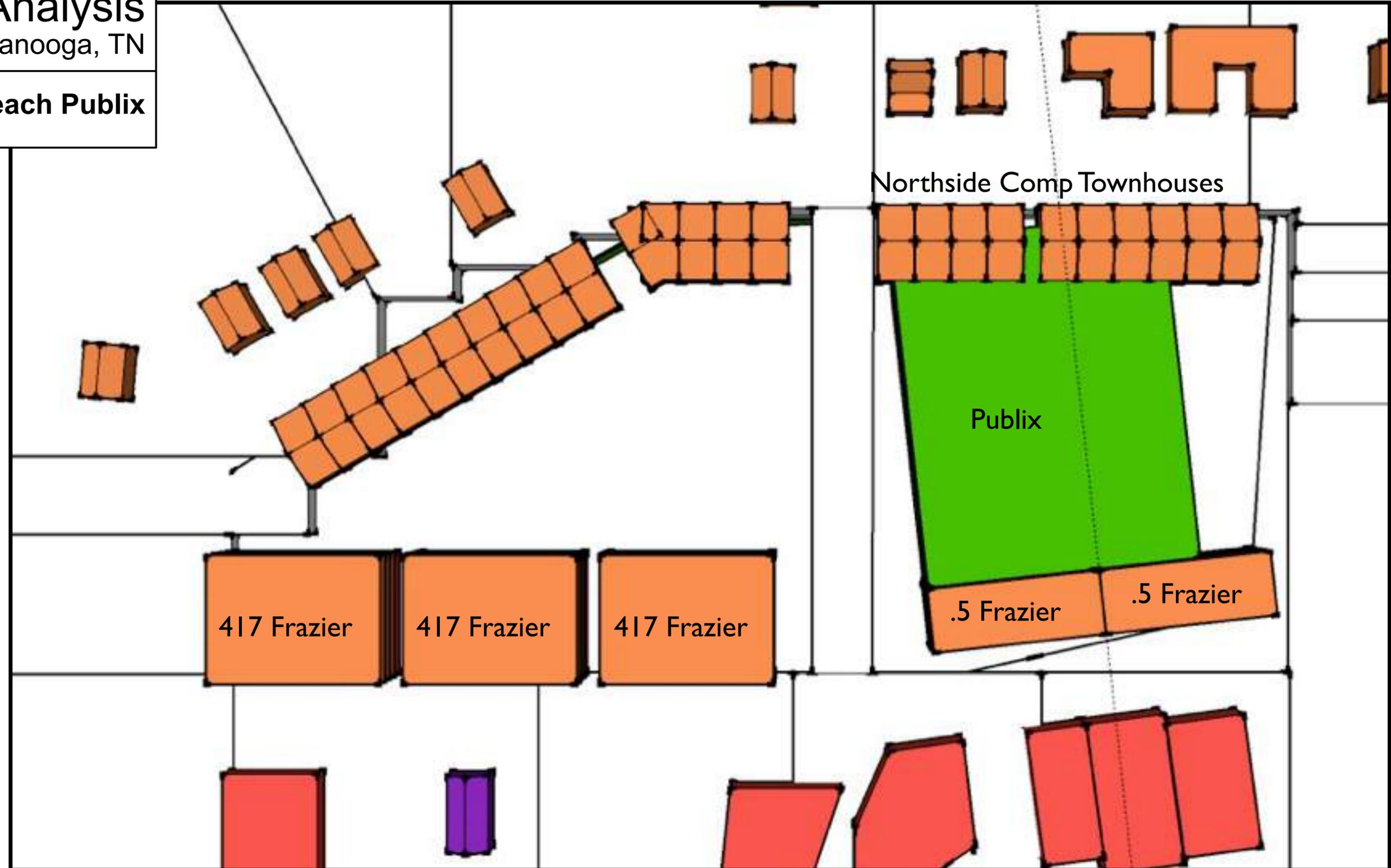
#3 - Greenlife Footprint



Opportunity Cost Analysis

Chattanooga, TN

#4 - Miami Beach Publix



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

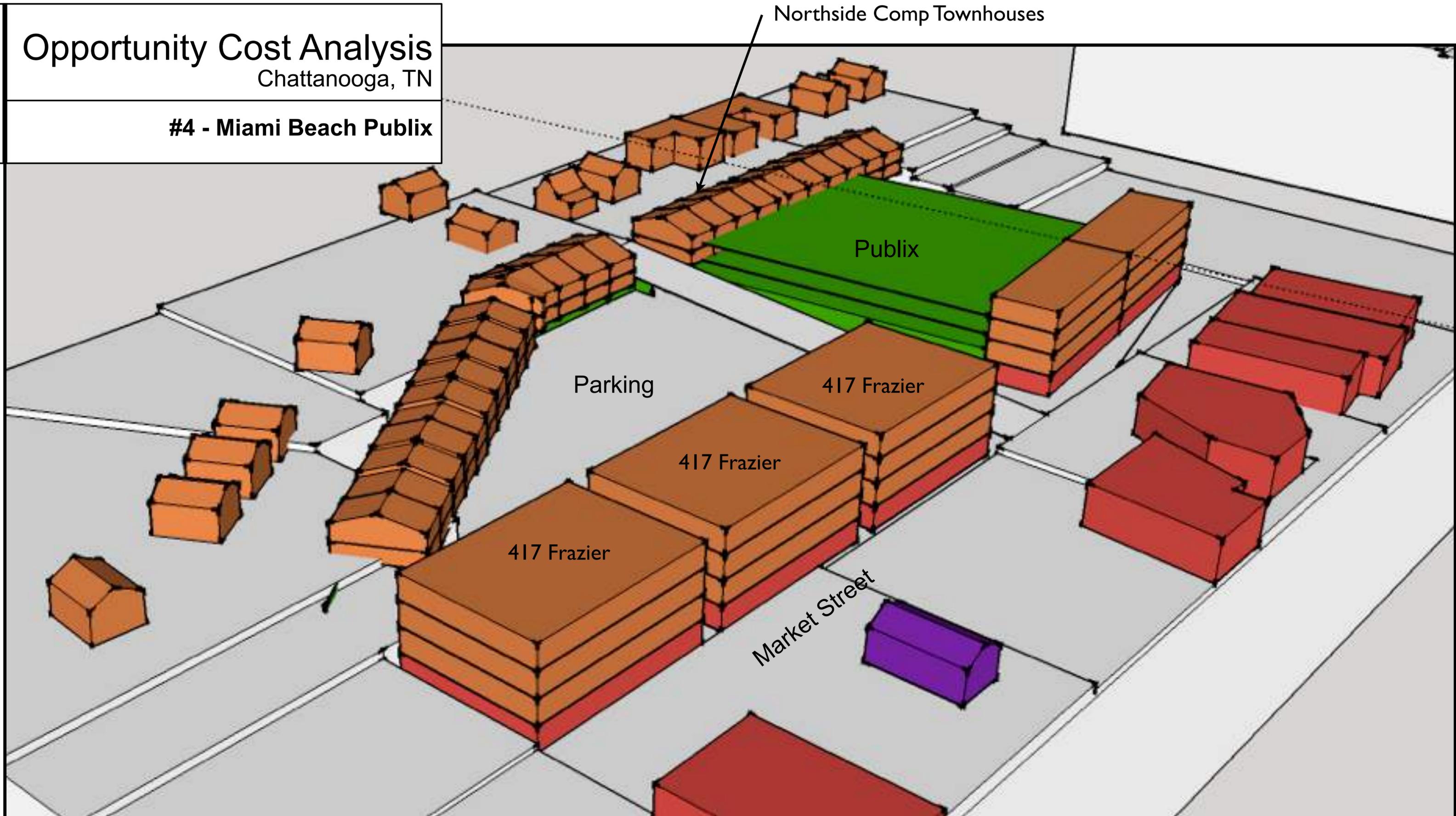
Notes:
Keeps existing grades and all internal streets.
Adds structured parking above Publix, utilizing grade change.

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

Opportunity Cost Analysis

Chattanooga, TN

#4 - Miami Beach Publix



Opportunity Cost Analysis

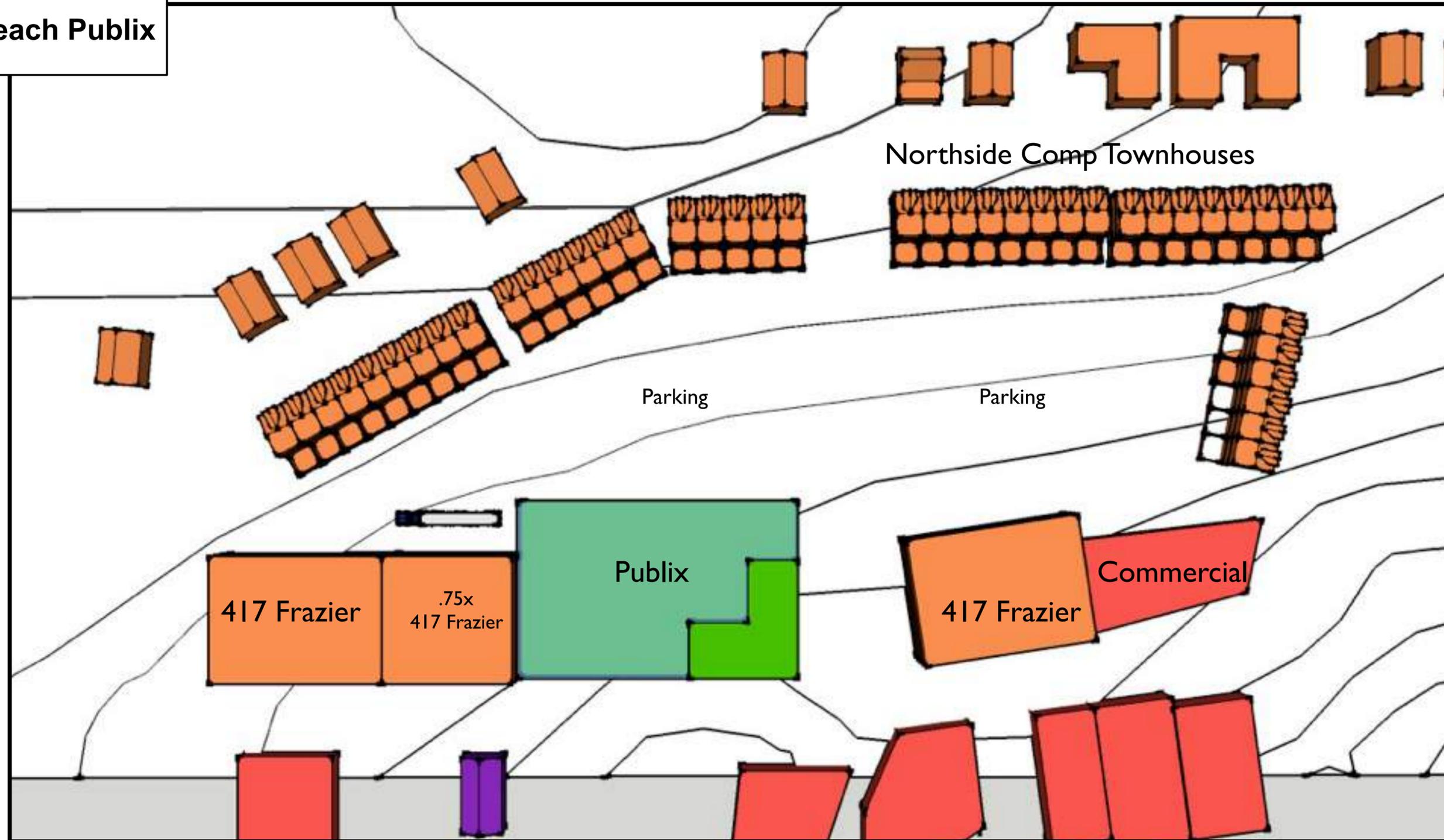
Chattanooga, TN

#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.

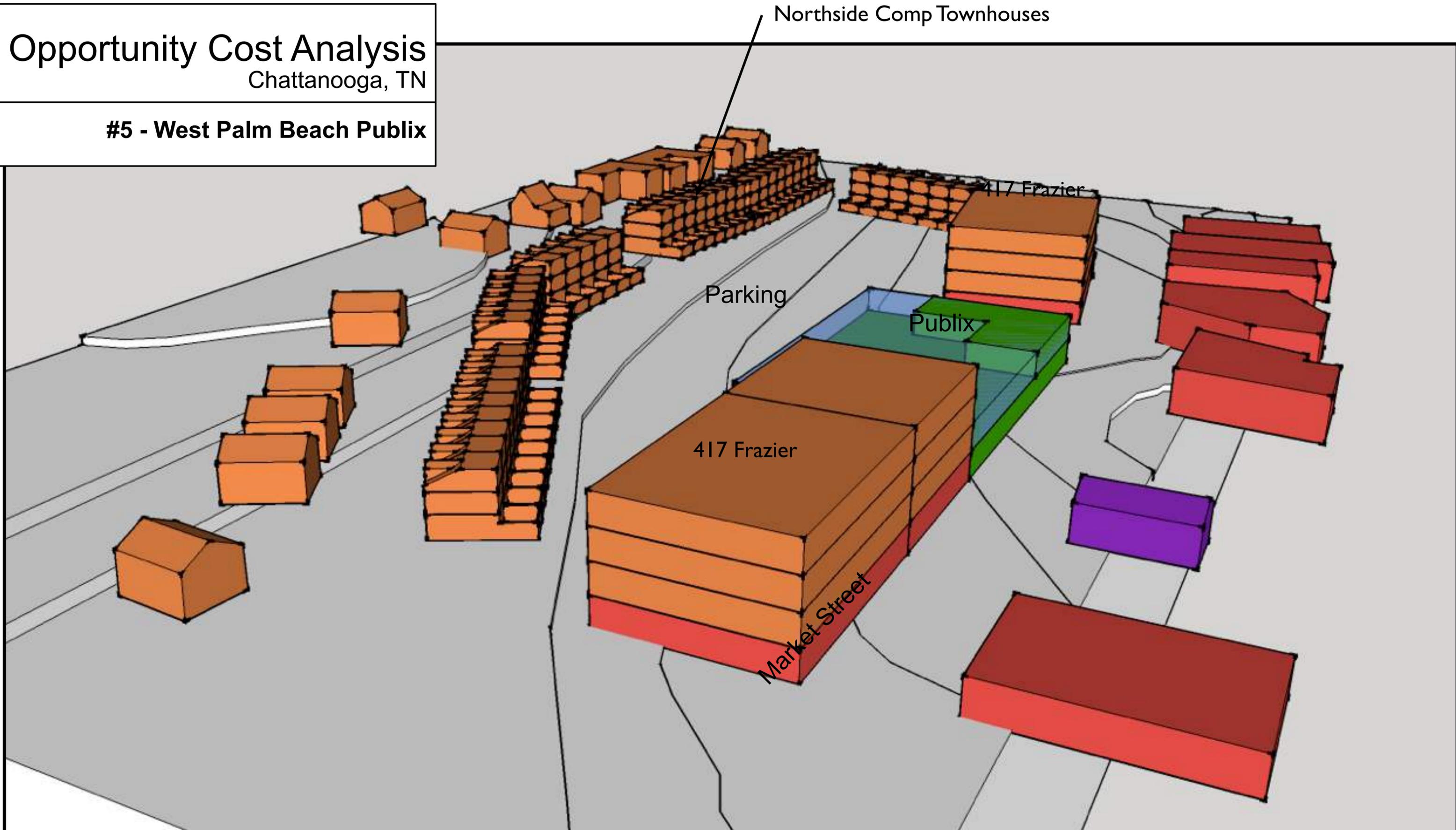
Est. Annual Property Taxes
 City - \$306,462
 County - \$184,833



Opportunity Cost Analysis

Chattanooga, TN

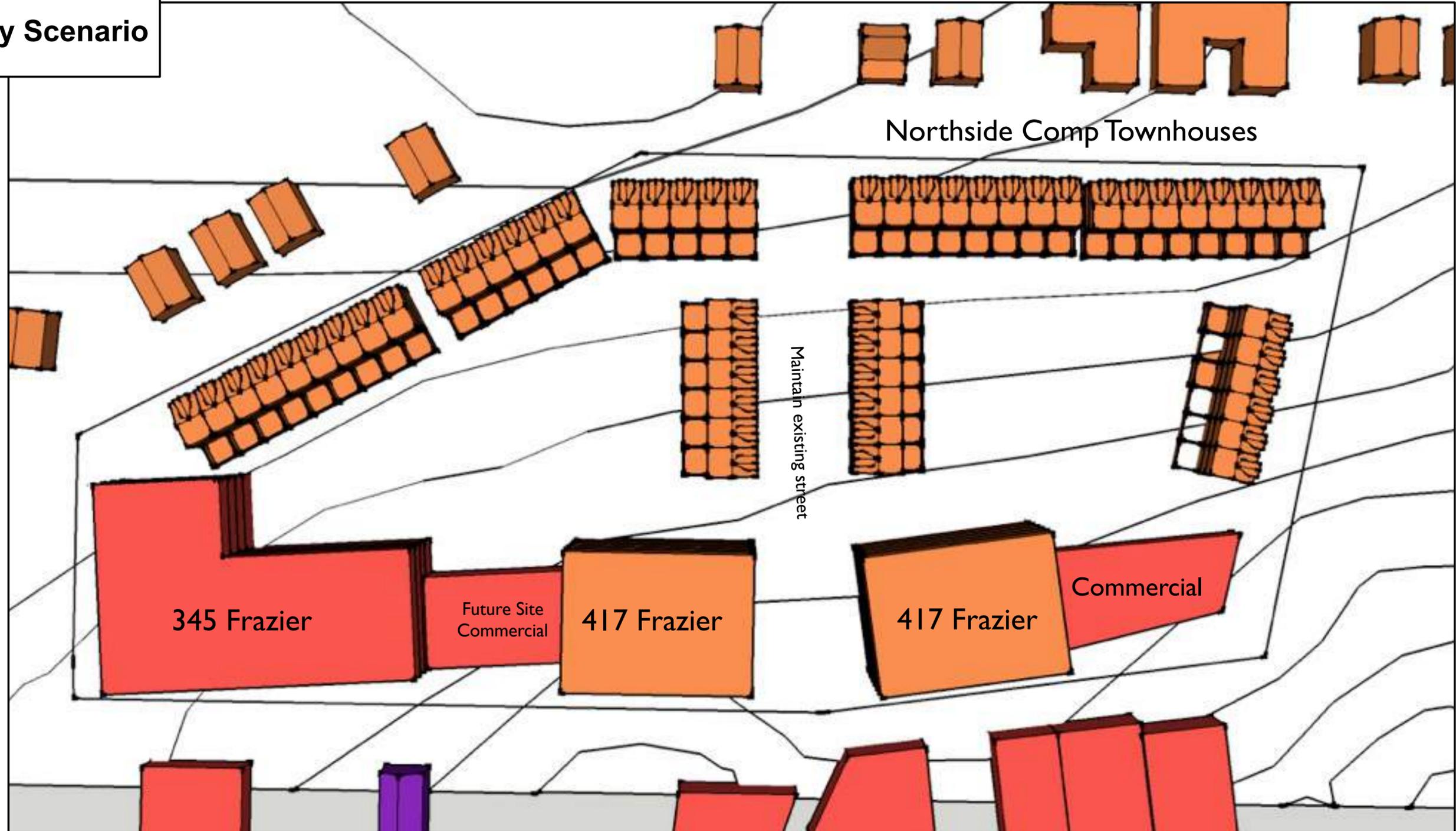
#5 - West Palm Beach Publix



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.

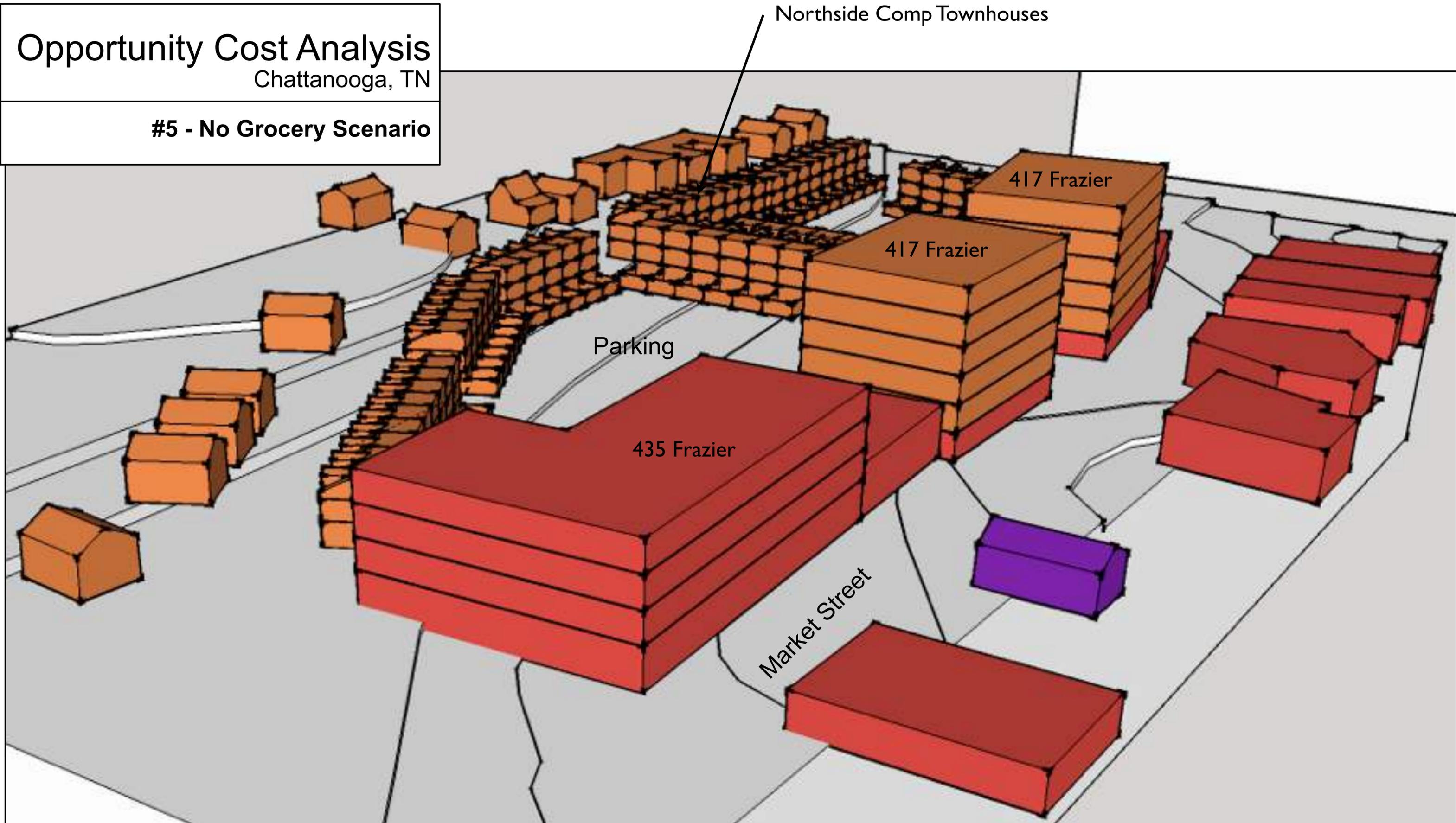
Notes:
Keeps existing grades and all internal streets.

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



Publix Plus

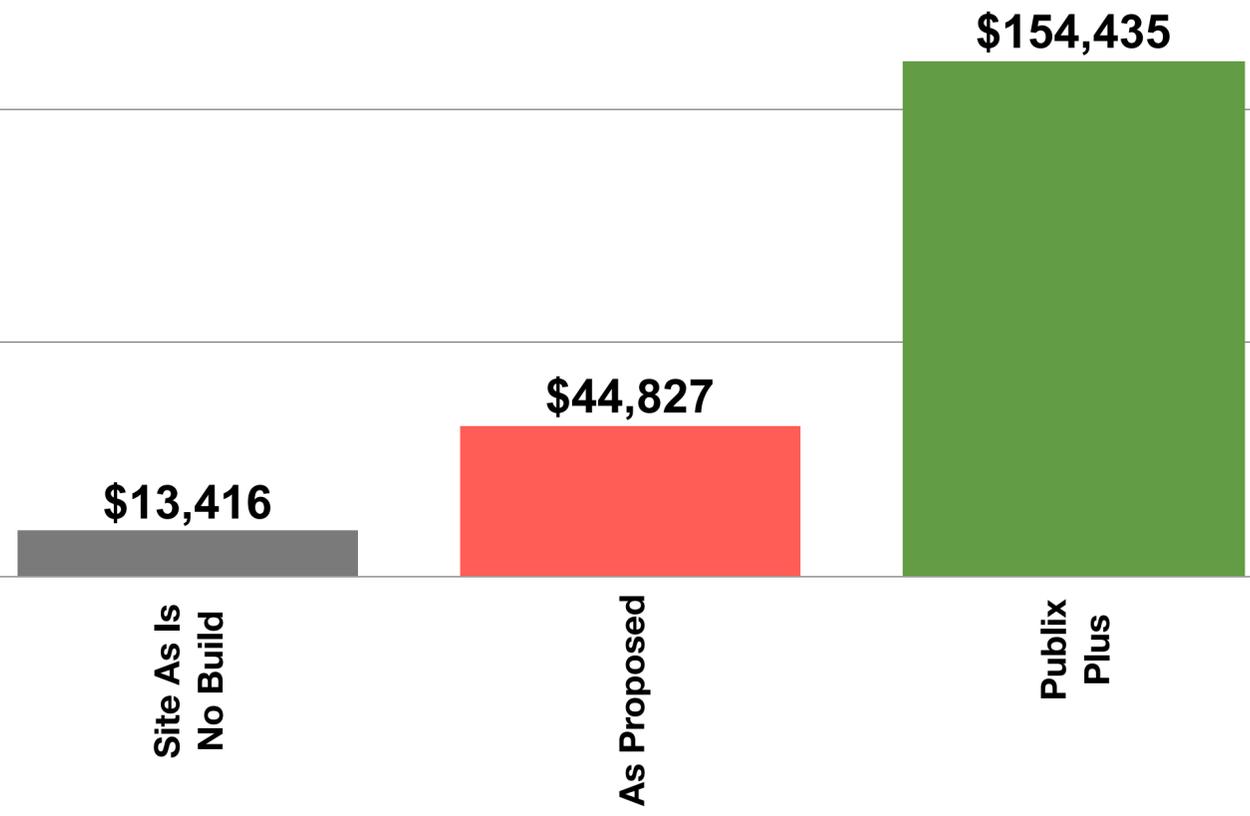
Greenlife Footprint

Miami Beach Comp

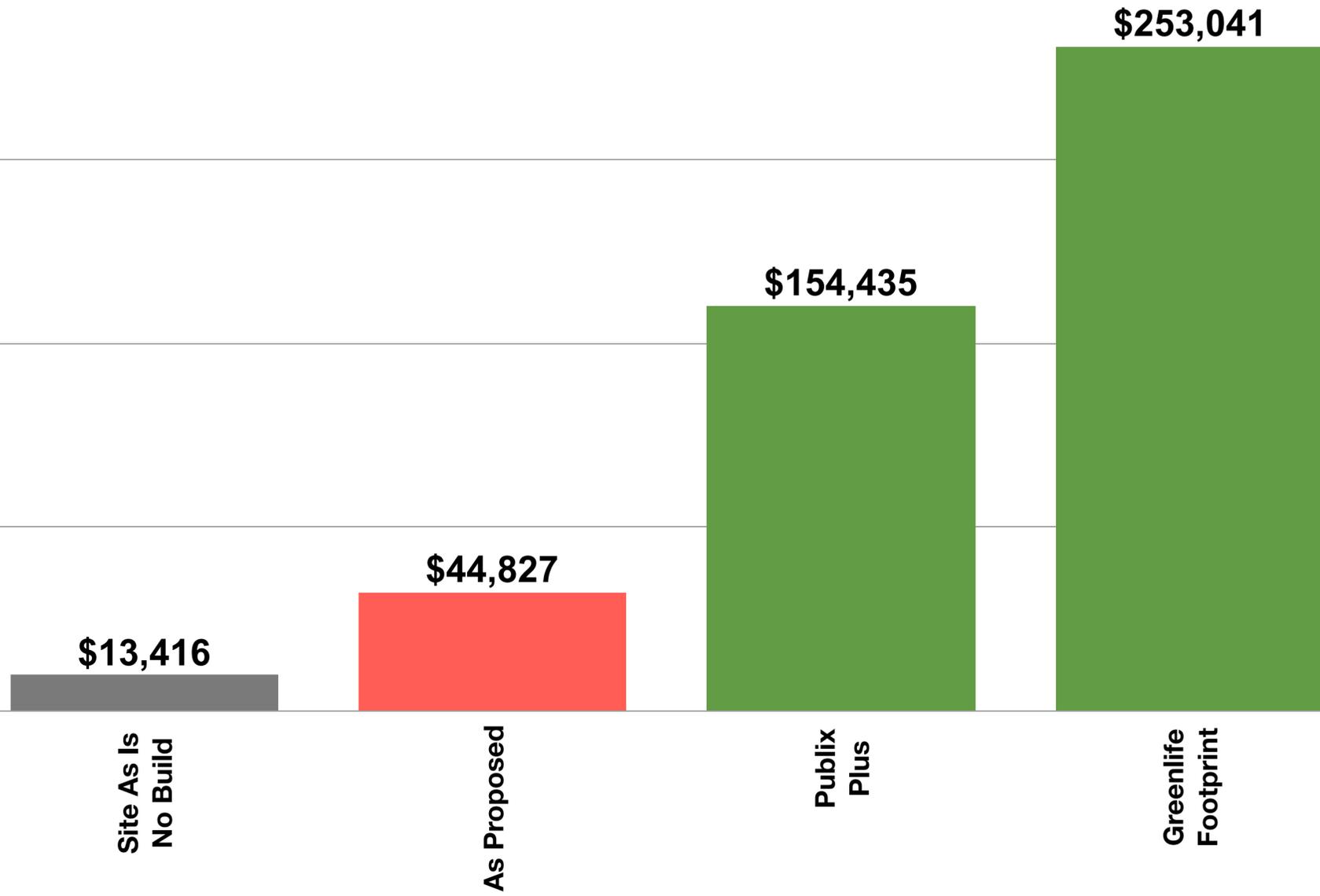
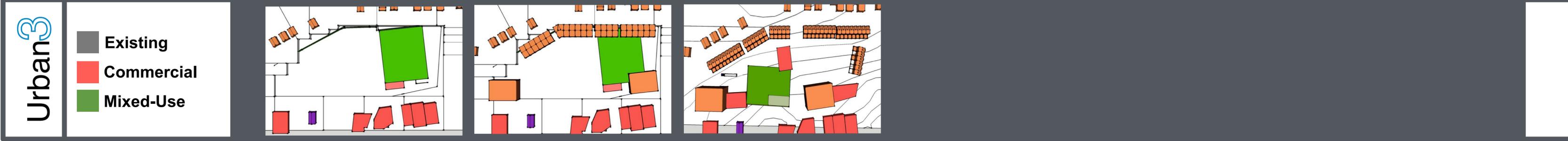
WPB Comp

No Publix

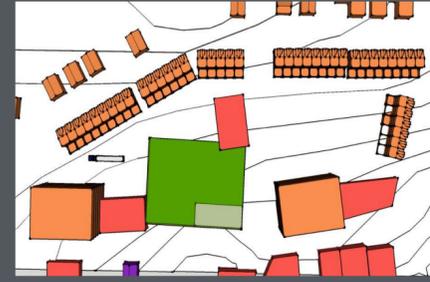
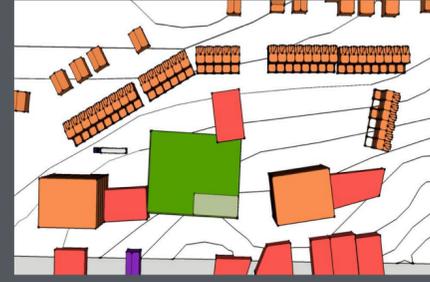
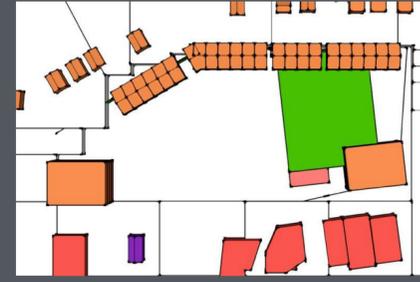
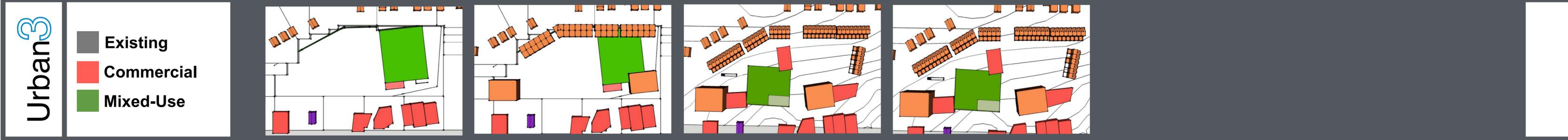
Total Annual City Property Tax Production



Total Annual City Property Tax Production



Total Annual City Property Tax Production



\$357,746

\$13,416

\$44,827

\$154,435

\$253,041

Site As Is
No Build

As Proposed

Publix
Plus

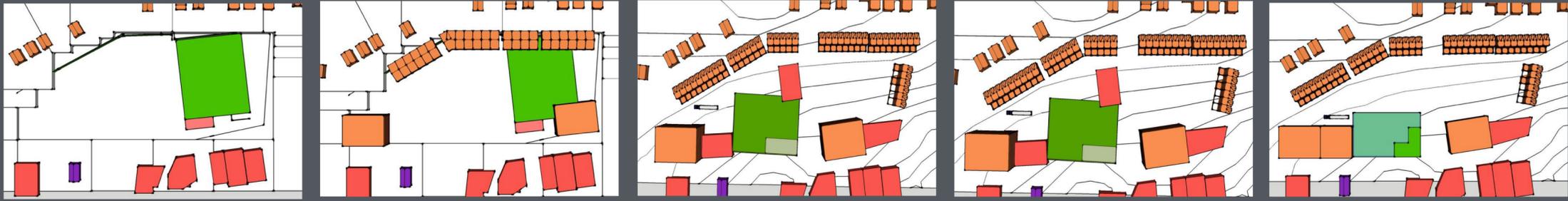
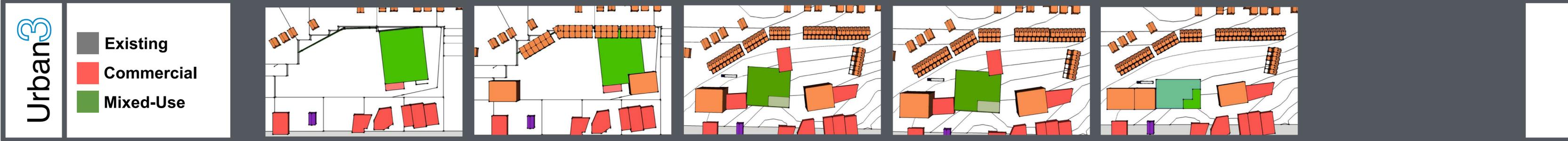
Greenlife
Footprint

Miami Beach
Comp

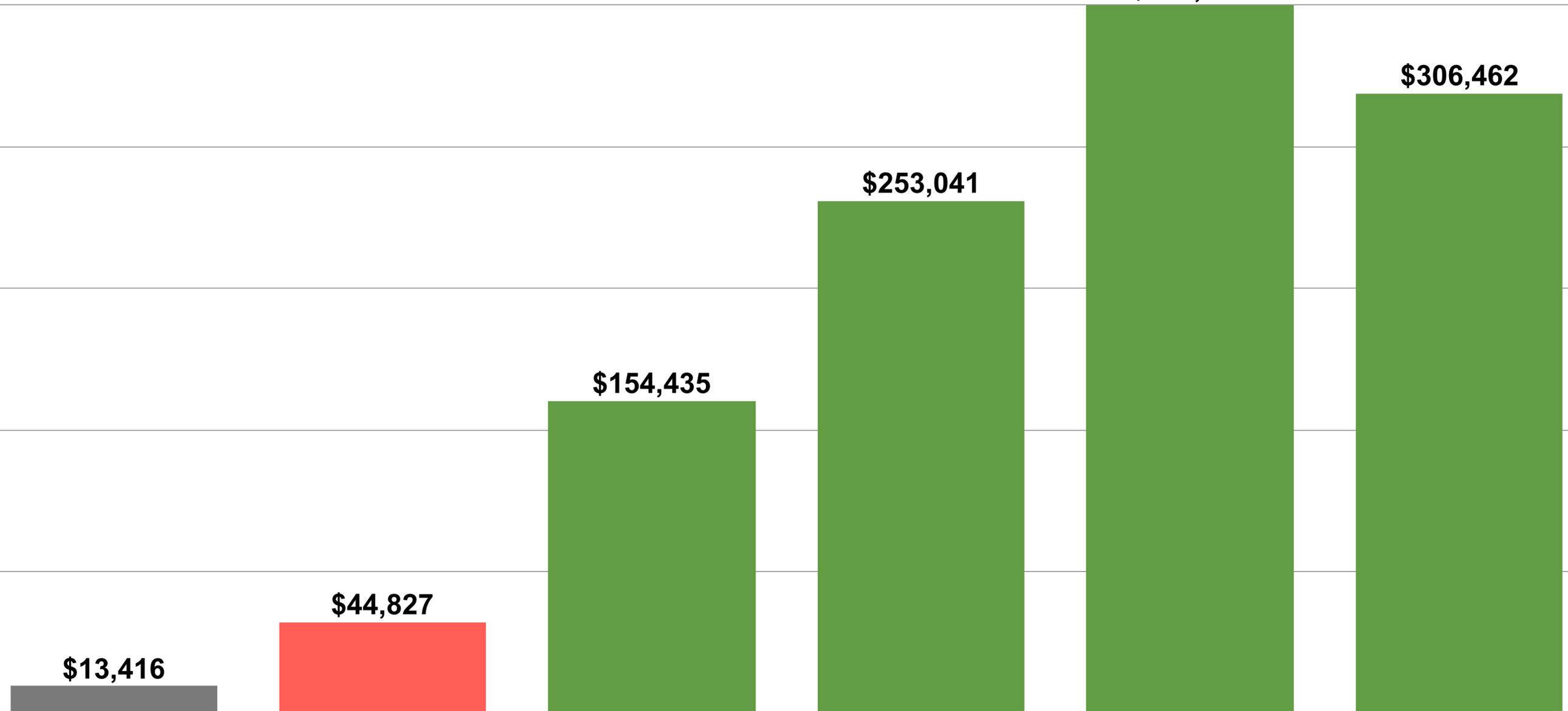
WPB
Comp

No Publix

Total Annual City Property Tax Production



\$357,746



\$13,416

\$44,827

\$154,435

\$253,041

\$306,462

Site As Is
No Build

As Proposed

Publix
Plus

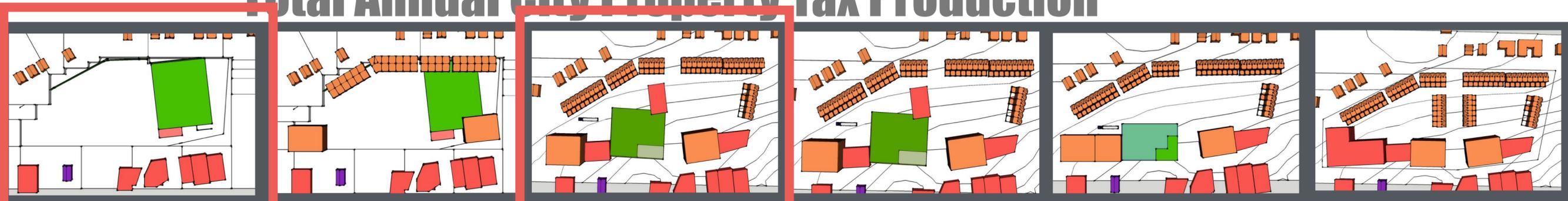
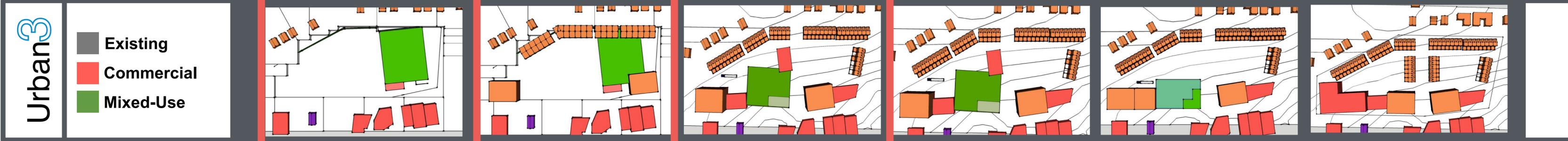
Greenlife
Footprint

Miami Beach
Comp

WPB
Comp

No Publix

Total Annual City Property Tax Production



\$13,416

Site As Is
No Build

\$44,827

As Proposed

\$154,435

Publix
Plus

\$253,041

Greenlife
Footprint

\$357,746

Miami Beach
Comp

\$306,462

WPB
Comp

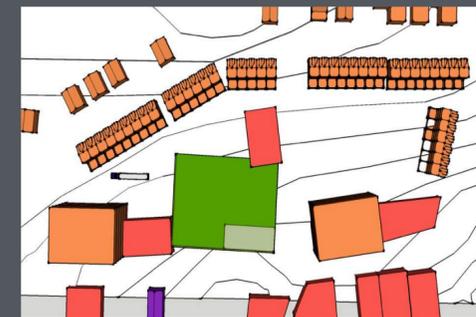
\$305,749

No Publix

Total Annual City Property Tax Production



As Proposed



Greenlife Precedent



Est. Annual Property Taxes

City - **\$44,827**

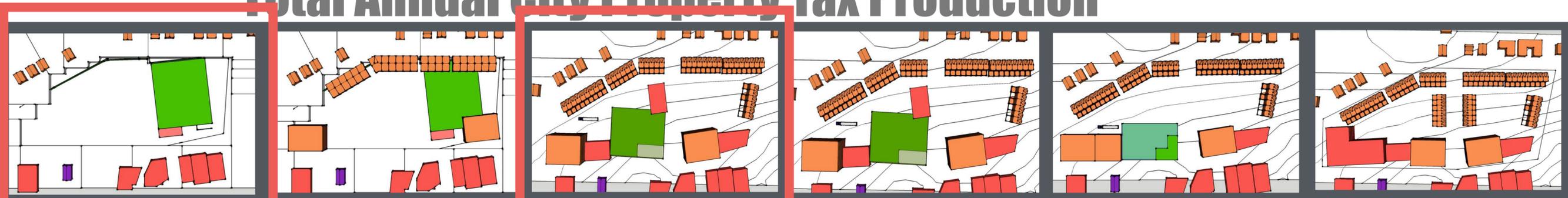
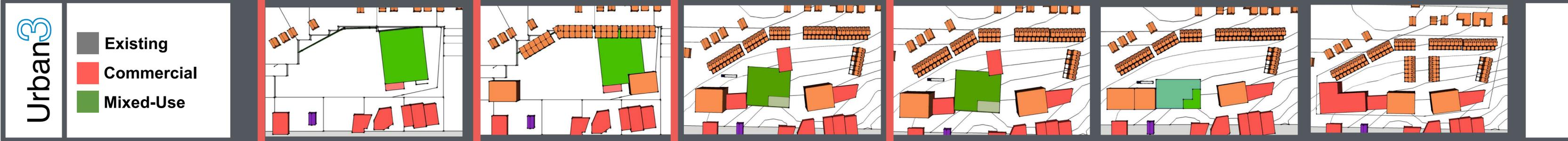
County - \$27,036

Est. Annual Property Taxes

City - **\$253,041**

County - \$152,614

Total Annual City Property Tax Production



\$13,416

Site As Is
No Build

\$44,827

As Proposed

\$154,435

Publix
Plus

\$253,041

Greenlife
Footprint

\$357,746

Miami Beach
Comp

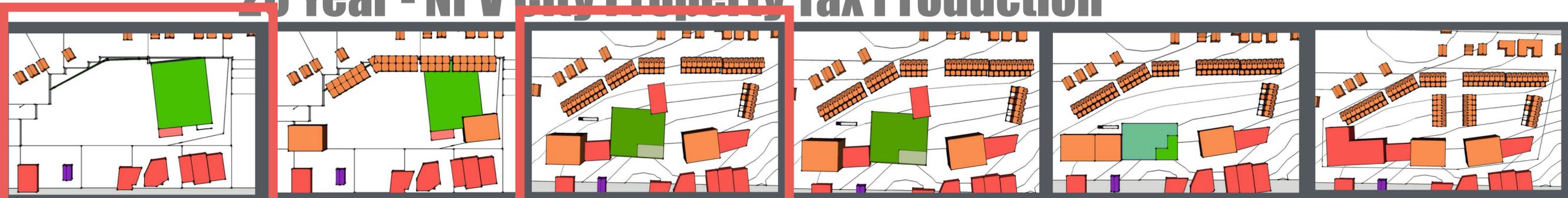
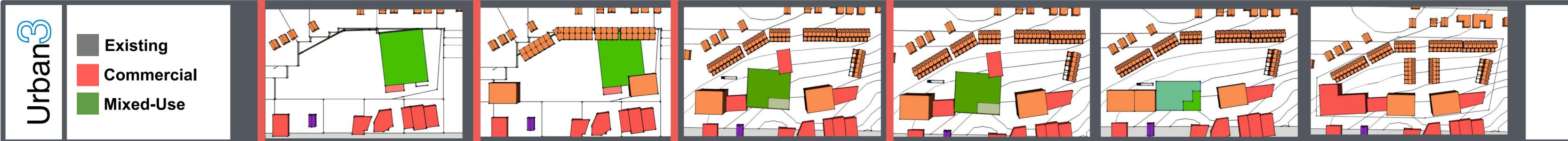
\$306,462

WPB
Comp

\$305,749

No Publix

20 Year - NPV City Property Tax Production

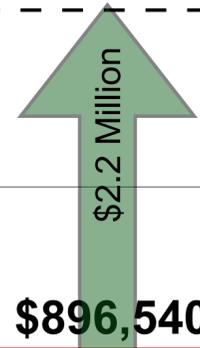


\$268,320

Site As Is
No Build

\$896,540

As Proposed

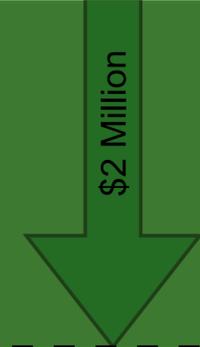


\$3,088,700

Publix
Plus

\$5,060,820

Greenlife
Footprint



\$7,154,920

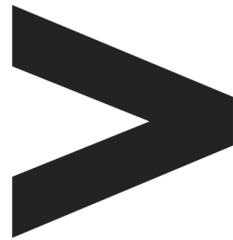
Miami Beach
Comp

\$6,129,240

WPB
Comp

\$6,114,980

No Publix



Greenway



Art Teacher



Dancing Traffic Cop

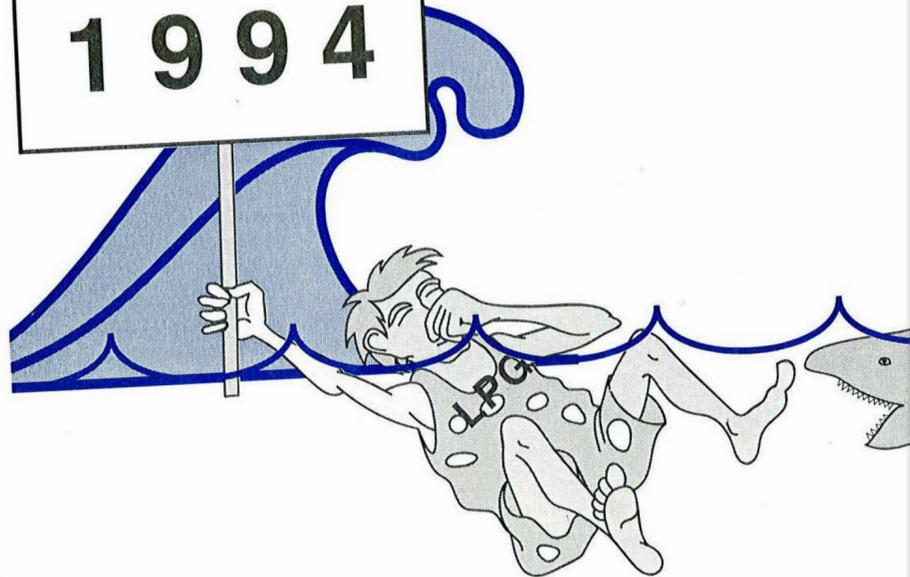
Net Modelling





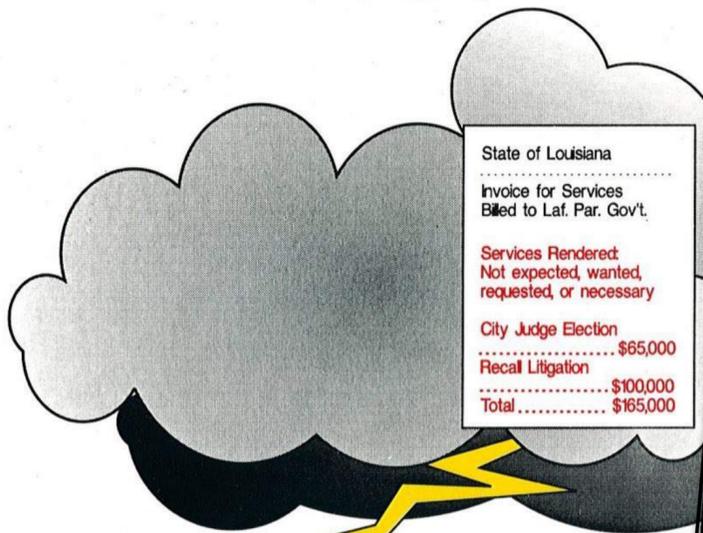
PARISH GOVERNMENT

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 . . .

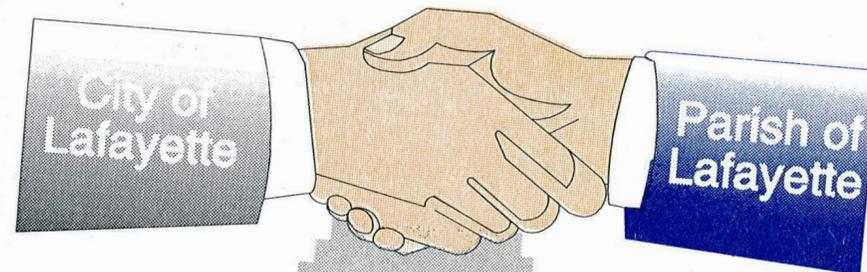


Lafayette Parish Taxpayer



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

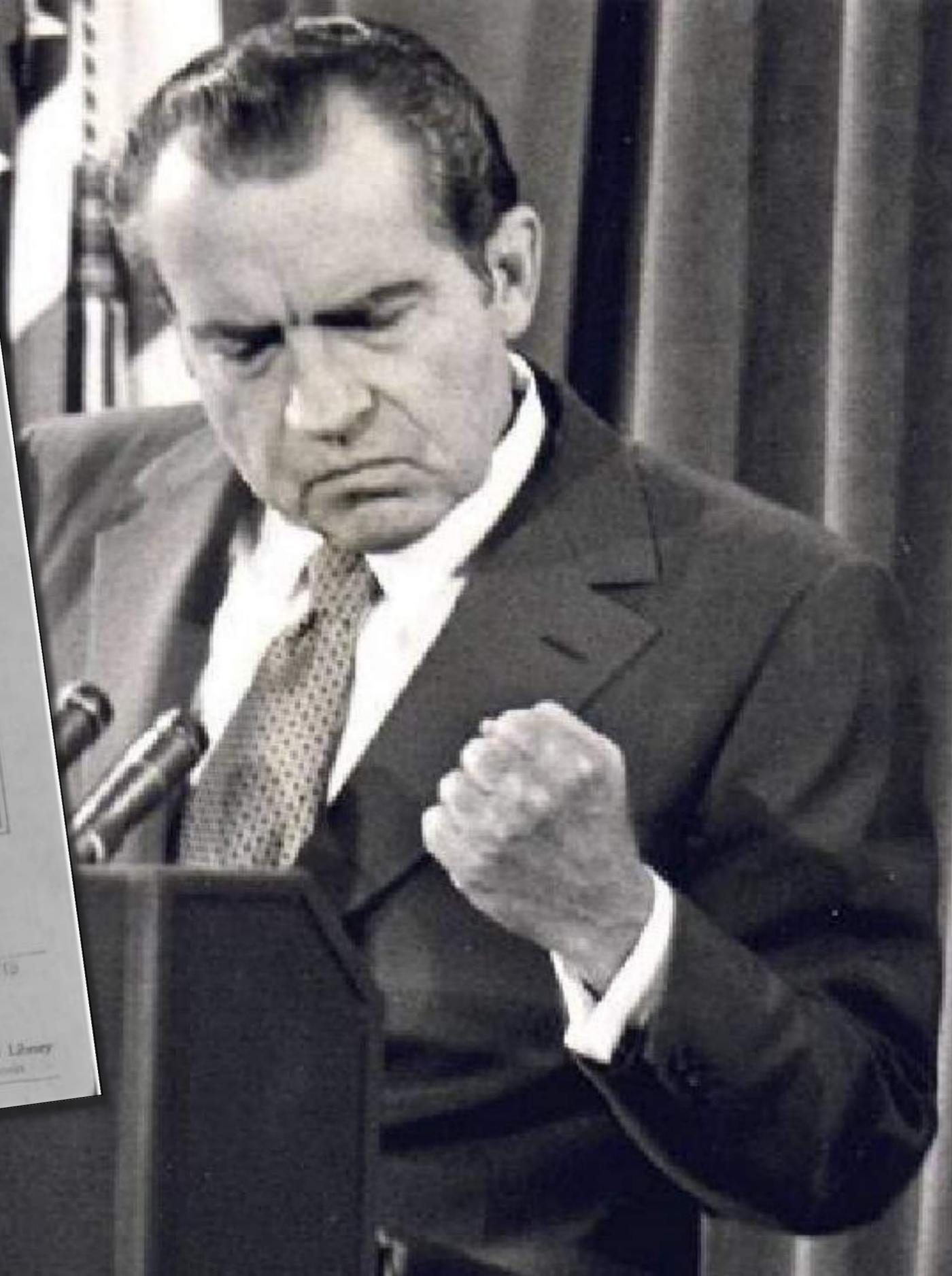
- ★ Police
- ★ Fire
- ★ Government
- ★ Schools
- ★ Economic

Hard Costs

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





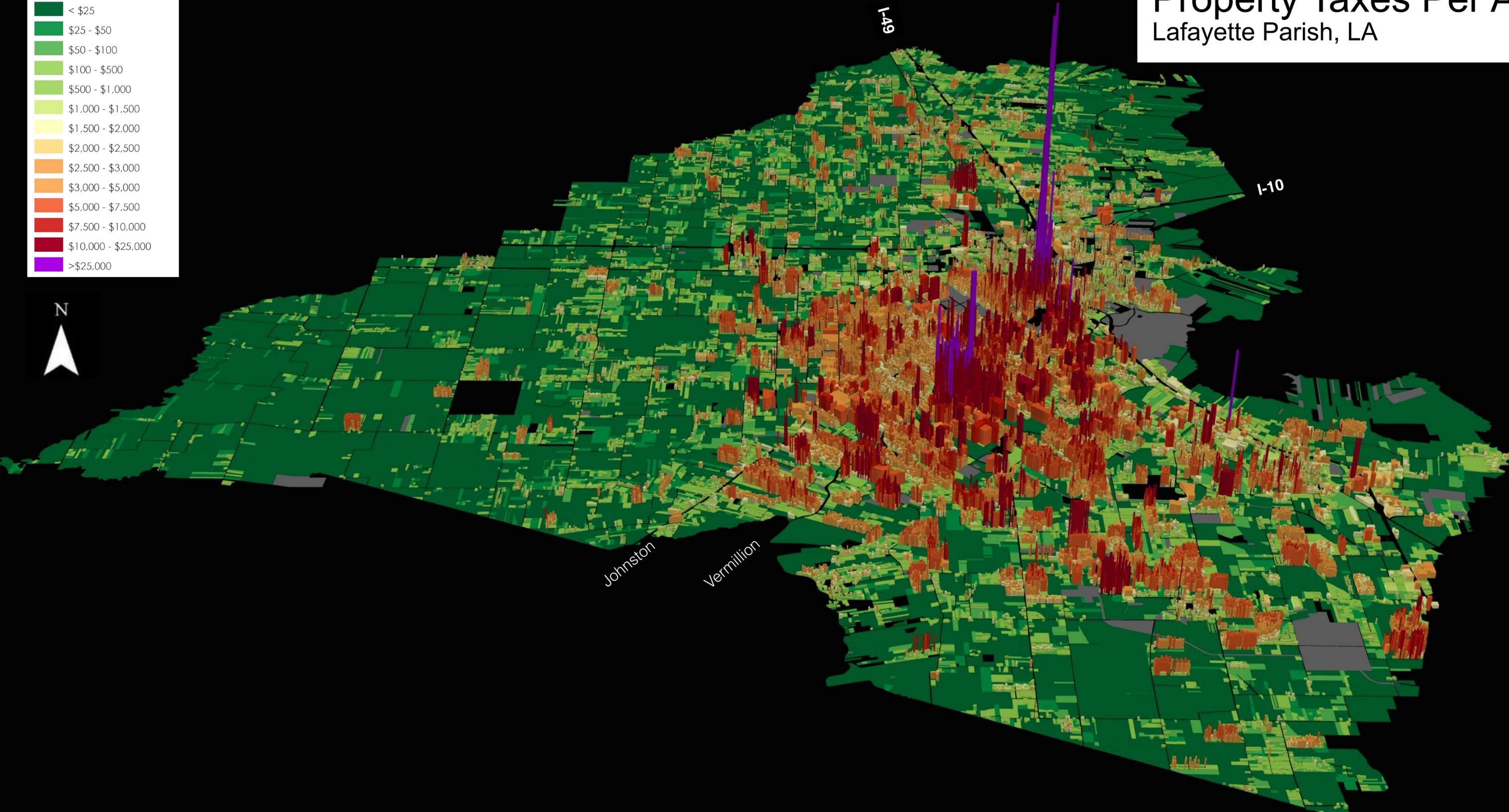


property tax per acre



Property Taxes Per Acre

Lafayette Parish, LA



Johnston

Vermillion

I-49

I-10



Pavement

Network Distribution Methodology

Lafayette Parish, LA



This is your system.

Street Network

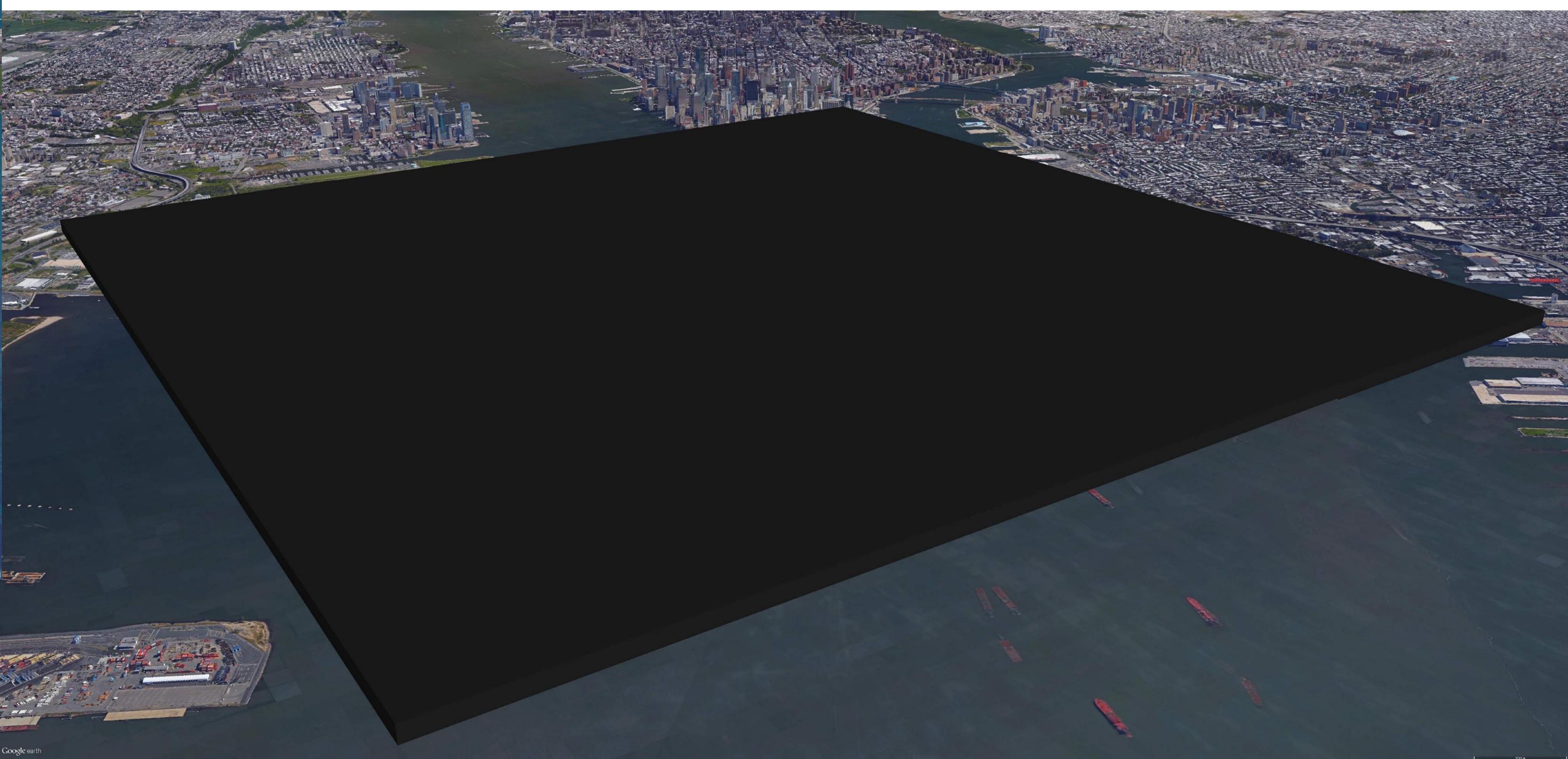
Network Distribution Methodology

Lafayette Parish, LA



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

System Weighted



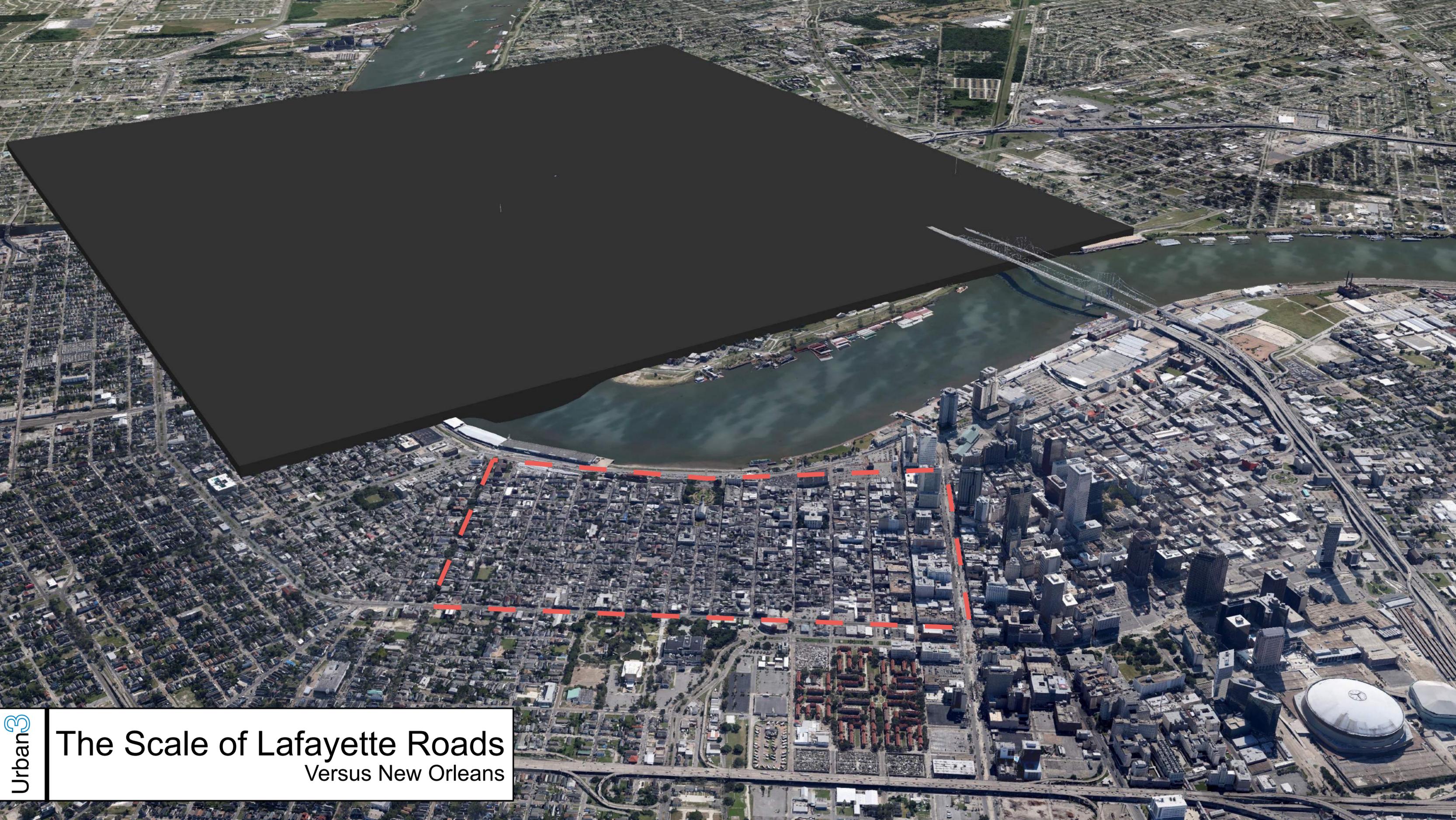
Google earth

Urban3

The Scale of Lafayette Roads

Versus Manhattan

700 ft



The Scale of Lafayette Roads

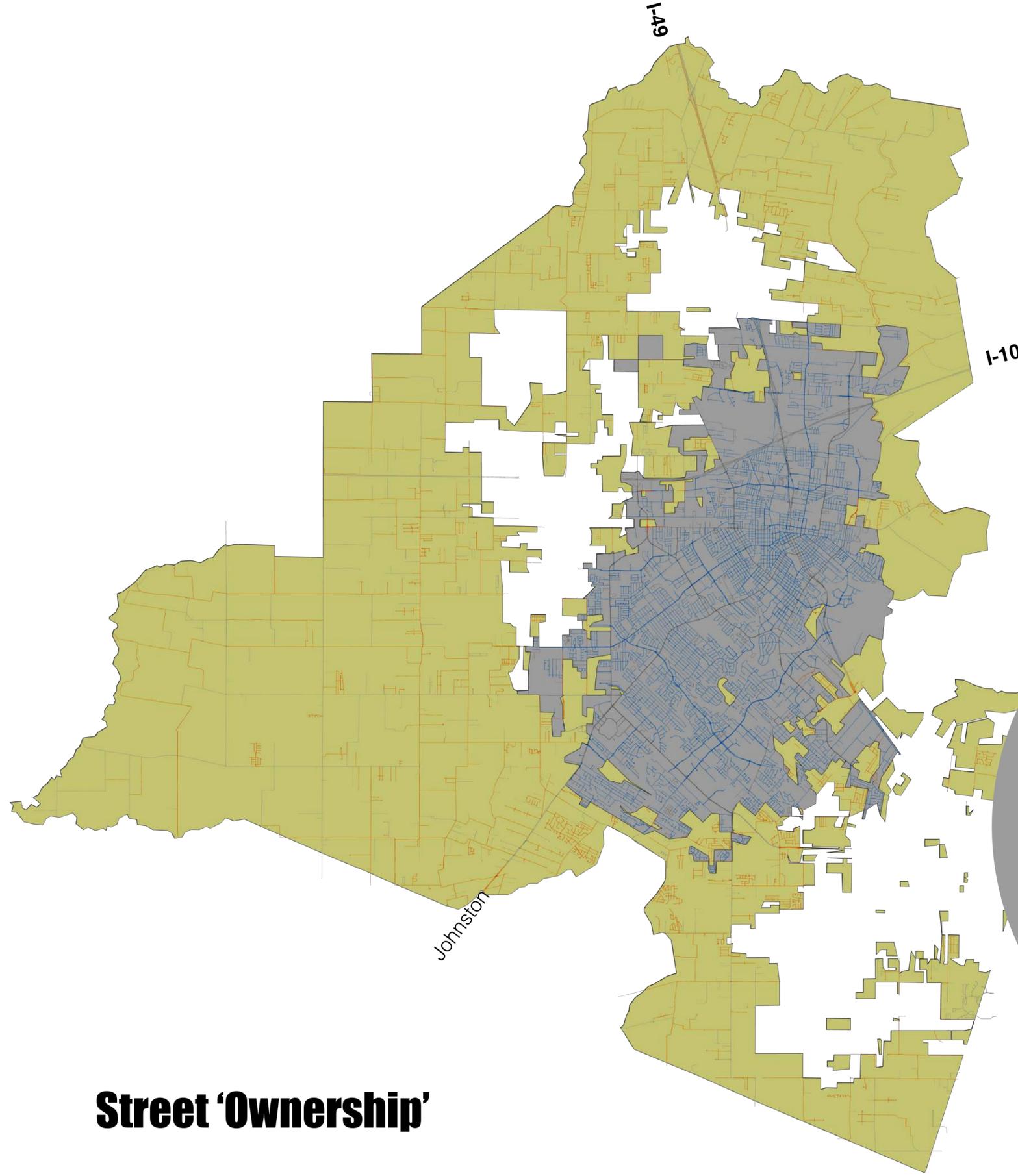
Versus New Orleans

Publicly Funded and Maintained Driveways

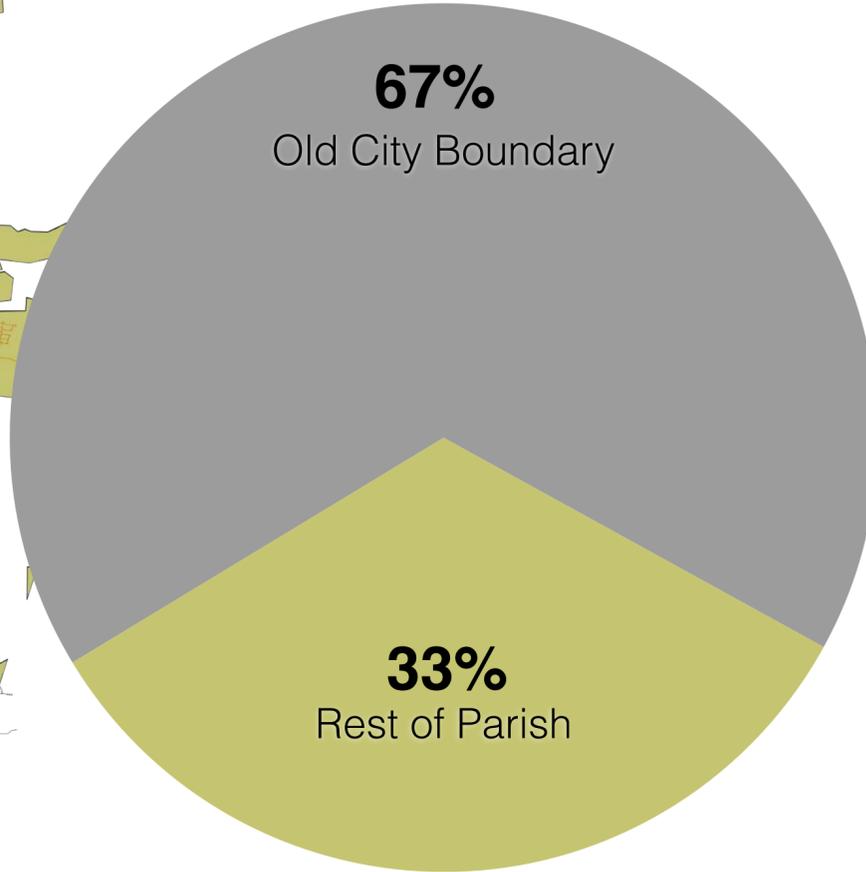


Network Distribution Methodology

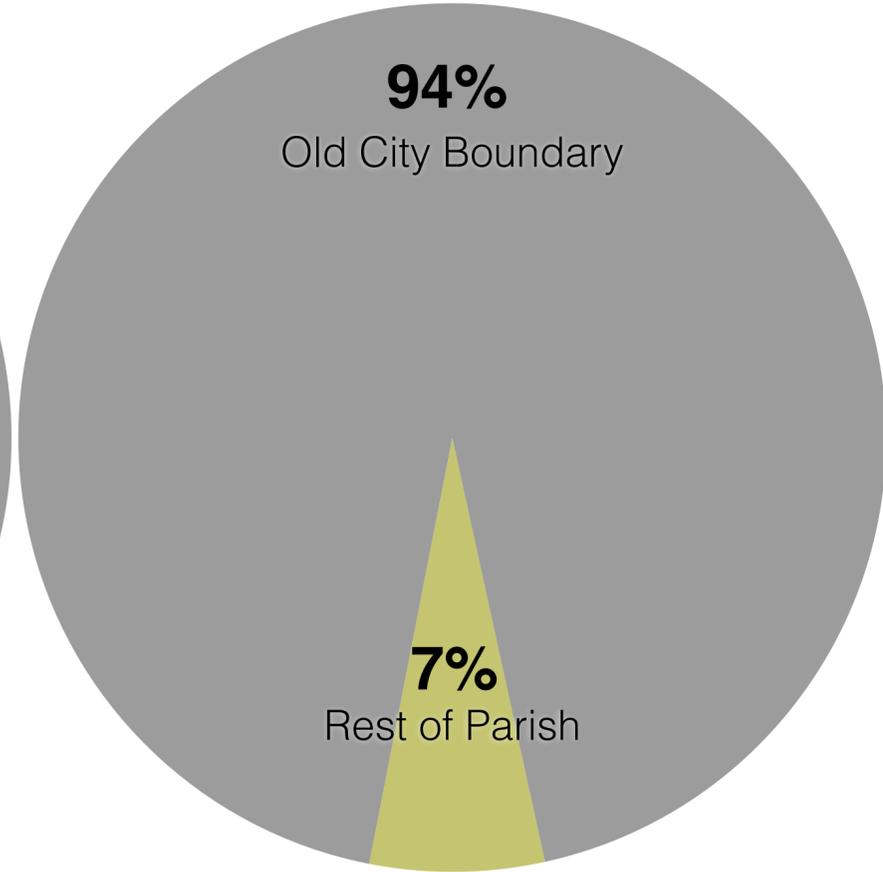
Lafayette Parish, LA



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

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.

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.



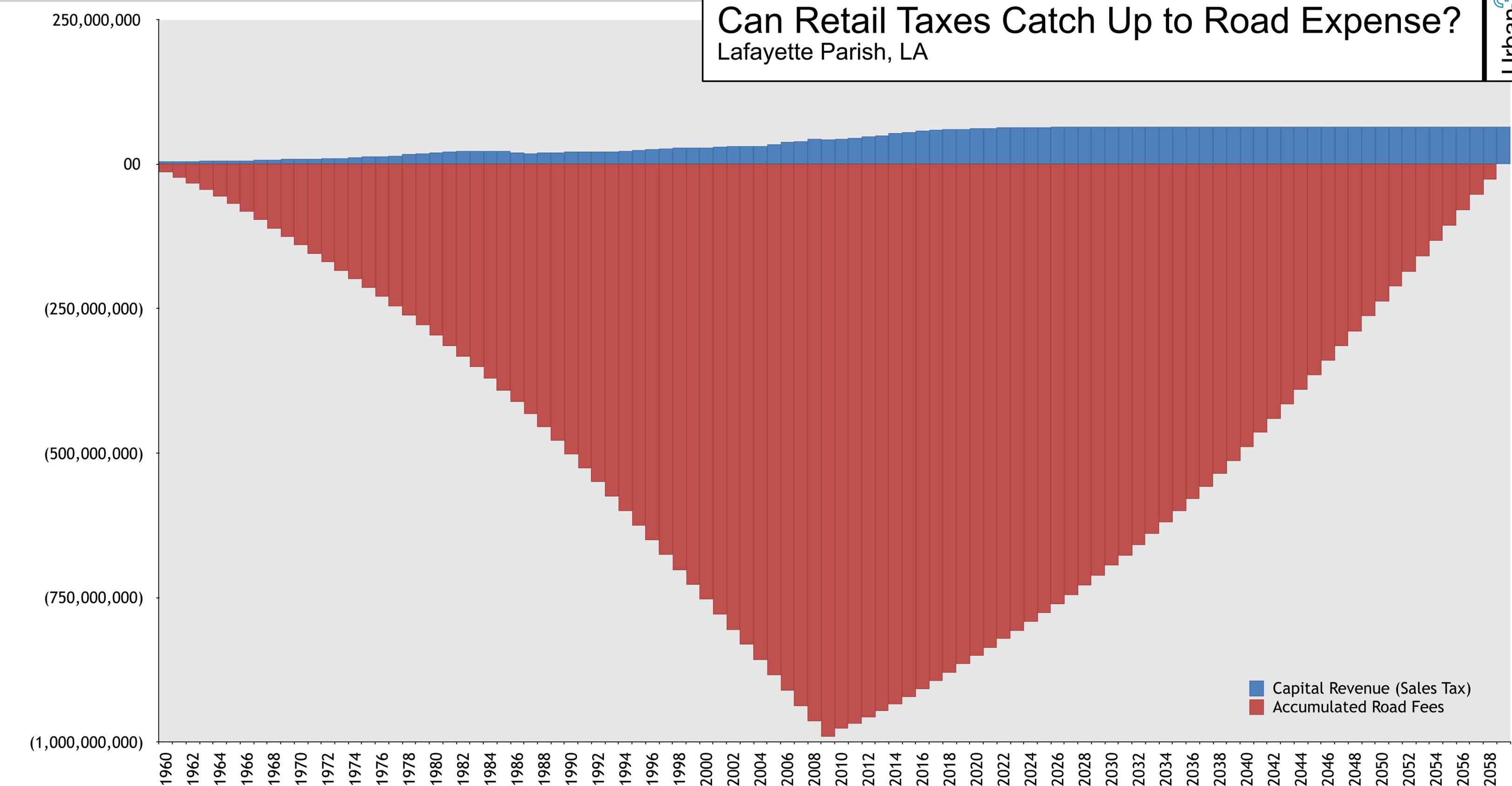


There is no such thing as an infrastructure fairy.

Kevin Blanchard
World's Greatest Public Works Director

Can Retail Taxes Catch Up to Road Expense?

Lafayette Parish, LA



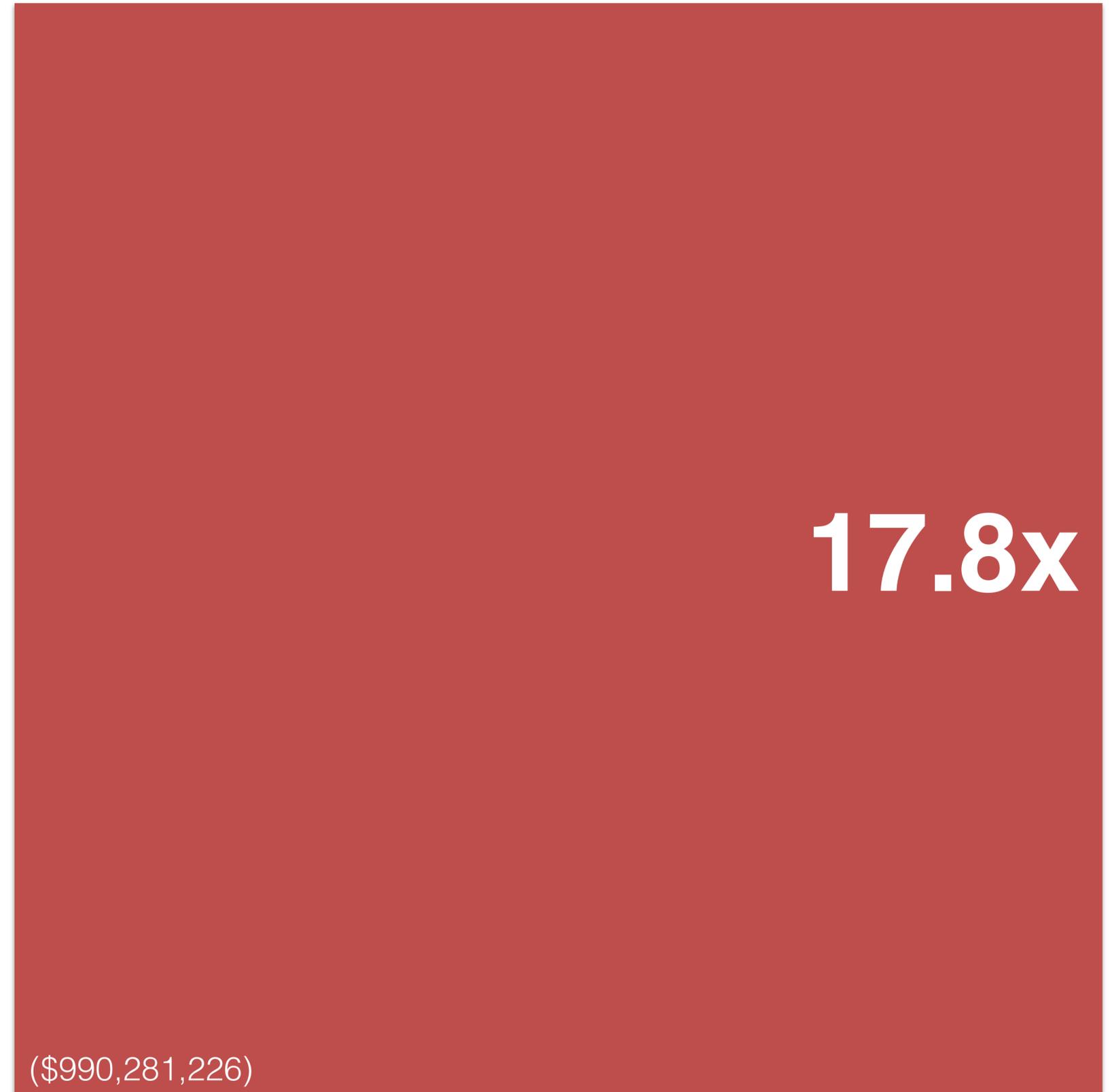
Capital Revenue (Sales Tax)
Accumulated Road Fees

Accumulated 50 Year Total

(2015) Lafayette, LA



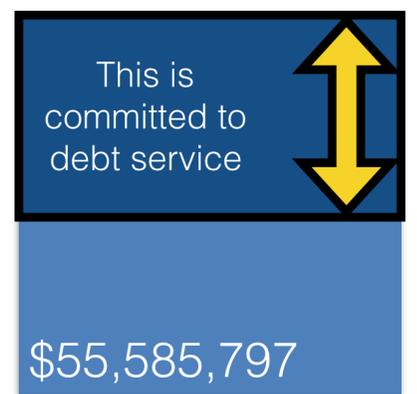
Capital Revenue



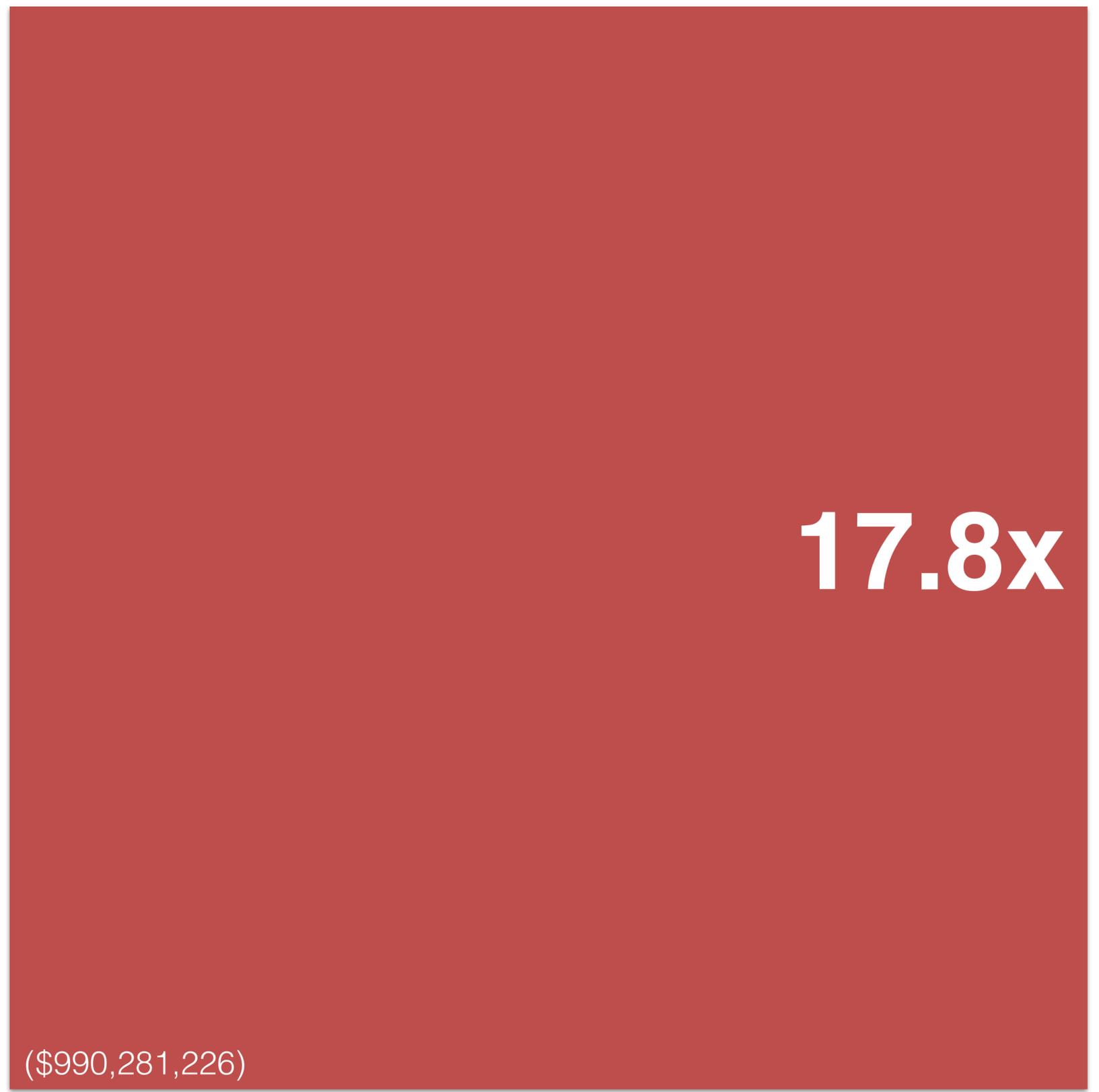
Road Cost

Accumulated 50 Year Total

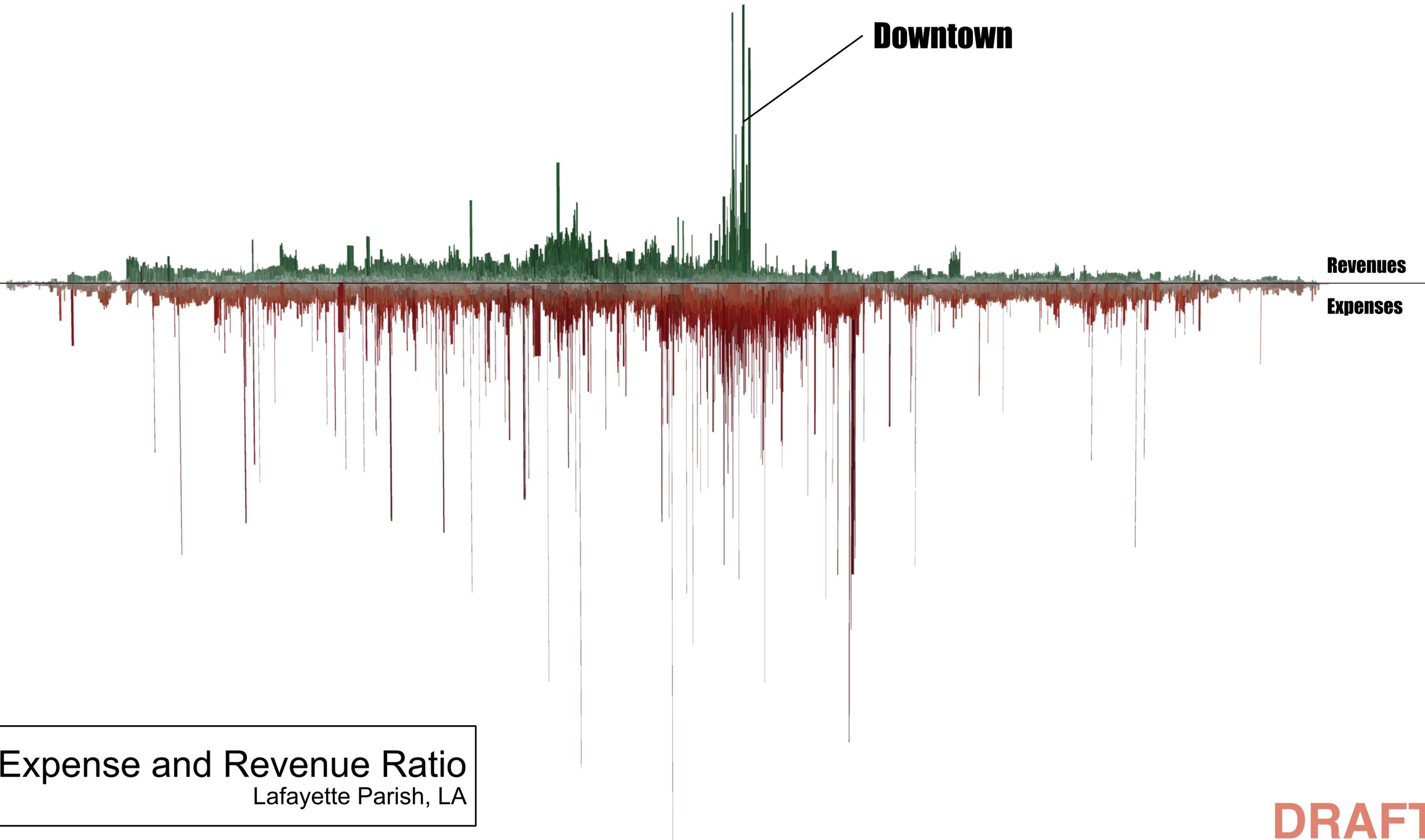
(2015) Lafayette, LA



Capital Revenue



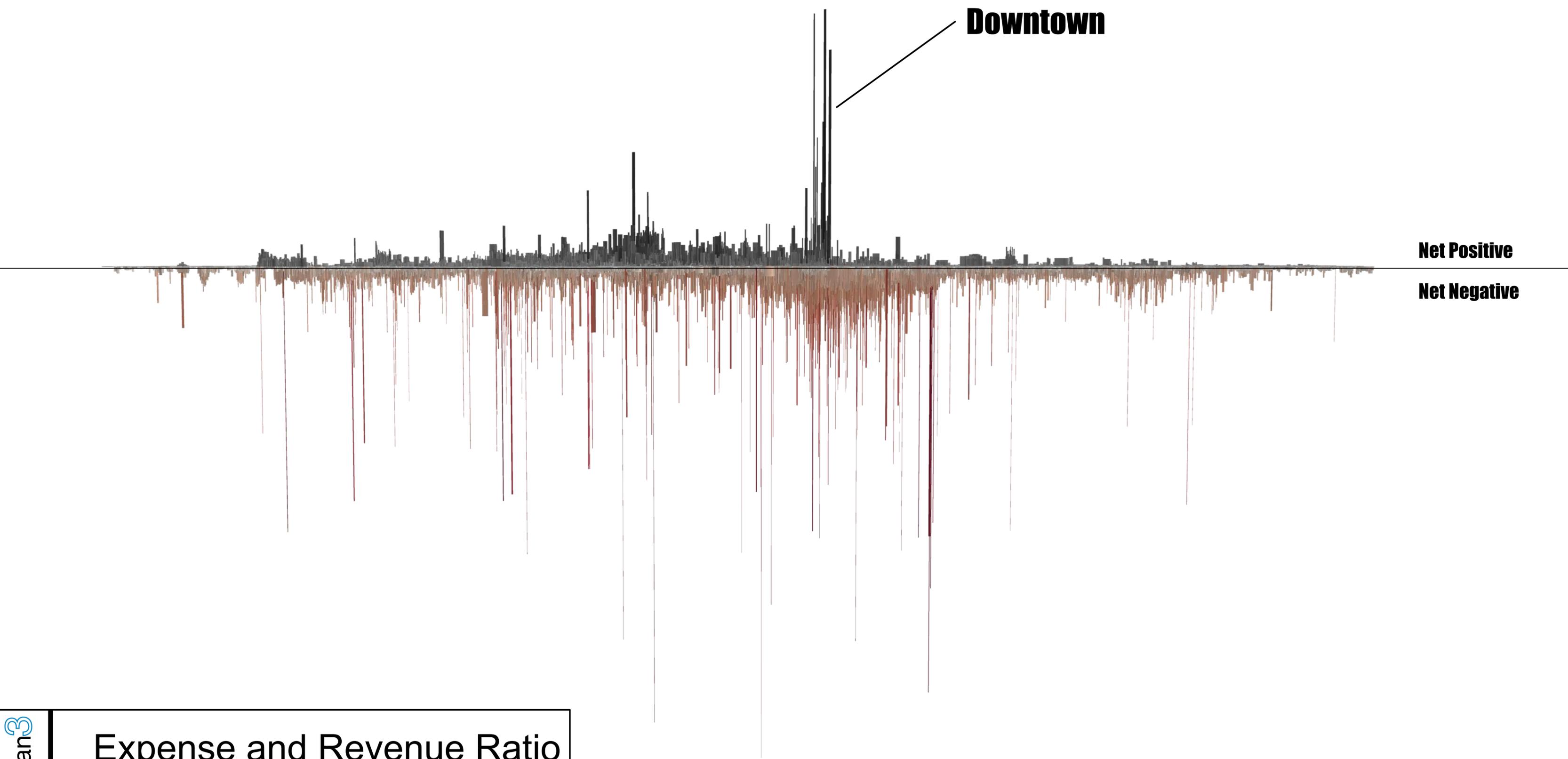
Road Cost



Downtown

Revenues

Expenses



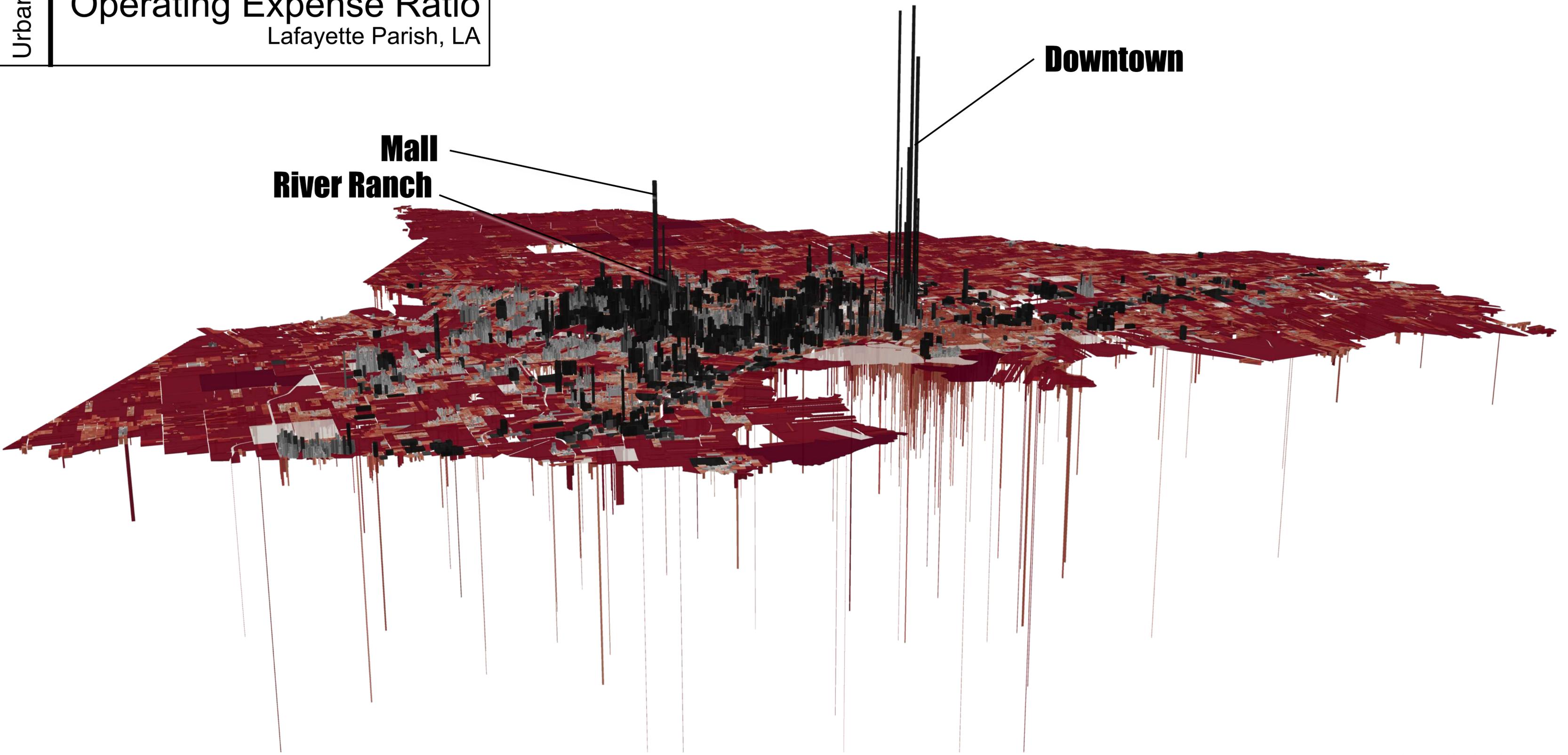
Downtown

Net Positive

Net Negative

Operating Expense Ratio

Lafayette Parish, LA

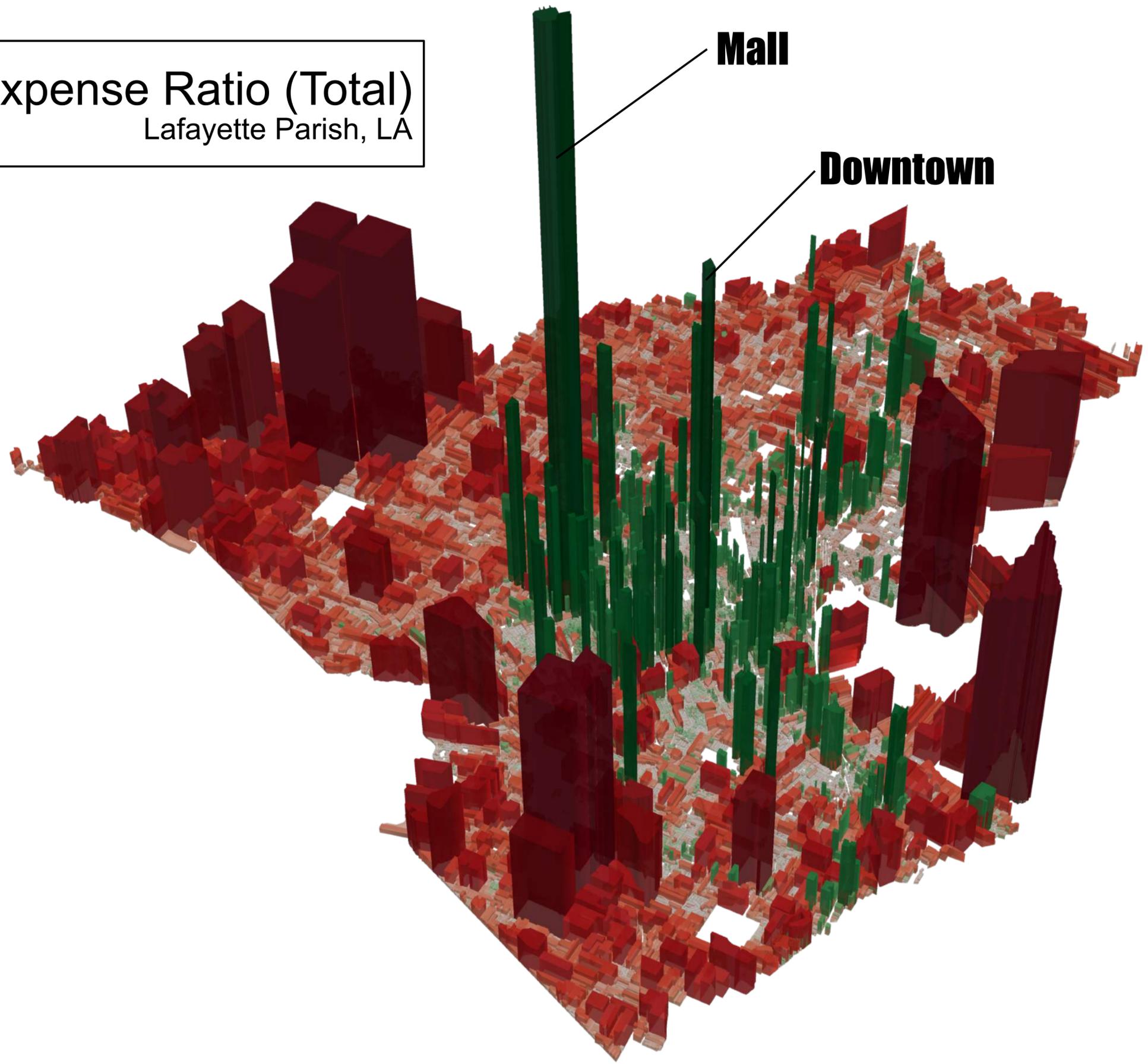


Mall
River Ranch

Downtown

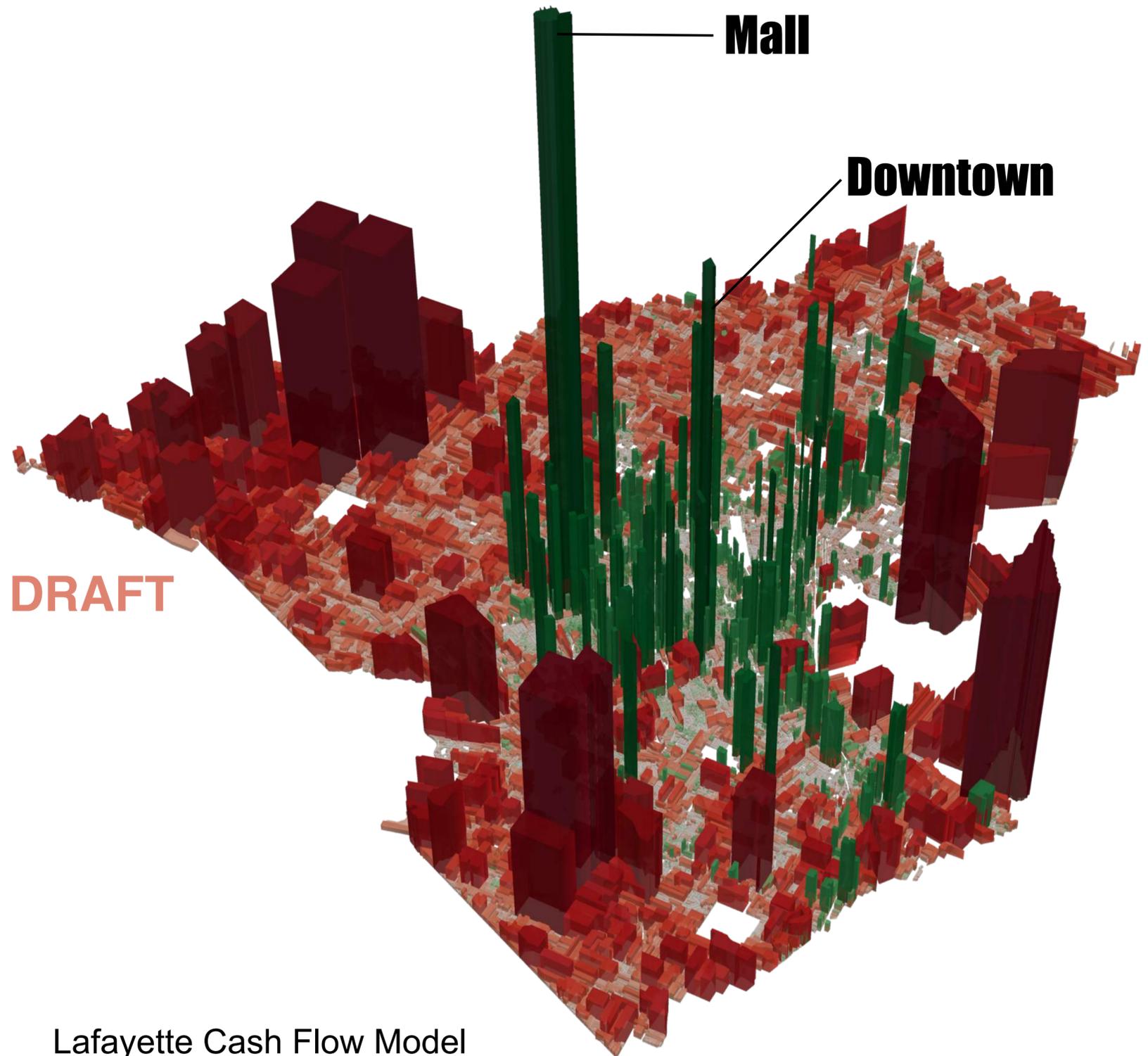
Operating Expense Ratio (Total)

Lafayette Parish, LA



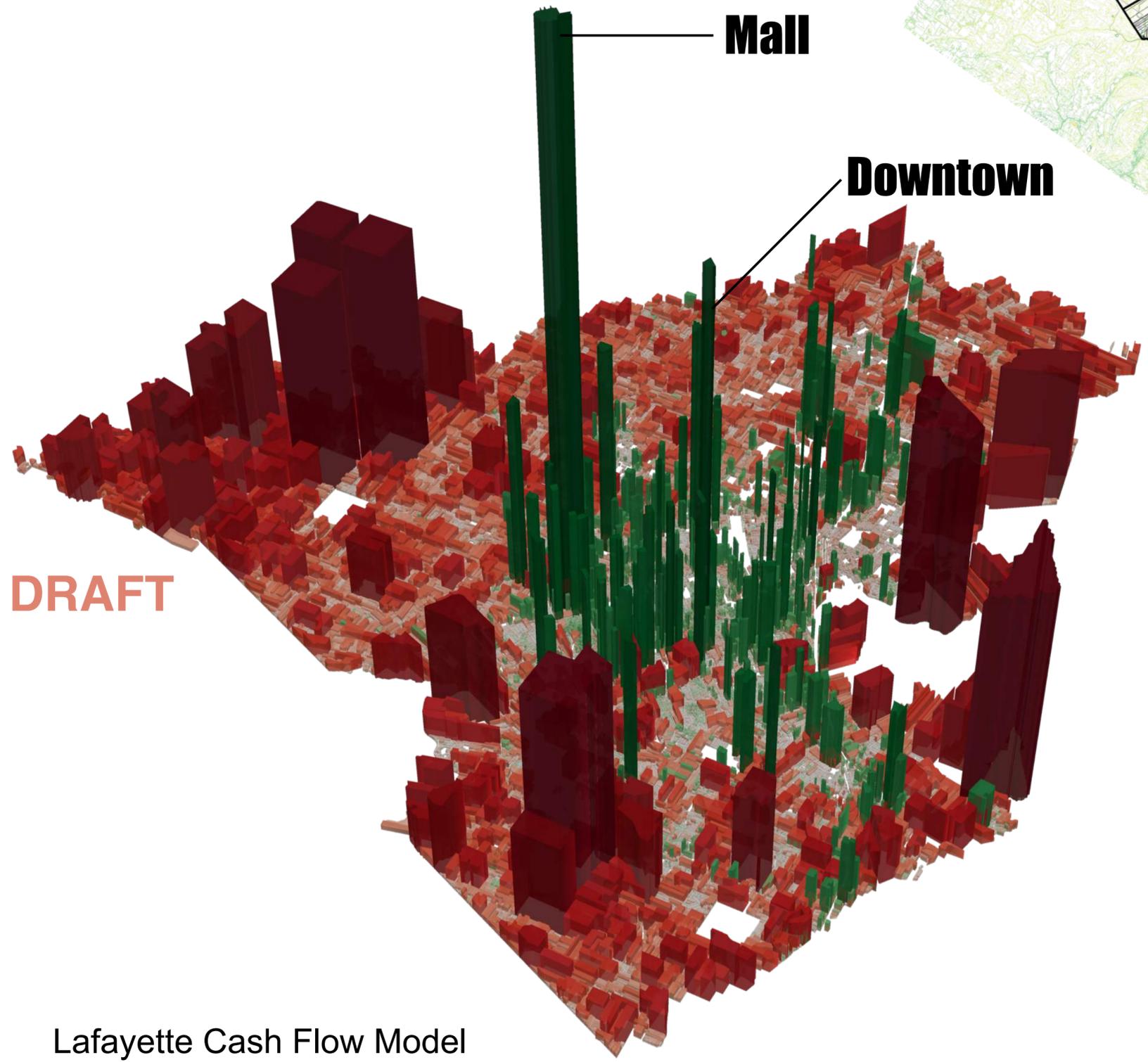
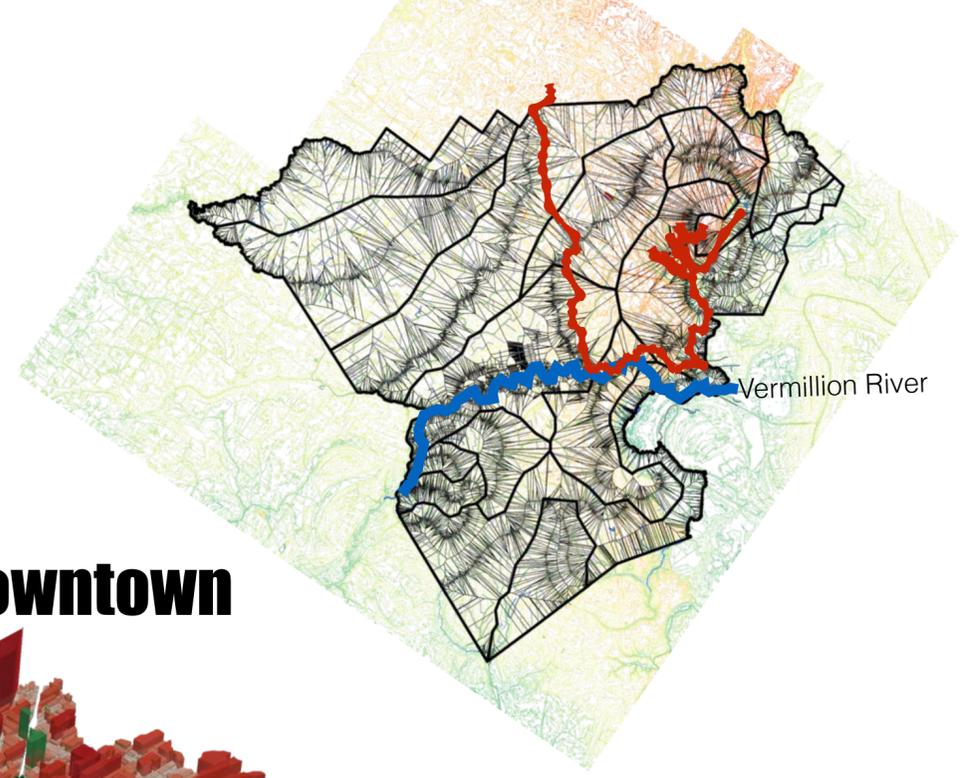
Operating Expense Ratio (Total)

Lafayette Parish, LA



Operating Expense Ratio (Total)

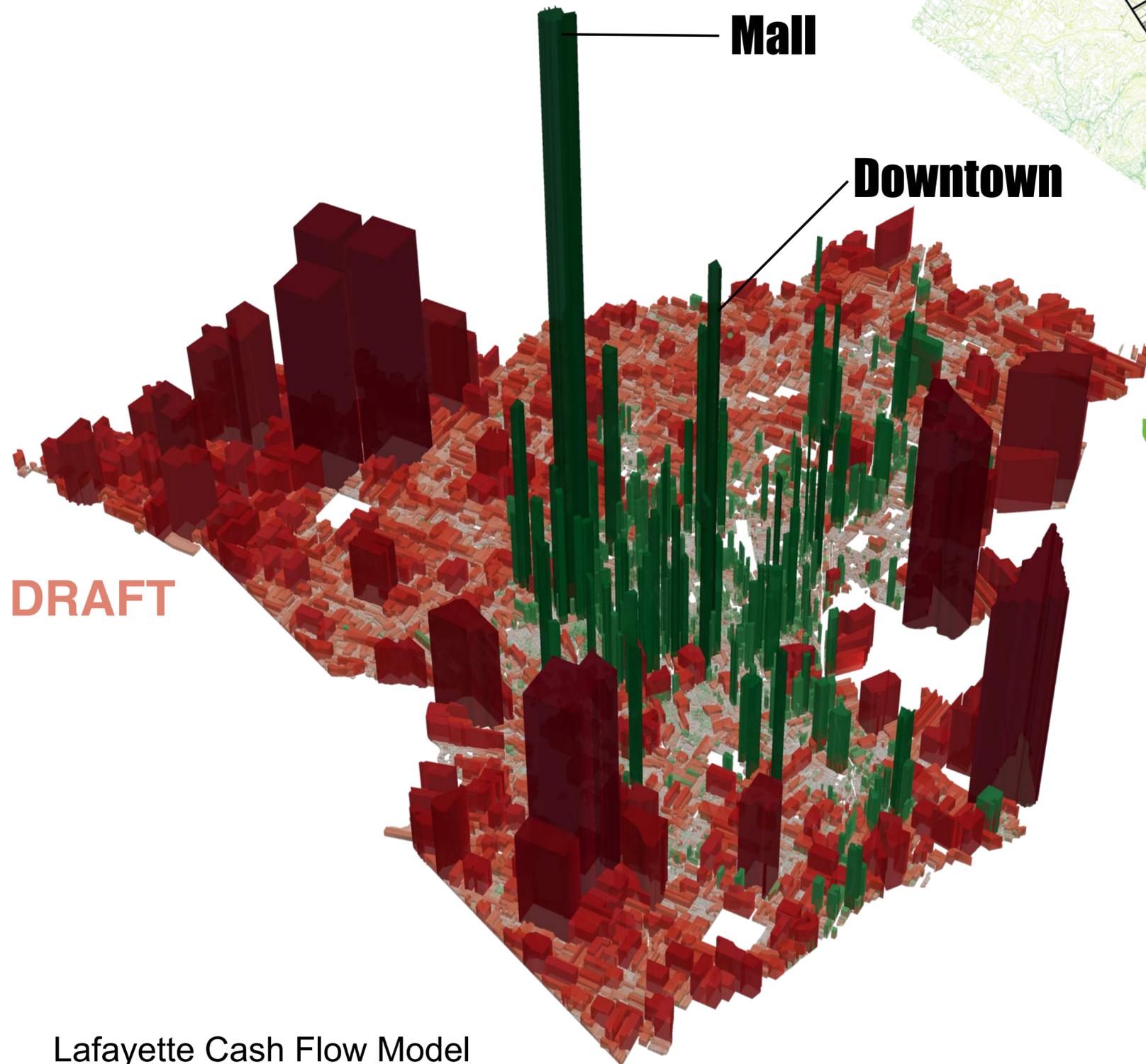
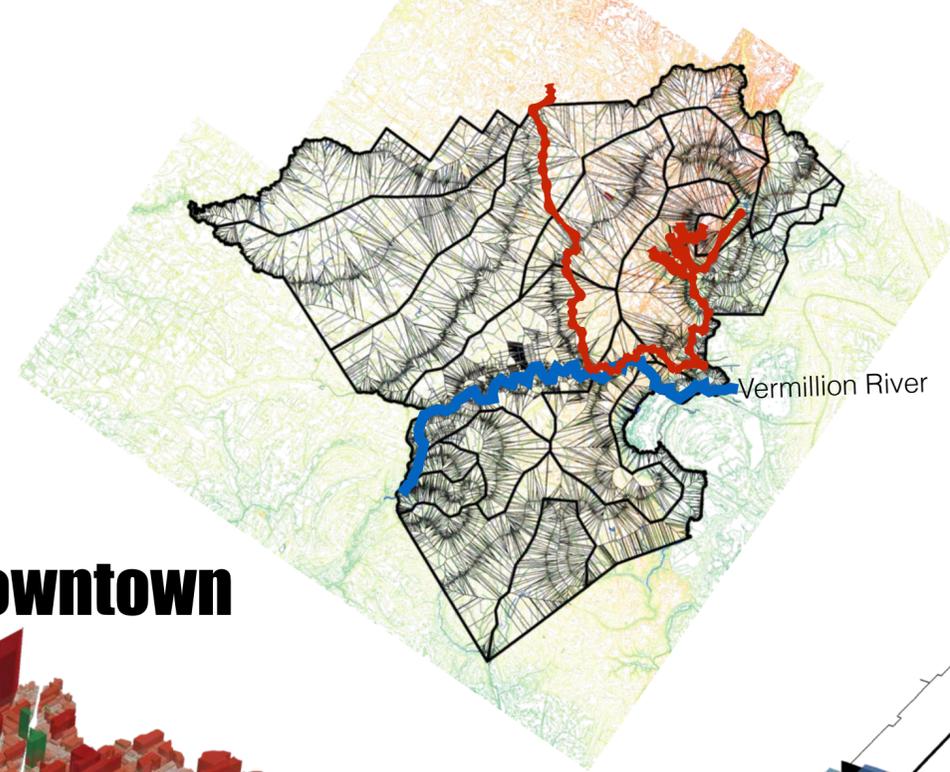
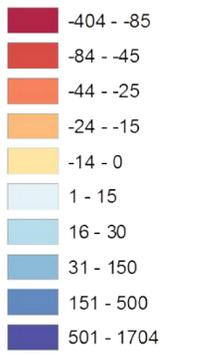
Lafayette Parish, LA



Operating Expense Ratio (Total)

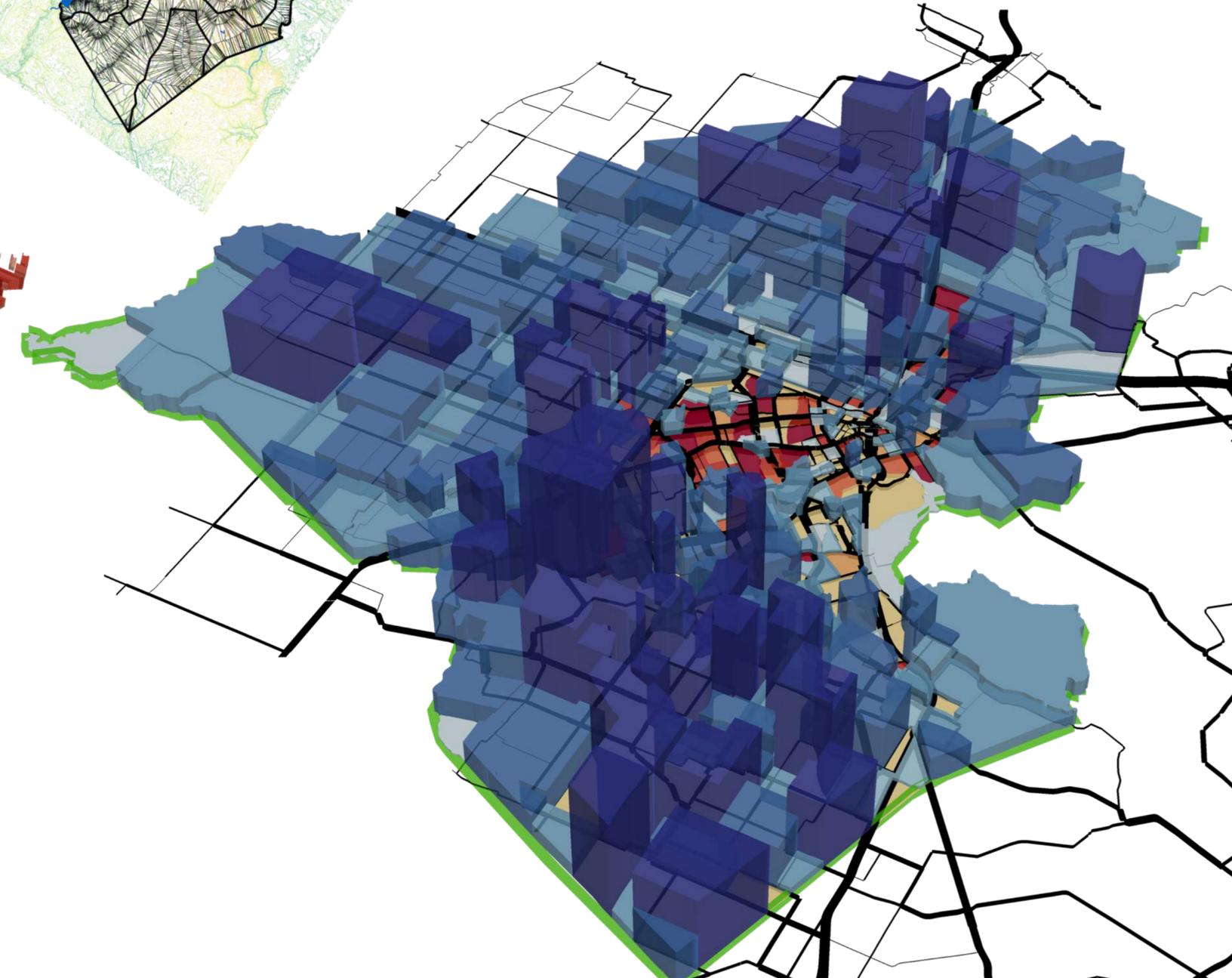
Lafayette Parish, LA

Projected Pop Change 2010 - 2040



DRAFT

Lafayette Cash Flow Model



MPO 2040 Population Model Projections



Population

1949

33,500

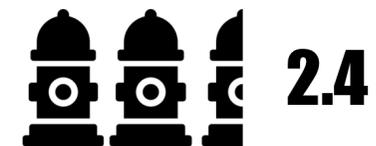


Feet of pipe/person



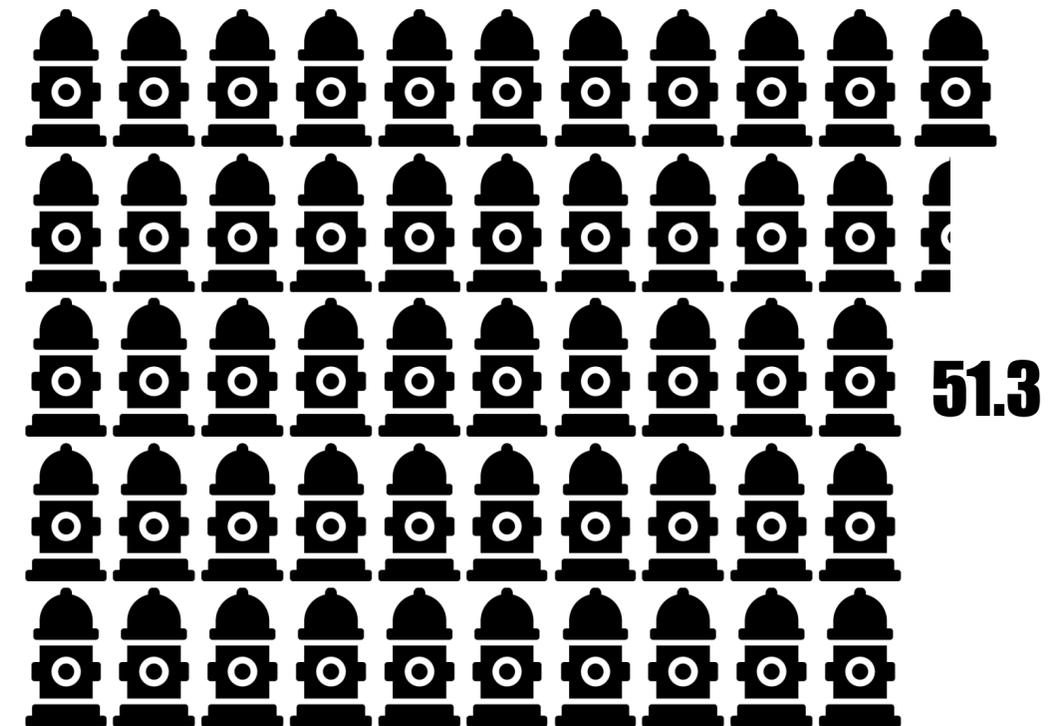
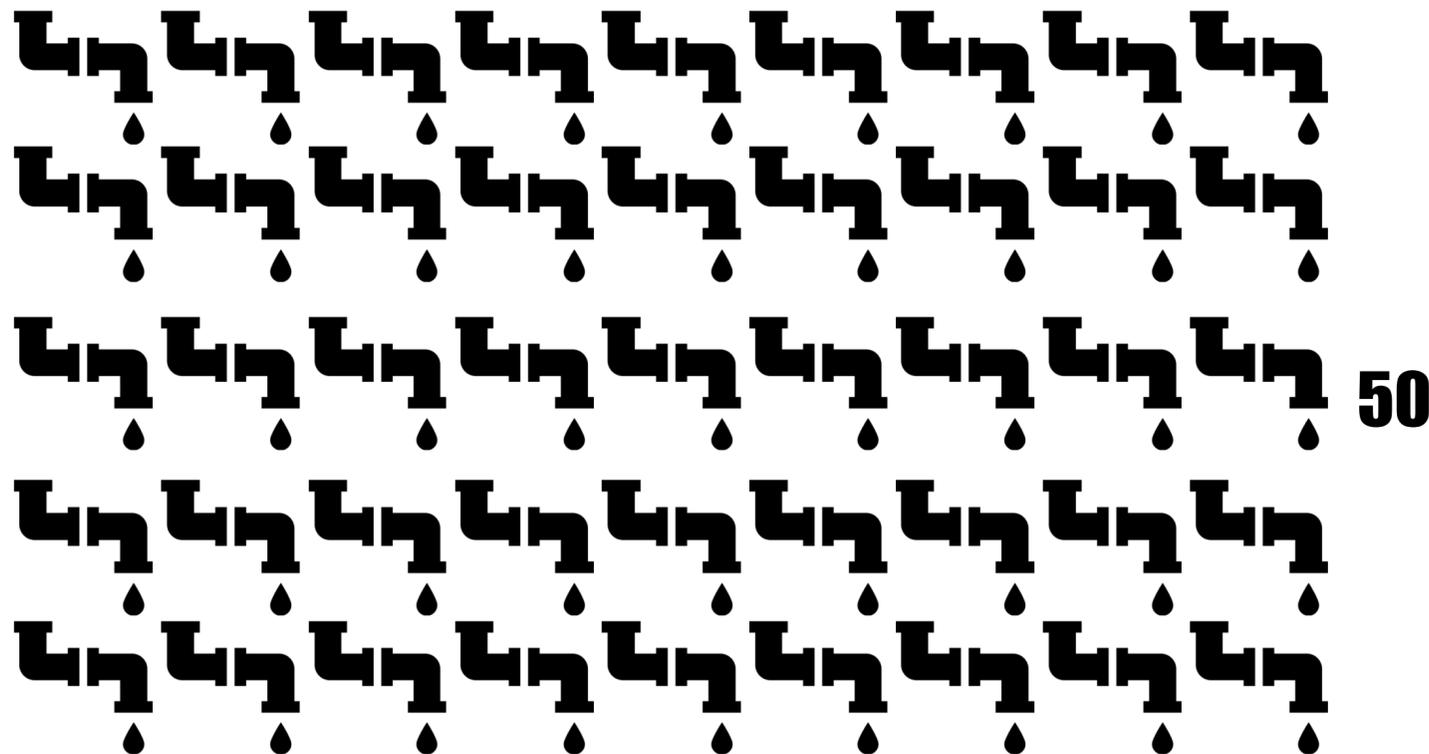
Fire Hydrants/1,000 people

Source: Sanborn Maps and LCG Records



2015

121,000



350%

1,000%

2,140%

Population



350%

Feet of pipe/person



1,000%

Fire Hydrants/1,000 people



2,140%

Your Median Household income



\$27,700



\$45,000

160%