



MADISON-MORGAN CONSERVANCY
SERVE † SAFEGUARD † SUSTAIN

ABOUT THE MADISON-MORGAN CONSERVANCY

Incorporated as Georgia's first countywide conservancy in 2000, the mission of the Madison-Morgan Conservancy is to provide public education on conservation matters and to protect and enhance the heritage and quality of life of the residents of Morgan County by preserving historic sites, greenspace, farmland, and timberland.

The Conservancy's unique, holistic approach to land conservation has earned us the 2018 Preservation Leadership Award.

TDR is one of the Conservancy's programs. Other programming consists of:

- Providing technical assistance to landowners interested in **conservation easements**, **Centennial Farm nominations**, **TDR**, or **National Register nominations**
- Hosting **educational forums and workshops**
- **Reviewing development plans** submitted to the Morgan County and City of Madison Planning Commissions
- **Greenprinting** the area's natural, agricultural, and historic resources
- Supporting the agricultural industry through a **Farm to Market Alliance**, **FARMeander**, and a **Farm to School program**
- Protecting Morgan County's natural, agricultural, and historic resources through an **Endangered Properties Revolving Fund**
- Creating and sustaining a conservation ethic in Morgan County's youth through the **Junior Conservancy**



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The Madison-Morgan Conservancy TDR outreach initiative is generously sponsored by the Riverview Foundation.

For more information, contact:

Madison-Morgan Conservancy
P.O. Box 752, Madison, GA 30650
(706)818-8046
info@mmcGeorgia.org
www.mmcGeorgia.org



Transferrable Development Rights (TDR)



TDR is a **voluntary**, market-based tool that accomplishes two smart growth objectives:

Preserving Resources and Open Space
and
Directing Development to Suitable Areas



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WHAT ARE TRANSFERRABLE DEVELOPMENT RIGHTS (TDR)?

TDR offer an innovative way to direct growth away from land that should be preserved to areas well suited to higher density development.

TDR programs enable property owners in designated “sending areas” to sever and sell development rights which may be purchased by property owners and/or developers for designated “receiving areas,” thus redistributing density within a community. **Receiving areas** are those well suited for denser development, and **sending areas** typically have agricultural, historic, or environmental values which a community desires to preserve.

QUICK TDR FACTS:

- Madison’s TDR program is voluntary
- TDR shifts growth towards areas you want to grow and away from areas you want to protect
- TDR creates no net increase or decrease in development potential
- TDR works only if there is development pressure
- Conservation easements are used to permanently protect sending areas
- Density caps are used in receiving areas



TDR IN MADISON

In 2004, Madison’s Joint City-County Comprehensive Plan identified TDR as a potential planning tool, and in 2014, the city adopted a TDR ordinance and established a pilot TDR program. Madison’s TDR program concentrates on the protection and connection of vital pockets of natural habitat, riparian areas, and greenspace within an existing built environment.

In its first TDR transaction, the City of Madison sold development rights on 25 acres, including Round Bowl Spring and Presidents Park, and sold these rights to a developer who constructed 44 affordable, senior housing units in downtown in proximity to transportation, a commercial nexus, and a neighborhood park.

HOW TDR CAN HELP YOU...

The City of Madison TDR program may allow you to financially benefit from protecting your property.

The TDR program gives “Sending Parcel” landowners the option to sell development rights (TDRs). Here’s what you need to know:

- When you sell your TDRs, you permanently protect a portion of your property. You still own your property and can use your property according to the rules of the TDR program.
- Through a private market transaction, TDRs may be purchased by the City of Madison’s TDR Bank, Greenspace Commission, or Downtown Development Authority; the Conservancy; a developer; or any other individual or entity.
- TDRs can be transferred to a development (in a place that meets certain criteria) or retired permanently to further the protection of Madison’s natural and historic resources (the Conservancy’s preference).

