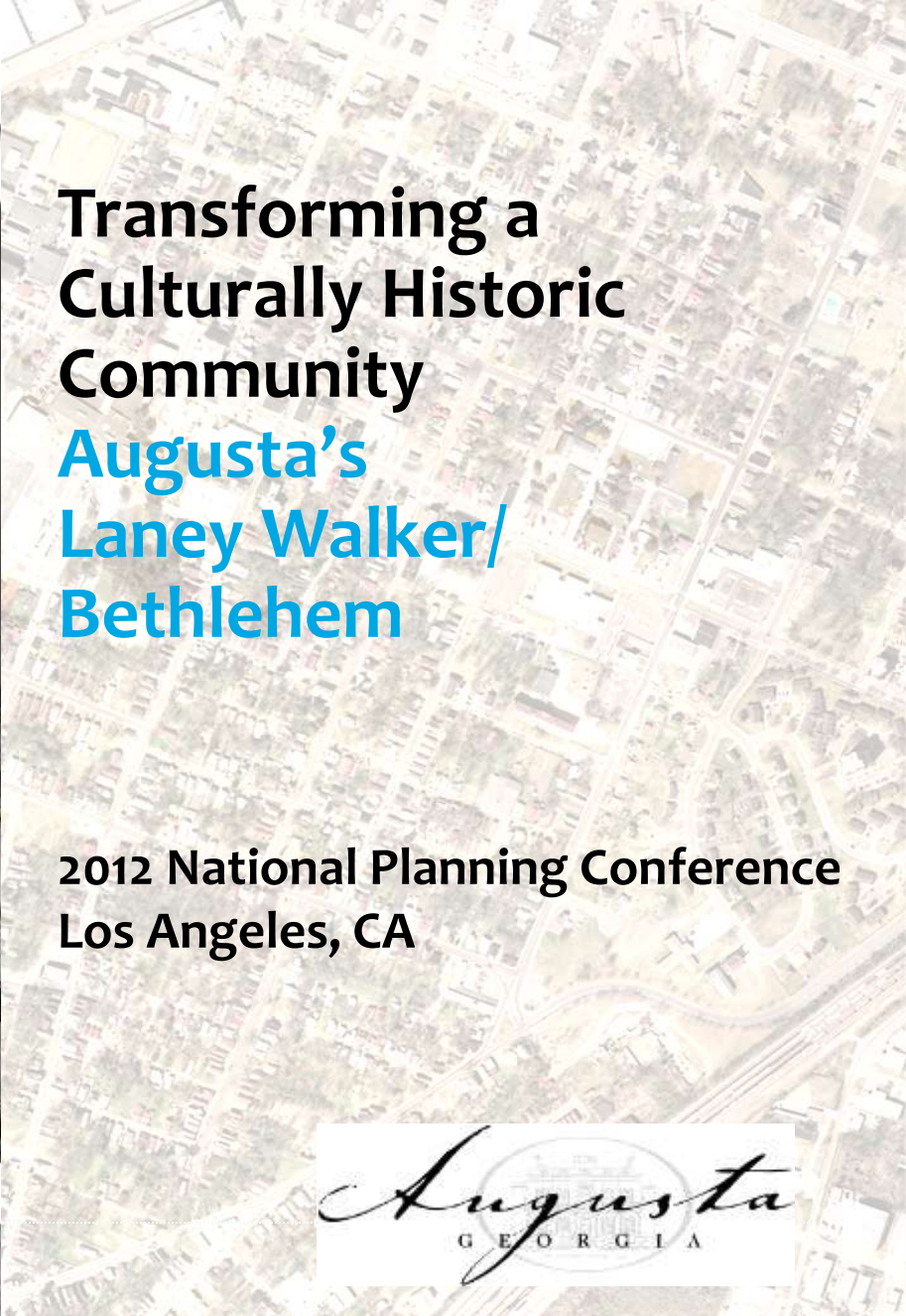




LANEY WALKER / BETHLEHEM

Two historic neighborhoods coming together to regenerate Augusta's urban core – a transformation few people ever imagined.



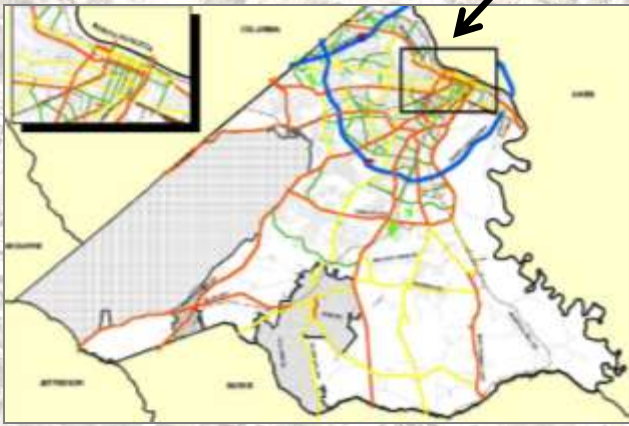
**Transforming a
Culturally Historic
Community**
**Augusta's
Laney Walker/
Bethlehem**

**2012 National Planning Conference
Los Angeles, CA**

C + → RESTORE. CONNECT. TRANSFORM.

Augusta
GEORGIA

Transforming a Culturally Historic Community: Augusta's Laney Walker/Bethlehem



Transforming a Culturally Historic Community: Augusta's Laney Walker/Bethlehem

Presenters

Chester A. Wheeler, III, Director

Augusta, GA Housing & Community Development Department

Jesse Wiles, President

APD Urban Planning & Management, Atlanta/Jacksonville



Restoring the American City: Augusta's Laney Walker/Bethlehem

Project Overview

- ❖ Vision/History
- ❖ Community Involvement
- ❖ Financing
- ❖ Structure and Governance

Planning & Development

- ❖ Priority Development Areas
- ❖ Design and Green Guidelines
- ❖ Policy Framework

Risk Mitigation

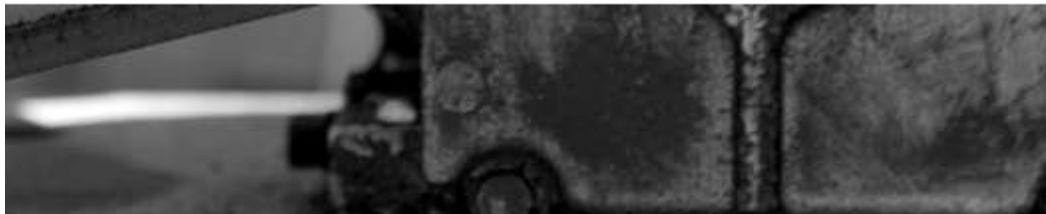
Marketing/Branding/Communications

Community Programs and Partners





OUR VISION



**Transform Augusta's
urban core into a
model city for the
21st Century.**

**Turn around decades of
blight and disinvestment.**

**Regenerate two historic
African American
neighborhoods.**



BACKGROUND



Existing Conditions

Laney Walker Neighborhood

- ❖ 33% of housing in poor to dilapidated condition
- ❖ Over 20% of parcels vacant

Bethlehem Neighborhood

- ❖ 70% of housing in poor to dilapidated condition
- ❖ Over 30% of parcels vacant

Area = 1,020 acres (approx.)

Parcels = 3,500 (approx.)

Population = 4,707

COMMUNITY INVOLVEMENT

- ❖ 16-Month Neighborhood Planning Process
- ❖ Summary of recommendations:
 - Eliminate blight
 - New, affordable SF housing for homeownership
 - Rental housing for seniors
 - Rehabilitate vacant houses
 - Create more green space
 - Neighborhood retail and job opportunities
 - Celebrate neighborhood's culture and African-American heritage
- ❖ Ongoing Dialogue – Quarterly and Annual Meetings





TARGETS AND OBJECTIVES

- ❖ Acquisition of vacant and abandoned property in key development areas
- ❖ Quality construction, infrastructure improvements, social service support, and development incentives
- ❖ Preserve historic and cultural heritage by renovating owner-occupied homes
- ❖ Develop mixed income neighborhoods and attract new home buyers
- ❖ Use public funding to attract private investment to priority developments areas
- ❖ Use redevelopment initiatives to stimulate economic development

Long-term bond funding

\$38.5 million through
50-year hotel fee

\$750,000/year for planning,
land acquisition, and gap-
financing

Supplemented with HOME,
NSP, and CDBG funding

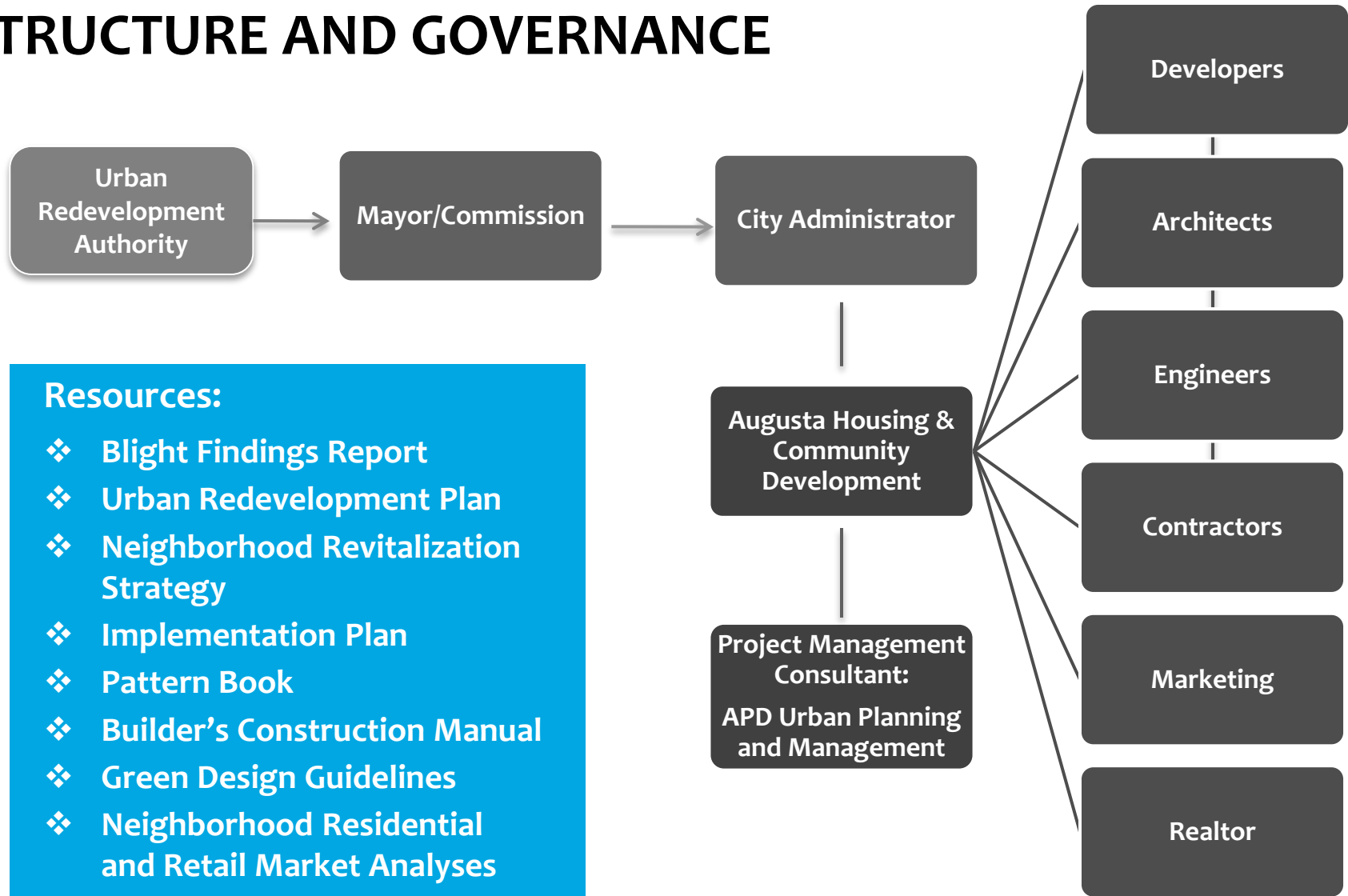
Goal: 5 to 1 leverage of
private investment



INNOVATIVE FINANCING



STRUCTURE AND GOVERNANCE



LANEY WALKER/BETHELEM CONTEXT MAP

A. LWB REVITALIZATION PROJECTS (BOND FINANCING)

- A-1 HERITAGE PINE
- A-2 HOLLEY STREET COMMONS
- A-3 POWELL POINT
- A-4 EAST MILL VILLAGE
- A-5 TWIGGS CIRCLE
- A-6 FOUNDRY PLACE
- A-7 PENNY SAVINGS BANK
- A-8 FAMOUS DOOR
- A-9 THE BOULEVARD

B. OTHER AREA EXISTING AND PROPOSED PROJECTS (PRIVATE/GOVERNMENT)

- B-1 ARMSTRONG GALLERIA
- B-2 LINDEN SQUARE SEMON CITIZEN FACILITY
- B-3 SCHOOL OF DENTISTRY, GHSU
- B-4 UNITED HOUSE OF PRAYER HOUSING
- B-5 VISION VILLAGE, 30901 DC
- B-6 JUDGE JOHN H. RUFFIN JUDICIAL CENTER
- B-7 THE ENCLAVE, ANIC
- B-8 WALTON WAY TRIANGLE
- B-9 ST. BENEDICT BOARDING SCHOOL
- B-10 IMMACULATE CONCEPTION

LEGEND

	GATEWAY/MAJOR DEVELOPMENT NODE		ONGOING DEVELOPMENT		MAJOR CORRIDOR
	MINOR DEVELOPMENT NODE		UNDER NEGOTIATION		MINOR CORRIDOR
	LANEY WALKER/BETHELEM BOUNDARY		FUTURE		CONNECTORS





Heritage Pine

HISTORIC LANEY WALKER

- ❖ City's flagship development
- ❖ 44+ Homes
- ❖ Mix of SF homes, homeowner and rental duplexes, and historic renovations
- ❖ \$110-\$210K
- ❖ Pocket Parks
- ❖ Service Lanes
- ❖ Energy Star rated, native landscaping, rain gardens

PINE STREET: BEFORE



HERITAGE PINE: Materials Reuse, Restoration, Blight Removal



East Pine Street: Proposed Rendering

PINE STREET: TODAY





HERITAGE PINE FINANCIAL IMPACT

- ❖ Reached \$1 million in sales
- ❖ Total projected cost = \$5.5M
- ❖ Public funding = \$1.1M
- ❖ Public funding to cost ratio = 4.9
- ❖ Increased tax base by \$3.3 M

HERITAGE PINE

2011 Outstanding Plan
Implementation Award,
Georgia Planning Association





Holley Street Commons
HISTORIC LANEY WALKER

- ❖ 20+ Homes
- ❖ \$125-\$150K
- ❖ Historic character
- ❖ Urban “cul-de-sac” surrounding 100-yr old oak tree
- ❖ Energy Star rated
- ❖ Developed by CHDO





Holley Street Commons
HISTORIC LANEY WALKER

STATUS

- ❖ Model home completed, fully furnished
- ❖ 4 new homes sold
- ❖ 3 spec homes completed
- ❖ Engineering completed for new street

FINANCIAL IMPACT

- ❖ Total projected cost = \$1.3M
- ❖ Public funding = \$450K
- ❖ Public funding to cost ratio= 2.96





FP
FOUNDRY PLACE
 HISTORIC BETHLEHEM

- ❖ Mixed use, residential above retail
- ❖ 20K sq ft commercial
- ❖ 90- 1 BR Apts
- ❖ 2 and 3 BR Apts
- ❖ 12 Townhomes
- ❖ 25 SF Homes
- ❖ Park space
- ❖ Affordable, energy efficient design



STATUS

- ❖ Master plan completed
- ❖ Zoning overlay approved
- ❖ Land assembly 80%

FINANCIAL IMPACT

- ❖ Total project cost: \$21M
- ❖ Public funding: \$5.3M
- ❖ Public funding to cost ratio = 4



- ❖ 12 Infill SF homes
- ❖ Rental and homeownership
- ❖ 4 Restorations





STATUS

- ❖ Land assembly 100% complete
- ❖ Negotiations underway to build 12 new units and 5 restorations
- ❖ Civil engineering design 60% completed

FINANCIAL IMPACT

- ❖ Total projected cost = \$3.1M
- ❖ Public funding = \$1.3M
- ❖ Public funding to cost ratio = 2.38





- ❖ Mixed use, mixed income
- ❖ Townhomes, duplexes, single family homes – 137 units total
- ❖ Senior residences
- ❖ Historic home restorations
- ❖ Energy efficient design
- ❖ Two roundabouts
- ❖ Neighborhood parks





STATUS

- ❖ Land assembly 80% complete
- ❖ Phase I Senior Housing: 14 duplexes, 8 new homes in 3rd Qtr 2012

FINANCIAL IMPACT

- ❖ Total projected cost = \$21.5M
- ❖ Public funding = \$5.4M
- ❖ Public funding to cost ratio= 4

THE BOULEVARD

HISTORIC LANEY WALKER



- ❖ Commercial heart of Laney Walker/Bethlehem
- ❖ Institutional uses – schools, government buildings
- ❖ City presence in the neighborhood

THE BOULEVARD

HISTORIC LANEY WALKER



STATUS

- ❖ Master plan completed
- ❖ Acquired historic African American bank building
- ❖ Acquired properties that have been source of neighborhood crime
- ❖ Negotiations with stakeholders and potential developers underway

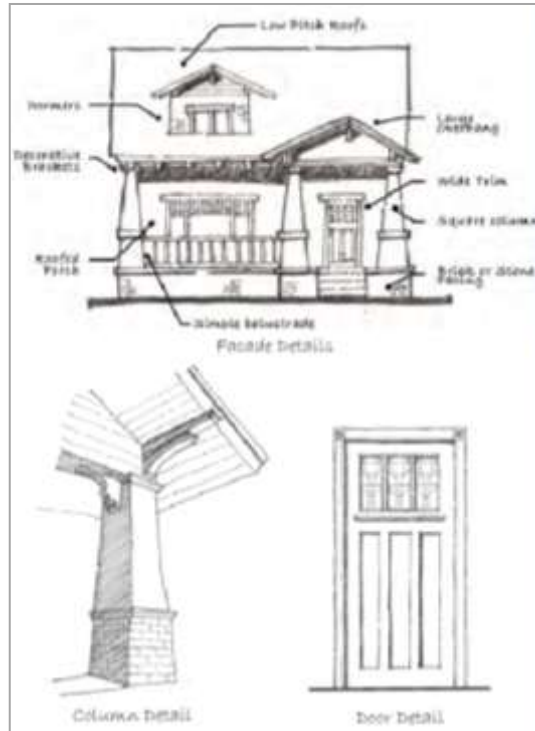
FINANCIAL IMPACT

- ❖ Total projected cost = \$14.1M
- ❖ Public funding = \$3.5M
- ❖ Public funding to cost ratio= 4

DESIGN GUIDELINES

PATTERN BOOK:

- ❖ Site Planning
- ❖ Streetscapes
- ❖ Architectural Styles & Standards
- ❖ Sustainability Principles



Step 4: Street Design

It is always important to take into consideration what type of street and vehicular traffic will be going through and surrounding a particular project. The pattern book has already outlined, on pages 20-25, what types of streets can be found in Lacey Walker and Holliston, and the type of treatment suggested for each one. These pages provide valuable information on how to create walkable streets in a specific project area.

The project area seems to be surrounded by a major arterial, Wrightshaw Rd., a residential collector and a residential street. It is recommended that the guidelines on pages 20-25 for each of these street types be carefully observed.

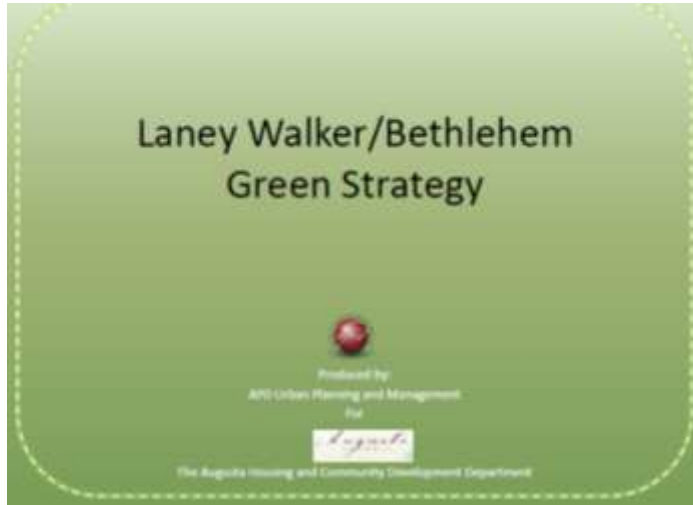
Step 5: Parks and Open Space

Pages 26-30, the parks and open space map and guidelines, give an idea of where parks could be located in each of the neighborhood. Each project should take the locations of the parks in consideration, since these will be the gathering spaces for the community.

Although there are no parks designated for the sample project area, small neighborhood parks and mini parks can be introduced as shown on page 26-30.

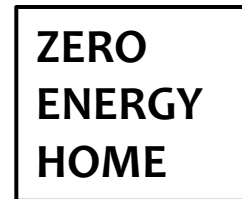


GREEN STRATEGY

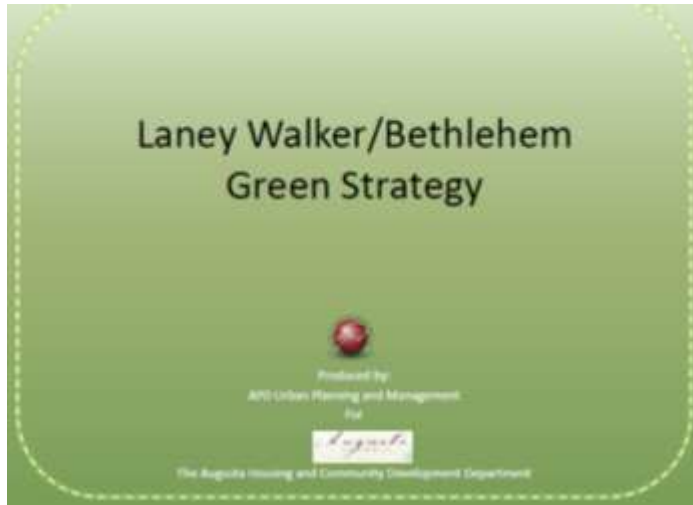


BUILDINGS:

- ❖ Phase I – ENERGY STAR HOMES
- ❖ Phase II – LEED for Homes
- ❖ Phase III – LEED-ND and Net Zero Energy Home

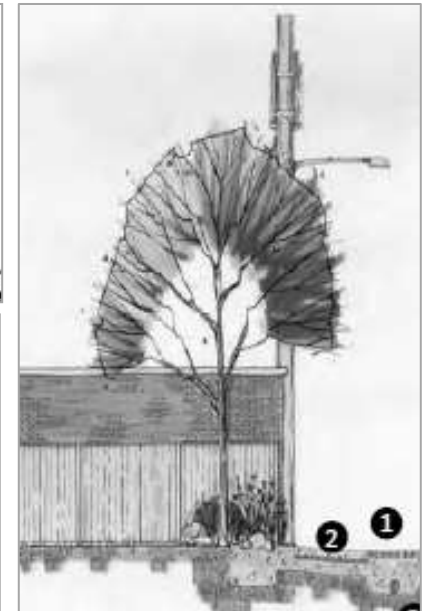
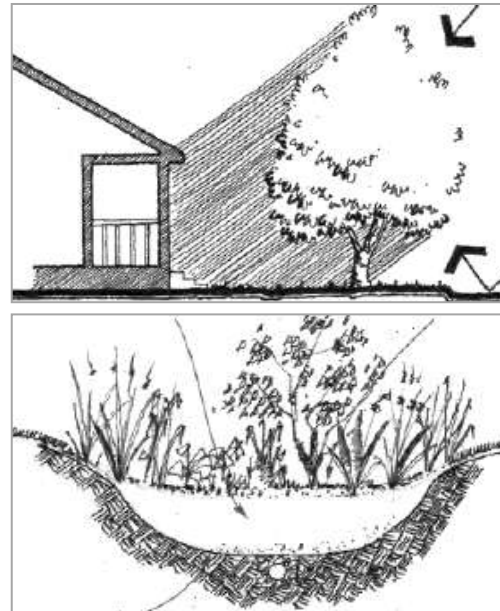
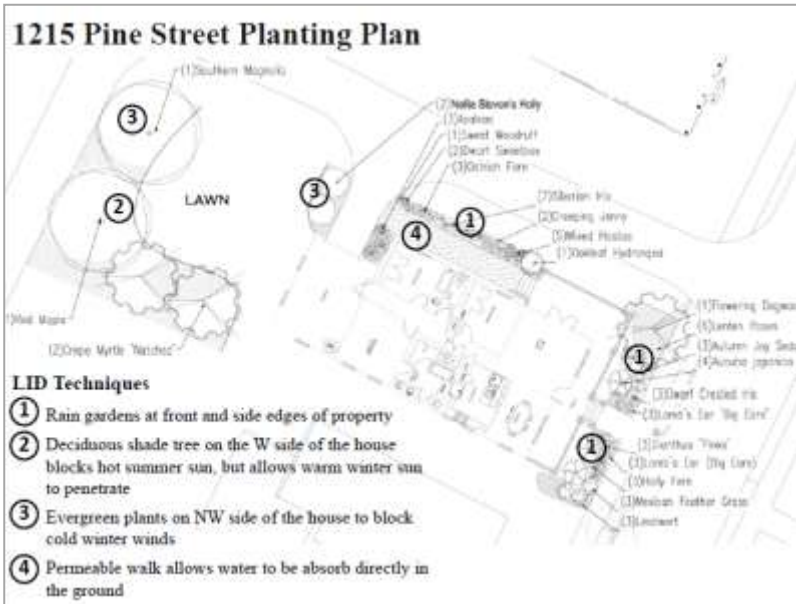


GREEN STRATEGY

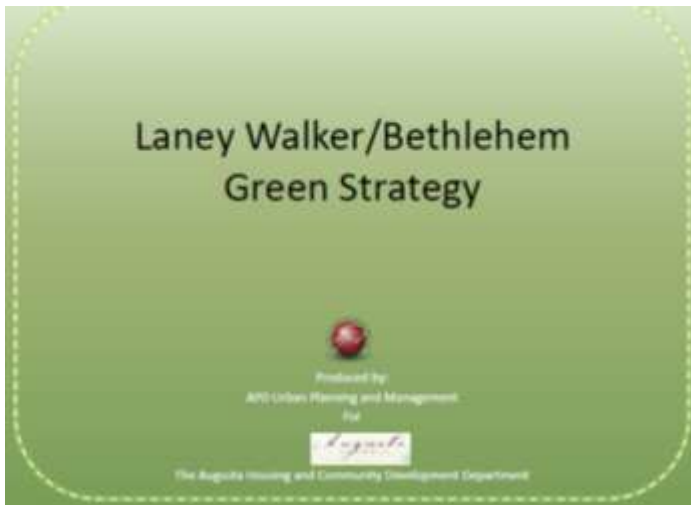


LANDSCAPE/STREETSCAPE:

- ❖ LID Practices
- ❖ Xeriscape, Native Plantings
- ❖ Plant Location for Energy Efficiency
- ❖ Permeable Paving
- ❖ Rainwater Harvesting/Collection
- ❖ Solar, LED Lighting



GREEN STRATEGY



AIA Award: Center for Communities by Design

- ❖ Assess existing conditions
- ❖ Establish sustainability tools to use throughout redevelopment area
- ❖ Create specific implementation steps
- ❖ Develop metrics to evaluate progress

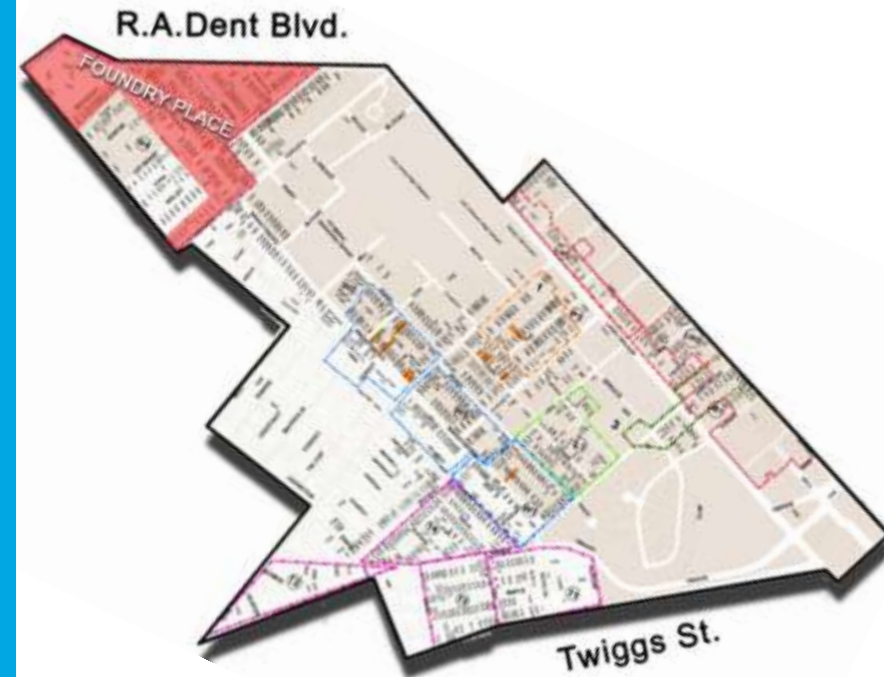
POLICY FRAMEWORK

- ❖ Political Support
- ❖ Funding Support
- ❖ Resident/Stakeholder Support
- ❖ Regulatory Support
 - Rezoning and Variances
 - MOU with State Historic Preservation Office
 - Zoning Overlay
- ❖ Getting Involved: Task Orders, RFP's, Negotiations



POLICY FRAMEWORK

- ❖ Political Support
- ❖ Funding Support
- ❖ Resident/Stakeholder Support
- ❖ Regulatory Support
 - Rezoning and Variances
 - MOU with SHPO
 - Zoning Overlay



RISK MITIGATION



- ❖ Property Acquisition
- ❖ Financial incentives for homebuyers and existing home owners
- ❖ Neighborhood Strategy Area designation
- ❖ Gap financing for developers

RISK MITIGATION

FUNDING IN PLACE FOR:

- ❖ Existing homeowners:
Blight reduction/ elimination
- ❖ Small residential investors:
Low-interest loans
- ❖ Commercial Property Owners:
Façade Program



RISK MITIGATION

GAP FINANCING:

Builders and Single Family Developers

- ❖ Assistance with pre-development expenses
- ❖ Property Acquisition
- ❖ Up to 25% of hard construction costs

Multifamily and Retail / Commercial Developers

- ❖ Assistance with pre-development expenses
- ❖ Property Acquisition
- ❖ Negotiated Gap financing

RISK MITIGATION

HOMEBUYER ASSISTANCE:

City of Augusta offers assistance with:

- ❖ down payment
- ❖ closing costs
- ❖ gap financing

Homebuyer contributes at least \$1000 to purchase.

MARKETING, BRANDING, AND COMMUNICATIONS

REALTOR SERVICES

- ❖ Outreach to area realtors and homebuyers
- ❖ Liaison with mortgage lenders
- ❖ Home sales



Meybohm
REALTORS®

MARKETING AND COMMUNICATIONS

❖ Brand Identity

❖ Websites

- heritagepineaugusta.com
- laneywalkerbethlehem.com

❖ Community Headlines

❖ Events

❖ Videos

❖ Sales Materials

❖ Press



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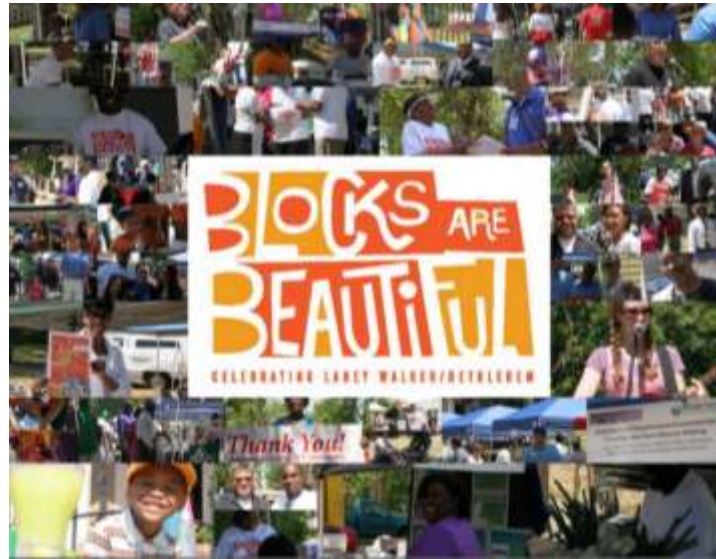
❖ Community Headlines

❖ Events

❖ Videos

❖ Sales Materials

❖ Press



PLANNING & DEVELOPMENT

Site Plan Review Process

- 1. Initial site plan review
- 2. Public review and comment
- 3. Final site plan review
- 4. Final site plan approval

Turning around 40 years of neglect and disinvestment takes time. Before on the ground development could begin, the City took important steps to set the realization in motion:

- Ongoing community meetings to facilitate public dialogue
- GIS mapping to examine existing conditions and highlight opportunities
- A master plan and design guidelines to complement the community's architectural heritage
- Development plans for six initial priority areas
- An open, transparent land acquisition process
- A sustainability program targeting energy-efficient homes and low-impact development strategies
- Financial incentives to mitigate risk for developers and attract home buyers
- Selection of private development partners, including architects, engineers, and builders



COMMUNITY OUTREACH AND PARTNERING



PARTNERS

- ❖ Land Bank Authority, Urban Redevelopment Agency, P&Z, other city/county agencies
- ❖ Historic Augusta, Lucy Laney Museum of Black History, Augusta Canal Authority
- ❖ CHDOs, community centers, neighborhood associations, churches and schools
- ❖ Southface Energy Institute

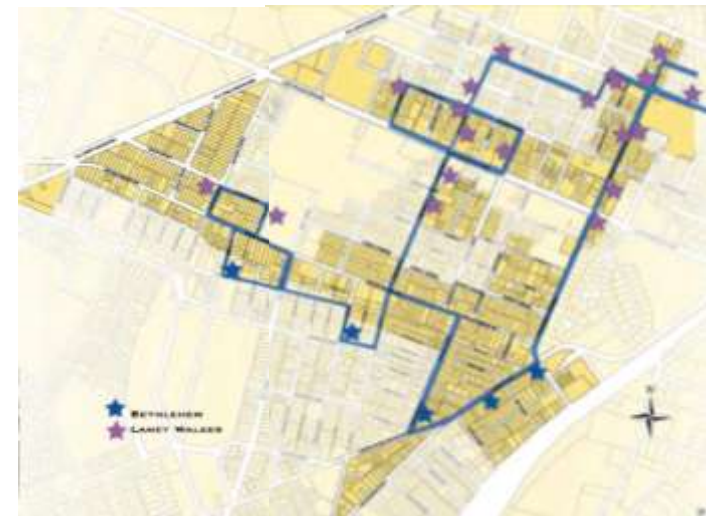


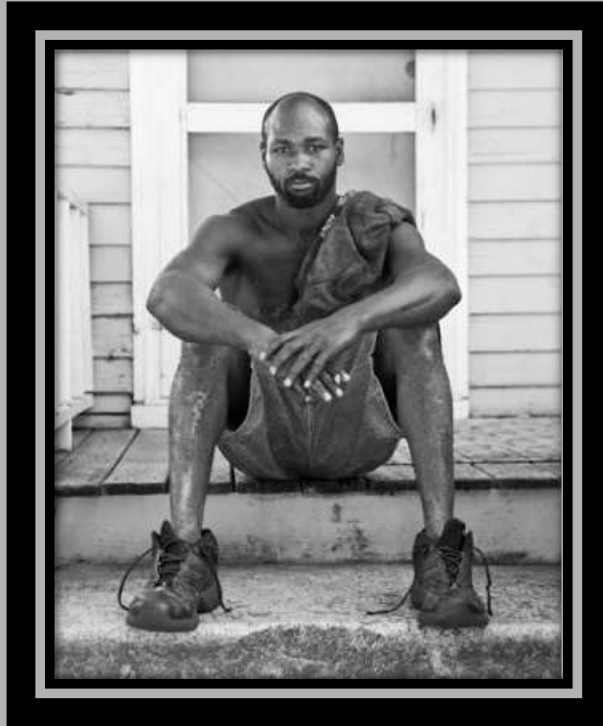
COMMUNITY OUTREACH AND PARTNERING



PROGRAMS

- ❖ African American heritage trail
- ❖ Wellness program and walkability study
- ❖ Community safety initiatives
- ❖ Museum exhibits





www.laneywalkerbethlehem.com



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