LANEY WALKER / BETHLEHEM
Two historic neighborhoods coming together to regenerate Augusta’s urban core – a transformation few people ever imagined.

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

New Partners for Smart Growth
February 4, 2012
San Diego
Restoring the American City: Augusta’s Laney Walker/Bethlehem
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Presenters
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Augusta, GA Housing & Community Development Department

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Moderator
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Melaver McIntosh, Savannah, GA
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
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.
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
STRUCTURE AND GOVERNANCE

Resources:
- Blight Findings Report
- Urban Redevelopment Plan
- Neighborhood Revitalization Strategy
- Implementation Plan
- Pattern Book
- Builder’s Construction Manual
- Green Design Guidelines
- Neighborhood Residential and Retail Market Analyses

Developers
Architects
Engineers
Contractors
Marketing
Realtor
PROPERTY ACQUISITION

- Over 1,000 property owners contacted
- Over $2M in property acquisition
- Over $1M under option to purchase or under contract
**Laney Walker/Bethlehem Context Map**

**A. LWB Revitalization Projects (Bond Financing)**
- A-1 Heritage Pine
- A-2 Holley Street Commons
- A-3 Powell Point
- A-4 East Hill 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 Gallery
- B-2 Linden Square Senior Citizen Facility
- B-3 School of Dentistry, GSU
- 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, ANC
- 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
- Connectors
- Laney Walker/Bethlehem Boundary
- Future

RESTORE. CONNECT. TRANSFORM.
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

www.heritagepineaugusta.com

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PINE STREET: BEFORE

RESTORE. CONNECT. TRANSFORM.
HERITAGE PINE:
Materials Reuse, Restoration, Blight Removal

1218 Pine: Pre-construction
1218 Pine: Demolition
1218 Pine: Rendering
1218 Pine: Post-construction
1242 Pine: Future home restoration

East Pine Street: Pre-construction
East Pine Street: Proposed Rendering

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

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**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

RESTORE. CONNECT. TRANSFORM.
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
- Commercial heart of Laney Walker/Bethlehem
- Institutional uses – schools, government buildings
- City presence in the neighborhood
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: Streetscape Design

- Column Detail
- Door Detail

Craftsman style + Augusta Vernacular = New Augusta Craftsman Style Home

RESTORE. CONNECT. TRANSFORM.
GREEN STRATEGY

Laney Walker/Bethlehem Green Strategy

Produced by: APO Urban Planning and Management
for
The Augusta Housing and Community Development Department

BUILDINGS:

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

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GREEN STRATEGY

LANDSCAPE/STREETSCAPE:

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

**1215 Pine Street Planting Plan**

1. Rain gardens at front and side edges of property
2. Deciduous shade tree on the W side of the house blocks hot summer sun, but allows warm winter sun to penetrate
3. Evergreen plants on the NW side of the house to block cold winter winds
4. Permeable walk allows water to be absorbed directly in the ground

**Restoration, Connectivity, Transformation**
GREEN STRATEGY

AIA Center for Communities by Design Award:

- 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

In honor of the Laney Walker/Bethlehem Steering Committee
Mayor Deke Copenhaver
Fred Russell
Marion Barnes
Betty Beard
Cedric Johnson
For their leadership and dedication to the revitalization of the Laney Walker and Bethlehem neighborhoods.
Augusta, Georgia
2012

Thank You!
Augusta Housing & Community Development Department
Changing Communities

RESTORE. CONNECT. TRANSFORM.
POLICY FRAMEWORK

- Political Support
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- 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
MARKETING, BRANDING, AND COMMUNICATIONS

REALTOR SERVICES

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

Meybohm
REALTORS®

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MARKETING, BRANDING, AND COMMUNICATIONS

- Logos
- Websites
  - heritagepineaugusta.com
  - laneywalkerbethlehem.com
- Community Headlines
- Events
- Videos
- Sales Materials
- Press
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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

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COMMUNITY OUTREACH AND PARTNERING

PROGRAMS

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

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