



**LANEY WALKER / BETHLEHEM**

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



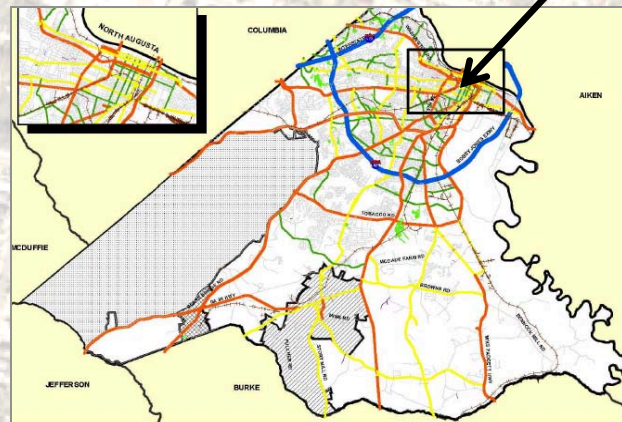
**Restoring the  
American City:  
Augusta's  
Laney Walker/  
Bethlehem**

**New Partners for Smart Growth  
February 4, 2012  
San Diego**

 RESTORE. CONNECT. TRANSFORM.



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



# Restoring the American City: 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

## Moderator

Patty McIntosh, Principal  
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

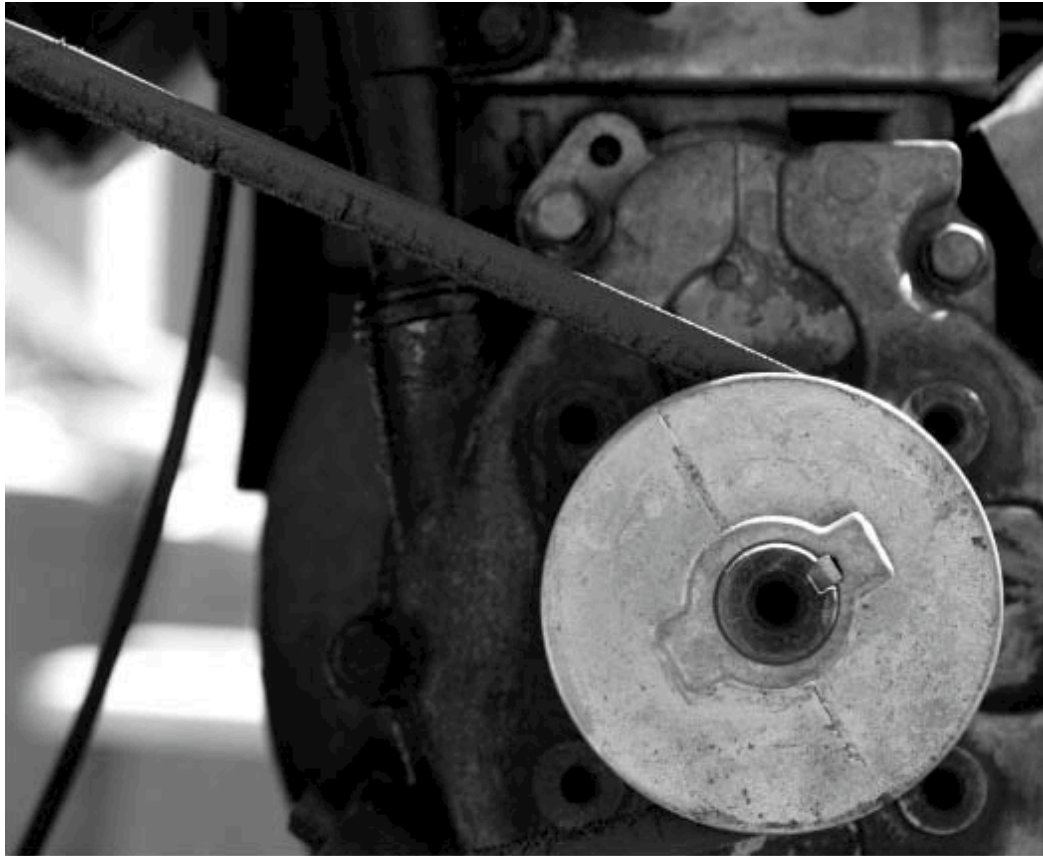
- ❖ Priority Development Areas
- ❖ Design and Green Guidelines
- ❖ Policy Framework

## Risk Mitigation

## Marketing/Branding/Communications

## Community Programs and Partners





**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**

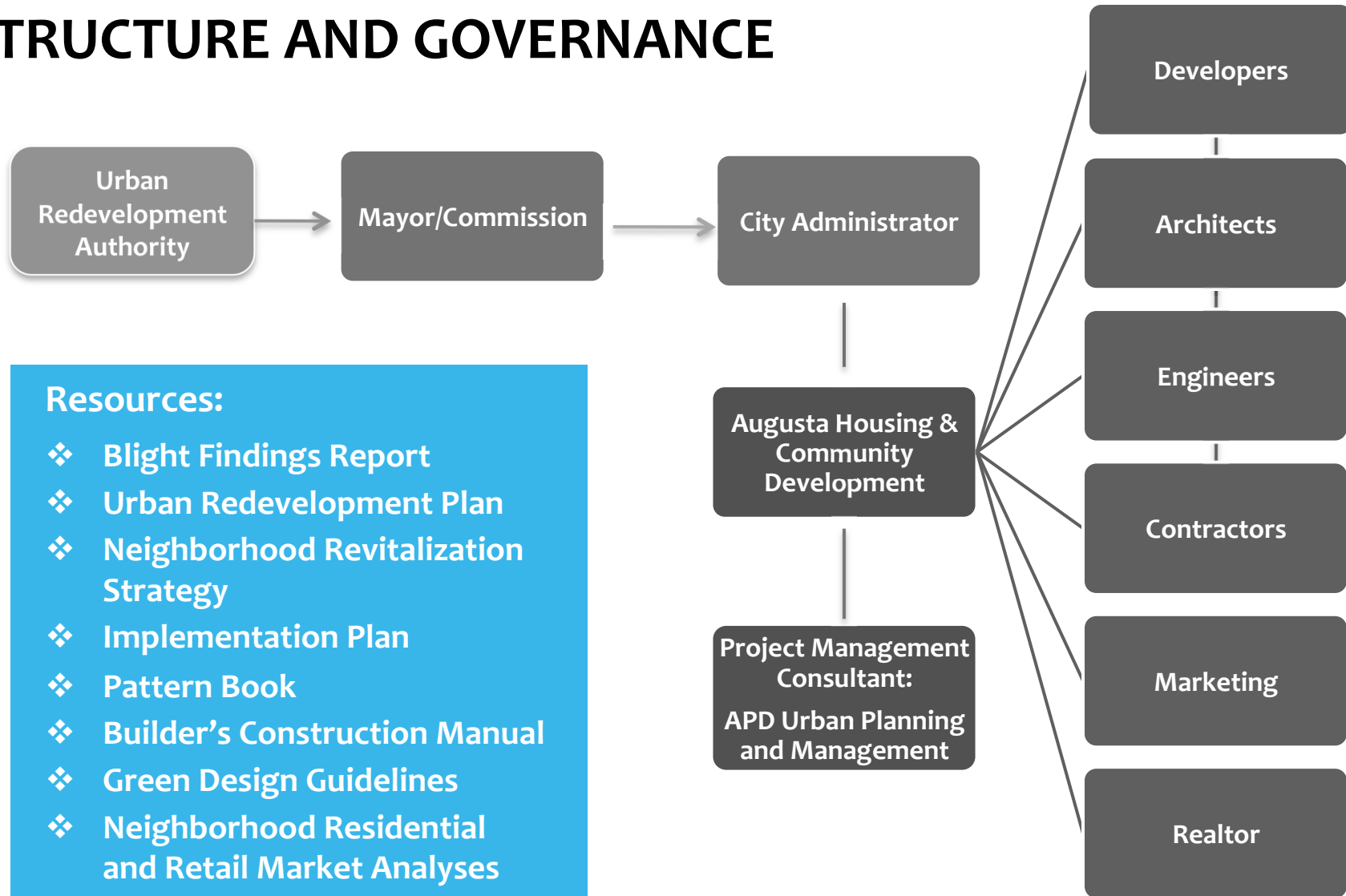
**Goal: 5 to 1 leverage of  
private investment**



**INNOVATIVE FINANCING**



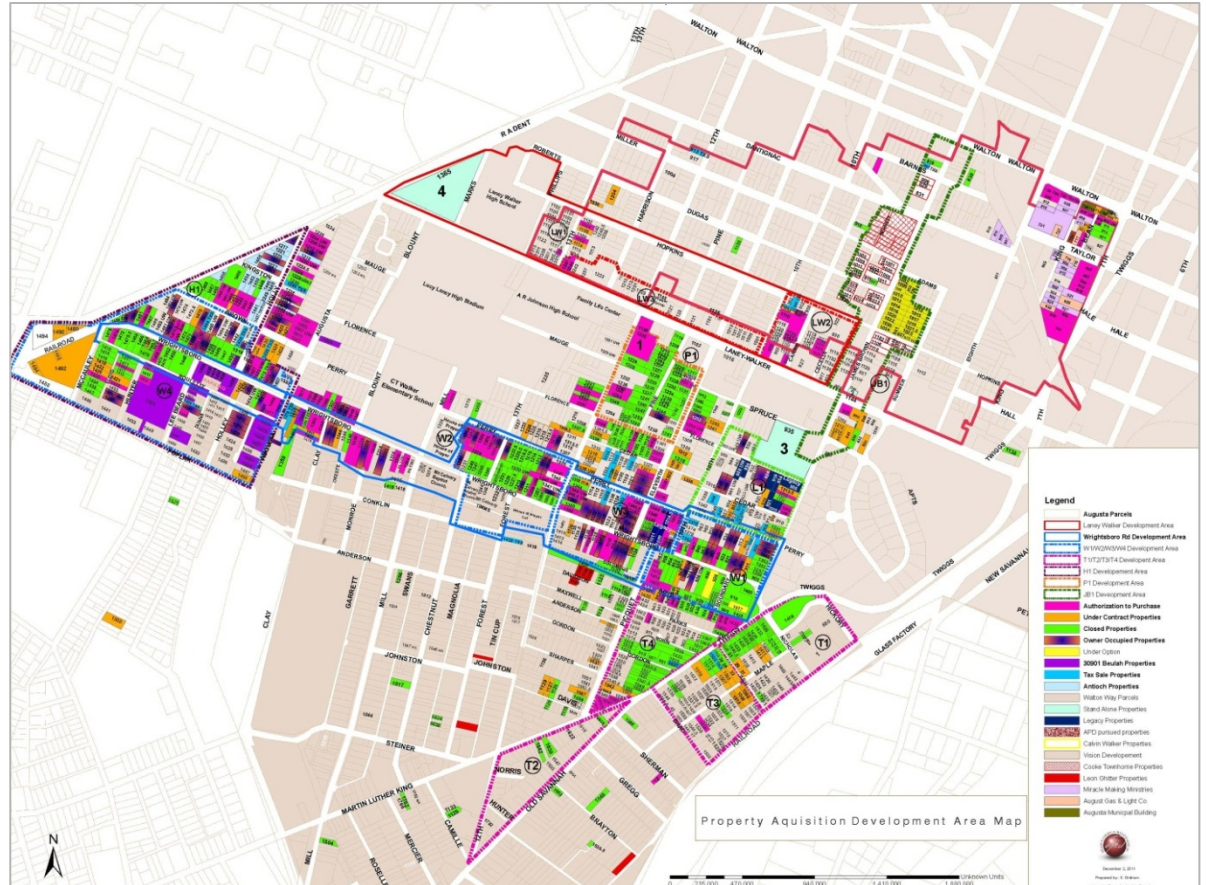
# STRUCTURE AND GOVERNANCE



- 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

# PROPERTY ACQUISITION

- ❖ Over 1,000 property owners contacted
- ❖ Over \$2M in property acquisition
- ❖ Over \$1M under option to purchase or under contract



## 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 SENIOR 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



[www.heritagepineaugusta.com](http://www.heritagepineaugusta.com)

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# PINE STREET: BEFORE



# HERITAGE PINE: Materials Reuse, Restoration, Blight Removal



1218 Pine: Pre-construction



1218 Pine: Demolition



1218 Pine: Rendering



1218 Pine Street: Construction



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



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## 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





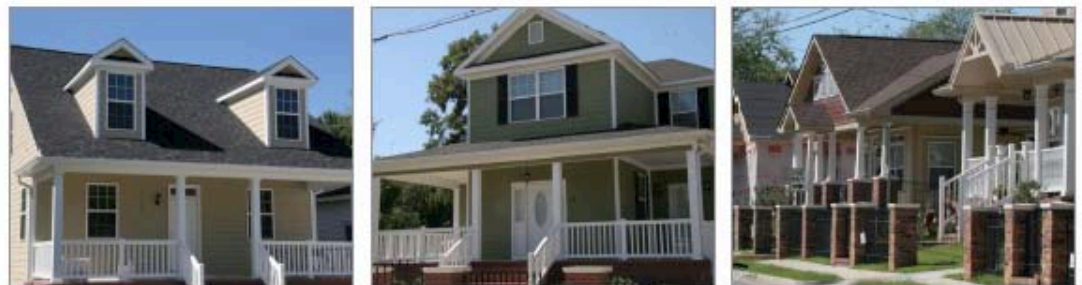
**Holley Street Commons**  
HISTORIC LANEY WALKER

**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







**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

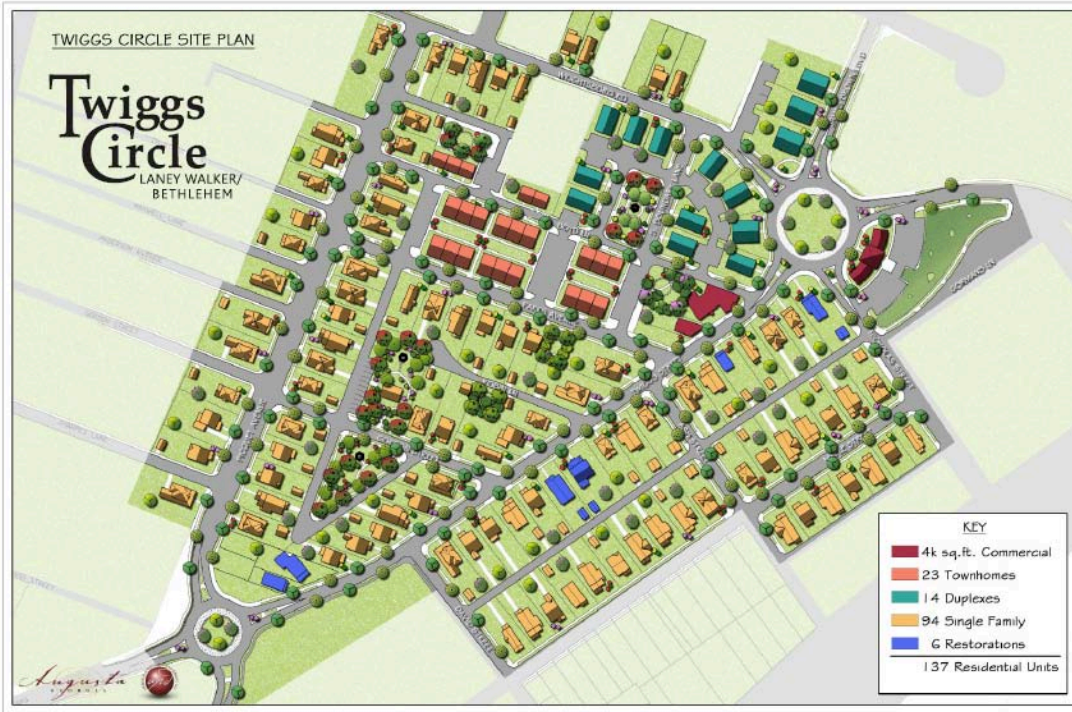
- ❖ Land assembly 100% complete
- ❖ Negotiations underway to build 12 new units and 5 restorations
- ❖ Civil engineering design 60% completed

## FINANCIAL IMPACT

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



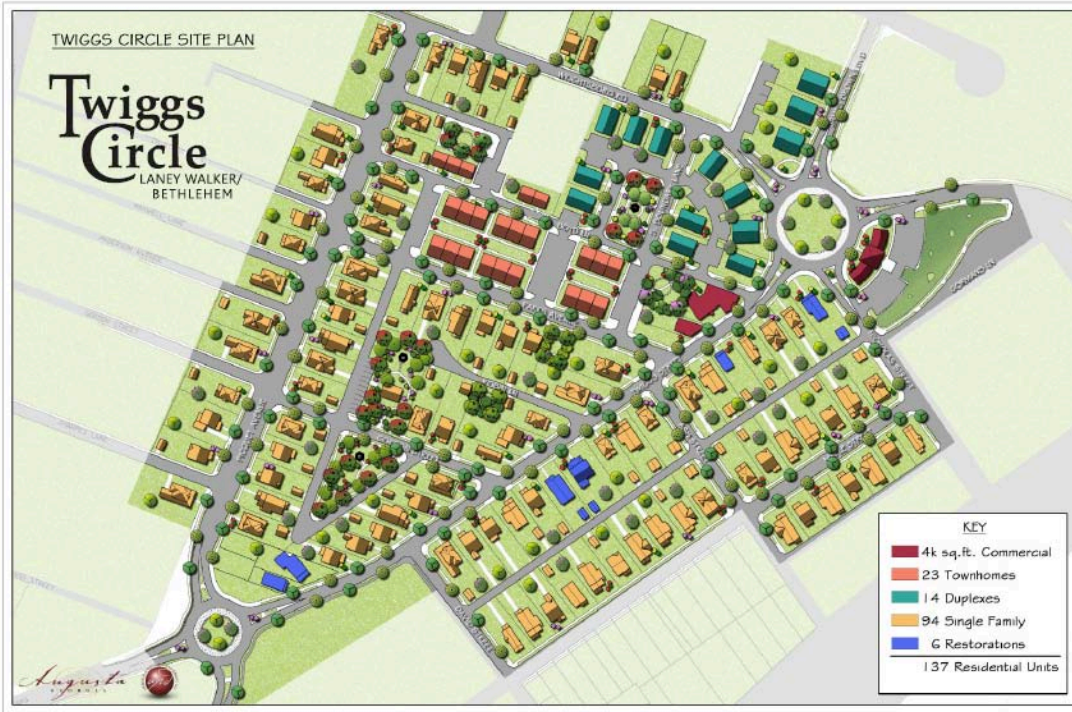




- ❖ Mixed use, mixed income
- ❖ Townhomes, duplexes, single family homes – 137 units total
- ❖ Senior residences
- ❖ Historic home restorations
- ❖ Energy efficient design
- ❖ Two roundabouts
- ❖ Neighborhood parks



**C + → RESTORE. CONNECT. TRANSFORM.**



## STATUS

- ❖ Land assembly 80% complete
- ❖ Phase I Senior Housing: 14 duplexes, 8 new homes in 3<sup>rd</sup> 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

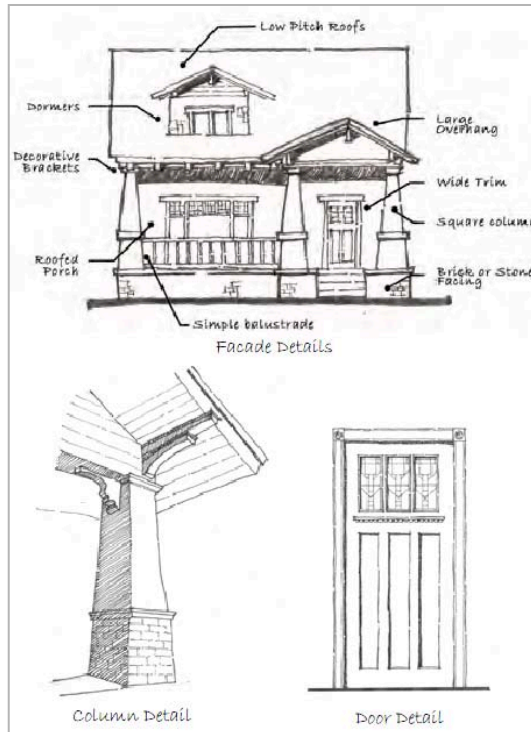
## FINANCIAL IMPACT

- ❖ 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 streets and vehicular traffic will be going through and surrounding a particular project. The pattern book has already outlined, on pages 20-23, what types of streets can be found in Laney Walker and Bethlehem, and the type of treatment suggested for each one. These pages provide valuable information on how to create safe walkable streets in a specific project area.

**LEGEND**

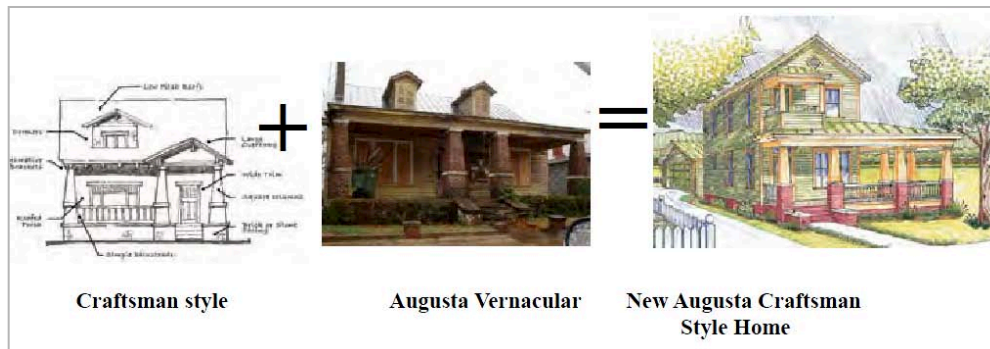
- Major Arterial
- Minor Arterial
- Residential Collector
- Residential Street
- Residential Alley

*The project area seems to be surrounded by a major arterial, Wrightboro Rd., a residential collector and a residential street. It is recommended that the guidelines on pages 20-23 for each of these street types be carefully observed.*

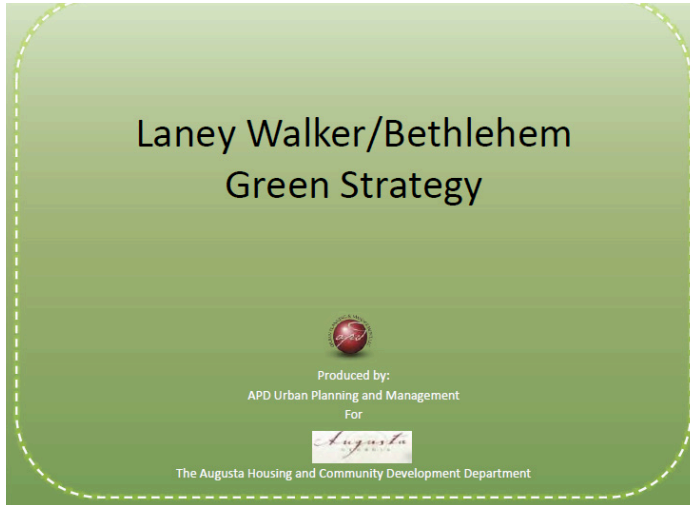
**Step 5: Parks and Open Space**

Pages 26-30, the parks and open space map and guidelines, give an idea of where parks could be located in each of the neighborhoods. 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 example project area, small neighborhood parks and mini parks can be introduced as shown on page 26-30.*



# GREEN STRATEGY

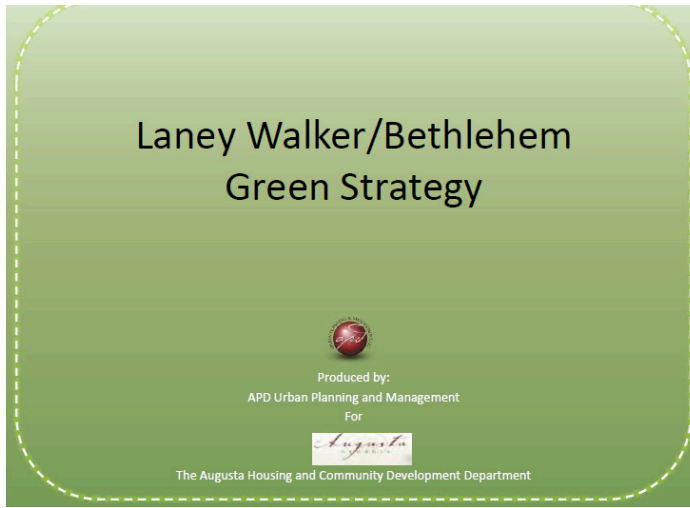


## BUILDINGS:

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

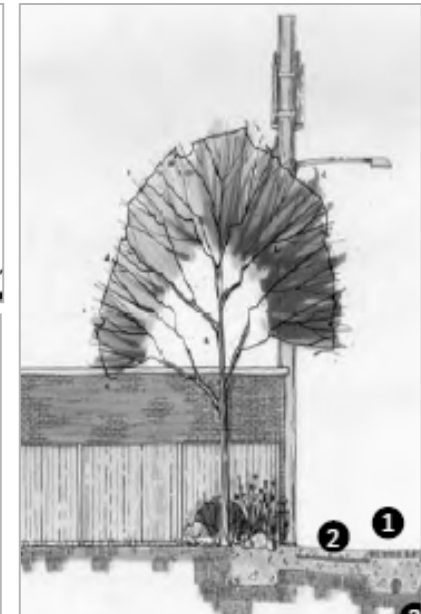
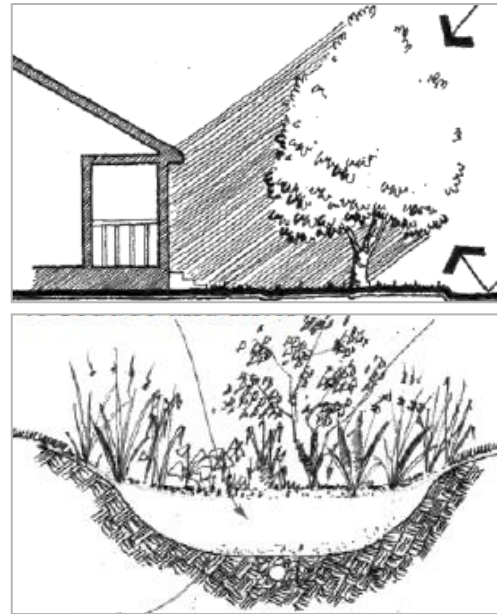
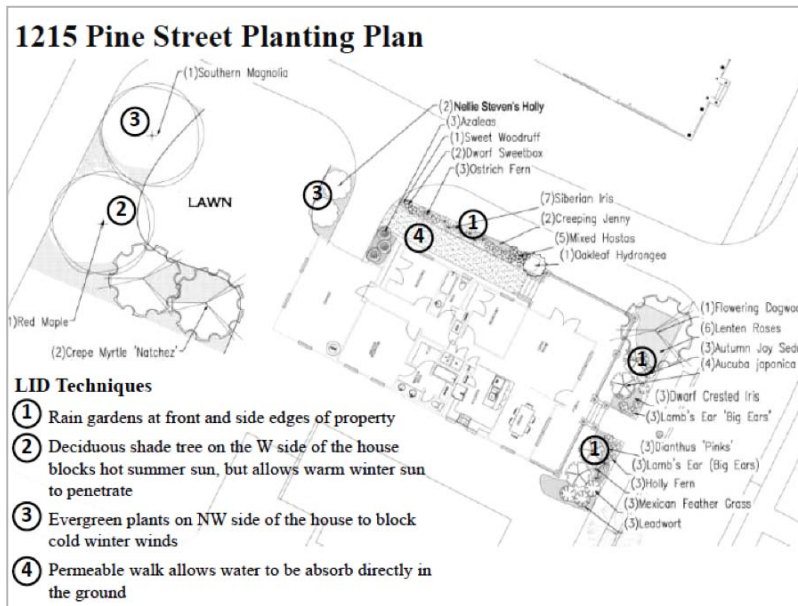





# GREEN STRATEGY



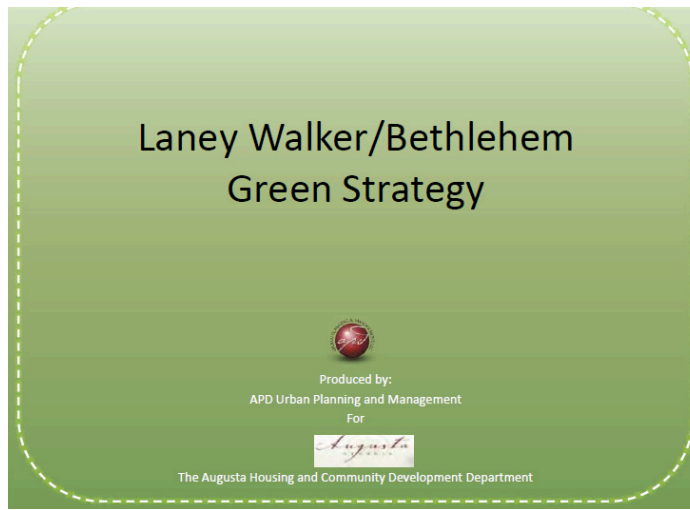
## LANDSCAPE/STREETScape:

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



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# 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 .



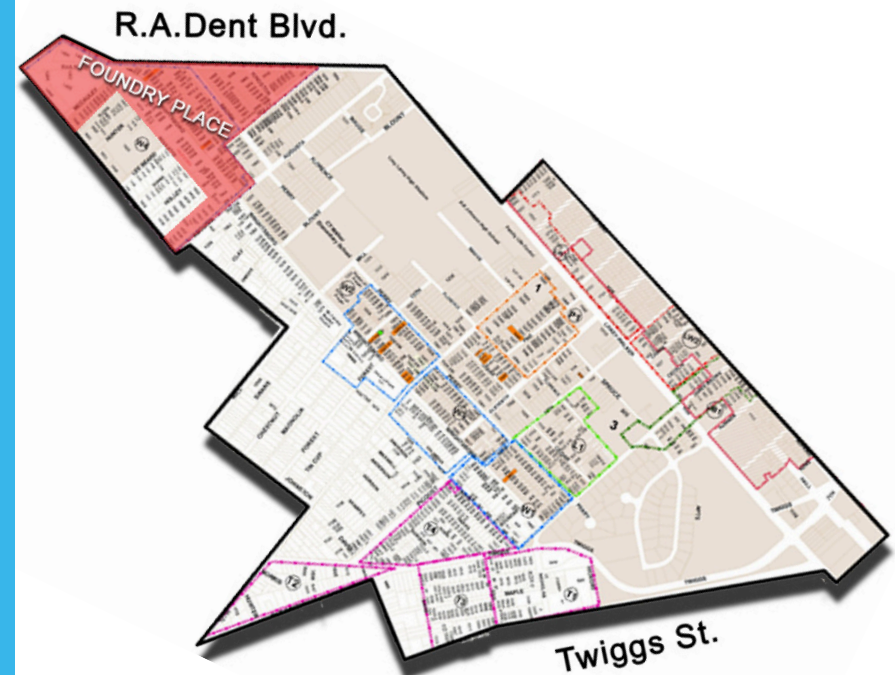
# POLICY FRAMEWORK

- ❖ 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



# POLICY FRAMEWORK

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



# RISK MITIGATION

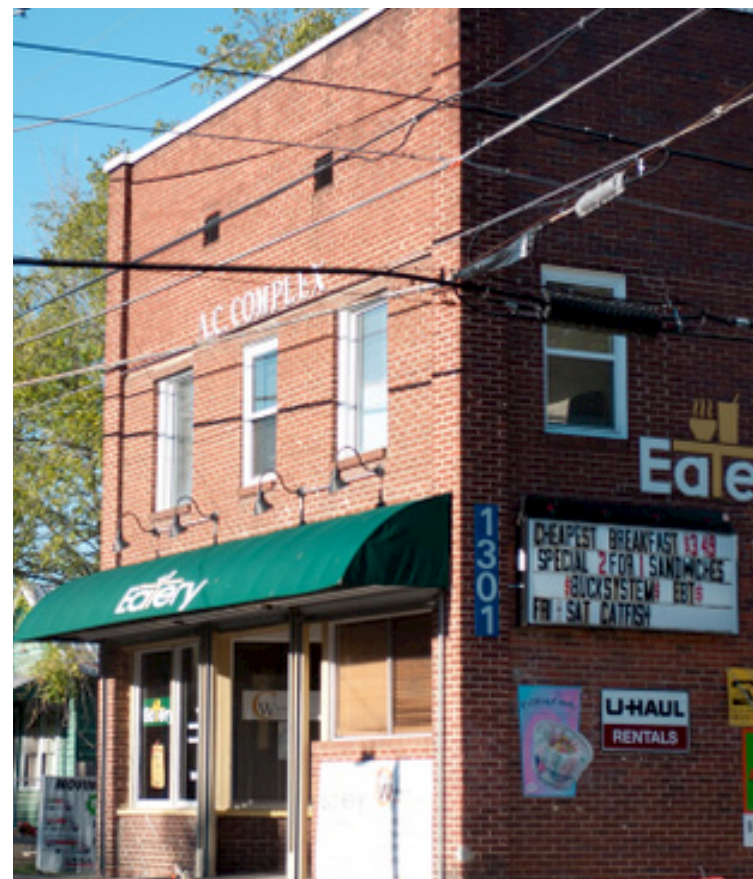


- ❖ Property Acquisition
- ❖ Financial incentives for homebuyers and existing home owners
- ❖ Neighborhood Strategy Area designation
- ❖ Gap financing for developers

## 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

# MARKETING, BRANDING, AND COMMUNICATIONS

## REALTOR SERVICES

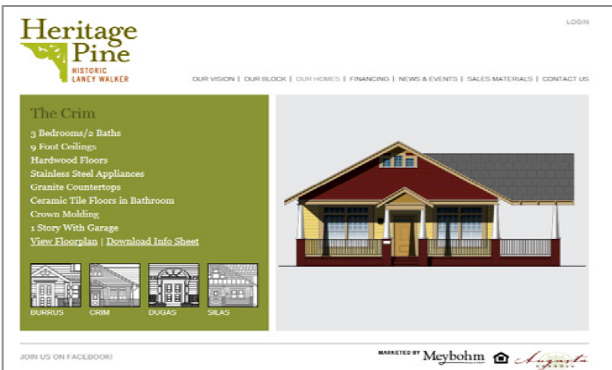
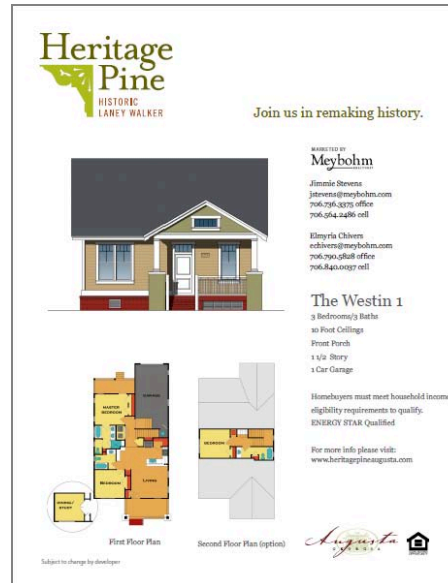
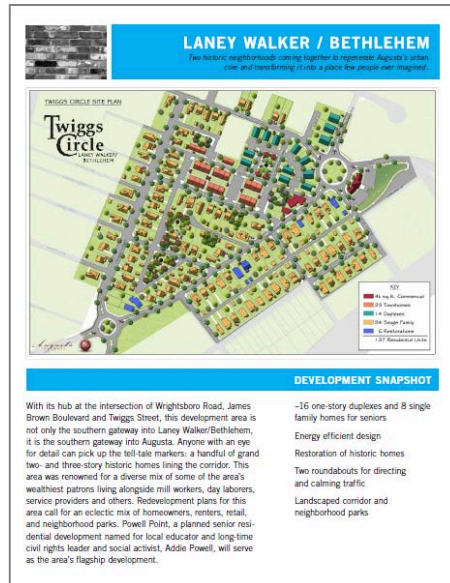
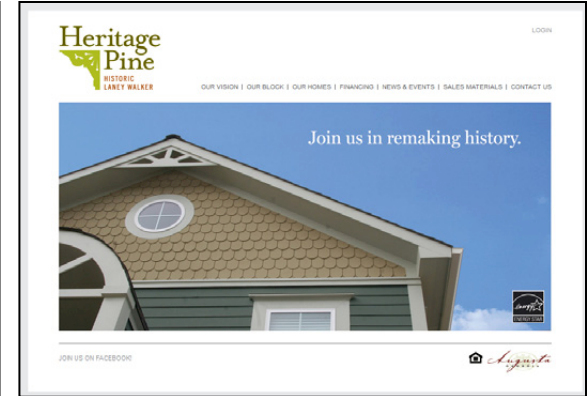
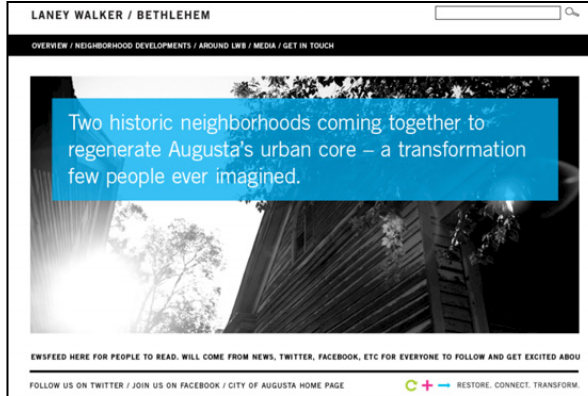
- ❖ Outreach to area realtors and homebuyers
- ❖ Liaison with mortgage lenders
- ❖ Home sales



**Meybohm**  
REALTORS®

# MARKETING, BRANDING, AND COMMUNICATIONS

- ❖ Logos
- ❖ Websites
  - [heritagepineaugusta.com](http://heritagepineaugusta.com)
  - [laneywalkerbethlehem.com](http://laneywalkerbethlehem.com)
- ❖ Community Headlines
- ❖ Events
- ❖ Videos
- ❖ Sales Materials
- ❖ Press



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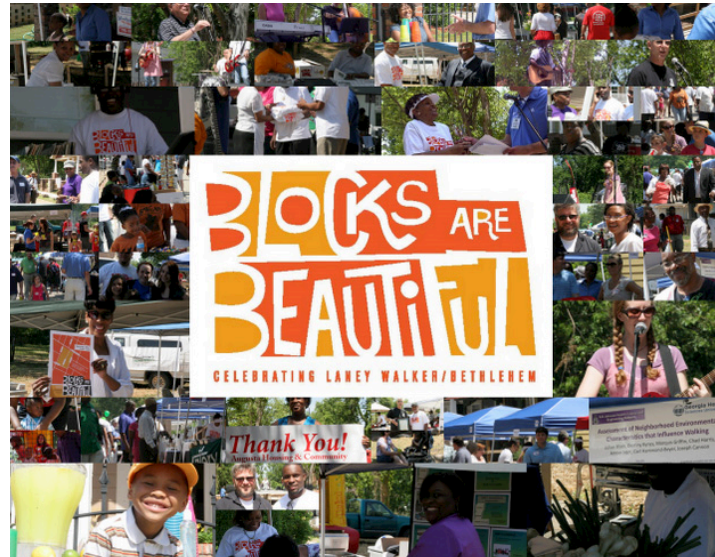
❖ Community Headlines

❖ Events

❖ Videos

❖ Sales Materials

❖ Press



**LANEY WALKER / BETHELEHEM**

OVERVIEW / NEIGHBORHOOD DEVELOPMENTS / AROUND LWB / MEDIA / GET IN TOUCH

IN THE PRESS / PRESS KIT / SEEN & HEARD / IMAGES / EVENTS CALENDAR / COMMUNITY HEADLINES

There's a lot more going on in Laney Walker/Bethlehem than most Augustans realize. Each week, we send out an electronic blast focusing on news and events in the area. [Sign up here](#) to get updates or to subscribe to Augusta Community Headlines. And feel free to get in touch if you have news, photos or stories you'd like to share.

**WEEK OF 22 JANUARY 2012**

Augusta-Richmond County Commissioners vote unanimously to approve overlay for Foundry Place development area of Laney Walker/Bethlehem. Augusta Chronicle, Wednesday January 18 <http://chronicle.augusta.com/news/government/2012-01-17/augusta-commissioner-approves-laney-walker-overlay-zoning-district?v=1326837494> Mayor Deke Copenhaver announces new Collaborative Center at annual State of the City address. <http://chronicle.augusta.com/news/government/2012-01-19/augusta-mayor-discusses-plan-collaboration-center> Original five members Laney Walker/Bethlehem Steering Committee honored as "community heroes" at January 18 Annual Meeting: Marion Barnes, [...]

[READ MORE](#)

**PLANNING & DEVELOPMENT**

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 restoration 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

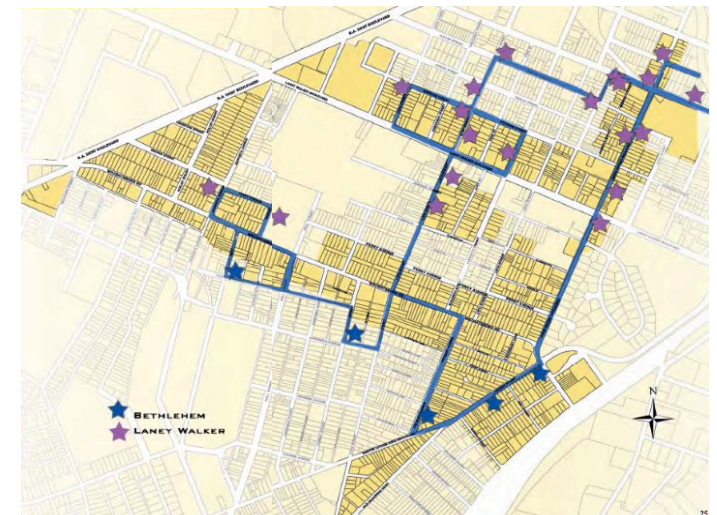


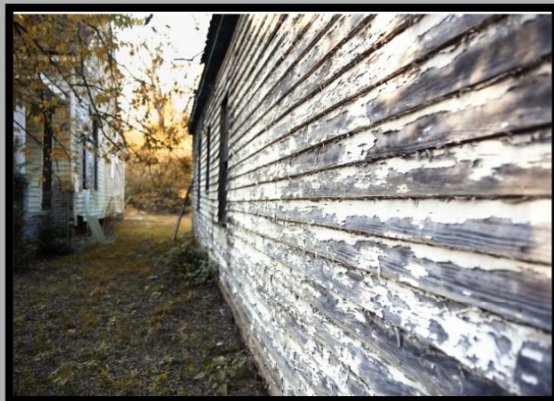
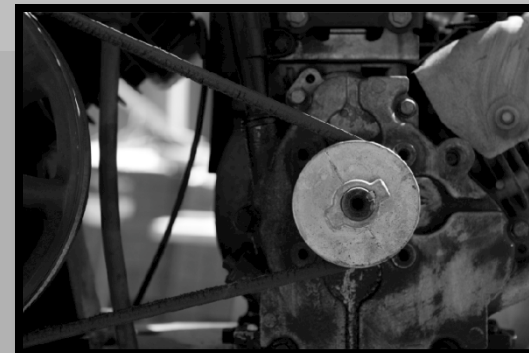
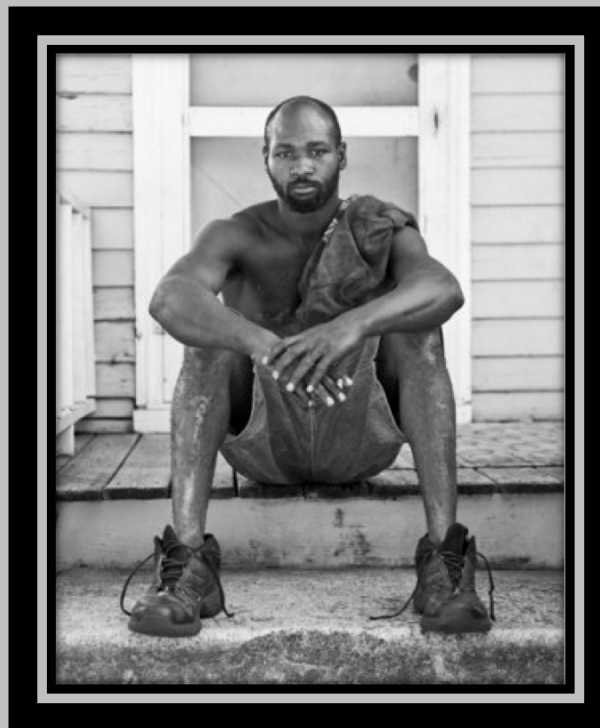
## COMMUNITY OUTREACH AND PARTNERING



## PROGRAMS

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





[www.laneywalkerbethlehem.com](http://www.laneywalkerbethlehem.com)



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**912.596.9570**

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