

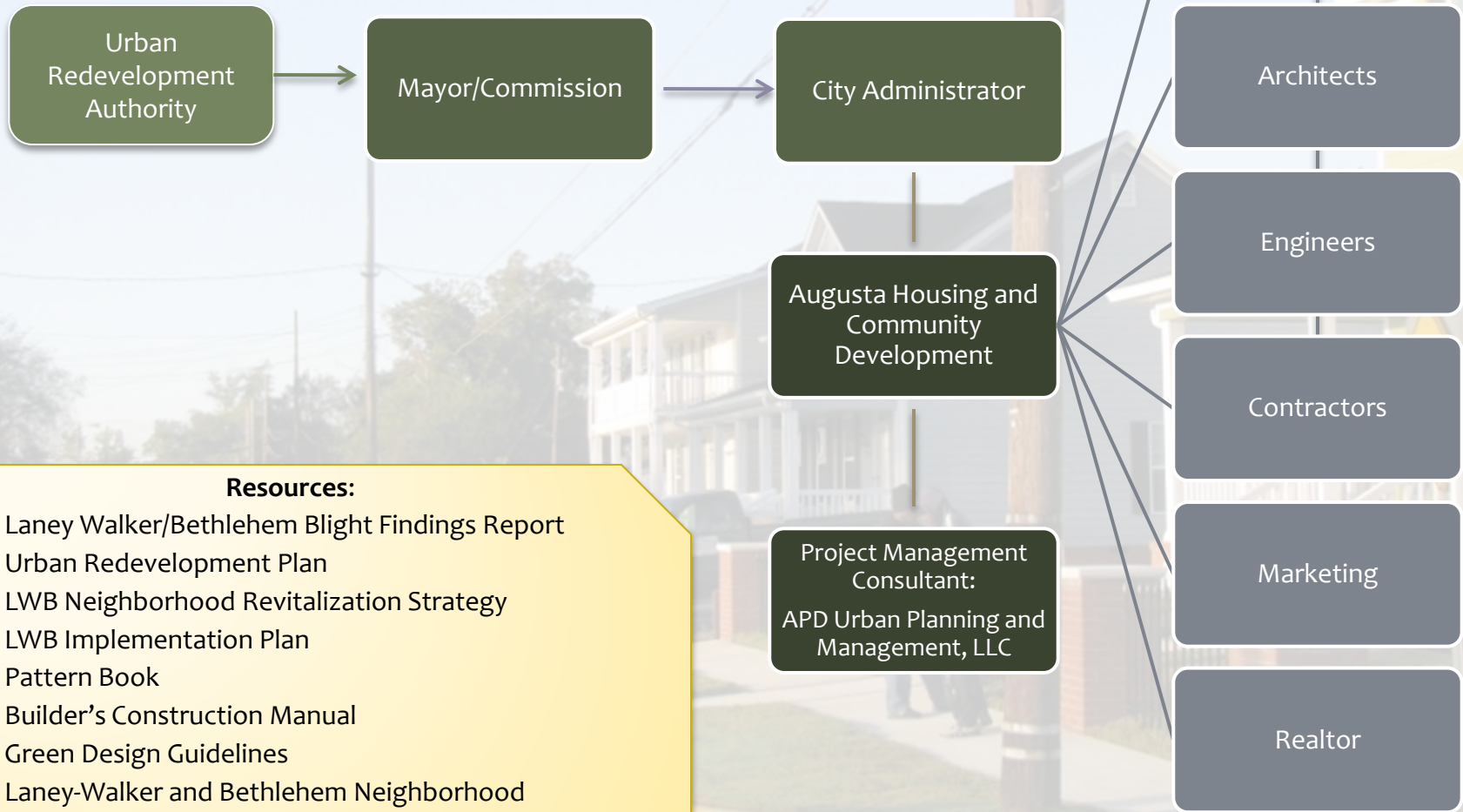
# Revitalizing Augusta's Laney Walker/Bethlehem: The Transformation of a Historic Community Deeply Rooted in African American Culture



Georgia Planning Association  
Spring Conference  
May 12-13, 2011



## FUNDING GUIDED BY:



### Resources:

- ❖ Laney Walker/Bethlehem Blight Findings Report
- ❖ Urban Redevelopment Plan
- ❖ LWB Neighborhood Revitalization Strategy
- ❖ LWB Implementation Plan
- ❖ Pattern Book
- ❖ Builder's Construction Manual
- ❖ Green Design Guidelines
- ❖ Laney-Walker and Bethlehem Neighborhood Residential and Retail Market Analysis
- ❖ Wrightsboro Road Corridor-Retail Market Analysis

# Goal

## **RESTORE ♦ CONNECT ♦ TRANSFORM:** **Bringing Back the Blocks**





# PROJECT HISTORY

- Funding process (Bond Funds)
- Existing Conditions
  - **Laney Walker Neighborhood**
    - 33% of housing in poor to dilapidated condition
    - Over 20% of parcels are vacant lots
  - **Bethlehem Neighborhood**
    - 70% of housing in poor to dilapidated condition
    - Over 30% of parcels are vacant lots
- Area = 1,020 acres (approx.)
- Parcels = 3,500 (approx.)
- Population (permanent) = 4,707 (2008)

Good Condition



Fair Conditions



Poor Condition



Deteriorated



Dilapidated



Source: Laney Walker/Bethlehem Blight Findings Report



# STAKEHOLDER INPUT

## Laney Walker / Bethlehem Neighborhood Planning Process

### Summary of recommendations:

- Elimination of blight
- New affordable single-family housing for homeownership on vacant lots
- Rental housing for senior citizens
- Rehabilitation of vacant houses
- Create more green space
- Neighborhood retail and job opportunities
- Celebrate neighborhood's culture and African-American heritage



Source: *LWB Neighborhood Revitalization Strategy*

## TARGETS AND OBJECTIVES

- Acquisition of vacant and abandoned property in key development areas
- Quality housing construction, infrastructure improvements, social service support, and development incentives
- Preserve historic and cultural heritage with renovation of current owner-occupied homes, attract new home buyers, and develop mixed income neighborhoods
- Use of public funding to attract additional funding to high priority developments areas
- Use redevelopment initiatives to stimulate economic development

**Source: *The Laney Walker and Bethlehem Urban Redevelopment Plan***

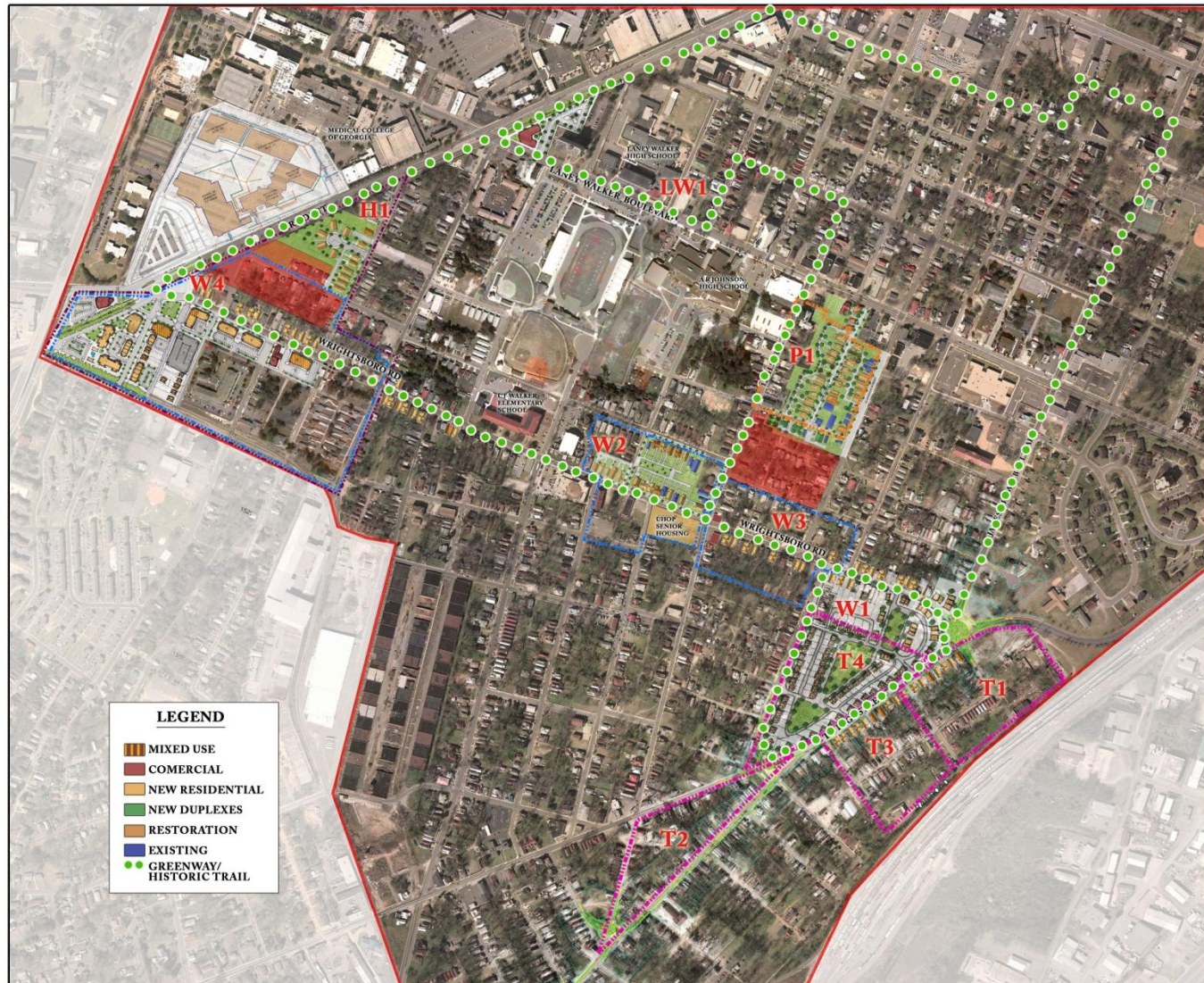


# PROJECT UPDATE

- **Implementation Plan**
- **Development Areas**
- **Sustainable Design**



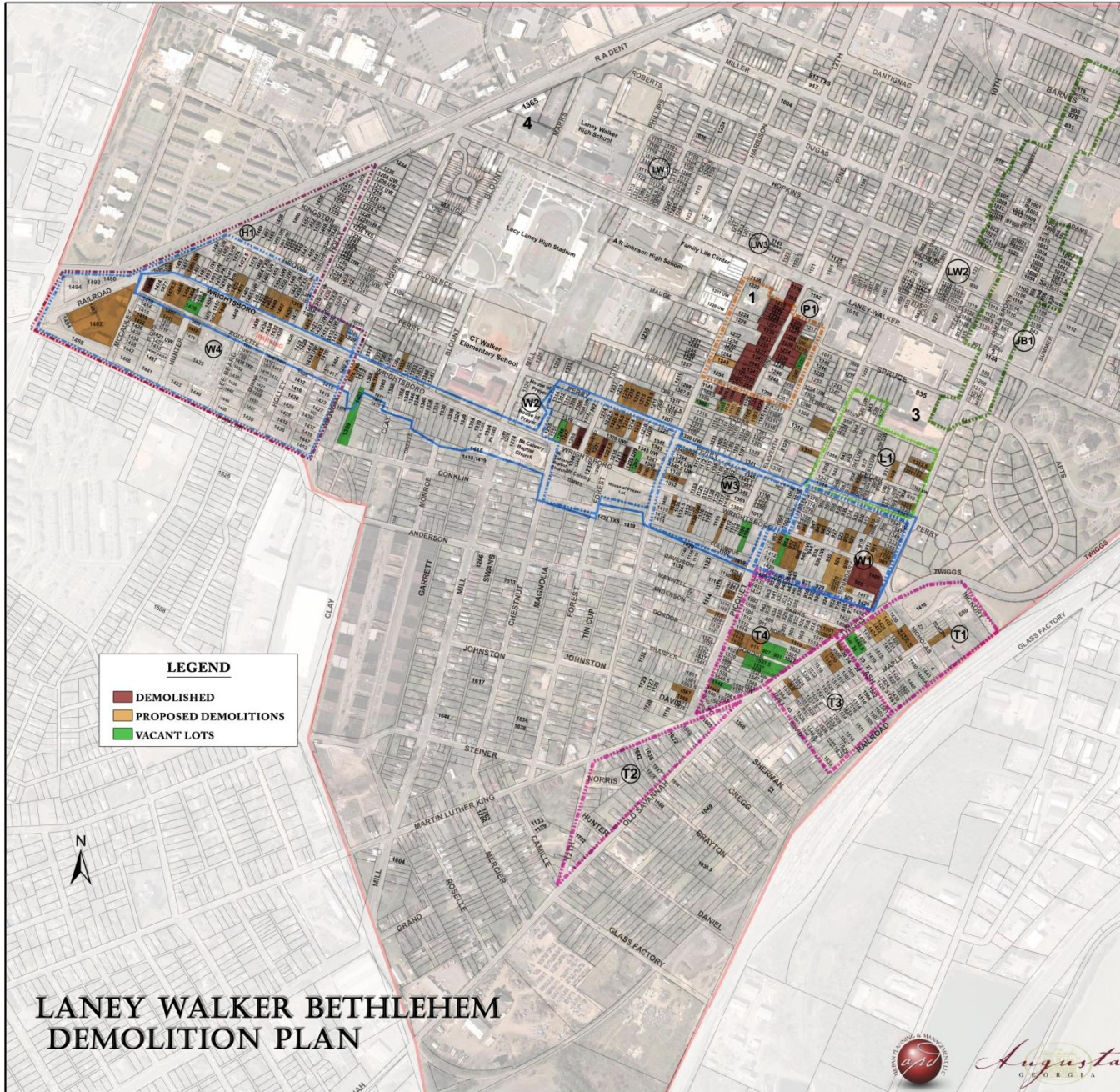




Development Area	Housing Development				Linear Feet of New Service Lanes	Pocket Parks	Expected Completion Date
	New Single Family	New Duplexes	Rentals Units	Restorations			
<b>Total</b>	<b>133</b>	<b>5</b>	<b>160</b>	<b>14</b>	<b>5,760</b>	<b>9</b>	<b>Winter 2014</b>









# Pine Street: Pre-Development Conditions





# Pine Street: Today



## Pine Street Models:

- 18% Efficiency
- \$200-\$400 Annual Savings on Energy Bills
- Improved Interior Air Quality and Comfort



# Heritage Pine





# Pine Street – Status

Development Area	Housing Development				Linear Feet of New Service Lanes	Pocket Parks	Expected Completion Date
	New Single Family	New Duplexes	Rentals Units	Restorations			
P1	20	5	8	2	1,800	3	Summer 2012

	Built to Date	Under Construction	Design Phase	Presales	Sales Contract
Pine Street	3	3	2	3	1



# Holley Street



Development Area	New Single Family	Linear Feet of New Service Lanes	Expected Completion Date
H1	12	530	Spring 2013



# W2 Wrightsboro Road



Development Area	Housing Development		Linear Feet of New Service Lanes	Pocket Parks	Expected Completion Date
	New Single Family	Restorations			
W2	11	7	930	1	Winter 2012



## Boundary Location

- Wrightsboro Rd. on South
- 12<sup>th</sup> St. on East
- Perry St. on North
- 13<sup>th</sup> St. on West

Developer Process document describes steps to follow for projects.



# W4



Source: DPZ

Development Area	Housing Development		Square Feet of Commercial	Pocket Parks	Expected Completion Date
	New Single Family	Rentals Units			
W4	15	130	63,000	2	Winter 2014



# T4 & W1



Source: Dover Kohl

Development Area	Housing Development			Linear Feet of New Service Lanes	Pocket Parks	Commercial	Expected Completion Date
	New Single Family	Rentals Units	Restorations				
W1 and T4	75	22	5	2,500	3	2500 sq.ft.	Winter 2014



# GREEN STRATEGY FOR BUILDINGS



**ZERO  
ENERGY  
HOME**



**Energy Star is the first step towards:**

- **LEED FOR HOMES**
- **LEED FOR NEIGHBORHOOD DEVELOPMENT**
- **NETZERO ENERGY HOMES**



Energy  
Star

LEED For  
Homes

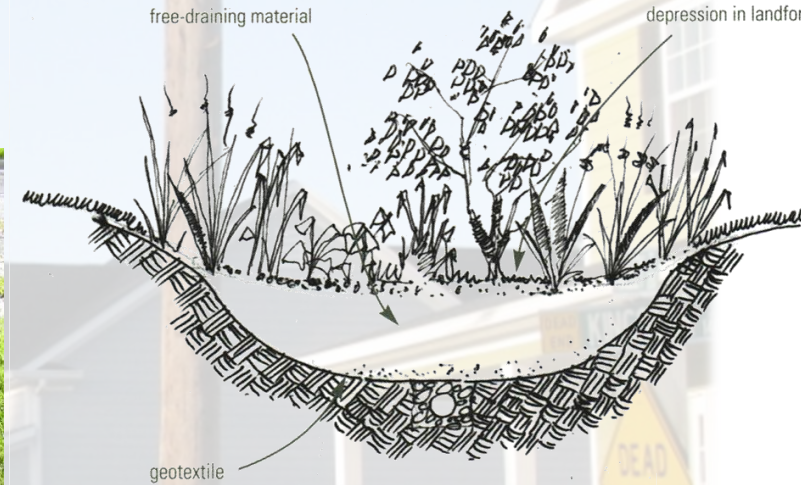
LEED  
ND



# LOW-IMPACT DEVELOPMENT (LID) TECHNIQUES FOR HANDLING RAINFALL



Residential Rain Garden at a Sidewalk Edge





# GREEN STREETS - LOW-IMPACT STREETScape



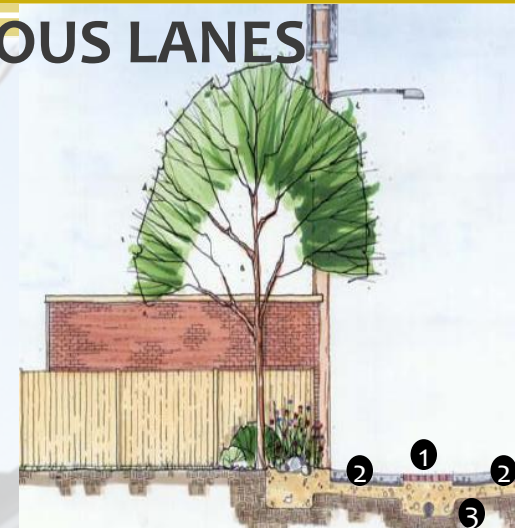
© www.sitephocus.com

Rain gardens and native species in planting strips



Seattle, WA

# PERVIOUS LANES



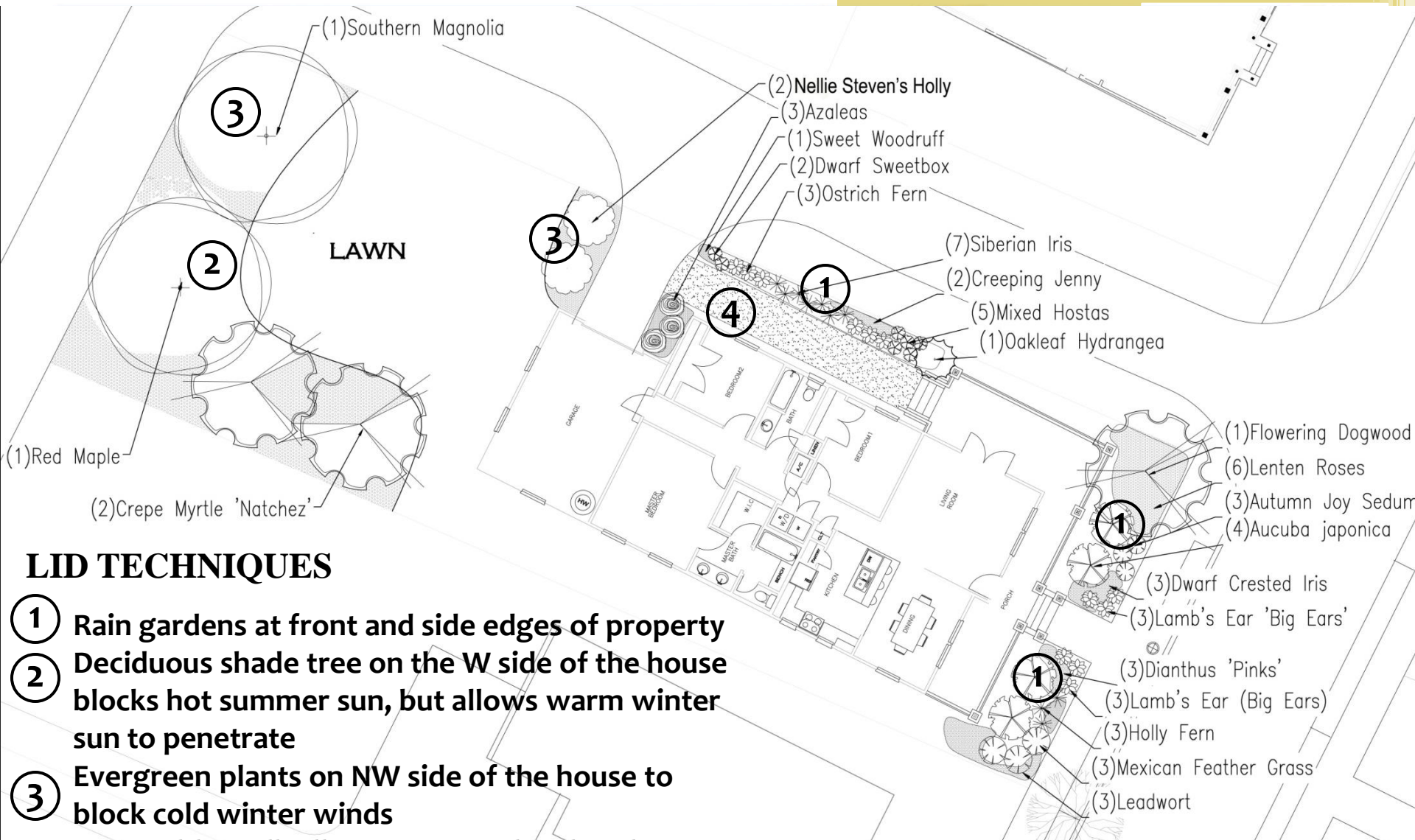
- 1 Permeable pavement material (permeable asphalt, permeable concrete, or permeable pavers)
- 2 Concrete paving
- 3 Smaller pipe under drain



- 1 Permeable pavement material (permeable asphalt, permeable concrete, or permeable pavers)
- 2. Concrete paving
- 3. Inlet structure with pipe under drain

<http://brandavenue.typepad.com/>





## LID TECHNIQUES

- 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 NW side of the house to block cold winter winds
- 4** Permeable walk allows water to be absorb directly in the ground

# 1215 Pine Street Planting Plan



# STANDARD NEW HOME FEATURES

- **CONSTRUCTION**
- R-30 Insulation in Flat Ceilings and Exterior Walls, R-19 in Angled Ceilings
- 50 Gallon Gas Water Heater
- Brick and Stone Accents
- “Future Proof” Telephone and Cable/Internet Wiring System
- Pre-closing Inspection
- Warranty Service after sale
  
- **EXTERIOR**
- Brick Columns and Wrought Iron Fences
- Full Front Porches
- James Hardie Siding
- 30-Year Fiberglass Shingles
- Irrigation System
- Bermuda Sod
- **INTERIORS**
- 9 Ft. Ceilings
- Stainless Steel Energy Star Appliances
- Granite Countertops
- Hard Wood Floors in Kitchen, Living Room, Dining Rooms and Hallways
- Ceramic Tile Floors and Surrounds in Bathrooms
- Ceramic Tile Backsplash in Kitchen
- Stain Resistant Carpet
- Wood Cabinets in Kitchen
  
- 6 Panel Interior Doors
- Two sinks in Master Bath
- Ceiling Fans in all Bedrooms, and Living Room
- Painted Smooth Ceilings
- Attic Storage with Pull down Attic Stair
  
- **SECURITY**
- Alarm Systems in every House
- Dead Bolt Locks in Exterior Doors
- Smoke Alarm and Carbon Monoxide Detectors
- **OPTIONS**
- Solar Hot Water Tanks
- Fireplace Option
- Tray Ceilings in Living and Dining Rooms
- 
- **GREEN INITIATIVES**
- Low-e Double Glazed Vinyl Windows U-Value .37: Solar Heat Gain Coefficient .34 Energy Star Rated
- Programmable Energy Star Rated Thermostat
- SEER Rating of 14 on Air Compressor
- Sealed Ductwork System with Minimum R-8 Insulation
- Water Conservation Plumbing Faucets and Showerheads
- Low Flush Toilets
- Low VOC Paints
- Recycled Brick Exteriors
- Site Planning techniques to reduce sun exposure

*Design and Construction Standards in the “Pattern Book” and “Builders Construction Manual”*



# POLICY FRAMEWORK

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

"We thank you and appreciate the entire committee for giving us something to hold on to."

Patricia White

"I applaud the manner in which you have approached this project."

Sharon Walker

"I feel positive about the plans because the families of these neighborhoods were involved."

Linda Williams

"I felt honored to have the opportunity to talk directly to the consultant in a small group."

Marilyn Heath

# MARKETING STRATEGY / RISK MITIGATION

- **Property Acquisition**
- **Funding Incentives for homebuyers, existing home owners, small investor owners**
- **Neighborhood Strategy Area designation**
- **Gap financing for developers**
- **Marketing & Branding**
- **Real Estate Sales/Management**



# HOME BUYER INCENTIVES

1. A maximum of \$40,000 is available, as needed, through a second mortgage product for:
  - a. Gap subsidy, and/or
  - b. Gap financing, and/or
  - c. Down payment & closing costs assistance (not to exceed \$10,000)
2. Funding used in a homebuyer subsidy capacity shall carry a second mortgage lien to include terms of 0% interest, non-amortizing, and be due and payable upon the transfer of deed, refinancing, and/or sale.
3. Funding used in a closing cost/down payment assistance capacity shall carry a second mortgage lien to include terms of 0% interest, non-amortizing, and be due and payable upon the transfer of deed, refinancing, and/or sale. [See below for exception.]\*
  - a. Buyers who are above 80% of the Area Median Income (AMI) can receive up to \$10,000 as a non-amortizing second mortgage.
  - b. Buyers who are at or below 80% AMI can receive up to \$10,000 as a deferred, forgivable third mortgage, with a term of 5 years. (Loan is forgiven 20% each year over 5 years.)\*
4. There is a loan-to-value (LTV) minimum of 80%.
5. All Homeowners are required to contribute at least \$1000 towards the purchase. This contribution can be committed in the form of Earnest Money, Homeowner's Insurance Premium, Down Payment, Closing Cost, and Others.
6. The seller reserves the right to review the buyer's underwriting and/or reject any offer.

# EXISTING HOMEOWNERS, SMALL INVESTORS, AND COMMERCIAL PROPERTY OWNERS

## Funding in place for:

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



# GAP FINANCING

## Builders and Single Family Developers

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

## Multifamily and Retail / Commercial Developers

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



# MARKET ANALYSIS CONCLUSIONS

- The Bureau of Labor Statistics recently ranked Augusta as #4 out of the 100 largest metropolitan areas in the U.S. for job growth in 2010.
- Local households along Wrightsboro Road had a net consumer expenditure of approximately \$30.2 million at R.A. Dent Boulevard.
- Sales information indicates a lack of retail diversity within the preceding Primary Trade Areas.
- The R.A. Dent Boulevard trade area can support a total of 41,585 SF to 64,369 SF of additional retail.
- A projected 133 single family homes, 160 multifamily units, 5 duplexes are projected to come on-line within the next ten years. These new units will help reverse the pattern of disinvestment and in turn increase consumer demand for retail and service businesses in the Laney Walker and Bethlehem neighborhoods.

# REAL ESTATE MARKETING SERVICES

**Meybohm**  
REALTORS®

- Outreach to Area Realtors and Homebuyers
- Liaison with Mortgage Lenders
- Home Sales





# MARKETING / BRANDING / POSITIONING: EDUCATING THE MARKETPLACE

Every Picture Tells a Story



## A Picture of Thorny Beginnings...



## ... And Rosy Projections

### BASELINE DATA:

- 3% annual decrease in population since 1990
- Average household income: < \$16,000
- 71% of properties dilapidated or deteriorated

### FUTURE PROSPECTS:

- ULI: 60 million in-migration to urban areas
- Brookings: City in-migration concentrated in SE
- Harvard: Smaller footprint housing for young professionals & early empty-nesters



# A Picture of Innovative Financing



50-year bond financing  
leveraged by  
private investment

## A Picture of Diving Down into the nitty-gritty of Master Planning & Land Acquisition



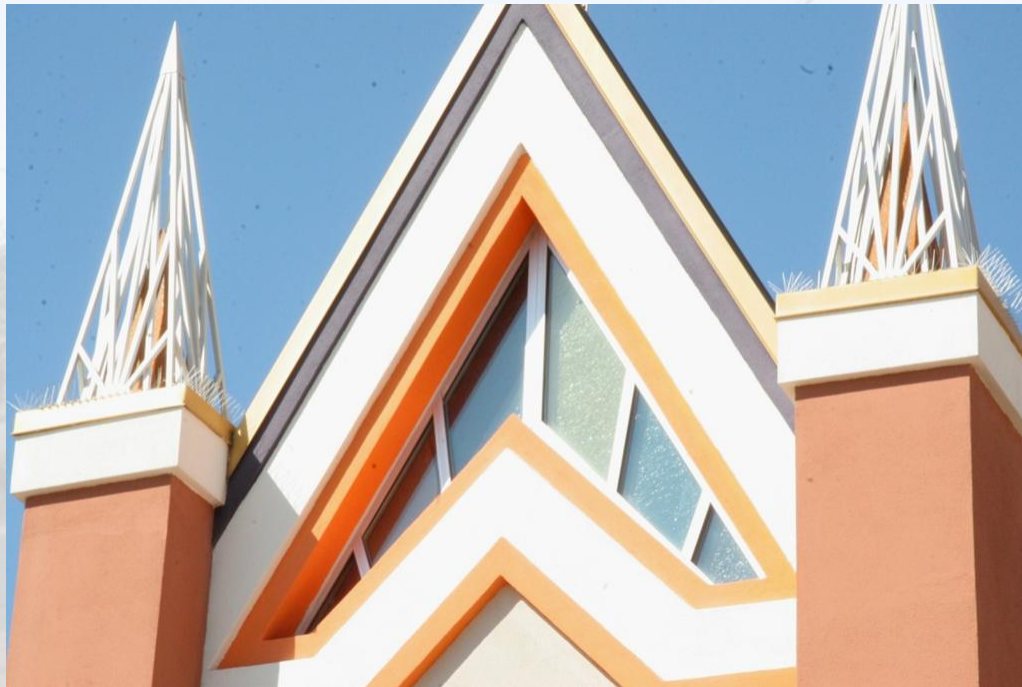


# A Picture of Developing Programs With a Broad Array of Community Partners



- Health & Wellness
- Public Safety
- Culture: Heritage Trail
- Street Calming
- Educational Mentoring

# A Picture of Transforming a City Through Visionary Thinking



Harvard University  
*Student Journal of Real Estate:*

A “one-of-a-kind”  
approach that could be a  
“game-changing” model  
for how cities are  
revitalized.





C

RE-  
STORE

+

CON-  
NECT

→

TRANS-  
FORM

 BRINGING BACK THE BLOCKS

***Laney Walker /Bethlehem is about a historic community coming together to reconstruct an old southern city and transforming it into a place few imagined was every possible.***





## **Resources available at [ftp.assetproperty.com](http://ftp.assetproperty.com):**

**Laney Walker/Bethlehem Blight Findings Report**

**Urban Redevelopment Plan**

**LWB Neighborhood Revitalization Strategy**

**LWB Implementation Plan**

**Pattern Book**

**Builder's Construction Manual**

**Green Design Guidelines**

**Laney Walker and Bethlehem Neighborhood Residential and Retail**

**Market Analysis**

**Wrightsboro Road Corridor-Retail Market Analysis**

# Thank You!



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