Revitalizing Augusta’s Laney Walker/Bethlehem: The Transformation of a Historic Community Deeply Rooted in African American Culture
Introduction - History - Targets and Goals - Policy Framework - Marketing Strategy - Conclusion

FUNDING GUIDED BY:

Urban Redevelopment Authority → Mayor/Commission → City Administrator → Augusta Housing and Community Development

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

Developers

Architects

Engineers

Contractors

Marketing

Realtor
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)

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
Housing Development

<table>
<thead>
<tr>
<th>Development Area</th>
<th>New Single Family</th>
<th>New Duplexes</th>
<th>Rentals Units</th>
<th>Restorations</th>
<th>Linear Feet of New Service Lanes</th>
<th>Pocket Parks</th>
<th>Expected Completion Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>133</td>
<td>5</td>
<td>160</td>
<td>14</td>
<td>5,760</td>
<td>9</td>
<td>Winter 2014</td>
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</tbody>
</table>
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
# Pine Street – Status

<table>
<thead>
<tr>
<th>Development Area</th>
<th>New Single Family</th>
<th>New Duplexes</th>
<th>Rentals Units</th>
<th>Restorations</th>
<th>Linear Feet of New Service Lanes</th>
<th>Pocket Parks</th>
<th>Expected Completion Date</th>
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</thead>
<tbody>
<tr>
<td>P1</td>
<td>20</td>
<td>5</td>
<td>8</td>
<td>2</td>
<td>1,800</td>
<td>3</td>
<td>Summer 2012</td>
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<table>
<thead>
<tr>
<th>Housing Development</th>
<th>Built to Date</th>
<th>Under Construction</th>
<th>Design Phase</th>
<th>Presales</th>
<th>Sales Contract</th>
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<tbody>
<tr>
<td>Pine Street</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>3</td>
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</table>

### West Pine Street

[Image of West Pine Street]

[Augusta logo]
Holley Street

<table>
<thead>
<tr>
<th>Development Area</th>
<th>New Single Family</th>
<th>Linear Feet of New Service Lanes</th>
<th>Expected Completion Date</th>
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</thead>
<tbody>
<tr>
<td>H1</td>
<td>12</td>
<td>530</td>
<td>Spring 2013</td>
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</tbody>
</table>
**W2 Wrightsboro Road**

**Boundary Location**
- Wrightsboro Rd. on South
- 12th St. on East
- Perry St. on North
- 13th St. on West

**Developer Process document describes steps to follow for projects.**

<table>
<thead>
<tr>
<th>Development Area</th>
<th>Housing Development</th>
<th>Linear Feet of New Service Lanes</th>
<th>Pocket Parks</th>
<th>Expected Completion Date</th>
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</thead>
<tbody>
<tr>
<td>W2</td>
<td>11</td>
<td>930</td>
<td>1</td>
<td>Winter 2012</td>
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</table>
## T4& W1

<table>
<thead>
<tr>
<th>Development Area</th>
<th>New Single Family</th>
<th>Rentals Units</th>
<th>Restorations</th>
<th>Linear Feet of New Service Lanes</th>
<th>Pocket Parks</th>
<th>Commercial</th>
<th>Expected Completion Date</th>
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<tbody>
<tr>
<td>W1 and T4</td>
<td>75</td>
<td>22</td>
<td>5</td>
<td>2,500</td>
<td>3</td>
<td>2500 sq.ft.</td>
<td>Winter 2014</td>
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</table>

Source: Dover Kohl
GREEN STRATEGY FOR BUILDINGS

Energy Star is the first step towards:
- LEED FOR HOMES
- LEED FOR NEIGHBORHOOD DEVELOPMENT
- NETZERO ENERGY HOMES

Bell, Alexander. Comparison of Green Building Programs in Alabama. Alabama Association of Habitat for Humanity
LOW-IMPACT DEVELOPMENT (LID) TECHNIQUES
FOR HANDLING RAINFALL

Residential Rain Garden at a Sidewalk Edge
GREEN STREETS - LOW-IMPACT STREETSCAPE

Rain gardens and native species in planting strips

PERVIOUS LANES

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

Seattle, WA

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 absorbed 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**
- 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

* Most features listed are included in 1205 and 1207 Pine St.

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 feel positive about the plans because the families of these neighborhoods were involved.”
Linda Williams

“I applauded the manner in which you have approached this project.”
Sharon Walker

“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

- 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.
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:

Laney Walker/Bethlehem Blight Findings Report
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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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