



**Downtown Development Authority
of Augusta, Georgia**

**Director's Report
April 14, 2016**

Active ED Projects

905 Broad Street	Loan approved April 16/\$250,000 (extension until April 2016)
1162 Broad Street	Loan in Underwriting at GCF/\$250,000
912 Ellis Street	Loan closed October 29/\$250,000

Other

Met with three interested property owners for GCF Loans/Total of approximately 30,000 SF and \$650,000 in loan requests/Letters of Intent forthcoming.

Boots Factory Ribbon Cutting on January 13, 2016/85 percent leased.

Working with Fruitland Vodka for rental space downtown.

Showing available sites to prospective Brewery/World of Beer locating on Washington Road.

Working with two local developers on mixed-use projects.

Met with SC Brewery April 13th/Meeting next week to look at available space on Broad.

Working with R360 and Daniel Communities on mixed-use opportunities.

Preliminary site visits with multi-family housing prospect March 14th.

Pilot SPLOST Project

Springfield Park application approved by Board.

Old Town Wayfinding Signage Project completed.

Art the Box: Electrical Signal Art Project: Project completed

SPLOST VI Project/Riverwalk

MOU has been executed and received.

Meeting held January 13 with Cooper Carry, Parks & Rec., Canal Authority and Administrator's office to coordinate efforts.

Cooper Carry will finalize plan and complete budgets.

Next Step: ARC Commission Approval, Design Work, & Procurement Process

Working with two local banks on a line of credit with proposals to be presented for approval under new business on today's agenda.

Downtown Programs

Retail Strategy

Working with a local developer on multi-tenant project/medical district.

IHOP has expressed interest and possible sites are in the works.
In communication with Barberito's, Newk's and Jimmy John's/ locating possible sites as well as a visit.
On Dress-Ups radar screen for 2017.
Working very closely with a Brewery who wants to make a site selection by spring 2016.
Working with Kroger and Wal-Mart Neighborhood stores.
Assisting with Discovery Plaza, Woolworth, and Paine College (old Wife Saver property on 15th).
Adding Laney-Walker Corridor to the strategy and in the process of completing a building inventory and possible sites.
RS has hired Tetrad for Demographic Reports. Tetrad works for retailers such as Costco and J. Crew.
Reports are much more detailed and sophisticated. Updated and in portal for distribution.
RS working on a strategy for property owners who have not bought in to the retail vision for downtown.
Focus will remain on regional restaurants and retail brands.
Affordables Apparel Pop-Up Store held on March 4-5 was a tremendous success.
Scott Von Cannon will be in town April 21st for board, sponsor update and other meetings.
2016 Marketing Brochure has been updated.
Update Available Properties/Site Inventory underway and on-going.

Grant Projects

James Brown Blvd. Phase 1

Punch list walk-thru held February 26/Work items completed by end of April.
Contract extended until December 2016/Approved by Commission/Commissioner Fennoy.
Ribbon cutting event will be scheduled at project completion

James Brown Blvd. Phase 2

Meeting with Marshal Stroup 3/30/16 to discuss project overview and next steps.
Letter of Intent has been received.
Paperwork has been submitted to City to create a purchase order.
Detailed Project Schedule forthcoming (2016 Design, 2017 Right-of Way, 2018 Field Construction).
LAP and PDP training scheduled.
Project Budget \$589,500.00
Draft RFQ for design work completed/Next Step: To Procurement for Qualification process.

Parking

Recommended parking management strategy included in Downtown Mobility Concept Plan.
Small sub-committee has met to work on smaller solutions such as the ordinance and off-street parking.
Trip to Savannah/Residential, Employee and Mobility components of overall strategy.

Website

Website design underway/City will host our site.
Retail Recruitment Video completed and on website.
Retail Strategies is working on retail component for new site.

Jones Street Alley

MOU has been executed and received.

DDA will oversee design of the project which includes new paving, a loading zone, dumpster farm.

A revised parking lay-out will provide 25 additional spaces.

Project scope is Macartan to James Brown. Alley will become one-way to vehicular traffic.

Design Budget: \$26,967.50

Letter of Intent to proceed has been signed.

Funding has been received from the City.

Design Meeting held February 26.

Concept Design Drawings are completed/Meeting April 14.

Next Steps: Preliminary design and approval by Commission

Office Inventory

Underway to determine existing condition and future needs in the core.

Information gathering 75 percent completed.

State of Office Space Webinar-research determining current state and future trends.

Laney-Walker Corridor

Working with HED on a retail strategy and other development opportunities.

Project includes available properties and sites inventory.

Meeting with Scott Von Cannon of Retail Strategies on April 21.

Downtown Advisory Panel (DAP)

A meeting was held on March 23.

Meetings will be held on the fourth Wednesday of each month.

The next DAP meeting is scheduled for April 27 at 600 Broad Street at 8:30 a.m.

Other

Working with City ED Committee on James Brown Statue and other initiatives.

The 2015 Audit is underway.

Available Properties/Building & Site Inventory underway.

2015 Statistics Report for DCA underway.

2016 DDA Operating Budget-has been approved by Board.

TIA Public Meetings held March 8th and 10th for public input/well attended.

Old Town Neighborhood Association meeting update March 21.

Women in Business presentation "How to Sell Downtown" April 19.

James Brown Birthday Bash- May 3/Permits approved.

Very Successful Red Carpet/Masters Week.