



**Downtown Development Authority  
of Augusta, Georgia**

**Director's Report  
August 2015**

**Active ED Projects**

905 Broad Street	Loan approved April 16 <sup>th</sup> in the amount of \$250,000
334 Greene Street	Loan closing held January 29 <sup>th</sup> with ribbon cutting
1022 Broad Street	Loan closed May 6 <sup>th</sup> in the amount of \$185,000
1033 Broad Street	Loan Approved/Scheduling Closing/\$250,000
1162 Broad Street	Loan in Underwriting at GCF/\$250,000
912 Ellis Street	Loan in Underwriting at GCF/ \$250,000

**Other**

Woolworth Building purchased/TR Ready/In conversations with Retail Strategies.  
 1022 Broad Street/Sweet Sticks/Opened April 3<sup>rd</sup>.  
 The Hive, on 10<sup>th</sup> Street (Former Rooster's Beak), opened May 8<sup>th</sup>.  
 1002 Broad has been leased and Fuse Café has opened.  
 Discovery Plaza/DDA and Retail Strategies are working with Dennis Trotter on retail portion of the project.  
 Canal Side Grand Opening was July 29<sup>th</sup> /106 apartments/30 percent leased.  
 Working with 12,000 SF potential user. Delivered 3 site locations for consideration.  
 Sole Augusta at 1033 opened June 27<sup>th</sup>.  
 912 Ellis/Planning a ribbon cutting/ 8 of the 19 apartments have been leased.  
 1036 Broad has been leased/painted furniture store opening soon.  
 RFQ for Depot Site has been issued.

**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**

Contract with Cooper Carry approved by DDA Board/Meeting June 11<sup>th</sup> with Cooper Carry.  
 Kick-off meeting with Cooper Carry and city department heads June 11 at 10 am.  
 Follow-up meeting this week for overall Riverwalk Master Plan and Recommendations for \$1 million in DDA SPLOST allocation.

Working with outside clubs/agencies for partnership opportunities as well.

### **Downtown Programs**

#### **Retail Strategy**

Retail Team was in Augusta, August 4<sup>th</sup> to meet with DDA and downtown brokers.

Chick Fil-A, Dunkin Donuts and Which Wich are under construction at 1640 Walton Way.

Zoe's Kitchen has opened in Washington Crossing.

3 national brands are touring the downtown market for locations.

Reached out to 30 brewpubs for a downtown location.

Contacted 85 national/regional brands in regards to the downtown Augusta market.

Have introduced regional/national mixed-use developers to the market.

Showed market to single tenant grocers.

Working with Kroger & Super Walmart.

Introduced an out of market housing developer to the market (ongoing).

Attended national & Regional ICSC Trade Shows in Atlanta, Nashville, Charlotte, Las Vegas, Orlando, Chicago, New York City, Dallas and San Antonio to promote downtown Augusta to national and regional retailers.

Market Analysis has been updated for 2014 and ready for DDA Website

Private sponsorships raised to-date in the amount of \$36,000

Tour of Downtown Augusta for Investors

Working with Discovery Plaza on retail element

Developed relationships with local brokerage community

In conversations with key property owners and stakeholders

#### **Other**

Fundraising \$8,500 from private partners for Housing Demand Feasibility Report.

Vacant Building Inventory updated.

Housing Inventory for Broad Street Corridor completed.

Downtown Historic Property Values Comparison completed.

Downtown Activity Report for 2014 completed/net gain of 18 new businesses.

Partnering with ARC on available office space and private investment stats.

Retail Update given to Augusta-Richmond County Commission on January 26<sup>th</sup>.

### **Grant Projects**

#### **James Brown Blvd. Phase 1**

2 blocks remain for project completion as well as minor change orders.

Anticipated completion is end of August.

All submittals to city have been approved.

Working with City on tree issues for the project (removal and replacement) and bus stop replacement.

#### **James Brown Blvd. Phase 2**

Awarded TAP (Transportation Alternatives Program) for new improvements from Twiggs Circle to Laney Walker Blvd.

GDOT to program funds into STIP (State Transportation Improvement Program)

Awaiting contract from GDOT

**GRU DAY**

Completed for 2015

**Parking**

Recommended parking management strategy included in Downtown Mobility Concept Plan

**Website**

Web site meeting with IT Department June 12/City will host our site.

ED video underway for new website by Reflecting Pools Productions.

Retail Strategies is working on retail component for new site.

**Other:**

SPLOST Requests submitted to city for consideration.

Jones Street Alley Project approved by committee for ED Inducement.

DAP Resolution revisions have been submitted to legal.

Sherman & Hemstreet/ June 24<sup>th</sup>

Meeting with Georgia Power:

- Commercial Energy Efficient Program
- ED Services

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