



**Downtown Development Authority  
of Augusta, Georgia**

**Director’s Report  
February 2017**

**Active ED Projects**

905 Broad Street	Loan approved April 16 <sup>th</sup> /\$250,000
1162 Broad Street	Loan approved/\$250,000
901 Broad Street	Loan application on hold
511 Reynolds Street	Housing Market Feasibility Report completed

**Other**

Three additional GC Loans are in discussion.  
 Lamar Building closed in December.  
 SunTrust Bldg. has been purchased by purchased by McKnight. Meeting on 2/10.  
 Working with R360 and Daniel Communities on mixed-use opportunities.  
 Escape Room Concept has signed an 8,000 sf lease at 1025 Broad Street.  
 Real Estate Company has put an offer on a building for a downtown location.  
 Georgia Power \$15,000 seed money presented 1/24 for matching loan program for facades and wiring.  
 JB White Condos are 80 percent sold.  
 Two existing downtown retailers are looking to expand.  
 We are working with three new restaurant concepts (local).  
 Sean White has announced a 4<sup>th</sup> Mexican Cantina Restaurant on 11<sup>th</sup> Street.  
 Deke Copenhagen’s Innovation Zone announced for 8<sup>th</sup> Street Corridor.  
 Georgia Cyber Innovative & Training Center announcement for GG & G site. Breakfast with AU 2/3.  
 Atlanta developer in town 2/13 to look at possible downtown projects.

**Pilot SPLOST Project**

Springfield Park application approved by Board.  
 Two applications have been forwarded for requests new sidewalks, lighting and street furniture for Ellis Street and picnic and street furniture at the marina.

**SPLOST VI Project/Riverwalk**

Preliminary projects approved by Commission.  
 Design contract has been executed with Cooper Carry.  
 Final Design Concepts for arches and shade structures are completed. Design Committee next step.  
 Revised MOU approved by Commission and signed by Mayor for four payment allocations thru 2017.

First installment received from the city in the amount of \$250,000 - line of credit is at a zero balance.

### **Downtown Programs**

#### **Retail Strategy**

Updated Marketing Brochure underway.

Working with RS on a current project map for prospects.

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

Working on locations for two regional fast casual breakfast concepts from Atlanta.

Working on two locations for a national coffee franchise.

In discussion with Chipotle's on a downtown location. (Opening on Washington Road).

In discussion with a NC European Grocery Concept.

Working very closely with a Brewery from Arkansas who wants to open a taproom.

Assisting Hyatt House, Lamar, Discovery Plaza and local brokers and property owners.

Assisting with three Retail sites in Laney-Walker-Medical District. (Foundry, Galleria and Beulah Grove)

Assisting with Discovery Plaza and Paine College (old Wife Saver property on 15<sup>th</sup>).

Update Available Properties/Sites Inventory Completed.

Marketing city-owned sites to multiple developers.

Using cell phone tracking data to entice retailers by showing distance people are driving to downtown.

Retail Strategies in town 2/7 - 2/9 for meetings and board update.

Retail Sponsor letters will go out this week. We have \$5,000 in commitments. (\$10,000 is goal).

### **Grant Projects**

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

Project is 100% completed.

Total Project Funding:           \$812,500

Total Project Costs:               \$811,911

Ribbon Cutting January 12 at 10 am.

Final Project Reports due February 15, 2017.

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

Project Budget \$589,500

Consultant has been recommended by DDA.

Commission approved grant and engineering consultant on December 20, 2016.

Project Meeting with Marshal Troupe Jan. 18.

Negotiating final contract with design engineer.

### **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**

Final design plans have been completed and submitted to City.  
Project cost estimates underway.  
Design Budget: \$26,967.50  
Final invoice has been paid to Cranston.

### **Asset Inventory**

Office Inventory is completed:  
64 properties were reviewed  
1,471,309 total sf  
358,292 sf is available  
Office vacancy rate is 24.35%

Retail Inventory is completed.  
Empty Building Inventory is completed.  
Available Site inventory is underway.  
Market Housing Feasibility Report is completed.  
Marketing Brochure for Retail and Demographics is being updated for 2016.

GOAL: Have available on new web site by March.

### **Laney-Walker Corridor**

Working with HED on a retail strategy and other development opportunities.  
Working on the Foundry, Beulah Grove and the Galleria.  
Retail Strategies working on grocery store with Kroger announcement.

### **Downtown Advisory Panel (DAP)**

Meeting held January 25 at 8:30 am at Westobou Gallery.

### **Other**

Arts Council Bike Rack Grant/Textron.  
Ribbon Cutting James Brown Phase 1 held 1/12.  
Marshall Troupe GDOT in town 1/19.  
Augusta Day in Atlanta 1/1.  
CVB Tourism luncheon & Destination Plan unveil 2/2.  
Park7 & Rec Event Plan workshop 2/7.