



**Downtown Development Authority  
of Augusta, Georgia**

**Director's Report  
October 2015**

**Active ED Projects**

905 Broad Street	Loan approved April 16/\$250,000
1033 Broad Street	September 16 closing date/\$250,000
1162 Broad Street	Loan in Underwriting at GCF/\$250,000
912 Ellis Street	Loan approved by GCF/\$250,000

**Other**

New Energy Rebate Program on line at [georgiacitiesfoundation.org](http://georgiacitiesfoundation.org)  
Woolworth Building purchased/TR Ready/In conversations with Retail Strategies  
Discovery Plaza/DDA and Retail Strategies are working with Dennis Trotter on retail portion of the project  
Canal Side Grand Opening was July 29/106 apartments/30 percent leased  
Working with 12,000 SF potential user/ Delivered three site locations for consideration  
912 Ellis/Planning a ribbon cutting/8 of the 19 apartments have been leased  
1036 Broad has been leased/Purely Painted Market/Ribbon cutting September 16 at 11:30 a.m.  
1051 Broad has been leased to Tradewinds Antiques and Home Décor/November Opening  
Dragon's Claw ribbon cutting held October 2/980 Broad Street  
RFQ for Depot Site has been issued  
Working with large office user for downtown headquarters

**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 with Cooper Carry  
Kick-off meeting with Cooper Carry and city department heads June 11 at 10 a.m.  
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  
Five initial projects to consider are being priced by Cooper Carry

Implementation Committee to meet in October to discuss and move forward

## **Downtown Programs**

### **Retail Strategy**

Retail Strategies will update Board October 8 with a sponsor update to follow.

Retail Team was in Augusta, August 4 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.

Three 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

Working with two regional boutiques on locations on Broad Street

### **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

## **Grant Projects**

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

One block remains 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

Contract extended until December 2016/approved by Commission/Commissioner Fennoy

## **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)

Have received notice to proceed on Design Concept and Environmental design work RFP

Attending required training in Atlanta October 27-28

## **GRU DAY**

Assisting with homecoming in February 2016

## **Parking**

Recommended parking management strategy included in Downtown Mobility Concept Plan

Small sub-committee has met to work on smaller solutions in the meanwhile

## **Website**

Website design underway/City will host our site

ED video underway for new website by Reflecting Pool Productions

Retail Strategies is working on retail component for new site

## **2015 Christmas Light-Up Spectacular**

Planning underway for December 5

## **Other:**

Budget request submitted to City

SPLOST requests submitted to City for consideration

Jones Street Alley Project approved by Commission

DAP Resolution revisions approved by Commission

Meeting with Georgia Power:

- Commercial Energy Efficient Program
- ED Services

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

Public Meeting for DAP elections in December underway