

**The Downtown Development Authority
P.O. Box 2105
Augusta, GA 30903-2105**

2007 Fall Update



Downtown Development Authority of Augusta

Downtown Augusta, a Better Place Today:

It has been an exciting year for downtown Augusta and as our Mayor says, "the best is yet to come." We concur. The best is yet to come with the establishment of a Business Improvement District and the construction of a TEE Center. Imagine downtown with steam-cleaned sidewalks, litter-free streets, no graffiti on our beautiful historic buildings and bicycle ambassadors greeting visitors and keeping our streets safe. Now, you can stop imagining.

The success of the Business Improvement District goes to our executive director, Margaret Woodard and a hard working committee who launched a true grassroots effort. We applaud committee members Sanford Loyd, Ben Harrison, Barry White, Paul King, Pattie Booker, Jeff Partl, Janie Peel and Ray Doumar. We must also thank the mayor's office, Convention & Visitors Bureau, and the Augusta Metro Chamber of Commerce for their support. It is amazing what we can accomplish when we all work together.

In addition, the DDA worked closely with developers to encourage new residential projects. As a result, the Watermark and JB Whites projects are both underway. These projects will bring a total investment of \$25 million dollars and result in 200 new condominiums.

Before year's end, the 10th Streetscape project will be underway, new refuse containers will be installed on Broad Street and new Christmas decorations will light up Laney Walker Blvd. and Broad Street.

As we prepare for 2008, we will continue to work closely with the Augusta-Richmond County Commission, private real estate developers and other economic development partners to leverage the capabilities and resources of the DDA and continuously promote the rebirth of Downtown Augusta. **Julian Roberts, Chairman 2007**

2006 Milestones

Building on accomplishments of 2006, and with a strategic plan in place for 2007, the DDA continues to guide the redevelopment of downtown Augusta.

Economic Restructuring

Watermark Condominium Project

The soil remediation is underway at the site located on 5th & Reynolds Street with an anticipated completion date of December 2007. The Foxfield Company recently announced exciting new changes to the site plan as well. The revised site plan now includes 120 condominiums, two hotels and a 60,000 square foot Class A office building and specialty retail at the historic train depot. The new site plan is available on the updated DDA website at www.myaugustadowntown.com by clicking on the available properties link. The closing date for the property is scheduled for January 2008 and construction will begin shortly thereafter. For more information contact the Foxfield Company at (843)705-3780.

JB White's Building

Horizon Investments in Atlanta closed on this property as well as the Doris Bldg. located next door on June 26, 2007. Built in 1874, the White's Building will once again return as a thriving property in the heart of downtown Augusta. The project includes 80 contemporary residences for sale from loft style to three bedroom and 40,000 square feet of commercial and office space for lease. Amenities include a membership to Health Central, on-site parking and concierge service. For more information visit the website at www.thewhitesbuilding.com or call 1-800-241-9726. We applaud Sherwin Loudermilk and Mike Raeisghasem for their vision and investment in downtown Augusta. The DDA successfully applied for a Georgia Cities Revolving loan on behalf of the owners for long-term financing on this exciting project. This project and the Watermark will increase downtown's residential population by 30 percent.

Trade Exhibition & Event Center (TEE Center)

In August, the Commission approved the Convention & Visitors Bureau vision of a TEE Center on Reynolds Street between 9th & 10th Street. This 50,000 square foot structure will allow Augusta to host large conventions and events that we are currently unable to accommodate. This project expands the city's \$9.5 million dollar investment in the existing conference center, has minimal land acquisition costs, will generate 630 new jobs, and will raise 1.4 million dollars in new annual taxes. The hotel tax will not only pay the operating costs, but generate \$37.5 million dollars in funding to impact neighborhoods in our community for generations to come. The DDA will partner with the CVB to issue bonds for the parking deck. Congratulations to Executive Director Barry White, the CVB Board of Directors, Mayor Deke Copenhaver, City Administrator Fred Russell, The Chamber of Commerce Board, the Augusta Tomorrow Board and the DDA Board for working together to make this vision a reality.



2007 Board of Directors

Julian Roberts, Chair / Augusta Information Technologies; **Steven Kendrick**, Vice-Chair/ Augusta Blueprint; **Dr. James Carter, III**, Secretary / Property Owner; **Phil Wahl**, Treasurer / Wachovia; **Paul King** /Rex Group; **Cassandra Brinson** / Café 209; **Commissioner J.R. Hatney**; Staff: **Margaret Woodard**, Executive Director; **Annalee Narwold**, Administrative Project Manager, **Jessica Fuselier**, Saturday Market Coordinator

Design

SPLOST Projects

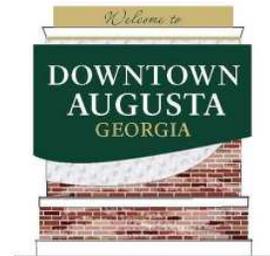
An important part of the of the DDA's mission statement is to strengthen downtown as an attractive urban environment for resident's and visitors. Last month the DDA approved several projects with SPLOST Funding that meet that objective:

- New trash receptacles for Broad Street \$42,028
- Streetscape Improvements to Ellis St. \$125,000
- Comprehensive Wayfinding Signage Plan \$101,000
- Greenway Improvements @ History Museum \$50,800
- TE Grant for James Brown Blvd. Improvements \$41,500
- Pilot Street Lighting Project \$100,000
- Streetscape Standards \$40,000



Downtown Entry Signage

As part of the comprehensive wayfinding signage program for downtown Augusta, the CVB, DDA, and private partners collaborated to bring this important initiative to life. The CVB successfully received a Preserve America Grant in the amount of \$25,000 and the DDA, along with private partners provided a match to the grant funds. The example to the right, completed by Hillier Architecture, is a possible entry sign to downtown Augusta that will be installed at key gateways. The DDA will provide \$101,000 of SPLOST Funding for these entry signs.



Promotion

Christmas Light-Up Night Spectacular

The DDA believes that promoting downtown to residents and visitors is key to the revitalization process. This year the City of Augusta, DDA and many private sector partners will light-up downtown Augusta with new Christmas Decorations for Laney-Walker Blvd. and Broad Street including new pole decorations, an animated fountain and custom made arch for the James Brown Statue. To celebrate the new lights, mark your calendar for December 8th for the Augusta Chronicle's Christmas Light-Up Spectacular. Begin the day at the Holiday Market at 10:00 on Macartan St., the Christmas Parade at 2:00 pm and head to the commons at 4:00 for carriage rides, Santa, great chorale performances & more. Mayor Deke Copenhaver will pull the switch at 6:00 pm followed by a fireworks show by Windsor Jewelers.

