

Realizing The Garden City: The Augusta Sustainable Development Agenda

Appendix 1

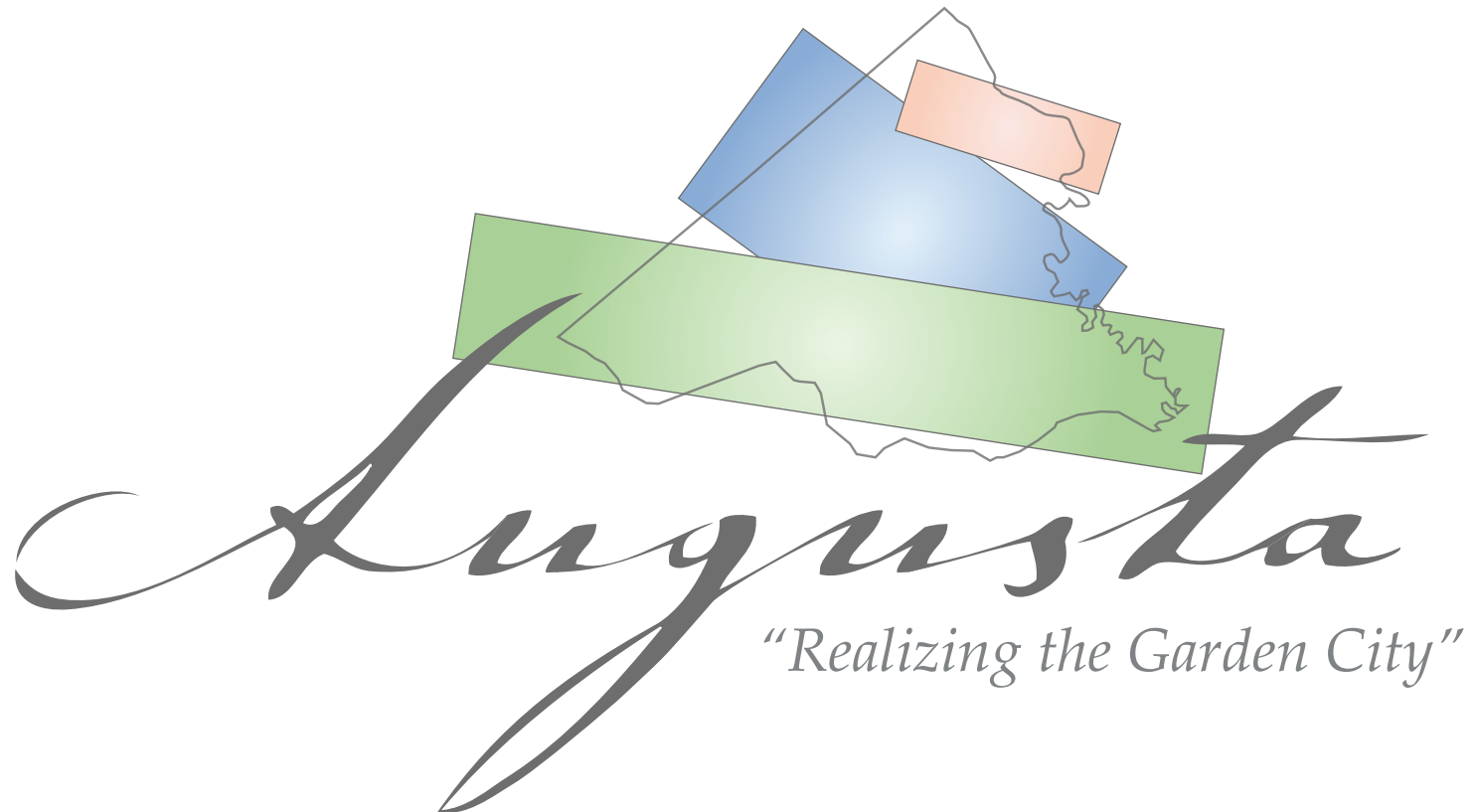
THE PROJECTS

October 14, 2010

prepared for
The City of Augusta, Georgia

by
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with
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Urban Partners



Appendix 1: The Projects



The Projects, Appendix 1 deals with the Prototype Projects and should be related to the other reports for a full understanding of its recommendations. The opinions, findings and conclusions of this publication are those of the authors and not necessarily those of the City of Augusta.



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Priority Projects: Introduction

The Augusta Sustainable Development Agenda (ASDA) is comprised of a set of specific development initiatives, which, if fully implemented would truly “Realize the Garden City”. Prototypical Projects have been proposed for each of these major public/private development initiatives on the Agenda and are described and analyzed in the following pages.

These projects were chosen for more detailed study because they typify conditions found elsewhere in Augusta and have the greatest potential value for achieving the overall goals of the agenda. Thus, they are also recommended as the highest priority for implementation.

It is important to note that the Market Creation Projects identified in the Westobou Urban Area Plan have been integrated into this Agenda.

The Augusta Sustainable Development Agenda

The Augusta Sustainable Development Agenda (ASDA) is the culmination of a sixteen month process working closely with a sixty person Advisory Task force, a Steering Committee comprised of elected officials and key community leaders, and individual concerned citizens and interest groups to develop a creative approach to the City of Augusta’s development that could make a difference in the quality of life of the region and address key development opportunities in an environmentally sustainable way. The This Agenda is presented in four related reports:

Executive Summary – A summary of the work process and all recommendations.

Technical Report – Presents the rationale and structure for this Agenda including assessment of existing conditions and opportunities, the program and policy recommendations, a summary of proposed action projects, and implementation recommendations.

Appendix 1: The Agenda Projects – Presents location-specific development and growth recommendations for ten Prototype Projects that were selected by the Steering Committee as important opportunities to serve as demonstrations for similar sites across the region that share similar characteristics.

Appendix 2: Sustainable Development Policies – Presents a larger citywide policy framework to achieve this Agenda, explaining why growth management is needed, how it can be accomplished, and policies for changing land development regulations, planning and design of transportation facilities, and building stronger and better neighborhoods in Augusta.

Each report is meant to be understandable on its own; however, for a full understanding of the scope of all recommendations the reader is advised to read all reports.



LEGEND:

- # Prototypical Project
- #a Other Potential Project Locations

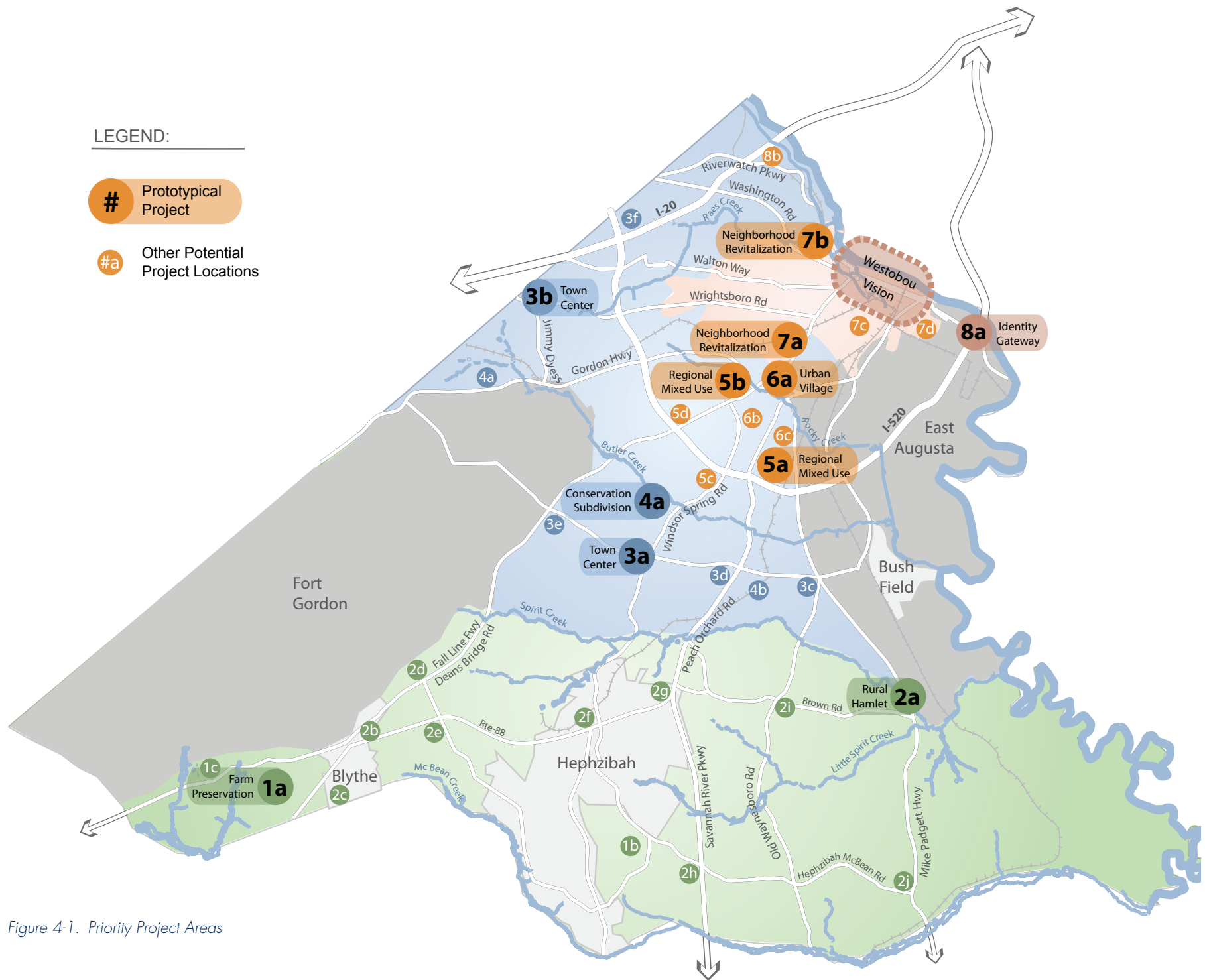


Figure 4-1. Priority Project Areas



Orientation to the Prototype Projects

From the many opportunities for worthwhile projects revealed in the course of this work, eleven prototypical projects were identified by the Consulting Team and endorsed by the Steering Committee for more detailed study. Each project ties back to the dominant themes of the Agenda to make Augusta an example of a sustainable city building on its treasured historic, natural, cultural and human resources. The Projects are included in Rural, Suburban and Urban parts of the city.



In Rural Augusta

One project type, illustrated at **Fall Line Farm**, deals with preservation of a particularly significant tract of farmland. Another project, **Spirit Creek Rural Hamlet**, illustrates denser development, both commercial and residential, clustered around rural intersections and discourages further strip development along the arterial right of way. Both allow the rural image and character, so highly valued there, to remain intact, while providing opportunities for supporting services to be conveniently located.



In Suburban Augusta

In the area generally north of Spirit Creek and extending up to MLK Boulevard, and westward to I-20, several projects are illustrated. **Windsor Spring Town Center** illustrates a strategy to intensify development, including retrofit of an under performing existing strip commercial center, development of a new village center on open and undeveloped land, and connection of these centers to new residential neighborhoods around them as well as to existing nearby subdivisions. The **Butler Creek Conservation Subdivision** shows how creative development could take advantage of adjacent Butler Creek and its rolling terrain and greenway trails to preserve natural resources while creating a community oriented to outdoor open space and recreation.

As an important regional shopping destination, the Peach Orchard Regional Retail Center at the I-520/Peach Orchard interchange is the best site for well-planned, large-scale retail growth on the south side of Augusta. It is also a major gateway to the city from the south. The proposed **Rocky Creek Mixed Use Development** capitalizes on a proposed flood control project along Rocky Creek





In the Urban Area

in the demographic heart of Augusta as a catalyst public improvement that can create opportunities for high quality mixed-use development, employment opportunities, and a residential destination and new regional park for the city. **Southgate Urban Village** demonstrates how to reorient a tired and failing highway mall into an activity and shopping center for the adjacent neighborhoods, as well as related infill development to strengthen a mixed-use center. The **Oates Creek Neighborhood Revitalization** plan illustrates potential development for the entirety of a proposed multi-modal corridor connecting the Rocky Creek area to the Medical area and downtown. Together, these latter three projects illustrate the recommendations for the South End of the Agenda's proposed Priority Development District built along the proposed multi-modal "Augusta Way".

The Agenda recognizes a major opportunity in northwest Augusta, adjacent to the Columbia County line and at the intersection of Jimmie Dyess Parkway and Wrightsboro Road, for development of a new market-rate **County Line Town Center**. This would complement a major Gateway initiative into the City from the west.

In addition to the projects developed in the Westobou Urban Area Plan, two noteworthy projects include the **I-520/Sand Bar Ferry Interchange**, a major new gateway into the City, and **Upper Broad Street Revitalization**, which builds on the amenities of Lake Olmstead, the Augusta Canal, and the Kroc Center, as well as the historic resources of the Sibley and King Mills and the Harrisburg Mill Village.



Key Assumptions, Terms, and Limitations of the Prototype Project Proposals

The Prototype Projects are located across substantial and diverse geographic areas within the City of Augusta and, accordingly, are the locus for a broad range of conditions, problems, and opportunities. Each Prototype Project has been selected as representative of conditions and opportunities found elsewhere in the region, although the proposals described in the text and illustrated in accompanying plans are particular to the location selected. Sites comparable to each of the Prototype Projects in this report are identified in Chapter 4 of the Final Report and highlighted in the figure below.

Key factors that should be kept in mind when reviewing the proposals for each Prototype Projects include the following:

- **Concepts, not designs:** The project team believes that the concepts shown in this document are realistic and responsive to each area selected. However, it is important to recognize that the proposals, in each case, are conceptual and illustrative in nature and, if pursued in detail working directly with the interested parties in each case, would, in all likelihood, evolve and change in response to further input from stakeholders and data regarding conditions on the ground.
- **Project locations** were chosen without regard to current ownership, current use, or possible environmental issues. That said, these sites have both intrinsic and strategic locational value and thus, if feasible, are priority sites for actual implementation.
- **Market potentials:** The overall market, citywide demand for new development is highlighted in Chapter 2 of the Technical Report. Detailed market studies have not been performed for each Prototype Project. Rather, the scale, type, and mix of uses suggested have been based on a “macro” understanding of city market conditions and potentials as applied to the area and conditions of each Prototype Project. Additionally, illustrative plans accompanying each Prototype Project are to large extent based on the scale of each site and the overall physical capacity of these sites to absorb development. The specific pace and timing of development would have to be studied in further detail in each case as part of more detailed implementation plans. A core idea is that these projects will compete with others in the region for market share, and that, properly planned, designed, funded and marketed, these projects offer attractive and viable alternatives to the current wasteful ways and means of sprawl development throughout this region.
- **Development density:** For nearly all the Prototype Projects, reference is made to “denser” development. What is intended by this term, consistent with the Sustainable Development principles presented in Appendix 2, is that new development can often be more intense and more closely spaced than typical recent patterns found in rural or suburban Augusta in order to achieve more traditional neighborhood patterns that are more economical of land and resources.





Revitalized Existing Neighborhood

Proposed Duplexes

Proposed Townhomes

Proposed Apartments

The Southgate project area, for example, illustratively shows residential development at a scale denser than its surroundings.

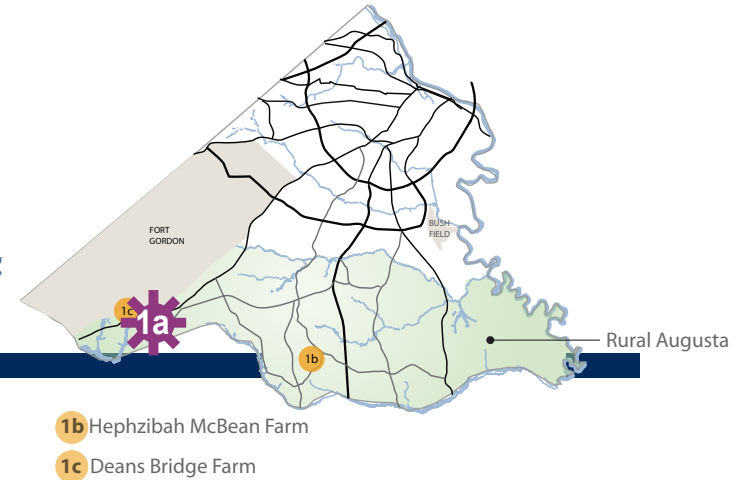
- **Implementation mechanisms:** Each Prototype Project has its own complexity and difficulties; they are not “one size fits all.” A general approach to implementation of the Agenda and the Prototype Projects is recommended in Chapter 5 of the Final Report, dealing with a new organizational capability and the creation of some new funding and project oversight mechanisms. These approaches are not repeated in the discussion of the Prototype Projects in Appendix
- **Financial Analysis:** A general discussion of market types, scale and price points is done for each of the projects. However, only Project #'s 1a, 5b, 6a, and 7a necessitate a more detailed pro forma at this time. Illustrative cost estimates are done for all projects, including indications of levels of public financial assistance.

*Prototypes are illustrative only:
They aim to inspire a host of
Champions throughout the City.*



1. Farmland Preservation

Of the several opportunities for preservation of unique farm settings shown in the locator map on the right, the site along Deans Bridge Road was determined to be the most representative.



Prototype Project #1a:

Fall Line Farms

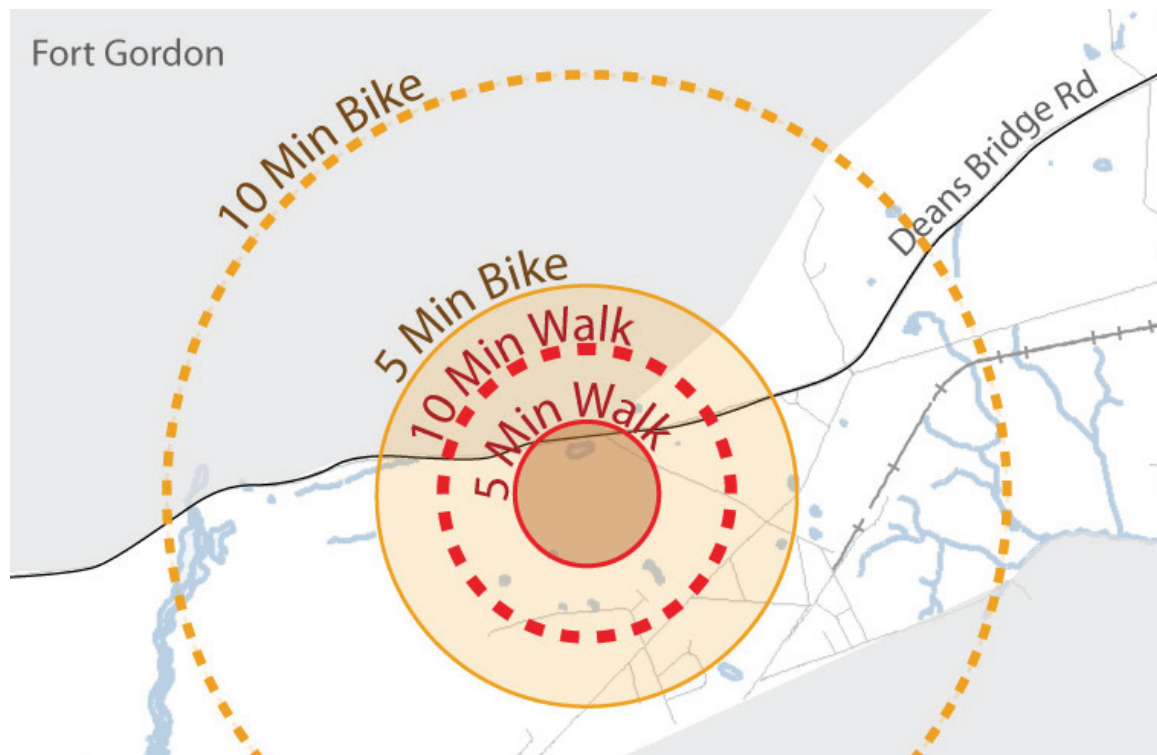


Figure 4-2. Travel Radius Map

Overview

In the southern part of the city, particularly around Blythe and Hephzibah where the soils are best for agriculture, there are a number of large farms that are culturally significant and represent the rural heritage of this part of the state. To the extent possible, these properties should remain in agricultural use and the key physical resources of these farmsteads (pasture, orchard, tree plantation, farm buildings and natural areas) should be preserved and highlighted for future generations' needs and enjoyment.



Figure 4-3. View of Saturday morning activities at the proposed “farm experience” heritage area



Figure 4-4. Aerial view from south

Fall Line Farms Today

Fall Line Farms site is made up of a collection of properties located along US 1 near the Burke County line. This 400-acre+ setting includes examples of all of the resources identified above. The properties are highly visible, located adjacent to US 1 and nearby State Route 88, a strong and positive first impression of the City for those arriving from the south and via the Fall Line Freeway. Agricultural landscapes that are visible from the road include pecan orchards, pastures, hay fields, and fodder production. The character of the area is shifting slowly as former farmland is being converted to residential subdivisions with non-vernacular architectural style.

Goals and Objectives

- Preserve and use Augusta's best farmland for continued agricultural use.
- Preserve a culturally significant setting.
- Develop educational programs that can explain to urban and suburban residents of the region the productivity of these settings and their role in local food production.
- Insure economic viability by introducing conservation subdivision principles and uses.
- Offer Augusta citizens an interesting and exciting place to settle that is linked to rural uses and lifestyles.
- Provide an attractive landscape the will communicate a positive, and healthy first impression to people arriving into Augusta along arterial highways from the south.



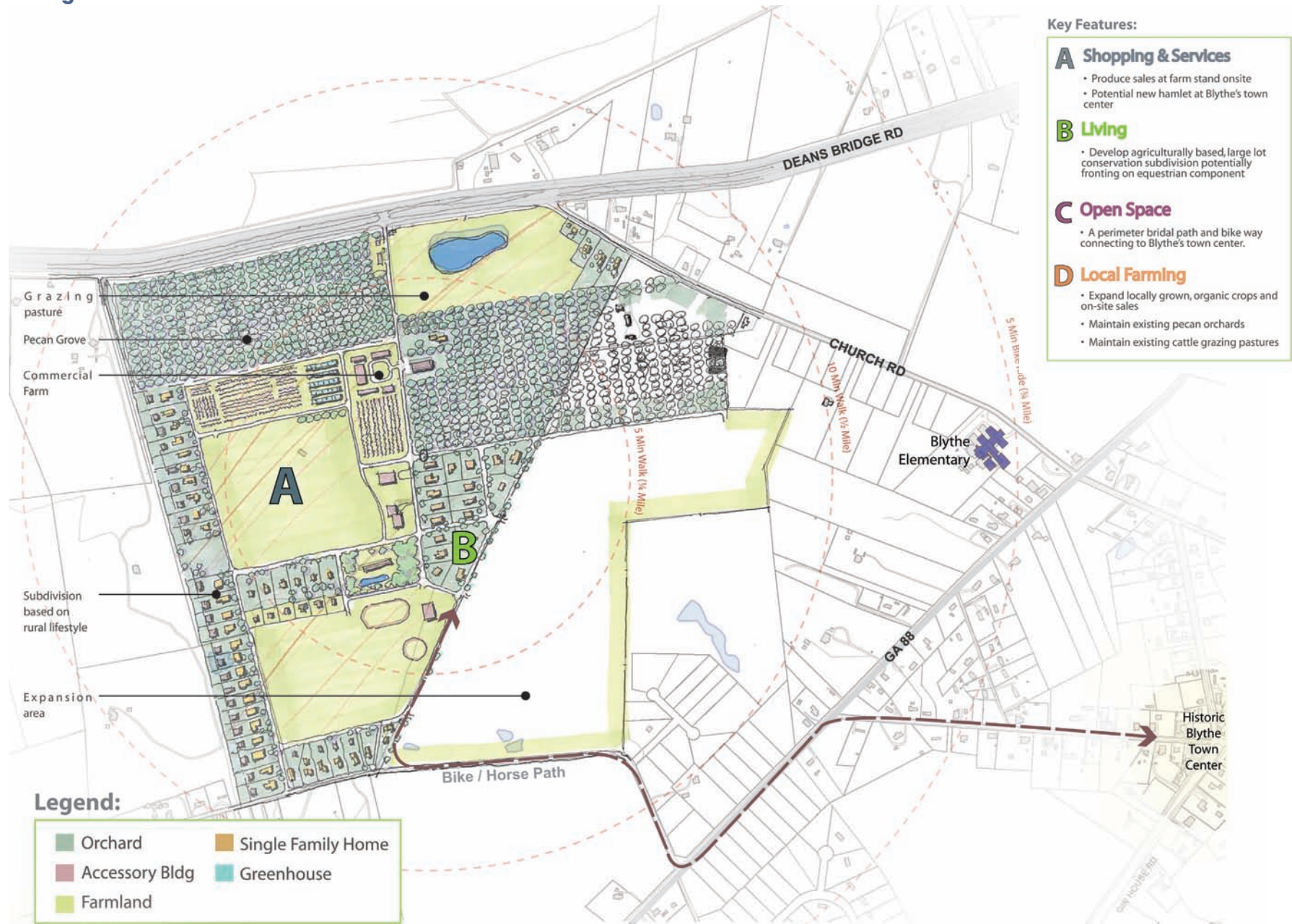


Figure 4-5. Illustrative Site Plan

Illustrative Development Program

The property used to illustrate this type of preservation project includes approximately 400 acres of historic farmland. The core development program is summarized below. While the development seeks land and rural cultural landscape preservation as a primary goal, it must also be economically sustainable. Thus viable agricultural uses are complimented with solid real estate development. These assume profitable pecan, hay, berry and locally grown vegetable crops, in addition to livestock elements sold on the open market. The proposed horse farm and training facility would serve as centerpiece for the equestrian oriented community surrounding it.

Market Support

This region is well known in the equestrian community, with Aiken and Edgefield Counties nearby. Augusta is home to a number of nationally significant riding events. The proposed horse farm and training facility would serve as centerpiece for the equestrian oriented community surrounding it.

While the development seeks land and rural cultural landscape preservation as a primary goal, it must also be economically sustainable. Thus viable agricultural uses are complimented with solid real estate development. These assume profitable pecan, hay, berry and locally grown vegetable crops, in addition to livestock elements sold on the open market. This can become Augusta's Farm, a place where generations of Augustans come to learn, to purchase produce and to have fun.

Economic Development

Preservation, enhancement and reuse of this property would contribute to the Augusta economy in at several ways:

- Redirection of residential development pressures in these rural locations will help to minimize excessive investment in redundant public roadway and water and sewer infrastructure.
- Limitation of residential development options in these rural locations will redirect housing development to areas of South Augusta generally north of Spirit Creek that are currently well served with public infrastructure.
- The prototype site at Fall Line Farm will diversify the array of attractions available in Augusta, adding to the overall tourism economy.



Figure 4-6. Illustrative Program and Cost Estimate

Conceptual and Illustrative Program and Cost Estimate- Project #1a- Farmland Conservation Strategy

Core Development	Unit	Gross sf/unit	Cost/sf	\$/Unit	Qty	Land and Construction Cost	Subtotals	Public Infrastructure Investment	Public Financing for Development	Private \$	Cost Totals
Organic Local Demonstratio/ Education Farm	LS				say, allow...	500,000	500,000	500,000			\$500,000
Equestrian Component	LS				say, allow...	400,000	400,000			400,000	\$400,000
Supporting Conservation Development	DU	2,400	\$70	\$168,000	70	11,760,000	11,760,000			11,760,000	\$11,760,000
		2,400				12,660,000	12,660,000	500,000	\$0	12,160,000	\$12,660,000
			Soft @			23%	2,911,800	0	0	2,796,800	\$2,796,800
							\$15,571,800	\$500,000	\$0	\$14,956,800	\$15,571,800
Public Roads and Parking											
Included in Residential Devt	NA	0	0		0	0	0	0			
Rural Road- US 1 to Goolby Road	LF			380	5000	1,900,000	1,900,000	1,900,000			
Augusta LA Highlight area (County Line)	LS			40,000	1	40,000	40,000	40,000			
Bridal Trail	LS				say, allow...	200,000	100,000	100,000			
							\$2,040,000	\$2,040,000			\$2,040,000
Public Open Space											
Included in Core Residential Devt	NA	0	0		0	0	\$0	\$0			\$0
Summary											
				Total Residential	70			\$2,540,000	\$0	\$14,956,800	\$17,611,800
				Average Cost of Residential DU*		Infrastructure AE/Contingency	25%	635,000			635,000
				Rural Style Single Family	\$310,000	Development Contingency	7.5%		0	1,121,760	1,121,760
						Cost of Sales (Sales Units Only)	7%			\$1,519,000	3,570,000
						Profit (Sales Units Only)	15%			\$3,255,000	8,080,000
				*Includes Soft + Profit/Contingency		TOTAL		\$ 3,175,000	\$0	\$ 20,852,560	\$24,027,560
						% of Total		13.2%	0.0%	86.8%	100%



- A modest number of households are attracted to living in the farmland environment. Preservation of substantial portions of Augusta/Richmond County in attractive farmland settings will enable Augusta to compete for the location of those generally more affluent households, rather than lose them to more distant, rural counties. This will add an increment of value to Augusta's tax base.
- Preservation of Augusta's most fertile farmland soils and the reintroduction of local food production and organic farming, particularly in tandem with providers to low income households has obvious health, economic and even educational benefits.

Public Sector Responsibility

The only public improvement foreseen in this project is a new road connecting US 1 and Deans Bridge Road with Goolby and Blythe Roads facilitating connections to the historic Blythe Hamlet.

Otherwise, the public role in this project is assumed to be minimal except with regard to regulatory approvals and grant submittal assistance in support of non-profit endeavors.

Private Sector Opportunity

The proposed financial heart of the redevelopment is a 70-acre parcel, life style community themed around the equestrian and agricultural nature of this setting. The small lots developed would be designed to appeal to an up-scale market and would typically include either on-site stable capacity or ownership in the larger stables area. The equestrian component and the residential development would be privately developed together.



Non-Profit Opportunity

There is growing interest in urban agriculture and locally produced food movements. The agricultural elements of this project have a strong social and economical basis and could be carried out by either private operators or an interested non-profit, 501(c)(3) organization(s). These elements might include an organic local fruit, vegetable, or pecan grower, with both commercial, food bank supplier and educational facets.

Mix, Size and Prices

This project assumes 70 one acre house lots of approximately one acre per lot. The typical property consists of a well appointed “country-style house” of 2400 sf, with two-car garage and an area providing for an outbuilding capable of stabling two horses and a tack and feed storage area. The assumed sale price would be approximately \$125 to 130 per sf, or \$310,000 for a typical 2400 sf house, exclusive of the cost of outbuilding construction.

A privately owned and operated equestrian center provides amenity and “sizzle” to the residential component, as does a public, no profit demonstration farm component providing education programming for schools and other youth groups.

Project #1a: Farmland Conservation

Development Program:		Demonstration Farm & Related Facilities 70 Conservation Development Homes
Development Costs		
Conservation Development Residential		
Construction (2,400 SF @ \$70)	\$11,760,000	
Soft Costs @ 23%	\$2,700,000	
Contingency @ 7.5%	\$1,090,000	
Total Building Development Costs		\$15,550,000
Land & Improvements for Farm Education & Equestrian Activity		\$3,000,000
Transportation Infrastructure		\$2,350,000
Total Development Costs		\$20,900,000
Revenue/Funding		
Home Sales		
Sales Proceeds (70 @ \$310,000)	\$21,700,000	
Cost of Sales (7%)	(\$1,520,000)	
Developer Profit (15%)	(\$3,250,000)	
Net Proceeds		\$16,930,000
Public Transportation Infrastructure Investment		\$2,350,000
Equestrian Activity Funding (Private)		\$900,000
Education Programming Facilities Investment		\$720,000
Total Development Financing		\$20,900,000

Figure 4-7. Project #1a Proforma



Realizing the Project

Finding the Champions

Potential local Champions include the existing property owners, the Central Savannah River Land Trust, Golden Harvest and/or local farmers as operator, an engaged equestrian community, a motivated residential developer, and area learning institutions, including Augusta Tech's horticulture program and the County school system.

Success of this project will require strong operational support of the farming and educational aspects of this project. Augusta Tech and the Richmond County Board of Education could be major participants in establishing such a program.

Potential statewide Champions would be the Farm and Ranch Lands Protection Program (FPP) by the Georgia Natural Resources Conservation Service, the Georgia Agricultural Land Trust and the Georgia Land Conservation Program. The USDA also has programs available, which might be used to underpin this endeavor. There are also not-for-profit organizations that can lend technical and other assistance to the development of this concept.

Phase 1 Project Concept

The core development program is summarized in Table _____. While the development seeks land and rural cultural landscape preservation as a primary goal, it must also be economically sustainable. Thus, viable agricultural uses are complimented with solid real estate development. These assume profitable pecan, hay, berry and locally grown vegetable crops, in addition to livestock elements sold on the open market. The proposed horse farm and training facility would serve as centerpiece for the equestrian oriented community surrounding it.

Phase 1 Financial Analysis

The estimated total cost of all components of this development is nearly \$21 million. This includes \$15.5 million in hard and soft costs to construct the projected 70 housing units, \$2.3 million in targeted public transportation infrastructure investment, and \$3 million for land purchase and additional of farm education and equestrian structures.

Financing will be provided from nearly \$17 million in net home sales proceeds, private investment in the equestrian facility estimated at \$900,000, public investment in transportation infrastructure (from typical public transportation sources) and public and civic investment in education programming facilities.



Potential Funding Sources

Capital Funding for Demonstration Farm and Equestrian activities is anticipated from public and private sources, with the equestrian activities stimulating private capital investment as well as on-going operational revenues. Facility improvements for the Demonstration Farm educational activities will be supported by public education capital investment and some civic grants. We assume that private farming revenues will support on-going farming activities on the residual land being farmed, while education programming will be supported by education grants and fees from school and other youth group participants.

Key Early Actions and Overall Timetable

In order to make this concept feasible, finding the core “champions” will be the first order of business.

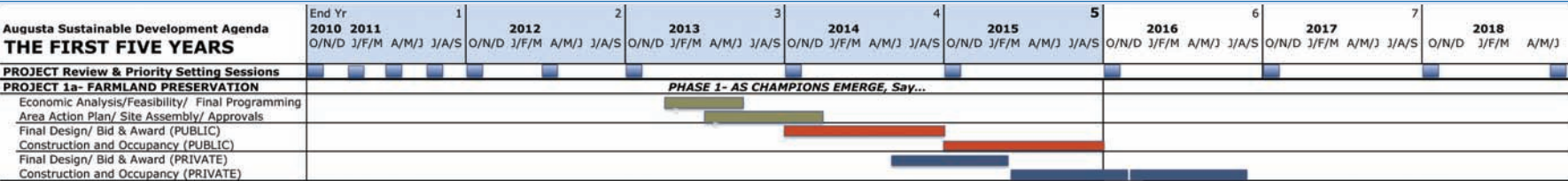
Site control would be their first task. It is understood that the entire core site is currently on the market. This would likely be in the form of an option agreement.

The champions must form a development consortium that includes: groups interested in land and cultural preservation; entities interested in local farming of the existing crop, plus additional new ones as the market dictates; home builders, particularly those interested in developing equestrian communities.

The “amenity” or “life-style” elements must be in place, or at minimum assured, prior to any residential real estate development starting. Otherwise, it is assumed that special interests and the market will determine the build-out sequence.

Organizing and engaging the core development team is critical. If there are no parties willing to engage in this undertaking at this time, the city must decide whether land conservation and farmland conservation is of high enough priority to take actions necessary to insure its eventual success.

Figure 4-8. Overall Timetable



Applying this Agenda's Sustainable Development Recommendations

Sixteen percent of all jobs in Georgia are related to agriculture. As significant contributors to the local economy, there are a number of individual farms in Rural Augusta that give it its rural character, which makes this part of the city so attractive to many. The Fall Line Farm is one of these and, as such, can become a critical element in achieving the Augusta Sustainable Development Agenda. These applied principles are meant to mitigate the lack of statewide or local policy by demonstrating that the city sees agriculture as a long-term, economically viable activity instead of merely an interim land use.

Land Development Regulations

At approximately 400 acres, this project is divided into two components, a 200-acre working / demonstration farm, and a 200-acre residential site. For this project area to be developed as drawn, two assumptions have been made:

1. A true **“Agriculture and Timber Protection Zone”** (See Appendix 2: “Create an Agriculture and Timber Protection Zone” on page 4-35) has been created for undeveloped properties that fall under the existing “A” zone. In order to keep working lands affordable, this zone allows the development of homes on lots 8 acres or more.

2. A **“Hamlet Conservation Subdivision District”** (See Appendix 2: “Enhance Conservation Subdivision Zoning” on page 4-38) as a potential conditional use, has been approved in the zoning ordinance and applied to this site.

Following these assumptions, as an unsewered plot of land, this Project area currently has a 37,500 square foot minimum lot size. If the Agriculture and Timber Protection District has been enacted, the new minimum lot size would

be 8 acres, allowing the base development of 25 homes on this property. At this point, the local developer could step forward and ask the Planning Commission that a Hamlet Conservation Subdivision be allowed at this site. This subdivision method would require a 70% protected greenspace set aside and then allow for the development of 70 dwellings on the remaining property, at a minimum lot size of 37,500 square feet. This would be a bonus of nearly three times the dwelling unit density of the new proposed underlying zoning.

Build out for 200-acre (8,712,000 sq ft) residential site			
Zoning	Minimum Lot Size	Maximum # of Dwelling Units	Greenspace Preserved
Existing “A” Zone	0.86 acre (37,500 sq ft)	232	0 acres
Proposed “A” Zone	8 acres (348,480 sq ft)	25	Private preservation through large minimum lot size
Proposed “Hamlet” Zone	0.86 acre (37,500sq ft)	70	140 acres (6,098,400 sq ft) of potentially publicly accessible Greenspace

Figure 4-9. Land Development Chart for Project #1a



Open Space and the Environment

As either a potential Hamlet or Country Properties Conservation Subdivision, the proposed open space, including the demonstration farm and a trail connecting to Blythe, would consume the majority of the site(s).

The demonstration farm could be used for public recreational use and enjoyment as part of a green infrastructure system. It could also have high educational value and become a cornerstone of a locally grown food production industry in the city.

The development of a Hamlet Conservation Subdivision in this area with a demonstration farm / equestrian theme will supplement Augusta's network of recreational areas, natural areas and greenway trails.

Transportation Linkages

The Fall Line Farm fronts directly on US 1 and the proposed Fall Line Freeway, which, when completed, will connect Augusta directly with Macon, Columbus and points west. Strict controls should be placed to limit curb cuts, signage, and billboards along this rural stretch of the freeway. View sheds to attractive farm and woodlands should be opened up and maintained. A new county road through the property will realize a shorter trip to Blythe.

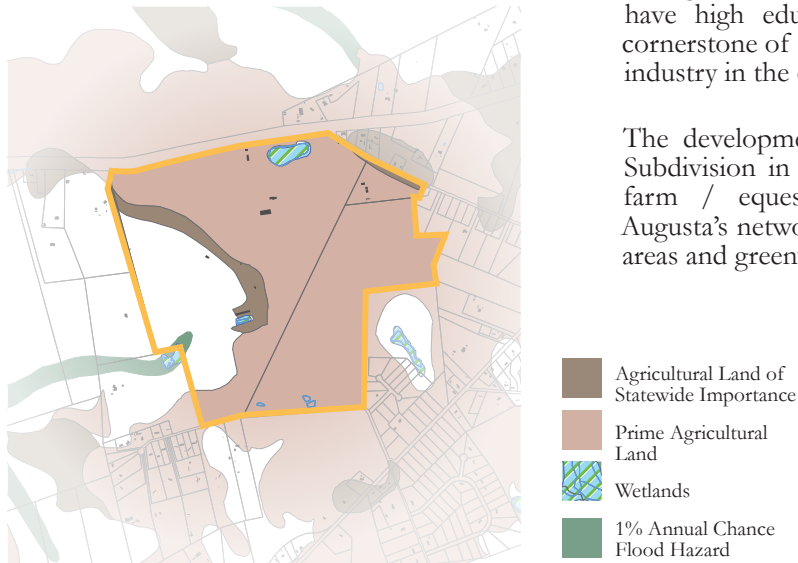


Figure 4-10. Conservation Resources on Fall Line Farms



Neighborhood and Community Development

While this is a rural area with large expanses of undeveloped land, it is slowly being chopped up into individual lots, scattered far apart in an inefficient and unattractive manner. The clustering of new residential uses, potentially around a themed equestrian-oriented life style, will allow for more compact development that can preserve natural resources. The insertion of the new county road to improve connections of existing and new developments to Blythe center will make for both more efficient highway travel, less isolation and better viability for that hamlet center.

Such a strategy will also provide shorter trips and better access to localized services. Buildings should be constructed in a rural vernacular, style, updated to 21st century needs and demands, in order to achieve a themed character to new development and to enhance the values of surrounding properties. A new county road through the property to Blythe increases the chances of the historic hamlet's viability.

A strong community association in the immediately surrounding area could insure adherence by owners and renters to mutually agreed-upon property construction and upkeep standards in keeping with this agrarian setting.



2. Rural Hamlet

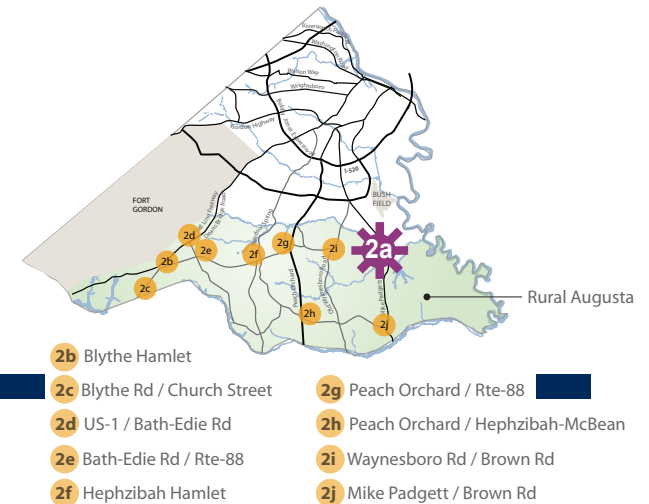
Of the several opportunities for residential hamlets with minor commercial functions shown in the locator map on the right, the site along Mike Padgett Road was determined to be the most representative.

Prototype Project #2a:

Spirit Creek



Figure 4-11. Travel Radius Map



Overview

A number of undeveloped intersections throughout the southern part of Augusta are located along major arterials. As growth pressures occur due to the expansion of Plant Vogtle and the completion of the Savannah River Parkway and the Fall Line Freeway, development is likely to take place at these nodes.

This Agenda recommends that these types of locations combine residential development with commercial uses that can serve the basic convenience needs of nearby households, as well as pass-by traffic. The commercial uses might consist of a general store, a gas station, as well as a unique use or uses that find the area viable. Moderately dense (less than one-acre lot) single-family homes would complete the hamlet identity. The buildings should have a rural vernacular architectural style. Churches, schools, and public service facilities would be encouraged to enrich the community service role of each hamlet. Hamlets in Rural Augusta should be kept intentionally small in size and at a density that will not require public sewer.



Figure 4-12. By clustering new development around key intersections, natural areas are preserved



Figure 4-13. Aerial view from south

Spirit Creek Area Today

The intersection of Brown Road and Mike Padgett Parkway is an important turning movement opportunity for drivers heading east and west across Augusta.

Development and growth along Brown Road is almost exclusively residential in a combination of traditional parcels fronting the road, flag lots with trailer homes, and, more recently, sprawling subdivision developments of moderately-priced homes in generally good condition. Substantial amounts of undeveloped land still remain along Brown Road, particularly on the north side approaching Spirit Creek and Mike Padgett Parkway.

Spirit Creek winds through nearby, with a number of ponds strung along it in this area. Land on the east side of the intersection is largely undeveloped, possibly due to nearby industrial uses, low elevation, and a power line right of way, that passes through the area.

Prototype Project #2a is open agricultural land in the southwest quadrant of the intersection and backs up to streams and ponds on neighboring properties. The power line right of way, mentioned above, skirts the southern edge of this site. Recent investigation reveals

that most of the hamlet component is within the 100 year floodplain. Though not an ideal site from that point of view, its strategic location at this important intersection and its ready access to Spirit Creek as a possible green space amenity does illustrate program and design principles that can be applied to other sites.

Goals and Objectives

Provide a basic level of convenience, general retail, and services at well-travelled intersections in Augusta's rural areas:

- Preserve culturally significant settings and working farmlands by clustering new development into compact rural hamlets.
- Provide a tight and pleasant community setting for those desiring a more walkable, community-oriented lifestyle.
- Work to make a strong Green Infrastructure network, complete with recreational areas and large-scale natural areas, in this part of the city.



Rural Augusta

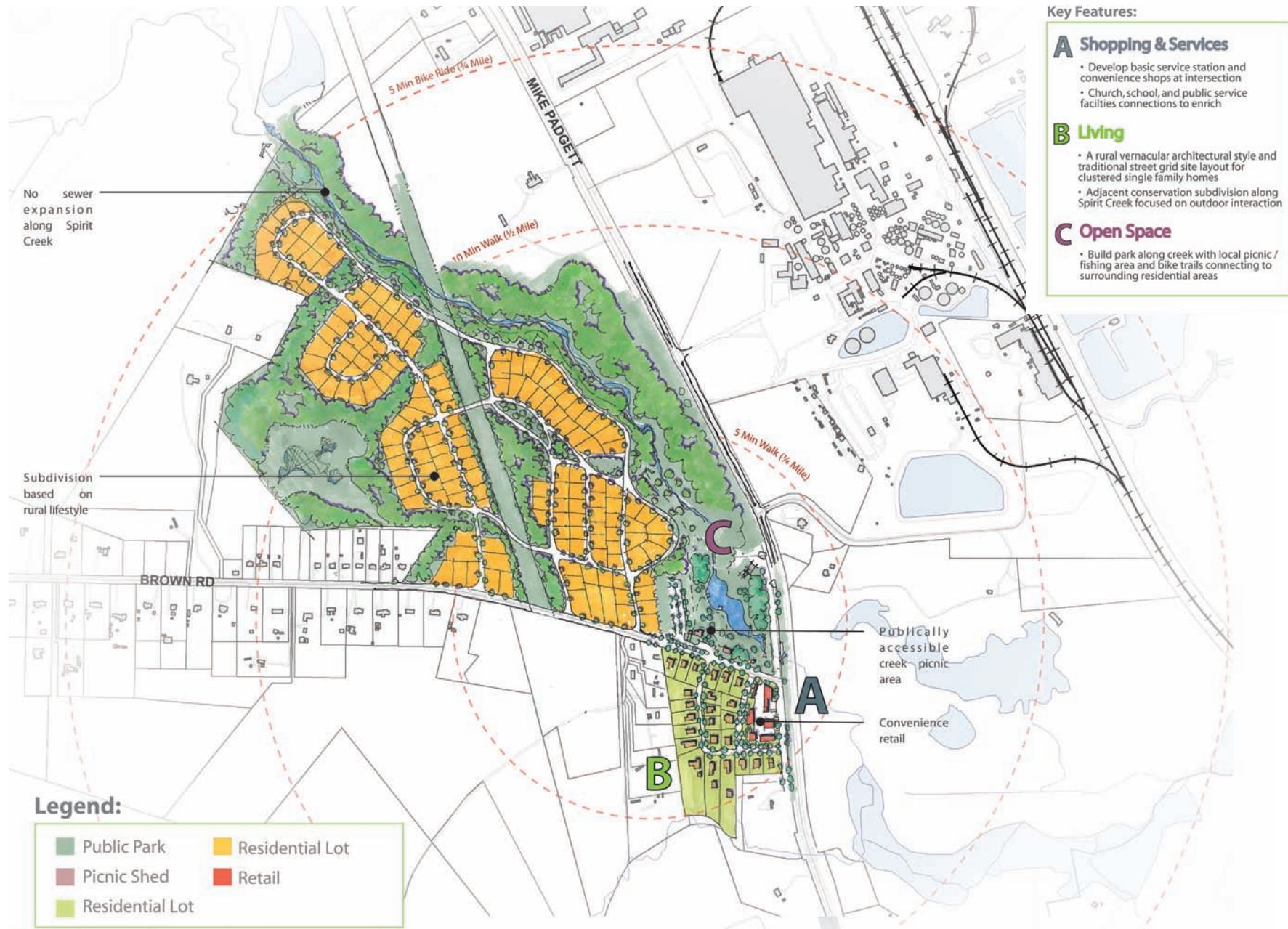


Figure 4-14. Illustrative Site Plan for Spirit Creek Rural Hamlet

Illustrative Development Program

Market Support

With the likelihood of increased traffic on an improved Mike Padgett Parkway, a small, auto-oriented commercial complex seems economically viable, particularly if it is seen as a destination for the entire southeast corner of the City. Likewise, this intersection would be appealing for home buyers, seeking the balance between a rural life-style and easy accessibility to jobs and to the rest of the city.

Economic Development

The intersection of Brown Road and Mike Padgett Parkway allows an important turning movement for traffic moving east and west across this part of Augusta. As such the southwest corner of the intersection appears ripe for a modest amount of auto-oriented commercial development. This site would serve not only through traffic, but also the 2000+ persons estimated to live within an easy drive to this site thus reducing trip miles for convenience shopping.

Assuming that the significant land area surrounding this hamlet is developable within a Conservation Subdivision type of development, and given that this particular site does enjoy potential sewer access, many more residential units can be developed in this area, which would further support the hamlet's commercial uses.

Public Sector Responsibility

The only public intervention foreseen in this area is a possible new local park and walking trail along Spirit Creek, serving the population at this end of the city.

Private Sector Opportunity

The project has three basic private sector components: a small retail center consisting of a gas station, and general store/convenience center and 5,000 sf of miscellaneous office or specialty use; a group of 24 single-family houses,

clustered village style on a grid patterned street network around the commercial center, and; north of Brown Road and along Spirit Creek, a 140 lot conservation subdivision of single family houses, surrounded and interlaced with open space.

Mix, Size and Prices

The retail component might include a gas station, a convenience store, and one or two boutique, specialty shops and/or offices.

The residential component would include single-family homes: the hamlet houses would be approximately 2,000 sf and the subdivision homes would be approximately 2,400 sf with an average value of approximately \$211,000.



Figure 4-15. Illustrative Program and Cost Estimate

Conceptual and Illustrative Program and Cost Estimate- Project #2a- Spirit Creek Hamlet

								Public Infrastructure Investment	Public Financing for Development	Private \$	Cost Totals
Core Development	Unit	Gross sf/unit	Cost/sf	\$/Unit	Qty	Land and Construction Cost	Subtotals				
Retail	SF	2,500	\$70	\$175,000	4	700,000	700,000			700,000	
Hamlet Single Family	DU	2,000	\$70	\$140,000	24	3,360,000	3,360,000			3,360,000	
Single Family	DU	2,400	\$70	\$168,000	140	23,520,000	23,520,000			23,520,000	
									\$0	\$27,580,000	\$27,580,000
Soft @						23%	6,343,400		0	6,343,400	
									\$0	\$33,923,400	\$33,923,400
Roads and Parking											
Augusta Beauty Spot (County Line)	LS			40,000	1	40,000	40,000	40,000			
Included in Residential Devt	NA	0	0		0	0	0	0			
								40,000			\$0
Public Open Space											
Spirit Creek Park	LS	0	0	1,200,000	1	1,200,000	1,200,000	1,200,000		0	
								\$1,200,000		\$0	\$1,200,000
Summary											
Total Residential					164			\$1,240,000	\$0	\$33,923,400	\$35,123,400
Average Cost of Residential DU*					Infrastructure AE/Contingency		25%	310,000			310,000
Hamlet Single Family				\$240,000	Development Contingency		7.5%		0	2,544,255	2,544,255
Conservation Single Family				\$290,000	Cost of Sales (Sales Units Only)		7%			\$3,245,200	3,570,000
					Profit (Sales Units Only)		15%			\$6,954,000	8,080,000
*Includes Soft + Profit/Contingency							TOTAL	\$ 1,550,000	\$0	\$ 46,666,855	\$48,216,855
							% of Total	3.2%	0.0%	96.8%	100%



Realizing the Project

Finding the Champions

The Champions for this development would be property owners and private developers, with expedited review and approval assist from the city.

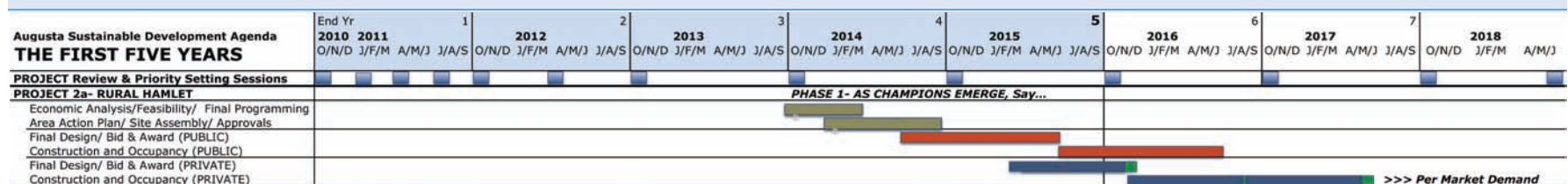
Phase 1 Project Concept

Use this strategic intersection to realize a viable, condensed hamlet center, with its own 'sense of place' that provides a sense of identity for people living in this part of the City. The small size of the hamlet residential component appears manageable and compatible with the market in this area.

Key Early Actions and Overall Timetable

Following approval of the Agenda by the Commissioners, this would become a preferred target site for private development. The City would work with the private sector to expedite the approval process, however, actual development will be led by the private sector and would occur in conjunction with market forces and the initiative of private developers.

Figure 4-16. Overall Time Table



Applying this Agenda's Sustainable Development Recommendations

Development in Rural Augusta has been accelerating during the past decade. In the past two years alone, owner-occupants have purchased 260 housing units in the area. This scale of new construction into the furthest reaches of the county causes inefficient infrastructure utilization, loss of important natural resources, decay of existing commercial centers, and increasing costs of basic governmental service delivery. These applied principles are meant to mitigate the most negative impacts of this sprawl.

Land Development Regulations

For this project area to be developed as drawn, several assumptions have been made:

1. A **“Hamlet Conservation Subdivision District”** (See *Appendix 2: “Enhance Conservation Subdivision Zoning”* on page 4-38), as a potential conditional use, has been approved in the zoning ordinance and applied to this site.
2. **“Primary Conservation Resources”**, (See *Appendix 2: “Integration of Green Infrastructure into the Development Approval Process”* on page 4-30), areas are restricted from new development, whether they are proposed to be developed as conservation style subdivisions or not.

At approximately 125 acres, this project contains both commercial and residential uses in a Hamlet Conservation Subdivision. A Hamlet-style conservation subdivision requires a 70% greenspace set aside, which includes all “primary conservation resources”. Looking at the map, approximately 5 acres of this site is contained within wetlands and another approximately

70-acres are within the 100-Year Floodplain, both “primary conservation resources” as designated by this Agenda. Totaling to 75 acres, an additional 12 acres of “secondary conservation resources” need to be identified before development can begin.

This leaves a full 37.5 acres are available for development. Most of the project area is currently zoned R-1, and is in an area with the potential to be sewered. This would suggest an existing minimum lot size of 14,500 sq ft. Using this minimum lot size, up to 150 dwelling units may be built on the land available for development. With the Planning Commission’s approval of a Hamlet Conservation Subdivision District, this number increases to 163 allowed dwelling units, at a minimum lot size of 10,000 square feet per dwelling unit.



Build out for 125-acre (5,445,000 sq ft) residential site			
Zoning	Minimum Lot Size	Maximum # of Dwelling Units	Greenspace Preserved
Existing “R-1” Zone	approx 0.33 acre (14,500 sq ft)	360	5 acres (wetlands)
Proposed “Primary Conservation Resources” with Existing “R-1” Zone	approx 0.33 acre (14,500 sq ft)	150	5 acres (wetlands) 70 acres (floodplain)
Proposed “Hamlet” Zone	approx 0.23 acre (10,000sq ft)	163	5 acres (wetlands) 70 acres (floodplain) 12 acres (secondary conservation resources) <hr/> 87 acres (3,789,720 sq ft) of potentially publicly accessible Greenspace

Figure 4-17. Land Development Chart for Project #2a



Open Space and the Environment

As a Hamlet Conservation Subdivision, the proposed greenspace, would contain up to 70% of the site(s).

The project area includes two types of recreational Greenspaces, including: public parks along Spirit Creek and greenbelt trails. It also contains the following natural resources: approximately 10 acres of wetlands, 12 acres of high quality agricultural soils, and on the northern parcel, a significant amount of wooded area. As part of the Prototype Project, we recommend that this greenspace system be protected in conjunction with the hamlet's development.

In order to best balance development and natural resource preservation, a future project here (as well as new development elsewhere in the county) should be undertaken through a conservation subdivision design process whereby primary and secondary conservation areas would be determined before the siting of built structures. Projects that follow this process add to the green infrastructure network a variety of greenspace types to create a rich, cohesive, and sustainable tapestry of interconnected lands. These areas then contribute to the county's recreational amenities, health, and fiscal bottom line.

Transportation Linkages

Major roadway improvements are approved for Mike Padgett Parkway in this area. The city and state should work together to insure that roadway improvements enhance the hamlet scale, while serving the vehicular movement requirements

of new development in this area. Permitting and landscaping requirements for commercial uses should be more aggressively enforced to achieve an attractive setting, and modifications to existing regulations for residential shade tree planting is recommended.



Figure 4-18. Primary Conservation Resources on Spirit Creek Hamlet Site



Neighborhood and Community Development

The existing neighborhood served by this hamlet is primarily along Brown Road. Moderately sized single-family homes on traditional lots as well as “flag lots” are the norm, though there is evidence of some attractiveness for larger estate type residential compounds in this area. The primary contribution that this development would make to the surrounding community is to provide basic convenience services and to serve as a focal point for future residential development, thus giving the entire community a clearer identity, and “sense of place.” For example, a possible future public park is shown north of Brown road along Spirit Creek. Immediately west, a large tract of under developed land along the creek could be developed as a conservation subdivision, themed around its creek side and park side location.

Such a compact development strategy will also reduce the need for travel, providing shorter trips and better access to **localized** services. Building in a rural vernacular, updated to 21st century needs and demands will enhance the values of surrounding properties and **preserve the area’s agrarian cultural landscape**.

A strong community association in the immediate surrounding area could insure adherence by owners and renters to mutually agreed-upon property construction and upkeep standards.



3. Town Center

Of the several opportunities for denser, town centers shown in the locator map on the right, the site at the intersection of Windsor Spring and Tobacco roads was determined to be the most representative.

Prototype Project #3a:

Windsor Spring

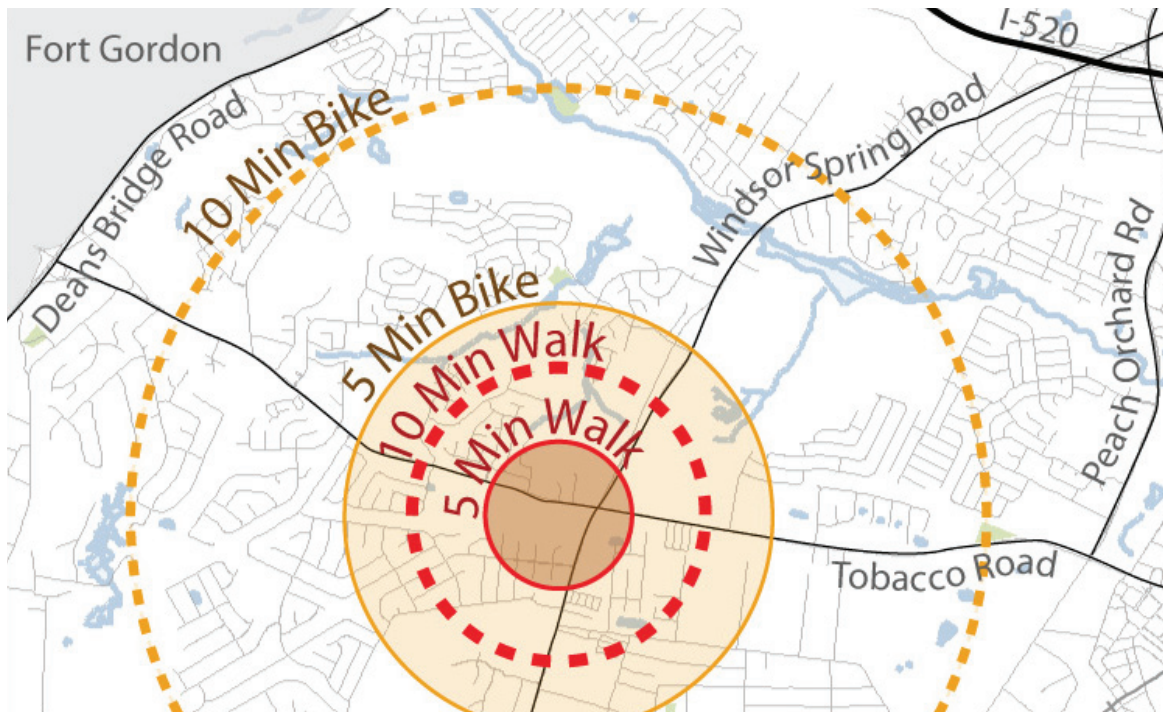
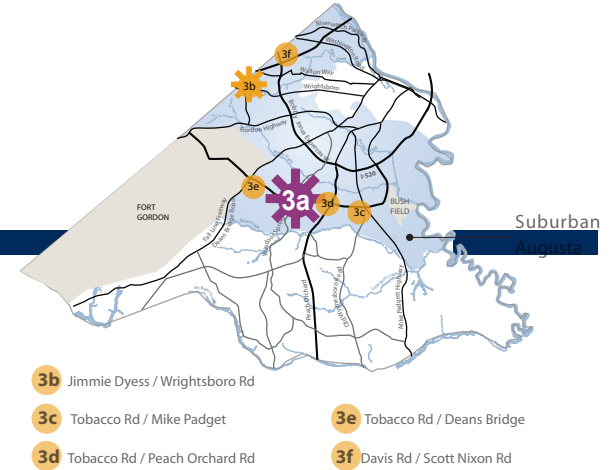


Figure 4-19. Travel Radius Map



Overview

Within suburban Augusta, there is sufficient population to support at least one town center and possibly more, particularly along Tobacco Road and in West Augusta. These town centers would be sited around key intersections that are already the site of retail centers by virtue of their strategic locations. Like the hamlets in the southern part of the city, the strategy is to offer an alternative to uncontrolled sprawl by encouraging the development of mixed-income, housing, in a variety of housing types, and price ranges, around “town centers” that contain a concentration of local services within an easy five minute walking, biking and driving distance from surrounding neighborhoods.



Figure 4-20. Trip distances to basic services are shorter when housing is close to shopping and central open space becomes the focus for many different community activities.



Figure 4-21. Aerial view from west

The Windsor Spring Area Today

The intersection of Tobacco Road and Windsor Spring Road is near the geographic center of Augusta. The area is surrounded by the largest concentration of newer subdivision homes in the city.

Two strip-type shopping plazas with a number of “out parcels”, including auto services, fast food, and convenience businesses are concentrated primarily on the south of Tobacco Road. Two grocery stores within these plazas appear somewhat successful. In the vicinity, there is a significant church complex at one corner and an abundance of undeveloped land on either side of Windsor Spring Road, north of Tobacco Road, as well as a large, vacant tract west of the shopping plazas. Elementary schools are sited nearby. Another feature of this area is a large conservation area to the north.

Goals and Objectives

- Create a destination “town center” offering a range of goods and services and providing a sense of place and of community for residents in the surrounding neighborhoods.
- Provide an attractive alternative to the isolated subdivisions surrounding this area by developing an attractive, sustainable, well-landscaped and walkable new and denser urban neighborhood.
- Strengthen the economic vitality of businesses in the existing shopping centers, by getting more shoppers living nearer to the stores.
- Provide convenient street and pedestrian connections between the town center and the surrounding neighborhoods.

Illustrative Development Program

Market Support

There are already many middle-income homes in the surrounding subdivisions. The core idea is to provide these existing households a place, which will serve as the nearby “go to” setting for both shopping and social activities.

Economic Development

The Windsor Springs/Tobacco Road location provides a strong opportunity to establish a prototype mixed-use center that anchors the revitalization of the surrounding community.

The corners of this intersection include partially vacant shopping centers with supermarket anchors, scattered freestanding retailers, and vacant parcels. The areas within one-half mile include both new and aging subdivisions and a number of open spaces. A residential development program within walking distance of existing retail uses could provide a broader range of housing opportunities while also reinvigorating the demand for retail services here. The result will be an energized mixed-use village that can be the model for revitalizing other comparable areas throughout the City.





Figure 4-22. Illustrative Site Plan for Windsor Spring Town Center

The area surrounding Windsor Springs Town Center could absorb over 800 new housing units including the half acre lot typical of much of South Augusta and ranging to clusters as dense as six units per acre and even a modest number of new town homes. These denser housing types would be located within walkable distance of the current retail centers.

These new housing units would add approximately \$19 million in new retail demand in this area, strengthening the demand for the products of existing stores, attracting new users to existing vacant retail spaces, and providing sufficient demand to support an approximate total of 30,000 to 35,000 SF of new stores offering a broader array of retail types including full-service restaurants and a limited range of apparel and home furnishings businesses.

This revitalized community will expand Augusta's tax base with little or no increase in roadway or water and sewer infrastructure costs, thereby enhancing Augusta's economic strength. This denser concentration of more diverse retail services will meet the desires of South Augusta residents and increase the attractiveness of the Windsor Springs area as a residential location.

Public Sector Responsibility

The key elements of public infrastructure are upgrades to Tobacco and Windsor Spring Road, which in effect convert designated segments around this intersection to well landscaped boulevards. Roadway improvements to Windsor Spring Road south of Tobacco Road are already designed and landscape elements can be readily added. North of Tobacco Road the southern end of the existing wide median should be made a major "Garden City Highlight Area". The two town greens and the linear park corridors leading local elementary schools would be public endeavors.

Street connections to existing adjacent subdivisions would also be publicly funded.

Private Sector Opportunity

Commercial development would focus around the Tobacco Road/ Windsor Spring intersection, primarily repositioning tired existing space. Most new commercial would be sited to give the area a town center configuration rather than retaining its existing, strip commercial form.

For the hundreds of acres of under developed or undeveloped land surrounding these commercial uses, the Plan recommends intensive and large scale building of residential developments on several sites within and immediately surrounding the commercial center.

Mix Size and Prices

The redevelopment program assumes only minimal net new retail and commercial space, but the retail mix would likely change.

Residential components would include apartment and town house development that is more dense than prevailing single family lot developments within and adjacent to existing commercial, with small lot single family dwellings developed areas more distant from the new town center.

A village green with a modest amount of retail and civic space would be developed on the large undeveloped parcel in the northwest quadrant of the intersection. The green and the surroundings street grid would be lined with small lot single family housing, consistent with a village character.



Figure 4-23. Illustrative Program and Cost Estimate

Conceptual and Illustrative Program and Cost Estimate- Project #3a- Windsor Springs/ Tobacco Road

Core Development	Unit	Gross sf/unit	Cost/sf	\$/Unit	Qty	Land and Construction Cost	Subtotals	Public Infrastructure Investment	Public Financing for Development	Private \$	Cost Totals
Kitchens Site											
Retail- New	LS	3,000	\$70	\$210,000	2	420,000	420,000			420,000	
Retail- Refurbished	na	na	na	na	na	TBD	na				
Single FamilyTH/Apartments- Sales	DU	1,600	\$70	\$112,000	130	14,560,000	14,560,000		1,456,000	13,104,000	
									1,456,000	13,524,000	\$14,980,000
Northeast Quadrant											
Civic (Church)		15,000	\$110	\$1,650,000	1	1,650,000	1,650,000			1,650,000	
Single FamilyTH/Apartments- Sales	DU	1,600	\$70	\$112,000	190	21,280,000	21,280,000			21,280,000	
Senior Apartments	DU	1,000	\$80	\$80,000	80	6,400,000	6,400,000			6,400,000	
									0	29,330,000	\$29,330,000
Southwest Quadrant											
Retail- New	LS	3,000	\$70	\$210,000	4	840,000	840,000			840,000	
Retail- Refurbished	na	na	na	na	na	na	na			na	
Single FamilyTH/Apartments- Sales	DU	1,600	\$70	\$112,000	250	28,000,000	28,000,000		2,800,000	25,200,000	
									2,800,000	26,040,000	\$28,840,000
Southeast Quadrant (Including Trailer Park)											
Retail- New	LS	4,000	\$70	\$280,000	2	560,000	560,000			560,000	
Retail- Refurbished	na	na	na	na	na	na	na			na	
Single FamilyTH/Apartments- Sales	DU	1,800	\$70	\$126,000	150	18,900,000	18,900,000			18,900,000	
									0	19,460,000	\$19,460,000
Connecting Valley Subdivision											
Conservation/Amenity Farm	LS			\$600,000	1	600,000	600,000			600,000	
Single Family- Sales	SF	2,400	\$70	\$168,000	93	15,624,000	15,624,000			15,624,000	
					893			0	0	16,224,000	\$16,224,000
									4,256,000	104,578,000	\$108,834,000
							Soft @ 23%		978,880	24,052,940	\$25,031,820
									5,234,880	128,630,940	\$133,865,820
Roads and Parking											
Augusta Beauty Spot (WS Rd Median)	LS			40,000	1	40,000	40,000	40,000			
Tobacco Rd/ Windsor Springs (Upgrade to Par	LF			\$550	11000	6,050,000	6,050,000	6,050,000			
							\$6,090,000	\$6,090,000			\$6,090,000
Public Open Space											
Parks and Trails											
Kitchens	LS				say, allow...	1,200,000	1,200,000	1,200,000			
Northeast Quadrant	LS				say, allow...	1,200,000	1,200,000	1,200,000			
Southwest Quadrant	LS				say, allow...	1,200,000	1,200,000	1,200,000			
Connecting Valley Subdivision	LS				say, allow...	500,000	500,000	500,000			
								4,100,000			\$4,100,000
Summary											
					Total Residential	893 DU Total		\$10,190,000	\$5,234,880	\$128,630,940	\$144,055,820
					Average Cost of Residential DU*	Infrastructure AE/Contingency	25%	2,547,500			2,547,500
					1600sf Single Fam/TH/Apt- Sales	Development Contingency	7.5%		392,616	9,647,321	10,039,937
					Senior Apartments	Cost of Sales (Sales Units Only)	7%			\$11,084,850	3,570,000
					1800sf SingleFam/TH/AptSales	Profit (Sales Units Only)	15%			\$23,753,250	8,080,000
					Single Family- Sales			TOTAL	\$ 12,737,500	\$5,627,496	\$173,116,361
					*Includes Soft + Profit/Contingency			% of Total	6.7%	2.9%	90.4%
											100%



Realizing the Project

Finding the Champions

The Champions for this development would be property owners and private developers, with expedited review and approval assist from the city. City and state agencies must take the lead in making the required roadway infrastructure improvements and in adding and upgrading public services, such as a branch library, post office, parks and play areas, within this area.

goods and services and to create a pleasant sense of place and not continue to be just another strip mall environment, so typical across the city. Connections to existing subdivisions would be improved as well as linkages to public services such as schools.

Key Early Actions and Overall Timetable

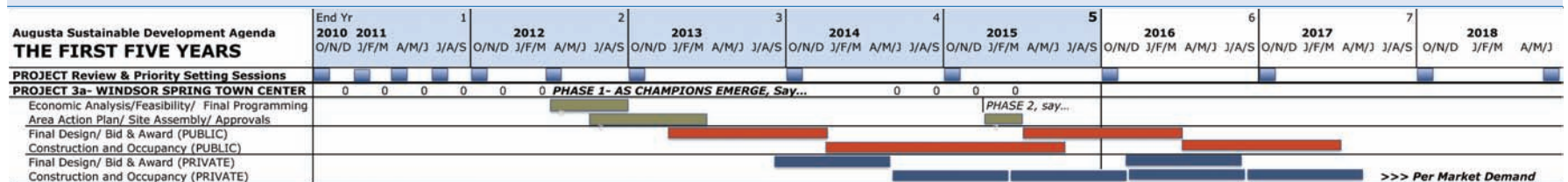
Following approval of the Agenda by the Commissioners, this would likely become a preferred target site for private developers. The City would work with the property owners and the private sector to expedite the approval process. However, actual development would occur in conjunction with market forces and the initiative of the private sector.

Phase 1 Project Concept

The core concept would construct as many new homes as possible around existing marginal retail to infuse new economic energy into these under performing retail cores. The centers would be updated and repositioned to provide better

Whether or not other development interests decide to collaborate on this project, the large tract of undeveloped land in the northwest quadrant of the intersection, offers the opportunity to create a truly unique village experience in this part of Augusta. The proposed office of Implementation should work closely with the current owners to insure that this component of the vision for this area actually happens.

Figure 4-24. Overall Time Table



Applying this Agenda's Sustainable Development Recommendations

South Suburban Augusta has long gone without the vibrant public spaces that lead to an accessible variety of housing, shopping, transportation and recreation options. A town center concept as a growth management strategy for the Windsor Spring Road and Tobacco Road intersection is meant take advantage of existing streets, services, and buildings in order to concentrate growth in a walkable human scale, curb automobile dependent suburban sprawl and promote neighborhood stability.

Land Development Regulations

In order for this Project to be best developed as a walkable Town Center, urban design guidelines should be created through a new Town Center **Priority Project Overlay Zone**, (See Appendix 2: "Designate Zoning Overlay Districts for Priority Projects to Encourage Quality Development" on page 4-36), which will include¹:

- Street networks scaled relative to the anticipated uses of the block, which disperse traffic and offer a variety of pedestrian and vehicular routes.
- A center than ideally includes a mix of uses and building types with a well landscaped public gathering place.
- A variety of housing choices with a diverse mix of activities (school, shops, work) in close proximity.
- A range of transportation options including cars, transit, bikes and walking. Through greater street connectivity, Walkable Subdivisions can improve the function of the arterial road system by keeping local trips on local streets.
- Well-designed publicly accessible open spaces.

In addition to the new overlay zone, this Agenda recommends a **Residential and Office Ordinance** (See Appendix 2: "Additional Support for Major Intersections" on page 4-52 that restricts any type of non-residential use for up to a mile out from

the designated project area boundary. The intent of the separation is to avoid strip commercial or competing uses to the project, and to focus growth at major, nodal intersections, to ensure the character and economic viability of the retail functions within the project area.

Open Space and the Environment

A wide array of recreational opportunities are possible here, ranging from the town green, as an as an attractive gathering place for village residents both day and night, to the potential for community gardens, playgrounds, and neighborhood parks. Natural resources within the project area that are worth conserving include the large swath of conservation land around the historic Windsor Spring.

The Priority Project overlay zone is intended to provide a higher density experience in the form of traditional, compact neighborhoods surrounded by greenway land. Linear green corridors would parallel major streets within the neighborhoods, connecting nearby elementary schools and other services to the entirety of the community.

¹ Chapter 5 Walkable Subdivision Ordinance. Nashville, TN Zoning Ordinance. Metropolitan Government of Nashville and Davidson County, Tennessee.

Transportation Linkages

Both Windsor Springs and Tobacco Roads are major arterial corridors. As they pass through this central location they should be reclassified and converted to highly landscaped “boulevards” as they pass through the town center. Improvement would include center landscaped medians and “landscape focus areas” in designated locations. Traffic speeds and volumes will be consistent with the urbanized nature of this area.

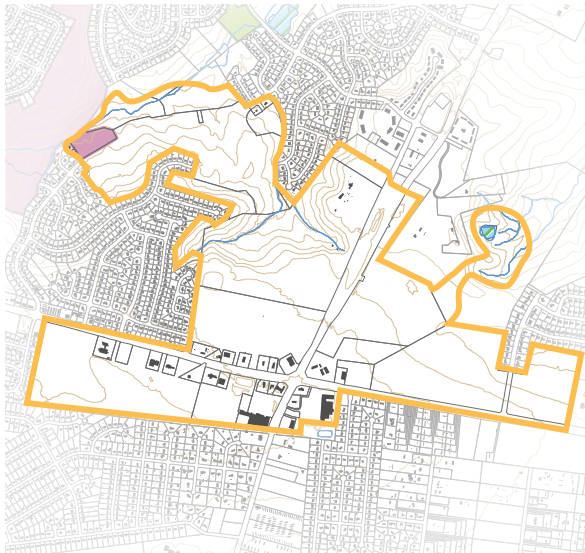


Figure 4-25. Conservation Resources at Windsor Spring Town Center

Neighborhood and Community Development

The concept would result in a new community on vacant and/or under-utilized land and provide convenient and direct new roadway connections to the existing adjacent subdivisions. With a stronger market base, this strategy allows the existing surrounding community walkable access to a better range of goods and services.

The Agenda recommends focused attention on redevelopment of the rundown mobile home developments along Tobacco Road. The sites now used for mobile homes would be nearby the elementary school and the proposed center and would be prime locations for village-oriented, permanent housing.

The agenda recommends an alliance of existing subdivisions and the development of programs for improving the public areas, particularly focusing on the establishment of more trees and thus more shade protecting both house lots and trails for pedestrians and bicyclists. The alliance can also have greater influence in the policing of maintenance and upkeep of individual properties, even to the extent of helping those in need.

20. Contours (representing Steep Slopes)

-  Existing Parks
-  Wetlands
-  Existing Permanently Conserved Land

In addition to improving connectivity among existing neighborhoods (i.e.: opening cul-de-sacs and extending roadways into adjacent neighborhoods), new residential units should be planned to connect with existing units and with the town center services and amenities. Carefully planned commercial and civic institution expansion should progress as necessary to service the expanding neighborhoods.

This prototype project will create a distinctive, viable center that will serve the surrounding neighborhoods and bring a sense of place to south suburban Augusta by providing numerous open spaces connecting with the conservation area to the north, walkable neighborhoods, more dense development in a conventional neighborhood form, and support for existing and new retail uses and public services. The project would take advantage of existing utility infrastructure and transportation routes.



3. Town Center

An additional Town Center is found at the Columbia County line where economic conditions favor its near term development.

Prototype Project #3b:

Belair

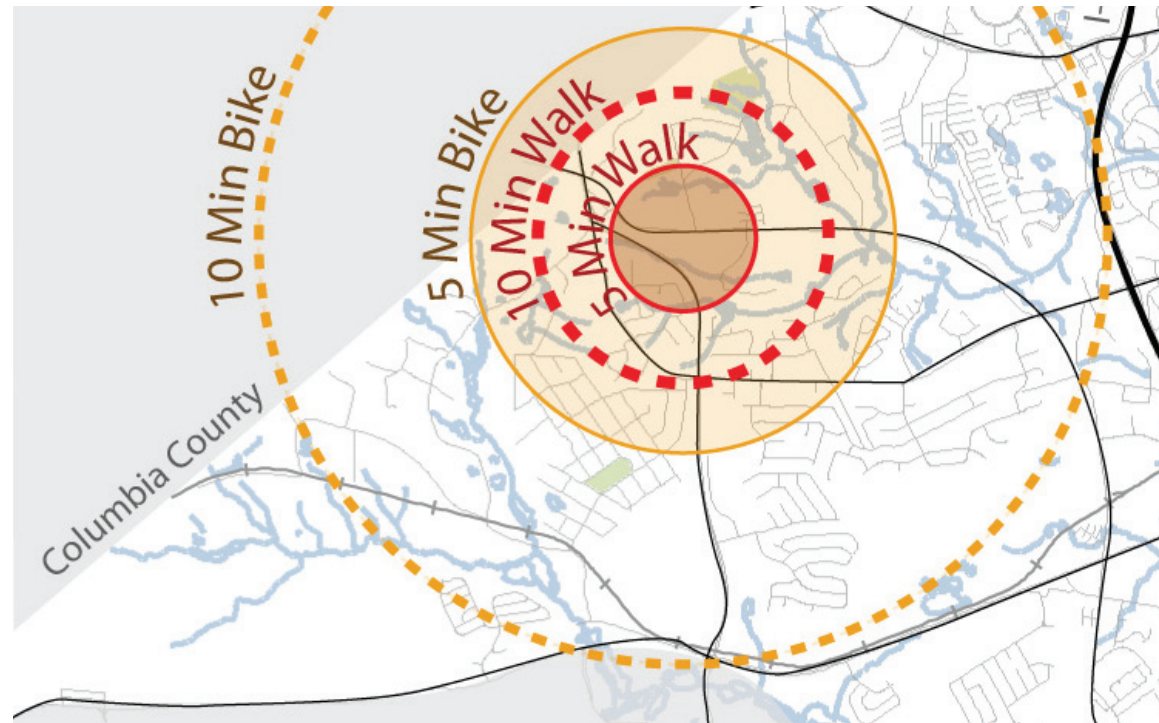
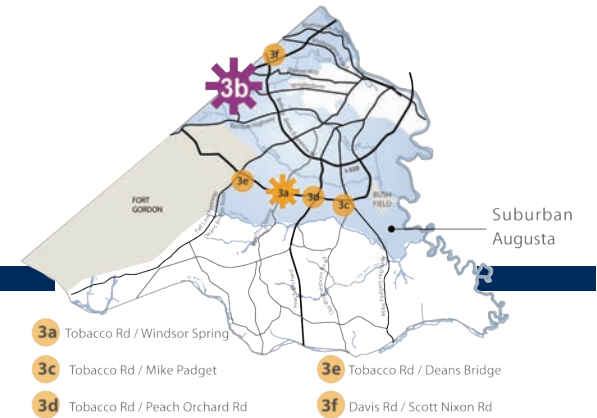


Figure 4-26. Travel Radius Map



Overview

The Jimmie Dyess Parkway and Wrightsboro Road are two of the most important arterial corridors into Augusta, from the west. They also feed directly into important destinations including Fort Gordon and to Augusta Mall, and beyond to Augusta State University and to the medical area and downtown. This is a strategically attractive location for the City to establish an initial sense of itself to visitors.



Figure 4-27. As traffic enters and exits Augusta, this business and housing area provides an attractive presence and positive identity for the City.





Figure 4-28. Aerial view from west

The Belair Town Center Area Today

The area around the intersection of Wrightsboro Road and Jimmie Dyess Parkway is today characterized by low scale commercial land surrounded by a surprising amount of undeveloped land given its prominent location. The site lies directly on the county line, with most development actually sited in Columbia County. Residential neighborhoods lie on its eastern edge and across the Parkway to the south.

Goals and Objectives

- Create the best possible first impression for people entering Augusta from the west and from Columbia County, and make the area an example to be followed elsewhere.
- Offer the goods and services that people need at these types of locations and that can be competitive with facilities already existing on the other side of the county line.
- Make the area an attractive urban residential alternative to the surrounding single-purpose and repetitive subdivisions.



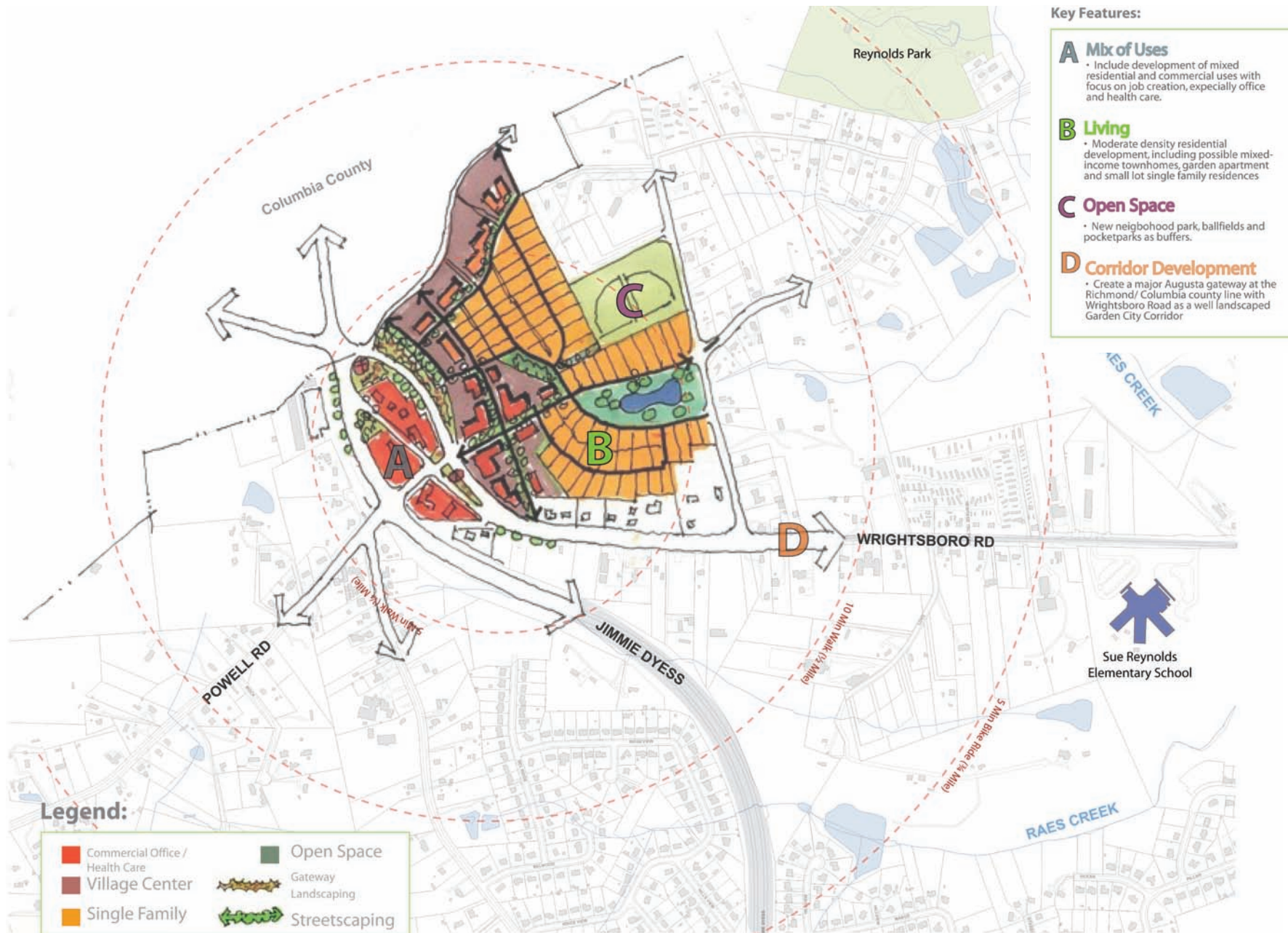


Figure 4-29. Illustrative Site Plan for Belair Town Center

Illustrative Development Program

Market Support

With its easy access to Fort Gordon, I-20, this property lies within one of the potentially most desirable housing areas in Augusta.

Economic Development

The area is currently a drive through area to and from Fort Gordon and points south and east to I-20 and Columbia County. Given this unique location this area can serve several key economic purposes:

- A significant economic generator in its own right as a site for commercial and retail uses.
- A desirable residential site for people working at Fort Gordon, Doctors Hospital and at other work venues in this part of the City.
- A well-designed development in this area will serve as an advertisement, establishing a positive for all of Augusta.

Public Sector Responsibilities

There is currently a roadway improvement project in planning and design for Wrightsboro Road from its intersection with Jimmie Dyess Parkway eastward to I-520. While largely a roadway-widening project, care should be taken to insure that intersection improvements reflect the desired intent of the proposed development of the “County Line Town Center” and its surroundings. There also appear to be at least three corner sites, where “Garden City Highlight Areas” should be developed adjacent the County line.

A new city street, “Main Street”, is proposed to run from Wrightsboro Road connecting with Maddox Road at its present intersection with Community Park Road, thus serving the nearby neighborhoods to the east. A new public park is proposed in the area of low-lying land, which lies adjacent, this route.

Private Sector Opportunity

The illustrative program for this site includes a “New Urbanism” styled town center commercial area, including the site for a full sized grocery store. Land is also set aside adjacent Wrightsboro Road for a series of highway oriented out-parcels. Adjacent the County Line, acreage is set aside for mixed office/commercial uses. The bulk of the site is developed into village-styled residential neighborhood with a mix of garden apartments, town houses and small lot single-family homes. This latter housing type will make up the bulk of the residences.

Mix, Size and Prices

The town center includes approximately 60,000sf with grocery store. The adjacent residential neighborhood consists of approximately 180 units of garden apartment, town house and single-family houses. The average price of homes in this development is estimated at nearly \$250,000. See “Figure 4-30. Illustrative Program and Cost Estimate” on page 3-54.



Figure 4-30. Illustrative Program and Cost Estimate

Conceptual and Illustrative Program and Cost Estimate- Project #3b- Belair Town Center

Core Development	Unit	Gross sf/unit	Cost/sf	\$/Unit	Qty	Land and Construction Cost	Subtotals	Public Infrastructure Investment	Public Financing for Development	Private \$	Cost Totals
Demolition/ site Prep	LS			50,000	1	50,000	50,000			50,000	
New Retail	SF			60	80,000	4,800,000	4,800,000			4,800,000	
New Office	SF			60	100,000	6,000,000	6,000,000			6,000,000	
Residential- Single Family small lot	SF	2,000	70	140,000	80	11,200,000	11,200,000			11,200,000	
Residential- 1800 TH		1,800	70	126,000	80	10,080,000	10,080,000		1,512,000	10,080,000	
Residential- Townhouses/Apartments-1600	SF	1,600	70	112,000	140	15,680,000	15,680,000			15,680,000	
						47,810,000	47,810,000		1,512,000	47,810,000	
			Soft @			23%	10,996,300		347,760	10,996,300	
							\$58,806,300		\$1,859,760	\$58,806,300	\$60,666,060
Roads and Parking											
New Streets	LF			420	3,000	1,260,000	1,260,000	1,260,000			
Surface Public Parking	Spaces			2,000	200	400,000	400,000	400,000			
								\$ 1,660,000	0		\$1,660,000
Public Open Space											
					9						
Town Green	LS					1,200,000	1,200,000	1,200,000			
Neighborhood Park	LS					100,000	100,000	100,000			
Garden City LA Highlight Area	Ea			40,000	2	80,000	80,000	80,000			
Significant Highway Landscaping	LS					100,000	100,000	100,000			
								\$ 1,480,000	0		\$1,480,000
Other											
					Units						
other	Ea	1	1			0	0	0			
								0	0		\$0
Summary											
			Total Residential		300			\$ 3,140,000	\$1,859,760	\$ 58,806,300	\$63,806,060
		Average Cost of Residential DU*				Infrastructure AE/Contingency	25%	785,000			785,000
		Single Family small lot	\$240,000			Development Contingency	7.5%		139,482	4,410,473	4,549,955
		Townhouses/ Apartments 1600sf	\$180,000			Cost of Sales (Sales Units Only)	7%			\$4,200,000	3,570,000
		Townhouses/ Apartments 1800sf	\$195,000			Profit (Sales Units Only)	15%			\$9,000,000	8,080,000
		*Includes Soft + Profit/Contingency				TOTAL		\$ 3,925,000	\$1,999,242	\$ 76,416,773	\$82,341,015
						% of Total		4.8%	2.4%	92.8%	100%



Realizing the Project

Finding the Champions

This is a private development. The Champions will be the existing parcel owners and developers who see the obvious opportunity of this site. The City will play a strong role in insuring that the public infrastructure is properly designed and place. Those groups interested in development of attractive gateways and corridors should find this development an excellent opportunity to create a beautiful entry into the city.

Start-up Project Concept-

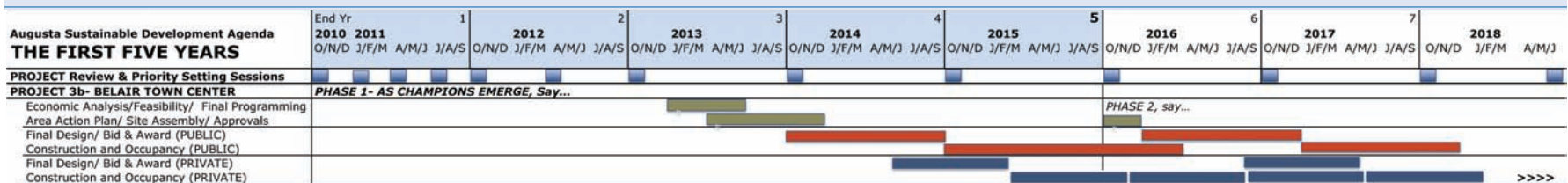
Phase 1 of this project would likely be development of the town center and the adjacent residential neighborhood, The Wrightsboro Road improvements, the extension of Powell Road as a new city street, and the neighborhood park would be part of this start-up phase.

Key Early Actions and Overall Timetable

The City should move at once to insure that this area is developed in the manner foreseen and not in haphazard fashion. A first key move is to begin the process for assembling and acquiring land and developing the new “Main Street”. Revisions to local ordinances should be put in place to insure development in accordance with the plan.

As seen below, three initial actions are critical: 1) Coordination with the Wrightsboro Road improvement project; 2) implementation of the various zoning and subdivision and other regulations as required; and 3) commencement of the “Main Street” project.

Figure 4-31. Overall Time Table



Applying this Agenda's Sustainable Development Recommendations

Land Development Regulations

In order for this Project to be best developed as a walkable Town Center, urban design guidelines should be created through a new Town Center **Priority Project Overlay Zone**, (See Appendix 2: "Designate Zoning Overlay Districts for Priority Projects to Encourage Quality Development" on page 4-36).

Open Space and the Environment

This area sits in relative isolation from the rest of Augusta's organized open space. However, it is next to an existing city ball field and park on Community Park Drive. New parkland would be developed in the lower part of the site in

this area, with connecting corridors reaching back along the "main street" and through the residential area, to the Jimmie Dyess Parkway.

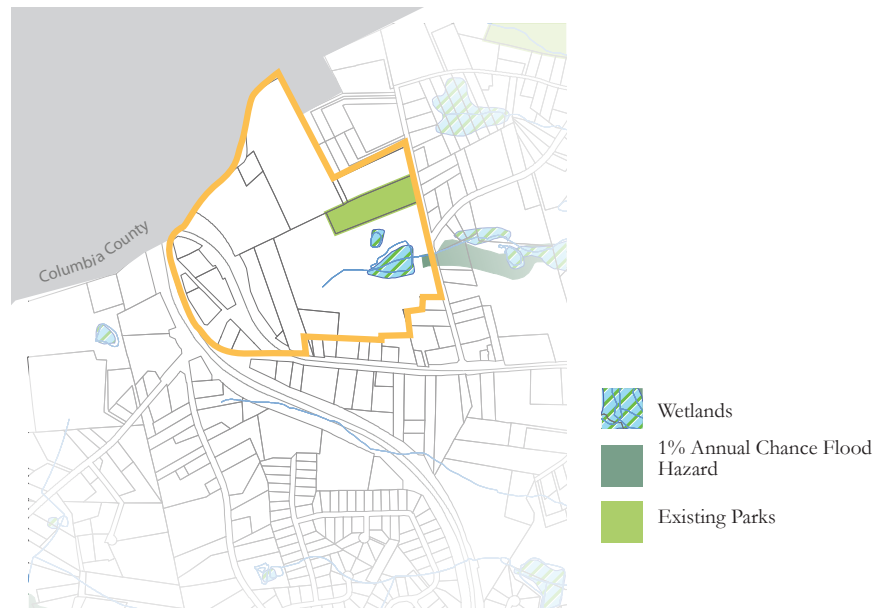


Figure 4-32. Conservation Resources at Belair Town Center



Transportation Linkages

The I-20/ Belair Road (Jimmie Dyess Parkway) interchange lies just over half a mile to the north in Columbia County. The new mixed-use center is located right at the county line, where Wrightsboro Road, Jimmie Dyess Parkway, and Powell Road intersect.

A major upgrade is scheduled for Wrightsboro Road from Jimmie Dyess Parkway to I-520, beginning at the eastern edge of the target Town Center site. The road will become two lanes in each direction with turning lanes at key intersections. The roadway improvements can be extended through the new Town Center to become a major Boulevard, with improved pedestrian accommodations and attractive landscaping. Here is a major gateway and community building opportunity for the city of Augusta.

It is critical that the proposed roadway improvements facilitate attractive urban-oriented development at all corners of the new street intersections, thus creating a genuine sense of place immediately upon arriving in the City. Particular attention should be paid to the Powell Road intersection, which would likely be extended as a new Avenue into the heart of the Town Center, becoming one of its new “main streets.”

Neighborhood and Community Development

Convenient road and greenway connections are made from the adjacent neighborhood to the goods and services found in the new town center. The new local park is sited such that it is a connecting device and gathering point for both new and existing neighbors.



4. Conservation Subdivision

Of the several opportunities for preservation natural lands for recreational purposes shown in the locator map on the right, the site along Butler Creek was determined to be the most representative.

Prototype Project #4a:

Butler Creek

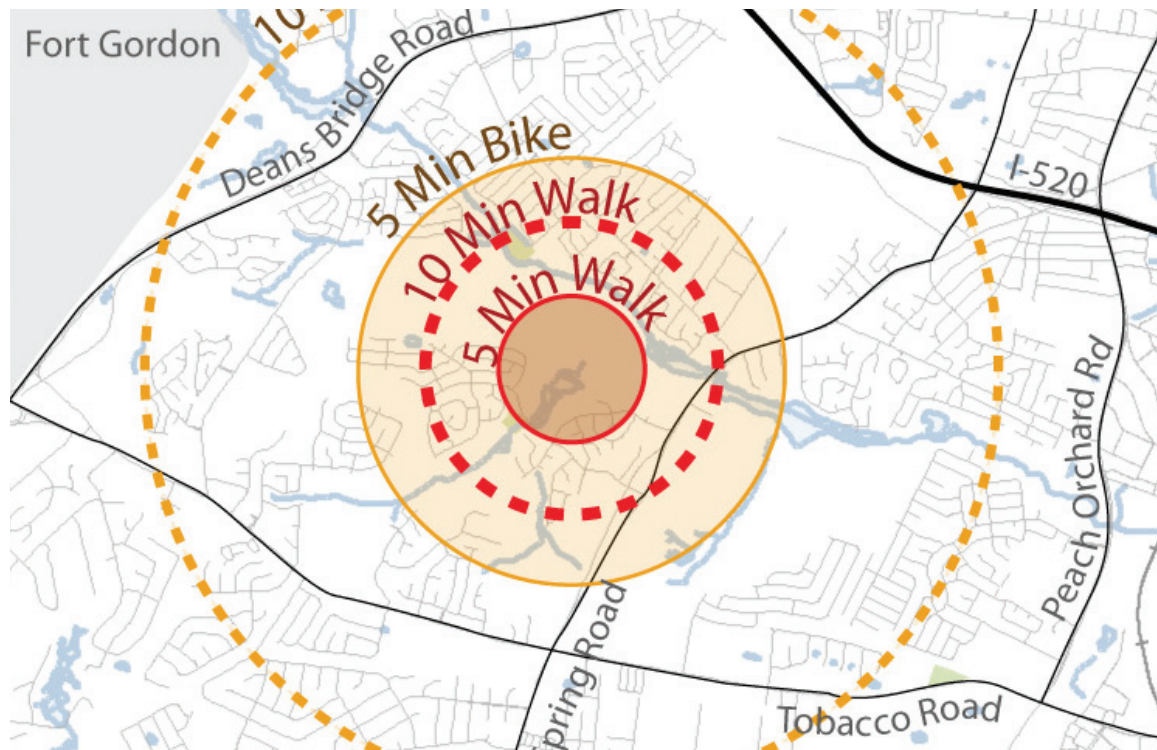
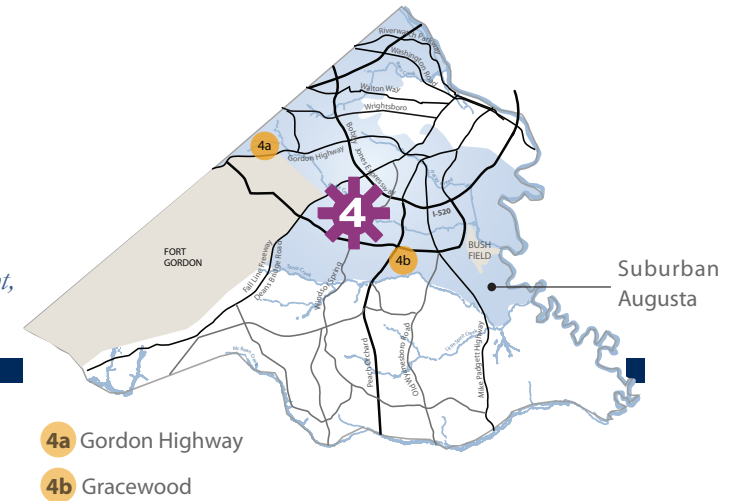


Figure 4-33. Travel Radius Map



Overview

Within suburban Augusta, there is sufficient undeveloped land to more than meet the housing demands of the region for decades to come. For both environmental and economic reasons, development that increases suburban density and population should be an attractive alternative to the sprawl of the past decades. Through the establishment of Conservation Subdivisions, and by clustering development in denser configurations than the typical one-third acre single-family lots, large percentages of the land can be reserved, either as conservation land or for publicly oriented, open space and recreational uses. By focusing development in this part of the city, the area can be rebuilt, movement and access to services can be made more efficient, existing businesses and services will have more customers, and development pressure on large parcels of open rural land to the south will be diminished.

Prototype Project 4a: Butler Creek Conservation Subdivision



Figure 4-34. View of the community garden and conservation land along Butler Creek





Figure 4-35. Aerial view from east

Butler Creek Area Today

The land for this Prototype Project is privately held, and is poised for development into a residential subdivision abutting Butler Creek. The parcel area is over 480 acres, although much of it is steeply sloped or lowland adjacent to Butler Creek. The site is surrounded by residential subdivisions and two elementary schools that are adjacent to Butler Creek.

Butler Creek is targeted, by the City and the Central Savannah Land Trust, as a future east/west linear park and pathway that would extend from Fort Gordon to the Savannah River and the levee. Development of this linear greenway would give many families a major recreational resource and could be an attractive bike connection to downtown.

Goals and Objectives

- Conserve and protect as much natural land and habitat as possible by introducing conservation subdivision principles and uses
- Provide security and safety by developing houses facing the proposed Butler Creek Linear Park.
- Enhance diversity of settings and overall economic viability by offering Augusta citizens an interesting and exciting alternative place to live.
- Provide strong street and pedestrian connections to existing nearby subdivisions, avoiding circuitous routes, additional travel times, and additional traffic on overburdened existing arterial streets.

Illustrative Development Program

Market Support

Assuming that the City partners with the developer to realize both the Butler Creek Linear Park and Butler Lane, this can be a very viable development deal. The property is centrally located with easy access to both Fort Gordon and the downtown. It is convenient to I-520 and, assuming the Windsor Spring Town Center were developed, it would be convenient to that attractive community destination.

Economic Development

The central location of this large site can enable economies of scale to develop a unique community in order to attract middle and upper middle-income households to this neighborhood

Public Sector Responsibility

This conservation subdivision assumes that, at a minimum, the short connecting links to surrounding subdivisions would be a public expense. In addition, the proposed Butler Creek Roadway would be a public connection flanking the length of the proposed public park,

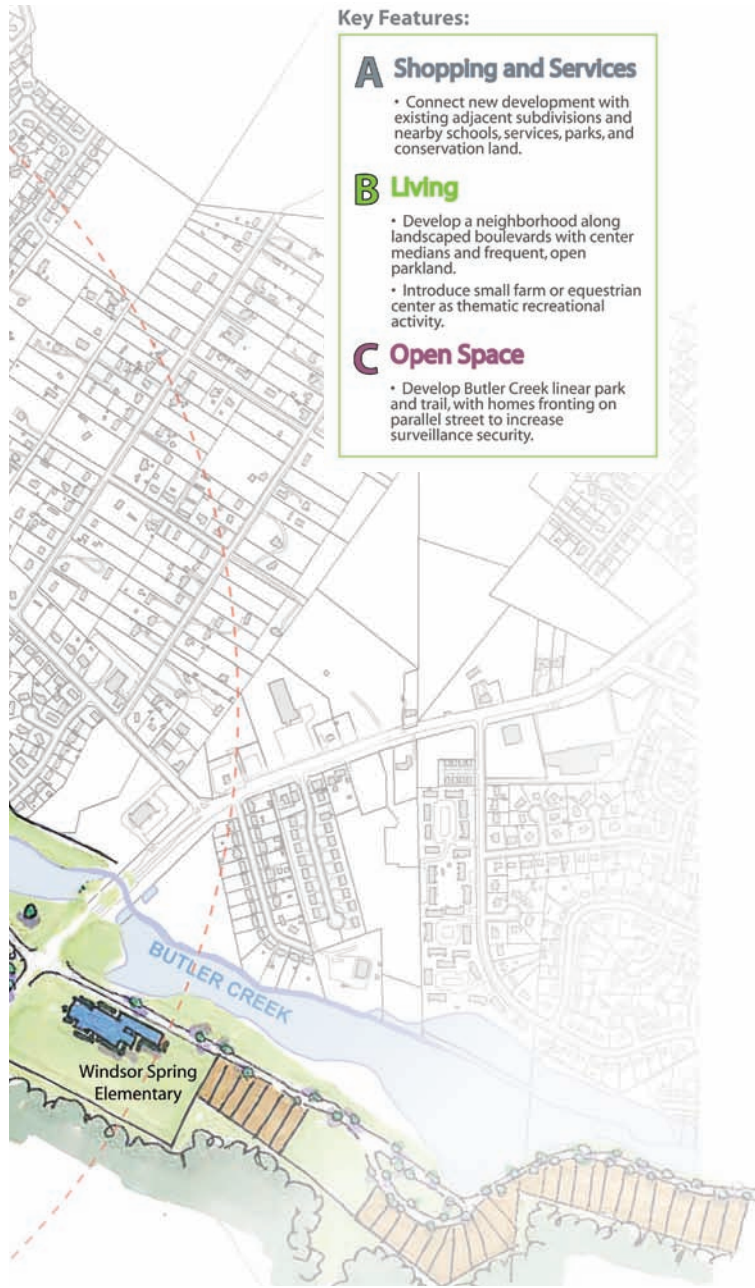




Figure 4-36. Illustrative Site Plan of Butler Creek Conservation Subdivision



Prototype Project 4a: Butler Creek Conservation Subdivision



from Deans Bridge Road to Peach Orchard, connecting at Phinizy Road. This would make the area safer for park users and open a scenic, cross-Augusta connection, potentially from the river to Fort Gordon. The Butler Creek Linear Park is a proposed public recreation corridor running from the Savannah River Bluff Locks and Dam, westward along the creek to Fort Gordon. This park would include protected creek banks and buffers, and a multipurpose path running alongside on a narrow swath of parkland with occasion picnic and rest areas.

Private Sector Opportunity

This concept relies on a private development of largely single family homes in a semi-rural setting. For this example, $\frac{3}{4}$ acre lots are assumed along the main gracious avenue network, with a farmstead developed along the creek to further the sense of the semi rural setting. Examples of this farm/ sub-division relationship are found in several places in Augusta, particularly in West Augusta and such properties, with their barns and white fences contribute much to the sense of the neighborhood.



Figure 4-37. Illustrative Program and Cost Estimate

Conceptual and Illustrative Program and Cost Estimate- Project #4a- Butler Creek Conservation Subdivision

Core Development	Unit	Gross sf/unit	Cost/sf	\$/Unit	Qty	Land and Construction Cost	Subtotals	Public Infrastructure Investment	Public Financing for Development	Private \$	Cost Totals
Butler Creek Organic, Grow Local Demo Farm	LS				say, allow...	\$1,000,000	\$1,000,000		\$150,000	\$850,000	
Conservation Subdivision Development	DU	2,400	\$70	\$168,000	574	\$96,432,000	\$96,432,000			\$96,432,000	
		2,400				\$97,432,000	\$97,432,000		\$150,000	\$97,282,000	
					Soft @	23%	22,409,360		\$34,500	22,374,860	
									\$184,500	119,656,860	\$119,841,360
Public Roads and Parking											
Butler Creek Road (Deans bridge to Peach Orr	NA	na	na	\$420	26,400	\$11,088,000	\$11,088,000	\$11,088,000			
Linear Park (8000lf in this area)	SF			\$3	2,000,000	\$6,000,000	\$6,000,000	\$6,000,000			
								\$17,088,000			\$17,088,000
Public Open Space within subdivision											
Included in Residential Devt	NA	0	0		0	0	0	0		0	\$0
Summary											
				Total Residential	574			17,272,500	\$184,500	119,656,860	\$136,929,360
				Average Cost of Residential DU*		Infrastructure AE/Contingency	25%	4,318,125			4,318,125
				Single Family- Sales	\$290,000	Development Contingency	7.5%		\$13,838	8,974,265	8,988,102
						Cost of Sales (Sales Units Only)	7%			\$11,652,200	3,570,000
						Profit (Sales Units Only)	15%			\$24,969,000	8,080,000
				*Includes Soft + Profit/Contingency		TOTAL		\$ 21,590,625	\$198,338	\$165,252,325	\$187,041,287
						% of Total		11.5%	0.1%	88.4%	100%



Prototype Project 4a: Butler Creek Conservation Subdivision

Realizing the Project

Mix, Size and Prices

Butler Creek is proposed as a for-sale, homeowner community. Average lot size is assumed to be 15,000sf, however, providing a variety of individual lot sizes (and prices). For this analysis, the average house size is assumed to be 2,400sf with a sales price of approximately \$228,000.

Finding the Champions

The Champions for this development would be property owners and private developers, with expedited review and approval assist from the city. City and state agencies must take the lead in securing the parkland along the length of Butler Creek, making the connections to the New Savannah Bluffs Park, and making the required roadway infrastructure improvements

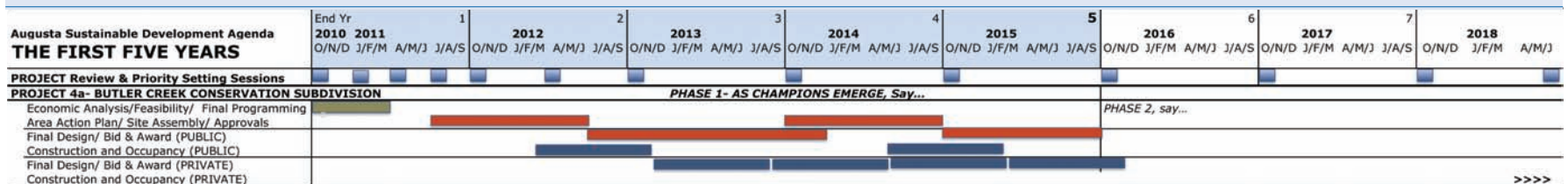
Key Early Actions and Overall Timetable

Following approval of the Agenda by the Commissioners, this would become a preferred target site for private developers. The very first step is to commence a dialogue with the land owner, not only regarding the Conservation Subdivision concept, but regarding the realization of the proposed linear park and public cross road through this area. The City would work with the private sector to expedite the approval process. However, actual development would occur in conjunction with market forces and the initiative of the private sector.

Start-up Project Concept

It is assumed that the first phases of development would occur along the Butler Creek and the proposed Butler Creek Lane, followed by layout and development of the houses up on the ridge. This entire project illustrates what might happen at other sites along Butler and Spirit Creek.

Figure 4-38. Overall Time Table



Applying this Agenda's Sustainable Development Recommendations

Most of the housing starts in Augusta have been in conventionally designed single-family neighborhoods in Suburban Augusta. The idea of the Conservation Subdivision is to allow for the same number of housing units as a typical subdivision while offering public greenway amenities to protect the environment and provide enjoyment for neighborhood residents. Additionally, this concept addresses the absence of quality, accessible open spaces for active and passive recreational uses in Suburban Augusta, in the southern part in particular. The Conservation Subdivision strategy is meant to take advantage of existing natural resources and turn them into quality of life enhancing amenities.

Land Development Regulations

For this project area to be developed as drawn, a key assumption has been made:

1. Areas designated **“Primary Conservation Resource”** (See Appendix 2: “Integration of Green Infrastructure into the Development Approval Process” on page 4-30), are restricted from new development, whether they are proposed to be developed as conservation style subdivisions or not.
2. This site is currently zoned “A”. With the recommended **“Agricultural and Timber Protection Zone”** (See Appendix 2: “Create an Agriculture and Timber Protection Zone” on page 4-35) changes to existing areas zoned “A”, this site should be rezoned as a residential district, given its suburban location.

At approximately 480 acres, this project contains residential uses in a Basic Conservation Subdivision with Neutral Density. This requires a 40% greenspace set aside, including all “Primary Conservation Resources”. Looking at the map, approximately 140 acres of this site is contained within wetlands, 15 in floodplain, leaving an additional 35 acres of “secondary conservation resources” to be selected and 290 acres for potential development.

The end number of dwelling units for this project area depends on which residential zone (R-1, R-1A, R-1B, for example) the parcel is rezoned as. The “Build out for 480-acre (20,908,800 sq ft) residential site” on page 3-67 shows the potential build out if Residential Zone R-1 was selected.



Prototype Project 4a: Butler Creek Conservation Subdivision

Build out for 480-acre (20,908,800 sq ft) residential site			
Zoning	Minimum Lot Size	Maximum # of Dwelling Units	Greenspace Preserved
Existing “A” Zone	approx 0.33 acre (14,500 sq ft)	1,030	140 acres (wetlands)
Proposed switch to “R-1” Zone	approx 0.33 acre (14,500 sq ft)	1,030	140 acres (wetlands)
Proposed “Primary Conservation Resources” with Proposed “R-1” Zone	approx 0.33 acre (14,500 sq ft)	984	140 acres (wetlands) 15 acres (floodplain) <hr/> 155 acres (total)
Proposed “Conservation Subdivision Neutral Density” Zone	approx 0.20 acre (8,400 sq ft)	984	140 acres (wetlands) 15 acres (floodplain) 35 acres (secondary conservation resources) <hr/> 190 acres (3,789,720 sq ft) of potentially publicly accessible Greenspace

Figure 4-39. Land Development for Project #4a



Open Space and the Environment

This is a large tract of land along a stream, Butler Creek, that the City and the Central Savannah River Land Trust are investing in as a permanent linear park amenity.

The open space concept of this Prototype Project is a closely linked system of creek side parks, community gardens, conservation lands on steep slopes, broad medians and neighborhood playgrounds. Connections would be made to adjacent subdivisions and, most particularly, to the Windsor Spring Town Center.

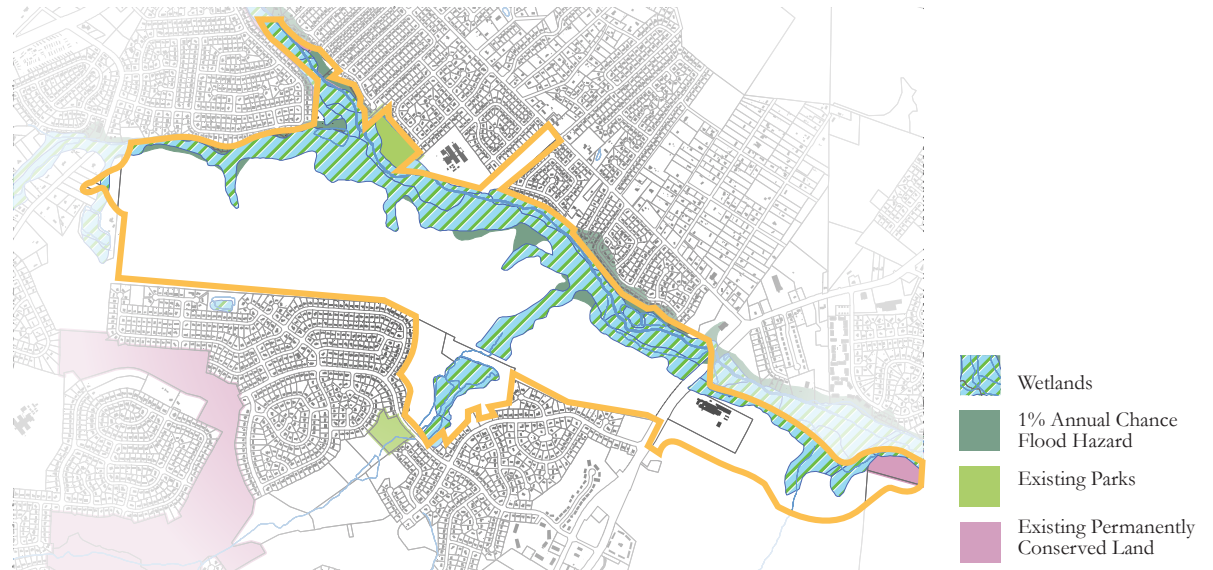


Figure 4-40. Conservation Resources at Butler Creek Conservation Subdivision

Transportation Linkages

As a new subdivision going into Augusta, it would be subject to new requirements for connectivity to adjacent communities, both pedestrian and automobile.

This project includes a public east/west roadway along Butler Creek road as a scenic cross-city connection. It will make the park safer and properly designed will take pressure off arterial roads by connecting adjacent subdivisions. Making automobile, bicycle, and pedestrian connections from this new development into adjacent existing subdivisions will serve as an example of practices that will reduce peak traffic volumes on the transportation arteries. These measures should be emulated Citywide.

Neighborhood and Community Development

This project is uniquely situated to connect new development with existing adjacent neighborhoods and to connect the area with the larger city via the planned linear parkway. This allows for a variety of connection types including linking local streets to collectors (Windsor Spring Road and Deans Bridge Road via Morgan Road), creating multi-use thoroughfares among the neighborhoods, and creation of designated pedestrian and bicycle corridors within the conservation area that are tied to the linear park.

The various modes of connectivity provide access to goods and services already located close to the project site, including three chain grocery stores. There is also ample access to the area's Elementary and Middle schools as well as to Augusta Tech.

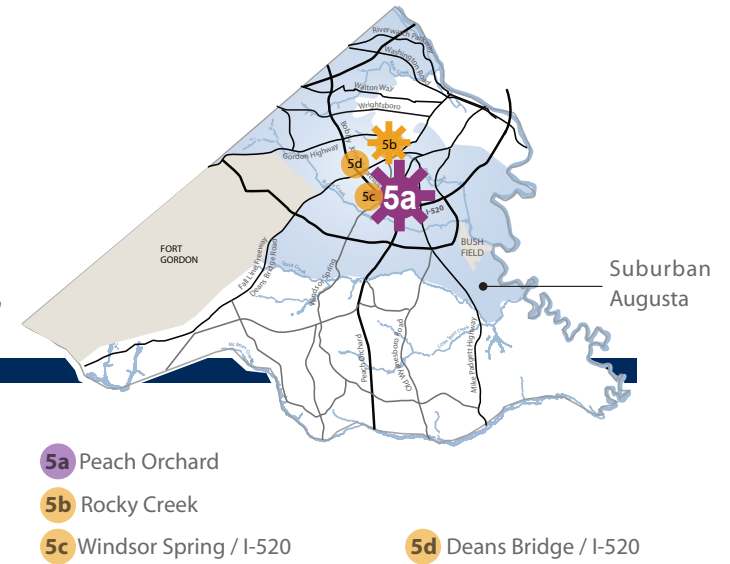
The new housing will focus on clustered single-family detached homes, densely developed to achieve the conservation subdivision's goals. In addition to frontages along Butler Creek and the proposed linear park, the conserved

land will establish opportunities for interior, neighborhood-scale parks. These would provide focal points for the clustered housing development as well as serve the existing adjacent neighborhoods currently without localized green space.



5. Regional Mixed-Use

Of the several opportunities for creating regional shopping nodes shown in the locator map on the right, the site along Peach Orchard Road was determined to have the highest potential for success.



Prototype Project #5a:

Peach Orchard Place

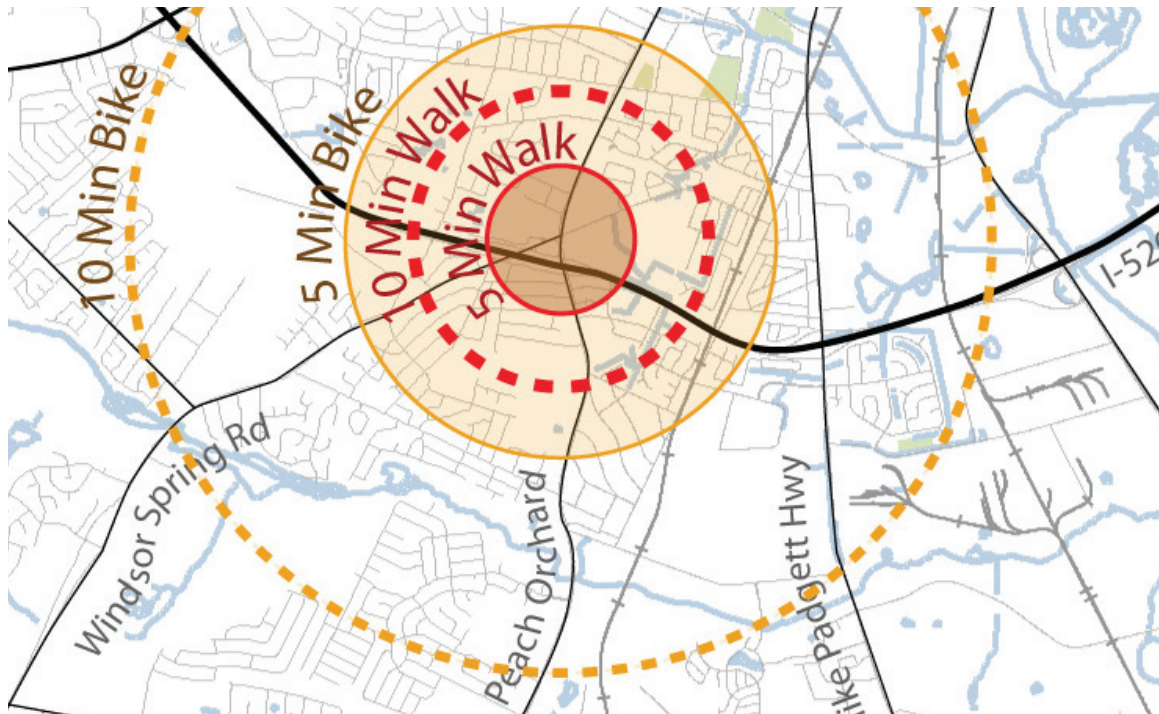


Figure 4-41. Travel Radius Map

Overview

The southern part of the City is growing faster than the rest of Augusta, yet retail options have not kept up with the buying power of this area. However, the completion of I-520 around Augusta has shifted the best regional retail and commercial sites to these outlying interchanges along the way. The I-520 and Peach Orchard Road interchange, particularly north of I-520, is quickly evolving into the most important of these, due largely to traffic patterns and land availability. The need is real and the opportunity apparent to develop an overall plan to guide otherwise uncoordinated growth in this area.

Prototype Project 5a: Peach Orchard Regional Shopping



Figure 4-42. Peach Orchard Regional Shopping demonstrates the positive visual impact of well-maintained monument signage and strong tree planting at the edge of the roadway and the store's parking lot.





Figure 4-43. Aerial view from south



I-520/ Peach Orchard Area Today

Several large shopping center sites cluster on the northern side of the interchange and each has gone through several market cycles. Wal-Mart has moved out, however, Kohl's and Roses have moved in. In one case, former retail 'big box' has been replaced by a large service center. University Hospital has built a medical services building in the area. A number of national operations, including Applebee's and IHOP have located here. A mix of commercial uses string out along Peach Orchard Road toward the downtown. A locally famous restaurant, Sconyers BBQ is located close by. Well-established residential neighborhoods flank the area on both sides of Peach Orchard. The area immediately south of the interchange is primarily a sprawling residential community, with mixed commercial and residential uses lining peach Orchard Road.

Goals and Objectives

- Concentrate new retail and commercial development into denser, more integrated nodes.
- Encourage upgrading of retail sites with higher quality tenants.
- Integrate the auto-oriented market with the neighborhood 'walk-ins'.
- Enhance diversity of settings and overall economic viability by offering Augusta citizens an interesting and exciting alternative place to live.
- Provide strong street and pedestrian connections to existing nearby subdivisions.

Illustrative Development Program

Market Support

The Greater South Augusta market encompasses nearly 120,000 people in 2010 with more than \$2 billion in income and making nearly \$900 million in retail purchases.

This market makes more than \$440,000 in purchases annually for community-serving goods and services such as groceries, drug stores, and restaurants. It also purchases more than \$150 million from department stores, \$80 million from apparel stores, and more than \$220 million in home furnishings and other specialty goods.

Economic Development

The placement of one or two additional large format anchor stores—most likely a discount department store and/or a warehouse club—would further solidify this location as a regional retail location. These aggregated anchor facilities will attract a broad array of other retailers to this hub, including apparel stores, specialty goods retailers, and full-service restaurants.



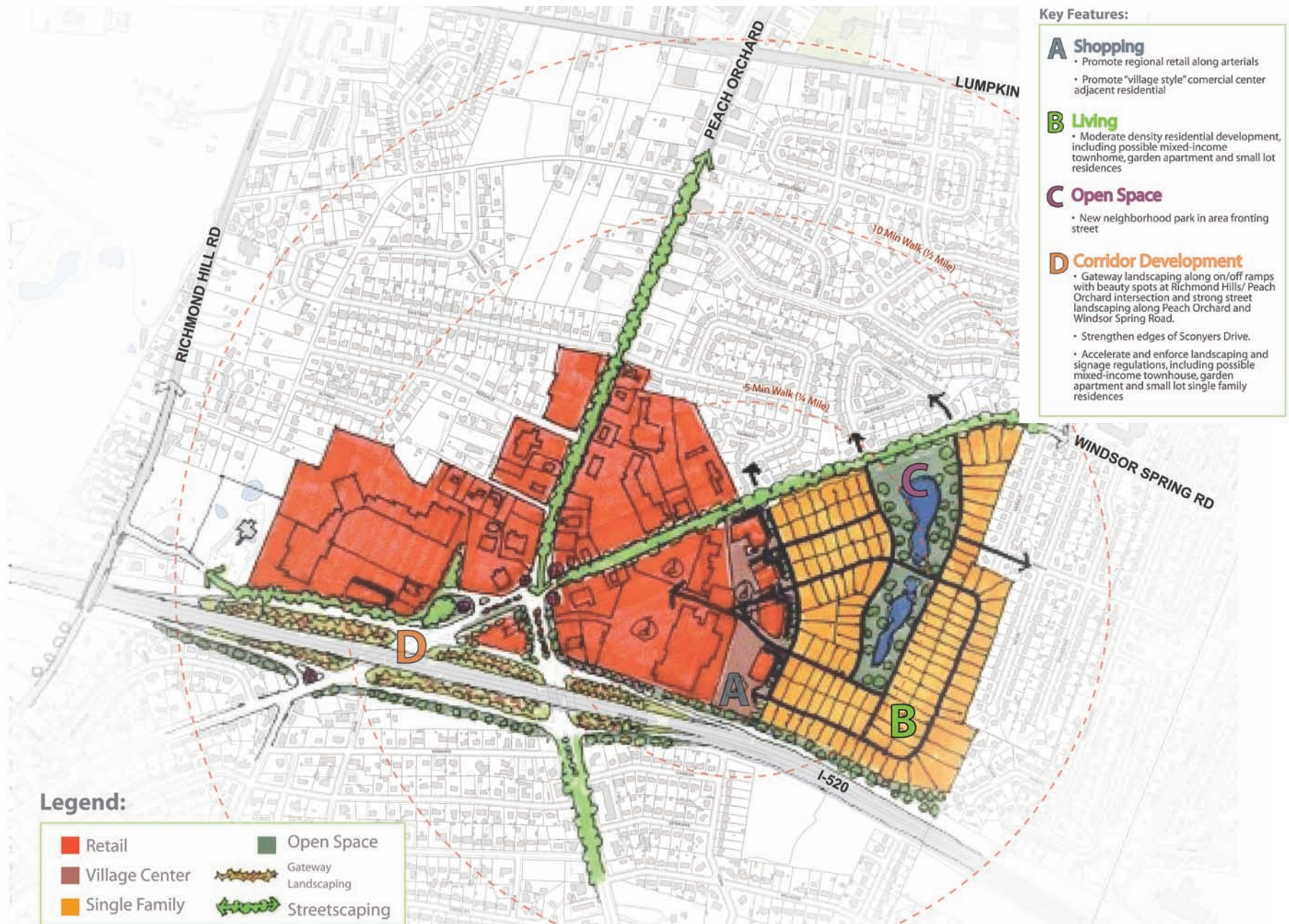


Figure 4-44. Illustrative Site Plan for Peach Orchard

Strengthened retailing here at the Peach Orchard Regional Mixed-Use Node will enlarge the service amenities available to residents in the surrounding neighborhoods, making this area a more attractive residential area.

Public Sector Responsibility

The highway interchange should be attractively landscaped in all directions. "Garden City Highlight Areas", complete with identity welcoming signage, should be located at the bottom of both off-ramps as well as on Peach Orchard immediately south of the interchange.

Traffic management and streetscape should be made along both Peach Orchard and Windsor Spring Roads and the surrounding streets throughout this area. Landscaping and edge improvements should be made to Sconyers Road. A new public park should be built as part of the proposed Windsor Spring development.

Private Sector Opportunity

Compared to the size of its growing market, the South Augusta area is under-served by attractive and diverse retailing. The vicinity of Peach Orchard and I-520 currently provides the broadest array of retailing in South Augusta, with several supermarkets, Lowes, and the recently announced Rose's. The location is the major retail hub of a Greater South Augusta market encompassing nearly 120,000 people in 2010 with more than \$2 billion in income and making nearly \$900 million in retail purchases.

Mix, Size and Prices

A minimum Phase 1 program for this Peach Orchard Regional Mixed-Use Node would be one additional anchor store of approximately 150,000 sf, the refurbishment and reprogramming of at least 200,000 sf of existing vacant or marginally-utilized space, and the addition of 40,000 sf of new smaller stores. Private investment in this first phase is likely to be in the \$25 to \$30 million range. This investment will benefit from the current in-place transportation and utility infrastructure, though modest public investment in landscaping upgrades would be beneficial.

Peach Orchard Regional Retail Center has the potential to evolve even more dramatically into a major retail development center that more effectively captures the market from this large and growing Greater South Augusta community. Once a second anchor store joins the current Lowes anchor, we would expect further retail expansion at this location in subsequent phases.





Figure 4-45. Illustrative Program and Cost Estimate

Conceptual and Illustrative Program and Cost Estimate- Project #5a- Peach Orchard/I-520 Regional Retail Center

Core Development		Unit	Gross sf/unit	Cost/sf	\$/Unit	Qty	Land and Construction Cost	Subtotals	Public Infrastructure Investment	Public Financing for Development	Private \$
Regional Retail Center											
Anchor Retail	SF	150,000	70	10,500,000		1	10,500,000	10,500,000			10,500,000
Refurbished Retail	SF	50,000	30	1,500,000		4	6,000,000	6,000,000			6,000,000
New Road oriented Retail	SF	10,000	70	700,000		4	2,800,000	2,800,000			2,800,000
New Residential Community											
Residential- Single Family	SF	2,000	70	140,000		40	5,600,000	5,600,000			5,600,000
Residential- Townhouses/Apartments	SF	1,800	70	126,000		104	13,104,000	13,104,000		1,310,400	11,793,600
							\$38,004,000	\$38,004,000		1,310,400	\$36,693,600
Soft @							23%	8,740,920		301,392	8,439,528
								\$46,744,920		1,611,792	\$45,133,128
Public Open Space											
Garden City Highlight Areas	Ea			40,000		6	240,000	240,000	240,000		
Significant Highway Landscaping	LS						3,000,000	3,000,000	3,000,000		
Sconyers Way	LS						600,000	600,000	600,000		
Neighborhood Park	LS						500,000	500,000	500,000		
							\$4,340,000	\$4,340,000			
Summary						144		\$4,340,000		1,611,792	\$45,133,128
Average Cost of Residential DU*						Infrastructure AE/Contingency	25%	1,085,000			
Single Family						Development Contingency	7.5%			120,884	3,384,985
Town Hse/ Apt 1800sf						Cost of Sales (Sales Units Only)	7%				\$2,091,600
						Profit (Sales Units Only)	15%				\$4,482,000
*Includes Soft + Profit/Contingency						TOTAL	\$	5,425,000		1,732,676	\$ 55,091,713
						% of Total		8.7%		2.8%	88.5%

Realizing the Project

Finding the Champions

Given the market strength in this location, the private sector, i.e. local brokers, property owners and developers must take the lead. However, as seen above the city has a strong partnership role to play.

Start-up Project Concept

Initial focus is on Peach Orchard Road, with the intent to realize an integrated regional shopping/commercial core that is attractive, sustainable and a complement to its adjacent neighborhoods and enhances this area as an Augusta Gateway.

Key Early Actions and Overall Timetable

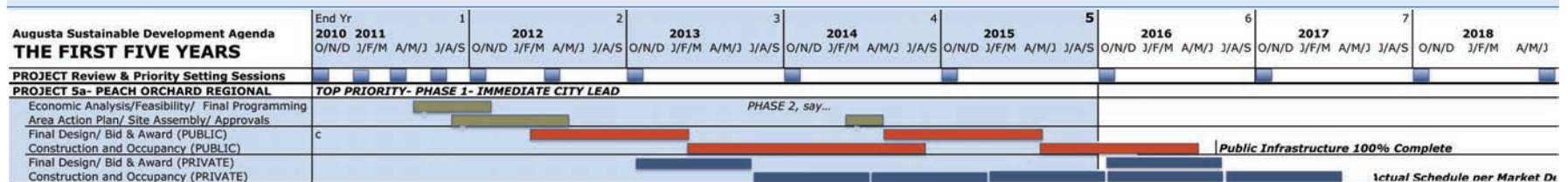
Following approval of the Agenda by the Commissioners, initial focus must be on the redevelopment of core commercial sites along Peach Orchard Road. This remains an area where the commercial market is still active and private projects are coming into the area now on an ad-hoc basis.

A core city role, at this strong market location, is gain control of the process and to work with the private sector to insure that proposed improvements and new developments adhere to city requirements and follow, assuming their approval, of this Agenda's Sustainable Development policies for this area.

A city sponsored Area Action Plan should be undertaken setting forth the preferred program details and requirements. Key public improvements should be identified and made part of the larger city improvement funding strategy. Individual implementation of projects will likely span the next decade.

Beyond these actions, this is a market driven project, which will likely be done piece by piece as motivated owners, investors and developers engage. An illustrative timetable is shown below.

Figure 4-46. Illustrative Program and Cost Estimate



Applying this Agenda's Sustainable Development Recommendations

Land Development Regulations

This project references the **“Major Intersections: Corridor Revitalization Strategy One”** from this Agenda's Sustainable Development Recommendations, (*See Appendix 2: “Corridor Segments Between the Major Intersections” on page 4-53*), as it is a primary site for clustered commercial uses at an intersection.

Then, for this project area to be developed as drawn, a key assumption has been made:

1. A **Priority Project Overlay District** (*See Appendix 2: “Designate Zoning Overlay Districts for Priority Projects to Encourage Quality Development” on page 4-36*) has been created to create a walkable, urban area. This would include compact, mixed-use, pedestrian oriented district served by transit that connect people in their living and working environments to the natural environment and stimulate interaction.

Open Space and the Environment

The playground at Haines Elementary School offers the only easily accessible public open space in the area, the others requiring trips along busy

arterial highways. Thus a substantial public park with connections to existing residential areas should be a part of the program requirements for development of currently open land. The historic orchard should be preserved as a key component of new neighborhood development.

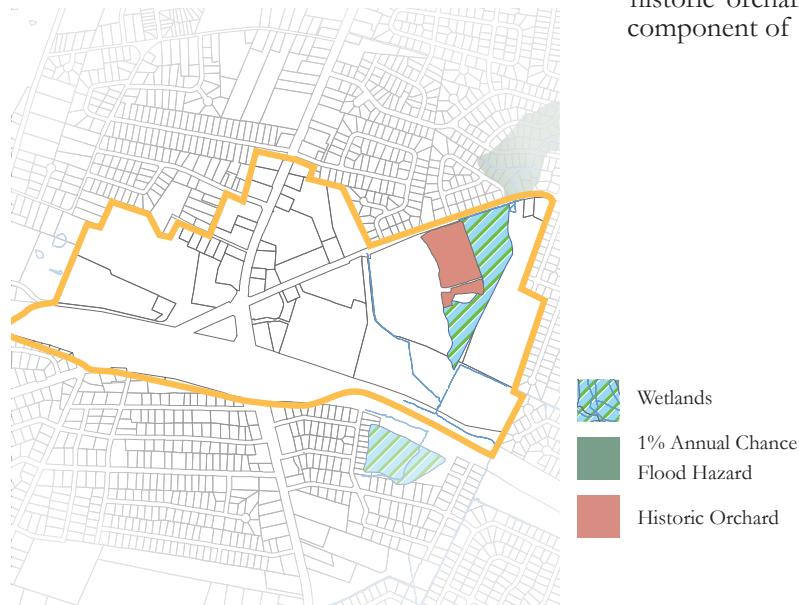


Figure 4-47. Primary Conservation Resources on the Peach Orchard Plaza site



Transportation Linkages

Throughout this area, traffic speeds and volumes will be consistent with its urbanized nature, with easier pedestrian access across Peach Orchard and Windsor Springs in particular.

With the development of land along Windsor Springs, east of Peach Orchard, opportunities exist to connect neighborhoods more directly to the commercial area. Development and planting along Sconyers Road can make that connecting road more “road like” and less like a “parking lot cut through”.

The I-520/Peach Orchard Road interchange is an important Garden City Gateway. The ramps area should be attractively landscaped and maintained. Peach Orchard Road is a major arterial roadway and in this plan is identified as an **Augusta Garden City Corridor** (See Appendix 2: “Apply Context Sensitive Solutions in Augusta” on page 4-65). As it pass through this strategic area, it should be reclassified and converted to highly landscaped “boulevard” as they pass through the town center. Improvement would include center landscaped medians and “**Garden City Highlight Area**”, in designated locations.

Neighborhood and Community Development

A core concept with the redevelopment of the regional retail core is to do it in such a way as to better integrate it with the surrounding neighborhood. Streetscape improvements along both Peach Orchard and Windsor Spring will improve the image of this part of the city, as will strict enforcement of tightened signage and front yard landscape regulation proposed in this Agenda.

Off Windsor Spring Road, the construction of a small, neighborhood oriented shopping street establishes a clear boundary between and residential and non-residential uses. By connecting this “main street” directly to the larger regional shopping, this area will enjoy much better access to the goods and services offered there.

The agenda recommends that the city and the adjacent neighborhoods work together to insure realization of this Agenda’s intent for this area, and to develop programs for improving the public areas, the planting of more trees and

thus more shade protecting both house lots and trails for pedestrians and bicyclists. This alliance can also have greater influence in the policing of maintenance and upkeep of individual properties, even to the extent of helping those with particular needs.



5. Regional Mixed-Use

Rocky Creek is unique amongst the Regional Mixed-Use Nodes as it focuses more on employment uses than retailing.

Prototype Project #5b

Rocky Creek Mixed-Use

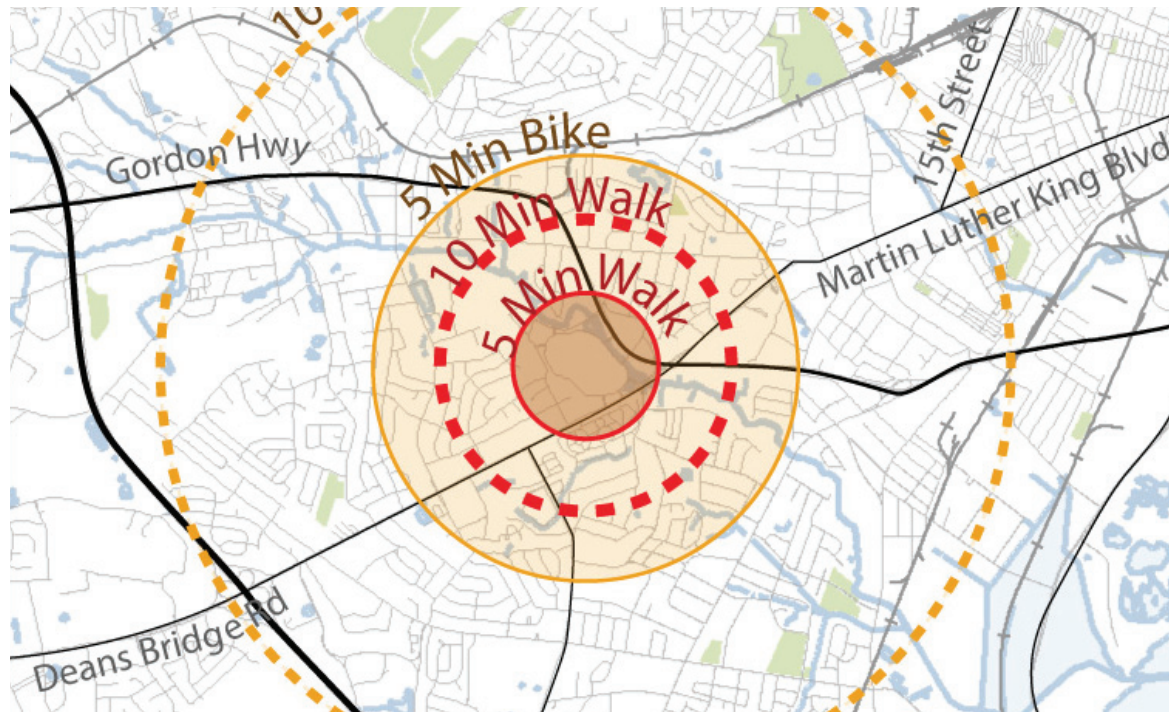
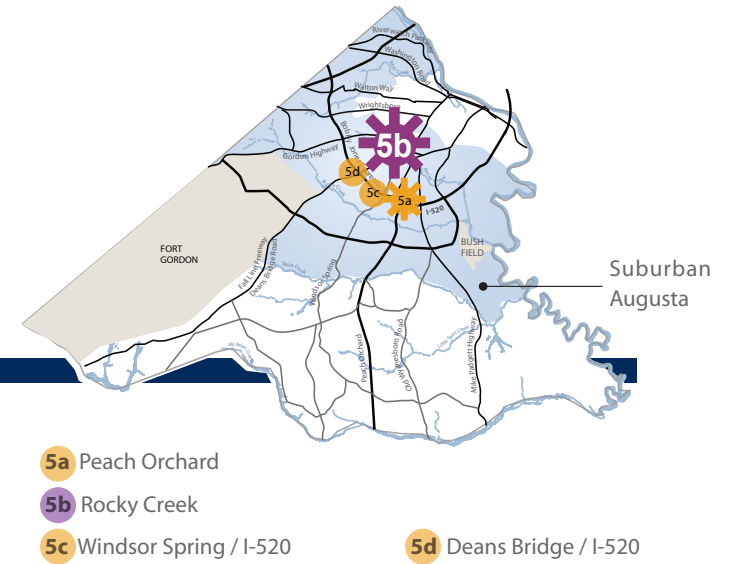


Figure 4-48. Travel Radius Map

Overview

The era of the Gordon Highway corridor as a major retail corridor appears to be over. Strip retail development in Augusta is overbuilt and new retail developments are being located around interstate interchanges to the maximum extent possible. However, the Gordon Highway corridor does lie in the center of the city's population, and is well positioned to capitalize on a large community of well-trained workers. Its ready access to the I-520, downtown, Bush Field, Fort Gordon, the Savannah River Site, and the city's major industries make it an ideal location to focus an coordinated economic development



Figure 4-49. View from the new lake house, looking south into a community of townhomes, for working families and seniors.





Figure 4-50. Aerial view from west



The Rocky Creek Area Today

Rocky Creek serves as the storm water run off corridor for a large watershed area to the west. Frequent flooding of the surrounding area has spurred the City and the Corps of Engineers to develop an overall drainage plan that includes a proposed flood control dam and detention pond in this location. The city is in the process of acquiring the most distressed properties in the vicinity of this project that have experienced flood damages.

The nearby Regency Mall, once a major regional shopping center, has been out of business and closed for more than a decade. Despite repeated efforts on the part of the city, current owners appear uninterested in actively participating in its redevelopment and it remains a major eyesore and psychological impediment to the revitalization of this area. A large and relatively stable neighborhood of single-family homes and apartments occupies the hill just to the south.

Deans Bridge Road, Gordon Highway and Milledgeville Road are major arterials nearby the site. Retail and commercial uses in this area are struggling including several auto dealerships occupying larger parcels on Gordon Highway.

The site includes a mix of large and small parcels, mostly undeveloped, vacant, deteriorated or under-utilized. Key owners have expressed a willingness to join together in the redevelopment of this area. Additionally, a local Community Development Corporation has been formed to explore development of a Continuing Care Retirement Community (CCRC) for a portion of this site.

The proposed Rocky Creek Park Mixed-Use Node is at the end of the Agenda's proposed **Priority Redevelopment Corridor** and would become its southern anchor. A proposed multi-modal boulevard, (auto/ bike/transit), hereafter, "Augusta Way" will run from Rocky Creek, past the medical campus, through the proposed St. Sebastian Health Sciences Park and across the historic downtown to the river. This Prototype Project also joins the mid-point of the proposed Gordon Highway Jobs Corridor.

Given the size of the area and under-served population nearby, portions of the Rocky Creek basin can be developed into a park/recreation resource for both the neighborhood and the city at large.

Goals and Objectives

- Control flooding in this area and the overall the Rocky Creek watershed.
- Create a major employment-focused destination development in this area, the city's urban southern anchor.
- Create a parkland amenity for both adjoining developments and the entire city.
- Serve as a catalyst to encourage redevelopment of abutting areas and along the Gordon Highway "Jobs" Corridor
- Offer a new, amenity-rich neighborhood that offers Augusta citizens an interesting, accessible, and exciting alternative to typical subdivisions.
- Make strong connections to existing neighborhoods.





Figure 4-51. Illustrative Site Plan for the Rocky Creek Regional Mixed-Use Node

Illustrative Development Program

Market Support

This is the demographic center of Augusta. There are many households with strong and relevant work skills from which to draw, it has excellent roadway access to both the surrounding city and the larger region. The regional airport is within a few miles. With the proper development of Rocky Creek Park it can have a strong and positive identity.

Economic Development

The Rocky Creek area can become a major hub of employment and service activity in Augusta. The area benefits from its position at the center of the Augusta population base, making it a highly attractive location for non-retail businesses servicing a citywide market. Its central location and near accessibility to the residences of a substantial and skilled workforce also make it attractive for labor-intensive employers. Finally, accessibility, workforce access, good local and regional roadway service along Gordon Highway (with limited presence of public transit) make the area attractive for outpatient health care and other service providers.

Businesses attracted to Rocky Creek could include denser office-based uses as well as uses preferring a general commerce/flex environment that accommodates light truck activity. The available land and projected amenities at Rocky Creek will be able to support both types of facilities.

Public Sector Responsibilities

The primary public role in this endeavor is to insure that the land is assembled; that a Master Development Plan is drafted to guide development; and that the lake, park, entry boulevards and the lake loop road are constructed.

This project is the southerly end of public transit and greenway elements of the proposed along “Augusta Way” multi-modal boulevard from downtown.

Private Sector Opportunities

The private sector will develop individual parcels (or parcel combinations), construct the internal street grid, and provide elements such as landscaping in accordance with the directions of the Master Development Plan

Mix, Size and Prices

Senior Living Component

This complex, aimed at a mixed income community, will be chiefly priced to be affordable to middle class retirees. The community is likely to include a 150 apartment independent living facility with dining and a modest resident-supporting assisted living wing, complete with amenities and levels of care typically associated with such a development. In addition, we anticipate 220 senior “cottages” targeted to the same income mix, but occupied by a mix of seniors that only partially utilize the facilities available in the “main building.”



Figure 4-52. Illustrative Program and Cost Estimate

Conceptual and Illustrative Program and Cost Estimate- Project #5b- Rocky Creek Mixed Use Park

Core Development	Unit	Gross sf/unit	Cost/sf	\$/Unit	Qty	Land and Construction Cost	Subtotals	Public Infrastructure Investment	Public Financing for Development	Private \$	Cost Totals
Phase 1- Senior housing/Indpnt Living	DU	1,000	\$110	\$110,000	150	16,500,000	16,500,000		2,475,000	14,025,000	
Phase 1- Senior cottages	DU	1,200	\$75	\$90,000	140	12,600,000	12,600,000		1,890,000	10,710,000	
Phase 1- Residential Lakeside Apartments	DU	1,200	\$70	\$84,000	80	6,720,000	6,720,000		1,008,000	5,712,000	
Phase 1- Office/ Commercial	SF	50,000	\$70	\$3,500,000	10	35,000,000	35,000,000			35,000,000	
Phase 1- Retail	SF	30,000	\$70	\$2,100,000	2	4,200,000	4,200,000			4,200,000	
Phase 2- Office/ Commercial	SF	50,000	\$70	\$3,500,000	3	10,500,000	10,500,000			10,500,000	
General Business/ Light Manufacturing	SF	90,000	\$50	\$4,500,000	6	27,000,000	27,000,000			27,000,000	
						112,520,000	112,520,000		5,373,000	107,147,000	
			Soft @			23%	25,879,600		1,235,790	24,643,810	
							138,399,600		6,608,790	131,790,810	\$138,399,600
Roads and Parking											
Type 1 Rd (New Boulevard)	LF			\$900	2,100	\$1,890,000	\$1,890,000	1,890,000			
Type 2 Rd (New Avenue)- Lake loop+other				\$760	10,800	8,208,000	8,208,000	8,208,000			
Type 3 Rd (New Local Street)				\$420	10,500	4,410,000	4,410,000	4,410,000			
Gordon Highway Reconfig- (Highland to Deans Bridge)				\$700	9,600	6,720,000	6,720,000	6,720,000			
Milledgeville Road Improvements				\$200	4,500	900,000	900,000	900,000			
Park Parking	Spaces			\$2,000	100	200,000	200,000	200,000			
							\$22,328,000	\$22,328,000			\$22,328,000
Public Open Space											
Dam and Pond	LS					6,000,000	6,000,000	8,000,000			
Garden City LA Highlight Area	Ea			40,000	2	80,000	\$80,000	200,000			
Parkland (incl Buildings)	LF	20	100			9,000,000	9,000,000	9,000,000			
								17,200,000			\$17,200,000
Summary											
		Total Residential		370				39,528,000	\$6,608,790	131,790,810	\$177,927,600
		Total commercial area (sf)		1,250,000		Infrastructure AE/Contingency	25%	9,882,000			\$9,882,000
		Average Cost of Residential DU*				Development Contingency	7.5%		\$495,659	9,884,311	\$10,379,970
		Senior Housing		\$145,448		Cost of Sales (Sales Units Only)	7.0%		na		\$0
		Single Family/ Town House (Sales)		\$143,357		Profit (Sales Units Only)	15%		na		\$0
		Lakeside Apartments		\$111,069							
						TOTAL		49,410,000	\$7,104,449	141,675,121	\$198,189,570
								25%	4%	71%	100%
		*Includes Soft + Profit/Contingency									



Realizing the Program

Office & Community Services Node

With views on the lake and ready access to the park, this complex consists of multiple buildings totaling an estimated 500,000sf with a rent competitive with other Augusta locations—about \$12-\$13 per sf plus electric.

General Services Node

With direct access to Gordon Highway, this Phase 2 development totals over 700,000 sf of General Business/Flex and office, with limited retail services at highly visible locations.

Finding the Champions

The Champions for this development will be existing property owners and private developers, with expedited review and approval assistance from the city. City and state agencies must take the lead in securing the parkland along the length of Butler Creek, making the connections to the Savannah River Bluffs Park, and implementing the required roadway and infrastructure improvements

Start-up Project Concept

The core concept is to create a major urban anchor around a park and waterfront amenity that can reposition this area as an attractive area in which to invest and build businesses. The major public infrastructure including the lake, park, boulevards and lake loop must be in place before implementation of meaningful private sector investment can move forward.

The private development focus in Phase 1 will likely be the area around the lake and south of Milledgeville Road. Phase 2 will focus on the area north of Milledgeville Road; however, market forces will guide those decisions and actions.

Phase 1 Financial Analysis

The economic development benefits of this Rocky Creek revitalization would be substantial, providing a significant tax base expansion for the City, while also encouraging reinvestment in the surrounding neighborhoods by Rocky Creek area employees. In order to achieve these benefits, Richmond County Development Authority efforts should be focused on this area and along the entire Gordon Highway Jobs Corridor.

Development of this site will require bringing the broad resources of the City to bear — the Chamber of Commerce; Richmond County Development Authority; Augusta Tech — in order to realize the potential of Rocky Creek as a major Augusta employment hub. Available sites developed in a variety of formats over the 20-year horizon of this Agenda could support as many as 4,000 jobs here. For illustrative purposes, these breakout as follows: 1,100 general business/flex; 2,600 office/service; 150 retail; and 150 in the CCRC and related facilities.



Rocky Creek also offers the potential for development of a senior housing complex providing independent living, supported village cottage, assisted living, and, possibly, nursing home services. These activities would both provide service to the older population of adjacent neighborhoods and generate another employment focus for Rocky Creek. Sites south of Milledgeville Road adjacent to the lake and park/trail would be most attractive for these uses.

While detailed analysis of the office and service center elements is premature, an illustrative pro forma of both senior and conventional residential components of this program are shown below.

Project #5b: Rocky Creek Neighborhood Component

Independent Living		
150 Units Senior Rental Housing		
Development Budget		
Residential Development		
Construction (150,000 SF @ \$110)		\$16,500,000
Soft Costs @ 23%		\$3,800,000
Contingency @ 7.5%		\$1,520,000
Total Private Development Costs		\$21,820,000
Local Streets		\$300,000
Total Development Costs		\$22,120,000
Sources of Funds		
First Mortgage Debt		\$16,770,000
Subsidy (Public Source)		\$3,050,000
Equity		\$2,000,000
Streets--Public Infrastructure		\$300,000
Total Sources of Funds		\$22,120,000
Income & Expense Pro Forma		
Rents (150 Units @ \$1500/Month Average)		\$2,700,000
Vacancy (5%)		-\$135,000
Operating Expense		-\$1,200,000
Net Operating Income		\$1,365,000
First Debt Service (5%/30 Yr)		\$1,090,000
Cash Flow		\$275,000

Figure 4-53. Proforma for Project #5b, Rocky Creek



Prototype Project 5b: Rocky Creek Regional Mixed-Use

Project #5b: Rocky Creek Neighborhood Component

Senior Cottage Rental Housing Development Program

220 Senior Cottages

Development Budget

Residential Development	
Construction (264,000 SF @ \$70)	\$18,480,000
Soft Costs @ 23%	\$4,250,000
Contingency @ 7.5%	\$1,700,000
Total Private Development Costs	\$24,430,000
Local Streets	\$1,500,000
Total Development Costs	\$25,930,000

Sources of Funds

First Mortgage Debt	\$18,520,000
Subsidy (Public Source)	\$3,410,000
Equity	\$2,500,000
Streets--Public Infrastructure	\$1,500,000
Total Sources of Funds	\$25,930,000

Income & Expense Pro Forma

Rents (220 Units @ \$900/Month Average)	\$2,375,000
Vacancy (5%)	-\$120,000
Operating Expense	-\$660,000
Net Operating Income	\$1,595,000
First Debt Service (5%/30 Yr)	\$1,200,000
Cash Flow	\$395,000



Key Early Actions and Overall Timetable

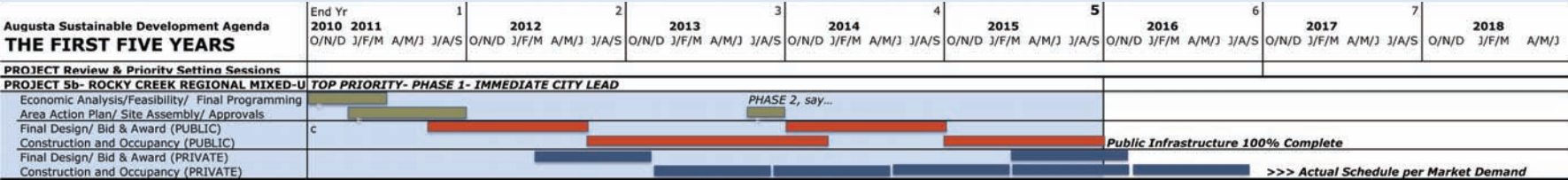
Following City approval of this Augusta Sustainable Development Agenda, this project area will be the top target for early action. The City should immediately begin final purchases of land required for the park and infrastructure, with close regard to potential encumbrances required by the purchase funding sources. Site control is key, and needs to begin immediately. Several of the key landowners have participated in discussions concerning the joint development of their parcels and agreements must be completed quickly.

A simultaneous effort should be launched to develop an overall Area Action Plan to guide both public and private development, as well as analysis and design of the lake and park.

Placement of the proposed infrastructure improvements on a priority list of capital funding through SPLOST allocations or other funding is critical, given the inevitable lead times. Fortunately, a main key element of the plan, the flood control dam and reservoir, is already identified for funding. The market will likely dictate that the lake, park and key entries and roadways are in place before private development will commence in earnest.

Market forces will also ultimately determine the specific program size and mix; however, the city should be heavily involved in assuring the best result from the outset.

Figure 4-54. Overall Time Table



Applying this Agenda's Sustainable Development Recommendations

There are a number of interchange-oriented commercial venues along I-520, such as found here along Peach Orchard Road. With this project, the core strategy is to focus on the most viable of these and realize an important retail/ commercial center for this part of the city. Growth management is a tool that both the city and the neighborhoods can use to insure the desired outcome on a healthier, more pleasant and more sustainable area in the long term. Proposed ASDA Sustainable Development policies, applied to this area are discussed below.

Land Development Regulations

This project references the *Appendix 2: "Corridor Segments Between the Major Intersections"* on page 4-53, from this Agenda's Sustainable Development Recommendations. This strategy suggests that local government can create incentives for segments with existing assets (such as include auto sales, diversified medical services buildings, and an assortment of light manufacturing, such as assembly and distribution) by facilitating site acquisitions, building and façade improvements, and directing businesses owners to resources for business counseling and start-up capital.

Particularly important are required changes to dimensional and walkability standards to encourage development of a more lively, attractive, and cost-efficient urban environment. Called a **Urban Priority Project Overlay District**, (See *Appendix 2: "Designate Zoning Overlay Districts for Priority Projects to Encourage Quality Development"* on page 4-36), the point is to enable a more focused site plan review.

This overlay should promote a real center of activity, as the greater the number of uses, the more reasons people will have to frequent the district over the course of the day. Key zoning changes include minimum building heights and maximum parking provisions, as this area should display much more development intensity than its surroundings.



Open Space and the Environment

This development is based on the idea that a proposed flood control project can also serve as the centerpiece of a major public/private redevelopment and can be a catalyst for redevelopment of this neglected and much

maligned area. The retention area would be expanded onto a sizable water body, a lake, around which a new public park is proposed. Rocky Creek Mixed-use Center will then become a public/private, job-oriented development, with this highly active public park at its center.

The proposed Rocky Creek Park will be a city-wide resource that will be part a broader network that extends the length of Rocky Creek into the Phinizy Swamp area. Proposed multi-purpose pathways along the Gordon Parkway and the “Augusta Way” would connect the area to Fort Gordon and the downtown. Well landscaped connections from the park would also connect directly with the existing neighborhood to the south.

Transportation Linkages

“Augusta Way”, a proposed Multi-Modal Corridor

This high priority corridor begins in the downtown and terminates at Rocky Creek Park. The transit system that serves this corridor will loop within Rocky Creek Park and have its Southern terminus here, from which other transit circuits can spread forth across the southern part of the city.

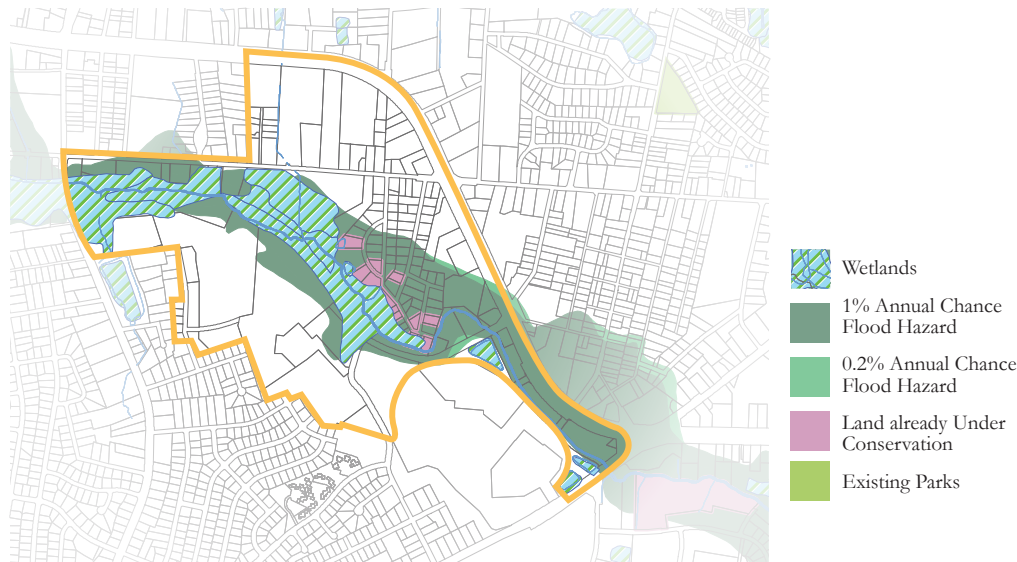


Figure 4-55. Primary Conservation Resources on Rocky Creek site

Neighborhood and Community Development

Gordon Highway Improvements

In addition to the multi-modal “Augusta Way” to the north, the Gordon Highway should be converted into a broad multi-way boulevard from Highland to Peach Orchard Road. The roadway can be reduced to two through lanes in each direction, with turn lanes at key intersections, and a landscaped median, and sidewalks and safe crosswalks. A twelve-foot wide multi-purpose route for bicycles and pedestrians can be built within wide shoulders on both sides, with substantial landscaping, primarily using large shade trees, to complete the parkway effect.

Within Rocky Creek Park

Avenue connections will run from the Gordon Highway, Deans Bridge Road and Wheelless Road into the heart of this development, connecting to a park-like roadway which will loop around the lake. The developed areas are organized around a grid street pattern of expandable urban blocks and with connecting streets into the neighborhood to the south.

The Rocky Creek Park district is poised to serve as a case study for interconnecting a range of building types and sizes both with and across a major public space. Additionally, the area will showcase important origin and destination connections to the larger city by virtue of its location at the crossroads for the Gordon Highway jobs and Priority-One corridors. The project will also tie into the existing stable neighborhoods to the south, facilitating better local connectivity, access to the public spaces, and access to Gordon Highway.

Housing development should be geared towards serving residential needs of new employees for the jobs proposed for Rocky Creek Park and the Gordon Highway corridor. A range of housing types and sizes will be required for the range of employment opportunities: from manufacturing and distribution to health care and administration. The range of housing units available coupled with the proposed CCRC should be conceived to afford residents a variety of options to age in place.

Rocky Creek Park should be defined by a thematically consistent architectural character. Public works initiatives should specifically define and provide a nexus for further development along Gordon Highway and the Priority-One Corridor, along “Augusta Way”. These deliberate measures will create a community aesthetic and provide a sense of place, which is totally absent in the area today.



6. Urban Village

Of the several opportunities for the creation of neighborhood oriented Urban Villages within the outlying suburbs, the site at the intersection of Deans Bridge and the Gordon Highway was determined to be the most representative.

Prototype Project #6a

Southgate Urban Village

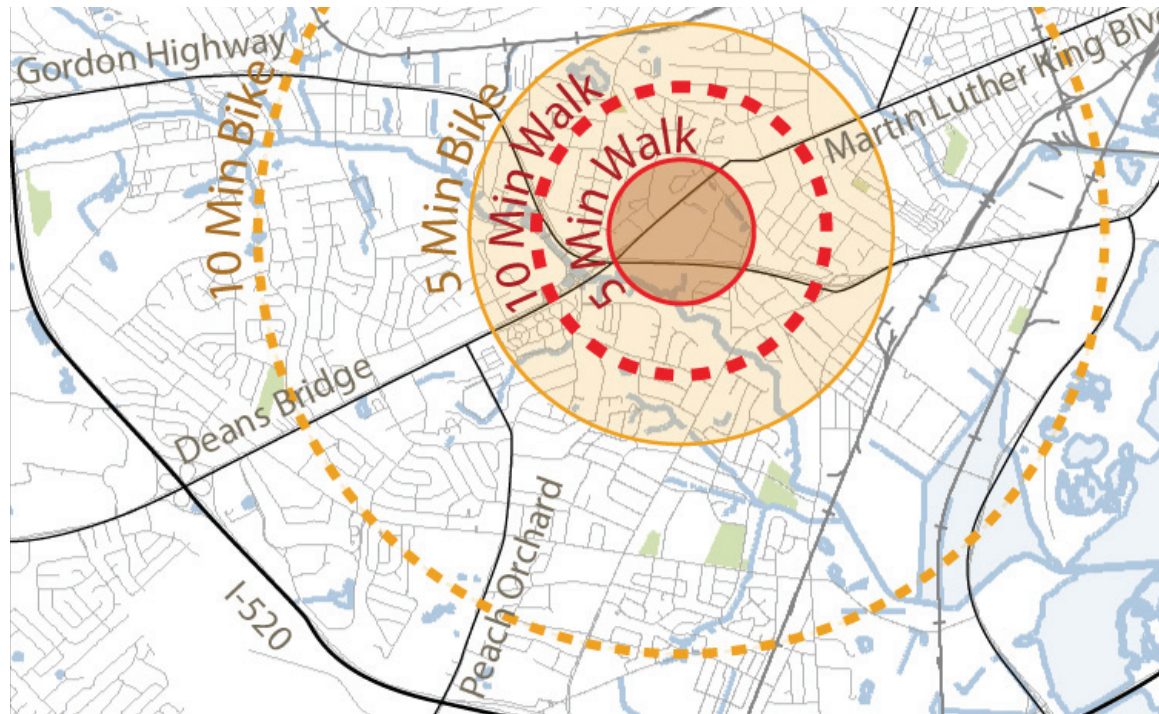
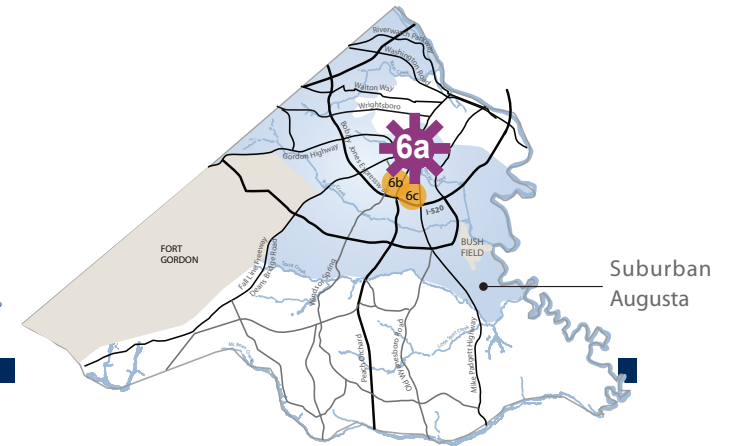


Figure 4-56. Travel Radius Map



6b Richmond Hill / Lumpkin Rd

6c Peach Orchard Shopping

Overview

Southgate started as one of Augusta's first strip shopping centers and is representative of several older commercial shopping centers that have grown up along the city's arterial corridors, particularly in the area to the south of the Augusta's downtown. Often, absentee owners of these centers have little interest in or commitment to the areas in which they are located. Many of these centers adjoin residential neighborhoods, which suffer because of the blighted condition and unattractive uses in some of these properties. Drive-by traffic has diminished because former origins and destinations have shifted and are better served by other arterial routes. Even normally viable auto-oriented, out-parcel sites are affected by these properties, given their size and prominence. Other examples are found west along the Gordon Highway, south on Deans Bridge Road, and on Peach Orchard Road.





Figure 4-57. A new "Main Street" off Deans Bridge Road connects the Augusta Mini-Theatre to a new Urban Village and Town Green on the Southgate property.



Figure 4-58. Aerial view from west

The Scene at South Gate Today

Gordon Highway, which runs along the southern edge of Southgate, is no longer a major retail corridor. Deans Bridge Road, today lined with marginal and inappropriate uses for such an important roadway, poorly serves people arriving from the south into downtown Augusta and the region's major medical complex. Deans Bridge Road, in this area, will become a major segment of the proposed multi-modal "Augusta Way", the Southgate lies within this Agenda's proposed Augusta Priority Development District, in which the "Augusta Way" runs, linking downtown activities with the proposed Rocky Creek Park. To the north and east are struggling neighborhoods, which are further impacted by the condition and activities of the mall. Just across Deans Bridge and southward, across the Gordon Highway are neighborhoods that are largely cut off from Southgate by the extraordinarily wide roadways and by the Rocky Creek flood plain.

Goals and Objectives

- Regain this area's economic viability by developing higher and better uses to reverse deterioration in this area.
- Reclaim and convert under-utilized parking areas to new uses that increase density and access to services.
- Make the area more accessible to nearby residents arriving by foot, with strong pedestrian connections to existing adjacent neighborhoods,
- Transform the Southgate into a center for urban neighborhood activities, by offering a new, amenity-rich mixed-use area that offers Augusta citizens an interesting and exciting alternative to the typical subdivision,
- Provide ready access to downtown and employment.

Illustrative Development Program

Market Support

The Deans Bridge/Gordon Highway intersection lies at the demographic center of the City and enjoys significant potential market strengths. However, deteriorating conditions in some of the nearby neighborhoods contribute to a general public perception of decline. Gordon Highway and Deans Bridge Road uses and configurations, with their lack of shade and landscape, add to the image of this as a "drive through" area.

The Establishment of the multi-modal corridor, the Rocky Creek initiatives and converting this segment of Gordon Highway into an urban parkway, can change people's opinions, but both public infrastructure and private investment must occur in tandem with each other.

Similarly, the development program anticipates an aggressive effort at support of existing homeowner rehabilitation and quality youth services to increase the attractiveness of the area as a place to live and shop. Nonetheless, housing subsidies and public support of commercial redevelopment efforts will be necessary to attract these markets in a timely way.



Suburban Augusta

Key Features:

- A Shopping and Schools**
 - Convert large, highway-oriented strip shopping center into neighborhood-oriented town center with town green.
 - Connect commercial center to Augusta Mini-Theater, surrounding neighborhoods and schools.
- B Living**
 - Develop medium density housing, of mixed apartment, town house, single-family dwellings with small yards, surrounding and connected to repositioned South Gate town center.
- C Open Space**
 - Create quality public spaces, through landscaping, town greens, and neighborhood playgrounds.
- D Corridor Development**
 - Extend the Multi-modal approach along Deans Bridge south to rock Creek.
 - Initiate neighborhood wide housing rehabilitation/ infill program

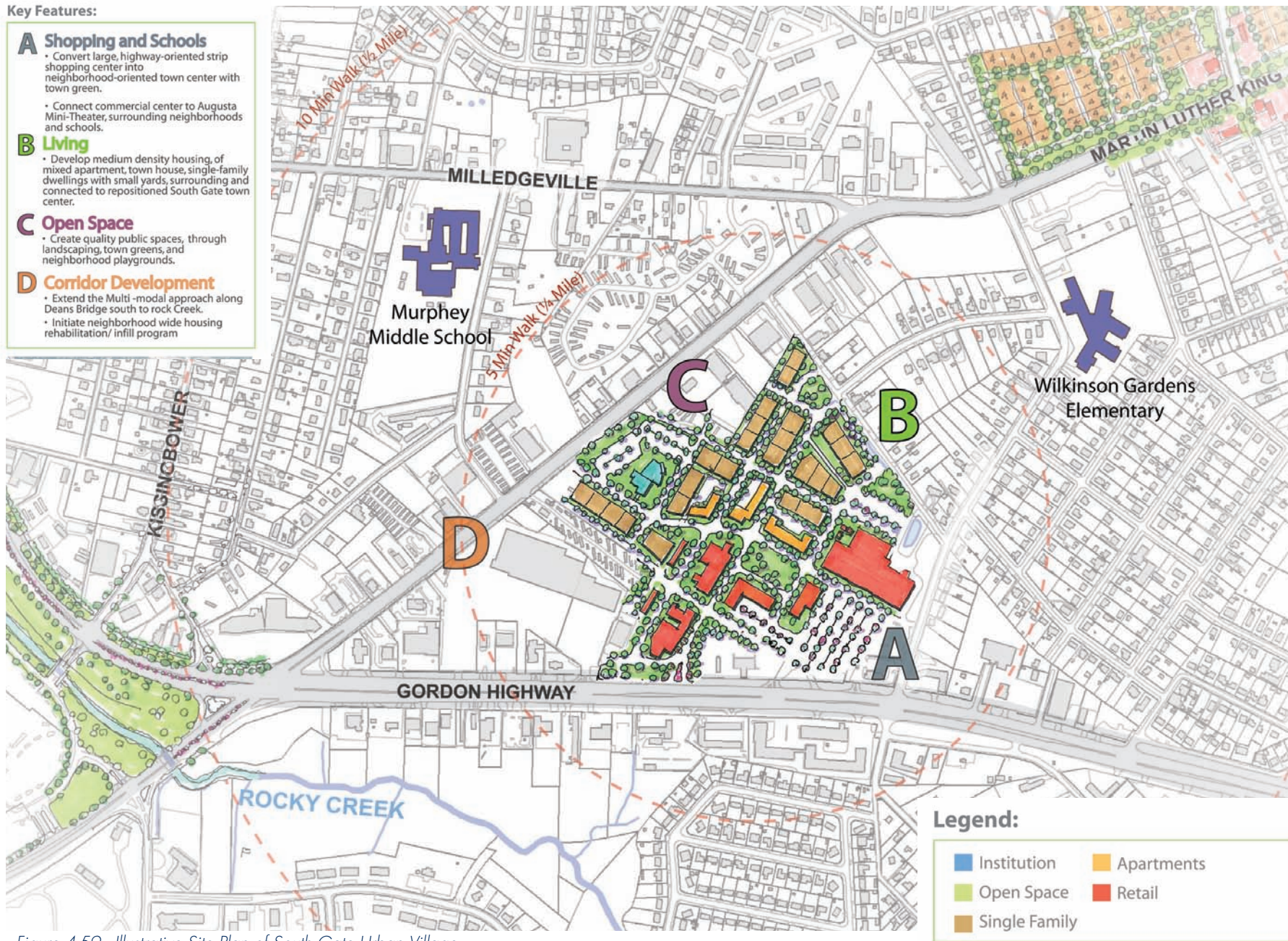


Figure 4-59. Illustrative Site Plan of South Gate Urban Village



Economic Development

Augusta can revitalize its older neighborhoods through targeted development of mixed-use centers at key intersections. Southgate Urban Village is a prime example of the potential of this approach. The area is deteriorating. The existing Southgate Plaza has lost its market. Through this effort, it will be revitalized and reoriented to more effectively integrate with the surrounding neighborhoods—rather than only continuing the attempt to snag drive-by business from the Gordon Highway.

Reinvestment in Southgate Mall and surround properties will include partial redevelopment of the center in a mixed-use model to expand its customer base and rejuvenate this hub. Adding 270 units of owner and rental housing adjacent to the commercial center will create a walkable, more energy-efficient, more sustainable lifestyle. New housing development will be coordinated with programs of residential rehabilitation and infill housing in the surrounding neighborhoods

and with the connection of the center to the community through improved local circulation. This revitalization will be stimulated through streamlined and coordinated use of existing economic and community development incentives, programs, and policies.

Southgate's success, as a targeted hub, will benefit from a range of existing assets including anchor retailers (Bi-Lo, for instance) and cultural institutions (Augusta Mini Theatre, Southside Tubman Family YMCA). The mixed-use development program will create a model revitalized center and support a broader array of retailing and services. This center, strategically located, could provide sufficient density to become a hub for expanded and more frequent public transportation services.

The Southgate Urban Village, focusing on community revitalization by re-integrating jobs, public services, and day-to-day convenience shopping back into the neighborhood will attract niche housing markets and provide a new lifestyle option to attract people back to Augusta and capture a larger share of the projected 90,000 person population growth in the next 20 years in the six-county region.

Public Sector Responsibilities

The most important public improvements in this area focus on actions required to realize the multi-modal “Augusta Way” along Deans Bridge Road and to convert the segment of Gordon Highway, from Deans Bridge to Peach Orchard into a well-landscaped, multi-way boulevard, with median, aka the Multi-way boulevard.

Other elements of public infrastructure include new streets, avenues and open parking areas within the Southgate Urban Village as well as a number of parks and playgrounds. Funding should be secured for the proposed expansion of the Augusta Mini Theater.

Private Sector Opportunity

For the commercial component in particular, this is largely a private sector initiative. South Gate's redevelopment depends upon private sector lead, though the city can help with infrastructure and even financing assistance, potentially through state and federal programs such as HUD's 108 Program.



Conceptual and Illustrative Program and Cost Estimate- Project #6a- South Gate Urban Village

						Land and	Public	Public			
Core Development	Unit	Gross sf/unit	Cost/sf	\$/Unit	Qty	Construction Cost	Subtotals	Infrastructure Investment	Financing for Development	Private \$	Cost Totals
Demolition/ site Prep	SF			10	120,000	1,200,000	1,200,000		500,000	700,000	
Retro fit Mall Space	SF			35	150,000	5,250,000	5,250,000		2,500,000	2,750,000	
New Retail	SF			70	40,000	2,800,000	2,800,000		1,225,000	1,575,000	
Mini Theatre Expansion	LS					3,000,000	3,000,000		450,000	2,550,000	
Neighborhood Rehab Units	SF	1,400	15	21,000	60	1,260,000	1,260,000		1,260,000	0	
Apartments/ TownHouses- Rental	SF	1,000	70	70,000	150	10,500,000	10,500,000		1,940,000	8,560,000	
Single Family--Sales	SF	1,800	70	126,000	80	10,080,000	10,080,000		3,760,000	6,320,000	
Townhome--Sales	SF	1,400	65	91,000	40	3,640,000	3,640,000		1,300,000	2,340,000	
						37,730,000	37,730,000		12,935,000	24,795,000	
			Soft @			23%	8,677,900		100,000	5,702,850	
									13,035,000	30,497,850	\$43,532,850
Roads and Parking											
Type 1 Rd (New Boulevard)- Multi-Modal Corrc	LF			\$1,330	5,200	\$6,916,000	\$6,916,000	6,916,000			
Type 2 Rd (New Avenue)-	LF			\$780	2,000	\$1,560,000	\$1,560,000	1,560,000			
Type 3 Rd (New Local Street)	LF			420	3,000	1,260,000	1,260,000	1,260,000			
Gordon Highway Reconfig (DB to PO)	LF			\$700	4,800	\$3,360,000	\$3,360,000	3,360,000			
Surface Public Parking, say	Spaces			\$2,000	400	800,000	800,000	800,000			
								\$ 13,896,000			\$13,896,000
Public Open Space											
							9				
Town Green	LS					1,500,000	1,500,000	1,500,000			
Garden City LA Highlight Area	Ea			40,000	2	80,000	80,000	80,000			
Neighborhood Park	LS					300,000	300,000	300,000			
								1,880,000			\$1,880,000
other											
							Units				
other	Ea	1	1			0	0				\$0
Summary											
				Total Residential	270			15,776,000	\$13,035,000	30,497,850	\$59,308,850
					Infrastructure AE/Contingency	25%		3,944,000			\$3,944,000
				Rental Apts/ TwnHses--Avg. Cost	\$92,558	Development Contingency	7.5%			3,264,964	\$3,264,964
				Single Family--Sales Prices	\$154,981	Cost of Sales (Sales Units Only)	7.0%			1,065,000	\$1,065,000
				Townhome--Sales Prices	\$144,949	Profit (Sales Units Only)	15%			2,325,000	\$2,325,000
				*Includes Soft + Profit/Contingency			TOTAL	19,720,000	\$13,035,000	37,152,814	\$69,907,814
								28%	19%	53%	100%

Housing development, potentially well in excess of 500 units (including the 270 units programmed for the South Gate Urban Village site itself), would be comprised of denser garden apartment and town house development within the town center and along the multi-modal corridor, with small lot single family units in clusters and as in-fill, scattered throughout the neighborhood. These are envisioned as largely public/private partnerships, in part supported through the City's Housing and Community Development Department.

Mix, Size and Prices

The program assumes a significant reduction of retail space, with more removed than added in the new configuration to a village center. The retail mix would be repositioned as a locally-oriented center offering a broad array of community-oriented goods and services, as well as lunchtime support for surrounding employment locations.

The current center includes about 320,000 sf of gross commercial space, though much of it is vacant. The anticipated reconfiguration calls for demolition of approximately 120,000 sf of this space; refurbishment of 150,000 of the remaining 200,000 SF; and adding back 40,000 sf in new construction to achieve the desired village dynamic. The resulting center would have 240,000 sf anchored by the existing grocery store.

Residential components would include denser apartment and town house development within and adjacent to existing commercial, with small lot single family dwellings infilling as development moves out from the new village center. Rents for apartments and town homes are estimated to average \$800, while sales are targeted at \$140,000 for 1,800 single family residences and \$100,000 for 1,400 town homes.

Realizing the Project

Finding the Champions

The Champions for this development will be private sector interests working with the City, the Augusta Mini-Theater and the Board of Education. First priority is site assembly, which would likely be coordinated by the Augusta Civic Realty Trust (CRT). The City should commit to specific public infrastructure expenditures. Private redevelopment could be on a parcel by parcel basis by private development groups formed expressly for this purpose.

Project Concept

The rebuilding of deteriorating South Gate Mall into an urban village is the obvious first step, given in part to the fact that land assembly, even incorporating the Mini Theater property, is relatively easy. The logical attendant effort should focus on adjacent properties along the eastern side of Deans Bridge Road and on parcels within the surrounding neighborhood, particularly between South Gate and the Wilkinson Gardens Elementary School and the adjacent YMCA.



Phase 1 Financial Analysis

Development of the South Gate Urban Village will require a multi-component effort—commercial redevelopment, rental housing development, and sales housing. The total on-site development program is over \$60 million, including more than \$30 million in housing activity, more than \$20 million in commercial revitalization, \$6 million in on-site public infrastructure, and the \$3 million expansion of the Augusta Mini Theatre.

A blend of debt from private and public sources can effectuate the repositioning of the South Gate retail component. Even with a modest average rent of \$11 triple net, the facility can support the more than \$12 million in new private and public source debt necessary to rejuvenate and reposition the facility around the publicly-financed Town Green. After debt service, the economics of the project provide the owner with a 10% return on the \$8.6 million current value of the facility.

Project #6a: Southgate Urban Village

Commercial Development Program	
240,000 SF Retail/Commercial	
Development Budget	
Private Commercial Development	
In-Place Value	\$8,600,000
Demolition/Infrastructure (120,000 SF @	\$1,200,000
Store Retrofit (150,000 SF @ \$35)	\$5,250,000
New Construction (40,000 SF @ \$70)	\$2,800,000
Soft Costs @ 23%	\$2,125,000
Contingency @ 7.5%	\$850,000
Total Private Development Costs	\$20,825,000
Town Green	\$1,725,000
Total Development Costs	\$22,550,000
Sources of Funds	
Private Equity (Current Value)	\$8,600,000
First Mortgage Debt	\$8,000,000
Subordinated Debt (Public Source)	\$4,225,000
Town Green--Public Infrastructure	\$1,725,000
Total Sources of Funds	\$22,550,000
Income & Expense Pro Forma	
Rents (240,000 SF @ \$11/SF Average)	\$2,640,000
Vacancy (7%)	-\$185,000
Operating Expense (Net of Tenant Pass Through)	-\$480,000
Net Operating Income	\$1,975,000
First Debt Service (6.5%/20 Yr)	\$725,000
Subordinated Debt Service (6%/19 Yr)	\$380,000
Cash Flow	\$870,000
Return on Equity	10.12%

Figure 4-61. Proforma for Project #6a, Southgate Urban Village

Prototype Project 6a: Southgate Urban Village

Project #6a: Southgate Urban Village

Sales Housing Development Program

80 Small Lot Single Family Homes/40 Townhomes

Development Budget

Private Residential Development	
Construction SFR (80 @ 1,800 SF @ \$70)	\$10,080,000
Construction Townhome (40 @ 1,400 SF @ \$65)	\$3,640,000
Soft Costs @ 23%	\$3,150,000
Total Private Development Costs	\$16,870,000
Local Streets & Neighborhood Park	\$2,500,000
Total Development Costs	\$19,370,000

Sources of Funds

Net Sales Proceeds	\$11,810,000
Subsidy (Public Source)	\$5,060,000
Streets & Park--Public Infrastructure	\$2,500,000
Total Sources of Funds	\$19,370,000

Sales Pro Forma

Single-Family Homes (80 @ \$140,000)	\$11,200,000
Townhomes (40 @ \$100,000)	\$4,000,000
Cost of Sales (7%)	-\$1,065,000
Net Funds for Development & Profit	\$14,135,000
Sales Proceeds for Development Costs	\$11,810,000
Profit	\$2,325,000
Profit As Percent of Sales	15.30%

Project #6a: Southgate Urban Village

Rental Housing Development Program

150 Units Rental Townhomes/Garden Apartments

Development Budget

Private Residential Development	
Construction (150,000 SF @ \$70)	\$10,500,000
Soft Costs @ 23%	\$2,425,000
Contingency @ 7.5%	\$975,000
Total Private Development Costs	\$13,900,000
Parking & Local Streets	\$2,000,000
Total Development Costs	\$15,900,000

Sources of Funds

Private Equity	\$1,960,000
First Mortgage Debt	\$10,000,000
Subsidy (Public Source)	\$1,940,000
Parking & Streets--Public Infrastructure	\$2,000,000
Total Sources of Funds	\$15,900,000

Income & Expense Pro Forma

Rents (150 Units @ \$800/Month Average)	\$1,440,000
Vacancy (7%)	-\$100,000
Operating Expense	-\$540,000
Net Operating Income	\$800,000
First Debt Service (4.5%/30 Yr)	\$615,000
Cash Flow	\$185,000
Return on Equity	9.44%



The 150-unit rental development is economically viable at \$800 average rents for a typical 1,000 SF unit provided a modest 15% public subsidy of housing development costs is available and public investment provides parking and local street infrastructure.

Upgrading the market for sales housing is critically important to the overall revitalization of the area and to establish values that spill over into adjoining older subdivisions and neighborhoods. Sales prices have been targeted for new construction at the Urban Village at \$140,000 for 80 1,800 sf small-lot single family

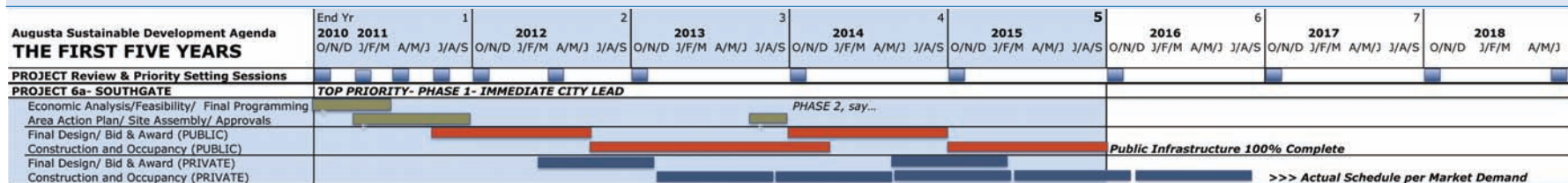
homes and \$100,000 for 40 1,400 sf town homes. At these sale prices, developers can successfully develop these units with public support for construction of local streets and with housing development subsidy funds averaging 30% of costs

Key Early Actions and Overall Timetable

As part of the Priority Development District, implementation work should begin at once following City Commissioner approval of the Augusta Sustainable Development Agenda. The city should immediately devise an overall strategy to build a public/private partnership for this project. A key first step is to begin a dialogue with the current owners to engage them in this effort.

A master Area Action Plan should be developed to guide both public and private efforts, to further refine participant roles and the actual program and the urban design framework. Placement of the proposed infrastructure improvements on a priority list of SPLOST or other funding is critical, given the inevitable lead times.

Figure 4-62. Overall Time Table



Applying this Agenda's Sustainable Development Recommendations

Aging commercial strip corridors are common in Augusta, with many of them losing their attractiveness in the market. This Agenda's recommendations are intended to provide guidance on revitalization methods for these commercial areas in order to accommodate economic growth, reuse land already serviced by existing infrastructure and improve the environmental quality of new development through better site design and building code standards.

Land Development Regulations

This strategy assumes that the city will make the zoning adjustments necessary to create a high density, mixed-use center in this part of Augusta.

Particularly important is the creation of a **Urban Priority Project Overlay District**, (*See Appendix 2: "Designate Zoning Overlay Districts for Priority Projects to Encourage Quality Development" on page 4-36*), to enable a more focused site plan review based on Traditional Neighborhood Design standards. This district should include guidelines to orient buildings to activate streets, provide a central focus through a town square or plaza, design streets around pedestrian comfort, and provide a network of small blocks.



Open Space and the Environment

A well-treed corridor of sidewalks and a wide greenway, with bike path and a potential future dedicated transit way run the length of the corridor linking a number of existing play fields, currently operated by the school system and the Southside YMCA.

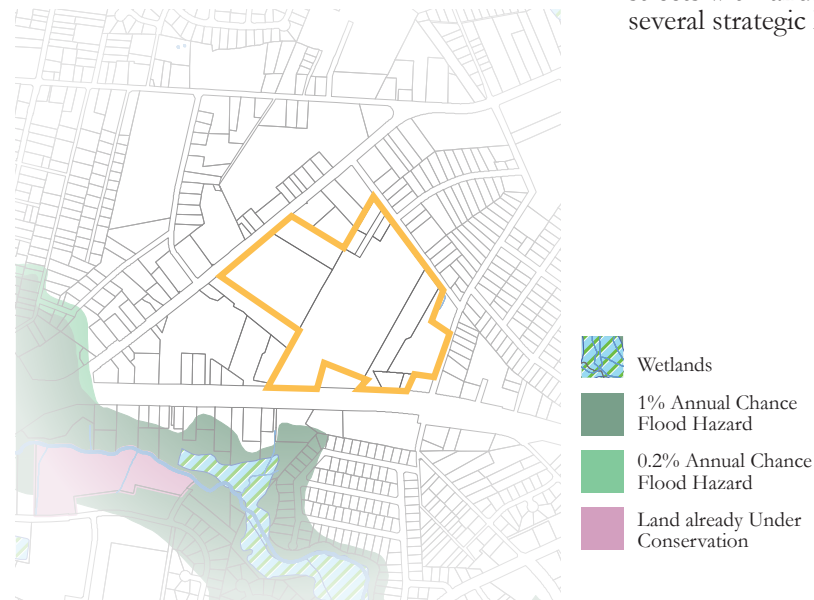


Figure 4-63. Primary Conservation Resources on the South Gate site

At Southgate Urban Village, this system should tie directly into the shaded sidewalks and bike lanes constructed as part of the town center redevelopment. Several larger open space elements here include parkland associated with the Augusta Mini Theater, a new Town Green and several small neighborhood parks. New streets with landscaped medians are proposed in several strategic locations.

Transportation Linkages

As described above, the Gordon Highway will be converted into a broad, Multi-Modal Boulevard, from Highland to Peach Orchard Road, thus immediately giving the area a more positive image.

This Agenda's proposed Multi-modal Boulevard, hereafter, "Augusta Way", runs along the Dean Bridge alignment on the western edge of this project area. This roadway will be reduced to two lanes in each direction, with turn lanes at key intersections, with a wide, landscaped median, sidewalks and safe crosswalks. A twelve-foot wide multipurpose lane is built within wide landscaped shoulders, completing the Garden City Boulevard effect. A number of new streets are proposed to develop to urban, "village" framework and they connect to adjacent uses and into the surrounding street network.

A number of new streets are proposed to develop to urban, "village" framework and they connect to adjacent uses and into the surrounding street network.

Neighborhood and Community Development

Adjacent development on the multi-modal corridor is geared to denser residential uses, vehicular service to these buildings should be from the rear streets or along secondary loop or frontage roads in order to maintain safe circulation adjacent this high volume corridor.

An important urban infill prototype, Southgate Urban Village will link struggling existing neighborhoods across new development and key corridors. Straightforward circulation within the Southgate Village that accommodates a safe range of travel options through the neighborhood and to local goods and services is important both in defining an attractive, desirable place to live and in serving as a catalyst for further revitalization in adjacent residential zones.

Infill housing built largely on reclaimed, under-utilized parking and retail space should be dense and diverse in to make optimal use of the land, ensure walkability, and provide proximate residential options for employees along the jobs corridor.

The Agenda also calls for the eventual redevelopment of most land in this Deans Bridge Road segment of the multi-modal “Augusta Way” into denser residential uses, served by the transit corridor to places of employment and further enlarging the customer base for the town center. In addition to the proposed neighborhood-scale commercial development, Southgate Urban Village and the surrounding neighborhoods will

be served by the existing larger retail outlet and grocery store as well as by existing local cultural, recreational, and educational amenities. Located in the Priority Development District, Southgate will also benefit from direct access both to downtown and points south.



7. Neighborhood Revitalization

Of the several opportunities for preserving inner-ring neighborhoods, shown in the locator map on the right, the site along Martin Luther King Boulevard and the 15th Street Corridor was determined to be the most representative.

Prototype Project #7a:

Oates Creek Neighborhood

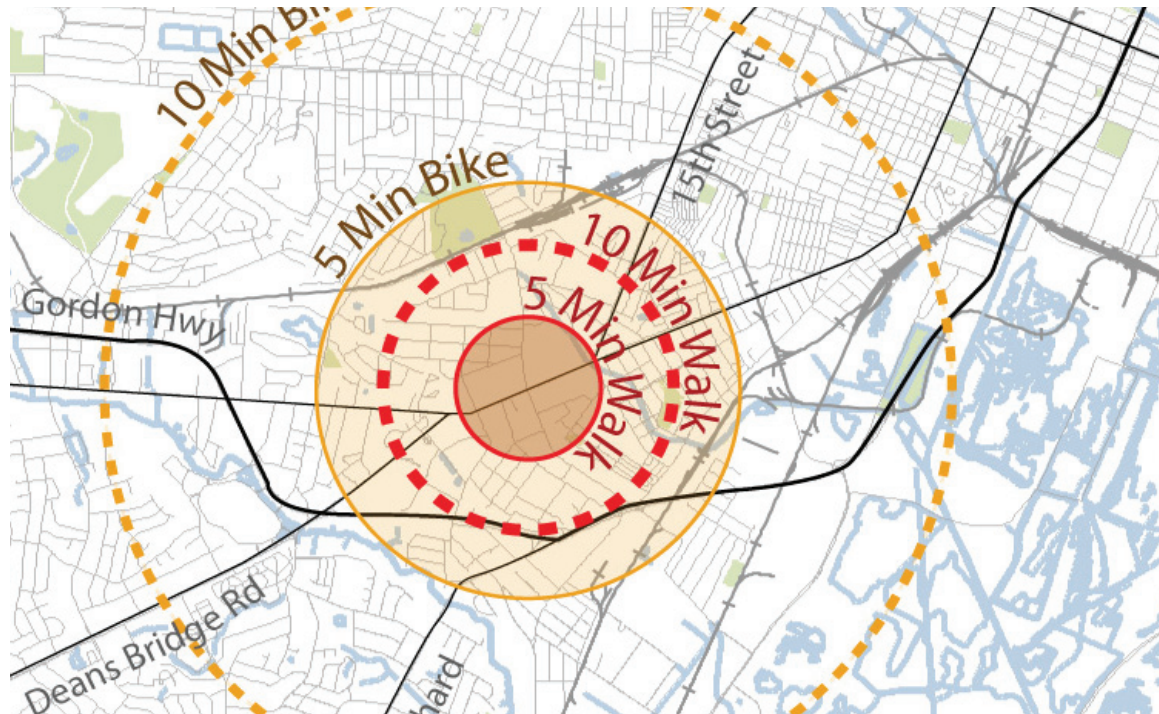
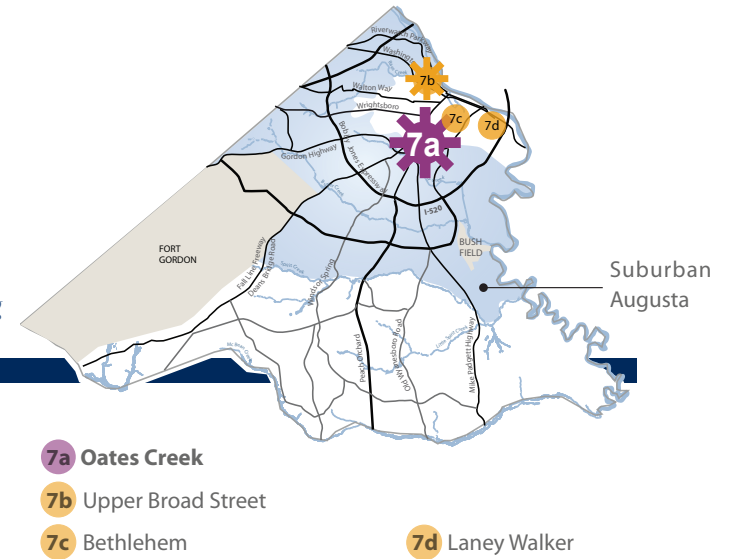


Figure 4-64. Travel Radius Map



Overview

Suburban flight and sprawl have gutted many of the inner neighborhoods of Augusta. This deterioration is common in both the inner-city and in the early, post World War II suburbs. Arterial highways with nearly continuous commercial use along the margins add to the problem. Those who can afford to, particularly stable families who could be part of a turnaround, find the issues overwhelming, often relocate to newer suburban communities, taking with their money and their energy with them. In the case of Augusta, they often leave the city altogether and move to neighboring Colombia, McDuffie or Aiken Counties. This trend started in downtown Augusta, but has extended southward and westward into the older suburbs.

Prototype Project 7a: Oates Creek Neighborhood Revitalization



Figure 4-65. View of urban neighborhood along a well-treed “Augusta Way” boulevard with multiple methods of transportation, including bike, pedestrian, low-speed electric vehicle, transit, and automobiles.





Figure 4-66. Aerial view from west

The Oates Creek Area Today

The existing roadway corridor is inadequate to the needs of today, with most of the city's population being in the south and with this route being virtually the only and most direct corridor to the medical centers and to the downtown. The area is perceived as dangerous and rift with crime.

Abandoned businesses, junk yards, body shops, marginal used car lots and other related ventures line the corridor. This is part due to flooding issues that recent flood control efforts, which channelized the creek, have supposedly resolved. Much of the land is underdeveloped. The result is that there are large tracts of land that could be used to rebuild upon.

There are a number of churches in the area, which could lead this revitalization, the most prominent being the Good Shepherd Baptist Church, which has already assembled significant land around its perimeter with this in mind. This Agenda should help them and will build upon their initiatives.

Goals and Objectives

- Demonstrate, in this central location, that a healthy, safe, vibrant and desirable community can re-emerge.
- Build a broad based public/private collaboration, using the proposed Fifteenth Street /Milledgeville Road Widening project as catalyst for a multi-modal corridor, the proposed “Augusta Way”, to redefine this area,
- Bring them back. Bring them back in greater numbers befitting from this “near-in” location.
- Respect the historic importance of this area and preserve the significant historic properties and adjoining neighborhoods that remain here.

Illustrative Development Program

Market Support

Despite the fact that this area is one of the most depressed parts of the city, it is centrally located and sits astride a logical growth corridor for the city. Once public infrastructure improvements are made and initiatives have been undertaken to rejuvenate the surrounding neighborhood, the market can change dramatically. Initial development will need to establish a market through highly competitive pricing, quality product, and compacted development intent on establishing positive micro-environments within the community.

Economic Development

Redevelopment of the Oates Creek Neighborhood provides the opportunity for a careful program of new housing development, infill housing, and housing rehabilitation that will connect the key mixed-use developments of Rocky Creek and Southgate Urban Village at Gordon Highway and Deans Bridge with the on-going revitalization efforts in Laney Walker/Bethlehem. These efforts will coincide with planned reconstruction of the 15th Street/MLK/Milledgeville Road corridor (“Augusta Way”) and provide an important economic and visual connection to Downtown Augusta.





Figure 4-67. Illustrative Site Plan of Oates Creek Neighborhood and Community Development

Prototype Project 7a: Oates Creek Neighborhood Revitalization

The overall development program for this area, likely to be completed over a 10 to 20 year period, includes a total of 900 new housing units in part tied to the reconstruction of the Cherry Tree Crossing and Dogwood Terrace public housing developments. This program includes an 80-unit senior housing development and 80 units of single family home sales housing in Phase 1. Phase 2—likely to occur in multiple developments—would provide 370 units of additional affordable, workforce, and market rate rental housing and 370 additional new homes for sale. An on-going program of neighborhood preservation on the surrounding blocks would include residential rehabilitation and limited infill housing. Modest retail node along the corridor at key intersections will complement this development.

The Oates Creek Neighborhood Revitalization will be further benefited from the strong local presence of institutional, cultural and faith-based organizations such as local churches, Josey High School and other Board of Education facilities, the Augusta Mini Theatre, and the Southside Tubman Family YMCA. These organizational supports will help solidify the neighborhood as a positive environment for families buying and renting here.

Public Sector Responsibility

The major public infrastructure improvement for this Prototype Project will be the reconstruction of the Fifteenth Street/MLK Boulevard/Milledgeville Road/ Deans Bridge Road corridor into a the first complete segment of a central north to south multi-modal boulevard, i.e. the “Augusta Way”.

The general use framework for this corridor is proposed to be higher density residential, with convenience commercial targeted at key intersections. The city would take an active role in creating a viable setting to attract private development by establishing a 160-foot corridor width and preventing any new development from occurring within that zone. The city’s Land Bank should aggressively work to assemble parcels for redevelopment and assist in relocation of non-desirable uses, such as junk yards, and marginal or undesirable commercial uses.

The city should assist in the development of a new commercial/light industrial park along the railroad between Olive Road and the Castlebury’s facility. This convenient location could serve as a relocation area for similar businesses displaced within the corridor as redevelopment progresses.

Finally, the City’s Department of Housing and Community Development should actively expand its neighborhood rehabilitation programs into this area.

Private Sector Opportunities

On larger parcels, private development of higher density mixed income housing would be the primary use. Site assembly and disposition would be managed by the city’s Land Bank. This could be done in conjunction with local community development corporations, religious organizations or property owners,

A major part of the redevelopment of this area can be undertaken through public/private partnerships similar to those between the Augusta Housing Authority and private developers at Underwood Homes. This could come under one of the emerging programs of the federal government Department of Housing and Urban Development. Specifically,



Figure 4-68. Illustrative Program and Cost Estimate

Conceptual and Illustrative Program and Cost Estimate- Project #7a- Oates Creek Neighborhood Revitalization

Core Development	Unit	Gross sf/unit	Cost/sf	\$/Unit	Qty	Land and Construction Cost	Subtotals	Public Infrastructure Investment	Public Financing for Development	Private \$	Cost Totals
Demolition/ site Prep	SF			5	50,000	250,000	250,000		250,000	0	
New Retail (Intersection convenience)	SF			70	12,000	840,000	840,000			840,000	
Neighborhood Rehab Units	SF	1,400	15	21,000	100	2,100,000	2,100,000		2,100,000	0	
Phase 1--Senior Rentals	SF	700	80	56,000	80	4,480,000	4,480,000		1,800,000	2,680,000	
Phase 1- Sales Housing	SF	1,800	70	126,000	80	10,080,000	10,080,000		4,000,000	6,080,000	
Phase 2- Sales Housing	SF	1,543	70	108,027	370	39,970,000	39,970,000		14,000,000	25,970,000	
Phase 2 Rental Townhomes/Apartments	SF	1,216	70	85,135	370	31,500,000	31,500,000		7,750,000	23,750,000	
						89,220,000	89,220,000		29,900,000	59,320,000	
			Soft @			23%	20,520,600		6,417,600	13,620,000	
							109,740,600		36,317,600	72,940,000	\$109,257,600
Roads and Parking											
Type 1 Rd (New Boulevard)- Multi-Modal Corrc	LF			\$1,330	8,000	\$10,640,000	\$10,640,000	10,640,000			
Type 2 Rd (New Avenue)-	LF			\$760	1,000	\$760,000	\$760,000	760,000			
Type 3 Rd (New Local Street)	LF			\$420	8,000	3,360,000	3,360,000	3,360,000			
Existing Street Improvements (StreetScaping)	LF			\$200	4,800	960,000	960,000	960,000			
Surface Public Parking	Spaces			\$2,000	40	80,000	400,000	400,000			
								\$ 16,120,000			\$16,120,000
Public Open Space											
					9						
Town Green	LS					1,000,000	1,000,000	1,000,000			
Garden City LA Highlight Area	LS			40,000	2	80,000	80,000	80,000			
Neighborhood Parks (2)	LS			200,000	2	400,000	400,000	400,000			
								1,480,000			\$1,480,000
other											
					Units						
Shiloh Rehabilitation	LS			500,000	1	500,000	\$500,000	500,000			
								500,000			\$500,000
Summary											
			Total Residential		900			\$ 18,100,000	\$36,317,600	\$ 72,940,000	\$127,357,600
	Unit Values					Infrastructure Contingency	25%	4,525,000			4,525,000
	Senior Rentals--Phase 1		\$74,100			Development Contingency	7.5%		2,723,820	5,470,500	8,194,320
	Single Family--Sales- Phse 1		\$120,000			Cost of Sales (Sales Units Only)	7%			\$3,570,000	3,570,000
	Single Family--Sales- Phse 2		\$130,000			Profit (Sales Units Only)	15%			\$8,080,000	8,080,000
	Rental Townhomes/Apartments		\$95,000								
	TH Sales Phase 2		\$112,600								
						TOTAL		\$ 22,625,000	\$39,041,420	\$ 90,060,500	\$151,726,920
						% of Total		14.9%	25.7%	59.4%	100%

the strategy would be to redevelop the Cherry Tree Crossing and Dogwood Terrace public housing projects as mixed-income developments and to integrate low and moderate housing development onto other smaller scattered parcels in the neighborhood.

Mix, Size and Prices

The program assumes conversion of most of the property within this area to urban residential and support uses and services. Small, neighborhood oriented retail/commercial nodes with a total of 12,000 sf of additional retail space are imagined at the intersection of 15th and MLK, as well as at Milledgeville/Deans Bridge.

Residential components would include denser apartment and town house development along the new “Augusta Way”, with small lot single family dwellings infilling in the rear.

The typical senior apartment is small, approximately 700 sf, and rents are estimated to average \$475 per month. Phase 2 apartments and town homes, at an average size of 1,200 sf, are estimated to rent for an average \$650. These are estimated average rents as the financing program identified for each development will determine much of the rent structure.

We have targeted a Phase 1 sales price point of \$120,000 for the 1,800 sf single family homes. This price point needs to be set highly competitively to attract moderate income home buyers to begin the revitalization process. In Phase 2 we target an average price increase to \$130,000 for the 1,800 single family residences and set \$95,000 as the likely price for the 1,400 sf town homes.

Realizing the Project

Finding the Champions

The primary champions for this development would be the Good Shepherd Baptist Church, other local churches, and active neighborhood groups. The City should commit to specific public infrastructure expenditures and commit the resources of various departments and authorities to this effort. Private developers would likely partner with locally-based community development corporations, or with the Augusta Housing Authority.

Start-up Project Concept

The core idea is to start the revitalization of this area on land currently owned and controlled by the Church of the Good Shepherd. Adjacent and other nearby properties should be added as they become available. Properties that will have been acquired by the Georgia DOT as part of the road widening process should be incorporated if they include, remnant available land. The City should embark on an active property acquisition and land banking program throughout this area.



Phase 1 Financial Analysis

Development of the Oates Creek Neighborhood will require multiple developments of both rental and sales housing. The total development program is over \$120 million in 2010 pricing, including a Phase 1 of nearly \$20 million.

The 80-unit senior rental development is economically viable at \$475 average rents for a typical 700 SF unit. This results in a \$6.4 million development provided there is support from an approximately 40% public subsidy of housing development costs and public investment provides parking, parks, and local street infrastructure.

For the Phase 1 sales housing, prices have been targeted for new construction at \$120,000 for 80 1,800 sf small-lot single family homes. At these sale prices, developers can successfully develop these units with public support for construction of local streets and with housing development subsidy funds averaging 40% of costs.

Phase 2 Sales Housing Development Program	
180 Small Lot Single Family Homes/190 Townhomes	
Development Budget	
Private Residential Development	
Construction SFR (180 @ 1,800 SF @ \$70)	\$22,680,000
Construction Townhome (190 @ 1,400 SF @ \$65)	\$17,290,000
Soft Costs @ 23%	\$9,190,000
Total Private Development Costs	\$49,160,000
Parking, Local Streets & Parks	\$3,800,000
Total Development Costs	\$52,960,000
Sources of Funds	
Net Sales Proceeds	\$31,960,000
Subsidy (Public Source)	\$17,200,000
Streets--Public Infrastructure	\$3,800,000
Total Sources of Funds	\$52,960,000
Sales Pro Forma	
Single-Family Homes (180 @ \$130,000)	\$23,400,000
Townhomes (190 @ \$95,000)	\$18,050,000
Cost of Sales (7%)	-\$2,900,000
Net Funds for Development & Profit	\$38,550,000
Sales Proceeds for Development Costs	\$31,960,000
Profit	\$6,590,000
Profit As Percent of Sales	15.90%

Figure 4-69. Proforma for project #7a, Oates Creek Neighborhood Revitalization

Prototype Project 7a: Oates Creek Neighborhood Revitalization

Phase 1 Sales Housing Development Program		
80 Small Lot Single Family Homes		
Development Budget		
Private Residential Development		
Construction SFR (80 @ 1,800 SF @	\$10,080,000	
Soft Costs @ 23%	\$2,320,000	
Total Private Development Costs	\$12,400,000	
Parking, Local Streets & Parks	\$500,000	
Total Development Costs	\$12,900,000	
Sources of Funds		
Net Sales Proceeds	\$7,440,000	
Subsidy (Public Source)	\$4,960,000	
Streets, Parking & Parks--Public Infrastructure	\$500,000	
Total Sources of Funds	\$12,900,000	
Sales Pro Forma		
Single-Family Homes (80 @ \$120,000)	\$9,600,000	
Cost of Sales (7%)	-\$670,000	
Net Funds for Development & Profit	\$8,930,000	
Sales Proceeds for Development Costs	\$7,440,000	
Profit	\$1,490,000	
Profit As Percent of Sales	15.52%	

Senior Housing Development Program		
80 Units Senior Rental Housing		
Development Budget		
Residential Development		
Construction (56,000 SF @ \$80)	\$4,480,000	
Soft Costs @ 23%	\$1,030,000	
Contingency @ 7.5%	\$420,000	
Total Private Development Costs	\$5,930,000	
Parking, Local Street & Neighborhood Park	\$500,000	
Total Development Costs	\$6,430,000	
Sources of Funds		
First Mortgage Debt	\$3,730,000	
Subsidy (Public Source)	\$2,200,000	
Streets, Parking & Parks--Public Infrastructure	\$500,000	
Total Sources of Funds	\$6,430,000	
Income & Expense Pro Forma		
Rents (80 Units @ \$475/Month Average)	\$457,000	
Vacancy (5%)	-\$23,000	
Operating Expense	-\$200,000	
Net Operating Income	\$234,000	
First Debt Service (4%/30 Yr)	\$214,000	
Cash Flow	\$20,000	



Phase 2 Rental Housing Development Program		
370 Units Rental Townhomes/Garden Apartments		
Development Budget		
Private Residential Development		
Construction (450,000 SF @ \$70)		\$31,500,000
Soft Costs @ 23%		\$7,250,000
Contingency @ 7.5%		\$2,900,000
Total Private Development Costs		\$41,650,000
Parking, Local Streets & Parks		\$3,800,000
Total Development Costs		\$45,450,000
Sources of Funds		
Private Equity (Tax Credit)		\$12,500,000
First Mortgage Debt		\$19,600,000
Subsidy (Public Source)		\$9,550,000
Streets, Parking & Parks--Public Infrastructure		\$3,800,000
Total Sources of Funds		\$45,450,000
Income & Expense Pro Forma		
Rents (370 Units @ \$650/Month Average)		\$2,885,000
Vacancy (7%)		-\$200,000
Operating Expense		-\$1,330,000
Net Operating Income		\$1,355,000
First Debt Service (4.5%/30 Yr)		\$1,200,000
Cash Flow		\$155,000

Prototype Project 7a: Oates Creek Neighborhood Revitalization

Key Early Actions and Overall Timetable

Following City Commissioner approval of this Augusta Sustainable Development Agenda (ASDA), highest priority is to engage Georgia DOT in the continuing dialogue about required alignment and details adjustments to their current 15th Street project. Determinations also need to be made as to whether land, formerly designated as being in the flood plain, is now fully buildable following recent storm water system improvements along Oates Creek.

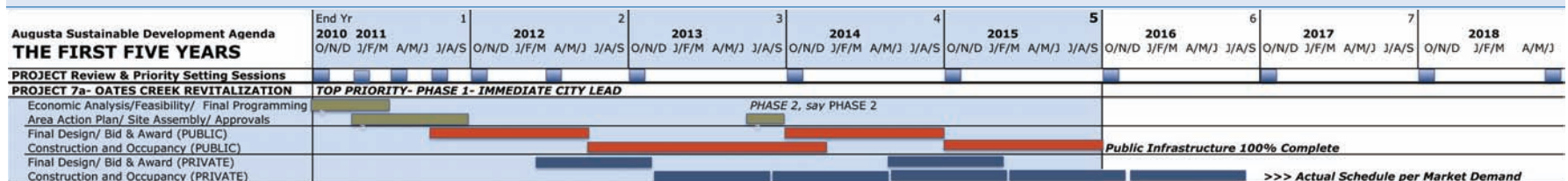
The city should immediately devise an overall strategy to implement the larger “Augusta Way” concept as a major catalyst for redevelopment. This would likely involve joint development with the Augusta Housing Authority. This would be a master Area Action Plan that benefits from

participation of the entire community and well as city official and local institutions. It would guide both public and private efforts, further refine participant roles and the actual program, as well as develop a coherent business relocation plan and set the overall urban design framework.

Funds should to found to acquire the land needed to realize the greenway element. Placement of the proposed infrastructure improvements on a priority list of SPLOST or other funding is critical, given the inevitable lead times.

Concurrently, begin a dialogue with the current owners and interest groups to engage them in this effort, beginning with the local churches, the “Y”, and the schools.

Figure 4-70. Overall Time Table



Applying this Agenda's Sustainable Development Recommendations

Several of the Guiding Policies of the Comprehensive Plan support the redevelopment and infill of older neighborhoods. This Agenda works in tandem with these policies to promote infill housing as a Smart Growth land development practice in Augusta's Urban and Suburban areas. This sustainable strategy makes use of existing infrastructure by reconnecting neighborhoods that have been severed by infrastructure or poor performance.

Land Development Regulations

This project references the **"Segments Between the Major Intersections: Corridor Revitalization Strategy Two"**, (*See Appendix 2: "Corridor Segments Between the Major Intersections" on page 4-53*, from this Agenda's Sustainable Development Recommendations. This strategy suggests **supporting housing opportunities** in places where there are no viable commercial enterprises existing. This idea can be further supported by an **independent economic study** that demonstrates how market demand for retail can no longer provide expected profits, and how "trading in" retail entitlements for higher density residential entitlements will be more lucrative to property owners in the long term.

Open Space and the Environment

This area has a good base of public open space including ball fields at The Shiloh facility, the athletic fields at Josey High School, and the Tubman YMCA fields on MLK Boulevard. There is a dangerous, narrow railroad underpass connection to Pendleton Park.

This project would create a broad multi-purpose greenway corridor through this area as part of the proposed "Augusta Way". In addition, neighborhood parks would be established as part of the new residential developments. Particular attention should be given to the Oates Creek corridor.

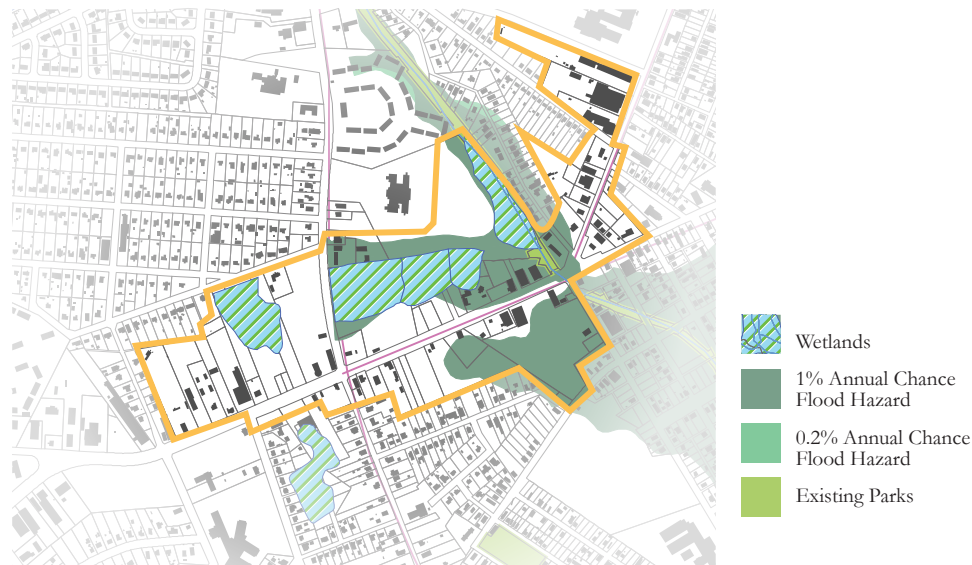


Figure 4-71. Primary Conservation Resources on Oates Creek Neighborhood and Community Development site

Transportation Linkages

The proposed Augusta Parkway, a tree-lined, multi-modal corridor, will run through this project area. Properly proportioned, this Georgia DOT roadway project offers the opportunity to create and aesthetically attractive arterial route linking the new employment centers, rejuvenated neighborhoods, and vibrant businesses to the rest of urban Augusta. It will become a preferred travel route, as the best direct connection between South Augusta and downtown.

The roadway will be increased to two lanes in each direction, with turn lanes at key intersections, and a wide, landscaped median. With sidewalks and safe crosswalks. A parallel multi-purpose path is built within wide green zone shoulders, completing the Garden City Boulevard effect.

This multi-modal corridor is also a key opportunity for transit route (bus, electric jitney or future railed trolley) that would link the proposed main transportation center downtown to four of the prototypical projects that are major emphasis of the Agenda.

Several new city streets are proposed to be added to urban neighborhood framework, to create the new housing sites and to connect to adjacent uses and the surrounding street network.

Neighborhood and Community Development

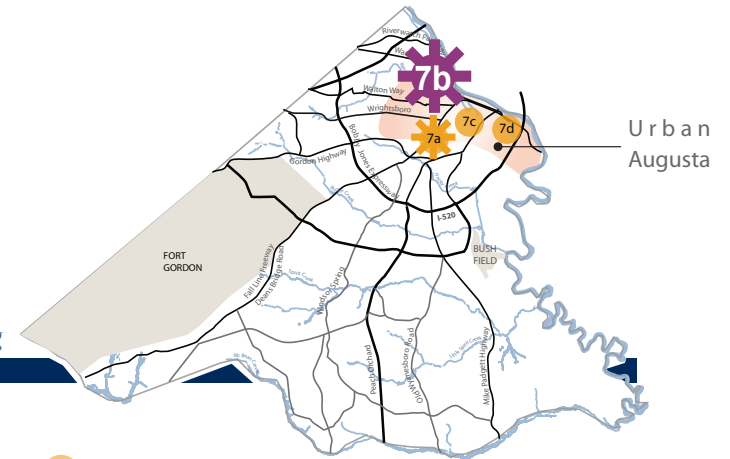
The initial MLK/15th Street widening project will be an catalytic event along “Augusta Way”, offering the opportunity of revitalizing both sides of the corridor and giving the boulevard a sense of being part of a neighborhood rather than simply running through it. This pleasant multi-modal parkway will also vitalize the proposed residential area, as well as assist improvement efforts in adjacent distressed neighborhoods.

Similar to the on-going Laney Walker/Bethlehem revitalization efforts, the area’s historical context is one of its greatest assets. The projected residential development should follow the traditional grid layout found northwest and southeast of the project area. A specific architectural vernacular should also tie new units closely to the existing neighborhoods. Combined with a network of tree-lined, pedestrian friendly streets that relate the new development to both the existing neighborhoods and the “Augusta Way”, the combination of new development and infill projects should result in a traditional neighborhood feel that will create an attractive, connected and desirable place to live.



7. Neighborhood Revitalization

Of the several opportunities for preservation of unique farm settings shown in the locator map on the right, the site along



7a Oates Creek

7b Upper Broad Street

7c Bethlehem

7d Laney Walker

Prototype Project #7b:

Upper Broad Revitalization



Figure 4-72. Travel Radius Map

.Overview

There are a number of unique sites within Augusta, which can become very attractive and unique places to live. This is particularly true at historic nodes and in waterfront areas.

In order to attract a broad spectrum of household types, including those with significant disposable income, Augusta must identify and maximize the potential of these sites.

With few exceptions, these sites are within neighborhoods that can benefit directly from more up-scale development. Examples include: the Lake Olmstead area; along the First Level Canal in Harrisburg; around Dyess Park, and along the river at Sand Bar Ferry Road. In each case, revitalization efforts within the surrounding neighborhoods are key to the success of both the old and new communities.

Prototype Project 7b: Upper Broad Neighborhood Revitalization



Figure 4-73. With the new boathouse, loop trail, and water view residences, Upper Broad Street is poised to become a very desirable residential corridor.





Figure 4-74. Aerial view from west

Upper Broad Today

Beautiful Lake Olmstead and its well designed park, sit at the western end of Broad Street. A recently renovated low-income public housing project sits prominently across the street to the south. This end of Broad Street provides a direct connection between the downtown Augusta and the site of one of the world's best known sporting events, the Masters Golf Tournament. The historic neighborhood through which it passes today is rundown, unattractive and uncomfortable, for both the people living here and the national and international visitors who come to Augusta and the Augusta National Golf Club each year.

The Lakemont Neighborhood Association, representing homeowners just west of Lake Olmstead, have proposed a series of exciting and worthwhile open space improvements along the lake including a multi-purpose loop path, a new fishing pier at the north end of the lake, and a recreated boathouse area at the southern end of the lake. This work would include the redesign of the western terminus of Broad Street, which is unnecessarily wide at this point.

Land at the lower end of the lake is very much under-utilized, including a business selling portable sheds, a cell phone tower and a dry cleaner that occupies the area with the very best views of the lake and the adjacent upscale neighborhood along Rae's Creek.

The owners of the local minor league franchise, the Augusta Green Jackets, want to move the team from its present stadium adjacent the lake, to a new facility downtown on the river. If this move is successful, the present ball park site and key land around it, including the National Guard armory, the animal rescue facility and the radio station could be reconfigured into a remarkable residential community focused on the lake and the Augusta Canal and all their recreational resources.

Upper Broad Street was historically home to a working class community tied to the nearby mills. Broad Street was and still is residential in character; however, haphazard commercial uses have crept in over the decades leaving the area today rundown and extremely unattractive.

The major historic mill complexes are owned by the Augusta Canal Authority. The Sibley is vacant, though it still generates significant hydropower. The historic King Mill is also vacant and there is a large amount of vacant land along Broad Street. The Canal Authority should develop an integrated long range program for rehabilitating this area.

Goals and Objectives

- Make Upper Broad into a beautiful residential oriented spine for Harrisburg,
- Limit neighborhood services and convenience retail needs to nodes at key intersections,
- Reduce the public housing stigma through additional landscaping and services programs at the Housing Authority area,
- Develop high-end waterfront residential uses as feasible, with connections into the abutting neighborhoods,
- Improve access, safety and enjoyment of the park and lake.
- Reinforce the Augusta Canal National Historic Area, potentially by reuse of the Sibley Mill.



Urban Augusta

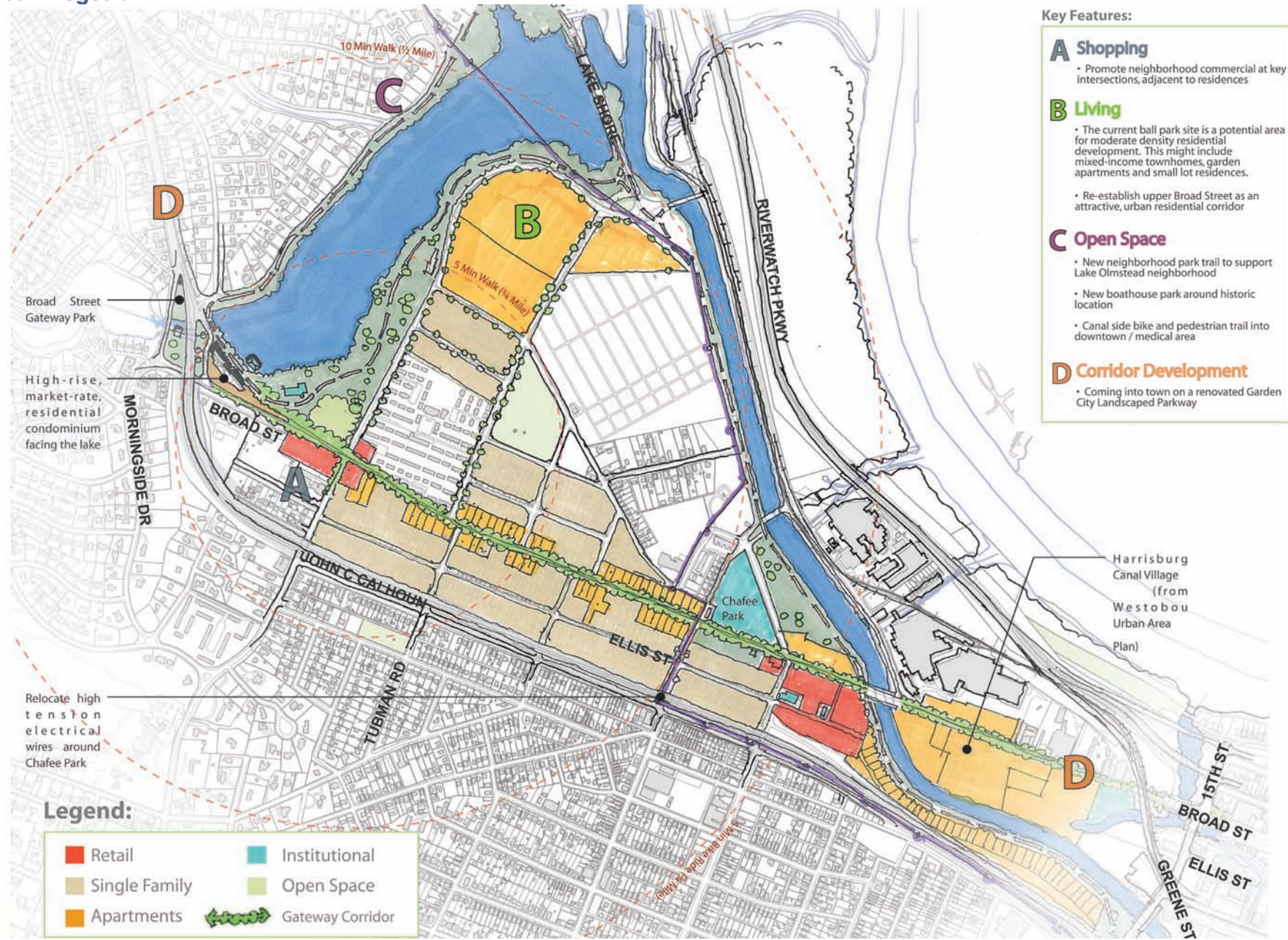


Figure 4-75. Aerial view from south



Illustrative Development Program

Market Support

With its proximity to water, dedicated multipurpose paths to downtown and to canal-side recreation, coupled with its location adjacent stable neighborhoods to the south and west, the Area around Lake Olmstead is in a strong and unique market position.

The key to success of the along Broad Street will be a aggressive streetscaping program that changes the image of the public space, coupled with rezoning and an equally robust residential rehabilitation and infill program along Broad Streets, as well as parallel streets to the immediate north and south.

A key factor will be the successful realization of the new Kroc Center, whose stated purpose is to act as catalyst for neighborhood stabilization and revitalization. Eventual reuse of the Sibley Mill and parts of the King Mill will also contribute significantly to the area's marketability.

Economic Development

The overall deteriorated condition of the Upper Broad Street area today cuts wealthier West Augusta off from the downtown. The goal is to revitalize this area into an attractive and safe residential neighborhood, serving the current population and aimed at attracting new households associated with the medical area.

The elements of an exciting urban residential corridor are here. Many of the homes along Broad Street and the nearby streets, while modest and run-down, could be attractively renovated. Lake Olmstead and the Augusta Canal National Heritage Area include a number of historic buildings, most prominently the Sibley and King Mills, the Confederate Powder Works chimney and the bucolic First Level Canal.

The new Kroc Center was located along Broad Street to act as catalyst for just such revitalization. Undeveloped land at the lower end of Lake Olmstead offers a spectacular, landmark development opportunity. Civic-minded developers who see this potential are already working in the area.

The strategy is to build upon these many attributes to revitalize this entire area and reconnect the downtown with its western suburbs.

Public Sector Responsibilities

The most critical element of public infrastructure is extensive landscaping of Upper Broad between Washington Road to Fifteenth Street, including continuous street tree planting, new sidewalks, and relocation of existing overhead utilities underground.

The second major effort in this area is implementation of the Lakemont Association's access/ improvement plan for Lake Olmstead and Rae's Creek, including the loop trail, new boathouse, and fishing pier.

A third element is the further upgrading of site landscaping for the Olmsted Homes public housing complex.



Figure 4-76. Illustrative Program and Cost Estimate

Conceptual and Illustrative Program and Cost Estimate- Projects #7b- Upper Broad Street Revitalization

Core Development	Unit	Gross sf/unit	Cost/sf	\$/Unit	Qty	Land and Construction Cost	Subtotals	Public Infrastructure Investment	Public Financing for Development	Private \$	Cost Totals
Lake Olmsted High-Rise- Sales	LS	1,600	110	176,000	180	31,680,000	31,680,000			31,680,000	
Broad Street Infill Housing- Sales	DU	1,600	70	112,000	60	6,720,000	6,720,000		2,352,000	4,368,000	
Milledge/Broad Commercial	SF			60	8,000	480,000	480,000			480,000	
Crawford/Canal/Broad Commercial	SF			60	20,000	1,200,000	1,200,000			1,200,000	
Neighborhood Rehab Units	DU	1,400	15	21,000	40	840,000	840,000		840,000	0	
		4,600				\$40,920,000	\$40,920,000		\$3,192,000	\$37,728,000	\$40,920,000
			Soft @			23%	9,411,600		734,160	8,677,440	\$9,411,600
							\$50,331,600		\$3,926,160	\$46,405,440	\$50,331,600
Roads and Parking											
Broad Street Streetscaping (2 trees/30')	Group			1,800	760	1,368,000	1,368,000	1,368,000			
Broad St Reconfiguration (at Lake)	LF			800	2,000	1,600,000	1,600,000	1,600,000			
Lake Loop Multi-Purpose Trail	LF			10,000	100	1,000,000	1,000,000	1,000,000			
Public Parking (At Broad and lake)	Spaces			2,000	50	100,000	100,000	100,000			
							\$4,068,000	\$4,068,000		\$0	\$4,068,000
Public Open Space											
					9						
South Park Expansion	LS			800,000	1	800,000	800,000	800,000			
	LF			400	3,000	1,200,000	1,200,000	1,200,000			
							\$2,000,000	\$2,000,000		\$0	\$2,000,000
Other Public											
					Units						
Canoe Center	LS	3000	60	180,000	1	180,000	180,000	180,000			
Fishing Pier	LS			20,000	1	20,000	20,000	20,000			
BoatHouse	LS	3600	110	396,000	1	396,000	396,000	396,000			
							\$596,000	\$596,000		\$0	\$596,000
Summary											
			Total Residential		240		\$56,995,600	\$6,664,000	\$3,926,160	\$46,405,440	\$56,995,600
						Infrastructure AE/Contingency	25%	1,666,000			1,666,000
			High Rise- Sales	\$295,000		Development Contingency	7.5%		294,462	3,480,408	3,774,870
			New Infill- Single Family-	\$130,000		Cost of Sales (Sales Units Only)	7%			\$4,263,000	3,570,000
			Rehab	\$22,575		Profit (Sales Units Only)	15%			\$9,135,000	8,080,000
							TOTAL	\$ 8,330,000	\$4,220,622	\$ 63,283,848	\$75,834,470
							% of Total	11.0%	5.6%	83.4%	100%

Realizing the Project

Finding the Champions

The Champions for this development include the City, the Kroc Center, the Augusta Canal Authority, the Harrisburg and Lakemont neighborhood associations, and affected property owners and private developers who see the opportunity and are willing to invest in this area. Businesses and institutions along the eastern half of Washington Road should see the advantage of having an attractive and vibrant Broad Street corridor linking them to downtown. Owners and operators of key facilities, such as the armory and ballpark can play a major role. The City should commit to specific public infrastructure expenditures. Private redevelopment could be on a parcel-by-parcel basis by private development groups formed expressly for this purpose.

Start-up Project Concept

The core concept would reinvigorate the entirety of Upper Broad Street and Lake Olmstead area, creating a vibrant, near-in neighborhood, which can build on the amenity of Lake Olmstead, the new Kroc Center and the Augusta Canal National Heritage area that runs through this area.

Finally, relocation of the existing high voltage power transmission lines off of the historic Augusta Canal, particularly in the area of Chaffee Park and the new Kroc Center would add immensely to the value and attractiveness of valuable development sites along the canal from the Sibley Mill eastward.

Private Sector Opportunity

Upper Broad Street today is characterized by the number of obsolete and dilapidated houses and marginal, non-conforming uses along its length. The first order of business is to launch an ongoing rehabilitation program and a robust renovation and infill housing program of approximately 75 units. A major opportunity exists on under-utilized land at the south end of the lake, where this plan proposes a 150 unit, market rate, high-rise residential complex with dramatic views down the length of Lake Olmstead.

Commercial development is targeted for and confined to the intersection of Broad Street and Milledge Road, at Broad Street and Crawford Avenue and between there and the First Level Canal, the site of historic Harrisburg's village center. This project is described in detail in the Westobou Vision urban area report, as part of the Harrisburg Canal Village market creation project.

Several sites exist along the edge of the lake that should be considered for higher and better use, taking advantage of this water amenity. These include the site of the existing armory, the Humane Society building, a radio station and the site of the Green Jackets Baseball Park, in the event a new ballpark is built downtown,

Mix, Size and Prices

Infill houses along Broad would typically be single-family units with approximately 1800sf of floor space.

The Rae's Creek High-Rise is envisioned as a full service residential condominium of 15 to 20 floors totaling 150 two to three bedroom units with an average size 1800sf and a average sales price of \$248,000.

As sites become available around the lake, it is assumed that these would be developed to be more dense than what now exists in the neighborhood, including apartments, town houses, and small lot singles in order to provide as many waterfront units as possible, at full market rates.



Applying this Agenda’s Sustainable Development Recommendations

Key Early Actions and Overall Timetable

The City should confirm, through approval of this Agenda, its commitment to this effort. An implementation committee of interested parties should be organized to further investigate the issues and opportunities of this project.

Gaining site control of key parcels should follow as quickly as possible. The on-going actions and efforts of the Lakemont neighborhood association should be encouraged. Initial planning and design studies should begin for the proposed Upper Broad Street improvements and regarding the relocation of critical sections of Georgia Power’s high-tension lines. Otherwise, this should be a market-driven project.

Another critical determinant for the future of this area will be whether or not the Green Jackets baseball team relocates to downtown.

Land Development Regulations

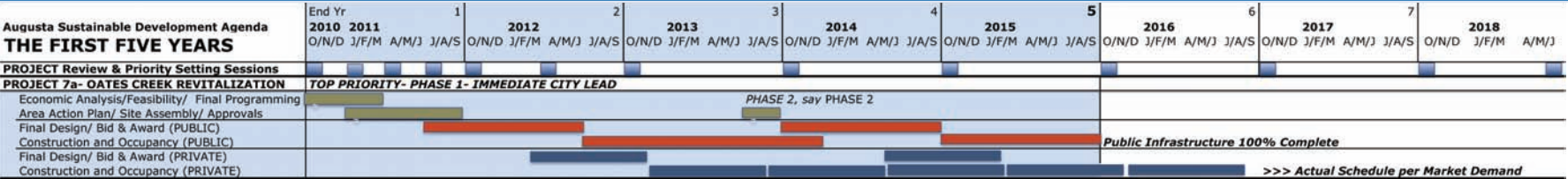
A key component of this strategy is to rezone Upper Broad to residential uses only, with limited neighborhood-oriented retail at two key intersections. Therefore, this project references the **“Segments Between the Major Intersections: Corridor Revitalization Strategy Two”**, (See Appendix 2: “Corridor Segments Between the Major Intersections” on page 4-53), from this Agenda’s Sustainable Development Recommendations. This strategy suggests supporting housing opportunities in places where there are no viable commercial enterprises existing.

Open Space and the Environment

The Augusta Canal is along the northern edge of this area, providing a continuous greenway into the heart of the medical area and downtown. Chaffee Park and adjacent open space can be renovated into very attractive interpretive venues. Lake Olmstead, its park, and pavilions offer people a unique waterfront experience that links to the entire 10-mile length of the canal towpath.

There are ball fields operated by both the city and the Boys and Girls Club and a passive park adjacent to the historic Ezekiel Harris House. Dedicated greenway connections are yet to be made into the downtown, but the Augusta Canal Authority is working on realizing those opportunities in the near term.

Figure 4-77. Illustrative Program and Cost Estimate



Prototype Project 7b: Upper Broad Neighborhood Revitalization

Transportation Linkages

Significant roadway landscaping along Broad Street along its entire length, from 15th to Washington Road, is critical to the successful revitalization of the Upper Broad Street corridor. The roadway needs to become an attractive residential Avenue. Current right of way widths do not allow a center median; however, new sidewalks, ample shade tree

planting, new residential scaled lighting. And, most importantly, placement of utility lines underground, can transform this thoroughfare. The street width is too narrow to accommodate designated bike lanes easily; but fortunately lake side and canal side paths provide nearly parallel alternate routes.

Neighborhood and Community Development

The neighborhood today is rundown, with little in the way of reinvestment in the area except east of Crawford Street. The Agenda recommends that the city embark on a major rehabilitation program for homes where feasible and an intensive replacement and infill initiative for those deemed obsolete and non-salvageable, as well as for non-conforming, non-residential uses.

The neighborhood is one of the best located in the city for its walkability to churches, community services, especially the Kroc Center and Boys and Girls Club, parks and open space, jobs in the medical area in particular and even into downtown.

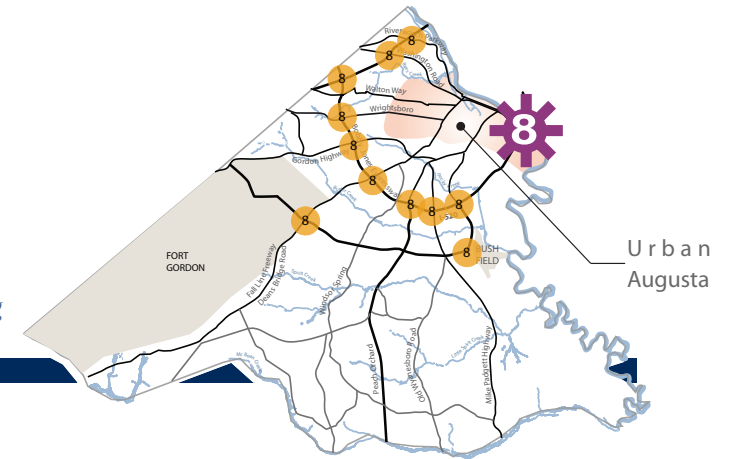


Figure 4-78. Primary Conservation Resources on Spirit Creek Hamlet Site



8. Identity Gateway

Of the several opportunities for preservation of unique farm settings shown in the locator map on the right, the site along Deans Bridge Road was determined to be the most representative.



Prototype Project #8a:

Sand Bar Ferry Gateway



Figure 4-79. Travel Radius Map

- 8 Prominent Interstate on/off ramps and other entry points into Augusta

Overview

There are nearly a dozen interchanges serving Augusta, from either I-20 or I-520, and very little attention has been given to the fact that, as entry points, these represent important opportunities for the city to make a positive first impression on those arriving this city. Today, most of these interchanges and the immediately surrounding uses are unattractive and in many ways disorienting. Signage is confusing. Landscaping is minimal. From the public sector, there is very little attention given to aesthetic considerations at these entry points

Prototype Project 8a: Sandbar Ferry Identity Gateway



Figure 4-80. At I-520 and Sandbar Ferry Road a dramatic "first impression", or Identity Gateway, for people coming into Augusta from the east, north, and south.





Figure 4-81. Aerial view from west

The Sand Bar Ferry Area Today

I-520 has recently been completed east to I-20 in South Carolina; and the Sand Bar Ferry interchange is the first one in Augusta and in Georgia for travelers arriving from South and North Carolina and points up the east coast.

Goals and Objectives

- Make this interchange a very attractive entry point into Augusta, creating the best possible first impression, and an example to be followed elsewhere.
- Encourage private development that offers the goods and services that people need at this type of Gateway location.
- Incorporate the historic Goodale House into a lodging or business development, using that this strategic location is used best for the health of the local economy, and pay special attention to the view from the road for both public and private developments at this spot

Illustrative Full Development Program

Market Support

This is the first highway interchange in Augusta for people arriving by car from points north and east, via I-20, or from South Carolina via Sand Bar Ferry Road. With the completion of the last stretch of I-520, traffic through this interchange will increase markedly. The major industrial facilities that are adjacent, will find these improvements attractive for distribution and support uses and services. This east end of Augusta can become a very attractive place to live, particularly with open space improvements proposed for the Sand Bar Ferry Park and levee Trail, proposed in the 2009 Westobou Vision plan.

Economic Development

This is a new entrance to the city from the Interstate System from the east. It has two major civic and service roles: 1) To announce entry into Augusta and introduce the visitor to its charms and attractions, as well as set the identity and the first impression for visitors, and 2) To provide a venue for auto-oriented services that can be of benefit to motorists while also enhancing the gateway's attractiveness.

Moreover, sited as it is directly adjacent the proposed Sand Bar Ferry Village, it can generate retail interest in the commercial shopping opportunities proposed as part of that project.

Public Sector Responsibilities

The highway interchange should be attractively landscaped in all directions "Garden City Highlight Areas", complete with identity welcoming signage, should be located at the bottom of both off-ramps as well as near the Sand Bar Ferry Road Bridge as one enters Augusta from South Carolina.

Street shade trees should be planted along Sand Bar Ferry Road and the surrounding streets throughout this area to encourage and to accent new auto-oriented commercial development in this area

Private Sector Opportunity

Private build- out should focus on auto-oriented businesses such as gas stations, fast food, drive-thru services such as banks and potentially a motel complex with conference and meeting facilities, which reuse the historic Goodale Plantation House.

On the large parcels away from Sand Bar Ferry Road in particular, well-landscaped commercial and industrial uses, e.g. distribution centers, light manufacturers, suppliers, would be encouraged to settle.



Urban Augusta

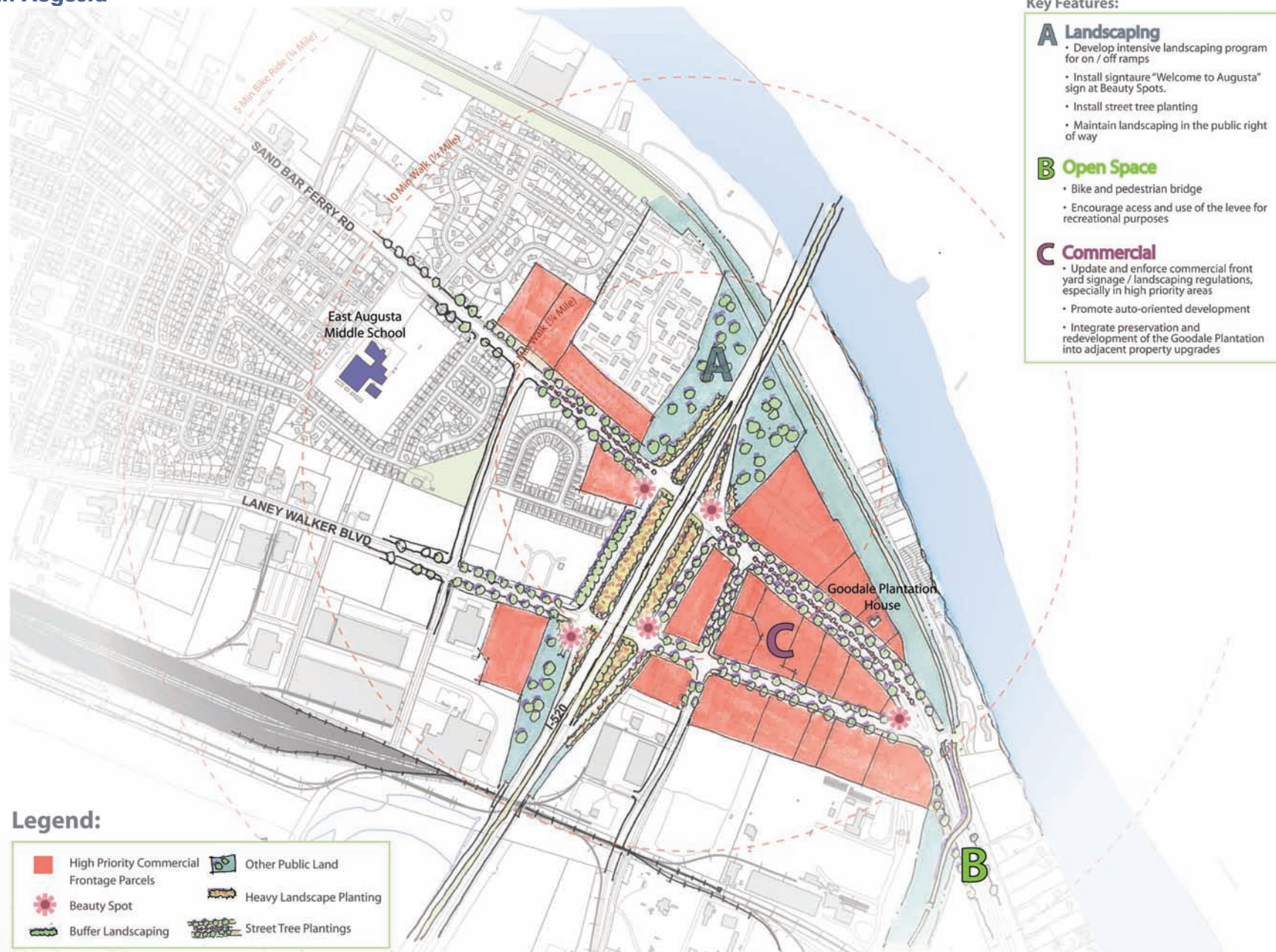


Figure 4-82. Illustrative Site Plan of San Bar Ferry Identity Gateway

Realizing the Project

Finding the Champions

The likely Champions for this development will be individual property owners, the Visitor and Convention Bureau; Augusta Tomorrow's Gateways Team, also their Sand Bar Ferry working group; Historic Augusta, Inc. and the Richmond County Development Authority.

The city should review its commercial area landscaping standards to get maximum aesthetic value from these private sector improvements. The city should actively promote this area as an auto-oriented destination at the eastern edge of the city.

A final Area Action Plan should be completed through preliminary design of the public infrastructure components.

Apprise local brokers and others of the desired use mix and review current codes for compatibility with these ends.

Start-up Project Concept

The City should focus immediately on realizing the full gateway concept possible here; i.e. interchange landscaping, creation of "Garden City Highlight Areas"; complete with unique identity/directional signage; and the full streetscaping program along Sand Bar Ferry Road to East Boundary.

Key Early Actions and Overall Timetable

The time is right to focus on this interchange and east entry area, before ad-hoc development takes place. Once the City has signed on to pursue this project, schedule a series of sessions with the Visitor and Convention Bureau, Historic Augusta, Inc., the Richmond County Development Authority and the Augusta Tomorrow's Gateways Committee to determine the best course of action.

Work with Historic Augusta and others to develop an integrated approach to the Goodale Plantation House reuse.

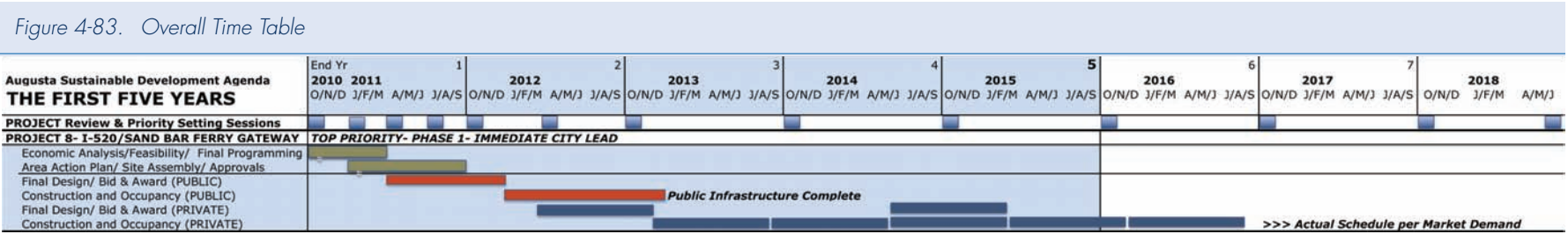


Figure 4-84. Illustrative Program and Cost Estimate

Conceptual and Illustrative Program and Cost Estimate- Projects # 8a- Sand Bar Ferry Identity Gateway

Core Development	Unit	Gross sf/unit	Cost/sf	\$/Unit	Qty	Land and Construction Cost	Subtotals	Public Infrastructure Investment	Public Financing for Development	Private \$	Cost Totals
Private Auto Oriented Devt (By Others, say)	SF			70	150,000	10,500,000	10,500,000			10,500,000	
									0	10,500,000	\$10,500,000
Roads and Parking											
Existing Street Improvements (StreetScaping)	LF			\$70	6,000	420,000	420,000	420,000			
								420,000	0		\$420,000
Public Open Space											
							9				
Garden City LA Highlight Area	Ea			40,000	5	200,000	200,000	200,000			
Interchange landscaping	LS			150,000	1	150,000	150,000	150,000			
Sand Bar Ferry Park	Ea			300,000	1	300,000	300,000	300,000			
								650,000	0		\$650,000
Other											
						Units					
Goodale Plantation Reuse Assistance Grant	LS	1	1	200,000	1	200,000	200,000	200,000	200,000		
								200,000	200,000		\$400,000
Summary											
								1,270,000	\$200,000	10,500,000	\$11,970,000
						Infrastructure AE/Contingency	25%	317,500			317,500
						Development Contingency	7.5%		15,000	787,500	802,500
						Cost of Sales (Sales Units Only)	7%				
						Profit (Sales Units Only)	15%				
						TOTAL	\$	1,587,500	\$215,000	\$ 11,287,500	\$13,090,000
						% of Total		12.1%	1.6%	86.2%	100%

Applying this Agenda's Sustainable Development Recommendations

Growth management tools, properly applied here and at several other key entry points will build a strong first impression of Augusta.

Land Development Regulations

This project references the **“Segments Between the Major Intersections: Corridor Revitalization Strategy Three”**, (*See Appendix 2: “Corridor Revitalization Strategies” on page 4-53*), from this Agenda's Sustainable Development Recommendations. Strategy Three is oriented toward improving the appearance of the light industrial and automotive uses that typically appear at intersections through enforced tree ordinance standards, for screening and landscaping.

Open Space and the Environment

Sand Bar Ferry Road is a favorite route of local cyclists to get to the rolling rural terrain of Aiken County. Clearly marked bike lanes should be made part of this roadway and on the bridge across the Savannah River.

The levee, with its pathway up top runs from downtown to the park at the New Savannah Bluff Lock and Dam. A foot/bike bridge over Sand Bar Ferry Road would greatly facilitate movement through this area and would be a part of a larger plan to extend bikeway connections along Butler Creek and into lower parts of the City. This pathway could connect directly into the proposed Sand Bar Ferry Park and run into the heart of Downtown at the River Walk, connecting to the New Bartram Trail network along the Augusta Canal and the North Augusta Greenway trail system beyond.

Mixed-use development of the land around the historic Goodale Plantation House backing up to the levee and could become a part of that open space experience as well.

“Garden City Highlight Areas” are proposed at all major entry points in the area.

Transportation Linkages

This interchange serves not only as a gateway to the city from the Interstate, it is also part of the proposed Westobou Trace, a “Garden City Corridor”, from Bush Field, through the downtown and out Washington Road into West Augusta, ultimately linking up with I-20. It is one of several corridors identified as particularly important in setting forth a positive first impression of the City. The opportunity exists at this largely underdeveloped interchange area to set an example for its sister corridors.

Neighborhood and Community Development

Thoughtful and attractive development of this interchange area will have a positive impact on the residential areas to the west, toward the city as well as on the river front community to the east.



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