

06 NEIGHBORHOOD PLANNING



NEIGHBORHOOD TASK FORCE CO-CHAIRS:



RESIDENT OF
ALLEN HOMES

Augusta Land Bank Authority

The Land Bank Authority collaborates with City of Augusta-Richmond County on housing and economic development projects by providing land for affordable housing to low- to moderate-income households.

Key initiatives:

- + Return tax delinquent & underutilized property back to the tax role.
- + Tool to eliminate vacancy, abandonment, and dilapidation.

Augusta Planning & Development

Planning & Development ensures that Augusta's growth is orderly and conforms with the Comprehensive Plan. The department includes the building division, land use, permitting, and code enforcement.

Key initiatives:

- + Ensure connectivity in land use and transportation decisions to enhance mobility of persons and goods.
- + Continuous review of land use and development patterns in "Old Character Neighborhoods".
- + Reinforce livable communities and neighborhoods via continuous review of infrastructure, parks and zoning.

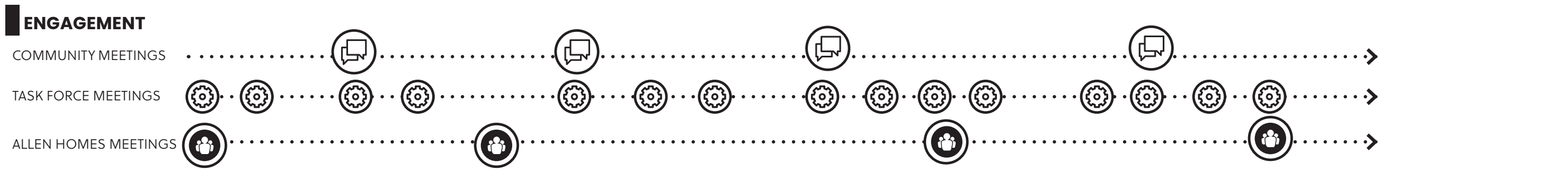
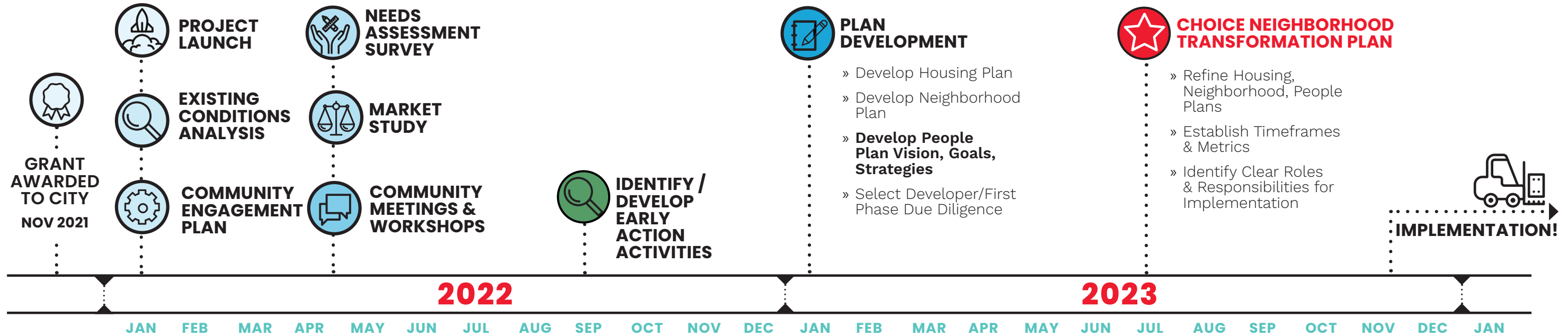
Allen Homes Resident

Allen Homes is one of 13 residential housing sites operated by the Augusta Housing Authority. Residents are actively re-establishing the Resident Council to play an active role in the planning process.

Key initiatives:

- + Resident Council will actively keep Allen Homes informed and engaged in the planning process.

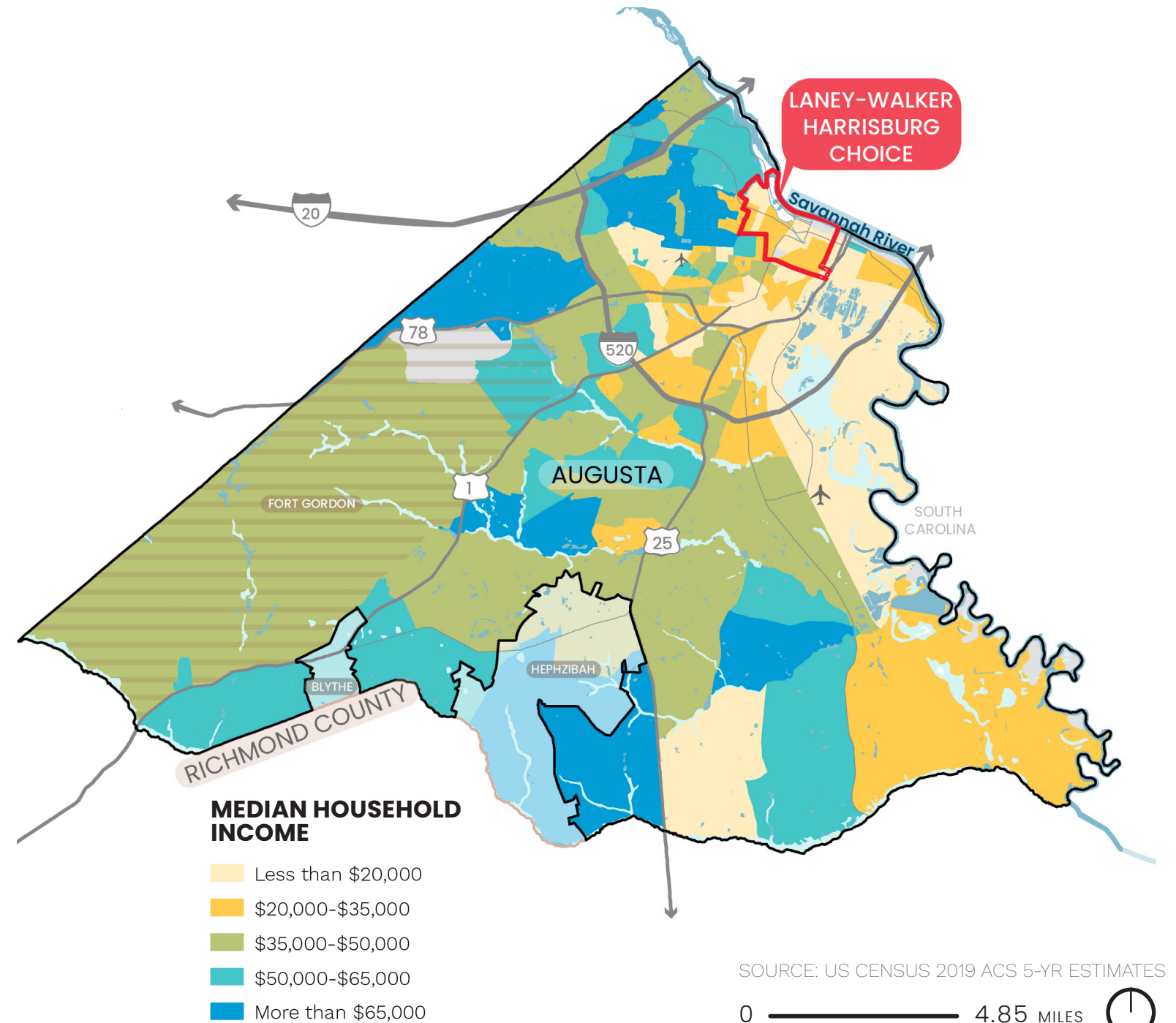
PLANNING SCHEDULE:



CITYWIDE DISPARITIES.

UNDERSTANDING EXISTING CONDITIONS

- + The City of Augusta is the third largest city in Georgia. (2020 Census)
- + Its advantageous location on the Savannah River shaped the city's development & has long supported industry, manufacturing and the military.
- + Not unlike many other cities, however, wealth is not evenly distributed; rather it is concentrated in the outer edges.
- + While Laney Walker and Harrisburg neighborhoods are adjacent to the river and to downtown, they have suffered for decades from the loss of industry and disinvestment, leading to poverty, crime, unemployment.



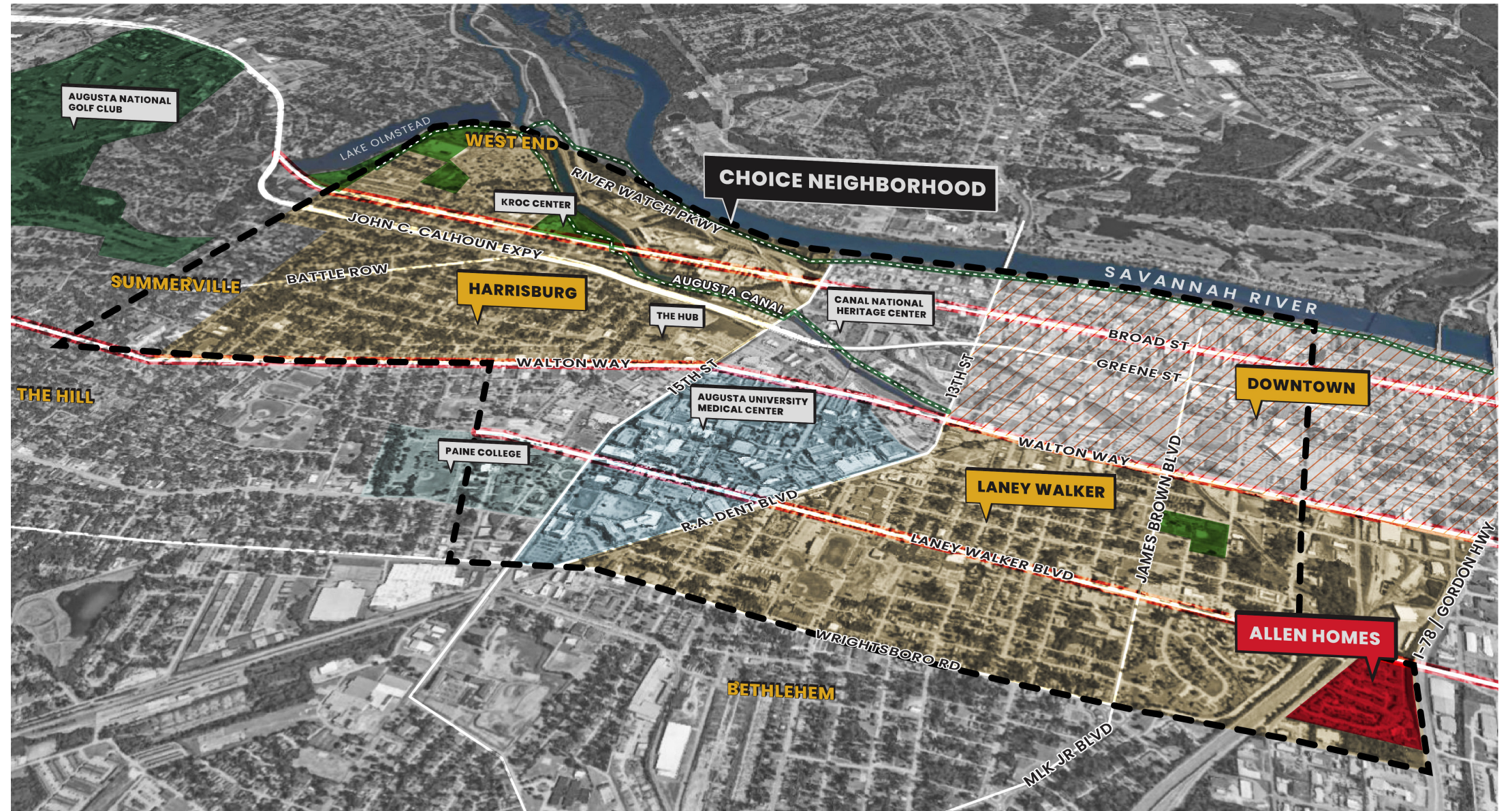
OUR NEIGHBORHOOD...

IS ACTUALLY TWO, COMING TOGETHER, & BUILDING ON:

- + Rich historic, cultural, natural resources
- + Strong framework of blocks + streets
- + Range of housing types
- + Proximity to Downtown
- + Strong anchor institutions

WHILE ADDRESSING

- + Housing Adequacy
- + Economic Development
- + Mobility and Transportation
- + Historic Preservation
- + Community Resiliency



LANEY-WALKER HARRISBURG.

THE FIRST SEED: LANEY WALKER-BETHLEHEM REVITALIZATION INITIATIVE

The effort to rebuild the Laney Walker and Harrisburg neighborhoods has been underway for several years.

- + Financing through a local bond initiative passed in 2008 laid the foundation for Laney Walker/Bethlehem Revitalization Initiative.
- + This pioneering effort focused on two historic African-American neighborhoods to reverse decades of blight and disinvestment and regenerate nearly 1,100 acres of Augusta's urban center.
- + This effort was awarded the 2013 APA National Planning Excellence Award: HUD Secretary's Opportunity & Empowerment Award.

- + The initiative has led to numerous redevelopment projects and the 2016 Laney Walker & Bethlehem Urban Redevelopment Plan.
- + The CNI fits in that spectrum of reinvestment and has the potential to help propel revitalization while creating a shared vision that stitches together concurrent plans and efforts.

AT THE TIME THE INITIATIVE LAUNCHED in 2008:

33%

HOUSING IN LW

SOURCE: LWB URBAN REDEVELOPMENT PLAN

20%

PARCELS IN LW

70%

HOUSING IN BETHLEHEM

WAS IN POOR TO DILAPIDATED CONDITION

SOURCE: RECLAIMING HISTORIC HARRISBURG

30%

PARCELS IN BETHLEHEM

WERE VACANT

LANEY-WALKER HARRISBURG.

RECLAIMING HISTORIC HARRISBURG

Adjacent to Laney Walker/Bethlehem is Harrisburg, a 200-year old historic mill village neighborhood:

- + It is home to two architecturally significant textile mill buildings that closed in 2000s and later purchased by Augusta Canal Authority.
- + Closure of mills led to economic downturn, causing many homeowners to leave, high vacancies, and public safety concerns.
- + Connectivity is another major issue; the Calhoun Expressway disrupts the street grid, dividing the community in half.
- + This area is notable for its walkability, historic homes, and distinct character.



Augusta Canal National Heritage Area

The Augusta Canal forms a National Heritage Area running through the neighborhood.



Historic Homes in Harrisburg

65%

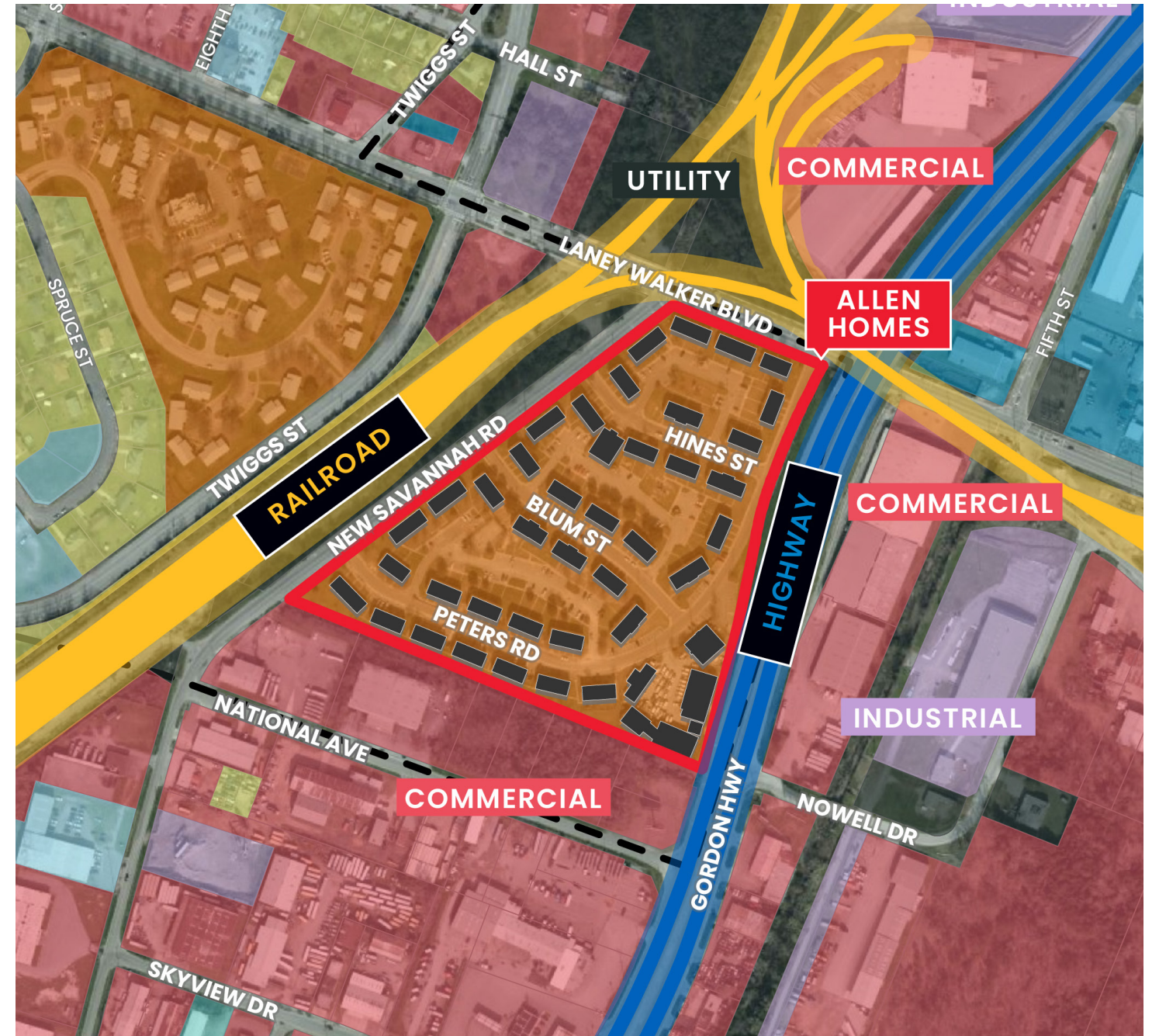
HOUSING IN HARRISBURG IS RENTAL

SOURCE: 2016 HARRISBURG PLAN

HOUSING ADEQUACY

AS WE LOOK AT HOUSING IN THE CN, WE WILL EXPLORE THE OPPORTUNITY FOR ALLEN HOMES RESIDENTS TO RELOCATE.

- + For over 80 years, the existing site operated as a chemical manufacturing facility.
- + Allen Homes is isolated by 2 active railroads, 8-track railyard, industrial manufacturing facilities, high-tension power lines, and 6-lane highway.



HOUSING ADEQUACY.

SIGNIFICANT DIFFERENCES EXIST IN VACANCY & HOUSING TENURE BETWEEN THE CN & CITY.

VACANCY

23.3%

in CN

12.2%

in Augusta

OWNER-OCCUPIED HOUSING

16.6%

in CN

44.0%

in Augusta

RENTER-OCCUPIED HOUSING

60.1%

in CN

43.7%

in Augusta

MEDIAN COST OF HOUSING

\$78,606

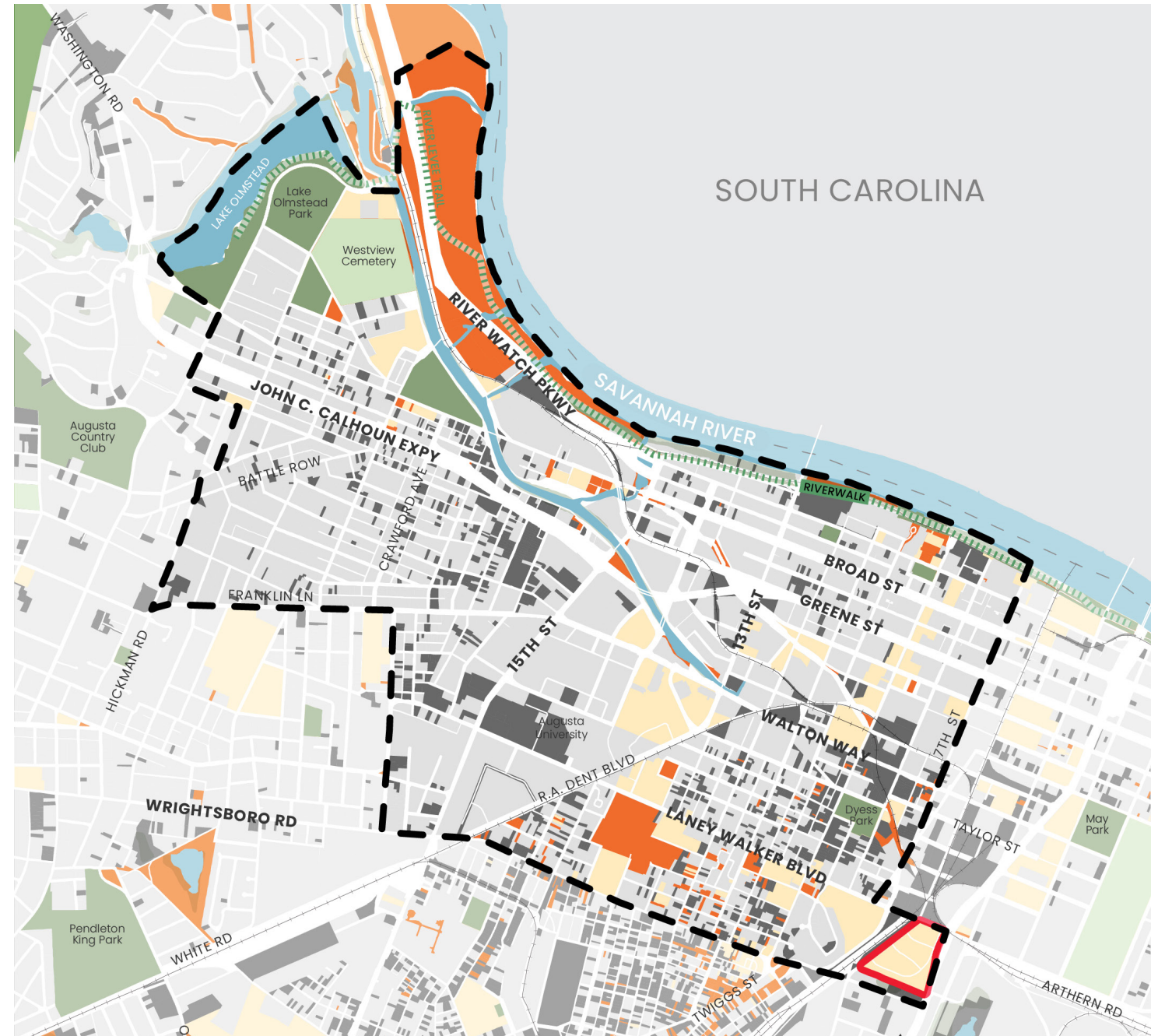
in CN

\$138,165

in Augusta

SOURCE: US CENSUS 2019 ACS 5-YR ESTIMATES

- Vacant
- Vacant City-Owned
- City-Owned



SOURCE: CITY OF AUGUSTA

0 ——— 1/2 MILES



ECONOMIC DEVELOPMENT.

ECONOMIC DRIVERS IN AUGUSTA

There are several significant economic drivers guiding redevelopment across the city.

DOWNTOWN DEVELOPMENT AUTHORITY

- + Mission: to improve the economic climate of Downtown Augusta. It provides resources for new development along with financial assistance

FORT GORDON + CYBER SECURITY

- + Georgia Cyber Innovation & Training Center is a public/private collaboration between academia, government, and private sector. Designed to meet the growing need for cyber security talent.

MEDICAL DISTRICT

- + Healthcare is the top industry in Augusta and the Augusta Medical Center lies at the heart of the CN, anchoring a flourishing health & wellness eco-system.

- + Georgia Cancer Center offers care, innovation, education, and research on pathways for prevention and treatment.
- + Children's Hospital of Augusta is the only facility in the region dedicated to children. Augusta University Dental School is only program in GA.

TOURISM

- + Masters Tournament attracts \$100 million each year.
- + Destination Blueprint offers recommendations on destination development strategies to improve and increase tourism.

MANUFACTURING

- + Dating back to milling of cotton, the city has a strong foundation in fabrication/movement of products and services. Companies include: E-Z-GO-Extron, Graphic Packaging, Starbucks, Solvay.

ECONOMIC DEVELOPMENT ASSETS.

The beautiful waterfront and Augusta Canal Heritage Area, the proximity to downtown, the expanding medical center, and rich historic and cultural fabric create many assets to build on - to enrich the lives of local residents and to attract visitors from across the country.

COMMUNITY / CULTURE / HISTORIC

- 1 Lucy Craft Laney Museum
- 2 The Boyhood Home of President Woodrow Wilson
- 3 Augusta-Richmond County Public Library
- 4 Miller Theater
- 5 Imperial Theatre
- 6 Riverfront YMCA
- 7 Jessye Norman Amphitheater
- 8 Morris Museum of Art
- 9 Augusta Riverwalk
- 10 Sacred Heart Cultural Center
- 11 Meadow Garden
- 12 Augusta Canal National Heritage Area
- 13 Kroc Center

RESOURCES & SERVICES

- 14 The HUB
- 15 Augusta University Medical Center
- 16 Augusta National Golf Club
- 17 Georgia Cyber Center



SOURCE: CITY OF AUGUSTA

■ Target Housing Site

Target Neighborhood Boundary

0 ——— 1/2 MILES



ECONOMIC DEVELOPMENT PLANS.

OPPORTUNITY TO UNIFY A VISION FOR AUGUSTA'S DOWNTOWN/URBAN CORE



TARGET AREA 2003 MASTER PLAN

- + Goals are to create a sustainable, economically diverse neighborhood that contains housing, jobs, and educational and workforce development opportunities.



AUGUSTA TOMORROW 2013 MASTER PLAN

- + The “keeper of the vision” for master plans, to provide direction on projects in order to realize a shared vision for Augusta and North Augusta.



DESTINATION AUGUSTA 2017 MASTER PLAN

- + Includes tourism and lifestyle products and experiences to appeal to visitors and residents.



PUBLIC ART 2017 MASTER PLAN

- + A guide for planning new public art development to highlight the community's identity and character.

ECONOMIC DEVELOPMENT CATALYST.

MEDICAL COLLEGE FOUNDATION & CAMPUS EXPANSION PLAN

- + A significant commercial development and investment to benefit Augusta University and surrounding communities.
- + Addressing needs and providing amenities suitable for a thriving community:
 - + Bringing fresh food / grocery store
 - + Mixed retail
 - + Hospitality
 - + Housing
- + This resource and commitment to the community is located right in the middle of these two neighborhoods.



Conceptual Vision

SOURCE: MEDICAL COLLEGE OF GEORGIA FOUNDATION, INC.

ECONOMIC DEVELOPMENT CATALYST.

THE HUB FOR COMMUNITY INNOVATION (PART OF MCG FOUNDATION & CAMPUS EXPANSION)

- + The HUB broke ground in spring 2021, and is planned to open in Spring 2022.
- + Designed to catalyze revitalization in historic Harrisburg and Laney-Walker neighborhoods. Offering a cluster of services in one location for easy access to needs and support.
- + Includes two buildings:
 1. Home to four locally-based nonprofits, providing essential services families to advance community wellbeing
 2. Boys & Girls Club of CSRA HQ, extending the reach and impact of youth services



Vision of the Hub

SOURCE: [HTTPS://MCGFOUNDATION.ORG/THEHUB/](https://mcfoundation.org/thehub/)

















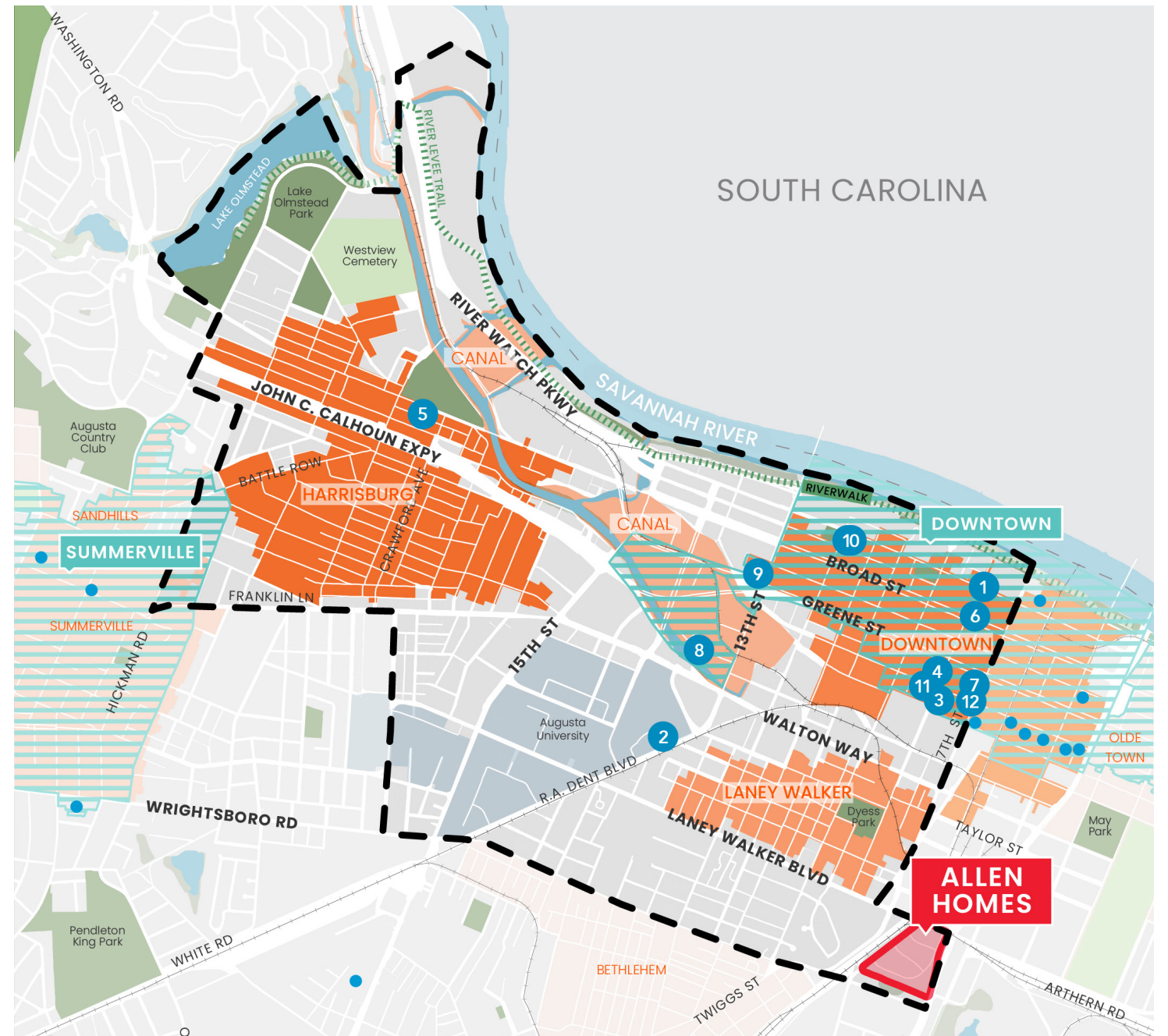
HISTORIC PRESERVATION & CHARACTER.

PRESERVING THE HISTORIC CHARACTER OF THE NEIGHBORHOOD IS CENTRAL TO DISTINGUISHING ITS SENSE OF PLACE

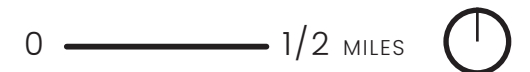
FOUR NATIONAL REGISTER HISTORIC DISTRICTS INTERSECT THE CN:

- + Laney-Walker Historic District
- + Harrisburg-West End Historic District
- + Augusta Canal National Heritage Area
- + Augusta Downtown Historic District

-  Local Historic District
-  National Register Historic District
- National Register Historic Site
-  1 Augusta Cotton Exchange Building
-  2 Cauley-Wheeler Memorial Building
-  3 Church of the Most Holy Trinity
-  4 First Baptist Church of Augusta
-  5 Harris-Pearson-Walker House
-  6 Lamar Building
-  7 Lamar, Joseph Rucker, Boyhood Home
-  8 Meadow Garden
-  9 Sacred Heart Catholic Church
-  10 Springfield Baptist Church
-  11 United States Post Office and Courthouse
-  12 Wilson, Woodrow, Boyhood Home



SOURCE: CITY OF AUGUSTA



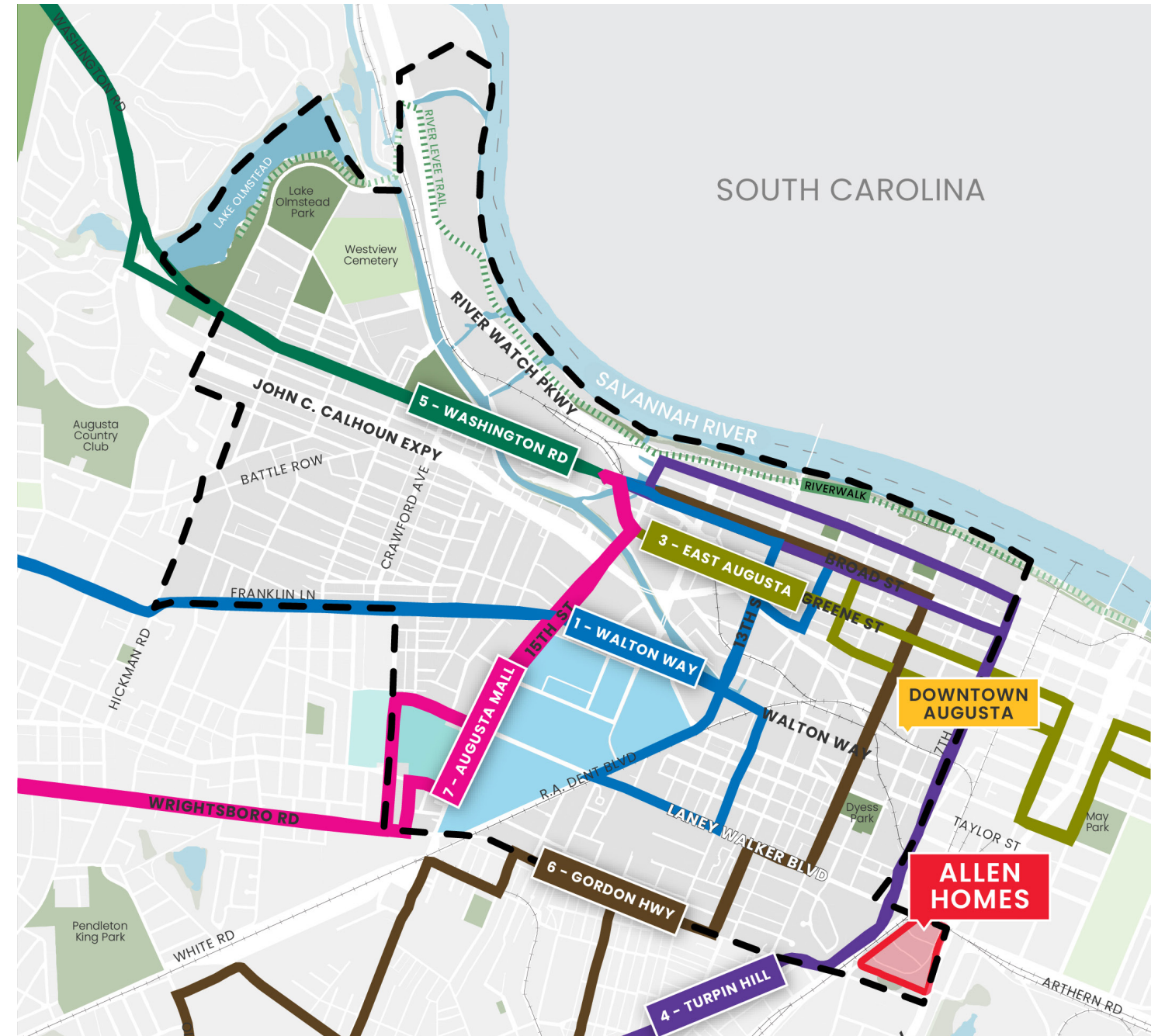
MOBILITY & CONNECTIVITY.

A FOUNDATION OF A MODERN MULTI-MODAL NETWORK

- + Strong existing framework of blocks and streets
- + Major corridors provide connections
- + Public use trails: Riverwalk and Augusta Canal Trail
- + Has the foundation to be a vibrant, walkable, more urban environment near historic/cultural/natural resources.

But there are still challenges:

- + Disparity in bus routes in Laney-Walker and Harrisburg stemming from type of work in each neighborhood:
 - + Laney-Walker is a historically black business district
 - + Harrisburg developed as a mill town - live, work, play all in the same neighborhood

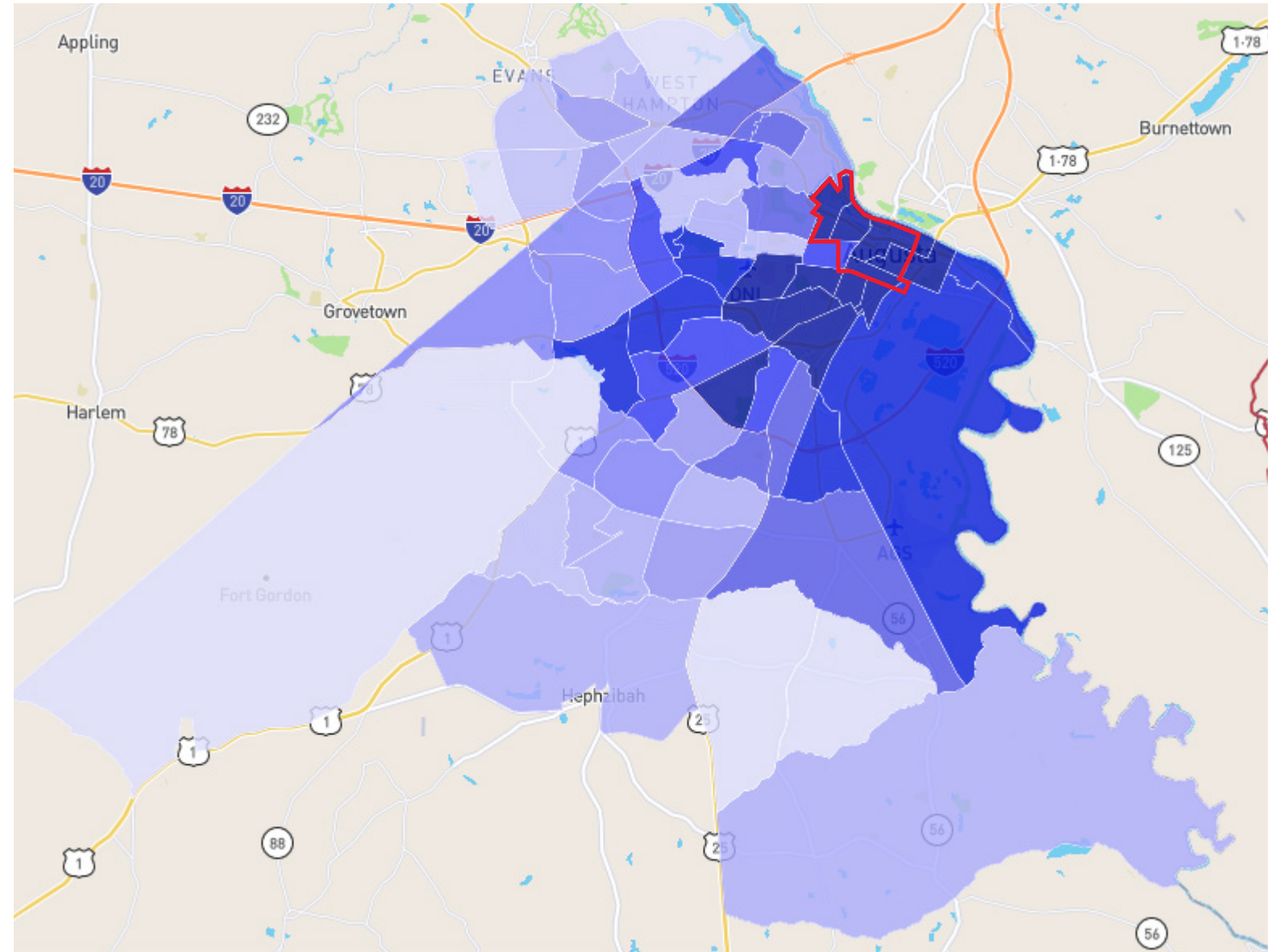


SOURCE: CITY OF AUGUSTA

PUBLIC SAFETY.

THE CHOICE NEIGHBORHOOD HAS A HIGHER INCIDENCE OF CRIMES THAN MANY OTHER PARTS OF THE CITY.

- + The perception of safety plays a role in development, with criminal activity most often occurring in low-income areas, especially those with large amounts of vacancy, abandonment, and dilapidation.



CRIME RATE



SOURCE: NEIGHBORHOOD SCOUT

REBUILDING LANEY-WALKER HARRISBURG.

LANEY-WALKER BETHLEHEM URBAN REDEVELOPMENT PLAN (2016)

This plan focuses on:

- + Renovating & replacing substandard housing.
- + Renovating, developing, and/or redeveloping affordable rental housing.
- + Developing financial incentives to provide assistance to existing property owners and new investors to attract mix of incomes.
- + Redefining public open space to improve, enhance, and create a variety of passive and active uses.
- + Recreating cultural heritage through conscientious reuse of existing buildings and use of design criteria for new construction.



Proposed Development Areas Map

SOURCE: LWB URBAN REDEVELOPMENT PLAN

REBUILDING LANEY-WALKER HARRISBURG.

RECLAIMING HISTORIC HARRISBURG

- + This plan emphasizes neighborhood investment opportunities, major corridors improvements, better connectivity to Augusta Canal, alternatives for John C Calhoun Expressway, and formation of a neighborhood identity.

Areas of Focus:

- + Neighborhood Identity
- + Neighborhood Revitalization
- + Broad Street Enhancements
- + Augusta Canal Connectivity
- + Calhoun Expressway Improvements



Proposed Broad Streetscape Improvement

SOURCE: RECLAIMING HISTORIC HARRISBURG

AUGUSTA LOCALLY GROWN INITIATIVES



VEGGIE PARK FARMERS MARKET

- + Located in Harrisburg
- + Open Tuesday, late April - late November
- + Doubles SNAP/EBT benefits



LANEY WALKER FARMERS MARKET

- + Partnership between HCD, American Heart Association, Augusta Locally Grown
- + 1st Friday of every month
- + Doubles SNAP benefits



ALG'S ONLINE FARMER'S MARKET

- + Established 12 years ago, it is one of the oldest online markets in the country.
- + Provides shopping weekly from 30+ seasonal farmers/producers
- + Offers local pickup and delivery

POTENTIAL EARLY WINS

EARLY WINS TO GENERATE MOMENTUM

“Early Action Activities” provide innovative solutions to neighborhood challenges that can be completed within the two-year planning process.

They must involve physical community development or economic development projects. Uses of funds are limited to:

- + Reclaiming and recycling vacant property
- + Beautification, placemaking, community arts
- + Facade improvement programs
- + Neighborhood broadband/Wi-Fi infrastructure
- + Fresh food initiatives
- + Gap financing for economic development projects.

Ideas for these activities will come directly from the Needs Assessment Findings, engagement activities, and Task Force discussions and will be evaluated by the Early Action Activities committee.



\$130,000

BUDGET FOR
EARLY ACTION
ACTIVITIES



34%
OF CHOICE
NEIGHBORHOOD
RESIDENTS HAVE
NO INTERNET
ACCESS

SOURCE: 2019 ACS 5-YEAR ESTIMATES

IDEA
mobile digital
hot spots / tech
hubs

RICHMOND COUNTY SHERIFF'S OFFICE



The mission of the Richmond County Sheriff's Office is to work collaboratively with the community to prevent crime and disorder, solve related problems, reduce fear of crime and enforce the laws according to the U.S. Constitution in order to provide a safe and secure environment for all citizens of this great county.

RICHMOND COUNTY MARSHAL'S OFFICE



To provide the citizens and visitors of Augusta-Richmond County with a clean community and safe facilities in which to live, work and play, and to ensure the efficient, impartial and professional service of Judicial Process with a commitment to improving the overall quality of life.

AUGUSTA CANAL NATIONAL HERITAGE AREA



The Augusta Canal is a National Heritage Area, a place designated by the U.S. Congress that best represents an important theme in American history. Augusta Canal tells the story of the Industrial Revolution in the American South. Augusta Canal received its National Heritage Area (NHA) designation in 1996.

ANTIOCH MINISTRY BAPTIST CHURCH



We are striving to reconcile persons to God through Jesus Christ and to restore their lives, through worship, ministries, and fellowship, to working order in harmony with God's design and will, enabling them to become witnesses of Christ to the least, the less, and the lost.

TABERNACLE BAPTIST CHURCH



A Local Church Making A Global Impact. Tabernacle Baptist Church was formally organized as the Beulah Baptist Church on Friday, August 21, 1885, in the Union Baptist Church.

BETHEL AME CHURCH



The Downtown Church with The Uptown Spirit.

GOOD NEIGHBOR MINISTRIES



To reach children, youth and adults living in poverty and to restore the foundation of a safe and caring community for the residents while assisting with housing, transportation and promote education and literacy.

RICHMOND COUNTY SCHOOL SYSTEM



The Richmond County School System will provide an equitable education for all students to prepare them for life beyond the classroom.

HISTORIC AUGUSTA INC.



The mission of Historic Augusta, Inc. is to preserve historically or architecturally significant sites in Augusta and Richmond County, Georgia.

DOWNTOWN DEVELOPMENT AUTHORITY



Our mission is to make the metro area's economic, cultural and entertainment epicenter an even better place to dine, shop, work and live. Come see how the historic heart of Georgia's second-oldest city is transforming into a 21st century destination for people of all ages.

LUCY CRAFT LANEY MUSEUM



The Lucy Craft Laney Museum of Black History and Conference Center is dedicated to African American history and art in Augusta.

GREATER AUGUSTA ARTS COUNCIL



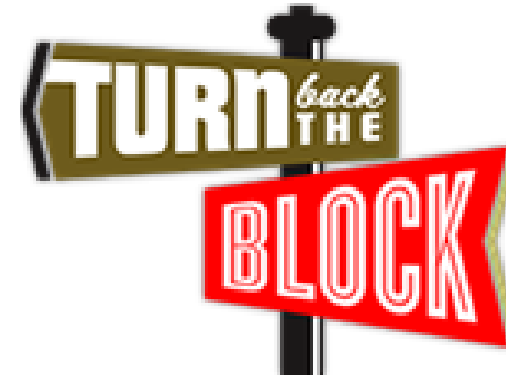
The mission of the Greater Augusta Arts Council is to enrich the quality of life for citizens and visitors by advancing vibrant cultural arts.

ST. LUKE CHURCH



In the Spirit of Christ, Serving Hearts,
Open Minds, Loving Community.

TURN BACK THE BLOCK



To revitalize the Harrisburg neighborhood through housing rehabilitation, new construction, and the promotion of home ownership therein.