

---

---

# **AUGUSTA AVENUE CORRIDOR REVITALIZATION PLAN**

---

---

## **Proposed Housing, Public Space, & Business Improvements**



**CITY OF SAVANNAH**

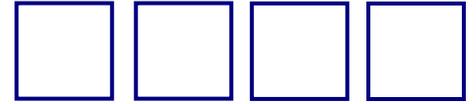
**COMMUNITY AND ECONOMIC DEVELOPMENT BUREAU**

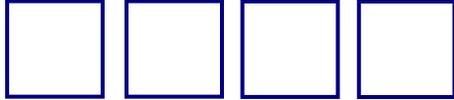
**COMMUNITY PLANNING & DEVELOPMENT DEPARTMENT**

**2012**

---

---





# **AUGUSTA AVENUE CORRIDOR REVITALIZATION PLAN**

**Proposed Housing, Public Space, & Business Improvements**

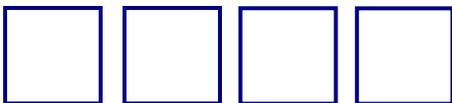
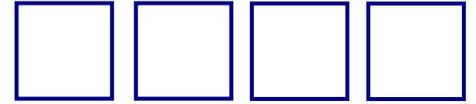
**CITY OF SAVANNAH**

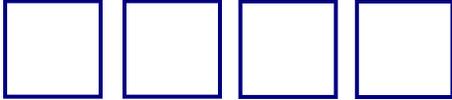
**BUREAU OF COMMUNITY AND ECONOMIC DEVELOPMENT**

**COMMUNITY PLANNING & DEVELOPMENT DEPARTMENT**

**2012**







**MAYOR & ALDERMEN OF THE CITY OF SAVANNAH**

**EDNA B. JACKSON, MAYOR**

**CAROLYN BELL  
TOM BORDEAUX  
VAN R. JOHNSON, II  
MARY OSBORNE  
JOHN HALL  
MARY ELLEN SPRAGUE  
ESTELLA EDWARDS SHABAZZ  
TONY THOMAS**

**POST 1 AT-LARGE  
POST 2 AT-LARGE  
DISTRICT 1  
DISTRICT 2  
DISTRICT 3  
DISTRICT 4  
DISTRICT 5  
DISTRICT 6**

**ACTING CITY MANAGER**

**STEPHANIE CUTTER**

**COMMUNITY & ECONOMIC DEVELOPMENT BUREAU CHIEF**

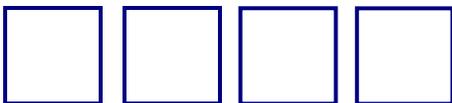
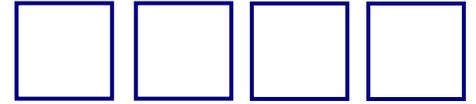
**TAFFANYE YOUNG**

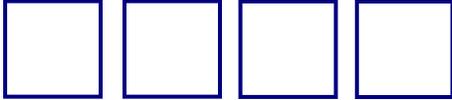
**COMMUNITY PLANNING & DEVELOPMENT DEPARTMENT STAFF**

**BRIAN WHITE  
TOM STEPHENS  
CHRIS GOOBY  
NAOMI BROWN**

**SENIOR PLANNER  
COMMUNITY PLANNER  
PLANNING SPECIALIST  
NEIGHBORHOOD SERVICES  
COORDINATOR**





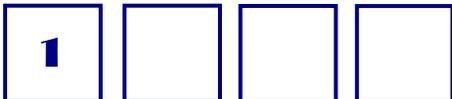
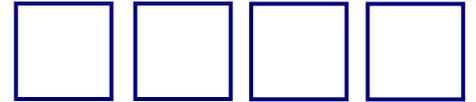


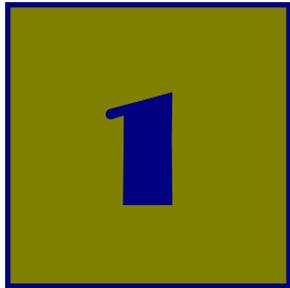
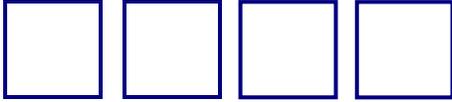
**Contents**

---

<b>Executive Summary</b>	<b>2</b>
<b>Introduction</b>	<b>6</b>
Purpose	7
Augusta Avenue History	8
Study Area	9
<b>Existing Conditions</b>	<b>12</b>
Demographic Profile	13
Neighborhood Crime	15
Corridor Resources	17
Zoning and Land Use	21
Property Conditions Survey	23
Sidewalk Conditions	27
Business Property Conditions	29
<b>Action Plan</b>	<b>32</b>
Housing Improvements	34
Public Space & Streetscape Improvements	37
Business Improvements	49
Summary	55
<b>Implementation Strategy</b>	<b>58</b>
Housing Improvements	59
Public Space & Streetscape Improvements	61
Business Improvements	63

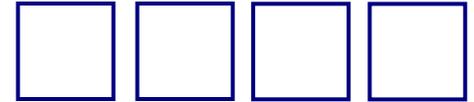






# EXECUTIVE SUMMARY





**vi • sion – noun**

1: a thought, concept, or object formed by the imagination

2: the act or power of seeing, the act or power of imagination

## THE AUGUSTA AVENUE CORRIDOR

Augusta Avenue is one of Savannah’s oldest neighborhood corridors. Many changes have occurred along the corridor since the avenue was first laid out in Colonial times. Historically, the corridor has been an active and thriving residential avenue with successful neighborhood businesses throughout. Similar to other small neighborhood-based business corridors across the country, the Augusta Avenue corridor has experienced a significant level of disinvestment over the last several decades.

With multiple revitalization efforts underway throughout the neighborhood, including the Sustainable Fellwood development, an opportunity exists to spur re-investment along the Augusta Avenue corridor.

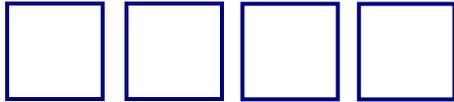
Both Augusta Avenue and the West Savannah Neighborhood have had several planning efforts undertaken in recent years, including the West Savannah Revitalization Plan and the Augusta Avenue Corridor Revitalization Report. The intent of this Augusta Avenue Corridor Revitalization Plan is to incorporate the vision gained from earlier planning efforts and provide a framework for the implementation of improvements throughout the corridor. These planning efforts have been greatly influenced by neighborhood citizens.

Input from citizens included:

- create compatible and attractive infill housing without displacing current residents
- provide new public amenities such as park space, landscaping, sidewalks, and recreational areas
- encourage appropriate neighborhood based retail
- enhance public safety
- increase job training and creation opportunities
- connect with adjacent neighborhoods through corridor gateway improvements

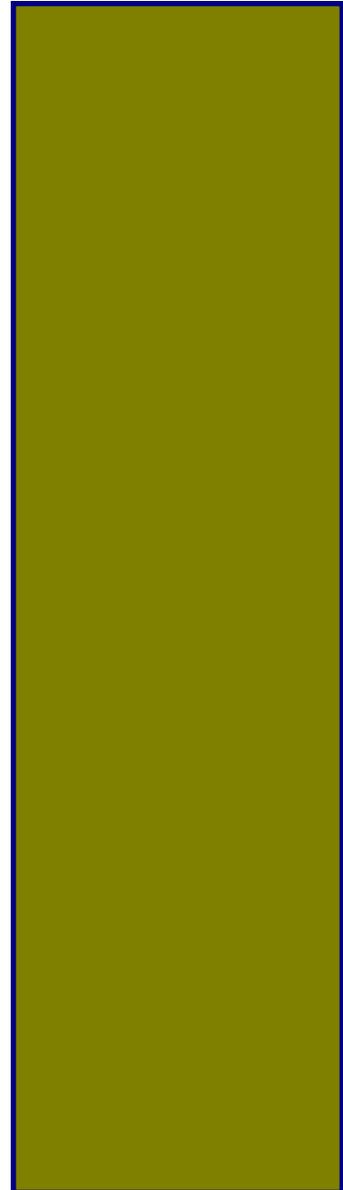
A number of improvements have already been initiated along the corridor, with the construction of a passive park and infill homes, installation of a historic marker, and resurfacing of the street. While identifying a number of improvements to the corridor, this implementation plan also focuses upon utilizing to the greatest extent possible existing funds through the Special Local Option Sales Tax (SPLOST), City of Savannah General Funds, Community Development Block Grant, HOME and private investment.

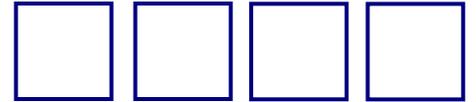
The Community & Economic Development Bureau, in coordination with other city departments and related agencies, will be working to implement the projects identified within the Augusta Avenue Corridor Implementation Strategy.

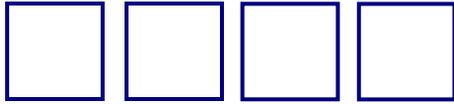


Proposed improvements to the Augusta Avenue Corridor include:

- ❑ Enhancement of public green space at flat iron blocks along the corridor.
- ❑ Development of a Passive Park which complements the new Slave Sale Historic Marker.
- ❑ Installation of new sidewalks and improvements to existing walks along both sides of Augusta Avenue.
- ❑ Targeted business development strategies to spur private investment and improve existing businesses.
- ❑ Developing off-street parking areas for commercial nodes along the corridor.
- ❑ Weatherization improvements to owner and renter occupied houses along the corridor.
- ❑ Improvements to the exterior building envelopes of owner and renter occupied houses.
- ❑ Working with CHSA to assist landlords in improving their renter-occupied properties.
- ❑ Construction of infill affordable single family housing units.
- ❑ Construction of bus pullovers to alleviate traffic congestion.
- ❑ Streetscape enhancements to the eastern entryway of Augusta Avenue.
- ❑ Necessary infrastructure improvements, including water line, storm drainage and road improvements

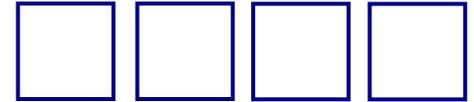






# INTRODUCTION





*im • ple • ment – verb*

*1: to give effect to and ensure of actual fulfillment by concrete measures; to carry out*

**OBJECTIVES:**

- Enhance pedestrian infrastructure
- Expand public green space & amenities
- Improve residential housing conditions
- Spur neighborhood economic & business development

**PURPOSE**

The purpose of the Augusta Avenue Corridor Revitalization Plan is to set forth an implementation plan for specific corridor improvements that build upon the vision established by the West Savannah community in previous planning efforts. At the same time, the Augusta Avenue plan has the opportunity to create synergy with other ongoing revitalization projects on Savannah’s west side, most notably, the Sustainable Fellwood redevelopment project.

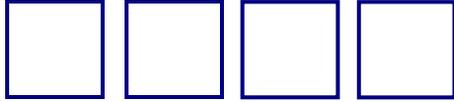
To fulfill this purpose, the plan has identified contributing parcels of the Augusta Avenue corridor, between East Lathrop Avenue and Interstate 516, and assessed their current conditions. To develop benchmarks for analysis of aesthetic and structural integrities of the corridor’s properties, an in-depth visual survey of all contributing properties along the corridor was completed.

Furthermore, an outline of practical strategies and site specific plans has been developed to guide revitalization of the corridor and spur economic development activity. The plan takes into consideration demographic, housing, and economic data as well as current trends. This plan is intended to function as a feasible “implementation plan” and includes an estimated budget for each planned improvement, as well as a detailed work plan.

Specific improvements to be addressed include: upgrades in pedestrian infrastructure and amenities, expanded community green space, incentivized neighborhood economic development, enhanced traffic flow and pedestrian safety measures, and necessary infrastructure upgrades. This plan encourages the transformation of vacant and blighted properties and restores the Augusta Avenue corridor to a safe, environmentally healthy, and economically thriving corridor for residents and visitors alike.

The Augusta Avenue Corridor Revitalization Strategy is consistent with and conforms to the Comprehensive Plan for Chatham County/City of Savannah and the Consolidated Housing and Community Development Plan and meets the criteria for an Urban Redevelopment Area under the Georgia Urban Redevelopment Law. Compliance with this law grants certain powers to the City of Savannah that are necessary to carry out redevelopment activities in the area.





## AUGUSTA AVENUE HISTORY

While West Savannah’s boundaries are clearly defined by traffic thoroughfares and rail lines, it is Augusta Avenue that serves as the centerpiece of this residential neighborhood. Augusta Avenue dates to colonial times when it served as a trade route between the port city of Savannah and the Georgia interior, including Augusta. Traditionally, Augusta Avenue – and earlier Augusta Road – served as the heart of West Savannah and the main entry point to the neighborhood.

Early in its history, Augusta Avenue became a focal point for the first residential development in the area, along with portions of Bay Street. This corridor was enhanced by the presence of streetcar service which allowed the West Savannah community to be connected with downtown Savannah to the east.



As West Savannah grew over time, so did Augusta Avenue. Today that growth is evident in the diverse housing stock situated along the corridor, as well as the intermixed neighborhood commercial uses. The corridor experienced its peak commercial years through the 1950s when numerous small businesses operated on Augusta Avenue, with a notable concentration located along the 1300 block.



Similar to many traditional neighborhood corridors across the country, Augusta Avenue experienced commercial decline throughout the 1960s and 1970s. Residential decline and disinvestment also altered the conditions along the corridor during this time. Though the corridor has faced difficulty, West Savannah has continued to exist as a vibrant, well connected residential community.

Today, Augusta Avenue remains the primary neighborhood corridor, even as West Bay Street carries the bulk of automobile traffic between downtown Savannah, westbound destinations, and the Savannah/Hilton Head International Airport. As such, the health of the Augusta Avenue corridor is integral to the health of the surrounding West Savannah neighborhood.

Much of the history of the corridor and its adjacent neighborhoods can be read in *Low Land and the High Road*, written by Martha Keber and published by the City of Savannah’s Department of Cultural Affairs.

### *com • mu • ni • ty*—noun

- 1: a unified body of individuals
- 2: a body of persons or nations having a common history or common social, economic & political interests

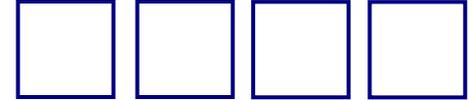
### QUICK FACTS:

City of Savannah:  
Founded in 1733

Augusta Avenue:  
Colonial era road

West Savannah:  
Annexed in 1939

WSCO:  
Established in 1988

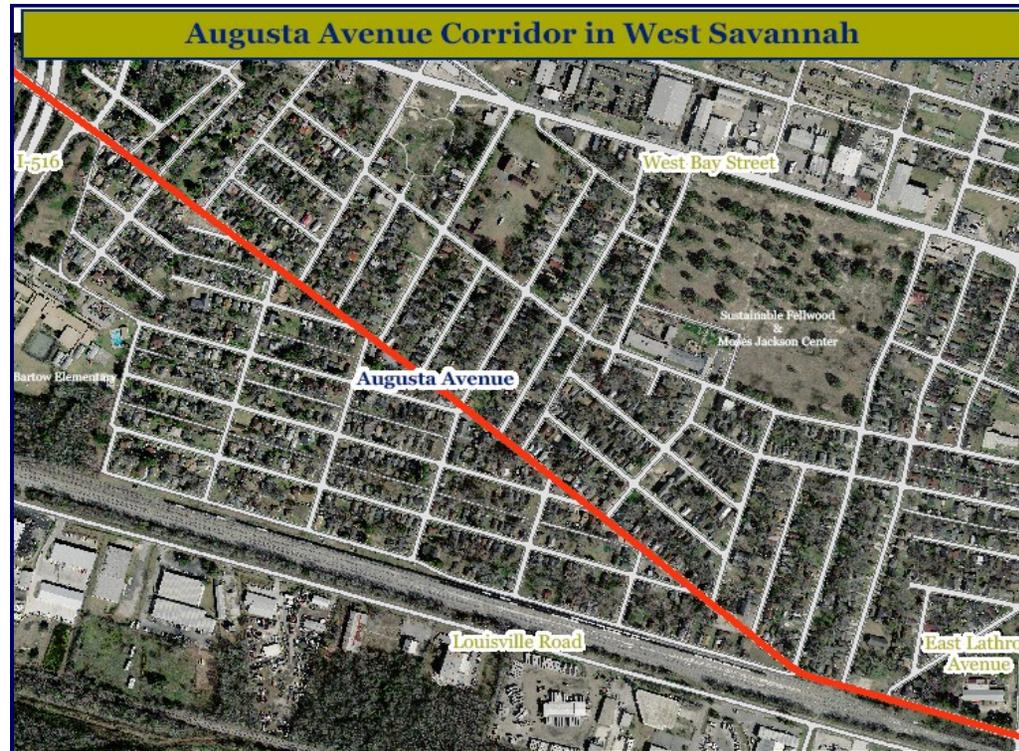


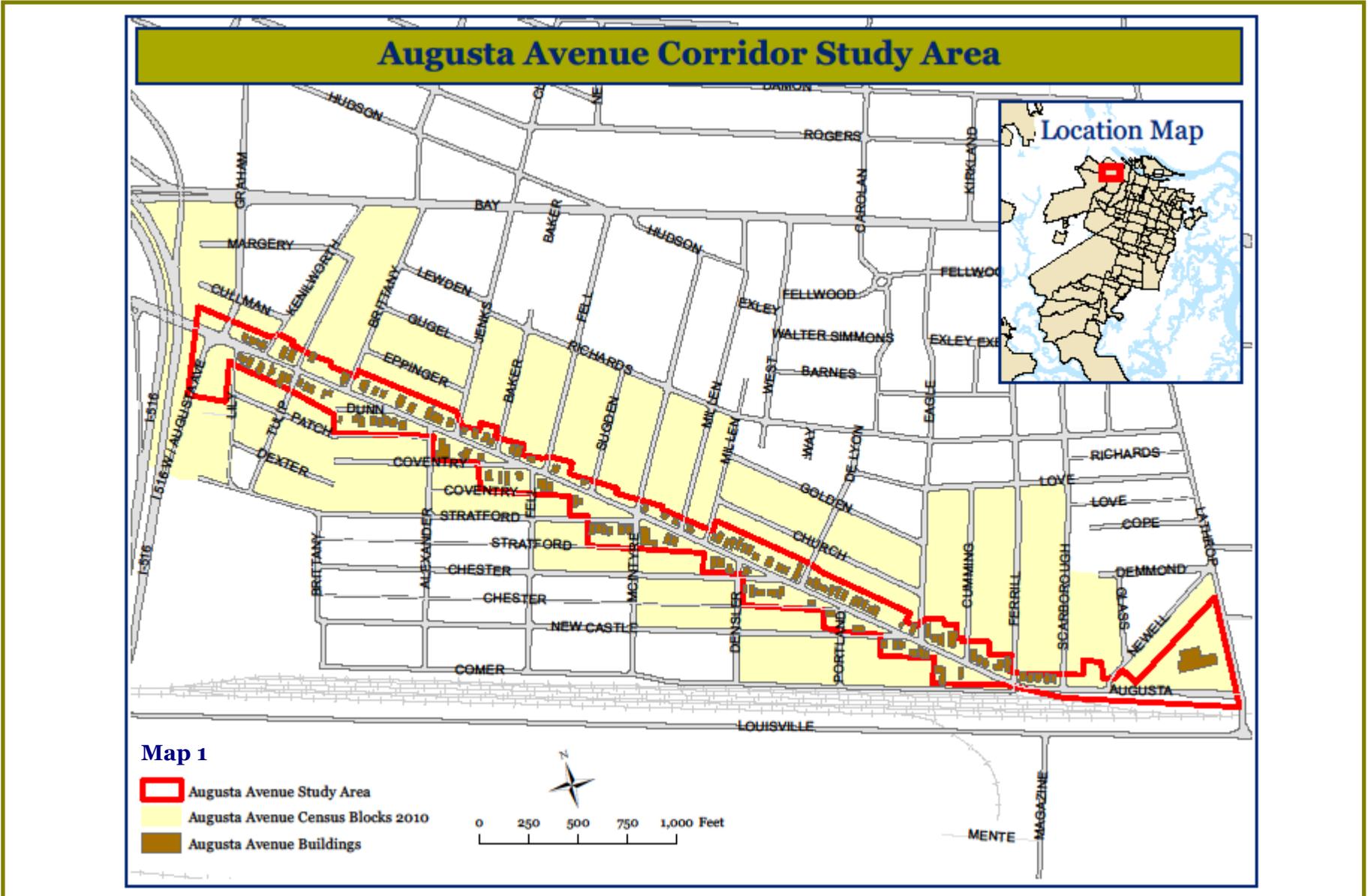
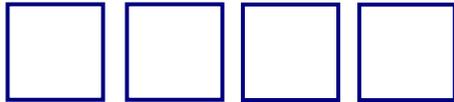
*col•lab•o•rate* – verb  
1: to work jointly with others or together especially in an intellectual endeavor

## STUDY AREA

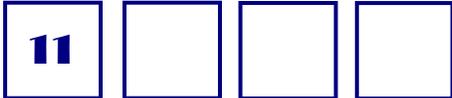
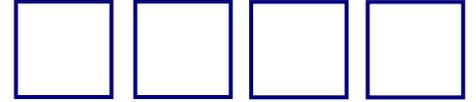
The scope of the Augusta Avenue Corridor Revitalization Plan is Augusta Avenue from East Lathrop Avenue on the east to Interstate 516 on the west. Also included in the plan are the blocks adjoining Augusta Avenue on each of the following streets, from east to west: Chester, Stratford, Coventry and Dunn. Map 1 identifies this study area. Population data for the corridor was captured using the Census blocks that are adjacent to the study area. This area is also identified on Map 1. All other demographic data comes from the larger Census Tract the corridor is location within.

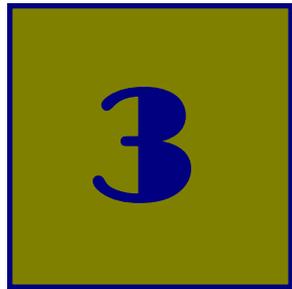
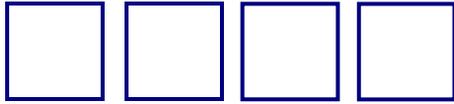
Augusta Avenue is primarily residential but also has a number of small businesses and churches, as well as a minimal number of other identified uses. From East Lathrop Avenue, the corridor runs to the west for three blocks where it intersects with Ferrell Street on the north and Comer Street on the south, which continues running west from this point. Along this stretch the corridor is bounded on the south by numerous railroad tracks. From here, the studied portion of Augusta Avenue runs on a northwest diagonal to its junction with I-516.





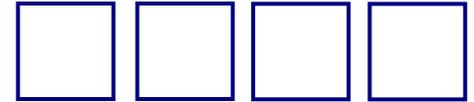
**EXISTING CONDITIONS**





# EXISTING CONDITIONS





*pop•u•la•tion* — noun  
1: the whole number of people or inhabitants in a country or region  
2: a body of persons having a quality or characteristic in common

**AUGUSTA AVENUE  
CORRIDOR  
BY THE NUMBERS:  
(ESTIMATES)**

- 1,300 residents
- 800 high school grads
- 100 college grads
- 450 people in poverty
- 575 housing units
- 280 home owners
- 45% of homes built between 1950-1959

**DEMOGRAPHIC PROFILE**

Census Tract 6.01 is used for neighborhood demographic data and includes the West Savannah community, as well as the Brickyard and Springfield Terrace areas south of Louisville Road and the Savannah College of Art & Design’s Boundary Village residential complex. Population and racial data is from the 2010 Census. All other economic and employment data is from the U.S. Census 2010 American Community Survey five year average, unless otherwise noted.

Approximately 4,500 residents live in Census Tract 6.01 and call the West Savannah area home. This is an increase of nearly 1,000 from the 2000 Census and can be largely attributed to new apartment and dormitory construction. The Augusta Avenue corridor and West Savannah has a much higher population density compared to the city as a whole. The corridor has a density of approximately 6,800 people per square mile compared to 1,260 per square mile citywide. Census Tract 6.01 has nearly 3,300 people per square mile. Many in-town neighborhoods such as Cuyler-Brownsville and the Landmark Historic District have similar or higher densities.

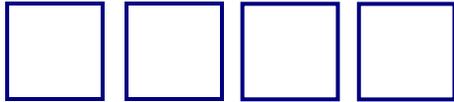
73% of Census Tract 6.01’s population is African-American compared to 55% in the city of Savannah. The Augusta Avenue corridor’s African-American population is 98%. From the 2000 to 2010 Census the tract had a significant increase in the white population and a moderate increase in other minority populations. Meanwhile, the corridor’s racial demographics were static from 2000 to 2010.

Greater than one in three individuals in West Savannah lives below the poverty line while the median household income for the area is \$19,320. By comparison nearly one in four Savannah residents lives below the poverty line while the median household income citywide is \$33,316.

Housing is quite affordable in the area, with a median owned home value of \$69,300 in 2010, compared to the city’s median of \$144,900. West Savannah has a relatively high percentage of owner occupied housing for a city neighborhood with 51% of all units being owner occupied.

Housing vacancy is a growing issue in the West Savannah area and throughout the city. From the 2000 to 2010 Census housing vacancy in the West Savannah area went up 67% and 54% in Savannah. The total number of housing units in West Savannah decreased by 3% during that time period while housing units increased by nearly 8% in the city.

Estimates in the sidebar (left & opposite) identify demographics specific to the Augusta Avenue corridor study area based on U.S. Census data.



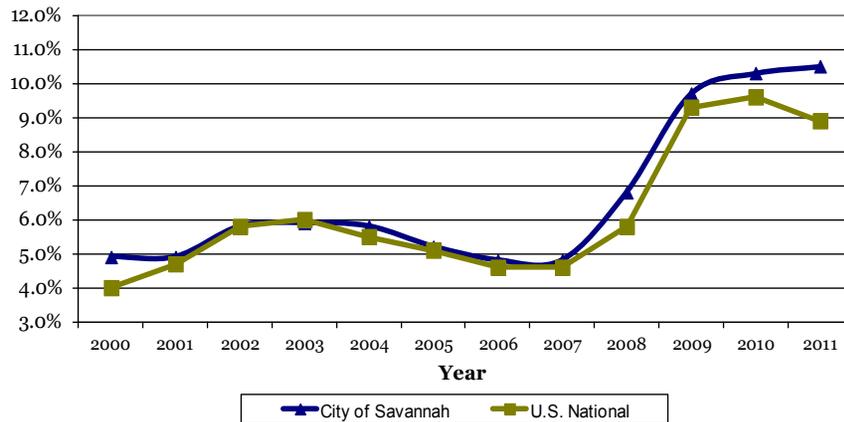
The West Savannah area has a much lower labor force participation rate than the city and a higher level of unemployment for those adults age 16 or older who are in the labor force. Nearly 7 in 10 adults in West Savannah are either retired or not seeking employment. That number is 4 in 10 city wide.

The top occupation group for West Savannah residents is service occupations followed by production & transportation occupations. City wide those occupations are the third and fourth most common occupations behind management & professional and sales & office occupations.

Commuting to work patterns also vary from West Savannah to the city wide labor force. Average commute time city wide is 19 minutes. West Savannah workers average 24 minute commute times. Impacting commuting time is the method of transportation. 1 in 6 West Savannah workers commutes by public transportation or walking compared to 1 in 20 workers city wide. Effective public transportation and access to employment centers are important factors for a productive labor force along the Augusta Avenue corridor.

The Federal Bureau of Labor Statistics and the Georgia Department of Labor maintain up to date unemployment data for each month and business quarter. These numbers typically vary from the Census data as the Census asks each household for unemployment information. While the numbers are reported differently, they record the same trends.

**Unemployment Rate over Past Decade**  
- Bureau of Labor Statistics Data -

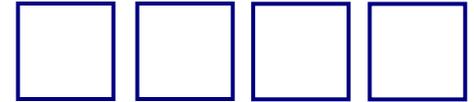


Recent unemployment data for the city as a whole indicates a still growing unemployment problem for residents along the Augusta Avenue corridor. According to 2010 data, West Savannah unemployment was more than 2 times greater than the city wide unemployment. The charts to the left and above indicate growing unemployment issues in the city of Savannah over the last decade. The data also reveals unemployment doubling from January 2008 to August 2011. While the data specific to the corridor can not be gathered for this same time period, citywide trends certainly are impacting the corridor and surrounding community greatly.

*la•bor - noun*  
 1: expenditure of physical or mental effort especially when difficult or compulsory  
 2: human activity or process that provides the goods or services in an economy

**AUGUSTA AVENUE CORRIDOR**  
**BY THE NUMBERS:**  
 (ESTIMATES)

- 725 working age adults
- 250 adults in civilian labor force
- 200 employed adults



## NEIGHBORHOOD CRIME

In 2011 the West Savannah community recorded a five year low in Part I crimes. In 2009 West Savannah saw at least a seven year high in crime. In 2010 violent crime was down significantly. In 2011 significant reductions in robbery, assault, burglary and auto theft have contributed to the five year low in crime.

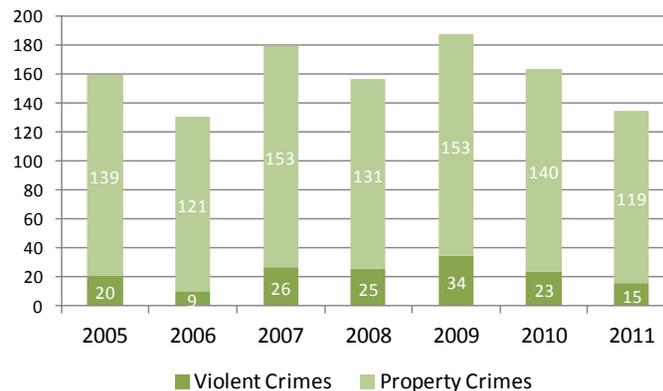
The presence of crime as well as the perception of the presence of crime can impact neighborhood safety and neighborhood health. New residents and homeowners are often discouraged from neighborhoods with a perceived or real crime issue. Similarly, it is difficult to attract new businesses or investment by existing businesses along a corridor with criminal elements. Map 2 on the next page shows the location of crime incidents in 2011. Crime is dispersed throughout the neighborhood, however, along the Augusta Avenue corridor there is a cluster of higher crime activity between Scarborough and Delyon Streets.

### 2011 Part I Crime Statistics

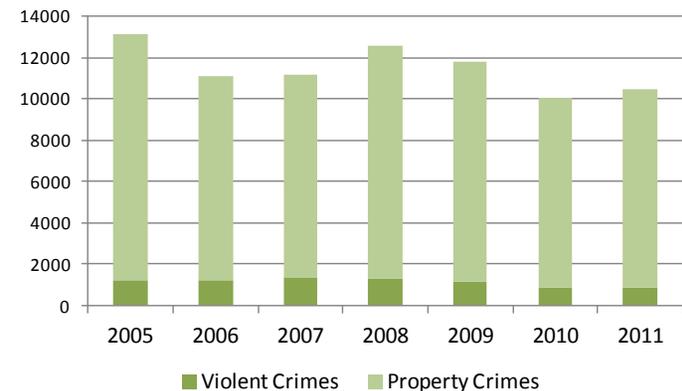
	Homicide	Rape	Robbery	Assault	Burglary	Larceny	Auto Theft	Part I Totals
West Savannah	2	2	2	9	44	70	5	134
Downtown Precinct	9	6	135	61	241	1,243	98	1,793
SCMPD Total	26	36	488	339	2,241	6,608	730	10,468

Data obtained from SCMPD 2011 Annual Neighborhood Crime Report

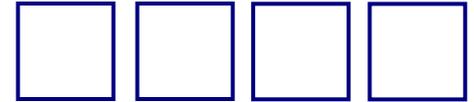
West Savannah Part 1 Crime Trends



Savannah-Chatham Part 1 Crime Trends







*re • source — noun*

- 1: a source of supply or support
- 2: a natural source of wealth or revenue

## ENVIRONMENTAL RESOURCES

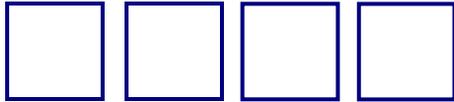
Healthy, accessible and attractive open green spaces can be vital resources for viable communities. While the Augusta Avenue corridor is predominantly a residential and neighborhood commercial district, it also has some important environmental resources – and areas with potential.

At the western end of Augusta Avenue near I-516 is the former site of Bartow Homes, a Housing Authority of Savannah property. This space offers a large open green space with mature trees that is often not found in older residential communities. While the site is currently underutilized, it does function as a community open space with great environmental health potential.

The green space and historic slave sale marker are recent additions to the environmental resources along the corridor. The site offers an attractive community green space as well as a cultural asset.

Another key environmental resource or asset is the pedestrian scale and walkability of the corridor and the West Savannah neighborhood. While pedestrian improvements are needed, the corridor has an ideal combination of density, mixed land use, and human scale buildings that many new communities try to replicate. This is a wonderful opportunity to encourage both community interaction and personal health through movement.





## CULTURAL & HISTORIC RESOURCES

As a central part of the West Savannah community, the Augusta Avenue corridor has no shortage of cultural and historic resources. Some of these resources are well understood and integrated into the community life. Others, however, are not widely shared or perhaps even recognized as potential assets.

As mentioned previously, the historic marker and green space commemorating “the weeping time” serves as a cultural and historic resource and reminder for the community. This site offers an educational opportunity for future generations and a good model for public green space for present generations.

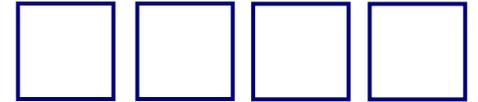
Another resource of great importance to community culture and history is the many churches in the neighborhood, including those along the Augusta Avenue corridor. As mentioned in *Low Land and the High Road*, “The numbers alone suggest the importance of faith in these communities but it is the work of the church within neighborhoods and the spiritual fulfillment that congregations experience that underscore their significance.” Today, there are eight established churches along the Augusta Avenue corridor which continue as an integral part of the corridor’s culture. The congregations represent an opportunity to tap into the social fabric of the community as it strives to grow a healthy and vibrant corridor.



Numerous other cultural and historic resources exist, though the presence of many of these is understated today. Included in this list would be the history of the area’s rice and plantation culture, the area’s long association with the railroads and longshoremen, the corridor’s history in the civil rights era, and its early revolutionary significance – as noted by the Jasper Springs historical marker on Augusta Avenue, just west of I-516.

*cul•ture* – noun

- 1: the customary beliefs, social forms, and material traits of a racial, religious, or social group
- 2: the characteristic features of everyday existence shared by people in a place or time



### Flat-iron blocks



“West Savannah’s downtown squares”

## URBAN DESIGN & ARCHITECTURAL RESOURCES

The cross-cutting pattern of Augusta Avenue through West Savannah produces the unique block configuration called the “flat-iron”. These triangular shaped parcels provide unique opportunities for visible redevelopment as modeled by the slave sale historic marker site. The flat-iron blocks currently hold residential, commercial, and environmental uses. Each one offers Augusta Avenue the chance to introduce a unique and healthy public space to residents and others passing by— similar to the squares found in the downtown historic district.



Comer Street flat-iron—Church owned green space



Chester Street flat-iron—CAT bus stop & mixed use

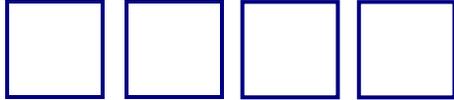


Coventry Street flat-iron—CAT bus stop



Stratford Street flat-iron—Proposed passive park





Of great significance to the corridor is the diverse style of vernacular architecture found along the streetscape. In 2005, historic preservation officer Beth Reiter of the Metropolitan Planning Commission completed a windshield survey and report identifying contributing historic and cultural resources in West Savannah. Contributing resources typically are 50 years old or older and are representative of a particular type or style of architecture. 44 of the 159 properties (28%) surveyed by Community Planning staff in 2009 were considered to be historically contributing structures in the 2005 report.

Historic residential building styles found along Augusta Avenue include the Shotgun, Pyramid Cottage, Temple Front Cottage, Bungalow, and American Four Square.



Temple Front Cottage style house



Bungalow style brick house

Commercial buildings on Augusta Avenue are typically of a small scale for neighborhood businesses and include classical storefront and corner store features.



Simple brick commercial



Mix-use brick commercial

Church buildings have a significant presence on Augusta Avenue and a style common throughout the area's history.



## Historic Architecture

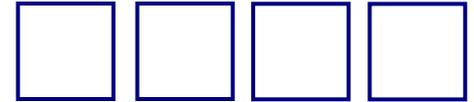
~  
Shotgun

Pyramid Cottage

Temple Front Cottage

Bungalow

American Four Square



**ZONING DISTRICTS:**

R-4  
Four family residential

R-B-1  
Residential business

I-H  
Heavy industrial (rail)

**ZONING & LAND USE**

The City of Savannah Comprehensive Zoning Ordinance establishes allowable uses by zone classification. Zoning also determines such issues as setbacks, lot area coverage, building height, and other development standards.

Three zoning districts are identified along the Augusta Avenue corridor, including R-4, R-B-1, and I-H. Locations of each of these districts can be found on [Map 2](#).

The vast majority of the properties adjacent to the Augusta Avenue corridor are zoned R-4 four-family residential. R-4 zoning maintains dwelling unit density to not more than 12 dwelling units per net acre.



R-B-1 zoning creates an area in which certain types of convenience shopping, retail sales and service uses can be established, while also preventing nuisances or hazards from vehicular movement, noise or fume generation or high-intensity use detrimental to adjacent residential development. These zones are found intermittently along the corridor in a handful of irregular shaped zones and range in size from a couple of parcels to about two and a half acres. The largest area of commercial activity is situated between Densler and Cumming Streets. Several large parcels of R-B-1 zoning can be found at the eastern end of the corridor.

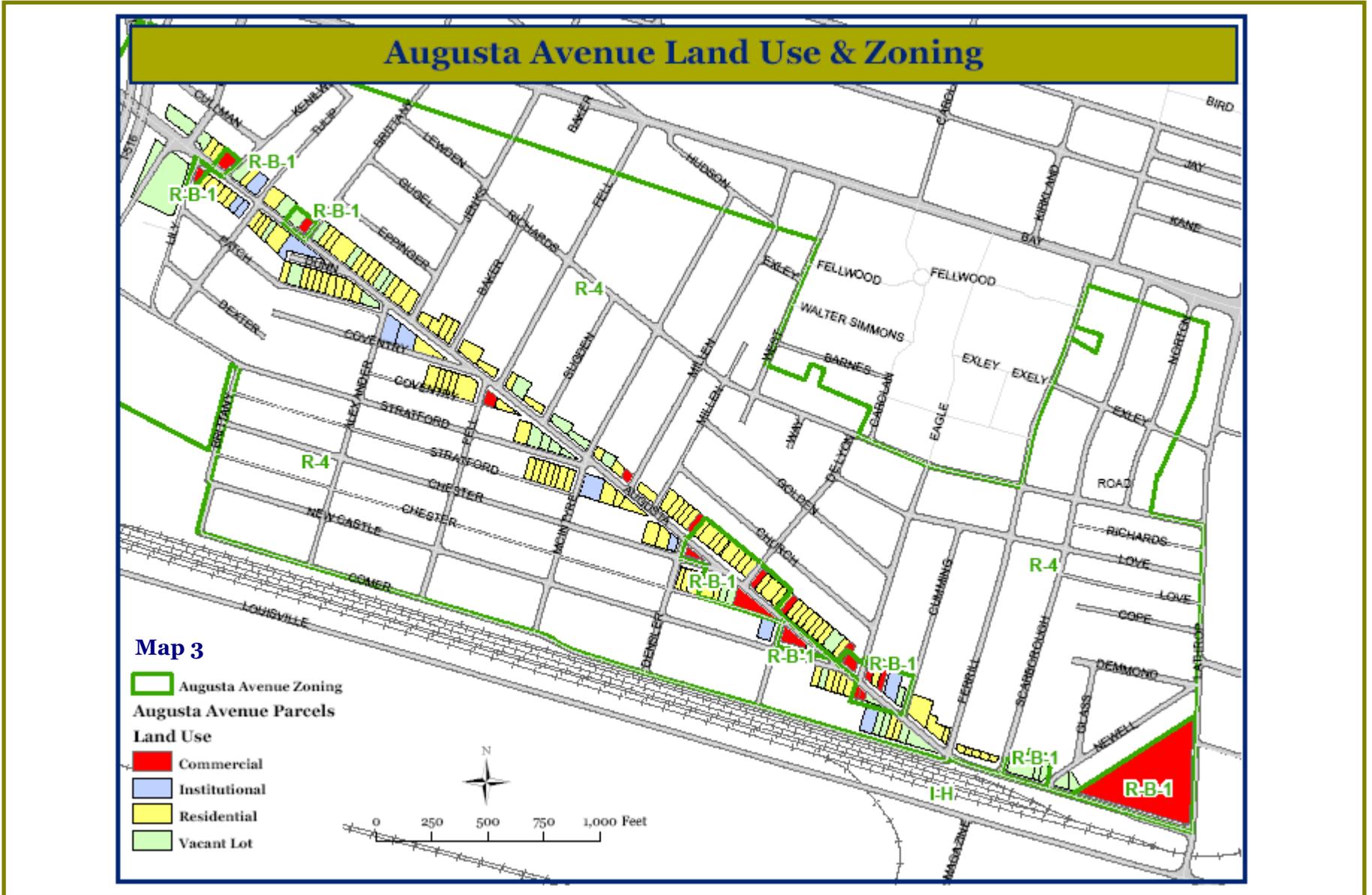
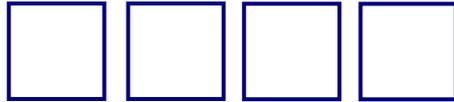
The I-H zone is demonstrative of the railroad tracks that run directly parallel to Augusta Avenue at its eastern edge for about one-quarter mile. The district permits industries which are not permitted in an I-L (light-industrial) district.



Two-thirds of the property in the Augusta Avenue study area is devoted to residential use. Of these, the great majority, or 83%, are single family, 13% are duplexes, and the remaining 4% are multi-family units. A significant number of religious institutions (ten in total) sit along the corridor, creating a strong cultural and historical presence. Additionally, there are eighteen commercial properties (ten occupied and eight currently vacant) throughout the one-mile target corridor. The bulk of commercial land use is concentrated between DeLyon Street and Cumming Street. Eagle Street serves as a potential node for neighborhood business while additional independent storefronts are found along the corridor, including at the west end near I-516.

Additional land use data and analysis will be included in the discussion of the existing conditions as documented by the Augusta Avenue survey of property conditions. This will be addressed in the following pages.







**SURVEY RATINGS:**

Standard  
Score of 0

Minor  
Score of 1 to 3

Moderate  
Score of 4 to 8

Major  
Score of 9 or more

**PROPERTY CONDITIONS SURVEY**

Community Planning & Development staff conducted an extensive field survey to determine land use and physical conditions of lots, structures, and sidewalks fronting Augusta Avenue and the adjacent side streets. In order to rate the cleanliness of the exterior yard/lot, the criteria assessed included: litter, excessive growth, bulk items, debris, and abandoned automobiles. Points were assessed for each existing criteria ranging from one point for litter up to three points for abandoned autos. The buildings themselves were scored through a variety of faulty minor, moderate, and major conditions. Parcels that are used as residential side yards were not scored separately, but rather with the adjacent residential property. This resulted in 160 scored survey entries from the 178 parcels within the Augusta Avenue study area, including 131 properties with structures.

Common minor issues recorded included: dirty/mildewed paint, roof shingles curling, eave work needed, and fence in need of repair. Examples of unsightly moderate structural issues included: chipped/peeling paint, 25-50% of siding/wood needing replacement, and defective porches. Major structural deficiencies included: fire damage, exterior walls sagging/leaning, and defective foundations. One point was assessed for each minor condition, three points per moderate condition, and nine points per major condition.



**STANDARD CONDITION**



**MINOR CONDITION**

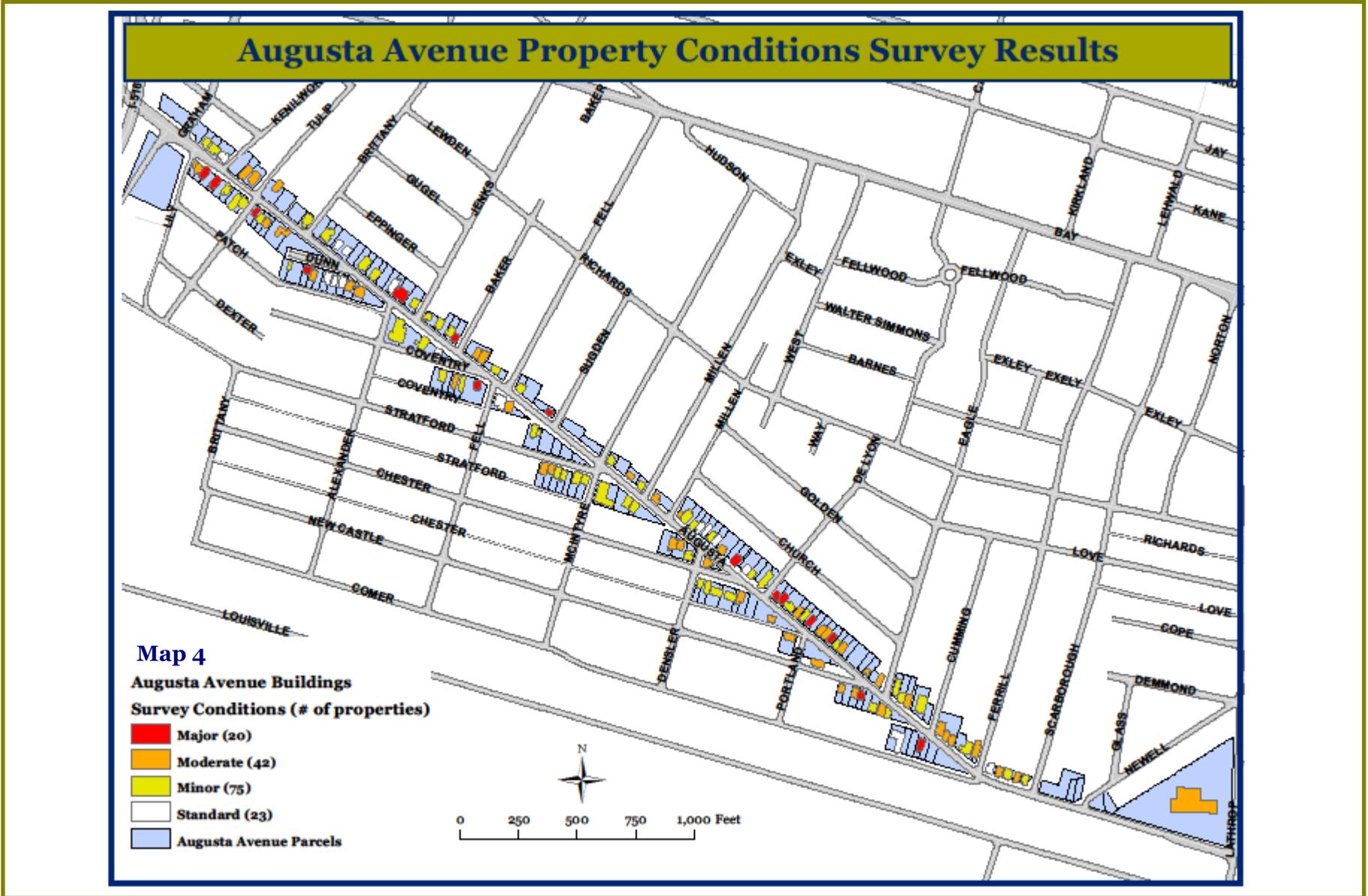
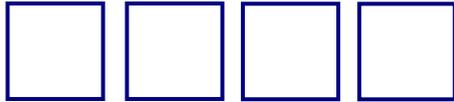


**MODERATE CONDITION**



**MAJOR CONDITION**







*sur•vey* – verb

1: to examine as to condition, situation, or value : appraise  
 2: to query (someone) in order to collect data for the analysis of some aspect of a group or area

## PROPERTY CONDITIONS SURVEY RESULTS

Category	Count	Percent of Total
Standard (Zero points)	23	14.4%
Minor Problems (1 to 3 points)	75	46.9%
Moderate Problems (4 to 8 points)	42	26.3%
Major Problems (9+ points)	20	12.5%
<b>Total Property Count</b>	160	100.00%
<b>Average Property Score</b>	4.1	

Developed Land Use	Occupied		Total Count	Vacancy Rate
	Count	Count		
Commercial	7	11	18	61.1%
Industrial	0	0	0	0.0%
Institutional	8	1	9	11.1%
Residential	83	21	104	20.2%
<b>Total</b>	100	31	131	23.7%

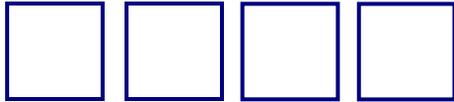
Note: 29 Undeveloped Lots are NOT figured in these counts; occupancy is N/A.

The tables above indicate how the properties along Augusta Avenue scored on the field survey. The average property score was 4.1 (indicating Moderate problems) for all 160 properties rated along the corridor. More than half the properties surveyed were Standard or had only Minor problems. Unfortunately, more than a quarter had Moderate problems and one in eight were evaluated with Major problems.

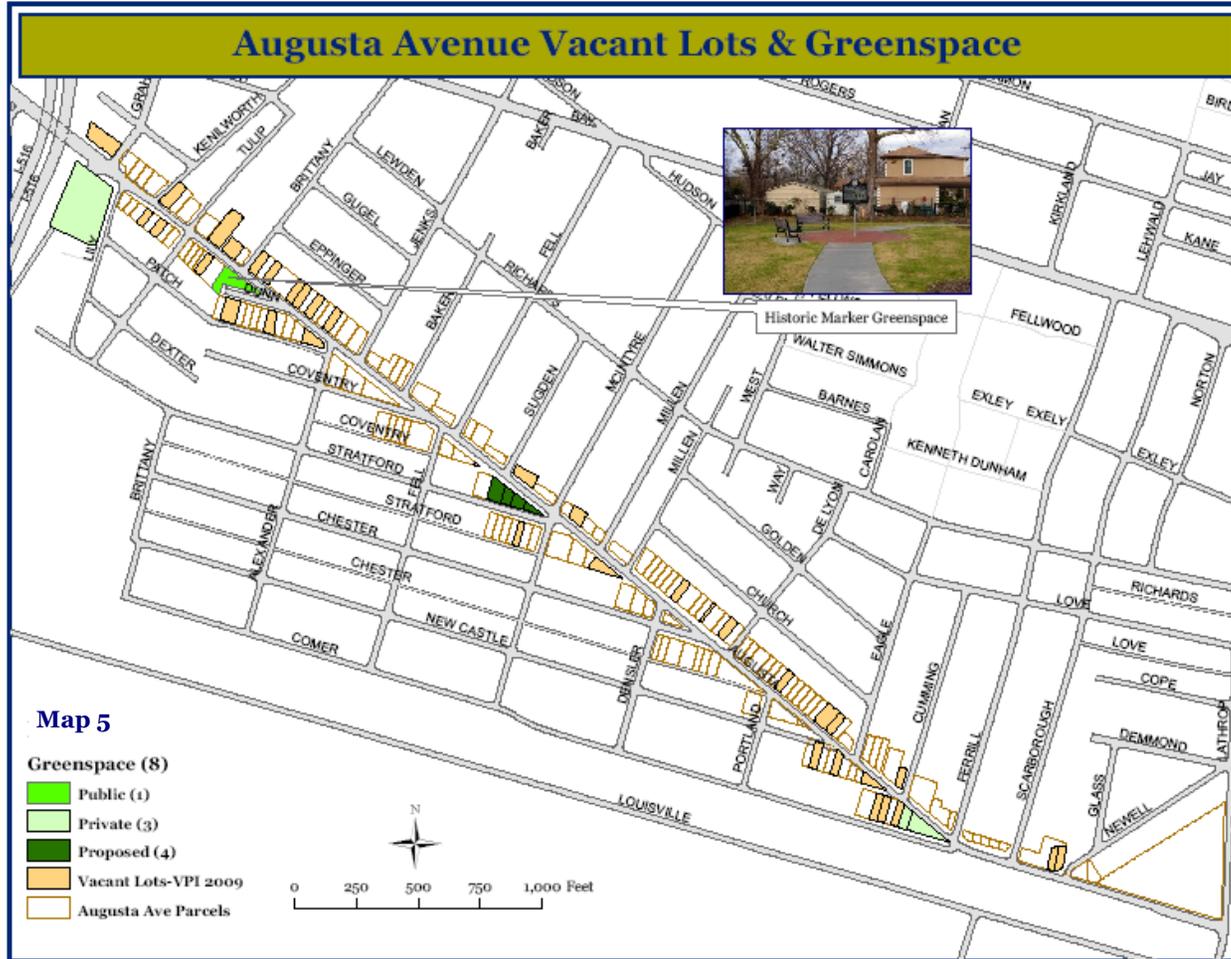
Land Use (Generic)	Count	Percent
Commercial	18	11.3%
Industrial	0	0.0%
Institutional	9	5.6%
Residential	104	65.0%
Undeveloped	29	18.1%
<b>Total</b>	160	100.00%

Land Use (Specific)	Count	Percent
Commercial: Other	3	1.9%
Commercial: Retail	15	9.4%
Industrial: Light	0	0.0%
Institutional: Religious	9	5.6%
Residential: Duplex	14	8.8%
Residential: Multi-family	4	2.5%
Residential: Single-family detached	86	53.8%
Undeveloped Lot: Open space	2	1.3%
Undeveloped Lot: Vacant lot	27	16.9%
<b>Total</b>	160	100.00%

Of the 160 properties on the corridor 29 currently are undeveloped lots. Undeveloped lots, whether vacant or dedicated open space, were not applicable when considering the occupancy status of the corridor. As illustrated in the tables above, the vacancy rate of the 131 structures is just under 24%. The majority of the developed lots (nearly 80%) are residential uses. Of these, 20% appeared vacant by CPD staff in the field, while 2010 Census data reports a residential vacancy rate of 34%. Eleven out of eighteen commercial properties were vacant at the time of the survey in 2012, an increase of two since 2010.



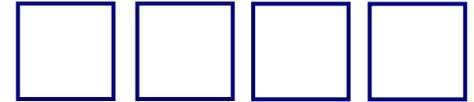
Open and accessible green space is quite limited along Augusta Avenue. The term green space is used here to describe undeveloped areas maintained by public entities or institutions for visual beauty, environmental health, or cultural/recreational activity. The addition of the historic marker passive park is a great improvement for the corridor's green space and is an example of what other areas along the corridor could become. Further strategies for increasing green space along the corridor will be presented in the Action Plan of this report.



**Map 6:**

Shows the location of vacant lots determined by the VPI, as well as, existing and proposed green space.

*green* – noun  
 1: a grassy plain or plot  
 2: a common or park in the center of a town or village



**SIDEWALK CONDITIONS:**

Good  
 New or like new  
 Accessible ramps, may have truncated ramps for vision impaired  
 685' exists currently

Minor  
 No clear trip hazards  
 Minor cracks or breaks  
 Some overgrowth  
 Present  
 4,030' exists currently

Major  
 Partially existing  
 Deteriorated or shifted  
 Significant trip hazard  
 150' exists currently

No sidewalk  
 No existing walk  
 May include dirt path, existing concrete, or other surfaces  
 4,700' exists currently

**SIDEWALK CONDITIONS**

The Augusta Avenue corridor is fortunate to have a buildings and blocks designed at an appropriate pedestrian scale. The corridor is challenged, however, with narrow sidewalks, missing curbs, right of way encroachments, and generally a lack of buffering between the roadway and sidewalks.

Currently, the sidewalks along the Augusta Avenue corridor range from brand new, ADA compliant walks to severely damaged or non-existent walks. Many of the parking lots have poorly defined and/or wide entrances, numerous intersections have paved over or lowered curbs, and cars are often parked on the sidewalks and right of way. Each of these issues poses a problem for pedestrian safety and vehicular movement.



Current sidewalk with erosion, overgrowth and drainage issues



Sidewalk with major overgrowth, lost curbing, and no landscape buffer between cars and sidewalk.



Non-existing walk between Tulip and Kenilworth Street

Only two blocks of the corridor's north side are without sidewalks. While the connectivity is quite good and almost complete, the sidewalk has much room for improvement. Primary concerns along the north side include the lack of separation between the curb and sidewalk, the loss of the curb due to over-paving of the street, erosion and overgrowth from adjacent yards, narrow walks of less than four feet and numerous impediments for the physically impaired.



Current right of way at Augusta Avenue and East Lathrop



No existing sidewalk or tree lawn with apparent paths worn down by consistent pedestrian traffic.

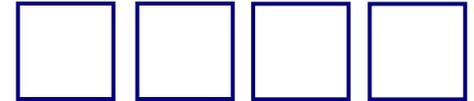


A paved area with no clear walkway or landscape buffer from vehicles.

Unlike the north side of Augusta Avenue, sidewalks on the south side are nearly non-existent. Numerous locations show evidence of heavy foot traffic. Further, many of the south side blocks include bus stops, churches, and commercial store fronts—all of which generate and encourage pedestrian traffic. The primary concern along the south side of the corridor is the general lack of sidewalk providing a safe place for people to walk.







EXISTING AVENUE BUSINESSES	
<u>Licensed Businesses</u> (2012)	
Beauty/Barber Shop	1
Confectionary	1
Daycare	2
Food Convenience	3
Shoe Repair	1
<b>Total</b>	<b>8</b>
<u>Home-based Business</u> (2012)	
Construction	1
Janitorial Service	1

## BUSINESS CONDITIONS

While business development on Augusta Avenue has significantly declined over the decades, Augusta Avenue remains a viable area for business development. Factors such as neighborhood housing reinvestment, local workforce development initiatives, and small business support through various agencies help to promote the corridor as a desirable location for neighborhood focused commercial investment. Although several businesses have closed in recent years, new businesses have recently opened.

### Challenges

Augusta Avenue serves as a local transportation corridor, contains a mix of neighborhood land uses, and cuts through the center of a well established community. The amount of traffic flow through the corridor is not inappropriate for the roadway. Yet, traffic flow, vehicular safety, and pedestrian safety can become significant issues given the corridor's narrow width, limited pedestrian infrastructure, small building setbacks, and the location of commercial properties. Existing parking configurations, curbs that have been paved over, and poor sidewalk conditions also contribute to the problem. Improvements of area parking, curbing, and adjacent landscaping could vastly improve vehicular mobility, pedestrian safety, business marketability, and customer attraction.

### Opportunities for successful business development and revitalization are present along the corridor

*Newell Street:  
Eastern Gateway Opportunity*

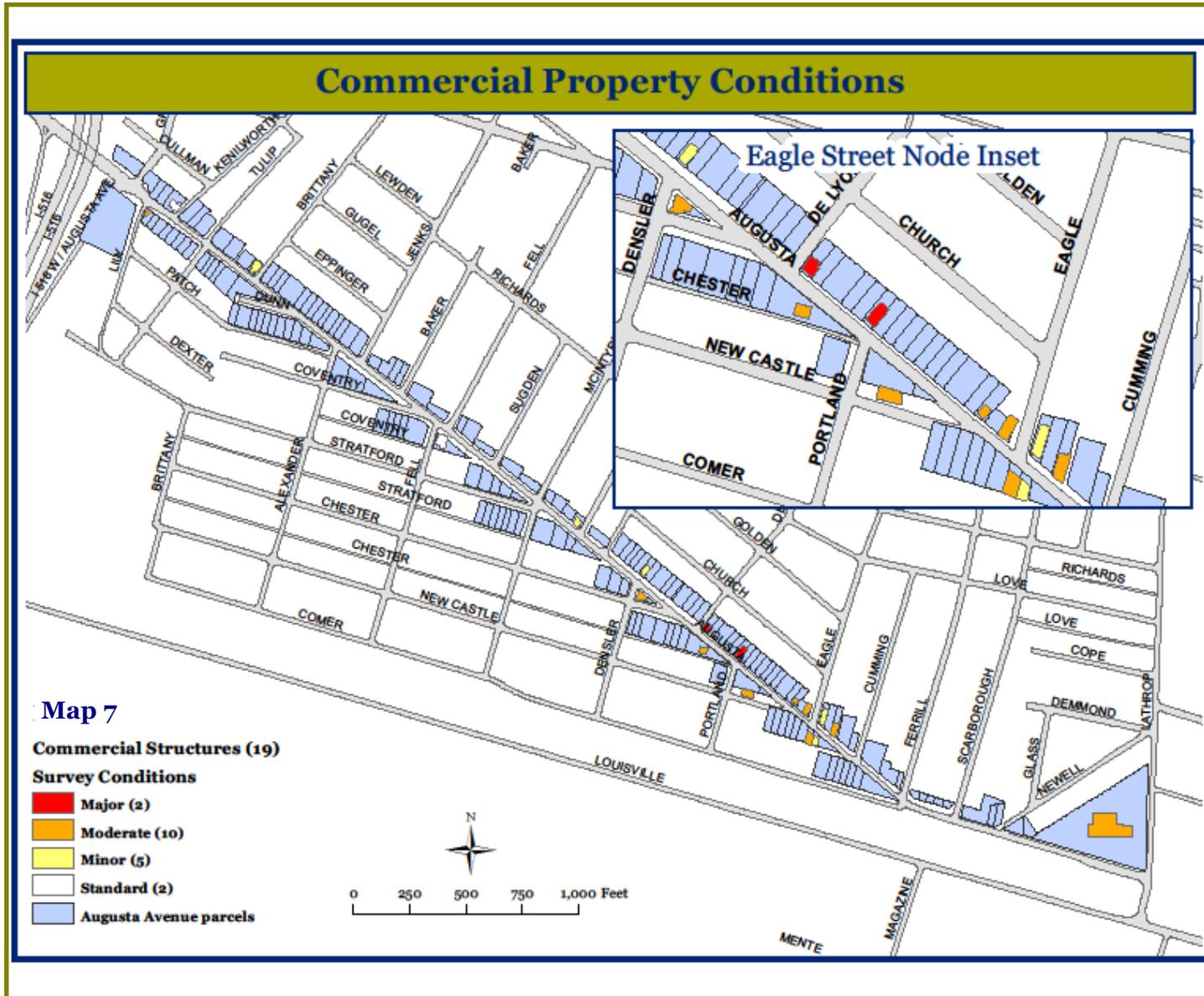
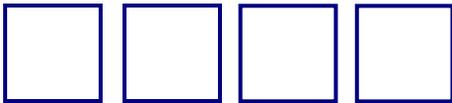


*Eagle Street:  
Neighborhood Business Node*



*Central & West End:  
Community Businesses*





**COMMERCIAL PROPERTIES BY THE NUMBERS:**

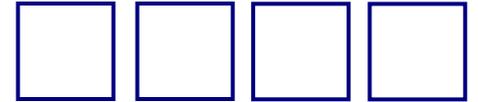
18 commercial structures on Augusta

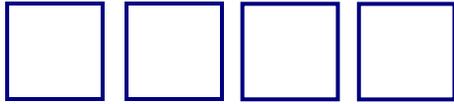
11 vacant structures

7 occupied structures

\$278, 680 in property tax assessments

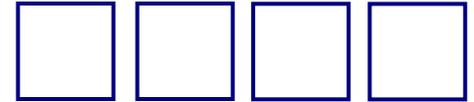
\$3,483.50 in total city property tax receipts





# ACTION PLAN





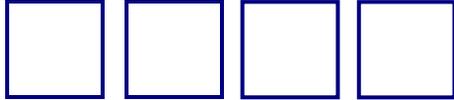
**ac • tion** — noun  
*1: something done or performed; act; deed.*  
*2: an act that one consciously wills and may be characterized by physical or mental activity*

## **ACTION PLAN OVERVIEW**

Understanding the Augusta Avenue corridor’s past history, as well as current conditions, is vital to knowing what the corridor can and will be in the future. The intent of this document is to set forth an implementation plan for specific corridor improvements that builds off of the vision established by the West Savannah community in previous planning efforts.

To that end, the following Action Plan outlines specific programs and projects that the City can undertake in partnering with the West Savannah community to restore the Augusta Avenue corridor as a safe, environmentally healthy, and economically thriving corridor for residents and visitors alike.

The Action Plan covers three primary areas: housing improvement, public space improvement, and business improvement. Each proposed action has been developed based on previous planning efforts, current corridor conditions, and existing resources. Each primary area of the Action Plan begins with clearly stated goals and objectives. Tied to these objectives are planned actions that include, a description of the improvement, a preliminary projected cost estimate for implementation, and the proposed year of implementation.



## **HOUSING IMPROVEMENTS**

**[TOTAL PROJECTED COST: \$1.8 MILLION]**

### **Code Enforcement Strategy**

Code enforcement ensures healthy and safe environments for Savannah citizens and consumers. Code violations are corrected through numerous education avenues, prevention and criminal enforcement, as well as the Chatham County courts. Enforcement of violations of fire codes, building codes, and property maintenance codes ensure structures and the land they sit on meet all minimum safety requirements for both residents and the general public.

Principal strategies utilized to accomplish this mission include:

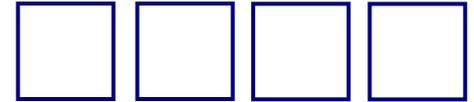
- Enforcement of Property Maintenance Code, City of Savannah Code Ordinances, International, Federal and State regulations
- Provision of education and training for citizens, including door to door notification, to increase citizen knowledge and community involvement.
- Securing residential and commercial vacant and abandoned properties, including City owned structures.
- Inspecting both tenant and owner-occupied properties and enforce the Derelict Rental Ordinance adopted by City Council in August 2008.



*shel•ter – noun*  
1: the protection or refuge afforded by such a thing or place

### **Responsibility**

- Property Maintenance
- Housing
- Neighborhood Associations



The Housing Department conducted a windshield survey of approximately 106 residential properties along the Augusta Avenue corridor study area, based on March 2009 figures. Providing funding is available and property owners are willing to participate, it would be possible to initiate approximately \$1.8 million in repairs and/or construction on 110 housing units as shown below. Housing and Community Services staff have already initiated door-to-door contact with homeowners to identify homes eligible for the available home improvement programs.

**Owner Occupied Housing Improvement**

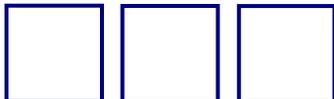
The majority of the owner occupied structures along the corridor are in good condition or in need of only minor repairs. Assuming homeowner eligibility and willingness to participate, many of these repairs can be addressed through the City’s housing improvement program. These programs provide funding for exterior home improvements to help ensure owner-occupied housing is weather-tight and bring the roof, exterior surfaces and components to good or standard condition. In order to minimize costs, to the greatest extent possible properties would be completed using volunteer labor, with costs related to the purchase of materials. Assuming volunteer labor, projected per property costs are approximately \$3,334 per unit.

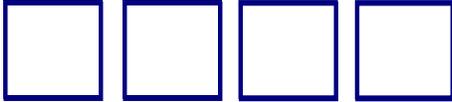
To increase energy efficiency to owner-occupied homes, on average an additional \$5,200 per unit would be needed. Typical improvements might include installation of exterior doors, energy efficient windows, “air-sealing” openings and cracks, and installation of attic insulation.

**Renter-Occupied Housing Improvement**

Based on site visits, housing staff estimates that, approximately 51 rental units are in need of exterior improvements including roof repair and/or replacement and returning exterior surfaces and components to good or standard condition. Total projected costs to improve Augusta Avenue rental unit conditions identified through the windshield survey would be approximately \$889,000 in CHSA, CDBG and/or bank financing. Costs for improvements are estimated at \$525,000, or \$10,294 per property, assuming landlords are willing to make property repairs and hire contractors to perform the work. To increase energy efficiency of the 70 renter-occupied homes, on average an additional \$5,200 per unit would be needed. Again, typical improvements might include installation of exterior doors, energy efficient windows, “air-sealing” openings and cracks, and installation of attic insulation. It is likely that about 30% or \$266,000 of these costs would have to be covered by CDBG loans from CHSA and/or other soft money sources. The remaining 70% or about \$623,000 could come from bank loans and/or property owner investment.

All housing improvement goals are contingent upon home owner participation in available programs.





**Infill Affordable Housing Development**

There are numerous vacant residential structures and parcels along the Augusta Avenue corridor. Many of these properties are in too poor a condition to cost effectively renovate and should instead be demolished. Based on the size and configuration of these lots, several parcels could be utilized for infill housing, if other viable uses, such as public parking, green space or yard space for adjoining properties, are not feasible.

Housing and Community Planning staff have identified 3 lots which could be acquired and subdivided to be used to develop 4 infill houses. The cost of acquiring the 3 properties would be approximately \$39,000 per lot, with demolition costs projected at \$15,000. The cost of building 4 new single-story detached infill houses would be about \$400,000, with developer fees/profit at about \$68,000. The total of all development costs for the 4 houses would be about \$600,000 or \$150,000 per house.

It is likely the houses would sell for about \$130,000 per house, requiring a permanent subsidy of about \$20,000 per house. *(Note: The high cost of acquisition and demolition of existing structures is what drives up these costs.)* Housing will likely have to provide about \$40,000 per house in permanent financing that is secondary to bank loans of approximately \$95,000 per house. This \$135,000 should cover a \$130,000 purchase price and about \$5,000 in closing related costs.

**HERA and ARRA/Recovery Act Funding**

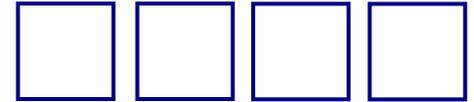
The Housing & Economic Recovery Act of 2008 and the American Recovery and Reinvestment Act of 2009 provided new federal funding sources. The Neighborhood Stabilization Program (NSP) targeted abandoned and foreclosed upon housing. One house was acquired within the study area. Staff will research and work to access all available funds for housing improvements.

Weatherization funds were received in Savannah by the Economic Opportunity Authority (EOA). The Recovery Act, also expanded the amount of funds available for use on homes needing weatherization. The City of Savannah will continue to work with EOA to ensure that all eligible properties on Augusta are considered for improvements.



**Responsibility**

- Community Planning
- Housing
- C.H.S.A.
- Home owners
- Private Developers



**pub • lic** – *adjective*  
 1: of, pertaining to, or affecting a population or a community as a whole  
 2: open to all persons

**Responsibility**

- Community Planning
- Streets Maintenance
- Park & Tree
- Neighborhood Associations

**Work Plan**

- Identify tree locations
- Tree installation
- Flower planting
- Neighborhood maintenance

**PUBLIC SPACES & STREETSCAPE [TOTAL PROJECTED COST: \$2.7 MILLION]**

A simple, low cost first step that can improve conditions along the Augusta Avenue corridor is the installation of various streetscape amenities and appropriate landscaping. While these small improvements will not transform the corridor, they provide tangible evidence that revitalization is happening and create ideal ways to increase citizen involvement. Improvements may include public benches, trash receptacles, street trees, tree lawns, shrubs, and flowers where appropriate. Some of these amenities already exist on the corridor and may be enhanced as part of the overall plan.



**Amenities**

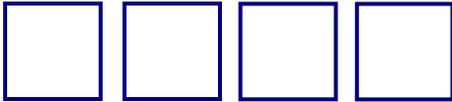
Simple streetscape amenities can have the affect of improving the overall appearance of the corridor. Amenities with attractive design characteristics add to the corridor’s appeal. At the same time they help to reduce litter along the roadway and sidewalks. Amenities can be installed as the need dictates and the budget allows.

**Street Trees**

Savannah is well known for its urban forest which includes a magnificent tree canopy and beautiful ornamental street trees. While live oaks and crepe myrtles are well known in Savannah, other trees can also add value, shade, and health to a corridor.

**Ornamentals & Shrubs**

Low growing ornamental shrubs and flowers in maintained tree lawns add aesthetic value, enhance pedestrian safety, and increase environmental health. As possible, the Augusta Avenue corridor will be planted with low growing, low maintenance shrubs and flowers to enhance the areas visual characteristics. Plantings will be designed to minimize maintenance costs.



## **PUBLIC TRANSPORTATION IMPROVEMENTS**

Working in conjunction with Chatham Area Transit officials, bus stop improvements will be designed to increase passenger safety, Augusta Avenue traffic flow, and transit efficiency. Passenger, pedestrian, and vehicular safety can be improved through carefully considered improvements.



Current bus stop east of McIntyre and Stratford Street



Existing bus stop with wooden bench at New Castle Street



CAT bus loading passengers at Denzler and Chester Street

Chatham Area Transit officials are evaluating current routes to analyze the existing bus stop locations, traffic flow, and future needs. As CAT officials make determinations of where new bus stops will be located, and which existing bus stops will be improved, City staff will assist in ensuring that sidewalk connections are made, traffic flow on Augusta is not impeded, and pedestrian safety is enhanced. Specific improvements will likely include:

- Installation of new amenity kits including shelters, benches, and trash receptacles.
- Improved benches and signage at new or existing stops that do not include full amenity kits.
- Improved sidewalk connectivity to all CAT bus stops, including new walks and ADA ramps.
- Bus pullover lanes to remove stopped CAT buses from the travel lane while loading and unloading passengers.



CAT amenity package with ADA accessible loading area



Updated, "classic" style CAT bench installed on a local bus route



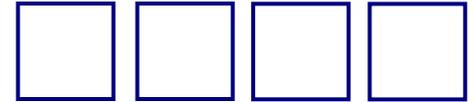
New CAT bus stops have been placed along Augusta Avenue

### **Responsibility**

- Community Planning
- Chatham Area Transit
- Traffic Engineering
- Streets Maintenance

### **Work Plan**

- Identify new bus stop locations
- Install concrete pad and CAT amenity kits
- Install benches, trash bins & signs as needed



## WESTBOUND CAT BUS PULLOVER

To further alleviate traffic congestion, a westbound CAT bus pullover is proposed in the vicinity of the proposed Stratford Street passive park. Currently, vacant and dilapidated properties in area could potentially be used for the location of the bus pullover. The property used for the pullover must have frontage on Augusta that provides enough linear space to install the 80' x 12' pullover. Other improvements will include a CAT shelter and amenities, as well as appropriate landscaping and screening for the site. An example of what the pullover could look like is shown below.

The location of the westbound pullover near the proposed park is ideal as it is located opposite of the proposed passive park at Stratford and McIntyre streets. While design plans for the park have not been created, the adjacent bus pullover could encourage the location of an eastbound CAT stop and shelter at the proposed park, similar to the CAT stop found at the historic marker site further west along the corridor. Pedestrian and transit improvements at this location can improve the efficiency and safety of the corridor for vehicular and pedestrian traffic. Transit improvements to area sites is contingent upon acquisition of property and coordination of bus stops with CAT officials.

### Responsibility

- Community Planning
- Chatham Area Transit
- Traffic Engineering
- Streets Maintenance

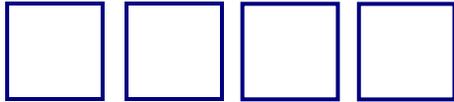
### Work Plan

- Site Acquisition
- Street, new sidewalk & curb improvements
- CAT shelter installation
- Landscape installation
- Ongoing Maintenance



Conceptual westbound bus pullover & green space near proposed Stratford Street Park





### **EASTBOUND CAT BUS PULLOVER**

To alleviate traffic congestion created by CAT buses stopped in the eastbound travel lane and to decrease the number of vehicles passing idling buses by crossing into the westbound lane of traffic, an 80' x 12' CAT bus pullover is proposed. Various locations, including vacant lots, dilapidated structures, and incompatible land uses, have the required frontage. The 80' x 12' pullover lane will increase passenger safety while waiting and boarding public transportation. It will also improve the safety of passing vehicles by removing the need for cars to cross the center line to pass the stopped bus.

Outside of the bus pullover lane, the developed parcel will be improved with new sidewalks and landscaping. Additionally, removal of the blighted structures or incompatible land uses will enhance the continuity of one story homes in the area, as well as, enhance the public space along the corridor by tying together the public safety improvements, green space developments, and flat-iron block improvements along the entire corridor.



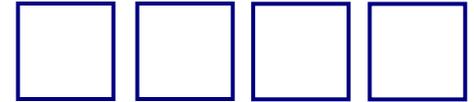
Conceptual CAT bus pullover & green space if placed on a flatiron block

#### **Responsibility**

- Community Planning
- Chatham Area Transit
- Traffic Engineering
- Streets Maintenance

#### **Work Plan**

- Site Acquisition and demolition
- Street, new sidewalk & curb improvements
- CAT shelter installation
- Landscape installation
- Ongoing Maintenance



### **STRATFORD STREET PASSIVE PARK**



Flatiron block from Augusta and McIntyre Street intersection



Current site conditions looking east to McIntyre Street



Vacant lot on north side of Augusta Avenue adjacent to park site

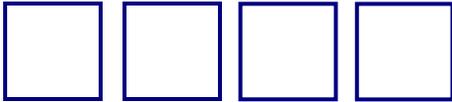
Safe, attractive, and accessible green space is essential to the health and vitality of a local community. Few cities understand this as well as Savannah. The vacant property at the intersection of Augusta Avenue, McIntyre Street, and Stratford Street provides an ideal opportunity to increase the amount of open green space along the corridor. This will improve the aesthetic appeal of the corridor, revitalize underutilized land, and promote the environmental and physical health of the Augusta Avenue corridor and surrounding community.

To ensure continuity, the Stratford Street passive park will be designed with the same amenities and attractive plantings as included in the Dunn Street historic marker site. The park will complement the existing mature trees, with new ornamental trees and low growing shrubs. Basic amenities, including new sidewalks, low maintenance benches and fencing, will be incorporated into the park space. Plans may include creating space for a CAT bus stop as determined by CAT officials.



Aerial view of existing conditions at proposed passive park





## Proposed Stratford Street Passive Park



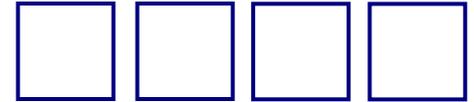
Proposed park plans have not yet been designed. Image shown is simply a representation of future potential.

### Responsibility

- Community Planning
- Park & Tree
- Community Services
- Neighborhood Associations

### Work Plan

- Site remediation
- Street & curb improvements
- Park build out
- Ongoing maintenance



**SIDEWALKS & PEDESTRIAN SAFETY**

**Northside sidewalk improvements**

With existing sidewalks along the majority of the north side, improvements—and costs—should be minimal. Limited right of way may prohibit relocation of sidewalks, though other improvements should help. Proposed north side improvements include: installing walks where none currently exist; removing overgrowth and installing barriers to reduce erosion; separating sidewalks from utility poles & fireplugs where right of way allows or property can be acquired; and installing ADA ramps and crosswalk striping as needed. Work to remove overgrowth and install erosion barriers has already been underway along the corridor (at right).



**Southside sidewalk improvements**

Proposed south side improvements include: installing new five foot, ADA compliant sidewalks where they currently do not exist; installing tree lawns and landscaping between the curb and sidewalks where right of way allows or where property can be acquired; and installing ADA ramps and crosswalk striping as needed. Improvements will also include connecting sidewalks with new bus stop locations and public open space along the corridor.

**Responsibility**

- Community Planning
- Streets Maintenance

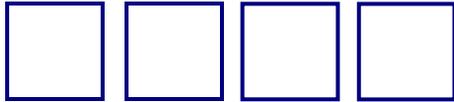
**Work Plan**

- Identify areas for new sidewalk
- Identify areas for walk clean up and repair
- Install new sidewalks
- Install ADA ramps & repair walks identified



Physical streetscape improvements can quickly transform a corridor’s aesthetic appeal and garner community partnerships for future improvements. The addition of ADA compliant sidewalks, transit amenities and street trees increases the visual aesthetics, enhances pedestrian safety, and promotes economic revitalization.





## SIDEWALKS & PEDESTRIAN SAFETY

### Pedestrian Safety Improvements

Augusta Avenue is not only a destination for pedestrians and motorists, but also a connector between West Bay Street and East Lathrop Avenue & Louisville Road. In planning improvements for the corridor, every consideration will be given to ensure the safety of pedestrians and motorists. The first recommended step for pedestrian safety improvements along Augusta Avenue is to include bulb outs at primary pedestrian intersections along the corridor. This could include intersections near parks, business nodes or public transit stops. While bulb outs primarily extend the sidewalk for pedestrian safety they also reduce traffic speeds by visually narrowing the roadway and provide greater protection for passengers disembarking from public transportation. Well designed bulb outs must also include cross walk markings and any needed pedestrian control devices. Bulb outs also provide more public space for landscaping and street amenities which encourage greater pedestrian activity and a healthier street life.



A second step in pedestrian safety and streetscape improvements would be the installation of gateways at both the west and east end of the corridor. Gateways would identify entry into the corridor, encourage reduced traffic speeds and provide an aesthetic enhancement at either end of the corridor. Gateway elements that can increase pedestrian safety can include roadway medians or center islands. These identify entry into the corridor and help to reduce traffic speeds, give pedestrians a crossing refuge, and add to the overall streetscape and environment.



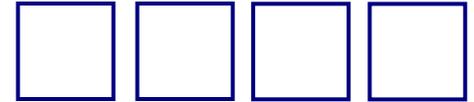
**bulb • out** – noun  
 1: a traffic calming measure, primarily used to extend the sidewalk and reduce the pedestrian's street crossing distance. Also known as a **curb extension**.

### Responsibility

- Community Planning
- Traffic Engineering
- Streets Maintenance

### Work Plan

- Identify areas for safety improvements
- Identify funding for pedestrian safety measures
- Install new curb extensions and other measures



## **ROADWAY INFRASTRUCTURE IMPROVEMENTS**

### **Roadway Surface Replacement**

The Augusta Avenue road surface was replaced in 2008 using Georgia Department of Transportation money. Similar road resurfacing has occurred on intersecting streets along the corridor in 2009 and 2010. While the road surface is in good condition currently, resurfacing over time has raised the street level even with the curb and sidewalk along much of the corridor's length.

To reestablish the curb and restore the appropriate street level, staff in the Streets Maintenance Department has recommended milling to a depth of 7.5", replacing the roadway base material and asphalt surface, and reinstalling concrete curb and gutter along the corridor's length.

### **Travel Lane Width Reduction**

The existing roadway typically has more than 30' of paved surface along the length of the corridor. The installation of new sidewalks and tree lawns as planned will improve pedestrian safety and mobility along Augusta Avenue. New curb and gutters will be installed along portions of the corridor within the existing right of way that narrow the roadway surface while maintaining ample room for travel lanes. On-street parking can also be considered in areas where it would benefit adjacent businesses or residences. Reducing lane widths to appropriate dimensions where possible also has the added benefit of providing a traffic calming measure to the corridor.

With the recent resurfacing completed, roadway work would be planned as part of the water main replacement. Costs are currently estimated at close to \$1.3 million and do not include potential drainage and other infrastructure upgrades that may need to be completed. Work would be coordinated with the City's Water & Sewer, Traffic Engineering, Streets Maintenance and Park & Tree staff.



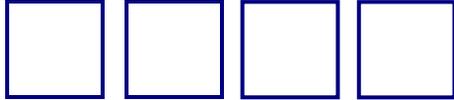
### **Responsibility**

- Community Planning
- Traffic Engineering
- Streets Maintenance

### **Work Plan**

- Identify funding for surface replacement
- Complete roadway engineering
- Mill and replace road surface





**UTILITY INFRASTRUCTURE IMPROVEMENTS**

**Utility Pole Reduction & Relocation**

Georgia Power and AT&T engineers have shared with city staff a plan to reduce the number of poles along Augusta Avenue where possible, as well as relocating existing poles to improve pedestrian mobility and corridor aesthetics. Previous engineering work has identified 94 total utility poles along the corridor. While these poles are owned by Georgia Power and AT&T, co-location of utility lines is common and often includes lines for Comcast Cable as well.

It has been determined that 18 poles could likely be eliminated and their lines consolidated onto nearby poles. 55 of the poles could potentially be relocated to allow for improved sidewalk access, especially for ADA compliance, or installation of new sidewalks and other amenities. The final number will be determined by sidewalk placement and roadway engineering.

Cost estimates of \$290,000 reflect expenses for removal of poles, setting of new poles, and relocating cables for all three utility providers. An alternative cost estimate of \$27,000 would eliminate the 18 poles without any other relocations.

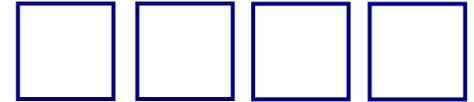


**Responsibility**

- Community Planning
- Georgia Power
- AT&T
- Comcast

**Work Plan**

- Identify pole relocation funds
- Consolidation of lines & removal of poles
- Identify new reset location of poles to be moved
- Relocate poles to tree lawn or back of sidewalk



## **UTILITY INFRASTRUCTURE IMPROVEMENTS**

### **Water Main Replacement**

Augusta Avenue is currently served by water and sanitary sewer utilities. The sanitary sewers are adequate for the area and meet the needs of the community. The water lines are older and in need of replacement. Replacement of these lines would better serve the community by upgrading the materials to the current standards that have a better life span than the existing materials along the corridor. The Water and Sewer Bureau has estimated costs at \$350,000 to make the improvements that are needed to the water lines in this area. An additional 15% is included in the final estimate to cover costs for design and engineering. Needed improvements include replacement of the lines and laterals.

### **Stormwater Drainage Improvements**

The Augusta Avenue area drains to the Fell Street basin. The Fell Street basin was studied extensively in the 1990's and a series of alternative solutions to provide 10 year level protection south to Bay Street were developed and analyzed. The alternative selected utilized all available methods of flood control, such as detention, increased conveyance, pumping, and buying of frequently flooded structures. The improvements were completed as of about 2005; however, improvements to outlying portions or periphery of the basin, such as to Augusta Avenue, were not a focus of the study or the alternatives.



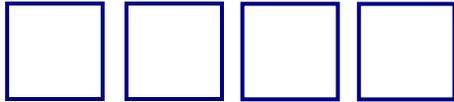
### **Responsibility**

- Water & Sewer
- Stormwater Dept
- Streets Maintenance

### **Work Plan**

- Identify funding for water line & street surface replacement
- Complete water main design and engineering
- Replace surface materials & amenities





**EASTERN GATEWAY REDEVELOPMENT**

A significant redevelopment opportunity exists at the Augusta Avenue corridor's eastern gateway where seven city owned parcels are located at the intersection of Augusta Avenue and Newell Street. Neighborhood appropriate development at these properties has the potential to create a vibrant eastern gateway to the corridor through new investment, improved land use and heightened aesthetics.

The five parcels west of Newell Street include nearly 29,000 square feet of land. Three of the five are currently zoned for residential business. The other two parcels and the two parcels east of Newell are currently zoned for single family residential. The parcels east of Newell include approximately 6,750 square feet of land. In total, the seven parcels make up eight-tenths of an acre of property that can significantly improve the physical appearance, as well as the economic potential, of the Augusta Avenue corridor.

Further study is necessary to determine the most appropriate, sustainable and contributing use of these parcels. Until such time as a specific use has been identified, the area will be enhanced with greenspace improvements, installation of sidewalks, and an ornamental tree canopy to create a more visually appealing pedestrian walkway.

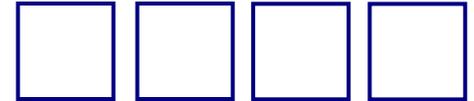


**Responsibility**

- Community Planning
- Economic Development
- Housing

**Work Plan**

- Remove blight from property
- Install new grass, sidewalks, fencing
- Identify best use for site & create a site plan.



**com • merce** — noun  
 1: an interchange of goods or commodities; trade; business  
 2: the activity embracing all forms of the purchase and sale of goods and services

**BUSINESS IMPROVEMENTS [TOTAL PROJECTED COST: \$449,500]**

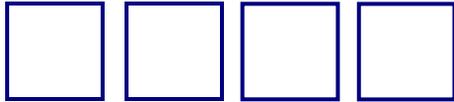
Augusta Avenue businesses face numerous challenges as well as opportunities. Therefore, business development strategies on Augusta Avenue must be comprehensive and involve business attraction and retention as well as improvements to the physical and social environment that supports commercial reinvestment. To increase commercial reinvestment on Augusta Avenue will require a multi-faceted approach. While additional funding may be needed for some programs, others can begin immediately.

Targeted business support and incentive programs could market the area as a small center of neighborhood-based businesses. An active business association could engage Augusta Avenue businesses and property owners to focus on improvements they can begin to make themselves. Expanded property maintenance enforcement, increased police presence, and stricter adherence to design and signage standards could begin the process of business revitalization. Additionally, rezoning processes through the Metropolitan Planning Commission could ensure appropriate business development in the future.

Incentive-based programs which spur redevelopment include façade loan programs, signage grants, an area marketing plan, and others. Finally, federal programs could also increase the financial incentives for new and expanded businesses.

**Reinvestment Strategy—Economic Development**

- improve overall corridor aesthetics (including signage and facades);
- increase resident employment;
- increase technical assistance to existing businesses;
- enhance safety;
- improve infrastructure, and sidewalks, where possible;
- establish attractive off-street parking adjacent or nearby commercial uses;
- establish appropriate zoning districts;
- provide access to capital for acquisition, demolition, façade improvements, equipment, inventory & operating;
- establish a business association as a tool to strengthen businesses;
- develop a corridor marketing plan
- attract new businesses.



## **ECONOMIC DEVELOPMENT INCENTIVES**

A façade improvement program, similar to the program utilized on the MLK/Montgomery corridor, can offer financial assistance in the form of a low interest loan, grant, or matching grant for the rehabilitation of commercial building exteriors in a designated geographic area. This program may work as a revolving loan fund and has been used successfully along many commercial or mixed use corridors.



**Federal Hill, Baltimore, MD façade improvements**

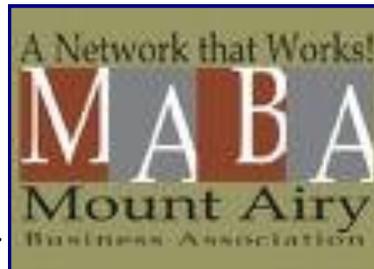


**Fruitvale, CA façade improvements**

A well organized and engaged area business association can have a significant impact on the health of a surrounding community and corridor. Business associations can often take the lead in many of the improvements needed to help a corridor thrive.

Business associations can help individual businesses collaborate on public safety concerns, partner on marketing and business recruitment strategies, encourage façade and signage improvements for surrounding properties, and enhance the local jurisdictions efforts at property code enforcement and compliance, among other activities.

These are a few of the programs and incentives that the Economic Development Department is working on for the Augusta Avenue corridor.



**Mt. Airy, Philadelphia, PA**



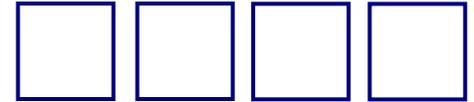
**St. Petersburg, FL**

### **Responsibility**

- Community Planning
- Economic Development
- Metro Police
- MPC
- SBAC

### **Work Plan**

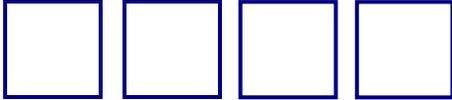
- Capitalize incentive programs
- Start business association with existing owners
- Recruit business owners for incentive program
- Develop Avenue marketing plan
- Recruit new businesses



### **OFF STREET BUSINESS PARKING**

Parking and mobility improvements are proposed at several locations along the Augusta Avenue Corridor. Currently, random parking occurs in vacant unpaved lots as well as directly on the sidewalk in front of businesses. To spur reinvestment at the commercial node located at Eagle Street and Augusta Avenue, small parking areas are proposed on the north and south side of the street near this intersection. On the west end of corridor, parking enhancements are needed to support business activity at Kenilworth and Augusta Avenue.





**Eagle Street Commercial Node Parking**

Proposed improvements on the south side of the street are to install a small paved parking area adjacent to the Fashion Avenue building. To mitigate the unstructured access from Augusta Avenue, access would be from the lane only. Additionally, new 5' sidewalks and landscaping will be incorporated into the site design to enhance pedestrian flow and aesthetics. To minimize site drainage problems, improvements will be made to the lane, but it will remain unpaved.



Cars parked on empty lot in the 1300 block of Augusta Avenue near Eagle Street business node.



Vehicle parked illegally on the sidewalk and curb at the 1300 block of Augusta Avenue, south side.

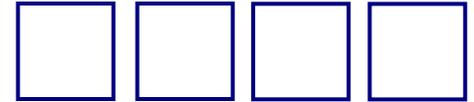


**Responsibility**

- Community Planning
- Traffic Engineering
- Streets Maintenance
- Property Owners

**Work Plan**

- Acquire property
- Install parking pavers
- Install sidewalks and landscaping
- Install new gravel in lane
- Ongoing maintenance



**Responsibility**

- Community Planning
- Traffic Engineering
- Streets Maintenance
- Real Property

**Work Plan**

- Acquisition and demolition of property
- Install parking pavers
- Install sidewalks and landscaping
- Ongoing maintenance

**Eagle Street Commercial Node Parking**

Additional areas for off street parking should be identified in the vicinity of Augusta Avenue and Eagle Street. The Eagle Street area parking improvements could offer expanded commercial parking to encourage new business investment and handle increased customer foot traffic. Innovative parking design might also allow for the development of additional storefront locations along Augusta Avenue. Improvements to this area would be contingent upon city acquisition of property, or collaboration with private landowners.



Removal of underutilized and dilapidated structures could allow for parking and commercial improvements.



Existing commercial properties at Eagle Street have no existing dedicated parking for customers.

**Kenilworth Street Business Parking**

On the corridor's western end, vacant lots near Kenilworth Street and Augusta Avenue could provide additional commercial parking for the few small businesses at the corridor's western end. Additional improvements near the expanded parking area could include a bus stop or green space improvements, as the area needs dictate. Improvements to this area would be contingent upon city acquisition of property, or collaboration with private landowners.

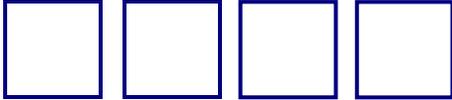


Existing commercial property with limited parking at Kenilworth Street and Augusta Avenue.



Existing vacant lot at Kenilworth and Augusta with potential for commercial parking to spur development.





**US FOOD Parking Area**

On the south side of Augusta Avenue, sits the US Food convenience store. Currently the lack of identified ingress/egress locations, lack of sidewalks, and poorly marked parking stalls make for dangerous encounters for pedestrians and motorists alike. CPD and Traffic Engineering are proposing a minimum 6” reveal curb be installed along both the Augusta and Portland Street boundaries of the site, with two curb cuts to allow for safer vehicular movement without limiting access to the property. Also proposed are 5’ sidewalks with a minimum 2’ tree lawn for adequate landscaping & buffer between Augusta Avenue and the sidewalks. On site improvements would be at the sole discretion and responsibility of the property owner, for example, façade improvements. Bus stop improvements could also be made at this location.



The US Food parking area facing Augusta Avenue creates a safety issue for both vehicular traffic and pedestrians



Commercial parking area with no visible curbing or clearly defined entry, exit, or parking areas.

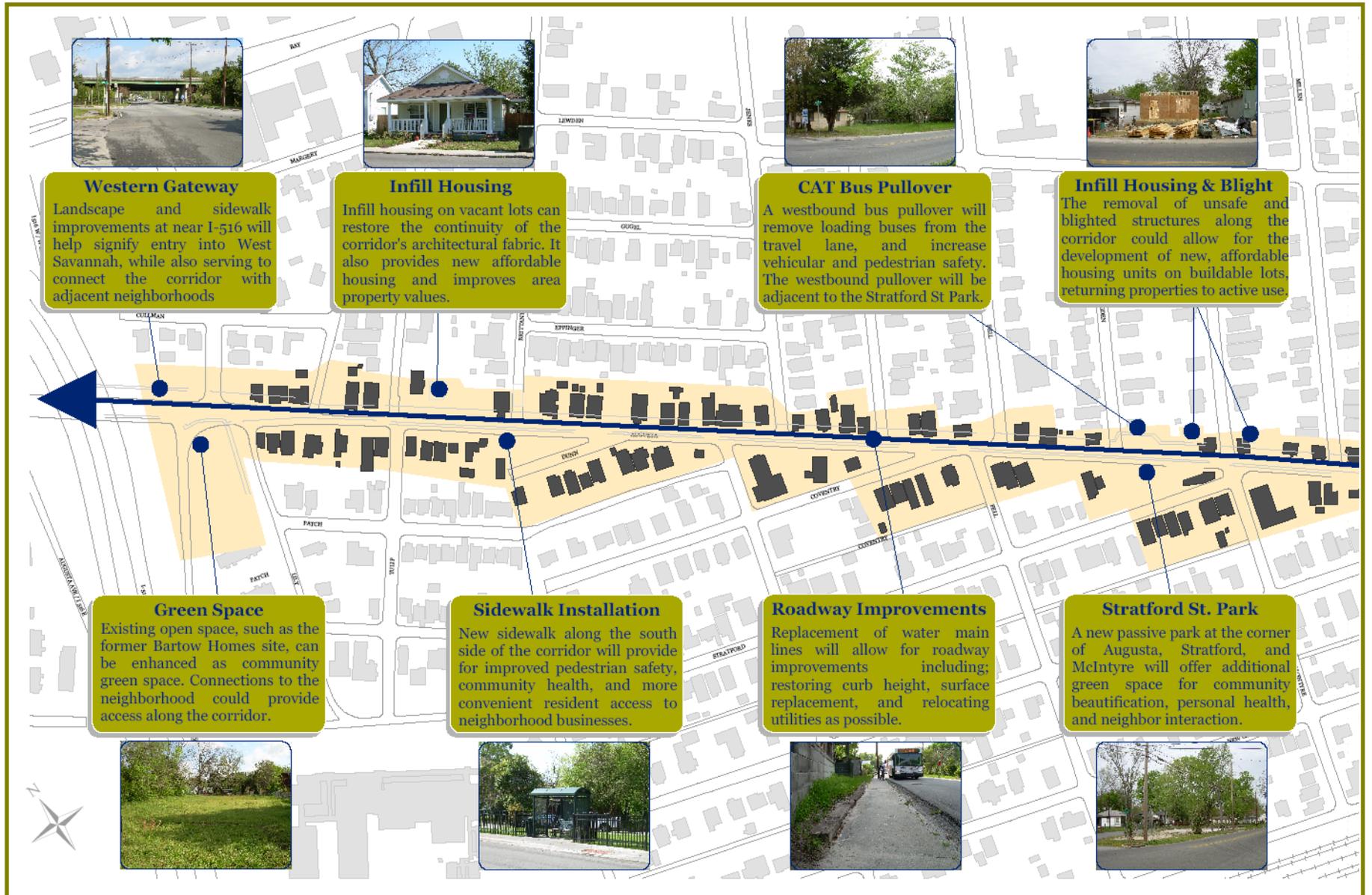
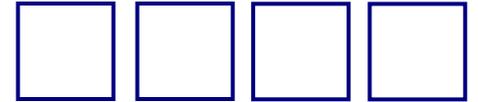


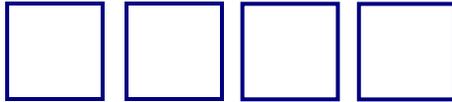
**Responsibility**

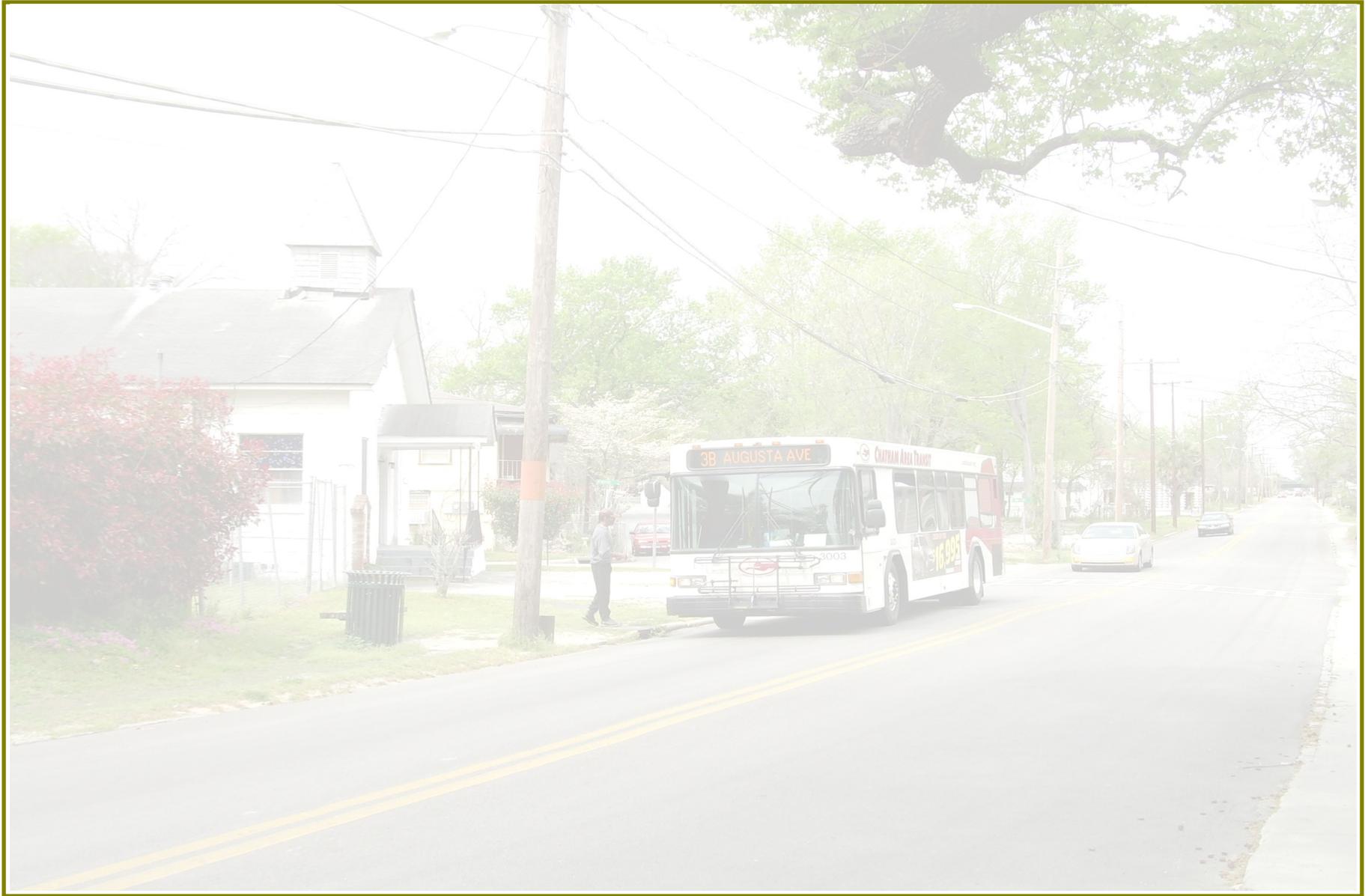
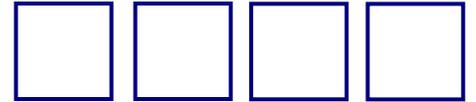
- Community Planning
- Traffic Engineering
- Streets Maintenance
- Economic Development
- Property Owners

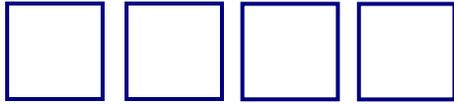
**Work Plan**

- Remove asphalt
- Install new curb and sidewalks
- Install tree lawn
- Upgrade existing CAT bus stop
- Install street trees as possible



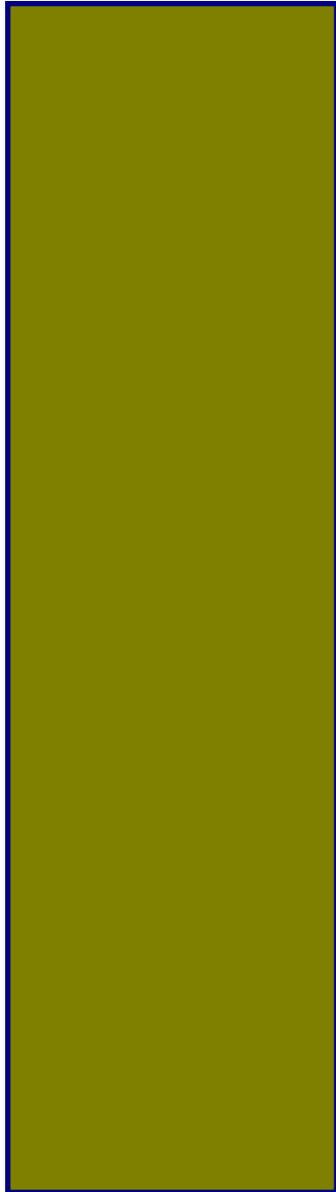
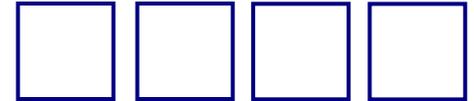






# IMPLEMENTATION STRATEGY

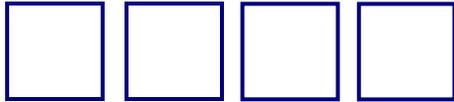




**Housing Improvement Funding Plan**

Two Year Implementation Plan	CDBG	HOME	EOA Stimulus Weatherization	Volunteer Labor	Private Investment
<b>Building Envelope Improvement</b>					
Owner Occupied Housing (36)	\$120,024			\$240,000	
Renter Occupied Housing (51)	\$262,500				\$262,500
<b>Window/Door Replacement</b>					
Owner Occupied Housing (36)			\$144,000		
Renter Occupied Housing (70)	\$140,000				\$140,000
<b>Attic Insulation/Air Sealing</b>					
Owner Occupied Housing (36)			\$43,200		
Renter Occupied Housing (70)	\$42,000				\$42,000
<b>Infill Housing Development (4)</b>		\$160,000			\$400,000
<b>Sub-Totals by Funding Source</b>	<b>\$564,524</b>	<b>\$160,000</b>	<b>\$187,200</b>	<b>\$240,000</b>	<b>\$844,500</b>

Note: Above Cost Scenario assumes use of volunteer labor to carry out housing improvements at a savings to the City of \$240,000 in labor costs. Costs are estimates based on a windshield survey of structural conditions. Costs may increase as details about each property become evident.



### HOUSING IMPROVEMENT PLAN SUMMARY

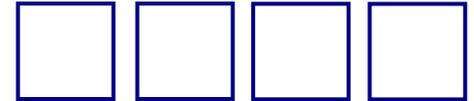
Goals & Objectives		Year	Projected Cost
<b>Goal: Improve the exterior physical conditions of owner occupied homes</b>			
<i>Objective/Action:</i>			
HI 1.1	Provide 36 exterior building envelope improvements	2013-2015	\$ 120,024
HI1.2	Provide 36 window and door replacement	2013-2015	\$ 144,000
HI1.3	Provide 36 attic insulation and air sealing	2013-2015	\$ 43,200
			\$ 307,224
<b>Goal: Improve the physical conditions &amp; code compliance of rental properties</b>			
<i>Objective/Action:</i>			
HI 2.1	Provide 51 exterior building envelope improvements	2013-2015	\$ 525,000
HI 2.2	Provide 70 window and door replacement	2013-2015	\$ 280,000
HI 2.3	Provide 70 attic insulation and air sealing	2013-2015	\$ 84,000
			\$ 889,000
<b>Goal: Redevelop vacant lots and dilapidated structures for infill affordable housing</b>			
<i>Objective/Action:</i>			
HI 3.1	Acquire and demolish 4 vacant lots and/or structures	2013-2014	\$ 132,000
HI 3.2	Construct 4 infill affordable housing units	2014	\$ 468,000
			\$ 600,000

**TOTAL AUGUSTA AVENUE HOUSING IMPROVEMENT PROJECTED COSTS: \$1,796,224**

### CRIME PREVENTION PLAN SUMMARY

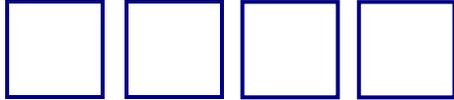
Goals & Objectives		Year	Projected Cost
<b>Goal: Improve corridor safety and public perception of corridor safety</b>			
<i>Objective/Action:</i>			
CP 1.1	The Savannah-Chatham Metro Police Department will collaborate with the neighborhood association and proposed business association to maximize officer visibility and encourage no loitering policies	2013-2015	\$ 0
CP 1.2	The Chatham~Savannah Counter Narcotics Team will devote resources to address mid to upper-level drug activity and collaborate with SCMPD to address street-level drug activity along the corridor	2013-2015	\$ 0
			\$ 0





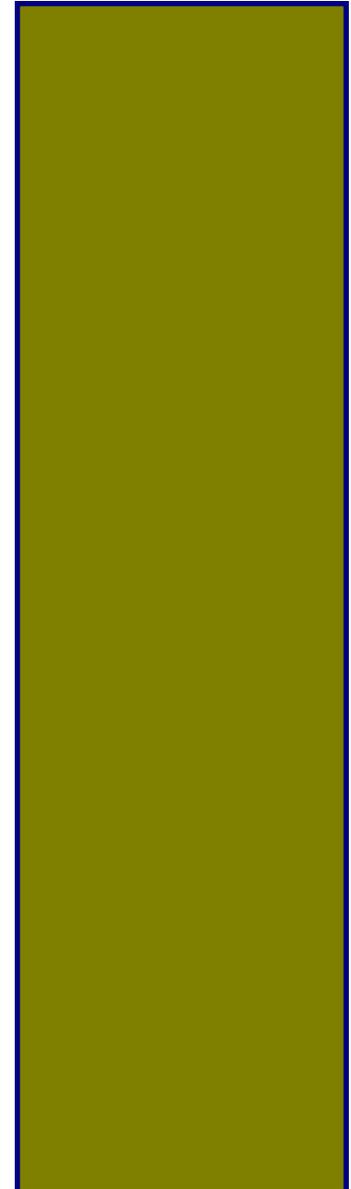
**PUBLIC SPACES & STREETScape IMPROVEMENTS: PLAN SUMMARY**

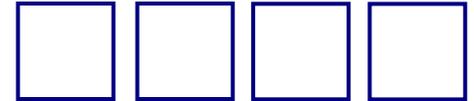
<b>Goals &amp; Objectives</b>		<b>Year</b>	<b>Projected Cost</b>	
<b>Goal: Increase the physical appearance and cleanliness of the corridor</b>				
<i>Objective/Action:</i>				
PS 1.1	Install 20 ornamental street trees at corridor's eastern gateway between E. Lathrop and Comer Street	2013	\$	6,000
PS 1.2	Install 10 ornamental street trees at corridors western gateway near I-516	2013	\$	3,000
PS 1.3	Install 8 new trash receptacles and 6 decorative benches at locations along corridor	2014	\$	8,000
			\$	17,000
<b>Goal: Enhance pedestrian mobility and safety along the corridor's northern right of way</b>				
<i>Objective/Action:</i>				
PS 2.1	Install 400 linear feet of new sidewalk	2013	\$	12,000
PS 2.2	Remove and replace 100 linear feet of existing damaged sidewalk	2013	\$	2,500
PS 2.3	Clean up and reveal the overgrown edge of 4,752 linear feet of existing sidewalk	2013	\$	5,800
PS 2.4	Install 3 new concrete driveway aprons as needed	2013	\$	1,500
PS 2.5	Upgrade new and existing sidewalks with 28 ADA compliment ramp improvements	2013	\$	23,000
			\$	44,800
<b>Goal: Enhance pedestrian mobility and safety along the corridor's southern right of way</b>				
<i>Objective/Action:</i>				
PS 3.1	Install 3,562 linear feet of new sidewalk	2013	\$	105,000
PS 3.2	Install 34 new concrete driveway aprons as needed	2013	\$	19,000
PS 3.3	Install 36 ADA compliment ramps with all new or repaired sidewalks	2013	\$	30,000
			\$	154,000
<b>Goal: Enhance mobility by calming traffic speeds and improving pedestrian safety</b>				
<i>Objective/Action:</i>				
PS 4.1	Develop entry gateway medians at both ends of Augusta	2014	\$	20,000
PS 4.2	Install curb bulb outs at 8 priority intersections	2015	\$	28,800
PS 4.3	Improve visibility of pedestrian space by painting crosswalk lines at 8 priority intersections	2015	\$	1,500
			\$	50,300



Goals & Objectives		Year	Projected Cost
<b>Goal: Increase public green space and reduce physical blight</b>			
<i>Objective/Action:</i>			
PS 5.1	Acquire 1 vacant and/or underutilized lots that could be used for public open space	2013	\$ 10,000
PS 5.2	Develop at least 1 new, low maintenance, passive park space on a flatiron block	2014	\$ 75,000
PS 5.3	Improve 6 vacant lots with new fencing and seeding	2013	\$ 55,450
			\$ 140,450
<b>Goal: Improve safety and aesthetics of public transportation stops</b>			
<i>Objective/Action:</i>			
PS 6.1	Working with CAT, provide upgrades to 8 identified bus stops, including benches, shelters, trash receptacles, and signage	2014	\$ 15,000
PS 6.2	Connect 5 existing bus stops with newly installed, ADA compliant sidewalks.	2013	\$ -
			\$ 15,000
<b>Goal: Reduce traffic and pedestrian conflicts with public transportation vehicles</b>			
<i>Objective/Action:</i>			
PS 7.1	Acquire/demolish 2 properties to utilize for dedicated bus pullover lanes to remove stopped buses from traffic	2014	\$ 250,000
PS 7.2	Install 2 new bus lanes with new passenger shelter and amenities	2014	\$ 75,000
			\$ 325,000
<b>Goal: Improve &amp; upgrade aging and inefficient public infrastructure</b>			
<i>Objective/Action:</i>			
PS 8.1	Install needed replacement water main lines, including necessary costs for design work (RFP)	2015	\$ 402,500
PS 8.2	Relocate or remove utility poles and cables as possible	2015	\$ 360,000
PS 8.3	Replace road surface along with curb and gutter, including necessary costs for design work (RFP)	2015	\$ 1,288,184
			\$ 2,050,684

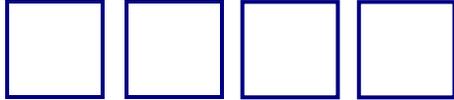
**TOTAL PUBLIC SPACE & STREETScape IMPROVEMENTS PROJECTED COSTS: \$2,797,234**





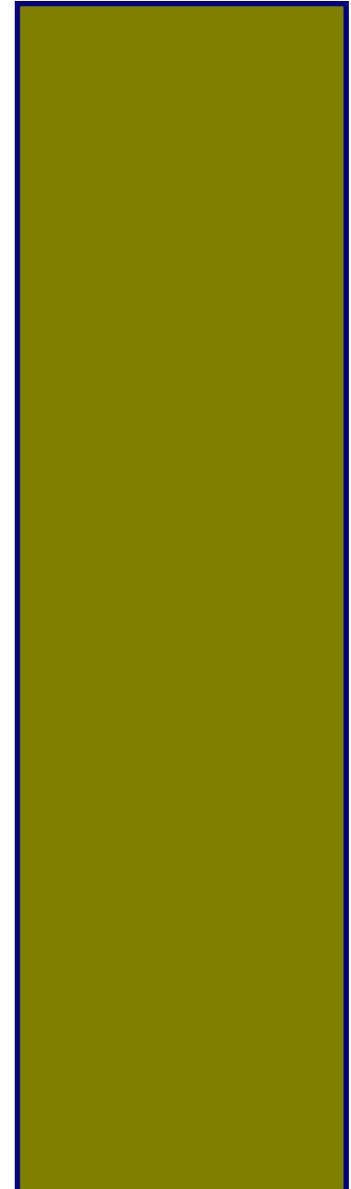
**BUSINESS IMPROVEMENTS: PLAN SUMMARY**

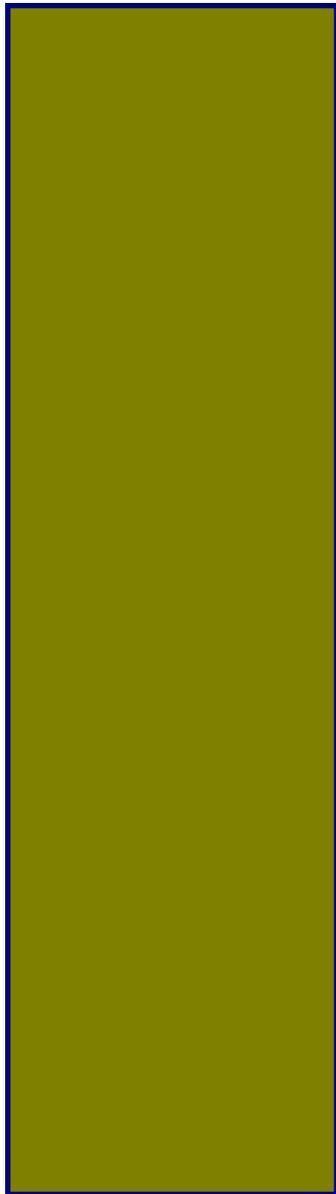
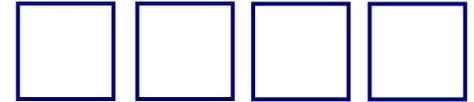
<b>Goals &amp; Objectives</b>		<b>Year</b>	<b>Projected Cost</b>
<b>Goal: Improve corridor aesthetics and eliminate non-conforming uses that do not support commercial re-investment</b>			
<i>Objective/Action:</i>			
BI 1.1	Provide 5 business façade loans/grants for \$10,000 each	2013-2015	\$ 50,000
BI 1.2	Collaborate with MPC, ensure limited signage standards are included in the most current zoning ordinance for Augusta Avenue	2013-2015	\$ 0
			\$ 50,000
<b>Goal: Increase technical assistance to existing businesses to improve operation &amp; access to support and financing</b>			
<i>Objective/Action:</i>			
BI 2.1	Provide corridor businesses with technical assistance, includes connecting to external ED organizations	2013-2015	\$ 0
BI 2.2	Through surveys, interviews and focus groups identify key areas of need and develop programs to address each identified need	2013	\$ 0
			\$0
<b>Goal: Provide crime prevention education and advisement to new and existing businesses</b>			
<i>Objective/Action:</i>			
BI 3.1	Schedule annual Savannah-Chatham Metro Police Department Crime Prevention Officer safety inspections of corridor businesses with owners permission	2013-2015	\$ 0
			\$0
<b>Goal: Redevelop vacant dilapidated commercial properties with new viable businesses</b>			
<i>Objective/Action:</i>			
BI 4.1	Engage a minimum of 2 new business development prospects for the Augusta Avenue corridor per year	2013-2015	\$ 2,000
			\$2,000



Goals & Objectives		Year	Projected Cost
<b>Goal: Foster re-investment and create a financial toolbox to increase access to operating capital</b>			
<i>Objective/Action:</i>			
BI 5.1	Establish an Augusta Avenue Revolving Loan Fund.	2013-2015	\$ 25,000
BI 5.2	Continue to provide awareness of resources for business capital.	2013-2015	\$ 0
			\$25,000
<b>Goal: Establish safe and accessible off street parking</b>			
<i>Objective/Action:</i>			
BI 6.1	Acquire 5 vacant and/or underutilized lots near commercial properties.	2013-2015	\$ 116,000
BI 6.2	Install 6 space pervious parking lot in 1300 block (south side of Augusta)	2013	\$ 35,000
BI 6.3	Install 20+ space pervious parking lot in 1300 block (north side of Augusta)	2014-2015	\$ 150,000
BI 6.4	Install 10+ space pervious parking lot in 2200 block (north side of Augusta)	2014-2015	\$ 70,000
			\$ 371,000
<b>Goal: Establish Augusta Avenue business association</b>			
<i>Objective/Action:</i>			
BI 7.1	Establish business association for corridor business and/or commercial property owners that meets at least 4 times per year	2013	\$ 500
			\$ 500
<b>Goal: Develop an Augusta Avenue marketing plan</b>			
<i>Objective/Action:</i>			
BI 8.1	Collaborate with the City's PIO and the Entrepreneurial Center to develop strategies for promoting corridor businesses and re-investment	2013	\$ 0
BI 8.2	Implement Augusta Avenue marketing plan	2014-2015	\$ 1,000
			\$ 1,000

**TOTAL PROJECTED BUSINESS IMPROVEMENT COSTS: \$449,500**





**SUMMARY TABLE OF PROJECTED COSTS**

<b>Augusta Avenue Corridor Revitalization Plan</b>	<b>Total Projected Cost</b>	
Housing Improvement Implementation Strategies	\$	1,796,224
Public Space Improvement Implementation Strategies	\$	2,797,234
Business Improvement Implementation Strategies	\$	449,500
<b>Augusta Avenue Corridor Implementation Strategy</b>	<b>\$</b>	<b>5,042,958</b>

