

## ABOUT OUR HOST CITY

As with many urban centers, Savannah's downtown experienced a decline in the mid-1900s as businesses and residents moved out of the central core. In response, city fathers, community leaders, preservation advocates, downtown merchants, property owners and residents joined to breathe new life into the city's historic downtown area. They painstakingly restored homes, squares, and commercial buildings preserving Savannah's rich built environment.



Through partnerships with the City of Savannah, they participated in numerous programs and studies to address quality of life issues, downtown revitalization, corridor and neighborhood revitalization, and infrastructure improvements, thereby strengthening the ability of downtown to survive in the changing economy.

In the mid-1980s the City of Savannah set the pace for revitalization of its declining central commercial core with the establishment of the Broughton Street Urban Redevelopment Area. Since that time appraised property values in the 12-block redevelopment area have increased from \$38 million to more than \$140 million. Today, this redevelopment area boasts upper-story loft living, numerous fine retail, dining, fine arts, and lodging establishments, three theatres and a state of the art library for students of the Savannah College of Art and Design. Over the past few years, national retail stores have joined the many local entrepreneurs, strengthening the vitality of the commercial district. This successful revitalization effort has sparked a renaissance along Martin Luther King, Jr. Boulevard and Montgomery Street. Positioned at the western gateway into Savannah, the Corridor is set to undergo a \$16 million face-lift over the next few years with implementation of a comprehensive streetscape plan and Battlefield Heritage Park development. This area has grown tremendously over the past three years with more than \$83 million in private investment for acquisitions and improvements, setting the stage for a vibrant renaissance.

## ACCOMMODATIONS

### Reservations Under: URBAN GEORGIA CONFERENCE

Conference attendees are responsible for making their own arrangements. Please make your reservations quickly as rooms in Savannah book quickly. Room fees do not include taxes, parking or other fees.

HOTEL	PRICE	HOTEL	PRICE
Inn at Ellis Square 201 West Bay Street 912-236-4440	\$149	Courtyard by Marriott 415 West Liberty Street 912-790-8287	\$152
Hampton Inn and Suites 201 Martin Luther King, Jr. Blvd. 912-721-1600	\$170	Thunderbird Inn 611 W. Oglethorpe Avenue 912-232-2661	\$95

## SPONSORS



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Hunter Maclean Attorneys at Law

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GEORGIA DEPARTMENT  
OF COMMUNITY AFFAIRS  
OFFICE OF DOWNTOWN DEVELOPMENT



# SYMPOSIUM

# MAY 4 & 5 SAVANNAH, GA



SAVANNAH  
DEVELOPMENT  
AND RENEWAL  
AUTHORITY



GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS

Office of Downtown Development

60 Executive Park South, NE  
Atlanta, Georgia 30329-2231

## URBAN GEORGIA NETWORK SYMPOSIUM REGISTRATION FORM

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

(Confirmations will be sent by email)

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

(Confirmations will be sent by email)

**SYMPOSIUM COST - \$75.00**

**REGISTRATION DEADLINE - FRIDAY, APRIL 21, 2006**

Make checks payable to: **COMMUNITY DEVELOPERS FORUM**

Return registration forms via fax and/or mail with fee to:

**Georgia Department of Community Affairs**

**Attn: Office of Downtown Development**

60 Executive Park South, NE

Atlanta, Georgia 30329-2231

FAX: 404-679-0572

Questions? 404-679-3101



THE URBAN GEORGIA NETWORK SYMPOSIUM is a two day event celebrating the statewide rollout of DCA's new Urban Main Street Program, which includes urban cities, neighborhoods and new towns. Program highlights include: funding for new urban programs, master planning for revitalization, trolley tour of successful Savannah neighborhoods, redevelopment law update and preserving affordable housing and much more. Please join us in Savannah for networking, touring, learning and fun as we kick-off the new Urban Main Street Program.

### THURSDAY, MAY 4<sup>TH</sup>, 2006

**10:00 AM New Town Input Session**  
Communities without historic central business districts are invited to offer input on services to be provided under DCA's New Town initiative

**City Hall**  
2 East Bay Street  
2<sup>nd</sup> Floor Media Room

**12:00 NOON Kick-Off and Lunch Buffet**

**Lady and Sons**  
102 West Congress

**12:30 PM Keynote Speech: Placemaking Beyond the Traditional Downtown—Georgia's Urban Challenge**

**1:00 PM DCA's New Urban Program Orientation**

**1:30 PM Introduction of Urban Program Partners**

**1:40 PM The Neighborhood Revitalization Model/Trolley Tour**  
Savannah's Neighborhood Revitalization Model: Savannah Development and Renewal Authority will conduct trolley tours of several districts showcasing public/private waterfront tourism districts, housing revitalization in historic neighborhoods, integration of neighborhood commercial mixed-use projects into residential areas, greyfield revitalization and a successful niche market recruitment initiative for a tourism-based shopping district.

**6:00 PM Reception**

**Vic's on the River**  
26 East Bay Street

### FRIDAY, MAY 5<sup>TH</sup>, 2006

**8:45 AM Preserving Neighborhoods by Empowering People**  
Experts from Atlanta's Sweet Auburn Avenue and Savannah's MLK Corridor and Cuyler Brownsville neighborhood illuminate the close connection between housing rehabilitation, citizen empowerment and local self determination, and share success stories of neighborhoods that have celebrated diversity and supported local entrepreneurial development.

**Savannah College Art & Design**

**10:30 AM Urban Main Street Brainstorming Sessions**  
Participants will have the opportunity to advise DCA on training and technical assistance needs and other aspects of developing the department's new urban program.

**11:30 AM Structuring & Funding Options for Starting an Urban Program**  
This session will cover a variety of organizational model and funding sources for urban and neighborhood Main Streets. Topics will include alternative organizational structures, DDAs, and various non-profit redevelopment strategies. Funding sources discussed will include membership dues, promotional fundraisers and working with private foundations and 501(c)3 organizations. BIDs, CIDs and TADs will be highlighted.

**12:00 NOON Lunch and Shopping**

**1:30 PM The Planning Component: A Critical Catalyst for Attracting Private Revitalization Investments**  
A panel discussion covering redevelopment master planning, unique issues surrounding transit oriented activity nodes and integrating large projects into traditional business district.

**2:30 PM Break**

**2:45 PM Debriefing from Brainstorming Sessions Regarding Your Program Recommendations and Announcements of Next UGN Topic and Date**

**3:00 PM Afternoon Breakout Sessions:**

#### Creating Vital Tourism, Arts and Entertainment Districts

Learn about techniques and tools for creating vital people places in urban activity centers including physical design components, fine tuning the retail mix, managing events, incorporating cultural resources and expanding activities into the evening. The session will include a tour of Savannah's successful City Market.

#### Affordable Housing Strategies and Gentrification Issues in Urban Neighborhoods

This program will explore a range of techniques for integrating affordable housing into different development contexts including gentrifying areas, intown mixed-use districts and conventional suburban greenfields. Information on elderly, low income and historic tax credits and housing assistance programs for home owners and renters will be provided.

#### Developing "Build-to-Suit" Mixed-use Districts

This session will focus on recruiting and working with sophisticated private development. Topics will include identifying and landing the right partners and will cover development agreements, performance guarantees, winning mixed-use design formulas, land assemblage, controlling retail mix and project after-marketing and management.

### DISTINGUISHED SPEAKERS

Michael Brown, City Manager, City of Savannah

Bruce Green, Georgia Department of Economic Development

Brett Harrell, Highway 78 CID - Snellville

Otis S. Johnson, Ph.D., Mayor, City of Savannah

Larry Keating, Professor, Georgia Tech

Lyn Menne, Assistant City Manager, City of Decatur

Chris Morrill, City of Savannah

David Patton, Auburn Avenue Historic District Development Corporation

Billy Peppers, Downtown Manager, City of Woodstock

Israel G. Small, Assistant City Manager, City of Savannah

Christian Sottile, Sottile & Sottile, Urban Analysis and Design

Brooks Stillwell, Hunter Maclean Attorneys at Law

Lise Sundrla, Executive Director, Savannah Development Renewal Authority

And other local speakers, and DCA Staff including: Brian Williamson, Bill Parrish, Cindy Eidson, Martha Reimann and Jim Frederick

