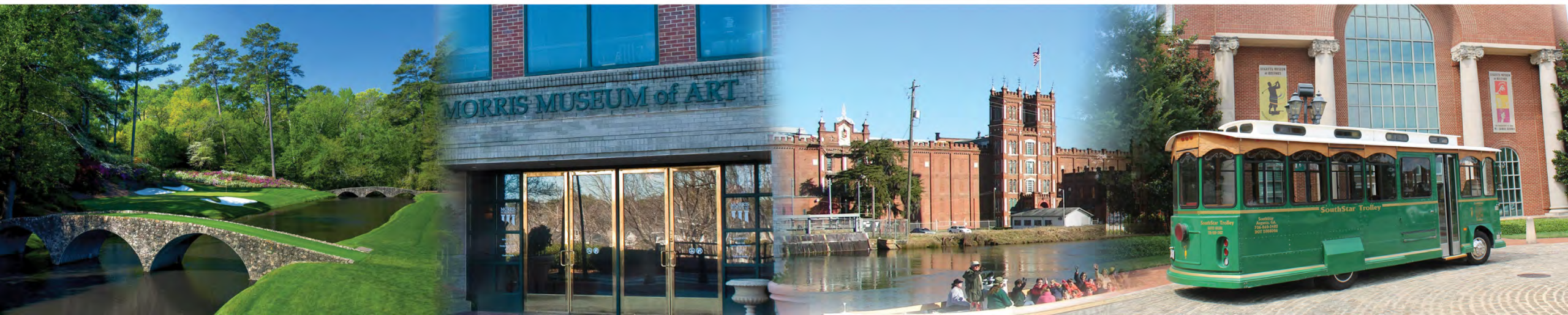


# DESTINATION BLUEPRINT FOR AUGUSTA, GEORGIA

PRESENTED TO:  
THE AUGUSTA CONVENTION & VISITORS BUREAU

FEBRUARY 2, 2017





# EXTENSIVE OUTREACH

- Interviews with over 45 stakeholder organizations
- Contacted comparable destinations (Lexington, Little Rock, Fort Wayne, Savannah, Columbia, Greenville, Amarillo, Knoxville, Greensboro, Spokane)
- Distributed survey to over 25,000 residents – 930 responses
- Surveys sent to over 500 national Travel Writers
- Surveyed over 85 local and regional organizations
- Interviews with local and non-local sports organizations





# KEY RESEARCH TAKEAWAYS

## DESTINATION ASSETS

Augusta Marriott and  
Convention Center



History and Culture



Savannah River and  
Augusta Riverwalk



Augusta Canal and  
Other Outdoor Activities



# KEY RESEARCH TAKEAWAYS

## DESTINATION CHALLENGES





# OPPORTUNITY AREAS







# 1. Connectivity to the Savannah River



# The Common & River Connectivity

## A Dramatic Concept

- A major expansion of the Common, incorporating a Grand Promenade accessing the Riverwalk Trail.
- A focal point for River activity – a Plaza with a signature water feature.
- Family asset, infrastructure for large-scale events.
- Critical to incorporate companion development on adjacent parcels.





# A NEW DEVELOPMENT CONCEPT

## River Connectivity



- Dramatic disconnect with the River
- Not just a lost opportunity – a significant negative condition
- Levy conditions present a structural challenge





*Extension of The Common –  
View from Reynolds Street*



*Extension of The Common –  
Mid-Block View*





An aerial architectural rendering of a public plaza extension. The central feature is a large, rectangular water fountain with multiple jets of water. The plaza is paved with red bricks and includes a central area with purple and blue curved sculptures. A green metal structure with a red sculpture is located in the lower center. The plaza is surrounded by green lawns, trees, and a modern building with yellow and red accents on the right. A large white canopy structure is visible in the upper left near a body of water. People are shown walking and sitting throughout the plaza.

*Extension of The Common –  
Public Plaza*



# A NEW DEVELOPMENT CONCEPT

## River Destination Center



The River Becomes a Destination Asset

- A place for visitors – for families
- River interpretation/education
- Canoe, kayak, jet ski, paddle board rental
- Bike rental
- Retail and food outlet
- Water taxi





*Extension of The Common –  
River Destination Center*

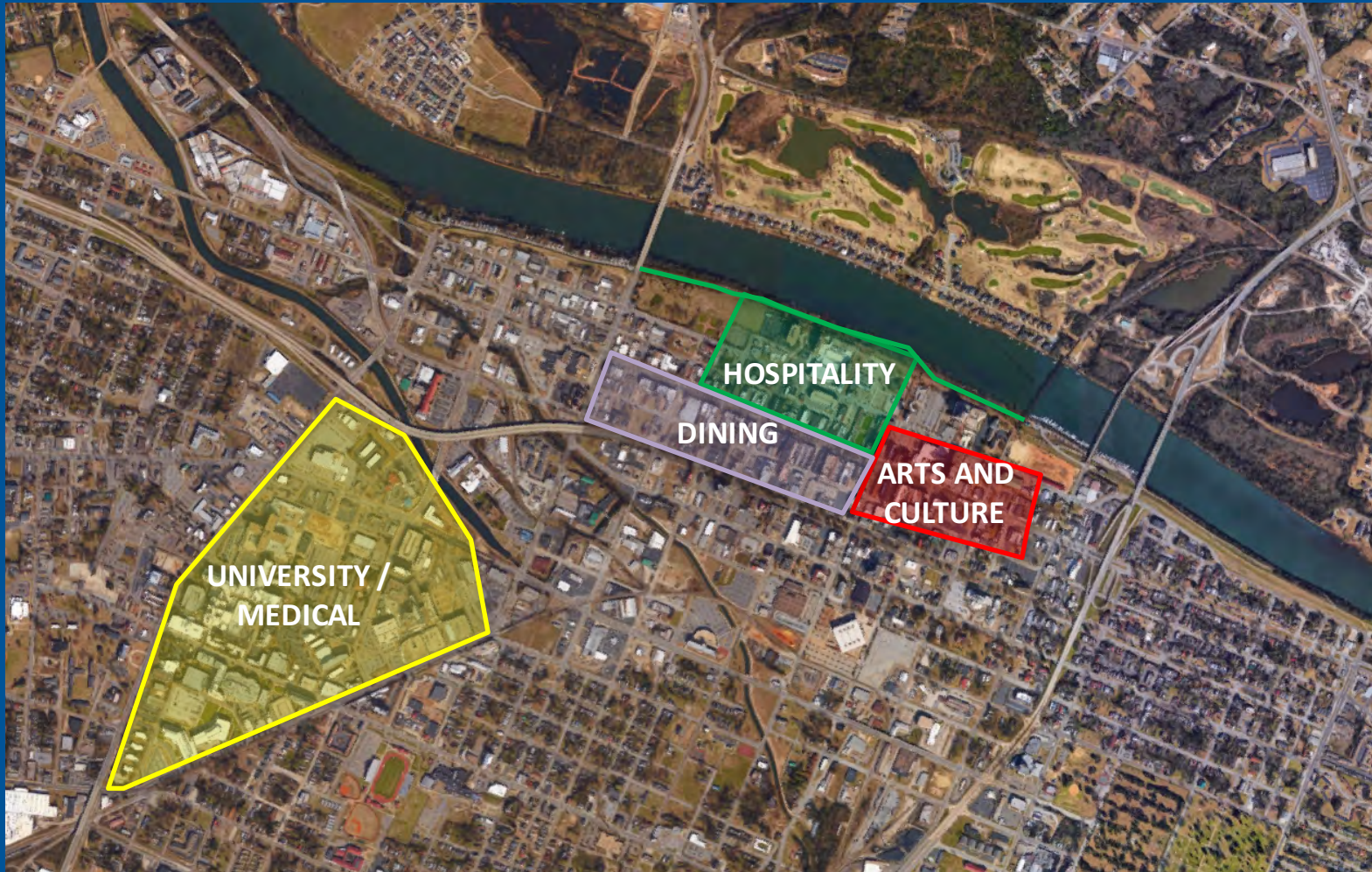




## 2. Defining Downtown for the Visitor



# DEFINING DOWNTOWN FOR THE VISITOR



- Large land area relative to market population
- Emerging and marketable “nodes” in different downtown areas
- Existing development momentum
- Package the downtown into strategic “districts” for the visitor



# HOSPITALITY DISTRICT



- 1 Augusta Convention Center and Marriott
- 2 Augusta Common
- 3 Proposed Hotel
- 4 Proposed Hyatt Place
- 5 New Visitor Center



- Support and market downtown hotel developments
- Encourage and support more infill along Reynolds
- Prioritize visitor center development
- Common expansion will be impactful



# ARTS AND CULTURE DISTRICT



- 1 Imperial Theatre
- 2 Miller Theater (opens Fall 2017)
- 3 Morris Museum (TBD)
- 4 600 Broad
- 5 Augusta Museum of History



- Build on concentration of arts & culture assets in downtown
- Opportune area for public art installations
- Could feature live performers, special lighting to create vibrancy
- Several vacant buildings could potentially support arts programming



# DINING & ENTERTAINMENT DISTRICT

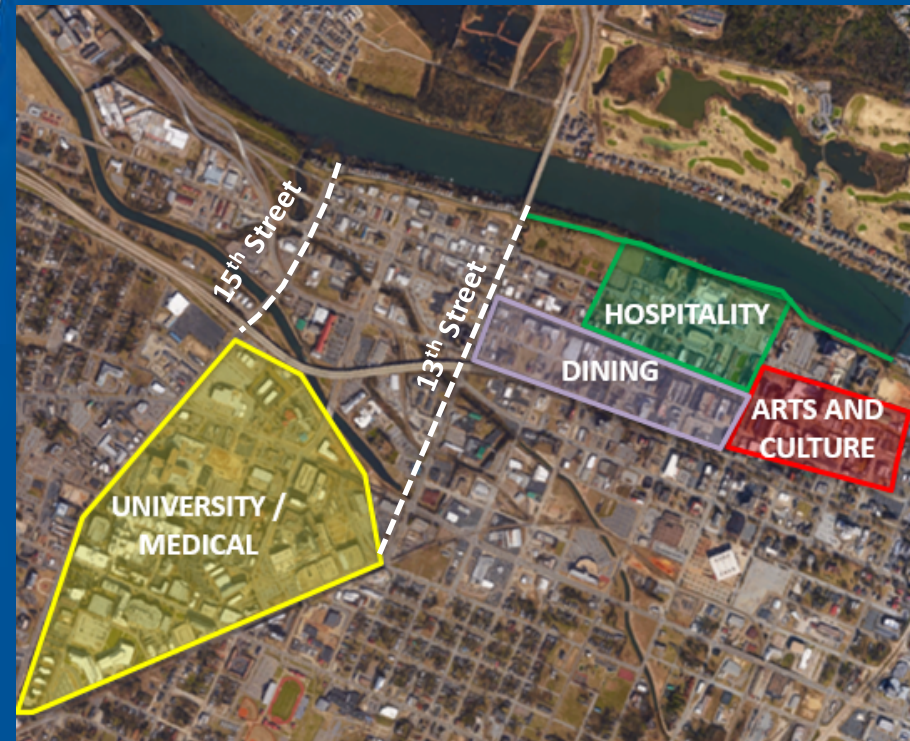
○ - Denotes Restaurant



- Add identifying banners and/or lighting to highlight concentration of restaurants, nightlife
- Work with DDA to attract additional fast casual and locally owned businesses
- Develop regular events combining culinary, music & entertainment



# LINK WITH MEDICAL DISTRICT



- Support increased foot/ bicycle traffic
- Support hotel/event space project near Augusta University
- Ensure complete street enhancements
- Prioritize infill between Medical District and downtown
- Link to former Golf Garden site
- Consider golf car/electric vehicle shuttles



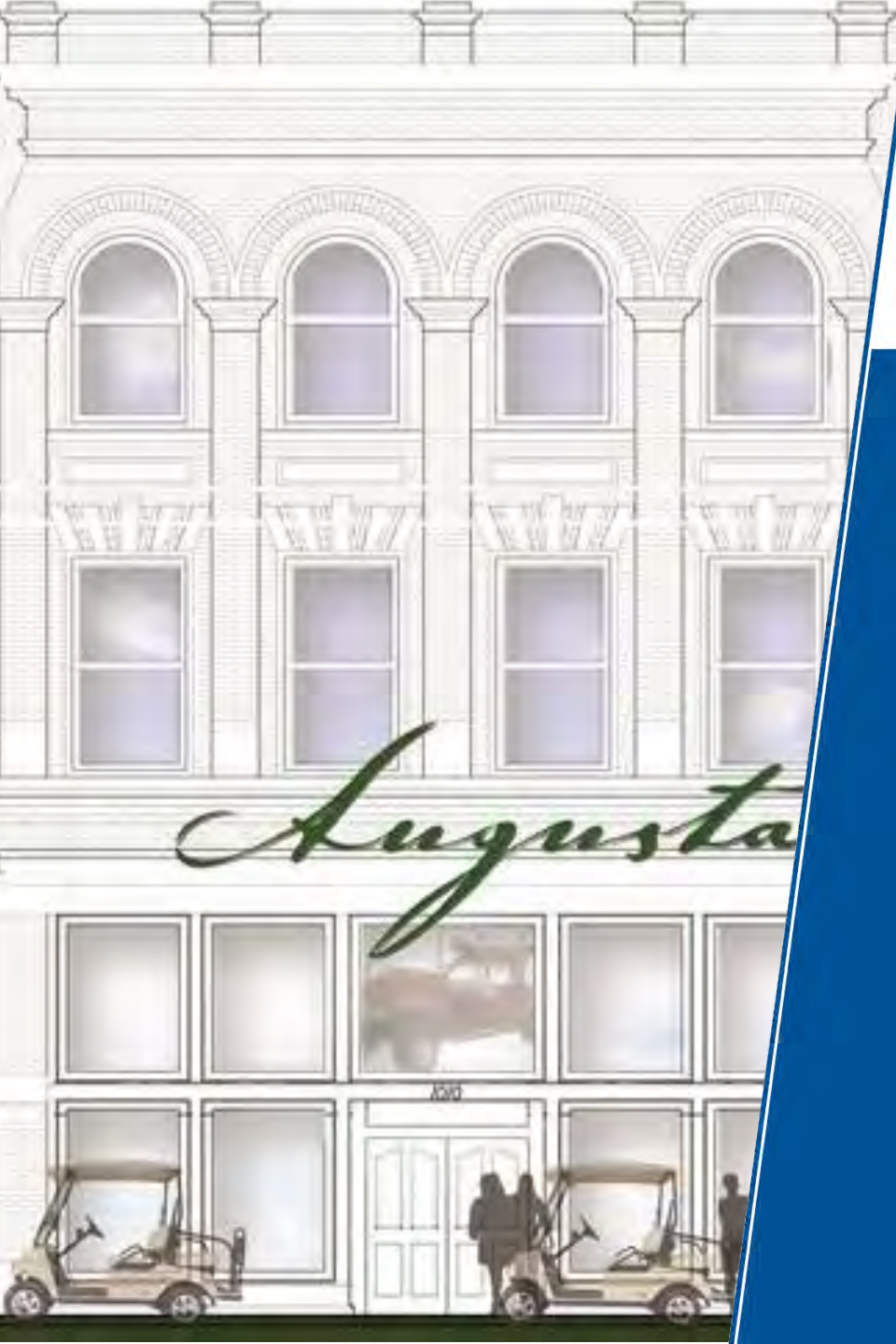


## 3. Visitor Center



# VISITOR CENTER DEVELOPMENT

- 1010 Broad - central location, highly visible to visitors
- More than just a booth for brochures
- Creatively named - not just “Augusta Visitor Center”
- Include creative, authentic and interactive elements that showcase uniqueness of the destination
- Potential to partner with local businesses and artists to enhance the space
- Use of golf carts/electric vehicles for visitor industry







## 4. Trademark Transportation



# TRADEMARK TRANSPORTATION

## Golf Carts / Electric Vehicle Shuttle Service

- Experiential tours and transportation service by golf car/electric vehicle
- Increasingly common
- Located in a defined area – defined tours - use of GPS technology
- Licensed vehicles – controls that limit speed, disable cars
- Effective visitor asset, authentic to Augusta





# TRADEMARK TRANSPORTATION

## Golf Cart/Electric Vehicle Examples in Other Markets



Malibu Custom Carts  
(Malibu, CA)



Catalina Limos  
(Catalina Island, CA)



Swift Rides  
(Scottsdale, AZ)



Joyride  
(Tuscaloosa, AL)



Joyride  
(Nashville, TN)



Joyride  
(Knoxville, TN)



Joyride  
(Panama City Beach, FL)



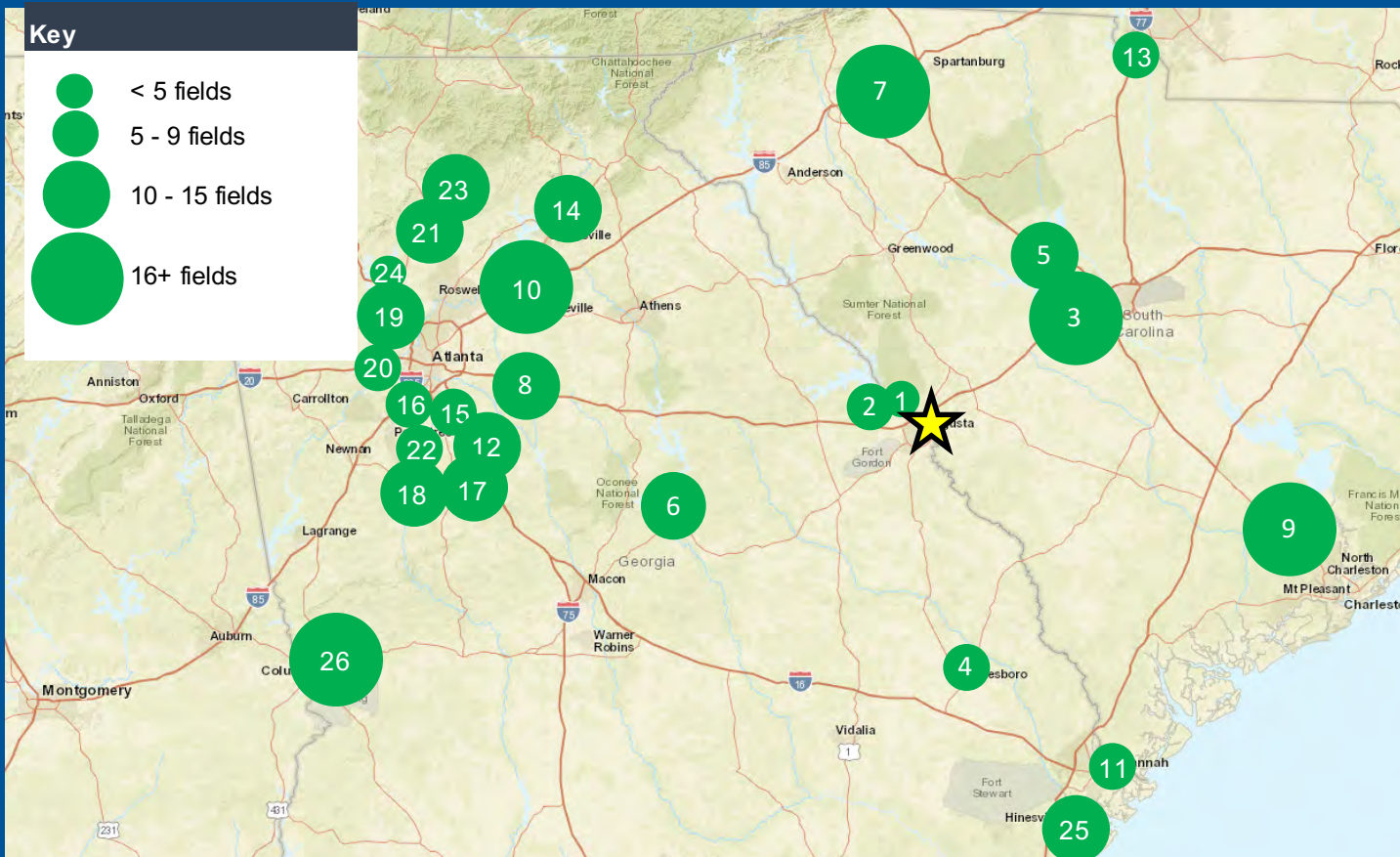


## 5. Amateur Sports



# AMATEUR SPORTS

## REGIONAL/COMPETITIVE RECTANGLE FIELD INVENTORY



Facility	Location	Distance to Augusta (in Miles)	Rectangle	Youth	Full-sized	
1	Blanchard Woods Park	Evans, GA	13	5	2	3
2	Patriots Park	Grovetown, GA	18	9	4	5
3	Gibson Road Soccer Complex	Lexington, SC	61	20	16	4
4	Erk Russel Athletic Park	Statesboro, GA	80	8	2	6
5	South Carolina United FC BB&T Soccer Complex	Irmo, SC	82	15	8	7
6	Baldwin County Soccer Complex	Milledgeville, GA	95	15	13	2
7	MESA Soccer Complex	Greer, SC	118	17	2	15
8	RYSA Soccerplex	Conyers, GA	121	11	9	2
9	Summerville Soccer Club Complex	Summerville, SC	122	21	18	3
10	Dacula's Soccer Complex	Dacula, GA	132	18	15	3
11	Jennifer Ross Soccer Complex	Savannah, GA	140	8	0	8
12	North Mount Carmel Park	Hampton, GA	140	13	0	13
13	Manchester Meadows Park	Rock Hill, SC	142	8	0	8
14	Allen Creek Soccer Complex	Gainesville, GA	146	11	8	3
15	Wyomia Tyus Olympic Park	Griffin, GA	151	8	4	4
16	Georgia Soccer Park	Atlanta, GA	156	7	0	7
17	Lovejoy Soccer Complex	Jonesboro, GA	160	11	8	3
18	McCurry Park	Fayetteville, GA	160	11	6	5
19	Tramore Park	Marietta, GA	164	11	7	4
20	Chestnut Log Soccer Complex	Douglasville, GA	166	7	4	3
21	Noonday Creek Park	Kennesaw, GA	169	14	9	5
22	Baseball Soccer Complex	Peachtree City, GA	175	9	5	4
23	Badger Creek Park	Canton, GA	181	14	7	7
24	Lake Point Sporting Community and Town Center	Emerson, GA	183	3	0	3
25	Jekyll Island Soccer Complex	Jekyll Island, GA	210	13	10	3
26	Woodruff Farm Soccer Complex	Columbus, GA	247	16	9	7



# AMATEUR SPORTS RECOMMENDATIONS



- Significant interest in utilizing a potential new rectangle field complex in Augusta.
- Lack of concentration of fields between Augusta and other major markets (Atlanta, Columbia, Savannah)
- Develop tournament-quality complex at Diamond Lakes Park
  - Requires 8+ full-sized turf fields with 4 to 6 grass fields.
  - Include lighting, add approximately 200 to 300 spaces for parking
  - Add covered bleacher seating for 500 (championship field)





## 6. Events and Festivals



# EVENTS AND FESTIVALS

## RECOMMENDATIONS

- Actual event production **REQUIRES** a champion – rally local entities to initiate planning process
- Concepts to explore should include:
  - Grow and leverage a citywide James Brown Festival
  - Citywide Southern hospitality music and food event that celebrates regional cuisine and arts/music scene
  - Outdoor music festival on the water – feature camping (River Rocks Festival in Columbia)
- Grow existing arts event to include a River/canal component (Canal Convergence in Scottsdale)







## 7. Arts and Culture



# ARTS AND CULTURE

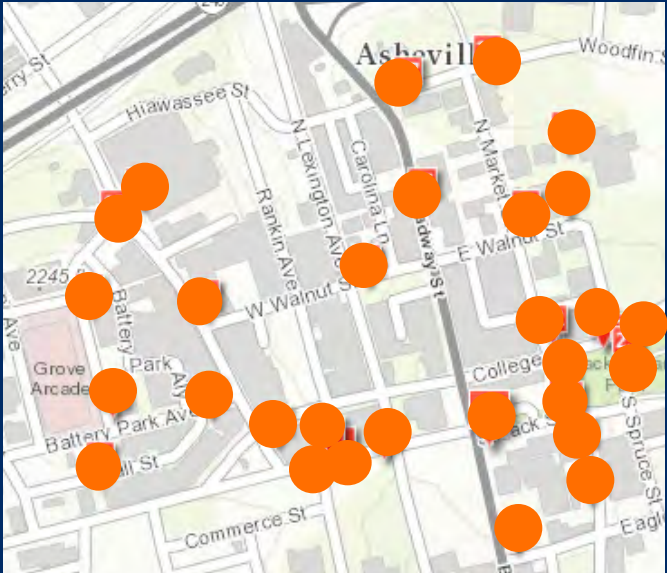
## PUBLIC ART INVENTORY COMPARISON

**Downtown Augusta**  
13 Installations



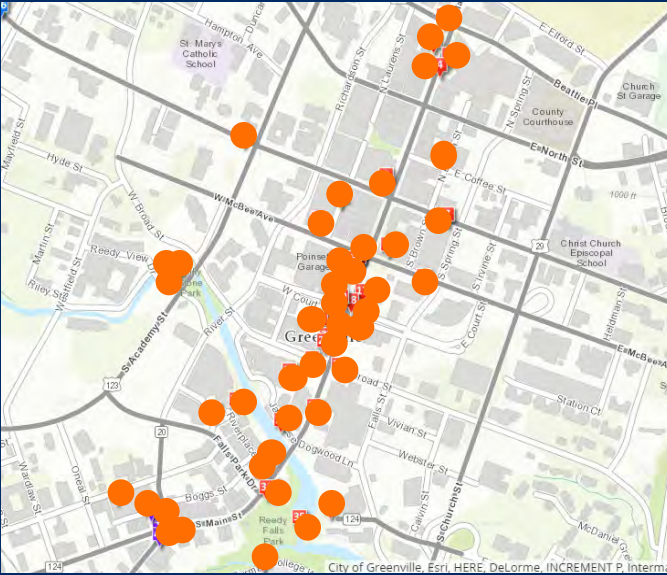
1 Mile

**Downtown Asheville, NC**  
30 Installations



0.5 Miles

**Downtown Greenville, SC**  
53 Installations



1 Mile

Source: Maps of Public Art Inventories, 2016



# ARTS AND CULTURE

## CASE STUDY ANALYSIS

### VOGELSCHWARTZ SCULPTURE GARDEN LITTLE ROCK, ARKANSAS



### VACANT PARCELS – CONVENTION CENTER AUGUSTA, GEORGIA





# ARTS AND CULTURE

## A NEW SCULPTURE GARDEN



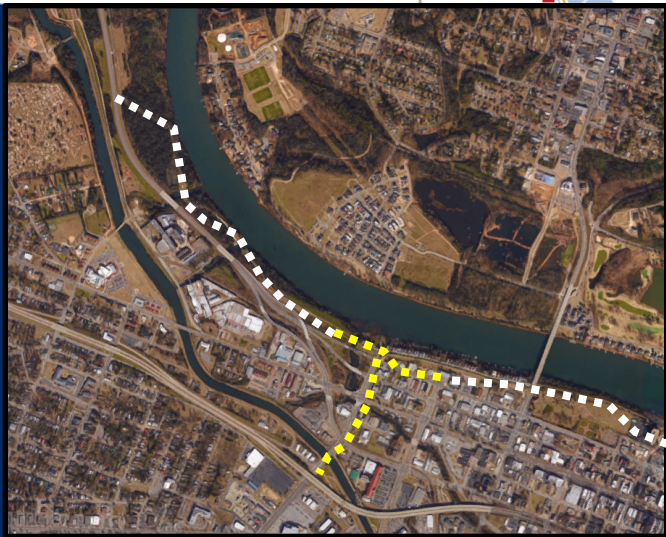
- Sculpture garden development along Reynolds, Highly visible to visitors
- partnership between Arts Council, Morris Museum, NEA and National Sculptors Guild
- Use annual contests to procure new/rotating installations





## 8. Outdoor and Adventure





The story of the American Industrial Revolution in the American South. Built in 1845 to harness the water and power of the Savannah River, this canal brought textile and other manufacturing to the region in the era before, during and after the American Civil War.

**Share and Enjoy**

Enjoy your time in the National Heritage Area. Explore on foot, by bicycle, canoe or kayak; fish from the banks or watch for wildlife.

For everyone's safety and enjoyment, please:

- Be polite and a good steward of your Canal.
- Appreciate the wildlife and historic structures; do not disturb.
- Remember, the trail is like a roadway, keep right and pass left.
- Groups should not take up full width of trail.
- Faster users yield to slower users.
- Don't litter. Take your trash with you when you leave.
- Keep animals leashed and under control at all times; clean and remove animal waste; remind others to do so.

IN PARTNERSHIP WITH THE  
National Park Service  
U.S. Department of the Interior



**Headgates**

The Augusta Canal begins here. The V-shaped diversion dam directs Savannah River water into the headgates. From there the canal flows 13 miles through Augusta where it supplies the city with drinking water and powers several small hydroelectric plants.

- Trailheads**
- 1 Headgates at Savannah Rapids
  - 2 Water Pump Station
  - 3 Lake Olmstead
  - 4 Mill Village
  - 5 Discovery Center
  - 6 Old Turning Basin at 13th Street

- Trails**
- Orange Towpath
  - Red Headgate Loop
  - Pink Old Fish Camp Path
  - Green River Shoals Nature Trail
  - Light Green Mountain Bike Singletrack
  - Purple River Levee Trail
  - Light Blue Lake Olmstead Trail
  - Yellow Mill Village Trail
  - Light Purple Third Level Trail

**Extending River Levee Trail to Towpath - Connect River to Canal Trails**

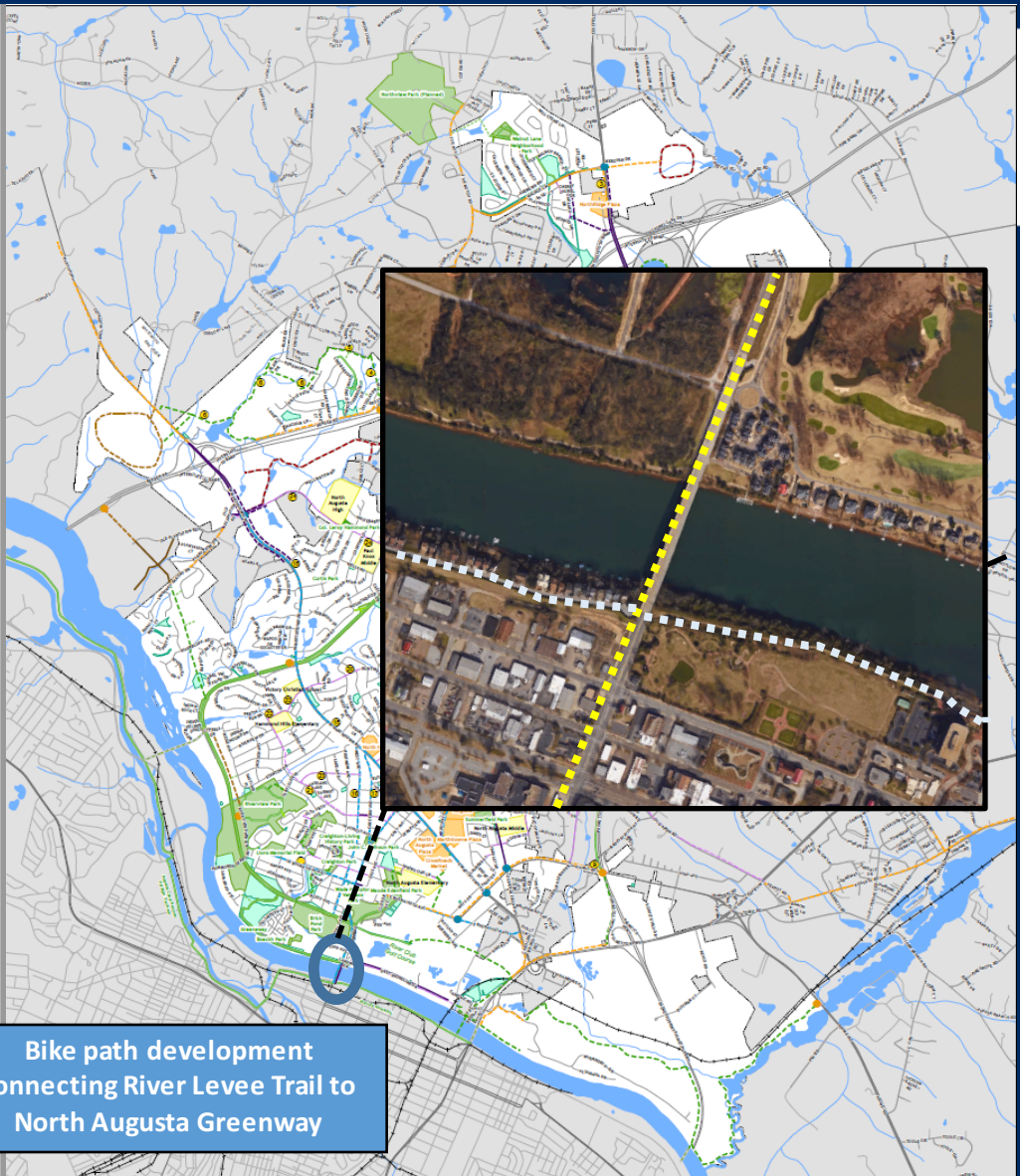
- 7 In House Gas, Chimney Bulhead
- 8 Confederate Powder Works Chimney
- 9 Sibley and King Mills
- 10 Archibald Butt Memorial Bridge
- 11 Discovery Center at Enterprise Mill
- 12 Petersburg Tour Boats
- 13 Old Turning Basin Gatehouse
- 14 Davidson School Former Globe Mill
- 15 Old Coal Gas Plant Site



Augusta Canal  
National Heritage Area  
706-823-0449  
www.augustacanal.com

Non-emergencies  
Richmond County Sheriff's Office  
706-821-1080

Maintenance concerns  
Augusta Cares 311  
Emergencies 911



**Bike path development connecting River Levee Trail to North Augusta Greenway**

**North Augusta Greenway, Pedestrian, and Bicycle Master Plan**

North Augusta, SC  
Greenway Master Plan Update  
Source: Data compiled from the City of North Augusta  
Author: Alta Planning + Design  
Date: March 2017  
Revised: March 2017 - 2018 City of North Augusta

Trailheads and Potential Trailheads	Proposed Bike Lane	Existing Soft Surface Trail	School
Intersection Improvements	Proposed Bike Route	Proposed Soft Surface Trail	Park
Proposed Grade Separated Crossing	Existing Side Path	Existing Connector	Shopping Center
Proposed Number	Proposed Side Path	Proposed Connector	City Owned Parcels
Existing Sidewalk	Existing Greenway	Existing Bridge	Water
Proposed Sidewalk	Proposed Greenway	Proposed Bridge	City Limits
	Trails by Developer	Railroad	

altp  
PLANNING + DESIGN

North Augusta  
South Carolina's Riverfront



# Outdoor & Adventure

## Bike/Pedestrian Path Connectivity



North Augusta Greenway



Augusta River Levee Trail



Augusta Canal Towpath



# A UNIQUE OUTDOOR & ADVENTURE ASSET

## Zip Lines & Adventure Park



- Zip lines – Augusta Canal, Savannah River, Phinizy Swamp...
- Could include an adventure park component
- Potential “near urban” asset

Oklahoma City – RIVERSPORT Complex



# A UNIQUE OUTDOOR & ADVENTURE ASSET

## Restoring the Rapids – Savannah Bluff Lock and Dam

- A river restoration project
- A unique visitor asset
- Benefitting local and regional residents
- Supports the outdoor brand



Richmond, VA



Columbus, GA





# QUESTIONS & COMMENTS