

# The Augusta Development Agenda



JUNE 25TH, 2009

PREPARED BY  
SHIELDS DESIGN LLC

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- ✿ Introduction - 5 minutes
- ✿ Initial Presentation - 20 minutes
- ✿ Instructions for Breakout Session - 5 minutes
- ✿ Break - 5 minutes
- ✿ Open Discussion - 45 minutes
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# Augusta in the nation



- Home of the Masters / James Brown / Fort Gordon Center of Arts and Culture Medical Center for the Southeast Convention Site for both South Carolina and Georgia Southeastern US Sports Venue

# Augusta's Region



- Think Regionally . . .
- Enhance Access Corridors and Gateways into Augusta . . .
- Brand the Region and Augusta as a Special Southern Place . . . **Westobou**



# Augusta: Attributes and Possibilities



## Attributes:

- **Roads**
- Open Space, Parks and Streams
- Strong Identity Sectors
- Key Places and Activities

## Possibilities:

- Gateway Corridors
- Parkways and Trail System
- Regional Commercial
- Potential Focus Areas

## Nodes & Linkages Framework



## AUGUSTA DEVELOPMENT AGENDA

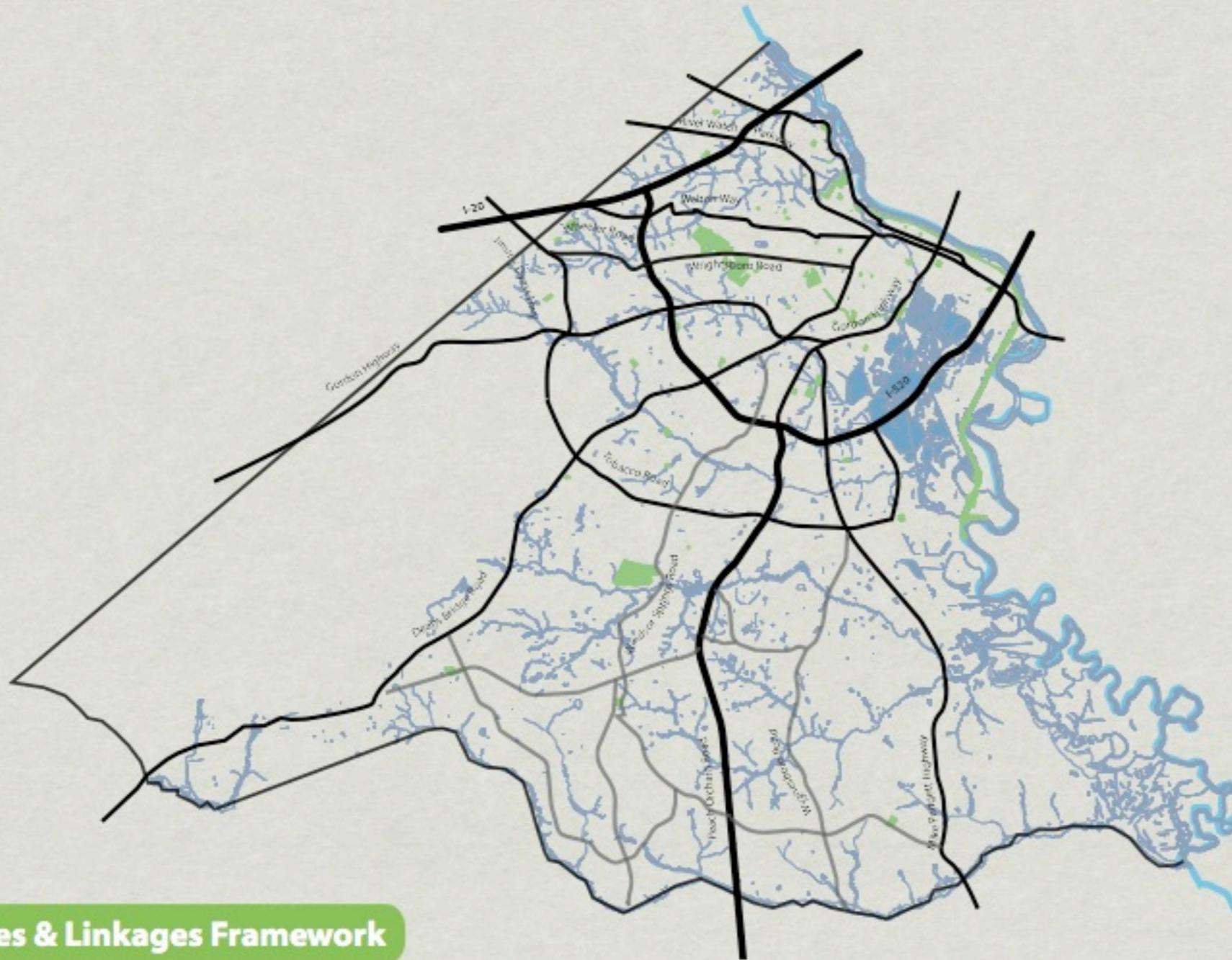
For the City of Augusta, GA

shieldsDESIGN Architecture  
Planning  
Urban Design

With:  
Cranston Engineering Group  
Urban Partners

The Woodhurst Partnership  
ICON Architecture Inc

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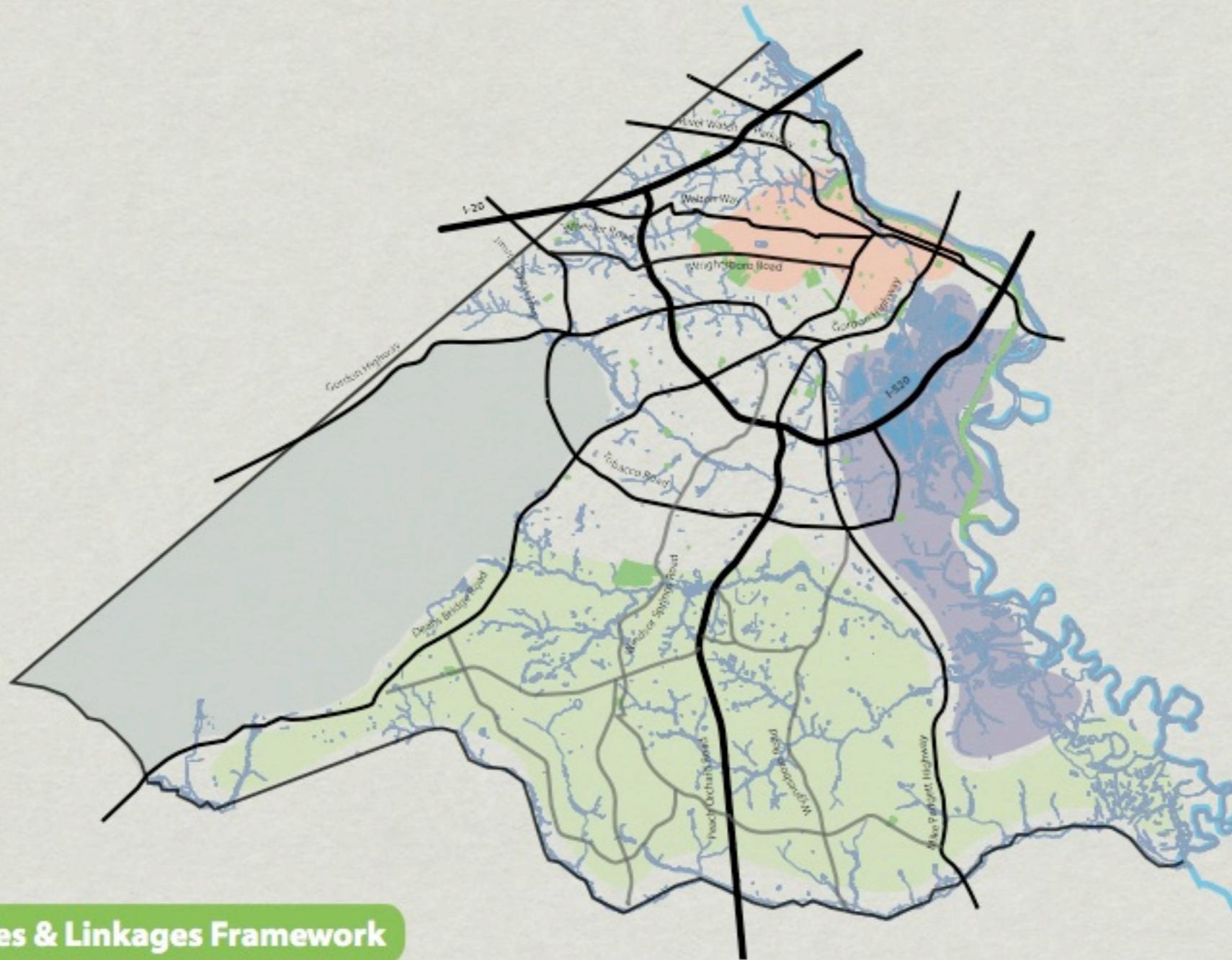
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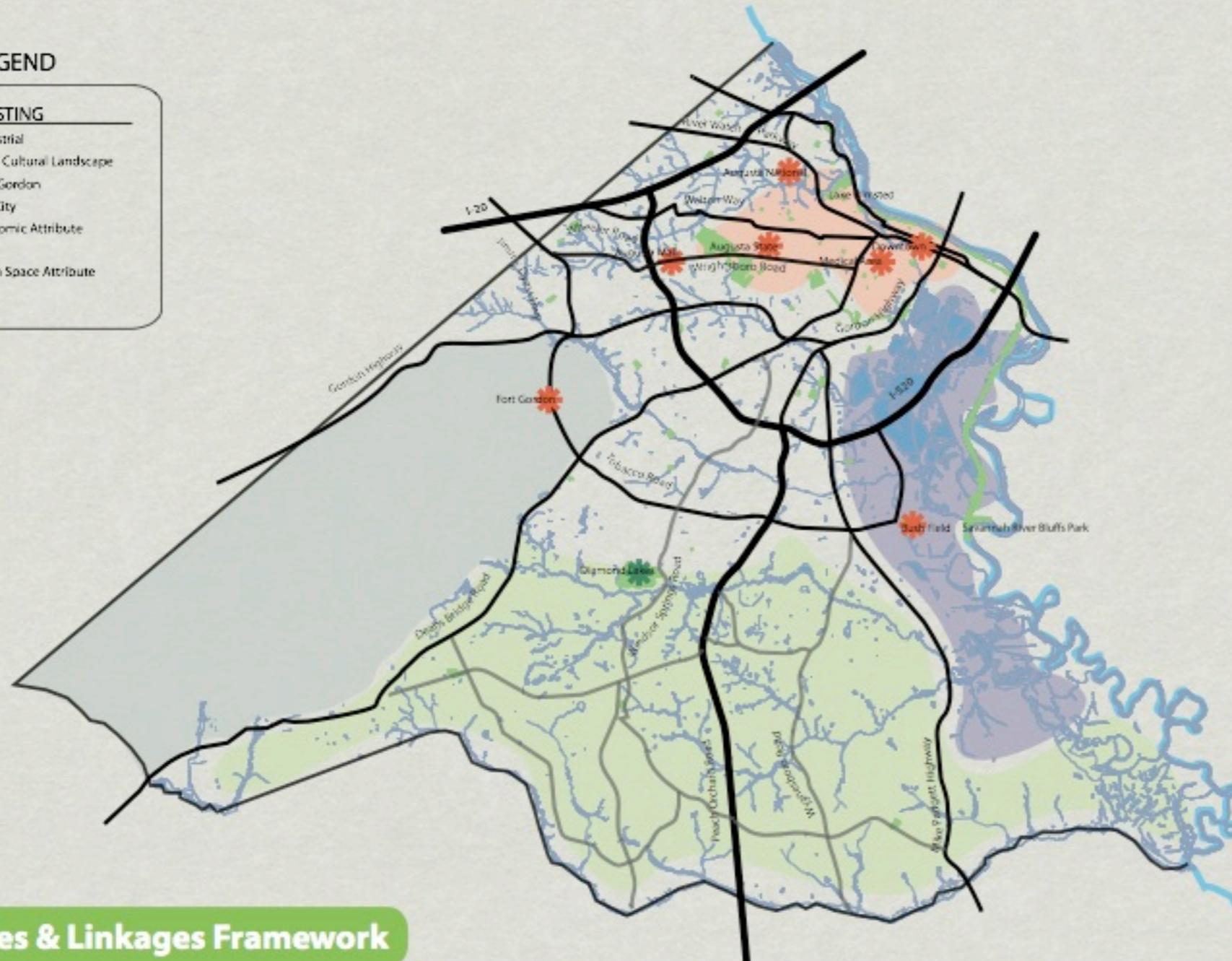
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# Augusta: Attributes and Possibilities

## LEGEND

### EXISTING

-  Industrial
-  Rural Cultural Landscape
-  Fort Gordon
-  Old City
-  Economic Attribute
-  Open Space Attribute



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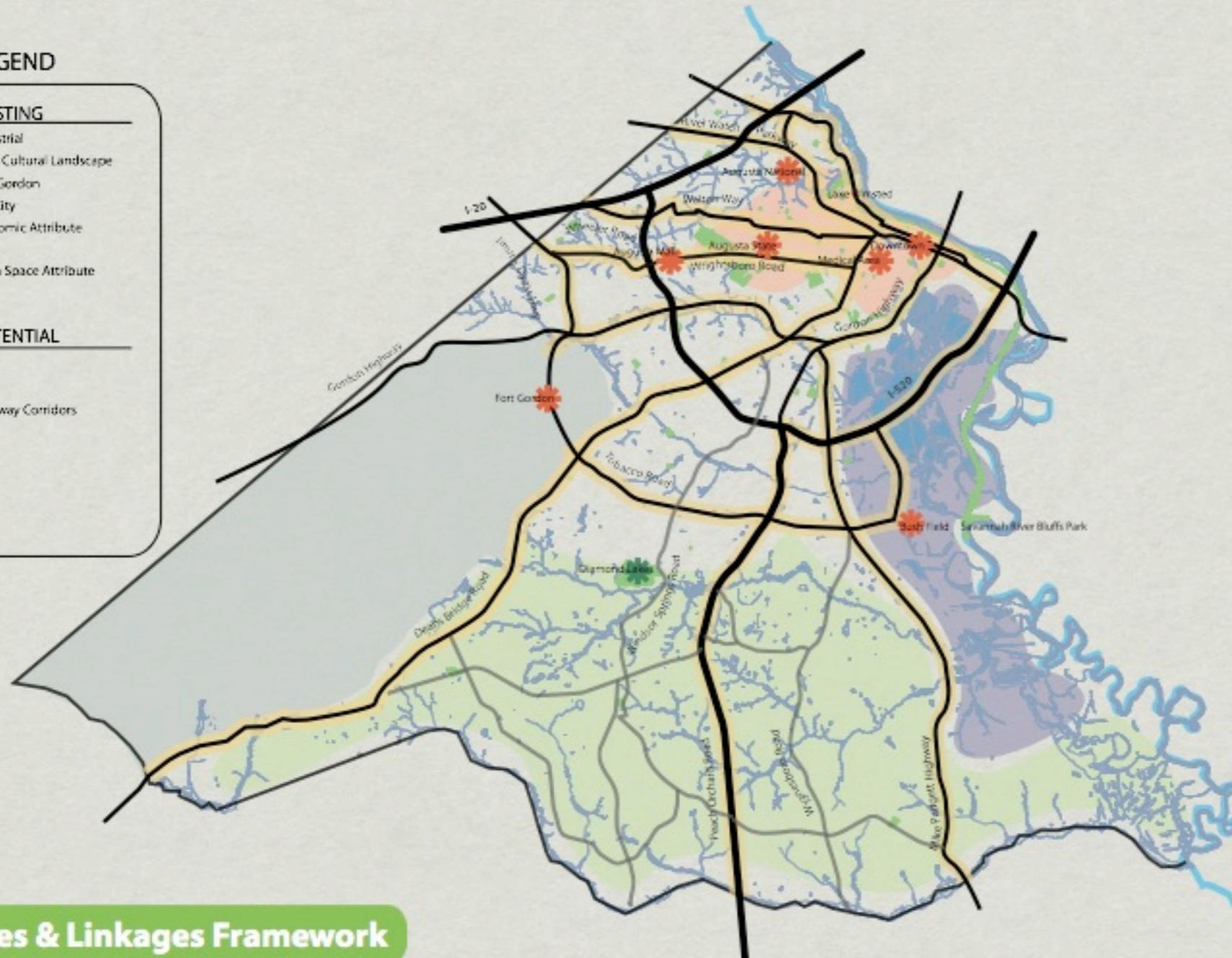
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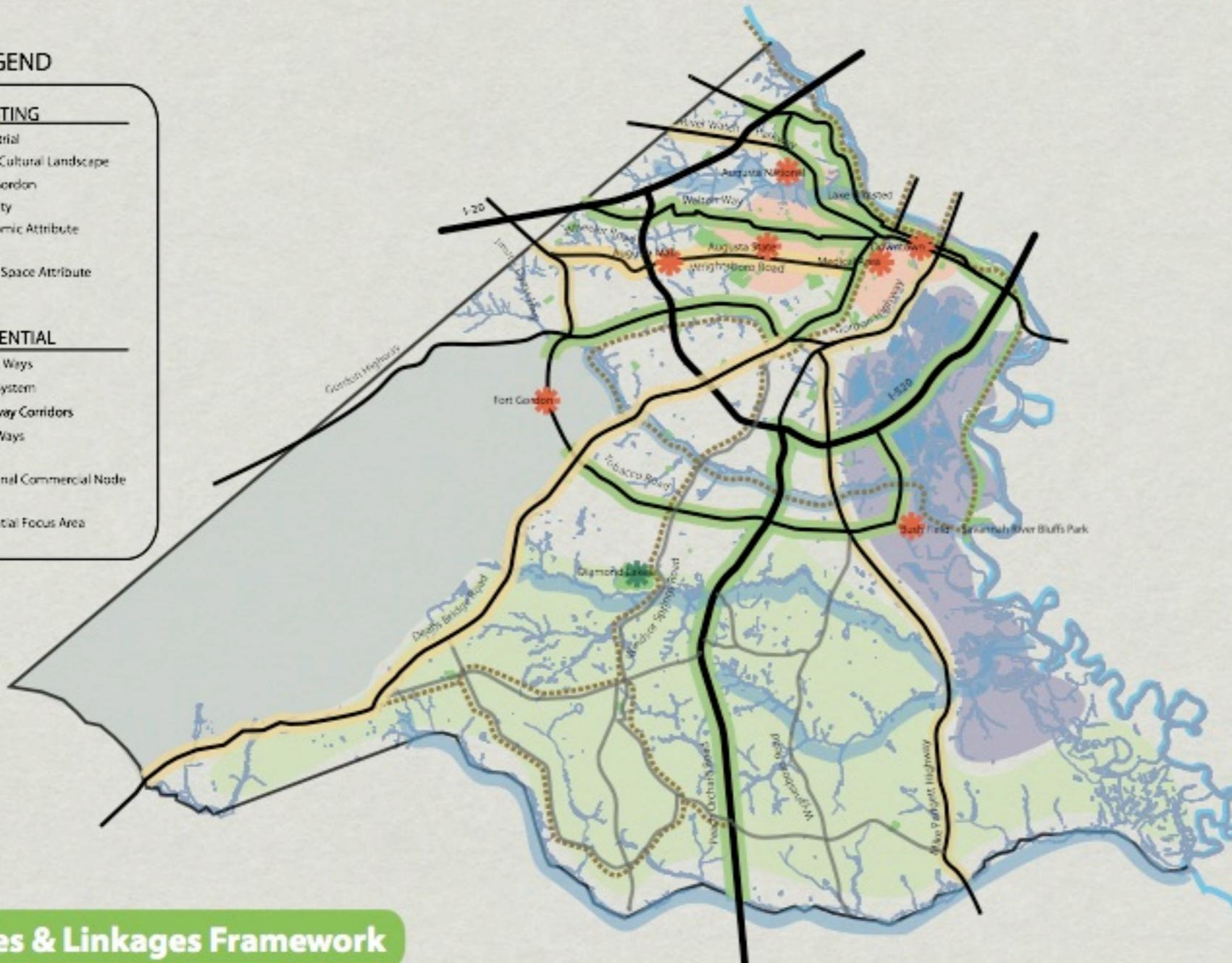
## LEGEND

### EXISTING

-  Industrial
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### POTENTIAL

-  Creek Ways
-  Trail System
-  Gateway Corridors
-  Park Ways
-  Regional Commercial Node
-  Potential Focus Area



## Nodes & Linkages Framework

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### Possibilities:

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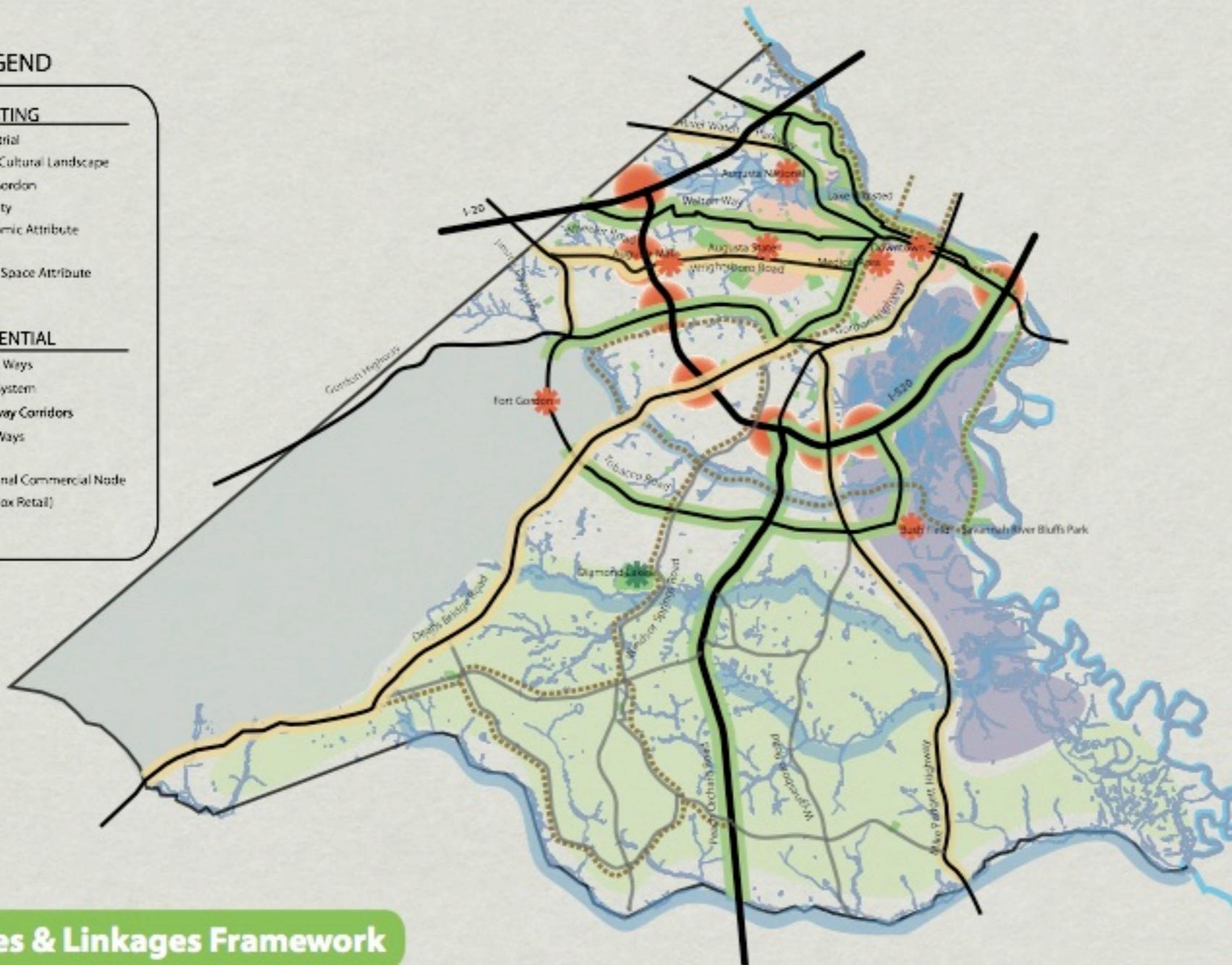
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### EXISTING

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### POTENTIAL

-  Creek Ways
-  Trail System
-  Gateway Corridors
-  Park Ways
-  Regional Commercial Node (Big Box Retail)



## Nodes & Linkages Framework

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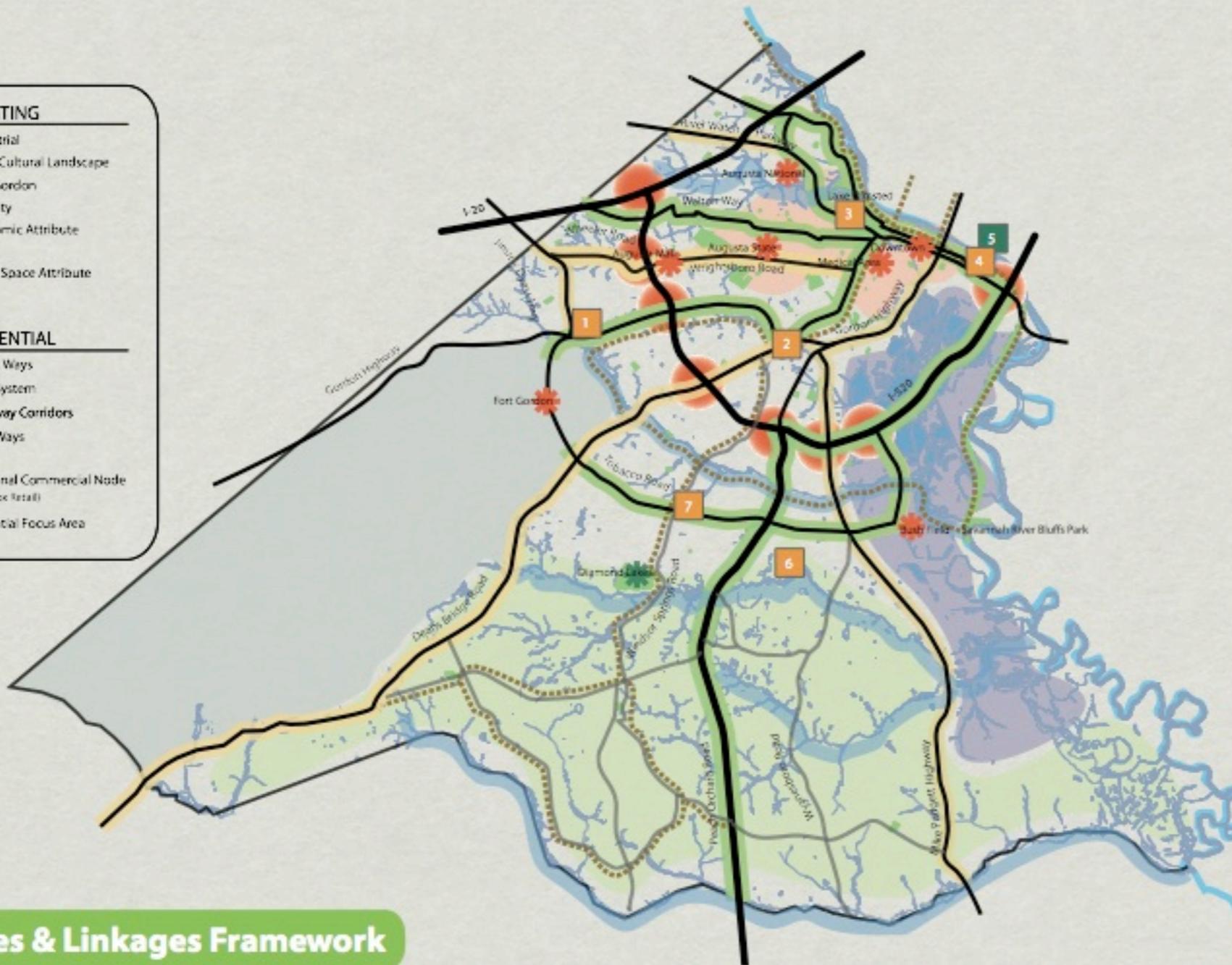
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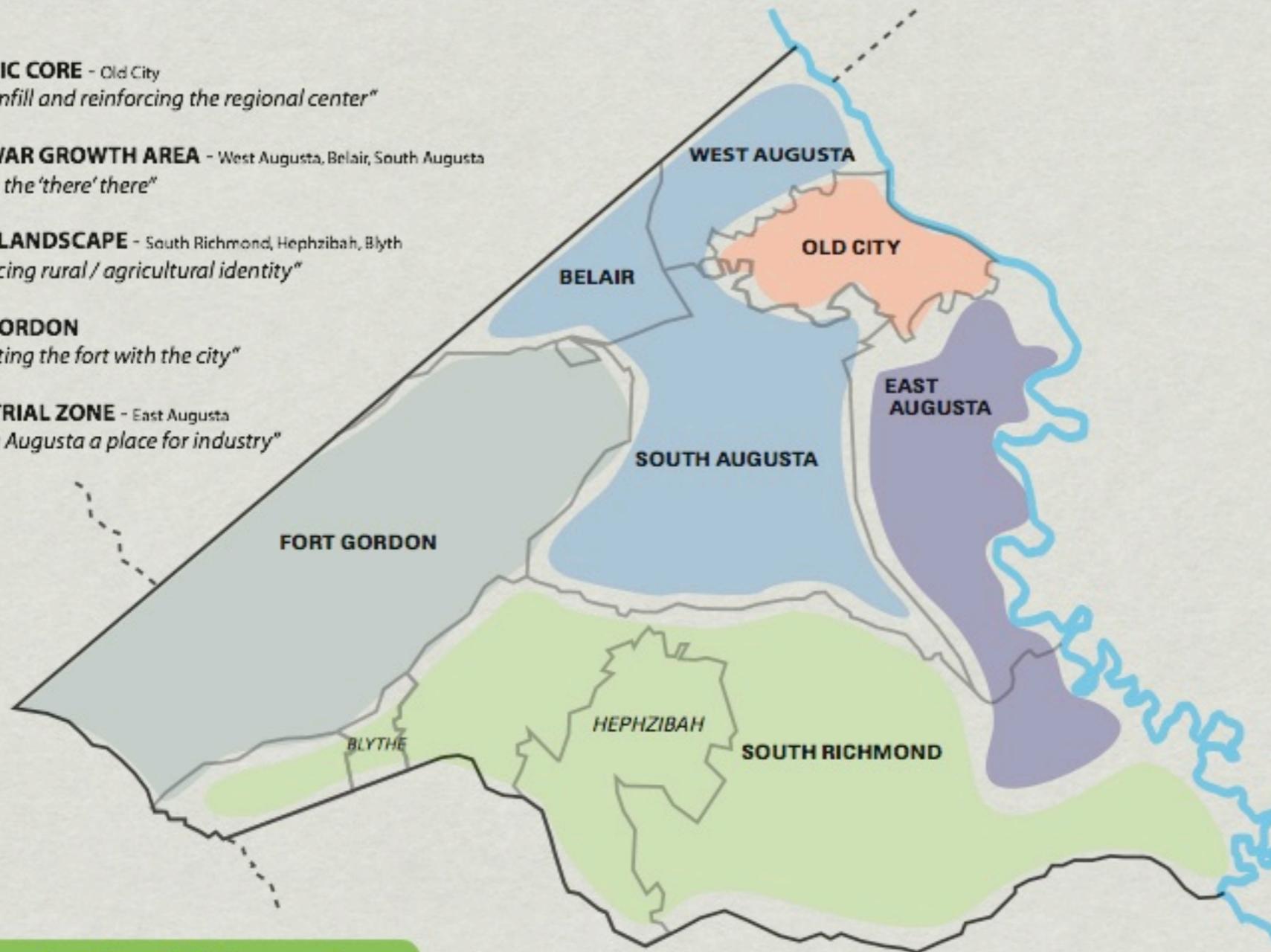
**HISTORIC CORE** - Old City  
*"Urban infill and reinforcing the regional center"*

**POST-WAR GROWTH AREA** - West Augusta, Belair, South Augusta  
*"Getting the 'there' there"*

**RURAL LANDSCAPE** - South Richmond, Hephzibah, Blyth  
*"Reinforcing rural / agricultural identity"*

**FORT GORDON**  
*"Integrating the fort with the city"*

**INDUSTRIAL ZONE** - East Augusta  
*"Making Augusta a place for industry"*



## Character Area Statements

### Attributes:

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# Goals and objectives

## Knowing what we want to achieve is a process of understanding the city's:

- ✿ Attitude - what do we want Augusta to be? in 5 years? in 20 years?
- ✿ Appetite - how high do we reach?
- ✿ Ability - what are our strengths? who are our champions?

# Our approach will be ...

- **Attribute-Based...** Build on her strengths
- **Built on prior Work...** The 2008 Comprehensive Plan and the 2009 Westobou Urban Area Plan
- **Aspiration directed...** Dream with us to make Augusta great!

# Goals and objectives

**Establish a shared framework for Augusta to become a more livable place and economically / environmentally sustainable example for our nation, that is :**

- ✱ Innovative
- ✱ Inclusive
- ✱ Flexible
- ✱ Realistic



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# Core Interest Groups

- **Project Director** - John Shields
- **Overall Economic Development** - Jim Hartling
- **Existing Neighborhood Revitalization** - Robert Woodhurst
- **Parks, Greenways, Open Space and Land Preservation** - Rae Smith
- **Highway Gateways and Corridor Revitalization and Beautification** - Tom Robertson
- **Public Services Integration** - Bob Woodhurst
- **Implementation Strategies** - Jon Lane

**Jon Lane will get us started ...**