

PRELIMINARY CHARACTER AREAS IN AUGUSTA

A character area is a specific geographic area within the community that:

1. has unique or special characteristics to be preserved or enhanced (such as a downtown, a historic district, a neighborhood, or a transportation corridor);
2. has potential to evolve into a unique area with more intentional guidance of future development through adequate planning and implementation (such as a strip commercial corridor that could be revitalized into a more attractive village development pattern); or
3. Requires special attention due to unique development issues (rapid change of development patterns, economic decline, etc.).

Character areas in Augusta were delineated not solely on the basis of land use, but rather after considering a number of factors. Among the major factors used to delineate character areas in Augusta were the following:

- Street design and layout (grid, curvilinear)
- Size and arrangement of lots
- Site design features (size and orientation of structures, setbacks, location of parking, landscaping & other amenities)
- Intensity of development (low, medium, high; urban, suburban, rural)
- Natural features and landmarks (rivers, streams, historic properties)
- The way land uses interact with one another
- Amount of open space
- Building sizes and styles
- Accessibility (vehicles, pedestrians, bicyclists, the disabled)

The character areas are designed to serve as planning sub-areas within the city. Based on additional public input, the Community Agenda will include policies, strategies, projects, incentives, and /or regulations applicable to each of the character areas. The purpose of these policies, strategies, projects, incentives and or regulations will be to preserve, improve, or otherwise influence future development patterns in a manner consistent with the City's overall vision. This is a preliminary list of recommended character areas, and is subject to change based on input provided during the development of the Community Agenda

1. **Downtown** - Downtown Augusta is where the city was founded and first developed. Downtown has the major characteristics of a traditional central business district, including a wide variety of land uses (retail, office, cultural, entertainment, financial, government, open space, industrial and institutional), high level of access for vehicles, pedestrians and transit, a mix of architectural styles, medium to high-density residential development, and commercial buildings with no front or side setbacks.
2. **Old City Neighborhoods** - Most of these neighborhoods developed prior to World War II and reflect the major characteristics of so-called "traditional" neighborhoods. They

include Olde Town, May Park, Uptown, Laney-Walker, Bethlehem, Turpin Hill, Harrisburg (including the area formerly known as West End), Academy-Baker, Pendleton King, Summerville, Sand Hills, Highland Park, Forest Hills, Albion Acres / Forest Acres.

3. **West Augusta** - West Augusta is an area reflecting the suburban development patterns of the last 50-60 years. Low-density residential subdivisions and commercial development, dating from the 1950's-1980s, are predominant in the area. Apartment complexes of varying ages are scattered throughout the area. Developable land has become scarcer in recent years, resulting in the development of more attached townhouse and condominium complexes. Transit service is more limited than in the old city neighborhoods
4. **South Augusta** - South Augusta is another area largely characterized by a suburban pattern of development. Residential development is characterized by low-density subdivisions with mostly single-family detached units on uniform lots approximately ¼-acre in size. Subdivision development started in part of South Augusta as early as the 1940s and continues to the present day. Apartment complexes are scattered throughout the area and usually located in close proximity to employment centers, shopping and major roads. Curvilinear street patterns predominate. There are generally few amenities for pedestrians (i.e. sidewalks, crosswalks), and transit service is more limited than in the old city neighborhoods.
5. **East Augusta** - East Augusta is characterized by a mix of natural resource areas, industrial uses and limited residential and commercial land uses. Residential development includes some conventional subdivisions dating from the 1950s -1970s, some apartment complexes and newer townhouse and condominium development, some of which is located along the Savannah Riverfront. The conventional subdivisions are concentrated in the northeast (e.g. Hornsby, Eastview, and Marion Homes), central (e.g. Hyde Park, Aragon Park, Lombardy and Virginia Heights) and south central (e.g. Apple Valley) parts of East Augusta. All of these conventional subdivisions are located in relatively close proximity to industrial land uses.
6. **Belair** - Belair includes land uses and development patterns typical of suburban developing areas, rural residential areas and highway commercial corridors. These development patterns are influenced to one extent or another by the area's proximity to Doctor's Hospital, Fort Gordon, regional shopping centers (e.g. Augusta Mall, Augusta Exchange), Interstates 20 and 520 and Jimmie Dyess Parkway. Low-density, suburban residential development started to occur in the 1950s and accelerated in the last 25 years. The opening of Jimmie Dyess Parkway in 1998 fueled the development of several new subdivisions in the last decade. Most of the conventional subdivisions are in the area bounded by Gordon Highway, Powell Road, Wrightsboro Road and the Bobby Jones Expressway. Higher density single-family development and apartment complexes are clustered in the area around Doctor's Hospital. Rural residential uses, mostly a mix of

stick-built and manufactured homes on larger lots, characterize the area west of Powell Road to the Columbia County line, and along part of Wrightsboro Road and Maddox Road.

7. **South Richmond** - South Richmond is another part of the city undergoing a transition. Rural residences, woodlands, open space and agricultural uses predominate, but some conventional suburban residential development is taking place. The rural residential development pattern is characterized by stick-built and manufactures houses on lots exceeding $\frac{3}{4}$ -acre in size. South Richmond has a high number of flagpole lot developments. These rural residences tend to front or have access to the major arterial and collector roads in the area. Woodlands, open space and agricultural uses are scattered throughout the area. Significant natural resources include the floodplains and wetlands of the Savannah River and the tributary creeks that drain the area (Spirit, Little Spirit and McBean). Aquifer recharge areas underlay much of the South Richmond area. The Spirit Creek Educational Forest is a conservation use located in the area. Standalone commercial establishments are scattered throughout the area and serve both local residents and those passing through on the major highways.

8. **Fort Gordon** - a federal military reservation covering approximately 44,000 acres in southwest Augusta. Fort Gordon is the home of the U. S. Army Signal School and Center, the military's the largest training facility in communications and electronics. The installation is also home to the Southeast Regional Medical, Dental and Veterinary Commands as well as the Army's only dental laboratory. Also stationed on the installation are the National Security Agency-Georgia, and three deployable brigades: the 35th Signal Brigade, the 513th Military Intelligence Brigade and the 359th Signal Brigade. As the largest employer in Augusta, Fort Gordon's economic impact on the local community is approximately \$1.4 billion. This figure includes payroll, purchases, contracts, services and new construction. Land uses on the Fort include residences, offices, training facilities, recreation facilities, commercial establishments, a hospital, an elementary school, open space and operations and maintenance facilities. A substantial amount of the fort's acreage is wooded and / or used for training.

CHARACTER AREA	DESCRIPTION	TRENDS / OPPORTUNITIES
Downtown Augusta	<ul style="list-style-type: none"> • Historic central business district • Mix of land uses • High level of access for vehicles, pedestrians and transit • Mix of architectural styles (residential, commercial, institutional, etc.) • Taller buildings with no front / side setbacks • Gateways to the city @ River Watch Parkway, Calhoun Expressway, Gordon Hwy., 13th St. • Savannah Riverfront • Augusta Canal – Regionally Important Resource • Historic districts and properties 	<ul style="list-style-type: none"> • Revitalization efforts have resulted in many significant public and private projects in last 25 years • Additional public and private investment ongoing and / or planned (e.g. J.B. White’s, Judicial Center) • Opportunities for infill development • Business Improvement District established and staffed • More people living downtown • Wayfinding Project being implemented • Planning underway for next phase of revitalization (Downtown Augusta / North Augusta Master Plan)
Old City Neighborhoods <ul style="list-style-type: none"> • Olde Town • May Park • Laney-Walker • Bethlehem • Turpin Hill • Harrisburg (incl. former West End) • Academy-Baker • Summerville • Sand Hills • Forest Hills • Pendleton-King • Highland Park • Albion Acres / Forest Acres • Uptown 	<ul style="list-style-type: none"> • Includes neighborhoods within the old city limits of Augusta • Examples of the following neighborhood types: <ul style="list-style-type: none"> ○ Traditional – Stable ○ Traditional – Transitioning ○ Traditional – Redeveloping ○ Suburban – Built-Out • Neighborhood-scale businesses scattered throughout the area • Historic districts and properties • Augusta Canal – Regionally Important Resource • Civic and institutional uses scattered throughout the area • Regional Activity Centers (medical complex, colleges) • Daniel Village Shopping Center (first suburban-style shopping center in Augusta) 	<ul style="list-style-type: none"> • Some neighborhoods are stable; others need or undergoing redevelopment; Uptown continues transition due to expansion of medical complex • Area largely built out, though there are opportunities for infill development in redeveloping neighborhoods and on sites near Forest Hills Golf Course • Neighborhood preservation • Balance growth of activity centers with neighborhood preservation
West Augusta	<ul style="list-style-type: none"> • Includes area northwest of the old city to the Columbia County line. Predominant characteristics include: • Suburban Areas - Built-Out 	<ul style="list-style-type: none"> • Largely Built Out • Neighborhood preservation • Open space preservation • Preservation of natural resources

CHARACTER AREA	DESCRIPTION	TRENDS / OPPORTUNITIES
	<ul style="list-style-type: none"> • Suburban Commercial Corridors (e.g. Washington Rd., Wheeler Rd., Wrightsboro Rd.) • Regional Activity Center – Augusta Exchange & environs • Gateways – I-20@Riverwatch, I-20@Washington Rd. • Augusta Canal – Regionally Important Resource • Environmentally sensitive areas – floodplains, wetlands and watersheds • Greenspace – Raes Creek @ Ingleside Dr. • Augusta National Golf Course • Major Highway Corridors – I-20 & I-520 • Martin Marietta Quarry 	<ul style="list-style-type: none"> • Attached townhouse and condominium developments, most developed within past 10-15 years • Commercial / light industrial development at / near I-20 / River Watch interchange • Commercial redevelopment ongoing (older shopping centers; motels and hotels) • Low-density light industrial and warehousing development in recent years • Conversion of residential subdivisions to parking for Augusta National (e.g. Berckman Gardens, Berckman Heights) • Construction of “Party Houses” in vicinity of Augusta National • Expansion / upgrades of interstates and related interchanges ongoing • Future development on remaining parcels near interstate interchanges
South Augusta	<ul style="list-style-type: none"> • Includes area southwest of the old city between Mike Padgett Hwy. (SR 56), Spirit Creek and Fort Gordon. Predominant characteristics include: • Suburban Areas - Built-Out • Suburban Areas - Developing • Suburban Commercial Corridors • Light and Heavy Industrial • Major Highway Corridor – I-520 • Major Institutions – Webster Detention Center, YDC, Georgia Regional, Augusta Tech. • Regional Activity Centers – Augusta Mall, Augusta Tech., Diamond Lakes Park • Conservation Area and Greenspace – Butler Creek • Environmentally sensitive areas – floodplains, wetlands and watersheds 	<ul style="list-style-type: none"> • Neighborhood preservation • Open space preservation • Preservation of natural resources • Opportunities for infill development • Some older “first ring” suburbs in need of rehabilitation / redevelopment • Redevelopment of Regency Mall property and environs • Redevelopment of older shopping centers • Attracting more retail, entertainment and service businesses to south Augusta • Pending road improvement projects to improve safety and access • Development of linear greenspace trail and bike and pedestrian network

CHARACTER AREA	DESCRIPTION	TRENDS / OPPORTUNITIES
East Augusta	<ul style="list-style-type: none"> • Includes area east and southeast of old city limits between the Savannah River, Mike Padgett Hwy. (SR 56) and Spirit Creek. Predominant characteristics include: • Suburban-style residential subdivisions, apartment complexes and riverfront condominiums • Light and Heavy Industrial Areas • Major Highway Corridor – I-520 • Gateways – Sand Bar Ferry Rd., Palmetto Pkwy (I-520) from S.C., Augusta Regional Airport, Doug Barnard Pkwy @ Gordon Hwy. • Regional Activity Center – Augusta Regional Airport • Conservation Areas and Greenspace – Phinizy Swamp and Wildlife Management Area • Environmentally sensitive areas – floodplains, wetlands and watersheds • 	<ul style="list-style-type: none"> • Additional residential development limited by proximity to industry, contaminated industrial sites and the presence of natural resource / conservation areas • Some neighborhood revitalization is ongoing • Clean-up and stabilization of Hyde Park neighborhood and environs • Create opportunities for additional commercial development serving area residents • Additional industrial development likely in proximity to airport and major highways • Protection of natural resources and conservation areas
Belair	<ul style="list-style-type: none"> • Includes area bounded by I-520, Gordon Hwy. and the Columbia County line. Predominant characteristics include: • Suburban Areas – Developing • Rural Residential • Highway Commercial Corridor • Rural Residential • Regional Activity Center – Doctor’s Hospital and environs • Gateways – Wheeler Road @ I-20, Gordon Highway (from Columbia Co., Wrightsboro Rd. (from Jimmie Dyess Pkwy.) • Environmentally sensitive areas – floodplains, wetlands and watersheds 	<ul style="list-style-type: none"> • Neighborhood preservation • Open space preservation • Preservation of natural resources • Continued general transition of the area from rural residential to urban mixed-use • Continued expansion of low and medium density suburban residential • Road improvement projects influencing development and land speculation • Extension / expansion of sewer service • Added missions at Fort Gordon • Expansion of medical services and offices, facilities to serve the elderly, highway-oriented commercial and light-industry / warehousing uses
South Richmond	<ul style="list-style-type: none"> • Suburban Areas - Developing • Rural Residential 	<ul style="list-style-type: none"> • Continued transition of areas to suburban development

CHARACTER AREA	DESCRIPTION	TRENDS / OPPORTUNITIES
	<ul style="list-style-type: none"> • Agricultural Areas • Woodlands / Timberland • Environmentally sensitive areas – floodplains, wetlands and watersheds • Conservation Area – Spirit Creek • Limited commercial and industrial development • Albion Kaolin Mine • Gateways (Hwy 1, Hwy 25 and Hwy. 56) 	<ul style="list-style-type: none"> • Additional commercial on spot basis • Demand for more public services and facilities • Some current residents like the semi-rural atmosphere and oppose commercial development • Future use of the Augusta Corporate Park Industrial site
Fort Gordon	<ul style="list-style-type: none"> • 44,000+ acre federal military installation with a mix of land uses (residential, office, commercial, elementary school, training, medical, recreation, conservation and natural resources, woodlands, transportation, etc. 	<ul style="list-style-type: none"> • Provision of water and sewer service by the City of Augusta • Continued positive impact of the Fort on Augusta and the metropolitan area • Construction of new housing • Construction of National Security Agency facility • Addition of new missions on-post • Implementation of recommendations in Joint Land Use Study