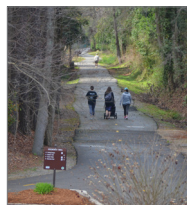




North Augusta, South Carolina DOWNTOWN ROADMAP SUMMARY REPORT



by

COMMUNITY DESIGN SOLUTIONS

in association with

ARNETT MULDROW & ASSOCIATES | KALBACK PLANNING & DESIGN | MAIN STREET SOUTH CAROLINA



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1

Executive Summary

Introduction and Thematic Recommendations

EXECUTIVE SUMMARY

Introduction

The professionals that comprised the Downtown Roadmap team for North Augusta have combined experience in over 500 Main Street communities across America. This broad-based experience led them to a conclusion about a missing service within the typical Main Street repertoire. Namely, there exists a large gap between the Resource Team service (that provides a great deal of process information) and a downtown master plan service (that provides a great deal of product). The scope of work that was conducted for the Downtown Roadmap for North Augusta was designed to precisely fill that gap.

The Downtown Roadmap process for North Augusta combined a quick, yet strategic, community assessment with immediate and highly illustrative deliverables. The assessment component included a community tour, strategic input sessions with Main Street personnel, City staff, and multiple stakeholder groups that provided pertinent information from the community that guided the team's work. As a result, the assessment component garnered the best of both worlds: the gathering of salient information to guide the Roadmap Team without a drawn-out input process that left the community "tired of talking" about plans in absence of seeing anything tangible produced. The deliverables --most of which are captured within this report-- were all produced within the 3-day duration of the North Augusta Downtown Roadmap process. The result was a "lighter, quicker, cheaper" version of a combined Resource Team and Master Plan process that garnered the benefits of both without the tedium and/or redundancy of either.

Said most simply, the Downtown Roadmap is a 'Visual Strategic Plan' to guide the near-term efforts of strategic partners tasked with implementing plans, projects, and initiatives that are focused on thoughtful downtown economic development and appropriate physical realm revitalization.

Annotated Final Presentation

Please see the following YouTube link to watch and listen to the annotated final presentation that references all the information presented and recommendations made as a part of the North Augusta Downtown Roadmap: https://youtu.be/YtoK_H7rp1c

Major Thematic Recommendations

One of the benefits of the Downtown Roadmap process is that it synthesizes the myriad potential initiatives a community could pursue down to a prioritized few that represent the best wisdom of the local stakeholders and the expertise of the Downtown Roadmap Team. What follows are the three primary areas of focus that are being proposed for downtown North Augusta. In Section 5 of this Summary Report, an expanded version of each of these three themes --along with companion implementation tactics-- may be found. Section 5 of the report, or the Downtown Roadmap, is also being provided as a Word document that may be modified as changing conditions within the downtown occur during the implementation phase.

- **Market Analysis:** [Understanding the Local Market Dynamics](#)
- **Refining Downtown:** [Simple Investments for Maximum Impact](#)



DOWNTOWN ROADMAP™



MARKET ANALYSIS

REFINING DOWNTOWN

GETTING ORGANIZED



EXECUTIVE SUMMARY

- **Getting Organized: A Clear Mission and Vibrant District**

Market Analysis

It is imperative that any and all economic development and downtown revitalization recommendations be rooted in sustainable market-based realities. The Market Analysis section of this report documents current market dynamics that have a bearing on downtown and includes specific target markets that represent potential upon which North Augusta might capitalize. Also included in this section are some suggested incentives to stimulate the private sector in response to public sector investment.

Refining Downtown

As noted during the roadmap workshop, downtown is critical to North Augusta's success for it represents the only assemblage of historic structures within the community. The recommendations of this section focus on simple investments that can garner maximum impact. Design and planning opportunities that are addressed include, but are not limited to: treatments to enhance Georgia Avenue; parking; linkages to the Riverfront, the Greenway, and alleys; strategic sites such as the Old Carpet Shop; facades; and strategic vibrancy amenities.

Getting Organized

It is undeniable that many individuals and organizations care deeply about the North Augusta community. However, occasionally there has been a lack of clarity about the relative roles and missions of those organizations and, therefore, their potential impact has been compromised. This section of the report addresses ways that these individuals and organizations may build consensus and confirm mission direction to ensure maximum impact without redundancy. It also includes specific tools, such as a complete branding system, to enable these organizations to communicate clearly and effectively.

Meister Task

Meister Task is an online, collaborative task management system that allows multiple implementation partners to access all the major recommendations of the Downtown Roadmap. Moreover, as implementation of any component of the plan occurs, notifications are sent to participating partners to ensure a constant flow of communication during the implementation process. The link to North Augusta's Meister Task Project Web Site may be found at this URL: <https://www.meistertask.com/projects/lezy9noal/join/>



Acknowledgments

The Downtown Roadmap Team would like to specifically thank Avery Spears-Mahoney, Executive Director of North Augusta Forward, for her tireless efforts in coordinating myriad details to make the process maximally effective. Thanks also to the City of North Augusta and its staff for making time to give us invaluable insight into the issues facing downtown with clarity and thoroughness. We would like to express our appreciation to the Crowne Plaza for allowing us to use their beautiful hotel for most of our meetings.

Finally, we would like to thank Savannah River Nuclear Solutions for providing the funding for the Downtown Roadmap process.





2

Market Analysis

Understanding the Local Market Dynamics

2. Market Analysis: Understanding the Local Market Dynamics

INTRODUCTION

North Augusta is part of a dynamic regional market that is experiencing significant growth and change. Understanding the basic dynamics of the market involves a combination of research on local wants and desires about downtown coupled with market research that helps place North Augusta’s market in the context of the Central Savannah River Area.

This examination serves as an underpinning for many of the recommendations for new and infill development in this report and as a guide for North Augusta Forward, the City of North Augusta, the North Augusta Chamber of Commerce, and other partners.

This chapter is accompanied by an appendix that includes detailed demographic and retail data for the City of North Augusta as well as demographics and retail data for a five, fifteen, and thirty-minute drive time from the intersection of Georgia and Buena Vista Avenues. The data in this report and the appendix is sourced from 2019 Environics Spotlight data [See Appendix A] and interpreted by Arnett Muldrow & Associates, Ltd. The market data included provides insight into market opportunities but should not substitute for individual market research by any business and investor exploring opportunities in North Augusta.

PUBLIC SURVEY RESULTS

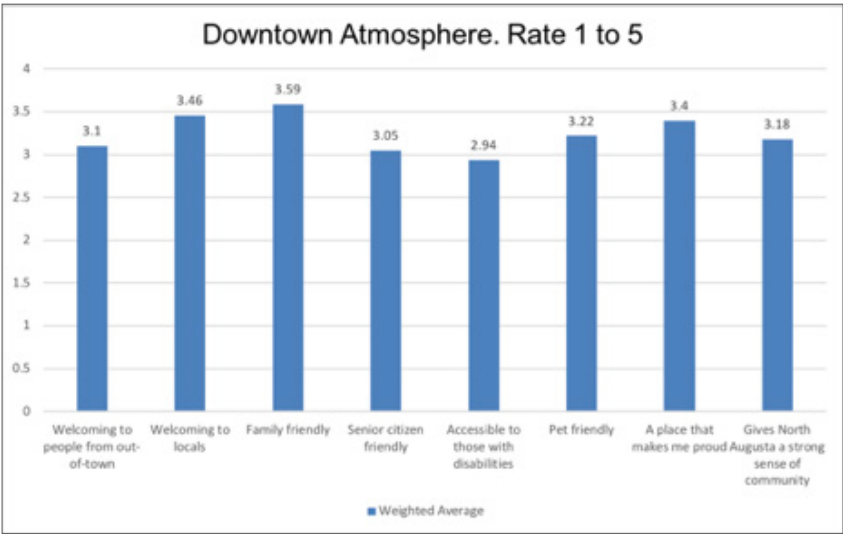
Prior to the site visit, the resource team developed a survey that North Augusta Forward provided to the community to give input on downtown and the market. During a ten-day period, 458 residents completed the survey. This section presents key findings from this survey.

Residents were asked to rate attributes of downtown on a scale of 1 to 5 with the following scale:

- 1. Strongly Disagree
- 2. Disagree
- 3. Neither Agree or Disagree
- 4. Agree
- 5. Strongly Agree

Downtown Atmosphere

The first question related to the atmosphere of downtown and how welcoming it was. Nearly all responses were above average responses with the highest rank being 3.59 for downtown being “Family Friendly” and 3.45 as “Welcoming to Locals.” Most other responses indicated nearly neutral with the lowest ranking attribute for “Accessibility to those with Disabilities” at 2.94. Unfortunately, no attribute ranked above 4 meaning that overall the local viewpoint on downtown is slightly positive but not overwhelmingly so.

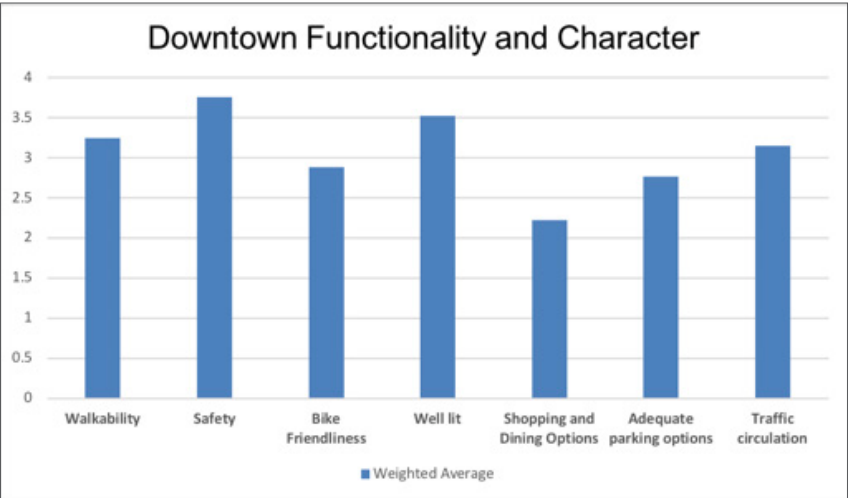


2. Market Analysis: Understanding the Local Market Dynamics

Downtown Functionality and Character

The second question related to Downtown’s Functionality and Character. Respondents to this questions ranked “Safety” and “Lighting” the highest at 3.6 and 3.5 respectively. The other rankings were nearly neutral with the lowest ranking for “Shopping and Dining Options” at 2.2.

Residents were asked why they went to downtown North Augusta and dining ranked by far the number one reason while shopping, government services, and events ranked much lower.



Downtown Functionality and Character

Respondents were then asked to list their favorite three places in downtown North Augusta. Food related establishments were very high ranking (with the Pink Dipper a notable favorite). SRP Park was also very popular in the rankings. From a shopping standpoint High Cotton ranked high and the Greenway also was a notable favorite. The word cloud to the right displays the answers to the questions with the larger type representing words that were used most frequently.



Top Desires for Downtown

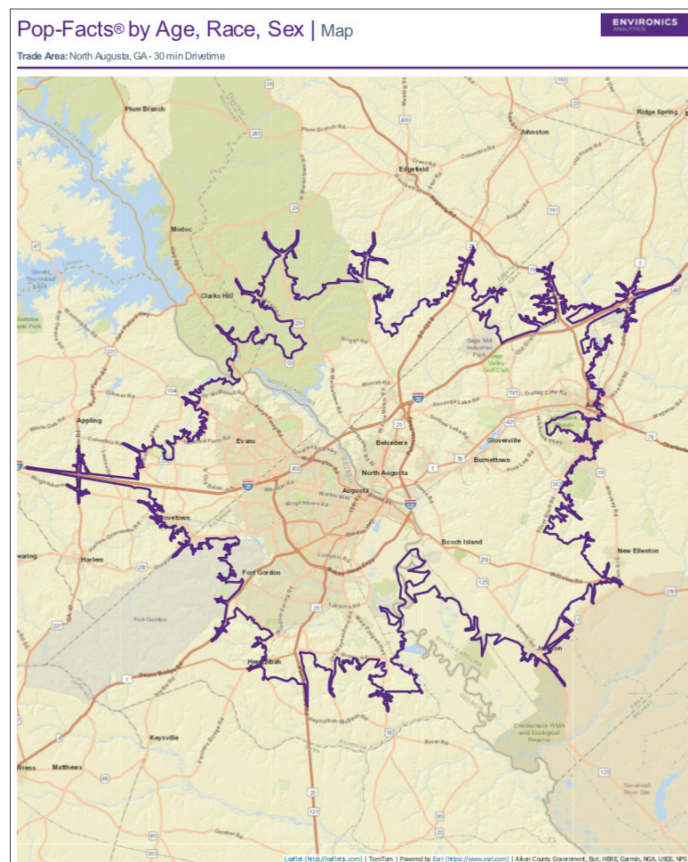
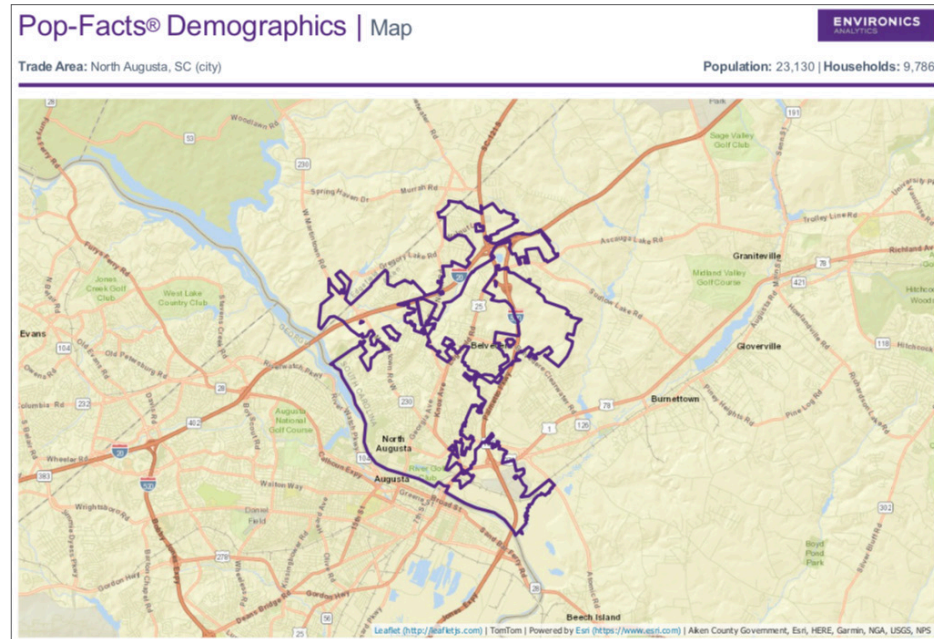
Residents were asked open ended questions about their wants and desires for downtown and the number one response was more restaurants. The number one response for services wanted is additional meeting and event space and the number one type of activity wanted is more live music and events. On the whole residents desire additional shopping and dining in a pedestrian friendly downtown environment.

The survey responses provide a qualitative assessment of what might be supported in downtown North Augusta. For confirmation, the following chapter will explore the market conditions in the community and how they may influence the potential for downtown to support additional activities.

2. Market Analysis: Understanding the Local Market Dynamics

DEMOGRAPHIC ASSESSMENT

The demographic assessment for North Augusta looks both at the City of North Augusta itself and a regional perspective using a thirty-minute drive time from the intersection of Georgia and Buena Vista Avenues, which allows for the assessment to include much of the Augusta metropolitan area. All of the data in this section is from the US Census with estimates and projections from Environics Spotlight 2019 demographic reports.



2. Market Analysis: Understanding the Local Market Dynamics

Population

The estimated 2019 population of North Augusta is 23,130 representing an 8.35% growth from the 2010 census. This continues a long standing trend of growth from 2000 where the population stood at only 18,696. By 2024, North Augusta’s population is expected to continue to grow at about an even pace adding nearly one thousand citizens to reach 24,097. This represents 4.2% growth in only a five-year period.

City of North Augusta

Population

- 2000 Census 18,696
- 2010 Census 21,348
- 2019 Estimate 23,130
- 2024 Projection 24,097

Population Growth

- Percent Change: 2000 to 2010 -- 14.19
- Percent Change: 2010 to 2019 -- 8.35
- Percent Change: 2019 to 2024 -- 4.18

The population of the thirty-minute drive time from downtown North Augusta clearly indicates that the City itself is part of a large metropolitan area. In 2019, the thirty-minute drive time population stood at an estimated 418,063 people – a 7.87% increase over 2010. By 2019 the population in the drive time will increase by nearly 20,000 residents (note that this five-year increase is nearly that of all of North Augusta currently).

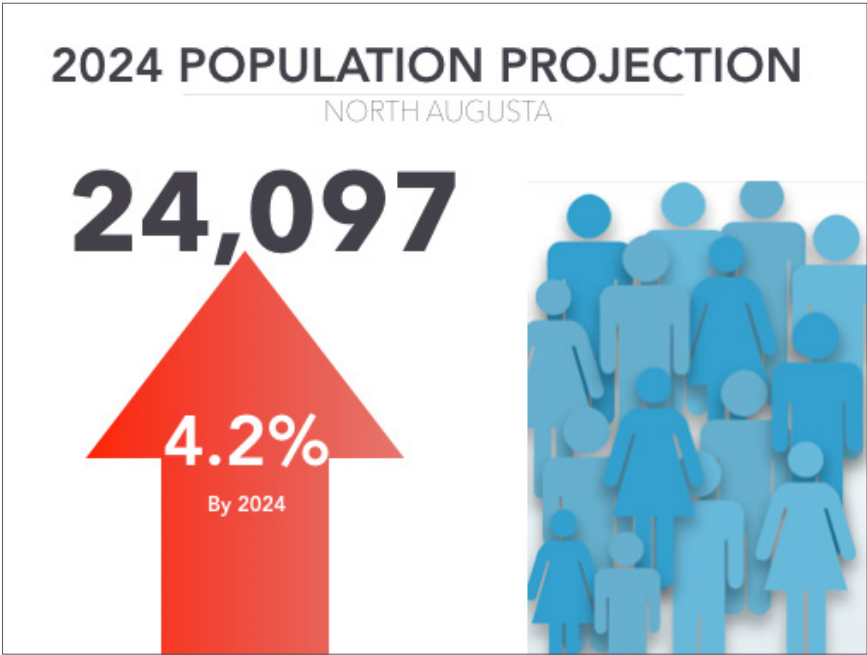
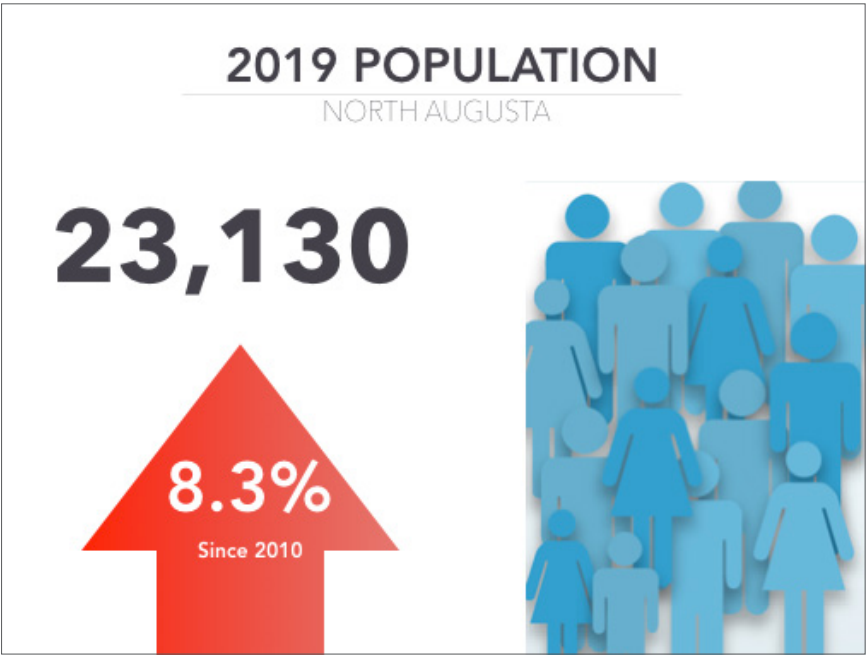
30-Minute Drive Time

Population

- 2000 Census 348,053
- 2010 Census 387,562
- 2019 Estimate 418,063
- 2024 Projection 437,799

Population Growth

- Percent Change: 2000 to 2010 11.35%
- Percent Change: 2010 to 2019 7.87%
- Percent Change: 2019 to 2024 4.72%



2. Market Analysis: Understanding the Local Market Dynamics

Households

Following national trends, households in North Augusta have grown at a slightly higher rate than population as smaller households are becoming more common. The growth in households is robust in the City but the household growth rate is actually expected to slow in the next five years representing an increase in family households in the City.

Total %

Households

- 2000 Census 7,686
- 2010 Census 8,942
- 2019 Estimate 9,786
- 2024 Projection 10,242

Household Growth

- Percent Change: 2000 to 2010 16.34%
- Percent Change: 2010 to 2019 9.44%
- Percent Change: 2019 to 2024 4.66%

30-Minute Drive Time

Similarly, the households in a thirty-minute drive time have also increased at a slightly more rapid rate since 2000. Unlike North Augusta, though, the household rate of growth in the region is expected to continue to grow at a faster rate with 8,900 new households to come online in the region in only five years.

Households

- 2000 Census 130,737
- 2010 Census 150,211
- 2019 Estimate 164,407
- 2024 Projection 173,295

Household Growth

- Percent Change: 2000 to 2010 14.90%
- Percent Change: 2010 to 2019 9.45%
- Percent Change: 2019 to 2024 5.41%

Median Household Income

The median household income is \$52,864 in North Augusta and \$53,523 for the thirty-minute drive time region, which is on par with the median household income in South Carolina (\$53,450), but lower than the median household income in Georgia (\$58,526). Approximately 32% of households in North Augusta have incomes of less than \$35,000 while 22% have incomes of \$100,000 or more.

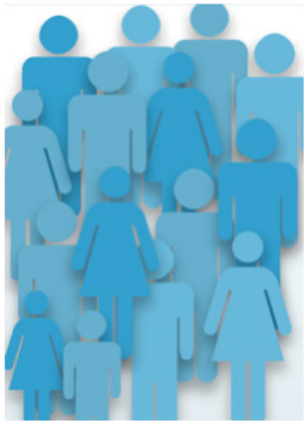
2019 REGIONAL POPULATION

30 MINUTE DRIVE TIME

437,799

4.7%

BY 2024



REGIONAL HOUSEHOLDS BY 2024

30 MINUTE DRIVE TIME

8,900



MEDIAN HOUSEHOLD INCOME

NORTH AUGUSTA

\$52,864

\$53,523 for the 30 minute drive time region

Higher than South Carolina Equal to Georgia

23% of households earn over \$75,000



2. Market Analysis: Understanding the Local Market Dynamics

RETAIL MARKET ANALYSIS

The retail market analysis provides an overall examination of the market by combining data driven research with local market knowledge. The retail leakage analysis for Downtown North Augusta examines consumer demand, retail supply, and the difference between each. Retail leakage occurs when local demand exceeds local sales in the same geography. Conversely, retail gain occurs when local sales exceed local demand.

It is important to note that the market analysis is not an exact science. Some businesses may capture from a larger trade area while some businesses may be highly localized. The data presented here is a broad look at the market and should not supplement for more detailed market research for individual businesses. It does, however, provide an overall view of what the market potential can be.

The market analysis revealed that stores in the city of North Augusta had \$449 million in retail sales over the past year while consumers spent \$431 million, resulting in a retail gain of \$18.3 million. Market demand in the city of North Augusta is projected to increase by \$47.5 million by 2024.

In the thirty-minute drive time area, stores had retail sales of \$7.55 billion while consumers spent \$7.19 billion, resulting in a retail gain of \$364 million. The market demand in the thirty-minute drive time area is projected to increase by \$881 million by 2024.

	North Augusta 30-Minute Drive Time Area	
Retail Sales	\$449.4 million	\$7.55 billion
Consumer Expenditures	\$431.1 million	\$7.19 billion
Retail Gain	\$18.3 million	\$364.2 million

The appendix of this report provides detailed information on retail sales, consumer expenditures and retail leakage/gain broken out by retail categories identified by the North American Industrial Classification System (NAICS).

Retail Market Potential

The retail leakage analysis is used to determine the supportable square footage and overall market potential for key retail categories. The retail market potential presents a conservative estimate based on:

- **Low capture rates.** The capture rate is the expected percentage of retail leakage that can be recaptured back into the market. Generally, a 10% capture rate is used for specialty items and a 20% capture rate is used for more general merchandise items.
- **Relatively low sales per square foot numbers.** Independent merchants are not as dependent on high sales per square foot as most chain stores.
- **Current demand.** The estimates are a snapshot in time based on current demand, and does not account for anticipated growth in the market.
- **Regional consumers.** The market potential is identified for residents within the region and does not account for visitors from outside the region.

2. Market Analysis: Understanding the Local Market Dynamics

The table below provides retail market opportunities for Downtown North Augusta by category based on existing retail leakage. There is an opportunity for Downtown North Augusta to create a retail cluster around food, with potential for 5 or more full-service restaurants, 8 new snack and beverage related businesses (such as coffee shops, ice cream shops, donut shops, etc.), 1 co-op style store, and 2-3 specialty food stores. There are also opportunities for 2-3 clothing stores, 2-3 home furnishings stores, and 3-4 additional specialized retail stores such as florists, gifts, and art.

Category	North Augusta Leakage	30-Minute Drive Time Leakage	Opportunity
Full-Service Restaurants	\$11 million/year	\$12 million/year	5+ more restaurants
Snack and Non-Alcoholic Beverage Bars	\$2.3 million/year	\$23 million/year	8 new food related businesses
Specialty Food	\$1.6 million/year	\$21.2 million/year	1 co-op style store; 2-3 specialty food stores, farmers market, food hall
Clothing	\$2.5 million/year	\$7.8 m/year (Men's) \$3.5 m/year (Women's) \$10.5 m/year (Family)	2-3 targeted clothing stores
Furniture/Home Furnishings	\$3.4 million/year	N/A	2-3 stores (home furnishings focus)
Floral, Gifts, Art	\$3.0 million/year	\$3.4 m/yr. (Florists) \$15.7 m/yr. (Gifts) \$10.4 m/yr. (Art)	3-4 additional stores

Market Conclusions

The market analysis for Downtown North Augusta provides important insights into the downtown's market and opportunities for future growth. North Augusta and the surrounding region have experienced steady population growth over the past two decades and is projected to continue to grow. Income levels are good both locally and regionally, on par with South Carolina.

Although both North Augusta and the thirty-minute trade area experienced an overall retail gain over the past year, there are certain retail categories where the market is clearly underserved. These specific retail categories represent potential for Downtown North Augusta to capture retail sales and/or create retail clusters. The study revealed that the success of Downtown North Augusta hinges on food-related retail from both a local and regional perspective. The retail leakage analysis identified market demand for 5 or more full-service restaurants, 8 new food related businesses in the snack and non-alcoholic beverages category (such as coffee shops, ice cream shops, donut shops, etc), and 2-3 specialty food stores. These results reflect the desires of the community as expressed by participants in the online survey. Additional opportunities include clothing, home furnishings, and specialized retail such as florists and gifts.



3

Refining Downtown

Simple Investments for Maximum Impact

3. Refining Downtown: Simple Investments for Maximum Impact

Introduction

Design is the Main Street program area that concentrates on improving the appearance and function of everything that is visual in downtown such as building storefronts, windows, sidewalks, lighting, landscape, signs and streets. The primary goal of Main Street's design component is to encourage comprehensive visual improvements through good design that are compatible with historic features, and, therefore, maintain the integrity of the downtown. Said most simply, design strives to preserve and enhance the physical characteristics that make North Augusta unique so that it can look its best and function at the highest level.

Why are design and preservation important?

Design improvements are important to economic revitalization for several reasons. The appearance of the downtown is the first visual impression visitors get – and that visual impression shapes visitor perceptions and experiences. Commercial district design affects buying decisions as well – just as the packaging of consumer products affects buying decisions. Design of public spaces affects mobility and safety. And design improvements – whether to public spaces or private buildings – show new investment and provide tangible evidence that revitalization is happening and the Main Street program is leading the charge.

Good Main Street design should be paired with good historic preservation practices because it will help retain the authentic character of your community. Preservation, in practical terms, is often cheaper than building new. And most importantly, North Augusta's historical architectural assets are the primary characteristic that distinguishes your community from another as many cities have the same retail stores, restaurant types, etc., but none share the exact same historic buildings.

Overview

Downtown North Augusta can be characterized as being compact and walkable with a south to north uphill grade away from the Savannah River. The area of what could be considered the commercial & business Downtown Core is approximately a 6-8 block area with Georgia Avenue running north - south within the center of that area.

The Downtown Area studied during the charrette was loosely defined by Spring Grove Avenue to the north – extending south to the Center Street and Georgia Avenue intersection. The approximate east-west study limits were from the West Avenue corridor extending east to the East Avenue corridor. While this area did receive the primary focus from the team, additional areas of the Downtown were discussed and addressed including the Riverfront to Downtown connection opportunities and alleyway system.

During the 3-day on-site charrette, input and attention was given to building facades/storefronts, vehicular circulation/traffic issues, pedestrian circulation and safety, parking, wayfinding signage, landscape improvements, existing parks and open spaces, alleyways, gateway development site, and the downtown to riverfront connections.

Based on client and stakeholder input, and team observations, the team's planning and design focus concentrated on:



3. Refining Downtown: Simple Investments for Maximum Impact

I. Georgia Avenue

- Downtown Gateways
- Traffic Calming – Improve Pedestrian Safety & Comfort
- Streetscape and Landscape Enhancements
- ‘Seam’ Wade Hampton Park Veterans Park
- Site and Vibrancy Amenities

II. Parking

- Explore New Off-Street Opportunities
- Public and Private Opportunities
- Increase Efficiency and Access (Wayfinding)
- Landscape and Beautification

III. Gateway Site – Old Carpet Shop Building

- Signature/Iconic Gateway
- Reuse and New Development Opportunity
- ‘Hinge Point’ Between Downtown and Riverfront
- Outdoor Amenities

IV. Linkages

- Connect the Downtown and Riverfront
- Explore and Celebrate the Alleys

V. Façade Enhancements & Downtown Vibrancy

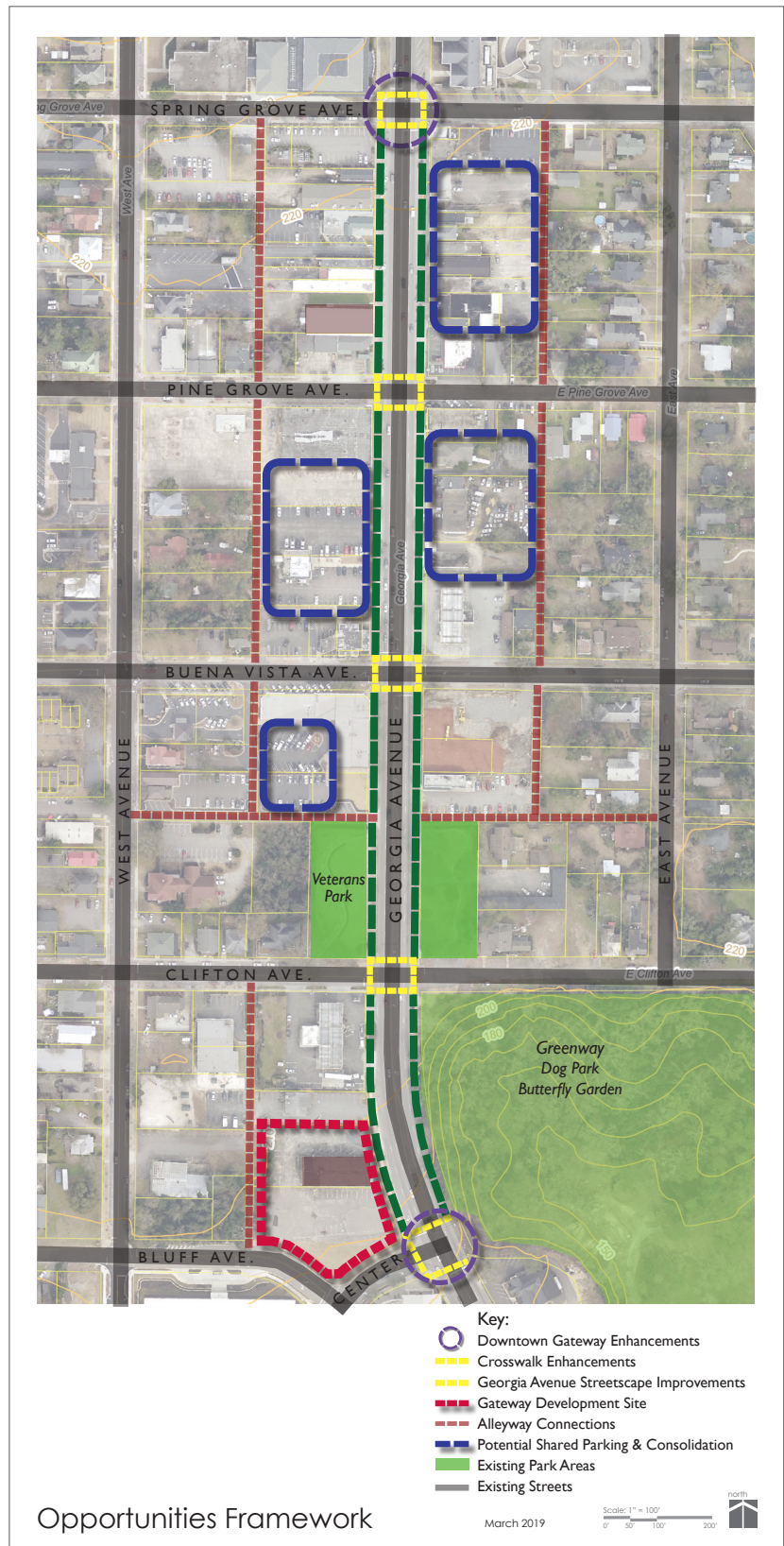
- Façade Component Grants
- Downtown Vibrancy Amenities or Grants

RECOMMENDATIONS

I. Georgia Avenue

Georgia Avenue runs north south through North Augusta, South Carolina and serves as a significant commuter artery into Downtown Augusta, Georgia. There are roughly 17,000 – 20,000 vehicles that use this section of Georgia Avenue on a daily basis traveling directly through Downtown North Augusta. While it is a tremendous opportunity to provide foot traffic and shoppers to local businesses and restaurants, currently it appears most vehicles and their occupants are using the Georgia Avenue for merely commuting.

Given the existing Georgia Avenue Street width of 4-5 lanes wide to accommodate the volume of vehicles, it does appear that many cars are traveling at or over the speed limit



3. Refining Downtown: Simple Investments for Maximum Impact

when traveling through Downtown North Augusta. Ideally we would like to slow these vehicles down to the posted speed or slightly less in an effort to increase the awareness and presence of Downtown while increasing pedestrian safety without creating significant vehicular backups at the existing light signals.

The existing Georgia Avenue Street section is 4-5 lanes wide consisting of two lanes moving north and southbound traffic each with a center turn lane located at key intersections. From East Pine Grove Avenue northward to Jackson there is on street diagonal head in parking that provides public parking for the businesses and churches located in those 2 blocks. However, there is currently no other on street parking provided on Georgia Avenue south of East Pine Grove Avenue.

At the lower blocks of Georgia Avenue, there is a 6-8' wide zone from the curb edge to sidewalks that would allow for additional planting, upright trees, and site animation & vibrancy amenities.

Downtown Gateways

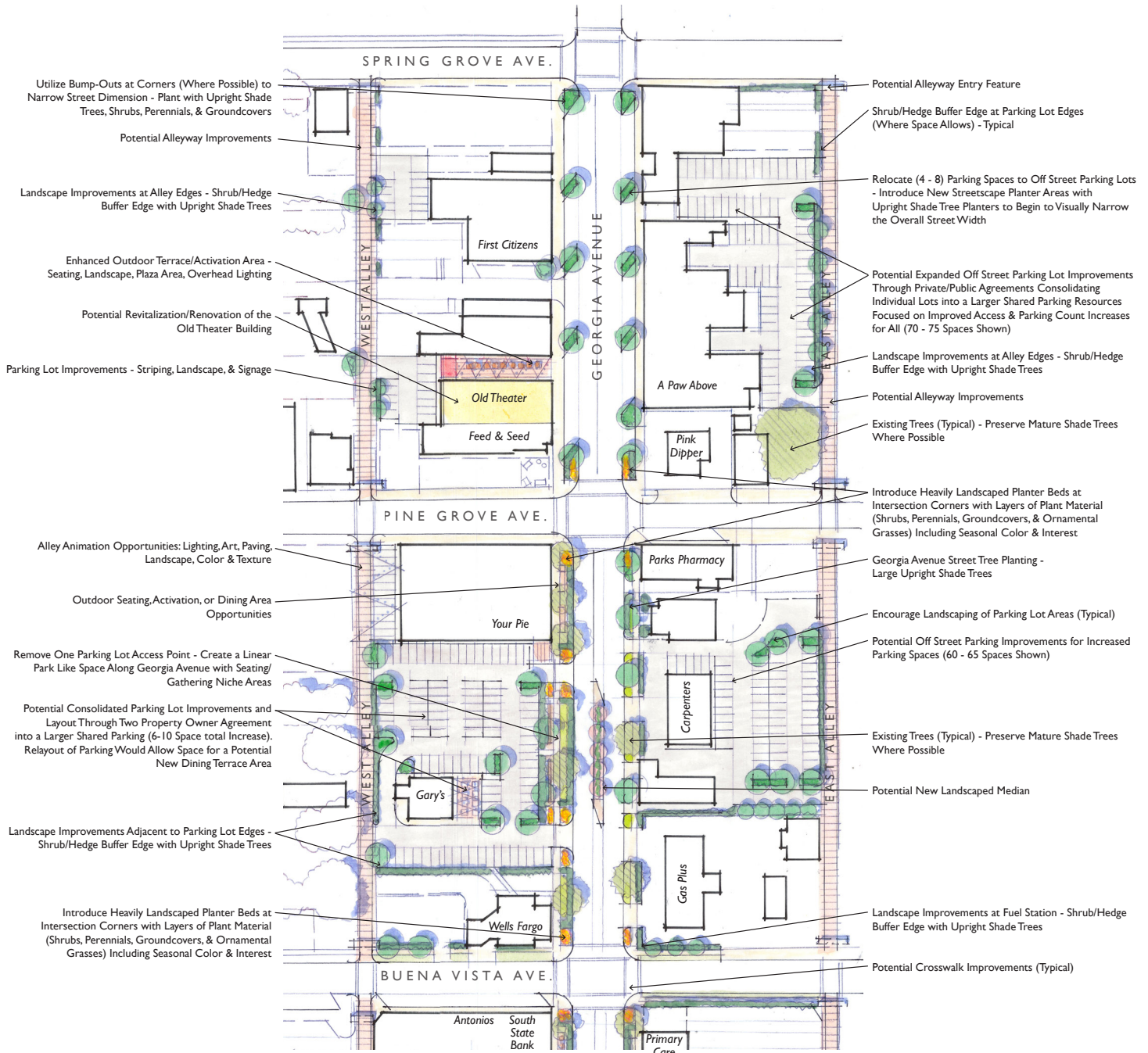
Gateway sites provide an opportunity to make arrival statements to Downtown North Augusta. They are also opportunities to introduce and utilize traffic calming measures to pronounce and emphasize the importance of the Downtown as a change of pace from what is predominantly an auto-oriented and dominated Georgia Avenue corridor. Signage, special features (i.e. fountains, walls, art/sculpture), increased landscaping, tree plantings, lighting, and even certain building uses and their associated treatments can create a front door to the Downtown.

The intersection of Spring Grove and Georgia Avenue on the north side of Downtown is an opportune gateway site. Given the prominence and potential redevelopment of the Old Carpet Shop Building Site, the Municipal Building, and the Greenway (Dog Park and Butterfly Garden) to the east, the southern gateway seems aptly located at the intersection of Center Street and Georgia Avenue.

- Where and if possible, remove any striped or unused asphalt areas to create additional planting zones immediately adjacent to the existing concrete walk zones, If possible – introduce and utilize bump-outs at these intersections
- If space allows, incorporate new special features – i.e. sign walls, water, sculpture, or art element
- Plant low ornamental trees at the immediate corner locations to highlight and pronounce the gateway points
- Where feasible and space allows – plan new large upright shade trees as initial streetscape treatments to be continued in the Downtown



3. Refining Downtown: Simple Investments for Maximum Impact



Conceptual Master Plan

Georgia Avenue - Spring Grove Avenue to Buena Vista Avenue

March 2019 Scale: 1" = 50' north

3. Refining Downtown: Simple Investments for Maximum Impact

- Provide layered lower scaled diverse pockets of planting with seasonal color at the immediate intersections
- Add enhanced crosswalk feature — opportunity to do a themed graphic or artistic expression in the crosswalk zone that speaks to or highlights Downtown North Augusta or use special paving treatments
- Provide additional lighting (as needed)

Traffic Calming

Introducing traffic calming techniques seems to be of paramount importance to Georgia Avenue. The primary goal would be to slow drivers down to an acceptable posted speed that would provide a more comfortable, safer, and inviting walking environment for pedestrians. Ideally as businesses grow and expand within the Downtown, this will hopefully also encourage vehicular users to stop and spend more time within the Downtown.

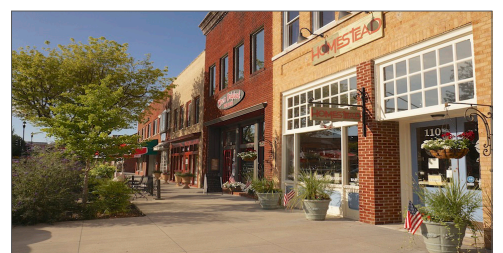
In a perfect world, the Georgia Avenue Street section could be narrowed providing increased walkway areas, sidewalk display and activation areas, and additional landscape. Given the volume of traffic today, it is our understanding that this option may not be viable as the lane width and broader regional volume of vehicular load needs require the 4-5 lane section along Georgia Avenue. The only way to truly understand the potential to downgrade the road design would be through a larger transportation study. In the immediate context though, we can employ Traffic Calming measures to set the tone for the Downtown.

One of the most effective ways to begin to calm traffic down is by visually narrowing the street. Introducing tall vertical elements (trees, banners, lights) at the edge of the street can begin to accomplish this. Changes of color, texture, and pattern can also be utilized (especially in the ground plane) to alert drivers as well signal a change into a more special place, the Downtown. Utilizing bump-outs or narrowed curbs areas (where feasible) with lush layers of landscape incorporated are also quite effective. Signage and way finding certainly provide an additional layer of traffic calming. Many of these techniques are highlighted later.

There is an existing median located just to the north of the Center Street & Georgia Avenue intersection. There are also currently areas (zones) located in the center of Georgia Avenue that are striped off in yellow and intended to prohibit vehicles from driving in these zones. These unused asphalt areas could be 'recaptured' and replaced with well-landscaped median islands. Introducing columnar upright shade trees with lush layered understory planting would contribute to visually enhancing the Downtown while physically narrowing the overall street section, and hopefully slowing the speed of traffic along Georgia Avenue.

Streetscape and Landscape Enhancements

There is ample space from the curb edge to the sidewalk zone along a significant portion of Georgia Avenue. This provides a great opportunity to continue (where existing trees exist) a streetscape treatment that will not only provide shade and beautification along with vertical tree planting that begins to visually narrow Georgia Avenue.



3. Refining Downtown: Simple Investments for Maximum Impact

- Plant large upright single stem shade trees (i.e. oaks) between the curb and walk edge wherever possible. Typical street tree spacing should be 35-45' on center.
- Where existing multi-stem trees are currently planted (i.e. crape myrtles) consider removing or relocating them to another location (in favor of large street trees). While lower multi stem trees are often quite beautiful particularly in bloom, they do not get to the height, canopy, and associated shade provided that large deciduous shade trees would offer while also framing views to the storefronts.
- Explore the option/s of either paving all crosswalks at Georgia Avenue intersections in a special material (i.e. a brick paver or stamped treatment to look like brick) or applying a new crosswalk decal graphic that could be a personal signature and expression of Downtown North Augusta beyond what is typically just white striped crosswalk zones. [Note: this was the condition prior to recent asphalt repaving.]
- Where feasible, incorporate curbed bump-out zones to narrow the overall curb to curb dimension slightly - utilize large upright shade trees in these bump outs under planted heavily with shrubs, grasses, perennials, and groundcovers to provide increased visual interest and beautification.
- Wherever there is unused or striped off asphalt zones in which neither vehicles or pedestrians are currently allowed – 'recapture' and improve these areas for planting and gathering/activity areas
- Introduce new banners/graphics on street lights
- Incorporate new lighting or accent lighting as needed
- Incorporate additional way-finding (as needed) particularly to parking resources
- Work with and encourage private property owners to implement small gathering niches and spaces throughout the Downtown to help activate and animate the Downtown.
- Work with and encourage individual business owners to enhance outdoor display areas with potential small plaza areas, color/texture, landscape, lighting, and signage/graphics
- Encourage tree planting or shade elements wherever feasible
- Adopt and establish a common streetscape furnishings palette – introduce new benches, trash receptacles, bike racks etc. as identified in the adopted palette
- Introduce a diverse, lush, layered plant palette of shrubs, perennials, groundcovers, grasses, and seasonal color (annuals) throughout Downtown where space allows – i.e. as bump-out areas.

Georgia Avenue Streetscape Before & After Rendering: Existing conditions include a roadway with no demarcated crosswalks and non-shade trees. Proposed conditions include clearly demarcated crosswalks at all downtown intersections, colorful banners on vintage light poles, branded downtown welcome murals, and shade trees at planting wells with colorful landscaping.



3. Refining Downtown: Simple Investments for Maximum Impact

- Along the southern edges of Georgia Avenue where currently there are wide lawn areas between the curb and sidewalk, consider planting a hedge or shrub row (36" in height) immediately adjacent to the curb edge to create a buffer from the 2 lanes of moving traffic while creating a room edge on the sidewalk

II. PARKING

Off Street Parking

Currently there are several off-street parking areas located within the Downtown. However, it appears that all of these lots are privately owned and operated. Overall, there appears to be adequate land and private parking resources available for existing businesses, residents, and visitors but access to and legibility to these resources (especially being private) is a bit confusing or not available.

In many towns like North Augusta, off-street parking behind existing 'Main Street' businesses has often been the responsibility of the individual property owner working within their property ownership limits. The result is that these parking areas tend to be a series of small 'patchwork' parking lots incrementally implemented over time per the individual business owners needs or desires. Often the property dimensions are such that it does not allow for maximum efficiency in laying out parking either. A more holistic way to improve the overall parking resources is for individual property owners and the City (through easement or combined land conveyances) to work together combining multiple individually owned lands behind buildings which allows for greater flexibility and more efficient parking layouts. More often than not, this approach yields greater total parking counts as a whole versus the sum of the individually owned 'patchwork' parking areas. An allotted number of spaces can be then dedicated as needed to business owners on a case-by-case basis.

- Work with and encourage public – private partnerships with private property owners to allow shared parking resources throughout town
- Begin to establish off street public parking resources by working with private property owners
- Evaluate and study (as needed) current parking layouts to maximize parking numbers. In some cases circulation patterns and re-striping can be redone to improve parking area efficiency lot by lot
- Work with and encourage private parking lot owners to phase in over time tree planter islands and understory landscape improvements to provide shade/relief and greenery
- Introduce landscape buffer edges along parking lot edges with shrubs/hedge treatments to provide a separation between walkway and asphalt parking areas
- Provide clear and legible way finding/signage to available public parking resources
- Maintain or provide adequate lighting in public parking resources
- Provide clear walkway linkages to/from parking areas to street sidewalk areas



3. Refining Downtown: Simple Investments for Maximum Impact

On-Street Parking

Currently on-street head in diagonal parking is provided on Georgia Avenue from Pine Grove Avenue north to Jackson Avenue. These spaces are clearly striped and appear to be utilized quite well as they are public parking spaces. With the potential of increasing and making off street public parking resources available, there is the opportunity to relocate 6-8 on street parking spaces to off street parking lots. These 6-8 spaces that have been relocated can then have new landscape planters cut in with upright shade trees. This will continue the streetscape for Georgia Avenue – visually narrowing the Street. It will also break up the visual monotony of an entire block length of head in parking while providing shade & relief along the Street.

- Continue to provide on-street head-in diagonal spaces as an attractive parking option for visitors and shoppers
- Longer term and over time, if there are other blocks available on Georgia Avenue for on street parking, evaluate if additional on street parking spaces could be introduced (especially if Georgia Avenue where ever to be redesigned or narrowed)
- Encourage business owners and employees to park off street behind buildings freeing on street parking for residents, visitors, and shoppers



Creative Crosswalks: Examples of non-traditional, creative crosswalks.

3. Refining Downtown: Simple Investments for Maximum Impact



Conceptual Master Plan

Georgia Avenue - Buena Vista Avenue to Center Street/Riverfront Connection

March 2019 Scale: 1" = 50' north

3. Refining Downtown: Simple Investments for Maximum Impact

III. GATEWAY SITE - OLD CARPET SHOP BUILDING

The intersection of Georgia Avenue and Center Street is a highly prominent corner at the southern end of the Downtown. There is currently a vacant site at the northwest corner of the intersection that is highly attractive and suitable for a new building that would anchor the corner. Just beyond the vacant site in the same northwest corner is an old Carpet Building that is currently vacant. It is a 2-story building with approximately a 6,000 sf footprint and the second floor square footage at 6,000 sf. The building appears to be in good condition structurally and is a relatively open shell inside that can serve as blank canvas for reuse.

Located on southwest corner of the Georgia Avenue and Center Street is a newer Municipal Complex. The Municipal Center's front door entry is oriented northward toward Downtown North Augusta. It is a significant and highly iconic anchor structure to the Downtown.

On the eastern side of the Georgia Avenue and Center Street intersection is Waterworks Park. There is a relatively steep grade from the existing sidewalk edge down into the Park where the Dog Park (Bark Park) and Butterfly Garden are located. There is an opportunity to create a new connection into the Greenway at this significant intersection.

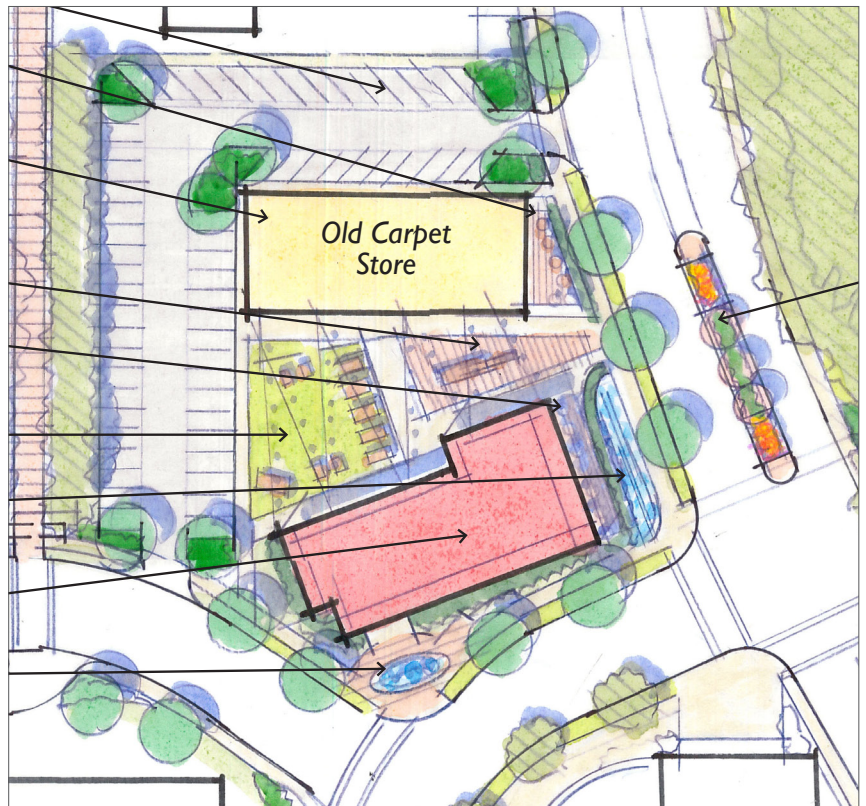
This Gateway Site serves as a hinge point opportunity to connect the Downtown and Riverfront. The existing topography, site orientation, and visual line of sight when leaving Augusta driving northward offers a very significant and impactful visual impression when entering North Augusta. A new infill building and renovation of the Old Carpet Building offer a tremendous opportunity for new uses, activity, and economic development when entering into Downtown as well as luring people to and from Downtown and the Riverfront at this significant corner.

Old Carpet Shop Building

- Renovate/revitalize Old Carpet Shop Building
- Opportunity for a revitalized and renovated mixed-use building with potentially active ground floor uses (i.e. dining, food and beverage etc.) to activate the Georgia Avenue street edge
- New Façade Enhancements
- Upgrade site parking improvements – head in diagonal striped spacing, landscape and tree planters, way finding & signage (as needed)

New Infill Building

- New development opportunity to anchor the northwest corner of Georgia Avenue and Center Street as well as the Center Street and Bluff Avenue intersection
- Encourage mixed-use building with active ground floor uses (i.e. dining, food and beverage, etc.)



3. Refining Downtown: Simple Investments for Maximum Impact

- Building should be iconic and a signature piece of architecture that would also visually link to the Riverfront and Baseball along the Center Street axis
- Off street shared parking should be partnered and combined with Old Carpet Building renovation

Site Amenities

- Provide a gateway feature at the northwest corner of Georgia Avenue and Center Street such as a water feature (shown), art/sculptural element, or monumental signage wall
- Provide a focal feature at the north corner of Bluff Avenue and Center Street such as a water feature (shown), art/sculptural element, or monumental signage wall that would visually link the site back to the Riverfront
- Introduce a new entry gathering plaza and feature along the western edge of Georgia Avenue between the new infill building and Old Carpet Building
- Introduce a lawn or small park space between the new infill building and Old Carpet Building that could be used for smaller programming: i.e. music/shows/ art, outdoor games, or outdoor dining
- Utilize overhead string lighting, site furnishings (benches, bike racks, trash receptacles), art/sculpture, and understory landscaping to further animate, beautify, and enhance the site image

Carpet Shop Building Before & After Rendering: By painting branded signage and adding an art deco period canopy, the existing building is transformed into a vibrant and creative venue. Proposed uses include co-working space on the second floor and an indoor food court on the first floor. A central outdoor food and activity court defines the space between the existing and new infill building. The new infill building is also proposed to be a mixed use building including restaurant and professional office space. A wrap around veranda and rooftop bar/restaurant provides spectacular views to the riverfront. Colorful umbrellas over outdoor dining spaces, combined with colorful landscaping and flowers, complimented by a monument sign and water fountain transform this vacant corner into a dramatic gateway to and from downtown.



3. Refining Downtown: Simple Investments for Maximum Impact

IV. LINKAGES

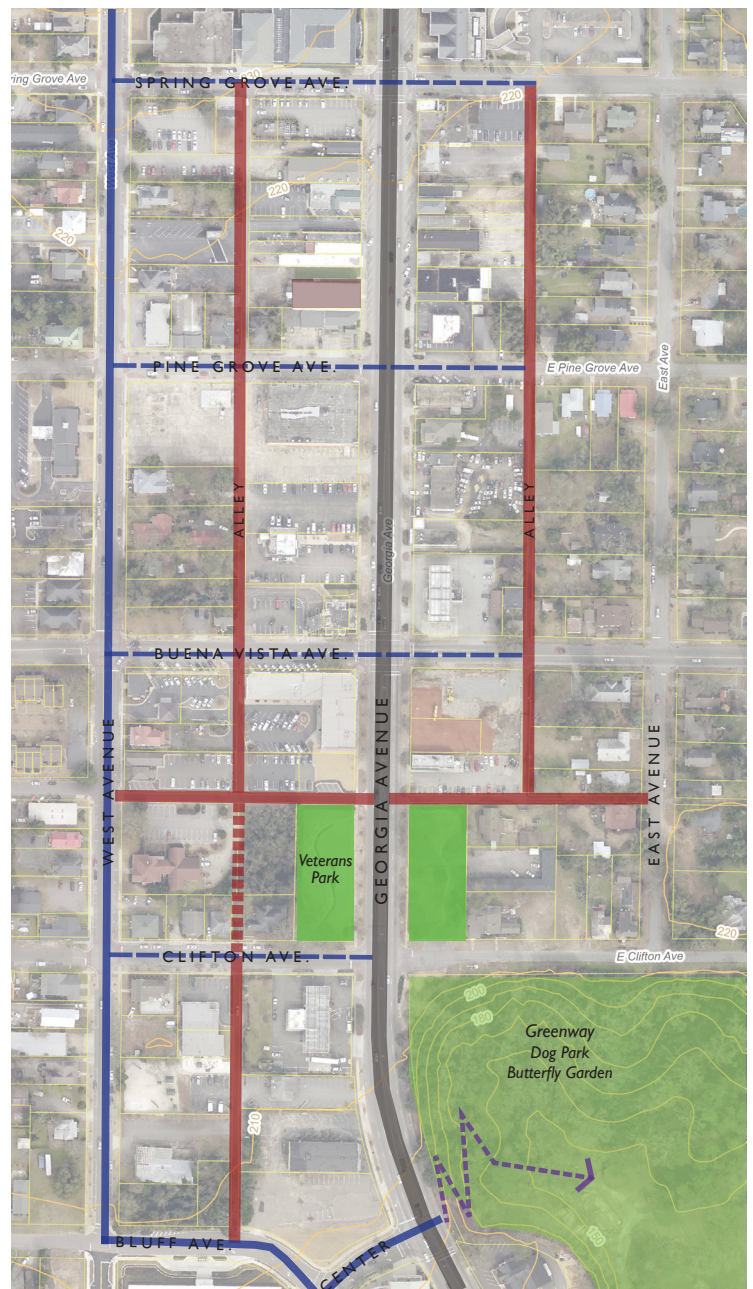
During the 3-day charrette, we heard on several occasions of importance and clarity of pedestrian and bike connections to and from the downtown and the Riverfront. There is substantial development energy and successful residential development happening along the Riverfront in North Augusta along with entertainment based uses (hotel, baseball, restaurant use). Given the attraction and magnetic strength of these use types to engage and house people, it is a vital opportunity to capture some of this pedestrian traffic and pull them into the Downtown to shop, dine, and spend time in Downtown.

The Greenway is also located between the Riverfront and Downtown North Augusta. The greenway is an incredible and well-documented success story of active recreation open space connectors and features that is part of North Augusta history. There is the opportunity to not only lure greenway users (bikers, walkers, and others) into Downtown but also through further enhancing connections to the Greenway pulling Downtown users onto the Greenway.

Center Street is currently the primary street connector to/from the Riverfront and Georgia Avenue. There is a significant intersection and Georgia Avenue and Center Street that serves as the primary 'hinge' point for directing cars and pedestrians to/from the Downtown and Riverfront. A newer Municipal Building on the southwest corner and a vacant redevelopment site on the northwest corner currently anchor this intersection. There are improvements to this important intersection (see Gateway Site recommendations) as well as Center Street that will help to enhance, engage, and encourage further pedestrian & recreational user connections.

Through community input, field observation, and team discussion and consensus, we felt it was important to view connections as more of a 'network' approach versus a singular connection. Currently there is a singular connection in Center Street that does have an uphill journey and for some, could be a challenge to walk to Downtown from the Riverfront. Center Street could incorporate additional enhancements to provide comfort and perhaps a more inviting experience along the walk.

Center Street and the Greenway offer other location and opportunities to connect to the downtown including the Alleyways, East and West Avenue, Bluff Avenue, and even new future Greenway connections.



Pedestrian & Bike Connections

Key:
— Alley Connections
- - - Potential Future Alley Connection
— On Street Bike Sharrows
- - - On Street Connections to Georgia Avenue
— Georgia Avenue
- - - Potential Future Park Connection

March 2019

Scale: 1" = 100'
0' 50' 100' 200'

3. Refining Downtown: Simple Investments for Maximum Impact

Center Street

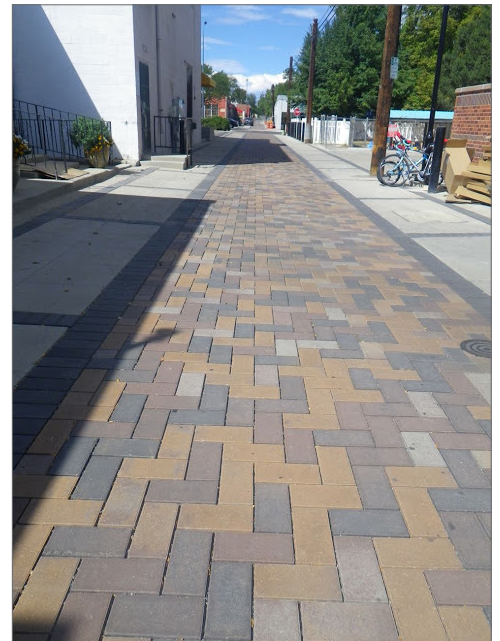
- Consider adding additional landscape and shade tree planting to provide shade and relief zones along the walk connection
- Add additional shaded seating/bench rest area locations along the walk
- Consider creating a themed walkway feature that would have niches or focal points along the Center Street corridor – i.e. art/sculpture elements to draw and engage people as they walk along the corridor
- Consider adding street art or temporary art drawings on the Street itself – especially during special events or seasonal themes

Note: A comprehensive Downtown Greeneway Connector study was prepared by Alta Planning and is available via the below-noted link:

https://www.dropbox.com/s/t2pl1pmruhkd4y/North%20Augusta%20Greeneway%20Connector_Final_9.3.15.pdf?dl=0

East & West Alleys

- Over time, implement alleyway hardscape improvements such as special paving (brick or pavers, colored/stained concrete), themed inlays, or art/sculpture features to enhance the alleyway environment and connections
- Look at potential themed entry points at street intersections such as pergola/arbor portal features, pier or vertical post identities, planting features, or architectural elements as ‘doorway’ statements to each individual alley entry
- Incorporate lighting or lighting elements to provide visibility and safety/comfort for users
- Incorporate overhead/string lighting in certain designated areas to provide visual interest and perhaps in tandem with gathering areas or niches
- Look to create small gathering areas or niches that could provide seating, art/sculpture features, or activity and animation areas
- Where business opportunities exist, encourage outdoor gathering or display areas that would enhance the alleyway edge areas: i.e. café/dining seating or store display



East & West Avenue

- Incorporate painted ‘sharrows’ on East & West Avenues depicting a shared zone drive lane for bikes and vehicles
- Incorporate or update banners and way finding (as needed) to enhance the Downtown to Riverfront connections
- Continue the potential themed or enhance crosswalk treatments that may be utilized on Georgia Avenue
- As needed – provide east west sharrows or designated bike lane (if space allows) to connect East West Avenue to Georgia Avenue Businesses. Bicyclists would then be encouraged to use the Georgia Avenue sidewalk areas



3. Refining Downtown: Simple Investments for Maximum Impact

Greenway Connections

- Opportunity to create a new Greenway walk/boardwalk feature connector at the Gateway intersection of the east side of Georgia Avenue and Center Street connecting this gateway arrival location to the Greenway, Dog Park, and Butterfly Garden area.
- Opportunity over time to incorporate additional Greenway connectors to additional Downtown Street and Alleyway networks



Center Street Before & After Rendering: As noted repeatedly during the on-site design workshop, there is a desire for better connections between downtown and the riverfront. This rendering illustrates a few ideas that might introduce interest along the walk as well as visually connect the riverfront to the downtown. The walkway features colorful banners on existing vintage light poles, the introduction of public art installations at regular intervals along the path, and pedestrian safety amenities such as crosswalks. The distance between downtown and the riverfront is also now visually connected by virtue of terminating the Center Street vista with the new infill building at the Old Carpet Shop site.

3. Refining Downtown: Simple Investments for Maximum Impact

V. FAÇADE ENHANCEMENTS and DOWNTOWN VIBRANCY



Marrh Theater Before & After Rendering: Over time the historic Marrh Theater has undergone a variety of physical changes that have removed most of its historic character. The proposed uses, combined with strategic physical enhancements, have the potential to breathe new life into this building while recapturing some of the building's former architectural glory. The upper floor mezzanine is proposed to be a wine bar, while the first floor is proposed to be a micro brew pub. The application of a replication marquee to promote these two uses has the added benefit of recalling the building's theatrical use. The side courtyard can come to life by the inclusion of outdoor dining area covered by colorful bistro tables and umbrellas, and string lights.

3. Refining Downtown: Simple Investments for Maximum Impact

V. FAÇADE ENHANCEMENTS and DOWNTOWN VIBRANCY

FACADE GRANTS & VIBRANCY AMENITIES

The next body of ‘Refining Downtown’ recommendations include public-private incentives that will require participation by both the City (public sector) and individual property owners (private sector). These public-private initiatives could include, but would in no way be limited to, facade component grants with a particular emphasis on components that would have specific benefit in downtown North Augusta such as signs, or vibrancy amenities (or grants) among several others.

Two types of grants should be considered for downtown North Augusta that include, but are not limited to: **Facade Component Grants** and **Vibrancy Grants**.

Facade Component Grants

Since many building owners are intimidated by overall façade renovations coupled with a grant process, the Main Street program might consider simplifying the initial phases of the façade grant program and focusing on individual façade elements --or components-- instead of expensive, overall façade improvement approaches. In other words, consider conducting an annual facade component grant program such as a sign grant program, or an awning grant program. Once property owners become familiar with individual façade component programs and the process of improving one’s building is demystified, then consider moving on to entire-façade-based grant programs if needed or desired.



Inappropriate Slipcover: Lake City, SC: As noted previously, downtown North Augusta boasts some extremely attractive historic buildings. However, a great many of them have received inappropriate slipcover treatments like this building. This kind of renovation must not be allowed to happen in downtown if North Augusta hopes to maintain its historic architecture integrity.



Local Facade Grant Recipient: Lake City, SC: This building received a local facade grant and executed a very attractive rehabilitation. The slipcover was removed revealing brick underneath. A simple sign panel and awning completed the renovation that restored the building closer to its original architectural integrity.

3. Refining Downtown: Simple Investments for Maximum Impact

V. FAÇADE ENHANCEMENTS and DOWNTOWN VIBRANCY



Beaufort, SC: Main Street Beaufort initiated a component grant program featuring awnings.



Searcy, Arkansas: Main Street Searcy initiated a component facade grant program featuring building rear treatments.



3. Refining Downtown: Simple Investments for Maximum Impact

V. FAÇADE ENHANCEMENTS and DOWNTOWN VIBRANCY

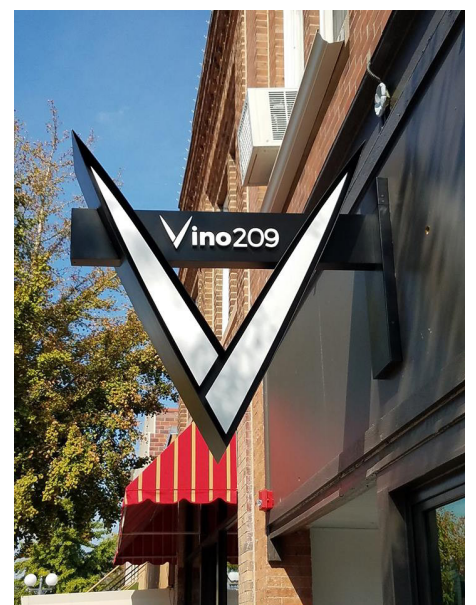
Sign Component Grant

Based on observations of North Augusta's downtown conditions, a key facade component that is recommended for grant funding consideration is signage. The reason relates to North Augusta's unique collection of mid-century buildings that historically featured creative signage that most would consider to be 'retro' or 'vintage' or 'Art Deco' in nature.

One of the quickest ways to make a positive first impression from a design perspective is to have downtown buildings that feature quality, eye-catching signage. By coupling a public sector incentive with a private sector investment, the building and/or business owners are able to design and install signs of a caliber and quality that might otherwise be unaffordable. As part of the signage grant, a thoughtful review of existing sign ordinances is likely in order to ensure that quality signs like those featured below are not prohibited by an outdated code requirement.

Should the community lack local sign designers and fabricators to execute the kinds of signs depicted at right, they might consider participating with the CoSign project. CoSign is a program developed by the American Sign Museum that helps communities create unique signage for revitalizing business districts. More information about this cutting edge program may be found at: www.cosigncincy.com

			
Proposed Specifications Business: AOK Antiques Dimensions: L 6' x W 12' x H 3.4' Colors: Yellow, white, light blue, dark blue, red, silver, shimmering blue (for stars)		Materials: What will the sign be built with? If unknown, describe the materials quality you'd like the sign to have. Aluminum, acrylic (for letters)	
		Process Statement: Why should your sign be chosen? - This sign pays homage to the existing sign above the door. There's a great vintage, yellow rocket "beaming" over the current sign -- the new sign would be a 3D version of that rocket. - The new sign captures everything that AOK Antiques is: Retro, nostalgic, and super FUN!	
		 CoSign America CoSign #1011 September 18	

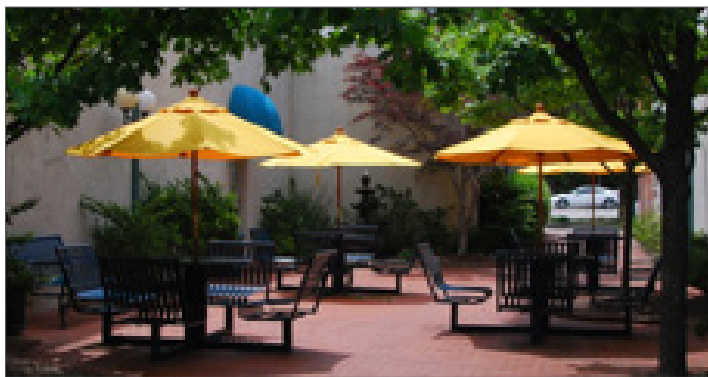


3. Refining Downtown: Simple Investments for Maximum Impact

V. FAÇADE ENHANCEMENTS and DOWNTOWN VIBRANCY

Vibrancy Amenities (or Grants)

In the case of North Augusta, an additional amenity or “component” grant type should be considered: Vibrancy! It is recommended that a non-traditional component grant program be considered initially that populates the downtown area with myriad elements that animate downtown with splashes of color and interactive features. These elements, such as bistro tables, colorful umbrellas, parklets, public art, etc. not only create a visually appealing downtown, but are often implemented at far less cost than expensive streetscape projects or facade grants. Similarly, other vibrancy grants such as interactive art and games placed in public/green spaces or wide sidewalk areas have the affect of making downtown “sticky.” Stickiness refers to the quality of a downtown whereby there is something of interest among multiple generations to do, enjoy, see, and interact with. Similar to a sum of matching money going towards awnings, signs, etc. in the ‘Component Facade Grant’ approach, in this instance a sum of match money would go toward the infusion of color, furnishings, art, etc. on the buildings and in the downtown environment. Creative vibrancy grant ideas could include, but would not be limited to: flower baskets, umbrellas, sculpture, sun sails (shade devices), chairs, flags and banners, giant Jenga, parklets, public art, bistro tables and umbrellas, etc.



***Vibrancy Amenities or Grants:** One of the most strategic locations within the downtown district are the sidewalks where public and private meet and human interaction happens naturally. Moreover, expenditures to activate the sidewalk realm are often far less expensive than public streetscape projects or private facade improvement projects yet yield dramatic impact in terms of color, activity and pedestrian interaction. Consider incentivizing ‘amenities’ such as Adirondack chairs, interactive public art installations, exterior dining tables and chairs, colorful umbrellas, etc. to animate the downtown area.*

3. Refining Downtown: Simple Investments for Maximum Impact

V. FAÇADE ENHANCEMENTS and DOWNTOWN VIBRANCY

Ponce City Market: Atlanta, GA: This pop-up park resides in the middle of a parking lot at Ponce City Market. All the lawn area shown resides within a raised bed that is populated with flamingos (of the plastic variety!), moveable furniture, and an “Eno Hotel” constructed of stage lighting framing and covered with white plastic for shade. These elements could easily be replicated in North Augusta.



Lake City, SC: Student teams from the local high school created portable miniature golf holes that can be placed randomly throughout the downtown or congregated in a single location to create a 9-hole putt-putt golf experience. In this way they have both an artistic purpose as well as an activity-generating purpose in the downtown. Best of all, it engages the students in the life of their downtown.



3. Refining Downtown: Simple Investments for Maximum Impact

V. FAÇADE ENHANCEMENTS and DOWNTOWN VIBRANCY

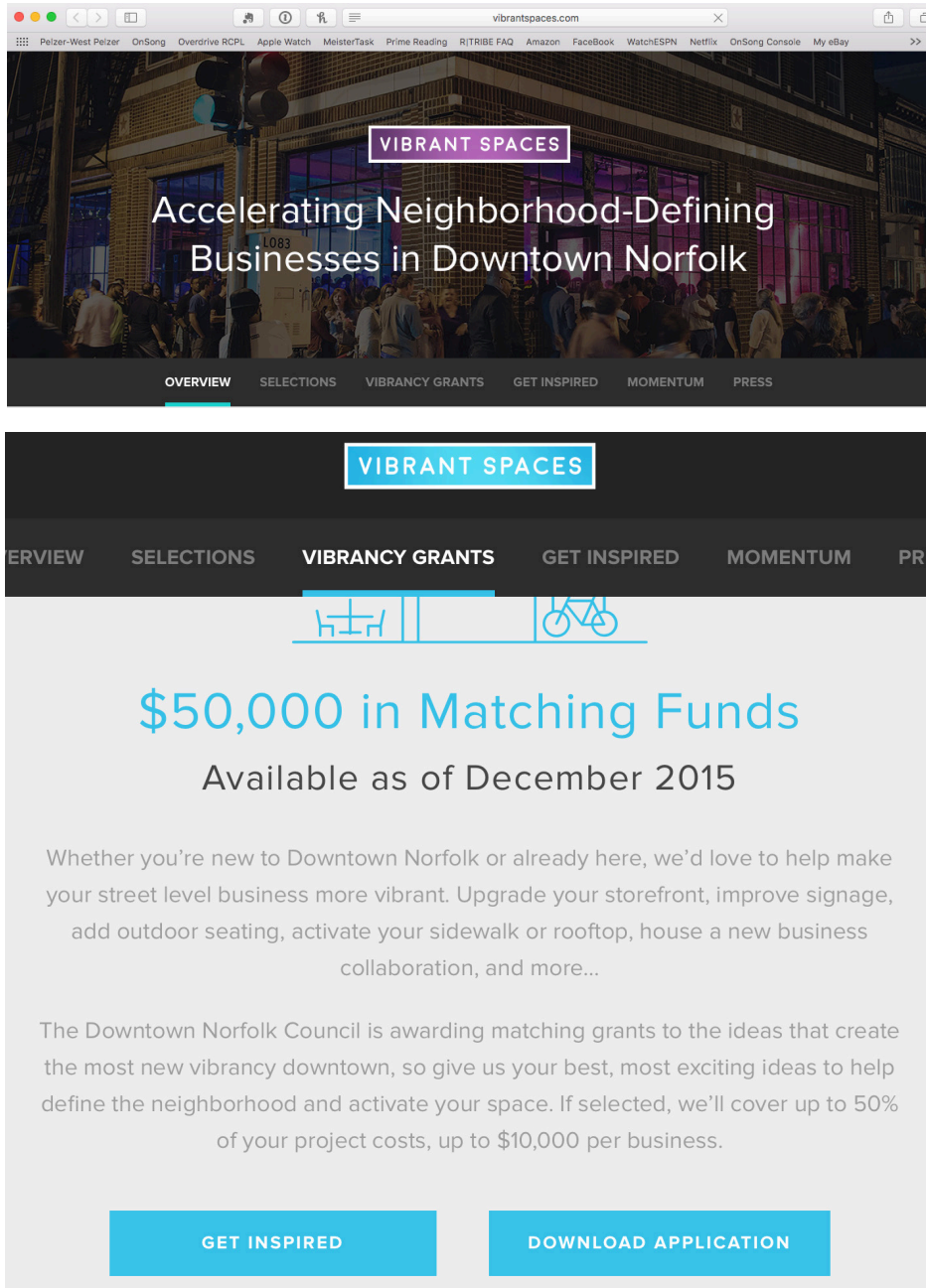
Making Downtown “Sticky”: The photographs below illustrate various approaches other communities have utilized to create ‘stickiness’ within their downtowns. These various interactive games provide activities for people of all ages to enjoy while they are downtown. Downtown North Augusta’s parks, pocket parks, parklets, open spaces, and green spaces should be populated with similar activity-generating elements.



3. Refining Downtown: Simple Investments for Maximum Impact

V. FAÇADE ENHANCEMENTS and DOWNTOWN VIBRANCY

Norfolk, VA: One of the more successful Main Street programs that has administered a vibrancy grant approach is Norfolk, Virginia's 'Vibrant Spaces' initiative.



The image shows a screenshot of the Vibrant Spaces website. The top section features a large photograph of a busy street corner in Norfolk, Virginia, with a crowd of people. Overlaid on the image is the text "VIBRANT SPACES" in a white box, followed by "Accelerating Neighborhood-Defining Businesses in Downtown Norfolk". Below the image is a navigation bar with links: OVERVIEW, SELECTIONS, VIBRANCY GRANTS, GET INSPIRED, MOMENTUM, and PRESS. The "VIBRANCY GRANTS" link is highlighted. Below the navigation bar is a section titled "VIBRANT SPACES" in a white box. Underneath is another navigation bar with links: OVERVIEW, SELECTIONS, VIBRANCY GRANTS, GET INSPIRED, MOMENTUM, and PRESS. The "VIBRANCY GRANTS" link is highlighted. Below the navigation bar is a section titled "\$50,000 in Matching Funds" in large blue text, followed by "Available as of December 2015". Below this is a paragraph of text: "Whether you're new to Downtown Norfolk or already here, we'd love to help make your street level business more vibrant. Upgrade your storefront, improve signage, add outdoor seating, activate your sidewalk or rooftop, house a new business collaboration, and more...". Below this is another paragraph: "The Downtown Norfolk Council is awarding matching grants to the ideas that create the most new vibrancy downtown, so give us your best, most exciting ideas to help define the neighborhood and activate your space. If selected, we'll cover up to 50% of your project costs, up to \$10,000 per business." At the bottom of the section are two blue buttons: "GET INSPIRED" and "DOWNLOAD APPLICATION".

Norfolk, Virginia: The "Vibrant Spaces" grant program administered by the Main Street program in Norfolk, VA provided matching funds to downtown property owners that represent upgrades to their buildings and the downtown environment. Please visit their web site for additional information at: <http://vibrantspaces.com>



4

Getting Organized

A Clear Mission and a Vibrant District

4. Getting Organized: A Clear Mission and Vibrant District

Introduction

Main Street is a forever endeavor. There is no quick fix and no simple solution. Successful revitalization is achieved and sustained only when those that benefit from a vital community are engaged in guiding and supporting the process. Main Street is inclusive, thoughtful and joyful.

Organization/Outreach focuses on fundraising, volunteer engagement and public outreach. These core areas ensure efficient program operation. Great attention to the organizational details in the beginning of the program sets the stage for continued success. Organization also makes sure the program is a comprehensive effort in all Four Points of the Main Street Approach. As a nonprofit, consider designating the Executive Committee as the Organizational Committee focusing on:

- Promoting Main Street successes
- Managing staff and recruiting volunteers to carry out projects and activities
- Raising funds to operate the Main Street program and implement the Main Street goals
- Planning for the long and short-term using a mission, a vision and work plans

Community-Driven Approach

Main Street is a community-driven approach. Every aspect of the Main Street approach depends on a proactive effort to work with downtown and community leaders to address revitalization. Within the Main Street Four-Point approach, Organization provides a solid base to bring the community together.

The first organizational goal is to build consensus and help define a common vision for downtown. North Augusta Forward created a strong application that resulted in its selection as a Main Street South Carolina program. The application process offered an important opportunity for the public and private sectors to confirm a collective commitment to building a Main Street revitalization program.

The next organizational goal is to confirm direction and common goals, which the recent Downtown Roadmap sessions helped establish. The final organizational goal is to work together to corral human and financial resources needed to accomplish measurable results. This report is designed to anchor North Augusta's Main Street program and identify actionable tasks.

Observations:

- North Augusta has strong, established financial and human resources. With a committed City administration, seasoned Main Street staff, a strong hands-on board of directors and an engaged public, North Augusta is well positioned to be a highly successful Main Street community.
- North Augusta Forward is comprised of passionate leaders.
- North Augusta Forward is a 501(c) 3 organization that is well respected with proven success.

4. Getting Organized: A Clear Mission and Vibrant District

Recommendations:

- The NAF Board of Directors should assemble resources to:

Define a common vision for downtown.

- Why is North Augusta's downtown unique? Why is North Augusta's downtown important?
- Work with staff and City leaders. The board can use the Main Street Four Point framework to review the feedback gathered through the Downtown Roadmap sessions to develop a VISION statement that reflects the community's ideals for the future of downtown. During these efforts, also confirm a MISSION statement that clearly shows the role of the Main Street program.
- NAF is encouraged to consider adding a downtown revitalization-focused mission to their Downtown Development Program efforts and in particular their Downtown Development Program webpage. While NAF's existing mission broadly addresses quality of life, it is ideal to develop a mission statement that communicates the organization's overall direction for downtown.
- Define priorities and confirm projects that align with priorities. Then develop work plans for each initiative. While detailed work plans are required for state and national accreditation, the primary reason for using work plans is to provide direction to help implement revitalization efforts.

Identify needs and develop a financial strategy.

- Analyze board and committee proposals for annual projects and staffing to determine overall budget needs; solicit volunteer needs from each committee.
- Identify businesses, institutions, and others who have a stake in the commercial district.
- Develop an annual funding strategy to help plan activities and determine how many volunteers are needed.
- Develop an annual written work plan based on the resource needs of the entire organization.
- Develop an annual program budget and accounting system.

Establish economic related strategies that build a distinctive position for the downtown district.

- Meet regularly with Augusta, Georgia's Downtown Development Authority to identify opportunities to collaborate and cross promote one another.

Coordinate promotional and marketing initiatives that confirm downtown as the "heart" of community activity and identity.

- Identify what the public needs to be told about the program in order to attract support. What's the Main Street message and how is it being shared?
- Develop a set of talking points on the importance, benefits and value of a vital and active downtown to constantly share with others.
- Develop a strong communication plan that includes the vision for downtown with a solid message and tools that connect regularly with the community and promote a sense of ownership with clear opportunities for involvement and support.

4. Getting Organized: A Clear Mission and Vibrant District

- Celebrate all program successes, including reinvestment statistics that should be collected at least quarterly and reported annually.
- Speak to local organizations, church and civic groups, local media, etc. to further the message and excitement built during the Downtown Roadmap.
- Utilize social media outlets to keep momentum building and maintain a consistent and clear message.

Build inclusive and action-driven community involvement.

- Foster a strong sense of ownership of downtown revitalization within community groups and individual stakeholders that result in pride in downtown and active engagement. Everyone benefits from a vibrant and successful downtown. Keep a strong focus on working WITH downtown and the community and not just FOR downtown.
- Create a volunteer leadership development plan that outlines the process and defined opportunities for involvement. This should include defined roles for task forces or teams that help organize and implement projects and activities. Outline clear opportunities for volunteer and partner engagement. Where and how can people and agencies participate? Include a volunteer sign up on the program's webpage. This is essential to building a strong and sustainable Main Street program.
- Work closely with City leaders to establish an inclusive representation, confirm unified direction, and provide support to move the revitalization process forward. Identify where NAF fits into the City's downtown comprehensive plan. How can NAF work alongside the City in realizing future goals? Participating in regular City Council meetings and inviting City officials to attend board meetings helps establish regular communication.
- Clarify downtown roles. Confirm and distribute planning and implementation roles for all involved, in particular NAF's new Director and the Chamber of Commerce. Since there are existing downtown stewards, it is vital to clarify responsibilities to maximize the impact and effectiveness of the program.
- Create constant engagement with downtown stakeholders. As a representative voice for downtown, it is important for the Main Street program to build strong support from the downtown property and business owners, employees, and residents. Regular communication and outreach to build understanding and foster support and participation should be a fundamental component of the program's efforts. Additional downtown stakeholders include:
 - Churches – North Augusta has an active faith-based community with strong programs and activities. Reach out to gather feedback and explore opportunities to build collaboration.
 - School system – The younger generation plays an important role in North Augusta's current and future success. Engage the youth in revitalization efforts. Identify activities for after school programming, volunteer opportunities etc.
 - Consider developing a youth Main Street initiative that provides a base for collaboration with schools and churches and other groups to engage all ages in downtown revitalization projects and activities. This in turn provides a strong foundation in building future leadership and fostering a strong sense of downtown ownership.

4. Getting Organized: A Clear Mission and Vibrant District

Branding

North Augusta is one of the pioneer communities for community branding in South Carolina and the Southeast. The brand has become a central part of the City of North Augusta's identity and the tagline South Carolina's Riverfront has been an effective tool for the City Government to connect its initiatives with the citizens of the community and the region.



As part of this effort, North Augusta Forward asked that the project team for the Downtown Roadmap explore a branding and marketing image for downtown North Augusta, North Augusta Forward the organization, and branding strategies for new amenities and activities in the community.

The BrandTouch styleguide that follows is the blueprint for using the suggested brand. It includes the typefaces, color palette, and the recommended brand identity system for the community. It includes all of the variations of the recommended logos and an intellectual release form that grants full ownership of this material to North Augusta Forward to use in conjunction with its partners. The design itself is a contemporary monogram, it honors the Savannah River and the Greenway with a moving section in the monogram and connotes the importance of both the Riverfront and Georgia Avenue as parts of a whole downtown.



The tagline for downtown "A Taste of Carolina" plays off of North Augusta's Citywide tagline: South Carolina's Riverfront and modifies it for the activities and regional market that includes many residents of Georgia. A brand statement accompanies the tagline and can be used in marketing material as a whole or in parts to convey the feeling and optimism of downtown North Augusta. It reads:

We have a seasoned past. Our history combines the ingredients of multiple places united by the vision of a man to create a city on a bluff overlooking the Savannah River. Our past is reflected in historic homes, lasting businesses, and rich memories.

We have a zest for life. We transformed a railroad into a Greenway for the people, we reinvented a brickyard as a ballpark for the region, we reconnected to our river once ignored.

We savor the opportunities ahead. We are reinvigorating partnerships among North Augusta Forward, the City, the Chamber, and even Augusta itself. We have a place at the table for you. Indulge in the opportunities to shape our future, so that others can experience the North Augusta we know.

A hometown feel, a pace apart, a place unique

A Taste of Carolina

We are Downtown North Augusta.





North Augusta, South Carolina BrandTouch™ Manual

Order comes from simplicity. Inside, you will find the simple rules that guide the North Augusta, SC Brand, and will help create equity as we tell others about North Augusta.

PREPARED BY



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The Brand Manual
is essentially a set
of rules that explain
how your
brand works.

Brand guidelines should be flexible enough for your community to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.

1.0

Brand

2.0

Logo

3.0

Color

4.0

Typography

5.0

Expansion

6.0

Resources

1.1 Brand Values

The core values define the company's strengths and how it needs to behave to achieve its vision.

UNDERSTANDING VALUE

Too often, designers orient messaging around what THEY believe to be the most important features of their community, instead of looking into what's actually important to citizens. Take the time to understand your community and their values, then align your messaging accordingly.

Comfortable
Welcoming
Safe

1.2 Brand Message

The primary message used to express the brand promise. This reflects the desired position of the brand.

LOGLINE

Your logline should give people an idea of what you offer and provide some sort of hook to stimulate interest. For example, "a boutique PR agency that specializes in launching hot emerging tech companies" or "an accounting firm that deals exclusively with small-business audits."

Once you've got your logline, go back through your marketing copy and make sure these simple messages come through loud and clear. You can also use the logline itself in your marketing materials, on your web site and social media properties, and in conversations with customers and prospects.

Downtown
North
Augusta
A Taste of
Carolina

2.1 Logo

Your community already has a personality. The job of the brand is to preserve that personality while helping the community to realize its vision of its future.

A. LOGOMARK

A logomark is an identifying mark or symbol that doesn't contain the business name. Think of the Nike 'swoosh', Shell, WWF, Mercedes or Adidas.

B. WORDMARK

A wordmark refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.

C. LOGO

The logo is the combination of the logomark and logotype along with the tagline to graphically convey the identity of the community.



2.2 Logo Variants

Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your logo and signage.

LOGO USAGE

As much as possible, the color you choose should set you apart, work with your industry and image, and tie to your brand promise. It should also take into account color psychology, which is fairly complex. Colors can mean different things depending on the culture, situation and industry.



A TASTE OF CAROLINA



A TASTE OF LIFE ON THE WATER



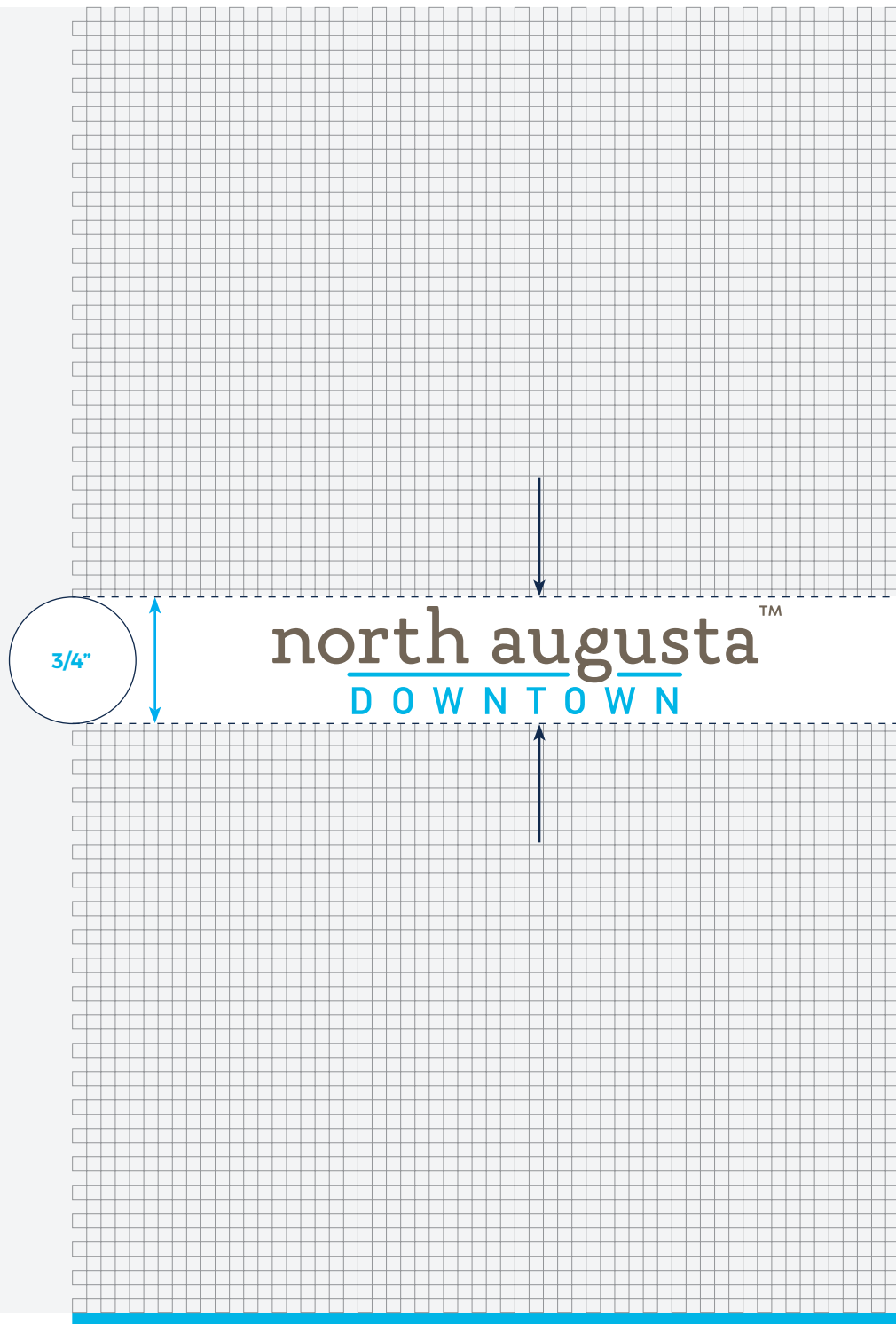
A TASTE OF THE OUTDOORS

2.3 Logo Sizing

A logo lockup refers to the formalized position/relationship of the brand's logo (symbol) and its wordmark (logotype).

A. MINIMUM SIZE

Smaller than about 3/4 of an inch, and most logos become ineffective. It doesn't mean you can't make them smaller, you just have to know the rule before you break the rule.

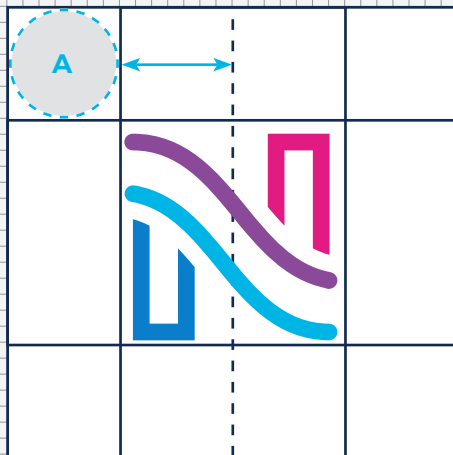


2.4 Logo Spacing

The area that surrounds the logo known as “clear space” is as important as the logo itself.

WHAT IS CLEARSPACE

The area that surrounds the logo is as important as the logo itself. The minimum area of A, known as “clear space,” provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility – thereby diminishing the effectiveness of the logo.



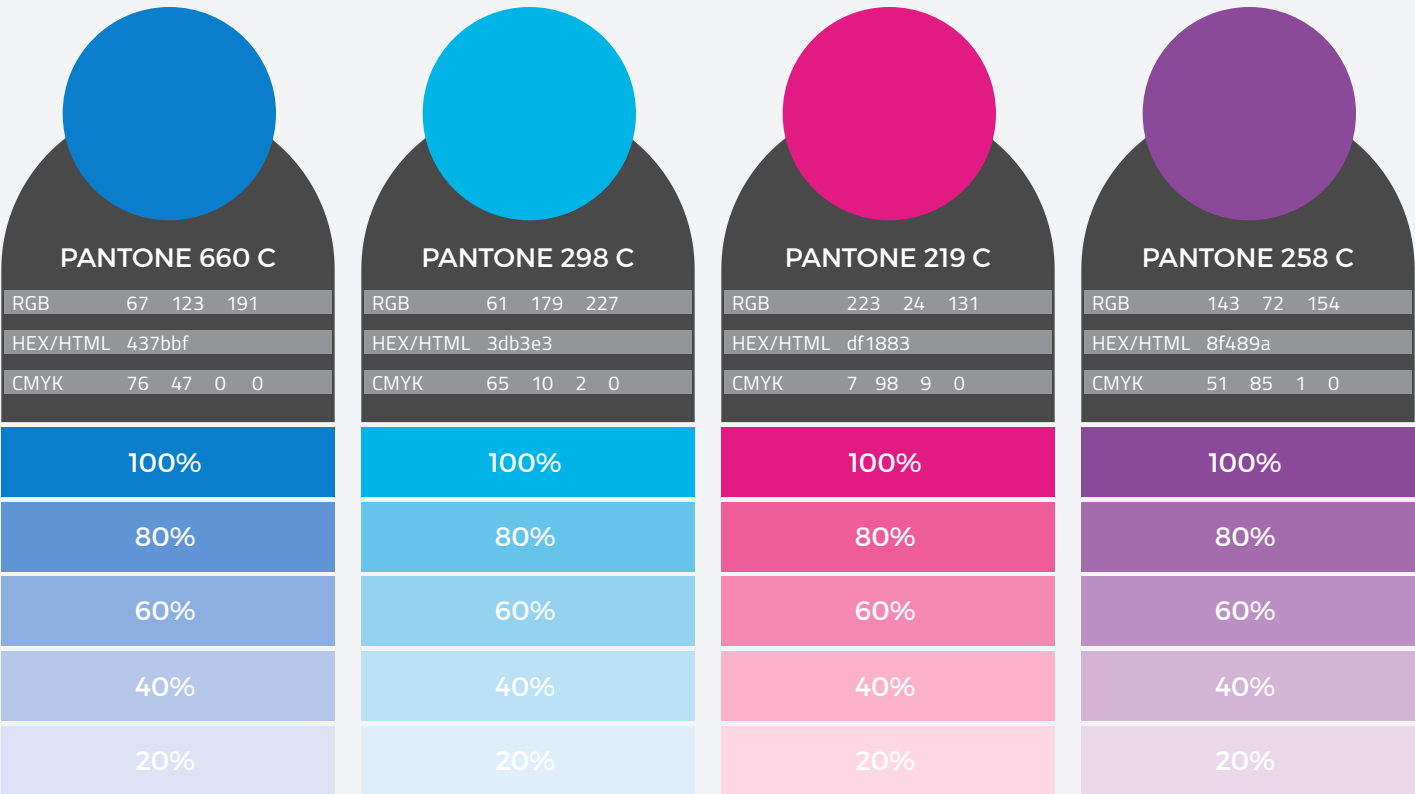
3.1 Color Palette

Color choices are used to differentiate items, create depth, add emphasis, and help organize information.

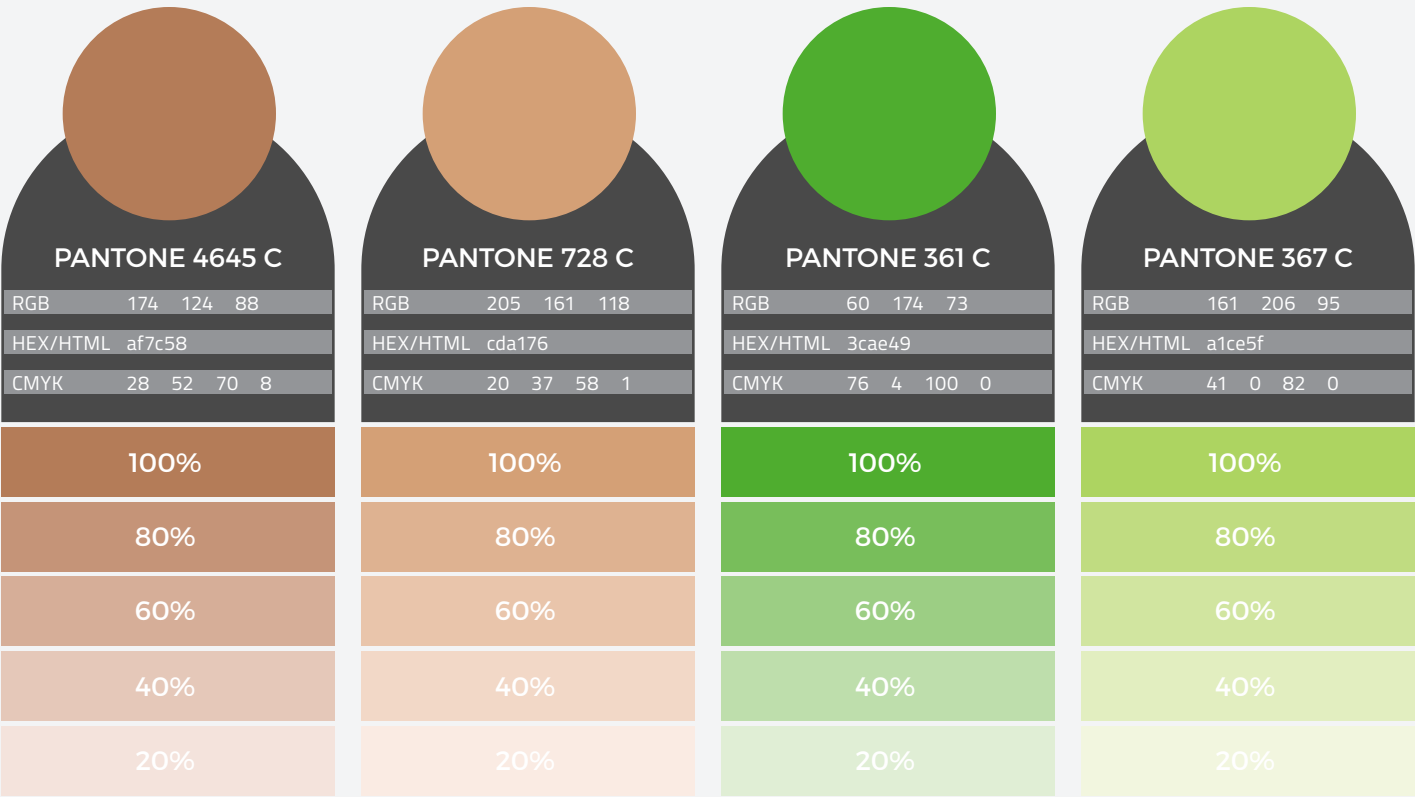
COLOR THEORY

Every time a consumer interacts with a brand, an opportunity exists for the company to influence their audiences' perceptions. It is up to the marketer to decipher which design and colors will influence the consumer to purchase. By educating oneself on the psychology behind color theory, marketers can further tap into branding techniques and better connect with their market, leading to a stronger brand-consumer relationship and increased profit.

Color Swatches



Almost 90% of people’s assessment on products or services is based on colors alone. Due to colors’ strong influence on moods and feelings, their association with products can influence our attitudes and affect purchasing power towards brands.



4.1 Typography

Typography plays a crucial role in the design of your brand identity. The typography in your logo can be as impactful as a graphic.

SWATCHES

Typography is the visual component of the written word.

Text is any combination of letters, numbers, or other characters.

Text stays the same no matter how it's rendered. Consider the sentence "I like pizza." I can print that text on a piece of paper, or read it aloud, or save it in a file on my laptop. It'll be the same text, just rendered different ways—visually, audibly, digitally.

But when "I like pizza" is printed, typography gets involved. All visually displayed text involves typography—whether it's on paper, a computer screen, or a billboard.

Don't infer from the highway-sign example that typography is another word for font. Fonts are part of typography, but typography goes beyond fonts.

www.practicaltypography.com/what-is-typography.html

Do not think
of type as
something
that should
be merely
readable.
It should
be beautiful.

4.2 Primary Typeface

Gambero Regular

Hello I'm:

Gambero

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

4.3

Secondary Typeface

DIN Alternate Bold

Hello I'm:

DIN Alternate

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

4.4 Type Hierarchy

LEADING

For legible body text that's comfortable to read, a general rule is that your leading value should be greater than the font size; from 1.25 to 1.5 times

TRACKING

The space between letters in a block of text. In CSS this is defined with the letter-spacing property

WIDOWS & ORPHANS

A single word at the end of a column is a widow and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

In order to guide the reader, then, headings are usually large, sub-headings are smaller, and body type is smaller still.

North

H1

North Augusta, SC

H2

North Augusta, SC

H3

North Augusta, SC

H4

North Augusta, SC

BODY COPY

North Augusta, SC

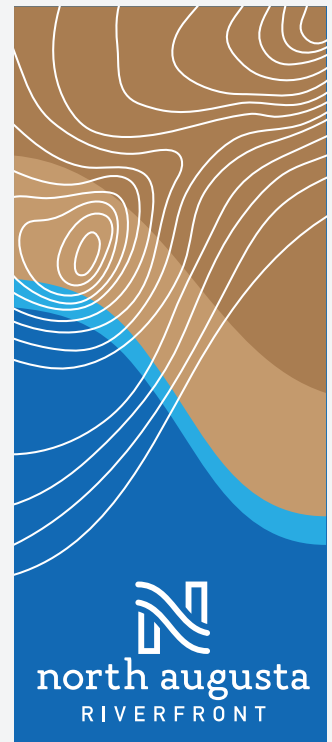
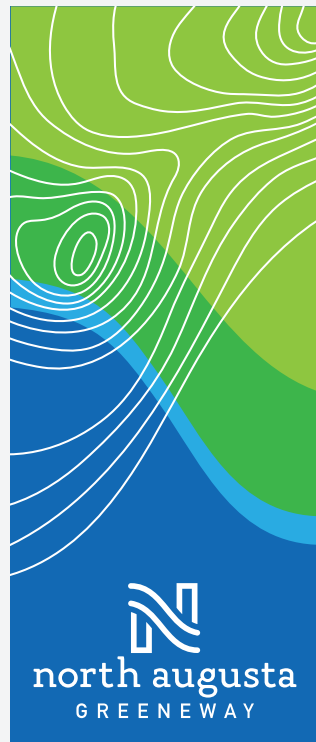
CAPTION

North Augusta, SC

CC

5.1 Wayfinding

The wayfinding system should be introduced as part of the brand because it plays such an important role in by perception and flow in the downtown district.



PRIMARY GATEWAYS

These gateways are the primary intersection points and main entry ways to town. They need to be highly visible and introduce the brand.

BUILDING MARKERS

The markers can be either wall mounted or monument style and denote important landmarks in the downtown district.

TRAILBLAZERS

Trailblazers are the directing signs leading motorists to the main attractions in the area. These should have between three and four locations per sign and should carry motorists from gateway to parking lot. Colors can be used to distinguish between different districts and can become smaller as the scale and speed of the roadway narrows. These Trailblazers including cattail sculptures, thus blurring the line between signage and public art.

STREET BANNERS

Banners are very popular and help to add color and movement to the lanes of travel, acting as a speed control. They too can be color coded by district and can promote local events as well as promoting the brand.

PARKING SIGNAGE

Identifying parking is important in creating a parking system in downtown. Visitors are more likely to walk a block or two to shop if the signage system leads them directly to a public parking lot and tell them how to proceed. The parking markers can be by themselves or as attachments to trailblazer signs.

INFORMATIONAL KIOSKS

The final piece of the plan is the informational kiosk, which serves as the transition point for vehicular traffic to pedestrian traffic. These kiosks should be located at major public parking lots and should include a map and the shopping & dining guide, along with the walking tour brochures.

5.2 Collateral

Now is the time to put your logo on everything.
AND WE MEAN EVERYTHING.

SHOPPING BAGS

Perfect for local businesses to use to show that North Augusta, SC is a shopping destination.

BUSINESS CARDS

Above all else, a business card is a tangible object that you can use to provide your contact information to potential customers. Because of this, it's essential not to sacrifice clarity for design elements. Most business cards contain your business name, your name and title, your telephone number, an email address, and a street address.

FASHION MERCHANDISE

Customers and citizens deserve the opportunity to show their pride in their hometown with fashionable merch available from local organizations and locally owned business.



5.3 Advertising

The activity of attracting public attention to a community or event, by placing announcements in the print, broadcast, or electronic media

HEADLINES

The main headline may be the strongest element of the ad or it may be secondary to a strong visual. Some ads may have subheads and other title elements as well.

BODY

The copy is the main text of the ad. Some ads may take a minimalist approach, a line or two or a single paragraph. Other ads may be quite text-heavy with paragraphs of information, possibly arranged in columns newspaper style. While the words are the most important part of the copy, visual elements such as indentation, pull-quotes, bullet lists, and creative kerning and tracking can help to organize and emphasize the message of the body of the ad.

ARTWORK

Photographs, drawings, and graphic embellishments are a key visual element of many types of ads. Some ads may have only a single visual while others might have several pictures. Even text-only ads might have some graphics in the form of decorative bullets or borders. When included with visuals the caption is one of the first things most readers look at after the visual.

CONTACT

The contact or signature of an ad may appear anywhere in the ad although it is usually near the bottom. It consists of one or more of:

Logo, Advertiser Name, Address, Phone Number, Map or Driving Directions, Web Site Address, Extras.

Some print ads may have additional special elements such as an attached business reply envelope, tear-out portion with a coupon, tip sheet, product sample.



**A TASTE OF
YOUR CHILDHOOD**

Optibus, cullaborem aceritatemus aut hilia debis dolestem faceptati occae nobitas impore porrovid que consed quam everem ernatibus nonse debitas dolo bea con consenis int ut dolupis commient quatqui aliquiae. Ut officil icienihictur most, alitectem ex et lam, etur, con nobitatque quas ut ut ilist odit am, ullaci qui cus, corro quia dia estibus.

Id magnimporum ad estem estiae doluptaqui quat autate nos volor si quos exerum sim comminus doluptati blamet audae intiaes dolum quiat reperum commis magnihi llenis volenti ut utassus nimperi

Pink Dipper
An old fashioned ice cream parlor

north augustaTM
DOWNTOWN
a taste of carolina

northaugustaforward.org



Downtown North Augusta Graphics Catalog

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6.1

Logo Contact Sheet

File Format Guide

All of the included graphic files might not work on your machine, but that does not mean that the file is corrupted or that there is something wrong with your machine. These files address all of the normal uses that a community implemented design would require. Always make sure to inform vendors that you have these different file formats available.



File Type: Portable Document Format
Category: Page Layout Files

File Description: Cross-platform document created by Adobe Acrobat or a program with the Acrobat plug-in; commonly used for e-mail attachments or for saving publications in a standard format for viewing on multiple computers; usually created from another document instead of from scratch.

Program(s) that open PDF files:

Mac OS	Adobe Reader to view (free), Adobe Acrobat to edit (commercial), Apple Preview
Windows	Adobe Reader to view (free), Adobe Acrobat to edit (commercial), Brava! Reader



File Type: JPEG Image File
Category: Raster Image Files

File Description: Compressed graphic format standardized by the JPEG (Joint Photographic Experts Group) group; commonly used for storing digital photos since the format supports up to 24-bit color; also a common format for publishing Web graphics; compressed using lossy compression, which may noticeably reduce the image quality if a high amount of compression is used.



File Type: Encapsulated PostScript
Category: Vector Image Files

File Description: PostScript (.PS) file that may contain vector graphics, bitmap images, and text; includes an embedded preview image in bitmap format; often used for transferring between different operating systems.

Program(s) that open EPS files:

Mac OS	Apple Preview, Adobe Illustrator, Acrobat, Photoshop, or QuarkXpress
Windows	CorelDRAW, Adobe Illustrator, Acrobat, or Photoshop, QuarkXpress



File Type: Adobe Illustrator File
Category: Vector Image Files

File Description: Vector image file created by Adobe Illustrator; composed of paths, or lines connected by points, instead of bitmap data; may include objects, color, and text; often referred to as a Illustrator drawing. Illustrator documents can be opened with Photoshop, but the image will be rasterized, meaning it will be converted from a vector image to a bitmap.

Program(s) that open ai files:

Mac OS	Adobe Illustrator, Acrobat, Reader, Adobe Photoshop (rasterized), Apple Preview
Windows	Adobe Illustrator, Acrobat, Reader, Adobe Photoshop (rasterized)



File Type: PNG Image File
Category: Raster Image Files

File Description: Portable Network Graphics (PNG) is a raster graphics file format that supports lossless data compression. PNG supports palette-based images, grayscale images (with or without alpha channel), & full-color non-palette-based RGB images (with or without alpha channel). PNG was designed for transferring images on the Internet, not for professional-quality print graphics, & therefore does not support non-RGB color spaces such as CMYK.

In Microsoft Office, you can place EPS or PDF files that support transparency by going to the "Insert" menu and selecting "Photo>Picture from File..." This will ensure your files are using the highest resolution graphics for output.



Design.jpg



Downtown-Horz-4C.jpg



Downtown-Horz-Black.j...



Downtown-Horz-Blue.jpg



Downtown-Horz-LtBlue...



Downtown-Horz-Magen...



Downtown-Horz-Purple...



Downtown-Horz-White.j...



Downtown-Stack-4C.jpg



Downtown-Stack-Black...



Downtown-Stack-Blue.j...



Downtown-Stack-LtBlu...



Downtown-Stack-Mage...



Downtown-Stack-Purpl...



Downtown-Tag-Horz-4C...



Downtown-Tag-Horz-Bl...



Downtown-Tag-Horz-Bl...



Downtown-Tag-Horz-Lt...



Downtown-Tag-Horz-M...



Downtown-Tag-Horz-Pu...



Downtown-Tag-Stack-4...



Downtown-Tag-Stack-B...



Downtown-Tag-Stack-B...



Downtown-Tag-Stack-Lt...



Downtown-Tag-Stack-M...



Downtown-Tag-Stack-P...



Downtown-Tag-Stack-...



Downtown-Tag-Vert-4C...



Downtown-Tag-Vert-Bla...



Downtown-Tag-Vert-Blu...



Downtown-Tag-Vert-Lt...



Downtown-Tag-Vert-Ma...



Downtown-Tag-Vert-Pu...



Downtown-Tag-Vert-W...



Downtown-Vert-4C.jpg



Downtown-Vert-Black.j...



Downtown-Vert-Blue.jpg



Downtown-Vert-LtBlue.j...





Grenneway-4C.jpg



Grenneway-Black.jpg



Grenneway-Green.jpg

Grenneway-White.jpg



Leadership4C.jpg



Marquee Brewing Comp...



OpportunityZone-4C.jpg



ORG.jpg



PopForward-4C.jpg



PopForward-Black.jpg



PopForward-Blue.jpg



PopForward-Magenta.jpg



PopForward-Purple.jpg



Promo.jpg



Rink-2C.jpg



Rink-Black.jpg



Rink-Blue.jpg



Rink-FoodHall-2C.jpg



Rink-FoodHall-Black.jpg



Rink-FoodHall-Blue.jpg



Riverfront-4C.jpg



Riverfront-Black.jpg



Riverfront-LtBlue.jpg

Riverfront-White.jpg



Downtown North Augusta Implementation Guide

PREPARED BY



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Adopt Brand

- ☐ Board Adoption

Technical Integration

- ☐ Install Fonts
- ☐ Copy Brand Folder to Local Drive
- ☐ Share Brand Link with Design Partners

Social Media

- ☐ Update Facebook Profile
- ☐ Update Instagram Profile
- ☐ Update Twitter Profile
- ☐ Update Pinterest Profile
- ☐ Load Photos as gallery in Facebook
- ☐ Create Pinterest Board with Brand Elements

Communication

- ☐ Update Email Signature
- ☐ Adopt Powerpoint Template
- ☐ Adopt Digital Letterhead
- ☐ Upload Brand Materials to Email Newsletter
- ☐ Adopt Envelope Template
- ☐ Printer Updated Business Cards

Online

- ☐ Update Colors on Webpage
- ☐ Add New Graphics
- ☐ Update Favicon
- ☐ Add Brand Statement to Website
- ☐ Add Styleguide Request
- ☐ Add Brand Resources Page

Collateral

- ☐ Share Brand Resources
- ☐ Share Merchandising Examples
- ☐ Share Brand Partner Idea List

Wayfinding

- ☐ Plan Strategic Banner Strategy
- ☐ Plan Event Banner Strategy
- ☐ Explore Partnering for Comprehensive Wayfinding System

Printing

- ☐ Shopping & Dining Guide
- ☐ Organization Brochure
- ☐ Parking Cards
- ☐ Partner Banners
- ☐ Visit Cards
- ☐ Hours Signs

Event Extension

- ☐ Logo Adoption
- ☐ Social Integration
- ☐ Marketing Integration
- ☐ Merchandise Expansion
- ☐ Signage
- ☐ Volunteer Swag

Brand Rollout Checklist

This list is a pretty comprehensive list of implementation ideas. There is no proper order, but instead carving the path that is right based off your budget, resources, and current collection of communication tools.



BRANDTOUCH

Other

How to be a Brand Partner



From here, it's completely up to you, your community, your event, or your organization. There's no proper order, only the things that make sense for you!

Brand Merchandise

- Hats
- T-Shirts
- Coffee cups
- Decals
- Bumper stickers
- Bags
- Shopping bags
- Cycling jerseys
- Pint glasses
- Guitar picks
- Water bottles
- Outdoor gear
- Polo shirts
- Climbing chalk bags
- Hiking stick medallions
- Rain jackets
- Guitar straps
- Koozies
- Socks
- Invent something

Brand your Digital Presence

- Add logo to website
- Add logos to Facebook as a gallery
- Link from web to community website
- Use hashtag
- Share photos of branded items
- Tweet the web address
- Link google photo galleries to share
- Profile pics
- Send other businesses and organizations to the web address
- Instagram people having fun

Brand Your Place

- Request interest icons
- Look for brand extension opportunities
- Organizational logos
- Street banners
- Wayfinding signage
- Open signs
- Store hours signs
- Shopping & dining guides
- Advertising
- Pocket folders
- Visitor guides
- Business cards
- Brochures
- Annual reports
- Maps
- Trail guides
- Shopping bags
- Loyalty cards

Share With us

We would love to hear from you about all the amazing things you come up with to do with the brand. Please share images and stories of the brand at work with us.

Share With You

On a quarterly basis, we'll share important information with you, like added resources, usage stats, exciting implementations, and a report of the growing brand equity!

Check off one of the suggestions, and you are a **Brand Partner!**

Copyright Transfer Statement

Ben Muldrow as the agent for Arnett Muldrow & Associates, located at 316 West Stone Avenue, Greenville, SC, the owner of Copyright for this presented design(s) hereby grants a full copyright license transfer to North Augusta, SC, Here to utilize the following designs as the new owner sees fit to do so.

For the purpose of Community Branding.

This license, attested to by the parties effectively immediately shall serve as notice and agreement between the parties and may not be changed without written permission from the Arnett Muldrow & Associates. Arnett Muldrow & Associates retains the right to use the created material to self market and self promote.

This signed agreement also includes the transfer of rights to any variations of the logo previously agreed and supplied as part of the initial proposal.

Example of these variations could include : multiple color versions, size and dimensional variations – landscape and portrait, reversed out versions, social media profile images, favicon etc.



Arnett Muldrow & Associates
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Greenville, SC 29609

Is there anything missing on this Copyright Transfer Form that was previously agreed? Let me know before accepting this statement. It is critical the information shared here is understood and accepted in whole.



5

Downtown Roadmap

Getting the Job of Implementation Done

Meister Task

Meister Task is an online, collaborative task management system that allows multiple implementation partners to access all the major recommendations of the North Augusta Downtown Roadmap. Moreover, as implementation of any aspect of the plan occurs, notifications are sent to participating partners to ensure a constant flow of communication during the implementation process. The link to North Augusta's Meister Task Project Web Site may be found at this URL:

<https://www.meistertask.com/projects/leyzs9noal/join/>

5. Downtown Roadmap Implementation: Getting the Job Done

Introduction

Each of the critical plan strategies and associated tactics are outlined in the pages that follow. The methodology for each is as follows: an introductory paragraph summarizes why it is an important issue to address; who should be the lead implementation/delegation party to address each issue; what will be the outcome/benefit if the issue is addressed; and finally, a series of specific tactics to actually get the job done.

Note: A Meister Task project management web site has been formulated and populated with the specific issues, responsible parties, and tactics for the North Augusta Roadmap project. This tool enables online collaboration and automatic notification whenever any element of the plan is implemented. The link to North Augusta's Meister Task Project Web Site may be found at this URL:

<https://www.meistertask.com/projects/leyzs9noal/join/>

5. Downtown Roadmap Implementation: Getting the Job Done

Decode North Augusta

The design code was the single biggest issue that property owners, business owners, developers, and the general public mentioned as an impediment to a robust business and development climate in the downtown area. Moreover, in a meeting with the Planning Commission, the Roadmap Team was made aware of a remarkable condition that exacerbates this impediment. Namely, unlike most municipalities where any design regulations are referenced as a separate document from the ordinance itself, in North Augusta the design codes are actually written INTO the ordinance itself! Therefore, there is no room for interpretation of the code nor latitude for design issues that it doesn't specifically address. State statute provides for the establishment of design/development review procedures that can alleviate the situation currently in play in North Augusta. Please reference Sections 6-29-870 through 6-29-940 of the South Carolina Code of Laws for guidance with these matters.

What? Review the current Development Code regulations and review process

Why? To ensure consistency, clarity, and confidence in the development process

Who? City leads with NAF, businesses, and property owners as partners

Outcome: In lieu of costly incentives, provide a streamlined process to help investors and the community to develop without untimely delays, inconsistent application of regulations, and transparency of process. Foster a culture of “yes.”

Tactics:

- Relocate downtown overlay regulations from within the ordinance to be referenced as a separate document
- Modify the regulations to be illustrative in nature, descriptive rather than prescriptive, and honor the true character of downtown [See Appendix B for examples]
- Formulate a ‘Design/Development Review’ process and disseminate to the development community
- Disseminate a ‘Business Startup’ and ‘Business Development Guide’ to demystify the process
- Foster a ‘Business Friendly’ climate

Refining Downtown

As noted during the roadmap workshop, downtown is critical to North Augusta's success for it represents the only assemblage of historic structures within the community. The recommendations of this section focus on simple investments that can garner maximum impact. Design and planning strategies include, but are not limited to: considering all of downtown as the connection to the Greenway; streetscape treatments to enhance the appearance while calming traffic along Georgia Avenue; parking, particularly congregated behind the buildings facing Georgia Avenue; linkages to the Riverfront, the Greenway, and alleys; strategic redevelopment sites such as the Old Carpet Shop; reconnecting Wade Hampton and Veterans Park; enhancing building facades; and introducing strategic vibrancy amenities.

5. Downtown Roadmap Implementation: Getting the Job Done

What? Short-term investments to the physical environment

Why? To foster connectivity, enhance the experience, improve the function of downtown, and create economic development opportunities

Who? City/NAF/Property Owners, Business Owners

Outcome: North Augusta's downtown will continue to thrive as a destination for independent businesses and unique experiences.

Tactics:

- Expand the idea that the Greenway should be a single connection through downtown
- Strategic streetscape improvements to enhance the experience for the pedestrian and motorist alike
- Utilize the alleys as a strategic shared space
- Consolidate parking resource to increase capacity and efficiency
- Enhance Center Street as a critical connection between downtown, the Greenway, and the riverfront

Gateway Site

As discussed in the design chapter, the “Old Carpet Store” to some and as the “Old Roller Rink”, the building at the northwest corner of Georgia Avenue and Center Street represents one of the most important development sites in North Augusta's downtown. This site is as the literal and figurative “pivot” point between North Augusta's evolving riverfront, the Municipal Building, the Georgia Avenue Bridge to downtown Augusta, and the heart of North Augusta's downtown.

The building and adjacent land are owned by North Augusta Forward who, as an organization, understands that this site represents a singular opportunity to create a dynamic place that can serve multiple purposes. North Augusta forward should take the lead in marketing the site as a redevelopment site similar to the design concept illustrated in this plan.

The market data indicates a strong potential for additional dining options in downtown North Augusta and the development of the Nathan Deal Campus for Innovation just across the river in Augusta presents an excellent opportunity for flexible office space in the heart of downtown as well. The resulting concept is for the existing building be redeveloped using tax credits (if possible) over time with the following suggested progression of development:

- Locate food trucks on site in pre-development stages to introduce this location as a food destination. This will allow the site to become active during baseball season and help visitors transition from the SRP Park into the downtown.
- North Augusta Forward should issue a Request for Development Interest (RFI) to develop the two parcels independently of one another. The site plan indicates how this could work by providing parking on the site while allowing for phased redevelopment of the old Roller Rink and the construction of a signature building on the other parcel.

5. Downtown Roadmap Implementation: Getting the Job Done

- Redevelop Carpet Shop/Roller Rink as food hall on first floor and co-work/office space on second floor. The branding portion of this study has identified that the brand identity for the building could be “The Rink” with both a coworking space and a food hall.
- These two uses allow for a low cost of entry and a higher potential per square foot lease rate than might happen if leased to a single user. Moreover, this will allow for the space to be highly active with workers and visitors.
- A newly constructed infill mixed-use restaurant/retail/office building is also supportable on the vacant parcel.
- The site plan Interior site development as family-friendly activity garden that can also be promoted as the key place for bike rentals for the Greenway and visitor information to the community.

Other considerations for the site should be having separated RFI's for each parcel if needed, researching the availability of historic tax credits and the pursuit of creative funding from other sources for the building. North Augusta Forward should be prepared to contemplate sale, lease, partnerships, and other arrangements to transform this important space.

What? Redevelop the Carpet Shop/Roller Rink site

Why? This site functions as the pivotal connection between downtown and the riverfront, North Augusta and Augusta, and the Greenway

Who? North Augusta Forward leads with private development partners

Outcome: Improved connections between downtown and the riverfront with a dynamic destination that serves as a vibrant gateway to both and fills a desired and needed market niche.

Tactics:

- Locate food trucks on site in pre-development stages to introduce this location as a food destination
- Develop the two parcels independently
- Redevelop Carpet Shop/Roller Rink as food hall on first floor and co-work/office space on second floor
- Infill construction as mixed-use restaurant/retail/office
- Interior site development as family-friendly activity garden
- Allow the space to serve as a jumping off point for the Greenway

Getting Organized

It is undeniable that many individuals and organizations care deeply about the North Augusta community. However, occasionally there has been a lack of clarity about the relative roles and missions of those organizations and, therefore, their potential impact has been compromised. ‘Getting Organized’ addresses ways that these individuals and organizations may build consensus and confirm mission direction to ensure maximum impact without redundancy. It also includes specific tools, such as a complete branding system, to enable these organizations to communicate clearly and effectively.

5. Downtown Roadmap Implementation: Getting the Job Done

What? Use the downtown roadmap to continue to build consensus and confirm direction.

Why? Main Street is a Community-Driven Approach. Broad based public and private sector partnerships are critical to a successful and sustainable revitalization effort. The involvement and buy-in of the community is essential.

Who? North Augusta Forward fosters partnerships and engages the entire community.

Outcome: Shared leadership, increased stewardship and greater outreach.

Tactics:

- Cultivate public/private partnerships & strengthen networks with the business community, civic and governmental partners, community anchors (churches).
- Engage the youth in the revitalization efforts by developing a Youth Main Street initiative that provides a base for collaboration with schools and churches and other groups to engage youth from all ages in downtown revitalization projects and activities.
- Clarify Roles of City, Chamber, NAF
- Develop a strong communication plan with a solid message that connects regularly with the community and promotes clear opportunities for involvement and support.
- Define the role of committees that help organize and implement projects and activities.
- Develop a volunteer leadership plan that outlines the process and defined opportunities for participation.

Micro-Retail Markets

The market data indicates a clear demand for additional food related services and other retail opportunities in North Augusta. While the market can bear at least five more restaurants, eight new food related businesses and a combination of over ten specialty retail stores, North Augusta's available property inventory will prohibit this type of growth. Currently downtown is almost one hundred percent occupied with the exception of three properties on Georgia Avenue all approximately 10,000 SF or more.

Micro-retail markets can be the solution for downtown North Augusta. They provide affordable, entry-level spaces for small business start-ups and provide destination identity and vibrancy to regeneration areas. Property owners and developers have the opportunity to “sub-divide and conquer” by transforming the three available properties into a greater number of smaller retail and restaurant spaces.

What? Consider subdividing available properties downtown to offer micro-retail markets.

Why? Expand available property inventory, increase the number of new businesses and provide lease rates that are conducive to small business models.

Who? Property owners and developers

Outcome: Downtown will become a destination for new businesses. The three available properties on Georgia Avenue will yield a greater number of smaller retail and restaurant spaces. A stronger retail market will enhance the City's economic vitality through an increase in

5. Downtown Roadmap Implementation: Getting the Job Done

foot-traffic, number of annual visitors and increased City revenues in the form of hospitality tax and business license.

Tactics:

- Solicit architectural services for design of existing buildings that will outline optimal floor plans for micro-retail market opportunities.
- Redevelop properties to provide “vanilla box” micro-retail spaces.
- List individual spaces before, during and/or after construction is complete.
- Brand each building/micro-retail market to provide destination identity and vibrancy to downtown North Augusta.

Business Retention – Sign Grants

Satisfied and successful local businesses have a substantial impact on local economies. Small businesses not only enhance a City’s economic vitality through commerce and foot-traffic, but also job opportunities. Downtown North Augusta has a unique mix of retail stores, service providers and restaurant establishments. Many of these have strong brand identities that lend to North Augusta’s success as a cultural tourism destination. Landmark businesses such as The Pink Dipper and Sno-Cap Drive In have served as magnets that consistently attract visitors to the area.

Business retention strategies are just as important, if not more so, than business recruitment strategies. Façade and sign grants are proven successful retention strategies that may also enhance the aesthetics and brand-identity of downtown North Augusta.

What? Consider new sign grants for existing businesses.

Why? To contribute to the continued success of existing businesses and enhance the aesthetics and brand-identity of downtown North Augusta.

Who? North Augusta Forward and/or City of North Augusta

Outcome: Existing businesses retained while new signage enhances the vibrancy, aesthetics and property values of downtown North Augusta.

Tactics/Action Steps:

- Form a selection committee; may be a combination of staff and board members.
- Determine annual award amounts, eligibility requirements, terms and conditions, selection process, allocation periods, etc.
 - Example below:
 - Annual Budget for Sign Grants: \$3,000
 - Eligibility: Downtown businesses who have been in operation 5 + years
 - Terms & Conditions: Business must provide 50% match
 - Award Amounts: \$500 per business
 - Allocation Periods: Twice per year.
 - Spring/Summer: \$1,500 - Committee to choose top 3 applications
 - Fall/Winter: \$1,500 - Committee to choose top 3 applications
- Track and promote program success by requiring each grant recipient to submit before and after pictures.

5. Downtown Roadmap Implementation: Getting the Job Done

Business Recruitment – “Pop-Forward” Challenge

Market data indicates a clear demand for additional food related services and other retail opportunities in North Augusta. The retail market area has a sales leakage of \$23.8 million/annually which lends opportunity to expand the retail base with at least five restaurants, eight food related businesses and a combination of over ten specialty retail stores.

As North Augusta is actively working toward its downtown revitalization efforts, it is important to create a toolkit for recruiting new businesses that is competitive with surrounding markets. Business incentives are one of the most effective tools of not only recruiting new businesses, but also putting cities on the map as business friendly environments.

Main Street Challenge competitions are a great catalyst for smaller cities who need a jump-start to their small business economies. Packaged in a variety of ways, the concept at its core is a business plan competition that will result in a winner (s) receiving grant money to locate a business in the City’s downtown area. Brand your challenge in a way that will gain traction in the community with a fresh name such as “Pop-Forward”.

What? Consider a “Pop-Forward” Challenge as a way to kick-start new business growth downtown.

Why? The market data reports a high demand for new restaurant establishments and retail stores. The Pop-Forward Challenge will attract tenants that will add to the economic vitality of downtown and put North Augusta on the map as a new business destination.

Who? North Augusta Forward

Outcome: Addition of 1 – 3 new businesses, increase in number of visitors, added value to properties and increased City revenues in the form of business license and hospitality tax.

Tactics:

- Form a selection committee; this may be a combination of staff and board members.
- Create a marketing campaign to promote the challenge.
- Launch online application process.
- Determine rounds of elimination:
 - Example below:
 - 20 applications received
 - Round 1: Selection committee chooses top 12 applications aka “semi-finalists”.
 - Between Rounds 1 & 2: Consider business plan writing workshop for semi-finalists.
 - Round 2: Semi-finalists submit business plans. Selection committee chooses top 6 business plans aka “finalists”.
 - Between Rounds 2 & 3: Consider public pitch workshop for finalists.
 - Round 3/Public Pitch: Finalists pitch their ideas to the public and panel of judges.
 - 3 Winners will receive \$12,000 to locate their business downtown.

5. Downtown Roadmap Implementation: Getting the Job Done

- Determine terms & conditions:
 - Timeline for business opening — examples: 3 months, 6 months, etc.
- Allocation method examples:
 - Award check in full amount.
 - Award check over 1-year period in monthly installments of \$1,000.

Entrepreneurial Programming & Events

Special events are key to creating a sense of liveliness in urban areas. While they are not designed to increase retail traffic, it is often a product of most events. It was noted by existing businesses that the festivals currently in place are their busiest days of the year.

Events can also serve as a mechanism for promoting entrepreneurship in a community. Pop-up events, festivals and markets provide a venue where startups can test the market.

What? Consider expanding event calendar.

Why? Market data reports high demand for new restaurant establishments and retail stores. Events can serve as a stepping stone for startups to test the market, increasing the likelihood they will open a permanent location in the future. Events will also enhance the downtown atmosphere and drive traffic to existing businesses.

Who? North Augusta Forward

Outcome: Events will create culture, community and liveliness in downtown North Augusta while also increasing the number of annual visitors and retail activity in the existing businesses.

Funding Mechanisms: Apply to Aiken County's Accommodations Tax Grant Program for events that promote tourism in North Augusta.

Examples to Consider:

- **First Friday:** a national program aimed at supporting local merchants. Businesses are encouraged to extend their store hours and offer specials every First Friday of the month.
As recommended in the branding section of the North Augusta Forward Roadmap, downtown will benefit from a merchant's Facebook group to serve as a cross-promoting tool and collaboration mechanism. Encourage merchants to post their hours, specials or live entertainment for the First Friday event to the Facebook group. Once information is collected, compile and promote via email and downtown North Augusta's social media platforms.
- **Food Trucks Festivals:** downtown North Augusta has ample space for food truck festivals, zones or parks. Consider sites such as The Carpet Shop, the greenspace on West Avenue behind Your Pie and the Church parking lots on Georgia Avenue. Food truck festivals will thrive in this area as the market indicates a clear demand for food related services.
- **Game Nights:** it was noted during the public input sessions that North Augusta has a healthy population of teenage athletes. Game nights such as cornhole competitions are easy ways to attract younger populations downtown and will most likely result in higher foot traffic in the nearby restaurants and retail stores.

5. Downtown Roadmap Implementation: Getting the Job Done

- **Live Theatre:** with a strong theatre community in North Augusta, consider events that feature those performers in outdoor spaces.

Examples:

- Performers to act out scenes or monologues on Georgia Avenue during First Friday events.
- Coordinate a night for Riverfront Theatre Company to perform their current show downtown. Utilize outdoor spaces such as The Carpet Shop or the greenspace on West Avenue behind Your Pie.
- **Street Performers:** request a call for street performers on downtown North Augusta's social media platforms. Street performers may include musicians, artists and magicians, to name a few. Performers will liven the streets as visitors are walking from business to business. This will also enhance the atmosphere during events such as First Fridays, game nights and food truck festivals.



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Appendices

6. Appendix A: Environics Analytics Executive Report

Environics Analytics Executive Report

The link provided below is to a 200-page document that includes detailed demographic and retail data for the City of North Augusta as well as demographics and retail data for a five, fifteen, and thirty-minute drive time from the intersection of Georgia and Buena Vista Avenues. The market data included provides insight into market opportunities but should not substitute for individual market research by any business and/or investor exploring opportunities in North Augusta. The link to the Environics Analytics Executive Report may be found at this URL:

<https://www.dropbox.com/s/h32y2ydezp5a6mw/Executive%20Report.pdf?dl=0>

6. Appendix B: Illustrative Design Regulations

Illustrative “Can Do” Design Guidelines

Description:

As momentum builds for rehabilitating North Augusta’s downtown buildings, the work should be guided in a manner that honors the existing architectural precedent downtown. Architectural design guidelines, when developed and used properly, simultaneously honor the architectural character of a community while safeguarding subsequent development investment. However, in many instances design guidelines have been written in such a way as to be difficult to understand and interpret and, therefore, have been viewed as an impediment to development, or worse still, merely a local government telling the property owner what they cannot do.

Distinctions:

Illustrative design guidelines vary from those forms of design guidelines in two distinct ways. The first distinction of illustrative design guidelines is how they are developed. In the traditional way, a design professional would simply write the guidelines --often using highbrow design and planning language that the common citizen cannot understand-- and they are adopted by the local government and subsequently enforced by a design review board. In the illustrative design guideline approach the guidelines are actually developed with input from the property owners that will be affected by them. The design professional shows participants photographs of buildings from their downtown and asks a series of questions that unveil an understanding of the design and planning characteristics of the community itself. These characteristics, such as, but not limited to, building height, dominant building materials, levels of detail, degree of ornament, kinds of doors and windows, etc. establish the baseline of architectural character for the guidelines. Said simply, the goal of the guidelines is to simply safeguard the architectural character that already exists within a place, and NOT to impose an external style or standard of care beyond what is already there.

The second distinction is that illustrative design guidelines feature copious photographs and minimal text. People intuitively understand photographs, while trying to use words to describe design criteria can lead to misunderstanding and multiple interpretations. Therefore, with illustrative design guidelines, the topic of windows be handled in this manner: a simple statement of intent would be crafted that articulates key goals pertaining to windows...perhaps limited to the desire to use windows that are to scale and in a style that is compatible with the dominant window forms in the downtown. Thereafter, dozens of photos of acceptable windows would be featured. If necessary, a few photos of inappropriate windows might also be featured to highlight the contrast between the two types of appropriate and inappropriate windows.

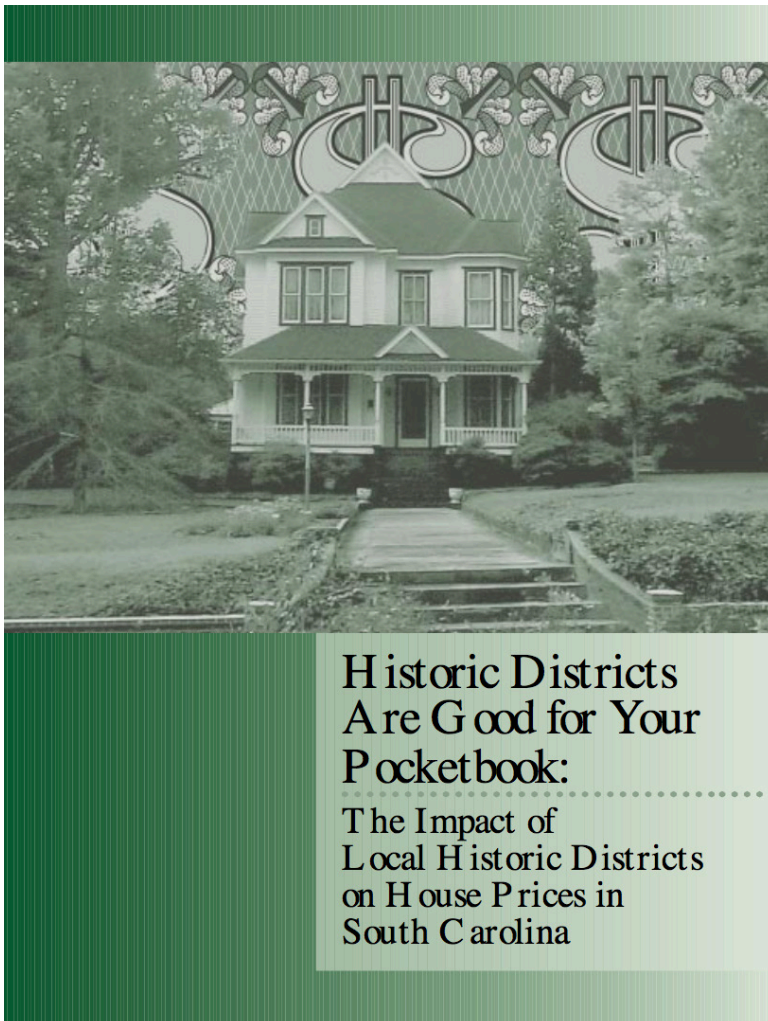
Aiken, SC: (below, top) Conducting property owner workshop to determine the architectural characteristics of downtown Aiken before drafting the guidelines. (below, bottom) Photo-montages of typical blocks in downtown Aiken that became the objective standard for typical design issues such as building height, setback, massing, materials, etc.



6. Appendix B: Illustrative Design Regulations

Benefits: Illustrative design guidelines have two significant benefits. The first is that the resultant document features hundreds of “can do” solutions to common design issues facing a property owner. The tone of the document turns on its head the sentiment that design guidelines tell a property owner what they cannot do to their buildings to an educational document that portrays hundreds, if not thousands, of appropriate things they can do with their building. Moreover, given the fact that the property owners had a voice in their formation, they do not feel like an external standard is being imposed upon them from without, but rather a self-imposed standard to ensure the architectural character of their place has been maintained and their investment in their building is safeguarded. Their investment in their building is safeguarded by the understanding that there is an agreed-upon standard of design care that all property owners now share. Said simply, an investor has no fear that his neighbor can do the wrong thing on an adjacent property and thereby adversely affect the value of their property.

The final benefit of illustrative design guidelines is that they are good for business. Study after study has demonstrated that properties within areas that are governed by design review and objective design criteria such as illustrative design guidelines appreciate at a rate significantly higher than their non-regulated counterparts. The study illustrated below was performed in South Carolina and revealed that districts that had design review and design guidelines appreciated at a rate between 16-26% higher than non-regulated districts.



Economic Impact: The document at left is one of many studies that have demonstrated the economic benefit of design review and design guidelines that result in higher appraised real estate values. A copy of the report at left may be found at the following URL: <http://shpo.sc.gov/pubs/Documents/hdgoodforpocketbook.pdf>

6. Appendix B: Illustrative Design Regulations

GUIDELINES FOR NEW BUILDINGS



Well executed balcony and support bracket.



Example of parties balcony/canopy from downtown Aiken.



Contemporary interpretation of traditional balcony element creates a sense of extending the inside of the building to the outside.



Contemporary interpretation of traditional balcony element on this building introduces color and detail.



Appropriate balcony installation in downtown Aiken.



Previously, this balcony installation provides a level of detail/ornament. Negatively, it should be questioned why you would have a balcony that is inaccessible/non-functional since the windows behind are fixed in nature.

BALCONIES

Balconies are raised or balustraded platforms that project from the building to create a sense (sometimes actual, sometimes implied) of the interior of a building being extended to the outside. Second story balconies are characteristic of a number of buildings found in downtown Aiken. When used appropriately in new buildings, balconies can add color, detail and functionality (i.e. access to outdoors from upper floors) that a building would otherwise lack.

Guidelines

- ❖ Integrate the balcony into the structure either by setting it into the building or by incorporating a well-detailed supporting bracket system.
- ❖ Introduce ornament and detailing in balcony railings to add character and visual interest to the building.
- ❖ Use appropriately scaled and detailed brackets or supports.

Aiken, SC: A sample page from the Aiken design guidelines illustrating multiple acceptable balcony solutions for buildings in the downtown area.

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SEC. T
§2 GENERAL TO ALL TRANSECT DISTRICTS

Amendment to APPENDIX A - ZONING,
ARTICLE VII - DISTRICT REGULATIONS
Starkville, Mississippi, Code of Ordinances

TABLE 3. BUILDING PLACEMENT (continued)				
REARYARD PLACEMENT				
The placement of a Primary Building within the boundaries of its Lot to create a Rearyard, leaving the rear of the Lot as private space or available for dedicated parking in its commercial form. Common walls shared with adjacent buildings create a continuous Facade along the Frontage Line that steadily defines the public Thoroughfare in front of the building. Rear Elevations may be articulated for functional purposes.				
Types: Rowhouse, Apartment Building, Commercial Building, Office Building, Live-Work Building, Mixed-Use Building				
				
TYPE EXAMPLES - For illustrative and advisory purposes only	TRANSECT ZONE	T4	T5	T6
	A. LOT OCCUPATION			
	Lot Coverage	70% max.	80% max.	90% max.
	Frontage Buildout at Setback	60% min.	80% min.	90% min.
	B. PRINCIPAL BUILDING SETBACKS			
	Primary Front Setback	6 ft. min. 10 ft. max.	2 ft. min. 10 ft. max.	0 ft. min. 10 ft. max.
	Secondary Front Setback	6 ft. min. 10 ft. max.	2 ft. min. 10 ft. max.	0 ft. min. 10 ft. max.
	Side Setback	0 ft. min.	0 ft. min. 24 ft. max.	0 ft. min. 24 ft. max.
	Rear Setback	3 ft. min.	3 ft. min.	0 ft. min.
	C. OUTBUILDING SETBACKS			
	Front Setback	setback = 20 ft. min.	40 ft. max. from rear	n/a
	Side Setback	0 ft. or 3 ft. at corner	0 ft. or 3 ft. at corner	n/a
	Rear Setback	3 ft. min.	3 ft. min.	n/a
	D. BUILDING HEIGHT (stories)			
	Principal Building	2 max.	4 max.	6 max.
	Secondary Building	2 max.	4 max.	n/a
	Outbuilding	2 max.	2 max.	n/a
	E. PRIVATE FRONTAGE			
	I. Setback Encroachments			
	Open Porch	50% max.	n/a	n/a
	Balcony and/or Bay Window	50% max.	100% max.	100% max.
	Stoop, Lightwell, or Terrace	100% max.	100% max.	100% max.
	II. Sidewalk Encroachments			
	Awning, Gallery or Arcade	100% max.	100% max.	100% max.
	III. Encroachment Depths			
	Porch	8 ft. min.	n/a	n/a
	Gallery	10 ft. min.	10 ft. min.	10 ft. min.
	IV. Arcade	n/a	12 ft. min.	12 ft. min.
	F. PARKING LOCATION			
	2nd Layer	not permitted	not permitted	not permitted
	3rd Layer	permitted	permitted	permitted

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Starkville, MS: A sample page from the Starkville form-based code that illustrates multiple solutions to appropriate setback and building footprint configurations.

North Augusta, South Carolina | DOWNTOWN ROADMAP REPORT | APPENDIX B: Illustrative Design Regulations

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6. Appendix C: Incentives for Carpet Shop Redevelopment

Introduction:

A number of local, state, and federal tax credits and financial incentives exist that could benefit the Carpet Shop redevelopment process. The primary incentives that would be relevant to this project are noted below:

Local Incentives

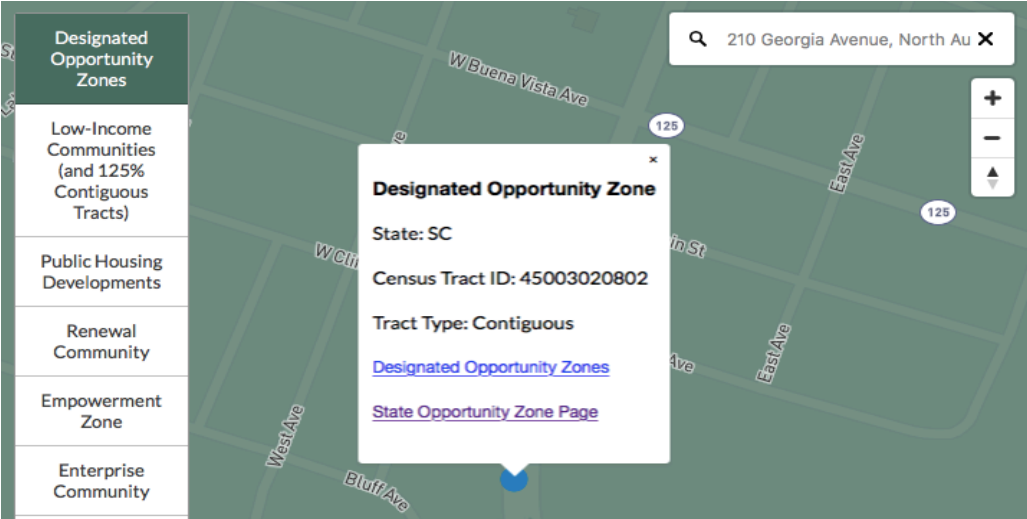
Pursue potential funding opportunities and incentives through the City of North Augusta’s Tax Increment Financing (TIF) fund and/or façade program.

Federal & State Incentives

The Carpet Shop may be eligible for the following federal and state incentives:

- Abandoned Building Credit (state):** can be a powerful catalyst for rehabilitating empty and underutilized buildings that contribute to the elimination of blight in urban and rural communities. Eligible abandoned building means “a building or structure, which clearly may be delineated from other buildings or structures, at least 66 percent of the space in which has been closed continuously to business or otherwise nonoperational for income producing purposes for a period of at least five years immediately preceding the date on which the taxpayer files a Notice of Intent to Rehabilitate.”
 - Two forms of 25% credit available
 - Credit against local property taxes OR
 - State income tax credit
- Fire Sprinkler Federal Tax Incentive (federal):** can be a valuable tool if renovating to serve a restaurant and/or residential tenant mix. The program outlines ALL sprinkler systems installed after 09/27/2017 can be written off (fully expensed) (Cost Recover Section 13201) in the following tax year. This is in effect until 2022. The following four years include a percentage reduction in installation before it reverts back to the old language. In addition, Small Business Section 179 Expensing allows fully expensed purchases (including fire sprinklers) up to \$1m deducted in a single year. The Section 179 is permanent law and does not phase out.
- Opportunity Zone (federal):** the Carpet Shop is within census tract 45003020802. The Opportunity Zone may serve as a recruiting tool when showing the property to potential buyers and developers. North Augusta Forward would only utilize the Opportunity Zone if the board developed the property using re-investment dollars from other assets as the Opportunity Zone Fund would alleviate capital gains tax.

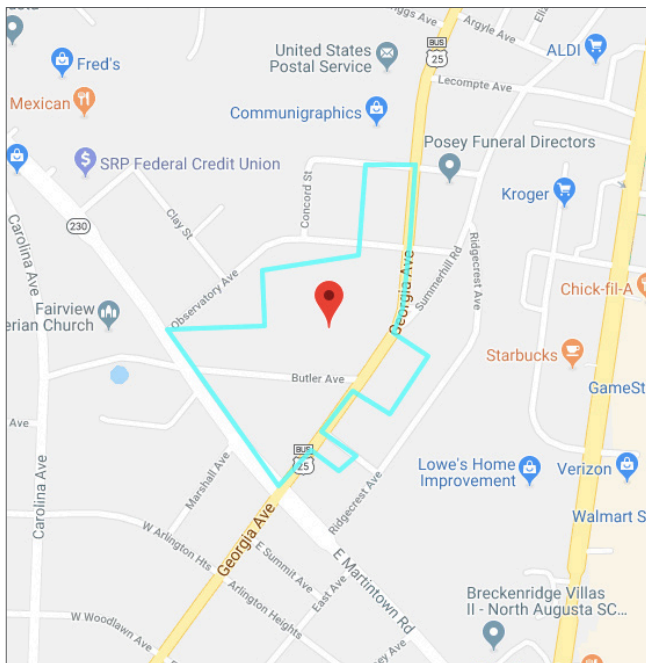
North Augusta Designate Opportunity Zones



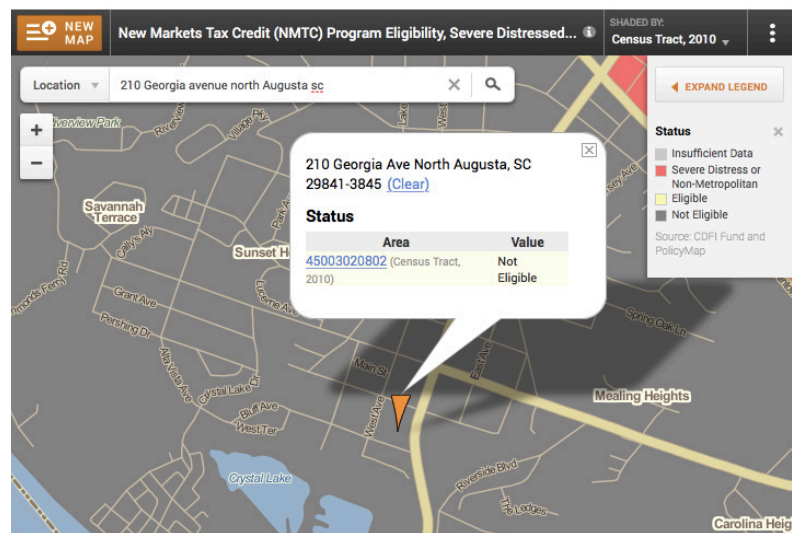
6. Appendix C: Incentives for Carpet Shop Redevelopment

Summary of Recommendations

- The summary of recommendations depends on North Augusta Forward and their plans to either pursue the development or sell the property.
- If the board would rather market the property and its plans to outside developers for purchase, these incentive opportunities may be used as a marketing tool.
- If the board decides to develop the property, we recommend a mix of local, federal and state incentives using a strategic timeline below:
 - **Step 1:** Hire legal representation to handle the processing of state and federal incentives. Suggested contact information for such legal representation will be listed separately.
 - **Step 2:** Pursue Abandoned Building Tax Credit (ABTC); be aware that any work done prior to applying for the ABTC may disqualify the property owner from receiving credits.
 - **Step 3:** If a sprinkler system is needed, pursue the Fire Sprinkler Tax Incentive. The sprinkler system will not only accommodate development use, but also raise the property value.
 - **Step 4:** Apply for local incentives through the City of North Augusta's TIF fund and/or façade program.



North Augusta Historic District Boudaries



New Markets Tax Credits Area

