



The Power of Connection
Our Downtown Story

Our Downtown Evolution



Where We Were
Underutilized Riverfront



What We Built
Riverside Village



What We Learned
Two Great Places

≠

One Great Downtown



Where We're Going
One Connected Downtown

Riverside Village

Created a regional destination that transformed North Augusta's riverfront



Invest

- SRP Park
- Infrastructure
- Greenway
- Parking
- Amphitheater
- Dock

Attract

- Hotel
- Restaurants
- Apartments
- Retail

Impact

- Visitors
- Jobs
- Tax Base
- Private Investment

Historic Downtown

Beautify

- Decorative Lighting
- Public Art
- Hanging Flower Baskets

Walkability

- Downtown Park
- Crosswalks
- Streetscape
- Greenway Connector

Activate

- Main Street Program
- New Tourism Department
- Community Events

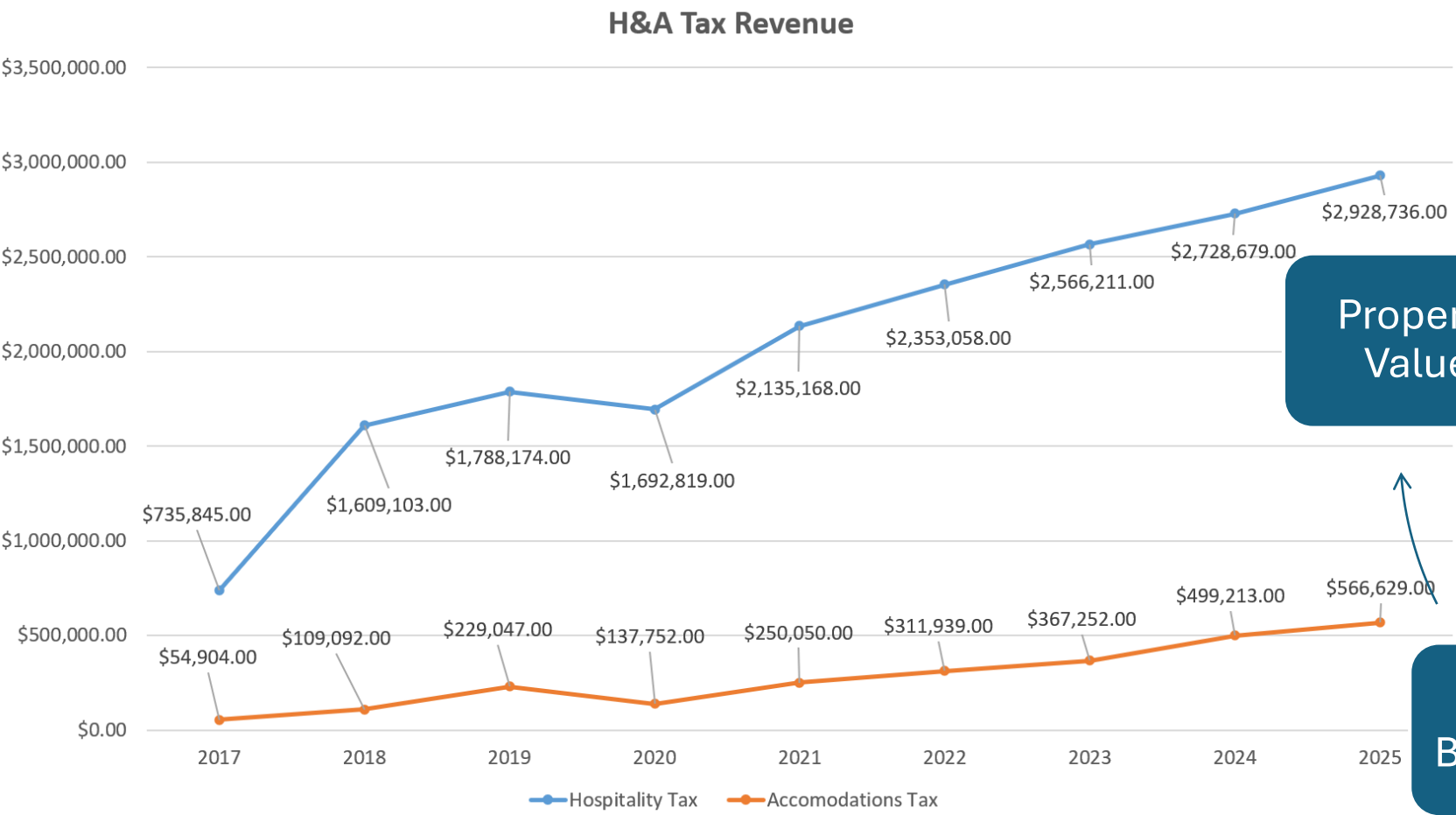


One Connected Downtown



Park Once.
Experience Everything.

Public Investment Builds Private Confidence



...More Visitors

North
Augusta
South Carolina's Riverfront



Lessons Learned

- Think in Districts
- Connect Everything
- Invest in Place
- Program for People
- Downtown is never finished



Great Downtowns Aren't Built One Project at a Time. They're Built One Connection at a Time.

Thank You

J.D. McCauley, Ph.D.
Assistant City Administrator
jd@northaugustasc.gov
(803) 441-4202

www.explorenorthaugusta.com

