

The 2035 Plan
Augusta & North Augusta

Blueprint for Action

Executive Framework

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For Augusta Tomorrow

Gehl



Welcome to the Augusta 2035 Plan

Building on Today’s Momentum

Augusta and North Augusta stand at a pivotal moment. Long defined by cultural and economic significance, both cities are now energized by a new wave of investment, innovation, and creative growth. This plan recognizes the great work that has come before—from planning efforts to ongoing projects downtown—and seeks to harness that momentum. Rather than proposing a silver bullet, it focuses on connecting areas of energy, guiding future investment, and catalyzing the next era of growth through targeted, people-first interventions.

A thriving innovation economy is emerging, led by the Georgia Cyber Center, Fort Eisenhower, and a growing cluster of cybersecurity, defense, and health sciences industries.

Higher education is **expanding**, with new programs at Augusta University and a growing reputation as a regional knowledge hub.

Job creation is accelerating, with over 7,000 new roles added in recent years, particularly in advanced manufacturing, healthcare, tech, and logistics — drawing new talent to the region.



A Co-Created Vision

This is a plan shaped through collaboration—with city leaders, stakeholders, residents, and creative partners. From workshops and interviews to online surveys and public events, we gathered input that reflects a shared vision for downtown’s future. The result is both a guide and a call to action—clear in direction, flexible in execution, and built to evolve with community insight.

Engaging folks through

3

Community Workshops

6

Focus Group Sessions

50

Local Volunteers

166

Survey Respondents

Grounded in Everyday Life

At the heart of this plan is the lived experience of downtown. Through a Public Space Public Life survey—conducted with 50 local volunteers—we observed how people actually use and move through Augusta’s public spaces. We studied eight zones in detail, focusing on comfort, safety, and inclusivity, and assessed key elements like seating, lighting, and sidewalks. Combined with 166 online survey responses, this data helped ground the plan in real behavior—not assumptions—and guided our recommendations for early, impactful activation.



The Plan's Focus Area

Two downtown cores, distinct and connected.

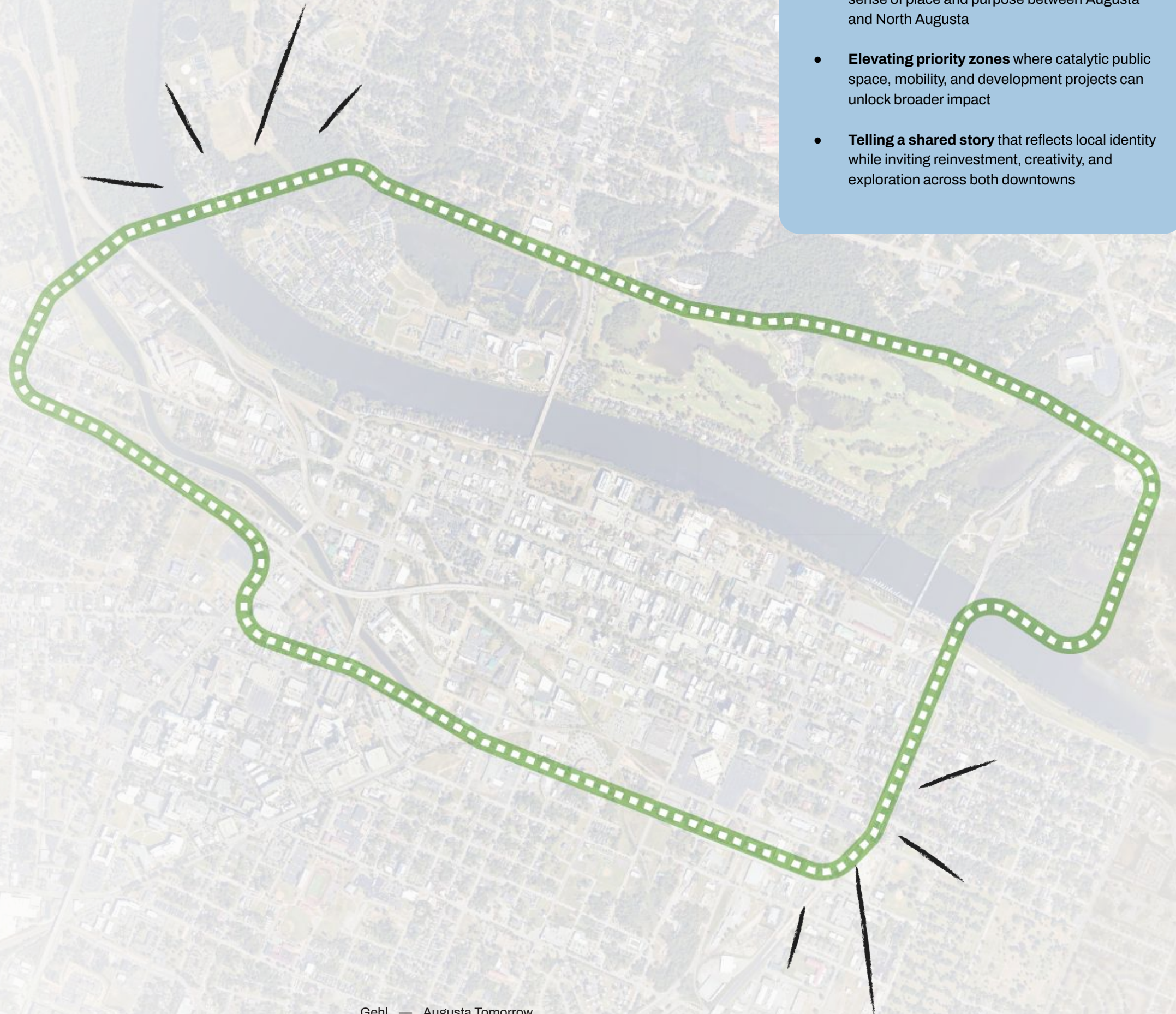
This plan centers on a shared opportunity: to strengthen and connect the urban hearts of Augusta and North Augusta. Each city is growing in its own way. Augusta is seeing growth through investments in its arts institutions, downtown public spaces, and civic projects. North Augusta is expanding its residential neighborhoods, enhancing parks, and adding new development along the riverfront. While each city is growing in distinct ways, they are physically and economically connected. Together, they form a dynamic urban corridor with the potential to be stronger and more appealing because of the shared energy between them.

With momentum accelerating on both sides of the river, this is the moment to realign vision and resources. Rather than spreading effort thin, this plan identifies where energy is already building—and how focused, people-first investments (that prioritize walkability, public space quality, residential density, and civic amenities) can help bridge gaps, build on what's working, and shape a more connected, lively downtown.

The 2035 Plan for Downtown Augusta and North Augusta

Through this effort, we focused on:

- **Bridging city lines** to foster a more cohesive sense of place and purpose between Augusta and North Augusta
- **Elevating priority zones** where catalytic public space, mobility, and development projects can unlock broader impact
- **Telling a shared story** that reflects local identity while inviting reinvestment, creativity, and exploration across both downtowns



Understanding Everyday Life

Understanding how people actually experience Augusta—how they move, gather, and linger in space—was central to shaping this plan. That’s why we led a **Public Space + Public Life (PSPL) Survey**, a methodology developed by Gehl and used by cities around the world to ground planning decisions in lived experience.

Unlike traditional data sources or modeling assumptions, PSPL studies rely on direct observation of everyday life. The approach is people-first, capturing the nuance of behavior in public space—what invites people to stay, what deters activity, and where the city has untapped potential for public life.

In cities from Copenhagen to Sydney and Chattanooga to Austin, public life data has been an essential part of how urban projects have been identified and success is measured. In Augusta and North Augusta, this was the first time such a study had been conducted—making it a key foundation for this plan and a powerful tool for future decision-making.

The Purpose of Collecting Observational Data

- ✓ To ground the plan in real, everyday experience
- ✓ To provide evidence for objective decision-making
- ✓ To identify opportunities for activation and change
- ✓ To benchmark today—so we can measure tomorrow

How We Did It

- 50 Local Volunteers
- 33 Locations Surveyed
- 166 Online Survey Responses
- 2-Day Snapshot in August 2024
- 8 Focus Zones Studied in Depth



Key Insights

From this observational data, a set of opportunities and challenges has emerged

1

Social, But Scheduled.
Downtown is alive—when there’s a reason to gather.

Public life in Augusta is highly social: two-thirds of people downtown were observed in groups, a rate higher than many cities we’ve studied. A strong culture of hospitality, pride, and dining anchors this vibrancy—but it’s often event-dependent. Without planned programs, activity drops off.

Looking ahead: There’s a clear opportunity to design for everyday sociability—by creating inviting spaces, layering in casual programming, and encouraging spontaneity between events.



Two-thirds of the people observed in public spaces are in groups

2

Vibrant Hubs, Weak Links
Energy concentrates in a few key spots—but doesn’t travel far.

Broad Street is the city’s de facto “central park,” with more activity than all formal parks combined. Similarly, the SRP area is a major draw. Yet, most other public spaces remain underused—especially waterfronts and parks. Few active edges or visual cues invite people to linger or explore beyond the main hubs.

Looking ahead: Strengthening connections between hotspots and improving the experience between them will extend activity and help the whole downtown feel more cohesive and navigable.



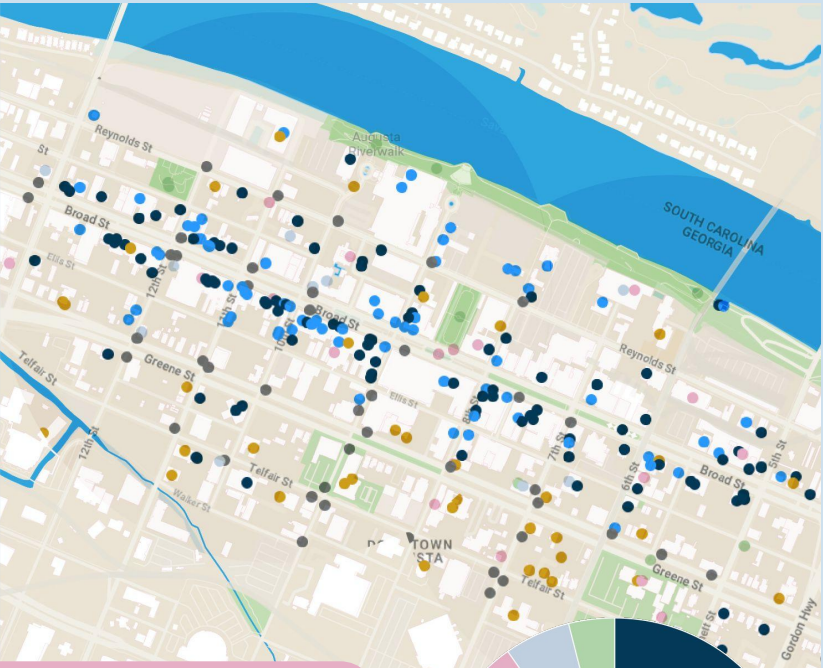
Events more than double the everyday volumes of public life

3

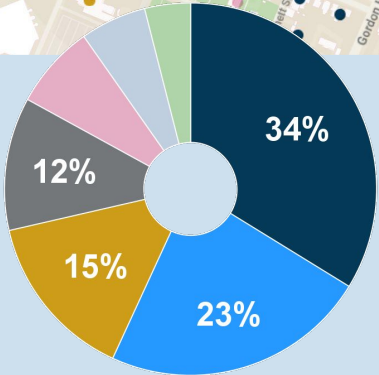
Destinations Without Daily Life
Downtown attracts visitors—but doesn’t meet everyday needs.

Dining drives activity—but beyond that, basics like groceries, childcare, and daily services are hard to find. This makes downtown a place to visit, not a place to live. Amenities are dispersed and often inaccessible without a car.

Looking ahead: Introducing more everyday essentials downtown can shift the dynamic—making it possible for people to stay longer, return more often, and live more of their lives locally.



Less than 2% of everyday amenities — including: Grocery | Laundry | Hardware Store | Child Care | Pharmacy | Playground



Key Insights

A snapshot of opportunities and challenges

4

Car Parks, not People Parks.
The urban core is shaped more by parking lots than by public life.

Over a quarter of downtown land is devoted to surface parking, while less than 2% is green space. Streets often lack pedestrian amenities, and major gaps between destinations make walking difficult.

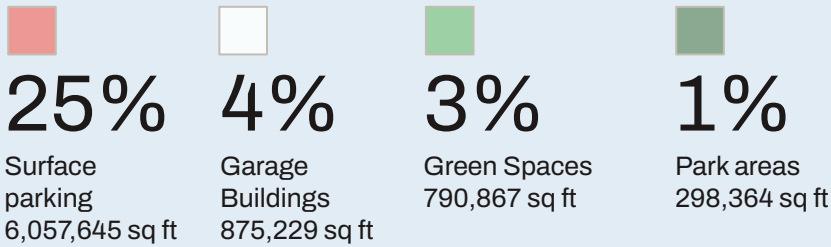
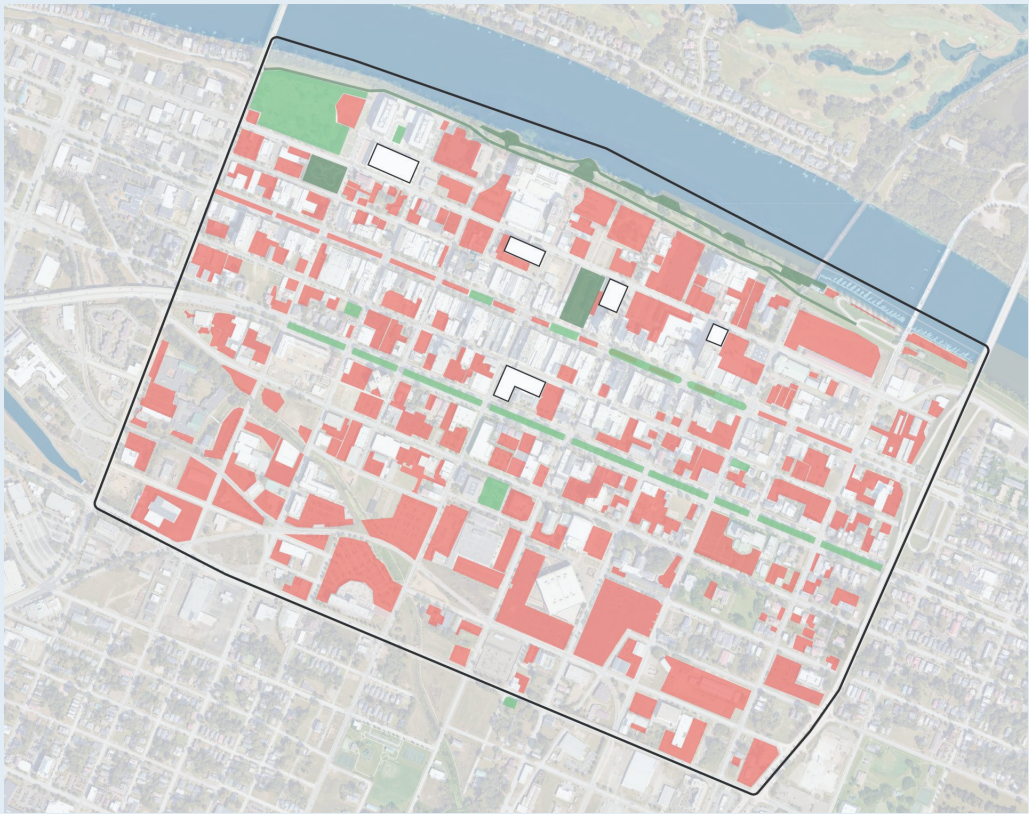
Looking ahead: Rebalancing the public realm—prioritizing people over parking—can help unlock more welcoming, walkable places where daily life thrives on foot, not just behind the wheel.

Over 25% of the land use is surface parking, while less than 5% is green space.

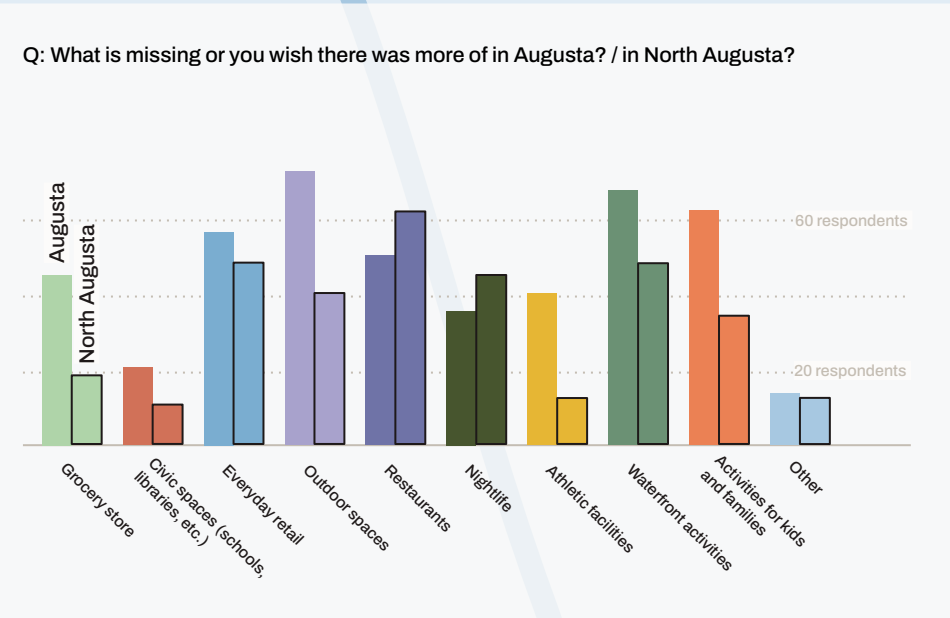
5

Shared Energy, Untapped Potential
Street life is valued on both sides of the river—but the system isn’t connected.

Augusta and North Augusta share a strong culture of sociability and street life, with popular corridors that act as informal community hubs. The park system is well-loved, but fragmented—and green and public spaces within each city often don’t connect well to one another. The river itself, while a symbolic link, remains a physical barrier to seamless movement and shared experience.



Looking ahead: By stitching together these spaces—and the two cities—through improved walking and biking connections, coordinated programming, and a clearer public space network, the region can transform isolated assets into an integrated system. The result: a stronger sense of regional identity and a more fluid, inclusive public life on both sides of the river.



What we heard—and saw—makes one thing clear: **Augusta is ready for more.**

More everyday life on the streets, more reasons to stay a little longer, and more moments of connection and discovery. These insights don’t just reflect where things stand today—they point to clear opportunities to shape a more vibrant and lived-in tomorrow.

Our Shared 2035 Vision

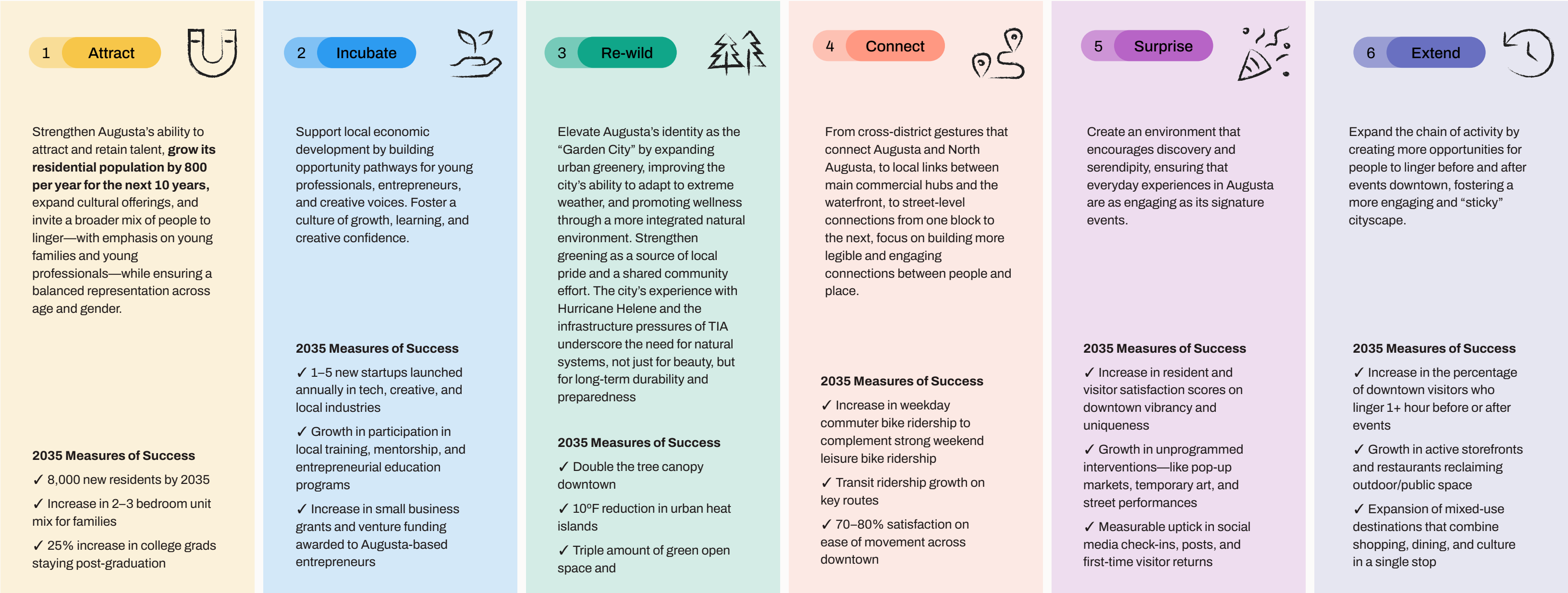
The City of Joyful Exploration

Augusta has long been a city of destinations, but what if it became a city of discovery?

To build a more vibrant, lived-in downtown, we must shift from being a place people plan to visit to one they effortlessly explore. That means designing for everyday ease—where essentials are close, public spaces invite lingering, and small moments spark unexpected experiences.

Augusta already has the raw ingredients: a walkable core, rich culture, and natural beauty. What's needed is the connective tissue—a comfortable, cohesive public realm network that ties it all together.

This plan focuses on sequencing key public space investments to encourage easy movement and connection, while also boosting signature moments and great gathering places—making Augusta not just a place to visit, but a place to stay, and stay longer.



2035 Goals

To bring this vision to life, the following objectives offer a roadmap—anchored in measurable change, local opportunity, and public life at the center.

Not every project will achieve all these goals—some will naturally emphasize certain objectives more than others. That’s both expected and necessary.

The key is to maintain a balanced perspective, ensuring that project prioritization aligns with the broader vision while advancing multiple goals in a complementary way.

[The What]

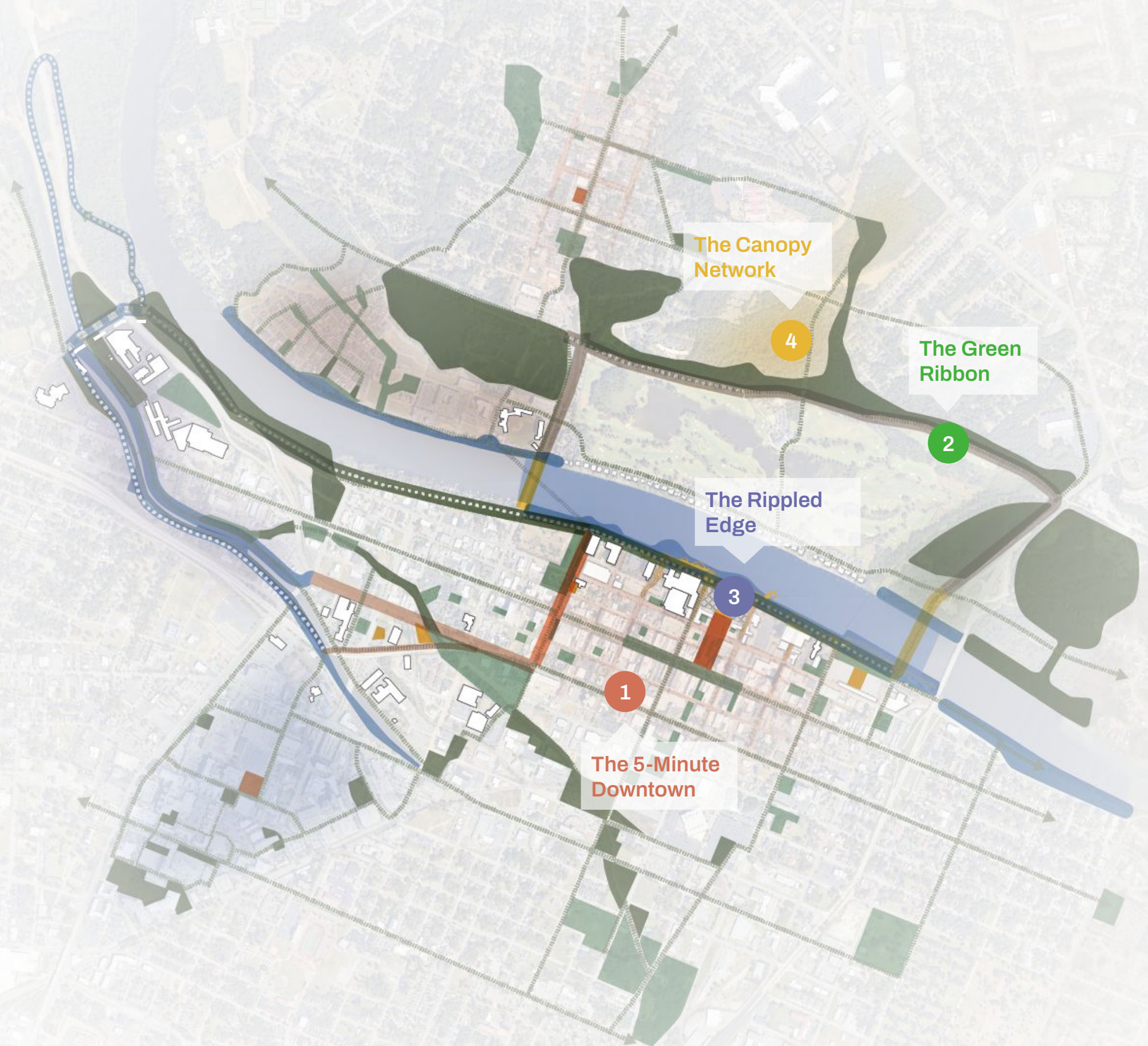
Four Big Moves

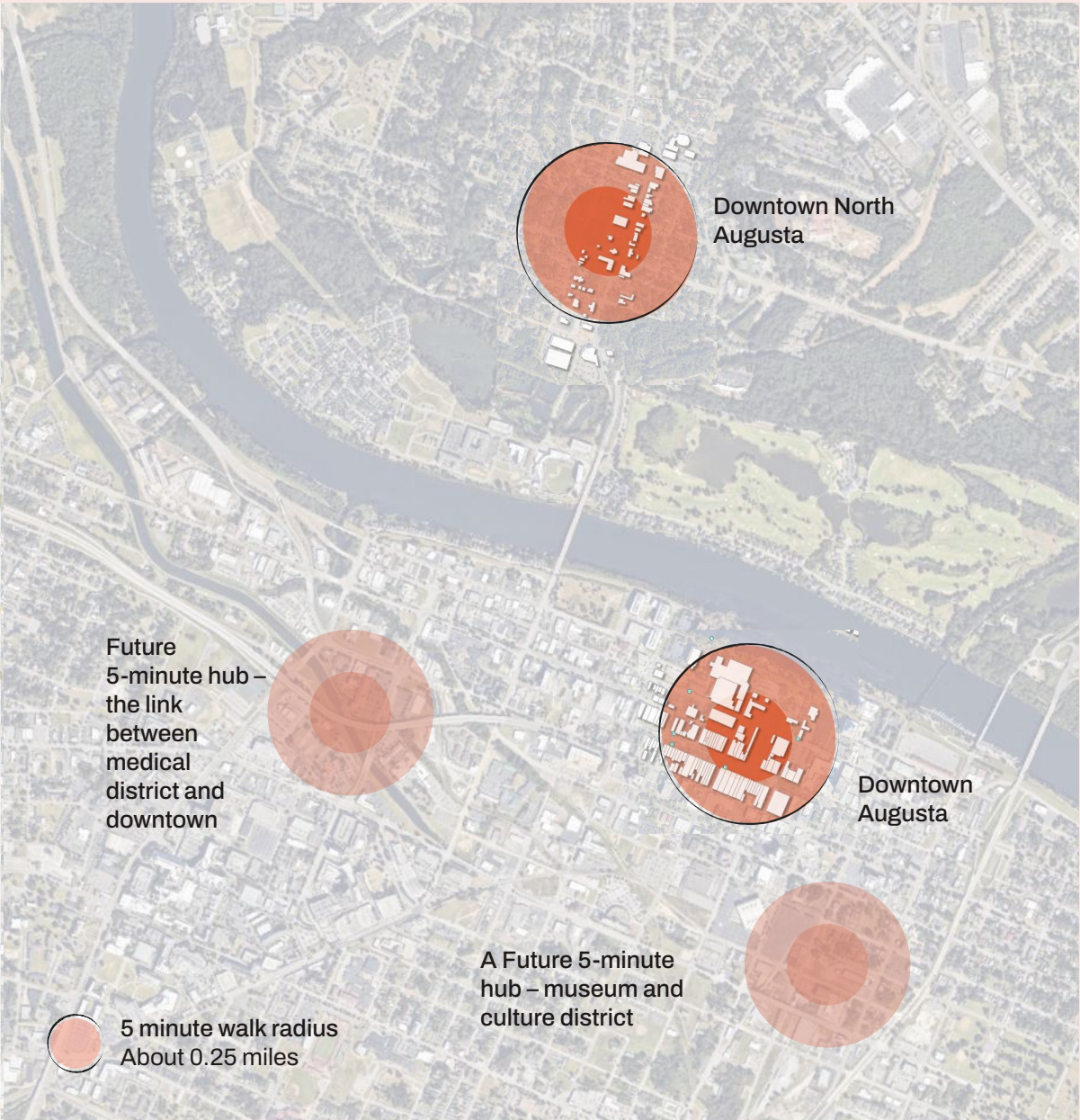
A framework for momentum, focus, and action.

To land make **the City of Joyful Exploration** we need the right moves in the right places. The **Four Big Moves** are designed to build early momentum while concentrating energy and investment where it can catalyze the most visible, lasting change.

Augusta and North Augusta have strong bones. But today, downtown lacks the everyday ingredients of a complete neighborhood. The opportunity isn't just adding more destinations—it's creating a place where people want to **linger, connect, and live**.

This plan sets an ambitious but achievable path: **adding 800 new residents per year** for the next decade, expanding downtown amenities, and making public space a signature asset for both cities. The Big Moves offer a clear framework for action, drawn from data, public input, and shared priorities. Each Move prioritizes projects that are implementable now, while building toward long-term transformation.





Big Move #1

While many cities highlight the benefits of the 15-minute city, Augusta can focus on even more compact, super-walkable cores. The goal is to cluster and connect amenities within 4–6 block sections, each anchored by a prominent public space, active ground floors, and slower, pedestrian-friendly streets. This approach creates more accessible, vibrant downtown nodes where residents and visitors can reach key destinations with a short walk—and, importantly, park once.

Planning Priorities

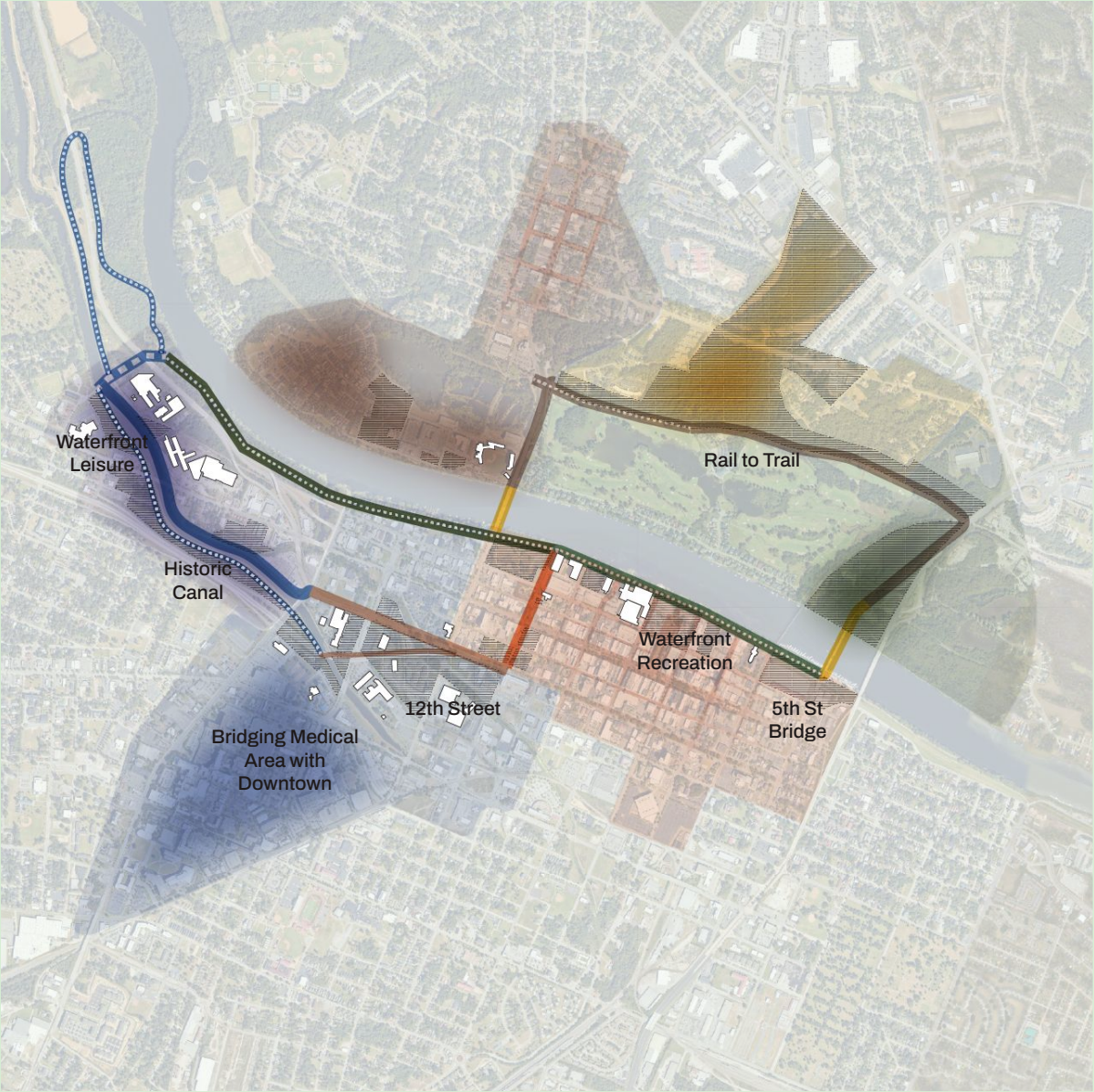
- Support commercial activity along N-S secondary streets that feed into Broad Street.
- Prioritize filling and animating vacant corners to encourage people to keep exploring
- Boost pedestrian safety with curb extensions, visible crossings, and traffic-calming measures throughout downtown.
- Expand people-scaled lighting to improve nighttime visibility, comfort, and character
- Continue to build on showcasing local talent and food culture through regular downtown events and pop-up programs

Focus Areas ↗

Starting around the Common and Georgia Avenue, there are areas where people have a latent desire to linger. With a few key interventions, these areas can begin to establish themselves as vibrant urban nodes. Nodes around the theatre and medical districts also hold potential for this framework of urban infill.

Catalytic Projects

- 1 The Common Plus
- 2 Reynolds Street Diet
- 3 Jones Alley
- 4 The Undulating Green



Big Move #2

Trail-oriented development is a powerful strategy to enhance local recreation and public space while also driving a shift toward denser urban living. An interconnected trail network is a key amenity that young families see as essential to livability. In Augusta, there is a prime opportunity to unify its existing but fragmented trails into a cohesive, co-branded loop between Augusta and North Augusta—The Green Ribbon.

Planning Priorities

- Create engaging moments along the trail that invite people to pause, play, and connect
- Embrace distinct trail identities while ensuring a seamless, cohesive experience
- Design visible, welcoming trailheads that link seamlessly into the city
- Prioritize comfort year-round with natural shade and climate-responsive design
- Balance multimodal uses so all trail users feel welcome and safe

Focus Areas ↗

A 5-mile loop connecting key assets on both sides of the river. The plan identifies priority segments to unify the system, with future opportunities to expand the loop and build deeper neighborhood connections.

Catalytic Projects

- 1 The Woodland Trail
- 2 Cohesive Branding Strategy and wayfinding implementation



Big Move #3

The Riverwalk is one of Augusta’s most cherished destinations—yet is also frequently cited as an underutilized asset with opportunities for more: more activities, more places to linger, and more ways to engage with the water. The lower walkway, while scenic, feels narrow and disconnected from the vibrancy of downtown. This plan emphasizes expanding invitations along the waterfront, transforming it into a more engaging public space.

Planning Priorities

- Extend and widen the boardwalk to support gathering, movement, and lingering
- Activate the riverfront with accessible boat launches and social piers
- Introduce a signature riverfront destination, such as a floating café, cultural platform, or event barge, that draws people to the water
- Extend the life of public spaces with warm, human-scale lighting that invites evening activity
- Celebrate the river’s ecology with hands-on educational wetland and learning experiences

Focus Areas ↗

From Freedom Bridge to 13th Street is an opportunity to extend and bolster invitations along the riverwalk, but the focus of this plan is to amplify these opportunities in a concentrated section from 10th to 8th Street.

Catalytic Projects

- 1 Bargelet Boardwalk Extension
- 2 Bargelet Commercial Hub
- 3 Water Taxi Connection



Big Move #4

Once known as the Garden City, Augusta today has less than 2% of its downtown dedicated to open space—far below peer cities like Austin and Boise. To address this gap, the Canopy Network proposes a citywide system of shaded, flexible, and distinctly local public spaces. From new pocket parks to micro-forests and tree-lined streets, this green infrastructure will enhance daily life, reduce urban heat, and strengthen Augusta’s identity as a more livable and climate-resilient city.

Planning Priorities

- Ensure active edges around public spaces to spark everyday life and safety
- Transform streets into layered public places with seating, greenery, and room to gather
- Grow a citywide micro-forest network to boost ecology and civic pride
- Invite interaction with creative, movable furnishings that encourage lingering and play
- Build a network of pocket parks that reflect local culture and needs

Focus Areas ↗

The Canopy Network builds on and branches out from The Green Ribbon, extending into adjacent neighborhoods and underused spaces. Priority zones identified in the map above highlight areas with low tree canopy, excessive paving, and underutilized parcels that could host new public space. Equally important is the creation of an organizational foundation: this plan recommends the establishment of a **City Arborist** position to lead a long-term urban forestry strategy, supported by local stewardship groups, tree-planting committees, and ongoing community involvement to care for and grow the network together.

Catalytic Projects

- 1 Tree Stewardship Committee & City Arborist
- 2 From Parking Plan to Green Parking

[The How]

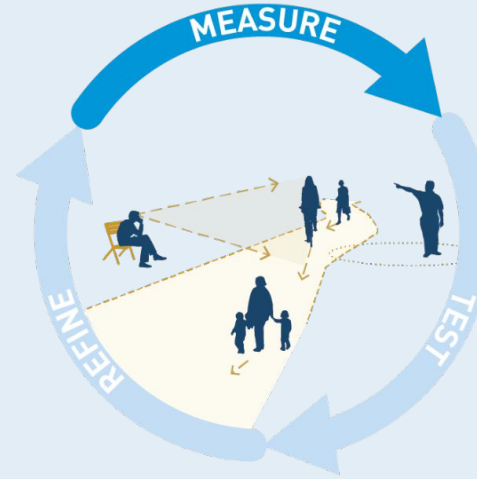
Small steps to big change

Catalytic projects, also known as pilot projects, are high-impact interventions that the public can experience firsthand. They're designed to test ideas, shift perceptions, and inform long-term investment.

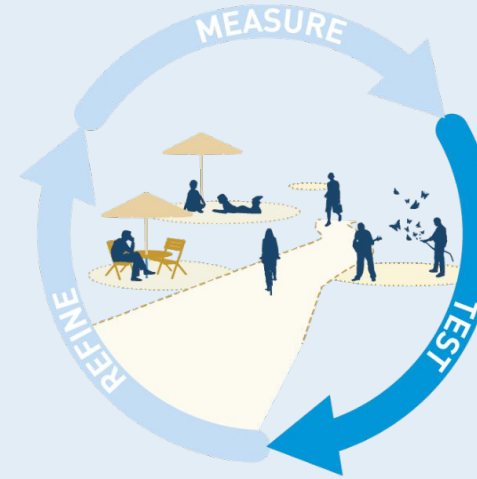
In Augusta, these projects serve a dual purpose: they bring the Big Moves to life through tangible action, and they help sequence and concentrate momentum from past and current planning efforts. By building on what's already underway, catalytic projects spark visible change, quickly, while creating a foundation for more lasting transformation.

These early actions should offer great experiences while also serving as a platform for learning and adapting based on what resonates with people

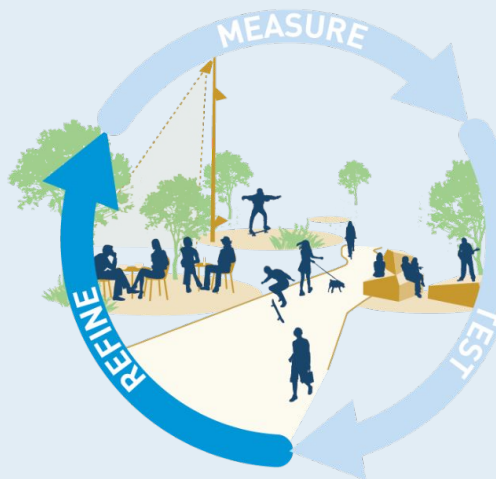
Measure: Observing and measuring existing patterns of use



Test: Revealing latent demand for places to linger through pilot projects



Refine: Bringing a new, improved design to life that includes more space for people and greenery



Gehl has applied this approach around the world, including along Downtown Denver's renovated 16th Street Mall (shown below), where early street activations helped test design ideas, shape public dialogue, and influence future phases of implementation.

The Common Plus

Growing beyond a venue for seasonal events—the Common will become the city’s everyday living room. Building on its existing footprint, it will be enhanced with movable creative seating, a signature kiosk vendor, shade structures, art, and playful features for kids. Ground-floor activation along the adjacent historic brick facade will frame the space and add vibrancy throughout the day.

Key Features

- 1 A vendor kiosk anchoring the space
- 2 Moveable and playful seating
- 3 Active fine grain storefronts and shaded patios along the Common’s edge
- 4 A signature art piece marking the entrance to Jones Alley
- 5 Stowable play elements for kids and families that can be “checked out”

Reynolds St

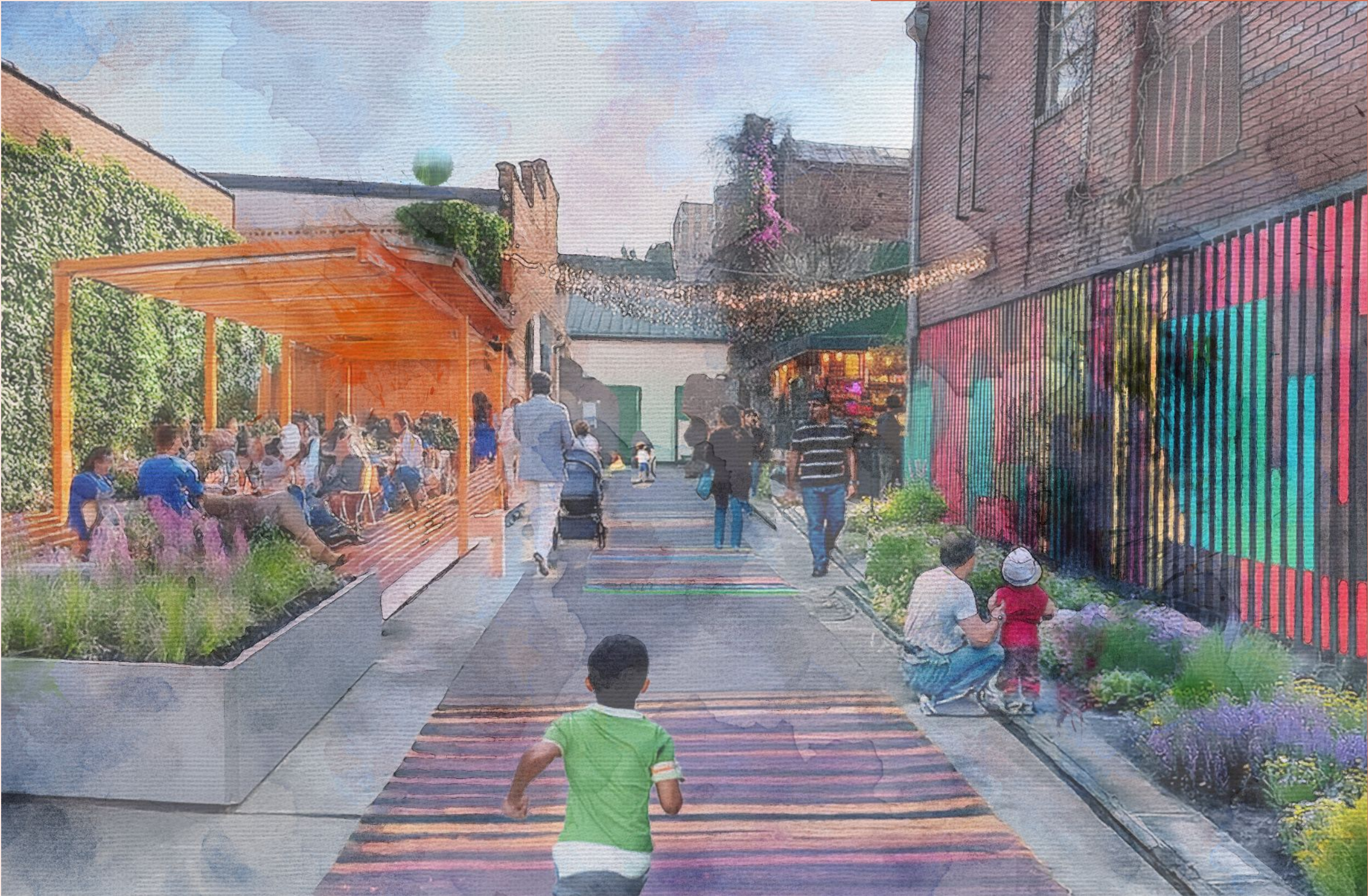
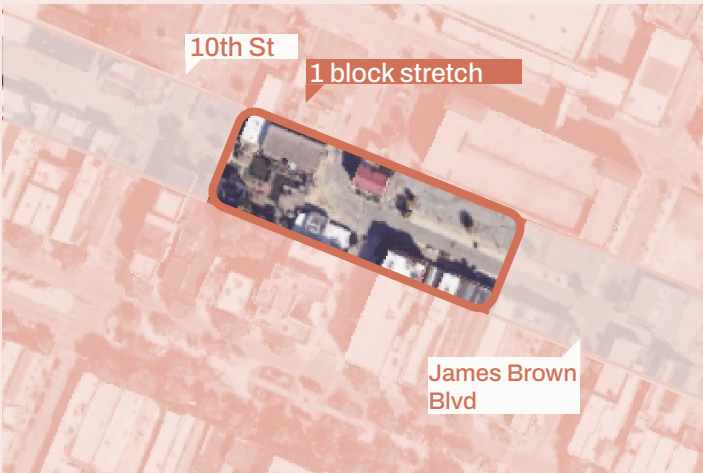


Jones Alley

Jones Alley will become a linear plaza—a walkable, fine-grain alternative to Broad Street. Designed for pop-up retail, street art, and informal gatherings, it will offer a new hidden gem downtown. String lights, colorful murals, and sculptural elements will create an inviting atmosphere for all ages, day and night.

Key Features

- 1 A string lighting overhead to create an inviting nighttime ambiance
- 2 Storefront extensions, outdoor seating, and artistic signage
- 3 A lively gathering spot with flexible seating
- 4 Colorful murals, sculptural elements, and hands-on installations that invite all ages to explore and engage.
- 5 Shared street design prioritizes the pedestrian experience first, but accommodates emergency and service vehicles

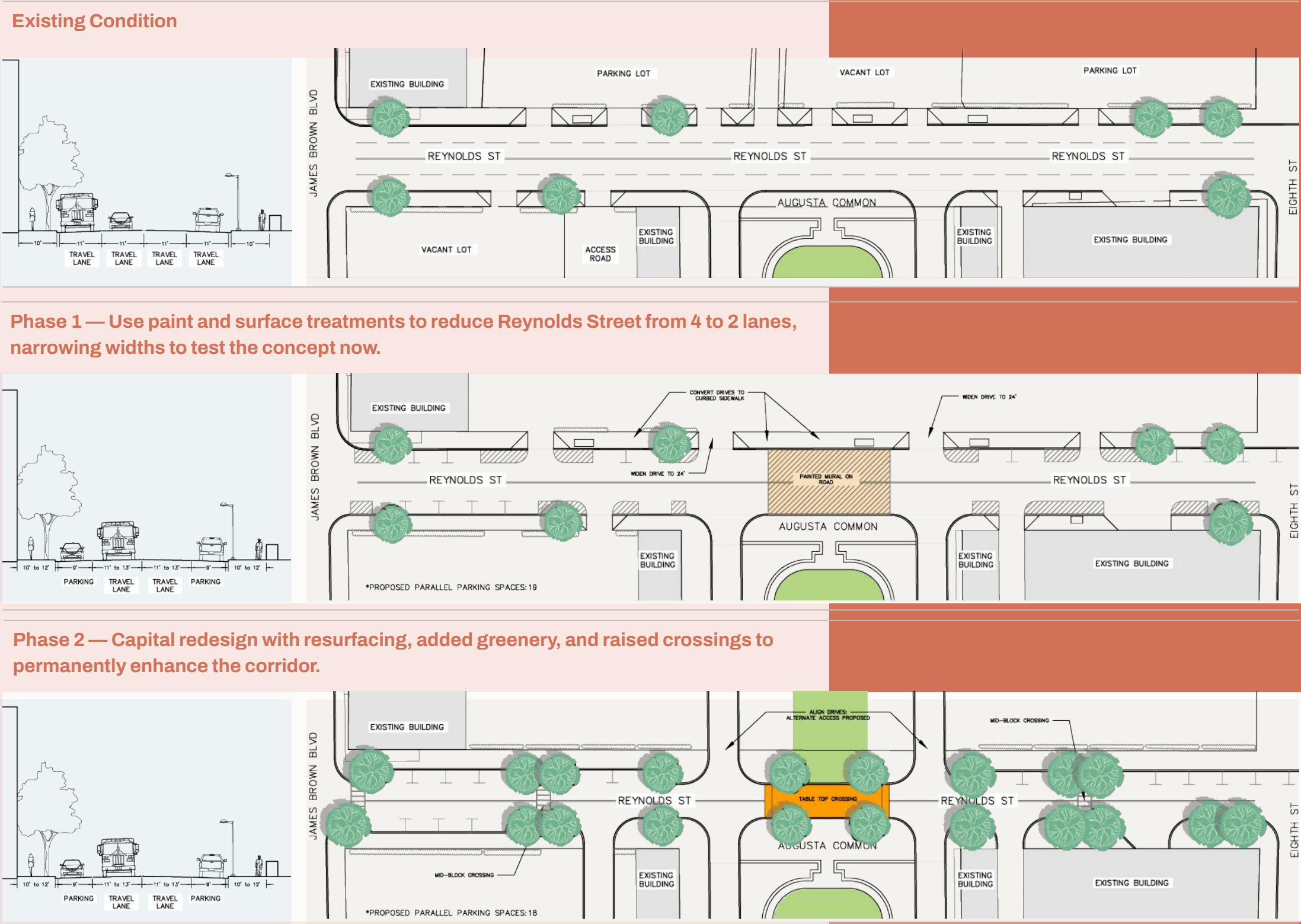


The Reynolds Street Diet

Reynolds Street will be redesigned from a high-speed cut-through into a calmer, more pedestrian-friendly corridor. Reduced lanes, extended sidewalks, raised crossings, and added trees will create safer connections between Broad Street and the Riverwalk, while also introducing new on-street parking where needed.

Key Features

- 1 Raised pedestrian crossings at key intersections to slow vehicles and improve visibility for pedestrians
- 2 Extended sidewalks at intersections to reduce pedestrian crossing distances and calm traffic
- 3 Additional on-street parking opportunities, providing a strategic response to Broad Street parking concerns



Undulating Green

A playful, terraced green space will extend The Common toward the Riverwalk, creating a new civic heart for downtown. Rolling topography will encourage gathering, lounging, and informal play. Framed by future mixed-use development, the space will feature multi-use steps for seating and events, and serve as an anchor for expanded market activity.

Key features

- 1 Rolling topography that invites relaxation, social gatherings, and informal play
- 2 Stepped commercial and residential buildings that follow the site’s natural slope.
- 3 Multi-functional steps that not only connect The Common to the Riverwalk but also serve as seating areas, gathering spaces, and performance zones.
- 4 Extension of the existing farmers market into this new grand civic space



Woodland Trail

The Woodland Trail will close a key loop in the Green Ribbon, extending the path beyond Freedom Bridge to Georgia Avenue. The trail will feature scenic overlooks, nature-based play areas, artful signage, and a reimagined underpass—transforming a disconnected edge into a layered experience for walking, learning, and play along the way.

Key Features

- 1 Elevated viewpoints along the trail offer stunning views of the river and surrounding landscapes
- 2 Creative signage and interactive elements guide visitors while adding a sense of discovery
- 3 Play spaces integrated along the trail that invite families to gather off the trail experience
- 4 Revitalized underpass with wayfinding elements, ambient lighting, and public art



Fresh and Cohesive Branding & Wayfinding

A shared brand and wayfinding system will unify the Green Ribbon across Augusta and North Augusta. With consistent visual identity, signage, and cultural storytelling along the route, this effort will help establish the trail as a major civic asset and a recognizable, inviting place to explore.

Key Features

- 1 A unified visual identity will be developed for the Green Ribbon, including logo, name, and color system applied across both cities.
- 2 Directional signage, trail markers, and interpretive panels will guide users consistently along the trail.
- 3 Public art installations and storytelling displays will reflect the local culture of Augusta and North Augusta.
- 4 A regional launch event will celebrate the brand with signage rollouts, trail activities, and community gatherings.



The 2035 Plan for Downtown Augusta & North Augusta

Precedent: The High Line’s brand identity, wayfinding, and promotional materials offer a strong example of how a cohesive visual system can reinforce a place’s identity and tie together the visitor experience—from signage and maps to print and digital storytelling.



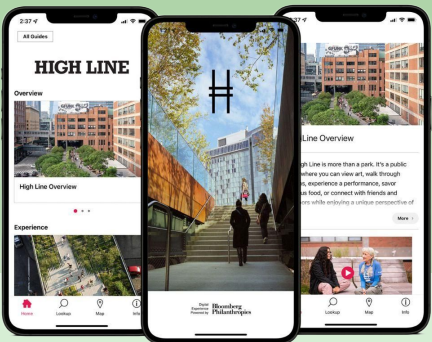
Signage and Storytelling



Public Art Installations information material



Launch Campaign and Website development



Month 0-4

PHASE 1

Co-Creation & Identity Design

Unified Green Ribbon Identity

Visual identity and brand story approved by both cities.

Month 4-8

PHASE 2

Brand Toolkit & Design Systems

Green Ribbon Brand Toolkit

Toolkit distributed and in use by city staff, vendors, and partners.

Month 7-14

PHASE 3

Signage & Storytelling Development

Trailwide Wayfinding and Signage System (prototype installation)

Public Art and Storytelling Integration (phase 1 installations)

Month 12- 18

PHASE 4

Launch Campaign & Public Activation

Launch Activation and Regional Campaign

Brand publicly launched and embraced by the community.

PHASE 5

System Expansion & Evaluation

Full System Integration + Feedback Loop

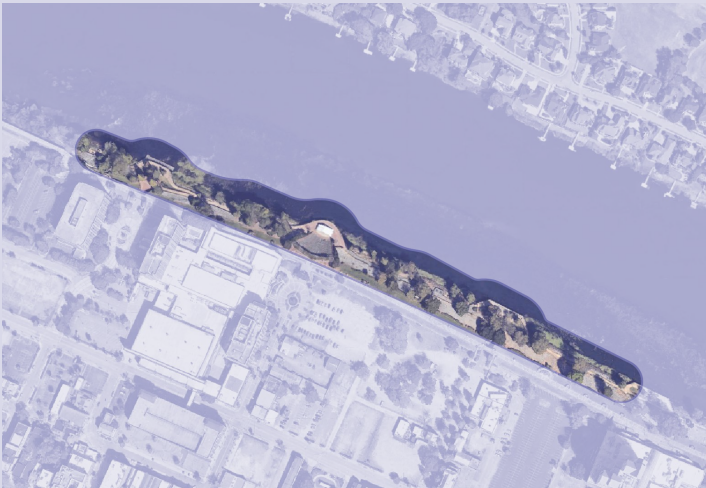
The Green Ribbon becomes a recognized symbol of connection across the region.

Riverwalk Floating Piers

Floating platforms and cantilevered decks will extend the Riverwalk out over the water, offering new places to sit, socialize, and take in the views. With shaded seating, river access, and comfortable paths, the layered edge will invite everyday use while bringing people closer to the river.

Key Features

- 1 A widened Riverwalk path creates a shared space for walking, running, and gathering along the waterfront.
- 2 Floating platforms and cantilevered decks offer new views and cozy spots for relaxing and socializing over the water.
- 3 Gradual steps lead to the river’s edge, allowing safe, intuitive access for wading, kayaking, or enjoying nature up close.
- 4 Comfortable seating, shaded areas, and informal gathering spots support year-round use by visitors of all ages.



Bargelets

Bring in barges and repurpose them to house cafés, local retail, and flexible event space—creating a floating destination just off the River Walk. Designed as a vibrant, riverfront food and culture hub, these barges will offer shaded decks, lounge seating, and rotating programs that reflect Augusta’s creative community.

Key Features

- 1 Floating platforms host cafés, shops, and cultural events, bringing people closer to the river.
- 2 Adaptable floating spaces support diverse programming from markets to concerts throughout the day.
- 3 Riverfront platforms feature lounge zones, shaded decks, and water-touch seating for immersive engagement.
- 4 Partnerships with local vendors ensure the spaces reflect Augusta’s culture and support economic growth.



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Water Taxi Link

A new water taxi service will link the Riverwalk with Riverside Village in North Augusta. With shaded docks, real-time schedules, and a low-emission fleet, the system will create a scenic, functional connection that enhances daily mobility and special events.

Key Features

- 1 A sustainable fleet of low-emission boats connects Augusta and North Augusta with a scenic river journey.
- 2 Clear signage and real-time schedules help users navigate the water taxi system effortlessly.
- 3 Shaded seating, kiosks, and refreshments at docks enhance comfort and create inviting micro-destinations.
- 4 Seasonal routes and special event service keep the water taxi system active and culturally engaging year-round.



Tree Stewardship Committee & City Arborist

A new Tree Stewardship Program, led by a City Arborist, will coordinate long-term care for Augusta’s canopy. Community stewards, school partnerships, and public art will help plant and nurture 200,000 trees, creating a more resilient, beautiful city over time.

Key Features

- 1 A citywide campaign aims to plant 200,000 trees, pairing each with a local steward for long-term care and pride.
- 2 Public and private efforts increase tree coverage by planting in under-canopied areas, near development and rewilding vacant lots.
- 3 Community workshops and planting days teach tree care and engage volunteers in hands-on stewardship.
- 4 School partnerships promote youth-led planting, monitoring, and creative learning around the urban canopy.
- 5 Tree-inspired art and seasonal events bring the urban canopy to life through creative public engagement

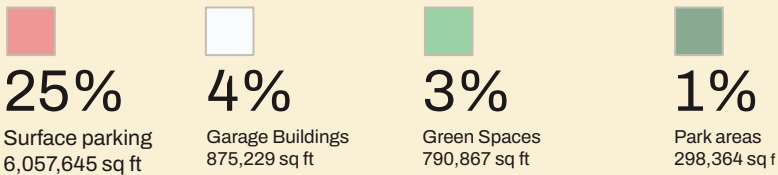
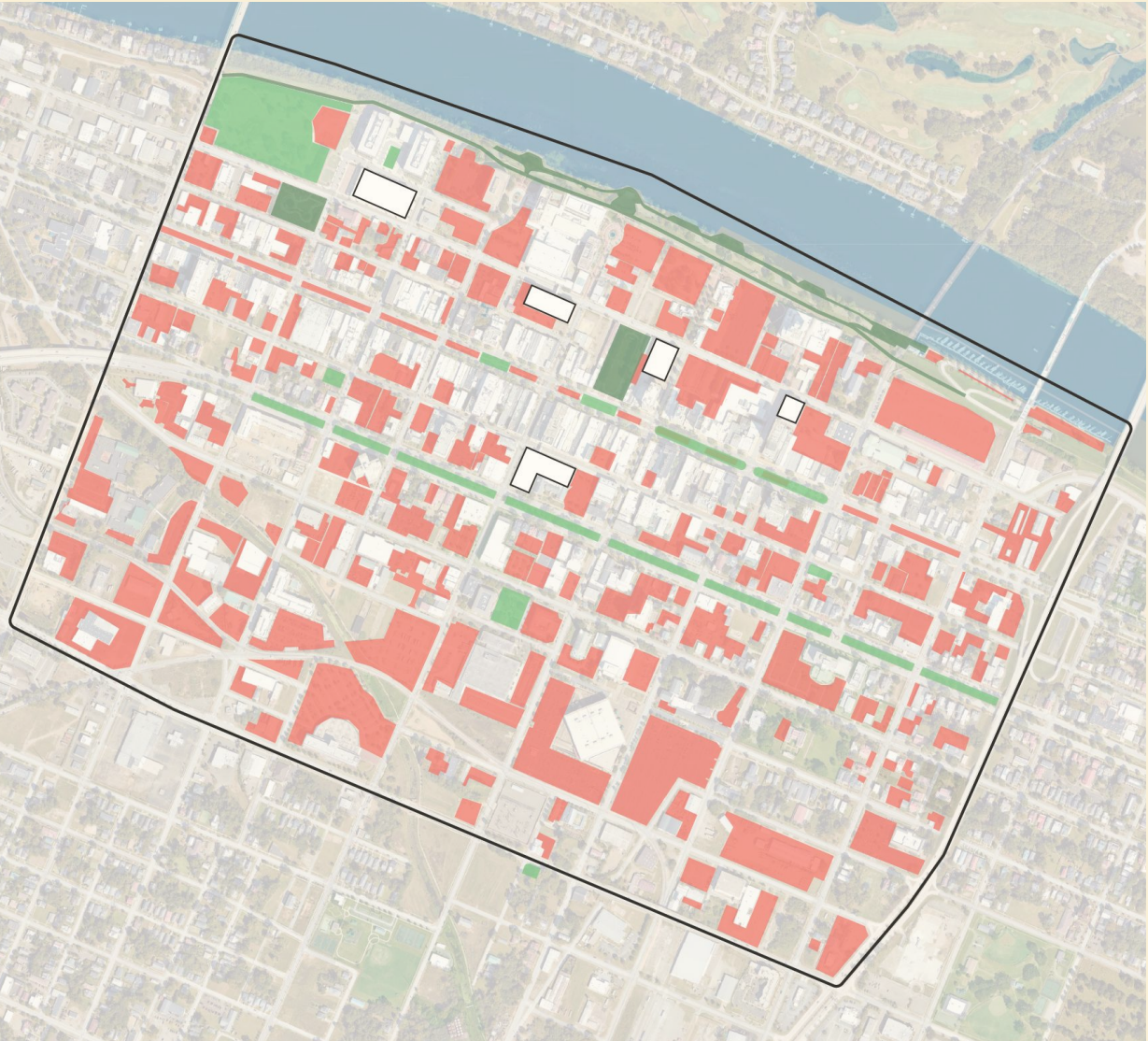


Parking Management Plan

A comprehensive parking strategy is a critical next step for managing downtown growth. With a goal of reducing reliance on surface parking, the City should develop a plan to better utilize existing garages, guide the gradual transformation of underused lots, and improve the day-to-day parking experience. This strategy should be informed by data, tested through short-term pilots, and designed to free up valuable land for public uses like housing, gathering spaces, and green corridors.

Key Features

- 1 Use signage, pricing, and communication strategies to direct drivers to underused parking garages and reduce surface lot pressure.
- 2 Identify surface lots with redevelopment potential and prioritize them for conversion into housing, civic uses, or green spaces.
- 3 Pilot temporary uses on underused lots—like seating, pop-up green space, or food trucks—to test future possibilities and build public support.
- 4 Involve community members and nearby stakeholders in the design and stewardship of any transformed spaces to ensure they’re well-used and well-loved.



Understand and Analyze

PHASE 1
Build a complete, data-backed picture of parking conditions and opportunities.

Strategize and Prioritize

PHASE 2
Create a smart, actionable parking and management plan.

Pilot and Test

PHASE 3
Prove the concept with real-world examples that excite the public.

Embed and Align

PHASE 4
Make parking-to-green-space transitions a permanent, supported process.

Expand and Steward

PHASE 5
Build a vibrant, community-owned network of green spaces downtown.

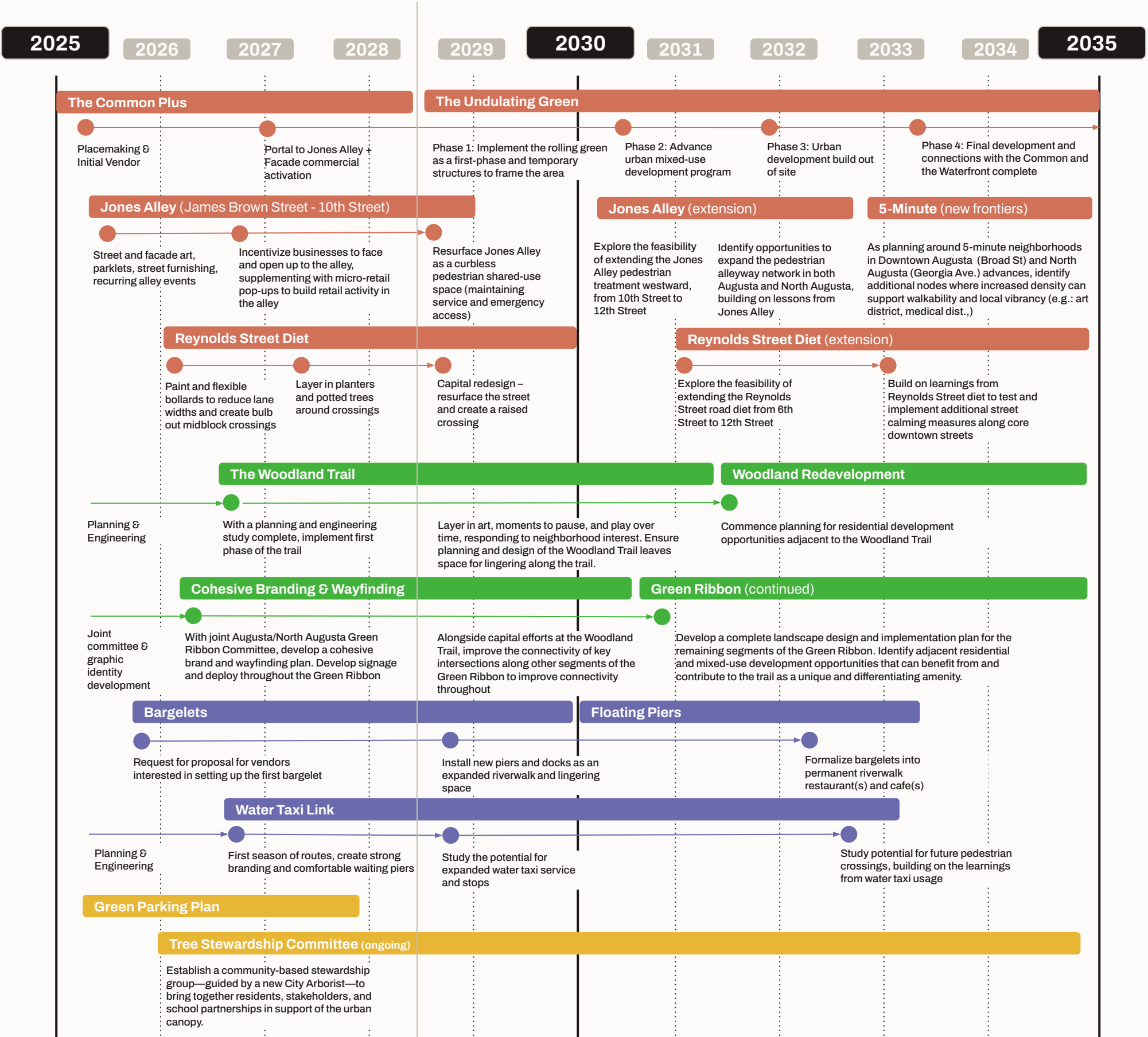
[The When]

Phasing and Sequencing

The first five years focus on building momentum, through visible, high-impact catalytic projects that demonstrate change, energize the public, and build confidence in the plan. Early wins along key corridors, underused sites, and signature public spaces will show what’s possible and lay the groundwork for more complex efforts ahead.

From 2030 onward, the emphasis shifts to scaling and refining: expanding mixed-use developments – the Undulating Green anchor development – growing cultural destinations, expanding more street calming measures in the 5-minute neighborhoods – and deepening impact in each focus area. Political capital and community trust built through early successes will help drive implementation and broaden coalitions around further deepening each Big Move.

This phased approach balances urgency with long-term vision, ensuring that early efforts are not only catalytic but also strategic steps toward a more connected and vibrant downtown Augusta and North Augusta



Moving Forward & Next Steps

The 2035 Plan sets a clear and ambitious path for the future of Downtown Augusta and North Augusta. It is grounded in local insight and shaped by real opportunities for transformation. The cities already have much in their favor: a vibrant event culture, sociable main streets, and deep local pride. Yet today’s downtown still faces some challenges, including large areas dedicated to surface parking, limited everyday amenities, and a built environment that makes it difficult to spend a full day downtown without returning to the car.

This plan addresses those challenges. It combines strategic and tactical projects to create a more complete and livable downtown. At its center are the Big Moves—a shared framework that guides physical improvements and helps align public, private, and civic energy around a common set of long-term goals.

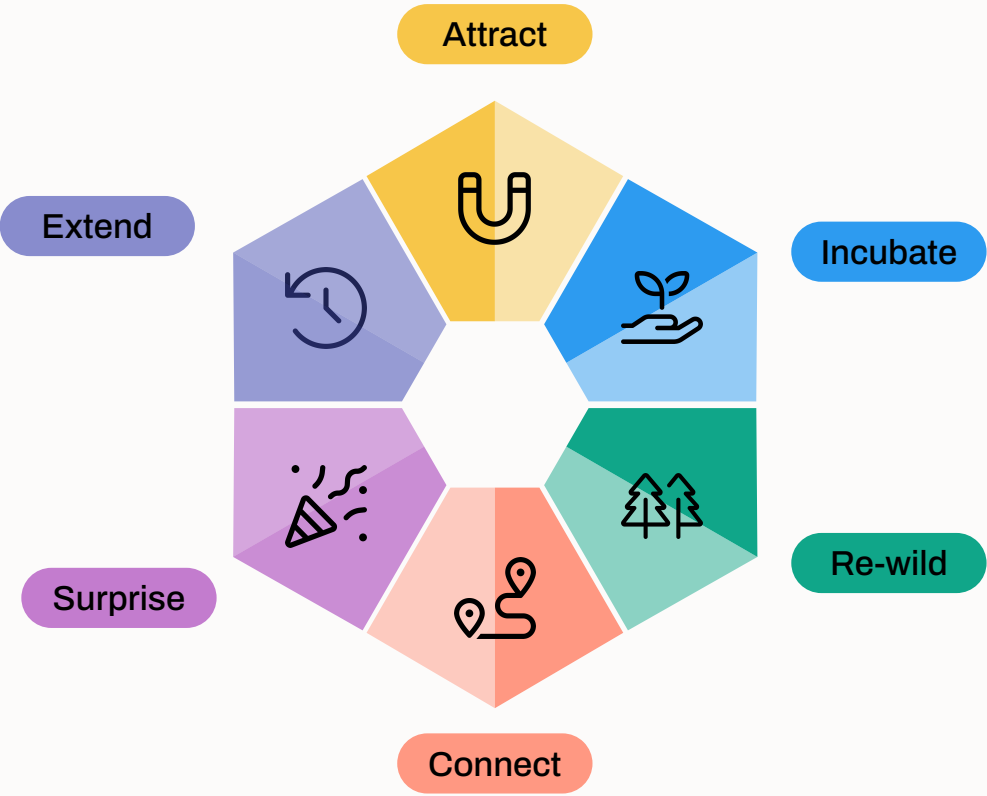
The goal is not to do everything at once, but to sequence the right actions at the right time to build momentum. Early wins can show visible progress, introduce new amenities, and concentrate activity in key areas—laying the foundation for more complex moves in the future.

New public spaces, walkable streets, and improved amenities will do more than enhance the downtown experience. They will help attract new housing, support livable density, and invite more people to set down roots in the city’s core.

By 2035, the plan aims to welcome 8,000 new residents into downtown. This added population will bring the activity and energy needed to support shops, cafes, cultural life, and new transportation options. The result will be a downtown that is easy to walk, welcoming to all, and full of everyday life—a place people choose not just to visit, but to live and stay.

This plan is more than a document. It is a tool for action, offering shared language, clear priorities, and a phased approach that residents, civic leaders, developers, and agencies can rally around. Its success depends on continued collaboration, strong partnerships, and the flexibility to adapt as conditions change.

The next decade is a defining window. With early wins, consistent follow-through, and bold leadership, the 2035 Plan can turn vision into visible change—one project, one street, one neighborhood at a time.





Thank you and onward!

Augusta 2035: Blueprint for Action distills the big ideas, key strategies, and catalytic projects of the 2035 Plan into an essential guide. Designed to be engaging and portable, this document helps partners, stakeholders, and decision-makers align around a shared vision and set of priorities.

Stakeholder Committee

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Bennish Brown, Destination Augusta
Carla Delaney, City of Augusta
Dennis Trotter, Jordan Trotter
Donovan Lee Sin, Augusta National Golf Club
Jeannine Steinkuhl, Crowne Plaza North Augusta
Dr. Jermaine Whirl, Augusta Technical College
Jim Clifford, City of North Augusta
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