



# ECONOMIC DEVELOPMENT

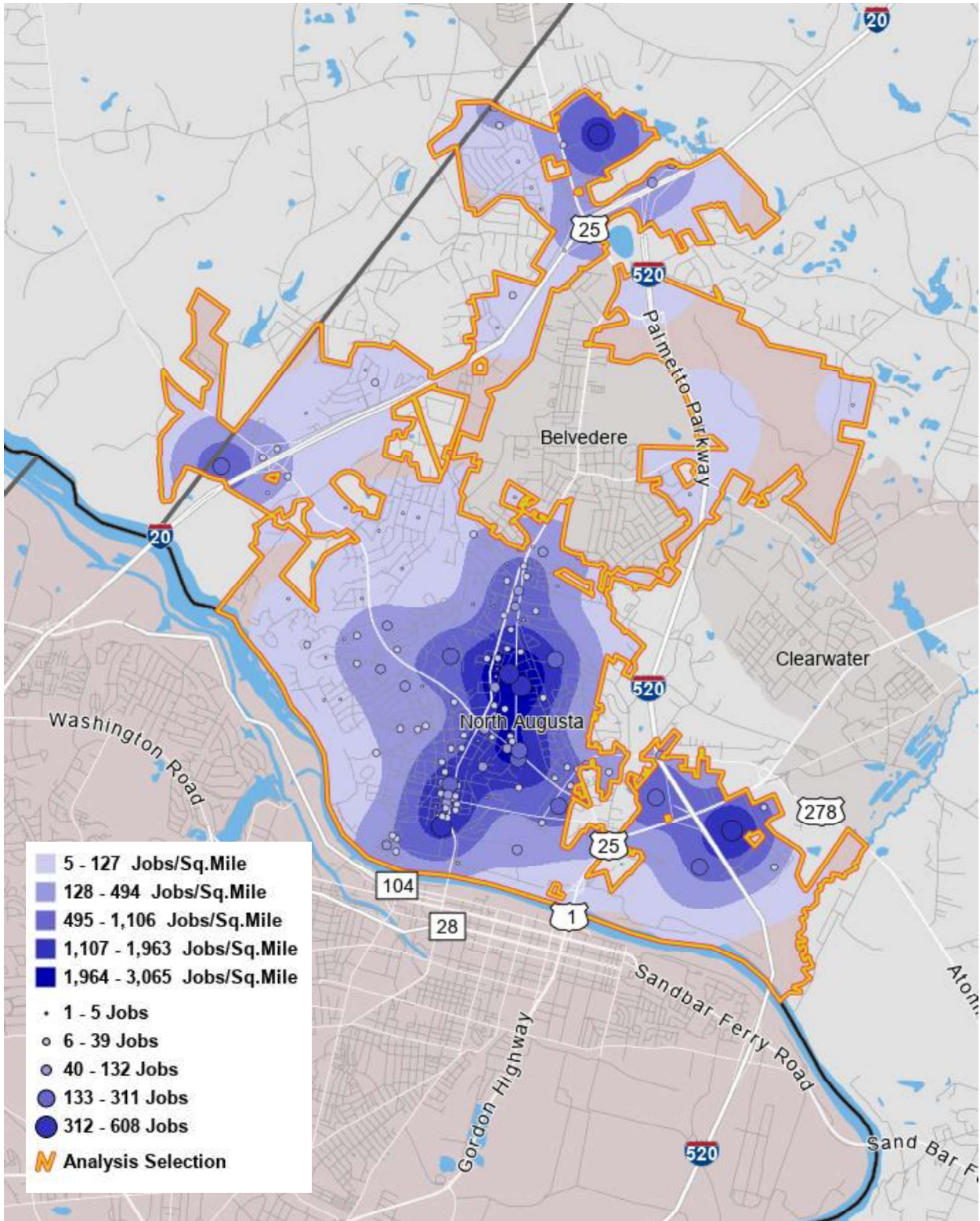
## Overview

Regional and local economic conditions can influence and encourage future growth and development. As the greater Augusta region continues to evolve economically, it is important to understand the role that individual communities play in their greater context. Therefore, when implementing our vision, it will be critical that North Augusta work with other municipalities and organizations to ensure that regional strategies are put in place that leverage our collective strengths to create a more prosperous and competitive region. North Augusta is well-positioned to succeed with a healthy housing market, excellent recreational amenities, and a central location, but it is impacted by future development in downtown Augusta, Fort Gordon, the Savannah River site, other major employers, and local universities. Investment in these facilities and sites can attract residents, businesses, and jobs - all of which would encourage future growth in North Augusta.

## Employment

The greatest concentrations of jobs per square mile in North Augusta are located in the northern part of the City along US-25 (Edgefield Road), the southern part of the City along Knox Avenue, Georgia Avenue, and at Martintown Road close to the Knox Avenue intersection, and the southeastern part of the City, just east of the I-520 and Jefferson Davis Highway intersection. According to the US Census Bureau, in 2018, only 13% of residents of North Augusta worked in North Augusta, while approximately 87% of residents worked somewhere outside the City. Approximately 10% of jobs in North Augusta are worked by residents of the City, while 90% of jobs are worked by residents of another area. The maps on the following pages show the job density of the City and the inflow and outflow of jobs using data from the US Census Bureau for 2018.

▼ City of North Augusta 2018 Labor Shed Map



Source: US Census Bureau

▼ City of North Augusta 2018 Occupational Inflow/Outflow Map



Source: US Census Bureau

### Employment by Industry

The City of North Augusta residents work in a variety of industries. In 2019, most residents were working in fields related to education, health, and social assistance. There was a decrease in the number of residents working in construction, wholesale trade, education services, health care, and social assistance. The number of residents working in retail trade saw the largest increase. The South Carolina Department of Employment and Workforce provide industry projections for select workforce investment areas (WIA). The Lower Savannah region represents Aiken, Allendale, Bamberg, Barnwell, Calhoun, and Orangeburg Counties. The latest projections provided for these counties are for 2026 and show increases for employment in most industries, especially transportation and warehousing, healthcare, administrative and support, and real estate, rental, and leasing positions. Area projections show a significant decrease in agriculture, forestry, fishing, and hunting positions.

#### ▼ *Where North Augusta residents work*

| INDUSTRY  | 2010  | 2019  | 2010         | 2019          | % Change     |
|---|-------|-------|--------------|---------------|--------------|
| Agriculture, forestry, fishing and hunting, & mining                              | 0.5%  | 0.6%  | 46           | 63            | ▲ 37%        |
| Construction  | 6.2%  | 4.7%  | 605          | 516           | ▼ 15%        |
| Manufacturing   | 11%   | 11.9% | 1,075        | 1,295         | ▲ 20%        |
| Wholesale trade   | 2.3%  | 1.5%  | 226          | 163           | ▼ 28%        |
| Retail trade  | 10.5% | 15.6% | 1,022        | 1,707         | ▲ 67%        |
| Transportation, warehousing, and utilities  | 7.5%  | 6.8%  | 734          | 745           | ▲ 1%         |
| Information   | 1.3%  | 1.4%  | 123          | 155           | ▲ 26%        |
| Finance, insurance, real estate, rental, & leasing                                | 4.6%  | 6.6%  | 447          | 720           | ▲ 61%        |
| Professional, scientific, management, administrative, & waste management services | 12.1% | 11.4% | 1,177        | 1,248         | ▲ 6%         |
| Education services, health care, & social assistance                              | 26.5% | 21.5% | 2,585        | 2,351         | ▼ 9%         |
| Arts, entertainment, recreation, accommodation, & food services                   | 6.3%  | 7.1%  | 613          | 775           | ▲ 26%        |
| Public Administration   | 4.8%  | 4.7%  | 471          | 511           | ▲ 8%         |
| Other services  | 6.5%  | 6.1%  | 639          | 671           | ▲ 5%         |
| <b>Total</b>  |       |       | <b>9,763</b> | <b>10,920</b> | <b>▲ 12%</b> |

Source: US Census Bureau American Community Survey

### North Augusta Industry

Approximately 20.6% of the labor force in North Augusta is in the accommodation and food service sector, which is approximately double that of Aiken County, the Augusta Metropolitan Statistical Area (MSA), and South Carolina. The figure on the following page shows the industries located in North Augusta and how growth in those industries has changed from 2010

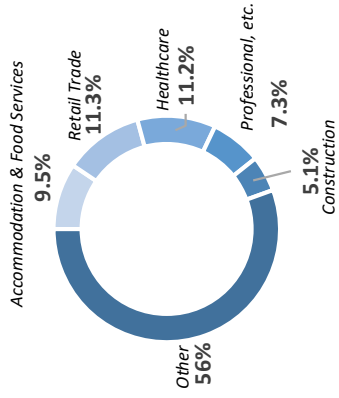
to 2018. The graphs below outline the top five industries in North Augusta and how they compare to the region.

▼ North Augusta Industries

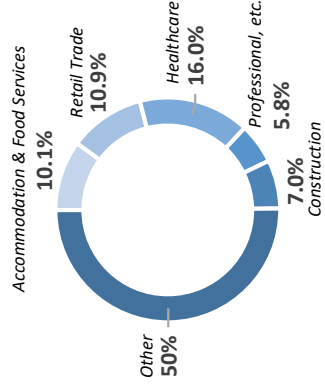
| INDUSTRY   | 2010  | 2018  | 2010         | 2018         | % Change    |
|--|-------|-------|--------------|--------------|-------------|
| Agriculture, forestry, fishing, and hunting              | 0.2%  | 0.0%  | 10           | 0            | ▼100%       |
| Mining, quarrying, oil, & gas extraction                 | 0.0%  | 0.0%  | 0            | 0            | 0%          |
| Utilities  | 0.0%  | 0.0%  | 0            | 0            | 0%          |
| Construction   | 4.0%  | 6.8%  | 260          | 492          | ▲89%        |
| Manufacturing  | 5.1%  | 6.1%  | 332          | 437          | ▲32%        |
| Wholesale trade  | 1.6%  | 1.3%  | 105          | 92           | ▼12%        |
| Retail trade   | 27.1% | 20.2% | 1,775        | 1,454        | ▼18%        |
| Transportation & warehousing                             | 1.3%  | 6.6%  | 87           | 474          | ▲445%       |
| Information  | 2.2%  | 1.8%  | 146          | 130          | ▼11%        |
| Finance & insurance                                      | 10.3% | 4.5%  | 677          | 322          | ▼52%        |
| Real estate, rental, & leasing                           | 1.0%  | 1.8%  | 63           | 127          | ▲102%       |
| Professional, scientific, & Technical Services           | 4.3%  | 7.2%  | 282          | 519          | ▲84%        |
| Management of Companies & Enterprises                    | 0.2%  | 0.2%  | 10           | 13           | ▲30%        |
| Administration & support, waste management & remediation | 2.8%  | 2.8%  | 186          | 205          | ▲10%        |
| Education services                                       | 1.3%  | 1.7%  | 82           | 124          | ▲51%        |
| Health care & social assistance                          | 15.0% | 11.0% | 981          | 793          | ▼19%        |
| Arts, entertainment, & recreation                        | 1.0%  | 1.1%  | 64           | 76           | ▲19%        |
| Accommodation & food services                            | 16.9% | 20.6% | 1,107        | 1,485        | ▲34%        |
| Public Administration                                    | 3.8%  | 3.9%  | 136          | 284          | ▲109%       |
| Other services   | 2.1%  | 2.6%  | 247          | 186          | ▼25%        |
| <b>Total</b>   |       |       | <b>6,550</b> | <b>7,213</b> | <b>▲10%</b> |

Source: US Census Bureau OnTheMap

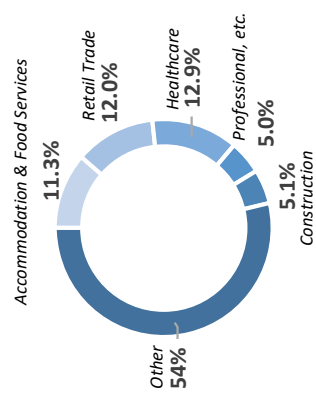
AIKEN COUNTY



AUGUSTA MSA



SOUTH CAROLINA



**PRIORITY INVESTMENT AREAS**

North Augusta’s priority investment areas (PIAs) create the opportunity for economic growth over the next ten or more years. The areas identified as PIAs are Downtown, Martintown Road, and Knox Avenue.

**Downtown**

Georgia Avenue is the heart of North Augusta’s Downtown, which runs North to South from Jackson Avenue to Bluff Avenue. The vision for Downtown is:

- Sensitive integration of new development with existing buildings.
- Emphasized historic city fabric with small blocks and connectivity.
- Enhance the public realm with streetscape and park improvements, including the extension of the Greenway through Bluff Avenue to connect it to Downtown.

**Martintown Road**

The vision for Martintown Road is:

- New mixed-use development along major corridors in place of failing or aging commercial areas.
- Improved connectivity between the mixed-use centers and surrounding neighborhoods with new side streets.
- New housing options to line new streets or integrate into new mixed-use centers.
- Re-engineering of major intersections, like between Martintown Road and Carlina Avenue.
- Developed out-parcels and redeveloped underutilized big-box parking lots for new investment.



▲ Proposed redevelopment design for Downtown



▲ Proposed redevelopment designs for the Martintown Rd and Carolina Avenue Intersection ▼



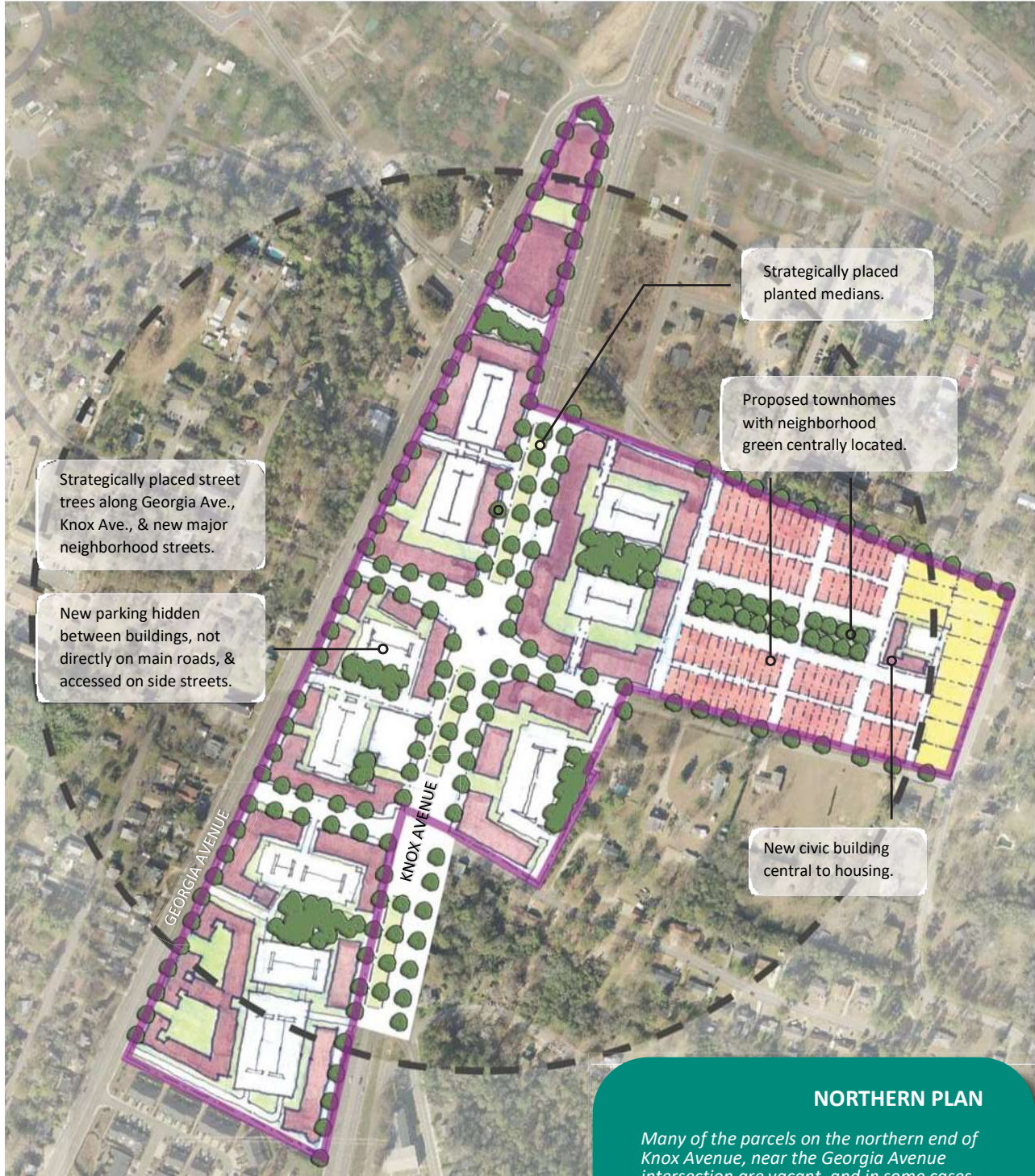


▲ Proposed redevelopment designs for Knox Avenue


### Knox Avenue

The vision for Knox Avenue is:

- New horizontal and vertical mixed-use development along major corridors and around existing successful commercial areas.
- Improved connectivity between the mixed-use centers and surrounding neighborhoods with new side streets.
- Revitalized public realm with streetscape improvements, including enhancements to the existing multi-use trail and adding more planned medians.
- Re-engineering of major intersections for pedestrians, like between Knox Avenue and Martintown Road.
- Developed out-parcels and redeveloped underutilized big-box parking lots for new investment.



**Legend**

-  Detached Single-Family
-  New Buildings: Mixed-Use, Commercial, or Multi-Family Residential
-  Townhomes
-  Open Space

**NORTHERN PLAN**

Many of the parcels on the northern end of Knox Avenue, near the Georgia Avenue intersection are vacant, and in some cases, abandoned. A complete redevelopment of this section of Knox Avenue could consist of new pedestrian-friendly buildings placed up to the street with parking in the rear. Additionally, a mix of uses could be supported here, including multifamily housing, which would create a more walkable bookend to this important corridor in North Augusta.





New developments on existing big-box parking lots.

Strategically placed planted medians.

Retrofit existing big-box stores into civic buildings.

New out-parcel development.

New Street

Green existing parking lots.

Strategically placed street trees along Knox Ave. & new major neighborhood streets.

Keep existing big-box uses.


Retrofit existing big-box stores into civic buildings.

Preserve green buffers on major roads.

**CENTRAL PLAN**




*This concept illustrates a more structured alternative to the existing development pattern by introducing new side streets to create small blocks and better integrate these commercial centers into the surrounding residential fabric. The plan illustrates the potential redevelopment of some big-box retail centers, some for civic uses like schools, recreation centers, or other institutions. Out-parcel structures line Knox Avenue to provide smaller scale options and create a pedestrian-oriented streetscape, complete with planted medians, more crosswalks, street trees, and the improvement of the existing Greenway.*

**Legend**

-  Existing Buildings
-  Open Space
-  New Buildings: Mixed-Use, Commercial, or Multi-Family Residential



**Legend**

-  Existing Buildings
-  New Buildings: Mixed-Use, Commercial, or Multi-Family Residential
-  Open Space

**SOUTHERN PLAN**

*This concept illustrates new structures continuing down the Knox Avenue frontage and across Martintown Road. The intense intersection between the two streets becomes subdued and the existing access into the commercial center for Publix becomes a street lined with small buildings. The expansive parking lot is also broken down into new blocks with tree-lined streets that connect to the existing neighborhoods to the south. New connections to surrounding neighborhoods can encourage more walking and biking to stores, businesses, or community facilities.*

## GOALS & STRATEGIES

### 4.1

#### **FOCUS DEVELOPMENT & RESOURCES INTO PRIORITY INVESTMENT AREAS:**

Focus future growth and development to Priority Investment Areas to support long-term economic vitality in North Augusta.

##### **4.1.1. Provide incentives, such as, reduced setback and reduced parking requirements, to attract new investment to existing sites.**

Reducing parking requirements and setbacks may encourage developers to build in North Augusta's Priority Investment Areas. This may also increase a site's development potential and include additional space for landscaping.

##### **4.1.2. Include specific policies for the Priority Investment Areas in other planning documents.**

When appropriate, planning documents should reference the Priority Investment Areas and include specific policies to implement their redevelopment.

##### **4.1.3. Complete small area plans for each Priority Investment Area.**

Completing area plans for Priority Investment Areas can be used to identify and provide more detail about potential redevelopment and infill opportunities in North Augusta.

### 4.2

#### **ATTRACT HIGH-QUALITY JOBS & POSITIVE ECONOMIC ACTIVITY**

Attracting new industries and improving the quality of life for employees in North Augusta will position the City regionally for economic growth.

##### **4.2.1. Revise zoning to support mixed-use infill development.**

The revitalization of Priority Investment Areas requires a mix of uses for North Augusta's citizens including retail, offices, businesses, entertainment, and restaurants. To allow and encourage this, some zoning regulations will need to be revised to allow higher densities, no parking minimums, and a greater variety of uses.

##### **4.2.2. Attract industries important to the region.**

Identify industries that are important to the economic growth of North Augusta and work with the Aiken, Edgefield, McCormick, & Saluda Counties Economic Development Partnership to attract those industries.

**4.2.3. Invest in rural amenities that improve quality of life for residents.**

A community with a high-quality of life can help keep existing residents and recruit new residents to North Augusta. Redeveloping downtown, and expanding and improving other unique features, such as the Greenway and riverfront, can improve overall quality of life and attract businesses and industries to spark economic growth.

**4.2.4. Provide incentives to foster new and small businesses.**

Identify incentives, such as training or other incubators, that will attract and retain new and small businesses in North Augusta.

**4.2.5. Support the priorities and principals of the Aiken, Edgefield, McCormick, & Saluda Counties Economic Development Partnership.**

There should be special emphasis on these activities:

- Support educational initiatives that enhance the skills of workers in this region
- Provide specific proposals and host visits as requested by prospects, consultants, and economic development allies
- Publish and maintain up-to-date statistical and demographic information
- Provide support for growth and increased investment of existing industry
- Encourage expanded water and sewer infrastructure development, especially in areas of projected industrial growth
- Maintain an inventory of sites and buildings that can be used for manufacturing, distribution, and research and development projects. Identify and gather information for additional sites to be added to the inventory

## 4.3

**PRIORITIZE INFILL & REDEVELOPMENT:**

Focus future growth and development to Priority Investment Areas to support long-term economic vitality in North Augusta.

**4.3.1. Provide incentives that make infill redevelopment as economically attractive as “greenfield” development.**

**4.3.2. Use utility extension policies to discourage development beyond the current urban service limit.**

**4.3.3. Ensure high quality design for new and infill development.**

**4.3.4. Incentivize the redevelopment of aging and high-vacancy shopping centers to high-density, mixed-use, walkable activity centers.**

## 4.4

### **IDENTIFY TARGETED BUSINESSES AND INVESTMENT FOR THE I-20/I-520 INTERCHANGE:**

Create a unique and appropriate gateway to North Augusta that supports the economic vitality of the City.

**4.4.1. Work with regional economic development organizations, such as Aiken-Edgefield-Saluda Economic Development Partnership and the Augusta Economic Development Authority to create strategies on how to develop the I-20/I-520 interchange to attract further investment to the area.**

## 4.5

### **FOCUS NEW DEVELOPMENT IN OR NEAR MIXED-USE ACTIVITY CENTERS:**

Encourage mixed-use in neighborhood activity centers.

**4.5.1. Identify the existing and new locations of mixed-use centers so that every resident is within walking distance.**

**4.5.2. Ensure all activity centers include public space.**