



City of Rincon 25-Year Master Plan Public Kickoff Meeting



Thursday, April 16, 2026
6:30 -8:00 PM



Meeting Agenda

- Meet the Project Team
- Master Plan Scope & Schedule
- Existing Conditions Overview
- Q & A
- Input Activities

Meet The Project Team

➤ City of Rincon

- Planning and Development
- City Council

➤ Consultant Team



PLANNING
ARCHITECTURE
LANDSCAPE ARCHITECTURE



Adam Williamson
Principal-in-Charge



Jia Li
Project Manager



Bert Kuyrkendall
Senior Transportation
Planner and Engineer



Trisha Colpetzer
Marketing Specialist

ARNETT MULDROW
& ASSOCIATES



Aaron Arnett
Director



Carla Jaynes
Planner





MASTER PLAN SCOPE & SCHEDULE

Why the 25-Year Master Plan?

- Rincon, known for its close-knit community and deep ties to the railroad industry, is experiencing steady growth. As the City looks ahead, there is a need for a forward-thinking, yet grounded Master Plan that respects Rincon's heritage while preparing for future opportunities and challenges.
- This Master Plan will guide Rincon's growth and development through the year 2050, honoring its rich railroad history and small-town character while positioning the City for a vibrant, sustainable future.



What will this plan address?

- Community Visioning
- Demographic and Economic Analysis
- Land Use and Growth Management
- Transportation and Mobility
- Housing
- Parks, Recreation, and Open Space
- Infrastructure and Utilities
- Economic Development
- Potential Annexation
- Implementation Plan



PROJECT SCHEDULE



Key Public Meeting Dates

Kick-Off Meeting



April 16th
6:30 -8:00 PM
Macomber Park

Visioning Workshop



Week of June 22nd
Exact date/time TBD

Final Open House



Week of August 24th
Exact date/time TBD



Stay Connected

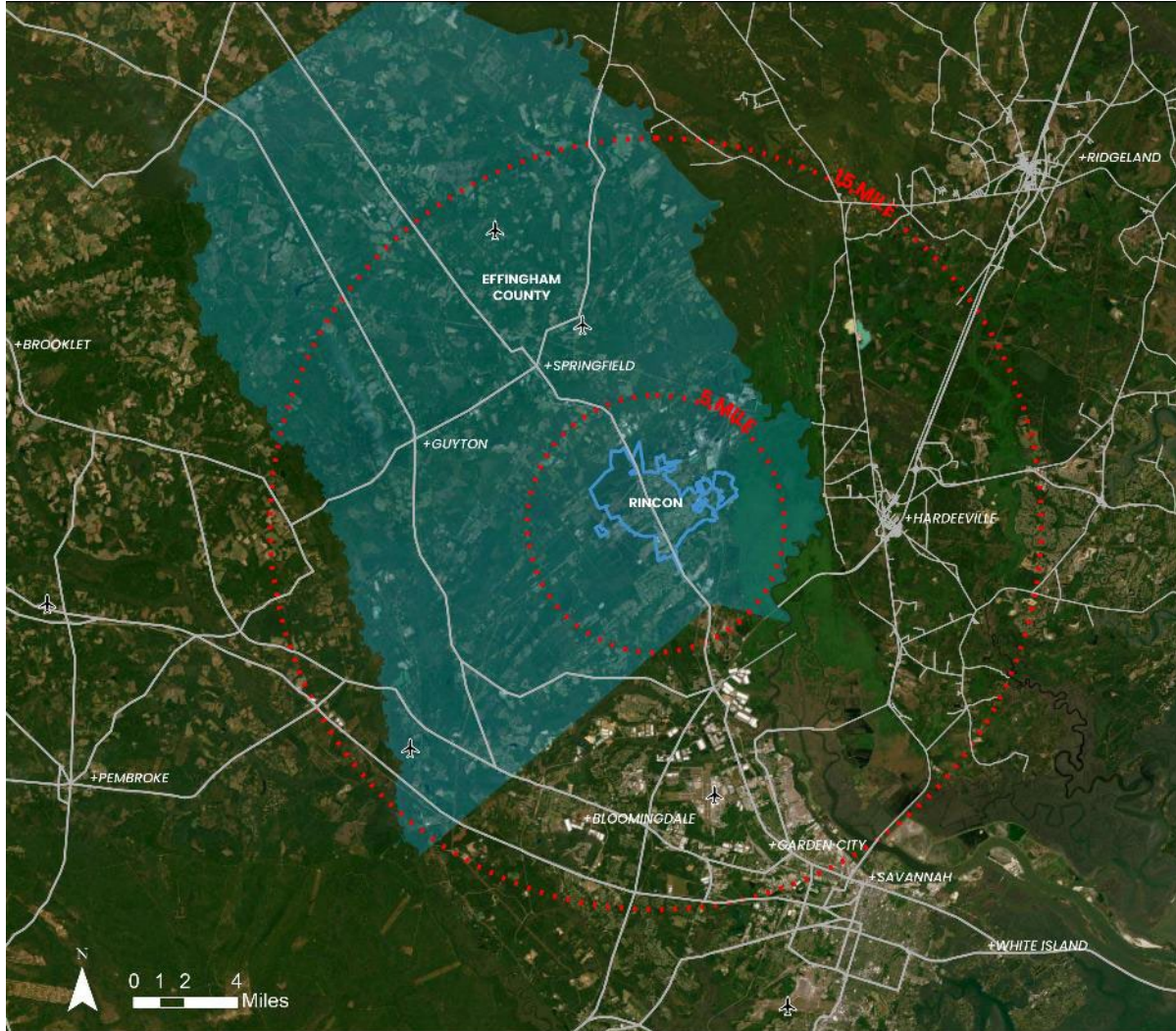
- Project link on city website
- Survey
 - Similar as input activities at the second half of Kickoff Meeting
 - Available online after Kickoff Meeting
- Social media
- Contact project team
 - City contact: Teri Lweis, tlewis@rinconga.gov, (912) 826-5745
 - Consultant contact: Jia Li, jli@tsw-design.com, (470) 751-2521





EXISTING CONDITIONS OVERVIEW

Study Area and Context



- Small, turn-of-the century railroad town
- Located in Effingham County, just northwest of Savannah
- ~7,870 acres/ 11.2 square miles
- SR-21 (Columbia Avenue) going through the city from north to south
- Easy access to Savannah/Hilton Head International Airport

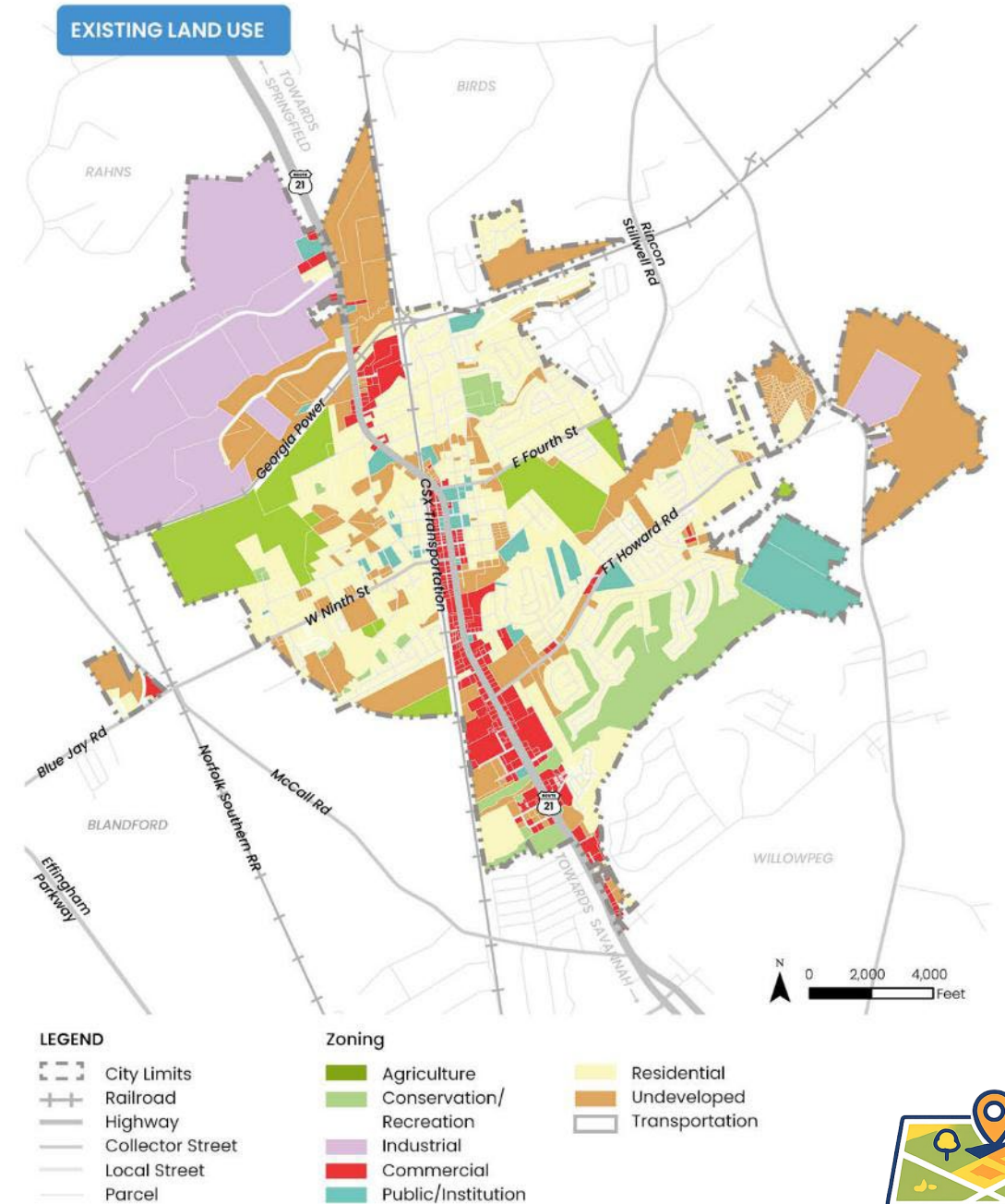


City of Rincon Master Plan Area



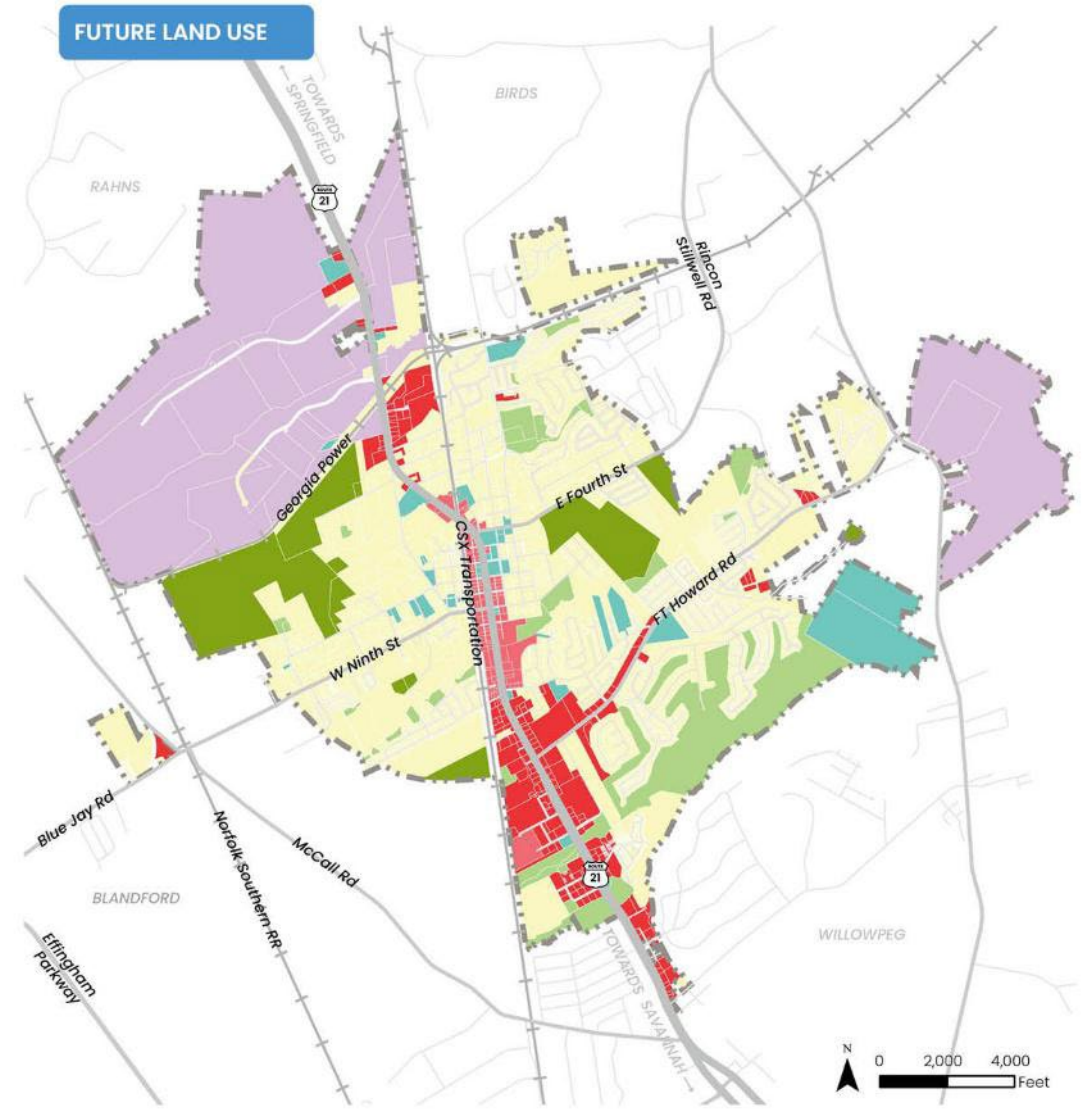
Existing Land Use

- Commercial primarily along SR-21
- Industrial use concentrated at northwest corner
- Residential around core area
- A significant portion of land remains undeveloped throughout the city



Future Land Use Plan

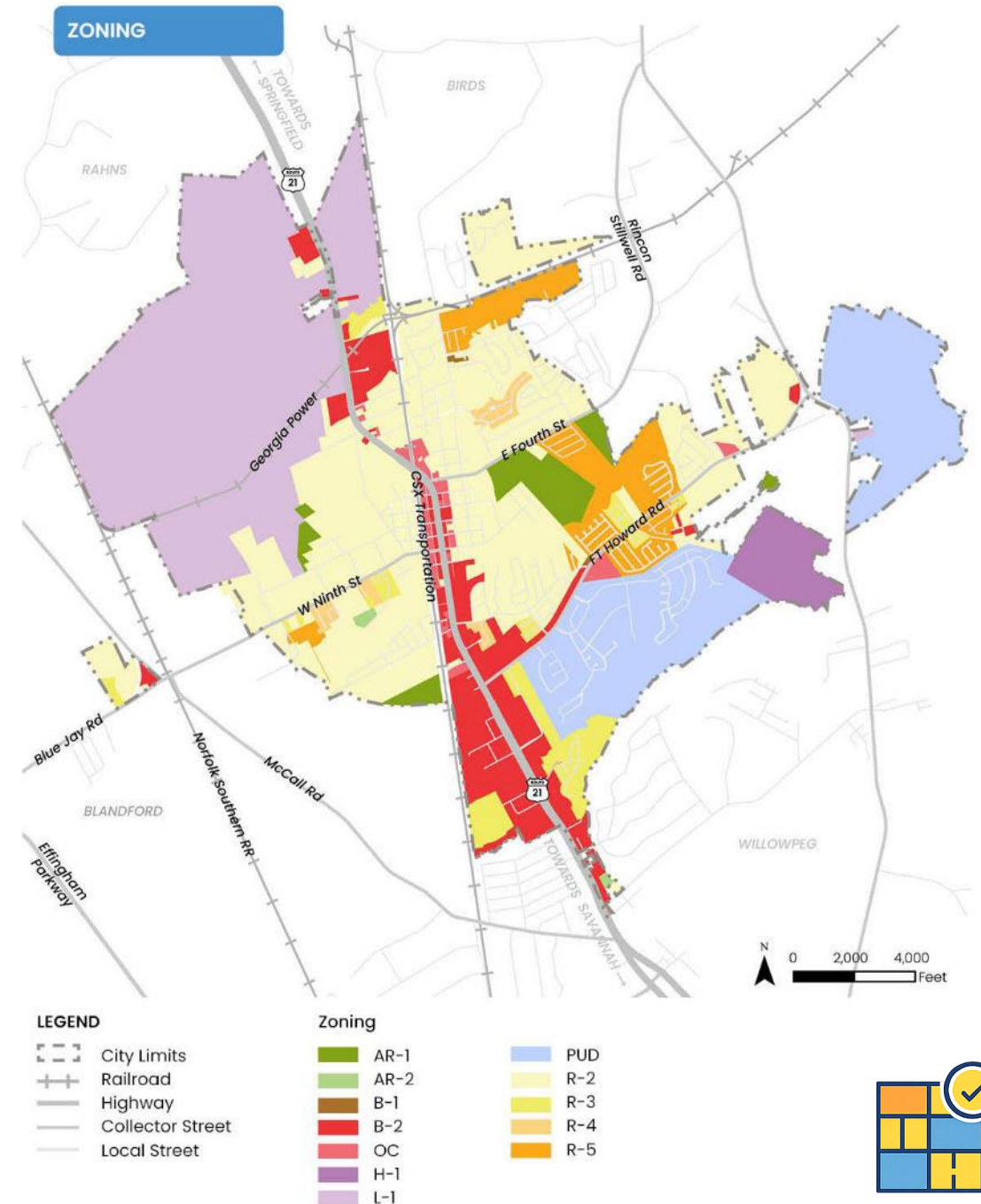
- Commercial focus around SR-21 and Fort Howard Road intersection
- Mixed use along SR-21 between E. Fourth Street and Fort Howard Road
- Industrial use at northwest and eastern corners
- Stabilize residential around core area



Current Zoning

UDO passed in 2025

- AR Districts: Agricultural Residential
- R Districts: Residential
- OC: Business, institution, and limited commercial
- B Districts: Commercial
- L & H Districts: Light and heavy industrial
- Overlay districts:
 - Transitional Residential Business
 - SR-21 corridor
 - Fort Howard Corridor



Commercial



Residential



Park/Open space

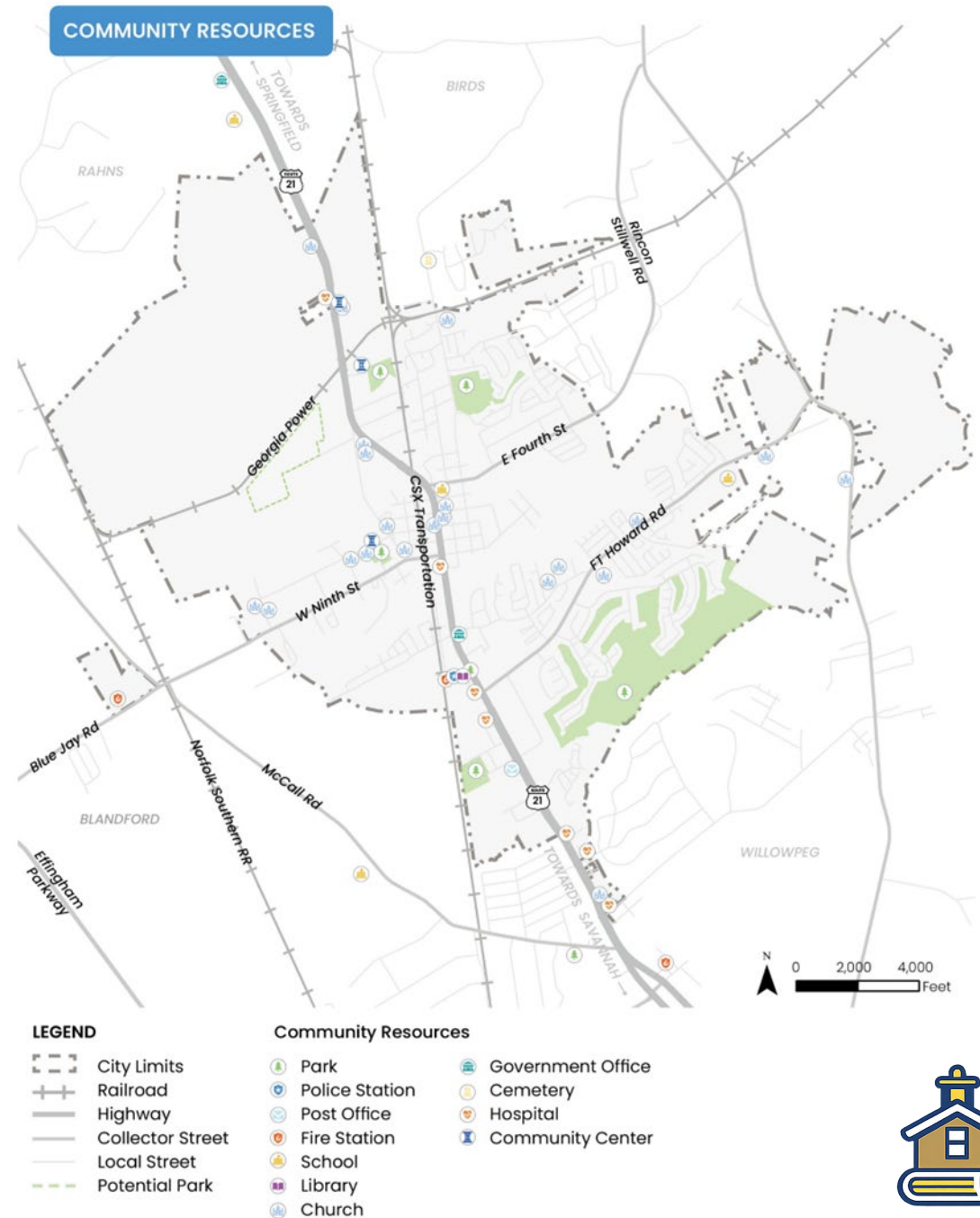
Macomber Park



Veteran's Park

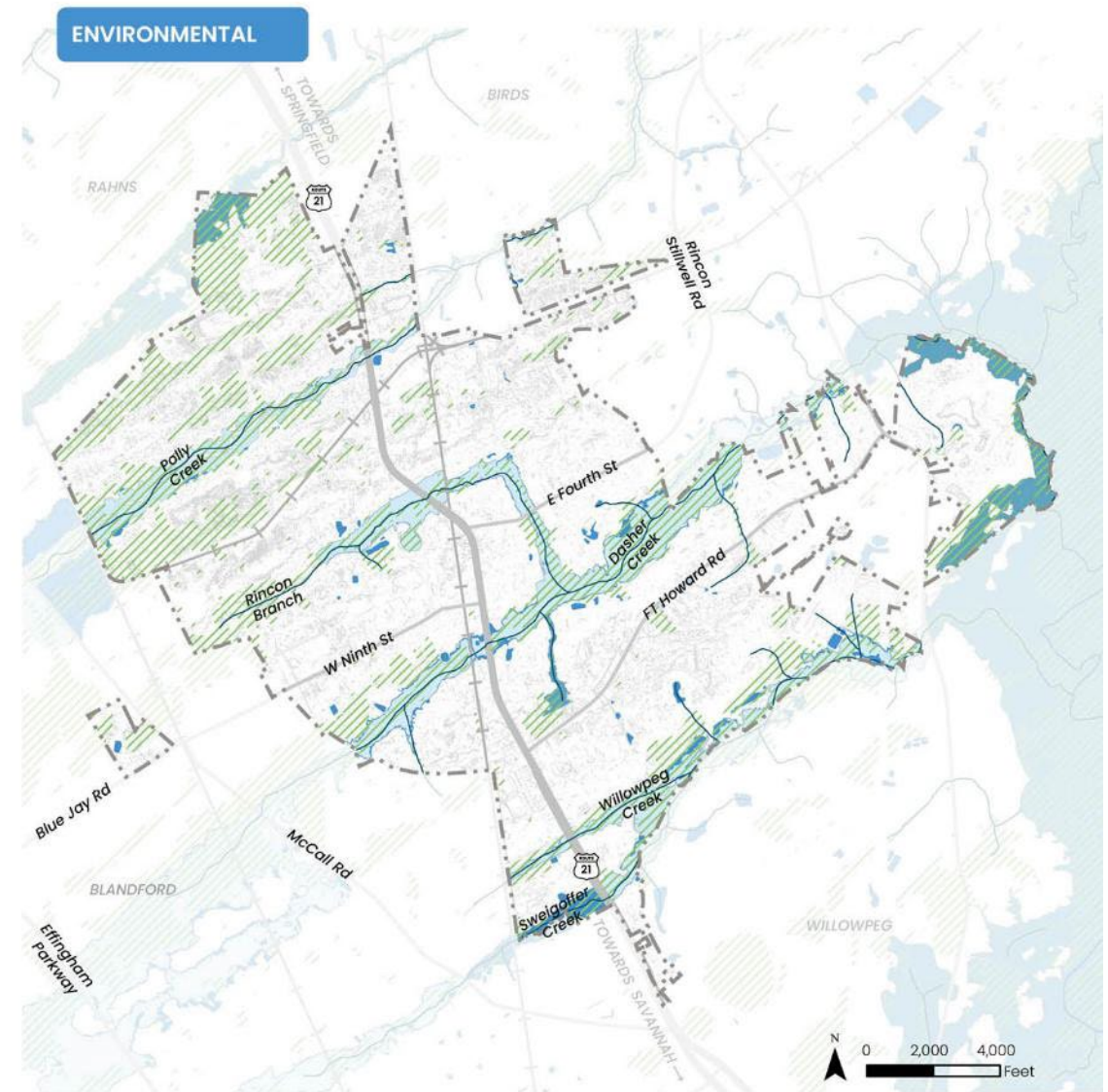
Community Resources

- Most facilities located along SR-21 and Fort Howard Road
- Major parks & open space
 - Macomber Park
 - City Club
 - Freedom Park
 - Patriot's Park
 - Veteran's Park
 - Planned new 80-acre park



Environmental

- Several creeks leading to Savannah River
 - Willowpeg Creek
 - Dasher Creek & Rincon Branch
 - Polly Creek
- Extensive wetlands
- Gently rolling and flat topography, with an average elevation around 62 feet



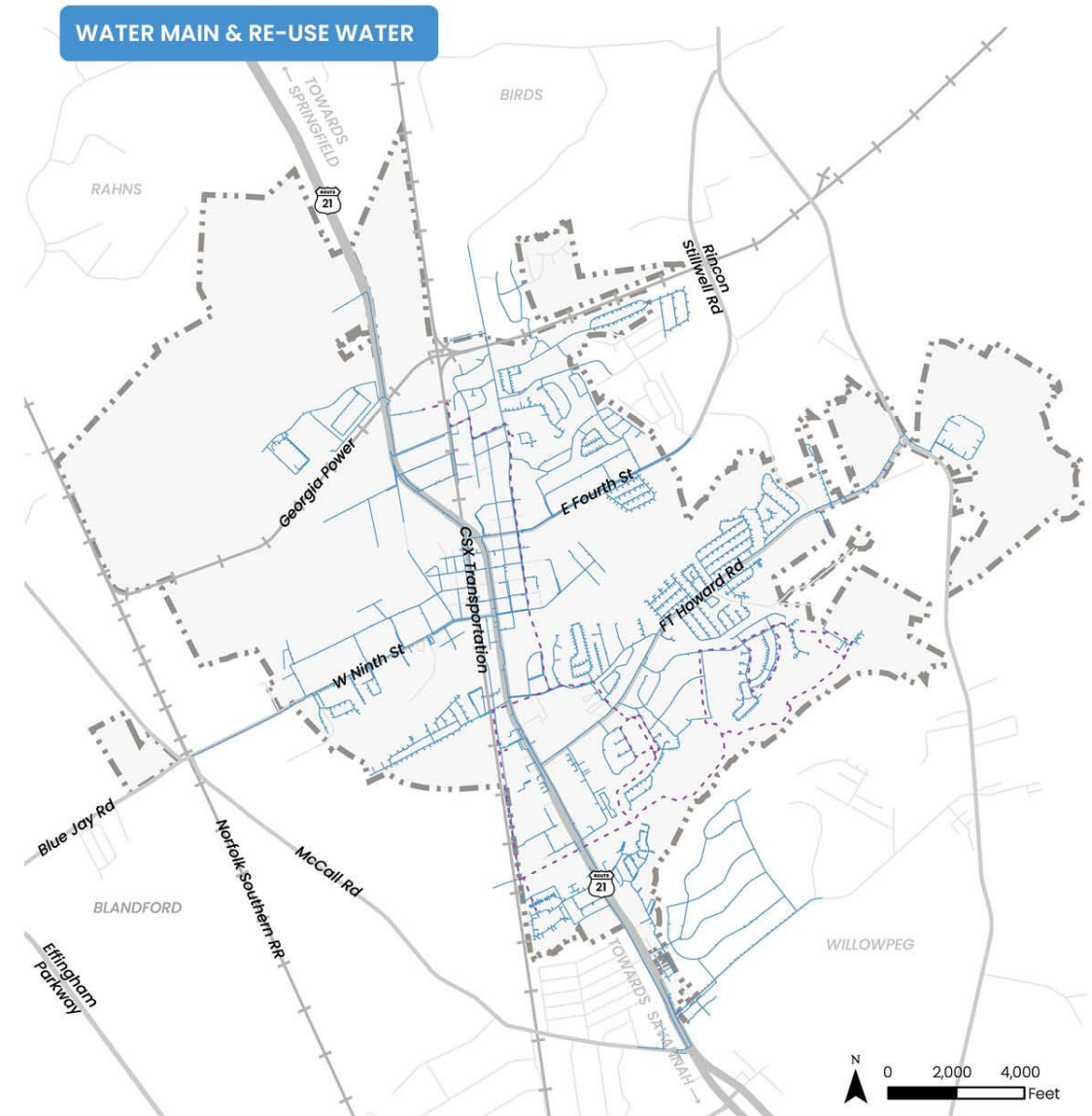
LEGEND

- | | |
|--------------------|--------------|
| City Limits | Lake/Pond |
| Railroad | Wetlands |
| Highway | 2ft Contours |
| Collector Street | |
| Stream/Creek | |
| 100-yr Floodplains | |
| 500-yr Floodplains | |



Utilities - Water

- A recently funded surface water treatment plant and a major water line intended to feed Hyundai are expected to change local water sourcing and spur additional growth



LEGEND

- City Limits
- Railroad
- Highway
- Collector Street
- Local Street
- Parcel
- Water Main Line
- Re-use Line



Utilities - Sewer

- City of Rincon operates its own waster water treatment plant at 500 Ackerman Road.
- Current sewer capacity is limited; a grant-funded upgrade will add roughly 400,000 gallons per day by year-end.



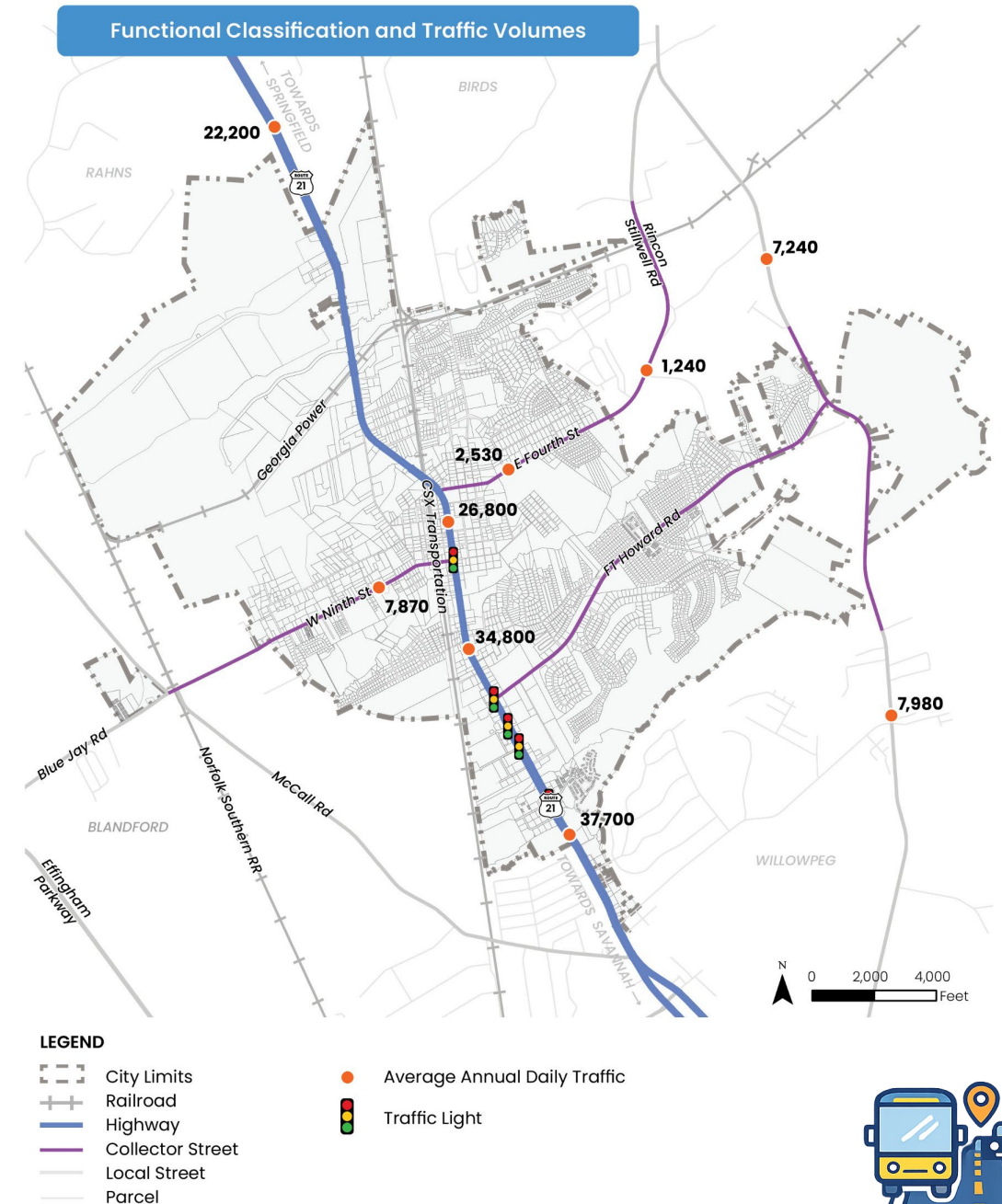
LEGEND

- | | |
|------------------|--------------------------------|
| City Limits | Sanitary Sewer Main Line |
| Railroad | Sanitary Sewer Service Line |
| Highway | Sanitary Sewer Force Main |
| Collector Street | Waste Water Treatment Facility |
| Local Street | |
| Parcel | |

Transportation

Street Network

- Highest traffic concentrates on the main north–south highway corridor
- East–west collectors carry moderate, supporting volumes
- Most local streets have low volumes, reinforcing a clear network hierarchy



Transportation

Mobility Safety

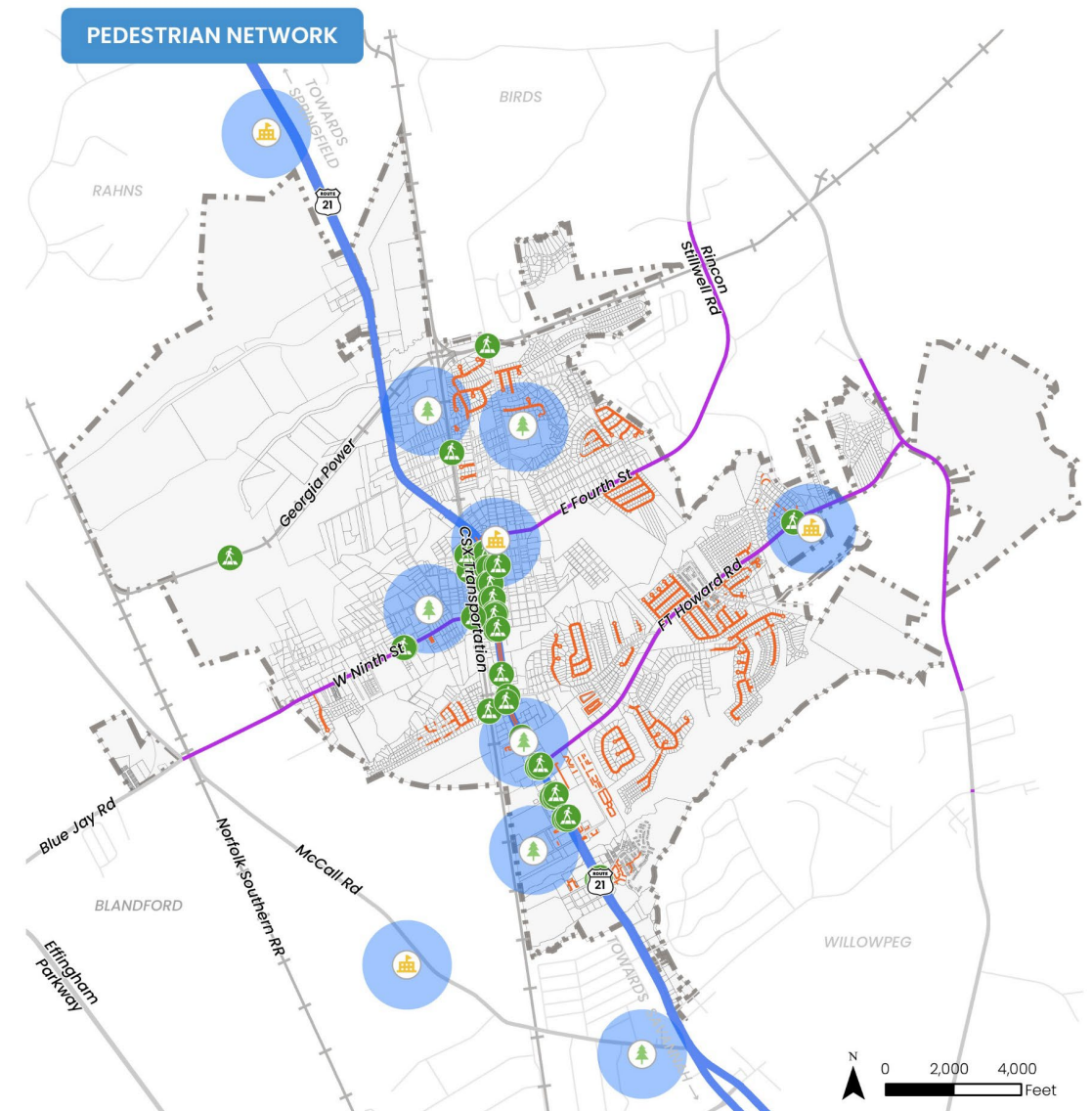
- Fatal crashes cluster along the main north–south corridor
- Several crashes occur on outer corridors, especially to the east
- Limited but dispersed pattern suggests corridor-focused safety issues



Transportation

Walkability

- Sidewalks are concentrated in the central core and in some neighborhoods
- Crosswalks cluster along Columbia Avenue
- Peripheral areas show clear gaps in pedestrian infrastructure



SR-21

Northern section >>



<< Middle section

Southern section >>



Collector Streets

E Fourth Street >>



<< W 9th / Blandford Rd



Fort Howard Road >>

Transportation Projects for Potential MPO Funding

Corridor Studies

1. Fort Howard Road “ Main Street ” Corridor Study
2. 4th Street Roadway Safety Audit from SR 21 to Bunyan Kessler Road
3. 9th Street from Effingham Parkway to SR 21
4. Ackerman Road Extension

Non-motorized Transportation

1. Fort Howard Road Trail from SR 21 to Old Augusta Road Scoping Project
2. Wisenbaker Road Sidewalk Project from SR 21 to Fort Howard Road
3. Willowpeg Way Sidewalk Project from Wisenbaker Road to Fort Howard Road
4. 9th Street Sidewalk Project from SR 21 to Lexington Avenue
5. Lexington Avenue Sidewalk Project from 9th Street to Macomber Park
6. SR 21 Sidewalk Project from Chimney Road to Lisa Street
7. Lisa Street Sidewalk Project from SR 21 to Fort Howard Road



Transportation Projects for Potential MPO Funding

Intersection Improvements

1. SR 21 at 4th Street (Effingham County TMP Project ID I-48)
2. SR 21 at 9th Street (Effingham County TMP Project ID I-37)
3. SR 21 at Fort Howard Road (Effingham County TMP Project ID I-38)
4. SR 21 at Prosperity Drive/Walmart Access (Effingham County TMP Project ID I-39)
5. SR 21 at Towne Park Drive (Effingham County TMP Project ID I-41)



Transportation Projects for Regional Coordination

1. Southeastern Road Network Expansion (SERN) – McCall Road to SR 21
2. SR 21 from SR 30/Chatham to McCall Road/Effingham (GDOT PI No. 0020172 – Phase 1)
3. SR 21 from McCall Road to 9th Street Effingham (Phase 2)
4. McCall Road Multi-Use Trail
5. Goshen Road Multi-Use Trail
6. CORE MPO Bicycle and Pedestrian Facility Study

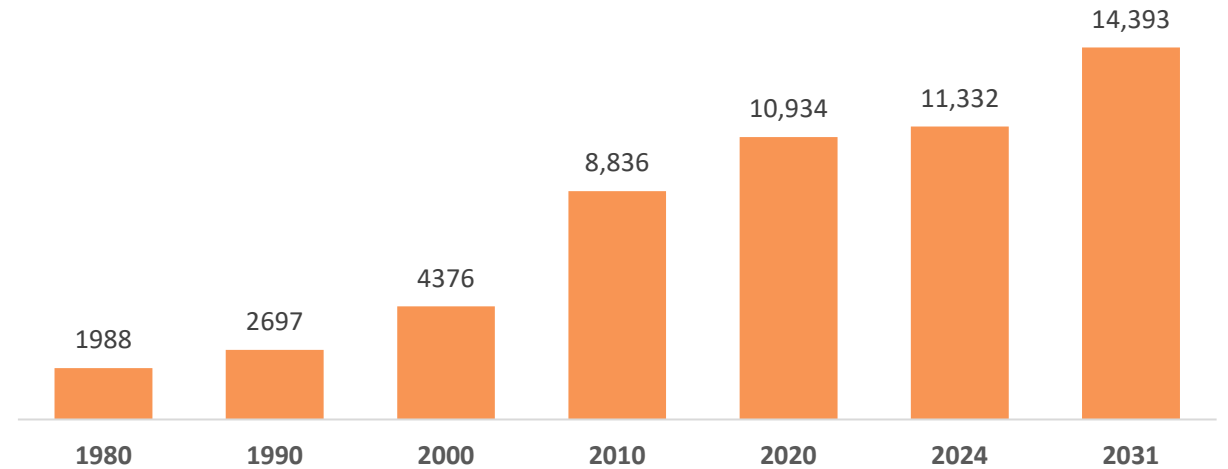


Demographics

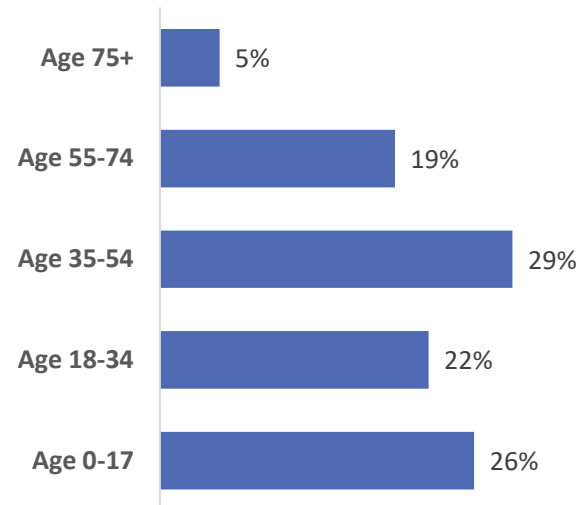
- **Fast-growing population**
 - 23.7% growth 2010-2020
 - On par with Effingham County
- **Young population**
 - Median age is 36.8
 - A quarter of the population is under 18
- **Rich in Diversity**
 - 55% White, 25% Black, 10% Hispanic/Latino, 3% Asian, 1% Other, 6% Two or More Races



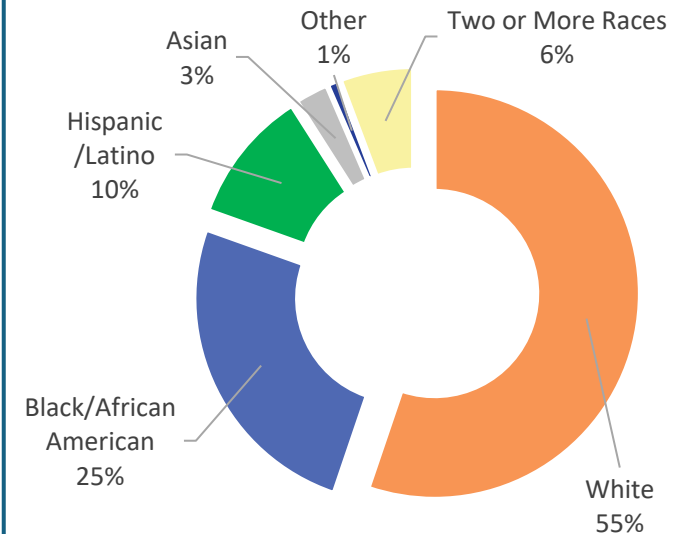
Rincon Population, 1980 - 2031



Age Distribution



Race & Ethnicity



Demographics

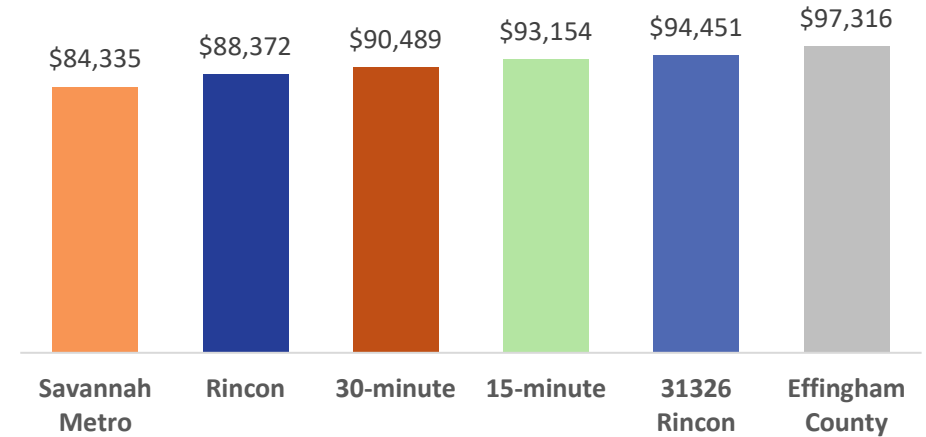
➤ High household incomes

- Median household income is \$88,372 in Rincon and \$97,316 in Effingham County
- 12% of household have incomes less than \$25,000 while 43% have incomes of \$100,000 or more

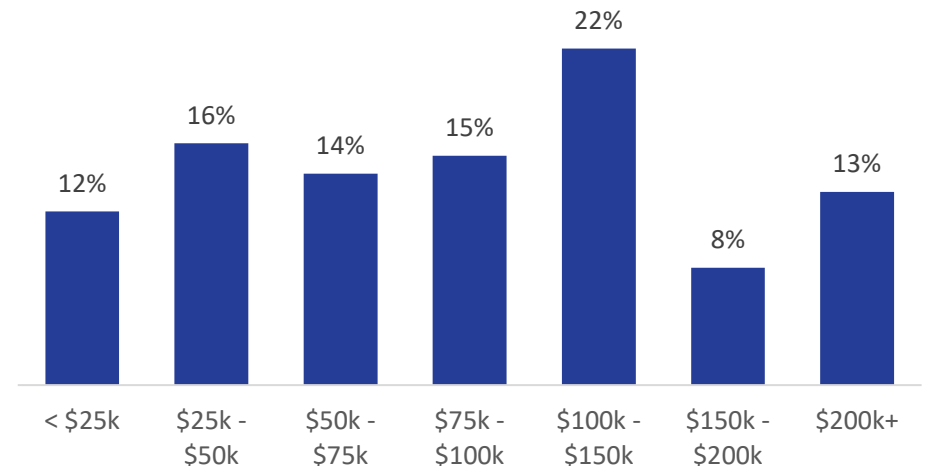
➤ Educational attainment

- 27.9% of the population age 25 years or older has a Bachelor's degree or higher

Median Household Income

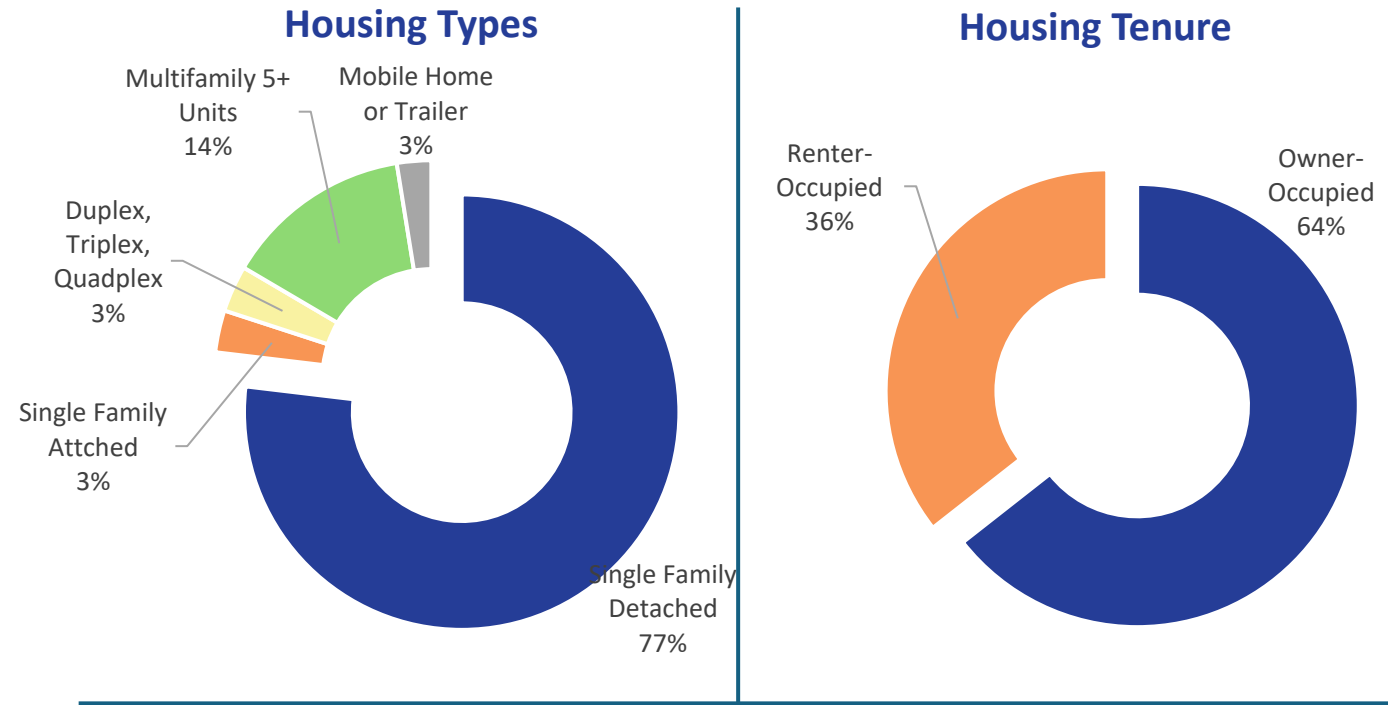


Distribution of Household Income, Rincon

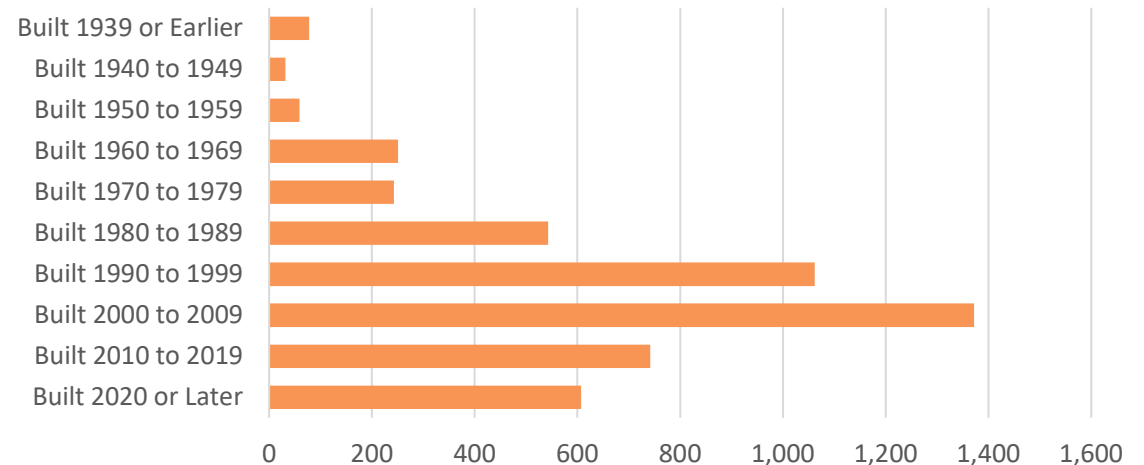


Housing

- Housing stock is predominantly single-family detached
- Housing Tenure
 - 64% owner-occupied and 36% renter-occupied
- Newer Housing Stock
 - 54% of housing units were built in 2000 or later
 - Keeping pace with population growth



Age of Housing Stock

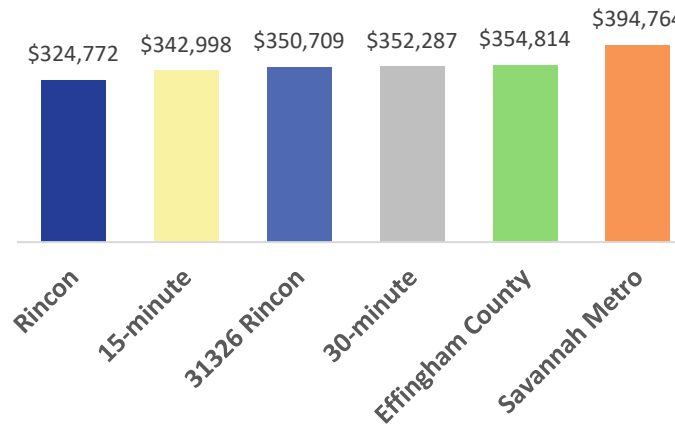


Housing

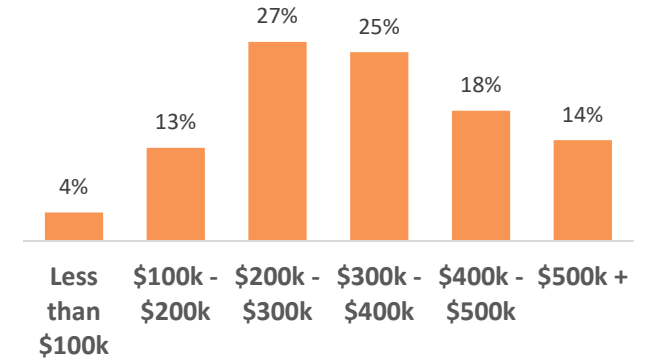
➤ Rising Housing Values

- Median value of owner-occupied housing is \$324,772, compared to \$354,814 in Effingham County
- Zillow home value index is \$339,745, up 48% since 2021

Median Value of Owner-Occupied Housing



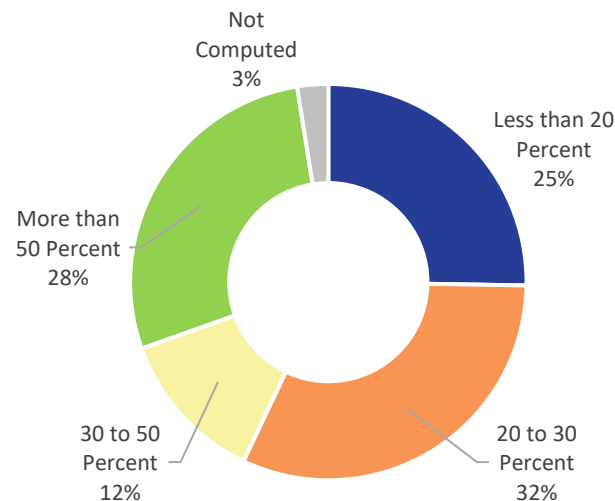
Distribution of Housing Values



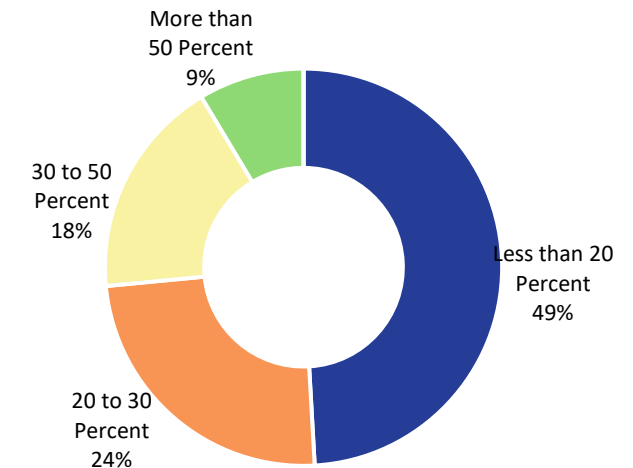
➤ Affordability

- 40.4% of renters are cost-burdened
- 26.5% of homeowners are cost-burdened

Gross Rent as a Percentage of Household Income, Rincon

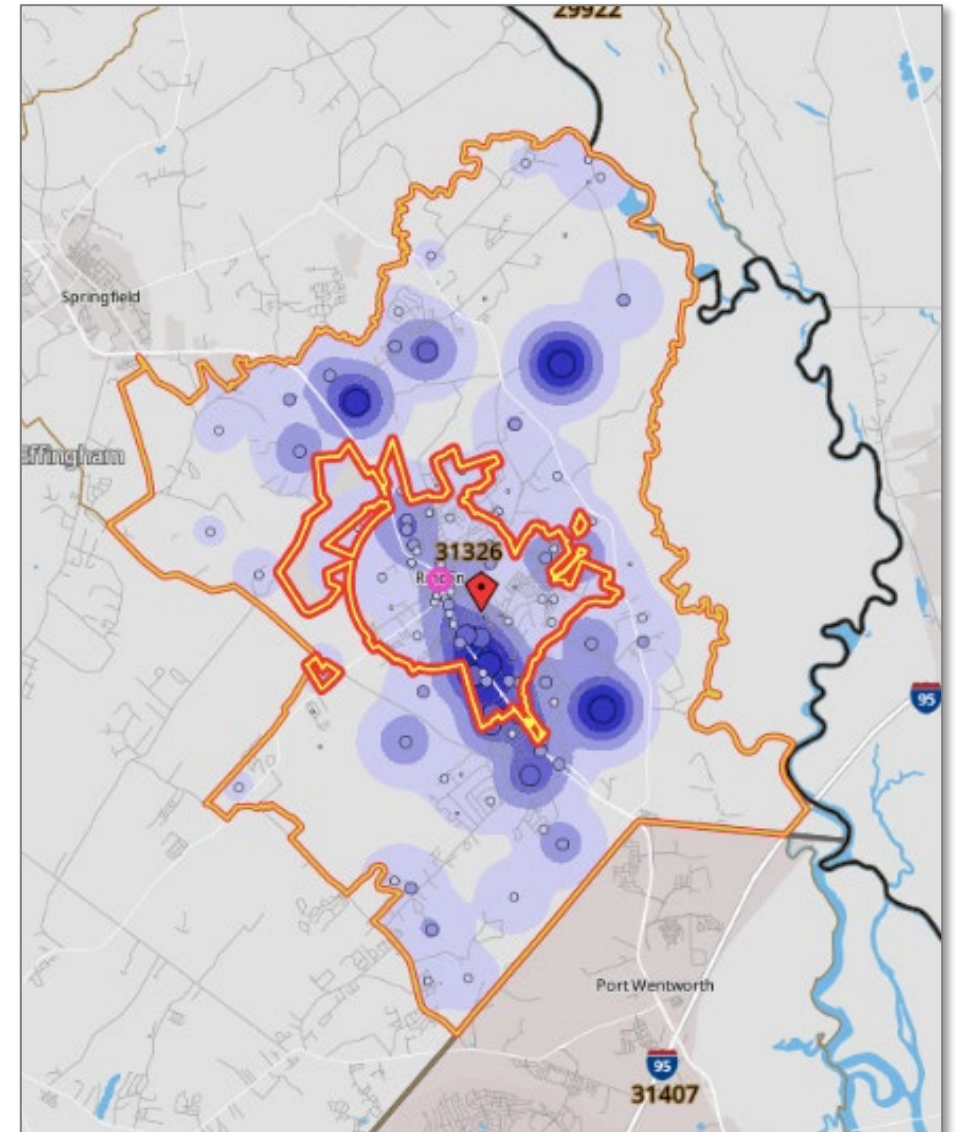


Monthly Owner Costs as a Percentage of Household Income, Rincon



Economic

- Employment is largely concentrated just outside of city limits
 - As of 2023, there were 2,482 jobs within Rincon and 6,614 jobs in 31326 zip code
 - Largest sectors (2023) in zip code include:
 - Manufacturing (27%)
 - Retail Trade (13%)
 - Accommodation and Food Services (11%)
 - Healthcare and Social Assistance (9%)
 - Educational Services (8%)
 - SEWON American expansion



Economic

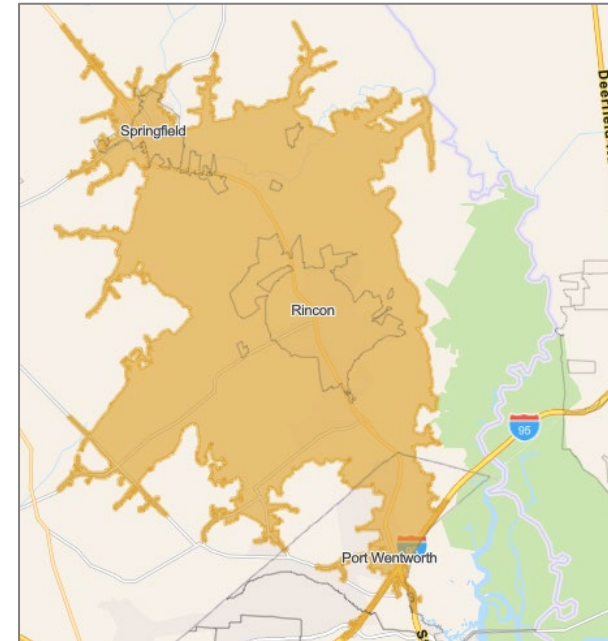
➤ Retail Leakage Analysis

- 15-minute drivetime area represents Rincon’s market trade area
- Last year, stores in the 15-min trade area sold \$805M while residents spent \$1.05B,
- Leakage (demand) of \$248.3 million
- Key categories: general mdse, health and personal care, furniture & home furnishings, clothing, sporting goods, full-service restaurants, specialty foods

➤ Retail Demand Growth

- Over the next 5 years, retail demand in trade area is projected to increase by \$231.4 million, with a compound annual growth rate of 4.05%

15-Minute Drivetime



Geography	Retail Sales	Consumer Expenditures	Retail Leakage or Gain
Rincon	\$277 m	\$323.5 m	\$46.5 m Leakage
15-Minute Drivetime	\$805 m	\$1.053 b	\$248.3 m Leakage
Savannah Metro	\$12.58 b	\$11.1 b	\$1.46 b Gain



Q & A


INPUT ACTIVITIES

1. How would you like City of Rincon to be described in 25 years ? - Use sticky notes
2. What are the strengths, weakness, opportunities, and threats of Rincon ? - Write down your thoughts
3. What are the most important outcomes the City should achieve over the next 25 years? – Mark up to 3 with 'X'
4. Image preference survey (4 boards) – use voting chips
5. Fill out one sheet supplemental survey

Online Survey

- If you do not have time to stay for input
- Pass the word around for your friends and neighbors to take the survey

Take an information card >>



City of Rincon 25-Year Master Plan



Rincon, known for its close-knit community and deep ties to the railroad industry, is experiencing steady growth. The City of Rincon is leading a forward-thinking, yet grounded Master Plan effort that respects Rincon's heritage while preparing for future opportunities and challenges.

The Master Plan will guide Rincon's growth and development through the year 2050, honoring its rich railroad history and small-town character while positioning the City for a vibrant, sustainable future.

The City is calling on residents, property and business owners, and all stakeholders who care about the City's future to get involved and share their input!

Stay connected by visiting the project page on the city's website: <https://www.cityofrincon.com/>

Scan the QR code on the right to provide your input and help shape the city's future



THANK YOU!

Next Public Meeting:
Visioning Workshop
Thursday, June 25th, 6:30 PM