



PUBLIC OPEN HOUSE

Thursday, August 27, 2026
6:30 - 8:00 PM



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 MULBROW
& ASSOCIATES



Aaron Arnett
Director



Carla Jaynes
Planner

Agenda

- Project Overview and Timeline
- Market Analysis Snapshot
- Draft Recommendations
- Q&A
- Feedback Activities

Overview and Timeline



Study Area

- City limits and surrounding context area in the county



Vision

ROOTED IN CHARACTER. CONNECTED BY COMMUNITY. GROWING WITH PURPOSE.

Rincon will be a vibrant and walkable city where downtown, neighborhoods, parks, and destinations are connected, while welcoming growth that respects the city's character and brings people and places together.



HONOR OUR HERITAGE
Preserve and celebrate the places and stories that shape Rincon.



VIBRANT DOWNTOWN
A walkable downtown with local businesses, public spaces, and community life.



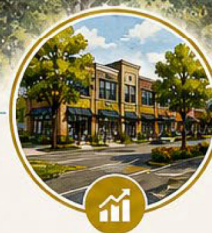
STRONG NEIGHBORHOODS
Connected, welcoming neighborhoods that offer choices for all ages and stages.



CONNECTED PARKS & GREENWAYS
A network of parks, trails, and open spaces that link people to nature and each other.



SAFE & WELL-CONNECTED STREETS
A transportation network that is safe, efficient, and designed for all users.



GROWTH WITH PURPOSE
Thoughtful growth that strengthens our economy while respecting our character and future.



Plan Goals

- Establish a vibrant, walkable downtown as the civic and cultural heart of Rincon
- Develop a connected, citywide network of parks, open spaces, and greenways



- Preserve and enhance the historic character of the Georgia Avenue and Savannah Avenue corridors
- Create a safe, efficient, and well-connected street network
- Transform GA 21 into an attractive, multimodal corridor and gateway to the city
- Reimagine Fort Howard Road as a vibrant “main street” corridor

TIMELINE

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

Initial Consultation
& Data Collection

Existing Conditions
Analysis

Develop Recommendations

Community Engagement

Advisory Committee Meetings >>

A 4/9

Online Survey

A 6/18

A 8/20

Public Kickoff

Visioning Workshop

Open House

Public Meetings >>



4/16/2026



6/30/2026



8/27/2026

Draft Plan

Final Plan

We are here!



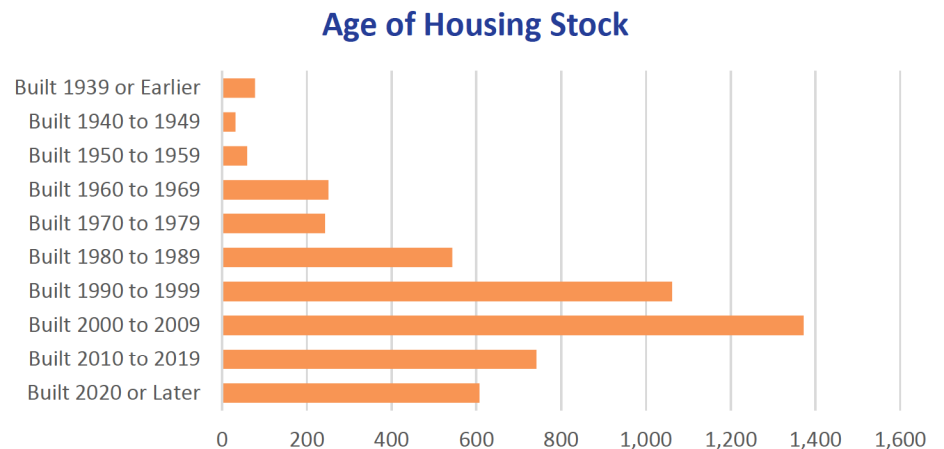
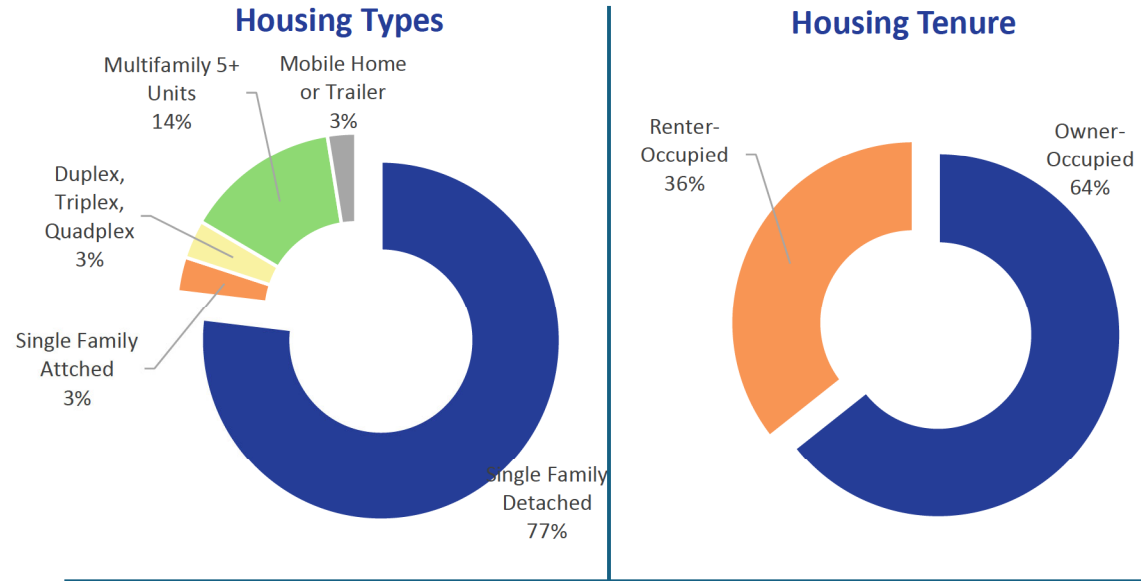
RINCON - 25 YEAR -
MASTER PLAN

Market Analysis Snapshot



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



Housing

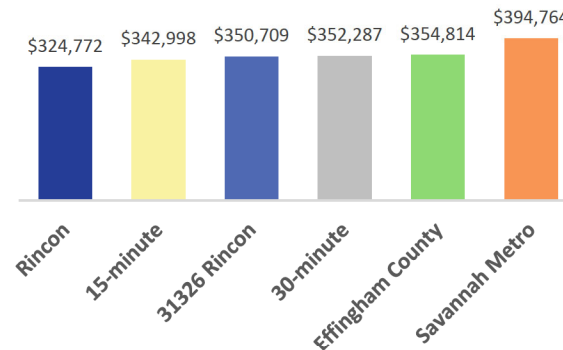
➤ Rising Housing Values

- 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

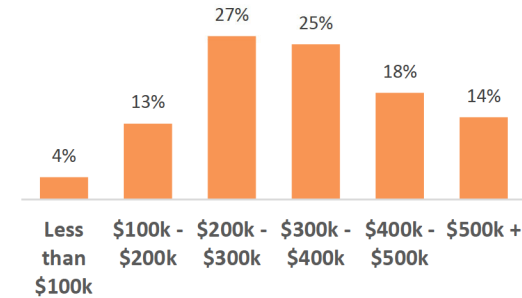
➤ Affordability

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

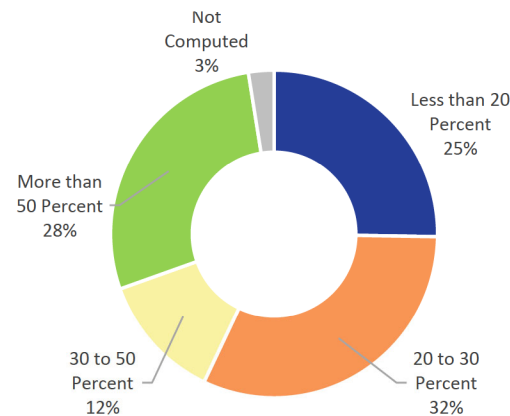
Median Value of Owner-Occupied Housing



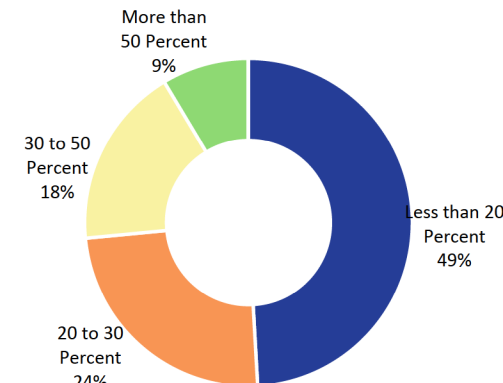
Distribution of Housing Values



Gross Rent as a Percentage of Household Income, Rincon



Monthly Owner Costs as a Percentage of Household Income, Rincon



Economic

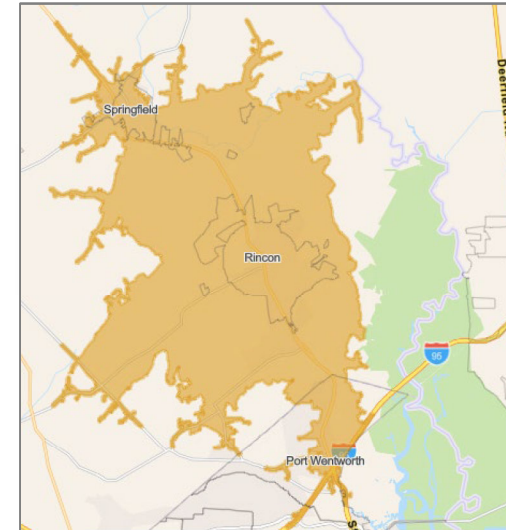
➤ Retail Leakage Analysis

- 15-minute drivetime area represents Rincon's market trade area
- Over the past year, stores in the 15-min drivetime sold \$805 million while consumers spent \$1.05 billion, resulting in market leakage of \$248.3 million
- Key categories of leakage in 15-min DT include general merchandise, 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 the 15-min drivetime 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

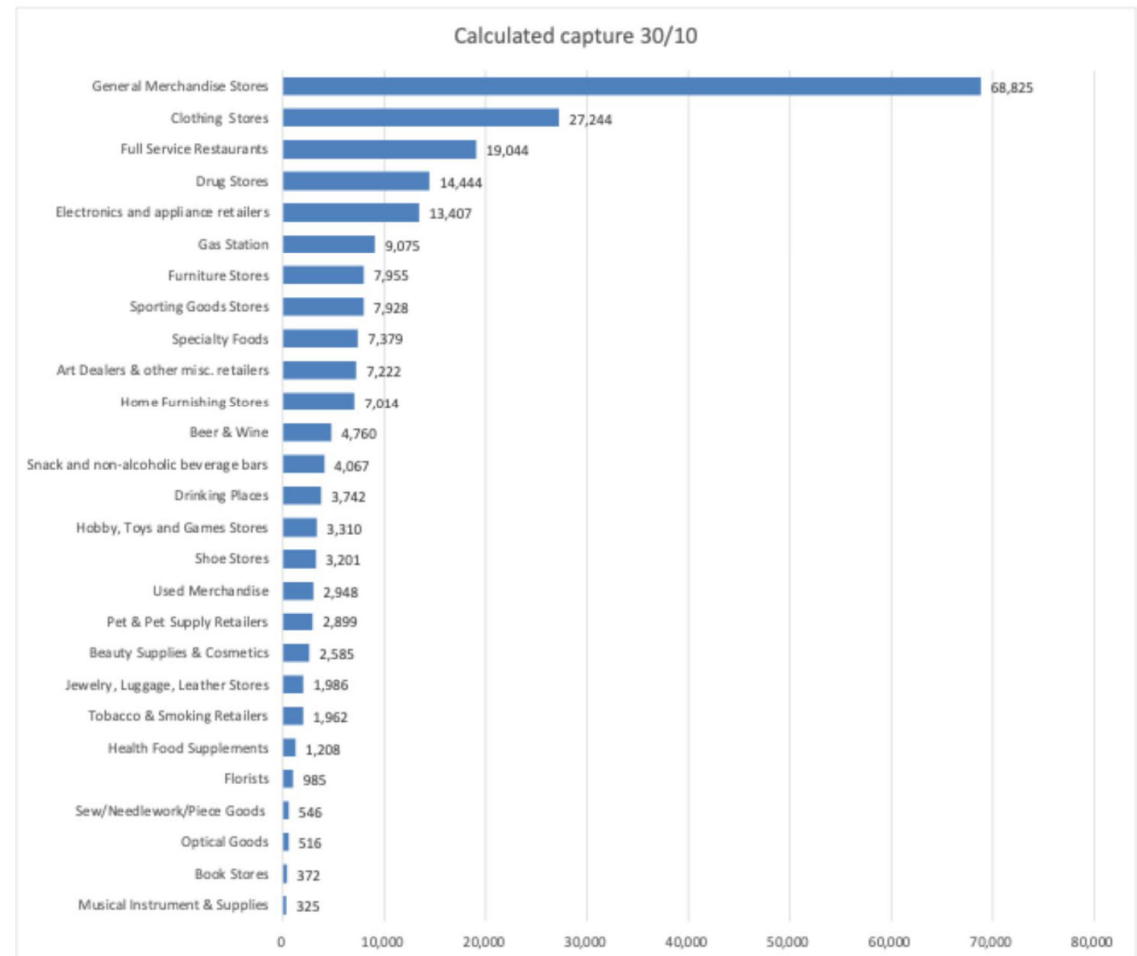
DEMAND

➤ Housing Demand

- 2,646 units needed by 2050
- For Sale
 - \$200,000 - \$400,000 (52%)
 - \$400k+ (32%)
- Rental product needed
 - \$1250 - \$1700 rent
 - Apartments
 - Townhomes & mixed-us

➤ Retail Demand

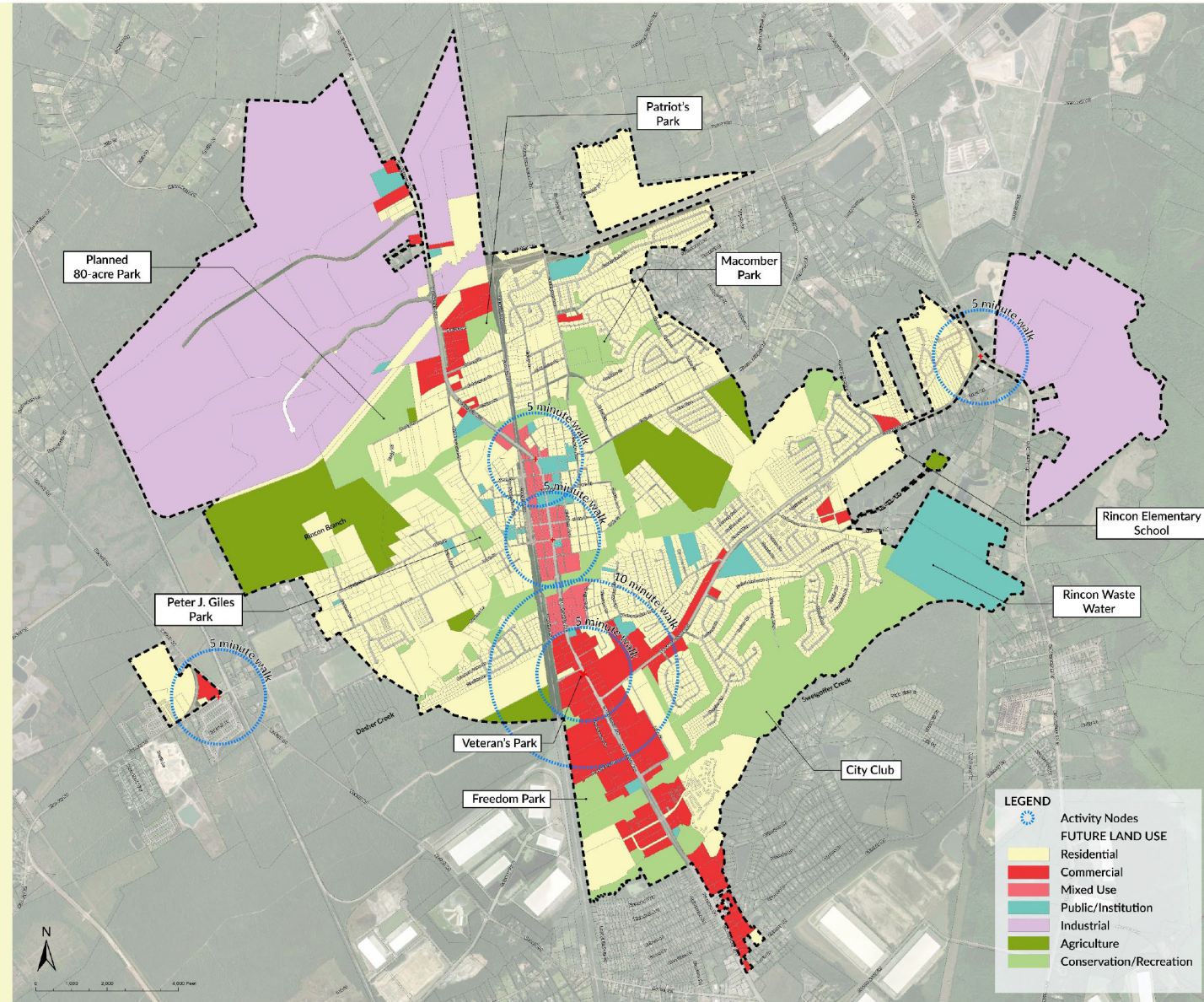
- 221,000 sf current demand + 5Y growth (conservative)
- Key categories = general mdse, clothing, full-service restaurants, drug stores



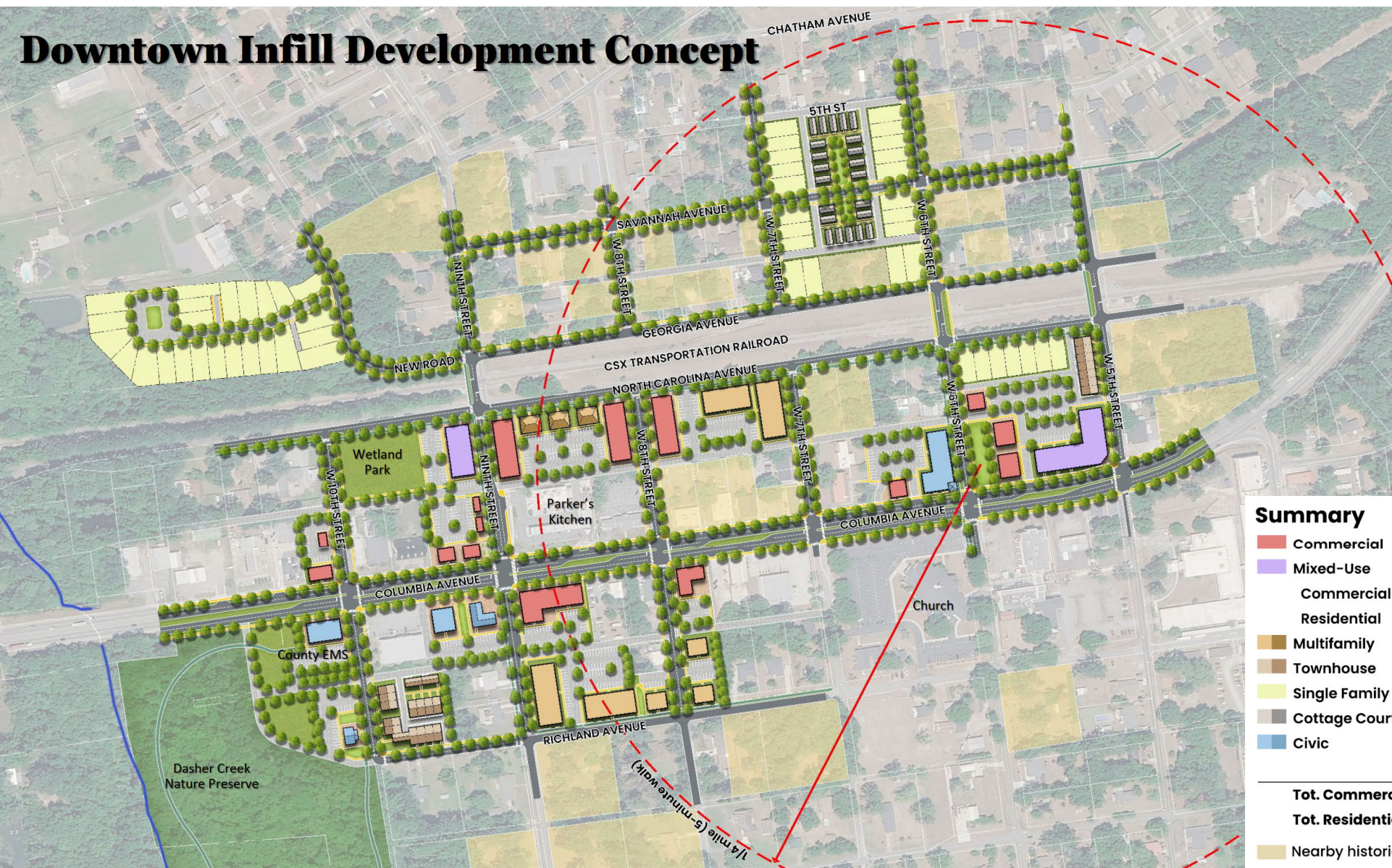
DRAFT RECOMMENDATIONS

Land Use Framework

- Create a downtown in the area north of the intersection of Columbia Ave and Fort Howard Road
- Encourage pedestrian friendly mixed-use redevelopment and infill development in the historic area between 9th Street and 4th Street
- Establish a greenway system along creeks



Downtown Infill Development Concept



Summary	
Commercial	71,600 sq.ft.
Mixed-Use	
Commercial	32,000 sq.ft.
Residential	30 units
Multifamily	150 units
Townhouse	23 units
Single Family	51 units
Cottage Court	22 units
Civic	28,600 sq.ft.
	103,600 sq.ft.
Tot. Commercial	276 units
Tot. Residential	
Nearby historic building sites	

362 GA-21

Rincon, Georgia



Google Street View

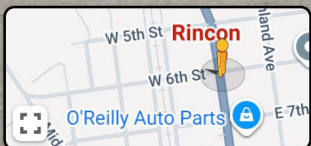
Nov 2023 [See more dates](#)

SCHOOL
SPEED LIMIT
25
WHEN FLASHING

W 6th St



Google Maps



View from Columbia Ave towards the west





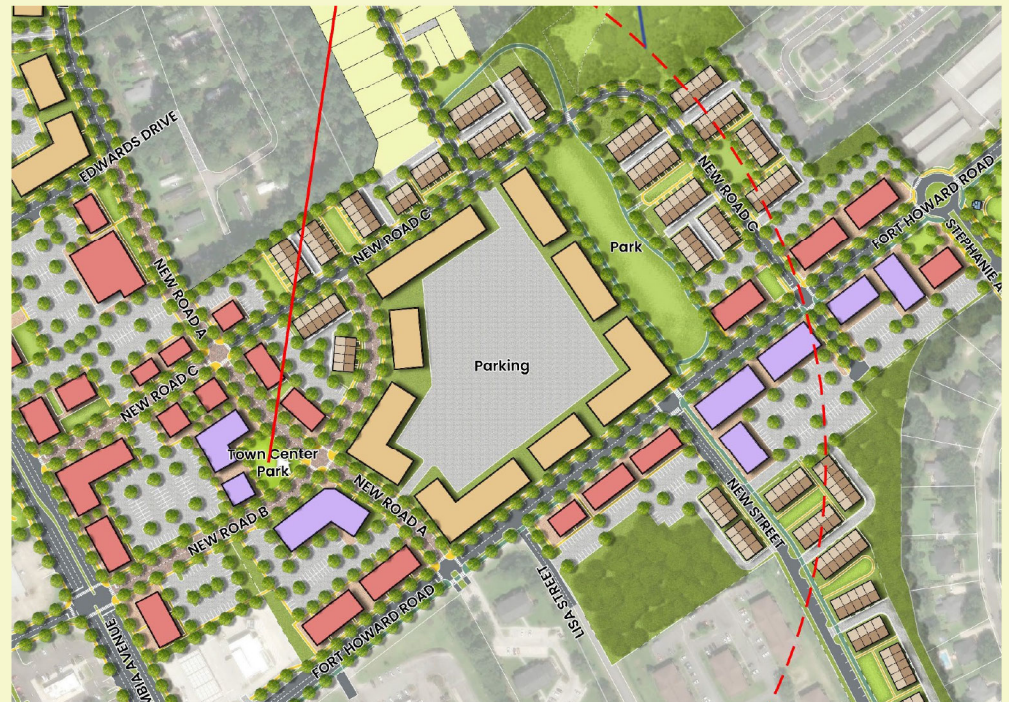
Downtown Development Concept (GA-21 / Fort Howard Area)



Summary

Commercial	162,000 sq.ft.
Mixed-Use	
Commercial	72,000 sq.ft.
Residential	70 units
Multifamily	300 units
Townhouse	183 units
Single Family	21 units
Senior Living	150 units
Civic	75,800 sq.ft.
Tot. Commercial	161,700 sq.ft.
Tot. Residential	724 units

Alternative for Wetland Constraint Area



[illegible]



Mixed Use Area Aerial View

Summary

Commercial	25,000 sq.ft.
Mixed-Use	
Commercial	10,000 sq.ft.
Residential	16 units
Multifamily	20 units
Townhouse	44 units
Tot. Commercial	35,000 sq.ft.
Tot. Residential	80 units

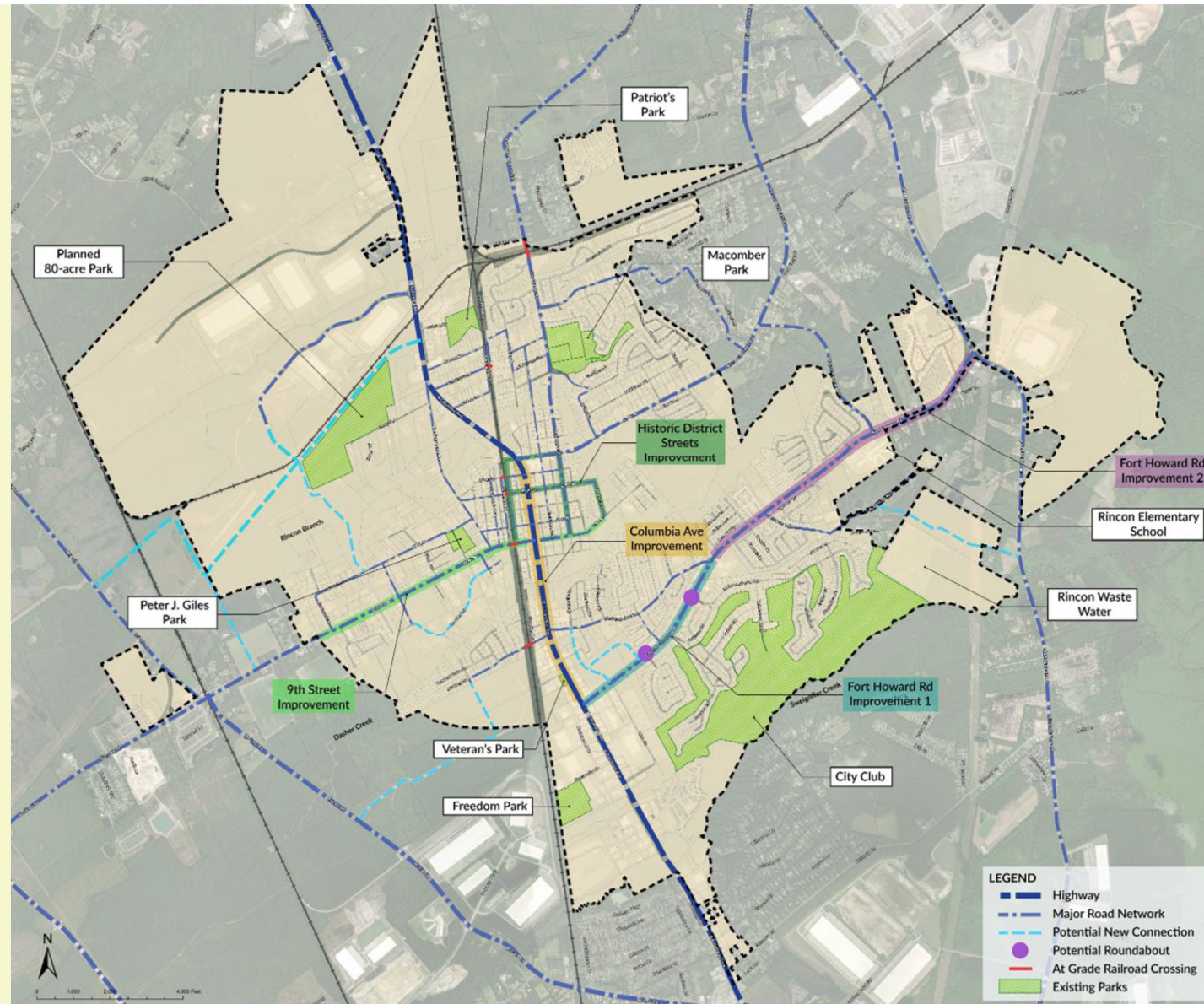


Fort Howard Rd from Stephanie Ave to St Andrews Rd



Transportation Framework

- Streetscape improvements
- New street standards
- New street connections



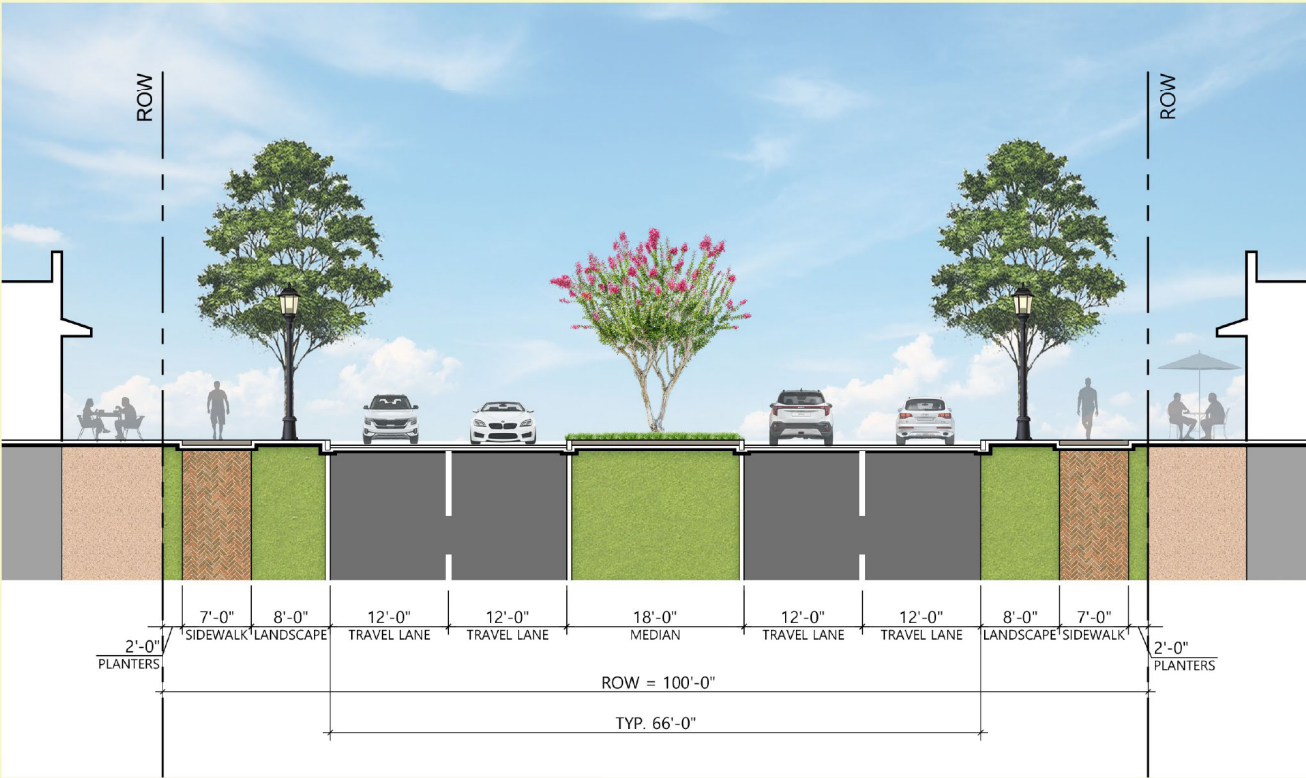
Columbia Ave – Fourth Street to Fort Howard Road



Existing Condition

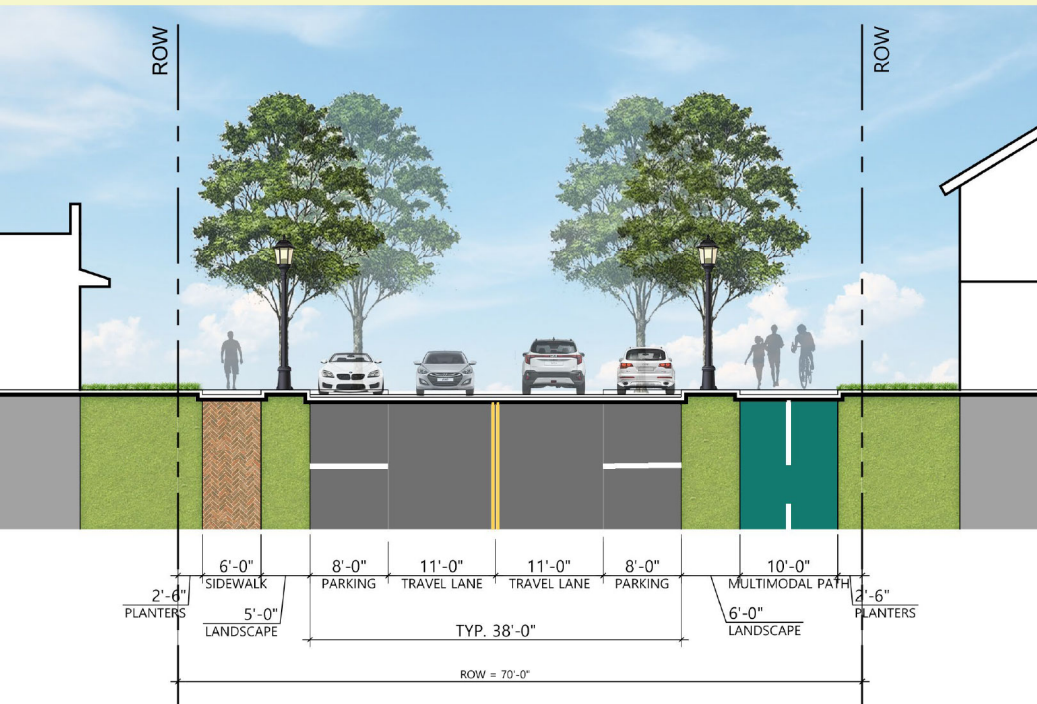


Recommended Improvement

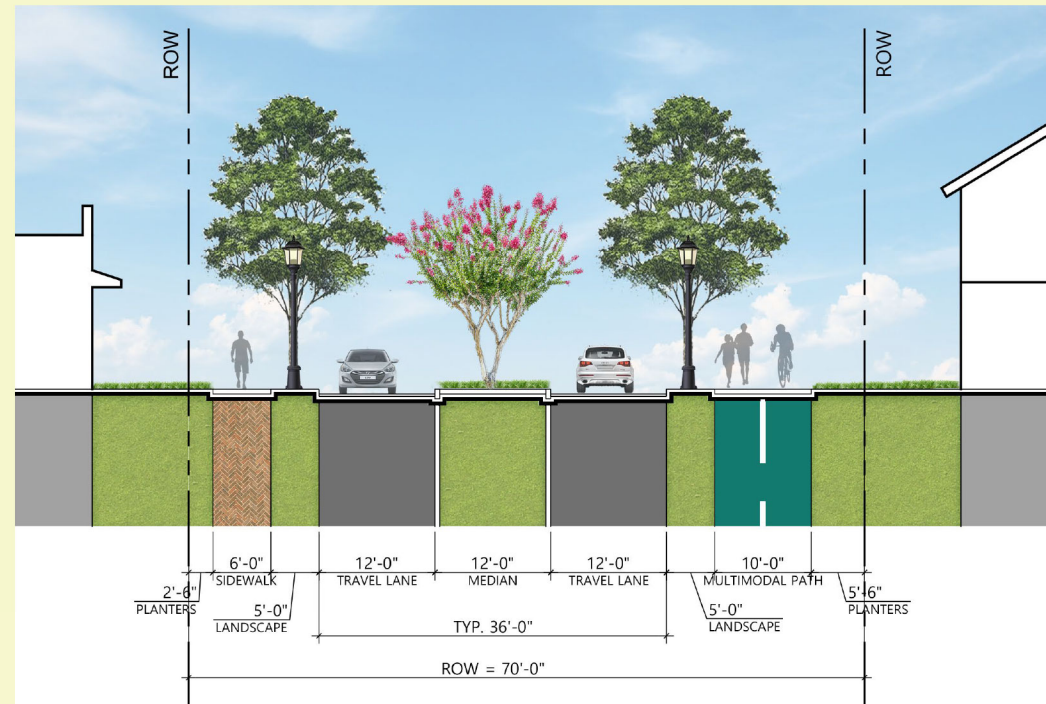


Recommended Section

Fort Howard Road – Recommended Improvements



GA 21 to Wisenbaker Road



Wisenbaker Road to Old Augusta Road

Fort Howard Road – Recommended Improvements



Existing Condition

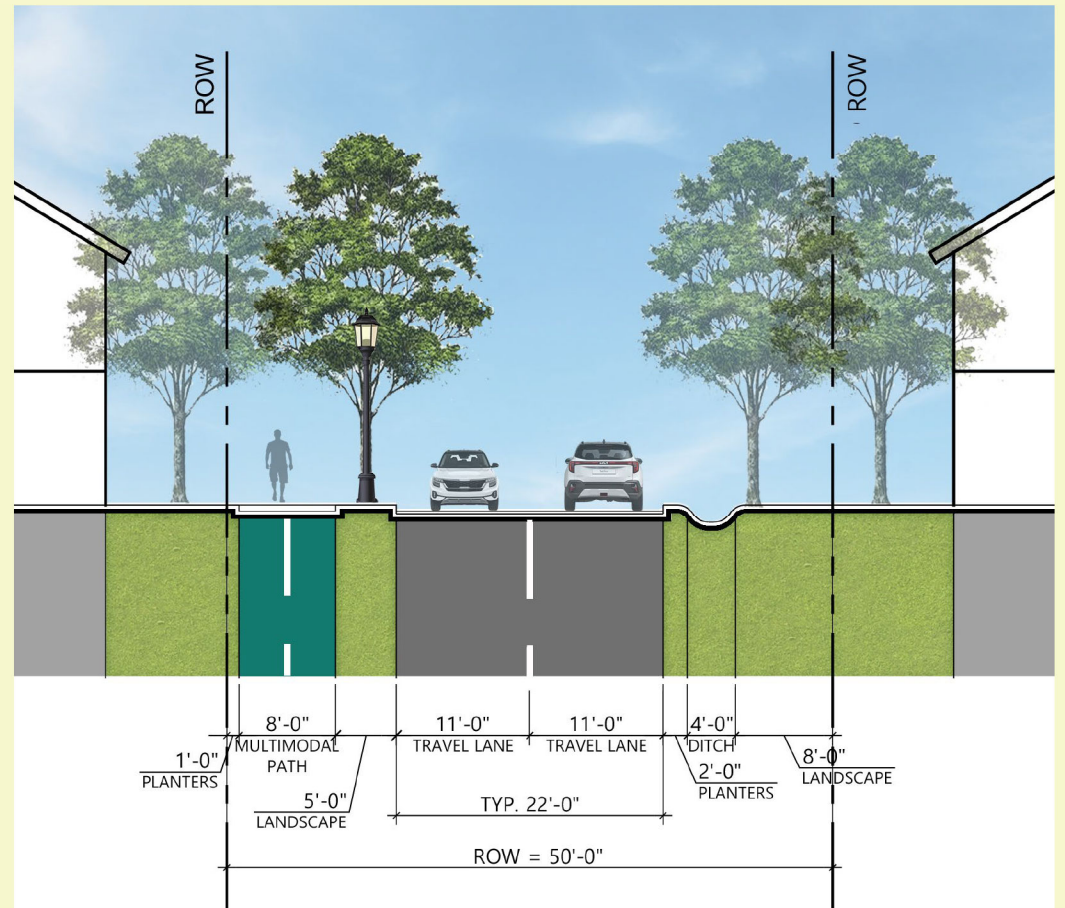


Wisenbaker Road to Old Augusta Road

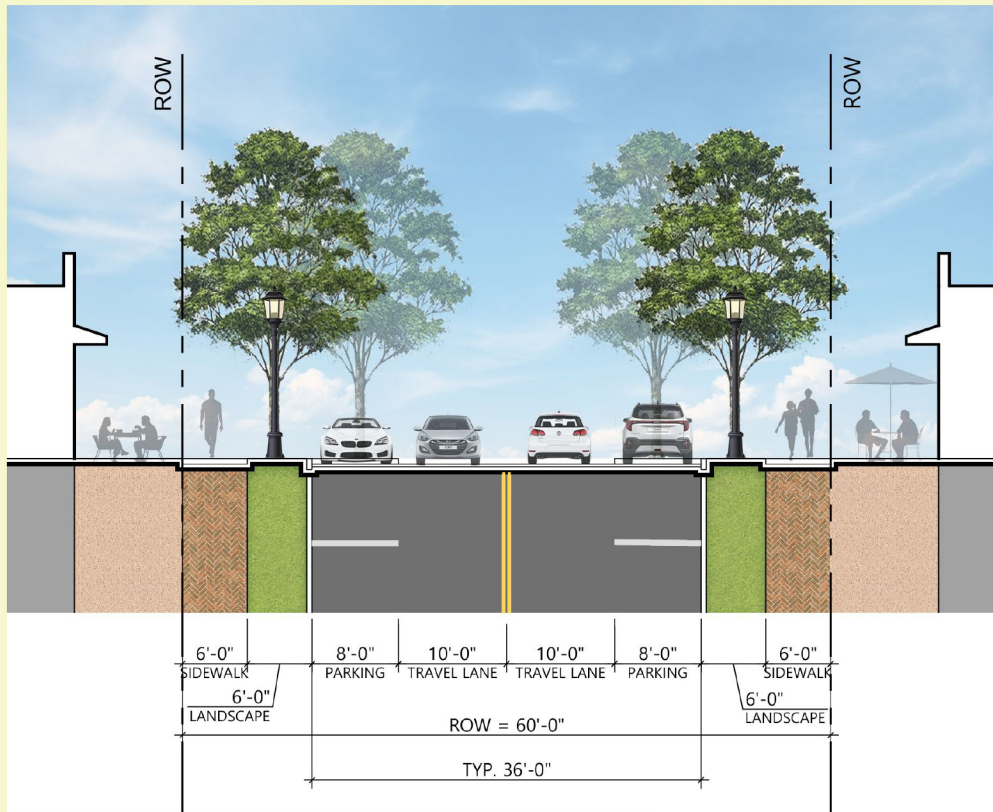


Closer to GA 21

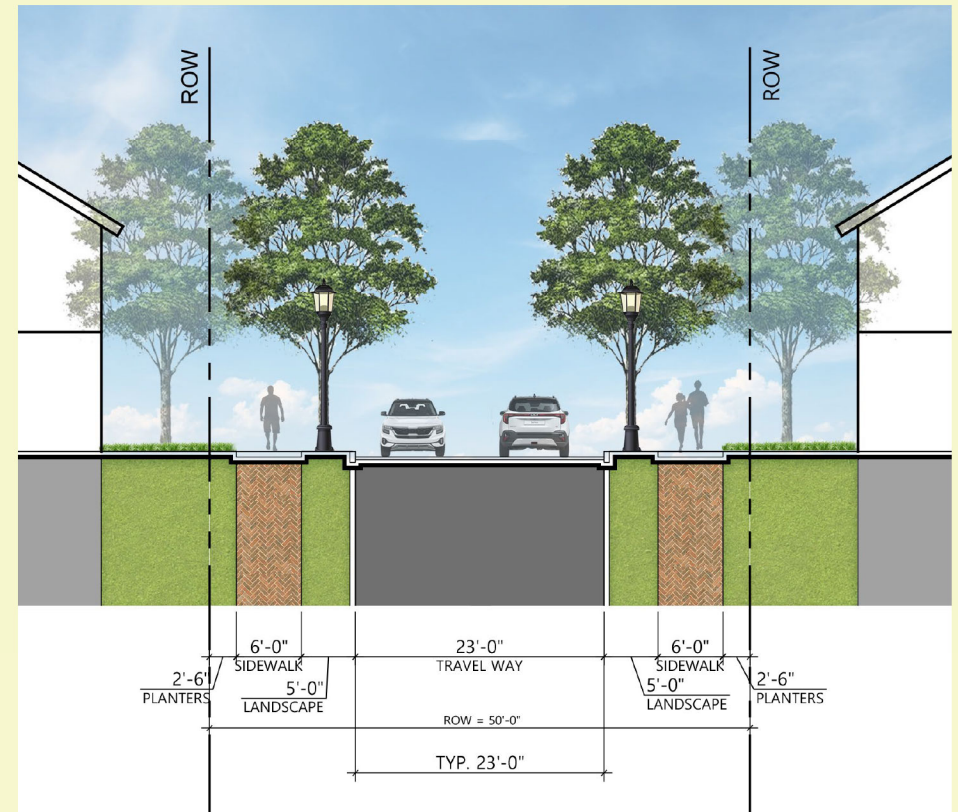
9th Street Recommended Improvement



Recommended New Street Standards



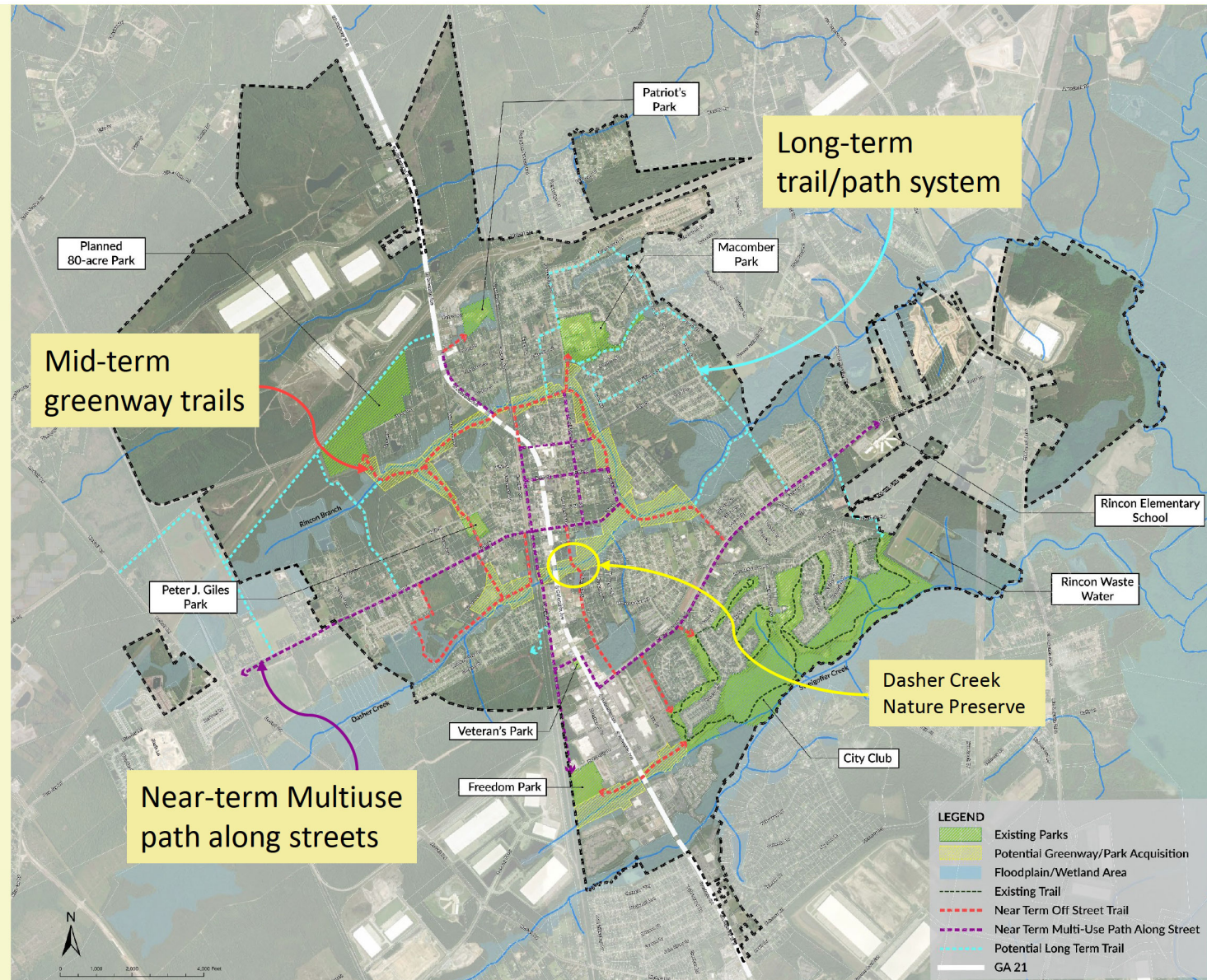
Commercial/Mixed-Use Street



Residential Street

Draft Parks and Greenways Framework

- Near-term: Multi-use path along existing streets
- Mid-term Inner city greenway trails
- Long-Term: City wide trail expansion





Greenway Trails



Boardwalks



Public Open House

Multi-Use Path along Street



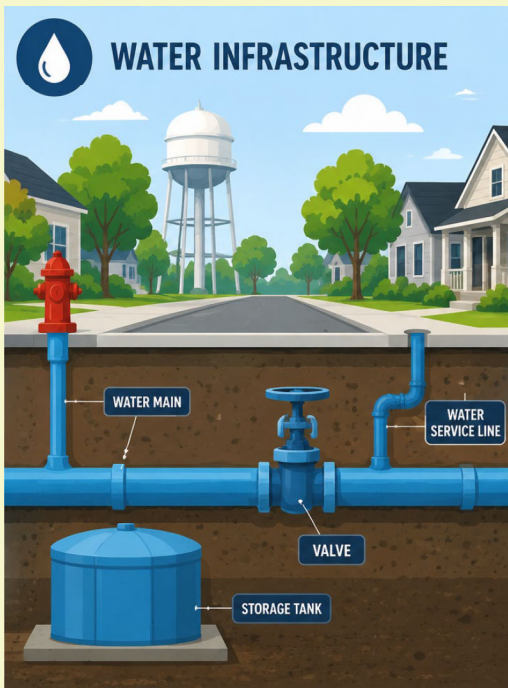
Nature Trails

Infrastructure Improvement - Sewer



- Plan Ahead for Sewer Capacity — Continue expanding wastewater treatment capacity to keep pace with projected growth and avoid sewer capacity becoming a constraint on development.
- Use Sewer Investment to Guide Growth — Coordinate sewer extensions and capacity improvements with the Future Land Use Plan, prioritizing Downtown, Fort Howard Road, and other areas targeted for redevelopment and growth.

Infrastructure Improvement - Water



- Plan Water Infrastructure Around Future Growth — Coordinate water supply, treatment, storage, and distribution improvements with the Future Land Use Plan to ensure infrastructure supports Rincon's preferred growth pattern.
- Build a More Resilient Water System — Diversify water sources through the planned surface-water system, strengthen distribution-system connectivity, and plan ahead for long-term capacity and reliability.
- Expand Water Conservation and Reuse — Explore opportunities to extend the City's reuse water network to parks, larger developments, and other appropriate irrigation users, reducing demand on potable water supplies.

Arts and Culture

- Make Downtown the center of Rincon's cultural life. Promote public spaces for arts and culture activities
- Establish a public art and mural program. Start with highly visible locations Downtown and along Fort Howard Road, Georgia Avenue, and Savannah Avenue, and gateway locations



Arts and Culture

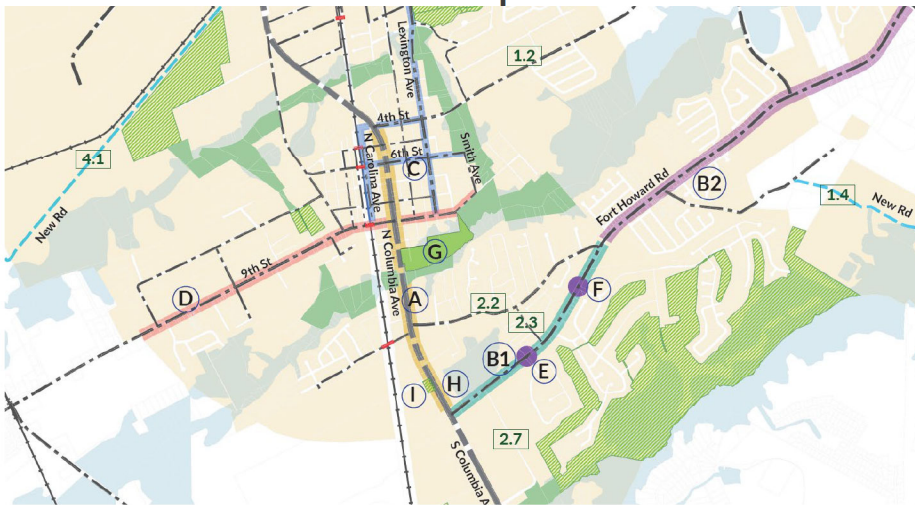
- Tell Rincon's story through placemaking. Use historic photographs, interpretive signage, public art, walking routes, and possibly digital storytelling to communicate the history of Rincon.
- Create more opportunities for local artists and makers.
- Partner with local theater, music, schools, churches, artists, and county organizations to expand programming.



Recommendations for Major Projects

➤ Transportation Projects

- A. Columbia Ave Beautification:
4th Street to Fort Howard Road
- B. Fort Howard Road streetscape
and multi-use path

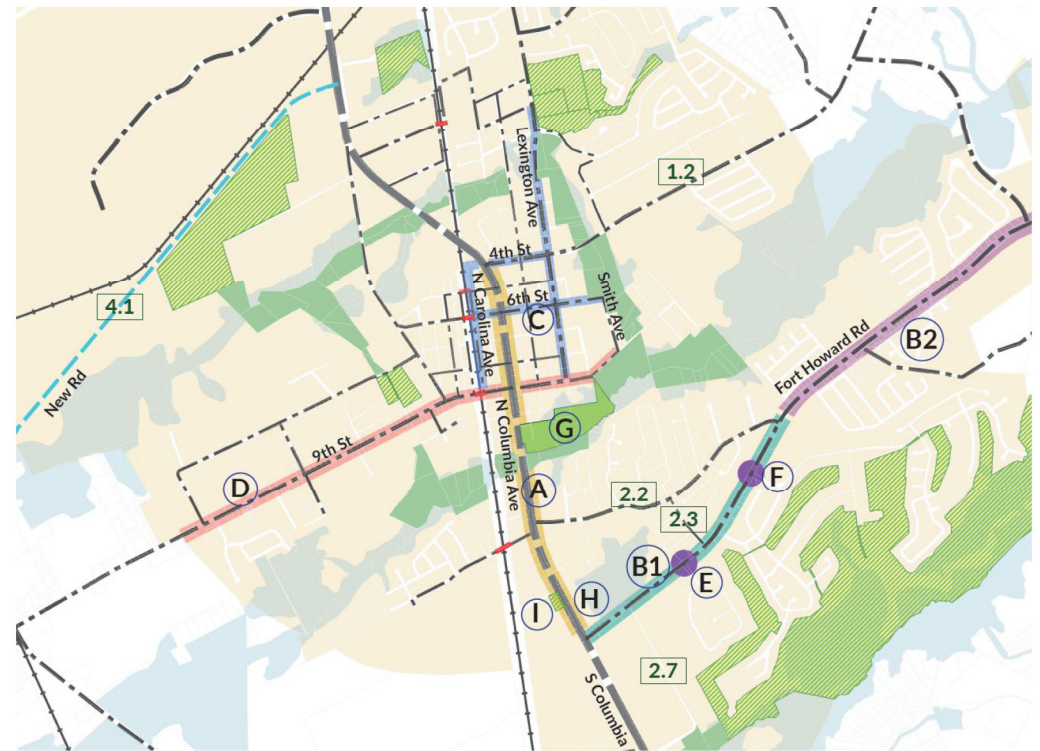


- C. Historic area streetscape
improvements – N Carolina
Avenue, 4th Street, Lexington
Avenue, and 6th Street
- D. 9th Street multi-use path
- E. Fort Howard Rd /Stephanie
Ave roundabout
- F. Fort Howard Rd /St Andrews
Rd roundabout

Recommendations for Major Projects

➤ Other Projects

- G. Dasher Creek Nature Preserve at S Columbia Avenue and W 10th Street
- H. Fort Howard/GA 21 Town Center (public-private partnership)
- I. Municipal Complex
- J. Arts and Cultural Initiative



Open House Activities

- Open Q&A
- Review the materials around the room and leave your feedback!
 - What excites you about the proposed development concepts?
What concerns you?
 - Leave any feedback you would like to make sure the project team knows.
- Next Steps: Final recommendations and plan document