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Crowne Plaza Hotel opens in Riverside Village

By Lindsey Hodges lhodges@aikenstandard.com Jan 14, 2019



The Crowne Plaza Hotel features a bar with windows in the back that can open during a nice day or during an Augusta GreenJackets baseball game.

Staff photo by Lindsey Hodges

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The new Crowne Plaza Hotel in North Augusta is open for business.

The hotel's first guests arrived and stayed Friday night, the same night that the Salt + Marrow restaurant opened.

Crowne Plaza joins the Ironwood Apartments, the Clubhouse Apartments and SRP Park in Riverside Village, and Crowne Plaza General Manager Jeff Brower said the businesses are "in it to win it together."

Crowne Plaza consists of 180 guest rooms and thousands of square feet of meeting space.

Brower highlighted the technology in the hotel, calling the internet speed of one gigabyte "blazing."

"Well I think, you know, in the last decade, you imagine the internet's only 20 years old at this point and it's been exponential growth in terms of how people use it," Brower said.

Crowne Plaza Hotel in North Augusta

The Crowne Plaza Hotel in North Augusta is officially opening and welcoming guests to stay the night or to have dinner at the Salt + Marrow Kitchen. The hotel includes 180 guest rooms, a fitness center, a saltwater pool, and a rooftop bar.



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"We imagine the river, Savannah River, being the freeway 300 years ago and yet here today the internet is that same freeway and wherever you are, you're able to work, so that connectivity is incredibly important," he said.

Guest rooms are configured with updated technology as well. Each room has around 10 outlets, and includes multiple USB ports. Even the beds are angled towards the TV, and the alarm clocks include screens that display the time on each side.

Brower said the hotel is also striving to be as environmentally-friendly as possible. One way is by going “linen-less” in the meeting spaces, he said, instead choosing to surface things with stone and wood. They are also recycling in meeting spaces, guest rooms and in the back of house.

Other features of the hotel include an unheated saltwater pool, a 3,000-square-foot courtyard, and a fitness center.

Salt + Marrow Kitchen, the hotel's restaurant, will be open daily, and isn't just for guests staying the night.

“Our thought for food and beverage was setting the table for our neighbors and we've seen that come to fruition,” Brower said.

He added that the hotel is excited to be connected to the community as opposed to just being a business in the community.

The hotel has had high demand for the space and location, Brower said, and groups have already booked space for 2019 Christmas parties.

“The things we've consistently heard from everybody is ‘wow’ and ‘I can't believe this is in North Augusta,’” he said.

Lindsey Hodges is a general assignment reporter at the Aiken Standard and North Augusta Star. Follow her on Twitter at @LindseyNHodges.

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