



REGION REPORT

“Local Solutions to Regional Problems”

Summer 2004

Volume 1, Issue 4

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Welcome to the Summer 2004 edition of the **CMCOG Region Report.**

This issue of **Region Report** focuses on the Southeastern portion of Richland County; an area which has been described as containing one of the largest concentrations of African-American-owned lands in the US. Around 2/3 of the 330 square miles of land in “Lower Richland” is owned by African-Americans. It is also claimed that Lower Richland County is the largest contiguous mass of pristine farmland within a 15-minute drive of a state capitol or major metropolitan city on the East coast. The Southeast area is also comprised of southeastern Columbia, a large residential and commercial area, which runs the gamut from small, older homes in established neighborhoods to new, large homes set on spacious lots; an area with a bustling commercial heart comprising a wide variety of businesses along the Sumter Highway.

There are several new developments underway in the Southeast sector. Woodhill Mall is currently undergoing a \$25 million renovation which will include a larger *Target, Bed, Bath & Beyond* and *Pier 1 Imports*. A *Super Walmart* is under construction opposite the old store on Garners Ferry Road; and Richland County officials recently broke ground on construction of a new terminal and hangars at Columbia Owens Downtown Airport, costing \$4.2 million; construction of which is expected to be completed in early 2005. In spite of all the development taking place, the major problem to be faced is a lack of infrastructure, particularly water and sewer lines in the rural portions of the sector, but it is this provincial lifestyle, coupled with close proximity to Downtown Columbia, that is a major attraction for many residents and landowners. However, the sector has a large daytime population. 2003 estimates show over 30,000 people working in the Southeast sector, many of whom work at some of the largest employers in the Columbia area (International Paper, Sysco, Square D, Walmart, etc). Commuter traffic, coupled with high truck traffic as well as pass-through traffic along area roads, particularly US 378, which carries significant traffic to and from the Grand Strand area, is leading to increased congestion. Furthermore, whenever water and sewer lines are extended, further development is more likely to occur, which could bring about irrevocable changes to this portion of the region.

In Focus:



Southeast

Market Area:

The Southeast Area comprises the southeastern portion of the City of Columbia (south of Rosewood Drive and Fort Jackson) and incorporates the Rosewood community around Owens Field and Leesburg Roads. Further east, the sector includes the communities of Hopkins, Gadsden and Eastover in Lower Richland County. This Southeastern area is a mixture of residential communities and commercial areas closer in to the City of Columbia, becoming more rural in nature the further east one travels towards the Sumter County line.

Garners Ferry Road (US 378) serves as the primary commercial corridor in this sector with a small mall, Woodhill Mall, currently under renovation, and a mixture of chain store retailers and smaller, independently-owned businesses.

The Economy:

In 1990, the civilian labor force for the Southeast area was 43,646. By 2000, the labor force in this sector had risen slightly to 46,504; an increase of 6.5%. Labor

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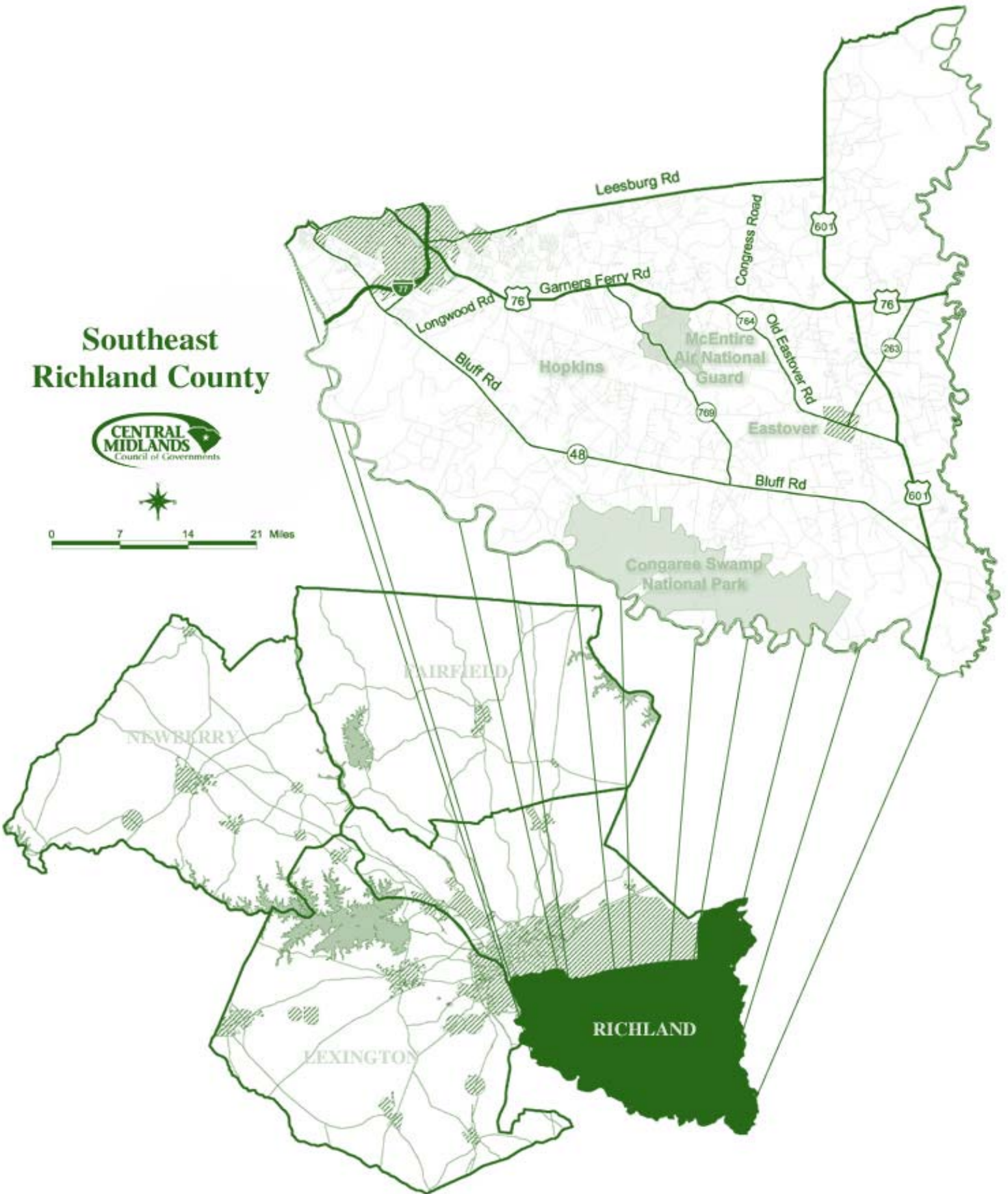
www.centralmidlands.org

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Southeast Richland County



0 7 14 21 Miles



Southeast Development Climate

(Continued from page 1)

force estimates for 2003 show 48,324 persons; an increase of 3.9% from 2000.

Employment for residents of the Southeastern area is divided as follows: Services - 47.6% ; Wholesale/Retail Trade - 14.4%; Finance, Insurance, & Real Estate - 7.4%; Manufacturing - 10.1%; Government - 9.3%; Construction - 6.1%; Transportation - 4.3% and Agriculture/ Mining - 0.8%.

These figures show a relatively high proportion (35.7%) of blue collar workers living in the Southeast area. However, as is the case throughout most urban areas, services account for the majority of employment. Southeastern Richland County has one of the lowest unemployment rates in the County. In 2000, just 3.6% of area residents were classed as unemployed; a figure much lower than the average 2000 Richland County rate of 4.3%.

Due to the rural nature of the majority of the Southeastern area, the primary issue facing many workers is a longer than average journey to work. 76% of workers who lived in this sector had an average journey to work of 15 minutes or more, with more than 86% of residents' jobs located within Richland County. 95% of workers travel to work by car, due to the current paucity of public transportation options in this portion of Richland County.

Population

The population of the Southeast area increased steadily over the last 25 years. Between 1980 and 2000, the

population grew from 53,920 to 60,094, an 11.1% increase. By 2005, the population is expected to increase to 61,251, an increase of 1.9%. It is projected that the area will grow to 62,924 by 2010, 64,709 by 2015, 67,124 by 2020 and 69,605 by 2025, a growth rate of 15.8% over 25 years.

Housing

In 2000, there were 25,700 occupied housing units in the Southeast area, an increase of 2,999 (13.2%) from the 22,701 reported in 1990. One third of area households were comprised of two person households. Few households (8.9%) have more than 5 persons. 31% of households were families with children. Homeownership rates in the Southeast sector are relatively high, with 65.7% of residents owning their homes. The remaining 34.3% are renters. The majority of the housing stock (67.7%) is single family housing. Multi-family housing accounts for 20.7% of the housing stock with mobile homes accounting for 11.7%.

The number of persons per household also reflects the nature of housing in the Southeast area. In 2000, There were approximately 2.52 persons per household .

The Southeast area has the following population age characteristics: under 5 years: 6.6%; 5 - 17 years: 18.8%; 18 - 24 years:

Southeast Major Employers

Employer	No. of Employees
Dorn VA Hospital	1,500
Westinghouse	1,300
International Paper	726
Square D	675
The State Newspaper	606
Intertape Polymer	425
SYSCO	400
Consolidated Systems	390
American Italian Pasta	138
Kal Kan	130

Source: SC DOC Industrial Directory

10.2%; 25 - 39 years: 23.5%; 40 - 64 years: 31.0%; 65 - 84 years: 9.2% and 85 years and older: 0.7%. The median age is 21.2. These figures indicate that the majority of the population are younger families, often with children. with 63% of the population Almost 60 % of the population is aged under 40 and over one quarter are aged 18 and under.

The median household income for the area at the last Census was \$36,892, up 35.2% from \$27,288 in 1990. The median family income was \$43,983, up 33.9% from \$32,856 in 1990. These figures figures indicate that the area has become more prosperous over the last 15 years.

Schools

Richland School District One falls within the boundaries of the Southeast area, although the boundaries of the school district extend

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CMCOG Market Areas

The Metro Core area is made up of the following areas: Downtown Columbia, South Richland, East Richland, North Richland, St. Andrews and Cayce / West Columbia areas; the North East area includes Fort Jackson, Richland North East, Blythewood and Cedar Creek areas; the North West sector is made up of the Dutch Fork/ Irmo, St. Andrews & Chapin areas; the Lexington area comprises the immediate vicinity of the Town of Lexington; the Southwest Lexington area includes South East Lexington and West Lexington County areas; the Lower Richland area includes Horrell Hill, Hopkins and Eastover. The other areas comprise Fairfield and Newberry Counties.

Schools (Continued)

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well beyond the study area for this report. There are currently over 7,300 students enrolled in public schools in the Southeast area, with a further 1,700 in the 3 area private schools

There are two higher education establishments in

this sector: The University of South Carolina School of Medicine with 300 students and Midlands Technical College (Beltline Campus).

Education levels in the Southeast area are as follows: 55.6% of persons

aged over 25 who reside in the Southeast area have some college education. 15.5% possess at least a bachelor's degree; 9.6% have a masters degree or possess doctorates. 16.5% of residents have not completed a high school education.

Distances to Major Markets from the Downtown Area

Downtown Columbia
5 miles

Charlotte, NC
95 miles

Charleston, SC
116 miles

Atlanta, GA
221 miles

Raleigh, NC
223 miles

Washington, DC
480 miles

Southeast Area Schools			
School	No. of Students	School	No. of Students
Lower Richland High	1,637	Hammond School	910
Southeast Middle	772	Heathwood Hall	750
Horrell Hill Elementary	672	Meadowfield Elementary	637
Caughman Rd Elementary	635	Hopkins Middle	616
Webber School	455	Hopkins Elementary	420
Rosewood Elementary	365	S Kilbourne Elementary	335
Mill Creek Elementary	328	Burnside Elementary	233
Gadsden Elementary	226	Palmetto Baptist Academy	43

Transportation

Transportation problems have long been a major issue in the Southeastern portion of Richland County. While this area is essentially rural in nature, and there are few major highways, there are, however, a number of large employers (International Paper, Westinghouse, Square D, Sysco) located along the major arterial roads, the most-traveled of which, (US 378) also serves to link the Columbia

area with Sumter County towards the Grand Strand/ Myrtle Beach area and carries over 30,000 vehicles per day.

The following highway projects have been identified for this area through the Long Range Transportation Planning Process: Widening of Pineview Rd between Garners Ferry Rd and Bluff Rd; Extending Shop Rd to connect to US

378 to provide greater connectivity though the area. A new interchange is proposed at I-77 & Metro Lane and work will also be needed on US 378 in the rural sector to cope with increased traffic. Improved public transit is also a need expressed by local residents to supplement the limited service currently provided by Santee-Wateree Transit Authority, as 8% of households do not own a motor vehicle.

Building Permit Activity

Building permit activity reflects the nature of the Southeast area. The majority of building permits issued in this sector are in the urban portion of southeastern Columbia, although development has moved further east over the last few years, with the Hopkins area in particular, seeing more new home construction.

Due to the varied nature of the Southeast area property values vary greatly. The average single family home value in this sector is around \$30,000 lower than in the Irmo/Chapin area and \$40,000 less than in the Lexington area. Homeownership is however, more affordable in the Southeast.

Starter homes in the new Surrey Place subdivision in Hopkins sell for around \$90,000. The priciest subdivision in the Southeast, *King's Grant*, has homes in the \$300,000-\$500,000 range. The primary problem restricting growth in the Southeast is the lack of wa-

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Building Permit Activity (Continued)

(Continued from page 4)

ter and sewer in the more rural portions of the region. Homebuyers and businesses are reluctant, for the most part, to build where infrastructure is lacking.

Historical: Single Family homes account for the majority (38.8%) of the value of permits issued in the Southeast area. Between 1999 and 2003, 1,600 permits were issued for new homes in this area, totaling over \$174 million in value. This trend is expected to continue as infrastructure is extended further into Lower Richland County.

Residential: The single family housing market continues to remain constant in the Southeast area, although not on the same scale as areas such as Northeastern Richland County. Between 1999 and 2003, 1,600 single family housing permits were issued at an average cost of around \$108,000. The majority of these homes (71%) are lo-

cated in South Columbia, which comprises the southern part of Columbia between Garners ferry Road and the CSX Railroad, bounded by Mill Creek to the east.

The Southeast area also has seen an abundance of Multi-Family housing permitted over the last few years. Between 1999 and 2002, 691 new units were permitted; 190 more than in Downtown Columbia!! Multi-Family housing, however, accounted for only 20% of the housing stock in the Southeast sector in 2000. In 2003 alone, 411 new multi-family housing units were permitted, all in the South Richland sector, near Williams-Brice Stadium (See Page 6 for more information).

Non-Residential: The total value of non-residential permits issued for new construction since 1999 was \$178 million, with business permits accounting for 48% of these non-residential permits (\$86.1 million). The

remaining permits were for churches (\$3.8 mill.), schools (\$35.4 mill.), factories (\$30.5 mill.), storage facilities (\$9.5 mill.) and shops (\$21.8 mill.). The most notable permits to be issued in this time were for \$6 million to construct a Super Walmart on Garners Ferry Road; \$2.3 million to construct a Food Lion Shopping Center on Garners Ferry Road at Lower Richland Boulevard; \$2.6 million to construct the Rosewood Shopping Center; \$1.2 million to construct American Solid Woven on Atlas Road; \$15 million to construct Sysco Food Systems facility in 2001; \$2 million for the Lowe's on Garners Ferry Road and \$22 million to build a new elementary school in Gadsden in 1999.

In 2003, the largest permit issued in this area was for \$6 million to construct the Super Walmart on Garners Ferry Road. In the first half of 2004 notable permits include \$4 million for the new, larger Target store, part of Woodhill Mall's \$25 million redevelopment project.

Conclusion

In conclusion, the Southeast area, while it is not the development hotspot Northeast Richland County is, is still seeing significant investment, as evidenced by the redevelopment of the 85,000 square foot Woodhill Mall. New home construction remains steady and the market for multi-family homes remains strong. The challenge for the Southeast is in the development of rural areas. A balance must be struck between development and provision of infrastructure and maintaining the rural character of the area to maintain quality of life.

Data Collection

All building permits issued for the construction of new residential units or the construction of nonresidential structures are included. In addition, building permits issued for additions, alterations or repairs on nonresidential structures are included if the value of the work was listed for \$25,000 or greater. Also included are the additions and repairs to residential structures costing over \$10,000. Central Midlands COG has elected to study the cost of repairs more closely to attempt to determine where regeneration of older housing stock is taking place.

Permits issued for the construction of garages, carports, swimming pools, storage sheds, etc. on residential property are not included in this study.

Southeast Area Building Permits				
Permit Type	2002		2003	
	Number	Average Cost	Number	Average Cost
Additions	109	\$48,421	125	\$132,678
Assembly	1	\$816,000	1	\$557,398
Business	30	\$381,161	44	\$307,662
Education	3	\$1,293,617	0	\$0
Factory	1	\$1,312,321	0	\$0
Mercantile	0	\$0	4	\$3,995,300
Multi Family	18	\$31,289	411	\$69,311
Single Family	356	\$108,153	242	\$109,281
Repair	46	\$87,814	86	\$47,420
Storage	7	\$305,677	10	\$155,655

Source: CMCOG Building Permit Studies, 2002 & 2003

Multi-family Housing Development

The Southeast area has the third highest number of apartment units in the Columbia Metro Area. In 2003, there were 3,185 multi-family housing units in the Northeast. This represents an increase of 392 units since 1998. The Southeast area accounts for 11.5% of the Columbia market share of multi-family housing units. However, despite the increase in the number of available units, the market share has dropped by 0.2% since 1998 due to the boom in construction of complexes in other sectors of the Columbia Metro area. The 2003 vacancy rate in the Southeast sector was 6.5%, down from 6.7% in 2002, and a significant reduction from 1998's rate of 8.4%. The 2003 vacancy rate is slightly lower than the Columbia area's total vacancy rate of 6.9% in 2003.

There are currently an additional 444 units under construction in the Southeast sector. Sterling University Oaks and College Suites Stadium are being built to cater primarily to the student market and are located in close proximity to one another close to Williams-Brice Stadium.

Rental rates are lower than the regional average. 1 bedroom units rent for an average \$492/month; 2 bedroom units for \$555/month and 3 bedroom units for \$687/month - around 6% less than the Columbia MSA average.

Source: CMCOG Multi-Family Survey, 2003

Southeast Area Multi-Family Developments			
Development	Development Stage	# of Units	Location
Sterling University	Under Construction	180 Units	21 National Guard Road
College Suites Stadium	Under Construction	264 Units	Silo Court
Olympia Mills	Planned	400 units	Olympia St

Office and Retail Space Trends

Commercial development often tends to reflect residential growth patterns, and as a result, the Southeast area has developed into a sizeable market for commercial real estate. The Southeast is not a large market for office space, but is one of the larger retail markets in the Columbia Metro area. In 2003, the Southeast area had the second smallest amount of office space surveyed. Only the Batesburg-Leesville area had less office space. In 2003, there was 252,900 square feet of office space in 10 buildings. This amounts to just 2% of the total office space in the Columbia, MSA. Since 1998, this sector has added 189,400 square feet of leasable office space. Rental rates are the second lowest in the region, at an average of \$6.37 per square foot and have decreased since 1998 when property averaged \$7.84 per square foot.

In 2003, the Southeast sector was the 7th largest retail submarket in the Columbia region, containing 13 of the 186 centers surveyed. The 1,187,577 square feet of retail space account for 8% of the region's retail space. In 1998, this sector ranked 5th in the region with 8.9% of the Columbia market share. Only one new center has been built in this sector in the last 6 years.

In 2003, vacancy rates in the Southeast were the highest in the region with 326,589 square feet (27.5%) vacant. In 1998, the vacancy rate was just 12.7%. A change may be in the offing in this dormant retail market, as one new structure of 177,872 square feet is planned and three structures totaling 265,750 square feet are under construction in this area. Average lease rates are 3rd lowest in the region at \$8.65 a square foot. Historically rates have remained stable, only increasing \$0.53 in the last 6 years.

Southeast Office & Retail Space		
	Office Space	Retail Space
Leasable Square Ft	252,900	1,187,577
Vacancy Rate	48.4%	27.5%
Market Share	2.0%	8.0%
Av. Rental Rate	\$6.37	\$8.65

Selected Statistics for the Southeast Area

2000 Census Data

AGE			
	Total	Male	Female
Total Persons	60,094	28,964	31,130
Under 5 Yrs	3,989	2,024	1,965
5-17 Yrs	11,326	5,695	5,631
18-24 Yrs	6,140	3,102	3,038
25-39 Yrs	14,114	6,823	7,291
40-64 Yrs	18,612	8,845	9,767
65-84 Yrs	5,511	2,359	3,152
85 Yrs & older	402	116	286

RACE						
	White		Black		Other	
Age	Male	Female	Male	Female	Male	Female
Under 5	745	681	1,158	1,163	121	121
5-17 Yrs	1,916	1,851	3,527	3,545	252	235
18-24 Yrs	1,313	1,327	1,574	1,572	215	139
25-39 Yrs	3,362	3,079	3,109	3,879	352	333
40-64 Yrs	4,663	4,841	3,945	4,588	237	338
65-84 Yrs	1,667	2,120	661	964	31	68
85 +	75	159	39	122	2	5
Total	13,741	14,058	14,013	15,833	1,210	1,239

2000 Income	
Income	H-holds
Below \$10,000	2,267
\$10,000-\$14,999	1,776
\$15,000-\$19,999	1,559
\$20,000-\$24,999	1,702
\$25,000-\$29,999	2,035
\$30,000-\$34,999	1,783
\$35,000-\$39,999	1,646
\$40,000-\$44,999	1,407
\$45,000-\$49,999	1,296
\$50,000-\$59,999	2,113
\$60,000-\$74,999	2,254
\$75,000-\$99,999	1,885
\$100,000-\$124,999	835
\$125,000-\$149,999	337
\$150,000-\$199,999	286
Over \$200,000	346
Average HH Income	\$38,267

Housing Values (Owner-Occupied Units)	
Value	# of Houses
Less than \$19,999	137
\$20,000-\$49,999	1,143
\$50,000-\$79,999	3,897
\$80,000-\$99,999	2,984
\$100,000-\$149,999	2,330
\$150,000-\$199,999	948
\$200,000-\$299,999	589
\$300,000-\$399,999	243
\$400,000-\$499,999	72
\$500,000-\$749,999	19
\$750,000-\$999,999	0
\$1,000,000 +	7

Educational Attainment (Ages 25+)	
Level	# of Persons
Less than 9th Grade	1,915 (4.9%)
9th-12th Grade	4,460 (11.6%)
High School Graduate	10,756 (27.9%)
Some College	8,951 (23.2%)
Associate Degree	2,827 (7.3%)
Bachelor's Degree	5,970 (15.5%)
Graduate Degree	3,703 (9.6%)

Occupancy	
	Total
Total Housing Units	25,700
Vacant	2,077
Occupied	23,623
Owner-Occupied	15,529
Renter-Occupied	8,094

Poverty	
Below Poverty Level	8,108 (13.8%)
Above Poverty Level	50,705 (86.2%)

Newsletter Format

The newsletter will focus on each of the areas of the Midlands in turn.

Each newsletter will highlight the latest developments in each area to give a brief overview of each sector of the Central Midlands region. More detailed information can be found on our website.



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Central Midlands Newsletter

EXTRA, EXTRA!!!

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Central Midlands Council of Government - Our Data, Your Resource!!

CONGAREE SWAMP IS SOUTH CAROLINA'S FIRST NATIONAL PARK

Congaree National Park, formerly known as Congaree Swamp National Monument, located in Lower Richland County, became South Carolina's first National Park in November, 2003. Situated along the meandering Congaree River in central South Carolina, Congaree National Park is home to champion trees, primeval forest landscapes, and diverse plant and animal life. This 22,200-acre park protects the largest contiguous tract of old-growth bottomland hardwood forest remaining in the United States. Known for its giant hardwoods and towering pines, the park's floodplain forest includes one of the highest canopies in the world and some of the tallest trees in the eastern United States.

The swamp and the river which feeds into it were named after the local Congaree Indians, who inhabited the area until the early 18th century when their 17 numbers were decimated by a smallpox epidemic introduced with the arrival of European settlers. The new residents obtained land grants from the King of England until 1776 when the state of South Carolina assumed the right to distribute ownership of the land. Attempts to make the land suitable for planting, as well as grazing, continued through 1860. The floodplain's minor changes in elevation and consequent flooding stifled agricultural activity; but the intermittent flooding allowed for soil nutrient renewal and enabled the area's trees to thrive. Bald Cypress, in particular, became a target for logging. By 1905, the Santee River Cypress Lumber Company had acquired much of the land. Poor accessibility by land however, confined logging to tracts near waterways so that logs could be floated down river. In the perpetual dampness, though, many of the cut trees remained too green to float. Operations were suspended within ten years, leaving the floodplain basically untouched. As a result of renewed logging interests in the mid-1960s, a campaign to protect the natural beauty of the area was launched that resulted in the establishment of the site as a *National Monument* in 1976. In 1983, the site was named an *International Biosphere Reserve* and in 2001, was designated a *Globally Important Bird Area*. The Congaree Swamp National Park receives an average of around 100,000 visitors per year.