



REGION REPORT

“Local Solutions to Regional Problems”

Spring 2008

Volume 2, Issue 1

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Welcome to the Spring 2008 edition of the **CMCOG Region Report.**

This issue of **Region Report** focuses on the Southeastern portion of Richland County; an area which encompasses a large swathe of Richland County to the south of Fort Jackson. The area has been described as containing one of the largest concentrations of African-American-owned lands in the US, where 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 a major residential and commercial area, which runs the gamut from 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 US 378 - the Sumter Highway.

The Southeast sector is currently undergoing both a commercial and residential resurgence, with most activity focused around the Garners Ferry Road corridor. Since the redevelopment of Woodhill Mall in 2004, a number of new stores and eateries have opened up or expanded, including the Columbia area’s only free-standing Sears store and a new Walmart.

The Hopkins area of Lower Richland County has become a major residential growth area with 4,424 new housing units permitted between 2000 and 2006, with new apartments/condominiums around Williams-Brice stadium and along Garners Ferry Road accounting for 40% of all new housing units.

The major impediment to even greater growth in this area has been a lack of infrastructure, particularly water and sewer lines in the eastern portion of the sector, a situation that could be resolved if a recent announcement to extend a sewer line from Eastover back towards Columbia comes to fruition. The Southeast area is also home to some of the largest employers in the Columbia area (International Paper, Sysco, Square D, Walmart, etc) and commuter traffic, coupled with high truck 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 bound to occur bringing the potential for more changes to this area.

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. The Southeastern area is a mixture of residential communities and commercial areas in the western portion and includes a major industrial area in the Bluff/Shop Road corridor. The sector becomes more rural, the further east one travels towards the Sumter County line.

Garners Ferry Road (US 378) serves as the primary commercial corridor in this sector where the total number of persons employed totals 7,033, of whom 1,725 are employed in the retail trade. In total, more than 30,000 work in this sector.

The Economy:

In 1990, 31,014 of the 43,646 persons aged 16+ were in the labor force in the Southeast area. By 2000, the

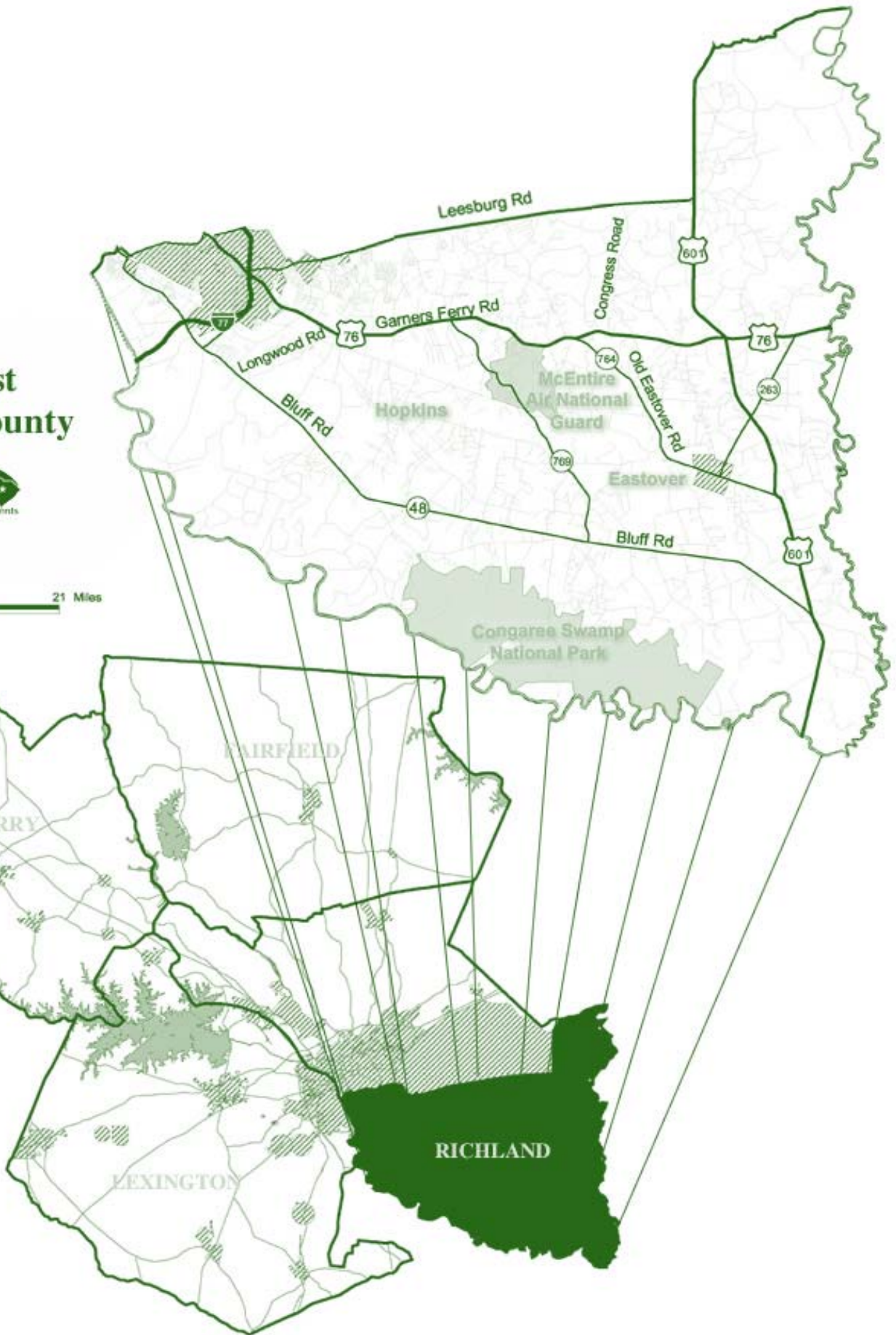
To find out more about Central Midlands COG and the information presented, please visit our web site at: www.centralmidlands.org

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Southeast Richland County



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Southeast Development Climate

(Continued from page 1)

labor force in this sector had fallen to 30,796; a decrease of 0.7%. Estimates for 2007 show a total labor force of 35,286 persons; an increase of 14.6% since 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 (39.2%) of blue collar workers living in the Southeast area. However, as is the case throughout most urban areas, service jobs account for the majority of employment. In recent years, unemployment rates have risen in this sector and in 2007 were estimated to be 5.1%, slightly lower than the rate for Richland County in 2007 of 5.9%.

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. Be-

tween 1980 and 2000, the population grew from 53,920 to 60,094, an 11.1% increase. By 2007, the population was estimated to be 64,546, an increase of 7.4%. Recent projections predict that the Southeast area will grow to a population of 66,663 by 2015, 70,950 by 2025 and 73,329 by 2035, a projected growth rate of 13.6% from 2007 to 2035.

Housing

In 2007, there were an estimated 29,920 occupied housing units in the Southeast area, an increase of 4,220 (16.4%) from the 25,700 reported in 2000. 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 55.8% of residents owning their homes while 31.5% of the housing stock is rental property. Vacant units account for 12.7% of the total housing units. 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 Southeast area had the following population age characteristics in 2007: under 5 years: 6.8%; 5 - 19 years: 19.6%; 20 - 24 years: 7.6%; 25 - 44 years: 29.2%; 45 - 64 years: 26.4%; 65 -

Southeast Major Employers

Employer	No. of Employees
Dorn VA Hospital	1,457
Westinghouse	1,200
International Paper	726
Square D	565
The State Newspaper	500
Walmart	450
SYSCO	400
Intertape Polymer	370
Consolidated Systems	300
American Italian Pasta	170

Source: SC DOC Industrial Directory

84 years: 9.4% and 85 years and older: 0.9%. The median age is 36.0. These figures indicate that the majority of the population are younger families, often with children. 48.5% of the population is aged under 35 and over one quarter are aged 19 and under.

51.8% of the population is female. 49.6% of the area population is African-American; 45.6% is white and 2.7% is Hispanic.

The median household income for the area in 2007 was estimated to be \$44,356, up 20.2% from \$36,892 in 2000. Per capita income rose from was \$18,727 in 2000 by 33.9% to an estimated \$19,648 in 2007. These figures indicate that the area has become more prosperous since the 2000 U.S. Census.

Schools

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

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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)

(Continued from page 3)

the school district extend well beyond the study area for this report. There are currently over 6,800 students enrolled in public schools in the Southeast area, with a further 1,631 in the 2 area private schools

There are two higher education establishments in

this sector: The University of South Carolina School of Medicine with 456 students and Midlands Technical College (Beltline Campus) with more than 2,000 full-time students.

Education levels in the Southeast area are as follows: 61.1% of persons

aged over 25 who reside in the Southeast area have some college education. 18.5% possess at least a bachelor's degree; 12.4% have a masters degree or possess doctorates. 10.6% of residents have not completed a formal high school education.

Distances to Major Markets from the Southeast 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 - 2008

School	No. of Students	School	No. of Students
Lower Richland High	1,456	Hammond School	860
Southeast Middle	752	Heathwood Hall	771
Horrell Hill Elementary	595	Meadowfield Elementary	594
Caughman Rd Elementary	609	Hopkins Middle	514
Webber School	363	Hopkins Elementary	357
Rosewood Elementary	369	S Kilbourne Elementary	321
Mill Creek Elementary	300	Burnside Elementary	325
Gadsden Elementary	155	Richland 1 Middle College	108

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 41,500 vehicles per day.

The following highway projects have been identified for improvement in the current Long Range Transportation Planning: Widening of Pineview Rd between Garners Ferry Rd and Bluff Rd; Extending Shop Rd to connect to US 378 to provide greater connectivity through the area. A new interchange is pro-

posed 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 to supplement the limited service currently provided by Santee-Wateree Transit Authority, as 8% of households do not own a motor vehicle. CMCOG is also currently working on a sub-area plan for Lower Richland to identify new transportation alternatives.

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 Quail Creek subdivision in Hopkins sell for around \$95,000. The priciest subdivision in the Southeast, *King's Grant*, has homes in the \$400,000-\$600,000 range. The primary impediment to growth in the Southeast area is the lack

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Building Permit Activity (Continued)

(Continued from page 4)

of water and sewer in the more rural portions of the region as developers are reluctant, for the most part, to build where infrastructure is lacking.

Historical: Residential permits account for the majority (52.5%) of the value of recent permits issued in the Southeast area. Between 2002 and 2006, 3,458 permits were issued for new housing units in this area, totaling over \$316 million in value. This trend is expected to continue as infrastructure extends 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 2002 and 2006, 1,965 single family housing permits were issued at an average cost of around \$114,000. The majority of

these homes (64.6%) are located 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 2002 and 2006, 1,493 new units were permitted; 802 more than in the years between 1999 and 2003. Recent years have seen a change in this market with the construction of more than 500 high-end condos near Williams-Brice Stadium. In the 2000 Census, multi-family units accounted for just 20% of the housing stock in the Southeast sector in 2000. *(More Apartment Information on Page.6).*

Non-Residential: The total value of non-residential permits issued for new construction since 2002 was \$205.8 million, with business permits accounting for

62.9% of new non-residential permits (\$129.5 million). The remaining permits were for churches (\$3.4 mill.), schools (\$5.9 mill.), factories (\$31.3 mill.), storage facilities (\$10.9 mill.) and retail establishments (\$24.7 mill.).

The most notable permits to be issued in this time were the 140-unit Carolina Walk Condominiums (\$72.2 million) opposite Williams-Brice stadium; a new \$18.4 million facility for McEntire Produce on American-Italian Way; the 69-unit Spur At Williams-Brice (\$13.8 million) and the 158-unit Gates At Williams-Brice (\$11.1 million) located on Bluff and Shop Roads respectively.

Other notable recent non-residential activity includes \$10.6 million at the Richland County Detention Center; a \$5.9 million facility for International Paper near Eastover; a \$5 million commercial freezer for Sysco Foods and \$4.9 million for the recently-constructed Holiday Inn Express on Garners Ferry Rd.

Additions and Repairs to existing structures accounted for around \$80 million (13.2% of the total value) in value between 2002 and 2006.

Conclusion

In conclusion, despite the recent economic downturn, the Southeast area is still seeing significant investment, as evidenced by the increased residential and commercial activity. 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. Can a balance be struck between development and provision of infrastructure and maintaining the rural character and 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 carports and swimming pools on residential property are not included in this study.

Southeast Area Building Permits				
Permit Type	2006		2005	
	Units	Average Cost	Units	Average Cost
Additions	267	\$117,930	142	\$63,197
Assembly	2	\$517,427	3	\$325,289
Business	43	\$1,093,201	25	\$1,405,447
Education	0	\$0	1	\$2,100,000
Factory	0	\$0	10	\$3,001,031
Mercantile	1	\$875,000	4	\$271,483
Multi-Family	746	\$26,227	246	\$165,057
Single Family	572	\$112,142	436	\$115,101
Repair	112	\$53,892	77	\$52,723
Storage	29	\$98,292	24	\$141,134

Source: CMCOG Building Permit Studies, 2005 & 2006

Multi-family Housing Development

The Southeast area has the third highest number of apartment units in the Columbia Metro Area. In 2007, there were 4,179 multi-family housing units in the Southeast. This represents an increase of 1,447 units since 1996. The Southeast area accounts for 13.5% of the Columbia market share of multi-family housing units, up from 11.5% in 2003. The 2007 vacancy rate in the Southeast sector was 7.8%, the same as it was ten years ago, and a significant reduction from 2001's rate of 10.3%. The 2007 vacancy rate is lower than the Columbia area's total vacancy rate of 10.8%. There are currently an additional 340 apartment units under construction in the Southeast sector. The Village at Emerald Lakes is the largest complex currently under construction in the Southeast sector. This development, together with Madison Station (also on Ulmer Road) represent a shift eastward in multi-family housing construction in this sector.

This sector has also almost 400 condominium units constructed in the past three years (see back page for more detail). Rental rates in the Southeast have risen recently but are lower than the Columbia average. 1 bedroom units rent for an average \$597/month; 2 bedroom units for \$620/month and 3 bedroom units for \$744/month - around 3% less than the Columbia MSA average.

Southeast Area Multi-Family Developments			
Development	Development Stage	# of Units	Location
Village At Emerald Lakes	Under Construction	204	Ulmer Road
Copper Beech Townhomes	Under Construction	72	Bluff Road
Madison Station	Under Construction	64	Ulmer Road
Burnside Farm	Planned	435	Garners Ferry & Pineview

Source: CMCOG Multi-Family Survey, 2006/07

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 2006, the Southeast area had the second smallest amount of office space surveyed. Only the Batesburg-Leesville area had less office space. In 2006, there was 228,150 square feet of office space in 7 buildings. This amounts to just 1.7% of the total office space in the Columbia, MSA. Since 1999, this sector has added 164,650 square feet of leasable office space, however 53% of the sector's office space is currently vacant. Rental rates are now subsequently the lowest in the region, at an average of \$3.89 per square foot and have decreased significantly since 1998 when similar space averaged \$7.84 per square foot.

In 2006, the Southeast sector was the 5th largest retail submarket in the Columbia region, containing 16 of the 201 centers surveyed. The 1,440,468 square feet of retail space account for 8.7% of the region's retail space. In 2003, this sector ranked 7th in the region with 8.7% of the Columbia market share. Three new retail centers have been built in this sector in the last 4 years.

In 2006, vacancy rates in the Southeast were the second highest in the region with 200,592 square feet (13.9%) vacant. However, this rate represents a marked change in fortune for a sector that in 2003 had a vacancy rate of 23.7%. One new structure of 25,000 square feet was recently completed and two existing centers totaling 126,005 sq. ft have been recently renovated. Average lease rates are 4th lowest in the region at \$8.91 a square foot. Historically rates have remained stable, only increasing \$0.26/sq.ft in the last 4 years.

Southeast Office & Retail Space		
	Office Space	Retail Space
Leasable Square Ft	228,150	1,440,468
Vacancy Rate	53.3%	13.9%
Market Share	1.7%	8.7%
Av. Rental Rate	\$3.89	\$8.91

Selected Statistics for the Southeast Area

2007 Estimated 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						
Age	White		Black		Other	
	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

Income	
Income	H-holds
Below \$15,000	3,595
\$15,000-\$24,999	3,078
\$25,000-\$34,999	3,460
\$35,000-\$49,999	4,451
\$50,000-\$74,999	5,267
\$75,000-\$99,999	2,928
\$100,000-\$149,999	2,111
\$150,000+	1,234
Average HH Income	\$48,302

2000 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

Source: 2000 Census of Population and Housing & 2007 Estimates by Applied Geographic Solutions

2000 Poverty	
Poverty Level	Count (Percentage)
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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RegionReport is published as a service and information resource for members of the Central Midlands Council of Governments.

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Central Midlands Newsletter

EXTRA, EXTRA!!!

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www.centramidlands.org

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

Southeast Area Condominium Boom

In the seven years since the last U.S. Census in 2000, the Greater Columbia area has seen residential growth occur at a pace not seen for many years and the years 2004, 2005 & 2006 were all record-setting years for residential development in the Columbia area. While the Southeast area has seen a marked increase in single-family residential growth, it is the multi-family housing market that has seen the most noteworthy developments with 504 apartment units completed in past 12 months, a further 268 under construction on Ulmer Road and more than 400 units planned for construction, but it is the more than 400 condominiums being built around Williams-Brice Stadium that have really been the talking point in this sector.

This recent development trend, which has seen residential activity in area which has traditionally been a major warehouse and industrial corridor has also had the effect of lowering vacancy rate in the adjoining Bluff Rd industrial corridor, resulting in Columbia having one of the lowest industrial vacancy rates in the nation at 2.4%, more than half the usual rate. With a further 150 condominiums planned for construction, together with increased student accommodations near the stadium, this trend is expected to continue in the coming years.



The Gates at Williams-Brice