

SECTION 2: COMMUNITY PROFILE

A community profile detailing a comprehensive assessment of the existing conditions of the Sandhills community was developed as part of this Plan in order to get a complete understanding on the present and future state of the neighborhood in relation to population, economic development, land use, and cultural activities.

The South Carolina Comprehensive Planning Enabling Act of 1994 laid out specific planning elements for review of a geographic area in order to ensure successful goals, objectives, and strategies are considered during a community planning effort. This Plan utilizes the nine (9) South Carolina comprehensive planning elements from the Enabling Act to outline the existing conditions for the immediate Pontiac geography while comparing the conditions to Richland County geography in order to find trends of the neighborhood and gain thoughtful insights on future recommendations. Various takeaways and implementation ideas from the existing conditions are incorporated into Section 1 Vision & Recommendations.



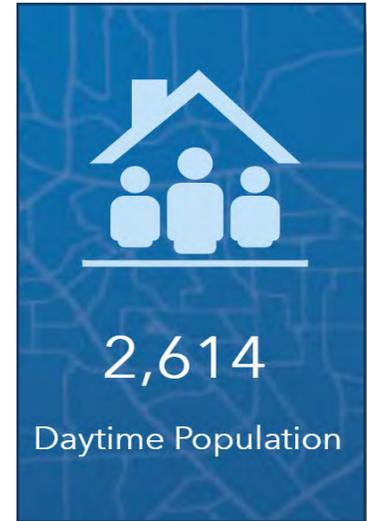
COMMUNITY PROFILE

POPULATION & ECONOMICS

The population and economy of the Sandhills community is characterized by numerous demographic statistics including trends on income, age, race, sex, households, education, labor, and spending. The statistics were calculated utilizing ESRI Business Analyst by creating an exact border around the study area boundaries.

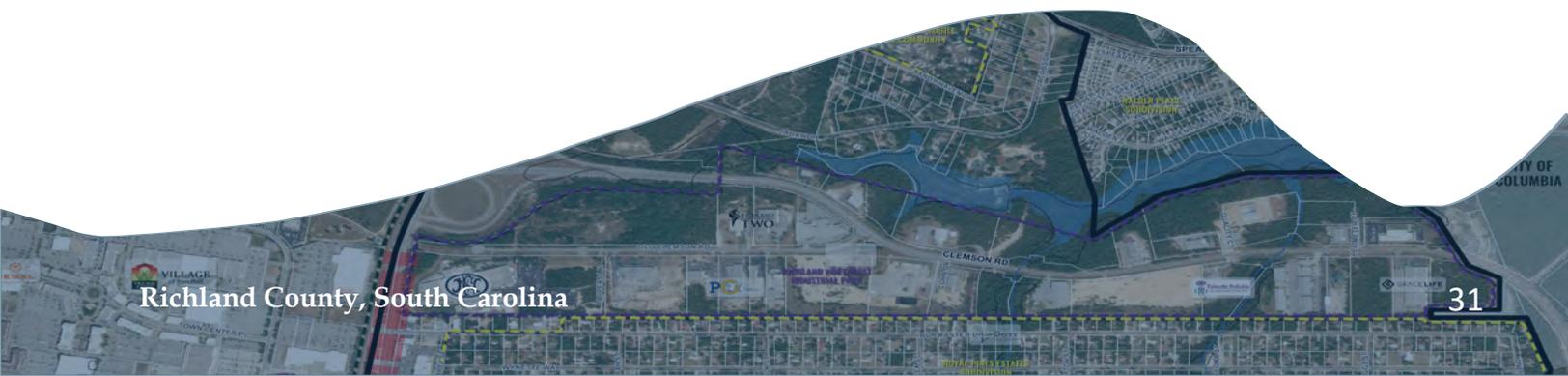
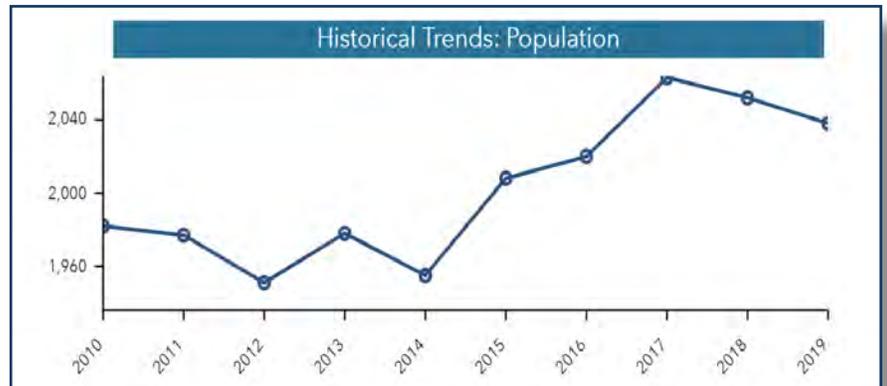
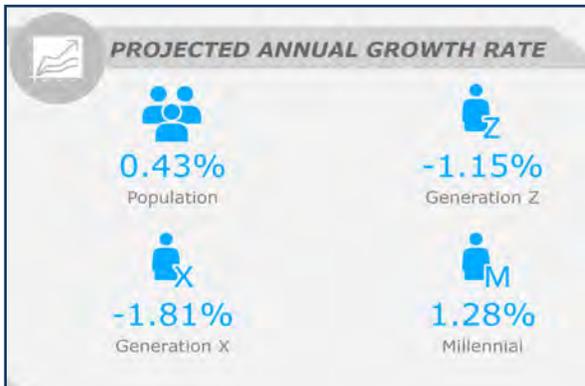
Residents

The current population of the approximate 1.3 square mile Sandhills study neighborhood area is approximately 2,038. This is just .005% of overall Richland County. The growth rate over the past decades for Sandhills is minimal. A projected growth rate over the next five (5) years is showing at .43% which is about half the projected rate of Richland County in the same time period (1.08%).



Year	Sandhills	Richland Co
2000	1,468	320,677
2010	1,989	384,504
2019	2,038	422,068
2024 Projection	2,082	445,410
Growth Rate 2019-2024	0.43%	1.08%

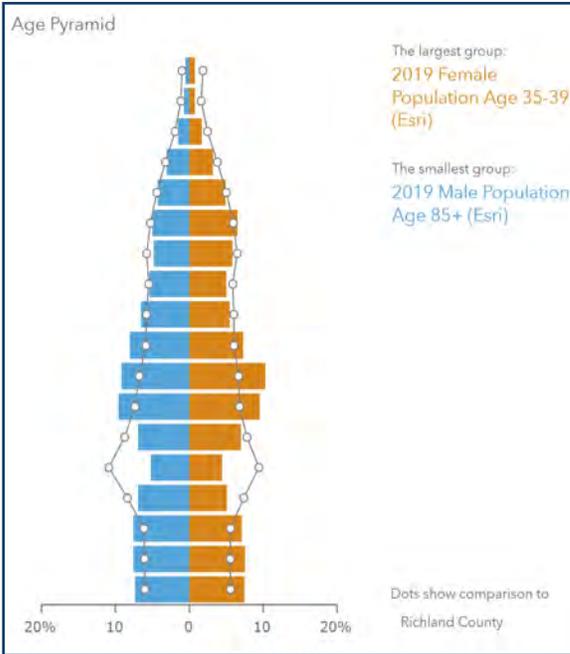
~ESRI Business Analyst



COMMUNITY PROFILE

Age

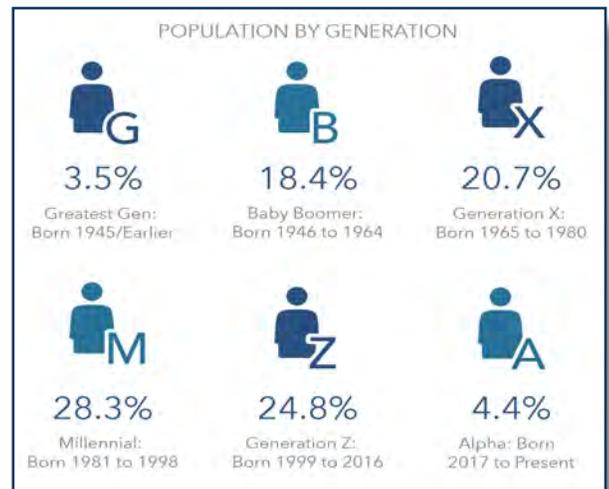
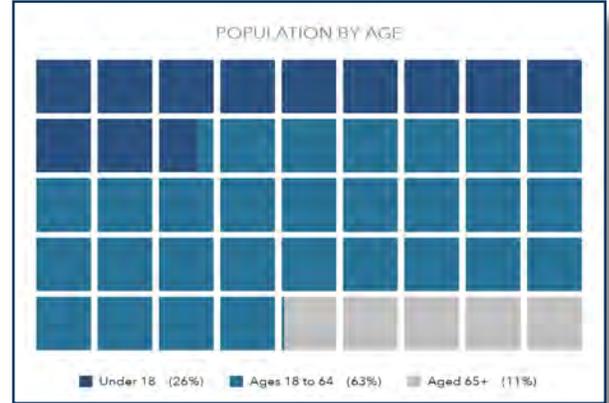
Statistics show that the average age is 35.3 in the study area with the majority being between the ages of 18 to 64 (63%).



Sandhills



Richland Co



Sex

The study area percentage of males to females is 48% to 52%. Overall Richland County is showing a ratio is approximately the same at 49% to 51%. Future projections show minimal to no change in these statistics.

Year	Sandhills		Richland Co	
	Males	Females	Males	Females
2010	966	1,023	187,330	197,174
2019	983	1,056	206,108	215,960
2024 Projection	998	1,084	217,726	227,684

~ESRI Business Analyst

COMMUNITY PROFILE

Race

The table to the right displays the race breakdown of the Sandhills study area compared to the rest of Richland County. Overall the Sandhills makeup is predominantly white and black. It should be noted that during the course of this Plan that a majority of residents living in and around the Spears Creek Village area were Hispanic and Latino as depicted in the 14.6% portion of the table.

Race/Ethnicity	Sandhills	Richland Co
White	42.00%	45.50%
Black	39.50%	46.50%
American Indian	0.20%	0.30%
Asian	5.50%	2.80%
Pacific Islander	0.40%	0.10%
Other Race	7.20%	2.00%
Two or More Races	5.20%	2.70%
Total	100%	100%
Hispanic Origin	14.60%	5.20%

*ESRI Business Analyst

Households

The number of households in the Sandhills study area has grown considerably since 2000 to 2019 by over 200 new households. A future growth rate in households to 2024 is projected as minimal at .4%, which is mainly due to the limited area left for residential growth. In comparison the household unit growth rate for Richland County is 1.11% by the year 2024. The average household size for Sandhills is approximately 2.9 people. This figure is slightly above the Richland County 2019 statistic of 2.5 people per household.

Sandhills



Richland Co



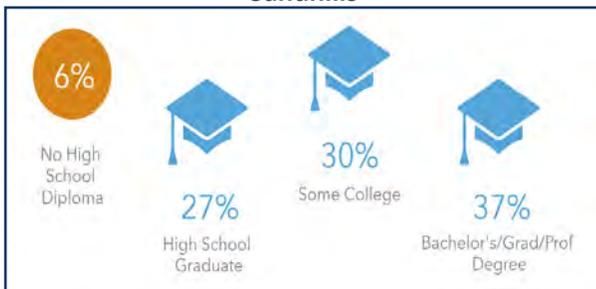
Year	Sandhills #	Pontiac Avg Size	Richland Co #	Richland Co Avg Size
2000	493	2.98	120,101	2.44
2010	691	2.88	145,194	2.43
2019	703	2.90	159,002	2.46
2024 Projection	717	2.90	168,022	2.46
Growth Rate 2019-20124	0.40%	n/a	1.11%	n/a

*ESRI Business Analyst

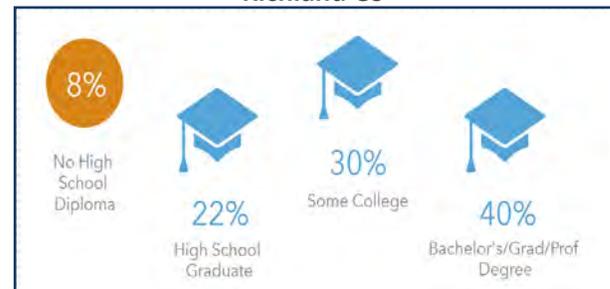
Education

The educational levels of the people of Sandhills are characterized in the figures herein. Both Sandhills and Richland County portray similar statistics with less than 8% of people with no high school diploma and upwards of 70% of people with a college degree. When further broken down it is found that approximately 15% in Sandhills have a graduate level college degree.

Sandhills



Richland Co



COMMUNITY PROFILE

Income

Income levels for the Sandhills study area are consistent with those found throughout Richland County. Sandhills median income is \$50,000 and the average household income is \$74,310. The largest range of income for households is between the \$50,000-\$74,999 range (16.9%). Another higher percentage range is found in the \$100k+ categories where 20% of households make between \$100k-\$199,999.

A deeper look at the numbers shows Sandhills households spend approximately 15% of their income on mortgages while also using a median of \$43,419 as disposable income.

Income Level	Sandhills	Richland Co
< \$50k	13.80%	15.50%
\$15k-\$24,999	10.00%	9.10%
\$25k-\$34,999	11.50%	10.80%
\$35k-\$49,999	14.80%	11.70%
\$50k-\$74,999	16.90%	17.30%
\$75k-\$99,999	8.40%	12.30%
\$100k-\$149,999	11.90%	13.20%
\$150k-\$199,999	8.10%	4.00%
> \$200k	4.70%	6.10%
Average Household Income	\$74,310	\$76,347

*ESRI Business Analyst



COMMUNITY PROFILE

Labor Force & Employment

Types of industries the Sandhills population works within includes a high level (50%) of white collar jobs including the management/business/financial, Professional, sales, and admin support industries. Blue collar jobs, including such industries as farming, construction/extraction, installation/maintenance/repair, production, and transportation/material moving, make up approximately 34% of Sandhills workers. Overall, Richland County shows a higher amount of white collar workers (66%) than blue collar workers (16%) compared to Sandhills.

A closer look at the industries the Sandhills workers are mainly employed in shows a high percentage in services (39%), construction (20%), and manufacturing (10%).

2019 employed Population by Industry 16+years

Industry	Sandhills	Richland Co
Agriculture/Mining	0.00%	0.40%
Construction	20.00%	4.80%
Manufacturing	10.20%	6.60%
Wholesale Trade	0.00%	2.30%
Retail Trade	2.90%	11.30%
Transportation/Utilities	4.00%	4.90%
Information	4.90%	2.30%
Finance/Insurance/Real Estate	13.00%	8.00%
Services	39.20%	51.80%
Public Administration	6.10%	7.60%
Total Employees	1048	76347

*ESRI Business Analyst

Sandhills



Richland Co



Unemployment Rate

Sandhills	Richland Co
2.4%	4.6%

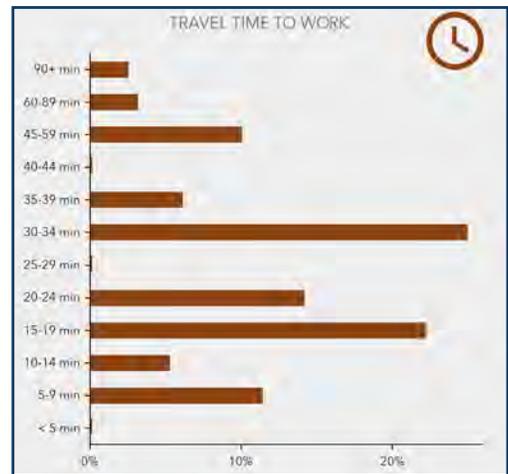
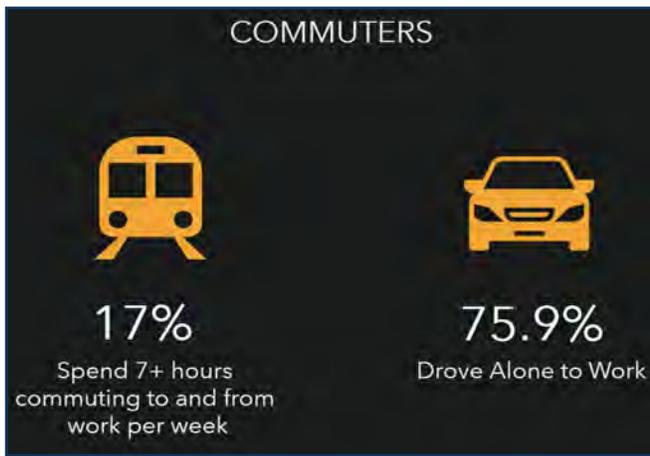
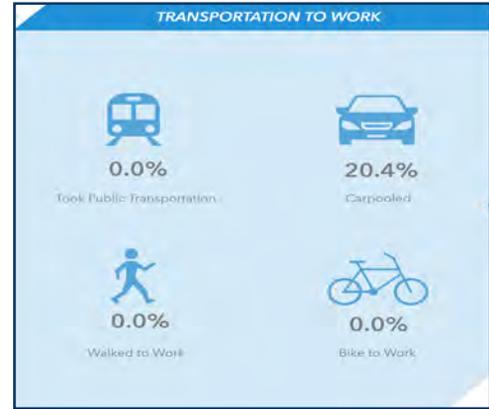


Clemson Road Industrial Area Business

COMMUNITY PROFILE

Where People Work

Within the Sandhills study area there are business service areas along Two Notch Road as well as the Richland Industrial Park along Clemson Road. While these two areas of commerce exist it appears that most workers who live in the study area actually work further from home. A majority of people have an average travel time to work in the 15-19 and 30-34 minute ranges. No residents indicate that they use public transportation, walk, or bike to work. However 20+% show that they carpool at times. 17% of people show they take more than 7 hours a week commuting to work. Overall, the statistics indicate that most people are within distance to downtown Columbia for work.



Two Notch Road

COMMUNITY PROFILE

Consumer Spending

Consumer spending metrics display what the people in the area are spending their money on during the course of the past year. An analysis of consumer spending sheds light on what industries may be most advantageous to locating close to the people of a given area. A few takeaways for the Sandhills study area:

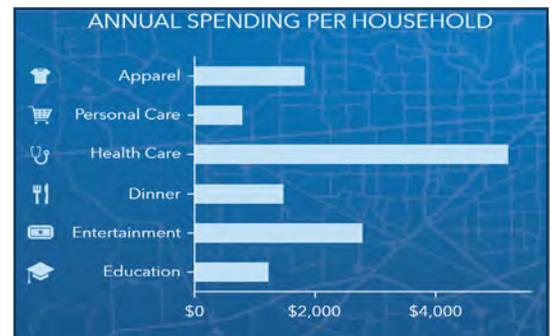
- ▶ Sandhills resident lifestyle (entertainment) spending consists of “travel” being the highest among all categories by a very high percentage.
- ▶ Households annually spend upwards of \$2,500+ in eating out for breakfast, lunch, and dinners with dinner being the highest percentage.
- ▶ Annual spending of income is highest in the healthcare category with entertainment and apparel spending a close second.



Retail Marketplace

The retail marketplace table (industry supply vs demand analysis) paints a similar picture to consumer spending but shows where a need or lack of industry is found in the Sandhills region. Such data can point to locations that are frequented heavier by the population as well as where locations are that the population may be leaving the community to spend their money. Adding a retail marketplace analysis can give a deeper insight on which industries are lacking for a region and may be the most ideal to promote in future marketing to developers. Here are a few takeaways from the current data:

- ▶ The direct Sandhills area is adequate or over-supplied by many industries mainly due to being located so close to the Village of Sandhills Shopping Center and Two Notch Road businesses.
- ▶ Minor demand can be found in the industries of “Electronic Stores”, “Building Materials Stores”, and “Gas Stations”.



COMMUNITY PROFILE

Industry Potential

Area absorption rates in the market can display the potential for fulfilling successful new business developments in the area. Another indicator of the area market is in relation to vacancy, which is the amount of unoccupied square feet of the various target industries that may be found in the region. Below is a collection of the absorption and vacancy trends in Richland County as a whole for the industrial, office, and retail industries.

Area Inventory (Richland Co.)

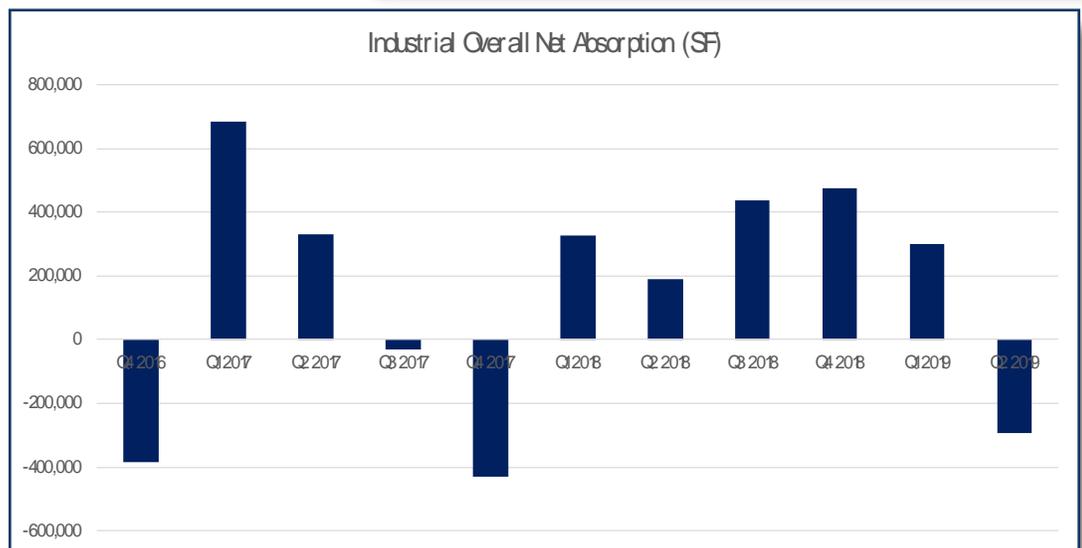
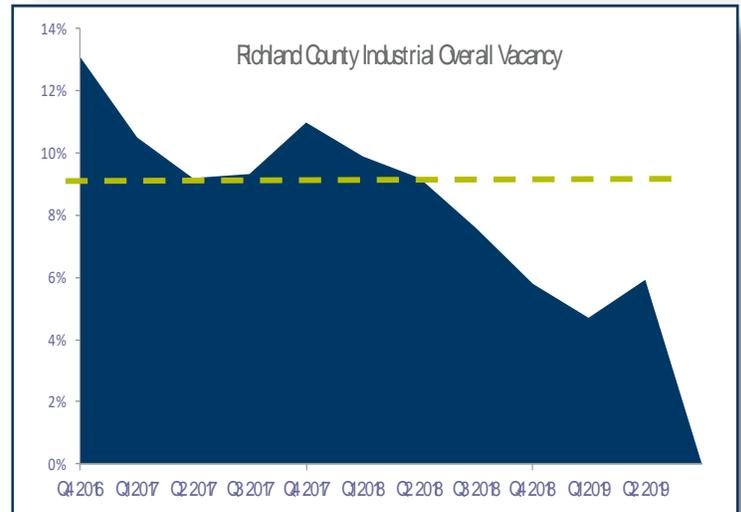
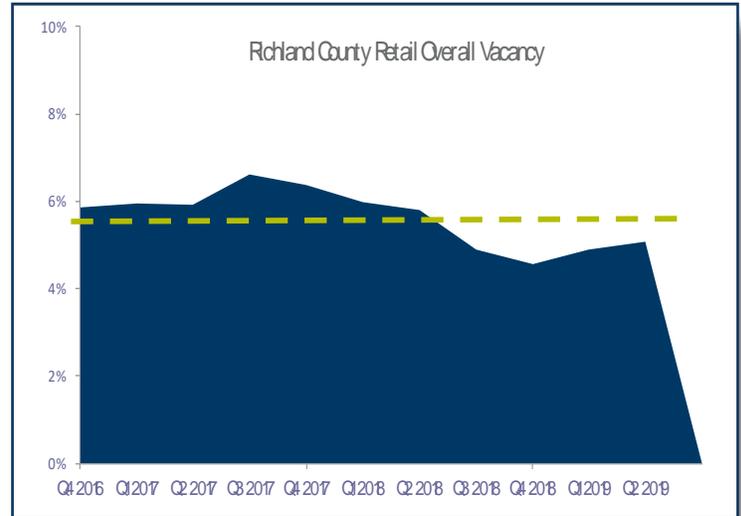
- ▶ Industrial Industries had an inventory of 26,767,914 which is an additional 45,000 SF since the year prior.
- ▶ Office Industries had an inventory of 24,331,987 SF which is an additional 103,888 SF since the year prior.
- ▶ Retail Industries had an inventory of 30,504,419 SF which is an additional 40,000 SF since the year prior.

Area Absorption (Richland Co.)

- ▶ The absorption of the industrial industry has decreased 292,684 SF in Q2 19' after seeing a 200,000+ SF a quarter jump since 17'.
- ▶ The absorption of the office industry has decreased around 100,000 SF since Q4 18'.
- ▶ Retail Industry: The absorption of the retail industry has decreased around 150,000 SF since Q4 18'.

Area Vacancy (Richland Co.)

- ▶ The vacancy rate for industrial uses has been at a low in 2019, compared to the past decade, currently sitting at 5.9% (1,590,426 SF) in Q2 2019.
- ▶ The vacancy rate for office uses was at 6.7% (1,629,620 SF) during Quarter 2 2019. This rate is fairly consistent from year to year over the past decade.
- ▶ The vacancy rate for retail uses was at 5.1% (1,550,012 SF) during Quarter 2 2019. This rate is consistent from year to year over the past decade as rates have ranged from 4.5-6.5%.



COMMUNITY PROFILE

CULTURAL & NATURAL RESOURCES

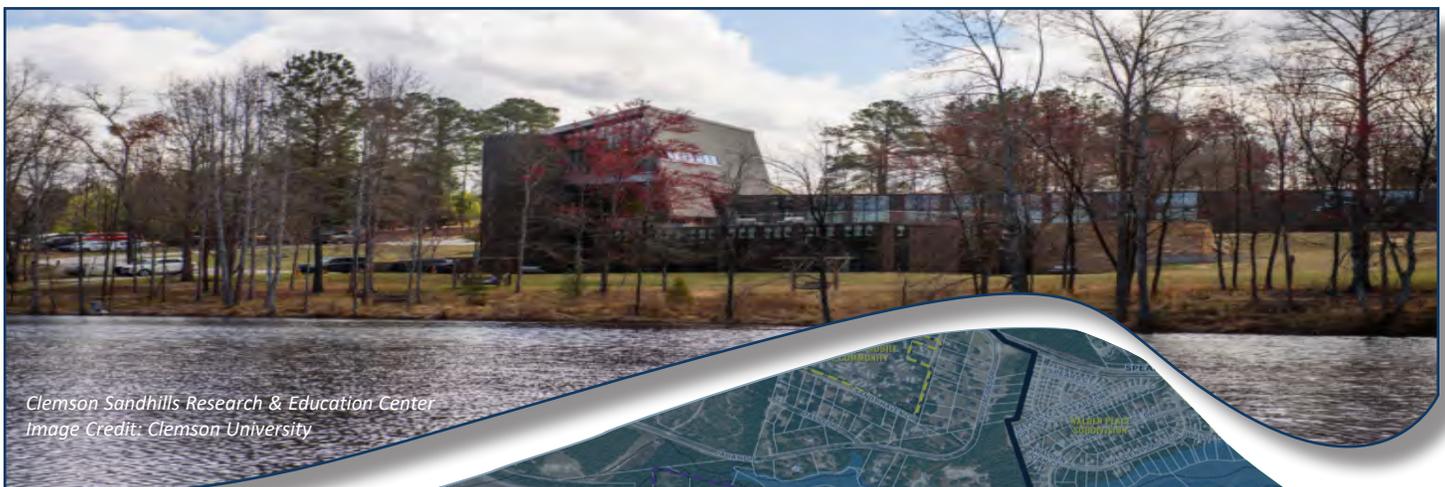
This section identifies the unique environmental, recreational, and cultural resources in and around the Sandhills study area. This inventory aids in the assessment for the preservation and enhancement of these resources further.

Park & Recreation Areas

While the Pontiac Study Area has a relatively small footprint in overall Richland County there are a couple unique public park areas offering recreational opportunities to Sandhills area residents:

- ▶ **Sandhills Research and Education Center (900 Clemson Road)**
 - Clemson University opened this facility in 1926 to conduct agricultural research and provide extension services. The focus is now on economic and community development, conservation, and sustainability. The facility is 630 acres and houses 2.6 miles of trails on 5 trail systems. The trails are currently closed to the general public unless a permitted event is taking place. The trails are surrounded by multiple amenities including environmental themed gardens, picnic tables, ponds, and interpretive signs. There are facilities available for rent and the center also hosts a Farmer's Market from May thru October on Tuesdays from 2:30-7 PM. The Research Center hosts many educational conservation and agriculture seminars throughout the year.
- ▶ **Sesquicentennial State Park (9564 Two Notch Rd)**
 - The Sesquicentennial State Park was built by the Civilian Conservation Corps in the 1930s and is located approximately 3 miles west of Pontiac along Hwy 1 (Two Notch Road). The 1,419 acre facility hosts a 30-acre lake and approximately 5.9 miles of hiking and 5 miles of mountain biking trails. There are daily hours and entrance fees. Amenities of the park include picnic tables, restrooms, a campground, dog park, interpretive nature programs, ropes course, rental facilities.

CLEMSON



Clemson Sandhills Research & Education Center
Image Credit: Clemson University

COMMUNITY PROFILE

Soils

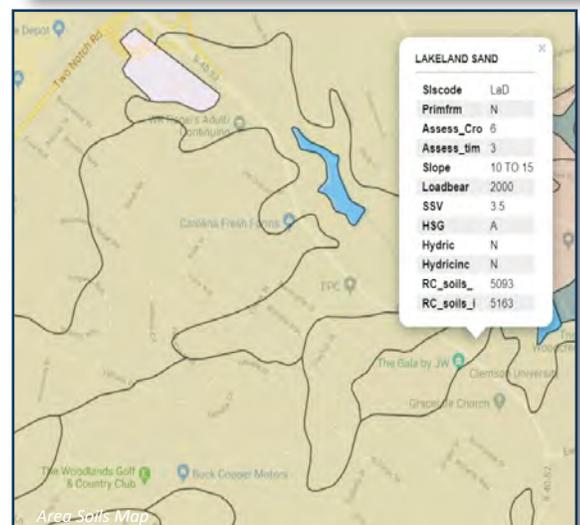
The County Soils Study maps show that the Sandhills study area is entirely made up of sandy soils consisting of *Kershaw* and *Lakeland Sand*. No apparent issues exist for future buildings and necessary grading of future developments due to this.

Agricultural & Forest Lands

The Sandhills study area houses no active agricultural lands. A few larger parcels are heavily forested around the Clemson Road Hwy 1 interchange but they are not reserved for forestry purposes at this time. Forested lands also exist along Spears Creek Church Road traversing south thru the environmental lands down thru the Royal Pines Subdivision. Areas of forested lands can be found displayed on the environmental map.

Floodplains, Wetlands, & Topography

The environmental map displays the current topography, wetlands, and floodplains of the Sandhills study area. Wetlands and floodplains are mainly found along Spears Creek just north of the Richland Industrial Park. A few wetland pockets can also be found in the greenway that runs north-south in the middle of the Royal Pines Subdivision. Topography of Sandhills is gently sloping in most areas due to being developed currently or previously. Some more extreme slopes exist on the two (2) large undeveloped parcels found south of Two Notch Road just east of the Clemson Road highway interchange. These slopes will represent some significant grading needs for future development of these parcels.



ENVIRONMENTAL MAP

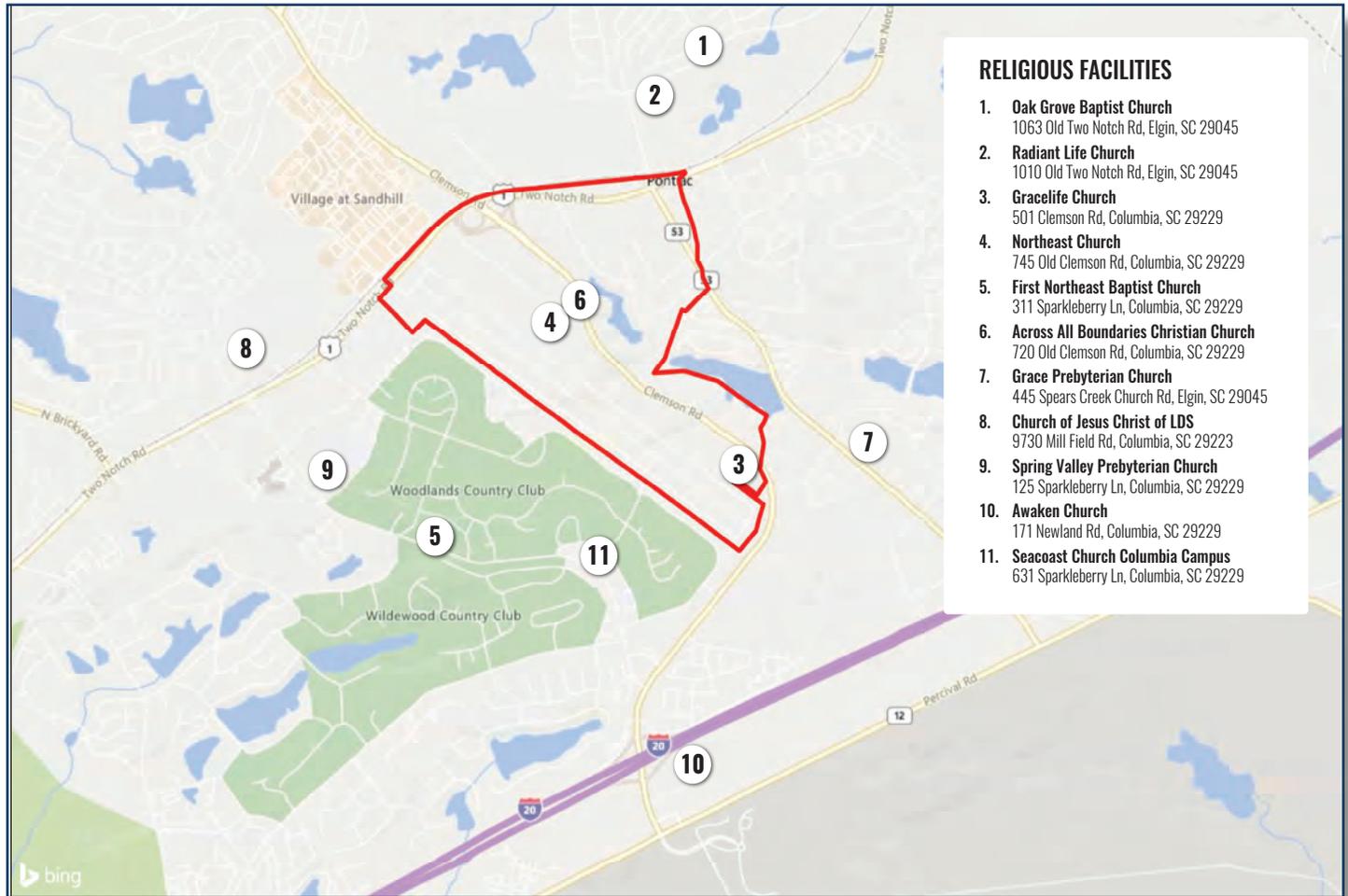


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COMMUNITY PROFILE

Religious Facilities

A variety of religious facilities are found throughout the Sandhills study area:



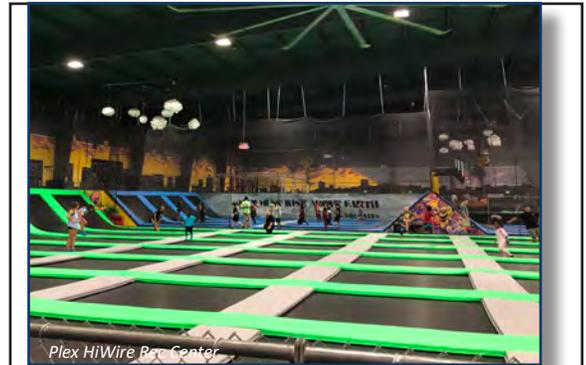
COMMUNITY PROFILE

Entertainment Sites

A review of the area entertainment related venues yielded no sites immediately within the Sandhills study area. These sites could be indoor/outdoor arts theaters or tourism generating sites such as recreational theme parks. The immediate environs do have a few smaller entertainment type venues including the Regal Sandhills Movie Theatre (450 Town Center Pl, Columbia, SC 29229), Plex HiWire Family Fun & Sports Center (741 Fashion Dr, Columbia, SC 29229), and Skateland Fun Center (800 Bookman Rd, Elgin, SC 29045).

Shopping

The largest area shopping center in northeast Richland County can be found immediately adjacent to the northwest of the Pontiac planning area known as the Village at Sandhills Shopping Center. Many of the nation's top retailers and restaurants can be found within this shopping center along Fashion Drive as well as stemming off the shopping center along Two Notch Road.



COMMUNITY PROFILE

Preservation Partners

Discussions with interested parties in historical and cultural presentation of South Carolina took place as part of this Plan to ensure that all Sandhills area resources and opportunities for future preservation methods and financing were identified.

- ▶ The **South Carolina Historical Society (SCHS)** houses a museum of history located in Charleston, South Carolina. The society maintains archives on historic places and structures throughout the State. A search of catalogs for the Sandhills area yielded no records of significance in the Sandhills environs.
- ▶ **Preservation South Carolina (PSC)** is a statewide preservation organization dedicated to preserving and protecting the historic architecture heritage of the State. There are no current Sandhills properties identified by PSC with historic significance at this time.
- ▶ The **Richland County Conservation Commission (RCCC)** is a committee established by the Richland County Council in 1998 that is charged with promoting the protection of the county's natural, historical, and cultural resources and promoting nature-based recreation and eco- and heritage tourism. The Commission did recently adopt a complete Historical Resources Study (May 2017) for the county that included a comprehensive review of all potential and known historic places and structures in Richland County. A review of this study and discussion with the Richland County Conservation Manager found that one (1) conservation initiative is part of the Sandhills Study Area which includes pursuing a new conservation park along the environmental lands north of the Richland Industrial Park along Clemson Road. Such a park here could have future trails, preserve open space, and enhance stormwater management of the region.



SOUTH CAROLINA
HISTORICAL SOCIETY



Preservation
South Carolina



Richland County, South Carolina

COMMUNITY PROFILE

National Historic Register

A review of historic sites and districts in the northeast Richland County found that there are currently no identified listings in the National Historic Register for structures or districts. However, a study commissioned by the Richland County Conservation Commission in 2002 created an inventory of structures with historical architectural qualities. This study identified three homes around the Spears Creek Road/Two Notch Road commercial intersection with possible historic architecture consisting of the following: 117 Spears Creek Road, 114 Spears Creek Road, and an unaddressed home located on the "south side of Hwy 1, .1 miles east of Spears Creek Road." None of these homes are part the historic register at this time.

Cultural Sites

Cultural sites in the Sandhills area consist of the previously detailed Sandhills Research and Education Center and the Fort Jackson National Cemetery. The 585-acre national cemetery is part of the larger United States Army Fort Jackson where 50% of all soldiers are trained in the nation. The cemetery will serve veterans' needs into the next century and is accessed just south of Pontiac along Clemson Road east of Exit 80 along Interstate 20. A pauper's cemetery does exist within the Sandhills study area that is owned and run by Richland County. The small cemetery exists with access off of Old Clemson Road near the entrance to the business FN America.



COMMUNITY PROFILE

COMMUNITY FACILITIES ELEMENT

This planning assessment discusses the various community facilities that describes the location and use of various public utilities serving the Sandhills community as well as the vocational and governmental facilities serving the area. The community facility map displays the location of a many of these facilities described herein.

Public Utilities

Public water, where available is served by the City of Columbia. Public sewer is served by Palmetto Utilities, Inc. from the Spears Creek Wastewater Treatment Plant located in Elgin, SC.

Private Utilities

Electric and gas services are provided by Dominion Energy and internet and cable is generally supplied in the area via AT&T or other satellite services.

Refuse

Refuse and recycling for Sandhills is completed by Waste Management (WM). The entire study area is within service area "5A" which picks up garbage on Tuesdays and Recycling on Fridays (Every two weeks). WM also offers the neighborhood a yard waste pickup weekly as needed.

Emergency Services

Sandhills is served by Region 7 of the Richland County Sheriff's Department and the East Region of the Columbia Police Department. The Region 7 Sheriff's Office is located at 1405 Screaming Eagle Road approximately four (4) miles from Sandhills and the East Region Police Headquarters is found at 446 Spears Creek Church just off the east border of the Pontiac Study Area.

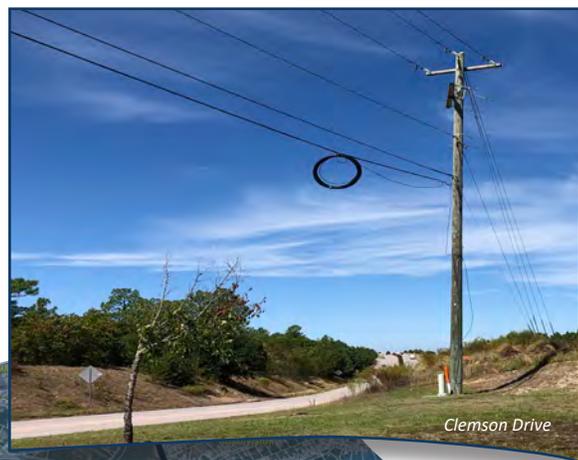
Two (2) Fire Stations are in relative proximity to the central Sandhills Study Area including the following:

- ▶ Columbia Fire Station #4 (446 Spears Creek Church Rd)
- ▶ Columbia Fire Station #24 (130 Sparkleberry Ln)

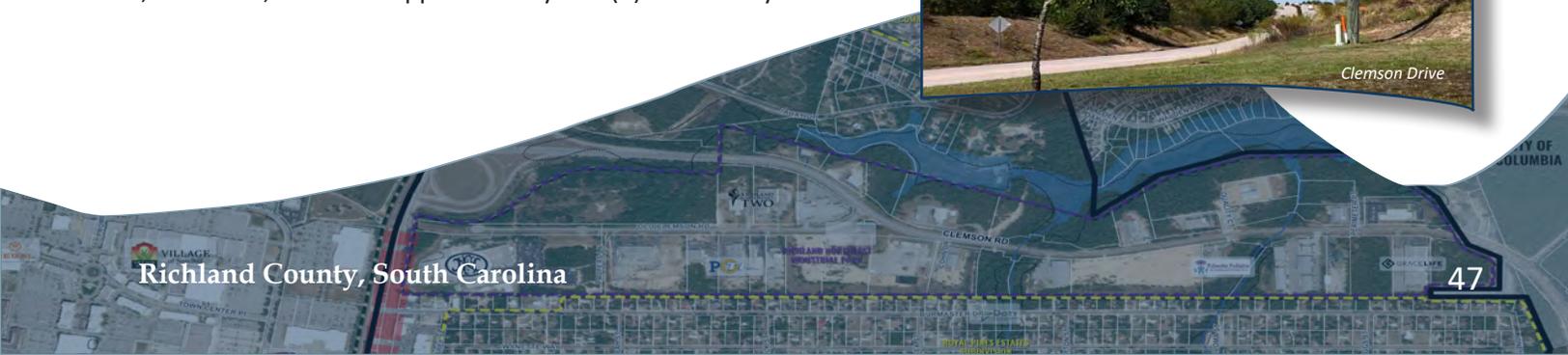
Two urgent care clinics exist along the western border of the Pontiac Study Area along Two Notch Road consisting of Doctor's Care-Northeast (10040 Two Notch Rd, Columbia, SC 29223) and MEDcare (10136 Two Notch Rd, Columbia, SC 29229). The closest serving hospital to Pontiac is Providence Health at 120 Gateway Corporate Blvd, Columbia, SC 29203 approximately five (5) miles away.



Columbia Sandhill Fire Department

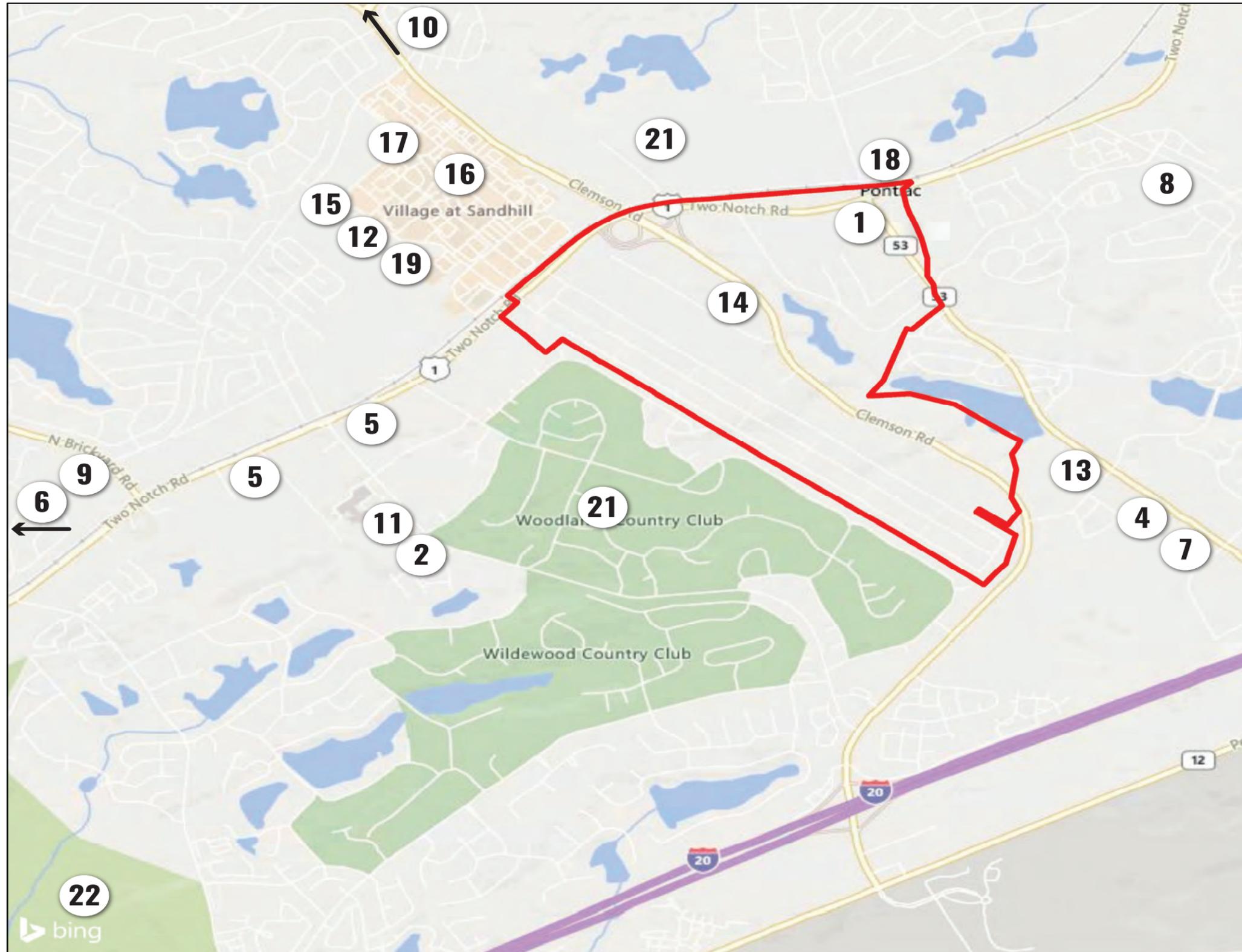


Clemson Drive



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COMMUNITY FACILITIES

1. **Columbia Fire Station #4**
46 Spears Creek Church Rd, Elgin, SC 29045
2. **Columbia Fire Station #24**
130 Sparkleberry Ln, Columbia, SC 29229
3. **Region 7 Sheriff's Office**
1405 Screaming Eagle Road, Elgin, SC 29045
4. **East Region Police Headquarters**
446 Spears Creek Church, Elgin, SC 29045
5. **Doctor's Care NE & MEDcare**
10040 Two Notch Rd, Columbia, SC 29223
10136 Two Notch Rd, Columbia, SC 29229
6. **Providence Health**
120 Gateway Corporate Blvd, Columbia, SC 29203
7. **Pontiac Elementary School**
500 Spears Creek Church Rd, Elgin, SC 29045
8. **Catawba Trail Elementary School**
1080 Old National Hwy, Elgin, SC 29045
9. **Lonnie B. Nelson Elementary School**
225 N Brickyard Rd, Columbia, SC 29223
10. **Summit Parkway Middle School**
200 Summit Pkwy, Columbia, SC 29229
11. **Spring Valley High School**
120 Sparkleberry Ln, Columbia, SC 29229
12. **Richland 2 Institute of Innovation**
763 Fashion Dr, Columbia, SC 29229
13. **Spears Creek Road Child Development Center**
502 Spears Creek Church Rd, Columbia, SC 29229
14. **W.R. Roger Center for Adult Continuing Education**
750 Old Clemson Rd, Columbia, SC 29229
15. **Richland County Sandhills Library**
763 Fashion Dr, Columbia, SC 29229
16. **Village at Sandhill Shopping Center**
481 Town Center Place, Columbia, SC 29229
17. **Regal Sandhill Movie Theatre**
450 Town Center Place, Columbia, SC 29229
18. **Skateland**
800 Bookman Rd, Elgin, SC 29045
19. **Plex Indoor Sports**
741 Fashion Dr, Columbia, SC 29229
20. **Fort Jackson National Cemetery**
4170 Percival Road, Columbia, SC 29229
21. **Sandhill Research and Education Center**
900 Clemson Rd, Columbia, SC 29229
22. **Sesquicentennial State Park**
9564 Two Notch Rd, Columbia, SC 29223

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COMMUNITY PROFILE

Governmental Services

The Richland County Administrative Center houses all governmental and permitting activities for the residents of Pontiac including court related needs. The Administration Center is located in downtown Columbia, South Carolina at 2020 Hampton Street approximately 16 miles (25 minute drive) from Sandhills.

Educational Facilities

Sandhills is served entirely by the Richland Public School District #2 which has their main administrative offices located just north of Sandhills at 763 Fashion Dr, Columbia, SC 29229 in conjunction with the Richland County Sandhills Library. The Richland 2 Sandhills related schools include:

- ▶ Pontiac Elementary School (K-5th Grades - 500 Spears Creek Church Rd)
- ▶ Catawba Trail Elementary School (K-5th Grades - 1080 Old National Hwy)
- ▶ Lonnie B. Nelson Elementary School (K-5th Grades - 225 N Brickyard Rd.)
- ▶ Summit Parkway Middle School (6-8th Grades - 200 Summit Pkwy)
- ▶ Spring Valley High School (9-12th Grades - 120 Sparkleberry Ln.)
- ▶ Richland 2 Institute of Innovation (763 Fashion Dr, Columbia, SC 29229)

The Richland 2 School District also has various child development and adult education facilities in the Sandhills area consisting of the Spears Creek Road Child Development Center (502 Spears Creek Church Rd) and the W.R. Roger Center for Adult Continuing Education (750 Old Clemson Rd.) The Richland 2 Administrative Office at 763 Fashion Drive includes a complete Conference Center. A Grand Ballroom and various smaller meeting rooms can be rented for public and private events including weddings, business conferences, and speaker series.

A brand new library now serves Sandhills and greater northeast Richland County named the Richland County Sandhills Library located at 763 Fashion Dr, Columbia, SC 29229. The library has many community services offered on a daily basis for adults and children. Further, the library offers meeting spaces including an auditorium that can be rented by the public.



COMMUNITY PROFILE

HOUSING

This section assesses the current and future housing stock of the Pontiac area including characteristics on affordability, occupancy and age.

Location & Type

The housing in the Sandhills study area are found in two distinct areas consisting of the Royal Pines Subdivision to the south and the Spears Creek node to the north. The Royal Pines Subdivision is a single-family residential area with over 400 units. The Spears Creek node consists of approximately 50+ single family homes and the Spears Creek Village Mobile Home Park with 100+ mobile units.

Age & Condition

A review of the year residential structures built in the Sandhills area, based on the Richland County "Year Built" records, found that the Royal Pines Subdivision averaged year built was in the late 1970s to the early 1980s. A couple homes are built new each year since the 1990s. The Spears Creek neighborhood single family housing showed most homes built in the late 1960s to 1970s. Only a few homes were built in the 1990s and 2000s. The condition of the housing stock was assessed based on a drive-by survey. It was determined that over 80% of the homes were of older character with some need of repair on the exterior of the structure or maintenance needed on the property surrounds.

Occupancy

Approximately 759 household units are found in the Sandhills Study Area with 49% owner-occupied, 43.3% renter-occupied, and 7.7% vacant. A projection to 2024 shows no change in the occupancy levels and an increase in the number of household units to rise by 15 units to 777. In comparison, Richland County in 2019 had a owner-occupied rate of 53.5%, renter-occupied at 36.6%, and vacancy at 9.9%.



COMMUNITY PROFILE

Value & Affordability

The value of owner-occupied housing units in Pontiac and Richland County are found in the table herein showing that an average value for Pontiac is approximately \$157,775 compared to an average value in Richland County at \$245,442.

The housing affordability index measures whether or not a typical family earns enough income to qualify for a mortgage loan on a typical home at the national and regional levels based on the most recent price and income data. The housing affordability index for Pontiac is 159 compared to Richland County at 138. Points above 100 indicate that a typical family may struggle to qualify for a mortgage on a home in the area, while a value of 100 indicates that the typical family has more than enough money to qualify.

Value	Sandhills	Richland Co
< \$50k	12.10%	4.80%
\$50k-\$99,999	12.60%	11.30%
\$100k-\$149,999	23.90%	20.40%
\$150k-\$199,999	21.70%	17.60%
\$200k-\$249,999	19.60%	12.40%
\$250k-\$299,999	2.90%	8.50%
\$300k-\$399,999	7.20%	10.70%
\$400k+	0.00%	14.30%
Average Value	\$157,775	\$245,442

~ESRI Business Analyst

Overall, housing in Pontiac is very affordable in regard to value but density allowance can also be an indicator. A look at the current zoning regulations for the majority of the Sandhills neighborhoods find that the study area is comprised of zoning allowing high density on lots or multiple multi-family units:

- ▶ **MH (Manufactured Home Residential District):** Min. Lot Size 7,260 SF | Min. Lot Width 60'
- ▶ **RM-HD District (Residential, Multi-Family - High Dens.):** Min. Lot Size None, but no more than 8 units/ac | Min. Lot Width 50'
- ▶ **RS-LD District (Residential, Single-Family - Low Dens.):** Min. Lot Size 12,000 SF | Min. Lot Width 75'
- ▶ **RU District (Rural):** Min. Lot Size 33,000 SF | Min. Lot Width 120'



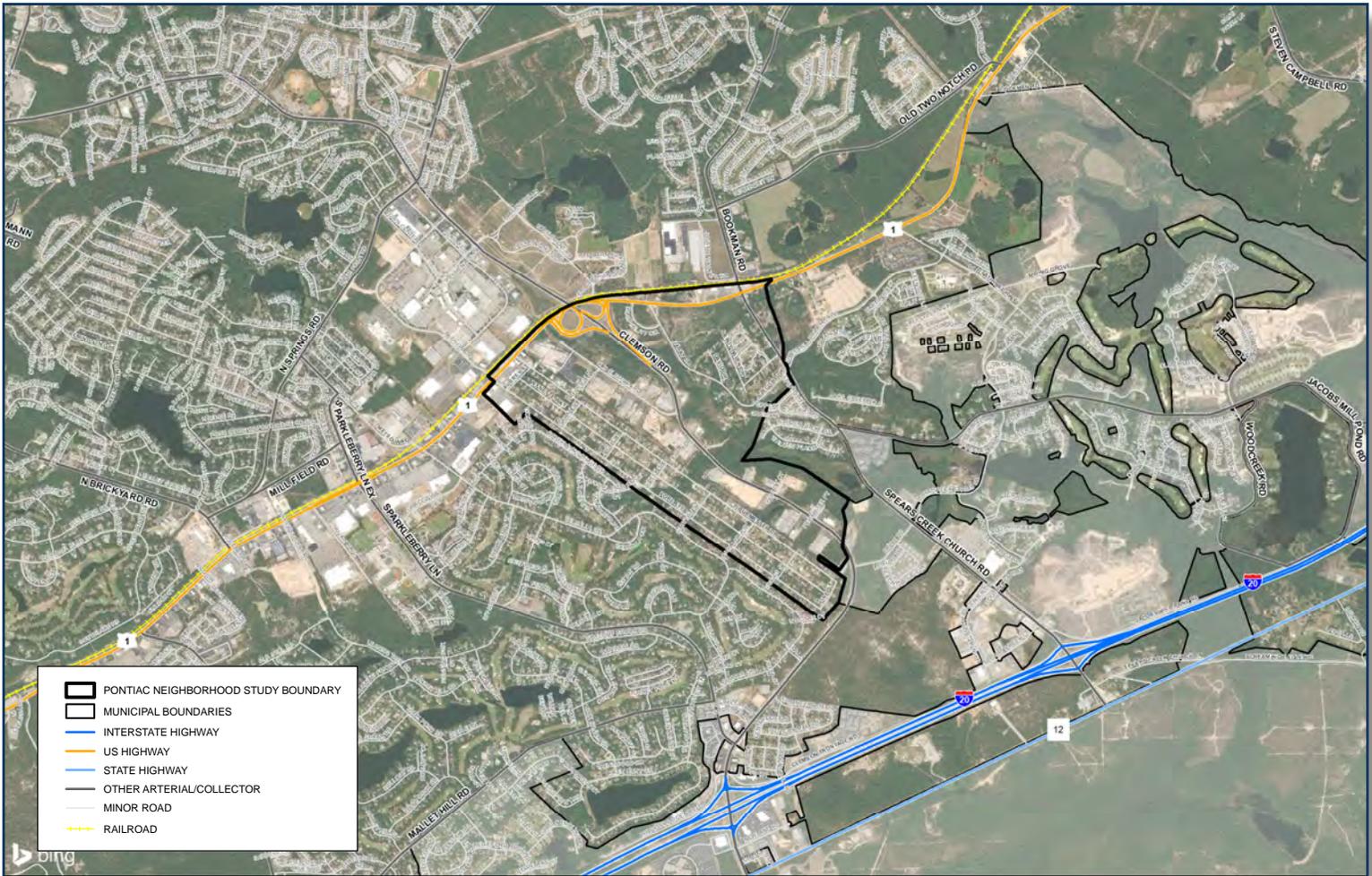
TRANSPORTATION

The transportation network supporting the Sandhills neighborhood, and connecting the community to daily service needs, is key to where businesses locate and where a person chooses to live. This section explores the transportation facilities in place, and planned.

Existing Transportation Facilities

The Sandhills road network is connected with a series of public roads that are classified in this Plan as arterials, collectors, and minor streets as defined herein:

- ▶ **Arterial Street:** A street used or intended to be used, primarily for fast or heavy through traffic. Arterial streets should be arranged so as to provide ready access to centers of employment, centers of governmental activity, community shopping areas, community recreation and points beyond the boundaries of the community. The main arterials in the area are Interstate 20 and Highway 1 (Two Notch Road).
- ▶ **Collector Street:** A street used or intended to be used, to carry traffic from minor streets to the major system of arterial streets including the principal entrance streets to residential developments. The main collector streets in the area consist of Clemson Road and Spears Creek Church Road.
- ▶ **Minor Street:** A street used, or intended to be used, primarily for access to abutting properties.



COMMUNITY PROFILE

Major Intersections

There are three (3) intersections that are of major importance due to location in relation to business or in relation to transportation connections. These intersections are all along Two Notch Road.

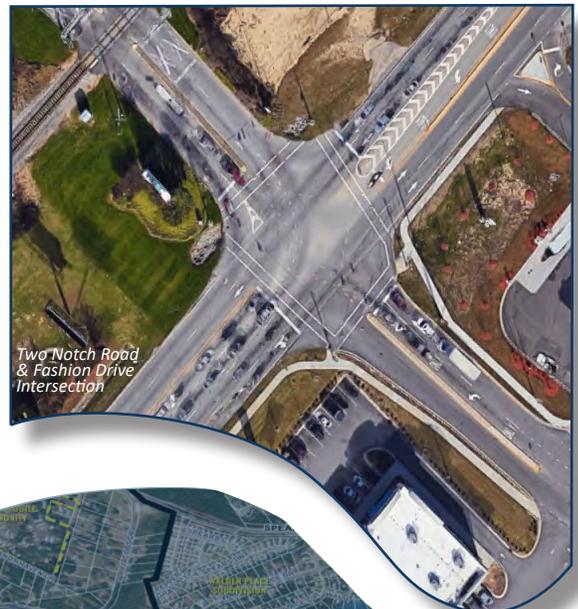
- ▶ Spears Creek Church Rd/Two Notch Rd (Hwy 1):
 - Traffic light controlled intersection on east side of planning area. Consists of four (4) lanes, with left turn lanes, west/east along Two Notch and two (2) lanes north/south, with left turn lanes along Spears Creek Church, which turns to Bookman Road north of intersection.
 - Observations found that timing of traffic lights let traffic flow with relative ease although traffic along Bookman Road heading south through intersection experienced backup at times.
 - Active railroad exists north of intersection 250 feet causes backups in area.
 - Business structures surround intersection with access points to businesses within twenty (20) feet in all directions.
 - Gas/convenience store exists on northwest corner with considerable traffic. Sign and landscaping for store impede vision corner.
 - Pedestrian crosswalks are present on all four sides connecting to sidewalks that are limited in length in all directions.
 - Limited property for intersection upgrades/changes.
- ▶ Clemson Road/Two Notch Road:
 - Clemson Road traverses over Two Notch consisting of a fully developed interstate interchange system. Off/on ramps exist on either side of Clemson Road along two Notch and culminate at traffic light controlled intersections.
 - No pedestrian facilities are found at interchange intersections.
 - Open spaces are maintained and mowed.
- ▶ Fore Avenue (Fashion Dr)/Two Notch Road:
 - Traffic light controlled intersection on west side of planning area. Consists of four (4) lanes, with left turn lanes, west/east along Two Notch and four (4) lanes north/south, including left turn lanes along Fore Avenue, which turns to fashion Drive north of intersection.
 - Observations found that timing of traffic lights let traffic flow with relative ease although traffic along Fashion Drive heading south through intersection experienced backup at times.
 - Active railroad exists north of intersection 150 feet causes backups in area.
 - Access points to businesses are controlled and are found 150 feet from intersection and only allowing right in/right outs.
 - Pedestrian crosswalks are present on all four sides with sidewalks connecting to them on the Fore Avenue business sides (none present north along Fashion Drive).
 - Property does exist north of intersection for intersection upgrades/changes if needed in future.



Spears Creek Church Road & Two Notch Road Intersection



Two Notch Road & Clemson Drive Overpass



Two Notch Road & Fashion Drive Intersection

COMMUNITY PROFILE

Highways

Sandhills is very close to the highway system that connects Richland County to the capital City of Columbia and the rest of South Carolina. Interstate 20 is tied to Pontiac along interchanges with both Clemson Road and Spears Creek Church Road. Interstate 77 can also be accessed along Two Notch Road five miles west of Pontiac. Interstate 20 runs west to the City of Columbia and east towards the east coast of South Carolina. Interstate 77 runs north to Charlotte, North Carolina.



Trucking

The main arterial roads traversing through Pontiac allow trucking activities for businesses and deliveries. Multiple access points, with close proximity to Pontiac, exist to area highways as indicated in the *Highways* section of this Plan.

Current & Future Transportation Penny Projects

A variety of Richland County Penny Projects have taken place, are in progress, or are scheduled to occur in and around the Sandhills planning area as follows:

▸ Sidewalks/Bikeways:

- Shared Use Path along Clemson Road (Summit Pkwy to Percival Rd) Status: Soon to be advertised for construction.
- Shared Use Path along Two Notch Rd (Alpine Rd to Spears Creek Church Rd) Status: Awaiting Richland County Council action and SCDOT authorization.

▸ Widenings:

- Clemson Road reconstruction consisting of a 1.5 mile stretch of Clemson Road from Chimneyridge Dr to Old Clemson Rd is currently being reconstructed to four lanes with shared use paths on each side of the street.
- Spears Creek Church Road reconstruction between Two Notch to Percival Road scheduled to be designed and constructed in the near future into four lanes with possible pathways. Awaiting Richland County Council action.

▸ Dirt Roads: All completed (Sarah Rd, Cheek St, Clayton St, Griggs St took place in study area previously)

▸ Greenways: None in planning area

▸ Intersections: None in planning area

▸ Neighborhoods: None in planning area

▸ Special: None in planning area

▸ Resurfacing: None in planning area



Alternative Transportation

A variety of alternative forms of transportation can be utilized by Pontiac residents and employees in the area. Private taxi services will serve the region and the Richland County public bus service provider, known as Comet, recently has services. A Comet *superstop* exists at the Villages of Sandhills Shopping Center along Fashion Drive. This stop ties to the following routes/destinations:

▸ Route 55: Runs southwest along Two Notch road (Hwy 1) tying to multiple routes leading around Columbia and to the downtown.

▸ Route 57L: Runs north along Clemson Road through northwest neighborhoods ultimately connecting to another superstop along Interstate 77 (Exit 22) connecting bus lines along the Interstate. This exit along Interstate 77 is home to major employers (Trane) and expanding retail/business parks.



COMMUNITY PROFILE

Railroad

A rail line exists along the northern border of the Sandhills Neighborhood study area owned and operated by CSX. This railroad is active and connects to other rail lines throughout South Carolina including Columbia South Carolina and active port areas along the coasts of North and South Carolina. The railroad near Pontiac is used for freight transport for a variety of businesses along this corridor including Pontiac Foods where the closest railroad spur exists to the Sandhills community. This rail is also utilized by Amtrak for a daily connector known as the “Atlantic Coast” line. Route 91 makes stops in Columbia, SC and Camden, SC and can tie people from New York to Florida.

Airports

The major commercial airport in proximity to Sandhills is the Columbia Metropolitan Airport (CAE) which is located in Columbia, South Carolina approximately 28 miles southwest.

Pedestrian & Bicycle Systems

There are no large extensions of off road trails or on street sidewalk systems along any portion of the study area. Where sidewalks do exist they often only extend the width of the commercial property within that particular business frontage. The larger intersections along Two Notch Road do have provisions for pedestrian walks but only connect to sidewalks of limited lengths. No trails or walks exist within the main residential neighborhoods at this time. The on-site inventory of the neighborhood did seem to reveal that people are using the terraces of Two Notch Road for walking or biking to destinations as wear and tear was found in these terrace areas. Bike lanes are not found along the major arterial roadways. Overall the closest opportunity for hiking or biking along a trail system exists in the Sandhills Research and Education Center north of the Two Notch Road/Clemson Road intersections (however not open to the public).

Richland County has an adopted Parks and Recreation Comprehensive Needs Assessment that was adopted in February 2016. The Plan does have a considerable amount of bike lanes planned for the future of interconnecting roadways within the Sandhills neighborhood. These bike lanes are to be implemented and planned at times of reconstruction of the roadways.



CSX Railroad Crossing at Fashion Drive



Columbia Metropolitan Airport



Village at Sandhill Walkway

COMMUNITY PROFILE

Commute To Work

The area workforce experiences a travel time to work with a wide variety of ranges. The majority of workers experience a 30-34 minute drive to work indicating that much of the workforce is in the Columbia, SC capital area. 35% of the workforce is within a 5-19 minute commute to work timeframe indicating that they are employed relatively close to home.

Traffic Counts

Traffic counts for the greater Sandhills neighborhood area are found for only a few major roads. Two Notch Road has traffic counts of 20,400 Average Daily Traffic (ADT) at Burmaster Road and 17,500 ADT at Spears Creek Church Road. A count of 10,700 ADT is also found along Spears Creek Church Road approximately one (1) mile south of Two Notch Road.



- 1: 27,700 ADT** - Two Notch Rd/Rhame Rd
- 2: 24,300 ADT** - Burmaster Dr/Two Notch Rd
- 3: 13,700 ADT** - Two Notch Rd/Old Two Notch Rd
- 4: 19,500 ADT** - Two Notch Rd/Bookman Rd
- 5: 12,300 ADT** - Spears Creek Church Rd
- 6: 13,000 ADT** - Sparkleberry Ln
- 7: 21,500 ADT** - Clemson Rd/Chimneyridge Rd
- 8: 62,200 ADT** - Interstate 20

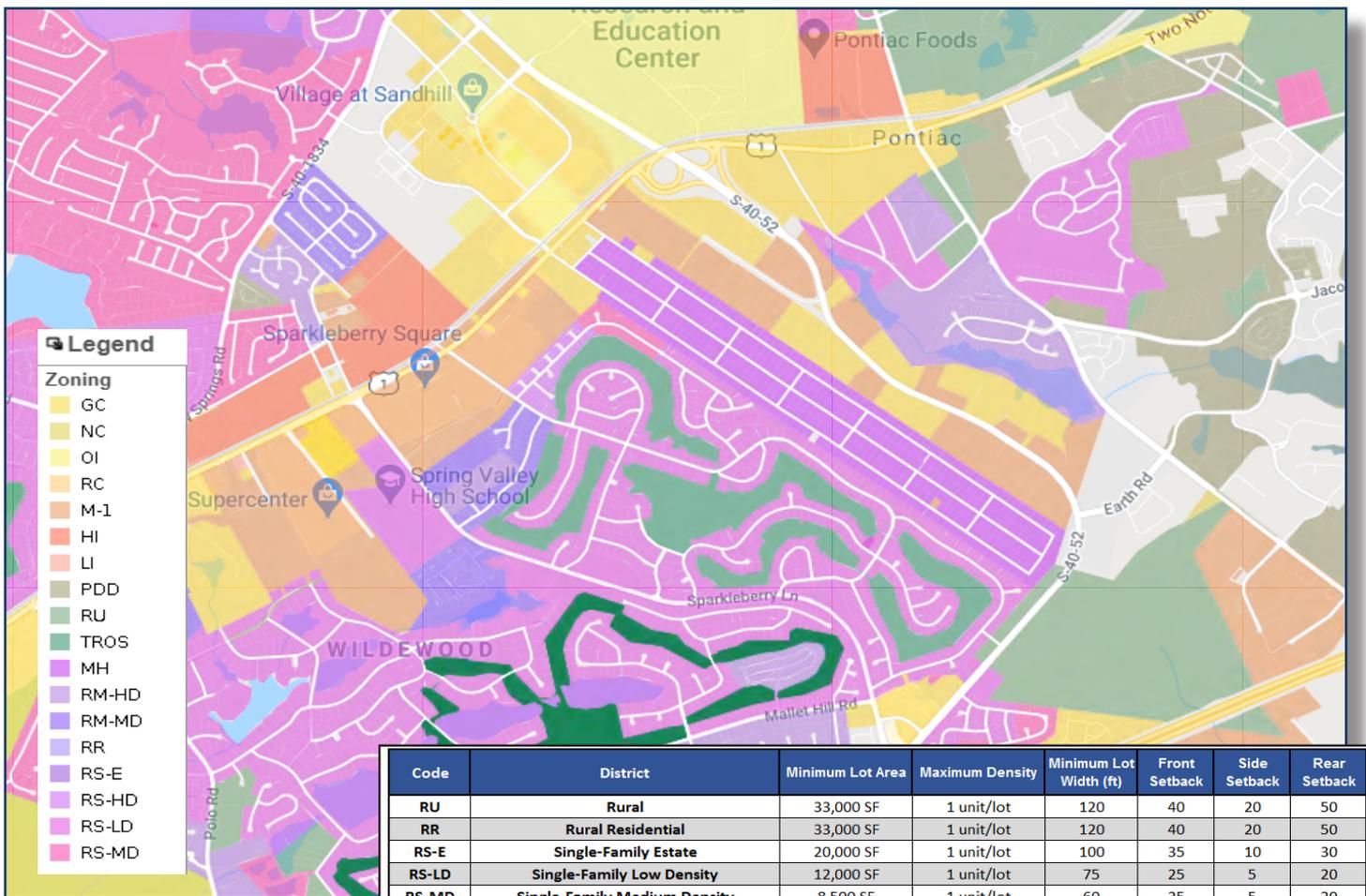
COMMUNITY PROFILE

LAND USE & ZONING

The land uses of Sandhills are influenced by the trends and demographics overviewed in the previous portions of this Plan. The following section looks at the development characteristics of land use throughout the Sandhills community and discusses the future land uses that will contribute to the future investment growth in the study area.

Zoning

Richland County regulates the zoning of the Sandhills study area. These zoning districts and ordinances largely regulate the types of land uses and resulting densities that can be found on the properties. A review of the current zoning districts and the regulations is found in the table below along with a zoning map of the current districts found in Sandhills. Based on the vision and future land uses set forth by this plan opportunity may exist for zoning changes to encourage growth in business and recreational opportunities. The interventions section of this Plan looks at the zoning change possibilities further and incorporates any possible changes that might correlate well with the anticipated new Land Division Code the County is working on during the course of 2020.



Code	District	Minimum Lot Area	Maximum Density	Minimum Lot Width (ft)	Front Setback	Side Setback	Rear Setback
RU	Rural	33,000 SF	1 unit/lot	120	40	20	50
RR	Rural Residential	33,000 SF	1 unit/lot	120	40	20	50
RS-E	Single-Family Estate	20,000 SF	1 unit/lot	100	35	10	30
RS-LD	Single-Family Low Density	12,000 SF	1 unit/lot	75	25	5	20
RS-MD	Single-Family Medium Density	8,500 SF	1 unit/lot	60	25	5	20
RS-HD	Single-Family High Density	5,000 SF	1 unit/lot	50	25	4	20
RM-MD	Multi-Family Medium Density	None	8 unit/acre	50	25	7	20
RM-HD	Multi-Family High Density	None	16 unit/acre	50	25	7	20
MH	Manufactured Home	7,260 SF	1 unit/lot	60	25	8	20
PDD	Planned Development	2 acres	None	None	None	None	None
TROS	Traditional Recreation Open Space District	None	None	None	25	20	20
GC	General Commercial	None	16 units/acre	None	25	None	20
NC	Neighborhood Commercial	None	8 unit/acre	None	25	None	10
OI	Office & Institutional	None	16 units/acre	None	25	7	20
RC	Rural Commercial	22,000 SF	None	50	25	None	20
M-1	Light Industrial	None	None	None	25	None	10
LI	Light Industrial	None	None	None	25	None	10
HI	Heavy Industrial	None	None	None	25	None	10

COMMUNITY PROFILE

Land Use

Richland County has a Comprehensive Plan adopted in March 2015. The Plan discusses future land uses desired for the Sandhills community area in general terms. The land use map adopted for the neighborhood can be found herein which depicts the majority of the lands reserved for future *Neighborhood (Medium Density)* uses. The properties along the major arterials of Two Notch Road and Clemson Road are reserved as a *Mixed use Corridor* and the intersection of Clemson Road and Two Notch Road are shown as a *Community Activity Center*.

Neighborhood (Medium Density)

Land Use & Character: *Mixed-use corridor areas should provide a vertical and horizontal mix of suburban scale retail, commercial, office, high-density residential, and institutional land uses. Open spaces and parks are also important uses within Mixed-Use Corridors. These corridors are punctuated by higher intensity development located at “nodes” called Activity Centers where the highest density and integration of mixed-uses occurs.*

Desired Development Patterns: *Suburban commercial corridors should be transformed over time from traditional strip commercial development to Mixed-Use Corridors connecting Activity Centers. Between Activity Centers, corridors should be redeveloped to convert single story, single use developments on individual lots to multi-story, mixed use formats that organize uses in a pedestrian-friendly format.*

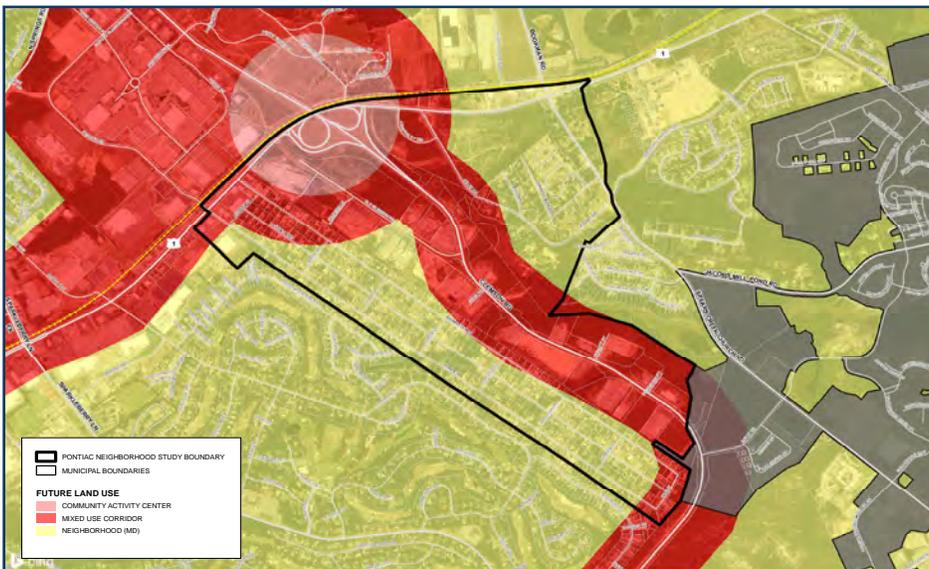
Mixed Use Corridor

Land Use & Character: *Areas include medium-density residential neighborhoods and supporting commercial scale development designed in a traditional neighborhood format. These neighborhoods provide a transition from neighborhood (Low-Density) to more intense Mixed Residential (High-Density) urban environments. Multi-family development should occur near activity centers and within Priority Investment Areas with access to roadways with adequate capacity and multi-modal transportation options. Non-residential development may be considered for location along main road corridors and within a contextually-appropriate distance from the intersection of a primary arterial.*

Desired Development Patterns: *The primary use within this area is a medium density residential neighborhoods designed to provide a mix of residential uses and densities within neighborhoods. Neighborhoods should be connected and be designed using traditional grid or modified grid designs. Non-residential uses should be designed to be easily accessible to surrounding neighborhoods via multiple transportation modes.*

Community Activity Centers (CAC)

Land Use & Character: *CACs provide the goods, services, and facilities which are possible only with the critical mass of population provided by a larger community-scale marketshed. These centers supply anchor and junior retailers, smaller retail establishments, office space, and high-density residential uses. Mixed-use developments that integrate higher-density residential uses with nonresidential uses, such as developments that produce dwellings over shops, are encouraged. The integration of public spaces within these centers is encouraged. A CAC may also include uses typical of both neighborhood and commercial center, since it may also serve these functions for the surrounding neighborhood community. Centers should be master planned and designed in a manner that provides a vertical (multi-story) or horizontal (multiple uses on site) mix of uses.*



NOTE: The CAC at the intersection of Clemson Road and Two Notch Road is not shown as a Priority Investment Area like other CACs in the Richland County Comp Plan. A Priority Investment Area means an area is part of the next decades implementation plan with more emphasis investing in capital infrastructure projects and participating in increased retail and business growth.

SECTION 3: COMMUNITY ENGAGEMENT

Public involvement was the key driving element of this Plan with a variety of efforts engaged in order to hear from a broad cross-section of groups. The focus of the public involvement was to reach out to all members of the community including input from residents who may not traditionally participate in public meetings. In order to accomplish this task, a group of non-traditional public engagement ideas were employed. This section details the public engagement techniques utilized along with the direct input received.

Community Engagement Plan

At the forefront of the planning effort, a Community Engagement Plan (CEP) was approved by Richland County that guided the opportunities for public input throughout the life of the project. The CEP included communications strategies consisting of public face to face interactions as well as online participation opportunities. All efforts were employed in order to disseminate information in a manner that is clear and meaningful to future participants while encouraging a high level of engagement. The approved CEP for this neighborhood planning effort included the following activities outlined further below (listed in approximate chronological order completed). The feedback from each public engagement activity directly correlates into the vision and recommendations of this Plan.

- ▶ **Planning Charrette #1:** Two (2) interactive planning sessions took place in September 2019 at the Richland Sandhills Library. Invites were sent directly to all addresses within the planning area and notifications also took place online via a direct delivery to area businesses, and via placards setup at major intersections. An alternative Spanish version of the meeting notice was also published. The planning charrette consisted of an introductory presentation to the attendees discussing the overall planning process and the goals set by Richland County. A hands-on exercise then took place where all attendees were able to interact with maps and graphics to show what issues and opportunities they see as they live, work, or play in the neighborhoods. All guests were able to verbally relay their comments on a variety of topics including recreation, transportation, business, housing, beautification, safety, and services. The primary takeaways received from the two days of charrettes are outlined on the graphics found on the following pages.



Charrette #2: Visual Preference Survey

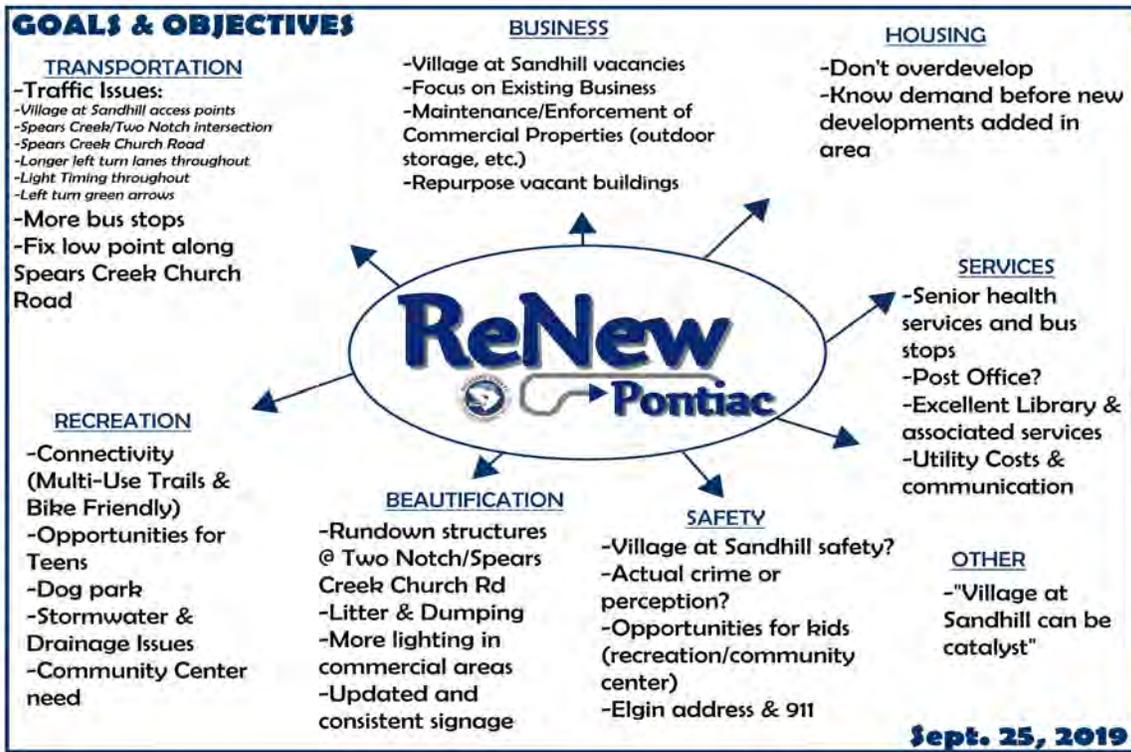


Charrette #1: Councilman Jackson Introduction

RECREATION/ CONSERVATION	BUSINESS
WHAT? ~Neighborhood & "Pocket" Parks ~Greenways & Open Space ~Environmental Preservation ~Trails & Shared Use Paths ~Community Centers/Fitness Facilities ~Athletic Fields & Playgrounds ~Stormwater & Flooding	WHAT? ~Types Needed in Area ~Conditions / Maintenance / Upkeep ~More/Less Opportunities ~Design & Architecture ~Incentives ~Vacancies ~Redevelopment
DOTS HERE!	DOTS HERE!



COMMUNITY ENGAGEMENT



COMMUNITY ENGAGEMENT

► **Online Survey #1:** The first survey implemented as part of the planning effort looked to determine people’s perceptions and needs of the Sandhills community area. Completed from September through October 2019 and re-released during the 2nd Planning Charrette. Survey awareness took place via multiple social media posts, website address display on the Charrette #1 postcard, and hard copies made available at Charrettes #1 and #2. A total of one hundred ten (110) responses were received. The full survey responses can be found in Appendix of this Plan. The main takeaways are as follows:

- A majority of the respondents lived/worked within 2 miles of the planning area (54%) or were a resident of the Spears Creek Church Road area (24%)
- The age group of respondents was primarily 45-64 (44%) and 25-44 (35%).
- The overall opinion of the Pontiac area was mainly “average” (55%) or “high” (22%).
- People experiencing safety issues was divided down the middle with the following main items mentioned as potential safety issues experienced:
 - Traffic/Road Conditions
 - Lack of Sidewalks
 - Safety @ Village at Sandhills
 - Car Break-ins/thefts
- The three (3) highest groupings of land uses people would like to see more of in the area community consisted of Recreational Space (parks, trails, sidewalks) - 79%, Restaurants - 57%, and Event and Entertainment Spaces - 49%. The respondents main ideas for these new land uses consisted of the following:
 - Less chain restaurants and more local family businesses
 - Recreational opportunities including sidewalks, parks, and dog parks
 - Grocery store along Spears Creek Church Road
 - Amphitheater or outdoor events at Village at Sandhills
 - Community/Athletic Center for all ages

Welcome to the Pontiac, SC Neighborhood Plan Survey

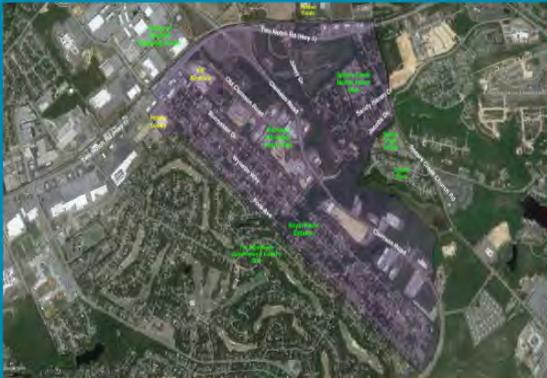
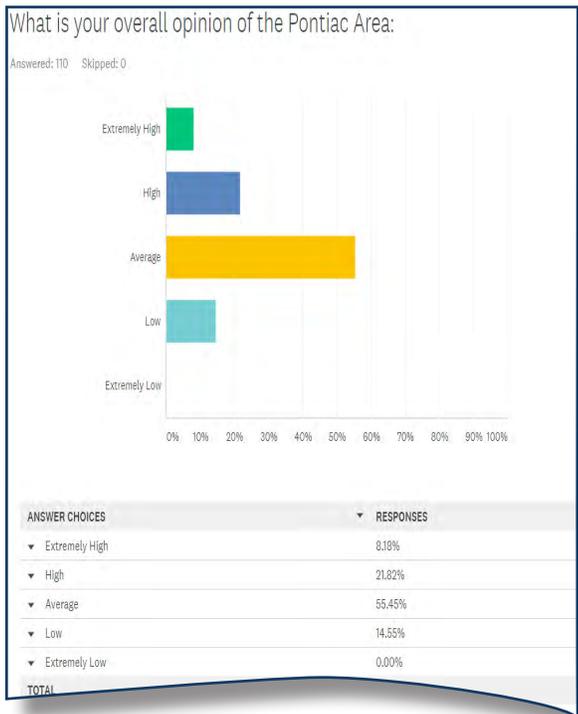
PAGE TITLE

Pontiac, South Carolina is located in northeast Richland County north of Interstate 20 along Clemson Road, Two Notch Road, and Spears Creek Church Road. In the summer of 2019 Richland County began a new neighborhood planning effort to determine a future vision for growing business in the area, enhancing residential living, and improving infrastructure throughout the community. This effort is known as Renew! Pontiac. A variety of community engagement techniques are part of this process so that the residents and business owners have participation in determining the vision and associated future investments that may take place. Please take a few minutes to complete the survey about Pontiac below.

Learn more about the Pontiac Neighborhood Plan and other community engagement opportunities at www.renewpontiac.com.

For more information please contact the Project Manager for this planning effort, Jeff Muenkel of Foth Companies, at jeff.muenkel@foth.com.

Planning Area Map

COMMUNITY ENGAGEMENT

- Respondents were requested to discuss three (3) things they “like least” about the planning area. The top responses, in order of the most responses to the least, included the following:
 1. Traffic and road conditions
 2. Recreational services offered (parks/sidewalks)
 3. Commercial business opportunities/types and business appearance
 4. Housing appearance/conditions
- Respondents were requested to discuss three (3) things they “like most” about the planning area. The top responses, in order of the most responses to the least, included the following:
 1. Small town feel of community/neighborhoods
 2. Retail/commercial options in proximity to area
 3. Safety
 4. Schools
 5. Accessibility to region
- A majority of the respondents indicated that they do not walk or ride a bike to destinations in the area due to lack of safety. A quarter of the respondents did however note that they occasionally walk or ride a bike to the following main destinations:
 - Village at Sandhills Shopping Center
 - Two Notch Road area businesses
 - Catawba Elementary School
- All respondents indicate that they utilize a car to their place of work.
- The satisfaction level of infrastructure services was mainly split at “satisfied” - 56% to “dissatisfied” - 44%. The main service issues people mentioned were as follows:
 - High sewer bills -Slow internet/cable
 - Water quality issues -Occasional electricity loss
- Respondents were asked to comment on the types of housing they would like to see in the planning area and high majority stated “traditional single-family homes” - 77% or “townhouses and condominiums” - 38%. A main comment regarding housing included that no more housing developments should take place until demand is warranted and other issues (traffic/roads) are first remedied.

Charrette #2: Visual Preference Survey



COMMUNITY ENGAGEMENT

► **Neighborhood Meetings:** One (1) neighborhood meeting was orchestrated with the Homeowner’s Association of the Royal Pines Estates Subdivision (RPE). The meeting took place at their December 2019 meeting and time was allowed for planning staff to discuss what was heard from RPE residents to date based on the survey results and charrette meetings. The attendees then shared their personal thoughts on other key ideas they had on making their subdivision a better place. The concerns shared at this meeting included the following:

- *Neighborhood Crime*
- *Neighborhood Speeding*
- *Do not want alternative access to Clemson Road*
- *Better traffic control at intersection of Burmaster/Two Notch. Traffic lights possible? Or, update intersection of Two Notch/Fashion*
- *Late night noise issue at event center (533 Clemson Rd) within industrial park off of Clemson Road*
- *Family park in subdivision good*
- *Trail connections to outside neighborhood loop good*
- *Increased lighting good but subdivision can’t afford to pay install/maintenance costs*
- *Would like annual discussions with County on partnerships for grants, cleanup, zoning enforcement, and possible aid in awareness to increase Homeowner’s Association notoriety*

NOTE: A second neighborhood meeting was attempted to take place with residents of the Spears Creek Village Mobile Home community but was not recommended by the park management.

► **Website:** Throughout the entire planning effort a website dedicated to the planning effort was maintained. The website displayed all opportunities for community input, documents/maps created, links to social media, online surveys, and contact information.

► **Social Media:** A variety of social media posts took place during the planning effort to Richland County’s Facebook and Twitter accounts. Posts encouraged the public to attend the many public engagement events as well as displayed links to the study website with information surrounding the planning effort.



Charrette #1: Mapping Exercises



COMMUNITY ENGAGEMENT

► **Stakeholder Meetings:** It was recognized that there were a group of key stakeholders with excellent knowledge and history of living or conducting business in the Sandhills planning area. Interviews were held with this group of people via in person, phone, or email to gather their differing opinions on the constraints and opportunities of the study area. The background data collected from the stakeholder meetings can be found in the Appendix. The stakeholders included the following individuals:

1. *Royal Pines Estates Subdivision Rep*
2. *Spears Creek Village Mobile Home Park Rep*
3. *State/Fed oversight group in area (SCDOT, etc.)*
4. *Comet Bus Service*
5. *City of Columbia Planning*
6. *Richland County Conservation Department*
7. *Richland Two School District*
8. *Dominion Energy*
9. *Business Owners & Tenants*
 - Random Tap
 - Compas Realty
 - Payless Car Sales
 - FN America
 - Gracelife Church
 - Carolina Fresh Farms
10. *Sandhills Research and Education Center*
11. *Richland County Sheriff*
12. *Richland County Fire Department*
13. *Councilman Chip Jackson (District 9)*

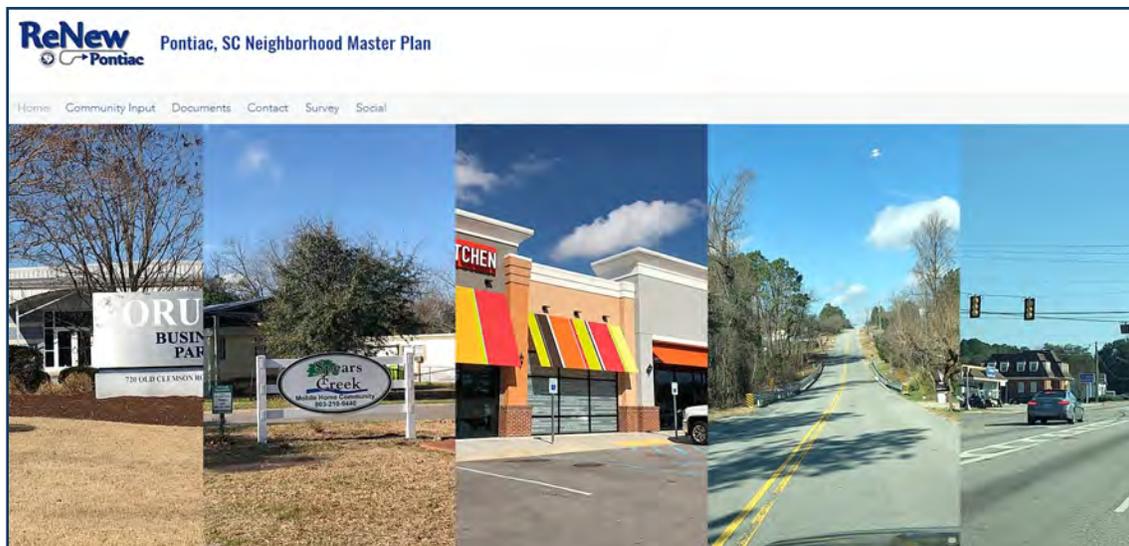


Spears Creek Village Entrance



Charrette #2

COMMUNITY ENGAGEMENT



Documents

Find all the latest document and map drafts as they are produced throughout the planning effort here.

Study Area Map

Sept. Charrette Invite



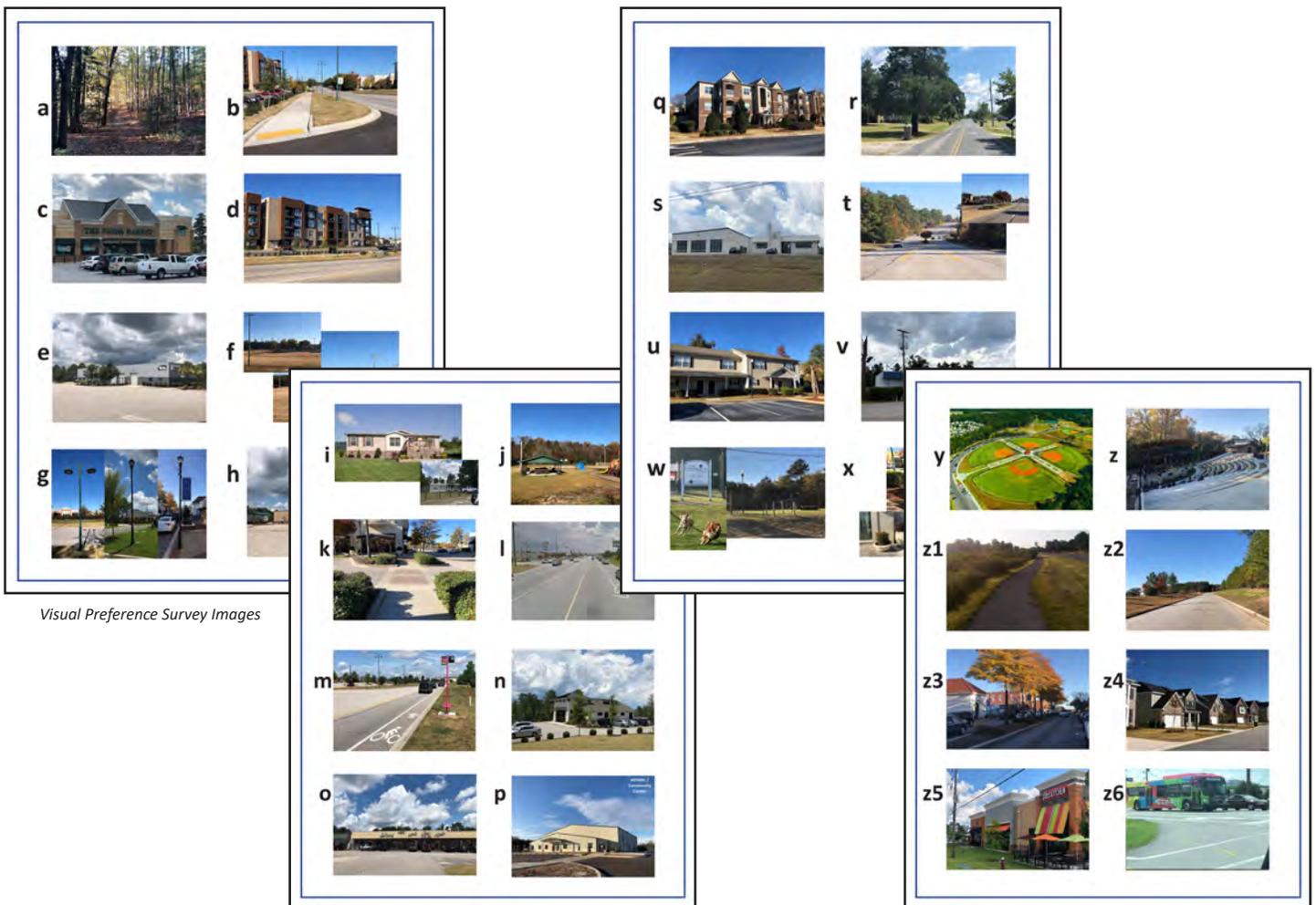
Take The Survey

Survey #1 is currently closed. Thanks to everyone who submitted their opinions. The Survey #1 results can be found below and will be used to incorporate recommendations for the future plan.

Survey #1 Results

COMMUNITY ENGAGEMENT

► **Planning Charrette #2:** A follow-up interactive planning session took place in December 2019 at the Richland Sandhills Library. Invites were sent directly to all addresses within the study area and notifications also took place online, direct delivery to area businesses, and via placards setup at major intersections. An alternative Spanish version of the meeting notice was published and Richland County Planning Staff also took the initiative going door to door on two separate occasions to raise awareness for the meeting. The charrette consisted of another hands-on approach and built upon the feedback received from Charrette #1. Attendees participated in a visual preference survey where they reviewed a series of 20+ images and indicated their opinions on how each image made them feel. Images included topics such as recreation, trails, business design, roads, streetscaping, and safety. Participants also had the chance to meet directly with the planning team at two (2) study area map stations. The areas were setup with one for people who live/work inside the study area and a map area for people who live/work outside the study area. Attendees took the time to draw directly on the maps their concerns as well as verbally articulate their ideas on how to make the Sandhills neighborhood a better place to live and work. The full feedback received from Charrette #2 can be found in the Appendix while some of the main takeaways can be found on the following page.



Visual Preference Survey Images

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Visual Preference Survey

Images Ranking Very High:

- a. Open Turf Sports Fields
- b. Modern Architecture Retail Business
- c. Off-Road Trails
- d. Concrete Sidewalks
- e. Ornamental Street Lighting
- f. Playgrounds/Pocket Parks
- g. Baseball/Softball Fields
- h. Dog Park
- i. Street Furniture
- j. Outdoor Event Space

Images Ranking Very Low:

- a. Contemporary High Density Housing
- b. Manufactured Homes
- c. Townhouses
- d. Vintage Architecture Retail Business
- e. All roadway layouts

Other Discussion Takeaways

Opportunities:

- a. Install more lighting
- b. Install more sidewalks
- c. Additon of dog park
- d. Additon of public safety items (cameras/lighting)
- e. Recreaton I (greenspace, trails, turf fields)
- f. Recreaton II (gym, pool, community center)
- g. New bus terminals
- h. Nicer streetscapes
- i. More restaurants
- j. Conservaton parks
- k. Create community outdoor event area

Concerns:

- a. Traffic
- b. Litter
- c. Crime & Speeding
- d. Lighting
- e. Walkability
- f. Sandhills vacancies



Charrette #2 Public Engagement

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- **Online Survey #2** - The second survey was specifically designed to allow the public to review and comment on the future interventions derived from the public opinions received to date. The survey allowed the public to directly comment on each draft intervention and voice their opinions on what they believe may work along with ideas on how interventions could change. This survey was released to the general public via the plan website, and multiple social media posts, from November-December 2020. The survey was also re-released via postcards (shown on right of this page) to neighborhood residents of the Royal Pines Estates subdivision in February 2021 in order to gauge specific responses to various housing interventions. A synopsis of the survey results is as follows:



Survey Awareness Postcards

- All recognized interventions received a moderate to high level support (3.4 weighted average points or higher (out of 5)) with the exception of the following being lower:
 - Promoting infill development for affordable housing (3.09 weighted average)
 - Expanding the Bailey Bill components (2.96 weighted average)
 - Implement Royal Pines Estates Gateway Signs (2.49 weighted average)
 - Explore funding opportunities for enhancing residential properties (3.11 weighted average)
 - Considerable affordable multi-family uses along Two Notch Road and Clemson Road (3.02 weighted average)
 - Install intersection lights within Royal Pines Estates (3.08 weighted average)
- 50% or more of the respondents gave "high support" to the following interventions:
 - Work with SCDOT on road improvements
 - Redesign and construct Spears Creek Church Road with streetscaping measures
 - Coordinate with CSX railroad on beautifying the rail corridor
 - Partner with Clemson Sandhills Research and Education Center on future events and use of land for recreational uses
 - Create walkable loop around planning area
 - Explore opportunities for new Community Center in area
 - Regularly meet with local neighborhoods and educate them on the County Neighborhood Improvement Program offerings
 - Add additional streetscaping/landscaping along Two Notch, Spears Creek, and Clemson roadways
 - Implement an Adopt A Roadway program for Two Notch, Spears Creek, Jabay, and Clemson roadways
 - Enforce site maintenance for businesses annually in planning area
 - Create incentive programs to spur local business investment
 - Require new development and redevelopment of businesses along Two Notch to improve visual character

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- Create new brand elements for Two Notch business corridor
- Require new development and redevelopment of businesses in “Pontiac” area to improve visual character
- Work with businesses in “Pontiac” area to create new public parking opportunities
- Continue to ensure new housing developments include necessary transportation system upgrades and require traffic impact studies as needed
- Work with Richland Sheriff’s office to implement 911 call poles in key locations
- Add street lighting along Two Notch Road to increase safety and awareness
- Work with Richland Sheriff’s Office, and their consultant, to implement roadway cameras at the intersections of Two Notch Road/Fashion Drive & Clemson Road/Rhame Road.
- Some key re-occurring comments were as follows (paraphrased):
 - Traffic along area roads and intersections are unsafe
 - Cure traffic/road issues before concentrating on new housing development
 - Beautification of roadways is needed
 - Having more opportunities for recreation and walking trails are needed
 - Greenspace and/or recreational opportunities needed in area
 - Trash along roadways needs addressing
 - Beautify NE corner of Fashion Drive/Two Notch (propane tank property)
 - Maintenance and upkeep of businesses desired
 - Investments in existing subdivisions should be completed by the subdivision themselves
 - Safety items (lighting, security cameras) should be a priority
- As noted, the survey was re-sent specific to Royal Pines Estates (RPE) property owners. Four (4) new surveys were returned and the comments re-enforced a high desire of support for moving forward on residential related interventions. Further, interventions specific to enhancing the RPE Subdivision (school bus stops, gateway signage, etc.) were highly encouraged.
- ▶ **Open House Meeting:** The draft Plan was presented at an open house meeting held on April 23, 2021. Richland County staff used this time to review the plan draft with online participants while taking comments and answering questions that attendees had. The meeting was posted on the Richland County website and was recognized in social media. Approximately twenty individuals attended the meeting and provided their thoughts. Comments both received at the open house and from the project website were reviewed before the final draft of the plan was brought before the Plan Commission and Council for adoption.

