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COLUMBIA OWENS MASTER PLAN

SOUTH COLUMBIA DEVELOPMENT CORPORATION & COLUMBIA EMPOWERMENT ZONE



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Executive Summary

Purpose

Outline a plan to invest public infrastructure and other improvements needed to stimulate economic development in and around the Rosewood community.

Study Area

The study area is the commercial/light industrial corridor south of Rosewood Drive along Superior Street, South Edisto Avenue, and Commerce Drive to the Columbia Owens Downtown Airport.

Evaluation Process

Using a combination of technical engineering analysis, economic research and market analysis, and public and stakeholder involvement, Wilbur Smith Associates identified the strengths and weaknesses of the study area and outlined a series of potential solutions. Stakeholder input was also obtained through announcements, newsletters, meetings, and workshops.

Weaknesses

The project team identified weaknesses in the study area as follows:

1. Lack of direct access into the commercial/light industrial area.
2. Poor storm drainage
3. Litter, neglect of properties, poor maintenance, and the perception of crime.

Strengths

The project team identified strengths in the study area as follows:

1. Good road access around the area (Rosewood Drive and South Beltline)
2. Airport and rail service
3. Vibrant neighboring communities (Shandon and Rosewood)
4. Abundance of marketable properties
5. Incentives for investing infrastructure and attracting businesses, education in infrastructure, etc.

Recommendations for Improvements

The following are recommendations to attract development to the study area:

1. An arterial spine route (2-lane) through the study area connecting Rosewood Drive and the Columbia Owens Downtown Airport.
2. Drainage improvements along the spine road to collect storm water.
3. Landscaping and streetscape improvements to improve the area's image.
4. A Master Plan outlining potential uses and development strategies.

Community Actions

1. Pursue an aggressive clean-up program.
2. Secure short term and longer term funding for infrastructure and other improvements.
3. Market incentives for attracting businesses.



Action Plan

The Columbia Owens Master Plan presented herein provides an overall framework towards the successful redevelopment of the Columbia Owens Master Plan area. However, the successful redevelopment is based upon on a series of short term and long term actions that must be followed through. The following is an outline of specific actions:

1. **Accelerate Proposed Improvements** - Work directly with the City of Columbia, Richland County (Columbia Owens Airport Authority), Central Midlands COG and the SC Department of Transportation to identify opportunities that may accelerate the proposed road project. This should be done in conjunction with Action No. 2.
2. **Short Term and Long Term Funding** – The fundamental basis of this Master Plan is the creation of jobs – this is an economic development Master Plan. This basis is precisely consistent with the mission and goals of the Sumter-Columbia Empowerment Zone (EZ) Authority. The entire Master Plan presented herein is within the bounds of the EZ's "developable site." The EZ Authority has a funded mandate to provide job opportunities in the "developable site." Therefore, the next step is to work directly with the Authority to identify funding opportunities, which could include funds from the EZ program to support the development of capital infrastructure improvements and EZ Facility Bonds Program to fund capital infrastructure improvements, fund the development of key tenant facilities (including a speculative building or property), as well as potentially co-funding job development projects such as a Research Park or a Business Incubator concept.
3. **Evaluating/Observe** – How other EZ Authorities around the country, such as St. Louis, MO and Cumberland, NJ, have used their funding and incentives programs to stimulate redevelopment.
4. **Communicate Site Advantages for Technology/Incubator** - Coordinate directly with the steering committee overseeing the current study of a research park/business incubator campus concept in Columbia near the University of South Carolina.
5. **Road Feasibility Study** – A feasibility study, consistent with the National Environmental Policy Act, of developing an arterial spine road should be conducted.
6. **Conduct and Site Selection Study** - Identify one or more potential locations for the development of a market-ready speculative building or property so as to help attract a key tenant or tenants into the area.
7. **Raise Awareness of Empowerment Zone Incentives** - Create a joint initiative between the Sumter-Columbia Empowerment Zone Authority, South Carolina Employment Security Commission (one stop shop), the University of South Carolina, Benedict College, Allen University, and Midlands Technical College to provide a ready work force (with empowerment zone eligibility) for businesses to tap into. This program should aim to raise awareness among Empowerment Zone residents and Developable Site business of the advantage of the Empowerment Zone incentives.

Cost Estimate & Economic Impact

Wilbur Smith Associates prepared a preliminary estimate of the costs to implement the infrastructure necessary for the conceptual master plans. These costs are based upon the concepts illustrated and will vary once actual design is completed. In addition, costs may vary as dictated by current land values, construction costs, and unforeseen factors. A detailed construction cost estimate will be developed when detailed construction plans are developed for the infrastructure improvements. An economic impact analysis was also conducted and is summarized in the tables below.

Right-of-Way_____	\$ 1,146,000
Roadway Construction_____	\$ 1,121,000
Storm Drainage System_____	\$ 268,000
Landscaping & Lighting_____	\$ 970,000
Engineering Surveying and Design_____	\$ 242,000
Construction Administration/Observation_____	\$ 367,000
Contingency_____	\$ 367,000
TOTAL_____	\$ 4,572,000

Option/Description	Area	Square Footage by Use		
		Residential	Bus./Ind.	Total
Area Total				
Both Options	Airport Blvd. to Royster St.	0	240,275	240,275
Commercial/Research Option	Royster St. to Rosewood Dr.	31,500	473,740	505,240
Residential/Research Option	Royster St. to Rosewood Dr.	116,750	166,750	283,500
Option Total				
Commercial/Reserch Option	Airport Blvd. to Rosewood Dr.	31,500	714,015	745,515
Residential/Research Option	Airport Blvd. to Rosewood Dr.	116,750	407,025	523,775

	Commercial/ Research Option	Residential/ Research Options
New Direct Jobs	570	325
Multiplier Jobs	530	300
Total Jobs	1,100	625

Recommendations

As a result of all of the data gathered, of all of the recommendations made, Wilbur Smith Associates and the Landplan Group South developed two alternative development plans. Each plan includes the implementation of a spine road, landscaping and lighting, retrofitting existing building facades, and the identification of available properties for development.

The first option, Conceptual Master Plan – Commercial/Research Option, includes development of a new spine road form Rosewood Drive to Jim Hamilton Boulevard along the existing commercial/light industrial corridor. The development plan includes proposed streetscaping and lighting along the spine road and has illustrated what potential redevelopment buildings may look like. The development along the eastern portion of the road, from the end of the existing Superior Street to Jim Hamilton Boulevard, will be redeveloped into retail and office space. This option also includes the development of a technology or information based complex on the former Hendley Homes site.

The second option, Conceptual Master Plan – Residential/Research Option was developed in an effort to provide residential lots extending the Rosewood neighborhood into the former Hendley Homes site, while buffering this new area from the light industrial area with the live/work units. Generally, this development of the Hendley Homes site is consistent with a residential model utilizing the “new urbanism” mix of retail, single and multi-family housing with generous amounts of green space. If the Residential/Research Option is selected, the development of a technology or information based complex should still be considered, either using a portion of the former Hendley Homes site or through development in the existing commercial/light industrial corridor.

There are several types of potential development that may occur along the proposed spine road. The Rosewood side of the development (between Hendley Homes and the light industrial use on the other side of Superior) lends itself to a more commercial type development with eating establishments on the lower level and apartment or loft style residences on top like those shown in the attached rendering. These types of developments offer a good buffer between the area zoned residential and that zoned light industrial.

Along the Commerce Drive portion of the spine road would be a good place for service type office space such as a printing company, accountants, lawyers, or other service type office space. The converted warehouse look would be appropriate to blend into the existing building types. In-deed, several of the existing developable sites could be modified to fit this building type. These building styles are depicted in the rendering shown.

A final type of business may be the larger office or technology based company. This may require a more multi-level space, perhaps with a higher per square foot lease cost than the previous types of buildings. These types of businesses and buildings would be best constructed in vacant areas with sufficient room for new construction. Larger available sites, such as the Hendley Homes site and others with several acres available, would better accommodate technology-based buildings.

RESIDENTIAL / RESEARCH CONCEPTUAL MASTER PLAN

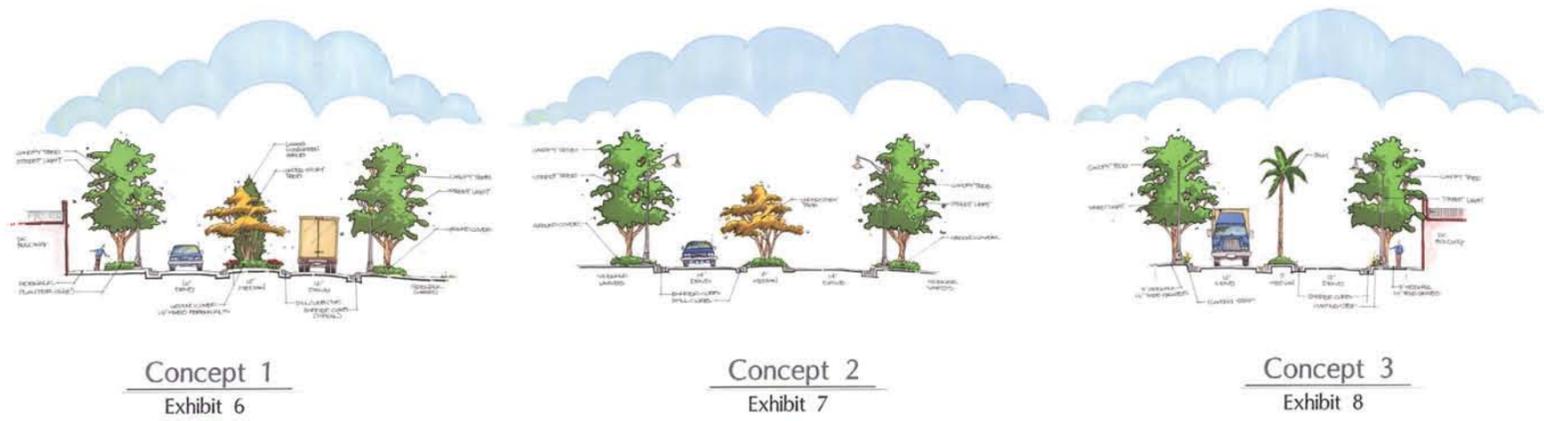


COMMERCIAL / RESEARCH CONCEPTUAL MASTER PLAN

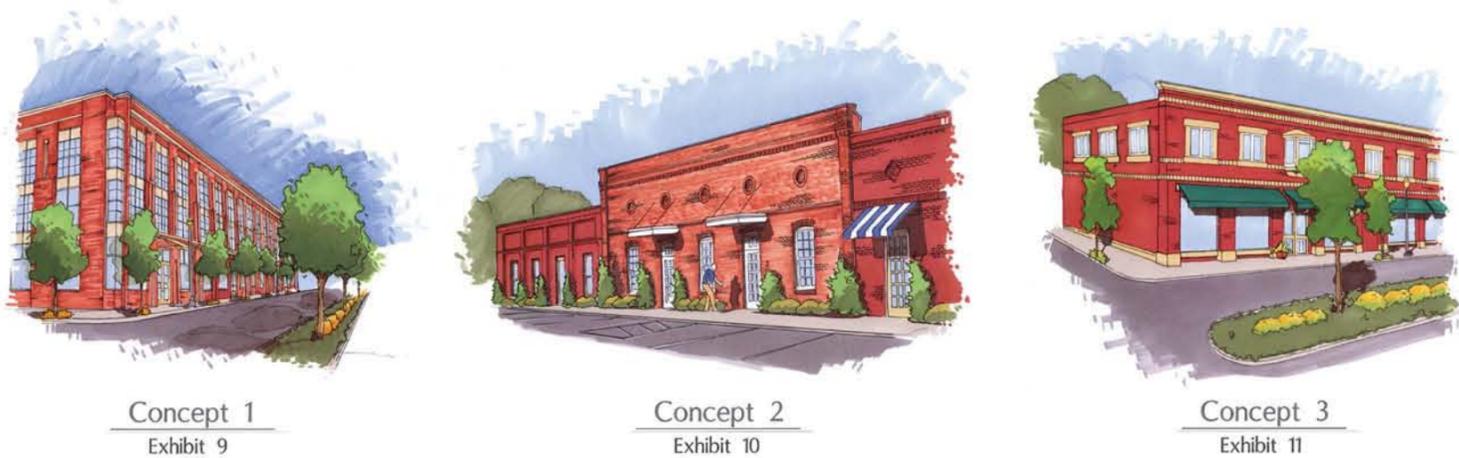


Conceptual Master Plans

STREETSCAPE CONCEPTS



BUILDING CONCEPTS



Development Concepts