



REALITY CHECK

Midlands Action Collaborative

REALITY CHECK SYMPOSIUM 3: PROMOTING HEALTHY & VIBRANT NEIGHBORHOODS AUGUST 20, 2015, COLUMBIA, SC

“ It’s time to capitalize on the new life and energy, and it is clearly an attraction to downtown. ... So we are going to try to develop some exceptional housing opportunities for those who are already working and planning to come to live in the city center.”

Don Tomlin, President Tomlin and Co.

The Midlands of South Carolina is set to experience explosive growth. The Urban Land Institute’s 2013 Reality Check Midlands projected that the region will grow by 450,000 people over 30 years reaching 1.3 million in 2040. Reality Check defined the Midlands as all or portions of eight counties: Richland, Lexington, Newberry, Fairfield, Saluda, Sumter, Calhoun and Kershaw. Now a report by the Linneman Quarterly Letter, published by Linneman & Associates in Philadelphia, says the Columbia MSA alone (an area of six counties – Richland, Lexington, Kershaw, Fairfield, Calhoun and Saluda) will grow by nearly 375,000 by 2030, just 15 years away.

Reality Check’s goal was to create a vision of how our region can accommodate that growth: growing by choice and not by chance.

The Promoting Healthy & Vibrant Neighborhoods Symposium was the third symposium hosted by ULI South Carolina and the Midlands Action Collaborative focused on the Guiding Principles that came out of the 2013

Midlands Reality Check. Earlier symposiums focused on guiding principles developed around Infrastructure and Economic Drivers. Reports on those symposiums are available through ULI South Carolina.

Keynote speaker Don Tomlin, noted developer and president of Tomlin & Co., told the nearly 90 participants that ULI has helped focus attention on smart growth and using existing infrastructure. Reality Check was a groundbreaking event that the Midlands will be looking at for decades to come, Tomlin said.

Symposium attendees also heard from Beth Poovey of Land Design Charlotte, speaking on the creation of the Little Sugar Creek Greenway; Richland County Councilman Jim Manning on the revitalization of Decker Boulevard, and Camden Mayor Tony Scully on strategies for promoting healthy and vibrant neighborhoods. The panel was moderated by Mike Dawson, chief executive officer of The River Alliance.

Attendees also participated in a group exercise. Each table focused on one of four communities – Winnsboro, Eastover, Batesburg-Leesville, or the Broad River Road Corridor – and through the lens of “Strategies for Promoting Healthy and Vibrant Communities” developed recommendations involving compact mixed-use and infill development, walkability, open space and adaptive reuse.



Generations

18-36

Millennials, ages 18 to 36 (also known as generation Y), are the most diverse generation and most likely to live in cities, and also the most likely to be expecting to move in the next five years.

37-49

Generation Xers, ages 37 to 49, are predominantly owners of single-family homes and are the least likely to desire urban amenities, and many are expecting to move to larger quarters within five years.

50-68

Baby boomers, ages 50 to 68, are the most likely to live in the suburbs, and unlike generation X they are more likely to be moving to smaller homes than larger ones in the next five years.

69+

The Silent generation and the war babies are combined in this report. The war babies (ages 69 through 84) and the silent generation (ages 85 and older) are most likely to already live in rural areas and small towns. If they move, it will be to a more...

PROGRAM HIGHLIGHTS

LITTLE SUGAR CREEK MASTER PLAN CHARLOTTE, NC

"These two challenges: lack of tax base and loss of college graduates are the rationale that are underpinning our infill development efforts going forward." Don Tomlin, President, Tomlin & Co.



The Community	The Environment	The Economy
10 neighborhood connections	2,000 LF of stream daylighted	170,000 SF of office (95% leased)
1,500 daily users	1 mile of stream restored	101 residential units
510,300 annual users	70% reduction in impervious surface	172,000 SF of retail (95% leased)
	12 species of fish restored	25% increase in property value

THE DECKER BOULEVARD / WOODFIELD PARK RENAISSANCE PLAN: A 731 acre redevelopment of parks, open space, civic investment and residential infill development

Retail Revitalization Residential Development Civic Investment Public Open Space

• **Rebranding:** Richland County International Corridor; Ethnic Grocery Stores; International Mural at 2744 Decker Blvd

• 380 New Rental Units
Arcadia's Edge (Certified Green Living Community); Arcadia Park (LEED Certified Units); Angel Garden; Jackson Creek Station

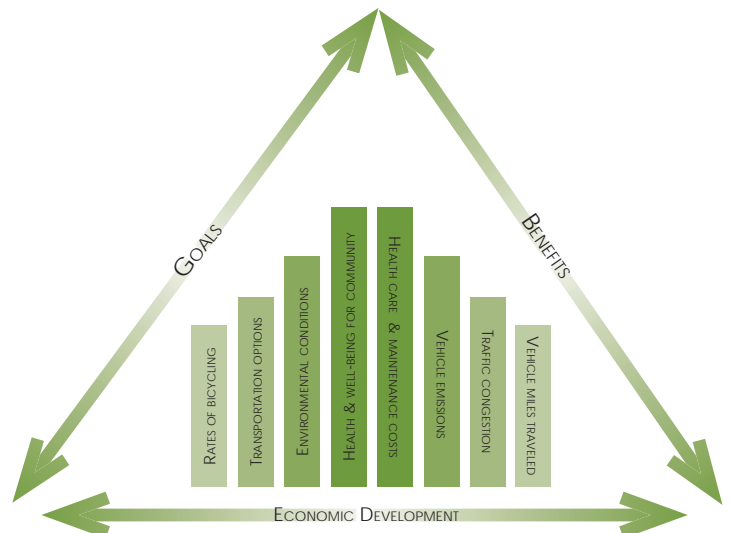
• Richland County Decker Center – Richland County Central Court, county offices, sheriff's department regional headquarters, community room. \$193,241 for 19 façade grants

• 80+ acres of planned open space

EAT SMART MOVE MORE KERSHAW COUNTY & CAMDEN, SC

50%
of people say walkability is a top or high priority when considering where to live.

Source: America in 2015, A ULI Survey of Views on Housing, Transportation, and Community



WORKSHOP SUMMARY



With a focus on the third Guiding Principle of promoting healthy vibrant neighborhoods, symposium attendees were asked to focus on the health and economic benefits of compact, mixed-use development, access to nature, walkability and adaptive reuse along existing corridors for four communities: Winnsboro, Eastover, Batesburg-Leesville and the Broad River Road Corridor in Richland County.

Each table was asked:

1. What can be done to overcome obstacles to attracting investment so the community may become a regional multi-center?
2. What assets does the community already have that can be leveraged?

Winnsboro	Eastover	Batesburg-Leesville	Broad River Corridor
Recommendations			
Create a distinct identity for the town: <ul style="list-style-type: none"> • Agricultural Hub? • Historical Hub? • Arts Hub? 	Attract organic farmers	Redevelop historic homes and commercial properties	Increase awareness of and access to the river
Focus and rally the town around the new identity	Become a source of products for area restaurants	Develop a multi-modal connector to link the two town centers, the area's industrial park, Midlands Technical College and town of Lexington.	Create a vibrant pedestrian plan to tie Columbia High School to the surrounding urban neighborhoods
Redevelop the downtown area <ul style="list-style-type: none"> • Create a place people want to live • Create a draw from Northeast Richland County 	Have a farmers market	Redevelop the Columbia Farms warehouses into affordable housing.	Capitalize on unique character of each section -- more intense development near Columbia, less near Harbison Forest
	Put a farm-to-table restaurant on Main Street	Develop additional greenspace	Capitalize on unique character of each section -- more intense development near Columbia, less near Harbison Forest
			Offer façade grants to existing retailers
			Explore creation of a TIF to finance redevelopment
Assets to Leverage			
Connection to I-77	Kensington Mansion	Existing rail line	Proximity to Broad River
Proximity to Northeast Richland	Wavering Place Plantation	Midlands Technical College	Columbia High School
Economic Development Opportunities <ul style="list-style-type: none"> • VC Summer Nuclear Plant • Industrial Park 	Historic Buildings & Farms	Wal-Mart-anchored commercial district	I-20 Connection
			Existing Neighborhoods



Reality Check Guiding Principles

- Infrastructure & Transportation: Encourage development where infrastructure (roads, water, sewer and schools) is available, planned or can be provided cost effectively, and support regional improvements in walkways and bikeways, public transit, rail and air service.
- Economic Drivers: Protect and enhance the region's primary economic drivers, including the universities, downtown Columbia/Central Business District, agriculture and the military.
- Efficient Development & Green Space: Promote the use of vacant lots and support healthy, vibrant neighborhoods while protecting open space for regional parks and permanent preservation.



Program Committee

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Speakers

Colonel Mike Dawson
Chief Executive Officer, The River Alliance

Jim Manning
Councilman, Richland County Council
District 8

Beth Poovey
Senior Associate, LandDesign

Tony Scully,
Mayor, City of Camden

Don Tomlin
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