

SOUTH HARTSVILLE

HOUSING AFFORDABILITY & MARKETABILITY STUDY

Prepared for:
CITY OF HARTSVILLE



Prepared by:



Urban Planning 
Management

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REPORT ACKNOWLEDGMENTS

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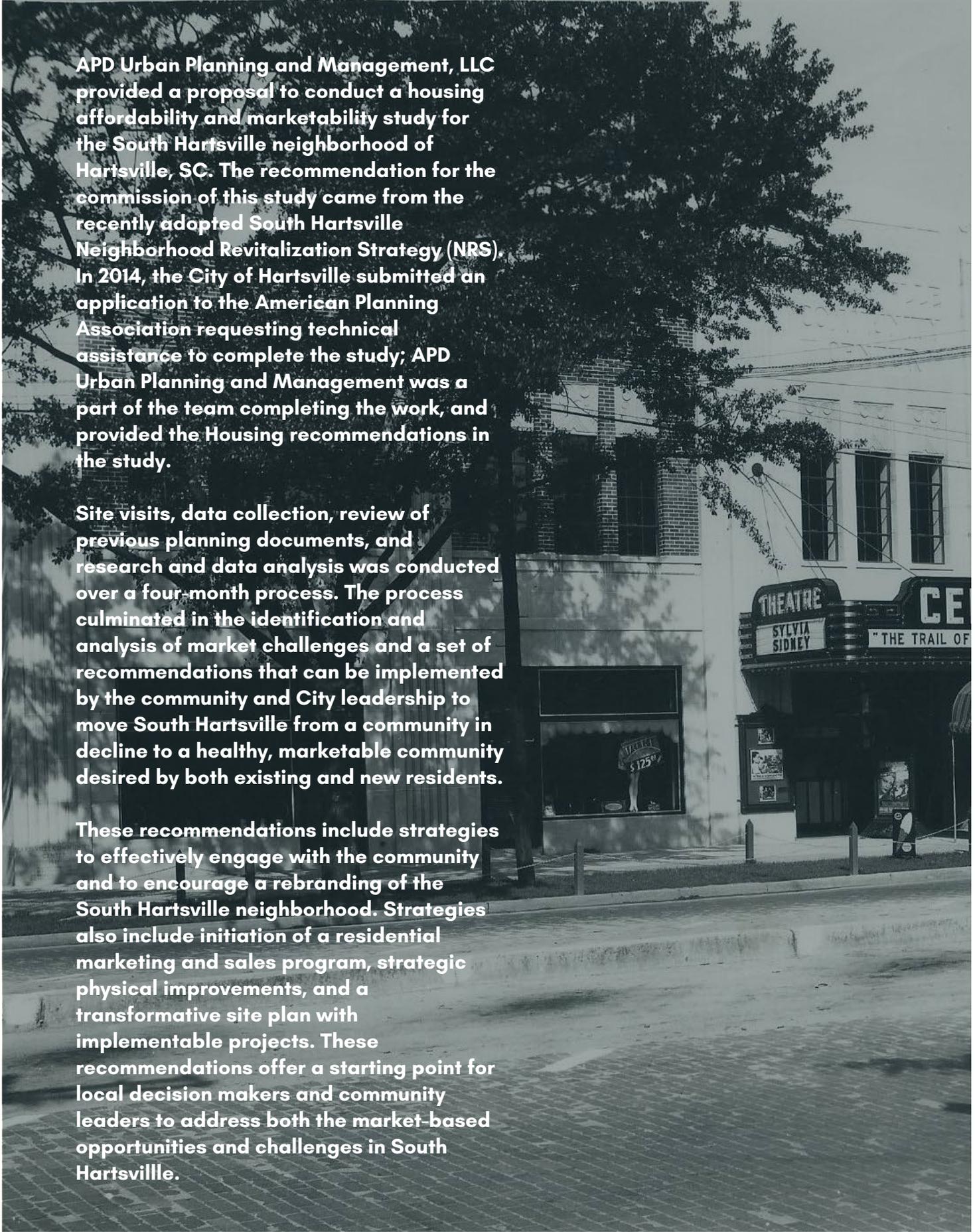
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I. EXECUTIVE SUMMARY

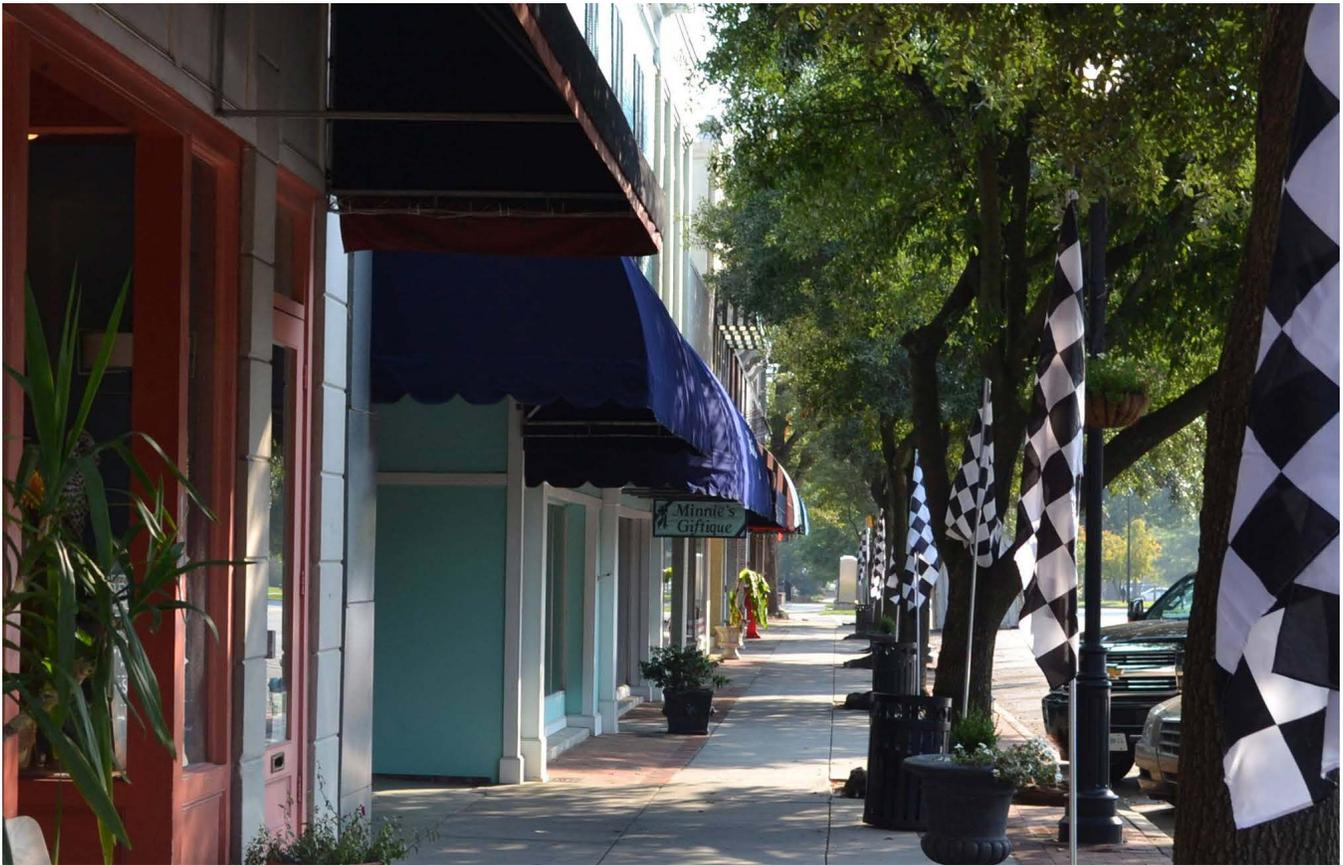


APD Urban Planning and Management, LLC provided a proposal to conduct a housing affordability and marketability study for the South Hartsville neighborhood of Hartsville, SC. The recommendation for the commission of this study came from the recently adopted South Hartsville Neighborhood Revitalization Strategy (NRS). In 2014, the City of Hartsville submitted an application to the American Planning Association requesting technical assistance to complete the study; APD Urban Planning and Management was a part of the team completing the work, and provided the Housing recommendations in the study.

Site visits, data collection, review of previous planning documents, and research and data analysis was conducted over a four-month process. The process culminated in the identification and analysis of market challenges and a set of recommendations that can be implemented by the community and City leadership to move South Hartsville from a community in decline to a healthy, marketable community desired by both existing and new residents.

These recommendations include strategies to effectively engage with the community and to encourage a rebranding of the South Hartsville neighborhood. Strategies also include initiation of a residential marketing and sales program, strategic physical improvements, and a transformative site plan with implementable projects. These recommendations offer a starting point for local decision makers and community leaders to address both the market-based opportunities and challenges in South Hartsville.

II. INTRODUCTION AND OVERVIEW



In order to successfully attract new residents and develop an affordable housing product for existing residents who may want larger or smaller housing units, it is imperative to determine what affordability looks like and what type of development is marketable for South Hartsville. A Housing Affordability and Marketability Study provides the analysis necessary to support the application of improvements and recommendations.

The recommendations for this Study came in part from the South Hartsville Neighborhood Revitalization Study¹ conducted in 2015 by a Community Planning Assistance Team from the American Planning Association. This Study will assist the City and the community in developing a strategic market-based effort for addressing redevelopment of the South Hartsville community.

Approach and Process

A three-step process was used to develop the Housing Affordability and Marketability Analysis for South Hartsville (Figure 1). This approach was built on review of existing

studies and community input, completion of analysis, and a coordinated, adaptable strategy that builds community capacity around the process of implementing a neighborhood based revitalization initiative. The report is divided into these three steps and explained below.

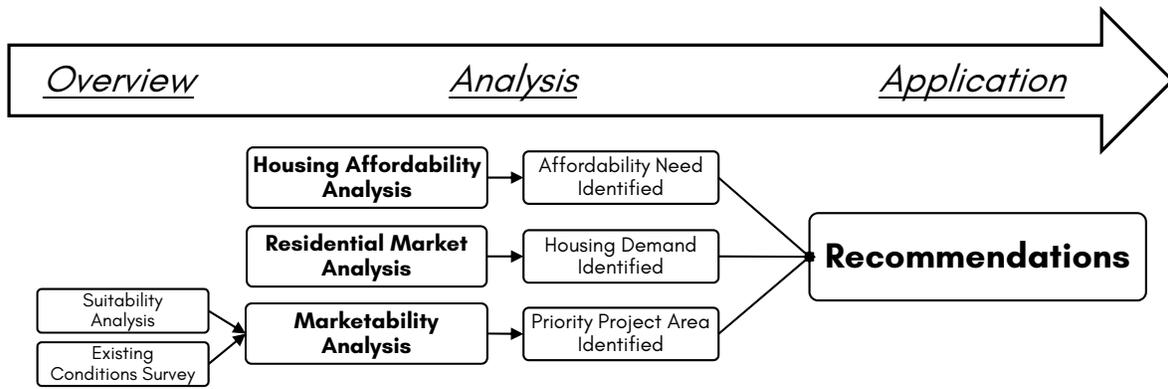
Overview – To gain an understanding of the market of South Hartsville, previous plans were reviewed, statistical data was collected, and existing conditions were examined. Input was solicited from the community and its stakeholders through a KickOff Meeting with a Project Management Team, one-on-one interviews and small group meetings.

Analysis - Collected data was then analyzed. Using the collected data and information, a decision making process was utilized to identify high priority redevelopment areas within the South Hartsville community.

Application - As an added value to the Study, potential priority areas were identified and a sample application of market findings was completed. It was essential to demonstrate the application of the marketability strategies and how they address market challenges and key issues that

¹ South Hartsville Neighborhood Revitalization Study, American Planning Association, 2015

FIGURE 1: STUDY PROCESS



were important to the City and residents of South Hartsville.

Goals and Outcomes

During the KickOff Meeting, the Project Management Team identified and prioritized overall goals and key issues that directly impact the marketability and desirability of South Hartsville:

Overall Goals

- Identify potential Priority Project Areas that demonstrate what a redeveloped block or neighborhood looks like, and the process to be used to replicate in other areas;
- Create strategies for addressing rental properties, absentee landlords, and their properties;
- Enact proactive, strategic code enforcement;
- Establish process for strategic demolition, and ongoing property maintenance post demolition;
- Recommend commercial, multifamily development compatible with surrounding neighborhood;
- Link planned infrastructure improvements to neighborhood revitalization efforts;
- Preserve historic assets that support neighborhood initiatives; and
- Build on recommendations from previous studies.

Top Ten Key Issues

- Neighborhood revitalization
- Neighborhood stabilization
- Vacant and abandoned properties
- Infrastructure improvements
- Rental housing compliance
- Quality affordable housing
- Code enforcement
- Ongoing property maintenance
- Participation/interest of existing residents

- Neighborhoods are good places to live, work and play

Market Challenges

As South Hartsville works to revitalize itself, there are five market challenges the neighborhood currently faces that will need to be addressed:

- Property conditions – more than 50% of the neighborhood’s single family units are in poor to dilapidated condition, and more than a third of the parcels are vacant lots in various conditions;
- Mobility barriers – lack of east-west connectivity through the neighborhood, current infrastructure in need of repairs, a significant number of households are without a vehicle, and no public transportation available within the neighborhood;
- Limited housing options – nearly 50% of renter households spend more than 30% of their household income on housing, which is usually in substandard condition, and only a limited type and number of apartment units are available;
- Lack of neighborhood amenities – minimal or no neighborhood activities for seniors, disabled, or youth, school accessibility is limited, and no destination amenities (retail, commercial, employment) within the neighborhood; and
- Neighborhood perception – external perception of high crime, high poverty and generally negative appearance (unmaintained lots and homes).

It is the intent of this Study to provide evidence-based and research-based recommendations on how to address these challenges to create a healthy community. The hallmark of a marketable community is a healthy community.

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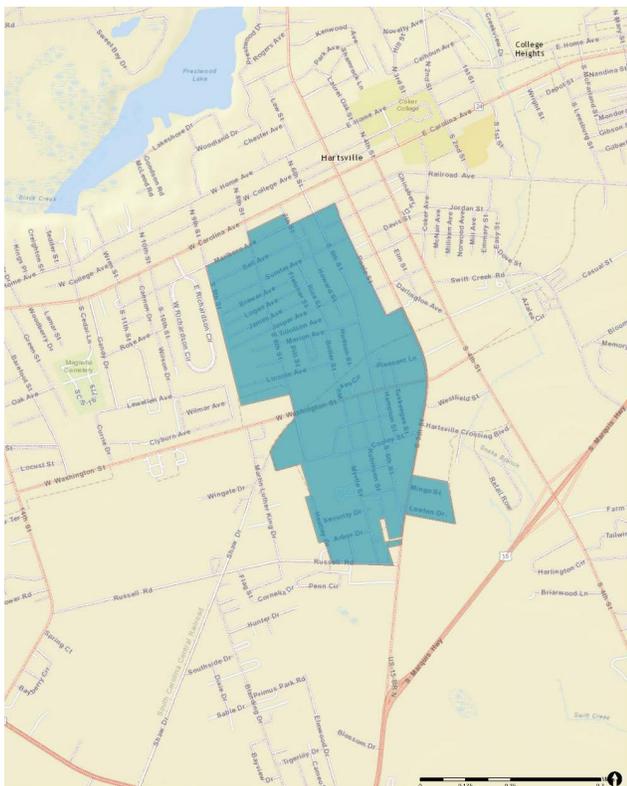
III. BACKGROUND AND EXISTING CONDITIONS

COMMUNITY OVERVIEW

South Hartsville, once a bustling and thriving minority neighborhood in Hartsville, South Carolina, has seen years of disinvestment and decline take its toll on the economic, social and physical attractiveness of the community. Nearly a fourth of the City's population, and almost half of the city's African American population reside in this community.²

Located directly south of downtown Hartsville (Figure 2), South Hartsville is a cultural and historic icon of the city, once having self-sustaining African American retail businesses along Sixth Street, its primary interior corridor. Residents, along with the City, are eager to preserve the heritage and culture of the community, and return it to a desirable, healthy community that is safe, affordable and attractive for new and existing residents. Understanding the challenges and solutions from a market perspective will provide the tools to strategically implement the recommendations outlined in the recent revitalization plan. A detailed community profile is provided in the South Hartsville Neighborhood Revitalization Plan, Appendix A.

FIGURE 2: BOUNDARY MAP OF SOUTH HARTSVILLE



2 ESRI Business Analyst Online, 2016

PREVIOUS PLANS AND STUDIES

Hartsville 2020: A Comprehensive Plan for the City of Hartsville (2007; Adopted 2008)

A review of the Comprehensive Plan reveals specific elements the City considers to be important for South Hartsville including city-wide trail connections and the preservation of housing within proximity of the downtown area. The Comprehensive Plan recommends solutions for dilapidated structures and lots, especially the condemnation and removal of unsafe structures. Recommendations also included development of new housing options such as townhomes, row houses, senior housing, and single family dwellings at all price points. The Comprehensive Plan highlights the importance of promoting community involvement by working with schools, churches, medical institutions, local businesses, and city agencies.

Butler High School and Sixth Street Corridor Neighborhood Plan (2008)

The goal of the document was to look at creating a neighborhood plan for the Sixth Street corridor around the Butler Street Campus due to its historical significance and location. Recommendations for the campus included the creation of a performance arts center, creating additional park space and beautification installations, and the creation of a community center to house a variety of programs such as the arts, educational, job training, and business incubators. Other recommendations from this plan included creating rental housing in proximity of the downtown area as well as creating affordable housing throughout the neighborhood.

City of Hartsville Master Plan (2014)

The City commissioned a master plan to address the design and appeal of downtown and major corridors leading into the City of Hartsville. The Master plan highlighted the importance of the Fifth and Sixth Street Gateway, the southern corridor leading into the heart of downtown. Recommendations include new improvements along Fifth Street, beautification and installment of welcome signage, and possible green space to create synergy with the Butler Street Campus. The Master plan provides additional recommendations including the development of diverse and affordable housing close to downtown for students and residents.

TABLE 1: PREVIOUS PLANS AND STUDIES

STUDY/TITLE	Year of Study	Demographics					Existing Conditions						Opportunities/Recommendations																	
		Population	Household	Commercial Market	Employment	Education	Historical Locations	Housing	Commercial	Zoning	Real Estate Market	Traffic	Transportation	Ecological	Housing	Zoning	Institutional	Commercial	Economic Development	Streetscape	Transportation	Open Space	Urban Design	Design Guidelines	Sustainability	Catalytic Projects	Funding	Metrics	Schedule	Budget
SOUTH HARTSVILLE STUDIES SNAPSHOT																														
Strategic Investment Zone	2016																													
Assessment of Hartsville African American Cemetery	2015																													
South Hartsville Neighborhood Revitalization Plan	2015																													
Hartsville Master Plan	2014																													
Clemson Study	2009																													
Hartsville 2020	2008																													

Assessment of Hartsville, SC African American Cemetery (2015)

The Assessment provided an understanding of long range management and preservation recommendations necessary to preserve the historical significance of the African American Cemetery for future generations. The assessment recommended the City acquire the cemetery to ensure the protection of this asset. Additional study recommendations include the installation of a fence and the restoration of markers and monuments.

South Hartsville Neighborhood Revitalization Plan (2015)

This report focused on providing recommendations for a variety of areas based on data collection and analysis including resident and stakeholder input. The report recommends the implementation of neighborhood stabilization strategies allowing existing residents to make home improvements. Mobility recommendations provided by the report concentrate on the installation, repair, and design of sidewalks throughout the neighborhood and adjoining areas. Additional recommendations from the report include the redevelopment of vacant commercial and retail establishments along the Fifth and Sixth street corridors to allow residents greater access to goods and services.

Strategic Investment Zone Incentive (2016)

The Strategic Investment Zone Incentive Program was created to encourage development of decent, safe, and affordable housing for low to moderate income households in Oakdale and South Hartsville. Design guidelines and standards are a requirement for any residential development within the Strategic Investment Zone. Developer incentives include waived impact/tap fees if residential development occurs near existing infrastructure. The Incentive program also allows the City to acquire and convey properties to developers.

STAKEHOLDER INTERVIEWS

One-on-one interviews and small focus groups were conducted during the initial site visit to gain stakeholder perspective on the market challenges and potential opportunities in South Hartsville. Participants included City staff, developers, residents, property managers, nonprofits, and civic leaders. Stakeholders and community leaders noted a number of challenges and opportunities:

- Safety is a concern;
- Social and racial divide between South Hartsville and the rest of the City;
- Both multi-family and single family housing options are limited;
- Need to address their property owners and absentee landlords;
- Reintroduction of small, local retail along Sixth Street would encourage people to visit the neighborhood;
- Developer interest in building in South Hartsville; and
- Need to know where to start for maximum impact.

Information extracted from the previous studies review and the stakeholders’ interviews was used to support the data analysis.

EXISTING CONDITIONS

Approach and Methodology

A windshield survey was conducted during the initial site visit to assess existing neighborhood conditions on the ground. Information obtained from the survey and analysis was used to strategically identify high priority redevelopment areas for maximum implementation impact. Further data from the existing conditions survey along with the detailed analysis and corresponding maps can be found in Appendix B.

A field team examined 1,323 parcels in South Hartsville, looking at a variety of conditions, ranging from the building condition (Table 2) to the condition of a property's lawn and shrubs. A total of ten conditions were examined for each parcel. Each condition had its own unique rating system.

The field research team used a GIS Collector Application to upload the condition ratings for every property to an online map and database. Following the survey, the data collected from the field research team was mapped in GIS. Parcel counts and percentages were calculated for all ten conditions in the windshield survey.

Key Findings

Building Condition

Properties with a structure made up 64% of properties in the neighborhood. For properties with a structure on them, half of the structures were in good or fair condition while the other half were in poor, deteriorated, or dilapidated condition. Vacant lots, or properties with no structure, account for 36% of all properties in the neighborhood.

Building Tenure

Occupied properties, whether owned or rented, made up 54% of properties in South Hartsville. The other 46% of properties were identified as vacant. This number includes both vacant lots and buildings. 10% of properties in the neighborhood had a vacant structure on the property.

Architectural Type

Folk National Craftsman and Folk National are the two most common architectural styles in the neighborhood. Architectural styles were only identified for residential

properties. Commercial and institutional buildings were not assigned an architectural style.

Land Use

Single family homes account for 56% of the properties. Vacant lots (34%) make up the second most common land use in the neighborhood. There is a small contingent of commercial properties in the neighborhood, accounting for 4% of the total properties in the neighborhood. The remaining 7% is made up of multifamily, industrial, institutional, and parking lot land uses.

Parcel Ground Descriptions

Over 75% of properties had little to no litter on the property. Only a third of properties had private sidewalks and/or driveways. The remaining two-thirds of properties either had no private sidewalks and/or driveways or were identified to be in poor or worse condition.

Infrastructure Descriptions

The neighborhood has little to no public sidewalks as well as inadequate streetlight coverage. Less than 20% of properties had public sidewalks in a usable condition. The remaining properties either did not have public sidewalks or were in bad condition. Less than 40% of properties had adequate street light coverage. The remaining properties either have insufficient streetlight coverage or no streetlight coverage. All the catch basins identified in the neighborhood had little to no blockage.

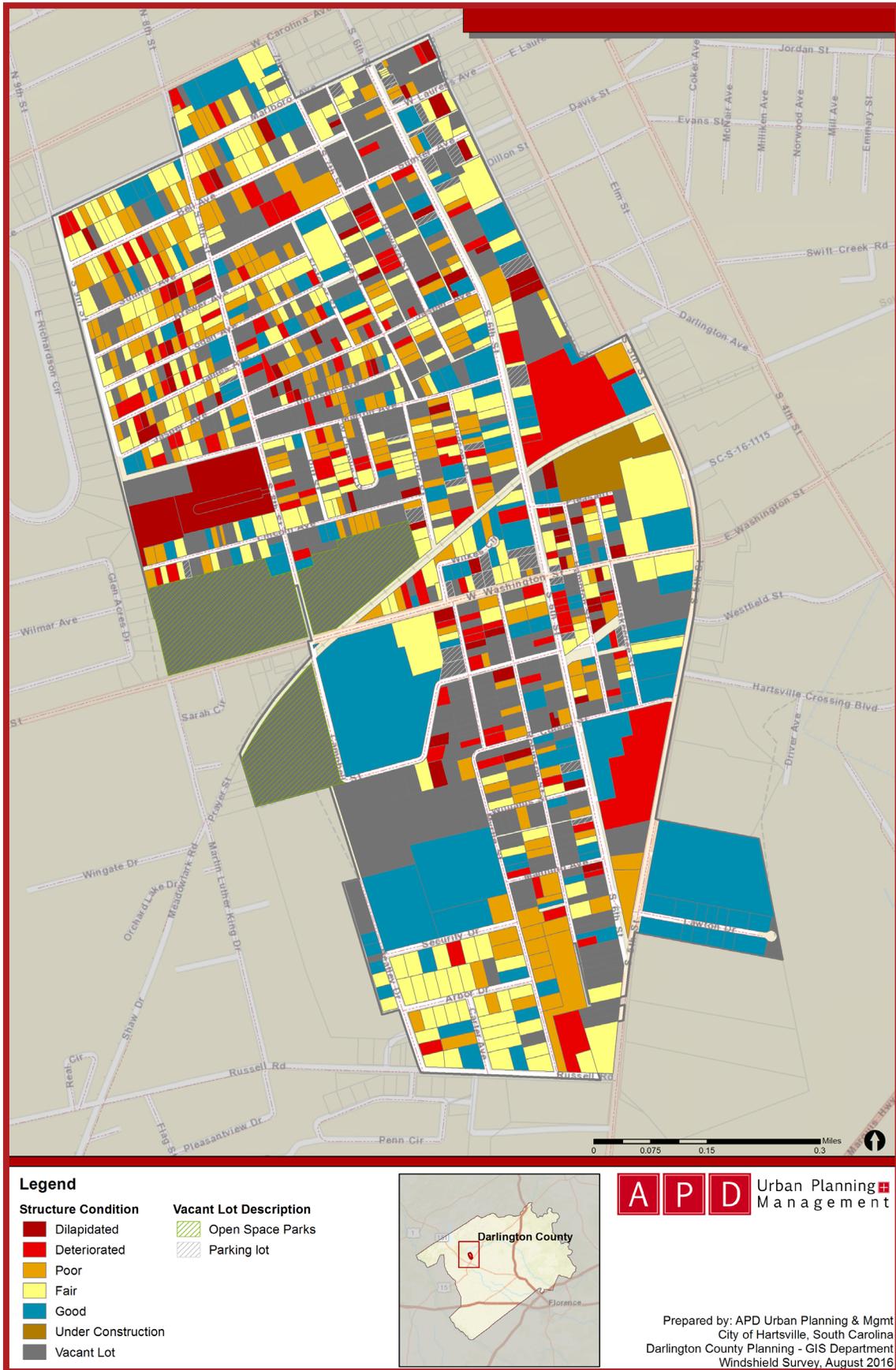
Implications

There are a significant number of vacant lots and poorly maintained properties in South Hartsville. The concentrated presence of negative conditions can negatively affect the neighborhood's image and investment potential.

TABLE 2: EXISTING CONDITIONS RATING SCALE

Category	Description
1-Dilapidated	Needs extensive rehab
2-Deteriorated	Major repairs needed
3-Poor	Deferred maintenance, requires general repairs
4-Fair	Minor repairs needed
5-Good	Sound condition
6-Under Construction	New structure in progress
7-Vacant Lot	No structure on parcel

FIGURE 3: SOUTH HARTSVILLE EXISTING CONDITIONS MAP



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IV. HOUSING AFFORDABILITY ANALYSIS

The Housing Affordability Analysis provides the opportunity to better understand the affordability of existing housing and examine how well it meets the needs of current residents. By evaluating the current housing stock in South Hartsville, it will be easier to identify the cost and type of housing that will benefit existing residents desiring to remain in the neighborhoods, as well as the type and cost of housing that would attract new residents to the area.

AFFORDABILITY DEFINED

Housing affordability is defined as spending no more than 30% of a household’s annual gross income on housing costs which is consistent with the definition of housing affordability used by the U.S. Department of Housing and Urban Development (HUD).³ A household is considered cost burdened when more than 30% of the household’s income goes towards housing costs. In the case of homeownership, housing costs included mortgage payment, homeowners insurance and property taxes. For renter households in this analysis, housing costs included contract rent plus an estimate for utilities. While affordability is important for households at all income levels, it is most critical for those with incomes below 100% of the Area Median Income (AMI). In these cases, balancing housing costs with other costs of living become crucial. The household affordability thresholds used for this analysis are constant with thresholds as defined by HUD:

- 30% of AMI or less;
- 31% to 50% of AMI;
- 51% to 80% AMI;
- 81% to 100% of AMI;
- 101% of AMI or more.

The Area Median Income for South Hartsville is \$40,800 for a family of four.⁴

TABLE 3: OWNER AND RENTER OCCUPIED SUPPLY/DEMAND ANALYSIS

Income Threshold	Owner Occupied		Owner Supply/Demand Analysis		Renter Occupied		Renter Supply/Demand Analysis	
	Units	Households	Over/Under	%	Units	Households	Over/Under	%
Extremely Low Income (<30% AMI)	122	113	9	108%	265	355	-90	75%
Very Low Income (31-50% AMI)	13	19	-6	68%	28	12	16	233%
Low Income (51-80% AMI)	150	91	59	165%	103	44	59	233%
Median Income (81-100% AMI)	48	20	28	240%	22	30	-8	73%
Over Median Income (> 101% AMI)	30	128	-98	23%	1	58	-57	2%
Total	363	371	-8	98%	419	499	-80	84%

Source: American Community Survey, U.S. Census Bureau, 2014.

3 Affordable Housing. U.S. Department of Housing and Urban Development, 2016.

4 American Community Survey. U.S. Census Department, 2014.

IMPLICATIONS AND FINDINGS

Rental Affordability

Analysis of existing rental units in South Hartsville indicates that there is a sufficient supply of existing rental units to meet the needs of most households (Table 3).⁵ However, there is a shortage of appropriately priced rental units for households with incomes at or above 80% AMI, creating downward pressure on the market, and as a result, fewer available affordable units for very low income households. The neighborhood also has a sufficient existing supply of renter occupied housing units to meet the needs of households with two or more persons (Table 4). There is a shortage of smaller rental housing for one-person households.

Homeownership Affordability

Homeownership in South Hartsville can provide a stabilizing influence to the neighborhood, particularly where a substantial portion of households are renters. The analysis demonstrates that owner occupied housing is generally affordable, especially for those households earning at or below 100% AMI. There is an unmet demand for ownership units for households with incomes at or above 100% AMI, creating an opportunity for new restored for sale units for this income level. The majority of the supply of owner occupied units are three or more bedrooms, but data suggests more one-two person households desire to own homes but cannot due to the inadequate supply of appropriately priced housing units.

5 American Community Survey. U.S. Census Department, 2014.

TABLE 4: RENTER HOUSING SUPPLY AND DEMAND

Housing Size	Renter Housing Supply	%	Renter Housing Demand	%
1 Bedroom	85	34%	170	17%
2 Bedroom	261	31%	152	52%
3 or more Bedrooms	153	35%	177	31%
Total	499	100%	499	100%

Source: American Community Survey, U.S. Census Bureau, 2014.

FIGURE 4: RENTER HOUSING SUPPLY AND DEMAND

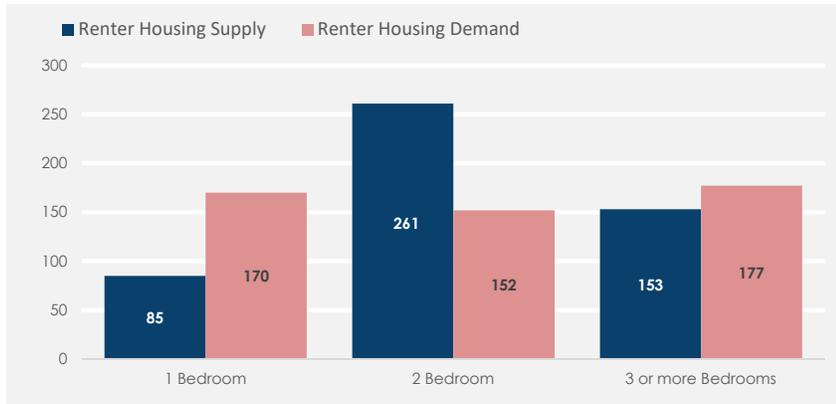


TABLE 5: OWNERS HOUSING SUPPLY AND DEMAND

Household Size	Owner Housing Supply	%	Owner Housing Demand	%
1 Person	7	2%	110	30%
2 Persons	73	20%	196	53%
3 Persons or More	291	78%	64	17%
Total	371	100%	371	100%

Source: American Community Survey, U.S. Census Bureau, 2014.

FIGURE 5: OWNER HOUSING SUPPLY AND DEMAND



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V. RESIDENTIAL MARKET ANALYSIS

The Residential Market Analysis identifies the unmet potential of the market for newly-introduced housing units—created through both renovation and new construction—that could be developed over the next five years within South Hartsville. A summary of the Residential Market Analysis is provided below; the detailed analysis is provided in Appendix C.

The residential market analysis found that 585 households represent a five year potential absorption for market rate housing.⁶ All data in this section was compiled from research by Zimmerman-Volk Associates.

MARKET RATE HOUSING

Market rate housing demand is determined by the number of households earning above 80% of the area median income, broken into three demographic targets. The demographic targets are characterized into three groupings (Figure 6):

- Younger singles and childless couples: 45.2%;
- Traditional and non-traditional family households: 27.4%; and
- Empty nesters and retirees: 27.4%.

Potential Demand for Development

Empty nesters and retirees represent approximately 12% of the market for new multifamily units (10 units) (Figure 7). Traditional and non-traditional families comprise approximately 14% of the market for new rental units (12 units). The largest group of renters are younger singles and

couples at more than 75% of the market (63 units).

The market potential for single-family attached (townhouses/duplexes) is small, but since they can be sold fee simple, these units, specifically duplexes, should be considered for new construction in South Hartsville. Younger singles and couples are the largest segment of the market for new single-family attached units (duplexes, townhouses), at 75% of the market. The remainder of the small market potential for new single-family attached units includes traditional and non-traditional families who can afford new single-family attached units priced between \$85,000 and \$90,000.

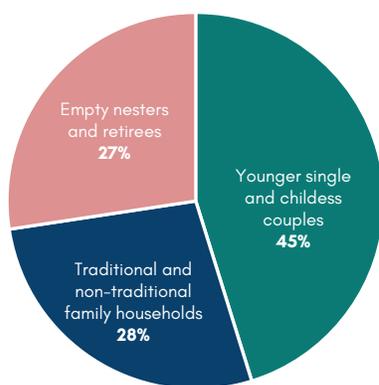
There is a much larger market for new and renovated single-family detached houses. Empty nesters and retirees and younger singles and couples each represent approximately 39% of the market for new/renovated single-family detached units. Traditional and non-traditional families comprise the smallest segment at 22.2%.

Five-Year Forecast for New and Renovated Market Rate Housing

It has been determined that about 25% of the annual potential demand for new multi-family rental development should be able to result in construction of 21 units. Due to existing market conditions, only about 10% of the potential market is new single family detached and attached housing is estimated to result in new homes.

Given these assumptions, construction of 160 new or

FIGURE 6: POTENTIAL RESIDENTS FOR SOUTH HARTSVILLE



⁶ “Methodology: An Analysis of Residential Market Potential, Appendix One”, Zimmerman-Volk Associates, 2016

FIGURE 7: MARKET RATE DEMAND BY HOUSING TYPE

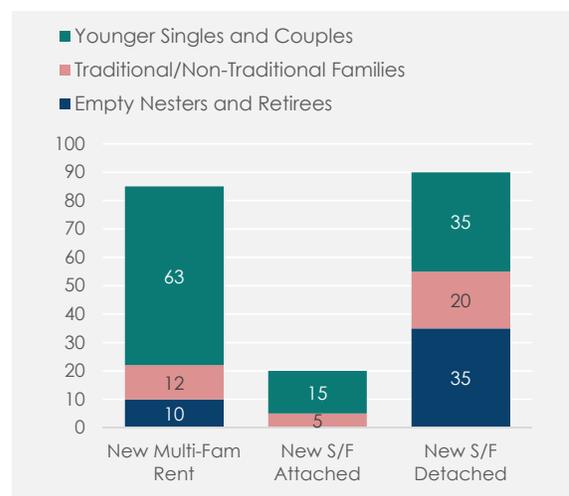


FIGURE 8: FIVE-YEAR FORECAST FOR NEW HOUSING

Five-Year Forecast for New or Renovated Market-Rate Housing in South Hartsville:

105 <i>New Multi-Family Rental Units</i>	10 <i>New Single-Family Attached Units</i>	45 <i>New Single-Family Detached Units</i>
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renovated market rate dwelling units could be leased and sold in the next five years (Figure 8).

affordable market shows a noticeable shift away from younger single and childless couples towards older individuals and families.

AFFORDABLE HOUSING

Households with incomes at or below 80% of AMI generally require subsidies to afford new or renovated housing. Without subsidized support, these households will rent or buy the older existing market rate housing stock in South Hartsville that is usually priced lower than new housing.

Overall, the affordable demand analysis indicates that households making below 80% of AMI make up about 65% of demand for housing in South Hartsville. Absent subsidized support, this demand will largely be funneled into the existing housing stock and will not result in the construction of housing.

Target Markets

Total demand (or need) for new affordable housing in the South Hartsville neighborhood is extensive. In total, there is a demand for 380 new affordable new units projected annually, with 42% of the demand generated by households with incomes between 50% and 80% of AMI (Figure 10). These income levels represent the largest demand potential and offer a strong opportunity for new affordable/workforce multifamily housing or subsidized ownership housing.

The market for new affordable housing is evenly distributed between the three demographic groups (Figure 9). Compared to the demographic makeup for market rate housing, the

FIGURE 9: POTENTIAL RESIDENT NEED FOR AFFORDABLE HOUSING

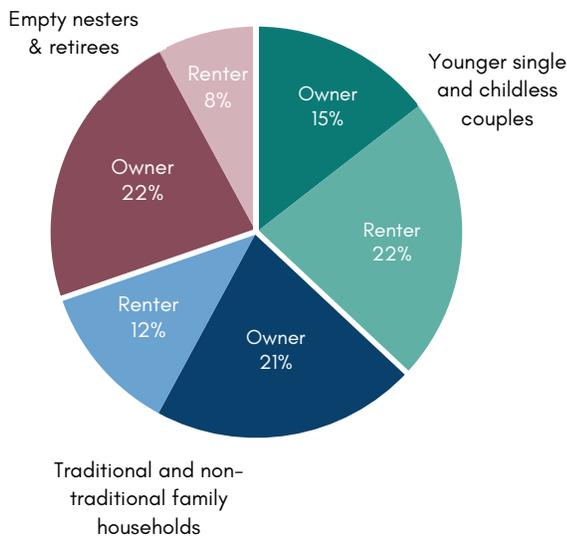
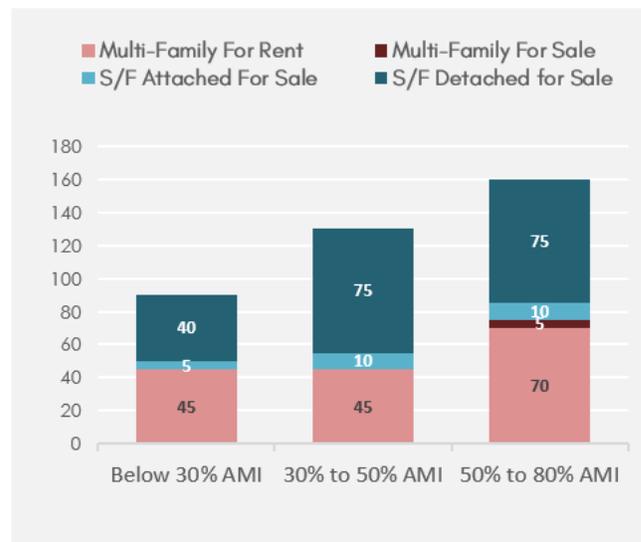


FIGURE 10: PROJECTED ANNUAL DEMAND FOR AFFORDABLE HOUSING

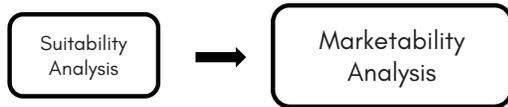


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VI. MARKETABILITY ANALYSIS

A suitability analysis was conducted as the first step in the Marketability Analysis. The Suitability Analysis examined which areas within South Hartsville are suitable for development. This data, along with additional criteria, was then fed into the Marketability Analysis to create a complete picture of the marketability of South Hartsville (Figure 11).

FIGURE 11: MARKETABILITY PROCESS



The complete Marketability Analysis weighs market based criteria as well as additional criteria important to potential homebuyers, renters, investors and/or developers. A summary of the Marketability Analysis is provided below. A more detailed analysis is found in Appendix D.

SUITABILITY ANALYSIS

Methodology

A suitability analysis was conducted to establish a foundation for the success of all types of development. The suitability analysis examines the proximity/distance from large scale criteria (the closer, the better). The criteria examined were health centers, emergency centers, public schools, churches, parks and shopping centers, crime, flow accumulation and proximity to street lights.

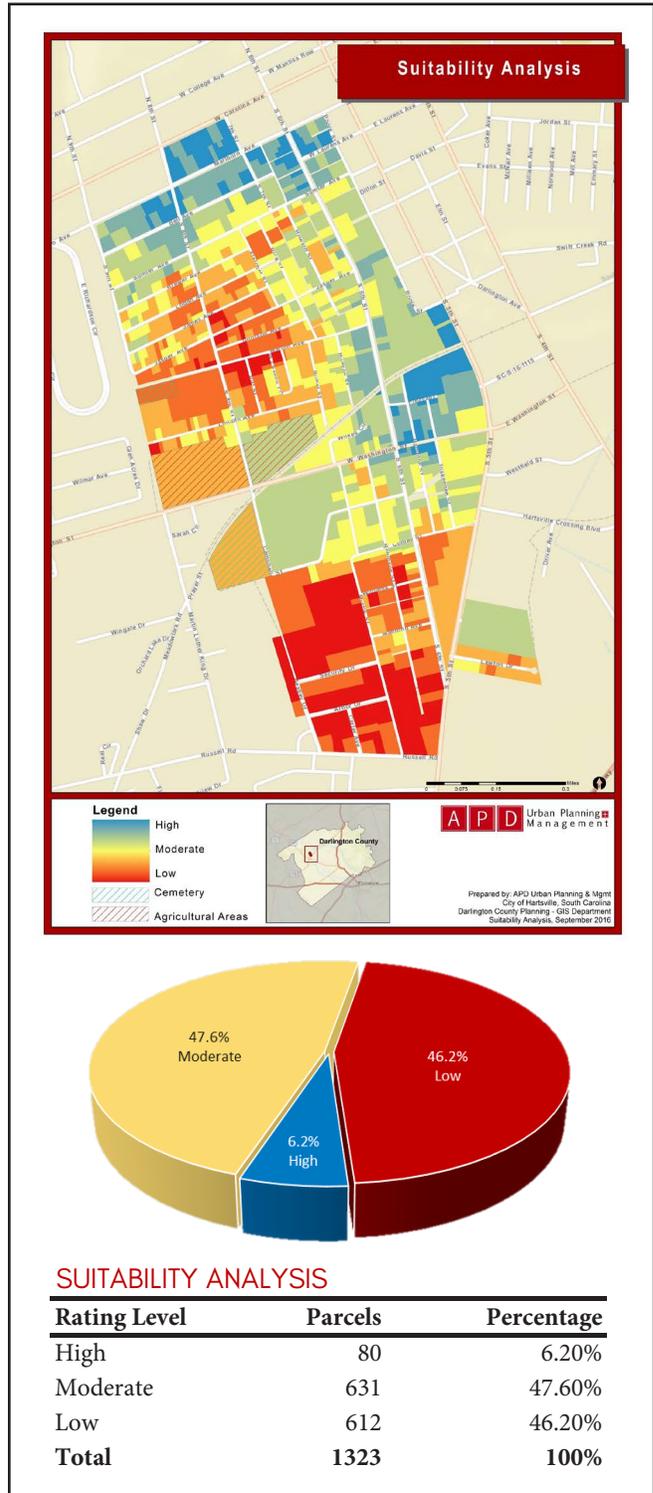
Each criteria was weighted according to its positive or negative impact within South Hartsville. The assigned values range from 1.00 to 3.00, where 3.00 represented the best rating for a particular criteria.

Findings

The most suitable parcels for any development were those receiving the highest score using the weighted values of the criteria. The Suitability Analysis Map (Figure 12) shows parcels ranked relatively low for crime and less vulnerable to flooding, therefore they are highly suitable for residential and commercial uses. Moderate suitability can support residential and commercial activities depending on the location. On the other hand, the least suitable areas denote a deficient relationship between the parcels and the weighted criteria. Pockets of high and moderate development potential

are spread throughout South Hartsville. Of the 1,323 parcels in the study area, 46.2% (612) have low suitability, 47.6% (631) moderate and 6.2% high suitability. However, based on the suitability analysis, it is most likely that the most successful redevelopment of South Hartsville will be on the north and east parts of the city.

FIGURE 12: SUITABILITY FINDINGS



MARKETABILITY ANALYSIS

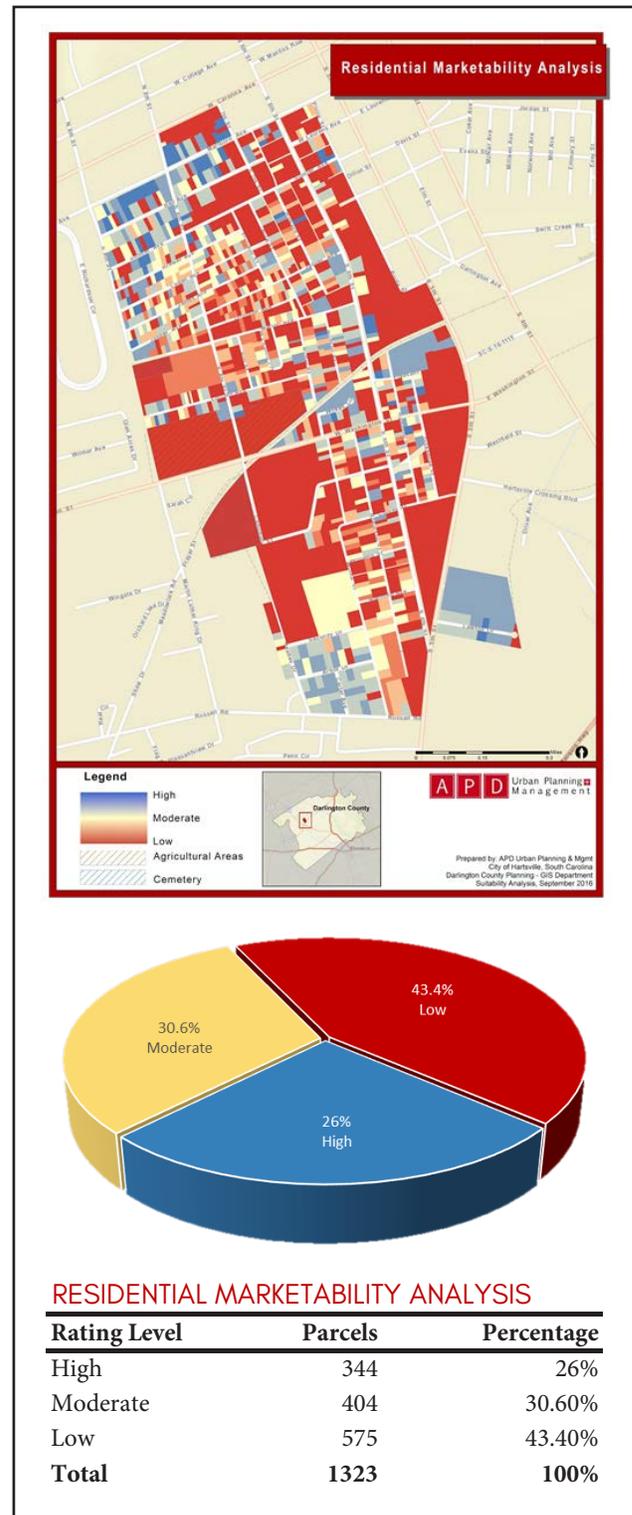
The marketability analysis follows a similar approach as the one used in the suitability process. However, it takes into consideration parcel level criteria that make specific areas attractive for development. In this case, two scoring processes were performed. The first one addressed the residential parcels and the second focused on vacant lots. Residential marketability examines factors that homebuyers or investors would look for when purchasing a home or property. Vacant lot marketability examines factors developers would look for when considering development.

Residential Marketability

The most important factor for either residential marketability or vacant lot marketability is weighed the heaviest – for residential marketability, it is the condition of the property, followed by the property value and crime (perceived). In other words, the highest residential marketable areas are defined by the concentration of parcels in good condition and the estimated average value of the properties.

Concentrations of high residential marketability values are spread throughout South Hartsville. However, the North-West and South-West show the highest concentration of high marketable parcels. On the other hand, the presence of vacant parcels as well as a higher crime rates have a negative impact by limiting residential marketability especially in the North-Center section of the community. 26% of parcels (344) have high potential for successful residential development. 30.6% of parcels (404) show moderate valued and competitive parcels on the market. 43.4% (575) show undesirable characteristics for residential investment. However, more than 40% of South Hartsville parcels were of low marketability. Overall, 26% of parcels in South Hartsville rated as highly marketable and have the highest potential for successful residential development.

FIGURE 13: RESIDENTIAL MARKETABILITY FINDINGS

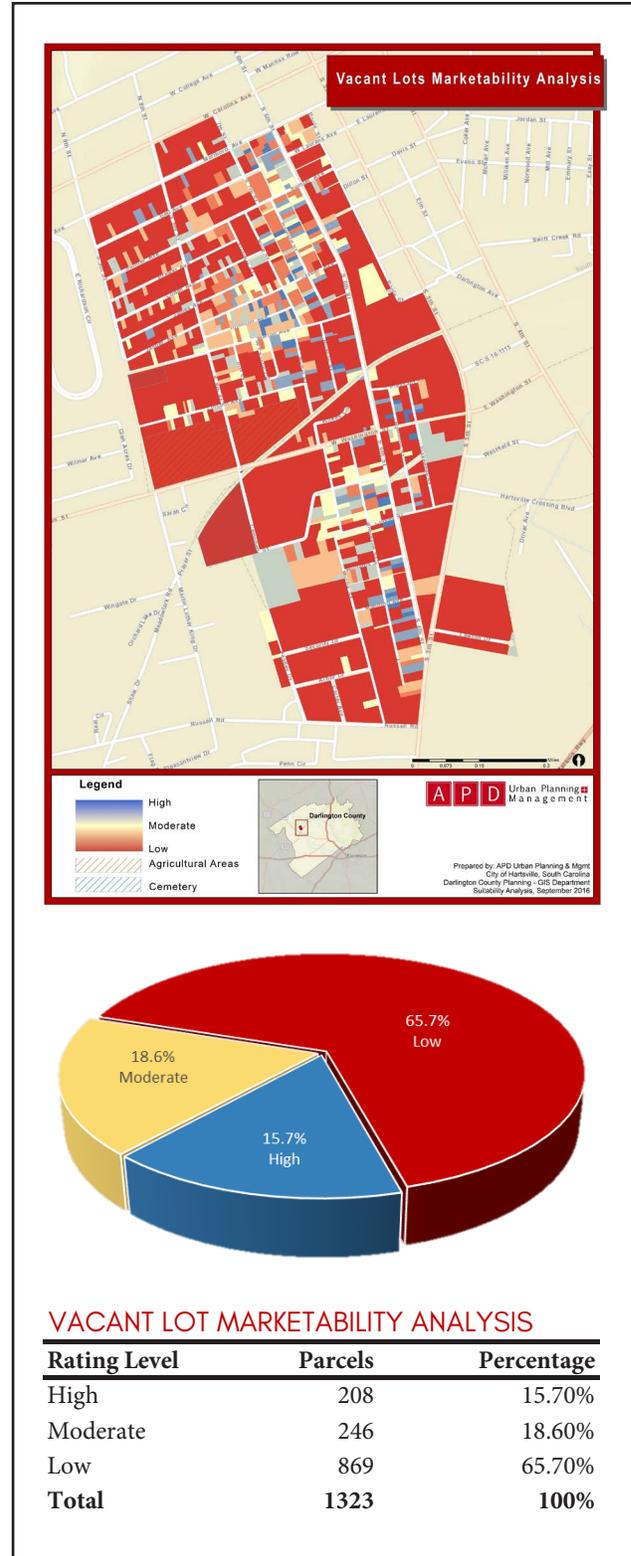


Vacant Lot Marketability

Proximity to occupied residential properties was one of the primary criteria considered in the vacant lot marketability analysis. The most important criteria for vacant lot marketability is a vacant lot's proximity to an occupied residential property in good condition. The closer the vacant lot is to occupied parcels in good condition, the higher the marketability value.

Results from the analysis indicate that 15.7% of the parcels (208) have high marketability. These parcels represent a good opportunity for designing community assets that can spur economic growth and serve as catalysts for additional developments. Approximately 18.5% of South Hartsville vacant lots (208) were rated as having moderate marketability while more than 65% of vacant lots (869) were classified as having low marketability. These findings suggest that incentives will be needed to attract developers to redevelop the majority of the vacant lots in South Hartsville.

FIGURE 14: VACANT LOT MARKETABILITY FINDINGS



PRIORITY PROJECT AREAS ANALYSIS

Potential project areas were identified to maximize the marketability findings and application of City resources. The Priority Project Areas Analysis combines the marketability analysis with existing conditions using Geographic Information Systems (GIS) technology to demonstrate development potential. Priority Project Areas within South Hartsville would ideally be the best candidates to start redevelopment initiatives.

FIGURE 15: PRIORITY PROJECT PROCESS



Seven potential project areas were identified using the existing conditions survey data. The process is outlined in (Figure 15). Development criteria and market indicators were assessed to determine which areas were most suitable

for a redevelopment approach based on either residential marketability or vacant lot marketability. Each criterion received a rating of 1 through 7; 1 being the least desired development characteristic and 7 being the most desired development characteristic for development. The criteria ratings were totaled for each specific project area, culminating in an overall rating for residential marketability (possibly short-term, stabilizing) initiatives and an overall rating for vacant lot marketability initiatives (long term redevelopment). The project areas were then ranked in priority from greatest development potential to least development potential for each marketability type.

The results of the Priority Project Areas Analysis are identified in Table 6 and Table 7. In project areas with the same rating in both approaches, it is recommended to begin with a strategic stabilization approach at the block level, while simultaneously conducting pre-development work for a revitalization approach.

FIGURE 16: RESIDENTIAL MARKETABILITY PROJECT AREAS



TABLE 6: PROJECT AREA RANKING FOR RESIDENTIAL MARKETABILITY

Project Area	Rating Total	Rank
Area 1	55	1
Area 2	40	5
Area 3	46	4
Area 4	33	6
Area 5	50	3
Area 6	54	2
Area 7	30	7

FIGURE 17: VACANT LOT MARKETABILITY PROJECT AREAS

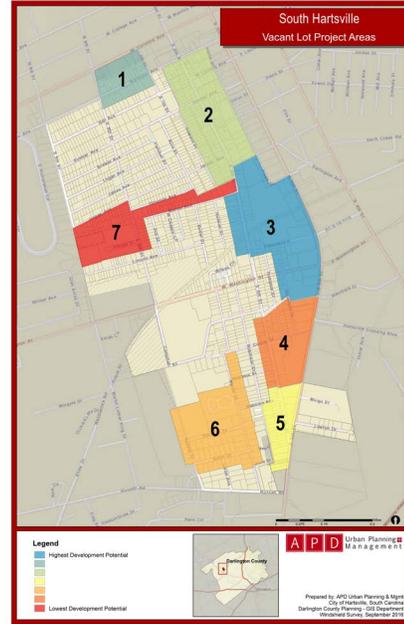


TABLE 7: PROJECT AREA RANKING FOR VACANT LOT MARKETABILITY

Project Area	Rating Total	Rank
Area 1	49	1
Area 2	44	5
Area 3	48	2
Area 4	41	6
Area 5	48	3
Area 6	47	4
Area 7	31	7

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VII.RECOMMENDATIONS



To create marketable neighborhoods, it is necessary to address the market challenges facing South Hartsville from a confidence perspective – residents and interested stakeholders must have confidence that the neighborhood can be desirable, and therefore marketable to new and existing residents. Small improvements would be noticed by current residents, but not necessarily by people outside of the community. Large scale developments would attract new residents, but current residents may see this as further destabilization of South Hartsville. How do you create a marketable community and satisfy both ends of the spectrum? By creating an economically sound, livable community – a healthy community that can be managed and marketed by neighbors and the city residents overall.

ADDRESSING MARKET CHALLENGES

Many different factors contribute to neighborhood desirability and marketability, but it starts with rebuilding the confidence in the community. If confidence is not addressed, the change will not be sustained, and the cycle of social and economic disinvestment will continue. The first step in rebuilding confidence is for existing residents to address the market challenges outlined in the Introduction.

Resident Involvement

While there have been physical improvements and redevelopment initiatives in South Hartsville in the last two

years, resident apathy or lack of interest in participation in community events is still a major factor in the redevelopment of the community. The word “apathy” may not be applicable; it could be that residents are busy, or they don’t understand what neighborhood leadership is trying to accomplish, or don’t understand how they can be engaged. Additionally, distrust of City leadership and undefined community leadership are contributing factors to the lack of resident participation.⁷

In order to rebuild confidence in the revitalization of South Hartsville, there must be an entity identified that is clearly leading the effort and can demonstrate the leadership that is necessary to project confidence in the neighborhood. Capacity building will be needed to provide training on how to build the neighborhood’s confidence and inspire the type of action that supports reinvestment. The entity can work towards improving resident involvement and community engagement. Tactics to build community engagement include the following:

- Outreach and messaging – use multiple platforms to reach residents (social media, NextDoor®, fliers, websites, auto dialers); use print materials with key information (where, when, and why) that is easy to read (making it hard to read or hard to find is

⁷ South Hartsville Neighborhood Revitalization Study, American Planning Association, 2015

intentional exclusion and breeds community distrust);⁸

- Communicate regularly – not just about when participation is needed for a clean-up day, but also about achievements or other positive stories; communicate goals and proposed accomplishments; use communication tools as a forum for answering tough questions;
- Add social element to meetings – host “First Timers” reception or pot luck dinners before meetings start; provide light snacks and refreshments that could be donated from a local business;
- Always recruit – pass around sign up forms at events; turn complainers into committees - recruiting is never ending and necessary to maintain strong participation over time;
- Be respectful of meeting times – start and end meetings on time;
- Organize fun social events, not just community projects - a tailgate party or community picnic in an open, easily accessible space in the neighborhood (perhaps on a lot that is used as an informal walking path);
- Encourage attendance through contests or door prizes – “bring a new friend” contest and place names in a drawing; the same team building exercises used at corporate functions can be modified and used in a community setting;
- Public recognition – use approved social media platform to recognize “home of the month”, beautification projects, or a South Hartsville resident doing good deeds; always publicly thank volunteers
- Create community activities that showcase youth to get parents involved – Arts in the Park as a pop-up activity, Open Mic Nights on a large, cleared vacant lot, or digital storytelling projects to share the history and culture of the neighborhood;
- Start with a community engagement project to get residents out – start small, such as volunteering at a snack booth at the Gospel in the Park Series, get people involved, then ask for commitment later.
- Connect with city leadership and establish, if possible, the one entity as the point entity between residents and city leadership; engage in constant communication with city authorities and invite them to present to the

community about upcoming projects, address concerns, and hear their concerns.

Regardless of the action tactic, community engagement will need to take a “bottoms-up” approach – solutions to community issues emerge from the residents – rather than a “top-down” approach that the City is leading. Successful community engagement is a process that builds momentum over time. Residents of South Hartsville must actively be engaged in the revitalization of their neighborhood. A sense of ownership of the market challenges will help ensure the sustainability and effectiveness of any positive change in South Hartsville.

Rebranding South Hartsville

Well intentioned redevelopment projects can easily fail because of market perceptions that have been shaped by negative stereotypes. These stereotypes and negative perceptions can be altered by a strategic marketing and re-branding campaign. Such a campaign, with an immediate focus on a priority project (Priority Project Area 3, for example), can change attitudes and re-shape perceptions about South Hartsville, driving up interest in and for the neighborhood. It is important to note that re-branding and rebuilding community image is not a one-time task, but a continual process that should ideally begin at the start of the community’s redevelopment.

The Hartsville Master Plan 2020 indicated that Butler Heritage District is located within walking distance of downtown and has strong potential to attract people to the neighborhood. A common theme noted by residents in the South Hartsville NRS is that residents do not feel socially and physically connected to the rest of the City. One way to bridge this gap is to build on the overall branding of the city (“community” or “family”), and connect the revitalization

FIGURE 18: COMMUNITY WISHES, 2015



Source: South Hartsville NRS, 2015

8 “The antidote to apathy”, TEDxToronto, 2010, https://www.ted.com/talks/dave_meslin_the_antidote_to_apathy/transcript?language=en;

of downtown Hartsville to the revitalization of South Hartsville using wayfinding signage and gateway features (i.e. “Historic Butler District”).

Comments from stakeholder interviews (Figure 18) revealed that different groups within the neighborhood have different views of what the neighborhood should look like, thus developing a shared identity for South Hartsville will be important. While this has been done informally in previous planning sessions, a formal visioning workshop that focuses on rebranding and rebuilding South Hartsville’s image would be a key first step. This would provide a structured opportunity to frame the message of South Hartsville using a strength/values-based narrative that promotes sharing the culture and the heritage of the neighborhood to establish a shared identity. Stakeholders and residents must present cohesive, positive stories about South Hartsville that are encouraging to current and future residents. Research shows a significant correlation between people’s passion, connection, and loyalty to a community and its local economic growth.⁹ A marketing and branding campaign can be an important facilitator that provides resources and serves as the connective tissue that helps focus the vision and implementation efforts in the neighborhood.

Marketing and Residential Sales Program

A robust marketing and sales program will be crucial to establishing South Hartsville as a desirable place to live. Special residential purchase programs such as police housing or teacher housing, or low interest acquisition-rehab loans

FIGURE 19: SAMPLE BEFORE/AFTER MARKETING FLIER



Source: APD Urban Planning

9 “Soul of the Community”, Knight Foundation, 2010

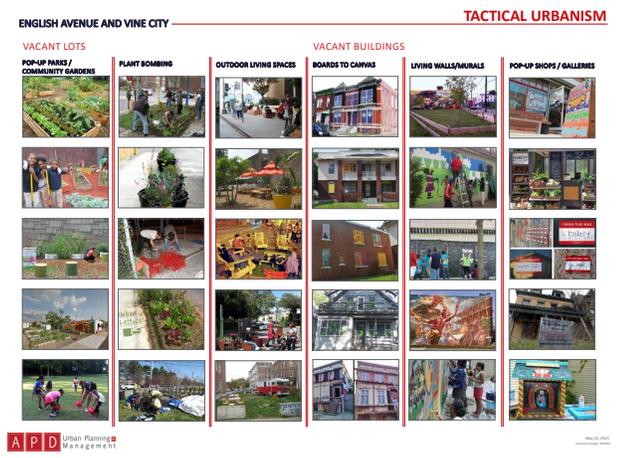
should be made available in high priority areas within South Hartsville. Special renter programs for low income families will be important as not everyone can afford to, or in some instances, want to own a home, as the market demand analysis demonstrates. Renter programs should be developed for investor-owners, or for “eligible” investors to provide quality rental units to low income families. Fliers showing upgrade renovations based on architectural typology can convey the “physical” vision of the neighborhood (Figure 19). Intentional realtor outreach should include a tour of the neighborhood or specific areas in South Hartsville, as well as resident testimonials to help sell the neighborhood.

Participation and involvement of existing residents in the marketing and sales program should be promoted whenever possible. Some ideas include:

- A owner-occupied banner program with established guidelines for participation (no code enforcement violations, for example) can be a creative way to promote community pride and market the neighborhood at the same time.
- Photos of existing residents representing real activities happening in the community can be included in any South Hartsville marketing materials.
- Residents can assist realtors in leading tours or volunteering to meet with prospective residents as a mechanism to give back to the community.
- Including current residents in any marketing and sales activity carries more credibility about the desirability of the neighborhood than anything a realtor could say.

High visibility marketing events can serve as continuous marketing and branding mechanisms for any redevelopment project, whether residential, commercial or retail. These types of events include regular bus tours to show progress of each stage of residential development, groundbreaking events, completion celebrations, and neighborhood welcome events at the time of a new homeowner’s move in. Every high visibility marketing event should have media coverage, using both traditional media and social media where possible. Partnerships with downtown Hartsville organizations or economic development partners will facilitate improved social connectivity of South Hartsville to other parts of the City, such as downtown.

FIGURE 20: EXAMPLES OF TACTICAL URBANISM



Source: Google Images

Physical Improvements

Prior to any developments, grassroots initiatives that are managed and promoted by residents and neighbors are ideal to enhancing the desirability of South Hartsville. It is important that all neighborhood improvements are constructed in such a way that confirms that community members value the neighborhood. Physical improvements implemented by residents can also attract additional redevelopment and restore confidence in the community. With nearly one fourth of South Hartsville properties in fair condition, a third of all parcels identified as vacant lots, minor physical improvements can go a long way to change the appearance of the neighborhood. Current minor home improvement efforts such as neighborhood beautification projects or block-by-block projects should be strategically expanded to include areas closest to the boundaries of the neighborhood for maximum impact.

Residents can engage in tactical urbanism projects on vacant lots throughout the neighborhood.¹⁰ The Existing Conditions Analysis revealed that 36% of the parcels in South Hartsville are vacant lots. The creation of third places on some of South Hartsville’s vacant lots could generate the walkability and social/physical connectivity that is lacking.¹¹ Third places by their very nature, are about personal experiences and fulfilling a personal need (community sense of place), and can be as simple as informal outdoor gathering spots for exercise class or a regular pop-up activity such as a farmers’

10 “South Hartsville Heritage Alive Neighborhood Revitalization Strategy”, American Planning Association, January 2015

11 “City of Hartsville Master Plan”, January 2014. “Third Places” are considered anchors of community life, and provide opportunity for community and social interaction (First place is home, second place is work)

market, or more complex such as introduction of neighborhood retail. Conversion of vacant lots to active or passive green space is another opportunity for physical improvements. These types of physical improvements would improve safety and create a sense of place and community that attracts not only visitors to South Hartsville, but would encourage greater community engagement.

Design guidelines outlined in the Strategic Investment Zone Guidance, demolition of dilapidated and vacant homes, and the development of Magnolia Senior Village are noteworthy catalytic physical improvements implemented by the City. Installation of stormwater retention sites in areas of the neighborhood where water flow accumulation is heaviest, and above-ground infrastructure improvements that the community can see will help rebuild the confidence in city leadership that has eroded over the years.

Current challenges include the negative perception of South Hartsville due to the dilapidated state of many of its houses and the overgrown condition of its many vacant lots, as well as the poor condition of much of its infrastructure. However, as new units are developed and occupied, those negative perceptions could diminish significantly if the branding program ensures that these projects are marketed as good things that are happening in the community.

It must be noted that the perception of gentrification is common when redevelopment or revitalization in communities of color begins. Sooner rather than later, the residents, or the lead neighborhood entity and the residents in partnership with City leadership, should develop an anti-displacement strategy,¹² or a comprehensive housing affordability plan that preserves and expands the supply of affordable housing in South Hartsville. Such a strategy has four major components - 1) renter stabilization plan, 2) land control for community development uses such as inclusionary zoning, below market rate ordinance, or community land trusts, 3) income and asset creation, and 4) development of financing strategies such as a housing trust fund, real estate transfer tax, or bank investments under the Community Reinvestment Act. Equitable development must be a priority for not only city leadership, but existing residents and community leaders as well.

12 “Beyond Gentrification toward Equitable Neighborhoods”, Philadelphia Association of Community Development Corporations

ADDRESSING TARGET MARKETS

Desirable, marketable neighborhoods are built on a foundation of market choice. The next step in rebuilding desirability of the community is to understand what market choices can be realistically presented to attract new residents or accommodate existing residents. The Residential Market Analysis identified three major potential resident segments—Empty Nesters/Retirees, Traditional/Non-Traditional Families, and Younger Singles/Couples – each with a set of requirements that drives their specific market choice:

Empty Nesters/Retirees:

- Generally 1-2 person households
- Baby Boomers, age 50 and older
- Downsized lifestyles
- Supplemented incomes
- (Median Income \$23,100)
- More ownership than rental (Home Value - \$90,500)
- Not interested in single family attached

Traditional/Non-Traditional Families:

- 3-5 person households (families with young children, single parents, young married couples)
- Age 18-44
- Cost and convenience most important
- Median Income \$20,800 - \$30,800
- 2/3 ownership; 1/3 rental (Home Value - \$76,900-\$115,500)

Younger Singles/Couples:

- 1-2 person households
- Age 18-44
- Cost and convenience

TABLE 8: AFFORDABILITY NEED FOR POTENTIAL RESIDENTS

AMI	Below Market Rate			Market Rate		Total
	< 30%	30-50%	50-80%	80-100%	>100%	
Number of Households	90	130	160	90	115	585
Empty Nesters & Retirees	27.8%	38.5%	25.0%	22.2%	21.7%	27.4%
Traditional & Non-Traditional Families	33.3%	38.5%	28.1%	16.7%	17.4%	27.4%
Young Singles & Couples	38.9%	23.0%	46.9%	61.1%	60.9%	45.2%

Source: Zimmerman-Volk, 2016

- Median Income \$20,800 - \$30,800
- 2/3 ownership; 1/3 rental (Home Value - \$76,900-\$115,500)

Affordability Implications¹³

Over the next five years, 75% of Empty Nesters/Retirees (120 households) will look to purchase new or rehabbed homes in South Hartsville (Table 8), and a significant number of these households will have incomes at or below 80% AMI (70.8%). The remaining 25% of Empty Nesters/Retirees will want to rent and a significant number of these households in the rental category have household incomes at or below 80% AMI (75%).

More than two thirds of Families (65.6% or 105 households) want to own their own homes, and 76.2% of these households will have incomes at or below 80% AMI. More than 80% of families needing rental housing have household incomes at or below 80% AMI.

Slightly more than half of Young Singles/Couples prefer to rent (56.6% or 150 households), and just over half of the households have incomes at or below 80% AMI (56.7%). Approximately 47.8% of Young Singles/Couples who want to buy a home have incomes at or below 80% AMI.

Market Preferences

As noted above, Empty Nesters/Retirees are generally looking to downsize, with a preference for purchasing smaller single family detached homes. Two bedroom homes on small lots, front porches with steps, rear garages or rear parking, and all electric appliances are some of the “comfort amenities” Empty Nesters/Retirees are looking for. Recreation amenities that promote both physical and social connectivity, and walkability are very important to this target market. Gazebos, walking trails, community gardens, nearby libraries, movie theater and dance halls, and short commutes to local commercial/retail shops are some of the community amenities that draw Empty Nesters/Retirees to remain in or move to communities. As many of these households will be on supplemental incomes, for-sale units need to be affordable to households at or below 80% AMI (average purchase price, \$90,500), with some down payment or other subsidy provided for those at or below 50% AMI. Empty

¹³ “Methodology: An Analysis of Residential Market Potential, Appendix One”, Zimmerman-Volk Associates, 2016

Nesters/Retirees are not interested in single family attached for-sale units, but will consider multi-family rental units if comfort amenities are available (average rent, \$550/month). Market-rate for-sale units are also a consideration for this target market, but should be proposed during a subsequent phase of redevelopment once South Hartsville has stabilized.

Two-thirds of Traditional/Non-Traditional Families are looking to purchase four bedroom homes in neighborhoods that offer kid-friendly amenities such as active parks and playgrounds. Cost, convenience and safety are deciding factors for this market, thus proximity to high performing schools, youth activities, and connectivity to walking or bike trails, as well as proximity to well-maintained homes or vacant lots are selling points when considering purchase of a home. Larger newly rehabbed for-sale units would be ideal for Families, thus home design and layout will be important. Families that want to rent are interested in at least two bedroom units with controlled access gates and alarm features, on site youth activities, and children play areas. Regardless of ownership or rental preferences, nearly 80% of the potential Families segment will need units that are affordable to households with incomes at or below 80% AMI, with at least a third of these households requiring deep subsidies applicable for very low-income households.

Sense of community is very important to the Young Singles/Couples potential residential segment. These small one-two person households are primarily interested in rental, whether apartment, townhome, loft or studio. They look for smaller units at lower rents, providing them with more disposable income for use as they see fit. This segment will reside in less established neighborhoods if a sense of community is evident. Retail establishments that are unique, and convenient or walkable, and environments that embrace technology resonate with Young Singles/Couples, thus mixed-use developments that are located close to a revitalized downtown or an anchor institution would be ideal. Rental facility amenities should include facility-wide Wi-Fi connections, bike parking, and cardiovascular workout facilities. Community amenities that would appeal to Young Singles/Couples include third places, community gardens, active and engaged neighborhood associations or any amenity that facilitates community connectedness. Young Singles/Couples generally can afford to purchase at any price point, but prefer to rent at a lower price point.

APPLICATION OF MARKET FINDINGS

South Hartsville has the potential to become a highly desirable community within the City. The following sample site plan provides an example of how the market analysis and marketability findings can be applied in a priority project area. The first phase of the market potential (Year 1) could be absorbed in Priority Project Area 3 through various types of residential development including single family homes, townhomes, multi-family units and mixed use developments to appeal to each of the market groups identified in the Market Analysis. The optimum market position for year 1 is twenty-one multi-family units, two single family attached units, and nine single family detached units at various price points. The sample site plan displays how each of the housing types can address market preferences of each of the Target Markets and be incorporated into a single high priority redevelopment area for maximum impact. The process outlined below can be replicated for any of the other Priority Project Areas identified in South Hartsville.

Site Selection Rationale

Priority Project Area 3 (PPA3) was selected as the sample as the area contains a variety of land uses which allows the site plan to demonstrate a mix of typologies. There are also a few large parcels of vacant land toward the center of the project in the block between Fifth and Sixth Streets, just north of the railroad tracks, which present the greatest opportunity for redevelopment of the priority project areas.

Site Analysis

While the neighborhood of South Hartsville exists largely on a grid, much of this initial infrastructure has been reshaped, creating gaps in the connective fabric within this Priority Project Area. Large parcels in the center of the project area interrupt east-west connections between single family residential areas and the commercial services along Fifth Street, while an active railroad track between North and South Streets divides the project area.

A number of the parcels within the PPA3 boundary are vacant, including two large parcels toward the interior of the area, one along the northern boundary, and a fourth one on the southern boundary along Campbell Street. Vacant parcels of this size generally present a unique opportunity for redevelopment and repurposing of existing land for

residential uses. A number of the occupied units are in need of repair, suggesting that rehabilitation or demolition of existing structures continue to be included among plans and policy strategies for the future of South Hartsville.

Commercial property exists primarily along the eastern edge of PPA3 along South Fifth Street, while the western portion of the PPA3 contains largely single-family residential uses. It is important to note that there is a proposed senior housing project, Magnolia Senior Village, on one of the large internal parcels that could serve as a connection between the single-family residential area and the Fifth Street commercial corridor.

Existing Zoning Analysis

The existing zoning in is that of a B2/B3 Development Zone. A mix of commercial and residential uses is allowed under these classifications. Each lot must have at least 40 feet of road frontage, with varying lot frontage requirements dependent on use. For a single-family home, the minimum lot size is 53,500 feet with a setback requirement of 35 feet from the front, and 15 feet from the back. Mixed use buildings require a minimum lot size of 5,750 feet and 50 feet frontage. Townhomes are also permitted under this zoning classification, though none currently exist within PPA3. Zoning regulation specific to townhomes defines the size and number of allowable townhomes within a specific area, positioning requirements, and requisite parking for each unit. These zoning specifications will govern the types of uses that may be proposed by the site plan in the project area.

Applicable Market Analysis

In considering the types of development to include in the site plan, it is important also to consider the market analysis performed for the area. Per the market analysis, within the first year of development, the residential market could support infill or rehabilitated development of twenty-one multi-family units, nine single-family detached units, and two duplexes.

Each of these housing types should cater to the different generations of residents who are living in the neighborhood. Existing senior residents prefer the inclusion of single-family residential in the neighborhood, while families are interested in townhomes, duplexes, and places that include amenities

for their children. Younger generations of residents are looking for design-heavy spaces with connectivity, walkability and other opportunities to engage with their surroundings, such as a community garden or public art installations.

RECOMMENDED CHANGES

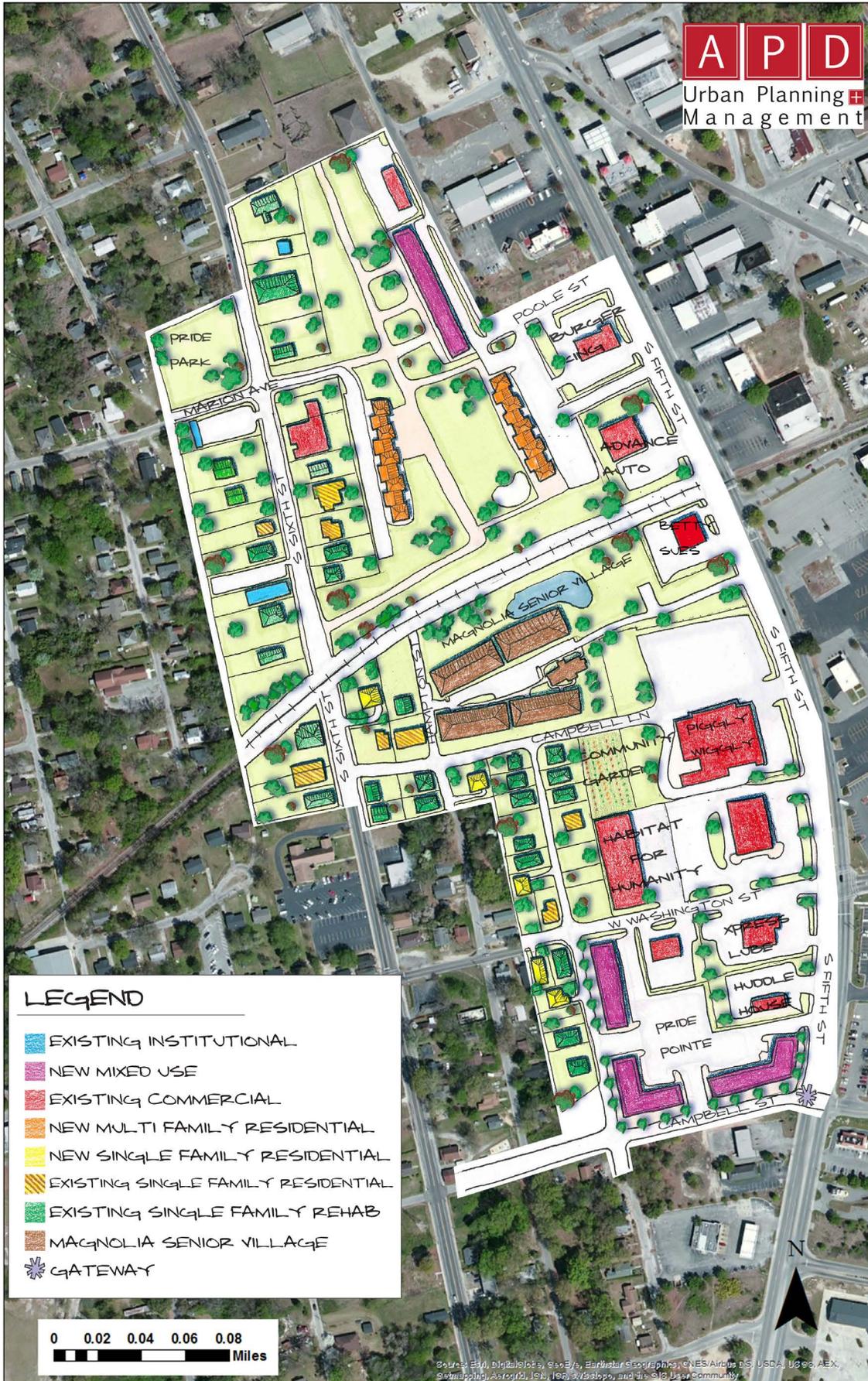
To allow for smaller scale development on existing smaller lots, which will help maintain affordability, it is recommended that the required street frontage be revised from the required 40 feet to 30 feet. To maximize use of the space within PPA3, some changes to the existing site are recommended as a precursor to redevelopment. There is an existing building within one of the large interior parcels of the site north of the railroad tracks and behind the Burger King on Fifth Street, that sits largely vacant. The large building is considered deteriorated and there is only one known tenant. To optimize available space for future development, it is recommended that this building be demolished, and the existing tenant be given a first right of refusal for any space in a future commercial or mixed-use development built in the area. One such space may include the proposed mixed-use building to the northeast of the existing building on Poole Street. For a mixed-use building to be feasible on this parcel and to include the requisite amount of parking, the lot line on this parcel should be moved west by 40 feet.

Connectivity from East to West across Fifth Street has been identified as an obstacle. Campbell Street, at the intersection of Hampton Street, should be extended to intersect Tuskegee Street and connect with Fifth Street in an intersection directly across from the existing Westfield Street. Currently, residents have created informal footpaths through a number of vacant and unused parcels. The extension of Marion Avenue to the east through a series of footpaths can address the issue of east-west pedestrian connectivity and allow for a safer pedestrian route.

Description of Site Plan

Single Family Homes: The western border of PPA3 is characterized by single-family homes and some small scale multi-family and institutional uses. The site plan builds upon the character of this area by suggesting rehabilitation of existing units in need of repair, as well as infill of new single-family units on lots that are currently vacant. There are five (5) proposed infill developments included along this western

FIGURE 21: SOUTH HARTSVILLE PRIORITY PROJECT AREA THREE



residential corridor.

Multi-Family Housing: In addition to single family units, other housing types are included within the site plan to add variety and options to potential and existing residents. In the northern section of PPA 3 are proposed mixed-use buildings that include residential units, as well as 18 proposed townhomes along a proposed linear park. Each of the townhomes is approximately 30 feet wide by 40 feet deep, and are proposed as two-story units for a total of about 2,400 sq. ft per unit. These townhomes face the park and include individual parking accommodations and amenities for children through the access to the park. To accommodate the optimal market potential, development of the townhomes will need to be phased in over the next few years.

For younger residents or residents seeking a smaller or less expensive option, the multi-use development in the southern section of PPA 3 on Campbell and Tuskegee Streets (Pride Pointe) allows residents to live in a denser environment with close access to amenities. The mixed-use buildings within Pride Pointe provide approximately 34,500 sq. ft of commercial retail space. A two-story mixed-use building of this size can accommodate approximately 25 residential units. A three-story building will accommodate approximately 50 residential units. Though all of these units may not be feasible within the first year of development, they could all be accommodated within the five year optimal market potential.

Linear Park: The largest addition to PPA3 is the conversion of what was formerly a combination of vacant parking lots and abandoned buildings into a community park that runs linearly from the north of the project area to the railroad tracks at the south. Features of the linear park include several access points to the north, east, and west, more than a quarter mile of pedestrian exclusive sidewalks, increased safety with the townhomes facing the park, and walkable amenities contained within the mixed-use building to the north. The park addresses the need for pedestrian connectivity and community space while catering to the lifestyle preferences of Families and Young Singles/Couples as expressed within the market analysis.

Community Amenities: Finally, there are a few smaller elements that increase the livability of the area. To the south

of the Magnolia Senior Village property under development is a proposed community garden that is accessible to residents of the single-family neighborhood and those coming from Pride Pointe alike.

Sidewalk improvements are recommended, especially in the areas surrounding new mixed-use development and along major corridors such as Fifth and Sixth Streets. Landscape improvements such as street trees and furniture should be made to create a more walkable and inviting space for the pedestrian to be able to take advantage of all that this new site plan has to offer.

VIII. APPENDICES

A - SOUTH HARTSVILLE NEIGHBORHOOD REVITALIZATION PLAN

B - EXISTING CONDITIONS FINDINGS

C - RESIDENTIAL MARKET ANALYSIS

D - MARKETABILITY ANALYSIS

(See Seperate Appendix Document)

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