

# AREA PERFORMANCE PLANNING

# Agenda



- ▶ Welcome & Introductions
- ▶ Project Status/ Introduction of Team
- ▶ State of the Area
- ▶ Summary of Initial Stakeholder Interviews
- ▶ Next Steps & Next Meeting Date

SECTION ONE  
Welcome & Introductions



# SECTION TWO

# Project Status

Area Performance Planning



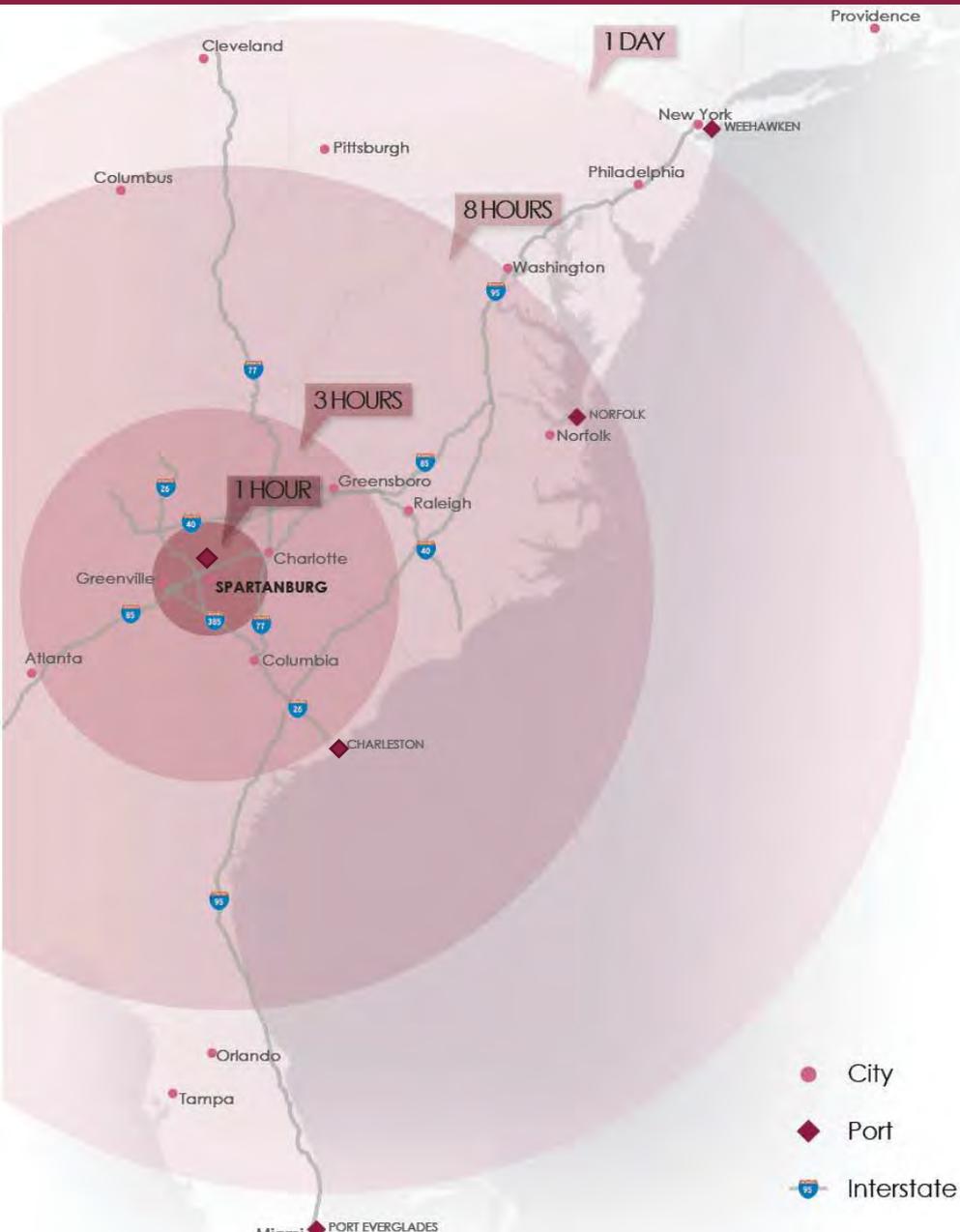


# SECTION THREE

# State of the Area



# Area of Statewide Importance



- Crossroads of I-85 and I-26 and two major southeast rail service providers
- Inland Port and 3 hours from Port of Charleston
- GSP International Airport
- Favorable corporate tax rate
- Cost of living is 10% below the national average
- 40+ year history of attracting global firms
- Highest per capital international investment in the Country

# A History of Success

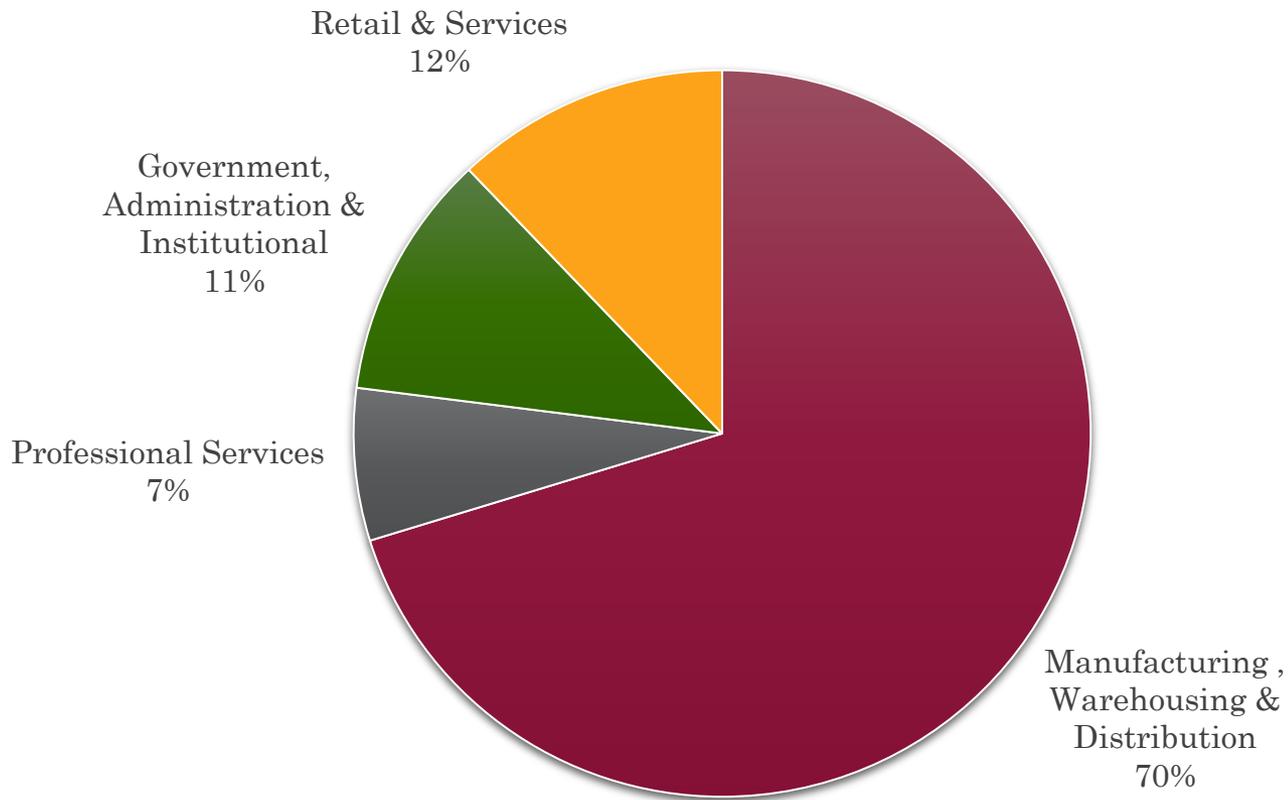
|                           | 2010         | 2011          | 2012          | 2013          | 2014          | Total    |
|---------------------------|--------------|---------------|---------------|---------------|---------------|----------|
| <b>PROJECTS</b>           | 21           | 22            | 14            | 24            | 14            | 95       |
| <b>CAPITAL INVESTMENT</b> | \$93 Million | \$270 Million | \$1.1 Billion | \$113 Million | \$2.3 Billion | \$3.87 B |
| <b>NEW JOBS CREATED</b>   | 1,428        | 964           | 1,178         | 1,211         | 2,114         | 6,895    |

*\$14.9 Million and 26 new jobs per week over the last 5 years*

Source : Economic Futures Group

# Strong Manufacturing Sector

## Employment by Industry in Southwest Study Area, 2012



# Site Selection Hot Spot

- ✓ Highway accessibility (I-85/I-26)
- ✓ Occupancy/construction costs
- ✓ Available land (70% of land either undeveloped or underutilized in study area)
- ✓ Availability of buildings (+1M square feet of speculative space under construction)
- ✓ Availability of skilled labor
- ✓ Labor costs
- ✓ Right-to-work state
- ✓ Proximity to major markets (reach majority of eastern seaboard population within 1 day)
- ✓ Energy availability and costs
- ✓ Corporate tax rate (favorable corporate tax rate)
- ✓ Tax exemptions
- ✓ State & Local Incentives

Source: Area Development Magazine 2014 “Top Factors for Companies Considering New Investment”

# Recent Announcements

## Kobelco Construction Machinery Co. establishing plant in Spartanburg County

### Boeing supplier to open plant in Spartanburg Co.

#### HIGHLIGHTS

A Tokyo-based supplier to Boeing's 787 aircraft manufacturing plant in North Charleston said it will invest \$1 billion and create 500 jobs over the next decade at a new global facility in Spartanburg County.



Boeing officials gave no indication during a morning press conference and tour, of whether or not South Carolina would land the new Boeing 777x assembly plant. This is the 737 Dreamliner final assembly plant. tdominick@thestate.com



Kobelco's North American headquarters is in Katy, Texas. *The Times and Democrat*

### Bass Pro Shops® News Releases FOR IMMEDIATE RELEASE

**Bass Pro Shops to open new  
Mega Outdoor Store in Spartanburg County, S.C.  
April 16, 2014**



# Population Growth

## Population, Workforce & Education

Home to more than 1.37 million people, Upstate South Carolina is the ten counties in the northwestern corner of South Carolina. Over the past 20 years, this region has experienced an almost 30% growth rate, and investments in such growth industries as advanced materials, automotive, biosciences and energy are continuing to move the region forward at a record pace.

Source: Upstate SC Alliance

The Upstate is projected to add an additional 275,000 residents over the next 20 years. By 2030 it is likely that 25% of the population in the region will be under the age of 18 and 25% will be above the age of 65.

Source: Upstate SC Alliance

## How Are We Growing?

Since the 1930s, the 10-county Upstate region has seen steady population growth. From a population of 545,974 in 1930, the region eclipsed 800,000 residents in 1970 and exceeded the one million mark in the 1990 census. In 2009, nearly 1.36 million people called the Upstate home and there were roughly 740,000 Upstate residents in the workforce.

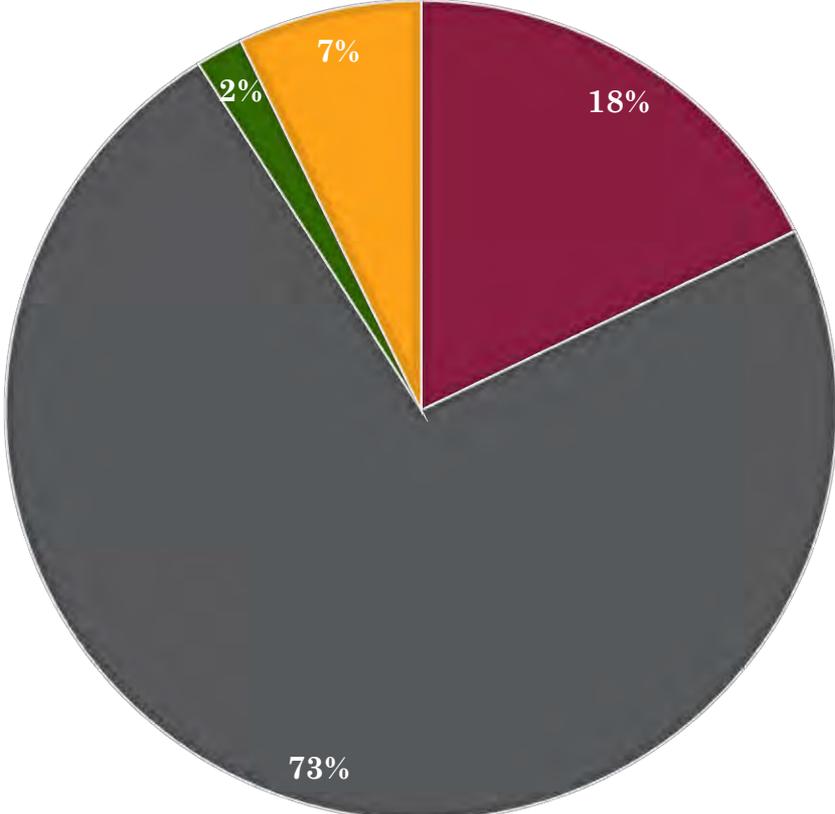
If current projections are realized, by 2030 the region will have more than 1.6 million residents and one million jobs.

Source: Our Upstate SC

# Current Housing Options are Limited

## HOUSING UNIT TYPE

■ Mobile Home ■ Detached SF ■ Attached SF ■ Attached MF



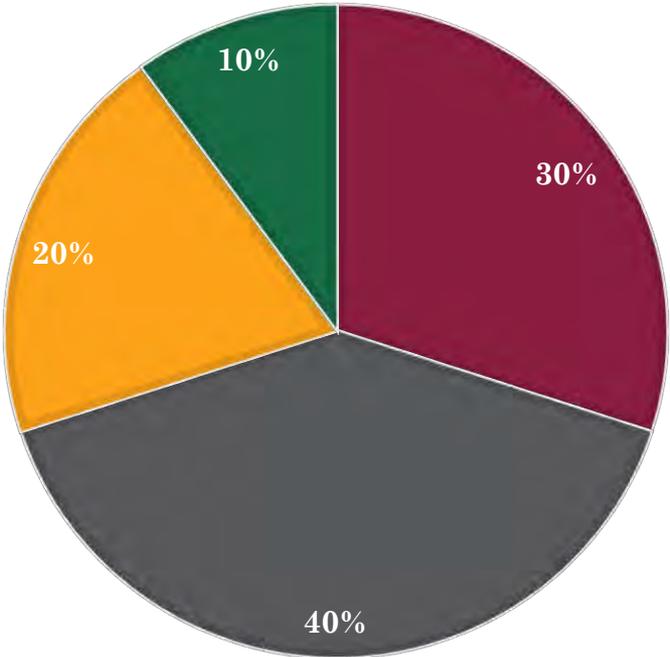
2015 Average Home Value: \$188,533

Source: ESRI

Source: 2013 Census ACS Data

# Demand for Housing Options at a Variety of Price Points

## RECENT DEMAND FOR NEW MARKET RATE SALES HOUSING IN SPARTANBURG COUNTY 2012-2015



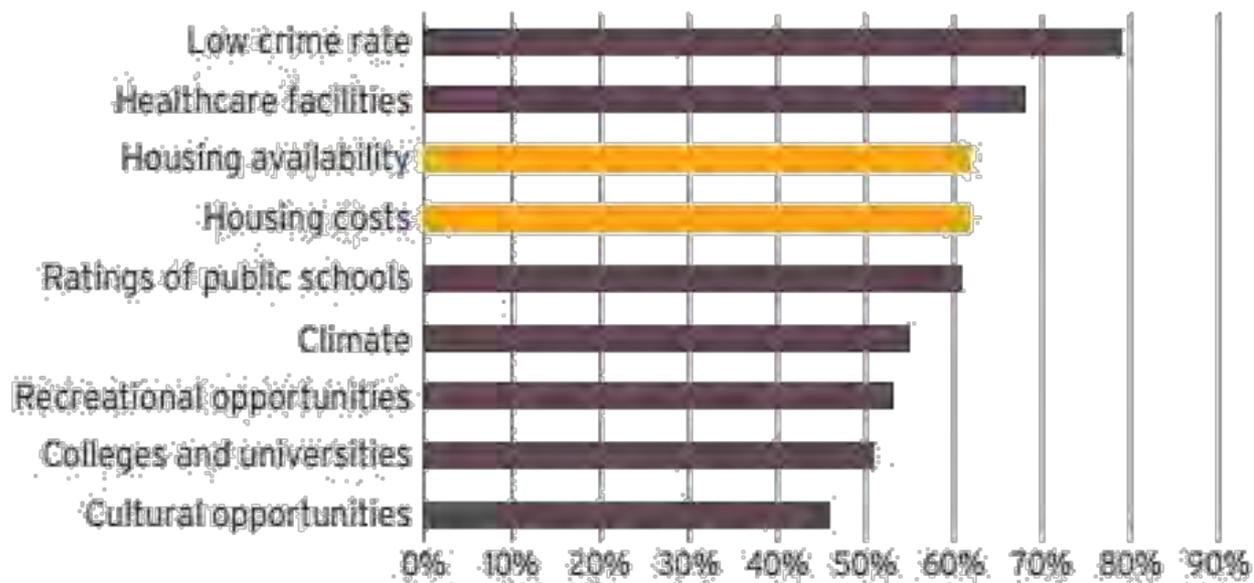
■ \$95,000-\$119,999   ■ \$120,000-\$144,999   ■ \$145,000-\$169,999   ■ \$170,000+

Source: Greenville-Spartanburg Comprehensive Housing Market Analysis from the U.S. Department of Housing and Urban Development.

# Housing Availability & Costs Are QOL Factors in Site Selection

- The availability of housing influences where businesses decide to build, relocate or expand their operations.
- A lack of a diverse housing supply can put a local economy at a competitive disadvantage.

**FIGURE 3.** Relative Importance of “Quality of Life” Factors in Facility Site Selection



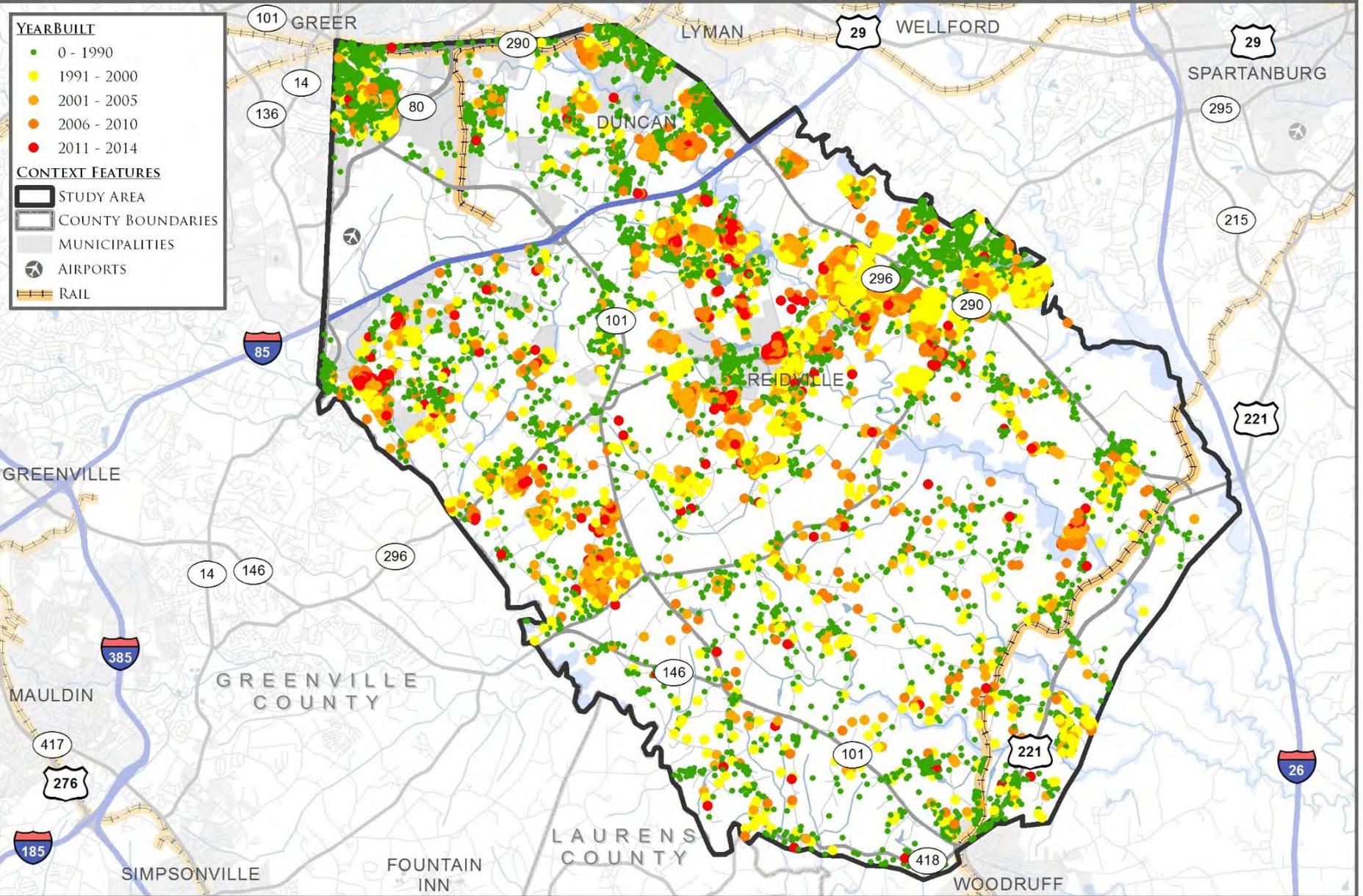
Source: Area Development Magazine

**YEAR BUILT**

- 0 - 1990
- 1991 - 2000
- 2001 - 2005
- 2006 - 2010
- 2011 - 2014

**CONTEXT FEATURES**

- ▭ STUDY AREA
- ▭ COUNTY BOUNDARIES
- ▭ MUNICIPALITIES
- ✈ AIRPORTS
- 🚂 RAIL



AREA PERFORMANCE PLANNING

LandDesign.

# YEAR BUILT RESIDENTIAL CONSTRUCTION

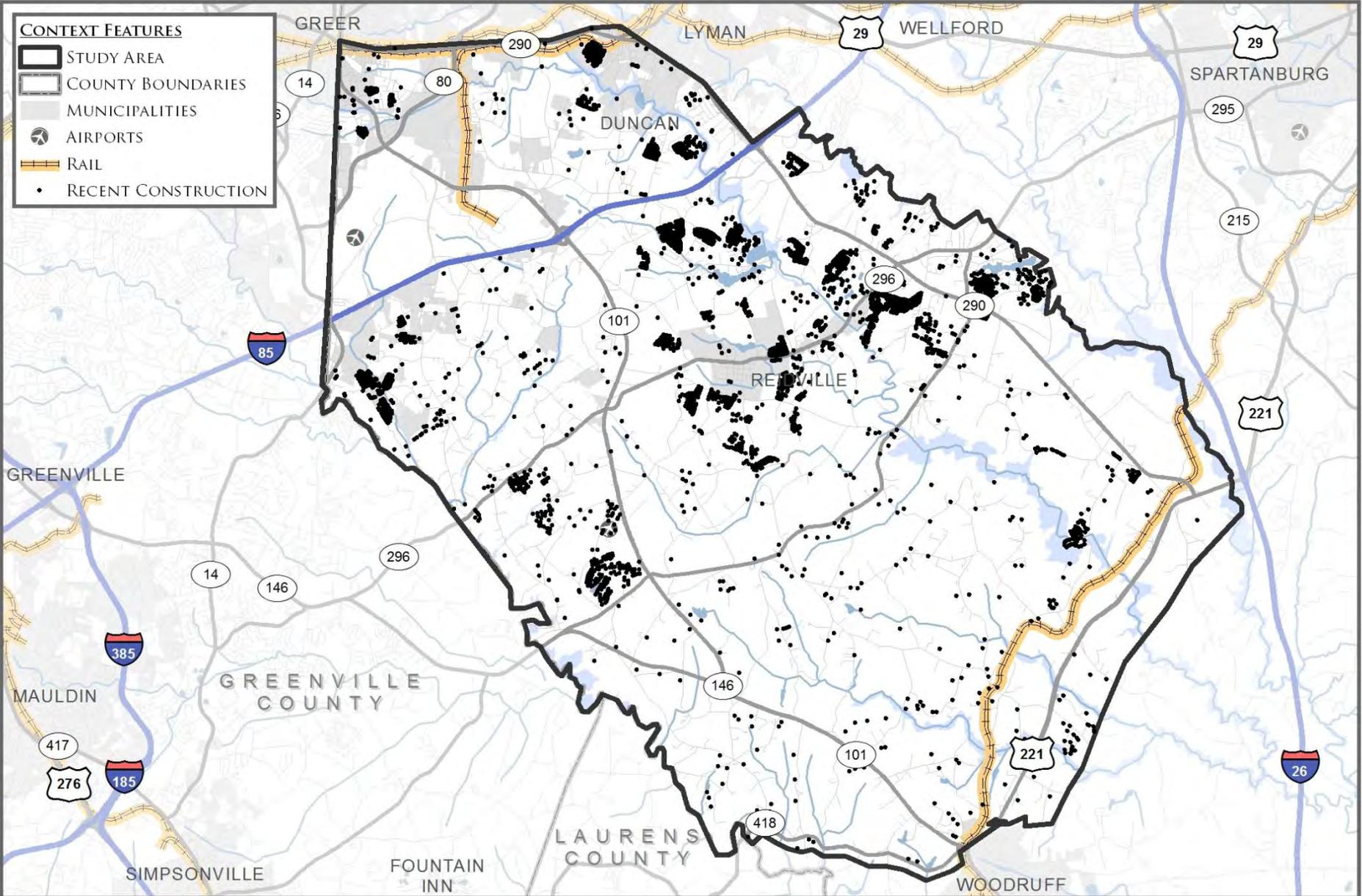


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1 INCH = 10667 FEET

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DATA SOURCE: SPARTANBURG COUNTY FIRM, INCS



AREA PERFORMANCE PLANNING

# RECENT GROWTH RESIDENTIAL

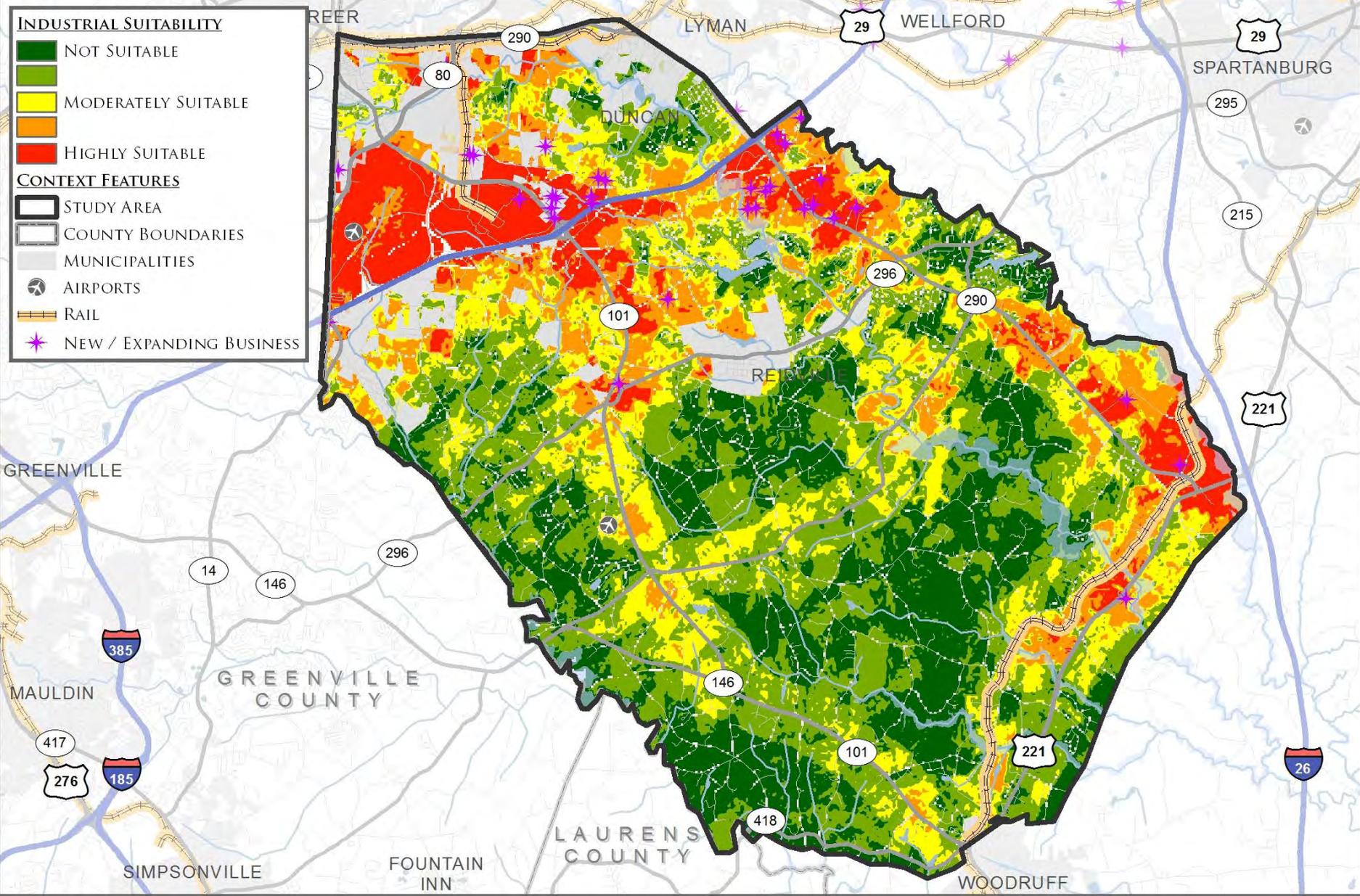


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MILES  
1 INCH = 10,667 FEET

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DATA SOURCE: SPARTANBURG COUNTY GIS 1983



# INDUSTRIAL SUITABILITY

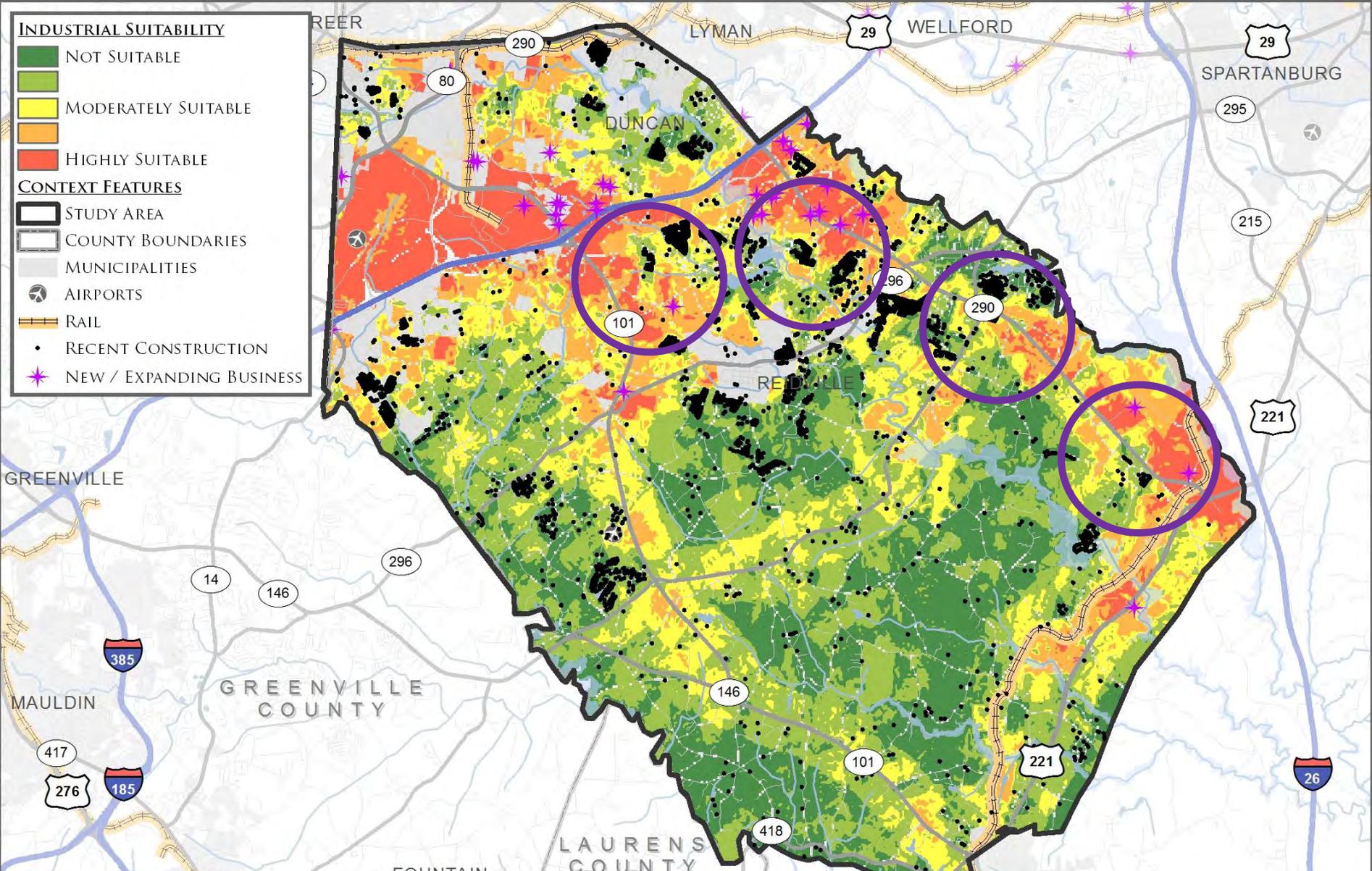
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DATA SOURCE: SPARTANBURG COUNTY FOR US-29

# Industrial & Residential Uses Competing For the Same Land

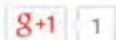
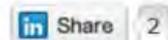


# Growth At Inland Port Adds More Freight to Rail and Roads

## Inland Port surpasses volume projections 5 years ahead of schedule

By Jim Fair, Editor

Published on Wednesday, July 15, 2015

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 Enlarge photo



Jim Fair

The inland port's first full fiscal year of operations concluded with 58,407 rail moves, surpassing initial annual volumes projected five years into the terminal operations.

## Greer's Inland Port exceeds expectations



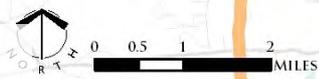
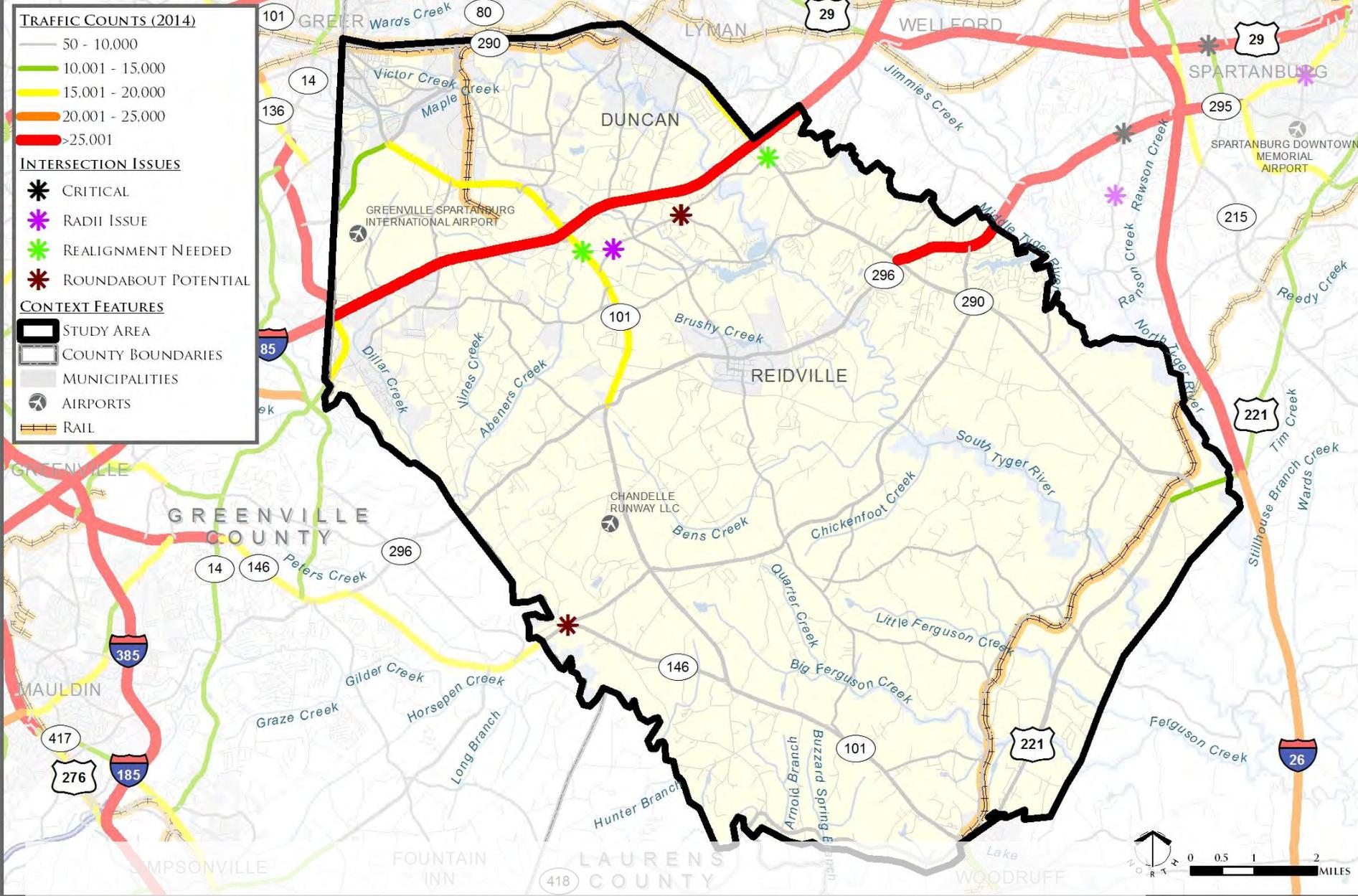
Michael Burns, [mdburns@greenvillenews.com](mailto:mdburns@greenvillenews.com)

1:26 p.m. EDT July 17, 2015



The Inland Port in Greer surpassed activity projected five years into operation in fiscal year 2015, according to the South Carolina Ports Authority.

(Photo: Submitted)

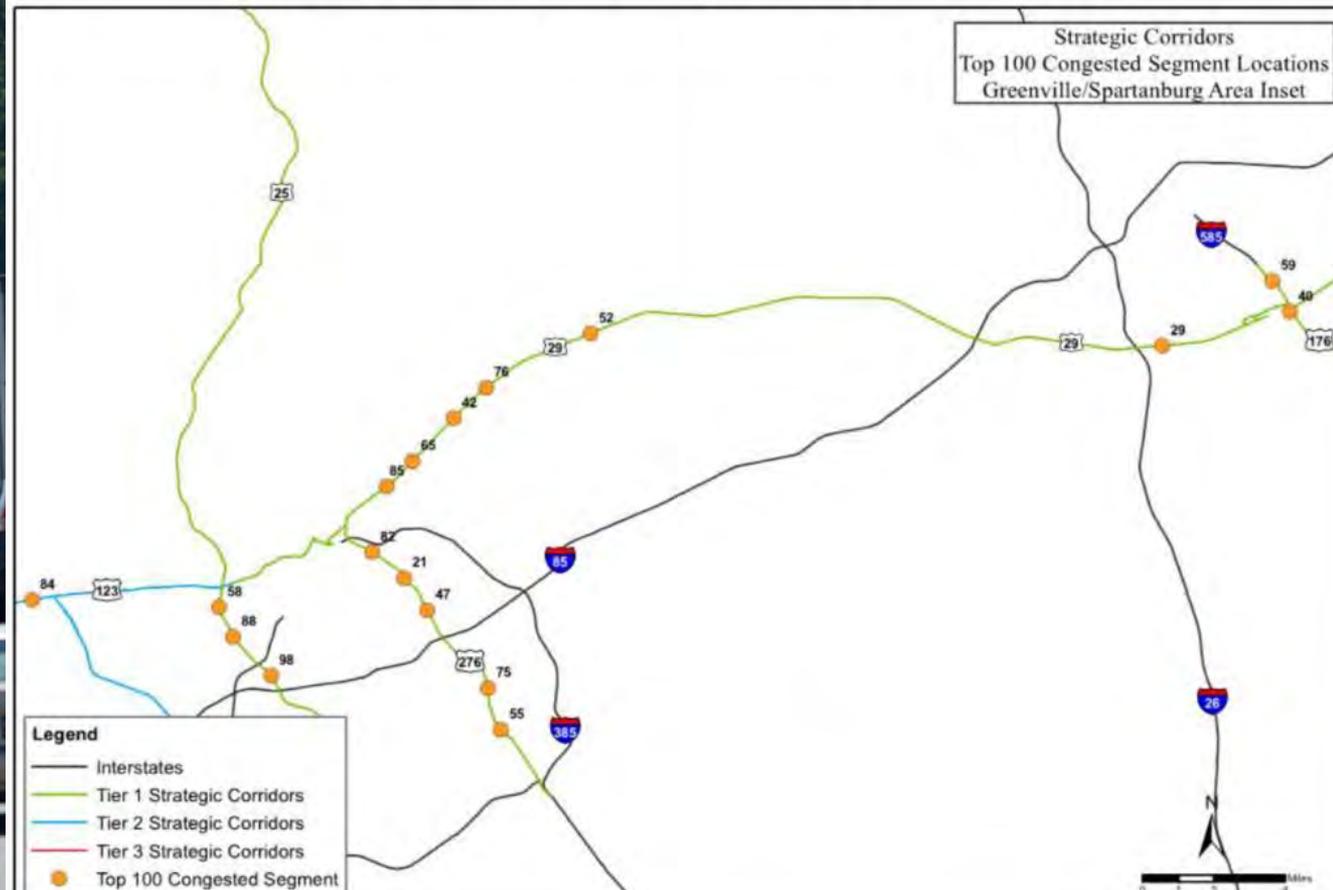


# Regional vs. Local Traffic Exacerbates Congestion

- Strategic corridors are critical to statewide freight movement.
- Improving mobility along local streets will alleviate congestion on major thoroughfares and improve performance.



Figure 4-15: Top 100 Congested Strategic Corridor Segments – Greenville/Spartanburg Area



# Some Local Roads Not Built to Support Heavy Truck Traffic

Rogers Bridge



Leonard Road



SC- 296



# Transportation Funding is Uncertain

## Lawmakers may restructure SCDOT, road funding

Posted on [January 12, 2015](#) by [staff reports](#)

A state House transportation committee debated on Monday what the state should do about its crumbling roads and bridges.

The committee is considering moves to restructure some state roads—many of which are less than one

The governor would appoint commissioners, who would be the committee is debating. Currently the governor and lawmakers appoint the other seven commissioners.

Proponents of the measure said it would create an exclusive loyalty to the governor by any SCDOT head, the agency and combining it with the Transportation Authority for infrastructure projects costing more than \$100 million.

## SCDOT: Highway funding future uncertain as roads get worse

March 5, 2014 by [Matt Long](#)

The interim director of South Carolina's highway department painted a picture of steadily-crumbling interstates and roads across the state on Wednesday.

And at least one senator is concerned that a major source of money for repairs is almost depleted.

Acting Transportation Secretary Christy Hall's comments came as she briefed state senators on SCDOT's financial situation Wednesday. Hall noted that the percentage of South Carolina primary and secondary roads with pavement in "poor" condition continues to increase each year. Hall said 46 percent of primary roads (state and U.S. highways) have pavement in poor condition, an increase from 31 percent in 2008.

Perhaps more significant, Hall said 50 percent of secondary roads not eligible for federal dollars had pavement in poor condition in 2013, up from 33 percent just five years earlier. Roughly half of all state-maintained road miles fall into this category.



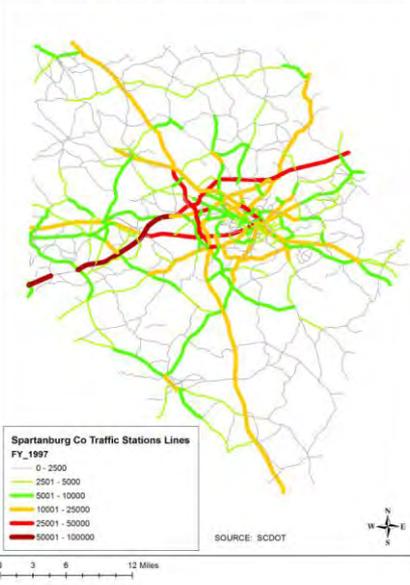
Sen. Larry Grooms, R-Berkeley, listens to SCDOT's presentation on Wednesday

# Increasing Traffic Congestion/ Funding Uncertainty Could Impact Economic Growth Potential

Spartanburg County Traffic Congestion Map FY 1987



Spartanburg County Traffic Congestion Map FY 1997

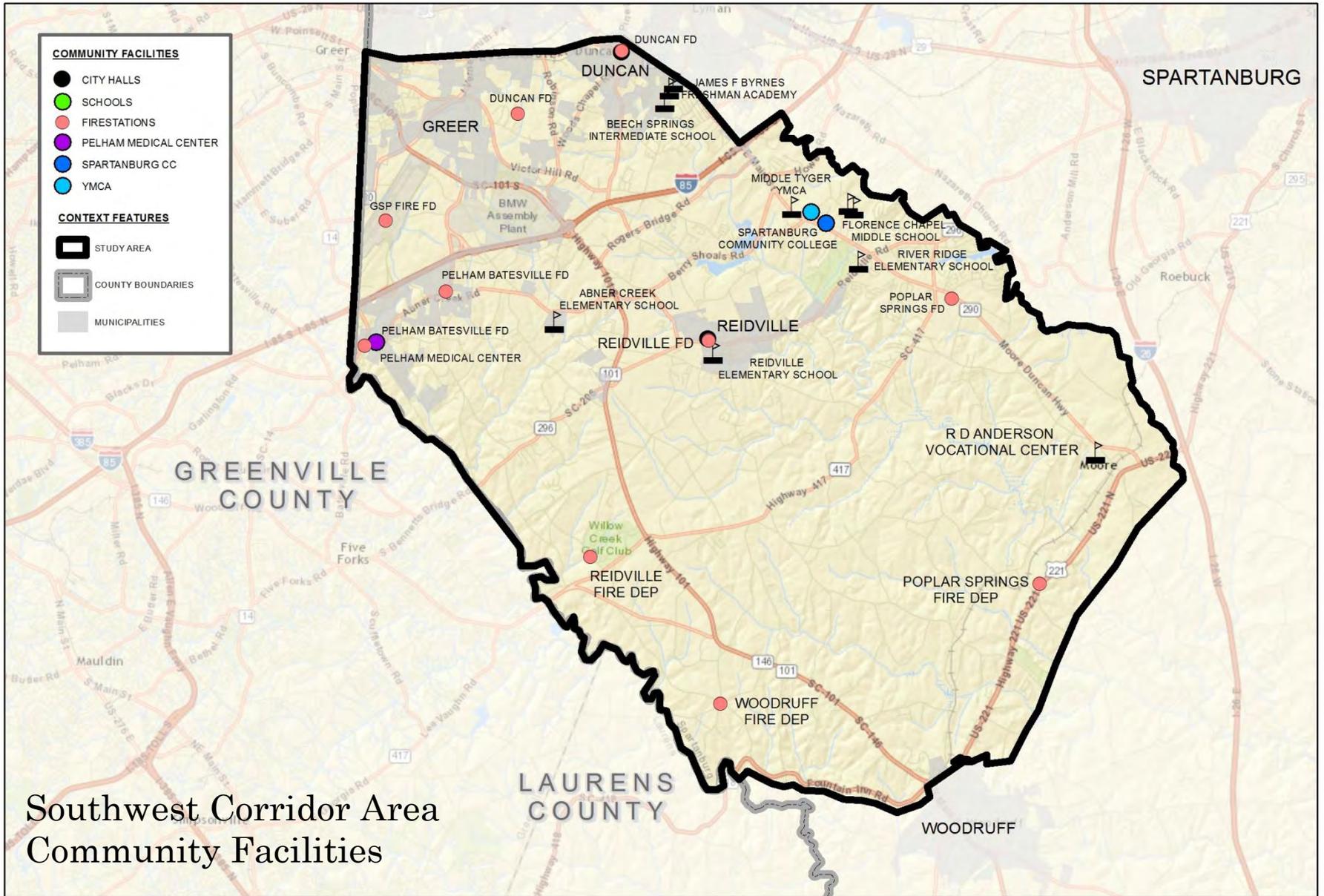


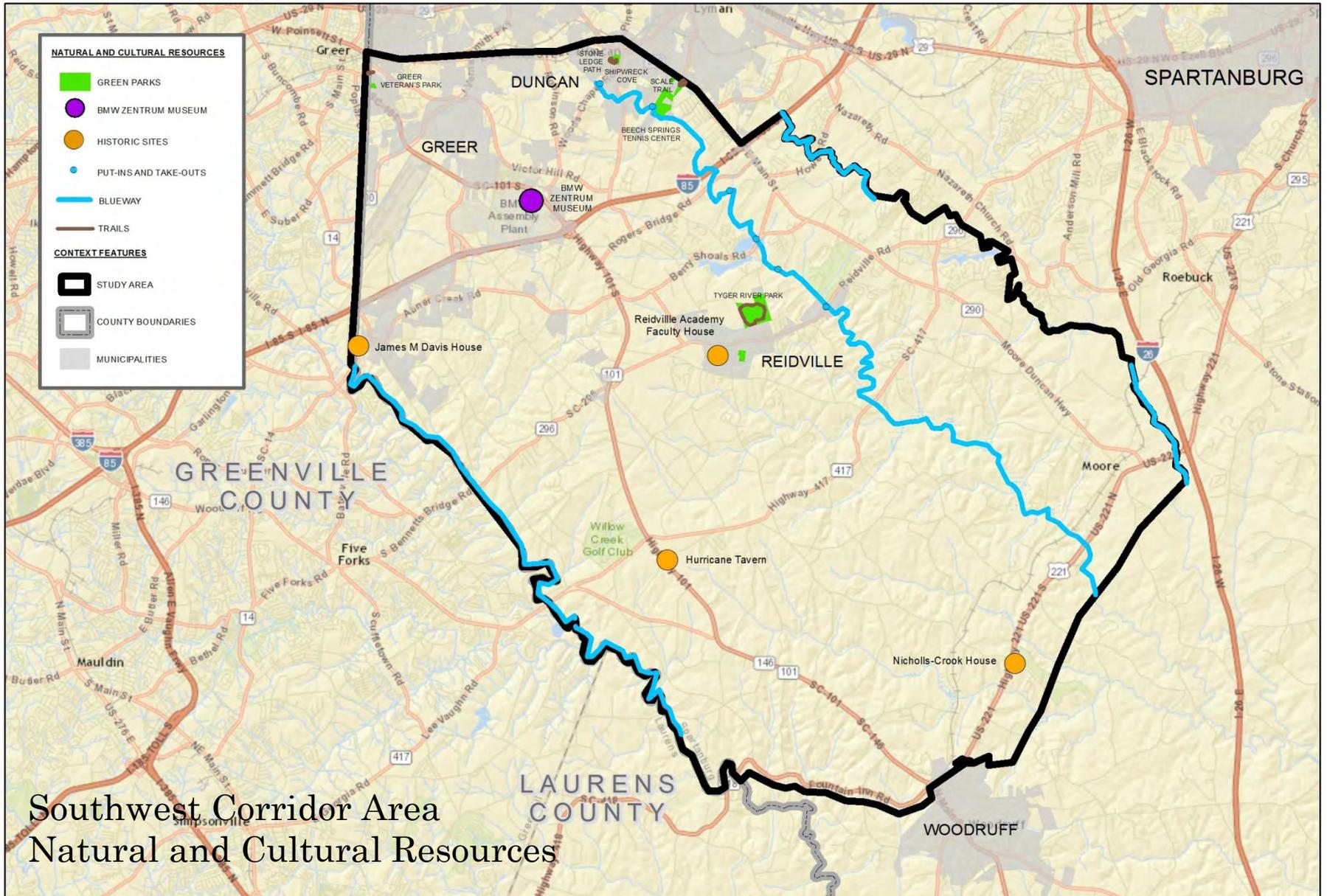
Spartanburg County Traffic Congestion Map FY 2007



Spartanburg County Traffic Congestion Map FY 2012





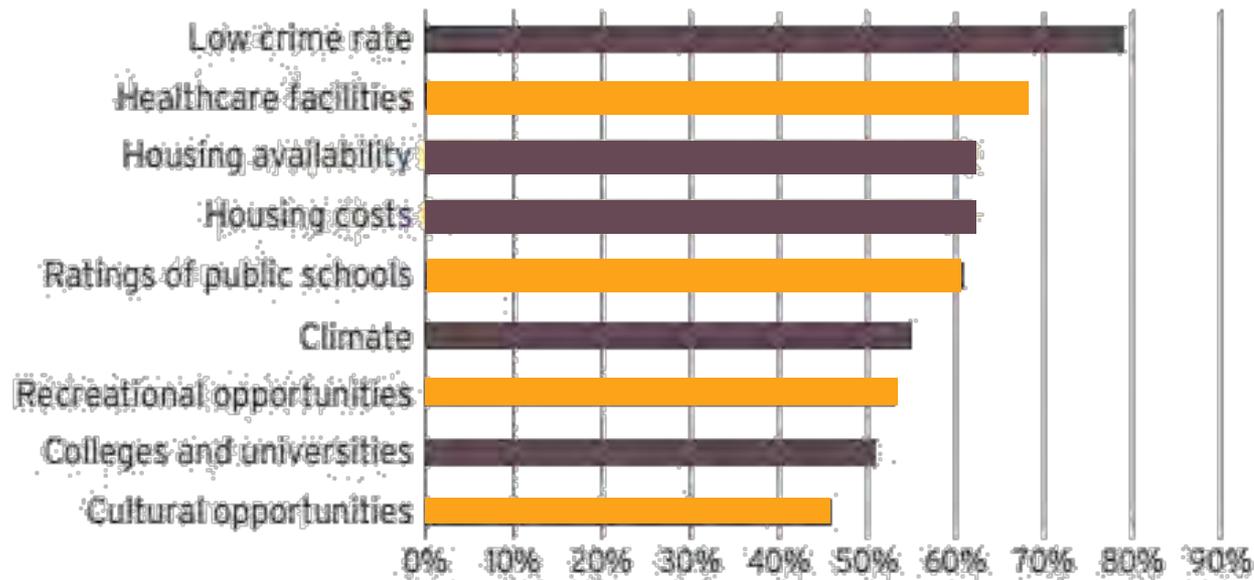


Southwest Corridor Area  
Natural and Cultural Resources

# Community Assets & Facilities are QOL Factors in Site Selection

- The availability and performance of community facilities is a key factor in site selection.
- Recreational facilities not only directly impact quality of life but also contribute to tourism and tax base.

**FIGURE 3. Relative Importance of "Quality of Life" Factors in Facility Site Selection**



SECTION FOUR  
Summary of Stakeholder  
Interviews



# Stakeholder Comments from July 15-16, 2015 Meeting Chamber/Business Owners

- An abundance of farmland, GSP and the Inland Port make the Southwestern portion of Spartanburg County ideal for industrial site development.
- The area is already falling behind in accommodating growth. Traffic is clogging roads, which haven't been upgraded to keep pace with economic and residential development.
- A balance needs to be struck between economic and residential growth and increasing the area's rich cultural and recreational destinations.
- Water, sewer, land, labor are all covered for economic development. What about the roads/access?
- We need to be proactive in the Highway 101, lower Highway 290 and the U.S. 221 arterial corridors. All of these are significant pieces of infrastructure we need to be sure is developed appropriately for the maximum return on investment (ROI) made to date.
- The GSP Airport District is an area of interest for both future industrial and commercial growth.
- It is most important that the Area Performance Planning implementation provides flexibility in allowing the latest and greatest types of quality developments, such as the "lifestyle centers." We see other communities embracing mixed-use office, commercial, residential living developments, and Planned Use Developments successfully.

The above represents stakeholder comments from meetings held on July 15 and 16, 2015.

# Stakeholder Comments from July 15-16, 2015 Meeting Home Builders

- Smaller builders are being squeezed out of this area market due to the proliferation of large tract builder development and financing policies that favor these large developments. Loaning for high-end homes exists in Anderson and Greenville, but not here.
- Setbacks and lot sizes are issues for smaller local builders. They would love to see mixed uses, but existing ordinances do not allow for it. They said access management is a good idea.
- Highway 417 and Highway 296 should not be arterials. The land should continue to be used for residential.
- Current regulations make it unfeasible to create custom developments that are needed to attract white-collar jobs. Land must be designated for parks and other recreational amenities in these developments.

The above represents stakeholder comments from meetings held on July 15 and 16, 2015.

# Stakeholder Comments from July 15-16, 2015 Meeting Commercial Realtors

- Southwest area is an industrial site selector's dream. Business risks are mitigated in this area.
- This area is the best area in the Upstate and even in the state. Ten counties have a stake in this success. We should be more selective.
- Utilities only need to be extended.
- Four 5-lane roads connected to two ports offer a competitive advantage.
- The area has plenty of farmland, meaning plenty of land to be used for development.
- The APP process is critical to maintain a competitive advantage. It is a good compromise. Companies are now very sensitive to "political" issues created by incompatible uses.
- What are the threats other than roads?
  - Need to diversify the economic base
  - Need to grow the auto culture, grow aerospace, grow advanced materials
  - Strategic and common sense approach to development
  - Good media relations
  
- Inflexible, "one-size-fits-all" development standards are driving development elsewhere.
- Mixed-use, PUD, and "lifestyle centers" cannot be easily developed under current ULMO standards.
- Spartanburg County needs to deal with aesthetic issues, such as enhanced sign regulations.
- Parks and other amenities are a sound investment.

The above represents stakeholder comments from meetings held on July 15 and 16, 2015.

# Stakeholder Comments from July 15-16, 2015 Meeting Municipalities/Airport/ ACOG

- Traffic congestion around assets such as GSP and the Inland Port are already threatening the economic development of the area, as roads such as Highway 14 and Interstate 85 become clogged with traffic, delaying materials deliveries and threatening production schedules.
- Collaboration between utility service providers is an issue to be addressed.
- Freight movements, whether by train, plane or truck, are being threatened by unplanned growth, causing delays and impacting traditional small-town life.

The above represents stakeholder comments from meetings held on July 15 and 16, 2015.

# Stakeholder Comments from July 15-16, 2015 Meeting Utilities

- This area is only seeing the tip of the iceberg with regard to growth.
- A confluence of sewer, water and electrical providers service the area, creating potential conflict.
- Annexation into municipalities, fire protection and who pays for upfront infrastructure are important issues.

The above represents stakeholder comments from meetings held on July 15 and 16, 2015.

# Stakeholder Comments from July 15-16, 2015 Meeting Homeowners Associations/Landowners/Agriculture

- No one wants this area to become another Woodruff Road.
- Quality schools, good roads and communication from public agencies are important to potential homeowners.
- Traffic and a lack of aesthetically pleasing design controls create bad neighbors.

The above represents stakeholder comments from meetings held on July 15 and 16, 2015.

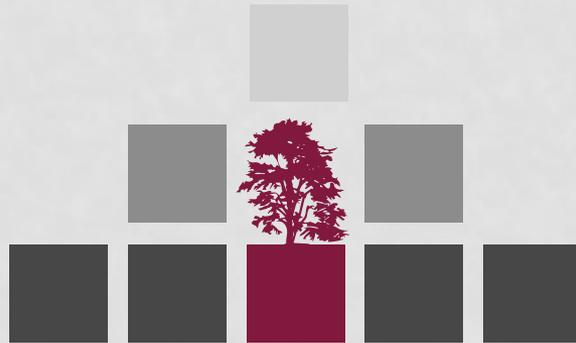
# Stakeholder Comments from July 15-16, 2015 Meeting Community Facilities (Fire Departments, Schools and the Library System)

- More communication is needed between school officials and county leaders regarding development.
- Schools are already working to keep pace with actual and expected growth.
- Traffic is causing problems for buses, which have to share narrow two-lane roads, and is creating a “public safety nightmare” for fire services. Industry needs to be limited to major highways.

The above represents stakeholder comments from meetings held on July 15 and 16, 2015.

SECTION FIVE  
Next Steps & Next Meeting  
Date





# AREA PERFORMANCE PLANNING