



**ECONOMIC DEVELOPMENT & INFRASTRUCTURE COMMITTEE MEETING
AGENDA
TUESDAY, JUNE 11, 2024**

The Economic Development & Infrastructure Committee will conduct a meeting on Tuesday, June 11, 2024 at 1:00 p.m. at Busby Street Community Center, 1735 Busby Street, Columbia, SC 29203. The meeting can be viewed online at www.columbiasc.gov. Please contact the City Clerk's Office at (803)545-3045 or cityclerk@columbiasc.gov if you have questions regarding the meeting.

The Honorable Peter M. Brown, *Chair*

The Honorable William Brennan, District III ▪ The Honorable Aditi Bussells, At-Large

Prior to entering the meeting please turn all electronic communication devices to the silent, vibrate or off position. All presenters are asked to speak directly into the microphone for recording purposes.

CALL TO ORDER

APPROVAL OF MINUTES

1. Approval of April 9, 2024 and May 14, 2024 Economic Development Committee Meeting Minutes

PRESENTATIONS

2. Retail Recruitment Strategy Update – Mr. Charles Parker, Director – Retail Strategy for The Retail Coach

COMMITTEE DISCUSSION

3. City of Columbia Brand Guidelines and Marketing Requirements - The Honorable Peter M. Brown
4. Shaw Circle's Innovation Tour Playbook - Mr. Ryan Coleman, Economic Development Director
5. Proposed Business License Ordinance Revisions - Ms. Kelly Smith, Business License Administrator

ADJOURNMENT



MEETING DATE: June 11, 2024

DEPARTMENT: City Clerk

FROM: *Erika Hammond, City Clerk*

SUBJECT: Approval of April 9, 2024 and May 14, 2024
Economic Development Committee Meeting
Minutes

**FUNDING SOURCE &
ORIGINAL BUDGET:**

ATTACHMENTS:

- EDIC_MN_04092024 (PDF)
- EDIC_MN_05142024 (DOCX)



**ECONOMIC DEVELOPMENT & INFRASTRUCTURE COMMITTEE MEETING
MINUTES
TUESDAY, APRIL 9, 2024**

CALL TO ORDER

The Columbia Economic Development and Infrastructure Committee conducted a meeting on Tuesday, April 9, 2024 at City Hall (Mayor's Conference Room), 1737 Main Street, Columbia, SC 29201. The Honorable Peter M. Brown, Chair called the meeting to order at 1:00 p.m.

Attendee Name	Title	Status
Peter M. Brown	Chair	Present
Will Brennan	Member	Present
Aditi Bussells	Member	Present

PRESENTATIONS

1. Catalyst for Columbia: The Impacts of Historic Preservation in Columbia - Mr. Donovan Rypkema, Principal of PlaceEconomics

Mr. Donovan Rypkema, Principal of PlaceEconomics explained that the Catalyst for Columbia study covered demographics in historic districts; older housing and affordability; property values; the impact of the Bailey Bill; and heritage tourism. The study included architectural conservation districts and protection areas. Approximately 6.5% of Columbia's population lives in these districts representing people at all income levels. There is a greater white population in the architectural conservation districts. The breakdown of owners and renters is about the same. There has been a statistically significant reduction in the African-American population within historic districts. Some of this is a result of student housing. About 45% (32,000 units) of the housing stock is from pre-1970. There is a higher share of people at 30% of the area median income and below living in the older housing stock and a lesser percent at the upper end. The racial distribution is a reflection of Columbia as a whole. There is a higher percentage of home ownership in the older units because it is more affordable.

The average property values in architectural conservation districts are more than the city as a whole. This is showing you a change in household wealth and intergenerational wealth transfer opportunity due to the enhanced rate of property value.

We used county level data on heritage tourism. Overnight visitors have a lot more economic impact. Almost 40% of heritage visitors stay overnight and 47.1% of visitors are heritage travelers. Heritage tourism generates over \$180 million in direct labor income and over \$37 million in direct state and local taxes.



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We reviewed all Bailey Bill projects. More than half of the projects were less than \$100,000. The minimum required investment was almost \$15 million but they spent \$217 million. There is a trigger for a significant amount of investment. Since you added the Bailey Bill in Columbia, an average of 58 direct jobs were created annually and those workers received over \$3 million in income.

In conclusion, heritage tourism is beneficial for the city, property owners, and businesses that have tourism. The Bailey Bill is defensible as an appropriate public tool for the investment that it generates in the city. Over the next ten years, it is important to look at how to get historic districts that better serve the African-American population. Encourage the use of the Bailey Bill especially since it is available for residential properties. Look at other historic resources that should be designated, if appropriate. You can't build new and rent or sell cheap. It is important to keep the older housing stock in place.

There was discussion about how the percentage of renters and owners compare to other markets; how the reassessment affected property values between 2018 and 2019; the designation process; San Antonio's Under 1 Roof Initiative and other modest intervention programs; and increased student population/units.

2. Missing Middle Housing Scan and Deep Dive Presentation - Mr. Taylor Oxedine and Ms. Kim Fuller, Co-Executive Officers at Central Carolina Realtors Association and Ms. Mitali Ganguly, Associate II at Opticos Design, Inc.

Mr. Taylor Oxedine, Co-Executive Officer / Central Carolina Realtors Association said we wanted to present this study for use in the planning and development of more housing options, to provide more affordability, and to make the City of Columbia a more walkable area.

Ms. Mitali Ganguly, Associate II at Opticos Design, Inc. presented a scan and deep dive on missing middle housing (MMH) in Columbia. It is an analysis of existing conditions to identify areas that support more missing middle housing. The deep dive includes zoning and lot testing to identify barriers in current zoning. The project goal is to enable and encourage more MMH types. Missing Middle Housing is house-scale buildings with multiple units in walkable neighborhoods. MMH offers a middle form and scale and attainable housing choices. These units are lower in cost by design. The balance of missing middle type units in Columbia is 26% compared to 10% in the US. Missing middle housing optimizes the available space on a typical lot. MMH in Columbia includes townhouses, fourplexes, duplexes, and multiplexes. Each type of MMH has unique attributes and requirements that minimize wasted space and provides a single family living experience. You can add new building types to existing neighborhoods or onto existing single family homes. MMH can be distributed throughout a block; transition from single-family to higher density or to a corridor mixed-use; or as the end-grain of a single-family block. Areas that provide services, food, shopping



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and transit were identified as walkable centers. We looked at four zoning districts that are MMH ready: Residential Mixed (RM-1 or RM-2), Neighborhood Activity Center (NAC), and Mixed-Use (MU-1). We also looked at the regulatory barriers and lot testing for each zoning district.

Ms. Krista Hampton, Planning and Development Services Director said most of our neighborhoods have RM-1 or RM-2 zoning classifications within them. Our in-town walkable neighborhoods have single-family residential and RM, meaning that you can more than one dwelling unit.

Ms. Mitali Ganguly, Associate II at Opticos Design, Inc. said the top two barriers to MMH were density being too low and parking requirements being too high. The driveway width and location standards are causing hurdles for many of these lots. The development standards are geared towards a higher density than what is typically MMH. She presented examples of solutions for narrow and deep lots using a combination of different MMH in lower and higher density areas. Recommendations include policy recommendations; zoning standards; the entitlement process; focused edits on zoning standards for RM-1, RM-2, MU-1, and NAC; and guidance for implementation and next steps.

There was discussion about the percentage of RM-1 zoning in the core of Columbia; RM-1 in comparison to RM-2; a possible zoning review; increasing density while maintaining character; having less regulation and being more user friendly; overcoming NIMBY; case studies of cities of a similar size that have balanced the need for affordable housing and the existing neighborhood; the need for a strategic study/plan for the development of empty lots; blending MMH with parcels owned by churches and other non-profits; engaging a designer to model development options for specific properties; and the number of MMH units needed in Columbia.

Mr. Taylor Oxedine, Co-Executive Officer / Central Carolina Realtors Association said we will send the full deep dive and policy changes to you. The National Realtors Association helped us pay for this study. It was a \$100,000 investment. It is good to see that the City is planning for different options. We will be doing a similar presentation for the business community.

There was consensus of the committee to review the Design Development Review Commission's annual report along with history on the formation of the DDRC at the next meeting.

EXECUTIVE SESSION

3. Discussion of matters relating to the proposed location, expansion, or provision of services encouraging location or expansion of industries or other businesses in the area served by the public body pursuant to S.C. Code §30-4-70(a)(5) – *Withdrawn*

Commercial Retention and Redevelopment Program



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TUESDAY, APRIL 9, 2024**

ADJORNMENT

Upon a motion made by Dr. Bussells and seconded by Mr. Brennan, the meeting was adjourned at 2:37 p.m.

Respectfully submitted:

Erika D. Moore Hammond, CMC
City Clerk



**ECONOMIC DEVELOPMENT & INFRASTRUCTURE COMMITTEE MEETING
MINUTES
TUESDAY, MAY 14, 2024**

CALL TO ORDER

The Economic Development & Infrastructure Committee conducted a meeting on Tuesday, May 14, 2024 at City Hall (Mayor's Conference Room), 1737 Main Street, Second Floor, Columbia SC, 29201. The Honorable Peter M. Brown, Chair called the meeting to order at 1:01 p.m.

Attendee Name	Title	Status
Peter M. Brown	Chair	Present
Will Brennan	Member	Present
Aditi Bussells	Member	Present

APPROVAL OF MINUTES

1. Approval of March 16, 2024 Economic Development & Infrastructure Committee Meeting Minutes – *Approved*

Upon a motion made by Mr. Brennan and seconded by Dr. Bussells, the Committee voted unanimously to approve the March 16, 2024 Economic Development & Infrastructure Committee Meeting Minutes.

PRESENTATIONS

2. Penny Program Update - Mr. Michael Maloney, Richland County Public Works Director – *Received as information*

Mr. Michael Maloney, Richland County Public Works Director provided updates on completed projects such as Bull & Elmwood. He highlighted the successful collaboration with the City on various projects. He said the Transportation Penny Program has built a stronger, safer, more vibrant Richland County and the neighborhoods within it. Residents now have: better access to work, local businesses, and other amenities; increased walkability to greenspaces, entertainment and local businesses; new intersections; and miles of new sidewalks. One of the completed projects was a needs assessment, which was completed in March. Our council is moving forward with what we are going to fund. The Penny Program has produced 4,000 new businesses, 2,000 new jobs, and a 60% decrease in unemployment.

There was discussion about an ordinance, community engagement, and finalizing the funding proposal for council's review.



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COMMITTEE DISCUSSION

3. Proposed Business License Ordinance Revisions - Ms. Kelly Smith, Business License Administrator – *Received as information*

Ms. Kelly Smith, Business License Administrator proposed several ordinance changes. One proposed change concerned the Certificate of Public Convenience and Necessity, suggesting that applicants could resubmit applications after a 6-month period from the previous denial or revocation. However, if substantial and material changes were made, the application could be resubmitted after a 60-day period. She also proposed a new category for group event promoters with varied fee structures based on event size. She specified that long-term rentals with less than five units are not required to obtain a business license.

There was discussion regarding the distinction between long-term and short-term rentals and the necessity for a business license; defining group event promoters and clarifying the proposed changes' alignment with existing practices.

There was consensus of the committee to amend the business license ordinance excluding the 60-day period.

4. Commercial Retention and Redevelopment Program - Ms. Missy Gentry, Assistant City Manager for Development – *Received as information*

Ms. Missy Gentry, Assistant City Manager for Development said a few months ago there was a conversation about bars and restaurants and the old Façade program. Traditionally, we've never allowed businesses that have greater than 51% sales of alcohol to be eligible. We were directed to modify that requirement in the guidelines and to let those businesses apply. We're here to get further instructions for the three options: we can keep it the same; we can allow them to apply outright; or can increase the percentage of alcohol sales from 51% to 75%.

There was discussion about maintaining the percentage restriction, implications of allowing businesses with higher alcohol sales to apply, the existing parameters for eligibility, and the current application process.

There was a consensus of the committee to recommend the removal of the 51% stipulation.

EXECUTIVE SESSION



**ECONOMIC DEVELOPMENT & INFRASTRUCTURE COMMITTEE MEETING
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TUESDAY, MAY 14, 2024**

Upon a motion made by Mr. Brennan and seconded by Dr. Bussells, the Committee voted unanimously to enter into Executive Session at 2:08 p.m. for the discussion of **Item 5**.

5. Discussion of matters relating to the proposed location, expansion, or provision of services encouraging location or expansion of industries or other businesses in the area served by the public body pursuant to S.C. Code §30-4-70(a)(5)

Astral Development

ADJOURNMENT

The meeting was adjourned at 2:16 p.m.

Respectfully submitted:

Erika D. Moore Hammond, CMC
City Clerk



MEETING DATE: June 11, 2024

DEPARTMENT: City Clerk

FROM: *Erika Hammond, City Clerk*

SUBJECT: Retail Recruitment Strategy Update – Mr.
Charles Parker, Director – Retail Strategy for
The Retail Coach

**FUNDING SOURCE &
ORIGINAL BUDGET:**



MEETING DATE: June 11, 2024

DEPARTMENT: City Clerk

FROM: *Erika Hammond, City Clerk*

SUBJECT: City of Columbia Brand Guidelines and
Marketing Requirements - The Honorable Peter
M. Brown

**FUNDING SOURCE &
ORIGINAL BUDGET:**



MEETING DATE: June 11, 2024

DEPARTMENT: City Clerk

FROM: *Erika Hammond, City Clerk*

SUBJECT: Shaw Circle's Innovation Tour Playbook - Mr.
Ryan Coleman, Economic Development Director

**FUNDING SOURCE &
ORIGINAL BUDGET:**



MEETING DATE: June 11, 2024

DEPARTMENT: City Clerk

FROM: *Erika Hammond, City Clerk*

SUBJECT: Proposed Business License Ordinance Revisions
- Ms. Kelly Smith, Business License
Administrator

**FUNDING SOURCE &
ORIGINAL BUDGET:**