

# Market Analysis

## Demographics

The development team conducted the **Socio-Economic And Real Estate Market Analysis** during the fall of 2003 for the East Central City Consortium . The analysis provided an existing economic blueprint of the community. The analysis identified both the positive and negative influences affecting the growth of each cluster within the consortium. In addition, the development inventoried and accessed each land parcel within the consortium. The following information has been taken from the Socio-Economic and Real Estate Analysis Report, dated September 2003 as a summary of each cluster. Information provided included population growth rates, age groupings of the existing population, income levels, education attainment levels and housing trends as well as analysis of existing residential and commercial real estate, historic growth trends, current supply and demand climate. The information within this report assisted in the development of the Master Plan as well as identifying potential catalyst projects with each cluster.



Community Analysis

## Statistics

- ◆ There are 1,240 individual parcels in Cluster One
- ◆ Within Cluster One, a total of 190 structures require immediate demolition because they are either uninhabitable, or the cost to rehabilitate exceeds any potential value to be generated.
- ◆ Another 27 structures require either immediate demolition or substantial rehabilitation.
- ◆ A total of 385 parcels contain buildings and site improvements in need of minor cosmetic renovation.

## Development Trends

- ◆ The potential for revitalization of both residential and commercial development within Cluster One is reasonably high.
- ◆ Cluster One is strategically located between a major employment center to the west (Columbia's Central Business District), an entertainment/retail district to the southwest (Five Points), and a dense, stable and relatively wealthy population base to the east (Forest Acres).
- ◆ Transportation routes surrounding and throughout Cluster One are adequate.
- ◆ Portions of Cluster One are currently experiencing a market-based revitalization, while others have consistently declined over time to the detriment of surrounding areas.
- ◆ Areas of opportunity include the Gonzales Gardens Apartments and the existing development between Heidt Street and Millwood Avenue south of Gervais Street. The rehabilitation of these areas will result in dramatic enhancements for the surrounding residential properties.

## Demographic Analysis

- ◆ As of 2003, the U.S. Census Bureau estimates there are 2,990 residents living within the boundaries of Cluster One.
- ◆ The total population within Cluster One decreased consistently between 1990 and 2000, and is projected to decrease to a low of 2,841 persons by 2008.
- ◆ As of 2003, the U.S. Census Bureau estimates there are 1,229 households within the boundaries of Cluster One.
- ◆ The total number of households also decreased consistently between 1990 and 2000, and is projected to decrease to a low of 1,194 households by 2008.
- ◆ The consistent and relatively significant decreases in both population and number of households between 1990 and 2000 reflects the decline of many residential areas within

Cluster One	
Lower Waverly Neighborhood Association	
Lyon Street Neighborhood Association	
Waverly Neighborhood Association	
Allen University	

Population Trends – Cluster 1	
2008 Projection	2,841
2003 Estimate	2,990
2000 Census	3,082
1990 Census	3,488
1990 – 2000 Total Growth	-11.64%
Annual Average	-1.16%

Source: U.S. Bureau of Census and Claritas, Inc.

Household Trends – Cluster 1	
2008 Projection	1,194
2003 Estimate	1,229
2000 Census	1,249
1990 Census	1,419
1990 – 2000 Total Growth	-11.98%
Annual Average	-1.20%

Source: U.S. Bureau of Census and Claritas, Inc.

Occupied Housing Units – Cluster 1	
2000 Total Occupied Housing Units	1,249
Owner Occupied	21.46%
Renter Occupied	78.54%
Average # Persons Per HH	2.28

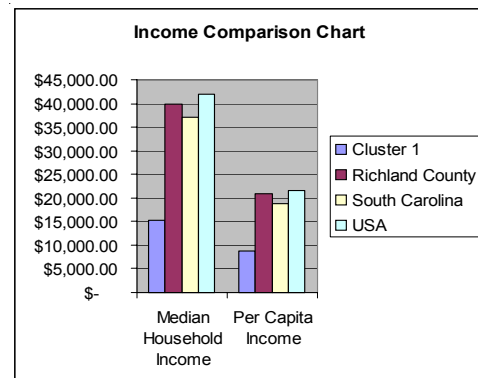
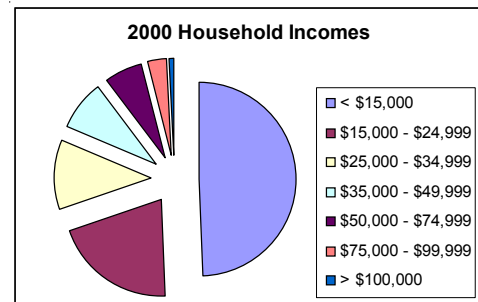
Source: U.S. Bureau of Census and Claritas, Inc.

Owner-Occupied Property Values – Cluster 1	
Under \$20,000	0.00%
\$20,000 - \$59,999	32.26%
\$60,000 - \$79,999	40.14%
\$80,000 - \$99,999	11.83%
\$100,000 - \$149,999	5.38%
\$150,000 - \$199,999	5.02%
\$200,000 +	5.38%
Median Property Value	\$68,850

Source: U.S. Bureau of Census and Claritas, Inc.

this cluster overall.

- ◆ As the quality of available housing and neighborhood amenities has decreased, the demand for existing residential structures in Cluster One has decreased accordingly.
- ◆ A total of 78.54% of all occupied housing units within Cluster One are renter occupied, indicating a relatively transient population base.
- ◆ Within Cluster One, 60.12% of the population over the age of 25 has earned a high school diploma or GED.
- ◆ The percentage of population without a high school diploma or GED is considerable and has adversely impacted the household income and per capita income levels achieved within Cluster One.
- ◆ There are a reported 1,399 housing units within Cluster One and 1,249 households, indicating an overall occupancy rate of 89.28% for all housing types.
- ◆ Just over 47% of the existing housing units are single-family dwellings, and nearly 94% of all existing housing units were built before 1980.
- ◆ The median property value within Cluster One was \$68,850 in 2000.
- ◆ In 2000, just over 40% of the population within Cluster One generated incomes below the poverty level.
- ◆ In 2000, the median household income and per capita household income levels reported within Cluster One were substantially lower than those reported for Richland County, the State of South Carolina and the nation.
- ◆ While the below average income levels generated by residents within Cluster One will not preclude revitalization, it will require a revitalization plan that includes a variety of housing opportunities within a broad range of pricing options to serve the needs of both the existing population base and the future influx of new residents.



## Statistics

- ◆ There are 882 individual parcels in Cluster Two.
- ◆ Within Cluster Two, a total of 43 structures require immediate demolition because they are either uninhabitable, or the cost to rehabilitate exceeds any potential value to be generated.
- ◆ Another 28 structures require either immediate demolition or substantial rehabilitation.
- ◆ A total of 231 parcels contain buildings and site improvements in need of minor cosmetic renovation.

## Development Trends

- ◆ The potential for revitalization of both residential and commercial development within Cluster Two is reasonably high.
- ◆ Cluster Two is strategically located between a major employment center to the west (Columbia's Central Business District), and a dense, stable and relatively wealthy population base to the east (Forest Acres).
- ◆ Transportation routes surrounding and throughout Cluster Two are adequate.
- ◆ New residential construction continues on the few remaining lots in the northern portion of Cluster Two; however, much of housing between Edgewood Avenue and Harrison Road is suffering a decline.
- ◆ The on-going decline is the result of incompatible multi-family developments interspersed among the predominantly single-family development and incompatible commercial uses along Two Notch Road.
- ◆ Areas of opportunity include the incompatible commercial development along Two Notch Road and the lack of an adequate buffer between those commercial uses and the adjacent residential districts. The installation of an adequate buffer zone between these uses will enhance the appeal of both property types.

## Demographic Analysis

- ◆ As of 2003, the U.S. Census Bureau estimates there are 2,162 residents living within the boundaries of Cluster Two.
- ◆ The total population within Cluster Two decreased consistently between 1990 and 2000, and is projected to decrease to a low of 2,065 persons by 2008.
- ◆ As of 2003, the U.S. Census Bureau estimates there are 854 households within the boundaries of Cluster Two.
- ◆ The total number of households also decreased consistently between 1990 and 2000, and is projected to decrease to a low of 849 households by 2008.

Cluster Two	
Midland Terrace Neighborhood Association	
Pinehurst Community Council	
Providence Hospital	

Population Trends – Cluster 2	
2008 Projection	2,065
2003 Estimate	2,162
2000 Census	2,222
1990 Census	2,295
1990 – 2000 Total Growth	-3.18%
Annual Average	-0.32%

Source: U.S. Bureau of Census and Claritas, Inc.

Household Trends – Cluster 2	
2008 Projection	849
2003 Estimate	854
2000 Census	856
1990 Census	805
1990 – 2000 Total Growth	6.34%
Annual Average	0.63%

Source: U.S. Bureau of Census and Claritas, Inc.

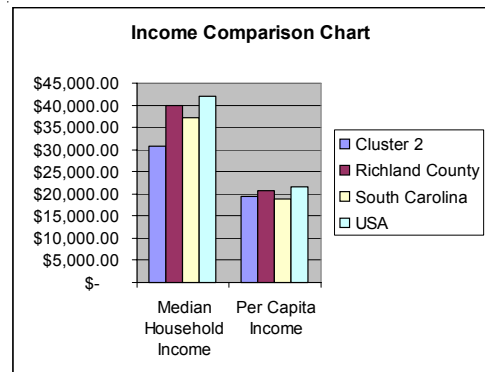
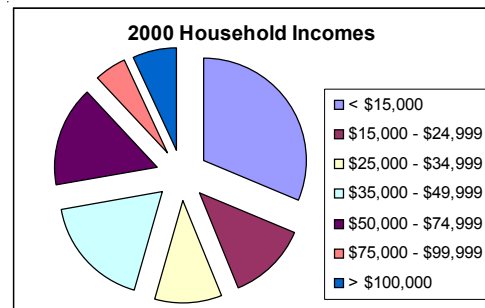
Occupied Housing Units – Cluster 2	
2000 Total Occupied Housing Units	1,249
Owner Occupied	49.42%
Renter Occupied	50.58%
Average # Persons Per HH	2.18

Source: U.S. Bureau of Census and Claritas, Inc.

Owner-Occupied Property Values – Cluster 2	
Under \$20,000	7.60%
\$20,000 - \$59,999	13.83%
\$60,000 - \$79,999	27.42%
\$80,000 - \$99,999	21.89%
\$100,000 - \$149,999	19.82%
\$150,000 - \$199,999	7.14%
\$200,000 +	2.30%
Median Property Value	\$81,146

Source: U.S. Bureau of Census and Claritas, Inc.

- ◆ The minimal decreases in total population and number of households between 1990 and 2000 reflects overall stability within this cluster overall.
- ◆ While some residential areas have suffered a moderate decline, the overall quality of available housing and neighborhood amenities is sufficient to maintain the population base.
- ◆ A total of 50.58% of all occupied housing units within Cluster Two are renter occupied, indicating a relatively stable population base.
- ◆ Just over 30% of the population within Cluster Two is over the age of 65 years, which has contributed to the higher percentage of owner-occupancy and stable population base within this cluster.
- ◆ Within Cluster Two, 74.32% of the population over the age of 25 has earned a high school diploma or GED.
- ◆ The percentage of population without a high school diploma or GED is considerable and has adversely impacted the household income and per capita income levels achieved within Cluster Two.
- ◆ There are a reported 950 housing units within Cluster Two and 856 households, indicating an overall occupancy rate of 90.11% for all housing types.
- ◆ Just over 52% of the existing housing units are single-family dwellings, and nearly 84% of all existing housing units were built before 1980.
- ◆ The median property value within Cluster Two was \$81,146 in 2000.
- ◆ In 2000, just over 35% of the population within Cluster Two generated incomes below the poverty level.
- ◆ In 2000, the median household income and per capita household income levels reported within Cluster Two compared favorably to those reported for Richland County, the State of South Carolina and the nation.
- ◆ The income earning potential of current residents within Cluster Two is sufficient to maintain portions of the residential development; however, those residents struggling financially will be unable to contribute to the long-term maintenance of the neighborhood without assistance from a variety of sources. As many properties continue to decline, the residents of this cluster would be unable to spur a market-driven revitalization.
- ◆ The rehabilitation of this cluster will require a revitalization plan that includes a variety of housing opportunities within a broad range of pricing options to serve the needs of both the existing population base and the future influx of new residents.



## Statistics

- ◆ There are 931 individual parcels in Cluster Three.
- ◆ Within Cluster Three, a total of 73 structures require immediate demolition because they are either uninhabitable, or the cost to rehabilitate exceeds any potential value to be generated.
- ◆ Another 30 structures require either immediate demolition or substantial rehabilitation.
- ◆ A total of 195 parcels contain buildings and site improvements in need of minor cosmetic renovation.

## Development Trends

- ◆ The potential for revitalization of both residential and commercial development within Cluster Three is reasonably high.
- ◆ Cluster Three is strategically located near a major employment center to the west (Columbia's Central Business District).
- ◆ Transportation routes surrounding and throughout Cluster Three are adequate.
- ◆ The majority of housing in Cluster Three is stable. In the central and northern sections, there has been some new construction; however, most older homes have not been renovated. The result is the appearance of a slow decline in most areas. The existence of inferior quality multi-family housing throughout the cluster has also adversely impacted the adjacent single-family development.
- ◆ Areas of opportunity include the incompatible commercial development along Two Notch Road and the lack of an adequate buffer between those commercial uses and the adjacent residential districts. The installation of an adequate buffer zone between these uses will enhance the appeal of both property types. In addition, there are a number of incompatible commercial uses along Carnegie Street that act as a barrier to new development. These incompatible uses must be addressed.

## Demographic Analysis

- ◆ As of 2003, the U.S. Census Bureau estimates there are 2,158 residents living within the boundaries of Cluster Three.
- ◆ The total population within Cluster Three decreased consistently between 1990 and 2000, and is projected to decrease to a low of 1,924 persons by 2008.
- ◆ As of 2003, the U.S. Census Bureau estimates there are 892 households within the boundaries of Cluster Three.
- ◆ The total number of households also decreased consistently between 1990 and 2000 and is projected to

Cluster Three	
Barhamville Estates	
Booker Washington Heights Neighborhood	
Jones McDonald Community Club	

Population Trends – Cluster 3	
2008 Projection	1,924
2003 Estimate	2,158
2000 Census	2,311
1990 Census	3,197
1990 – 2000 Total Growth	-27.71%
Annual Average	-2.77%

Source: U.S. Bureau of Census and Claritas, Inc.

Household Trends – Cluster 3	
2008 Projection	832
2003 Estimate	892
2000 Census	980
1990 Census	1,086
1990 – 2000 Total Growth	-14.36%
Annual Average	-1.44%

Source: U.S. Bureau of Census and Claritas, Inc.

Occupied Housing Units – Cluster 3	
2000 Total Occupied Housing Units	930
Owner Occupied	31.08%
Renter Occupied	69.82%
Average # Persons Per HH	2.48

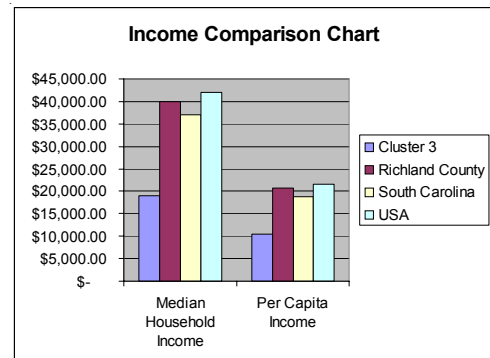
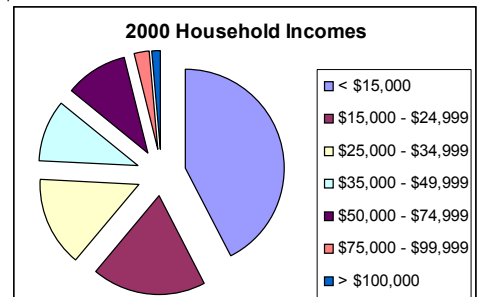
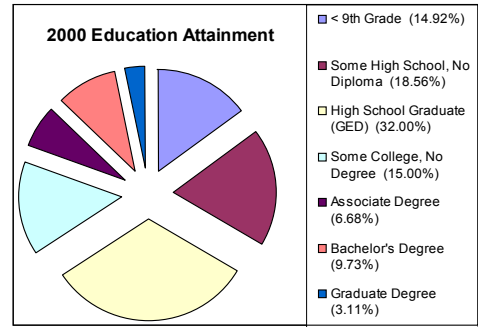
Source: U.S. Bureau of Census and Claritas, Inc.

Owner-Occupied Property Values – Cluster 3	
Under \$20,000	6.16%
\$20,000 - \$59,999	36.99%
\$60,000 - \$79,999	15.75%
\$80,000 - \$99,999	25.68%
\$100,000 - \$149,999	8.22%
\$150,000 - \$199,999	7.52%
\$200,000 +	0.00%
Median Property Value	\$68,936

Source: U.S. Bureau of Census and Claritas, Inc.

decrease to a low of 832 households by 2008.

- ◆ The consistent and relatively significant decreases in both population and number of households between 1990 and 2000 reflects the decline of many residential areas within this cluster overall.
- ◆ As the quality of available housing and neighborhood amenities has decreased, the demand for existing residential structures in Cluster Three has decreased accordingly.
- ◆ A total of 69.82% of all occupied housing units within Cluster Three are renter occupied, indicating a relatively transient population base.
- ◆ Within Cluster Three, 66.52% of the population over the age of 25 has earned a high school diploma or GED.
- ◆ The percentage of population without a high school diploma or GED is considerable and has adversely impacted the household income and per capita income levels achieved within Cluster Three.
- ◆ There are a reported 1,074 housing units within Cluster Three and 930 households, indicating an overall occupancy rate of 86.59% for all housing types.
- ◆ Just over 51% of the existing housing units are single-family dwellings, and nearly 84% of all existing housing units were built before 1980.
- ◆ The median property value within Cluster Three was \$68,936 in 2000.
- ◆ In 2000, just over 37% of the population within Cluster Three generated incomes below the poverty level.
- ◆ In 2000, the median household income and per capita household income levels reported within Cluster Three were substantially lower than those reported for Richland County, the State of South Carolina and the nation.
- ◆ While the below average income levels generated by residents within Cluster Three will not preclude revitalization, it will require a revitalization plan that includes a variety of housing opportunities within a broad range of pricing options to serve the needs of both the existing population base and the future influx of new residents.



## Statistics

- ◆ There are 425 individual parcels in Cluster Four.
- ◆ Within Cluster Four, a total of 49 structures require immediate demolition because they are either uninhabitable, or the cost to rehabilitate exceeds any potential value to be generated.
- ◆ Another 15 structures require either immediate demolition or substantial rehabilitation.
- ◆ A total of 68 parcels contain buildings and site improvements in need of minor cosmetic renovation.

## Development Trends

- ◆ The potential for revitalization of both residential and commercial development within Cluster Four is reasonably high.
- ◆ Cluster Four is strategically located between a major employment center to the west (Columbia's Central Business District), and a dense, stable and relatively wealthy population base to the east (Forest Acres).
- ◆ Transportation routes surrounding and throughout Cluster Four are adequate.
- ◆ Portions of Cluster Four are currently experiencing a market-based revitalization, while others have consistently declined over time to the detriment of surrounding areas.
- ◆ Areas of opportunity include the Allen-Benedict Apartments located at the corner of Laurel, Read and Harden Streets, and the incompatible commercial development along Two Notch Road. The rehabilitation of these areas will result in dramatic enhancements for the surrounding residential properties

## Demographic Analysis

- ◆ As of 2003, the U.S. Census Bureau estimates there are 4,460 residents living within the boundaries of Cluster Four.
- ◆ The total population within Cluster Four decreased consistently between 1990 and 2000, and is projected to decrease to a low of 4,174 persons by 2008.
- ◆ As of 2003, the U.S. Census Bureau estimates there are 1,119 households within the boundaries of Cluster Four.
- ◆ The total number of households also decreased consistently between 1990 and 2000, and is projected to decrease to a low of 1,030 households by 2008.
- ◆ The consistent and relatively significant decreases in both population and number of households between 1990 and 2000 reflects the decline of many residential areas within

Cluster Four	
Edgewood Neighborhood Council	
Eva P. Trezevant Neighborhood	
Benedict College	
Columbia Housing Authority	

Population Trends – Cluster 4	
2008 Projection	4,174
2003 Estimate	4,460
2000 Census	4,645
1990 Census	4,859
1990 – 2000 Total Growth	-4.40%
Annual Average	-0.44%

Source: U.S. Bureau of Census and Claritas, Inc.

Household Trends – Cluster 4	
2008 Projection	1,030
2003 Estimate	1,119
2000 Census	1,174
1990 Census	1,406
1990 – 2000 Total Growth	-16.50%
Annual Average	-1.65%

Source: U.S. Bureau of Census and Claritas, Inc.

Occupied Housing Units – Cluster 4	
2000 Total Occupied Housing Units	1,174
Owner Occupied	10.99%
Renter Occupied	89.01%
Average # Persons Per HH	2.19

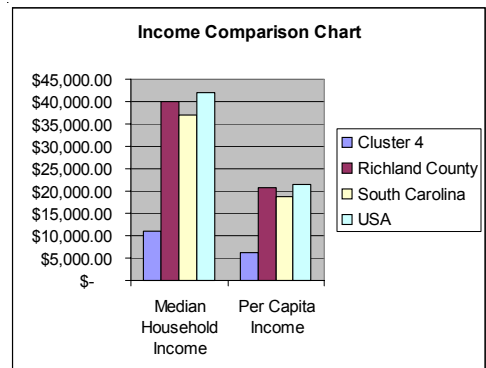
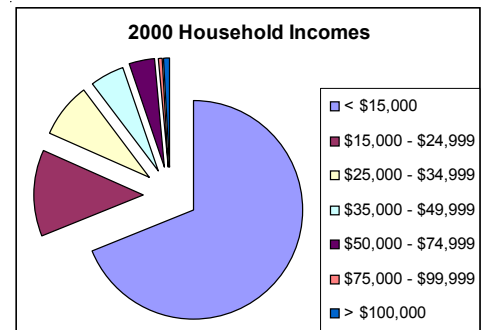
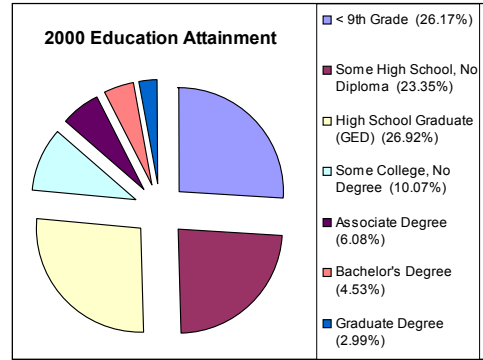
Source: U.S. Bureau of Census and Claritas, Inc.

Owner-Occupied Property Values – Cluster 4	
Under \$20,000	10.32%
\$20,000 - \$59,999	30.16%
\$60,000 – \$79,999	26.98%
\$80,000 - \$99,999	8.73%
\$100,000 - \$149,999	3.97%
\$150,000 - \$199,999	13.49%
\$200,000 +	0.00%
Median Property Value	\$67,143

Source: U.S. Bureau of Census and Claritas, Inc.

this cluster overall.

- ◆ As the quality of available housing and neighborhood amenities has decreased, the demand for existing residential structures in Cluster Four has decreased accordingly.
- ◆ A total of 89.01% of all occupied housing units within Cluster Four are renter occupied, indicating a relatively transient population base.
- ◆ Within Cluster Four, only 50.48% of the population over the age of 25 has earned a high school diploma or GED.
- ◆ The percentage of population without a high school diploma or GED is considerable and has adversely impacted the household income and per capita income levels achieved within Cluster Four.
- ◆ There are a reported 1,355 housing units within Cluster Four and 1,030 households, indicating an overall occupancy rate of 76.01% for all housing types.
- ◆ Just over 21% of the existing housing units are single-family dwellings, and nearly 89% of all existing housing units were built before 1980.
- ◆ The median property value within Cluster Four was \$67,143 in 2000.
- ◆ In 2000, just over 54% of the population within Cluster Four generated incomes below the poverty level.
- ◆ In 2000, the median household income and per capita household income levels reported within Cluster Four were less than half those reported for Richland County, the State of South Carolina and the nation.
- ◆ While the below average income levels generated by residents within Cluster Four will not preclude revitalization, it will require a revitalization plan that includes a variety of housing opportunities within a broad range of pricing options to serve the needs of both the existing population base and the future influx of new residents.



## Statistics

- ◆ There are 206 individual parcels in Cluster Five.
- ◆ Within Cluster Five, a total of 20 structures require immediate demolition because they are either uninhabitable, or the cost to rehabilitate exceeds any potential value to be generated.
- ◆ Another 5 structures require either immediate demolition or substantial rehabilitation.
- ◆ A total of 68 parcels contain buildings and site improvements in need of minor cosmetic renovation.

## Development Trends

- ◆ The potential for revitalization of both residential and commercial development within Cluster Five is reasonably high.
- ◆ Cluster Five is strategically located between a major employment center to the north (Columbia's Central Business District), and a dense, stable population base to the northeast. In addition, Cluster Five has proximity to the retail and entertainment district of Five Points, the Rosewood Dr corridor, the campus of the University of South Carolina, Sarge Frye Field and Williams Brice Stadium.
- ◆ Transportation routes surrounding and throughout Cluster Five are adequate.
- ◆ The majority of existing residential development within Cluster Five is stable. In the northern portion of this cluster, recent new construction has been well-received by homeowners and indicated continuing demand for good quality housing.
- ◆ The residential development on the northwest and south-central portions of this cluster have suffered a steep decline over the past 20 years, which is directly attributable to the adjacent incompatible warehouse/ industrial development.
- ◆ Areas of opportunity include the incompatible warehouse/ industrial development interspersed throughout the residential development on the northwest and south-central portions of this neighborhood and the lack of sufficient buffering between those uses. In addition, the former nuclear laundry site has adversely impacted this neighborhood and acted as a barrier to revitalization. The future rehabilitation of this area is dependent upon the successful clean up of this site and the mitigation of resulting stigma to the area.

## Demographic Analysis

- ◆ As of 2003, the U.S. Census Bureau estimates there are

Cluster Five	
South Edisto Court Community	

Population Trends – Cluster 5	
2008 Projection	230
2003 Estimate	257
2000 Census	281
1990 Census	392
1990 – 2000 Total Growth	-28.32%
Annual Average	-2.83%

Source: U.S. Bureau of Census and Claritas, Inc.

Household Trends – Cluster 5	
2008 Projection	101
2003 Estimate	108
2000 Census	115
1990 Census	156
1990 – 2000 Total Growth	-26.28%
Annual Average	-2.63%

Source: U.S. Bureau of Census and Claritas, Inc.

Occupied Housing Units – Cluster 5	
2000 Total Occupied Housing Units	115
Owner Occupied	40.87%
Renter Occupied	58.26%
Average # Persons Per HH	2.45

Source: U.S. Bureau of Census and Claritas, Inc.

Owner-Occupied Property Values – Cluster 5	
Under \$20,000	0.00%
\$20,000 - \$59,999	28.57%
\$60,000 - \$79,999	9.52%
\$80,000 - \$99,999	50.00%
\$100,000 - \$149,999	11.90%
\$150,000 - \$199,999	0.00%
\$200,000 +	0.00%
Median Property Value	\$68,850

Source: U.S. Bureau of Census and Claritas, Inc.

257 residents living within the boundaries of Cluster Five.

- ◆ The total population within Cluster Five decreased consistently between 1990 and 2000, and is projected to decrease to a low of 230 persons by 2008.
- ◆ As of 2003, the U.S. Census Bureau estimates there are 108 households within the boundaries of Cluster Five.
- ◆ The total number of households also decreased consistently between 1990 and 2000, and is projected to decrease to a low of 101 households by 2008.
- ◆ The consistent and relatively significant decreases in both population and number of households between 1990 and 2000 reflects the decline of many residential areas within this cluster overall.
- ◆ As the quality of available housing and neighborhood amenities has decreased, the demand for existing residential structures in Cluster Five has decreased accordingly.
- ◆ A total of 58.26% of all occupied housing units within Cluster Five are renter occupied, indicating a relatively transient population base.
- ◆ Within Cluster Five, 71.98% of the population over the age of 25 has earned a high school diploma or GED.
- ◆ The percentage of population without a high school diploma or GED is considerable and has adversely impacted the household income and per capita income levels achieved within Cluster Five; however, a significant portion of the adult population has earned a college degree, which reflects positively on the potential of the local population to enhance their quality of life.
- ◆ There are a reported 168 housing units within Cluster Five and 115 households, indicating an overall occupancy rate of 68.45% for all housing types.
- ◆ Just over 54% of the existing housing units are single-family dwellings, and nearly 93% of all existing housing units were built before 1980.
- ◆ The median property value within Cluster Five was \$68,850 in 2000.
- ◆ In 2000, just over 23% of the population within Cluster Five generated incomes below the poverty level.
- ◆ In 2000, the median household income and per capita household income levels reported within Cluster Five were slightly lower than those reported for Richland County, the State of South Carolina and the nation.
- ◆ While the below average income levels generated by residents within Cluster Five will not preclude revitalization, it will require a revitalization plan that includes a variety of housing opportunities within a broad range of pricing options to serve the needs of both the existing population base and the future influx of new residents.

