



THE CITY OF
GOOSE CREEK

BERKELEY CO. **EST. 1961** SO. CAROLINA

**PLANNING COMMISSION
SUPPORTING DOCUMENTS
TUESDAY, SEPTEMBER 1, 2020
5:30PM**

**MARGUERITE BROWN MUNICIPAL CENTER
CITY HALL COUNCIL CHAMBERS
519 N. GOOSE CREEK BLVD.
GOOSE CREEK, SOUTH CAROLINA**

MEMORANDUM

TO: MEMBERS OF THE PLANNING COMMISSION

FROM: LILI ORTIZ-LUDLUM
ADMINISTRATIVE ASSISTANT

DATE: August 28, 2020

SUBJECT: NOTIFICATION OF
PLANNING COMMISSION MEETING

This is to remind everyone that the next meeting of the Planning Commission is scheduled for Tuesday, September 1, 2020, at 5:30 p.m. via Zoom.

Should you have any questions or comments prior to Tuesday's meeting, please do not hesitate to contact Brenda Moneer at (x.1116) or Mark Brodeur, Planning Director (x.1118) at 843-797-6220.



MINUTES

**MINUTES
CITY OF GOOSE CREEK
PLANNING COMMISSION
THURSDAY, JULY 16, 2020, 6:30 P.M.
VIDEO CONFERENCE (ZOOM)**

I. CALL TO ORDER – CHAIRMAN JOSH JOHNSON

Action: Chairman Johnson called the meeting to order at 6:30 p.m.
Present: Heather Byrd; Paul Connerty; Judie Edwards; Josh Johnson; Jeffrey Smith; Gary Berenyi
Absent: None
Staff Present: Planning Director Mark Brodeur; Planning Technician Brenda Moneer
Council Present: None

II. APPROVAL OF AGENDA

Motion: A motion was made to approve the agenda. **Moved by** Commissioner Edwards; **Seconded by** Commissioner Smith.
Discussion: There was none.
Vote: All voted in favor. The motion carried (7-0).

III. REVIEW OF MINUTES: JUNE 2, 2020

Chairman Johnson stated there was a correction for item number four on the agenda. The final vote stated 6 to 0 however he recused himself and it should state 5 to 0.

Motion: A motion was made to approve the minutes with corrections. **Moved by** Commissioner Connerty; **Seconded by** Commissioner Edwards.
Discussion: There was none.
Vote: All voted in favor. The motion carried (6-0).

IV. DISCUSSION FOR THE GOOSE CREEK COMPREHENSIVE PLAN 2020: BERKELEY-CHARLESTON-DORCHESTER COUNCIL OF GOVERNMENT (BCDCOG) FINAL PRESENTATION TO COMMISSION.

Ms. Bush stated the content overview is as follows:

- Matrix of Former Plans and Studies – Key Findings
- Housing Affordability Assessment
- Housing Needs Projections
- Economic Base Analysis
- Build Out Analysis

She stated the key finds for the former plans and studies were as follows:

- Goose Creek 2019 Strategic Plan
- Prior (2010 and 2015 update) Goose Creek Comprehensive Plans
- Berkeley County Comprehensive Plan
- OurRegion OurPlan

Ms. Bush presented a slide of the growth trends regarding housing needs. She stated in 2025 Environmental Systems Research Institute (ESRI) projected an estimated total of 19,666 housing units will be needed compared to 2020s which is 17,600. She stated they will be a 2000 housing unit gap.

She presented a housing affordability slide showing rental housing affordability, median rent comparison (2018) and median rent in Goose Creek. She stated there is a struggle of affordability, particularly in the rental market. Prices are increasing at 3.3% per year.

Ms. Bush presented the Economic Base Analysis (EBA) as follows:

- Economic base refers to the companies/employers that generate jobs in an area.
- An Economic Base Analysis (EBA) identifies which industries are key to a region’s economy
- EBAs help to inform decisions about workforce targeting and economic development (ED).
 - Strong economies improve a population’s living standards, increasing life expectancy, overall health, literacy, and access to quality housing.
- Effective ED strategies require a thorough understanding of the strengths, weaknesses, and growth opportunities within the economic base.

She presented industry statistics. She stated the biggest employers in the City are as follows:

1. Berkeley County Water – 175 Employees
2. Howe Hall Elementary School – 63 Employees
3. McDonald’s – 55 Employees

She stated there is a total of 764 businesses with 7419 employees in the City.

Ms. Bush presented a Civilian Labor Force Statistic slide showing 2020 estimated and 2025 demographic summaries as follows:

<u>Demographic Summary</u>	<u>2020 (Estimated)</u>	<u>2025 (Projected)</u>
Population	45,761	50,855
Population 18+	35,196	38,763
Households	16,287	18,261
Median Household Income	\$68,662	\$72,740

She presented Tapestry Segments which are multiple charts and a map showing who the City's local economy is supporting with explanations.

She presented a slide entitled 2020 Goose Creek Consumer Spending which was broken down into the following categories:

- Shelter
- Health Care
- Food at Home
- Entertainment/Recreation
- Travel
- Support Payments/Cash
- HH Furnishings & Equipment
- Apparel & Services
- Education
- Vehicle Maintenance & Repairs
- Personal Care Products & Services

Ms. Bush presented a Retail Market Profile that identifies opportunities for localized economic growth. She stated the leakage surplus factor shows where the demand is. She stated the retail gap shows where the City is losing revenue as people are going outside the city for those services.

Ms. Bush presented a slide regarding retail categories that show local opportunity for economic growth. She stated the biggest categories where money is being spent outside of the city are grocery stores, food & beverage stores, automobile dealers and motor vehicle and parts dealers.

She presented a sports and leisure market potential that measure what kind of activity residents are engaged in which can be translated into revenue. She stated the most popular are dined out, watching sports on tv and attending a movie. She also presented a restaurant market profile.

Ms. Bush stated the City has a surplus in general merchandise and used merchandise stores which brings in money from the outside. She stated there are many industries and subsectors with "leakage" where residents spend money outside the City. She stated all these "leakage" and retail gap categories present opportunities for the City to capitalize.

Ms. Bush presented a build out analysis showing key maps and planning areas and development constraints.

- Planning Area 1 (GC1) – Upper Goose Creek (one dot on the map equals 10 units)
 - Total Parcel Area (Square Feet): 212,320,339
 - Total Constraints (Square Feet): 18,267,900
 - Total Available Land (Square Feet): 194,052,439
 - Potential Units: 6,889
- Planning Area 2 (GC2) – Central Goose Creek (one dot on the map equals 20 units)
 - Total Parcel Area (Square Feet): 383,955,518

- Total Constraints (Square Feet): 161,805,056
- Total Available Land (Square Feet): 222,150,462
- Potential Units: 17,397
- Northern Potential Growth Zone (A-1, A-2, A-3)
 - Total Parcel Area (Square Feet): 434,565,930
 - Total Constraints (Square Feet): 104,467,200
 - Total Available Land (Square Feet): 15,869,334
- Central Potential Growth Zone (A-4)
 - Total Parcel Area (Square Feet): 168,117,145
 - Total Constraints (Square Feet): 45,351,180
 - Total Available Land (Square Feet): 122,765,965
- Western Potential Growth Zone (A-5)
 - Total Parcel Area (Square Feet): 416,493,401
 - Total Constraints (Square Feet): 87,304,561
 - Total Available Land (Square Feet): 329,188,839

Ms. Bush concluded her presentation and answered questions from the Commission. No one from the public was present. Mr. Brodeur stated working with a Phase 2 consultant, which City Council recently approved, will be the next steps.

V. DISCUSSION: ESTABLISH HEAVY INDUSTRIAL DISTRICT (HI), LANGUAGE OUTLINING USES BY RIGHT

Mr. Brodeur stated Century Aluminum had to identify the zoning they want upon annexation. He stated currently they are zoned Heavy Industrial (HI) through Berkeley County and would like to continue with that classification. Mr. Brodeur stated the proposed HI language was presented to the Commission. He stated the first step is establishing the new zoning for the City. He stated currently, the City has an Industrial zoning, however it does not fit the work that is being done at the plant.

Chairman Johnson stated currently the City has three (3) industrial zoning districts. He inquired as to why a new zoning classification needs to be created and stated the current General Industrial (GI) has just about every use to be considered by right. Mr. Brodeur stated he will inquire if revisions to the GI zoning class could be made. Commissioner Smith and Chairman Johnson are concerned with public perception if a new zoning classification is created for this property. Chairman Johnson stated the reason to create a new district is because there is a gap of what we currently have, not because a singular business is requesting one. Mr. Brodeur stated this will be a future discussion.

VI. COMMENTS FROM THE COMMISSION

There was none.

VII. COMMENTS FROM STAFF

Mr. Brodeur stated the City has hired TSW out of Atlanta for Phase 2 of the Comprehensive Plan.

VIII. ADJOURNMENT

Commissioner Smith made a motion to adjourn, Commissioner Connerty seconded. All voted in favor (7-0). The meeting adjourned at approximately 7:54pm.

Mr. Josh Johnson, Chairman

Date: _____