

NEWBERRY COUNTY COUNCIL WORK SESSION
MINUTES
December 6, 2023

Newberry County Council met on Wednesday, December 6, 2023, at 5:05 p.m. in Council Chambers at the Courthouse Annex, 1309 College Street, Newberry, SC, for a Work Session.

Notice of the meeting was duly advertised, as required by law.

PRESENT: Todd Johnson, Chairman
Les Hipp, Vice Chairman
Leon Fulmer, Council Member
Travis Reeder, Council Member
Johnny Mack Scurry, Council Member
Karl Sease, Council Member
Robert N. Shealy, Council Member
Jeff Shacker, County Administrator
Eric Nieto, I.T. Director
Rick Farmer, Economic Development Director
Katie Werts, Director of Planning and Development Services
Andrew Wigger, Clerk to Council/PIO

Mr. Johnson called the meeting to order at 5:05 p.m.

1. Presentation of the proposed Economic and Land Use elements of the draft Comprehensive Plan - Cheryl Matheny, Planning Consultant, The Matheny-Burns Group.
 - Ms. Matheny presented a PowerPoint presentation, as attached in the minutes, detailing the two mentioned elements.
 - Regarding the Economic Development element, Ms. Matheny covered Economic Base, Ten Largest Taxpayers, Existing Industrial and Commercial Land Use, Economic Base – Capital Investment, New Capital Investments, Major Employers,

Unemployment Trends, Wages, Earnings and Unemployment by Education, County Employment by Sector, Commuters, Economic Development, Economic Resiliency.

- Ms. Matheny said Mr. Farmer reviewed the Economic Development Element and provided his edits and additions. She additionally said they used the Economic Development Strategic Plan for background information.
- Mr. Hipp addressed the slide that states, “there was \$12.4 million in assessed property value in manufacturers and utilities.” He said that seems awfully low when you consider Samsung, MM Technics, Kiswire, Kraft Heinz, all the manufacturers. He asked if all of that is not greater than \$12.4 million?
 - Ms. Matheny said that is the data they were given.
 - Mr. Farmer said you are talking about the difference between assessed value and fair market value and assessed value is always lower. However, he said that those numbers still seem low to him. He added that the Samsung building had a market value of \$17 million when purchased in 2017.
- Mr. Hipp asked where the actual number came from.
 - Ms. Matheny said she believes they received the number from the county’s information.
- Mr. Hipp said it seems low for all the manufacturers they have in Newberry.
- Ms. Matheny said if the county had more accurate data, they’d be happy to replace it.
- Mr. Sease asked where the admissions tax collections are collected. Ms. Matheny said that would be money collected and venues like the Newberry Opera House. Mr. Sease then asked about the accommodations tax and Ms. Matheny said that would be like hotels and motels.
- Under Major Employers, Ms. Matheny said this list has not taken into account that Kraft Heinz has downsized and that number is now lower.

- Regarding Land Use, Ms. Matheny requested council look at the Land Use Map and tell her what they think and if they would like any additional changes.
 - Mr. Johnson said he wanted to talk about some of the things that are there, like some of the farms being marked as Transitional. Mr. Johnson requested getting the original map back to review and rectify that change.
 - Mr. Johnson said he thinks they can discuss this in another session.
 - Ms. Matheny said to keep in mind that if something is Transitional, it doesn't mean it has to change.
 - Mr. Johnson said he wants to make sure they look out for their farmers.

2. Executive Session:

a. Personnel Matter(s):

- i. Discussion of matters related to appointment and compensation of Public Works Director pursuant to SC Code of Laws Section 30-4-70(a)(1).

b. Real Estate Matter(s):

- i. Discussion of matters related to MCCP II pursuant to SC Code of Laws Section 30-4-70(a)(2)
- ii. Discussion of matters related to Newberry County Industrial Park pursuant to SC Code of Laws Section 30-4-70(a)(2).

c. Economic Development Matter(s):

- i. Discussion of matters related to Project Palmetto pursuant to SC Code of Laws Section 30-4-70(a)(5).

- Mr. Sease made a motion to go into executive session at 5:23 p.m., Mr. Shealy gave a second and the motion was approved 7-0.
- At 6:09 p.m., Mr. Sease made a motion to come out of executive session; Mr. Shealy gave the second and the motion was approved 7-0.
- Mr. Johnson said they met in executive session for the aforementioned reasons and no action was taken.

3. Adjournment

- Mr. Shealy made a motion to adjourn; Mr. Reeder provided the second. The motion was approved 7-0.

NEWBERRY COUNTY COUNCIL



Todd Johnson, Chairman



Andrew Wigger, Clerk to Council

Minutes Approved: Jan. 3, 2024

Newberry County Comprehensive Plan

**Economic Development and Land
Use Elements for County Council
Review and Adoption**

December 6, 2023

The Comprehensive Plan

Introduction

What is our Role in the Plan?

- Review and discuss element drafts
- Provide any edits needed to Katie in writing
- Discuss any major edits as needed
- Consider Planning Commission recommendation, review entire document and make changes as needed
- May approve individual elements
- Vote to adopt entire Plan by ordinance

Comprehensive Plan

Plan Elements

Population

Housing

Economic

Natural Resources

Cultural Resources

Community Facilities

Transportation

Resiliency (new)

Priority Investment

Land Use

Planning Process

Inventory

Needs & Goals

Implementation

Implementation

Zoning Ordinance

Subdivision Regs

Capital Improvements

Zoning Map

Policies and Procedures

What is Required for each Element?

- Inventory of existing conditions
- Statement of needs and goals
- Implementation strategies with timeframes

Economic Development Element



What is the Economic Element?

- Provides an assessment of the components of the economy in Newberry County, its municipalities, and the surrounding region:
 - ❑ Labor force characteristics
 - ❑ Commuting patterns
 - ❑ Educational attainment
 - ❑ Occupational outlook
 - ❑ Economic base and diversity
 - ❑ Economic recruitment strategies
 - ❑ Income and wealth characteristics
 - ❑ Existing business and industry
 - ❑ Market forces
 - ❑ Recommendations for a healthy economic climate

What is the Economic Element?

- Provides a platform for local officials to identify the types of employment desired and the general location where such opportunities should be directed
- Ensures the distribution of economic benefits to residents throughout the County
- Examines the role of the County and its municipalities within the context of the State and regional economy

Economic Base

- County's total assessed property value was \$171,722,637 in 2022 – of which \$12.4 million was from manufacturers and utilities
- County had nearly \$431 million in total retail sales in 2017, of which \$270 million was in the City of Newberry
- Countywide admissions tax collections totaled \$17,723 in FY 2022
- County accommodations tax collections totaled \$285,068, of which \$158,402 was in the City

Ten Largest Taxpayers

| PROPERTY OWNER | TAXABLE ASSESSED VALUE | TOTAL TAX LEVIED |
|-------------------------------|------------------------|------------------|
| Kraft Foods | \$7,478,878 | \$2,268,015 |
| Dominion Energy | \$5,823,860 | \$2,137,357 |
| Newberry Electric Cooperative | \$4,621,850 | \$1,696,219 |
| Kiswire | \$3,293,894 | \$1,208,859 |
| Duke Energy Carolinas | \$2,979,400 | \$1,093,440 |
| Georgia Pacific Wood Products | \$3,657,720 | \$1,091,671 |
| West Fraser | \$2,985,905 | \$1,070,427 |
| Samsung | \$2,724,796 | \$1,000,000 |
| AT&T Mobility | \$1,095,390 | \$ 402,008 |
| Pioneer Frozen Foods | \$1,068,493 | \$ 392,137 |

Existing Industrial and Commercial Land Use

| EXISTING LAND USE | ACRES | PERCENTAGE OF AREA |
|---------------------|-----------|--------------------|
| Commercial | 3,035.8 | 0.8% |
| Industrial | 1,329.7 | 0.3% |
| Vacant Land | 11,575.2 | 3.0% |
| All Other Land Uses | 374,610.5 | 95.9% |
| Total of all Uses | 390,551.2 | 100.0% |

Economic Base – Capital Investment

- New industrial employers brought 1,399 jobs and more than \$506.2 million in new capital investment to the County between 2013 and 2022
- 356 jobs were added and \$157.5 million in additional investments were made by existing employers over the decade
- Largest economic impact was by Samsung in 2017, with capital investment of \$380 million and 950 new jobs

New Capital Investments

| YEAR | EMPLOYER | JOBS CREATED | CAPITAL INVESTMENT | PRODUCT |
|------|--------------------------|--------------|--------------------|------------------------------------|
| 2013 | Kiswire (E) | 30 | \$13,000,000 | Steel Cord |
| 2014 | West Fraser (E) | 0 | \$27,700,000 | Lumber and Wood Products |
| 2014 | Metal Masters (E) | 20 | \$ 3,000,000 | Metal Products |
| 2014 | Kiswire (E) | 45 | \$30,000,000 | Bead Wire |
| 2015 | Sea Pro Boats (N) | 238 | \$ 5,500,000 | Boats |
| 2016 | Falcon Boats (N) | 35 | \$ 1,500,000 | Boats |
| 2016 | West Fraser, Inc. (E) | 0 | \$33,000,000 | Lumber and Wood Products |
| 2016 | MM Technics (N) | 65 | \$12,600,000 | Metal Stamping |
| 2016 | ThermaFlo (N) | 20 | <i>Undisclosed</i> | Industrial Steam and Fluid Systems |
| 2017 | Samsung Electronics (N) | 950 | \$380,000,000 | Home Appliances |
| 2017 | Trucast (E) | 10 | \$ 3,000,000 | High-precision Alloy Components |
| 2018 | Pioneer Frozen Foods (E) | 0 | \$ 6,000,000 | Dough Products |
| 2019 | Big Gun Robotics (E) | 16 | \$ 3,600,000 | Robotic Welding |
| 2019 | MM Technics (E) | 35 | \$ 6,000,000 | Metal Stamping |
| 2019 | Hecate (N) | 0 | \$ 5,000,000 | Solar |
| 2019 | Metal Masters (E) | 20 | \$ 2,000,000 | Metal Products |
| 2020 | KRA Operations (N) | 57 | \$ 11,500,000 | Home Appliance Washer Parts |
| 2020 | American Appliance (N) | 34 | \$ 1,100,000 | Components for Home Appliances |
| 2021 | Sea Pro Boats (E) | 50 | \$ 3,700,000 | Boats |
| 2021 | KRA Operations (E) | 120 | \$ 23,500,000 | Home Appliance Washer Parts |
| 2022 | Ecoplexus (N) | 0 | \$ 89,000,000 | Photovoltaic Solar Farm |
| 2022 | Trucast | 10 | \$ 3,000,000 | High-precision Alloy Components |

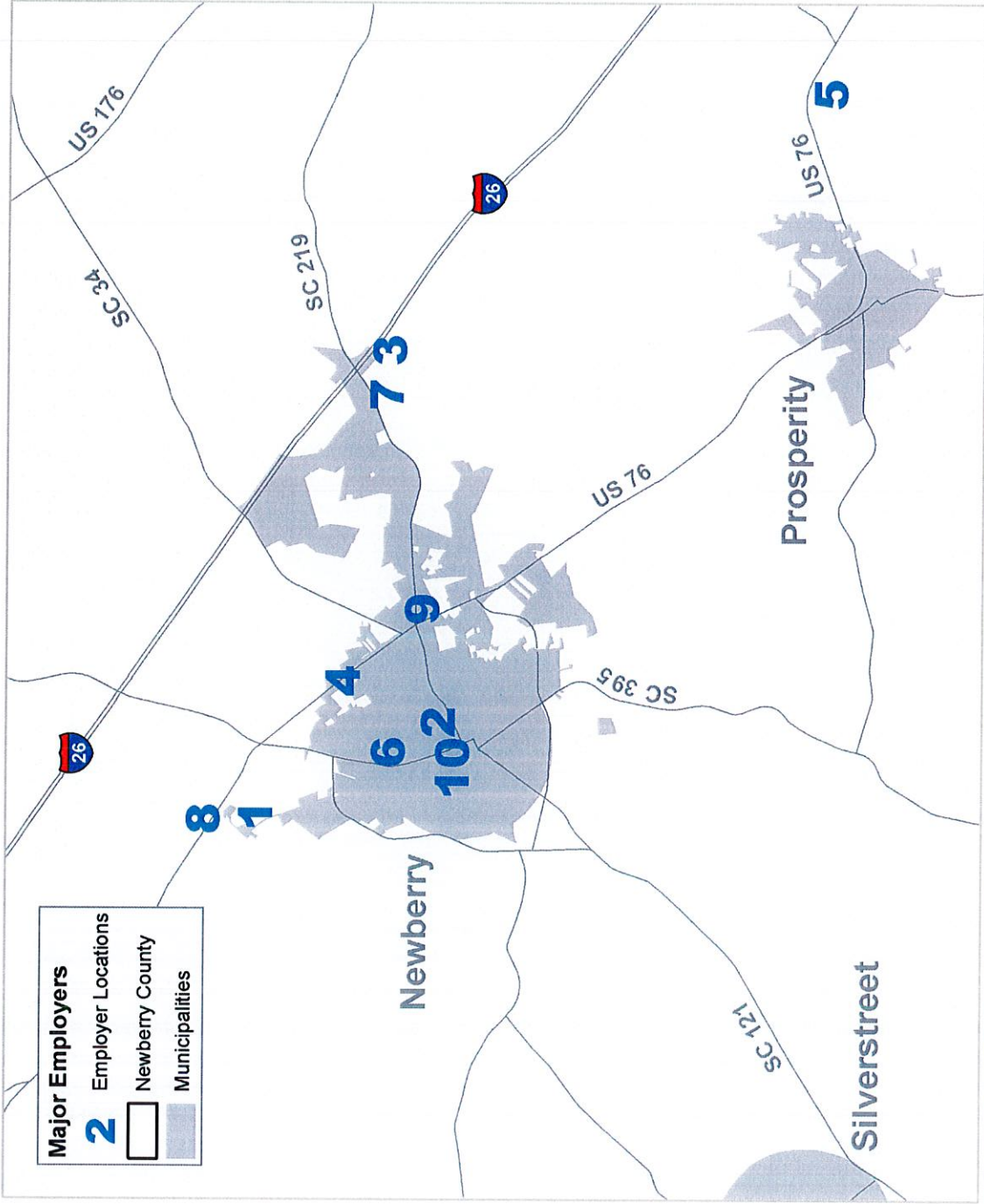
Major Employers

| RANK | EMPLOYER | EMPLOYED | EMPLOYER TYPE |
|------|-----------------------------------|----------|-------------------------|
| 1 | Kraft Heinz Foods | 1,330 | Manufacturing |
| 2 | Newberry County School District | 924 | Public - K-12 Education |
| 3 | Samsung | 650 | Manufacturing |
| 4 | Newberry County Memorial Hospital | 447 | Public - Health Care |
| 5 | Georgia Pacific | 295 | Manufacturing |
| 6 | Newberry College | 237 | Private – Higher Ed |
| 7 | Komatsu | 225 | Manufacturing |
| 8 | Valmont Composite Structures | 200 | Manufacturing |
| 9 | Walmart | 187 | Retail |
| 10 | County of Newberry | 180 | Public - Government |

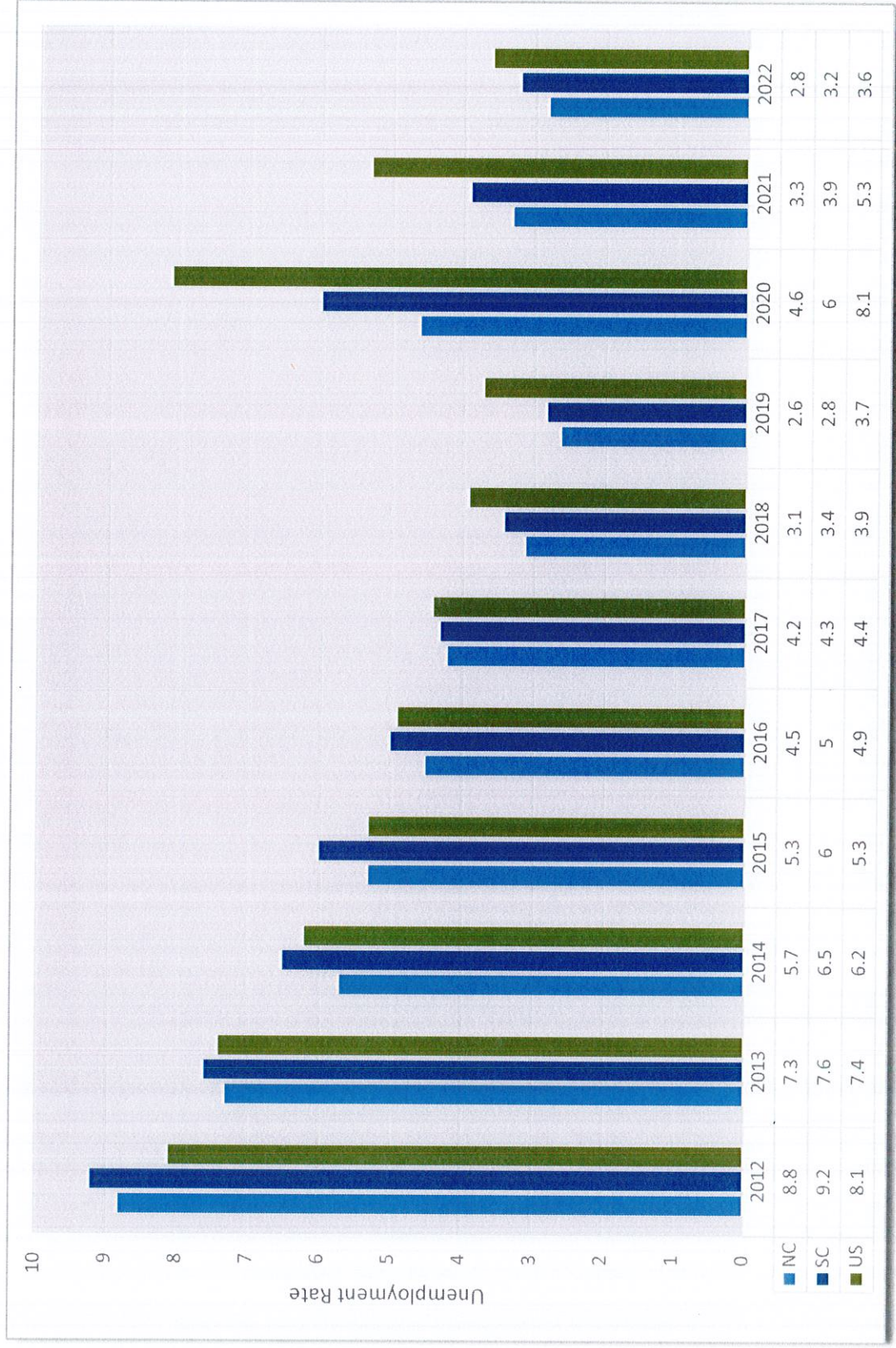
Note: Kraft Heinz Foods recently reduced their County labor force to approximately 900

Sources: City of Newberry CAFR, 2022; Newberry County Economic Development, 2023

Major Employers



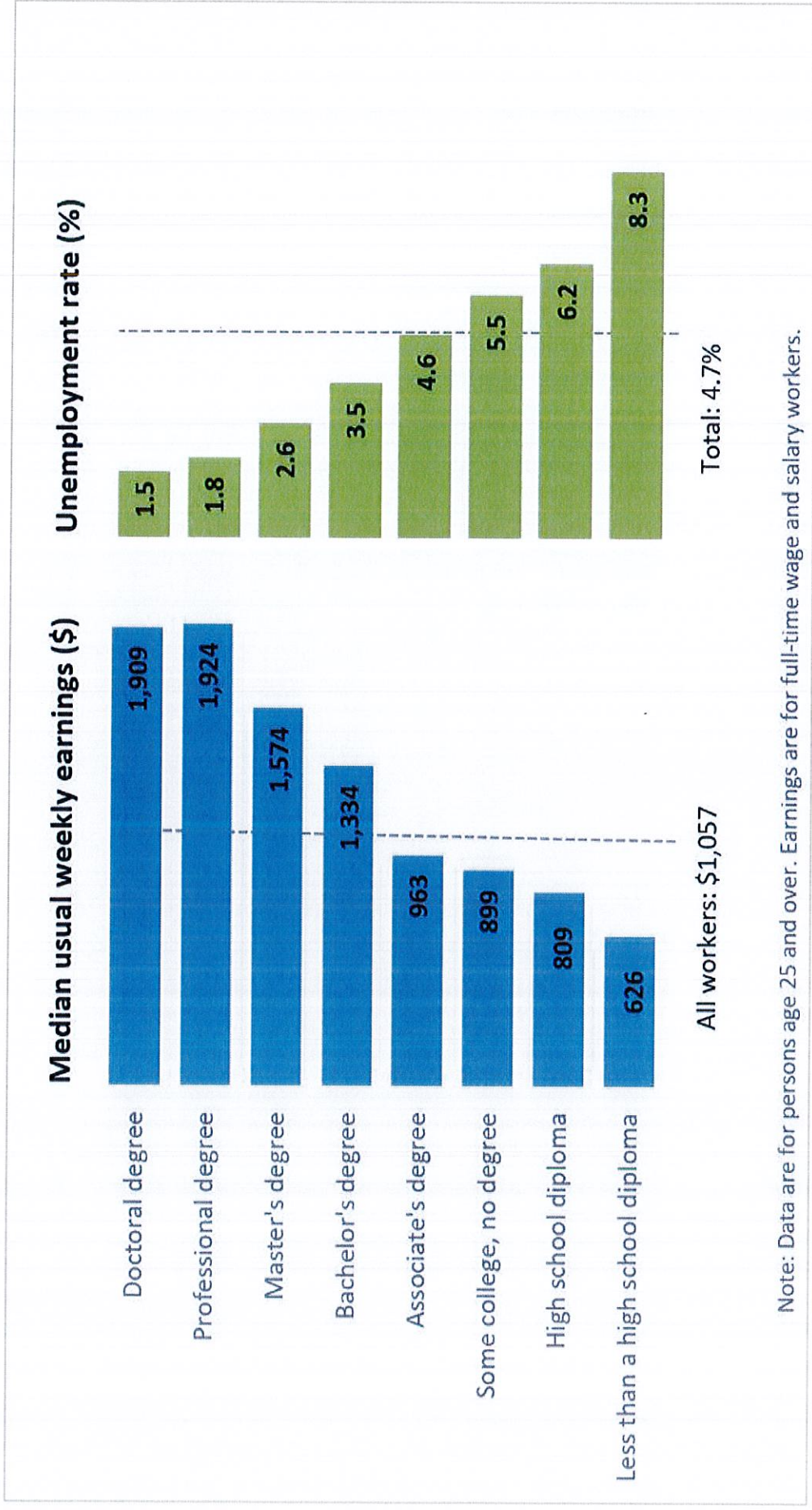
Unemployment Trends



Wages

- Highest average private sector annual wages in County are generated by the Wholesale Trade (\$72,592) and Manufacturing (\$57,720)
- Average Accommodation and Food Services sector job in Newberry County (\$17,992) offers only 31% of average weekly wage of a Manufacturing sector job

Earnings and Unemployment by Education



Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers.

County Employment by Sector

| ECONOMIC INDUSTRY SECTOR | PERCENT OF TOTAL EMPLOYMENT | | |
|--|-----------------------------|----------------|---------------|
| | NEWBERRY COUNTY | SOUTH CAROLINA | UNITED STATES |
| Agriculture, Forestry, Fishing, Hunting, and Mining | 1.6% | 0.9% | 1.6% |
| Construction | 5.9% | 7.0% | 6.9% |
| Manufacturing | 23.3% | 13.5% | 10.1% |
| Wholesale Trade | 3.6% | 2.1% | 2.3% |
| Retail Trade | 10.0% | 11.4% | 11.1% |
| Transportation, Warehousing and Utilities | 4.4% | 5.5% | 5.9% |
| Information | 0.9% | 1.5% | 1.9% |
| Finance and Insurance, Real Estate and Rental and Leasing | 3.0% | 6.2% | 6.8% |
| Professional, Scientific and Technical Services | 5.7% | 11.4% | 12.4% |
| Educational Services, Health Care and Social Assistance | 22.6% | 22.1% | 23.5% |
| Arts, Entertainment & Recreation, Accommodations & Food Services | 5.2% | 8.9% | 8.2% |
| Other Services except Public Administration | 6.9% | 4.9% | 4.6% |
| Public Administration | 6.8% | 4.6% | 4.8% |

Commuters

- More than 5,345 workers from Newberry County commute to jobs outside the County and more than 4,800 workers from surrounding counties travel to Newberry employers
- County population decreases by 2.4%, or 925 persons, during the daytime due to an outflow of workers to neighboring communities – higher than statewide at only one percent

Economic Development

- County has 10 available industrial sites totaling 1,300 acres – three are S.C. certified
- County is marketing one industrial building (currently leased by Samsung) and five retail/office/residential buildings
- Additional infill and reuse opportunities are in downtown Newberry and commercial corridors along Wilson Road and C.R. Koon Highway
- County seeks to build a vibrant and diversified economy by focusing on industry targets in the Automotive, Materials, Transportation and Logistics, and Food, Beverage and Agricultural sectors

Economic Resiliency

- While County unemployment rates have fared better than national average, per capita income measures indicate continued vulnerability to economic stress
- County Economic Development Strategic Plan (2022) prioritizes economic diversification and cultivation of businesses that offer quality, higher-wage jobs and strengthen the tax base
- Diversity of industrial clusters in County helped stabilize the local economy and quickened the rebound after the COVID-19 pandemic

Land Use



What is the Land Use Element?

- Considers existing and future land use by categories
- Influenced and guided by the other eight required Comprehensive Plan elements
- Recognizes current and historical trends while providing an opportunity to reflect on strengths, challenges and opportunities
- Represents a culmination of the issues, information, analyses, goals and objectives of the other eight required elements
- Local governments must adopt a land use element before adopting a zoning ordinance

Existing Land Use - Methodology

- Inventory of existing land uses developed through extensive geographic information system (GIS) analysis of digital mapping data
- Mapping of existing land uses integrated land use category definitions and County Assessor tax parcel data, as well as staff knowledge
- Roadways and railroad transportation rights-of-way are not assigned land use classifications and are not included in land use calculations

Existing Land Use Categories

- **Agricultural/Forestry** – land used primarily for agriculture and forestry, including residences for owners/workers and storage. Includes properties 10+ acres and taxed as agriculture, also adjoining multiple properties 10+ acres and under same ownership.
- **Commercial** – land used to conduct businesses, trade, administration, professional activities or services, or personal services
- *Industrial* – land used to manufacture, assemble, process, or fabricate goods and/or to warehouse or transport goods

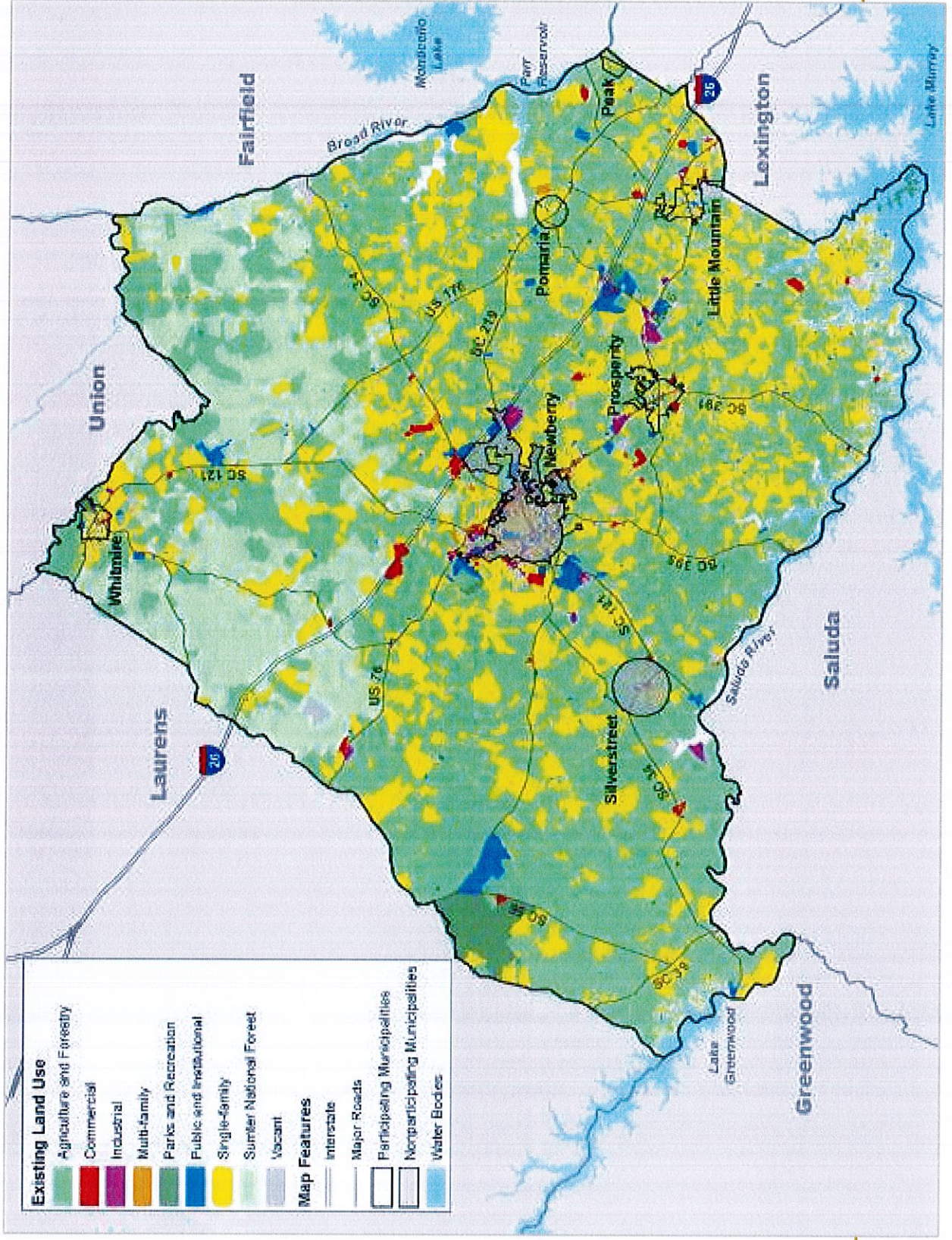
Existing Land Use Categories

- **Single-Family Residential** – land used for residential structures including single-family dwellings, duplexes, manufactured homes on single lots, and manufactured home subdivisions. Includes properties <10 acres and taxed as agriculture if there are improvements.
- **Multi-Family Residential** – land used for residential structures other than those included in single-family residential, including structures with 3+ dwelling units, zero lot line developments, patio homes, condominiums, townhouses, and manufactured home parks
- **Sumter National Forest** – federally owned and managed land within the Sumter National Forest

Existing Land Use Categories

- **Parks and Recreation** – land used for public active and passive recreation or to preserve open space, including local and state parks, ball fields, playgrounds, nature preserves, wildlife management areas, and Dominion recreation sites
- **Public and Institutional** – land used primarily for private, public, quasi-public, religious, philanthropic, or other activity undertaken for providing for the social, cultural, educational, health or physical betterment of the community and public governance
- **Vacant Land** – land area not developed for a specific use or assigned a land use classification. Includes properties <10 acres and taxed as agriculture with no improvements.

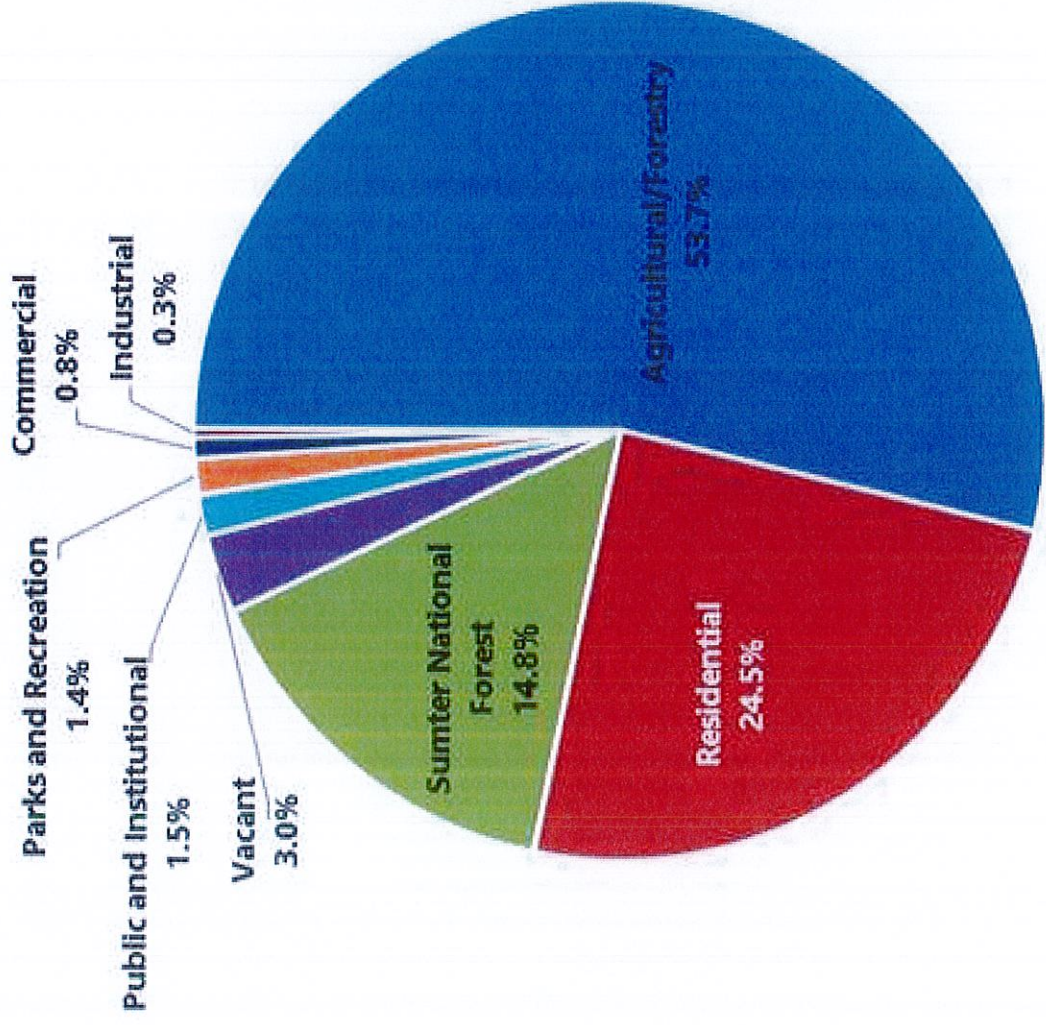
Existing Land Use Map



Existing Land Use by Area

| EXISTING LAND USE | CITY OF NEWBERRY | | NOT INCLUDING CITY OF NEWBERRY | | NEWBERRY COUNTY TOTAL | |
|---------------------------|------------------|---------------|--------------------------------|---------------|-----------------------|---------------|
| | ACRES | % | ACRES | % | ACRES | % |
| Agricultural and Forestry | 1,195.3 | 23.2% | 208,486.7 | 54.1% | 209,682.0 | 53.7% |
| Single-family | 1,491.1 | 28.9% | 93,564.8 | 24.3% | 95,055.9 | 24.3% |
| Sumter National Forest | 0.0 | 0.0% | 57,991.4 | 15.0% | 57,991.4 | 14.8% |
| Vacant | 503.4 | 9.8% | 11,071.8 | 2.9% | 11,575.2 | 3.0% |
| Public and Institutional | 740.6 | 14.4% | 5,274.3 | 1.4% | 6,014.9 | 1.5% |
| Parks and Recreation | 557.2 | 10.8% | 4,721.7 | 1.2% | 5,279.0 | 1.4% |
| Commercial | 449.1 | 8.7% | 2,588.0 | 0.7% | 3,037.1 | 0.8% |
| Industrial | 45.3 | 0.9% | 1,284.4 | 0.3% | 1,329.7 | 0.3% |
| Multi-family | 178.1 | 3.5% | 407.9 | 0.1% | 586.0 | 0.2% |
| TOTAL | 5,160.1 | 100.0% | 385,391.1 | 100.0% | 390,551.2 | 100.0% |

Existing Land Use



Future Land Use

- The Future Land Use map is a blueprint for the physical development of the County
- Sets the context and provides the vision of future growth and development
- Implementation of the map will be accomplished through the County's Zoning Ordinance and Subdivision Regulations
- Anchored by existing land uses and supplemented by staff knowledge of current development trends and potential future development areas
- Includes all participating municipalities, does not include the City of Newberry and Town of Silverstreet

Future Land Use Categories

- **Development** – land areas that include more intensive uses such as commercial, industrial, public & institutional, service, and higher density residential as well as related infrastructure. Includes existing and potential economic development centers with proximity to major transportation corridors and existing water and sewer.
- **Lake Development** – land areas in close proximity to Lake Murray and Lake Greenwood, principally used for residential structures, but may include other complementary and associated uses. Where adequate road access is available, may also include more intense uses such as marinas, commercial activities and personal services.

Future Land Use Categories

- **Parks and Recreation** – land used for active and passive public recreation or open space preservation such as ball fields, golf courses, etc. Designated within municipalities and also includes Dreher Island State Park and Belfast Wildlife Management Area.
- **Public and Institutional** – land used primarily for private, public, quasi-public, religious, philanthropic, or other activities undertaken for providing for the social, cultural, educational, health, or physical betterment of the community and public governance. Designated within municipalities.

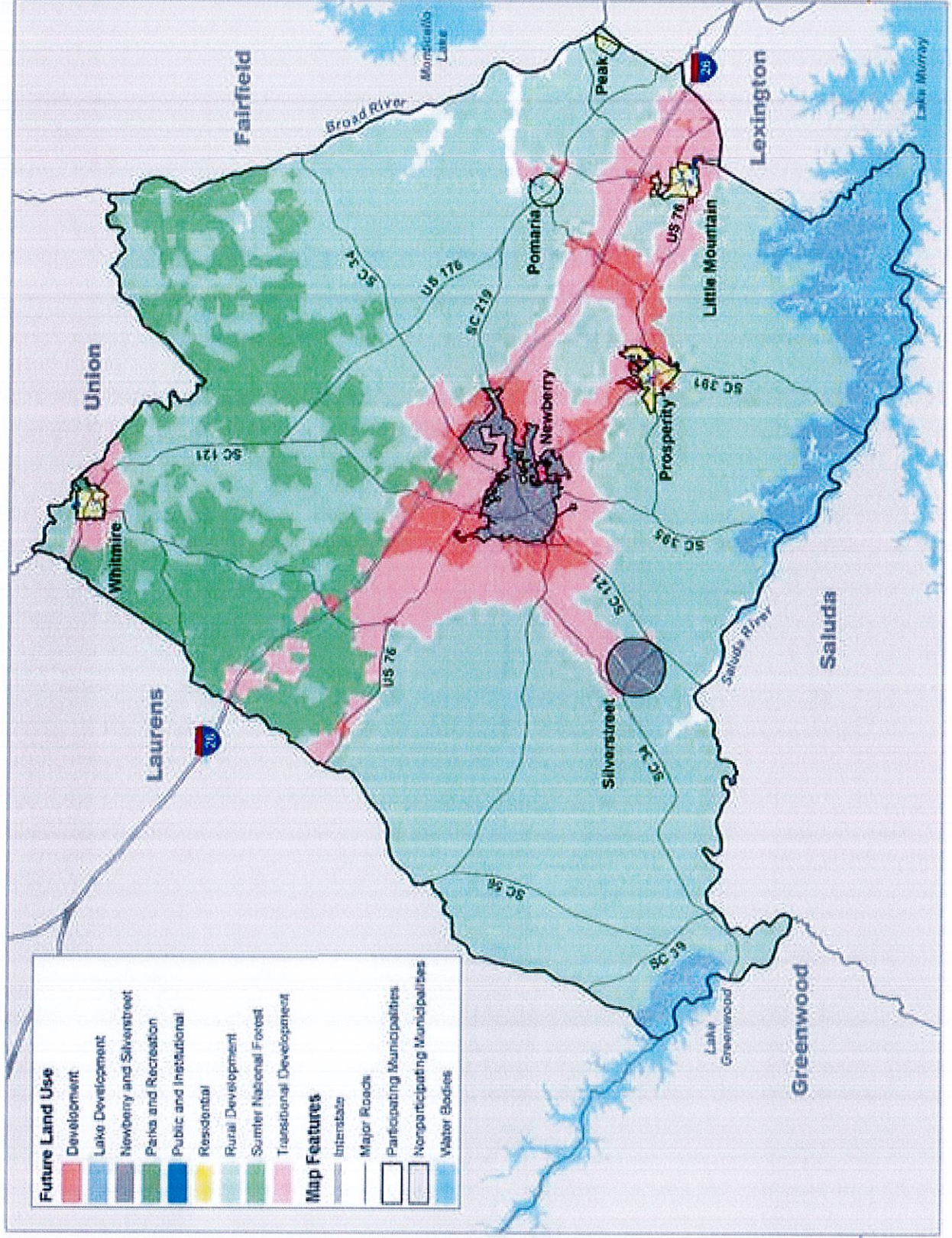
Future Land Use Categories

- **Residential** – land used for residential structures including single-family, duplex, triplex, and multi-family housing; zero lot-line/patio homes; townhouses/condominiums; manufactured homes on single lots and in subdivisions; and manufactured home parks. Designated within municipalities.
- **Rural Development** – lands in rural areas primarily used for low density residential, agriculture, or forestry, but may include other complementary and associated uses. May also include appropriate higher intensity uses on properties that are separated appropriately from residential and with adequate road access.

Future Land Use Categories

- **Transitional (new)** – Land undergoing, or with the potential to undergo, a transition from one major use to another, primarily from rural or residential to commercial or office uses. Existing residential in these areas will provide options to shorten the distance between work and home. Could be attractive for a range of uses as appropriate and compatible with adjacent uses, including light commercial, office, public & institutional uses, and higher density residential.
- **Sumter National Forest** – federally owned and managed land within the Sumter National Forest.

Future Land Use Map



Future Land Use by Area

| FUTURE LAND USE* | ACRES | PERCENTAGE |
|--------------------------|-------------------|-----------------|
| Rural Development | 248,872.2 | 64.92% |
| Sumter National Forest | 57,991.4 | 15.13% |
| Transitional | 41,904.2 | 10.93% |
| Development | 16,576.0 | 4.32% |
| Lake Development | 15,810.5 | 4.12% |
| Residential | 1,801.5 | 0.47% |
| Public and Institutional | 268.4 | 0.07% |
| Parks and Recreation | 131.0 | 0.03% |
| TOTAL | 383,355.10 | 100.00 % |

* Does not include the City of Newberry and Town of Silverstreet

Land Use Opportunities

- Strategic location on the I-26 corridor is attractive to prospective businesses and industries
- Location draws potential residents seeking a more rural or smaller town lifestyle within an easy drive of Columbia area employment centers
- Need for higher educational attainment and specialized job skills to meet the needs of higher wage industries and businesses is addressed through job training programs and facilities at Newberry campus of Piedmont Technical College and Newberry College

Land Use Opportunities

- Desirability as a place to live, work and play enhanced by:
 - An abundance of cultural, recreational and natural resources
 - Quality access to higher education at Newberry College and Piedmont Technical College
 - Availability of quality health care at the Newberry County Memorial Hospital
- Most important to the County's future is the proven capability of residents and elected officials to set ambitious goals and employ creative strategies and partnerships to accomplish significant outcomes

Land Use Challenges

- Maintaining a balance between honoring the character, culture, and history of the area by preserving and protecting its rich resources while encouraging the residential, commercial, and industrial growth needed to maintain a vibrant and sustainable economy.
- Limited availability of water and sewer service poses a challenge to growth and development in key areas of the County

Land Use Challenges

- Housing choice is limited, particularly for middle income residents – a wider range of housing is needed to enable residents to “age in place”
- A highly rated, public K-12 educational system that can compete with top-ranked school districts in neighboring counties is needed to attract and retain young families

Future Land Use Focus Issues

- Affordable, safe housing options are needed for a range of residents. Includes the need to ensure that new residential development preserves and enhances the character, scale, and safety of the community and surrounding areas.
- Continued economic stability and growth – maintain a diverse and resilient economic base, strengthen the workforce, increase college and career readiness, retain workers, increase availability of quality buildings and sites for prospective industries, maintain quality of life.

Future Land Use Focus Issues

- Provide transportation options including:
 - Preservation and enhancement of major transportation corridors from I-26
 - Provide sidewalks and bike lanes
 - Public transportation
- Plan for public infrastructure and facilities:
 - Continue the CPST process
 - Update the County's Master Space and Facilities Plan
 - Coordinate with municipalities, adjacent jurisdictions, and relevant agencies in planning for capital improvements

Future Land Use Focus Issues

- Protection and preservation of land and water resources:
 - Protect agriculture and forestry
 - Provide and maintain access to natural areas and open spaces, including support for bike and pedestrian plans
 - Continue to expand sewer systems to reduce dependence on septic systems
 - Continue to mitigate the impact of new development, regulation of stormwater runoff and retention, protection of flood hazard areas
 - Protect and expand public access to County's lakes and rivers

The Comprehensive Plan

Goals, Objectives, and
Implementation Strategies

Goals and Objectives

- **Goals** – broad based ideals which are intended to guide the future of the community
- **Objectives** – more specific elaboration of the goals which provide a sense of direction
- Goals and objectives together to outline the framework for the Comprehensive Plan
- Basis for detailed **implementation strategies**

The Comprehensive Plan

What is the Next Step in the Process?

Review and Adoption

- Review elements
- Provide any questions and/or edits to Katie
- Approve elements individually or as a group
- Hold a public hearing on Comprehensive Plan as a whole when entire draft is completed
- Review and request edits per feedback from public hearing as needed
- Adopt Comprehensive Plan by ordinance

Contacts

- Questions about any of the Elements?
 - Cheryl Matheny
 - 803-356-9475
 - cmatheny@sc.rr.com
 - Please send all edits to Katie Werts
 - kwerts@newberrycounty.net
 - 803-321-2166
-