

Deadline for Response:
January 31, 2024



City of Walhalla, SC Request For Qualifications

100 South College Street
Walhalla, SC 29691

Contact:

Celia Boyd Myers
City Administrator
cmyers@cityofwalhalla.co
m (864) 723-4141



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This document was made possible by grants from Oconee County and Main Street South Carolina

REDEVELOPMENT OPPORTUNITY

BROWN GREEN (Vacant Lot)

100 South College Street Walhalla, SC 29691

This site, located at the corner of South College Street and East Main Street in downtown Walhalla, SC, is a 1.43-acre site. Located in beautiful downtown Walhalla, this site is on a prominent corner in the downtown and within steps of numerous restaurants and retail shops.

Historic Main Street Walhalla is a highly walkable and bustling downtown commercial district. In addition to maintaining many of its historic buildings, it is home to the Walhalla Performing Arts Center, one of the few larger scale live music venues in the region.

This opportunity is a single site, located at the western end of the downtown core. It shares an intersection with several downtown buildings including a restaurant, bank, and current police headquarters.

Downtown Walhalla is in the foothills of the Blue Ridge Mountains and located just under a half hour from Clemson University.



SITE OVERVIEW



The 1.43-acre site is owned by the City of Walhalla and is largely vacant with paved parking on the western end of the site.

Asking Price: Negotiable

Address: 100 South College Street, Walhalla, SC 29691

Parcel ID: 500-15-14-001

Walk Score: 60

Zoning: Core Commercial District (Downtown Overlay District)

About City of Walhalla



Founded in 1850 and located in upstate South Carolina, Walhalla is a city rich in heritage. As the county seat of Oconee County, the city is home to the school district and county administrative offices, as well as several other large county employers. Nestled in the shadows of the majestic Blue Ridge Mountains, and cradled by the cool waters of the Chattooga River, Walhalla has all the necessary components for quintessential southern charm. The City of Walhalla will be the terminus to South Carolina's longest pedestrian and bicycle trail, The Palmetto Trail. The newly constructed Stumphouse Mountain Bike Park will provide miles of world class mountain bike trails.

Located in the Northwest corner of the state, Walhalla is one of the last South Carolina cities to stop in before trekking into the mountains for local hiking trails, or a short, scenic drive to Lake Jocassee or Highlands, NC. One way or another, in Walhalla, you will be on the "Main Street to the Mountains."



About Main Street Walhalla



Brimming with small-town charm and boasting all the modern amenities, Walhalla is a community proud of its past and looking forward to a bright future.

Main Street Walhalla has retained many of its classic, historic buildings. The landmark Walhalla Performing Arts Center is one of the few old-fashioned movie houses still in operation in the region. The unique blend of timeless architecture and modern shops make strolling through Main Street Walhalla a truly enjoyable experience.

NEARBY AMENITIES



- | | | | |
|---|------------------------------------|----|--|
| 1 | Oconee County Building | 8 | Carolina Pizza Company (Restaurant) |
| 2 | Gather Uptown (Restaurant) | 9 | Tienda y Taqueria Mundo Hispano (Restaurant) |
| 3 | Blue Ridge Bank | 10 | 3 Amigos Mexican Grill (Restaurant) |
| 4 | City of Walhalla Police Department | 11 | Los Rosales Mexican Grocery |
| 5 | Pete's Drive-In (Restaurant) | 12 | Walhalla Pharmacy |
| 6 | Walhalla Performing Arts Center | 13 | Mountain Mocha (Coffee Shop) |
| 7 | Steph's Steaks (Restaurant) | 14 | Exxon (Gas Station) |

In addition to the above, there are roughly a dozen or more small businesses, including retail and restaurants, within three blocks of the site.

Walhalla's Primary Trade Area

Using geofencing technology to determine where visitors and residents of the region come from, Walhalla's primary trade area was established as outlined below. The data used in this report draws from this primary trade area using data from Claritas and further extrapolated by Place + Main Advisors, LLC. The data contained herein is presented in good faith to help inform potential developers and businesses owners. This data alone does not guarantee success.

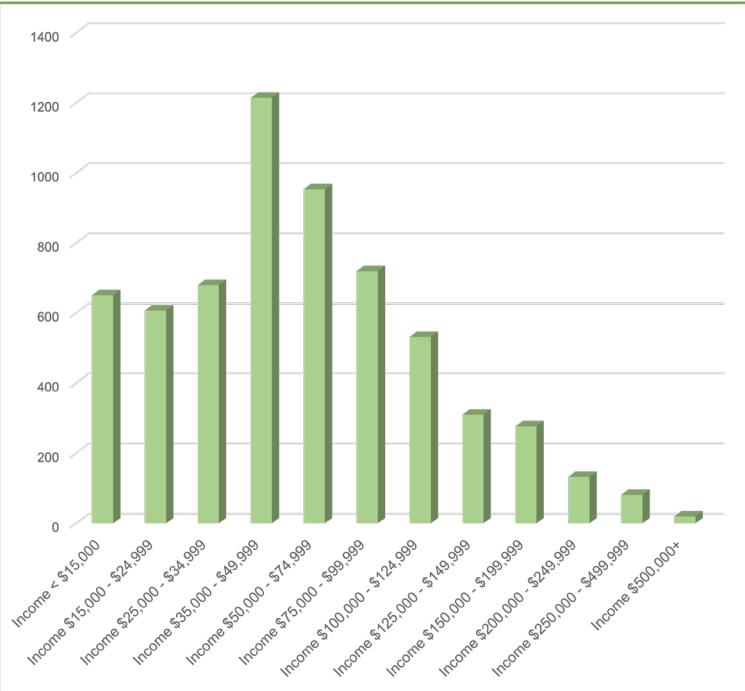


Population + Household Growth

Year	Population
2000 Census	13,337
2010 Census	14,787
2022 Estimate	15,503
2027 Projection	15,787
Year	Households
2000 Census	5,320
2010 Census	5,889
2022 Estimate	6,178
2027 Projection	6,296

Household Income

Income Range	Number of Households
< \$15,000	651
\$15,000 - \$24,999	607
\$25,000 - \$34,999	680
\$35,000 - \$49,999	1,214
\$50,000 - \$74,999	953
\$75,000 - \$99,999	719
\$100,000 - \$124,999	532
\$125,000 - \$149,999	310
\$150,000 - \$199,999	277
\$200,000 - \$249,999	133
\$250,000 - \$499,999	81
\$500,000+	20



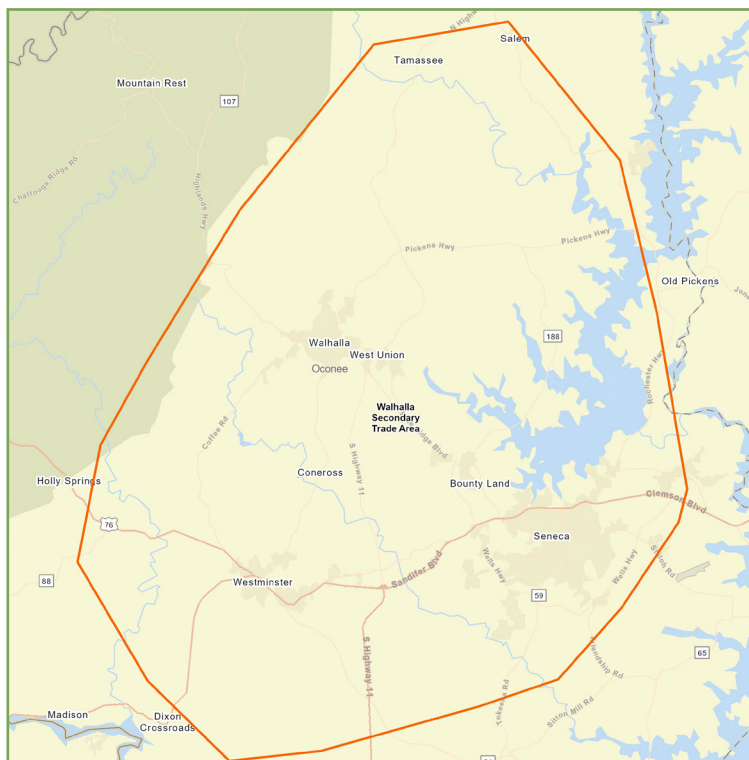
\$69,654.00

2022 Est. Average Household Income

\$49,106.42

2022 Est. Median Household Income

Walhalla's Secondary Trade Area



Population + Household Growth

Year	Population
2000 Census	45,124
2010 Census	50,769
2022 Estimate	53,706
2027 Projection	54,819
Year	Households
2000 Census	18,524
2010 Census	20,958
2022 Estimate	22,186
2027 Projection	22,659

Household Income

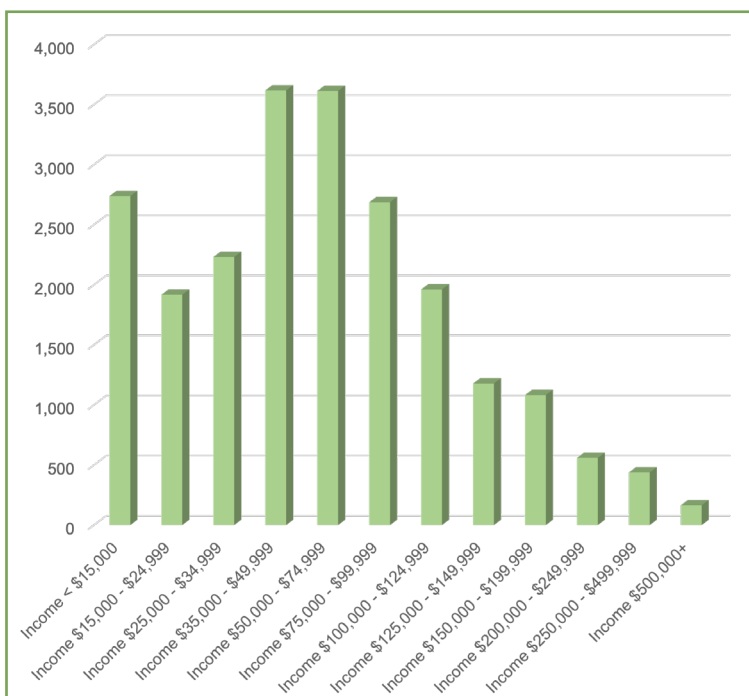
Income Range	Number of Households
< \$15,000	2,738
\$15,000 - \$24,999	1,917
\$25,000 - \$34,999	2,231
\$35,000 - \$49,999	3,618
\$50,000 - \$74,999	3,613
\$75,000 - \$99,999	2,687
\$100,000 - \$124,999	1,961
\$125,000 - \$149,999	1,178
\$150,000 - \$199,999	1,082
\$200,000 - \$249,999	559
\$250,000 - \$499,999	438
\$500,000+	165

\$75,660.00

2022 Est. Average Household Income

\$53,206.12

2022 Est. Median Household Income



Retail Demand

Based on Primary Trade Area
Best Fits for Property Shown

FULL-SERVICE RESTAURANTS (NAICS 722511)

\$10,626,578	\$9,788,707	\$837,871
2022 Demand	2022 Supply	2022 Retail Gap

\$12,296,269	\$2,507,562
Projected 2027 Demand	Projected 2027 Retail Gap

Maximum Supportable Sq Ft **4,111**



FAMILY CLOTHING STORES (NAICS 44814)

\$3,075,591	\$130,636	\$2,944,955
2022 Demand	2022 Supply	2022 Retail Gap

\$3,118,837	\$2,988,201
Projected 2027 Demand	Projected 2027 Retail Gap

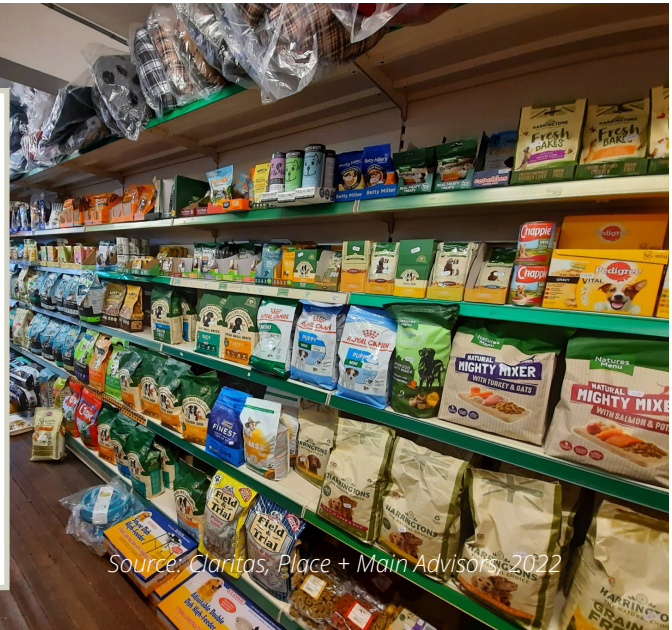
Maximum Supportable Sq Ft **12,992**

FURNITURE STORES (NAICS 4421)

\$2,242,210	\$958,753	\$1,283,457
2022 Demand	2022 Supply	2022 Retail Gap

\$2,380,268	\$1,421,515
Projected 2027 Demand	Projected 2027 Retail Gap

Maximum Supportable Sq Ft **4,374**



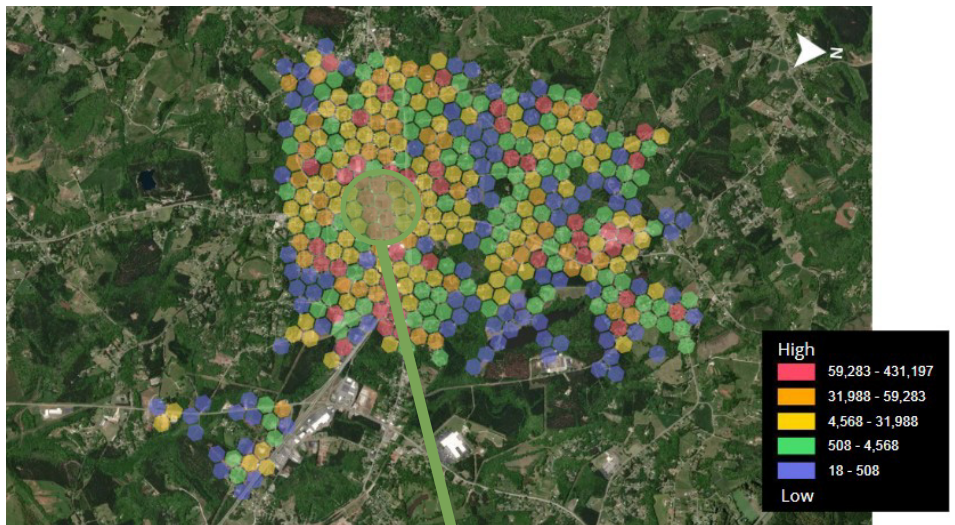
Source: Claritas, Place + Main Advisors, 2022

Main Street Walhalla Visitor Data

Where Visitors Go

The graphic to the right shows Main Street Walhalla in the form of a heat map. The darker the red on the map, the more visitors frequent the location.

This would give any business located on the property good visibility to a highly trafficked area.



120 South College Street

Traffic Counts

(Avg Daily Traffic Volume)



Source: Kalibrate Technologies 2021

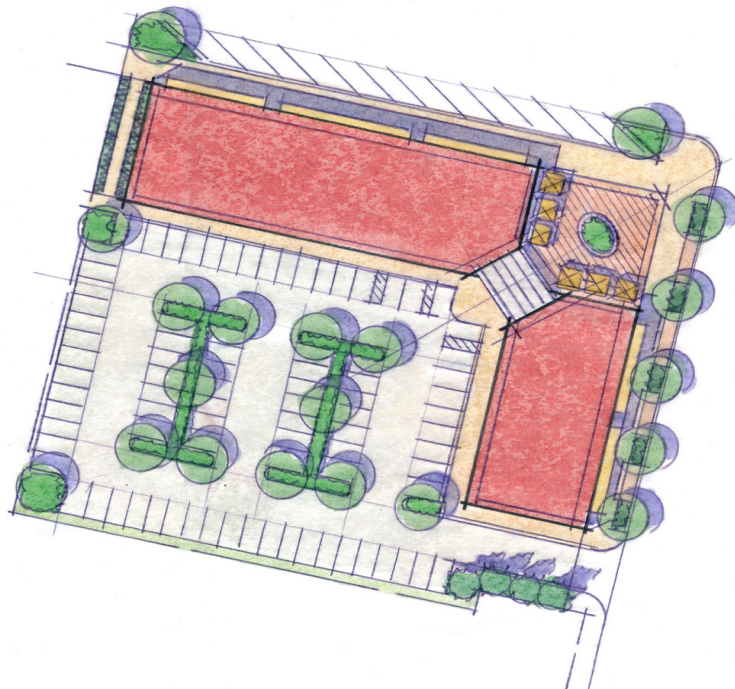
College Street- 3,400

Main Street- 8,500

PREFERRED VISION

Site Layout

The site lends itself to several different options. The community preference is for development that closely fits with existing architecture within the district, including multi-story, mixed-use. The sample layout below shows the site utilizing two separate buildings, integrating a public space at the corner and parking behind the buildings. Preference will be given to proposals that incorporate some green space in the design, preferably at the corner of College Street and Main Street.



Utilities

Water: City of Walhalla (8" Water Main)

Sanitary Sewer: City of Walhalla (6" Sewer Main)

Contact: **Celia Myers**
City Administrator
cmyers@cityofwalhalla.com
(864) 723-4141

Electric: Duke Energy

Phone: (844) 360-2433

Email: eTransEnergy@duke-energy.com

-or-

Blue Ridge Electric Co-Op

Phone: (800) 240-3400

Natural Gas: Fort Hill Natural Gas Authority

Phone: (800) 573-5556

Fiber Internet: Multiple Providers

Zoning + Allowable Uses

Zoning District: Core Commercial District (CC)

The intent of the CC Zoning District is to encourage the maintenance or enhancement of a centrally located trade, commercial, residential activities, and community service area, and to provide for the orderly expansion of such uses. All property contained within the CC District is also included in the Downtown Development Overlay District. Therefore, the requirements contained in Section 301.1 of this Ordinance will apply to said property, in addition to all other requirements contained in Section 406 of this Ordinance. The sign requirements of Section 501 pertaining to properties within the Downtown Overlay District also apply to all parcels within the CC District.

The following uses shall be permitted in the OC Zoning District:

A. Retail business involving the sale or rental of merchandise on the premises specifically including, but not limited to:

- Gift Shop
- Candy Store
- Office Equipment and Supplies Shop
- Drug Store or Pharmacy, Health and Beauty Aids
- Grocery Store
- Hardware Store, Household Goods, Wallpaper
- Package Liquor Store
- Video and Record Store
- Flower Shop
- Catalog Sale Store

B. Business involving the rendering of a personal service or the servicing of small equipment specifically including, but not limited to:

- Bank, savings and loan association, personal loan agency
- Barbershop, beauty shop, or combination thereof
- Self-service dry cleaning or laundromat
- Medical, dental, or chiropractic office
- Real estate agency
- School offering instruction, art, music, dancing, drama or similar cultural activities
- Shoe repair shop
- Club, lodge, union hall, or social center
- Legal office
- Insurance sales office
- Custom embroidery production and sales

C. Accessory use in compliance with the provisions of Section 708

D. All residential activities as described in the MFR Zoning District.

The following uses shall be permitted on a conditional basis in any CC Zoning District:

A. Any use permitted on a conditional basis in any OC Zoning District subject to the conditions of Subsection 404.3. Including Major Retailers provided they establish themselves in a structure that was constructed before ordinance 1994-8 and has over 15,000 square feet.

B. Single family and multi-family residential uses as set forth in the MFR Zoning District provided such use is not on the ground floor of the building.

C. Hotel use as set forth in the HC Zoning District provided no rooming units are on the ground floor of the building.

Zoning + Allowable Uses

Other Requirements

Uses permitted in CC Zoning Districts shall be required to conform to the standards set forth below. All other relevant portions of this Ordinance shall apply.

A. Maximum Height of Building – 5.5 stories

B. Setbacks from sidewalk shall not be required.

C. No vacant building in the CC District shall be used for storage of equipment or materials. Any vacant commercial or office building in the CC District shall have 120 days following adoption of this Zoning Ordinance to come into compliance with the aforementioned standard by removing all stored materials and equipment. The requirements and appeal process provided for in Section 301.1.A (1) and (2) shall also apply.

Downtown Overlay District

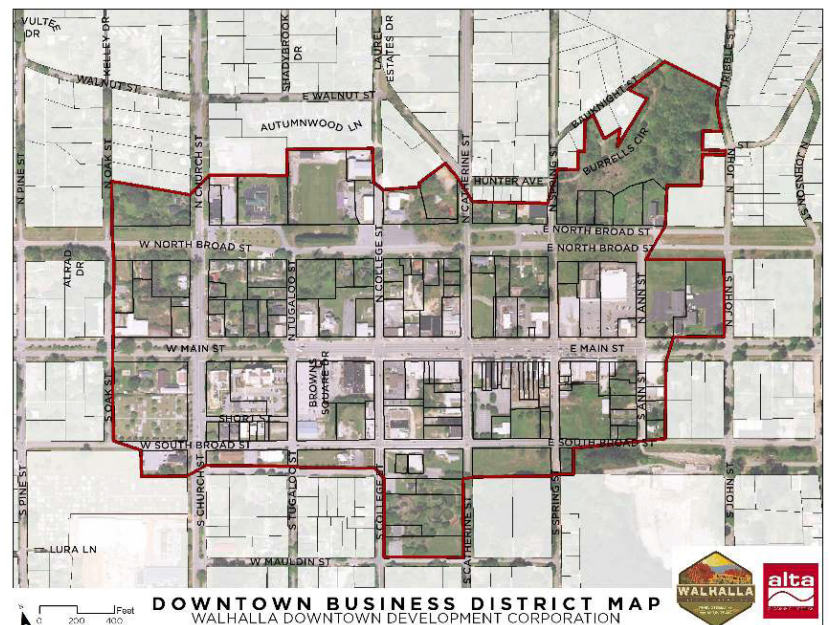
The Downtown Development Overlay District is defined by the map contained within the Downtown Walhalla Design Guidelines and the City of Walhalla Zoning Ordinance. The Overlay does not constitute a separate zoning district. The underlying zoning districts determine permitted uses. The Downtown Walhalla Design Guidelines are adopted as an element of the City of Walhalla Zoning Ordinance. The Design Guidelines are enforced under Article VIII of the Zoning Ordinance, which also includes the means of appeal by an applicant. Article X, Legal Status Provisions, of the Zoning Ordinance also applies with respect to the Downtown Walhalla Design Guidelines.

A. Requirements Specific to the Downtown Development Overlay District

(1) No building in the Downtown

Development Overlay District shall be used primarily for storage of equipment or materials. Any vacant commercial or office building in the Downtown Development Overlay District being used primarily for storage shall have 120 days following adoption of this Zoning Ordinance to come into compliance with the aforementioned standard by removing all stored materials and equipment. A property owner or authorized representative who closes an established business on a temporary basis due to family illness, financial hardship or other reasonable cause may petition City Council for a 120 day extension of the initial deadline by filing a formal request with the Zoning Administrator. The applicant must provide sufficient documentation to demonstrate that the aforementioned criteria have been met. The same process shall be followed for any subsequent extension requests.

(2) Dumpsters or similar trash containers in the Downtown Overlay district must be located in the rear of commercial or office buildings when possible and must be fully screened from public rights-of-way. Screening must be accomplished with an opaque structure or landscaping. A wall, fence or similar enclosure may be composed of treated wood, vinyl or related material. Chain link fencing is permitted as a screening structure only when lined with an opaque material approved by the Zoning Administrator.



The Brown Green site is part of the Downtown Overlay District.

Zoning + Allowable Uses

(3) Business vehicles and equipment stored or maintained in the rear of a commercial or office building in the Downtown Overlay District which are visible from a main travelled way must be blocked from public view. Screening may be achieved by enclosing the storage area with a continuous visual screen provided and maintained by the owner or tenant of such property. The required screen may be composed of a wall, fence, and/or landscaping which achieves a height of at least six feet above grade. Nonseasonal coniferous trees or shrubs may also be planted and maintained, if at maturity the materials will form a barrier which would be defined as static. Chain link fencing can be used to enclose storage areas, provided that such installations in existence at the time of passage of this Ordinance must be lined within 120 days following adoption of the Ordinance with an appropriate material to serve as a continuous visual screen.

(4) Street level windows in Non-residential and mixed use structures in the Downtown Development Overlay District may employ tinted glass with a minimum visual transmittance factor of 35. Mirrored or reflective glass is not permitted in the Overlay District. Tinting of windows in buildings outside the Downtown Development Overlay District is not regulated by this Ordinance.

Design Guidelines

The purpose of the guidelines is to create site and building designs consistent with the City's principles, goals, and policies. The document is organized by design guideline topics with each section containing guidelines dealing with specific topics.

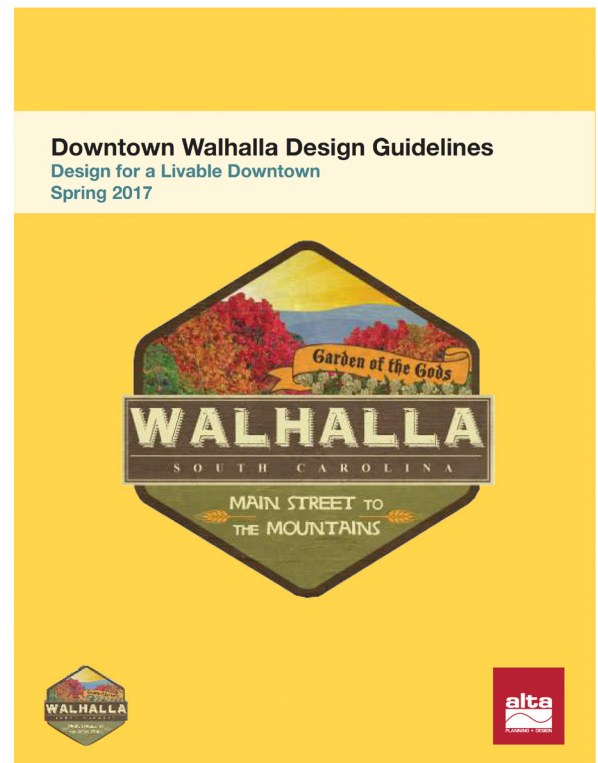
The Downtown Design Guidelines set parameters for design, but also allow design flexibility and creative design solutions. Proposed development in the Downtown Development Area is expected to respond to the design guidelines and standards in a manner that complements the historic character of the City of Walhalla.

The City may permit a deviation from a specific standard if it is determined that public benefit may be achieved by an alternative proposal. The alternative proposal must be consistent with the intent of the guidelines and with the City's overall goals and policies. The applicant must demonstrate that the proposed deviation will result in increased pedestrian activity and visual interest along the street. As an integral part of the City of Walhalla's improvement strategy, these guidelines provide a proactive means of encouraging development that is consistent with the Downtown Master Plan.

1. Developers and property owners can use the guidelines to better understand the potential for development consistent with the City's vision for downtown prior to implementing new buildings or renovation projects.

2. The City's Planning and Building Inspection Department and Planning Commission can use the guidelines as a consistent framework for reviewing new projects.

For the complete Design Guidelines, click the link [here](#) or cover image above.



Redevelopment Incentives

Real estate redevelopment incentives may be available for a suitable project. For this project, New Market Tax Credits is the most likely incentive.

New Markets Tax Credit (NMTC)

Through the NMTC Program, the CDFI Fund allocates tax credit authority to Community Development Entities (CDEs) through a competitive application process. CDEs are financial intermediaries through which private capital flows from an investor to a qualified business located in a low-income community. CDEs use their authority to offer tax credits to investors in exchange for equity in the CDE. Using the capital from these equity investments, CDEs can make loans and investments to businesses operating in low-income communities on better rates and terms and more flexible features than the market.

In exchange for investing in CDEs, investors claim a tax credit worth 39% of their original CDE equity stake, which is claimed over a seven-year period.

Contact: National Trust Community Investment Corporation
Phone: (202) 588-6001
www.ntcic.com

Submitting Qualifications

For questions related to, or to submit a response to this Request for Qualifications please contact:

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City Administrator
cmyers@cityofwalhalla.com
(864) 723-4141