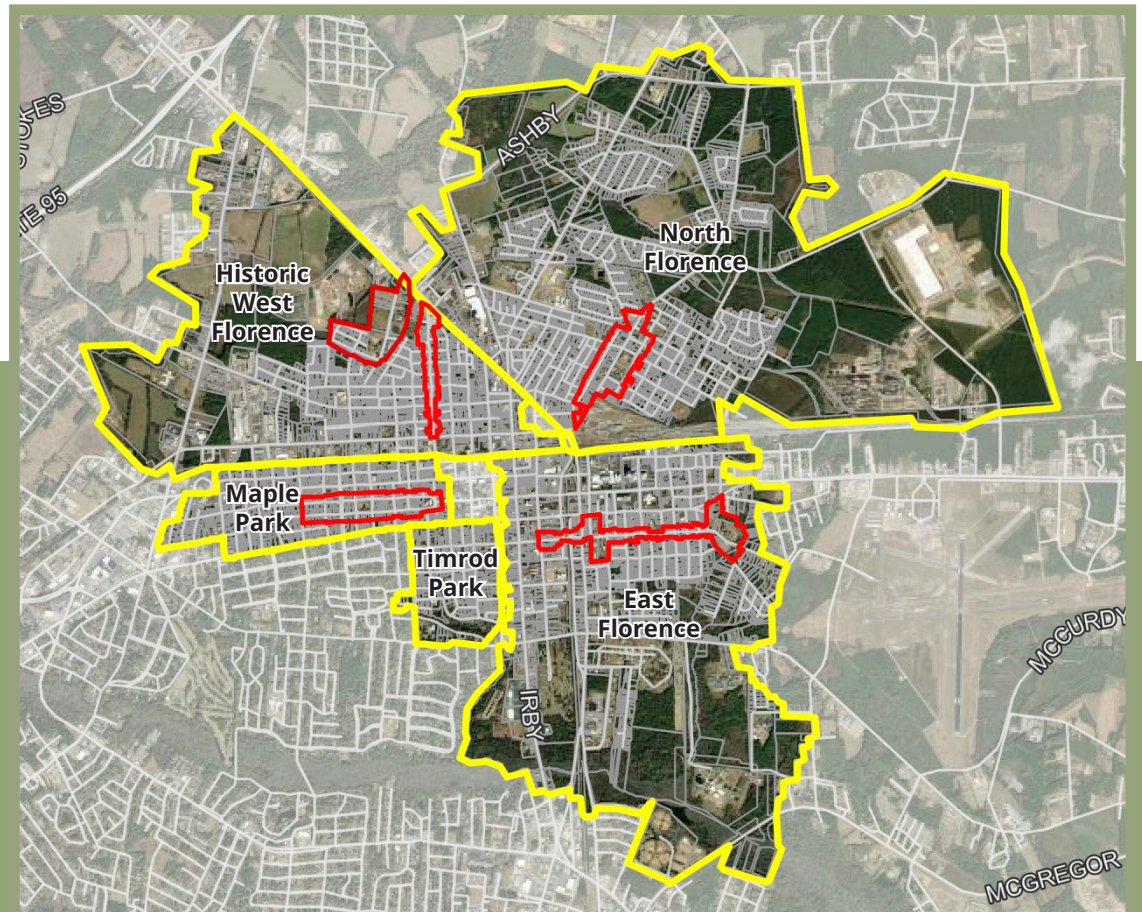


Florence Neighborhood Revitalization Plan Update

North, Historic West, East, Maple Park,
& Timrod Park Neighborhoods

Prepared for the City of Florence

2026



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Executive Summary

The Florence Neighborhood Revitalization Plan Update provides a comprehensive, five-neighborhood strategy to guide reinvestment, strengthen housing stability, and support long-term revitalization across North Florence, Historic West Florence, East Florence, Maple Park, and Timrod Park. Building on the 2014 Neighborhood Revitalization Plan and other citywide planning efforts, this update expands the original plan geography and integrates new data, community engagement findings, and catalytic development concepts. The five neighborhoods collectively represent 13,203 residents across nearly 8.5 square miles, forming a major portion of Florence’s historic inner fabric.

Despite citywide population growth, these five historic neighborhoods have experienced population decline, creating a critical moment for targeted action. A major opportunity lies in the concentration of vacant and under-utilized land, particularly in North, Historic West, and East Florence. By strategically land banking these parcels, the City can assemble sites for new housing, amenities, and community-serving development—enabling growth without displacement and supporting neighborhood stability. This updated Neighborhood Revitalization Plan provides a framework for achieving that balance. Each neighborhood receives its own standalone section detailing:

- Existing conditions
- Community priorities
- Catalytic opportunities
- Tailored recommendations

These stand-alone sections allow stakeholders to track progress and implementation at a neighborhood scale.

Key Recommendations:

- **Land Banking:** The City should proactively acquire and assemble vacant and under-utilized parcels, reducing acquisition costs for private developers and closing the gap between construction costs and market values. This approach enables targeted infill, supports diverse housing options, and catalyzes reinvestment in areas most in need.
- **Dedicated Funding Sources:** Florence must identify and secure dedicated funding streams for neighborhood redevelopment. This includes leveraging tools such as Tax Increment Financing (TIF), regional housing trust funds, philanthropic grants, and partnerships with local employers and healthcare institutions. These sources will provide the capital necessary for infrastructure upgrades, housing rehabilitation, and anti-displacement measures.
- **City-Led Development Initiative (Proof of Concept):** The East Pine corridor in East Florence is proposed as a demonstration area for city-led development. By layering homeownership-oriented housing, missing-middle typologies, small-format retail, pocket parks, and streetscape improvements within a defined geography, Florence can showcase a replicable model for revitalization. Early phases should focus on townhomes, single-family homes, and faith-based partnerships for affordable housing, leveraging city-owned land and existing momentum.

Citywide Growth
Gap

Vacant Land
Opportunity

Resident Retention
is a Priority

Proof of Concept

The plan is rooted in extensive community engagement and aligns with Florence’s broader vision for a connected, resilient, and opportunity-rich city. It provides actionable steps for stabilizing housing, improving infrastructure, supporting catalytic development, and strengthening partnerships across public, private, nonprofit, and philanthropic sectors.

Next Steps

The immediate next step is for City Council to formally adopt the Neighborhood Revitalization Plan Update. Upon adoption, Florence should:

1. Launch a city-led land banking initiative targeting vacant and under-utilized parcels in North, Historic West, and East Florence.
2. Establish a task force to identify and secure dedicated funding sources for neighborhood redevelopment, including TIF, housing trust funds, and philanthropic partnerships.
3. Initiate the East Pine corridor proof-of-concept project in East Florence, coordinating pre-development tasks, permit-ready designs, and contractor guidelines.
4. Communicate progress transparently to residents and stakeholders through a public dashboard and regular community meetings.

By taking these steps, Florence can move from planning to implementation—demonstrating visible progress, building community trust, and setting the stage for sustained, equitable neighborhood revitalization

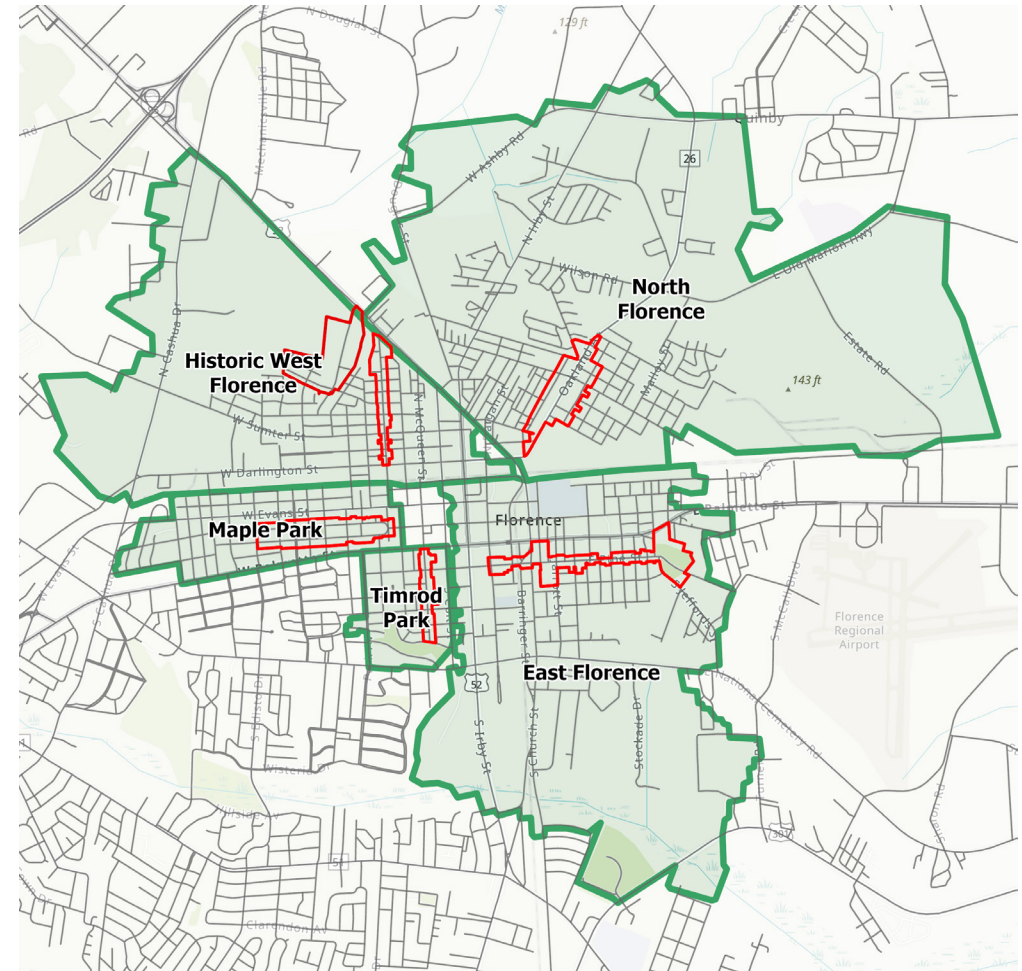
Introduction

The City of Florence, SC, selected APD Urban Planning & Management to complete an updated Neighborhood Revitalization Plan. The Florence Revitalization Plan Update is an update and expansion of the Florence Neighborhood Revitalization Plan completed in 2014, for North, Historic West, and East Florence. This plan provides an update for those three neighborhoods and is expanded to include Maple Park and Timrod Park. The strategies outlined in this report for each neighborhood build on the previous Neighborhood Revitalization Plan, as well as other previous plans, to support neighborhood investment and redevelopment.

The total population of the five study area neighborhoods is 13,203, and the total area is just under 8.5 square miles. The neighborhoods included in this study are in Figure 1.

In this updated plan, each neighborhood has its own section that outlines existing conditions, community engagement major takeaways, a catalytic site summary, and neighborhood-specific recommendations. A detailed implementation table, including immediate next steps, is also outlined in each neighborhood report section. Major takeaways from an updated housing market analysis are included for the three original Neighborhood Revitalization Strategy (NRS) neighborhoods (North, Historic West, and East Florence). Creating independent sections for each neighborhood allows for stakeholders and implementation partners to easily review the work completed for each neighborhood and understand neighborhood-specific recommendations. This also allows for neighborhood progress to be easily compared to their individual implementation tables. Each neighborhood section can be read and understood individually. A comprehensive demographic profile of the five-neighborhood study area was also prepared as part of this planning process and is included in the [Appendix](#).

Figure 1: Neighborhood Revitalization Plan Neighborhoods



History

A History of Florence and Its Neighborhoods

Origins: A City Built by the Railroads

Florence's history belongs to its neighborhoods and the people who made them. Behind that history is a story of railroads, commerce, and a thriving health care system, all of which set the city on a path of growth.

The town began taking shape in the 1850s at the point where three railroads met: (1) Wilmington and Manchester, (2) the North Eastern, and (3) the Cheraw and Darlington. The crossing site for the three railroads was named "Florence" in honor of Florence Harlee, the daughter of one of the rail line presidents, William W. Harlee of Wilmington and Manchester. The very same railroad went on to purchase five acres of property in 1853, to build a railroad depot. The 1853 purchase is credited as the start of the town of Florence, South Carolina.

A few years later, during the Civil War, the railroads carried troops, artillery, and supplies, and the town hosted a wayside hospital and a Confederate prison stockade. All of this activity led to ongoing commerce and population growth. At the start of the 1870s, Florence had a population of about 700. By the decade's end, however, that number had roughly doubled.

Population Growth

The railroads remained critical to the local economy, and bright-leaf tobacco gradually replaced cotton as the region's main cash crop. In 1900, the population was 3,395; that number more than tripled by 1920, as streets were paved and sewer lines extended. Among the civic improvements of this era was a new city park, established in 1926 for its beauty and recreational opportunities, and named after Confederate poet Henry Timrod in 1941. The downtown area of Florence grew with the opening of a combined post office and federal court building in 1906 and the seven-story Trust Building (now lost) in 1919. New public schools, the Florence Public Library in 1925, and the Florence Museum in 1939 reflected the city's investment in education and culture during its early days.

Figure 2: Young swimmers at the City Pool in Timrod Park, 1941



YOUNG SWIMMERS pose on the side of the wading area of the City Pool at Timrod Park on a hot summer day in 1941. Photo courtesy of David Hewitt

Figure 3: Timrod Park amphitheater, 1938



TIMROD PARK AMPHITHEATER –View in city park showing the stage and seats of the outdoor theater in 1938.

Florence's location midway between New York and Miami made it a popular stop on U.S. Highway 301 in the 1950s, and the arrival of Interstate 95 in the 1960s saw that pattern continue with Florence positioned right along the route. Florence earned All-America City status in 1966, and by 1970, the population had surpassed 25,000.

Healthcare Hub

What started as a wayside hospital during the Civil War ultimately gave way to Florence emerging as a major health care hub for the region. The modern chapter began in 1891, when Dr. Frank Hilton McLeod moved to Florence and chartered the Florence Infirmary. In 1906, he established the McLeod Infirmary on West Cheves Street, and with support from the Duke Endowment, the hospital became a non-profit institution in 1930. Today, the site is home to both the Florence County Museum and The Emerson. The Emerson markets itself as an “upscale urban” apartment community in downtown Florence, but a historical marker still tells the story. Meanwhile, McLeod Health has relocated, expanded, and thrived, and is now the largest employer in Florence.

A competing hospital system, Carolinas Hospital System, also gained a foothold in Florence in the 1990s. Today, that hospital system is part of MUSC Health, which acquired it in 2019.

A Busy Downtown

Through the middle of the twentieth century, Evans and Irby Streets formed the spine of a thriving downtown retail district. Department stores and five-and-dimes such as Sears, Roebuck and Company and the Kress store drew shoppers from across the region. Immigrant families also played an important role in Florence's growth by opening and operating stores, restaurants, and other businesses downtown and throughout the surrounding community. These locally owned establishments expanded shopping opportunities, created jobs, and helped downtown develop into the commercial center that supported the growth of Florence's neighborhoods.

Neighborhoods, Schools, and Civil Rights

A lifelong resident and civic leader was interviewed for this study, and she recalled that during segregation, the railroad tracks served as a physical and social boundary across

Figure 4: Downtown Florence in the 1960s; the Kress store stands at right



Figure 5: Sears, from the corner of Irby and Evans Streets looking north, 1950s



Florence. By her account, the Black communities of West, North, and East Florence lay on one side of the tracks, while the white community began on the other side of those tracks. Prior to integration's arrival in Florence around 1970, every Black student in the city attended a single institution: Wilson School. Figure 6 and Figure 7 capture Wilson around 1970, on the North Irby Street campus it occupied roughly between 1956 and 1982.

According to our interviewee, each Black neighborhood was anchored by its own elementary school and local church. She described North Florence as the poorer of these neighborhoods, and East Florence, near present-day McLeod, as a middle-class area with larger homes. Everyday life left its own landmarks: as a child she walked the path beside the railroad to Rainwater Furniture Co. on Dargan Street to pay the family's fifty-dollar mortgage.

Florence was an active site of the Civil Rights movement, and the downtown commercial district became one of its flashpoints. A historical marker at the former Kress store on West Evans Street records that on March 4, 1960, student demonstrators were arrested as they approached the store to stage a lunch counter sit-in, and forty-eight protesters were charged with "parading without a permit." Their convictions were appealed to the South Carolina Supreme Court and were ultimately overturned.

Figure 7: Evelyn Woodberry's typing class at Wilson High School, 1971

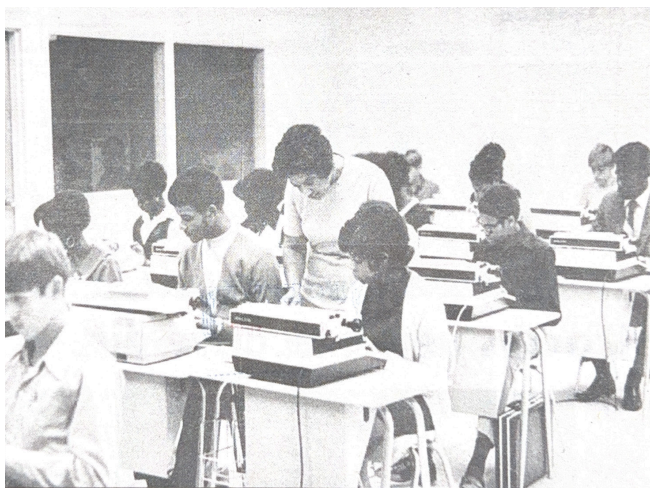


Figure 6: Wilson High School Marching Band, Florence, 1970



Figure 8: The Civil Rights Sit-Ins marker at the former Kress store, 117 W. Evans Street, downtown Florence



Historic Location and Landmarks

Across the study area stand the landmarks that hold the community's memory: schools, churches, businesses, and parks that residents still point to as touchstones of Florence's history.

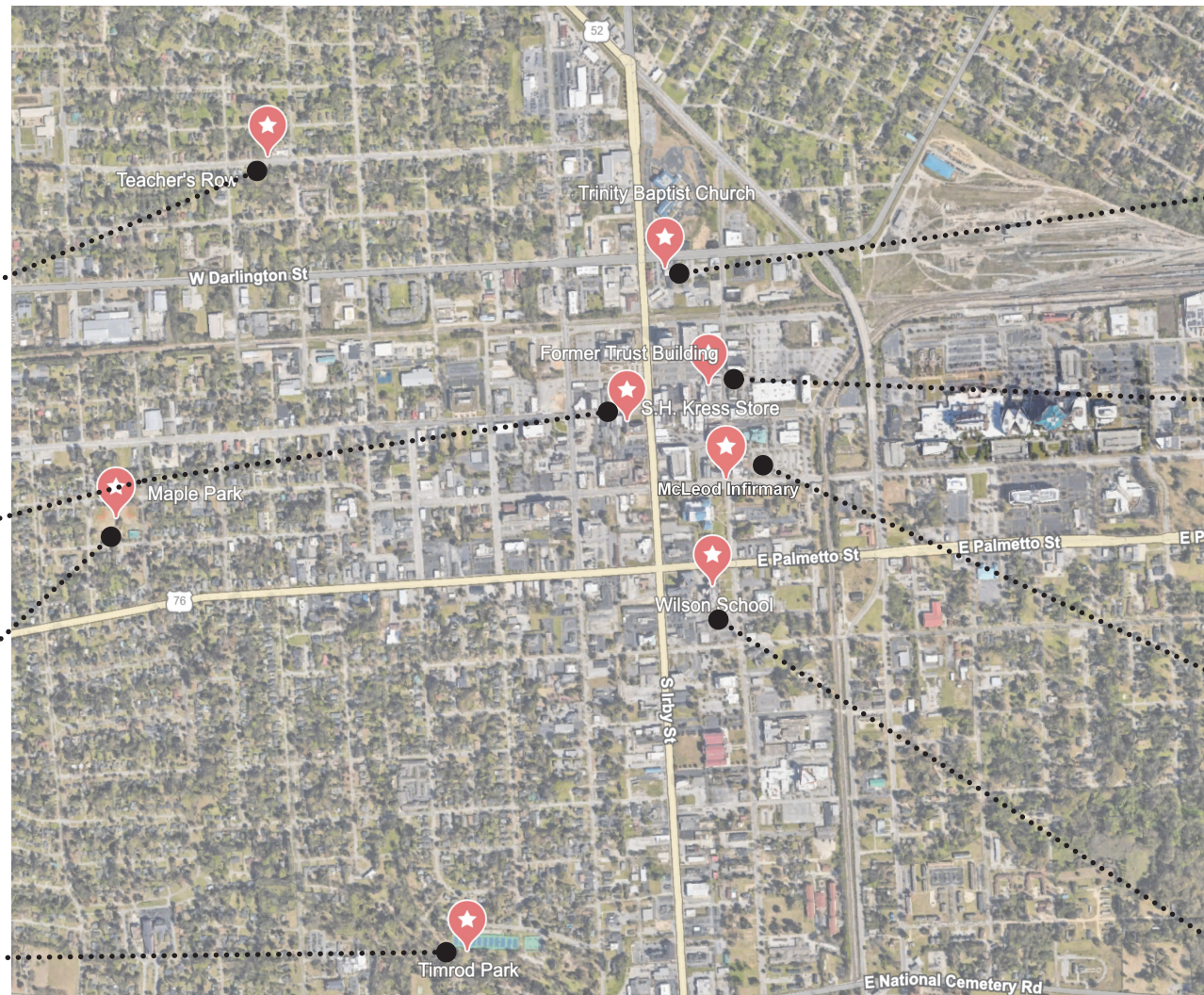
Figure 9: Historic Locations and Landmarks

Historic West Florence, Teacher's Row, Sumter Street: Known as "Teacher's Row," the stretch of Sumter Street from Carver Elementary School down to Irby Street was home to many Black teachers, a concentration that helped anchor the neighborhood. Teachers knew their students' families, and "village moms" kept watch from their porches as children walked to and from school.

East Florence, former Trust Building, 200 W Evans St, Florence, SC 29501: Florence's first "skyscraper" at seven stories tall. Demolished in the 2010s. The site is now home to Francis Marion University's Health Sciences building.

Maple Park, 915 Gregg Avenue: 4-acre park and community center surrounded by some of the oldest homes in the City

Timrod Park, 400 Timrod Park Drive: 18-acre city park that opened in 1926 and was renamed in 1941 for Confederate poet Henry Timrod; the one-room Henry Timrod Schoolhouse, where Timrod taught before the Civil War, was relocated to the park in 1938 and now stands as a landmark.



North Florence, Trinity Baptist Church, 124 W. Darlington Street: historically Black church and gathering point for Civil Rights marches, notably serving as a meeting point during preparation for the Poor People's March (1968) and the Million Man March (1995).

East Florence, former S. H. Kress store, 117 W. Evans Street: five-and-dime store; location of the 1960 Civil Rights attempted sit-ins at the Kress lunch counter.

East Florence, former McLeod Infirmary, 151 W. Cheves Street: Location where Dr. Frank McLeod established the first McLeod Infirmary in 1906. McLeod remains a thriving part of the Florence health care industry and has since relocated. The site is now home to Florence County Museum and The Emerson apartment building, but a historical marker serves as a reminder of its earliest beginnings.

East Florence, former Wilson School, 301 S Dargan Street: The very first Wilson School was built in 1866 as a segregated school for African American children. It was torn down in 1906 to make room for another school. Today, the property is the home of the Poynor Medical Innovation Campus.

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Previous Plans

Previous Plans

A list of previous plans and studies covering the neighborhoods included in this plan is shown on a timeline below, with a brief description of each plan included on the following pages. Major themes and recommendations from these plans were considered when developing recommendations for each neighborhood.



City of Florence Comprehensive Plan (2011)

Purpose

- Establish proactive control over Florence's growth and development - guiding rather than reacting to change.
- Create a 20-year shared vision balancing urban expansion, neighborhood renewal, economic vitality, and quality of life.
- Serve as a framework for decision-making on land use, mobility, housing, and investment priorities.
- Reflects broad community input through citizen delegations, workshops, and inter-agency collaboration.



City of Florence Downtown Plan (2011)

Purpose

- Update and expand Florence's earlier downtown efforts, building on successes from Vision 2010 and prior revitalization work.
- Shift from isolated physical improvements to a comprehensive downtown regeneration strategy—integrating land use, housing, mobility, culture, and economic development.
- Provide a 10-15 year roadmap for downtown's rebirth, organized into short-term (2-5 year) and long-term implementation phases.
- Developed collaboratively with citizens and the Downtown Advisory Committee



City of Florence Neighborhood Revitalization Strategy (2014)

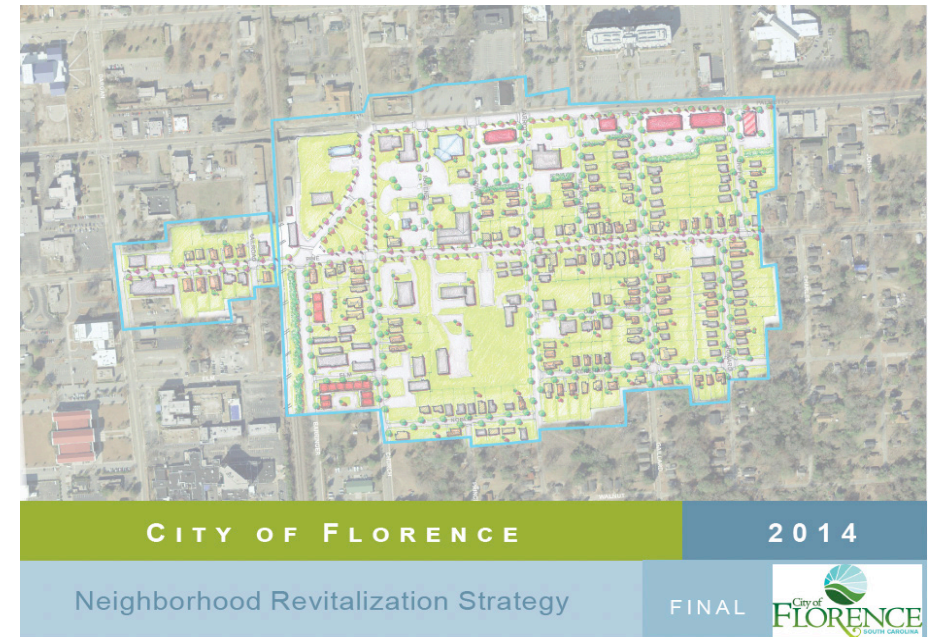
Purpose

- Guide reinvestment in East Florence, North Florence, and Historic West Florence by building on the 2013 Neighborhood Action Plan and the 2010 Comprehensive Plan.
- Support neighborhood stabilization through code enforcement, vacant property reuse, infrastructure improvements, affordable housing, and resident capacity building.
- Identify catalytic redevelopment areas that connect each neighborhood core to downtown, including Pine Street, Vista Street, and Sumter/Alexander Streets.
- Use public input, market analysis, infrastructure review, and a decision-making matrix to prioritize early projects and long-term implementation strategies.

City of Florence Downtown Master Plan (2010-2017)

Purpose

- Guide Florence's downtown revitalization as part of the broader Comprehensive Plan, reinforcing its role as the region's civic, cultural, and economic hub.
- Build on Vision 2010 and major philanthropic investments to coordinate redevelopment and sustain urban livability.
- Establish a framework for economic growth, mixed-use development, and improved mobility within the city center.
- Provide strategic direction for 2010-2015 implementation efforts focused on connectivity, housing, and public-private collaboration.



City of Florence

Pedestrian Master Plan (2017)

Purpose

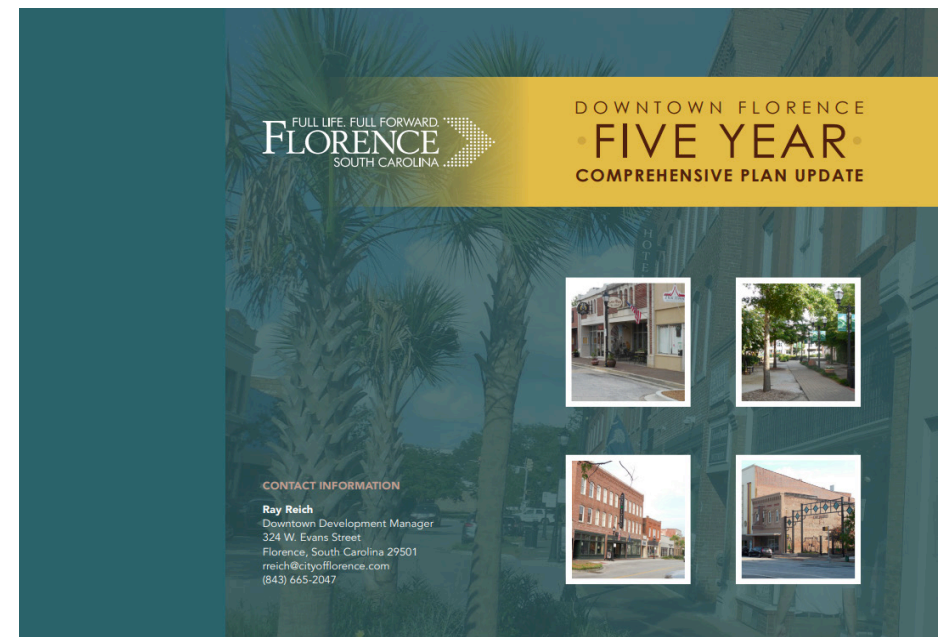
- Contribute to increased pedestrian planning efforts in South Carolina as a part of the South Carolina Department of Health and Environmental Control's (DHEC) Prevention and Health Across Systems and Environments (SC PHASE) Pedestrian Planning Project's goals.
- Provide detailed recommendations and design guidelines to ensure that the plan's implementation considers equity differences across the city, improves access to major locations and healthy food options, and prioritizes pedestrian safety.
- Reflect community input and primary needs as understood through the analysis of existing conditions.



Downtown Florence 5-Year Comp. Plan Update (2017-2022)

Purpose

- Update and expand Florence's earlier downtown initiatives, aligning with the 2017 Comprehensive Plan Update.
- Continue implementing the 2011 Downtown Master Plan through expanded projects that enhance facades, streetscapes, and connectivity to surrounding neighborhoods.
- Support economic growth by attracting employers, businesses, and residential development while maintaining Florence's cultural identity and existing focus areas.
- Address stakeholder priorities related to food access through establishment of a permanent farmer's market and new grocery store.



City of Florence Comprehensive Plan Update (2017-2022)

Purpose

- Reaffirm Florence's long-term vision of becoming a healthy, connected, and economically resilient city.
- Build on the 2011 Comprehensive and Downtown Master Plans to guide sustainable growth and fiscal stability.
- Provide a five-year roadmap for reinvestment, inclusive neighborhoods, and smart urban expansion.
- Position Florence as a regional destination for opportunity, culture, and quality of life through coordinated planning and partnerships.



Downtown Florence 2030 (2023)

Purpose

- Build on Florence's recent downtown revitalization efforts and establish a vision for continued growth, redevelopment, and investment through 2030.
- Strengthen Downtown as a complete community and regional destination by expanding housing, employment, services, cultural amenities, and public spaces.
- Encourage infill and redevelopment along key corridors and priority areas, while improving connections between Downtown and surrounding neighborhoods.
- Improve multimodal connectivity, streetscapes, gateways, green space, and wayfinding to create a safer, more cohesive, and accessible Downtown.



Florence, SC Comprehensive Plan and Existing City Report (2023)

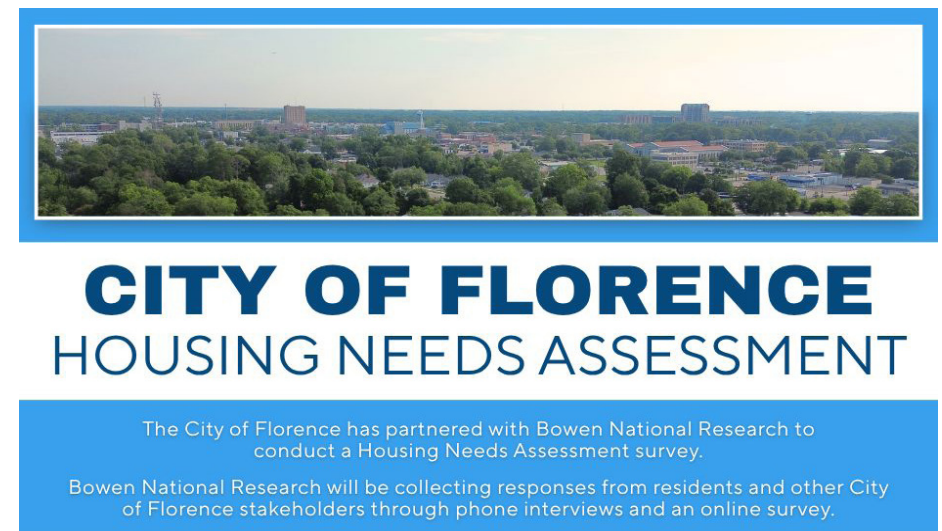
Purpose

- Guide Florence's future growth, development, and redevelopment in an orderly and coordinated manner.
- Establish a long-term policy framework to help align public infrastructure, services, and investment with anticipated growth.
- Provide direction across six focus areas: growth capacity, land use and development, housing and neighborhoods, transportation, economic development, and recreation and amenities.
- Support consistent decision-making by establishing guiding principles, goals, and action priorities for City officials, staff, developers, residents, and community partners.

City of Florence Housing Needs Assessment (2025)

Purpose

- Assess Florence's current housing conditions, challenges, and opportunities and identify areas of unmet housing need.
- Evaluate housing availability, affordability, quality, and demand for both rental and for-sale housing across a range of income levels.
- Incorporate input from residents and other stakeholders to better understand local housing priorities.
- Key Finding: Florence has an estimated five-year housing gap of 6,016 units from 2025–2030, including both rental and for-sale housing at a variety of affordability levels.
- Identify strategies to expand and preserve the housing supply through new development, rehabilitation, partnerships, developer outreach, and financial incentives.



Community Voices

Community Engagement Major Themes

The City of Florence's five target neighborhoods, East Florence, North Florence, Historic West Florence, Maple Park, and Timrod Park, collectively represent both the legacy of a historically vibrant community and the urgent challenges of decades-long disinvestment. This report synthesizes findings from the community engagement process, including 20 stakeholder interviews and five rounds of public meetings reaching dozens of residents across all five neighborhoods.

Together, these voices paint a clear, actionable picture: Population growth, downtown momentum, a major manufacturing investment, and a rising generation of place-committed residents and developers are creating favorable conditions for neighborhood transformation. However, that transformation will require deliberate public investment, creative financing tools, design standards, and sustained community trust.



Seven major themes emerged from this engagement process:

- **Safety** is the primary barrier to reinvestment for residents, realtors, developers, and employers. Crime perception, even as actual conditions improve, suppresses market activity, discourages homeownership, and deters new residents.
- **Homeownership** is critical to neighborhood stability and long-term wealth creation. Stakeholders consistently agreed that the shift toward rental-dominated housing is destabilizing Florence's neighborhoods. Rebuilding a strong homeownership culture is a priority for stakeholders.
- **Blight and vacancy** are the most visible barriers to private reinvestment. Proximity to a boarded-up or deteriorating property can frustrate an entire marketing effort. Code enforcement, demolition authority, and strategic land assembly are essential preconditions for developer engagement.
- **Perception and branding** are market forces. These five target areas in Florence are widely perceived as places where investment is futile or dangerous. This perception is shared by many of the city's own residents, Realtors, and institutions. Rebranding efforts like 'The Historic Pine Street Corridor' are early steps, but a comprehensive communications strategy could push back against entrenched narratives.
- The **quality** of water infrastructure, roads, sidewalks, and lighting is both a real and a perceived barrier. Multiple stakeholders cited challenges in Florence's water system, poor road conditions, and inadequate pedestrian infrastructure (e.g., sidewalks and lighting) as factors that undermine confidence in the city's capacity to manage growth.
- **Displacement risk** is real and must be proactively planned for. As recently as 2022, Florence County led the state in rental evictions. As revitalization succeeds, rising property values and rents may threaten the very same residents who have maintained these neighborhoods through disinvestment. Anti-displacement tools should be built into the plan from the beginning.
- **Partnership, coordination, and governance** gaps limit the City's capacity to act. Despite political will at the mayoral and council level, multiple stakeholders noted fragmented institutional efforts, under-resourced agencies, and a history of plans not being implemented. Closing these gaps requires clear leadership, accountable milestones, and mechanisms for sustained collaboration.



Safety



Homeownership



Blight & Vacancy



Perception



Infrastructure



Displacement Risk



Partnership

Engagement Overview

The Florence Neighborhood Revitalization engagement process was designed to be both broad and deep, reaching institutional leaders, front line service providers, market actors, elected officials, and most importantly, the residents who live and work in these neighborhoods every day. The process unfolded over seven months from October 2025 through April 2026, employing multiple methodologies to capture a wide array of perspectives.

Stakeholder Interview Program

APD Urban conducted 20 in-depth stakeholder interviews and roundtable sessions across eight institutional categories. Sessions were structured around a consistent question protocol covering organizational role, community vision, preservation priorities, barriers and opportunities, and funding awareness. Sessions were held between October 2025 and January 2026.



The eight stakeholder categories engaged were: (1) Public Sector: elected officials including the Mayor, City Council members, a State Representative, a State Senator, key City staff, and the County Administrator; (2) Philanthropic Sector: Bruce & Lee Foundation; (3) Housing & Development: the Housing Authority, the City’s Community Development Corporation (CDC), Habitat for Humanity, and private developers; (4) Real Estate Professionals: including Realtors, the Pee Dee Realtors Association, and developers; (5) Healthcare & Major Employers: MUSC, McLeod, and Hope Health; (6) Education: the Superintendent of Florence School District 1; (7) Nonprofits & Social Services: covering food security, workforce development, and home repair organizations; and (8) Faith Community: a multi-denominational roundtable and individual pastoral interviews.

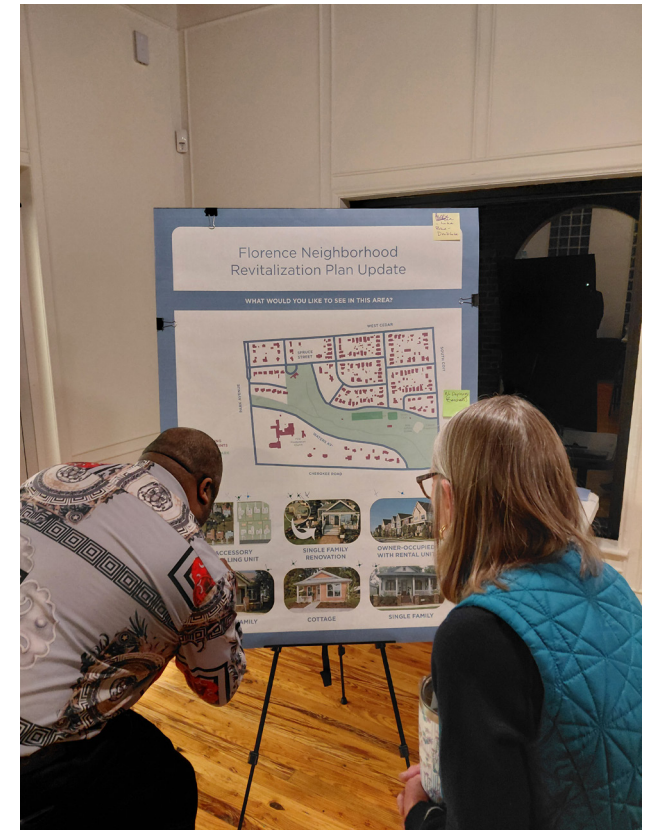
Public Meetings Program

Five public meeting workshops were held across all five neighborhoods, each lasting approximately 2 hours in a station-based open-house format. Meetings were held in February and March 2026, with neighborhood-specific sessions on February 16 (Timrod Park), February 17 (East Florence), March 2 (North Florence), March 3 (Historic West Florence), and March 16 (Maple Park). Each workshop was structured around eight thematic stations covering: neighborhood introduction and context; windshield survey results; neighborhood-specific conditions; the East Pine Corridor opportunity; housing typology preferences; 'This or That' preference voting; stakeholder feedback validation; and free-response 'magic wand' exercises. Attendance was strong across all neighborhoods, reflecting broad community interest in the planning process.

Methods and Tools

The engagement process employed a range of participatory tools designed to produce both qualitative insights and quantitative preference data:

- **Structured Stakeholder Interviews:** One-on-one and roundtable sessions using a consistent question protocol, allowing for cross-comparability of institutional perspectives.
- **Windshield Survey (WSS) Results Presentation:** Sharing field-collected parcel-level data on building conditions, tenure, and land use. Residents were also invited to verify or correct data.
- **Dot Voting:** Participants used colored dots to register preferences on housing typologies, development pace, and street character.
- **'This or That' Spectrum's:** Participants placed dots along a spectrum between two competing options, revealing nuance in community priorities.
- **'Magic Wand' Free Response:** Open-ended prompts inviting aspirational thinking as if respondents had a 'magic wand' to change anything in the community.
- **Sticky Note Commentary:** Allowed participants to add context, disagree with framings, or raise concerns not captured by structured questions.
- **Stakeholder Quote Validation:** Key quotes from stakeholder interviews were presented to community members, who rated their agreement on a spectrum.



Stakeholder Interview Findings

The stakeholder interviews represent a thorough assessment of Florence’s institutional landscape for neighborhood investment. Stakeholder interviews spanned elected officials, city and county government, developers, real estate professionals, healthcare systems, nonprofits, faith leaders, and philanthropy.

Meeting Format

Stakeholder engagement sessions were conducted as structured one-on-one and roundtable interviews, using a consistent question protocol that covered organizational role, community vision, preservation priorities, barriers, and opportunities. Sessions were held between October 2025 and January 2026 across eight institutional categories. A more detailed summary of who was interviewed is included in Table 1.

What Stakeholders Value

Across stakeholder interviews, shared values emerged across roles and sectors. There is strong commitment to Florence, but a persistent gap between planning and implementation has weakened community trust and must be addressed. Safety was the most consistent priority, seen as a prerequisite for investment. Housing, and youth development were also seen as critical areas to invest in to support neighborhood revitalization. Homeownership was also widely valued, with concerns that rental-heavy housing undermines stability and increases displacement risk. Stakeholders emphasized the importance of high-quality design, walkability, green space, and neighborhood character, rejecting the idea that disinvested areas should accept lower design standards.

Table 1: Stakeholder Interviews

Mayor Lethonia Barnes	Downtown Developer Group
City of Florence Staff Roundtable	Pastors Roundtable
Councilwoman NeSmith-Jackson	Pastors Roundtable 2
Councilman Chipper Smith	Nonprofit Roundtable
Florence County Administrator	House of Hope
Rep. Terry Alexander	Bruce & Lee Foundation
Senator Mike and Charisse Reichenbach	Florence School District 1 Superintendent
Housing Stakeholder Roundtable	Healthcare Roundtable
Real Estate Round Table 1	Healthcare Follow-Up
Real Estate Round Table 2	McLeod Health System



Stakeholder ‘Big Ideas’

Across all interviews, several transformational concepts surfaced repeatedly:

Table 2: Stakeholder Interviews

Transformational Concepts from Stakeholder Interviews
East Pine Corridor similar to Atlanta’s BeltLine: A linear park/pedestrian corridor connecting Levy Park through the historic entertainment district to McLeod Hospital. This corridor could serve as the spine of East Florence revitalization.
Anti-Displacement Tax Fund: A dedicated fund to pay the property tax differential for long-term residents whose taxes rise due to nearby reinvestment.
Homeownership Pipeline: House of Hope and similar organizations can provide pathways from housing instability to homeownership in rehabilitated neighborhood homes
Pocket Parks as Market Catalysts: Small, two-lot parks inserted into key blocks as quality-of-life anchors and adjacent-development triggers.
City as Land Bank, Private Developer as Builder: City assembles and clears land, thereby reducing the acquisition cost for private developers. This closes the construction-to-market-value gap.
Realtor Education Partnership: A formalized program with the Pee Dee Realtors Association to ensure agents are equipped to market revitalization neighborhoods and guide buyers to available incentives.
Low-Interest Foundation Loan Fund: Local philanthropy could create a lending vehicle for gap financing in revitalization neighborhood development projects.
SC JEDA Tax-Exempt Bonds: State tax-exempt bond financing through the Jobs Economic Development Authority for multifamily housing projects with nonprofit partners.
Workforce Housing near Healthcare Corridor: Mixed-income residential development near MUSC, McLeod, and Hope Health to capture Graduate Medical Education (GME) resident demand and anchor investment in East Florence.

Community Meeting Findings

The public meetings held across all five neighborhoods produced a rich, differentiated picture of residents' priorities, concerns, and aspirations. Whereas stakeholders described the neighborhood challenge using market data, policy levers, and investment calculations, residents at public meetings described it through their daily experiences.

Engagement Format and Station Structure

Each public meeting was organized around eight interactive stations, allowing participants to self-select into topics of greatest interest while ensuring that each planning dimension received attention. Neighborhood-specific sessions enabled granular, geographically anchored feedback rather than generic citywide responses.

The physical format (e.g., colored dots, sticky notes, large-format maps, and spectrum boards) was designed to be accessible across literacy levels and to generate data that is visually immediate without further coding. The 'This or That' station produced some of the most revealing data of the entire process by asking residents to choose between competing values rather than simply endorsing everything positive.

Residents Values and Concerns

Across all neighborhoods and meeting rounds, residents demonstrated a great pride in what their communities have historically represented. These residents hold the conviction that the neighborhood's present state is not its destiny. The following table summarizes resident values and concerns as expressed across the public meeting series:



Safety

Blight &
Maintenance

Infrastructure

Neighborhood
Character

Homeownership

Safety:

- At every meeting, safety was described as a lived reality rather than an abstract fear.
- Residents connected safety to inadequate street lighting and unsafe pedestrian conditions.
- Several residents noted that more people outside (e.g. walking, sitting on porches, knowing neighbors) is itself a safety strategy.

Blight and Maintenance:

- Deep frustration with deferred maintenance on rental properties, abandoned homes, and absentee landlords.
- Shift from owner-occupied to renter-occupied housing identified as the primary driver of declining maintenance standards.
- In Maple Park, residents noted a growing number of single-family homes transitioning to rental use and showing early signs of deferred maintenance.

Infrastructure:

- Broken sidewalks, missing bike infrastructure, inadequate lighting, and excessive speeding on residential streets cited across all neighborhoods.
- These are not cosmetic concerns. Infrastructure determines whether a neighborhood feels safe enough to walk, play outside, or attract new residents.

Neighborhood Character:

- Residents want improved standards without overlay district regulation.
- Across all five neighborhoods, residents consistently preferred quiet residential streets over active streets with more people, and small, incremental change over catalytic projects.
- Magic wand responses clustered around dedicated bike lanes, sidewalk repair, more street trees, traffic calming, and small-scale businesses.

Homeownership:

- Strong preference for owner-occupied housing over continued rental concentration.
- Residents expressed concern about rising property taxes as neighborhoods improve.
- First-generation home buyers need education and trusted messengers, not just government programs.

Stakeholder Validation (“This or That”)

The Stakeholder Feedback station presented general sentiments from stakeholder interviews and roundtables to community residents. This cross-validation demonstrates that on the major structural questions, **residents and institutional stakeholders are aligned**. Residents strongly agreed with statements about mixed-income housing diversity, the negative impacts of blight and absentee ownership, the importance of equitable investment, and the value of branding for neighborhood identity.

The statements that generated the strongest resident agreement were:

- ‘Mixed-income housing supports long-term neighborhood stability.’
- ‘Diverse housing types are needed to meet different household needs.’
- ‘Blight, vacancy, and absentee ownership weaken neighborhood stability.’
- ‘Stronger code enforcement and design standards improve property conditions.’
- ‘Residents want equitable investment across all neighborhoods.’

Resident Questions Themes

Will my property
taxes go up?

Will we be able to
stay in our home?

Who decides
what gets built?

Will local
businesses be
considered for
contracting ?

The public meeting process surfaced recurring questions that reflect the trust deficit between residents and the planning process. These questions are evidence of genuine civic interest. These questions should be answered directly, transparently, and repeatedly in all future community communications.

Comparative Analysis: Stakeholder and Resident Perspectives

The value of conducting stakeholder interviews and structured public meetings in parallel is that they allow for the comparison of institutional and resident perspectives in real time. This section identifies where those perspectives converge, where they diverge, and where critical gaps exist between what institutions understand about the neighborhood challenge and what residents experience.

Areas of Alignment

- **Safety** as the primary barrier: Every stakeholder category and every resident meeting produced the same finding: crime, or the perception of crime, is the dominant factor suppressing investment, deterring new residents, and undermining neighborhood confidence.
- **Blight and vacancy** as market poisons: Developers, Realtors, residents, and nonprofit leaders all described the same dynamic: a single blighted property in proximity to an otherwise sound investment can undermine it. Housing diversity as a stabilizing force: Both institutional and resident engagement produced strong support for housing type diversity as a strategy for meeting diverse household needs without displacing existing residents.
- **Homeownership over rental concentration:** The shift toward renter-occupied housing is identified by stakeholders and residents alike as the primary driver of declining maintenance, eroding social cohesion, and reducing neighborhood pride.
- **Equitable investment across all five neighborhoods:** Residents' demand that no neighborhood be left behind mirrors the institutional consensus that tailored, neighborhood-specific strategies are needed.

Areas of Alignment



Safety



Blight & Vacancy



Housing Diversity



Prioritizing
Homeownership



Equitable
Investment

Areas of Divergence

- **Pace of change:** Institutional stakeholders tend to favor faster, more catalytic interventions that can shift market perception quickly. Maple Park residents were unequivocal in their preference for small, incremental change over catalytic projects (39% vs. 0% in the voting). The pace question reflects a deeper concern about who benefits from rapid change versus who gets displaced.
- **The role of regulation:** Development and real estate stakeholders see regulatory streamlining as the primary enabling condition for investment. Residents support design standards and code enforcement but are skeptical of formal overlay districts, suggesting the demand is for outcomes, not for any specific regulatory mechanism.
- **Market optimism:** Elected officials and committed developers express genuine optimism about Florence's growth trajectory. Resident-level skepticism is more acute, with several meetings surfacing a belief that previous planning processes produced no tangible results.
- **Who the development is for:** Residents, particularly in East Florence, have already observed that major public investments like the Levy Park rehabilitation are perceived in their communities as 'not being done for us.' This perception is a real barrier to community trust and must be addressed directly.

Blind Spots - What One Group Sees That the Other Misses

- **Institutional blind spot:** The human cost of evictions: Florence's status as the state's highest-eviction-rate city was repeatedly raised by faith leaders and nonprofits. Developers consider absorption rates and financing gaps; they rarely model the costs of displacement to existing communities. The plan must bridge this gap by making the human cost of displacement a design constraint rather than an afterthought.
- **Institutional blind spot:** Heirs' property: While several nonprofits and faith leaders flagged heirs' property complications as a major barrier to land assembly and home improvement, the issue did not surface prominently in developer or city staff conversations. Heirs' property is a significant barrier in predominantly Black, historically disinvested neighborhoods like those in the study area.
- **Resident blind spot:** Regional market dynamics: Residents are understandably focused on their immediate neighborhood conditions. The regional growth drivers that stakeholders described are largely invisible to residents but will profoundly shape neighborhood markets over the ten-year plan horizon. Better communicating these dynamics to residents is both an equity imperative and a trust-building opportunity.
- **Resident blind spot:** Financing tools: Residents asked frequently about timelines and decisions, but rarely about financing mechanisms. Continued civic literacy investment is important to bridge this knowledge gap.

Areas of Divergence



Pace of Change



Role of Regulation



Market Optimism



Development Priorities

Comparative Analysis: Stakeholder and Resident Major Takeaways

The following takeaways compile the most actionable insights from the stakeholder and resident engagement.

Safety Must Be The Starting Point

- Safety improvements must be visible and immediate: lighting, active park programming, and code enforcement are the fastest-impact tools and should be prioritized first.
- The plan must articulate a safety narrative that supplements crime reduction with the positive story of a neighborhood where people feel comfortable walking, gathering, and putting down roots.

Development Math Must Be Fixed Before Scaling Private Growth

- Florence's market cannot support new construction in target neighborhoods at price points that produce financial returns for developers without public subsidy.
- The City-as-land-bank model (acquiring, clearing, and conveying land at reduced cost) is the single most powerful tool for closing this gap.
- JEDA tax-exempt bonds, LIHTC, CDBG, HOME, and philanthropic loan funds must be layered strategically to produce developments that are financially viable, community-serving, and replicable.

Homeownership Is the Most Effective Anti-Displacement Strategy

- Every person who owns their home in a revitalizing neighborhood is protected from rental displacement and positioned to build wealth.
- The homeownership pipeline must reach first-generation buyers through trusted community messengers (e.g. churches, faith leaders, neighborhood organizations) not just through government programs.
- The SC Heroes program, First Reliance Bank's first-time buyer program, City down-payment assistance, and employer housing benefits should be formally packaged as a single, easy-to-access product.

Workforce Housing Near the Hospital Corridor is an Opportunity

- The convergence of three hospital systems and a Graduate Medical Education (GME) pipeline producing residents who are statistically more likely to establish permanent practices where they trained creates genuine demand for housing near the hospital corridor.
- Residential development in East Florence near MUSC, McLeod, and Hope Health could stabilize the corridor and demonstrate to the private market that investment there is viable.
- Healthcare anchor institutions have expressed interest in green space investment and land contributions.

Branding and
Communication is
Market
Infrastructure

- The narrative battle for Florence’s neighborhoods is being lost to Google algorithms, local news coverage, and Realtor steering. The narrative must be reclaimed with a deliberate, sustained counter-narrative strategy.
- The “Historic Pine Street Corridor” brand is the right instinct, but it must be followed by physical investment in the corridor, a Realtor education campaign, and resident-developed storytelling.

Anti-Displacement
Planning Must
Begin Before
Revitalization

- Every major public investment in target neighborhoods should be preceded by a community communications campaign explaining what is happening and what it means for existing residents.
- Florence County led the state in evictions as recently as 2022, and rising property values from successful revitalization will intensify displacement pressure unless counter-measures are in place.
- An anti-displacement tax stabilization fund should be established early in the implementation.
- Heirs’ property legal assistance should be a City-funded or City-partnered service, enabling families to clear title and either sell at fair value or access rehabilitation funding.

Trust Must Be Built

- A significant portion of Florence’s residents believe that planning processes do not produce results that benefit them.
- Every public meeting commitment must be followed up with documented action, and that action must be communicated back to the community through the same channels used for engagement.
- The plan should include a formal accountability mechanism: a public dashboard tracking implementation milestones, a resident advisory body with real input authority, and an annual public report to Council.

Housing Gap Analysis

Housing Gap Analysis

Introduction

This Residential Market Analysis is comprised of two main tasks. The first task was a Housing Gap Analysis of the owner- and renter-occupied residential inventory that will exist in the three neighborhoods of North Florence, East Florence, and Historic West Florence by the year 2030. The second task was a Growth Capture Analysis examining household growth in those same neighborhoods relative to the City of Florence as a whole.

This analysis was undertaken to identify the likely near-term housing needs in the three neighborhoods and their overall growth potential. This section includes an explanation of the methodology used in this analysis and a detailed explanation of the results of the Housing Gap Analysis and Growth Capture.

Each neighborhood in this Housing Gap Analysis section of the plan includes a Growth Capture Analysis. It should be noted that the growth projections are not based on public or private intervention strategies implemented to simulate growth, including any redevelopment strategies referenced in the recommendation sections of this report.

Executive Summary

The three NRS neighborhoods will experience an increasing housing gap over the next five years. Despite modest household growth, existing supply deficits, combined with large numbers of vacant housing units that will need replacement, will create conditions for a housing deficit. It is important to note that this deficit varies by renter versus owner housing, by neighborhood, and by income range.

Figure 10 shows that owner-occupied housing is generally experiencing a deficit across most neighborhoods and income brackets, especially in higher-income areas. This deficit is especially severe in Historic West Florence. Meanwhile, that same neighborhood has a very pronounced forecasted surplus of deeply affordable (below 50% AMI) housing.

Renter housing is experiencing a larger deficit, but it is concentrated among housing for particular income ranges (Figure 11). Rental housing in the 50% to 80% AMI affordability range is very oversupplied and will continue to experience a surplus through the next five years. At the same time, rental housing for households earning 80% of AMI and above is very scarce, and there will be a particularly severe deficit of rental housing for households earning 100% of AMI and above in the next five years.

This analysis also considered the impact of greater growth in the NRS neighborhoods, especially as a share of overall growth in the City of Florence. Forecast growth in the three neighborhoods is lower than that of Florence, and if they were to add a sufficient number of housing units to address the entire forecasted housing gap, they would grow between 12% and 15% over the next five years.

While it is highly unlikely that the three neighborhoods will capture such a large share of forecasted growth in Florence, the city should explore strategies to address the projected housing gap. In particular, programs to encourage greater development of market-rate for-sale and rental housing would be most critical to addressing the housing gap. As detailed in the Recommendations section, tax increment financing can be a useful tool for delivering market-rate housing where it might not otherwise be feasible.

Figure 10: Florence NRS Neighborhoods 2030 Owner Housing Gap by Number of Units 2030

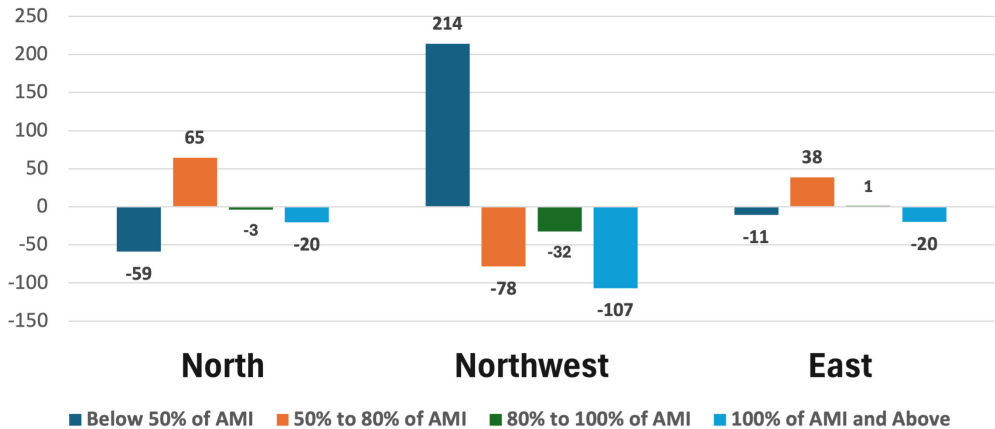
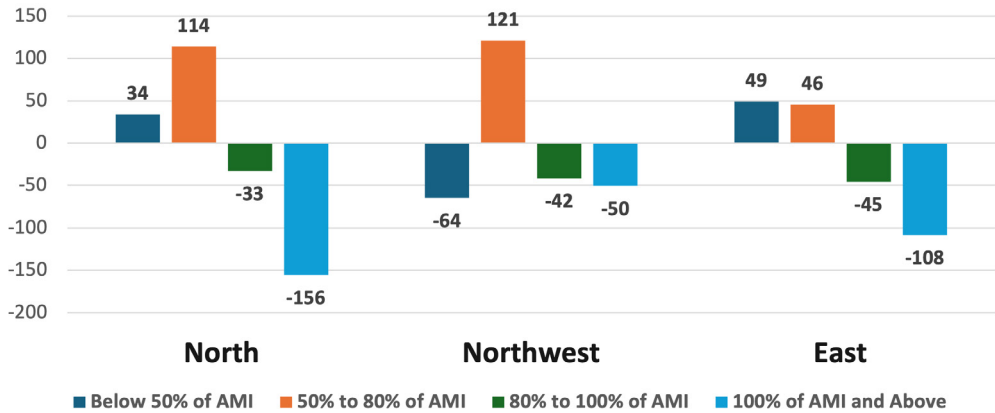


Figure 11: Florence NRS Neighborhoods 2030 Renter Housing Gap by Number of Units 2030



Methodology

A Housing Gap Analysis evaluates the discrepancy between the existing housing supply and a population's needs, broken down by income level and tenure. This analysis estimates the future housing gap in the year 2030. There are four main components of this Housing Gap Analysis:

- Current housing supply
- Current housing demand
- Forecast household growth
- Estimated housing inventory replacement

Stated simply, the current housing demand plus forecast household growth minus housing supply and estimated housing inventory obsolescence equals the total future housing gap. The current pipeline of planned and under-construction housing was not included in this analysis.

Housing Supply

Bannerman Group calculated the housing inventory occupied by owner and renter households across four income brackets. Owner-occupied homes are priced by home value, and renter-occupied homes by contract rent. These figures were converted to applicable household income ranges, assuming that 30% of annual household income is budgeted for either mortgage or rent payments. Income ranges are based on thresholds of 50%, 80%, and 100% of the City of Florence's median income (see Table 14).

For ease of description, housing belonging to the various income ranges will sometimes be referred to in this section as:

- Below 50% of Florence Median Income: Deeply Affordable
- 50% to 80% of Florence Median Income: Affordable
- 80% to 100% of Florence Median Income: Market Rate
- Above 100% of Florence Median Income: Premium

Deeply Affordable:
Below 50% of Florence
Median Income

Affordable:
50% to 80% of Florence
Median Income

Market Rate
80% to 100% of Florence
Median Income

Premium
Above 100% of Florence
Median Income

Housing Demand

Income-based demand for housing in the same four income ranges was calculated from household incomes in each neighborhood, assuming that, on average, 30% of annual household income is used to pay housing costs (a mortgage or rent). This represents a snapshot of existing demand only among current households in these neighborhoods. Results are shown in Table 3.

Household Growth

Additional household growth will typically create added demand for housing in the future, although negative household growth was observed in one neighborhood. In this analysis, growth forecasts were based on ESRI estimates for 2025.

Across all three neighborhoods, anticipated owner household growth over the next five years is very modest, with Historic West and East Florence seeing growth that is essentially flat (Table 4).

As with owner household growth, renter household growth in all three neighborhoods is forecast to be marginal, with Historic West Florence even losing a small number of households (Table 5).

Table 3: Rent to Annual Income Conversion

Monthly Rent	Needed Income (Max of Range)	% Income of AMI
Less than \$750	\$32,143	49%
\$750 to \$1,250	\$53,571	82%
\$1,250- \$1,499	\$64,286	99%
\$1,500 or more	\$64,286+	N/A

Table 4: Florence NRS Neighborhood Owner Household Growth

Neighborhood	2025 Households	Five Year % Growth	2030 Households	Five Year Growth
North	1,274	1.23%	1,290	16
Historic West	388	-0.36%	387	-1
East	407	0.80%	410	3

Table 5: Florence NRS Neighborhood Rental Household Growth

Neighborhood	2025 Households	Five Year % Growth	2030 Households	Five Year Growth
North	751	1.23%	761	9
Historic West	721	-0.36%	718	-3
East	842	0.80%	849	7

Housing Inventory Replacement

The physical condition of the housing inventory naturally declines over time, and layouts and amenities may become outdated. While some housing inventory will be renovated, this is not always practical or economical. As such, a percentage of these is expected to need replacement. In this analysis, 5% of substandard and vacant housing is estimated to need replacement annually (25% over five years).

All three neighborhoods have a high proportion of vacant owner and renter housing units. As such, a large number of owner- and renter-occupied housing units will become obsolete in the near future.

Gap Analysis

Housing Supply

This subsection characterizes the owner- and renter-occupied housing supply for each of the three neighborhoods, separately and combined, in terms of home values and rents.

Owner Supply

The total supply of owner-occupied homes across all three neighborhoods is largely composed of homes valued at less than \$100,000. This is roughly equivalent to affordable for households at or below 50% AMI. North Florence alone has at least some homes valued at over \$250,000, compared to Historic West and East Florence, which are slightly more than the value of a home affordable to households earning 100% of AMI.

Table 6: Florence NRS Neighborhood Obsolete Units by 2030

Obsolete Units	North Florence	Historic West Florence	East Florence
25% of Substandard Owner Units	4	1	0
25% of Substandard Renter Units	5	2	2
25% of Vacant Owner Units	44	20	24
25% of Vacant Renter Units	26	36	50
Total Owner Units	48	21	24
Total Renter Units	31	38	52

Table 7: Total Florence NRS Neighborhood Owner Housing Supply by AMI

AMI	Maximum Income	Maximum Affordable Home Value	Supply
Below 50% of AMI	\$32,523	\$107,063	1,286
50%-80% of AMI	\$52,037	\$171,301	329
80%-100% of AMI	\$65,046	\$214,126	146
100% of AMI +	NA	NA	389

Rental Supply

The three NRS neighborhoods have a notable lack of rental inventory with monthly rents of over \$1,250. This equates to rent affordable at 80% of Florence AMI, meaning that market-rate rental inventory is extremely scarce, with only a very small number of market-rate units in East Florence alone.

Housing Demand Owner Demand

This subsection characterizes owner- and renter-housing demand for each of the three neighborhoods, separately and combined, in terms of home values and rents.

Income-based owner housing demand among the three neighborhoods is more evenly distributed than the supply. While almost half of the demand is for homes affordable at or below 50% AMI, a larger share is for those priced at or above market rate. In particular, North Florence accounts for a large share of overall owner housing demand and of demand for homes valued at over \$175,000.

Rental Demand

Compared with for-sale housing demand, renter housing demand in the three neighborhoods is more concentrated in the deeply affordable (below 50% AMI) category. However, substantial demand exists across all income ranges. The demand for rental housing is fairly evenly distributed across neighborhoods, and the composition of demand across income ranges is similar within each neighborhood.

Table 8: Total Florence NRS Neighborhood Renter Housing Supply by AMI

AMI	Maximum Income	Maximum Affordable Rent	Supply
Below 50% of AMI	\$32,523	\$750	1,595
50%-80% of AMI	\$52,037	\$1,250	686
80%-100% of AMI	\$65,046	\$1,499	23
100% of AMI +	NA	NA	9

Table 9: Total Florence NRS Neighborhood Owner Housing Demand by AMI

AMI	Maximum Income	Maximum Affordable Home Value	Owner Demand	Max Affordable Rent	Rental Demand
Below 50% of AMI	\$32,523	\$107,063	1,044	Less than \$750	1,484
50%-80% of AMI	\$52,037	\$171,301	360	\$750-\$1,250	380
80%-100% of AMI	\$65,046	\$214,126	172	\$1,250-\$1,499	130
100% of AMI +	NA	NA	492	NA	321

Total Housing Gap

The forecasted household growth and replacement factors were combined with supply and demand to produce a full housing gap analysis showing the surplus or shortage of housing for each neighborhood, by renter and owner, for each income bracket.

Owner Gap

For owner housing in all three neighborhoods combined, there is a small projected housing shortage. Supply somewhat exceeds current demand, and projected household growth is modest. However, a substantial proportion of the current inventory is vacant and is likely to need replacement within the next five years. This replacement need drives the overall mild projected shortage.

The housing gap for owner-occupied housing amongst the three combined neighborhoods is vastly different across income ranges, however. Deeply affordable housing is currently oversupplied, and even with a moderate replacement need, it will continue to experience a large surplus over the next five years. Housing for all other income ranges is currently under supplied, and this situation will be further exacerbated by replacement needs, leading to a sizable projected deficit.

Rental Gap

Among rental housing in the three neighborhoods, there is a somewhat larger projected housing shortage. As with owner-occupied housing, the projected housing gap varies greatly by income range for renter housing. Deeply affordable housing is currently oversupplied, will experience moderate replacement need less than the current oversupply, and will continue to experience a very small surplus in the next five years. Naturally occurring affordable housing in the 50% to 80% of AMI range is very heavily oversupplied and will experience a large surplus into the future.

Table 10: Florence NRS Neighborhood Combined Owner Housing Gap

AMI	Current Demand	Household Growth	Current Supply	Replacement	Surplus/ Shortage
Below 50% of AMI	1,044	10	1,286	65	166
50%-80% of AMI	360	2	329	19	-52
80%-100% of AMI	172	1	146	9	-37
100% of AMI +	492	4	389	0	-107
Total	2,070	18	2,150	93	-30

Table 11: Florence NRS Neighborhood Combined Renter Housing Gap

AMI	Current Demand	Household Growth	Current Supply	Replacement	Surplus/ Shortage
Below 50% of AMI	1,484	8	1,595	85	19
50%-80% of AMI	380	2	686	24	280
80%-100% of AMI	130	1	23	12	-120
100% of AMI +	321	3	9	0	-315
Total	2,315	13	2,314	121	-135

Conversely, market-rate rental housing is currently severely under supplied. Despite substantial demand, there is very little market-rate rental inventory. Even with very little household growth and little anticipated replacement need, there will be a marked deficit of market-rate rental housing over the next five years.

Growth Capture Analysis

As a supplement to the Housing Gap Analysis, Bannerman Group compared the growth rates of the NRS neighborhoods with those of the City of Florence. Notably, the city is growing overall, with almost 500 forecasted new households by 2030. However, relatively little of that growth is happening in the three NRS neighborhoods. The City of Florence is projected to grow by 1.42% overall by 2030, and only North Florence will gain over 1% growth of the three NRS neighborhoods.

As a percent of total growth in the city over 5 years, only North Florence is anticipated to capture more than 5%, while Historic West Florence will actually lose households. East Florence will grow at a more moderate rate.

If the entire housing gap in the NRS neighborhoods were addressed (and those units were occupied), that would represent a third of the anticipated growth in the whole city by 2030. Housing needed to address existing deficits in each neighborhood identified in the gap analysis would amount to almost 12% of forecast household growth in each neighborhood, or over 35% of the total citywide amount.

Proportional Growth

Demand for housing would be even greater if household growth in neighborhoods generally kept pace with the city as a whole, suggesting greater latent development potential. If all three neighborhoods had grown proportionally with the rest of Florence, the housing gap would be about 30 households larger. Notably, over-65 households in the NRS neighborhoods are one demographic that is growing proportionally with the rest of the city, suggesting that housing for aging-in-place is a particular need.

Table 12: Florence NRS Neighborhood Percentage Household Growth

Neighborhood	2025 Households	Five Year Growth %	2030 Households	Five Year Growth	% Five Year Growth
City of Florence	30,072	1.4%	34,557	485	
North	2,026	1.2%	2,051	25	5.5%
Historic West	1,109	-.36%	1,105	-4	-.82%
East	1,250	.80%	1,260	10	2%

Table 13: Florence NRS Neighborhood Housing Gap Growth Scenarios

AMI	Forecast Growth	Proportional Growth	Housing Supply/Deficit	Deficit with Proportional Growth
North	25	29	-59	-62
Historic West	-4	16	-38	-58
East	10	18	-68	-76
Total	31	62	-165	-196

Table 14: Home Value to Annual Income Conversion*

Home Value	Loan Value	P&I Budget	Taxes, PMI & Insurance	Monthly Payment	Needed Income
\$50,000	\$40,000	\$240	\$115	\$354	\$15,189
\$100,000	\$80,000	\$480	\$229	\$709	\$30,377
\$150,000	\$120,000	\$719	\$344	\$1,063	\$45,566
\$200,000	\$160,000	\$959	\$458	\$1,418	\$60,755
\$250,000	\$200,000	\$1,199	\$573	\$1,772	\$75,944
\$300,000	\$240,000	\$1,439	\$688	\$2,126	\$91,132
\$400,000	\$320,000	\$1,919	\$917	\$2,835	\$121,510
\$500,000	\$400,000	\$2,398	\$1,146	\$3,544	\$151,887
\$750,000	\$600,000	\$3,597	\$1,719	\$5,316	\$227,831
\$1,000,000	\$800,000	\$4,796	\$2,292	\$7,088	\$303,774
\$1,500,000	\$1,200,000	\$7,195	\$3,438	\$10,632	\$455,662

*Assumptions: 20% down payment, 6% mortgage interest rate, taxes and insurance total 2.75% of home value

Recommendations

Recommendations & Case Studies

The Neighborhood Recommendations section expands on the recommendations included in each neighborhood plan and provides case studies and best practices. Recommendations have been split into two categories, Community Retention and Community Redevelopment.

Community Retention

The Community Retention section includes recommendations focused on retaining existing residents in their neighborhoods as the City of Florence continues to grow. These policies and strategies are important to ensure that current residents are not displaced as some neighborhoods experience growth pressures, and others see major redevelopment projects.

Community Redevelopment

The Community Redevelopment section includes recommendations that will support infrastructure improvements and new development. These strategies are critical to ensure community-guided investment and growth.

Community Retention

Housing

Homeowner Rehabilitation

- The City of Florence (CDC) should serve as the primary liaison for homeowner repair programs, connecting residents with existing funding options at the local, state and federal level.
- A neighborhood specific homeowner rehabilitation program should be explored for each neighborhood.
- Any new programs should promote safe structures for existing homeowners and prioritize exterior and critical repairs.
- Partnering with local youth organizations to support minor repairs and yard maintenance.
- Local major employers, non-profits and philanthropic organizations can serve as potential program partners.

Rental Rehabilitation Program

- Low interest loans or rehabilitation grants when paired with stricter penalties for code violations (see [blight tax](#)) can be a strong tool to improve the condition of rental properties.
- Further affordability conditions could be placed on low-cost funds to ensure affordability is maintained after redevelopment.

Neighborhood Association and Capacity Building

- For those neighborhoods that do not have an active neighborhood association, establishing one should be a priority.
- Florence can assist by creating a neighborhood association guide or website page, like this example from the [City of Georgetown](#).
- Consider implementing a leadership academy for neighborhoods.

Conservation District

- Establish a Neighborhood Conservation District in Maple Park
- A Neighborhood Conservation District is a land use tool that offers the neighborhood the ability to tailor certain aspects of new development projects to fit the needs and desires of the community.
- Conservation districts can be used to ensure design quality and complement the existing historic character of the neighborhood, while offering a degree of flexibility.
- Common areas of review in conservation districts include exterior renovations, new construction and demolitions.
- Example topic the neighborhood conservation district can include:
 - Setbacks and orientation
 - Building height
 - Parking/garages
 - Demolitions
 - Sidewalks and lighting

Case Study: Neighborhood Conservation Overlay, Clemson, SC

- Clemson, SC recently passed a new Neighborhood Conservation District that supports maintaining the existing character of designated neighborhoods.
- The new district would prioritize the preservation of existing architectural elements by requiring new development to conform to the existing character of the exiting neighborhood.
- This overlay also allows the Board of Architectural Review to establish additional design criteria.
- A dedicated website with an FAQ section was created as part of the overlay adoption process.

Figure 12: Neighborhood Conservation Overlay, Clemson



Figure 13: Clemson Neighborhood Conservation Overlay



Historic Preservation

- Establish a detailed catalog of historic assets in the community.
- The design and creation of a heritage trail, highlighting the historic assets could provide an opportunity to share the history and culture of each neighborhood.
- Evaluate the designation of certain buildings or the entire neighborhood at the local, state or federal level.

Estate Planning Seminars

- Partner with local libraries and attorneys to host seminars on estate planning and will creation.

Case Study: [DeKalb County, Georgia Estate Planning Seminar](#)

- The Dekalb County Library system holds free workshops in partnership with local attorneys and financial professionals to help county residents better understand estate planning options

Homestead Exemption Drive

- Create a map of potential homeowners without a homestead exemption.
- Create and share outreach material to potential homeowners without a homestead exemption.
- Partner with the tax assessor to distribute information about homestead exemptions to potential homeowners.
- Include information about homestead exemptions at community events, such as Florence First Friday.

Heirs Property Assistance

- Heirs' property, where ownership passes to multiple descendants without a formal title transfer, can make selling or renovating a property more difficult.
- Estate planning support is a great tool to prevent additional heirs' property in a community.
- Partnering with the Center for Heirs Property to provide legal and financial support to property owners maintain multi-generational wealth.

Figure 14: Historic Trinity Baptist Church, Florence, SC



Figure 15: DeKalb County Estate Planning Website

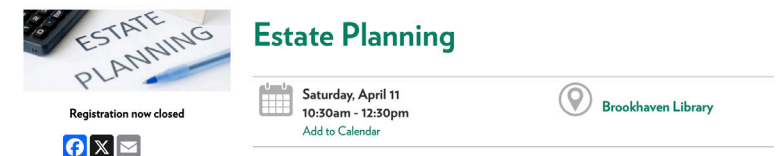
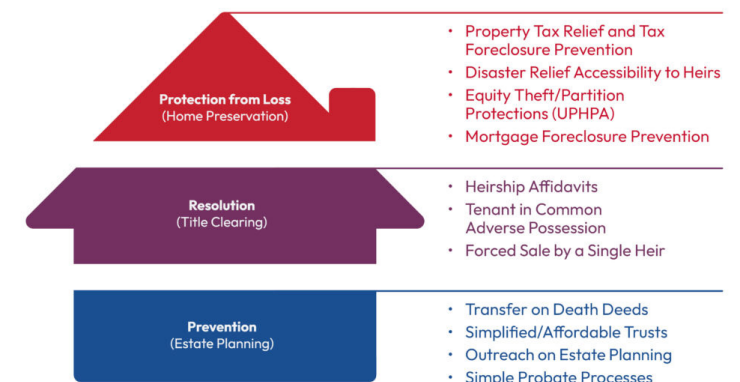


Figure 16: Heirs Property Legal Interventions

Summary of Heirs Property Legal Interventions



Church Partnerships

- Faith based institutions often have excess land that can be better leveraged for community uses, including housing.
- Partnering with faith-based organizations to develop mixed-income housing can better activate underutilized land and increase housing choices.
- Faith based institutions can also serve as an important partner to share information about first time homebuyer opportunities available in the city.

Housing Choice Voucher (HCVs) to Homeownership Cohort

- A cohort learning model offered by [Center for Community Progress](#) to help communities learn how to transition households using Housing Choice Vouchers from renters to homeowners.
- Provide support to community partners, which can help move low-income households from renters to homeowners.

Property Tax Stabilization Fund

- Purpose: Helps long-term homeowners facing steep property tax increases that could threaten their ability to remain in their homes.
- Structure: Typically administered by a nonprofit and supported through philanthropic funding.
- Funding: Existing programs operate as grants that cover the amount of the tax increase, with no repayment required.
- Target population: Long-term homeowners experiencing rising tax burdens.
- Eligibility: Assists homeowners enrolled in eligible Homestead Exemptions.

Case Study: Atlanta, GA [Atlanta, GA Faith-Based Development Initiative](#)

- Provides support to faith-based organizations interested in developing housing on their property.
- Technical assistance support.
- Micro Loan Program that includes a \$500,000 forgivable loan program.

Case Study:

[Westside Future Fund Anti-Displacement Tax Fund](#)

- An Atlanta program to help legacy homeowners remain in their homes. Property tax increases are paid for qualifying homeowners of four neighborhoods on Atlanta's westside.
- Available to current homeowners in the neighborhood who earn less than 100% AMI in addition to other eligibility requirements.
- Tax increases are covered by the program for a 20-year time period.
- Funding is provided in the form of a grant, from philanthropic sources, and does not require repayment by the homeowner.

Marketing, Branding, and Perception Shift

Marketing and branding should be treated as core revitalization infrastructure, not as a secondary communications task. Throughout neighborhood planning process, residents and stakeholders described perception as a real market force: negative narratives about safety, vacancy, blight, and investment potential affect whether families choose to buy homes, whether Realtors frame neighborhoods as viable places to live, whether developers believe projects can succeed, and whether current residents trust that revitalization is intended to benefit them

The City should establish a coordinated marketing and perception-shift strategy for the five study neighborhoods. The strategy should not attempt to erase existing concerns or replace community experience with promotional language. Instead, it should tell a fuller and more accurate story: these neighborhoods contain historic assets, long-term residents, walkable blocks, civic anchors, housing opportunity, and reinvestment potential, while also requiring visible action on safety, blight, infrastructure, and displacement prevention.

The marketing strategy should operate at two levels. First, a citywide revitalization narrative should explain why neighborhood reinvestment matters to Florence's future and how the City will protect existing residents while supporting new investment. Second, each neighborhood should have a tailored identity framework that reflects its own history, physical character, community priorities, and near-term implementation opportunities. This approach allows Florence to communicate a shared revitalization agenda while avoiding a one-size-fits-all brand.

In East Florence, branding should build on the emerging Historic Pine Street Corridor concept while ensuring that the brand is supported by visible public and private investment. The corridor brand should be paired with streetscape improvements, pocket parks, housing rehabilitation, infill development, and regular public updates so that the narrative is reinforced by tangible conditions on the ground. In Maple Park and Timrod Park, branding should emphasize neighborhood character, quiet residential streets, mature tree canopy, maintenance expectations, and preservation-compatible reinvestment. In North Florence and Historic West Florence, branding should emphasize neighborhood stabilization, homeownership opportunity, local history, public realm improvements, and the reuse of vacant or underutilized land as a visible sign of progress.

Recommended Actions

Create a Neighborhood Brand Framework

- Develop a citywide message platform and one-page identity profile for each neighborhood. Each profile should include the neighborhood's core story, key assets, priority audiences, tone of voice, preferred images, and three to five proof points that distinguish the neighborhood from outdated or negative perceptions.

Launch a Resident-Led Storytelling Campaign:

- Invite residents, churches, neighborhood associations, alumni networks, small businesses, and civic anchors to help tell neighborhood stories through short profiles, photographs, oral history excerpts, social media features, and public-facing project updates. The campaign should elevate pride and belonging while remaining honest about implementation needs.

Pair Every Visible Investment With a Communications Package:

- Before major public improvements, demolition activity, park investment, streetscape work, land disposition, or catalytic development activity, prepare plain-language materials that explain what is happening, why it matters, who benefits, how residents can participate, and what protections or resources are available for existing households.

Establish a Realtor and Lender Education Partnership:

- Work with the Pee Dee Realtors Association, local lenders, major employers, and housing partners to create recurring briefings, map-based tour materials, incentive summaries, and buyer-facing talking points so that real estate professionals can accurately market neighborhood opportunities without reinforcing stigma or steering.

Create a Digital Perception Shift Toolkit:

- Develop neighborhood web pages, updated map assets, project FAQs, before-and-after visuals, downloadable buyer and investor packets, and a shared image library. These tools should make it easier for residents, Realtors, employers, developers, and partner organizations to communicate consistent, accurate information.

Use Signage, Wayfinding, and Gateway Elements to Reinforce Identity

- Install modest but high-quality neighborhood signage, wayfinding, banners, and gateway markers where investments are already planned or underway. Physical branding should be coordinated with public realm improvements so signs do not promise change that is not yet visible.

Figure 17: Example Gateway Signage



Maintain an Implementation Dashboard and Public Update Rhythm

- Create a recurring public update mechanism that tracks commitments, near-term actions, completed improvements, upcoming meetings, and funding opportunities. The purpose is to build trust by showing progress and by documenting when commitments are completed, delayed, or revised.

Priority Audiences and Messaging Emphasis

Audience	Primary Need	Recommended Message Emphasis
Current residents	Trust, clarity, and protection from unintended harm	Revitalization should improve neighborhood conditions while helping existing residents remain, benefit, and participate.
Prospective homebuyers	Confidence that neighborhoods are viable places to invest	These neighborhoods offer historic character, proximity, attainable housing opportunities, and visible public commitment.
Realtors and lenders	Accurate information and incentive awareness	Neighborhood opportunity should be marketed with facts, financing tools, and updated project information, not outdated assumptions.
Developers and small builders	Evidence of demand, support, and reduced uncertainty	The City is aligning land, infrastructure, design expectations, and partnerships to make neighborhood-scale development more feasible.
Employers and institutions	Workforce housing and community investment pathways	Neighborhood reinvestment can support employees, reduce commuting burdens, and strengthen Florence's broader economic competitiveness.

Public Safety

- Create diversion programs for youth at risk of participating in mischief and petty criminal activity, to support a more productive use of their time.
- Market “Youth City University” to current students in the Florence school system.

Case Study: @Promise Initiative, Atlanta

- Partnership between the City of Atlanta and the Atlanta Police Foundation.
- Established At-Promise Centers, a youth crime diversion program, that focuses on prevention, intervention, and diversion.
- A “one stop shop” for youth support.

Figure 18: @Promise Center



Community Redevelopment

Housing

Land Use and Zoning

- Allow for garage to accessory dwelling unit (ADU) conversions, without considering it new construction.
- Establish a cottage court ordinance.
- Establish ADU's by right in the General and Urban Residential Zoning Categories.
- Create a guide to building an ADU guide with step-by-step instructions and connections to local resources for homeowners interested in building an ADU.

Case Study: [City of Orlando, FL Accessory Dwelling Units: Step by Step Guide](#)

- The City of Orlando created a step-by-step guide to help residents through the ADU permitting and construction process.

Case Study: [Oak Cottage Courts, Decatur, GA](#)

- A pocket neighborhood in Decatur, providing an affordable homeownership opportunity.
- Leveraged an update cottage court ordinance.
- Partnership between the Decatur Development Authority, Atlanta Neighborhood Development Partnership, Decatur Land Trust and Fortas Homes.
- [Development agreement](#) was between the City of Decatur Development Authority and Atlanta Neighborhood Development Partnership.

Blight Tax

- A blight tax allows for municipalities to tax blighted properties at a higher level to encourage redevelopment.
- Once the property has been deemed blighted, the property faces a higher taxation rate that is removed once the property is brought into compliance.
- Revenue generated from higher taxes can be used for community development purposes.
- This strategy requires state enabling legislation.

Figure 19: Example ADU



Figure 20: ADU Types

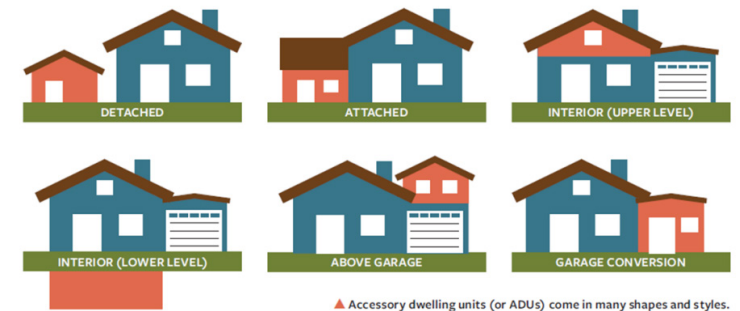
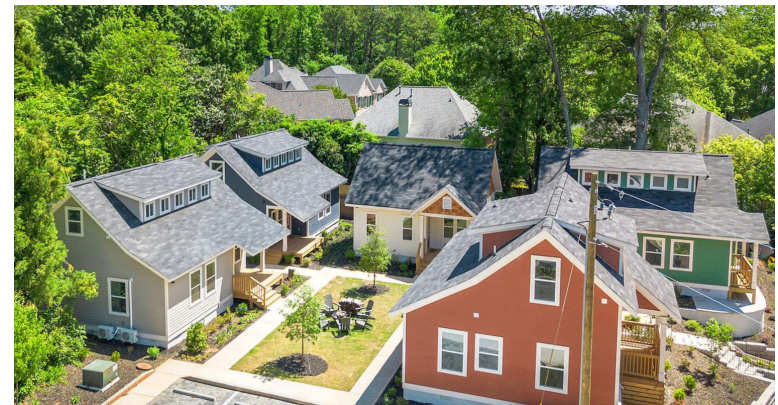


Figure 21: Oak Cottage Courts, Decatur, GA



Case Study: Community Redevelopment Tax Incentive Program, Clarkston, GA

- Created via the Community Redevelopment Tax Incentive Program.
- The ordinance applies to uninhabited properties that have two or more blighted conditions.
- Adds a factor of ten to the millage rate applied to the property until it is brought into compliance.
- Revenue will be used for community development purposes, including property demolition.

Hospital Partnerships

- One of the major employment sectors in Florence is the healthcare industry. By engaging with hospital employees, the city can better understand barriers existing employees have to moving into nearby neighborhoods.
- Priority for city-led incentives should be provided to developers who commit to “preferred employer programs” where housing is built with the intention of being purchased or rented by hospital employees.
- Healthcare providers could also support residential development by supporting the construction of housing near their campuses.
- Healthcare providers can also support employees living close to their place of employment, reducing commute times.

Case Study: Phoebe Flaggstone, Albany, GA

- Phoebe Putney Health System supported the development of a multifamily residential development in the neighborhood near the hospital for medical professionals in training.
- The complex provides a range of bedroom options at affordable prices, proximate to the hospital, while introducing new product into the neighborhood.

Figure 22: City of Clarkston



Figure 23: Flaggstone, Albany, GA



Case Study: Memphis Medical District Collaborative

- The Medical District connects Downtown and Midtown Memphis, an area of the city that has historically been one of the most economically disadvantaged.
- Supporting real estate development projects, and residential growth is their primary objective.
- Other areas of focus include public art, events, building improvement grants, buying and hiring local.
- Their website also includes neighborhood, and public safety guides to provide information on prospective residents and businesses.

Local Developer Ecosystem + Capacity Building

- Florence should proactively maintain a list of local and regional qualified contractors and skilled trades, such as plumbers and electricians, to support small-scale projects. The Chamber of Commerce could serve as the repository for this list.
- Introducing construction/real estate development to high school students as a viable career path can also support homegrown talent and provide an opportunity for kids to stay local to Florence.
- To address the shortage of local developers interested in building in Florence, the city could support capacity building of residents who are interested in real estate development. Establishing a Developers Academy could be an excellent way to develop local talent.
- The developer's academy should also include information on how to build an ADU.

Case Study: Newtown Developers Academy, Macon, GA

- A six-class course designed to teach aspiring developers the skills needed to undertake real estate projects in Downtown Macon.
- The goal of this program is to bridge the gap between the available housing stock and the interest of local developers.

Figure 24: Memphis Medical District Streetscape Update



Figure 25: Newtown Macon Graduates



Case Study: [Ramsey County, MI Emerging and Diverse Developers Program](#)

- A two-part program that offers both technical assistance and a dedicated pathway for small local developers to secure funding for affordable housing projects.
- Both predevelopment and construction funding is available for program participants to apply for.

Developer Concierge Services

- Implement a one-stop shop where developers meet all municipal and county departments to review and discuss potential development plans.
- Establish a Residential Development Liaison who would serve as the single point of contact to guide developers through the city's process from pre-development to construction.

Case Study: [“Right Start” Statesboro, Georgia](#)

- Meeting held every Thursday at 9 am where you can interact with staff from all development departments.
- Information process that occurs before the formal development process.

Developers Summit

- Host a developer's summit, in partnership with local economic development organizations such as your Chamber of Commerce and major employers.
- The summit should include investor tours of catalytic sites, and networking sessions to connect builders with local projects.
- Audiences to invite include small and mid-sized builders, non-profit housing partners, local banks, and philanthropic organizations.

Familiarization (FAM) Tours

- Typically used for economic development efforts, a FAM tour can be a useful tool for Florence to showcase potential residential opportunities.
- These tours can be used to bridge the gap between perception and reality of developers, like what was done in the [City of South Fulton](#).
- City staff should attend these tours to provide information on priority infill areas, infrastructure support and available incentives.

Figure 26: City of South Fulton FAM Tour



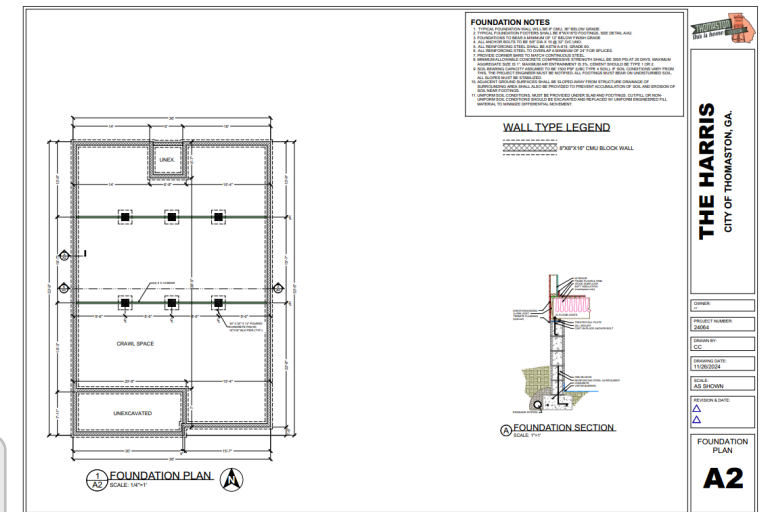
Pre-Permitted Housing Plans

- Offering pre-approved housing plans reduces pre-development time for developers and provides the city with more control over residential design elements.
- A variety of pre-permitted plans should be offered, to maintain architectural diversity.
- Plans can support both single-family, duplex and small multifamily developments.
- Plans should be architecturally fitting for each neighborhood.
- Priority blocks in each neighborhood can be assigned a pre-permitted plan; allowing a vision for the entire street to take form.
- An incentive package can be offered to developers to follow this vision.

Case Study: Pre-Permitted Mill House Plans, Thomaston, GA

- Seven of the twenty-nonoriginal Mill House Plans were brought up to modern codes and can be built within the Northeast Thomaston Urban Redevelopment Area by right.
- [Example Plan](#)

Figure 27: Thomaston Pre-Permitted Housing Plan Example



Public Safety

- Conduct a streetlight audit to determine the current conditions of streetlights in each neighborhood.
- Prioritize streetlight installation in areas currently not served.
- Partner with local developers to build homes that police officers and other first responders can purchase, with downpayment assistance.
- Prioritize crime prevention through environmental design (CPTED) principals in new construction and redevelopment projects.
- Prioritize sidewalk improvements and connectivity.
- Install license plate readers + gunshot detection systems in high crime corridors.

Figure 28: CPTED Example



Case Study: Flock Safety Audio Detection, Albany, GA

- Albany, Georgia was dealing with unsolved gun related crimes.
- The city installed the Flock Safety Raven audio detection for gunshots which allows officers to detect a gunshot within 90 feet.
- A timestamp and audio clip of the gunfire is also provided.
- The system uncovered 30% more gunfire than previously reported.
- Patterns emerged, which allowed the police department to deploy resources more effectively.

Case Study: Secure Neighborhoods Program, Atlanta, GA

- Promotes neighborhood stabilization and homeownership by providing single-family housing opportunities for Atlanta Police officers in targeted revitalization areas.
- Pairs housing investment with community engagement, requiring participating officers to serve as neighborhood ambassadors and build stronger relationships with local residents.

Figure 29: Flock Safety System



Figure 30: Secure Neighborhoods Home



Civic Engagement Recommendations

Continued engagement with stakeholders and the larger community during implementation is critical. Engagement will build excitement and momentum as progress is made and will ensure community priorities continue to guide plan implementation.

Continued, organized engagement at the neighborhood level is a critical component of any neighborhood planning process, to champion the plan and liaise between the City and neighborhood residents. Community engagement with stakeholders and residents should follow the four steps outlined below to ensure that all engagement is transparent and empowering.

- Inform
- Consult
- Involve
- Collaborate

Inform

- This step identifies who should be included in ongoing engagement efforts, notifies stakeholders and residents of the intent to continue engagement, and provides necessary background information on the plan, or any other relevant background information. Approaching engagement in this way is appropriate during implementation, where extensive feedback is not required. For example, it is appropriate to inform neighborhood residents when a meeting on plan implementation is scheduled with the City of Florence. There are several outreach methods that can be used to inform residents about ongoing engagement efforts, as shown below.

Potential Tools to Inform

- Fliers
- Postcards
- Yard signs
- Email announcements
- Phone calls or text messages
- Social media post
- Door to door outreach

Consult

Consult focuses on gathering additional information to better define issues and gather additional information. Consultations with small groups and stakeholders can be useful to confirm the initial data and issues in the neighborhood. Consultations throughout the implementation phase also allow for a continued understanding of any specific internal or organizational issues that need to be addressed. Consultations should occur in locations, and at times, convenient to neighborhood residents and other relevant stakeholders. The consult phase is appropriate when feedback from residents is required to better understand their desired outcomes and priorities. For example, consultations are appropriate to gain additional community feedback on catalytic projects proposed in the neighborhood. Potential methods to consult with stakeholders are included below.

Potential Tools to Consult

- Community workshops
- Community open houses
- Community mapping activities
- Focus groups

Involve and Collaborate

The involve and collaborate steps focus on creating solutions to issues and implementing decisions. Involving stakeholders and the public through the implementation phase affords them opportunity for input. Continued input from interested parties often leads to more thorough and practical recommendations. Continued engagement also allows the public to confirm their concerns and priorities are reflected in the implementation strategies, builds public support for the neighborhood plan. This level of engagement is appropriate when residents should play a significant role in the decision-making process. It is appropriate where potential impacts to the neighborhood are significant, such as during the design and implementation of any land use changes, such as the Neighborhood Conservation District. Neighborhood residents should provide feedback on these changes and be trained to understand how these changes will impact the neighborhood.

Potential Tools to Involve and Collaborate

- Open houses
- Steering Committee or neighborhood association
- Technical trainings

Funding Sources

Funding and Financing Strategies

Funding sources will be required to fully implement each neighborhood plan. A list of potential funding sources is included below, along with a brief summary, source and goals and a link to additional information where applicable.

Financing Strategies

Tax Increment Financing

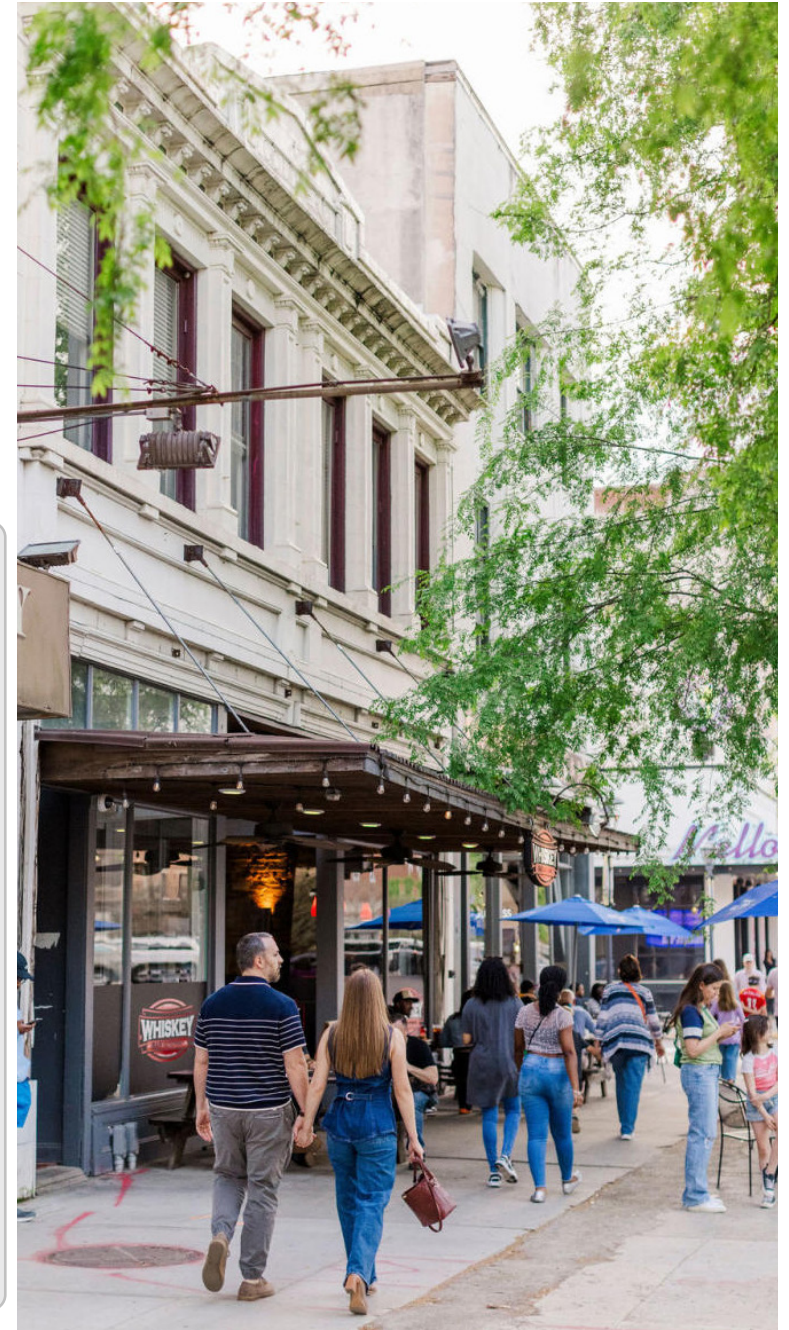
Tax Increment Financing (TIF) in South Carolina allows local governments to fund redevelopment in blighted or deteriorating areas by freezing the base property tax and using the incremental tax revenue generated by improvements to pay off municipal bonds and infrastructure costs. While subject to specific usage eligibility guidelines, these costs include up-front capital for site acquisition, predevelopment, or to pair with the Low-Income Housing Tax Credit (LIHTC) program funding for construction.

Case Study: [Augusta Tax Allocation District](#)

A Tax Allocation District (TAD) is Georgia's name for Tax Increment Financing. A TAD is a geographic area consisting of specific identified tax parcels within a Redevelopment Area where cities and counties may use the Georgia Redevelopment Powers Law to stimulate private investment in "blighted" or underdeveloped properties. TADs usually have a finite life (typically 25 to 30 years) and can be dissolved by the local government, provided no outstanding debt obligations remain.

Tax-exempt bonds may be issued to finance infrastructure and other eligible redevelopment costs in partnership with private developers. These bonds are retired with revenues from marginal ad valorem property tax collections above the base value. This investment will typically generate new jobs and new sales tax revenue, and foster a positive mix of new and redeveloped residential, office, shopping, public use, and recreational facilities on properties within the TAD that are currently undeveloped.

Augusta's first Tax Allocation District was adopted in 2008 pursuant to voter approval in 2006. This initial TAD was found to be too broad and was not accomplishing redevelopment goals. As such, it was dissolved in 2013. Since then, Augusta has created three additional, more focused TADs in various areas around the city. These include:



- TAD #2: Riverwatch Parkway
- TAD #3: Doug Bernard / Dixon Airline
- TAD #4: Downtown Augusta

TAD #4 was created to foster economic development in a portion of TAD #1's original footprint. Augusta's experience with TADs illustrates the need for cities to be very prescriptive in their use of tax increment financing tools, especially regarding the boundaries of the area to be encumbered and the specific development projects the program will support.

Regional Housing Trust Funds

Regional Housing Trust Funds (RHTFs) pool public and private resources into dedicated funds that enable communities to invest in the development and preservation of affordable housing strategically. Municipalities establish dedicated revenue streams (such as real estate transfer taxes or linkage fees) to issue grants or low-interest loans for local housing production. RHTFs provide flexible, local capital for affordable housing financing. In South Carolina, RHTFs can be used to create or preserve affordable housing, prioritizing units for households at or below 50% AMI.

Case Study: [Beaufort Jasper Housing Trust](#)

The Beaufort Jasper Housing Trust (BJHT) was created to address the shortage of affordable housing in the Southern Lowcountry region of South Carolina, specifically Beaufort and Jasper Counties. A tourism-heavy area, much of the workforce consists of low-wage hospitality workers who struggle to afford the housing costs required to live close to their workplaces.

The Southern Lowcountry Advisory Board (SoLoCo) is a regional board composed of representatives from Beaufort and Jasper Counties, created to enhance knowledge sharing and solution building across the region. In 2021, SoLoCo commissioned Asakura Robinson to develop a proposal and implementation plan for an RHTF to provide affordable housing funding to Beaufort and Jasper Counties in the Lowcountry region of South Carolina. After reviewing needs assessments and plans previously developed across the region's affordable housing, the study approved the need for an RHTF to address the specific housing challenges of the area.

BJHT contracted with a Community Development Financial Institution (CDFI) to manage the financial aspects of the operation. The Coastal Community Foundation issued an RFP for a CDFI partner, resulting in a \$3 million commitment to affordable housing in the Lowcountry. That investment became a cornerstone for launching BJHT. In the time since its founding, the RHTF has deployed \$2.5 million to support a landowner's vision of using his family's land to build affordable housing for a 64-unit senior housing project near downtown Beaufort.

The formation and operation of the BJHT underscore the need for a closely coordinated coalition of local governments and private capital aligned to address specific housing needs in a region.

Community Development Corporations

Community Development Financial Institutions (CDFIs) are specialized, community-based financial institutions with a primary mission to promote economic development by providing financial products and services to people and communities underserved by traditional financial institutions, particularly in low-income communities. CDFIs include community development banks and credit unions, as well as non-regulated institutions such as nonprofit loan funds or venture capital funds.

Other Funding Sources

Philanthropy

Telling the Full History Preservation Fund

- Philanthropic Funding: National Trust for Historic Preservation
- Summary: Supports the research, planning and implementation of interpretation programs.
- Goals: To preserve the history of places of importance in underrepresented communities.

AARP Community Challenge

- Philanthropic Funding: AARP
- Summary: Supports livability projects, especially those that supports the needs of adults over 50.
- Goals: To create livable places for everyone.

Local Philanthropy

- Philanthropic Funding
- Summary: Local endowments focused on housing, economic development, and recreational issues.
- Goals: Supporting affordable housing, community retention, and capacity building.

Public

Federal Home Loan Bank Affordable Housing Program

- Summary: Offer programs offering financing support to affordable rental and homeownership units.
- Goals: Support affordable housing production and preservation.

Low Income Housing Tax Credit (LIHTC)

- Summary: Offer programs offering financing support to affordable rental and homeownership units.
- Goals: Support affordable housing production and preservation.

Department of Housing and Community Development

- Summary: Federal CDBG and HOME funds allocated to and managed by the City of Florence.
- Goals: Support affordable housing and community development efforts.

Private

Opportunity Zone Equity

- Summary: Private funding, with a reduction in capital gains taxes.
- Goals: Support commercial growth and affordable housing.

Community Reinvestment Act

- Summary: Encourage banks to help rebuild and revitalize communities.
- Goals: To ensure banks meet the credit needs of communities where they do business.

Private Debt Financing

- Summary: Private investment that supports housing and business development.
- Goals: Support growth while receiving a reasonable return on investment.

Immediate Next Steps

The acquisition estimates prepared to help guide implementation and future budgeting across the Catalytic Project Areas and Area of Concern are shown in Table 15. The four areas contain a combined 208 vacant parcels, with an estimated total acquisition cost of approximately \$3.37 million.

The estimated number of parcels and total acquisition cost for the Oakland Ave, Chase St, and Area of Concern catalytic areas may include parcels already acquired by the City of Florence. Total acquisition cost is calculated on the basis of:

- 2025 market value established by the Florence County Tax Assessor
- Assumes an additional 10% increase in value above the market value
- \$500 cost of appraisal
- Real Estate Fee of \$1000
- Legal Fees of \$1,500
- Property Maintenance expenses of \$1000

The proposed Pine Street Catalytic Site Plan includes several building types, with a detailed program in Table 16. This program, in addition to other assumptions were used to develop an estimated total development cost for the complete build out of the catalytic area site plan. Additional details on the assumptions included in each cost category are shown in Table 17.

- Total Acquisition Cost:**
 - Appraisal
 - Broker Commission
 - Maintenance

Hardscape Development Cost:
 - Building Type
 - Total Square Feet
 - Development Cost Per Square Foot

The estimated total build-out cost for the proposed East Pine Catalytic Site Plan is just under 12 million dollars. The lower acquisition cost is partially due to the seven publicly owned parcels in this area that do not need to be purchased.

Table 15: All Catalytic Project Areas Estimated Property Acquisition Costs of Vacant & Undeveloped Parcels

Area	Vacant Parcels	Total Acquisition Cost
North Florence (Oakland Ave. CPA)	78	\$1,164,845.40
Historic West Florence (Chase St. CPA)	28	\$845,151.10
Historic West Florence (Area of Concern)	60	\$818,774.90
East Florence (Pine St. CPA including Catalytic Site)	42	\$544,916.10

- Softscape Development Cost:**
 - 16.5% of Hardscape Development Costs

Table 16: Catalytic Site Proposed Buildings

Proposed Building Type	Total Number
Single Family	37
Duplex	11
Fourplexes	7
Townhomes	45
Multifamily Apartments	2

Table 17: Catalytic Site Estimated Development Cost

Total Acquisition Cost	Hard Scape Development Cost	Soft Scape Development Cost	Total Development Cost
\$544,641	\$9,828,000	\$1,621,6209	\$11,994,261

Immediate Next Steps: East Florence

East Florence Catalytic Site: A Proof of Concept

The East Pine corridor is proposed as the proof-of-concept Catalytic Project Area for East Florence, demonstrating how a targeted neighborhood concept can translate planning recommendations into visible, coordinated, and implementable investment. The corridor presents a strong opportunity for infill development because of its concentration of vacant and underutilized parcels, proximity to key community anchors, and ability to connect Levy Park, the historic entertainment district, McLeod Hospital, and surrounding residential blocks through a more walkable and active public realm.

As a demonstration area, the East Pine corridor is intended to show how multiple neighborhood-building strategies can be layered within a defined geography. The concept combines homeownership-oriented housing, missing-middle typologies, small-format neighborhood retail, pocket parks, greenway connections, and targeted streetscape improvements into a single corridor-based framework. Together, these investments are designed to create a stronger sense of place, increase housing choice, support local daily needs, and establish a replicable model for future reinvestment in neighborhoods located close to downtown Florence.

The western edge of the corridor provides an early implementation opportunity. Townhomes are proposed as a first phase that builds on the current construction of townhomes in the 100 block of East Pine Street, reinforcing incremental densification along the corridor and helping establish momentum for additional investment. The triangular site between Barringer Street and Church Street further supports this strategy, with townhomes already approved for development and positioned to extend the corridor's emerging residential pattern.

Adjacent to the church, the corridor also offers an opportunity to introduce a Faith-Based Development Initiative focused on affordable homeownership. This site could demonstrate how institutional land and community partnerships can be leveraged to create attainable single-family housing while strengthening neighborhood stability and long-term ownership opportunities.

At the Housing Authority of Florence site, the proposed framework incorporates a mixed-use apartment housing typology organized around a central courtyard. The courtyard is envisioned as a publicly accessible open space that serves as a pocket park, a communal gathering area, and a transition between private residential units and the public realm. This approach illustrates how higher-density housing can be integrated into the corridor while contributing to neighborhood-scale open space and pedestrian activity.

Further east planned single-family units on city-owned land strengthen the feasibility of early-phase implementation, particularly where development activity is already underway. These homes reinforce the corridor's emphasis on homeownership and provide a lower-density complement to the townhomes, duplexes, fourplexes, and apartment units proposed elsewhere in the project area.

Open space and mobility improvements are central to the proof-of-concept strategy. A pocket park at the intersection of Howard Street and Pine Street would serve as both a visual threshold and a community gathering space, while the broader pedestrian-oriented corridor and greenway system would improve connectivity between neighborhood anchors. These public realm investments help tie the development

sites together and make the corridor function as a cohesive neighborhood district rather than a series of isolated projects.

The proposed housing mix is intentionally calibrated to support a gradual transition in scale and density. Fourplexes and duplexes are distributed along portions of the corridor where larger parcels can accommodate moderate increases in density, while single-family homes provide continuity with the surrounding residential fabric. Single-family housing is generally envisioned at approximately 1,500 square feet, typically configured with three bedrooms, 2.5 bathrooms, and a front porch to support active street frontage.

Multifamily and missing-middle units—including duplexes, fourplexes, and apartments—are proposed at approximately 800 square feet, creating smaller, more attainable housing options within the corridor. This range of typologies supports the broader goal of expanding housing choice while maintaining a neighborhood-scaled development pattern.

By concentrating investment along East Pine, the Catalytic Project Area can demonstrate how targeted actions by the public, nonprofit, institutional, and private sectors can collectively advance neighborhood revitalization. The corridor serves as a practical model for implementation: it is compact enough to focus resources, visible enough to build community confidence, and diverse enough to test a full range of housing, open space, mobility, and commercial strategies that can later be adapted to another neighborhood located near downtown Florence.

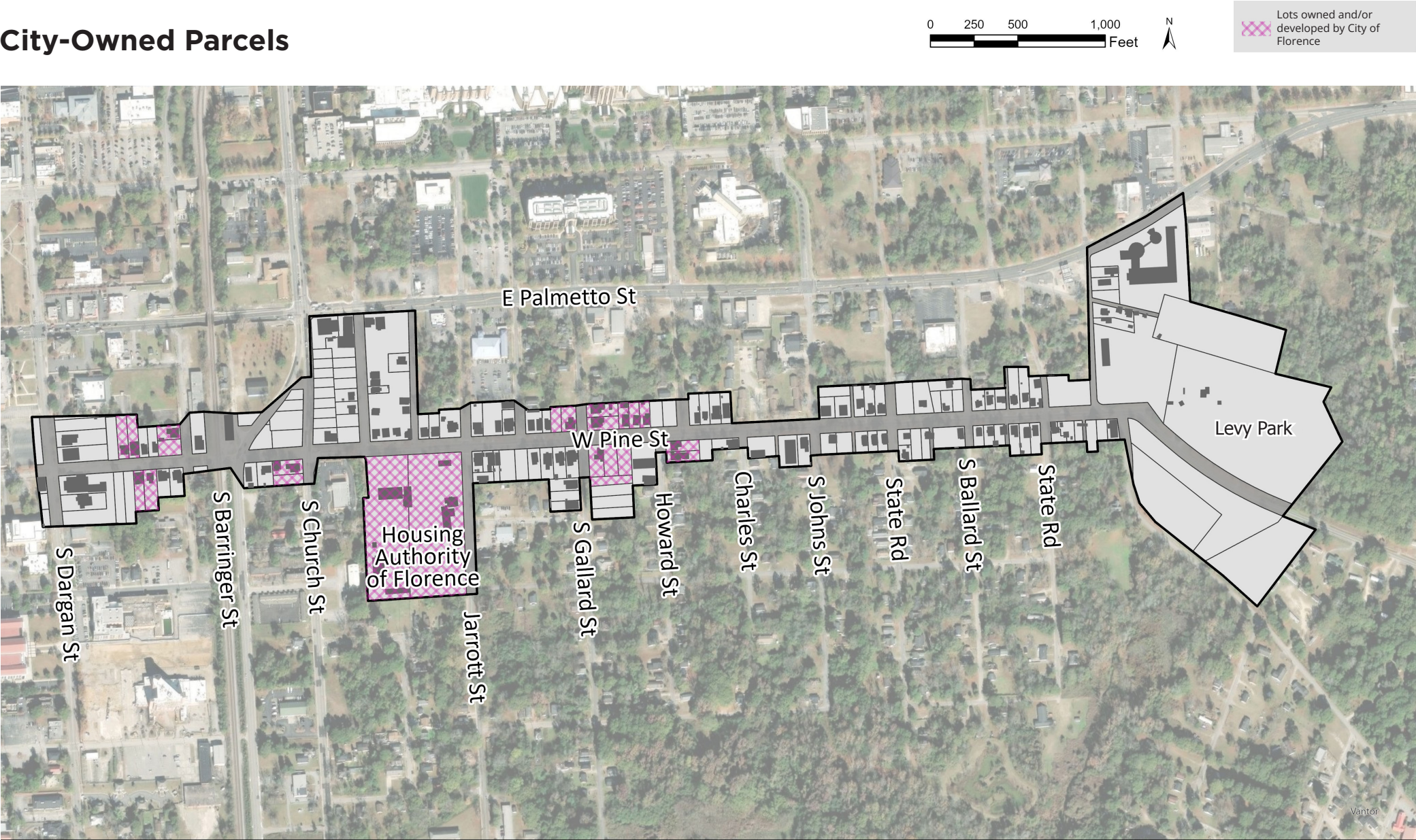
Figure 31: East Florence Proposed Catalytic Site Plan

Proposed Plan



Figure 32: East Florence Catalytic Site City Owned Parcels

City-Owned Parcels



To illustrate the level of detail needed for the East Pine Street corridor proof-of-concept build out, a detailed site plan was prepared for a portion of the corridor at S. Gallard, E. Pine, and Howard Streets (Figure 33). The City should use this illustration to develop a detailed pre-development model for the full corridor, guiding a phased build out of East Pine from S. Dargan to Levy Park. In addition to land assembly, pre-development tasks should include permit-ready house designs, rezoning, and a contractor guidebook outlining the conduct expected of contractors participating in the initiative.

Figure 33: Pine Street Focus Area

Aquisition Cost (3 Parcels)	Hard Scape Dev Cost (11 Parcels)	Soft Scape Dev Cost (11 Parcels)
\$29,490	\$3,420,000	\$564,300

Assumptions:

1. Acquisition Cost for City-owned parcels is assumed to be \$0
2. Development cost for already constructed units is considered \$0
3. Development cost per sq.ft. : \$180
4. Total Sq. Ft. for single family unit: 1,500 sq. ft.
5. Total Development cost per unit: \$270,000

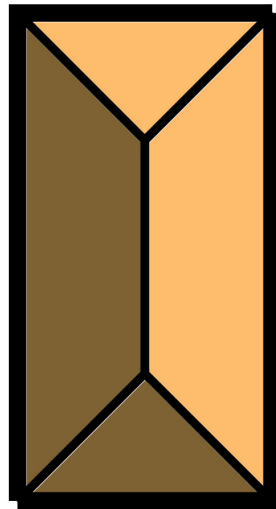
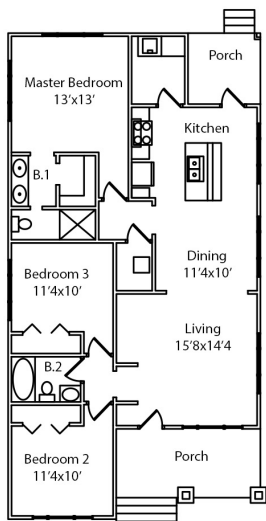
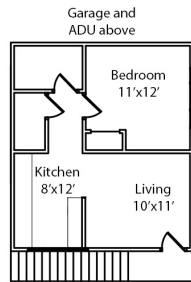
Symbol	Description	Symbol	Description
	Single Family Attached		Construction Completed
	Single Family Detached with ADU		Parcels to be aquired
	Duplex		Development Cost
	Existing Single Family		
	City Owned Parcel		



Figure 34: Example Single Family Floor Plan

Single family detached house
with ADU above Garage

1,500 Sq.Ft.



Elevation A

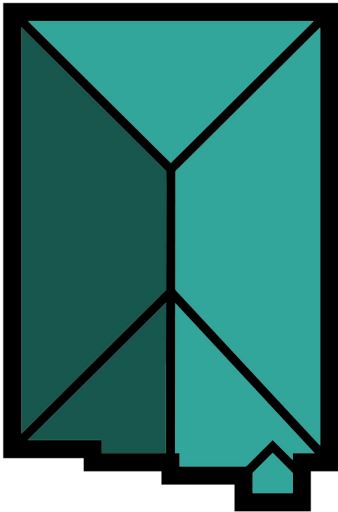
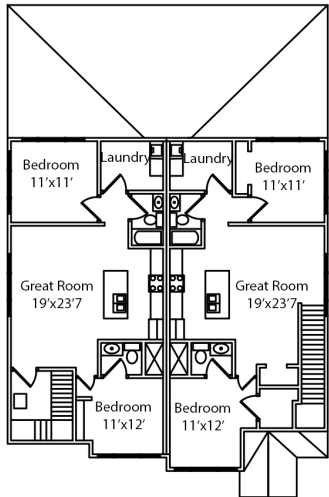


Elevation B

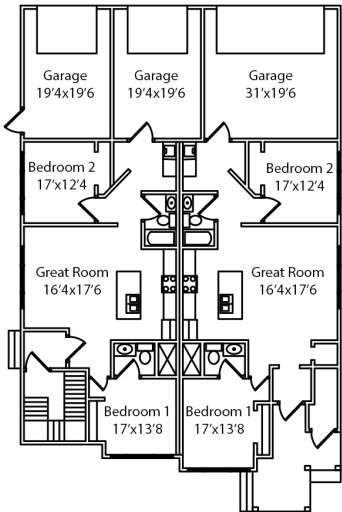
Figure 35: Example Duplex Floor Plan

Duplex House, 2 units
with attached Garage

1,250 Sq.Ft/unit.



Elevation A



Elevation B

Conclusion

The Florence Neighborhood Revitalization Plan Update provides a clear roadmap for equitable reinvestment across North Florence, Historic West Florence, East Florence, Maple Park, and Timrod Park. Grounded in community engagement, market analysis, and a commitment to honoring Florence's historic neighborhoods, the plan identifies opportunities to reuse vacant and underutilized land, improve neighborhood conditions, retain existing residents, and celebrate each community's distinct history and culture.

Major Opportunities Identified

Leveraging Vacant and Underutilized Land: A significant opportunity lies in the concentration of vacant and underutilized parcels, particularly in North Florence, Historic West Florence, and East Florence. These sites can support new housing, neighborhood amenities, and community-serving development without displacing current residents. By focusing reinvestment in these areas, Florence can expand housing choices, rebuild homeownership, improve infrastructure, and strengthen long-term neighborhood stability.

Catalytic Development and Infrastructure Improvements: Targeted catalytic projects—including infill housing, model block improvements, public realm enhancements, and park upgrades—can repair gaps in the neighborhood fabric, improve walkability, and create more attractive and stable residential environments. These investments should be tailored to each neighborhood's needs and assets so revitalization remains practical, equitable, and context-sensitive.

Strengthening Partnerships and Governance: The plan recognizes that successful implementation will require collaboration among public, private, nonprofit, institutional, and faith-based partners. Recommended strategies include neighborhood associations, capacity-building initiatives, public dashboards, resident advisory bodies, and other accountability tools that support sustained progress and build community trust.

Addressing Blight, Vacancy, and Safety: Residents and stakeholders consistently identified blight, vacancy, and safety as primary barriers to reinvestment. The plan responds with enhanced code enforcement, rental and homeowner rehabilitation programs, targeted property stabilization, and public safety initiatives, including youth diversion programs and neighborhood-based prevention strategies.

Balancing Growth and Resident Retention

Although Florence has experienced citywide growth, the five study neighborhoods have faced population decline despite their central location, historic significance, and redevelopment potential. The plan balances growth and resident retention through the following strategies:

- **Mixed-Income and Diverse Housing:** The plan promotes mixed-income development and a variety of housing types to meet the needs of different households while reducing displacement risk.
- **Anti-Displacement Measures:** The plan recommends proactive tools such as property tax stabilization, heirs' property assistance, estate planning support, and homestead exemption outreach to help long-term residents remain in place.
- **Neighborhood-Specific Implementation:** Each neighborhood receives tailored recommendations and an implementation framework that allows Florence to track progress, adjust strategies, and direct investment equitably.
- **Community Engagement and Trust-Building:** Ongoing resident and stakeholder engagement will help ensure revitalization remains transparent, responsive, and aligned with community priorities.

Neighborhood Marketing Strategy: Celebrating History and Culture

A comprehensive neighborhood marketing and branding strategy is central to repositioning Florence's historic neighborhoods as places of opportunity, pride, and investment. The strategy should:

- **Reclaim and Promote Neighborhood Narratives:** Develop neighborhood-specific visions, messaging, signage, and communications that counter negative perceptions and highlight each community's history, assets, and identity.
- **Engage Multiple Audiences:** Tailor outreach to current residents, potential homebuyers, renters, business owners, institutions, and investors through social media, events, testimonials, and local business features.
- **Celebrate Heritage and Foster Pride:** Use heritage trails, oral histories, historic images, landmark documentation, and conservation tools to elevate cultural and civic legacies.
- **Support Local Businesses and Institutions:** Partner with local organizations, schools, churches, and neighborhood anchors to promote community-serving enterprises and strengthen local investment.

Attracting New Residents to North, East, and Historic West Florence

Attracting new residents to North Florence, East Florence, and Historic West Florence will require Florence to address both perception and market conditions. These neighborhoods benefit from proximity to downtown, historic identity, available land, and opportunities for new mixed-income housing, but they also face challenges related to long-standing disinvestment, vacant and blighted properties, aging infrastructure, safety concerns, limited retail amenities, and negative external perceptions.

The plan treats these challenges as addressable conditions rather than permanent barriers. It recommends focusing reinvestment on vacant and underutilized parcels, advancing catalytic infill housing and model block improvements, strengthening code enforcement and property rehabilitation, improving streetscapes, parks, drainage, and pedestrian connections, and pairing new development with anti-displacement measures that protect existing residents.

The greatest opportunity lies in presenting North, East, and Historic West Florence as connected gateway neighborhoods where new residents can find attainable housing, historic character, community institutions, and convenient access to downtown. By aligning physical improvements with storytelling, resident engagement, and targeted housing development, the plan positions these neighborhoods to attract new residents while preserving affordability, neighborhood character, and the cultural assets that make them distinct.

Looking Ahead

The Florence Neighborhood Revitalization Plan Update offers a practical and equitable path forward for reinvestment, resident retention, and neighborhood identity-building. By leveraging vacant land, advancing catalytic improvements, protecting long-term residents, strengthening partnerships, and promoting each neighborhood's history and culture, Florence can honor its past while building a more vibrant and inclusive future for all five neighborhoods.

Appendix

North Florence Plan

North Florence Introduction

North Florence (Figure 37) is a centrally located neighborhood, with proximity to schools, parks, and downtown. The connectivity to downtown and other major Florence institutions, paired with a significant amount of undeveloped land, provides an opportunity to expand housing and amenities for both current and future residents.

The following section includes information specific to the North Florence neighborhood, including a demographic profile, existing conditions, market analysis and community engagement major takeaways, a catalytic site plan, and an implementation plan for recommendations. Initial next steps for the neighborhood are also included.

Figure 36: North Florence Neighborhood Boundary



Demographic Profile

Stakeholders and residents may be familiar with the overall demographic trends of the City of Florence, but many are less aware of the distinct conditions within the five neighborhoods that are the focus of this study. This section presents the demographic profile of North Florence using the City of Florence as the point of comparison, drawing on the most recent data available. The neighborhood profile creates a snapshot of the study area and the city to highlight differences and similarities across key indicators.

Table 18 features data for North Florence alongside citywide figures. The statistics are organized into five categories that align with the profile: location characteristics, population characteristics, income, housing, and education and employment (reported as a single category).

Table 18: North Florence Demographic Summary

Demographic Category	North Florence	City of Florence
Population (2025)		
Total Population	4,892	40,505
Total Households	2,026	15,523
Median Age	44	42
Below 18	22%	28%
Above 65	25%	21%
Income (2025)		
Average Household Income	\$57,397	\$86,498
Median Net Worth	\$78,887	\$134,745

Population

North Florence (3.11 sq. mi.) and East Florence (2.73 sq. mi.) continue to account for the largest share of the study area’s footprint and population. Between 2010 and 2025, every neighborhood recorded a population loss, though at varying levels. North Florence had 5,617 residents in 2010 and 4,892 residents in 2025. Although the neighborhood has lost population, it is still the most populated neighborhood in the study.

Income

North Florence is squarely in the middle when it comes to neighborhood median household income. However, residents in North Florence have the highest median net worth, suggesting households have more non-liquid than liquid assets.



3.11

Acres



4,892

Population



3.11

Average Household Size



\$38,547

Median Household Income



12%

Vacancy Rate

Source: ESRI

Housing

Housing characteristics shifted in ways that reflect both socioeconomic conditions and demographic change. North Florence increased its owner-occupied share slightly, moving from about 55% in 2010 to roughly 59% in 2025, suggesting relative residential stability. North Florence is the only neighborhood in this study that has a similar tenure split to the City of Florence. Vacancy in North Florence is only slightly higher than the city overall.

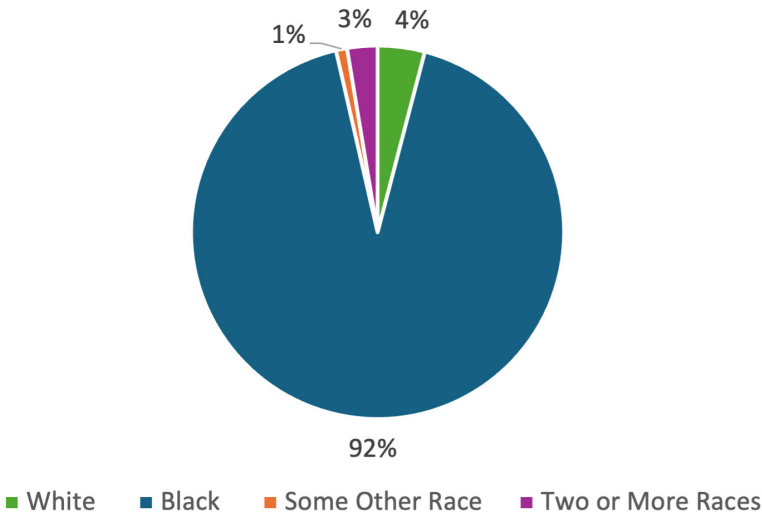
Education

North Florence has fewer people with bachelors degrees or higher than Florence, and more people with just a high school degree. North Florence has the third highest amount of people with a masters or professional degree, after Maple Park and Timrod Park.

Racial Composition

As shown in Figure 37, North Florence is almost entirely Black (92%), with a small portion of the population being white or two or more races.

Figure 37: North Florence Racial Composition



Source: ESRI

Table 19: North Florence Demographic Summary

Demographic Category	North Florence	City of Florence
Housing (2025)		
Total Housing Units	2,304	19,047
Occupied	2026 (88%)	1,7314 (91%)
Owner Occupied	1,274 (55%)	11,828 (62%)
Renter Occupied	752 (33%)	7,219 (38%)
Vacant	278 (12%)	1,733 (9.1%)
Education (2025)		
High School Degree	32%	25%
Bachelors Degree	8%	18%
Masters/ Professional Degree	6.5%	13%

Existing Conditions

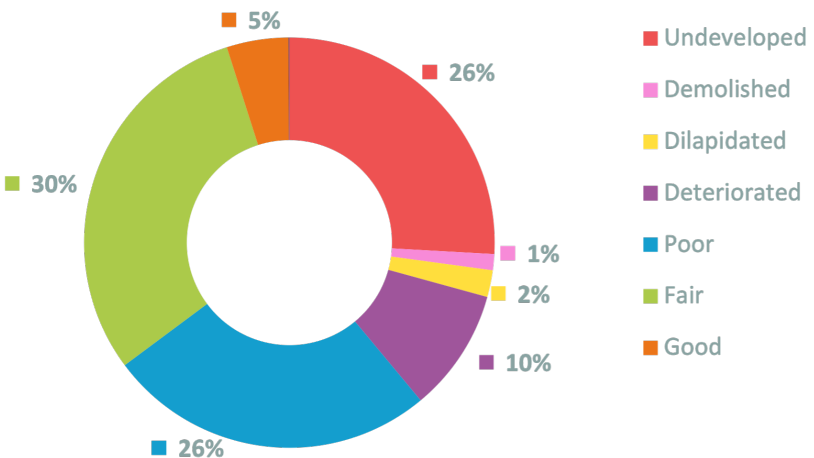
Existing Building Conditions

The physical condition of properties shows a mix of stability and concern. While many parcels fall in the fair-to-poor range, truly well-maintained properties are limited, and signs of distress are significant.

Key Points:

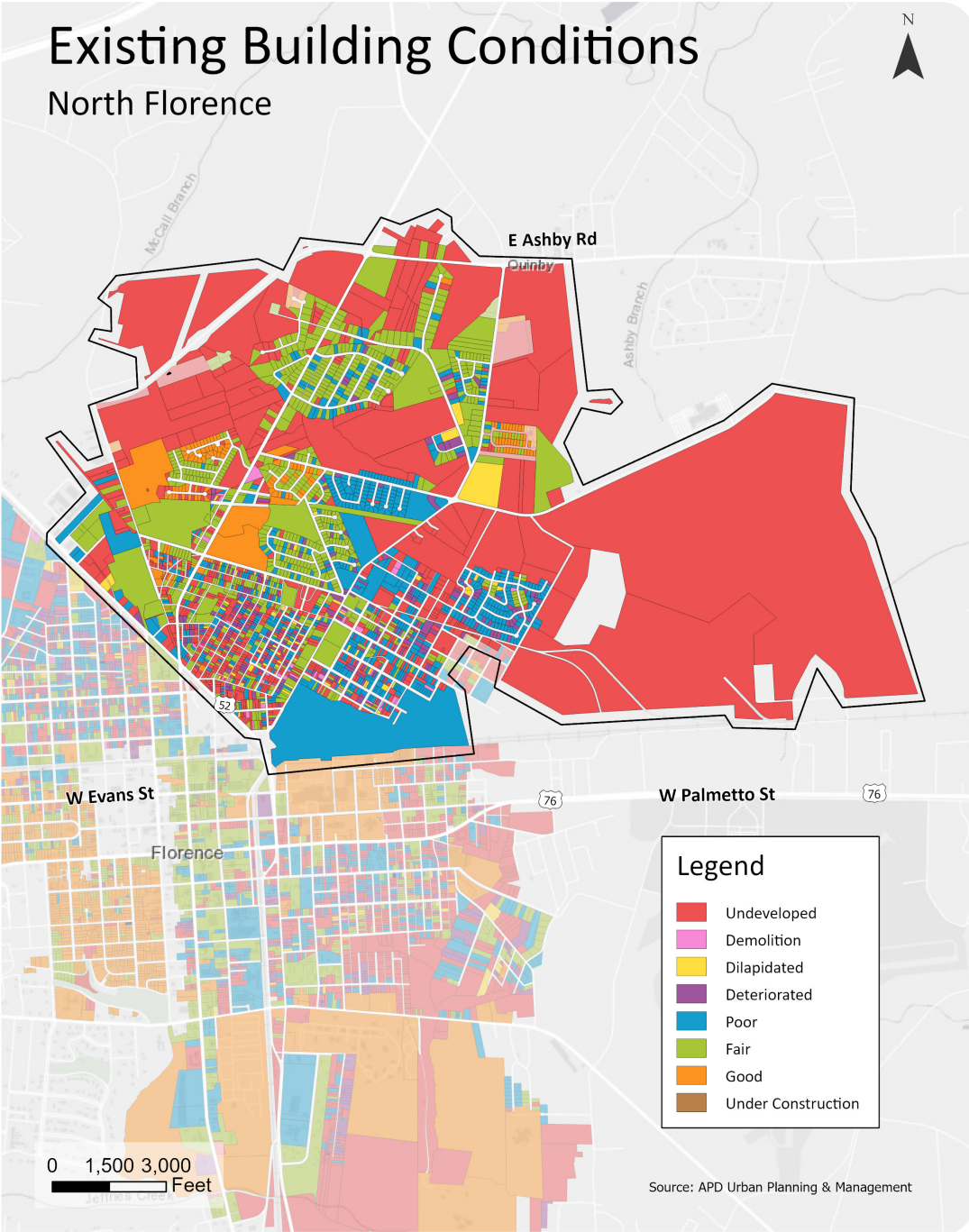
- “Fair” (859), “Undeveloped” (735), and “Poor” (734) make up the majority.
- Deteriorated parcels total 275.
- Dilapidated and demolished parcels are present but limited (60 and 36 respectively).
- Only 138 parcels are categorized as “Good”.
- Minimal active construction or rehabilitation is occurring.

Figure 38: North Florence Building Conditions



Source: APD Urban Planning and Management

Figure 39: North Florence Existing Building Conditions



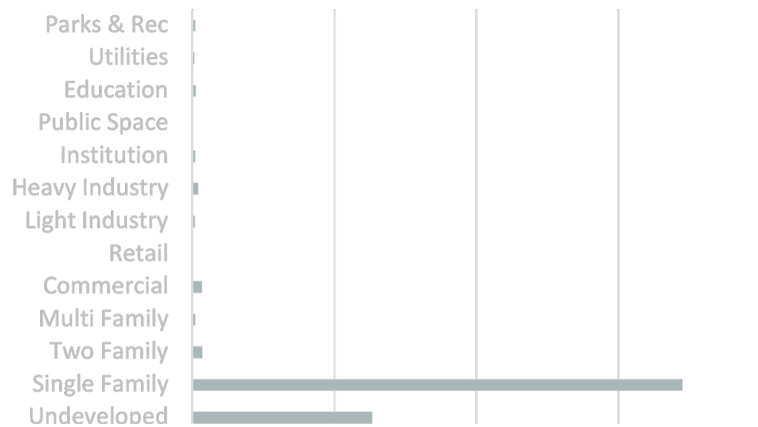
Existing Land Use

The area is overwhelmingly defined by low-density residential patterns, with limited commercial and institutional presence. Undeveloped parcels form the second-largest category, indicating room for strategic development.

Key Points:

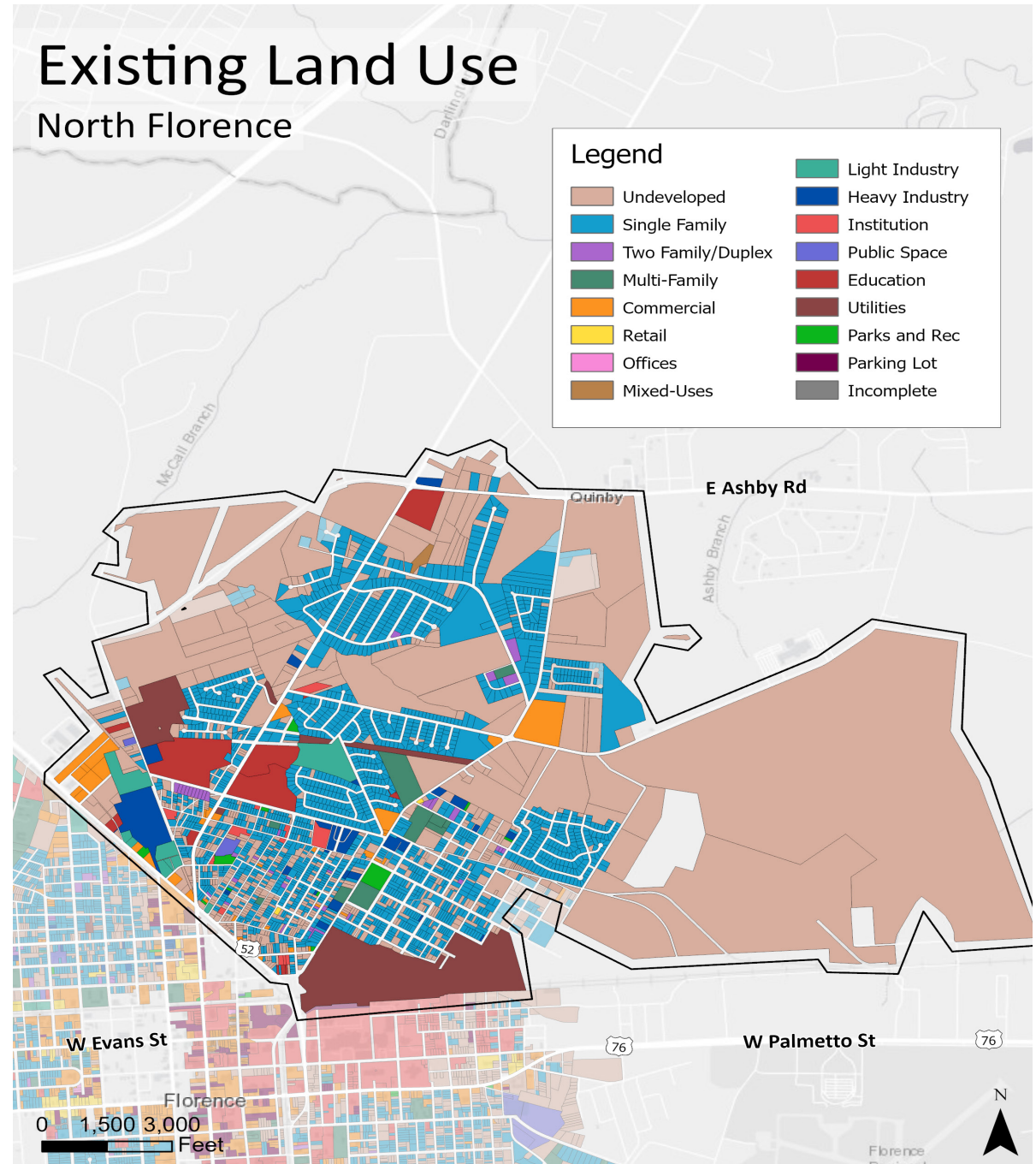
- Single-family parcels dominate (1,959).
- Undeveloped land is substantial (718).
- Other residential types are minimal: two-family (38) and multi-family (11).
- Commercial (36), institutional (11), and industrial uses (31 combined) have a minor foot-print.
- Public and community spaces account for only a handful of parcels.

Figure 40: North Florence Existing Land Use



Source: APD Urban Planning and Management

Figure 41: North Florence Existing Land Use



Existing Tenure

The majority of land is actively occupied, though a sizable proportion of undeveloped lots signals potential for growth or reinvestment. Building vacancy is comparatively low but notable.

Key Points:

- Occupied lots lead at 1,679.
- Undeveloped or vacant lots total 811.
- Occupied buildings account for 300 parcels.
- Vacant buildings number 49.

Figure 42: North Florence Existing Land Use

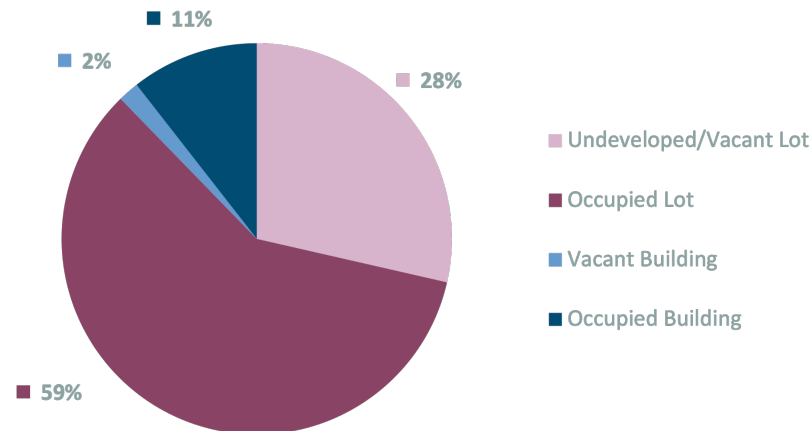
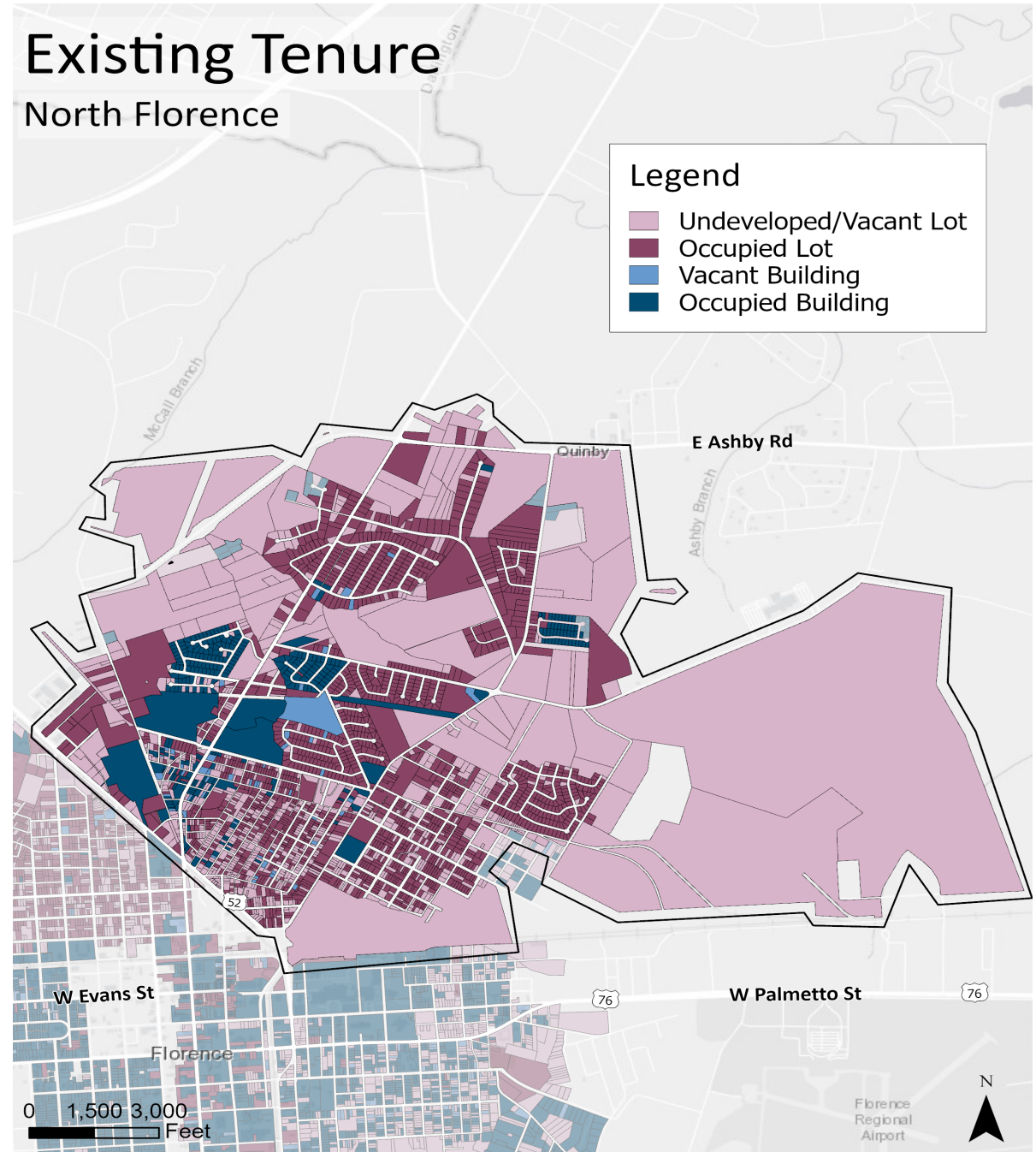


Figure 43: North Florence Existing Tenure



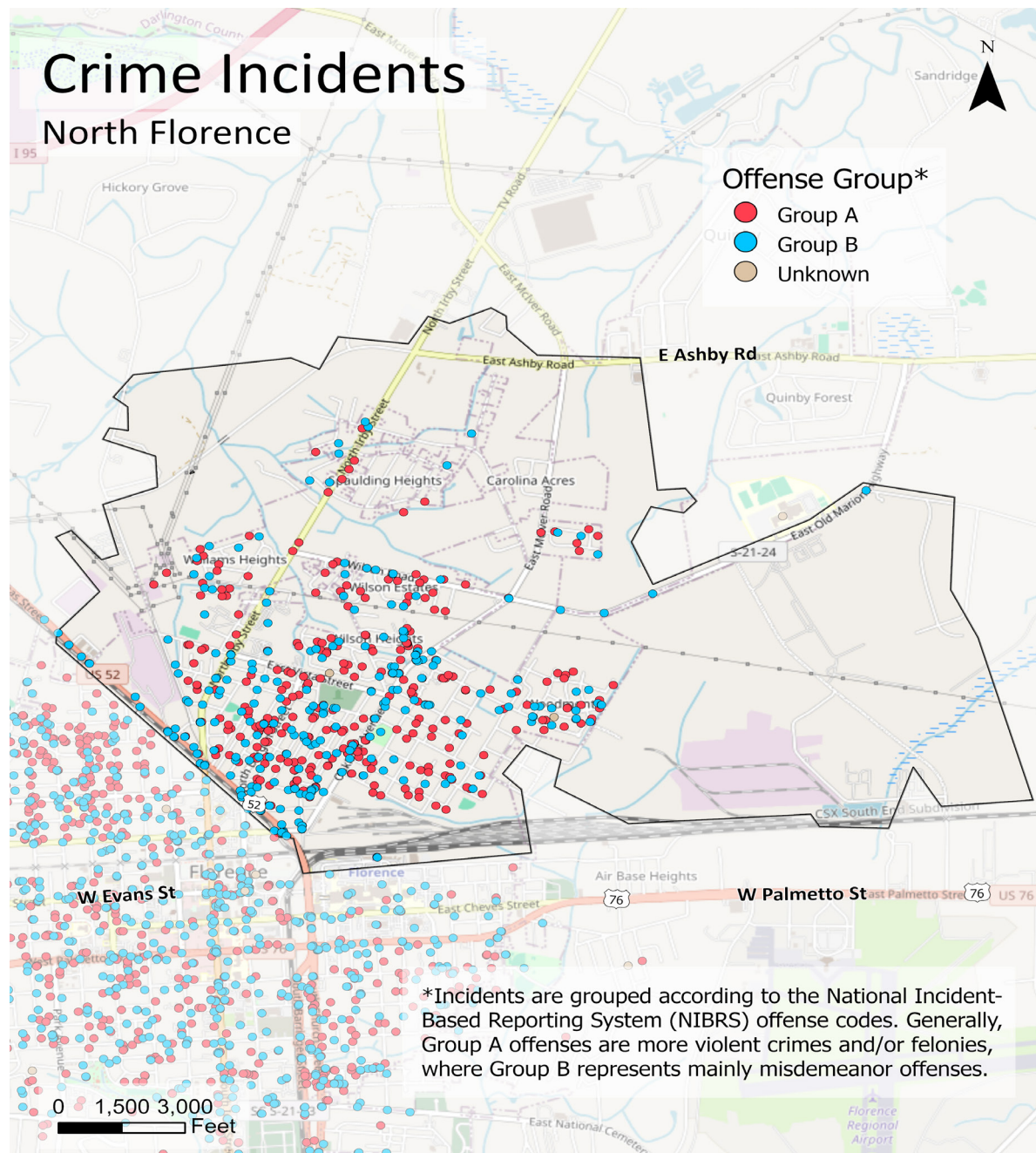
Crime

Crime incidents in North Florence from January 1st, 2025, to February 7th, 2026, were analyzed by type and mapped (Figure 44). Type A crimes are typically more violent crimes or felonies, and type B crimes are minor crimes/ other offenses. During this period, there were 917 incidents, 525 type A crimes, and 390 type B crimes.

The most frequent Type A crimes in North Florence were assault, larceny/theft, and drug offenses. Destruction of property/vandalism were also a frequent offense. While most Type B crimes have no detailed code, violation of a city ordinance and shots heard, no damage were the most common incidents. These offenses, especially drug and vandalism-related incidents, are common in areas with high vacancy. While North Florence has limited building vacancy, there is a significant number of vacant lots in the neighborhood, providing opportunities for trespassing and other offenses.

Recommendations to address crime concerns in North Florence are included in the [Recommendations and Next Steps Section](#).

Figure 44: North Florence Crime



North Florence Engagement Major Takeaways

Housing and Neighborhood Identity

Homeownership focus: Multiple comments explicitly called for increasing the homeownership rate and concerns about absentee landlords.

Diverse housing types: Cottage homes (15 votes), duplexes/fourplexes (15 votes), and mixed-use (16 votes) were among the most supported typologies.

Renovation support: Residents supported renovation incentives and financial support programs.

Residents want a stable neighborhood with diverse housing options

Infrastructure, Safety and Public Realm

Improved walkability: There was broad consensus that better sidewalks and streetlighting are needed in the neighborhood.

Public safety: Concerns about safety were consistently shared by participants, and the negative perception of the neighborhood.

More vegetation: Residents supported additional vegetation and trees throughout the neighborhood.

Sidewalks, lighting and safety improvements are the most urgent infrastructure needs

Development and Catalytic Site Preferences

Small incremental change: 11 votes vs. 10 for catalytic projects, showing a near-even split but slight preference for smaller steps.

Reinvest block by block: residents had a slight preference for focusing on block by block development over major corridors.

Cottage homes: Residents supported cottage home developments on catalytic sites, indicating an openness to housing diversity.

Cottage homes, duplexes/fourplexes, and mixed-use buildings are supported housing types

Social and Community Values

Mixed-income housing is seen as stabilizing.

Blight and absentee ownership are viewed as major threats.

Equitable investment across neighborhoods is a priority.

Stronger branding is desired to reinforce identity and reduce stigma.

Residents value mixed-income, strong code enforcement, and equitable investment

Market Analysis Major Takeaways

Owner Supply and Demand

Income-based owner housing demand among the three neighborhoods is more evenly distributed than the supply. While almost half of the demand is for homes affordable at or below 50% AMI, a larger share is for those priced at or above market rate. In particular, North Florence accounts for a large share of overall owner housing demand and of demand for homes valued at over \$175,000.

There is strong demand in North Florence for houses valued over \$200,000, a target price that can often be developed without significant gap financing.

Table 20: North Florence Owner Housing Supply by Value

Home Value	North Florence		
<\$50,000	237	\$300,000-\$399,999	13
\$50,000-\$99,999	403	\$400,000-\$499,999	8
\$100,000-\$149,999	180	\$500,000-\$749,000	87
\$150,000-\$199,999	134	\$750,000-\$999,999	5
\$200,000-\$249,999	163	\$1,000,000-\$1,499,999	17
\$250,000-\$299,999	31	Total Owner Occupied Housing Units	1,274

Table 21: North Florence Owner Housing Demand by Value

Home Value	North Florence
Less than \$107,062	702
\$107,062- \$171,300	165
\$171,300-\$214,125	105
\$214,125+	302
Total	1,274

Rental Supply and Demand

Similar to for-sale housing demand, renter housing demand in North Florence, the most demand is in the deeply affordable (below 50% AMI category), but there is demand across all rent categories. The second highest demand category is for units renting for \$1,500+, the highest of the three NRS neighborhoods. Currently, there are no units renting for \$1,250 or more in North Florence, even though there is a demand for these units.

North Florence Growth Capture Analysis

North Florence is the only NRS neighborhood that is expected to see a population growth above 1%, increasing from 2,026 to 2,051 households by 2030. This growth rate is similar to the City of Florence growth rate during the same period.

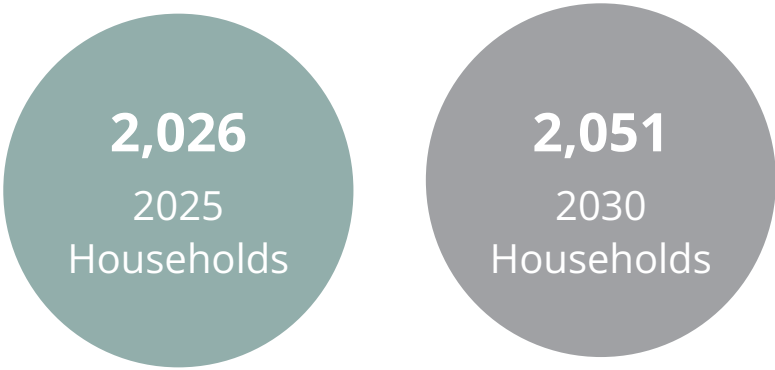


Table 22: North Florence Renter Housing Supply by Rent

Rent	North Florence
Less than \$750	481
\$750-\$1,250	270
\$1,250-\$1,499	0
\$1,500+	0
Total	751

Table 23: North Florence Renter Housing Demand by Rent

Rent	North Florence
Less than \$750	420
\$750-\$1,250	148
\$1,250-\$1,499	29
\$1,500+	154
Total	751

Catalytic Project

North Florence Catalytic Site Plan Summary

The North Florence Catalytic Project Area (CPA) focuses on neighborhood reinvestment through targeted infill, expanded housing choice, public realm improvements, and stronger neighborhood identity. The CPA builds on existing residential blocks while using vacant, underutilized, and deteriorated parcels as opportunities for new housing and community-serving improvements. The overall strategy is to repair gaps in the neighborhood fabric, support reinvestment, and create more walkable, attractive, and stable neighborhoods.

The North Florence CPA, centered around Oakland Avenue and surrounding blocks, includes a mix of occupied homes, vacant lots, undeveloped parcels, and buildings in varying conditions. Because the area already has an established residential pattern, the proposed strategy focuses on adding new housing in a way that fits into the existing neighborhood. Proposed housing types include single-family homes, accessory dwelling units (ADUs), duplexes, fourplexes, townhomes, and low-rise/garden apartments. This mix allows the neighborhood to add new residents and housing options without relying on one large development type.

The existing Dr. Lola Jones Park is an important organizing feature for the North Florence CPA. The park already includes community amenities such as basketball courts, a playground, and pavilion space, and it can be further strengthened as a neighborhood gathering place and visual anchor for surrounding infill housing (see Figure 51). Paired with sidewalks, street trees, porch-front housing, and pedestrian-scaled streets, the park can help create a more connected and neighborhood-oriented development pattern.

The North Florence concept also includes a gateway element near the southern entrance of the CPA (see Figure 50). This gateway can help mark the entry into the neighborhood, strengthen identity, and signal that public and private investment is focused in the area. Strategically located next to proposed mixed-use opportunities, the gateway can help improve the visual character of the corridor and create a stronger first impression of the neighborhood.

Figure 45: North Florence Catalytic Site Parcels

**Existing
Parcels &
Structures**

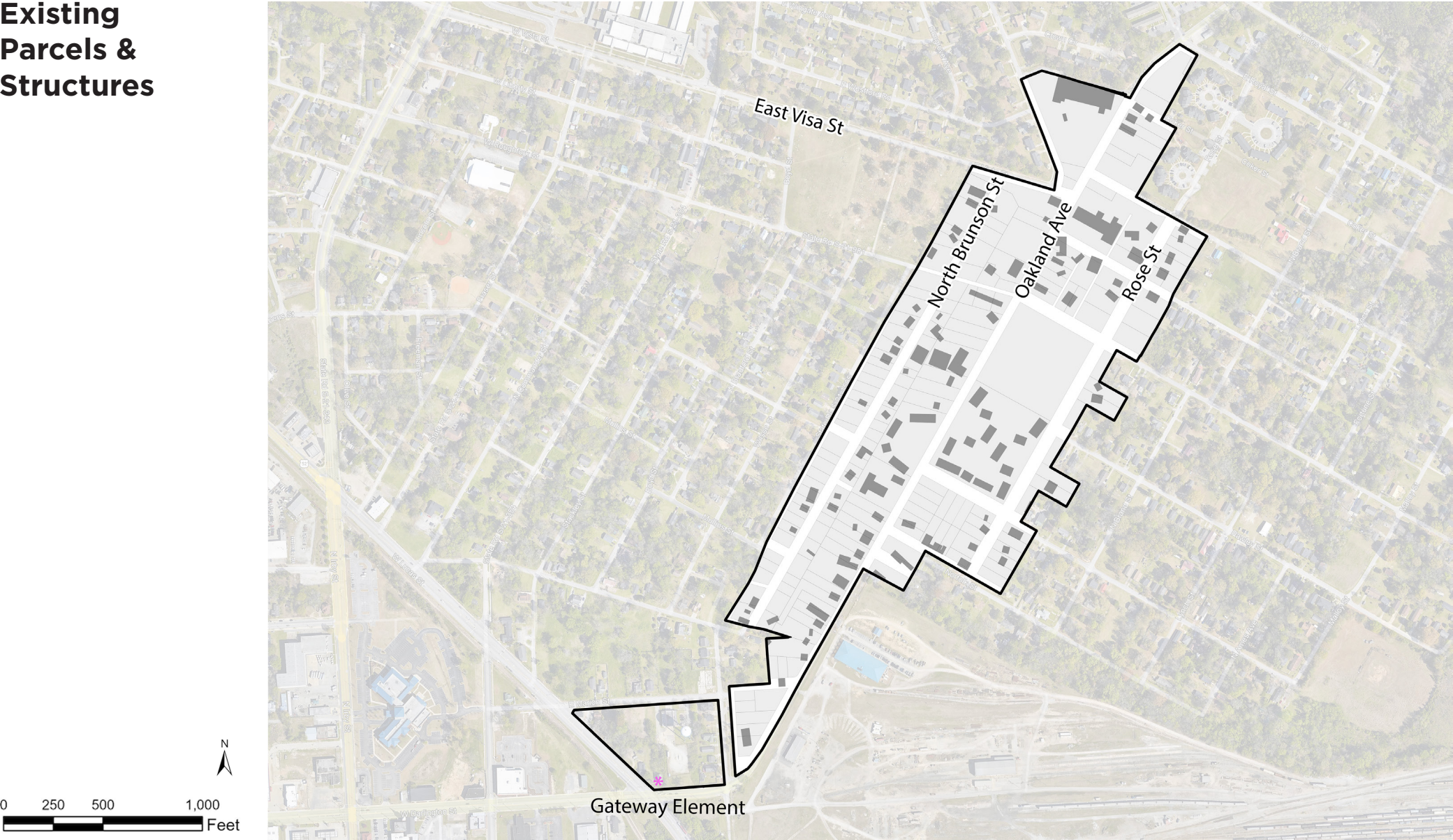


Figure 46: North Florence Catalytic Site Parcel Condition

Parcel Condition

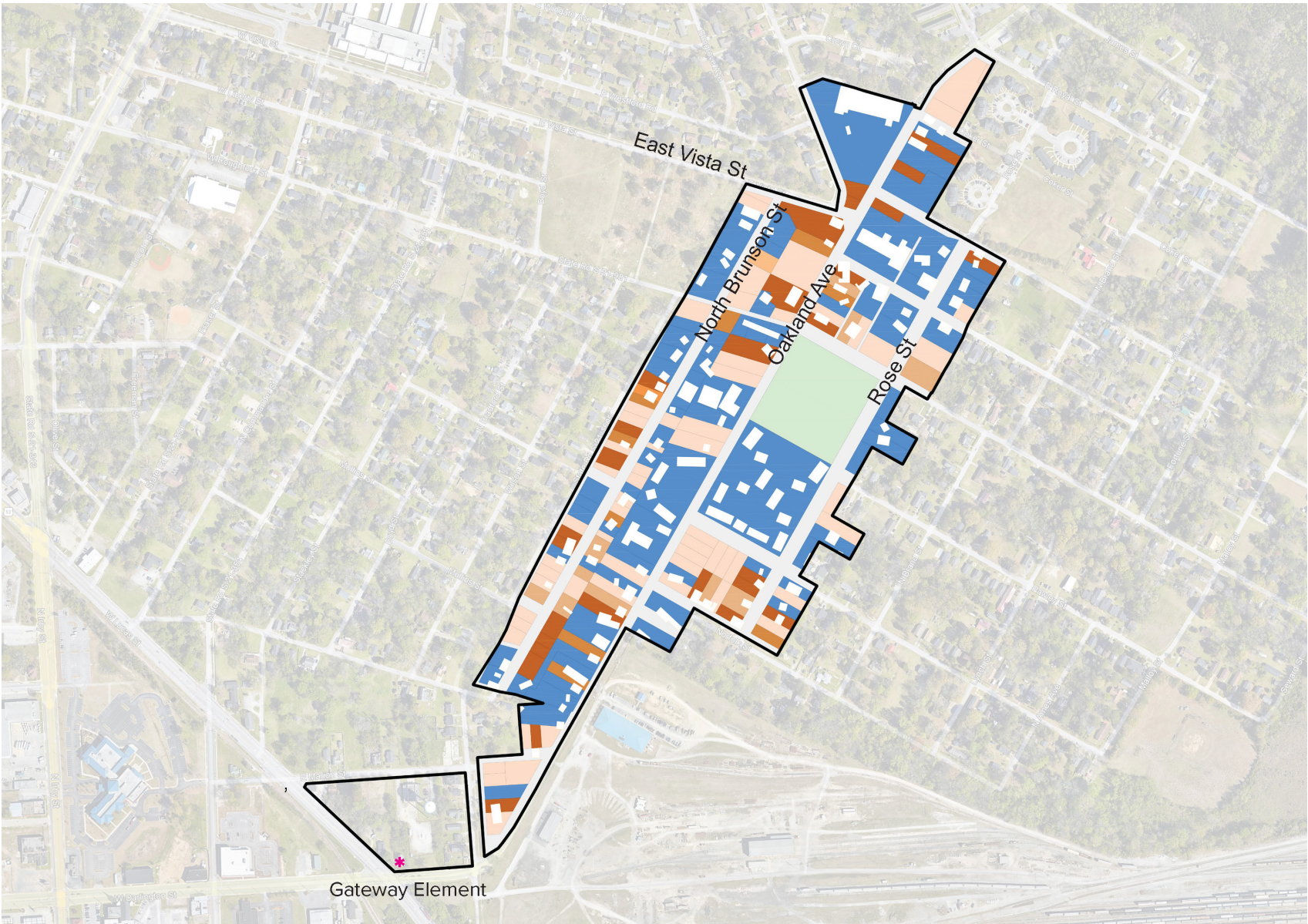
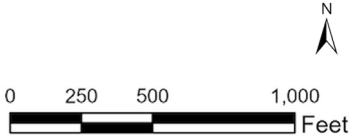
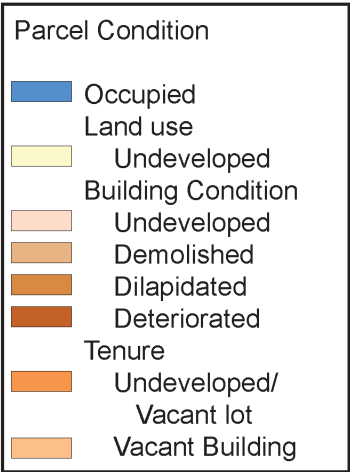


Figure 47: North Florence Proposed Catalytic Site Plan

Proposed Plan

Proposed Land Use

- Single Family
- Accessory Dwelling
- Duplex
- Fourplex
- Townhome
- Low-Rise/ Garden
- Mixed-Use
- Amenitized Green Space



78
Vacant
Parcels



\$1,164,845.40
Total Acquisition
Cost



N



0 250 500 1,000
Feet

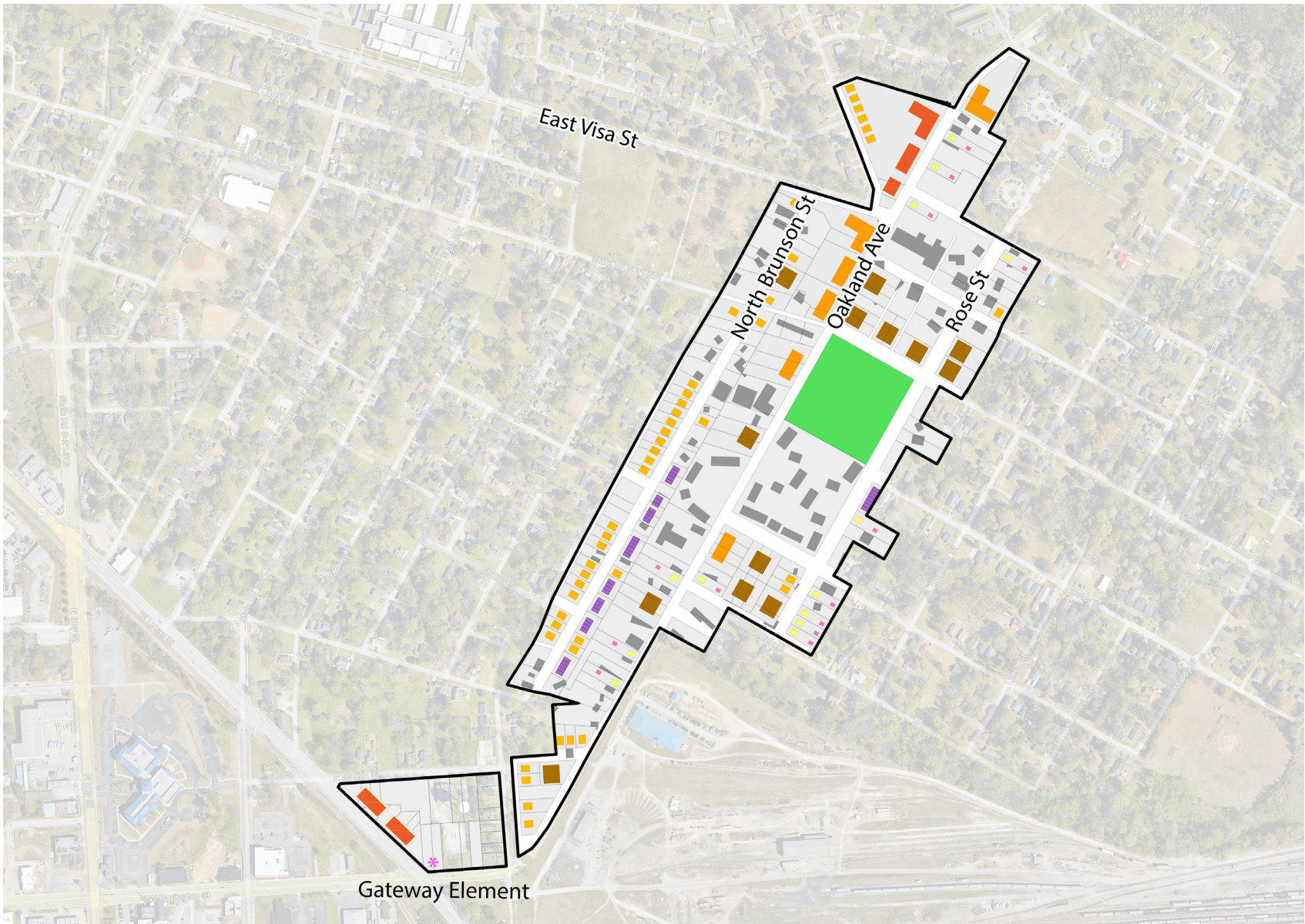


Figure 48: North Florence Housing Typologies

Proposed
Typologies

Proposed Land Use

- Single Family
- Accessory Dwelling
- Duplex
- Fourplex
- Townhome
- Low-Rise/ Garden
- Mixed-Use
- Amenitized Green Space

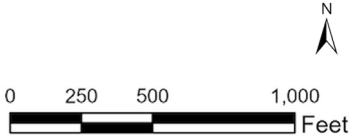


Figure 49: North Florence Typical Street Section

Proposed Street Section

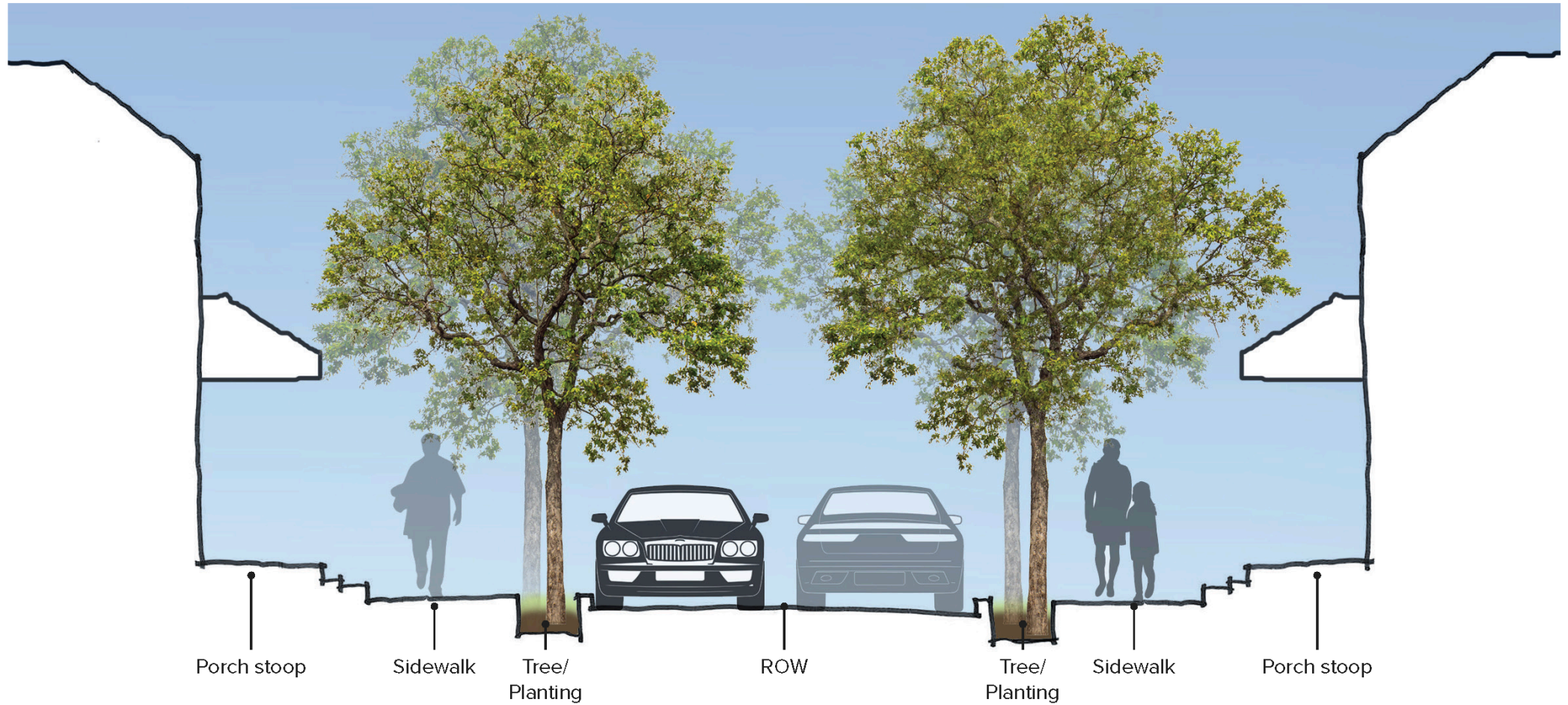


Figure 50: North Florence Gateway Elements

Proposed Gateway Element Precedent Imagery



Figure 51: North Florence Neighborhood Park Amenity

Proposed Neighborhood Park Amenity Precedent Imagery



North Florence Recommendations and Next Steps

The Recommendations and Next Steps section contains the recommendations to support investment in the North Florence neighborhood. The recommendations are organized into two categories: [Community Retention](#) and [Community Redevelopment](#). These recommendations were developed by blending data analysis, stakeholder and community feedback. They also build on recommendations in previous plans, where applicable. Included in this section are the detailed implementation tables that break down specific action items for each strategy included in the plan. Also included in the implementation table is:

- The priority of the action item
- A timeframe for implementation for each action item
- The potential cost for each action item
- Potential partners who can assist with implementing of the action

Partnerships

Partnerships are critical to implement the North Florence Neighborhood Plan. The list of partners included below are an initial list of organizations that can support implementation. Although partner organizations will play an essential role in implementation, residents will play a critical role in championing the Plan. Organized and engaged residents will ensure implementation stays on track and in line with their priorities.

Additional potential partners that may assist in implementing the plan include:

- Additional faith-based institutions
- Additional local non-profits
- Local developers
- Local banks

Implementation matrices serve as a general guide for what actions must happen to implement the North Florence plan recommendations. The matrices do not include all of the information required to implement the recommendation but, include items that should be considered, who should be responsible for specific action items, and the potential cost. As the Neighborhood Plan moves into implementation, additional analysis or detail may be required along with a change in partners and costs.

A complete summary of each recommendation is included in the [Recommendations Section](#) of this report.

Table 24: North Florence Community Retention Implementation Table

North Florence Implementation Strategies								
Community Retention		Time Frame (Years)					Implementation Partners	
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Public/NP	Private
Housing	Evaluate the feasibility of a Rental Rehabilitation Program					\$	CoF	
	Host seminars on estate planning and will creation					\$	CoF	
	Provide legal support to existing homeowners					\$\$	CoF, CFHP	LA
	Develop mixed-income housing to better activate underutilized land and increase housing choices					\$\$\$\$\$	CoF	LC, LB, PD
	Establish a homeowner rehabilitation program					\$\$\$\$	CoF	H
	Pair renovation grants with enhanced code enforcement					\$	CoF	
	Create a map of potential homeowners without a homestead exemption					\$	CoF, FCTA	
	Create and share outreach material to potential homeowners without a homestead exemption					\$	CoF, FCTA	
	Establish a neighborhood association					\$	CoF, NA	
Historic Preservation	Establish a detailed catalog of historic structures in the neighborhood					\$	CoF, NA, SCAH	
	Design and create a heritage trail that highlights neighborhood history					\$\$\$\$\$	CoF, NA, SCAH	PD
	Evaluate the designation or certain buildings or the entire neighborhood at the local, state or federal level					\$	CoF, NA, SCAH	

Cost Legend

\$	Less than \$100k
\$\$	\$101k-\$250k
\$\$\$	\$250K-\$500k
\$\$\$\$	\$501k-1M
\$\$\$\$\$	Greater than \$1M

Partners Legend**Public**

CoF- City of Florence
 FPSD- Florence Public School District One
 FPL- Florence Public Library
 NA- Neighborhood Association
 SCAH- South Carolina Archives + History
 FC- Florence County
 FCTA - Florence County Tax Assessor
 HAF- Housing Authority of Florence
 GFCC- Greater Florence Chamber of Commerce

FPD - City of Florence Police Department

Nonprofits/Faith-Based

LC- Local Churches
 LH- Local Hospitals
 CFHP- Center for Heirs Property
 H- Habitat for Humanity
 LP- Local Philanthropy

Private

LB - Local Banks
 PO - Property Owners
 PD - Private Developers

LA- Local Attorneys

Table 25: North Florence Community Retention Implementation Table

North Florence Implementation Strategies								
Community Retention		Time Frame (Years)					Implementation Partners	
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Public/NP	Private
Marketing and Branding	Create a citywide neighborhood revitalization message platform and neighborhood-specific brand profiles.					\$	CoF,NA	
	Develop a resident-led storytelling campaign using neighborhood history, resident profiles, project updates, and before-and-after visuals.					\$	CoF, NA, LC, FPL	
	Create a Realtor and lender education program with map-based tours, incentive summaries, and buyer-facing materials.					\$	CoF,GFCC	LB, PDRA
	Prepare a communications package before major public investments, redevelopment actions, park improvements, or land disposition decisions.					\$	CoF,NA	NAB
	Develop neighborhood web pages, FAQs, downloadable development packets, signage concepts, and a shared image library.					\$	CoF,NA, GFCC	
	Install coordinated gateway signage, wayfinding, banners, and identity markers where public realm investments are underway.					\$	CoF,NA, SCDOT	
	Publish quarterly project updates and maintain a public dashboard documenting commitments, progress, delays, completed actions, and funding opportunities.					\$	CoF	NAB
Public Safety	Create diversion programs for youth at risk of participating in mischief and petty criminal activity, to support a more productive use of their time.					\$	CoF, FPD, FPSD	LH
	Market “Youth City University” to current students in the Florence school system.					\$	CoF, FPSD	

Cost Legend

\$	Less than \$100k
\$	\$101k-\$250k
\$	\$250K-\$500k
\$	\$501k-1M
\$	Greater than \$1M

Partners Legend**Public**

CoF- City of Florence
 FPSD-Florence Public School District One
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FPD -City of Florence Police Department
 SCDOT- South Carolina Department of Transportation
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 CFHP- Center for Heirs Property
 LPP- Local Philanthropy

Private

LB - Local Banks
 PO - Property Owners

PD - Private Developers
 LA- Local Attorneys
 PDRA- Pee Dee Realtors Association
 NAB- Neighborhood Advisory Board

Table 26: North Florence Community Redevelopment Implementation Table

North Florence Implementation Strategies									
Community Redevelopment						Time Frame (Years)		Implementation Partners	
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Public/NP	Private	
Code Enforcement	Increase code enforcement funding					\$\$\$	CoF		
	Target problem landlords					\$	CoF, FPD		
	Implement a blight tax					\$	CoF, FCTA		
Public Safety	Conduct a streetlight audit					\$	CoF		
	Prioritize streetlight installation in areas currently not served					\$\$	CoF		
	Prioritize sidewalk improvements and connectivity					\$\$\$	CoF		
	Install license plate readers + gunshot detection systems in high crime corridors					\$\$\$\$	CoF, FPD		
	Incorporate crime prevention through environmental design principals in new construction and redevelopment projects					\$	CoF	PD	
	Build homes dedicated to local police officers and first responders to purchase with down payment assistance					\$\$\$\$\$	CoF, FPD	PD, LB	

Cost Legend

\$	Less than \$100k
\$	\$101k-\$250k
\$\$\$	\$250K-\$500k
\$\$\$\$	\$501k-1M
\$\$\$\$\$	Greater than \$1M

Partners Legend

Public

CoF- City of Florence
 FPSD- Florence Public School District One
 FPL- Florence Public Library
 NA- Neighborhood Association
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 LP- Local Philanthropy

Private

LB - Local Banks
 PO - Property Owners

PD - Private Developers
 LA- Local Attorneys

Community Redevelopment		Time Frame (Years)					Implementation Partners	
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Public/NP	Private
Housing	Provide incentives to developers who commit to “preferred employer programs” where housing is built with the intention of being purchased or rented by hospital employees					\$\$\$\$	CoF	PD
	Work with local hospitals to develop residential incentives for hospital employees to live in North Florence					\$\$\$\$\$	CoF	PD,LH
	Create a Developers Academy to build local development capacity					\$	CoF,GFCC,FC	PD,LB
	Maintain a list of local and regional qualified contractors and skilled trades that can support small scale projects					\$	CoF, GFCC	
	Introduce construction/real estate development to high school students					\$	CoF, FPSD, HAF	PD
	Implement a one-stop shop where developers meet all municipal and county departments to review and discuss potential development plans					\$	CoF, FC	PD
	Establish a Residential Development Liaison who will serve as the single point of contact to guide developers through the city's process from pre-development to construction					\$	CoF	PD
	Host a developer's summit					\$	CoF, FC, GFCC	PD,LB, LNP
	Host a Familiarization (FAM) Tour					\$	CoF, FC, GFCC	PD,LB, LNP
	Create a building an ADU guide with step-by-step instructions and connections to local resources for homeowners interested in building an ADU					\$	CoF	
	Establish ADU's by right in the General and Urban Residential Zoning Categories					\$	CoF	
	Establish a cottage court ordinance					\$	CoF	
	Create a set of pre-permitted residential housing plans for North Florence					\$\$	CoF	
	Establish a master plan on larger parcels that tie specific pre-permitted plans to specific parcels					\$	CoF	PD
	Tie residential development incentives to using pre-permitted plans					\$\$\$	CoF	
	Create a neighborhood specific pattern book or design guidelines					\$	CoF,NA	

Cost Legend

\$	Less than \$100k
\$\$	\$101k-\$250k
\$\$\$	\$250K-\$500k
\$\$\$\$	\$501k-1M
\$\$\$\$\$	Greater than \$1M

Partners Legend

Public

CoF- City of Florence
FPSD-Florence Public School District One
FPL-Florence Public Library
NFNA- North Florence Neighborhood Association
SCAH- South Carolina Archives + History
FC-Florence County
FCTA - Florence County Tax Assessor
HAF- Housing Authority of Florence
GFCC-Greater Florence Chamber of Commerce

FPD -City of Florence Police Department

Nonprofits/Faith-Based

LC-Local Churches
LH- Local Hospitals
CFHP- Center for Heirs Property

Private

LB - Local Banks
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LA- Local Attorneys

Next Steps

The initial step is to have the plan adopted by City Council. The steps outlined in the table should occur after plan adoption. The strategies and recommendations should be prioritized during the first year of transitioning the plan from adoption to implementation.

North Florence Next Steps		
Community Retention		
Goal	Action Item	Implementation Partner
Establish a North Florence Neighborhood Association	The North Florence Steering Committee and the City of Florence planning staff should establish a North Florence Neighborhood Association	City of Florence, North Florence Neighborhood Association
Establish a neighborhood marketing plan	Create a marketing and branding plan	City of Florence, North Florence Neighborhood Association
Inform residents about estate planning and heirs property	Work with local attorneys and the library system to conduct estate planning seminars, and how to present heirs property	City of Florence, North Florence Neighborhood Association, Local attorneys, Florence County Library System
Support homeowner repairs	Work with local funding partners to determine ways to increase home repair funding for homeowners	North Florence Neighborhood Association, Habitat for Humanity, City of Florence
Community Redevelopment		
Goal	Action Item	Implementation Partner
Increase neighborhood visibility	Conduct a streetlight audit to understand lighting gaps	City of Florence
Increase connectivity in the neighborhood	Install sidewalks where current gaps exist	City of Florence
Support workforce housing	Explore partnerships with local hospital systems to incentivize hospital employees to live in the neighborhood	City of Florence, Local Hospitals, Local Developers
Establish design standards that align with current neighborhood character	Create design guidelines or a pattern book for North Florence	City of Florence, North Florence Neighborhood Association
Marketing, Branding, Perception	Establish neighborhood marketing plans that reposition vacant and underutilized land as reinvestment opportunity, highlight homeownership pathways, and link public safety, lighting, code enforcement, and infill actions to a stronger neighborhood identity.	City of Florence and Neighborhood Advisory Body

To support implementation planning, preliminary parcel acquisition estimates were prepared for the Catalytic Project Area. The Oakland Ave CPA contains **78 vacant parcels**, with a total estimated acquisition cost of **\$1,164,845.40**. The estimated number of parcels and total acquisition cost for the Oakland Ave. CPA may include parcels already acquired by the City of Florence. Total acquisition cost is calculated on the basis of:

- 2025 market value established by the Florence County Tax Assessor
- Assumes an additional 10% increase in value above the market value
- \$500 cost of appraisal
- Real Estate Fee of \$1000
- Legal Fees of \$1,500
- Property Maintenance expenses of \$1000

Historic West Florence Plan

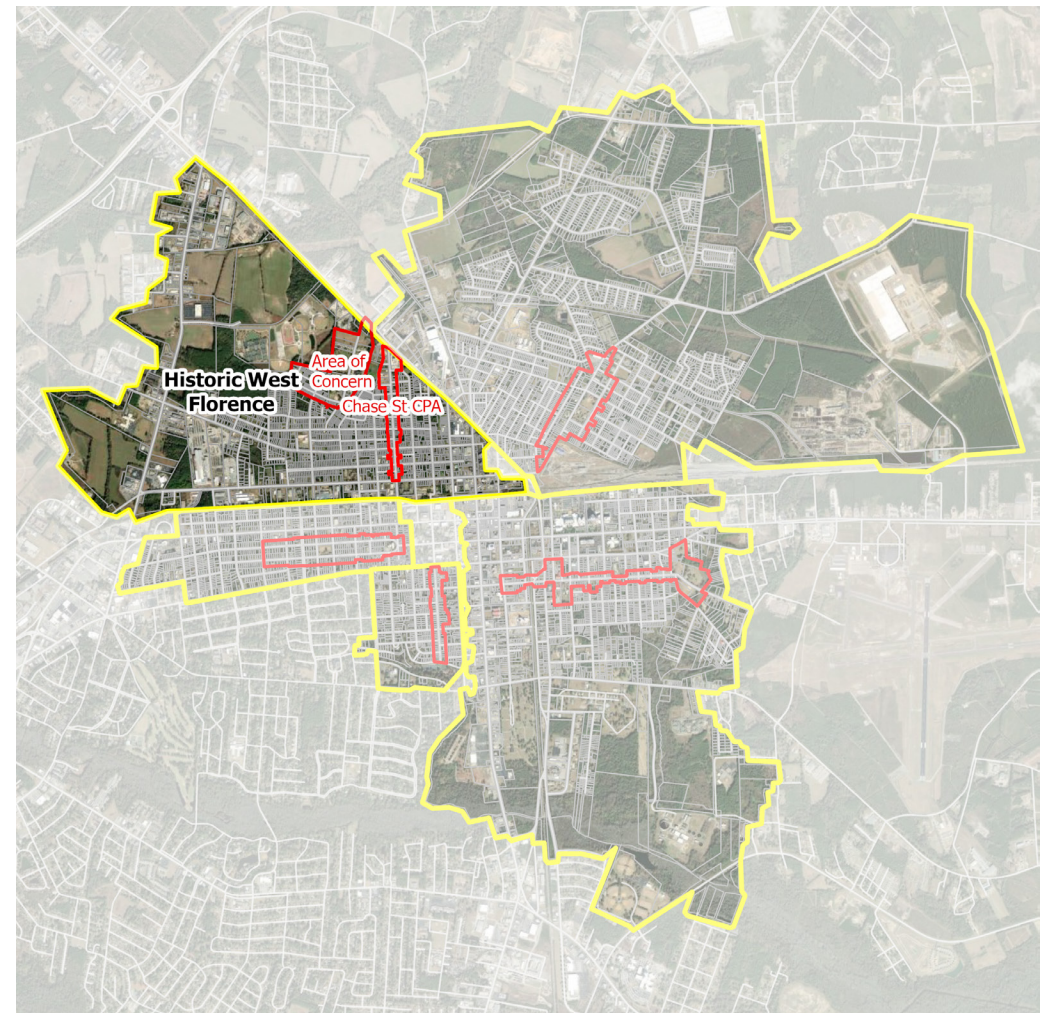
Historic West Florence

Historic West Florence (Figure 53), often referred to as Historic West Florence, is one of the city's oldest and most culturally significant in-town neighborhoods. Its identity is shaped by deep community roots, historic homes, and long-standing institutions. While part of the neighborhood has a street grid that reflects Florence's early patterns of urban development, there are several large undeveloped parcels in the neighborhood that provide an opportunity for catalytic development. There are also several infill opportunities within the traditional street grid.

The area's strategic location creates a strong foundation for efforts that strengthen housing, public spaces, and connections across the broader in-town community.

The following section includes information specific to the Historic West Florence neighborhood, including a demographic profile, existing conditions, market analysis and community engagement major takeaways, a catalytic site plan, and an implementation plan for recommendations. Initial next steps for the neighborhood are also included.

Figure 52: Historic West Florence Neighborhood Boundary



Demographic Profile

Stakeholders and residents may be familiar with the overall demographic trends of the City of Florence, but many are less aware of the distinct conditions within the five neighborhoods that are the focus of this study. This section presents the demographic profile of Historic West Florence using the City of Florence as the point of comparison, drawing on the most recent data available. The neighborhood profile creates a snapshot of the study area and the city to highlight differences and similarities across key indicators.

Table 27 features data for Historic West Florence alongside citywide figures. The statistics are organized into five categories that align with the profile: location characteristics, population characteristics, income, housing, and education and employment (reported as a single category).

Table 27: Historic West Florence Demographic Summary

Demographic Category	Historic West Florence	City of Florence
Population (2025)		
Total Population	2,621	40,505
Total Households	1,109	15,523
Median Age	40	42
Below 18	24%	28%
Above 65	20%	21%
Income (2025)		
Average Household Income	\$48,789	\$86,498
Median Net Worth	\$12,710	\$134,745

Population

Historic West Florence (1.88 sq. mi.) is the third largest neighborhood by size and population in this study. Historic West Florence had 3,178 residents in 2010 and 2,621 residents in 2025, a loss of 557 residents over 15 years. Historic West Florence has the second lowest number of residents over 65 compared to the other study neighborhoods, and is on par with the city.

Income

Median household income in Historic West Florence is the second lowest of the study area neighborhoods at \$32,493. Residents in Historic West Florence also have the lowest median net worth (\$12,710), suggesting households are unable to save and have limited assets.



1,203
Acres



2,621
Population



2.3
Average Household Size



\$32,493
Median Household Income



17%
Vacancy Rate

Source: ESRI

Housing

Housing characteristics shifted in ways that reflect both socioeconomic conditions and demographic change. Historic West Florence saw a decrease in both its renter and owner-occupied housing units between 2010 and 2025, with an increase in overall housing vacancy. In 2010, the vacancy rate was 15% and now the vacancy rate in Historic West Florence is 17%, the second highest of all the study neighborhoods. The homeownership rate in Historic West Florence is about half of the city rate.

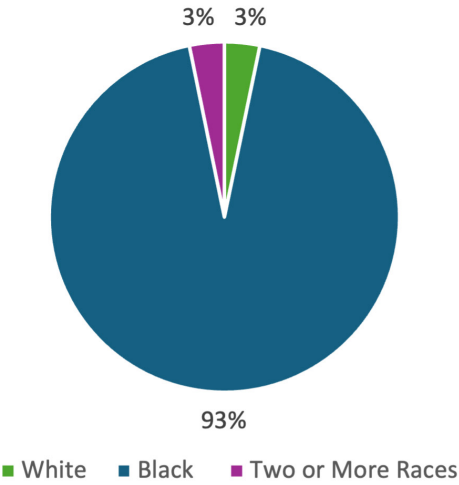
Education

Historic West Florence has fewer people with bachelors degrees or higher than Florence, and more people with just a high school degree.

Racial Composition

As shown in Figure 53 Historic West Florence is similar to North Florence, and is almost entirely Black (93%), with an equal percentage of the remaining population split between white and two or more races.

Figure 53: Historic West Florence Racial Composition



Source: ESRI

Table 28: Historic West Florence Demographic Summary

Demographic Category	Historic West Florence	City of Florence
Housing (2025)		
Total Housing Units	1,333	19,047
Occupied	1,109 (83%)	1,7314 (91%)
Owner Occupied	388 (29%)	11,828 (62%)
Renter Occupied	721 (54%)	7,219 (38%)
Vacant	224 (17%)	1,733 (9.1%)
Education (2025)		
High School Degree	51%	25%
Bachelors Degree	4.3%	18%
Masters/ Professional Degree	3.6%	13%

Existing Conditions

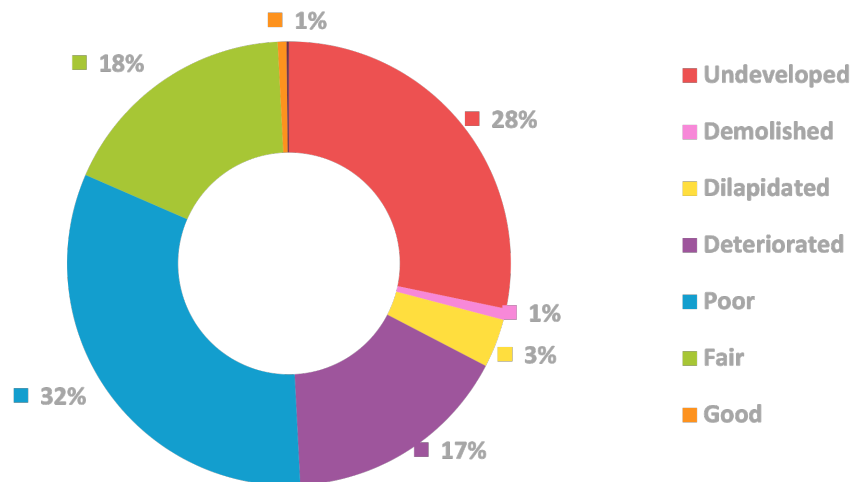
Existing Building Conditions

The condition profile shows a dominant mix of moderate and substandard states, emphasizing the need for targeted reinvestment. Well-maintained stock is scarce.

Key Points:

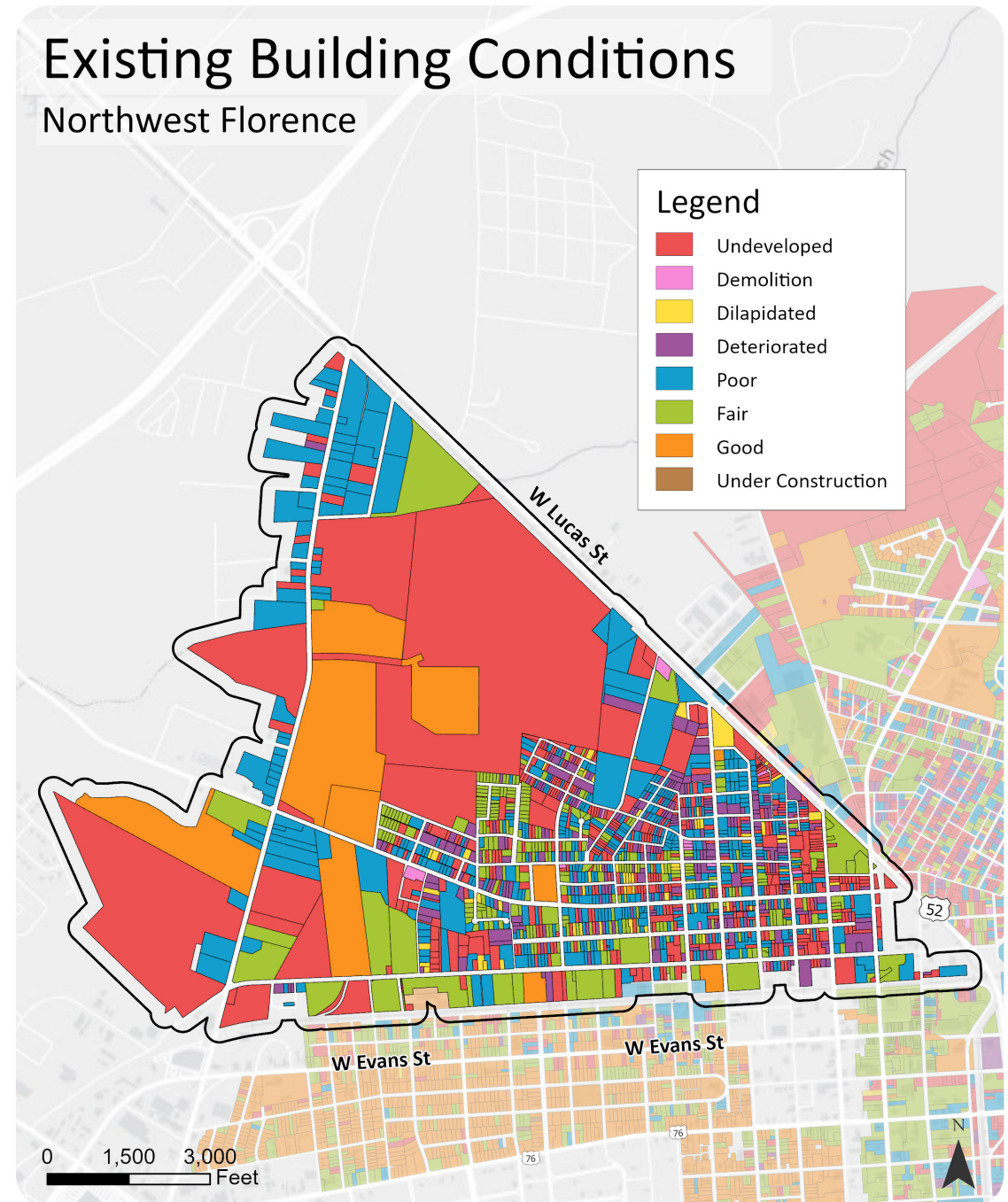
- “Undeveloped” and “Poor” conditions account for a large portion (487 and 557 parcels respectively).
- “Fair” properties (304) provide a modest middle tier.
- Deteriorated assets total 285, and dilapidated sites add another 61.
- Very few parcels are in “Good” condition (11).
- Demolished (14), under construction (2), and rehabilitation(1) reflect limited ongoing transformation.

Figure 54: Historic West Florence Building Conditions



Source: APD Urban Planning and Management

Figure 55: Historic West Florence Existing Building Conditions



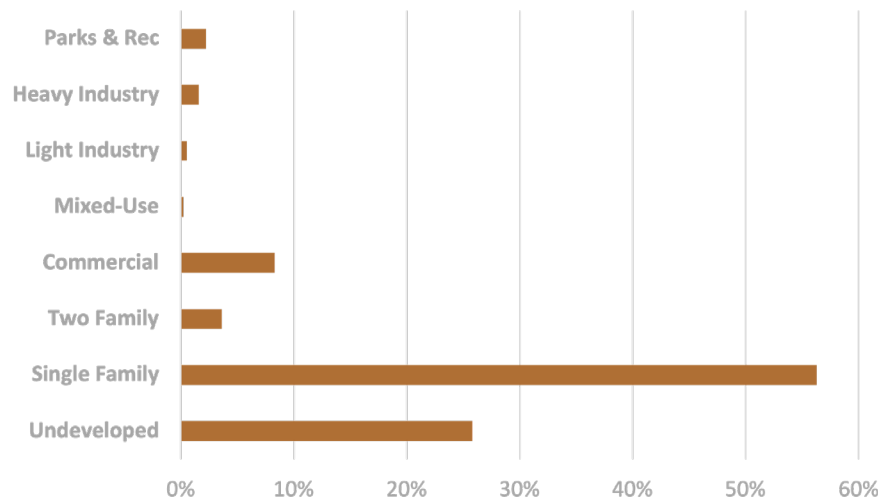
Existing Land Use

The development pattern continues to be largely residential, with a notable share of undeveloped parcels and some commercial concentration. Community and industrial uses remain present but secondary.

Key Points:

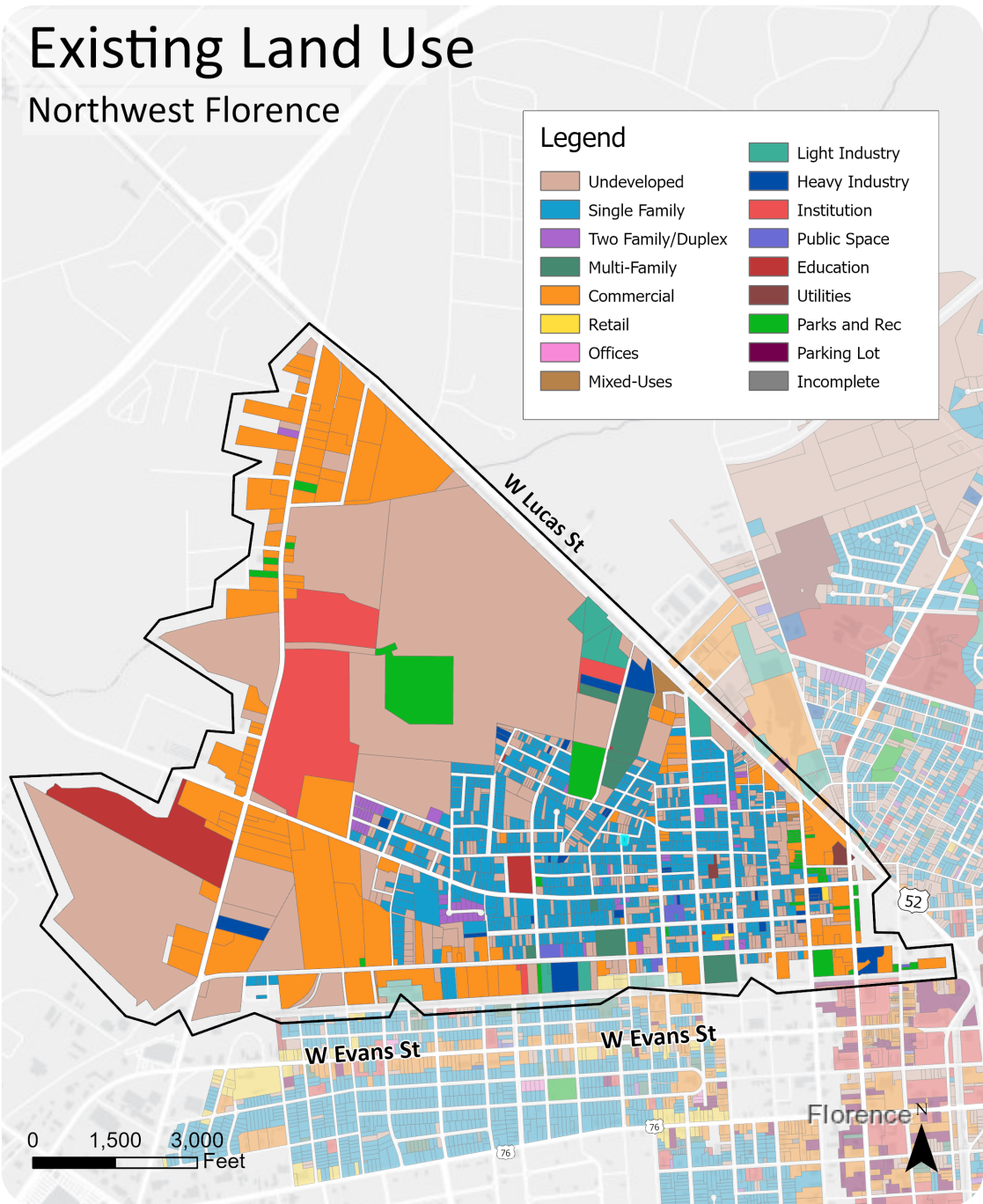
- Single-family parcels form the largest share (969).
- Undeveloped land remains significant at 444 parcels.
- Two-family (62) and multi-family (8) properties contribute marginally.
- Commercial properties are more prominent in this dataset (143), indicating localized corridors of activity.
- Parks & Recreation areas show an uptick (38), while industrial uses (36 combined) remain limited.
- Institutional, education, and public spaces collectively account for fewer than 20 parcels.

Figure 56: Historic West Florence Land Use



Source: APD Urban Planning and Management

Figure 57: Historic West Florence Existing Land Use



Existing Tenure

The majority of lots are occupied, though a considerable portion of land remains vacant or undeveloped, signaling capacity for new development or reinvestment.

Key Points:

- Occupied lots dominate at 1,102 parcels.
- Undeveloped/vacant lots remain substantial (559), offering strategic potential.
- Occupied buildings total 42, while vacant buildings number just 19.
- The ratio of active land use to building vacancy suggests underutilization is concentrated in parcels rather than structures.

Figure 58: Historic West Florence Tenure

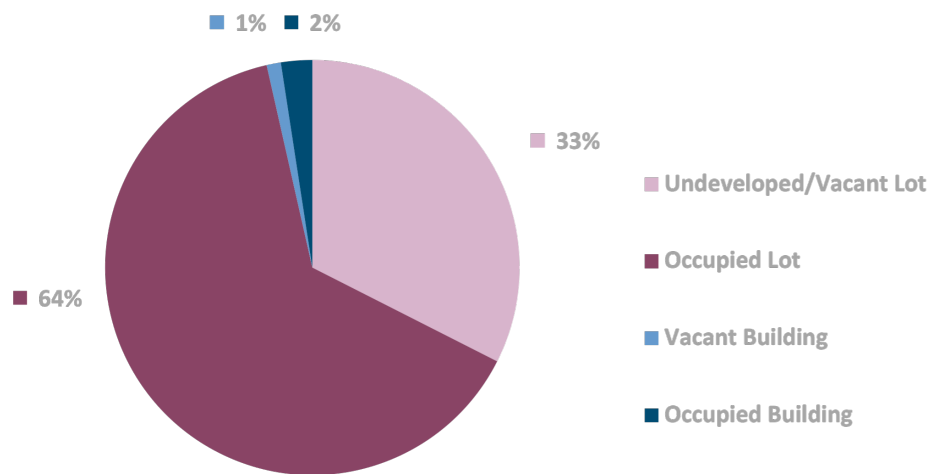
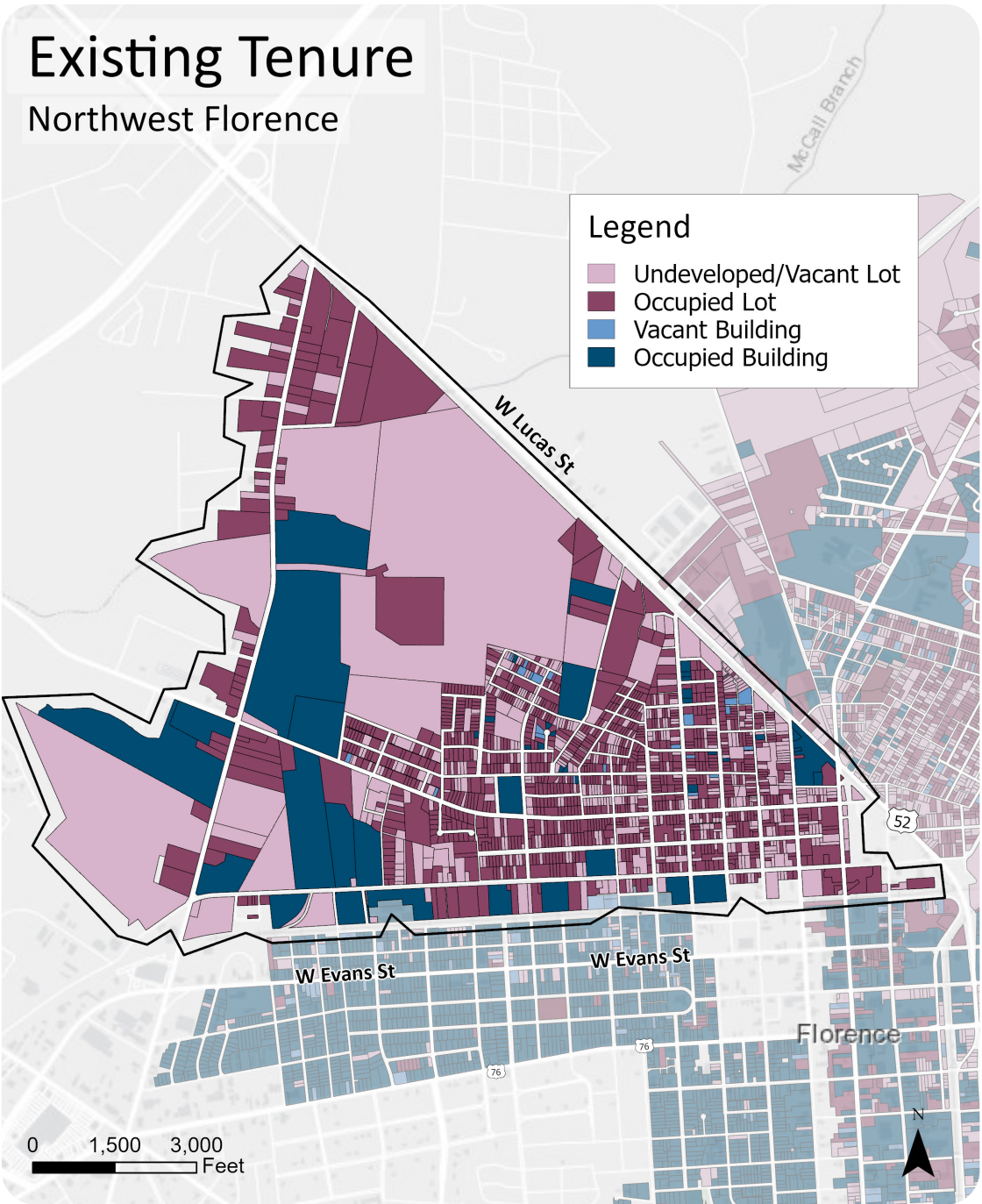


Figure 59: Historic West Florence Existing Tenure



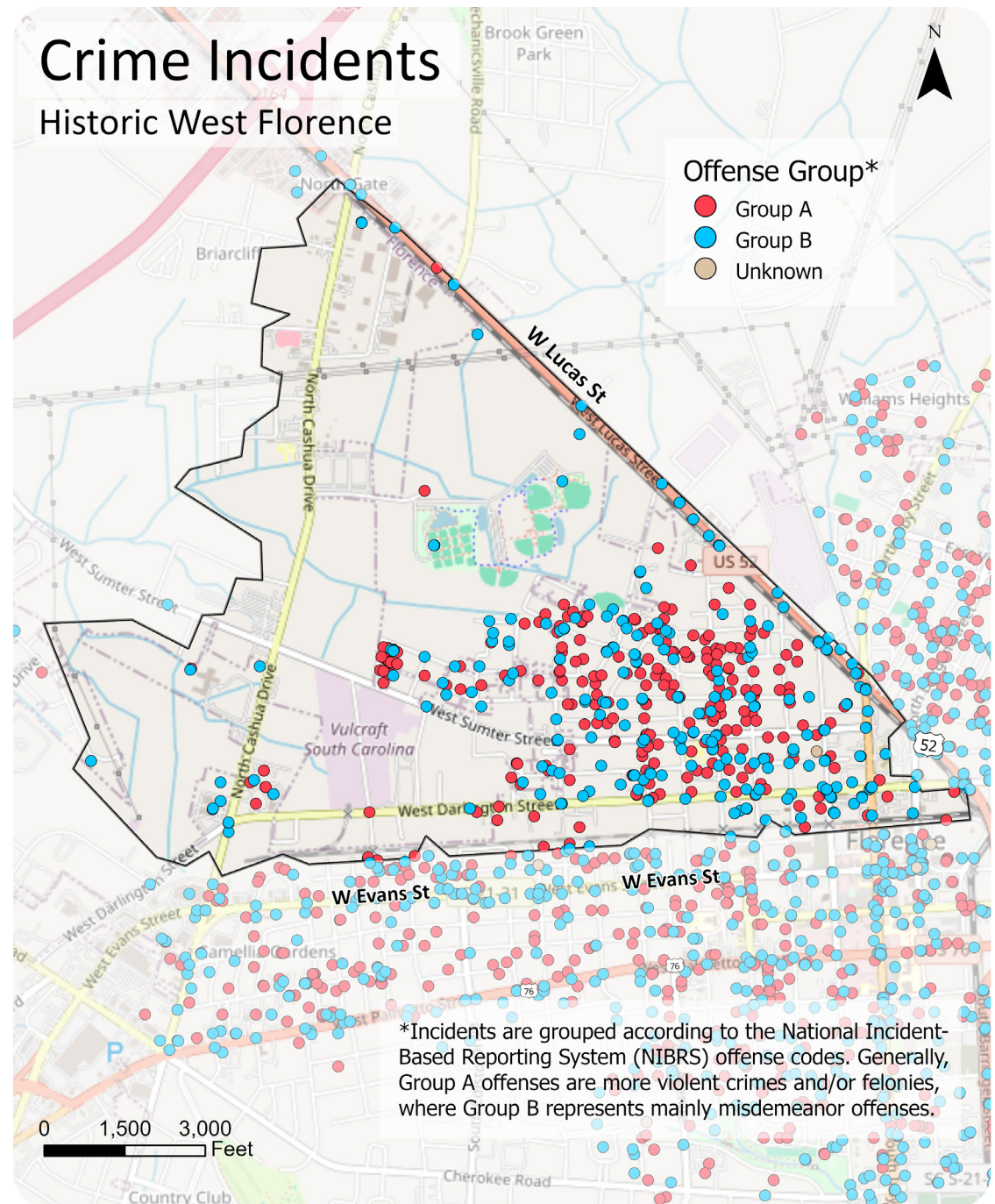
Crime

Crime incidents in Historic West Florence from January 1st, 2025, to February 7th, 2026, were analyzed by type and mapped (Figure 60). Type A crimes are typically more violent crimes or felonies, and type B crimes are minor crimes/ other offenses. During this period, there were 1,085 incidents, 617 type A crimes, and 417 type B crimes.

The most frequent Type A crimes in Historic West Florence were assault, larceny/theft, and drug offenses. Destruction of property/vandalism was also frequent offense. While most Type B crimes have no detailed code, trespass and shots heard, no damage were the most common incidents. While not common, Historic West Florence did have the most serious incidents, including homicide, kidnapping, and weapons law violations. These offenses, especially drug and vandalism-related incidents, are common in areas with high vacancy. While Historic West Florence has less undeveloped land than North and East Florence, about 34% of the neighborhood remains vacant, creating opportunities for crime.

Recommendations to address crime concerns in Historic West Florence are included in the [Recommendations and Next Steps Section](#).

Figure 60: Historic West Florence Crime



Historic West Florence Engagement Major Takeaways

Housing and Neighborhood Identity

Residents emphasized: stability, homeownership, and modest diversification of housing types.
Diverse housing types: Residents want more diverse and relevant typologies, including openness to townhomes.
Renovation support: Residents supported renovation incentives and financial support programs.

Residents want a stable neighborhood with diverse housing options

Infrastructure, Safety and Public Realm

Improved walkability: There was broad consensus that better sidewalks and streetlighting are needed in the neighborhood.
Quiet residential streets: Were a priority for residents of Historic West Florence.
Better lighting: Is critical to improve walkability and safety and is an important investment to residents.

Residents want walkability and safety improvements to strengthen connectivity

Development and Catalytic Site Preferences

Catalytic change: 12 votes vs. 8 for catalytic projects, over small incremental change, highlighting an interest in seeing transformative investment.
Housing diversity is supported: Residents supported duplexes/fourplexes, mixed-use and garden style apartments as a part of redevelopment efforts.

A desire for targeted, place-based reinvestment

Social and Community Values

Mixed-income housing is seen as stabilizing.
Blight and absentee ownership are viewed as major threats.
Equitable investment across neighborhoods is a priority.
Stronger branding is desired to reinforce identity and reduce stigma.

Stronger branding can reinforce neighborhood identity and reduce stigma

Market Analysis Major Takeaways

Owner Supply and Demand

The total supply of owner-occupied homes across all three neighborhoods is largely composed of homes valued at less than \$100,000. This is roughly equivalent to affordable for households at or below 50% AMI. Historic West Florence has 324 homes valued under \$100,000, the second highest of the three NRS neighborhoods. Currently, there are five homes valued over \$250,000, the fewest of the three neighborhoods.

Income-based owner housing demand among the three neighborhoods is more evenly distributed than the supply. While almost half of the demand is for homes affordable at or below 50% AMI, a larger share is for those priced at or above market rate. In Historic West Florence, 41% of owner housing demand is for homes priced above \$171,300.

Table 29: Historic West Florence Owner Housing Supply by Value

Home Value	Historic West Florence		
<\$50,000	167	\$300,000-\$399,999	1
\$50,000-\$99,999	157	\$400,000-\$499,999	1
\$100,000-\$149,999	31	\$500,000-\$749,000	1
\$150,000-\$199,999	4	\$750,000-\$999,999	0
\$200,000-\$249,999	24	\$1,000,000-\$1,499,999	0
\$250,000-\$299,999	2	Total Owner Occupied Housing Units	388

Table 30: Historic West Florence Owner Housing Demand by Value

Home Value	Historic West Florence
Less than \$107,062	114
\$107,062- \$171,300	105
\$171,300-\$214,125	39
\$214,125+	131
Total	388

Rental Supply and Demand

Similar to for-sale housing demand, renter housing demand in Historic West Florence is mostly for deeply affordable units (below 50% AMI category), but there is demand across all rent categories. Currently, no units are renting for \$1,250 or more in Historic West Florence, even though there is a demand for these units.

Historic West Florence Growth Capture Analysis

Historic West Florence is expected to see a slight decline (four households) by 2030, unlike the City of Florence, which is expected to grow.

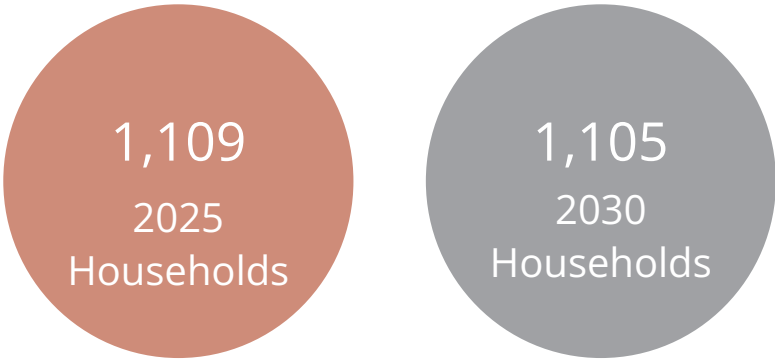


Table 31: Historic West Florence Renter Housing Supply by Rent

Rent	Historic West Florence
Less than \$750	451
\$750-\$1,250	270
\$1,250-\$1,499	0
\$1,500+	0
Total	721

Table 32: Historic West Florence Renter Housing Demand by Rent

Rent	Historic West Florence
Less than \$750	491
\$750-\$1,250	142
\$1,250-\$1,499	38
\$1,500+	51
Total	721

Catalytic Project

Historic West Florence Catalytic Site Plan Summary

The Historic West Florence Catalytic Project Area (CPA) focuses on neighborhood reinvestment through targeted infill, expanded housing choice, public realm improvements, and stronger neighborhood identity. This CPA builds on existing residential blocks while using vacant, underutilized, and deteriorated parcels as opportunities for new housing and community-serving improvements. The overall strategy is to repair gaps in the neighborhood fabric, support reinvestment, and create more walkable, attractive, and stable neighborhoods.

The Historic West Florence CPA, along Chase Street, introduces a range of housing types along the corridor. More intense uses, such as mixed-use and low-rise/garden housing, are best suited near corridor edges and areas closer to Highway 52, while smaller-scale housing can fit within the surrounding residential blocks, creating a transition in scale to protect the neighborhood character while still expanding housing choice.

Historic West Florence Area of Concern

The Historic West (Historic West) Florence Area of Concern (AOC) presents a significant opportunity for reinvestment and targeted infill around Clement Street and the surrounding blocks. Its proximity to the City's sports complex makes the area especially important to the broader revitalization strategy, as the complex attracts local and regional youth sports teams and visitors. This increased activity reinforces the need to improve neighborhood stability, safety, visual character, and the quality of the surrounding residential environment.

The AOC was selected because it combines several conditions that support catalytic reinvestment:

- Vacant, underutilized, and deteriorated parcels that can be repositioned for new housing and community-serving uses.
- Existing neighborhood assets, including Historic West Park, that can be strengthened as anchors for future investment.
- Proximity to major recreational activity that increases visibility and creates opportunities to improve the visitor and resident experience.
- A residential context where appropriately scaled infill can repair gaps in the neighborhood fabric while preserving community character.

Within this area, the proposed plan will introduce new housing around Historic West Park, which includes a community center, baseball field, and playground. These amenities can be further leveraged to strengthen the park as a neighborhood anchor and open-space amenity for residents. New housing, paired with public realm improvements, can help create a safer, more connected, and more attractive environment for both residents and visitors.

Figure 61: Historic West Florence Catalytic Site Parcels

**Existing
Parcels &
Structures**



Figure 62: Historic West Florence Catalytic Site Parcel Condition

Parcel Condition

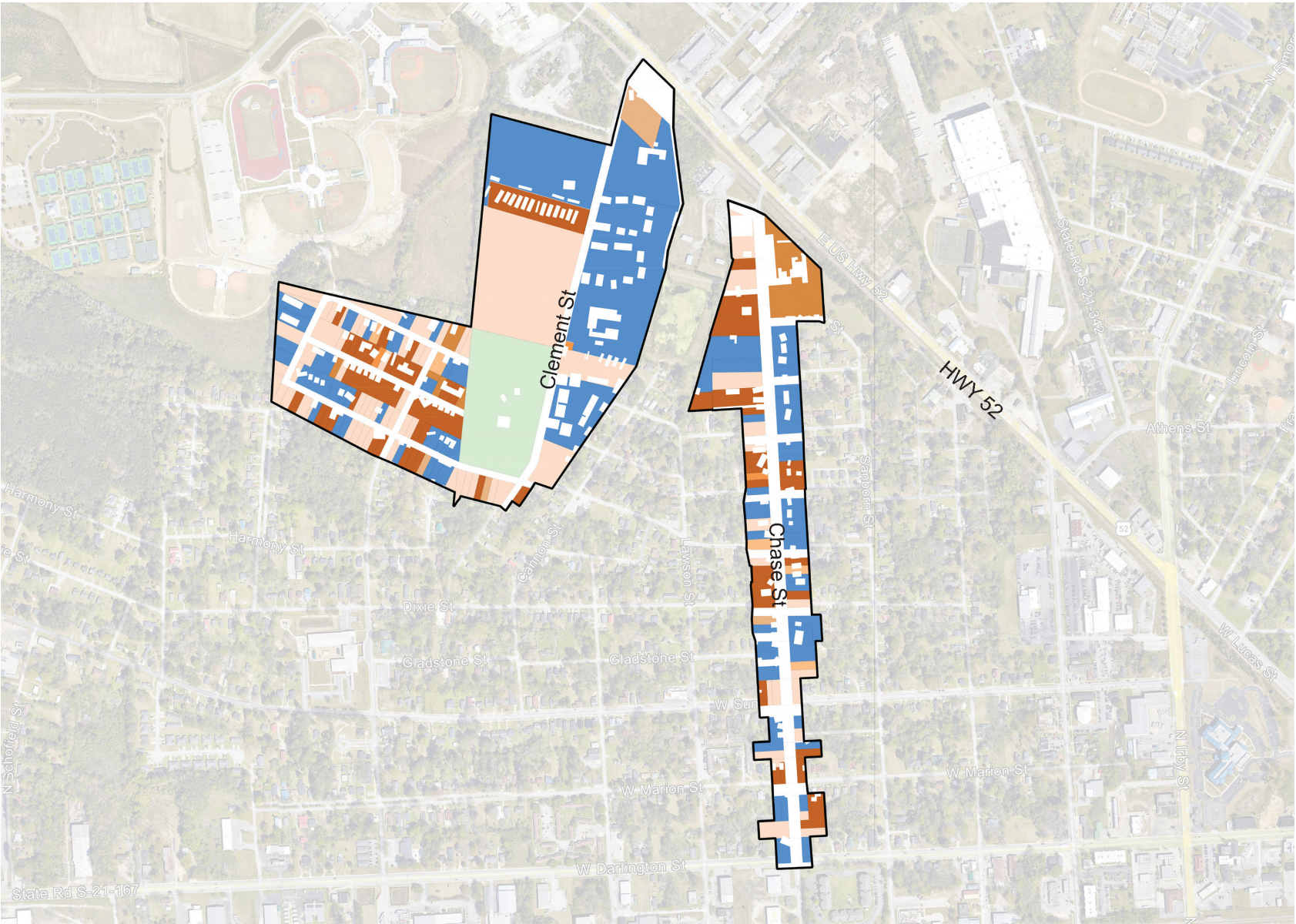
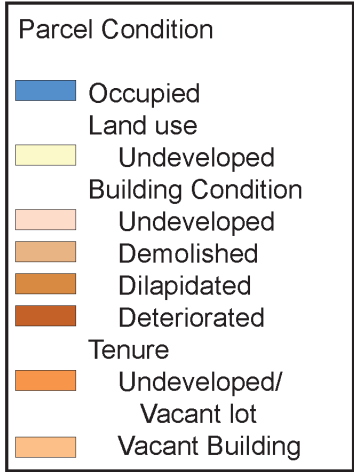


Figure 63: Historic West Florence Proposed Catalytic Site Plan

Proposed Plan

Proposed Land Use

- Single Family
- Accessory Dwelling
- Duplex
- Fourplex
- Townhome
- Low-Rise/ Garden
- Mixed-Use
- Amenitized Green Space

Chase St. CPA



28
Vacant
Parcels



\$845,151.10
Total Acquisition
Cost

Area of Concern



60
Vacant
Parcels



\$818,774.90
Total Acquisition
Cost

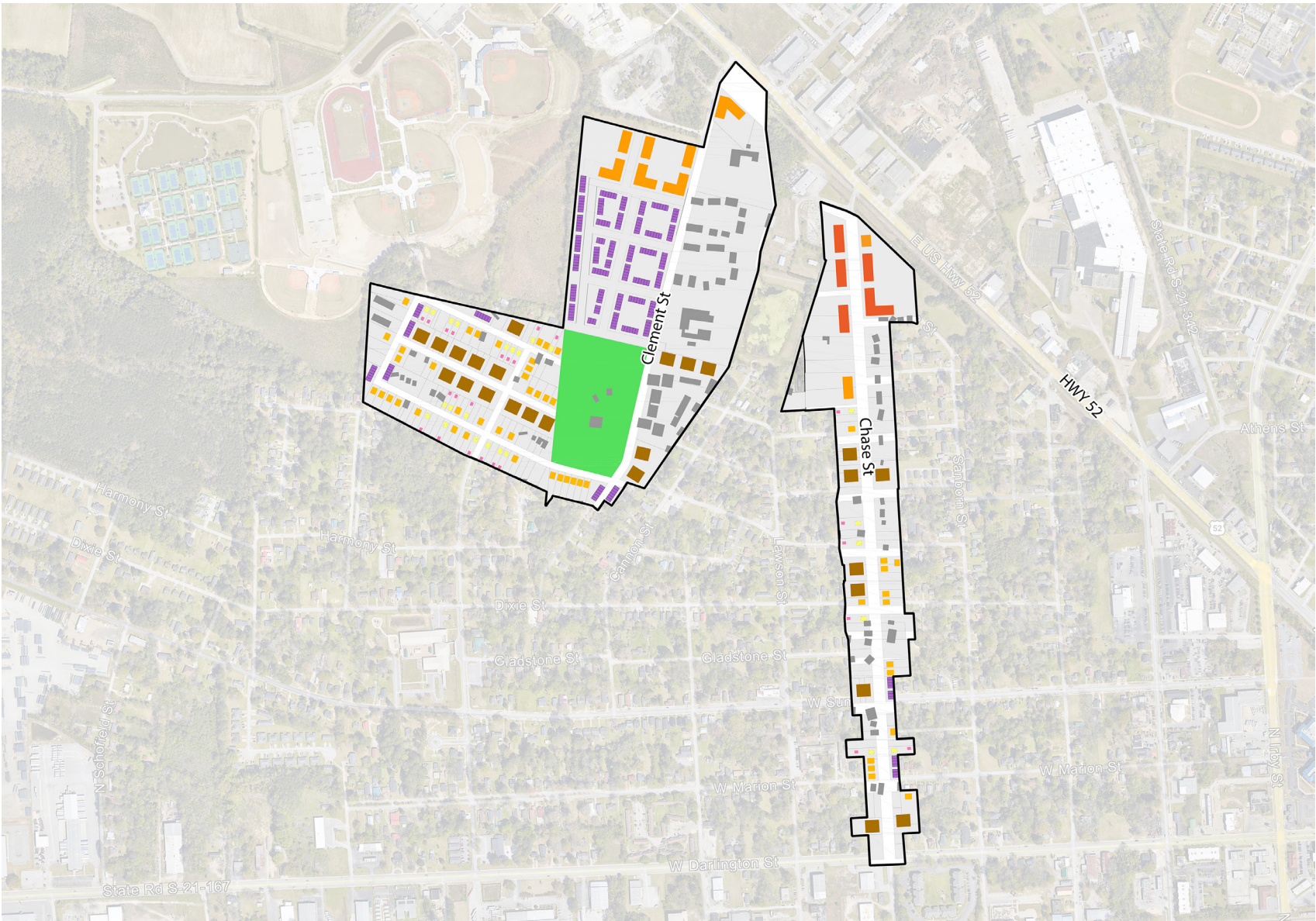
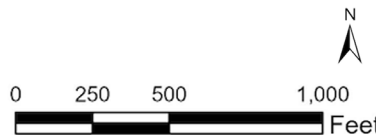


Figure 64: Historic West Florence Housing Typologies

Proposed
Typologies

Proposed Land Use

- Single Family
- Accessory Dwelling
- Duplex
- Fourplex
- Townhome
- Low-Rise/ Garden
- Mixed-Use
- Amenitized Green Space

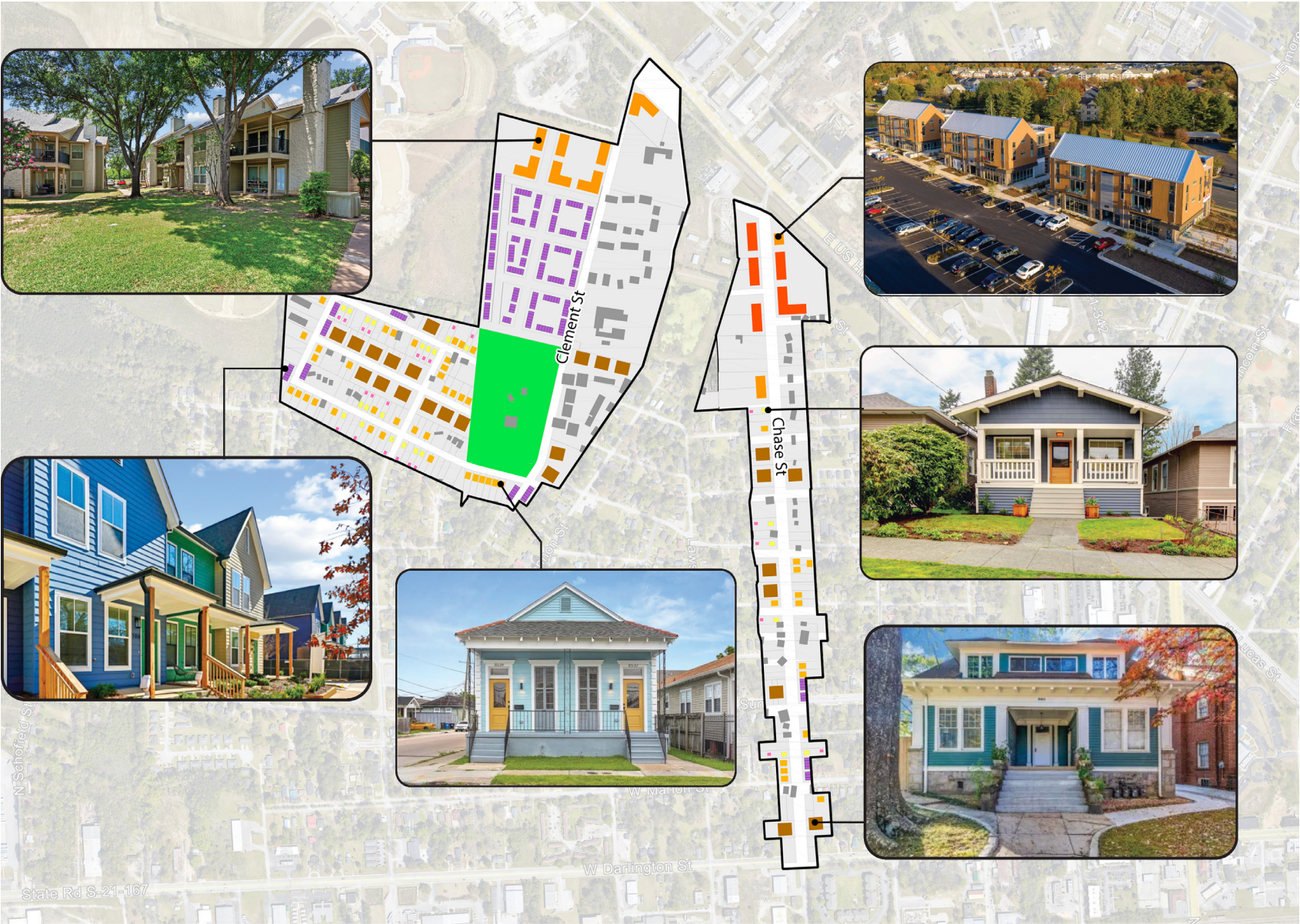
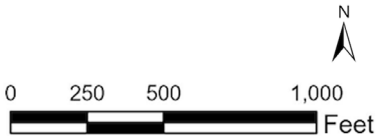


Figure 65: Historic West Florence Typical Street Section

Proposed Street Section

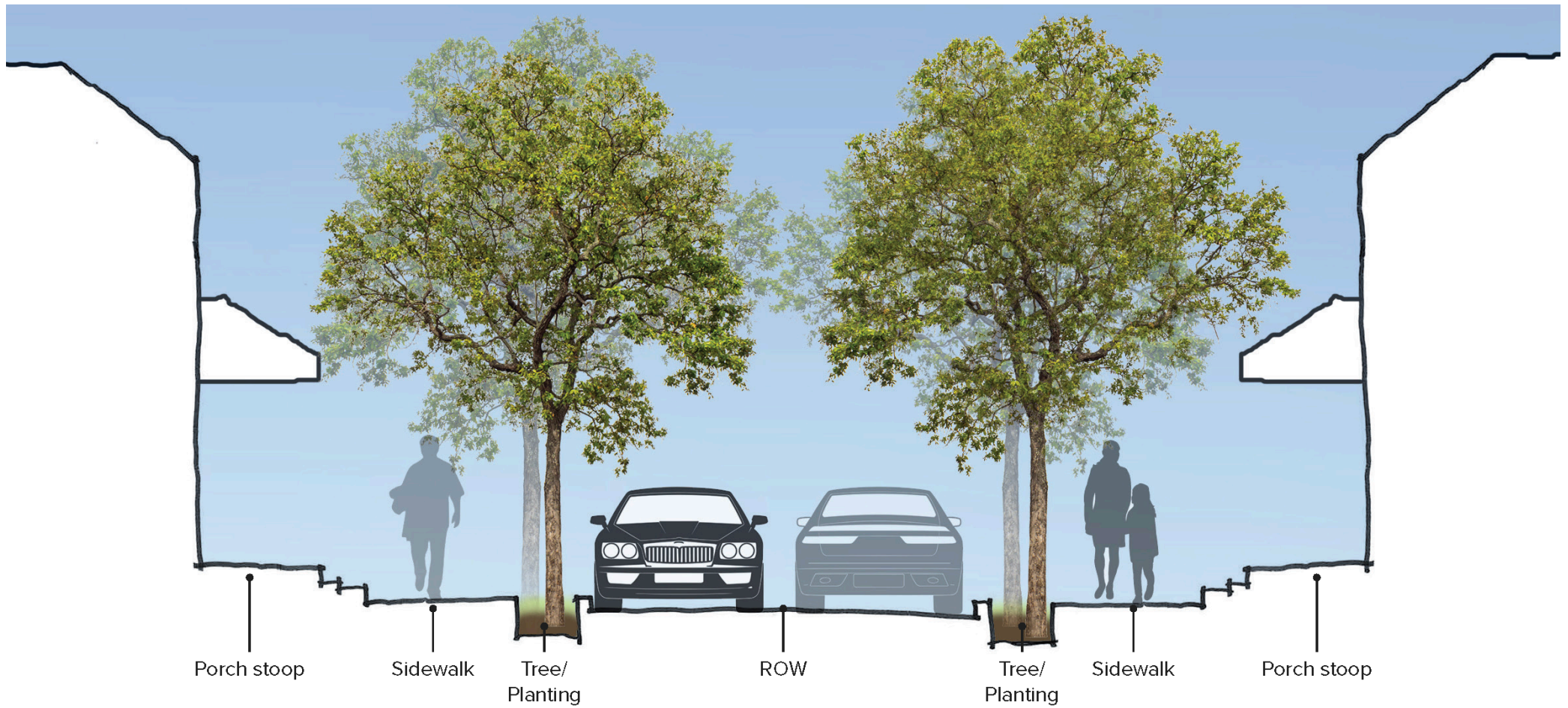


Figure 66: Historic West Florence Neighborhood Park Amenity

Proposed Neighborhood Park Amenity Precedence Imagery



Historic West Florence Recommendations and Next Steps

The Recommendations and Next Steps section contains the recommendations to support investment in the Historic West Florence neighborhood. The recommendations are organized into two categories: [Community Retention](#) and [Community Redevelopment](#). These recommendations were developed by blending data analysis, stakeholder and community feedback. They also build on recommendations in previous plans, where applicable. Included in this section are the detailed implementation tables that break down specific action items for each strategy included in the plan. Also included in the implementation table is:

- The priority of the action item
- A timeframe for implementation for each action item
- The potential cost for each action item
- Potential partners who can assist with implementing of the action

Partnerships

Partnerships are critical to implement the Historic West Florence Neighborhood Plan. The list of partners included below are an initial list of organizations that can support implementation. Although partner organizations will play an essential role in implementation, residents will play a critical role in championing the Plan. Organized and engaged residents will ensure implementation stays on track and in line with their priorities.

Additional potential partners that may assist in implementing the plan include:

- Additional faith-based institutions
- Additional local non-profits
- Local developers
- Local banks

Implementation matrices serve as a general guide for what actions must happen to implement the Historic West Florence plan recommendations. The matrices do not include all of the information required to implement the recommendation but, include items that should be considered, who should be responsible for specific action items, and the potential cost. As the Neighborhood Plan moves into implementation, additional analysis or detail may be required along with a change in partners and costs.

A complete summary of each recommendation is included in the [Recommendations Section](#) of this report.

Table 33: Historic West Florence Community Retention Implementation Table

Historic West Florence Implementation Strategies								
Community Retention		Time Frame (Years)					Implementation Partners	
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Public/NP	Private
Housing	Evaluate the feasibility of a Rental Rehabilitation Program					\$	CoF	
	Host seminars on estate planning and will creation					\$	CoF	
	Provide legal support to existing homeowners					\$\$	CoF, CFHP	LA
	Develop mixed-income housing to better activate underutilized land and increase housing choices					\$\$\$\$\$	CoF	LC, LB, PD
	Establish a homeowner rehabilitation program					\$\$\$\$	CoF	H
	Pair renovation grants with enhanced code enforcement					\$	CoF	
	Create a map of potential homeowners without a homestead exemption					\$	CoF, FCTA	
	Create and share outreach material to potential homeowners without a homestead exemption					\$	CoF, FCTA	
	Establish a neighborhood association					\$	CoF, NA	
Historic Preservation	Establish a detailed catalog of historic structures in the neighborhood					\$	CoF, NA, SCAH	
	Design and create a heritage trail that highlights neighborhood history					\$\$\$\$\$	CoF, NA, SCAH	PD
	Evaluate the designation or certain buildings or the entire neighborhood at the local, state or federal level					\$	CoF, NA, SCAH	

Cost Legend

\$	Less than \$100k
\$\$	\$101k-\$250k
\$\$\$	\$250K-\$500k
\$\$\$\$	\$501k-1M
\$\$\$\$\$	Greater than \$1M

Partners Legend

Public

CoF- City of Florence
 FPSD-Florence Public School District One
 FPL-Florence Public Library
 NFNA- North Florence Neighborhood Association
 SCAH- South Carolina Archives + History
 FC-Florence County
 FCTA - Florence County Tax Assessor
 HAF- Housing Authority of Florence

GFCC-Greater Florence Chamber of Commerce

FPD -City of Florence Police Department

Nonprofits/Faith-Based

LC-Local Churches
 LH- Local Hospitals
 CFHP- Center for Heirs Property
 H-Habitat for Humanity

Private

LB - Local Banks
 PO - Property Owners
 PD - Private Developers
 LA- Local Attorneys

Table 34: Historic West Florence Community Retention Implementation Table

Historic West Florence Implementation Strategies								
Community Retention		Time Frame (Years)					Implementation Partners	
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Public/NP	Private
Marketing and Branding	Create a citywide neighborhood revitalization message platform and neighborhood-specific brand profiles.					\$	CoF,NA	
	Develop a resident-led storytelling campaign using neighborhood history, resident profiles, project updates, and before-and-after visuals.					\$	CoF, NA, LC, FPL	
	Create a Realtor and lender education program with map-based tours, incentive summaries, and buyer-facing materials.					\$	CoF,GFCC	LB, PDRA
	Prepare a communications package before major public investments, redevelopment actions, park improvements, or land disposition decisions.					\$	CoF,NA	NAB
	Develop neighborhood web pages, FAQs, downloadable development packets, signage concepts, and a shared image library.					\$	CoF,NA, GFCC	
	Install coordinated gateway signage, wayfinding, banners, and identity markers where public realm investments are underway.					\$	CoF,NA, SCDOT	
	Publish quarterly project updates and maintain a public dashboard documenting commitments, progress, delays, completed actions, and funding opportunities.					\$	CoF	NAB
Public Safety	Create diversion programs for youth at risk of participating in mischief and petty criminal activity, to support a more productive use of their time					\$	CoF, FPD, FPSD	LH
	Market "Youth City University" to current students in the Florence school system					\$	CoF, FPSD	

Cost Legend

\$	Less than \$100k
\$	\$101k-\$250k
\$	\$250K-\$500k
\$	\$501k-1M
\$	Greater than \$1M

Partners Legend

Public
 CoF- City of Florence
 FPSD-Florence Public School District One
 FPL-Florence Public Library
 NA- Neighborhood Association
 SCAH- South Carolina Archives + History
 FC-Florence County
 FCTA - Florence County Tax Assessor
 HAF- Housing Authority of Florence
 GFCC-Greater Florence Chamber of Commerce

FPD -City of Florence Police Department

Nonprofits/Faith-Based

LC-Local Churches
 LH- Local Hospitals
 CFHP- Center for Heirs Property

Private

LB - Local Banks
 PO - Property Owners
 PD - Private Developers

LA- Local Attorneys

Table 35: Historic West Florence Community Redevelopment Implementation Table

Historic West Florence Implementation Strategies									
Community Redevelopment				Time Frame (Years)				Implementation Partners	
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Public/NP	Private	
Code Enforcement	Increase code enforcement funding					\$\$\$	CoF		
	Target problem landlords					\$	CoF, FPD		
	Implement a blight tax					\$	CoF, FCTA		
Public Safety	Conduct a streetlight audit					\$	CoF		
	Prioritize streetlight installation in areas currently not served					\$\$	CoF		
	Prioritize sidewalk improvements and connectivity					\$\$\$	CoF		
	Install license plate readers + gunshot detection systems in high crime corridors					\$\$\$\$	CoF, FPD		
	Incorporate crime prevention through environmental design principals in new construction and redevelopment projects.					\$	CoF	PD	
	Build homes dedicated to local police officers and first responders to purchase with down payment assistance					\$\$\$\$\$	CoF, FPD	PD, LB	

Cost Legend

\$	Less than \$100k
\$	\$101k-\$250k
\$\$\$	\$250K-\$500k
\$\$\$\$	\$501k-1M
\$\$\$\$\$	Greater than \$1M

Partners Legend**Public**

CoF- City of Florence
 FPSD- Florence Public School District One
 FPL- Florence Public Library
 NA- Neighborhood Association
 SCAH- South Carolina Archives + History
 FC- Florence County
 FCTA - Florence County Tax Assessor
 HAF- Housing Authority of Florence
 GFCC- Greater Florence Chamber of Commerce

FPD - City of Florence Police Department

Nonprofits/Faith-Based

LC- Local Churches
 LH- Local Hospitals
 CFHP- Center for Heirs Property
 LP- Local Philanthropy

Private

LB - Local Banks
 PO - Property Owners

PD - Private Developers
 LA- Local Attorneys

Community Redevelopment		Time Frame (Years)					Implementation Partners	
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Public/NP	Private
Housing	Create a Developers Academy to build local development capacity					\$	CoF,GFCC, FC	PD,LB
	Maintain a list of local and regional qualified contractors and skilled trades that can support small scale projects					\$	CoF, GFCC	
	Introduce construction/real estate development to high school students					\$	CoF, FPSD, HAF	PD
	Implement a one-stop shop where developers meet all municipal and county departments to review and discuss potential development plans					\$	CoF, FC	PD
	Establish a Residential Development Liaison who will serve as the single point of contact to guide developers through the city's process from pre-development to construction					\$	CoF	PD
	Host a developer's summit					\$	CoF, FC, GFCC	PD,LB, LNP
	Host a Familiarization (FAM) Tour					\$	CoF, FC, GFCC	PD,LB, LNP
	Create a building an ADU guide with step-by-step instructions and connections to local resources for homeowners interested in building an ADU					\$	CoF	
	Establish ADU's by right in the General and Urban Residential Zoning Categories					\$	CoF	
	Establish a cottage court ordinance					\$	CoF	
	Create a set of pre-permitted residential housing plans for Historic West Florence					\$\$	CoF	
	Establish a master plan on larger parcels that tie specific pre-permitted plans to specific parcels					\$	CoF	PD
	Tie residential development incentives to using pre-permitted plans					\$\$\$	CoF	
	Create a neighborhood specific pattern book or design guidelines					\$	CoF,NA	

Cost Legend

\$	Less than \$100k
\$\$	\$101k-\$250k
\$\$\$	\$250K-\$500k
\$\$\$\$	\$501k-1M
\$\$\$\$\$	Greater than \$1M

Partners Legend

Public

CoF- City of Florence
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NA- Neighborhood Association
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LC-Local Churches
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LP- Local Philanthropy

Private

LB - Local Banks
PO - Property Owners
PD - Private Developers

LA- Local Attorneys

Next Steps

The initial step is to have the plan adopted by City Council. The steps outlined in the table should occur after plan adoption. The strategies and recommendations should be prioritized during the first year of transitioning the plan from adoption to implementation.

Historic West Florence Next Steps		
Community Retention		
Goal	Action Item	Implementation Partner
Establish a Historic West Florence Neighborhood Association	The Historic West Florence Steering Committee and the City of Florence planning staff should establish a Historic West Florence Neighborhood Association	City of Florence, Historic West Florence Neighborhood Association
Establish a neighborhood marketing plan to address neighborhood perception	Create a marketing and branding plan	City of Florence, Historic West Florence Neighborhood Association
Inform residents about estate planning and heirs property	Work with local attorneys and the library system to conduct estate planning seminars, and how to present heirs property	City of Florence, Historic West Florence Neighborhood Association, Local attorneys, Florence County Library System
Support homeowner repairs	Work with local funding partners to determine ways to increase home repair funding for homeowners	Historic West Florence Neighborhood Association, Habitat for Humanity, City of Florence
Community Redevelopment		
Goal	Action Item	Implementation Partner
Increase neighborhood visibility	Conduct a streetlight audit to understand lighting gaps	City of Florence
Increase connectivity in the neighborhood	Install sidewalks where current gaps exist	City of Florence
Establish design standards that align with current neighborhood character	Create design guidelines or a pattern book for Historic West Florence	City of Florence, Historic West Florence Neighborhood Association
Marketing, Branding, Perception	Establish neighborhood marketing plans that reposition vacant and underutilized land as reinvestment opportunity, highlight homeownership pathways, and link public safety, lighting, code enforcement, and infill actions to a stronger neighborhood identity.	City of Florence and Neighborhood Advisory Body

To support implementation planning, preliminary parcel acquisition estimates were prepared for the Catalytic Project Area and Area of Concern. The Chase Street CPA contains **28 vacant parcels**, with a total estimated acquisition cost of **\$845,151.10**. The Area of Concern contains **60 vacant parcels**, with a total estimated acquisition cost of **\$818,774.90**. The estimated number of parcels and total acquisition cost for the Chase St. CPA and Area of Concern may include parcels already acquired by the City of Florence. Total acquisition cost is calculated on the basis of:

- 2025 market value established by the Florence County Tax Assessor
- Assumes an additional 10% increase in value above the market value
- \$500 cost of appraisal
- Real Estate Fee of \$1000
- Legal Fees of \$1,500
- Property Maintenance expenses of \$1000

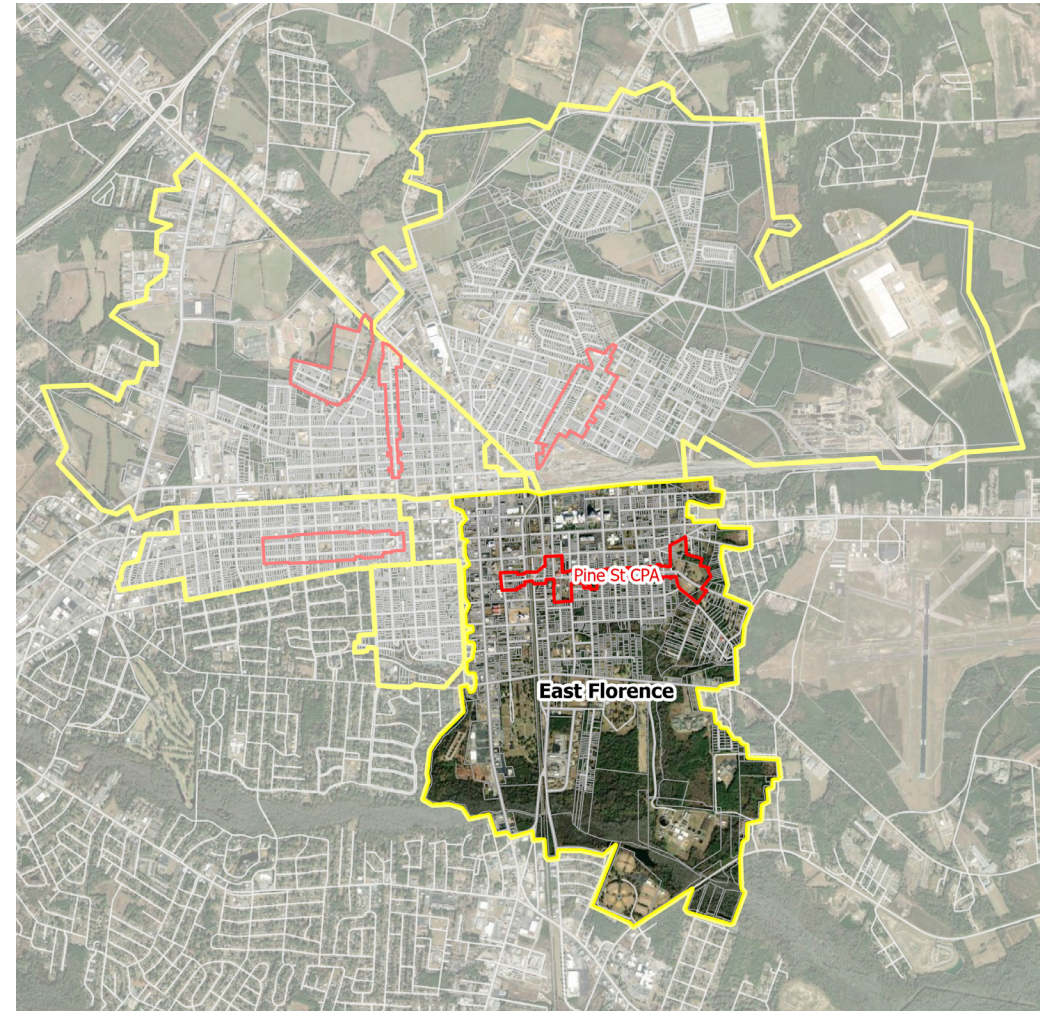
East Florence Plan

East Florence

East Florence (Figure 68) is a legacy neighborhood in the City of Florence, shaped by its historic street grid, long-term residents, and proximity to some of the city's most important community anchors. While the neighborhood has a significant amount of undeveloped lots, there are single-family homes, neighborhood churches, small businesses, and civic institutions, connected by walkable blocks that lead directly to downtown, McLeod Hospital, Levy Park, and the historic entertainment district. This combination of undeveloped land in a strategic location provides a great investment opportunity in East Florence to support housing investment and growth. While new investment is critical, it is important to prioritize the retention of existing residents.

The following section includes information specific to the East Florence neighborhood, including a demographic profile, existing conditions, market analysis and community engagement major takeaways, a catalytic site plan, and an implementation plan for recommendations. Initial next steps for the neighborhood are also included.

Figure 67: East Florence Neighborhood Boundary



Demographic Profile

Stakeholders and residents may be familiar with the overall demographic trends of the City of Florence, but many are less aware of the distinct conditions within the five neighborhoods that are the focus of this study. This section presents the demographic profile of East Florence using the City of Florence as the point of comparison, drawing on the most recent data available. The neighborhood profile creates a snapshot of the study area and the city to highlight differences and similarities across key indicators.

Table 36 features data for the East Florence neighborhood alongside citywide figures. The statistics are organized into five categories that align with the profile: location characteristics, population characteristics, income, housing, and education and employment (reported as a single category).

Table 36: East Florence Demographic Summary

Demographic Category	East Florence	City of Florence
Population (2025)		
Total Population	3,082	40,505
Total Households	1,250	15,523
Median Age	40	42
Below 18	24%	28%
Above 65	21%	21%
Income (2025)		
Average Household Income	\$50,923	\$86,498
Median Net Worth	\$12,860	\$134,745

Population

East Florence (2.73 sq. mi.) and North Florence (3.11 sq. mi.) continue to account for the largest share of the study area’s footprint and population. Between 2010 and 2025, East Florence lost 304 residents, and has a current population of 3,082. Like all study area neighborhoods, East Florence has fewer residents under 18. The neighborhood has slightly fewer residents over 65 compared to the city.

Income

East Florence has the lowest median household income of all the study neighborhoods (\$27,993). Residents in East Florence have the second lowest median net worth (\$12,860), suggesting households are unable to save and have limited assets.



1,747
Acres



3,082
Population



2.2
Average Household Size



\$27,993
Median Household Income



19%
Vacancy Rate

Source: ESRI

Housing

Housing characteristics shifted in ways that reflect both socioeconomic conditions and demographic change. Similar to Historic West Florence, East Florence saw a decrease in both its renter and owner-occupied housing units between 2010 and 2025, with an increase in overall housing vacancy. In 2010, the vacancy rate was 17% and now the vacancy rate in East Florence is 19%, the highest of all the study neighborhoods. The homeownership rate in East Florence is the lowest of all the study neighborhoods.

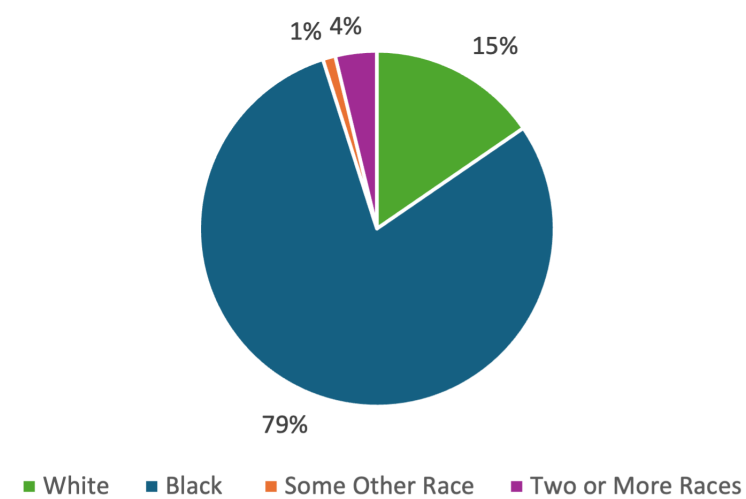
Education

East Florence has the second highest amount of residents with a high school diploma or equivalent, and fewer people with bachelors degrees or higher than Florence, and more people with just a high school degree.

Racial Composition

East Florence is the most racially diverse of the original NRS neighborhoods (Figure 68). The neighborhood is still minority majority, with 79% of the population being Black.

Figure 68: East Florence Racial Composition



Source: ESRI

Table 37: East Florence Demographic Summary

Demographic Category	East Florence	City of Florence
Housing (2025)		
Total Housing Units	1,546	19,047
Occupied	1,250 (81%)	1,7314 (91%)
Owner Occupied	408 (26%)	11,828 (62%)
Renter Occupied	842 (55%)	7,219 (38%)
Vacant	296 (19%)	1,733 (9.1%)
Education (2025)		
High School Degree	38%	25%
Bachelors Degree	4.1%	18%
Masters/ Professional Degree	6.2%	13%

Existing Conditions

Existing Building Conditions

In East Florence, 1,976 parcels were surveyed, and most are undeveloped (41%). Most existing buildings were rated as poor (21%) followed by fair (19%). Such a large amount of undeveloped land provides an opportunity for catalytic development and transformative investment.

Key Points:

- 41% of parcels are undeveloped.
- 21% of existing structures are rated as poor, requiring investment.
- Only 8% of existing structures are in good condition.
- There is no property under construction, indicating limited current investment.

Figure 69: East Florence Building Conditions

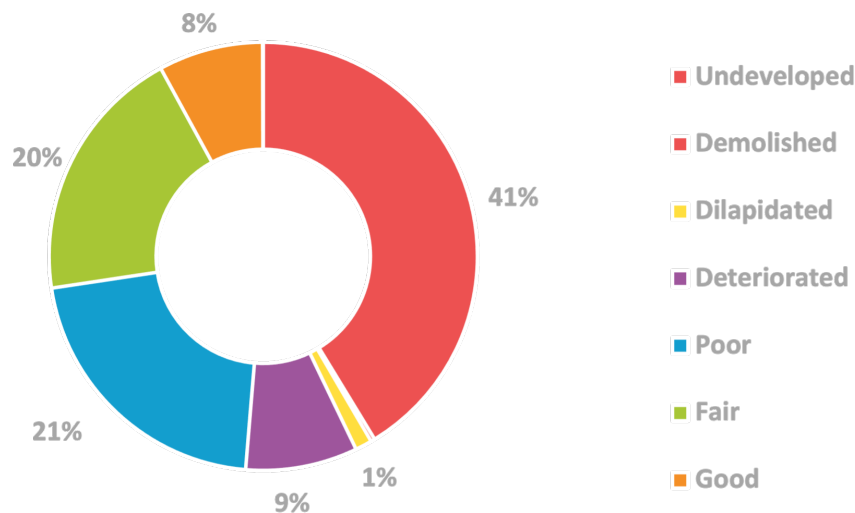
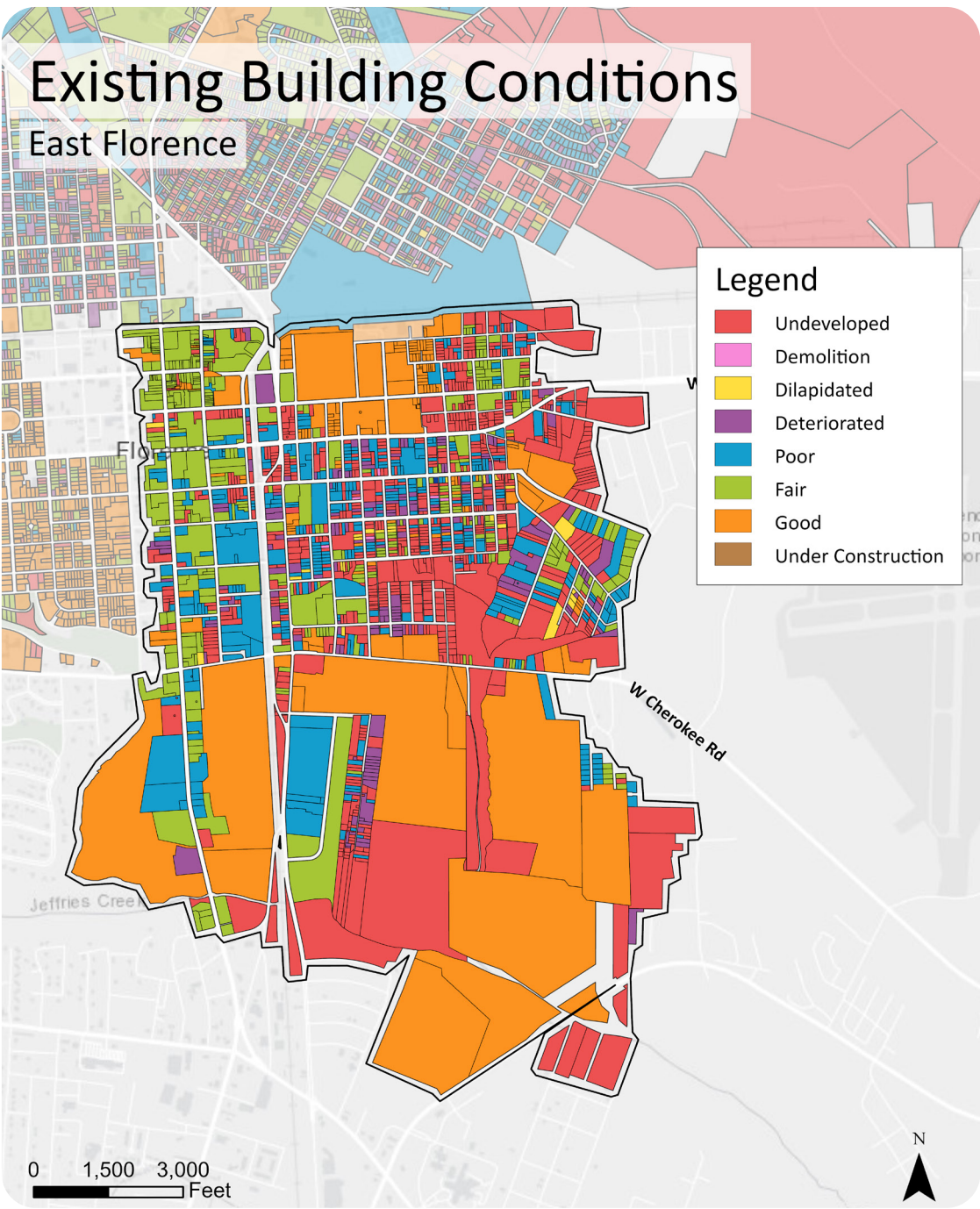


Figure 70: East Florence Building Conditions



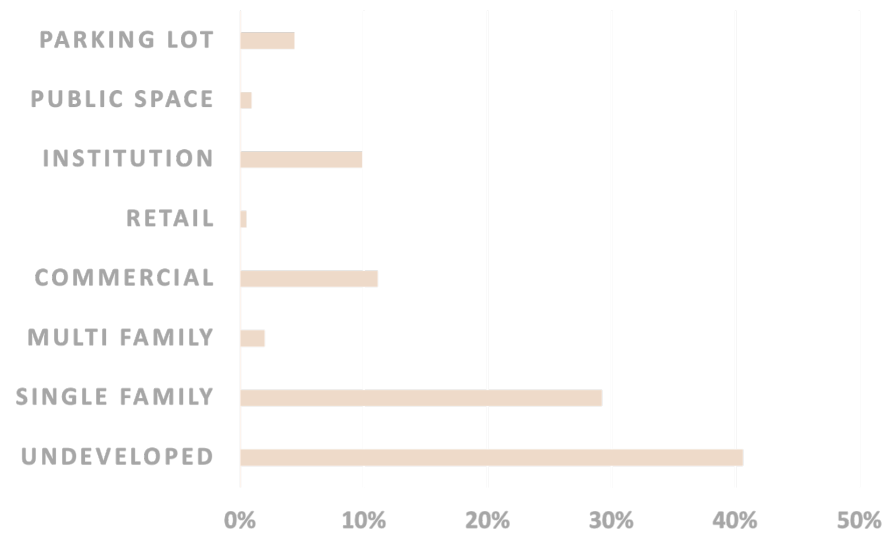
Existing Land Use

Currently, most parcels are undeveloped (41%). Single-family residential is the second most common land use type, accounting for 29% of parcels. Commercial property accounts for 11% of parcels. The availability of land and diverse land uses provides an opportunity for innovative catalytic development.

Key Points:

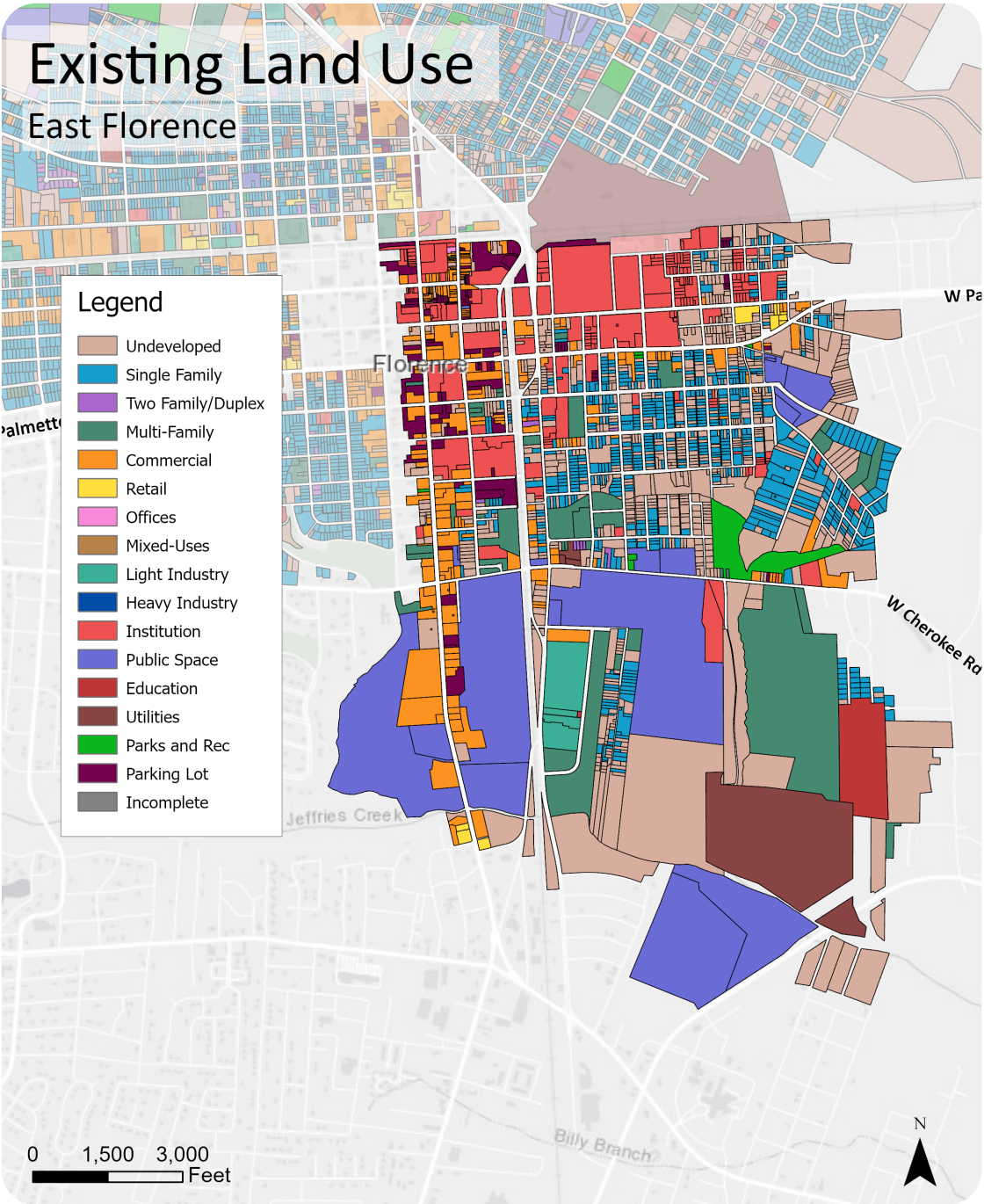
- 41% of parcels are undeveloped.
- Single-family residential accounts for 29% of parcels.
- 11% of parcels have a commercial use.
- 10% of parcels have an institutional use, highlighting the neighborhoods proximity to the hospital.

Figure 71: East Florence Land Use



Source: APD Urban Planning and Management

Figure 72: East Florence Land Use



Existing Tenure

Unlike other neighborhoods in this study, East Florence almost has an even split of undeveloped land (41%) to occupied buildings (47%). Several of the undeveloped parcels are large in size, creating an opportunity for transformative development.

Key Points:

- 41% of parcels are undeveloped.
- 47% of parcels have an occupied building.
- 5% of buildings are currently vacant, showing there is more of an opportunity for new development than building rehabilitation.

Figure 73: East Florence Tenure

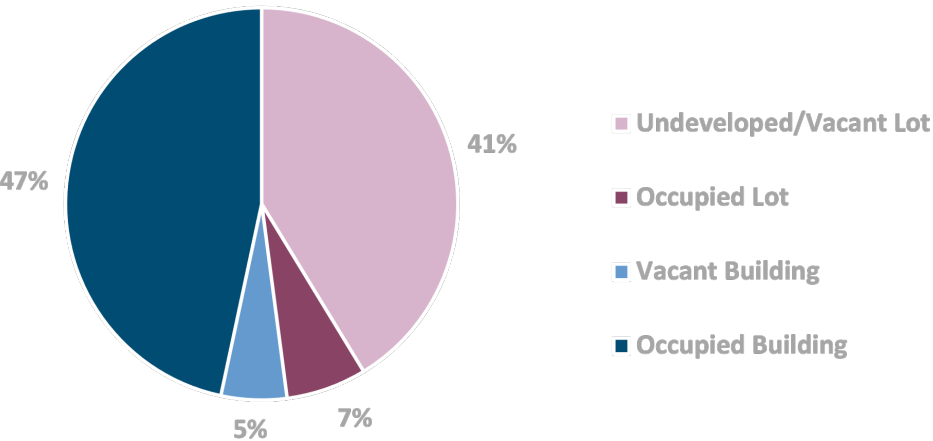
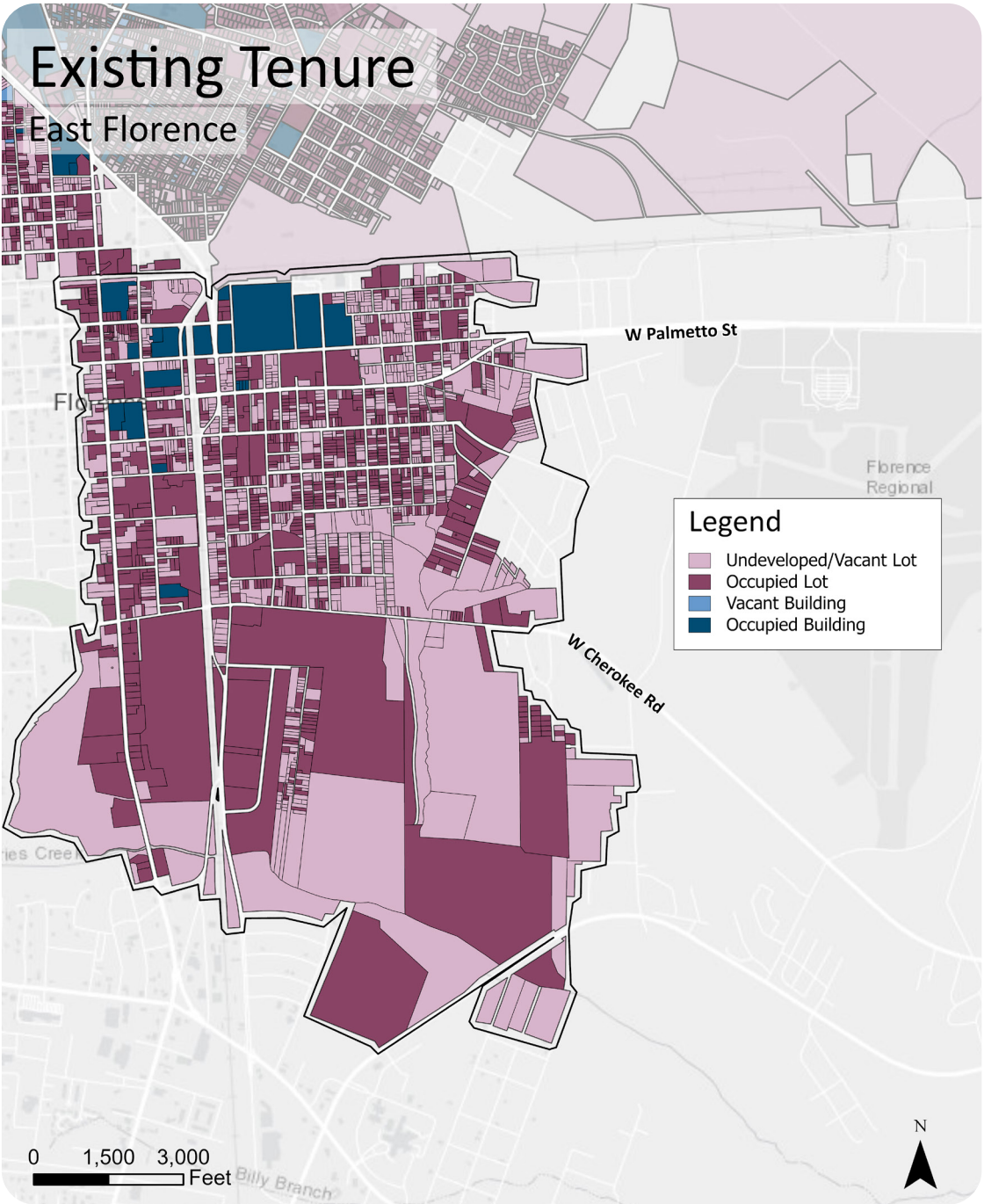


Figure 74: East Florence Existing Tenure



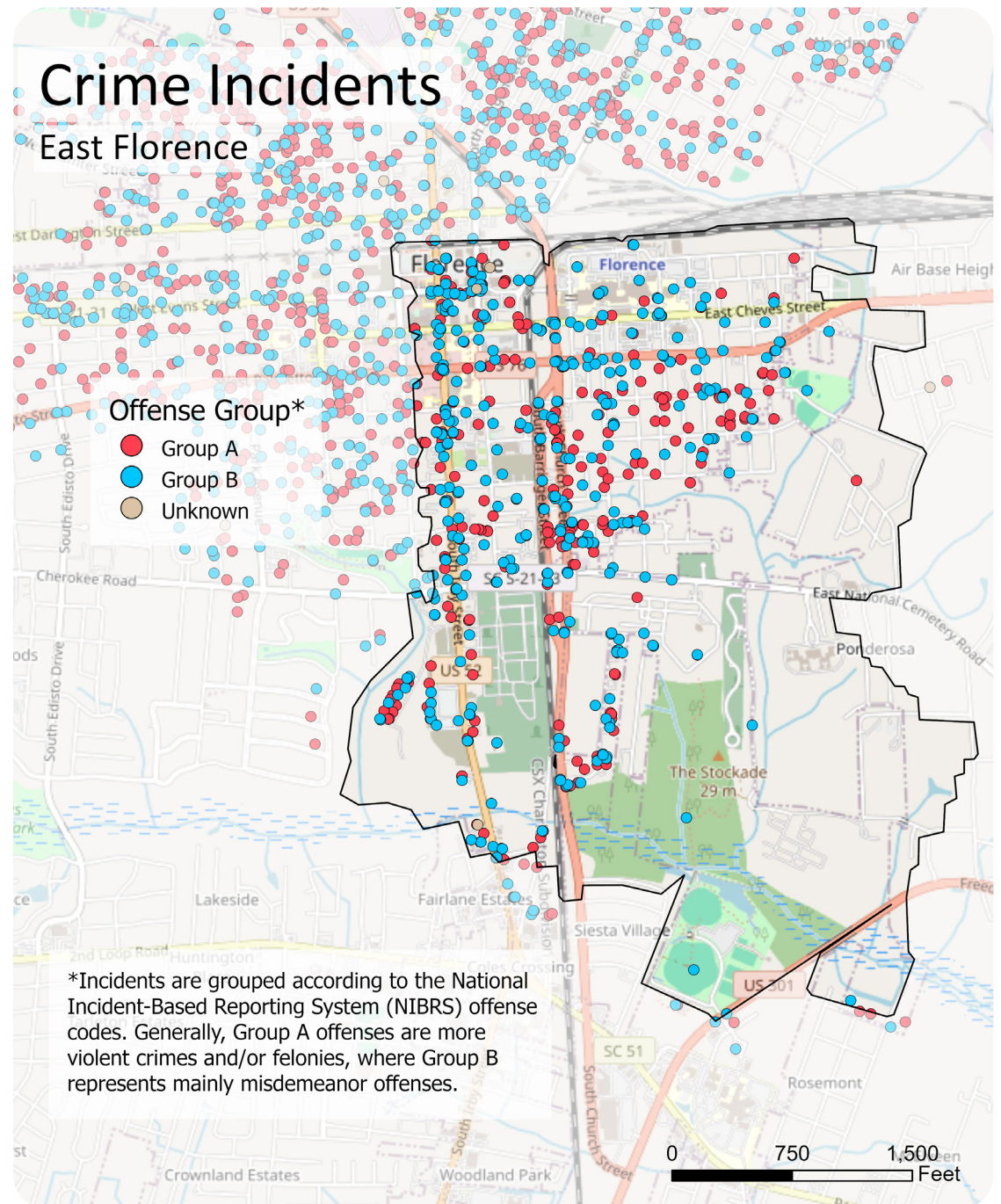
Crime

Crime incidents in East Florence from January 1st, 2025, to February 7th, 2026, were analyzed by type and mapped (Figure 75). Type A crimes are typically more violent crimes or felonies, and type B crimes are minor crimes/ other offenses. During this period, there were 1,444 incidents, 729 type A crimes, and 499 type B crimes.

The most frequent Type A crimes in East Florence were larceny/theft, assault, and drug offenses. Vandalism was also a frequent offense. While most Type B crimes have no detailed code, trespassing was the most frequently coded incident. These offenses, especially drug and vandalism-related incidents, are common in areas with high vacancy. While East Florence has limited building vacancy, there is a significant number of vacant lots in the neighborhood, providing opportunities for trespassing and other offenses.

Recommendations to address crime concerns in East Florence are included in the [Recommendations and Next Steps Section](#).

Figure 75: East Florence Crime



East Florence Engagement Major Takeaways

Housing and Neighborhood Identity

Residents emphasized: single-family stability and preserving existing neighborhood character.

Housing scale: Residents are open to diverse housing types, being more concerned with the overall building scale.

Abandoned property: Is a concern for residents, and its redevelopment is a priority.

Residents want gentle density

Infrastructure, Safety and Public Realm

Improved walkability: There was broad consensus that better sidewalks and street lighting are needed in the neighborhood.

Stormwater infrastructure: Stormwater issues were consistently shared, with investment in stormwater infrastructure a priority.

Better lighting: Is critical to improve walkability and safety and is an important investment to residents.

Sidewalks, lighting, stormwater, and safety are the top infrastructure priorities

Development and Catalytic Site Preferences

Reinvest block by block: residents strongly preferred focusing on block by block development over major corridors.

Quiet streets: was more important to residents (11) votes than active streets, which received one vote.

Small scale housing: Residents favor small-scale, low-rise housing that fits the existing neighborhood.

Small, incremental change is strongly preferred over catalytic redevelopment

Social and Community Values

A range of housing types is needed so households at different life stages can remain in the neighborhood.

Stronger code enforcement and **design standards** can elevate overall property quality.

Blight and absentee ownership are viewed as major threats.

Equitable investment across neighborhoods is a priority.

Neighborhood branding can help shift perception.

Blight, vacancy, and absentee ownership weaken neighborhood stability

Market Analysis Major Takeaways

Owner Supply and Demand

The total supply of owner-occupied homes across all three neighborhoods is largely composed of homes valued at less than \$100,000. This is roughly equivalent to affordable for households at or below 50% AMI. East Florence has 239 (58%) homes valued under \$100,000. Currently, there are 24 homes valued over \$250,000, with 11 of them valued between \$400,00-\$499,000, the most of any NRS neighborhood.

Income-based owner housing demand among the three neighborhoods is more evenly distributed than the supply. While almost half of the demand is for homes affordable at or below 50% AMI, a larger share is for those priced at or above market rate. In East Florence, 21% of owner housing demand is for homes priced above \$171,300.

Table 38: East Florence Owner Housing Supply by Value

Home Value	East Florence		
<\$50,000	122	\$300,000-\$399,999	2
\$50,000-\$99,999	117	\$400,000-\$499,999	11
\$100,000-\$149,999	53	\$500,000-\$749,000	0
\$150,000-\$199,999	18	\$750,000-\$999,999	0
\$200,000-\$249,999	72	\$1,000,000-\$1,499,999	3
\$250,000-\$299,999	8	Total Owner Occupied Housing Units	408

Table 39: East Florence Owner Housing Demand by Value

Home Value	East Florence
Less than \$107,062	229
\$107,062- \$171,300	91
\$171,300-\$214,125	28
\$214,125+	59
Total	408

Rental Supply and Demand

Similar to for-sale housing demand, renter housing demand in East Florence, the most demand is in the deeply affordable (below 50% AMI category), but there is demand across all rent categories. Unlike North and Historic West Florence, there are units in East Florence that rent above \$1,250, but not enough to meet current demand. With the large amount of undeveloped property in East Florence, there is an opportunity to build more housing at various price points.

East Florence Growth Capture Analysis

East Florence is expected to see a slight population growth, increasing from 1,250 to 1,260 households by 2030. This growth rate is less than the City of Florence during the same time period, but is more growth than Historic West Florence is expecting.

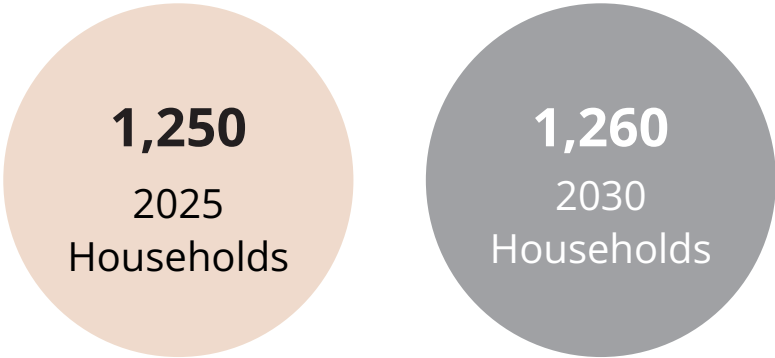


Table 40: East Florence Renter Housing Supply by Rent

Rent	East Florence
Less than \$750	663
\$750-\$1,250	146
\$1,250-\$1,499	23
\$1,500+	9
Total	842

Table 41: East Florence Renter Housing Demand by Rent

Rent	East Florence
Less than \$750	573
\$750-\$1,250	90
\$1,250-\$1,499	63
\$1,500+	117
Total	843

Catalytic Project

East Florence Catalytic Site Plan Summary

The East Florence Catalytic Project Area centers on the East Pine corridor as a cohesive, walkable neighborhood district that demonstrates how layered community-building strategies can shape a stronger sense of place. The plan organizes a mix of housing types, including single-family homes, townhomes, duplexes, fourplexes, and courtyard-style apartments, alongside small-scale retail, pocket parks, and greenway connections. This blend of uses is designed to expand housing choice, support daily neighborhood needs, and create a comfortable transition in scale from surrounding residential blocks to higher-density nodes. Public realm elements such as pedestrian-oriented streetscapes and a pocket park at Howard and Pine help unify the corridor and reinforce its identity as an active, connected neighborhood spine.

Rather than functioning as isolated development sites, the corridor's components work together to illustrate a replicable model for neighborhood revitalization near downtown Florence. The plan shows how diverse housing, open space, mobility improvements, and small commercial opportunities can be integrated within a compact geography to strengthen community anchors and enhance walkability. By concentrating these strategies along East Pine, the catalytic area highlights how coordinated planning can elevate neighborhood character, broaden attainable housing options, and create a vibrant, connected district that can inform reinvestment approaches in other nearby neighborhoods.

Additional information about the East Florence Catalytic Site Plan can be found in the [Immediate Next Steps Section](#).

Figure 76: East Florence Catalytic Site Parcels

Existing Parcels & Structures

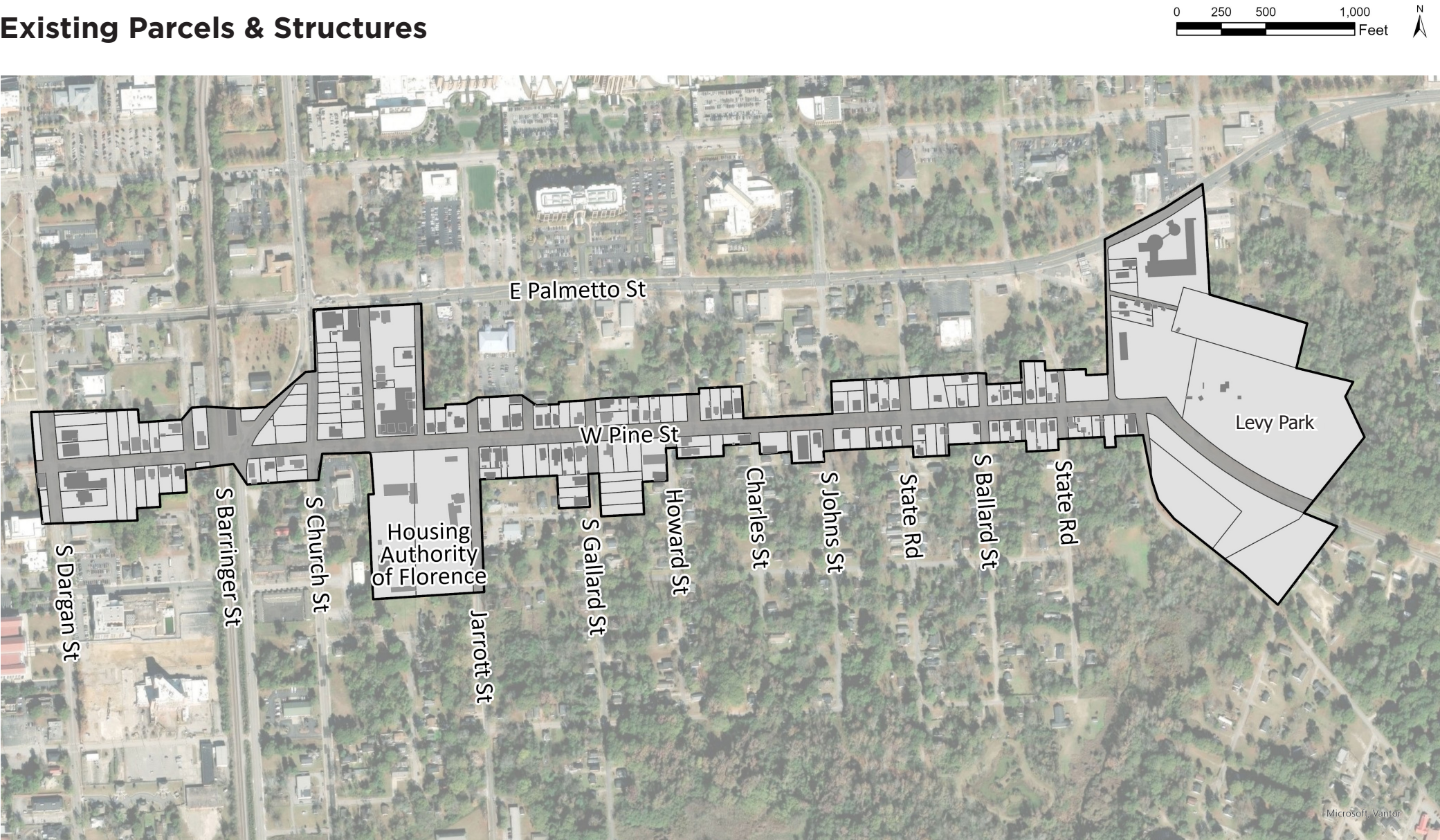


Figure 77: East Florence Catalytic Site Land Use

Existing Land Use



Figure 78: East Florence Catalytic Site Parcel Condition

Parcel Condition

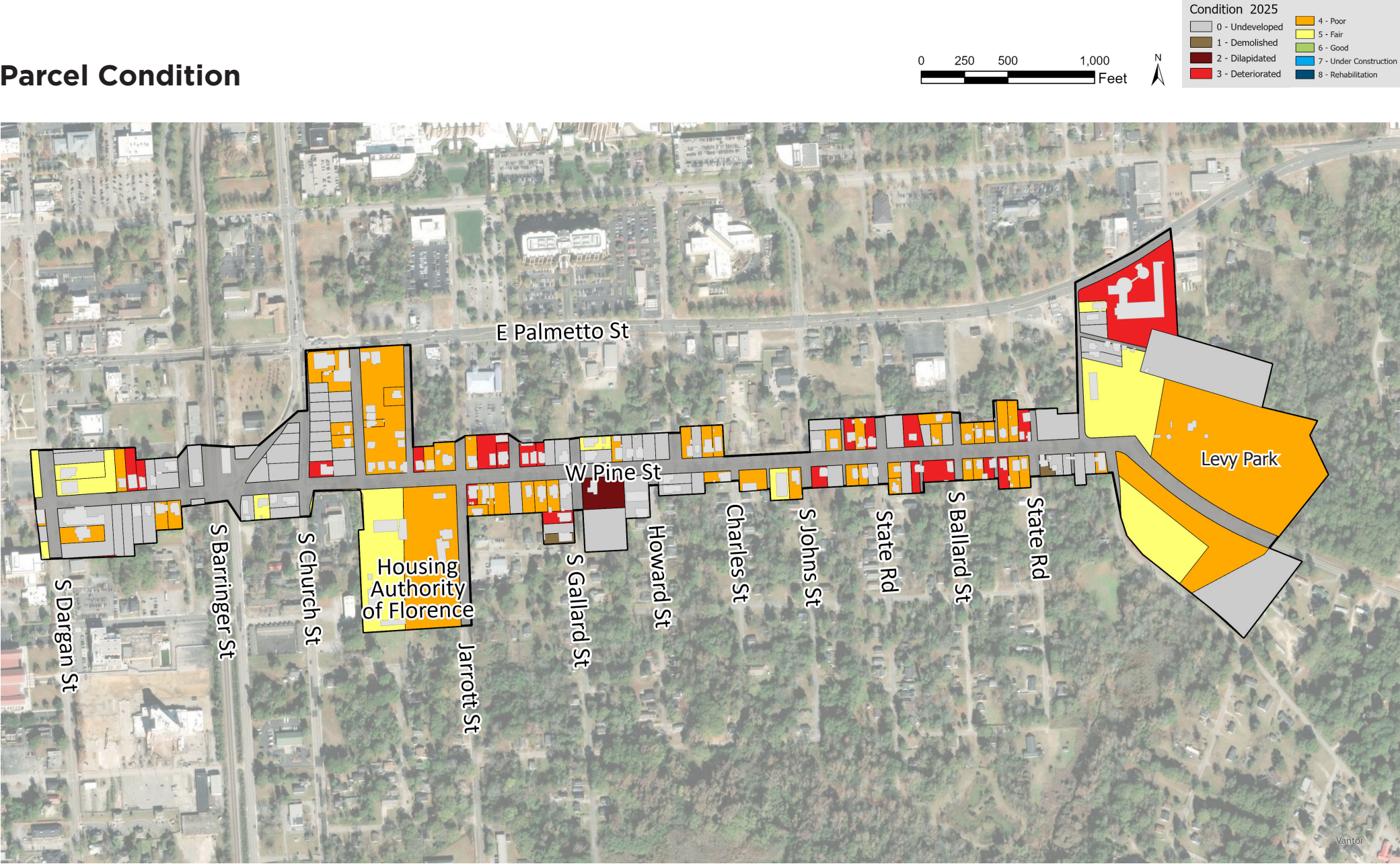


Figure 79: East Florence Proposed Catalytic Site Plan

Proposed Plan



42
Vacant
Parcels



\$544,916.10
Total Acquisition
Cost

0 250 500 1,000
Feet



Proposed Buildings	
Type	
Duplex	Mixed Use
Fourplex	Pocket Park
	Single Family
	Townhome

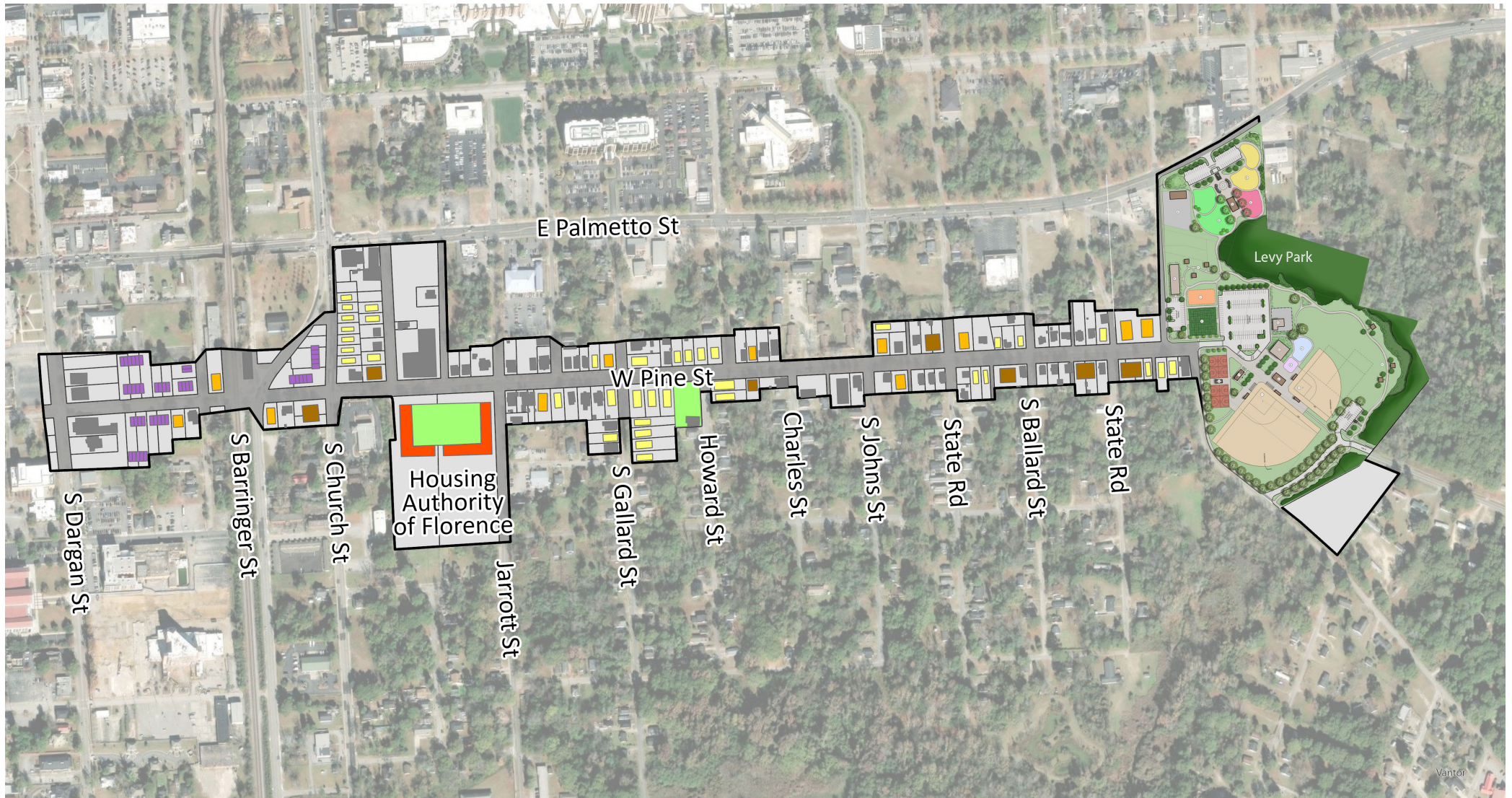


Figure 80: East Florence Catalytic Site City Owned Parcels

City-Owned Parcels

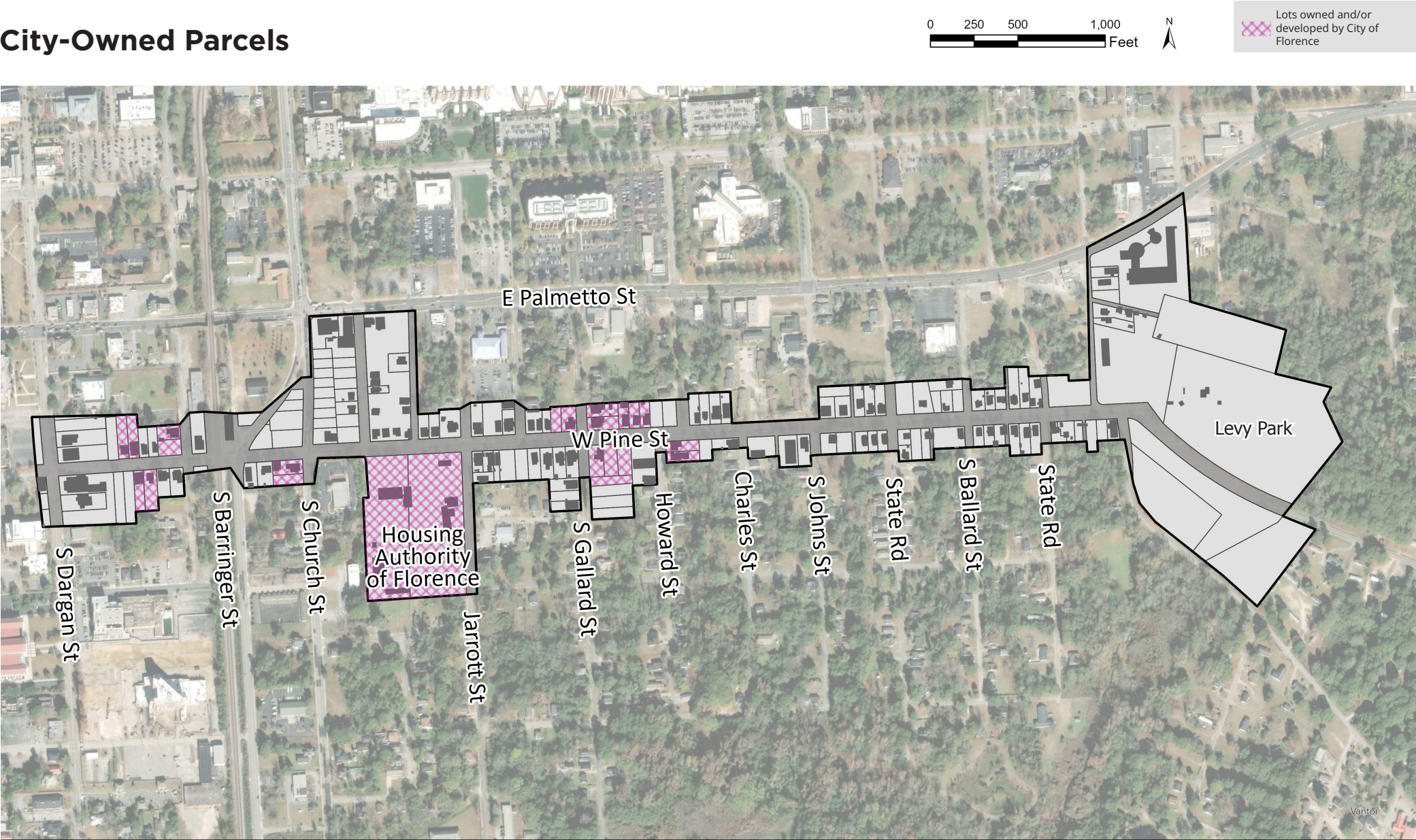
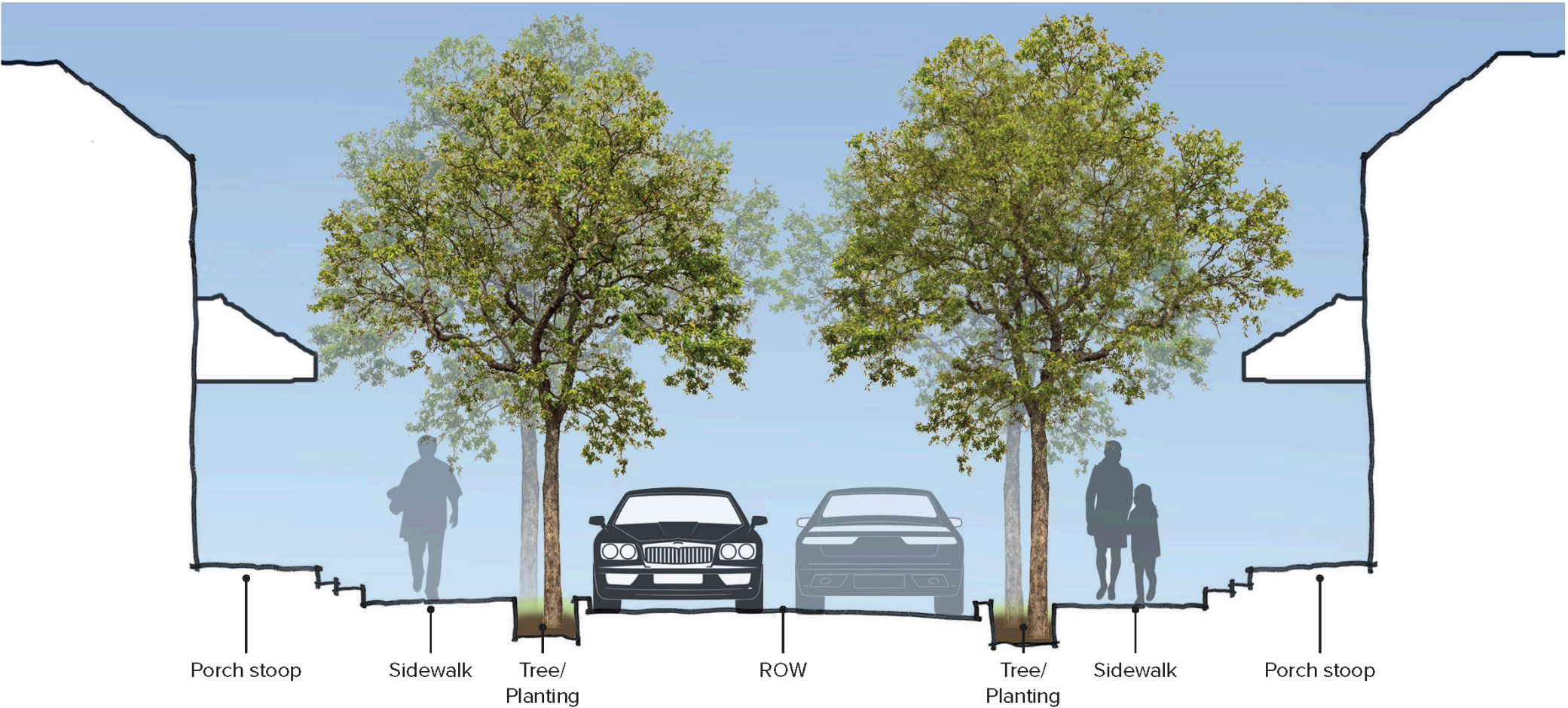


Figure 81: East Florence Typical Street Section

Proposed Street Section



East Florence Recommendations and Next Steps

The Recommendations and Next Steps section contains the recommendations to support investment in the East Florence neighborhood. The recommendations are organized into two categories: [Community Retention](#) and [Community Redevelopment](#). These recommendations were developed by blending data analysis, stakeholder and community feedback. They also build on recommendations in previous plans, where applicable. Included in this section are the detailed implementation tables that break down specific action items for each strategy included in the plan. Also included in the implementation table is:

- The priority of the action item
- A timeframe for implementation for each action item
- The potential cost for each action item
- Potential partners who can assist with implementing of the action

Partnerships

Partnerships are critical to implement the East Florence Neighborhood Plan. The list of partners included below are an initial list of organizations that can support implementation. Although partner organizations will play an essential role in implementation, residents will play a critical role in championing the Plan. Organized and engaged residents will ensure implementation stays on track and in line with their priorities.

Additional potential partners that may assist in implementing the plan include:

- Additional faith-based institutions
- Additional local non-profits
- Local developers
- Local banks

Implementation matrices serve as a general guide for what actions must happen to implement the East Florence plan recommendations. The matrices do not include all of the information required to implement the recommendation but, include items that should be considered, who should be responsible for specific action items, and the potential cost. As the Neighborhood Plan moves into implementation, additional analysis or detail may be required along with a change in partners and costs.

A complete summary of each recommendation is included in the [Recommendations Section](#) of this report.

Table 42: East Florence Community Retention Implementation Table

East Florence Implementation Strategies								
Community Retention		Time Frame (Years)					Implementation Partners	
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Public/NP	Private
Housing	Host seminars on estate planning and will creation					\$	CoF	
	Provide legal support to existing homeowners					\$\$	CoF, CFHP	LA
	Develop mixed-income housing to better activate underutilized land and increase housing choices					\$\$\$\$\$	CoF	LC, LB, PD
	Establish a homeowner rehabilitation program					\$\$\$\$	CoF	H
	Pair renovation grants with enhanced code enforcement					\$	CoF	
	Create a map of potential homeowners without a homestead exemption					\$	CoF, FCTA	
	Create and share outreach material to potential homeowners without a homestead exemption					\$	CoF, FCTA	
	Establish a neighborhood association					\$	CoF, NA	
	Explore creating a tax stabilization fund for long-term homeowners					\$\$\$\$	CoF, FCTA, LP	
Historic Preservation	Establish a detailed catalog of historic structures in the neighborhood					\$	CoF, NA, SCAH	
	Design and create a heritage trail that highlights neighborhood history					\$\$\$\$\$	CoF, NA, SCAH	PD
	Evaluate the designation or certain buildings or the entire neighborhood at the local, state or federal level					\$	CoF, NA, SCAH	

Cost Legend

\$	Less than \$100k
\$\$	\$101k-\$250k
\$\$\$	\$250K-\$500k
\$\$\$\$	\$501k-1M
\$\$\$\$\$	Greater than \$1M

Partners Legend**Public**

CoF- City of Florence
 FPSD-Florence Public School District One
 FPL-Florence Public Library
 NA- Neighborhood Association
 SCAH- South Carolina Archives + History
 FC-Florence County
 FCTA - Florence County Tax Assessor
 HAF- Housing Authority of Florence
 GFCC-Greater Florence Chamber of Commerce

Nonprofits/Faith-Based

LC-Local Churches
 LH- Local Hospitals
 CFHP- Center for Heirs Property
 H-Habitat for Humanity
 LP- Local Philanthropy

Private

LB - Local Banks
 PO - Property Owners

PD - Private Developers
 LA- Local Attorneys

Table 43: East Florence Community Retention Implementation Table

East Florence Implementation Strategies								
Community Retention		Time Frame (Years)					Implementation Partners	
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Public/NP	Private
Marketing and Branding	Create a citywide neighborhood revitalization message platform and neighborhood-specific brand profiles.					\$	CoF,NA	
	Develop a resident-led storytelling campaign using neighborhood history, resident profiles, project updates, and before-and-after visuals.					\$	CoF, NA, LC, FPL	
	Create a Realtor and lender education program with map-based tours, incentive summaries, and buyer-facing materials.					\$	CoF,GFCC	LB, PDRA
	Prepare a communications package before major public investments, redevelopment actions, park improvements, or land disposition decisions.					\$	CoF,NA	NAB
	Develop neighborhood web pages, FAQs, downloadable development packets, signage concepts, and a shared image library.					\$	CoF,NA, GFCC	
	Install coordinated gateway signage, wayfinding, banners, and identity markers where public realm investments are underway.					\$	CoF,NA, SCDOT	
	Publish quarterly project updates and maintain a public dashboard documenting commitments, progress, delays, completed actions, and funding opportunities.					\$	CoF	NAB
Public Safety	Create diversion programs for youth at risk of participating in mischief and petty criminal activity, to support a more productive use of their time					\$	CoF, FPD, FPSD	LH
	Market “Youth City University” to current students in the Florence school system					\$	CoF, FPSD	

Cost Legend

\$	Less than \$100k
\$	\$101k-\$250k
\$	\$250K-\$500k
\$	\$501k-1M
\$	Greater than \$1M

Partners Legend**Public**

CoF- City of Florence
FPSD-Florence Public School District One
FPL-Florence Public Library
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HAF- Housing Authority of Florence
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FPD -City of Florence Police Department

Nonprofits/Faith-Based

LC-Local Churches
LH- Local Hospitals
CFHP- Center for Heirs Property

Private

LB - Local Banks
PO - Property Owners
PD - Private Developers
LA- Local Attorneys

Table 44: East Florence Community Redevelopment Implementation Table

East Florence Implementation Strategies									
Community Redevelopment				Time Frame (Years)			Implementation Partners		
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Public/NP	Private	
Code Enforcement	Increase code enforcement funding					\$\$\$	CoF		
	Target problem landlords					\$	CoF, FPD		
	Implement a blight tax					\$	CoF, FCTA		
Public Safety	Conduct a streetlight audit					\$	CoF		
	Prioritize streetlight installation in areas currently not served					\$\$	CoF		
	Prioritize sidewalk improvements and connectivity					\$\$\$	CoF		
	Install license plate readers + gunshot detection systems in high crime corridors					\$\$\$\$	CoF, FPD		
	Incorporate crime prevention through environmental design principals in new construction and redevelopment projects.					\$	CoF	PD	
	Build homes dedicated to local police officers and first responders to purchase with down payment assistance					\$\$\$\$\$	CoF, FPD	PD, LB	

Cost Legend

\$	Less than \$100k
\$	\$101k-\$250k
\$\$\$	\$250K-\$500k
\$\$\$\$	\$501k-1M
\$\$\$\$\$	Greater than \$1M

Partners Legend**Public**

CoF- City of Florence
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 FPL-Florence Public Library
 NA- Neighborhood Association
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 FCTA - Florence County Tax Assessor
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 FPD -City of Florence Police Department

Nonprofits/Faith-Based

LC-Local Churches
 LH- Local Hospitals
 CFHP- Center for Heirs Property

Private

LB - Local Banks
 PO - Property Owners
 PD - Private Developers
 LA- Local Attorneys

Community Redevelopment		Time Frame (Years)					Implementation Partners	
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Public/NP	Private
Housing	Provide incentives to developers who commit to “preferred employer programs” where housing is built with the intention of being purchased or rented by hospital employees.					\$\$\$\$	CoF	PD
	Work with local hospitals to develop residential incentives for hospital employees to live in East Florence					\$\$\$\$\$	CoF	PD,LH
	Create a Developers Academy to build local development capacity					\$	CoF,GFCC,FC	PD,LB
	Maintain a list of local and regional qualified contractors and skilled trades that can support small scale projects					\$	CoF, GFCC	
	Introduce construction/real estate development to high school students					\$	CoF, FPSD, HAF	PD
	Implement a one-stop shop where developers meet all municipal and county departments to review and discuss potential development plans					\$	CoF, FC	PD
	Establish a Residential Development Liaison who will serve as the single point of contact to guide developers through the city's process from pre-development to construction					\$	CoF	PD
	Host a developer's summit					\$	CoF, FC, GFCC	PD,LB, LNP
	Host a Familiarization (FAM) Tour					\$	CoF, FC, GFCC	PD,LB, LNP
	Create a building an ADU guide with step-by-step instructions and connections to local resources for homeowners interested in building an ADU					\$	CoF	
	Establish ADU's by right in the General and Urban Residential Zoning Categories					\$	CoF	
	Establish a cottage court ordinance					\$	CoF	
	Create a set of pre-permitted residential housing plans for East Florence					\$\$	CoF	
	Establish a master plan on larger parcels that tie specific pre-permitted plans to specific parcels					\$	CoF	PD
	Tie residential development incentives to using pre-permitted plans					\$\$\$	CoF	
	Create a neighborhood specific pattern book or design guidelines					\$	CoF,NA	

Cost Legend

\$	Less than \$100k
\$\$	\$101k-\$250k
\$\$\$	\$250K-\$500k
\$\$\$\$	\$501k-1M
\$\$\$\$\$	Greater than \$1M

Partners Legend

Public

CoF- City of Florence
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FPD -City of Florence Police Department

Nonprofits/Faith-Based

LC-Local Churches
LH- Local Hospitals
CFHP- Center for Heirs Property

Private

LB - Local Banks
PO - Property Owners
PD - Private Developers

LA- Local Attorneys

Next Steps

The initial step is to have the plan adopted by City Council. The steps outlined in the table should occur after plan adoption. The strategies and recommendations should be prioritized during the first year of transitioning the plan from adoption to implementation. Additional next steps for East Florence are included in the [Next Steps](#) section of this report.

East Florence Next Steps		
Community Retention		
Goal	Action Item	Implementation Partner
Establish a East Florence Neighborhood Association	The East Florence Steering Committee and the City of Florence planning staff should establish a East Florence Neighborhood Association	City of Florence, East Florence Neighborhood Association
Establish a neighborhood marketing plan to address neighborhood perception	Create a marketing and branding plan	City of Florence, East Florence Neighborhood Association
Inform residents about estate planning and heirs property	Work with local attorneys and the library system to conduct estate planning seminars, and how to present heirs property	City of Florence, East Florence Neighborhood Association, Local attorneys, Florence County Library System
Support homeowner repairs	Work with local funding partners to determine ways to increase home repair funding for homeowners	East Florence Neighborhood Association, Habitat for Humanity, City of Florence
Community Redevelopment		
Goal	Action Item	Implementation Partner
Establish design standards that align with current neighborhood character	Create design guidelines or a pattern book for East Florence	City of Florence, East Florence Neighborhood Association
Develop pre-permitted plans for East Florence	Work with local architects to design pre-permitted plans to be used in redevelopment projects	City of Florence, Local Architects, East Florence Neighborhood Association
Support workforce housing	Explore partnerships with local hospital systems to incentivize hospital employees to live in the neighborhood	City of Florence, Local Hospitals, Local Developers
Ensure housing design diversity in new developments	Establish a master plan on larger parcels that tie specific pre-permitted plans to specific parcels	City of Florence, Local Developers
Marketing, Branding, Perception	Create a Historic Pine Street Corridor marketing and branding plan that pairs corridor identity with visible public realm improvements, resident storytelling, Realtor education, and regular communications about catalytic site activity	City of Florence and Neighborhood Advisory Body

To support implementation planning, preliminary parcel acquisition estimates were prepared for the Catalytic Project Area. The Pine Street CPA contains **42 vacant parcels**, with a total estimated acquisition cost of **\$544,916.10**. Total acquisition cost is calculated on the basis of:

- 2025 market value established by the Florence County Tax Assessor
- Assumes an additional 10% increase in value above the market value
- \$500 cost of appraisal
- Real Estate Fee of \$1000
- Legal Fees of \$1,500
- Property Maintenance expenses of \$1000

Maple Park Plan

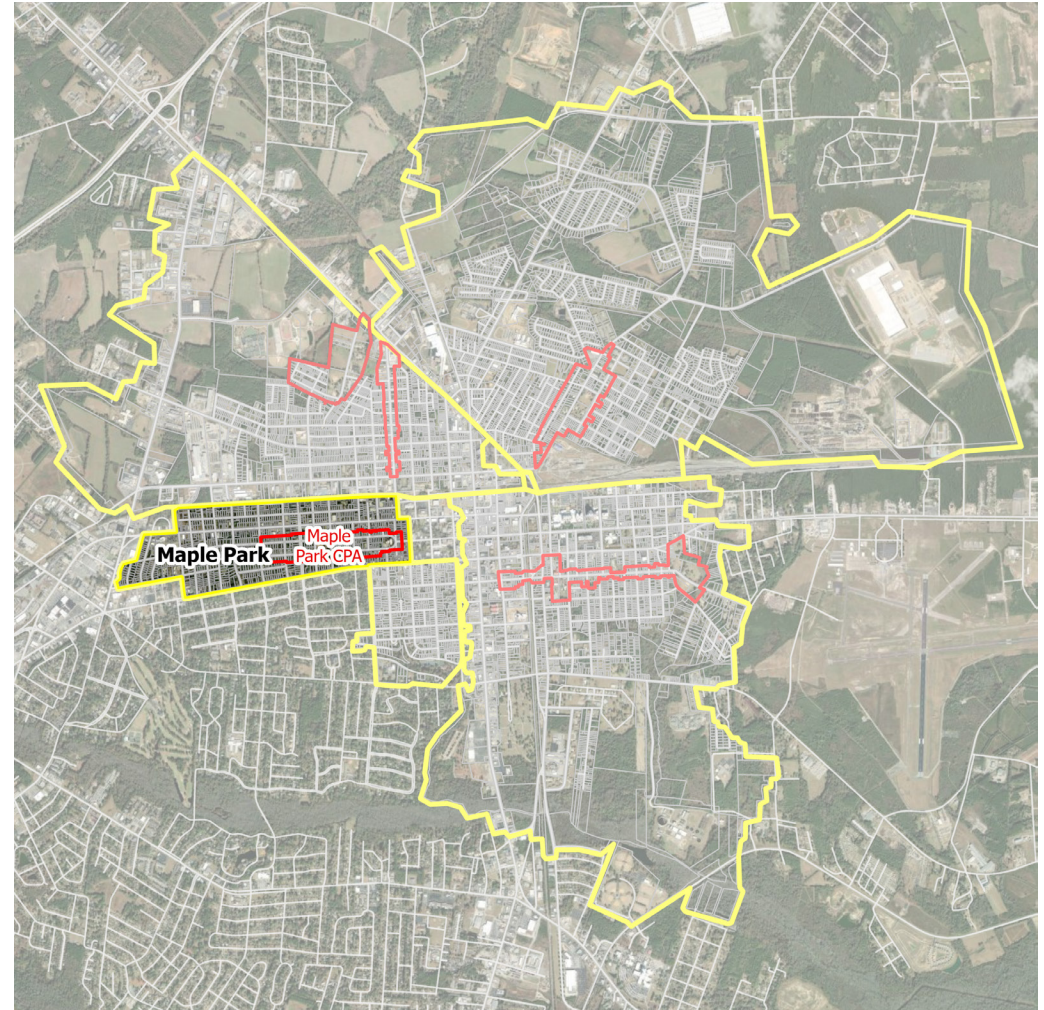
Maple Park

Maple Park (Figure 83) is one of Florence's historic in-town neighborhoods, shaped by its early-20th-century residential character and proximity to downtown. Known for its tree-lined streets, modest single-family homes, and strong community identity, the neighborhood reflects a long tradition of stability and multi-generational residency. Its street grid connects directly to nearby parks, schools, and neighborhood-serving institutions, giving Maple Park a walkable, close-knit feel that distinguishes it within the broader East Florence area.

Today, Maple Park is in an important moment of transition. While it retains much of its historic fabric, the neighborhood is also experiencing new pressures and opportunities tied to reinvestment occurring across the city. Its mix of long-term homeowners, aging housing stock, and strategic location makes it a priority area for neighborhood-focused planning that supports housing stability, strengthens community assets, and preserves the character that residents value. As Florence continues to grow, Maple Park's identity as a connected, legacy neighborhood positions it well for thoughtful, community-driven revitalization.

The following section includes information specific to the Maple Park neighborhood, including a demographic profile, existing conditions, community engagement major takeaways, a catalytic site plan, and an implementation plan for recommendations. Initial next steps for the neighborhood are also included.

Figure 82: Maple Park Neighborhood Boundary



Demographic Profile

Stakeholders and residents may be familiar with the overall demographic trends of the City of Florence, but many are less aware of the distinct conditions within the five neighborhoods that are the focus of this study. This section presents the demographic profile of Maple Park using the City of Florence as the point of comparison, drawing on the most recent data available. The neighborhood profile creates a snapshot of the study area and the city to highlight differences and similarities across key indicators.

Table 45 features data for the Maple Park alongside citywide figures. The statistics are organized into five categories that align with the profile: location characteristics, population characteristics, income, housing, and education and employment (reported as a single category).

Table 45: Maple Park Demographic Summary

Demographic Category	Maple Park	City of Florence
Population (2025)		
Total Population	1,475	40,505
Total Households	666	15,523
Median Age	35	42
Below 18	24%	28%
Above 65	15%	21%
Income (2025)		
Average Household Income	\$57,665	\$86,498
Median Net Worth	\$12,998	\$134,745

Population

Maple Park is the second smallest neighborhood in the study, in both size and population. Like the other neighborhoods in this study, Maple Park lost population between 2010 and 2025, but only 65 residents, and has a current population of 1,475. The median age in Maple Park is 35, younger than the city average and all other study neighborhoods. Maple Park also has the least number of residents over 65, suggesting that this neighborhood has the youngest population mix.

Income

Maple Park has the highest median household of the study area neighborhoods, but is still about \$10,000 below the City of Florence (\$6,716). Even with the highest median household income, the current median net worth of Maple Park residents is \$12,998, indicating limited wealth building.



262

Acres



1,475

Population



2.2

Average Household Size



\$50,136

Median Household Income



13%

Vacancy Rate

Source: ESRI

Housing

In 2010, most Maple Park residents rented their homes, and that is still the case today. Maple Park has seen a relatively stable homeownership rate between 2010 (35%) and 2025 (32%), and a 1% reduction in its vacancy rate, which is now 13%. Maple Park has the lowest vacancy rate, and is more similar to Timrod Park than other neighborhoods.

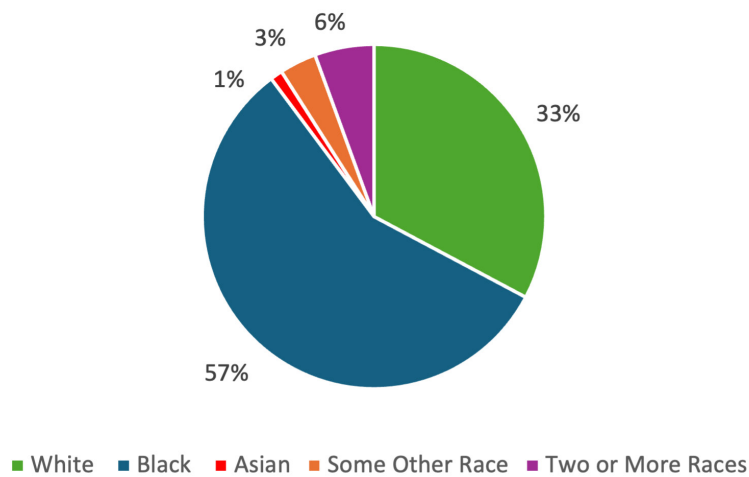
Education

Maple Park has the second highest rate of residents with a Bachelor’s degree, and the highest number of residents with a Masters or Professional Degree, on par with the city. The high percentage of residents with advanced degrees, and the lower median average age in the neighborhood, indicates that a younger, highly educated population is moving into the neighborhood.

Racial Composition

Maple Park is a majority minority neighborhood, but is more diverse than the original NRS neighborhoods.

Figure 83: Maple Park Racial Composition



Source: ESRI

Table 46: Maple Park Demographic Summary

Demographic Category	Maple Park	City of Florence
Housing (2025)		
Total Housing Units	765	19,047
Occupied	666 (87%)	1,7314 (91%)
Owner Occupied	246 (32%)	11,828 (62%)
Renter Occupied	420 (55%)	7,219 (38%)
Vacant	99 (13%)	1,733 (9.1%)
Education (2025)		
High School Degree	11%	25%
Bachelors Degree	14%	18%
Masters/ Professional Degree	13%	13%

Existing Conditions

Existing Building Conditions

In Maple Park, just over one thousand parcels were surveyed, with 87% of them rated fair or better, indicating an overall stable neighborhood. There are pockets of property rated in less than fair condition, highlighting the importance of targeted redevelopment efforts.

Key Points:

- 67% of parcels were rated as being in good condition.
- 20% of parcels were rated fair.
- 7% of parcels were in poor or deteriorated condition.
- Less than 1% were dilapidated or under construction.

Figure 84: Maple Park Building Conditions

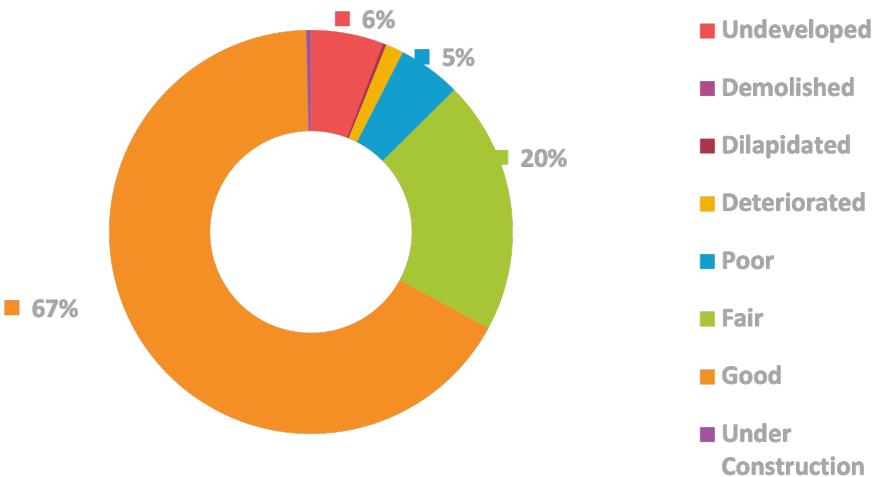
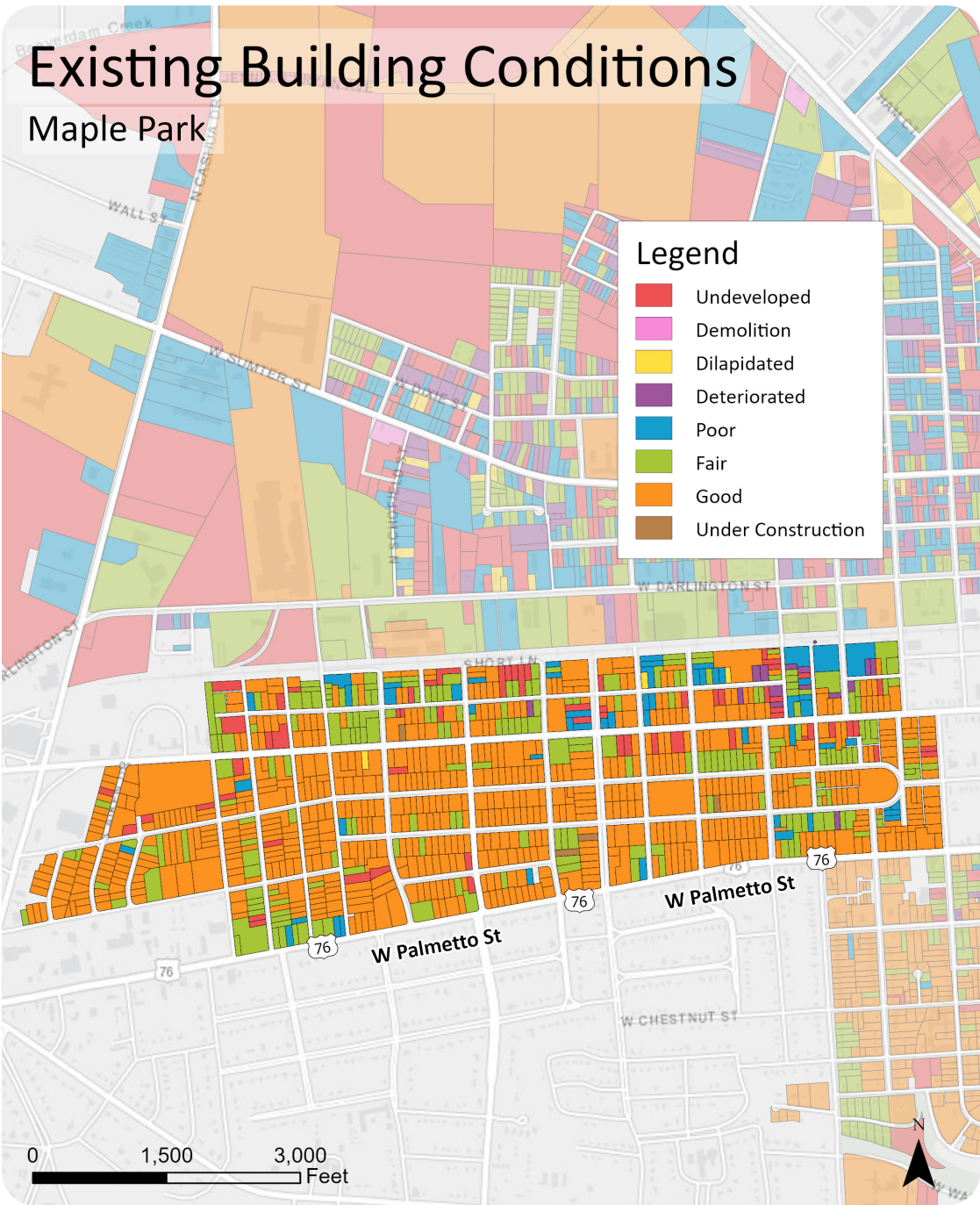


Figure 85: Maple Park Existing Building Conditions

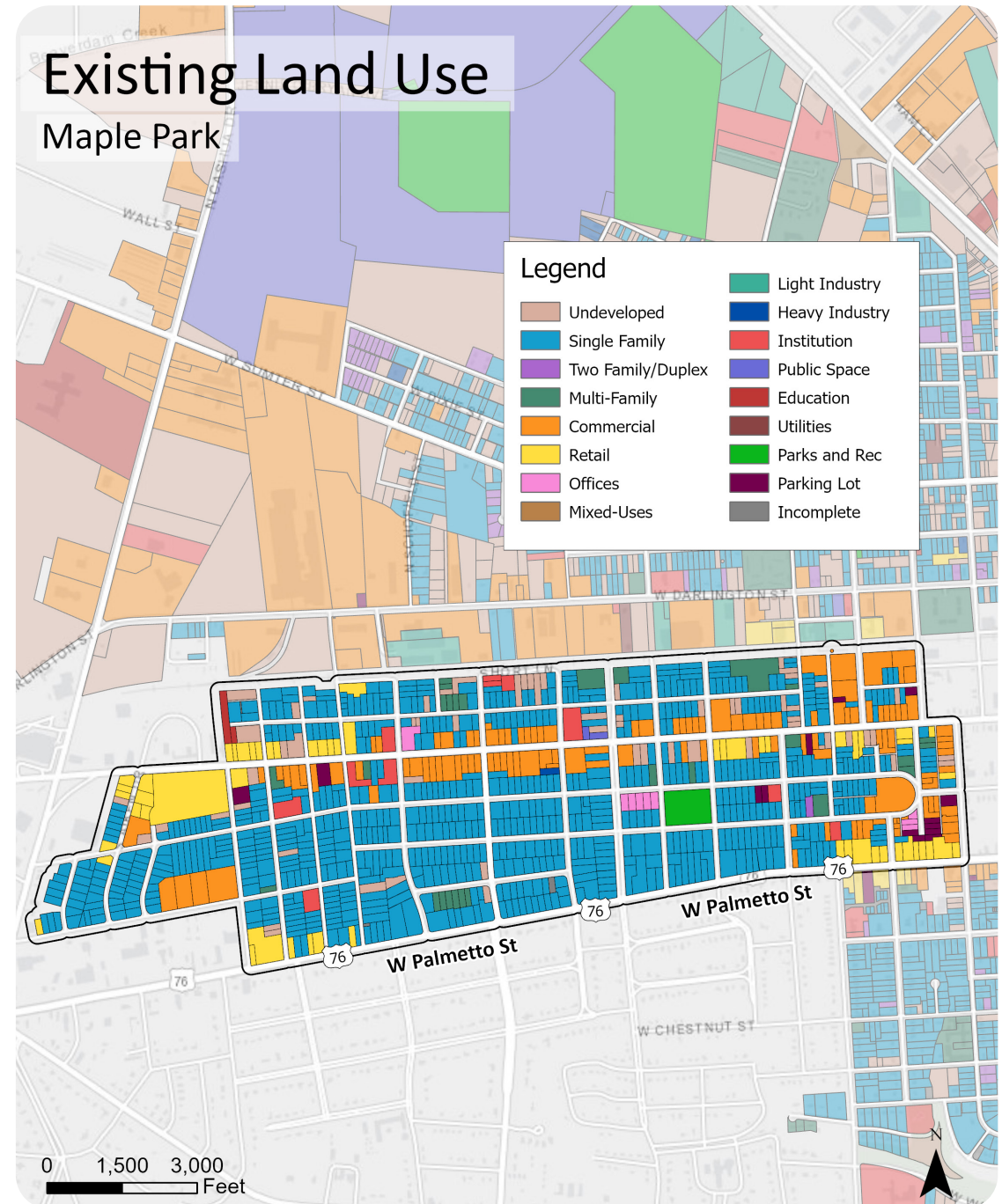


Single-family residential is the predominate land use type in Maple Park, accounting for 71% of all parcels.

- 71% of parcels are single-family homes.
- There is some housing diversity, with duplexes and multifamily units (28 parcels) present in the neighborhood.
- There is a presence of commercial property (176 parcels) in the neighborhood.
- 7% of parcels are undeveloped or dedicated to parking, providing a redevelopment opportunity.

Land Use	Percentage
PARKING LOT	1%
INSTITUTION	1%
OFFICE	1%
RETAIL	5%
COMMERCIAL	12%
MULTI FAMILY	3%
SINGLE FAMILY	71%
UNDEVELOPED	6%

Figure 87: Maple Park Existing Land Use



Existing Tenure

Most buildings (88%) in Maple Park are occupied, with only a small percentage (4%) of vacant buildings. Current tenure combined with overall strong building conditions indicates Maple Park is an overall stable neighborhood.

Key Points:

- 90% of parcels are currently occupied.
- Only 4% of parcels are vacant.
- 6% of parcels are undeveloped, providing infill development opportunities.

Figure 88: Maple Park Tenure

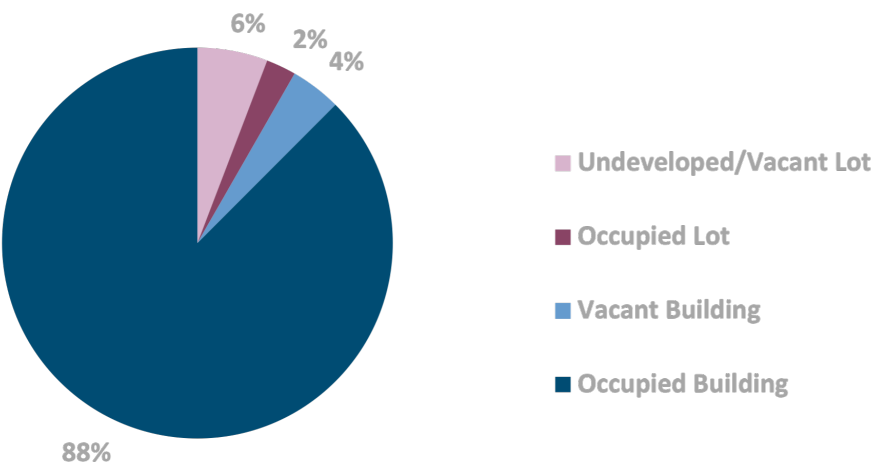
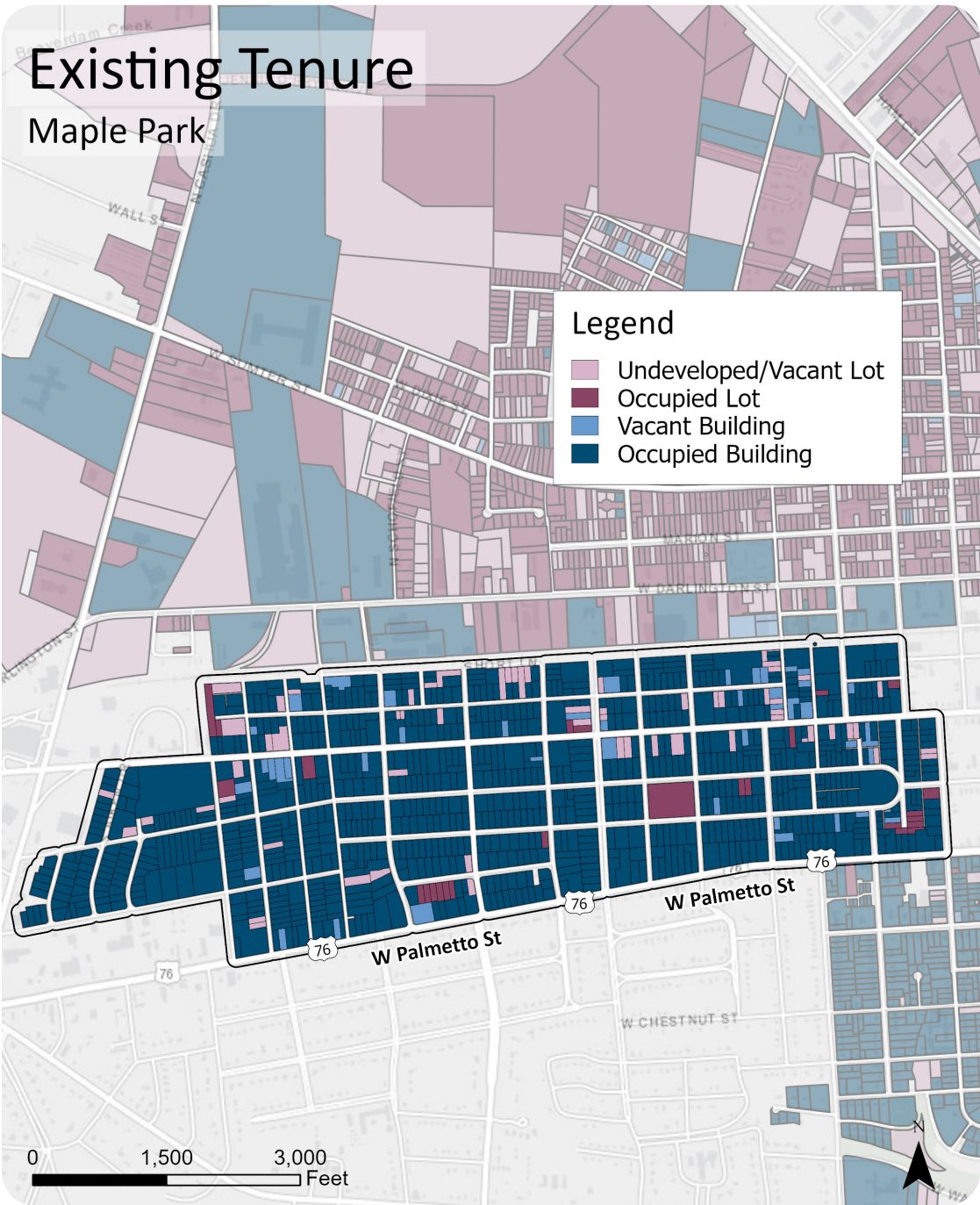


Figure 89: Maple Park Existing Tenure



Crime

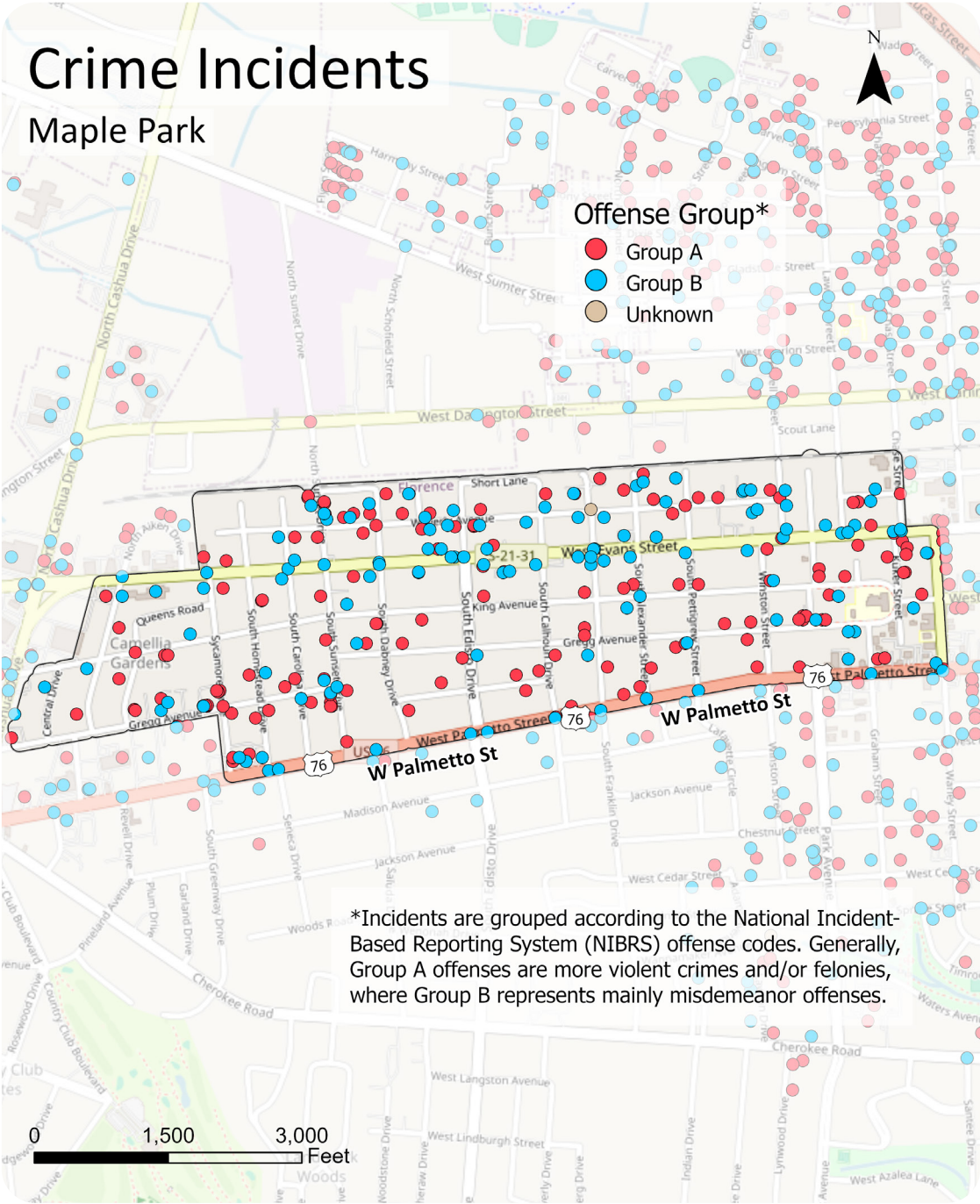
Crime incidents in Maple Park from January 1st, 2025, to February 7th, 2026, were analyzed by type and mapped (Figure 90). Type A crimes are typically more violent crimes or felonies, and type B crimes are minor crimes/other offenses. During this period, there were 367 incidents, 214 type A crimes, and 151 type B crimes, significantly less than in the North, Historic West, and East Florence neighborhoods.

The most frequent Type A crimes in Maple Park were assault and larceny/theft. Destruction of property/vandalism was also a frequent offense. While most Type B crimes have no detailed code, city code violations and drunkenness were the most common incidents. Maple Park is a mostly occupied neighborhood and has significantly fewer crime incidents than the other study neighborhoods, with a high proportion of undeveloped lots.

Overall, most of the crime incidents in Maple Park could be considered “quality of life” crimes, like theft from a motor vehicle, city ordinance violations, and drunkenness.

Recommendations to address crime concerns in Maple Park are included in the [Recommendations and Next Steps Section](#).

Figure 90: Maple Park Crime



Source: City of Florence Police Department, APD Urban Planning and Management

Maple Park Engagement Major Takeaways

Housing and Neighborhood Identity

Homeownership: Prioritizing homeownership opportunities was important to existing residents.

Residential character: maintaining the quiet residential character of the neighborhood is important to residents.

Maintenance expectations: residents want to see consistent property maintenance.

Residents want a historic neighborhood with strong maintenance and accountability

Infrastructure, Safety and Public Realm

Better sidewalks and lighting: received strong support.

Trees and vegetation: are important investments residents would like to see prioritized.

Sidewalk repairs, lighting, and drainage, are top infrastructure priorities

Development and Catalytic Site Preferences

Reinvest block by block: residents strongly preferred focusing on block by block development over major corridors.

Quiet streets: was more important to residents (17 votes), reinforcing a desire for safety and calm.

Small scale housing: Residents favor small-scale, low-rise housing that fits the existing neighborhood.

Neighborhood-scaled reinvestment, not large redevelopment is residents priority

Social and Community Values

A range of housing types is needed so households at different stages of life can remain in the neighborhood.

Stronger code enforcement and **design standards** can elevate overall property quality.

Blight and absentee ownership are viewed as major threats.

Equitable investment across neighborhoods is a priority.

Residents want blight removal, and responsible rental ownership

Catalytic Site Plan

Maple Park Catalytic Site Plan Summary

Maple Park is an established residential neighborhood with a strong existing fabric, mature lots, and a housing character that should be preserved and strengthened rather than replaced. Unlike other catalytic project areas that may focus on larger-scale redevelopment, the strategy for Maple Park is centered on neighborhood stabilization, reinvestment, and compatible infill. The goal is to protect the area's existing identity while creating the conditions for renewed private investment in homes, small businesses, and the public realm.

The primary focus is to encourage the renovation and rehabilitation of existing houses, such as older bungalow and craftsman-style homes that contribute to the neighborhood's character. Rather than introducing development that feels out of scale, reinvestment should build on the architectural patterns already present in Maple Park, including front porches, modest setbacks, pitched roofs, walkable blocks, and human-scaled residential streets. Vacant or underutilized lots should be considered for sensitive infill housing that matches the scale and form of surrounding homes. Accessory dwelling units (ADUs) should also be considered where appropriate as a way to introduce gentle density, support multigenerational living, and create additional housing options without significantly altering the neighborhood's existing character.

To guide this approach, a neighborhood **Pattern Book** should be prepared to establish clear design expectations for infill construction and renovation. This document would identify things such as preferred building forms and materials that are consistent with Maple Park's existing bungalow and craftsman-style character.

Public improvements should support and reinforce this private reinvestment. Sidewalk repairs, street trees, lighting, and crosswalks can help improve neighborhood appearance, safety, and walkability. These targeted investments can signal confidence in the area and make it easier for homeowners and small developers to justify reinvestment.

Where existing commercial buildings are already embedded in or adjacent to the neighborhood, Maple Park can support carefully scaled neighborhood-serving commercial reuse. These sites should not become auto-oriented strip development, but could be adapted for small cafés, local markets, offices, wellness services, or community-serving businesses.

By pairing housing rehabilitation, compatible infill, ADUs, small-scale adaptive reuse, and public realm improvements, Maple Park can become a stronger, more attractive neighborhood while maintaining the residential character that makes it distinct.

Figure 91: Maple Park Catalytic Site Parcels

Existing
Parcels & Structures

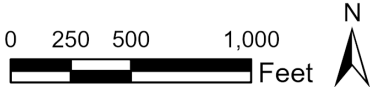


Figure 92: Maple Park Catalytic Site Land Use

Existing
Land Use

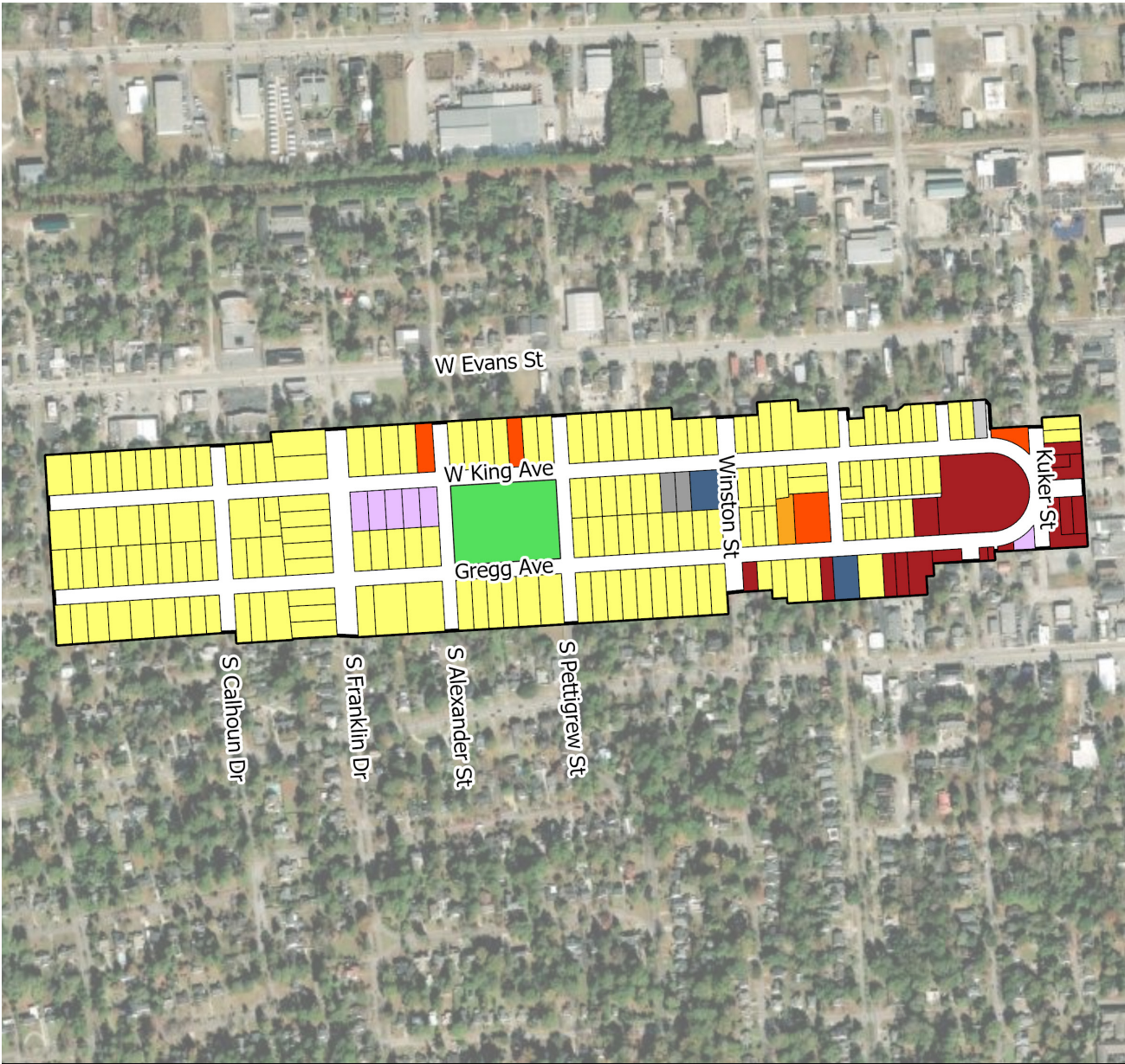
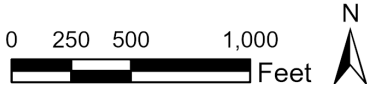


Figure 93: Maple Park Catalytic Site Parcel Condition

Parcel Condition

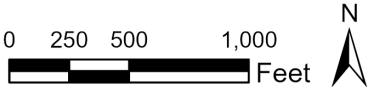
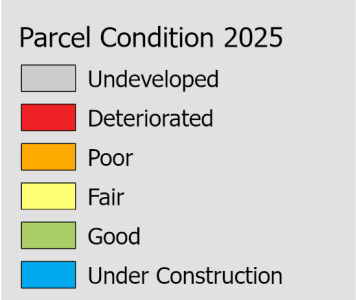
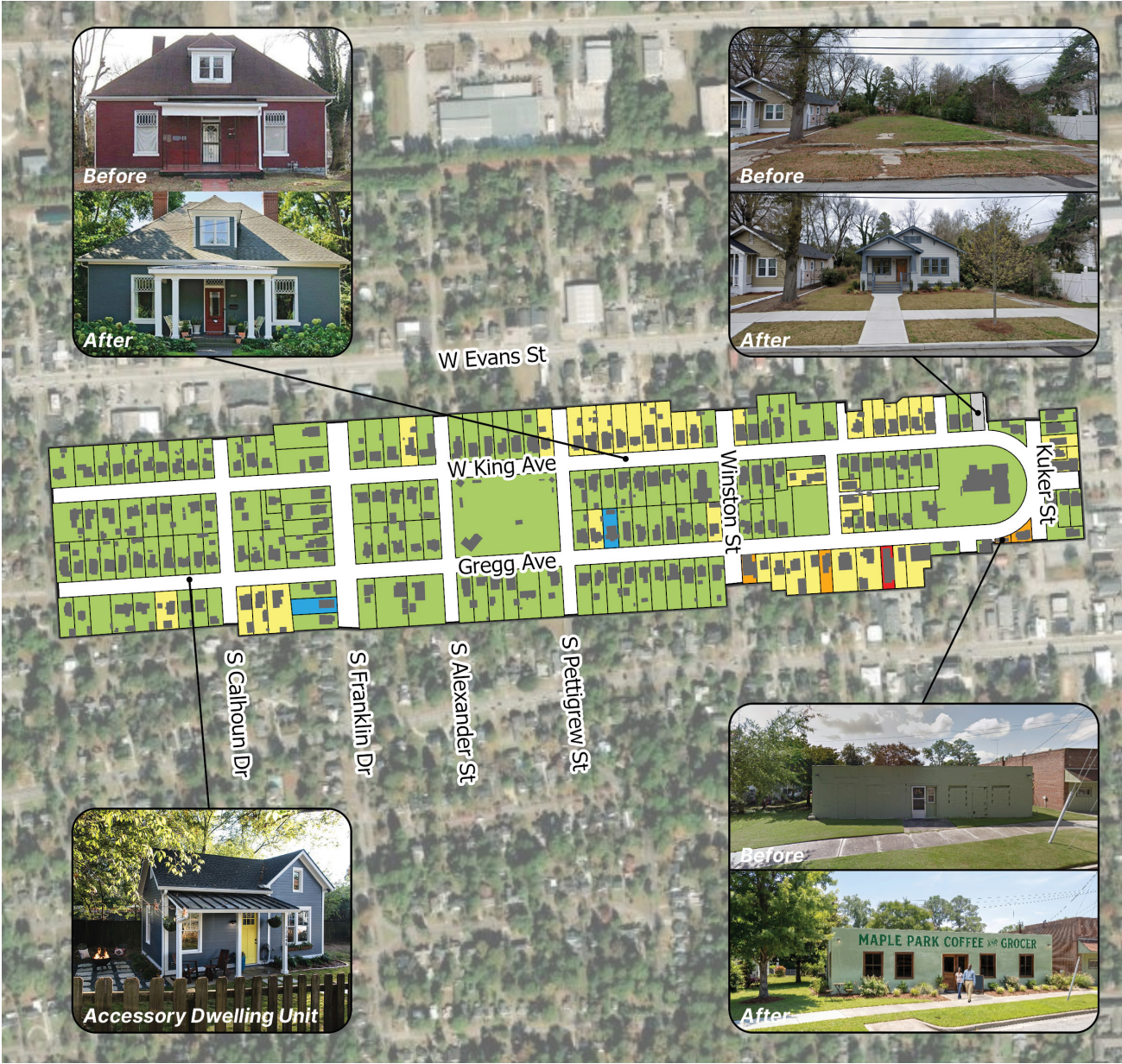
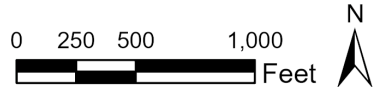
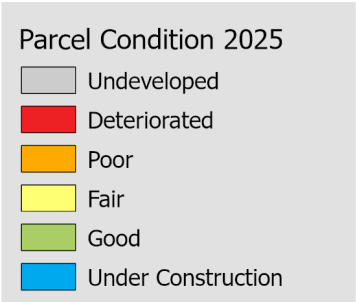


Figure 94: Maple Park Proposed Catalytic Site Plan

Proposed
Typologies



Maple Park Recommendations and Next Steps

The Recommendations and Next Steps section contains the recommendations to support the Maple Park neighborhood. The recommendations are organized into two categories: [Community Retention](#) and [Community Redevelopment](#). These recommendations were developed by blending data analysis, stakeholder and community feedback. They also build on recommendations in previous plans, where applicable. Included in this section are the detailed implementation tables that break down specific action items for each strategy included in the plan. Also included in the implementation table is:

- The priority of the action item
- A timeframe for implementation for each action item
- The potential cost for each action item
- Potential partners who can assist with implementing of the action

Partnerships

Partnerships are critical to implement the Maple Park Neighborhood Plan. The list of partners included below are an initial list of organizations that can support implementation. Although partner organizations will play an essential role in implementation, residents will play a critical role in championing the Plan. Organized and engaged residents will ensure implementation stays on track and in line with their priorities.

Additional potential partners that may assist in implementing the plan include:

- Additional faith-based institutions
- Additional local non-profits
- Local developers
- Local banks

Implementation matrices serve as a general guide for what actions must happen to implement the Maple Park plan recommendations. The matrices do not include all of the information required to implement the recommendation but, include items that should be considered, who should be responsible for specific action items, and the potential cost. As the Neighborhood Plan moves into implementation, additional analysis or detail may be required along with a change in partners and costs.

A complete summary of each recommendation is included in the [Recommendations Section](#) of this report.

Table 47: Maple Park Community Retention Implementation Table

Maple Park Implementation Strategies								
Community Retention		Time Frame (Years)					Implementation Partners	
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Public/NP	Private
Housing	Host seminars on estate planning and will creation					\$	CoF	
	Provide legal support to existing homeowners					\$\$	CoF, CFHP	LA
	Establish a homeowner rehabilitation program					\$\$\$\$	CoF	H
	Evaluate the feasibility of a rental rehabilitation program					\$	CoF	
	Pair renovation grants with enhanced code enforcement					\$	CoF	
	Create a map of potential homeowners without a homestead exemption					\$	CoF, FCTA	
	Create and share outreach material to potential homeowners without a homestead exemption					\$	CoF, FCTA	
	Provide neighborhood association capacity building					\$	CoF, NA	
	Explore creating a tax stabilization fund for long-term homeowners					\$\$\$\$	CoF, FCTA, LP	
Historic Preservation	Establish a detailed catalog of historic structures in the neighborhood					\$	CoF, NA, SCAH	
	Design and create a heritage trail that highlights neighborhood history					\$\$\$\$\$	CoF, NA, SCAH	PD
	Evaluate the designation of certain buildings or the entire neighborhood at the local, state or federal level					\$	CoF, NA, SCAH	

Cost Legend

\$	Less than \$100k
\$\$	\$101k-\$250k
\$\$\$	\$250K-\$500k
\$\$\$\$	\$501k-1M
\$\$\$\$\$	Greater than \$1M

Partners Legend**Public**

CoF- City of Florence
 FPSD-Florence Public School District One
 FPL-Florence Public Library
 NA- Neighborhood Association
 SCAH- South Carolina Archives + History
 FC-Florence County
 FCTA - Florence County Tax Assessor
 HAF- Housing Authority of Florence
 GFCC-Greater Florence Chamber of Commerce

Nonprofits/Faith-Based

LC-Local Churches
 LH- Local Hospitals
 CFHP- Center for Heirs Property
 H-Habitat for Humanity
 LP- Local Philanthropy

Private

LB - Local Banks
 PO - Property Owners

PD - Private Developers
 LA- Local Attorneys

Table 48: Maple Park Community Retention Implementation Table

Maple Park Implementation Strategies								
Community Retention		Time Frame (Years)					Implementation Partners	
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Public/NP	Private
Marketing and Branding	Create a citywide neighborhood revitalization message platform and neighborhood-specific brand profiles.					\$	CoF,NA	
	Develop a resident-led storytelling campaign using neighborhood history, resident profiles, project updates, and before-and-after visuals.					\$	CoF, NA, LC, FPL	
	Create a Realtor and lender education program with map-based tours, incentive summaries, and buyer-facing materials.					\$	CoF,GFCC	LB, PDRA
	Prepare a communications package before major public investments, redevelopment actions, park improvements, or land disposition decisions.					\$	CoF,NA	NAB
	Develop neighborhood web pages, FAQs, downloadable development packets, signage concepts, and a shared image library.					\$	CoF,NA, GFCC	
	Install coordinated gateway signage, wayfinding, banners, and identity markers where public realm investments are underway.					\$	CoF,NA, SCDOT	
	Publish quarterly project updates and maintain a public dashboard documenting commitments, progress, delays, completed actions, and funding opportunities.					\$	CoF	NAB
Public Safety	Create diversion programs for youth at risk of participating in mischief and petty criminal activity, to support a more productive use of their time					\$	CoF, FPD, FPSD	LH
	Market “Youth City University” to current students in the Florence school system					\$	CoF, FPSD	

Cost Legend

\$	Less than \$100k
\$	\$101k-\$250k
\$	\$250K-\$500k
\$	\$501k-1M
\$	Greater than \$1M

Partners Legend

Public
 CoF- City of Florence
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 LA- Local Attorneys

Table 49: Maple Park Community Redevelopment Implementation Table

Maple Park Implementation Strategies								
Community Redevelopment			Time Frame (Years)				Implementation Partners	
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Public/NP	Private
Code Enforcement	Increase code enforcement funding					\$\$\$	CoF	
	Target problem landlords					\$	CoF, FPD	
	Implement a blight tax					\$	CoF, FCTA	
Public Safety	Conduct a streetlight audit					\$	CoF	
	Prioritize streetlight installation in areas currently not served					\$\$	CoF	
	Prioritize sidewalk improvements and connectivity					\$\$\$	CoF	
	Install license plate readers + gunshot detection systems in high crime corridors					\$\$\$\$	CoF, FPD	
Housing	Create a Developers Academy to build local development capacity					\$	CoF,GFCC, FC	PD,LB
	Maintain a list of local and regional qualified contractors and skilled trades that can support small scale projects					\$	CoF, GFCC	
	Introduce construction/real estate development to high school students					\$	CoF, FPSD, HAF	PD
	Create a building an ADU guide with step-by-step instructions and connections to local resources for homeowners interested in building an ADU					\$	CoF	
	Establish ADU's by right in the General and Urban Residential Zoning Categories					\$	CoF	
	Create a neighborhood specific pattern book or design guidelines					\$	CoF,NA	
	Establish a neighborhood conservation district					\$	CoF, NA	

Cost Legend

\$	Less than \$100k
\$\$	\$101k-\$250k
\$\$\$	\$250K-\$500k
\$\$\$\$	\$501k-1M
\$\$\$\$\$	Greater than \$1M

Partners Legend

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LB - Local Banks
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 LA- Local Attorneys

Next Steps

The initial step is to have the plan adopted by City Council. The steps outlined below should occur after plan adoption. The following strategies and recommendations should be prioritized during the first year of transitioning the plan from adoption to implementation.

Maple Park Next Steps		
Community Retention		
Goal	Action Item	Implementation Partner
Support affordable homeownership	Create a map of potential homeowners without homestead exemptions and develop a targeted outreach plan to inform these residents of the benefits of a homestead exemption	City of Florence, Maple Park Neighborhood Association, Florence County Tax Assessor
Establish a neighborhood vision and marketing plan to support signage and wayfinding investments	Create a marketing and branding plan	City of Florence, Maple Park Neighborhood Association
Inform residents about estate planning and heirs property	Work with local attorneys and the library system to conduct estate planning seminars, and how to present heirs property	City of Florence, Maple Park Florence Neighborhood Association, Local attorneys, Florence County Library System
Support homeowner repairs	Work with local funding partners to determine ways to increase home repair funding for homeowners	Maple Park Neighborhood Association, Habitat for Humanity, City of Florence
Community Redevelopment		
Goal	Action Item	Implementation Partner
Retain neighborhood character	Establish a neighborhood conservation overlay district	City of Florence, Maple Park Neighborhood Association
Support infill development	Establish an ADU ordinance	City of Florence
Marketing, Branding, Perception	Create a neighborhood vision, marketing, and wayfinding plan that reinforces Maple Park's historic residential character, maintenance expectations, walkability, tree canopy, and small-scale reinvestment priorities	City of Florence and Neighborhood Advisory Body

Timrod Park Plan

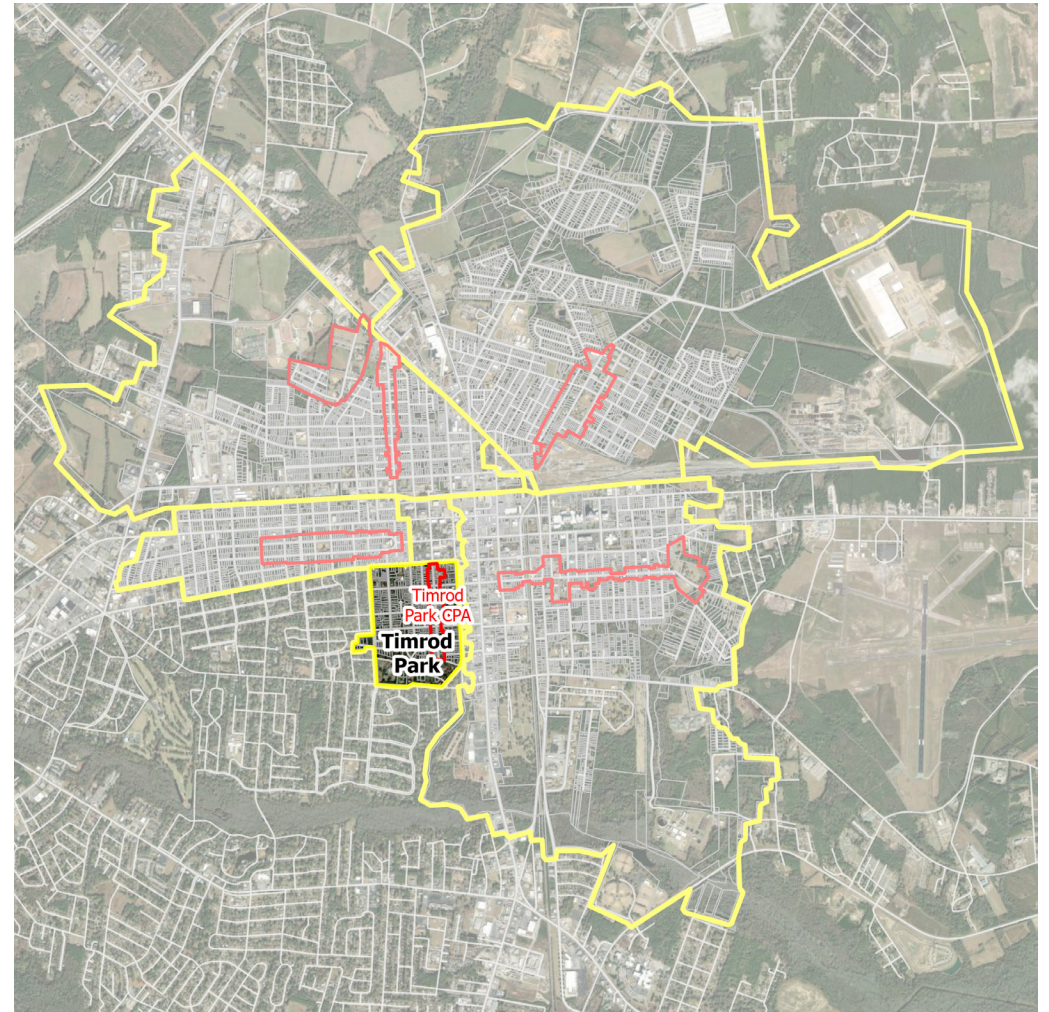
Timrod Park

Timrod Park (Figure 96) is one of Florence's most recognizable in-town neighborhoods, defined by its historic park and walkable residential blocks. The neighborhood's traditional single-family homes, quiet streets, and proximity to schools, cultural institutions, and downtown make it a part of the city's urban fabric.

Today, Timrod Park reflects a blend of long-term residents, great civic pride, and a housing stock that showcases Florence's early neighborhood development patterns. Its central location and stable residential character position it as an important area for neighborhood planning that supports reinvestment while preserving the qualities residents value most. The neighborhood's mix of historic character, sense of community, and access to amenities continues to make Timrod Park a great neighborhood in Florence.

The following section includes information specific to the Timrod Park neighborhood, including a demographic profile, existing conditions, community engagement major takeaways, a catalytic site plan, and an implementation plan for recommendations. Initial next steps for the neighborhood are also included.

Figure 95: Timrod Park Neighborhood Boundary



Demographic Profile

Stakeholders and residents may be familiar with the overall demographic trends of the City of Florence, but many are less aware of the distinct conditions within the five neighborhoods that are the focus of this study. This section presents the demographic profile of Timrod Park using the City of Florence as the point of comparison, drawing on the most recent data available. The neighborhood profile creates a snapshot of the study area and the city to highlight differences and similarities across key indicators.

Table 50 features data for the Timrod Park alongside citywide figures. The statistics are organized into five categories that align with the profile: location characteristics, population characteristics, income, housing, and education and employment (reported as a single category).

Table 50: Timrod Park Demographic Summary

Demographic Category	Timrod Park	City of Florence
Population (2025)		
Total Population	1,133	40,505
Total Households	549	15,523
Median Age	45	42
Below 18	15%	28%
Above 65	24%	21%
Income (2025)		
Average Household Income	\$64,145	\$86,498
Median Net Worth	\$70,558	\$134,745

Population

Timrod Park is the smallest neighborhood in the study, in both size and population. Like the other neighborhoods in this study, Timrod Park lost population between 2010 and 2025, but only 80 residents, and has a current population of 1,133. The median age in Timrod Park is slightly older than the city median, and there are fewer residents under 18 in Timrod park than the city and other study neighborhoods.

Income

Timrod Park has the second highest median household of the study area neighborhoods, at \$46,488, which is still lower than the city median household income. Residents in Timrod Park have the second highest median net worth, indicating they have both strong incomes and assets.



230

Acres



1,133

Population



1.9

Average Household Size



\$46,488

Median Household Income



14%

Vacancy Rate

Source: ESRI

Housing

Timrod Park has the highest homeownership rate of all the study neighborhoods, at 44%, and is the most closely balanced, with the rental rate at 43%. The homeownership has remained steady between 2010 and 2025, only dropping by 1%. The rental rate decreased from 55% in 2010 to 43% during the same time period. Vacancy is still high in Timrod Park, at 14%.

Education

Timrod Park has the second highest rate of residents with a Bachelor’s degree, and the highest number of residents with a Masters or Professional Degree, on par with the city. The high percentage of residents with advanced degrees, and the lower median average age in the neighborhood, indicates that a younger, highly educated population is moving into the neighborhood.

Racial Composition

Timrod park has a white population of 60% (Figure 96) making it the only study neighborhood that is not majority minority.

Figure 96: Timrod Park Racial Composition

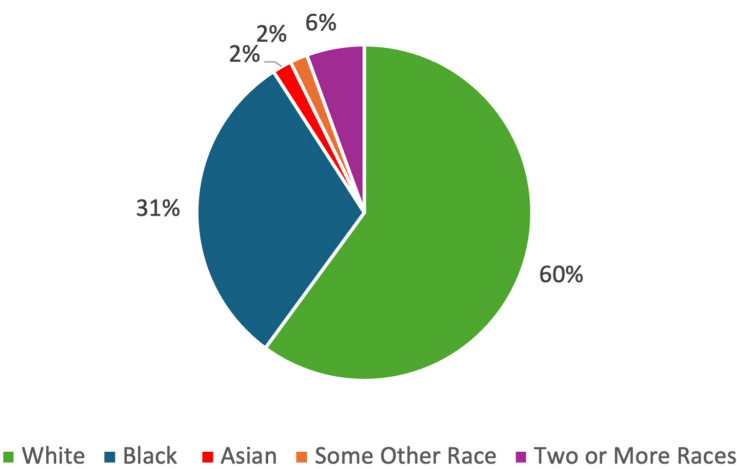


Table 51: Timrod Park Demographic Summary

Demographic Category	Timrod Park	City of Florence
Housing (2025)		
Total Housing Units	637	19,047
Occupied	549 (86%)	1,7314 (91%)
Owner Occupied	278 (44%)	11,828 (62%)
Renter Occupied	271 (43%)	7,219 (38%)
Vacant	88 (14%)	1,733 (9.1%)
Education (2025)		
High School Degree	22%	25%
Bachelors Degree	23%	18%
Masters/ Professional Degree	13%	13%

Existing Conditions

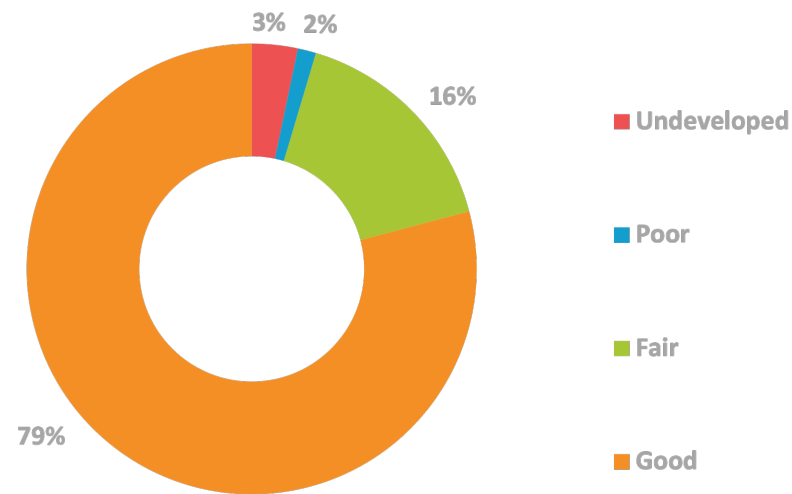
Existing Building Conditions

The Timrod Park neighborhood is largely residential, with overall quality building conditions. Current conditions show strong signs of neighborhood stability.

Key Points:

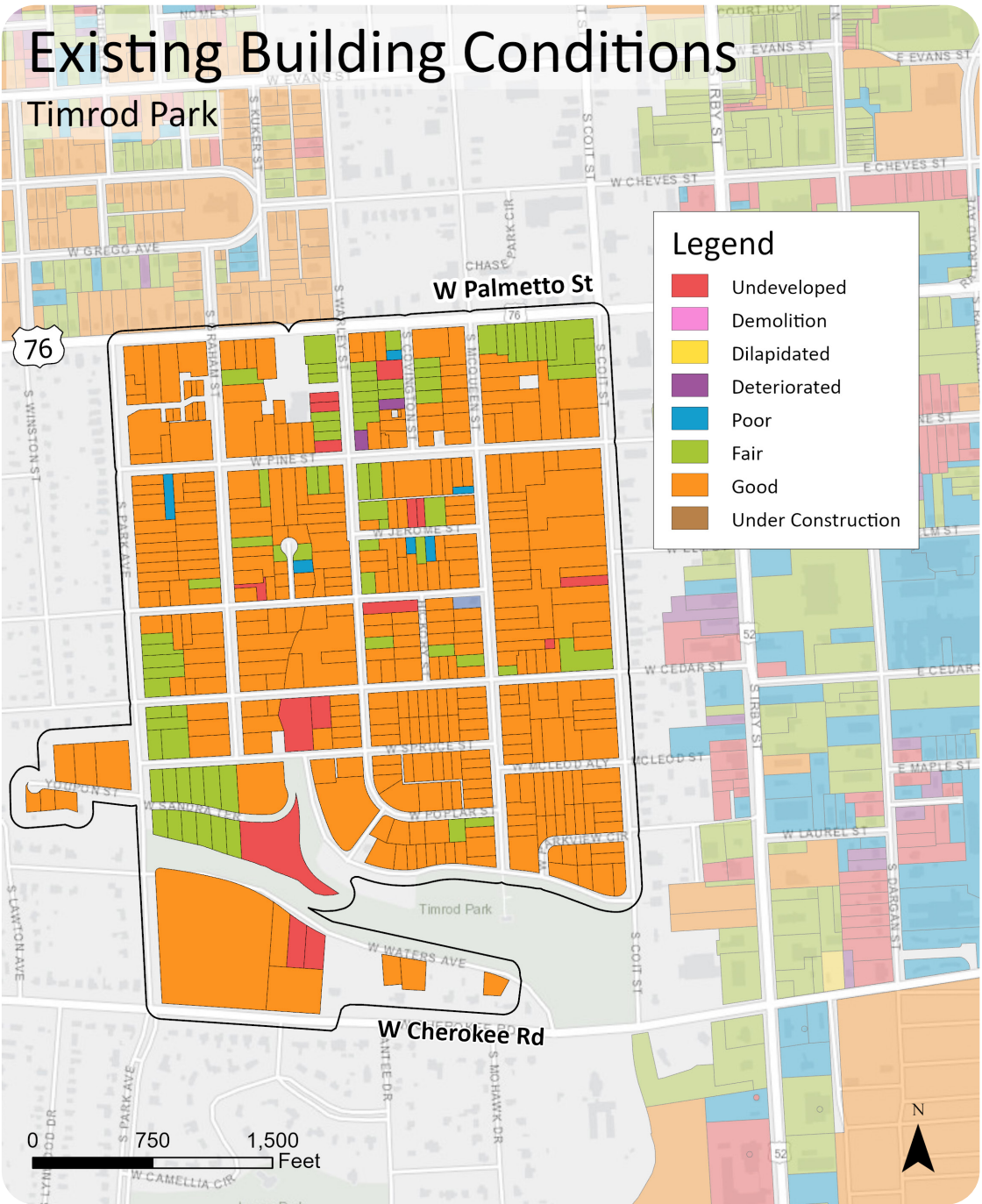
- 79% of parcels surveyed are in good condition.
- Less than 2% of properties are in poor to deteriorated conditions.
- One property is currently undergoing rehabilitation.

Figure 97: Timrod Park Building Conditions



Source: APD Urban Planning and Management

Figure 98: Timrod Park Existing Conditions



Existing Land Use

Single-family residential is the predominate land use type in Timrod Park, accounting for 79% of all parcels.

Key Points:

- 79% of parcels are single-family homes.
- There is some housing diversity, with duplexes and multifamily units (17 parcels) present in the neighborhood.
- There is a small presence of commercial property (44 parcels) in the neighborhood.
- Some parcels are used solely for parking, indicating potential redevelopment opportunities.

Figure 99: Timrod Park Land Use

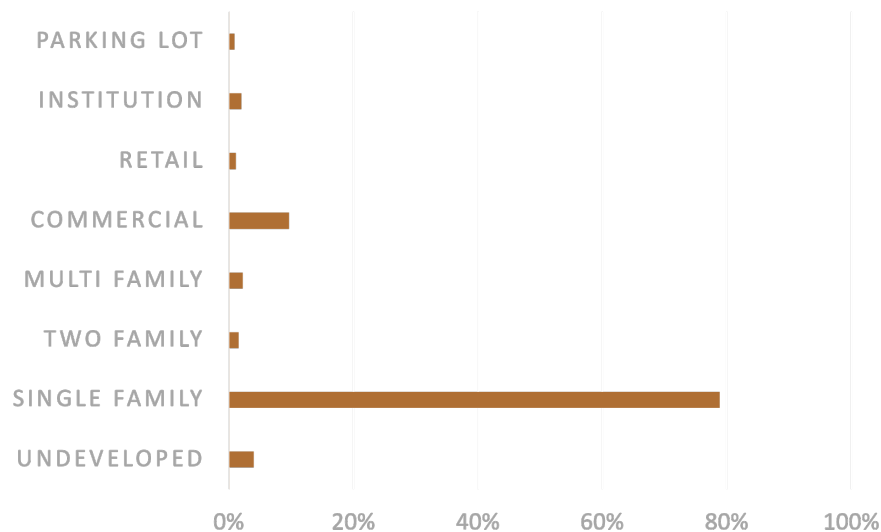
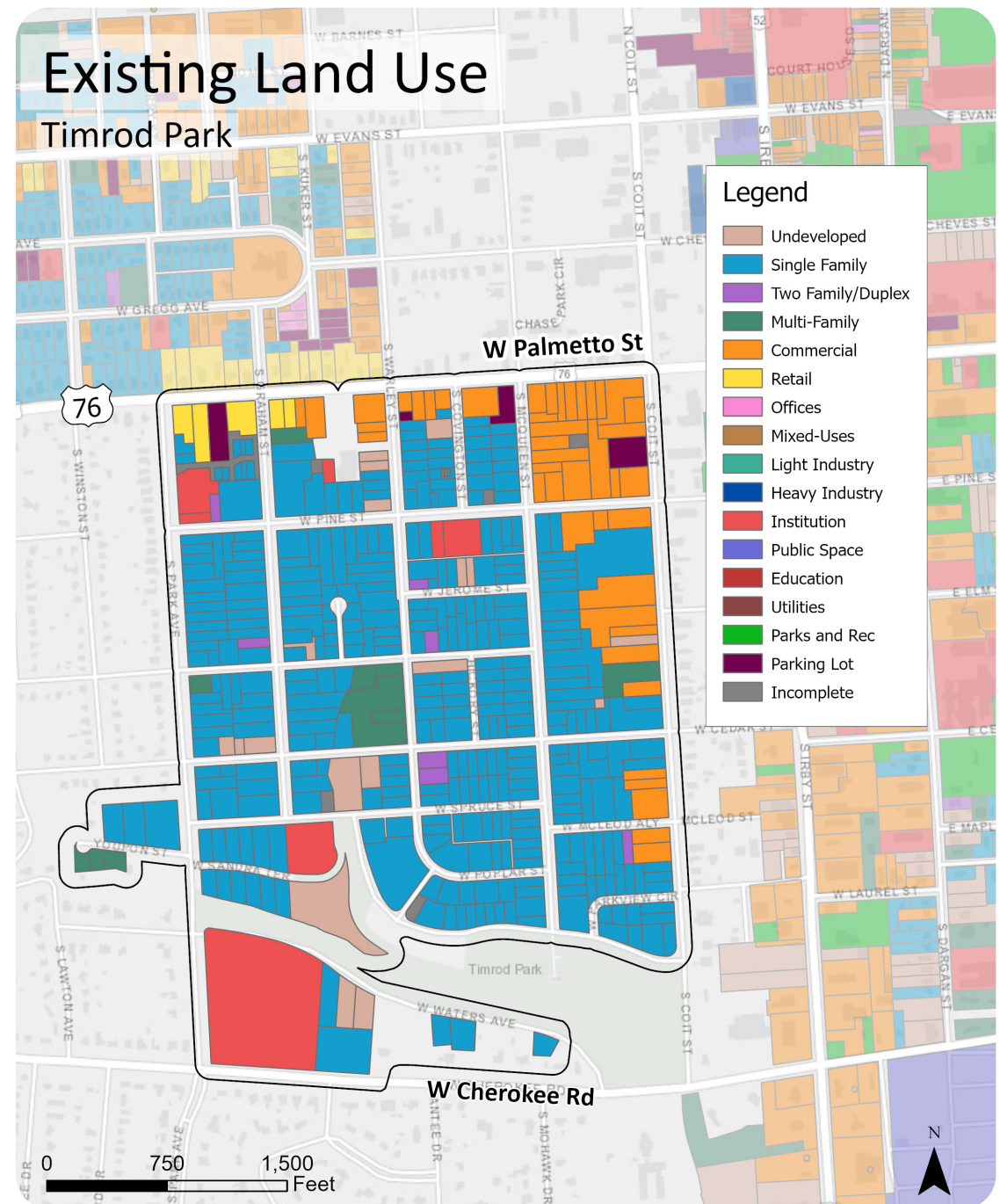


Figure 100: Timrod Park Existing Land Use



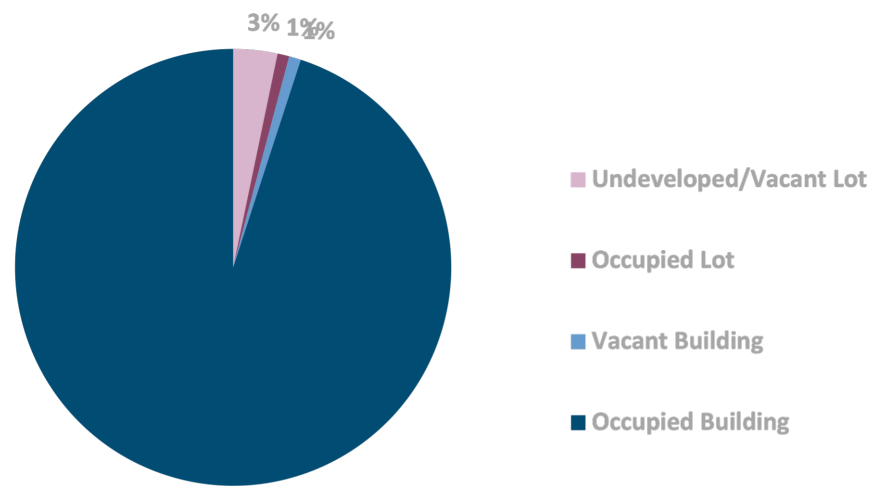
Existing Tenure

Timrod Park has mostly occupied buildings, that are in good condition, highlighting a stable neighborhood that should prioritize small scale redevelopment efforts.

Key Points:

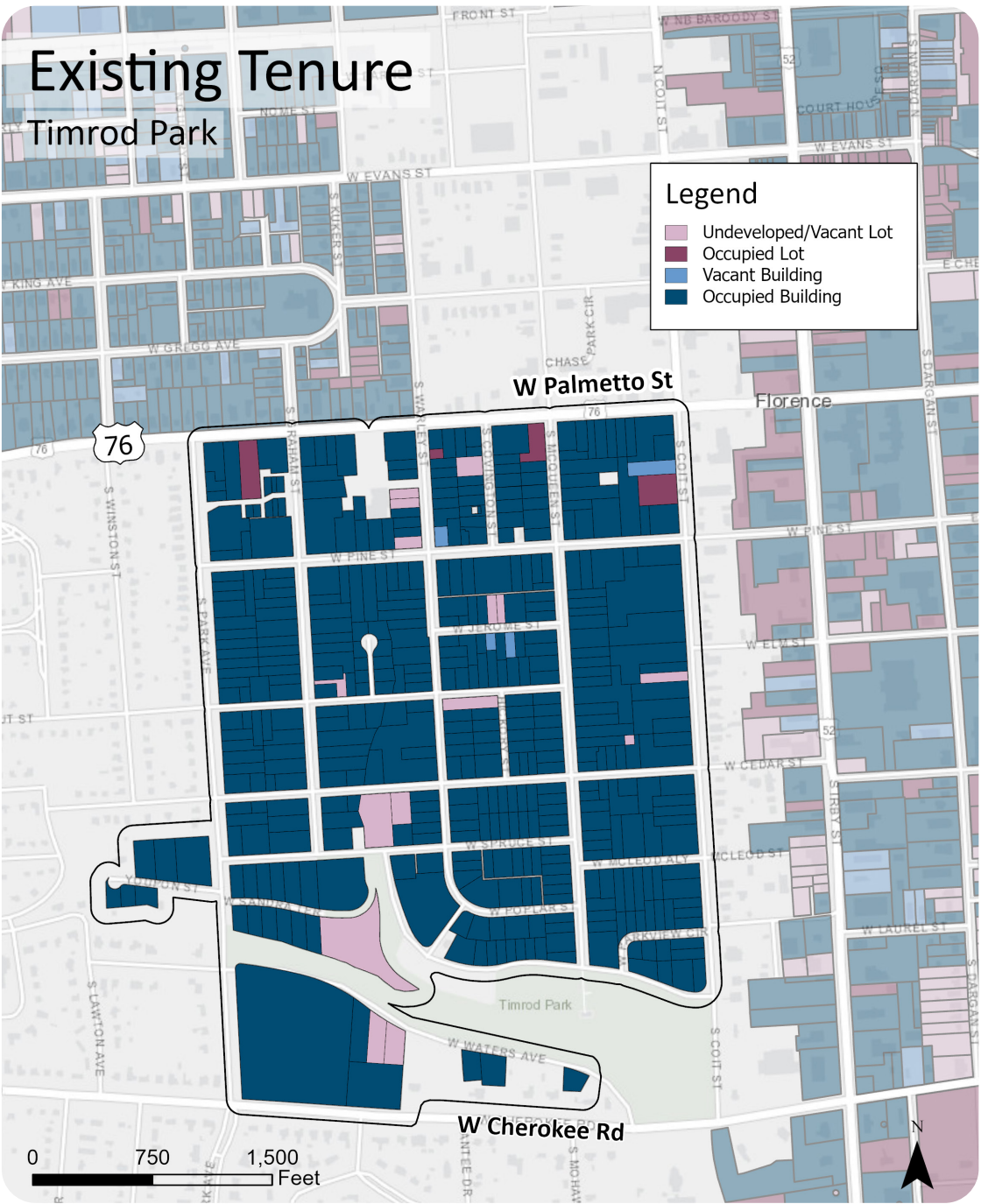
- 95% of buildings are occupied.
- There are only four vacant buildings in the neighborhood.
- 15 lots in Timrod Park are undeveloped, creating an opportunity for some new development.

Figure 101: Timrod Park Tenure



Source: APD Urban Planning and Management

Figure 102: Timrod Park Existing Tenure



Crime

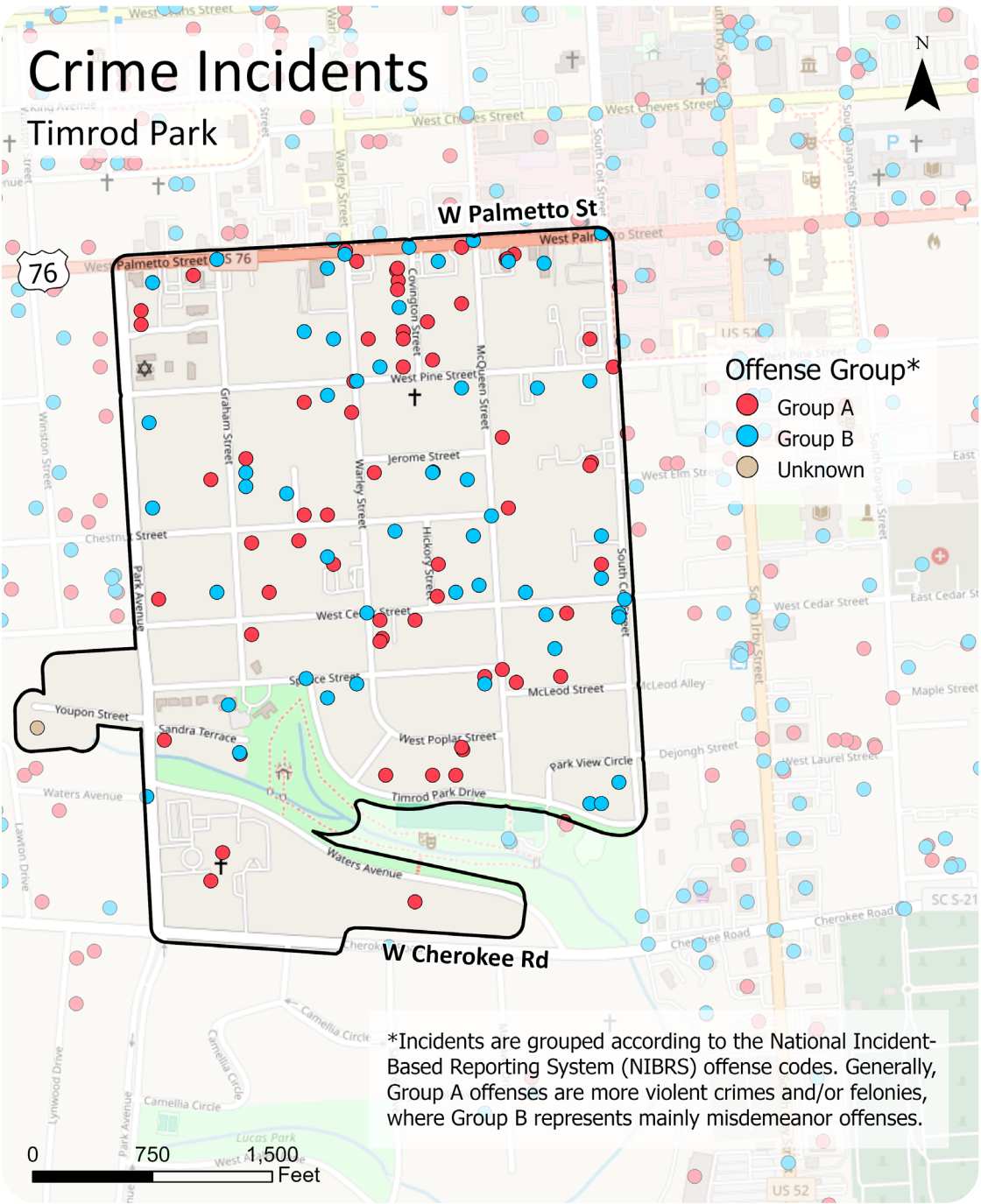
Crime incidents in Timrod Park from January 1st, 2025, to February 7th, 2026, were analyzed by type and mapped (Figure 103). Type A crimes are typically more violent crimes or felonies, and type B crimes are minor crimes/ other offenses. During this period, there were 167 incidents, 92 type A crimes, and 74 type B crimes, the fewest of all study neighborhoods.

The most frequent Type A crimes in Timrod Park were assault and larceny/theft. Destruction of property/ vandalism were also frequent offenses. While most Type B crimes have no detailed code, leaving the scene of an accident and driving under the influence were the most common incidents. Timrod Park is a mostly occupied neighborhood and has significantly fewer crime incidents than the other study neighborhoods, with a high proportion of undeveloped lots.

Overall, most of the crime incidents in Timrod Park could be considered “quality of life” crimes, like theft from a motor vehicle, city ordinance violations, and harassing calls.

Recommendations to address crime concerns in Maple Park are included in the [Recommendations and Next Steps Section](#).

Figure 103: Timrod Park Crime



Timrod Park Engagement Major Takeaways

Housing and Neighborhood Identity

Homeownership: Prioritizing homeownership opportunities was important to existing residents.

Housing type: Craftsman and Victorian homes are desired to reinforce the neighborhoods existing character.

Proactive demolition: addressing blighted property promptly was important to residents.

Residents support owner-occupied stability, and strong maintenance standards

Infrastructure, Safety and Public Realm

Multimodal investment: Residents want investment in sidewalk repairs and bike lanes, highlighting an interest in multimodal transportation.

More security: in parks and during neighborhood events.

Residents want: refurbished tennis and basketball courts, indicating a strong connection to park amenities.

Residents want a safer, greener, and better-maintained public realm

Development and Catalytic Site Preferences

Timrod Park is open: to corridor-focused improvements, but still values neighborhood-scale reinvestment.

Investment in existing assets: is very important to Timrod Park residents.

Single-family homes (with ADUs) and cottage-scale housing: are the most supported typologies.

Neighborhood-scaled reinvestment, not large redevelopment is residents priority

Social and Community Values

Mixed-income housing is needed: the real issue is neglectful rental owners, not income diversity.

Stronger code enforcement: is needed to maintain property conditions.

Blight and absentee ownership are seen as major threats to neighborhood stability.

Equitable investment across neighborhoods is a priority.

Removing abandoned/blighted properties is a very high priority

Catalytic Site Plan

Timrod Park Catalytic Site Plan Summary

Timrod Park, like Maple Park, is an established residential neighborhood with a strong existing fabric, mature lots, and a housing character that should be preserved and strengthened rather than replaced. Unlike other catalytic project areas that may focus on larger-scale redevelopment, the strategy for Timrod Park is centered on neighborhood stabilization, reinvestment, and compatible infill. The goal is to protect the area's existing identity while creating the conditions for renewed private investment in homes, small businesses, and the public realm.

The primary focus is to encourage the renovation and rehabilitation of existing houses, such as older bungalow and craftsman-style homes that contribute to the neighborhood's character. Rather than introducing development that feels out of scale, reinvestment should build on the architectural patterns already present in Timrod Park, including front porches, modest setbacks, pitched roofs, walkable blocks, and human-scaled residential streets. Vacant or underutilized lots should be considered for sensitive infill housing that matches the scale and form of surrounding homes. Accessory dwelling units (ADUs) should also be considered where appropriate as a way to introduce gentle density, support multigenerational living, and create additional housing options without significantly altering the neighborhood's existing character.

To guide this approach, a neighborhood Pattern Book should be prepared to establish clear design expectations for infill construction and renovation. This document would identify things such as preferred building forms and materials that are consistent with Timrod Park's existing housing character.

Public improvements should support and reinforce this private reinvestment. Sidewalk repairs, street trees, lighting, and crosswalks can help improve neighborhood appearance, safety, and walkability. These targeted investments can signal confidence in the area and make it easier for homeowners and small developers to justify reinvestment.

Where existing commercial buildings are already embedded in or adjacent to the neighborhood, Timrod Park can support scaled neighborhood-serving commercial reuse. These sites should not become auto-oriented strip development, but could be adapted for small cafés, local markets, offices, wellness services, or community-serving businesses.

By pairing housing rehabilitation, compatible infill, ADUs, small-scale adaptive reuse, and public realm improvements, Timrod Park can become a stronger, more attractive neighborhood while maintaining the residential character that makes it distinct.

Figure 104: Timrod Park Catalytic Site Parcels

Existing
Parcels & Structures

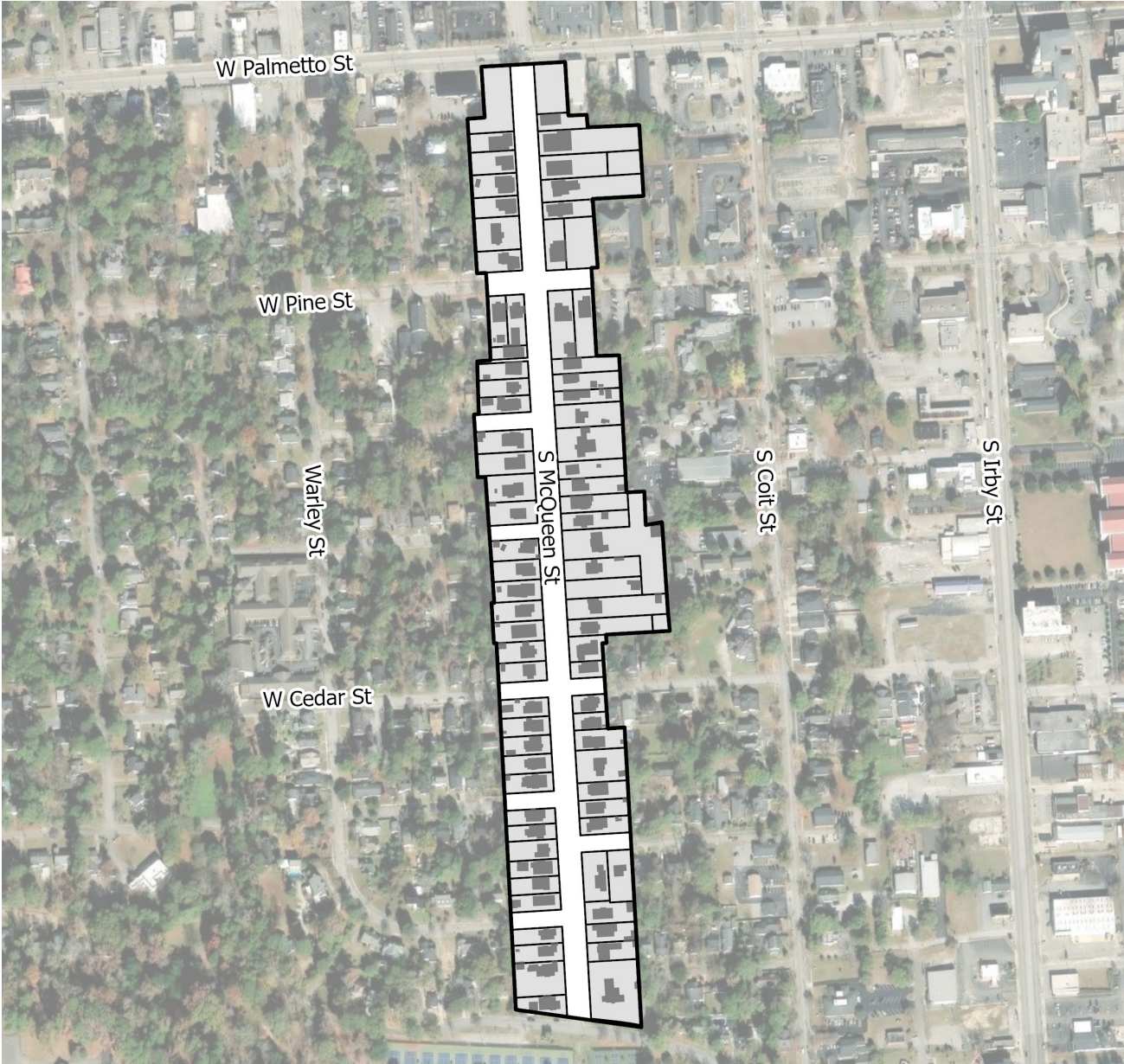
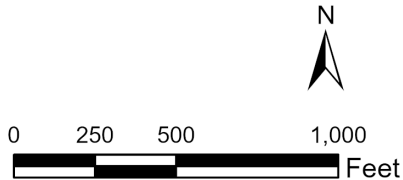


Figure 106: Timrod Park Catalytic Site Land Use

Existing
Land Use

Land Use 2025

- Undeveloped
- Single Family
- Commercial
- Parking Lot

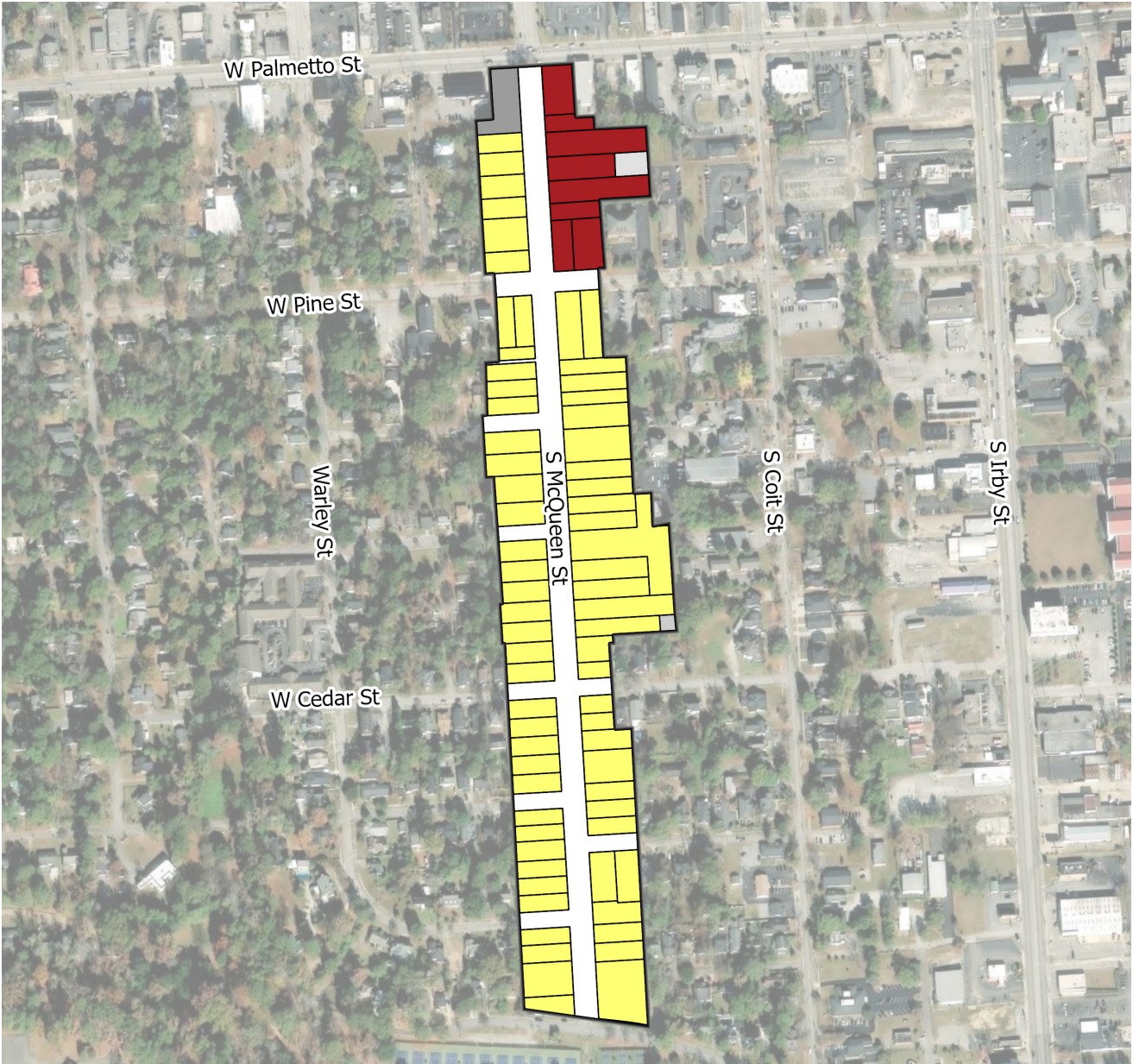
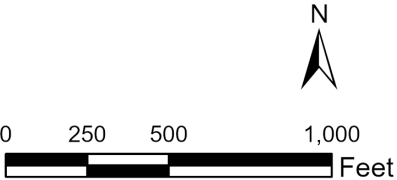


Figure 107: Timrod Park Catalytic Site Parcel Condition

Parcel Condition

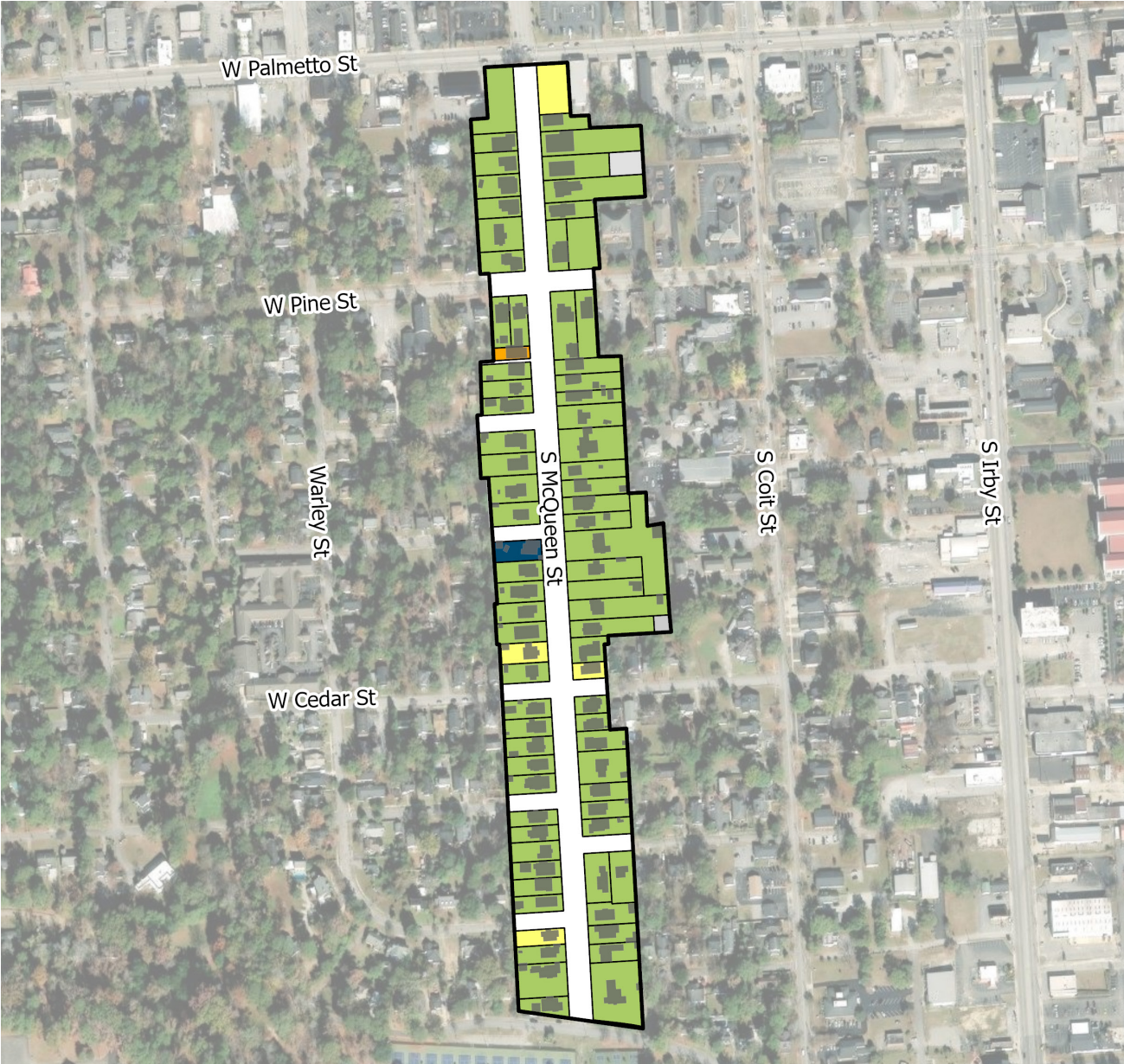
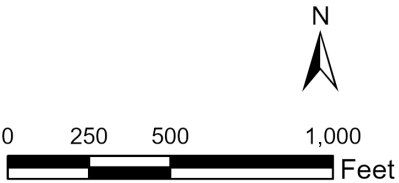
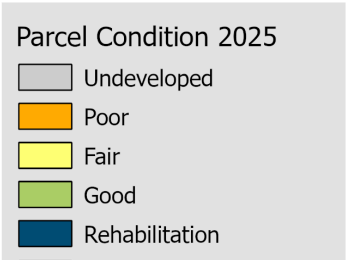
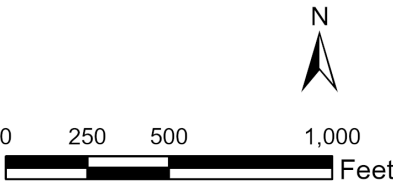


Figure 108: Timrod Park Proposed Catalytic Site Plan

Proposed
Typologies

Parcel Condition 2025

- Undeveloped
- Poor
- Fair
- Good
- Rehabilitation



Timrod Park Recommendations and Next Steps

The Recommendations and Next Steps section contains the recommendations to support the Timrod Park neighborhood. The recommendations are organized into two categories: [Community Retention](#) and [Community Redevelopment](#). These recommendations were developed by blending data analysis, stakeholder and community feedback. They also build on recommendations in previous plans, where applicable. Included in this section are the detailed implementation tables that break down specific action items for each strategy included in the plan. Also included in the implementation table is:

- The priority of the action item
- A timeframe for implementation for each action item
- The potential cost for each action item
- Potential partners who can assist with implementing of the action

Partnerships

Partnerships are critical to implement the Timrod Park Neighborhood Plan. The list of partners included below are an initial list of organizations that can support implementation. Although partner organizations will play an essential role in implementation, residents will play a critical role in championing the Plan. Organized and engaged residents will ensure implementation stays on track and in line with their priorities.

Additional potential partners that may assist in implementing the plan include:

- Additional faith-based institutions
- Additional local non-profits
- Local developers
- Local banks

Implementation matrices serve as a general guide for what actions must happen to implement the Timrod Park plan recommendations. The matrices do not include all of the information required to implement the recommendation but, include items that should be considered, who should be responsible for specific action items, and the potential cost. As the Neighborhood Plan moves into implementation, additional analysis or detail may be required along with a change in partners and costs.

A complete summary of each recommendation is included in the [Recommendations Section](#) of this report.

Table 52: Timrod Park Community Retention Implementation Table

Timrod Park Implementation Strategies									
Community Retention		Time Frame (Years)					Implementation Partners		
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Public/NP	Private	
Housing	Host seminars on estate planning and will creation					\$	CoF		
	Provide legal support to existing homeowners					\$\$	CoF, CFHP	LA	
	Establish a homeowner rehabilitation program					\$\$\$\$	CoF	H	
	Evaluate the feasibility of a rental rehabilitation program					\$	CoF		
	Pair renovation grants with enhanced code enforcement					\$	CoF		
	Create a map of potential homeowners without a homestead exemption					\$	Cof, FCTA		
	Create and share outreach material to potential homeowners without a homestead exemption					\$	Cof, FCTA		
	Provide neighborhood association capacity building					\$	CoF, NA		
	Explore creating a tax stabilization fund for long-term homeowners					\$\$\$	CoF,FCTA, LP		
Historic Preservation	Establish a detailed catalog of historic structures in the neighborhood					\$	CoF, NA, SCAH		
	Design and create a heritage trail that highlights neighborhood history					\$\$\$\$\$	CoF, NA, SCAH	PD	
	Evaluate the designation of certain buildings or the entire neighborhood at the local, state or federal level					\$	CoF, NA, SCAH		

Cost Legend

\$	Less than \$100k
\$\$	\$101k-\$250k
\$\$\$	\$250K-\$500k
\$\$\$\$	\$501k-1M
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Table 53: Timrod Park Community Retention Implementation Table

Timrod Park Implementation Strategies								
Community Retention		Time Frame (Years)					Implementation Partners	
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Public/NP	Private
Marketing and Branding	Create a citywide neighborhood revitalization message platform and neighborhood-specific brand profiles.					\$	CoF,NA	
	Develop a resident-led storytelling campaign using neighborhood history, resident profiles, project updates, and before-and-after visuals.					\$	CoF, NA, LC, FPL	
	Create a Realtor and lender education program with map-based tours, incentive summaries, and buyer-facing materials.					\$	CoF,GFCC	LB, PDRA
	Prepare a communications package before major public investments, redevelopment actions, park improvements, or land disposition decisions.					\$	CoF,NA	NAB
	Develop neighborhood web pages, FAQs, downloadable development packets, signage concepts, and a shared image library.					\$	CoF,NA, GFCC	
	Install coordinated gateway signage, wayfinding, banners, and identity markers where public realm investments are underway.					\$	CoF,NA, SCDOT	
	Publish quarterly project updates and maintain a public dashboard documenting commitments, progress, delays, completed actions, and funding opportunities.					\$	CoF	NAB
Public Safety & Greenspace	Create diversion programs for youth at risk of participating in mischief and petty criminal activity, to support a more productive use of their time					\$	CoF, FPD, FPSD	LH
	Market “Youth City University” to current students in the Florence school system					\$	CoF, FPSD	
	Increase security at Timrod Park during events					\$	CoF,FPD	
	Improve tennis and basketball courts at Timrod Park					\$	CoF	

Cost Legend

\$	Less than \$100k
\$	\$101k-\$250k
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LA- Local Attorneys

Table 54: Timrod Park Community Redevelopment Implementation Table

Timrod Park Implementation Strategies								
Community Redevelopment			Time Frame (Years)				Implementation Partners	
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Public/NP	Private
Code Enforcement	Increase code enforcement funding					\$\$\$	CoF	
	Target problem landlords					\$	CoF, FPD	
	Implement a blight tax					\$	CoF, FCTA	
Public Safety	Conduct a streetlight audit					\$	CoF	
	Prioritize streetlight installation in areas currently not served					\$\$	CoF	
	Prioritize sidewalk improvements and connectivity					\$\$\$	CoF	
	Install license plate readers + gunshot detection systems in high crime corridors					\$\$\$\$	CoF, FPD	
Housing	Create a Developers Academy to build local development capacity					\$	CoF,GFCC, FC	PD,LB
	Maintain a list of local and regional qualified contractors and skilled trades that can support small scale projects					\$	CoF, GFCC	
	Introduce construction/real estate development to high school students					\$	CoF, FPSD, HAF	PD
	Create a building an ADU guide with step-by-step instructions and connections to local resources for homeowners interested in building an ADU					\$	CoF	
	Establish ADU's by right in the General and Urban Residential Zoning Categories					\$	CoF	
	Create a neighborhood specific pattern book or design guidelines					\$	CoF,NA	

Cost Legend

\$	Less than \$100k
\$\$	\$101k-\$250k
\$\$\$	\$250K-\$500k
\$\$\$\$	\$501k-1M
\$\$\$\$\$	Greater than \$1M

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 FPL-Florence Public Library
 NA- Neighborhood Association
 SCAH- South Carolina Archives + History
 FC-Florence County
 FCTA - Florence County Tax Assessor
 HAF- Housing Authority of Florence
 GFCC-Greater Florence Chamber of Commerce

FPD -City of Florence Police Department

Nonprofits/Faith-Based

LC-Local Churches
 LH- Local Hospitals
 CFHP- Center for Heirs Property

Private

LB - Local Banks
 PO - Property Owners

PD - Private Developers
 LA- Local Attorneys

Next Steps

The initial step is to have the plan adopted by City Council. The steps outlined below should occur after plan adoption. The following strategies and recommendations should be prioritized during the first year of transitioning the plan from adoption to implementation.

Timrod Park Next Steps		
Community Retention		
Goal	Action Item	Implementation Partner
Support affordable homeownership	Create a map of potential homeowners without homestead exemptions and develop a targeted outreach plan to inform these residents of the benefits of a homestead exemption	City of Florence, Timrod Park Neighborhood Association, Florence County Tax Assessor
Establish a neighborhood vision and marketing plan to support signage and wayfinding investments	Create a marketing and branding plan	City of Florence, Timrod Park Neighborhood Association
Inform residents about estate planning and heirs property	Work with local attorneys and the library system to conduct estate planning seminars, and how to present heirs property	City of Florence, Timrod Park Florence Neighborhood Association, Local attorneys, Florence County Library System
Support homeowner repairs	Work with local funding partners to determine ways to increase home repair funding for homeowners	Maple Park Neighborhood Association, Habitat for Humanity, City of Florence
Retain neighborhood character	Establish a neighborhood conservation overlay district	City of Florence, Maple Park Neighborhood Association
Community Redevelopment		
Goal	Action Item	Implementation Partner
Retain neighborhood character	Establish design guidelines or a pattern book for infill development	City of Florence, Timrod Park Neighborhood Association
Support infill development	Establish an ADU ordinance	City of Florence
Increase neighborhood connectivity	Conduct a streetlight audit, and establish areas where streetlight installation is a priority	City of Florence
Marketing, Branding, Perception	Develop a neighborhood identity strategy centered on park assets, historic residential character, compatible infill, public realm improvements, and sustained communication about safety and maintenance investments	City of Florence and Neighborhood Advisory Body

Neighborhood Profile

NEIGHBORHOOD PROFILE

Stakeholders and residents may be familiar with the overall demographic trends of the City of Florence, but many are less aware of the distinct conditions within the five neighborhoods that are the focus of this study: North Florence, Northwest Florence, Timrod Park, Maple Park, and East Florence. This section presents the demographic profile of these neighborhoods using the City of Florence as the point of comparison, drawing on the most recent data available in the 2025 Neighborhood Profile. The neighborhood profile creates a snapshot of the study area and the city to highlight differences and similarities across key indicators.

Table 1 features data for the combined neighborhood study area alongside citywide figures. The statistics are organized into five categories that align with the profile: location characteristics, population characteristics, income, housing, and education and employment (reported as a single category).

Location Characteristics

From 2010 to 2025, the physical size of each neighborhood remained constant, but how people are distributed within those boundaries has shifted. North Florence (3.11 sq. mi.) and East Florence (2.73 sq. mi.) continue to account for the largest share of the study area’s footprint and population. Smaller neighborhoods like Timrod Park (0.36 sq. mi.) and Maple Park (0.41 sq. mi.) still cover the least area, yet their density and residential concentration have changed as household sizes and occupancy patterns evolved over time. These shifts affect infrastructure needs, park access, and transportation demands across neighborhoods of very different scales.

Population Characteristics

Between 2010 and 2025, every neighborhood recorded a population increase, though at varying levels. North Florence grew from 4,892 to 5,617 residents, and East Florence grew from 3,082 to 3,386. Shifts in age composition are also notable. The median age in Maple Park decreased from 35.4 to 33.7, while Northwest Florence dropped from 40.4 to 35.4, suggesting an influx of younger families or working-age residents. In contrast, places like Timrod Park and North Florence still maintain older median ages in the mid-40s, indicating aging-in-place and different service needs.

Income

Income trends have not improved evenly across the study area. Timrod Park and Maple Park experienced moderate gains and now have some of the highest median household incomes among the five neighborhoods, both exceeding \$48,000 by 2025. However, Northwest Florence and East Florence remain below \$35,000, showing little movement relative to the city’s median. Because the City of Florence’s median income climbed to over \$60,000 by 2025—outpacing inflation—lower-income neighborhoods are now further behind than they were in 2010, intensifying economic disparities and limiting household net worth growth.

Housing

Housing characteristics shifted in ways that reflect both socioeconomic conditions and demographic change. North Florence increased its owner-occupied share slightly, moving from about 55% in 2010 to roughly 59% in 2025, suggesting relative residential stability. Meanwhile, renter occupancy expanded in Northwest Florence and East Florence, with vacancy rates climbing most noticeably in East Florence. Average household size also changed: North Florence increased from 2.51 to 2.70, while Timrod Park remained closer to 2.0, indicating differences in household composition, affordability, and family structure.

Education

Educational outcomes across the neighborhoods reveal uneven progress. By 2025, Timrod Park reports the strongest levels of postsecondary attainment, with bachelor’s and master’s degrees rising notably since 2010. In contrast, Northwest Florence and East Florence continue to report

lower college completion rates, and large portions of residents still hold only a high school diploma. These education trends shape long-term employment prospects, wage potential, and access to skilled occupations, reinforcing patterns seen in the income data.

Crime

Crime indices remain elevated in all five neighborhoods compared to the national benchmark of 100. Since 2010, personal crime risk—especially assault and robbery—has increased in Northwest Florence and East Florence. Property crime is persistently high across the board, though specific offenses like burglary and larceny fluctuate by neighborhood. Index values for violent offenses such as murder also remain well above national norms, indicating ongoing public safety challenges and the need for neighborhood-based strategies, partnerships, and environmental design interventions.

Comparative Neighborhood Profile Table

Neighborhood Profile - 2025							Neighborhood Profile - Previous Studies						Citywide Profile - 2025			
Demographic Category	Year	North Florence	Historic West Florence	Timrod Park	Maple Park	East Florence	Year	North Florence	Historic West Florence	Timrod Park	Maple Park	East Florence	Year	City of Florence		
Location Characteristics							Location Characteristics						Location Characteristics			
Square Miles Acres	2025	3.11 1990.4	1.88 1203.2	0.36 230.4	0.41 262.4	2.73 1747.2	2010	3.11 1990.4	1.88 1203.2	0.36 230.4	0.41 262.4	2.73 1747.2	N/A			
Population Characteristics								Population Characteristics						Population Characteristics		
Total Population		4892	2621	1133	1475	3082		5617	3178	1213	1541	3386	40,505			
Total Households	2025	2026	1109	549	666	1250	2080	1191	563	666	1257	15,523				
Average Household Size		2.51	2.30	1.90	2.20	2.25	2.70	2.58	1.95	2.29	2.47	2.43				
Median Age		43.7	40.4	44.9	35.4	39.6	39.60	35.40	40.70	33.70	36.30	41.6				
Below 18 years	2025	22.1%	24.3%	15.3%	24%	24.0%	1546 (27.5%)	975 (30.7%)	223 (18.4%)	418 (27.2%)	964 (28.5%)	28%				
Above 65 years		24.5%	19.7%	24.1%	14.6%	21.4%	888 (15.7%)	437 (13.8%)	205 (17%)	141 (9.1%)	522 (15.4%)	21%				
Housing							Housing						Housing			
Occupied	2025	2304 (100%)	1333 (100%)	637 (100%)	765 (100%)	1546 (100%)	2381 (100%)	1397 (100%)	669 (100%)	778 (100%)	1508 (100%)	19,047				
		2026 (87.9%)	1109 (83.2%)	549 (86.2%)	666 (87.1%)	1250 (80.9%)	2080 (87.4%)	1191 (85.3%)	563 (84.2%)	666 (85.6%)	1257 (83.4%)	17314 (90.9%)				
Owner Occupied Housing Units	2025	1274 (55.3%)	388 (29.1%)	278 (43.6%)	246 (32.2%)	408 (26.4%)	1229 (59.1%)	434 (36.4%)	251 (44.5%)	235 (35.3%)	390 (31%)	2025	11,828 (62.1%)			
Renter Occupied Housing Units	2025	752 (32.6%)	721 (54.1%)	271 (42.5%)	420 (54.9%)	842 (54.5%)	851 (40.9%)	758 (63.6%)	313 (55.5%)	431 (64.7%)	867 (69%)	7219 (37.9%)				
Vacant		278 (12.1%)	224 (16.8%)	88 (13.8%)	99 (12.9%)	296 (19.1%)	301 (12.6%)	206 (14.8%)	106 (15.8%)	112 (14.4%)	251 (16.6%)	1733 (9.1%)				
Income							Income						Income			
Median Household Income	2025	\$ 38,457	\$ 32,493	\$ 46,488	\$ 50,136	\$ 27,993	\$ 37,536	\$ 25,151	\$ 48,841	\$ 51,224	\$ 24,382	\$ 60,716				
Average Household Income		\$ 57,397	\$ 48,789	\$ 64,145	\$ 57,665	\$ 50,923	2019 - 2023	\$ 52,780	\$ 44,924	\$ 67,455	\$ 56,272	\$ 47,328	2025	\$ 86,498		
Median Net Worth		\$ 78,887	\$ 12,710	\$ 70,558	\$ 12,988	\$ 12,860	N/A						2025	\$ 134,745		
Crime							Crime						Crime			
Total Crime Index	2024	310	438	492	433	471	Note: 100 is the benchmark: A value of 100 represents the average risk level for the entire United States. Above 100 is above average: Any value greater than 100 signifies an above-average risk compared to the national average. Below 100 is below average: Any value less than 100 means the risk is below the national average.						238			
Personal Crime Index		505	591	543	475	657							259			
Murder Index		845	925	633	526	863							345			
Rape Index		215	72	221	143	168							125			
Robbery Index		288	417	356	286	453							147			
Assault Index		608	716	647	584	791	N/A						313			
Property Crime Index		274	410	483	425	436							234			
Burglary Index		336	402	315	336	355							208			
Larceny Index		260	416	550	463	472							254			
Motor Vehicle Theft Index		275	381	295	305	323							149			
Education							Education						Education			
High School Degree		2025	32.1%	50.6%	22.4%	11.2%	38.0%							2025	24.70%	
Bachelors Degree	8.0%		4.3%	23.0%	14.3%	4.1%	N/A						2025	18.40%		
Masters/Professional Degree	6.5%		3.6%	12.8%	13.1%	6.2%							2025	13.30%		

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