



**REGULAR MEETING OF FLORENCE CITY COUNCIL  
MONDAY, JANUARY 12, 2026 – 1:00 P.M.  
CITY CENTER – COUNCIL CHAMBERS  
324 WEST EVANS STREET  
FLORENCE, SOUTH CAROLINA**

**MEMBERS PRESENT**

Mayor Lethonia Barnes, Mayor Pro Tempore George Jebaily, Councilman Chaquez T. McCall, Councilman Bryan A. Braddock, Councilwoman LaShonda NeSmith-Jackson, Councilman J. Lawrence Smith, II and Councilman Zach McKay

**ALSO PRESENT**

Mr. Scotty Davis, City Manager; Mr. Ronald Scott, City Attorney; Mrs. Casey Moore, Municipal Clerk; Ms. Patrice Rankin, Assistant City Clerk; Mr. Clint Moore, Assistant City Manager of Development; Chief Shannon Tanner, Florence Fire Department; Interim Police Chief Stephen Starling, Florence Police Department; Mr. Michael Hemingway, Director of Utility Planning and Economic Development; Mr. Jerry Dudley, Director of Planning; Mrs. Amanda Pope, Director of Marketing/Communications and Municipal; Mr. Adam Swindler, Director of Public Works; Mrs. Jennifer Krawiec, Director of Human Resources; Mrs. Victoria Nash, Director of Parks, Recreation, and Sports Tourism; Mr. Glenn Bodenheimer, Interim Finance Director and Mr. Joshua Whittington, Director of Utilities

**MEDIA PRESENT**

Notices of this regular meeting of City Council were provided to the media and individuals requesting a copy of the agenda informing them of the date, location, and time of the meeting.

**CALL TO ORDER**

Mayor Barnes called the January 12, 2026 Regular meeting of Florence City Council to order at 1:00pm.

**INVOCATION**

Mayor Barnes gave the invocation for the meeting. The pledge of allegiance to the American Flag followed the invocation

**APPROVAL OF MINUTES**

Pro tem Jebaily made a motion to adopt the minutes of the December 8, 2025 Regular Meeting and Councilman Smith seconded the motion. The minutes were unanimously (7-0) adopted.

**ADDENDUM TO THE AGENDA**

**Executive Session – Personnel Matter**

Without objection, this item was added to the meeting agenda.



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**SERVICE RECOGNITIONS**

Mr. Adam Swindler, Director of Public Works, recognized Gregory Allen for 35 years of service with the City of Florence.

Mr. Adam Swindler, Director of Public Works, recognized Daniel Correa for 15 years of service with the City of Florence.

Mr. Jerry Dudley, Director of Planning, recognized Retha Brown for 20 years of service with the City of Florence.

Mr. Stephen Starling, Interim Police Chief, recognized Alex Ussery for 20 years of service with the Florence Police Department.

Mr. Stephen Starling, Interim Police Chief, recognized Jon Watts for 15 years of service with the Florence Police Department.

Mr. Stephen Starling, Interim Police Chief, recognized Kristopher Russell for 10 years of service with the Florence Police Department.

Mr. Shannon Tanner, Fire Chief, recognized Alex McGovern for 15 years of service with the Florence Fire Department.

Mr. Shannon Tanner, Fire Chief, recognized Jacob Shuler for 15 years of service with the Florence Fire Department.

**ORDINANCES IN POSITION**

**Bill No. 2025-43 – Second Reading**

**An Ordinance to amend Section 14-21, Section 14-22, and Section 14-23 of the City of Florence municipal code regarding provision related to regulating the curfew for juveniles and other matters related thereto.**

Councilwoman NeSmith-Jackson made a motion to adopt Bill No. 2025-43 on second reading and Councilman McCall seconded the motion.

Council voted unanimously (7-0) in favor of the motion. Bill No. 2025-43 was adopted.

**INTRODUCTION OF RESOLUTIONS**

**Resolution No. 2026-01**

**A Resolution honoring Smiling Scoops for their contributions to the efforts to revitalize downtown Florence.**

Councilman McCall made a motion to pass Resolution No. 2026-01 and Councilwoman NeSmith-Jackson seconded the motion.

Mayor Barnes and Councilman McCall presented the Resolution to Stoney and Whitney Dupree, owners of Smiling Scoops. Mr. Dupree thanked Council for the recognition.



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Council voted unanimously (7-0) in favor of the motion. Resolution No. 2026-01 was passed.

**Resolution No. 2026-02**

**A Resolution to recognize National Marriage Week in the City of Florence.**

Councilwoman NeSmith-Jackson made a motion to pass Resolution No. 2026-02 and Councilman McCall seconded the motion.

Mayor Barnes and Councilman Braddock presented the Resolution to Pastor Chris Handley. Pastor Handley thanked Council for the recognition and spoke on the importance and impact of healthy marriages.

Council voted unanimously (7-0) in favor of the motion. Resolution No. 2026-02 was passed.

**Resolution No. 2026-03**

**A Resolution of Recognition for the 12u Florence All-Star Football team for winning the South Carolina Athletics Program State Championship.**

Councilwoman NeSmith-Jackson made a motion to pass Resolution No. 2026-03 and Councilman McCall seconded the motion.

Mayor Barnes presented the Resolution to the 12u Florence All-Star Football team. The team mom spoke on behalf of the team and thanked Council for the recognition.

Council voted unanimously (7-0) in favor of the motion. Resolution No. 2026-03 was passed.

**Resolution No. 2026-04**

**A Resolution of Recognition for Thomas Mitchell for his contributions to the City of Florence.**

Councilwoman NeSmith-Jackson made a motion to pass Resolution No. 2026-04 and Councilman Braddock seconded the motion.

Mayor Barnes and Councilwoman NeSmith-Jackson presented the Resolution to Mr. Thomas Mitchell. Mr. Mitchell thanked Council for the recognition.

Council voted unanimously (7-0) in favor of the motion. Resolution No. 2026-04 was passed.

**REPORT TO COUNCIL**

**Appointments to Boards and Commissions**

Mayor Barnes said this item may be discussed in Executive Session. Without objection, this item will be discussed in Executive Session.

**Bowen National – Report on the Housing Study**

Mr. Jerry Dudley, Director of Planning, introduced Mr. Patrick Bowen of Bowen National Research, explaining that the city's Housing Study began around mid-year last year. He noted that Mr. Bowen



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is passionate about housing and brings more than 30 years of experience conducting housing and market studies across the country.

Mr. Patrick Bowen presented the Florence, South Carolina Housing Needs Assessment to Council. (A copy of this presentation is attached to and made part of these minutes.) Mr. Bowen said that housing makes a difference and spoke to his personal experience with affordable housing and its importance. He noted that while the City of Florence has significant housing needs, it also has many opportunities. Mr. Bowen then reviewed the scope of work for the Housing Needs Assessment and provided an overview of the findings and recommendations for the City of Florence.

Councilman McKay referred to the Housing Assessment and asked whether it is typical in the region for a significant percentage of individuals working in the City to commute more than 50 miles. Mr. Bowen responded that for a city of this size, it is common for approximately 80% of the workforce to live outside the City. However, he noted that the 25.1% commuting more than 50 miles is relatively high due to the unusually long distances traveled by commuters.

Councilman Braddock referenced the recently adopted amendment regarding accessory dwelling units (ADUs) and asked whether its impacts were reflected in the housing assessment. He noted that if not, ADUs, primarily studio and one-bedroom units, could add to the housing inventory. Mr. Bowen responded that the housing survey was completed in August/September 2025, and Councilman Braddock acknowledged that the survey was completed prior to adoption of the amendment. Councilman Braddock asked whether city staff had an estimate of how many units could be added as a result. Mr. Jerry Dudley, Director of Planning, indicated that very few units have been approved to date, estimating fewer than ten ADUs have come through the City for approval. Councilman Braddock questioned whether this was due to a lack of awareness about ADUs and suggested the City may need to do additional outreach or marketing to encourage participation. He then pointed out that the assessment identified one vacant studio unit and seven vacant one-bedroom units, suggesting the amended ordinance could directly impact those units, and again asked about the potential increase in housing inventory. Mr. Clint Moore, Assistant City Manager, said it is difficult to determine. Mr. Moore explained that the City's original zoning ordinance in 2008 did not permit ADUs, resulting in many units operating "under the radar" and not being advertised. He noted these units are typically located in the city's historic neighborhoods and often associated with detached garages and existing infrastructure. While ADUs are expected to increase with new construction, the overall impact remains unknown. Councilman Braddock asked if there were additional steps the City could take to encourage ADUs and inquired how many studio and one-bedroom units are currently in permitting. City staff responded that very few are proposed. Councilman Braddock expressed concern that developers are unlikely to build studio and one-bedroom units, emphasized the gap in that segment of housing, and reiterated his support for encouraging residents to apply for permits so existing ADUs can be brought into compliance and added to the available housing supply.

Councilman Braddock asked whether the housing assessment included information on the impact of the state-mandated tax rates on rental housing, specifically the 6% tax on residential rentals compared to 4% on commercial properties. He expressed concern that the state's tax code places a disproportionate tax burden on non-owner-occupied dwellings. Councilman Braddock also expressed concerns regarding claw backs and discussed barriers to affordable housing.

Mr. Clint Moore, Assistant City Manager, informed Council that during the Housing Assessment process, the AESC Battery Plant project was placed on pause and therefore excluded from the assessment. He noted that once additional progress and a clearer timeline are available, certain figures in the assessment may be updated.



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Councilman McCall thanked Mr. Bowen for presenting the Housing Assessment and said that a similar assessment conducted by North Charleston revealed comparable findings, which prompted the Community Development Committee to request an assessment for the City. He referenced prior instances where proposed multifamily developments faced community opposition due to perceived lack of need. He noted that the assessment confirms a significant need for additional multifamily housing and greater housing options. Councilman McCall further cited examples of residents, particularly millennials, seeking opportunities in other cities due to lower costs of living and asked why the City's cost of living is higher than in some other municipalities. Mr. Bowen responded that while he could not speak to specific communities, the City's development costs, fees, and taxes are competitive, but land costs are higher. Although land costs cannot be controlled, the City may offset them through measures such as reduced fees and density bonuses. Councilman McCall asked how these measures apply to existing housing units. Staff explained that limited housing inventory is a major contributor to higher housing costs and that increasing supply is necessary to remain competitive.

Councilman Braddock raised concerns regarding land costs and density, asking whether municipalities are revising ordinances to address density challenges and suggesting alternatives such as tiny homes, mobile homes, or revised single-family density standards. Mr. Bowen cited Asheville, North Carolina, as an example of a city offering density bonuses but noted he was not aware of other municipalities rewriting ordinances, though further research could be conducted.

Pro tem Jebaily thanked Mr. Bowen for conducting the Housing Assessment, the Community Development Committee for initiating the assessment, and city staff for their efforts. He requested that an electronic copy of the Housing Assessment be emailed to Council, which staff confirmed.

Councilman Smith asked for information regarding the number of housing units permitted or currently under construction, including a breakdown by multifamily and single-family developments. Mr. Clint Moore, Assistant City Manager of Development, responded that housing data has been tracked since 2018 and includes units that are completed, under construction, or under review. He reported that approximately 8,700 units have been approved within the water and sewer utility franchise area since 2018, with the most active approval period occurring between 2020 and 2023. Mr. Moore noted that many of these projects are now in the construction phase, with approximately half either nearing completion or still proposed, and that development activity is expected to increase now that the City has concrete data to share with developers and the community.

Councilman McCall acknowledged the need for additional housing units in the City and requested clarification on the target price points. Mr. Bowen explained that the Housing Assessment indicates rental units would be more affordable, while for-sale units would generally range from moderate to higher priced options.

Councilwoman NeSmith-Jackson asked how the City can encourage developers to build affordable housing given higher land costs. Mr. Bowen responded that various programs can make such projects financially viable, citing the Low-Income Housing Tax Credit program as an example. He also noted that increasing the supply of moderately priced housing could help alleviate affordability challenges by allowing residents to move out of lower-priced units. He further acknowledged the broader national housing crisis and emphasized the importance of learning from other communities' approaches.

Mayor Barnes thanked Mr. Bowen and asked Mr. Scotty Davis, City Manager, to outline the City's efforts to reduce housing costs. Mr. Davis reported that Council has allocated funding over several budget cycles to support housing initiatives, including down payment assistance, demolition of blighted properties, establishment of the nonprofit Building Florence Together, partnerships with developers



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through land contributions and up to \$25,000 in down payment assistance, and other related programs. He also noted that the City has worked with legislators to pursue enabling legislation for a housing trust fund; however, in the absence of such legislation, housing initiatives have been funded through the City's general fund. He emphasized that without the City's proactive approach in prior years, housing challenges would be more severe.

Councilman McKay asked about the selection criteria for the City's down payment assistance programs and inquired about strategies to grow the workforce-age population. Mr. Davis explained that some programs have income limits, such as those funded through the Community Development Block Grant program, which requires applicants to be below 80% of the area median income. Other programs funded with City dollars have no income limits but are restricted by location. He also highlighted the City's monthly Homebuyer Workshops designed to prepare prospective homebuyers and noted that most programs operate on a first-come, first-served basis.

Mr. Bowen concluded by commending the City for its housing initiatives and ongoing efforts.

### **CITY MANAGER'S REPORT**

Mr. Scotty Davis, City Manager, recognized Mr. Lynwood F. Givens, Purchasing Agent for being elected Grand Master of the Prince Hall Grand Lodge of South Carolina. Mr. Davis also announced that Mayor Barnes has been selected to participate in the 8<sup>th</sup> class of the Riley Mayors Design Fellowship. The 2026 Riley Mayors Design Fellowship consists of six mayors from across the state of South Carolina. The Riley Mayors Design Fellowship is a partnership between the Riley Center for Livable Communities at the College of Charleston, Clemson University's Master of Resilient Urban Design Program, the South Carolina Arts Commission and the Municipal Association of South Carolina.

### **MAYORAL REPORT**

Mayor Barnes highlighted the Budget Work Session held last week with Council and city staff. She noted that 2025 was a great year for the City of Florence and shared her excitement for the opportunities and initiatives planned for 2026. Mayor Barnes commended Council and city staff for their continued hard work and dedication. She also shared a card she received from a veteran praising the Florence Veterans Park for its beauty, meaning, and the honor it shows to those who have served.

### **COMMITTEE REPORTS**

#### **Business Development Committee, Chaired by Pro tem Jebaily**

Pro tem Jebaily said the committee did not meet due to the holidays. He highlighted the Urban Square groundbreaking that was held on December 18, 2025.

#### **Community Development Committee, Chaired by Mayor Barnes**

Mayor Barnes said the committee did not meet due to the holidays. Committee meetings will resume in January.

#### **Finance, Audit and Budget Committee, Chaired by Councilman McCall**

Councilman McCall said the committee did not meet due to the holidays. He briefly highlighted the Budget Retreat that was held last week and thanked city staff for their hard work and dedication.



**EXECUTIVE SESSION**

Mayor Barnes said Council will be entering into Executive Session for a discussion regarding appointments to city Boards and Commissions, for a discussion regarding an economic development project located in the Downtown Central District and for a personnel matter.

Pro tem Jebaily made a motion to enter into Executive Session and Councilwoman NeSmith-Jackson seconded the motion. Council voted unanimously (7-0) to enter into Executive Session at 2:55pm.

Councilman McCall made a motion to resume open session and Councilman Smith seconded the motion. The motion carried. Council resumed open session at 4:45pm and took action on the following items:

**Appointments to Boards and Commissions**

Mr. Davis presented the packet of appointments to Boards and Commissions to Council.

**Design Review Board**

Councilman McCall deferred his nomination to the Board.

**Construction and Maintenance Board of Adjustments and Appeals**

Mayor Barnes deferred remaining nominations to the Board.

**Resilience and Sustainability Advisory Committee**

Councilman Smith deferred his nomination to the Board.

**Public Safety Citizen's Review Board**

Councilman McKay made a motion to appoint Alexis Mourounas to the Public Safety Citizen's Review Board and the motion carried unanimously. Alexis Mourounas was appointed to the Public Safety Citizen's Review Board for a term to begin immediately and expire on June 30, 2029.

**Board of Zoning Appeals**

Mayor Barnes deferred her nomination to the Board.

**Veterans Park Committee**

Councilman Smith deferred his nomination to the Board.

**Personnel Matter**

Pro tem Jebaily made a motion to adopt the written performance evaluation of the City Manager as discussed in Executive Session and to authorize the Mayor to execute the evaluation on behalf of the Council and deliver the same to the City Manager. Councilman Braddock seconded the motion. Councilman McKay recused himself from the vote due to not being privy to information based on the goals set by Council prior to being elected to Council. (A copy of the recusal statement is attached to and made part of these minutes.)



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Council voted 6-0 in favor of the motion. The motion carried unanimously (6-0), with Councilman McKay having recused himself.

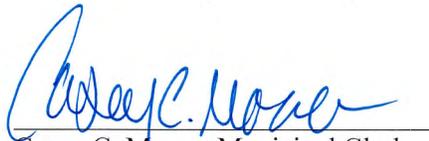
Pro tem Jebaily made a motion to amend the City Manager's employment agreement to extend the term by two years and Councilman Braddock seconded the motion.

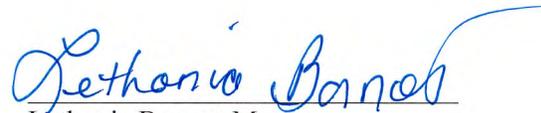
Council voted 6-0 in favor of the motion. The motion carried unanimously (6-0), with Councilman McKay having recused himself.

**ADJOURN**

Without objection, the January 12, 2026 Regular meeting of City Council was adjourned at 4:48pm.

Dated this 9<sup>th</sup> day of February 2026.

  
\_\_\_\_\_  
Casey C. Moore, Municipal Clerk

  
\_\_\_\_\_  
Lethonia Barnes, Mayor

# RECUSAL STATEMENT

Member Name: Zach McKay

Meeting Date: 1.12.26

Agenda Item: Section \_\_\_\_\_ Number: \_\_\_\_\_

Topic: City Manager Evaluation

*The Ethics Act, SC Code §8-13-700, provides that no public official may knowingly use his office to obtain an economic interest for himself, a family member of his immediate family, an individual with whom he is associated, or a business with which he is associated. No public official may make, participate in making, or influence a governmental decision in which he or any such person or business has an economic interest. Failure to recuse oneself from an issue in which there is or may be conflict of interest is the sole responsibility of the council member (1991 Op. Atty. Gen. No. 91-37.) A written statement describing the matter requiring action and the nature of the potential conflict of interest is required.*

## Justification to Recuse:

\_\_\_\_\_ Professionally employed by or under contract with principal

\_\_\_\_\_ Owns or has vested interest in principal or property

X Other: Not privy to information  
based on goals set prior to election.

Date: 1.12.26 X

Member

Approved by Parliamentarian: 

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# Florence, South Carolina Housing Needs Assessment



**BOWEN**  
NATIONAL  
RESEARCH

Trusted Service | National Experience

CONTACT: Patrick Bowen

[patrickb@bowennational.com](mailto:patrickb@bowennational.com)

614-833-9300

## Scope of Work

- Study of City of Florence with Comparison to the Balance of Florence County. Also Includes Five City Submarkets.
- Demographic Characteristics and Trends
- Economic Conditions & Investments
- Existing Housing Stock (Rental & For-Sale)
- Evaluation of Community Services
- Study of Special Needs Populations
- Identification of Development Opportunities
- Evaluation of Residential Development Costs & Potential Housing Regulatory Barriers
- Identification of Potential Developers/Investors
- Review of Housing Programs
- Online Resident/Commuter & Stakeholder Surveys
- Quantified Rental & For-Sale Housing Gaps by Various Levels of Affordability

# HOUSING NEEDS ASSESSMENT

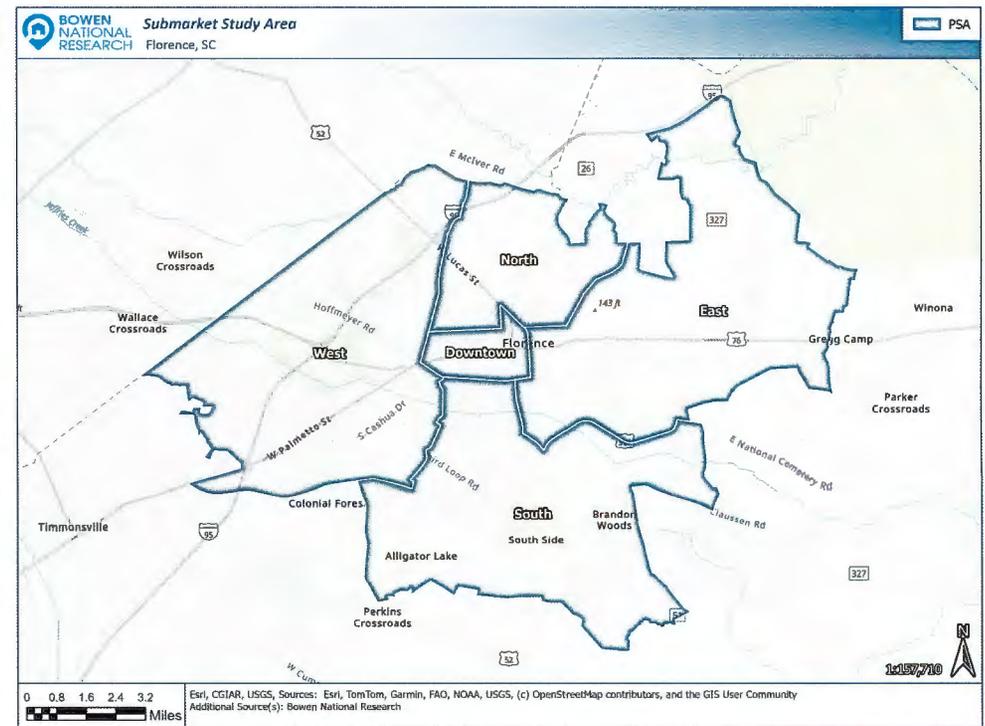
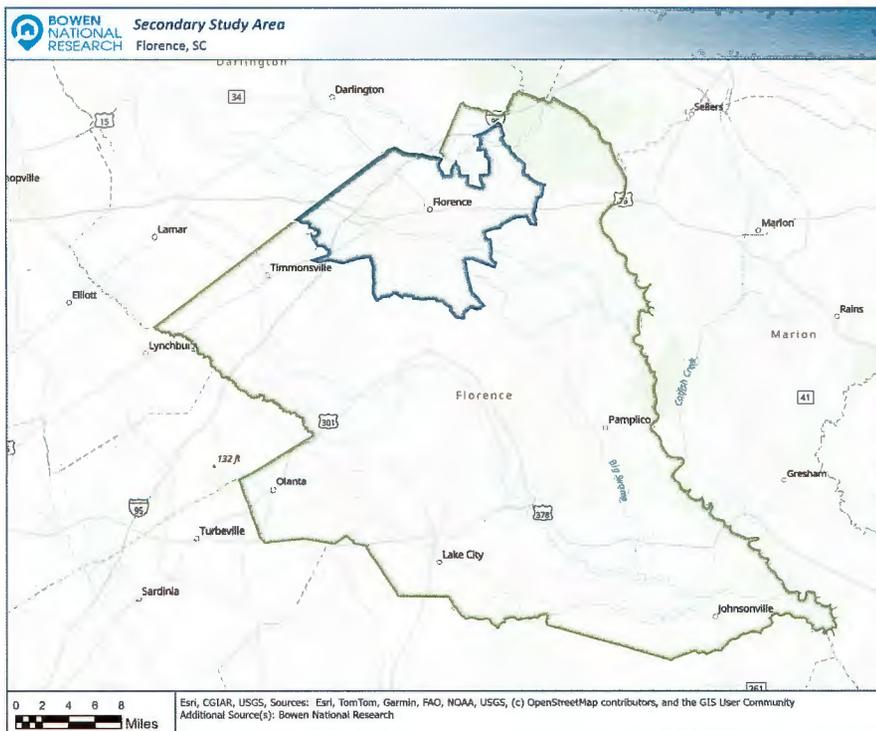
Florence,  
South Carolina



2025

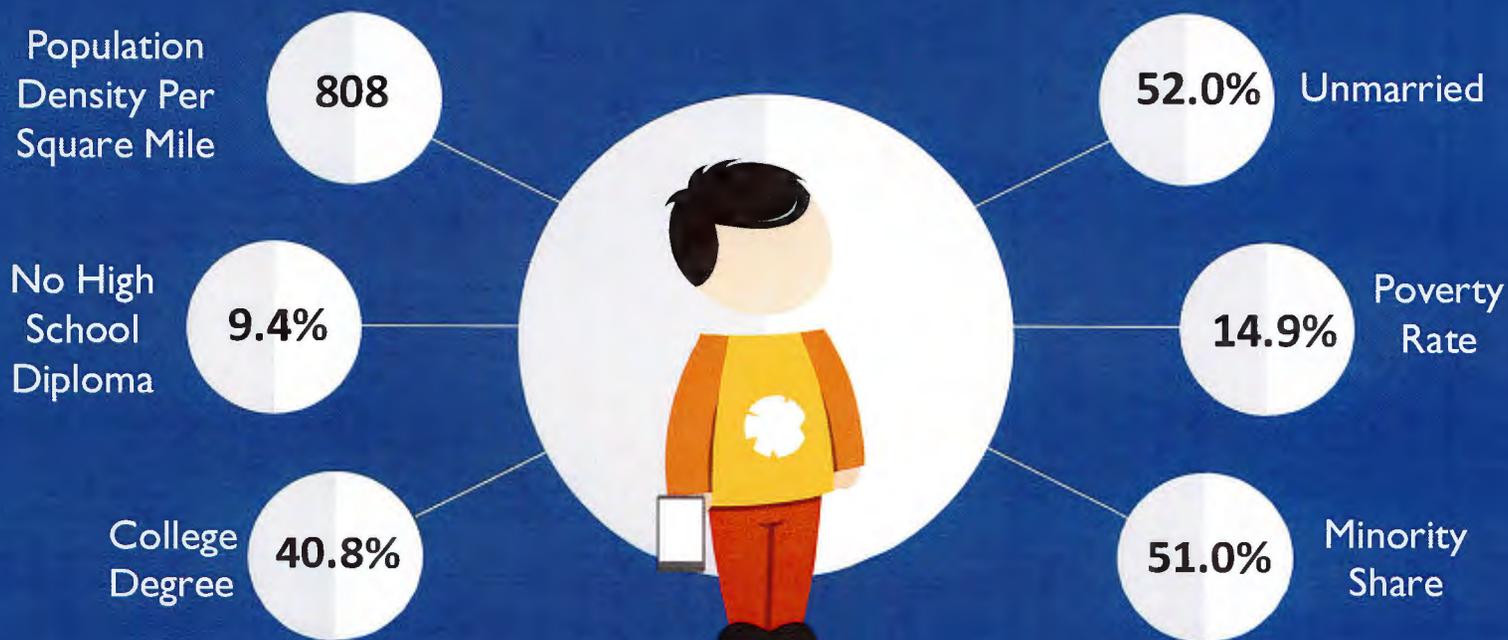
## Study Areas

- PSA – Florence (City\* - Focus of Report)
- SSA – Balance of Florence County
- Submarkets (Five Areas within the City\*)



\*Florence includes city and areas just beyond city limits

# Florence Population Characteristics

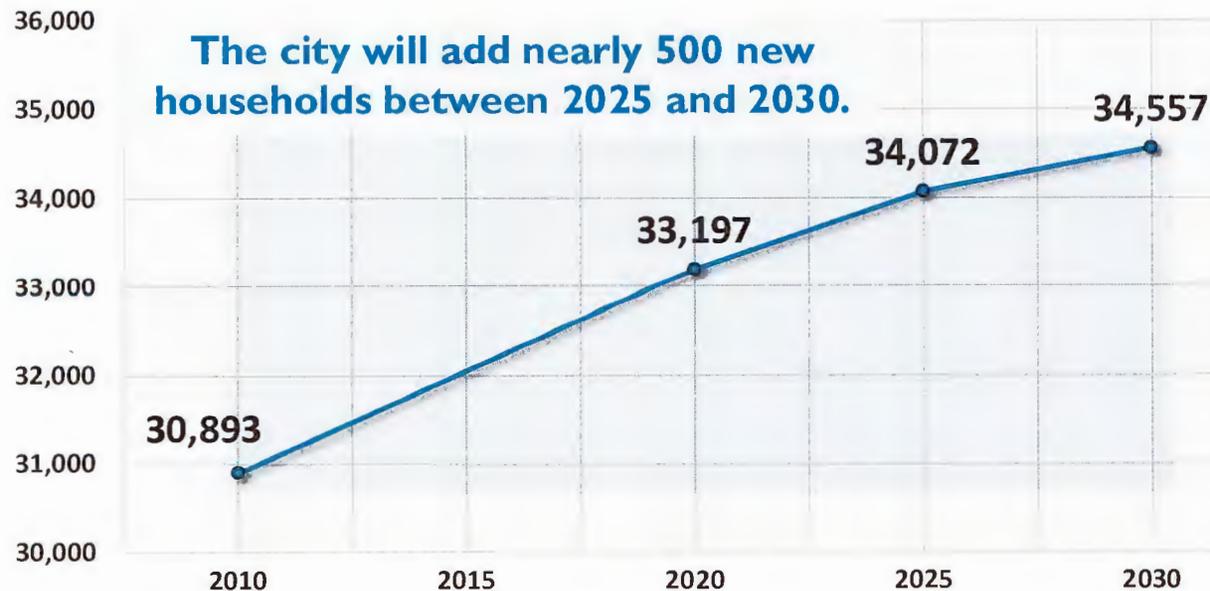


The composition of the population can affect incomes and ultimately housing affordability.

## Demographics – Overall Household Growth Trends

***Since 2010, Exceptional Household Growth within Florence has Contributed to Strong Demand for Additional Housing Alternatives, a Trend that is Expected to Continue for the Foreseeable Future.***

PSA Household Growth Trends (2010-2030)



The projected household growth over the next five years will contribute to the need for additional housing units. However, other factors also impact the housing needs of the city.

## Demographics – Households and Household Change

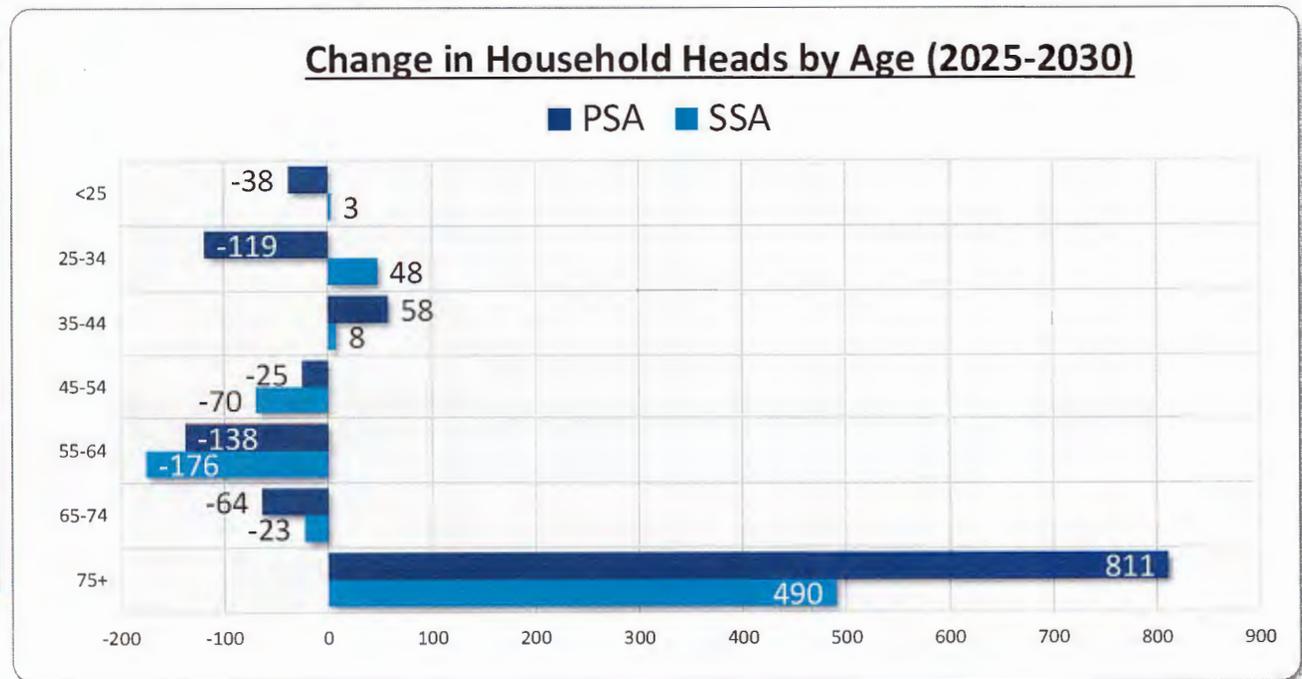
	Total Households				Household Change					
	2010	2020	2025	2030	2010-2020		2020-2025		2025-2030	
	Census	Census	Estimated	Projected	Number	Percent	Number	Percent	Number	Percent
<b>Downtown Florence</b>	2,766	2,754	2,749	2,747	-12	-0.4%	-5	-0.2%	-2	-0.1%
<b>North Florence</b>	3,910	3,785	3,738	3,712	-125	-3.2%	-47	-1.2%	-26	-0.7%
<b>East Florence</b>	3,313	3,323	3,327	3,329	10	0.3%	4	0.1%	2	0.1%
<b>South Florence</b>	10,201	11,091	11,428	11,615	890	8.7%	337	3.0%	187	1.6%
<b>West Florence</b>	10,703	12,244	12,829	13,153	1,541	14.4%	585	4.8%	324	2.5%
<b>Florence Study Area</b>	30,893	33,197	34,072	34,557	2,304	7.5%	875	2.6%	485	1.4%
<b>Balance of County</b>	21,794	21,430	21,955	22,235	-364	-1.7%	525	2.4%	280	1.3%
<b>Florence County</b>	52,687	54,627	56,027	56,792	1,940	3.7%	1,400	2.6%	765	1.4%
<b>South Carolina</b>	1,800,392	2,047,988	2,226,193	2,398,869	247,596	13.8%	178,205	8.7%	172,676	7.8%

**Three of the City's Five Submarkets are Growing, with the Greatest Growth Occurring and Projected to Occur in the South Florence and West Florence Submarkets. This Growth in Households will Add to the Demand for Housing.**

## Demographics – Household Heads by Age

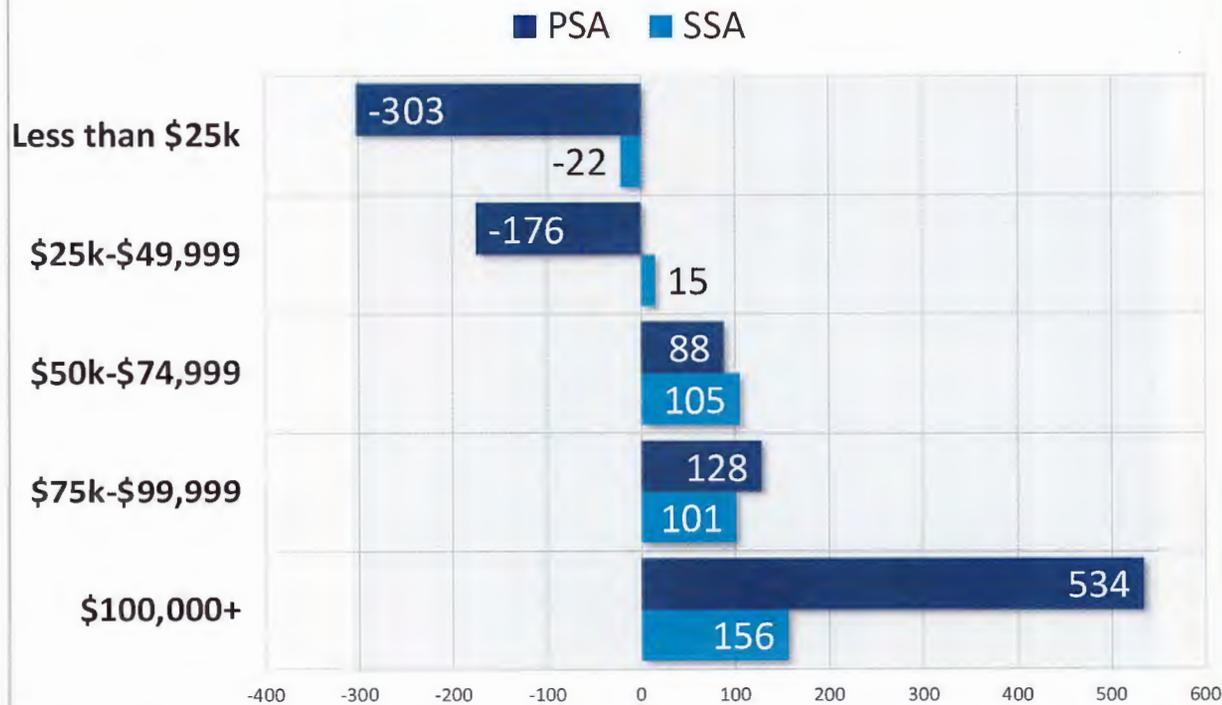
**Changes in Households by Age, which Includes New Households Entering the PSA (Florence) and Existing Households Aging in Place, will Influence Future Housing Demand for both Family and Senior-Oriented Housing.**

Between 2025 and 2030, the largest household growth is projected to occur among households between the ages of 35 and 44 and households aged 75 and older.



## Demographics – RENTER Households by Income

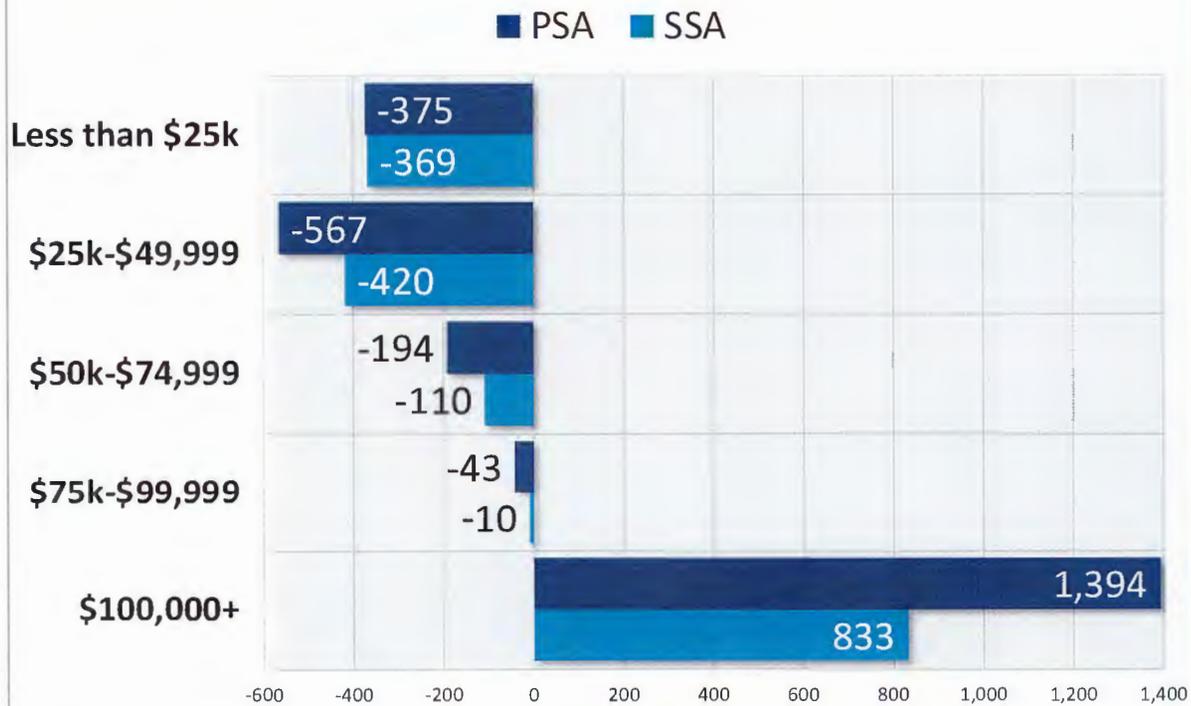
Change in Renter Households by Income (2025-2030)



Between 2025 and 2030, renter **household growth** in the PSA is expected to occur among **moderate- and higher-income households (earning \$50,000 or more annually)**, leading to increased demand for moderately priced workforce housing and high-end rental housing. However, it is noteworthy that **over half (52.2%) of renter households will earn less than \$50,000 in 2030.**

## Demographics – OWNER Households by Income

Change in Owner Households by Income (2025-2030)



Although owner household growth between 2025 and 2030 is projected to occur among households earning \$100,000 or more, a household would need to have an annual income of at least \$94,500 to afford a home at the current median list price of \$283,500. **Nearly 60.0% of owner households do not have the incomes to afford a typical home available in the market.** As such, for-sale housing affordability should continue to be a part of future housing discussions in the city.

## Substandard Housing

- Within the PSA, 6.1% of renter households and 1.6% of owner households are overcrowded.
- The shares of households with incomplete plumbing or kitchens within the PSA are 2.4% (renters) and 0.5% (owners).
- There are an estimated **1,438 households** in the PSA living in substandard housing.

	Housing Age and Conditions											
	Pre-1970 Product				Overcrowded				Incomplete Plumbing or Kitchen			
	Renter		Owner		Renter		Owner		Renter		Owner	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Downtown Florence</b>	584	40.5%	1,045	96.7%	56	3.9%	0	0.0%	14	0.9%	15	1.3%
<b>North Florence</b>	791	39.3%	827	46.9%	119	5.9%	3	0.2%	34	1.7%	23	1.3%
<b>East Florence</b>	294	17.9%	300	17.1%	121	7.4%	0	0.0%	30	1.8%	0	0.0%
<b>South Florence</b>	502	16.0%	1,923	25.0%	245	7.8%	96	1.2%	20	0.6%	57	0.7%
<b>West Florence</b>	400	11.6%	1,164	14.0%	163	4.7%	232	2.8%	194	5.6%	19	0.2%
<b>Florence Study Area</b>	2,571	22.6%	5,259	25.4%	704	6.1%	330	1.6%	291	2.4%	113	0.5%
<b>Balance of County</b>	1,867	21.4%	3,227	20.3%	209	2.7%	185	1.7%	75	1.2%	81	0.5%
<b>Florence County</b>	4,438	23.8%	8,486	25.0%	913	4.9%	515	1.5%	366	2.0%	194	0.6%
<b>South Carolina</b>	131,360	22.2%	289,266	19.6%	24,964	4.2%	16,883	1.1%	11,716	2.0%	8,610	0.6%

Source: American Community Survey; ESRI; Bowen National Research

## Housing Cost Burdened Households

There are an estimated **9,625 households** living within the city that are **housing cost burdened**. Of these, **4,490** are **severe housing cost burdened**.

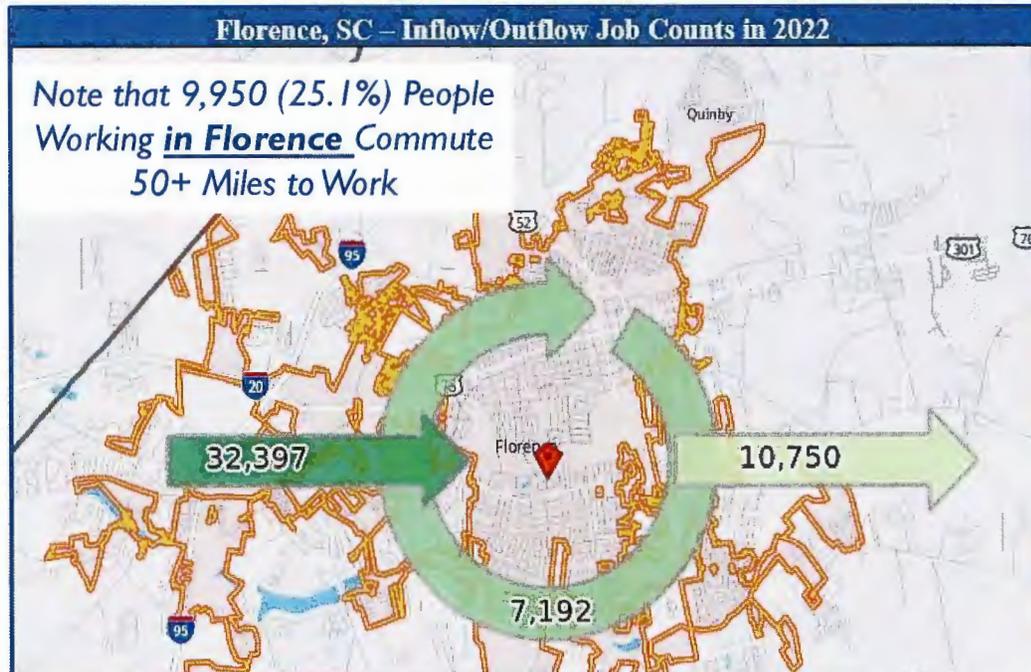
Number of Cost Burdened/Severe Cost Burdened Households						
Area	Cost Burdened		Total Cost Burdened	Severe Cost Burdened		Total Severe Cost Burdened
	Renter	Owner		Renter	Owner	
Downtown Florence	787	293	1,080	417	50	467
North Florence	686	343	1,029	358	129	487
East Florence	860	530	1,390	544	303	847
South Florence	1,410	1,432	2,842	632	573	1,205
West Florence	2,011	1,273	3,284	1,012	472	1,484
Florence Study Area	5,754	3,871	9,625	2,963	1,527	4,490
Balance of County	2,531	2,601	5,132	1,468	1,185	2,653
Florence County	8,285	6,472	14,757	4,431	2,712	7,143

**Housing cost burdened households pay over 30% of income toward housing**

**Severe housing cost burdened households pay over 50% of income toward housing**

## Commuting Patterns

**32,397 People Commute into the PSA (Florence) from Surrounding Areas for Employment. These Non-Residents Account for 81.8% of the People Employed in the PSA and Represent Potential Support for Future Residential Development.**



Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES)

### Florence, SC: Commuting Flow Analysis by Age and Earnings (2022, All Jobs)

Worker Characteristics	Workers Inflow	
	Number	Share
Ages 29 or younger	7,456	23.0%
Ages 30 to 54	17,181	53.0%
Ages 55 or older	7,760	24.0%
Earning <\$1,250 per month	7,996	24.7%
Earning \$1,251 to \$3,333	11,749	36.3%
Earning \$3,333+ per month	12,652	39.1%
<b>Total Worker Flow</b>	<b>32,397</b>	<b>100.0%</b>

## Multifamily Rental Housing

***A Total of 40 Multifamily Apartment Properties were Surveyed in the City of Florence. There were 149 Vacant Units among the Market's 4,047 Total Units. There are no Subsidized Vacant Units in the Market. Regardless, Demand for Rental Housing Alternatives at All Affordability Levels is Strong.***

Surveyed Multifamily Rental Housing – Florence Study Area					
Project Type	Projects Surveyed	Total Units	Vacant Units	Occ. Rate	Vacancy Rate
Market-rate	23	3,130	136	95.7%	4.3%
Tax Credit	10	484	13	97.3%	2.7%
Tax Credit/Subsidized	2	97	0	100.0%	0.0%
Government-Subsidized	5	336	0	100.0%	0.0%
<b>Total</b>	<b>40</b>	<b>4,047</b>	<b>149</b>	<b>96.3%</b>	<b>3.7%</b>

The overall multifamily rental supply is operating at **low 3.7% vacancy rate**, which is below the 4% to 6% range typically found in healthy, well-balanced rental markets.

Source: Bowen National Research

## Multifamily Rental Housing

**Multifamily Rental Housing Vacancy Rates are Lowest in the Downtown, East and West Submarkets. The More Affordable Rental Alternatives (Tax Credit and Government-Subsidized Rentals) have the Lowest Vacancy Rates Across Each Submarket).**

	Surveyed Multifamily Rental Housing Supply by Area						
	Projects Surveyed	Total Units	Vacant Units	Overall Vacancy Rate	Vacancy Rate by Type		
					Market-Rate	Tax Credit	Government Subsidy
<b>Downtown Florence</b>	6	469	5	1.1%	1.4%	<b>0.0%</b>	-
<b>North Florence</b>	2	180	12	6.7%	8.3%	<b>0.0%</b>	-
<b>East Florence</b>	2	276	1	<b>0.4%</b>	<b>0.6%</b>	-	<b>0.0%</b>
<b>South Florence</b>	17	1,273	69	5.4%	8.0%	3.8%	<b>0.0%</b>
<b>West Florence</b>	13	1,849	62	3.4%	3.5%	<b>0.0%</b>	<b>0.0%</b>
<b>Florence Study Area</b>	40	4,047	149	3.7%	4.3%	2.3%	<b>0.0%</b>
<b>Balance of County</b>	17	840	4	<b>0.5%</b>	1.3%	1.3%	<b>0.0%</b>

## Multifamily Rental Housing (Market-Rate Rents)

**Median Market-Rate Rents in the Overall City Range from \$962 (Two-Br./1.0 Bath) to \$1,385 (Three-Bedroom/2.0 Bath) with the Highest Rents in the South Florence Submarket and the Lowest Rents in the North Submarket.**

	Median Market-Rate Rents by Bedroom/Bathroom Type			
	One-Br/ 1.0-Ba	Two-Br/ 1.0-Ba	Two-Br/ 2.0-Ba	Three-Br/ 2.0-Ba
<b>Downtown Florence</b>	\$935	\$1,160	\$1,230	\$1,385
<b>North Florence</b>	\$912	\$962	-	-
<b>East Florence</b>	\$1,115	\$1,200	-	\$1,595
<b>South Florence</b>	\$1,358	-	\$1,480	\$1,770
<b>West Florence</b>	\$975	\$950	\$1,100	\$1,250
<b>Florence Study Area</b>	\$1,105	\$962	\$1,299	\$1,385
<b>Balance of County</b>	\$825	\$1,000	\$2,550	-

With most multifamily rentals having rents above \$1,100, households would generally need to have an annual income of \$44,000 to reasonably afford a typical apartment rental. **A majority of area renter households do not have sufficient incomes to afford a typical apartment.**

## Housing Supply – Non-Conventional Rentals (Houses, Duplexes, Mobile Homes, Etc.)

**Non-Conventional Rental Units Operate with Limited Availability and Relatively High Rents that are Unaffordable to Many Households.**

PSA (Florence Study Area)				
Bedroom	Vacant Units	Rent Range	Median Rent	Median Rent Per Square Foot
Studio	2	\$1,000 - \$1,660	\$1,330	\$2.50
One-Bedroom	7	\$785 - \$1,500	\$1,200	\$1.67
Two-Bedroom	64	\$750 - \$2,000	\$1,100	\$1.17
Three-Bedroom	78	\$800 - \$3,300	\$1,625	\$1.24
Four-Bedroom+	16	\$1,300 - \$3,500	\$2,200	\$1.11
Total	167	Vacancy Rate: <b>2.2%</b>		
SSA (Balance of County)				
Studio	1	\$1,100 - \$1,100	\$1,100	N/A
One-Bedroom	1	\$825 - \$825	\$825	\$1.43
Two-Bedroom	6	\$825 - \$1,500	\$898	\$1.29
Three-Bedroom	8	\$1,090 - \$1,500	\$1,350	\$1.03
Four-Bedroom+	4	\$1,200 - \$2,800	\$1,900	\$1.11
Total	20	Vacancy Rate: <b>0.3%</b>		

The 167 vacant units in the PSA (Florence) result in an overall vacancy rate of 2.2%, while the surrounding SSA has a 0.3% vacancy rate. With notably higher average rents compared to similar market-rate multifamily units in the PSA, non-conventional rentals do not represent affordable rental options for many low- to moderate-income households.

## Housing Supply – Historical Home Sales (2021 to 2025)

**The Annual Residential Median Sales Price Stabilized in 2022 and 2023 Before Increasing in 2024 and 2025. The Median Sales Price Increased by \$53,500 (26.8%) During this Five-Year Period. The Annual Sales Volume has Remained Stable.**



\*2025 Projections based on sales up through late July 2025

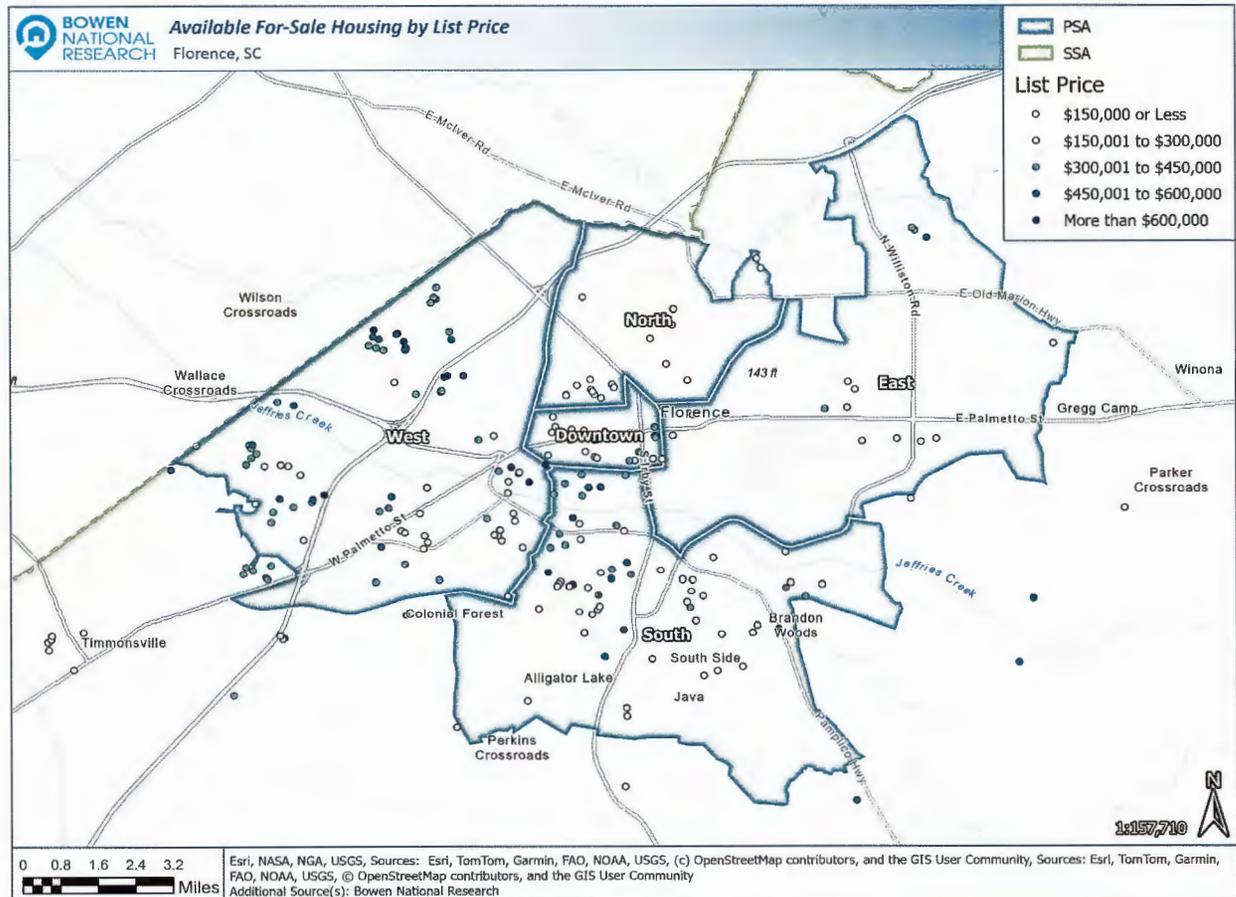
The vast majority of home sales occurred in the West (44.5%) and South (37.5%) submarkets, which also have the highest median sales prices of \$273,000 (West) and \$225,000 (South). The greatest increase in median sales price since 2021 was in the East Submarket (increase of \$86,100, 55.2%).

## Housing Supply – Available For-Sale Housing



There are **198 homes** available for purchase in the PSA (Florence), resulting in an overall availability rate of **just 0.9%** (well below the 2.0% to 3.0% rates in healthy, well-balanced markets).

The 73 available homes in the surrounding SSA result in an overall **0.5%** vacancy rate.



## Housing Supply – Available For-Sale Housing

The Largest Share (**29.3%**) of the Available Supply in the PSA is Priced Below \$200,000, Followed by Homes Priced Between \$300,000 and \$399,999 (23.7%), and those Priced Between \$200,000 and \$299,999 (23.2%). Overall, this is a **Well-Balanced Distribution of Available Homes by Price Point**.



## Housing Supply – Available For-Sale Housing by Submarket (Year Built)

While the City has a Notable Amount of Housing Priced Under \$200k, Much of this Product was **Built Over 50 Years Ago** and **May have Quality Issues**.

	Available For-Sale Housing Units by Year Built – Florence, SC (As of July 28, 2025)							
	Before 1970		1970-1999		2000-2009		2010 to present*	
	Number (Share)	Median List Price	Number (Share)	Median List Price	Number (Share)	Median List Price	Number (Share)	Median List Price
<b>Downtown Florence</b>	18 (78.3%)	\$209,500	0 (0.0%)	-	0 (0.0%)	-	5 (21.7%)	\$340,000
<b>North Florence</b>	12 (70.6%)	\$144,700	5 (29.4%)	\$219,000	0 (0.0%)	-	0 (0.0%)	-
<b>East Florence</b>	7 (46.7%)	\$189,900	3 (20.0%)	\$360,000	1 (6.6%)	\$389,900	4 (26.7%)	\$259,500
<b>South Florence</b>	12 (19.4%)	\$345,000	31 (50.0%)	\$239,900	10 (16.1%)	\$319,450	9 (14.5%)	\$294,900
<b>West Florence</b>	15 (18.5%)	\$239,900	30 (37.0%)	\$314,245	16 (19.8%)	\$429,450	20 (24.7%)	\$448,250
<b>Florence Study Area</b>	64 (32.3%)	\$212,000	69 (34.9%)	\$245,000	27 (13.6%)	\$389,900	38 (19.2%)	\$382,000
<b>Balance of County</b>	24 (32.9%)	\$227,150	25 (34.2%)	\$199,500	7 (9.6%)	\$203,000	17 (23.3%)	\$285,900

## Housing Supply – Available For-Sale Housing by Submarket

Market Indicators Point to a **High Level of Demand for For-Sale Housing Across All Submarkets** in the City, Illustrating a City-Wide Need for Such Housing.

Available For-Sale Housing – Florence, SC (As of July 28, 2025)							
	Total Units	Share	Availability Rate / MSI	Median List Price	Average Square Feet	Average Year Built	Average Days on Market
<b>Downtown Florence</b>	23	11.6%	2.1% / 4.3	\$249,900	1,804	1962	96
<b>North Florence</b>	17	8.6%	<b>0.9%</b> / 4.2	\$158,000	1,349	1959	81
<b>East Florence</b>	15	7.6%	<b>0.9%</b> / 2.3	\$249,000	1,935	1982	99
<b>South Florence</b>	62	31.3%	<b>0.8%</b> / <b>1.9</b>	\$283,500	2,359	1990	80
<b>West Florence</b>	81	40.9%	1.0% / 2.1	\$370,000	2,503	1994	68
<b>Florence Study Area</b>	198	100.0%	<b>0.9%</b> / 2.3	\$283,500	2,234	1985	78
<b>Balance of County</b>	73	-	<b>0.5%</b> / 3.2	\$225,000	2,089	1980	106

Source: Redfin.com & Bowen National Research

## Housing Supply - Senior Care Housing

**14 Senior Care Facilities, Containing a Total of 1,056 Marketed Beds/Units, were Surveyed within the City.**

Surveyed Senior Care Facilities						
Project Type	Projects	Marketed Beds/Units	Vacant	Occupancy Rate	National Media Occupancy Rate*	Base Monthly Rates
<b>PSA (Florence Study Area)</b>						
Independent Living	2	141	22	84.4%	87.8%	\$3,086-\$6,000
Assisted Living	6	411	34	91.7%	91.4%	\$3,050-\$7,670
Nursing Homes	6	504	23	95.4%	83.7%	\$2,068-\$9,452
Total	14	1,056	79	92.5%	88.5%	\$2,068-\$9,452

\*Source: 2024 State of Seniors Housing; Due to sample sizes and data availability, national median occupancy rates provided for Independent Living and Assisted Living are for private, for-profit communities, while the nursing home occupancy rate is for not-for-profit communities.

**While senior care housing in the PSA (Florence) is operating at or above national occupancy levels, the projected growth among senior households will add to the demand for such housing in the years ahead.**

## Comparing Workers' Wages with the Affordability of Rental and For-sale Housing

Wages and Housing Affordability for Top 35 Occupations by Share of Labor Force (Florence, SC Metropolitan Statistical Area)								
Occupation Sector, Title & Wages <sup>+</sup>					Housing Affordability <sup>**</sup>			
Sector Group (Code)	Labor Force Share	Occupation Title	Annual Wages		Max. Monthly Rent		Max. Purchase Price	
			Lower Quartile	Median	Lower Quartile	Median	Lower Quartile	Median
Sales and Related (41)	3.1%	Retail Salespersons	\$22,650	\$28,790	\$566	\$720	\$75,500	\$95,967
	3.0%	Cashiers	\$21,570	\$25,370	\$539	\$634	\$71,900	\$84,567
	1.0%	Sales Representatives, Wholesale	\$46,730	\$61,380	\$1,168	\$1,535	\$155,767	\$204,600
	0.9%	First-Line Supervisors of Retail	\$33,430	\$44,600	\$836	\$1,115	\$111,433	\$148,667
Food Preparation/ Serving (35)	3.1%	Fast Food and Counter Workers	\$21,720	\$23,030	\$543	\$576	\$72,400	\$76,767
	1.4%	Waiters and Waitresses	\$16,390	\$17,320	\$410	\$433	\$54,633	\$57,733
	0.8%	First-Line Supervisors, Food Prep	\$30,830	\$36,910	\$771	\$923	\$102,767	\$123,033
	0.8%	Cooks, Restaurant	\$27,690	\$34,080	\$692	\$852	\$92,300	\$113,600
Office and Administrative Support (43)	2.5%	Office Clerks, General	\$30,170	\$33,360	\$754	\$834	\$100,567	\$111,200
	2.1%	Customer Service Representatives	\$30,210	\$35,670	\$755	\$892	\$100,700	\$118,900
	1.1%	Secretaries and Admin Assistants,	\$35,350	\$40,230	\$884	\$1,006	\$117,833	\$134,100
	1.0%	First-Line Supervisors of Office	\$47,830	\$60,970	\$1,196	\$1,524	\$159,433	\$203,233
	0.9%	Bookkeeping, Accounting Clerks	\$37,120	\$44,080	\$928	\$1,102	\$123,733	\$146,933
	0.7%	Medical Secretaries	\$32,210	\$36,870	\$805	\$922	\$107,367	\$122,900
Production Occupations (51)	1.3%	Miscellaneous Assemblers	\$31,940	\$37,360	\$799	\$934	\$106,467	\$124,533
	0.7%	First-Line Supervisors Production	\$58,790	\$65,340	\$1,470	\$1,634	\$195,967	\$217,800
Transportation Material Moving (53)	3.0%	Laborers and Freight Movers,	\$31,980	\$36,610	\$800	\$915	\$106,600	\$122,033
	2.7%	Stockers and Order Fillers	\$31,060	\$34,720	\$777	\$868	\$103,533	\$115,733
	1.8%	Heavy/Tractor-Trailer Drivers	\$45,950	\$52,090	\$1,149	\$1,302	\$153,167	\$173,633
	0.9%	Industrial Truck Operators	\$39,510	\$41,600	\$988	\$1,040	\$131,700	\$138,667
	0.8%	Light Truck Drivers	\$31,040	\$39,970	\$776	\$999	\$103,467	\$133,233

Source: U.S. Bureau of Labor Statistics, Division of Occupational Employment and Wage Statistics (OEWS), May 2024

\*Annual wages listed are at the lower 25th percentile (quartile) and median level for each occupation

\*\*Housing Affordability is the maximum monthly rent or total for-sale home price a household can reasonably afford based on stated wages.



## Development Costs

Florence Comparative Summary of Contributing Development Cost Factors		
	Contributing Factor	Comments
X	<b>Median Sales Price of Vacant Land</b>	Median price for recent sales of vacant land per acre in PSA (\$33,629) is higher than areas within the surrounding SSA, which range from \$5,151 to \$19,218 per acre.
X	<b>Median List Price of Vacant Land</b>	Median price for current listings of vacant land per acre in the PSA (\$185,215) is higher than nearly all comparable/nearby cities and areas. With the exception of Myrtle Beach (\$611,538), the remaining nearby areas have current land listings that range from \$8,014 to \$150,000 per acre.
✓	<b>Mean Annual Wage* – Construction Jobs</b>	The PSA's mean annual wage (\$49,800) is lower than the state of South Carolina's mean annual wage (\$53,810) for Construction & Extraction occupations.
✓	<b>Water Tap Fee</b>	The PSA water tap fee for city of Florence residents (\$580 to \$1,680) is at the lower end of the range (\$1,125 to \$2,000) of other municipalities and utility districts.
✓	<b>Sewer Tap Fee</b>	The PSA sewer tap fee (\$180 - \$730) is below the range (\$800 to \$3,318) of other municipalities and utility districts.
✓	<b>Water/Sewer Impact Fees</b>	The PSA has no known water and sewer impact fees for new residential units. By comparison, other municipalities and utility districts have impact fees ranging from \$630 to \$3,997 per new residential unit for water and \$1,410 to \$3,790 per new residential unit for sewer.
✓	<b>Building Permit Fee**</b>	The building permit fee (\$1,060) for a home valued at \$300,000 is lower than the range (\$1,374 to \$1,957) for a home with the same valuation in other areas.
✓	<b>Property Taxes/Tax Millage Rates (2024 Tax Year)</b>	The annual property tax (4% assessment ratio) for a home with an appraised value of \$300,000 in the city of Florence (\$1,984.80) is within the low end of the range (\$1,167.60 to \$3,757.20) compared to other areas of Florence County. Note that Florence County also has a lower median 4% tax assessment ratio (.18615) compared to several surrounding South Carolina counties (.13350 to .36010).

\*Mean annual wage is for the Florence MSA

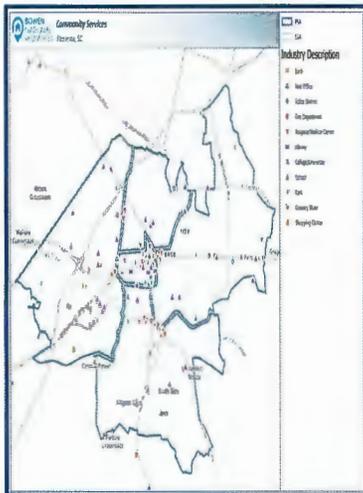
\*\*Building permit fee does not include additional plan examination fees and/or electrical/mechanical/plumbing fees.

Note: Water and sewer impact fees billed per Equivalent Residential Unit (ERU) or Residential Equivalent Unit (REU)

# Other Housing Factors

**Numerous Other Factors were Evaluated to Determine Their Potential Impact on Local Housing Needs and Opportunities.**

## Community Services



## Special Needs Populations

- Homeless: 140
- Disabled: 17,888
- Elderly (65+): 27,691
- Frail Elderly: 4,569



## Development Partners

**Over 75 Identified**

Entity Name	Website
<b>Housing Developer</b>	
Alliance Residential Company	<a href="https://allresco.com/">https://allresco.com/</a>
Boyd Management and Development	None Found, Phone: 870-788-3800
Bradley Development	<a href="https://bradleydevelopers.com/">https://bradleydevelopers.com/</a>
The Collier companies	<a href="https://colliercompanies.com/">https://colliercompanies.com/</a>
Caviness & Cates	<a href="https://www.cavinessandcates.com/">https://www.cavinessandcates.com/</a>
Century Communities	<a href="https://www.centurycommunities.com/">https://www.centurycommunities.com/</a>
City of Florence	<a href="https://www.cityofflorence.com/">https://www.cityofflorence.com/</a>
Connelly Builders, Inc.	<a href="https://www.connellybuilders.com/">https://www.connellybuilders.com/</a>
Core Spaces	<a href="https://corespaces.com/">https://corespaces.com/</a>
Dominion	<a href="https://www.dominionapartments.com/us/nc/fla/">https://www.dominionapartments.com/us/nc/fla/</a>
Douglars Builders, LLC	<a href="https://douglarsbuilders.com/">https://douglarsbuilders.com/</a>
D. R. Horton, Inc.	<a href="https://www.drhorton.com/">https://www.drhorton.com/</a>
Ervin Engineering Co., Inc.	<a href="https://www.ervinengineering.com/">https://www.ervinengineering.com/</a>
Fitch Leck Development	<a href="https://www.fitchleck.com/">https://www.fitchleck.com/</a>
Flournoy Development Group	<a href="https://flournoycompanies.com/">https://flournoycompanies.com/</a>
Great Southern Homes	<a href="https://www.greatsouthernhomes.com/">https://www.greatsouthernhomes.com/</a>
Greystar	<a href="https://www.greystar.com/">https://www.greystar.com/</a>
Hillpointe, LLC	<a href="https://www.hillpointe.com/">https://www.hillpointe.com/</a>

## Program Identification

**Over 70 Identified**

- Federal: 29
- State: 33
- Region/Local: 10



## Regulatory Review

Zoning District	Minimum Lot Area*	Maximum Gross Density (Units/Acre)
RE Estate Residential	Single-Family (Conventional)	15 acres
	Single-Family (Cluster)	8 acres
	Mixed Residential (Planned)	2 acres
RS Suburban Residential	Single-Family (Conventional)	2 acres
	Mixed Residential (Planned)	12,000 sf
RG General Residential (RG-1)	Single-Family (Conventional)	15,000 sf
	Single-Family (Cluster)	10,000 sf
	Mixed Residential (Planned)	6,000 sf
RG General Residential (RG-2)	Single-Family (Conventional)	10,000 sf
	Single-Family (Cluster)	6,500 sf
	Mixed Residential (Planned)	4,500 sf
RG General Residential (RG-3)	Single-Family (Conventional)	6,000 sf
	Mixed Residential (Cluster)	4,500 sf
	Mixed Residential (Planned)	3,500 sf
RU Urban Residential	Single-Family Detached	5,000 sf
	Patio/Lot Line House	4,000 sf
	Duplex	9,000 sf
	Over-Under Duplex	8,000 sf
	Weak-Link Townhouse	3,750 sf
	Duplex Townhouse	3,200 sf
	Townhouse	2,400 sf
Apt. Building (Single-Use)	1,550 sf	

## Community Input

***More than 350 People Participated in Online Surveys, Providing Valuable Insight into Local Housing Market Issues and Opportunities.***

### Stakeholders (27)

- **Issues:** Housing Affordability, Lack of Down Payment for Home Purchase & Limited Housing Availability
- **Housing Needed:** Rental @ <\$1,000  
For-Sale @ <\$200k  
For-Sale @ \$200k-\$299k
- **Development Barriers:** Infrastructure Costs & Development Costs
- **Housing Priorities:** Clearing Blight to Create Land for Development, New Construction, and Repairing/Repurposing Existing Housing
- **Solutions:** Collaboration, Educating Public on Importance of Housing & Government Assistance with Infrastructure.

### Residents/Commuters (326)

- **Resident Issues:** Housing Affordability, Poor Credit & Insufficient Down Payments/Deposits
- **Housing Needed:** Rental @ \$1,000-\$1,499  
For-Sale @ \$300k-\$499k  
For-Sale @ <\$300k
- **Negative Market Issues:** High Prices & Rents, Mismatch of Wages and Housing Costs, Excessive or Rising Utility Costs, and Neglected/Blighted Properties

## Housing Gap Estimates 2025-2030

***Florence has an Overall Five-Year (2025 to 2030) Housing Gap of 6,016 Units for Rental and For-Sale Product at a Variety of Affordability Levels.***

Percent of Median Income	≤ 50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$38,500	\$38,501-\$61,600	\$61,601-\$92,400	\$92,401+
<b>Rental Housing Gap Estimates (2025-2030)</b>				
Monthly Rent Range	≤\$962	\$963-\$1,540	\$1,541-\$2,310	\$2,311+
Overall Units Needed	1,374	745	519	290
<b>Total Rental Housing Gap</b>				<b>2,928</b>
<b>For-Sale Housing Gap Estimates (2025-2030)</b>				
Price Point	≤\$128,333	\$128,334-\$205,333	\$205,334-\$308,000	\$308,001+
Overall Units Needed	174	284	1,153	1,477
<b>Total For-Sale Housing Gap</b>				<b>3,088</b>

**Note:** The preceding housing gaps represent the total number of housing units that would need to be addressed if **all local housing issues were to be resolved**. Housing gaps are a reflection of the need for new units, the lack of available units, units that should be repaired or replaced, households facing housing affordability issues, and the anticipated housing needs of people commuting into the area for work.

WHAT'S  
NEXT?

## Recommended Housing Strategies

- ❖ **Using Housing Market Data from this Housing Needs Assessment, Assess and Adjust Short-Term and Long-Term Housing Goals and Objectives from Previously Established Plans**
- ❖ **Establish Specific Goals for the City's Long-Term Annexation Strategy using New Data from this Housing Needs Assessment and Best Practices from Other Communities**
- ❖ **Consider Expanding Current Housing Preservation and Blight Mitigation Efforts and Programs**
- ❖ **Leverage Existing Network of Housing Advocates, Increase Capacity and Collaboration, and Explore the Formation of a Housing Task Force or Coalition**
- ❖ **Consider Holding Events such as a "Developer Day" and/or Create a Newsletter or Similar Outreach Tool to Market Housing Needs and Opportunities in Florence to Potential Residential Development Partners**
- ❖ **Promote Development of Infill Lots Through a Multifaceted Approach**
- ❖ **Changes to or an Expansion of Zoning Districts to Permit the Development of Townhomes and/or Condominiums Could Support Efforts to Develop Affordable Housing Alternatives for First-Time Homebuyers and Households Looking to Downsize**

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