



## INTRODUCTION

The economy of a municipality affects each of the Comprehensive Plan elements. The Economic Element defines policies and programs that may improve the economy of a town by strengthening the current economic base of the town and encouraging new businesses to locate in the town. It is important to assess the economy of a municipality to determine where future resources and efforts should be utilized. This element discusses existing businesses and industries in the Town of Awendaw, the accumulated wealth of the Town and the existing labor force of the Town.

## EXISTING BUSINESS AND INDUSTRY

Businesses located within the incorporated area of Awendaw represent 0.1 percent of the businesses in Charleston County and 0.02 percent of the net taxable sales. Table 4.1 identifies the number of businesses located within the town’s incorporated area that report sales tax to the SC Department of Revenue. This represents the retail sales in the Town of Awendaw and shows that there are nine businesses in the Town that collect retail sales tax.

**TABLE 4.1: NUMBER OF BUSINESSES AND GROSS SALES (2002)**

Location	# of Businesses	Gross Sales	Net Taxable Sales
<i>Awendaw</i>	<b>9</b>	<b>\$1,167,912.69</b>	<b>1,015,906.70</b>
McClellanville	27	\$10,975,236.59	\$3,086,499.60
Mount Pleasant	1,411	\$940,803,848.59	\$1,792,050,475.35
Berkeley County	1,672	\$2,466,855,000.00	\$899,983,000.00
Charleston County	10,218	\$9,057,236,000.00	\$4,921,146,000.00
Dorchester County	1,654	\$1,078,927,000.00	\$556,190,000.00

*Source: SC Department of Revenue, 2001-2002 Statistical Abstract*

### Town Center Businesses

In 2001 the Berkeley-Charleston-Dorchester Council of Governments completed the Awendaw Town Center Plan. This Plan contained an economic base analysis, parcel mapping and design options for the development of a town center for Awendaw. According to this plan, the town center for Awendaw will “offer conveniences to local residents in a pedestrian-friendly atmosphere on a scale that maintains the existing rural village character of the town.” (2001) The Town Center of Awendaw consists of 46.5 acres of land located around the intersection of Maxville, Seewee and Doar roads. Although there currently is no real center of the Town, there is a nucleus of businesses in the proposed town center area consisting of town hall, a real estate office and a small country store.

Table 4.2 lists the population needed to support various shopping centers. In 2003, the estimated population in a 15-mile radius of the Town of Awendaw was 9,976 people and



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the population within a 30-mile radius is 438,616. The Town's population is considerably less at 1,195 in 2000.

**TABLE 4.2: SHOPPING CENTER CHARACTERISTICS AND TRADE AREAS**

Type of Center	Leading Tenant	Gross Leasable Area (Sq. Ft.)	Minimum Population Required	Trade Area Radius (Miles)	Trade Area Driving Time (Minutes)
<b>Neighborhood</b>	Supermarket	30,000 -100,000	3,000-40,000	1 ½	5-10
<b>Community</b>	Discount or variety store	1000,000-300,000	40,000-150,000	3-5	10-20
<b>Regional</b>	One or more full-line department store(s)	300,000+	150,000+	8-12	20-30

Source: 1985, Adapted from Urban Land Institute

### Commercial

The Town has several existing commercial businesses within its limits, including the Seewee restaurant, the Awendaw Grocery Store and the newly opened Seewee Outpost. There are also several areas zoned for potential commercial development within the Town, such as the planned development at the corner of Guerins Bridge Road and Hwy 17 and another commercial area on Highway 17 at Awendaw Creek. Table 4.3 lists the commercial properties located within the Town limits.

**Table 4.3: Commercial Properties in Awendaw**

TMS # Name of Development	Type of Development	Acreage
1. 683-00-00-019 and 035 Awendaw Creek	General Commercial (undeveloped)	9.2 ac.
2. 661-00-00-019 and 184 Parker	Planned Development (PD):Landscape Business (undeveloped)	5.33 ac.
3. 661-00-00-017 U-Haul Storage	PD: Self-Storage/Office (56,025 sq. ft.) Caretakers Office (3,200 sq. ft.)	3.7 ac.
4. 629-00-00-287 Hunley Industrial (Nettles)	PD: Light Industrial	17.72 ac.
5. 629-00-00-074 and 271 Guerins Bridge Rd. at Hwy 17	PD: Commercial, retail, office and office/warehouse (undeveloped)	100,000 sq. ft. max. 15.2 ac
6. 629-00-00-040 Sodbusters	PD: Office	1.84 ac.
7. 629-00-00-031, 181, 204, 218 Seewee Outpost	PD: Commercial (9.37 ac) Office Warehouse (8.2 ac)	17.57 ac.

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8. 629-00-00-085 (north of restaurant)	Neighborhood Commercial (undeveloped)	.85 ac.
9. Seewee Restaurant	General Commercial	1.2 ac.
10. 625-00-00-039 DeWolf	PD: Commercial (undeveloped)	13.5 ac.
11. 661-00-00-027, 028, 161, 192, 193 Town Center	Commercial (undeveloped)	12.3 ac.
12. 680-00-00-058	Commercial (screen door manufacturing)	1.9 ac.
		<b>Total Acres 85.11</b>
<b>Special Exceptions:</b>		
<b>TMS # Name of Development</b>	<b>Type of Development</b>	<b>Acreege</b>
1. 680-00-00-127 Dog Kennel	Dog Kennel	3.3 ac.
2. 661-00-00-152	Horse Clinic	5.9 ac.
3. 683-00-00-081 Berkeley Electric	Major Utility Service and Office Complex (undeveloped)	28 ac.
		<b>Total Acres 37.2</b>

### Accommodations

Currently there are no hotels, motels or bed and breakfasts in the Town of Awendaw. The Town does not expect to attract any hotels or motels but feels that it would be an ideal location for a bed and breakfast. Also, the Palmetto Trail has a trailhead within the Town and there is the possibility of a campground development being located around the trailhead.

### Offices

Currently there are a few offices within the Town of Awendaw including the Town Hall and a real estate office. There are also a number of home offices that are considered home occupations within the Town. Sodbusters Inc. is building their office at the corner of Highway 17 at Derries Road. This site can accommodate two additional small offices.

### Office Warehouses



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The planned development at Highway 17 and Guerin's Bridge Road can accommodate 100,000 square feet of office warehouse development.

### Industry

According to the 2002-2003 edition of the South Carolina Industrial Directory, published annually by the South Carolina Department of Commerce, there are no businesses that are classified as industries in the Town of Awendaw. However, there are several new industries within the Town including the Creative Countertops Company on Highway 17. This company is located in a planned development that also contains a small boat manufacturing business. At that same location there is a site available for light industrial development. There are also two businesses located north of the Town post office; an U-haul business and Pleasant Places landscaping business. The Town also has two animal related businesses, a boarding kennel and an Equine veterinarian, located near the Town Center. Table 4.4 lists the major manufacturing employers within a 30-mile radius of the Town of Awendaw, the number of employees they employ and the major products that each manufacturer produces.

**TABLE 4.4: MAJOR MANUFACTURING EMPLOYERS WITHIN A 30-MILE RADIUS**

Company	Employees	Major Products
Robert Bosch Corp – Automotive Group	1,800	Fuel injectors (gasoline and diesel)
Westvaco Packaging Resources Group	1,430	Kraft Board and Paper
Bayer Corp.	1,000	L-menthol (for flavors)
International Paper Co-Pulp & Paper	800	Die-cut cardboard
Detyens Shipyards Inc.	750	General ship repairs and modifications
Bayer Corporation	739	Dyestuffs
Alcoa Nt. Holly	600	Primary aluminum
Nucor Steel	550	Rolled Steel
Eagle Electric	538	Current carrying wiring devices

*Source: South Carolina Department of Commerce, 2003*

### Institutional

The Town of Awendaw has several institutional operations. The Town is home to numerous churches. It also contains the Sewee Interpretive Center (National Forest visitors center). Berkeley Electric Cooperative is also planning to relocate their area headquarters to Highway 17, near Awendaw Creek.



### **ACCUMULATED WEALTH**

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#### **Real Estate Values**

In 2002, the total assessed value of property in the Town of Awendaw was \$21,748,332. From that total, \$16,369,900 was from real estate, \$2,084,500 from personal property, and \$3,329,932 from vehicles. The Town of Awendaw does not charge its own property tax, but is currently considering doing so.

#### **Other Sources of Revenue**

In addition to property taxes, the Town has other sources of revenues; many are used for special purposes. For example, the Town collects a \$20 fee for zoning permits, a \$75 fee for special exceptions and variable fees for subdivisions.

#### **Bank Deposits**

There are currently no financial institutions in the Town of Awendaw.

### **LABOR FORCE**

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Businesses and employers, when considering where to locate, consider not only the market that they can reach, but also the availability of the workforce.

#### **Education**

Table 4.5 compares the Town of Awendaw's educational attainment to other towns, the tri-county, the state, and the nation. These figures show that the Town is close to the average for the percentage of individuals who are High School graduates in the metropolitan area, but below average for the percentage of individuals that have completed completed any college education.



**TABLE 4.5: REGIONAL COMPARISON OF EDUCATIONAL ATTAINMENT FOR PERSON 25 AND OVER (2000)**

	< 9th Grade	9th -12th Grade	High School Graduate	Some College	Associates Degree	Bachelor's Degree	Professional Degree
<i>Awendaw</i>	14%	19%	31%	16%	8%	11%	1%
<i>Charleston city</i>	5.1%	11.2%	19.8%	20.1%	6.4%	23.6%	13.9%
<i>Goose Creek city</i>	2.8%	7.4%	29.5%	29.1%	10.5%	14.3%	6.3%
<i>Hanahan city</i>	4.1%	11.2%	31.6%	26.6%	6.2%	15.3%	4.9%
<i>Mount Pleasant town</i>	1.6%	4.3%	14.1%	19.7%	7.7%	33.7%	18.9%
<i>North Charleston city</i>	8.1%	19.1%	28.6%	24.1%	6.3%	9.7%	4.1%
<i>Charleston MSA</i>	6.0%	12.7%	27.0%	22.3%	7.0%	16.3%	8.7%
<i>Berkeley County</i>	6.3%	13.5%	34.3%	24.2%	7.3%	10.1%	4.3%
<i>Charleston County</i>	5.9%	12.6%	22.9%	21.3%	6.6%	19.7%	11.0%
<i>Dorchester County</i>	6.1%	11.7%	29.7%	23.1%	8.0%	14.1%	7.3%
<i>South Carolina</i>	8.3%	15.4%	30.0%	19.3%	6.7%	13.5%	6.9%
<i>Nation</i>	7.5%	12.1%	28.6%	21.0%	6.3%	15.5%	8.9%

*Source: 2000 US Census*

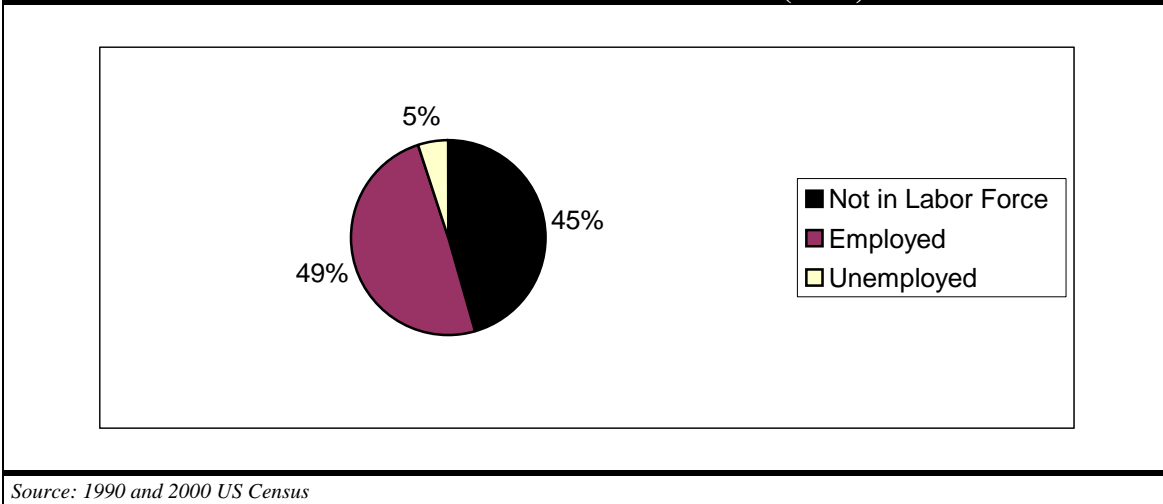
### Worker Status

The labor force of the Town of Awendaw was strong in 2002 (Figure 4.1). Of the 889 individuals in the Town of Awendaw that are 16 years of age or older, 486, or 55%, are considered to be in the labor force. Approximately 45 percent of those individuals 16 years of age and older were not in the labor force. People not in the labor force include retirees, parents staying home to raise children, or persons not actively seeking employment. Of the 889 individuals over 16 years of age and older, approximately 49 percent are employed and five percent are unemployed. As of 2000, there were no individuals employed by the armed forces living in the Town.

According to the South Carolina Industrial Directory, in 2003, the total civilian labor force within a 30-mile radius of Awendaw was approximately 438,616 persons and approximately 9,976 within a 15-mile radius.



**FIGURE 4.1: LABOR FORCE STATUS (2000)**



**Employment by Industry**

Table 4.6 compares 2000 figures for the Town of Awendaw to 1990 figures of industry of employed persons for the Awendaw area. The 2000 US Census did not collect industry statistics at a block group level.

**TABLE 4.6: INDUSTRY OF EMPLOYED PERSONS 16 YEARS AND OVER (1990 AND 2000)**

Industry	% 1990 Awendaw Area	% 2000 Town of Awendaw
<b>Agriculture/Forestry/Fisheries/Mining</b>	4	2
<b>Construction</b>	30	13
<b>Manufacturing</b>	12	12
<b>Transportation</b>	10	8
<b>Communications and Public Utilities</b>	5	N/A
<b>Wholesale Trade</b>	8	4
<b>Retail Trade</b>	14	8
<b>Finance/Insurance/Real Estate</b>	3	4
<b>Business and Repair Services</b>	9	N/A
<b>Personal/Entertainment/Recreational Services</b>	12	8
<b>Professional and Related Services</b>	11	9
Health Services	7	N/A
Educational Services	6	N/A
<b>Public Administration</b>	9	4
<b>Other Services</b>	6	6

Source: 1990 and 2000 US Census

Note: The 2000 US Census did not collect data on Industry for the block group level.



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### Employment by Occupation

Table 4.7 compares the percentage of the labor force employed in each of the seven major groups from 1990 to 2000.

The majority of the Awendaw's labor force is employed in the production, transportation, and material moving sector. A large number of the Town's residents are also employed in either the technical/sales/administrative support sector or the service sector.

### Employment Locations

Table 4.7 and 4.8 compare travel time to work for the cities and counties in the Charleston Metropolitan area, as well as county, state and national averages. On average, Awendaw's labor force still travels further to work than the Charleston County MSA average.

The 2000 US Census changed the way this data is collected, therefore, the following table represents the comparison of travel time to work by county in 2000 to that of the Town of Awendaw.

<b>TABLE 4.7: COMPARISON OF TRAVEL TIME TO WORK (1990)</b>										
	<b>Less than 15 Min.</b>	<b>%</b>	<b>15 to 39 Min.</b>	<b>%</b>	<b>40 to 89 Min.</b>	<b>%</b>	<b>90+ Min</b>	<b>%</b>	<b>Work at Home</b>	<b>%</b>
<i>Awendaw Area</i>	13	1.6	477	61.0	285	36.5	6	0.8	0	0
<i>Charleston city</i>	12,341	32.8	21,656	57.6	2,631	7.0	192	0.5	768	2.0
<i>Goose Creek city</i>	1,866	17.1	7,434	68.1	1,481	13.6	29	0.3	107	1.0
<i>Hanahan city</i>	1,923	27.5	4,713	67.3	281	4.0	33	0.5	55	0.8
<i>Mt. Pleasant town</i>	4,591	27.2	10,912	64.7	940	5.6	80	0.5	340	2.0
<i>North Charleston city</i>	10,367	27.9	18,828	50.7	2,127	5.7	164	0.4	5,670	15.3
<i>Charleston MSA</i>	58,602	24.1	141,717	58.2	32,221	13.2	1,538	0.6	9,516	3.9
<i>Berkeley County</i>	12,452	21.0	35,788	60.4	9,539	16.1	354	0.6	1,075	1.8
<i>Charleston County</i>	37,979	26.1	84,889	58.4	13,941	9.6	791	0.5	7,852	5.4
<i>Dorchester County</i>	8,171	21.0	21,040	54.0	8,741	22.5	393	1.0	589	1.5
<i>United States</i>	36,212,049	31.5	58,335,679	50.7	15,352,530	13.3	1,763,991	1.5	3,406,025	3.0
<i>Source: 1990 US Census</i>										



**TABLE 4.8: COMPARISON OF TRAVEL TIME TO WORK (2000)**

	<i>Awendaw</i>	<i>Berkeley County</i>	<i>Charleston County</i>	<i>Dorchester County</i>	<i>South Carolina</i>	<i>United States</i>
<b>&gt;5 Min.</b>	2	1,460	4,039	1,239	53,890	4,180,407
<b>%</b>	0.47	2.2	2.9	2.9	3.0	3.4
<b>5 to 10 Min</b>	15	6,539	14,543	3,473	193,658	13,687,604
<b>%</b>	3.5	10.0	10.4	8.0	10.9	11.0
<b>10 to 14 Min.</b>	0	7,863	22,524	4,744	284,615	18,618,305
<b>%</b>	0	12.1	16.1	10.9	15.9	15.0
<b>15 to 19 Min.</b>	51	8,204	27,239	5,586	311,394	19,634,328
<b>%</b>	11.9	12.6	19.4	12.9	17.4	15.8
<b>20 to 29 Min.</b>	68	15,263	33,902	8,273	382,548	25,172,296
<b>%</b>	15.9	23.4	24.2	19.1	21.4	20.3
<b>30 to 44 Min</b>	145	15,961	25,530	12,063	338,473	23,703,903
<b>%</b>	34.0	24.5	18.2	27.8	19.0	19.1
<b>45 or more</b>	121	9,839	12,290	7,965	220,156	19,098,162
<b>%</b>	43.2	15.1	8.8	18.4	12.3	15.4
<b>Median Travel Time (Min)</b>		26.5	22.6	28.0	24.3	25.5

*Source: 2000 US Census*

**INCOME OF RESIDENTS:**

**Per Capita Income**

According to the 2000 US Census, the United States per capita income was \$21,587. South Carolina per capita income was \$18,795. In 2000, the Town of Awendaw’s per capita income (\$15,781) was below the metropolitan area and the state average (Table 4.9). The City of North Charleston was the only jurisdiction with residents having per capita incomes lower than that of Awendaw.

**TABLE 4.9: COMPARISON OF REGIONAL INCOMES (2000)**

	<b>Median Household Income</b>	<b>Per Capita Income</b>
<b>Town of Awendaw</b>	<b>\$35,250</b>	<b>\$15,781</b>
McClellanville town	\$42,500	\$22,425
Mount Pleasant town	\$61,054	\$30,823
Charleston city	\$35,295	\$22,414
Goose Creek city	\$45,919	\$16,905
Hanahan city	\$39,327	\$22,629
Mt. Pleasant town	\$61,054	\$30,823
North Charleston city	\$29,307	\$14,361
Charleston MSA	\$39,491	\$19,772
Berkeley County	\$39,908	\$16,879
Charleston County	\$37,810	\$21,393
Dorchester County	\$43,316	\$18,840

*Source: 2000 US Census*



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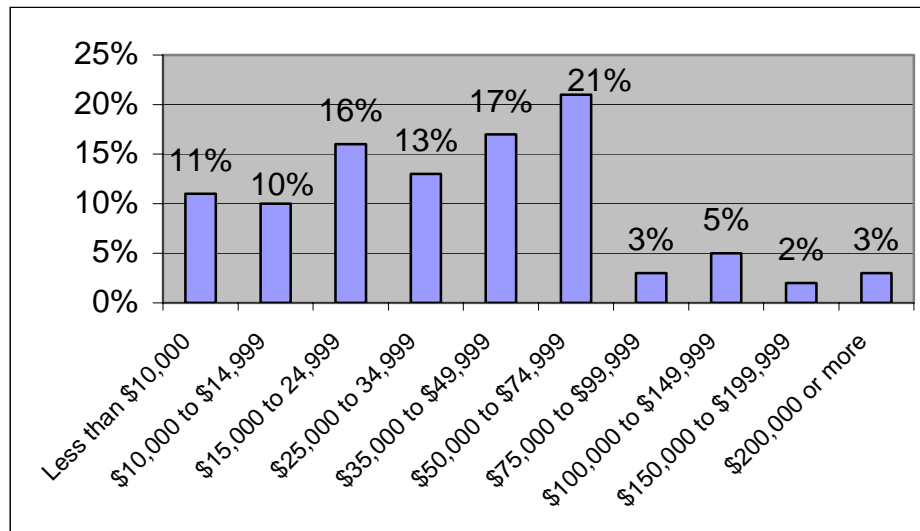
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### Household Income

The median household income for Charleston County was \$37,810 in 2000, slightly higher than the State average of \$37,082. By comparison, the Town of Awendaw's median household income was \$35,250. The Town of Awendaw falls just below the City of Charleston's median household income of \$ 35,295. The Town also falls below the Towns of McClellanville and Mount Pleasant in both median household income and per capita income. Figure 4.2 shows that the distribution of households within various income ranges is not well dispersed and is skewed to the right. The recent development of newer and larger homes in the Town may indicate that the distribution of income is changing in the Town.

As shown in Figure 4.2, the largest portion, 21 percent, of the households in Awendaw earned between \$50,000 and \$74,999 per year as of 2000.

**FIGURE 4.2: HOUSEHOLD INCOME DISTRIBUTION (2000)**



Source: 2000 US Census



**Goals, Policies and Strategies**

**Goal:** Town of Awendaw’s economic base will be healthy and stable so that all residents have an adequate standard of living.

Policy	Implementation Strategies	Suggested Schedule / Responsibility
<p>A. The Town will be proactive in developing an economic development strategy for the community that meets its needs.</p>	<ol style="list-style-type: none"> <li>1. Evaluate and recognize the amount of commercial/ industrial development needed in the town to sustain community facilities and services.</li> <li>2. Evaluate the existing commercial and industrial base and determine what types of establishments are potentially needed:                             <ul style="list-style-type: none"> <li>• To diversify and protect the economy from market fluctuations in any one industry,</li> <li>• To foster creation of jobs that will benefit from the skills and experience of local residents and pay accordingly,</li> <li>• To provide a diversity of occupational opportunities for residents.</li> </ul> </li> <li>3. Insure that all economic development efforts are sensitive to and compatible with the community’s natural resources, while benefiting from the cultural heritage and talents of its residents.</li> </ol>	<p>Ongoing/ Town Council, Community</p>
<p>B. The Town will support initiatives to provide new services that support employment of town residents.</p>	<ol style="list-style-type: none"> <li>1. Encourage development of Town Center to support marketing of local products and encourage hiring of local residents.</li> <li>2. Coordinate with community institutions to establish a childcare facility, allowing single family households with children to accept employment.</li> <li>3. Support efforts to develop, promote, and enhance accessibility of adult education opportunities.</li> <li>4. Continue support of promoting transportation alternatives to employment centers outside the community.</li> </ol>	<p>Ongoing/ Town Council</p> <hr/> <p>1-2 Years/ Town of Awendaw and Community organizations</p> <hr/> <p>Ongoing/ Town Council</p>