TOWN OF MOUNT PLEASANT, SOUTH CAROLINA
ECONOMIC DEVELOPMENT COMMITTEE
Monday, June 5, 2023
10:45 a.m.
Municipal Complex, Council Chambers
100 Ann Edwards Lane, Mount Pleasant, SC 29464

MINUTES

Members Present: Laura Hyatt, Chair; Howard Chapman; and John Iacofano (Mr. Iacofano joined remotely)
Members Absent: Rick Crosby
Staff Present: Eric DeMoura, Town Administrator; Matt Brady, Economic Development Manager

1. Call to order
   ▶ Ms. Hyatt called the meeting to order at 10:46 a.m.

2. Approval of Minutes from the March 6, 2023 meeting
   ▶ Mr. Chapman moved to amend the agenda to have item #5 after item #3, then proceed with item #4; seconded by Mr. Iacofano. All voted in favor.
   ▶ Mr. Chapman moved for approval of the minutes; seconded by Mr. Iacofano. All voted in favor.

3. Public Comments
   ▶ [No public comments]

4. Staff Updates (Item 5 now moves to Item 4)
   ▶ Matt Brady, provided the following updates to the Committee.
Economic Development Activity

- 16 onsite visits YTD
- Approximately 35 new company contacts
- 5 named projects, two with external stakeholders
- Town Proud re-launch coming soon.
- Targeted leads beginning this month
- Harbor Entrepreneur Center
  - Accelerator underway - twelve high-potential companies
  - Move-in during June. Mostly leased up with high impact companies
- Economic Development Website underway
- Collaboration with SCDOT on 526 business disturbance

Sales Activity in Mount Pleasant

![Sales Activity Chart]

Gross Taxable Sales 2016 - 22

- $3.1B
5. **Presentation of options for Town owned property on Faison Road (Previously item 4)**

- **Jonathan Oakman**, Vice President of Development for Landmark Enterprises, stated that he is also here with Jason Ward and Austin Ando from Landmark, and Nathan Shootie from McMillan Pazden Smith and Whitner Cain from Seamon Whiteside.

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**ECONOMIC DEVELOPMENT**

These buildings are designed to appeal to small businesses in the Town’s economic development and job creation target clusters. They are not Class A office, but are rather office/flex space that can work equally well for creative office users or those that need extra space for collaborating, drafting, etc. Marketing, design, and publishing; architectural & engineering; life sciences; financial services; and even small manufacturers are all target users for these spaces. Also, aeronautical engineering, pilot training, or similar businesses would be a good tie-in with the Mount Pleasant Airport.

The buildings themselves are between 10,000sf and 20,000sf of open, readily-configurable space. Architecturally they have the feel of small footprint industrial on the outside, but are fit up as needed for office/flex users inside. Contextual examples for both the stylistic approach and the user mix are Half Mile North and the Lumberyard.

The benefit of the style chosen for these buildings is that it is flexible and can be purposed for a variety of uses. Beyond the noted economic development clusters, there are other entrepreneurial sectors that could work well in these footprints and have good tie-ins with the surrounding area. These could include, but are not limited to:

- **Manufacturing**
  - Craft brewery with restaurant and tasting room – We expect this to be a local, homegrown business and would act as a gathering place for the community.
  - Examples of this use type include Edmond’s Oast, Frothy Beard, and Baker & Brewer.
  - Aeronautical parts facility for finishing and testing engine parts would be a tie-in for the nearby airport.

- **Sports Training + Medicine**
  - Performance athletic training facility would specialize in preparing youth and adults for excellence in sports. It has a good tie-in with Oceanzide Academy nearby, and would serve the affluent single-family residential in Carolina Park.
  - Physical therapy/rehab center would fit in well with the senior living communities nearby and also with the specialty medical practices clustered around Poplar Mt Pleasant Hospital.

- **Active Retail + Services**
  - These are destination uses that provide family-oriented, active-lifestyle options for the single-family residential in the area. They also tie in well with the open spaces around the site, which can be programmed for fields and outdoor training areas:
    - Indoor trampoline park (e. Velocity Sports)
    - Indoor/outdoor pickleball facility (e. Crushyard)
    - E-sports facility
    - Indoor/outdoor rock climbing gym
**PRECEDENT + CASE STUDY**

Flexible and collaborative office spaces provide a node for innovation and can support the full range of BioTech, Design and Aerospace services; these spaces should be designed to embrace the site, creating interior gathering and common space.

Wando Park Boulevard provides a home-grown example of our vision for an office/industrial/flex cluster.

Westbrook Brewing and Skyzone are excellent examples of build to suit opportunities that add value and power to compliment the residential context.

Destination community gathering places: a craft brewery will be a key, local element to activate the development.

Taking many forms active retail may range from performance athletic training to e-sports, and may include family oriented activities. Services may include physical therapy and rehabilitation.

Attainable housing, townhome style clusters arranged to create a small neighborhood.

**PRECEDEMET SITE FEATURES**

Paths and Trails can promote the exploration of the site and support a variety of activities.

A bench or picnic table can be a simple moment to enjoy and share the natural landscape.

Ponds are opportunities to enhance the landscape and provide additional recreational activities.
8 Acres (proposed)
Stormwater is managed outside of the 8 acres of development.

Open Space
Committee members continued discussions regarding height and uses of the economic development buildings.

Ms. Hyatt asked if the next step would be to bring this to full Council for review.

Mr. DeMoura stated that this would be the appropriate next step to allow Council to weigh in and choose or discuss and decide on any modifications. He stated that it is not an immediate situation; however, time is of the essence given some of the parameters. He stated that if this Committee is agreeable, staff will take this to full Council for their input at their next meeting.

6. Adjourn

There being no further business, Committee adjourned at 11:30 a.m.

Respectfully submitted,
Barbara Ashe MacDonald
June 5, 2023