



**CITY OF COLUMBIA**  
**AGENDA MEMORANDUM**

---

---

**MEETING DATE:** May 17, 2016

**DEPARTMENT:** Planning and Development Services

**FROM:** *Krista Hampton, Director*

**SUBJECT:** Map & Text Amendment

**PRESENTER:** Krista Hampton

**FINANCIAL IMPACT:**

1608 Main Street, TMS#09014-04-14; request to rezone from C-5, -DD (Central Area Commercial District, -Design/Development Overlay District) to C-5, -DD, -DP (Central Area Commercial District, -Design/Development Overlay District, -Design Preservation); and Amend Sec. 17-691 (d) to establish 1608 Main Street as a Group III individual historic landmark in the City of Columbia.

Council District: 2  
Proposal: Rezone parcel from C-5, -DD to C-5, -DD, -DP and Amend Chapter 17 - Article V, Division 3 - §17-691(d) to designate structure as a Group III Landmark  
Applicant: Krista Hampton, Director of Planning and Development Services  
D/DRC: Approve (7-0); 04/14/16 - Landmark Status (-DP)  
PC Recommendation: Approve (7-0), 04/04/16  
Staff Recommendation: Approve

**ATTACHMENTS:**

- 05-17-16\_ZPH\_Case Summary\_ZMA\_TA\_Landmark\_1608\_MainStreet (PDF)
- 2016-038 amend Sec 17-691 Buildings and sites list (d) add 1608 Main (PDF)



**CITY COUNCIL  
ZONING MAP AND TEXT AMENDMENT CASE SUMMARY**

**REZONE FROM C-5, -DD  
(CENTRAL BUSINESS DISTRICT,  
-DESIGN/DEVELOPMENT OVERLAY DISTRICT)**

**TO C-5, -DD, -DP  
(CENTRAL BUSINESS DISTRICT),  
-DESIGN/DEVELOPMENT OVERLAY DISTRICT, -DESIGN PRESERVATION)**

**1608 MAIN STREET, (TMS#09014-04-14)**

Zoning Public Hearing – May 17, 2016 at 7:00 PM  
City Council Chambers, 3<sup>rd</sup> Floor, 1737 Main Street, Columbia, SC 29201

---

|                              |   |                           |                                  |
|------------------------------|---|---------------------------|----------------------------------|
| <b>Subject Property:</b>     | 1608 Main Street, TMS#09014-04-14   |                           |                                  |
| <b>Council District:</b>     | 2   |                           |                                  |
| <b>Proposal:</b>             | Rezone parcel from C-5, -DD to C-5, -DD, -DP and Amend Chapter 17 – Article V, Division 3 - §17-691(d) to designate structure as a Group III Landmark |                           |                                  |
| <b>Applicant:</b>            | Krista Hampton, Director of Planning and Development Services   |                           |                                  |
| <b>Present Use:</b>          | Office  | <b>Proposed Use:</b>      | Office                           |
| <b>Current Land Use:</b>     | SD-3 (Central Business District)  | <b>Proposed Land Use:</b> | SD-3 (Central Business District) |
| <b>Current Zoning</b>        | C-5, -DD  | <b>Proposed Zoning:</b>   | C-5, -DD, -DP                    |
| <b>Staff Recommendation:</b> | Approve   |                           |                                  |

---

**CASE HISTORY**

---

|                        |                          |                           |                |
|------------------------|--------------------------|---------------------------|----------------|
| Staff:                 | 02/11/16 and<br>04/04/16 | C-5, -DD to C-5, -DD, -DP | APPROVE        |
| D/DRC:                 | 04/14/ 16                | Landmark status (-DP)     | APPROVED (7-0) |
| PC Recommendation:     | 04/04/16                 | C-5, -DD to C-5, -DD, -DP | APPROVE (7-0)  |
| Zoning Public Hearing: | 05/17/16                 | C-5, -DD to C-5, -DD, -DP | PENDING        |

**APPLICATION REQUEST**

---

The proposal is to rezone the parcel from C-5, -DD parcel to C-5, -DD, -DP.

## CURRENT PARCEL CHARACTERISTICS/CONDITIONS

---

The parcel is located near the northwest corner of the intersection of Main and Taylor Streets. The parcel is approximately 0.10 acres and currently has one structure dating from around 1870.

## HISTORICAL SIGNIFICANCE

---

This is a ca. 1870s commercial building that has had several façade changes over the years. It has recently had its late 1940s marble façade removed to reveal an earlier decorative brick and cast stone elevation on the upper floor. The first floor retains much of its c.1941 detailing.

Section 17-691(d) of the Columbia City Ordinance outlines the criteria for designation as a Group III Landmark.

“Group III consists of structures or sites which round out and extend the material-visual history of Columbia when added to Groups I and II; they evidence one or more of the following criteria for selection:

- (1) The site of events, homes of men, etc., that are interesting locally.
- (2) Somewhat unusual characteristics in architectural design.
- (3) Belonging to a family or "genera" of buildings recognized locally.
- (4) A mediocre example of a style or type of building which is becoming, or in danger of becoming, extinct locally.
- (5) Evidencing one or more of the criteria for Group II, but too decrepit or too destructively modified to constitute a prime historic document.

If possible, these should be preserved by "adaptive use," although not necessarily on their original sites. Generally, preservation of interiors is not of great importance and controlled remodeling of exteriors is in order.”

The building at 1608 Main Street meets criteria (2) and (4) in that it has somewhat unusual characteristics in architectural design as it executes Art Deco motifs in a speckled brick facade with cast stone inserts and a marble and chrome first story, and it is a mediocre example of a nineteenth-century commercial building that is in danger of becoming extinct locally. Art Deco typically explored smooth materials to maintain a streamlined appearance; the use of a traditional brick in this design is somewhat unusual, as is the color of the brick itself, which is cream tone that keeps in the palette of the popular terra cotta at the time. As the increased development on Main Street escalates, there is a danger that the smaller buildings of our historic commercial corridor being demolished for new development. While this building is not a perfect example of its type, its altered facades are part of the ongoing story of Main Street to keep up with architectural trends and modernize for new customers, and this is evidence that the trend has been going on for well over a century.

## PLANS, POLICIES, AND LAND USE

---

*The Columbia Plan 2018: Comprehensive Plan Land Use Classification*

Subject parcel is designated Central Business District (SD-3) in *The Columbia Plan 2018 Future Land Use Map*.

Columbia’s Central Business District is the core of the downtown area. It is a highly dense and walkable area with a multitude of uses including hotels, restaurants, residential, office buildings, support services, entertainment amenities, and public facilities. While parts of the CBD have significant historical character to preserve, this is the area in the City most likely to see high-rise redevelopment and infill.

### Primary Types:

- Small to Extra Large Business/Employment
- Multi-family High-rise
- Multi-family Medium to High-rise Mixed-use

### Secondary Types:

- Multi-family Medium to Large
- Small to Large Flex
- Parking Structures
- Civic/Institutional
- Small to Large Flex

**Tertiary Types:**

- Single-family Attached
- Cemeteries and Mausoleums

- Parking Lots

*Existing Neighborhood, Small Area, Community, and/or Corridor Plans*

The subject parcel is part of the City Center Master Plan adopted by Council, and implementation of the Plan occurred through the adoption of the Downtown Design/Development Overlay District, which applies to the parcel. The property is part of the Main Street/Central Business District area identified in the Plan, which notes that the traditional architecture of the area has remained largely intact. The inclusion of this property within the -DP as a landmark would help to ensure the architectural fabric of this area is preserved.

---

**PROPOSED ZONING DISTRICT SUMMARY**

---

The parcel is currently zoned C-5, -DD (Central Business District, -Design/Development Overlay District). The adjacent lots are C-5, -DD, and number of parcels in the area, including the property to the Southern side of the subject parcel, are designated landmarks.

The C-5 district is intended to accommodate those uses which, taken together, form the central business district, characterized by retail core uses, intensive office employment, and complementary uses intended to serve persons who shop or work in the central business district. Certain related structures and uses required to serve the needs of the area are permitted outright or are permissible as special exceptions subject to restrictions and requirements intended to best fulfill the needs of this district. Since the central business district of the city serves a unique and special function, it is the intent of this article that the C-5 district classification be applied to one contiguous and continuous area, and that before additional areas contiguous to those already classified C-5 are considered for inclusion within the C-5 district, consideration should be given to the appropriateness of the C-4 central area commercial district as an alternate designation intended to create a less congested character than that of the C-5 district.

The -DD area is intended to protect the area identified as "City Center" which is undergoing redevelopment and revitalization from incompatible land uses and influences which do not complement or promote the high-intensity mixed use character of the area. It is also the intent that new developments within the -DD area are coordinated to ensure that the land use, pedestrian environment, urban design, open space, signs, street scape and traffic circulation are sensitive to and implement the overall objectives and concept of the applicable redevelopment plan. Development within the -DD area must comply with design guidelines set forth in this Code and in the publication "City Center Design/Development Guidelines, Final Report, September 1, 1998," LDR International, Inc. Consultants. The -DD area consists of approximately 1,400 acres in the area bounded as follows: on the North by Elmwood Avenue, east by Pickens Street, South by Blossom Street, and West by the Congaree River. Any lot of record which fronts or abuts Elmwood, Pickens or Blossom within the area described above shall be deemed to fall within the -DD area.

It is the intent of the -DP to protect and improve the quality of the environment of the city by the encouragement of identification, recognition, conservation, maintenance and enhancement of areas, sites, structures, fixtures and other features of the architectural, economic, social, cultural and political history of the city as well as its natural features; to encourage appropriate use of such features, areas, sites, structures and fixtures; and to restrain influences adverse to such purposes, and by so doing to promote the public welfare. To this end, the -DP designation, when appended to a basic district classification, is intended to coordinate the purposes and intent of this article with those regulations established by other provisions whose primary intent is to further the purposes set out in this section.

*Following are the criteria for listing as a Group III Landmark:*

*Section 17-691(d) Group III consists of structures or sites which round out and extend the material-visual history of Columbia when added to Groups I and II; they evidence one or more of the following criteria for selection:*

*(1) The site of events, homes of men, etc., that are interesting locally.*

Not applicable.

*(2) Somewhat unusual characteristics in architectural design.*

It has somewhat unusual characteristics in architectural design as it executes Art Deco motifs in a speckled brick facade with cast stone inserts and a marble and chrome first story. Art Deco typically explored smooth materials to maintain a streamlined appearance; the use of a traditional brick in this design is somewhat unusual, as is the color of the brick itself, which is cream tone that keeps in the palette of the popular terra cotta at the time.

*(3) Belonging to a family or "genera" of buildings recognized locally.*

Not applicable.

*(4) A mediocre example of a style or type of building which is becoming, or in danger of becoming, extinct locally.*

As the increased development on Main Street escalates, there is a danger that the smaller buildings of our historic commercial corridor being demolished for new development. While this building is not a perfect example of its type, its altered facades are part of the ongoing story of Main Street to keep up with architectural trends and modernize for new customers, and this is evidence that the trend has been going on for well over a century.

*(5) Evidencing one or more of the criteria for Group II, but too decrepit or too destructively modified to constitute a prime historic document.*

Not applicable.

*If possible, these should be preserved by "adaptive use," although not necessarily on their original sites. Generally, preservation of interiors is not of great importance and controlled remodeling of exteriors is in order.*

---

#### STAFF RECOMMENDATION

---

This property falls outside of a city designated historic district, so its inclusion as a landmark within the –DD would help to ensure the architectural fabric of this area is preserved. Recommend to City Council to modify the zoning map and the zoning code to designate 1608 Main Street as a Group III Landmark designation as outlined in Section 17-691(d) of the City of Columbia Code.



# Future Land Use Map

1608 Main Street, TMS# 09014-04-14  
 FLU: SD-3

Department of Planning &  
 Development Services

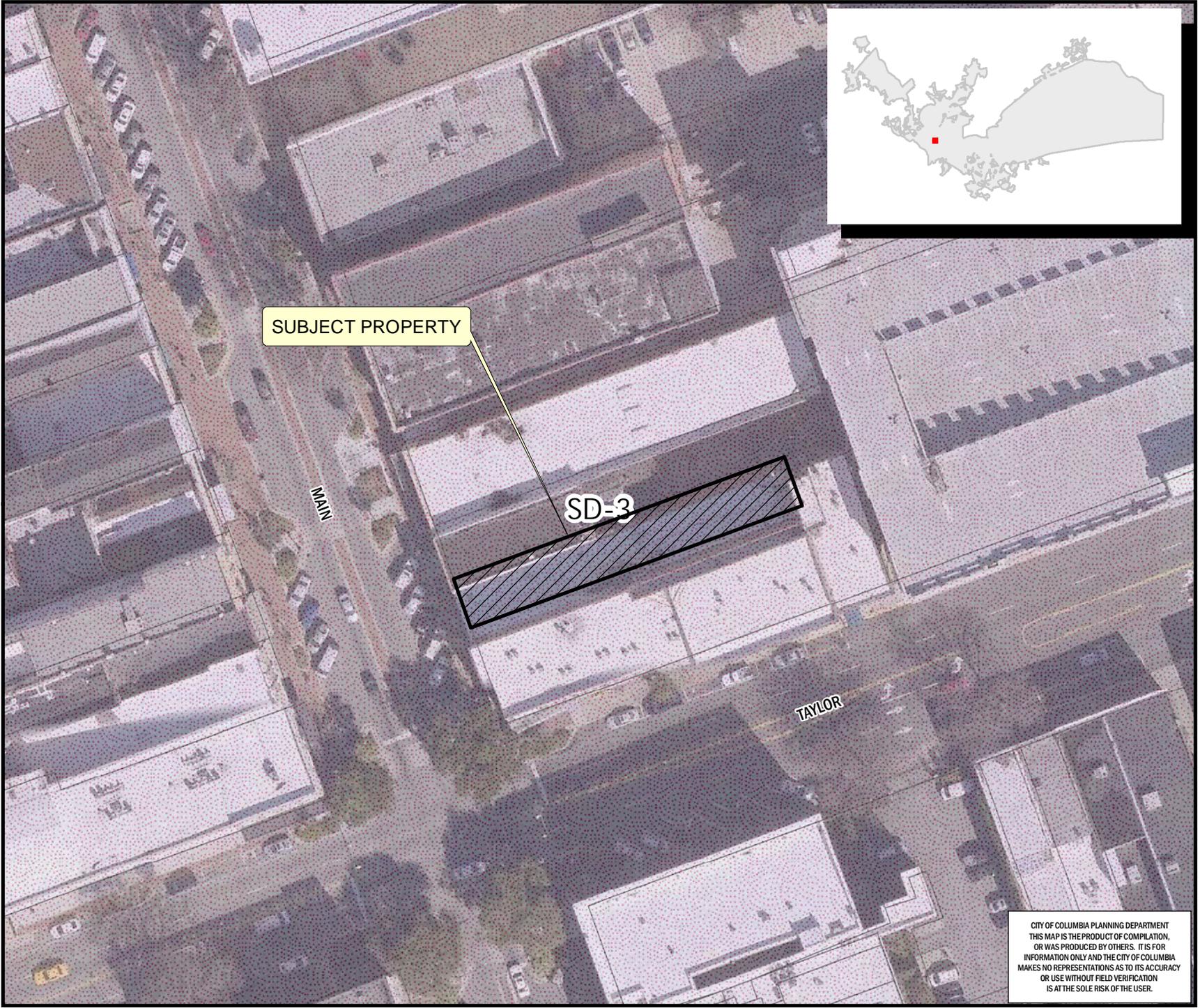
**Legend**

CITY LIMITS  
 PARCELS

- UCMR-1 - Urban Core Mixed Residential-1
- UCMR-2 - Urban Core Mixed Residential-2
- UEMR - Urban Edge Mixed Residential
- UEMF - Urban Edge Multi-Family
- UCR-1 - Urban Core Residential Small Lot
- UCR-2 - Urban Core Residential Large Lot
- UER-1 - Urban Edge Residential Small Lot
- UER-2 - Urban Edge Residential Large Lot
- UCAC-1 - Urban Core Neighborhood Activity Center
- UCAC-2 - Urban Core Community Activity Center
- UEAC-1 - Urban Edge Community Activity Center
- UCAC-3 - Urban Core Regional Activity Center
- UEAC-2 - Urban Edge Regional Activity Center
- AC-1 - Neighborhood Activity Corridor
- AC-2 - Community Activity Corridor
- AC-3 - Regional Activity Corridor
- EC - Employment Campus
- IND - Industrial
- TU - Transportation & Utilities
- SD-1 - Sports/Amusement District
- SD-2 - Civic/Institutional Districts
- SD-3 - Central Business District
- SD-4 - Riverbanks Zoo and Garden
- SD-5 - Universities/Colleges
- SD-6 - Fort Jackson

0 10 20 40 Feet

**ORIGINAL PREPARATION/DATE:**  
 This map was prepared by:  
 Ahmed Abdullah  
 March 22, 2016



CITY OF COLUMBIA PLANNING DEPARTMENT  
 THIS MAP IS THE PRODUCT OF COMPILED,  
 OR WAS PRODUCED BY OTHERS. IT IS FOR  
 INFORMATION ONLY AND THE CITY OF COLUMBIA  
 MAKES NO REPRESENTATIONS AS TO ITS ACCURACY  
 OR USE WITHOUT FIELD VERIFICATION  
 IS AT THE SOLE RISK OF THE USER.

\*\* DATA SOURCE - CITY OF COLUMBIA, GIS DIVISION

# Zoning Map

1608 Main Street, TMS# 09014-04-14  
**ZONING: Existing C-5, -DD; Proposed C-5, -DD, -DP**

Department of Planning & Development Services

**Legend**

CITY LIMITS  
 PARCELS

|       |                    |
|-------|--------------------|
| D-1   | C-1                |
| RS-1  | C-2                |
| RS-1A | C-3                |
| RS-1B | C-3A               |
| RS-2  | C-4                |
| RS-3  | C-5                |
| RD    | M-1                |
| RD-2  | M-2                |
| RG-1  | PUD-C              |
| RG-1A | PUD-LS             |
| RG-2  | PUD-LS-E           |
| RG-3  | PUD-LS-R           |
| UTD   | PUD-R              |
| MX-1  | OUT OF CITY        |
| MX-2  | Ft Jackson Overlay |

**N**

0 10 20 40 Feet

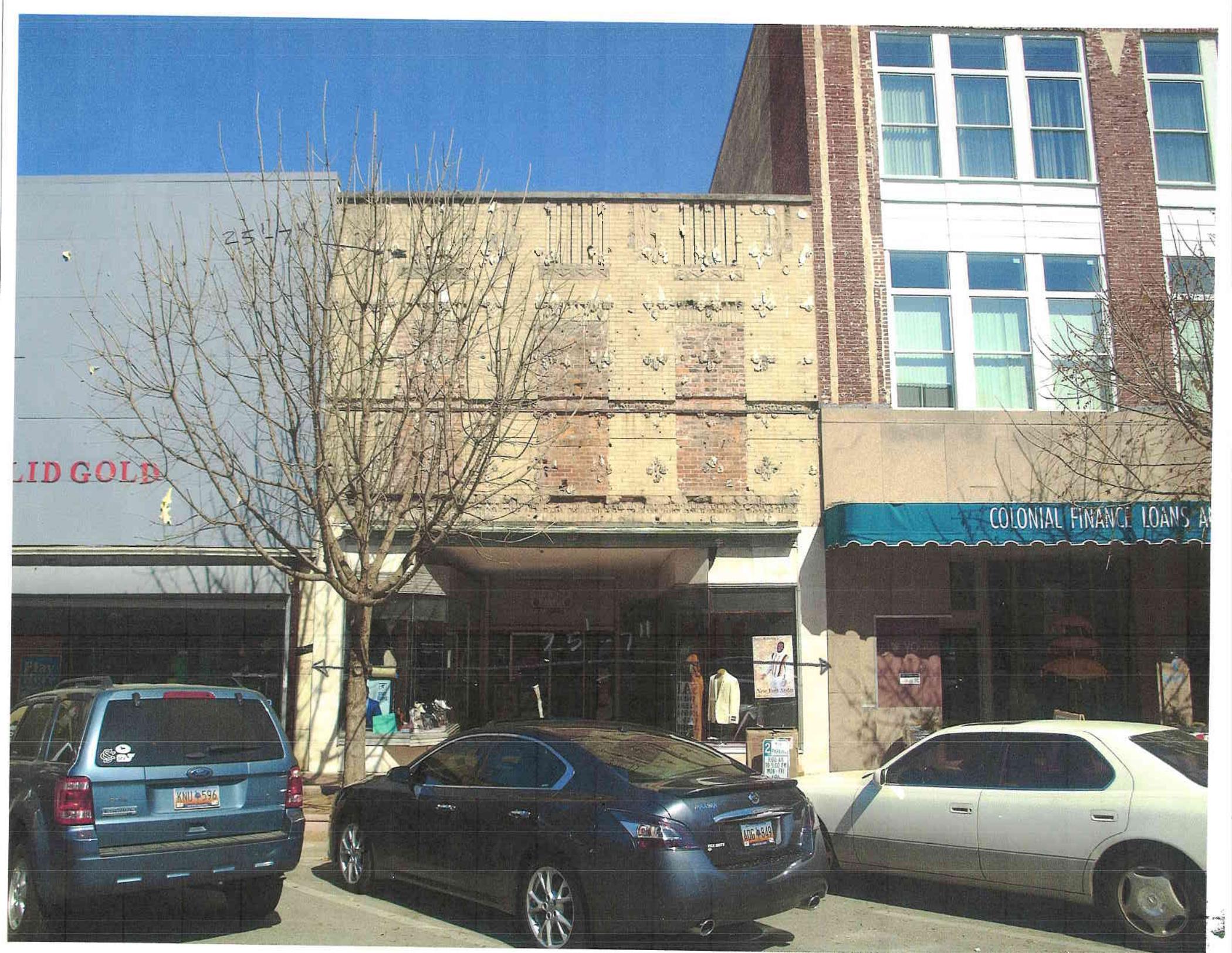
**ORIGINAL PREPARATION/DATE:**  
 This map was prepared by:  
 Ahmed Abdullah  
 March 22, 2016

**DISCLAIMER:**  
 The City of Columbia Department of Planning and Development Services data represented on this map or plan is the product of compilation, as produced by others. It is provided for informational purposes only and the City of Columbia makes no representation as to its accuracy. Its use without field verification is at the sole risk of the user.



Design/Development Overlay

\*\* DATA SOURCE - CITY OF COLUMBIA, GIS DIVISION

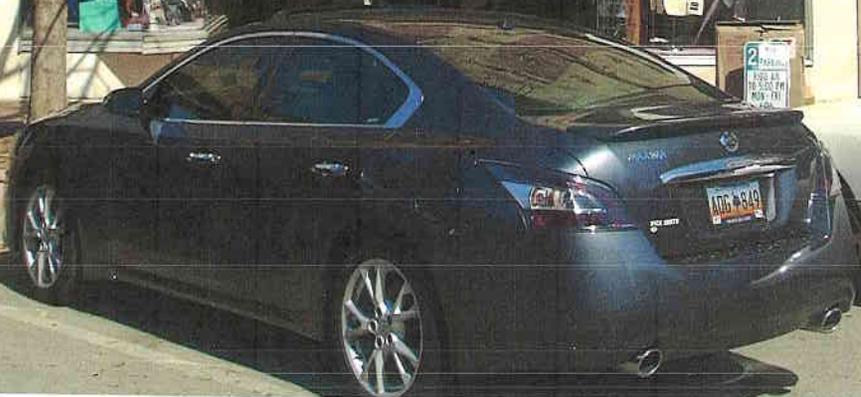


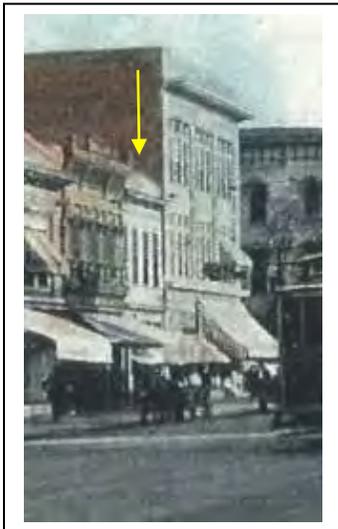
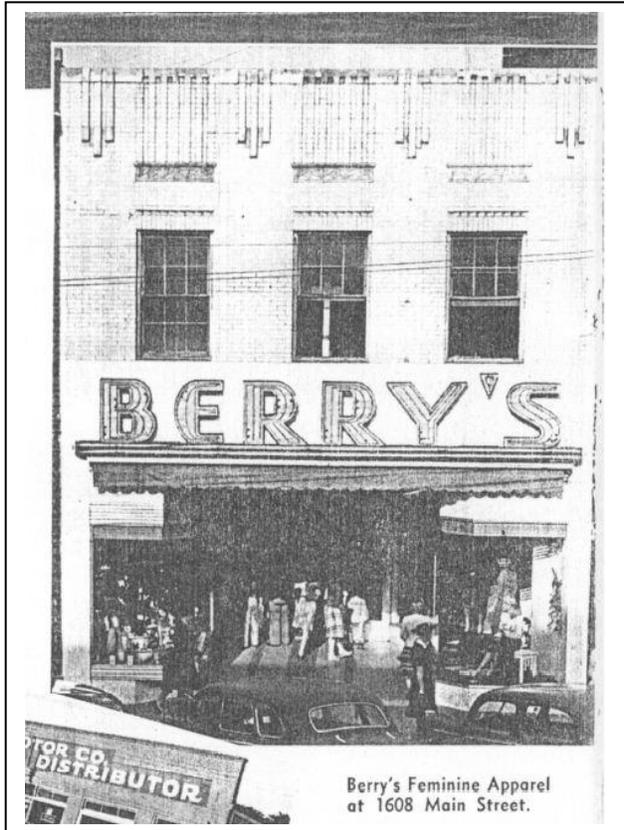
2517

LID GOLD

COLONIAL FINANCE LOANS A

75-711





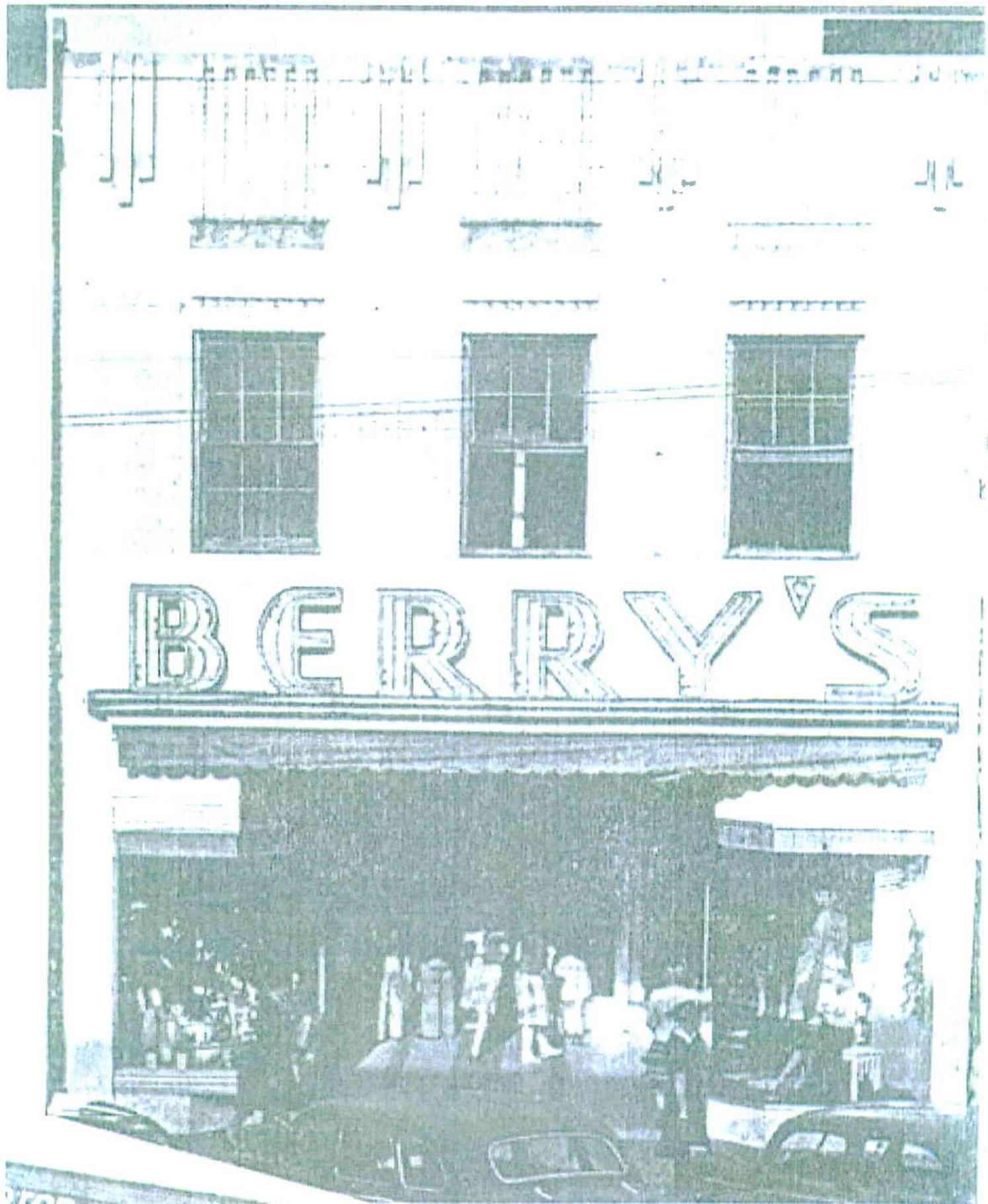
Top: Image from 2012  
 Above: c. 1910s postcard

Top Right: c. 1945 image

Middle Right: Current image after marble removed from upper story

Bottom Right: Current storefront





# BERRY'S

FOR CO. DISTRIBUTOR

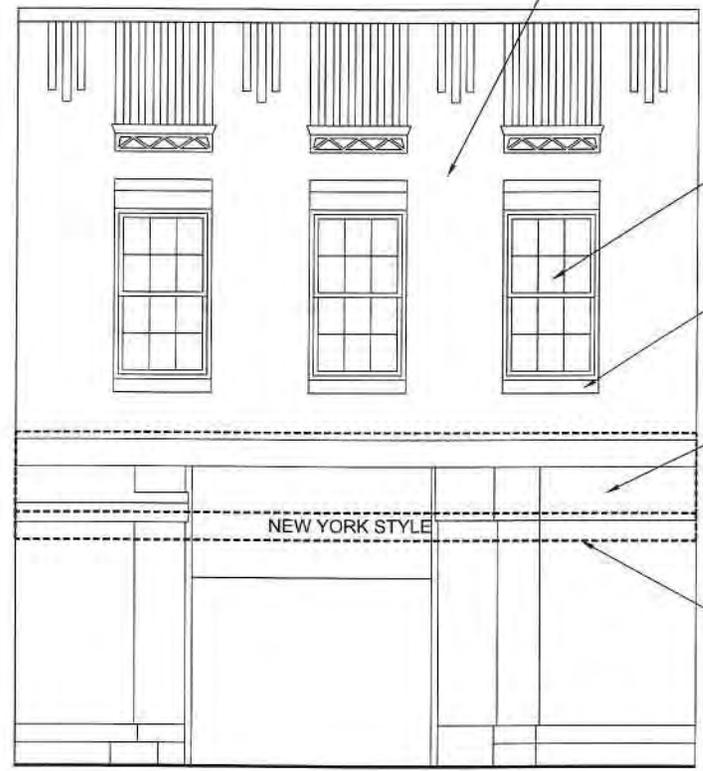
Berry's Feminine Apparel

EXISTING STONE COPING

EXISTING BRICK EXTERIOR WALL

EXISTING METAL BAND  
ORIGINALLY PART OF  
AWNING ENCLOSURE

EXISTING MARBLE ALUMINUM  
AND GLASS STOREFRONT



REPAIR AND RESTORE ALL DECORATIVE  
BRICKWORK TO CORRESPOND TO  
HISTORIC PHOTOGRAPH

DOUBLE HUNG WOOD  
VINYL CLAD WINDOW-  
TYPICAL ALL THREE  
WINDOWS

NEW STONE SILL  
FOR EACH WINDOW

REPLACE BROKEN MARBLE TILE THIS  
AREA WITH SALVAGED MARBLE FROM  
ABOVE

NEW YORK STYLE

BROKEN LINE SHOWS  
EXTENT OF PROPOSED  
AWNING - AWNING NOT  
TO FOLD OR RETRACT

**MAIN STREET FACADE RESTORATION**

SCALE: 1/16" = 1'-0"

CAPITOL PLACES II, OWNER  
821 AUTUMN CIRCLE  
COLUMBIA, SC 29206

J. LESESNE MONTEITH,  
ARCHITECT  
1201 HAMPTON ST, SUITE 1A  
COLUMBIA, SC 29201

PROPOSED ADDITION OF LOFT APARTMENTS TO  
**BERRY'S ON MAIN BUILDING**  
1600 MAIN STREET, COLUMBIA, SC

ISSUE DATE: MARCH 24, 2016

REVISIONS:

SHEET  
**A-3**  
OF 3

**ORDINANCE NO.: 2016-038**

*Amending the 1998 Code of Ordinances of the City of Columbia, South Carolina, Chapter 17, Planning, Land Development and Zoning, Article V, Historic Preservation and Architectural Review, Division 4, Landmarks, Sec. 17-691 Buildings and sites list, (d), to add 1608 Main Street, TMS #09014-04-14*

BE IT ORDAINED by the Mayor and Council this \_\_\_ day of \_\_\_\_\_, 2016, that the 1998 Code of Ordinances of The City of Columbia, South Carolina, Chapter 17, Planning, Land Development and Zoning, Article V, Historic Preservation and Architectural Review, Division 4, Landmarks, Sec. 17-691, Buildings and sites list (d) to add 1608 Main Street, TMS #09014-04-14.

Requested by:

Assistant City Manager Gentry

\_\_\_\_\_

Mayor

Approved by:

\_\_\_\_\_  
City Manager

Approved as to form:

  
Deputy City Attorney

ATTEST:

\_\_\_\_\_  
City Clerk

Introduced:

Final Reading:

LEGAL DEPARTMENT DRAFT