



**PLANNING COMMISSION  
MAP AND TEXT AMENDMENT CASE SUMMARY**

**REZONE FROM C-5 (CENTRAL BUSINESS DISTRICT) TO C-5, -DP (DESIGN PRESERVATION) TO DESIGNATE STRUCTURE AT 1213 LADY STREET AS AN INDIVIDUAL LANDMARK**

**February 3, 2014 at 5:15pm**  
1737 Main Street, Columbia, SC 29201

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**Subject Property:** 1213 Lady Street (TMS# 09013-06-08)  
**Council District:** 2  
**Proposal:** Rezone from C-5, -DD, -S to C-5, -DD, -S, -DP and Amend Chapter 17- Article V, Division 3-§17-691(c) to designate the structure as a Group II Landmark  
**Applicant:** First Community Bank  
**Present Use:** Commercial                      **Proposed Use:** Commercial  
**Staff Recommendation:** Approve.

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**Detail:** This proposal is to designate the affected property as an individual local landmark. Completed in the winter of 1964-65, this four-story, mid-century modern office building is unique in the city. Columbia has a large collection of mid-century buildings, largely due to its massive urban renewal programs, the spread of the university, its location as the seat of state government, and its collection of prolific architectural firms. One of those firms was Blume, Cannon and Ott, who gained some large-scale projects in the city during the 1960s and 1970s, including Riverbanks Zoo. This building is among the first of the firm's work in Columbia and perhaps the most striking in its strong contrasts of white and black stone creating "floating" vertical marble columns.

Please see the accompanying documentation prepared by preservation staff for the history and significance of the structures that was prepared.

Staff recommends approval of the landmark designation of the structure as they meet the criteria established for such designation and the action is in conformance with the Comprehensive Plan, which states as a goal *to promote the preservation and protection of Columbia's significant historic buildings, structures, districts, landscapes, and facets.*

# Zoning Map

1213 Lady Street  
TMS# 09013-06-08 Zoned C-5

Department of Planning & Development Services

**Legend**

RAILROADS	CITY LIMITS
STREETS	PARCELS

D-1	MX-2
RS-1	C-1
RS-1A	C-2
RS-1B	C-3
RS-2	C-3A
RS-3	C-4
RD	C-5
RD-2	M-1
RG-1	M-2
RG-1A	PUD-C
RG-2	PUD-LS
RG-3	PUD-LS-E
UTD	PUD-LS-R
MX-1	PUD-R

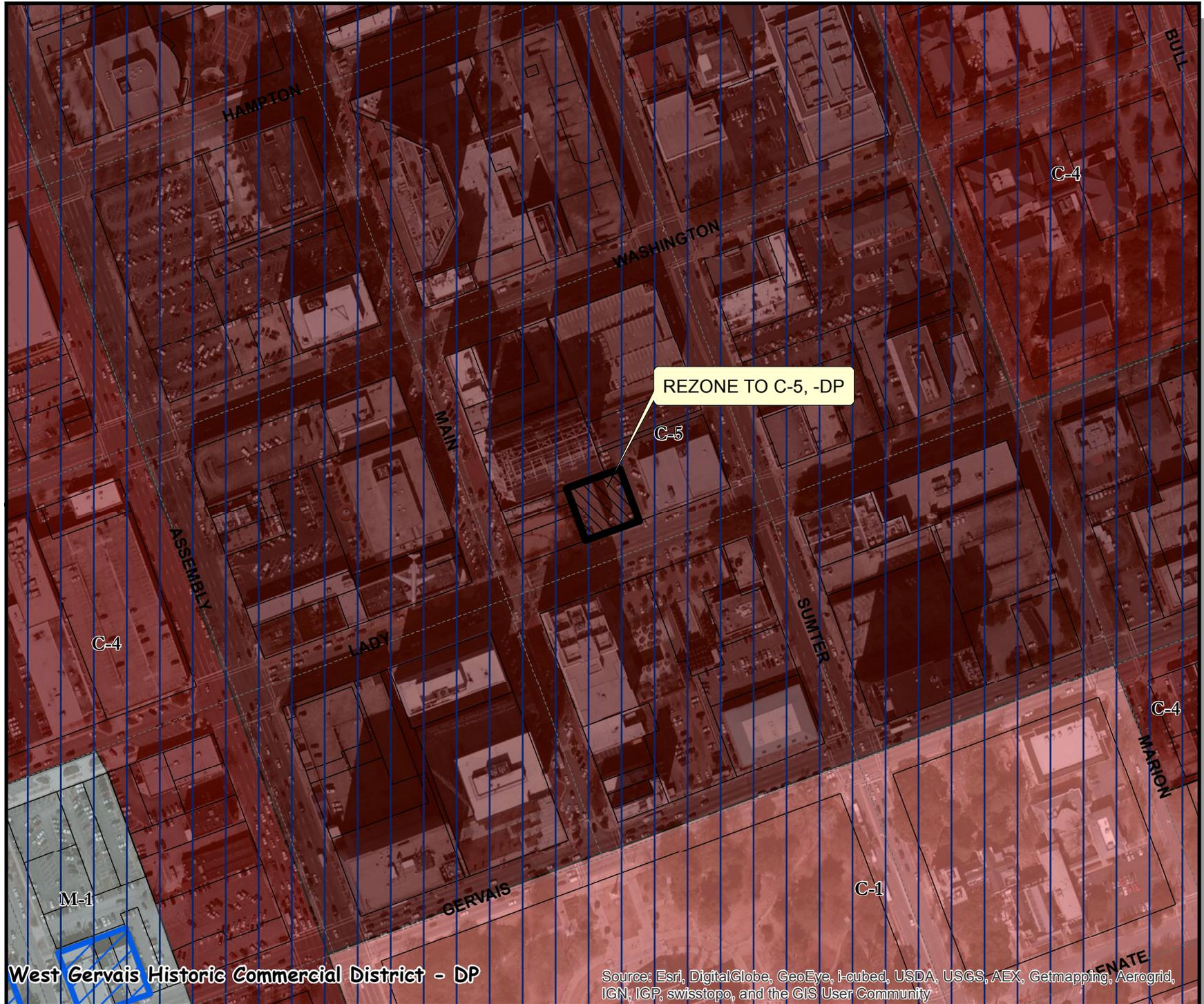
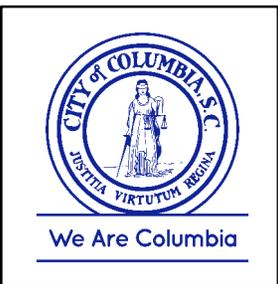
**PROPOSED REZONING:**

DP Overlay	Arch Conserv District
Historic District Protection Area	

**ORIGINAL PREPARATION/DATE:**  
This map was prepared by:  
S. W. Hudson, III  
January 30, 2014



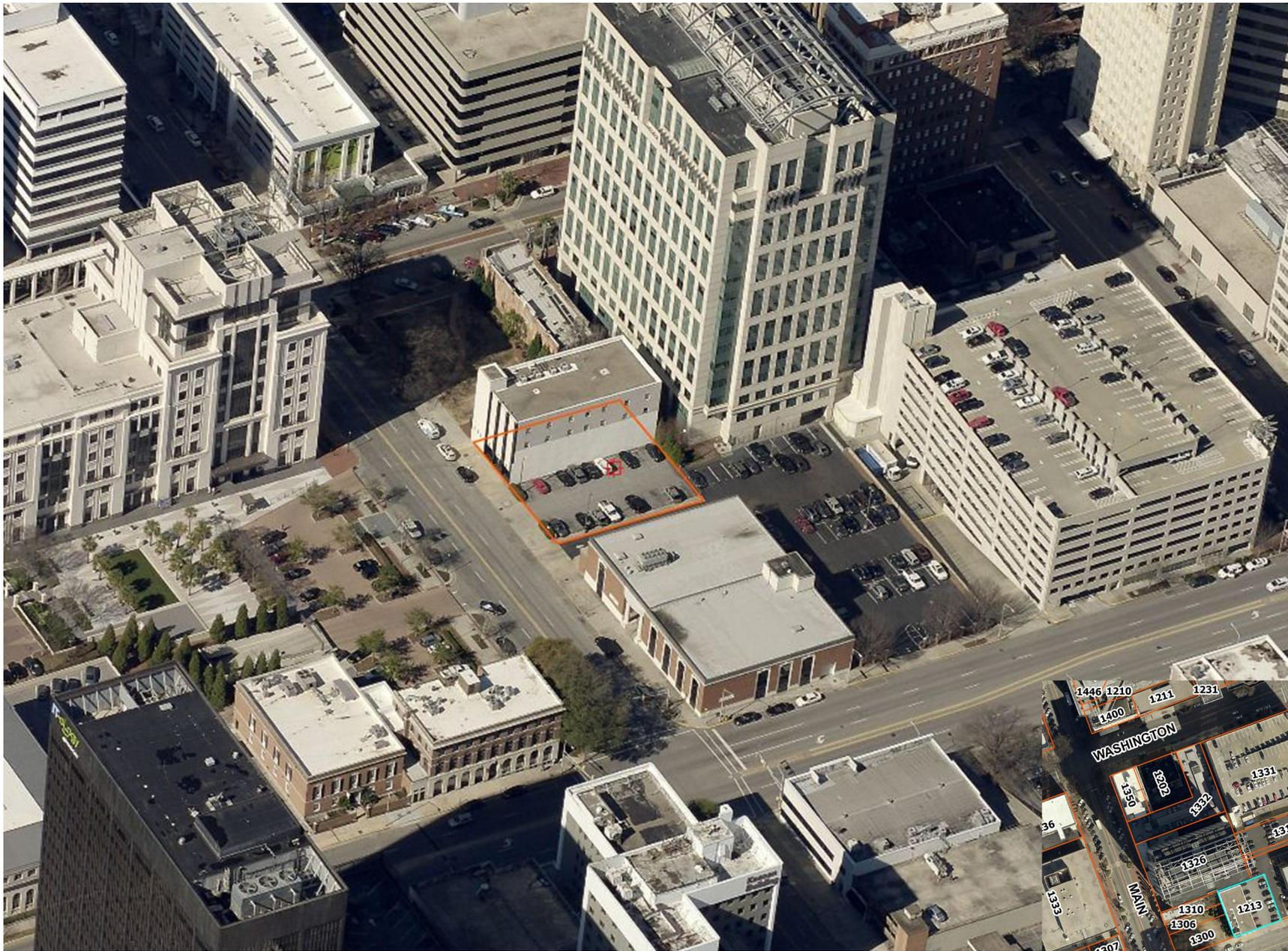
**DISCLAIMER:**  
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West Gervais Historic Commercial District - DP

Source: Esri, DigitalGlobe, GeoEye, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

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



## D/DRC Case

1213 Lady Street

Pending Individual Landmark

TMS: 09013-06-08

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**DESIGN/DEVELOPMENT REVIEW COMMISSION**  
**DESIGN REVIEW DISTRICT**  
**HISTORIC AGENDA**  
**EVALUATION SHEET**  
Case # 4

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**ADDRESS:** 1213 Lady Street

**APPLICANT:** Scott Garvin, agent

**TAX MAP REFERENCE:** TMS#09013-06-08

**USE OF PROPERTY:** Commercial

**REVIEW DISTRICT:** Pending Individual Landmark

**NATURE OF REQUEST:** Request recommendation for Landmark Group II designation

**FINDINGS/COMMENTS:**

Completed in the winter of 1964-65, this four-story, mid-century modern office building is unique in the city. Columbia has a large collection of mid-century buildings, largely due to its massive urban renewal programs, the spread of the university, its location as the seat of state government, and its collection of prolific architectural firms. One of those firms was Blume, Cannon and Ott, who gained some large-scale projects in the city during the 1960s and 1970s, including Riverbanks Zoo. This building is among the first of the firm's work in Columbia and perhaps the most striking in its strong contrasts of white and black stone creating "floating" vertical marble columns. The storefront has been modified, and the chrome window framing has either been replaced or painted, but otherwise the building is largely intact, including original light fixtures across the façade.

While mid-century buildings may not been seen as "historic," this building is about 49 years old, just shy of the 50-year mark that is typically used to view a building as historic. In the historic preservation field, mid-century buildings are the latest frontier for understanding how our cities and communities responded to the 1950s through the 1970s, which saw dramatic changes in societal norms, witnessed the dawn of the space age, and experimented with new materials and forms in shaping their houses, offices, banks, schools and churches. In the case of 1213 Lady, several trends from this era are well-executed, including the use of applied stone veneer, the interplay of contrasting color, and the creation of strong geometric shapes.

Please note that the application for landmark designation precedes a renovation to the building. A rendering of the proposal for the building is attached and staff comments about the rendering are included in this evaluation as a preliminary review.

**PERTINENT SECTIONS FROM CITY ORDINANCE**

*Section 17-691(c) Landmarks*

*Group II consists of structures or sites which constitute a delineation of Columbia's material visual history to a lesser degree than those of Group I; they evidence one or more of the following criteria for selection:*

(1) *The sites of events, homes of men, etc., having contributed to local history.*  
Not applicable.

(2) *Reasonably distinctive characteristics in architectural design, not necessarily unique.*

This building displays a distinctive characteristic in architectural design and expresses it in a unique way. Strong horizontal and vertical lines were used as expressions of ornamentation in mid-century buildings, rather than traditional features like an ornate cornice. By using geometric shapes and lines, the simplicity of the building's design belied its attention to detail, which required that the forms appear balanced and proportionate to be pleasing to the eye. In this building, the vertical lines are created by several elements: a vertical line of tinted windows and spandrel panels that originally had chrome colored framing, wide vertical columns of white marble that appear to float above the darkened first story, and slender vertical columns that stretch all the way to the ground, clad in what appears to be black marble in the three right bays. A large plane of white marble in the left quarter of the building, which projects above the roof line, is the only bay to anchor the marble to the ground. The stairs are located in this front corner. The first floor storefront originally had a chrome finished framing, but it has been altered.

Horizontal lines are more subtle on the building and are located at the recessed entry at the base of the marble columns, in the line of light fixtures across the bays, in the third floor windows which appear to be the only ones not tinted in a 1966 image, and at the roofline, which highlights the taller left bay. Originally the chrome framing of the windows created fine horizontal lines, which coordinate with the horizontal lines made by the seams between the white marble panels.

While a number of mid-century buildings create vertical expression through contrasting materials, this is a unique example of color contrasts executed in similar natural materials.

(3) *Somewhat rare type within Columbia.*

Although there are a large number of mid-century buildings in the city, an office building at this size, just four stories (44 feet tall), and at this narrow footprint, offers an unusual example of the type.

(4) *Belonging to a family or "genera" of buildings of which it is a good example.*

This is an excellent example of mid-century architecture in the city. It employs materials that were popular at the time, including chrome and stone for the façade, with less expensive materials such as brick on the side elevations. The white and black marble is applied as vertically oriented rectangular slabs in a stacked pattern, offering a repeated geometric shape that is typical of the era. Not surprisingly, the horizontal seams where the panels meet align with the horizontal framing of the vertical windows. The entrance has been altered but is sheltered in a recessed portion of the façade, which is still delineated by the black columns separating the bays. The columns contrast in depth and width to the spans of white marble, and offer a contrast of depth to the façade. Six original cylindrical lights, with a simple line of perforations about an inch above the bottom of each light are grouped in the left bay and then centrally aligned at the base of the repeated marble columns.

These original characteristics of 1213 Lady Street show a great attention to detail, proportion, size, and scale, making this rather narrow office building appear much grander and taller than its four stories through the use of strong vertical lines. Utilizing and retaining those elements that hallmark this as a mid-century building make it an excellent example among the collection of mid-century buildings in Columbia.

*(5) The work of an architect of local importance.*

Robert Bryan Cannon, Jr., a World War II veteran, joined a younger Edward Stewart Blume, Jr. in 1959 to create the architectural firm Blume and Cannon. They were joined shortly after by Augustus Louis Ott III. All graduates of Clemson's architectural school within three years of each other, the men had commissions throughout the state for a variety of building types, including schools, armories, and churches. Cannon is credited with 1213 Lady Street as one of his principal works. He was about 45 years old at the time, in his second career, and at the beginning of a successful run with an architectural firm that went on to design Riverbanks Zoo, Middleburg Plaza, Christopher Towers, St. Andrews Baptist Church and the Greystone Executive Park, among others. Experimentation with shapes and material was part of their forte in smaller projects, but in apartments and offices from the late 1960s into the 1970s, their styles toned down to sometimes revivalist architectural features and they often utilized brick as an exterior building material.

Their work at 1213 Lady Street is an early and striking example of office architecture for Blume, Cannon and Ott. They repeated some of its features, such as the slender vertical windows, in other office buildings such as at Middleburg, but of the works found by staff, none of them feature quite the striking contrast in colors and the bold geometric blocking that makes this building so unique.

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

This is an excellent example of a mid-century building and as a group, they are in danger of becoming extinct locally through alterations, as well as demolition. As they are young enough to have some of the modern conveniences such as elevators and old enough to need "updating" they are often the targets of unsympathetic changes. In Columbia there are a number of mid-century buildings that have had architectural features removed, masonry surfaces recoated, colors altered, windows and doors replaced, and several have been demolished, such as the "Honeycomb" dorms at USC.

*Where at all possible, these should be preserved on their original sites, possibly by "adaptive use." Where the interior is impossible to preserve, the exterior should be retained by conservation and/or restoration.*

### **Additional Comments**

The applicant has plans to pursue the Bailey Bill for renovations to this building, and the landmark designation for 1213 Lady Street is the first step towards that application. The Bailey Bill is designed to encourage historic preservation of the exteriors of historic buildings through sensitive repairs. The applicant has provided a rendering of the proposed changes to the exterior of the building, and while they are not presented here for a formal review or a motion, comments from the D/DRC would be welcome.

For many landmark buildings within the City there is very little documentation as to the original design intent. Architectural renderings and photos taken just after completion of a building are rare finds. In the case of 1213 Lady Street we have both of those items, and they offer some evidence as to how the building was originally designed and built. Fortunately this building's façade has seen relatively few changes. If it is to become a landmark, then any requests for changes should adhere to the ordinance language for landmarks, which is based on the Secretary of Interior's Standards. These standards indicate that original features should be preserved. The strengths of this building include its uncluttered, streamlined façade; its ability to create a "wall" along the sidewalk, consistent with the historic and current urban setbacks; its simple, cylindrical, pedestrian oriented lighting; and its strong vertical orientation that relies on the intersection of the building with the ground to complete the visual anchoring of the four-story columns and plane of marble in the left bay.

A new awning is proposed for the façade but it is detached from the building so as not to damage the marble on the building, is of a minimal contemporary design, and is not distracting from the original building. A rooftop pergola has been introduced as a new element; while new elements are usually recommended to be moved back from original edges to maintain distinction between new and old elements, this is clearly contemporary and far enough up that it may not be distracting from the original lines of the building.

On the east side elevation the first two floors of the building originally had no openings, as they were adjacent to an existing building. The upper floors have what appear to be original windows. In the rendering there appear to be replacement windows in these upper floors, although that would contradict the ordinance for landmarks. Staff would be happy to assess the condition and significance of the windows and to handle any re-conditioning or replacement (if appropriate) that takes place. A two-story punched entry that has some design elements mimicking some of the façade's measurements and details is proposed for the east elevation, and as this is not the main façade and there are no original openings in this location (since this wall was not originally seen, due to the adjacency of the building next door), there is room for working out an entry at this location. Finally there is an exterior stairwell with a screen wall located at the back corner of the east elevation in the rendering, a design element that would not obscure important architectural detailing.

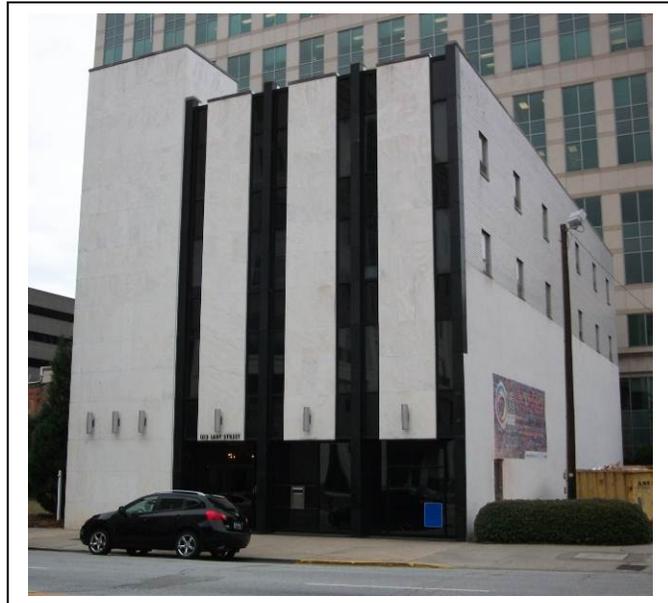
Other items are being considered, such as some minor fencing and signage, both of which could be handled at staff level when the time comes, with the D/DRC's approval.

**STAFF RECOMMENDATIONS:**

Staff finds that the building meets the requirements for Group II Landmark designation as outlined in Section 17-691(c) in the City Ordinance and makes a recommendation for its designation.



*New Building for Columbia*



Top Left: Artist rendering from *The State*, May 12, 1964 p. 13  
 Above: Staff photo



Images during construction in 1964 taken by Russell Maxey. To the right of the new building was the Singley Building, with a mid-century façade, and to the left were two small retail buildings. As the surviving structure on the entire north side of the 1200 block of Lady Street, 1213 Lady holds an important place in the city's built history. (Images courtesy of Richland

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W. Dixon Foster  
 W. A. "Bill" Caldwell

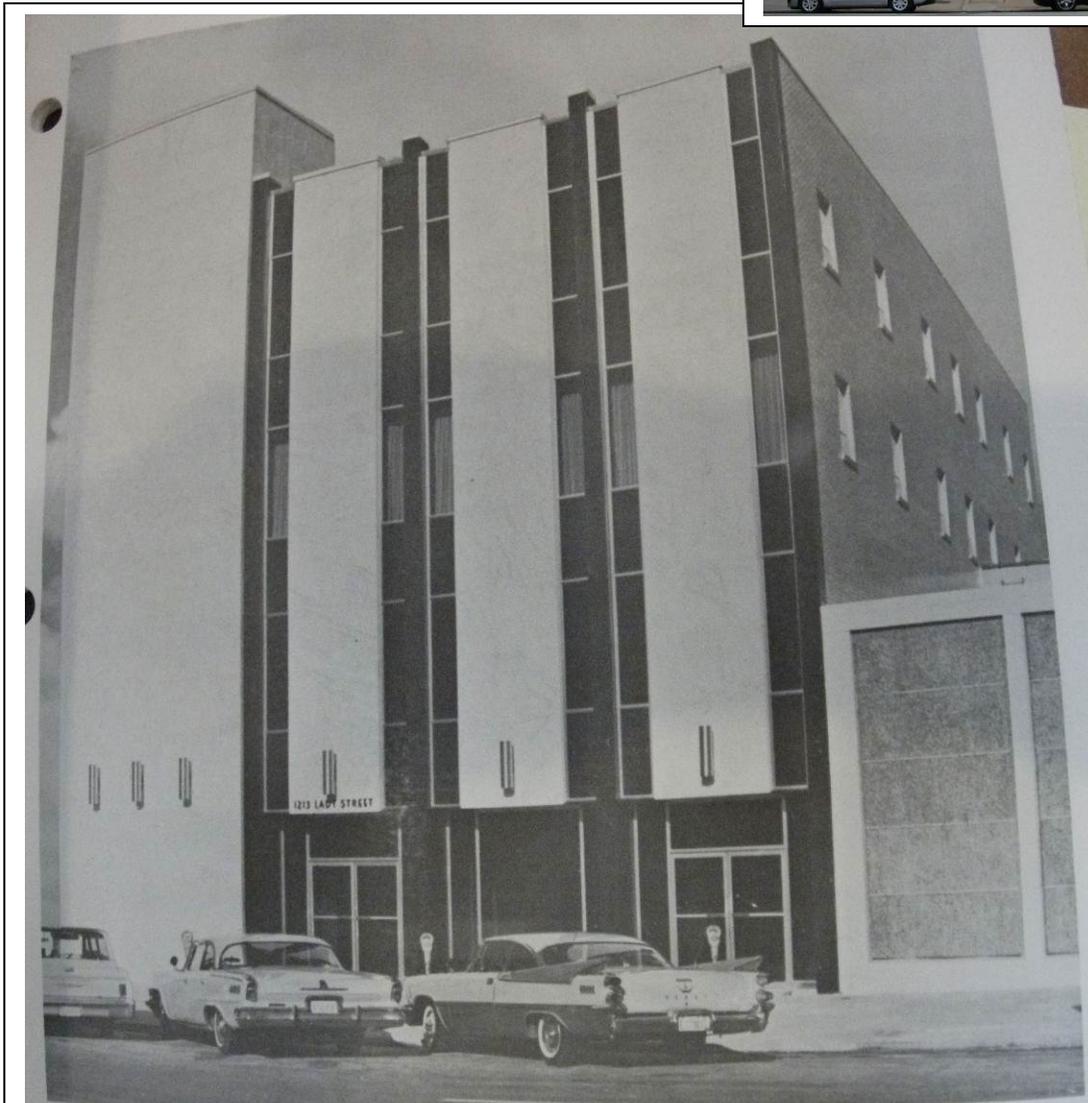
**Foster & Caldwell Agency**  
 (Formerly W. Dixon Foster Co.)  
 1213 Lady St. Phone 256-1601  
 Columbia, S. C.

Ad for insurance agency in 1213 Lady St. in 1965, from *The State*



**At Right:** Current image, by staff

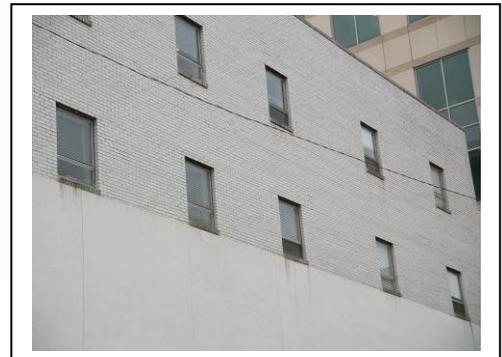
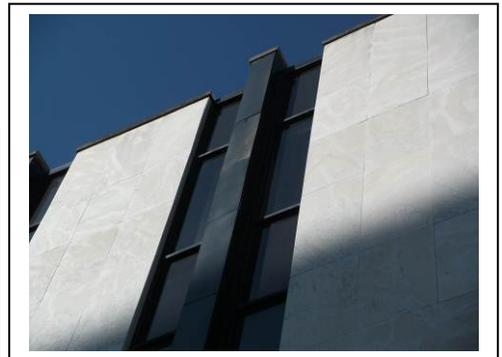
**Below:** Image of 1213 Lady from the 1966 v. 2 *Architecture* magazine produced by the South Carolina AIA.



**OFFICE BUILDING**  
Lady Street, Columbia, S. C.

Blume, Cannon & Ott, Architects

Columbia, S. C.

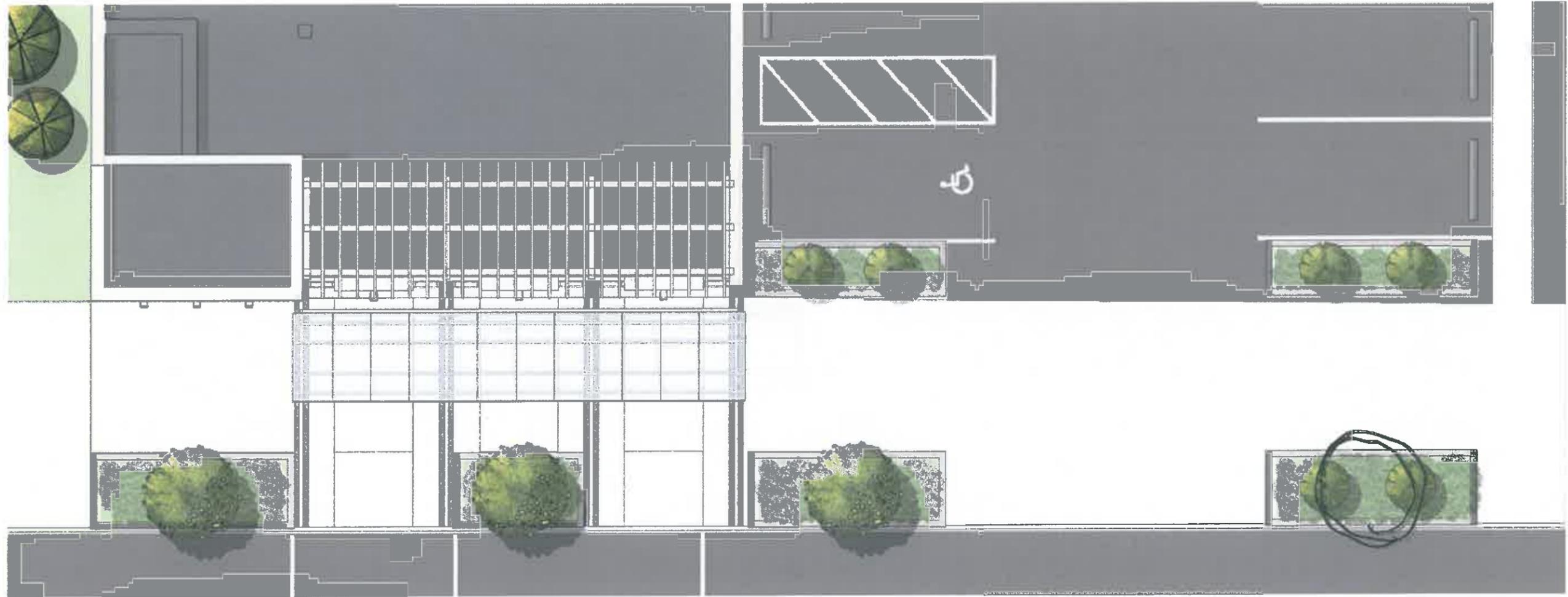


Current images, by staff









 **First  
Community  
Bank**

1213 LADY STREET

**STREETSCAPE PLAN**  
NOT TO SCALE



  
GARVIN DESIGN GROUP

12.02.13