



The Master Plan for The Villages of North Columbia

Prepared for
The City of Columbia, South Carolina



**The City of Columbia
South Carolina**

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Special Thanks

A special thanks to Dr. Carolne Whitson and the Columbia College family for hosting the neighborhood “Take-Part” Workshops and Coordinating Committee meetings.

November 22, 2005

The Honorable Robert D. Coble, Mayor
And Members of Columbia City Council
Columbia, South Carolina 29201

Re: North Columbia Master Plan Final Report

Dear Mayor Coble and Members of Columbia City Council:

In the evolution of a neighborhood, or community there comes a point when the decisions of the past, the conditions of the present, and the prospects for the future converge and an approach to maintaining and enhancing the social, economic, and physical prosperity of that region must be addressed. The **North Columbia** area **has reached this important crossroads** and has completed the process of assessing its resources and the role it will play within the larger framework of the Columbia metropolitan statistical area.

This Master Plan document is the result of a community coming together, rolling up its sleeves, and taking a close, tough look at the strengths, weaknesses, and opportunities within and assisting in the formulation of goals and solutions for the future. Across North Columbia, there are many examples of once vibrant neighborhoods that have sustained themselves on the strength of grassroots efforts including the development and activity of twenty-five (25) local neighborhood associations.

For many years, the infrastructure of the City has deteriorated and the overall business and residential population has steadily decreased in these neighborhoods. Steps have been taken to reverse this trend. A number of private developers have begun to invest in quadrants of the North Columbia area. Streetscape improvements along North Main have been approved and are just one of the initiatives underway that seek to elevate the standard of living for all of North Columbia. The population base is beginning to grow again. Change is underway in this community, as it is in many areas of the city.

The Master Plan brings certainty to investors, developers, contractors, businesspeople and residents by providing a clear vision of the community's goals and a basis for the direction of future development. **It is a roadmap** for the development and refinement of the neighborhoods for the present and future needs of North Columbia. The master plan is the documentation of an approach to physical issues, which will help the neighborhoods achieve their goals. Because those goals can and will change over time, the master plan report should not be a proscriptive, limited document. Instead, planning and redevelopment should be undertaken with flexibility and adaptability in mind.

It is a framework for decision-making that expresses a point of view regarding all aspects of North Columbia. The **Plan identifies catalyst sites for new construction, enhanced development, and possible expansion of existing efforts**. The master plan establishes **a vision for physical assets of the community**. In addition, the master planning process evaluates the current physical conditions of the community, identifying issues that need to be addressed and proposing options to address those issues.

This Master Plan for North Columbia was created in response to the public's vision for future growth. All of the Take-Part Workshops were interactive and engaged the citizen participants. Each meeting consisted of two parts: 1) Presentation – project background, issues and designs were described; 2) Workshop – attendees broke into small groups for table discussions, reported back to the larger audience and completed individual response sheets. Citizen participants were asked to respond to specific development alternatives. This work has been summarized in a separate volume entitled **“North Columbia Master Plan Workshop Findings” and dated July 29, 2005**.

In order to provide the proper foundation to this report, a detailed demographic and real estate market analysis was prepared as a part of this work program. Those findings have been summarized in a separate volume entitled **“Socio-Economic and Real Estate Market Analysis” dated October 1, 2005**.

The master plan is designed so that as the community changes, the general strategies documented in the report will remain valid regardless of how and when the particular projects called for in the plan are developed. Further, this Master Plan Process, from a technical standpoint, was directed by a Management/Development Firm, which yielded results that would facilitate the likelihood of easy implementation by identifying where the specific opportunities are located.

Sincerely,
F.A. Johnson Consulting Group, Inc.

Fred A. Johnson, II, Esq.
Managing Principal

cc: Charles P. Austin, Sr. City Manager
Dana Turner, Assistant City Manager



Table of Contents

Section One - Executive Summary	1
Section Two - Community Analysis	21
Site Analysis	22
Transportation Corridors	29
Neighborhoods	41
Market Analysis	67
Public Involvement	72
Section Three - Master Plan	79
Artist Village	86
Activity Nodes	88
Transportation Corridors	91
Neighborhoods	93
College Village	96
Activity Nodes	98
Transportation Corridors	101
Neighborhoods	105
Redevelopment Areas	110
Gateway Village	114
Activity Nodes	116
Transportation Corridors	121
Neighborhoods	124
Redevelopment Areas	128
Design Guideline Recommendations	131
Section Four - Catalysts	138
First Tier Catalysts	141
Second Tier Catalysts	157
Third Tier Catalysts	170
Section Five - Action Plan	177

Executive Summary





N. Main Street , “Gateway to North Columbia”

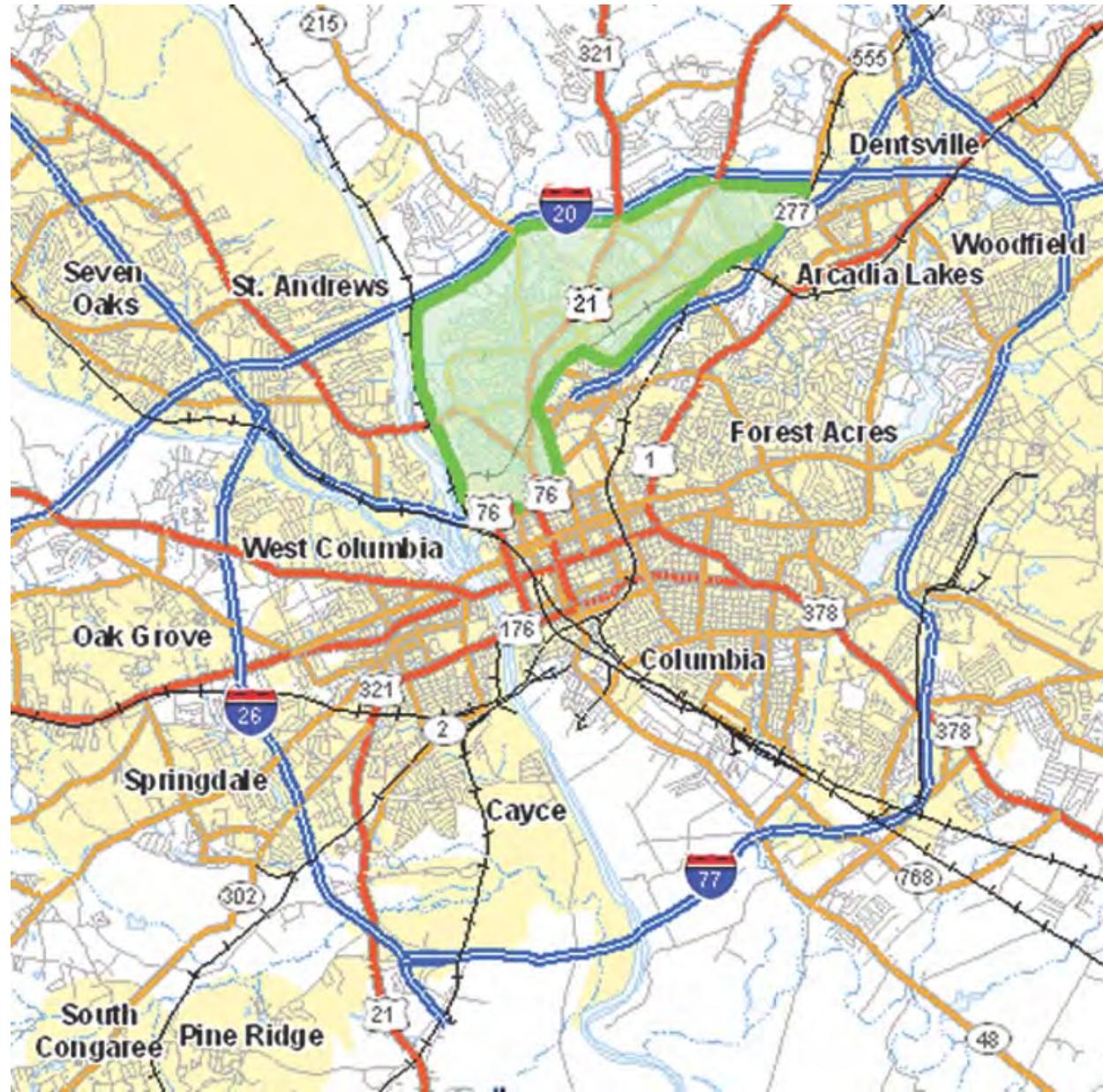


“Take-Part” Workshop Participants

Overview

Located in Columbia South Carolina, the North Columbia project area is located in Richland County Council District One and is bounded between Interstate 20 to the north, the City’s Central Business District to the south, Farrow Road to the east and the Broad River Road to the west. **The area encompasses twenty five organized neighborhood associations on approximately +/-4200 acres.** Many neighborhoods within the area are benefiting from a national trend of young professionals and empty nesters tired of suburban living, returning to intown neighborhoods in search of the diversity and energy associated with downtowns. They are equally as interested in investing in inexpensive older homes or taking advantage of new infill housing within the area as well as reducing the amount of time they spend in commuter traffic. In addition, the Columbia College, Lutheran Seminary, South University and the existing parks within the community, provide a solid base as well as community open space. These are attractive amenities to new residents. Due to the size of the project area, neighborhoods were divided along geographical boundaries into four clusters.

The City of Columbia commissioned The North Columbia Master Plan in the spring of 2005. A citizen coordinating committee was instituted to oversee the development of the master plan. The committee was comprised of neighborhood leaders, business owners, academic institution representatives, elected officials and city staff that came together to identify issues and untapped opportunities within their community and develop strategies to combat these issues and promote quality redevelopment within the community.



Location Map

Executive Summary

Vision

From these committee meetings and subsequent “Take-Part Workshops”, five goals were identified for the North Columbia Master Plan:

Community Goal: Reinvent the Image of North Columbia

Community Goal: Preservation of existing single-family neighborhoods

Community Goal: Develop supportive retail services

Community Goal: Maintain and develop new parks and community open spaces

Community Goal: Increase educational services and outreach programs



Church located in Seminary Ridge
Neighborhood



Single-family home on
Pineneedle Road



Single-family home in the Northwood Hills neighborhood



Vacant home in the Belmont neighborhood

Process

To develop the North Columbia Master Plan, a four step process was implemented. The steps included:

Community Analysis

The community analysis included a review of the existing physical conditions within the project area, a market analysis that reviewed the current and future market trends within the project area and the City of Columbia, and “Take-Part Workshops” that included a visual preference survey and interactive planning sessions as well as a follow up community “Drop-In” work session.

Master Plan

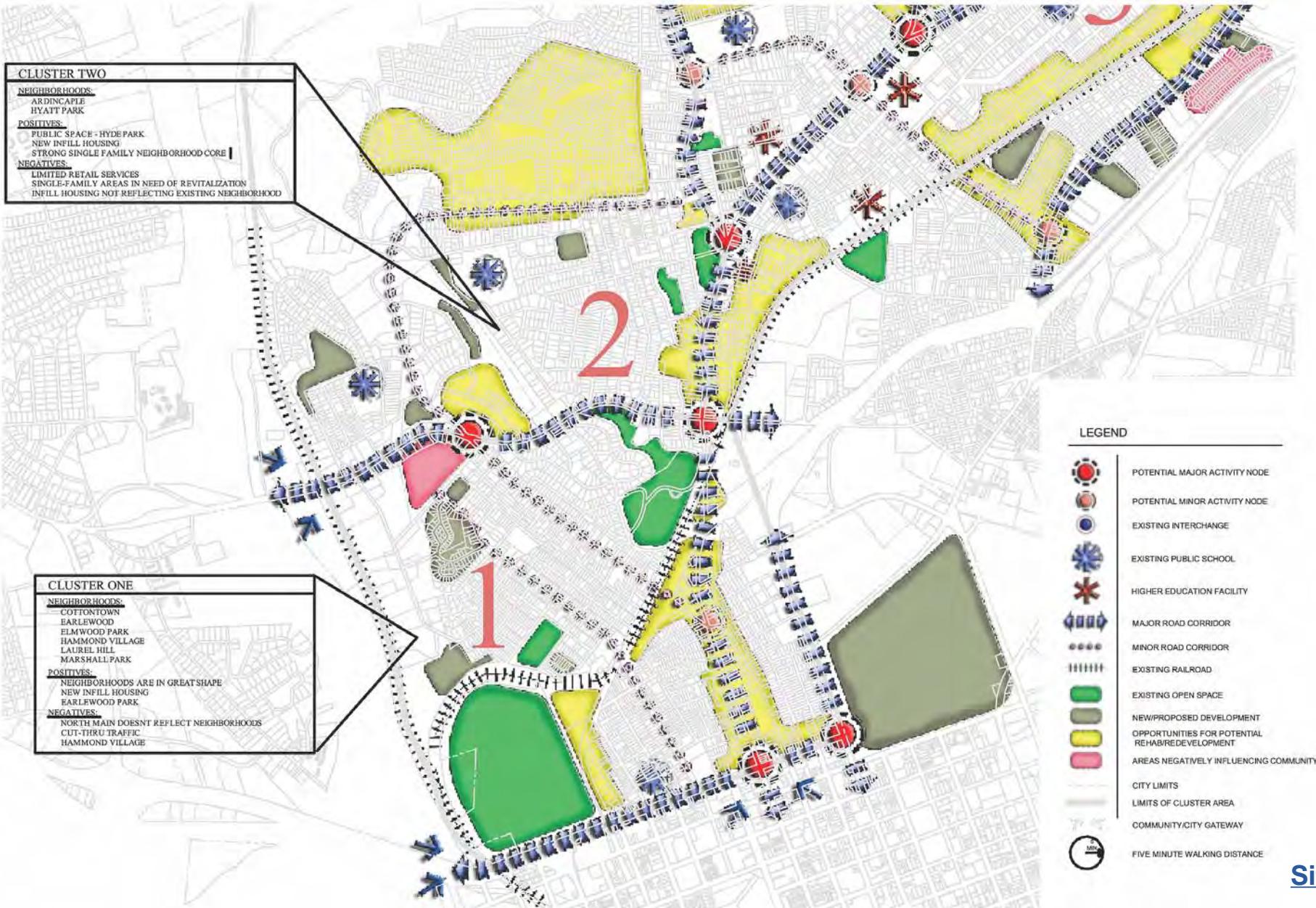
The master plan identified the future vision for the preservation of existing resources and redevelopment opportunities within the project area. The foundation for this master plan was developed during the public involvement sessions.

Catalysts

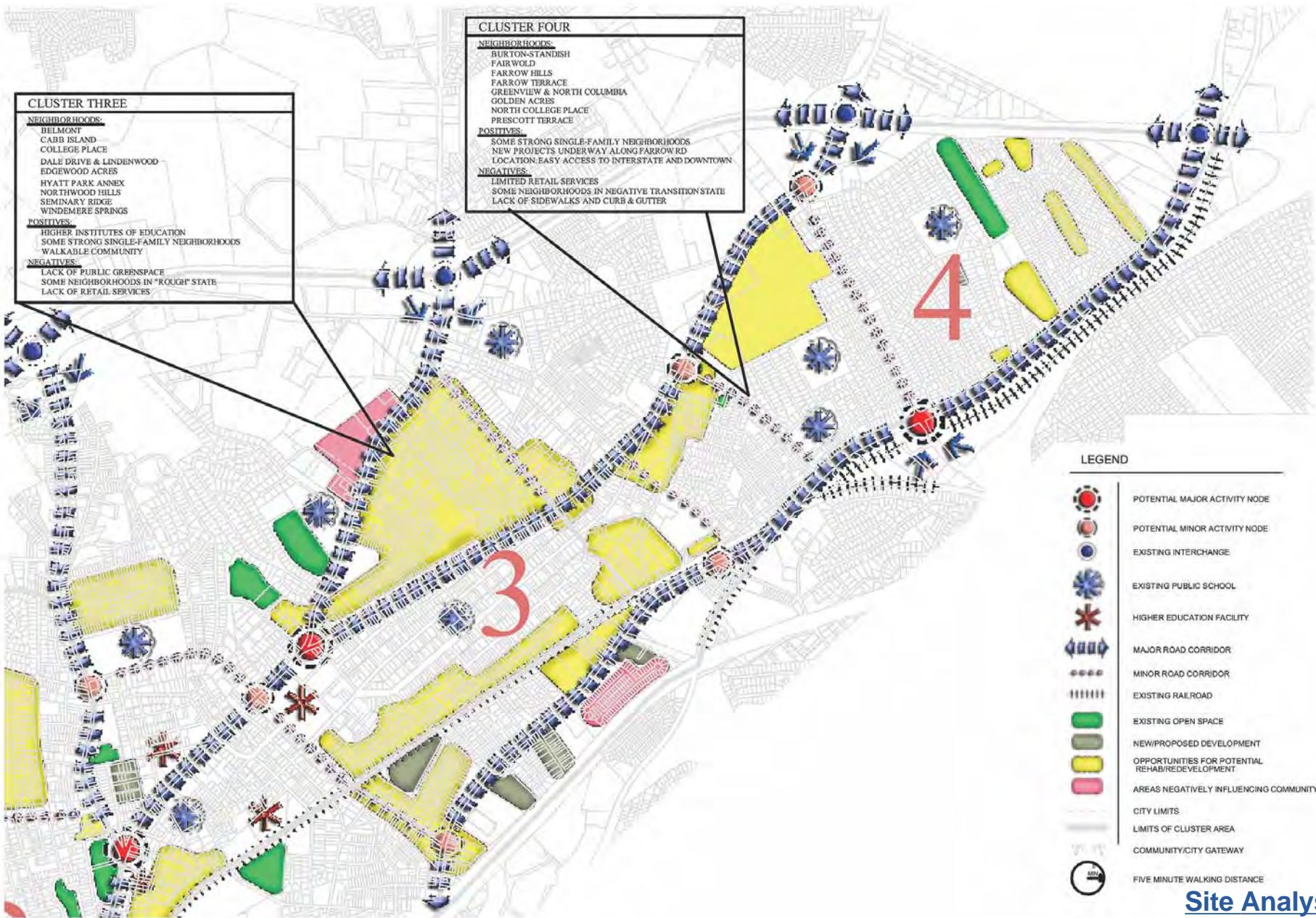
Catalyst projects are redevelopment projects that provide an economic stimulus and development generator to the community. The majority of catalyst projects were identified during the public involvement sessions and then refined into conceptual development projects.

Action Plan

The action plan identifies community issues and objectives, financing opportunities and a development timeline in order to achieve the vision developed by the North Columbia Coordinating Committee and “Take-Part” Workshop participants.



Site Analysis



Executive Summary

Community Analysis

The community analysis identified the existing conditions within the community. These conditions included existing land use patterns, existing transportation circulation, topography, and historic resources as well as existing and future market trends within the community. The most important element of the community analysis was the “Take-Part” Workshops. These workshops allowed the community to develop one voice in directing the future of their community. It allowed the development team to interact, engage in conversation and elicit feedback about what the direction of the community should be.

North Columbia is a diverse community. It is best characterized by its beautiful, well established single-family neighborhoods, higher educational institutions, and vacant or neglected retail street corridors. The neighborhoods vary greatly in architectural style and size. Each neighborhood is unique. Some neighborhoods are historic developments of the early 19th century. The neighborhoods close proximity to downtown and their period architecture has resulted in an increase in home values and the attraction of residents with higher education levels. These neighborhoods have spurred new infill housing. Some neighborhoods near Interstate 20 are more traditional suburban developments of the 1950’s to 1970’s. These neighborhoods are characterized with large brick homes on large wooded lots. While many of these neighborhoods have remained well maintained and economically viable, some are beginning to show strains associated with many older suburban communities. Several neighborhoods are suffering from areas of blight. This can be associated with smaller homes that lack significant reinvestment opportunities, lack of code enforcement and minimal capital improvements. Efforts currently under way in many of these blighted neighborhoods include single family construction coordinated by the city sponsored Eau Claire Development Corporation (ECDC). The ECDC is a non-profit organization dedicated to the conservation and redevelopment of the North Columbia area. Established in 1993, the ECDC focuses on improving residential, commercial and cultural elements within the community.

The neighborhoods of North Columbia are bisected by traditional commercial street corridors. As identified by the North Columbia Coordinating Committee and public workshop participants, the majority of the area is absent of quality retail developments. These corridors, in particular N. Main Street, that run north from the Central Business District (CBD) to the Interstate 20, were developed based on the dominance of the automobile. Buildings are separated from the street by large, tree-less parking lots. As new suburbs were developed north of the area, many of the existing commercial establish-



Single-family homes in the Cottontown neighborhood



Farrow Road corridor



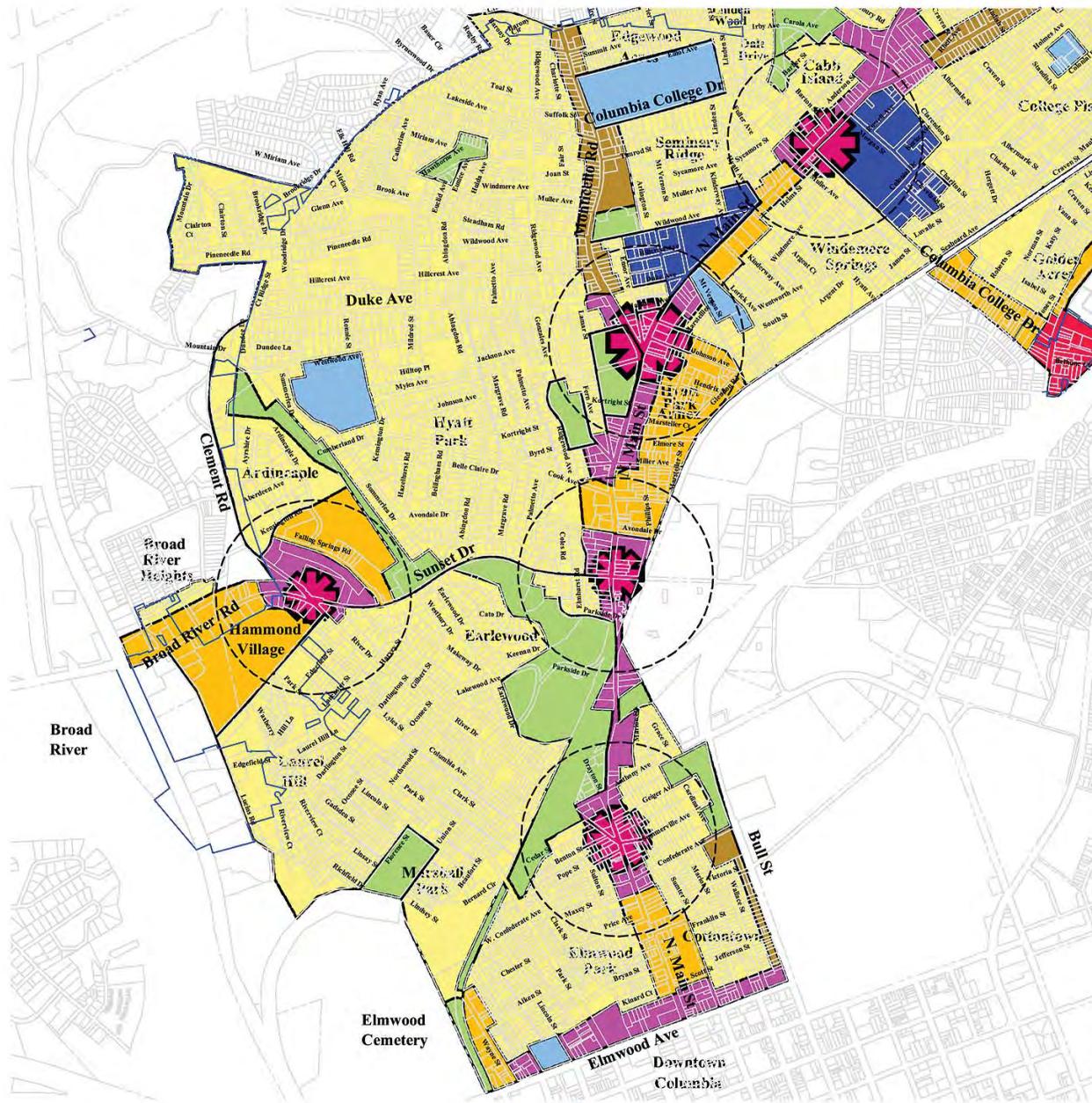
N. Main Street provides a non-pedestrian friendly environment



“Take-Part” workshop participants

ments departed because they sought newer, larger facilities. Many of the former automobile stores and strip centers are now occupied by lower tier tenants or are vacant. Existing multi-family buildings are dated, not well maintained and poorly located. Most importantly, none of these corridors are pedestrian friendly. It is difficult, uncomfortable and dangerous for residents to walk along these corridors. New developments along N. Main Street show promise for the future of these streets. The future implementation of the long anticipated N. Main Street streetscape project, from Elmwood Avenue north to Fairfield Road will create a pedestrian friendly streetscape as well as reinforce the City’s commitment to change within the area.

The public involvement component of the community analysis included public design workshops, a visual preference survey (VPS) and community open house. The “Take Part” Workshops were conducted in June of 2005. They included a morning visual preference survey and a table design session in the afternoon. The foundation for the North Columbia Master Plan was established at these workshops. The results of this workshop were documented and presented to the North Columbia Coordinating Committee and City Staff in August 2005. In September 2005, the development team presented the findings of the workshop and identified catalyst development projects to the residents to elicit feedback. The results of the open house identified the preferred development projects within the community. These projects were identified as first tier catalyst projects.



LEGEND:

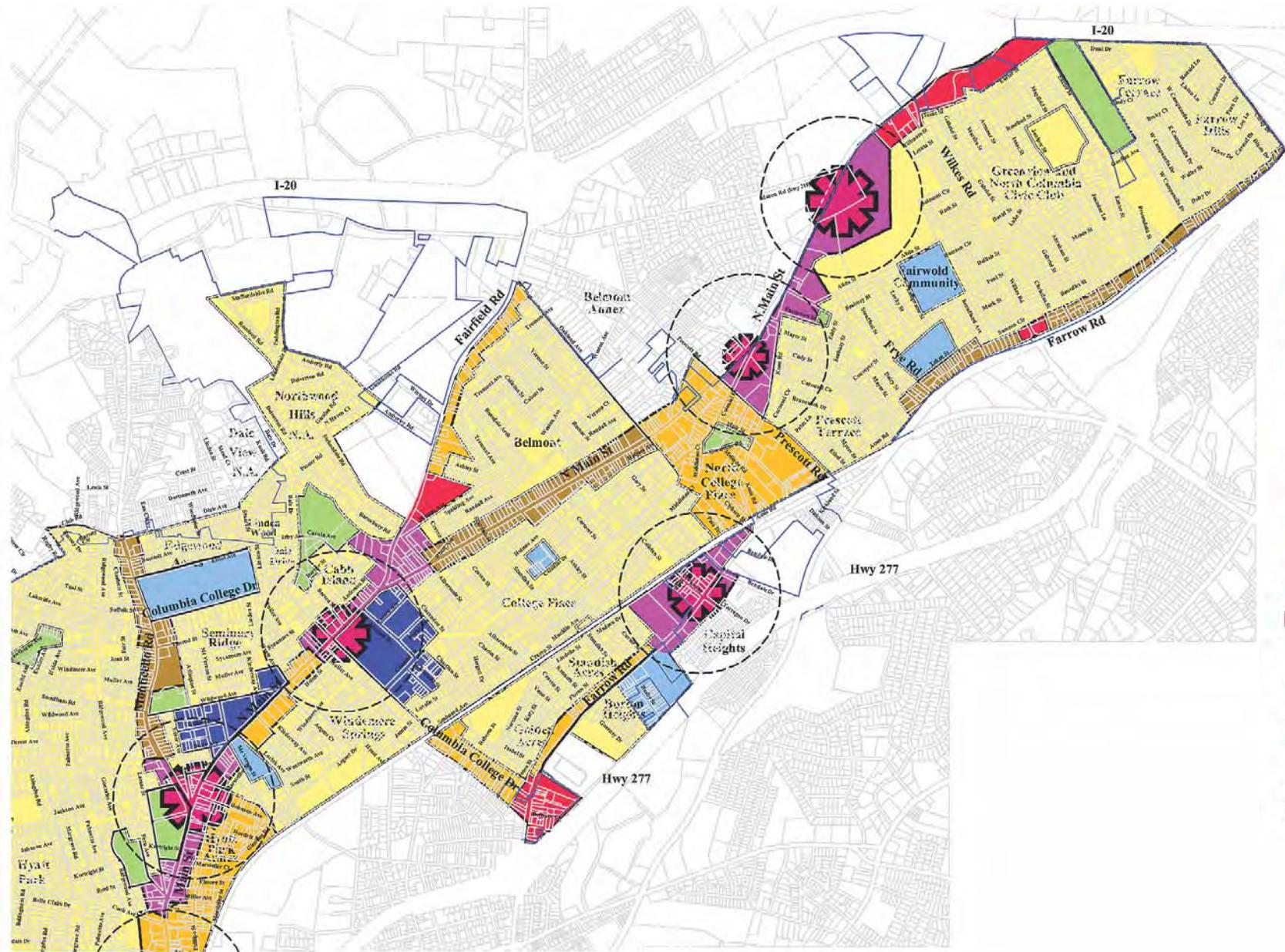
- LOW DENSITY RESIDENTIAL
(SINGLE-FAMILY DETACHED HOMES)
- MEDIUM DENSITY RESIDENTIAL
(TOWNHOMES, DUPLEX, LIVE WORK UNITS)
- MIXED-USE (RETAIL/OFFICE GROUND FLOOR,
RESIDENTIAL/OFFICE UPPER FLOORS)
- COMMERCIAL
(ONE STORY RETAIL SERVICES)
- URBAN TRANSITIONAL DISTRICT
(SINGLE-FAMILY HOMES CONVERTING TO OFFICE, RETAIL)
- GREENSPACE
(PARKS, GREENWAYS)
- INSTITUTIONAL
(PUBLIC SCHOOLS, COMMUNITY SERVICES)
- HIGHER EDUCATION INSTITUTIONS

ACTIVITY NODE

- MAJOR NODE
 - N MAIN ST AT HYATT PARK
 - N MAIN ST AT MASON RD
- MODERATE NODE
 - FALLOW RD AT TARRAGON DR
 - N MAIN ST AT COLUMBIA COLLEGE DR
 - N MAIN ST AT RIVER RD
- MINOR NODE
 - N MAIN ST AT SUNSET DR
 - BROAD RIVER DR/SUNSET DR AT CLEMENT RD/RIVER DR
 - N MAIN ST AT COLONIAL DR
- FIVE MINUTE WALKING DISTANCE

Land Use

Executive Summary



LEGEND:

- LOW DENSITY RESIDENTIAL (SINGLE-FAMILY DETACHED HOMES)
- MEDIUM DENSITY RESIDENTIAL (TOWNHOMES, DUPLEX, LIVE WORK UNITS)
- MIXED-USE (RETAIL/OFFICE GROUND FLOOR, RESIDENTIAL/OFFICE UPPER FLOORS)
- COMMERCIAL (ONE STORY RETAIL SERVICES)
- URBAN TRANSITIONAL DISTRICT (SINGLE-FAMILY HOMES CONVERTING TO OFFICE, RETAIL)
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 - BROAD RIVER DR/SUNSET DR AT CLEMENT RD/RIVER DR
 - N MAIN ST AT COLONIAL DR
- FIVE MINUTE WALKING DISTANCE

Land Use - Cont'd



Pedestrian friendly activity node



Townhome development along major road corridors

Master Plan

The master plan was developed from the findings of the community analysis. Due to the size of the study area, one single recommendation or concept would not be applicable to all the areas. The North Columbia Master Plan identified three villages within the project area. These villages were identified based on location and similarities of adjacent neighborhoods. Each village identified activity nodes for retail, residential and cultural interaction, redefined transportation corridors into higher density residential or transitioning retail districts and identified improvement recommendations for each neighborhood.

Artist Village

The Artist Village centered on the development of a moderate activity node at the intersection of N. Main Street and River Drive. This node or district would be a pedestrian friendly center. New construction would provide retail and gallery spaces of the ground floor with residential lofts or office space above. A center piece to the artist village would be the development of the former Hwy 277 right-of-way into a greenway that connects Earlewood Park to the north, Finlay Park to the south and the future Bull Street redevelopment to the east.

College Village

The center of the College Village is the educational institutions of Columbia College, Lutheran Seminary and South University. While these institutes of learning attract new students and staff each year to the area, there are no retail services within the area that capture this market. The College Village would develop a major activity node that would capitalize on the untapped student market by creating a pedestrian friendly mixed-use atmosphere with retail and residential uses. This activity node would be developed in and around Hyatt Park at N. Main Street. An additional moderate activity node would be concentrated at N. Main Street and Columbia College Drive.



Develop pedestrian friendly neighborhood retail services

Gateway Village

The Gateway Village is the front door to North Columbia and the City of Columbia. Currently these gateways are nearly vacant and lifeless commercial street corridors that do not present a welcoming view of the City. They also fail to provide the adjacent neighborhoods with quality retail opportunities. To create a “destination” for the surrounding neighborhoods, the Gateway Village activity node would be developed along N. Main Street between Prescott Drive and Mason Road. This higher density node would include residential and commercial components that together create a vibrant, pedestrian friendly space.

Redevelopment Areas

Five neighborhoods were identified for being designated Redevelopment Areas. These neighborhoods exhibit significant areas of blight. Blight is defined as a combination of five of the following factors: age; dilapidation; obsolescence; deterioration; illegal use of individual structures; excessive vacancies; destructive land use or layout; and others. These neighborhoods exhibited many of these traits including vacant or deteriorating buildings, boarded up homes; substandard housing that does not foster significant reinvestment and lack of capital improvements. Redevelopment Area designation enables the municipal authorities the necessary powers to foster redevelopment. Neighborhoods identified as Redevelopment Areas are:

- ◆ Golden Acres Neighborhood
- ◆ Hyatt Park Annex Neighborhood
- ◆ Edgewood Acres
- ◆ North College Place Neighborhood
- ◆ Belmont Neighborhood



Trash in Belmont Neighborhood

Catalysts

Catalyst 1-2 (N. Main Street at River Drive)

The N. Main Street at River Drive catalyst is the activity center for the Artist Village. Located on twelve parcels on approximately eight acres within the Cottontown and Elmwood Park neighborhoods, this catalyst project would create a dynamic pedestrian friendly activity center that would include retail and residential elements. The redevelopment of the existing multi-family apartments into owner occupied townhomes would add a higher density residential element that would benefit from its close proximity to the greenway and add a residential density to support the proposed retail uses.

The retail elements would be located adjacent to N. Main Street and would include small boutiques, art galleries and a local restaurant or coffee shop to attract foot traffic to the area from the park and surrounding neighborhoods. Residential lofts or office space on the upper floors would again increase the residential density needed to support the commercial uses.



Catalyst 2-7 (Broad River Road)

The Broad River Road catalyst would redevelop existing industrial uses and vacant neglected parcels into a higher density residential development. Located on nine acres within the Broad River Heights neighborhood, this catalyst would be a joint City of Columbia and Richland County project. The higher density owner occupied townhomes would attract young professionals and empty nesters with its close proximity to both downtown Columbia and Interstate 20. Pedestrian access to The Three Rivers Greenway is within a ten minute walking distance.

New single-family homes along Hart Street would buffer the townhomes from the existing single-family neighborhood. Along with the proposed redevelopment of Roosevelt Village to the north, the Broad River Road catalyst would positively impact the Broad River Height neighborhood.



Catalyst 3-2 (N. Main Street at Colleton Street)

The redevelopment of the existing multi-family housing along N. Main Street at Colleton Street into owner occupied townhomes would eliminate a current eyesore from the community as well as provide alternative housing. The catalyst site is located on two acres.

The area has been identified as an Urban Transitional District. This district preserves the existing single-family character of this portion of N. Main Street but allows for the land use to change from residential to commercial. The townhomes would reinforce the residential feel of the street. In addition, the catalyst would reconnect the existing pedestrian experience along the portion of N. Main Street.





Catalyst 3-5 (N. Main Street at Columbia College Drive)

Located adjacent to Columbia College, the N. Main Street at Columbia College Drive catalyst would be developed as a mixed-use node that targets the existing student population as well as the surrounding neighborhoods of College Place, Cabb Island and Windemere Springs. This development, on two of the four corners of the intersection, along with the existing CVS pharmacy would create a “College Corner” that would attract students to walk from campus for goods and services.

Retail shops would be located on the ground floor with office or residential space above. This node would not only supply the neighborhoods with a central gathering place but it would also serve as an effective gateway and an additional recruiting tool for the college.

Catalyst 4-5 (N. Main Street at Prescott Road)

The N. Main Street at Prescott Road catalyst is located within the Gateway Village of North Columbia. The catalyst, located on approximately 15 acres, would redevelop an existing “strip” shopping center and adjacent vacant parcels into a higher density residential and retail development. New retail spaces would be developed along N. Main Street adjacent to the existing Eckerd Pharmacy.

New higher density, owner-occupied townhomes would provide higher density necessary to support the proposed retail and also provide additional housing within the community. To buffer the new development from the existing Fairwold neighborhood, single-family homes would be built along Koon Road.



Action Plan

The City of Columbia cannot implement this plan by itself. The development of North Columbia must involve partnerships between public agencies, private developers and neighborhood organizations. By identifying and pulling resources together, the vision identified by the workshop participants can be delivered more efficiently.

Community Goal: Reinvent the Image of North Columbia

- ◆ Establish community branding identification (North Columbia Coordinating Committee)
- ◆ Implement a marketing campaign to combat the negative perception of being a high crime area
- ◆ Improve community markers and develop Gateway monuments
- ◆ Create volunteer clean-up brigades for each district (Neighborhood Clean-up Initiatives)

Community Goal: Preservation of existing single-family neighborhoods

- ◆ Code Enforcement
- ◆ Regulatory Enhancements
- ◆ Rehabilitation of existing homes
- ◆ Infill Development
- ◆ Infrastructure Investment

Community Goal: Develop mixed-use activity nodes

- ◆ Develop primary road corridor design overlays
- ◆ Identify potential users and operators
- ◆ Identify potential partnerships
- ◆ Provide incentives for greyfield/brownfield redevelopment
- ◆ Coordinate Streetscape and Utilities improvement

Community Goal: Maintain and develop new parks and community open spaces

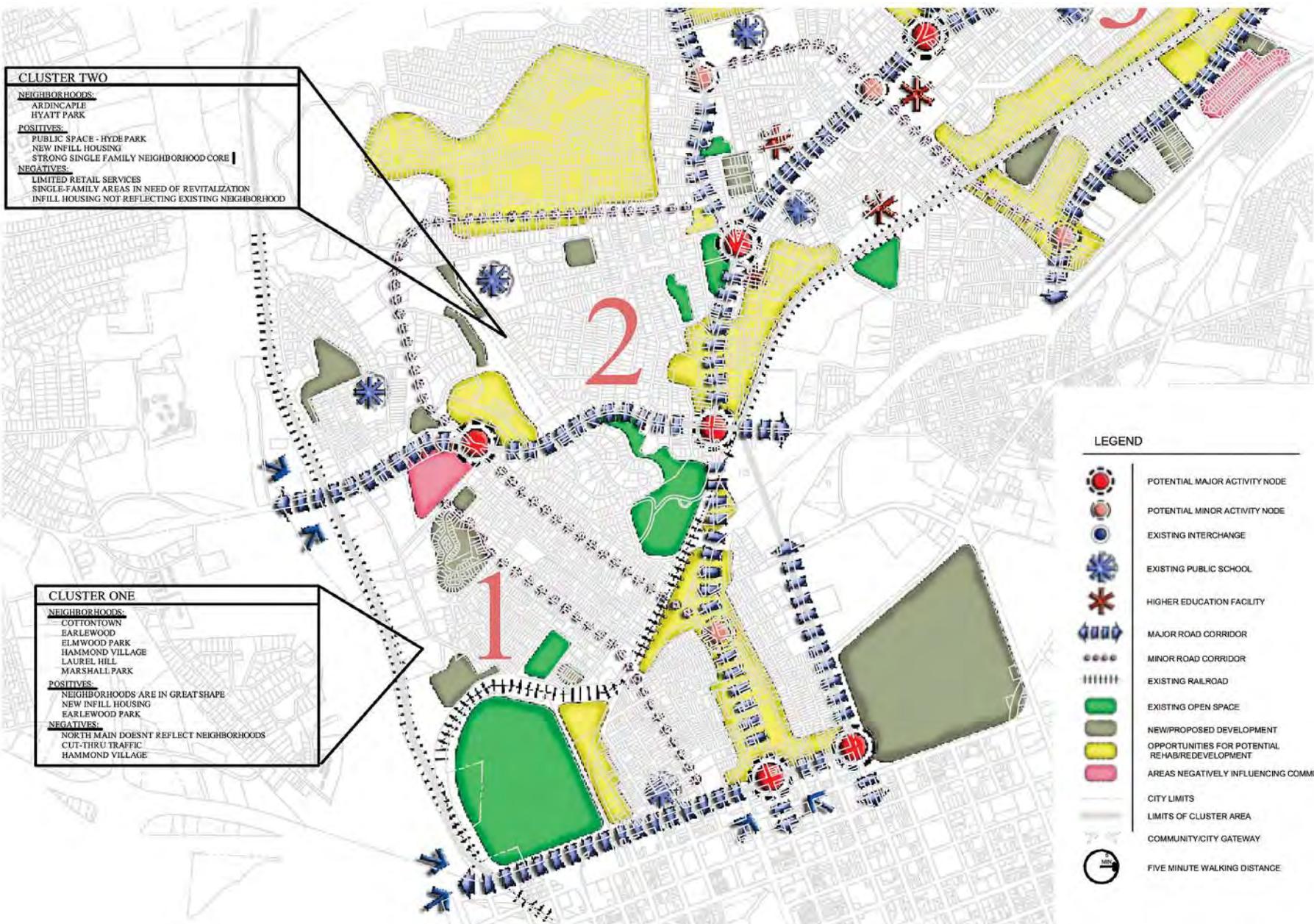
- ◆ Identify issues/needs within existing parks
- ◆ Acquire areas for new parks as identified by the Master Plan
- ◆ Identify funding sources

Community Goal: Increase educational services and outreach programs

- ◆ Inform and improve social programs within the community
- ◆ Identify potential partnerships with education facilities
- ◆ Increase police presence within the community
- ◆ Identify cultural programs and groups for community

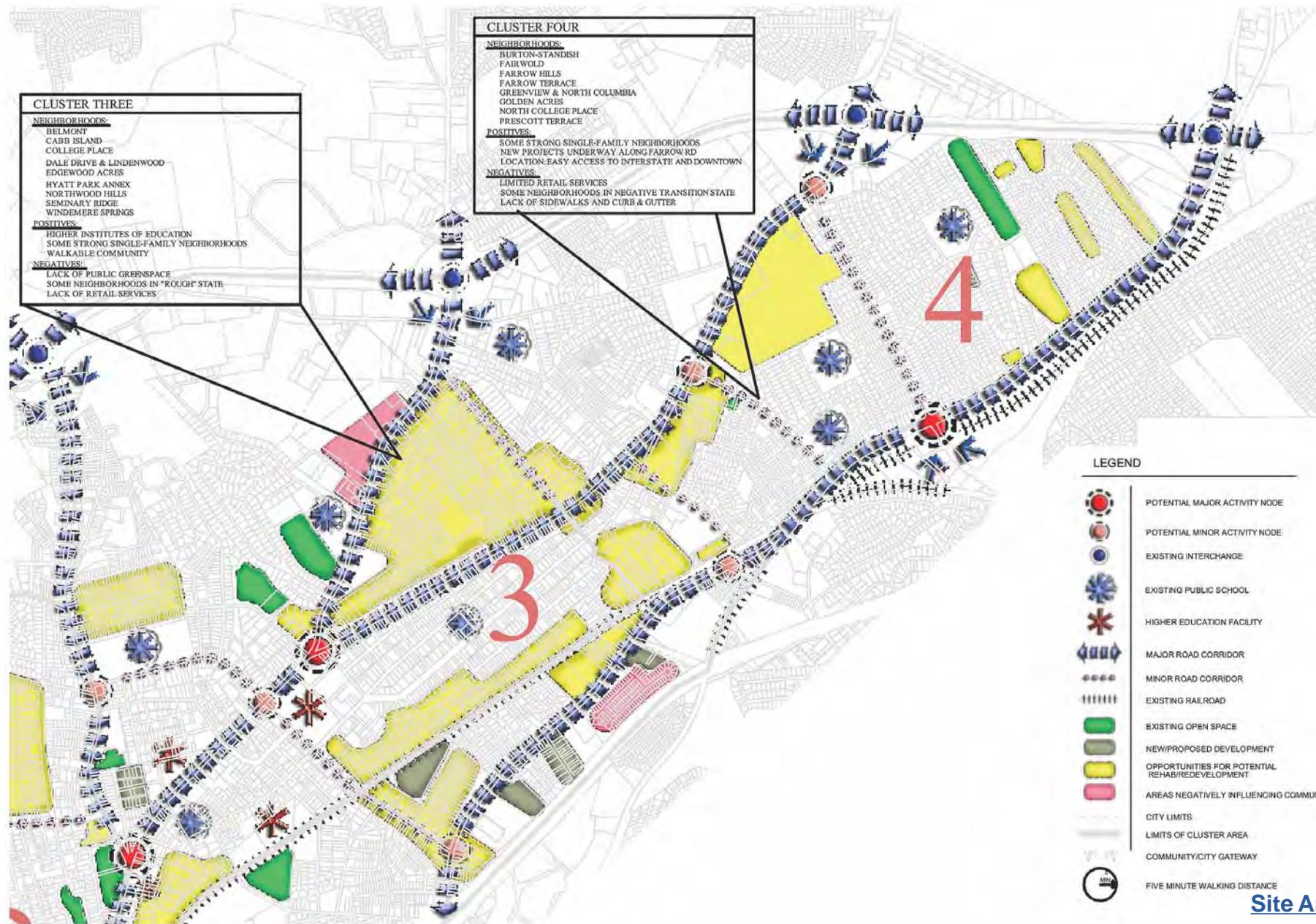
Community Analysis





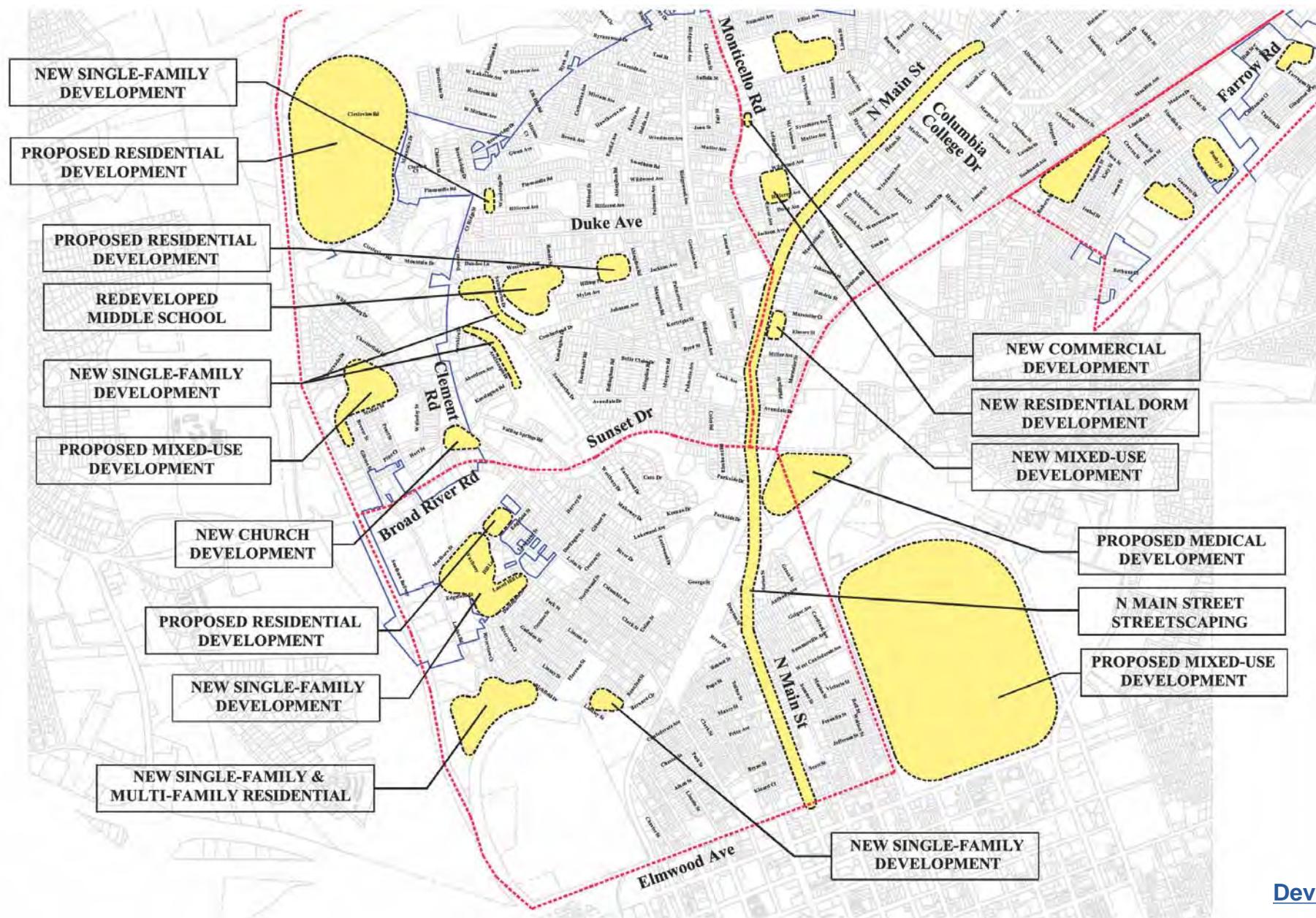
Site Analysis

Community Analysis



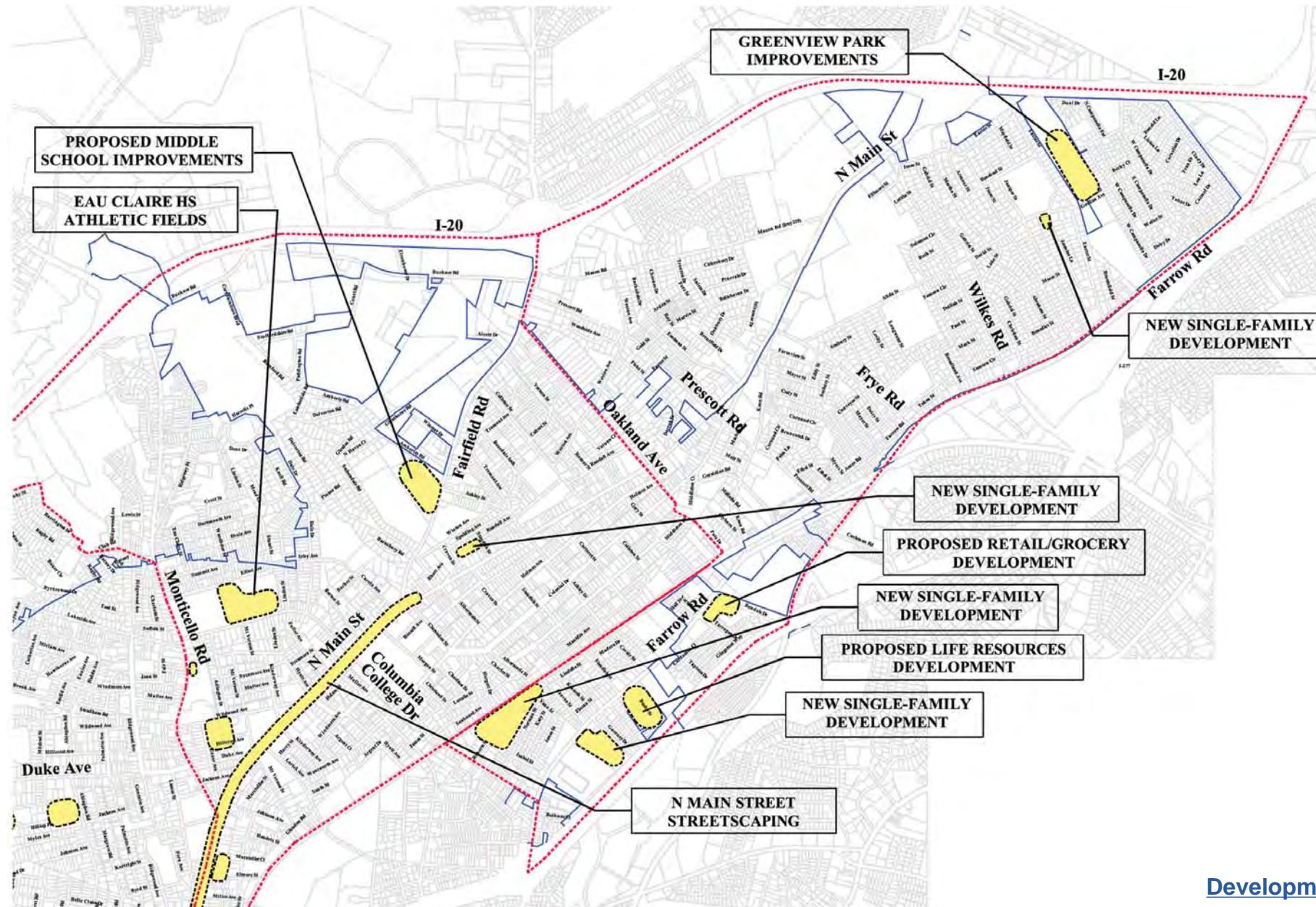
Community Analysis

Site Analysis-Cont.



Development Map

Community Analysis



Development Map - Cont.



Senior Living Facility on Elmwood Avenue



Vacant retail shops on N. Main Street

Analysis Process

The North Columbia area is located on +/-5,600 acres of intensely developed and undeveloped property beginning at Elmwood Avenue, north of the Central Business District (CBD) of Columbia, South Carolina. Due to the size of the area, a criterion was established in order to effectively manage and investigate the physical character of the area and identify the relevant issues affecting the community. This community has areas within City of Columbia, as well as, Richland County jurisdictions. This report focuses on areas within the City of Columbia limits. Issues within Richland County that directly affected the project area were also identified. **The North Columbia project area includes twenty-three organized neighborhood associations, identified by the North Columbia Coordinating Committee included within the boundaries of the project area, on +/-4200 acres.**

The development team conducted a three step analysis of the North Columbia area. A physical analysis of the area conducted in the spring and summer of 2005 included a “windshield analysis” and photo inventory of the area’s neighborhoods and institutions. The development team also reviewed previous studies conducted within the project area, existing land-use patterns and zoning categories, transportation corridors and identified Capital Improvements Projects. The development of a Socio-Economic Demographic Analysis and Real Estate Study completed in September 2005, identified existing and future economic trends within the project area and greater Columbia S.C. The third and most important analysis step was the “Take-Part” Workshops. These workshops allowed the development team to engage with area’s residents and city staff to fully understand the positive and negative attributes confronting the community, identify the current and future needs of the community and identify appropriate areas for preservation and future development within the project area. The findings from these workshops were submitted to the City of Columbia and the North Columbia Coordinating Committee in August of 2005.

Due to size of the project area, the neighborhoods were divided along geographical lines such as street corridors or railroad lines into four clusters. Cluster One focused on neighborhoods south of Sunset Dr. Clusters Two and Three were composed of neighborhoods in and around the former Eau Claire Town Center. Cluster Four focused on more traditional suburban developments along north of Oakland Ave and along Farrow Rd. This clustering allowed for separate “Take Part” Workshops to be held that organized residents based on their neighborhood’s location. This process encouraged participants to think beyond the boundaries of their street or neighborhood and focus on the future development of the surrounding community.

Project Area

The North Columbia area began with the first development north of Elmwood Avenue in the late 19th century. Elmwood Park and then Cottontown (formerly known as North Marion or Bellevue) began in 1891. The creation of the Eau Claire Community, which is now the figurative and geographical center of the community, began in 1899, coinciding with the relocation of Columbia College to the area. The Eau Claire Community was once its own small town until the merging with the City of Columbia in 1961. With the vast size of the project area, the community was divided into four clusters to best manage public input and perform a physical and market analysis. The clusters were divided based on geographical boundaries such as transportation corridors and railroad lines. Bounded by Elmwood Avenue to the south, the Broad River to west, Interstate 20 to the north and Farrow Road/Bull Street to the East, the area is best characterized by its strong existing single-family neighborhood fabric, dated transportation corridors, beautiful public parks and stable and supportive institutions of higher learning.

The beautiful older neighborhoods within North Columbia have a mix of architecture that reflects different time periods within the City’s growth patterns over the last 100 years.

While many neighborhoods are exhibiting times of great renaissance, such as Cottontown and Earlewood, or continued stability, such as Greenview and Northwood Hills, some neighborhoods are suffering from blighting influences. Many of these struggling neighborhoods, including Golden Acres and Edgewood Acres, are characterized by small houses on small lots and a depressed economic income.

Separating these neighborhoods are traditional commercial street corridors of N. Main Street, Farrow Road, Monticello Road and Fairfield Road. Where businesses and retail centers once supported the community, the majority of these corridors are in various stages of decline. While some new retail projects have recently begun along N. Main Street, they are small and will not be enough to change the overall perception of these corridors.

North Columbia is fortunate to have three institutes of higher learning. Columbia College and Lutheran Seminary have been apart of the community since the early 1900’s. South University has recently merged with Columbia Junior College. All three institutions are located within walking distance of one another and provide a solid, stable foundation for many neighborhoods within the community.



Apartments within the Belmont neighborhood



Single-family home in Greenview neighborhood



Infill development adjacent to Earlewood neighborhood



Retail along Farrow Road at Wilkes Road

The area's physical properties vary greatly. Topography in the northern neighborhoods is relatively flat while areas within and adjacent to the older neighborhoods have excessive topography. Many of these areas with excessive topography, once considered too difficult to be developed, are being reshaped with new infill housing. The existing vegetation also varies greatly. Old neighborhoods like Hyatt Park and Earlewood have dense mature tree covers and large street trees. The newer suburban developments of the 1950's and 1960's have bigger lots with larger grassed areas.

Previous Studies

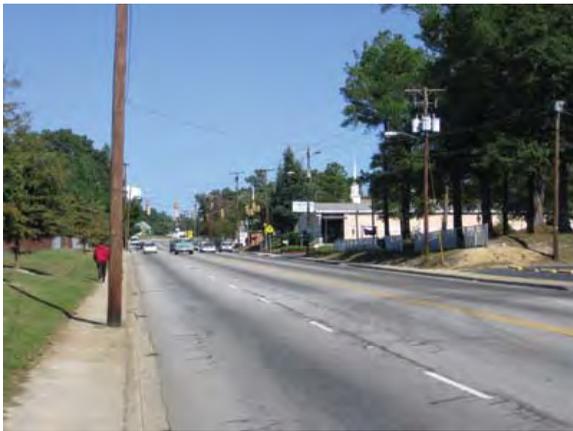
Previous planning efforts addressed specific areas or corridors within the North Columbia community. These efforts included the Eau Claire Development Plan prepared by the City of Columbia in July of 1993. This report primarily addressed issues in and around the former Eau Claire Town center located within the Hyatt Park, Seminary Ridge and Windemere neighborhoods. The City also prepared a North Main Gateway Plan in October 2002, which identified four future activity nodes along N. Main Street between Elmwood Avenue and Interstate 20. In August 2004, Richland County completed the Ridgewood Neighborhood Revitalization Master Plan. In addition, the City of Columbia commissioned a City Wide Architectural Survey and Historical Preservation Plan prepared by John Bryan and Associates. The study identified several neighborhoods within the North Columbia area eligible for historic preservation or conservation designation including areas of Seminary Ridge and College Place.

Transportation Corridors

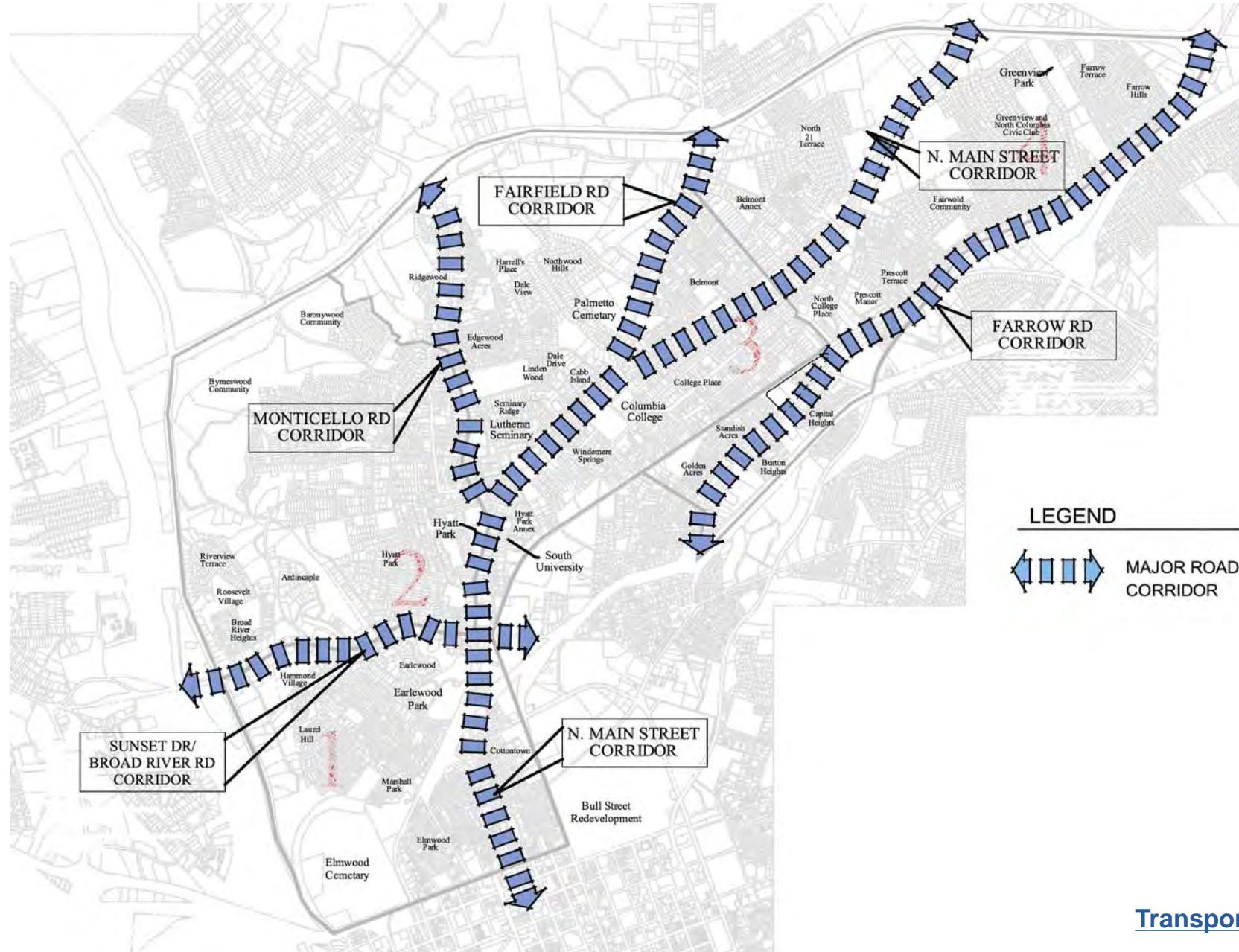
The North Columbia area is dominated by two major road corridors and three secondary road corridors. These transportation corridors are the “front doors”, or gateways, to many neighborhoods. They often are the only impression most outsiders will ever have of the community. N.Main Street and Farrow Road are the two primary road corridors. Both roads are a link between the CBD and the northern suburbs of Columbia. Both also offer direct interchange access to I-20. Within the project area, there are four interchange access points to I-20.



Broad River Road corridor at Lucius Drive looking east



Fairfield Road corridor at the Food Lion Plaza looking north



Transportation Corridors

Community Analysis

North Main Street Corridor

N. Main Street. is the defining street for North Columbia community. Although the street begins at the intersection with Elmwood Avenue, it is an extension of Main Street from the CBD, with the southern terminus of the street being the state capitol. The street proceeds at a north/northeasterly direction and bisects North Columbia into two halves. The northern terminus of N. Main Street is at I-20. The South Carolina Department of Transportation (SCDOT) has classified the road as a principal arterial street. N. Main Street has an average daily traffic load of 20,900 cars between Sunset Drive and Monticello Road, 18,700 cars between Monticello Road and Fairfield Road and 11,200 cars between Fairfield Road and I-20. N. Main Street has four major intersections that define perceived neighborhood and economic boundaries.

Existing Land Use

The dominate use along the N. Main Street. corridor is commercial with some residential and institutional uses. Many of the properties, especially the existing commercial spaces, are vacant, underutilized or in various stages of decline. Within the community, N. Main Street goes through various transformations, often in conjunction with the transitional stages of the adjacent neighborhoods. Within the southern neighborhoods, N. Main Street is characterized by vacant or neglected commercial properties. Many of these spaces are occupied by lower end tenants and show limited signs of maintenance, general upkeep or façade and property improvements. Two of the community’s largest and best parks, Earlewood Park and Hyatt Park, are located along N. Main Street within the southern part of the community. The northern properties along N. Main Street are similar to the southern half of N. Main Street, but there is also a significant amount of undeveloped property. Much of this undeveloped property is located along the western right of way of the street north of Oakland Avenue and is not within the city limits. Three higher education facilities; Columbia College, The Lutheran Seminary and South University, all face N. Main Street and are located close to the geographical center of the community. Just north of these institutions and before the beginning of commercial uses near Oakland Avenue, a strong single-family section remains. Many of these homes are transitioning into commercial uses. Noticeably absent from the N. Main Street is adequate higher density housing, such as townhomes and apartments. Although some apartments do exist, they are often dated, misplaced adjacent to existing single-family homes or developed with an emphasis towards the automobile mobility, not to the advantage of pedestrian movement. This lack of density housing further has limited an opportunity for existing commercial centers to capture pedestrian traffic.



“Strip” retail along N. Main Street near the Fairwold neighborhood



Zesto diner along N. Main Street at Monticello Rd is a neighborhood landmark



Non-existent crosswalk at N. Main Street and River Drive



Phase One of N. Main Plaza

Existing Conditions

N. Main Street suffers from a lack of identity or a sense of place. It could be any street in America, except that it is the “Main Street” of not only the communities of North Columbia but the City of Columbia. With the development as a traditional commercial corridor during the age of the automobile, new commercial projects often emphasized the preference of automobile mobility over the pedestrian experience. Many buildings were placed to the rear of the property and parking lots were pushed toward the street separating pedestrians from uses by a large, often uncomfortable parking lot. Sidewalks were often afterthoughts or, in many cases along the northern portion near the neighborhoods of Greenview and Fairwold, were not installed at all. As each parcel was developed, each parcel received two or more curb cuts along N. Main Street, which further interrupted the streets appearance, negatively effected traffic flow and decreased pedestrian safety.

Future Projects

The City of Columbia has recently begun a N. Main Street Streetscaping project. Divided into five phases, the project will visually unify N. Main Street through the use of similar light standards, street tree plantings, paving materials and site furniture. The project begins with redevelopment of the N. Main Street and Fairfield Road intersection to the north, to Elmwood Ave to the south. The streetscape will provide a more pedestrian friendly element to this area of North Columbia. In addition, new developments, such as the North Main Plaza, which was developed with Empowerment Zone funds, have placed an emphasis on the pedestrian experience by pushing the building closer to the street, providing generous sidewalks, street trees and locating parking behind the building. The N. Main Street streetscape is seen as the first catalyst for redevelopment of N. Main Street. It represents the city’s investment and commitment to current and future business owners to change the perception of N. Main Street.



Vacant land along Farrow Road



Underutilized parcels along Farrow Road

Farrow Road Corridor

Farrow Road is a significant transportation corridor that delineates the eastern boundary of North Columbia. It is classified as a minor arterial by the SCDOT and has a daily average traffic load of 13,000 cars. As a commuter road it works well. As a distinguished street for North Columbia, it is an overwhelming detractor for the community. The street has four travel lanes with a center turn lane. The street is absent of street trees, pedestrian lighting and significant sidewalks. Farrow Road parallels an existing railroad line from the Prescott Road intersection north to Interchange 72 at I-20. **In all, nine neighborhoods within the North Columbia project area connect with Farrow Road, which means for many residents and future homeowners, Farrow Road is the gateway to their neighborhoods.**

Existing Land-Use

The existing land-use pattern is varied with a mix of commercial, industrial, office and residential uses, all in varying stages of vitality. Commercial uses along this corridor offer a negative perception of the community. Most commercial uses are stand alone buildings that are vacant or are occupied by lower tier users that do not positively serve the community. At the gateway to the Greenview community at the intersection of N. Main Street and Wilkes Road is a deteriorating gas station and carwash. Although the carwash is well maintained and nicely landscaped, these two uses do not present a strong and inviting entrance to the neighborhood. Similarly, the gateway to the Fairwold community at the Frye Road intersection is an automobile junkyard.

Many single-family homes face Farrow Road. Some of these homes have turned into commercial properties, while the majority have remained residential. More than twenty new single-family homes are being developed within the Burton Heights neighborhood on the site of a former elementary school. A new high-end office development fronts Farrow Road north of the Fontaine Road intersection but is separated from Farrow Road and the North Columbia Community by the railroad tracks and does not benefit the community.

The proposed development of a new 70,000 square foot commercial center has been proposed along Farrow Road at Taragon Street. In addition a new life resource center will soon be developed two blocks from the shopping center. These two developments will have a major influence on the future direction of developments and will affect the opportunity to redefine the image of the Farrow Road corridor.



Single-family home along Farrow Road



Farrow Road at Cushman Street

Existing Conditions

Farrow Road also suffers from a lack of identity. The street is not pedestrian friendly. Sidewalks are few and far between, lighting is non-existent and there is no sense of place. Again, this road could be “anywhere USA”. This harsh aesthetic has a negative influence on the commercial and residential uses along this corridor. The few positive commercial establishments have located buildings to the rear of the property and parking close to the street thus reemphasizing the automobile orientation. Access to single-family homes is often from driveways on Farrow Road, thus creating a dangerous situation for residents and commuters with cars backing out into traffic. Farrow Road might never be a high density, pedestrian friendly, mixed-use corridor, but for many residents within the surrounding neighborhoods, the option to walk is their only option, Farrow Road should be reflective of this need. **In a community, where over 18% of residents do not own vehicles and future development of goods and services within a five minute walking distance, the need for better pedestrian movement and connectivity has never been more apparent.**



Former Eau Claire Town Hall at Monticello Rd and N. Main Street



Minimal streetscape along Monticello Rd

Monticello Road Corridor

Monticello Rd begins at its intersection with N. Main St at the center of the former town of Eau Claire and proceeds north to I-20. The road is four lanes and is classified as a principal arterial by the SCDOT with an average daily traffic count of 10,900 cars. The city limits end at the Dixie Ave intersection.

Existing Land-Use

The road has a mix of land-uses including commercial, office, residential, institutional, and recreational. The former Eau Claire Town Hall and Hyatt Park are located at the intersection of Monticello Road and N. Main Street. This intersection was once the center of the former Eau Claire community. The renovated former Eau Claire Town Hall houses a police mini-precinct and other community services including an exhibit hall for neighborhood meetings and private functions. Just north of the N. Main Street intersection, the Keenan House is available for large gatherings and operated by the City’s Parks and Recreation Department. It is also available for private functions. The Keenan’s House’s grounds are surrounded by a large and imposing chain link fence and are not open to the public during the day. Eau Claire High School is located at the intersection of Columbia College Drive and Monticello Road. The high school serves the entire community of North Columbia. Eau Claire High School has recently completed a major renovation with a new 1,200 seat auditorium and completely new athletic facilities including baseball and softball stadiums. The western right of way of Monticello Road is predominately residential with some commercial uses located at the Duke Avenue intersection, including the local post office, and Timrod Street intersection where a new General Dollar store is being built. The remaining single-family and duplex homes are in various states of repair. Many homes are transitioning to commercial or office uses or are being rented out as multi-family dwellings. This may be due to existing market pressure and/or location.

Existing Conditions

Monticello Road is a gateway or “front door” to several neighborhoods including Hyatt Park and Seminary Ridge. The corridor is a four-lane traffic corridor defined by a lack of consistent land uses and streetscape elements. The redevelopment of The Eau Claire Town Hall and Hyatt Park introduced a pedestrian friendly experience with sidewalks, shade trees and street lighting. Well maintained homes with large trees further enhance the pedestrian experience, while commercial uses, such as at the



Existing retail at Monticello Road
and Duke Avenue



Existing retail near Eau Claire
High School

intersection with Duke Avenue, detract from the road's appearance and impede pedestrian movement. Existing commercial properties have placed an emphasis on the automobile with parking lots close to the street, often with no pedestrian connections between the buildings and the public sidewalks or street/parking lot shade trees, and neglected commercial tracts. The transition of the corridor from residential to commercial use will further degrade the street's appearance if a strong streetscaping program or design guidelines are not introduced. The city has invested in a large, landscaped gateway at the Monticello Road and N. Main Street intersection. This intersection is due for redesign and further enhancement as part of the N. Main Street streetscape project. When approaching south from I-20, there is no gateway or delineation between county or city nor gateway feature until the N. Main Street intersection.



Food Lion Plaza on Fairfield Road



Apartments on Fairfield Road

Fairfield Road

Fairfield Road is a four lane traffic corridor that begins within the North Columbia Community at N. Main Street and proceeds north to I-20. The road is classified as a principal arterial street by the SCDOT and has an average daily traffic count of 10,000 cars per day.

Existing Land-Use

Fairfield Road is a mix of commercial, residential and institutional uses. Commercial uses along this corridor are defined by a well maintained but dated shopping strip anchored by a Food Lion at the intersection with Ashley Street, a gas station at the intersection with N. Main Street and many vacant or neglected stand alone buildings towards I-20. The Food Lion plaza, although occupied, has many lower tier tenants. A recent resurfacing of the parking lot indicates the owner's long term commitment to remain within the community. Two multi-family developments are located along Fairfield Road. Both developments are having a negative influence upon the community. Existing apartments at the intersection of Fairfield Road and N. Main Street, which until recently have been used by Benedict College students, are currently being renovated. This development does not engage the street, but rather turns its backs on it, isolating it from the community and creating a "black hole" in the corridor. Further north, the existing Willow Lakes apartment complex is a Section VIII community. This development suffers from isolation from good retail services and the adjacent mobile home community. These developments and transient population are having a negative impact on the existing retail services along Fairfield Road and will hamper any future reinvestment along the corridor. In addition, their influence is being felt within the adjacent Belmont and Northwood neighborhoods. Alcorn Middle School, scheduled for extensive renovations in 2006, is located along Fairfield Road south of the Willow Lakes apartment complex.

Existing Conditions

Fairfield Road suffers from a lack of consistency in building placement, land use and streetscaping elements. The Food Lion development places an emphasis on cars over the pedestrian experience. For a pedestrian to shop at the center, they must cross a sea of parking with no shade trees. A lack of outparcels fronting Fairfield Rd also discourages pedestrian traffic. There is an opportunity within this plaza to increase the value and leasible square footage of the existing strip center with new buildings in the existing plaza's parking lot and enhance the pedestrian experience with building orientation to the



Retail building along Fairfield Road at Winmet Drive



Mobile home park on Fairfield Road is under Richland County regulations

street. The former Benedict College apartments building location and design are a major contributor to this unsafe pedestrian environment.

The Fairfield Road/N. Main Street intersection is unusual and unsafe. This intersection should be a gateway to N. Main Street and Columbia College. **Currently it is an automobile accident, and more importantly, a pedestrian accident waiting to happen. The intersection is scheduled to be redeveloped as a priority item during the N. Main Street streetscape project. These redevelopments will emphasize this intersection as an important activity node.**



Former Eckerd at Sunset Drive and N. Main Street intersection



Former A&P retail center at Sunset Drive and Clement Road is mostly vacant

Sunset Dr/Broad River Rd

Sunset Drive is the major east west connection through the North Columbia community. The name changes to Broad River Road at the intersection with Clement Road and River Drive as it heads west. The road carries an average of 18,600 vehicles per day. The road is a relatively curvy, two-lane road through the residential neighborhoods of Hyatt Park to the north and Earlewood to the south. Broad River Road changes to a four-lane highway as it heads toward the western suburbs of Columbia.

Existing Land-Use

Sunset Drive/Broad River Road is characterized as two different roads. Sunset Drive is a minor arterial road predominately surrounded by residential uses. Many of these homes along Sunset Drive can be traced back to the original development of Hyatt Park and Earlewood, while some homes are relatively new. Retail services are located at the intersection of N. Main Street. Although this intersection is congested, the retail uses are lower tier tenants. A former Eckerd is now a Family Dollar and a former fast food restaurant is now a title pawn company. Earlewood Park, located along the southern right-of-way of Sunset Drive, is the largest park within the North Columbia Community.

Broad River Road is a commercial and light industry corridor. Many businesses are lower tiered uses, including auto repair shops, storage facilities, adult businesses and vacant buildings. The former A&P grocery strip center at the intersection of Sunset Drive and Broad River Road is mostly vacant with a bingo parlor now occupying the old grocery store. A large public storage facility anchors the western end of Broad River Road, adjacent to the greenway. **These retail uses are not serving the community and are not utilizing the property to its best and highest potential.**

Existing Conditions

Sunset Drive is an enjoyable traffic corridor for motorists. The homes, large trees and curvy street create a pleasurable “country like” experience in the middle of the city. For the pedestrian, the experience is quite different. There are no sidewalks along this corridor, yet it fronts the undeveloped portion of Earlewood Park. There are few street lights, and the lack of left turning lanes causes drivers to be overly aggressive in trying to turn into the Hyatt Park or Earlewood neighborhoods.



Lower tier retail along Broad River Road

Broad River Road is not a pedestrian friendly environment. Although sidewalks exist on each side of the road, the speed of traffic along the corridor creates an unsafe environment. There is no separation between the sidewalk and traffic other than a six inch curb. In addition, buildings uses are not pedestrian oriented and building placement only deters walkers. The corridor is lacking in street trees and lighting. With its proximity to the Three Rivers greenway and the adjacent communities of Earlewood and Hyatt Park, this corridor should have a better pedestrian connection.



Undersized signage near Gibson Street for Three Rivers Greenway

Cluster One

Cottontown
Earlewood
Elmwood Park
Hammond Village
Laurel Hill
Marshall Park

Cluster Two

Ardincaple
Hyatt Park

Cluster Three

Belmont
Cabb Island
College Place
Dale Drive & Lindenwood
Edgewood Acres
Hyatt Park Annex
Northwood Hills
Seminary Ridge
Windermere Springs

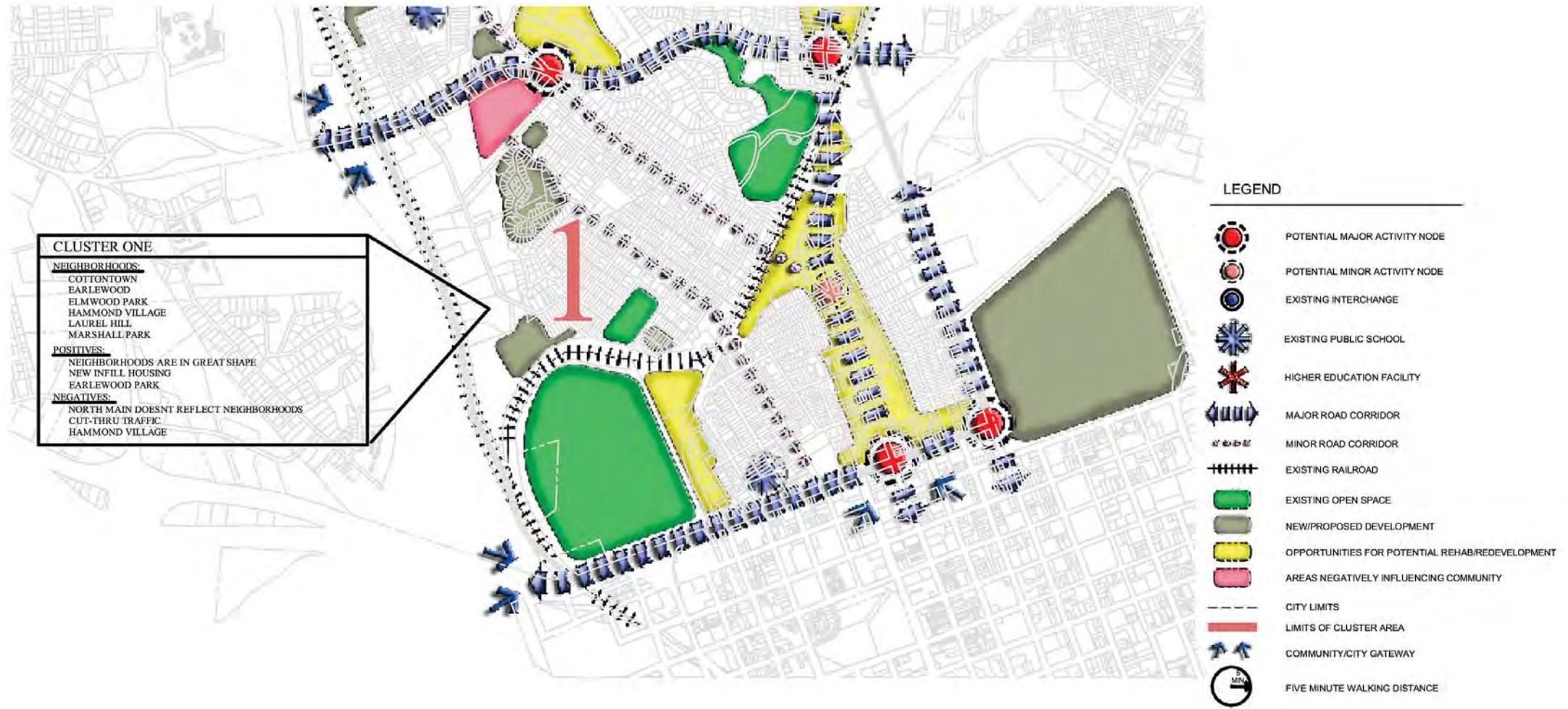
Cluster Four

Burton Heights & Standish Acres
Fairwold Community
Farrow Hills
Farrow Terrace
Greenview & North Columbia
Civic Club
Golden Acres
North College Place
Prescott Terrace

Neighborhoods

In all there are twenty five organized neighborhood groups within the North Columbia project area. The neighborhoods were divided along geographical boundaries and divided into four clusters. The neighborhoods offer a wide range of architectural styles, lot sizes and economic vitality. They range from historic neighborhoods located closer to the Central Business District (CBD) to automobile oriented suburban developments of the 1950's to 1970's near Interstate 20. The neighborhoods of Cottontown and Elmwood Park exemplify the commitment of residents to preserve and enhance the significant historical character of their community. Neighborhoods such as Greenview and Northwood Hills are good examples of more automobile oriented suburban developments with predominately brick homes on large, wooded and well maintained lots. **Unfortunately, many neighborhoods, including Golden Acres, Hyatt Park Annex, Belmont, Edgewood Acres and North College Place, exhibit blight associated with substandard housing, vacant lots, lack of code enforcement, and capital reinvestment.**

There are some neighborhoods within the project area that are not identified by the City provided Neighborhood Map but display neighborhood identification monuments. Two of these neighborhoods are Harlem Heights in the Fairwold Neighborhood and Keenan Terrace within the Hyatt Park neighborhood. In addition, the Ridgewood Monticello neighborhood was indicated as being part of Hyatt Park although the map identifies this area as a separate neighborhood.



Cluster One



Single-family homes in Cottontown



Single-family home in Earlewood

Cluster One

Cottontown

Cottontown began in 1902. The neighborhood is based on a traditional grid pattern. The neighborhood has seen a resurgence of investment in the last two decades and now is one of the most beautiful neighborhoods in the city. The streets are lined with large street trees and sidewalks with homes being predominately brick bungalows. Cut through traffic between Bull Street and North Main Street has been a problem and the city has instituted traffic calming measures within the neighborhood. The neighborhood has a historic district overlay.

Positives

- ◆ Beautiful homes on tree lined streets with sidewalks
- ◆ Positive reinvestment within the community

Negatives

- ◆ Bounded by high vehicular traffic corridors on three sides
- ◆ Lack of retail services within walking distance

Earlewood

The Earlewood Community, founded in 1910, recently was designated a historic district by the City of Columbia. Bounded by the Southern Railway line to the south, N. Main Street to the east and Sunset Drive to the north, the community was also developed along a traditional street grid pattern. The homes and lots are smaller than adjacent Cottontown and Elmwood Park but are equally beautiful. The former McCants Elementary School is being converted into condominiums and single-family homes, and there is a large amount of infill development at the western edge of the neighborhood. River Drive bisects Earlewood from N. Main Street to the south to Broad River Road to the north. This road is classified as an arterial street by the SCDOT. Some parcels located along Park Street and Lyles Street are not within the City of Columbia limits but under Richland County jurisdiction. These lots are a constant frustration for residents who identify the need for code and zoning enforcement to instill regular maintenance and appropriate use of the property.



Vacant parcels in Elmwood Park



Single-family home in Elmwood Park

Positives

- ◆ Historic neighborhood designation
- ◆ Proximity to Earlewood Park and Marshall Park

Negatives

- ◆ Adjacent infill development with less character than neighborhood and increased density
- ◆ Adjacent Hammond Village housing project and Broad River Terrace Apartments
- ◆ County regulated property within city limits

Elmwood Park

Elmwood Park was founded in 1891 and is bounded by N. Main Street to the east, Elmwood Avenue to the south, Elmwood Cemetery to the west and the Southern Railway line to the north. It has a historical designation. The neighborhood is anchored by beautiful Victorian homes and tree lined streets. The recently renovated Logan School and the preservation of the former Elmwood Avenue High School as a senior living facility are strong assets to the community. The Elmwood neighborhood abuts Elmwood Cemetery to the west, a beautiful cemetery, founded in 1852. The proposed Highway 277 right of way extension has been left vacant awaiting redevelopment. The development of this vacant property with either a public park or similar housing product is crucial for the continuing improvement of the community.

Positives

- ◆ Historic neighborhood designation
- ◆ Beautiful homes on tree lined streets

Negatives

- ◆ Vacant Hwy 277 property
- ◆ Lack of retail services within walking distance



Single-family home in Laurel Hill

Laurel Hill

Laurel Hill is a new and successful infill community located to the west of Earlewood. The houses are modeled after bungalow homes of the 1930's. Some design elements suffer as parking pads have often been placed in front of homes and not to the side which is more typical of homes in the adjacent Earlewood neighborhood. The density in this area is also more than in the surrounding neighborhoods as lot sizes are as small as 3,000 sf for a single-family home. Location of this development is a strong positive, but the quality of the product could be an issue as the neighborhood matures.

Positives

- ◆ Close proximity to downtown
- ◆ New construction adjacent to historic community

Negatives

- ◆ Higher density product eliminates opportunity for essential design elements such as tree lined streets and sufficient sidewalks
- ◆ Close proximity to Hammond Village



Single-family home in Marshall Park

Marshall Park

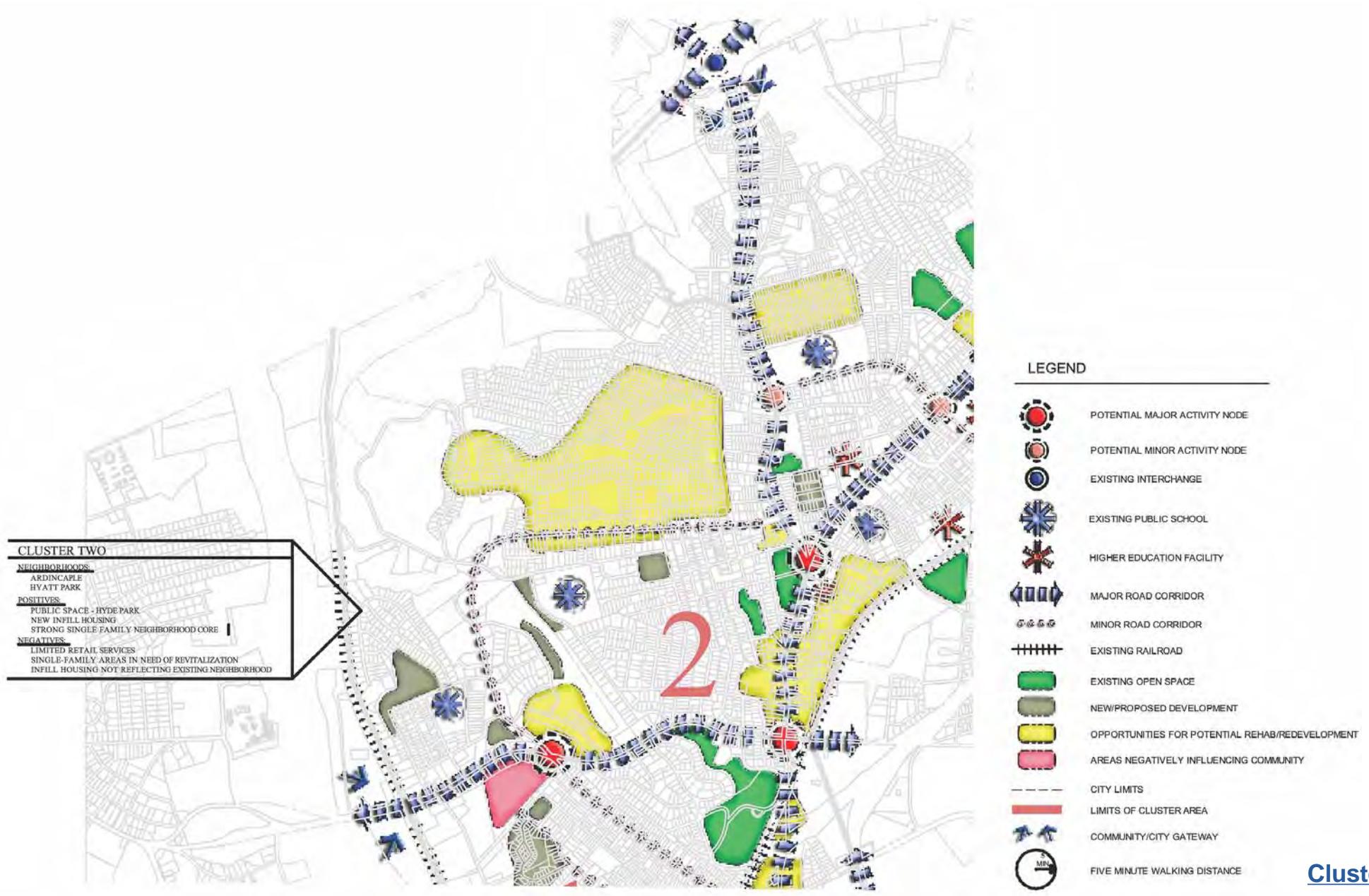
The boundaries of Marshall Park neighborhood are unclear. The homes appear to be smaller than the surrounding neighborhood of Earlewood. New infill homes have been completed along Beaufort Street and Lindsey Street with some homes fronting Marshall Park. The new homes appear to mimic architectural style of the neighborhood. Marshall Park offers a vast, largely undeveloped open space.

Positives

- ◆ Proximity to downtown
- ◆ Adjacent to Marshall Park

Negatives

- ◆ Lack of neighborhood identity to potential homebuyers
- ◆ New higher density development will increase vehicular traffic



Cluster Two



Infill housing in Ardincaple



Single-family home in Hyatt Park

Cluster Two

Ardincaple

The Ardincaple neighborhood represents the western boundary of the project area for the North Columbia Master Plan. The neighborhood has large homes on big lots with architectural styles from the 1960. New infill homes have been built on Ardincaple Drive. The new homes don't match the existing neighborhood in style or in lot size and set a clear delineation between new and old. The community is bordered by the large, dated multi-family community of Rutledge Forest to the south and a drainage way to the east. Clement Drive is the western boundary of the neighborhood. A new church has been built at the site of the former drive in theatre to the west of the neighborhood.

Positives

- ◆ Close proximity to major road corridors
- ◆ New infill attracts potential new residents and solidifies single-family community

Negatives

- ◆ New infill development does not match existing architectural style or density
- ◆ Proximity to aging multi-family development

Hyatt Park

Hyatt Park is the largest neighborhood in North Columbia. It is bounded by Sunset Drive to the south, N. Main Street to the east, the Ardincaple neighborhood to the west and the Byrneswood Community to the north. The former communities of Ridgewood-Monticello and North Highlands merged with Hyatt Park in an attempt to change the perception of these neighborhoods. The community enjoys areas of great beauty such as the former Keenan Terrace community along Sunset Road, the recreation opportunities of Hyatt Park and proximity to the former Eau Claire Town Hall. The neighborhood suffers from areas of neglect towards the northern end of the community and along Monticello Road, Duke Avenue and N. Main Street. Housing sizes also relate to the vitality of the community. Smaller homes in the northern half have not seen the reinvestment in property as compared to the larger homes in the southern half of the neighborhood. New infill construction near Summerlea Drive has provided new residents to the community, but the increased density has raised concerns over the direction of redevelopment within the area.



Infill housing in Hyatt Park near
Gibbes Middle School



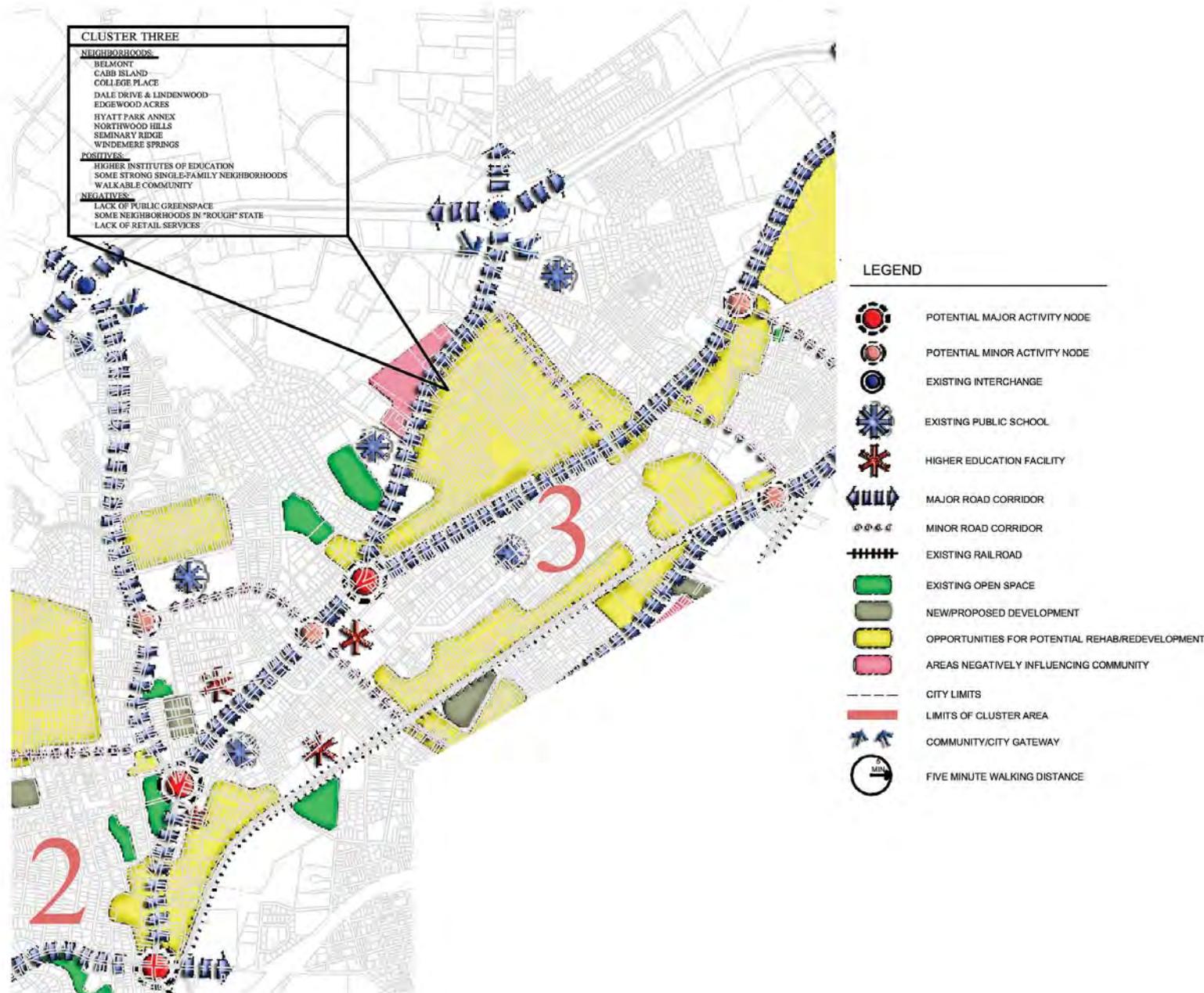
Low quality housing in northern
Hyatt Park

Positives

- ◆ Close proximity to major road corridors of N. Main Street and Sunset Drive
- ◆ New infill attracts potential new residents and solidifies single-family community
- ◆ Hyatt Park provides excellent active recreation facilities
- ◆ Beautiful homes on tree lined streets within the southern half of the community

Negatives

- ◆ Former North Highland neighborhood suffering from lack of reinvestment
- ◆ Area north of Duke Avenue has small houses on small lots
- ◆ No public space within northern area of community
- ◆ Neighboring retail services are limited
- ◆ New infill development does not match existing density or style of neighborhood



Cluster Three

Cluster Three

Belmont

The Belmont neighborhood is bounded by N. Main Street to the south, Fairfield Rd to the north and Oakland Avenue to the east and is suffering from blighting influences. The neighborhood is predominately single-family homes with a large multifamily project at the core of the neighborhood. **The community suffers from many vacant lots, boarded up homes, a mobile home community and code enforcement issues.** Due to the relatively small size of homes, reinvestment in these homes has been minimal. The apartment complex is relatively well maintained, but the traffic associated with the project as well as the larger buildings and increased parking areas are having a negative influence on homes facing the property. The neighborhood does not have a community park or public gathering space. A community grocer within the neighborhood is attracting a negative element. Currently the Eau Claire Development Corporation (ECDC) is building twenty-two new homes around Randall Avenue and ten more additional homes at Tremont Avenue and Rosedale Arch, as well as fixing an existing drainage issue along Randall Avenue.

Positives

- ◆ New infill development providing increase in quality of homes within neighborhood
- ◆ N. Main Street and Fairfield Road allow easy access to downtown or interstate
- ◆ Close proximity to Columbia College

Negatives

- ◆ Existing housing stock is generally undersized
- ◆ Non-complimentary uses within the neighborhood detracting from community
- ◆ Adjacent multi-family and mobile home community on Fairfield Road
- ◆ Boarded up homes, vacant lots and chain link fences surrounding homes
- ◆ Perceived lack of code enforcement



Deteriorating home in Belmont



Non-combatible retail within the single-family neighborhood



Unique home in Cabb Island

Cabb Island

The Cabb Island neighborhood is predominately single-family residential with a mix of housing types and lot sizes. Columbia College has recently completed a sports facility on Carole Street within the Cabb Island neighborhood that includes athletic fields and recreational trails. The streets are lacking in curb and gutter and sidewalks. The majority of homes and yards are well maintained.

Positives

- ◆ Close proximity to Columbia College an attraction to faculty and staff
- ◆ New athletic fields and trails provide greenspace

Negatives

- ◆ Lack of community identity and access from major corridors
- ◆ Commercial uses along N. Main Street
- ◆ Adjacent apartment complex on Fairfield Road



Single-family home along Colonial Drive in College Place

College Place

The College Place community is anchored by Columbia College on the southern end of the neighborhood and is bordered by North College Place to the north, N. Main Street to the west and Southern Railroad Line to the east. The community has more than sixty homes eligible for historic designation (City-wide Architectural Survey & Historic Preservation Plan, 1993). Colonial Drive, a wide three lane road believed to be built for trolley line service, is the center spine of the community. The street is fronted by many large homes built in the 1910's as well as smaller homes built in the 1950's and 1960's. It is also a gateway to Columbia College. The community has a strong single-family residential element that is positively influenced by the College but does have areas that suffer from neglect. Mauldin Avenue has multi-family, both vacant and occupied, that is negatively influencing the community. Middleton Court has been identified by the Columbia Police Department as being an area with constant issues.



Open storm water ditch in
College Place



Single-family home in Lindenwood

Positives

- ◆ Adjacent to Columbia College
- ◆ Well defined street pattern with connections to major corridors
- ◆ Historic homes within community

Negatives

- ◆ Existing apartments are having negative influence on single-family community
- ◆ Limited adjacent retail services
- ◆ Cut through traffic associated with Standish Street and Colonial Drive

Dale Drive & Lindenwood

Dale Drive has traditional brick ranch homes. Lindenwood has many homes that are substandard and showing signs of distress. The streets are lacking in curb and gutter and sidewalks. During the physical analysis of the neighborhood, water line improvements were being made, and a large amount of trash was dumped along the roadside.

Positives

- ◆ Close proximity to Columbia College an attraction to faculty and staff
- ◆ Small brick ranches on Dale Drive

Negatives

- ◆ Lack of community identity and access from major corridors
- ◆ Homes within Lindenwood are small and in need of significant improvements



Debris in Edgewood Acres

Edgewood Acres

The Edgewood Acres neighborhood is located north of Eau Claire High School. Although the majority of the neighborhood is under Richland County jurisdiction, the neighborhood is having a direct influence upon the adjacent Dale Drive & Lindenwood neighborhoods. The majority of the housing is sub-standard. Homes are showing signs of neglect, with many homes boarded up or in need of major renovation. There are many mobile homes within the area. The street lack curb and gutter and sidewalks. There is a small public park within the northern area of the neighborhood.

Positives

- ◆ Close proximity to Eau Claire High School and Interstate

Negatives

- ◆ Substandard homes and numerous vacant lots
- ◆ Lack of capital improvements such as curb and gutter and sidewalks

Hyatt Park Annex

Hyatt Park Annex is bordered by N. Main Street to the west, Lorrick Avenue to the north, Sunset Drive to the south and an existing railroad line to the east. The neighborhood is comprised of residential, commercial and industrial uses. The majority of the residential homes are located north of Glendon Road. Many of these homes, including townhomes and apartments are small and poorly maintained. The industrial uses within the area are having a negative influence on these homes. The former South Carolina Department of Transportation site along Glendon Street and Marsteller Street is now vacant and for sale. Environmental issues could be associated with this site and others within the neighborhood. There are no curb and gutter improvements nor sidewalks within the neighborhood.

Positives

- ◆ Close proximity to Hyatt Park and new North Main Plaza
- ◆ Close proximity to existing grocery store
- ◆ Close proximity to South University



Single-family home in Hyatt Park Annex



Entry road to Northwood Hills from Arden Middle School



Single-family home in Northwood Hills

Negatives

- ◆ The majority of housing is poorly maintained and undersized
- ◆ The existing industrial uses within the neighborhood
- ◆ No curb and gutter or sidewalks

Northwood Hills

Northwood Hills is a beautiful suburban style community built in the late 1960's and 1970's. The neighborhood is characterized by large wooded lots and good size homes, an oasis within the city. Alcorn Middle School is within walking distance and the adjacent cemetery buffers the residents from Fairfield Road. The neighborhood has remained relatively intact since its initial development but could be feeling some negative influences from adjacent apartment complexes to the south east and south west. A large vacant tract on Romford Road has remained undeveloped within the neighborhood, most likely due to topography issues. Good access to the neighborhood exists from Fairfield Road, but another access point is indistinguishable from the entrance to Alcorn Middle School. The development of an industrial complex to the north of the neighborhood could negatively influence adjacent homes without adequate buffering. With the increase in infill development and increased desirability for newer and larger homes, Northwood Hills will need to guard against new development that does not compliment the established neighborhood fabric.

Positives

- ◆ Neighborhood is a wooded oasis in the city
- ◆ Large homes on large lots within close proximity to downtown and interstate

Negatives

- ◆ Adjacent apartment complexes
- ◆ Industrial property to the north
- ◆ Vacant lots along Romford Road



Lutheran Seminary housing along Wildwood Avenue



Single-family home in Seminary Ridge

Seminary Ridge

The Seminary Ridge Neighborhood is bordered by Columbia College Dr to the north and east, Monticello Road to the west and N. Main Street to the south. The neighborhood is primarily single-family residential. The neighborhood, which began in 1915, was once part of the center of Eau Claire. At the heart of the neighborhood is the Lutheran Theological Southern Seminary. Constructed in 1930, the Seminary has provided a solid foundation for the neighborhood. The school has recently completed a new residential development within the neighborhood for use by its students. Although it lacks some of the street trees and sidewalks consistent with older neighborhoods, Seminary Ridge is a well laid out neighborhood with interesting architecture. The neighborhood has been identified as being eligible for historic preservation. The Keenan House is located adjacent to Monticello Road. The property, operated by the Parks and Recreation Department, was placed on the National Historic Record in 1979.

Positives

- ◆ Stability and beauty of Lutheran Seminary
- ◆ Beautiful homes adjacent to school
- ◆ Adjacent to Eau Claire High School and close proximity to Columbia College
- ◆ N. Main Street streetscape project will enhance perception from N. Main Street

Negatives

- ◆ Lack of quality retail services within walking distance
- ◆ Existing housing stock along Columbia College Drive facing Eau Claire High School

Windemere Springs

Windemere Springs' close proximity to Columbia College has helped preserve the neighborhoods vitality. Bordered by N. Main Street to the west, Columbia College Drive to the north, railroad tracks to the east and Lorick Avenue to the south, Windemere Springs is a predominately single-family community. The neighborhood is in good condition with some areas of concern. The area closest to Lorick Avenue is suffering from traffic and negative influences from the Hyatt Park Annex community to the south and the Lorick Park apartments to the east. The Lutheran Seminary has some student housing located within the neighborhood as well as the President's house. The Bonner Bible School is located along Argent Drive to the east.



Single-family home in Windemere Springs



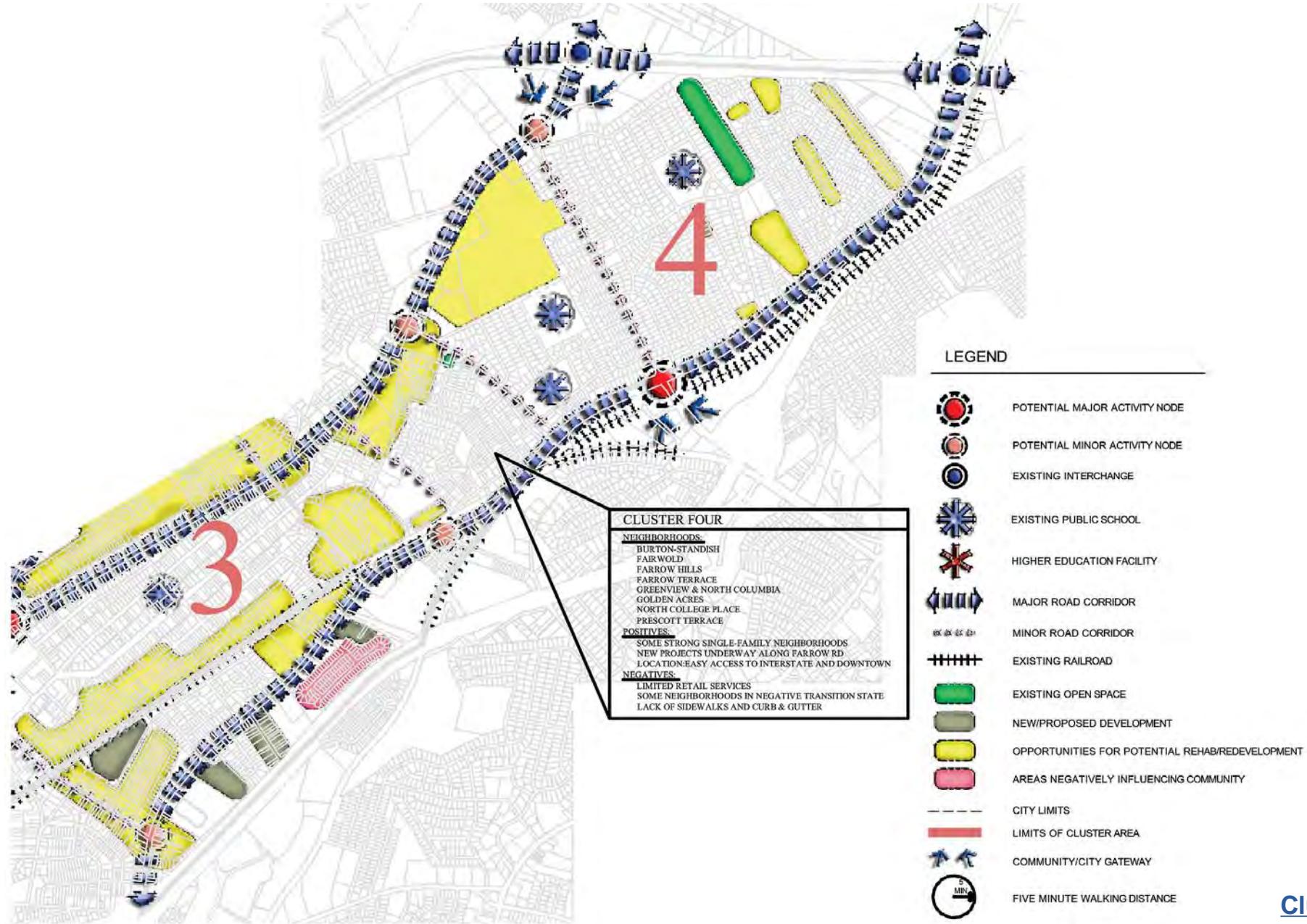
Student housing for the Lutheran Seminary

Positives

- ◆ Single-family neighborhood with good housing stock
- ◆ Proximity to Columbia College and Lutheran Seminary
- ◆ Proximity to downtown and interstate
- ◆ N. Main Street streetscaping project

Negatives

- ◆ Existing conditions of some streets negatively affecting neighborhood
- ◆ Lack of retail services
- ◆ Close proximity to Hyatt Park Annex



Cluster Four



Single-family home in Burton Heights



Single-family home in the Fairwold Community

Cluster Four

Burton-Standish

Burton-Standish Community is comprised of two neighborhoods separated by Farrow Road. Both Burton Heights and Standish Acres are in good shape with 1950's brick houses. Homes and lots are small but show signs of investment and continued maintenance. The recently closed elementary school adjacent to the Burton Heights is being redeveloped with more than twenty single-family homes that connect into the existing street pattern, integrating into the existing single-family fabric. A proposed life resource center is being developed along what was once the negative street corridor of Busby Street to the north of Burton Heights. **The new Capital Heights neighborhood, which is under Richland County jurisdiction, to the north of Burton-Standish is already beginning to show signs of decline. This development along with the Golden Acres neighborhood will negatively influence this community in the near future if no dramatic steps are taken.**

Positives

- ◆ Existing brick homes within Burton Heights
- ◆ New development of Burton Heights II that reflects the existing single-family community
- ◆ New Life Resources Center to the north eliminates existing insufficient multi-family and single-family homes

Negatives

- ◆ Homes fronting Farrow Road
- ◆ New Capital Heights development already showing signs of decline
- ◆ Golden Acres to the south of Standish Acres

Fairwold Community

Bounded by N. Main Street to the north, Ames Road to the south, Prescott Road to the west and the Greenview community to the east, the Fairwold community is predominately a single-family neighborhood built during the 1950's. The Pendergrass School and Sanders Middle School are located within the community. The street pattern offers good interconnectivity within the neighborhood and surrounding community. With easy access to N. Main Street and Farrow Road, downtown and the interstate are



Deteriorating home in Fairwold



Existing curb and gutter in Farrow Terrace

only minutes away. Home sizes and level of maintenance vary from street to street. Homes along some streets, such as Cody Street and Mayer Street, are in poor condition. Retail uses along Farrow Road include auto junkyards and package stores. These retail uses are having a negative influence on homes located on and adjacent to this corridor. The underutilized strip center, fronting N. Main Street and Prescott Street, as well as the adjacent vacant lots, do not present a positive image of what is a good community. The redevelopment of this strip center as well as the large vacant tract between N. Main Street and Alida Street will have positive results for the Fairwold Community. Frye Road, which bisects the Fairwold community, is a major cut through street between N. Main Street and Farrow Road. Traffic calming measures will be essential in slowing traffic and maintaining the integrity of the single-family homes along this corridor.

Positives

- ◆ Close proximity to downtown and interstates
- ◆ Quiet single-family neighborhood with good street connectivity
- ◆ Schools within neighborhood allow children the opportunity to walk to school

Negatives

- ◆ Lack of quality retail services in the immediate area
- ◆ Uncertainty with large vacant tract on Alida Street
- ◆ Large vacant commercial tract on N. Main Street
- ◆ Poor condition of existing curb and gutter detracts from overall aesthetic of neighborhood

Farrow Hills & Farrow Terrace Neighborhoods

These neighborhoods are indistinguishable from one another. The Farrow neighborhoods are bounded by I-20 to the north and east, the Greenview community to the west and Farrow Rd to the south. Lot sizes and densities are consistent and the neighborhoods have good street connectivity within the neighborhood and with the surrounding community. Homes appear to be smaller than those of the adjacent Greenview community. There is not a neighborhood park, but Greenview Park is located within a short walking distance as is Greenview Elementary School. As was common with suburban development, sidewalks and street trees were not implemented during construction. While the yards are large and well manicured, there is a lack of tree cover prevalent in some of the older suburban



Single-family home in Farrow Terrace



Existing curb and gutter in Greenview

neighborhoods. The neighborhood was developed without curb and gutter. **Although the temporary asphalt solution might perform the intended engineering needs, the lack of aesthetic quality is a large detractor for potential home buyers.** W. Campanelle Drive and Dual Drive are showing signs of an aging housing stock and a lack of home improvements. The Fairwold Hills and Terrace neighborhoods are quality suburban developments that are beginning to show some rough edges.

Positives

- ◆ Quiet single-family neighborhood with good street connectivity
- ◆ Fair housing stock on large lots
- ◆ Greenview Park is within walking distance

Negatives

- ◆ Some streets beginning to show the signs of an aging housing stock
- ◆ Lack of identity between two neighborhoods and adjacent community
- ◆ Existing curb and gutter configuration

Greenview & North Columbia Civic Club

While areas within the Greenview and North Columbia Civic Club neighborhood set the standard for quality traditional suburban communities, there are many streets near Sanders Middle School and adjacent to Wilkes Road that are substandard and are in need of redevelopment. Homes east of Juniper Street are mostly brick homes with two car garages or car ports are located on large predominately wooded lots. The majority of homes to the west of Juniper Street, primarily along Samson Circle, need to be addressed. While the lots are a fair size, the quality and size of the homes are not attractive to reinvestment opportunities. The newly expanded Greenview Park is an asset to the community that provides recreational facilities to the entire community. Facilities include a swimming pool, indoor basketball court and tennis courts. The Greenview Elementary School is centrally located within the neighborhood, allowing children to walk to and from school. The street network provides good connectivity within the neighborhood and surrounding community. Wilkes Road is a major cut though from N. Main Street to Farrow Road, but the gateways at either end of the road do not reflect the beauty of the neighborhood. Improved retail centers as well as improved landscaping at both ends of Wilkes Road will greatly



“Gateway” to Greenview from N. Main Street and Wilkes Road intersection

enhance these gateways. **As with adjacent neighborhoods, the existing asphalt curb and gutter should be treated as temporary solutions, as they are major detractors from the neighborhoods overall appearance. In many cases open ditches direct water along the road’s pavement edge.**

Positives

- ◆ Quiet single-family neighborhood with good street connectivity
- ◆ Good housing stock on large lots
- ◆ Greenview Park and Greenview Elementary School located within community

Negatives

- ◆ Many streets west of Juniper Street need addressing
- ◆ Poorly developed neighborhood gateways
- ◆ Lack of quality retail services within walking distance and/or short driving distance
- ◆ Existing curb and gutter/open ditches detracts from overall aesthetic of neighborhood



Substandard housing in Golden Acres

Golden-Acres

Golden Acres is located just north of Columbia College Drive. It is bounded by Standish Acres to the north, Farrow Road to the east, a new residential development to the west and Columbia College to the south. **The neighborhood is a single-family residential neighborhood exhibiting signs of blight.** There are vacant and boarded-up homes. In addition there are many homes in need of major improvements. Many lots exhibit chain link fences around the entire perimeter of the property. The houses and lot sizes are substandard in today’s market and are not likely to garner any reinvestment opportunities. There is no sidewalk or curb and gutter. New housing to the west and the Burton Heights II development will be negatively influenced by this neighborhood in the near future. The presence of Golden Acres will also hamper the reinvestment potential within the Standish Acres neighborhood to the north. **The existing street pattern limits the ability to redevelop the neighborhood while preserving some of the existing single-family homes. The lot sizes are too small, especially in depth, for the majority of today’s homes.**



Single-family home in Golden Acres



Low quality home in North College Place

Positives

- ◆ Close proximity to downtown, Columbia College and interstates

Negatives

- ◆ Substandard and deteriorating housing stock
- ◆ Vacant and boarded up homes
- ◆ Small lot sizes limit reinvestment potential
- ◆ Lack of capital improvements
- ◆ Chain-link fences surrounding the majority of lots

North College Place

North College Place is an extension of the College Place community to the south but the similarities end there. **Bounded by N. Main Street to the north, Prescott Road to west and Ames Road to the south, North College Place is exhibiting blighting influences.** Two churches and a funeral service facility anchor the southwestern corner of the community. A cemetery on Geraldine Road is neglected. A mobile home community located on Muir Street and a dated apartment complex at the intersection of Ames Road and Prescott Road are having a pronounced negative influence on the neighborhood. The Prescott Manor Apartments also located on Prescott Road, are well maintained but are out of place adjacent to the residential neighborhood of Prescott Terrace. Vacant commercial buildings along N. Main Street attract undesirable elements. The neighborhood lacks sidewalks, curb and gutter and adequate street lighting. Moderate homes within the neighborhood, but are negatively affected by the inconsistent land use pattern and lack of capital improvements.

Positives

- ◆ Close proximity to downtown and interstates

Negatives

- ◆ Mobile home lot and apartments are not well maintained and inappropriate within the community
- ◆ Access via Ames Road and Cushman Road is difficult and not an inviting gateway
- ◆ Poorly maintained cemetery implies lack of neighborhood cohesiveness



Ames Manor Apartment in North College Place across from Prescott Terrace



Single-family home in Prescott Terrace

Prescott Terrace

Prescott Terrace is a small neighborhood similar to that of the surrounding Fairwold community. Homes are fair but are starting to see negative impacts associated with the traffic along Prescott Rd and from the adjacent apartment communities of North College Place. Prescott Road is the gateway to the community. There is no street connectivity with the surrounding community, creating a sense of isolation for the neighborhood.

Positives

- ◆ Close proximity to downtown and interstates
- ◆ Good size lots

Negatives

- ◆ Lack of street connectivity with surrounding neighborhoods
- ◆ North College Place is negatively influencing the neighborhood
- ◆ Adjacent aging apartment buildings
- ◆ Aging housing inventory



Frisbee “Golf” course in Earlewood Park



Open space in Hyatt Park

Parks

Earlewood Park

Earlewood Park is a community park that offers a wide variety of passive and active recreational activities. Located on +/-32 acres in the Earlewood neighborhood, the park was identified during the parks assessment master plan by Wood and Partners as referenced in the 2001 N. Main St Gateway Plan for an upgrade to district level status. The parks facilities include softball/baseball fields and walking trails. At the time of the North Columbia Master Plan, the city was completing a new outdoor amphitheater. Visible from N. Main Street, the park provides a wonderful gateway to the Earlewood community

Frye Park

Frye Park is a small neighborhood park that provides a gathering place for neighbors and a tot lot for children to play. The park is located on Frye Road at the intersection of Eddy St within the Fairwold Community. Unfortunately, the park is located adjacent to two relatively vacant commercial strip centers and not within the residential community. In addition, the park has negative appearance from the street as it is surrounded by chain link fence

Greenview Park

Greenview Park upgraded in 2005, is located within the Greenview neighborhood. The park’s facilities include softball fields, tennis courts and an outdoor swimming pool. Included in the upgrade was a new gym and indoor facility targeted towards senior activities. This park is the only active recreation park for the northern half of North Columbia.

Hyatt Park

Hyatt Park is located in the Hyatt Park community and is the heart of the former Eau Claire Community. Visible from both N. Main Street and Monticello Road corridors, the park offers a variety of passive and active recreational activities including basketball and softball as well as an indoor recreation facility. The park was also identified as a potential district level park.



Keenan House

Keenan House

The Keenan House is located within the Seminary Ridge neighborhood. The house, built in 1868 and placed on the national historic register in 1979, is available for events and functions. Unfortunately the grounds are surrounded by chain link fence, preventing use of the grounds by the neighborhood without a reservation.

Lincoln Park

Although designated a city park, the property is largely undeveloped and located behind single-family homes. The park is also located one block from Hyatt Park.

Marshall Park

Marshall Park is located within the Earlewood & Marshall Park communities. The park offers vast open space that is heavily wooded as well as a tot-lot. The park is in need of major renovations. New higher density development has begun along the southern boundary of the park. These new developments will bring new users for the park but will also increase the need for upgrading existing facilities and providing increased maintenance.



Open space in Marshall Park



Breed Leadership Center at
Columbia College



View of Lutheran Seminary from
N. Main Street

Institutions of Higher Education

Columbia College

Columbia College, located in the College Place and Windemere communities, was founded in 1854. The College moved to its present location in 1891. The school currently enrolls 1500 full time students with 500 students living on-campus. The college has expanded its night time programs and increased enrollment. The school is housed on 20 acres and has recently developed new athletic fields and a leadership development course located within the Cabb Island neighborhood. Columbia College provides stability to the community. The N. Main Street streetscape project will enhance the visual appearance of the school from N. Main Street. Columbia College suffers from a lack of retail services close to the school. There is nowhere for students to interact off-campus, such as a coffee shop or bookstore, without leaving the community.

Lutheran Theological Southern Seminary

The Lutheran Seminary was founded in 1830 and moved to its current location in 1911. The school sits on +/-17 acres within the Seminary Ridge and Windemere neighborhoods. Approximately 60 buildings are eligible for historic preservation. The campus promotes a pedestrian friendly environment with students and staff located on campus. The new Hillcrest Student Housing complex was completed in September of 2005 and is located to the west of the main campus within the Seminary Ridge neighborhood. The School is located on one of the highest points in Columbia and provides a dramatic view from N. Main Street.

South University

Formerly known as Columbia Junior College, the school became South University in 2002. The university has campuses in four states and the foundation for the school was created in 1899 in Savannah Georgia. The four year college offers degrees in business and health related fields. The school, located on N Main Street across from Hyatt Park on a +/- 2 acre campus.

Bonner Bible College

Bonner Bible College is located within the Windemere neighborhood off of Argent Street.

Market Overview

The City of Columbia has identified four neighborhood clusters in the northern quadrant of the city that comprise the North Columbia sub-market. Statistical highlights for each of the four clusters, the North Columbia sub-market, the City of Columbia, Lexington and Richland Counties and the Columbia MSA are provided in the following sections. The entire The Socio-Economic and Real Estate Market Analysis, dated September 2005, included under separate cover.

The identified market area is nestled on the north side of Columbia, South Carolina. The transportation routes throughout the area are adequate to serve the current traffic volumes. The analysis of real estate market trends revealed each of the identified Clusters having suffered a continuous decline over the past two decades, but with varying results. The socio-economic influences of this sub-market suggest the existing population base has the potential to participate in a market-based revitalization. In fact, the residents within Clusters 1 and 2 are already engaged in an on-going revitalization of substantial portions of their neighborhoods. However, the majority of residents within Clusters 3 and 4 may not be able to generate a market-based revitalization without institutional support and guidance. **The local population does not have the financial means to reverse the current decline of portions of North Columbia sub-market without extensive assistance from a variety of sources. This is true for all four Clusters, but is particularly acute in Clusters 3 and 4.** Our analysis and inspections revealed multiple catalyst sites with potential for redevelopment to spur the long-term revitalization of this sub-market.

Demographic Analysis

An analysis of the general demographics of the area was conducted to determine what types of development may be best suited for the North Columbia sub-market.

Population, Household and Property Value Trends

- ◆ Between 1990 and 2000, the population within the North Columbia sub-market declined by 9.9%, with each Cluster reporting a higher rate of decline in relation to its distance from the urban core of the city.
- ◆ The substantial population decrease of the North Columbia sub-market suggests significantly diminishing demand for housing within the boundaries of the sub-market

HISTORICAL AND PROJECTED POPULATION GROWTH TRENDS

Area			% Change		Projected Year End 2009	% Change 2000-2009
	1990	2000	1990-2000	2004		
Cluster 1	4,174	3,949	-5.40%	4,092	4,278	8.30%
Cluster 2	6,137	5,540	-9.70%	5,494	5,470	-1.30%
Cluster 3	8,839	7,952	-10.00%	7,958	8,000	0.60%
Cluster 4	9,851	8,696	-11.70%	8,727	8,808	1.30%
N. C. Sub-market	29,001	26,137	-9.90%	26,271	26,555	1.60%
City of Columbia	116,404	116,277	-0.10%	120,371	124,867	7.40%
Richland County	285,720	320,677	12.20%	335,685	353,578	5.40%
Lexington County	167,501	216,014	29.00%	229,751	245,856	13.80%
Columbia MSA	453,285	536,772	18.40%	565,587	599,606	11.70%

Source: U.S. Census Bureau

HISTORICAL AND PROJECTED HOUSEHOLD GROWTH TRENDS

Area			% Change		Projected Year End 2009	% Change 2000-2009
	1990	2000	1990-2000	2004		
Cluster 1	1,901	1,936	1.90%	2,136	2,373	23.00%
Cluster 2	2,198	2,112	-3.90%	2,230	2,359	11.70%
Cluster 3	3,058	2,900	-5.20%	3,091	3,306	14.00%
Cluster 4	3,381	3,296	-2.50%	3,515	3,759	14.00%
N.C. Sub-market	10,537	10,244	-2.80%	10,972	11,796	15.20%
City of Columbia	40,749	42,245	3.70%	46,942	52,337	24.00%
Richland County	101,590	120,101	18.20%	134,464	151,362	26.00%
Lexington County	61,592	83,240	35.10%	92,730	103,895	25.00%
Columbia MSA	163,207	203,375	24.60%	227,254	255,326	26.00%

Source: U.S. Census Bureau

The key to revitalizing the North Columbia sub-market will require an identification of the key elements that make a neighborhood attractive to the new population base, and incorporating them into the existing neighborhood structure and housing inventory.

- ◆ Much of the demand for housing will be satisfied by infill housing developments nestled within existing neighborhoods. The remainder of the expected demand will positively impact property values for the existing housing inventory.
- ◆ Within the North Columbia sub-market only 4.4% of all existing residential dwellings were constructed after 1990. Approximately 77.4% of all existing residential dwellings were constructed between 1940 and 1979.
- ◆ The North Columbia sub-market has experienced a decrease in household size reflecting a decrease in family-oriented households. This trend is generally resultant of an increase in the percentage of renter-occupied units in an area.
- ◆ In 2004, 50.8% of units were owner-occupied while a 40.6% of housing units were renter-occupied indicating the existing population base is relatively transient and increasingly likely to fluctuate over time.
- ◆ The transient nature of the local population has directly and adversely impacted the population growth rate over the past decade, and is likely to impact future growth rates as well.

MEDIAN PROPERTY VALUE TRENDS

	1990	2000	% Change
Cluster 1	\$58,135	\$90,765	56.10%
Cluster 2	\$46,660	\$64,758	38.80%
Cluster 3	\$48,890	\$64,418	31.80%
Cluster 4	\$49,772	\$66,262	33.10%
N.C. Sub-market	\$50,143	\$68,546	36.70%
City of Columbia	\$68,921	\$95,458	38.50%
Richland County	\$71,004	\$94,739	33.40%
Lexington County	\$74,888	\$92,562	24.00%
Columbia MSA	\$72,493	\$93,788	29.40%

Source: U.S. Census Bureau

- ◆ A disproportionate portion (85.1%) of owner-occupied homes had a reported value between \$20,000 and \$99,999. Only 12.6% of the owner-occupied homes were valued over \$100,000.
- ◆ Cluster 1 reports the highest increase in median property value, which is attributable to the significant percentage of historic homes within the cluster boundaries.
- ◆ In 1990, 59.7% of all households within the North Columbia sub-market had maintained consistent residency of five years or more. By 2004 that percentage decreased dramatically to 38.6%.
- ◆ Of all households in the sub-market, 49.9% are occupied by a single female with or without children.
- ◆ The fact that 19.6% of the current households in this market are comprised of single mothers with children has clearly impacted the percentage of owner-occupied housing units.
- ◆ Other destabilizing factors include the low number of family-occupied households, the percentage of households with two people or less, and the low percentage of households with children under the age of 18.
- ◆ In 2004, the median age was 36.3 years. By 2009, the median age is projected to be 38.0 years.

Education and Employment Related Statistics

- ◆ In the North Columbia sub-market, 72.6% of the current population over the age of 25 years has earned a high school diploma or GED.
- ◆ A total of 27.4% of the population has not earned a high school diploma or GED.
- ◆ Within the North Columbia sub-market, the population over the age of 16 that were reported to be employed in 2004 was 61.6%.
- ◆ The eligible workers that were classified as unemployed were 8.7%.
- ◆ Of the total population, 63.7% are employed in white collar occupations, and 36.1% are employed in blue collar occupations.
- ◆ The vast majority of employment is concentrated in Healthcare (40.4%) and Services (14.0%). Government, Retail Trade and Education comprise another 30.6%.
- ◆ Currently, 18.5% of all households within the North Columbia sub-market have no vehicle resulting in a strong reliance on public transportation and housing in proximity to employment, schools, shopping and churches.

INCOME LEVELS – 2004

	Average Household Income	Median Household Income	Per Capita Income
Cluster 1	\$45,267	\$34,676	\$23,695
Cluster 2	\$43,028	\$29,586	\$17,758
Cluster 3	\$31,054	\$23,241	\$12,661
Cluster 4	\$42,621	\$30,641	\$17,201
N.C. Sub-market	\$39,960	\$28,570	\$16,916
City of Columbia	\$52,239	\$33,667	\$21,492
Richland County	\$61,446	\$47,918	\$26,882
Lexington County	\$57,831	\$47,991	\$23,502
Columbia MSA	\$57,618	\$44,881	\$23,528

Source: U.S. Census Bureau

HOUSEHOLD EXPENDITURES – 2004

	AVERAGE HOUSEHOLD EXPENDITURES	AVERAGE RETAIL EXPENDITURES	MEDIAN DISPOSABLE INCOME
Cluster 1	\$40,374	\$16,972	\$30,481
Cluster 2	\$40,066	\$16,749	\$26,362
Cluster 3	\$31,088	\$13,002	\$21,547
Cluster 4	\$39,185	\$16,354	\$27,162
N.C. Sub-market	\$37,314	\$15,610	\$25,721
City of Columbia	\$43,626	\$18,326	\$29,818
Richland County	\$46,767	\$19,624	\$37,157
Lexington County	\$47,378	\$19,938	\$41,000
Columbia MSA	\$46,757	\$19,643	\$38,743

Source: U.S. Census Bureau

Household Income Trends

The level of stability and diversity in employment will significantly impact the income generated by a population base.

- ◆ In 2004, a total of 45.0% of the households generated an income below \$25,000. Another 44.8% of households generated income between \$25,000 and \$74,999. Only 5.3% of households reported incomes between \$75,000 and \$99,999. The remaining 4.7% reported household incomes over \$100,000.
- ◆ A large portion of the population base is poverty-stricken with the largest percentage of population below the poverty level comprised of female householders, with or without children.
- ◆ In the North Columbia sub-market, the average annual household expenditure is \$37,314.
- ◆ The average annual retail expenditure is \$15,610.
- ◆ The median household disposable income in 2004 was \$25,721.

Summary and Conclusion – Demographic Analysis

The North Columbia sub-market has been adversely impacted by several factors including:

- ◆ declining population over the past decade;
- ◆ a transition in the characteristics of the population base from family oriented households to households with increasingly transitory characteristics;
- ◆ a large percentage of renter occupied residential dwellings;
- ◆ a large percentage of the population over the age of 25 without a high school diploma or the equivalent;
- ◆ a large percentage of households earning less than \$25,000 per year;
- ◆ a large percentage of unemployed adults; and
- ◆ a large percentage of population dependent on public transportation.

The socio-economic influences of this sub-market suggest the existing population base has the potential to participate in a market-based revitalization, but is unable to sustain the revitalization without institutional support and guidance.



“Maintain integrity of neighborhoods while encouraging compatible infill...”



Public Involvement

The key element to a good master plan is the active participation of the residents and business owners within the community. The Public Involvement process relies on the constructive input of these concerned stakeholders in creating a plan that envisions the needs and desires of the community. During the process, all participants have an equal voice.

Take-Part Workshop

The Take-Part work shops teamed area residents and business owners with elected officials, city staff and the development team to create a foundation for the North Columbia Master Plan. Conducted in June of 2005, the results of these workshops were documented in the “Workshop Findings” and were presented to the North Columbia Coordinating Committee and city staff on August 11, 2005 (Appendix A). Participants took part in a two step process intended to elicit responses and provoke serious discussion about the future direction of the community. The morning session included a Visual Preference Survey (VPS) and questionnaire. The VPS presented images of different types of land uses and design elements that might be found or desired within the community. The survey also focused on key intersections and transportation corridors to identify areas within the community that were susceptible to change and how they might appear in the future. The results of the VPS provide the development team with a foundation in identifying the preferred “visual” appearance of the community. In addition, the VPS presents images that workshop participants can refer to and take inspiration from during the afternoon planning session.



“Develop N. Main Street as a shopping/dining destination that caters to the local community”



The afternoon session included a “table” planning exercise with designers. The residents voiced the positive and negative elements affecting their community. Major issues identified by the participants included:

Positive Attributes

- ◆ The area’s close proximity to downtown
- ◆ Many historic neighborhoods with large trees
- ◆ The three community parks within the area
- ◆ The quiet single-family neighborhoods
- ◆ The existing higher educational institutions of Columbia College, Lutheran Seminary and South University

Negative Attributes

- ◆ The negative perception of the area from outsiders of North Columbia
- ◆ Lack of code enforcement in many neighborhoods
- ◆ The growing rental community within the neighborhoods
- ◆ Lack of quality retail services within the community
- ◆ Concerns about infill housing in particular increased density
- ◆ Lack of sidewalks within the community

Community Needs/Opportunities

- ◆ Improved commercial districts that are pedestrian friendly
- ◆ Quality infill housing and renovation of existing homes
- ◆ A need for traffic calming within neighborhoods
- ◆ Senior housing within the community for the aging resident population



“Please call the group back to review the ideas that the community residents generated before the plans are adopted”



The residents then identified areas for preservation and redevelopment. Each redevelopment area was designated with a future land use that focused on improved retail districts and alternative housing choices. City staff was available at each table to answer questions and address concerns from residents about current projects and future development within North Columbia. At the end of the session, table leaders were chosen to present their findings and plans to the other workshop participants, city staff and elected officials. These plans, along with the results from the VPS, became the foundation for the North Columbia Master Plan.

Visioning Session

Conducted by Dr. Maire Dugan and Iva Mouzon, four youth and senior citizen visioning sessions were conducted in July of 2005. These visioning sessions allowed for further public input into the planning process and focused of the future Goals and potential consequences associated with redeveloping communities. Five major issues or keys to the positive future of North Columbia included:

- ◆ Appearance of community
- ◆ Public health
- ◆ Commercial enterprises
- ◆ Senior-friendly atmosphere
- ◆ Youth-friendly atmosphere

The findings of these visioning sessions were incorporated into the “Workshop Findings” report presented to the North Columbia Master Plan Committee and City Staff on August 11, 2005 (Appendix A).

“Drop-In” Work Session

In September of 2005, the development team returned to the community to present the findings of the Take-Part Workshops and present the potential catalyst projects. Many of these catalyst projects were identified by residents during the Take-Part workshops. The development team exhibited twenty-eight potential catalyst projects. Of the twenty eight, eleven projects were identified as having a higher development potential and/or impact. The designers presented those eleven catalyst program to the open house participants to elicit feedback and engage in discussion about the positive and negative at-



“I’m not fully convinced that I’ll be able to see the changes, but I feel that if the overall changes do take place that they will benefit the city and the community...”



tributes of each, which had the highest potential for creating change and which ones stayed true to the “vision” of the community identified during the Take Part Workshop. Many catalysts focused on developing infill housing and retail spaces at identified activity nodes. Both of these issues were major concerns presented by the residents during the Take Part Workshops. The unedited comments from the “Drop-In” Wrok Session are as follows:

What are your overall impressions of the Catalyst Concepts presented?

- ◆ Very encouraging.
- ◆ Long overdue process, excited about possibilities.
- ◆ These concepts are pleasing to look at, however I would like to see them incorporated with single family housing. I would not like families being displaced in the interest of progress. Also I would like to see a diversity of age groups in the neighborhoods.
- ◆ Excellent; good official government support.
- ◆ Positive: presenters were professional and well prepared.
- ◆ There are areas and neighborhoods that have not been addressed. They are bordered by more well known neighborhoods and are seemingly ignored.
- ◆ I think the key areas have been identified.
- ◆ I’m very impressed with the overall plans and hope to see it materialize.
- ◆ I am most impressed with the concepts. I think that much work has been put into .implementing the projects of the community that will come forth. I believe that City is sincere in bringing these changes to pass.
- ◆ I’m not fully convinced that I’ll be able to see all the changes, but I feel that if the overall changes do take place they will benefit the city and the community that I reside which is Farrow Road on Guernsey Drive.
- ◆ Great! Listen to the public comments.
- ◆ Well-thought out for all clusters for the most part.
- ◆ They were interesting. There needs to be presentations in community groups (neighborhoods) while there are members from affected neighborhoods present. For some reason they were reluctant to speak.



“The biggest road block for implementing any catalyst is zoning code enforcement which needs vast improvement. Improving code enforcement would it self improve many of the residential areas that already exists”.

- ◆ Jim did an excellent presentation. He printed very rosy pictures.
- ◆ Great presentation.
- ◆ The area needs improvement; I feel these are good ideas.
- ◆ The presentation was well constructed.
- ◆ I like them all and am anxiously awaiting their start.
- ◆ About Farrow Road (Burton School) 1) houses 2) resource center 3) grocery Store at Greenview Park.
- ◆ The North Columbia area needs a big change. We need more retail businesses and an Art Program.
- ◆ Positive, the blending of town houses and single homes these increase of green places the art's village.
- ◆ The Catalyst concept appears to be a structured approach to jump-starting this areas revitalization.
- ◆ Very well presented.
- ◆ Very, very good.
- ◆ Thoughtful and innovative. You listened!
- ◆ I was able to stay for Catalyst 1 and 2 and it was very will presented.
- ◆ The hospitality and professional atmosphere felt secure.
- ◆ Presentation was well planned and also very enlightening with helping with the improvement and image of North Columbia. The quality of life is shown as a great marketing tool took for the community.

What Catalyst site do you believe will have the greatest impact on the Neighborhoods of North Columbia?

- ◆ All the catalysts impacting North Main St. have the potential to improve the perception of the city when coming off the interstate. Improving North Main has the greatest potential to attract future residential development in the surroundings areas.
- ◆ I like the work done for the artist community near and in the old Coke plant and the gateway project on Main St. and River Drive.
- ◆ The focal point of changes that have been mentioned will have the greatest impact. Those business areas that have been selected to be refurbished will certainly attract quality community growth.

Catalyst Votes

N. Main St at River Rd (11)
 N. Main St at Columbia College Dr (8)
 N. Main St at Colonial Rd (8)
 Coca-Cola Building (5)
 N. Main St at Colleton St (4)
 N. Main St at Mason Rd (4)
 Broad River Rd (3)
 N. Main St at Elmore St (2)
 Hawthorne Ave at Wildsmere Rd (2)
 Frye Rd at Token St (0)
 Floyd Dr (0)

“Address the negative image North Columbia has. Preserve as many of the existing houses as possible (move them if necessary) so that the historical architecture of the area remains”.

- ◆ The sites where businesses that will be erected are primary places where growth will take place from what I gathered from what was said.
- ◆ Creating identities will influence each neighborhood. I like the “art colony” idea for cluster one. Similar ideas should be floated into the fabric of neighborhood; music colony, performing arts, historical sites, and nature centers all could have extremely historical influence on new residents. (Established “colonies” to also bring well known artist to area... artist in residence opportunities etc...)
- ◆ More street lights and sidewalk and children don’t stay with grandparents.
- ◆ Do something about the empty houses that have been empty for years and have over grown weeds.
- ◆ Cluster/Arts Community
- ◆ The redevelopment on the North Main across from Columbia College.
- ◆ Any of those coming north from the downtown area because it will allow people who are comfortable with being downtown to “safely” explore moving northward. It will happen in a gradual, but consistent fashion.
- ◆ All areas! It’s about time that we are getting some much needed attention for our communities.

Please feel free to write down any additional comments or concerns that we should be aware of in the space provided below?

- ◆ The biggest road block for implementing any catalyst is zoning code enforcement which needs vast improvement. Improving code enforcement would it self improve many of the residential areas that already exists.
- “ I would like to see Northway Plaza enhanced with trees, benches, etc.(Fairfield Road).
- ◆ There is talk of greenway access behind the bus barn and Greenway access along Smith Branch. They should be included in this project. Why is Earlewood Park until now a park area on 277.?
- ◆ The schools in the neighborhood should be accountable. They have below average grades compared to other schools.
- ◆ We will be contacting the City of Columbia to get rid of the boarded up houses and over grown lots so that own neighborhood will be attractive to newcomers.
- ◆ Thank you!
- ◆ How the people will be able to take charge and care of new properties?
- ◆ Help those with projects that needed upgrading Upgrade the property with community grant money.



“There needs to be a push to get the North Main Streetscape started.”



- ◆ Continue to build into each neighborhood: retirement, youth oriented, family and single type housing. The activities need to keep diversity in mind.
- ◆ There needs to be more presentations on the neighborhood level.
- ◆ There needs to be a push to get the North Main Streetscape started. We need a clear explanation that the Catalyst concept is Phase 1 planning for North Columbia Development.
- ◆ Improve N. Main St. at Columbia College Dr. as well N. Main St. overall. All the way too 21 Clean up James St. and all the surrounding streets.
- ◆ If a Wal-Mart could be built in a large enough site in this area, “they will come”.
- ◆ 182 Vann St., Columbia, S.C. 29203
- ◆ We need more patrolling of the neighborhoods, for the elderly people. This would make them feel a little safer.
- ◆ Address the negative image North Columbia has. Preserve as many of the existing houses as possible (move them if necessary) so that the historical architecture of the area remains.
- ◆ Forgive us as a group and the mistrust we have amongst us. I am glad to see any change for the better. Thanks for all your hard work. Please keep us informed.
- ◆ Thank you for the great effort to involve our people.
- ◆ Providing adequate housing for the area hospital, especially for individual or families that would like to be close proximity to work area.

Master Plan



Master Plan

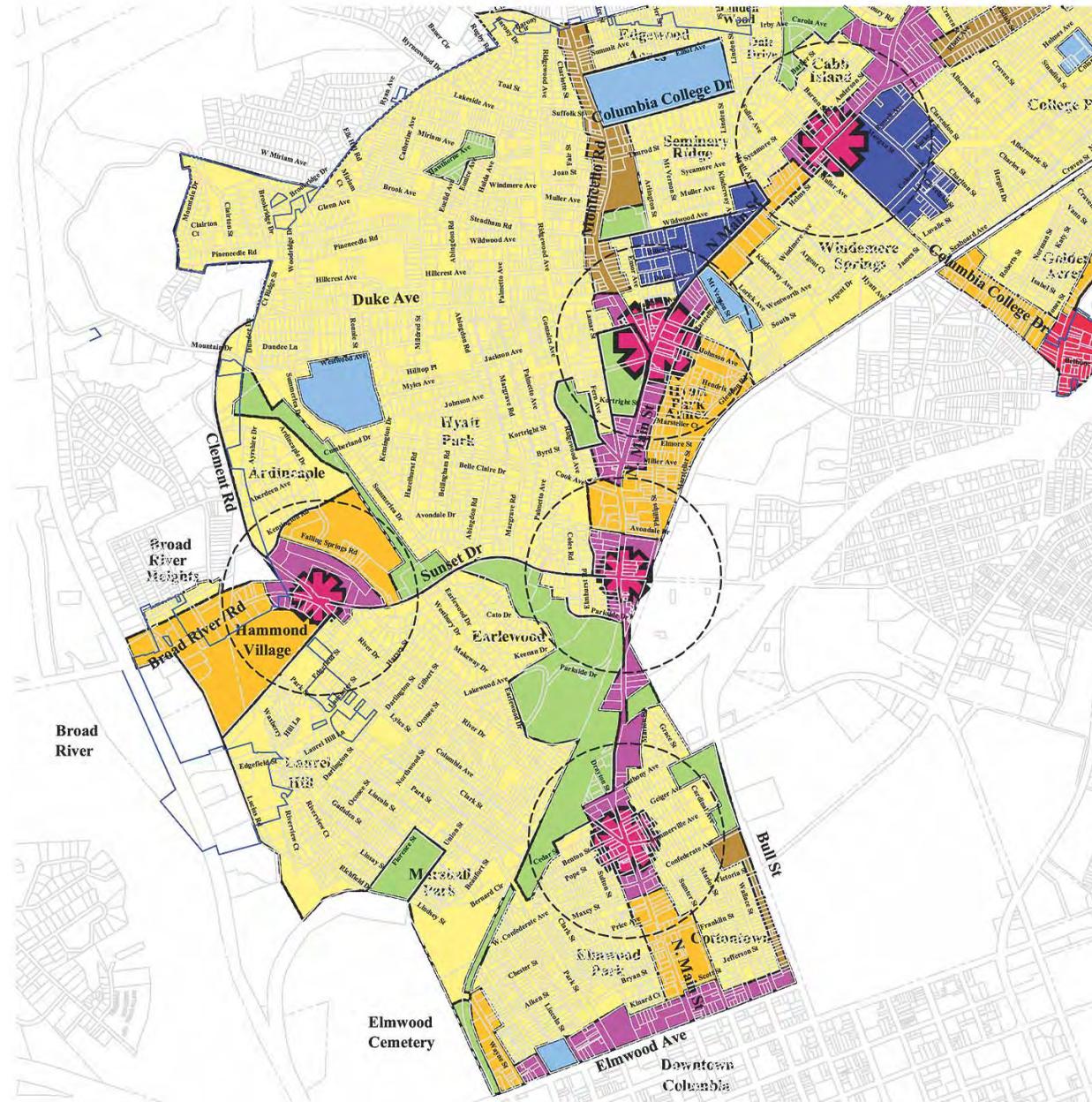
The community of North Columbia can be viewed as the front door to the City of Columbia. The area encompasses nearly 4,200 acres of urban development and suffers from the public perception of being a crime ridden community with few redeeming qualities. The initial perception of a visitor to this area might reflect those concerns. The retail corridors lack quality, essential retail services, single-family homes are being transformed into commercial or multi-family uses and existing apartment buildings are outdated and poorly maintained. Additionally, the initial developments of these corridors are missing an essential feature of a viable urban community: a pedestrian friendly environment. However, outsiders may neglect to notice the magnificent and in many cases historic single-family neighborhoods hidden beyond the unattractive strip corridors. Historic neighborhoods such as Cottontown, Elmwood Park, or the more traditional suburban neighborhoods of Greenview and Northwood Hills offer beautiful, large homes on heavily wooded lots. Other assets include the stable community foundations and open spaces provided by the higher educational institutes of Columbia College and the Lutheran Theological Southern Seminary, and the beautiful urban greenspaces of Hyatt and Earlewood Parks. The greatest asset of North Columbia may be the resident's desire to provide for an eclectic and diverse community that focuses on the arts, outreach programs, and its aspirations to create a walkable, safe and dynamic community.



Preserve Community Open Space



Develop Mixed-Use Activity Nodes



LEGEND:

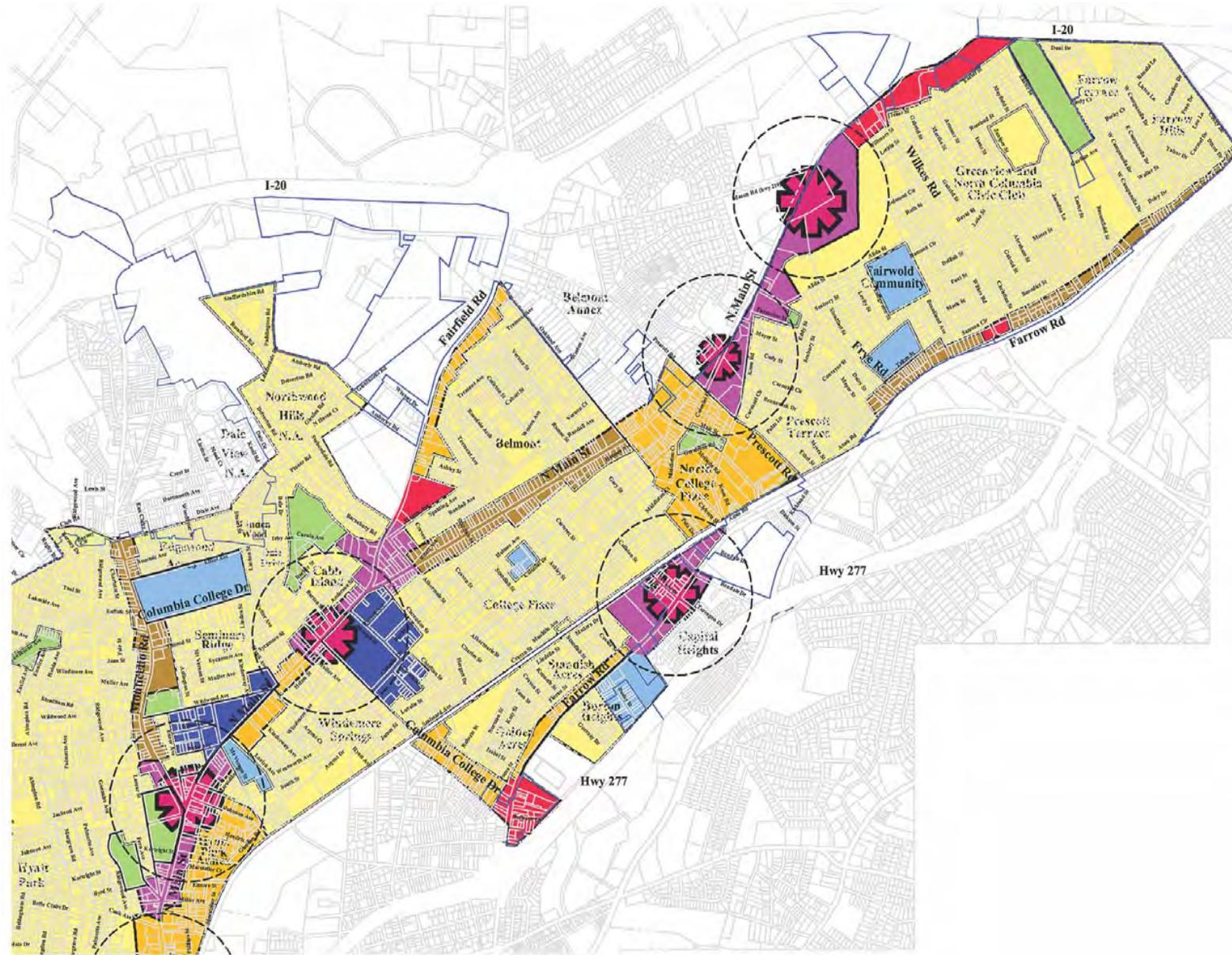
-  LOW DENSITY RESIDENTIAL
(SINGLE-FAMILY DETACHED HOMES)
-  MEDIUM DENSITY RESIDENTIAL
(TOWNHOMES, DUPLEX, LIVE WORK UNITS)
-  MIXED-USE (RETAIL/OFFICE GROUND FLOOR,
RESIDENTIAL/OFFICE UPPER FLOORS)
-  COMMERCIAL
(ONE STORY RETAIL SERVICES)
-  URBAN TRANSITIONAL DISTRICT
(SINGLE-FAMILY HOMES CONVERTING TO OFFICE, RETAIL)
-  GREENSPACE
(PARKS, GREENWAYS)
-  INSTITUTIONAL
(PUBLIC SCHOOLS, COMMUNITY SERVICES)
-  HIGHER EDUCATION INSTITUTIONS

ACTIVITY NODE

-  **MAJOR NODE**
 - N MAIN ST AT HYATT PARK
 - N MAIN ST AT MASON RD
-  **MODERATE NODE**
 - FALLOW RD AT TARRAGON DR
 - N MAIN ST AT COLUMBIA COLLEGE DR
 - N MAIN ST AT RIVER RD
-  **MINOR NODE**
 - N MAIN ST AT SUNSET DR
 - BROAD RIVER DR/SUNSET DR AT
CLEMENT RD/RIVER DR
 - N MAIN ST AT COLONIAL DR
-  **FIVE MINUTE WALKING DISTANCE**

Master Plan

Master Plan



LEGEND:

- LOW DENSITY RESIDENTIAL
(SINGLE-FAMILY DETACHED HOMES)
- MEDIUM DENSITY RESIDENTIAL
(TOWNHOMES, DUPLEX, LIVE WORK UNITS)
- MIXED-USE (RETAIL/OFFICE GROUND FLOOR,
RESIDENTIAL/OFFICE UPPER FLOORS)
- COMMERCIAL
(ONE STORY RETAIL SERVICES)
- URBAN TRANSITIONAL DISTRICT
(SINGLE-FAMILY HOMES CONVERTING TO OFFICE, RETAIL)
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 - N MAIN ST AT RIVER RD
- MINOR NODE**
 - N MAIN ST AT SUNSET DR
 - BROAD RIVER DR/SUNSET DR AT
CLEMENT RD/RIVER DR
 - N MAIN ST AT COLONIAL DR
- FIVE MINUTE WALKING DISTANCE

Master Plan

Master Plan



Preserve existing single-family neighborhoods



Increase neighborhood retail services

Vision

The North Columbia Coordinating Committee and workshop participants identified five crucial goals during the planning process for the North Columbia Area.

Community Goal: Reinvent Image of North Columbia

Change the negative perception of outsiders by increasing community identification

Community Goal: Preservation of existing single-family neighborhoods

Identify and address the issues that are having a negative impact on the existing neighborhoods such as infill development and code enforcement

Community Goal: Develop supportive retail services

Attract new retail developments and services to the community to create a more vibrant pedestrian oriented community

Community Goal: Maintain and develop new parks and community open spaces

Identify issues within the existing neighborhoods and parks and develop new neighborhood greenspace

Community Goal: Increase educational services and outreach programs

Continue existing programs and partner with local and regional institutions increase opportunities available within the community

Artist Village Neighborhoods:

- Cottontown
- Earlewood
- Elmwood Park
- Hammond Village
- Laurell Hill
- Marshall Park

College Village Neighborhoods:

- Ardincaple
- Belmont
- Cabb Island
- College Place
- Dale Drive & Lindenwood
- Edgewood Acres
- Hyatt Park
- Hyatt Park Annex
- Northwood Hills
- Seminary Ridge
- Windemere Springs

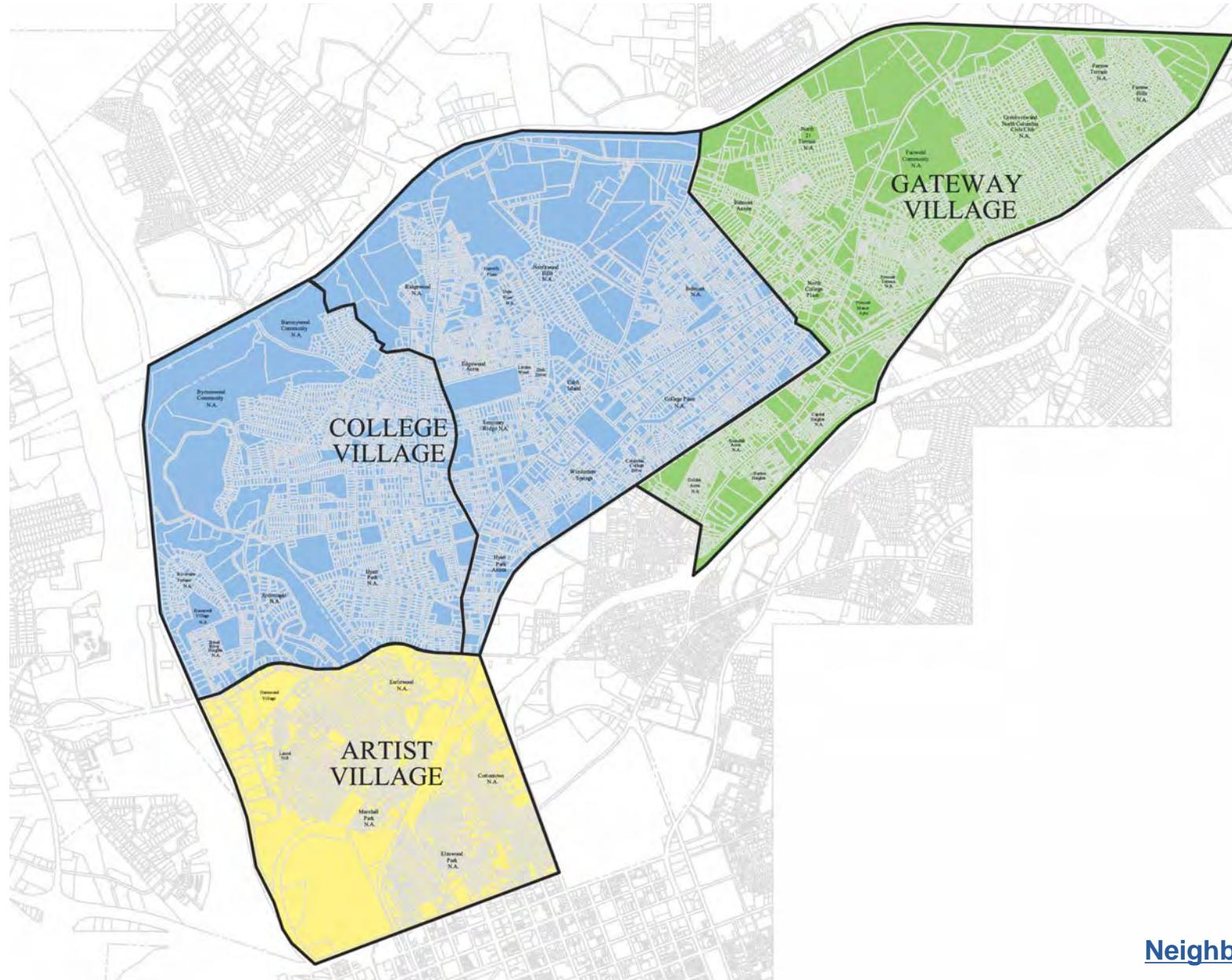
Gateway Village Neighborhoods:

- Burton Heights & Standish Acres
- Fairwold Community
- Farrow Hills
- Farrow Terrace
- Golden Acres
- Greenview & North Columbia
Civic Club
- North College Place
- Prescott Terrace

Neighborhood Villages

The public workshops and committee meetings uncovered the depth of the diversity within the community and that a single idea or theme would not adequately depict North Columbia. The Master Plan created three distinct villages or districts within the North Columbia community. **While there are no distinct lines or boundaries that define these villages, the concept created an identifiable area, centered in and around a walkable mixed-use activity node that represents and focuses on a distinct social dimension.** The Artist Village, the College Village and Gateway Village would all be identifiable as smaller communities within North Columbia. They would focus on creating partnerships between neighborhood groups, institutions and community organizations that would reinforce the area’s diversity and create a place that would appeal to a variety of existing and future residents, and attract new visitors. Surrounded by the existing single-family neighborhoods, the center of these villages would be a vibrant walkable activity node. Within these nodes a concentration of retail and higher density residential elements would serve to create a sense of place and identity within the North Columbia Community.

The North Columbia Master Plan identifies three important elements within each village: activity node, transportation corridor and neighborhood. The development and enhancement of each element is vital in creating a sustainable, vibrant village. An **activity node** is a concentration of higher intensity uses, such as retail, office and/or higher density residential types such as apartments. Its purpose is to create a sense of place that emphasizes a pedestrian friendly environment while providing goods and services for the surrounding community. The activity node becomes the primary landmark for the entire village. **Transportation corridors** are high traffic volume streets and accompanying land-uses that transect the community. These corridors are mix of residential, institutional and commercial uses that are in varying states of economic vitality. The North Columbia community has four primary transportation corridors within the area with N. Main Street being the primary corridor. N. Main Street has an affect upon each village within the North Columbia area and is also a signature street for downtown Columbia. The existing **neighborhoods** within the North Columbia area are the heart of each village. Without their economic vitality, the retail elements of the activity nodes will not survive and the creation of a sense of place within the community and Columbia will not occur.



Neighborhood Villages

Master Plan

Neighborhoods:

- Cottontown
- Elmwood Park
- Earlewood
- Hammond Village
- Laurel Hill
- Marshall Park

The Artist Village

Located within the southern portion of North Columbia, the Artist Village would capture the vibrancy of the existing historic single-family fabric of Cottontown, Earlewood and Elmwood Park by creating a mixed-use activity node at the center of these neighborhoods and adjacent to a proposed future greenway. A new amphitheatre within Earlewood Park and the proposed greenway would create opportunities for outdoor performances and periodic art displays. The village would utilize existing commercial structures along and behind N. Main Street as artist galleries and studios. New construction at N. Main Street and River Drive would create a walkable environment where basic goods and services with high density residential units, such as apartments or condos. These units would appeal to young professionals, attracted to the greenway and close proximity to downtown, or empty nesters looking to downsize into a smaller more maintainable space, while not having to leave the community. New construction along N. Main Street might include live/work units where artists can display their work in bottom floor studios while residing upstairs. A vital element of the Artist Village is the development of the former Highway 277 right of way into a greenway. This greenway would connect downtown’s Finlay Park to the Bull Street Redevelopment and the Earlewood Park. The greenway trails will bring many new users into the area who may want to explore ongoing activities, studios, and shops in the Artist Village.



Develop a mixed-use activity node at N. Main Street and River Drive



LEGEND:

- LOW DENSITY RESIDENTIAL (SINGLE-FAMILY DETACHED HOMES)
- MEDIUM DENSITY RESIDENTIAL (TOWNHOMES, DUPLEX, LIVE WORK UNITS)
- MIXED-USE (RETAIL/OFFICE GROUND FLOOR, RESIDENTIAL/OFFICE UPPER FLOORS)
- COMMERCIAL (ONE STORY RETAIL SERVICES)
- URBAN TRANSITIONAL DISTRICT (SINGLE-FAMILY HOMES CONVERTING TO OFFICE, RETAIL)
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 - N MAIN ST AT SUNSET DR
 - BROAD RIVER DR/SUNSET DR AT CLEMENT RD/RIVER DR
 - N MAIN ST AT COLONIAL DR
- FIVE MINUTE WALKING DISTANCE

Artist Village

Master Plan



Mixed-Use with retail on the ground floor and residential above



Former Coca-Cola factory

Activity Nodes

North Main Street at River Drive Activity Node

Located at the intersection of N. Main Street and River Drive within the Elmwood Park and Cottontown neighborhoods, this *moderate* activity node was identified by the residents as the center of their “Artist Village”. The current uses in this area include vacant and occupied retail buildings, with expansive parking lots that lack sufficient landscaping materials. Some of the existing apartments along River Drive are outdated and seem inconsistent within the area. This node benefits from its close proximity to three vibrant neighborhoods, all within a five minute walking distance. The adjacent neighborhoods have seen significant investment and building rehabilitations within the last twenty years. This activity node would provide retail elements such as coffee shops, boutiques, galleries and/or restaurants that would look to capture on the pedestrian friendly environment envisioned by the community. The second and third floors of new buildings would serve as apartments or office spaces. Close proximity to the proposed Highway 277 greenway would be an appealing amenity to many potential users. This activity node would benefit from the redevelopment of N. Main Street to the south as a high density residential corridor of townhomes, live-work units or apartments. The increased density will create more pedestrian traffic to support the new retail establishments and utilize the greenway. Reduce building setbacks would allow buildings to be placed closer to the street, allowing front doors interact with N. Main Street.

While some new construction would refresh the appearance of this node, the rehabilitation of some existing structures such as the Coca-Cola building on N. Main Street and the concrete building at the N. Main Street and Summerville Avenue intersection would provide functional and affordable studio and gallery space.

Recommendations:

- ◆ The development of a mixed-use pedestrian friendly node with emphasis on artist galleries and studio spaces, higher density housing, and neighborhood retail services
- ◆ Redevelopment of the Coca-Cola building into a residential/studio community
- ◆ Create gateway to North Columbia that uses local artist’s pieces
- ◆ Utilize existing buildings as studio spaces when applicable



Existing condition at N. Main Street and Sunset Drive



Mixed-use development

N. Main Street at Sunset Drive Activity Node

The N. Main Street activity node is located at one of the most heavily congested intersections within the North Columbia community. This intersection is the gateway to the community from east Columbia. Consisting of vacant or lower tier commercial uses, this minor activity node should be developed with small retail uses adjacent to the intersection with higher residential components surrounding the retail uses. A key to changing the perception of the intersection is the removal of the existing service station and the aesthetic enhancement of Sunset Drive. The service station does not promote a positive image. The redevelopment of this parcel and the adjacent tire services along N. Main Street south of Sunset Drive will be vital in redeveloping the intersection. In addition, a new streetscape along Sunset Drive from the railroad tracks to the east and to the single family homes on the west, that includes sidewalks, street trees, lighting and limits curb cuts will increase traffic flow and provide a more aesthetically pleasing experience. With the future development of the medical complex to the immediate west of this intersection, there will be an increase in retail needs to support the new staff. Creating a pedestrian friendly environment along Sunset Drive will encourage the medical complex workers to walk to the activity node and support the retail establishments instead of driving elsewhere for goods and services.

Recommendations:

- ◆ “Piggy back” on streetscaping improvements along N. Main Street and extend along Sunset Drive from railroad to the east and to Elmhurst Road to the west
- ◆ Encourage redevelopment of existing retail with high density residential uses and limited retail
- ◆ Utilize close proximity to Earlewood Park as an attraction for residential developments
- ◆ Develop retail to attract adjacent medical complex constituents



Existing shopping center at Sunset Drive and River Drive



Retail development that engages the street

Sunset Drive at River Drive/Clement Road Activity Node

This minor activity node is located within the neighborhoods of Ardincaple, Earlewood and Hammond Village and is within close proximity to the Broad River Heights and Hyatt Park neighborhood. The development of a neighborhood grocery store is the focal element of this node. The nearly vacant, former A&P strip center and surrounding vacant and lower tier retail services have created an intersection with no identity along one of the busiest corridors within the North Columbia area. The center of the activity node would be the redevelopment of the vacant strip center into a neighborhood grocery store. The redeveloped retail center would place outparcels fronting Sunset Drive with the grocery store and parking behind these buildings. This arrangement will create a sense of place that currently does not exist at this major intersection. The development of Broad River Road into a medium density residential corridor would help support this new retail service and enhance its sense of place. The Hammond Village and Rutledge Forest apartment complex would be redeveloped a mixed-type residential development. The diverse housing options, such as townhomes and single-family homes, would provide additional patrons for the retail center as well as provide more suitable housing within the existing neighborhoods. The redevelopment of Hammond Village into a more pedestrian friendly community that connects and engages the surrounding neighborhoods and the increase in potential customers, is crucial for the retail development to be seen as feasible by potential developers.

Recommendations:

- ◆ Redevelopment of existing strip center with new grocery anchor
- ◆ Incorporate outparcels that engage the street with proper building placement and screen parking lot associated with grocery store
- ◆ Redevelop apartments with mix of townhomes and single-family homes that blend into adjacent single-family neighborhoods
- ◆ Redevelop of Hammond Village and Rutledge Forest with mix of townhomes and single-family homes that blend into adjacent single-family neighborhoods



N. Main Street looking south towards Central Business District



Live-work units in the Vista

Transportation Corridors

N. Main Street Corridor (Elmwood Avenue to Sunset Drive)

The redevelopment of N. Main Street into a more vibrant and pedestrian friendly environment has already begun. The development and implementation of the N. Main Street streetscape project shows a commitment by the City of Columbia in turning a once blighted stretch of road into a more positive attribute. During the public process, residents felt it was critical to keep the existing single-family neighborhoods intact. They also realized the need for increased housing opportunities within their community and designated N. Main Street as a traffic corridor suited for more intense residential development. The added density is vital in creating a large residential base to support new commercial opportunities within the adjacent activity nodes. The development of townhomes or mixed-use with retail or office on the ground floor and residential above with street frontage will create a more dynamic, pedestrian friendly atmosphere. Buildings should be situated as to engage and connect to the street. They should not be separated from the street by large parking areas. Parking or driveways would be accessed from secondary streets to minimize curb cuts. This simple strategy will increase vehicular traffic flow along N. Main Street and increase pedestrian safety. By locating the parking behind the buildings, screened from view, the aesthetic quality of the corridor is enhanced, which creates more interest for visitors to investigate and discover other areas of the Artist Village. This stretch of N. Main Street is the gateway to the Villages of North Columbia from downtown and the streetscape should reflect its prominence..

Recommendations

- ◆ Proactively rezone commercial and/or vacant property into medium to high density residential district
- ◆ Adopt design guidelines that reinforce commitment to a pedestrian friendly

Sunset Drive Corridor

Sunset Drive is unlike any other street within the North Columbia community. The combination of curvy streets and single-family homes, gives the corridor a rural country feel within the city. Sunset Drive is the major east-west transportation corridor that connects the medical area east of North Columbia to the suburbs of western Columbia. It is the geographical boundary between the Artist and College Villages. Sunset Drive has a need to preserve the existing single-family fabric while addressing the need for commuter traffic movement. Currently, +/-18,600 cars use this corridor on a daily basis. Significant road improvements are necessary to ensure good traffic flow but must maintain the unique character of



Preserve existing “rural” character of Sunset Drive



Townhomes along a high volume traffic corridor

the street that was identified by workshop participants. The addition of left turning lanes at key intersections would assist this flow. Sidewalks should be developed along this corridor. With its close proximity to Earlewood Park, sidewalks are essential to encourage residents to walk to the park and provide for their safety.

Recommendations

- ◆ Preservation of existing single-family residential character
- ◆ Left turn lanes at key intersections to include pedestrian cross walks
- ◆ Sidewalks on both sides of the street. Make pedestrian connection to Earlewood Park and proposed greenway connection trail

Broad River Road Corridor

Currently Broad River Road is a four lane corridor characterized by vacant lots, neglected commercial buildings and high traffic volumes. However, this corridor also serves as the gateway from western suburbs to North Columbia. The Broad River Road corridor should be redeveloped as a medium to high density residential corridor. Its close proximity to the Three Rivers Greenway, downtown, hospital and subsequent support services, and easy access to the interstate make it an attractive area for young professionals. In addition, the proposed redevelopment of the adjacent Roosevelt Village into a mixed-use, mixed income community to the north will further enhance the area. In turn, the development of a residential corridor with building street frontage, parking located in rear of the buildings, and vehicular access from secondary streets will create a more pedestrian friendly environment. The redevelopment of Hammond Village to the south is vital in changing the perception of the area, and will create an environment that will attract investors.

Recommendations

- ◆ Redevelop existing commercial/industrial uses as a medium-to-high density residential corridor
- ◆ Create a pedestrian friendly environment that encourages residents to walk and ride between neighborhoods and greenway
- ◆ Redevelopment of Hammond Village essential to changing perception of the area



Tree lined street in the Artist Village



Traffic calming "Bulb-out"

Neighborhoods

The following are recommendations for each neighborhood within the Artist Village. The focus of the master plan and the commitment of the workshop participants and committee members is to develop a plan that focuses on creating "one" community, however, each neighborhood has issues that are unique to them and must be specifically addressed.

Cottontown

Cottontown is a perfect example of an older historic intown neighborhood that has benefited from the growing trend of people moving back to the city to be closer to work. They are looking for the amenities and exciting environment that cities can offer. The Cottontown community will continue to suffer from negative influences associated with the near vacant Elmwood Avenue, N. Main Street and Bull Street corridors. The development of some industrial buildings within the neighborhood into studios or loft spaces will continue to make the neighborhood a destination community. Future strain will be placed on the community as the adjacent Bull St Redevelopment project is developed.

Recommendations

- ◆ Traffic calming study that addresses cut through traffic from among others, Bull Street to N. Main Street, but still permits easy and sensible mobility within the neighborhood (Bull Street Redevelopment)
- ◆ Maintain existing neighborhood character of professional offices along Bull Street

Earlewood & Marshall Park

The Earlewood neighborhood has recently adopted Protection Area Design Guidelines. These guidelines are an essential tool in maintaining the quality of the single-family community. While Earlewood Park is a wonderful asset for the entire community, Marshall Park is need of increased maintenance and infrastructure. With the new higher density projects of Canal Place and Laurel Hill within walking distance, park use will intensify. In addition, these new communities would benefit from a direct access point along Lucius Road to the Three Rivers Greenway.



Recreational trails



Redeveloped former housing project in Columbia, South Carolina

Recommendations

- ◆ Additional traffic calming measures along River Drive
- ◆ Joint city and county code enforcement sweep of county properties within the neighborhood
- ◆ Significant capital improvements to Marshall Park
- ◆ Beautification of cemetery along Beaufort Street
- ◆ Create access point along Lucius Road adjacent to Bus Barn to Three Rivers Greenway

Elmwood Park

The development of the former Highway 277 right-of-way into a greenway is imperative to continue the trend of reinvestment within the neighborhood. While the neighborhood core is a beautiful historic single-family neighborhood, the edges surrounding the neighborhood are suffering from an abundance of vacant property and industrial uses. The industrial uses along Wayne Street and apartment buildings on River Drive are inappropriate for the area. Unfortunately many of these existing uses are not likely to change until the development of the greenway has begun or the intown housing market runs out of available inventory. The greenway would connect downtown’s Finlay Park, to Earlewood Park, to the Bull Street Redevelopment and eventually to the Three Rivers Greenway.

Recommendations

- ◆ Development of former Hwy 277 as a greenway that makes the connection of Earlewood Park to the north and Central Business District to the south
- ◆ Redevelopment of industrial properties along Wayne Street into medium density townhomes
- ◆ Streetscape/pedestrian enhancement to Elmwood Cemetery
- ◆ Additional traffic calming measures such as bulb-outs along Park Drive
- ◆ Pedestrian connection to Three Rivers Greenway

Hammond Village

Hammond Village should be redeveloped as a medium density residential community that would mix townhomes and single-family homes. This new development would benefit from its close proximity to the greenway, new infill development of Laurel Hill and stability of Earlewood. In addition, the redevelopment of the former A&P strip center would be an attractive amenity to future homebuyers.



Duplex housing designed to look like one large home

Recommendations:

- ◆ Redevelopment as a medium density, mixed income residential community
- ◆ Create a more pedestrian friendly environment along Marlboro Street

Neighborhoods:

- Ardincaple
- Belmont
- Cabb Island
- College Place
- Edgewood Acres
- Hyatt Park
- Hyatt Park Annex
- Lindenwood & Dale Drive
- Northwood Hills
- Seminary Ridge
- Windemere Springs

The College Village

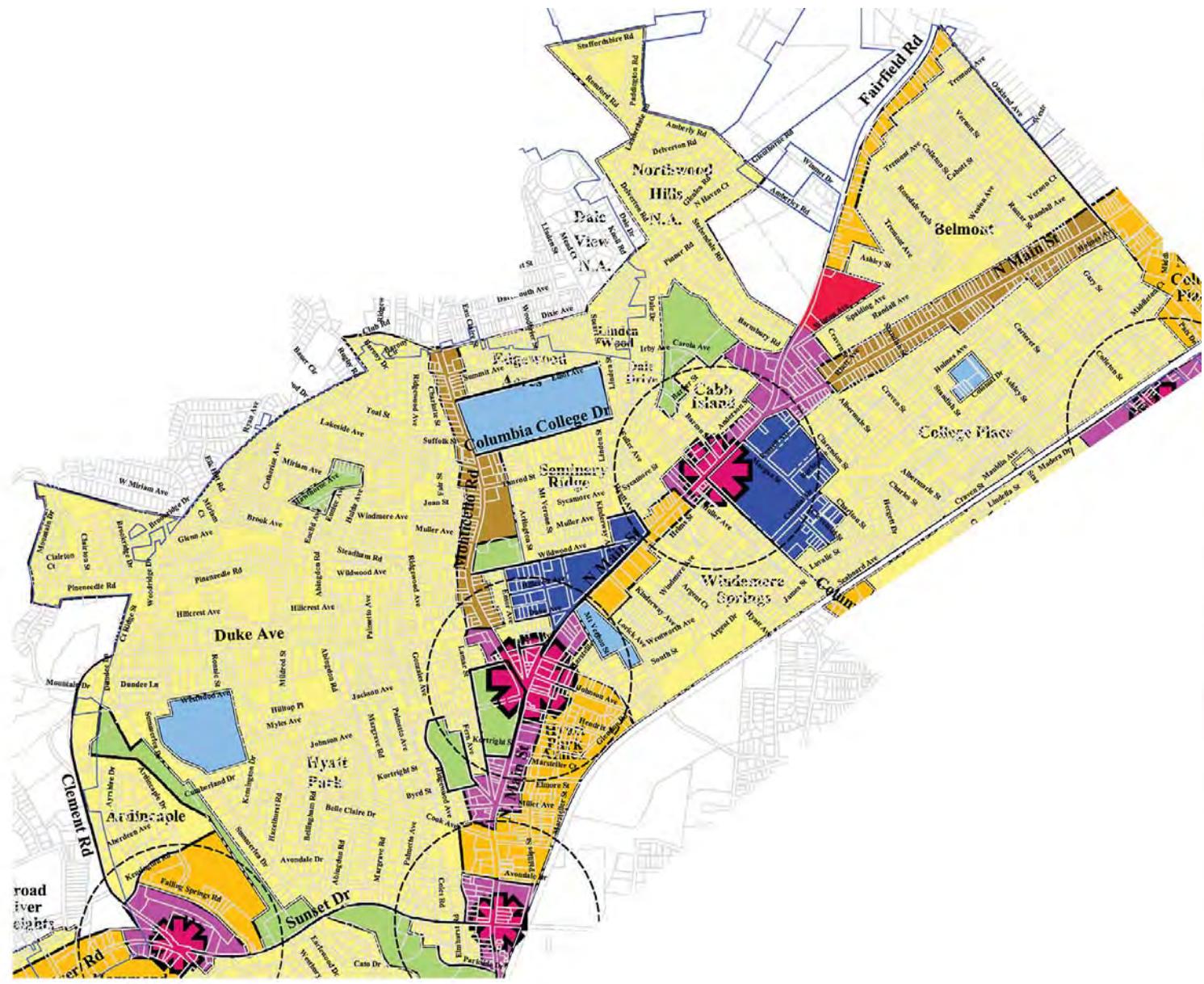
Centered around Columbia College, the Lutheran Seminary, Eau Claire High School and the former Eau Claire Town Hall, the College Village would create a dynamic pedestrian friendly environment that captures the growing college student market and the diversity of the surrounding neighborhoods. The Village would be seen as a “small college town” within the big city. The area already attracts a diverse population of students and the faculty and staff that support these institutions. Yet there is a missing element often associated with towns with higher institutes of learning. There are few retail choices available and no energetic social scene for students, faculty and residents to interact with one another outside of these institutions. The College Village activity nodes would create a unique environment reminiscent of many small college towns with a pedestrian friendly environment where students and residents could walk to and from with retail, restaurants and Hyatt Park.

The diversity of the area is also reflective in the different kinds of neighborhoods within the village. Northwood Hills is a beautiful example of first tier automobile suburbs of the 1960’s with large homes on heavily wooded lots. In addition, College Place and Seminary Ridge were identified during the City Wide Architectural Survey and Historic Preservation Plan as neighborhoods recommended for historic Conservation Districts.



Develop a mixed-use activity node along N. Main Street

Master Plan



LEGEND:

- LOW DENSITY RESIDENTIAL (SINGLE-FAMILY DETACHED HOMES)
- MEDIUM DENSITY RESIDENTIAL (TOWNHOMES, DUPLEX, LIVE WORK UNITS)
- MIXED-USE (RETAIL/OFFICE GROUND FLOOR, RESIDENTIAL/OFFICE UPPER FLOORS)
- COMMERCIAL (ONE STORY RETAIL SERVICES)
- URBAN TRANSITIONAL DISTRICT (SINGLE-FAMILY HOMES CONVERTING TO OFFICE, RETAIL)
- GREENSPACE (PARKS, GREENWAYS)
- INSTITUTIONAL (PUBLIC SCHOOLS, COMMUNITY SERVICES)
- HIGHER EDUCATION INSTITUTIONS

ACTIVITY NODE

- MAJOR NODE
 - N MAIN ST AT HYATT PARK
 - N MAIN ST AT MASON RD
- MODERATE NODE
 - FARROW RD AT TARRAGON DR
 - N MAIN ST AT COLUMBIA COLLEGE DR
 - N MAIN ST AT RIVER DR
- MINOR NODE
 - N MAIN ST AT SUNSET DR
 - BROAD RIVER DR/SUNSET DR AT CLEMENT RD/RIVER DR
 - N MAIN ST AT COLONIAL DR

FIVE MINUTE WALKING DISTANCE

College Village



Mixed-use development with retail shops on the ground floor and residential above



The former town hall is a landmark that identifies the center of the College Village

Activity Nodes

North Main Street at Monticello Road Activity Node

Once the economic and social center of the Eau Claire community, the North Main Street at Monticello Road activity node, was identified during the public workshops as one of the major centers of North Columbia. It was also identified as an important gateway from the northern suburbs of Columbia coming from Monticello Road. N. Main Street and Monticello Road are both major road corridors within the North Columbia area. Both roads provide I-20 interchanges to the north and direct links to the Central Business District (CBD) to the south. Four neighborhoods are within a five minute walk of this node.

The area is anchored by the original Town Hall at the northern end of the node. Hyatt Park provides an excellent area for gatherings and recreational activities along the western boundary of the node. South University, which enrolls +/-270 students, is located along N. Main Street facing Hyatt Park. The existing Bi-Lo grocery store at the intersection of N. Main Street and Monticello Road, provides a strong retail presence within the node. While the building's site placement is good, improvements to the building's facade and parking area will further enhance its appearance from N. Main Street and help anchor the intersection. Improvements would include developing an entryway that faces N. Main Street and a new building or outparcel along N. Main Street that face the street. This parcel would be located within the existing retail center's parking lot. This will give the development a more pedestrian appearance and discreetly screen the grocery store's large parking lot from view.

The development of the first phase of North Main Plaza anchors the southern end of the activity node. North Main Plaza is a mixed-use development with retail on the ground floor and office space on the second floor. Development of the second and third phase has been slowed due to a lack of funding. These phases will provide additional retail and outdoor gathering space. In addition, a beautiful existing stone house will remain and be renovated as office space as a part the second phase of the development. The buildings have a variety of heights and stories and are placed close to the street to encourage a pedestrian friendly environment along N. Main Street. Wide sidewalks and front doors engage N. Main Street with parking located behind the building. This development sends a clear message that identifies the appropriate use and design quality expected of future development within the activity node. The renovation of the existing triangle building across from North Main Plaza would anchor the southern end of the node as a intense retail destination point.



North Main Plaza has begun the transition into a pedestrian friendly activity node



Townhomes could be developed on former SCDOT site

The Hyatt Park Annex neighborhood was identified during the physical analysis of the area and during the public workshops as an area that could be redeveloped into higher density residential units that would support future retail and institutional developments. These residential developments would also provide a different type of for sale housing product that would attract different users. Close proximity to Hyatt Park and retail services makes the area attractive to potential residents who would give up their yard in exchange for a park.

Recommendations

- ◆ Redevelopment of South Carolina Department of Transportation (SCDOT) property and surrounding area within the Hyatt Park Annex neighborhood into medium density residential use, such as townhomes or live/work units, to support activity node
- ◆ Improvements to the existing Bi-Lo retail center
- ◆ Renovation or redevelopment of existing “triangle building” and adjacent parcels into mixed-use developments
- ◆ Increased outreach programs available at Eau Claire Town Hall



Creat outdoor meeting places to appeal to residents and students to interact



Mixed-use development with retail on the ground floor and residential above

North Main Street between Columbia College Drive and Fairfield Road Activity Node

Located between Fairfield Road to the north and Columbia College Drive to the south, this moderate activity node on N. Main Street would provide much needed services to both residents and students. There is a large, untapped economic market associated with Columbia College. With an enrollment of 1,300 students, staff of 200 and a growing evening course curriculum, the retail services surrounding the college are not reflective of the needs of the area. Columbia College occupies the majority of the southern side on N. Main Street within this node. Across the street, the land uses include a gas station, car shop, single-family homes, apartment complex and vacant lots. The development of this node has already begun with a new CVS pharmacy at Columbia College Drive and the realignment of the Fairfield Road intersection as part of the N. Main Street streetscape project. A new athletic complex within the Cabb Island community north is within a five minute walk of the college. This new facility will further encourage pedestrian traffic within this node. The existing gas station and adjacent car shop should be redeveloped as mixed-use developments with services catering to students. The existing single-family homes should remain and transition into commercial or office uses. The existing apartment complex should be removed. Due to its location, building placement and design and dated appearance, the complex presents a security issue within the community. The site could be redeveloped with housing for students. Both the campus to the south and a grocery store to the north are within walking distance. As more people walk between uses within and around the activity node, the space will become safer and more dynamic. A key element with this redevelopment will be placement of the buildings close to the street with building entryways and windows opening onto Fairfield Road. This will provide additional “eyes” on the street.

This node will not only create an identity for the College Village, it will provide a positive gateway to Columbia College.

Recommendations

- ◆ Private/public partnership with Columbia College and City of Columbia to create mixed-use node
- ◆ Capitalize on streetscaping enhancements with new buildings that engage the street
- ◆ Identify services and recruit retailers that cater towards college community
- ◆ Transition existing single-family homes along N. Main Street to commercial or office uses
- ◆ Redevelop apartment complex at Fairfield Road and N. Main Street as student housing



Live/work units along N. Main Street will increase pedestrian foot traffic



New construction along N. Main Street reflects existing single-family home fabric

Transportation Corridors

North Main Street Corridor

There are two distinct districts or zones along N. Main Street within the College Village. The southern half is a vibrant higher density corridor with more intensive land uses. The northern half is a less intensive urban transitional corridor focusing on preservation of the existing single-family structures.

Southern Half (Sunset Drive to Fairfield Road)

The redevelopment of N. Main Street from Sunset Drive to the Fairfield Road intersection, into a more vibrant pedestrian friendly environment will entail developing a higher density residential component between activity nodes. This development of townhomes or live work units would create an improved visual quality appearance, provide a different kind of housing type appealing to a diversity of residents and create a more pedestrian friendly environment. The City should proactively rezone existing commercial uses along this part of the corridor to medium density residential or mixed-use designations. Buildings should be placed to engage the street with parking hidden behind the buildings. Parking or driveways would then be accessed from secondary streets, to minimize curb cuts, allowing for increased vehicular and pedestrian safety and improved traffic flow.

Recommendations

- ◆ Proactively rezone commercial and/or vacant property into medium to high density residential district
- ◆ Adopt design guidelines that reinforce commitment to a pedestrian friendly environment

Northern Half (Fairfield Road to Oakland Avenue)

N. Main Street between Fairfield Road and Oakland Avenue was identified by the workshop participants as an area in need of preservation. While some institutions and multi-family uses do exist within this part of the corridor, single-family homes are the predominate building type. With rising land costs and proximity to a major transportation corridor, there will be pressure to redevelop the homes into more intense land uses such as retail or apartments. Therefore the area has been designated as an Urban Transitional District. The existing single-family homes should be preserved and adapted to small office or retail uses. These homes would be ideal for small professional offices or boutiques. This conversion



Townhomes along the N. Main Street corridor will provide needed density and different residential options

has already begun in some areas along this stretch of the corridor. Existing commercial and multi-family developments, such as the apartments and duplex buildings located at the N. Main Street and Colleton Street intersection, or the vacant parcels at Oakland Avenue should be redeveloped as townhomes that reflect the scale and architectural character of this area. These current commercial and multi-family developments interrupt what is an otherwise pedestrian friendly environment.

Recommendations

- ◆ Preserve the existing single-family character of the street through design guidelines
- ◆ Redevelop existing commercial and apartments into medium density residential products reminiscent of adjacent single-family homes



Townhomes provide a buffer between existing single-family neighborhood and road corridor



Existing strip center should be enhanced with facade improvements and shade trees in the parking lot and along Fairfield Road

Fairfield Road Corridor

Fairfield Road is a non-descript transportation corridor within the North Columbia area however it also serves as a gateway corridor between I-20 and Columbia College. Currently the road is a mix of residential and commercial uses. A recent repaving of an existing shopping center’s parking lot suggests that the owners intend to remain within the community. This shopping center provides many goods and services to the area and many residents of the Belmont neighborhood enjoy walking to the center. Facade improvements and street trees within the parking area will improve the overall aesthetic appearance of the center. In addition, the development of an outparcel or new building within the existing parking lot that faces Fairfield Road will further enhance the corridor. The remainder of the commercial uses along Fairfield Road are lower tier tenants, in nearly vacant or aging structures. These commercial uses should be redeveloped as medium density homes, such as townhomes or live/work units. These units would supply additional housing options within the community, buffer the existing single-family neighborhood of Belmont and enhance the appearance of Fairfield Road. In addition, these units would appeal to young professional as well as students and faculty of nearby Columbia College. One of the largest hindrances to improving Fairfield Road is the existing apartment and mobile home community located along the northern side of the street, just north of Alcorn Middle School. Both these sites are located outside the city limits but are having a negative influence on the surrounding areas. The redevelopment of these sites into a residential community with a mix of single-family homes and townhomes will change the image of Fairfield Road and provide better housing choices within the community. New residents would be attracted to the site due to its close proximity to I-20, Columbia College and the retail center. In addition, the development would be within walking distance to Alcorn Middle School. To create a more pedestrian friendly environment, larger sidewalks with street trees and lighting should be developed along Fairfield Road.

Recommendations

- ◆ Façade and landscape improvements to existing shopping center
- ◆ Redevelopment of existing apartment and mobile home park into a mixed residential community
- ◆ Identify failing commercial properties and redevelop with medium density housing that buffers existing neighborhoods
- ◆ Streetscape improvements along Fairfield Road



Preserve existing single-family homes as professional office buildings



Enhance existing retail plaza with new facades and landscape

Monticello Road Corridor

Monticello Road is a gateway corridor to the “College Village” from the northern suburbs. With direct access to I-20 to the north and terminating at the center of the heart of the village, the street is mix of commercial, residential and institutional uses. The city limits begin at the intersection of Dixie Ave. Eau Claire High School fronts on Monticello Road. The character of the street is primarily residential with some commercial uses. Many community workshop participants identified the need to preserve the existing residential character of Monticello Road by creating an Urban Transitional District. With rising land costs and proximity to a high traffic volume corridor, these homes will have strong pressure to be redeveloped as commercial or multi-family uses that might disrupt the existing residential character. The existing single-family homes should transition into professional office or small retail spaces when feasible. New construction should also reflect the existing architectural scale and character of the street. However, a new commercial building being erected at the Monticello Road and Timrod Road intersection is in conflict with the vision the community has for this area.

Recommendations

- ◆ Proactively rezone as urban transitional zone
- ◆ Preserve existing single-family character of street
- ◆ Redevelop non-compatible commercial properties with townhomes



Preserve large wooded lot and diverse housing styles within Ardincaple neighborhood



Street improvements along Carola Avenue should include a sidewalk to connect Columbia College to athletic fields

Neighborhoods

Although the focus of the master plan and the commitment of the workshop participants and committee members is to developing a plan that focuses on creating “one” community, each neighborhood has issues that are unique to them and are in need or addressing. The following are recommendations for each neighborhood within the College Village.

Ardincaple N.A.

New infill along Ardincaple Drive does not reflect the architectural style and scale, nor existing lot pattern and density of the existing neighborhood. This inconsistency between existing homes and new infill creates a separation within the neighborhood. Traffic calming measures should be placed along Clement Rd within close proximity to the Ardincaple neighborhood to slow traffic.

Recommendations

- ◆ Identify existing vacant lots and neglected homes for infill development and/or rehabilitation
- ◆ New infill should reflect adjacent structures in scale and style
- ◆ Improve Clement Road so that it continues to accommodate existing traffic volumes while slowing traffic down near the neighborhood

Cabb Island

The development of the new athletic facilities by Columbia College within the neighborhood can be a positive and negative contribution to Cabb Island. This unique neighborhood will need to address access point to the fields and the traffic associated with them. Infrastructure improvements need to include improved curb and gutter and sidewalks to support the new facilities.

Recommendations

- ◆ Improve neighborhood identity
- ◆ Construct new curb & gutter through out neighborhood
- ◆ Clearly identify athletic complex entry points and users
- ◆ New sidewalk along Carola Avenue to connect Columbia College to athletic fields



Existing apartments on Mauldin Avenue



Existing housing inventory on Duke Avenue in Hyatt Park

College Place Neighborhood

College Place is a single-family neighborhood that benefits from its close proximity to Columbia College. The neighborhood should be designated a conservation district by the city. The redevelopment of the existing apartments along Mauldin Avenue into more appropriate single-family homes is crucial in preventing inappropriate building practices from spreading into the surrounding neighborhood. The inclusion of bike lanes along Colonial Drive that connect Columbia College to the northern suburbs will give an identity to Colonial Drive while providing a designated alternative transportation route along a safer thoroughfare.

Recommendations

- ◆ Pursue historic/conservation guideline identification from City of Columbia
- ◆ Redevelop existing apartments along Mauldin Avenue into single family homes
- ◆ Redevelop existing duplexes along Marble Street into single-family homes
- ◆ Develop a small public park within the community for neighborhood gatherings
- ◆ Include bike lanes along Colonial Drive that will connect the northern neighborhoods to Columbia College

Dale Drive & Lindenwood

In order to create an identity for these streets, the neighborhood associations should merge together to create one larger identifiable neighborhood. Improved identification markers should be placed along Columbia College Drive and at Irby Drive near Cabb Island. The existing housing inventory along Dale Drive is in fair condition and in need of minor improvements. The housing along Linden St will need to be significantly improved and/or redeveloped in order to revitalize this area. New construction should be comparable to the existing homes within the neighborhood but reflective of current market trends.

Recommendations

- ◆ Create one neighborhood association representing both neighborhoods
- ◆ Redevelop homes on Linden Street to be appeal to the current housing market
- ◆ Increased neighborhood identification along Columbia College DriveHyatt Park



Substandard housing on Pineneedle Road in northern Hyatt Park



Preserve existing neighborhood character in Northwood Hills

Hyatt Park

Hyatt Park has two distinctive areas within the neighborhood. The southern half of the neighborhood is well maintained with moderate homes and heavily wooded lots. New infill housing is a positive sign of the desirability to live within the area. In contrast, the area north of Duke Ave, once called North Highlands, has significantly smaller homes on smaller lots. There is a larger number of vacant lots and an evident lack of reinvestment in this area.

Recommendations

- ◆ Code enforcement sweep and vacant lot inventory of homes north of Duke Avenue
- ◆ Identified vacant lots should be acquired by city and redeveloped by Eau Claire Development Corporation or other non-profit development group
- ◆ Acquire and redevelop existing single family homes on Pineneedle Road
- ◆ Provide neighborhood park to create an amenity in northern area of neighborhood
- ◆ Streetscape project that slows traffic along Duke Avenue and enhances the pedestrian experience and neighborhood appearance
- ◆ Implement bike lanes along Duke Avenue that would connect College Village to Broad River Greenway
- ◆ In areas south of Duke Avenue, future infill housing should reflect in scale and style that of its adjacent homes

Northwood Hills Neighborhood

The Northwood Hills neighborhood is a quiet and isolated community of traditional suburban homes on large lots. The preservation of the character and style of the neighborhood will be the biggest challenge in the future. The existing vacant lots need to be developed with single-family homes that are consistent with the scale and character of the existing neighborhood. In addition, future renovations should maintain the typical character of the neighborhood. An improved streetscape through the sprawling Alcorn Middle School parking lot will create a better identity for the neighborhood and increase safety near the school. The adjacent apartment community along Winmet Drive will continue to have negative influences on the Northwood Hills Neighborhood unless increased police surveillance and community watch programs are implemented or until those sites are redeveloped.



Develop a more pedestrian friendly environment along Columbia College Drive



Upgrade existing student housing facility

Recommendations

- ◆ Develop single-family homes on existing vacant lots (Rumford Road)
- ◆ Future infill development to reflect scale and character of adjacent homes
- ◆ Develop closed road between neighborhood and industrial park into a single-family lot eliminating route as transient cut through

Seminary Ridge

Seminary Ridge benefits from its relationship to the Lutheran Seminary. The designation of the campus and neighborhood as a historic conservation district will allow for the continued preservation of the existing neighborhood fabric. The traffic associated with Columbia College Drive and an absence of street connectivity to the rest of the neighborhood is having a negative impact on the homes along this corridor. The current configuration of Columbia College Drive allows for increased traffic speeds that further disrupt this neighborhood. The implementation of a more pedestrian friendly streetscape including curb and gutter, street trees and traffic calming measures will benefit these homes. These measures will also enhance pedestrian movement between Eau Claire High School and the College Village activity node.

Recommendations

- ◆ Pursue historic guideline/conservation overlay
- ◆ Future infill should be similar in scale and style to that of its adjacent homes
- ◆ Improve streetscape on Columbia College Drive

Windemere Springs Neighborhood

Windemere Springs should pursue a conservation district overlay to preserve the existing single-family fabric of the neighborhood. Some existing structures are in need of renovation and some streets are in a negative transitional phase. Concentrated code enforcement efforts should focus on Hyatt Avenue. Existing multi-family units should be redeveloped as single-family homes that are similar in style and scale to that of the neighborhood. The existing architectural style of student housing along Horry Street is outdated and not reflective of the architectural style of either the neighborhood or Lutheran Seminary. Facade improvements should be pursued by the school to enhance the physical environment of the neighborhood.



Preserve existing single-family character of Windemer Springs



Redevelop townhomes to be more reflective of existing neighborhood fabric

Recommendations

- ◆ Pursue conservation overlay district to preserve existing single family quality
- ◆ Future infill to reflect existing architectural style and scale
- ◆ Provide facade improvement grants to upgrade existing Lutheran Seminary apartments fronting Horry Street
- ◆ Preservation of existing single-family fabric along Columbia College Drive

Redevelopment Areas

Several neighborhoods within the North Columbia area were identified for Redevelopment Area consideration. These neighborhoods exhibit “blighting” influences that negatively affect their surrounding community. Blighted areas are defined as a combination of five of the following factors: age; dilapidation; obsolescence; deterioration; illegal use of individual structures; excessive vacancies; destructive land use or layout; and others. The blighted influences observed included dilapidated and unsafe structures including numerous homes that were both vacant and boarded up, unsafe streets, and inadequate lot sizes that inhibit reinvestment opportunities. In addition, the existing areas might exhibit depressed property values, and impair the community’s tax base. Under the “Community Development Law”, the designation of a redevelopment area allows municipal authorities the ability to acquire private property through eminent domain and convey it to a redeveloper. It also allows the municipality to convey publicly owned land to a redevelopment authority, complete the relocation of utilities and participate in financing the redevelopment projects.



Single-family home in Hyatt Park Annex



Phillips Street in Hyatt Park Annex



Low quality home in the Belmont neighborhood



Boarded up home in the Belmont neighborhood

Belmont Neighborhood

Many of the streets within the Belmont neighborhood are showing blighting influences. There are numerous vacant lots, boarded up homes and substandard housing sizes. The inclusion of an auto repair facility and mobile home complex within the neighborhood core are negatively influencing adjacent properties. **The Belmont neighborhood has been identified as a Redevelopment Area.** The use of concentrated and persistent code enforcement sweeps will also be a vital component for the improvement of the neighborhood. Non-compatible uses, such as the car auto shop and mobile homes on Colleton Street, will need to be removed and redeveloped with single-family homes that are consistent with the existing single-family fabric. New construction by the Eau Claire Development Corporation (ECDC) is a first step in reinventing this neighborhood. To continue to attract new residents to invest within the community, existing vacant properties or lots with sub-standard housing will need to be identified and redeveloped. The existing apartment complex will need to continue to be maintained and monitored to assess its affect on the neighborhoods redevelopment progress. Additional capital improvements such as curb and gutter sidewalks, and storm drainage improvements are as equally important to change the image of the neighborhood and increase and promote pedestrian safety. At the center of this neighborhood, a new park should be developed to create a landmark for the residents. This park will encourage the preservation of the existing tree cover and create a place for neighborhood gatherings and interaction. Although an area for a new park was identified during the public workshop, new development has already begun on the identified parcels. The new park place should be centrally located within the neighborhood and adjacent to the existing apartment complex.

Recommendations

- ◆ Designate Belmont Neighborhood as a Redevelopment Area
- ◆ Code enforcement sweep with concentrations along Colleton Street and Vermont Street
- ◆ Continue single-family home infill momentum begun by ECDC
- ◆ Identify and inventory vacant or dilapidating homes for future infill housing
- ◆ Acquire existing mobile homes on Colleton Street and redevelop as single-family for sale homes
- ◆ Identify and develop a neighborhood park



Existing housing needs to be redeveloped to appeal to potential homeowners



Existing streetscape needs to be improved to create curb appeal

Edgewood Acres

The Edgewood Acres neighborhood suffers from substandard homes and undersized lots that do not encourage redevelopment opportunities. Many of the streets within the neighborhood are exhibiting blighting influences. There are numerous vacant lots and an absence of capital improvements such as sidewalks and curb and gutter. **The neighborhood has been identified as a Redevelopment Area.** Utilizing the existing street pattern, new single-family homes should be developed on larger lots. New curb and gutter, sidewalks, lighting and street trees will further enhance the perception of the neighborhood and increase opportunities for additional private investment. With the redevelopment of the adjacent Eau Claire High School facilities, the first concentration of new development should focus along Elliot Avenue. This new green space will provide an attractive amenity to potential homebuyers. In addition, a street connection should be made between Dale View and/or Lindenwood neighborhoods to allow for better internal mobility and an elimination of perceived boundaries between the neighborhood groups.

Recommendations

- ◆ Designate Edgewood Acres as a Redevelopment Area with a joint city/county partnership
- ◆ Redevelop with single-family homes on existing street pattern with larger lots
- ◆ Capitalize on close proximity to Eau Claire High School and new expanded cultural and athletic facilities
- ◆ Upgrade infrastructure with sidewalks, curb & gutter, lighting and street trees
- ◆ Make street connection between Edgewood and Lindenwood and/or Dale View neighborhoods



Vacant housing in Hyatt Park Annex



The vacant former SCDOT property is having a negative influence on the neighborhood

Hyatt Park Annex Neighborhood

The Hyatt Park Annex is a neighborhood of various uses with declining economic vitality. Many of the streets within the neighborhoods are showing signs of blighting influences. Many of the structures are vacant or substandard. Years of industrial development at the former SCDOT site and adjacent parcels have negatively influenced much of the residential portion of the neighborhood. It also suffers from a lack of identity including name recognition. The neighborhood should be designated a Redevelopment Area and redeveloped as a medium density residential community. Existing townhomes along Glendale Road should be redeveloped as single-family homes that are more consistent to the adjacent single-family residential fabric. Higher residential development should be concentrated south of Johnson Ave. New townhomes would benefit from their close proximity to Hyatt Park and the growing North Main Street Plaza. In addition, existing industrial buildings in good condition should be identified for renovation into artist galleries or studio spaces. As proposed in the 1993 Eau Claire Redevelopment Plan, a small business incubator would be an ideal anchor to renovated industrial building while providing a necessary service to the community. The street network should present a more pedestrian friendly environment with sidewalks, street trees and sufficient lighting to encourage pedestrian traffic to and from the “College Village” activity node. The inclusion of curb and gutter is also vital in enhancing a pedestrian friendly environment, to direct storm water and improve the aesthetic appeal of the neighborhood. The development of a small neighborhood “pocket” park will also help create a landmark for the neighborhood and small gathering space for public interaction.

Recommendations

- ◆ Designate Hyatt Park Annex as a Redevelopment Area
- ◆ Redevelopment of area into a vibrant medium density residential district
- ◆ Identify industrial properties or buildings for loft/studio/office conversion
- ◆ Partner with South University to identify areas for future school expansion and address parking concerns
- ◆ Develop small neighborhood greenspace or pocket park
- ◆ Provide pedestrian friendly streetscape that encourages walking to retail node on N. Main Street.
- ◆ Redevelop existing townhomes/duplexes along Glendale Road into single-family homes reflective of adjacent community
- ◆ Develop vacant SCDOT property with medium density residential homes

Neighborhoods

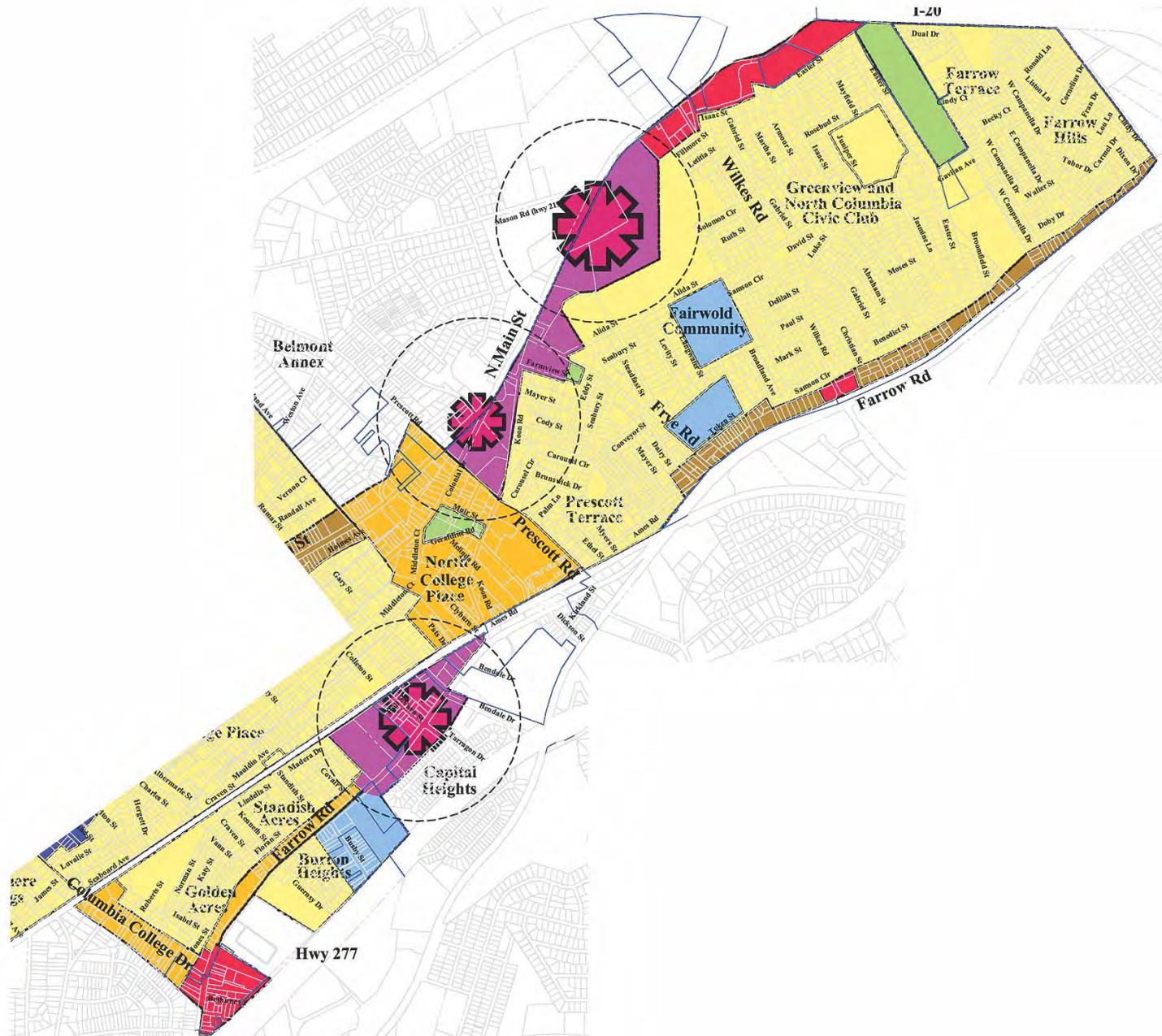
- Burton Heights& Standish Acres
- Fairwold Community
- Farrow Hills
- Farrow Terrace
- Golden Acres
- Greenview & North Columbia
- North College Place
- Prescott Terrace

The Gateway Village

The Gateway Village is the entry to the City of Columbia from the northern suburbs. The Gateway Village should take advantage of the beautiful single-family fabric of many of its neighborhoods while creating significant “gateways” to downtown Columbia. The Greenview, Fairwold and Fairview neighborhoods are good examples of the beginning of the automobile oriented communities of the 1950’s to 1970’s. But they are different than many suburban communities in that they do not have the traditional cul-de-sac, gated communities of similar developments. These neighborhoods have excellent street connections, which were maintained between existing and future neighborhoods. This provides for a seamless transition between the neighborhoods and adjacent villages. In addition, it provides for better internal vehicular and pedestrian movement for residents between neighborhoods. However, the poorly developed transportation corridors of N. Main Street and Farrow Road detract from these neighborhoods. The Gateway Village would redevelop these corridors with concentrated mixed-use activity nodes that would create a sense of place for the Gateway Village. In addition these nodes would act as “gateways” to Columbia and reinforce the neighborhoods’ ideals of a walkable community with energy and diversity.



Preserve existing single-family neighborhoods



LEGEND:

- LOW DENSITY RESIDENTIAL (SINGLE-FAMILY DETACHED HOMES)
- MEDIUM DENSITY RESIDENTIAL (TOWNHOMES, DUPLEX, LIVE WORK UNITS)
- MIXED-USE (RETAIL/OFFICE GROUND FLOOR, RESIDENTIAL/OFFICE UPPER FLOORS)
- COMMERCIAL (ONE STORY RETAIL SERVICES)
- URBAN TRANSITIONAL DISTRICT (SINGLE-FAMILY HOMES CONVERTING TO OFFICE, RETAIL)
- GREENSPACE (PARKS, GREENWAYS)
- INSTITUTIONAL (PUBLIC SCHOOLS, COMMUNITY SERVICES)
- HIGHER EDUCATION INSTITUTIONS

ACTIVITY NODE

- MAJOR NODE**
 - N MAIN ST AT HYATT PARK
 - N MAIN ST AT MASON RD
- MODERATE NODE**
 - FARROW RD AT TARRAGON DR
 - N MAIN ST AT COLUMBIA COLLEGE DR
 - N MAIN ST AT AT RIVER RD
- MINOR NODE**
 - N MAIN ST AT SUNSET DR
 - BROAD RIVER DR/SUNSET DR AT CLEMENT RD/RIVER DR
 - N MAIN ST AT COLONIAL DR
- FIVE MINUTE WALKING DISTANCE**

Gateway Village

Master Plan

Activity Nodes

North Main Street at Mason Road Activity Node

The northern end of the North Columbia area is without an identity. There are no landmarks, public spaces or retail plazas that accurately reflect the well maintained and beautiful neighborhoods located beyond the N. Main Street corridor. The development of the intersection of N. Main Street and Mason Road into a major mixed-use center would create such an identity. Located within the Fairwold Community, this activity node is composed of vacant tracts with large open fields and some wooded areas. These parcels are in contrast to the intense single-family neighborhoods around them. N. Main Street is the major transportation corridor within the North Columbia area, but there are few retail services along this part of the corridor. Many former strip centers are vacant, dated or are occupied by lower tier tenants and created with an automobile friendly focus. This site offers the opportunity to create a mixed-use development that would provide retail services to the surrounding neighborhoods, provide varying types of housing opportunities and create a community open space in a pedestrian friendly environment. Retail services should be located along N. Main Street to take advantage of the high traffic volume associated with the street. The center of the retail would be at the Mason Road intersection. Retail could stretch north to the Montieth School or south to the existing grocery store. Higher density housing should be located within close proximity to the retail services and along N. Main Street to encourage residents to walk to these retail services and limit the need for additional car traffic. Stepping back from N. Main Street towards the existing single-family neighborhoods, owner occupied townhomes would provide an alternative housing type that would appeal to different housing markets including young professionals and empty nesters. New single-family homes would be located adjacent to the townhomes. These homes would connect the existing neighborhoods to the amenities provided by the activity node as well as buffer the existing homes from the higher intensity uses. Lots sizes and building scale and style would be similar to the adjacent neighborhoods of Fairwold and North 21 Terrace.

Good pedestrian design elements are essential in creating a successful activity node. Major streets should provide wide sidewalks with street trees, lighting and benches. Retail and apartment buildings should engage the street with doors that face N. Main Street and screen the parking from view behind the building. Buildings should be at an appropriate scale to pedestrians, limited to three stories. The apartments should not be developed as “garden style” or “gated” with large fences surrounding the development that isolate them from the community, but as part of the neighborhood fabric. To ensure security, fences would be placed between buildings to secure parking areas, but front yards would be



Develop neighborhood scale retail services at activity nodes



Higher density residential homes that blend into an existing residential neighborhood



Pedestrian connection between Monteith School and Sanders Middle School



Montieth School

allowed to become a shared public and private space. Front doors and balconies should face the street in order to create additional “eyes on the street”. This will further enhance a safe environment and create the opportunity for spontaneous interactions between neighbors. Parking would be located within the interior of the development. The inclusion of these elements will create a more pedestrian friendly community and provide a better sense of security.

Recommendations

- ◆ The development of three large vacant parcels as a mixed-use destination node
- ◆ Incorporate and promote the Montieth School as an amenity within the development
- ◆ Include higher density uses along N. Main Street and respect adjacent single-family neighborhoods
- ◆ Integrate new development into existing community by connecting to existing street pattern
- ◆ Development of nature center with trails and park space adjacent to Montieth School north to industrial park and south to Sanders Middle School



Mixed-use destination node



Capital Heights Neighborhood

Farrow Road at Gary Street Activity Node

Positive momentum has already begun within the Farrow Road at Gary Street activity node. Located at the intersection of Farrow Road between Gary Street to the north and Standish Street to the south, this moderate activity node has the opportunity to be an impetus to reinvent the perception of the Farrow Road corridor. New housing developments are currently under way to the south of this area. The Burton Height Phase II and the Roberts Drive subdivision are providing homes for new residents which will be critical in revitalizing the area and filling in vacant parcels. New projects which have already been proposed for this activity node include the a Life Resource Center along Busby Street and new shopping center at Taragon Street. The Life Resource Center will provide job training programs to residents, including a Culinary Arts program. A new 70,000 sf shopping center will provide a grocery store, bank, pharmacy and complimentary services. In addition, the recent development of the Capital Heights neighborhood includes approximately 100 low to moderate income homes within walking distance to both of these resources. The development of Capital Heights is a positive step in providing homes to residents who might best benefit from its close proximity to community services offered by the Life Resources Center. However, the type of development and design of the neighborhood may have negative repercussions. In an area of North Columbia where walking is an essential means of transportation, there are no sidewalks within this development. Instead, an emphasis has been placed on the automobile. Front doors have been located to the sides of homes, garages have been placed in the front yards, and no community open space has been provided for residents to interact. This area will soon become a detriment to future redevelopment opportunities within the activity node. Investment in this community needs to be addressed soon to counteract this effect. Investments in aesthetic elements should include street trees, sidewalks and pedestrian scaled street lighting. Landscape enhancements should be developed both along the boundaries of the development and near the detention pond. The presence of a mini-police precinct within the activity node will also benefit the Capital Heights neighborhood and retail users.

All of the new or proposed development within the activity node is along the southern right of way of Farrow Road. The northern portion of the right-of-way is occupied by a large wooded parcel, several vacant and/or deteriorating buildings and a car junk yard. In total, these parcels comprise approximately 22 acres. The development of this larger parcel into a mixed-use development that emphasizes retail spaces and medium density residential uses, such as townhomes would solidify this area as an activity node. The retail would face Farrow Road and would compliment the proposed shopping center across the street. The higher density housing would create additional patrons for the retail services and



Townhomes within the activity node will provide additional density to support retail uses



Develop a landmark that identifies the "Gateway" Village

provide alternative housing options within the Gateway Village. The center of this development should be the preservation of a community greenspace or plaza for neighborhood events. This space would also provide a distinctive landmark for the activity node and the Gateway Village

A key to the development of this node will be to create a pedestrian friendly environment. In an area of the city that has some of the lowest economic income levels and the highest dependency on public transportation, the area lacks pedestrian friendly elements. Even though Farrow Road has a sidewalk along both sides of the street, it does not provide a pedestrian friendly corridor. The development of a streetscape that includes large sidewalks with a landscape strip between the road and the pedestrian for placement of street trees and pedestrian scale street lights will enhance the appearance of the activity node and promote pedestrian safety. In addition, it will slow traffic through the activity node. Clearly identifiable and properly marked crosswalks are necessary to cross Farrow Road and should be located at key intersections.

Recommendations

- ◆ Substantial investment within Capitol Heights neighborhood to enhance quality of life for residents and to the benefit of surrounding users
- ◆ The development of the vacant tract facing Farrow Road at Varn Street as a mixed-use project with medium density housing
- ◆ Provide public park or plaza within mixed-use project for public events and Gateway Village landmark
- ◆ Enhancement of Farrow Road within the activity node to create a pedestrian friendly environment



Neighborhood retail that enhances a pedestrian friendly environment



Pocket park for small neighborhood gatherings

North Main Street at Prescott Road Activity Node

The N. Main Street at Prescott Road activity node is dependent on the success of the N. Main Street at Mason Road activity node. This node would become the major activity node for the Gateway Village if the N. Main Street/Mason Road activity node is not developed appropriately.

Located within the Gateway Village of North Columbia, this area provides a prime opportunity for redevelopment. The area includes both city and county enforced properties. The activity node would be redeveloped with a small but enhanced retail component, offer community services such as police mini-precinct and create higher density housing that would buffer the existing neighborhood of Fairwold from N. Main Street. Although there is a large amount of retail space at this intersection, much of this existing space is vacant or occupied by lower tier tenants and has an outdated appearance. At the center of this node is an existing Eckerd Pharmacy. The retail services would be developed within the parking areas of existing commercial strip centers on both sides of N. Main Street at Prescott Road. This development would create a concentration of services at one location. It also creates a destination area for the community. Higher density housing could then be developed where the existing commercial buildings currently exist. This density housing would create a buffer between the higher density uses and traffic along N. Main Street and the existing single-family neighborhoods. The inclusion of a pedestrian friendly environment is essential in creating a successful activity node. Along with wide sidewalks, street trees and lighting, proper building placement will be essential in recreating the image of N. Main Street at this intersection. Retail and higher density housing should be placed closer to the street with parking behind the building. This will increase the visual aesthetic of the activity node and create a more pedestrian friendly environment. Traffic safety will be increased as parking lots are accessed from secondary streets which allows for improved traffic flow along N. Main Street.

Recommendations

- ◆ Horizontal mix of residential types, government and retail services
- ◆ Provide “stepping” of land use types from residential adjacent to single-family neighborhoods to retail along N. Main Street
- ◆ Improve Prescott Road to allow better traffic flow within community
- ◆ Create pedestrian friendly environment while improving vehicular movement

Transportation Corridors

North Main Street (Oakland Avenue to Wilkes Road)

This area of N. Main Street was developed during the later suburban development of the 1960's and 70's. Commercial spaces became bigger during this period, thus creating larger commercial strip centers. No single-family housing was developed along this corridor and multi-family homes were pushed back from the street with a parking lot to buffer N. Main Street from the residents. Most shopping centers in this area are now vacant or have lower tier users. The multi-family housing is outdated, lacks character and is not desirable to the market. The street environment was developed for the automobile, and is void sidewalks, street trees, or pedestrian lighting. This area of the Gateway Village, N. Main Street is also the dividing line between city and county regulated property. There are two activity nodes within this zone of the corridor. With the redevelopment of these nodes, additional higher density residential uses will be vital to transforming this area into a vibrant, pedestrian friendly street. The additional residential density will also be necessary to support the new the retail components of the activity nodes. The development of these former parcels into townhomes or multi-family housing would provide a defined "edge" to the corridor and will aid in creating a more pedestrian friendly space with a definable identity. In addition, it will provide a variety of housing opportunities that might attract young professionals or empty nesters. Building placement should emphasis a more pedestrian friendly environment of sidewalks and street trees which will also slow traffic within the corridor. Buildings would be placed closer to the street with front doors that adjoin the sidewalks. Parking should be placed behind the buildings, screened from public view, to enhance the aesthetic quality of the area. Parking should be accessed from secondary streets that would eliminate the need for additional curb cuts along the corridor increasing vehicular movement and safety.

Recommendations

- ◆ Proactively rezone commercial tracts into medium density residential or mixed-use zoning categories
- ◆ Redevelop existing retail and apartment parcels into a medium density residential corridor
- ◆ Develop streetscape plan and identify implementation dates
- ◆ Adopt design guidelines that reinforce commitment to a pedestrian friendly environment



Townhomes provide an additional housing option and provides density to support neighborhood retail



Enhanced street corridor creates an identity for the community



Pedestrian friendly streetscape along Farrow Road will improve pedestrian safety and corridors visual appearance



Townhomes provide a physical buffer between neighborhood and road corridor

Farrow Road Corridor

Farrow Road is a wide five lane commuter corridor. The street does not reflect the residential character of the surrounding neighborhoods of Fairwold, Burton Heights or Standish Acres. Many of the existing commercial uses are vacant or deteriorating. Where sidewalks are in place, there is no landscape zone to separate the sidewalks from the traffic lanes or designated street crossings.

Southern Half (Columbia College Drive to Prescott Road)

The intersection of Farrow Road and Columbia College Drive has a mix of commercial uses, including a gas station and cemetery headstone store, and single-family homes. This intersection should remain commercial as Columbia College Dr is a major east west corridor through North Columbia. The existing stone store needs a facade improvement and the existing parking lot is in need of landscaping. This intersection is a gateway to Columbia College and the center of North Columbia. Improved signage, streetscape and landscaping are essential elements in enhancing the image of the area. The existing single-family homes fronting Farrow Road will continue to display deterioration associated with their placement adjacent to a major road corridor. These homes are forced to access directly onto the Farrow Road corridor. As the development of the Gary Street activity node begins and the accompanying new services attract more traffic from outside the community this condition will continue. During the public workshops, the community identified this area of the corridor for future medium density housing. This more intense residential use is appropriate along such a high volume traffic corridor and will provide a buffer between the existing neighborhoods from the corridor. Access to these units would be from secondary streets eliminating the need for additional curb cuts along Farrow Road. This will increase traffic flow and improve pedestrian and vehicular safety.

Recommendations

- ◆ Develop streetscape plan that encourages a pedestrian friendly environment
- ◆ Redevelop existing substandard commercial buildings and provide façade and landscape grants to existing commercial structures at Columbia College Drive
- ◆ Develop medium density housing buffer existing neighborhoods from the street corridor



Facade and landscape improvements will improve the gateway to Greenview



Develop townhomes along Farrow Road to buffer neighborhood from road corridor

Northern Half (Prescott Road to Cindy Drive)

This area of Farrow Road is mix of single-family homes, various commercial uses, and vacant parcels. Farrow Road runs parallel to a railroad track along its southern right of way. The existing commercial node at the intersection of Farrow Road and Wilkes Road is the gateway to Greenview neighborhood. The car wash on the western corner of the intersection is well landscaped and well maintained, but the gas station on the eastern corner is not. Both businesses are viable uses within the community. The gas station should pursue the redevelopment of the site with a facade upgrade and an improved landscape that is similar to that of the carwash. The remaining commercial uses along Farrow Road are in direct conflict with the surrounding neighborhoods. In particular, the used car lot/junkyard at the Frye Road intersection is having a negative influence upon the community. The area is designated as an Urban Transitional corridor. While the preservation of the exiting single-family homes are preferred, the traffic volume, aesthetics and vacant areas on the railroad side of Farrow Road will continue to have negative impacts on homes. The existing single-family would transition into small professional offices. The existing commercial uses should be redeveloped into medium density residential housing, such as townhomes, that could be accessed from secondary streets. This access will reduce curb cuts along Farrow Road, and increase vehicular safety and traffic flow. These improvements would have a dramatic improvement on the image of the corridor and the adjacent neighborhoods.

Recommendations

- ◆ Façade and landscape investment at existing gas station at Wilkes Road
- ◆ Proactively rezone as urban transitional zone
- ◆ Preserve existing single-family character of street
- ◆ Redevelop commercial properties with townhomes



New additions do not match material or architectural style of adjacent homes



The Harlem Heights community within Fairwold will continue to have negative influences on Fairwold and Prescott Terrace

Neighborhoods

The following are recommendations for each neighborhood within the Gateway Village. Although the focus of the master plan and the commitment of the workshop participants and committee members is to develop a plan that focuses on creating “one” community, each neighborhood has issues that are unique to them and are in need of addressing.

Burton Heights Neighborhood

Burton Heights will experience positive benefits from the development of the Life Resources Center to the north and new subdivision of Burton Heights II to the south. There will be pressure in the future for new infill homes to be built within the neighborhood or renovations to expand the size of existing homes within the community. New construction should utilize similar materials and scale to better integrate within the existing single-family fabric. With the development of a major activity node to the north, increased traffic along Farrow Road will have negative impacts upon the community. Additional landscape buffering along Farrow Road and the inclusion of a street light will also benefit the neighborhood.

Recommendations

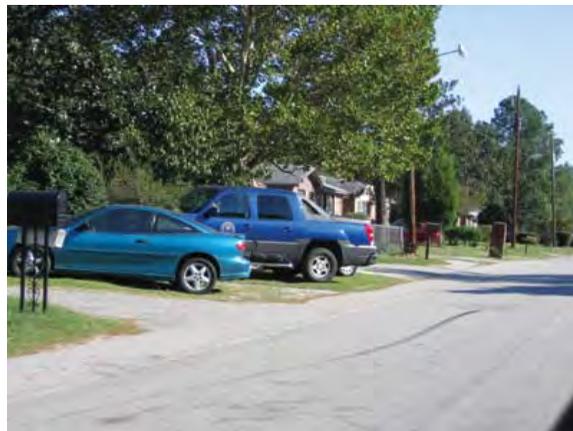
- ◆ Future renovations to reflect existing architectural style, scale and materials of adjacent homes
- ◆ Install additional landscaping on lots facing Farrow Road to provide additional buffering and create improved “curb appeal”
- ◆ Investigate additional traffic signals along Farrow Road to provide better and safer access to neighborhood

Fairwold Community and Prescott Terrace Neighborhood

The Fairwold Community will be directly influenced by the development of the vacant tracts of N. Main Street and Mason Road. In order to preserve the single-family character of the neighborhood, the development of these parcels should include active participation by the residents of Fairwold. Maintaining connectivity to the new development and buffering the neighborhood from the higher intensity uses are essential in preserving the character of the neighborhoods. If the new activity node is successful, there will be development pressure on the neighborhood for new construction, such as infill housing and renovations to existing homes. This development will impact the existing single-family fabric of the Fairwold neighborhood. In addition, the new development will increase cut-through traffic, which will



Mobile homes within Fairwold are inconsistent with surrounding neighborhood



The implementation of curb and gutter and sidewalks will minimize parking in front yards and improve visual appearance of community

have a negative effect on the resident’s quality of life. The development of appropriate curb and gutter throughout the neighborhoods is essential in maintaining the economic vitality of the area.

Recommendations

- ◆ The Fairwold neighborhood will benefit from the development of vacant or undeveloped parcels along N. Main Street
- ◆ Need for to replace the existing drainage ditches and inappropriate curb and gutter within the community to improve the curb appeal to potential homebuyers
- ◆ Install sidewalks along Frye Road and improve sidewalks along Alida Road
- ◆ Install traffic calming measures along Frye Road
- ◆ Install significant neighborhood identification monuments at intersections of Frye Road with N. Main Street and Farrow Road
- ◆ Implement bike lanes along Alida St to connect into a larger bike path from northern suburbs to Columbia College

Farrow Hills & Farrow Terrace Neighborhood

The Farrow Hills and Farrow Terrace neighborhoods suffer from a lack of identity between each other and even between the surrounding neighborhoods. The close proximity of Interstate 20 will continue to affect the neighborhoods quality of life if significant buffering measures are not instituted. As the homes continue to age there will be pressure to expand or tear down existing homes and replace them with new construction that may be inconsistent with the character of the neighborhood. The development of design guidelines that conserve the aesthetic intent of the original development and address the needs of future generations is necessary in maintaining the quality of the Farrow Hills and Farrow Terrace neighborhoods. Enforcement of the design guidelines and consistent code enforcement are necessary in maintaining the quality of the neighborhoods. Code enforcement sweeps are necessary along various streets within the neighborhood.

Recommendations

- ◆ Develop infill conservation district that preserves original intent of the neighborhood
- ◆ Combine two neighborhood groups into one neighborhood association to strengthen representation



Preserve existing single-family character of one story brick ranch homes



Redevelop homes adjacent to Sanders Middle School to attract potential homeowners with close proximity to school

- ◆ Install sound walls and landscape buffering along I-20 corridor to improve quality of life
- ◆ Code enforcement concentrating on W. Campanelle Drive and Cindy Drive
- ◆ Implement new curb & gutter throughout community to improve overall appearance
- ◆ Install sidewalks along Alida Dr to create a pedestrian connection to the school and park and improve pedestrian safety
- ◆ Implement bike lanes along Alida St to connect into larger bike path from northern suburbs to Columbia College
- ◆ Identify homes in need of rehabilitation and educate homeowners on available home loan programs available through the City of Columbia's Community Development department
- ◆ Adopt infill overlay district that preserves existing "bedroom" community feeling
- ◆ Provide neighborhood identification monuments at key intersection along Farrow Road and Alida Street at Greenview Park

Greenview and North Columbia Civic Club Neighborhood

The Greenview and North Columbia Civic Club is a beautiful neighborhood with large homes on heavily landscaped lots. Developed during the 1960's and 70's, the Greenview neighborhood is a good example of suburban development that connects its to the surrounding community rather than isolating it from them. Good street connections allow for proper internal mobility to the park and local schools. The neighborhood will be indirectly affected by the development of the vacant parcels at N. Main Street and Mason Road. The new developments will increase traffic within the community, but will also provide necessary goods and services within the Gateway Village. In addition, some streets within the neighborhood west of Wilkes Rd have significantly smaller homes, many of which are in need of extensive renovation, that will be difficult to attract significant reinvestment..Traffic calming measure will be needed along Wilkes Road and Alida Street/David Street to slow cut-through traffic. In addition, better sidewalks along this corridors, that are separated from the road edge, will increase pedestrian safety between the middle school and Greenview Park. A bike lane should be implemented along Ailda St that connects to the College Village. This bike route will allow a direct bicycle connection to Greenview Park in the Gateway Village to center of the College Village activity node. Appropriate curb and gutters should be implemented throughout the neighborhood to improve drainage. The current configuration negatively affects the visual appearance of the homes and will hamper private reinvestment within the neighborhood. As the neighborhood continues to age, there will be pressure to expand existing homes and/or



Provide adequate curb and gutter to improve neighborhood appearance



Existing brick home in Standish Acres

tear down smaller homes and replace them with new construction that might be inconsistent with the existing character of the area. The development of design guidelines that preserve the character of the original development but meet the needs of future generations will be necessary to maintain and enhance the quality of life within Greenview.

Recommendations

- ◆ Redevelop streets west of Wilkes Rd to develop more market friendly housing
- ◆ Develop infill conservation district that preserves original intent of the neighborhood
- ◆ Improve sidewalks along major cut through streets of Alida Street and Wilkes Road
- ◆ Install new curb and gutter throughout community to improve overall appearance and storm drainage
- ◆ Identify and install traffic calming measures along Wilkes Road to slow traffic and increase pedestrian safety
- ◆ Implement bike lanes along Alida Street to connect into larger bike path from northern suburbs to Columbia College

Standish Acres

Standish Acres is a small neighborhood that is negatively influenced by Farrow Road to the south and the Golden Acres neighborhood to the west. The development of the Farrow Road at Gary Street activity node will benefit the neighborhood through the creation of new and improved retail and housing options. Within the neighborhood, vacant lots should be redeveloped with new single-family homes to fit in with the single-family fabric. New homes should be similar in scale and style, but will need to be larger in size in keeping with the current housing market. As commercial development continues to creep down Farrow Road to the south, many homes located on Farrow Road will begin to be transformed into less desirable uses. Medium density homes should be developed along the corridor to provide a stable, residential buffer between the existing neighborhood and traffic corridor.

Recommendations

- ◆ Identify and develop vacant properties with new single-family homes
- ◆ New infill should complement existing buildings in scale and style
- ◆ Medium density residential along Farrow Road corridor

Redevelopment Areas

Several neighborhoods within the North Columbia area were identified for Redevelopment Area consideration. These neighborhoods exhibit “blighting” influences that are negatively affecting their surrounding community. Blighted areas are defined as a combination of five of the following factors: age; dilapidation; obsolescence; deterioration; illegal use of individual structures; excessive vacancies; destructive land use or layout; and others. The blighted influences observed included dilapidated and unsafe structures including numerous homes that were both vacant and boarded up, unsafe streets, and inadequate lot sizes that inhibit reinvestment opportunities. In addition, the existing areas might exhibit depressed property values, and impair the community’s tax base. Under the “Community Development Law”, the designation of a redevelopment area allows municipal authorities the ability to acquire private property through eminent domain and convey it to a redeveloper, convey publicly owned land to a redevelopment authority, complete the relocation of utilities and participate in financing the redevelopment projects.



Debris in single-family neighborhood



Single-family home that has been converted into multiple residences



Existing streetscape in Golden Acres



Typical single-family home in Golden Acres

Golden Acres Neighborhood

Golden Acres has been identified as a Redevelopment Area. The neighborhood exhibits blighted conditions, such as vacant or boarded up homes, substandard house and lot sizes and general absence of capital improvements. With the size of the homes and lots the area is not likely to attract significant reinvestment opportunities. The neighborhood should be redeveloped with single-family homes within the interior of the neighborhood that are more market friendly. Townhomes would be developed along Farrow Rd to buffer the single-family homes from the traffic corridor. A street connection with Standish Acres will help to integrate the new development into the existing urban fabric and eliminate the existing isolation of Golden Acres. In addition it will benefit Standish Acres with better internal mobility to Columbia College Drive. Within the center of the neighborhood, a small “pocket” park would allow for small neighborhood gatherings for both Golden Acres and Standish Acres and increase resident interaction. This park would also provide an identity for the new community.

Recommendations

- ◆ Designate neighborhood as a Redevelopment Area
- ◆ Develop as a mixed type residential neighborhood with townhomes, duplexes and single-family homes
- ◆ Connect street pattern to adjacent Standish Acres community



Existing mobile home park in North College Place



Existing apartment complex in North College Place along Prescott road

North College Place Neighborhood

North College Place suffers from its close proximity to vacant and neglected retail centers, poor internal connectivity, incompatible land uses and outdated multi-family housing. There is also a lack of capital improvements such as curb and gutter, sidewalks and street lighting. There is no center or landmark within the neighborhood. **The neighborhood has been identified as a Redevelopment Area.** It should be redeveloped as a medium density residential community of cluster housing or townhomes. The inclusion of senior living facilities within North Columbia was identified during the public workshops. Many participants of the workshops noted that there is an increased desire for seniors to remain within the North Columbia area. The existing churches within North College Place have indicated an interest in developing senior living facilities in conjunction with their organizations. The development of a senior center would add stability to an area that does not currently have a “sense of place”. New residential housing should be developed similar to single family attached and detached homes. The inclusion of a pedestrian friendly environment with sidewalks, street trees and adequate street lighting will create a neighborhood that feels less institutional. A new park should be created at the site of an existing trailer park, adjacent to the neglected cemetery, to create a gathering place and a landmark for the neighborhood. Significant homes located along Colonial Drive should be preserved to maintain the existing single-family character of the neighborhood.

Recommendations

- ◆ Designate neighborhood as a Redevelopment Area
- ◆ Identify and preserve significant single-family homes
- ◆ Remove existing apartments at intersection of Ames Road and Prescott Road and redevelop with for sale townhomes
- ◆ Partnership between City of Columbia and local churches to develop senior and/or assisted living facilities
- ◆ Remove existing mobile homes on Geraldine Street and develop neighborhood park
- ◆ Improve existing infrastructure with new curb and gutter, sidewalks and street lighting
- ◆ Preserve and enhance existing cemetery along Geraldine Street
- ◆ Implement bike lanes along Colonial Street that would connect into bike path along Ailda Street from Gateway Village to Columbia College



Preserve existing single-family neighborhood character



Develop pedestrian friendly activity nodes

Design Guideline Recommendations

The intent of the design guideline recommendations is to further ensure the preservation of existing single-family neighborhoods and the increased enhancement of the major traffic corridors throughout the area. New higher density residential homes are being built within many neighborhoods that do not have historic preservation ordinances. Design guidelines allow for higher levels of protection and/or quality within a defined district than existing zoning categories but are not as restrictive as historic preservation guidelines. Along major road corridors, such as N. Main Street, design guidelines encourage quality mixed-use redevelopment which promotes economic growth, cultural interaction, open space preservation and an increased pedestrian friendly environment that increases the public's quality of life.

The City of Columbia's Planning Department may allow density bonuses for any of the following items provided the intent is in keeping with the spirit of the design guidelines:

- ◆ Increased density
- ◆ Increased height
- ◆ Varied Parking
- ◆ Setbacks

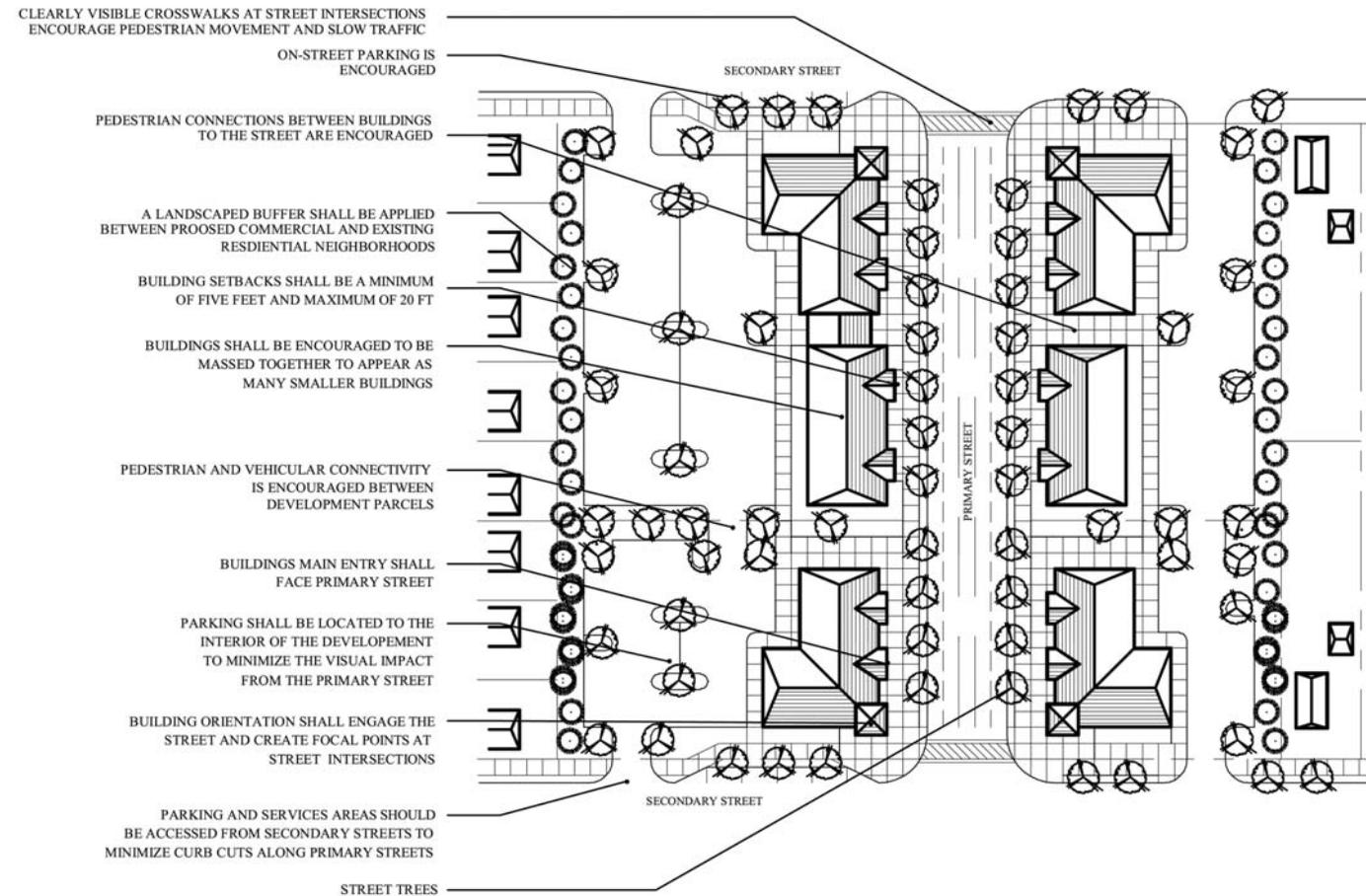
Major Street Corridors

Goal:

To transform the existing traditional commercial roads into vibrant, mixed-use, pedestrian friendly corridors by providing an additional layering of design control to promote the redevelopment and ensure quality.

Streets:

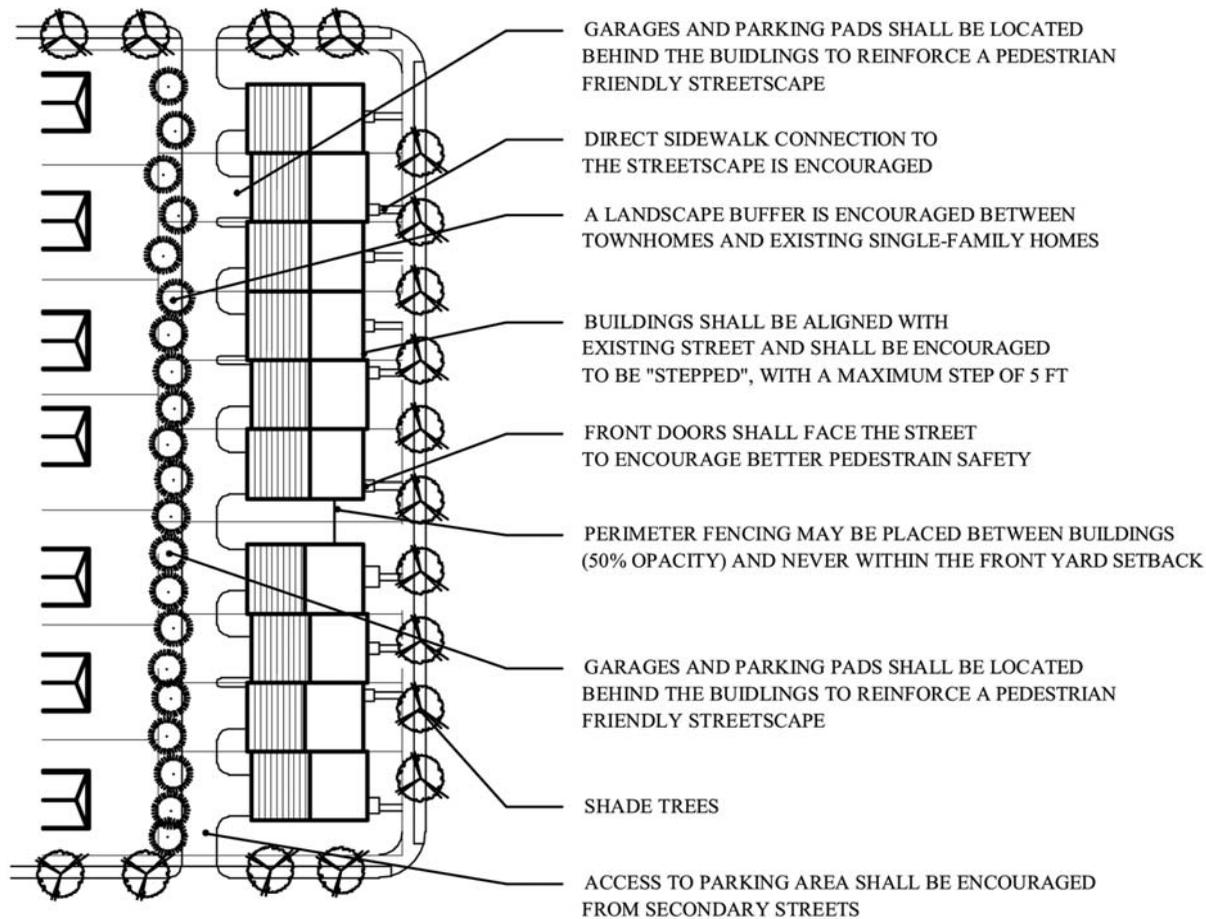
- Broad River Road
- Farrow Road
- Fairfield Road
- Monticello Road
- N. Main Street
- Sunset Drive



Site Development

Retail/Mixed-Use

- ◆ Buildings shall be aligned with street frontages to frame and reinforce pedestrian circulation
- ◆ The front yard setback should be reduced to a minimum setback of five feet and a maximum setback of no more than 20 ft (within Urban Transitional Zones, front yard setbacks shall match that of adjacent existing structures)
- ◆ Buildings should be massed to appear as small multiple buildings rather than one large building
- ◆ Large, stand-alone buildings should be discouraged
- ◆ Curb cuts should be minimized along major arterials with parking and service areas accessed from secondary streets when possible
- ◆ Buffers shall be developed between commercial and single-family residential uses
- ◆ Building entrances should open directly on to public streets or spaces
- ◆ New construction shall encourage pedestrian and vehicular parcel interconnectivity
- ◆ Windows and doors should front upon all streets and pathways
- ◆ The use of front porches, entrance porticos stairs shall be allowed to encroach upon the required setback
- ◆ If a building is located at a street intersection or gateway, the building should be placed at the corner with parking to the rear or side



Residential

- ◆ Buildings shall be aligned with street frontages to frame and reinforce pedestrian circulation
- ◆ The front yard setback should be reduced to a minimum setback of ten feet and a maximum setback of no more than 20 ft (within Urban Transitional Zones, front yard setback shall match that of adjacent existing structures)
- ◆ Individual building facades should vary from unit to unit
- ◆ Front setbacks may be varied up to five feet for each residential unit
- ◆ Buildings should have street orientation through the use of small setbacks, balconies and porches
- ◆ Gardens style apartments or townhomes that are gated and internally focused are discouraged

Buildings

- ◆ Buildings shall be limited to three stories in height
- ◆ A fourth story is permissible with a 10 ft setback from proposed building's facade
- ◆ Entrances should be easily identified through the use of building design and detailing, such as projected or recessed entry ways
- ◆ All sides of the building open to public view should be treated with the same level of architectural style
- ◆ On multi-story buildings, retail should be placed on lower levels with residential or office uses on upper floors



Encourage second and third story residential or office uses above retail



Encourage building focal points at street intersections



Encourage high density residential townhomes along major road corridors



Encourage entry doors to open onto major streets



Encourage a pedestrian friendly streetscape



Discourage parking between building and roadway

- ◆ Balconies, dormers or other articulation should be incorporated into buildings to articulate the structure at upper stories

Parking

- ◆ On-street parallel parking shall be encouraged along secondary streets
- ◆ Parking should be internal to the development, located to the rear or side of the buildings
- ◆ Shared parking between uses is encouraged
- ◆ Mixed-use developments allow for a 20% decrease in required parking from commercial only developments
- ◆ Street trees shall be located between the sidewalk and the roadway



Encourage driveways located within side yard to promote better visual connection to the street



Discourage parking pads within the front yard setback

Residential Neighborhood Conservation District

Goal:

While one can not anticipate the housing needs of future generations, a neighborhood conservation district is a zoning tool that allows for new infill housing and renovations that are compatible with the existing residential fabric while protecting certain characteristics that made the neighborhood attractive to existing residents in the first place. The guidelines concentrate on protecting such things as architecture styles, scale of buildings, existing setbacks, and densities of the neighborhoods.

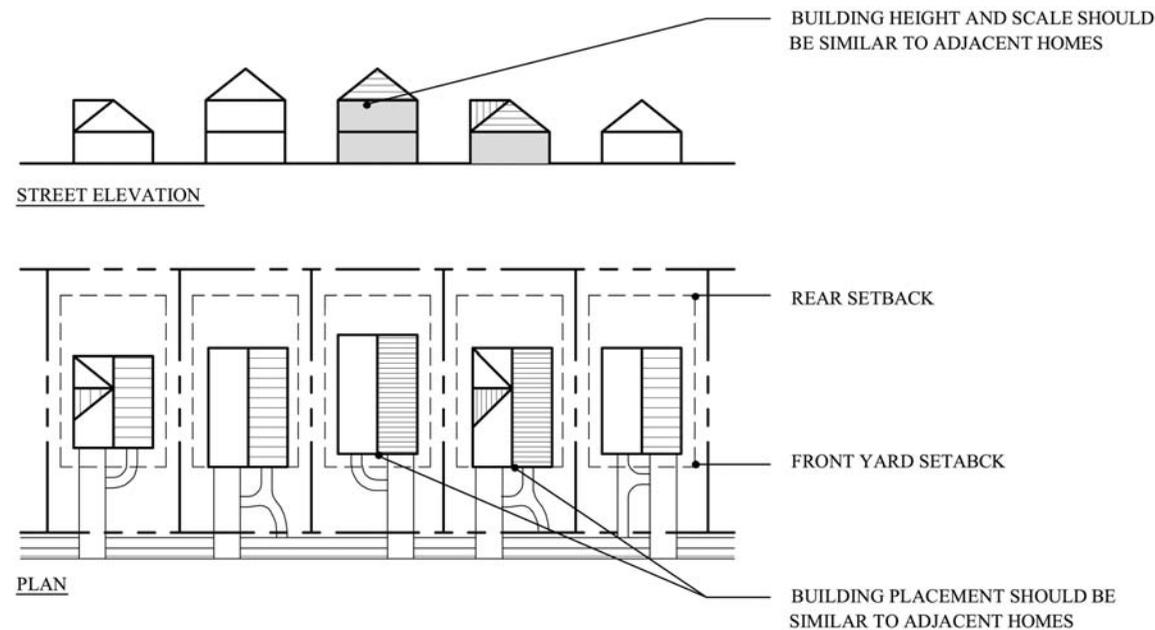
Neighborhoods:

Ardincaple
Burton Heights
Fairwold Community
Farrow Hills
Farrow Terrace
Greenview and North Columbia Civic Club
Hyatt Park
Northwood Hills
Prescott Terrace
Standish Acres

*Windemere Springs, College Place and Seminary Ridge were identified by the City Wide Architectural Survey and Historical Preservation Plan as neighborhoods for Historic Preservation designation.

* Cottontown, Earlewood and Elmwood Park have been previously designated Historic Districts and have design overlays.

*Belmont, Edgewood Acres, Golden Acres, and North College Place have been identified as Redevelopment Areas.



Guidelines:

Size: The size and scale of new construction shall be visually compatible with adjacent buildings

Setbacks and massing: New construction and renovations shall generally align with the existing setbacks and massing precedents established in the neighborhood

Density: Density should reflect that of not only adjacent uses but surrounding residential blocks

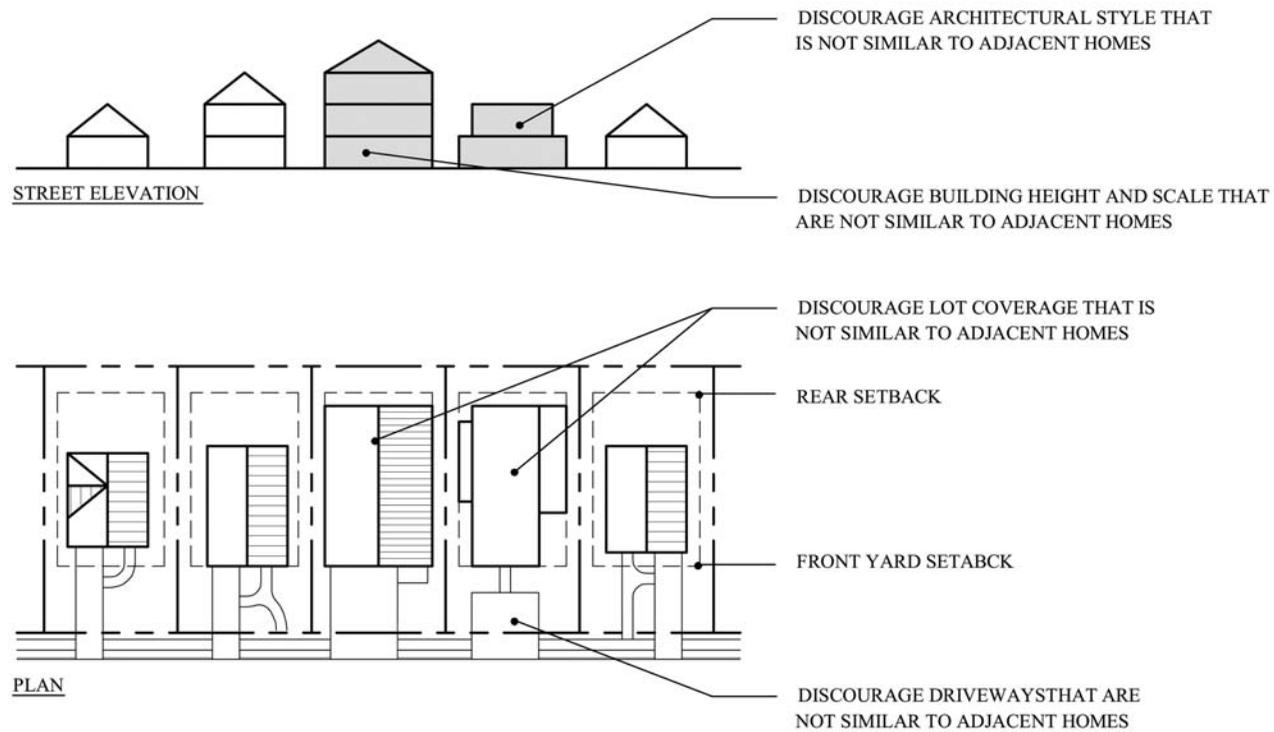
Building height: New construction shall be compatible with the height of adjacent buildings

Lot coverage: Lot coverage shall be similar to that of adjacent residential lot coverage

Architectural Style: Shall be similar in building material and off-street parking location to that of the surrounding residential block

Building materials: The use of materials similar to adjacent buildings is encouraged. The use of vinyl siding is discouraged

Fences: Fences within the front or secondary yard shall not exceed three and a half feet. Chain-link or concrete block fences shall not be permitted within the front yard or secondary front yard



Parking/Driveways: Driveways shall be consistent with adjacent homes. In neighborhoods where parking is located within the front yard, a maximum of 25 ft in width shall be permitted.

Catalysts



What is a “catalyst”

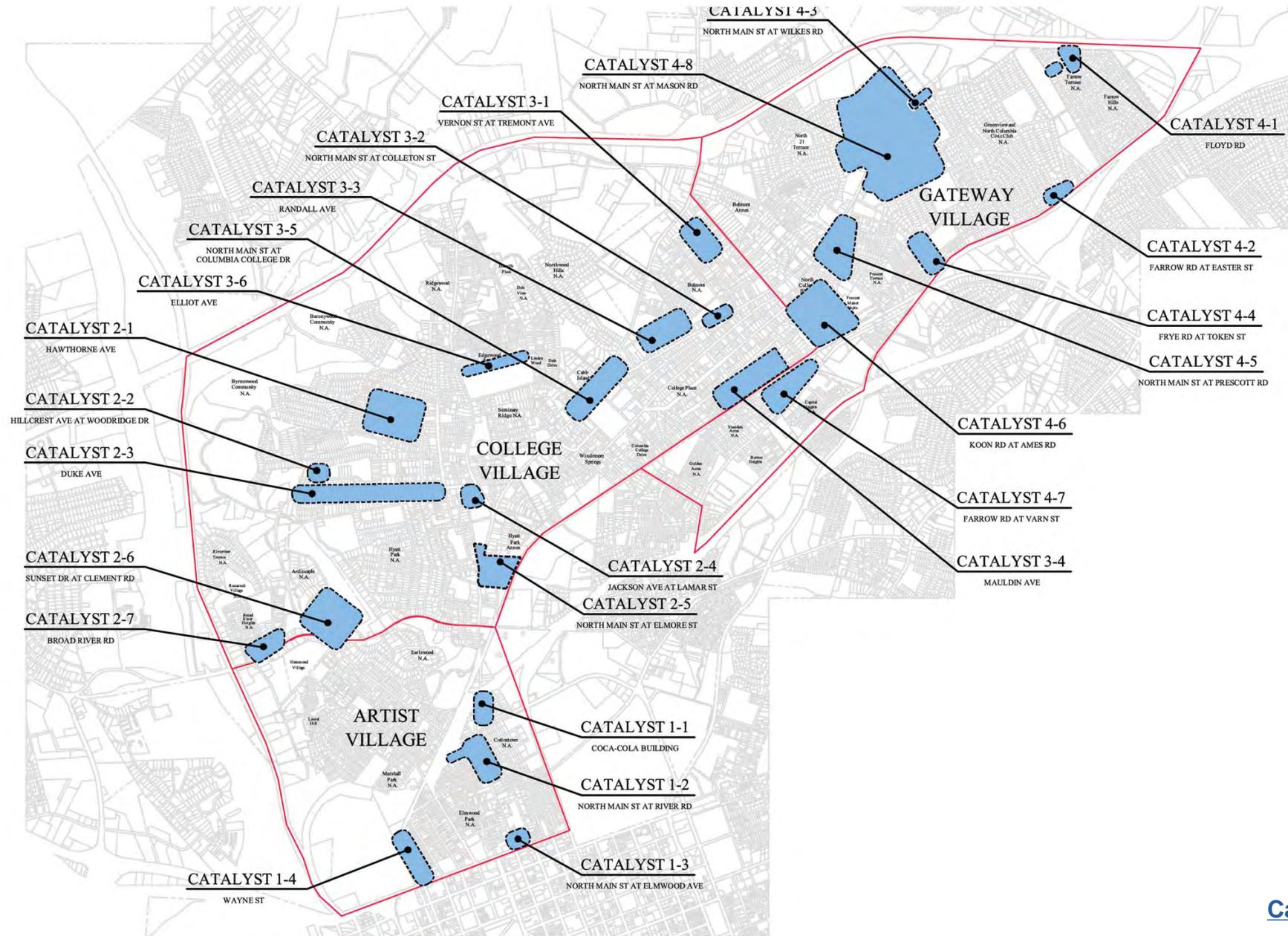
A catalyst provides the spark for significant change or action. Catalysts can be large scale projects such as major parks or entertainment venues or small projects such as several new homes within a struggling neighborhood. A catalyst can be a new streetscape program that demonstrates the municipality’s commitment for creating positive change. In summary, a catalyst project is a generator of development. It infuses positive change within an area with the intention that significant market driven development will follow. Development projects in transitional areas can finally tip the scale of change in a positive direction so that market forces take over to implement a community’s vision. A catalyst project can also be a stop-gap measure for neighborhoods in decline that need to halt the negative trends that have begun.

Many of the potential catalyst sites in North Columbia were identified during the public workshops. The desire for retail services within a walkable pedestrian friendly environment was identified as the most crucial development need of the community. Additional catalysts were identified by the development team during the physical and market analysis of the area. Others were identified by North Columbia Coordinating Committee members during a work session conducted in August of 2005.

In all, twenty eight catalyst projects were identified for investigation. These sites were evaluated based on development criteria that included:

- ◆ Impact to the surrounding community
- ◆ Compatibility with adjacent lands uses
- ◆ Potential for generating additional development
- ◆ Marketability
- ◆ Impact on community tax base
- ◆ Accessibility and existing infrastructure

Of the original twenty eight catalysts, eleven catalysts were identified as second tier catalysts. These second tier catalysts were strong enough projects to foster significant positive impacts within the community. Concept plans and elevations were then developed and presented to the public as part of an open house in September 2005. **Based on comments from the open house and further development investigation, five projects were designated First Tier catalysts. First Tier catalysts are development projects that have the best opportunity to make a positive impact within the area, are the most feasible for implementation and are supported by the community. While five catalyst projects have been identified as First Tier development priorities, all twenty eight catalysts have been identified and reviewed as part of the North Columbia Master Plan.** These additional catalysts have been identified so as the First Tier catalyst projects are developed or obstacles surface during the development process, the process will continue smoothly with distinct projects that have had neighborhood input and are ready to be further investigated.



Catalysts

Catalyst Projects



First Tier Catalysts

Catalyst 1-2 (N Main Street at River Drive)

Existing Conditions

This area at the intersection of N Main Street and River Drive is composed of a dated apartment complex, vacant asphalt parking lots and vacant/underutilized buildings. The site is approximately 12 parcels on eight acres and has a mix of commercial zoning types. It is adjacent to the formerly proposed Highway 277 road extension project that is currently vacant.

The participants from the public workshop sessions emphasized the need to make this area part of a larger park greenway system that would connect to the Three Rivers Greenway and downtown. This sentiment has been echoed by City Staff and is further supported by the proposed park system as part of the adjacent Bull Street redevelopment.

The catalyst site is bounded by the historic Elmwood Park neighborhood to the west and Cottontown to the east. According to the market analysis, these neighborhoods have the highest income and property values within the community.

Future Land Use

Even with the good economic buying power associated with the area, no quality retail services are located within the Artist Village. During the public workshops, the residents identified a need for a small mixed-use retail node, with an emphasis on attracting the arts community at a location within a short walking distance of their homes. The catalyst project would develop a mixed-use activity node at the intersection of N. Main Street and River Drive and become the center of the Artist Village. This intersection forms a development triangle, with Anthony Avenue being the northern edge. Included in this triangle would be retail components with an emphasis on small lifestyle shops, such as a coffee store, boutiques or galleries with residential or office on a second story. Live/work units would help to define the northwest corner of the development of the triangle. These units would take advantage of the views and open space created by the future greenway to the west. Additional retail and live/work units would be constructed on a mostly vacant former car lot fronting N. Main Street between Geiger Avenue and Anthony Avenue.

The existing apartment complex along River Drive would be redeveloped with owner occupied townhomes that also face the future park. Due to the apartment parcels small size and narrow width, an extension of Cedar Street along the future greenway's southern boundary is crucial in making this element of the catalyst feasible. An additional





Before-N. Main Street looking north at River Road



After-N. Main Street looking north at River Road

Catalyst 1-2 N. Main Street at River Road

Item	Cost
Land Acquisition	
Street Improvement	\$ 296,400
Site Development	\$ 1,408,270
Building Construction	\$ 8,770,000
Architectural Fees	\$ 877,000
Engineering Fees (10%)	\$ 170,467
Consultant Fees (15%)	\$ 255,701
Contingency (20%)	\$ 2,094,934
Catalyst Total	\$ 13,872,772

These estimates of quantities, design fees and probable construction costs are for planning purposes only. FAJC/JJG does not guarantee that proposals, bids or construction costs will not vary from these cost

benefit to extending Cedar Street to Anthony Avenue is the increased street connectivity within Elmwood Park and increased community access to the park. Accompanying the new construction, the rehabilitation of some existing structures within the activity node, such as the concrete facade, retail building at the intersection of N. Main Street and Summerville Street, into an artist studio and gallery. This will provide additional exhibit space with a lower rental rates than new construction that could attract artists. In addition, the newly renovated Fire Station Number Seven adds a stable civic component to this catalyst project.

Urban Design

A dramatic focal point for this catalyst is the triangle at the intersection of N. Main Street and River Drive. Currently this triangle is a parking lot for a dry cleaners. This area would be enhanced as a public greenspace. This space, as viewed from traffic leaving downtown Columbia traveling north, would serve as the gateway to the not only the Artist Village, but to all the communities of North Columbia. Another key component to this catalyst reaching the vision desired by the community is the development of a pedestrian friendly environment, where residents and visitors, can casually walk from one shop or activity to another. Locating parking to the rear of buildings and addition of generous sidewalks with street lighting and street trees are vital elements in creating a sense of place.



Catalyst 2-7 (Broad River Road)

Existing Conditions

The Broad River Road catalyst is located adjacent to the Broad River Heights community of Richland County. Located on approximately nine parcels that total more than nine acres, the site is bounded by Broad River Road to the south, Hart Street to the north, Pearl Street to the east and Gibson Street to the west. The site is currently occupied by lower tier retail uses including car care services and numerous vacant parcels.

The site is partly under the City of Columbia jurisdiction and partly under Richland County jurisdiction. To the north, the existing Roosevelt Village public housing project has been vacated. A proposed redevelopment plan has recently received approval for development. Called the Village at River's Edge, this development will be a mixed use project with a focus on providing varying kinds of housing types.

Future Land Use

The Broad River Road catalyst would capitalize on the Roosevelt Village redevelopment project to the north and its close proximity to the Three Rivers Greenway to the west to help reinvigorate the Broad River Heights community. The catalyst would be a joint venture between the City of Columbia and Richland County to further spur reinvestment in this area of the community. The catalyst would provide a variety of housing types and create a gateway to North Columbia from the western suburbs along Broad River Road.

The site plan proposes a higher density residential element, such as townhomes, facing Broad River Road. The parking for the townhomes would be accessed from the secondary streets of Pearl Street and Gibson Street. Parking would be internal to the development, and the frontage of the buildings would be oriented toward Broad River Road, Pearl Street and Gibson Street. By fronting the major street of Broad River Road, an identity is given to the Broad River Heights community along. This arrangement also creates an identifiable gateway to the North Columbia community.





Before-Broad Street looking northeast



After-Broad Street looking northeast

Urban Design

Another key element is the development of a defined streetscape along Broad River Road. The separation between pedestrian and vehicular traffic utilizing street lights, street trees and sidewalks is important to creating an environment in which people feel safe walking to and from the greenway. To buffer the existing single-family community from the newer high intensity residential component, single-family homes would be built along Hart Street. These homes will create an identifiable edge between the single-family fabric of Broad River Heights and the traffic corridor.

Catalyst 2-7 Broad River Road

Item	Cost
Land Acquisition	
Street Improvement	\$ 1,109,376
Site Development	\$ 1,142,400
Building Construction	\$ 12,640,000
Architectural Fees	\$ 1,264,000
Engineering Fees (10%)	\$ 114,240
Consultant Fees (15%)	\$ 171,360
Contingency (20%)	\$ 2,978,355
Catalyst Total	\$ 19,419,731

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Catalyst (3-2) N. Main Street at Colleton Street

Existing Conditions

The site, located on a little more than two acres is currently zoned Urban Transitional District. It consists of numerous dated and sub-standard apartment buildings with some commercial uses.

The site faces N. Main Street to the southeast, Colleton Street to the northeast and is adjacent to a large multi-family tract to the northwest or rear of the property. The apartments are separated from the sidewalks of N. Main Street by a large parking lot void of any landscape treatment.



Future Land Use

The catalyst would look to redevelop the apartments with townhomes that better compliments the existing single-family homes on N. Main Street. These homes are transitioning to commercial and or professional office uses. As a gateway to the Belmont Neighborhood, Colleton Street currently provides an unflattering view of the community.

This catalyst would change that perception. Many of these townhomes would be developed with detached garages that could support “granny flats” Granny flats, often small apartments separated from a main house, provide opportunities for residents to rent small apartments or have home offices. With close proximity to Columbia College, this type of space often appeals to college students or family members.

Urban Design

Instead of viewing large parking lots from N. Main Street as is the case with the current apartment configuration, the townhomes would be placed closer to N. Main Street so that front doors are visible from the street and parking is hidden behind the buildings to create a pedestrian friendly environment. The need for additional curb-cuts along N. Main Street will be eliminated and vehicular safety will be enhanced by directing the vehicular access to the townhomes from Colleton Street.



Before-N. Main Street at Colleton Street

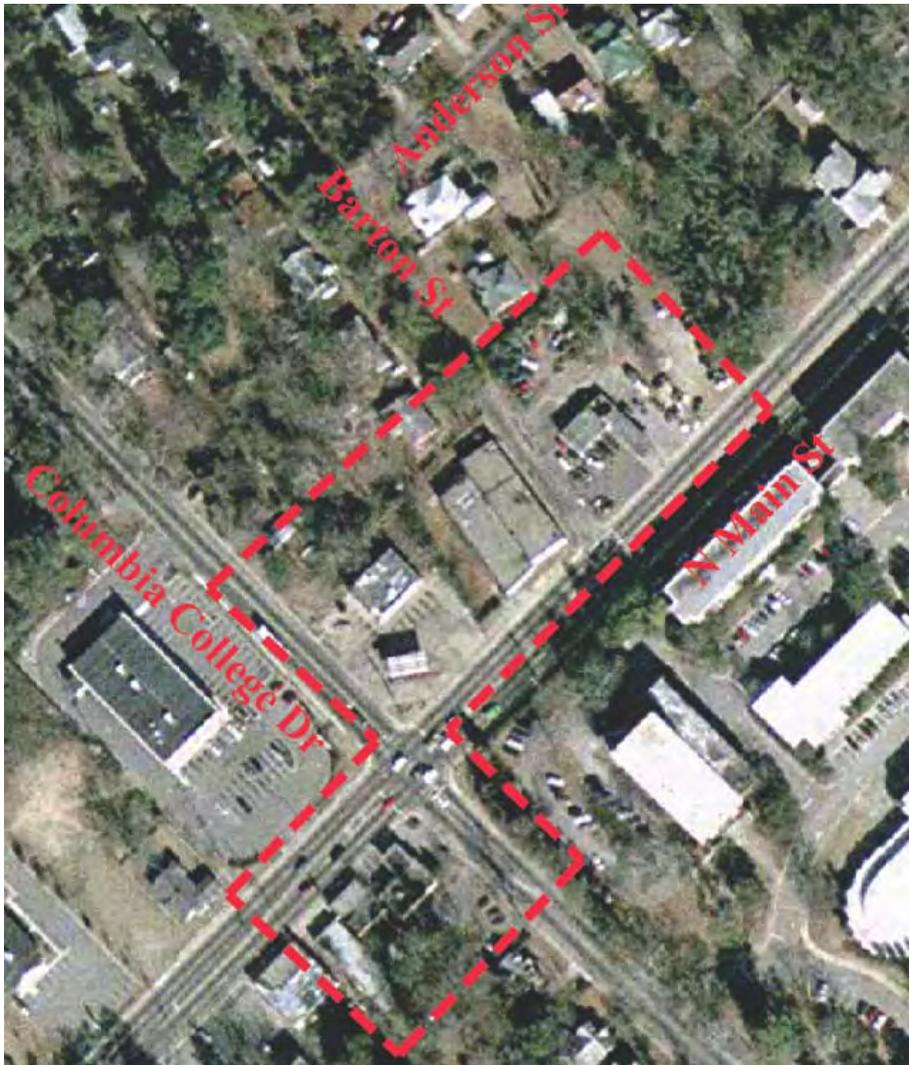


After-N. Main Street at Colleton Street

Catalyst 3-2 N. Main St at Colleton St

Item	Cost
Land Acquisition	
Street Improvement	\$ 51,360
Site Development	\$ 334,500
Building Construction	\$ 2,400,000
Architectural Fees	\$ 240,000
Engineering Fees (10%)	\$ 38,586
Consultant Fees (15%)	\$ 57,879
Contingency (20%)	\$ 557,172
Catalyst Total	\$ 3,679,497

These estimates of quantities, design fees and probable construction costs are for planning purposes only. FAJC/JJG does not guarantee that proposals, bids or construction costs will not vary from these cost



Catalyst (3-5) North Main Street at Columbia College Drive

Existing Conditions

The site for the N. Main Street at Columbia College Dr catalyst project is located on approximately eight acres within the Cabb Island and Windemere Springs neighborhoods. This intersection is the gateway to Columbia College, a small private women's college with 1,300 full time students and growing evening program.

Currently zoned commercial, the catalyst sites are occupied by a lower tier gas station, a vacant lot and a car repair shop at the northeast corner of the intersection and a former commercial structures at the southwest corner of the intersection. A new CVS Pharmacy located at the northwest corner of the intersection and Columbia College occupying the southeastern corner provides an anchor for the "College Corner".



Future Land Use

The catalyst would strive to capture an otherwise untapped market within College Village; the college student. Students do not currently have a place to eat, shop or hang out the community. The development of this intersection into a mixed-use node would serve this student population and provide an additional venue for the residents of Cabb Island, College Place and Windemere Springs neighborhoods to interact.

The development would include retail components that would provide student oriented services, such as a coffee shop, small restaurant and office supply store. A second floor component would include offices that might cater to the college community or provide loft living for students. Foremost, this intersection becomes the gateway to the College Village.



Before-Northeast corner of N. Main Street at Columbia College Drive



After-Northeast corner of N. Main Street at Columbia College Drive

Urban Design

Capturing on the N. Main Street streetscaping project, the proposed buildings would engage the street with expanded sidewalks and parking located in the rear of the buildings. To encourage pedestrian traffic from the campus, the catalyst should develop designated crosswalks and include small outdoor patios or gathering spaces in front of the buildings. These open spaces along N. Main Street would further reinforce a pedestrian friendly environment. These elements will be important to fulfill the needs of students looking for convenience and variety and residents who need local services.

The intersection also becomes a natural traffic calming measure which has two benefits. One is the increased safety to students crossing N. Main Street. Second, slower traffic would allow drivers to visually browse the retail establishments, leading to additional patrons for the development.

Catalyst 3-5 N. Main Street at Columbia College Drive

Item	Cost
Land Acquisition	
Street Improvement	\$ -
Site Development	\$ 430,710
Building Construction	\$ 2,530,000
Architectural Fees	\$ 253,000
Engineering Fees (10%)	\$ 43,071
Consultant Fees (15%)	\$ 64,607
Contingency (20%)	\$ 592,142
Catalyst Total	\$ 3,913,530

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Catalyst (4-5) N. Main Street at Prescott Road

Existing Conditions

Located at the intersection of N. Main Street and Prescott Road in the Fairwold Community of North Columbia, the site is approximately 15 acres and is currently occupied by commercial strip center, an existing Eckerd Pharmacy and several vacant lots. The strip center is outdated and the existing parking lot is oversized and devoid of any tree cover. The stores contain mostly lower tier tenants. The larger vacant lot to the south of the strip center has been graded flat but has never been developed. The freestanding Eckerd is on a triangle at the southwest corner of the site. This building is oriented at traffic coming from the north along N. Main Street.

The Eckerd building and shopping strip parcel provide almost a quarter mile of road frontage along N. Main Street. At the southeast corner of the property is a substandard commercial building that has a negative affect upon the adjacent single-family neighborhoods. The southern boundary of the property is Prescott Rd which is a minor cut through road between N. Main Street and Farrow Road.



Future Land Use

The catalyst project would capture a small retail market that is underserved in this part of the Gateway Village. It would also provide new residential opportunities. Additional retail buildings should work with the Eckerd Pharmacy to utilize some of their existing parking. This retail space would be developed along N. Main Street at the Eastman St intersection with complimentary structures and uses. The increased retail would “frame” the corridor along N. Main Street and create a more inviting place to shop. It would also bring sense of place to the Gateway Village.

Medium density residential units, such as townhomes, should be developed to the east of the new retail plaza. This added density and increased housing opportunities will help attract new homebuyers to the community as well as add additional residents to support the additional retail. The close proximity to the retail services would allow residents of the townhomes to walk to these services. To buffer this new higher intensity development from the existing single-family neighborhood, new homes would be built along Koon Road at the eastern edge of the catalyst site.



Before-N. Main Street looking south at Colonail Drive



After-N. Main Street looking south at Colonail Drive

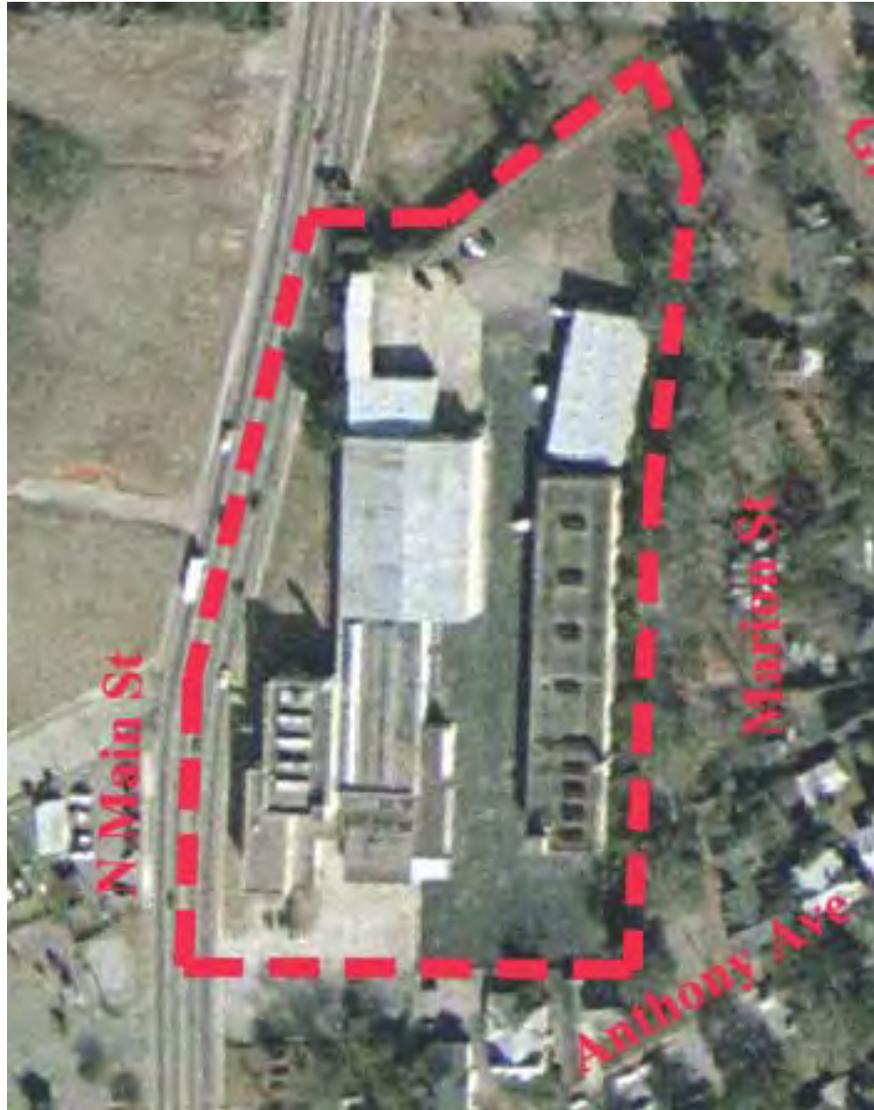
Urban Design

In order to facilitate access to the new development while meshing with the existing neighborhood, Eastman Street has been extended east across N. Main Street and through to Koon Road. In addition McKay Street has been extended north into the new development and Colonial Drive has been realigned to intersect with Eastman Street rather than the confusing existing five way intersection with N. Main Street. This increased interconnectivity allows more convenient internal mobility for both vehicular and pedestrian traffic. It also allows for a safer pedestrian friendly environment for new residents and the residents of the adjacent Fairwold community. A small pocket park, located at the center of the catalyst site, would provide a small community gathering space for new residents and an identity for the node. New sidewalks, street trees, lighting create and streets with curb and gutter create an atmosphere that encourages pedestrian movement. The parking for the retail areas should include shade trees to further enhance the aesthetic quality of the development. The new retail buildings should allow easy pedestrian access from the parking areas to the building. However, the emphasis should be on creating entryways that engage with N. Main Street and Eastman Street.

Catalyst 4-5 N. Main St at Prescott Rd

Item	Cost
Land Acquisition	
Street Improvement	\$ 1,066,500
Site Development	\$ 1,800,030
Building Construction	\$ 12,590,000
Architectural Fees	\$ 1,259,000
Engineering Fees (10%)	\$ 286,653
Consultant Fees (15%)	\$ 429,980
Contingency (20%)	\$ 3,091,306
Catalyst Total	\$ 20,523,469

These estimates of quantities, design fees and probable construction costs are for planning purposes only. FAJC/JJG does not guarantee that proposals, bids or construction costs will not vary from these cost



Second Tier Catalysts

Catalyst 1-1 (Coca-Cola Building)

Existing Conditions

The former Coca-Cola building is located on approximately five acres fronting N. Main Street adjacent to the Cottontown neighborhood. Located on the top of a hill as N. Main Street drops in elevation to cross under a wooden railroad trestle, the site is currently zoned light industrial and is used as a public storage facility. The site is bounded by the N. Main Street to the west, the Southern Railway line to the north, Marion St to the east and single-family homes to the south along Anthony Avenue.

With its high elevation, the site offers expansive views west towards the existing Hwy 277 right of way. This right of way within the Elmwood Park community was identified as an area for a future greenway that would connect downtown to the south and Earlewood Park to the north. Many of the existing buildings consist of generic metal siding or concrete block materials, but the central building is a good example of modern industrial warehouse design.



Development Project

This catalyst would be ideal to build upon the “Artist Village” vision described by residents during the public workshops. The preservation of the main building and development of the site into a live/work community focusing on creating studio space for artists and designers would give movement to this vision. Due to a lack of windows of the main building, this space would be ideal for studio space, lighted by sky lights; thus preserving the integrity of the existing structure. Non-descript parts of the remaining buildings could be removed and replaced with live/work buildings that face N. Main Street. These units would provide studio or office space on the lower floor and residential living above. By orienting them towards N. Main Street, these buildings would take advantage of the views provided by the future greenway while reinforcing the pedestrian friendly environment created by the N. Main Street streetscape project. Parking would be located internally to the development and screened by the buildings from N. Main Street.

To buffer this new higher density development from the existing neighborhood of Cottontown, single-family homes would be built fronting Marion Street similar in style and scale to the adjacent homes.

Catalyst (2-1) Hawthorne Avenue at Wildsmere Road

Existing Conditions

Located within the northern part of the Hyatt Park neighborhood, this catalyst project is located on eighteen parcels totaling eleven acres. The site is predominately vacant property and deteriorating homes surrounding a large vacant parcel that appears to have been a detention structure at one. The topography of the large parcel is dramatic and the lot is overgrown with vegetation and not maintained. The homes on some of the parcels are generally small and are located on small lots.



Development Project

This area of the Hyatt Park neighborhood does not have any public open space. Hyatt Park is about a mile to the south. The catalyst for this project is the development of new single-family homes centered on a small neighborhood park. By developing a park, it would give this area of the neighborhood an identity or focal point, as well as providing a public gathering space that would promote interaction between residents. To create a useable open space, the boundaries of the park would extend beyond the existing large vacant lot north to Hanover Street and east to Eunice Avenue. This expansion allows for a more useable space for neighborhood gatherings and recreation while preserving the existing area of difficult terrain. It also provides added security to park. The park would now be visible and accessible from all sides from public streets. The park would include a shelter, open field tot lot and walking trails.

In addition to the park, eight new homes would be built on exiting lots that face the park. These homes provide an added layer of safety by creating “eyes on the street”. The park creates an amenity area that might attract for future homebuyers and provides a new sense of place for existing residents.





Catalyst (2-5) N Main Street at Elmore Street

Existing Conditions

Located adjacent to the North Main Plaza mixed-use project within the Hyatt Park Annex neighborhood, the N. Main Street catalyst is currently a mixture of residential homes, industrial and vacant properties. The site, located on four acres and approximately thirteen parcels, is zoned residential, commercial and light industrial. To the northeast of the site, the former South Carolina Department of Transportation (SCDOT) property is currently being investigated as a future townhome development. To the northwest of the site is the North Main Plaza, a two story mixed-use development that has completed phase one of a three phase project. The site is also less than two blocks from Hyatt Park, the geographical center of the “College Village”.



Development Project

This catalyst would capitalize on the redevelopment momentum created by the N. Main Plaza by providing new higher density housing, such as townhomes that along with the redeveloped SCDOT property to the northeast, would increase the existing residential mass that is necessary to support the additional phases of the North Main St Plaza. In turn, the existing and proposed retail spaces and close walking distance to Hyatt Park and South University become attractive options for prospective homeowners including students and young professionals.

The townhomes would vary in style and scale, with some units being developed at the entry level prices and others being developed to attract a higher end market. Larger townhomes might include a detached garage or “granny flats” that would provide the opportunity for rental income. These townhomes would be accessed from an internal driveway, in order to maintain a safe and inviting pedestrian friendly walking experience to the park and retail services.

Catalysts



Catalyst 4-1 (Floyd Drive)

Existing Conditions

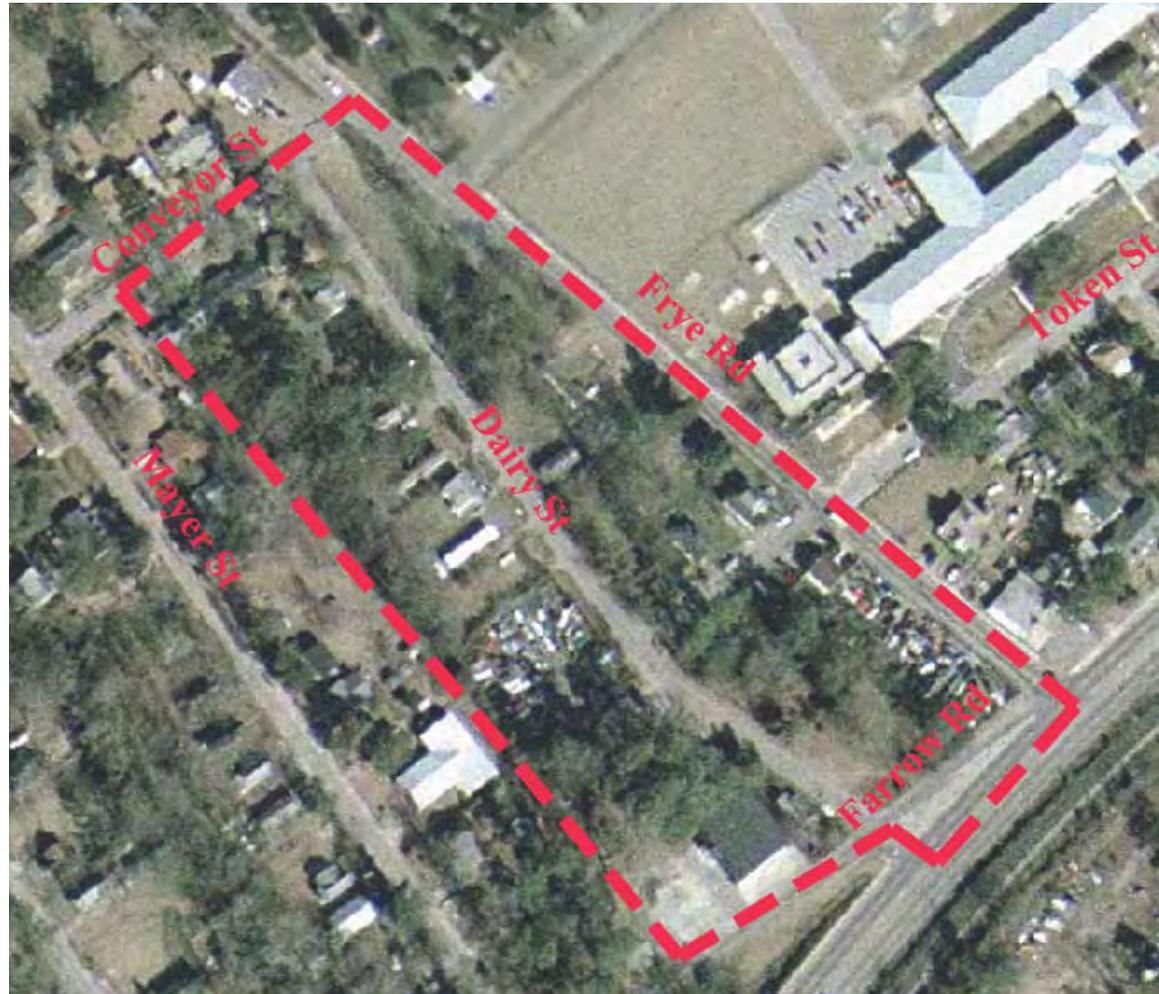
The site is located within the Farrow Terrace neighborhood of North Columbia. The site contains two vacant parcels on seven acres. The largest parcel is bordered by Floyd Drive to the east and south, I-20 to the north, and single-family homes to the west. Originally a sewage lagoon during the development of the community, the lagoon was filled in the 1970's as city sewer lines reached the neighborhood. There is a gas easement that runs parallel to Floyd Drive. The second smaller parcel is adjacent to Greenview Park to the west and fronts on N. Campanelle Road to the east. Area residents are currently using this lot for parking.



Development Project

Environmental soil conditions will determine if this catalyst is feasible. If those results are favorable, the site would be developed with single-family homes that blend into the existing neighborhood. The newly renovated Greenview Park, Greenview Elementary and Sanders Middle School are also positive amenities that are located within a short walking distance of the site. The second parcel should be developed with two single-family homes to complete the single-family fabric of the street. With the extra depth of the second parcel, Greenview Park could be extended to make a physical connection with a pathway to N. Campanella Street. This connection would allow residents within the surrounding area to walk to the park in a more direct manner. It would also preserve additional greenspace for the neighborhood.

If the environmental conditions do not favor new development, the parcels should be converted into park space and maintained by the City's Parks department. The smaller lot is overgrown and could be directly connected to Greenview Park. The larger property, although maintained as a grassy field, would benefit from additional design elements such as landscaping and shade trees with pedestrian lighting, benches and sidewalks.



Catalyst 4-4(Frye Road at Token Street)

Existing Conditions

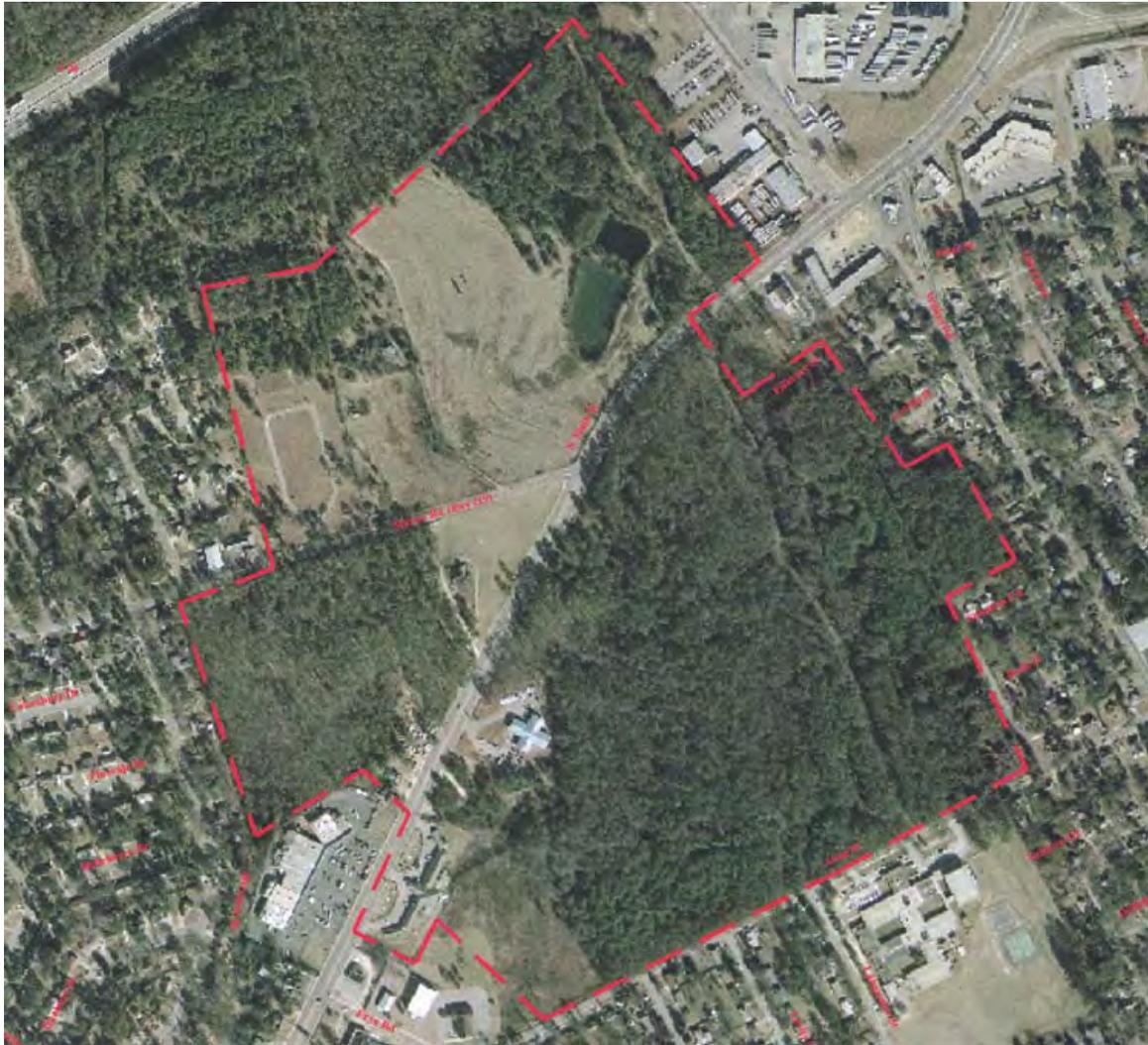
Located within the Fairwold Community, the site is bordered by Farrow Road to the east, Frye Road to the north and single-family homes to the remaining sides. The Pendergrass School is directly north of the site. Zoned residential and commercial, the site has single-family homes in various stages of neglect, trailer homes, an auto junkyard and vacant parcels. Frye Rd is a major cut through street between N. Mina Street and Farrow Road.



Development Project

The surrounding area includes single-family homes in fair to good shape. As identified during the public workshops, the residents would prefer to maintain the single-family fabric of the community. The catalyst project would redevelop the site as single-family homes that are similar in scale and style to the surrounding community. Due to the amount of traffic along Frye Road and the lack of parcel depth, single-family homes would face Dairy Street with a buffer to the rear of the lots separating Frye Road from the single-family homes. These new homes would fill in a void within the single-family fabric of the community.

A small pocket park would be developed at the triangle end of the site with a neighborhood community marker. With close proximity to a school, the new single-family homes would appeal to potential homeowners who want to be in the Fairwold community.



Catalyst 4-8 (N. Main Street at Mason Road)

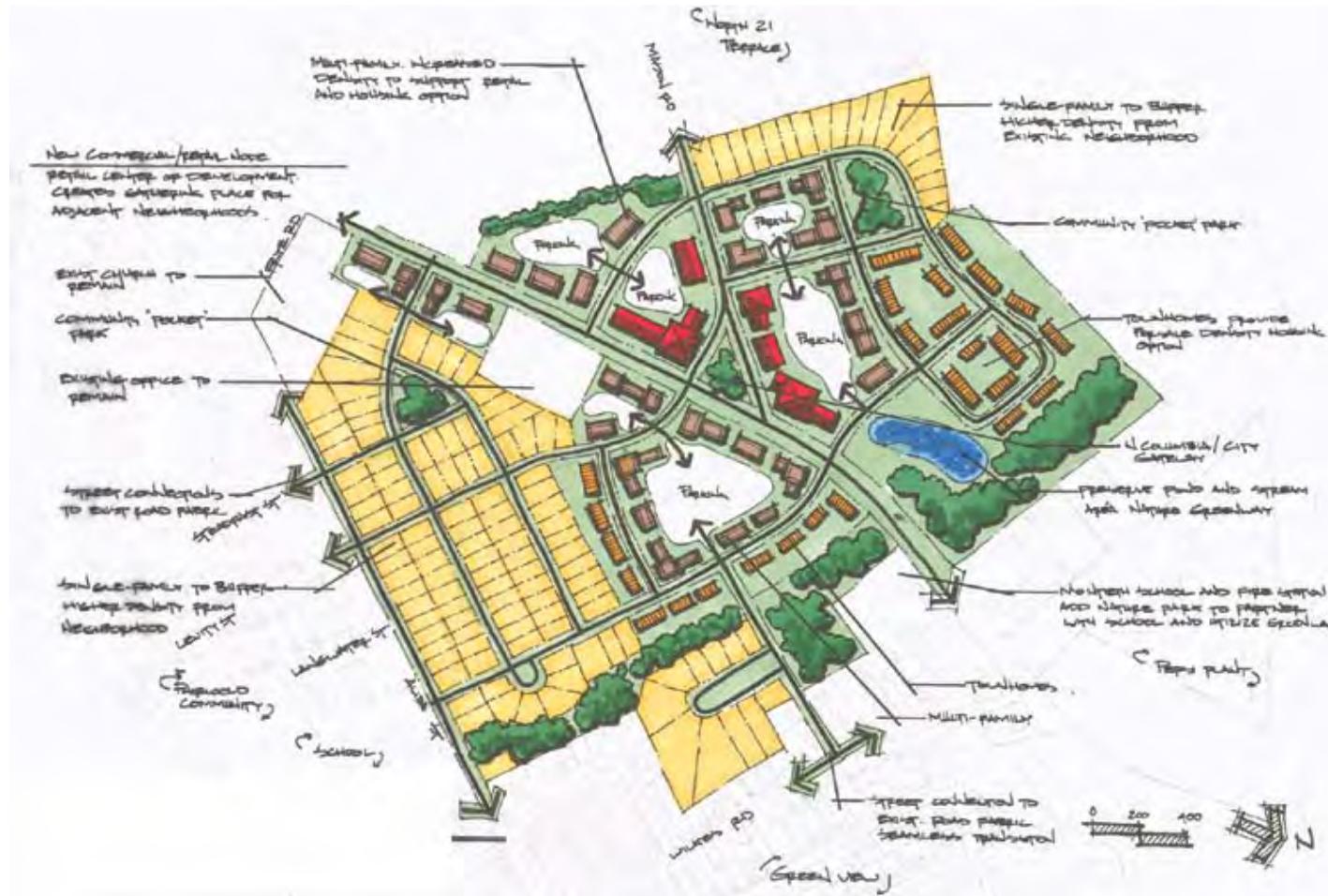
Existing Conditions

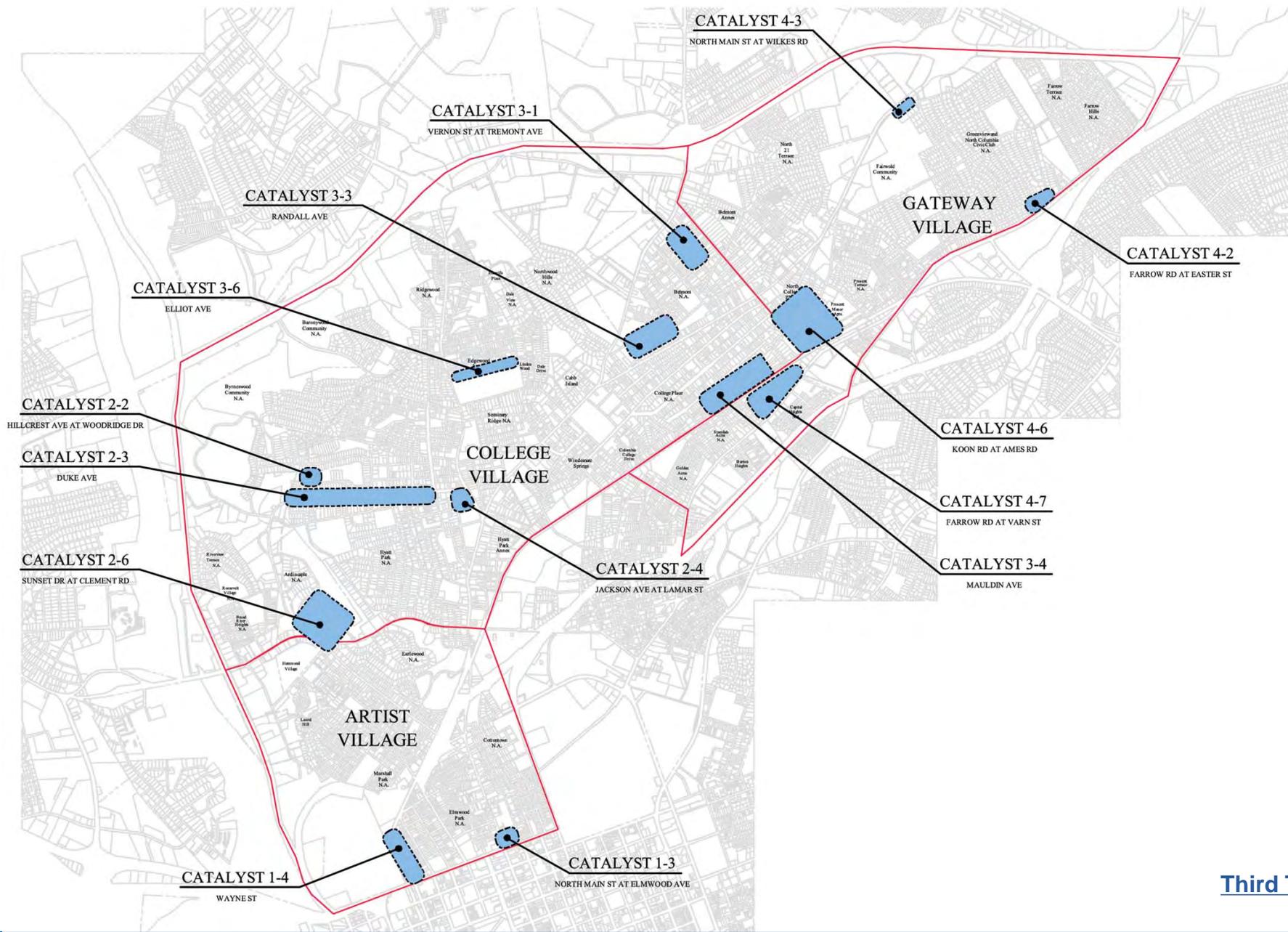
The N. Main Street at Mason Road catalyst project is located within the Fairwold and Greenview Neighborhoods of North Columbia and the North 21 Terrace community of Richland County. Located on +/- 145 acres of undeveloped property, the site has gradual topography with an existing stream and large lake. The site is bisected by N. Main Street north to south and Mason Road east to west. The property is adjacent to the Montieth School to the north as well as the Pepsi Bottling Plant. To the south is a traditional strip center.

Development Project

With such a large tract of land, the catalyst project would focus on developing the site as a whole, rather than individual parts. The center of the development would be the retail node at the N. Main Street and Mason Road intersection. This node would provide much needed retail services to the Gateway Village. Higher density housing, such as multi-family or live/work units would be developed within close proximity to the retail spaces. This would allow more residents the opportunity to walk rather than drive to the retailers. This would also increase pedestrian traffic along N. Main Street which improves the perception of the area as walkable community. Medium density housing with single-family homes buffering the higher density uses from the existing single-family neighborhoods. Good street connectivity would allow for improved internal vehicular and pedestrian mobility as well as allowing adjacent residents to walk to the retail services. This creates a more pedestrian friendly environment and blends the distinction between new development and the existing neighborhood.

The preservation of the existing lake as a public open space and the stream area as a nature park provide large open spaces for residents to gather. Small pocket parks within the proposed single-family fabric would be developed to provide a greenspace for residents.





Third Tier Catalysts

Catalysts



N. Main Street at Elmwood Avenue

Third Tier Catalysts

Catalyst 1-3 (N Main Street at Elmwood Avenue)

Located at the busy intersection of N. Main Street and Elmwood Avenue, this site is the first gateway to North Columbia from the Central Business District (CBD). The site is currently a vacant car lot and contains several light industrial buildings. The property is zoned both commercial and residential. The site was identified during the public workshops as an ideal location for a small “neighborhood” grocery store. The retail development would benefit from the high traffic volumes associated with N. Main Street and Elmwood Avenue. The success of a grocery store at this location will be heavily dependent on the Bull Street Redevelopment to the east and its proposed grocery store. To enhance the gateway to North Columbia and create a pedestrian friendly environment, the buildings would be placed closer to the street and parking located behind the building. The existing retail development on the western side of N. Main Street already engages the street. These two developments would frame the street as a gateway.

Catalyst 1-4 (Wayne Street)

Located within the neighborhood of Elmwood Park, the site does not currently reflect the historic elements of the neighborhood. Light industrial businesses and vacant properties currently occupy the site. It is currently zoned for light industrial and residential. The catalyst would capitalize upon the single-family character of Elmwood Park and the potential greenway along the abandoned Hwy 277 right of way that connects the downtown Columbia to the south and Earlewood Park to the north. The catalyst would be a higher density residential project, such as owner occupied townhomes or zero setback lot line homes that might appeal to young professionals or empty nesters looking to live close to the downtown and park space. The Logan School is within a few blocks of the catalyst. The building style and scale should be similar to that of Elmwood Park. Parking should be hidden to the rear or sides of the new homes with direct sidewalk connections to Wayne Street.



N. Main Street at Elmwood Avenue



Hillcrest Avenue at
Woodridge Drive



Duke Avenue

Catalyst 2-2 (Hillcrest Avenue at Woodridge Drive)

Located within the northern half of the Hyatt Park neighborhood, the site is located on two parcels at the intersection of Hillcrest Avenue and Woodridge Drive and is zoned residential. One parcel is vacant while a second parcel is occupied by a small home that appears to be uninhabited. The site is surrounded by single-family homes including four new infill homes on Woodridge Drive. This catalyst would take advantage of the positive momentum created by the creation of the new homes. The catalyst project would develop three homes facing Hillcrest Avenue with a fourth facing Woodridge Drive. The catalyst, along with the new infill homes, would bring stability to this intersection within this area of Hyatt Park.

Catalyst 2-3(Duke Avenue)

The Duke Avenue catalyst is located within the Hyatt Park neighborhood of the College Village. Duke Avenue is a major cut through road between Monticello Road to the east and Broad River Road/Sunset Drive corridor to the south. Even though the street is lined by predominately single-family homes, the street is extremely wide, with unusual traffic shoulder configurations. The configuration of this street environment results in faster moving traffic. Consequently, traffic is having a negative impact on the homes along this corridor. This catalyst identifies thirty lots and/or homes in need of new construction or renovation. In addition to house construction, Duke Avenue should be retrofitted into a more residential street in order to change the perception of not only the Duke Avenue corridor but also the appearance of the surrounding neighborhood. Streetscaping elements would include landscape bulb-outs at key intersections to “pinch” or slow traffic, curb and gutter, lighting and street trees. Sidewalks will allow residents a significant physical separation from the street. Additionally, it would allow residents to be and feel safe from traffic when walking to Hyatt Park or the post office. All these elements mentioned above will help slow traffic and enhance the quality of life for residents along this corridor.

Catalyst 2-4 (Jackson Avenue at Lamar Street)

The catalyst project is located at the intersection of Lamar Street and Jackson Avenue in the Hyatt Park neighborhood. The site contains various uses including a post office, retail space, single-family homes, outdated apartment buildings, a church and some vacant parcels. The site is zoned both residential and commercial. The site faces the renovated Eau Claire Town Hall to the east and Hyatt Park to the south.



Jackson Avenue at Lamar Street



Sunset Drive at Clement Road

The surrounding Hyatt Park neighborhood consists of predominately single-family homes. The catalyst would remove the existing substandard apartments and replace them with townhomes that would continue along Jackson Avenue towards Monticello Road. These owner occupied townhomes would be more compatible with the surrounding single-family community and would “frame” the northern end of Hyatt Park. The townhomes would appeal to young professionals or empty nesters who don’t want the maintenance associated with a yard, but would prefer access to greenspace for recreation and gatherings. The catalyst project would also renovate the existing single-family homes along Lamar Street to compliment the homes across the street. The multi-family homes located on the western side of Lamar Street would be redeveloped as single-family homes that would blend into the existing residential fabric..

Catalyst 2-6 (Sunset Dr at Clement Rd)

Located at the intersection of Clement Road, River Drive, Sunset Drive and Broad River Road, the site consists of a nearly vacant strip center fronting Sunset Drive. The site is bordered by a outdated apartment complex to the north and east. The site is within close proximity to the Ardincaple, Broad River Heights, Earlewood, and Hyatt Park neighborhoods. The catalyst site property is zoned commercial. The strip center is known locally as the “Bingo” Place, but was the site of a former A& P grocery store. Due to steep topography, there is no vehicular access between the retail development and the adjacent apartment complex. The property offers great visibility from Sunset Drive and Broad River Road.

The public workshop process stressed a need for a national-chain grocery store and identified this site as an ideal location. The catalyst would be redeveloped as a retail node with a potential for residential, such as apartments or townhomes, or with office components. The grocery store would be placed in approximately the same location of the existing store. Outparcels or liner shops would be developed along Sunset Drive so that the buildings entrances would face Sunset Drive. These buildings could be two-story with office or residential space above. The linear shops would provide a strong visual experience for motorists while reinforcing a more pedestrian environment than traditional commercial developments. Parking and the large expanse of the grocery store would be hidden from view. Good signage will be an important component of this catalyst. The signage will provide the necessary visibility required for a grocery store chain to be comfortable with a lack of main roadway frontage.



Randall Avenue

Catalyst 3-3 (Randall Avenue)

Located within the neighborhood of Belmont, the site is bordered by Craven Street to the west, Spalding Avenue to the north and Randall Street to the south. This area has already begun its own renaissance. The Eau Claire Development Corporation (ECDC) has removed many sub-standard homes from the area and is in the process of developing twenty-two new homes along Randall Avenue. In addition, new drainage pipes have been installed to alleviate the flooding issues associated with the area. The catalyst for Randall Avenue is more of a completion of the process begun by ECDC. To help anchor the redevelopment and provide an amenity to the neighborhood, the catalyst project would be the development of a small neighborhood park. At the southern end of the ECDC project, the drainage line location prohibits the development of new homes. Upon this parcel a neighborhood or pocket park would be developed. As identified by residents during the public workshop sessions, the Belmont neighborhood is devoid of any public gathering spaces. This park could serve the southern portion of the neighborhood. Components of the park would include a tot-lot for children to play and an outdoor gathering space for neighborhood events and cook-outs. The park's visibility and accessibility from three sides by public streets will assist in fostering park safety.



Mauldin Avenue

Catalyst 3-4 (Mauldin Avenue)

Located within the College Place neighborhood between Colleton Street and Standish Street, Mauldin Avenue is not a street that reflects the majority of the neighborhood. The street includes outdated apartment complexes, with some units vacant and boarded up. Many of the surrounding single-family homes are being negatively influenced by these apartments. Towards the southern edge of the catalyst project at the intersection of Standish Street and Mauldin Avenue, there are several vacant lots that back up to the railroad. These lots are not deep enough for newer market friendly homes. The catalyst would look to redevelop this corridor with new single-family and zero setback lot-line homes where the existing apartments exist and renovate or build new homes within the existing single-family fabric. A community pocket park would be developed on the smaller lots located at the Standish Street intersection. By introducing housing that resembles the existing neighborhood housing and reduces the amount of vehicular traffic within the area, the new homes will help stabilize this area. While the public space will provide an amenity area for the entire neighborhood, the immediate beneficiaries will be the existing residents of Mauldin Avenue.



Elliot Avenue

Catalyst 3-6 (Elliot Avenue)

Elliot Avenue is located at the northern boundary of Eau Claire High School. The street fronts the new athletic facilities for the high school and a new 1,200 seat performance theatre. The existing housing units along the northern side of Elliot Avenue facing the school are sub-standard and are not large enough to garner any significant private reinvestment opportunities. Unfortunately, this situation is typical of the majority of homes in Edgewood Acres. The catalyst for this project would create a joint City of Columbia and Richland County partnership focused on redeveloping Edgewood Acres with new single-family homes. The neighborhood has been designated as a Redevelopment Area. All parcels would need to be acquired for demolition and new construction. A typical catalyst strategy of “sprinkling” new homes throughout the neighborhood and renovating some existing homes would not change the perception of the neighborhood to outsiders and is not a viable solution. The new development will be a step in changing the image of Edgewood Acres while providing quality new homes for existing and future homeowners. Careful attention should be made to implementing new curb and gutter, sidewalks and street lighting to ensure the quality of the redevelopment of Elliot Avenue.



Farrow Road at Easter Street

Catalyst 4-2 (Farrow Road at Easter Street)

The catalyst site, located within the Greenview and North Columbia Civic Club neighborhood, is currently zoned residential. The site is vacant and is used as overflow parking for a neighborhood church. The large vacant lot causes a disturbance to the single-family character of the community. Other than during church services, the lot remains empty. The catalyst project would look to transform this vacant lot into a senior living facility. Small homes would be developed through a private/public partnership between the church and the City. As part of the public workshop, residents pointed out that there was a need for senior living facilities with the community. In addition, many workshop participants mentioned the desire to remain within their own neighborhoods for as long as possible. This facility could provide senior living facilities so older residents, unable to maintain their larger homes, can remain within their community. The new buildings would add a stabilizing influence along Farrow Road while buffering the existing single-family areas from the traffic volumes associated with the road.

Catalyst 4-3 (N. Main Street at Wilkes Road)

Wilkes road is a primary cut-through road from N. Main Street on the north to Farrow Road on the south. The site, located within the Greenview and North Columbia Civic Club neighborhood, is currently occupied by a small retail center, a newly renovated Fire Station and the Montieth School. The Montieth School was the first African American school in the community. The Montieth School is currently being renovated into a cultural center with community outreach programs. The catalyst for this site would be the redevelopment of the retail node into a more community focused retail and educational center. Although the existing retail development is outdated, the buildings could be renovated with new facades; the parking lot improved with shade trees and enhanced landscaping along its edges. By rehabilitating the property instead of beginning new construction, the catalyst could be more financially feasible. A pedestrian streetscape, along N. Main Street, would connect the retail node to the school. This intersection is the gateway to the Greenview neighborhood and would provide an identity for the Gateway Village. This project will be dependent on the success of the completion and preservation of the Montieth School. The long term sustainability of this node is also reliant on the future development of three large parcels to the south along N. Main Street. at the Mason Road intersection. This node will not be able to attract enough users to maintain its viability if an overwhelming amount of retail is developed.

Action Plan



Action Plan

Five major goals were identified by committee members and workshop participants during the summer of 2005 as the basic framework for the North Columbia Master Plan.

- ◆ Reinvent image of North Columbia
- ◆ Preservation of existing single-family neighborhoods
- ◆ Develop supportive retail services
- ◆ Maintain and develop new parks and community open spaces
- ◆ Increase educational services and outreach programs

The Action Plan expands upon each goal and the steps necessary in obtaining these goals. While many goals can be achieved within a reasonable amount of time, the major projects that will have the most dramatic change on the community will take time and will involve many partners negotiating to ensure that the vision of the community is implemented correctly.

Community Goal: Reinvent the Image of North Columbia

The North Columbia area suffers from a negative image within the City of Columbia. This area is described as being crime ridden and lacking in quality housing and retail services. Unfortunately, outsider's initial view of the community is that of the vacant former commercial corridors of N. Main Street and Farrow Road. Many of these outsiders are unaware of the historic neighborhoods of Earlewood and College Place or the beautiful suburban communities of Greenview and Northwood Hills. They are uninformed about the historic institutions of Columbia College and Lutheran Seminary School. They may also be unaware of the beautiful community parks of Greenview, Earlewood and Hyatt Parks. The North Columbia Coordinating Committee identified a need to change these misconceptions about the community as a major priority item.

Item One: Establish community branding identification (North Columbia)

- ◆ Expand on the “Villages of North Columbia” concept developed during the workshop into an identifiable slogan to be seen throughout the community.
- ◆ Market the three distinct “Villages” located within the community
 - **Artist Village** which focuses on a walkable artist friendly community with galleries and public art located in and around neighborhood parks
 - **College Village** which focuses on developing the energetic communities around Columbia College and Lutheran Seminary School
 - **Gateway Village** which focuses on preserving the more traditional suburban communities but with all the amenities that intown living can provide

Timeframe: Short Term

Implementation Partners: Public (North Columbia Coordinating Committee (NCCC))

Item Two: Implement a marketing campaign to combat the negative perception of being a high crime area

- ◆ Focus on the beautiful housing inventory already in place in many of the more established neighborhoods
- ◆ Emphasize the close proximity to downtown and easy interstate access

- ◆ Highlight the partnership roles that Columbia College Lutheran Seminary and South university play in the community and expand upon their courses that are offered to the community
- ◆ Highlight the recent improvements and new programs implemented by the School Board, including the renovation of the Logan School, the new Gibbs Elementary School, the improvements at Alcorn Middle School and Eau Claire High School
- ◆ Highlight the Capital Improvements from City including the N. Main Street streetscape and Eau Claire Development Corporation's (ECDC) N. Main Plaza and recent infill housing achievements.

Timeframe: Short Term

Implementation Partners: Public (NCCC, City)

Item Three: Improve community markers and develop Gateway monuments

- ◆ Improve existing neighborhood markers by identifying additional locations and improving complimentary landscaping.
- ◆ Develop a consistent gateway monument and landscaping scheme that can be implemented at key gateway intersections to provide some cohesion in identifying the Village of North Columbia. Key intersections not already addressed by the N. Main Street Streetscape project include:
 - Elmwood Avenue at N. Main Street
 - Broad River Road at Broad River
 - Sunset Drive at N. Main Street
 - Monticello Road at Dixie Avenue
 - Fairfield Road at Prescott Road
 - N. Main Street at Wilkes Road
 - Farrow Road at Cindy Street
 - Farrow Road at Cushman Street
 - Farrow Road at Columbia College Drive

Timeframe: Medium Term

Implementation Partners: Public (Neighborhood Associations, City's Forestry and Beautification)

Item Four: Create volunteer clean-up brigade for each district

- ◆ Utilize workshop findings to identify key areas within the community in need of clean-up and improvements
- ◆ Utilize the City's Forestry and Beautification Department to identify funding sources for new projects and expertise on implementation strategies

Timeframe: Short Term

Implementation Partners: Public (NCCC, Neighborhood Associations, City's Forestry and Beautification and Code Enforcement)

Community Goal: Preservation of existing single-family neighborhoods

The overwhelming positive attribute identified by participants in the public workshop process was the preservation of the beautiful neighborhoods within North Columbia. There is concern from current residents that new development might infringe upon existing the neighborhood character. The new developments do not reflect the existing density, style or scale of many of the surrounding homes. Another significant concern is the large amount of vacant or neglected properties located within some of the less economic stable neighborhoods within the area. Many of these properties are boarded up or overgrown. There is a perception among residents that the City does not have adequate code enforcement measures in place to confront these problems.

Item One: Code Enforcement

- ◆ Provide City Zoning and Building enforcement division and Fire Department with additional staff to properly enforce the ordinances
- ◆ Provide a Code Enforcement Education Outreach Campaign to inform residents of the community about the code enforcement process and efforts. In addition, it also creates a partnership between the department staff and residents.
- ◆ Address areas identified during the public involvement process for immediate and concentrated enforcement sweeps
 - Parcels in and around catalyst projects
 - Belmont Neighborhood
 - Hyatt Park north of Duke Avenue
 - Hyatt Park Annex
 - North College Place

Timeframe: Short Term

Implementation Partners: Public (Zoning and Building Enforcement Division, Fire Department)

Item Two: Regulatory Enhancements

- ◆ Adopt North Columbia Master Plan
- ◆ Pursue and adopt historic conservation guidelines for all applicable neighborhoods similar to those used successfully in the Cottontown and Old Shannon Neighborhoods. These guidelines will ensure new development is in keeping with the scale and size of the neighborhood. Neighborhoods include:
 - College Place
 - Hyatt Park
 - Seminary Ridge
 - Windemere Springs
- Designate “blighted” neighborhoods as Redevelopment Areas. This designation allows for access to federal funds and additional acquisition strategies in order to change the negative direction of the community and allows the measures identified in the Master Plan to take place. Neighborhoods identified are:
 - Belmont
 - Edgewood Acres
 - Golden Acres
 - North College Place
- ◆ Develop an infill design guideline ordinance to preserve existing communities that are currently not covered by historic guidelines. These guidelines would ensure that renovations, expansions or new infill construction would be consistent in size, scale and materials to that of its adjacent neighbors. Neighborhoods include:
 - Greenview & North Columbia Civic Club
 - Fairwold Community
 - Farrow Hills and Terrace
 - Northwood Hills

Timeframe: Short Term

Implementation Partners: Public (City Council, City Planning Department, Neighborhood Associations)

Item Three: Rehabilitation of existing homes

- ◆ The preservation of the existing homes within many of the neighborhoods is vital in maintaining the unique single-family character and diversity of the community. It is also necessary in preventing any individual property from negatively influencing the surrounding community.
- ◆ Identify homes in need of repair and educate homeowners on available funds
 - Utilize existing HOME and CDBG programs that provide grants homeowners to provide for affordable housing
 - Provide workshops at neighborhood association meetings to educate homeowners about the available funding sources and low interest loans and the process required in obtaining these loans

Timeframe: Short Term

Implementation Partners: Public (Neighborhood Association, NCCC, Community Development, ECDC)

Item Four: Infill Development

- ◆ Identify and inventory vacant lots or dilapidated homes within the community in need of new or redevelopment
 - Identify parcels with tax delinquencies, property liens, continual code enforcement violations, etc.
- ◆ Acquire vacant parcels
 - Identify appropriate funding source (CBHG and HOME funds)
 - Utilize code enforcement sweeps and fines to put pressure on parcel owner to improve property
 - Identify appropriate use of acquisition powers that can allow for neighborhood input into the decision making process
- ◆ Attract infill development
 - Identify in-town builders who exhibit quality construction within the city and actively recruit them to North Columbia.
 - Attend local home builder association meetings to network and identify potential builders
 - Initiate a residential community open house for real estate brokers, home builders, Eau Claire Development Corporation and neighborhood leaders to showcase inventory within targeted areas for infill and catalyst projects

- ◆ Partner with builders to develop identified catalyst projects described in the Catalyst Section of the master plan (Section Four)

Timeframe: Short Term

Implementation Partners: Private/Public (Neighborhood Association, NCCC, Community Development, ECDC)

Item Five: Infrastructure Investment

- ◆ Improve pedestrian safety to enhance single-family community
 - Identify areas in need of sidewalks and crosswalks, areas in and around schools, parks and cut-through traffic corridors
 - Implement bike lanes that connect neighborhoods to civic uses and spaces
- ◆ Implement traffic calming measures to slow traffic through residential neighborhoods
 - Focus on cut-through traffic corridors
 - Avoid using speed humps
 - Neighborhood streets include: Duke Avenue, Frye Road, Wilkes Road, Prescott Road and River Road)
- ◆ Replace existing, inadequate curb & gutter and open ditches in the neighborhoods of Fairwold, Farrow Hills & Terrace and Greenview neighborhoods

Timeframe: Moderate to Long Term

Implementation Partners: Public (Neighborhood Association, NCCC, City Engineering Dept, SCDOT)

Community Goal: Develop mixed-use activity nodes

The North Columbia Community does not have adequate retail services. The creation of new retail spaces was identified as a major goal by the North Columbia Committee and was supported by participants during the public workshop process. In addition, the lack of retail, is a negative attribute associated with the image of North Columbia that hampers the efforts in attracting potential new residents.

Item One: Develop primary road corridor design overlays

- ◆ The overlays provide a development tool to preserve and enhance the area
- ◆ Design overlays that protect the existing neighborhood character
- ◆ Protects investors from adjacent future development that is not in keeping with the “vision” of the community
- ◆ Addresses building location and parking location as well as pedestrian spaces

Timeframe: Short Term

Implementation Partners: Public (Neighborhood Association, City Planning Dept)

Item Two: Identify potential users and operators

- ◆ Identify retail uses within the community that would benefit from relocation into the various activity nodes
- ◆ Identify retail uses outside the area that compliment and support the community and recruit them to the community

Timeframe: Moderate Term

Implementation Partners: Public (NCCC, ECDC, Community Development)

Item Three: Identify potential partnerships

- ◆ City to assist in land acquisition
- ◆ Initiate development open houses with city officials, institutions, neighborhood leaders, ECDC and recognized developers and real estate brokers to present mixed-use catalyst projects

- ◆ Partnership between City, Columbia College and developer for mixed-use catalyst project at N. Main Street and Columbia College Drive
- ◆ Partnership between City and developers for live/work units at N. Main Street and River Drive
- ◆ Partnership between City and ECDC to develop mixed-use catalyst project at N. Main Street and Prescott Road
- ◆ Identify partner with Columbia Housing Authority for the redevelopment of Hammond Village
- ◆ City to facilitate negotiations during rezoning process between neighborhood and future developers to ensure Master Plan vision

Timeframe: Moderate Term

Implementation Partners: Public/Private (Columbia College, City Staff, ECDC)

Item Four: Provide incentives for greyfield/brownfield redevelopment

- ◆ Supply incentives for greyfield development to reduce the additional costs imposed upon the developer caused by existing structural removal
 - Apply a density bonus or parking reduction for mixed-use projects to generate more financial return to the developer
 - City to provide tax credits to make redevelopment financially feasible
- ◆ Identify grants for brownfield redevelopment to reduce the additional costs imposed upon the developer caused by the removal of existing structures on these sites
 - EPA Assessment Grant to inventory and assess brownfield sites
 - EPA Brownfield Cleanup Revolving Loan Fund Pilots
- ◆ Identify alternative storm water management practices to allow for maximum development opportunities within the site making project more financially feasible

Timeframe: Long Term

Implementation Partners: Public/Private (City Engineering Dept, City Planning Dept, Public Works, Community Development)

Item Five: Coordinate Streetscape and Utilities improvement

- ◆ Streetscape improvements to improve pedestrian safety and improve overall aesthetic of the community
 - Farrow Rd within activity nodes
 - Extend N. Main Streetscape from Oakland Avenue to Frye Road
 - Improve pedestrian conditions on Broad River Road between River Drive and bridge

Timeframe: Long Term

Implementation Partners: Private/Public (City Engineering Dept, SCDOT, Planning Dept)

Community Goal: Maintain and develop new parks and community open spaces

The North Columbia area is fortunate in having three outstanding parks within the community and the Three Rivers Greenway, but more neighborhood or “pocket” parks are necessary in order to provide public spaces for residents to, exercise, relax, meet and interact. Many neighborhoods within the community, such as Belmont, North College Place and Golden Acres do not have any greenspace areas.

Item One: Identify issues/needs within existing parks

- ◆ Development or sale of undeveloped Lincoln Park
 - With close proximity to Hyatt Park and lack of capital investment, Lincoln Park could be sold to developers for new infill construction. The profits from this sale could then be used to purchase greenspace in other areas of the community
- ◆ Significant improvements to Marshall Park
 - Park needs general cosmetic changes such as defined paths, replanting of grass and improved signage and increased maintenance
- ◆ Increased accessibility to Three Rivers Greenway
 - Implement proposed access at future bus barn
 - Improve access location monuments
 - Implement access from Elmwood Cemetery

Timeframe: Long Term

Implementation Partners: Public (Planning Dept, Community Development, Parks and Recreation Department)

Item Two: Acquire areas for new parks as identified by the Master Plan (Section Four)

- ◆ Highway 277 property greenway
- ◆ Hawthorne Avenue in Hyatt Park
- ◆ Geraldine Street in North College Place
- ◆ Belmont Neighborhood
- ◆ Greenway connection from Earlewood Park to Broad River through Ardincaple neighborhood

Timeframe: Short to Long Term

Implementation Partners: Public (Planning Dept, Community Development, Parks and Recreation Department, Trust for Public Land)

Item Three: Identify funding sources

- ◆ Identify potential partnerships/land swaps for land acquisition
- ◆ Utilize Recreation Land Trust Fund for acquisition of parcels
- ◆ Utilize Park and Recreation Development Fund for implementation of park
- ◆ Utilize Recreational Trail Program grant for trail connections to Three Rivers Greenway

Timeframe: Short to Long Term

Implementation Partners: Public (Community Development, Parks and Recreation Department, Trust for Public Land)

Community Goal: Increase in social services and expand cultural programs

The North Columbia community is a very diverse community. While some neighborhoods have begun and/or maintained their economic vitality and aesthetic beauty, some neighborhoods are showing areas of neglect and blighting influences. An important goal identified by the workshop participants and committee members was maintaining the economic and social diversity within the community while providing the necessary resources to less fortunate residents. In a community where over 18% of residents do not own a car and must rely on bus transit or walking, the availability of services within the community is a vital element for these residents.

Item One: Inform and improve social programs within the community

- ◆ Identify neighborhoods that would most benefit from continuing education and life resource programs
- ◆ Inform the community through neighborhood association meetings and community open houses about available programs provided by the City available at Eau Claire Town Hall
- ◆ Inform community through neighborhood association meetings and community open houses about available programs provided at future Life Resource center
- ◆ Identify potential users for programs at available park facilities
- ◆ Identify and advertise programs and courses available from higher education institutions

Timeframe: Short Term

Implementation Partners: Public (NCCC, Neighborhood Associations, ECDC)

Item Two: Identify potential partnerships with education facilities

- ◆ Partner with Midlands Tech to provide courses within the community
- ◆ Identify partner to provide location for Midlands Tech courses
- ◆ Partner with Columbia College to provide community outreach programs

Timeframe: Moderate Term

Implementation Partners: Public/Private (Community Development, Midlands Tech, ECDC)

Item Three: Increase police presence within the Community

- ◆ Develop a police mini-precinct within the retail activity node at N. Main Street and Prescott Road as part of the catalyst project
- ◆ Identify future and expand existing neighborhood watch programs to improve safety

Timeframe: Short to Long Term

Implementation Partners: Public (Community Development, Neighborhood Associations, Police Department)

Item Four: Identify cultural programs and groups for community

- ◆ Identify potential users within and outside the community in need of rehearsal and studio space looking to relocate within the community
- ◆ Identify existing buildings within the community that can be converted to accessible, inexpensive spaces
- ◆ Partner with Columbia College and Eau Claire High School for use of performance halls
- ◆ Utilize new outdoor amphitheatre within Earlewood Park
- ◆ Identify areas within existing parks for public art exhibits

Timeframe: Short to Moderate Term

Implementation Partners: Public/Private (Columbia College, School Board, Community Development, Neighborhood Associations, NCCC, ECDC)

For Additional Information

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