



We Are Columbia

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West Gervais Planning Study 2013

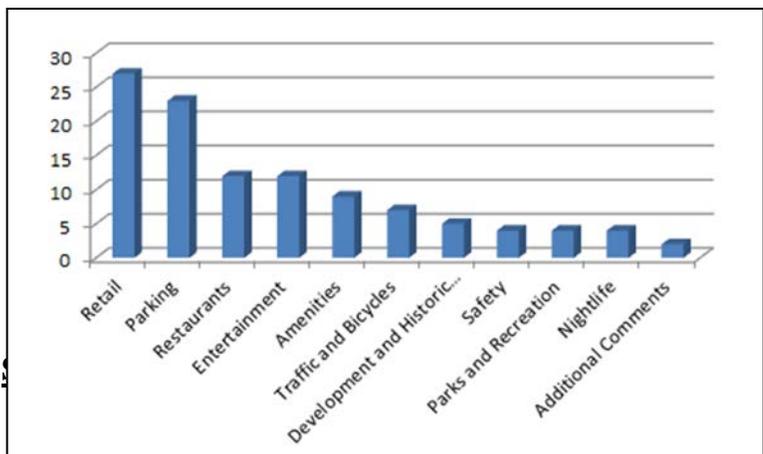
Results from the “Wish Wall” at Regions Bank, October 11, 2013

Staff members from the City of Columbia’s Planning and Development Services operated a “wish wall” at Regions Bank, 1010 Gervais Street from approximately 11:00am to 1:00pm and again from 4:00pm to 6:00pm. At this site citizens passing by were polled to obtain their opinions on what they wish was in the Vista, with no limitations as to their type of answer. Their wishes were written on an index card and taped to the window at the bank and were left up during the afternoon between sessions. The results of this project are indicated below.

There were a total of 109 wishes, and a few people offered more than one response on the same card. The highest number of wishes were for retail, with a number of stores mentioned by name. The least amount of responses were for safety, parks and recreation and nightlife, which each had four mentions, and historic preservation and guidelines were mentioned once each. Parking received a high number of responses, suggesting there may need to be an educational outreach effort to promote the types and locations of parking areas in the Vista.

Number and types of “wishes” for the Vista:

WISHES	#
Retail	27
Parking	23
Restaurants	12
Entertainment	12
Amenities	9
Traffic and Bicycles	7
Development and Historic Preservation	5
Safety	4
Parks and Recreation	4
Nightlife	4
Additional Comments	2
Total	109



Retail

Participants generated the most responses for retail as their wish for the Vista, with 27 results shown below:

#	General Requests for Retail	Specific Stores Names or Types
1	More shopping	
2	More retail	
3	High end retail	
4	More retail	
5	Shopping departments	
6		Forever 21
7		J. Crew
8		Sneaker stores!
9		More thrift shops
10		More clothing stores (Forever 21, Charlotte Russe)
11		Musician store
12		Lego store
13		Mixed retail new and high end consignment, i.e. Sid n' Nancy, Revente
14		Convenience store
15		Comic book store
16		Ballet and pointe store
17		Independent book shop
18		Clothing store for grown ups- local preferred
19		Big and Tall men's store
20		Apple store
21		More clothing stores
22		Retail/clothing stores
23		More boutiques
24		Nice dress shop
25		DJ store/ music store
26		Cigar shop
27		Book store

Parking

Parking is the issue that gained the second most comments among the cards, with 23 results. This item had the most exclamation points and underlining, although it should be noted that times Staff filled out a card for a participant so not every card was written out by the person. When some participants were asked where they parked after they noted parking as a problem, they indicated they paid \$5 to park in the lot at the corner of Gervais and Assembly Streets. Staff mentioned to them the parking garages and their locations and the fact that meters are free after 6:00 p.m. A few other participants were informally polled about their awareness of the garages but it appeared that people were not that aware of their existence.

#	Comments Requesting More Parking	Other Comments About Parking
1	Parking	
2	More parking	
3	More parking	
4	More parking	
5	More free parking	
6	More parking! (and underlined)	
7	More parking	
8	More <u>free</u> parking	
9	More <u>free</u> parking	
10	Parking	
11	Parking	
12	<u>Free</u> parking!	
13	More <u>parking</u>	
14	Parking	
15	More parking!	
16	More parking but I (heart) the Vista!	
17	More parking!	
18	More parking!	
19	No cost parking	
20	More parking	
21	Better parking	
22		Better parking signs (no new parking)
23		No new parking lot on major streets or near garages

Restaurants

The third highest category of responses was restaurants, with 12 results.

#	General Comments	Specific Types or Names
1	More restaurants	
2		More food trucks
3		Noodles N' Company
4		Food windows for late night eating
5		Dave & Busters
6		Dave & Busters
7		Healthy Restaurants
8		Smoothie/Juice Bar
9		Another coffee/tea house
10		Bistro/coffeehouse
11		Krystal Burger
12		coffeehouse

Entertainment

There were 12 responses, although the two mentions of Dave & Busters from the restaurant category may be considered part of the entertainment classification, as it is a game and restaurant facility.

#	Comments
1	Dinner movie/bistro
2	Dinner theater
3	Ampitheater
4	Amphitheater
5	Musical venue
6	Musical concert venue
7	Movie theater
8	Movie theater
9	Movies
10	Ferris wheel
11	Carousel
12	More "Vista" events in the 1000 block (Gervais and Assembly)

Amenities

These items are grouped together as amenities because they encompass a range of small items that enhance the pedestrian experience or allow ease of access to or through the area.

#	Comments
1	Small smoking area <u>away</u> from sidewalks
2	Better looking newspaper boxes
3	Free wi-fi
4	Wi-fi
5	Landscaping flowers
6	Fresh garden for the public
7	More sidewalks
8	Public transportation
9	Post office box

Traffic and Bicycles

#	Vehicular Traffic	Bicycles
1	Left turn arrows	
2	Slower traffic	
3	Slower traffic on Gervais	
4		ENFORCE: No Bikes <u>on Sidewalks</u>
5		Bicycle lanes
6		Bicycle lane
7		Bicycle lane

Development and Historic Preservation

#	Development	Historic Preservation
1	Develop corner lots along Assembly and Gervais with a variety of shops to generate foot traffic (like a barber shop)	
2	Develop Gervais and Assembly Street lots with parking garages	
3	Develop corners of Assembly and Gervais Streets	
4		Stronger historic preservation
5		Stronger design guidelines

Safety

#	Comments
1	Stronger lighting
2	Better-more lighting at night (lady has to deposit money at Regions bank late at night)
3	Curfew for underage
4	Safety plan

Parks and Recreation

#	Comments
1	Walking park to do exercise with jungle gyms or monkey bars
2	Parks with SWINGS
3	More fun stuff at Finlay Park, trampoline, soccer field, pool
4	Soccer field at Finlay Park

Nightlife

#	Comments
1	Hookah bar
2	More nightclubs
3	More bars
4	More nightlife

Additional Comments

#	Comments
1	More colleges!
2	Don't change anything