

FINAL

SOUTH MAIN CAPITAL DISTRICT

Area Plan

Columbia, South Carolina | July 2017

Adopted 8/15/2017
Ordinance 2017-064

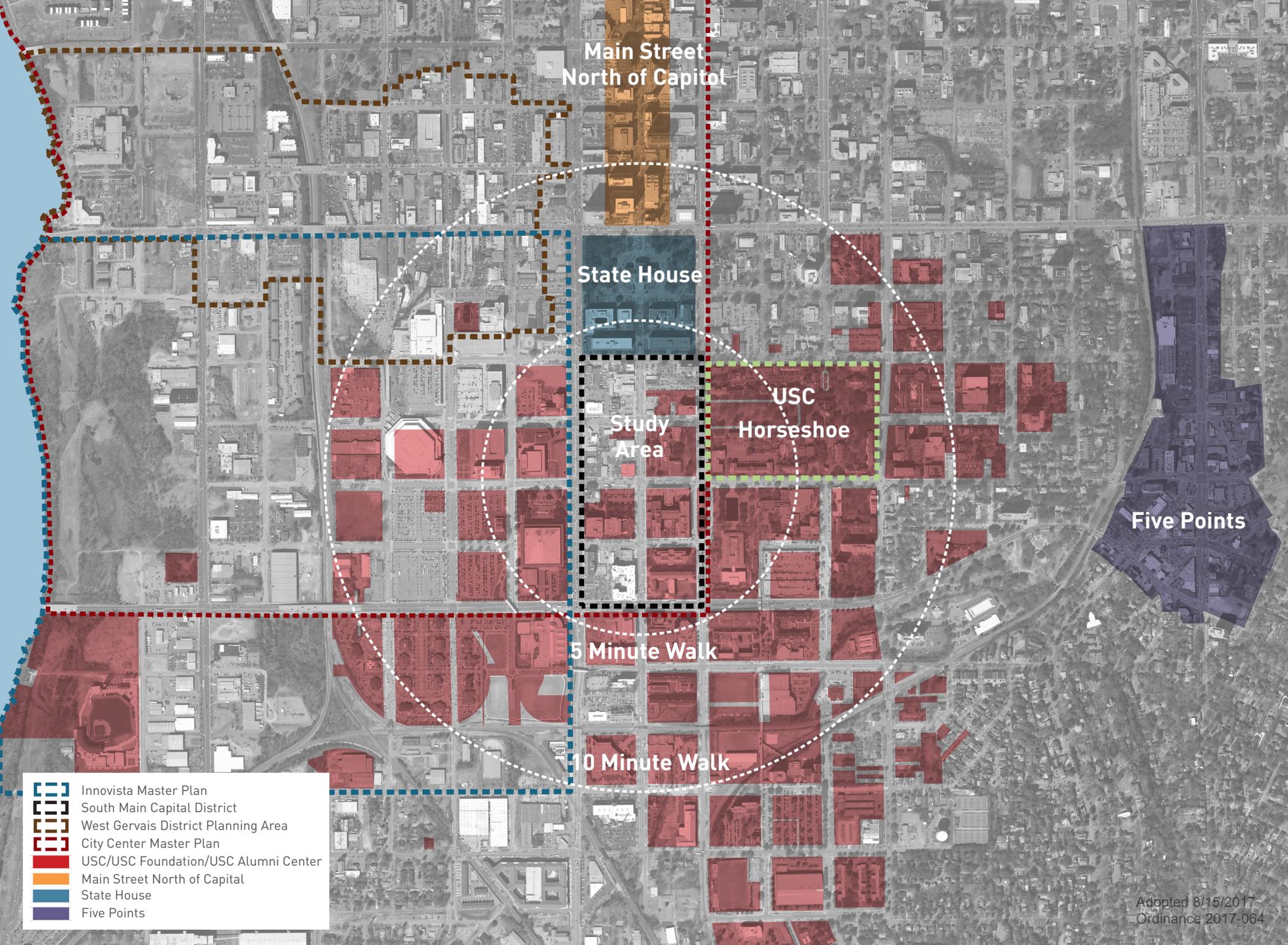
The planning team would like to thank the landowners, stakeholders, and others who attended and contributed to public meetings during the development of the South Main Capital District Area Plan. Their input and advice was invaluable to the process. This draft plan reflects the input and counsel of all who attended our public meetings. We also would like to thank the State of South Carolina, the City of Columbia, and the University of South Carolina for their involvement and support during the planning process.

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1

INTRODUCTION



Main Street
North of Capitol

State House

Study
Area

USC
Horseshoe

5 Minute Walk

10 Minute Walk

Five Points

-  Innovista Master Plan
-  South Main Capital District
-  West Gervais District Planning Area
-  City Center Master Plan
-  USC/USC Foundation/USC Alumni Center
-  Main Street North of Capitol
-  State House
-  Five Points

Area Plan Overview

This plan addresses the past, present, and potential future of the South Main Capital District, which is strategically positioned in downtown Columbia, South Carolina.

The District occupies a central location surrounded by several of Columbia's most prominent landmarks, businesses, institutions, cultural assets, and neighborhoods, most prominently the South Carolina State House—adjacent to the District's northern edge—and the University of South Carolina campus, whose famous Horseshoe is adjacent to the District's eastern edge. The study area of this plan is bounded by Pendleton Street on the north, Assembly Street on the west, Blossom Street on the south, and Sumter Street on the east, with Main Street running through its center.

Despite the locational advantages of the District, this area has seen a relatively low level of investment compared with the areas around it, including the commercial corridor on Main Street north of the State House and the Vista neighborhood. Surface parking lots occupy much of the District's land, particularly near the State House. The District has significant, as-of-yet untapped potential to be one of Columbia's most dynamic commercial and residential districts in the heart of downtown. This plan offers a vision to achieve this potential.

The South Main Capital District Area Plan was developed in concurrence with two major planning events in Columbia:

1. In 2015, the City of Columbia updated the future land use chapter of its comprehensive plan, The Columbia Plan, which will support rewriting the city's zoning code. This plan seeks to be a key input to this rezoning process by providing a planning and design treatment for the South Main Capital District. See the recently completed West Gervais District Plan for an area plan with a similar purpose.
2. The University of South Carolina recently coordinated an effort to identify state, local, and federal funding sources intended to be utilized for streetscape improvements in the South Main Capital District. The expectation of this forthcoming investment in infrastructure was an important factor prompting this process and will be an essential catalyst for realizing the future vision presented within this plan.



Study Area

History of South Main Street

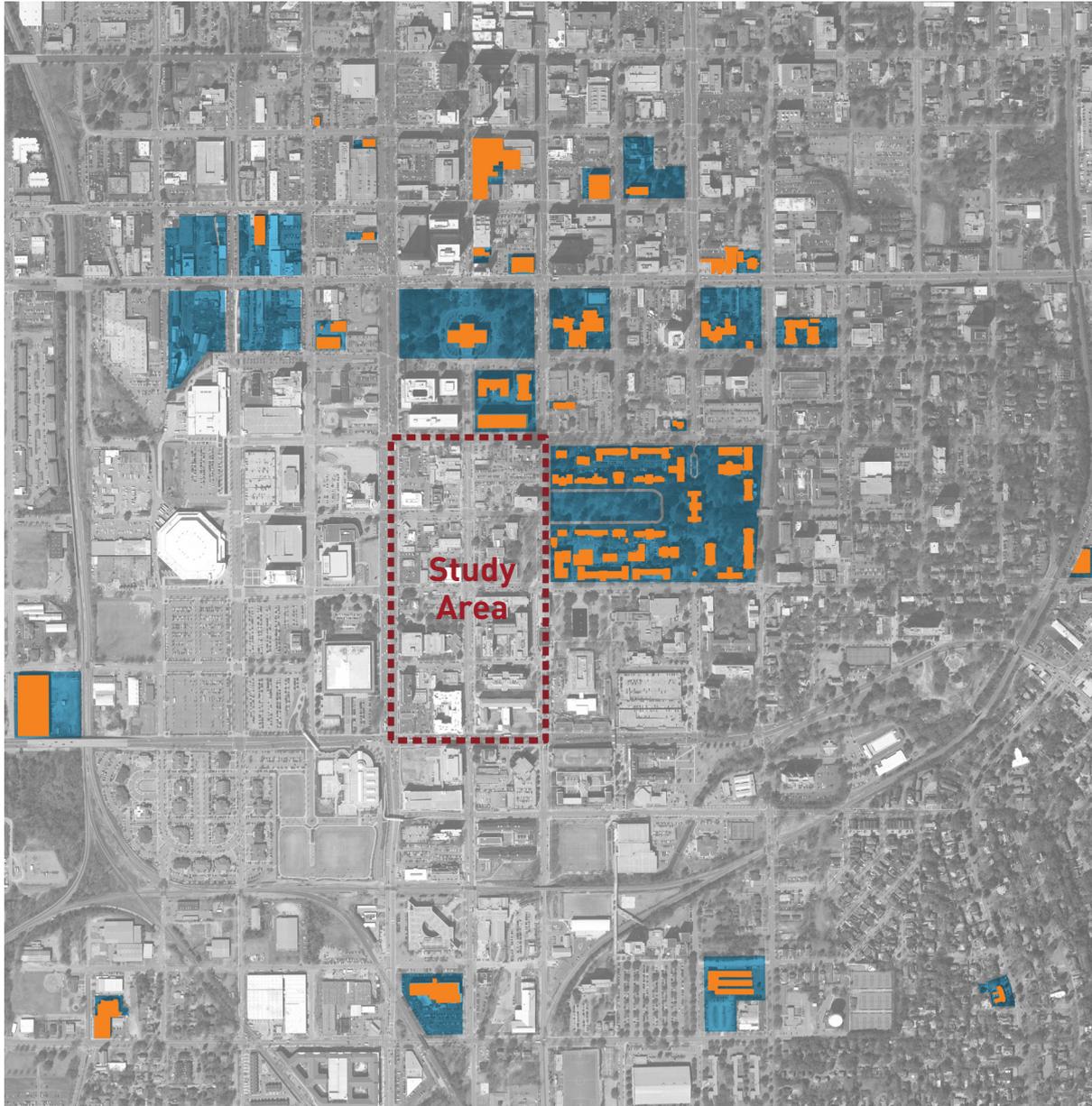
The history of the South Main Capital District tracks the growth of Columbia from its founding in 1786 and the development of the adjoining State House complex and Carolina College (the precursor of the University of South Carolina) in 1801. The famous 1872 bird's-eye view of Columbia shows small single-family residences within the South Main Capital District. The same illustration shows more intensive commercial development on Main Street north of Gervais Street, a land use pattern that continues to present time. A 1940 aerial photograph shows a more intense mix of mercantile buildings and single-family residences on the blocks of South Main Street between Greene and Blossom Streets.



Though this image depicts Main Street north of the State House, it provides a sense of the historical architecture and the look and feel of downtown Columbia and provides inspiration for a densified, mixed-use South Main Capital District. (Source: Woody, Howard. South Carolina Postcards: Volume V. Charleston, SC: Arcadia Publishing, 2000)



This 1940 aerial photograph shows a more intense mix of mercantile buildings and single-family residences on the blocks of South Main Street between Greene and Blossom Streets. (Source: USC South Caroliniana Library)



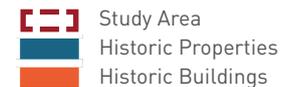
Historic properties and buildings (Source: National Register of Historic Places with mapping interpretation by planning team)

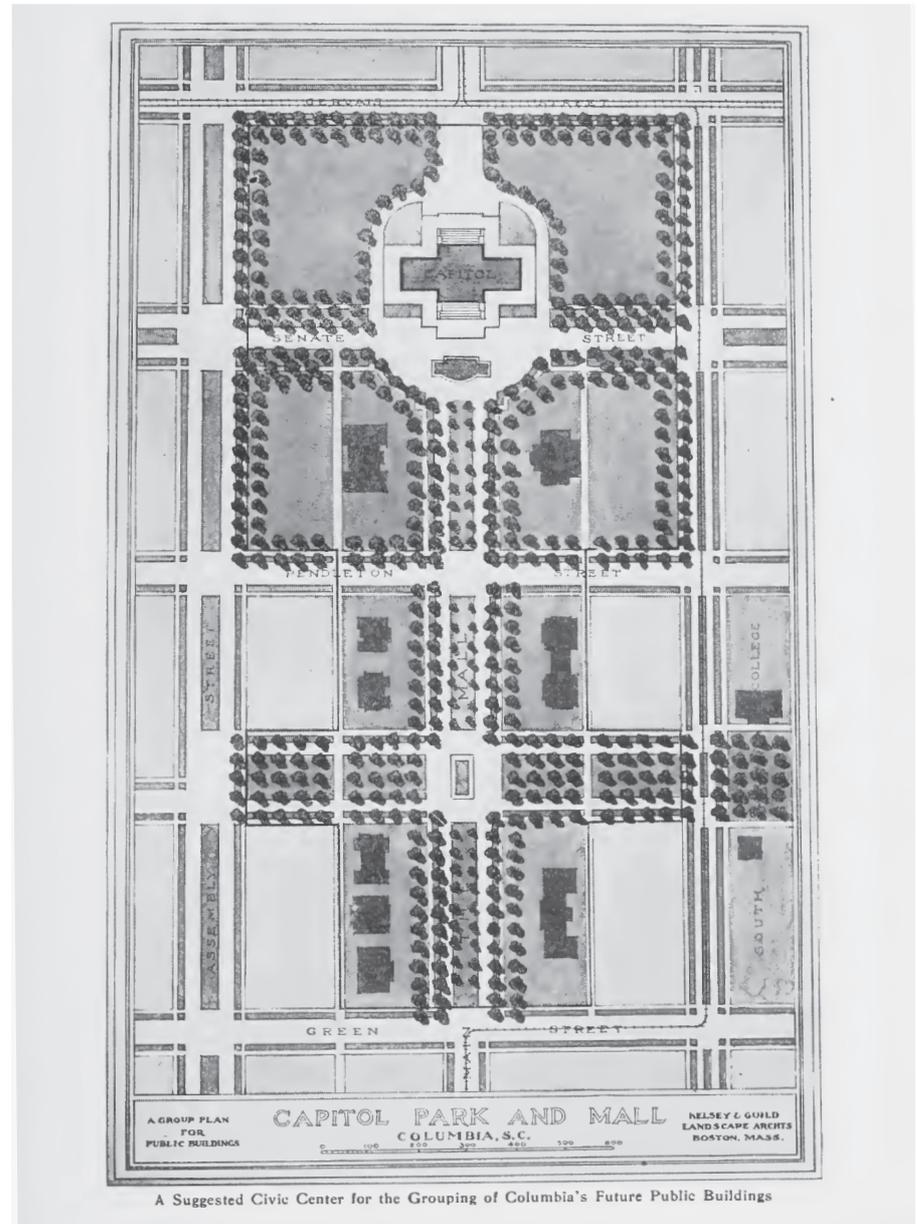
Historic Context

The South Main Capital District is located in the most historic part of Columbia. It is surrounded by numerous buildings and properties listed on the National Register of Historic Places.

The authenticity and character of existing buildings within the South Main Capital District was discussed during the public planning process. As described in Sections 3 and 4, the area plan recommends design controls to complement the unique historic resources of the State House complex and the USC Horseshoe and retain the authenticity of the District's older mercantile buildings.

The area plan does not address the timing of redevelopment or retention of any specific building or property. Such determination should be made by property owners within the framework of applicable regulatory processes. The area plan recommends future study of the architectural significance of existing buildings and properties within the District.





A Suggested Civic Center for the Grouping of Columbia's Future Public Buildings

Kelsey & Guild Plan (Source: Charles Thompson)

Distinctive Planning Efforts for the District

In 1786, the historic plan of Columbia fixed the physical framework of the South Main Capital District with its classical grid of streets and blocks. Since the city's founding, the district has been a part of three distinctive planning efforts: the Kelsey & Guild Plan of 1919, the University of South Carolina Bicentennial Master Plan of 1994, and the Innovista Master Plan of 2006. The Central City Master Plan of 1969 and the City Center Master Plan of 1999 also were important planning efforts for downtown Columbia.

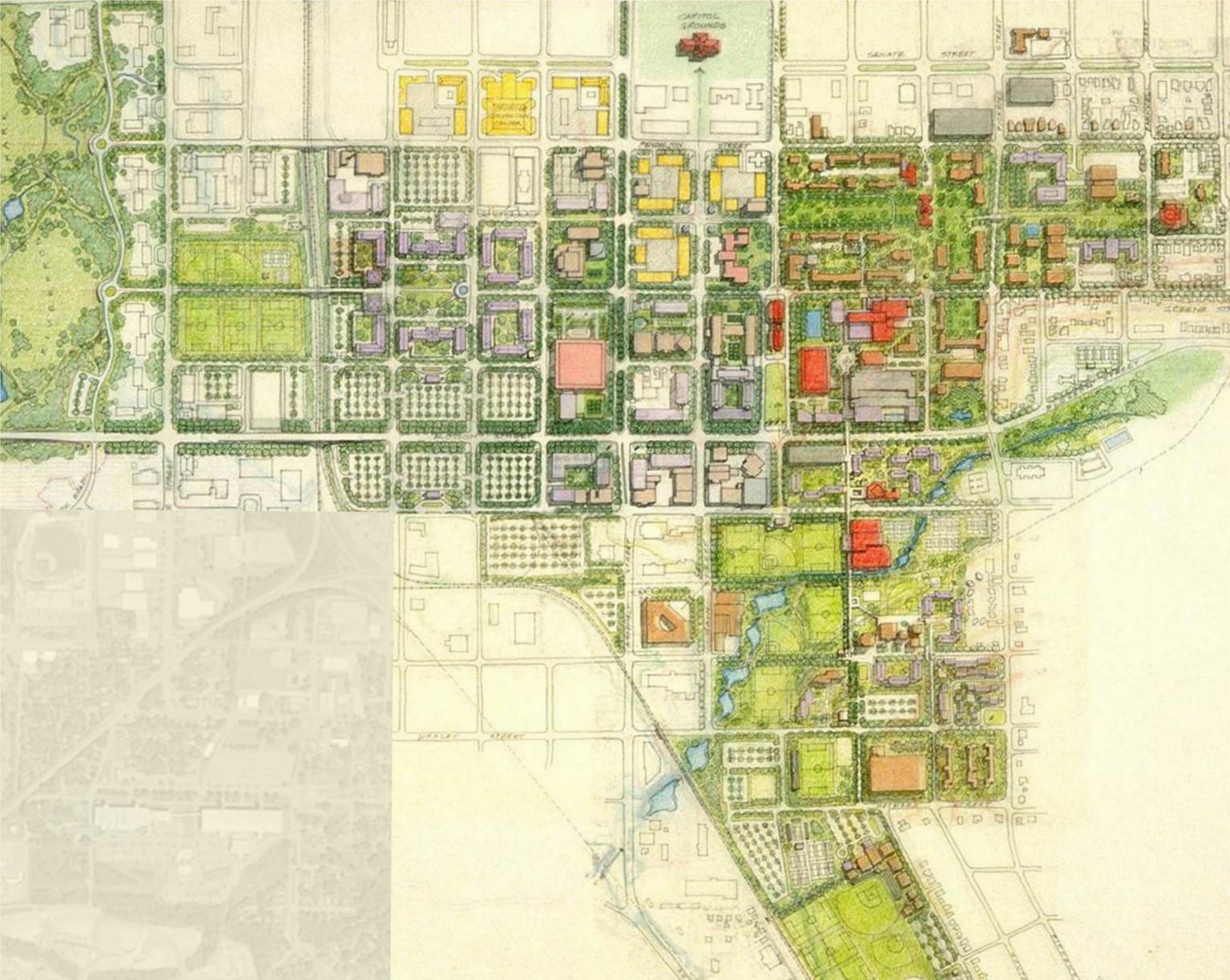
The Kelsey & Guild Plan for the Improvement of Columbia

In 1919, the Civic League of Columbia retained the landscape architecture firm Kelsey & Guild to provide advice on improving the city. A principal recommendation of the plan was a proposed park and mall for South Main Street between Pendleton and Blossom Streets. The design concept featured a formal mall centered on South Main Street and lined by civic buildings. A landscaped promenade with parallel rows of trees framed the view of the State House. The plan also recommended the extension of the USC Horseshoe along an east-west axis through the proposed mall to Assembly Street.

The plan stated: "The grouping in a city of public or semi-public buildings offers two important and

convincing advantages. First, by centralizing public business it adds immeasurably to the convenience of the officials and general public. Second, by arrangement around a public open space or mall, the dignity and architectural importance of each building is enhanced by those around it, while the larger group forms a unit which can be treated with proper regard for architectural effect and in a manner commensurate with its civic importance, a result entirely impossible if the buildings are scattered promiscuously throughout the city."

The Kelsey & Guild Plan was not implemented.



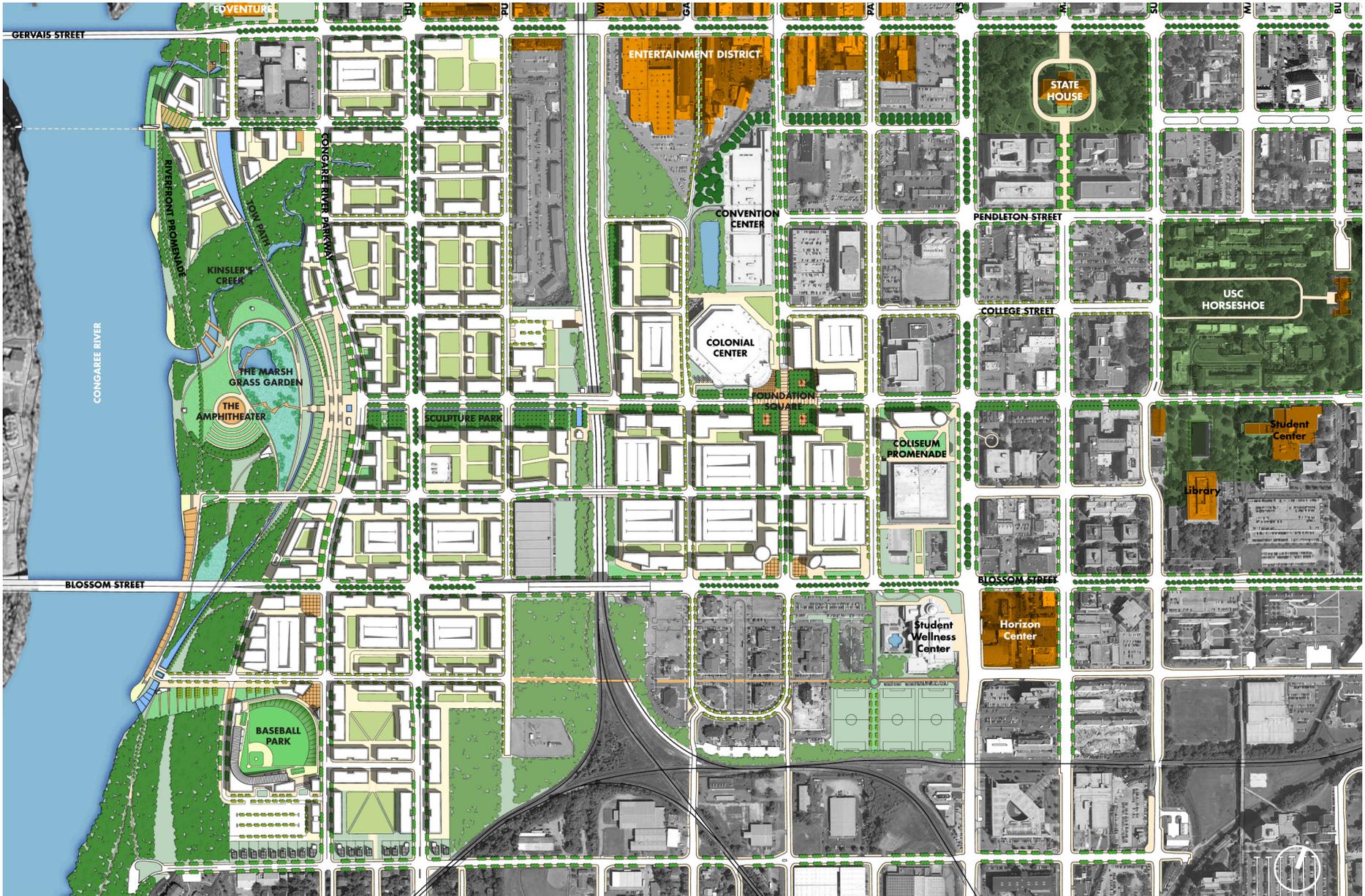
USC Bicentennial Master Plan

Bicentennial Master Plan of the University of South Carolina

In 1991, the University of South Carolina launched a long-range strategic planning process that embraced academic and physical planning dimensions. This process led to the publication of the Bicentennial Master Plan in 1994. A distinguishing feature of the Bicentennial Master Plan was a reordering of the university's growth pattern west across South Main and Assembly Streets to the Vista redevelopment area and away from the University Hills and Wheeler Hill residential neighborhoods to the east.

An effect of the Bicentennial Master Plan was to place South Main Street in the center of the university's growing urban campus—a campus that was embracing both academic and private development facilities. The Bicentennial Master Plan illustrated future redevelopment of properties on South Main and Assembly Streets within the South Main Capital District.

The principal strategic recommendation of reordering the university's growth pattern away from residential neighborhoods on the east and toward the Vista redevelopment area to the west has been implemented along with the development of facilities on the core campus.



Innovista Master Plan

The Innovista Master Plan

The turn of the 21st century saw continued growth of the university with a renewed emphasis on research initiatives in environmental science, nanotechnology, alternative energy, and biomedical science. The need for additional research facilities prompted a master planning process in 2005, leading to the development of the Innovista Master Plan. The master plan conceived of Innovista as a new live/work/learn/play urban neighborhood within walking distance of downtown, the State House complex, and the historic core campus of the university.

The Innovista planning area stretched from Assembly Street on the east to the Congaree River on the west, and from the Gervais Street entertainment district on the north to Catawba Street on the south. The planning process engaged the city, county, private landowners, the state, and the university in a partnership.

The city formally adopted the Innovista Master Plan and a design overlay for the area between the Congaree River and Assembly Street. An unanticipated effect of the formal adoption of the Innovista Master Plan and design overlay was to leave a narrow seam of the city's urban fabric—the eight block area of the South Main Capital District—as the only area between the traditional core campus of the university and the Congaree River without an updated master plan.

The South Main Capital District Area Plan is designed to create integration among Innovista, the State House complex, the university's core campus, and Columbia's city center.

While implementation of the Innovista Master Plan was delayed by the Great Recession, new mixed-use university facilities and private real estate development have shown the promise of the Innovista Master Plan. Bond funds from the county's penny sales tax initiative have been utilized for the redevelopment of Greene Street and will fund its extension to Huger Street and a proposed viaduct crossing the railroad tracks.

Timeline

OCT	NOV	DEC	JAN
1 KICKOFF & ANALYSIS	2 DESIGN CONCEPTS	3 DRAFT PLAN & FINAL RECOMMENDATIONS	
<ul style="list-style-type: none"> 1. Goal setting 2. Site analysis 3. Stakeholder meeting #1 	<ul style="list-style-type: none"> 1. Preliminary draft urban design concepts 2. Refined site analysis 3. Stakeholder meeting #2 	<ul style="list-style-type: none"> 1. Draft area plan 2. Stakeholder meeting #3 3. Final plan recommendations 	

Planning Goals and Process

The goal of the area plan is to develop a master plan and urban design framework that is mutually beneficial to the area's diverse stakeholders: private landowners, the City of Columbia, the State of South Carolina, and the University of South Carolina.

For private landowners, the plan and urban design framework should accomplish the following:

- Support continued operations of existing businesses
- Improve the quality of the public realm and make the District more pedestrian friendly
- Catalyze existing properties to redevelop to higher value mixed-use development in the future

For the City of Columbia, the plan and urban design framework should accomplish the following:

- Improve the functional and aesthetic qualities of the public realm
- Respect and protect the area's historic assets, including the State House complex and the USC Horseshoe
- Respond to the authenticity of the older mercantile buildings between College and Pendleton Streets
- Strengthen the City of Columbia's real estate tax base

For the state, the plan and urban design framework should accomplish the following:

- Respond to the historic nature of the State House complex
- Protect the views on South Main Street to the State House
- Improve the pedestrian access to the landscaped grounds of the State House complex
- Provide space and local amenities for state employees and affiliates

For the University of South Carolina, the plan and urban design framework should accomplish the following:

- Protect the university's historic resources
- Respond to the pedestrian-oriented character of the university campus
- Recognize that South Main Capital District is now within the heart of the university's urban campus
- Improve the physical quality, aesthetics, and pedestrian safety of the South Main Capital District as part of the university's urban campus

The planning process occurred between October 2016 and January 2017. The process was broadly organized into three phases, each with a public meeting. All property owners and business operators within the District were invited to the public meetings, as well as representatives from USC, the city, county, state, and local non-profits and community groups. The planning team endeavored to create a process and meeting format that was as inclusive and transparent as possible.

The following is a list of project phases and meeting agendas:

- Phase 1: documentation of existing site conditions and initial planning analysis. A public meeting in October 2016 kicked off the project and facilitated stakeholder discussions to understand current sentiments, challenges, plans, and aspirations for the District.
- Phase 2: draft goals, detailed site analysis, and urban design concepts. A public meeting in November 2016 allowed the planning team to present the work to date and solicit discussion and feedback for concept refinement.
- Phase 3: draft plan. The planning team presented the draft South Main Capital District Area Plan at a public meeting in January 2017.

What's Ahead in this Document?

The remainder of this document is organized into three sections:

2 The District Today

3 Vision for the Future

4 Recommendations Summary

The narrative moves from current conditions to proposed future conditions. General findings summarizing the current strengths and weaknesses of the District can be found in the next section. A description of the long-range vision for the District can be found in Section 3, Vision for the Future. The “Recommendations Summary” section is a distillation of the analysis and design work preceding it—for the reader with limited time, this section offers the best summary of the document’s big ideas.

2

THE DISTRICT TODAY



SANDY'S

GREAT SALAD DOGS
AND
HUGE ICE CREAM

NBSC

Existing Conditions

The South Main Capital District today is a mix of academic buildings, parking lots, and commercial establishments. Very few residents live in the District currently.

The northern blocks of the South Main Capital District have a large amount of surface parking and a greater proportion of privately owned properties compared with the southern blocks, which are primarily occupied by USC academic buildings. Much of the District has excellent views to the State House, especially the Main Street corridor.

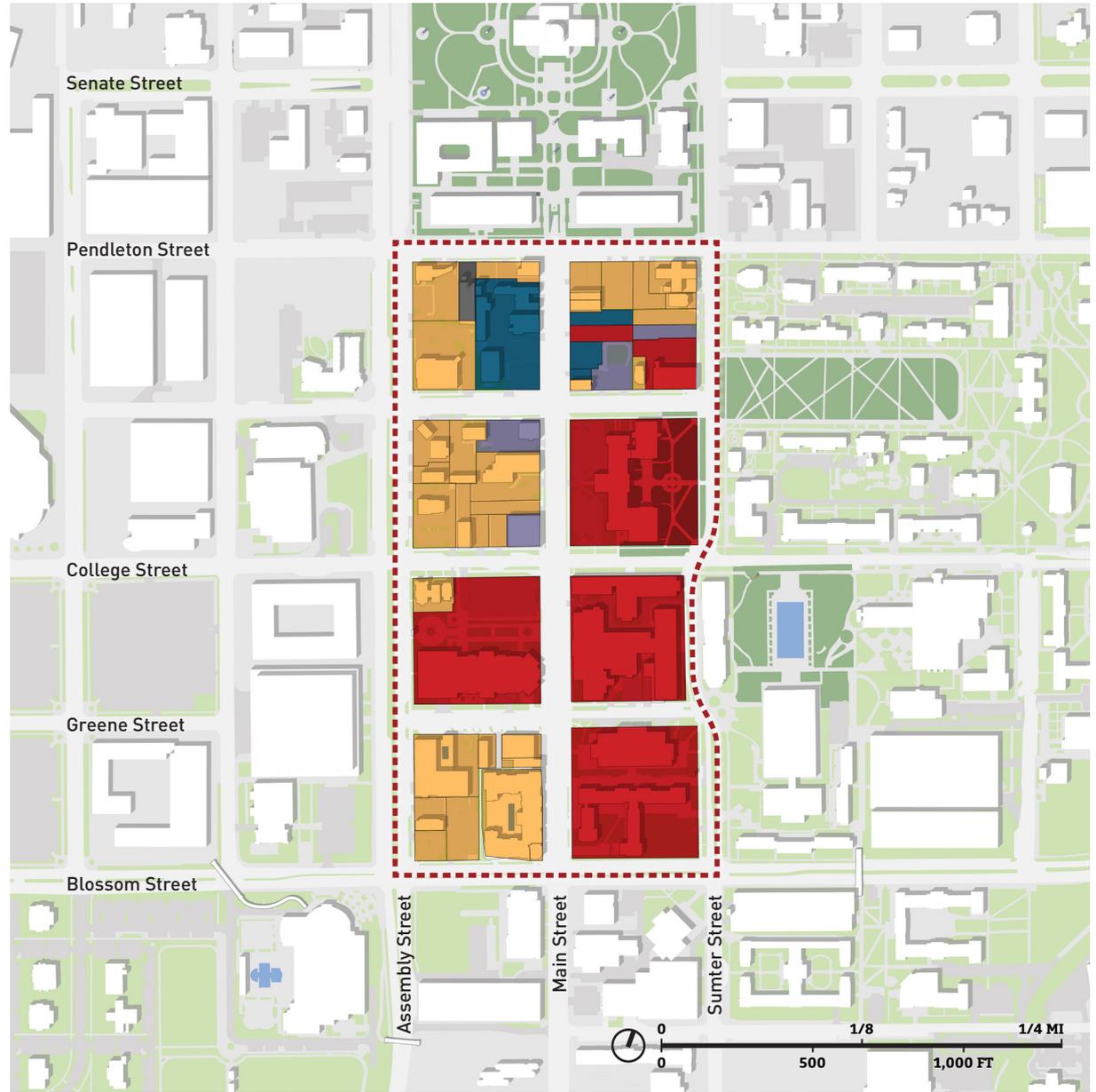
The image at left depicts the view today standing between Greene and College Streets looking north toward the State House complex. The State House provides a dramatic visual backdrop to the District and is one of its greatest assets. However, note the width of the street: the number of travel lanes and quantity of parking spaces throughout the District are excessive, especially since Main Street is not a significant north-south automobile throughway. The design of the streets today makes it difficult to get around as a pedestrian or bicyclist.

◀ South Main Street looking north toward the State House in 2016 (Source: Jeff Amberg)

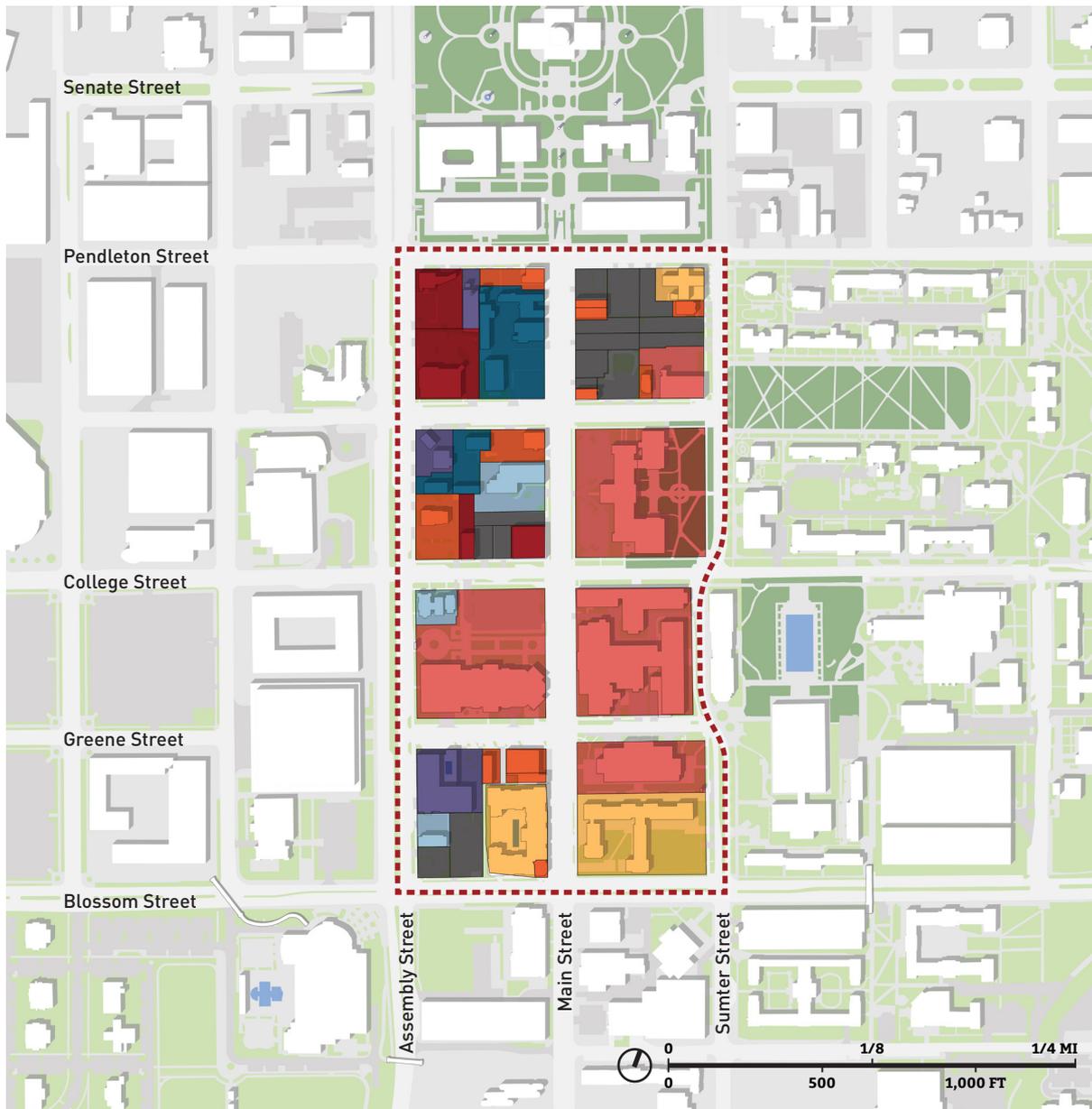
Property Ownership

Most of the land in the District is either owned privately or by USC, with some state and utility properties near the State House.

-  Site Area
-  USC Foundation
-  USC
-  Private
-  State of South Carolina
-  Utility



Property Ownership



Primary Land Use

The three most common land uses in the District are academic, restaurant/café, and office. Approximately 950 residents live in the District today.

-  Site Area
-  Retail
-  Academic
-  Restaurant/Cafe
-  Residential
-  Religious
-  Office
-  Other
-  Parking

Primary Land Use

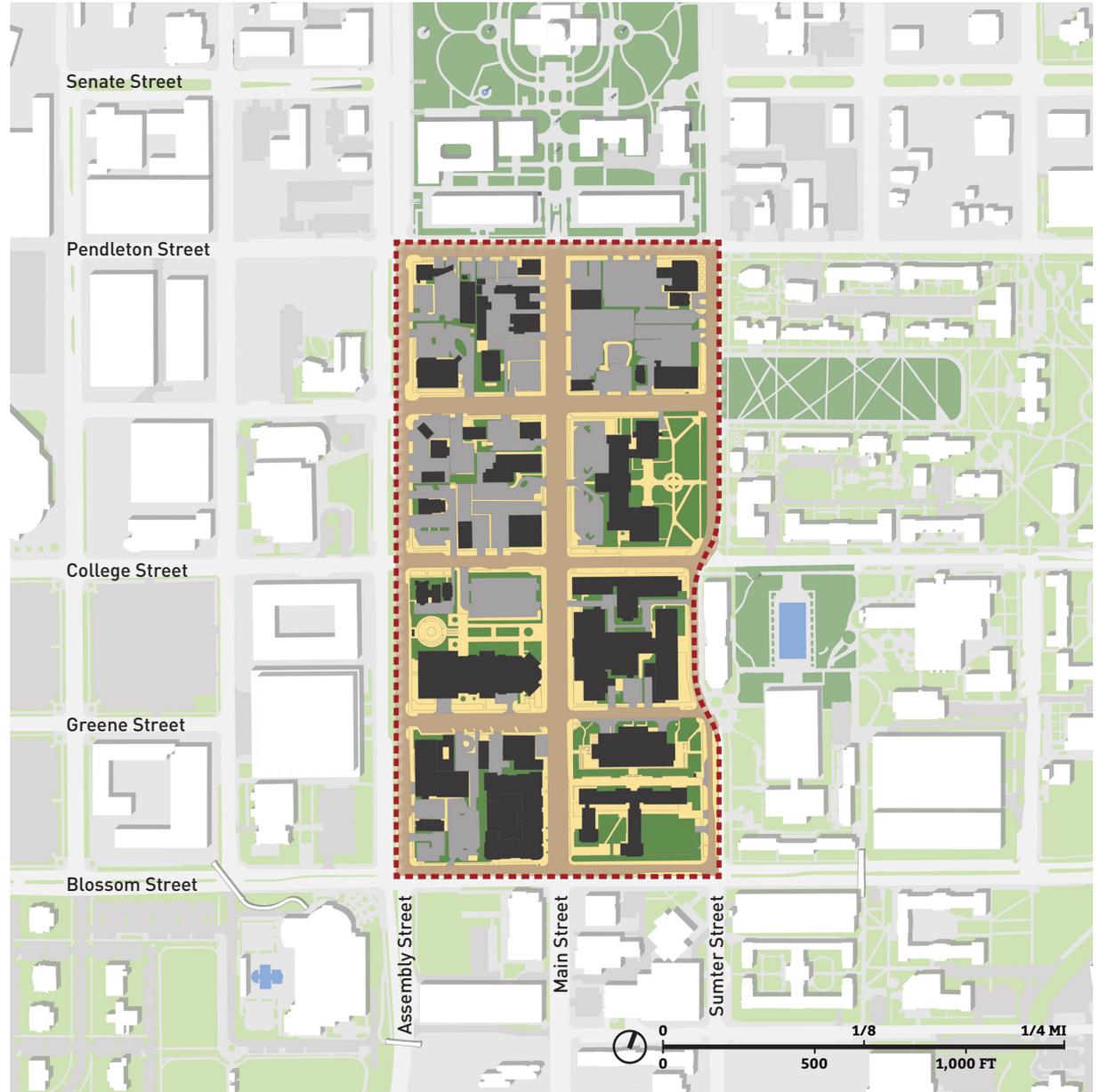
Land Cover

There are two significant facts to note regarding land cover in the District today: the District has very little green space, and it has an excessive amount of surface parking, especially in the blocks closest to the State House.

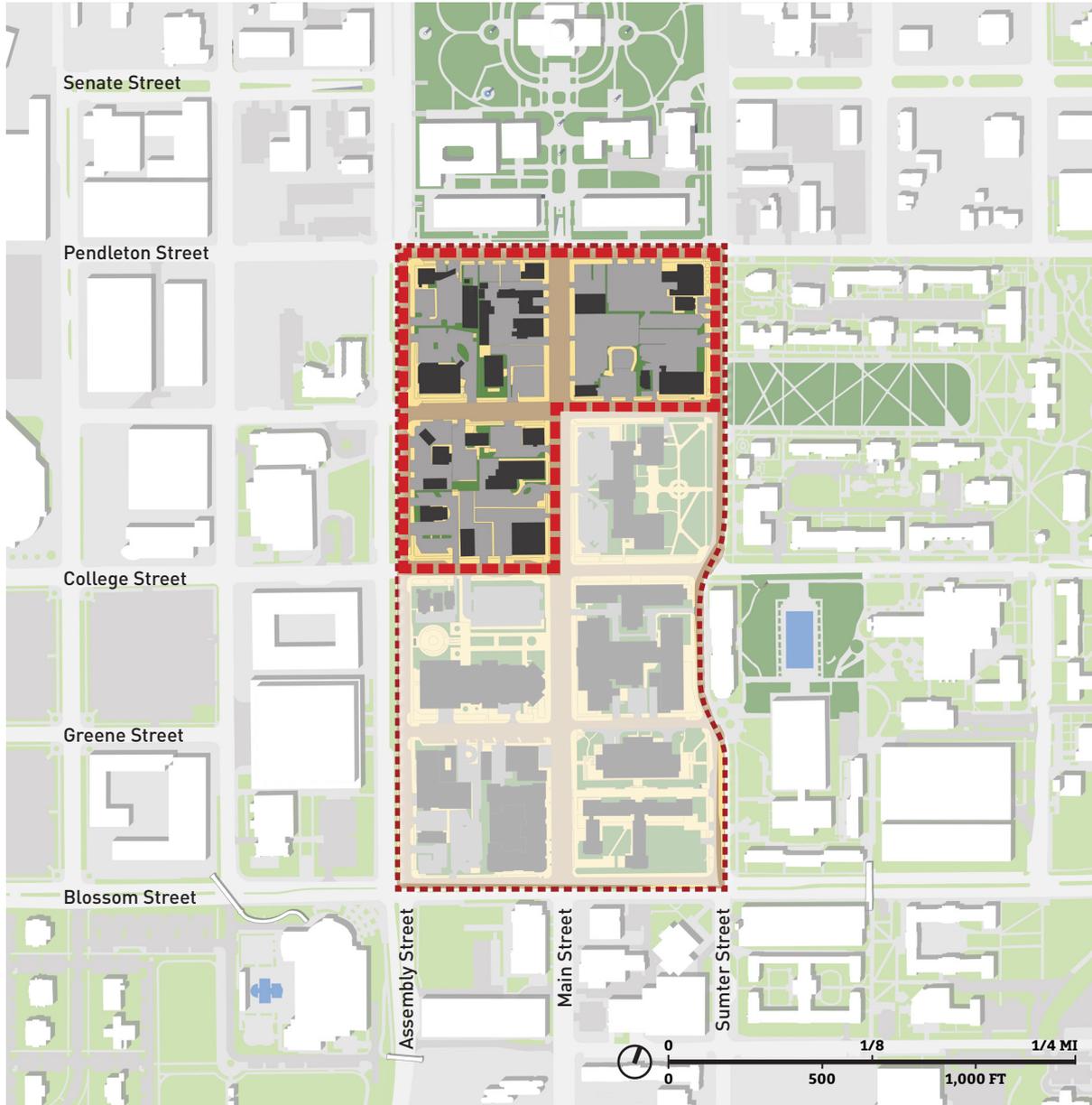
	ACRES	%
Parking	11.8	32%
Buildings	11.7	32%
Circulation*	7.5	21%
Green Space	5.5	15%

* Acreage includes interior block circulation and excludes sidewalks

-  Site Area
-  Parking
-  Buildings
-  Circulation
-  Green Space
-  Right of Way



Land Cover



Land Cover: Blocks Near State House

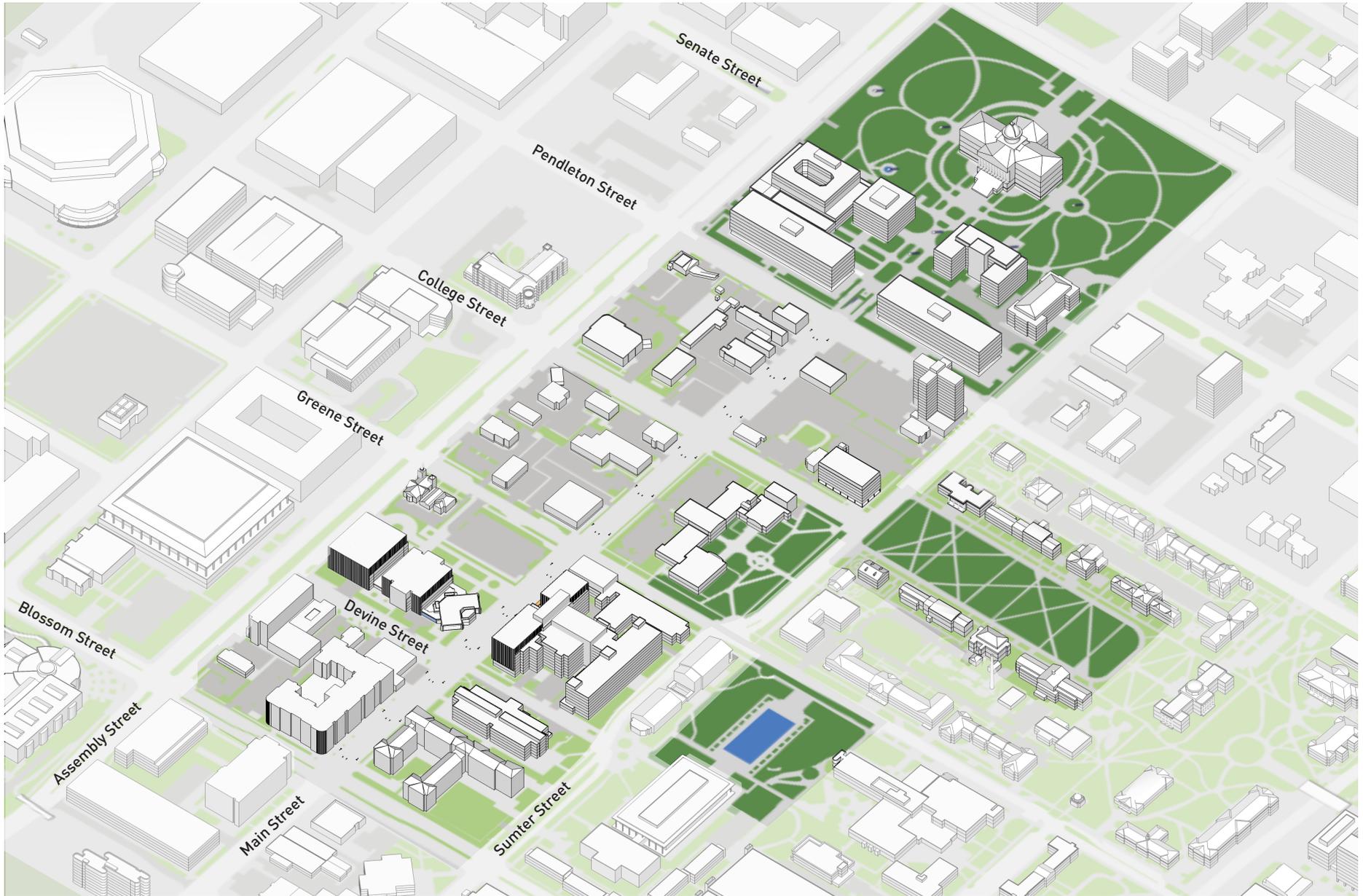
Land Cover: Blocks Near the State House

The imbalance of land cover is especially notable near the State House. On the three blocks outlined on the map, nearly 60-percent of the surface area is dedicated to parking. This exceeds the amount of space typical of a mature, well-functioning urban district. Such a district should be expected to feature street-fronted buildings with parking located at the center of blocks or in subterranean parking garages.

	ACRES	%
Parking	7.9	58%
Buildings	3.2	23%
Circulation*	1.7	12%
Green Space	0.9	7%

* Acreage includes interior block circulation and excludes sidewalks

- Site Area
- Parking
- Buildings
- Circulation
- Green Space
- Right of Way



South Main Capital District existing condition

Summary of Findings

The research and analysis presented in this section can be summarized in the following findings.

- **Gaps:** too many surface parking lots and voids exist in the District's urban fabric, indicating significant opportunities for infill and redevelopment
- **Prime Location:** the District's primary asset is its location relative to the USC campus and the State House complex
- **Local Market:** USC and the South Carolina state government are the two biggest drivers of market demand within the District
- **Building Condition:** despite being underdeveloped, the District today hosts successful businesses and has a building stock in reasonably good condition
- **Unbalanced Streets:** the District's streets are too wide and are dangerous for pedestrians and bicyclists

The District is successful in some ways but is not living up to its potential. Its views to the State House and excellent location are its greatest current assets. To its credit, the District hosts successful businesses and has a building stock in reasonably good condition. Otherwise, the District is falling short. Its urban fabric has numerous gaps created by excess surface parking lots and it lacks a viable public realm (e.g., public park spaces, areas for outdoor activities, and sidewalk dining). As noted earlier, the street hierarchy does not match the needs of the District—it is built for cars, despite not being a critical thoroughway for vehicular traffic, and is treacherous to navigate as a pedestrian or bicyclist. The vision plan presented in the next section addresses these challenges and presents a vision for a dynamic District.

3

VISION FOR THE FUTURE



röti
MEDITERRANEAN
GRILL

röti
MEDITERRANEAN
GRILL

Land Use and Urban Design

The land use and urban design elements of the plan respond to the diverse property ownership and historic resources of the South Main Capital District.

Land Use

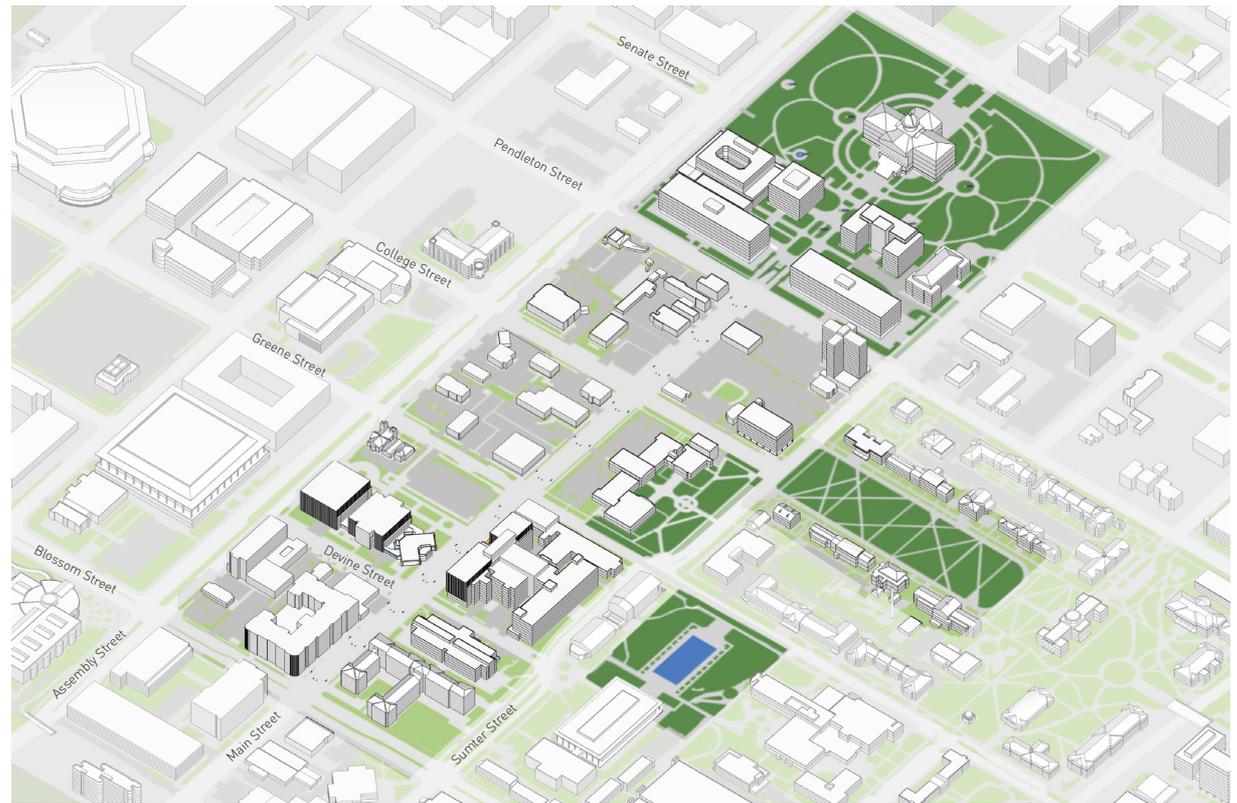
The South Main Capital District Area Plan provides for an urban, mixed-use, pedestrian-oriented environment of public, private, and institutional facilities. The plan responds to the authentic character of the older mercantile buildings on the blocks between Pendleton and Greene Streets and recommends dramatic improvements to the pedestrian character and aesthetics of the public realm. Suggested architectural design controls complement the unique historic resources of the State House complex and the USC Horseshoe and retain the authenticity of the older mercantile buildings.

The plan extends the Innovista concept of an urban, mixed-use live/work/learn/play neighborhood across Assembly Street to Sumter Street. The two blocks of South Main Street between Pendleton and Greene Streets are envisioned as a revitalized commercial street with retail, dining, and shops at sidewalk level on both sides of the street. The plan supports the existing predominant institutional uses of the university on the remaining two blocks of South Main Street. The plan anticipates that larger-scale private businesses will remain on the east side of Assembly Street, and accommodates further redevelopment of these properties in the future.

Urban Design

The urban design elements of the area plan envision two- to six-story mixed-use, street-fronted buildings on South Main Street. The plan proposes a building height limit of six stories in response to the distinctive historic resources of the State House complex and the historic USC Horseshoe. The six-story height places any new buildings at or below the cornice line of the State House dome in order to preserve the singular and distinctive view of the State House along South Main Street. The proposed height limit mirrors the height of the existing state administrative buildings flanking the south side of the State House. Further, two- to six-story buildings will complement the historic USC Horseshoe, framed by antebellum buildings, all of which are listed on the National Register of Historic Places.

The plan illustrates retaining some of the older mercantile buildings on South Main Street. The finer scaling of the facades of these buildings located on the two blocks of South Main Street between Pendleton and Greene Streets contributes to a pedestrian-friendly environment and brings an authenticity difficult to achieve in new construction. The plan recommends that faces of any new buildings on these two blocks should be of a similar architectural scale as the older mercantile buildings, with smaller frontage on the sidewalk and lower heights on the street face. Higher elements of any new construction should feature a step back in height to the rear of the buildings.



South Main Street Capital District existing condition

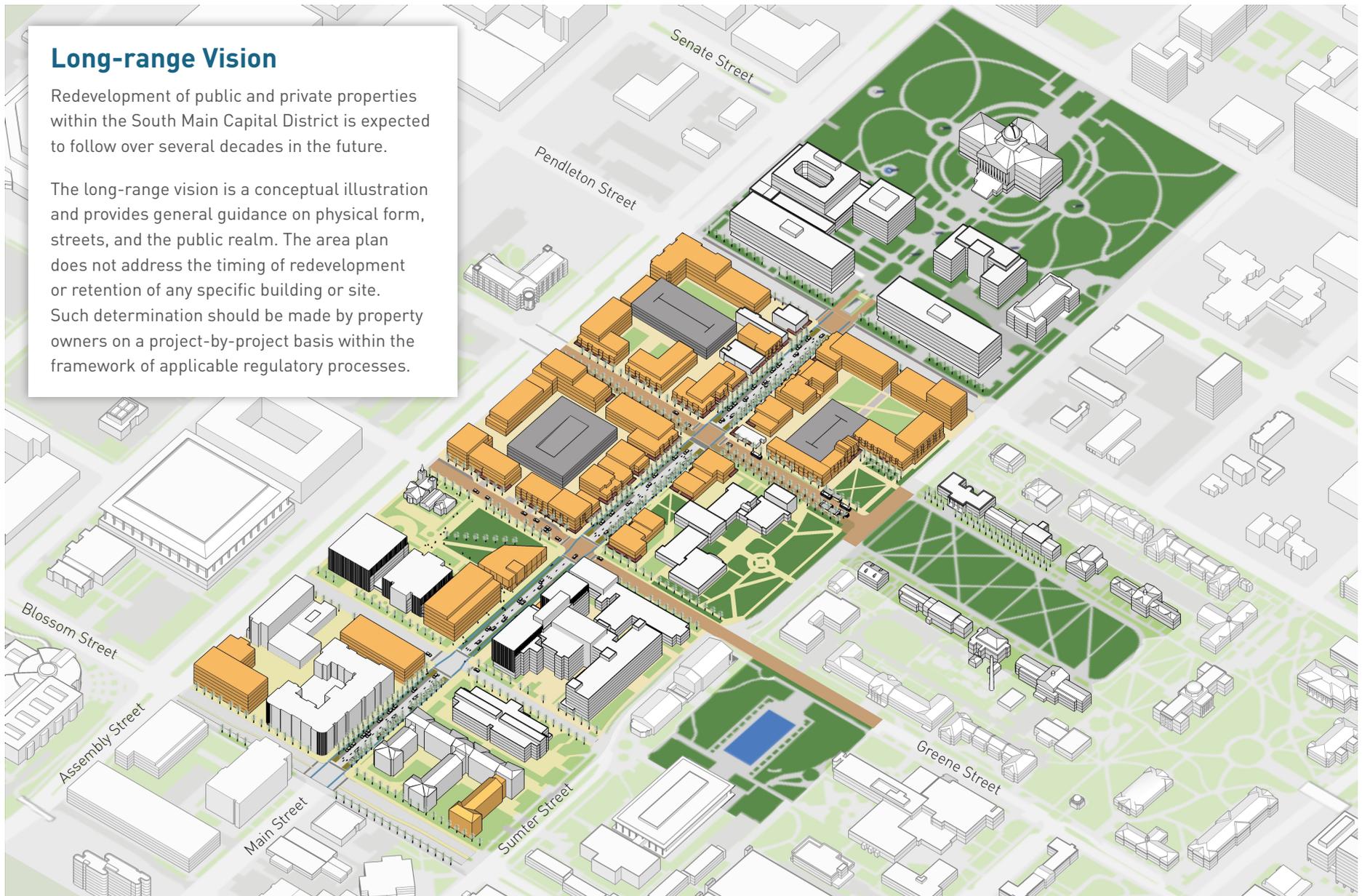
A unique urban design feature of South Main Street is a proposed frontage zone in the public right of way for adjoining property owners. The frontage zone will permit merchants to extend existing commercial and retail uses onto the sidewalk, promoting an active, urban, pedestrian environment with outdoor dining and other commercial activities.

For the east side of Assembly Street, the plan envisions larger-scale two- to six-story buildings. The plan envisions similar larger-scale buildings on South Main Street between Greene and Blossom Streets. Throughout the District, parking should be located on the interior of blocks, behind street-fronted buildings.

Long-range Vision

Redevelopment of public and private properties within the South Main Capital District is expected to follow over several decades in the future.

The long-range vision is a conceptual illustration and provides general guidance on physical form, streets, and the public realm. The area plan does not address the timing of redevelopment or retention of any specific building or site. Such determination should be made by property owners on a project-by-project basis within the framework of applicable regulatory processes.





GOVIND GALLERY

20

Mobility and Public Realm

The South Main Capital District is embedded within the historic street grid of Columbia, one of America's first planned cities. The plan envisions significant investment in the renovation of existing streets.

Transportation and Parking

Each street within the District serves a different function from a vehicular transportation perspective. Assembly Street is a state-designated highway and is a major arterial within the city, carrying thousands of vehicles per day. South Main Street between Pendleton and Greene Streets, while providing access to the abutting properties, does not carry significant vehicular through-traffic and does not serve a broader transportation function within the city.

The proposed transportation plan retains the historic street grid and reconciles vehicular function with the need to improve the quality of the pedestrian environment and pedestrian safety. Improving the quality and safety of the pedestrian environment is especially critical as the District is within what is now the core of the university's urban campus.

The plan envisions significant investment in the renovation of the existing streets, including the reduction of vehicular travel lanes on South Main

Street and transfer of the vehicular travel space to pedestrian and bicycle use. Additional sidewalk width will allow extensive shade tree planting and dedicated bicycle lanes on both sides of South Main Street. The removal of some curbside parking between Greene and Devine Streets will improve the safety of pedestrian street crossings.

Greene Street is designated a pedestrian-primary street in the Innovista Master Plan and serves as the university's principal pedestrian connection to Innovista—where its business school, arts facilities, research facilities, and new student housing are located—from the core campus. Within Innovista, Greene Street has been reconstructed with two vehicular travel lanes, a dedicated off-street bicycle lane, and no curbside parking. This design concept should extend eastward through the District.

◀ Precedent: National Harbor, Potomac, MD (Source: Sasaki)

College and Devine Streets—east-west crossing streets within the District—terminate at Sumter Street and do not serve a broader vehicular transportation function within the city.

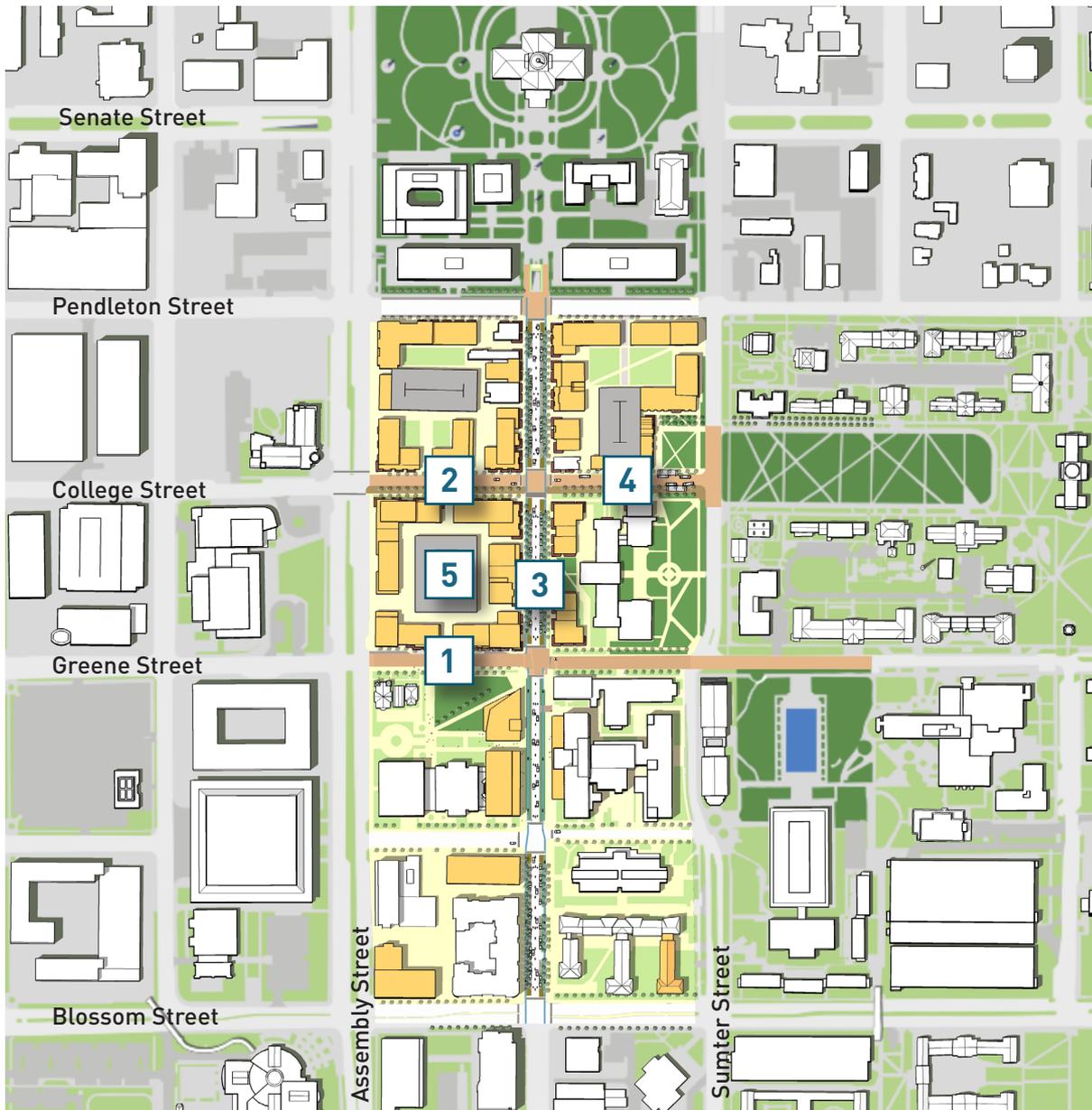
To improve pedestrian safety, the plan removes curbside parking on South Main Street between Greene and Blossom Streets where university academic facilities flank both sides of the street.

The plan envisions the development of a transit hub on College Street to improve the use and efficiency of the university's transit system and to create a destination for private operators bringing students to the campus from off-campus housing facilities.

The plan envisions that public and private parking structures will replace the extensive surface parking in the District. Surface parking presently covers more than 30 percent of the surface area between Pendleton and Greene Streets and nearly 60 percent of the area between College and Pendleton Streets. The garages will also replace curbside parking, removed in select locations to improve pedestrian safety and support development of a transit hub on College Street. While the plan retains most curbside parking in the District, curbside parking is removed on Greene Street between Assembly and Sumter Streets, on South Main Street between Greene and Blossom Streets, and on College Street.

The City of Columbia has recently completed Walk Bike Columbia: Pedestrian and Bicycle Master Plan—designed to improve transportation mobility within the city through improved pedestrian facilities and bicycle use. The proposed Phase 1 bike share program suggests 15 stations with 135 bicycles located downtown, at the university, at the Vista, and at Five Points. The South Main Capital District Area Plan supports this plan by proposing protected bicycle lanes on both sides of South Main Street, extending the dedicated bicycle lane of Greene Street in Innovista across Assembly Street into the South Main Capital District, and providing a dedicated bicycle lane on the proposed College Street promenade and transit hub.

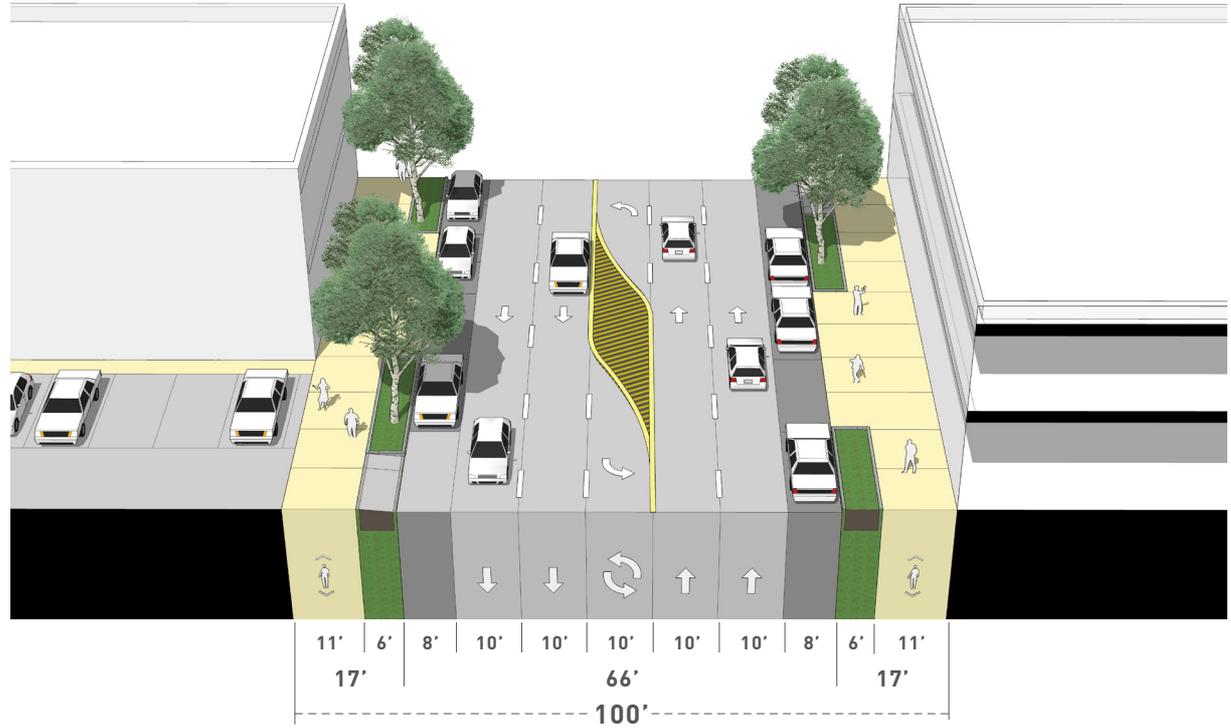
The South Main Capital District Area Plan anticipates that streetscape improvements, a public parking facility, and the university's transit hub will occur first in the redevelopment program. Redevelopment of public and private properties is expected to follow over several decades in the future.



The plan envisions significant transportation and parking improvements in the District.

- 1 Within Innovista, Greene Street is designed as a pedestrian-primary street. The South Main Capital District Area Plan extends this design concept across Assembly Street into the District. More broadly, Greene Street connects the Congaree River, Innovista, University Hill, Five Points, and neighborhoods to the east.
- 2 The plan proposes College Street as a low-speed shared street featuring a transit plaza and pedestrian promenade linking the USC Horseshoe to Innovista.
- 3 The plan envisions significant renovation of South Main Street, including reduction of vehicular travel lanes and transfer of the vehicular travel space to pedestrian and bicycle use.
- 4 The plan envisions development of a transit hub on College Street to improve the use and efficiency of the transit system.
- 5 Public and private parking structures located within the central areas of blocks will replace the extensive surface parking in the District.

South Main Street: Typical Existing Condition

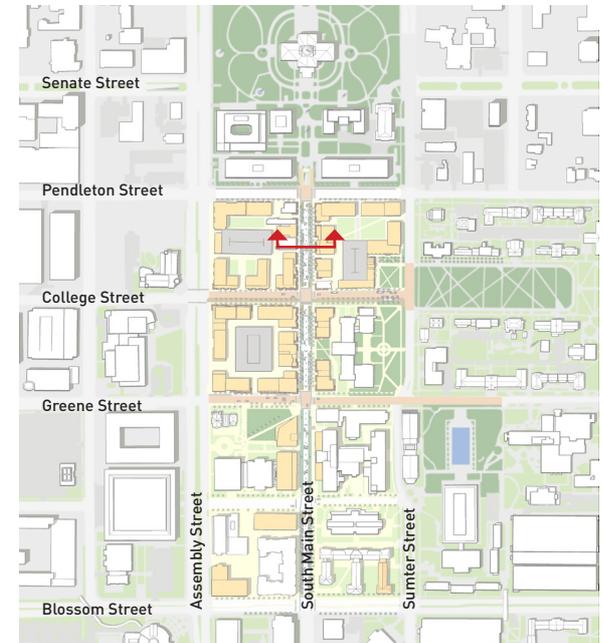


-  Sidewalk
-  Bike Lane
-  Planted Zone
-  Street Parking
-  Travel Lane

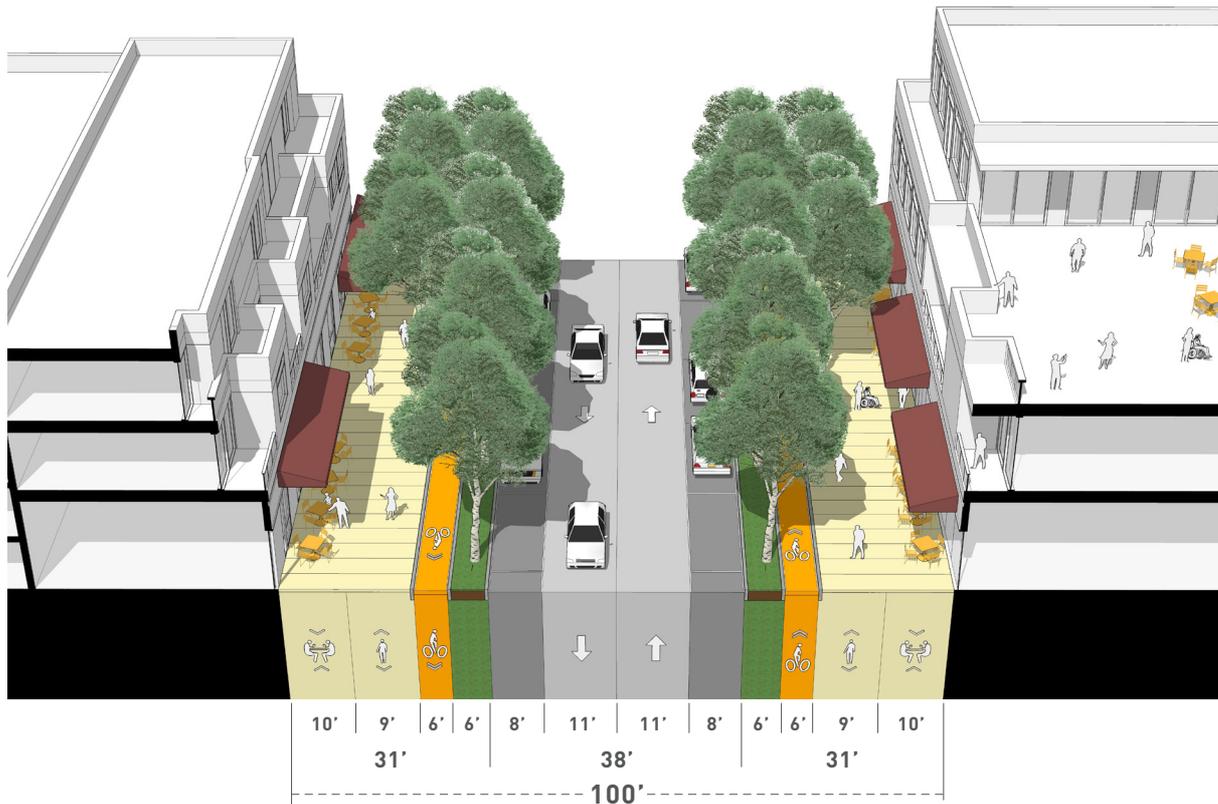
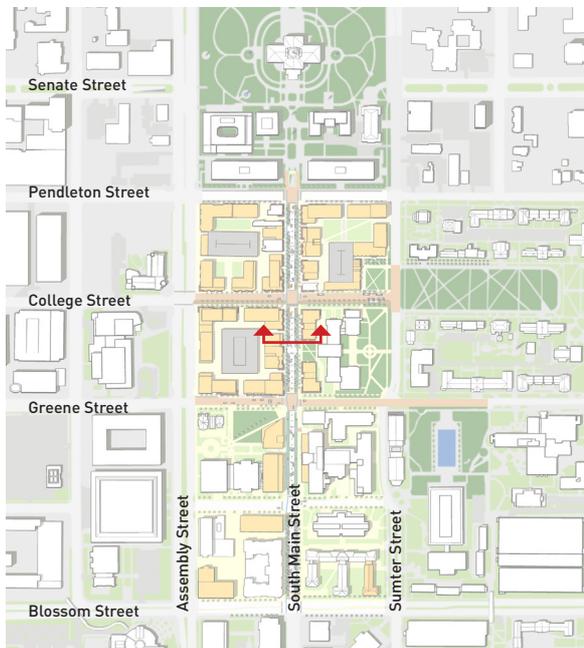
South Main Street: Proposed Streetscape Concept Between Pendleton and College Streets



- Frontage Zone
- Sidewalk
- Bike Lane
- Planted Zone
- Street Parking
- Travel Lane

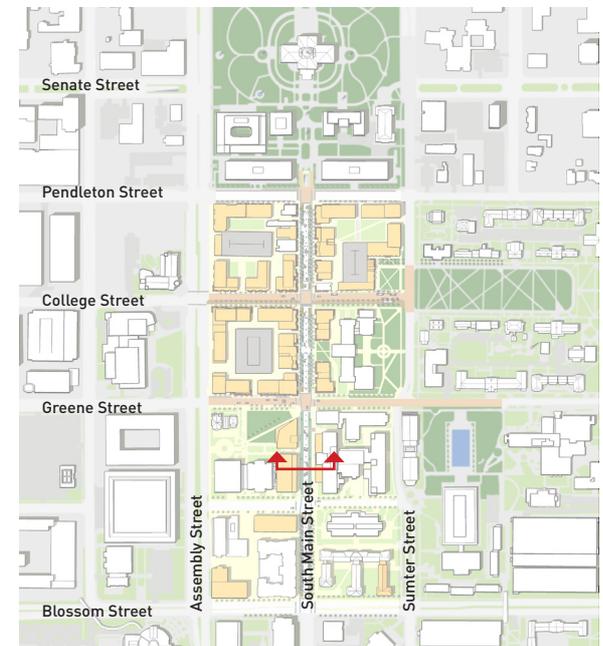
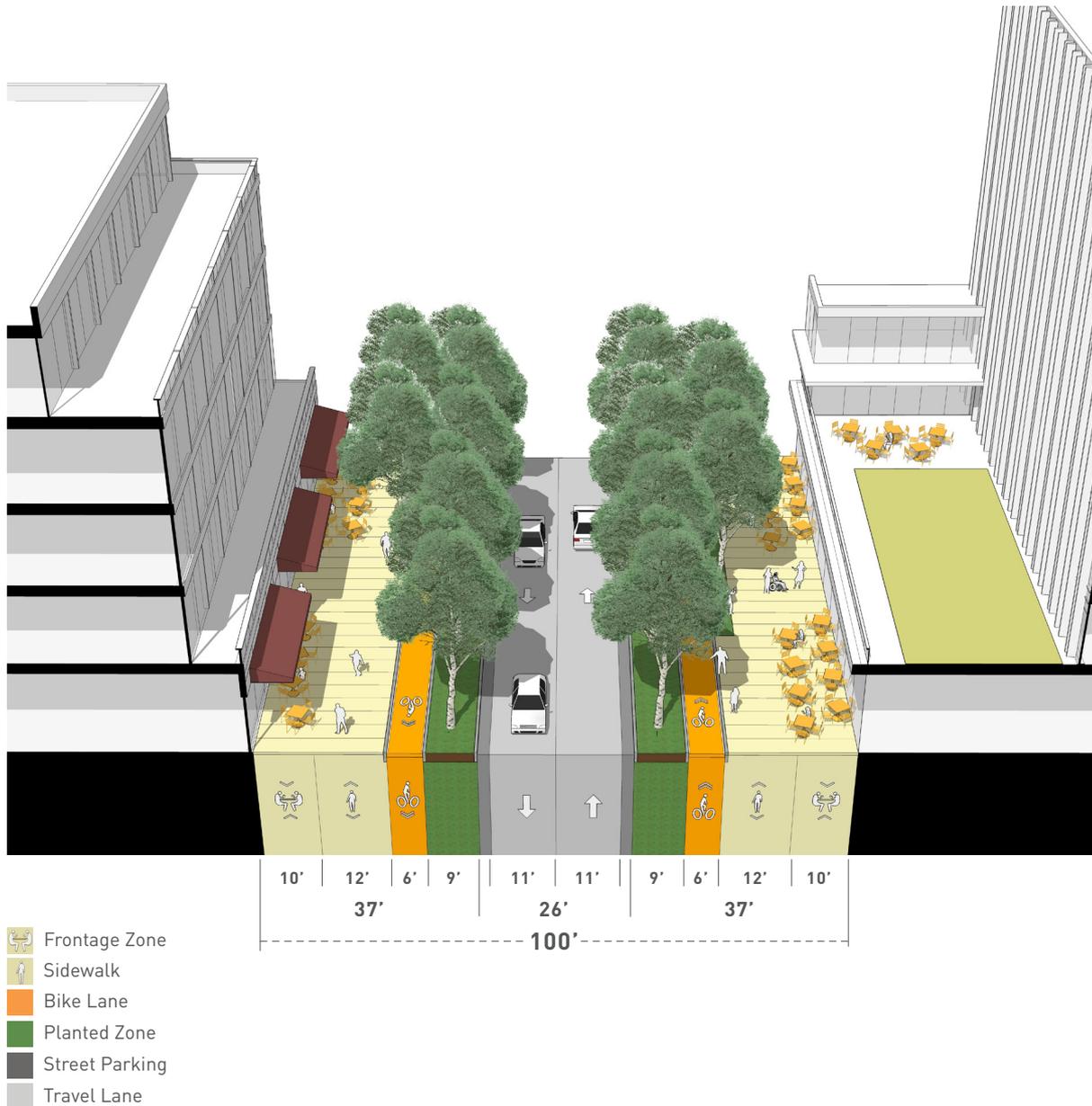


South Main Street: Proposed Streetscape Concept Between College and Greene Streets

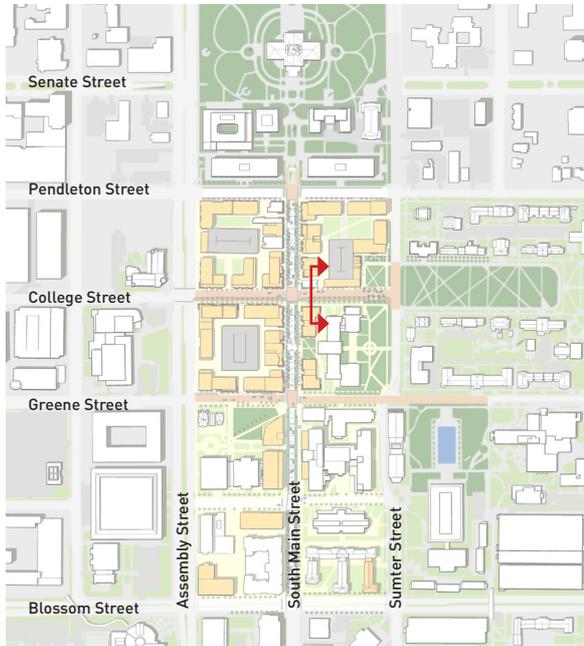


-  Frontage Zone
-  Sidewalk
-  Bike Lane
-  Planted Zone
-  Street Parking
-  Travel Lane

South Main Street: Proposed Streetscape Concept Between Greene and Devine Streets

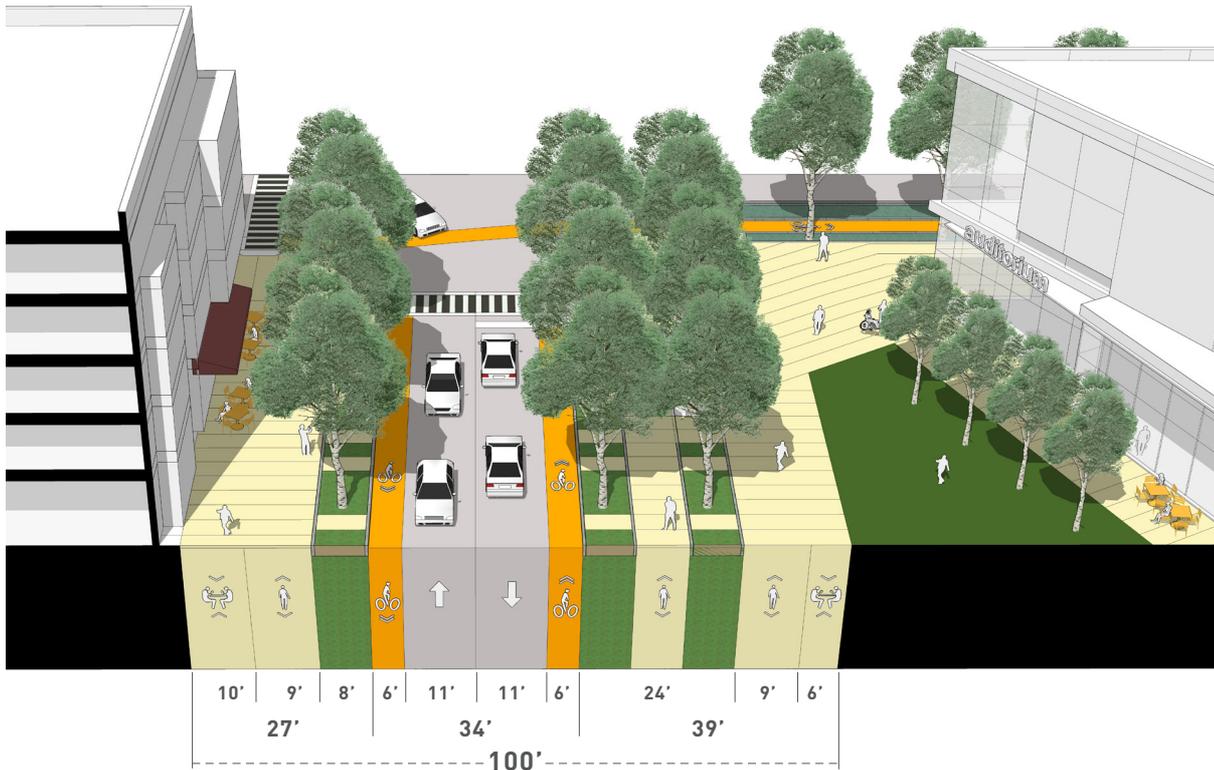


College Street: Proposed Streetscape Concept

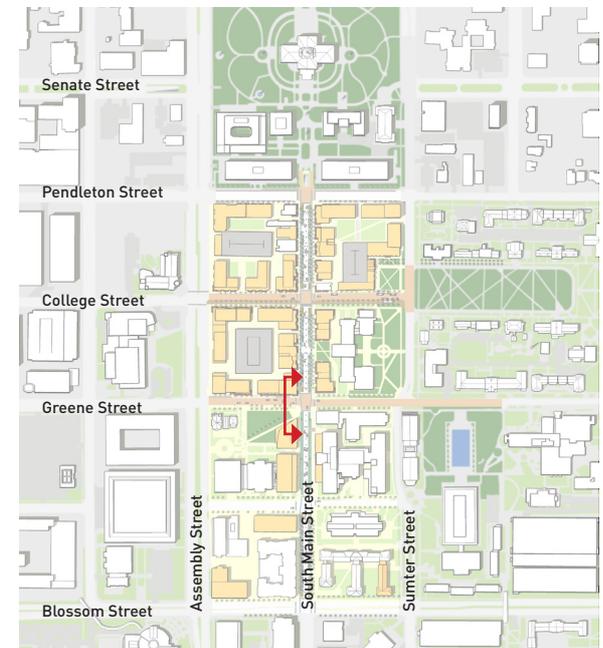


-  Frontage Zone
-  Sidewalk
-  Bike Lane
-  Planted Zone
-  Travel Lane

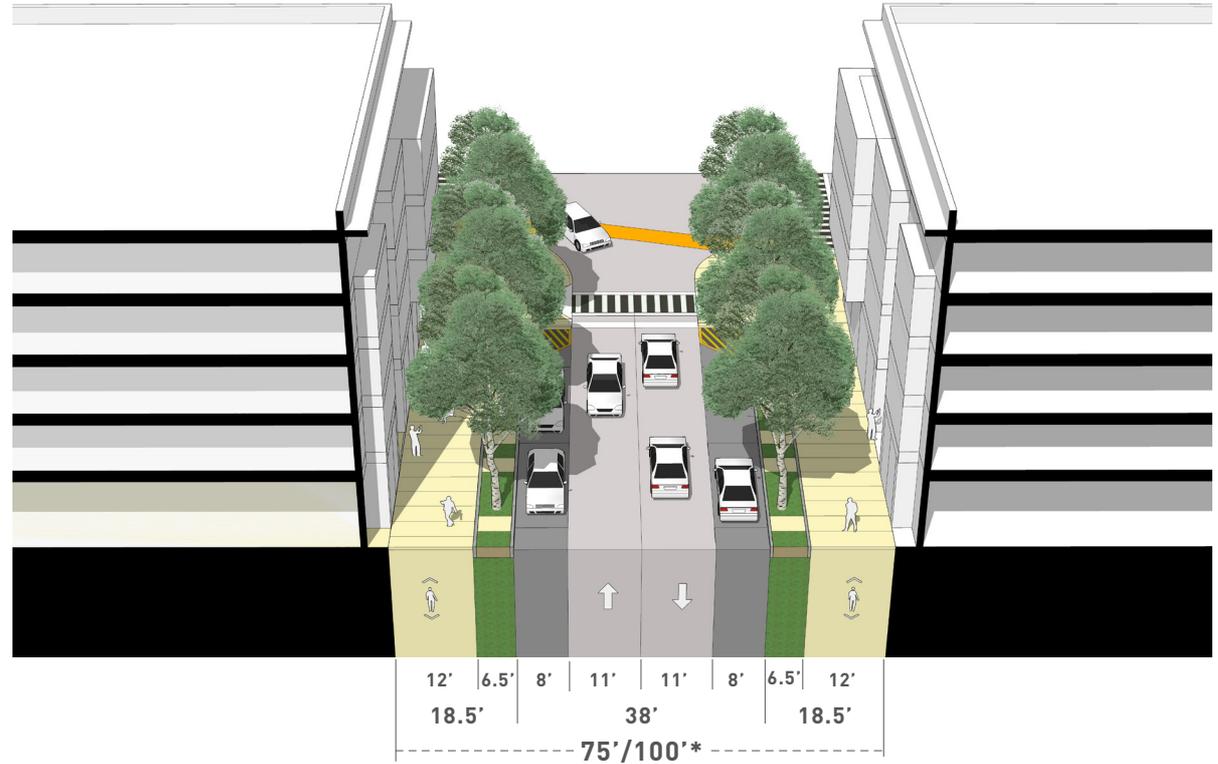
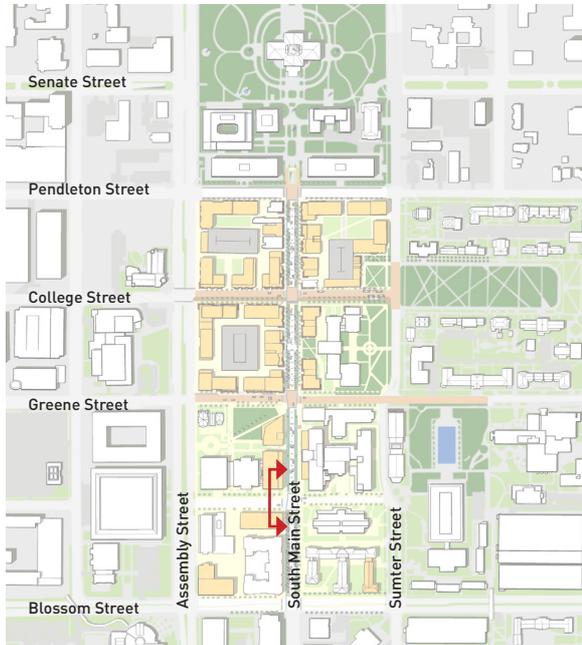
Greene Street: Proposed Streetscape Concept



- Frontage Zone
- Sidewalk
- Bike Lane
- Planted Zone
- Street Parking
- Travel Lane



Devine Street: Proposed Streetscape Concept



-  Sidewalk
-  Planted Zone
-  Street Parking
-  Travel Lane

* Where right of way exceeds 75 feet, the additional space shall be used to enhance the pedestrian and vegetative environment

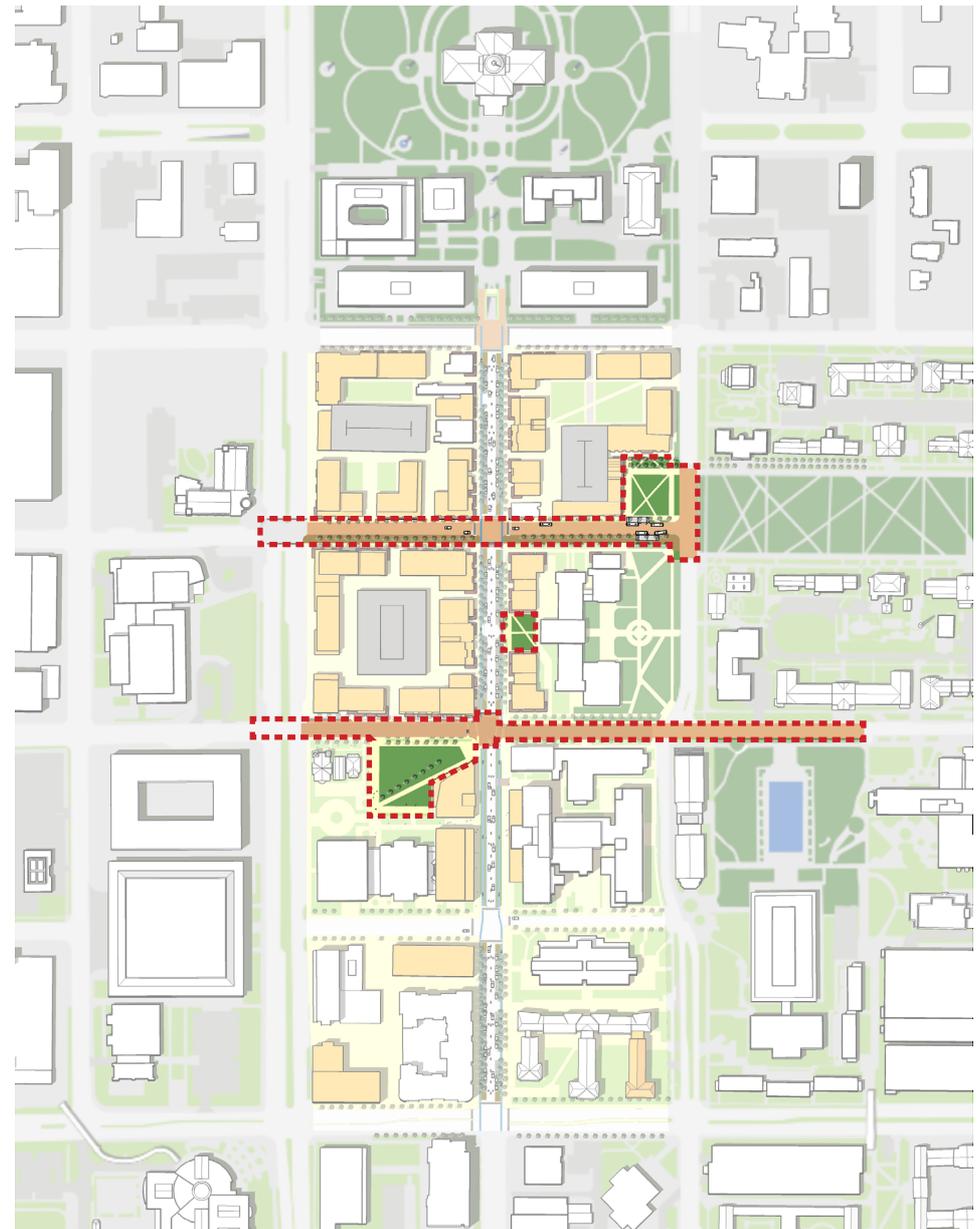
Public Realm

The plan identifies three public open spaces and two pedestrian promenades to complement the extensive streetscape planned for the District. The open spaces include a landscaped quadrangle replacing the Byrnes Building at the gateway to the USC Horseshoe, a landscaped quadrangle replacing the surface parking lot at the USC School of Law, and a landscaped courtyard at the west facing entry to Wardlaw College.

The College Street and Greene Street pedestrian promenades are shown in the diagram at right and illustrated in the streetscape concepts on pages 46-47. The College Street Promenade will connect the USC Horseshoe to South Main Street and the USC School of Music, the USC School of Public Health, and the Convention Center west of Assembly Street. The Greene Street promenade is an extension of the pedestrian-primary design concept for Greene Street from Innovista through the District.

The proposed cross section of South Main Street between Pendleton and Greene Streets illustrates two vehicular travel lanes with parallel curbside parking and 31-foot wide sidewalks. The sidewalks include the proposed frontage zone for abutting merchants, dedicated bicycle lanes, and landscape areas to place a double row of shade trees. While canopy shade trees will be utilized throughout the District for streetscape, the curbside row of trees on South Main Street should be a columnar form in order to preserve the view of the State House.

USC recently coordinated an effort to identify state, local, and federal funding sources intended to be utilized for streetscape improvements in the District.



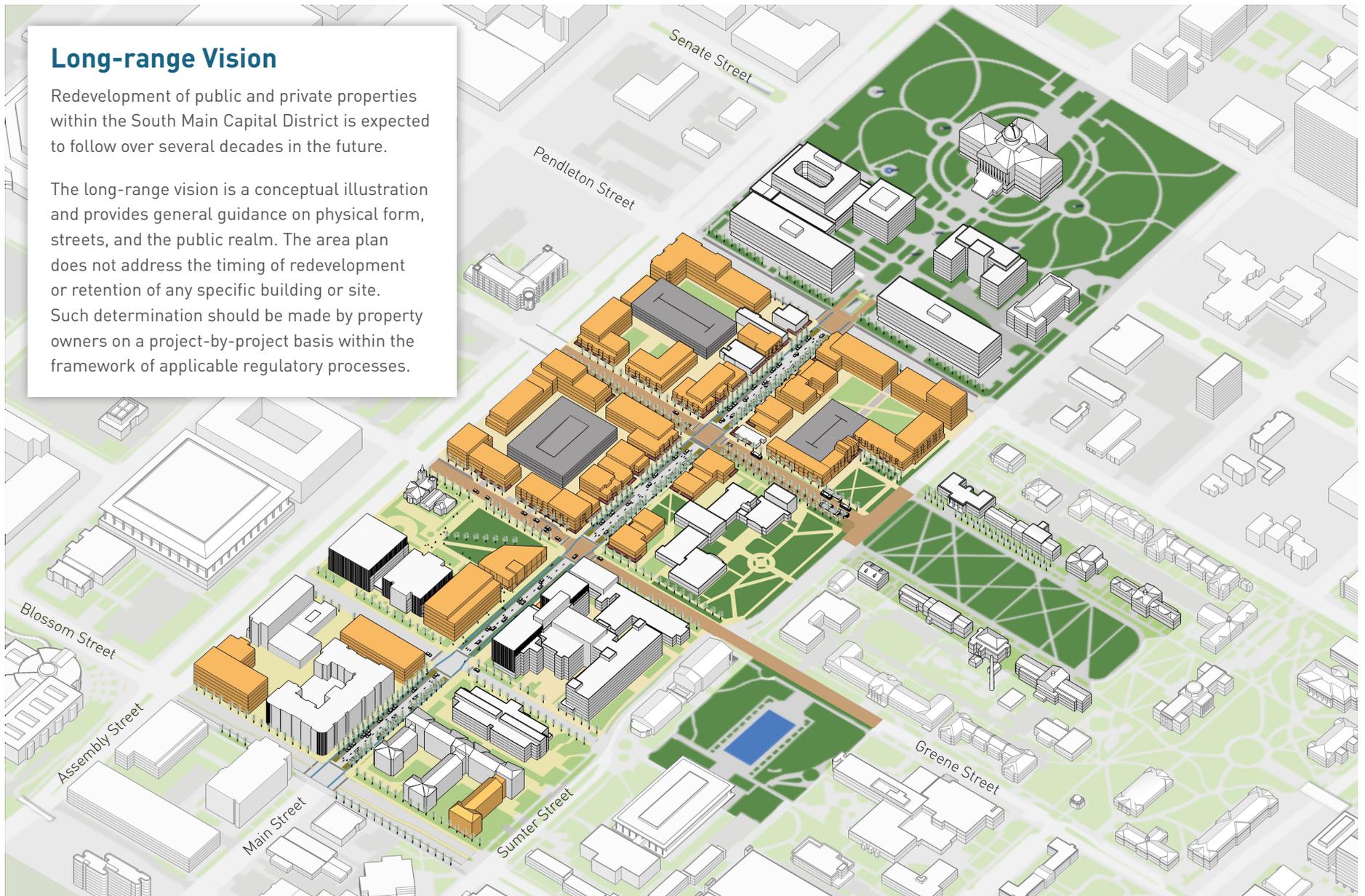
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RECOMMENDATIONS SUMMARY

Long-range Vision

Redevelopment of public and private properties within the South Main Capital District is expected to follow over several decades in the future.

The long-range vision is a conceptual illustration and provides general guidance on physical form, streets, and the public realm. The area plan does not address the timing of redevelopment or retention of any specific building or site. Such determination should be made by property owners on a project-by-project basis within the framework of applicable regulatory processes.



Recommendations

As a synthesis of the research presented in “The District Today” section and the urban planning and design vision presented in the “Vision for the Future” section, the South Main Capital District Area Plan proposes the following broad recommendations as implementation priorities:

- **Land Use:** encourage mixed-use development with housing and offices above street level retail and dining.
- **Building Heights:** modify existing zoning or create a supplementary land use control targeting building heights of two to six stories to ensure future development is consistent with the current neighborhood context and protects views to the State House.
- **Authenticity:** build on local historic architectural precedents to create a coherent and authentic look and feel for the District.
- **Housing:** increase the supply of residential units.
- **Public Realm:** enhance the District’s public realm with new green spaces, improved sidewalks, shade trees, and expanded outdoor dining.
- **Street Design:** reduce South Main Street to two lanes of vehicular traffic and upgrade its streetscape, including wider sidewalks and protected bicycle lanes.
- **Parking:** provide structured parking and adjust parking requirements to redevelop surface parking lots and create a more pedestrian friendly environment.
- **Design Controls:** Consider extending the Innovista design guidelines, with selective updates, to encourage high-quality redevelopment of the District.
- **Implementation Strategy:** articulate a detailed list of short, medium, and long-term implementation steps including responsible parties, a hierarchy of prioritization, project interdependencies, and possible funding sources.

Recommended Design Controls

Goals

The overall goal of the recommended urban design and architectural design controls is to assure that redevelopment of the District leads to the realization of a pedestrian-friendly urban environment and new buildings that respect the scale and character of the historic resources of the State Capitol, the USC Horseshoe, and the authenticity of the existing older mercantile buildings on South Main Street. The suggested design controls address the redevelopment of the existing streets, the public realm, and development of new buildings and parking facilities.

Streets

The South Main Capital District Area Plan calls for renovation of all existing streets in the District to balance their vehicular function with pedestrian and bicycle function, to improve their aesthetics, and to introduce street trees for shade. Intersection designs should accommodate multi-modal options per Walk Bike Columbia, the city's bicycle and pedestrian plan.

South Main Street from Pendleton Street to Greene Street & Devine Street to Blossom Street

- Two 11-foot vehicular travel lanes with curbside parking and a 31-foot pedestrian landscaped zone
- Pedestrian zone to include a 10-foot frontage zone for adjoining merchants and a 6-foot dedicated bicycle lane on both sides
- Landscape to include a double row of street trees
- Row of trees adjacent to curbside parking should be columnar in form in order to preserve views to the State Capitol Complex from South Main Street

South Main Street from Greene Street to Devine Street

- Two 11-foot vehicular travel lanes
- No curbside parking since the University has academic facilities on both sides of the street
- 37-foot pedestrian zones on both sides of the street incorporating 6-foot bicycle lanes
- Landscape to include a double row of street trees
- Trees adjacent to vehicular travel way should be columnar in form

College Street from Sumter Street to Assembly Street

- Two 12-foot vehicular travel lanes for buses and cars
- No curbside parking
- 32-foot pedestrian zone on the north side of the street with street trees
- 44-foot wide pedestrian promenade on the south side of the street featuring an allee of shade trees

Greene Street from Assembly Street to Sumter Street

- Extend the Greene Street cross section from Innovista to Sumter Street
- Two 11-foot vehicular travel lanes with a 6-foot bicycle lane on both sides of the street
- No curbside parking
- 39-foot pedestrian zone on south side of street with allee of shade trees
- 27-foot pedestrian zone on the north side of the street with street trees

Devine Street from Assembly Street to South Main Street

- Two 11-foot travel lanes with curbside parking
- Pedestrian zone on both sides of street with street trees
- Where right-of-way exceeds 75 feet, the additional space shall be used to enhance the pedestrian and vegetative environment

Sumter Street from Pendleton Street to Greene Street

- Retain existing travel way
- No curbside parking
- Special paving in right of way at the USC Horseshoe to mark the pedestrian crossing to the College Street promenade
- The city is planning cycle tracks on Sumter Street from Elmwood Avenue to Greene Street

Pendleton Street from Assembly Street to Sumter Street

- Work with the State of South Carolina and City of Columbia (owners of street) to modify existing parking garage access and improve pedestrian crossing at Main/Pendleton intersection
- Develop a plan and cross section for the reconfiguration of Pendleton Street to allow for vehicular travel, bicycle lanes, parking, and parking garage access

Public Realm

The South Main Capital District Area Plan proposes three new public open spaces: an extension of the Horseshoe across Sumter Street as a landscape quadrangle on the site of the existing Byrnes Building, a landscape courtyard at the west facing entry to Wardlaw College, and a landscape quadrangle on the site of the existing Law Center parking lot. The plan also proposes two pedestrian promenades: the College Street Promenade and the Greene Street Promenade.

The Byrnes Quadrangle

The Byrnes Building has been scheduled for removal in the university's campus master plan, to be replaced with a quadrangle mirroring the Horseshoe on the opposite side of Sumter Street. The South Main Capital District Area Plan illustrates the proposed Byrnes Quadrangle. The dimensions of the proposed quadrangle reflect the depth of the landscape in front of Wardlaw College. The proposed frame of new buildings aligns with the frame of historic buildings on the Horseshoe. Special paving is illustrated in the vehicular travel way of Sumter Street to mark the crossing from the Horseshoe to the proposed Byrnes Quadrangle. The crossing could take the form of a raised table. The proposed quadrangle will provide entry to the College Street Promenade which extends from Sumter Street to Assembly Street.

The Wardlaw Courtyard

The plan proposes the redevelopment the parking lot on the west side of Wardlaw College on South Main Street with new buildings and a landscaped courtyard. The courtyard will mark the entry to Wardlaw from the South Main Street side of the building and will provide a welcoming landscaped open space on South Main Street.

The Law Center Quadrangle

A new landscape quadrangle is proposed on the site of the existing Law School surface parking lot. The quadrangle will provide much needed landscaped open space and more direct access to the pedestrian underpass beneath Assembly Street to Innovista and the Moore School of Business.

The Greene Street and College Street Pedestrian Promenades

With the development of mixed-use, academic, research, and housing facilities west of Assembly Street, safe, convenient, and attractive pedestrian access from the core campus to new and existing facilities in Innovista has become an imperative for the university. The South Main Capital District Area Plan proposes two pedestrian promenades—the College Street Promenade and the Greene Street Promenade—to provide safe and convenient access to Innovista from the core campus.

The Greene Street Promenade extends from the reflecting pool at Thomas Cooper Library to Assembly Street where it links with the pedestrian promenade on the south side of the reconstructed Greene

Street in Innovista. The promenade is a 39-foot wide pedestrian zone with a broad sidewalk shaded by a double allee of canopy trees.

The College Street Promenade and its associated proposed transit hub will lead from the Horseshoe and Byrnes Quadrangle west to Assembly Street, providing safe and convenient pedestrian access from the core campus to Innovista. The promenade features a 44-foot wide pedestrian zone and a broad sidewalk under a double allee of shade trees.

Building Design

The South Main Capital District Area Plan calls for mixed land use in street-fronted buildings in an urban configuration. The existing suburban character of development in the District is expected to be redeveloped with higher density mixed-use urban development. The existing surface parking is expected to be replaced with parking structures.

In order to protect the historic resources of the State Capitol Complex and the university's Horseshoe, the architectural design controls recommend that new buildings heights be limited to six floors with a minimum building height of two floors. The building height limit is intended to protect the exceptional views of the State Capitol building on South Main Street. The six story height mirrors the height of the two state administrative facilities that flank the Capitol building. More detailed architectural design controls addressing building massing are recommended for new buildings in the two blocks between Pendleton and Greene Streets to ensure their compatibility with the older mercantile buildings that are anticipated to remain as the area is redeveloped.

South Main Street from Pendleton to Greene Street

The two blocks of South Main Street between Pendleton and Greene Streets are planned as active commercial/retail streets featuring first-floor shops and restaurants on both sides of the street with potential residential, office, and hotel use on the upper levels. In response to the authenticity that the older mercantile buildings contribute to these two

blocks, the vertical composition of the facades of new buildings should have a minimum step back of 20-feet at the second or third floor before reaching their maximum height of six floors. The architectural composition of new building facades should have articulated breaks in their horizontal plane in response to the architectural scale of the facades of the older mercantile buildings which range in width from 40-feet to 60-feet wide.

Sumter Street

The South Main Capital District Area Plan envisions future redevelopment of the west side of Sumter Street between Pendleton and College Streets, including development of the Byrnes Quadrangle. New building development in this block, which will frame the proposed Byrnes Quadrangle, should respond to the historic character of Wardlaw College and the University's historic buildings on the Horseshoe.

South Main Street from Greene Street to Blossom Streets; Devine Street; Greene Street; and Assembly Street

New building development on these streets should be responsive to the scale and institutional character of existing commercial and institutional buildings.

Parking

The plan anticipates that the District's extensive existing surface parking will be replaced with parking structures as the area redevelops. Similar to Innovista, the South Main Capital District Area Plan anticipates parking structures in the interior of the large blocks. Access to parking structures on the interior of the blocks should be limited to Pendleton, College, Greene, Devine, and Blossom Streets and be designed to minimize the entries' interference with pedestrian movement in adjoining pedestrian zones on these streets.

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