

Community Analysis



CLUSTER TWO

NEIGHBORHOODS:
 ARDINCAPLE
 HYATT PARK

POSITIVES:
 PUBLIC SPACE - HYATT PARK
 NEW INFILL HOUSING
 STRONG SINGLE FAMILY NEIGHBORHOOD CORE

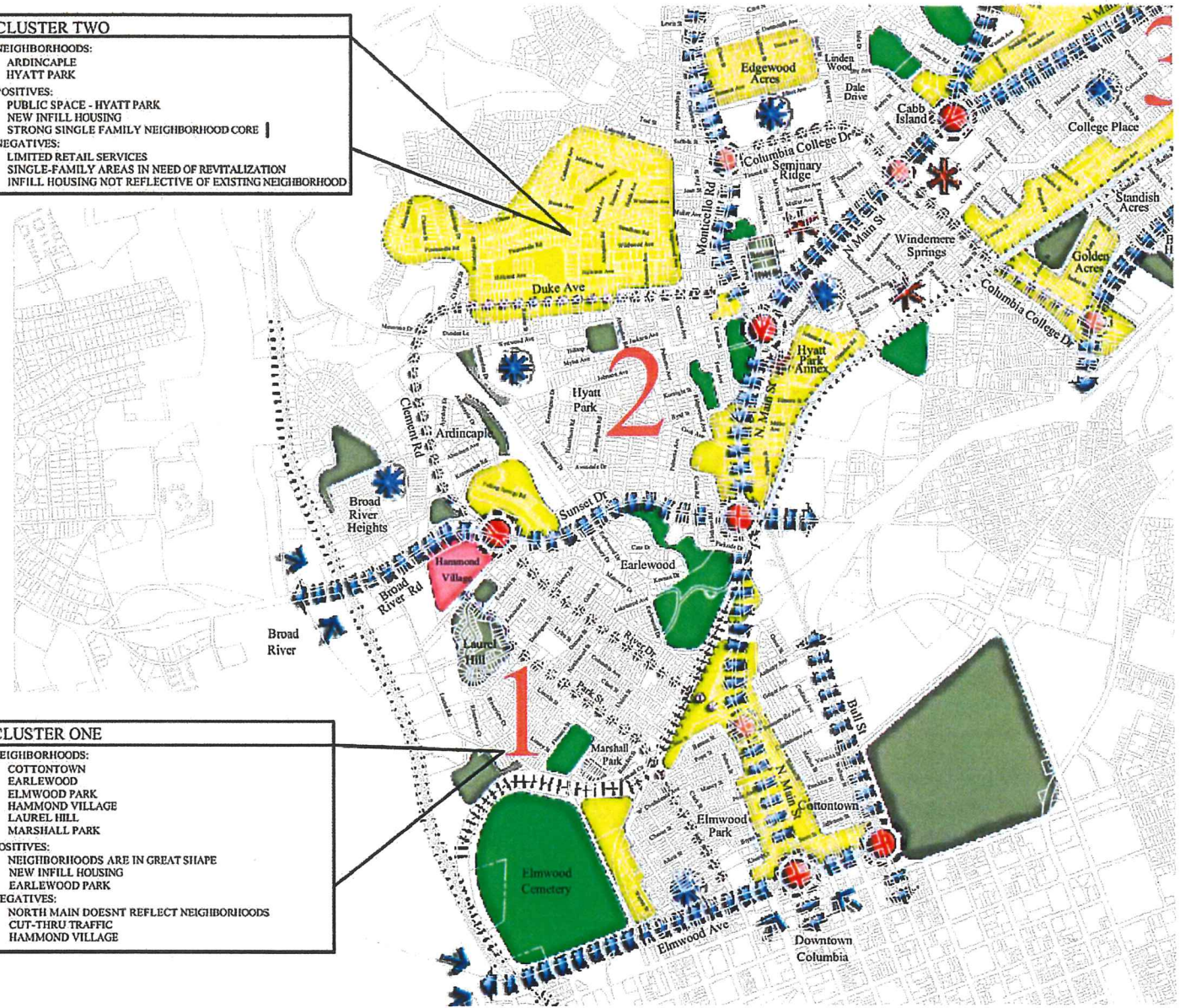
NEGATIVES:
 LIMITED RETAIL SERVICES
 SINGLE-FAMILY AREAS IN NEED OF REVITALIZATION
 INFILL HOUSING NOT REFLECTIVE OF EXISTING NEIGHBORHOOD

CLUSTER ONE

NEIGHBORHOODS:
 COTTONTOWN
 EARLEWOOD
 ELMWOOD PARK
 HAMMOND VILLAGE
 LAUREL HILL
 MARSHALL PARK

POSITIVES:
 NEIGHBORHOODS ARE IN GREAT SHAPE
 NEW INFILL HOUSING
 EARLEWOOD PARK

NEGATIVES:
 NORTH MAIN DOESNT REFLECT NEIGHBORHOODS
 CUT-THRU TRAFFIC
 HAMMOND VILLAGE



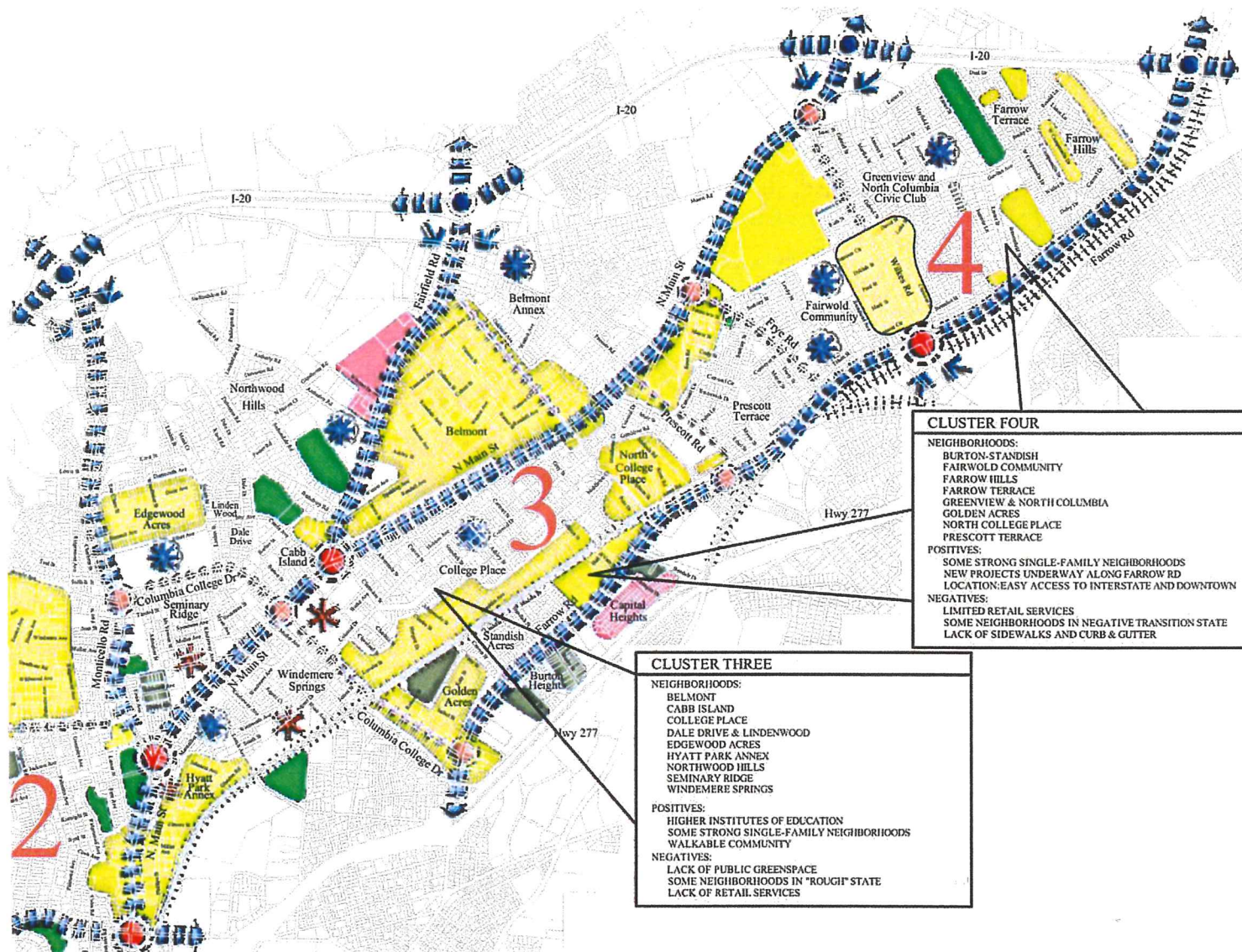
LEGEND

-  POTENTIAL MAJOR ACTIVITY NODE
-  POTENTIAL MINOR ACTIVITY NODE
-  EXISTING INTERCHANGE
-  EXISTING PUBLIC SCHOOL
-  HIGHER EDUCATION FACILITY
-  MAJOR ROAD CORRIDOR
-  MINOR ROAD CORRIDOR
-  EXISTING RAILROAD
-  EXISTING OPEN SPACE
-  NEW/PROPOSED DEVELOPMENT
-  OPPORTUNITIES FOR POTENTIAL REHAB/REDEVELOPMENT
-  AREAS NEGATIVELY INFLUENCING COMMUNITY
-  CITY LIMITS
-  LIMITS OF CLUSTER AREA
-  COMMUNITY/CITY GATEWAY
-  FIVE MINUTE WALKING DISTANCE

Community Analysis

Site Analysis

Community Analysis



- LEGEND**
- POTENTIAL MAJOR ACTIVITY NODE
 - POTENTIAL MINOR ACTIVITY NODE
 - EXISTING INTERCHANGE
 - EXISTING PUBLIC SCHOOL
 - HIGHER EDUCATION FACILITY
 - MAJOR ROAD CORRIDOR
 - MINOR ROAD CORRIDOR
 - EXISTING RAILROAD
 - EXISTING OPEN SPACE
 - NEW/PROPOSED DEVELOPMENT
 - OPPORTUNITIES FOR POTENTIAL REHAB/REDEVELOPMENT
 - AREAS NEGATIVELY INFLUENCING COMMUNITY
 - CITY LIMITS
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 - FIVE MINUTE WALKING DISTANCE

CLUSTER FOUR

NEIGHBORHOODS:
 BURTON-STANDISH
 FAIRWOLD COMMUNITY
 FARROW HILLS
 FARROW TERRACE
 GREENVIEW & NORTH COLUMBIA
 GOLDEN ACRES
 NORTH COLLEGE PLACE
 PRESCOTT TERRACE

POSITIVES:
 SOME STRONG SINGLE-FAMILY NEIGHBORHOODS
 NEW PROJECTS UNDERWAY ALONG FARROW RD
 LOCATION: EASY ACCESS TO INTERSTATE AND DOWNTOWN

NEGATIVES:
 LIMITED RETAIL SERVICES
 SOME NEIGHBORHOODS IN NEGATIVE TRANSITION STATE
 LACK OF SIDEWALKS AND CURB & GUTTER

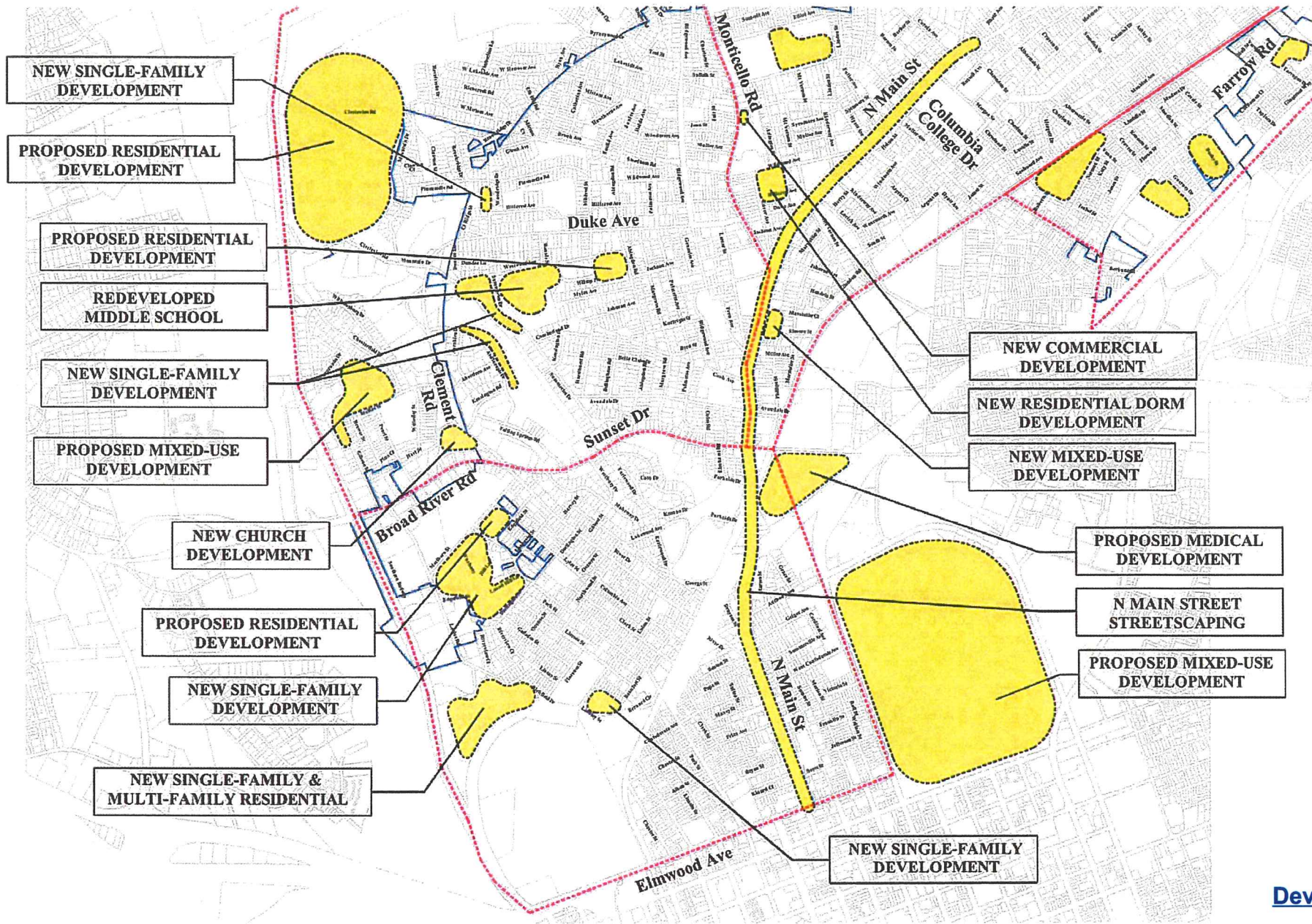
CLUSTER THREE

NEIGHBORHOODS:
 BELMONT
 CABB ISLAND
 COLLEGE PLACE
 DALE DRIVE & LINDENWOOD
 EDGEWOOD ACRES
 HYATT PARK ANNEX
 NORTHWOOD HILLS
 SEMINARY RIDGE
 WINDEMERE SPRINGS

POSITIVES:
 HIGHER INSTITUTES OF EDUCATION
 SOME STRONG SINGLE-FAMILY NEIGHBORHOODS
 WALKABLE COMMUNITY

NEGATIVES:
 LACK OF PUBLIC GREENSPACE
 SOME NEIGHBORHOODS IN "ROUGH" STATE
 LACK OF RETAIL SERVICES

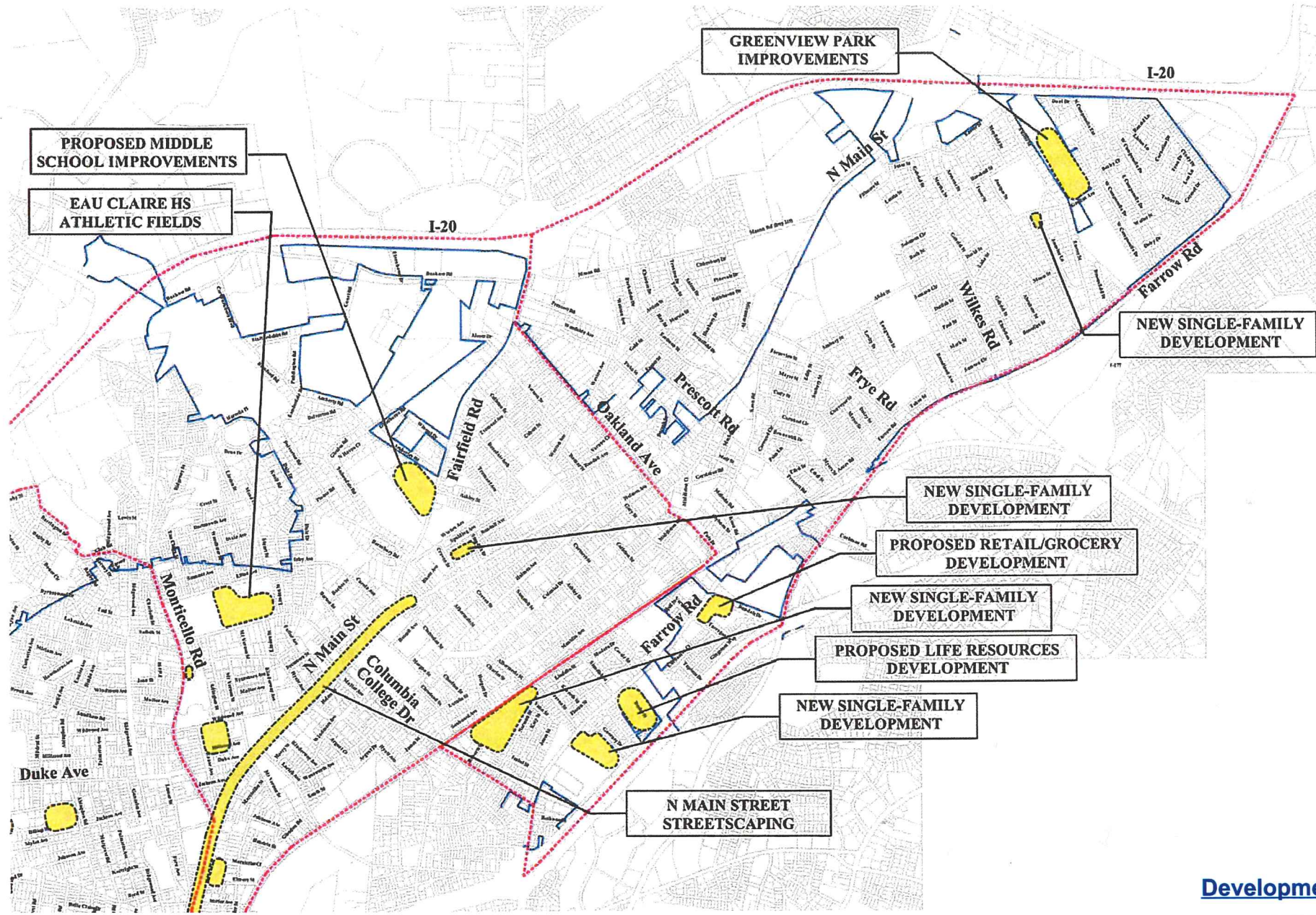
Site Analysis-Cont.



Development Map

Community Analysis

Community Analysis



Development Map - Cont.

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 to identify the relevant issues affecting the community. This community has areas within the 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-five 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 Corrdinating 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.



Senior Living Facility on Elmwood Avenue



Vacant retail shops on N. Main Street

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.



Apartments within the Belmont neighborhood

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.



Single-family home in Greenview neighborhood

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 institutions of higher learning. Columbia College and Lutheran Seminary have been a part 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.

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.



Infill development adjacent to Earlewood neighborhood



Retail along Farrow Road at Wilkes Road

Transportation Corridors

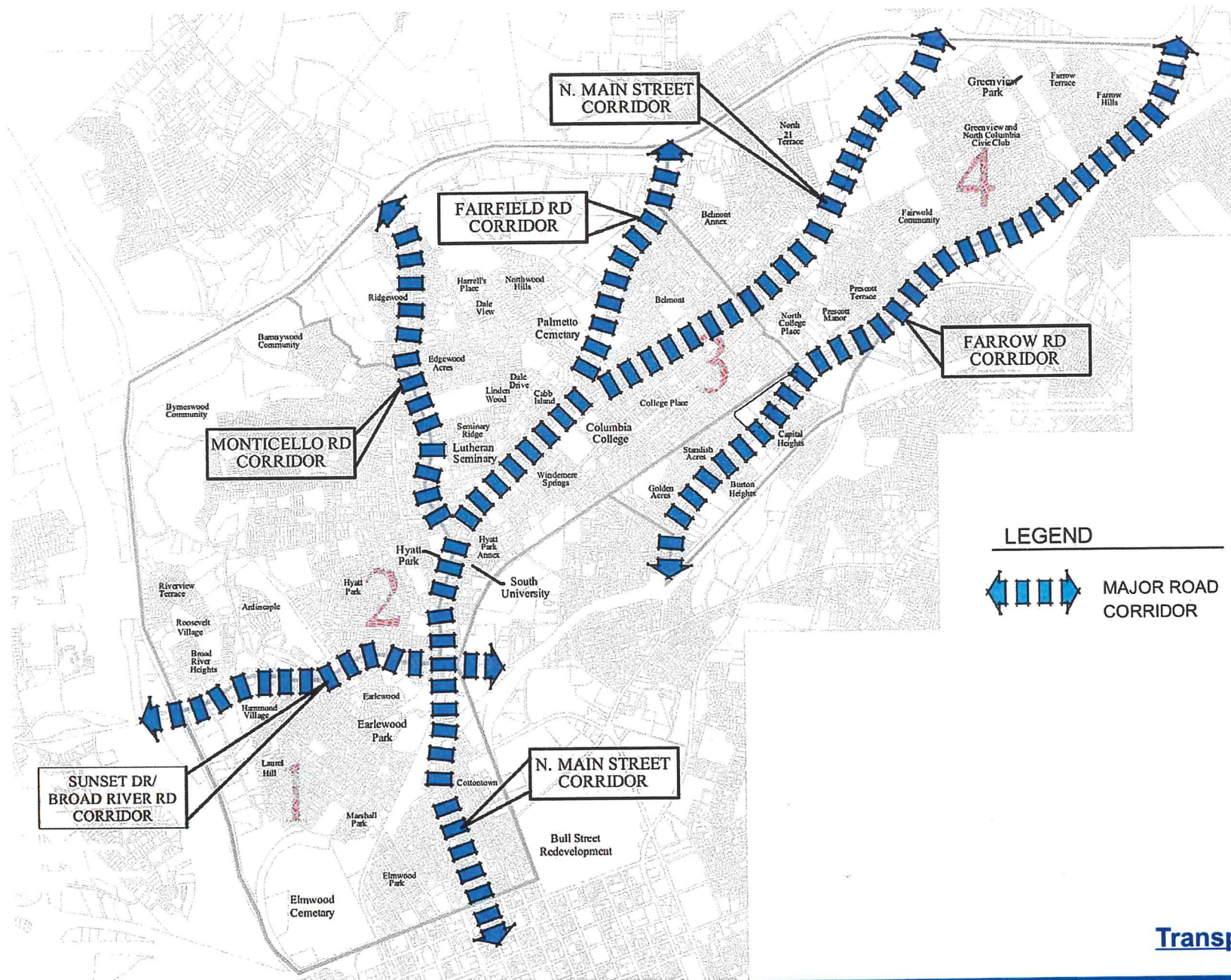
The North Columbia area is dominated by two major road corridors and three secondary road corridors. These transportation corridors are the “front doors”, or gateways, to many neighborhoods. They often are the only impression most outsiders will ever have of the community. N. Main Street and Farrow Road 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



Community Analysis

Transportation Corridors

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 Road 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 and 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 re-emphasizing 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, 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 Road begins at its intersection with N. Main Street 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



Existing retail at Monticello Road
and Duke Avenue



Existing retail near Eau Claire
High School

with large trees further enhance the pedestrian experience, while commercial uses, such as at the 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 the 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



Retail building along Fairfield Road
at Winmet Drive



Mobile home park on Fairfield Road is under
Richland County regulations

the existing plaza's parking lot and enhance the pedestrian experience with building orientation to the 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 Drive/Broad River Road

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.**

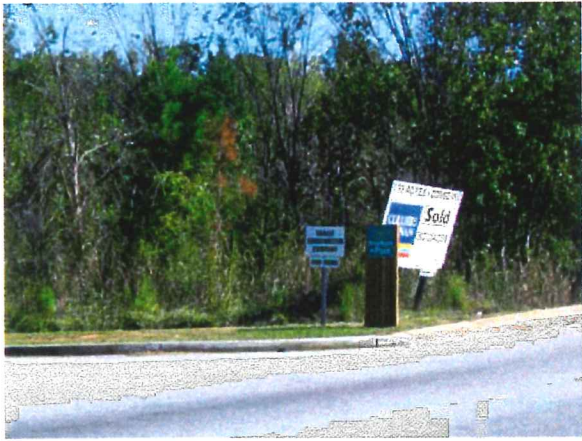
Existing Conditions

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.

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.



Lower tier retail along Broad River Road



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

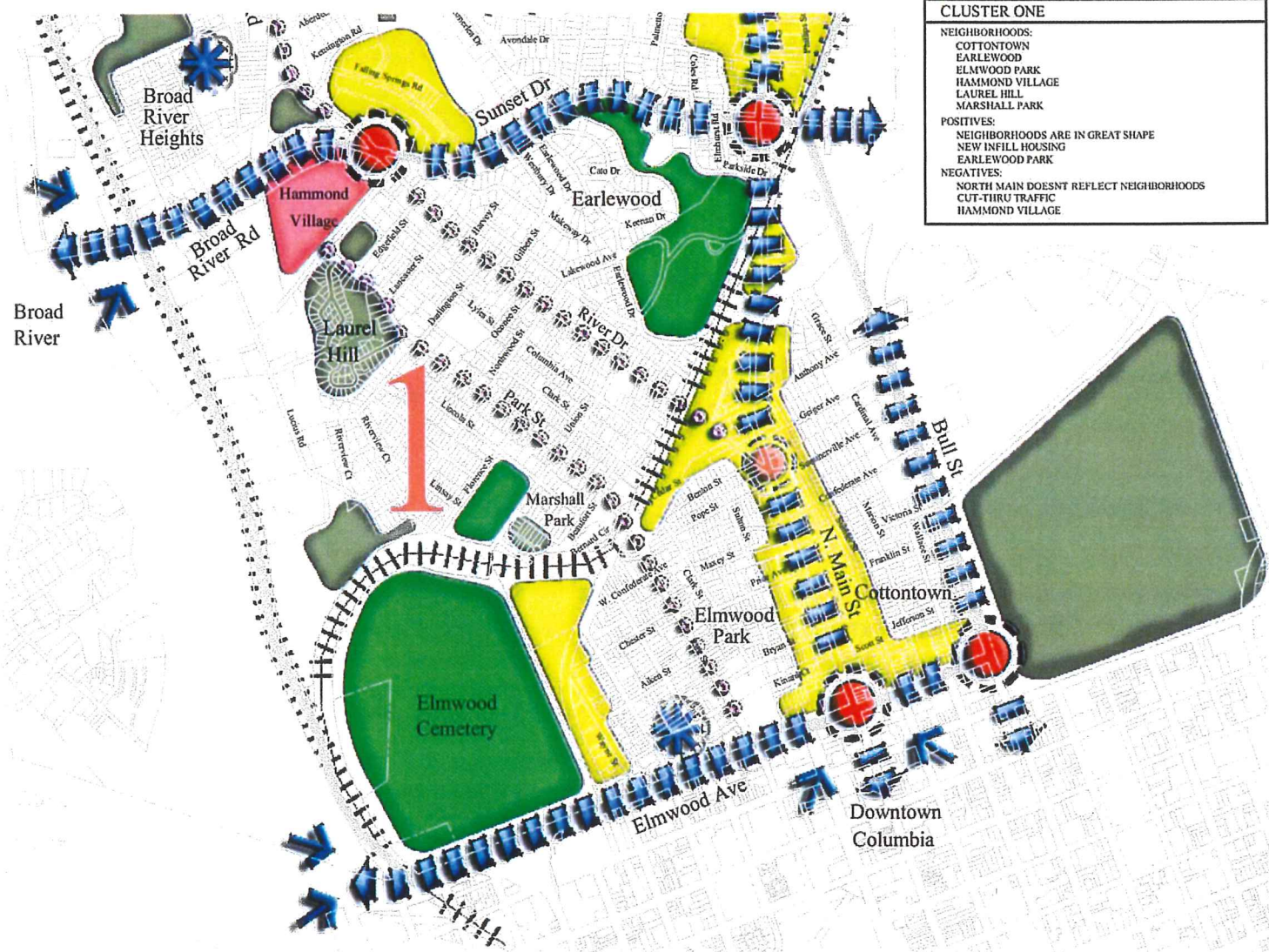
Burton Heights & Standish Acres
Fairwold Community
Farrow Hills
Farrow Terrace
Greenview & North Columbia
Civic Club
Golden Acres
North College Place
Prescott Terrace

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 Community, and Keenan Terrace within the Hyatt Park neighborhood. In addition, the Ridgewood Monticello neighborhood was indicated as being a part of Hyatt Park although the map identifies this area as a separate neighborhood.

Community Analysis



CLUSTER ONE

NEIGHBORHOODS:
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LEGEND

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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

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 the architectural style of the neighborhood. Marshall Park offers a vast, largely undeveloped open space.

Positives

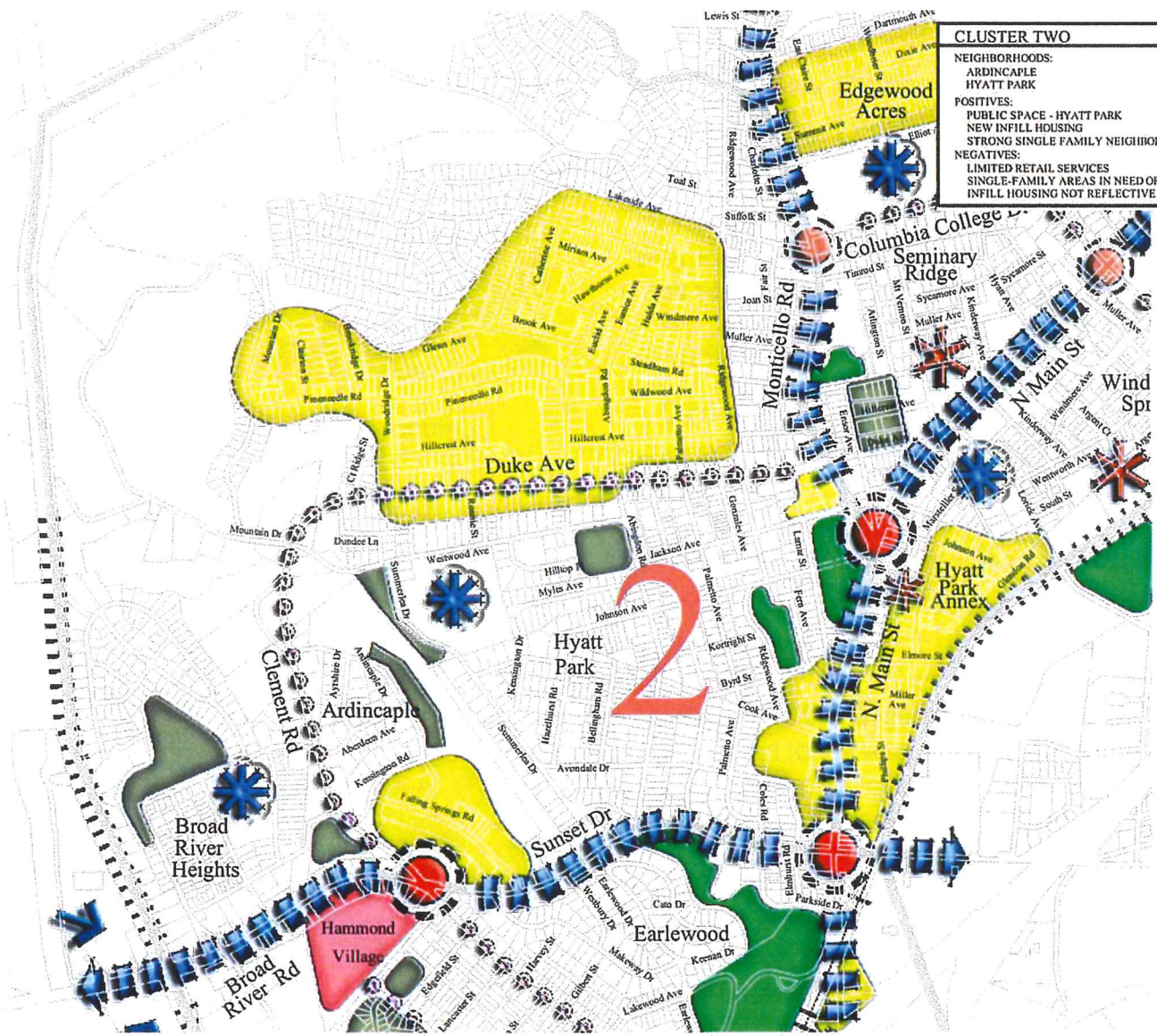
- ◆ Proximity to downtown
- ◆ Adjacent to Marshall Park

Negatives

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



Single-family home in Marshall Park



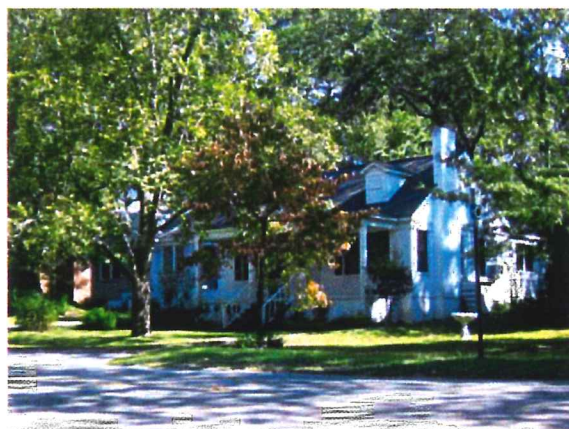
- LEGEND**
- POTENTIAL MAJOR ACTIVITY NODE
 - POTENTIAL MINOR ACTIVITY NODE
 - EXISTING INTERCHANGE
 - EXISTING PUBLIC SCHOOL
 - HIGHER EDUCATION FACILITY
 - MAJOR ROAD CORRIDOR
 - MINOR ROAD CORRIDOR
 - EXISTING RAILROAD
 - EXISTING OPEN SPACE
 - NEW/PROPOSED DEVELOPMENT
 - OPPORTUNITIES FOR POTENTIAL REHAB/REDEVELOPMENT
 - AREAS NEGATIVELY INFLUENCING COMMUNITY
 - CITY LIMITS
 - LIMITS OF CLUSTER AREA
 - COMMUNITY/CITY GATEWAY
 - FIVE MINUTE WALKING DISTANCE

Cluster Two

Community Analysis



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's. 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



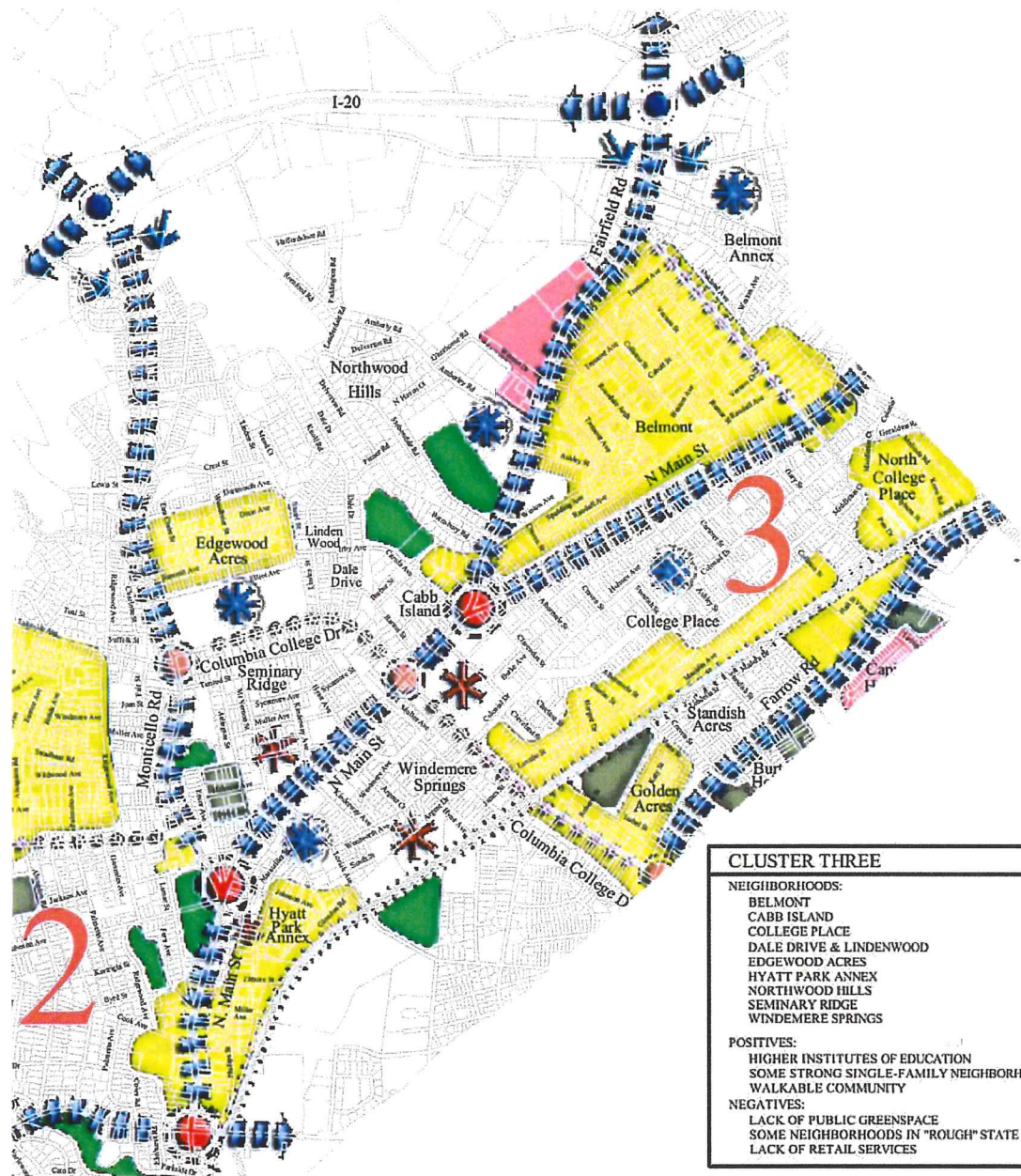
Low quality housing in northern
Hyatt Park

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

NEIGHBORHOODS:
 BELMONT
 CABB ISLAND
 COLLEGE PLACE
 DALE DRIVE & LINDENWOOD
 EDGEWOOD ACRES
 HYATT PARK ANNEX
 NORTHWOOD HILLS
 SEMINARY RIDGE
 WINDEMERE SPRINGS

POSITIVES:
 HIGHER INSTITUTES OF EDUCATION
 SOME STRONG SINGLE-FAMILY NEIGHBORHOODS
 WALKABLE COMMUNITY

NEGATIVES:
 LACK OF PUBLIC GREENSPACE
 SOME NEIGHBORHOODS IN "ROUGH" STATE
 LACK OF RETAIL SERVICES

LEGEND

- POTENTIAL MAJOR ACTIVITY NODE
- POTENTIAL MINOR ACTIVITY NODE
- EXISTING INTERCHANGE
- EXISTING PUBLIC SCHOOL
- HIGHER EDUCATION FACILITY
- MAJOR ROAD CORRIDOR
- MINOR ROAD CORRIDOR
- EXISTING RAILROAD
- EXISTING OPEN SPACE
- NEW/PROPOSED DEVELOPMENT
- OPPORTUNITIES FOR POTENTIAL REHAB/REDEVELOPMENT
- AREAS NEGATIVELY INFLUENCING COMMUNITY
- CITY LIMITS
- LIMITS OF CLUSTER AREA
- COMMUNITY/CITY GATEWAY
- FIVE MINUTE WALKING DISTANCE

Community Analysis

Cluster Three



Deteriorating home in Belmont



Non-compatible retail within the single-family neighborhood

Cluster Three

Belmont

The Belmont neighborhood is bounded by N. Main Street to the south, Fairfield Road to the north and Oakland Avenue to the east, and is suffering from blighting influences. The neighborhood is predominately filled with 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 an 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 the 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



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 serves as 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 a 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 serves as 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 streets 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 other areas 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 are negative influences
- ◆ 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 southeast and southwest. 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 Drive 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 neighborhood's 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

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

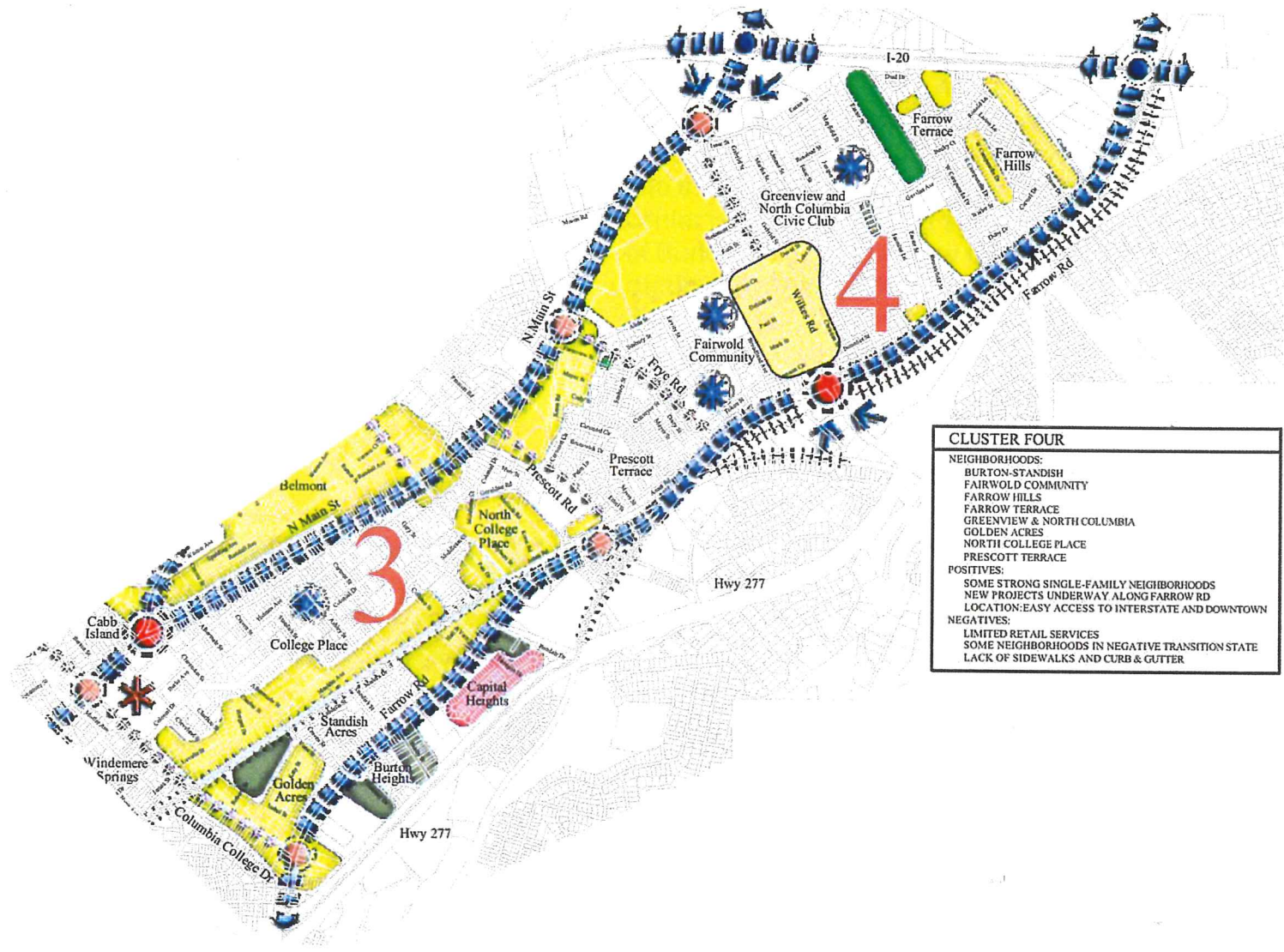
Negatives

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



Student housing for the Lutheran Seminary

Community Analysis




CLUSTER FOUR

NEIGHBORHOODS:
 BURTON-STANDISH
 FAIRWOLD COMMUNITY
 FARROW HILLS
 FARROW TERRACE
 GREENVIEW & NORTH COLUMBIA
 GOLDEN ACRES
 NORTH COLLEGE PLACE
 PRESCOTT TERRACE

POSITIVES:
 SOME STRONG SINGLE-FAMILY NEIGHBORHOODS
 NEW PROJECTS UNDERWAY ALONG FARROW RD
 LOCATION: EASY ACCESS TO INTERSTATE AND DOWNTOWN

NEGATIVES:
 LIMITED RETAIL SERVICES
 SOME NEIGHBORHOODS IN NEGATIVE TRANSITION STATE
 LACK OF SIDEWALKS AND CURB & GUTTER

LEGEND

-  POTENTIAL MAJOR ACTIVITY NODE
-  POTENTIAL MINOR ACTIVITY NODE
-  EXISTING INTERCHANGE
-  EXISTING PUBLIC SCHOOL
-  HIGHER EDUCATION FACILITY
-  MAJOR ROAD CORRIDOR
-  MINOR ROAD CORRIDOR
-  EXISTING RAILROAD
-  EXISTING OPEN SPACE
-  NEW/PROPOSED DEVELOPMENT
-  OPPORTUNITIES FOR POTENTIAL REHAB/REDEVELOPMENT
-  AREAS NEGATIVELY INFLUENCING COMMUNITY
-  CITY LIMITS
-  LIMITS OF CLUSTER AREA
-  COMMUNITY/CITY GATEWAY
-  FIVE MINUTE WALKING DISTANCE

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 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 levels 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 no 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 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-through 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 exist 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 Street Gateway Plan for an upgrade to district level status. The park's 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 a 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

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.



Breed Leadership Center at Columbia College

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 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.



View of Lutheran Seminary 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 is 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 near 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, is 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 as 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	
	1990	2000	1990-2000	2004	Year End 2009	2000-2009
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	
	1990	2000	1990-2000	2004	Year End 2009	2000-2009
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 a result of an increase in the percentage of renter-occupied units in an area.
- ◆ In 2004, 50.8% of units were owner-occupied while 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 vehicles 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 Workshops 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 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 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, 2205 (Appendix A).

“Drop-In” Work Session

In September 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” Work 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 itself 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 townhouses and single homes, the increase of green places, the art’s village.
- ◆ The Catalyst concept appears to be a structured approach to jump-starting this area’s 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 well 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 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.
- ◆ The sites where businesses that will be erected are primary places where growth will take place from what I gathered from what was said.

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.”

- ◆ 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 itself 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 our 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.
- ◆ 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 a push to get the North Main Streetscape started.”



- ◆ 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 as N. Main St. overall. All the way to 2. 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 individuals or families that would like to be close proximity to work area.