



Five Points "FutureFive" Redevelopment and Master Plan

The Five Points Association

August 2006





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The following are the goals and objectives adopted by the Five Points Associations Board of Directors and the Future Five Advisory Committee. After each goal statement in italics, a list of key objectives is included as strategies to implement the goal.

Preserve Unique Identity: Maintain, promote and enhance Five Points' unique village-like atmosphere that results from thriving small businesses and pedestrian friendly environments.

- Maintain one and two story scale of existing structures, located at the street right-of-way and not separated from the street by large areas of paving.
- Encourage interconnectivity and density along the major streets, thereby promoting more pedestrian activity.
- Sustain eclectic and diverse buildings and uses and discourage monotonous, large-scaled developments.

Enhance Market Vitality: Seek ways to ensure that Five Points maintains and improves its commercial vitality by providing improved safety, ample parking, sophisticated signage, and other conveniences.

- Provide strategies to improve safety through improved design.
- Study alternative parking strategies, including satellite lots, parking structures, and planning strategies for new developments, to address perceived and actual parking needs.
- Develop signage strategy featuring pedestrian scaled signage that provides plenty of visibility but does not create visual clutter.



Promote Mixed-Use: Improve the 24 hour activity and pedestrian focus of Five Points by establishing and promoting a healthy mix of commercial, office, and residential uses.

- Encourage buildings that feature mixed-use tenants, with retail uses on the ground level and office/residential uses above.
- Promote strategies that "blur the line" between current commercial zones and adjacent residential uses, without threatening the vitality of either.
- Develop parking strategies that allow for efficient use of parking infrastructure with an overlap of different users.

Elevate Building Character: Improve and enhance the character of existing buildings in order to provide improved visual vitality to Five Points. Encourage new buildings to respond to existing fabric in scale and texture.

- Encourage reinvestment in existing structures with a long-term view towards quality.
- Establish parameters for new structures to strengthen existing fabric.
- Develop collective understanding of appropriate characteristics and possible improvements.





Increase Density: Create strategies to encourage and guide future infill development in Five Points to encourage more investment and a stronger urban fabric.

- Develop road map for future development that addresses underutilized property.
- Seek to remove impediments to the kind of development that strengthens the existing fabric of Five Points.
- Encourage more multi-story construction (2 to 3 story max.) within Five Points.

Foster Diversity: Support and encourage a variety of businesses and the proper mix of merchants in order to maintain the healthy diversity currently seen in Five Points.

- The design and planning of Five Points should acknowledge the different needs of hospitality users vs. retailers vs. other uses in Five Points
- Goals and objectives for future development should address the different characteristics of daytime and nighttime merchants and consumers.





Consultant Team:

Responsibilities include Design Lead, Research and Data Collection, Implementation Recommendations.

Quackenbush Architects + Planners
City of Columbia Planning Staff

Building Committee:

Responsibilities include User Group Representation, Input and Feedback, and Design Guidance.

Dennis Hiltner
Debbie McDaniel
John Green
Scott Linaberry
Dave Shaw
Mark Waid
Jeff Witt
Kelly Glenn
Mike Dawson
Richard Burts
Leslie Miner
Jack Van Loan
Merritt Brewer
Margaret Nevill



Future Five Advisory Committee:

Responsibilities include Advisory Feedback, Creative Input, and Project Ambassadors.

Michael Edwards
Durham Carter
Fred Johnson
Andy Witt
David Lockwood
John Stucker
Michael Kapp
Coles Lawton
Suzi Cooper
Susan Lake
Chip Land
Anne Sinclair





Kick-Off Meeting

- **Introduction to Process:** Project Participants & Process Overview
- **Analysis and Context:** Introduce History, Five Points Today, & Context within Columbia
- **Goal Setting:** Brainstorming/ Q&A/ Discussion

Draft Goals & Objectives

Conduct Interviews

- Compile information and **synthesize data** gathered at initial Kick-off meeting.
- Craft **short term and long term goals** based on input
- Conduct **interviews** with additional **stakeholders**, technical staff and regulatory agencies.

Initial Draft of Plan

Board Feedback

Public Input Session #1

- Address project goals and objectives with **graphic plan illustrating concepts**.
- Review with Five Points Board for **initial feedback and refinement**
- Provide **open forum** for **public** input and feedback.

Prepare Final Plan

Board Feedback

Public Input Session #2

- **Refine plan** and **include feedback** from Board and public session.
- Review with Five Points Board for **verification and refinement**
- Conduct second **open forum** for **public** input and feedback.

Final Implementation Plan

- Prepare list of implementation strategies, such as **zoning overlays, design guidelines, incentives**, etc.
- Develop **priorities and timeline** for implementation strategies
- **Present plan** to City Council and the public.





On November 17, 2005 at 6:00 PM a Kick-Off meeting was held at The Gourmet Shop in Five Points to discuss the Five Points FutureFive Redevelopment and Master Plan project with the following in attendance:

Dennis Hiltner - Five Points Board of Directors
Richard Burts - Five Points Board of Directors
Dave Shaw - Five Points Board of Directors
Leslie Mineid - Five Points Board of Directors
Duncan Macrae - Five Points Board of Directors
Suzi Cooper - Advisory Committee
Coles Lawton - Advisory Committee
Fred A. Johnson - Advisory Committee
Michael Edwards - Advisory Committee
David Lockwood - Advisory Committee

Anne Sinclair - Advisory Committee
Susan Lake - Advisory Committee
Michael Kapp - Advisory Committee
John Stucker - Advisory Committee
Merritt Brewer - Staff
Margaret Nevill - Staff
Lucinda Statler - Consultant Team
Doug Quackenbush - Consultant Team
Cleve Walker - Consultant Team

Doug Quackenbush, Cleve Walker and Lucinda Statler presented a slide show to introduce the project. The show explained the process by which the project will undergo for the following months until completion. The presentation then included a collection of images depicting "Five Points Past" and "Five Points Today." The third section of the presentation illustrated a compilation of the current zoning, existing GIS data and the boundary/area of study for Future Five.

The group was then organized into four sub-groups each consisting of four people. Doug introduced the next portion of the meeting by reading aloud and giving a brief explanation of each of the previously prepared questions that would be distributed to each group. Doug announced that the groups would have 15 minutes to discuss and answer the questions. The groups were asked to appoint a reporter to represent the group and share their responses to the rest. Questions were distributed to the groups.



After approximately 15-20 minutes, Doug asked the first group to respond to their question.

Question #1:

How would you define the current visual character of Five Points?

What should be preserved and celebrated?

What do you hope will change over time?

- A list of traits that the group felt should be celebrated was announced: history, creativity, atmosphere, and diversity. It was then explained that certain elements in Five Points that have been there for substantial periods of time and now act as visible and iconic features of Five Points should be preserved and celebrated. An example given was the marquee sign on Harden Street which has been there since the late 40s. Yesterday's restaurant was also suggested as a building that has evolved into a visual staple for Five Points.





The atmosphere that was mentioned as something to be celebrated was then described as an environment consisting of different types of people. This variety of 'walks of life' was said to help encourage and maintain a colorful and interesting atmosphere that also acts as a source for another positive aspect the group suggested: creativity. Doug responded that these are great examples of current traits, but then inquired if they could be more directly connected to the visual quality of Five Points. The group responded that these qualities all contribute to an overall eclectic visual quality that is somewhat indescribable but made up of: history, diversity, creativity and an atmosphere of different people.

- The group added some thoughts to this idea of atmosphere by declaring that Five Points has a village-like and walkable quality and a cozy and comfortable feeling about it which may be attributed to the smaller individual storefronts. The term 'human scale' was suggested to encapsulate this notion of a small storefront atmosphere as it was further noted that Five Points should attempt to avoid any presence of the 'Big-Box' type of structures that are so common on the periphery of Columbia. The group concluded that this unique character is heightened by an additional asset of Five Points that should be taken advantage of (celebrated), which is its convenient location in the context of Greater Columbia.



- The group then shifted into a discussion of things they would like to see change in Five Points. It was mentioned that certain physical attributes of buildings such as awnings, signage, and overall storefronts might need to be updated and that a better effort be taken to maintain these physical elements. It was also mentioned that this effort might be extended to the residential structures within the boundary of study. The group continued that Five Points should attempt to avoid the presence of any empty storefronts or structures in general. This concern not only includes buildings that exist vacant, but also pertains to properties that exist as empty or under-utilized areas. Doug mentioned that there is a limit to what can be enforced on private properties, but that these sorts of concerns might be approached by creating a language of incentives. Dennis Hiltner suggested that if the market increases it will essentially take care of these issues by attracting new and vibrant businesses to fill the empty buildings and properties as well as help the issues of maintenance. Richard Burts asked if the businesses of Five Points have responsibilities to the collective. It was again stated that the market should demand it.



- The question was asked, 'should additional guidelines be placed upon Five Points.' Doug suggested that the challenge with guidelines is to avoid homogeneity that might ensue from multiple businesses all following the same set of rules and regulations and maintain the eclectic, individual quality of Five Points. Dennis added that Five Points should not be a place that dictates rules and regulations on its merchants, but that a set of standards can exist. John Stucker added that like certain residential neighborhoods, Five Points could adapt fair but firm enforcements to help storeowners acknowledge and respect their neighbors.





Question #2:

What should be done to preserve the vitality of Five Points?

What makes Five Points special? How are these things impacted with our physical planning?

What threatens the vitality of Five Points?

- Anne Sinclair started for the group by stressing the importance of not just focusing on the central hub of Five Points, but making a strong and comprehensive effort to focus on the larger area such as the boundary shown in the presentation. It is important to look equally at the whole area (area of study to be determined) so that no areas are neglected by this effort. Doug added that this notion might also be viewed as an importance in encouraging and maintaining a level of connectivity throughout Five Points. Anne added that Five Points is in a fortunate location close to residential neighborhoods making it convenient for people looking for entertainment and services. She also noted the significance of being located directly adjacent to the University, the benefits of small businesses and outside activities.

- The discussion shifted to focus on the importance of ordinance enforcement and particularly the example of underage alcohol consumption. This point was reiterated by saying that the group felt that Five Points should be a place that everyone can come to and feel comfortable. The group added that even during later parts of the day, all different demographics should feel comfortable in Five Points and not just the students. Anne added that this notion of making Five Points comfortable for everyone is not out of reach and could possibly be addressed by getting creative with the zoning ordinances and utilizing the technique of zoning overlay. She added that the Vista area is currently having the same discussion. Anne concluded by saying that the surrounding neighborhoods are special and their relationship to Five Points is very important and that this effort should take a hard look at how to use zoning overlays.



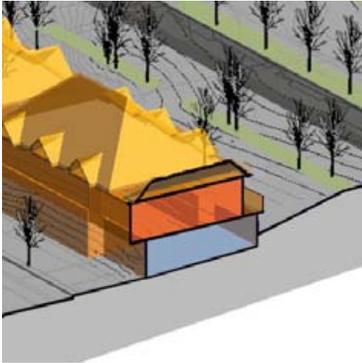
- Richard added that the boundary could perhaps be extended to include the area of Walnut Street west of Harden Street. Suzi Cooper mentioned that this area is full of families that have likely resided there for 100 years and taken fine care of their homes, but there are also houses and areas that have not been as well maintained. She continued that the area has potential to be a great example of residential spilling into retail, similar to a common village-like characteristic. Chip Land added that the possible challenge of extending the boundary into this area could be seen by the residents as an intrusion.

- Duncan Macrae inquired if the current zoning ordinance could balance the ratio between restaurants, bars and retail businesses. He continued that often new businesses come to Five Points asking the question of whether or not they are allowed to open a certain business, and that the zoning ordinances are not considered or utilized. Chip agreed by saying that the ordinances do not typically lend themselves to really determining what type of businesses emerge. Dennis used the example of a former business that offered





a unique presence in Five Points which has now been replaced by a more common restaurant/bar. John Stucker added that City Council does have the ability to pass ordinances on ratios and then asked the question if this area could be the next DD (?) district. In regards to the issue of vitality, the group stressed the importance to devote a certain amount of attention to the North area of Five Points.



Question #3:

How could commercial activity be supported/improved?

How are these issues different between daytime and nighttime businesses?

Should mixed-use/residential land uses be encouraged or discouraged? Why?

- Fred Johnson first spoke for the group by stating that continuity is a good thing. He then posed the direct question, "Could this area have special zoning?" Fred then offered that the group felt that zoning can easily be circumvented. The next issue that Fred mentioned was parking and simply suggested that a first step be taken to study the allowable and required spaces per unit as determined by the current ordinances.

- Fred continued that ideal businesses for Five Points are ones that are compatible to residential areas, and that the boundaries between commercial and residential should be blurred as much as possible. Mixed-use developments were suggested as an example which may be complementary to this notion. It was noted that a level of flexibility in the height requirements could play an important role in maximizing the potential of individual footprints. Chip Land noted that one challenge is height and cited the example of the condo buildings being too tall and out of context. He added that flexibility is good and necessary but that it should not be without limits. Mike Edwards stated that Five Points should be a new designed district with a new set of zoning. He added that C3 should be altered so that examples like the one mentioned earlier could not occur in the future. A summation was offered by asking if a certain control or discretion could be utilized so that a healthy level of business diversity is maintained and encouraged. Doug suggested that a vision can be created, not so specific that it mandates absolutely what businesses inhabit Five Points, but that provides a template to be applied with zoning tools that can reinforce certain objectives.



Question #4:

What are the greatest challenges facing Five Points in the next five years?

What can be done to address these challenges?

- The group first wanted to reiterate some of the key points previously stated by other group. These points included maintaining and promoting the village atmosphere, a pedestrian environment, and small businesses.

- Mike Edwards first posed the question of how do we encourage small businesses to come to Five Points. Suzi Cooper replied that she first opened her business in Five





Points 5 years ago with relative ease because the cost of real estate was so reasonable. She then added that she was sure that the rates have increased substantially since then. Mike then cited the example of King Street in Charleston to illustrate what can result from increasing real estate prices. The analogy he used was that it may as well be a mall, only without a roof, in that the only retailers that can afford the rent costs are major national corporations. Doug stresses that we can in fact make a distinction between corporate businesses that can occupy small spaces and adapt to their environment and the corporate businesses associated with the "big box" phenomenon that seem to require much larger spaces.

- The issue of parking was mentioned in regards to an alternative to large parking lots in front of big stores by suggesting that perhaps it is possible to have parking areas located in the rear of stores so that people can park and then filter into the retail/pedestrian areas. Suzi adds that she heard Mayor Joe Riley (Charleston) speak about how people don't seem to be concerned about parking when there are attractive and enticing storefronts. Another voice contended that they can always seem to find a park even if it means a little extra effort. It was then added that most people seem to have little problem with walking 'half miles' when they go to the malls, and that why should Five Points be any different. Doug interjected by stressing the importance of parking to this project and added that perhaps it is alright to have some parking adjacent to stores, but at the same time, push for more attractive storefronts so that walking and parking becomes less of a burden. (Dennis uses the example of how do you carry 4 cases of wine to your car)

- Susan Lake spoke on the matter by prefacing that she can only contribute based on personal experience. She continued that she will usually circle an area in Five Points twice to look for a park and will then simply go elsewhere to fill her needs. She added that part of the reason for this is due to convenience and part is due to feeling safe. Dennis agreed with the issue of safety by adding that people who are typically going to bars are usually comfortable with walking, but that the retail customers are the ones that may feel more threatened. He finished by stating that we must provide more convenient parking. It was then noted that part of the problem with parking in Five Points is the fact that employees are occupying many of the parking spaces and that some businesses pay for parking and others may not. Doug reiterated that convenient parking is important. He then suggested that Future Five should attempt to capture this point and perhaps it can be said that 'sufficient parking is crucial for healthy growth and that part of the strategy should simply be to attract.'

Doug concluded the session by announcing that Q+A+P will compile all of these thoughts, concerns, and suggestions into a document of "Goals & Objectives" for the group to review and to ultimately serve as the primary guide for the progression of Future Five.



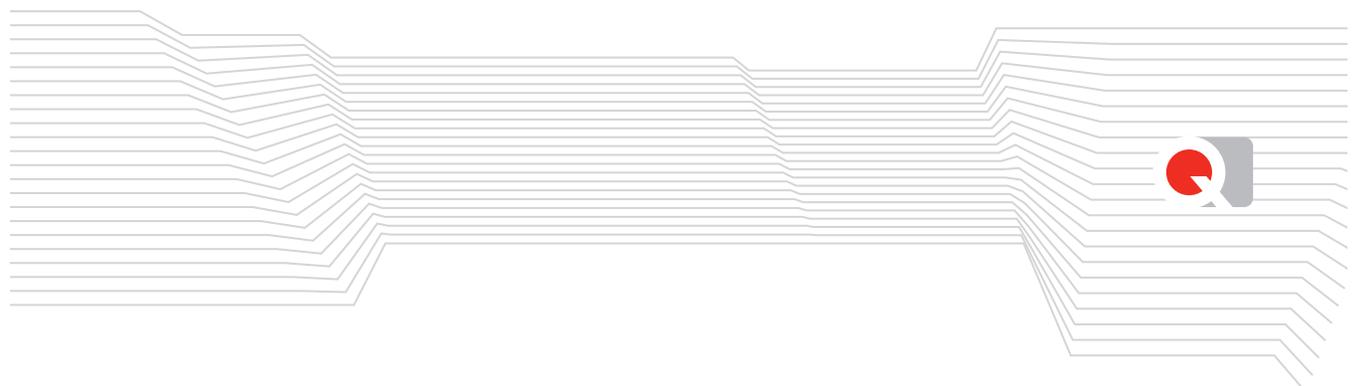
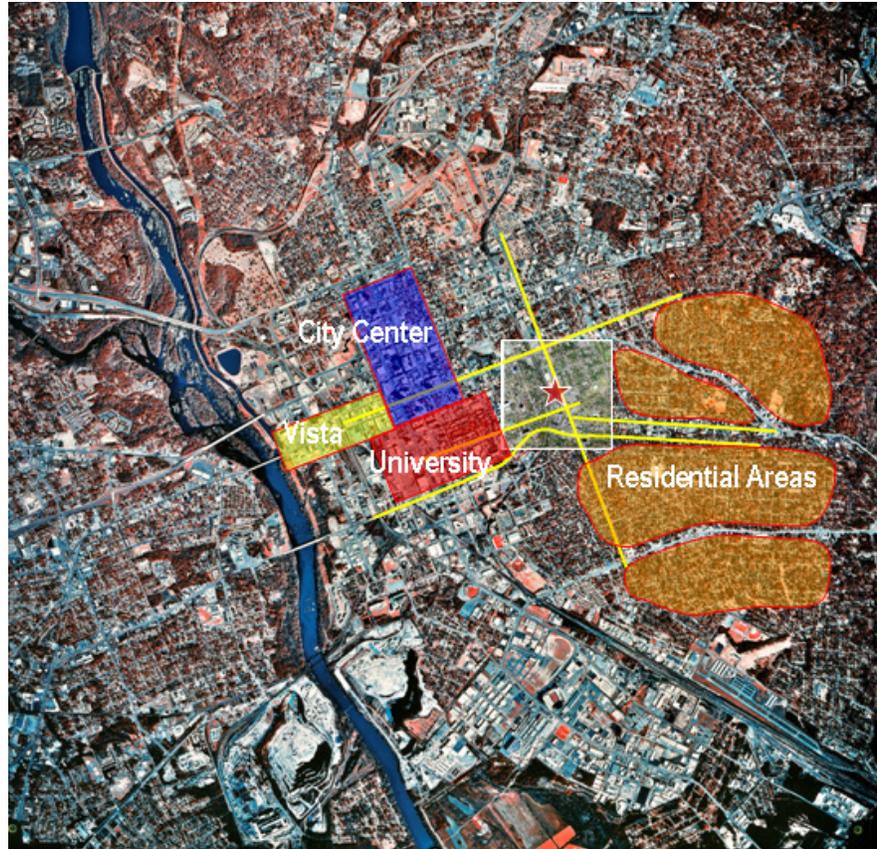


Context within Columbia

Location / Proximity
Major Arteries
Residential Neighborhoods
Downtown / Vista
USC

Uniqueness within Columbia
Village Atmosphere
Density
Scale
Diversity
Independent / Local

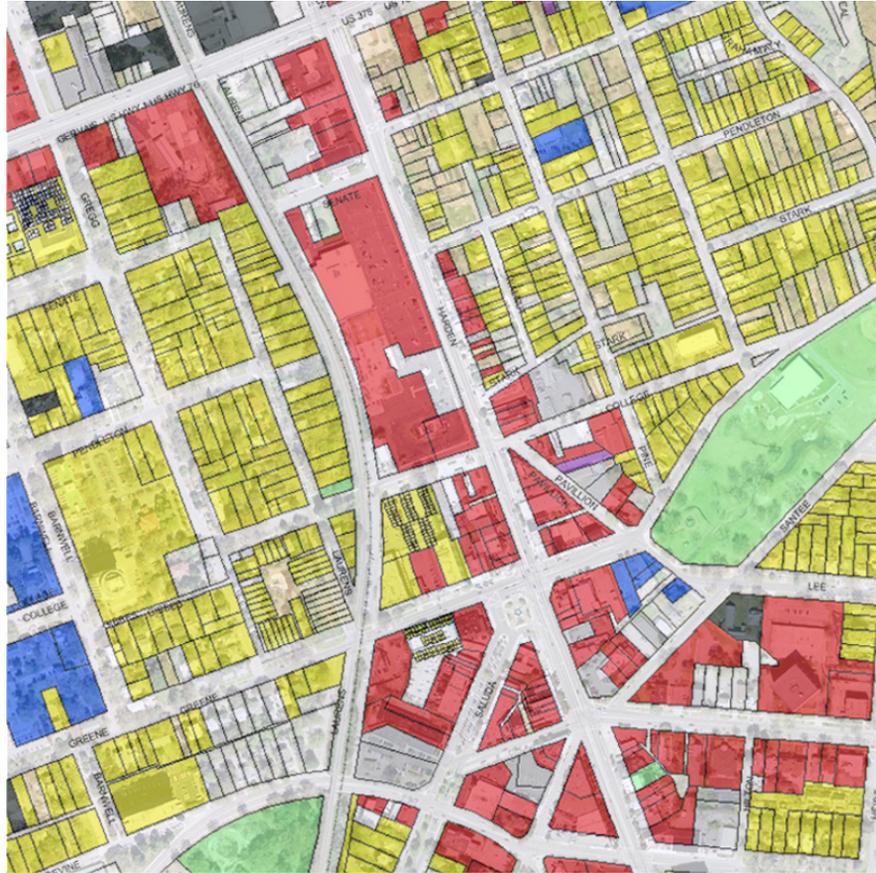
Asset / Value to the City
Unique Character
Commercial /
Residential Relationship



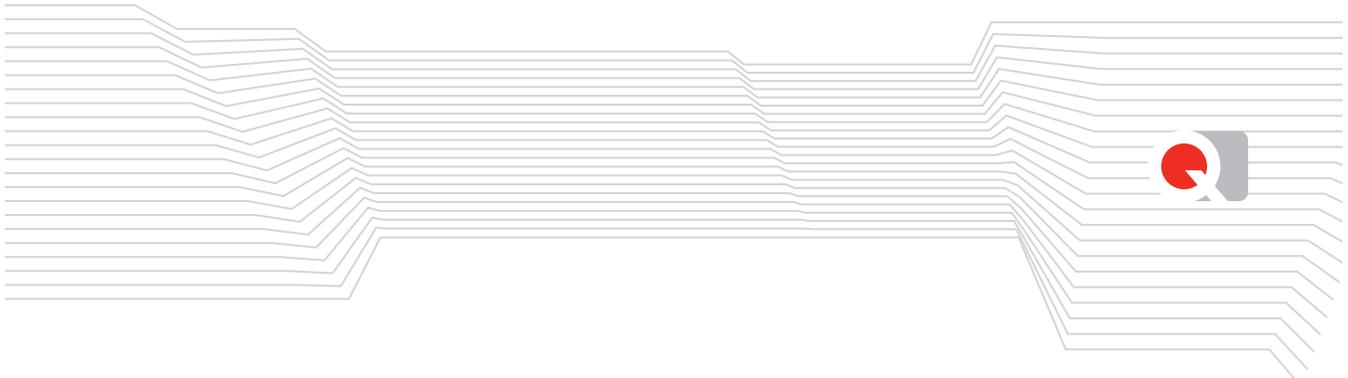


Land Use

-  Shopping, Business, Trade
-  Residential
-  Social, Institutional
-  Leisure
-  No Activity

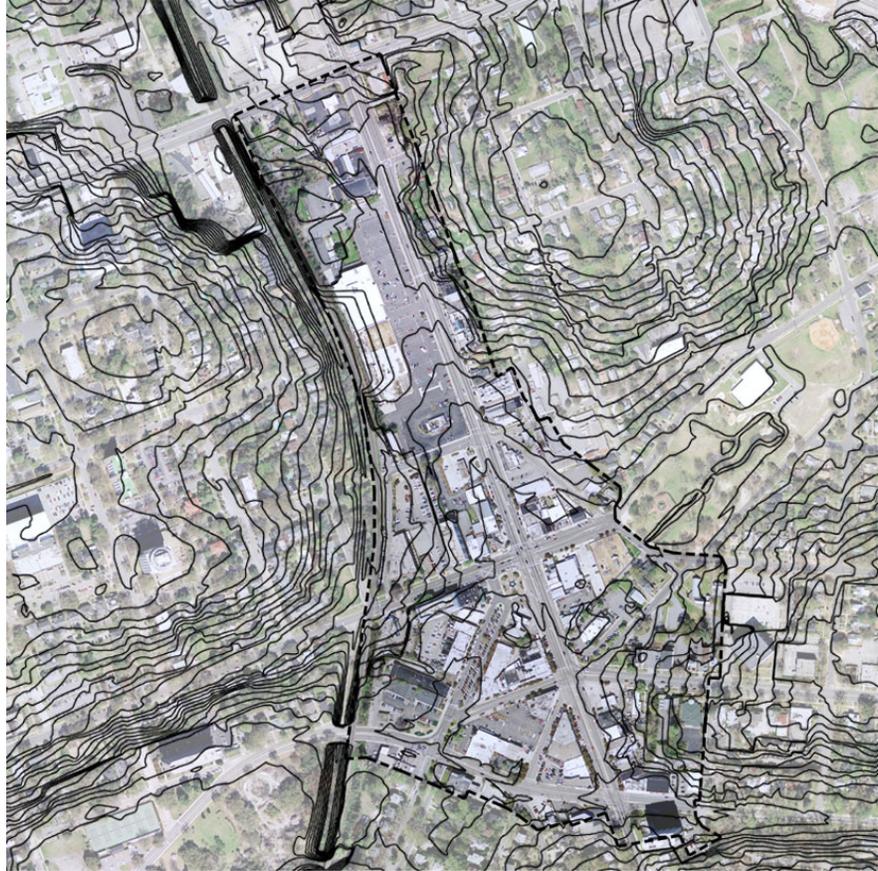


Provided by the City of Columbia Planning Department



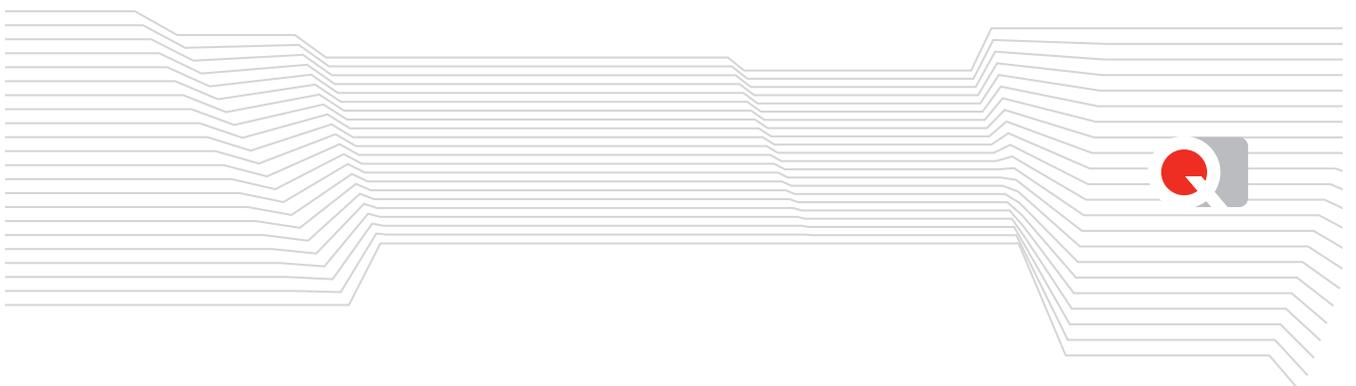
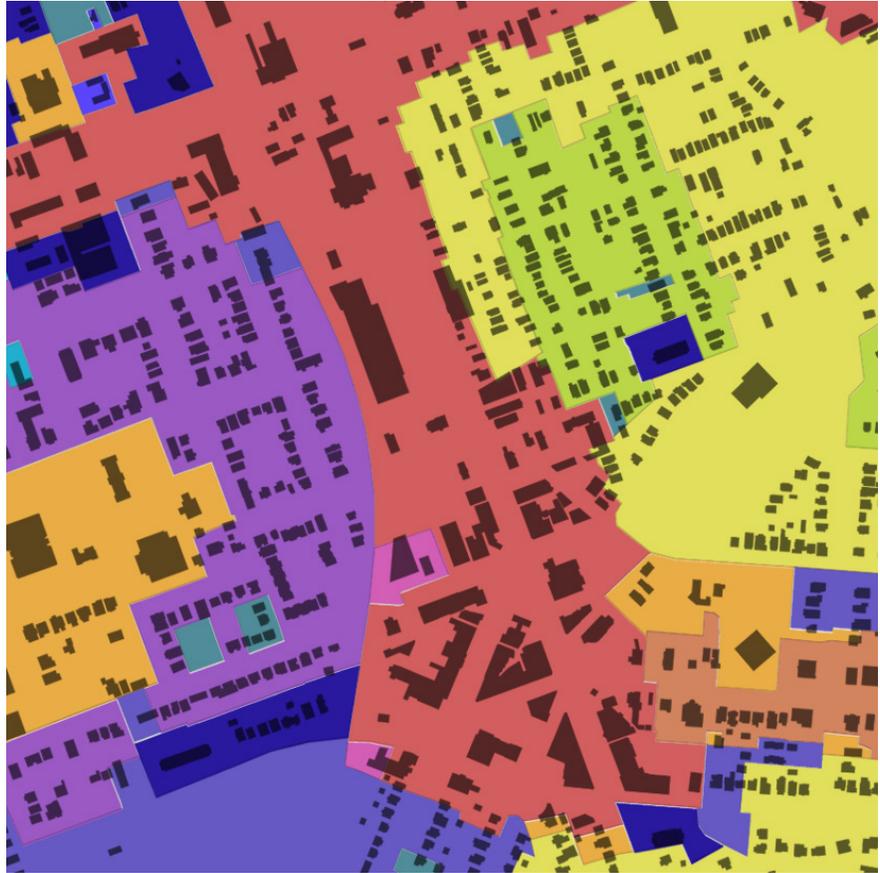
Topography

The 4 ft. contours shown suggest a significant amount of grade change within the Five Points Study area. This existing topography may suggest more complex solutions are required to address future development.



Zoning Classifications

-  C3
-  RD
-  RS-3
-  TG-1
-  RG-2
-  RG-3
-  C-1
-  C-2
-  PUD-C
-  PUD-R
-  M-1





Zoning Requirements

 C-3 district as defined by ordinance:

"The C-3 district is intended to accommodate a variety of **general commercial and non-residential uses characterized primarily by retail, offices and service** establishments and oriented primarily to major traffic arteries or extensive areas of predominately commercial usage and characteristics. Certain related structures and uses are permitted outright or are permissible as special exceptions subject to restrictions and requirements intended to fulfill the intent of this article. **It is not the intent of this article to encourage the development of long, narrow strips of commercial development fronting on major arteries, often referred to as strip commercial areas.** Such development is often **incompatible with adjacent use** and may lead to increase congestion, lead to depreciation of property values in adjacent areas, encourage undue dispersion of commercial facilities to the inconvenience of the public, and create disproportionate costs in the provision of government services."

Note:

Residential is allowed in C-3 if it is second floor or above.

Parking requirements for residential make this difficult in most cases.

Setbacks:

Front – 25', or as close to the street as the average front building line of the buildings fronting on the same lot (this has been mostly the same case in Five Points, where the average was determined before the zoning ordinance and mostly maintained. The average is not required; a building could set a building back 25' as of right).

Rear – 10' Side – 0 or 3'

Height:

50' height limitation

50 – 75' with additional setbacks

Parking: *Determined by use, not by district*

Residential: under 500sf = 1.5/unit; 500-750sf = 1.75/unit; over 750sf = 2/unit

Most retail: 3.5 per 1000sf

Most offices: 3.0 per 1000sf

Restaurants: 8.0 per 1000sf

Bars or fast food: 12 per 1000sf





Variance:

Requires hardship
Goes to the BoZA

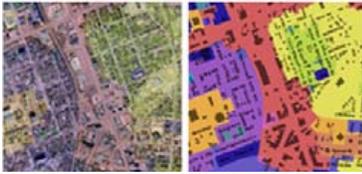
Special Exception:

Must outlined as such in the zoning ordinance
Goes to the BoZA



Rezoning or PUD:

Reclassification: not allowed by variance or special exception
Goes to Planning Commission and City Council
PUD is for maximum flexibility



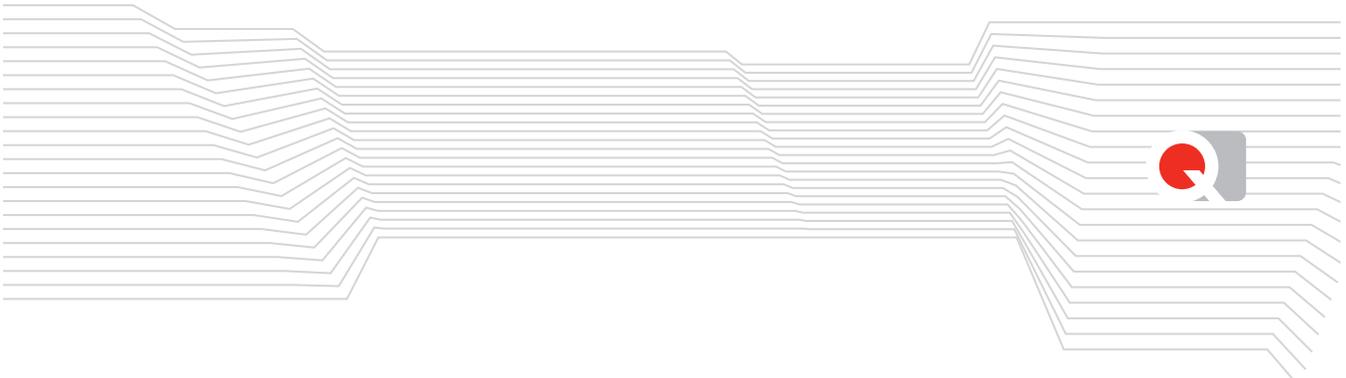
Overlay District:

Does not change underlying zoning classification
Addresses additional concerns not covered in zoning classification
Could include guidelines (such as historic or City Center) administered by DDRC



Area of Study

Generally follows zoning lines. Includes all properties that are facing or are adjacent to main arteries.





Five Points Past
The Start

- Crossroads
- City Within A City"

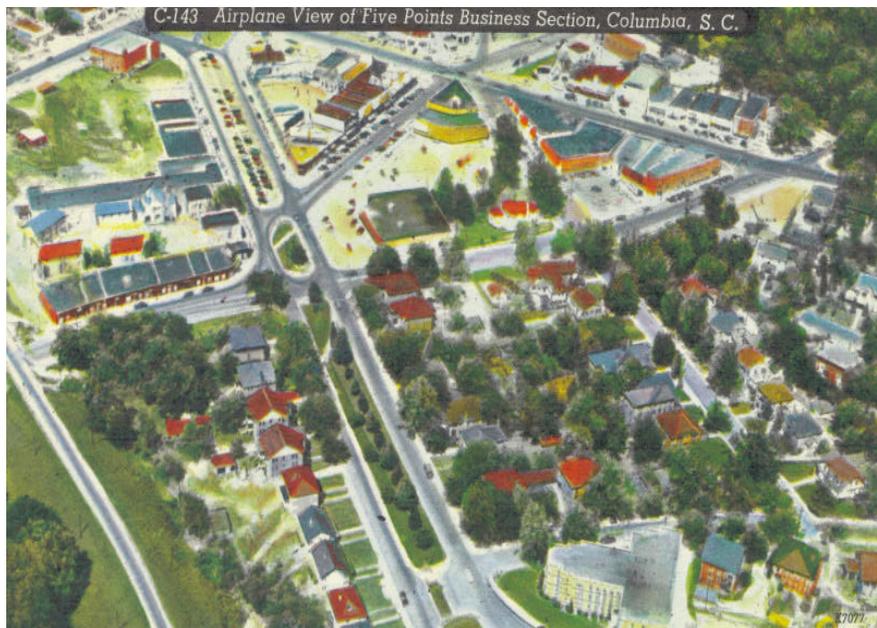
1889 – Columbia Land and Investment Co. develops Old Shandon

1914 – Five Merchants Association is founded by four businessmen

1915 – Rocky Branch Creek is diverted underground

1919 – First Business Built – A Gulf filling station

1936 – Shandon Coal Co. opens on Greene Street

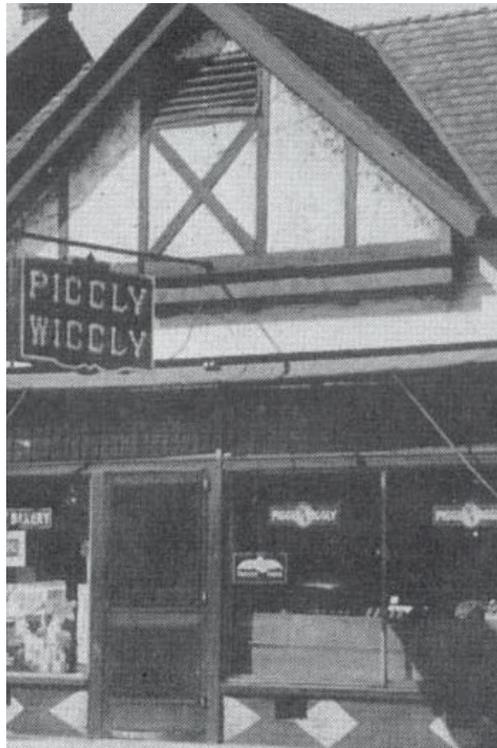


Growth

- Independent Businesses Emerge
- Businesses spread and seek new opportunities to satisfy the growing Market

1945 – First Storefront is built on Saluda Ave. The rest of block is built in 2 years

1954 – Sears comes to Five Points



Growth / Change

- Commerce Flourishes
- Density Increases
- New construction continues and larger structures emerge

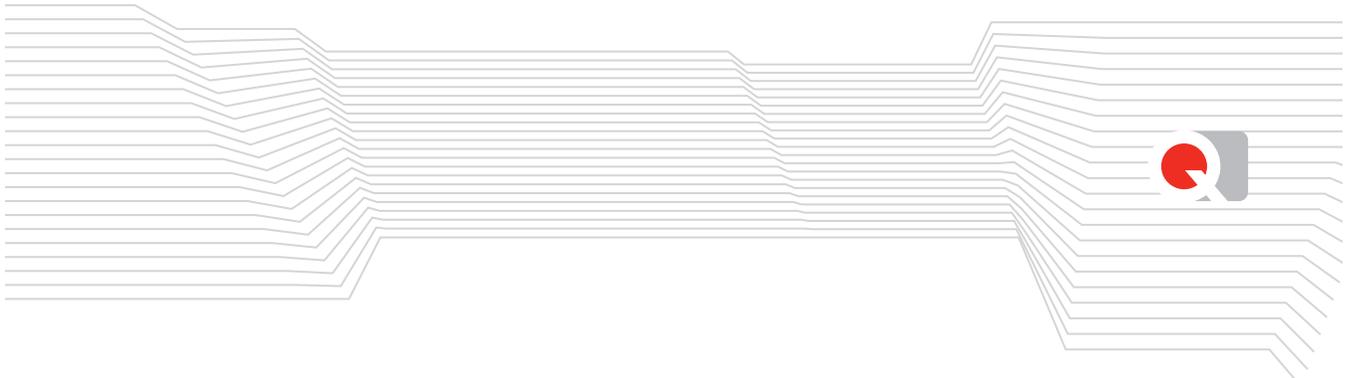


Social Settings

- Neighborhood Entertainment
Five Points provided places for residents to enjoy leisure activities
- Community Interaction
- Gathering Places/Hang-Outs



Streets of yesterday





Five Points "FutureFive"

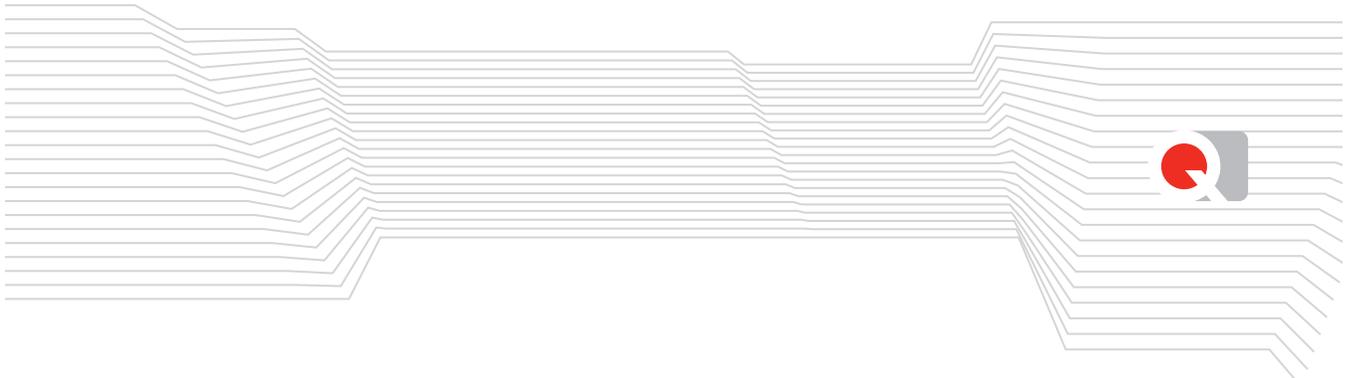
Five Points of Today

Five Points Today

- Independent Businesses remain as primary inhabitant
Specialty Retail
Dinning
Service



- Streetside Environment



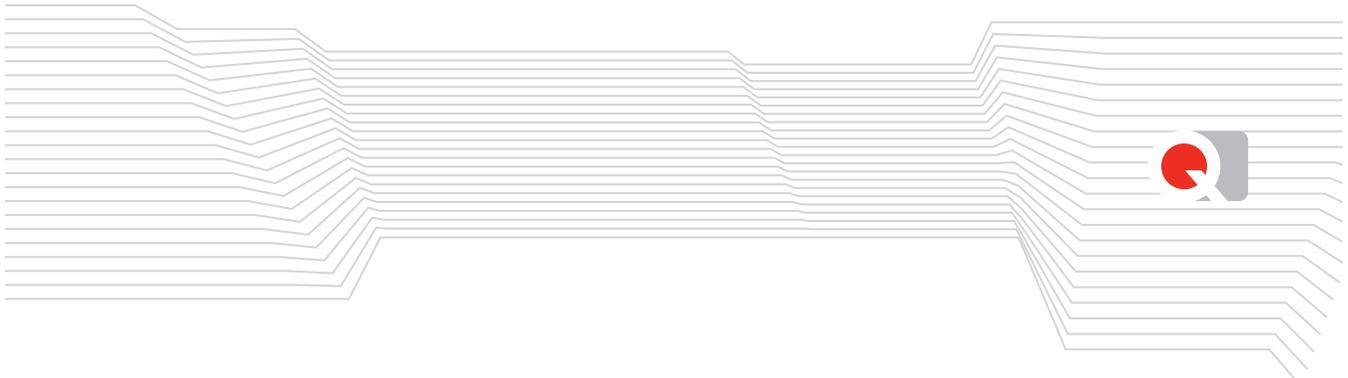
- Creative Atmosphere
Art / Expression
Casual Setting
Diversity





Five Points "FutureFive"

- Stage for Events
- Nightlife
Clubs

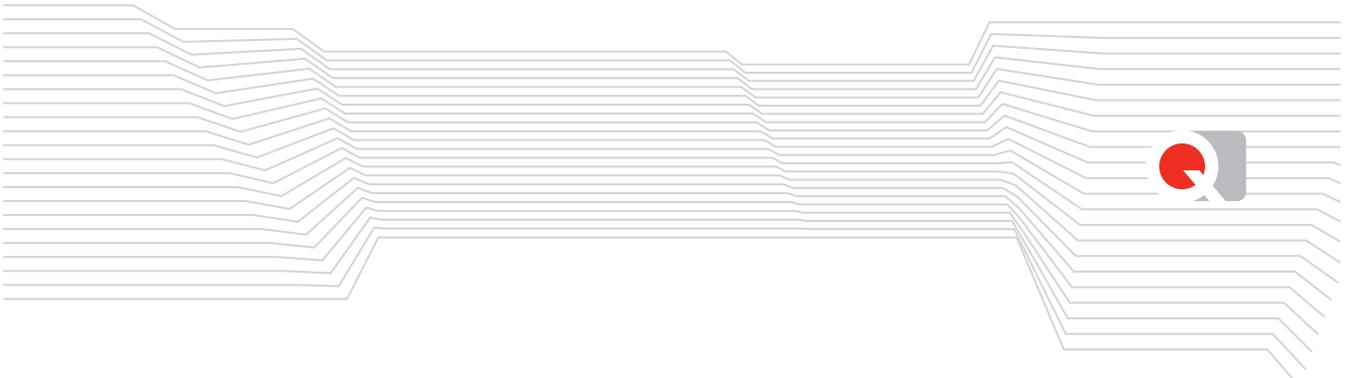




Five Points "FutureFive"

Dinning

Streets of today





On December 15, 2005 at 4:00 PM a meeting was held at the office of Quackenbush Architects + Planners to discuss the Five Points "FutureFive" *Redevelopment and Master Plan project*:

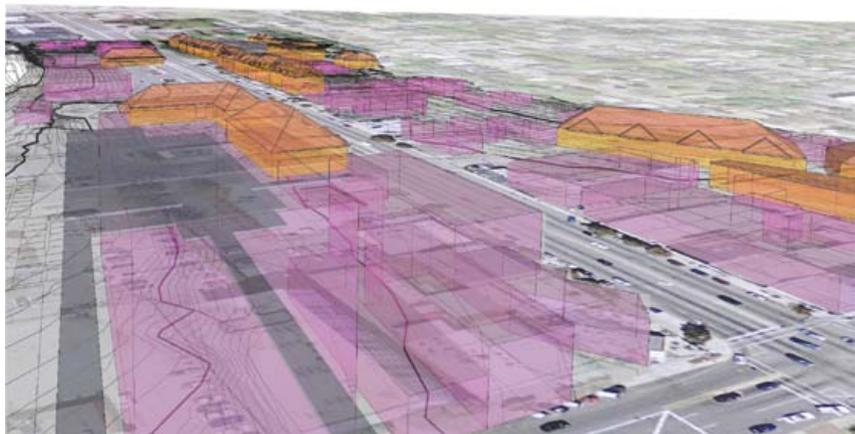
John Spade – City of Columbia
Sandra Smith – City of Columbia
Dennis Hiltner - Five Points Board of Directors
Doug Quackenbush – Quackenbush Architects + Planners
Cleve Walker - Quackenbush Architects + Planners

1. John Spade stated a Parking Study was commissioned by the City of Columbia in 2002 and that it could be a valuable asset to our planning efforts. Mr. Spade noted that the study includes a portion devoted specifically to Five Points. Mr. Spade agreed to make the study available to Q A+P.
2. Mr. Spade recommended we consider Information Kiosks to Five Points in order to provide information focal points and a level of connectivity that "make people feel close to everything."
3. The notion of 'smart cards' and token machines were suggested as a way to simplify the process in which meters are used. Mr. Hiltner voiced a concern that people might be more inclined to feed the meter for extended periods of time. Mr. Spade responded that there can be limits of how much time is purchased at one time. He added that the previous increase in cost to 75 cents for one hour has already helped this problem. Furthermore, it was noted that 'smart cards' would eliminate the effort necessary to remove all the coins from each meter.
4. Mr. Spade noted that the city has allocated funds (approx. \$2,000,000) for parking in the Five Points area. Mr. Spade stated that the funds are not necessarily intended for satellite parking, but available for a variety of improvements related to parking. Money could be used to purchase property in Five Points and converted into new off-street parking solutions.
5. A discussion ensued about the area of Jungle Jim's Bar and the China Garden Restaurant. The property that includes both businesses and a parking lot was noted as a good candidate for redevelopment and new surface parking. Mr. Quackenbush noted a concern to maintain a structure along the street to reinforce the commercial edge along Harden Street (to avoid the metaphor of "missing teeth in a smile"). It was suggested that this could be accomplished with a thin row of storefront buildings with parking set behind them. Mr. Spade added that this is an attractive model for Five Points but that safety and security must be addressed.
6. Mr. Quackenbush asked Mr. Spade about the challenges to overcome to consider a parking structure for Five Points. Mr. Spade stated that the first step and major challenge is finding appropriate and available property. He added that there are two sites in Five Points that could potentially work with structured parking. The first site noted was the triangle shaped block inhabited by one surface parking lot, Yesterday's Restaurant, two other smaller restaurants and Kenney's Auto. A discussion ensued about the issues involved with the site that included where the entrance and exit could be located, how mixed-use programming could be utilized on the periphery, and how the structure could also address Blossom Street and the neighborhood beyond. The second site mentioned was the gas station on the corner of College Street and Harden Street. Like the first site, the main advantage is its central location and proximity to the rest of Five Points. This site was said to encompass the entire lot of the gas station



and perhaps extend south behind some of the buildings on Harden and Greene Streets. A suggestion was made that it would be highly beneficial to have visible pedestrian access to Greene Street so that the structure could better address adjacent areas. Mr. Spade noted that parking structures are usually not economically efficient if they provide less than 250 spaces, and added that the parking study concluded that Five Points to only be short approximately 100 spaces.

7. The area of North Harden Street (East Side of street) was mentioned as a potential candidate for rezoning. The area (approx. 1 block deep) was noted to mainly consist of scattered commercial structures and some small residential that could be redeveloped into mixed-use structures that include parking as well as new residential.
8. Mr. Hiltner mentioned that we need specific ordinances established to comply with the individual streets and the various parking needs such as on-street parking, valet parking and surface lot parking. He added that there is nothing like this that currently exists. Mr. Hiltner went on to suggest that the width of the new sidewalks and the size of the new tree grates pose a challenge for outside seating and that this challenge should be considered as Future Five continues.
9. Mr. Spade suggested that buffer areas around the periphery of Five Points are well suited for employee parking due to the fact that these areas can potentially be provided at no/low cost and the fact that employees are more long term users than customers.
10. If the City does build a surface lot for more additional off-street parking (such as the China Garden Restaurant site), the question was asked if the City would expect to generate revenue to the degree that the parking would be less utilized by long term users. It was noted that this is difficult to determine at this point, but that the City may need to charge but potentially with substantial discounts. It was then added that one of the benefits of the parking meters is that they generate revenue for the city and perhaps could be counter balanced with the potential of free parking.





On December 19, 2005 at 4:00 PM a meeting was held at the office of Quackenbush Architects + Planners to discuss the Five Points "FutureFive" *Redevelopment and Master Plan project*.

David Lockwood – Colliers Keenan
Dennis Hiltner - Five Points Board of Directors
Doug Quackenbush – Quackenbush Architects + Planners
Cleve Walker - Quackenbush Architects + Planners

1. Mr. Lockwood asked what goals and objectives were established from the Kick-off meeting for Future Five in addition to the issue of parking. Mr. Quackenbush responded that a large portion of the discussion was devoted to the goal of preserving the eclectic and village-like atmosphere in Five Points, while simultaneously incorporating an effort of reinvestment to help the area successfully grow into the future (See attached document, "Goals and Objectives"). Mr. Quackenbush added that this notion of reinvestment for Five Points can be the main topic for this interview to best utilize Mr. Lockwood's expertise in real estate development.
2. Mr. Lockwood mentioned the possibility of incorporating a light rail system for Five Points. He elaborated that the existing railroad that runs adjacent to Five Points could bring people from nearby residential areas, specifically the area of Bull Street sited for future development. This long term investment would enhance the amount of day trippers into Five Points while solving some of the current parking issues.
3. In regards to re-development occurring in Five Points, Mr. Quackenbush posed the question of what the key challenges would be in executing new development for both commercial and residential applications. An example was suggested as the area of north Harden Street on the east side of the street. Mr. Lockwood noted that if the development was to be a parking structure, it would likely need to include other programs such as residential and/or commercial units to become attractive to developers. He added that a key element to entice major developers to Five Points is the ability and freedom for the project to have a degree of "uniqueness". Another strategy Mr. Lockwood mentioned to attract developers was to 'pave the way' to make it easier to get to City Council by altering the current zoning ordinances. (Are there specifics we can mention here to speak to this process of getting to City Council and how it could be made easier?) Mr. Lockwood stated that we could speak with representatives of local developing companies with relevant experience in similar projects to determine some of their wants, needs and obstacles that they face. He provided a short list of such developers in the area.
4. Mr. Lockwood mentioned the notion of promoting a connection between the Devine Street corridor and Five Points. It was noted that the two areas are controlled by two separate organizations and that these organizations would need to collaborate to create a connection. All agreed that it would be beneficial to enhance this connection by allowing the Devine Street corridor to filter down the hill as well as Five Points to extend up the hill.
5. Mr. Lockwood asked how strong the presence of students from USC is in Five Points. Mr. Hiltner responded that the presence of students in Five Points is very significant during the nighttime hours. It was stated that both the daytime consumers and the nighttime college atmosphere could equally benefit from additional parking in Five Points.





6. The area behind Eckerd Pharmacy was noted by Mr. Lockwood as an area with great potential for new development. He added that developing periphery areas around Five Points might shift and extend the center to allow future growth.
7. Mr. Lockwood concluded by saying that he feels the combination of parking and residential units, perhaps condominiums, could greatly benefit the Five Points area and help start a healthy energy of new development.





On December 21, 2005 at 4:00 PM a meeting was held at the office of Quackenbush Architects + Planners to discuss the Five Points "FutureFive" *Redevelopment and Master Plan project*:

Durham Carter – MLK Association
Dennis Hiltner - Five Points Board of Directors
Doug Quackenbush – Quackenbush Architects + Planners
Cleve Walker - Quackenbush Architects + Planners

1. Mr. Quackenbush summarized the Kick-off meeting for Future Five by listing some of the key topics as being the Village-like character of Five Points and how it should be preserved and enhanced, the current street-capping efforts being utilized as a spring board for future reinvestments, and the notion of finding ways to improve upon the commerce in the area (See attached document, "Goals and Objectives"). Mr. Quackenbush added that the big picture topic for this interview is to identify key concerns, issues and possibilities relating to the MLK neighborhood and how Future Five might begin to address them.
2. Mr. Carter mentioned that the neighborhood needs affordable and livable housing. He added that certain areas in the neighborhood have undergone efforts of enhancement as well as replacement in recent years and other areas have been neglected. Mr. Carter then stated that the neighborhood could be better connected to Five Points and that one way to achieve this is by blurring the dividing line between commercial and residential properties.
3. Mr. Quackenbush noted that the current zoning ordinance only allows residential applications behind the commercial strip of Harden Street. Mr. Hiltner asked if the neighborhood would support zoning changes that allow mixed-use developments to occur on its edge. Mr. Carter responded that the neighborhood would likely welcome the idea of commercial and residential development but only to the middle of Walnut Street. Mr. Quackenbush added that the zoning ordinances could possibly be rewritten to create flexibility to allow mixed-use developments. A sketch is drawn to illustrate an example of how a mixed-use development could utilize the topography of the area to blend residential components on the top (towards the neighborhood) with commercial components towards the bottom (Harden Street). The sketch included the possibility of providing parking in the center of the development. All agreed that this type of development would be ideal for the area.
4. Mr. Carter stated that a major improvement to this area, such as the previous suggestion, could help to lesson the current amount of crime and unwanted activities that take place on the edge of the neighborhood and specifically Walnut Street. Mr. Hiltner posed the question of whether or not the crime would simply move across the street or to an adjacent area if pushed away by the new development. Mr. Carter responded that the existing healthy fabric of the neighborhood coupled with the new development would be better positioned to act as a 'watch dog' for the area. Mr. Quackenbush stated that the general idea is to not diminish the neighborhood but to enhance it. Mr. Hiltner added that this type of effort would also potentially bring more support from the City to the area.
5. The area where Pine and College Street intersect was suggested by Mr. Carter as another area on the edge between the neighborhood and the commercial district of Five Points that has great potential for new development. However, Mr. Carter added that certain commercial businesses have found difficulty in acquiring residential properties.





6. Mr. Carter noted that the main problematic areas of the neighborhood come from Pendleton and Walnut Street and exist from Pavilion to Lee Street. He added that if specific areas can be improved upon, the overall problems relating to issues of safety in Five Points could be greatly reduced.
7. Mr. Quackenbush asked about the areas further north towards Gervais Street. Mr. Carter stated that Pine Street also has problematic areas in need of improvement. He added that focusing only on individual pieces of a larger area is not usually sufficient and that it is more effective to focus on entire blocks at a time. It was noted that part of the street on the East side has already been redeveloped (Debra Livingston) and that the effort was successful because it brought good tenants and a healthy energy to the area.





On December 29, 2005 at 4:00 PM a meeting was held at the office of Quackenbush Architects + Planners to discuss the Five Points "FutureFive" *Redevelopment and Master Plan project*:

Gerry Lynn Hall – South Columbia Development Corporation (SCDCorp.)
Dennis Hiltner - Five Points Board of Directors
Doug Quackenbush – Quackenbush Architects + Planners
Cleve Walker - Quackenbush Architects + Planners

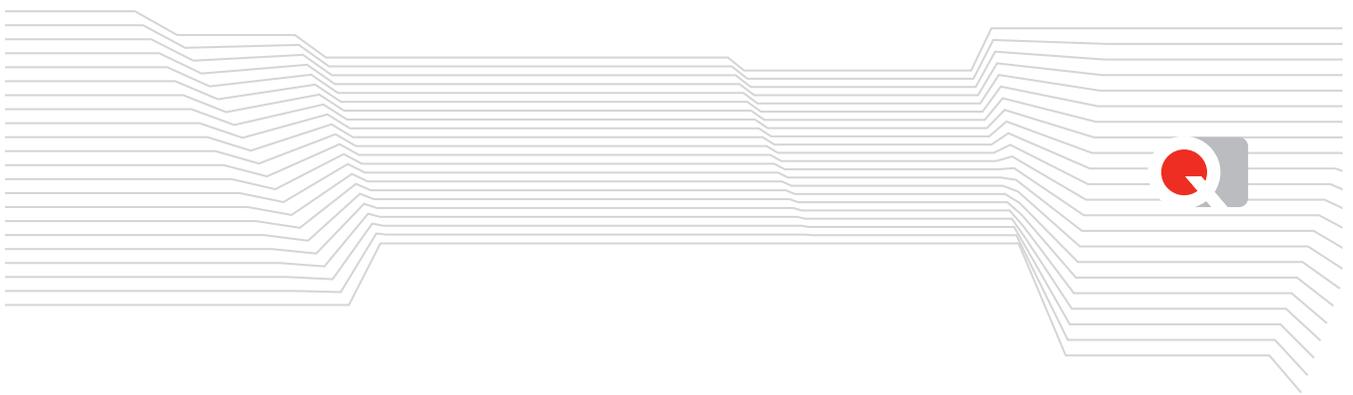
1. Mr. Quackenbush summarized some of the 'Goals and Objectives' for Future Five established from the Kick-off meeting (See attached document, "Goals and Objectives"). He elaborated that this project is unique in that it not only addresses the public realm but will also include private properties for its improvement efforts. It was stated that one of the main objectives is to preserve the eclectic look of Five Points but also encourage reinvestment and create a positive energy of improvement.
2. Mr. Quackenbush noted that Mrs. Hall had administered grant programs for reinvestment in the past and suggested that this interview focus on the successes and challenges that she has experienced. Mrs. Hall stated that the façade program that the SCDCorp. attempted in the Five Points area had limited funds but was still successful. The façade program utilized funds from the Empowerment Zone. Mrs. Hall agreed to provide any available documents from the previous façade program.
3. Mrs. Hall added that the façade program would typically provide 100% of the requested funds up to \$2000 and then 50% of the funds above \$2000. Each proposal was reviewed to assure that the designs met building codes and then approved by a committee. Each proposal also had to be presented and approved by the Empowerment Zone Board.
4. Mr. Quackenbush posed the question of how we might set up a more streamlined process to acquire and administer larger and 'bigger picture' funding. He suggested the possibility of low-interest loans which could act as incentives for property owners. Mrs. Hall responded that local banks might be more flexible on interest rates, but that lenders often expect to see additional employees and business growth.
5. Mrs. Hall noted that one of the issues involved with the previous façade program was that certain request were not easily accepted by the board as the proposals included improvements other than the façade or aesthetics of the property. It was discussed that this project might be better suited to consider reinvestment as any improvement to the business or building while still maintaining a focus on the aesthetics or public realm of the property.
6. Mrs. Hall noted that the SCDCorp. considers the area of North Harden Street (East Side) as an area with a substantial need for reinvestment. She added that many of the buildings in the area have substantial problems including structural damage. It was agreed that this is the area that perhaps needs the most attention and could possibly act as a kick-start for reinvestment throughout the rest of Five Points.
7. Mrs. Hall stated that the majority of buildings on Saluda and Devine Street seem to be in decent condition and that the buildings on Santee Street are also in fair condition but could benefit from more windows to enhance the storefront atmosphere. She added that Harden Street has the most areas and buildings in need of improvements. Mrs. Hall also noted that





Five Points could possibly benefit from attempting to close the gap between it and the Devine Street corridor.

8. A concluding discussion ensued that suggested that the more funding that can be made available for Five Points, the more energy will be created. It was noted that it will be important to incorporate flexibility and multiple options so that small and large business alike can be satisfied. It was reiterated that funds should be available for a broad spectrum of reinvestment but with an emphasis on curb appeal or "Exterior infrastructure."





On January 6th, 2006 at 1:00 PM a meeting was held at the office of Quackenbush Architects + Planners to discuss the Five Points "FutureFive" *Redevelopment and Master Plan project*:

Chip Land – City of Columbia / Planning Department
Doug Quackenbush – Quackenbush Architects + Planners
Cleve Walker - Quackenbush Architects + Planners

1. Mr. Quackenbush summarized some of the 'Goals and Objectives' for Future Five established from the Kick-off meeting (See attached document, "Goals and Objectives"). Some of the previous interviews were summarized as well to illustrate some of the key issues including the challenges involved with parking structures, the possibilities of mixed-use developments, the balance between hospitality and retail, and the efforts required to enhance the existing structures.
2. Mr. Land spoke about the various perceptions of the current parking challenges in the Five Points area. He suggested that some look at the 'big picture' of the issue in that the challenges are comprehensive for the whole area and that solutions or ideas to rectify those challenges should be comprehensive as well. A separate perception focuses on individual areas and challenges and solutions that are more site specific.
3. Mr. Land then spoke more specifically to the challenge related to the actual distance between parking areas and retailers. He elaborated that the unfortunate perception is that the actual distance one must walk in an urban area might seem longer than the equivalent distance spanning a large parking lot, such as a shopping mall. It was said that this perception is difficult to overcome. A discussion ensued about how the 'experience' of Five Points might in fact be the walk from ones car to their destination. It was reiterated that the event of walking through Five Points is perhaps one of the area's greatest assets due to storefronts, people, scenery, trees, etc. and that this notion should be focused on for improvement to counteract the challenge of distance.
4. Mr. Land mentioned that he participated in a parking study for Five Points during the 1980's and that the idea of surface lots was a main component of the study. It was stated that many people have recently stressed the importance of location for a lot's ability to improve the parking situation in Five Points. It was stated that the main challenge with parking structures instead of surface lots is the availability of adequate space to allow a structure to be economically efficient. A discussion started about the possibility of parking structures that are essentially a compromise between surface and structure lots that utilizes the topography of the area. Some examples were suggested that could be accessed from the surface of both the high and low sides. A specific site was suggested that could accommodate this concept which was the area behind Delaney's Pub, in which case the public could access the structure portion from the high side from Greene Street and employees of adjacent businesses could access the surface portion from the alley on Saluda Street. Mr. Land mentioned some other examples of areas suitable for multi level lots accessed from high and low surfaces as the area where Hardees is and the area behind King's Row and Hiller Hardware on Harden Street.
5. Mr. Land mentioned that the city could approach the parking situation in Five Points with a new strategy of purchasing land with potential for single and double level parking lots. He continued that these areas would be owned by the city and could thus be controlled and



prepped by the city. It was stated that this type of strategy could be executed in stages in which the city could attempt a test area to act as a prototype to portray successes as well as shortcomings. It was reiterated that this process would allow the city to explore and experiment as it 'moves through Five Points.'

6. Mr. Land suggested that Five Points could incorporate signage to be universal throughout Five Points that demarcated all available parking in the area. The example of Charleston was given as a place where parking is extremely difficult, however due to the adequate signage coupled with multiple possibilities of parking scattered throughout the city, the challenge is greatly lessened.
7. Mr. Land asked if there had been any discussions about the area of North Harden Street on the east side. Mr. Quackenbush recapped a previous interview with the Durham Carter, president of the MLK Association, which hosted a discussion about new development occurring along Harden Street with a depth of one block to Walnut Street. The objective of this new development would be to bring new vitality and energy to the area while enhancing and protecting the edge of the neighborhood. Sketches were drawn that showed diagrams of how a mix-use development could utilize the topography to combine residential programs on the neighborhood (high) side and commercial programs on the Harden Street (low) side with support parking located in the middle. It was reiterated that multiple alternatives can be suggested for how this area might be developed but that all should have the main objective of not intruding upon the neighborhood but enhancing it.
8. Mr. Land mentioned that another neighborhood that may also be susceptible to intrusion by commercial development is the area south of Blossom Street. Mr. Quackenbush replied that there has been no expressed interest in commercial expansion beyond Blossom Street.





On January 31st, 2006 at 4:00 PM a meeting was held at the office of Quackenbush Architects + Planners to discuss the above mentioned project with the following in attendance:

Kevin Werner – Miller-Valentine Group
Dennis Hiltner – Five Points Board of Directors
Doug Quackenbush – Quackenbush Architects + Planners
Cleve Walker - Quackenbush Architects + Planners

1. Mr. Quackenbush summarized some of the 'Goals and Objectives' for Future Five established from the Kick-off meeting (See attached document, "Goals and Objectives"). Some key issues were discussed including the challenges involved with parking structures, the possibilities of mixed-use developments, the balance between hospitality and retail, and the efforts required to enhance existing structures.
2. Mr. Werner noted that he participated in a tax incentive financing program to help property owners upgrade their businesses. The city contributed by offering tax incentives as well as low interest loans. It was stated that the Municipality wanted to benefit all parties and that this type of program could work well to create fast success and jump start a healthy growth process in Five Points.
3. Mr. Quackenbush noted that a key challenge at the core of this effort is to allow and promote freedom but to provide an element of guidance as the area grows. Mr. Werner noted that the Vista offers more restaurants while Five Points has a more unpredictable nature and is therefore often less attractive to business people.
4. Mr. Werner posed the question of how new developments can connect to the rest of Five Points. He continued that the fountain area is what he considers to be the center and identity of Five Points and then asked if the center can extend into other parts of Five Points. Mr. Quackenbush noted that gateway elements can be used as a strategy to give identity to the area and that the center may begin to shift and extend based on increases in activity.
5. Mr. Werner noted that the current property and construction costs suggest benefits in building vertical. It was noted that the Vista is an example of how moderately scaled buildings can be successful, but that Five Points should not rule out verticality. It was stated that one challenge with vertical growth is the resulting increase in parking need. Mr. Werner added that starting a substantial size project from scratch is difficult because of these challenges as well as the risk factor and acquisition of the needed land as it will likely involve multiple property owners.
6. Mr. Hiltner asked what type of developments could occur along N. Harden Street and successfully meet these challenges. Mr. Werner responded that one possibility could be live/work units similar to projects emerging in the Vista area. He continued that more retail and entertainment retail could potentially thrive in this area with establishments that typically do well in the foothills of universities. He noted that a residential component would be challenging but could work with the proper ratio of residential to retail.
7. Mr. Werner noted that the quality of the existing fabric of Five Point's core will make it easier





for the rest of the area to be successful. He added that if the quality of the core establishments and the customers can continue and increase, the establishments in need of improvements will potentially do so naturally.

8. Mr. Werner noted that Five Points seems to have two separate 12 hour shifts, one during the day and one during the night. Mr. Hiltner noted that the conflict between the two shifts exists in the transition and that the dinner community is slipping as a result.
9. A discussion ensued about how people coming to the Five Points area expect to have convenient parking. Mr. Werner noted that he often makes one pass to see if there are any available spaces and if there is not, he will likely go somewhere else to get what he needs. It was noted that as Five Points increases its number of metered spaces, the turn around aspect will improve yet the need for long term parking will increase.





On March 3rd, 2006 at 1:00 PM a meeting was held at The Gourmet Shop to discuss the above mentioned project with the following in attendance:

Perry Lancaster – Devine Street Association
Dennis Hiltner – Five Points Board of Directors
Doug Quackenbush – Quackenbush Architects + Planners
Cleve Walker – Quackenbush Architects + Planners

1. Mr. Quackenbush summarized the 'Goals and Objectives' for Future Five established from the Kick-off meeting (See attached document, "Goals and Objectives"). It was explained that the project is an effort to positively influence new development coming to the Five Points area in the coming years. It was noted that Future Five intends to address the current and potential relationship between the Five Points area and the Devine Street corridor.
2. Mr. Lancaster noted that he sees potential advantages in blending the two areas of Five Points and Devine Street. He elaborated that the two areas should be independently defined but continuity strategies should be sought to provide pedestrianism.
3. Mr. Lancaster mentioned the diagonally oriented state government building on Devine Street and its built-in parking structure that utilizes the slope of the site and posed the question of whether this could be a model for how Five Points might address the parking need. The Gourmet Shop was used as an example of a place that requires convenient parking with a high level of turn over, but it was noted that the built-in parking structure could potentially work in certain areas in Five Points.
4. A discussion ensued regarding how a zoning overlay might encourage more mixed-use and allow for more flexibility in parking requirements. It was noted that buildings should be encouraged to build directly up to the right of way. It was noted that this overlay could potentially eliminate the process of PUDs or variances, and thus spur economic development.
5. It was noted that many businesses along Devine Street successfully park in the rear of the establishment and that areas such as North Harden Street in Five Points could benefit from the same arrangement. It was noted that the challenge with introducing rear parking in the Five Points area is that the current norm is for customers to park on the street. All agreed however that shifting the character of parking in certain areas is highly possible and warranted with appropriate design.
6. It was reiterated that a balance of continuity and separate characters between Five Points and Devine Street is important for the vitality both areas. Each area should continue to have distinct characters involving densities, scale, land use and general personality so that each area can remain independent. However, certain character elements can carry through from one area to the other allowing for a complimentary relationship, especially as it relates to pedestrian connectivity.





On March 1st, 2006 at 4:00 PM a meeting was held at the office of Quackenbush Architects + Planners to discuss the above mentioned project with the following in attendance:

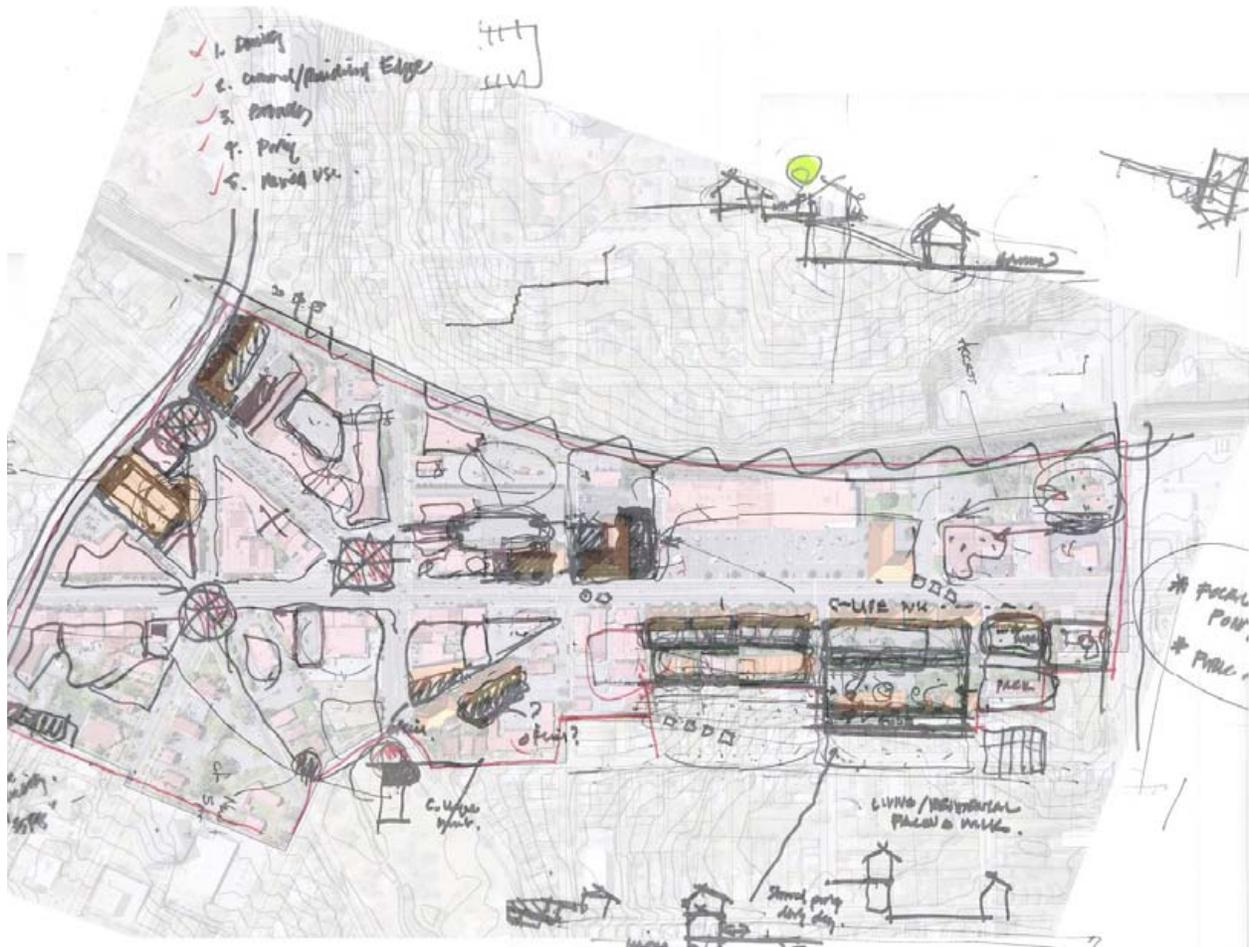
Harold Reaves – City of Columbia
Dennis Hiltner – Five Points Board of Directors
Doug Quackenbush – Quackenbush Architects + Planners
Cleve Walker - Quackenbush Architects + Planners

1. Mr. Quackenbush summarized some of the 'Goals and Objectives' for Future Five established from the Kick-off meeting (See attached document, "Goals and Objectives"). He noted that the overall intention of the project is to positively influence new development in Five Points.
2. Mr. Reaves introduced us to the program 'Crime Prevention by Design' administered by the Columbia Police Department. The general intent of the program is for the CPD to assess an area and then focus on concerns and issues and make suggestions for how to address and improve upon those issues.
3. Mr. Quackenbush pointed out some of the language in the 'Goals and Objectives' that specifically speaks to issues of safety and Mr. Reaves agreed and elaborated that any increase in activity will improve the safety of the area.
4. Mr. Reaves noted the importance for Five Points to foster an active and positive relationship with the Police Department. He added that it could be beneficial for the area if the police department could have a permanent presence in Five Points. Mr. Quackenbush noted that one idea from a design exercise included a small police station attached to a new development and centrally located.
5. Mr. Reaves noted that it would also be beneficial for the University Police to have a presence as well so that students could be monitored by the school and the city. He noted that punishments could then involve school related issues such as scholarships.
6. Mr. Reaves discussed the 'Quality of Life Task Force' and how it attempts to meet with neighborhoods periodically to talk about issues, respective solutions and their progress. He concluded that this program could be well suited for the Five Points area.



At the conclusion of the research, data collection, and interviews, the Master Plan phase began as a means to address the 'Goals and Objectives' stated in this report. In addition to the design team, Chip Land and Lucinda Statler, along with members of the Five Points Board, participated in a series of design charettes to produce an illustrative example of a 'Future Five' outcome.

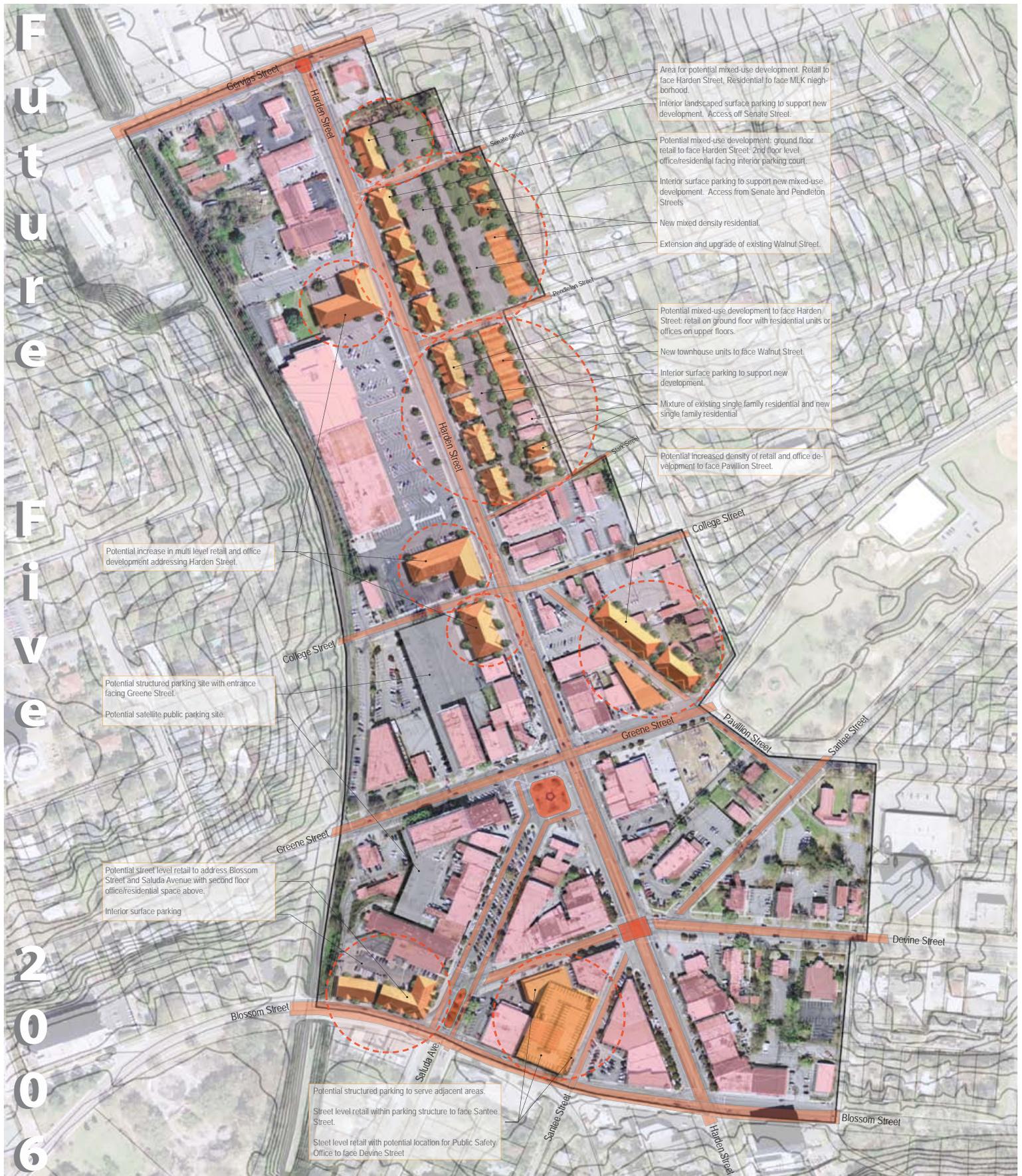
Because these studies affect private land and are not tied to a specific program, the Master Plan suggests but one illustrative example of the possible future for Five Points if the implementation strategies are adopted.



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Area for potential mixed-use development. Retail to face Harden Street, Residential to face MLK neighborhood.
Interior landscaped surface parking to support new development. Access off Senate Street.

Potential mixed-use development: ground floor retail to face Harden Street; 2nd floor level office/residential facing interior parking court.

Interior surface parking to support new mixed-use development. Access from Senate and Pendleton Streets

New mixed density residential.

Extension and upgrade of existing Walnut Street.

Potential mixed-use development to face Harden Street: retail on ground floor with residential units or offices on upper floors.

New townhouse units to face Walnut Street.

Interior surface parking to support new development.

Mixture of existing single family residential and new single family residential

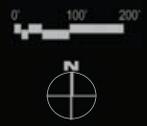
Potential increased density of retail and office development to face Pavilion Street.

Potential increase in multi level retail and office development addressing Harden Street.

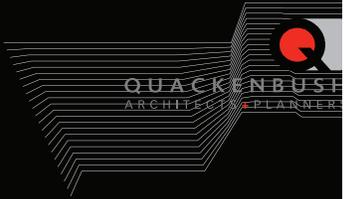
Potential structured parking site with entrance facing Greene Street.
Potential satellite public parking site.

Potential street level retail to address Blossom Street and Saluda Avenue with second floor office/residential space above.
Interior surface parking

Potential structured parking to serve adjacent areas.
Street level retail within parking structure to face Santee Street.
Street level retail with potential location for Public Safety Office to face Devine Street

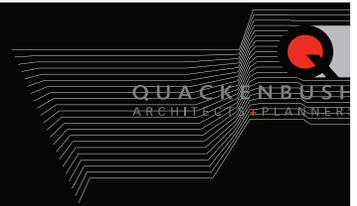


- Five Points Association -
Future Five 2006
Master Plan Overview





- Five Points Association -
Future Five 2006
Master Plan Overview





1. Preserve Unique Identity: *Maintain, promote and enhance Five Points' unique village-like atmosphere that results from thriving small businesses and pedestrian friendly environments.*



Maintain one and two story scale of existing structures. Located at the street right-of-way and not separated from the street by large areas of paving.

Encourage interconnectivity and density along the major streets, thereby promoting more pedestrian activity.

Sustain eclectic and diverse buildings and uses and discourage monotonous, large-scaled developments.

2. Enhance Market Vitality: *Seek ways to ensure that Five Points maintains and improves its commercial vitality by providing improved safety, ample parking, sophisticated signage, and other conveniences.*



- Increase street lighting to include secondary areas such as interior surface parking and access points as well as side streets.
- Incorporate lines of sight for police and pedestrians.
- Eliminate shrubs / landscaping that restrict visibility creating hidden or blind areas.
- Create new activity in otherwise dead or empty zones.
- Discourage 'areas between', such as the alley.



Potential site for structured parking and commercial development | Potential site for alternate structured parking | Potential site for satellite public parking



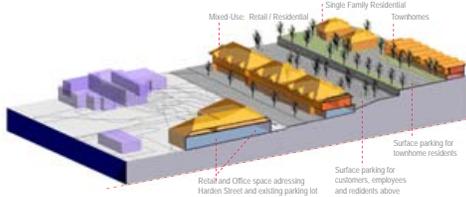
Signage easily visible by pedestrians, but not overwhelming | Encourage a variety of signage | Signs shall be mounted in locations that respect the design of the buildings

Provide strategies to improve safety through improved design.

Study alternative parking strategies, including satellite lots, parking structures, and planning strategies for new developments, to address perceived and actual parking needs.

Develop signage strategy featuring pedestrian scaled signage that provides plenty of visibility but does not create visual clutter.

3. Promote Mixed-Use: *Improve the 24 hour activity and pedestrian focus of Five Points by establishing and promoting a healthy mix of commercial, office, and residential uses.*



- Mixed Use: Retail / Residential
- Single Family Residential
- Townhomes
- Surface parking for townhome residents
- Retail and Office space addressing Harden Street and existing parking lot
- Surface parking for customers, employees and residents above



- Residential space directly above Retail space accessed from the rear with visual connection to Harden Street
- Street level Retail/Office Hospitality space creating 'Urban Wall' along Harden Street
- Vertical and Horizontal interaction between Residential and Commercial spaces to allow:
 - for front and rear balconies
 - arcades and pass-throughs
 - multiple access points



- Zoning Overlay for Five Points:**
- Allow for residential directly above commercial
 - Increase parking flexibility to create higher density
 - Allow structures to exist directly adjacent to street

Encourage buildings that feature mixed-use tenants, with retail uses on the ground level and office/residential uses above.

Promote strategies that "blur the line" between current commercial zones and adjacent residential uses, without threatening the vitality of either.

Develop parking strategies that allow for efficient use of parking infrastructure with an overlap of different users.

4. Elevate Building Character: *Improve and enhance the character of existing buildings to provide improved visual vitality to Five Points. Encourage new buildings to respond to existing fabric in scale and texture.*



- Address Building Heights and Massing
- Address Building Signage - Size, Material, Placement
- Address Awnings - Size, Materials, Styles
- Address Building Elevations: Fenestration, Materials, Color, Proportion



- Address Building Heights and Massing
- Address Building Signage - Size, Material, Placement
- Address Awnings - Size, Materials, Styles
- Address Building Elevations: Fenestration, Materials, Color, Proportion



Encourage reinvestment in existing structures with a long-term view towards quality.

Establish parameters for new structures to strengthen existing fabric.

Develop collective understanding of appropriate characteristics and possible improvements.

5. Increase Density: *Create strategies to encourage and guide future infill development in Five Points to encourage more investment and a stronger urban fabric.*

Five Points' unoccupied street front space currently serves as voids interrupting the continuous 'Urban Wall'



Develop road map for future development that addresses underutilized property.

Seek to remove impediments to the kind of development that strengthens the existing fabric

Encourage more multi-story construction (2 to 3 story max.) within Five Points.

6. Foster Diversity: *Support and encourage a variety of businesses and the proper mix of merchants in order to maintain the healthy diversity currently seen in Five Points.*



The design and planning of Five Points should acknowledge the different needs of hospitality users vs. retailers vs. other uses in Five Points

Goals and objectives for future development should address the different characteristics of daytime and nighttime merchants and consumers.

Future Five



Conceptual view from Gervais Street towards Harden Street

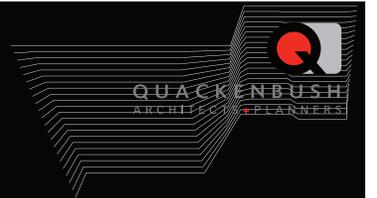


Conceptual view from Blossom Street Bridge

2006



- Five Points Association -
Future Five 2006
 Master Plan Views





A gathering was held on June 13th, 2006 in the lobby of Carolina First for an update on the latest Master Plan initiatives for Five Points and a chance to receive feedback on the ideas for "Future Five." Over 75 people attended the event and shared their input with the members of the design team.

There was a general consensus regarding the 'Goals and Objectives' and many additional comments that influenced the design team's recommendations for implementation strategies.



An announcement of the event read: Following the ambitious Five Points streetscaping and infrastructure project scheduled to reach completion this fall, the Five Points Association is sponsoring a new planning initiative to build upon the progress and investment made thus far and create a unified vision for how Five Points will evolve over the next five to ten years. You will hear about our goals regarding the preservation of Five Points' unique village-like scale, eclectic character, and pedestrian comfort while enhancing opportunities for new developments and existing businesses alike. We welcome your participation in this effort.





Goal 1- Preserve Unique Identity: Maintain, promote and enhance Five Points' unique village-like atmosphere that results from thriving small businesses and pedestrian friendly environments.

Goal 1 Strategies:

- *Maintain one and two story scale of existing structures, located at the street right-of-way and not separated from the street by large areas of paving.*
- *Encourage interconnectivity and density along the major streets, thereby promoting more pedestrian activity.*
- *Sustain eclectic and diverse buildings and uses and discourage monotonous, large-scaled developments.*

Narrative:

The chief objective in developing strategies to meet this goal, as well as many others identified in the master plan effort, is to provide regulatory encouragement of the desired outcome without stifling development and investment. The current zoning regulations are too generic and/or outdated in addressing many issues impacting this goal. One major example is the placement of a building relative to the street, a design decision that can dramatically affect the goal of reinforcing pedestrian activity. Without regulatory guidance and control, a more likely development pattern would default to the suburban model of building storefronts set back from the street behind parking lots.

Perhaps the more difficult challenge concerns maintaining the eclecticism and diversity of buildings- the "funky vibe" that defines Five Points. A defined criterion for the character of new development is desired by some and not by others. Strict design controls (design guidelines) have been discussed as a strategy, but the fear is any prescriptive regulatory guidelines may result in monotonous development rather than fostering creativity and spontaneity. There is also a concern that strict guidelines may impose unnecessary limitations on existing structures and businesses. Any guidelines considered must define the desired outcome in goal statements, not default to prescriptive solutions.

Recommendations:

1. We recommend an amendment to the current zoning regulations impacting **Five Points (as defined by the master plan's boundary)**, either with a zoning overlay or another specific zoning classification, to encourage development patterns consistent with the master plan. We recommend the City of Columbia's Planning staff be charged with drafting the plan and a timeline for implementation. Issues to be addressed include: setbacks, density, height restrictions, parking placement, and street level uses.
2. We recommend that *goal-oriented* guidelines be created that coordinate with the zoning regulations and define the intended outcomes and desired characteristics of new developments and major renovations. Avoiding prescriptive or formulaic solutions, these guidelines can be incorporated into the zoning overlay and administered by City staff as part of any routine regulatory approval.





Goal 2- Enhance Market Vitality: *Seek ways to ensure that Five Points maintains and improves its commercial vitality by providing improved safety, ample parking, sophisticated signage, and other conveniences.*

Goal 2 Strategies:

- *Study alternative parking strategies, including satellite lots, parking structures, and planning strategies for new developments, to address perceived and actual parking needs.*
- *Provide strategies to improve safety through improved design.*
- *Develop strategies featuring pedestrian scaled signage that provide plenty of visibility but do not create visual clutter.*

Narrative:

As investment and growth occurs in Five Points and density increases, stresses on parking infrastructure will increase. Studies commissioned by the City in the past five years suggest limited available parking, depending on location and time of day. Strategies are needed to balance the goal of increased density and investment with parking, suggesting a parking structure will be required in the foreseeable future. Location of this parking deck is critical: it must be centrally located to maximize use and to support retail uses where convenience is a must. Short term strategies should also be pursued, including satellite surface lots. Finally, the plan encourages more mixed use developments, where overlapping needs (retail and residential, as an example) may allow for shared parking strategies.

Safety and security should be enhanced greatly with the new design of the new lighting and pedestrian crosswalk system incorporated in streetscaping project. Beyond the public rights-of-way, specific site designs should be encouraged to provide generous lighting and site lines in all public and semi-public spaces.

The City's signage ordinance currently addresses all areas within Five Points. Although pedestrian scaled signage should be encouraged (and perhaps generally addressed as part of the design guidelines), there was not a strong consensus regarding additional signage guidelines or controls at this time.

Finally, the issue of right-of-way encroachment has surfaced as a potential conflict and a potential opportunity. Merchants who wish to set up café tables and chairs should be encouraged to do so, provided ample space is left over for circulation on the public sidewalk. Strategies to address this issue should be pursued in order to enhance healthy sidewalk activity within the Five Points "village".

Recommendations:





1. An analysis should be performed of potential satellite parking sites in Five Points. Potential sites should be evaluated to address the impact on parking pressure points, safety and security, and the influence on public street facades as addressed in the master plan.
2. The City should pursue strategies, including public/private partnerships, to develop structured parking in the heart of Five Points to encourage future development and increased density.
3. We recommend a change in the zoning requirements within Five Points to encourage mixed use developments that feature a combination of retail and residential where shared parking strategies are feasible. We recommend the City consider incentives, perhaps as part of the zoning overlay, to encourage this type of development strategy.
4. We recommend the *goal-oriented* design guidelines encourage pedestrian scaled signage strategies and proper lighting to enhance safety and security.
5. We recommend the City develop requirements for encroachment into the public sidewalk. Options to consider include the purchase of tree grates (to be provided by the City to maintain consistency) to increase the effective width of the sidewalk, incorporating façade walls with opening capabilities, and creating barriers to define outdoor areas and maintain adequate pedestrian circulation.





Goal 3- Promote Mixed-Use: Improve the 24 hour activity and pedestrian focus of Five Points by establishing and promoting a healthy mix of commercial, office, and residential uses.

Goal 3 Strategies:

- *Encourage buildings that feature mixed-use tenants, with retail uses on the ground level and office/residential uses above.*
- *Promote strategies that "blur the line" between current commercial zones and adjacent residential uses, without threatening the vitality of either.*
- *Develop parking strategies that allow for efficient use of parking infrastructure with an overlap of different users.*

Narrative:

A healthy mix of commercial and residential uses will provide multiple benefits for Five Points. Residential development will increase the number of customers for retail businesses. Residential units can be designed above street level retail and provide greater densities to support quality development as land values increase. Residential and retail uses have complementary needs regarding parking, with retail needs greatest during the day and residential needs greatest in the evening. And a mix of commercial and residential users ensures there is more 24 hour activity, enhancing safety. Under the current zoning requirements, innovative mixed-use developments are encumbered with lengthy and complicated regulatory approvals, providing a disincentive to this type of development.

Another value that surfaced as part of the master plan development was the need to "protect" the adjacent Martin Luther King residential neighborhood from commercial encroachment. The study area incorporates the edge of the neighborhood, and suggests additional multi-family residential developments in underdeveloped parcels along this eastern border.

Recommendations:

- 1. Incorporate incentives and requirements into the zoning overlay for mixed-use developments, with commercial and public uses on the ground floor and residential uses above. Incentives such as shared parking (between residential and commercial uses), relief from height restrictions or setback requirements should be provided when innovative developments are proposed.**
- 2. Maintain current boundary of commercial zones and limit commercial encroachment into adjacent residential neighborhoods, such as the MLK neighborhood.**





Goal 4- Elevate Building Character: Improve and enhance the character of existing buildings in order to provide improved visual vitality to Five Points. Encourage new buildings to respond to existing fabric in scale and texture.

Goal 4 Strategies:

- *Encourage reinvestment in existing structures with a long-term view towards quality.*
- *Establish parameters for new structures to strengthen existing fabric.*
- *Develop collective understanding of appropriate characteristics and possible improvements.*

Narrative:

As noted earlier, there is *not* a consensus regarding strict design guidelines for Five Points. However, there is a general sense that many buildings are “run down”, “tacky” and under-cared for. Earlier incentive-based programs featuring public money for façade improvements have had a limited impact due to lack of funds and strict limitations on how the money is used. As Five Points continues to develop and land values increase, there will be some market pressure (and incentive) to reinvest in current properties; however, those properties that manifest the “run down” and “tacky” characteristics may also slow new investment and stagnate new development.

Goal-oriented design guidelines may contribute by providing guidance and a general framework that could encourage smart reinvestment. A more aggressive and pro-active incentive program may jump start the improvements, and should be vigorously explored.

Recommendations:

1. **Despite earlier efforts that produced modest results, we still recommend an aggressive pursuit of financial incentives for reinvestment. During our study, several strategies were suggested that may yield results. Examples include building permit fee reductions, tax incentives, low interest loans, and matching grants. Federal funds as well as state and local funds should be pursued.**
2. **We recommend incentives be based on compliance with the *goal-oriented* design guidelines, as this reinforces the overall goals for the master plan and may create more flexibility in how funds are used. The regulatory review of this compliance will have to be determined once funds are identified, but could be partially administered by the City’s planning staff as part of the zoning overlay oversight.**
3. **The property maintenance code should be enforced on *commercial* property to encourage/enforce the upkeep of property.**





Goal 5- Increase Density: Create strategies to encourage and guide future infill development in Five Points to encourage more investment and a stronger urban fabric.

Goal 5 Strategies:

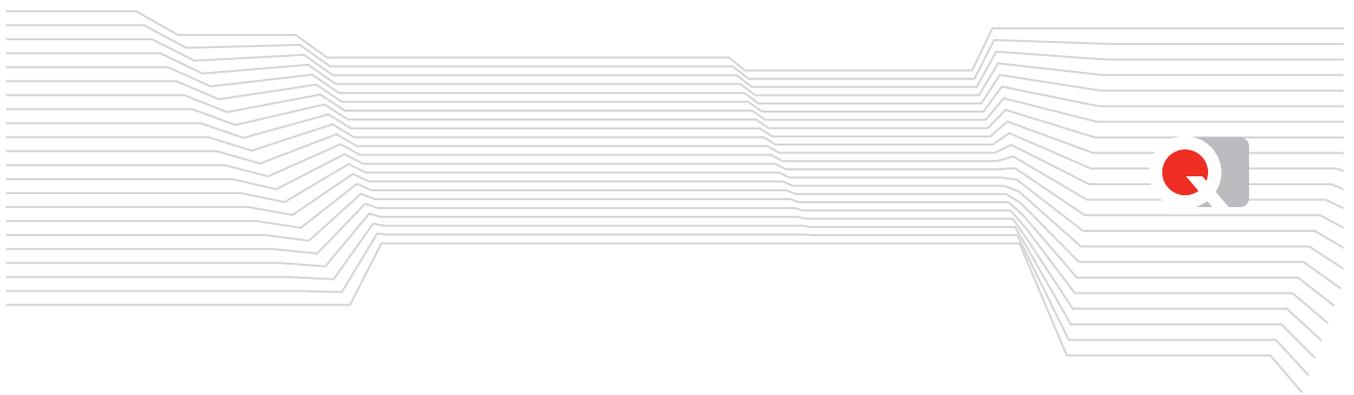
- *Develop road map for future development that addresses underutilized property.*
- *Seek to remove impediments to the kind of development that strengthens the existing fabric of Five Points.*
- *Encourage more multi-story construction (2 to 3 story max.) within Five Points.*

Narrative:

Density creates more buildings, more investment, more activity and more people. Controlled density is a key characteristic of successful urban environments, and this single characteristic distinguishes the successful "core" of Five Points from the less developed edges. This goal is illustrated in the master plan diagram with new structures typically located on the street right of way and of 2 to 3 stories in height. This strategy connects the buildings together on the public street, encouraging people to walk and leave their cars behind. It also creates an achievable balance of building to parking without having to rely on expensive structured parking solutions outside of the Five Points core.

Recommendations:

1. **We recommend the zoning overlay to be developed by the City's planning staff address the layout of future buildings with the goal of establishing a consistent street façade on the street right of way with new construction. We also recommend that new structures be limited to 3 stories in height, unless additional stories are permitted as an incentive for other concessions to the goals of the master plan and if approved by the City's planning staff.**
2. **We recommend that the zoning overlay encourage parking solutions that are largely internal to the block, and not built between the building and the public street.**
3. **As noted before, we recommend creating incentives for the flexible designation of parking in mixed use developments as a way to create more flexibility to the developer (allows more land to be used for building structures and less for parking) and as a key strategy for creating more density in Five Points.**





Goal 6- Foster Diversity: Support and encourage a variety of businesses and the proper mix of merchants in order to maintain the healthy diversity currently seen in Five Points.

Goal 6 Strategies:

- *The design and planning of Five Points should acknowledge the different needs of hospitality users vs. retailers vs. other uses in Five Points*
- *Goals and objectives for future development should address the different characteristics of daytime and nighttime merchants and consumers.*

Narrative:

Beyond the mixed-use (residential/commercial) issue of land use is the distinction between retail versus hospitality, i.e. restaurants and night clubs. These hospitality uses put a bigger strain on parking compared with other uses, and the general consensus is a proper mix and variety of commercial businesses in Five Points is the healthiest. While there is significant reluctance to over-regulate this issue (and questions about the legality of regulation), there is the possibility that incentives within the zoning document could tend to direct development towards a better balance (parking concessions being an example).

Additionally, there was much discussion about the desire to keep the "local merchant" character of Five Points intact, and to discourage the influx of generic or national retail chains to the area. Again, there was not a consensus on this issue- some argue that the national retailers have the money that it may take to finance the quality developments the master plan is seeking. The closest resolution to a consensus on the issue may lie with the zoning changes and goal-oriented design guidelines: many national retailers insist on building according to a prototype, and it's unlikely these prototypes will comply with the guidelines without significant modifications.

Recommendations:

1. **We recommend the zoning document incorporate realistic and specific distinctions between the parking needs of various retail uses, and that these requirements are to be met by each *business* entity (to restrict the transfer of variances with a physical address) as projects develop. Incentives should be made available to encourage the proper mix of retail uses within the document.**
2. **The *goal-oriented* design guidelines should be developed to discourage generic retail prototype buildings and planning strategies that contradict the principals of the master plan.**

