

# BROAD RIVER NEIGHBORHOODS MASTER PLAN

*-Broad River Heights, Riverview Terrace & Roosevelt Village-*

*Submitted to:*

RICHLAND COUNTY  
SOUTH CAROLINA

*Prepared by:*



June 2006

## 0.0 Disclaimer

This Master Plan document is a Final Draft and has not yet been formally adopted by the Richland County Council.

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# SECTION 1

## *Project Introduction*



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PLANNERS  
ECONOMISTS

Wilbur Smith Associates

## 1.0 Introduction

The Richland County Planning and Development Services Department along with county leaders have begun focusing on existing communities that are in need of infrastructure improvements, community redevelopment, and economic empowerment as a way to reinstitute community pride, maintenance, and provide for future development. To kick start the next series of neighborhood improvement projects, the county commissioned Wilbur Smith Associates (WSA) to facilitate public input sessions; brainstorm with key neighborhood leaders, community groups, and business owners; and evaluate existing conditions data in order to develop a Master Plan for the Broad River Heights, Riverview Terrace, and Roosevelt Village communities. All these neighborhoods herein will be referred to as the *Broad River Neighborhoods*. The purpose of combining these neighborhood names originated from community leaders' desire to rejuvenate three formally distinct areas. Although these neighborhoods were socially, economically, and geographically divided, all shared the common concern for improving the project areas.

The sole function of this Master Plan is to provide local government decision makers a realistic approach for revitalizing this community via various projects and procedures. The recommendations contained herein are based upon a re-established sense of community that intends to initiate the neighborhood improvement process which is so critical to a community that has experienced a steady 30-year decline. Immediate neighborhood improvements, focused clean-up efforts, neighborhood maintenance and growth, and redevelopment through re-establishing home ownership are a few of the recommendations noted herein. For a sustained commitment from the residents of the *Broad River Neighborhoods* it is vital that all of the improvements be seriously considered and phased into re-inventing this neighborhood.

The task of data collecting, site visits, and evaluations was the responsibilities of select individuals who comprised the Master Plan Project Team. The team consisted of Richland County Planning and Development Services Department staff; a division

director, project manager, and staff from Wilbur Smith Associates; a principal and project manager from The Land Plan Group South; the executive director and staff from the non-profit group The Village of Hope CDC; a private developer from the group the Village at River's Edge, LLC; and members from the various neighborhood associations. Prior to the formation of the project team, a community steering committee comprised of members from the Richland County Sheriffs Department, the South Carolina Department of Transportation, local bank executives, River Alliance staff members, executives from BellSouth, staff from the offices of South Carolina legislators, local community leaders, and other non-profit groups were assembled to help ensure the project's scope aligned with the needs of the key stakeholder groups.

Team members of Wilbur Smith Associates and The Land Plan Group South began the master planning process by investigating site conditions ranging from roadway to lighting quality. Utility infrastructure conditions, residential occupancy quantities, community landmarks, circulation patterns, existing land use, and neighborhood demographics were other items that were observed as well.

Next, the project team initiated a community involvement and outreach process that provided the opportunity for discussions about neighborhood strengths/weaknesses, history, character, environment, and overall perception of the residents of the surrounding region. These public meetings and community workshops allowed the residents to directly convey their perspectives of the neighborhood and share their visions for future growth possibilities.

In addition to the public meetings, the project team contacted various public and private organizations and municipal authorities in order to obtain "outsider" perceptions and improvement suggestions. Fortunately, a segment of the community within Roosevelt Village, had already acquired the attention of local developers through the marketing efforts of the Village of Hope CDC group. This group was working on a re-development plan with the county concurrently during the master planning process. The new plan for

the Roosevelt Village, now The Village at River's Edge, area has become an integral piece of the overall neighborhood master plan and is envisioned as an additional stimulus towards revitalizing the community.

A portion of the Master Plan consists of consultations with agency representatives, media coverage of meetings, processes, and public discussion forums. An existing area profile, including strengths and weaknesses, was developed from the available data, interviews, and input sessions. Recommendations unique to this area were formulated using gathered information, in conjunction with the project team's neighborhood re-development experience.

The *Broad River Neighborhoods* Master Plan was developed by working closely with the immediate residents and business owners interested in neighborhood stability, maintenance, and growth. This plan should be viewed as a "living" document that represents only one step toward redeveloping and revitalizing the area. This plan offers community leaders, local government officials, and the community at-large a plan for how and where to focus resources to foster steady, positive, and continual growth and maintenance in the community. The success of this plan will depend upon the implementation and subsequent plan revisions that will address this ever-changing, dynamic new community.

The study area for the Master Plan encompassed existing residential and commercial areas along the River Drive Corridor from the Broad River bridge to the intersection of Sunset Drive and Clement Road along the south; the Columbia Canal on the west; Clement Road on the east; and Circleview Drive and Mountain Drive to the north. See Exhibits 1A and 1B for clarification.





SITE INVENTORY

Broad River Neighborhood

Masterplan

Scale: 1" = 200'

Richland County





SITE INVENTORY

Broad River Neighborhood

Masterplan



Scale: 1" = 200'



# SECTION 2

## *Community Involvement*



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## 2.0 Community Involvement

The most informative and significant data collecting method originated from in depth discussions with the residents of the three distinct neighborhoods. Many of the residents took an active role in the brainstorming process, as well as offered critical historic background on the formation of the *Broad River Neighborhoods*. Many of the residents are first generation home-owners who provided a vivid depiction of “what *used* to be our neighborhoods.” The community played a major role in the development of the Master Plan and will be relied upon to assist in the implementation of the plan. Promoting a sense of community connectivity was imperative to provide sufficient opportunities for dialogue between local residents, business owners, and other stakeholders to begin the rebuilding process. In an effort to gather data from all neighborhood sectors surveys, public meetings, and workshops were conducted. Ensuring optimal participation was integral to the success of this process.



Residents of the *Broad River Neighborhoods* were surveyed and given the opportunity to share their opinions in open forum sessions. Private, individual sub-sessions were also conducted for those who were not comfortable speaking publicly. Moreover, the Riverview Terrace Neighborhood Association provided additional support to the project team by keeping residents informed of project activities, collecting surveys, and hand-carrying surveys and meeting flyers to elderly and immobile residents. The association also provided suggestions for Master Plan site design approaches by offering a detailed list of concerns and compromises. This “all inclusive” process attempted to be as communicative and open as possible for the residents.

## 2.1 Initial Public Meeting

In order to introduce the neighborhood residents to the general guidelines followed during the master planning process, as well as the specific scope of the task at hand, an initial neighborhood leadership meeting was conducted on January 5, 2006 at 9:00 am at



the Clement Road Church of God. The purpose of the meeting was to introduce the neighborhood leaders to the project, its goals, and provide them with the necessary information to help kick-off the project.

Subsequent to the initial leadership meeting, community input meetings were held on March 8<sup>th</sup> and 9<sup>th</sup> from 5:30 – 6:45 pm at the

Clement Road Church of God. These meetings were conducted to introduce the project team, the project, and its goals to all stakeholders. In addition, these meetings provided the first opportunity for the residents to talk about sensitive subjects that have haunted the community for years.

These meetings began by introducing the partnership responsible for Master Plan conception and execution, with small introductions of each team members' role. County Councilman, Paul Livingston, spoke briefly about the community's history and how it became a target for more direct county attention. Next, a presentation outlining the project and the master plan process was given by the project team members and was followed by questions and comments from attendees. During the meeting, residents were given community surveys that were later used to better determine community strengths and weaknesses, as well as to gather a holistic understanding of what the residents needed, wanted, and disliked about their neighborhood. In addition, the surveys gave the project team a new perspective on the area based upon hearing the community's historical significance to Columbia's urban fabric. The survey and results are discussed in greater detail in Section 2.4.

Attendance of the initial meetings were relatively good; considering that many of the residents are elderly with mobility constraints. Approximately forty-two community members attended the initial meetings.

## 2.2 Public Workshop Sessions

An initial stakeholder workshop for the Master Plan was held on Saturday, April 1, 2006 from 9:00 am – 1:30 pm at Central Baptist Church on Clement Road. A follow-up “drop-in” workshop was held on Thursday, May 11,

2006 from 6:00 – 8:00 pm at E.E. Taylor Elementary School. The Saturday workshop was scheduled for three timeslots: 9:30 am, 10:45 am, and 12:00 pm and lasted between thirty (30) and sixty (60) minutes each. The workshops provided an informal setting where residents and community stakeholders were



welcome to provide additional input into the planning process. Clement Road Church of God, Central Baptist Church, and E.E. Taylor Elementary School were strategically selected as meeting locations. The project team was informed by the residents that E.E. Taylor Elementary held a more significant meaning since many of the community group activities are frequently held on campus.

Residents were asked to sign-in at the inception of the workshops while the project team members prepared and conducted the presentation. Each project team member gave a brief introduction to the meeting, reviewed the planning process and research results to date, and discussed the data collecting method that would occur during the meeting. Team members requested community feedback that would highlight problematic areas, as well as possible solutions they felt would benefit the community. Multiple large presentation boards denoting site inventory, demographics, land use, wetlands, flood plains, and site analysis were used in the discussions.



Although detailed participant demographics were not collected, an average of forty (40) community members attended two input sessions and an average of twenty (20) community members attended the two workshop sessions. Participants included business owners, out-of-town stakeholders and neighborhood residents.

### ***2.3 Announcements and Media Coverage***

The residents and stakeholders of the neighborhood were kept abreast of public meeting sessions through mailed announcements and via the Richland County Sheriffs Department reverse 911 call service. Flyers were mailed to the neighborhood members and local media to announce the public meetings and workshops. A sample of the flyer is illustrated in Exhibit 2A.

### ***2.4 Community Survey and Results***

As previously indicated, a survey was administered during the master planning process and was made available to all residents, property owners and businesses within the community via public meetings. Additional copies were delivered to residents by the Riverview Terrace Neighborhood Association and individual community members. The survey was intended to solicit relevant input on the community's historical character, current standing, and future revitalization goals. The questionnaire covered many topics ranging from perceived strengths and weaknesses of the community, opinions on how the community is perceived both inside and outside the community boundaries, the residents' vision of the community, how it should grow, and specific project suggestions to aid in the revitalization efforts.

The survey was comprised of fourteen (14) multiple choice questions and eight (8) short answer questions. A majority of the multiple choice questions were aimed at understanding how the residents viewed some of the existing traits of the neighborhood; while the remaining short answer questions centered around gaining an understanding of what is envisioned for the community's future and how it should grow to that end. The survey also sought examples of improvement projects that could boost interest in revitalizing the community. Approximately eighty (80) surveys were completed and returned by stakeholders as part of this Master Plan.



# SECTION 3

## *Neighborhood Involvement*



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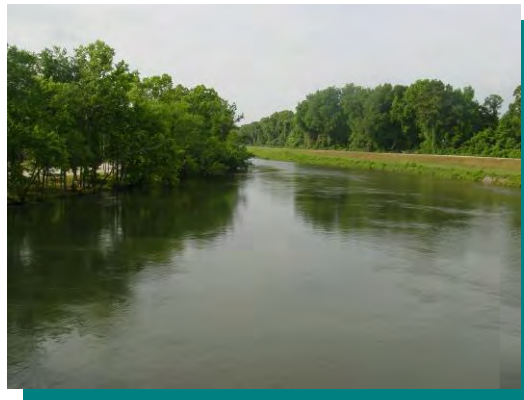
## 3.0 Neighborhood Evaluation

Wilbur Smith Associates evaluated the *Broad River Neighborhoods* to better understand its strengths and weaknesses and to focus on critical issues. As mentioned earlier, multiple conversations with the residents, public meetings and seminars, as well as surveys were the means of collecting critical data from the residents. This information was synthesized and evaluated after the input process to assist the project team to better understand the issues relative to this community including an evaluation and analysis of the existing infrastructure systems. The following sections detail the results of the evaluation.

### 3.1 Introduction to the Broad River Neighborhoods

#### Location

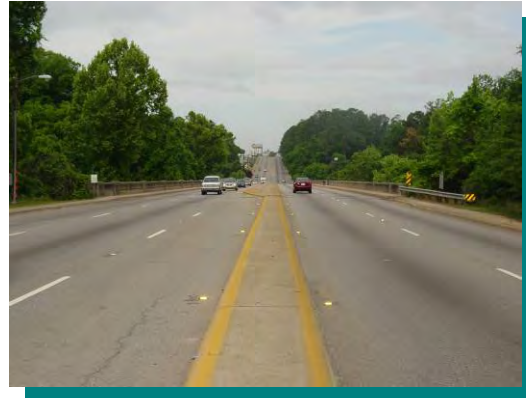
The neighborhood is located seven (7) minutes north of downtown Columbia, in Richland County, South Carolina. Bordered by Mountain Drive and Circleview Road to the north, River Drive to the south, Clement Road to the east, and the Columbia Canal and Norfolk Southern Rail Line to the west, the 276.5 acre neighborhood has topography



ranging from relatively flat sectors to areas with more than a 10% slope, as illustrated in Exhibits 3A and 8A. The heavily vegetated community offers beautiful vistas to dense forested acres and the Smith Branch Creek along its northern boundary and pockets of views to the Columbia Canal along its western boundary. Paradoxically, the southern neighborhood border is buffered by various light industrial buildings, community outreach facilities, and small-scale convenient store businesses as illustrated in Exhibits 8D and 8E. The neighborhood is approximately 1.56 miles from I-126 via River Drive, Broad River Road, and Greystone Boulevard; and 2.01 miles from I-20 via Broad River Road.

Road Network

There are several roads, both interior and exterior to the neighborhood that serve the community. Most notably is River Drive which begins off-site where it intersects with North Main Street. River Drive ends at the Broad River Bridge where it transitions into Broad River Road. From North Main Street, River Drive converts from a heavily traveled 2-lane residential connector road to a 4-lane arterial thoroughfare.



River Drive provides direct access into the neighborhood via Clement Road, Pearl Street, and Gibson Street. Clement Road serves as the primary, more familiar entrance into the neighborhood. Gibson Street is considered as the secondary entrance although it is more prominent from River Drive. One interior road, McRae Street, bisects the Riverview Terrace and Broad River Heights communities, and bounds the Roosevelt Village area. All streets in the neighborhood are paved, except for McQueen Street which is in the Roosevelt Village area. A few select roads have undergone minor resurfacing due to a recent sewer infrastructure upgrade; they include Gibson Street, Brewer Street, Pearl Street, and Wellesley Drive. However, the quality of the resurfacing will be addressed later in this plan. A portion of Hart Street has not undergone resurfacing.



Key Points of Interest

Several points of interest were identified during the site assessment process. Gibson Street, a key entrance into the neighborhood,

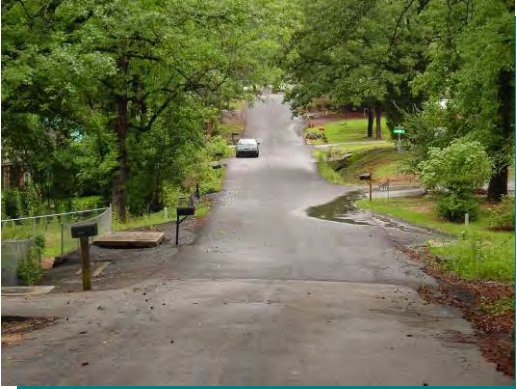
aligns with Lucius Road, which is across River Drive. Gibson Street originally included an island and ingress and egress lanes. However, it has been altered and the egress lane has been closed. Another key entrance into the neighborhood is the intersection of Clement Road and McRae Street. McRae, like Gibson leads into the heart of the community and runs along side E.E. Taylor Elementary, which is considered by many as the community center. Other areas of importance include Clement Road Church of God, Central Baptist Church, and the proposed redevelopment of Roosevelt Village into a single-family, mixed use development named The Village at River's Edge. Again, the scenic views that exist along the north and west neighborhood boundaries and the proximity to the Columbia Canal are special natural features which provide additional interest to the community. See Exhibit 3A for clarification.

### Zoning Areas

*The Broad River Neighborhoods* are primarily zoned residential and commercial. Over two-thirds of the neighborhoods are zoned residential. A majority of Riverview Terrace is zoned Single-Family-Medium Density (RS-MD). While Broad River Heights has varying zoning districts; including Single-Family-High Density (RS-HD), Multi-Family-Medium Density (RM-MD), and Single-Family-Medium Density (RS-MD). The Village at River's Edge is currently zoned Planned Development District (PDD). The remaining portion of the neighborhood is zoned commercial (GC). Along the River Drive corridor, the zoning district is General Commercial (GC), which is synonymous with the City of Columbia's C-3 zoning definition.

### **3.2 Evaluation of Infrastructure**

An evaluation of the existing infrastructure in the community indicated that generally most of the systems in the area are adequate to accommodate the residential and business uses already present in the neighborhood. However, some of the infrastructure components need attention from various county agencies.



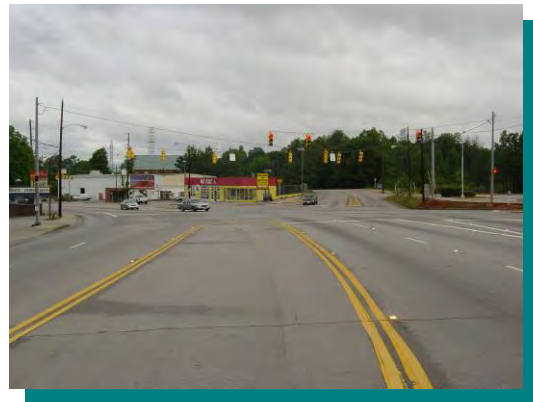
### Roadways

Most of the roads have access to one of the major intersections of the community, except Williamsburg Drive which dead ends at the southwestern portion of the Riverview Terrace community. Williamsburg Drive intersects with McRae Street and serves as the only entrance into Riverview Terrace. The

residents of Riverview Terrace prefer a single neighborhood entrance.

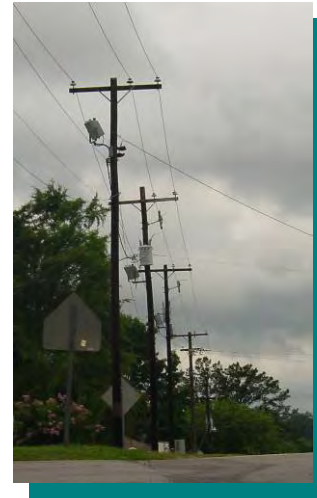
The roads in the neighborhood are maintained by Richland County, except for Clement Road and River Drive, which are maintained by the South Carolina Department of Transportation (SCDOT). Except for portions of McQueen Street, all the roads in the neighborhood are paved. Unique in this community, the streets in the Broad River Heights area form a grid system; while a more organic street pattern exists in the Riverview Terrace area. Part of the reasoning behind the varied road network is based upon an economic response to building on the existing topography. Sightlines, grades, lane widths, and road curvature appear adequate for residential scale transportation.

Based on visual inspections, the roads seem to be in good condition. Many of the internal roads are tree lined and require the residents to utilize the shoulders for on-street parking. Other than where there exist pockets of overgrown vegetation, visibility of the street signage is adequate.



Telecommunications

Currently, Bellsouth provides adequate telecommunications service to the community. However, the opportunity to attract more business to the River Drive corridor is possible by adding fiber optic services.



Water/Wastewater

The City of Columbia currently provides water and Richland County provides wastewater service to the area. The routes of the primary collection and distribution lines run along most roads in the neighborhood, as illustrated in Exhibits 8D and 8E. Currently, all residents and businesses have water



service, as needed, and no improvements to the infrastructure are necessary. Regarding the wastewater service, some residents indicated that they were not satisfied with the recent infrastructure modifications and that there are areas where additional work remains. Fortunately, the County has been proactive and corrected the problem. On June 19, 2006 a public hearing for the “CDBG Sewer Project for Broad River Heights” was held to closeout the sewer improvement project. Previously, a majority of the community used septic tank systems.

Storm Water

The storm drainage system is currently maintained by the Richland County Public Works Department. The existing topography varies from the northern to the southern portion of the neighborhood, which creates gradually sloping terrain in some areas while providing steep slopes in others. The central portion of the neighborhood has



several low elevations that create a bowl-like depression that drains to the west, and eventually into the Columbia Canal. During rainfall events, storm water quickly runs off to other low-lying areas in the neighborhood. Primarily, the project site drains well. However, several residents indicated that recent street resurfacing (primarily Pearl Street) has created isolated areas where the natural slopes have been compromised preventing storm water from adequately reaching the catch basins. Based upon the project team's visual observations, the catch basins throughout the project area appear well maintained and are not cluttered with trash and debris.

### Lighting

Electrical street lighting service is currently provided by South Carolina Electric & Gas (SCE&G). Many of the street lights are in need of maintenance and adequate lighting within the community is a concern with the residents. Most streets in the neighborhood are illuminated with low light, industrial-style "cobra" street lights.



### **3.3 Neighborhood Strengths**

#### Zoning Consistencies

As confirmed earlier, neighborhood zoning accommodates both residential and commercial land uses, which is a considerable strength. The residents have indicated that they are comfortable with the zoning in the area. The community benefits from consistent zoning; that is, where parcels are consistently zoned either residential or commercial. This zoning strategy provides opportunities for the healthy co-existence of residential and commercial property owners. The advantage of defining specific residential and commercial zones prohibits complaints between residents and property owners caused by adjacencies of mixed-uses within the community. The area along River Drive serves as the primary commercial district of the community. This area

serves as a buffer between the neighborhood and River Drive. Restricting the commercial portion of the neighborhood to this area along River Drive will provide an economic base for business growth and development. Furthermore, this commercial buffer protects the residential character of the neighborhood.

### Transportation Access

Being one of the older neighborhoods in Columbia, the *Broad River Neighborhoods* has the distinct advantage of being developed within a pre-established arterial road system. The neighborhood is positioned between two former rural county roads that connect downtown Columbia with the larger northwest portion of the city. As stated earlier, the *Broad River Neighborhoods* are only a few miles from major county and city amenities and the interstate. This road network aligns well with the public transportation system, which many of the residents utilize via several bus stops within the community. Consideration should be given to marketing the community's close proximity to downtown and the surrounding area.



### E.E. Taylor Elementary School

Another key strength of the community is E.E. Taylor Elementary and its commitment to community involvement and support. In addition to the resident's personal relationships, the school has served as the corner stone for communal stabilization and organization. E.E. Taylor regularly hosts neighborhood association meetings, social events, and provides recreational activities for neighborhood children who are not students. One of the key marketing considerations for helping rejuvenate this community is the school and school district's role as an additional sounding board to promoting growth, stability, and development. The residents collectively view E.E. Taylor as the beacon of the community.



### Home Ownership

Currently, over half of the neighborhood is comprised of home owners. This provides for community stability and a sense of neighborhood pride. The residents of the *Broad River Neighborhoods* are predominantly senior citizens that have spent much of their adult lives in the neighborhood



or have relocated from elsewhere. This type of consistency has provided a communal unit that is typical in Columbia. Many of the residents are former co-workers and professional partners and a large percentage of them have lived in their home for thirty-plus years. Many of the residents take pride in maintaining their property and are proud of

their neighborhood. During the workshop sessions, many noted their home maintenance activities; however, there is a fear that if homeownership declines so will the neighborhood. With the relative size of the *Broad River Neighborhoods* and their convenience to downtown, the interstate, shopping centers, and other recreational amenities, reaching a milestone of 100% homeownership is realistic and should be considered a goal within the community.

### Available Property

The core of the *Broad River Neighborhoods* is attractive for infill housing. The perimeter of the neighborhood has multiple tracts that are prime locations for development of community spaces or additional residential and some commercial uses. The project team assumes that most of these properties may be currently available for acquisition or lease. Furthermore, many other sites within the neighborhood should be researched and

investigated to determine their status as well. As a benefit to the community, the potentially available land tracts are significant for several reasons, including:



- First, the real estate prices are relatively low and therefore the area becomes attractive to residential and commercial investors.
- Second, the availability of inexpensive land offers new businesses an immediate return on investment and provides a positive impact for the community. Moreover, the establishment of neighborhood-friendly businesses will stimulate renewal .
- Third, the community has the opportunity to claim tracts for communal space, small landscape buffers, and naturalized areas.
- Fourth, re-established real estate value translates into an increased tax revenue for local jurisdictions; however, stakeholder by-in will be critical and challenging. This additional revenue could be targeted for additional infrastructure improvements and re-invested into other community amenities.
- Fifth, once general improvements are made, the neighborhood becomes marketable and serves as a model for other neighborhood rehabilitation projects with similar characteristics.

Finally, the potential available property makes the renewal process for this community a strong advantage. Again, it provides the opportunity for controlled growth, can provide

an economic boost for the community, help re-establish the sense of community, and offer more homeownership opportunities, which is of importance to the residents.



### Community Interest/Awareness

As stated earlier, the residents of the *Broad River Neighborhoods* made it vividly clear how much they care for and are involved with their community. One of the most intriguing aspects of the residents was their commitment to informing those residents who were not able to attend all the public input sessions and workshops; to the extent of hand-delivering session agendas and other documents. This type of community commitment helped the project team focus on certain “quiet” community leaders, block captains one might say, who were not initially members of the steering committee or executive body of the neighborhood associations. These residents had the pulse of their communities, and provided critical historical background. Residents from Broad River Heights, Riverview Terrace, and the Village at River’s Edge made time to be present at the public input sessions and workshops and actively participated in the discussions about the future of the neighborhood. Many residents expressed joyful fulfillment about being a part of the master planning process and expressed their re-energized faith in the county’s effort to improve the area. However, there were a few who are skeptical of this Master Plan becoming a reality. These critics assured the project team that they will closely watch the county’s approval and adoption proceedings slated to start later this year.

It is anticipated that the residents will begin some type of community wide clean sweep, cook out, or other rallying event as a result of

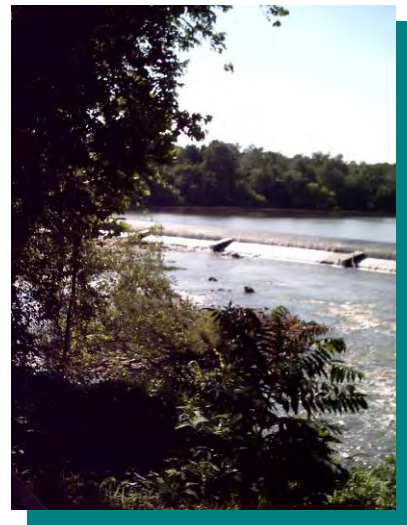


this master planning exercise. Once this function occurs, it should not take long for the skeptics to understand that this process requires an “all hands on deck” commitment to realize the neighborhood’s potential, and become energized about the beneficial possibilities. In addition, it will be critical that this Master Plan move swiftly through the approval process to help sustain community confidence and support. The expressed dedication and commitment to rebuilding this community can only assure the rejuvenation of community pride.

### 3.4 *Neighborhood Weaknesses*

#### Lack of Community Green Space

Other than the play grounds located on the Village at River’s Edge property and at E.E. Taylor Elementary School, there are no defined community parks, recreational spaces, or pocket parks. Although E.E. Taylor Elementary School claims a considerable large area of land in the center of the neighborhood, the green space is not inviting nor does it have shelters to support outdoor functions. Although the neighborhood’s topography provides beautiful vistas to the Columbia Canal, small ponds, and streams, there is no park accommodation that allows one to appreciate the natural aspects of this neighborhood. By protecting the natural surroundings and building upon this amenity, a nature-focused marketing strategy could be beneficial in luring more homeowners. A combination of large open green space and smaller, more nature focused areas within the neighborhood could be an inexpensive, attractive feature.



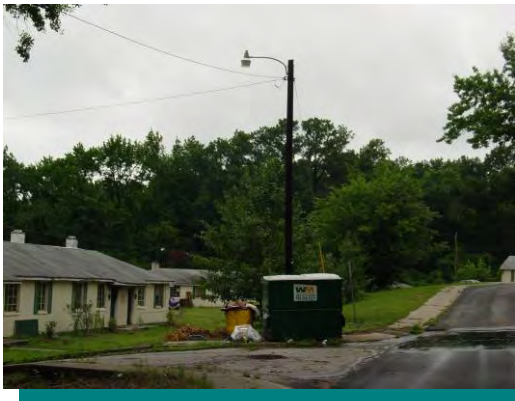
Lack of Sidewalks

Immediately evident during site visits to the *Broad River Neighborhoods* was the lack of adequate sidewalks. Portions of McRae Street and Gibson Street have sidewalk segments, but are not connected by a neighborhood wide pedestrian way network. Many residents and children walk along the street shoulders to get to E.E. Taylor Elementary School and the bus stops located on Clement Road and Pearl Street.



Lack of Neighborhood Maintenance

A critical weakness is the lack of community maintenance. Minor neighborhood maintenance can be managed by the business and resident owners to improve the



neighborhood's appearance. While specific household and business garbage disposal is the sole responsibility of the property owners and residents, the Richland County Department of Public Works can initiate a clean-sweep under its litter ordinance. Additional areas of concern are overgrown vegetation along streets, at street signs, and at vacant and

dilapidated buildings in and around the community. To immediately realize a stakeholder by-in, these areas should be routinely maintained. Again, this task is one that can start immediately with the assistance of the County and neighborhood leadership.



Many residents expressed concerns regarding the multiple properties that are infested with trash, litter, overgrown yards, and are generally dilapidated. Moreover, another area of concern is individual property maintenance, both commercial and residential. Based upon observation, a majority of the businesses maintain their property grounds, but are in need of general building repairs and maintenance. There are several unsightly abandoned structures on River Drive that need to be upgraded. Regarding the individual residences, many of the homeowners and rental properties owners maintain their lots regularly. However, overall property maintenance in the neighborhood remains an issue.

From old cars, to unsightly fencing, to miscellaneous furniture and debris, many of the residences are missing the opportunity to help change the visual character of the neighborhood. Many of the homes in the community could benefit from minor cosmetic repairs and maintenance. There are; however, multiple structures that are in need



of more serious structural improvements ranging from roof repairs, to painting, to landscaping upgrades and maintenance, to porch repairs, to general lighting upgrades.

The success of economic development hinges upon the visual characteristics of the neighborhood. The aforementioned troubled areas give a negative perception of the residents and the community as a whole. This potentially could impact the development of the commercial and residential areas due to investors assuming that this community does not care about their surroundings and are not concerned about economic opportunities. In addition, investors and potential homeowners may view this community



as a distressed area that will not ascend to the level of other surrounding neighborhoods.

That fact is completely incorrect based upon the spirit of the residents who attended the public input sessions and workshops, but the general Columbia public is not privy to this information. In fact, one of the local business owners revealed that he did not think it would

be beneficial to invest in upgrading his business because of the general public's perception that this area would never improve.

### Community Security

Historically, crime has been a major problem in the study area, primarily in the Roosevelt Village area. However, in recent years, the area has undergone a major rejuvenation and the crime causing elements have been removed thanks to the installation of a Sheriff sub-station on the property and with the continual support of the residents. It is important to understand that much of the market response is based on perception, not facts. In that light, areas in the neighborhood including uncontrolled vegetation, poor lighting, poorly maintained streets, dilapidated and poorly maintained properties, and other visual factors fuel the negative image that the community is unsafe to outside persons, as reported by residents on the completed surveys.

### Street Lighting

Adequate street lighting is of serious concern to the residents. There are portions along all the interior streets of the Broad River Heights sector where overhanging tree limbs block much of the lighting. This promotes loitering. Many residents expressed concern for safety and the perception of an unsafe environment due to poor lighting conditions.



***Existing Street Light Count***

During site visits, the project team observed 63 lights throughout the community, including 30 lights in the Riverview Terrace area and 33 lights in the Broad River Heights/The Village at River’s Edge area. The street lights in the Riverview Terrace are more evenly spaced, thus providing consistent lighting; whereas, the lights in the Broad River Heights/The Village at River’s Edge are more sporadic. E.E. Taylor Elementary School has several pole lights and several flood lights around the school building. Many lights in Broad River Heights provide insufficient lighting due to heavy tree cover. The trees on Gibson, Brewer, and Pearl Streets are inhibiting the lights from providing optimal illumination. The table above details the street light fixture count in the neighborhood:

<p>Broad River Heights/The Village at River’s Edge:</p> <p>8 – McCrae Street</p> <p>7 – Wellesley Drive</p> <p>7 – Hart Street</p> <p>4 – Pearl Street</p> <p>4 – Brewer Street</p> <p><u>3 – Gibson Street</u></p> <p>33 total</p> <p>Riverview Terrace:</p> <p>17 – Williamsburg Drive</p> <p>7 – Coronado Drive</p> <p>5 – Chesterfield Drive</p> <p><u>1 – Melbourne Street</u></p> <p>30 total</p>
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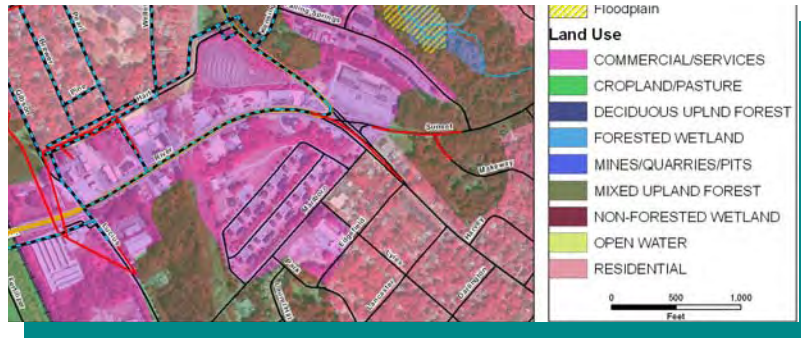
***Community Identity and Neighborhood Boundaries***

At present, the spirit of the residents as well as the neighborhood boundaries are not apparent from River Drive or Clement Road. Although there is an existing entry sign at the McCrae Street and Clement Road intersection, the sense of community identity is lacking. And commuters traveling on River Drive are unaware that the neighborhood exists behind the commercial district; there are no indicators that broadcast the neighborhood’s points of entry or boundary. The lack of signage and landscaping on River Drive and more pronounced signage and landscaping on Clement Road hinders the *Broad River Neighborhoods* from attracting potential new homeowners and reinvestment, as well as, does not demonstrate communal unification.



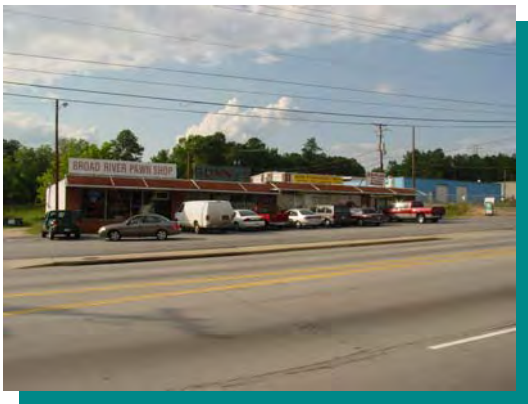
Lack of a Neighborhood-Friendly Business District

The existing commercial district along River Drive has experienced years of steady decline and abandonment, primarily, due to more focused business district development in the downtown area of Columbia and the development along the Broad River Road corridor. The various businesses range from car dealerships and



light-industrial storage warehouses to an auto service stockyard. As indicated by one business owner, 90% of his patrons are not residents of the *Broad River Neighborhoods*; instead, they are transient customers who travel the River Drive/Broad River Road corridor. A majority of the businesses are in need to substantial repairs, interior upfits, landscaping improvements, paving upgrades, general façade modifications, and general property cleaning. During an interview with another business property owner, it was mentioned that reinvesting more into the property was not a “smart use of money” due to

the stagnation of the existing business district.



However, it was mentioned that if the neighborhood and surrounding area began to improve, more consideration would be given to substantially improve the property. Finally, a third business owner proclaimed that the perception of the neighborhood and substandard value of the surrounding properties has prevented the need to reinvest.



Unfortunately, these businesses do not offer the types of goods or services that are valuable to a neighborhood primarily comprised of elderly residents. Not only do these businesses lack a neighborhood-friendly atmosphere, but they do not offer employment opportunities for the residents, even on a part-time basis. Moreover, some of the business

owners have adopted a negative perception of the neighborhood. Critical to the re-energizing of the *Broad River Neighborhoods* is the cooperation and inclusion of business owners. Another critical element is the deterioration of the shopping center located at the River Drive, Sunset Drive, and Clement Road intersection. As indicated by the residents during the workshops, it is not considered a part of the community but, due to its close proximity, could aid in the redevelopment of the area.

#### High-Voltage Power Line Easement

Approximately 1,500 linear feet of an SCE&G high-voltage power easement borders the southeastern portion of the study area and extends from River Drive to McRae Street, and along Clement Road. Many of the residents have expressed how it visually impairs the neighborhood's character. The power lines make the neighborhood entrance experience more industrial than residential.





# Site Analysis

Broad River Neighborhood

Master plan



Scale: 1" = 200'

# SECTION 4

## *Recommendations*



ENGINEERS  
PLANNERS  
ECONOMISTS

Wilbur Smith Associates

## 4.0 Recommendations

As a part of the master planning exercise for the *Broad River Neighborhoods*, the project team has identified several areas of improvement for the community after evaluating the existing conditions, obtaining and synthesizing input from the residents and business owners, and identifying the neighborhood’s strengths and weaknesses. A majority of the recommendations relate to improving neighborhood aesthetics, with recommendations focusing on infrastructure improvements and final recommendations associated with new development opportunities within the community. For the purposes of encouraging a sense of holistic community pride, the project team is advocating that the existing three neighborhoods, Broad River Heights, Riverview Terrace, and The Village at River’s Edge (formerly Roosevelt Village) be considered as one entity; one unified group with a shared common goal – neighborhood growth and renewal. Although portions of the following recommendations will address specific areas of the neighborhood, it is solely for the purposes of indicating how each piece will impact the community in its entirety.

### 4.1 *Community Involvement Improvements*

Again, to help implement this Master Plan and provide the opportunity for community interaction, it is suggested that residents assemble a small Master Plan Task Force comprised of the “quiet” leaders mentioned earlier. This group could be a sub-committee of the existing Riverview Terrace neighborhood association and as the other associations



come online, members could be added. It is envisioned that the focus of this group is to unite the residents and closely follow the Master Plan process from its initial approval, to adoption as an ordinance of Richland County, to final implementation. This group could interact with pertinent organizations and agencies and work closely with them to assure

the County that the *Broad River Neighborhoods* residents are committed to rejuvenating their community.

There are several areas of improvement and change that the community can experience almost immediately. As stated in the Section 3.3, the neighborhood has several strengths as a community; on the other hand, it has several weaknesses that can be overcome.

The Task Force can begin the revitalization process by initiating, with the County's assistance, a general community clean-up for the areas. This will provide the opportunity for the residents to assemble and work together on a common goal – neighborhood beautification. There are several approaches to consider. First, the Task Force could establish clean-up day programs that could seek the assistance of local youth organizations, church groups, non-profit organizations, charities, private businesses, or school-related organizations. These efforts should focus on the residential portions of the neighborhood; most notably, the sections heavily populated by the elderly and assisted-living residents. The Task Force could propagate the sense of community pride and commitment to renewal by rallying all areas to start the renovation and revitalization of individual properties, land, and the surrounding environment. Focused cleanup areas lead by the Task Force should include cosmetic repairs of homes, landscaping and general lawn cleanup, trash removal, the removal of old cars and solid waste, and other unsightly items from individual properties.

Minor repairs should include house painting, brick veneer repairs, mail box installation or repairs, and porch and storage building maintenance and repairs.



One strategy to generate support from residents who ordinarily would not assist with the cleanup project is to invite them to a cleanup kick-off event that includes venues that are

engaging for all attendees. The Task Force should host the event and invite local municipal officials. The goal of this event is to provide an informal atmosphere for the residents to interact. Such an event would demonstrate to disenfranchised residents that others are working to improve the quality of life in the area.

Although these initial clean up projects may not seem significant in relation to the other recommendations noted herein, they will begin to generate interest and excitement about the neighborhood, support the master planning objectives, and will begin to help improve the neighborhood's image and overall character.

Second, another beneficial aesthetic improvement would be the omission of chain link fences and the installation of more aesthetically pleasing fencing. Residents should remove any damaged or rusted fences from public view and replace them with more ornamental fencing. Wooden and aluminum picket style fences should be considered. Based on the survey comments, many residents appreciate the existing chain link fences surrounding their property and feel more secure with them in place. In the meantime, the project team suggests that these fences remain; however, as the neighborhood undergoes its rejuvenation, they should be replaced with more decorative style fences to create continuity in the landscape.

Third, the Task Force could lead an address improvement program to unify the community. It is envisioned that sponsors could be solicited to provide partial or complete funding for address signage for individual properties. The sponsor's contributions would be earmarked for those residents with limited funds or are on a fixed income.

Fourth, the Task Force could help initiate neighborhood associations for Broad River Heights and the Village at River's Edge. Riverview Terrace currently has the only active association. By reorganizing, all three neighborhood groups can maintain steady communication, support and guide events, and rebuild the community spirit.

Finally, with the aforementioned revitalization and support campaigns in place or in progress, the Task Force could assist with re-establishing a Neighborhood Crime-Watch program, in direct coordination with the Richland County Sheriffs Department. Implementing a Crime-Watch program, again, will help rebuild the community's faith. The program will also increase awareness and warn trouble-causing elements of the neighborhood and County's commitment to providing a safe environment for its residents.

#### ***4.2 Improvements to Community Infrastructure***

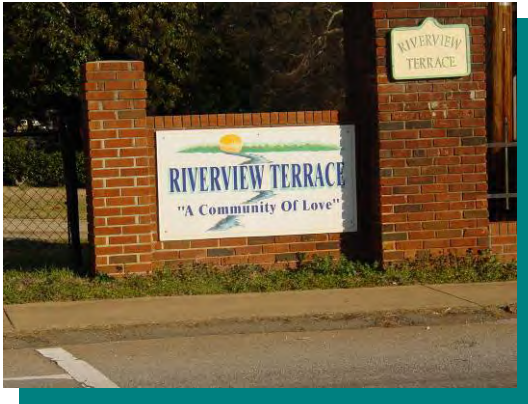
##### Signage

Other than the two brick neighborhood signs located on Clement Road and McRae Street, the neighborhood fails to provide a sense of community identity in relation to other neighborhoods in the area. This communicates a lack of unity. One goal of this master plan is to help re-energize a community that once was stable, had support groups, a sense of pride, shared common goals, and full of life and spirit. Although a sign is just a physical element, in concert with custom landscaping and lighting, it can become one of the elements that announce the neighborhood to the general public and begins to illustrate the commitment to renewal. New signage is recommended to establish the neighborhood entry points and to make it more noticeable. In conjunction with the addressing program noted earlier, a common theme for an entrance type sign, secondary signage, and street signs should be considered.



Larger, more ornate signs should be located at the main entry points of the neighborhood. Signage should be placed at the intersection of Gibson Street and River Drive, which is recommended as becoming the Primary neighborhood entrance. A redesigned sign





should be located at the intersection of Clement Road and McRae Street. Both of these signs will serve as defining points of the neighborhood's boundaries. The signs should be lighted, large and set off with the use of landscaping. Possible materials for such signs may include brick or wood. Dismantling the existing brick signs could be a ceremonious

event and residents should be invited to participate in the deconstruction exercise. Brick from the old signs should be integrated into the proposed new signage. Again, in order to help re-establish a sense of community, every effort should be made to include the *Broad River Neighborhoods* residents in the improvement campaign.

To continue the neighborhood branding theme, secondary signage should be strategically positioned in areas where residents, visitors, public and emergency service personnel can easily distinguish communities. These signs should also have portions of the existing sign integrated within the design and should compliment the neighborhood address program. Secondary signs will be smaller in scale with landscaping and lighting as an option. Multiple secondary signs are envisioned to better define the community sectors.

Finally, to tie all the signage concepts together, new street signs should be added at all intersections and should embellish some aspect of the large sign theme.

A vision of the large sign concept is illustrated in Exhibit 4A.

### Landscaping

While the existing signs are landscaped by the residents, it is envisioned that more intricate landscaping be added to the new large signage as well as in strategic locations in and around the neighborhood. Increasing the landscaping throughout the community will help support the proposed cleanup campaigns, as well as, give the neighborhood color,

soften current unsightly areas, and provided a “refreshed” look. Suggested landscape improvements are illustrated in Exhibits 4A and 4B. In addition to the right-of-way maintenance, individual property maintenance, and general property cleanup, it is recommended that new street trees, shrubbery, and ground cover be added along Gibson Street and McRae Street. Gibson Street is envisioned as the new gateway into the community; while McRae will become the secondary neighborhood entry. Street trees of the Elm, Oak, and Maple species; shrubs of the Holly and Ligustrum family, and ground cover of the Jasmine and Clematis family are to be considered. The street trees should be planted in 40 to 50 foot on center spacing with understory trees of the Redbud and Cherry species should be planted underneath existing utility lines. The goal for landscaping Gibson and McRae is to cause a ripple effect inside the core of the neighborhood. Meaning, once the interior streets become landscaped, the residents will become compelled to take the initiative to maintain and landscape their properties on a more consistent basis.

It is envisioned that the commercial district along River Drive receive street trees and ornamental lighting in an effort to unify the residential area with the business district. This type of aesthetic modifications will improve the deteriorating image that currently exists, as well as, will help promote the renewed commitment to revitalizing the area. In addition, other streetscape improvements should include sidewalk repairs, adding parking lot tree islands and grass strips, and an assessment of the existing curb cut locations.

### Street Paving

Several areas within the neighborhood would benefit from pavement overlays; however some streets are in need of major repaving. The areas of the neighborhood with the most need have been mentioned previously and suffer from vegetative overgrowth and trash problems. All other streets in the neighborhood would benefit from minor resurfacing.

In addition to street resurfacing, several local businesses in the community have parking area concerns dealing with damaged surfaces and ponding during storm events. These

areas would benefit from parking lot resurfacing and in some instances new parking lot construction.

### Storm Water

As mentioned earlier, with the exception of the storm drainage problem on Pearl Street, the storm management system for the current neighborhood is adequate.



### Right-of-Way Clean up and Maintenance

As mentioned earlier, several portions of the neighborhood suffer from lack of vegetation clearing along roads. Richland County agencies need to be contacted and made aware of the specific areas within the community that require immediate attention. These areas need to have the right-of-ways cleared and the resident should be made aware of the agency's schedules pertaining to future maintenance of the road right-of-ways. Trees should be cut back from the travel lanes of the roadway, as well as walking limits adjacent to the roadways. Underbrush and grass need to be properly mowed and vegetation covering local street signs should be removed and maintained by the responsible agencies. The community may want to contact Richland County regarding its immersing cleanup task force for additional assistance.

### Lighting

As mentioned earlier in this Master Plan, the lighting in the community is inadequate for several reasons, most notably, security. The lighting in the residential portions of the neighborhood should be upgraded to ensure maximum output with necessary repairs to the current lighting systems, as needed. Furthermore, additional lighting should be installed in areas of the neighborhood with insufficient lighting (see Existing Street Light

Count, Section 3.4). Additionally, decorative light fixtures should be added to enhance the community atmosphere and add additional lighting power in the process.

#### Wastewater Services

Currently, most all residents of the neighborhood are connected to municipal wastewater collection system.

#### **4.3 Development of Available Land and The Village at River's Edge**

As stated earlier, the Broad River and Riverview Terrace segments of the community have several tracts of land that is either vacant with no dwellings, or vacant with unsuitable dwellings. As part of the planning process, we identified approximately 21 lots in this area that are currently unused and without dwellings. We suggest that these lots be further investigated to determine ownership rights, and later purchased for future development of single family residential homes. More details about this particular strategy is included in the Marketing Strategy for the neighborhood in Section 5.4

Other areas in the neighborhood currently have unsafe housing. Richland County should begin the process of eliminating these dwellings from the properties. All abandoned and partially damaged buildings that are beyond sufficient repair should be taken down to make way for infill housing construction.

In areas where the new development may occur, we suggest that design guideline be developed to supplement the existing neighborhood's character and to assure that new residential and commercial building appear indigenous to community. Some design guidelines may include the following:

- Infill development in Riverview Terrace shall be single family only, and have a brick veneer exterior.
- New residential development in Riverview Terrace shall include a brick enclosed mailbox at the street.

- New residential development in the Broad River Heights and The Village at River's Edge area shall be multi-family or single family, and at a minimum, have brick veneer front façades.
- In order to maintain the residential scale of the community, residential and commercial development in the study area shall not exceed three stories in height.
- Any new sexually oriented business shall be prohibited.
- New commercial development shall screen refuse collection from public view via wooden or brick fences and landscaping.
- In the commercial district, all above ground utilities, such as pad mounted transformers, telephone pedestals, aggregated mailboxes, antennae, etc. shall be located out of public view.
- New residential development shall incorporate porches, stoops, canopies, and other building appendages and/or recesses.

Additional design guideline suggestions are noted in Exhibit 4A.

#### *The Village at River's Edge*

A unique opportunity has evolved out of the partnering of The Village of Hope, LLC, a non-profit group that has been working to revive Roosevelt Village, and The Village at River's Edge, LLC - a private development group. This partnering has developed a plan to create a mixed-use "urban village" on the 24.6 acres where Roosevelt Village is currently located. The plan involves demolishing the current concrete block subsidized housing units and replacing them with a mixture of affordable townhomes, condos, single family detached dwellings, and a senior-citizen residential building. One of the developments priorities is to provide housing for existing Roosevelt Village residents and other neighborhood residents. To blend with the existing neighborhood, the development will connect the to existing roadway grid established by the Broad River Heights areas, incorporate a naturalized buffer along the Riverview Terrace property line, and maintain the integrity of the existing drainage basin located in the north east quadrant of the study area. The proposed development intends to market to individuals who are interested in

“downtown” living as well as provide an economic base and empowering thrust to the community as a whole. This mixed-use project will serve to connect the neighborhoods by integrating a water park and naturalized park area into the overall neighborhood park plan. A centrally located community center is also under consideration. Another aim of this development is to provide mixed-race housing. This development is ideal for the community at-large and will potentially stimulate additional infill housing development throughout the community. See Exhibit 4A for more detailed information.

#### **4.4 Community Parks**

As a result of the planning process and based on input from the community, the project team identified potential vacant areas that would provide recreational and communal space for the neighborhood. A particular area of interest is the intersection of Gibson Street and River Drive. There is a considerably large tract of land on the western side of Gibson Street just north of River Drive that could accommodate functions such as a youth baseball field, soccer field, with a club house. It is envisioned that this area could serve as a recognizable gateway into the neighborhood. In addition to the Gibson Street Park, the project team recommends a centrally located, smaller neighborhood park located near the E.E. Taylor Elementary school site. This park should house children’s play area, basketball courts, shelters, benches, and landscaping. Then basketball courts would be fenced and have an asphalt surface, while the play area would be located in an area close to the shelters and benches for parental observation. This park should also integrate the water park planned for the Village at River’s Edge site for a varied and active recreational experience for the residents and youth of the neighborhood. This area is conceived as the nucleus of the neighborhood and could serve as the focal point for all the neighborhood activities. Such a park will be a substantial amenity for the existing residents and help attract potential new homeowners; while at the same time, will be another positive piece in this neighborhood’s rejuvenation process.

### Connector and Walking Trails

It is conceived that “natural” walking trails will connect the Gibson Street Park, the naturalized area planned for the Village at River’s Edge, and the community center via a winding route extending along the perimeter and throughout of the neighborhood. These pathways should be asphalt paved and have strategically positioned lighting. Considering the site’s sloping and varied topography, and the proximity to the Broad River and Columbia Canal, these trails should provide pockets for observation shelters and other smaller gathering spaces to help promote good health and communal unification. These pathways will serve as a means for residents to use the park system without consistently engaging neighborhood traffic. Consideration should be given to include several pedestrian bridges in areas where creek crossing will be required.

### Security

Many of the residents expressed concern for the future of the existing Sheriff Department Sub-Station currently located on the former Roosevelt Village site. As a part of the community center building project, it is recommended that a space be dedicated for a sub-station office. This will not only help sustain the Crime-Watch program mentioned earlier, but it will guarantee a safe recreational environment for the residents.

### **4.5 Neighborhood-Friendly Commercial District**

One benefit of redeveloping the existing commercial area into a more neighborhood-friendly district is to provide goods and services to customers who frequent the Greenway Park, Columbia Canal, and those who live in nearby neighborhoods. There exists the opportunity to create a more economically stable business core by improving the curb appeal and adding business types that will help the community thrive. Increased positive business activity will encourage business owners to reinvest in their properties or prompt them to make their property available for redevelopment. In either case, as the commercial district improves, so will the neighborhood and surrounding area, which will significantly change the negative perception of the area.

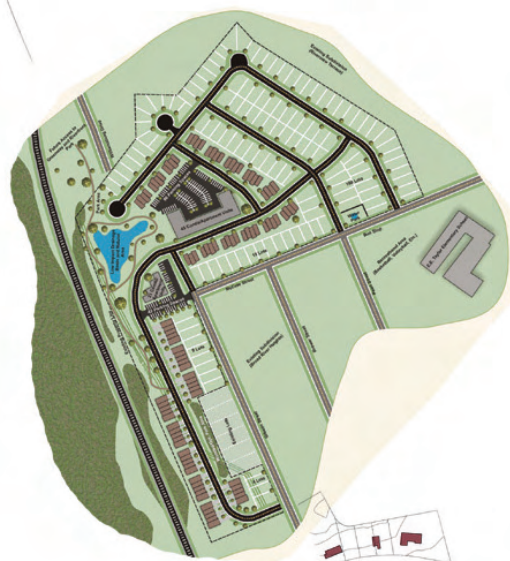
Another strategy in developing a neighborhood-friendly commercial core would involve the development of design guidelines that respond to and support the neighborhood's character and scale. Guidelines addressing setback improvements, landscaping, lighting standards, façade detailing, exterior materials, signage, human scale, the pedestrian, and sidewalk design should be considered.





### RIVERVIEW TERRACE

- PROPOSED RESIDENTIAL INFILL FOR VACANT LOTS
  - SCE&G TO CHECK ALL EXISTING LIGHTING
  - GREENWAY CONNECTION TO SMITH BRANCH
  - PEDESTRIAN CONNECTION WITH VILLAGE AT RIVERS EDGE
  - PLANTING BUFFER TO SEPERATE RIVERVIEW TERRACE FROM VILLAGE AT RIVERS EDGE, TO BE SHOWN ON DEVELOPERS PLAN FOR VILLAGE AT RIVERS EDGE
  - PROPOSED RAIL SOUND BARRIER PLANTINGS AND POSSIBLE WALL FOR LENGTH OF NEIGHBORHOOD ALONG RAIL LINE
  - ENTRANCE SIGNAGE IMPROVEMENT AND BEAUTIFICATION
- NOTE: ALL NEW RESIDENTIAL UNITS SHALL BE NO MORE THAN TWO STORIES AND MUST BE CONSTRUCTED WITH BRICK.



### VILLAGE AT RIVERS EDGE

- MASTERPLAN PROVIDED BY DEVELOPER
- EXTEND ROAD GRID FROM BROAD RIVER HEIGHTS INTO SITE
- TAKE ADVANTAGE AND RESPECT TOPOGRAPHY AND EXISTING WOODS TO CREATE CENTRAL PARK SPACE
- LOCATE SENIOR HOUSING NEAR SCHOOL AND NEW PARK
- VARIED LOT SIZES TO ACCOMODATE DEVELOPERS INTERESTS.



### BROAD RIVER HEIGHTS

- NEW ACTIVE PARK WITH PLAYGROUND AND BASKETBALL
- NEW ENTRANCE SIGNAGE; STATEMENTS AT CLEMENT AND GIBSON
- BEAUTIFY AREAS AROUND EXISTING REMODELED RETAIL AREA AND PROPOSED COMMUNITY CENTER
- NEW SIDEWALKS AND PEDESTRAIN LIGHTING ALONG GIBSON, PEARL, AND MCRAE.
- SCE&G MAINTENANCE OR EXISTING OVERGROWN TREES AND CURRENT LIGHTING OPERATIONS
- NEW SCE&G EASMENT BEAUTIFICATION AND SIGNAGE



# Broad River Neighborhood Vignettes



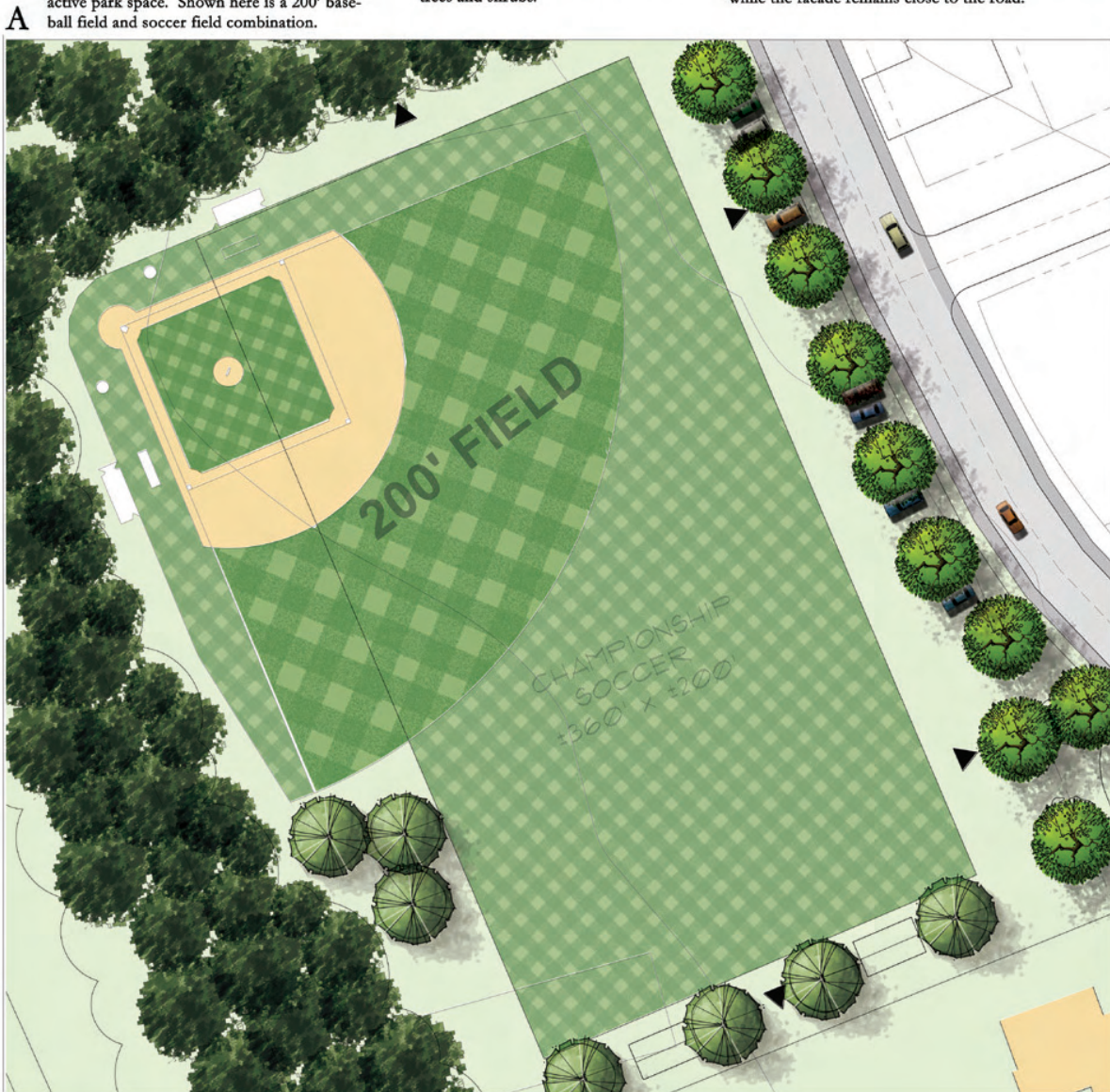
**H** (Left) The vacant property currently located in River-view Terrace on the Southern end adjacent to the rail line, should be utilized in connecting the neighborhoods to the river in a safe, naturalistic way. We propose a nature trail that would extend through the back of these vacant lots parallel to the rail line. Eventually this trail will connect to the river walk area by safe means.



(Below) adjacent to the intersection of River Dr. and Gibson St there is a large parcel large enough to be developed into some type of active park space. Shown here is a 200' baseball field and soccer field combination.

**D** (Above) The power line corridor visible from River Dr. Suggested design with retaining walls, understory trees and shrubs.

**E** (Above) infill development strongly encouraged. Area should be marketed to a small grocery or family oriented business. Parking should be in the rear of the building while the facade remains close to the road.



**A**

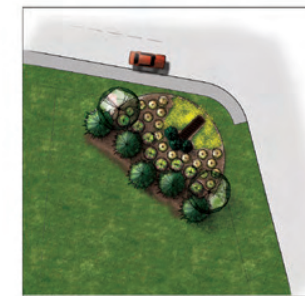


**C** (Above) Section of Gibson St. This street will become a major gateway into the community, therefore sidewalks and ornamental lighting is recommended.

(Below) Proposed active play area on school grounds consisting of three full size basketball courts, childrens play area, picnic shelters, and landscaping



**F**



**G** (Above) Signage at McRae and Clement Rd designed to relate to the neighborhoods proximity to the river.

BELOW is the typical entrance signage concept which captures the essence of the neighborhoods through use of brick and curvilinear elements. The signage is classic and bold yet soft and elegant.

**B** Entrance signage at Gibson and River Dr. designed to relate to the neighborhoods proximity to the river. This entrance is the Primary entry point for the neighborhood.



# SECTION 5

## *Action Plan*



ENGINEERS  
PLANNERS  
ECONOMISTS

Wilbur Smith Associates

## 5.0 Action Plan

The *Broad River Neighborhoods* Master Plan presented herein provides an overall framework towards the successful revitalization of the community and surrounding areas. The success of the Master Plan hinges on the implementation of the recommendations, future updates, and revisions that reflect an ever-changing environment. A successful revitalization of the area is based upon a series of short and long term actions that should be initiated by community leaders and County officials. Part of this plan includes certain action items that will aide in the redevelopment of the area and help initiate the process.

### 5.1 Action Items

#### Short Term

Identify Community Leaders: Master Plan Task Force (0 to 6 months) – Meet with the Neighborhood Association to thoroughly review this plan and then identify community leaders/representatives to coordinate the efforts pertaining to specific recommendations stated herein.

Initiate Neighborhood Associations (0 to 6 months) – Members of the Riverview Terrace Neighborhood Association should meet with the residents of the Broad River Heights and Village at River’s Edge communities to help identify community leaders and establish two additional associations. Plans should be drafted to incorporate all three community associations into one governing body.

Re-establish Neighborhood Crime Watch Program (0 to 6 months) – Contact the Richland County Sheriff Department and begin the process of revamping the neighborhood crime watch program. Name a community liaison and several other community “corridor” participants to assist in the new effort.

Investigate Neighborhood Maintenance Issues (0 to 6 months) – Contact the Richland County Department of Public Works to coordinate right-of-way maintenance and trash

pick-up within the community, as well as the cleaning and clearing of existing storm water drainage inlets.

Initiate Community Clean-up Efforts (6 months to 1 year) - Institute a community clean-up program, complete with scheduling and trash pick-up locations to be implemented and coordinate by community leaders and residents

Update Lighting (6 months to 1 year) – Contact SCE&G and meet to discuss lighting upgrades/improvements along Gibson Street and McRae Street and interior streets of the community.

Create Entrance Improvements (1 to 3 years) – Meet local engineers and planners and begin the process of preparing construction plans for landscaping and signage improvements to Gibson Street and McRae Street.

Initiate New Housing Plan (1 to 3 years) – Determine the status of abandoned/vacant properties within the community and begin discussions with land owners about development. Meet with the Richland County Community Development Department to discuss providing funds for area community development corporations. Invite developers to evaluate available land and its potential for new development for affordable housing.

Explore Funding Options (1 to 3 years) – Research and explore funding options that have been utilized in the past by Richland County.

#### Long Term

Pave Roads (4 to 6 years) – Schedule pavement resurfacing for applicable roads that are in need of repair/repaving.

Begin Sidewalk Rehabilitation (4 to 6 years) – Coordinate sidewalk construction with Richland County Department of Public Works, SCDOT, and local residents.

Establish a Community Park Network (4 to 6 years) – Prepare a complete detailed Master Plan for a community park, in association with the Richland County Recreation Commission, including detailed descriptions of adjacent properties and steps required for property acquisition.

Create Marketing Strategy for New Business (4 to 6 years) – Develop and implement marketing strategies for the area to revitalize current businesses and spur new business development within the community. Marketing should focus not only on consumers from within the community, but further extend to surrounding communities and potential consumers within a two (2) mile radius.

Renovate Existing Businesses (4 to 6 years) – Obtain funding to assist local business owners with renovations of their property and include them in any marketing strategy sessions.

## **5.2 Funding Options**

Additionally, funding options should be considered as initial starting points of reference and will need to be further investigated and supplemented by other means as necessary. Suggested funding options are listed below:

- Richland County CDBG and HOME Programs – Richland County receives and administers Community Development Block Grants (CDBG) and HOME Investments Partnerships Programs (HOME). These funds primarily benefit the low and moderate population of the unincorporated area of Richland County. The low to moderate income status is defined as persons making income 80% or below of the area median income with adjustments for household size. There is a required planning process for this type of funding, and as a result, a five-year Consolidated Plan must be developed. The next five-year plan is due April 2007. Currently, there are housing repair programs available for eligible individuals

- who own their homes; or down payment and closing cost assistance for eligible individuals who are first time homebuyers. Richland County also has a repair program that will assist investor-owners with rental property. Funds are limited and are provided on a first-come, first-served basis.
- Richland County Neighborhood Matching Program – Richland County administers a neighborhood matching program providing up to \$2,500.00 for neighborhood projects. There is a required 50% match, which can be provided in the form of cash, in-kind, donation, etc. Neighborhoods can apply in July; however, a project must be completed by June of the following year. This program is subjected to the approval of the Richland County Council’s annual budget.
  - Richland County Discretionary Grant Program – Richland County Council sets aside \$150,000.00 of the General Operating Funds each year for the Discretionary Grant Fund. This program is designed to provide financial support to nonprofit organizations and agencies that carry our community-based programs and/or services throughout Richland County. In keeping with the mission of Richland County Government, this program attempts to encourage organizations to continue to offer innovative and much needed services that enhance the quality of life for all citizens of this County. This program is not available to individuals; however, this program accepts proposals from nonprofit organizations from January through March. Awards are made by July 1 each year. This program is subject to the approval of the Richland County Council’s annual budget.
  - South Carolina State Housing Finance and Development Authority – This state agency administers various federal and state funded housing (and some commercial) development programs. These programs are not available to individuals or neighborhood associations. However, they are available to assist

for-profit business as well as nonprofit organizations in developing housing for communities and individuals.

- Public/Private Partnership Development Agreements – Richland County has the prerogative to partner with private developers or nonprofit organizations to create innovative development agreements.
- Transportation Enhancement Program – The South Carolina Department of Transportation allocates funds annually for streetscaping, bicycling and pedestrian pathways, landscaping programs, and historic preservation. The funds are provided by the Transportation Equity Act for the 21<sup>st</sup> Century (TEA 21).
- Financial Institution Programs – Several local banks have programs that support community investment initiatives. Such programs offer low-interest loan packages.
- Park and Recreational Development Fund – The South Carolina Department of Parks, Recreation and Tourism developed the Park and Recreation Development Fund for the application of funds to provide permanent improvements to public recreation areas and the development of new public areas by local governmental agencies. Eligible costs will be reimbursed at a rate of eighty (80) percent.
- Facade Grants for Commercial Businesses - As a part of the Neighborhood Improvement Program, Richland County can provide limited funds to local businesses for façade, parking lot, and/or landscaping upgrades.



**5.3 Conceptual Cost Estimates**

Conceptual Cost Estimate

Pavement improvements	\$285,000.00
Community Gateway Improvements	\$150,000.00
Overall neighborhood lighting improvements	\$65,000.00
Sidewalk rehabilitation improvements	\$412,000.00
New housing plan (property acquisition)	\$315,000.00
New commercial plan (property acquisition) and business renovations	\$890,000.00
Marketing Strategy Creation	\$28,000.00
E.E. Taylor Park site and building	\$615,000.00
Gibson Street Community Park	\$345,000.00
Trails and Pedestrian Bridges	\$211,000.00
SCE&G Easement Improvements	\$181,500.00
TOTAL	3,497,500.00

**5.4 Marketing Strategy**

The community should consider adopting a very basic multi-faceted marketing plan that is inexpensive, easy to implement and controlled by the local “stakeholders”. The following is proposed:

- 1) Identify all the community’s stakeholders.
  
- 2) The stakeholders should prepare a vision statement and goals for the *Broad River Neighborhoods*. The visioning process should include identifying specific strengths, weaknesses, opportunities and threats that need to be addressed in order to achieve the vision.

The strengths and opportunities should be developed into a marketing piece that emphasizes the community’s attributes, and promotes attracting new investment and new residents.

The weaknesses and threats should serve as an outline for an action plan. This action plan should address and remediate specific issues focusing on preventing any further physical deterioration, and resulting negative economic effects.

- 3) Identify all available financial and in-kind resources available to the community in achieving its goals and implementing an action plan, particularly with respect to property rehabilitation and increasing home ownership in the Broad River Heights area. These would include:
  - a) Assembling all property and tax data, including existing ownership, of properties in the designated area
  - b) Identifying any and all low interest loans and grants for residential property rehabilitation and home ownership
  - c) Identifying commercial lenders in and around the community that would commit mortgage, construction and rehabilitation funding to the *Broad River Neighborhoods*
  - d) Identifying local architects, planners, and engineers that would commit modest amounts of pro bono time (initially) to prepare conceptual site plans and exterior elevations to reflect the design themes that are part of the Vision
  - e) Assembling a list of “pre-qualified” local homebuilders and contractors who are capable of assisting present and future property owners
  - f) Assembling a list of residential and commercial realtors who are active in the larger community, and who could assist in identifying potential home buyers and developers that would consider investing in and promoting home ownership in the neighborhood

- 4) Contact (in writing) the existing property owners in the area; share with them the Master Plan, Vision, Vision goals and Action Plan for the *Broad River Neighborhoods*; and ask them to become a stakeholder in this initiative.

Specifically request that the owners of the River Drive commercial properties begin a “clean up”, “paint up”, “fix up” effort that would include screening their properties from the adjacent residential properties, tree and feature planting, as well as, coordination of signage, parking/site planning on River Drive.

Make available to commercial property owners a list of resources that they could explore in revitalizing their portion of the community, and encourage them to do so. Alternatively, ask the owners of the residential units and lots if they would be interested in selling their properties.

- 5) Identify the potential sellers of *Broad River Neighborhood* properties for the home builders, developers, lenders and realtors (and ultimately, prospective buyers) that have been identified as interested in investing in the *Broad River Neighborhoods*.
- 6) Obtain a commitment from all the stakeholders, particularly the developer of The Village at River’s Edge, to promote their individual projects within the context of the Vision for the Broad River Neighborhoods. Furthermore, maintain regular contact with all the stakeholders to encourage, monitor, and publicly promote the progress.

# SECTION 6

## *Key Community Contacts*



ENGINEERS  
PLANNERS  
ECONOMISTS

Wilbur Smith Associates

## 6.0 Key Community Contacts

### **Project Team Members**

#### **Richland County Neighborhood Planning Department**

Susan Britt, AICP  
Neighborhood Planner  
2020 Hampton Street  
Columbia, SC 29204  
Phone: (803) 576-2166  
Email: susanbritt@richlandonline.com

#### **The Land Plan Group South**

Charles Howell Jr.  
1621 Pickens Street  
Columbia, SC 29201  
Phone: (803) 256-0562  
Fax: (803) 256-0572  
Email: chowell@thelandplangroup.com

#### **Wilbur Smith Associates**

Anthony Lawrence  
Site Development Division  
1301 Gervais Street  
Columbia, SC 29201  
Phone: (803) 251-2978  
Fax: (803) 251-3027  
Email: alawrence@wilbursmith.com

### **Community Members**

#### **Clement Road Church of God**

Rev. Jordan Smith  
3701 Clement Road  
Columbia, SC 29203  
Phone: (803) 779-2836

#### **Central Baptist Church**

Rev. Ezell  
3625 Clement Road  
Columbia, SC 29203  
Phone: (803) 252-3742

**South Carolina Department of Transportation**

955 Park Street  
P.O. Box 191  
Columbia, SC 29202-0191

**Richland County Maintenance Office**

7201 Fairfield Road  
Columbia, SC 29203  
Phone: (803) 786-0128  
Fax: (803) 786-9140

**Edward E. Taylor Elementary School**

Principal Debbie R. Hunter  
200 McCrae Street  
Columbia, SC 29203  
Phone: (803) 343-2924

**Richland County Schools, District One**

1616 Richland Street  
Columbia, SC 29201  
Phone: (803) 231-7000  
Infophone: (803) 231-7512

**South Carolina Electric and Gas Company**

Kim Bricker  
New Construction, Gas Sales Representative  
1400 Lady Street  
Columbia, SC 20201  
Phone: (803) 217-8362  
Cell: (803) 331-0818  
Customer Service: (803) 799-9000

**Bell South**

Buddy Batemen, Business Representative  
1600 Williams Street  
Columbia, SC 29201  
Phone: (803) 401-2225  
Establishing Phone Service:  
    Residential: (888) 757-6500  
    Business: (866) 620-6000

**Richland County Public Works Department**

Howard Boyd, County Engineer  
400 Powell Road  
Columbia, SC 29203  
General Information: (803) 576-2400  
County Engineer: (803) 576-2412

**Richland County Building Services**

2020 Hampton Street  
Columbia, SC 29204  
Phone: (803) 576-2140

**Richland County Recreation Commission**

Main Office and Information  
5819 Shakespeare Road  
Columbia, SC 29223  
Phone: (803) 754-7275  
Ronnie Kinnett

**Richland County Community Development**

Sherry Wright-Moore  
2020 Hampton Street  
Columbia, SC 29204  
Phone: (803) 576-2063

**Richland County Sheriff's Department**

Leon Lott, Sheriff  
5623 Two Notch Road  
Columbia, SC 29223  
Phone: (803) 576-3000  
Fax: (803) 576-3195  
Seargent Scott Plexico

# SECTION 7

## *Appendices*



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ECONOMISTS

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*Appendix A*  
Zoning Districts – Purpose Statements

**RU – Rural District**

The RU District is intended (1) to provide areas for low intensity agricultural uses and very-low density single-family, detached residential home construction; (2) to provide for the preservation of open space, farmland and rural areas, and (3) to protect and encourage the integrity of existing rural communities.

**RR – Rural Residential District.**

The RR District (1) is intended to be used for single-family detached dwelling units and limited, private agricultural endeavors; (2) has requirements designed to provide suitable open space for very low-density residential development, and (3) is a transition zone between the RU Rural District and the more urban RS-E and RS- LD Residential, Single-Family Low Density Districts.

**RS-E – Residential, Single-Family - Estate District.**

The RS-E District (1) is intended to be used for single-family detached dwelling units on large "estate" lots; and (2) has requirements designed to provide for a low to medium density rural setting for residential development in areas that separate more urban communities from the truly rural portions of Richland County.

**RS-LD – Residential, Single-Family - Low Density District.**

The RS-LD District (1) is intended as a single-family, detached residential district; (2) has requirements designed to maintain a suitable environment for single family living; and (3) requires non-single family development to provide the basic elements of a balanced and attractive residential area.

**RS-MD – Residential, Single-Family - Medium Density District.**

The RS-MD District (1) is intended as a single family, detached residential district of medium densities, and (2) has requirements designed to maintain a suitable environment for single family living.

**RS-HD – Residential, Single-Family - High Density District.**

The RS-HD District (1) is intended as a predominately single-family, detached residential district, (2) has requirements that have higher densities and smaller permitted lot sizes designed to maintain a suitable environment for single- family living; and (3) also permits attached single-family dwellings and nonresidential development typically found in residential areas.

**MH – Manufactured Home Residential District.**

The MH District (1) is intended as a residential district allowing for single-family development; (2) permits the development of manufactured home parks subject to special requirements; (3) expands the range of housing opportunities available to the residents of Richland County while assuring that manufactured home parks are compatible with existing development in the area; and (4) requires nonresidential uses to provide the basic elements of a balanced and attractive residential area.

**RM-MD – Residential, Multi-Family - Medium Density District.**

The RM-MD District (1) is intended to permit a full range of low to medium density multi- family housing types, along with single-family detached and zero lot line housing units; (2) requires non- residential development to provide for the basic elements of a balanced and attractive residential area; (3) is intended to provide a transitional area between high-density areas; and (4) permits medium density multi-family development in areas where existing conditions make higher density development inappropriate.

**RM-HD – Residential, Multi-Family - High Density District.**

The RM-HD District (1) is established to provide for high-density residential development in Richland County, (2) allows compact development consisting of the full spectrum of residential unit types where adequate public facilities are available; (3) is intended to allow a mix of residential unit types to provide a balance of housing opportunities while maintaining neighborhood compatibility; and, (4) may serve as a transitional district between lower density residential and low intensity commercial uses.

**OI – Office and Institutional District.**

The OI District (1) is intended to accommodate office, institutional, and certain types of residential uses in an area whose characteristics are neither general commercial nor exclusively residential; and (2) permits, either outright or as special exception, certain related structures and uses required to serve the needs of the area.

**NC – Neighborhood Commercial District.**

The NC District is intended to accommodate small neighborhood oriented businesses primarily serving the needs of persons who live or work in nearby areas.

**RC – Rural Commercial District.**

The RC District (1) is intended to be a flexible district allowing a mixture of uses in order to accommodate commercial and service activities oriented primarily to serving the needs of persons who live in nearby areas; (2) is proposed to be within or adjacent to residential neighborhoods where large commercial uses are inappropriate, but where small neighborhood oriented businesses are useful and desired; and is further designed to be located at or near intersections of arterial and/or major collector roads.

**GC – General Commercial District.**

The GC District (1) is intended to accommodate a variety of general commercial and nonresidential uses characterized primarily by retail, office, and service establishments;

and, (2) is oriented primarily to major traffic arteries or extensive areas of predominately commercial usage and characteristics.

**M-1 – Light Industrial District.**

The M-1 District (1) is intended to accommodate wholesaling, distribution, storage, processing, light manufacturing, and general commercial or agricultural uses; and (2) permits, either outright or with special requirements and/or special exceptions, certain related structures and uses required to serve the needs of such uses.

**LI – Light Industrial District.**

The LI District (1) is intended to accommodate wholesaling, distribution, storage, processing, light manufacturing, and general commercial uses; (2) which are usually controlled operations, relatively clean, quiet, and free of objectionable or hazardous elements; and, (3) which usually operate and/or have storage within open or enclosed structures; and generate no nuisances.

**HI – Heavy Industrial District.**

The HI District (1) is intended to accommodate primarily those uses of a manufacturing and industrial nature; and (2) those uses that are related, such as distribution, storage, and processing; and (3) allows general commercial uses incidental to the predominantly industrial nature of this district.

**PDD – Planned Development District.**

The PDD District (1) is intended to allow flexibility in development that will result in improved design, character, and quality of new mixed-use developments, (2) will preserve natural and scenic features of open spaces; (3) must involve innovation in site planning for residential, commercial, institutional, and/or industrial developments; (4) must be in accordance with the comprehensive plan for the county.

**TC – Town and Country District.**

The Town and Country District is intended to promote, in various parts of the county, mixed-use development that has a distinct village edge, along with amenities that promote walkability and ties to transit throughout the community.

**RD – Redevelopment Overlay District.**

The RD Overlay District (2) is intended to promote the revitalization of existing blighted commercial strips and residential areas, while (2) encouraging reinvestment in and reuse of areas in a manner consistent with the Comprehensive Plan for Richland County.

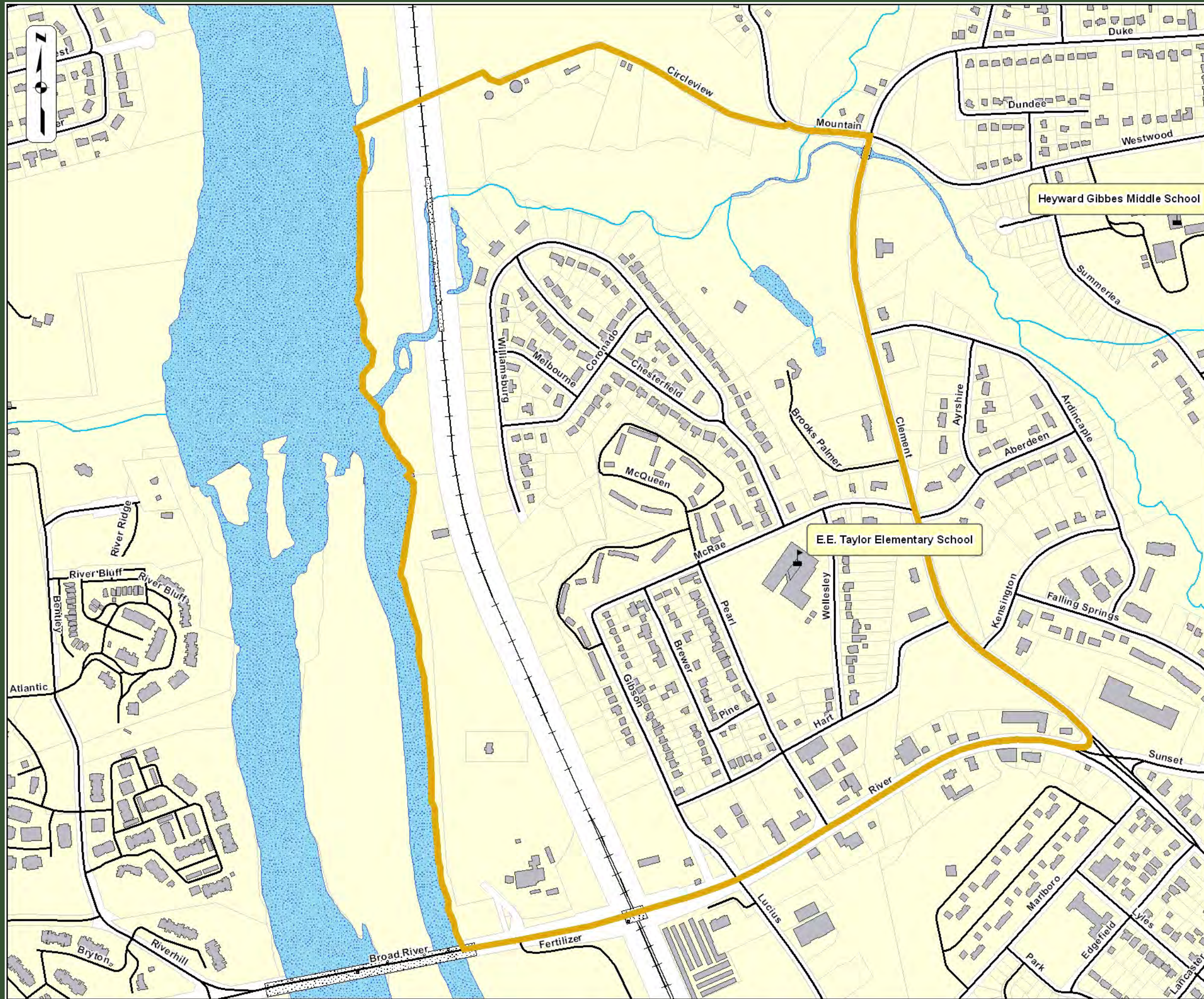
# SECTION 8

## *Exhibits*



ENGINEERS  
PLANNERS  
ECONOMISTS

Wilbur Smith Associates

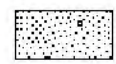
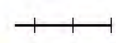







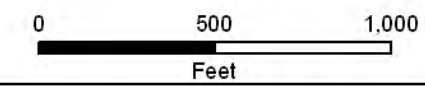
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PLANNERS  
ECONOMISTS

**Wilbur Smith Associates**

Richland County  
Broad River Area

**LEGEND**

-  Bridges
-  Rail
-  Project Boundary
-  Roads
-  E.E. Taylor Elementary
-  Buildings
-  Parcel Boundary





ENGINEERS  
PLANNERS  
ECONOMISTS

**Wilbur Smith Associates**

Richland County  
Composition Map

**LEGEND**

- 1 Dot = 1 Person
- American Indian / Alaska Native
- Asian
- Black or African American
- Hawaiian / Other Pacific Islander
- Hispanic
- White
- Other

**Population for the year 2000**

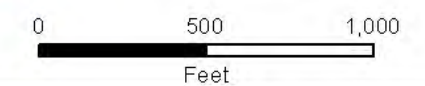
- 0 - 25
- 26 - 81
- 82 - 228
- 229 - 536
- 537 - 1695

Bridges

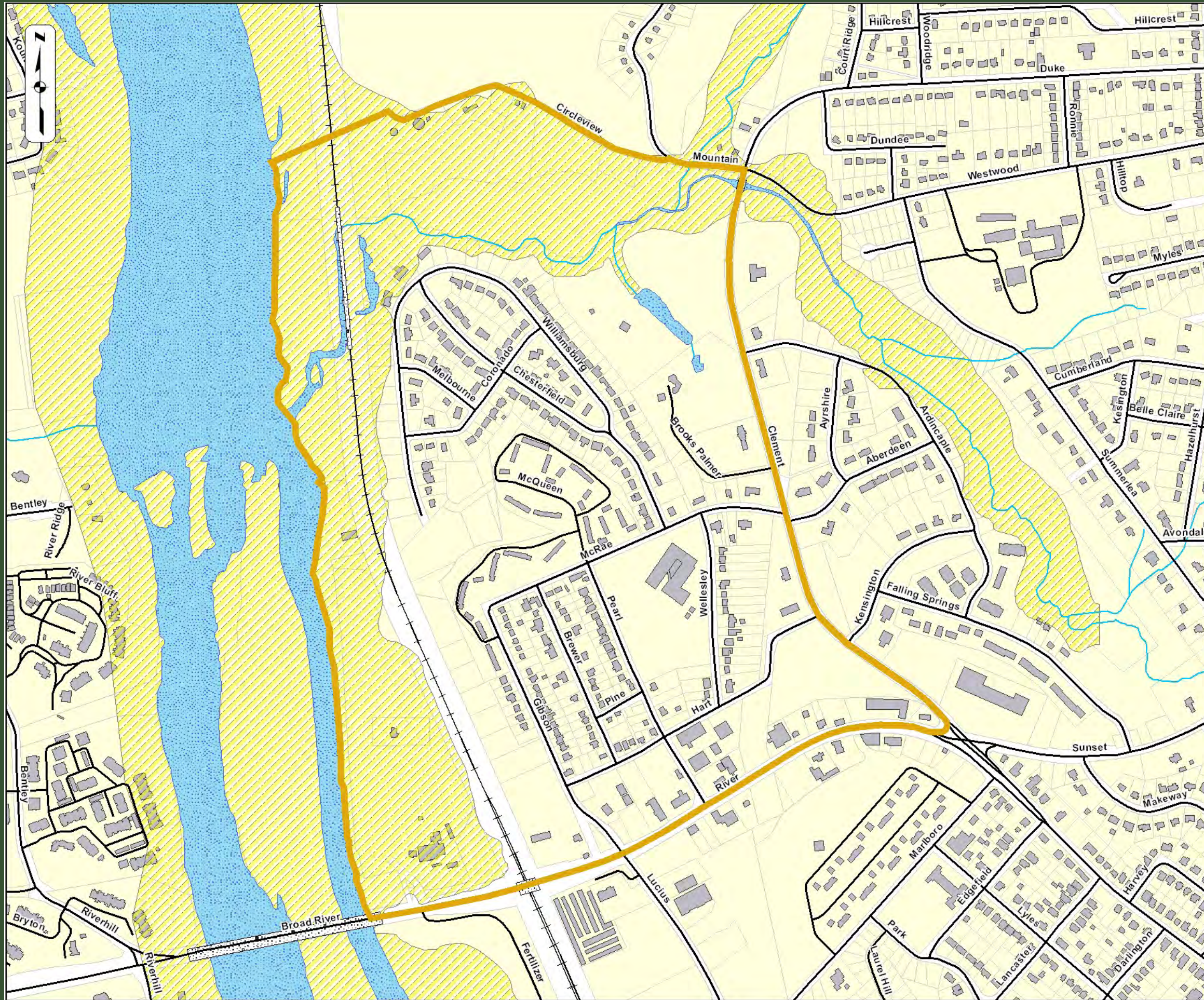
Rail

Roads

Project Boundary



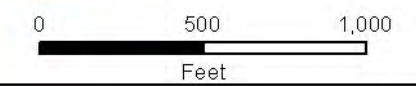




Richland County  
Flood Plain Map

**LEGEND**

- Roads
- ▒ Bridges
- +— Rail
- ▨ Floodplain
- Buildings
- Parcel Boundary
- ▭ Project Boundary





















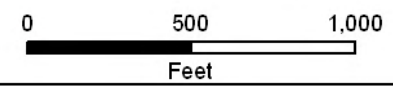
ENGINEERS  
PLANNERS  
ECONOMISTS

**Wilbur Smith Associates**

Richland County  
Land Use Map

**LEGEND**

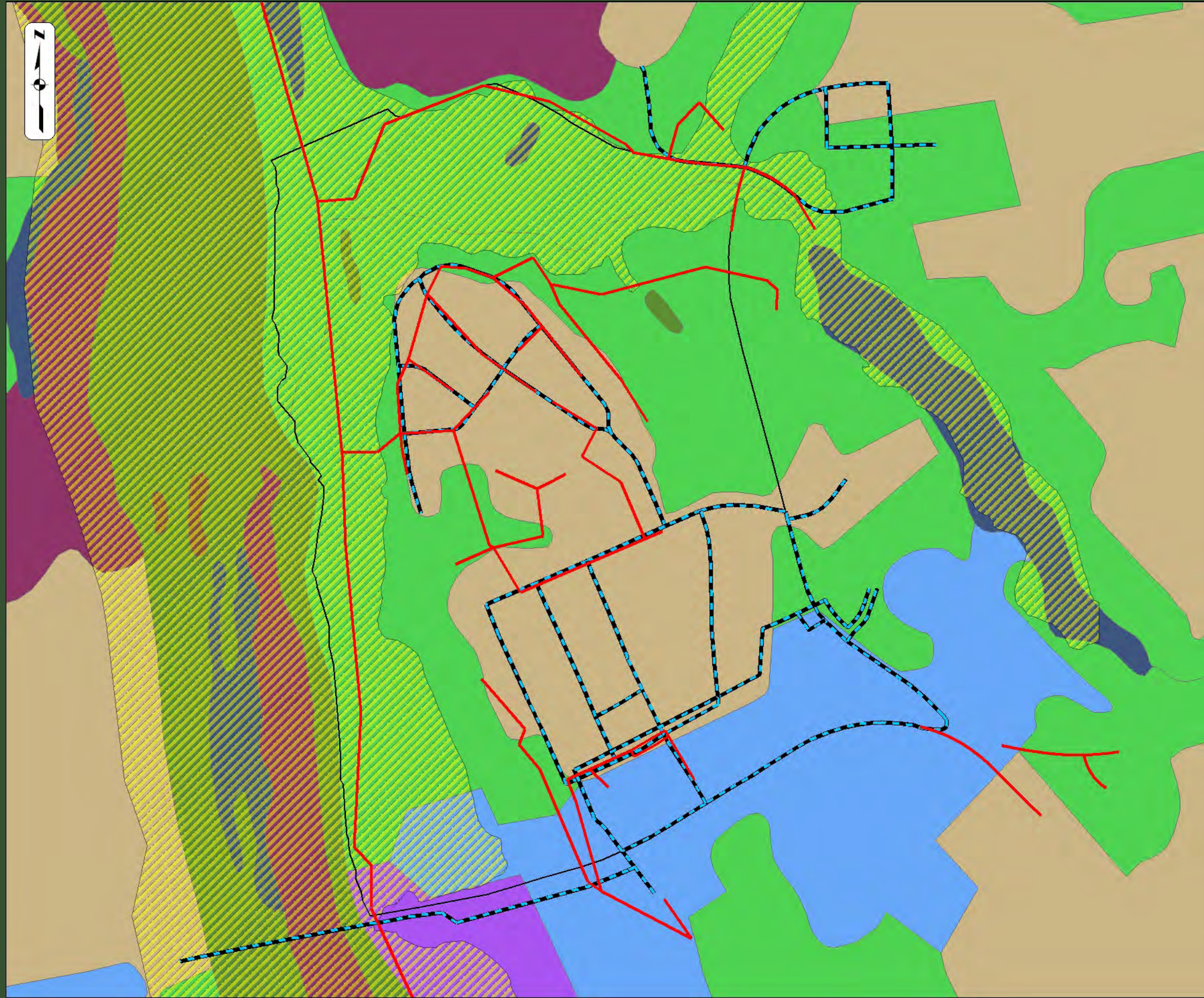
-  Bridges
  -  Rail
  -  Project Boundary
  -  Sewer Line
  -  Water Line
  -  Roads
  -  Floodplain
- Land Use**
-  COMMERCIAL/SERVICES
  -  CROPLAND/PASTURE
  -  DECIDUOUS UPLND FOREST
  -  FORESTED WETLAND
  -  MINES/QUARRIES/PITS
  -  MIXED UPLAND FOREST
  -  NON-FORESTED WETLAND
  -  OPEN WATER
  -  RESIDENTIAL



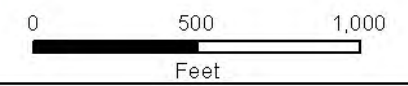


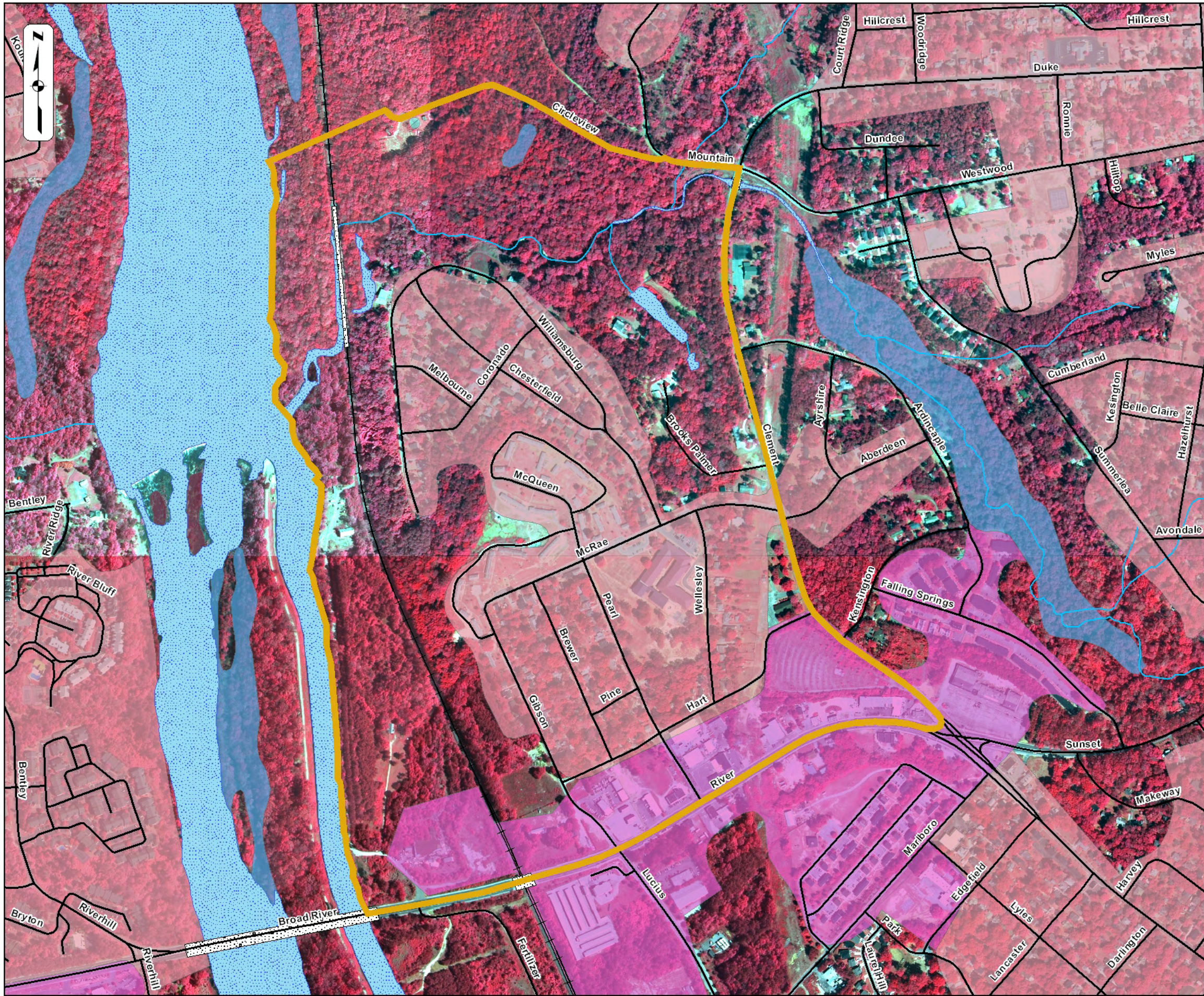
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**Wilbur Smith Associates**



-  Project Boundary
-  Sewer Line
-  Bridges
-  Water Line
-  Floodplain
-  COMMERCIAL/SERVICES
-  CROPLAND/PASTURE
-  DECIDUOUS UPLND FOREST
-  EVERGREEN UPLND FOREST
-  FORESTED WETLAND
-  INDUSTRIAL
-  MINES/QUARRIES/PITS
-  MIXED UPLAND FOREST
-  MIXED URBAN
-  NON-FORESTED WETLAND
-  OPEN WATER
-  OTHER URBAN
-  RESIDENTIAL
-  TRANSITIONAL AREAS
-  TRANSPORTATION/UTILITIES
-  UPLAND PLANTED PINE





Richland County  
Wetlands w/o Flood Plain

**LEGEND**

- Roads
  - +— Rail
  - ▒ Bridges
  - Land Use**
  - COMMERCIAL/SERVICES
  - FORESTED WETLAND
  - NON-FORESTED WETLAND
  - RESIDENTIAL
  - ▭ Project Boundary
- 0 500 1,000  
Feet










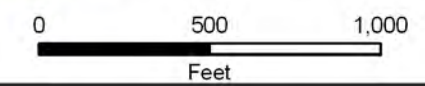
ENGINEERS  
PLANNERS  
ECONOMISTS

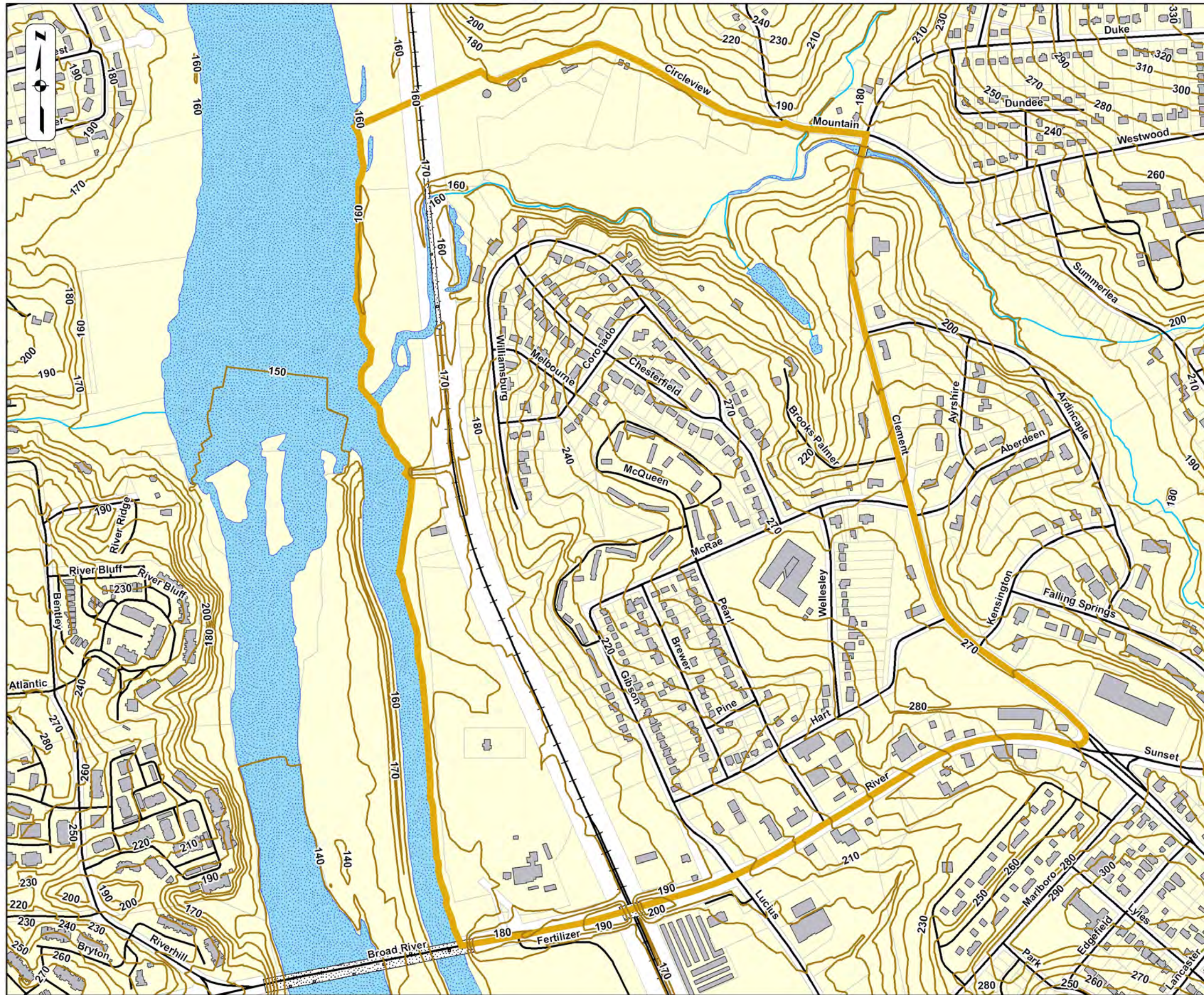
Wilbur Smith Associates

Richland County  
Broad River Area

LEGEND

-  Contours
-  Bridges
-  Rail
-  Project Boundary
-  Roads
-  Buildings
-  Parcel Boundary





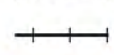



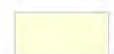


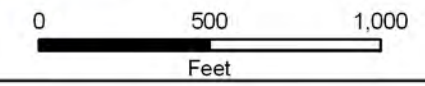
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PLANNERS  
ECONOMISTS

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Richland County  
Broad River Area

LEGEND

-  Contours
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-  Buildings
-  Parcel Boundary





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