



CITY OF
WEST COLUMBIA
BEAUTIFICATION PLAN
AUGUST 2010



City of West Columbia Beautification Plan

Awakening Beauty in a Flourishing Community

Mayor:

Bobby E. Horton

City Council:

Eric L. Fowler

L. Dale Harley

Jack L. Harmon

Boyd J. Jones

Marsha Moore

Tommy G. Parler

Cathy Shannon

B.J. Unthank

City Administrator:

Jennifer T. Cunningham

Prepared By:

Brian E. Carter, AICP
Director of Planning and Zoning

Date:

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Purpose

The City of West Columbia Beautification Plan is a comprehensive long range plan intended to guide the beautification of public and private properties in West Columbia. This plan includes analysis, recommendations, and proposals for a process used to direct beautification efforts with West Columbia. It is based on public input, existing development, physical characteristics, and traffic patterns. This plan is developed with the assistance of the West Columbia Beautification Foundation, a non-profit organization dedicated to enhancing the aesthetic appeal of West Columbia.



This Beautification Plan is a policy-based document. It does not nor can it regulate land use. The Beautification Plan is not a zoning document; therefore, the recommendations in this plan are only for guidance, not to regulate properties or land use.

**West
Columbia
Beautification
Foundation**



The four basic questions answered in the Beautification Plan are as follows:

1. Where is West Columbia now in terms of beautification efforts?
2. How did West Columbia get there?
3. Where does West Columbia want to go in terms of beautification efforts?
4. How does West Columbia get there?

The Beautification Plan is an expression of West Columbia's intention for the future and provides guidance to accomplish that vision. City staff, citizen groups, business owners, residents, and other individuals are encouraged to review the Beautification Plan and make suggestions.

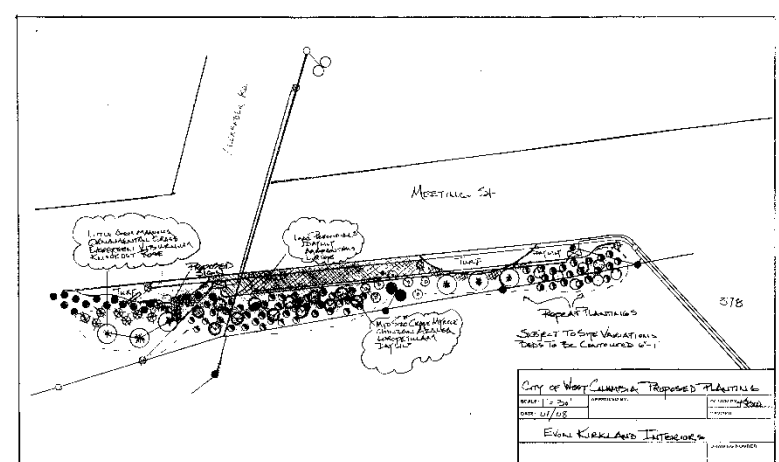
The benefits for having a Beautification Plan include:

1. Consistency in decision making – the Beautification Plan gives decision makers a consistent reference point for directing beautification efforts.
2. Ability to make informed decisions – the Beautification Plan provides facts on existing conditions and trends, enabling decision makers to better understand the impact of their decisions versus relying on a “gut instinct.”

3. Achieve predictability – the Beautification Plan describes where and what type of beautification efforts the community desires. This information allows individuals and businesses to plan for beautification efforts consistent with community goals.
4. Wise use of resources – The information in the Beautification Plan can be used in deciding and prioritizing which projects to undertake. It can also be used to direct the location of other infrastructure projects.
5. Preserving natural beauty – the Beautification Plan describes the City's vision for the future of beautification efforts while preserving the appeal of its rivers and natural places. It provides the community an opportunity to identify what is important and what should be protected.
6. Produce positive economic development – creating appealing residential and business communities helps existing residents preserve property values and business attract customers. Beautiful communities also attract new growth and development.

To remain viable, the Beautification Plan should be flexible and dynamic; able to respond to change as well as guide it. It will need to be evaluated and amended periodically to keep it fresh and current.¹

The overall goal of the West Columbia Beautification Plan is to provide a method to identify beautification project opportunities that will encourage neighborhood cohesiveness, preserve and enhance property values, increase the desirability of commercial and residential real estate, and encourage private investment in landscaping and beautification efforts and to articulate a process to implement those projects.²



¹ Portions adapted from Antrim County Master Plan, May 2010, www.antrimcounty.org

² Portions adapted from Town of Irmo Beautification Plan, retrieved May 2010 from the Town of Irmo

Table of Contents

Purpose	2
Table of Contents	4
Where is West Columbia Now and How Did West Columbia Get Here?	5
Where Does West Columbia Want to Go?	7
How Does West Columbia Get There?	7
Maintenance	10
Beautification of Public Rights-of-Way	10
Beautification of Private Property	11
Project Selection	12
Cost Estimate and Time Guidelines	17
Financial Support	16
Public Participation - Publicity	17
Potential Projects as of June 1, 2010	18

Where is West Columbia Now and How Did West Columbia Get Here?

Nestled along the Saluda and Congaree Rivers, the City of West Columbia enjoys a natural beauty emerging from its riverbanks. With approximately 15,000 residents and over 750 businesses operating within its city limits, West Columbia has grown significantly since it was rechartered in 1934. West Columbia's rich heritage is recognizable in its unique business districts, such as the Vista West District, including State and Meeting Streets, the Antique District, and Triangle City, and its quiet residential avenues. West Columbia's vibrant future is evident by the development of new residential communities in its neighborhoods and new commercial activity along its major traffic corridors.

West Columbia's economic trends have waxed and waned along with the Columbia metropolitan region, and efforts to maintain attractive, landscaped public and private areas have faltered. City officials recognized a need to prevent streets from becoming disorganized and uninviting. In an effort to prevent the City from becoming a sea of pavement, both the 1996 and 2006 West Columbia Comprehensive Plans emphasized the importance of "preserving unique sections of the City, beautification, [and enhancing] the City's image."³ West Columbia, consequently, has made tremendous strides in improving its image. In 2002, the City of West Columbia adopted its first landscaping ordinance, which requires business owners and some residential developers to install and maintain landscape materials when making other property improvements. The City has implemented the River Alliance plan for riverfront development, and has developed a vibrant riverfront park. West Columbia has implemented streetscape enhancements along State Street, Meeting Street, and 12th Street in Triangle City. The City has beautified otherwise barren medians along Klapman Boulevard and Augusta Road, and city crews have taken over the maintenance of some rights-of-way to better control vegetative growth along major traffic corridors. West Columbia is working with the neighboring municipalities of Cayce and Springdale to develop a comprehensive

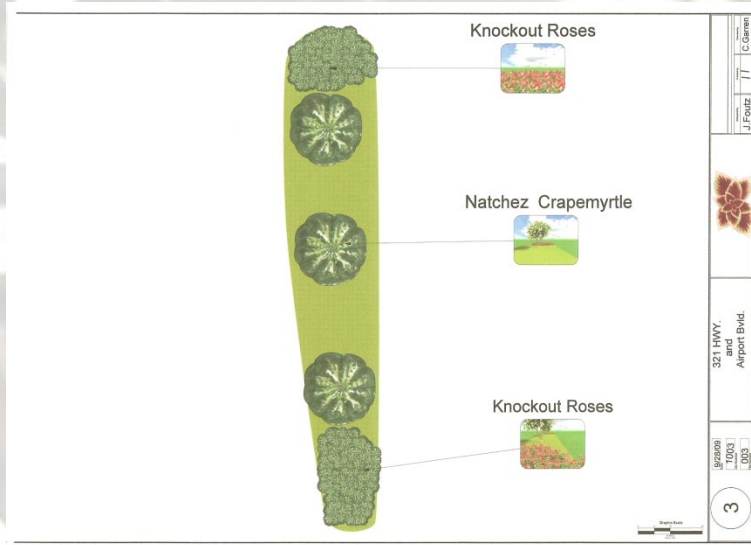
³ West Columbia Comprehensive Plan, March 2007



beautification project to enhance the Airport Corridor, a route traveled by visitors to the region who arrive at the Columbia Metropolitan Airport and journey into downtown Columbia.

In 2007, local community leaders, elected officials, and city staff collaborated to establish the West Columbia Beautification Foundation, a nonprofit organization designed to energize West Columbia as an attractive place to live, work, and visit. The West Columbia Beautification Foundation partners with the City to beautify both public and private areas through landscaping. The Beautification Foundation provides a mechanism to accept tax deductible contributions to beautify public and private lands. As of March 2010, the Beautification Foundation has raised over \$35,000 in donations for beautification efforts citywide, and was instrumental in obtaining an additional \$20,000 in donations to complete a \$26,000 entranceway project and sign at Meeting Street and the Gervais Street Bridge. The Meeting Street/Gateway Project incorporates landscape materials, stone, water, and metal to achieve a stunning welcome into West Columbia and Lexington County. The Beautification Foundation and the City of West Columbia is in the final stages of completing a beautification project at the intersection of Airport Boulevard and Charleston Highway and surrounding areas, using dwarf palms and knockout roses to impart beauty. Other areas that have been beautified by the Beautification Foundation and the City have incorporated materials such as crape myrtles, azaleas, day lilies, and little gem magnolias, but a running theme throughout the City is the use of knockout roses. During the past three years, the City of West Columbia and the Beautification Foundation has planted

approximately 300 trees and between 700 and 800 flowering plants and shrubs. The West Columbia Beautification Foundation also recognizes the efforts of individuals and businesses by presenting an award each quarter to a community member or business that has significantly contributed to beautifying West Columbia.



Where Does West Columbia Want to Go?

The City of West Columbia understands that common areas impart meaning and can create a more vibrant public realm. Trees and plantings can create an expression of time for a community. Newly landscaped areas communicate a fresh outlook and opportunity and provide a splash of excitement, letting visitors know that the community is alive and full of potential. Established, well-matured trees and plantings send a subtle message of longevity and history, letting visitors know that West Columbia values culture and preservation. Far from being a sleepy bedroom municipality tucked away in a dormant part of South Carolina, West Columbia is a vibrant, active community nestled in a growing region with three other municipalities; Columbia, Cayce, and Springdale. Visitors to West Columbia do not see city limit map lines as they travel through the region, so a goal of the City of West Columbia is to encourage neighboring communities to beautify their areas as well. West Columbia desires to continue to build a network of civic landscape that engages the community in both the planting and enjoyment of beautified areas. West Columbia desires for gardens to emerge from asphalt, and recognizes that the current economic downturn can offer an opportunity for innovative and cost-cutting measures to beautify West Columbia as people and businesses are more willing to pool resources and partner with the City to create an overall economic advantage.



How Does West Columbia Get There?

Beautification of public and private areas in West Columbia is best achieved using a collaborative, multifaceted approach. Residents, businesses, and municipal resources can be used to nurture a flourishing community of landscaped public and private areas. The following sections of the plan address specific opportunities and challenges that will be experienced as the City moves forward with beautification efforts.



Cost

The cost for each beautification project will fluctuate based on multiple factors.

Labor

The City of West Columbia has qualified and experienced landscape personnel on staff that can expertly design, install, and maintain landscaped areas. City personnel can install and maintain plant materials in public rights-of-way with minimum cost for labor; however, as wise stewards of public funds, city personnel cannot be the sole source for installing materials for all beautification projects, especially those on private property. Landscape contractors can be used to install and maintain plant materials on private and public property at a cost slightly higher than if city personnel performed the labor. Methods should be examined regarding the feasibility of utilizing city personnel to install and maintain plant materials on private land. Such methods may include city personnel to be contracted by the West Columbia Beautification Foundation and paying the City of West Columbia the cost of labor and materials so that public money is not expended on private land. Another possible method, which may be used on a limited basis, is for the City to obtain a revocable easement for the installation and maintenance of a landscaped area on private property. A third method may include a combination of the two aforementioned methods. The revocable easement may preserve access and maintenance to the landscaped area and the contract of services will reduce or eliminate the use of public funds to complete the project. The City of West Columbia does not currently have personnel specifically dedicated to obtain easements and encroachment permits. It is recommended that the West Columbia Beautification Foundation assign members or volunteers to assist in obtaining easements and permits.

Another consideration to reduce labor costs is that landscape contractors may provide installation and maintenance at a reduced rate in exchange for recognition and advertising. The West Columbia Beautification Foundation may desire to generate a list of recommended landscape contractors, comprised of those businesses that have provided landscape services to the Foundation, and provide that list to the chamber of commerce, local businesses, and residents. The Beautification Foundation and City of West



Columbia may also consider allowing landscape contractors to display a small sign in the landscaped area identifying the landscape contractor who installs or maintains the area.

The West Columbia Beautification Foundation must seek resources for installing plant materials on private land without relying entirely on municipal resources. City personnel must focus resources on maintaining landscaped areas on public property. To encourage the proper maintenance, growth, and maturity of landscape areas on private property, the West Columbia beautification Foundation should obtain maintenance agreements from private property owners prior to engaging in a project on private land.

Site Preparation

Factors such as the grade of the site, the availability of fertile soil, the ability to unload soil, mulch, and plant materials, and the availability of water for irrigation will alter the cost of a project.

Equipment Rental

While the City of West Columbia has numerous resources at its disposal, the possibility exists that special equipment may need to be rented to complete a project. Additionally, landscape contractors may need to rent equipment that is not otherwise at their disposal. Equipment may also need to be rented when installing materials on private property.

Planning

The cost to design each project will vary based on the availability and capability of city staff and members or volunteers of the Beautification Foundation. Landscaped areas should consist of appropriate native vegetation, which is often suited to the soil, topography, and hydrology of the Midlands area. Using appropriate native vegetation can assist in conserving water, preserving habitat, and reducing maintenance costs.



Legal Fees

Legal fees resulting from obtaining easements or preparing contracts and agreements will fluctuate based on each project.

Maintenance

The City of West Columbia and the West Columbia Beautification Foundation must adopt a plan for maintaining improved areas on public and private property. The West Columbia Landscape Ordinance can be enforced to provide for the maintenance of the minimum required landscaping on private property; however, much of the landscaping improvements facilitated by the West Columbia Beautification Foundation are not plantings required by the zoning ordinance. As such, the West Columbia Beautification Foundation should require a maintenance easement and agreement before installing plant materials on private property. The Foundation may also consider requiring the private property owner to enter an agreement to provide for the maintenance of landscape areas for a time not less than 10 years.

Beautification of Public Rights-of-Way

City personnel may be used to install and maintain plant materials in public rights-of-way and on city-owned property. Installing plant materials in roadway rights-of way requires the City to obtain an encroachment permit from the South Carolina Department of Transportation, which can take up to 6 months for approval. As more public areas are beautified, the City may require adding landscape personnel to its workforce. Alternatively, the City may consider the use of qualified landscape contractors to maintain public areas. Perhaps the two greatest factors impacting the beautification of public rights-of-way are the availability of viable planting areas and the probability of obtaining an encroachment permit from the South Carolina Department of transportation. The West Columbia Beautification Foundation and the City of West Columbia may create an inventory of viable planting areas in public rights-of-way to assist in identifying future projects. The Foundation and the City may also desire to maintain a relationship and open communication with SCDOT staff to facilitate expeditious encroachment permit review.



Beautification of Private Property

A significant advantage available to the West Columbia Beautification Foundation is its ability to complete beautification projects on private land. Consideration must be given to the property owner's willingness to partner with the Foundation to complete and maintain the beautification project. Obtaining easements and maintenance agreements regarding private property will help the Foundation to protect its beautification efforts once the project is complete. The Foundation may consider paying for the planting materials and requiring that the private property owner pay for the labor to install those materials, which will facilitate an early buy-in of the property owner. The Foundation may also consider developing a list of qualified landscape contractors to install and maintain landscaped areas on private property, with the condition that City staff must provide oversight and direction during the installation of each project. Certain concerns arise when municipal resources are relied upon to install landscape materials on private property. Public perception may be negatively impacted when citizens who do not have a clear understanding of the role of the West Columbia Beautification Foundation observed city personnel working on private property. Citizens may feel that city funds are unfairly expended on another person's private property. In addition to concerns about perception, the City may be subject to liability for damages occurred during the installation of plant materials. Underground utilities, such as water, cable, sewer, telephone, and electrical line, pose a specific risk. The City must consider if it would be expected to pay for damages to a private property owner's utility lines if damaged while city personnel are planting materials. Another concern would be the impact that grading and installation of plant materials may have on stormwater drainage. While preparing and grading a landscape are on private property, city personnel must be mindful to not increase the amount of stormwater runoff directed toward structures on private property. For these reasons, the West Columbia Beautification Foundation should focus on providing alternate resources to plant materials on private property. A more thorough discussion of maintenance and the use of public and private personnel to install materials on private land is located in the *Maintenance* and *Cost: Labor* sections of this plan.

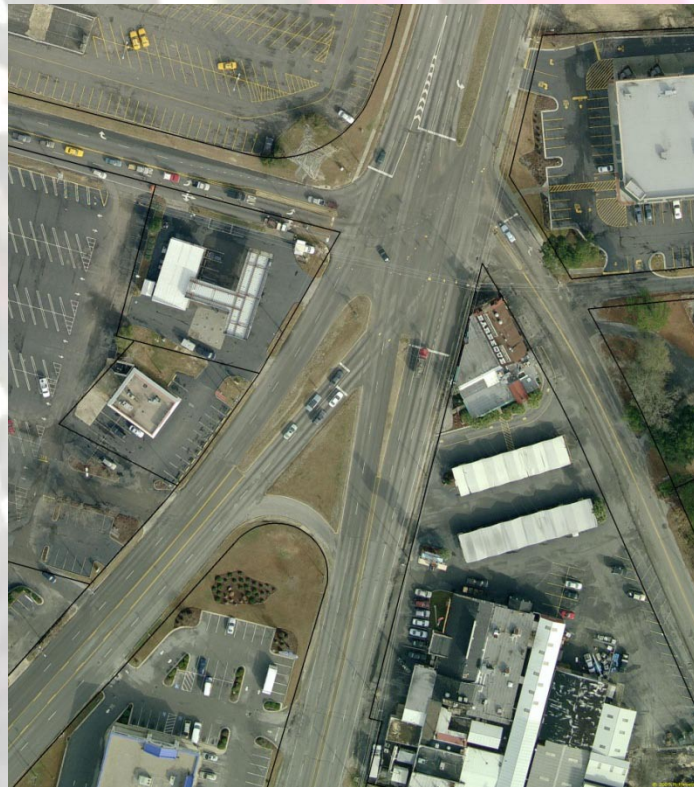


Project Selection

A goal of this Beautification Plan is to provide a clear method to prioritize and select projects. Special attention has been given to major roadways, highly visible public and private properties, and entrances into West Columbia. The methods outlined in this plan should be used to prioritize future projects.

Traffic Corridor Method

The Traffic Corridor Method (Figure 1) of project selection works in conjunction with the Weighted Criteria Method, which is described on page 14. The Beautification Plan identifies two classes of traffic corridors, primary traffic corridors and secondary traffic corridors. The Traffic Corridor Method of Project Selection is based on the assumption that the highest impact from



beautification projects is achieved when a person observes beautification efforts originating at one point on a roadway and progressing in a single direction along the roadway to the established end point. While different traffic corridors may be beautified simultaneously, the goal of this method is to direct beautification efforts on a specific corridor on a specific direction with a specific beginning and end point. For example, the specific starting point for beautification projects on US Highway 1 (Meeting Street and Augusta Road) may be the Gervais Street Bridge. The specific end point may be the city limits near the interchange of US HWY 1 and Interstate 26. The specific direction would be westward. Consequently, a potential project located in the 800 block of Meeting Street (US HWY 1) would be given priority over a potential project located in the 2100 block of Augusta Road (US HWY 1). The 800 block project is situated nearer to the starting point than the 2100 block project. Simultaneously, beautification projects may take place on US HWY 378 (Sunset Boulevard). The starting point for Sunset Boulevard may be the intersection of Sunset Boulevard and Meeting Street and the end point may be the I-26 interchange. The specific direction would also be westward; however, traffic corridors may also be prioritized in an eastwardly direction. The Traffic Corridor Method would allow for simultaneous projects to take place on different primary traffic corridors in different directions.

Primary Traffic Corridors

- US HWY 378 – Sunset Boulevard
- US HWY 1 – Meeting Street and Augusta Road
- SC 12 – Klapman Boulevard
- SC 602 – Platt Springs Road
- SC 302 – Airport Boulevard
- US HWY 321 – Charleston Highway

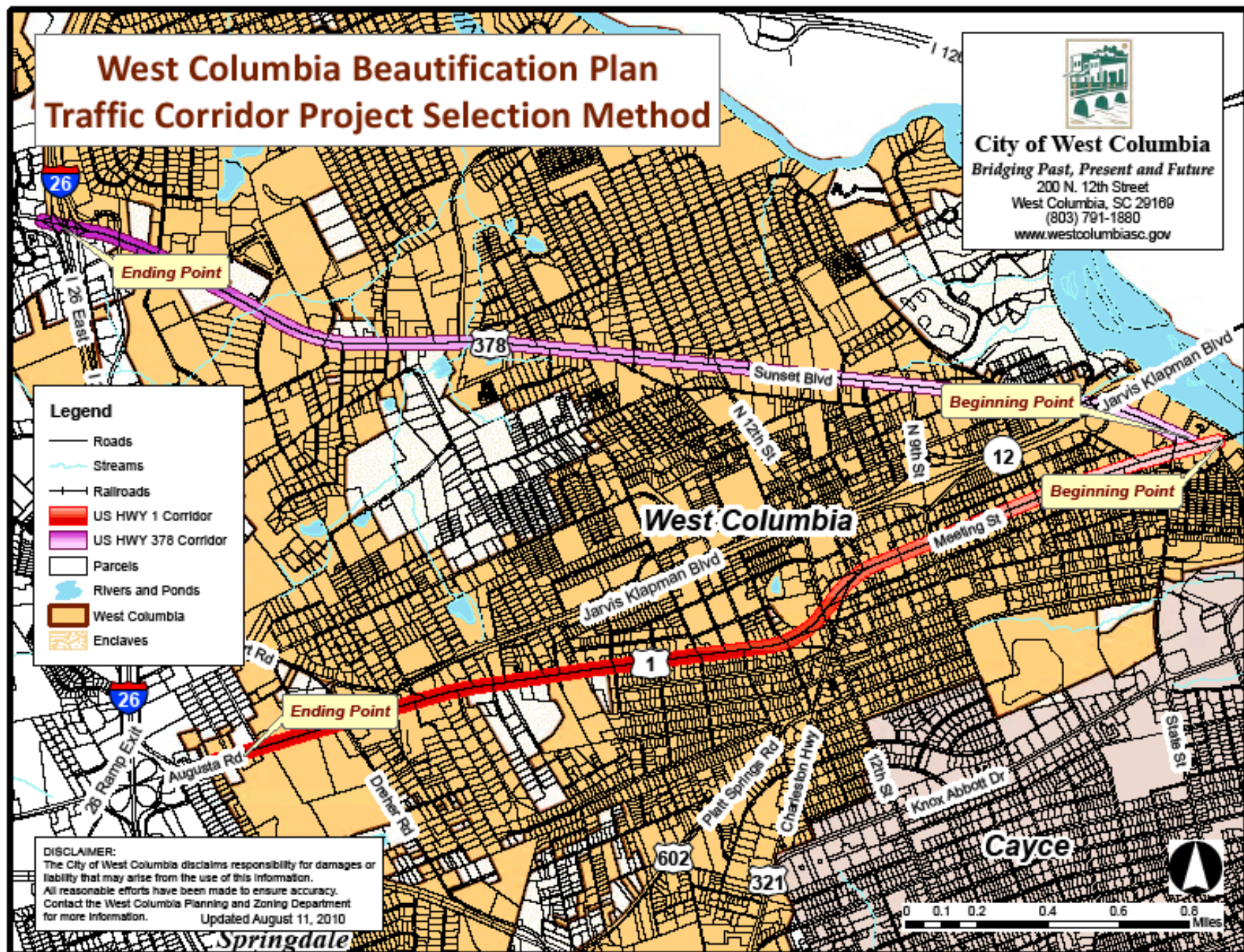


Secondary Traffic Corridors

- Charleston Highway (100 block to 1200 block)
- Williams Street
- Dreher Road
- 12th Street
- State Street
- 9th Street
- Hook Avenue
- Glenn Street
- Leaphart Road



Figure 1



Weighted Criteria Method

The Weighted Criteria Method of project selection works in conjunction with the Traffic Corridor Method. This method considers multiple factors to determine the desirability of a potential project. Two potential projects located near each other may be prioritized based on the following factors.

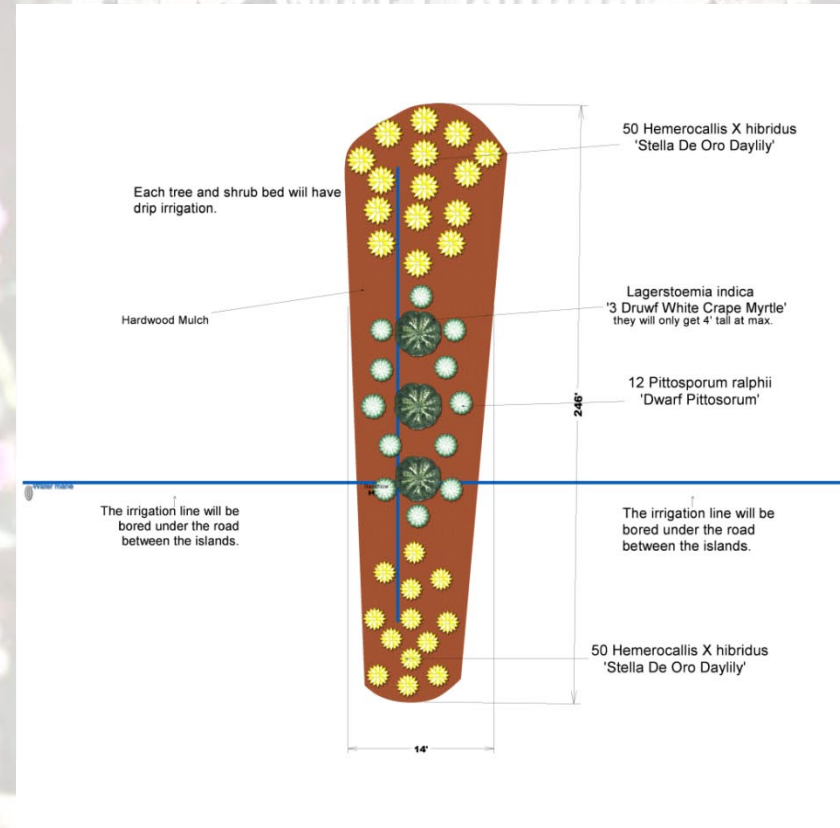
Location

Priority will be given to potential projects located in areas that are highly visible from public rights-of-way and are located nearer to the beginning point of a high-priority traffic corridor. Sites located within the city limits always have higher priority than sites located in unincorporated areas.

Feasibility

Potential projects considered to be more feasible will be given higher priority than those sites considered to be less feasible. Factors that affect the feasibility of the project are:

- Potential for the site to sustain healthy growth as determined by environmental factors.
- Ability of personnel to access and maintain the landscape areas.
- Location of water for irrigation.
- Public or private ownership of the property.
- Ability to obtain an encroachment permit for areas located in a right-of-way.
- Ability to obtain a maintenance easement and agreement for areas located on private property.
- Site preparation required to deliver and install plant materials.
- The ability of the project to enhance existing commercial and residential development without creating traffic visibility hazards or reducing the effectiveness of conforming business signage.



Cost, Value, and Return

Factors affecting cost are discussed in detail in the *Cost* section of this plan. Potential project sites will be prioritized based also on cost, value, and return. Cost refers to the cost of planting materials, site preparation materials, and labor. Value refers to the quantity and quality of materials and services received when making a purchase. Return refers to the actual result or impact of the project. A project will receive the highest priority if it is characterized by low cost, high value, and high return. Conversely, a project will receive the lowest priority if it has high cost, low value, and low return. A project with high cost, moderate value, and high return may receive more priority than a project with low cost, high value, and low return.



Potential Impact

Potential Impact relates to the ability of the project to be attractive, foster excitement, and generate positive momentum. Potential Impact is closely related to Cost, Value, and Return. Highly visible projects incorporating multiple plantings and colorful materials that complement and enhance surrounding improvements generally have high impact. A project with higher potential impact will receive priority over a project with less potential impact.

Timeline

Timelines vary depending on the scale of the project, the ability to obtain easements and permits, and weather conditions. Generally, regarding projects that are similar in all other factors, priority will be given to potential projects that may be completed in a shorter timeline.

Cost Estimate and Timeline Guidelines

For purposes of the West Columbia Beautification Plan, a cost estimate to landscape a 750 SF planting area using city personnel is \$2,000, which includes approximately 5 crape myrtles, 15 knockout roses, 30 day lilies, irrigation, and mulch.

For purposes of the West Columbia Beautification Plan, a cost estimate to landscape a 750 SF planting area using landscape contractors is \$3,600, which includes approximately 5 crape myrtles, 15 knockout roses, 30 day lilies, irrigation, and mulch.

The encroachment permit process with the South Carolina Department of Transportation may take up to 6 months for approval. Installation of a project, after the approval of the property owner and the granting of an easement for private property, may take up to 6 months depending on the number of simultaneous projects and the availability of city personnel.

Financial Support

Financial support for beautification projects may be obtained through grants, municipal funds (for projects on public property), and private donations made to the West Columbia Beautification Foundation. After-hours socials and ribbon cutting events have been successful fundraisers for the West Columbia Beautification Foundation. Another possible fundraising event may include community concerts involving local schools and churches. The West Columbia Beautification Foundation may also partner with a local bingo entertainment establishment to provide a regular source of revenue for beautification projects. The Beautification Foundation may also encourage landscape contractors to make tax deductible donations of materials or services to the West Columbia Beautification Foundation. The Beautification Foundation may also ask private property owners to partner with the Foundation to complete projects on private property, which may include matching funds or providing installation.

Public Participation – Publicity

Public participation is a significant component for the success of beautification efforts. The City of West Columbia and the West Columbia Beautification Foundation may encourage public participation and generate interest by using the following methods:

- Establish a method of communication using social media such as Twitter and Facebook.
- Allow residents and businesses to purchase recognition plaques to be displayed at various projects.
- Allow residents and businesses to purchase and dedicate trees to individuals or organizations.
- Encourage neighborhood associations and community organization to adopt specific landscaped areas.



Potential Projects as of June 1, 2010

The following projects have been identified as potential projects to be considered by the City of West Columbia and the West Columbia Beautification Foundation. The Sunset Boulevard Corridor has been identified as a high priority area by the West Columbia Beautification Foundation. Initially, potential projects located on Sunset Boulevard should be weighted heavily. The remaining projects are listed in no particular order and should be prioritized according to the methods established in this plan.

Sunset Boulevard Corridor

Figure 2

Sunset Boulevard/Highway 378 is a major thoroughfare in West Columbia. Projects located along Sunset Boulevard have a high potential for immediate impact, and the area surrounding the roadway provides for several beautification opportunities. The Sunset Boulevard Corridor will provide an opportunity to achieve a sense of place and unity. Landscape materials along Sunset Boulevard should be coordinated to ensure consistency in design and maintain continuity for drivers as they travel through the City of West Columbia. Municipal staff should obtain outside assistance to develop a landscape design for projects along Sunset Boulevard. The landscape design should include a list of preferred planting materials and establish guidelines for determining the ratios of species selected in each project. Encouraging a consistent selection of plant materials and trees along Sunset Boulevard while emphasizing the use of native plants will help create a sense of harmony and design. The Sunset Boulevard Corridor project will require a significant amount of specific project planning. The City of West Columbia may consider requesting assistance from graduate-level college interns and/or landscape architects to create a specific design plan. At minimum, a set of guidelines should be developed that can be tailored to each potential project along Sunset Boulevard. Specific attention should be given to incorporating design standards that are in harmony with existing sign regulations and traffic visibility. The Sunset Boulevard Corridor project begins at the intersection of Sunset Boulevard and Meeting Street and concludes at the I-26 interchange. This project may be designed and developed in multiple phases.

Estimated cost: Unknown – determined by viable planting areas

Estimated time to complete project: Unknown

100-400 Block of Sunset Boulevard

Figure 3

This area provides a substantial amount of room for a variety of planting materials. Three major entities (The City of West Columbia, Columbia Farms, and Baker & Baker Real Estate Developers, Inc.) can combine efforts to develop a substantial beautification project in front of the West Columbia Water Plant, the Capitol Square Shopping Center, and the Columbia Farms chicken processing facility. Over 40,000 SF of area on public land may be available for landscaping. An additional 12,000 SF of area may be available on private property. This project should be completed according to the specific plan created for the Sunset Boulevard Corridor.

Estimated cost: Between \$25,000 and \$50,000 depending on the scope of the project and installation methods
Estimated time to complete project: Up to 12 months

Klapman Boulevard/Sunset Boulevard Exit Ramps

Figure 4

This area provides a substantial amount of room for a variety of planting materials. Over 80,000 SF of area may be available for landscaping. City personnel have drafted sketch plans to the improvement of this area. This project should be completed according to the specific plan created for the Sunset Boulevard Corridor.

Estimated cost: Between \$15,000 and \$40,000 depending on the scope of the project (installation using city personnel)
Estimated time to complete project: Up to 12 months

600 Block Sunset Boulevard

Figure 5

The rights-of-way located in the 600 block of Sunset Boulevard provide approximately 7,000 SF of area for landscaping. Significant effort should be made to require the owner of the property located at 620 Sunset Boulevard (adjacent to the Riverside Drive Riverwalk Park Entrance) and Columbia Farms to partner with the Beautification Foundation prior to completing a project on private property, which may add approximately 4,500 SF of area for landscaping. This project may effectively screen the employee parking area of Columbia Farms. This project should be completed according to the specific plan created for the Sunset Boulevard Corridor.

Estimated cost: \$8,000 (installation using city personnel – public property)
\$7,200 (installation using contractors – private property)
\$15,200 total
Estimated time to complete project: Up to 12 months (including time to obtain encroachment permit)

1500 Sunset Boulevard

Figure 6

Our Saviour Lutheran Church has discussed completing a beautification project on Sunset Boulevard with the West Columbia Beautification Foundation. This site may provide approximately 10,000 SF of area for landscaping. Efforts should be made to preserve traffic visibility and the use of the existing freestanding sign. This project is located on private property and should be completed using volunteer assistance from the church or landscape contractors. This project should be completed according to the specific plan created for the Sunset Boulevard Corridor.

Estimated cost: \$3,000 (installation using volunteers from the church)
Estimated time to complete project: Up to 3 months

1720 Sunset Boulevard

Figure 7

RVM Rentals LLC has discussed completing a beautification project on Sunset Boulevard with the West Columbia Beautification Foundation. This site may provide approximately 1,500 SF of area for landscaping. Efforts should be made to preserve traffic visibility and the use of the existing freestanding sign. This project is located on private property and should be completed using volunteer assistance from the property owner, local businesses, or landscape contractors. This project should be completed according to the specific plan created for the Sunset Boulevard Corridor.

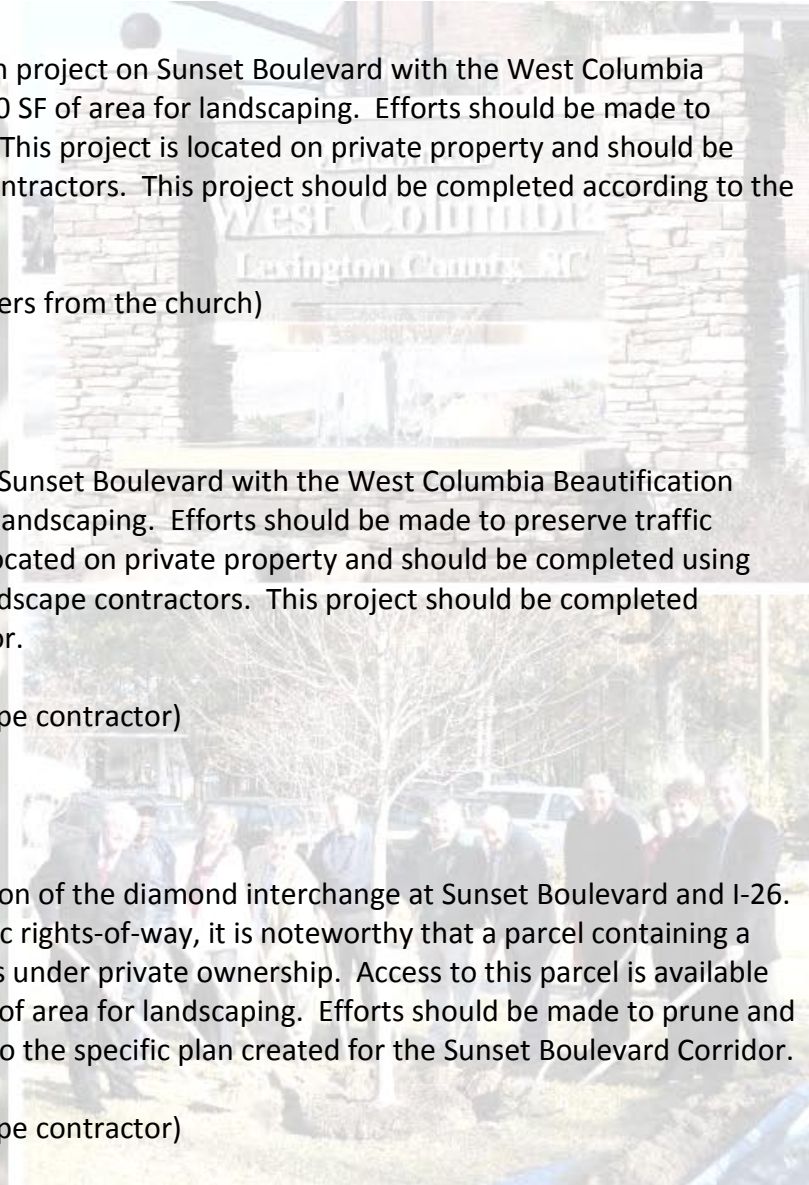
Estimated cost: \$3,600 (installation using landscape contractor)
Estimated time to complete project: Up to 3 months

Sunset Boulevard at I-26 and McSwain Drive

Figure 8

This area has received some landscaping attention after the construction of the diamond interchange at Sunset Boulevard and I-26. While some improvements may be made to existing plantings on public rights-of-way, it is noteworthy that a parcel containing a possible trophy oak exists on the north side of Sunset Boulevard that is under private ownership. Access to this parcel is available only on McSwain Drive. This site may provide approximately 7,500 SF of area for landscaping. Efforts should be made to prune and protect the existing oak. This project should be completed according to the specific plan created for the Sunset Boulevard Corridor.

Estimated cost: \$7,200 (installation using landscape contractor)
Estimated time to complete project: Up to 6 months



Entrance Signs

Figure 9

Building on the success of the Meeting Street/Gateway entrance sign, other welcome signs may be erected along major roadways. Given that the City of West Columbia is actively annexing property and expanding its boundaries, such entrance signs should be smaller in scale and made of materials that can be easily relocated. Wooden, non-lighted, painted signs may be desirable where major roadways enter into the city. Potential locations of welcome signs include the city limits at Sunset Boulevard, Platt Springs Road, Augusta Road, Leaphart Road, Airport Boulevard, and Charleston Highway.

Estimated cost: \$20,000 (materials, manufacturing, site preparation, installation, city personnel)

Estimated time to complete project: Up to 12 months

Continuation of Beautification from the Town of Springdale along Platt Springs Road

Figure 10

The Town of Springdale has beautified portions of Platt Springs Road near West Columbia's city limits. Installing landscaping materials along Platt Springs Road will provide a sense of continuity as visitors enter West Columbia.

Estimated cost: Unknown – determined by viable planting areas

Estimated time to complete project: Unknown

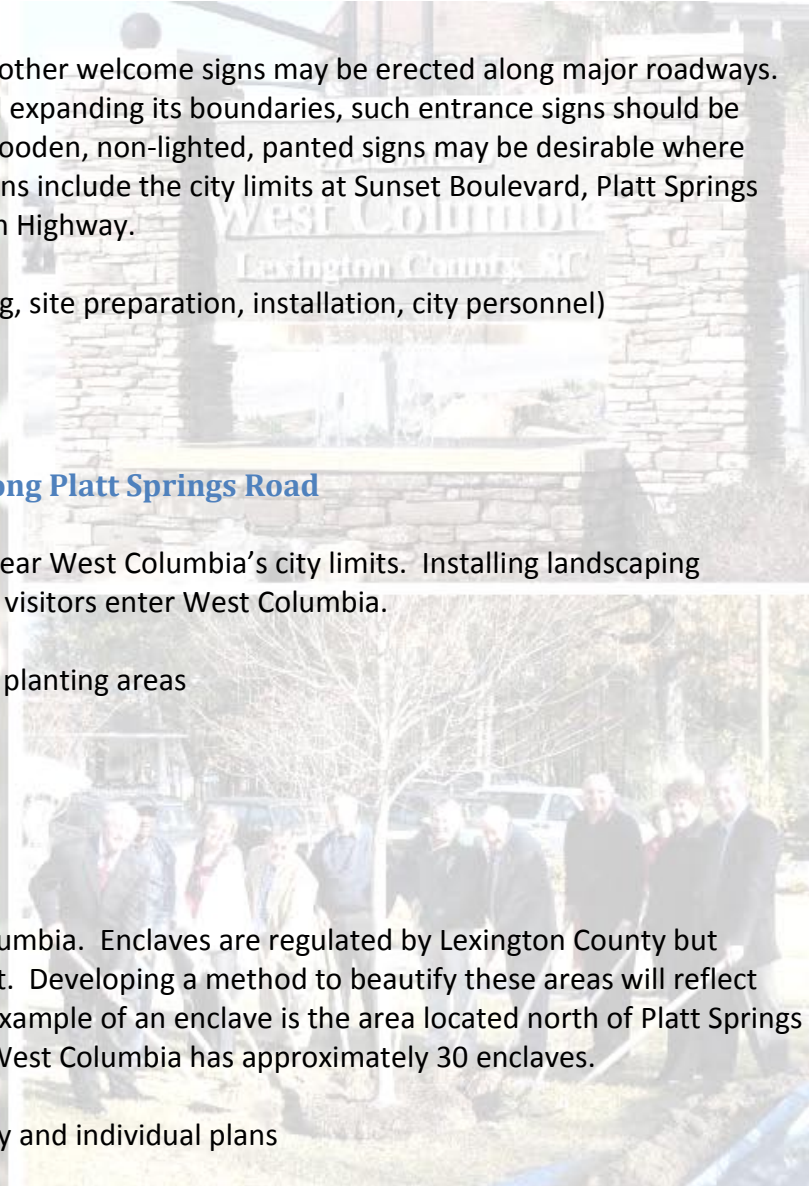
Enclave Beautification

Figure 11

Enclaves are unincorporated areas surrounded by the City of West Columbia. Enclaves are regulated by Lexington County but appear to be a part of West Columbia to the average visitor or resident. Developing a method to beautify these areas will reflect positively on the surrounding areas located within the city limits. An example of an enclave is the area located north of Platt Springs Road at the meeting of Dreher Road and Williams Street. The City of West Columbia has approximately 30 enclaves.

Estimated cost: Unknown – Requires further study and individual plans

Estimated time to complete project: Unknown



Platt Springs Road and Charleston Highway

Figure 12

The convergence of these two roadways provides an opportunity to beautify both public and private areas. Approximately 5,000 SF of road right-of-way may be available for plantings on the south side of the intersection. Approximately 700 SF of private property may be available for low-growing planting on the north side of the intersection.

Estimated cost: \$6,000 (installation using city personnel)

Estimated time to complete project: Up to 12 months (including time to obtain encroachment permit)

Klapman Boulevard and 12th Street

Figure 13

The medians on Klapman Boulevard and the three corners of the intersection facing City Hall provide approximately 6,000 SF of public area for landscaping. Two parcels, one of which is owned by SCDOT, located at the northeast corner of the intersection may provide approximately 4,600 SF of area for landscaping.

Estimated cost: \$6,000 (installation using city personnel – public property)

\$7,200 (installation using contractors – private property)

\$13,200 total

Estimated time to complete project: Up to 12 months (including time to obtain encroachment permit)

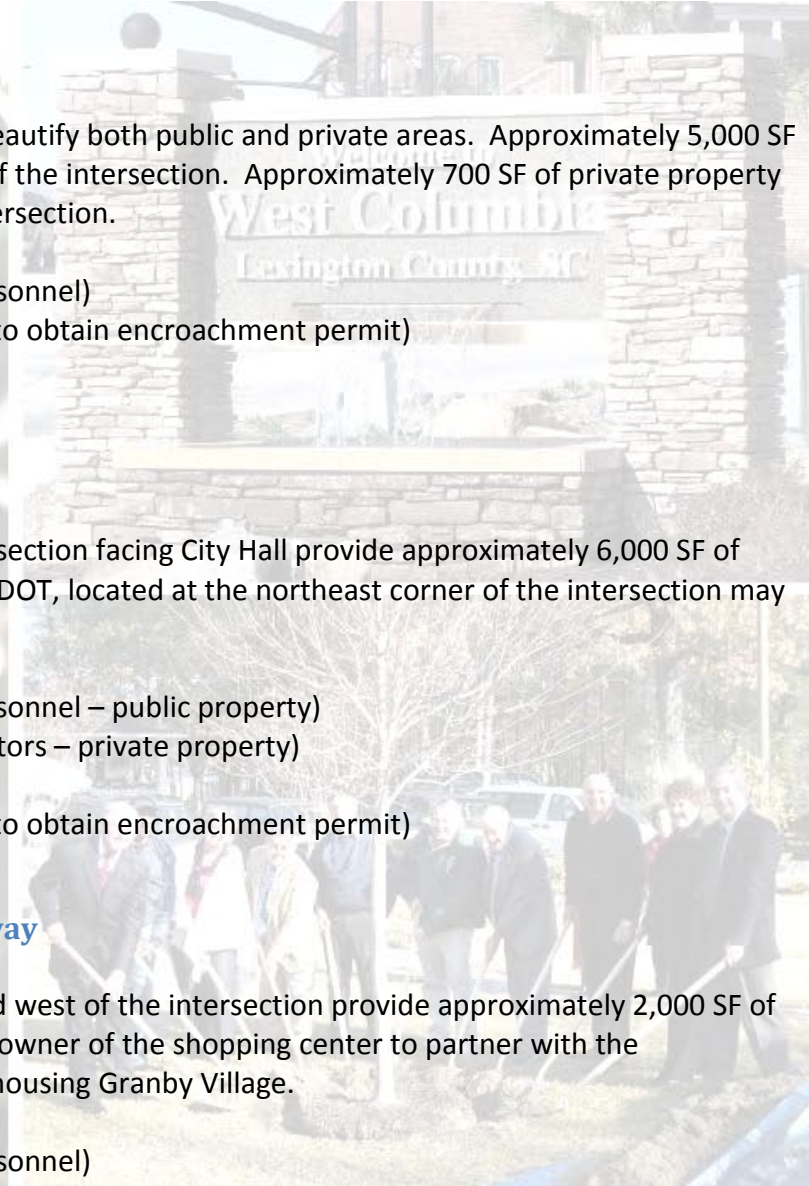
Granby Village Shopping Center at L Ave and Charleston Highway

Figure 14

The median in L Avenue and the rights-of-way located to the north and west of the intersection provide approximately 2,000 SF of area for landscaping. Significant effort should be made to require the owner of the shopping center to partner with the Beautification Foundation prior to completing a project on the parcel housing Granby Village.

Estimated cost: \$4,000 (installation using city personnel)

Estimated time to complete project: Up to 12 months (including time to obtain encroachment permit)



Storm Drainage Area at 100 Block N. 12th Street

Figure 15

This property is owned by South Carolina Federal Credit Union, and improvement of the site will be incorporated into its development plan. Landscaping of the drainage pond area along 12th Street will be regulated by the landscape ordinance; however, should the Beautification Foundation pursue a beautification project on this site, the detention pond area would allow for approximately 8,000 SF area for landscaping. It is likely that any improvements to this area will be removed or relocated once the property is developed.

Estimated cost: \$7,200 (installation using landscape contractor)

Estimated time to complete project: Up to 6 months

Triangle City: Water Fountain

Figure 16

The triangle-shaped lot formed by the intersections of Augusta Street, 12th Street, and Charleston Highway is the future site of a water fountain and sign identifying the Triangle City District. This project may present an opportunity for the West Columbia Beautification Foundation to partner with the City to enhance the fountain area with vibrant landscaping materials.

Estimated cost: \$4,000 (plant materials only - installation using city personnel)

Estimated time to complete project: Up to 3 months (plant materials only – after fountain construction)

Meeting Street at Lucas Street

Figure 17

This area provides little opportunity for landscaping public areas; however, some landscaping may be achieved on the four corner properties, which include a former plant nursery, Grahl Electric Supply, Best Mattress, and Modern Lighting. These businesses may be encouraged to partner with the Beautification Foundation to install landscaping on private property along Meeting Street. Much of the area is paved with impervious materials, so landscaping would be concentrated along buildings and in small grassy areas. Modern Lighting has a approximately 1,800 SF of area along Meeting Street that may allow for landscaping.

Estimated cost: \$7,200 (installation using landscape contractors – minimal site preparation)

Estimated time to complete project: Up to 6 months (including time to obtain encroachment permit)

Platt Springs Road from Amick Street to Williams Street – North and South Sides of Roadway

Figure 18

This .6 mile stretch of roadway provides numerous opportunities for landscaping on private property but is compounded by areas of minimal rights-of-way and the location of unincorporated enclaves. Beautification of this area should be coordinated with other beautification efforts on Platt Springs Road and policies relating to enclaves.

Estimated cost: Unknown – determined by viable planting areas

Estimated time to complete project: Unknown



Figure 2

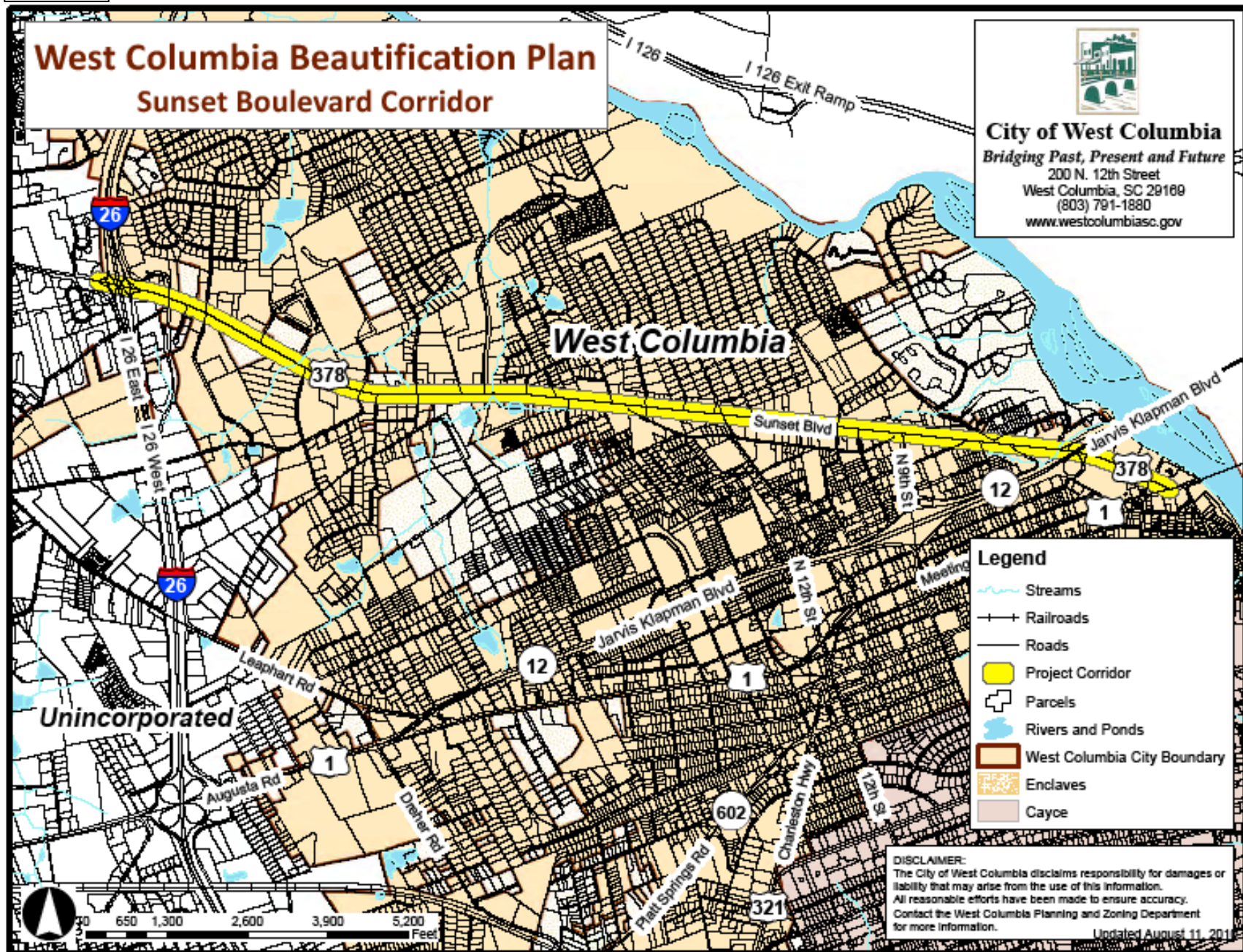


Figure 3

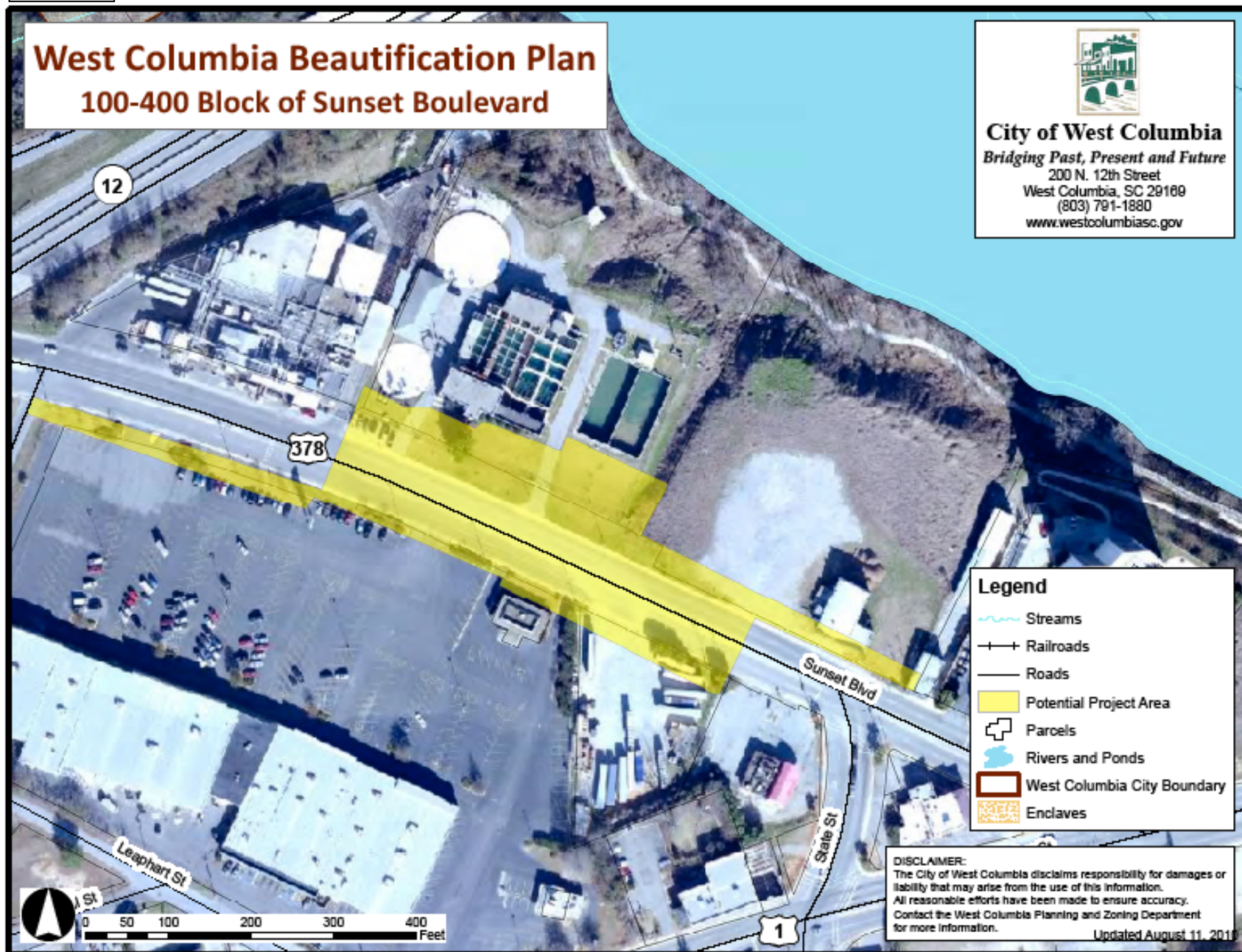


Figure 4

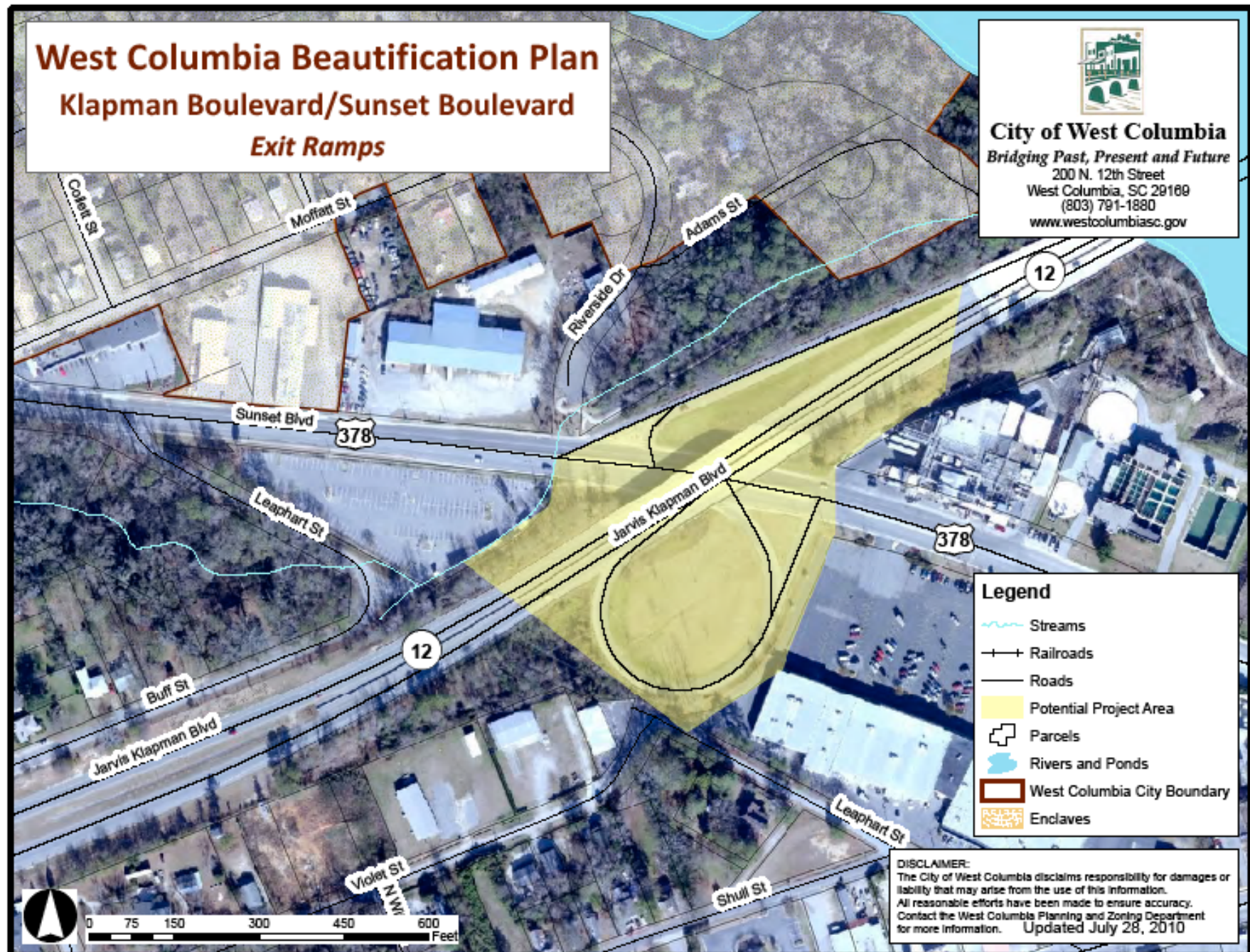


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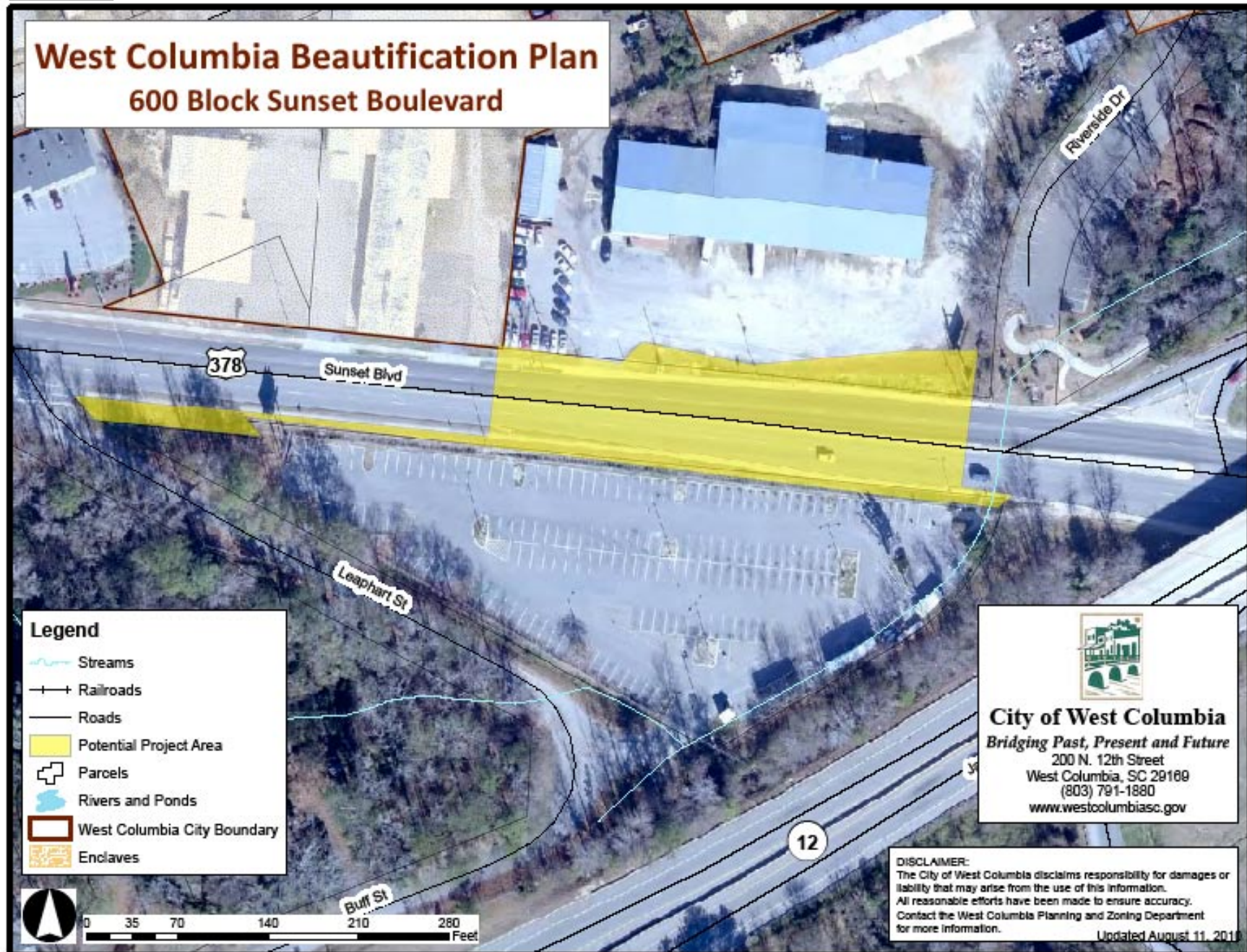


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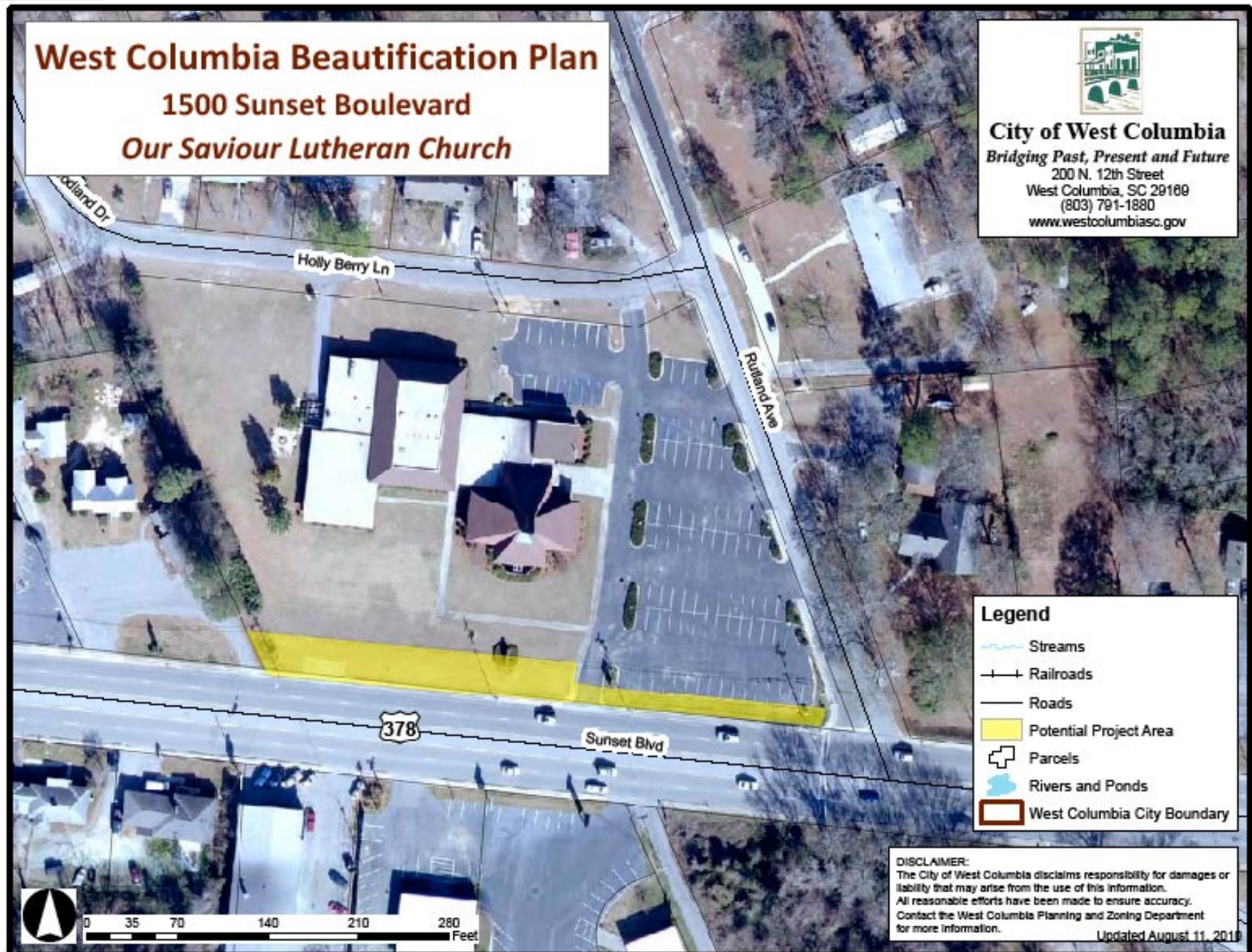


Figure 7

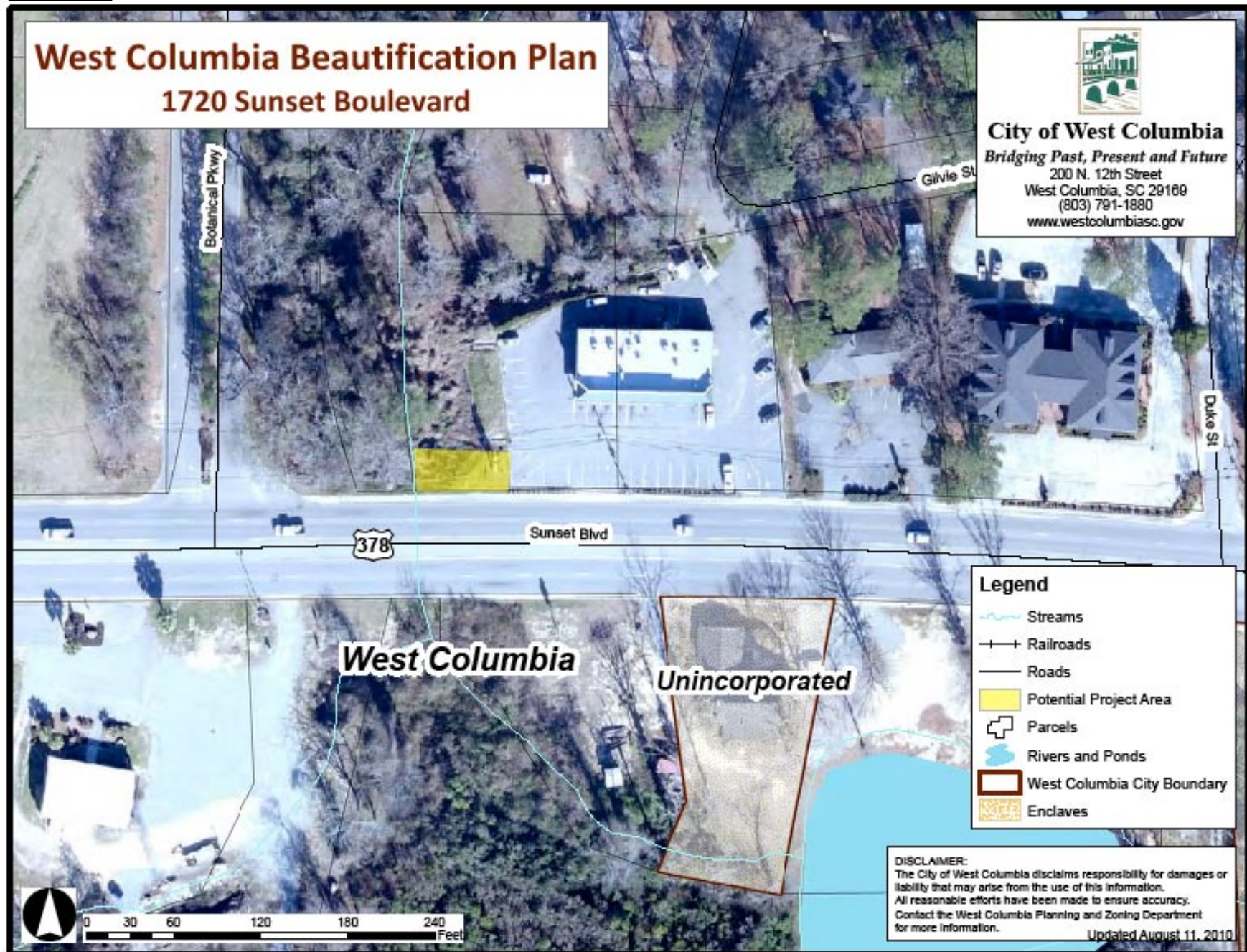


Figure 8

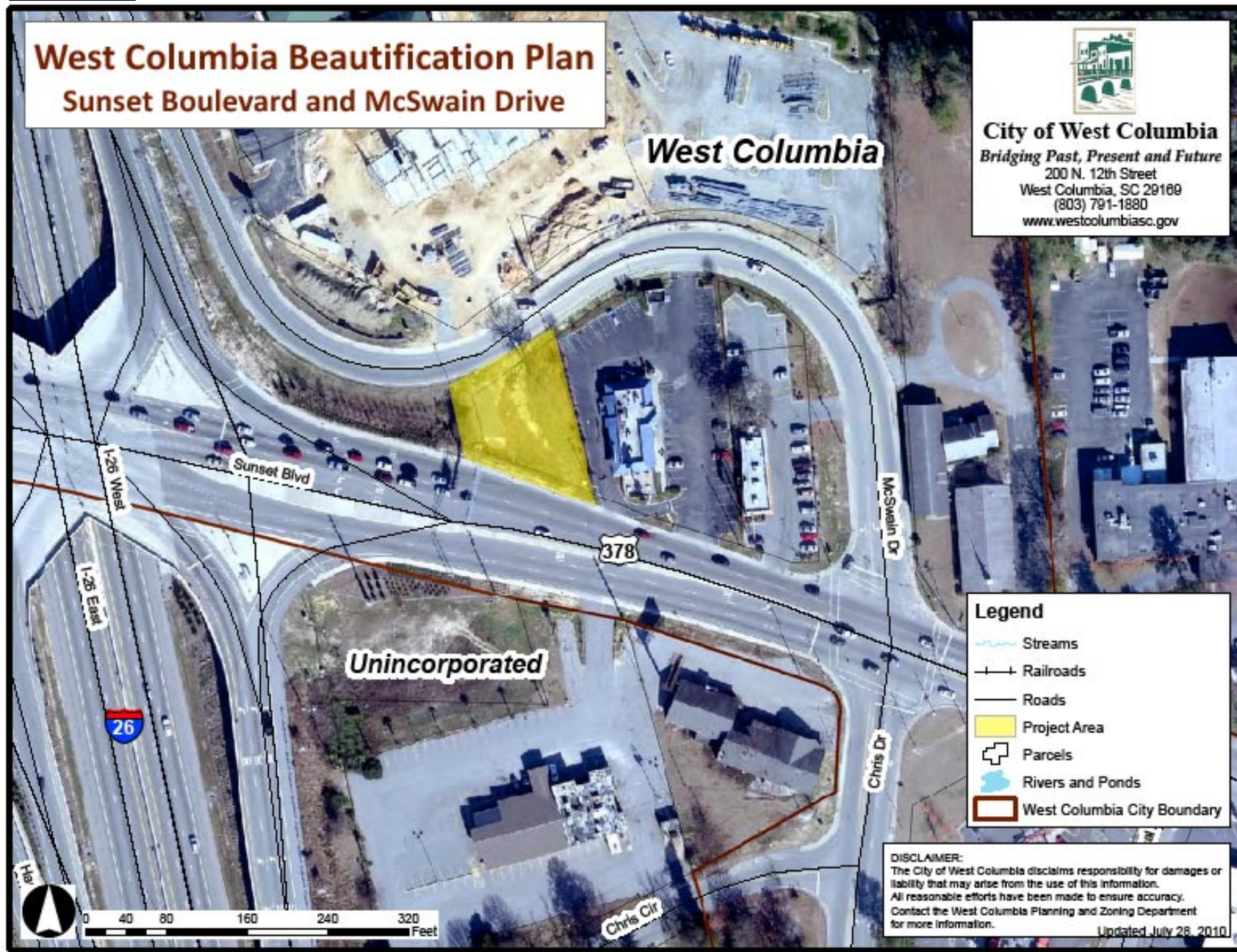


Figure 9

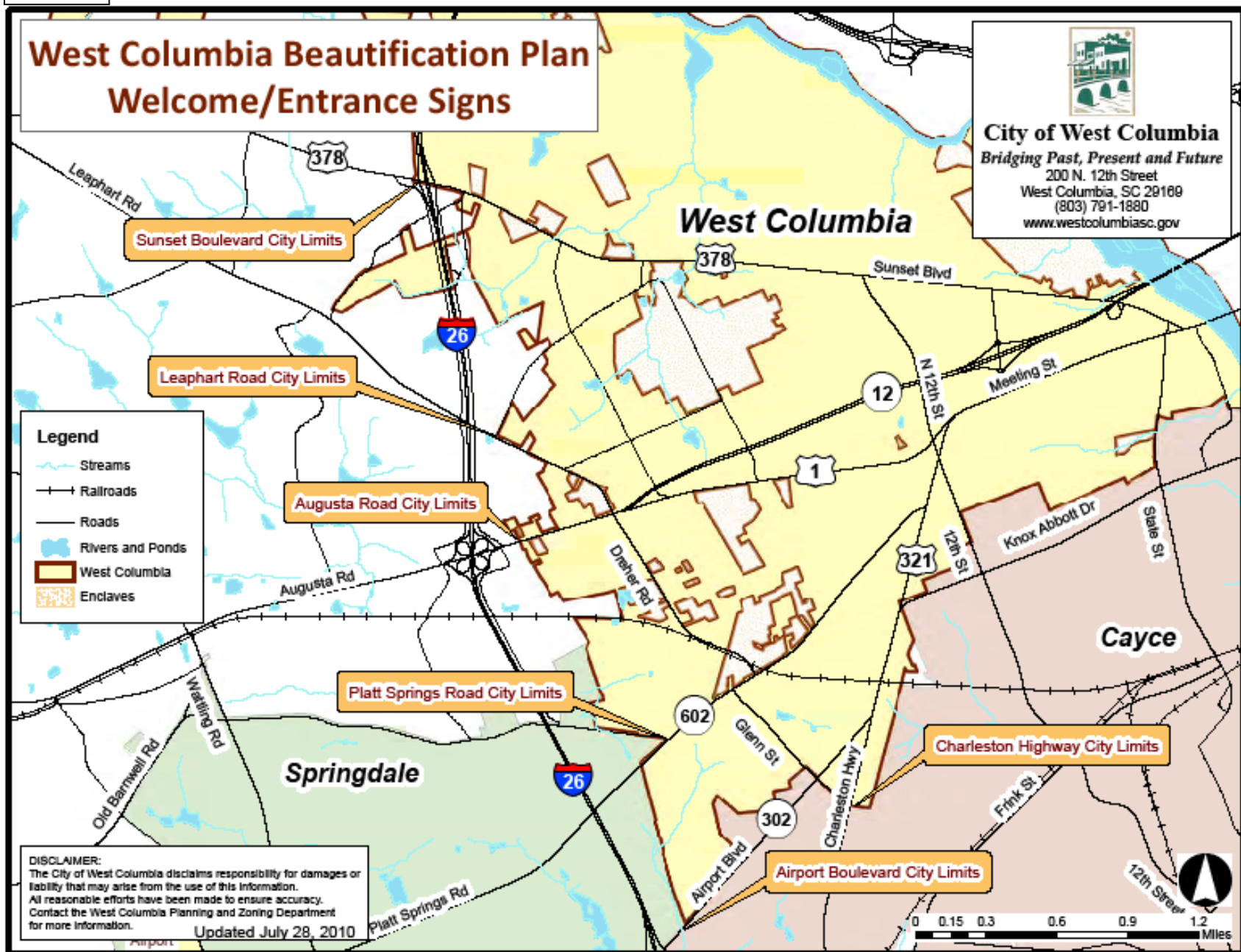


Figure 10

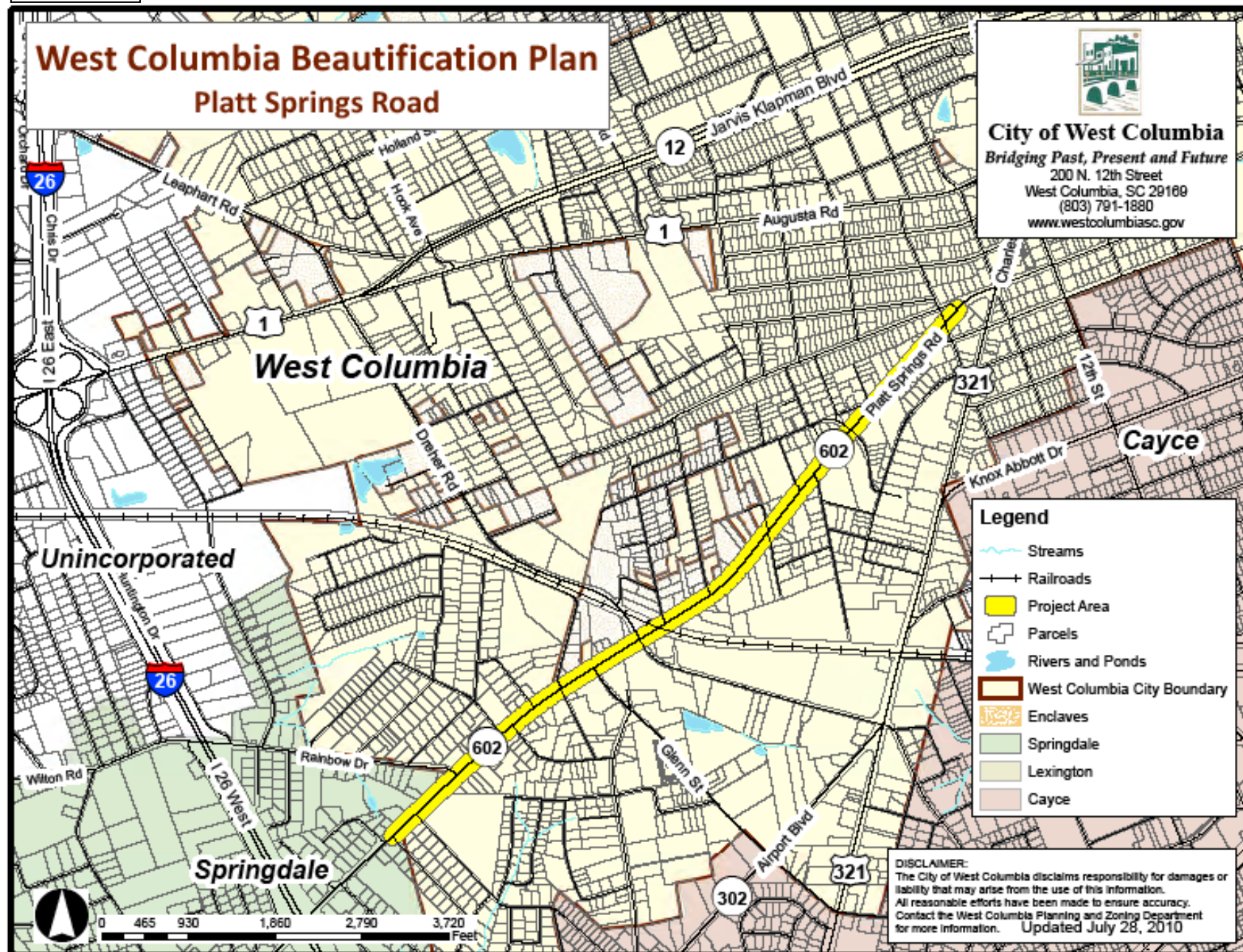


Figure 11

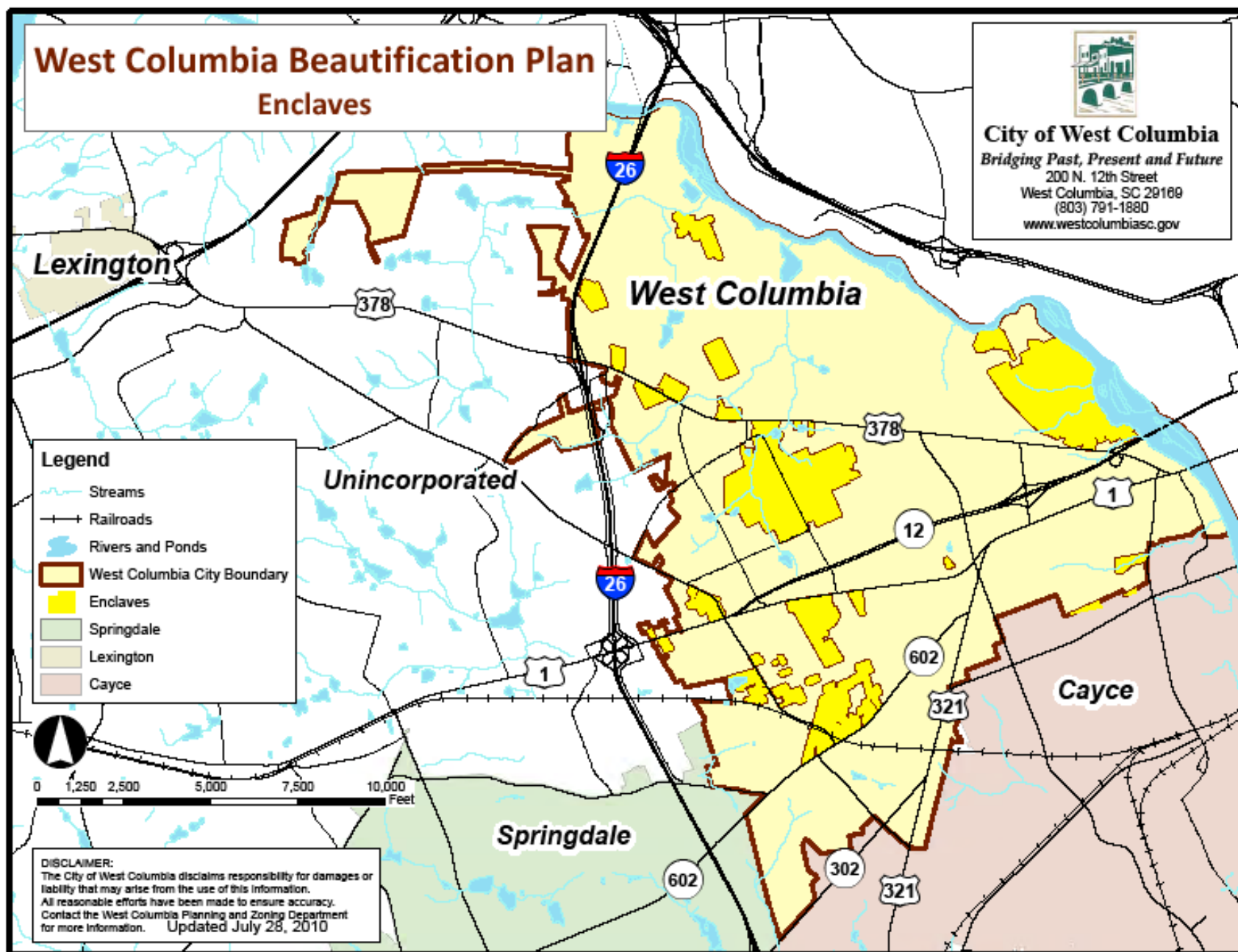


Figure 12

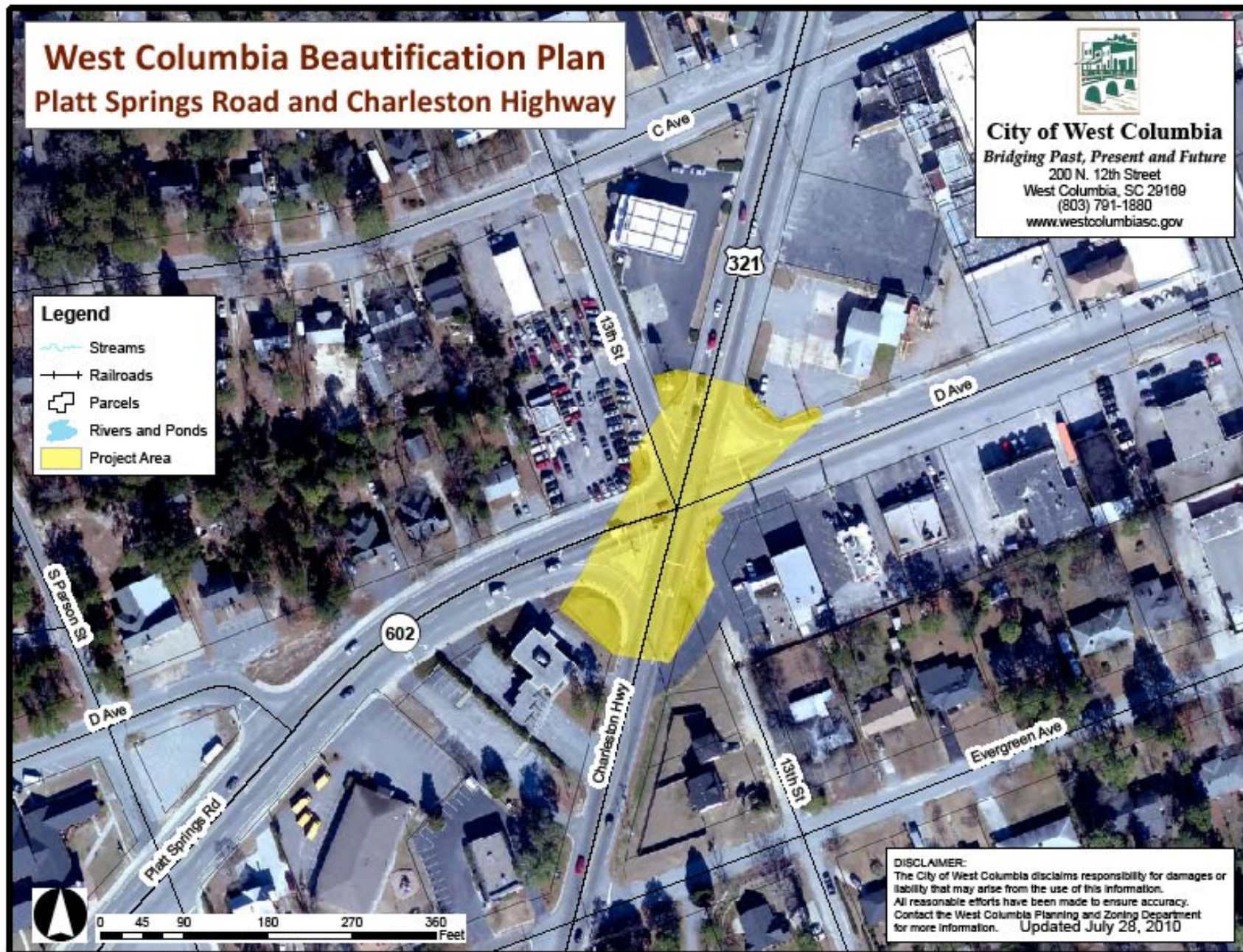


Figure 13

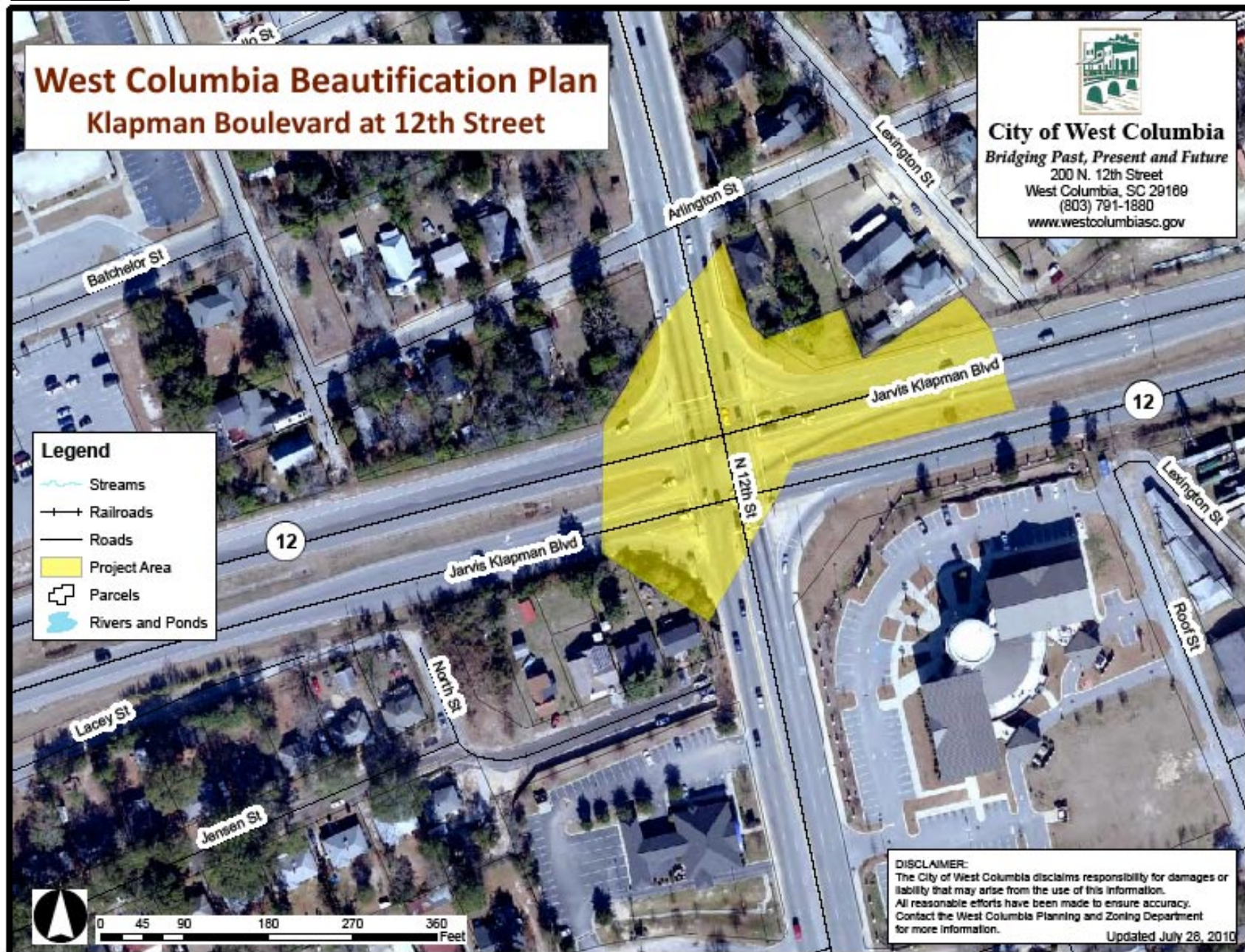


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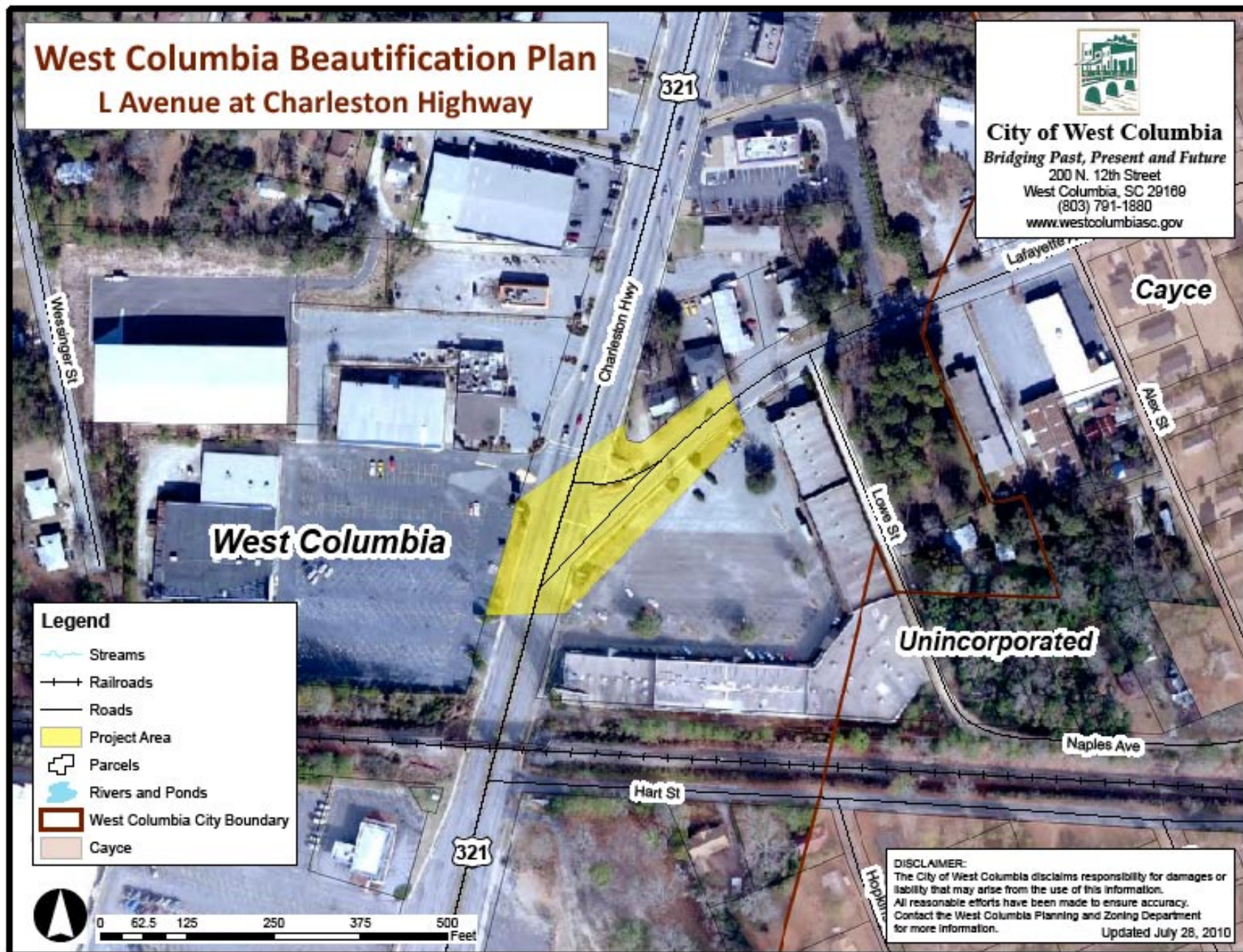


Figure 15

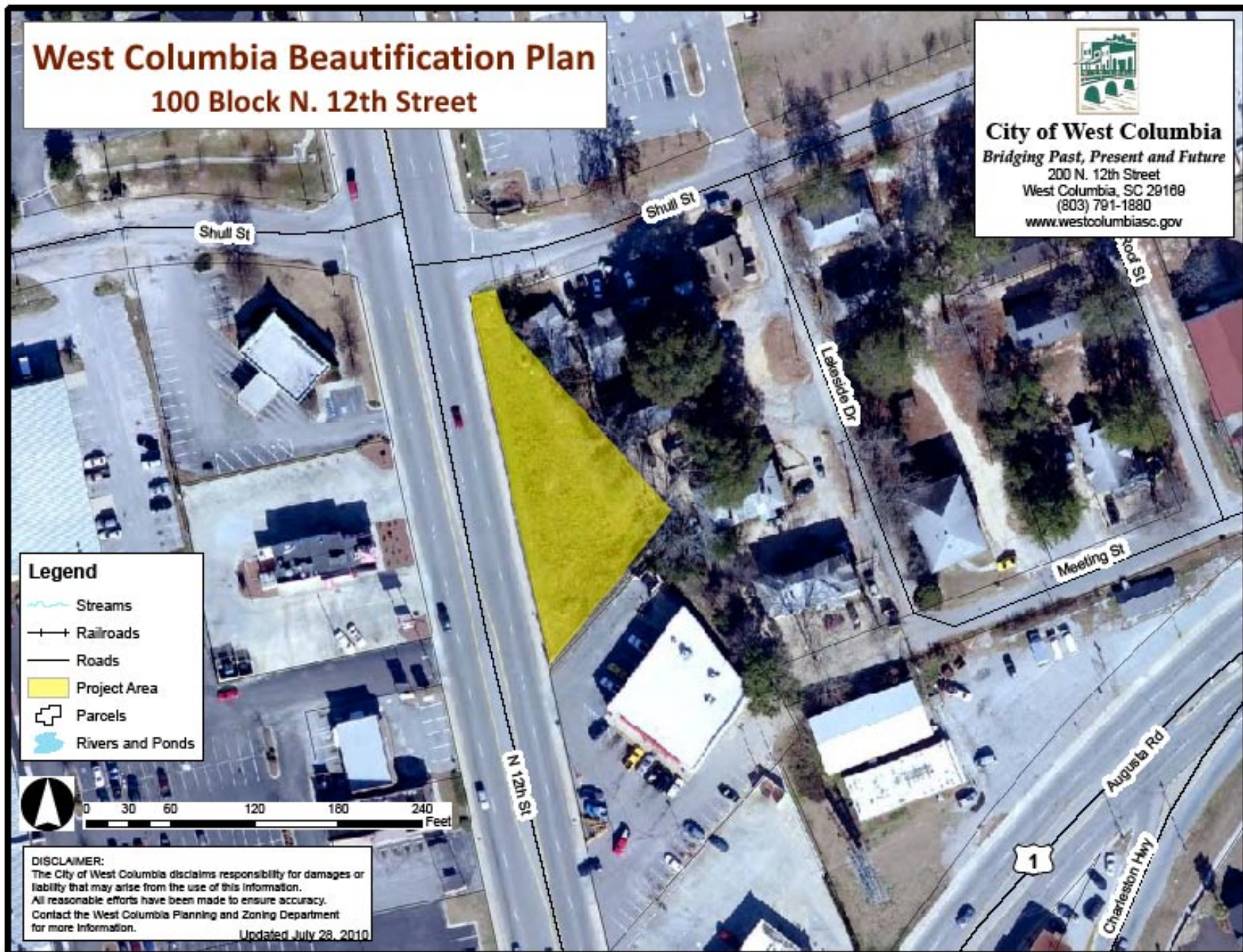


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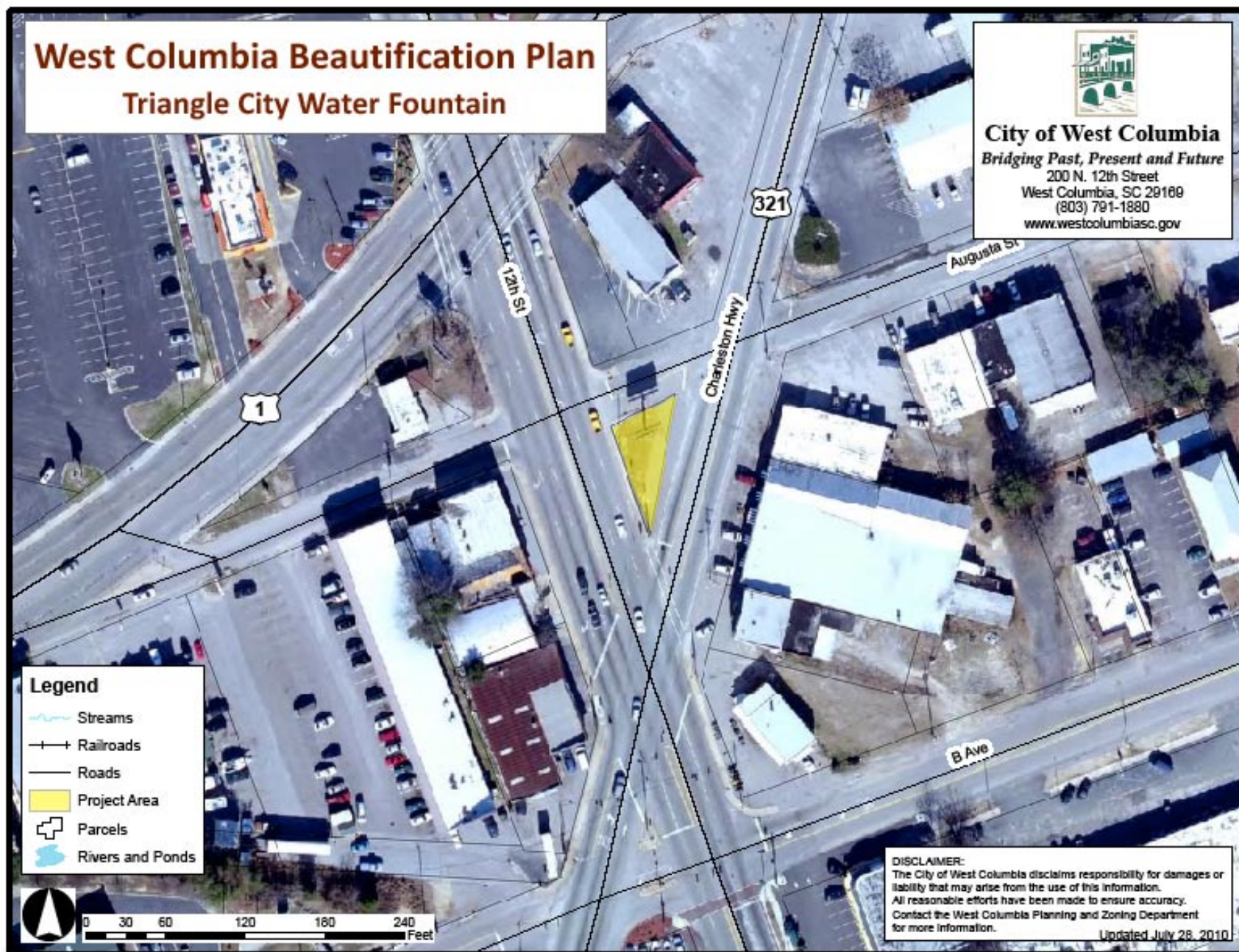


Figure 17

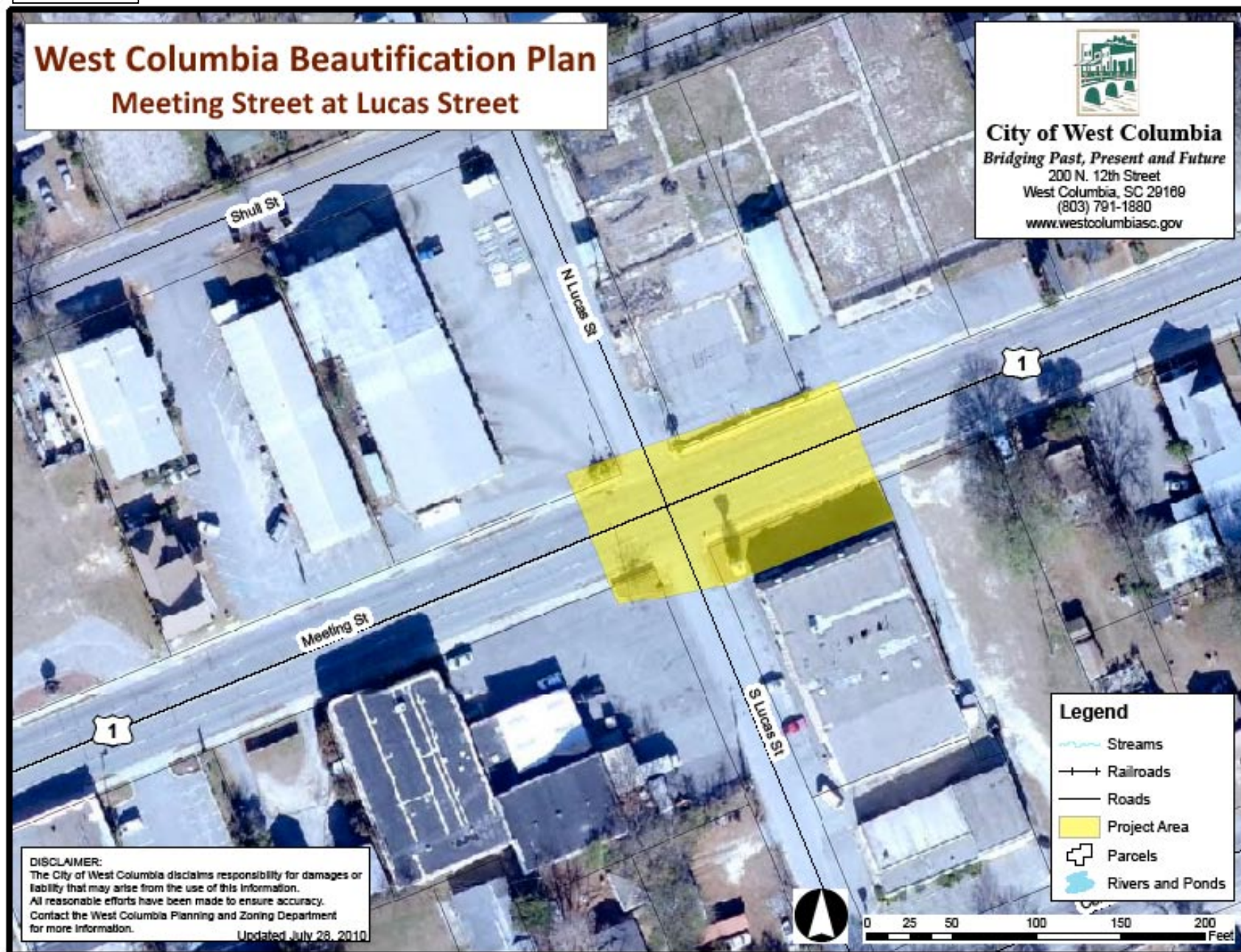


Figure 18

