

ORDINANCE NO.: 2006-077

Amending the 1998 Code of Ordinances of the City of Columbia, South Carolina, Chapter 17, Planning, Land Development and Zoning, Article V, Historic Preservation and Architectural Review, Division 4, Landmarks, Sec. 17-691, Buildings and site list, (c)

BE IT ORDAINED by the Mayor and Council this 15th day of November, 2006 , that the 1998 Code of Ordinances of The City of Columbia, South Carolina, Chapter 17, Planning, Land Development and Zoning, Article V, Historic Preservation and Architectural Review, Division 4, Landmarks, Sec. 17-691, Buildings and site list, (c) is amended to add the following:

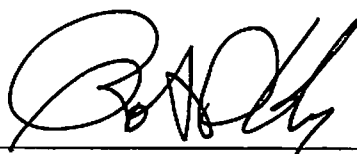
2626 Stratford Road

1607 Main Street

This ordinance is effective as of final reading.

Requested by:

Amy Moore, Preservation Planning Office



MAYOR

Approved by:



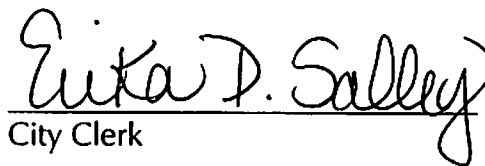
City Manager

Approved as to form:



City Attorney

ATTEST:



City Clerk

Introduced: 11/8/2006

Final Reading: 11/15/2006

ORIGINAL
STAMPED IN REF.

Matter No.: 06080624
Attorney: Jon Ide
Date In: 8/11/06
File No.: 2006-02
Date Out: 9/21/06



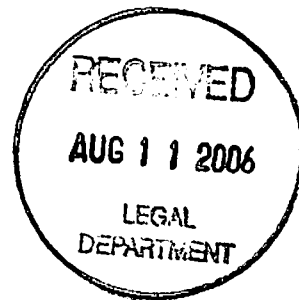
MEMORANDUM

TO: Shari Ardis, Legal
FROM: Amy Moore, Preservation Planning Office *AM*
CC:
DATE: 8/9/06
RE: Landmark Designation Recommendations

I have attached the paperwork for a potential zoning amendment--two landmark designations that the DDRC just approved and that will be going to Planning Commission in September:

2626 Stratford Road
1607 Main Street

These would be amended to Section 17-691(c). Thanks and please don't hesitate to call me if you need more information. Many thanks!



Design/Development Review
Planning Department
Historic Preservation • Urban Design
Phone/803.545.3222 • Fax/803.733.8647





City of Columbia APPLICATION to AMEND the ZONING ORDINANCE

Date Received (OFFICE USE ONLY) _____ By (OFFICE USE ONLY) _____

Applicant (PLEASE PRINT): Larry Hembree
 Address: 1607 MAIN ST.
 City, State, ZIP: Columbia SC 29201
 Contact Telephone Number: 803-254-8234
 Fax Number: 803-254-0299

TO THE HONORABLE MAYOR AND CITY COUNCIL,

I, the applicant named above, under signature of my own hand below, hereby request that the Zoning Ordinance of the City of Columbia, South Carolina be amended as described below:

1. This application requests a change to the:
 - Zoning Map (complete only item numbers 2, 3, 4, 5, and 7); and/or
 - Zoning Text (complete only item numbers 6 and 7).

2. Provide the exact address and the tax map reference number of property to be considered for rezoning:

1611 Main St. Tax Map # R09014-10-14

3. How is this property presently zoned? C-5 Central Business

4. What zoning do you propose for this property? C-5 add DP (Design Preservation)
GROUP II

5. Do you own any of the property proposed for this zoning change? Answer YES or NO; if NO, provide the address of the property that you own.

Yes

6. What section or sections of the text of the Zoning Ordinance would be affected?

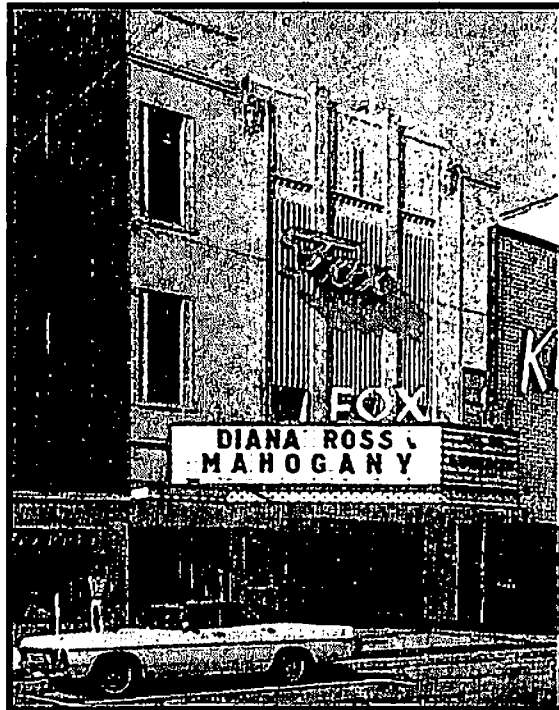
Chapter 17, Article V, Division 4, Sec 17-691 Buildings and Sites list (c)
(Add listing of 1607 main st.)

7. Describe your proposal in detail (please attach additional paper if you need more space):

See attached

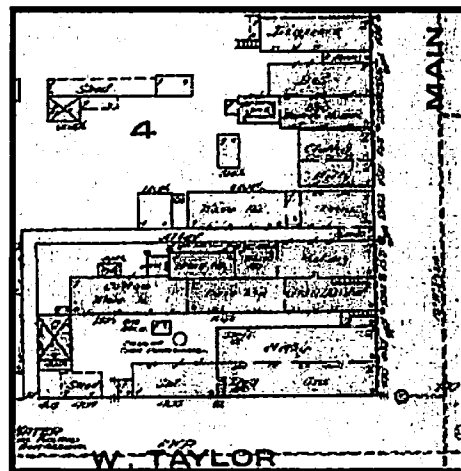
By signing below, I understand that, while this application will be carefully reviewed and considered, the burden of proving the need for the proposed amendment rests with me.

Signature Larry Hembree Date 7/13/06



Overview

Like a vast majority of structures on the 1600 block of Main Street, 1607 Main was constructed around between 1872 and 1884 to replace the structures lost in the conflagration of 1865.¹ In 1936 the façade was changed to house the State Theater, which opened in July of that year to become the fifth theater on Main Street. It was opened in response to the monopoly that had taken over the downtown theaters, which were all owned by the Palmetto Amusements Co. In the advertisement announcing



¹ www.sc.edu/library/digital/collections/sanborn.html, 1884 Sanborn Fire Insurance Map, South Caroliniana Library, University of South Carolina, Columbia, SC.

Cultural/Historic Significance

From 1884 until at least 1910 the rear third, which was later demolished, housed a warehouse, while the rest of the building was used as a grocery and hardware store during that same time period. Sometime before 1888 T.

B. Aughtry opened a grocery and hardware store, which lasted until 1917 when the Columbia Cafeteria opened. Run by a widow named Floy Bratton until 1932 or 1933 the restaurant closed and the building was vacant for two years until the State Theater opened in 1936². The theater showed 2-3 pictures a week at 20 cents each, mostly older releases, which was a common



practice at the time for what was considered a middle-tier theater. The State Theater closed in 1961, to be replaced by Fox Theater in the same building in 1962. Opening with the musical "West Side Story," Fox Theater attracted moviegoers with its rocking chair seats and its prime downtown location. One of several theaters on Main Street, this building and others like it represented the vitality of Columbia's commercial core.

Though the theater would have been closed to blacks in its earliest years, the Fox along with other Main Street theaters desegregated in 1963. By the 1970s, five movie houses dominated the west side of Main Street in the few blocks above the State House, and a sixth was located on the east side. To increase attendance the Fox added a second theater in the balcony section. Around the same time, it began offering second-run movies for

² Columbia City Directory 1888-1936. Richland County Library, Columbia, SC.



City of Columbia APPLICATION to AMEND the ZONING ORDINANCE

Date Received (OFFICE USE ONLY) _____ By (OFFICE USE ONLY) _____

Applicant (PLEASE PRINT): Steve Morrison
 Address: 2626 Stratford RD
 City, State, ZIP: Columbia SC 29204
 Contact Telephone Number: 803 255 9410
 Fax Number: _____

TO THE HONORABLE MAYOR AND CITY COUNCIL,

I, the applicant named above, under signature of my own hand below, hereby request that the Zoning Ordinance of the City of Columbia, South Carolina be amended as described below:

1. This application requests a change to the:
 - Zoning Map (complete only item numbers 2, 3, 4, 5, and 7); and/or
 - Zoning Text (complete only item numbers 6 and 7).

2. Provide the exact address and the tax map reference number of property to be considered for rezoning:

2626 Stratford Rd Tax Map # R11415-03-01

3. How is this property presently zoned? RS-1

4. What zoning do you propose for this property? RS-1 DP (Design Preservation)
GROUP II

5. Do you own any of the property proposed for this zoning change? Answer YES or NO; if NO, provide the address of the property that you own.

YES

6. What section or sections of the text of the Zoning Ordinance would be affected?

Chap 17, Article V, Division 4, Sec 17-691 Buildings and Sites List (c)
(Add listing of 2626 Stratford Rd)

7. Describe your proposal in detail (please attach additional paper if you need more space):

see attached

By signing below I understand that, while this application will be carefully reviewed and considered, the burden of proving the need for the proposed amendment rests with me.

Signature Steve Morrison Date July 13, 2006

gh



Overview

In the mid 1930s a conglomerate of sponsors came together to hold the “New American Home Contest” in which 9000 architects submitted their idea of a custom built home complete with modern features and conveniences. Of the applicants, 1000 designs were chosen to be built, one of which was submitted by the well-known Columbia firm of Layfaye and Layfaye, which had built other Columbia buildings such as the World War Memorial, The Township Auditorium and the Wade Hampton State Office Building. The winning home was built at 2626 Stratford Road and opened to great fan fair and media attention for its many new electrical and mechanical features¹.

Architectural Overview

Designed in the Tudor Revival style, the home brought attention to the new suburb of Forest Hills in which it was erected. There are many defining stylistic features on this house including



¹ “The New American Home, 2626 Stratford in Forest Hills Open For Inspection”, The Columbia Record, March 6, 1936.