



HONORARY STREET/FACILITY, ROOM AND SITE NAMING APPLICATION

Please see submission checklist for materials necessary for application.
SUBMISSION MATERIALS MUST ACCOMPANY APPLICATION.
Application form and materials are **DUE AT 4:00 p.m.** thirty (30) days prior to ceremony.

Is the designation: Honorary Street Naming (*Topper will be posted above standard City of Columbia street signs.*)
 Facility Naming (*A marker or plaque will be posted inside and outside of facility.*)
 Room Naming (*A marker or plaque will be posted outside of room.*)
 Site Naming

Checklist: Application
 Council Members (District and one At-Large Sponsor)
 3 Letter(s) of Support
 1) One letter expressing Community support
 2) One letter expressing Neighborhood/Neighborhood Association or Merchant Association support
 3) One letter expressing Councilmembers' support

Applicant Signature*

Tripp Roche
Print Name

803-807-6963
Phone Number

Phone Number

jroche2024@gmail.com
E-mail Address

2811 Blossom St. Columbia, SC
Mailing Address

7/25/24
Date

Date

Check and initial acknowledging application requirements.

TR Signage wording cannot exceed twenty-six characters.

TR Any changes to initial request must be made in writing no more than 30 days prior to ceremony.

TR Signage wording and resolution must be finalized 30 days prior to ceremony.

TR Applicant must provide letter(s) of support as outlined in the above checklist.



HONORARY STREET/FACILITY, ROOM AND SITE NAMING APPLICATION

1. Name of individual or organization to be honored:

Villa Tronco Way

2. Name of street, facility, room or site of proposed designation: *Please list the intersecting streets and block numbers for honorary street namings. No more than two signs are permitted per honorary street naming designation.*

1200 block Blanding Street 1600 block Main St
1200 block of Blanding 1600 block of Sumter

3. Attach sheet describing the significant contribution(s) this individual or organization has made in the community (no more than one page):

4. Location, date and time of unveiling ceremony if approved:

Villa Tronco

5. District Council Member Sponsor:

Name: Rev. McDowell

At-Large Council Member Sponsor:

Name: Mr. Bailey

FOR STAFF USE:

Public Works: Approved Rejected

Parks and Recreation: Approved Rejected

Support Services: Approved Rejected

Public Safety: Approved Rejected

City Council Approval Date: _____



UNIVERSITY OF
SOUTH CAROLINA

College of Hospitality, Retail
and Sport Management

To whom it may concern:

The purpose of this letter is to express my support for the establishment of "Tronco Way" on the block where the restaurant is located.

I am a native of Gaffney, South Carolina, and have lived in Columbia for the past 19 years. Specially, I have lived in the Tapp's Building across the street from Villa Tronco for those 19 years.

Most people are aware of Villa Tronco's iconic history as one of the oldest restaurants in the State of South Carolina. However, as a next-door neighbor for two decades I can attest that the Joe and Carmella Roche have established an irreplaceable role in serving as hosts for birthdays, weddings, and graduations, but also daily serving to make introductions and facilitating networking, unifying our community in ways that cannot be measured.

I moved into the Tapp's Building on March 1st, 2005. Hungry after an arduous moving process, I immediately crossed the street where I was warmly welcomed to the community by Joe Roche. After I explained I would be teaching hospitality and tourism at USC, Joe said, "I think there is someone here you should meet." Within minutes he returned with the late Ike McCleese, then the Columbia Chamber of Commerce CEO. In minutes, I went from being a virtual stranger in a new town in my own home state, to knowing many people through Joe and Ike. I have since seen Joe and Carmella frequently bring people together in this capacity. Their ambassadorship within and beyond Columbia is incalculable.

Importantly, Villa Tronco has served as an anchor while the rest of the downtown blossomed into and food and entertainment district. For many years, there was few reasons to visit downtown. Joe and Carmella's belief in our city should be acknowledged through Tronco Way as way of giving thanks to that establishment and its ownership, but also acknowledging our own history as a city that continues to grow and develop based on the solid foundation provided by Villa Tronco.

More than just a restaurant, Villa Tronco is a Columbia institution that deserves to be honored as such.

Thank you for your time and consideration,

Rich Harrill

Director, International Tourism Research Institute



Executive Committee

R. Matthew Kennell

PRESIDENT & CEO
Main Street District

Heather Mitchell

CHAIR
Boudreaux Group

Drew Painter

VICE CHAIR
First Community Bank

Sharon Bryant

IMMEDIATE PAST CHAIR
First Citizens Bank

Jason Caskey

TREASURER
USC Foundations

Scott Garvin

SECRETARY
Garvin Design Group

Jonathan Harvey

PUBLIC SPACE CHAIR
Colliers

Jeremy Becraft

LONG RANGE PLANNING CHAIR
Mast General Store

Julie Tuttle

MARKETING CHAIR
Styx Companies

Board of Directors

Joni Ashford

Hub Columbia

Carl Blackstone

Columbia Chamber

Leonardo Brown

Richland County
(ex officio)

Pamela Bynoe-Reed

The COMET

Frank Cason

Cason Development Group

Rev. Wes Church

First Baptist Church of Columbia

Georgia Coleman

Richland Library

Ryan Coleman

City of Columbia
(ex officio)

Raj Champaneri

Lexington Hospitality Group

Chad Elsey

Cantina 76

Beth Frost

Cohn Construction

Anthony Jackson

Prisma Baptist

Hon. Paul Livingston

Richland County

Hon. Rev. Edward McDowell, Jr.

City of Columbia

Shayla Merritt

Cyberwoven

Kristian Niemi

Bourbon Columbia

Hon. Daniel Rickenmann

City of Columbia

Sara Middleton Styles, Esq.

LTC Hospitality | SC House Calls

Hon. Allison Terracio

Richland County

Ed Walton

USC

Dr. Richard J. Wassermann

Plastic Surgery Consultants

Della Watkins

Columbia Museum of Art

Sheila Willis

Fisher Phillips

Josh Willoughby

Market on Main

Teresa Wilson

City of Columbia

July 25, 2024

Ms. Chanique Belton
Legislative Chief of Staff
Mayor and City Council
1737 Main Street
Columbia, SC 29201

Dear Chanique:

I am writing this letter to you to share with whoever it may concern at the city regarding our support for Villa Tronco's request to rename Blanding Street between Main and Sumter as "Villa Tronco Street" as part of their upcoming 85th anniversary celebration. The Main Street District / City Center Partnership supports this as Villa Tronco is the heart of our historic and vibrant district, having been founded in 1940 by Sadie Tronco from Sicily. This fine restaurant is now operated by Joe and Carmella Roche of the same family that established this business many years ago and continues to operate it successfully for 5 generations. It is now the oldest restaurant in the State of South Carolina but continues to innovate with Opera and Broadway performances, many local events, and recently even at the Soda City Market.

Villa Tronco, housed in a firehouse building built in 1868, IS Columbia and Columbia IS Villa Tronco. For these and many other reasons, we ask that you will honor their request and celebrate one of Columbia's true success stories, this wonderful family, and our historic and prosperous city.

With highest regards,

Matt

Matt Kennell
President and CEO
Main Street District

Belton, Chanique J

From: Joseph Roche <josroche2024@gmail.com>
Sent: Tuesday, August 13, 2024 9:30 AM
To: Belton, Chanique J
Subject: [EXTERNAL] Villa Tronco

CAUTION: This email originated outside of the organization. Do not click links or open attachments from unknown senders or suspicious emails. Never enter a username or password on a site that you did not knowingly access. For suspicious emails, please report using the "Phish Alert Report" button.

[You don't often get email from josroche2024@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

-Villa Tronco was established in 1940 by Sadie Tronco. The family is originally from Sicily, Italy, and brought authentic Italian cuisine to the city. They were said to have brought pizza to Columbia.

-The restaurant is housed in a building that dates back to 1868. Originally, the structure served as a firehouse before being converted into a restaurant.

-The family has maintained the restaurant for 5 generations, preserving traditional recipes and the establishment's historic charm.

-Over the decades, Villa Tronco has become a beloved institution in Columbia, known for its welcoming atmosphere, live opera performances, and classic Italian dishes.

-Community Involvement The restaurant has played an active role in the local community, hosting various events and contributing to Columbia's cultural and social life.

-Villa Tronco's commitment to quality and tradition has earned it numerous accolades and a loyal customer base, solidifying its place in Columbia's culinary history.

-To this day, Villa Tronco is the oldest continuously operating restaurant in the State of South Carolina.

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**Tripp Roche
Founder of Carolina Pong
Fifth Generation of Villa Tronco
803-807-6963 | josroche2024@gmail.com**



CITY OF COLUMBIA
SOUTH CAROLINA
OFFICE OF CITY COUNCIL

July 25, 2024

On behalf of Councilman Tyler D. Bailey and myself, support the application from Villa Tronco regarding an Honorary Street Naming at the corner of Main and Blanding Street. Villa Tronco has been a pillar in the community for over 80 years. Its rich history dates back to 1940 when "Mama Tronco" began feeding Northern soldiers in WWII who were stationed at Fort Jackson missing tastes of home.

Generation after generation, Villa Tronco continues to thrive and provide the highest level of customer service to every family that walks through its door.

For these reasons and more, they have our full support in the Honorary Street Naming for Villa Tronco.

Sincerely,



Edward H. McDowell, Jr.

District II



Tyler D. Bailey

At- Large Member