



### WHEN YOU THINK ABOUT DESIGN, WHAT COMES TO MIND?

Art? An object? A piece of furniture? How about your streets and your community? The design of Columbia's streets, neighborhoods, and urban areas is a powerful tool in creating a unique and memorable city which engages people from both within and outside of Columbia. Thoughtful design bolsters both a good quality of life and the economic vitality of the City.



### QUALITY DESIGN IS A PROBLEM SOLVING TOOL AND A GOOD INVESTMENT

A recent British study showed for every pound invested, there was a 26 pound savings.

Streets are the lifeblood of our communities and the foundation of our urban economies. They make up more than

# 80%

of all public spaces in cities.

—NACTO Urban Street Design Guide

### WHAT MAKES A GREAT BUILDING?

Contextual and distinctive

Human scale

Historic architecture

Quality design and materials



### WHAT MAKES A GREAT STREETScape?



Storefronts that engage passersby

Places to sit and rest, shade, sidewalks that are wide enough for many

Safe streets which include bicyclists and pedestrians

Engagement with a variety of uses, public art, street furnitures, etc.

Places that encourage participation, allow for outdoor dining, art/music



### CAN A HISTORIC BUILDING BE ENERGY EFFICIENT?

It's a common misconception that historic buildings are always energy inefficient. There are easy and cost effective ways to make historic homes perform more efficiently which means more money in your pocket. One of the most common actions taken to improve energy efficiency in historic buildings is replacing historic windows with modern windows. Most people believe that this action will translate to a significant energy savings. But do the savings really add up? Or is there a better way? Let's take a look:

### CONSIDERING WINDOW REPLACEMENT?

# 7-15%

annual savings to heating and cooling costs (DOE)

# \$879

average annual SC heating and cooling cost

# \$132

average annual heating and cooling savings

# \$5,000

average cost of 10 vinyl replacement windows, installed

# 20-40

average number of years in the lifespan of vinyl windows

# 37

YEARS for Return on Investment (ROI)

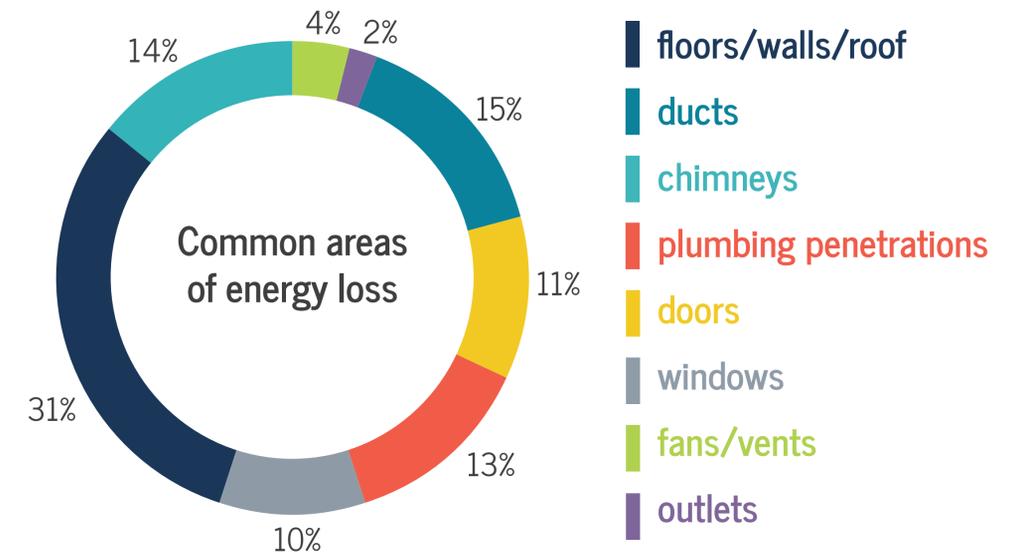
"With proper maintenance, windows built from old growth wood can function **indefinitely** and their performance can be substantially bolstered by using caulk and weather-stripping to eliminate infiltration, or using storm windows to reduce heat gain and loss...Studies have shown that these simple improvements can result in efficiency similar to that of new insulated glass windows."

- From the Whole Building Design Guide, a program of the National Institute of Building Sciences

### COST EFFECTIVE AND ENERGY EFFICIENT IMPROVEMENTS

#### WHERE DO BUILDINGS LOSE THE MOST ENERGY?

Through their floors, walls, and roof, according to the Department of Energy (DOE). Below are some easy and inexpensive ways to improve your home's energy efficiency.



#### AIR SEAL & WEATHERSTRIP

# \$50

average cost

# 15-30%

percent saved annually

# \$132- \$264

annual heating and cooling savings

# 3- 5 MONTHS for ROI

#### INSULATE ATTIC

# \$650

average cost

# 15-35%

percent saved annually

# \$132- \$308

annual heating and cooling savings

# 2-5 YEARS for ROI

#### ADD STORM WINDOWS

# \$130

average cost/window

# 12-33%

percent saved annually

# \$105-\$290

annual heating and cooling savings

# 5-7 YEARS for ROI



**HISTORIC PRESERVATION** is the practice of protecting buildings, landscapes, and objects of local or national import. The modern preservation movement took shape alongside the environmental movement in the 1960s and like many resources in the natural environment, historic resources are non-renewable. Once a historic resource is gone, it is gone forever.

### HISTORIC PRESERVATION PROVIDES LOCAL BENEFITS

**PROTECTS  
PROPERTY  
VALUES**

buildings within historic districts are statistically worth more, appreciate faster, and retain value

**CREATES  
MORE JOBS**

than the same amount of new construction with wages likely to feed back into the local economy

**REDUCES  
WASTE**

retaining, maintaining, and reusing historic materials means less waste in landfills

**ATTRACTS  
INVESTMENT**

protection of the local character of an area attracts visitors and potential residents



Credit: Brett Flashnick, Experience Columbia SC

**PROTECTS  
HISTORIC AND  
ARCHITECTURAL  
RESOURCES**

**ENCOURAGES  
SUSTAINABLE  
USE OF  
RESOURCES**

**PROVIDES  
SENSE OF PLACE  
AND CONTINUITY**

**PROTECTS  
UNIQUE  
CHARACTER  
AND CHARM**

### DID YOU KNOW THAT RENOVATING A HISTORIC BUILDING IN THE CITY OF COLUMBIA CAN MEAN LONG TERM SAVINGS ON YOUR TAX BILL?

#### TAX CREDITS



**\$180.5M**

amount invested in SC through the use of historic tax credits

#### CITY OF COLUMBIA BAILEY BILL

**20%**

required investment for the Bailey Bill

**20 YEARS**

number of years taxes are abated

**2%**

estimated percent of eligible local properties using the Bailey Bill

**MILLIONS**

invested in local historic buildings with the use of the Bailey Bill

### HISTORIC BUILDINGS ARE MADE TO LAST

Historic buildings were built with the assumption that they would be needed **indefinitely**; and were, therefore, built with careful craftsmanship and out of durable materials that are able to be repaired rather than replaced.

### DID YOU KNOW?

**25-30 YEARS**

IS THE EXPECTED LIFESPAN OF A MODERN BUILDING





# Columbia COMPASS

Envision 2036

# Amplify / Cultural Resources

## THE PROCESS FOR CULTURAL PLANNING



**Announcement**  
January 29, 2018



A cultural plan is a community conversation that identifies opportunities for broadening public participation in arts and cultural activities. The City of Columbia and One Columbia for Arts and History are collaborating to oversee the cultural planning process. Facilitated community conversations involving a broad cross sector of our community focus on four core areas: 1) Economic prosperity for the Columbia region, 2) Cultural vitality, 3) Social and cultural equity, and 4) Ways to imbed arts and culture across the City's Comprehensive Plan



**Community Engagement**  
public meetings and focus groups  
online survey



**Artist Facilitators**  
Eight working artists  
engaging communities

### STILL TO COME

**Analysis of Public Input**  
surveys, meeting notes,  
drafting recommendations

**Adoption and  
Implementation**

MEETINGS  
TO DATE  
**>70**

DIFFERENT  
MEETING LOCATIONS  
**59**

ENGAGED  
CITIZENS  
**~10000**

ENGAGED  
LEADERS  
**88**





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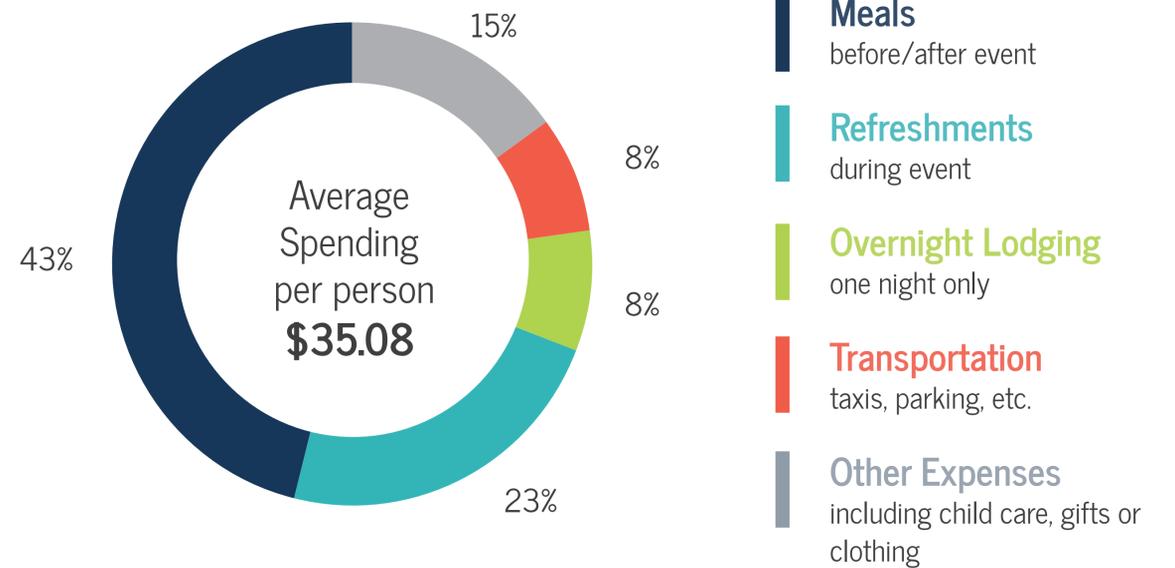
## THE ECONOMIC BENEFITS OF ARTS AND CULTURE

The arts and culture provide inspiration and joy to residents, beautify public spaces, and strengthen the social fabric of our communities. Nonprofit arts and cultural organizations are also businesses. They employ people locally, purchase goods and services from other local businesses, and attract tourists. Event-related spending by arts audiences generates valuable revenue for local merchants such as restaurants, retail stores, parking garages, and hotels.



In 2016, in partnership with the Americans for the Arts, One Columbia participated in the *Arts and Economic Prosperity 5*, a national study of the economic impact of the arts. During the study period, 723 audience-intercept surveys were collected from attendees to arts and cultural performances, events and exhibits, and organizational surveys were collected from 33 nonprofit arts and cultural organizations.

### SPENDING AT ARTS EVENTS (excluding the price of admission)



### ARTS DRIVE TOURISM

Tourists naturally spend more per person when they visit for arts-related event. And tourism dollars create revenue for arts and culture through hospitality taxes.



#### For the Arts

79.3% of nonresidents traveled specifically for a cultural event



#### Twice the Spending

Event spending by nonresidents is nearly double - **\$58.76**

ARTS RELATED  
BUSINESSES

# 686

TOTAL ANNUAL  
ECONOMIC ACTIVITY

# \$64.7M

LOCAL AND  
STATE REVENUE

# \$7.3M

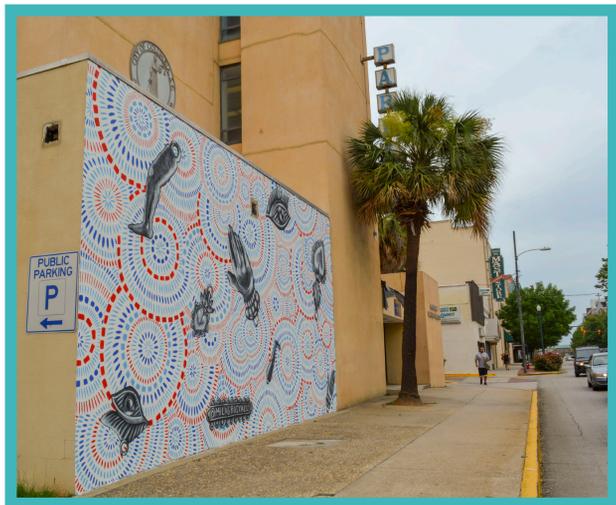


### IMPACT BEYOND DOLLARS

During 2015, a total of 2,409 volunteers donated a total of 129,196 hours to the Greater Columbia Area's participating nonprofit arts and cultural organizations. This represents a donation of time with an estimated aggregate value of \$3,043,858



During the many meetings already held by Amplify, some initial themes have emerged that will lead to draft recommendations. As key recommendations are drafted, themes may condense or shift in focus.



### INVESTMENT

Strong cultural policy, equity in grant making, investment in cultural facilities, efficient mechanisms for funding, and a focus on preservation and enhanced aesthetics such as public art all lead to a comprehensive cultural ecosystem that serves all citizens.

### LEADERSHIP

Anyone can be a leader when they have the right tools and expertise for the task at hand. Training for leaders on the role of the arts and stronger investment to create a pipeline of diverse leadership of cultural organizations strengthen the community and retains more talented people.



### VALUING ARTISTS

Art is an industry and the workers in that field have similar needs to more traditional workers. By finding ways to provide healthcare, job opportunities, professional development, and collaborative partnerships, Columbia can value a thriving creative class and in turn see economic benefits across the whole region.



### ARTS LEARNING AND MASTERY

Experiencing and mastering art can provide emotional and physical benefits, a sense of responsibility to oneself or others, and civic engagement and academic success. Arts education also produces creative thinkers able to respond and adapt to a dynamic and complex world.



### HISTORY

Tangible and intangible historic preservation allow for the retention of authentic and inclusive stories, reveal the complexities of civic responsibility, clarify shared cultural values, and allow space to expand on cultural traditions.

### SPACES

Culture exists in traditional spaces such as galleries or museums but also in non-traditional spaces such as along the sidewalks or in parks. There's even potential to integrate arts and culture opportunities in spaces the primary purpose is on other services such as public housing or transportation.





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# Places & Spaces

## WHAT'S YOUR HAPPY PLACE?

Please tell us about your favorite place and explain specifically what speaks to you about that place, building, etc.

The Sydney Opera House. The architecture mimics the sails of a ship set within its environment.

The Central Park Conservatory Gardens. The formal gardens are beautiful, the Boat House is early 18th century architecture and it is officially designated a Quiet Zone for relaxing.



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# Where is Culture?

WHAT ARTS AND CULTURAL **EVENTS** ARE MOST IMPORTANT TO YOU IN YOUR NEIGHBORHOOD OR CITY?

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WHAT ARTS AND CULTURAL **PLACES** ARE MOST IMPORTANT TO YOU IN YOUR NEIGHBORHOOD OR CITY?