

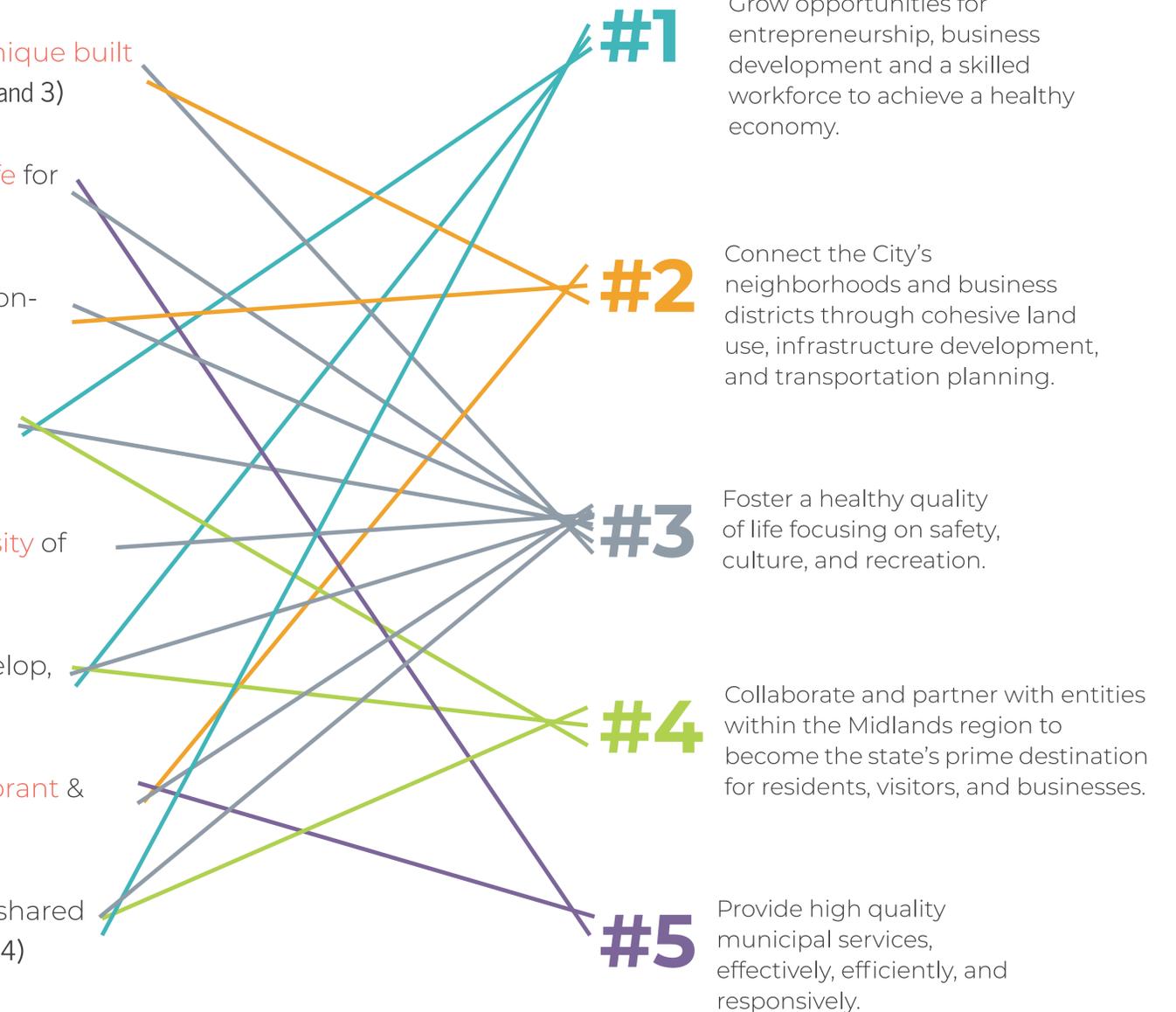


### CULTURAL RESOURCES GUIDING PRINCIPLES

### ENVISION COLUMBIA GOALS

We believe in...

-  A Columbia that appreciates that our **identity** as a City is driven by **historic structures** & our **unique built environment** & the **evolving understanding of our history** -- past, present, and future. (Goals 2 and 3)
-  A Columbia that **promotes historic preservation** as a crucial component to a **high quality of life** for residents and to a vibrant, successful City. (Goals 3 and 5)
-  **Preserving the stories of all citizens** from Columbia's past and present, in their physical and non-physical forms, in order to continue to maintain our shared cultural identity. (Goals 2 and 3)
-  A Columbia that strengthens our community by **cross-cultural and other collaborations** with organizations, artists, and citizens. (Goals 1, 3, and 4)
-  Honoring our shared unique **cultural identity** that **binds communities** & **celebrates our diversity** of backgrounds, values, and perspectives. (Goal 3)
-  The necessity of **fostering creativity** and **creating opportunities** for creative expression to develop, maintain, & intensify a sense of shared cultural identity. (Goals 1, 3, and 4)
-  A Columbia that understands that **high quality design of our built environment** is key to a **vibrant & thriving** City. (Goals 2, 3, and 5)
-  A Columbia that is **attractive to residents and visitors** and which prospers directly due to our shared cultural identity, cultural expression, & the preservation of our past and present. (Goals 1, 3, and 4)



- #1** Grow opportunities for entrepreneurship, business development and a skilled workforce to achieve a healthy economy.
- #2** Connect the City's neighborhoods and business districts through cohesive land use, infrastructure development, and transportation planning.
- #3** Foster a healthy quality of life focusing on safety, culture, and recreation.
- #4** Collaborate and partner with entities within the Midlands region to become the state's prime destination for residents, visitors, and businesses.
- #5** Provide high quality municipal services, effectively, efficiently, and responsively.



Are we missing any guiding principles for this element?  
If so, leave yours with us on a sticky note.





### FEEDBACK FROM SURVEYS AND FOCUS GROUPS CALLED ATTENTION TO A NEED FOR FINANCIAL ASSISTANCE FOR OWNERS OF HISTORIC PROPERTIES

## WHY?

- Allows lower-income property owners to maintain and stay in their homes
- Protects and maintains historic resources in our City
- Assist in achieving equitable access for lower-income residents to financial incentives like the Bailey Bill
- Helps property values in historic districts
- Could optimize assistance to lower-income residents by combining repair funds where appropriate with existing City loan programs
- Lessens load on code enforcement department



## HOW?

1 Open to contributing buildings within lower-income historic districts or to individual landmark buildings

### ENVISION COLUMBIA GOALS AND FOCUS AREAS

Aligns with Envision Columbia Goals #3, #4, and #5 as well as the following Focus Areas:

- Empowering Our Residents
- Leading the Way in Innovative & High Quality Municipal Services
- Planning Together
- Enhancing Columbia's Neighborhoods
- Economic Prosperity

2 Application submitted by homeowner and evaluated by review committee based on established criteria

### POTENTIAL REVIEW CRITERIA

- Verified income level
- Property's historic status
- Type of repair work requested
- Estimates for work needed
- Consideration of active code cases on building
- Level of overall deterioration
- Urgency of repair

3 Funding given to chosen applicants to assist with maintenance and repair needs

### POTENTIAL FUNDING SOURCES

- City budget
- Grants with matching funds
- Philanthropic gifts

## CASE STUDIES

### HISTORIC HOMEOWNER GRANT PROGRAM, DISTRICT OF COLUMBIA

**AMOUNT GRANTED:** Up to \$25,000 (requires 0-50% match based on household size and income)

**FUNDING SOURCE:** Targeted Historic Preservation Assistance Amendment Act of 2006

**ELIGIBILITY REQUIREMENTS:** Low- and moderate-income owner occupied households contributing to specific historic districts

**ELIGIBLE PROJECTS:** Repair, restore, replace deteriorated/ missing exterior features; structural repairs; preference given to work visible from street; removing non-original features

**OTHER INFORMATION:** Homeowners are required to enter into a covenant with the District of Columbia that requires that anything built with the grant remain in place and in good repair for at least 5 years.

### LOW-INCOME HISTORIC HOUSING REHABILITATION PROGRAM, PHOENIX, AZ

**AMOUNT GRANTED:** \$3,000 - \$30,000 in matching funds

**FUNDING SOURCE:** Historic Preservation Bond Fund (City pays 70% with 30% match paid by non-profit, outside agency, or other city assistance program; City pays 80% where recipients do not receive funding assistance)

**ELIGIBILITY REQUIREMENTS:** Owners with an income at or below 80% of median household income; verified historic properties with proposed work conforming with design guidelines and standards

**ELIGIBLE PROJECTS:** Critical building maintenance, structural stabilization, repair/restoration of historic features, reconstructing missing features, in-kind replacement of deteriorated elements

**OTHER INFORMATION:** In exchange for receiving funding assistance, owners convey a Conservation Easement to the City for a period of 15 to 20 years depending on the funding amount



### What is Culture?

Here are common words that respondents cited when describing what culture meant to them.

live values Customs connected dance rooted language way life stories Diversity etc  
 experience celebrating shared ethnic heritage Unique music  
 forms community Interaction food Worship art common  
 culture theater people Love traditions Ethnicity history  
 Shared experiences Education Religion group views literature visual together  
 environment one cuisine Opportunities others family city place

### Cultural Memories

At many of the Amplify focus group and public meetings, attendees were asked to provide their most vivid cultural memory. Here are a few:

- "My black history club in 3rd grade"*
- "Indie Grits at the River including two concerts - experimental classical and a Big Freedia dance party"*
- "Making peas and rice worthy of our Jamaican Thanksgiving dinner"*
- "Taking my children to the Smithsonian Museums in D.C."*
- "Learning beadwork from my Aunt Lucy"*
- "My mom doing scribble drawings with me in church and teaching me to paint with water on the sidewalk"*
- "Seeing a contemporary version of Macbeth after reading it"*
- "Being introduced to my first book of poetry, the novel The Color Purple, and my first trashy novel by my Grandma Jessie"*
- "Dancing to polka records with my grandparents and clogging lessons"*
- "Going with my family to the library"*
- "My first live concert"*

### How might the arts work to bring diverse neighborhoods together?

This is a sampling of some of the responses we received.

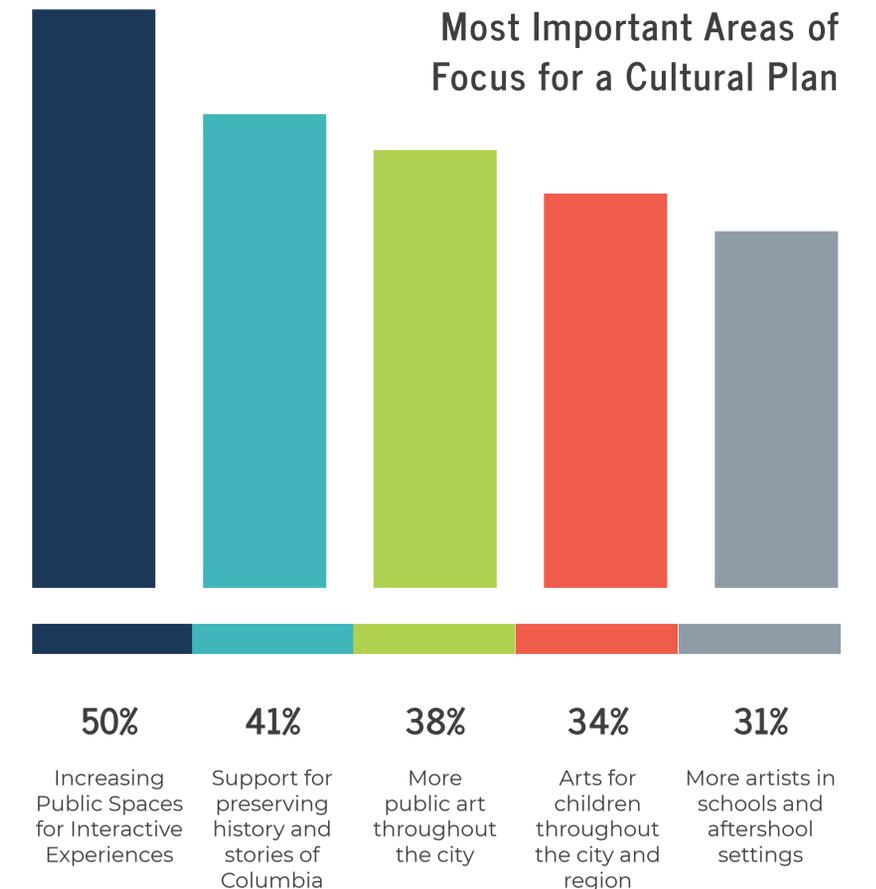


- Collaboration between different groups
- Teaming up to beautify neighborhoods
- Utilizing art for cross-cultural understanding
- Increasing accessibility of arts and culture
- Better communication of cultural activities
- More cultural spaces in underserved neighborhoods

### Describe Columbia's Art and Culture Sector in One Word

VIBRANT  
 INTIMIDATING  
 COMPLEX  
 WELCOMING  
 SMART  
 HIDDEN  
 COMPETITIVE  
 MULTIFACETED  
 GROWING  
 HOPEFUL  
 MISUNDERSTOOD  
 SILOED  
 BLOSSOMING  
 SUPPORTIVE  
 UNIQUE

### Most Important Areas of Focus for a Cultural Plan



Amplify conducted a survey between January and October 2018. The survey received 423 responses. Amplify also hosted over 70 focus groups and individual meetings with key partners reaching over 1000 citizens at 59 different locations across the city.



### FALL 2018 SURVEY RESULTS:

Survey results showed that people strongly agreed with the following statements: “People are drawn to cities with **UNIQUE CHARACTER**, spaces, and buildings” and “Pedestrian-oriented, **ENGAGING STREETS** are critical to creating a **LIVABLE CITY.**” Survey participants also agreed that “Our historic districts **ENRICH OUR COMMUNITY.**” However, results showed that many respondents were unaware that “Preservation is an **ECONOMIC DRIVER** in our community.”

### FOCUS GROUP FEEDBACK

Focus groups conducted provided additional feedback on the topic of historic preservation. Broad ideas that emerged from those focus groups included the need to increase **innovation, engagement, education, and assistance.**



## INNOVATE

**Participants agreed that it is important to find new ways to reach people as well as continually bringing fresh ideas/new perspectives to the way we think about history.**

- Utilize new technology
- Evolve perspectives and interpretation of history
- Create flexible urban spaces (ex. Soda City)



Did we miss your historic preservation or urban design feedback? If so, leave your feedback with us on a sticky note.



## ENGAGE

**Participants agreed that the City could benefit from more support for historic preservation and urban design.**

- Increase outreach to neighborhoods and City leadership
- Collect diverse oral histories
- Create new partnerships
- Use tactical urbanism to engage people in public space

## EDUCATE

**Participants understood that education is key to helping people grasp the importance of preservation and good design.**

- Conduct historic preservation economic impact study
- Provide resources about building elements
- Expand understanding of mid-century buildings
- Create a Civic Design Center



## ASSIST/ADVOCATE

**Participants emphasized the need for increased resources for historic neighborhoods and homeowners.**

- Provide funding for historic home repairs
- Provide skill building opportunities
- Support design review for a quality built environment
- Build stronger pool of craftpeople
- Promote planning tools for all neighborhoods





### CREATIVE PLACEMAKING

Artists and arts organizations joining with their neighbors and working together on community outcomes by creatively addressing challenges and opportunities.



Ed Madden - 'Rain Poetry'



Artist Cedric Umoja, temporary mural, Art Museum



Rita the Meter Maid, 1300 block of Main Street



Yarn bombing, 1600 block of Main



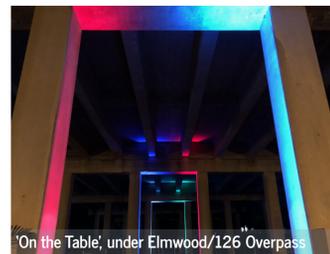
COMET Art Bus



Mural, Hyatt Park, Artist Charmaine Minniefield, Indie Grits



Chalk art, Lincoln Street Tunnel, ArtInc



'On the Table', under Elmwood/126 Overpass



Park(ing) Day, Quackenbush Architects



Make Music Day, Riverfront Park



Park(ing) Day, Design League space



Riverfront Park mural, Artist Karl Zurbrugg, Do Good Columbia with Richland Library

### TACTICAL URBANISM IS CREATIVE, COMMUNITY-LED CHANGE

Also, known as DIY urbanism, Planning-by-Doing, Urban Acupuncture, or Urban Prototyping, tactical urbanism is a way to try out solutions to problems in public spaces in a creative, inexpensive, temporary way. Tactical urbanism gives people who live around and use public spaces a chance to respond in a practical and creative way to the problems/issues/opportunities they see.

*'A city, organizational and/or citizen-led approach to neighborhood building using short-term, low-cost and scalable interventions to advance long-term goals related to street safety, public space, and more.'*

*-- Street Plans Collaborative*



Pop up bike lane  
Lewiston, ME (Street Plans)



Pop up bike lane  
Arapahoe Street demonstration  
Downtown Denver Partnership

Check out these other examples of Tactical urbanism:

- SF Parklet program
- NYC Pavement to Plazas program



Pop up curb extensions and crosswalks  
Islington Street, Portsmouth, NH (Street Plans)



Painted crosswalk  
corner of Lady and Park, Artista Vista



# Cultural Resources

## IMPLEMENTATION STRATEGIES

Which three of the below are the most important (●) for Columbia to accomplish in the next 10 years? Let us know by placing your dots.

Pick 3!  
most important (●)

### SUPPORT HIGH QUALITY INFILL DESIGN

Pursue policies, plans, and incentives that promote high quality infill design to ensure a vibrant and thriving City and a unique built environment.

### CREATIVE PARTNERSHIPS

Identify opportunities to bring artists and creators together with City agencies and civic organizations to integrate art into vital public services.

### PROVIDE FUNDING FOR LOWER-INCOME OWNERS OF HISTORIC RESOURCES

Assist lower-income homeowners with funding for basic repairs of their historic buildings which would help neighborhoods thrive and would also help achieve equitable access to the Bailey Bill tax abatement.

### ENHANCED CULTURAL SPACES

Increase awareness, accessibility, and the range of offerings for existing cultural facilities.

### CREATE A CIVIC DESIGN CENTER

Elevate the quality of Columbia's built environment, promoting excellence in design and a more beautiful and functional city for all, through public participation, education, facilitation, and collaboration.

### STUDY AND PROMOTE

Prioritize studies that explore and promote the economic impact of preservation, heritage tourism, and design review in the City of Columbia

### PUBLIC ART PLAN

Work with stakeholders to develop a comprehensive process for funding, commissioning, maintaining, and preserving public art and art in public places

### PURSUE CONNECTIVITY

Require that the City's historic and urban neighborhoods/ districts are walkable and connected to destinations.

### METHODS FOR COMMUNICATING CULTURAL OFFERINGS

Create campaigns designed to inform residents of available cultural activities.

### CULTURAL EXPRESSION IN NON-TRADITIONAL SPACES

Encourage artists and arts organizations to create programming for underutilized or non-traditional public spaces.

### ASSIST AND ENGAGE OUR CITIZENRY

Provide workshops and resources to help historic property owners with their buildings, create a preservation certification program for contractors, build a larger pool of craftspeople for historic buildings, etc.

