

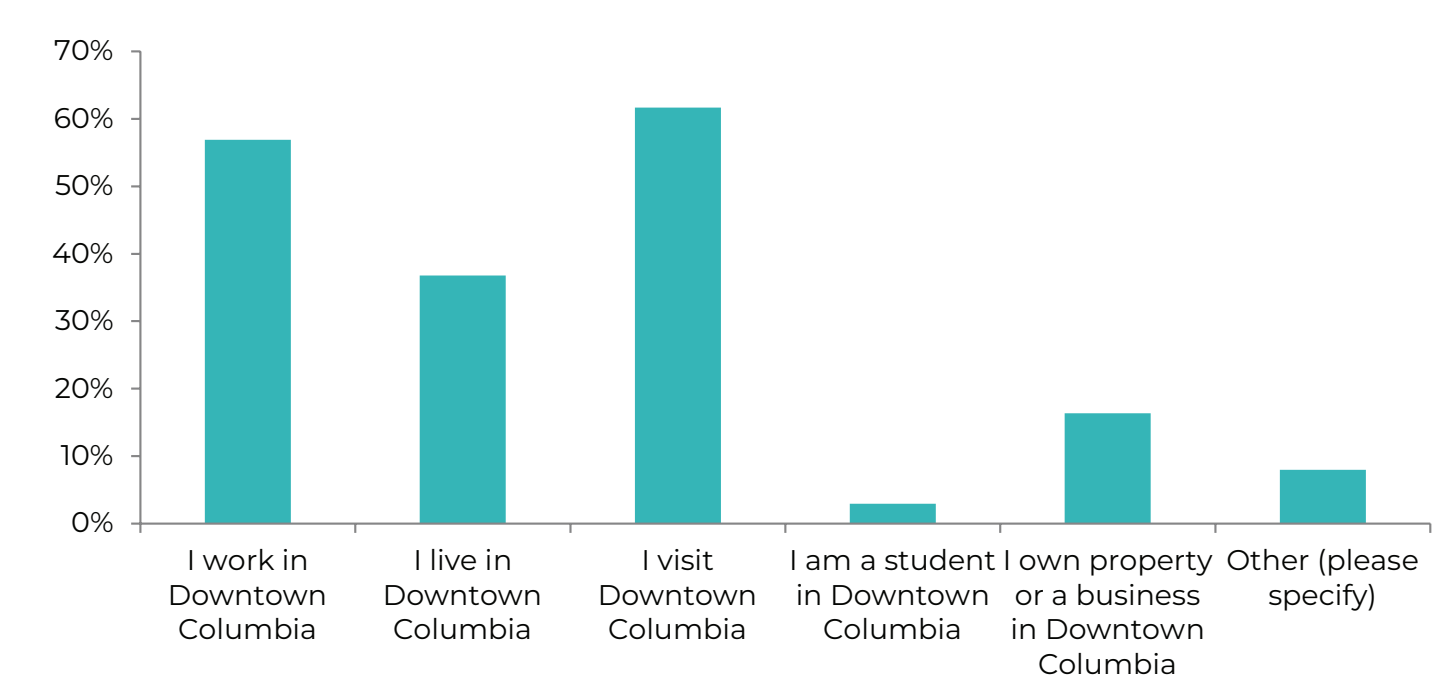
# What the Columbia Community is Saying

Through stakeholder roundtables, an online survey, and mobile workshops, the Columbia Community shared their passion for downtown.

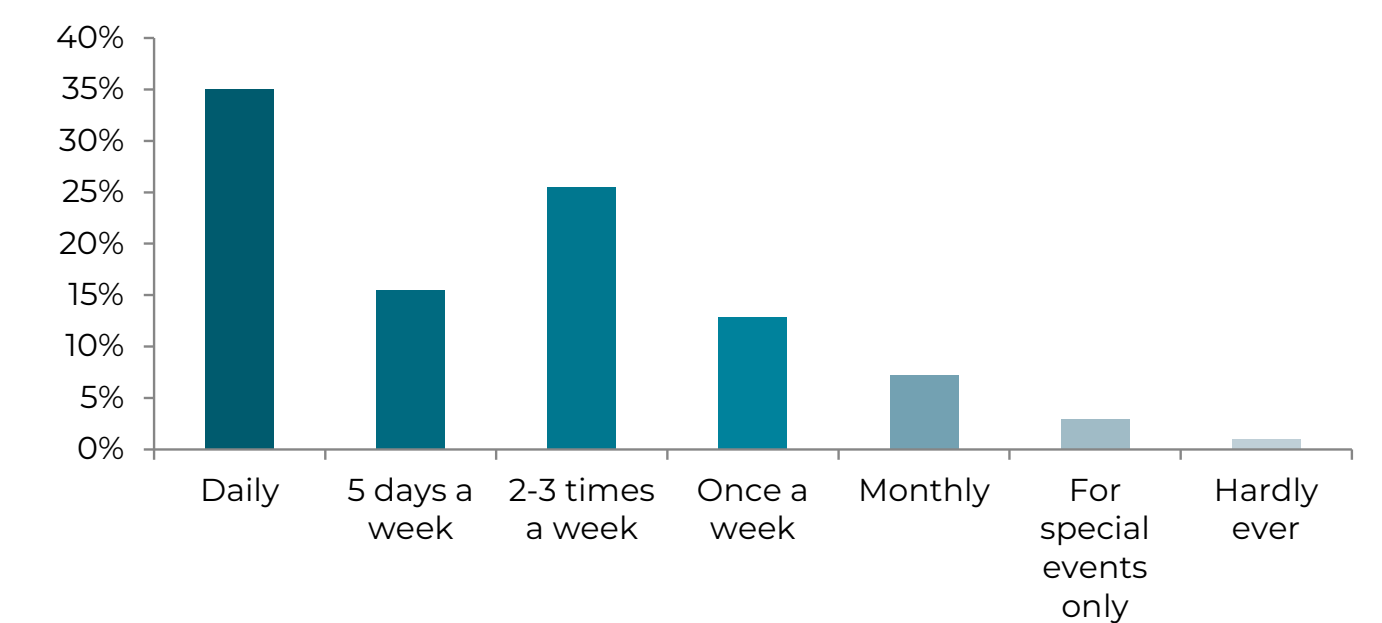
**800+**  
Columbia Voices Engaged (So Far)

- 717** Online Survey Responses
- 6** Stakeholder Roundtables
- 5** Mobile workshops around downtown
- 31** Stakeholders engaged in roundtables
- 60+** Mobile Workshops participants (so far)

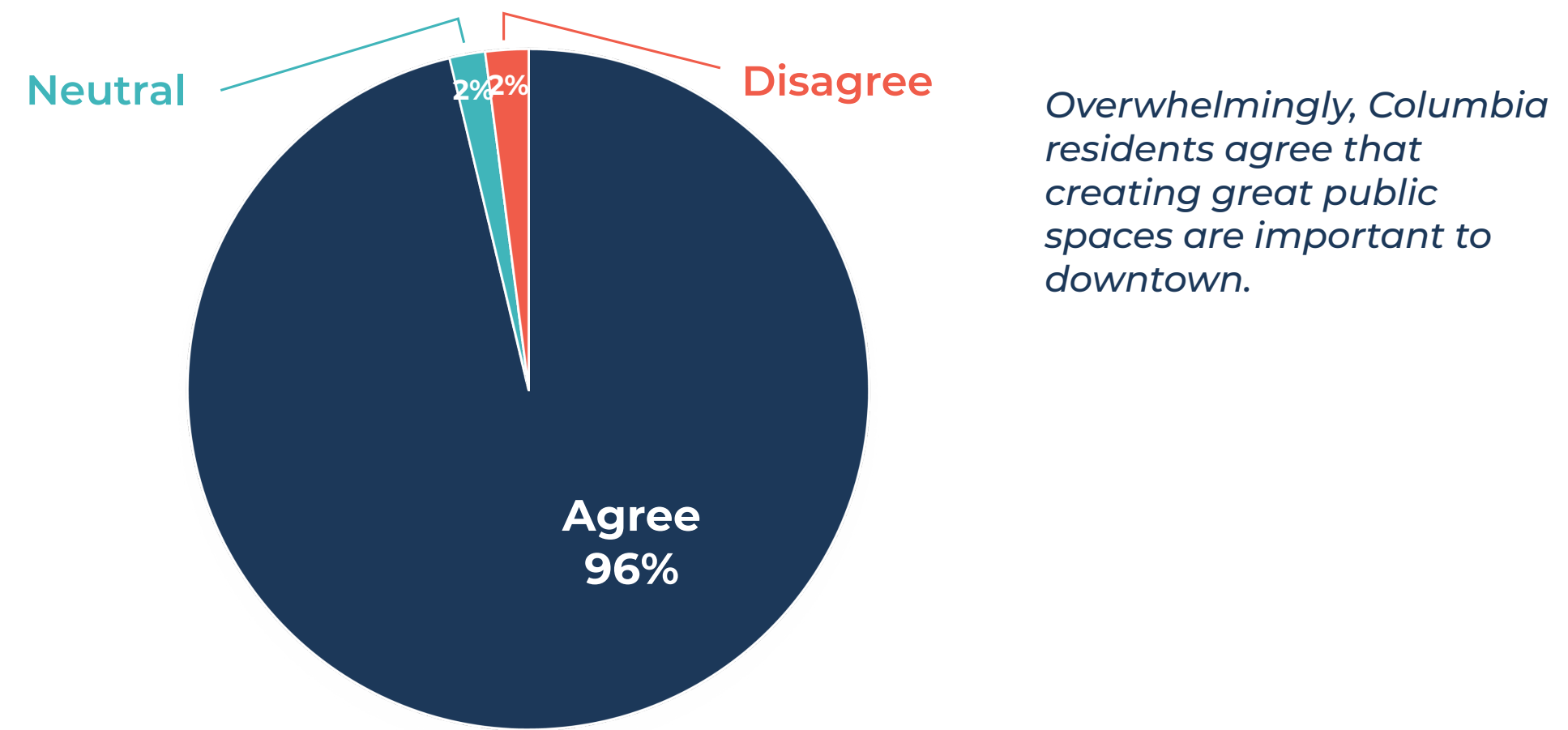
## What is your connection to Downtown Columbia?



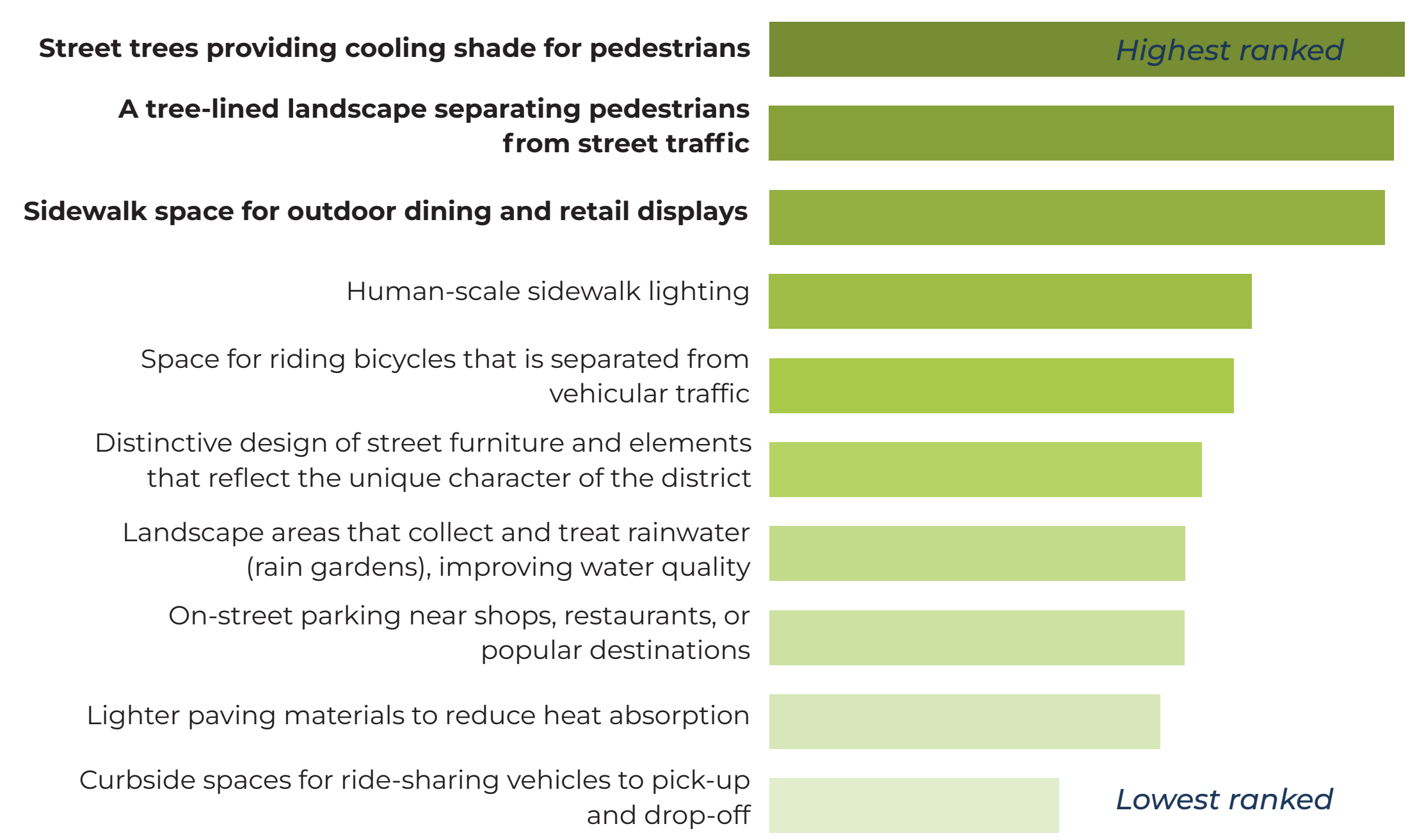
## How often do you visit Downtown or The Vista?



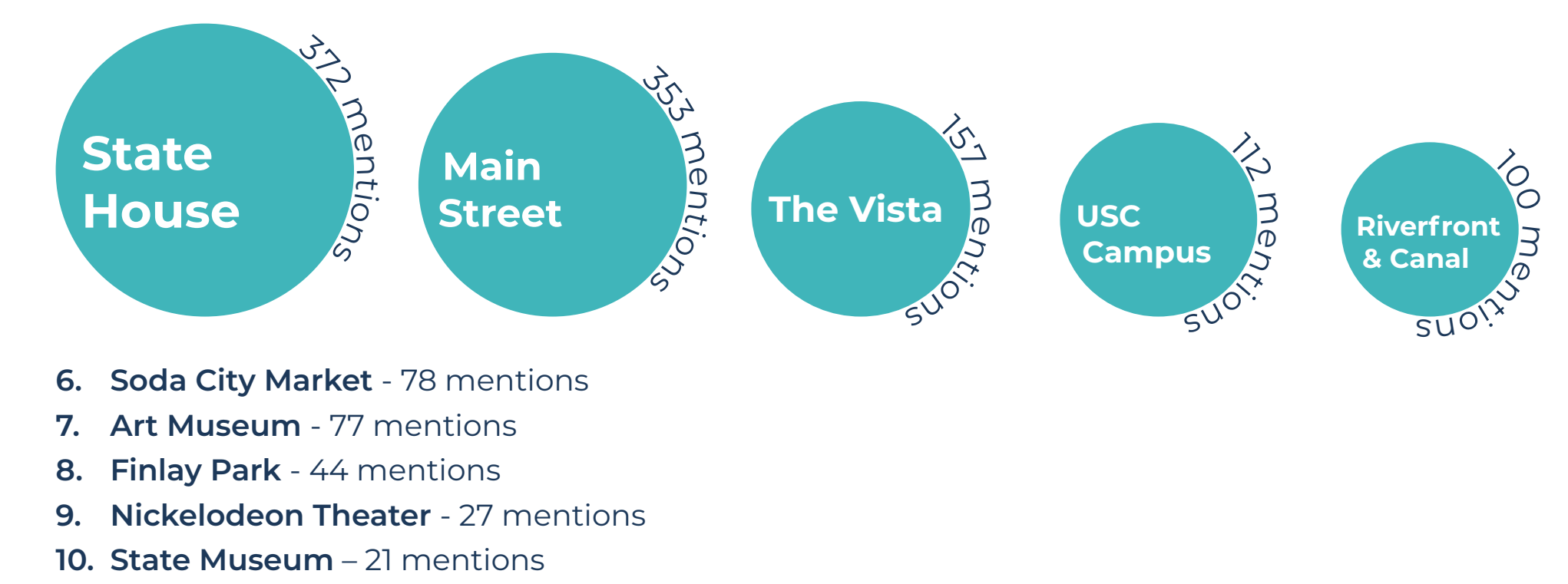
The Downtown Plan and Design Guidelines are based on the premise that creating great public spaces – streets, sidewalks, plazas, parks and greens – is essential for a healthy economy and for the daily comfort and needs of those that live and work in Columbia. Do you agree or disagree with the importance of creating great public spaces in Downtown Columbia?



## What makes a great downtown street? Rank the following in order of priority.



## What are Downtown Columbia's three most iconic, memorable, or cool places?



## You're showing off Downtown Columbia to a first-time visitor from out of town - where do you take them?



"The riverfront is Columbia's most impressive, yet neglected feature... All the attractions are setback from the river and are part of a concrete jungle without taking advantage of the nature beauty nearby."

## What are the hidden jewels Downtown? Describe the best places that may go unnoticed.



# What the Columbia Community is Saying

## 5 Mobile Workshops

The planning team conducted five mobile workshops across the Columbia community in April of 2024. The workshops attracted 62 participants at the following locations:

- Arsenal Hill
- Convention Center
- Main Street District
- Columbia Tree & Appearance Committee (CTAC)
- USC Campus

## 6 Stakeholder Roundtables

The planning team conducted six stakeholder roundtables on March 25, 2024, with those most invested and interested in downtown and its success, grouped by the categories on the right:

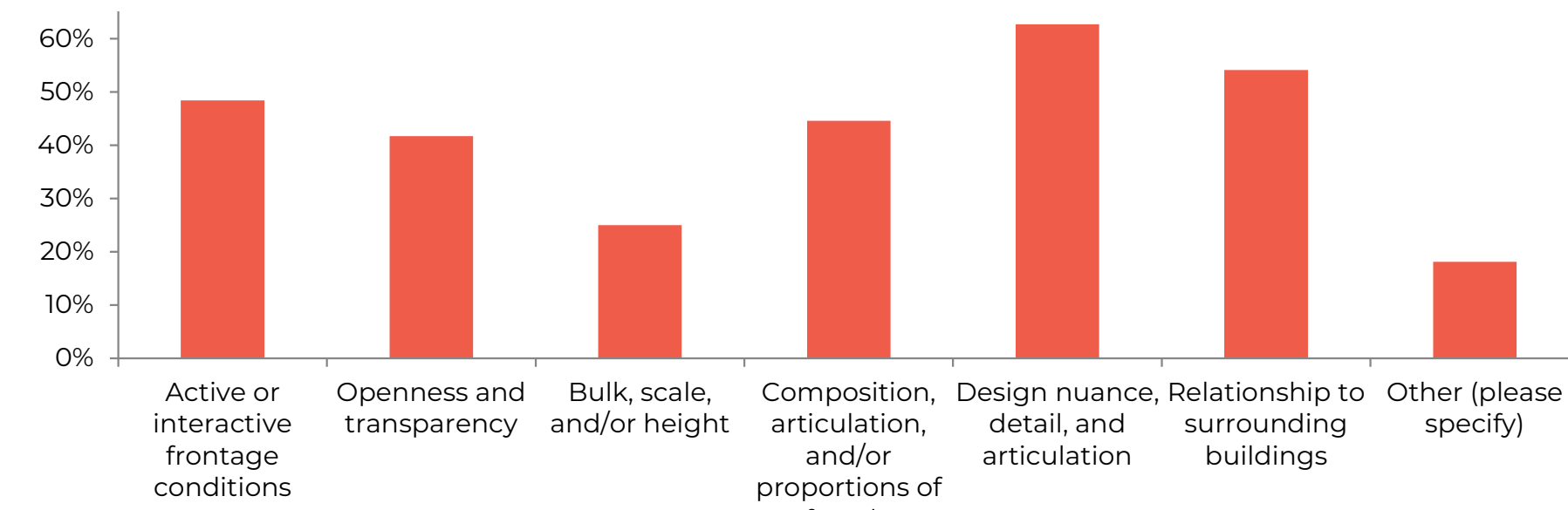
- Design Community
- Downtown Residents
- Institutions
- Real Estate Professionals
- Businesses/Property Owners
- City Staff and Boards

"Charleston and Greenville have really made their cities and streets inviting. They have focused on landscaping, street lighting and traffic signals."

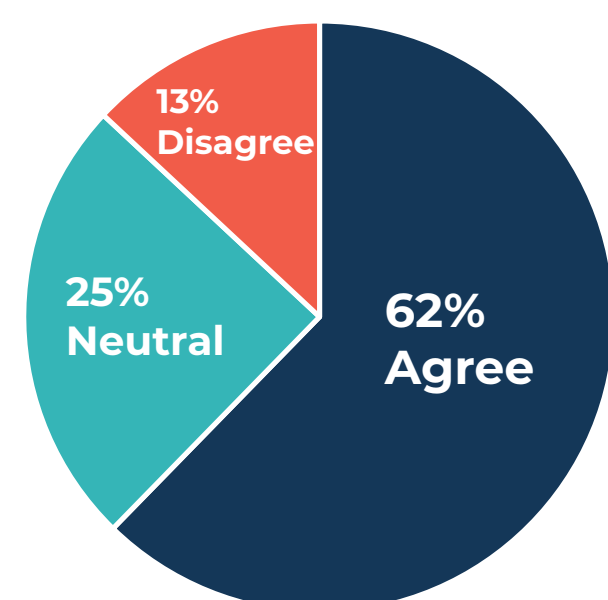
What are great streets, districts, or neighborhoods you have visited in other cities? What made these places special?



What are methods in which buildings could best contribute to Downtown Columbia's sense of place and enhance its street life? (Select all that apply)

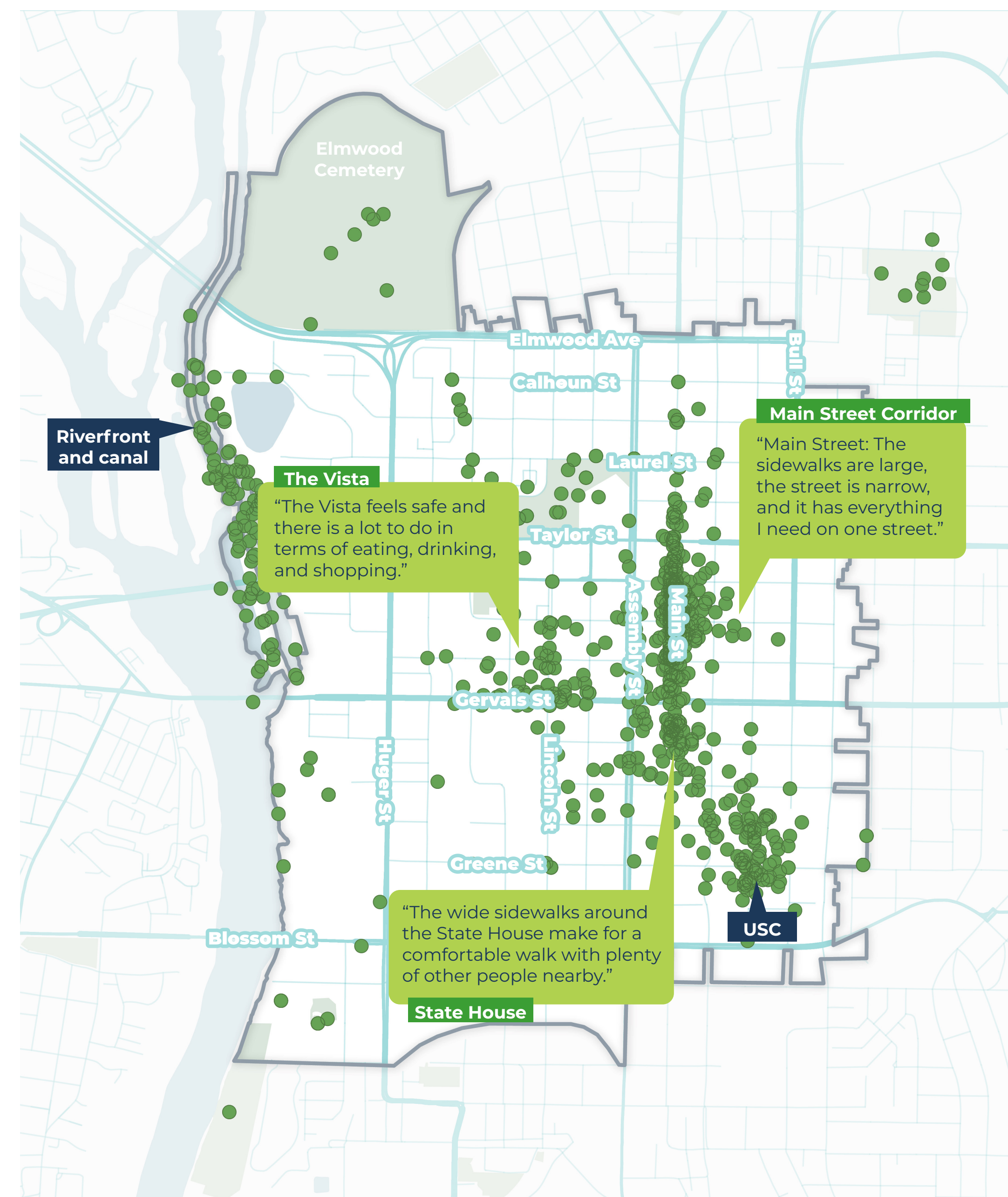


Do you agree or disagree with the statement: "Overall, recent development and building design in downtown has contributed to Downtown Columbia's sense of place and enhanced its street life."

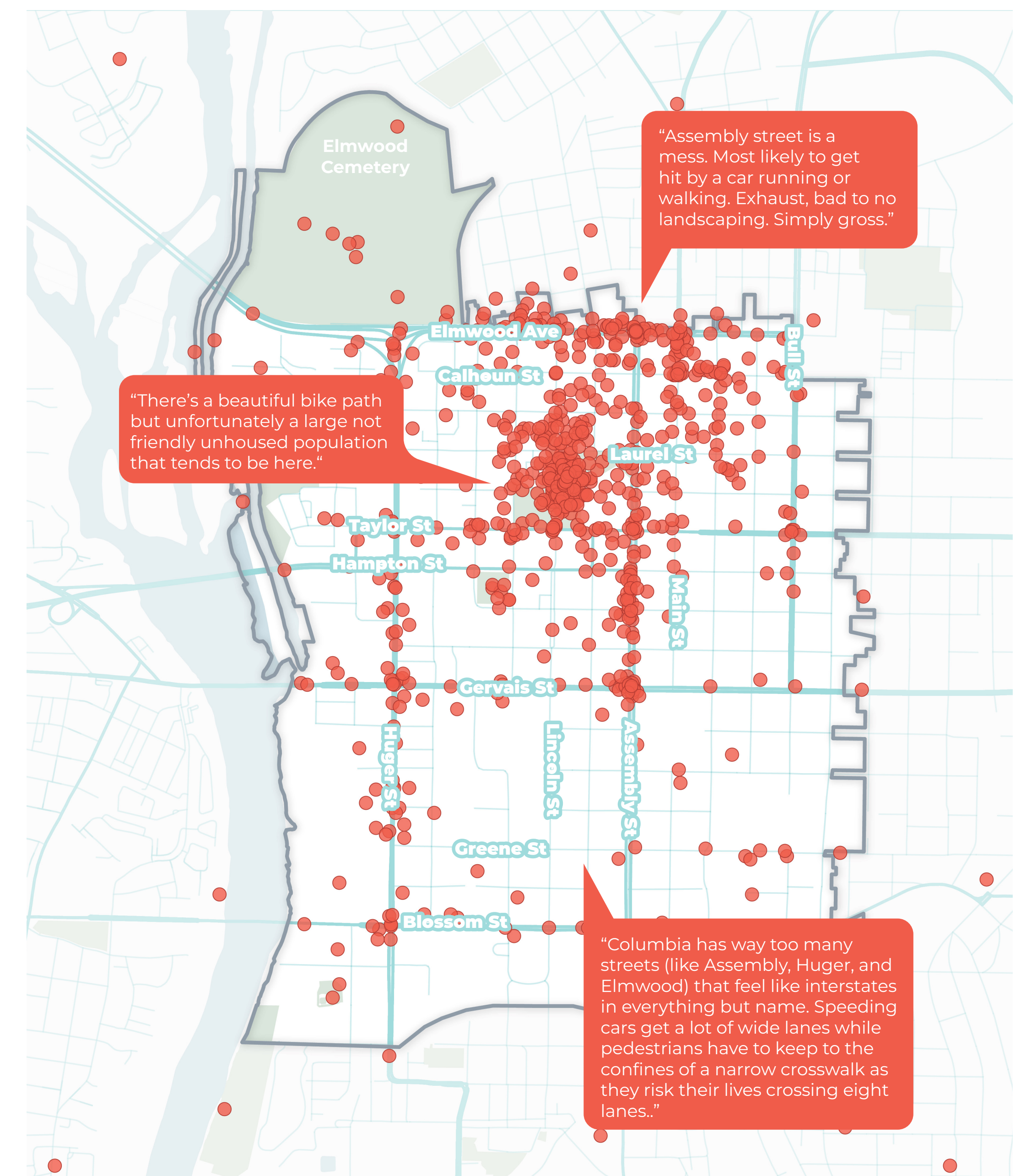


"Some good developments have occurred, and some bad. I would say that any development that prioritizes walking and bicycling are good developments, and any that prioritize cars, specifically in downtown, are bad developments."

What is a part of Downtown Columbia that you find most enjoyable and comfortable for walking?



Is there a part of Downtown Columbia that you avoid or feel unsafe or uncomfortable walking?



# Community Feedback → Big Ideas

The statements below summarize the key opportunities and challenges for Downtown as identified in our conversations with the Columbia community. These issues spurred the development of 6 Big Ideas for Downtown

## What problems are we solving? Hurdles to Success from Community Engagement

## SIX BIG IDEAS FOR DOWNTOWN COLUMBIA

Broadening **Understanding and Support** for Great Places/Great Downtown

Opportunity for **Distinctive Brand/Identity** of Downtown

**Preserving and Strengthening** Unique Districts

**Connecting** Assets Across a Large Downtown Geography

**Improving Street-level Comfort, Safety, and Ambience**

**Bridging Wide, Busy Streets** (Huger, Assembly)

Dedicated **Stewardship of Public Open Space** and Green Space

**Better Allocation of Right-of-Way** for Business and Public Use

Urban Design **Expertise and Capacity of Planning & Zoning Staff**

Urban Design **Expertise and Training of BZA**

Improving Street Level **Interest in Buildings**

Mitigating Summer **Heat**

Clarity of Entitlement **Process**

Fixing Specific **Gaps and Loopholes** in Ordinances and Guidelines

### Design Guidelines (UDO Amendments)

### Downtown Plan

#### Highlight

Build an urban trail to connect and highlight the unique qualities and competitive strengths of Downtown Columbia

#### Refresh

Create comfortable streets and public spaces that welcome visitors and support everyday living

#### Connect

Short term solutions for intersection safety improvements along the major arterial streets in Downtown

#### Reclaim

Re-allocating right-of-way to strengthen business vitality and pedestrian safety

#### Champion

Dedicated Maintenance and Programming of Public Open Space

#### Streamline

Update Design Guidelines to Protect the Long-Term Economic Competitiveness and Real Estate Value of Downtown