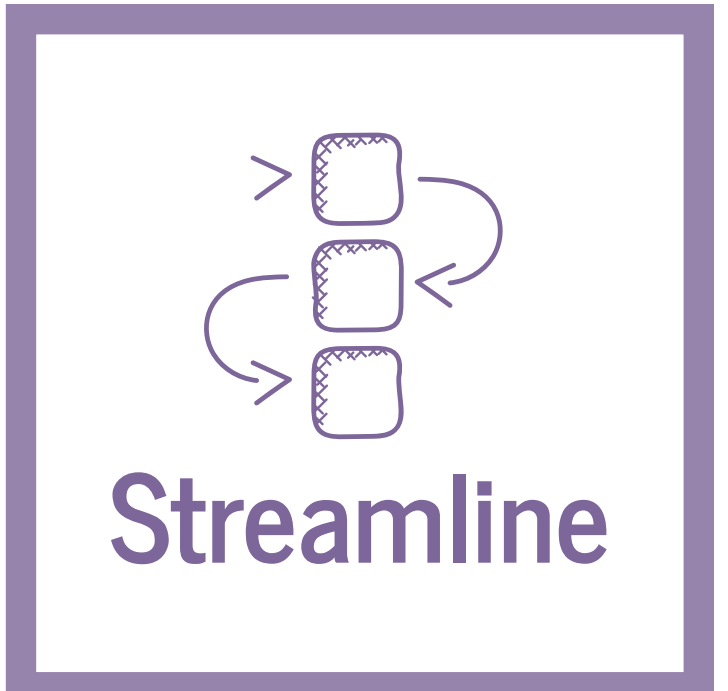


# Big Idea #6: Streamline

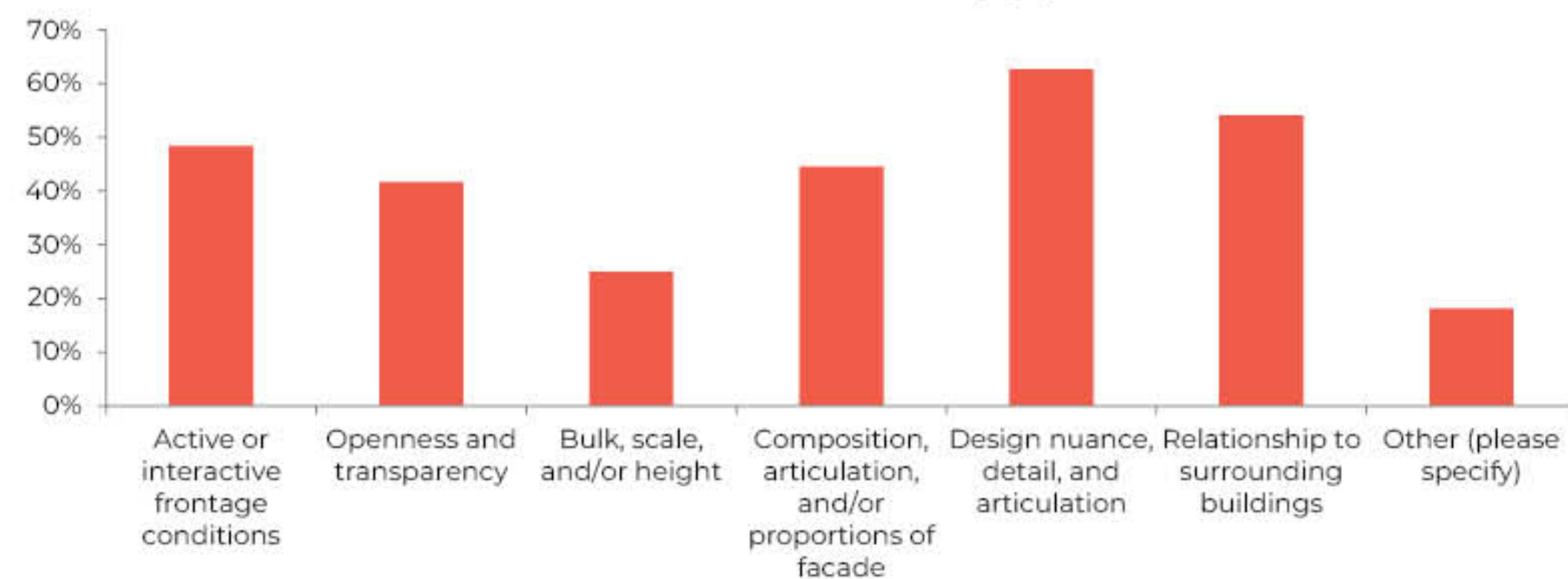
**Update Design Guidelines to Protect the Long-Term Economic Competitiveness and Real Estate Value of Downtown**



**This plan thus recommends the creation of Design Guidelines** to shape how future buildings and public spaces relate to the downtown realm. These guidelines have various benefits, such as:

- **Protecting the unique character** and assets of Downtown.
- **Creating a consistent, high-quality Downtown** street-level experience
- **Supplementing zoning controls** by creating more sensitivity to context
- **Providing clarity** in the entitlement process for Downtown developers
- **Serving as clear criteria** for design review

## How Buildings Contribute to Downtown Columbia



“Design standards protect everyone and create a community.”

“There is no Ordinance in place that prevents landowners from bringing underground utilities back into the air. There is also no incentives for parking lots to increase canopy contributing to the heat island effect.”

“Need more infill remove surface lots except where need to support retail/office. May need to consider more garages with ground floor retail or attached to hotels/multifamily developments”

“More emphasis on true mixed-use development of live, work, and play for all ages will result in a vibrant, year-round economy versus one focused solely on when students are in session.”

### Supporting Data

**Safe Streets Attract Patrons!** “Brooklyn’s Vanderbilt Avenue saw a doubling in retail sales in the three years following installation of bicycle lanes and a tree-lined median, significantly outperforming borough-wide and city-wide trends”

The Economic Value of Sustainable Streets. New York City Department of Transportation. <https://www.nyc.gov/html/dot/downloads/pdf/dot-economic-benefits-of-sustainable-streets.pdf>

**Tenants Want Quality Architecture!** “Buildings that have received architectural awards command rental premiums as high as 23% more than the market for comparable buildings”

Hough & Kratz (1983) Can “good” architecture meet the market test? [https://doi.org/10.1016/0094-1190\(83\)90028-1](https://doi.org/10.1016/0094-1190(83)90028-1)

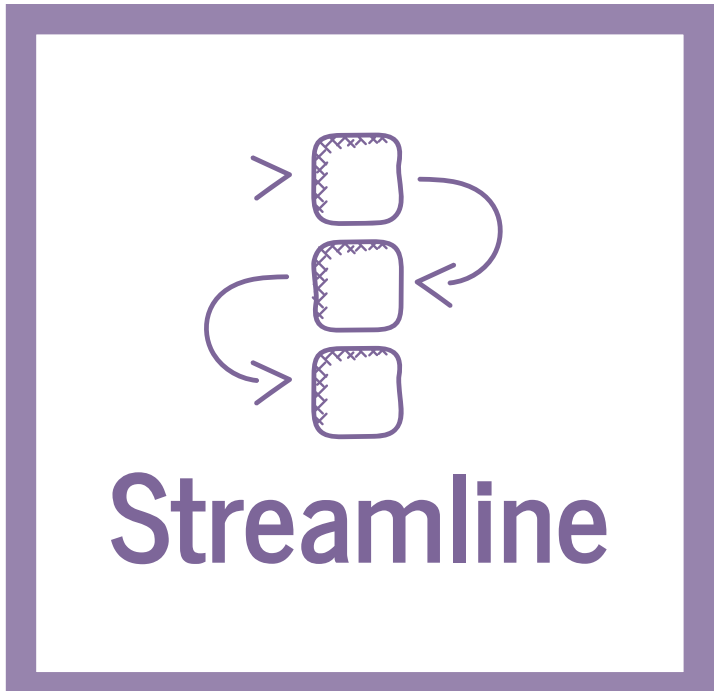
**Workers Want Quality Workplaces!** “77% of executives view quality of office environment as an indicator of management’s respect for employees, and 85% of executives say the office environment is a major contributing factor to their employees morale and motivation.” Urban Land Europe, 2003 p15

“Tracking patients that had checked into a hospital in Detroit both before and after a redesign, administrators found that on average the patients gave themselves 45% less self administered pain medication in the refurbished facility. The reduced use of pain medication by another sample of patients reduced the cost to the hospital by 23.5% relative to others who had checked in before the renovation.” Motoko (2002) Healthy Hospital Designs Wall Street Journal, November 27, 2002, p. B1

“Being in an area that, on average, is reported as distinctive as opposed to neither distinctive nor non-distinctive area increases property value by as much as 18.6%.” Ahlfeldt, Gabriel M. and Holman, Nancy (2017) Distinctively different: a new approach to valuing architectural amenities. The Economic Journal ISSN 0013-0133

# What Makes a Successful Street?

Using a post-it, tell us what you like/dislike about the following downtown streets.



Gervais Street



Tell us:

I like that Gervais...

I don't like that Gervais....

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Lady Street



Tell us:

I like that Lady...

I don't like that Lady....

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Sumter Street



Tell us:

I like that Sumter...

I don't like that Sumter....

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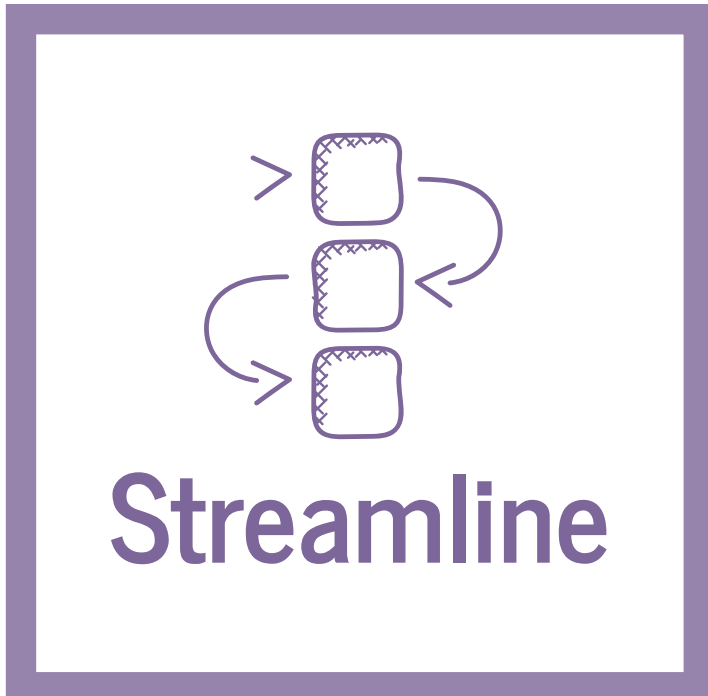
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# What Makes a Successful Street?

Using a post-it, tell us what you like/dislike about the following downtown streets.



Main Street



Tell us:

I like that  
Main...

I don't like that  
Main....

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Taylor Street (in Canalside)



Tell us:

I like that  
Taylor...

I don't like that  
Taylor....

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Greene Street



Tell us:

I like that  
Greene...

I don't like that  
Greene....

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