

RESOLUTION NO.: R-2019-106

Supporting and Endorsing the Airport Boulevard Gateway Beautification Project

WHEREAS, the entranceway to our homes is something that we keep clean and inviting, so that our visitors get a clear first impression of the person who curated it. Hopefully, that impression is that this home is cared for, loved and kept in high regard; and,

WHEREAS, it is our belief that, collectively, the same attitude needs to be taken as we welcome in visitors to the Greater Midlands area. With nearly 500,000 flight passengers landing at the Columbia Metropolitan Airport in 2019, Airport Boulevard has become the welcoming corridor to many Midlands visitors; and,

WHEREAS, this became evident earlier this year when the City of Columbia hosted the 2019 NCAA Men's Basketball Tournament, which brought fans from 33 different states and a local economic impact of \$11.3 million. All of them that flew into the Columbia Airport got their first glimpses of the communities we know and love by traveling down this corridor; and,

WHEREAS, in order to make our community stand out as a shining example of what the Midlands has to offer in terms of business, livability and recreation, it is important that we work together to improve this corridor, so that it is something we are all proud to stand behind; and,

WHEREAS, among the eight gateways to the Midlands identified by the Midlands Business Leadership Group, Airport Boulevard has been deemed as the most important and the top priority for improvement; NOW, THEREFORE

BE IT RESOLVED by the Mayor and City Council of the City of Columbia this 17th day of December, 2019, as follows:

1. It is upon all of us at Lexington and Richland counties, as well as the cities of Cayce, Columbia, Springdale and West Columbia, to take ownership of this entranceway and improve upon it. This may come in the form of plant and vegetative improvements along roadways, as well as possibly approving overlay districts which will regulate architectural designs for future development. Even though each community has its own intricacies and nuances, it is also important to show that we all work, live and love the Midlands together.
2. We fully endorse the beautification of the Airport Boulevard corridor. Furthermore, we will put forth whatever is needed in terms of ideas, skills and resources to ensure we make our entrance way something to be cherished and proud of for years to come.
3. We have come together before to make the Midlands great. We believe that we can all come together again to ensure that we stand out as the entranceway for our communities and our great state.

Requested by:

City Manager _____




Mayor

Approved by:



City Manager

Approved as to form:



City Attorney

ATTEST:



City Clerk

Introduced: 12/17/2019
Final Reading: 12/17/2019

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