The CATSO Model predicts employment growth will mirror population growth, while the Show-Me Model predicts that overall job growth will exceed population growth by 0.2 percent annually. Despite a lower population projection than the CATSO model, the Show-Me model anticipates higher employment than CATSO. This suggests a significant departure from the jobs to housing balance predicted by CATSO based on historical trends and implies that more office, commercial, and industrial land may be needed to accommodate future employment in relation to housing.

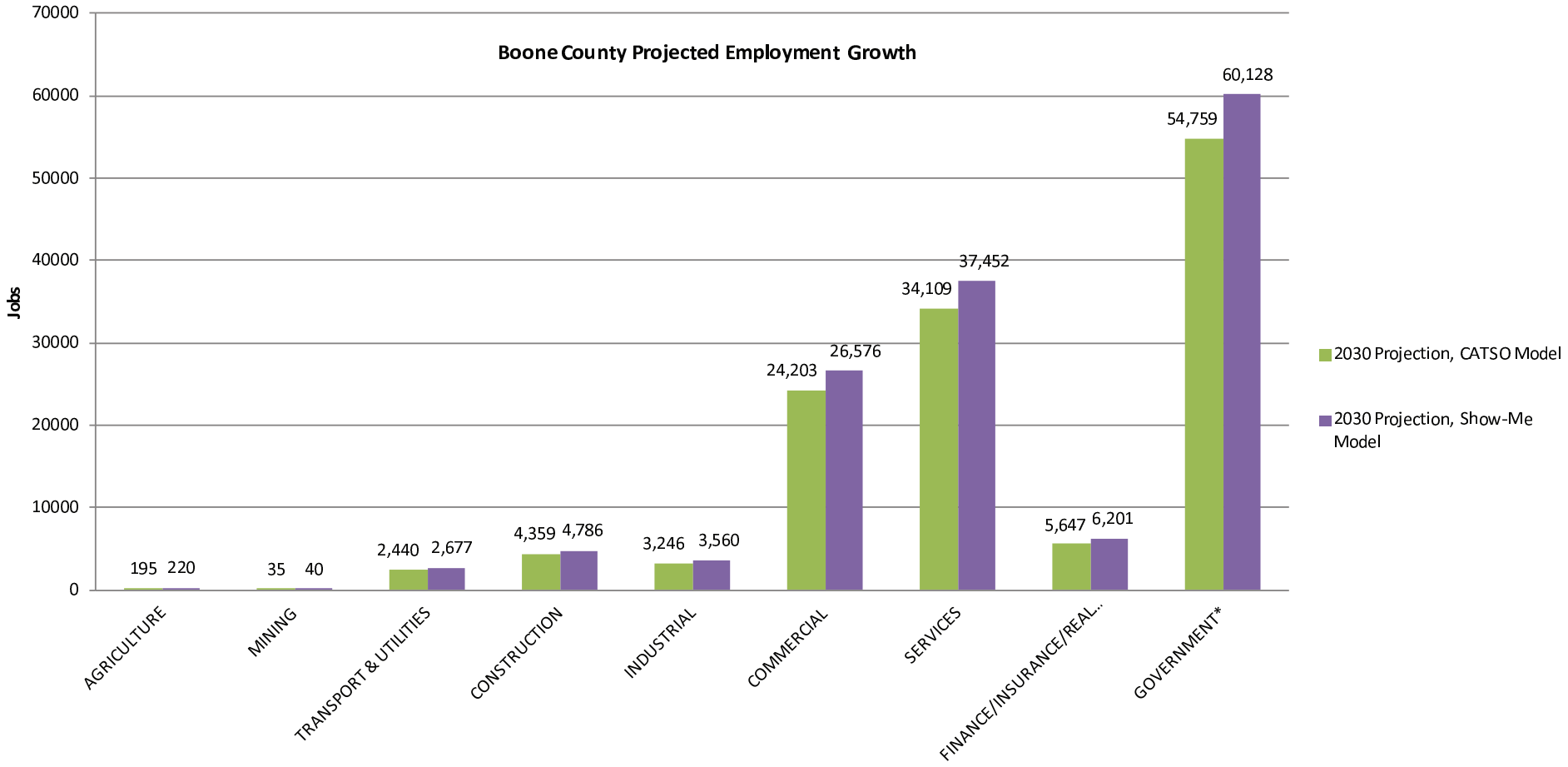
In 2010, a total of 110,698 jobs were located in Boone County as shown in Figure 4-2. The metro area is assumed to have approximately 90 percent of those jobs; therefore, it is estimated that 99,628 jobs were in the metro area at that time. Both the employment ratio and the distibution of jobs between employment sectors are expected to remain the same through 2030. Figure 4-5 shows the projected employment growth for both the CATSO and Show-Me Models.

By projecting 2030 employment growth, it is possible to estimate whether there is enough commercial, industrial, and office zoned land available to accommodate growth through 2030.

The CATSO Model shows that approximately 10 times more industrially zoned land is currently available than what will be needed to accommodate 2030 growth. Conversely, the model shows

Figure 4-5: Boone County Projected Employment Growth

*Government sector includes education services and state, local, and federal employment



shortages in the availability of commercial and office zoned land, with only 79 and 23 percent of the needed land available to meet projected 2030 demands.

According to the Show-Me Model projections, there is approximately seven times more industrially zoned land available than what will be needed to accommodate predicted growth through 2030. Approximately 45 percent of the projected 2030 commercial land use needs may be met through use of existing vacant commercially zoned land. However, only 15 percent of the anticipated future office land use needs may be met by the existing office zoned land (see Tables 4-4 and 4-5).

These acreage estimates are based on the employment forecasts generated by each model and the following allocation factors:

- Commercial jobs, consolidated to include jobs in the commercial and services sectors: 20 employees/acre
- Industrial jobs, consolidated to include jobs in agriculture, mining, transportation and utilities, construction, and industrial sectors: 18 employees/acre
- Office jobs, consolidated to include jobs in the finance/insurance/real estate and government (inclusive of education services) sectors: 29 employees/acre

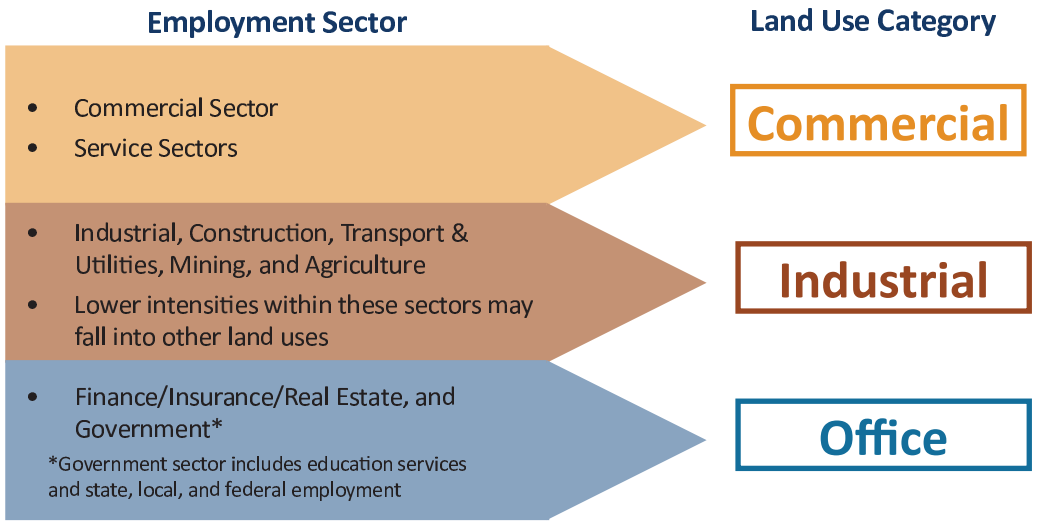
These data suggest that the amount of undeveloped land for commercial and office land will need to be augmented to accommodate future growth.

Vacancy rates of 10 percent are considered desirable to maintain a healthy balance between land prices and availablity in commercial, industrial, and office markets.

Overall, Columbia has much lower vacancy rates in retail (7.62 percent), office (8.63), and industrial (7.82) than the national average in each of these sectors in 2012 (12.6, 16.7, 12.3 percent respectively). This has been the trend for vacancy rates in the city over the past five years, with the exception of the retail vacancy rate, which was one to two points higher in 2008 and 2009 than the national average but has since fallen.[1]

[1] The Plaza Commercial Realty 2013 Market Report for Columbia, Missouri

Despite the appearance of significant discrepancies between available and needed land to accommodate future job growth, it should be noted that amendments to existing zoning districts are commonly required to support the flexibility needed to adapt to uncertain future market and development conditions. Policy guidelines, combined with future growth strategies and the Future Land Use Map, will be used to ensure that future rezoning requests are consistent with long-range land use planning efforts.



Developed and Undeveloped Lands		
Land Use	Developed	Undeveloped
Commercial	3,078 acres	264 acres
Industrial	2,218 acres	616 acres
Office	904 acres	80 acres

Table 4-4: Developed and Undeveloped Lands
*Inside city limits as of 12/31/12

2030 Estimated Acres Needed for New Employment		
Land Use	CATSO Model	Show-Me Model
Commercial	333 acres	591 acres
Industrial	58 acres	83 acres
Office	346 acres	531 acres

Table 4-5: 2030 Estimated Acres Needed for New Employment

Columbia Imagined
The Plan for How We Live & Grow