

City of Columbia

701 East Broadway, Columbia, Missouri 65201



Agenda Item Number: REP 68-14

Department Source: Public Communications

To: City Council

From: City Manager & Staff

Council Meeting Date: July 7, 2014

Re: Vision Commission Implementation Status and Media Mention Reports

Documents Included With This Agenda Item

Council memo

Supporting documentation includes: Commission Reports

Executive Summary

This transmits a Vision implementation status report on Downtown, as well as a local media analysis of Vision-related topics for May 2014. No action is needed.

Discussion

With this transmittal, the Commission will have completed implementation status reports on four of the 13 topics addressed in Columbia's Community Vision.

Fiscal Impact

Short-Term Impact: NA

Long-Term Impact: NA

Vision, Strategic & Comprehensive Plan Impact

Vision Impact: Downtown

Strategic Plan Impact: Not Applicable

Comprehensive Plan Impact: Not Applicable

Suggested Council Action

Accept the Commission's reports.

Legislative History

June 16, 2014 - submitted April 2014 Media Mentions Report

May 19, 2014 - submitted Environment Status Report, Community Facilities Status Report and March 2014 Media Mentions Report

Apr. 7, 2014 - submitted February 2014 Media Mentions Report

Dec. 16, 2013 - submitted September-October 2013 Media Mentions Report and Economic Development Status Report

City of Columbia

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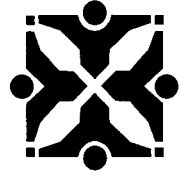


Carol A. Harden

Department Approved

John M. White

City Manager Approved



SUPPORTING DOCUMENTS INCLUDED WITH THIS AGENDA ITEM ARE AS FOLLOWS:

Commission Reports

Vision Commission Report on Topic 6 - Downtown

June 2014

The Vision Commission began in January 2009 with the charge to track, measure and report on progress of vision implementation to the community. Beginning November of 2013, the Commission will deliver reports on one of the thirteen Vision Topics using at least three ways to track and measure progress on the Vision:

1. Report the scope of **Implementation Efforts** taken to address strategies and objectives in the Vision document.
2. Recognize **Significant Events** that could have an impact on one or more of the 13 Visions.
3. Develop a set of **Progress Indicators** that will help the community see whether the 13 Visions and their related goals are being fulfilled.

Vision: Downtown Columbia is a hip and vibrant district with a diversity of easily accessible businesses, residences, attractions and institutions; it is an exciting gathering place for all types of people.

6.1 Investments - Significant investments in the physical, community and business environment, as well as the tools to leverage economic strength will bring vibrancy and diversity of culture, professions and businesses, and lead to major attractions and exciting destinations.

6.2 Housing - Downtown Columbia will have a variety of safe housing options, including new and revitalized units, for all age groups and income levels with easy access to desirable amenities. Development and design guidelines will be instituted.

6.3 Mobility - People and vehicles will have easy access to downtown businesses and services and enhanced movement within and through the downtown area.

This report has been reviewed and commented on by: The Downtown Community Improvement District

Implementation Efforts

| | | |
|-----------------|---|---|
| 6.1 Investments | 6.1.1 There is a plan for the entire downtown (including the other 322 acres) that directs future public and private investment | Columbia Community Improvement District 5-Year Plan - http://discoverthedistrict.com/info/five-year-plan/ |
| | 6.1.2 There is a Downtown Leadership Council and a Downtown Columbia Development Partnership | Downtown Community Improvement District formed in 2011 - http://discoverthedistrict.com |
| | 6.1.3 There is an economic development plan being implemented | In 2012 voters approved a property assessment and sales tax to be reinvested in downtown beautification, streetscape, enhancements, economic development, clean and safe programs, marketing and communication - http://discoverthedistrict.com/info/ |
| | 6.1.4 City commits to a cohesive development package - incentives, design guidelines, etc. | CID has five year plan for streetscape enhancements, cosmetic improvements, cleaning, safety, business recruitment, marketing - http://discoverthedistrict.com/info/five-year-plan/ |
| 6.2 Housing | 6.2.1 City, MU and Stephens have created a governing board for MODESA | There is no MODESA application in the works. MODESA is a state program to provide funds to central business districts that are either blighted or a conservation area. The effort to designate part of the central city as blighted led to voters amending the city charter to make blight designations illegal - http://www.columbiatribune.com/news/politics/blight-charter-issue-wins-big/article_404a0a98-9c7f-11e2-bd6e-10604b9f6eda.html |
| | 6.2.2 There is an inventory of land and buildings to be purchased and/or redeveloped | The 2008 Sasaki study identified opportunity and redevelopment site. The vote to make blight designation illegal also restricted use of eminent domain. Any efforts to redevelop tracts of downtown land will be voluntary. However, catalytic projects, like a museum district, are still being discussed |
| | 6.2.3 City has identified or created incentives, credits, grants, rebates, etc. for redevelopment | The Community Improvement District has a five year plan for using funds provided by the assessment and sales tax income |
| | 6.2.4 City has aligned goals with existing rules and ordinances to reduce barriers | Student housing developments have taken advantage of more relaxed C2 zoning that allows residential development that does not have to meet the usual standards for residences. The city has hired a company to suggest C@ revisions. In addition, resulting building boom could exceed downtown sewer and electric capacity. The city is seeking ways to fund improvements in infrastructure |

| | | |
|--------------|--|---|
| | 6.2.5 Parking structures have been redesigned to improve streetscape | City garages incorporate street level retail and/or art as well as architectural designs that can be perceived as office or residential space instead of a place to park cars |
| 6.3 Mobility | 6.3.1 There is a baseline of existing traffic information that was used to create a comprehensive research-based mobility plan | CATSO, Bike/Pedestrian Commission Studies and Public Transportation Advisory Commission |

Significant Events in the past year

2013

March

Planning begins for gateways to downtown - http://www.columbiatribune.com/news/local/planning-begins-for-gateways-to-downtown/article_e7ff6f9c-8d9a-11e2-b41d-10604b9f1ff4.html – one of first major CID projects after downtown sales tax hike

Downtown panel prepares zoning feedback - http://www.columbiatribune.com/news/local/downtown-panel-prepares-zoning-feedback/article_a3dcaaea-8bfc-11e2-8370-10604b9f6eda.html – CID directors agreed to leave the job of suggesting changes to zoning codes to professionals

April

Groups give council C-2 suggestions - http://www.columbiatribune.com/news/local/groups-give-council-c--suggestions/article_3688425e-a5f8-11e2-ab1d-10604b9f6eda.html – consensus on requiring more parking, less agreement about complete overhaul

Timberlake project to include housing retail - http://www.columbiatribune.com/business/street_talk/timberlake-project-to-include-housing-retail/article_7f7b953a-9e4e-11e2-a168-10604b9f6eda.html – 32 apartments catering to professionals and retirees, retail at ground level at 104 Orr and 1101 Walnut

City considers changes to food truck rules - http://www.columbiatribune.com/news/local/city-considers-changes-to-food-truck-rules/article_d7338254-aa3a-11e2-8d6e-10604b9f6eda.html

May

After Niedermeyer, developer shifts focus to west campus - http://www.columbiatribune.com/news/local/after-niedermeyer-developer-shifts-focus-to-west-campus/article_a3be090c-b477-11e2-8c23-10604b9f1ff4.html – Collegiate Housing Partners finds new site next to campus at Conley and Fourth

Parking permit program has growth potential - http://www.columbiatribune.com/news/local/parking-permit-program-has-growth-potential/article_1ff9f870-c178-11e2-8918-10604b9f6eda.html – North Village Art District parking program popular with residents

Free downtown Wi-Fi service covers Broadway and beyond - http://www.columbiatribune.com/news/local/free-downtown-wi-fi-service-covers-broadway-and-beyond/article_2dd9f988-be74-11e2-915c-001a4bcf6878.html

June

City, developers push to meet demand for downtown dwellings - http://www.columbiatribune.com/special_sections/ourtown/city-developers-push-to-meet-demand-for-downtown-dwellings/article_90ec18ae-0a05-5ac9-a628-6d08eb0777b1.html



Downtown Columbia – Community Improvement District Map. From CID website

City keeps struggling FastCAT bus route for now - http://www.columbiatribune.com/news/local/city-keeps-struggling-fastcat-bus-route-for-now/article_d4cea168-d8fe-11e2-a531-10604b9f6eda.html

Cops adjust downtown shifts - http://www.columbiatribune.com/news/local/cops-adjust-downtown-shifts/article_be5ed526-e01d-11e2-a922-10604b9f6eda.html – police work with downtown business owners to assure increased presence in the wake of shooting two weeks ago

Free Wi-Fi network use multiplies downtown - http://www.columbiatribune.com/news/local/free-wi-fi-network-use-multiplies-downtown/article_6c7725d2-cff7-11e2-9fd3-10604b9f6eda.html

July

Another student housing site gets go-ahead - http://www.columbiatribune.com/news/local/another-student-housing-site-gets-go-ahead/article_27d23b34-e342-11e2-85a7-10604b9f6eda.html – Collegiate Housing Partners rezoning request for 6-story student housing approved

August

Downtown group discusses heritage trail, gateway for Fourth and Broadway - http://www.columbiatribune.com/news/local/downtown-group-discusses-heritage-trail-gateway-for-fourth-and-broadway/article_7bd1deb4-1002-11e3-9584-10604b9ffe60.html – trail to recognize notable black figures

Downtown hotel, parking garage face delays - http://www.columbiatribune.com/news/local/downtown-hotel-parking-garage-face-delays/article_592a2fde-0f43-11e3-983b-10604b9f6eda.html –

City panels object to plans for CVS pharmacy at Broadway and Providence - http://www.columbiatribune.com/news/local/city-panels-object-to-plans-for-cvs-pharmacy-at-broadway/article_58e37e68-0f43-11e3-9819-10604b9f6eda.html – Downtown Columbia Leadership Council and its Historic Preservation Commission call on City Council to reject CVS rezoning

September

Public meeting on downtown traffic draws crowd - http://www.columbiatribune.com/news/local/public-meeting-on-downtown-traffic-draws-crowd/article_c9584fd0-2603-11e3-a2f9-10604b9f6eda.html

City might expand permit-only parking - http://www.columbiatribune.com/news/local/city-might-expand-permit-only-parking/article_48f509c0-2223-11e3-8e95-10604b9f6eda.html

Local chef brings his down-home style to the growing food-truck scene - http://www.columbiatribune.com/arts_life/food/local-chef-brings-his-down-home-style-to-the-growing/article_7adcd64-1a3a-11e3-90fa-10604b9f1ff4.html

Parking in arts district still presents a struggle - http://www.columbiatribune.com/news/local/parking-in-arts-district-still-presents-a-struggle/article_6ef7ba18-14c3-11e3-a616-10604b9f6eda.html

October

Downtown Leadership Council meeting draws ideas on traffic, parking - http://www.columbiatribune.com/news/local/downtown-leadership-council-meeting-draws-ideas-on-traffic-parking/article_219fcd0c-3c03-11e3-8176-0019bb30f31a.html

Student housing plans spur utility study - http://www.columbiatribune.com/news/local/student-housing-plans-spur-utility-study/article_bb162384-3a7b-11e3-a55c-10604b9f6eda.html

N.Y. group considers 24-story high-rise for Bengals property - http://www.columbiatribune.com/news/local/n-y-group-considers--story-high-rise-for-bengals/article_43376c0c-3755-11e3-9b74-10604b9f6eda.html

City has wait list for parking passes at four of five garages - http://www.columbiatribune.com/news/local/city-has-wait-list-for-parking-passes-at-four-of/article_4f0d55c0-2b87-11e3-9c71-10604b9f6eda.html

Nearing the tipping point? - http://www.columbiatribune.com/business/saturday_business/nearing-the-tipping-point/article_ebda044e-3de2-11e3-b26f-001a4bcf6878.html – in the past two weeks, developments have come to light that would add another 2300 beds to Columbia's student housing stock

November

City considers three options for downtown bus route in CoMo Connect - http://www.columbiatribune.com/news/local/city-considers-three-options-for-downtown-bus-route-in-como/article_7f43d520-4c8e-11e3-b34c-10604b9f6eda.html

Design guides for downtown to be proposed - http://www.columbiatribune.com/news/local/design-guides-for-downtown-to-be-proposed/article_99980cc8-4583-11e3-8dbf-10604b9f1ff4.html – Downtown Community Improvement District looking at voluntary guidelines

December

Downtown development soars in 2013 - http://www.columbiatribune.com/business/saturday_business/downtown-development-soars-in/article_8c597a76-6f66-11e3-badb-001a4bcf6878.html - Niedermeyer building saved, failed moratorium on demolition, TIF discussion

Barnhouse's Crazy Music moving to Parkade - http://www.columbiatribune.com/business/saturday_business/barnhouse-s-crazy-music-moving-to-parkade/article_af95970c-69d7-11e3-a9cd-10604b9f6eda.html – leaving to avoid being bumped for student housing

2014

January

City leaders rally for TIF district to fund infrastructure upgrades - http://www.columbiatribune.com/news/local/getting-down/article_d450f5f0-8007-11e3-a9a5-001a4bcf6878.html – 3 new electrical feeder lines at \$5 million each, new 31" sewer pipe at \$6 million

Public gives feedback on Columbia gateway ideas - http://www.columbiatribune.com/news/local/public-gives-feedback-on-columbia-gateway-ideas/article_98c49aac-7f92-11e3-a8ae-001a4bcf6878.html – public agrees on need if not designs

Lucky's Market appears as oasis in Columbia's 'food desert' - http://www.columbiatribune.com/news/local/lucky-s-market-appears-as-oasis-in-columbia-s-food/article_595ce672-7e0b-11e3-a606-10604b9f6eda.html – could help low-income residents who have been living more than a mile from a full-service store

Cultural commission supports general idea of Columbia museum district - http://www.columbiatribune.com/news/local/cultural-commission-supports-general-idea-of-columbia-museum-district/article_913c786e-7d4d-11e3-9e13-10604b9f6eda.html – trustees propose area just north of MU

Columbia Planning and Zoning Commission approves CVS plans - http://www.columbiatribune.com/news/local/columbia-planning-and-zoning-commission-approves-cvs-plans/article_0cac8218-7a2a-11e3-9794-10604b9f6eda.html – applicant has legal right to combine lots into one parcel under current C-2 zoning

Tiny WalMart opens Wednesday - http://www.columbiatribune.com/blogs/street_talk/tiny-walmart-opens-wednesday/article_51b2cb6a-76f6-11e3-be33-001a4bcf6878.html – 3,700 sq-ft store in Lofts at 308 Ninth will be first small-format WalMart in Missouri

February

Downtown Leadership Council sets up subcommittee to review downtown infrastructure - http://www.columbiatribune.com/news/local/subcommittee-will-review-infrastructure/article_cc297f6c-9f0d-11e3-a0f6-10604b9ffe60.html – bond issues should be considered

Downtown Community Improvement District opposes tapping its funds for infrastructure upgrades - http://www.columbiatribune.com/news/local/cid-opposes-idea-to-tap-its-funds/article_fef0d88c-aad4-11e3-abaa-10604b9f6eda.html – regulations prevent using funds for infrastructure.

Downtown Community Improvement District reviews new downtown Columbia gateway concepts - http://www.columbiatribune.com/news/local/cid-reviews-new-downtown-columbia-gateway-concepts/article_b7f2fdcc-9b2d-11e3-836b-10604b9f6eda.html – new design will combine educational roots and cultural hub concepts.

Council rejects resolution on TIF district - http://www.columbiatribune.com/news/local/city-council-rejects-resolution-on-tif-district/article_d4bba11e-98a0-11e3-9b80-0017a43b2370.html – 5-2 vote defeats funding strategy for \$70 million in infrastructure projects

New downtown housing project would target young professionals - http://www.columbiatribune.com/business/saturday_business/new-project-would-target-young-professionals/article_7731cd9a-95e2-11e3-b2c3-10604b9f6eda.html - Lofts would double number of one-bedroom apartments downtown from 16 to 32

Projects that would add sewer flow in downtown area can't proceed, Public Works says - http://www.columbiatribune.com/news/local/projects-that-would-add-sewer-flow-in-downtown-area-can/article_9f459ca8-934e-11e3-a2d0-10604b9f6eda.html – city has been warning of overburdened infrastructure in central area for months, but unclear how much capacity remained in area between College and Providence and Business Loop 70 and MU Campus

March

City Manager proposes bond issues, rate increase to pay for infrastructure upgrades - http://www.columbiatribune.com/news/local/city-manager-proposes-bond-issues-rate-increase-to-pay-for/article_cf63e138-a3cf-11e3-a4e2-10604b9f1ff4.html – with TIF off the table, city manager looks for other funds

Police unit gets new Gators to patrol downtown Columbia - http://www.columbiatribune.com/news/crime/police-unit-gets-new-gators-to-patrol-downtown-columbia/article_5c4b994c-acc2-11e3-8eaa-10604b9f6eda.html – one donated by CID, goal is to reduce officer fatigue

Downtown Columbia developers willing to pay for sewer main upgrade - http://www.columbiatribune.com/news/local/downtown-columbia-developers-willing-to-pay-for-sewer-main-upgrade/article_09bfcacc-a754-11e3-a2dc-10604b9f6eda.html

Latest proposals for downtown gateways receive warmer reception - http://www.columbiatribune.com/news/local/latest-proposals-for-downtown-gateways-receive-warmer-reception/article_de6005b6-af84-11e3-bd80-10604b9f6eda.html

April

City explains downtown electric, sewer needs to panel - http://www.columbiatribune.com/news/local/city-explains-downtown-electric-sewer-needs-to-panel/article_828b99b8-bb59-11e3-a2f0-001a4bcf6878.html

Downtown Leadership Council endorses long-term infrastructure study - http://www.columbiatribune.com/news/local/downtown-leadership-council-endorses-long-term-infrastructure-study/article_4131ad10-cb06-11e3-a63b-10604b9f6eda.html

Downtown CID panel weighs in on proposed interim changes to C-2 zoning - http://www.columbiatribune.com/news/local/downtown-cid-panel-weighs-in-on-proposed-interim-changes-to/article_a8f82e64-b9c8-11e3-873b-10604b9f6eda.html

Group submits petition to overturn city council's deal with The Opus Group - http://www.columbiatribune.com/news/local/city-council-approves-new-rules-for-food-trucks/article_45066d78-ca4c-11e3-ba60-10604b9f1ff4.html

Group submits petition to overturn city council's deal with The Opus Group - http://www.columbiatribune.com/news/local/group-submits-petition-to-overturn-city-council-s-deal-with/article_79994e6e-c003-11e3-b5af-0017a43b2370.html

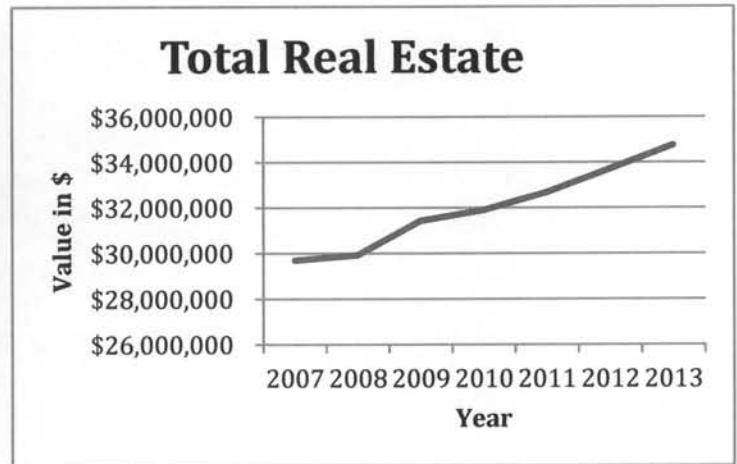
Progress Indicators

6.1 Investments

Downtown Property Values



Source: www.discoverthedistrict.com



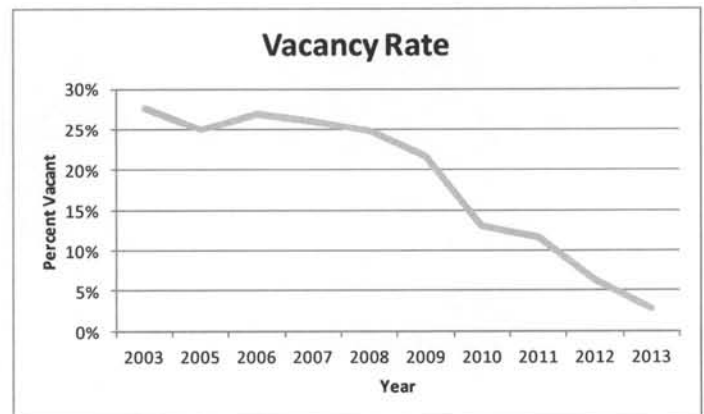
Rationale – A “vibrant” community is an attractive place to live and do business. There will more competition for space and therefore the value of space will increase.

Data Explanation – Valuations of residential and commercial real estate in the Downtown Community Improvement District

Data Source – Downtown Community Improvement District

Cautions – Changes in the size of the district over time need to be accounted for, as does the change in how space is used, conversion of residential to commercial or vice versa

Vacancy Rates



Rationale – A “vibrant” community is an attractive place to live and do business. There will more demand for space so vacancy rate will be lower.

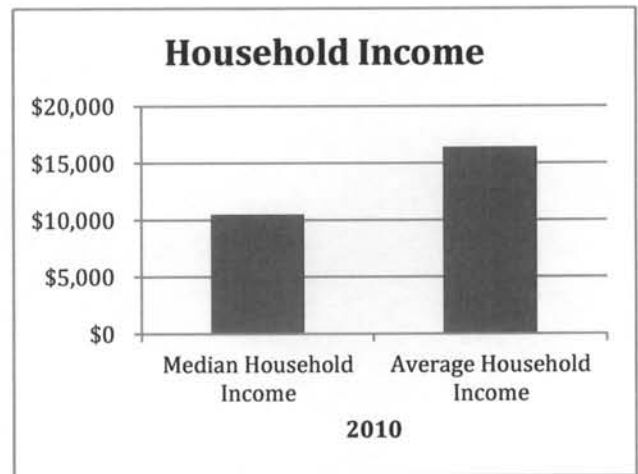
Data Explanation – Vacancy rate is for total commercial space

Data Source – Downtown Community Improvement District 2013 annual report

Cautions – Changes in the size of the district over time need to be accounted for, as does the change in how space is used, conversion of residential to commercial or vice versa.

6.2 Housing

Household Income of Downtown Residents



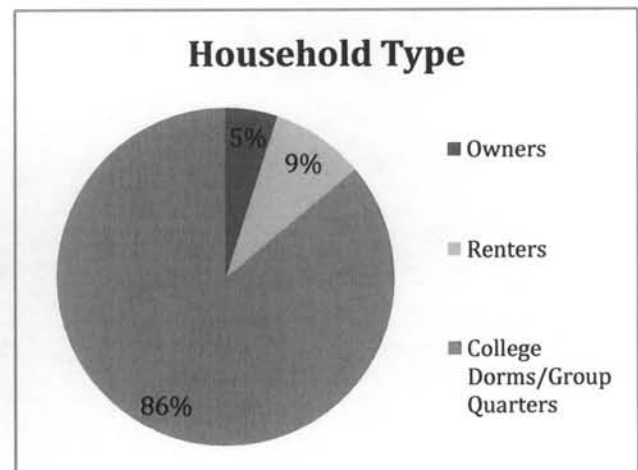
Rationale – A “vibrant” community is an attractive place to live and do business. Household incomes display whether a community is offering affordable housing and that there is a diverse population that resides in the area.

Data Explanation – Household Income is the population that lives within ½ mile of City Hall

Data Source – Downtown Community Improvement District 2013 Annual Report (<http://discoverthedistrict.com/wp-content/uploads/2013/08/Neighborhoods+-Connections-.pdf>).

Cautions – Income is based on population of area, which includes large number of college students, which may skew the data to view the area as low-income.

Type of Household



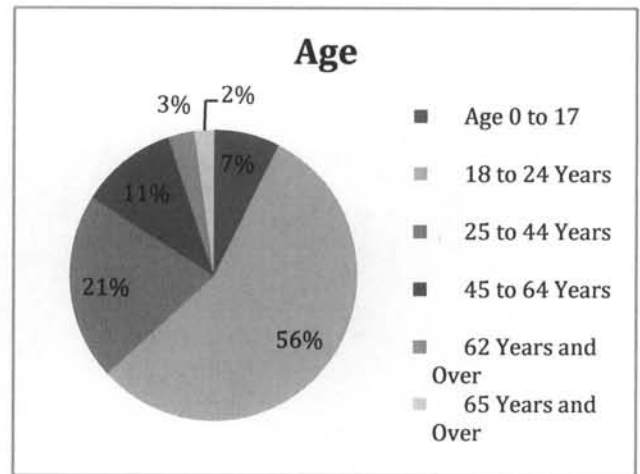
Rationale – For a vibrant downtown, there should be a variety of housing options available for residents to have access to.

Data Explanation – Household Type displays the type of housing that the population is residing in within ½ mile of City Hall.

Data Source – Downtown Community Improvement District 2013 Annual Report (<http://discoverthedistrict.com/wp-content/uploads/2013/08/Neighborhoods+-Connections-.pdf>).

Cautions – This data includes the University of Missouri, which has a large amount of College Dorms/Group Quarters.

Age Breakdown of Population



Rationale – For a vibrant downtown, there should be a diversity of age groups who populate the area.

Data Explanation – Household Type displays the type of housing that the population is residing in within ½ mile of City Hall.

Data Source – Downtown Community Improvement District 2013 Annual Report (<http://discoverthedistrict.com/wp-content/uploads/2013/08/Neighborhoods+-Connections-.pdf>).

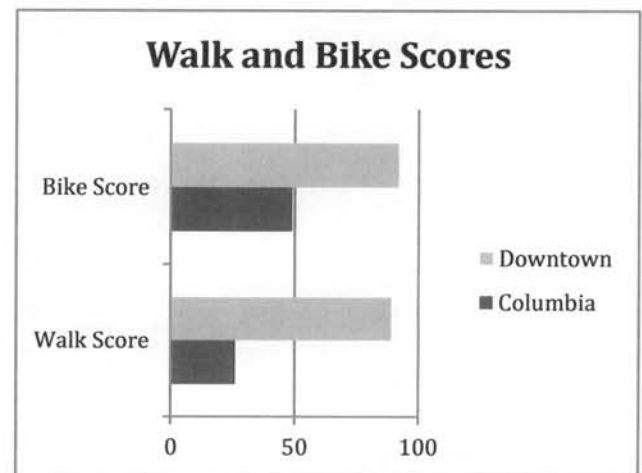
Cautions – The population tends to skew younger due to the university population.

6.3 Mobility

Walk and Bike Scores



Living in Columbia, University of Missouri



Rationale – A vibrant downtown ensures that residence and businesses are accessible by non-motorize transportation.

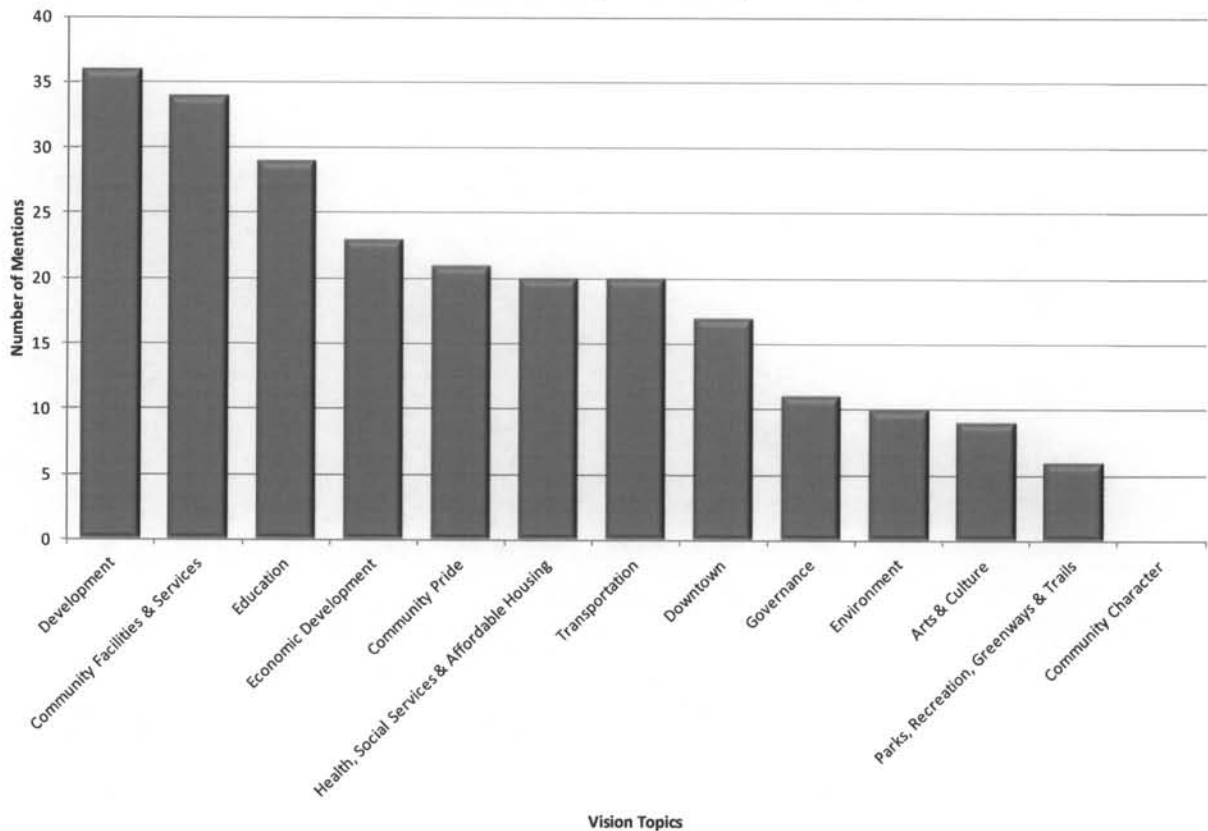
Data Explanation – Walk Scores measures walkability on a scale from 0 - 100 based on walking routes to destinations such as grocery stores, schools, parks, restaurants, and retail. Bike Scores measures bike accessibility on a scale from 0 - 100 based on bike infrastructure, topography, destinations and road connectivity.

Data Source – Walkscore.com

Cautions – N/A

City of Columbia Vision Commission Media Mention Report – May 2014

Media Mentions by Vision Topic - May



The Columbia Vision Commission tracks media coverage of Vision Topics every month to determine visibility and interest in the wider community through the major media sources (Columbia Tribune, KOMU, Columbia Missourian, etc.). The Commission categorizes each article or mention into the Vision topics that it best fits into, which could be one or multiple topics.

The vision topics that received the most mentions in the media for May, as observed by the Commission, were **Development** with 36 mentions, **Community Facilities & Services** with 34 mentions, and **Education** with 29 mentions. The major media events that occurred in relation to Development is the Opus Agreement renegotiations and surrounding events, sewer upgrades in Downtown and other parts of Columbia, and future planning of infrastructure upgrades. Community Facilities & Services includes discussions of a proposed property tax increases to fund public safety initiatives, police department hiring and promotions, and the cost of building the 911 center. Education mentions were the negotiations and approval of the new teacher's contracts, college and high school graduations, and increased funding for the University of Missouri System.

Other major media mentions that were discussed in other topics was a discussion of an increase in sales tax for Boone County Parks, construction on Highway 63 bridges, and discussions on the 'ban the box' proposal by the Violence Task Force.