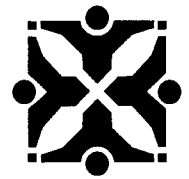


# City of Columbia

701 East Broadway, Columbia, Missouri 65201



**Agenda Item Number:** R 63-15

**Department Source:** City Manager

**To:** City Council

**From:** City Manager & Staff

**Council Meeting Date:** 4/6/2015

**Re:** The District Gateway Master Plan

## Documents Included With This Agenda Item

Council memo, Resolution/Ordinance, Exhibits to Resolution/Ordinance

**Supporting documentation includes:** None

## Executive Summary

Staff has prepared for Council consideration a resolution of support for the District Gateway Master Plan

## Discussion

At the March 16th pre-Council work session, the District Gateway Master Plan was presented to Council. Katie Essing, CID Executive Director, requested Council support of the project. This support/partnership will aid in grant funding opportunities for the project.

This resolution indicates Council's support of the project.

## Fiscal Impact

Short-Term Impact: n/a

Long-Term Impact: n/a

## Vision, Strategic & Comprehensive Plan Impact

Vision Impact: Arts and Culture, Community Character, Downtown

Strategic Plan Impact: Health, Safety and Wellbeing

Comprehensive Plan Impact: Mobility, Connectivity, and Accessibility

## Suggested Council Action

Council motion to approve the resolution.

## Legislative History

n/a

# City of Columbia

701 East Broadway, Columbia, Missouri 65201



*Chris Rhodes*

Department Approved

*W. W. W. W.*

City Manager Approved

Introduced by \_\_\_\_\_ Council Bill No. R 63-15

**A RESOLUTION**

expressing support for The District Gateway Master Plan.

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF COLUMBIA, MISSOURI, AS FOLLOWS:

SECTION 1. The City Council hereby expresses support for The District Gateway Master Plan, 2014, prepared by Arcturis + A Civil Group + Via Partnership, marked "Exhibit A" and attached hereto and made a part hereof.

ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2015.

ATTEST:

\_\_\_\_\_  
City Clerk

\_\_\_\_\_  
Mayor and Presiding Officer

APPROVED AS TO FORM:

\_\_\_\_\_  
City Counselor



**THE DISTRICT GATEWAY MASTER PLAN**

The District, Columbia, MO



**ARCTURIS** +  
together we create

**A CIVIL GROUP  
VIA PARTNERSHIP**



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# ACKNOWLEDGEMENTS

## THE DISTRICT

**CARRIE GARTNER**, EXECUTIVE DIRECTOR

**ERIN FORD**, ASSISTANT DIRECTOR

**JOSHUA WRIGHT**, MARKETING  
COORDINATOR

## DESIGN TEAM

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**GABRIEL PRESLEY**, ARCTURIS

**TROY GUZMAN**, ARCTURIS

**JAY GEBHARDT**, A CIVIL GROUP

**CODY DARR**, A CIVIL GROUP

**MERIDITH MCKINLEY**, VIA PARTNERSHIP

## THE GATEWAY DESIGN COMMITTEE

**BLAKE DANUSER** - BUSINESS OWNER,  
BINGHAMS

**ADAM DUSHOFF** - BUSINESS OWNER,  
ADDISON'S

**CHRISTINA KELLEY** - BUSINESS OWNER,  
MAKES SCENTS

**MIKE MCCLUNG** - BUSINESS OWNER,  
QUINTONS

**JENNIFER PERLOW** - BUSINESS OWNER,  
PS GALLERY

**CLYDE RUFFIN** - SENIOR PASTOR, SECOND  
BAPTIST CHURCH

**LARRY HUBBARD** - DIRECTOR OVER  
PLANNING, DESIGN, AND CONSTRUCTION,  
UNIVERSITY OF MISSOURI

**SALLIE COLEY** - DIRECTOR, EVENTS,  
PROTOCOL & DESIGN, COLUMBIA COLLEGE

**RICHARD PERKINS** - PROJECT MANAGER,  
STEPHENS COLLEGE

**JOHN GLASCOCK** - CITY OF COLUMBIA,  
DIRECTOR OF PUBLIC WORKS

**BRENT GARDNER** - CHAIR, DOWNTOWN  
LEADERSHIP COUNCIL



# INTRODUCTION

The District Gateway Master Plan project was initiated to create a vision for Downtown Columbia which would help to define the physical boundaries of the area and strengthen the existing brand of The District. The master plan was envisioned to be based on analysis of existing conditions, engagement of local stakeholders and the understanding that the gateways would enhance the civic identity of Downtown Columbia.

The master plan effort was initiated and lead by The District, the downtown community improvement district (CID). The District developed a gateway committee which produced an initial set of goals for the gateway master plan. These goals included the following:

- Create four gateways into the downtown that serve to define the area.
- Draw people into The District
- Further The District brand

The committee envisioned the plan to incorporate numerous design elements, including but not excluding the following:

- Signage
- Landscaping
- Creative Elements such as lighting and artwork
- Pedestrian friendly infrastructure

An initial intent of the gateway master plan was to develop design solutions for gateways which reflect the hip, active and artistic feel of The District. The committee emphasized the use of the existing District brand in the gateways and wayfinding elements for the project. The District brand of the logo and colors where to be incorporated where possible.

The planning process was started in the Fall of 2013 with a review of existing plans, aerial photographs and an on-site analysis of Downtown Columbia. A project initiation meeting was conducted with the gateway committee to confirm project goals and process. A visioning session was also conducted with the gateway committee to solicit initial ideas for the gateway. Some of the comments received included having gateways which reflected the arts and spirit in downtown to something more sculptural, like the Jamboree sculpture near the Boone County courthouse. Committee members mentioned past gateway efforts over the past 15 years which emphasized the column icons of the University of Missouri and the County Courthouse. There was much discussion regarding the use of columns in a gateway. While some committee members stated that columns were over used in Columbia, many also stated that columns were a strong icon for people outside of Columbia.

The consulting team then conducted an site analysis of the downtown to determine the locations for gateways and a hierarchy of wayfinding. The Site Analysis is summarized as follows:

The site analysis determined to locate the east and west gateways, on Broadway which is the main road to and through downtown. A small parcel at the southeast corner of Providence and Broadway, owned by the City, would be utilized as part of the west gateway. The north and south gateways would be located on 9th Street near Elm for the south gateway. The north gateway would be located on 10th Street near Ash Street and the public property of the bus transit center. The planning process determined to keep all proposed gateway elements on public property. Staying within the public realm would keep from needing easements or the buying of property for the gateways.

The master planning process moved forward with the development of master plan alternatives. The design team developed three concepts and then worked with the Gateway Committee to refine the concepts into plans for presentation to the public. The concepts were developed based on the initial input from the committee, site analysis and the project program. The three concepts developed into the master plan alternatives are summarized below:

- **Education Concept:** Showcase Columbia as an university town and the center of education for the region and State of Missouri.
- **Energy Concept:** Present Columbia as a dynamic, vibrant and eclectic center of art, entrepreneurship, music, people and life.
- **The Hub Concept:** Celebrate Columbia as the epicenter of culture, commerce and education in the region and in the State of Missouri.

A public meeting, Facebook page and on line surveys were used to solicit comments from the public. These forums for input and discussion from the public revealed a favor for The Hub concept yet with some elements of the Education concept, as the preferred plan to move towards finalization. Comments from the public and the committee also suggested a more traditional narrative but with more modern aesthetic.

The master plan process utilized the input from the public to produce a final master plan which showcases The District and Columbia as a Hub for culture, education, commerce in the state. The master plan was developed with into a final plan with detail designs and plans for each of the gateway areas. The gateway areas are summarized below:

West Gateway Plaza: A plaza at the southeast corner of Broadway and Providence Road for a signature gateway and public space.

East and West Gateways: Medians, light columns, landscaping and pedestrian improvements, on Broadway, at the east and west ends of Broadway.

North and South Gateways: The north and south gateways would be similar in narrative and materials as the east/west gateways, however reduced in scale. The gateways would be at the north and south ends of The District along 9th and 10th streets.

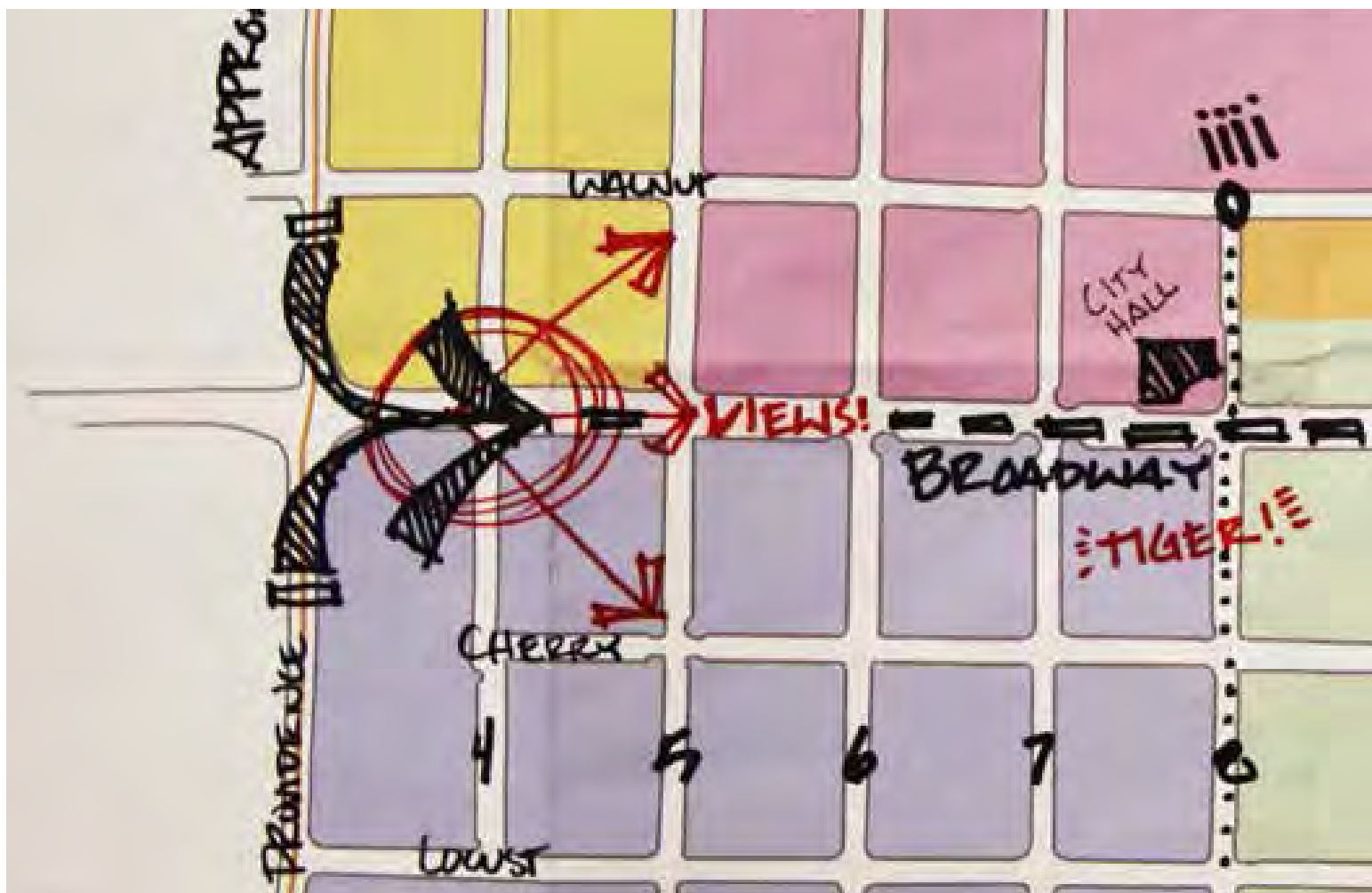
The Hub Story Gateways: The Hub Story gateways allow for numerous stories to be told regarding Downtown Columbia, local citizens, artists, businesses and institutions.

A second public meeting was conducted to present the final master plan. The meeting along with the Facebook page and on line survey allowed the public to comment on the proposed plan. The response was very positive for the final master plan, with many supportive comments received from the meeting attendees, Facebook postings and the on-line surveys.

The final master plan report was finalized with implementation and funding strategies included. The master plan report was formatted for ease of use in funding applications whether through public agencies or private foundations. The District Gateway Master Plan will evolve as the plan is implemented over time. The report will serve as the basis for the implementation.

The final plans for The District Gateways Master Plan were developed to produce a vision which will celebrate The District and enhance the civic identity of Columbia. Utilizing sound analysis, public input, creative design and technical expertise, the master planning process has developed a thorough gateway plan which allows for a hierarchy of identity and wayfinding for The District.





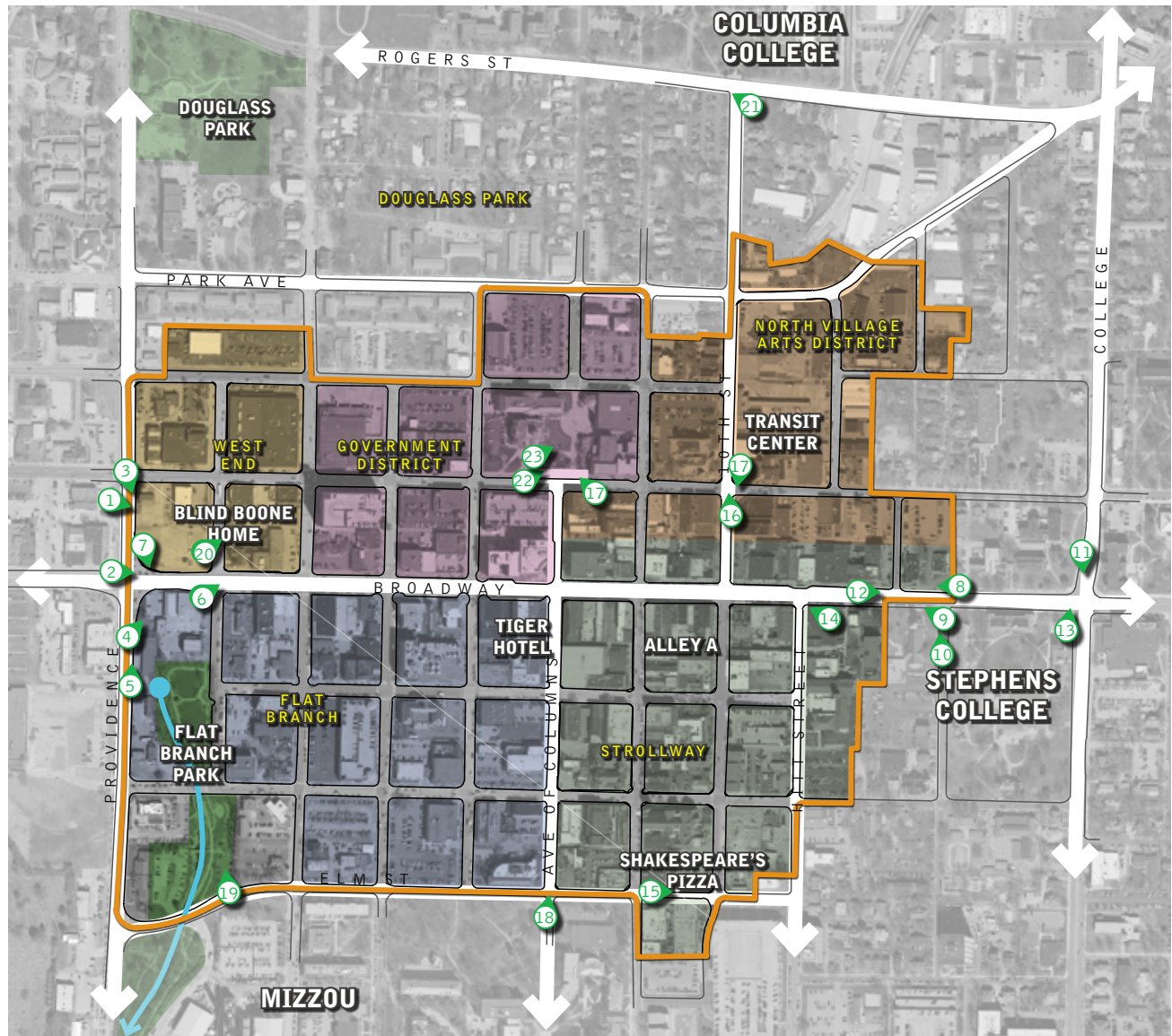


## SECTION 1

### INVENTORY AND ASSESSMENT

## SECTION 1

### STUDY AREA CONTEXT



The project area consists of Downtown Columbia within the boundary of The District. The District boundary (seen above as an orange line) is internally bisected by Broadway. The west and east extents of the District are book-ended by Providence Road and College Avenue respectively. Broadway is the commercial and social spine of The District with a myriad of shops and restaurants, and a healthy volume of pedestrian street activity. Providence and College differ greatly from Broadway in that they are auto-centric arterial roads which support vehicle movements from I-70 to Stadium Boulevard to the south.

Within the framework created by these higher volume roads are a series of smaller areas with their own distinct identity. The District south of Broadway is comprised of Flat Branch to the west, and Strollway to the east. These areas are largely

influenced by the proximity of the University of Missouri ("Mizzou") immediately to the south and Stephen's college to the east. These areas are defined by University buildings, student housing, and shops and restaurants catering to a younger demographic.

To the north of Broadway are two of Columbia's distinct neighborhoods and the government district. West End is the historical black neighborhood and North Village Arts District is home to many of Columbia's creative class. The Government district bisects these two neighborhoods and supports Columbia and Boone County's governmental functions. Just north of this area is Columbia College, surrounded by single family homes and student housing.



## INVENTORY AND ASSESSMENT

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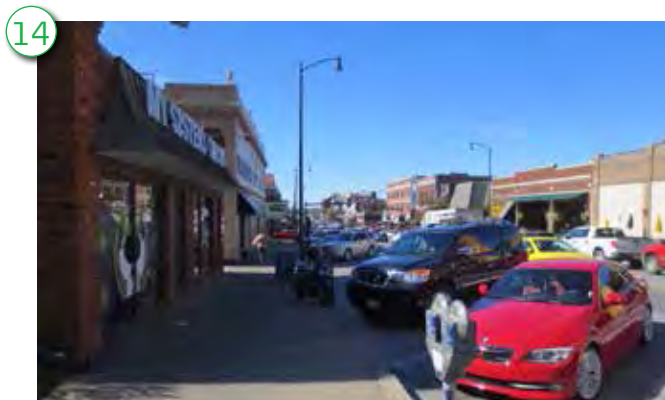
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Reference page 8 for photo location

## SECTION 1

### STUDY AREA CONTEXT



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## INVENTORY AND ASSESSMENT

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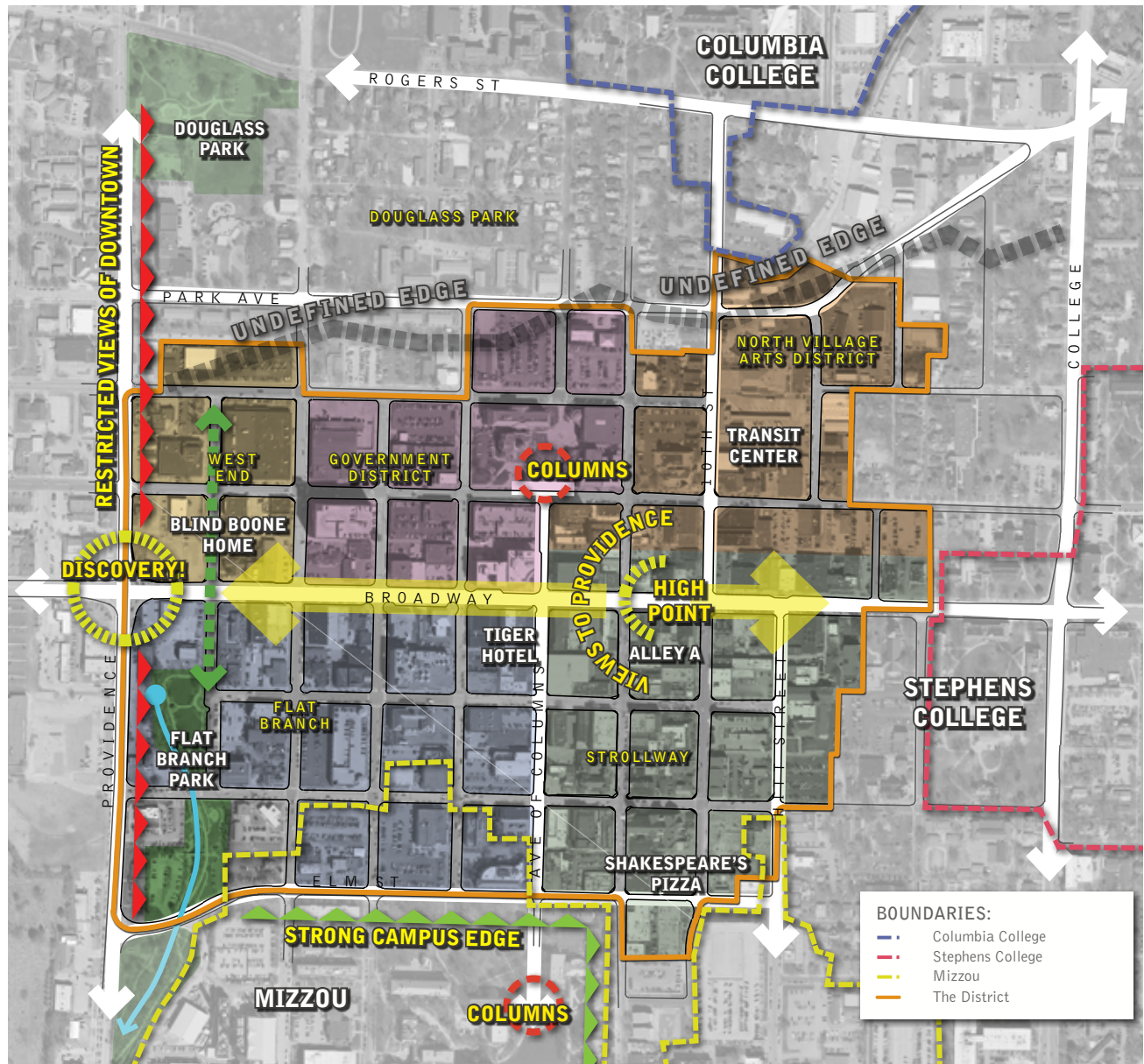


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## SECTION 1

### STUDY AREA ANALYSIS



Broadway is the heart of The District and the District is the hub of Columbia. The District is the center of activity in Columbia and is supported along its perimeter by strong civic institutions including Mizzou, Stephen's College, Columbia College, and the City and Boone County government facilities.

The District's is located near a high point and it commands spectacular views to the west. The shops and restaurants located along Broadway are a key gateway for new visitors to the district who gravitate towards the vitality of the downtown area. Once downtown, those visitors are exposed to the existing wayfinding system within downtown.

#### PROVIDENCE AND BROADWAY

Providence nearing downtown is an unpleasant cluster of outparcel development, narrow sidewalks, overhead utilities, and signage. Broadway's elevated location would otherwise be very visible from Providence, but is blocked and generally unnoticed by the previously mentioned visual barriers. Any established visual cues along Providence making visitors aware of Downtown have been lost amongst the clutter.

College Avenue is much calmer visually than Providence in that the land uses which border it are primarily institutional. College Avenue provides a north/south connection, from the

## INVENTORY AND ASSESSMENT

North End Village; through Stephen's College; to the Mizzou campus. These land uses, combined with the distance between College and Downtown almost entirely mask Downtown's presence.

### SOUTH OF BROADWAY

The area south of Broadway is dominated by Mizzou, Stephens College and many shops and restaurants. Flat Branch Park is located along the western edge of this area along Providence. This park includes a trail head that leads cyclists to and from the statewide Katy Trail System. Unfortunately, Flat Branch Park is concealed by low density commercial along Providence and with limited visibility. Additionally, no on-street, or off-street bicycle facilities connect this trailhead to the rest of Downtown Columbia.

The southern edge of The District is dominated by Mizzou. The campus boundary overlaps The District for a handful of blocks, but the presence of the park-like campus south of Elm Street creates a strongly defined edge. Signage within this area is Mizzou-centric and monument signs exist both at the intersections of Elm and Providence, and Elm and 9th.

The eastern edge of this area blends the campuses of Mizzou and Stephen's College with the fabric of downtown. Student Housing is intermingled with mixed-use urban buildings and student-oriented shops and restaurants. There is no threshold within this area which delineates a boundary between the campuses and the District.

### NORTH OF BROADWAY

The area to the north of Broadway is dominated by the Government district, Columbia College, and the neighborhoods of West End and North Village Arts District.

The Government District is connected to Mizzou by the Avenue of Columns (8th Street). This street has a unique identity that is focused around the classical columns of the original Boone County Courthouse, and the columns located within Mizzou's campus in front of Jesse Hall. The columns are one of the strongest visual connections to the City of Columbia for visitors. The location of these two sets of columns are visible to one another and tie together the civic (and institutional) entities that support Downtown Columbia.

The Government District is comprised mostly of civic land uses, parking garages, and surface parking lots catering to the daily commuters. The land uses within the Government District are mainly civic & commercial

The West End neighborhood is the historic black neighborhood

of Columbia. This area retains little of its historic character as it evolved with many infill commercial buildings and parking structures. The home of John William 'Blind' Boone is located on 4th Street and is undergoing restoration. Blind Boone was a famous ragtime composer and former slave whose home is a connection to the accomplishments and character of the former neighborhood.

The North Village Arts district is located northeast of the Government District. This area is a traditional neighborhood which is situated between Columbia College to the North and Stephen's college to the south. This area is well known as the primary home of Columbia's art community. The buildings vary in style and use.

### OPPORTUNITIES

The primary gateway opportunities are at the intersections of Providence and Broadway and at Waugh and Broadway. Secondary opportunities are present to the north at 10th and Ash Street, and to the south at 9th and Elm Street.

The area at Providence and Broadway would have the biggest impact as a gateway because of its exposure along Providence, and the visual connection to downtown. The land available for improvements in this area includes both an area owned by the city and the area within the ROW.

Broadway at Providence has a very wide ROW and it currently includes inefficient angled parking. In addition, this area is lacking in basic pedestrian safety and comfort improvements. This deficit creates a void between downtown and Providence that discourages pedestrian interaction.

The following pages illustrate the potential opportunity areas listed above.

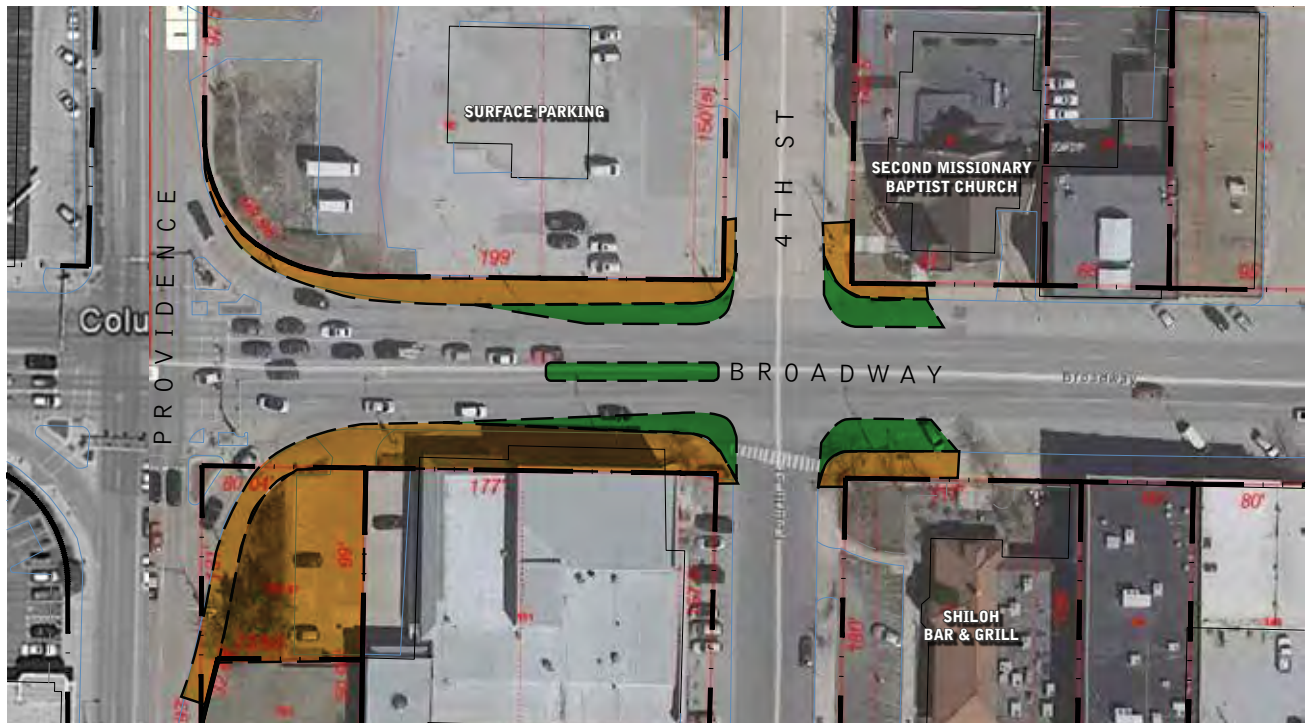


# SECTION 1

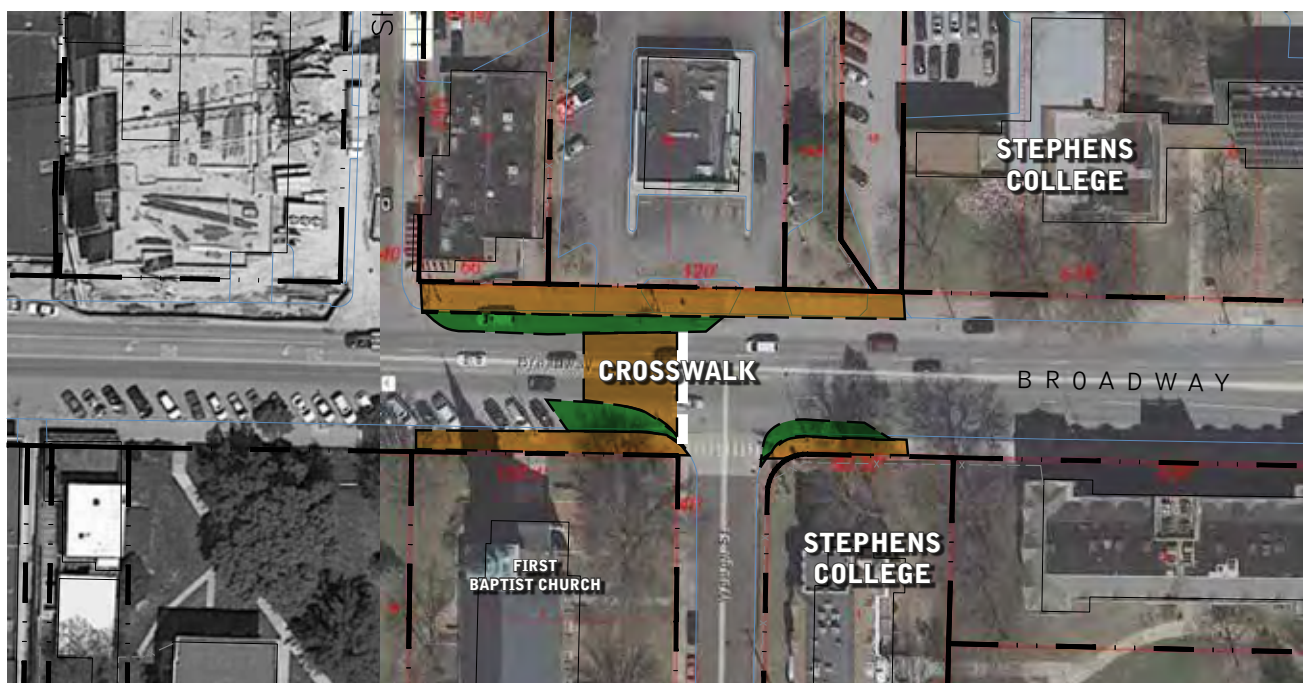
## OPPORTUNITIES

- RIGHT OF WAY (R.O.W.)
- EXISTING OPPORTUNITIES
- POTENTIAL OPPORTUNITIES (WITHIN R.O.W.)

PRIMARY: WEST - BROADWAY & 4TH/PROVIDENCE



PRIMARY: EAST - BROADWAY & WAUGH

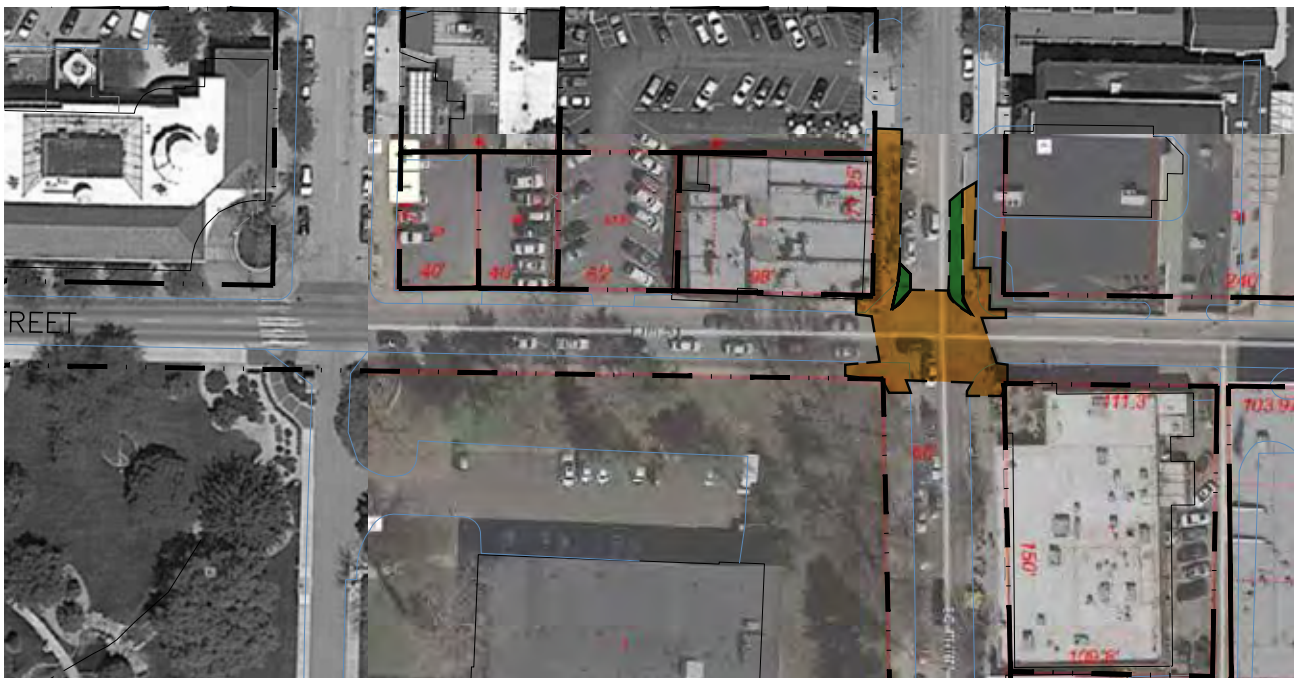


# INVENTORY AND ASSESSMENT

SECONDARY: NORTH - 10TH & ASH ST.



SECONDARY: SOUTH - ELM & 9TH









## SECTION 2

### MASTER PLAN ALTERNATIVES

## SECTION 2

### PRECEDENTS



The master plan alternatives were developed based on the master plan program, input from the selection committee, the site inventory/analysis and design factors. The process for producing the alternative plans utilized key factors which consider everything from aesthetics to liability.

In the development of the alternatives, the design team cross checked various gateway design concepts with these factors to help in the decision making process for the alternatives. The key design factors include the following:

- Scale and Proportion
- Public Safety
- Durability/Maintenance
- Visibility during Day/Night
- Funding and Program Requirements
- Message/Narrative
- Connectivity
- Bicycle and Pedestrian Accessibility
- Civic Identity
- Cost/Constructibility

The alternatives applied the considerations of the design factors to the existing conditions for the gateways at the east and west ends of Broadway, in Downtown Columbia. Emphasis was placed on the east and west gateways since

they were identified as the major gateways into The District. The design team used precedent images of other gateways, plazas and public art features from around the world to help initiate conversation regarding potential ideas for Downtown Columbia.

The alternatives development was also cognizant to keep all proposed gateway ideals within the public realm. All proposed alternatives utilized public street right-of-ways, public sidewalks or public property. Staying within the public realm prevented the need for easements or buying property. It also helped to minimize impacts to private property.

The following pages illustrate the three concept master plan alternatives developed and presented at the initial public meeting. The three concepts are summarized below:

- **Education Concept:** Reflect Columbia as a university town and education center for the region and state.
- **Energy Concept:** Showcase a dynamic Columbia as the creative center of art, entrepreneurship, music, people and life.
- **The Hub Concept:** Celebrate Columbia as the epicenter of culture, commerce and education in the region.



## MASTER PLAN ALTERNATIVES



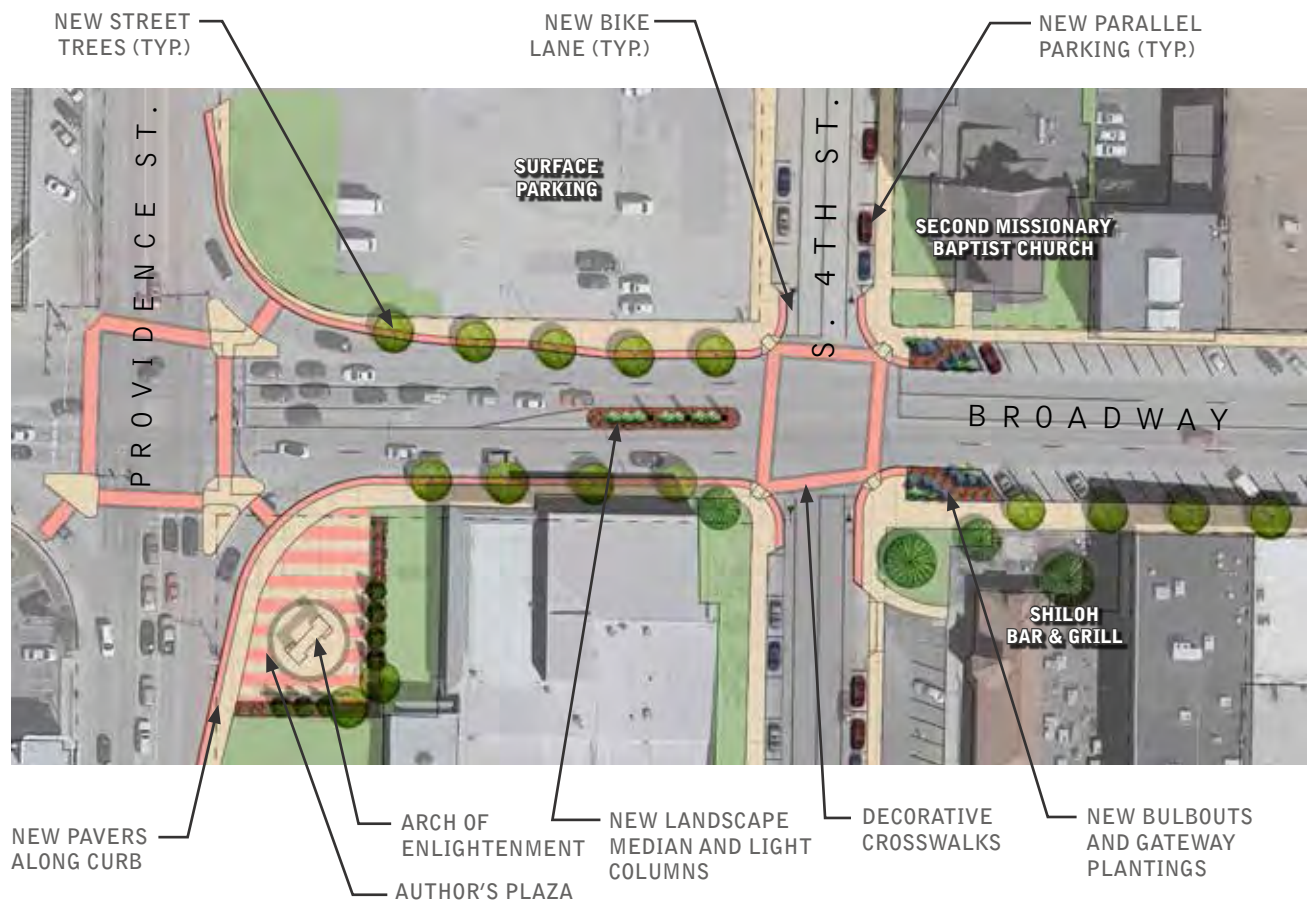


## SECTION 2

### CONCEPT 1 - EDUCATION

WEST GATEWAY - BROADWAY & PROVIDENCE ST.

REFLECT COLUMBIA AS A UNIVERSITY TOWN AND  
EDUCATION CENTER FOR THE REGION AND STATE.



# MASTER PLAN ALTERNATIVES

## EAST GATEWAY - BROADWAY & WAUGH ST.



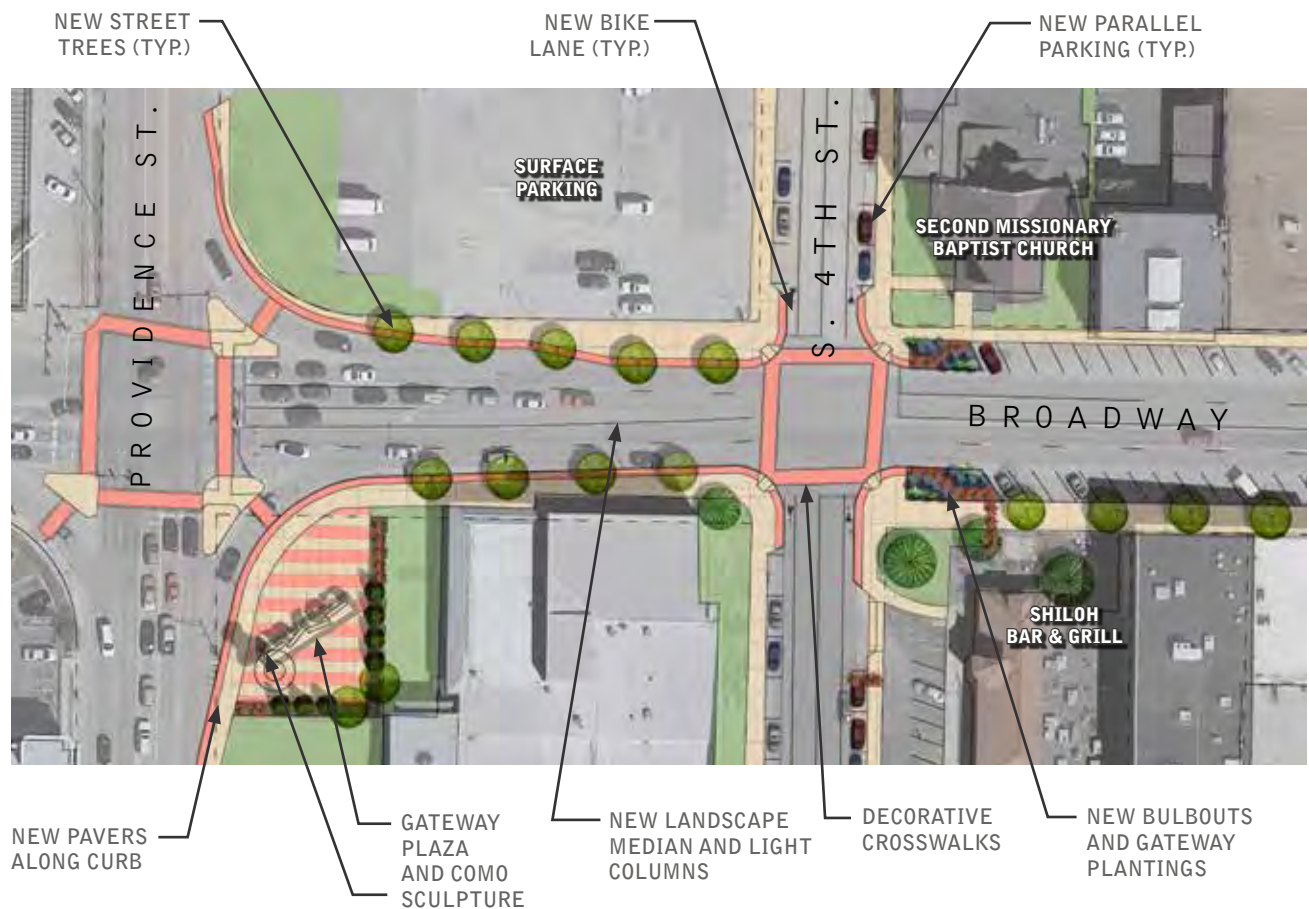


## SECTION 2

### CONCEPT 2 - ENERGY

WEST GATEWAY - BROADWAY & PROVIDENCE ST.

SHOWCASE A DYNAMIC COLUMBIA AS THE CREATIVE CENTER OF ART, ENTREPRENEURSHIP, MUSIC, PEOPLE AND LIFE.



# MASTER PLAN ALTERNATIVES

## EAST GATEWAY - BROADWAY & WAUGH ST.



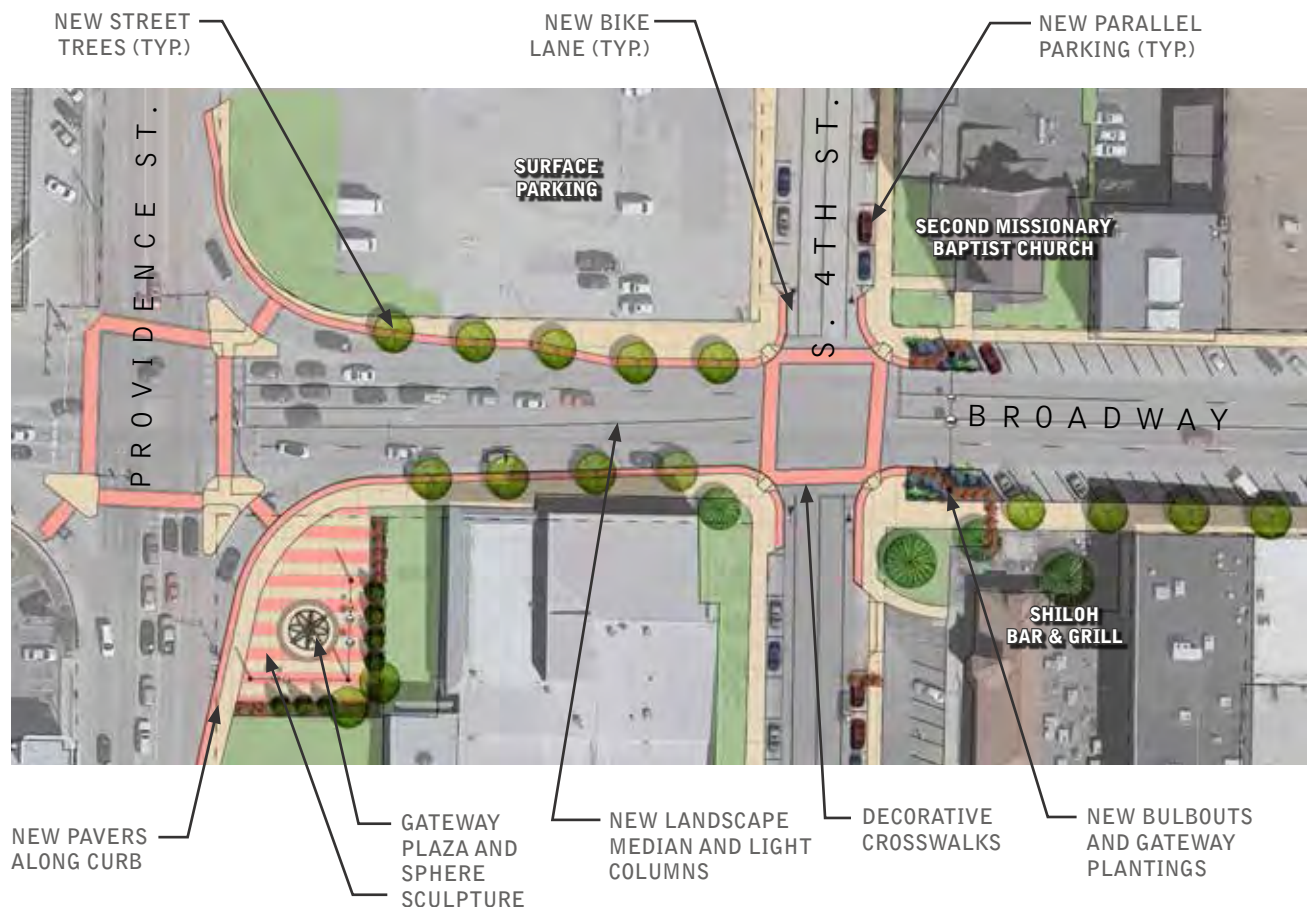


## SECTION 2

### CONCEPT 3 - THE HUB

WEST GATEWAY - BROADWAY & PROVIDENCE ST.

CELEBRATE COLUMBIA AS THE EPICENTER OF CULTURE, COMMERCE AND EDUCATION IN THE REGION.



# MASTER PLAN ALTERNATIVES

## EAST GATEWAY - BROADWAY & WAUGH ST.



## SECTION 2

### MASTER PLAN ALTERNATIVES SUMMARY

The master plan alternatives task was concluded with a direction of having gateway which were dynamic yet more traditional in materials, finish and narrative. The three alternatives all utilized the public realm of Broadway for the East and West Gateways, along with the public property at the southeast corner of Broadway and Providence Road.

Each alternative concept utilized a distinct narrative and unique design elements to express the narrative. The three respective alternatives sought to showcase Downtown Columbia as a vibrant and progressive neighborhood for culture, commerce, entertainment and art.

Concept One – Education: Reflect Columbia as the university town and education center for the region and state.

Concept Two – Energy: Showcase a dynamic Columbia as the creative center of art, entrepreneurship, music, people and life.

Concept Three – the Hub: Celebrate Columbia as the epicenter of culture, commerce and education in the region.

The public response to the alternative concepts favored The Hub and Education concepts. While the Energy concept had some passionate supporters, most of the public did not favor the concept elements of the iconic thumbtack sculpture and the COMO narrative or brand. The public meeting, on-line surveys and social media responses revealed that many wanted a more traditional narrative and traditional design elements.

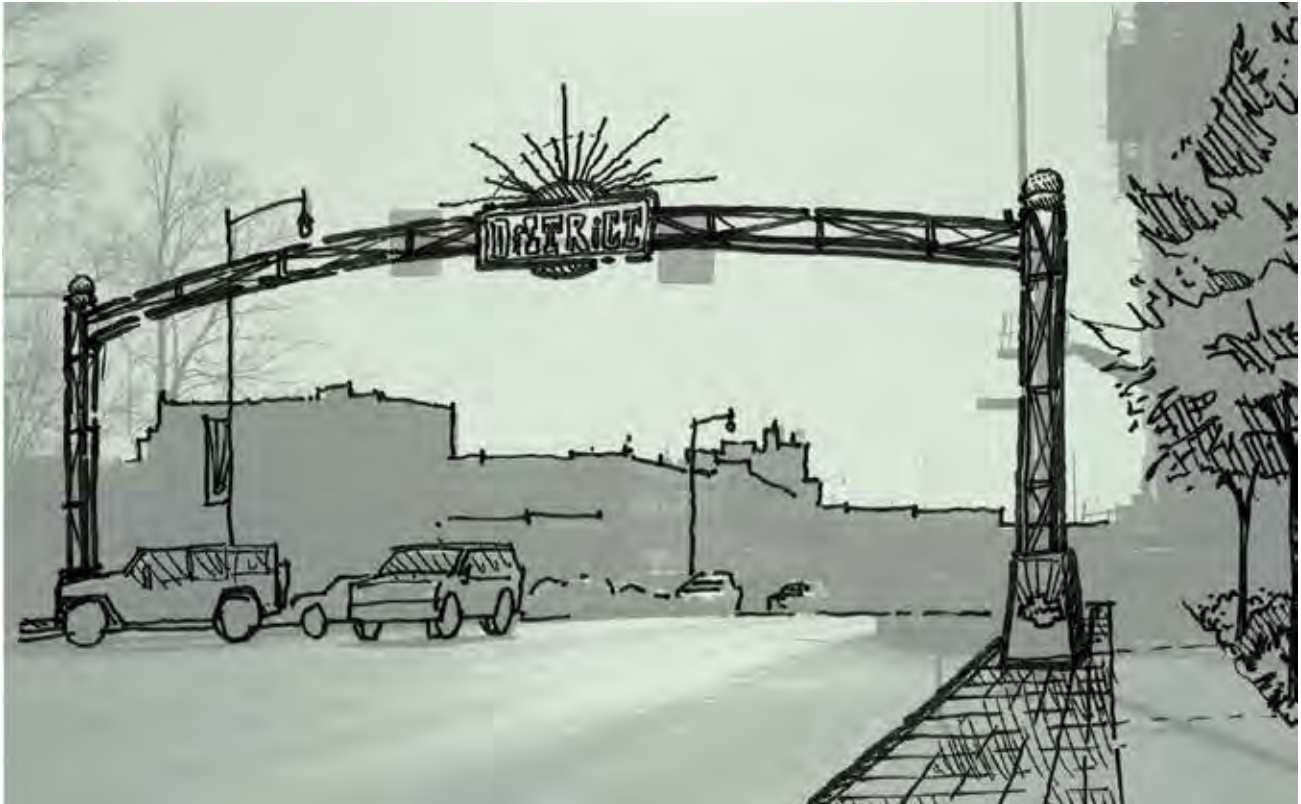
Overall The Hub concept alternative was favored the most, with many also liking the Education Concept. Collectively, the decision was made to further The Hub concept alternative, but utilize elements of the Education concept such as the light columns and tribute to Missouri's academic/literary legacy. The preferred design aesthetic was to keep the narrative more traditional, such as using the name COLUMBIA and some form of a column, yet use more modern materials.

The public meeting and on-line responses helped to reveal the project to the broader Columbia community: The master plan alternatives generated much public debate which gave the project an excellent amount of visibility.



# MASTER PLAN ALTERNATIVES

Early concept sketches for gateways across Broadway









### SECTION 3

#### FINAL MASTER PLAN



## SECTION 3

### WEST GATEWAY PLAZA AND WEST GATEWAY



#### FINAL MASTER PLAN

The Hub Concept was the selected master plan alternative following the initial public meeting and online comment period. This concept emphasizes downtown Columbia as a Hub for culture, commerce and education both in the City of Columbia as well as in the State of Missouri. The concept was developed into a final Master Plan with detail designs for the respective gateway areas. The final plan prescribes a hierarchy of gateways placed strategically throughout the city. Those elements in order of magnitude are as follows:

- **West Gateway Plaza:** A signature plaza at the southeast corner of Broadway and Providence. The plaza would be the largest and most visible of all the gateways.
- **East and West Gateways:** Medians, sculpture, landscaping and pedestrian improvements on Broadway at the east and west ends at Providence and Waugh. The east and west gateways would be slightly smaller in scale than the West Gateway Plaza.
- **North and South Gateways:** The north and south gateways would be similar in narrative and materials as the east/west gateways, however reduced in scale. These two gateways would be at the north and south ends of The District along 9th and 10th streets.

#### DESIGN CONCEPT

THE HUB CONCEPT SHOWCASES DOWNTOWN COLUMBIA AS THE CENTER OF THE COMMUNITY AND COLUMBIA AS THE CENTER FOR CULTURE, EDUCATION AND COMMERCE IN THE STATE.



- **The Hub Story Gateways:** The Hub Story gateways allow for numerous stories to be told regarding Downtown Columbia, local citizens, artists, businesses and institutions. The gateways would be the smallest in scale and the narrative would be more specific to it's location (i.e. the story of theatre in Columbia, next to The Missouri Theater on 9th Street)

The common element in each of the Gateways is a light column. The column is reflective of the historic architectural columns, a symbol of the City of Columbia and the University of Missouri. While some early discussion from the public and committee spoke of the over use of the column icon, others noted that it was a very strong icon well known by locals and visitors alike. During the master plan process, the column continued to gain support as a critical element of the gateway composition. The design of the column emphasized a more modern aesthetic with just a base and shaft and no capital at top. Also, the use of concrete and metal cladding with iconic images also helped to give the columns a more sculptural appeal.

## WEST GATEWAY PLAZA

The West Gateway Plaza is located at the southeastern corner of Broadway and Providence. This plaza was chosen for this location for a number of reasons. First, this intersection is very busy for both vehicles and pedestrians alike. The intersection is the key moment of discovery for most who are traveling to Downtown from Interstate 70. The plaza is also elevated above the intersection due to natural topography. This elevation allows for a sense of separation and security for pedestrians within the plaza and also heightened visibility from Providence and Broadway. In addition, the plaza is located on property that is owned and underutilized by the City of Columbia.

The plaza design is focused around a large sculptural orb. This orb is a hub for the plaza and all other elements within the plaza relate to it. The pavement and stairs within the plaza radiate outward from this orb. The angles of the stairs and pattern in the pavement point to various civic, recreational, historical, and cultural destinations throughout Downtown Columbia.

The sculptural orb also serves a dual purpose as the "O" of Columbia. The large letters spelling out "Columbia" are both a welcome sign, statement, and sculpture. These letters are intended to be interacted with. They can be climbed on or sat upon. The sculptural orb is envisioned to be a fusion of letters forming various phrases relating to Columbia or quotes from famous Missourians.

The back of the plaza is accentuated by three large sculptural columns. These columns tie into the established imagery of Columbia as previously mentioned. They add height and prominence to a space which competes against many distracting urban elements. The columns are envisioned to be perforated with the signatures or quotes from famous Missourians.

The sculptural orb, letters, and columns are intended to be brightly lit at night. The colorful lighting will add emphasis and energy to the space while reflecting Downtown's vibrancy.

## EAST AND WEST GATEWAYS

The East and West Gateways are very similar in both design and location. The western gateway is located at the intersection of Broadway and 4th Streets. The eastern gateway is located at the intersection of Broadway and Waugh. Their location is intended to create a bookending effect for Downtown Columbia with their striking visual presence at both ends of Broadway. These Gateways are comprised of two elements; streetscaping and sculpture.

The proposed location of the gateway sculptures are within medians in the middle of Broadway. Unlike the majority of Downtown along Broadway these two intersections have not seen streetscaping improvements in recent years. Due to a wide Right of Way (ROW) and antiquated head-in angled parking, these two areas present great opportunities for improvement without altering adjacent private property. The streetscape design for both intersections includes the following:

- **Medians:** serve as traffic calming and platforms for sculptural elements
- **Bulb-outs:** traffic calming, shortened pedestrian crossings, and landscaping opportunity.
- **Decorative crosswalks**
- **ADA improvements:** updated existing crosswalks and sidewalks to current accessibility standards
- **Street Trees:** serve to enhance walkability and beauty of Broadway.

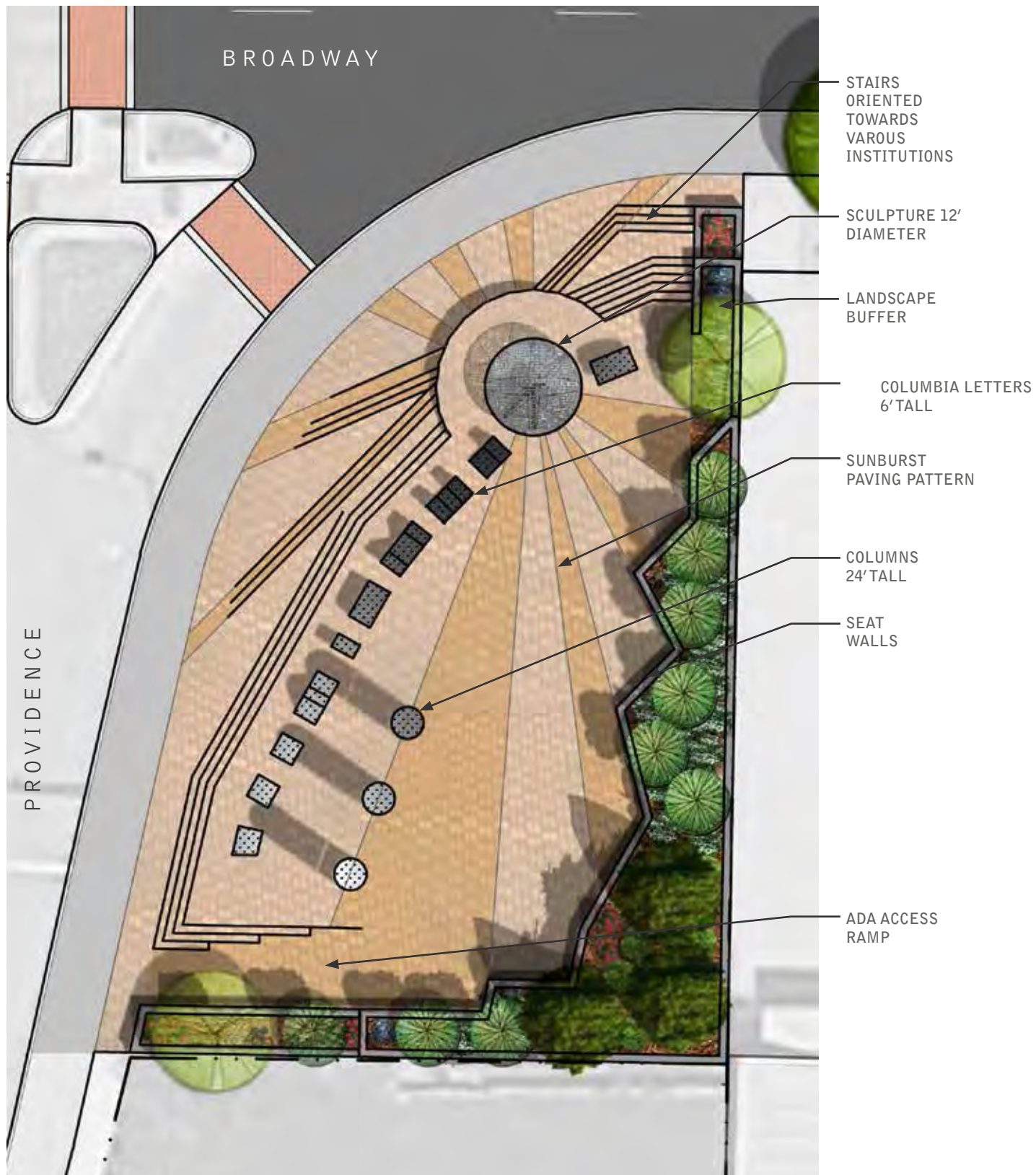
The improvements at 4th and Broadway include the following additional design elements:

- **Bike lanes:** along 4th street with connection to flat branch park

The medians of both gateways are accentuated by three large columns each. These columns are smaller versions of what is proposed for the west gateway plaza but are intended to be of the same style and material. The columns would be brightly lit at night and engraved with iconic images.

## SECTION 3

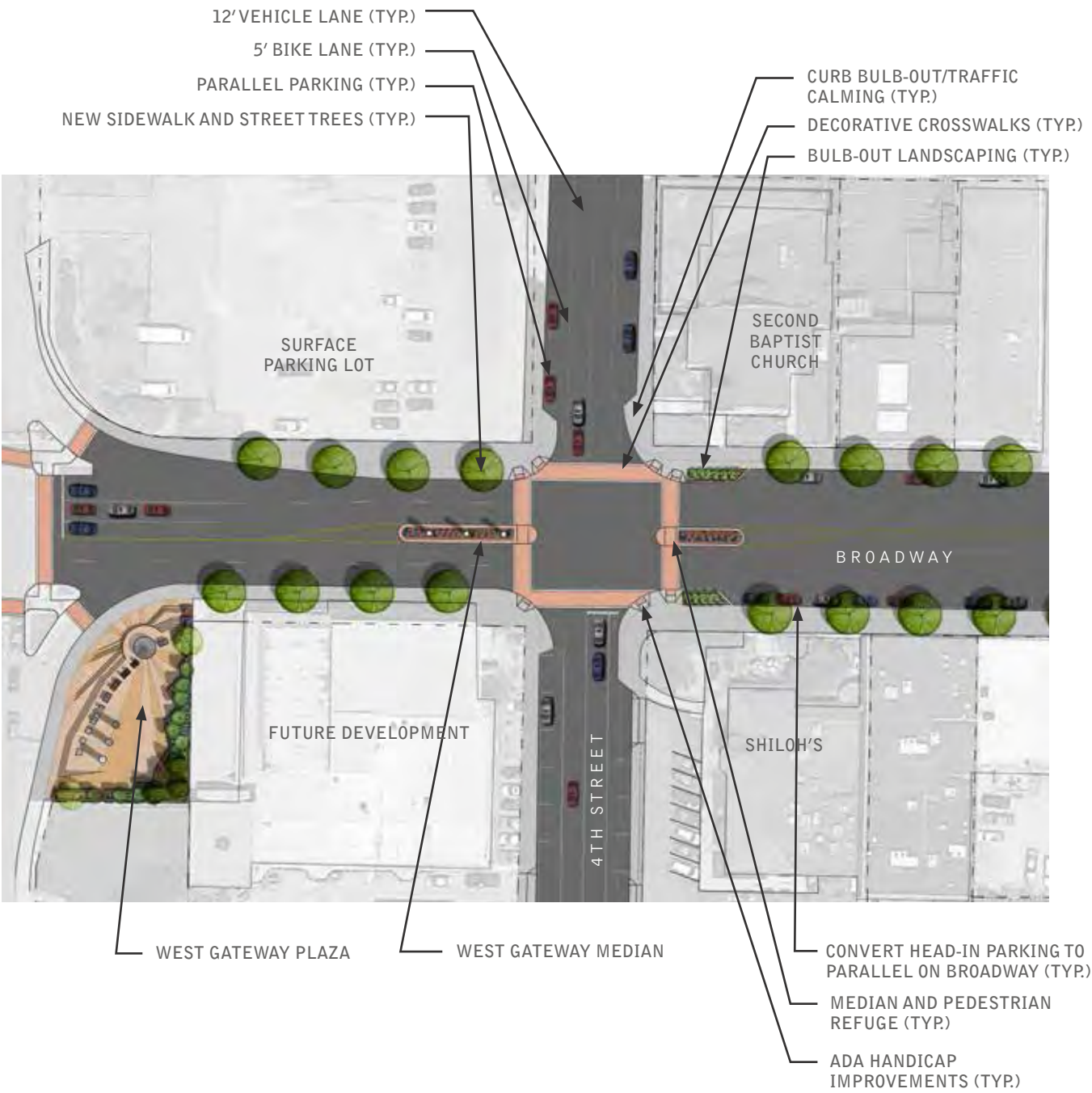
### WEST GATEWAY PLAZA





# FINAL MASTER PLAN

## WEST GATEWAY



## SECTION 3

### WEST GATEWAY PLAZA





WEST GATEWAY PLAZA





## SECTION 3

### WEST GATEWAY PLAZA



WEST GATEWAY PLAZA





## SECTION 3

### WEST GATEWAY PLAZA





WEST GATEWAY PLAZA



WEST GATEWAY PLAZA IS:

- INTERPRETIVE
- REFLECTS THE COLUMBIA COMMUNITY
- FOSTERS CIVIC IDENTITY
- A PLACE TO CELEBRATE LIFE'S MILESTONES
- GATHERING SPACE
- FOCAL POINT

## SECTION 3

### WEST GATEWAY PLAZA



#### WEST GATEWAY PLAZA COLUMN DETAILS:

- Internally illuminated columns with engraved signatures unique to distinctive Missourians.
- 24'-high x 4'-wide diameter.
- Pays tribute to Missourians who have contributed to the arts, literature, science, education and commerce.
- Fun & interactive sculpture
- Brightly lit and colorful



WEST GATEWAY PLAZA





# FINAL MASTER PLAN

## WEST GATEWAY



Perspective looking east on Broadway at 4th Street

### WEST GATEWAY IMPROVEMENTS INCLUDE:

- **Medians:** serve as traffic calming and platforms for sculptural elements
- **Bulb-outs:** traffic calming, shortened pedestrian crossings, and landscaping opportunity.
- **Decorative crosswalks**
- **ADA improvements:** updated existing crosswalks and sidewalks to current accessibility standards
- **Street Trees:** serve to enhance walkability and beauty of Broadway.
- **Bike lanes:** along 4th street with connection to flat branch park
- **Three Sculptural columns:** The columns would be brightly lit at night and engraved with iconic images. The columns are 24' in height as measured from the pavement of Broadway. They are 2' wide and sit on a concrete plinth. This plinth protects the medians in the unfortunate event of a vehicle collision. The top of this plinth is planted with a variety of flowering plant material appropriate for this application.



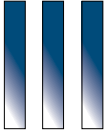
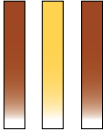
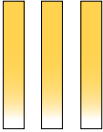

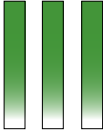
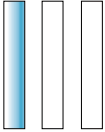
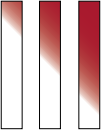
SECTION 3

**WEST GATEWAY**  
BROADWAY AND FOURTH

**EAST GATEWAY**  
BROADWAY AND WAUGH



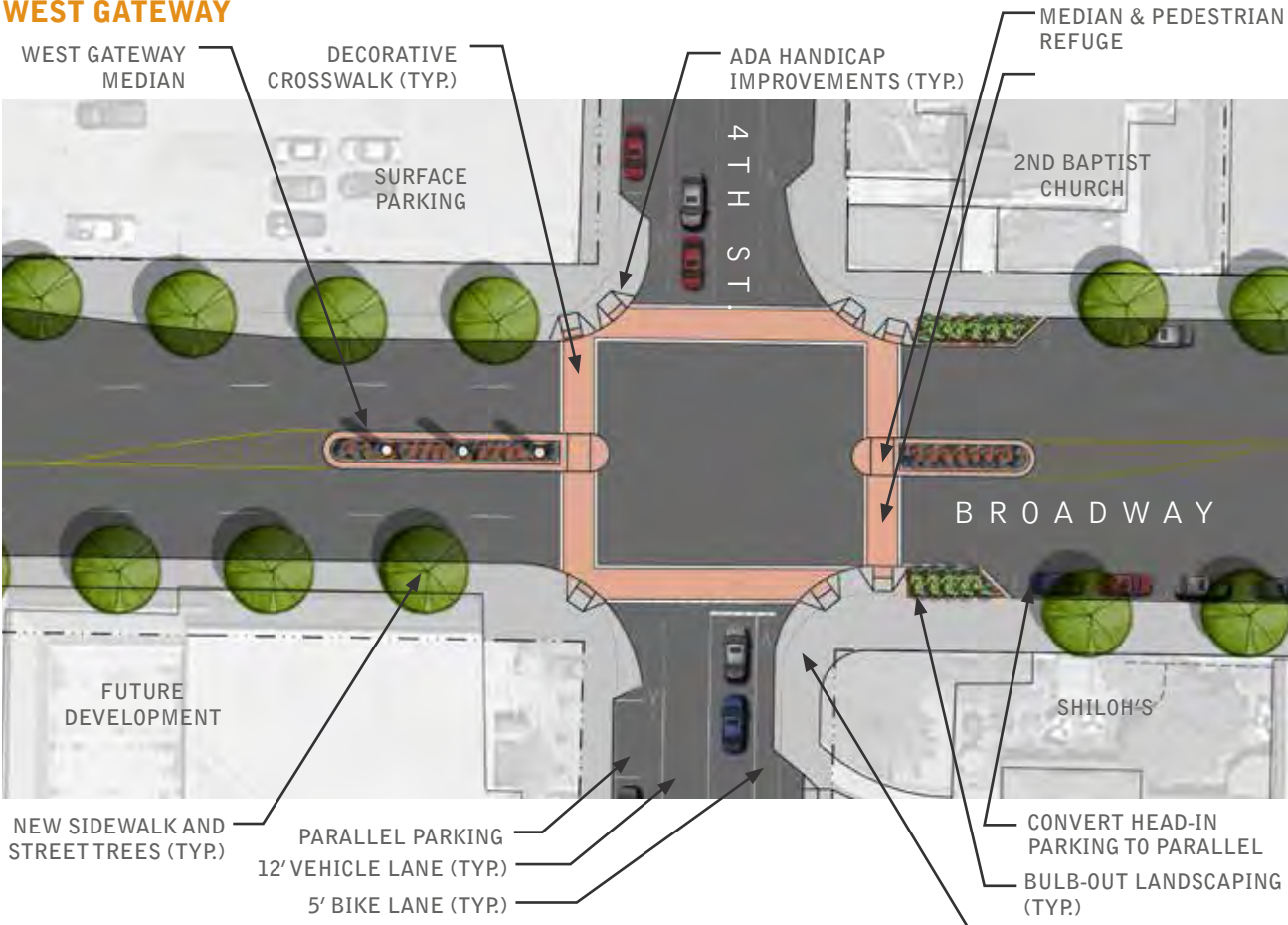
COLUMN LIGHT COMBINATION EXAMPLES

						
COLUMBIA COLLEGE	STEPHENS COLLEGE	MIZZOU	CHRISTMAS	ST. PAT'S	4TH OF JULY	TRUE/FALSE

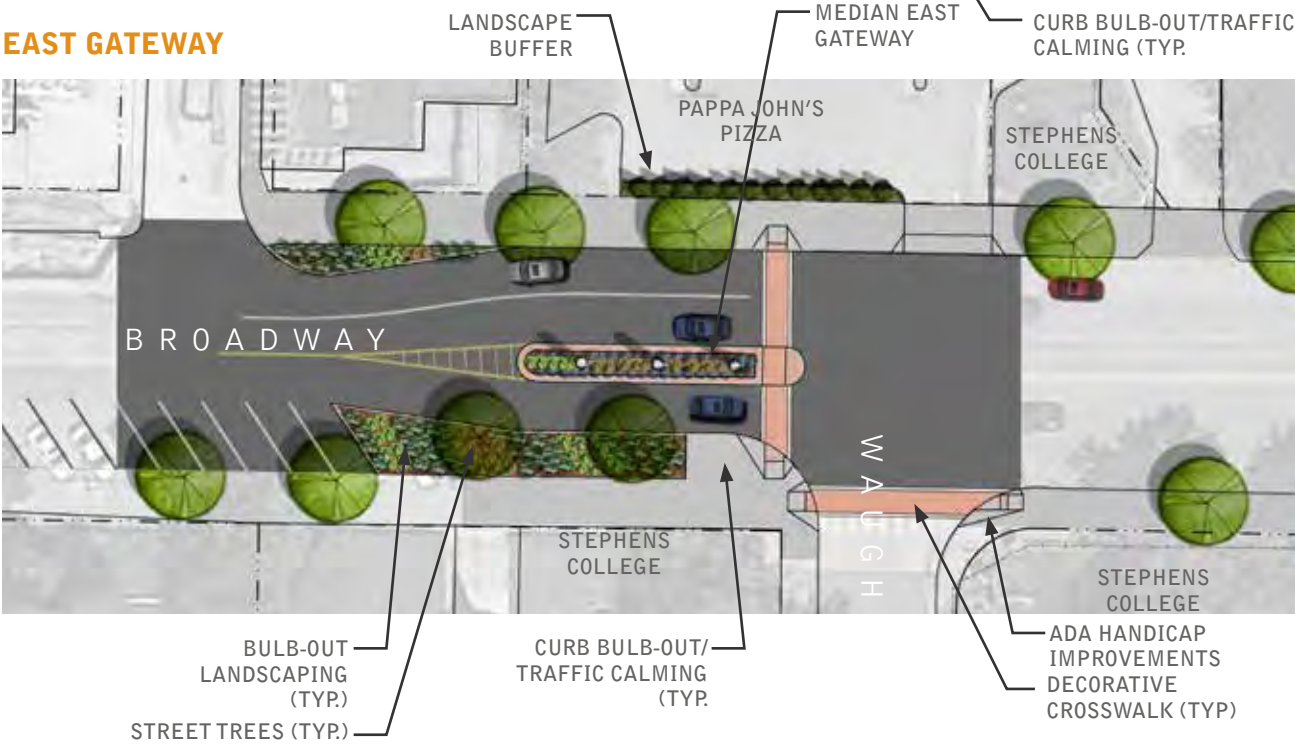


FINAL MASTER PLAN

WEST GATEWAY

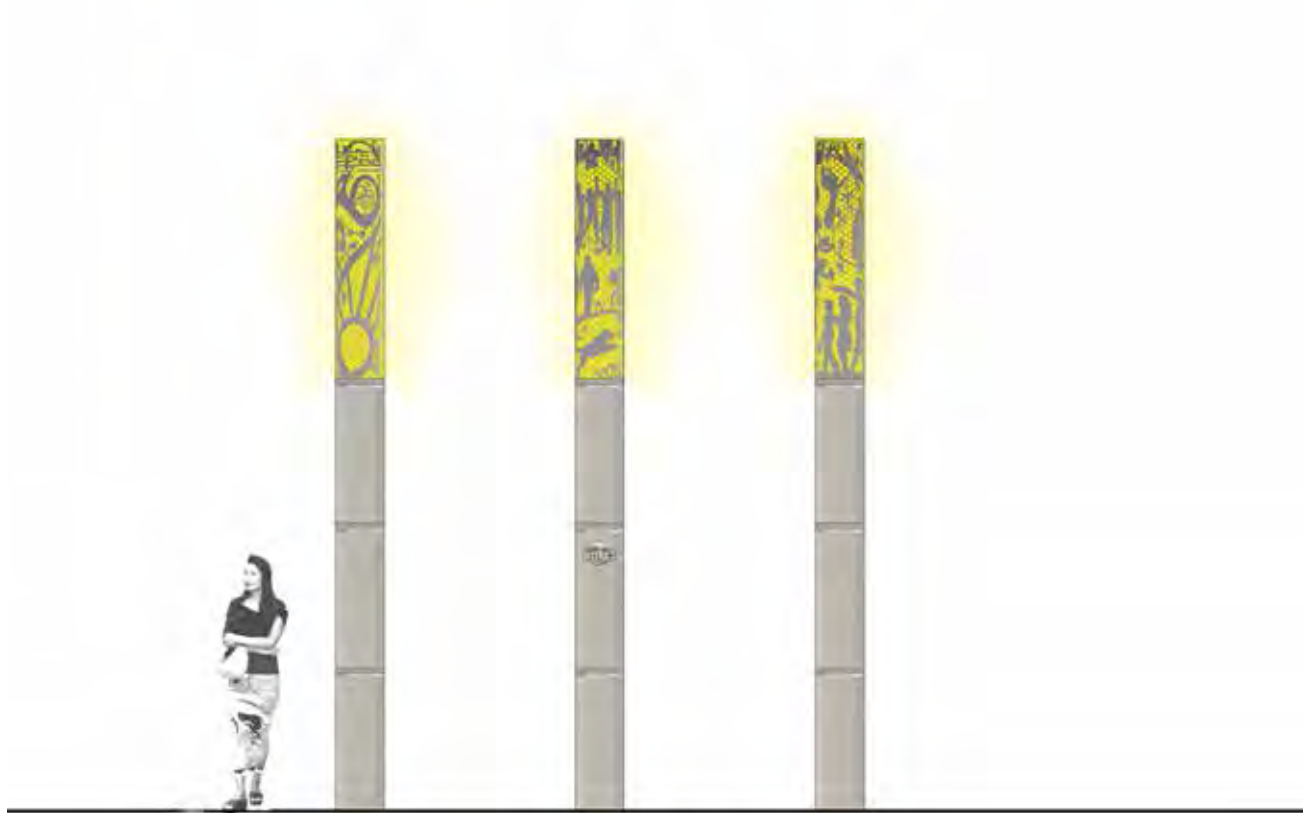


EAST GATEWAY



## SECTION 3

### NORTH AND SOUTH GATEWAYS



#### NORTH AND SOUTH GATEWAYS

The north and south gateways are intended to be a smaller, pedestrian scale, versions of the three columns introduced in the east and west gateways. These columns have the flexibility to be installed easily along the curbline of most streets. They act as a common marker for the district and an opportunity for the artistic expression of the local context.

The Final Master Plan proposes two initial installation locations, one to the north, and another to the south of Downtown. The northern location at Ash and 10th Streets will welcome visitors to Downtown who use 10th Street by way of Columbia College. The second location is at 9th and Elm. This is a popular location due to the proximity of Shakespeare's Pizza, and the University of Missouri's campus.

The columns have the following characteristics:

- 15' in height and 2' in diameter.
- Durable material near the base - either metal or concrete.
- Lighting at the top of the columns.
- Metal cladding or other artwork at the top which can be customized for the context of each installation.

NORTH GATEWAY



SOUTH GATEWAY





## SECTION 3

### HUB STORIES



The east, west, north, and south gateways represent the overall character of Downtown Columbia as a whole through the use of columns. However, there are many smaller areas within the context of Downtown which have their own unique stories which are not as easily translated into columns.

The hub concept seeks to celebrate the unique characteristics of individual blocks or neighborhoods and tell their story through the design of orbs suspended over the street. This concept is a great opportunity for more local artists to become part of the gateway project.

The inspiration for the concept is based on the circular form of a Hub. It also ties directly into the visual language of the sculptural orb located with the West Gateway Plaza.

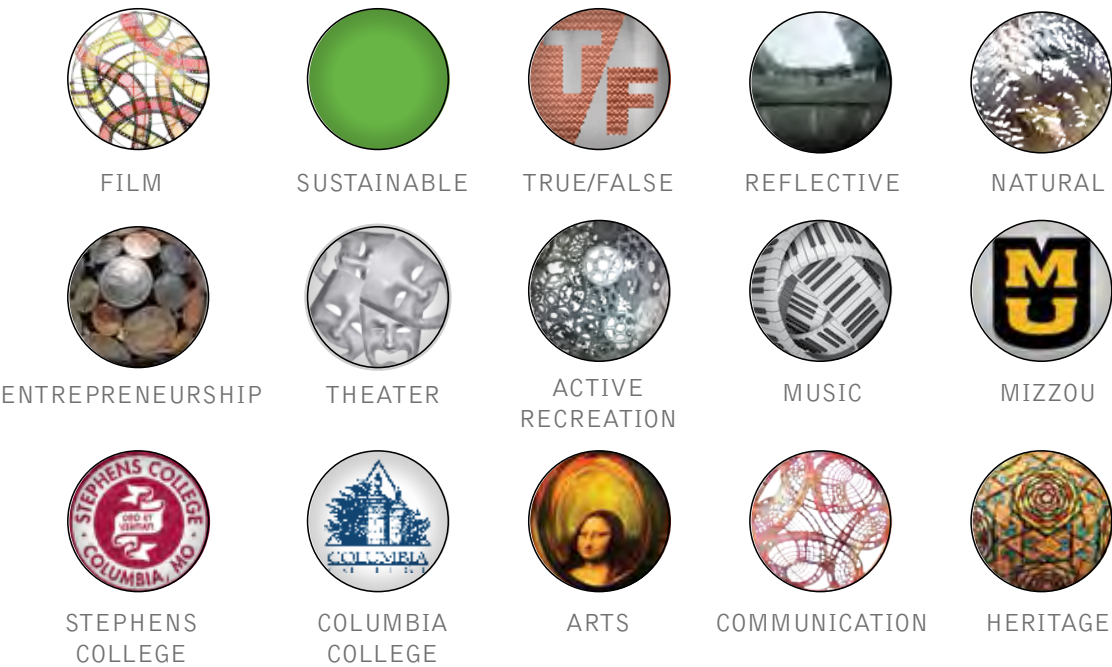
Each location will have a different design for the orbs, but the overall form of the supporting poles and artwork over the street will tie them all together as part of a larger identity for Downtown.

The District and the City will need to develop design parameters and a design review process. Installation and maintenance of the artwork will need to be managed as well.



Typical street cross section

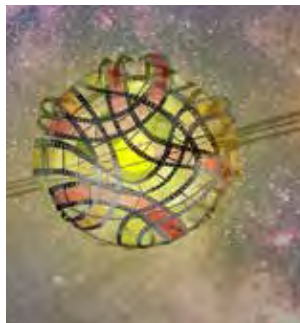
POTENTIAL HUB STORY CONCEPTS



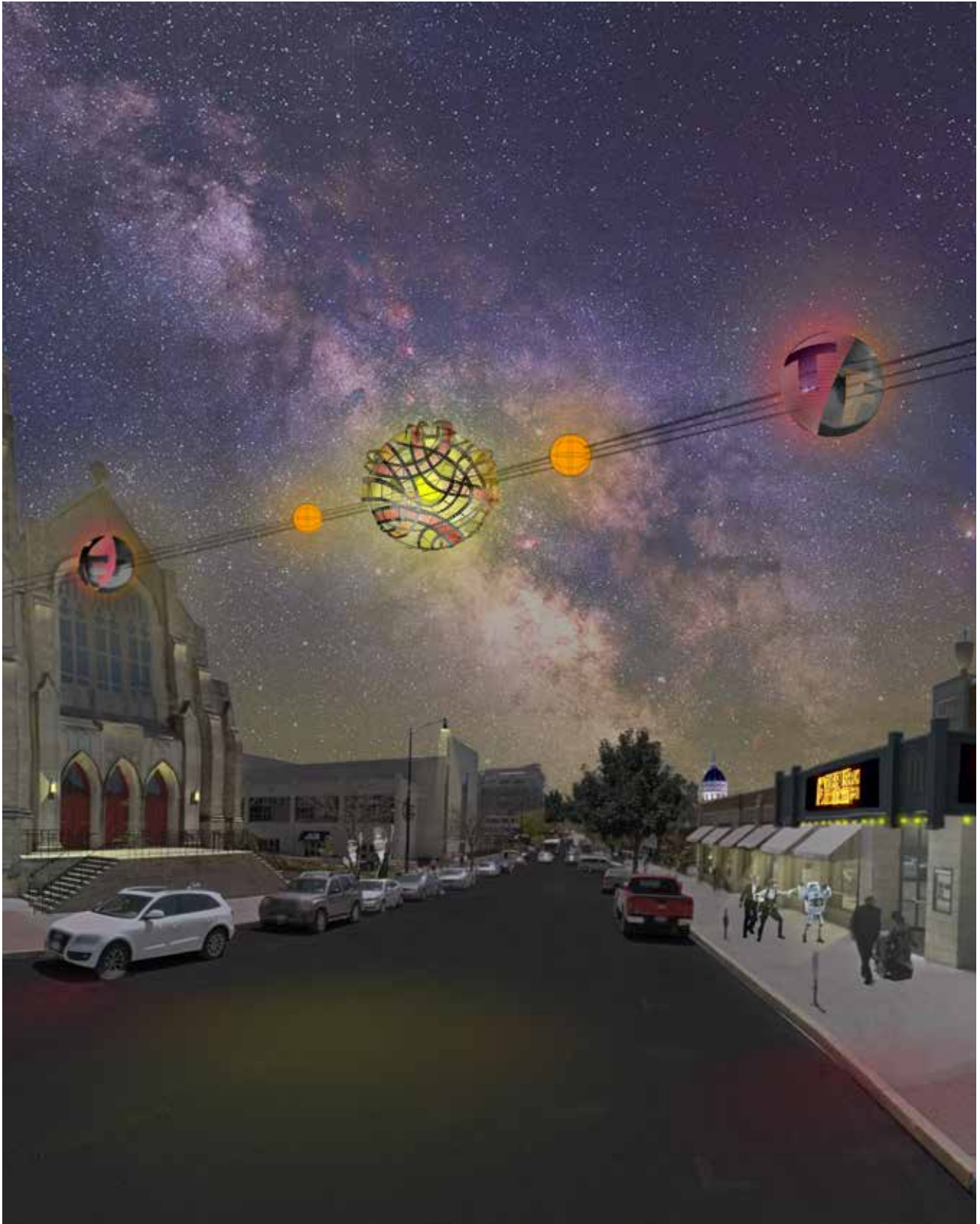


## SECTION 3

### HUB STORIES











## SECTION 4

### COMMUNITY ENGAGEMENT SUMMARY



## SECTION 4

### COMMUNITY ENGAGEMENT



Participants at the first public meeting discuss the design alternatives

#### INTRODUCTION

The Community Engagement for the The District Gateway Master Plan consisted of involving the gateway committee, public meetings, and social media. The strategy of the community engagement was to inform and engage the public to build immediate and long term support for the master plan.

#### GATEWAY COMMITTEE:

The Gateway Committee consisted of business and property owners, educational institution officials and civic leaders. The committee provided initial design and program direction to the design team. The committee relayed information regarding past gateway efforts; identity and wayfinding needs for downtown and goals for the gateway master plan process.

The design team conducted a visioning session with the Gateway Committee during the project initiation meeting in late October 2013, to solicit initial ideas and concepts for the gateways. The committee members reflected on gateway efforts over the past decade; the need for better identity and wayfinding; and supporting the existing District brand. The committee expressed the idea that the gateway should reflect the energy, vibrancy, entrepreneurship and heritage of Downtown and of the City of Columbia.

Subsequent meetings occurred with the gateway committee to review the various master plan components from the site analysis, master plan alternatives and final concept master plan. Meetings with the gateway committee occurred on December 17, 2013 and January 09, 2014 to review the master plan alternatives prior to the first public meeting. The committee met again on January 29 to review the public comments from the first public meeting, on line surveys and social media pages. The committee reviewed the public comments and gave direction for the development of the final plan. The gateway committee met again on February 20 to review the design and plans for the final concept master plan.

#### PUBLIC MEETINGS:

The master plan process utilized two public meetings to showcase the gateway master planning process and to solicit public comment on the various plan concepts. The public meetings along with the on-line surveys and social media pages allowed the gateway master plan project to be presented to hundreds of local citizens.

# COMMUNITY ENGAGEMENT SUMMARY

## PUBLIC MEETING #1

The first public meeting was held on January 16, 2014 to review the concept master plan alternatives. The meeting was held at the offices of the Regional Economic Development in Downtown Columbia.

The attendee register recorded 46 people and a few more were thought to have attended without signing the register. The public was given comment forms to write their comments/ thoughts on the various master plan alternatives. The meeting format utilized five stations in the meeting room to inform the public.

**Station 1-** Project Overview of goals, partners, project area

**Station 2-** What is a Gateway? Which showcased gateway precedents in other communities

**Station 3-** Existing Conditions, exhibited photos of the project areas and a site analysis graphic

**Station 4-** Gateway Alternatives, displayed three concept plans and support graphics

**Station 5-** Next Steps, comment form collection, listing of contact information, next steps of planning process

The meeting attendees were allowed to vote on their preferred alternative plan at Station 4. The station had three concept plans with support graphics of perspective sketches, detail plans and elevations. The three concepts are summarized below:

- **Education Concept:** Reflect Columbia as the university town and education center for the region and state.
- **Energy Concept:** Showcase a dynamic Columbia as the creative center of art, entrepreneurship, music, people and life.
- **The Hub Concept:** Celebrate Columbia as the epicenter of culture, commerce and education in the region.

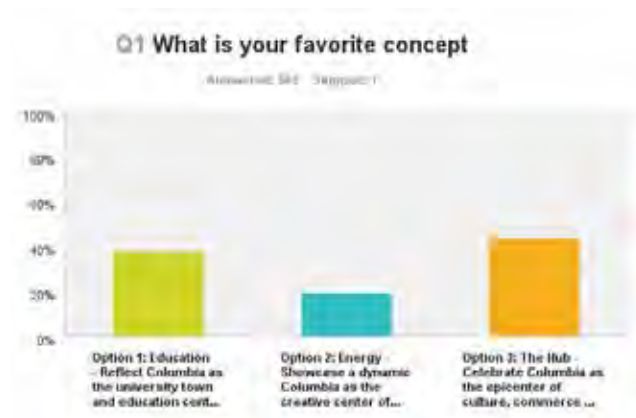
Meeting attendees were given a green dot sticker to place on their preferred concept. The Education Concept received the most "green dot" votes of 23 stickers. It was also noted by 12 meeting attendees that they favored the Education Concept on the comment forms. The Energy Concept received 5 green dot votes and 2 attendees noted on the comment forms that they favored the concept. The third concept, The Hub Concept, received 14 green dot votes from the public and 9 members of the public attendants stated on the comment forms that they favored the concept. Various members of the consulting team and gateway committee were present at each of the stations to solicit comment and answer questions from the public.



## SECTION 4

### PUBLIC MEETING #1 (CONT.)

Public Meeting #1: On Line Survey: An on-line survey presented the graphics of the first public meeting to reach a broader audience, allow the public to comment on the three concepts. The graphics and questions on the survey were exactly the same as those used at the public meeting. A total of 503 surveys were completed by the public over a two week period after the public meeting. A brief sampling of the on line surveys are listed below:



The on line surveys proved to be an efficient means of engaging numerous citizens regarding the concepts. The surveys revealed a slight favor by the public, for The Hub Concept over the Education Concept. Numerous comments were posted on the project Facebook page as well. While some comments regarding the concepts were impulsive and negative, many more postings had good suggestions, constructive criticisms and positive feedback.





# COMMUNITY ENGAGEMENT SUMMARY

## PUBLIC MEETING #2

The second public meeting was conducted for public comment on the final concept master plan. The meeting occurred on March 18, 2014. The register recorded 40 people attended the public meeting to review the draft concept master plan. Meeting attendees viewed the draft concept plan on a series of large graphic boards illustrating the concept in plan view, elevation and perspective views. Attendees received comment forms to list their thoughts on the master plan concept and for the general project.

The meeting attendees reviewed the final gateway master plan of The Hub Concept. A summary of the plan graphics, which the public reviewed, are listed below:

- **West Gateway Plaza:** A plaza at the southeast corner of Broadway and Providence Road for a signature gateway of a narrative and scale which would be very visible next to a very busy intersection. The plaza would consist of the large letters which spell out COLUMBIA with the focal point being the letter "O" as a sphere. The letters are backed by three large columns which pay tribute to Missouri's educational, literary, and scientific legacy.
- **East and West Gateways:** The gateways are would be landscape medians in Broadway at either end of The District. The medians will contain sculpture, landscaping and crosswalks.
- **North and South Gateways:** The north gateway would be at 10th and Ash Street; the south gateway would be on 9th Street near the Elm Street intersection. The gateways would be similar to the east/west gateways with light columns and landscaping.
- **The Hub Story Gateways:** The Hub Story gateways would be throughout Downtown with a simple composition of posts, cable and sculptural spheres suspended over the street. The boards illustrated various story themes (music, theater, active recreation, commerce, etc...) and a perspective illustration of what a Hub Story Gateway would look like on 9th street near the Missouri Theater.

The public input regarding the final gateway master plan was very positive. The meeting attendees expressed many positive comments regarding the gateway design elements. The public liked how the plan evolved from the alternative plans, incorporating The Hub concept with references to education. The overall design was thought to be more traditional in narrative yet modern and sculptural. The comment forms completed at the meeting were overwhelmingly positive regarding the master plan.



## SECTION 4

### PUBLIC MEETING #2 (CONT.)

Public Meeting #2: On Line Survey: An on-line survey presented the graphics of the public meeting to allow those who did not attend the public meeting to review the concept plan. A total of 100 surveys were completed by the public over a two week period after the public meeting. A brief sampling of the on line surveys are listed below:

Each of the public meetings garnered attention in the press, including the two daily newspapers, television stations and various websites.





# COMMUNITY ENGAGEMENT SUMMARY

## SOCIAL MEDIA

The Gateway Master Plan process identified early in the planning process that social media would be an effective communication tool to inform the public about the project and build support for the gateway master plan. The social media utilized for the project was Facebook and a project Facebook page was established in November 2013. The posting on the page informed the public on the project goals and showcased various topics from the site analysis of existing conditions to precedent images of gateways and art from around the world. The Facebook page received over 499 "likes". The page was heavily utilized and received numerous postings after each of the public meetings.

The Facebook page was used by many citizens throughout the master planning process. The public used the page to post ideas regarding the project and to give comments on proposed alternatives. The Facebook was a very effective resource to engage the public regarding the project and to build long term support for the master plan.



Thank you everyone who has commented on the Gateway Master Plan project. Your feedback is exactly what we wanted the graphics and plans to solicit. Please keep in mind that we are early in the master plan phase and there is time for revisions to the alternatives. We've posted all of our boards from the meeting for you to review. Soon we will have an on-line survey posted to provide additional comments. We are planning another public meeting in February to review the updated plans.

Thanks again! We couldn't do this without the great community of Columbia and the supporters of The District!







## SECTION 5

### IMPLEMENTATION



## SECTION 5

### IMPLEMENTATION

The District Gateway Master Plan is proposed to be implemented in phases as resources and schedules allow. The implementation of the various elements of the gateway is projected to take one to five years. The time period for implementation must account for collaboration with the City, building in the public right of way, approvals/permits and funding. Implementation will occur in phases as resources are available.

The master plan process concluded that the first phase for implementation should be the east and west gateways. These gateways have the visibility, location and narrative to create a dynamic civic identity for downtown Columbia. The east and west gateways are located in the public right of way of Broadway, a city street. Coordination with the City of Columbia regarding design standards, design, utilities, and permits will be required. The east and west gateways are comprised of landscape medians in Broadway, with landscaping, lighting, light columns, sidewalk and roadway improvements.

While the East and West Gateways are at either end of the Broadway on the edges of The District, the two gateways should be viewed as one project and should be designed, bid and constructed as one project.

As discussed earlier in the report, the East and West Gateways have equal priority and provide the enhancements at either end of Broadway (within The District) to define the gateway and borders of Downtown Columbia on Broadway.

The Hub Story Gateways are located throughout The District predominantly on local streets such as 9th Street or Ash Street. These streets usually have two lanes of traffic and parking on the curb. The master plan identified at least 12 different locations for The Hub Story Gateways. Because of the proposed design and smaller scale of The Hub Stories, implementation costs are minimal. These gateways also have limited impact on the adjacent infrastructure which helps with implementation.

The North and South Gateways are identified for phase two. The west gateway plaza will require more time to determine all design & construction issues such as soil quality, impacts to existing culverts, permitting, and etc. The time needed for site verification and the larger overall cost of the plaza has identified the west gateway plaza for phase three.

#### PHASE ONE – EAST AND WEST GATEWAYS

##### EAST GATEWAY:

• Demolition/Utilities/Traffic Control	\$42,140
• Street Improvements	\$81,730
• Median Improvements/Light Columns	\$217,346
• Final Design	\$23,885
• Mobilization/Contingency	<u>\$78,480</u>
Approximate Total	\$443,581

##### WEST GATEWAY:

• Demolition/Utilities/Traffic Control	\$48,400
• Street Improvements	\$113,025
• Median Improvements/Light Columns	\$227,580
• Final Design	\$27,230
• Mobilization/Contingency	\$89,472
Approximate Total	\$505,705

#### PHASE ONE – THE HUB STORIES GATEWAYS

##### HUB STORY GATEWAY:

• Demolition/Utilities/Traffic Control	\$1,155
• Sidewalk Improvements	\$1,000
• Hub Story Improvements/Spheres	\$10,140
• Mobilization/Contingency	<u>\$2,828</u>
Approximate Total	\$15,124

#### PHASE TWO – NORTH AND SOUTH GATEWAYS

##### NORTH GATEWAY:

• Demolition/Traffic Control	\$1,110
• Gateway Improvements	\$38,920
• Final Design	\$2,800
• Mobilization/Contingency	<u>\$9,210</u>
Approximate Total	\$52,040

##### SOUTH GATEWAY:

• Demolition/Traffic Control	\$1,110
• Gateway Improvements	\$38,920
• Final Design	\$2,800
• Mobilization/Contingency	<u>\$9,210</u>
Approximate Total	\$52,040

#### PHASE THREE - WEST GATEWAY PLAZA

##### WEST GATEWAY PLAZA:

• Site Demolition	\$75,180
• Street Improvements	\$29,650
• Plaza Improvements	\$795,140
• Final Design	\$62,997
• Mobilization/Contingency	<u>\$206,993</u>
Approximate Total	\$1,169,961

Note: All cost estimates are approximate and subject to revision. An annual escalator of 3%-5% should be applied to these estimates for future cost estimation



## IMPLEMENTATION

The funding for the various phases of The District Gateway Master Plan will require partnerships to creatively finance the many elements of the gateways. The master plan focused on locating the gateways within the public realm of streets and public property. This allows for funding the gateways through public infrastructure and public art programs.

The major portion of the funding for the gateways has been identified to come through transportation enhancement funds. The current transportation funding program is the Moving Ahead for Progress in the 21st Century Act (MAP-21) through the Federal Highway Administration (FHWA). The program for transportation enhancements are part of the Transportation Alternatives Program (TAP). This program is administered in Missouri by the Missouri Department of Transportation (MoDOT). Along with MoDOT, transportation funds in Columbia are distributed through the Columbia Area Transportation Study Organization (CATSO). Funding applications for the gateways will also require a Local Public Agency (LPA). The City of Columbia would be the best choice for a LPA and would partner with The District in applying for

the TAP funds. While enhancement funds are a very typical way of funding streetscapes and public improvement projects some specifics need to be considered: grants are reimbursable, a local match (20%) is required and certain construction elements are not eligible such as replacing existing sidewalks. Even with the various stipulations, the TAP funding program should be pursued because of the potential opportunity to fund a majority of the gateway projects.

Additional funding programs are listed below. The application dates and requirements may change, however the following programs are reliable sources for funding public improvement and public art projects.

The list below is only a few of the potential funding sources. Numerous other private foundations exist. However, the list below was selected based on experience, applicability and proximity to Columbia.

FUNDING PROGRAM/AGENCY:	TYPE:	APPLICATION:	NOTES:
<u>PUBLIC FOUNDATIONS/AGENCIES:</u>			
Missouri Development Finance Board	Bonds	Due by April 30 & September 30	Funds can be used for design and construction of public infrastructure projects. Apply to: Phase 3
City of Columbia Office of Cultural Affairs	Grant	Per Project	The public art program allows for a 1% of funds to be used for public art. Apply to: Phase 1
MAP-21 Trans. Alternatives Program (TAP)	Grant	Varies (usually Oct.)	Reimbursable grant through FHWA/MoDOT/Minimum of 20% local match; MoDOT provides 80% of construction costs; partnership with City will be needed. Apply to: Phase 1 & 2
<u>PRIVATE FOUNDATIONS/AGENCIES:</u>			
Community Foundation of Central Missouri*	Grant	Due by Aug. 30	Applicable under their Arts and Public Spaces category; maximum of \$3,000.
Allen and Josephine Green Foundation, Inc. *	Grant	Due by Sept. 13	Applicable under the Arts/Culture, Education and Public Benefit category; average grant of \$12,000. Apply to: Phase 1
ArtPlace America	Grant	Due by Dec. 12	Multiple step submittal process; amount requested must be \$50k-\$500k. Apply to: Phase 1, 2, & 3
Emerson Charitable Trust*	Grant	Varies	Applicable under the Civic and Arts/Culture categories. Amounts of grants vary. Apply to Phase 3
UMB Charitable Trust*	Grant	Varies	Applicable under the Community Development and Education categories. Amounts of grants vary. Apply to Phase 1 & 2
Commerce Bancshares Foundation*	Grant	Varies	Grants vary and are determined by local market bank officers. Potential use: Phase 1 & 2

\* Based in the State of Missouri

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