



Columbia “Town to Gown” Redevelopment Framework

Presented by Spectrum Consulting
Group, LLC.

to the Columbia City Council

September 15, 2008

Executive Summary

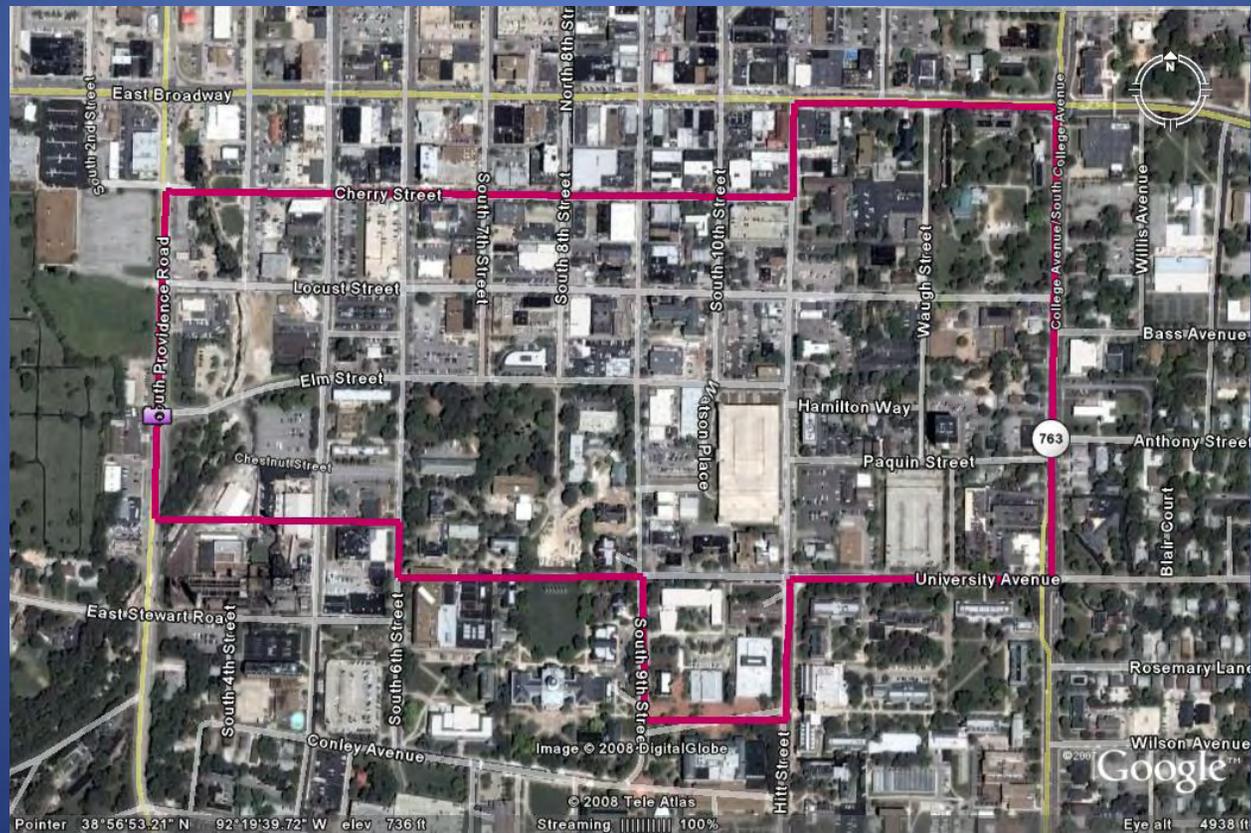
- Historical Summary-Sasaki Study
- Framework Development
- Stakeholder Thoughts
- Catalytic Projects
- Public Incentive Options
- Next Steps
- Timelines
- Recommendations to Council

Historical Summary

- Summer of 2006 City/University Engaged Sasaki Associates.
- Sasaki Goals:
 - Leverage City/University Resources Into a Model for Town/Gown Relationships
 - Identify Land Use Changes that Can Spur a Robust Mix of Redevelopment
 - Identify Near-term and Long-term Opportunities for Private and Joint University/College/City Initiatives
 - NOT a Master Plan

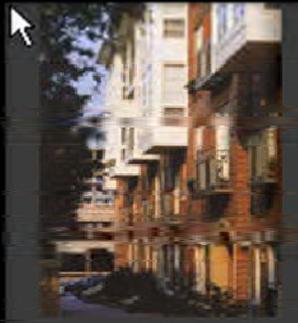
Sasaki Study

Focused on Southern Section of Downtown



Sasaki Study (continued)

Sasaki Planning Principles



1. **Foster Urbanism:** Encourage mixed-use development at a minimum 3-5 story density
2. **Park Once:** Develop a network of safe and convenient parking garages to reduce unnecessary automobile usage and promote shared parking
3. **Connect MU, Stephens and downtown:** Identify joint development opportunities and physical / program connections
4. **Invest in the Public Realm:** Create a pedestrian friendly street and open space system throughout downtown and that connects to MU, Stephens and adjacent neighborhoods
5. **Encourage Arts, Culture and Entertainment Venues and Projects:** The catalytic benefits of these uses are very powerful
6. **Green Is Good:** Encourage environmental, economic and social sustainability in planning, design and new development

Planning Principles

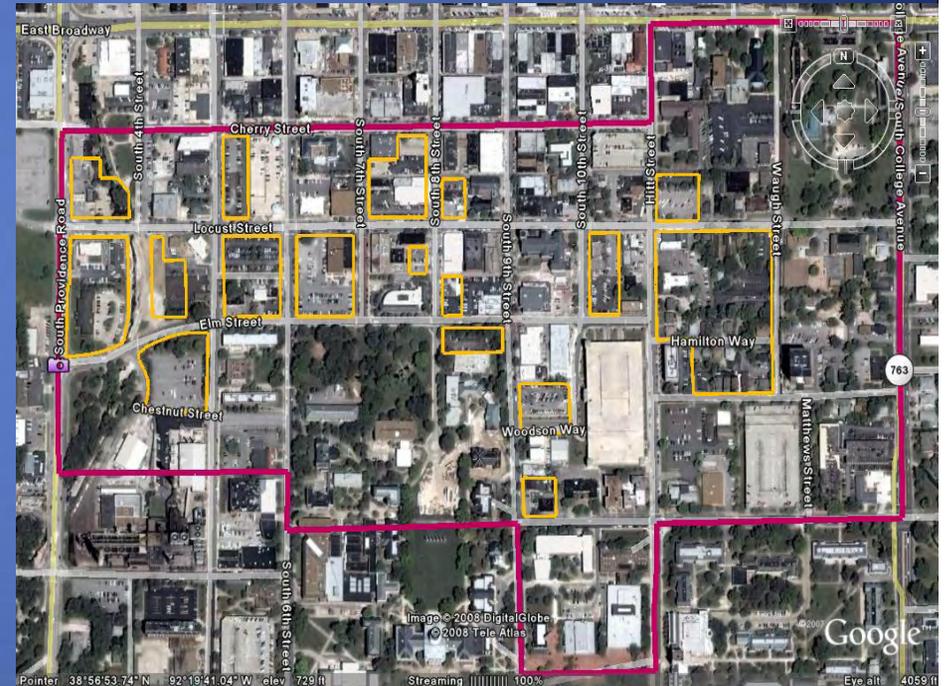
SASAKI

Sasaki Study (continued)

Opportunity and Redevelopment Sites

Underutilized Site Criteria

- Single story building with inactive frontage
- Large percentage of surface parking
- Buildings without historical and/or architectural significance
- Higher and better use opportunities



Sasaki Study (continued)

- Sasaki Recognized the additional need to make Elm St. a Thoroughfare as a southern gateway to the Downtown.

Framework Development

- Spring of 2008 the City Engaged Spectrum Consulting Group, LLC to Initiate the Redevelopment Process.
 - In the absence of a “master developer,” the City took the initiative, with Spectrum coordinating the initial pre-development phase.

Framework Development (cont'd)

- Beginning in April of 2008, Spectrum initiated a multi-step process to develop a “roadmap” for the redevelopment.
 - Assisted with Establishment of the Downtown Leadership Council.
 - Assessment of Public Infrastructure Needs within the Redevelopment Area.
 - Interviews with Stakeholders.
 - Landowners
 - Community Groups
 - Review of Catalytic Projects.
 - Sasaki Recognized Catalytic Projects
 - Addition of New Catalytic Projects
 - Initiate Coordination Between City/University/Private Developers to Facilitate Progress on Catalytic Projects.
 - Basic Mapping of Catalytic Projects, Development Sites, Etc.
 - Consultation with Professional Service Firms to Establish Possible Timelines, Budgets and Processes.

Stakeholders

- Community Organizations—SBD, Chamber, REDI
- University
- Private Property Owners

Catalytic Projects

- Hotel/Conference Center
- “New Media” Incubator
- State Historic Society Museum
- Engineering “Innovation” Center
- UM Performing Arts Center

Public Incentives Options

- TIF
- MODESA
- State Supplemental TIF
- NID/CID/TDD

Next Steps

- LCRA Re-establishment (Council)
 - Conveyed power to engage consultants.
 - Budget appropriations for consultants.
 - Budget appropriation for land assemblage.
 - Convey power to solicit and engage developers.
- RFQ Consultants and Commence Studies (LCRA)
 - Conference Center
 - Blight/Conservation
- RFQ and Engage Developers (LCRA)
 - Hotel/Conference Center
 - “New Media” Incubator
- MODESA and/or TIF Commission Establishment (Council)

Budget-Consultants

- Revenue Projections/Financial Feasibility Analysis for various public tax subsidies.....\$15,000
- Evaluation of Area Eligibility for Programs and Boundary Establishment.....\$20,000
- Development Plan and Cost-Benefit Analysis for programs.....\$35,000
- Ongoing Coordination Consultation approx per month \$10,000