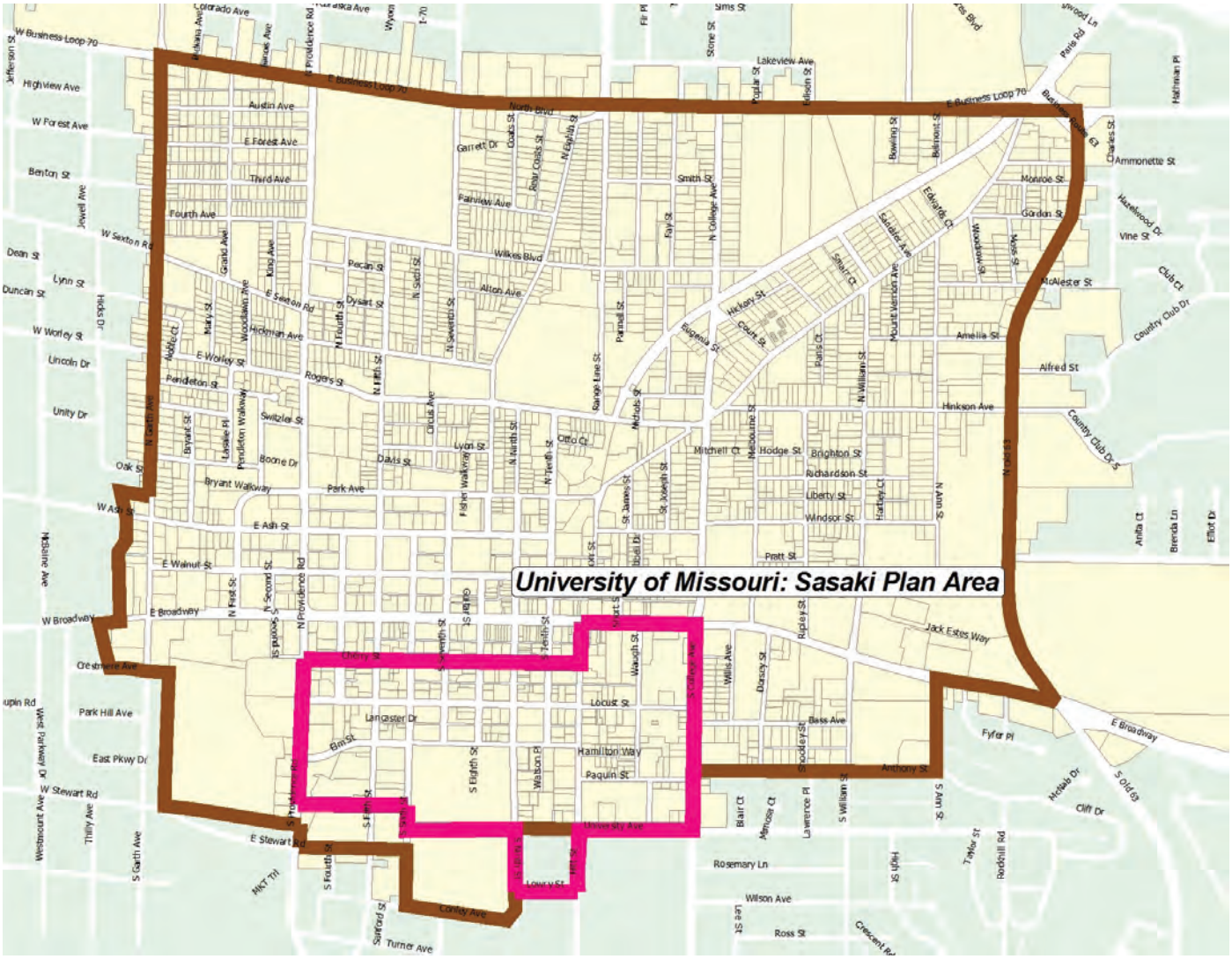
University of Missouri: Sasaki Plan Area
W Business Loop 70
E Business Loop 70
Business Loop 63
Stadium Blvd
Broadway
E Broadway
W Broadway
Providence Rd
College Ave
Conley Ave
Turner Ave
Stewart Rd
Rollins St
Elm St
Lowry St
University Ave
Hamilton Way
Lancaster Dr
Park Hill Ave
East Pkwy Dr
Jack Estes Way
Anthony St
Bass Ave
Locust St
Paquin St
Bus Hwy 63
Old 63
Cliff Dr
Rosemary Ln
Wilson Ave
Ross St
Ash St
Walnut St
Park Ave
Bryant Walkway
Fisher Walkway
Boone Dr
Davis St
Lyon St
Otto Ct
Switzler St
Pendleton Walkway
Hickman Ave
Rogers St
Oak St
Unity Dr
Lincoln Dr
Dean St
Lynn St
Duncan St
Benton St
High View Ave
W Forest Ave
Austin Ave
E Forest Ave
Third Ave
Fourth Ave
W Sexton Rd
E Sexton Rd
W Worley St
E Worley St
Perideton St
Oysart St
Pecan St
Wilkes Blvd
Alton Ave
Parkview Ave
Garrett Dr
Smith St
Lakeview Ave
Sims St
Stone St
Ammonette St
Monroe St
Gordon St
Vine St
McAlester St
Amelia St
Alfred St
Hinkson Ave
Country Club Dr
Mitchell Ct
Melbourne St
Hodge St
Brighton St
Richardson St
Liberty St
Windsor St
Pratt St
Hartley Ct
Mount Vernon Ave
Eugenia St
Hickam St
Court St
Stuart Ct
Edwards Ct
Sunset Ave
Bowling St
Belmont St
Paris Rd
Hathman Pl
Hazelwood Dr
Club Ct
Country Club Dr
Anita Ct
Brenda Ln
Elliot Dr
Fyfer Pl
Cliff Dr
Taylor St
Randolph Rd
Hoth St
Lees St
Blair Ct
Lawrence Pl
Dansey St
Ridgley St
Wilkins Ave
Waugh St
Tenth St
Eighth St
Seventh St
Ninth St
Range Line St
Nichols St
St Joseph St
St James St
Clark St
Bibbell Dr
Orr St
Sixth St
Fifth St
Fourth St
Third St
Second St
First St
Providence Rd
Garth Ave
Hinkson Ave
Anita Ct
Brenda Ln
Elliot Dr
Cresthaven Ave
Westbrook Ave
Thilly Ave
Sanford St
MKT Trl
Jefferson St
Hinkson Ave
Maplewood Ln
Paris Rd
Hathman Pl
Hazelwood Dr
Vine St
Club Ct
Country Club Dr
Anita Ct
Brenda Ln
Elliot Dr
Fyfer Pl
Cliff Dr
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Elliot Dr
Cresthaven Ave
Westbrook Ave
Thilly Ave
Sanford St
MKT Trl

LAND USE AND URBAN OPPORTUNITIES STUDY

THE CAMPUS-DOWNTOWN DISTRICT, COLUMBIA, MO

In the summer of 2006, the City of Columbia, the University of Missouri-Columbia and Stephens College agreed to undertake a joint planning study of the area of Columbia's downtown district adjoining and including the downtown edges of the two campuses. The joint effort reflected an assessment that while the institutions and the Broadway commercial corridor are strong urban resources, the area in between hasn't yet fulfilled its potential as an inviting "campus town".

The intent of the collaboration was to identify existing and potential institutional, public, cultural, commercial and residential development opportunities that can regenerate the area framed by the campuses, the blocks flanking Broadway and the edge along Providence Road. The goal of the study has been to create a model for town-gown revitalization that is distinctive to Columbia, making it economically and culturally vital and more attractive as a venue for urban living in a mid-sized campus city. The Land Use and Urban Opportunity Concept Plan summarized in this brief reflects the conclusions of the study.

The study process, occurring over a five-month interval, was built around four public forums in Columbia. In August, 2006, a forum was held to solicit ideas and concerns about the area. Those ideas were played back in an October forum that also included an analysis of the study area and case illustrations of how similar localities have addressed downtown revitalization. Conceptual plan options for the area were discussed in December, with the conclusions of that forum folded into a presentation of the composite plan concept in January, 2007. The January forum included a discussion of the action steps necessary to develop the plan in more detail and to implement the recommendations embodied in the plan. The study was also guided by periodic reviews with a Steering Group representing the participating entities.

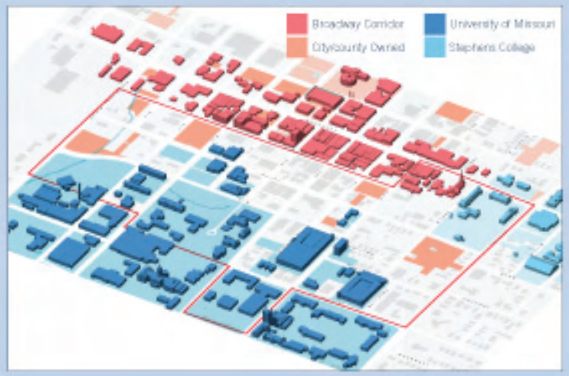
The concept plan conveys a multifaceted strategy for district improvement, based on the coordination of city, institutional and private sector initiatives. Seven "catalyst" projects are recommended to create momentum:

- The planned renovation and expansion of the Missouri Theater
- A new MU concert hall/music school building at the corner of Hitt and University
- A complex housing new quarters for the Missouri Historical Society and an MU museum on Elm Street facing Peace Park
- A new privately-developed hotel-conference center on the Avenue of the Columns
- A new 'civic square' and other public streetscape improvements on the Avenue of the Columns
- Eastward extension of Elm Street, in parallel with a public greenway, to form a new gateway at College Avenue
- Expansion of city and university garage parking capacity to serve these developments

The catalyst projects would be coupled with selective zoning changes and other public incentives (including the public investment in the development of Flat Branch Park already under way) to spur redevelopment of underutilized lots and blocks in the area for varying combinations of mixed residential, commercial, cultural and office uses. The plan illustrates three "nodes" of urban reinvestment: the area abutting both sides of Flat Branch Park with housing, office and commercial uses; higher density development on the Avenue of the Columns around the proposed "civic square"; and, new mixed use development emphasizing a variety of urban housing types along the Elm Street extension to College Avenue. Elm Street becomes a pedestrian-friendly urban boulevard, with the museum complex and future campus uses on Elm oriented to the community.

The plan concept is illustrated on the two inside pages of this summary brief. Recommended strategies for detailing and implementing the study goals are summarized on the back page. Visual presentations made at the four public forums can be found on the city's web page at:

www.gocolumbiamo.com/campus-cityopportunitystudy.php.



Implementation Strategies

1. Formalize Partnerships
2. Create Implementation Entity
3. Revise Zoning
4. Overlay District and Design Guidelines
5. Establish Policy Goals and Priorities

1. Formalize Partnerships
- Private Sector – MU/Stephens/Other Institutions – City of Columbia

2. Create Implementation Entity
- Prepare MODESA plan
- Guide / prioritize public investment:
  - Streetscape improvements
  - New civic spaces
  - Parking garages/shared parking
- Elm Street extension
  - Guide land assembly/negotiate with landowners
  - Create financial incentives to attract private investment
- Working relationship with City departments/ staff
  - Work with downtown Special Business District
  - Create strong public-private-institutional partnerships
  - Credibility with City Council and partners
- Expertise in urban design guidelines and overlay districts
- Establish public participation process

3. Revise Zoning
- Review and update zoning ordinance to:
- Promote mixed use
- Prohibit certain land uses
- Establish urban dimensional controls and parking standards

4. Overlay District and Design Guidelines
- Create an overlay district:
  - Business Improvement District (BID)
  - Tax Increment Finance District (TIF)
  - Zoning Overlay District
- Establish design guidelines
  - Building height, massing, scale, materials, parking
  - Urbanistic dimensional requirements, FAR
  - Landscape, pedestrian circulations, lighting, signage, civic spaces
  - Incorporate historic structures

5. Establish Downtown Capital Improvement Program
- Develop a public/institutional capital improvement program:
- Short Term (0-3 years)
- Intermediate (4-6 years)
- Long-term (7+ years)

Implementation considerations

- "Pause" to coordinate implementation strategy
- Evaluate financial feasibility of catalytic projects
- Establish strategic priorities for City investment
- Maximize opportunities for state/federal funding
- Build quality

SASAKI

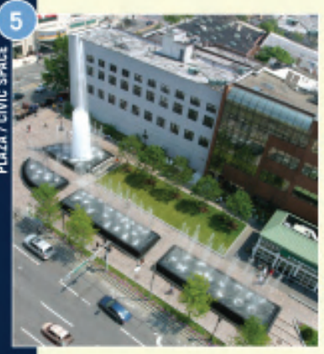
1 MIXED-USE

2 ELM STREET - WEST

3 MUSEUM / HISTORICAL SITE

4 PERFORMING ARTS

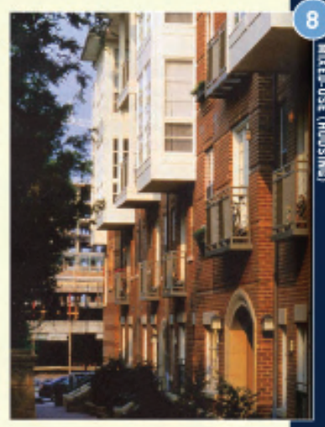
5 PLAZA / CIVIC SPACE



6 HOTEL / CONFERENCE CENTER

7 ACTIVE FRONTAGE

8 MIXED-USE (HOUSING)



9 ELM ST. – EXTENSION EAST

Conceptual Development Plan

This diagram shows potential uses for opportunity sites identified in the study. The images shown describe similiarly scaled projects and buildings in other downtowns around the country.