

## B. Community Character

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This chapter details the Vision Statement, goal, and strategies developed by the Community Character Citizen Topic Group. They looked at three specific subtopics:

- Subtopic: Community Appearance
- Subtopic: Historic Preservation
- Subtopic: Revitalization

The Community Character Vision Statement is as follows:

***“Columbia protects and encourages the expression of its historic and natural character, uniting the community with sustainable, healthy planning and design, beautifying the streets and lives of its citizens.”***

Community Appearance

Goal:  
Columbia will preserve its existing character and enhance the city's natural and man made aesthetics.

Strategies and Action Plans

**Strategy 1:** Establish a landscape/tree board to develop and implement landscaping policies, provide outreach and education, and promote sustainable native and edible plantings.

**Strategy 2:** Develop a streetscape plan through the use of landscape, site amenities, art, and thematic elements to create memorable and attractive boulevards and streetscapes. (e.g., place utilities underground, clean up business loop and Providence, regulate billboards, and develop gateway/entry plan.)

**Strategy 3:** Establish neighborhood areas to feature distinct characteristic “looks,” guide development and improve property appearance, and provide assistance to homeowners in order to foster neighborhood pride.

Action Plan

<b>Who should take the lead:</b>	
<b>Who else should be involved:</b>	<b>Potential Roles:</b>
Sasaki Associate Consultants	Streetscape/landscape
8 <sup>th</sup> Street Redevelopment Association	
Assistant City Manager, Parks and Recreation	Entry landscape and improvement
Volunteer Services	Neighborhood redevelopment
MidCity Redevelopment Alliance, Baton Rouge	Neighborhood redevelopment
Center for Sustainable Living	
Columbia Aquatic Renovation Project	
Planning Department, City of Columbia	
<b>How to jumpstart implementation:</b>	<b>Other recommended action steps:</b>
The City of Columbia Staff <ul style="list-style-type: none"> <li>- Underground utilities</li> <li>- Regulate billboards</li> </ul>	

\* This action plan covers all three strategies.

Historic Preservation

Goal:  
Historic areas will be identified, valued, and preserved through education, enforcement, and incentives.

Strategies and Action Plans

**Strategy 1: Develop a policy of identification, financial incentives such as tax abatement and tax credits, and resources for monitoring to encourage historic preservation.**

**Action Plan**

<b>Who should take the lead:</b> County and City of Columbia	
<b>Who else should be involved:</b>	<b>Potential Roles:</b>
	Maintain on City’s website city/county historical policy, different identification criteria and current local, state and federal resources available
	Pay a stipend to an individual to find, update and help with application for all available resources
<b>How to jumpstart implementation:</b>	<b>Other recommended action steps:</b>
Commitment of funding and development of space on city website	<ul style="list-style-type: none"> <li>Provide for funding via stipend or other means to update available resources for both city, commercial, and residential use</li> </ul>

**Strategy 2: Seek federal preservation funds for use in community historic preservation.**

**Action Plan**

<b>Who should take the lead:</b> County and City of Columbia	
<b>Who else should be involved:</b>	<b>Potential Roles:</b>
	Tax abatement; multi-level of time length dependent on zoning use both commercial and residential
	Seek and/or utilize available State and Federal funding for preservation
<b>How to jumpstart implementation:</b>	<b>Other recommended action steps:</b>
	<ul style="list-style-type: none"> <li>Figure out economic of both city and county. Economic gain from redevelopment, saving on further infrastructure, and contributing aesthetic value vs. temporary freezing of a limited number of tax revenues</li> <li>Use zoning both commercial and residential for time frame</li> <li>Appoint a historic preservation board</li> </ul>

**Strategy 3: Educate neighborhoods of their historic importance and of incentives available for historic preservation.**

**Action Plan**

<b>Who should take the lead:</b> Boone County and all Cities; City of Columbia new website; Historic Preservation Commission; Boone County Historical Society	
<b>Who else should be involved:</b>	<b>Potential Roles:</b>
	On website maintain maps or link information
<b>How to jumpstart implementation:</b>	<b>Other recommended action steps:</b>
	<ul style="list-style-type: none"> <li>Build and maintain website</li> <li>Create information pamphlet</li> </ul>



**Goal:**  
 Columbia will utilize, encourage, reward and enforce urban planning designs to promote walking and visiting, to screen for noise and lights, to preserve and restore historic areas both green and civic, and to increase a spirit of community. Columbia will provide and advertise incentives for building and retrofitting homes and businesses for energy efficiency and tailored renewable energy sources, and for restoring neighborhoods with abandoned and substandard structures.

Strategies and Action Plans

**Strategy 1: Hold absentee or irresponsible landlords accountable for substandard property and housing. (e.g., ensure code enforcers do their job, and enact stronger ordinances using fines, fees, and incarceration for enforcement as necessary.)**

**Strategy 2: Focus on renewable energy building and retrofitting as integral to urban development and restoration.**

**Strategy 3: Be pro-active, creative, and flexible about mixed-use zoning to encourage workable walking communities, and expand opportunities for farmers, gardeners, restaurateurs, service providers, and craft workers to sell and deliver produce and service.**

**Action Plan**

<b>Who should take the lead:</b> The City in conjunction with University of Missouri (extension)	
<b>Who else should be involved:</b>	<b>Potential Roles:</b>
Energy and Environmental Studies – University of Missouri extension offices	Tailoring home
	Renewable energy retrofitting
	Green building plans
<b>How to jumpstart implementation:</b>	<b>Other recommended action steps:</b>
Advertise this opportunity; done by both University of Missouri and the City	<ul style="list-style-type: none"> <li>• Consultation of home-owners with University of Missouri Energy Extension Offices for mixed-source renewable energy tailored to each specific home or business</li> </ul>

\* **This action plan is for all three strategies.**