

DOWNTOWN COLUMBIA

Beautification Project

-Preliminary Plan-



DOWNTOWN COLUMBIA STREETScape

WHY A DOWNTOWN BEAUTIFICATION PROJECT?

The New Downtown

Downtown Columbia has seen many changes over the last decade. Once predominately daytime workers and shoppers, downtown has been transformed into a 24-hour city with the increase in restaurants, clubs and other evening activities. New construction and rehabilitation of older buildings and empty second-stories has brought a new feel and an added type of vitality to downtown. The Flatbranch area, once an abandoned rail yard, has also seen new life with the addition of offices, apartments, restaurants and a new park at the head of the MKT Trail. Because of these changes, downtown Columbia has outgrown previous conceptions. No longer confined only to the corner of Ninth and Broadway, downtown has expanded and any streetscape program must expand with it.

Streetscape Challenges

Much of the older downtown street furniture, such as benches and trash cans, is reaching the end of its usefulness. Additionally, this furniture lacks a coherent aesthetic look so, while functional, it adds little to the downtown streetscape. Expansion of downtown into the Flatbranch area has highlighted the lack of pedestrian amenities there and in other areas of downtown. Not only are some areas lacking the infrastructure necessary for pedestrians, such as crosswalks and new sidewalks, they also lack the aesthetic elements appreciated by those on foot. Finally, the signage system has failed to grow along with downtown. Signs directing visitors to downtown attractions or parking garages are limited and the current signs often seem cluttered and lacking cohesion.

All of these elements are key to maintaining downtown's current vitality. Improving and updating the downtown streetscape will not only increase the beauty of downtown, it will enhance the perception of downtown as welcoming, safe and pedestrian-friendly. Downtown has long been seen as a community gathering place and improving the streetscape will help ensure that it remains a place where people want to shop, dine, work and live.

The HUB Project

To address these new challenges, the Columbia Special Business District (SBD) has developed a new beautification program in cooperation with the City of Columbia and based on input from a coalition of individuals and organizations with a vested interest in improving downtown known as the Helping Urban Beautification (HUB) Coalition. The goals of the project are:

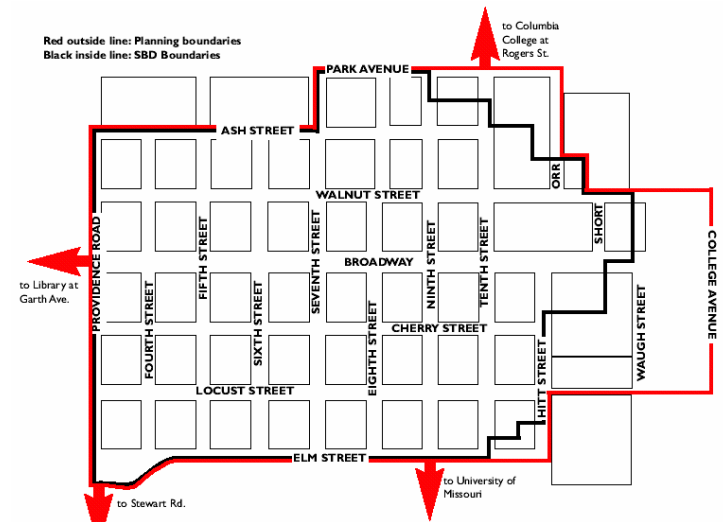
- Maintain and improve the economic vitality of downtown through various beautification projects.
- Promote a cohesive image of downtown as a welcoming and exciting place to shop, dine, work and live.
- Expand the public perception of what constitutes downtown.
- Improve the pedestrian-friendly atmosphere of downtown.

The first project of the HUB Coalition was to develop an action plan for beautifying and otherwise improving the downtown streetscape. This report is a result of their efforts. Beautifying downtown is an ongoing project and this plan is intended as a starting point in that process.

The HUB Coalition continues to meet on an ad hoc basis to monitor the beautification process and re-evaluate and redirect this plan if necessary. SBD representatives and City officials have also a working group that meets on a regular basis to implement this vision.

HUB Planning Area

Design guidelines will apply to an area slightly larger than the current SBD. Most notable differences include: an enlargement of the eastern edge of the district; an extension of the proposed gateway streets, visually connecting downtown to the colleges and the library; the application of design standards to both sides of a street.



Our plan is a long-term, phased approach where changes to the streetscape are based on the types of activities that occur in each area.

OUR APPROACH

Current Street Characteristics

These designations will help guide the planning process by offering a clear view of the activities that occur on each street in the downtown area. These activities will then determine which types of improvements made to each street.

Thoroughfares

Thoroughfares should be tailored to the perspective of a motorist. Appropriate beautification elements include signs, parking strip trees, new light fixtures, banners, and gateways.

Pedestrian Areas

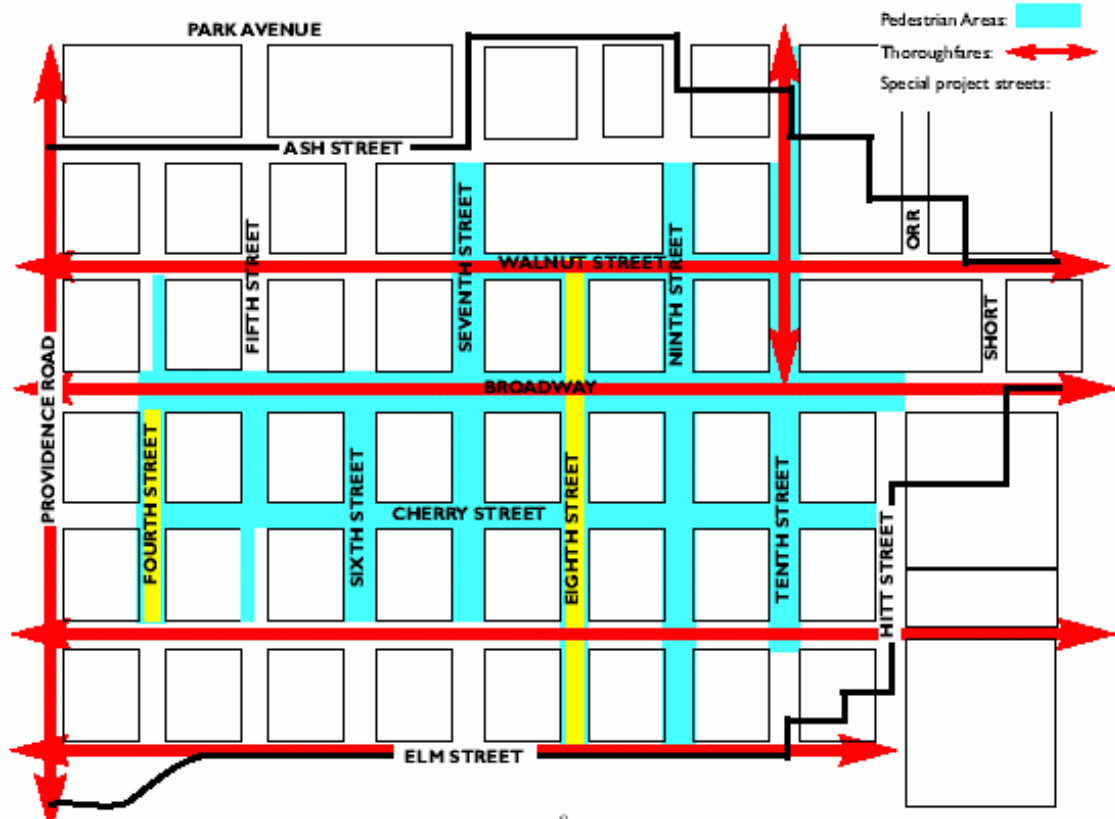
Pedestrian areas should be human-scale. Colorful planters, small signs and maps, benches, trashcans, bike racks, newspaper racks and new pedestrian light fixtures are all appropriate elements for these areas.

Attractor Streets

A number of areas have the potential to become "attractor" streets—streets that draw people to them because something special is happening there. Attractor streets include the Avenue of the Columns and the Flat Branch Park on Fourth Street. These areas should have an identity all their own to set them apart from the rest of downtown. Decisions concerning streetscape elements will be made by the respective committees in charge of these projects.

Standard Streets

All other streets are classified as "standard." Standard streets should also be tailored to the perspective of a motorist. Appropriate beautification elements include parking strip trees, sidewalk repairs and new light fixtures.





Downtown Streetscape Plan

The proposed streetscape plan includes new street furniture such as benches, trashcans, newspaper corrals, and bike racks. Also planned are updated street lights, new decorative banners and a new downtown signage system. The final element of the proposal is infrastructure improvements such as rebuilt sidewalks, additional street trees, and pedestrian-friendly designs on the west end of Broadway.

Elements of the plan will be prioritized and addressed based on the availability of funding. Some phases may be multi-year.

A Phased Approach

Our streetscape plan will be implemented in five phases, beginning with the higher-traffic areas in downtown.

Phase I – FY03

- Street Furniture installed, including:
 - Benches
 - Trashcans
 - Bike Racks
 - Newspaper Corrals
- New banners installed on Ninth Street and Broadway.
- Street lights painted.
- Street light installations begun.
- Signage system enters the planning and design phase.
- Sidewalk repair begins based on level of need and availability of funds.

Phase II – FY04

- Banner arms and banners installed on new streets.
- Signage installation begins.
- Street light installation continues.
- Sidewalk repair continues.

Phase III

- Signage and gateway system installation continues.
- Street light installation continues.
- Sidewalk repair continues.

Phase IV

- Broadway & Fifth streetscape, including planters and crosswalk.
- Street light installation continues.
- Sidewalk repair continues.

Phase V

- Broadway & Fourth streetscape.
- Street light installation completed.
- Sidewalk repair completed.

STREET FURNITURE

Criteria:

1. Street furniture should be concentrated in pedestrian areas of downtown.
2. All furniture should have a similar style and color to add a sense of unity to the downtown area.
3. Special project areas should have furniture that is different from the rest of downtown in order to distinguish them as a separate districts or areas.
4. Placement of each element should be made based on the activity that occurs in that area.
5. Furniture should be affordable, durable, low-maintenance, and resistant to vandalism.
6. Any furniture should be designed to prevent misuse. For instance, benches should not allow for sleeping.
7. Furniture should also provide an element of beauty to the downtown streetscape.

Priority: High-traffic pedestrian areas.

Potential Elements:

- Benches
- Trashcans
- Newspaper corrals
- Bike racks

Benches

The proposed bench standard is an all metal 6 foot bench that is black in color and manufactured by Dumor (model 58-60). An optional center armrest is available on this model. This bench is currently being used at Flatbranch Park in downtown Columbia.



Sample Bench

Trashcans

The recommended trash can is manufactured by Victor Stanley (Ironsites style) and is black in color. They have optional signs and can also be attached directly to the sidewalk. These trash cans are currently being used in Flatbranch Park.



Sample Trashcans

Bike Racks

The recommended bike racks are manufactured by Dumor (model 83-00) and are black in color. This unit is a single loop design and will also work as a replacement that can be installed in the same location as the current bike racks. It will allow for bike parking that is parallel with the flow of pedestrian sidewalk traffic. This model allows for multiple loop units for areas requiring group parking of bicycles. This bike rack is currently being used at Flatbranch Park.

We are also considering using bike racks that can be attached to parking meters if the Dumor models are found to take up too much sidewalk space.



Sample Bike Rack

STREET LIGHTING

Newspaper Corrals

The recommended newspaper corrals will be black in color and will be compatible with the other streetscape elements. These units must be constructed.



Sample Newspaper Corral

Tree Grates

The standard tree grates for downtown are a 3' by 6' cast iron grate with a proven performance record downtown. They are manufactured by Deeter Foundry (model 7504) or by a pre-approved equal.

Criteria:

1. Achieve an attractive, historic look.
2. Maintain light levels.
3. Strive for complete downtown conversion, avoiding piecemeal replacements.
4. Keep costs at a minimum.



Current plan:

1. Retain the current light poles.
2. Install new luminaries on existing light poles.
3. Add optional pedestrian luminaries mid-pole.
4. Paint all existing lights poles black.
5. Overhead and pedestrian lights will be placed based on street characteristics.

Pedestrian Arms

Two-foot scroll arms which match current overhead arms.

Light Fixtures

Teardrop-style lights in black.

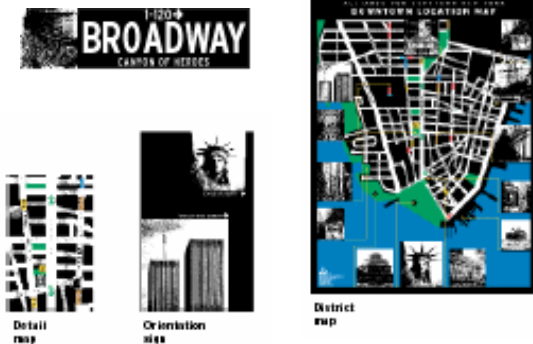


Sample Street Lights

SIGNAGE

Criteria:

1. Signs should be easy to read and understand.
2. Signs should be affordable, durable, low-maintenance, and resistant to vandalism.
3. They should be flexible to allow for any changes downtown.
4. Signs should complement or match other streetscape elements—such as benches or trashcans—as well as the special signs already downtown.
5. The style of signs should be adaptable for either vehicular or pedestrian traffic, rather than having two unrelated styles in the downtown area.
6. Maps should encourage people to explore all areas of downtown by highlighting individual districts, such as Flatbranch.
7. Older, duplicative signs should be removed.
8. A combination of sign types should be used downtown including directionals, maps, street signs, regulatory signs, gateways and kiosks.



New York's Signage System

Directionals

Directionals are signs that guide people to certain buildings, parking garages or points of interest downtown. Vehicular and pedestrian scale. Attached to light poles at mid-level.

Priority locations are thoroughfares with high vehicular traffic.

Maps

Maps - General maps of the entire downtown area showing districts and points of interest. They will be pedestrian scale and freestanding.

Priority locations are pedestrian streets and parking garages.

Any signage system must be created with a particular community in mind. Downtown New York created a system to guide visitors to local attractions. Philadelphia created a system that encouraged walking among both residents and tourists. DC used their signage system to highlight their historic walk and created directionals suitable for both motorists and pedestrians.



Washington DC's Historic Walk Sign and Directional Sign.



Philadelphia's Signage System



SIDEWALKS

Criteria:

The City of Columbia has well-established criteria for sidewalk constructions, including ADA accessibility. As sidewalks are reconstructed, a clear opportunity exists to install tree grates, sidewalk trees and other landscaping.

The City has also prioritized sidewalks based on condition and accessibility issues.

LANDSCAPING

Criteria:

The City of Columbia has already established detailed criteria concerning landscaping plants in the downtown area.

Priorities:

- Extending current plantings (trees and sidewalk planters) down the entire length of Broadway where feasible.
- Adding landscaping to streets that are currently bare.
- Adding tree grates as sidewalks are reconstructed.

Sidewalk Planters

Plants used in downtown vary depending on availability and the design intentions of the Parks & Recreation staff. The decisions are based on a set of performance goals that encourage year-round interest with maximum appeal during the active growing period. Also taken into account are color, texture, durability, uniqueness and variation.

Trees

Trees for the downtown area are chosen primarily for their ability to withstand extreme conditions. Limited soil volume, water and fertility make the available tree list limited. Trees are also selected to prevent future damage to city sidewalks and other infrastructure. Tree that have large buttresses are slowly being removed and replaced with better suited trees.

Preferred trees:

Black Locust
Northern Red Oak
American Sycamore
Bald Cypress
Sawtooth Oak
Zelkova
Black Adder
Northern Catalpa
Ginkgo
Green Ash
White Ash
Kentucky Coffee
Hackberry

IMPLEMENTATION PLAN

A priority list for improvements and general design guidelines have already been determined based on the general characteristics of downtown streets and on projects with the greatest need. Funding for downtown beautification projects is allocated as described by the table below.

Downtown Beautification Budget

Item	Unit Cost	Installation per Unit	No. Units	Total Cost	Cost/ Split	Phase
Benches	\$866	\$100	32	\$30,912	City	Phase I
Banners	\$100	0	54	\$5,400	SBD	Phase I
Banner Arms	\$50	0	48	\$2,400	SBD	Phase II
Trash Cans	\$700	\$100	47	\$37,600	City	Phase I
Newspaper Corrals	\$800	\$100	9	\$8,100	SBD	Phase I
Bike Racks	\$53	\$100	20	\$3,060	City	Phase I
Street Lights		\$100	248	\$24,800	SBD	All Phases
Light fixtures	\$570		368	\$209,760	SBD	
Pedestrian arms	\$85		130	\$11,050	SBD	
Repaint/replace standards				\$39,400	City	
Signage/Kiosk System				\$100,000	City/SBD	All Phases
Assessment and Design						
Manufacturing and Installation						
Sidewalks						All Phases
Construction				\$1,000,000	City/Prop.	
Providence & Broadway Landscaping				0	City	Phase 0
Landscaping						
Infrastructure						
5th & Broadway Streetscape				\$130,000	City	Phase IV
Planters			4			
Landscaping						
Brick Crosswalk						
4th & Broadway Streetscape				\$350,000	City	Phase V
Subtotal				\$1,952,482		
Contingency	10%			\$195,248		
Total				\$2,147,730		

Phase Allocations

Phases I and II are targeted for FY03 and FY04, respectively. The remaining phases will be implemented as funding becomes available.

Phase I Allocations		Total Cost	SBD	City	Property
Benches replaced throughout downtown		\$30,912		\$30,912	
Newspaper corrals designed and installed		\$8,100	\$8,100		
Bike racks installed		\$3,060		\$3,060	
Trash cans in high traffic areas		\$37,600		\$37,600	
New banners installed		\$5,400	\$5,400		
Street lights painted		\$39,400		\$39,400	
Purchase pedestrian arms		\$11,050	\$11,050		
Street light installations begin		\$20,370	\$20,370		
Signage system planning and design		\$20,000	\$10,000	\$10,000	
Sidewalk repair begins		\$200,000		\$100,000	\$100,000
Subtotal		\$375,892	\$54,920	\$220,972	\$100,000
Contingency	10%	\$37,589	\$5,492	\$22,097	\$10,000
Total		\$413,481	\$60,412	\$243,069	\$110,000

Phase II Allocations		Total Cost	SBD	City	Property
New banner arms		\$2,400	\$2,400		
Signage system installation		\$20,000		\$20,000	
Street light installation continues		\$72,980	\$72,980		
Sidewalk repair continues		\$200,000		\$100,000	\$100,000
Subtotal		\$295,380	\$75,380	\$120,000	\$100,000
Contingency	10%	\$29,538	\$7,538	\$12,000	\$10,000
Total		\$324,918	\$82,918	\$132,000	\$110,000

Phase III Allocations		Total Cost	SBD	City	Property
Signage system installation continues		\$20,000		\$20,000	
Street light installation continues		\$72,800	\$72,800		
Sidewalk repair continues		\$200,000		\$100,000	\$100,000
Subtotal		\$292,800	\$72,800	\$120,000	\$100,000
Contingency	10%	\$29,280	\$7,280	\$12,000	\$10,000
Total		\$322,080	\$80,080	\$132,000	\$110,000

Phase IV Allocations		Total Cost	SBD	City	Property
Signage system installation continues		\$20,000		\$20,000	
Street light installation continues		\$43,600	\$43,600		
Sidewalk repair continues		\$200,000		\$100,000	\$100,000
5th and Broadway Streetscape		\$130,000		\$130,000	
Subtotal		\$393,600	\$43,600	\$250,000	\$100,000
Contingency	10%	\$39,360	\$4,360	\$25,000	\$10,000
Total		\$432,960	\$47,960	\$275,000	\$110,000

Phase V Allocations		Total Cost	SBD	City	Property
Signage system installation completed		\$20,000		\$20,000	
Street light installation completed		\$31,500	\$31,500		
Sidewalk repair completed		\$200,000		\$100,000	\$100,000
4th and Broadway Streetscape		\$350,000		\$350,000	
Subtotal		\$601,500	\$31,500	\$470,000	\$100,000
Contingency	10%	\$60,150	\$3,150	\$47,000	\$10,000
Total		\$661,650	\$34,650	\$517,000	\$110,000

Installation Process

Project installation for all elements except banners will be managed by the City of Columbia, in cooperation with the SBD and the HUB Coalition.

Street Light Budget

		Total	Overhead	Ped.	Total	Total Fixture	Total	Total	Phase
Locations	Phase	Lights	Fixtures	Fixtures	Fixtures	Costs	Inst.	Cost	Totals
5th	1	10	10	4	14	7,980	1,000	8,980	
4th	1	7	7	0	7	3,990	700	4,690	
Ash	1	5	5	0	5	2,850	500	3,350	
8th	1	1	1	0	1	570	100	670	
Short	1	1	1	0	1	570	100	670	
Hitt	1	3	3	0	3	1,710	300	2,010	20,370
Walnut	2	22	22	10	32	18,240	2,200	20,440	
Cherry	2	24	24	24	48	27,360	2,400	29,760	
Locust	2	20	20	0	20	11,400	2,000	13,400	
Elm	2	14	14	0	14	7,980	1,400	9,380	72,980
10th	3	30	30	30	60	36,000	3,000	39,000	
9th	3	26	26	26	52	31,200	2,600	33,800	72,800
6th	4	15	15	5	20	12,000	1,500	13,500	
7th	4	25	25	21	46	27,600	2,500	30,100	43,600
Broadway	5	45	45	0	45	27,000	4,500	31,500	31,500
Subtotal						216,450	24,800	241,250	241,250
Contingency	10%								24,125
Total		248		120	368				265,375

Street Lights

Installation of new light fixtures and optional pedestrian arms will be performed by Columbia Water and Light and will be the responsibility of the SBD. Repainting current poles and replacing the poles with older, lead-based paint will be the responsibility of Water and Light. Blocks are prioritized based on Water and Light's painting and replacement schedule.

Sidewalks

Columbia Public Works has identified and prioritized downtown sidewalks based on conditions and accessibility issues. Sidewalk reconstruction will proceed based on available funding. The City of Columbia is currently exploring a fund matching program for property owners (who currently pay 100% of sidewalk costs) and owners with matching funds will receive priority. The current amount budgeted to property owners reflects this voluntary contribution to sidewalk reconstruction.

Street Furniture

Installation of the majority of the street furniture has been keyed to the characteristic of the street. As most street furniture is geared towards pedestrians, priority is given to high traffic pedestrian areas. Additionally, some street furniture will serve as replacements for older or damaged items and will be placed in the same location.

Installation will be managed by the City of Columbia and costs will be shared by the City and the SBD. The exception is banners and banner arms which will be managed by the SBD.

Approval Process

This project was conceived as a partnership between the City of Columbia and the Columbia Special Business District, drawing on input from the Helping Urban Beautification Coalition and other downtown stakeholders. This plan has been endorsed by the Board of the SBD with input from the broader HUB Coalition, and by the Columbia City Council. Funding approval for each phase will proceed on a yearly basis.



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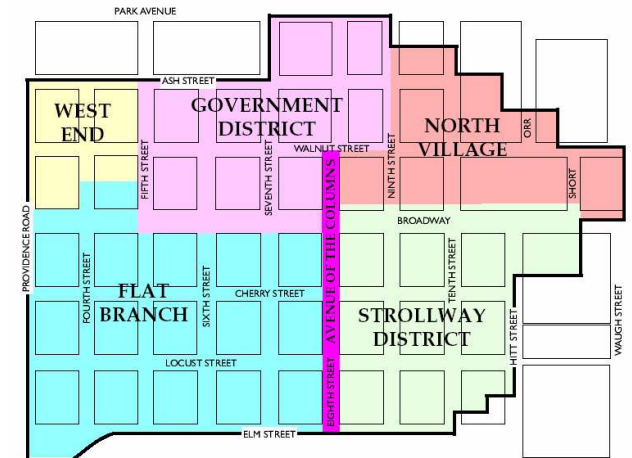
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University of Missouri

Gene Gerke, facilitator



The Columbia Special Business District (S.B.D.) is 45-square block area bordered by three colleges and a major thoroughfare. It primarily extends from Providence to Hitt and from Elm to Ash.

The Goals of the S.B.D. are:

- Protect and strengthen the business, cultural and entertainment environments of downtown.
- Provide services to those who shop, play, live and work downtown.
- Serve as the voice of downtown businesses and property owners with local and state entities.
- Support and coordinate long-term planning for the downtown area.

Downtown Columbia Associations

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