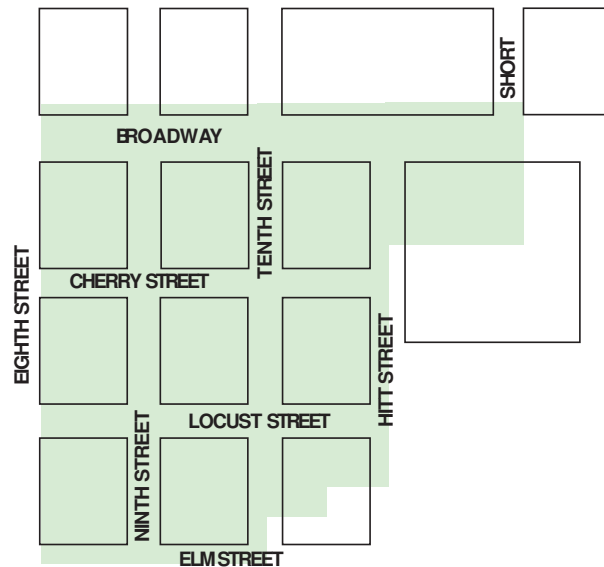
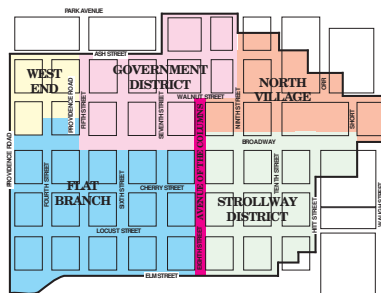


# The Strollway

*The District's* prime 24-hour shopping, dining and entertainment district. Centered around the crossroads of Broadway and Ninth, the Strollway draws shoppers from across the Mid-Missouri region. Whether it's the one-of-a-kind gift stores, clothing stores and art galleries on Broadway or a stroll through the hip selection of stores and coffee shops on Ninth, the Strollway is everyone's first—but not last—stop in **The District**.

This is the perfect locale for a new restaurant or shop. The Strollway is bordered by two colleges and two hospitals so there's a built in customer base. Based on current demand and existing retail niches, we suggest clothing (new and vintage), shoes, luggage and leather goods, stationery, art galleries, products for the home or garden, specialty groceries and fine dining restaurants.



## Focal Points

FNB Art Park  
 Historic Missouri Theatre  
 Museum of Art & Archeology  
 Peace Park  
 University of Missouri

## Retail and Restaurant Highlights

A la Campagne  
 American Shoe  
 Bambino's  
 Bangkok Gardens  
 Bingham's  
 Blackberry Exchange  
 Bluestem Missouri Crafts  
 Boche's  
 Buchroeder's Jewelry  
 Calhoun's  
 CC's City Broiler  
 Cherry Street Artisan  
 Cool Stuff  
 Formosa  
 Harpo's  
 Kent's Floral Gallery  
 Lakota Coffee  
 Lulu's Repose  
 Main Squeeze  
 Maude Fine Vintage  
 Natural Groove

Ninth Street Books  
 Nothing But Noodles – NEW!  
 Panera Bread  
 Pasta Factory  
 Pen Point  
 Poppy Fine Art – NEW!  
 Saffee's  
 Sake – NEW!  
 Sha – NEW!  
 Shakespeare's Pizza  
 Swank – NEW!  
 Sycamore – NEW!  
 Teller's Bar & Grill  
 The Vintage Shop  
 Top Ten Wines – NEW!  
 Tucker's Fine Jewelry  
 Village Wine & Cheese



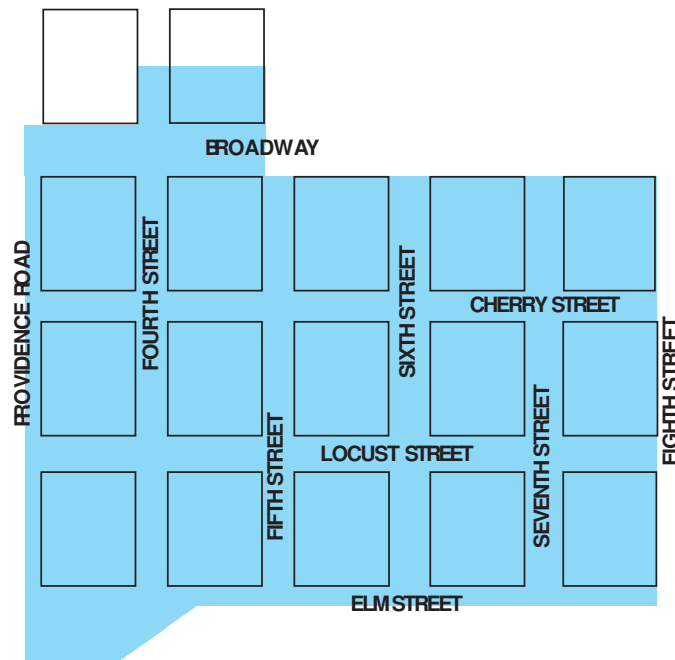
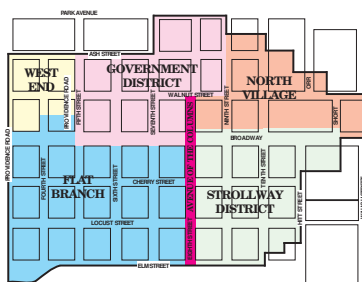
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# Flat Branch

Once an old warehouse district with little more than an abandoned rail line, Flat Branch is quickly becoming **The District's** most popular area. Flat Branch now offers everything from restaurants to recreation to residential. Anchored on each side by Flat Branch Pub & Brewing and The Candy Factory, this area has seen significant growth on the retail and restaurant front.

The area is also becoming the center for several major attractions, such as Columbia's newest park and river walk at the head of the MKT Trail (scheduled for completion at the end of 2006.) Bicyclists and hikers can now take KATY Trail's MKT Spur right into **The District** for a day of shopping and dining. Tourists will be drawn to the historic Blind Boone Home, undergoing restoration and transformation into a ragtime museum, and the YouZeum, a hands-on science and health adventure center slated to open in late 2006. Space has also been set aside by the City of Columbia for another large attraction or museum.



## Focal Points

Blind Boone Home & Museum  
Flat Branch Park & River Walk – NEW!  
Historic KATY Station  
MKT/KATY Trailhead – NEW!  
Second Baptist Church  
The YouZeum – NEW!

## Retail and Restaurant Highlights

Addison's American Grill  
Bloomers  
Broadway Diner  
Candy Factory  
CJ's Wings  
Colosseum Bistro  
Cycl extreme  
Dungaree's  
Fellini's – NEW!

Flat Branch Pub & Brewing  
Grill One 5  
McAdam's Ltd.  
Pella Windows  
Sterrett Fine Jewelers  
Stumpy Joe Pete's Sports Bar  
Wine Cellar & Bistro – NEW!



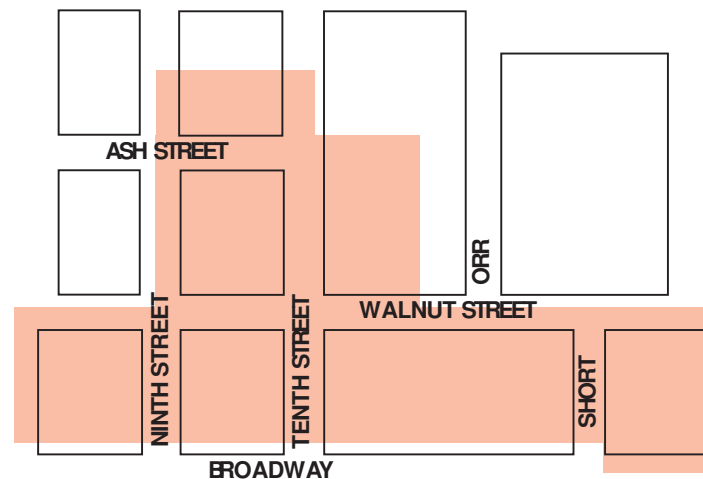
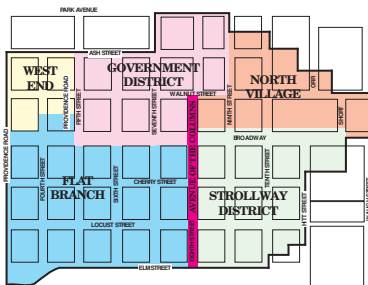
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# North Village

Years ago, the merchants north of Broadway came together and named themselves the North Village as a way to distinguish themselves from the rest of downtown. Today, you can still see this difference as you stroll through this National Historic District. Known for its more bohemian atmosphere, the North Village is the perfect place for a tie-dyed dress or a healing massage. Or, if you're in the mood for entertainment, enjoy a jazz concert or catch an indie film at a small cinema cafe. The area is bordered by both Columbia and Stephens Colleges, and both campuses host a variety of musical and theatrical performances and have their own art galleries. Opening soon will be the Stephens College Historic Costume Research Library; a prominent building on campus is currently being renovated to house this nationally-known collection.

Property owners in this area and residents in the surrounding neighborhood—commonly known as The Village—have made a commitment to the arts and are currently recruiting artists to live and work in this area. By 2007, the North Village will be home to Orr Street Studios, a series of old warehouses converted to artist studios and galleries. Also planned is a Village Art Walk—a walking tour of the sculpture gardens of the residents in the area.



## Focal Points

Columbia College  
Stephens College  
Costume Research Library – NEW!  
Orr Street Studios – NEW!  
The Blue Note  
Village Square Park  
Wabash Station

## Retail and Restaurant Highlights

Aardvark  
Arsenic Leopard – NEW!  
Butterfly Tattoo – NEW!  
Coffee Zone  
Cucina Sorella  
Dryer's Shoes  
Ernie's Steak House  
Gotcha Costumes  
Walsh's World of Music – NEW!  
Mojo's Live Music

My Secret Garden  
Ninth Street Deli  
Ragtag Cinema  
The Diamond Center  
The Strand  
Trattoria Strada Nova  
W.G. Grinders



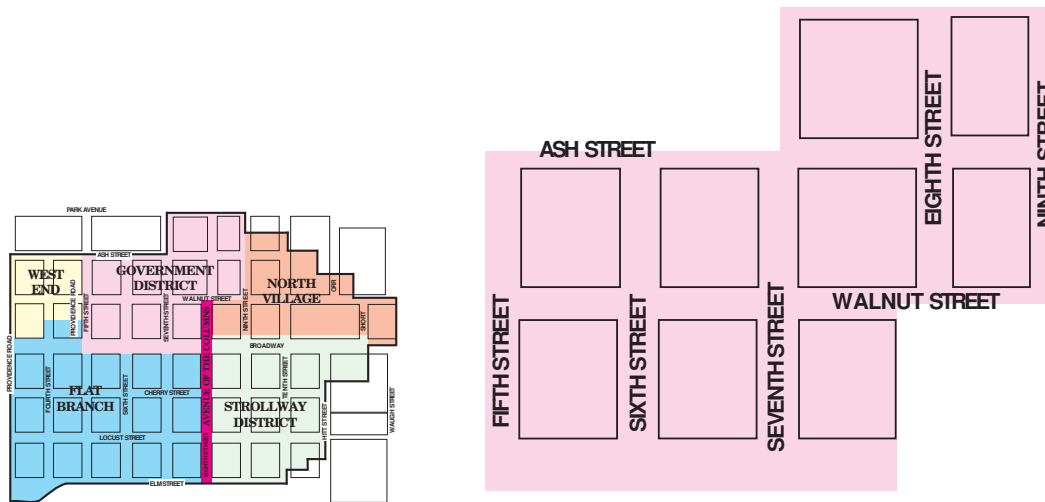
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# Government District

*The District* is fortunate to have several branches of government located here, giving people one-stop shopping for all their needs. The highlight of this area is the new Courthouse Square complex, created through the efforts of both public and private entities. Once a downtown thoroughfare, a block of Eighth Street was closed off and redesigned to create a gathering place in the center of **The District**. Home to both the Twilight Festival and the Festival of the Arts, this section of **The District** is a wonderful mix of public and private, work and play.

Future plans for this area include an expansion of the Boone County Courthouse and the County Building as well as a renovation and expansion of City Hall. Two other city buildings—the Gentry and the Howard Buildings—are currently undergoing historic renovation. A fifth parking garage is also planned for this area to handle the increase in **District** workers. The area is largely offices but a clear need exists north of Broadway for businesses that cater to these office workers, such as coffee shops, casual dining restaurants and services such as dry cleaning.



## Focal Points

Courthouse Square  
Daniel Boone Building  
Roger Wilson County Building  
U.S. Post Office

## Retail and Restaurant Highlights

Boone Tavern  
McNally's Irish Pub  
Otto's Corner Bar & Grill  
Salon Nefisa – NEW!  
The Nostalgia Shop  
Johnston Paint  
We Always Swing Jazz Series



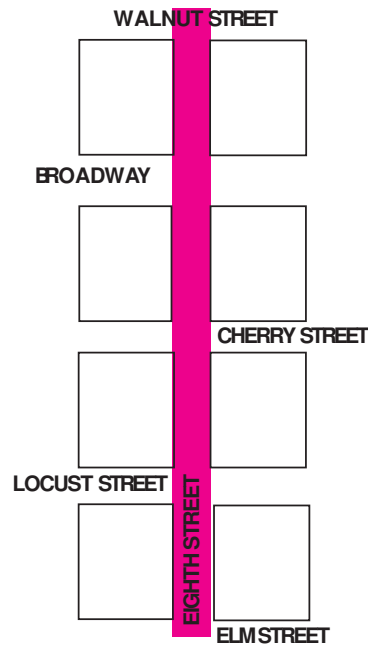
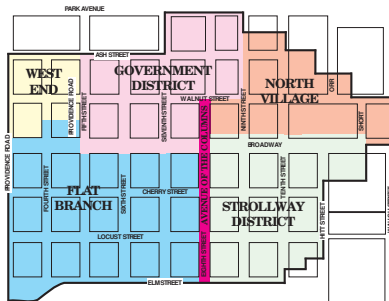
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# Avenue of the Columns

Flanked on each end by Columbia's famous columns, the Avenue of the Columns is **The District's** newest and most promising project. Home to numerous banks, university offices and city buildings, this section of Eighth Street is currently undergoing an exciting transformation. Property owners, with the help of the city, have hired a design consultant to turn the Avenue of the Columns into an area that is vital, attractive and a sure draw for pedestrians. Possibilities include new landscaping, sidewalk amenities, artwork, and a constantly changing tableau to entice people to this section of **The District**.

This is now a key area for both residential and mixed-use developments. Much of the street is currently underutilized and the opportunity exists for infill projects that will offer needed residential space for young professionals and active retirees. As the residential base grows, the demand for businesses that focus on furniture, home accessories, specialty groceries, and basic services will grow as well.



## Focal Points

Guitar Building  
 Historic Francis Quadrangle  
 Missouri Press Association  
 Office of Cultural Affairs  
 The Columns  
 The Missourian  
 Tiger Hotel

## Retail and Restaurant Highlights

Bank of America  
 Boone County National Bank  
 D & M Sound  
 First National Bank  
 The Bread Basket Cafe – NEW!  
 The Marc  
 The Sub Shop  
 WS Express – NEW!

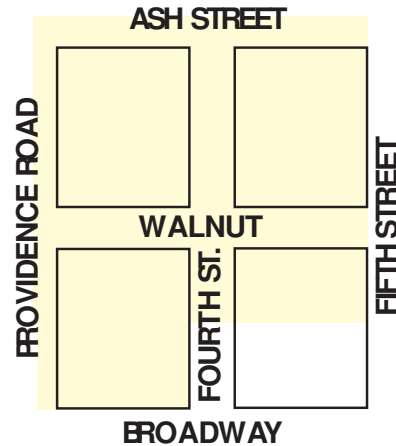
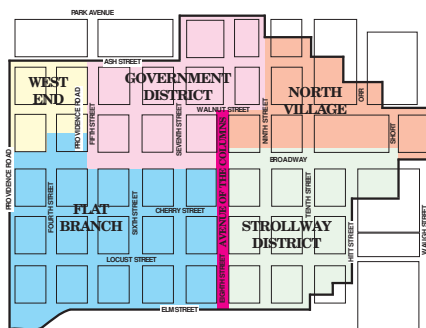


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# West End

*The District isn't all restaurants and shopping—those looking for light industrial or office space can still find it in the West End. This is also the area where **District** workers or residents can get an oil change, purchase a cell phone or rent a car. Home to the Columbia Daily Tribune, this area of **The District** is seeing significant changes, from newly remodeled building exteriors to entirely new development. The West End is conveniently located, is close to the center of **The District**, and has retail space to fit most businesses. Given its location on a major thoroughfare, this area is also the place to look for redevelopment opportunities.*



## Focal Points

Columbia Daily Tribune  
Tribune Pocket Park

## Retail and Restaurant Highlights

Avis  
Break Time  
Broadway Physical Therapy  
Enterprise Rent-A-Car  
Goodyear Tires  
Jiffy Lube  
L.C. Betz Jewelers  
Rooten Tooten B-B-Q  
The Executive Building  
Tony's Pizza Palace



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