

Objectives

- A beautified corridor that says “you are here.”
- An improved corridor built for the future.
- A corridor that welcomes all forms of transportation.
- A sense of physical connection to the surrounding neighborhoods.
- A corridor with a strong visual identity or brand.
- A corridor that is appealing to visitors, businesses, and investors.
- An economic engine for the city of Columbia.

General Input

- Take a futuristic view - what could the Loop be in 15 to 20 years after I-70 becomes 6 lanes or Conley Road is extended
- Bring business investment to the Loop, what opportunities are best for us to recruit
- Need to develop the infrastructure/public amenities that will help us attract key types of businesses/activities
- Beautification
- Branding (nod to history of the street, auto highway, chic retro)
- Physical identity (cohesiveness in terms of amenities)
- You know you're there!
- Complete a Traffic Study
- Attract more shoppers to The Loop
- Focus on a range of retail and restaurant options (quick/inexpensive for students, higher price point for employees).
- Improving pedestrian and Bike safety
- Taking advantage of the "fiber" assets on The Loop/adding if necessary
- Focus on the entire Business Loop corridor (Perhaps as far East as Hinkson Creek)
- Increased sales tax revenue for the CID and the community
- Redevelopment of The Loop
- Business and community investment in The Loop
- Options - City take over maintenance of the Business Loop?
- Strong political relationships required with:
 - City
 - Boone County
 - MODOT
 - Legislative
 - MO DED
- A long-term relationship with a consultant would help over time as the process and the landscape changes.

Objectives

- Traffic management (speed, medians, etc.)
- Bike/Ped Access
- Landscaping
- Beautification (integral to all improvements)
- Stormwater Management (integral to all improvements)
- Increased connections to neighborhoods
- Wayfinding/signage
- Identity (physical consistency/branding)

Deliverables

A public space plan that addresses:

- Beautification (including amenities, landscaping)
- Identity/branding/physical cohesiveness
- Infrastructure (traffic management, medians)
- Accessibility (bike and ped)
- Signage/wayfinding
- Stormwater management

The plan should have:

- A visually appealing final outcome
- Step-by-step goals/planned phasing
- Emphasis on small, quick changes that will test or initiate larger projects
- Estimated costs (total and phased)
- Financing recommendations

The process should include:

- Community outreach (such as surveys, online outreach, town halls)
- Communication plan (in cooperation with The Loop CID)
- Clear communication of goals and objectives, community impact of the plan, economic impact of the plan