

DESIGN GUIDELINES

COLUMBIA, MISSOURI

1



The Broadway is a new 8-story hotel with a shared public parking structure. It includes a restaurant on the ground floor and a trendy bar on the top floor with panoramic views of the city.



Broadway Avenue is the main street through downtown. Historic buildings line the street.

'The District' Voluntary Design Guidelines

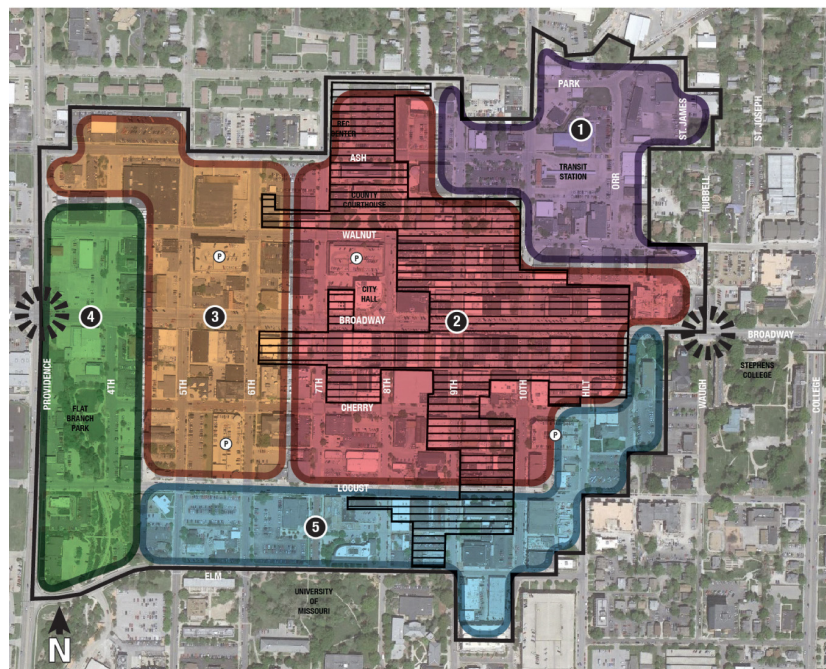
Downtown Columbia's Community Improvement District (CID), known as 'The District' seeks to: improve the quality of development, enhance the unique urban characteristics that are inherent throughout The District, promote sustainability, and preserve the history of the downtown core. This diverse city includes three universities and established close-in residential neighborhoods. Downtown is a cherished place, and as it becomes a more desirable place to live and work, the character must be maintained and enhanced by new development.

Winter & Company worked with The District to create voluntary design guidelines which the CID will use to promote quality development. Columbia was also undergoing a rehaul of its municipal code, and Winter & Company collaborated with the code consultants to assure development concepts for downtown were aligned with standards in the code.

"The District is a live/work/play neighborhood that sparks the creative, the eclectic, and the local. We're a constantly adapting community of people, with tradition blending harmoniously with high-tech and the latest trends in fashion, food and the arts." - THE DISTRICT

CHARACTER AREAS LEGEND

- ① North Village Arts District
- ② Historic Urban Core
- ③ Downtown Neighborhood Center
- ④ Providence/Flat Branch
- ⑤ University Edge
- ▬ Downtown Historic District
- ☼ Downtown Gateway
- Ⓟ Parking Structure



Five unique "character areas" were defined within the boundaries of The District.



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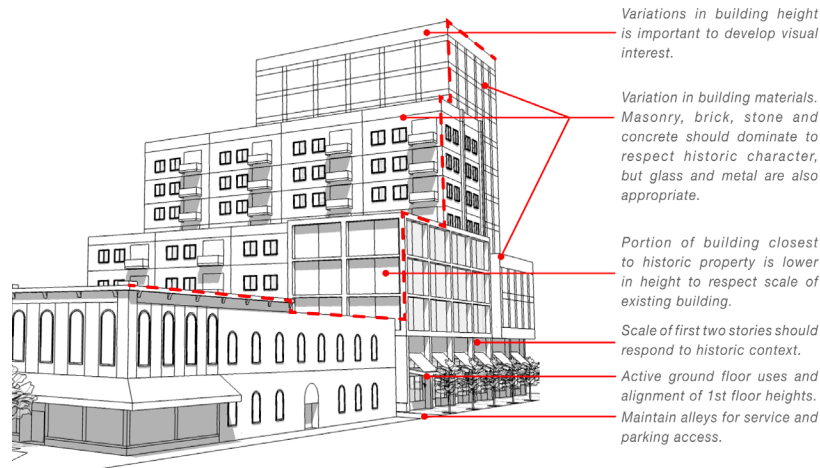
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2

Winter & Company developed design guidelines to address the areas of: Neighborhood Design, Site Design, Building Design, Energy Efficiency and Performance, and Historic Preservation. For each character area, a "case study" was developed to highlight specific design guidelines and demonstrate a desired development scenario. A series of graphics from the case studies are highlighted on the following page.



New, mid-rise buildings can be designed to be compatible to the historic context of downtown with sensitive transitions such as stepping down the scale of the building.

SERVICES:

» Voluntary Design Guidelines

CLIENT:

Katie Essing
Executive Director
The District

DATE:

2015



The street pattern of downtown is a rectilinear grid with alleys running east-west.

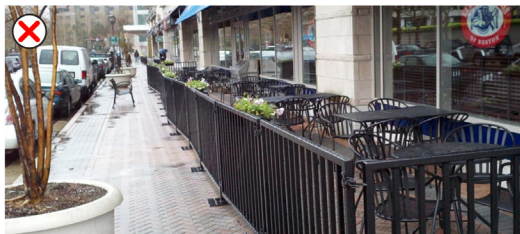
Outdoor Dining Areas



Design the outdoor dining area to be an asset to The District and appropriate for its site and the surrounding context.



Locate a dining area to facilitate pedestrian flow along the sidewalk.



This example does not allow for ample pedestrian movement along the sidewalk.



The boundary of a patio area may be defined with an awning.

A series of example imagery describes both good and bad examples of the design guidelines. This one highlights various outdoor dining guidelines.



A vibrant pedestrian experience is desired and therefore buildings shall include details and amenities that add delight to the overall experience of downtown.



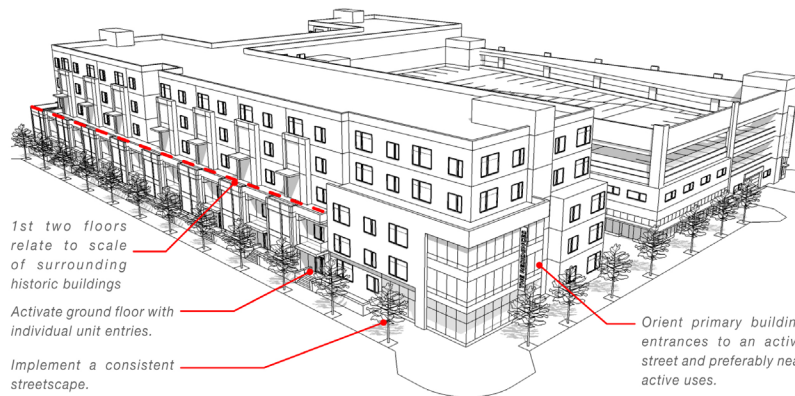
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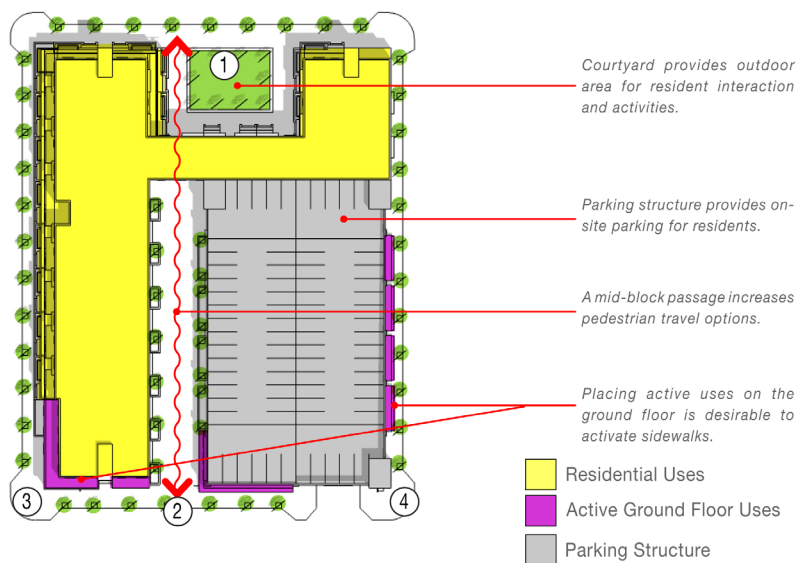
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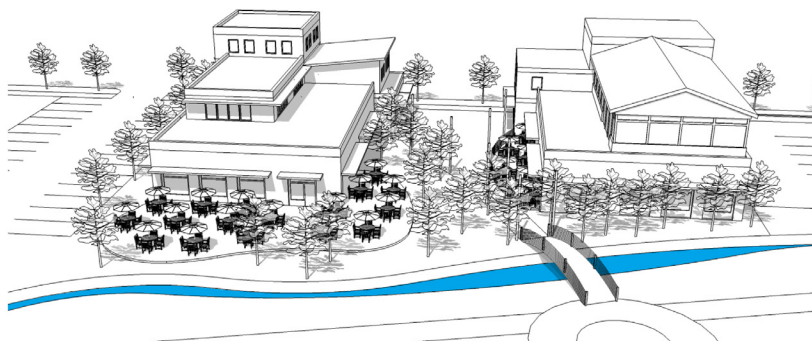
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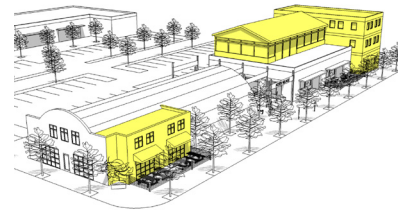
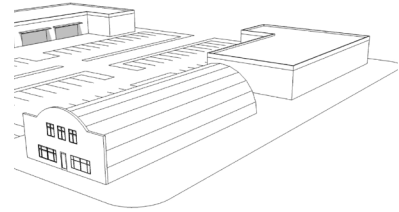
This development scenario shows how –student housing or apartment developments should activate the street with front stoops and by exposing amenities such as exercise rooms or common areas to the exterior instead of the interior of the building.



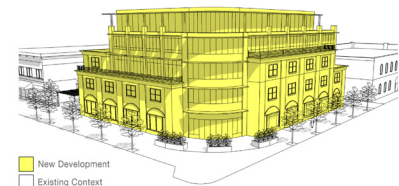
Development scenario for a full-block residential or mixed-use development (plan view)



This case study demonstrates how new development should embrace and celebrate the Flat Branch (creek) and adjacent park.



The North Village Arts District is an up-and-coming arts and culture district in Columbia with lots of adaptive reuse of industrial structures. This development scenario shows a before and after scenario of how simple additions and adjustments can breathe life back into these buildings.



The character area adjacent to the University of Missouri campus advocates for more institutional buildings to help bridge the gap between downtown and the university. This concept shows how institutional buildings and downtown buildings can work together. Enhanced connectivity is also essential in this area due to high student pedestrian activity.



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