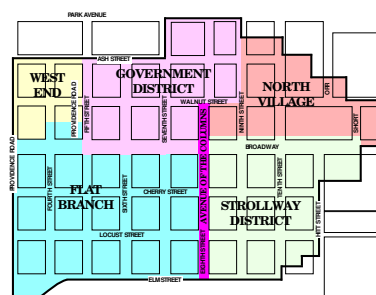
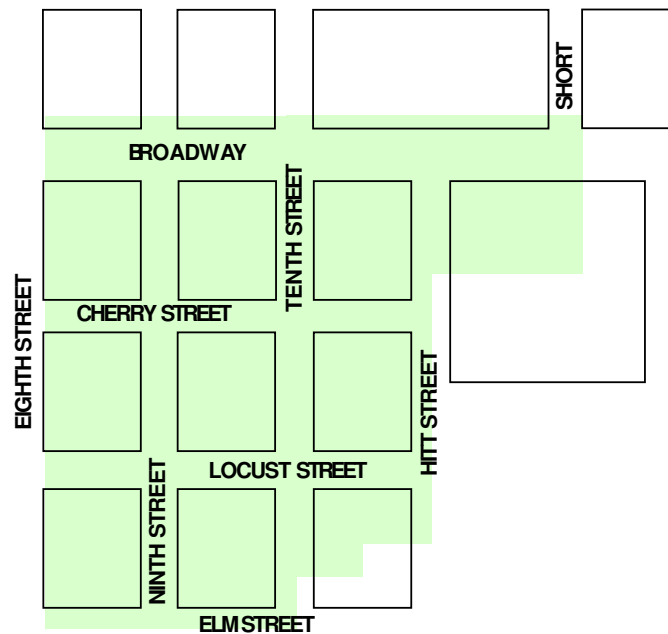


# THE STROLLWAY

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 spot for a new restaurant or shop. The Strollway is bordered by two colleges and three 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.



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## Retail Highlights

A la Campagne  
American Shoe  
Binghams  
Blackberry Exchange  
Bluestem Missouri Crafts  
Boxcar Films  
Buchroeder's Jewelry  
Calhoun's  
Cool Stuff  
Elly's Couture  
Envy

Kent's Floral Gallery  
Manhattan Closet  
Merle Norman  
Pasta Factory  
Pen Point  
Poppy Fine Art  
PS Gallery  
Sha  
Swank  
Top Ten Wines  
True Media

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## Restaurant Highlights

Bambino's Italian Restaurant  
Bangkok Gardens  
Bleu Market  
Booche's  
CC's City Broiler  
Cherry Street Artisan  
Formosa  
Harpo's  
India's Rasoi  
Kaldi's Coffee

Kayotea Tea Room  
Lakota Coffee  
Main Squeeze  
On the Rocks  
Panera Bread  
Rome— Coming soon!  
Sake Sushi Bar  
Shakespeare's Pizza  
Sycamore  
Teller's Bar & Grill  
The Pasta Factory  
Uprise Bakery

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## Points of Interest

FNB Art Park  
Historic Missouri Theatre  
Museum of Art & Archeology  
Peace Park  
Ragtag Cinema Café  
State Historical Society  
Stephens College  
Thomas Jefferson's Gravestone & Gardens  
University of Missouri

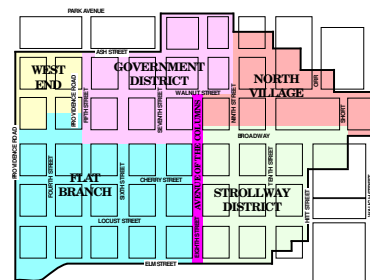
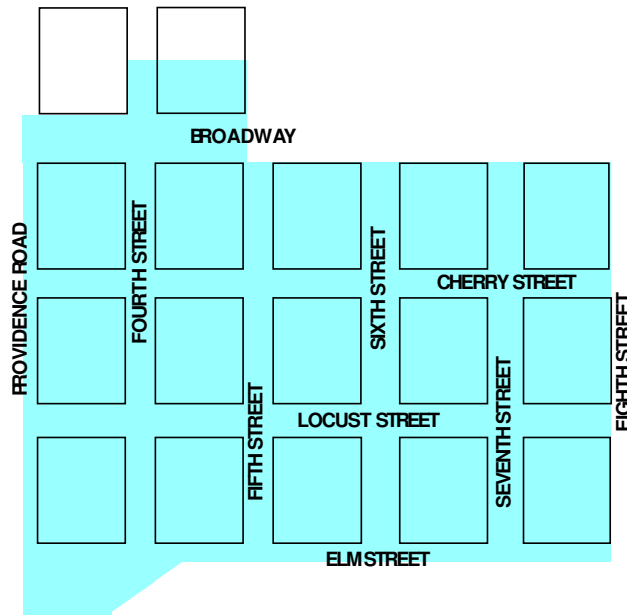
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# FLAT BRANCH

Once an old warehouse district featuring 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 creek walk at the head of the MKT Trail. 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 YouZeum, a hands-on science adventure center featuring hands-on exhibits and spaces designed by local and nationally known artists. Space on the corner of Fifth and Cherry has also been set aside by the City of Columbia for another large attraction or museum.



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## Retail Highlights

Bloomers  
Candy Factory  
CyclExtreme  
Dungarees  
Grill One 5  
McAdam's Ltd.  
Sterrett Fine Jewelers  
Vangel Communications  
Woodruff Sweitzer Advertising



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## Restaurant Highlights

Addison's American Grill  
Bengels  
Broadway Diner  
CJ's Wings  
Fellini's  
Flat Branch Pub & Brewing  
Shilos  
Wine Cellar & Bistro



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## Points of Interest

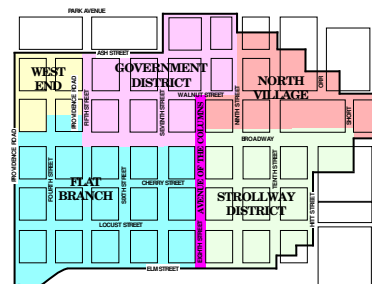
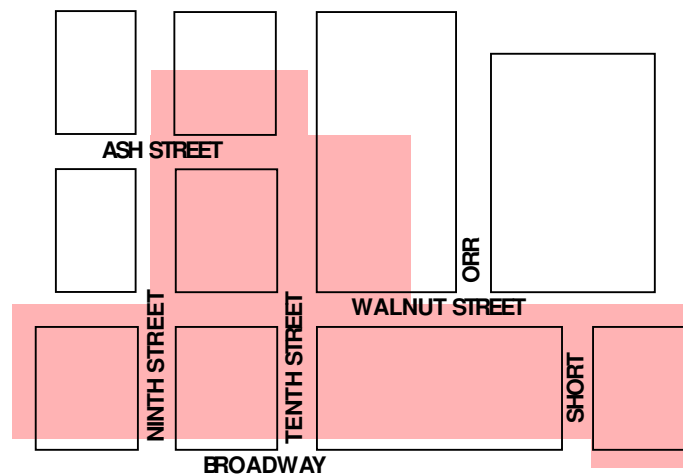
Flat Branch Park  
Historic KATY Station  
MKT/KATY Trailhead  
The YouZeum



# THE 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 a set by an indie rock group. The area is bordered by both Columbia and Stephens Colleges and both campuses host a variety of musical and theatrical performances as well as their own art galleries. Also on the Stephen's campus is the LRW Historic Costume Library featuring a 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. The North Village is home to Orr Street Studios, a series of old warehouses converted to artist studios and galleries. Another bohemian touch is the Village Art Walk—a walking tour of the sculpture gardens of the residents in the area.



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## Retail Highlights

Aardvarks  
Arsenic Leopard  
Butterfly Tattoo  
Dance Arts Studio  
Diamond Bank  
Dryer's Shoes  
Gotcha Costumes  
Kelani Day Spa  
My Secret Garden  
The Diamond Center  
The Strand

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## Restaurant Highlights

Coffee Zone  
Ernie's Steak House  
Mojo's Live Music  
Jamaican Jerk Hut  
Smokin' Chicks BBQ  
W.G. Grinders

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## Points of Interest

Columbia College  
LRW Costume Library  
Orr Street Studios  
Stephens College  
The Blue Note  
Village Art Walk  
Village Square Park  
Historic Wabash Station

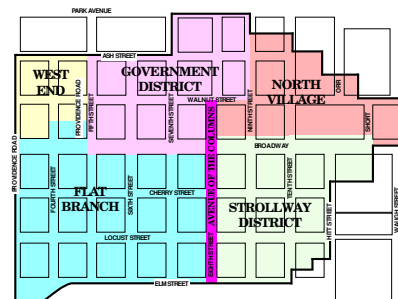
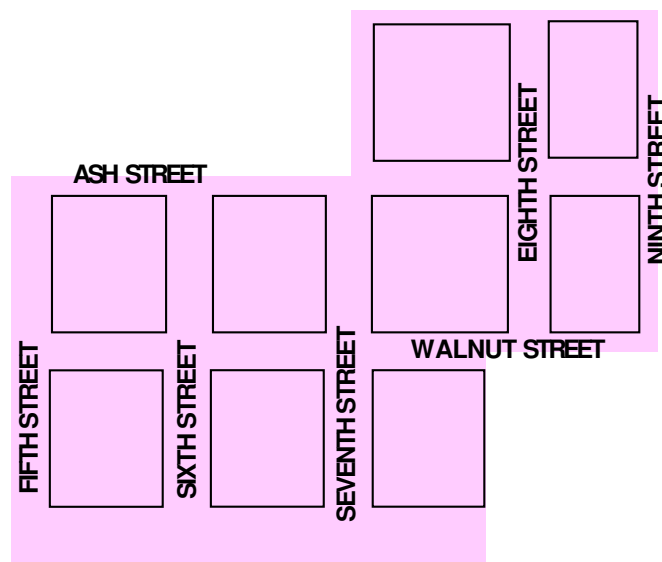
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# THE GOVERNMENT DISTRICT

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 a number of festivals, this section of The District is a wonderful mix of public and private, work and play.

Currently under construction is 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—recently underwent 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.



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## Retail Highlights

Get About Columbia  
We Always Swing Jazz Series  
Salon Nefisa

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## Restaurant Highlights

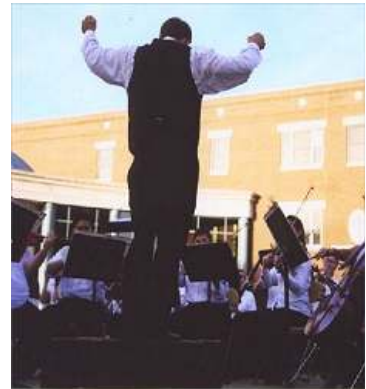
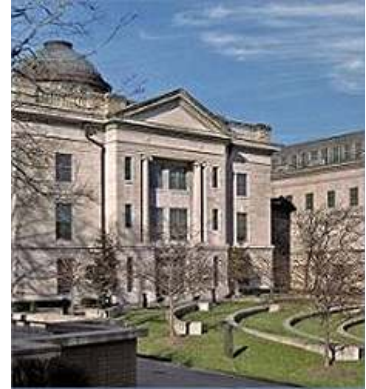
Boone Tavern  
McNally's Irish Pub

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## Points of Interest

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

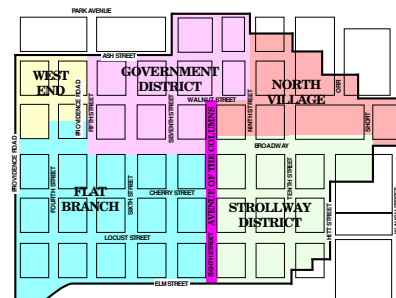
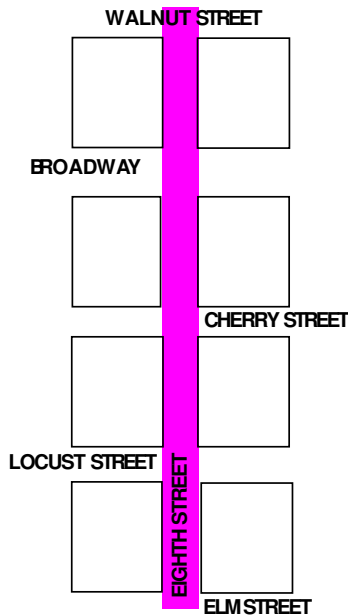
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# AVENUE OF THE COLUMNS

Flanked on each end by Columbia's famous columns, the Avenue of the Columns is The District's most promising project. Home to numerous banks, university offices and city buildings, this section of Eighth Street is currently planning 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.



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## Retail Highlights

D & M Sound  
The Marc Salon  
Ad Express

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## Restaurant Highlights

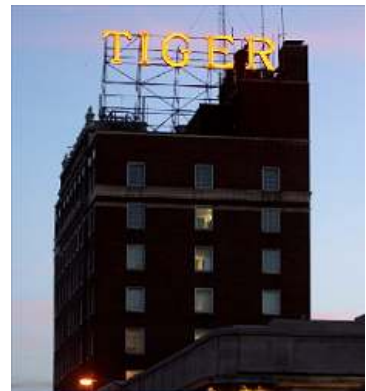
Bleu Market  
Bleu Restaurant & Wine Bar – Coming soon!  
The Bread Basket Cafe  
The Sub Shop

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## Points of Interest

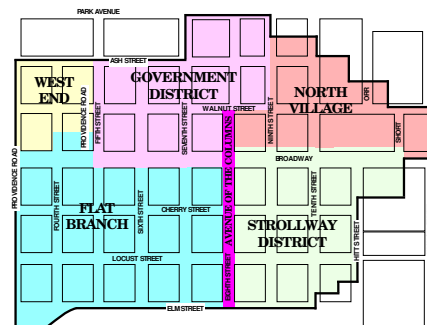
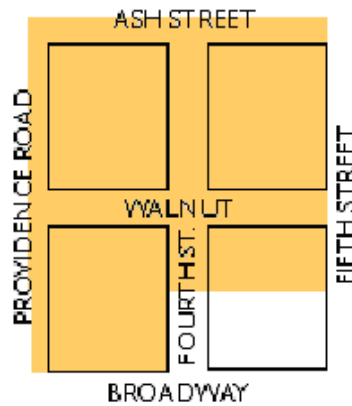
Guitar Building  
Historic Francis Quadrangle  
Missouri Press Association  
Office of Cultural Affairs  
The Columns  
The Missourian Newspaper  
Tiger Hotel

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# THE WEST END

The District isn't all restaurants and shopping—the West End is primarily light industrial and office. 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 saw a significant change when the Tribune constructed its new printing facility on Fourth and Walnut. Two gems also exist in the West End—once the only area an African-American business could locate—the Second Baptist Church and the historic Blind Boone Home. This home is currently undergoing restoration and transformation into a ragtime museum to celebrate Boone's musical legacy. Given its location on a major thoroughfare and underdeveloped sections, the West End has some possible redevelopment opportunities.



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## Retail Highlights

Avis  
Break Time  
Broadway Physical Therapy  
Enterprise Rent-A-Car  
Goodyear Tires  
Jiffy Lube  
L.C. Betz Jewelers  
The Executive Building

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## Restaurant Highlights

Taj Mahal  
Tony's Pizza Palace

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## Points of Interest

Blind Boone Home  
Columbia Daily Tribune  
Second Baptist Church  
Tribune Pocket Park

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