

COLUMBIA UPDATE

If you remember Columbia as a little college town nestled in Boone County's rolling farmland at the end of the Katy line, hold on to that memory. Today's Columbia remains a major educational center, but it also includes small manufacturing plants, big insurance offices, an expanding medical establishment, urban sprawl and, most recently, The Loop. ■ Columbia continues to grow. This time, however, a tremendous influx of new students is not the cause. In fact, recent data indicate that student enrollments are leveling off. Columbia in the future may depend less on higher education for its livelihood and more on business and light industry. ■ The change is gradual, however. Although no longer in a boom stage, building around Campus continues as Mizzou updates its facilities. The Veterinary Medical Center opened last spring, the new Alumni Center is now in operation, and a Nursing School is finally under construction. In another "Save the Quad" campaign, student-financed plantings of trees and shrubs around Francis Quadrangle have made it an even more attractive setting for Jesse Hall. ■ Off-Campus, some things are comfortably the same as ever. Behind the green door, The Shack still features its intricately carved wooden tables and shackburgers. The Old Heidelberg is now the new Old Heidelberg, expanded and remodeled, but still a favorite Friday afternoon hangout. ■ One of Columbia's growth industries seems to



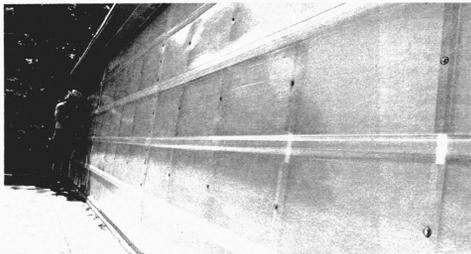
Seven stories above Broadway one summer morning, Columbia's Mayor Les Proctor looks over a growing, changing city. Yet Columbia has retained some of the attractive aspects of the town Proctor knew growing up here. "In many ways," he says, "in its openness, in the accessibility to government, Columbia is still run the way a small town is."

Once it was the Daniel Boone Tavern, a stopping place for travelers. Today, after a major remodeling, it is the Daniel Boone City-County Building, housing local government offices. Here, in the spacious City Council chamber on the fourth floor, interested citizens gather to hear the Council debate the downtown traffic loop and a plan to establish a system of bicycle paths.

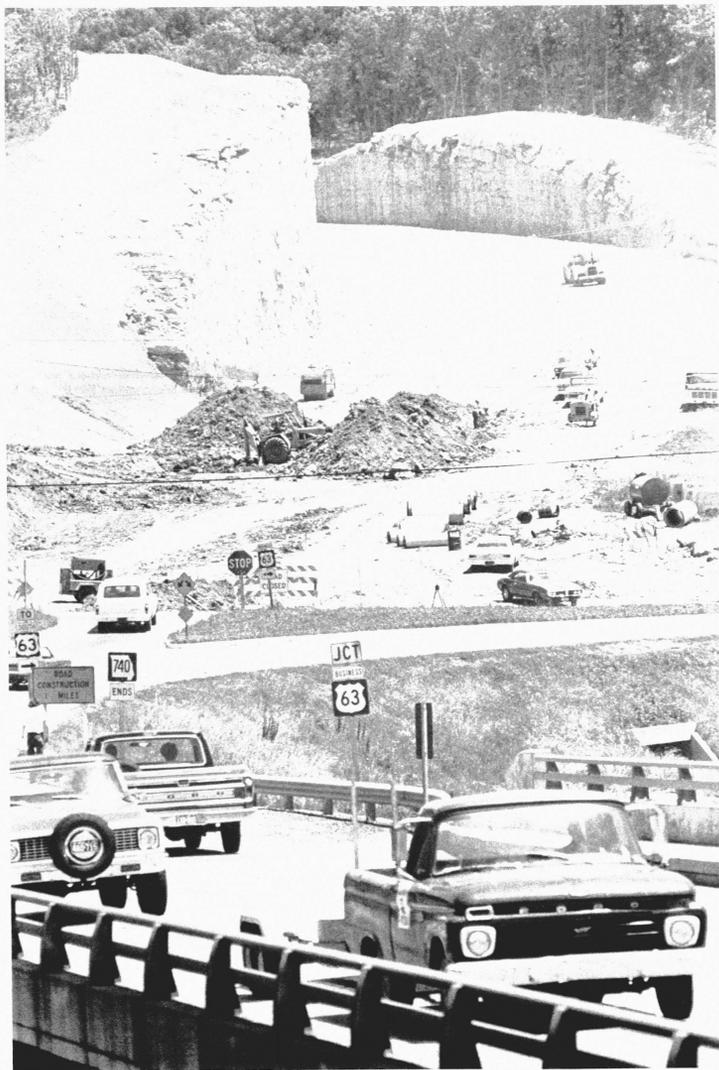




Photos and text
by Aaron Levin



Columbians are not immune to the effects of the nation's energy crunch. Here, alumnus Sam Meyers installs a double-walled plastic panel designed to collect and concentrate heat from the sun to warm a major addition to the home of Mizzou Professors Joan and Charles Krauskopf. There are about a dozen homes under construction in the Columbia area this summer which will make use of solar energy to help provide heat in winter.



Beyond the confusion of afternoon traffic, men and equipment cut an extension of Stadium Boulevard eastward to connect with new Highway 63. The new road will allow faster access to the stadium and will permit Columbia's growing number of commuters to drive more quickly to and from their suburban homes. Development in both the city and county is calling attention to new demands on roads and other services.

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be medical services. If you're going to get sick, Columbia, with the second highest number of hospital beds per capita in the United States, is a good place to do it. Besides the University Medical Center, there are five other hospitals. The newest, Columbia Regional, opened 2½ years ago. Together, Columbia's medical facilities serve a regional, even a multi-state population.

Columbia's lifestyle is changing, too. After 20 years of talk and legal complication, cable television is coming to town, at last allowing Columbians to see the PBS classics.

Another indication of changing times has been the appearance of small, colorful specialty shops, especially on Walnut Street and on Ninth and Tenth Streets north of Broadway. This area, now called "North Village," is home to antique shops, art galleries, jewelry stores, restaurants and boutiques.

Farther away from Campus, the changes are more apparent. Traveling northeast of town, one encounters a string of light industrial operations: American Press, 3M Company, Clow Corporation, McGraw-Edison Co. In June, city voters approved an \$8 million bond issue to finance a new plant for the Square-D Company which will eventually employ 400 workers. Several large insurance companies, including State Farm and MFA, have expanded their already large offices in Columbia.

What makes Columbia attractive to industry? "Columbia," says Bruce Maier, "is one of the finest places in the world to work because of its cleanliness, its safety, its lifestyle, its accessibility, its high quality people."

Maier (PhD '71) founded Discwasher, a highly successful international audio products company, six years ago.

"The health and survival of this town require industrialization — but it must be done right. It would be foolish to haul in companies with high energy demands."

Mayor Les Proctor (BS BA '65) would like to see a carefully planned, and slow-paced, development by corporations which are environmentally clean, subject to few layoffs, and not seriously affected by business cycles.

Of course, the city's development hasn't come without stress. In 1969, Columbia doubled its area to 44 square miles. The boundaries remain the same today, but suburban growth has accelerated as new subdivisions are built out in the county.

The most recent attempt to deal with today's Columbia is The Loop, a complicated array of traffic islands, signal lights and directional signs designed to route through traffic away from the downtown business district. Placed in operation in June, The Loop was immediately the center of intense controversy as opponents protested its inconvenience and its effect on downtown businesses, while adherents pleaded for time to allow drivers and pedestrians to familiarize themselves with its complexities.

And to Police Chief David Walsh, Columbia's growth has brought a taste of problems usually associated with big cities. Crimes against property have increased, but Walsh points out, "Crimes against property are increasing nationally as well as locally, and Columbia started from a relatively low crime base. In fact, the city has a lower rate of crimes against persons than similar cities."

To cope with these changes, Mayor Proctor has appointed a growth task force to study the city's future. For the first time, citizens will systematically examine the direction their community is taking and search for ways to manage its growth.

Certainly, whatever the town's future, the quality of life that alumni remember, and that draws and keeps so many Columbians here, will continue to be the first concern of the citizens of Missouri's No. 1 college town. □



Brick and concrete take over from farmland as the new Columbia Regional hospital rises beyond Keene's Barn, east of town. Part of an extensive complex of medical facilities, the hospital functions as a referral unit, drawing 75 percent of its patients from outside Boone County. The Medical School and six hospitals combine to make the city a major center of medical treatment and research.



What can we say? The Shack seems to be as firmly rooted by the side of Conley Street as the tree which shades it. Each fall, a new generation of Missouri students discovers the humble pleasures offered by this Columbia landmark — burgers or pork tenders at lunchtime, beer after an evening in the library, carvings upon carvings in the wood booths.



Entertainment is now coming to Columbia homes by way of a cable like the one Jim Wagner is helping to string along Paris Road. Once the subject of 20 years of discussion and litigation, cable television has at last become a reality. A spokesman for Columbia Cablevision predicts that the long public controversy can only aid CATV's acceptance.



A friendly bee points the way along Columbia's new traffic Loop. The Loop was the focus of sharp debate, stormy city council meetings, angry letters to the editor and a thoroughly inconclusive public opinion poll. After a month of operation, both drivers and pedestrians apparently had adjusted to the change. Everyone is waiting to see the effects on traffic patterns in the fall, when Columbia's 26,000 students come back to town.



Want to buy a plant or handmade jewelry or an antique picture frame or incense or even a stuffed toy elephant? Head for Columbia's North Village, where you can find all these and more. Chris Carpenter (AB '73) and two partners took their first steps into the business world when they opened Sunday's Child, a boutique on Tenth Street that has toys, games and clothing for children.

The Katy Station: not long ago it was just an unused railroad depot; today it's one of Columbia's newest restaurants. The old terminal forms the entryway and the bar, while three genuine boxcars provide the dining area. The patio offers friends a pleasant place to meet after work. Several other bars and restaurants also have outdoor cafes.