

Historic South Main

Revitalization

Springfield, MO



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Center for Community Studies
Hammons School of Architecture
Drury University



Acknowledgements

Community Studio Visioning Team:

Laura Bergman
Craig Culbertson
Michael Hampton
Brian Harbison
Tyler Hellwig
Erika Koenig
Bryon Oster

Project Administrator:

Jay Garrott

City of Springfield:

Brendan K. Griesemer, AICP, Neighborhood Conservation Office
Andrea Hall, Economic Development
Jason Haynes, P.E., Traffic Engineering
David Hutchison, P.E., Traffic Engineering
Hannah Rippe, Neighborhood Conservation Office
Ralph Rognstad Jr., AICP, Planning and Development Director
Randall Whitman, Neighborhood Conservation Office

Historical Preservation:

Deb Sheals, Architectural Historian

Springfield History Museum:

John Sellars, Director

Missouri Department of Natural Resources

Jo Ann Radetic, CLG Coordinator of State Historic
Preservation Office

Community Advisory Committee:

Tom and Nancy Dornan, owners and developers
Carl Herd, owner
Bob Horton, Executive Director of Urban Neighborhoods Alliance
Jake Jackson, owner
Gary and Linda Lawrence, owners
Jack and Mary Ellen Pugh, owners
Andy Wang, owner
Rusty Worley, Director of Urban Districts Alliance

Workshop Participants:

Chris Dietz
Kimberly and Thomas Dubois
Kevin Grice
Debbie Gulley
Chris Houghton
Soonok Mayhew
Anthony and Marcha Mullins
Alan and Pat Neff
Ronald Whitehead
Al and Mary Williams

Table of Contents

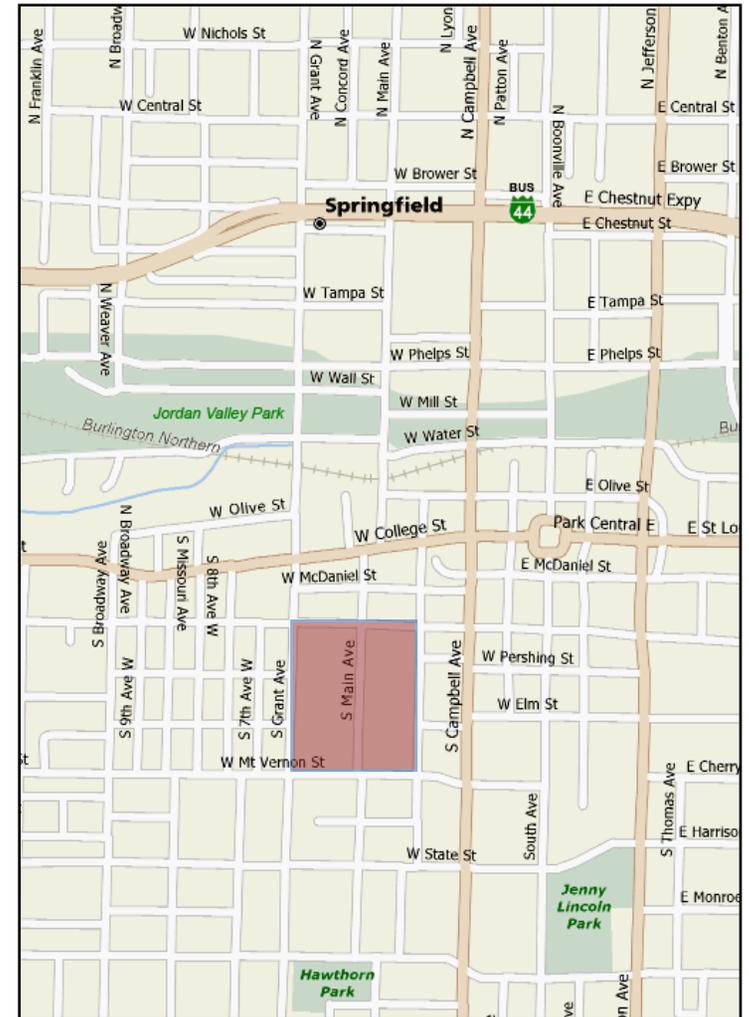
Preface		Research	
Problem Statement	4	Precedent Studies	56
Historical Information	5	Literature Research	59
Introduction to Site	6	Workshops	
Site Analysis		1st Community Workshop	64
Aerial of Site	8	Advisory Committee Meeting	72
Current Zoning	10	2nd Community Workshop	80
Massing Diagram	12	Proposals	
Renter vs. Owner	13	Comprehensive Master Plan	88
Existing Housing Stock	14	Residential Component	90
Site Observations	16	Mixed-Use/Commercial Component	100
Executive Summary		Entry Nodes	106
Comprehensive Master Plan	18	Appendix	
Location	20	Citations	114
Perception	22		
Mixed-Use vs. Residential	24		
Future Development	26		
Park/Community Spaces	32		
Demographics	34		
Crime	36		
History	38		
Unification	40		
Streetscape	42		
Parking	46		
Traffic Flow/Speeding	50		
Zoning	52		
Funding	54		

Problem Statement

- ▶ Problem Statement
- Historical Information
- Introduction to Site

The City of Springfield approached us to help them in a visioning effort for the blocks of South Main bounded by Walnut, Market, Mount Vernon and Grant. Located just southwest of the central business district and square downtown, this area is part of the West Central Neighborhood. The homes in this area represent the closest single family residences to downtown urban living. Currently, many of the homes are being used as multi-family rental properties and only a few are owner occupied or vacant. The Department of Planning and Development seeks to explore visions of how the area could be revitalized and developed as a mixed-use commercial and/or residential area.

The city hopes to retain the existing housing stock but possibly allow different uses. They want to emphasize refurbishment, not demolition. Community input is essential because the project needs backing and support. It is also important to recognize that this is an educational process. It is our goal to educate the community and the City about what is possible in the area. This is a visioning process where ideas must be tested and explored to find the best final solution.



Location of site

Historical Information

Preface

Problem Statement
Historical Information ◀
Introduction to Site



Springfield Gas and Electric 5A

South Main Street is rich with history and has seen many changes throughout the years. At the turn of the Twentieth century, Main Street, just north of Walnut, was a major industrial area. Businesses such as Springfield Gas and Electric Company, Missouri Pacific Railroad depot, Rogers and Baldwin Hardware, and Springfield Gas Plant Manufacturer were located on Main St.. These companies were important to the economic growth of Springfield, and have helped build Springfield to become what it is today.



Route 66 5B

During the Civil War General Lyons had his head-quarters on North Main. Hence, nearby points to the North and South of our site on Main Street were sites for the Battle of Springfield. Soon after the Civil War, Main Street turned into a industrial area which included a trolley that ran North and South from 1887 to 1937. Years ago the famous Route 66 ran just one block north of the site.

Today the businesses that grew after the Civil War no longer exist on Main Street. However, new buisnesss such as the Main Post Office and Butler Rosenbury and Partners architecture office currently call Main Street home. The site did not have major development until after 1896 and for the past century the lot boundaries have remained mostly unchanged along Main street.



View of old train station looking toward downtown

5C



Trolley car on Main Street

5D

Introduction to Site

- Problem Statement
- Historical Information
- Introduction to Site

For the purposes of this book, we want to define some terminology to differentiate parts of our study.

I. South Main Site

The site being studied bounded by the streets Walnut Street (north), Market Avenue (east), Mt. Vernon Street (south) and Grant Avenue (west)

II. South Main Avenue

The section of South Main Avenue between Walnut Street and Mount Vernon.

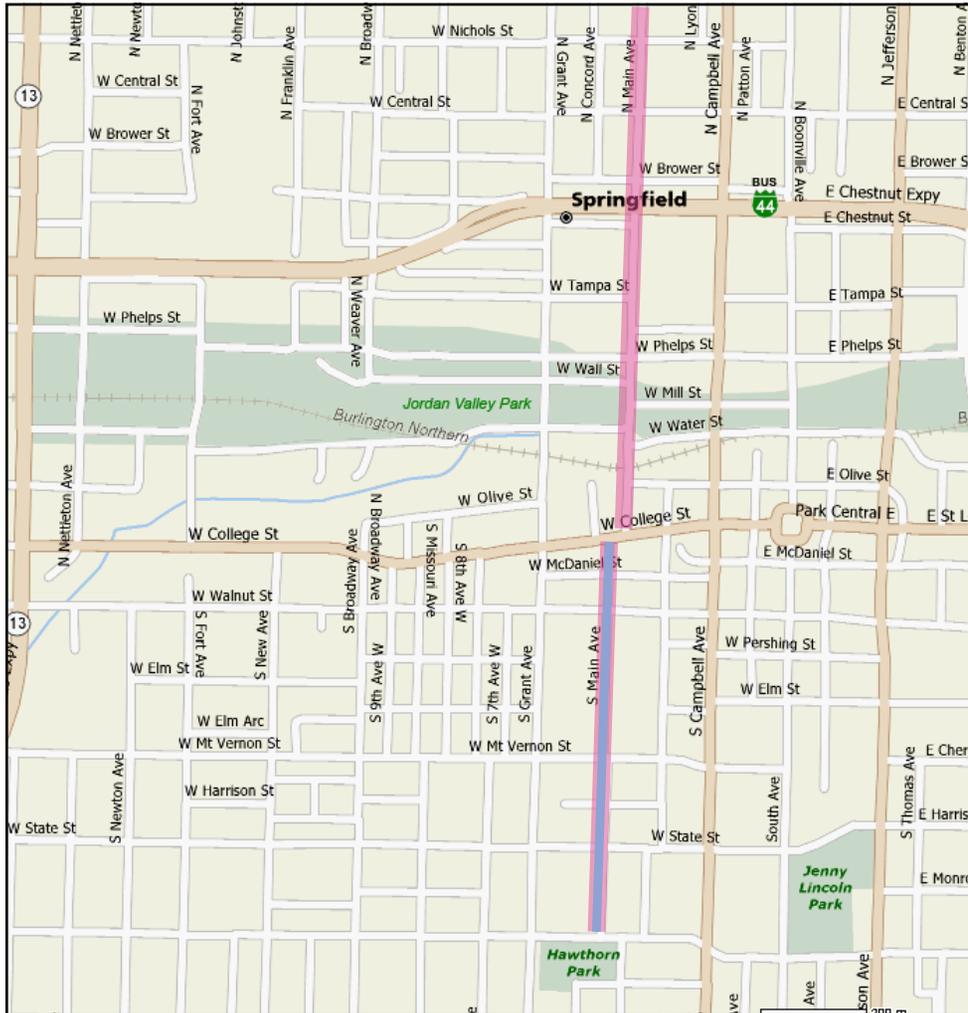


South Main Site and South Main Avenue

6A

Introduction to Site

Site Analysis



South Main Corridor and South Main Avenue

7A

III. **South Main Corridor**
South Main in its entirety.

IV. **Main Avenue**
Main Avenue in its entirety, north and south.

Problem Statement
Historical Information
Introduction to Site ◀

Aerial of Site

- ▶ Aerial of Site
- Current Zoning
- Massing Diagram
- Renter vs. Owner
- Existing Housing Stock
- Site Observations

This photo shows an aerial view of Springfield as a whole. The red area shows where our site is located in relationship to the city as a whole.



Aerial view of Springfield, MO

8A

Aerial of Site

Site Analysis



This aerial is zoomed in to the South Main Street Site. The focus of the study is the area bounded by Walnut to the North, Grant to the West, Mount Vernon to the South, and Market to the East. The current locations of buildings, fields, and parking lots is shown here.

- Aerial of Site ◀
- Current Zoning
- Massing Diagram
- Renter vs. Owner
- Existing Housing Stock
- Site Observations

Aerial view of South Main site

9A

Current Zoning

Site Analysis

Zoning Ordinance

Springfield City Code - Chapter 36, Article I
City of Springfield, Missouri
March 7, 1995
Last Amended July 7, 2005

Townhouse Residential District (R-TH):

A district designed for single-family-detached, single-family-semi-detached, duplex and townhouse residences at a maximum density of eleven (11) dwelling units per acre.

Center City District (CC):

A zone designed to accommodate the existing mix of uses in the Springfield Central Business District and Commercial Street Area.

General Retail District (GR):

A zone designed for uses that provide community-wide personal and business services, shopping centers and specialty shops.

Single-Family Residential District (R-SF):

A zone designed to accommodate single-family residential development at a maximum density of seven (7) dwelling units per acre.

Medium-Density Multi-Family Residential District (R-MD):

A zone designed for multi-family dwelling units (apartments) with a maximum density of twenty-nine (29) dwelling units per acre.

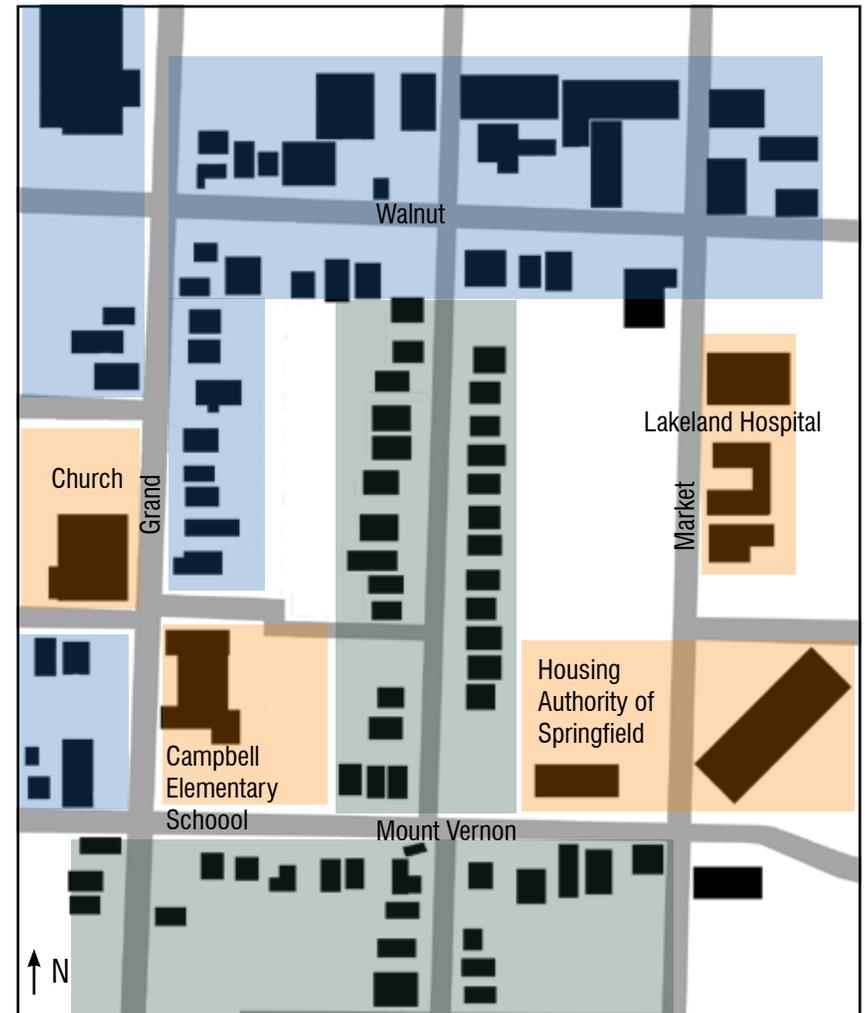
Aerial of Site
Current Zoning ◀

Massing Diagram
Renter vs. Owner
Existing Housing Stock
Site Observations

Massing Diagram

- Aerial of Site
- Current Zoning
- Massing Diagram
- Renter vs. Owner
- Existing Housing Stock
- Site Observations

The massing of buildings of the South Main Site is fairly consistent with single family dwellings bordering both sides of the street. Walnut, Grand, and Mount Vernon are also lined with buildings on both sides but the sizes vary with a mix of residential, commercial and institutional facilities. Market street has a few major buildings to the east but the west side is fairly open with parking and fields.



- Current Uses:
- = Commercial
 - = Residential
 - = Institutional

Massing Diagram of South Main Site

Renter vs. Owner

The properties within the South Main Site are primarily renter occupied (green) with only a few owner occupied (blue). This map also shows the property lines of the area which have stayed relatively unchanged since around 1900 when the area began to develop.

According to recent housing data, this is the breakdown of the area:

- Owner Occupied Housing Units: 18.60%
- Renter Occupied Housing Units: 79.10%
- Vacant Housing Units: 2.30%

- Aerial of Site
- Current Zoning
- Massing Diagram
- Renter vs. Owner ◀
- Existing Housing Stock
- Site Observations



Renter vs. Owner Map

Existing Housing Stock

- Aerial of Site
- Current Zoning
- Massing Diagram
- Renter vs. Owner
- Existing Housing Stock
- Site Observations

Mt. Vernon



East Side of South Main Street

Walnut



West Side of South Main Street

The South Main Site is a peninsula of multi-family residential housing surrounded by commercial and institutional properties. Some businesses have begun to intrude at the intersection of South Main Avenue and Walnut Street. Most of the houses on South Main Avenue were built in the 1890s and they have a distinct historic quality. The predominant types of houses include the Gabled-Ell,

American Foursquare, Bungalow, and Catalouge homes. Many of the houses are in need of renovation to restore them to their original historic character. The vegetation in the area is very mature with large trees on most properties. The houses are set back from the street with front porches and garages behind.

Existing Housing Stock

Site Analysis



Walnut

East Side of South Main Street



Mt. Vernon

West Side of South Main Street

A large portion of South Main Avenue is lined with an old stone wall. The wall is falling apart and needs fixing up but it is still a positive aesthetic element for the neighborhood. There is a vacant lot on the northeast side of South Main Avenue and across from Lakeland Hospital on Market Avenue.

Currently, most parking for the South Main Site occurs along the street. Local businesses also use South Main Avenue for parking. The current street lighting is inadequate. Residents and owners have requested that lighting be improved to add to the safety of the neighborhood.

Site Observations

- Aerial of Site
- Current Zoning
- Massing Diagram
- Renter vs. Owner
- Existing Housing Stock
- Site Observations

Observed Trends:

Location I:

- Highest foot and car traffic overall, which was between 10am-4pm
- Traffic associated with Campbell Elementary School

Location II:

- More pedestrians
- Pedestrian traffic associated with proximity to downtown activities, especially Springfield Brewing Company

Location III:

- More pedestrians
- Pretty quiet in general
- Busier on weekdays vs. weekends
- Traffic associated with Housing Authority of Springfield property



Observation locations

Site Observations

Site Analysis

Location I



Location II

Weekday



Location III



Weekend

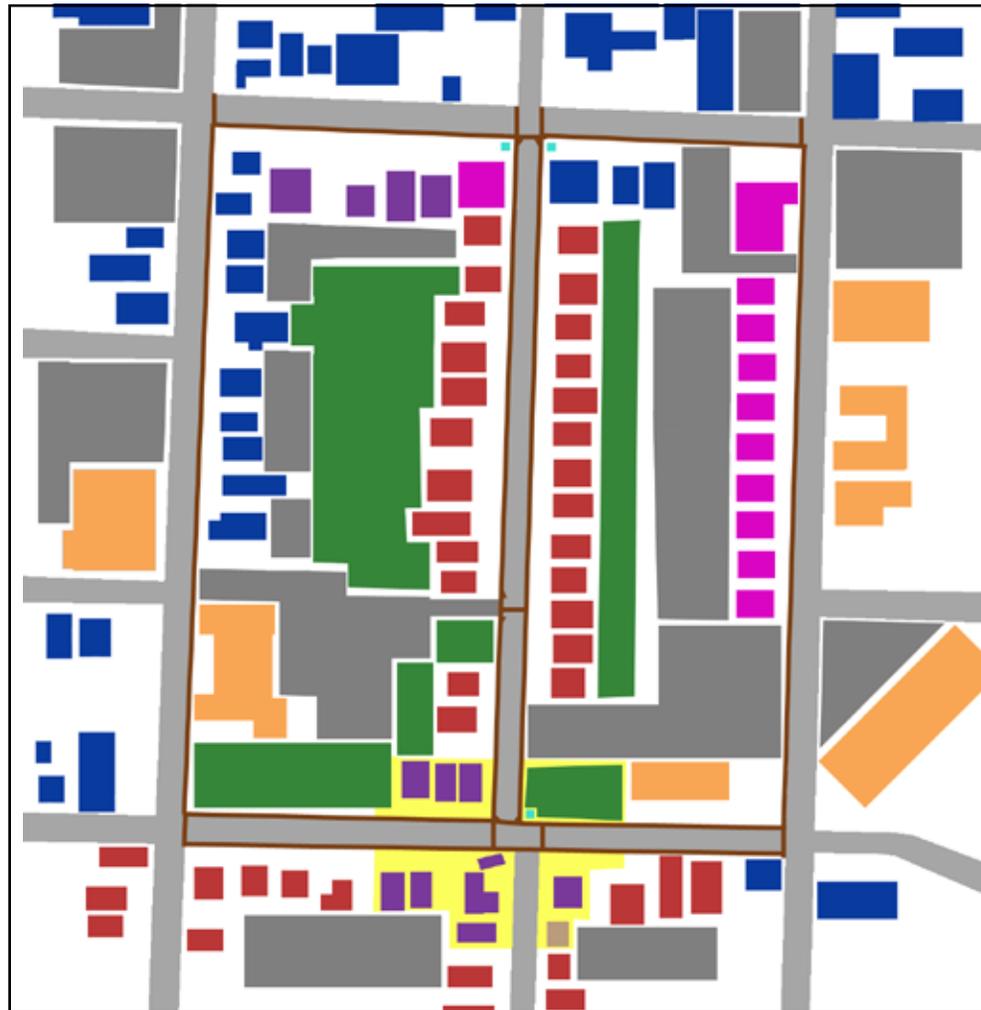


Aerial of Site
Current Zoning
Massing Diagram
Renter vs. Owner
Existing Housing Stock
Site Observations ◀

Comprehensive Master Plan

► Comprehensive Master Plan

- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding



- = Residential
- = Mixed-Use
- = Existing Commercial
- = Institutional
- = Future Development
- = Brick Sidewalk
- = Entry Nodes
- = Greenspace
- = Parking
- = Streets

Master Plan

Comprehensive Master Plan

Executive Summary

The South Main Site is unique in many ways, from the historic homes, to the location and proximity to downtown Springfield. Revitalization is the key to the future as a residential area with contained mixed-use surrounding. We have subdivided our proposal into three sections that will help with the revitalization, unification and success of the neighborhood as a whole.

The first recommendation is to maintain the residential core along South Main Avenue. We propose replacing the concrete sidewalks with a more visually appealing brick surface. Secondly, the addition of historically accurate three globe streetlights are recommended to unify the streetscape as well as increase safety at night. Thirdly, markers in front of the houses that show the year the house was built are suggested to give the community a greater sense of identity. Also, the restoration of the old gas station would create a strong focal point as well as gathering space for residents. Finally, Campbell Elementary School should remain open to bring vitality, activity and traffic to the neighborhood.

The second recommendation is to restrict all commercial and mixed-use functions to the edge of the site, preserving the residential core. The empty lot along Market Avenue could be developed as a viable office park or mercantile with green space and parking. The used car lot on Walnut Street and South Main Avenue is suggested to become an art gallery. Also, the building of the auto body shop on the corner of Market Avenue and Walnut Street should be replaced with a facility more appropriate to the neighborhood. The intersection of South Main Avenue and Mt. Vernon Street should be developed into a mixed-use hub, called "South Main Village." This center of commercial activity will be similar in character to Pickwick Place in Springfield. The gas station can become a coffee house and also serve as a entry marker for the neighborhood.

The final recommendation for the revitalization, unification, and success of the neighborhood is the addition of entry nodes. The South Main Site's entry nodes should reflect the historical aspects of the neighborhood and be low in profile. The nodes should reflect the uniqueness of the area, mark the entry points, and welcome people into the neighborhood. The nodes should demonstrate the importance of the neighborhood as a unique place in downtown Springfield. The entry nodes will be placed at the intersection of South Main Avenue and Walnut Street, as well as at the intersection of South Main Avenue and Mt. Vernon Street. There will also be a sign placed on the front of the old gas station and the revitalized auto body repair shop.

- Comprehensive Master Plan ◀
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

Location

Comprehensive Master Plan

► Location

Perception

Mixed-Use vs. Residential

Future Development

Park/Community Spaces

Demographics

Crime

History

Unification

Streetscape

Parking

Traffic Flow/Speeding

Zoning

Funding

ISSUE: Location

The location of the site is unique and important because it is the closest single family residences to downtown.

The unique location of residences is one of the defining characteristics of the neighborhood.

CONCERN: Proximity to downtown

One of the more interesting qualities of the site is its proximity to the downtown area. It is the closest place to downtown you can live and still have the benefits that come with neighborhood life (intimacy, back yard, etc). This brings a great opportunity to create an area where the residents can enjoy the culture and energy of downtown while still retaining a peaceful, serene place to live.

CONCERN: “Peninsula” of Residential Zoning

Because of its proximity to downtown, over the years the South Main Site has become a “peninsula” of residential activity that stems northward from Mt. Vernon St. along South Main Avenue. It has become surrounded by commercial activity and zoning, with a day care, two auto garages, a used car lot, the local bricklayers labor organization, and an audio store all located around the northern and western perimeters of the site. We want to allow these different activities to happen simultaneously without one interfering with the other.



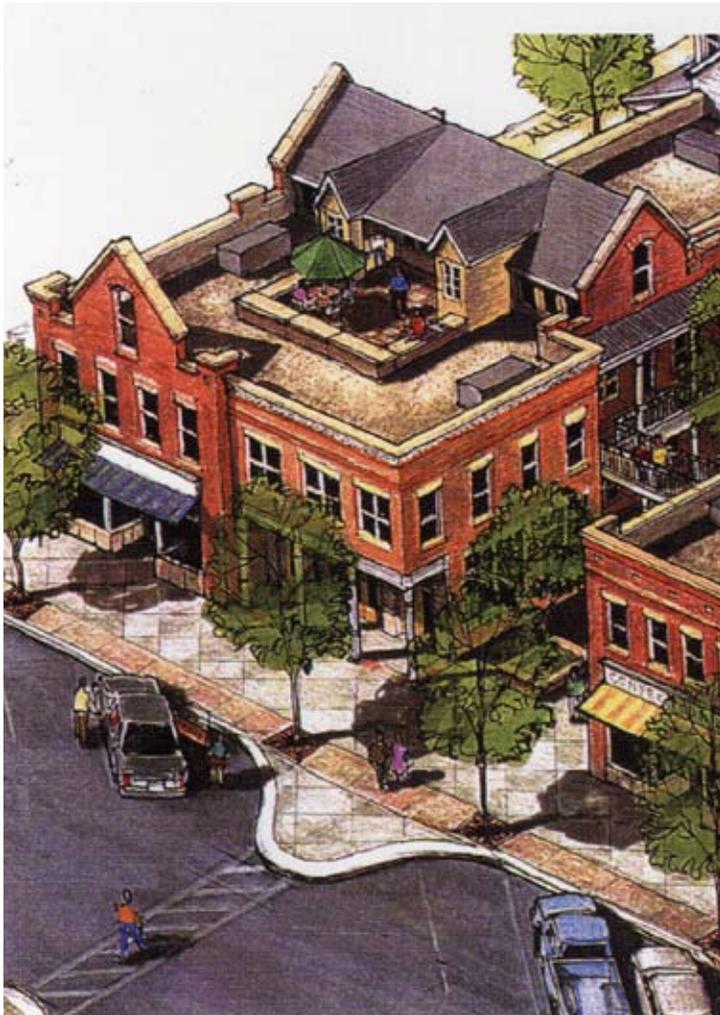
View looking west on Park Central East

CONCERN: Public Exposure/ Visibility

The fact that this area is so close to downtown means that there is a considerable amount of traffic flow around it, both vehicular and pedestrian. This creates an opportunity to enhance the character of the area in a way that engages the public’s interest and turns the neighborhood and surrounding businesses from just a space into a recognizable place.

Location

Executive Summary



Residential-Urban Interaction

21A

CONCERN: Residential Interaction with Urban Activities

The peninsula of residential zoning and the heavy commercial activity around the site creates a sensitive residential interface. It is important to keep these activities separate while creating a comfortable, flowing transition between the two zones.

RECOMMENDATIONS:

The existing residential core of the site should be preserved by restricting mixed use activities to the more urbanized edges. Buffered commercial parking created on each business's lot would discourage employees and customers from parking along South Main Avenue, developing a visual and physical separation of residential and commercial activities. The character of the area should be unified through the use of elements such as materials, lighting, signage, and vegetation, thus assisting in turning the area into a distinct community. The use of vegetation and/or privacy fencing would keep the commercial and residential activities separated while elements such as signage and lighting retain the continuity of the area.

- Comprehensive Master Plan
- Location ◀
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

Perception

Comprehensive Master Plan
Location

► Perception

Mixed-Use vs. Residential
Future Development

Park/Community Spaces

Demographics

Crime

History

Unification

Streetscape

Parking

Traffic Flow/Speeding

Zoning

Funding

ISSUE: Perception

The look of the neighborhood:

The South Main Site is the closest residential area to Downtown Springfield. This attribute makes the perception of the South Main Site as a clean, safe and a unique place to be, very important to the future success of the South Main Site. Elements such as crime, speeding, unkept landscaping, and renovations that need to be made, all effect how people perceive the area.

CONCERN: Crime Rates

The crime rates are high and must be reduced to entice people to become residents. Speeding on South Main Avenue is a problem with the addition of school children crossing the street twice daily. Crime rates will lower with upper scale living and neighborhood unity. Speeding can be reduced by the lowering of the speed limit and the introduction of pedestrian cross walks.

CONCERN: Landscaping

Maintaining plant growth is very important to the aesthetics of the neighborhood. Keeping trees pruned, the grass cut, and bushes along houses trimmed is an important task that must be taken on by the resident. Keeping up with lawn maintenance can be costly, but is very important to keep a good perception of the neighborhood. Having a lawn



Possible streetscape scene, drawn by Michael Hampton

maintenance crew take care of the lawn care on a regular basis can be a good solution to poor landscape conditions.

CONCERN: Structure Renovations

Houses that are in need of renovation detract from the other houses and the South Main Site as a whole. Retaining

Perception

Executive Summary



Possible streetscape scene, drawn by Michael Hampton

RECOMMENDATIONS:

Controlling speeding could be accomplished in a number of ways: a crosswalk on either end of South Main Street, 'smart parking,' a type of curb outcropping to designate parking areas along a street, gives traffic less room in their lane which statistically lowers traffic speed and also having police regularly monitor traffic. Maintaining the landscaping is the responsibility of the owner; however, the development of neighborhood landscaping guidelines would assure conformity. Renovations that are made in the South Street Site should be restricted based on an Urban Conservation District (UCD) and the historic nature of the neighborhood. These renovations could be funded by a Neighborhood Improvement District (NID) that is created to help residents with renovations to their homes, yard and retaining wall.

wall and entry walk-way improvements could help the image and aesthetics of the neighborhood. Renovations must fit with the historic character of the neighborhood. Renovations to the retaining wall and entry walk-way should be done similar in all residential cases to maintain unity within the South Main Site.

- Comprehensive Master Plan
- Location
- Perception** ◀
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

Mixed-Use vs. Residential

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

ISSUE: Mixed-Use vs. Residential

The residential section of the South Main Site is the closest single-family housing to downtown. This makes it a prime location for people who want to be part of an urban lifestyle and still have a house with a yard. The proximity to downtown makes the land unique and valuable.

CONCERN: Owner vs. Renter Occupied Residences

The neighborhood is primarily renter occupied and not owner occupied. To increase the overall care in the neighborhood, it would be advantageous to try to stimulate a shift back to more owner occupied housing. However, because renting is a source of income, many owners in the area may be hesitant to give up their properties unless there was a better prospect for income.

CONCERN: Mixed-Use:

If mixed-use and businesses were introduced into the area, the feel of the neighborhood would change. The residential character would be broken up and the unique character of being the closest single family housing to downtown would be lost. Although businesses could bring new investment and interest to the area, help revive the spirit of the neighborhood, and bring in new investors, the increased mixed-use activities could seriously disrupt the residential character of the neighborhood.



David and Judy Ostrander restored home, Waverly, IA

24A

Mixed-Use vs. Residential

Executive Summary



O Gallery, Paducah, KY

25A



York Street House Bed and Breakfast, Lambertville, NJ

25B

CONCERN: Location of Mixed-Use:

Restricting mixed-use activities to the existing surrounding areas by enhancing and expanding these activities would help to maintain and strengthen the residential core along South Main Avenue between Walnut and Mt. Vernon. If mixed-use activities are expanded into the residential area of the South Main Site it should be restricted to the entry points at Walnut and South Main Avenue and Mt. Vernon and South Main Avenue, where vehicular traffic is highest.

RECOMMENDATIONS: *Mixed-use activities should be restricted to the areas along Market, Walnut, and Grant with limited additions at Walnut and South Main Avenue and Mt. Vernon and South Main Avenue intersections. The single-family residential area along South Main Avenue between Walnut and Mt. Vernon should be retained and strengthened because of its unique character in the City Center. The surrounding businesses should be restricted to professional offices, restaurants, bed and breakfasts, art galleries, boutiques, day care and neighborhood oriented shops.*

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential ◀
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

Future Development

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

ISSUE: New Development

This neighborhood provides many opportunities for positive development. This development can take the form of tearing down old unproductive buildings to make way for new ones, remodeling important structures to give them new life, or constructing new buildings in currently vacant lots. One lot is on the east side of the community along Market Avenue. This is a large lot currently owned by Lakeland Regional Hospital. Its size and location make it a prime space for a development. The second lot is at the corner of Mt. Vernon and South Main Avenue. This lot is currently owned by Housing Authority of Springfield (HAS). The lot serves as open lawn surrounding the Housing Authority building, but is unused by the tenants. These lots could be developed in order to complete the street edge or to create unique features and spaces within the neighborhood.

One property that could use the existing structure and simply be remodeled is the old gas station at the intersection of Mt. Vernon and South Main Avenue, which has a unique historic quality that would serve it well as a redeveloped property. Secondly, the used car lot at the corner of South Main Avenue and Walnut Street sits at a prime location. Finally, it is important to consider the long term and plan for the scenario of Campbell Elementary School being closed and how to best redevelop that property.



Areas for potential development

Future Development



Potential Market Ave. office park, drawn by Craig Culbertson

CONCERN: Density

One of the first concerns is maintaining a proper density on these sites. We must consider what level of density is appropriate for this neighborhood by taking into consideration the current density, scale of surrounding buildings, and the setbacks and lot lines of current properties.

CONCERN: Character

This community has a very unique character, one that is rooted in the history of the neighborhood. It is a quiet neighborhood even with its proximity to downtown. The

wide sidewalks set back from the street making it a pleasant area to stroll. All of these concerns must be taken into account in order to preserve the unique character of the neighborhood.

CONCERN: History

This neighborhood dates back to the late 1800s. This fact gives the individual house and the neighborhood a very distinct style. Many of the homes have distinct features such as, pitched roofs, large front porches, symmetrical design, columns, railings, pedestrian scale, proportionally wider than tall which add to the neighborhood charm. The lot lines have not moved much since the neighborhood first developed, so this should continue to be preserved.

CONCERN: Residential vs. Commercial

There are currently a number of commercial buildings that operate on the perimeter of the South Main Site. When creating infill it is important to be concerned with the balance of residential and commercial. The placement of commercial and residential structures is also important in order to maintain continuity throughout the neighborhood.

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development ◀
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

Future Development

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

CONCERN: Connection

It is important that any new structures fit the existing character of the neighborhood both physically and visually. New properties need to be easily accessible from the rest of the site through the creation of appropriate connections.

CONCERN: Types of Uses

The type of use for a new structure must be carefully considered. The use needs to be appropriate to the community. The proposed use must be appropriate for the community with regard to traffic, resident's desires, scale, clientele, culture and character of the neighborhood, and market interest. This is important to maintain the feeling of a unified community.

CONCERN: Raze or Remodel

It is important to consider the inherent value of exiting structures to the community, whether it is historical, monetary, or distinction.

RECOMMENDATIONS:

1. *The empty lot owned by Lakeland Regional Hospital along Market Avenue should be reclaimed and developed as professional offices. This would help to complete the street edge along that block as well as continue the neighborhood commercial perimeter around the neighborhood. The lot is large enough to accommodate*

several small two story office buildings while still leaving space in the center to be used as open green space, which makes the development more visually appealing and gives it a density that is similar to the surrounding neighborhood. This central green space would also serve as a buffer between the commercial buildings and the backyards of the homes along South Main Avenue. In addition to infilling the area with professional offices small cafes and other small business that might support the offices could be included.



Market Avenue office park, drawn by Craig Culbertson

Future Development

Executive Summary

These business types would not disturb the surrounding neighborhood, nor would they bring in a large influx of traffic that the neighborhood could not support. Also, by properly arranging the buildings the development could encourage pedestrian circulation through the site and surrounding neighborhood preserving that character of the neighborhood and providing valuable connection to the existing neighborhood. In the designing of the individual structures it will be important to consider the historic nature of the neighborhood. The new buildings should not be replicas of historic buildings, but rather should incorporate key characteristics of historic buildings and buildings in the neighborhood while still maintaining their own modernity. The key characteristics should be scale and proportion, fenestration shape and type, materiality, and detail work.

2. The green space on the HAS lot at the corner of South Main Avenue and Mt. Vernon is another opportunity for appropriate and positive infill. There is nothing there that draws people into the space. It has the potential to be a very nice community gathering space. By inserting proper pathways into the space it could begin to provide vital linkage across Mt. Vernon, between the old gas station, the proposed office park, and the rest of the neighborhood. By serving as a community gathering space the lot could also



View of infill site at corner of South Main and Mt. Vernon 29A

foster block parties, barbecues, and day-to-day interaction between neighbors enhancing the Americana character that the neighborhood is beginning to capture. The lot needs to also contain a central sitting area and focal point to anchor the activities there. The focal point would also serve to draw people from the neighborhood south of Mt. Vernon to this area.

This type of infill would encourage pedestrian circulation, be sensitive to density levels, not offset an appropriate balance between commercial and residential, and be sensitive to the history of the site.

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development** ◀
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

Future Development

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

3. *The old gas station on the corner of Mt. Vernon and South Main Avenue is historically and architecturally a unique property ready for development. It has the potential to be a landmark feature for the neighborhood, the type of establishment that brings identity to the community. For this reason it is important to remodel the existing structure rather than building a new one. Its location at the end of South Main Avenue also grants it the opportunity to serve as a focal point for South Main Avenue, North of Mt. Vernon. This could bring visual interest to the community and help draw people down the street. A small outdoor café/bar that could support a live musician or other small forms of entertainment should be considered at this location. This could serve as a small neighborhood establishment that helped to unite neighbors as well as bring in business from outside the South Main Site. mixed use businesses along Mt. Vernon, whichever would seem to benefit the neighborhood at that point in time. The remainder of the lot could be used for parking and a neighborhood square that could be linked to other green spaces on Mt. Vernon and Market through a series of paths. This would greater facilitate community interaction by providing attractive gathering space.*



Potential gas station redevelopment, drawn by Craig Culbertson



Old gas station with streetscape improvements and signage, drawn by Michael Hampton

Future Development

Executive Summary

4. The used car lot at the corner of South Main Avenue and Walnut Street is located at a prime entry point to the neighborhood because of its location and visibility. This site should be redevelopment to create a more appropriate entry into the neighborhood and draw people from the city center to the new businesses that will develop as part of this renewal initiative. Currently a new art gallery is being developed North of the neighborhood. We suggest that the car lot be a replaced by a two story art gallery, restaurant, and reception hall to help shift the center city focus towards our site by expanding the art walk and hosting special events. Any new development must be sensitive to the history and character of the site without trying to replicate a historical building.

5. Campbell Elementary School, although still in use, is an important structure whose future redevelopment needs to be considered in the event that the school is closed. The building's size and layout make it an excellent building for divided uses such as loft housing, or a small business incubator. Both of these uses could bring an influx of interest and commerce to the area. The building's location on Grant Avenue places it at the commercial edge, so the business incubator would be more appropriate. The existing school yard could be filled in with houses or mixed use businesses along Mt. Vernon, whichever would

seem to benefit the neighborhood at that point in time. The remainder of the lot could be used for parking and neighborhood square that could be linked to other green spaces on Mt. Vernon and Market through a series of paths. This would greatly facilitate community interaction by providing attractive gathering space.



Existing Campbell Elementary School

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development** ◀
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

Park/Community Spaces

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

ISSUE: Parks and Other Community Spaces:

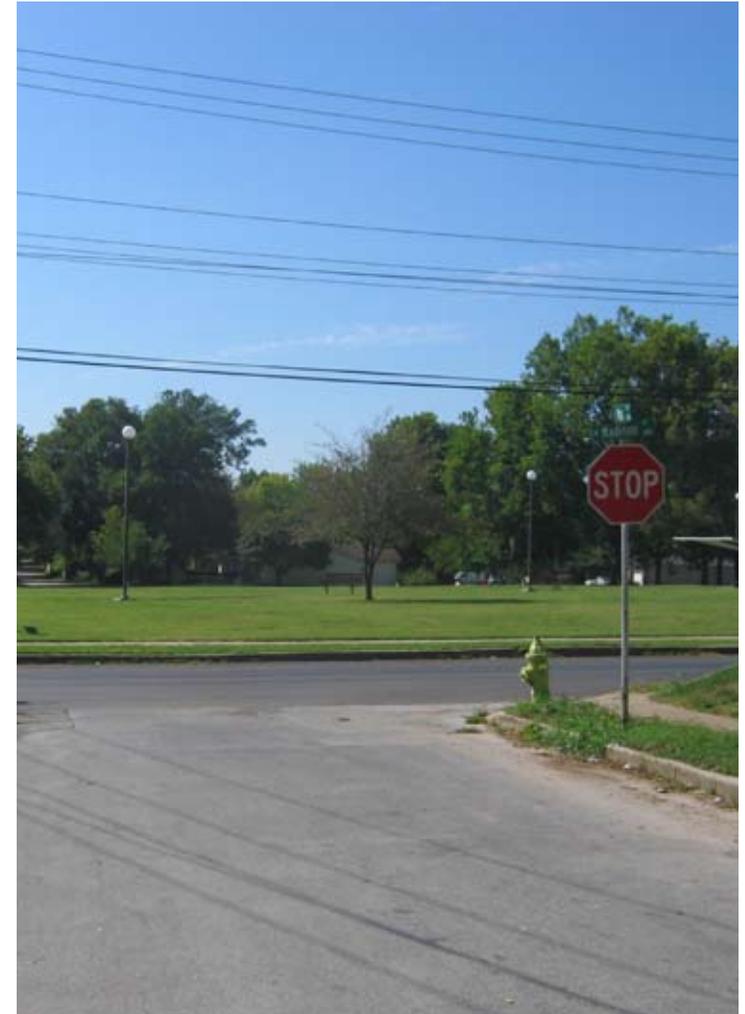
South Main Avenue has the advantage of a nearby local park; however, Hawthorn park is not generally used by the local community. It has the potential of being a welcoming community space with a few improvements.

CONCERN: Current Parks

The condition of Hawthorn Park is currently unkempt and gives a negative image to the area. The park has the potential of being a welcoming space that can serve the community. When we surveyed the local community, no one stated that they used Hawthorn Park.

CONCERN: Crime/Drugs

The majority of current residents do not use the local parks and claim the local park is used more for drug trafficking and other mischievous activities.



Current state of Hawthorn Park

Park/Community Spaces

Executive Summary



RECOMMENDATIONS: We recommend upgrading Hawthorn park by improving the landscaping, sitting areas, lighting, walking paths, and surveillance. There is not one solution to solve the crime issue at the park, however with the many improvements, especially lighting, and increased police presence, the park will be less attractive to crime. The goal is to make the park appealing and an enjoyable space for the surrounding community.

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces ◀
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

A desirable image of a park

33A

Demographics

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

ISSUE: Demographics

Demographic statistics are about assessing the people that live in a particular area. They are important because they statistically pinpoint certain trends and characteristics. Understanding the current problems at hand helps begin the analysis process.

CONCERN: Renter vs. Owner

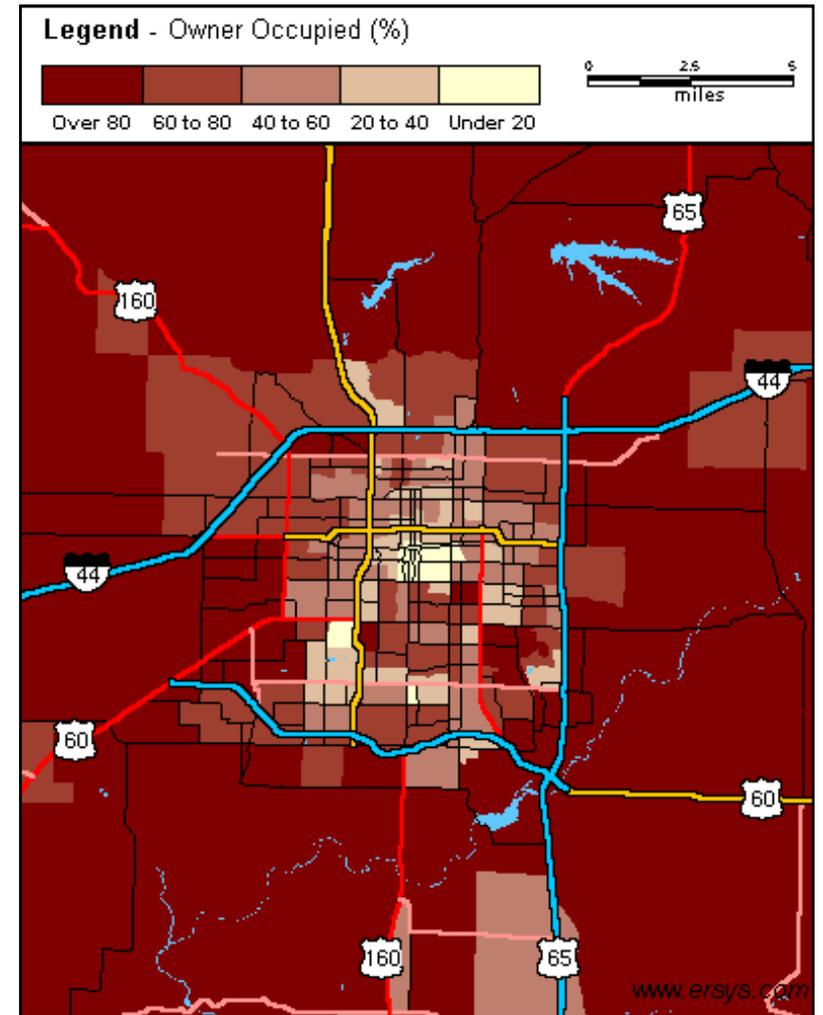
The houses that are part of the South Main Site are currently 79.1% renter occupied, 18.6% owner occupied and 2.3% vacant. It is unusual for a neighborhood to be so highly dominated by renters. This can in turn result in properties that owners feel less invested in improving and caring for because they are not living there themselves.

CONCERN: Crime Statistics

Around the South Main Site there have been a few occurrences of assault, vandalism-property damage, burglaries, robberies, and domestic disturbances. Owners complain about speeding in the area, drug problems and less than desirable renters.

CONCERN: Income Level

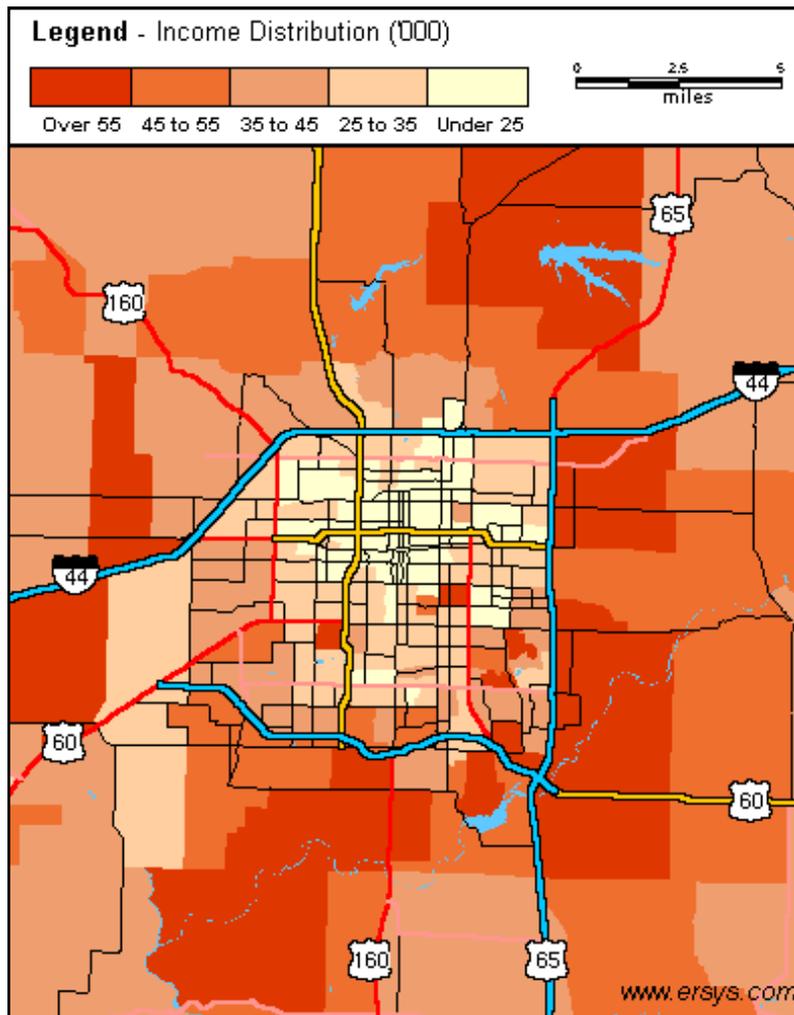
According to the 2000 Census, the median household income in 1999 (dollars) for the 65806 zip



Owner Occupied Distribution Map for Springfield, MO

Demographics

Executive Summary



Income Distribution Map for Springfield, MO

35A

code was \$15,484. In the same area, 22.9% of the families were below poverty level. This means that as a whole, this neighborhood is not economically prosperous.

CONCERN: Age

The majority of people in the area around the South Main Site fall in the 20-30 year old age category. According to the 2000 Census, the median age in the 65806 zip code is 25.5. This means that as a whole, the residents of the neighborhood are relatively young.

RECOMMENDATIONS: *It is recommended that the South Main Site become primarily owner occupied rather than renter occupied. This would encourage owners to feel more invested in the character and quality of their properties and the neighborhood as a whole. The neighborhood median income would be likely to increase if more business were introduced to the area through mixed-use development. Also, when considering the character of the neighborhood and what businesses might be appropriate, it is important to focus on a younger age group since many people in the area are in their mid 20s.*

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics ◀
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

Crime

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
 - History
 - Unification
 - Streetscape
 - Parking
 - Traffic Flow/Speeding
 - Zoning
 - Funding

ISSUE: CRIME

Residents and owners of the South Main Site have numerous complaints regarding crime in the area. Many of them have concerns about excessive speeding, drug use/sale, and sex offenders in the area.

CONCERN: Speeding

The residents and property owners have expressed a concern for the excessive speeding that occurs down South Main Avenue. This makes for an unsafe neighborhood, and is increasingly unacceptable because Campbell Elementary School and its playground are located at the corner of Mt. Vernon and Grant.

CONCERN: Drug Use/ Sale

There has been a considerable amount of drug use and sale reported in the area. This is undesirable for any neighborhood, and the residents are predictably dissatisfied. Again, the magnitude of this concern is increased with the adjacent location of Campbell Elementary School.

CONCERN: Sex Offenders

There are currently two registered Greene County sex offenders who live within the South Main Site, and another seven who live within a one-block radius. This brings a



Officer setting up a mobile speed monitor



Officer using a radar gun to catch speeders

37A

level of discomfort to the residents, and is increasingly disturbing due to the fact that the registered sex offender who lives on the South Main Site is a child molester, and is living so close to an elementary school.

CONCERN: Police Presence

The residents have expressed dissatisfaction with the local police force, saying that they don't have enough of a presence in the area to scare off the crime that occurs. They believe that part of the reason for the drugs, robberies, and assaults is the fact that the police simply aren't around often enough.

RECOMMENDATIONS: *Extending the curb into the street at the intersections of South Main Avenue and Walnut Street and South Main Avenue and Mt. Vernon Street would preserve the existing residential parking while visually narrowing the street and discouraging speeding. The local economic boost associated with mixed-use development coupled with the streetscape and property renovations would raise the value of local homes and encourage more single family housing. Adding mixed-use activities will heighten the overall surveillance of the area and encourage a stronger police presence.*

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime** ◀
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

History

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
 - Unification
 - Streetscape
 - Parking
 - Traffic Flow/Speeding
 - Zoning
 - Funding

ISSUE: History

The history of the South Main Site is rich and varied; it has a strong influence on the history of Springfield itself. South Main Avenue's proximity to the downtown square was just as important at the turn of the 20th century as it is today. When the majority of houses on South Main Avenue were built it was almost a suburb of town which attracted many prominent business men to build beautifully detailed homes in this area. Before this area became a prominent neighborhood it was one of the sites of the Battle of Springfield. This area is covered with historical significance that should be highlighted and honored.

CONCERN: Historical Restoration

This neighbourhood has two major selling points, its historical nature and its proximity to downtown. Good housing stock within many older neighborhoods is being lost because they are not protected by a "historic designation". In neighborhoods that are attracting interest like the South Main Site, some stake holders are not organized enough to protect the architectural integrity of their community or to keep up with rising property values. The integrity of the area is often compromised by the demolition of existing, and often structurally sound houses, inappropriate renovation of existing houses, and introduction of new construction which is incompatible with



Springfield Gas and Electric Company, historic light post 38A

the existing architectural character of the area. To prevent such mistakes the neighborhood group needs to set up restrictions for restoration with in the neighborhood.

CONCERN: Historical Recognition

To give this neighborhood a sense of character the historical aspects of the area that derive its uniqueness must be highlighted. There are different ways of understanding old buildings. They can be seen as examples of specific building types, examples of the use of specific materials, or they can also be considered as examples of a historical period. Although many of these buildings are of historic, rather than architectural significance, it is their tangible



Old aerial view of Springfield, looking North along Main Street

39A

elements that embody its significance for association with specific events or persons and it is those tangible elements both on the exterior and interior that should be preserved.

RECOMMENDATIONS:

We recommend that the neighborhood members consider historical designation for the entire neighborhood. Then home owners can consider historical tax credits on an individual bases without having the participation of the entire neighborhood. The objective is to restore dignity to these structures with care for the people and events that made it possible.

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History ◀
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

Unification

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

ISSUE: Unification

Bringing the South Main Site together as a unified area is important for the long term success of the neighborhood. Unification can be achieved through such measures as street lighting systems, re-building the century old retaining wall, similar house signs as well as Historic South Main Street Avenue entry signs.

CONCERN: Street Lighting Systems

Maintaining the street lights used during the turn of the century would create a sense of pride of what the street was and what it has become. The lights would be unique and draw attention to the area as well as connecting the residential areas to the commercial.

CONCERN: Retaining Wall

Rebuilding the retaining wall would bring an aesthetic presence that is important for the perception of the South Main Site. The wall would create a tie that would run along all residential properties uniting the visual façade along South Main Avenue. The current retaining wall in most places is in a state of disrepair and would require some new stone that would be similar to that of the old stone. The current retaining wall lies on the resident's property so the costs of repairing the wall would remain in the hands of the owner rather than the city.



Light post with banner used to unify a neighborhood

Unification

Executive Summary



Possible unified streetscape scene, drawn by Michael Hampton

RECOMMENDATIONS: *Street light selection is very important; a street light that is similar to the three light fixture of the turn of the century street light would be a contextual fit to the South Main Site. Rebuilding the retaining wall is also important to the unification of the neighborhood. The wall would visually unite the resident's property along South Main Avenue. House markers and entry signs would be a way to unite the houses and strengthen the image of the South Main Site. These signs would be similar in nature and detailed in the UCD. The funding for the signs as well as the lighting, and retaining wall could be covered under a NID.*

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification** ◀
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

CONCERN: House Signs/Entry Signs:

House markers such as custom made address signs would be reminiscent of earlier address markers on turn of the century houses. These would further add aesthetic value as well as create unity within the neighborhood. Entry signs could create an entry and exit markers for the South Main Site.

Streetscape

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

ISSUE: Streetscape - Private

The streetscape of the south main area is very unique because no two homes are exactly alike. Many of the homes were built at the turn of the Twentieth Century and they all have their own unique characteristics. Most of the residents in the area would like to see the streetscape return to its original beauty and show that they live in a historically distinct area.

CONCERN: Home Improvements

A few homes in the area have maintenance and upkeep concerns. Without any financial assistance or incentives, many owners in the neighborhood would be hard pressed to renovate their property.

CONCERN: Historical Accuracy

If owners decide to renovate or add on to their property, it is important for them to consider doing so while remaining historically accurate.

CONCERN: Overgrown Foliage

Some homes require landscaping upkeep. Trees and bushes have matured and become overgrown which blocks the view of the residence and creates a barrier from the street. This disconnects the property and alienates it from the rest of the neighborhood.



A desirable streetscape scene

42A



A desirable streetscape scene

42B

Streetscape

Executive Summary



Current streetscape of South Main Avenue, looking north

CONCERN: Crumbling Retaining Walls

Some areas of the stone retaining walls, which line the front of some homes, are in need of repair. These walls separate the public sidewalk from the private yard instead of using fencing which can seem uninviting. The walls are also an aesthetic element that helps unify the streetscape.

RECOMMENDATIONS: *These improvements should be developed in phases. The first phase could be simple improvements such as cutting back overgrown foliage, cleaning up landscaping and simple home improvements such as paint. These small improvements would go a long way in brightening and improving the neighborhood. These improvements would encourage others to improve their own homes and would probably snowball into others phases of improvements.*

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape** ◀
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

Streetscape

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

ISSUE: Streetscape - Public

The south main area's streetscape not only has unique architecture but it is also unique in its public streetscape. South Main Street is wide enough for parking on both sides and still has room for two way traffic down its center. This is unique to the area because most downtown streets are narrow. Another unique quality to the area is that there is almost as much pedestrian traffic in the area as vehicular traffic.

CONCERN: Sidewalks

Overall the sidewalks are in good condition. Areas that needed repair were recently fixed by the city. Some property owners in the area would still like to see brick sidewalks installed to make the area seem more unique and important. Because of expense and since the city has recently made improvements to the current sidewalks this modification may be difficult to achieve.

CONCERN: Lighting

The street is extremely dark at night, which permits crime activity and makes the area seem dangerous. Lighting for the area is a necessity but it can be very expensive.

CONCERN: Signage

Some signage would add importance to the area and make



Current South Main Avenue streetscape, looking north

44A

it seem like more of a destination. Improvements in the area need to occur before signs should be added.

CONCERN: Crosswalks

There is high traffic flow during some portions of the day and pedestrians have no crosswalks to safely cross the street. Crosswalks could also slow traffic speed in the area.

Streetscape

Executive Summary



CONCERN: How to Pay for Improvements

These improvements cost money up front and would increase property taxes

RECOMMENDATIONS: A NID (explained on pg. 54) would be beneficial to help make these improvements. Property taxes would increase in the area but the residents could see the direct benefit of their tax dollars at work in their own neighborhood. The improvements to the neighborhood would also increase property values which offsets the increase in taxes.

Current Mt. Vernon streetscape, looking west

45A

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape** ◀
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

Parking

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
 - Traffic Flow/Speeding
 - Zoning
 - Funding

ISSUE: Parking for South Main Site:

The parking along South Main Avenue will have to adjust to accommodate changes regardless of how the area grows. The current residents like the wide street with parking on both sides. Only a few houses take advantage of private drives.

CONCERN: Current Parking

The current parking along South Main Avenue is inadequate. Business are using the neighborhood street for their use which at times causes problems.

CONCERN: Increased Traffic Flow

If mixed-use is introduced into the neighborhood the need for parking will increase. This is a problem because the parking along South Main Avenue is currently inadequate.

CONCERN: Location of Additional Parking

With increased development in the area, there will be an increased need to create additional off street parking area.

RECOMMENDATIONS: *By installing some designated spaces, commercial vehicles will not be able to overflowing into the neighborhood. If the neighborhood evolves into more single family homes then the demand for street parking will decrease, but off street drives might*



Weekday parking along South Main Avenue, looking South



Weekend parking along South Main Avenue, looking South

Parking

Executive Summary



Potential Lots for Parking

47A

be added to give the neighborhood a better community feel. Currently with the number of multi-family facilities street parking is in higher demand. At times the street parking can be limited, but overall, is adequate. However as more lots become occupied more spaces will be needed.

All new mixed-use activities shall accommodate at least 50% of their parking needs on site. It is likely that any mixed use facility will have some sort of a back lot for vehicle parking. Another option would be designated time limited parking in certain areas along the street or locations designated as public parking lots.

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking** ◀
- Traffic Flow/Speeding
- Zoning
- Funding

Parking

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding



Current Main Street condition



Proposed crosswalk at intersection of South Main and Mount Vernon

RECOMMENDATIONS:

The parking condition will continually change along the South Main Avenue to accommodate for the change in parking demand. Currently the parking condition has a high demand for on street parking close to the multi-family houses. This condition will change if more homes are converted back to single family homes and again change

if mixed-use homes are introduced. An issue that we see that is currently exists and will continue to exist is speeding down South Main Avenue. The reason for this is the extreme width of the street that provides on street parking for both sides of the street. The current residences like the fact of on street parking on both sides of the street. We do not want to take away the parking, but we do want to

Parking

Executive Summary



Mixed-use facility that demands extra parking

49A



Potential space for additional parking

49B

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking** ◀
- Traffic Flow/Speeding
- Zoning
- Funding

“narrow” the appearance of the street. In order to narrow the street we add curb extensions to the existing street. By doing this, we will accomplish our goal of slowing down drivers while still maintaining the current street parking. Curb extensions simply extend the curb out into the street creating peninsulas which narrows the street. The great thing about curb extensions is they can be added in

location where current street parking is not allowed, for instance near intersections. They also provide a little more green area for the neighborhood and, more importantly, safety..

Traffic Flow/Speeding

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

ISSUE: Traffic Flow/Speeding

South Main Avenue is wide enough to allow parking along both sides of the street and still allow two-way traffic to travel through unrestricted. The residents in the area like the width of the road and do not want to constrict the traffic flow in any way.

CONCERN: Speeding

The width and openness of the street encourages speeding. Efforts to reduce speeding should not restrict the flow of traffic and parking along the street.

CONCERN: Crosswalks

Many pedestrians walk and bike in the area. Designating crosswalks could improve the safety for walkers and bikers.

CONCERN: Safety Of The Neighborhood

Some residents complain of crime such as drug dealing in the area.

RECOMMENDATIONS: "Smart parking" curb extensions should be installed at the north and south entrances of South Main Avenue to make the street seem narrower and discourage speeding. This solution would not effect current parking conditions on the street. A crosswalk should also be painted at the north and south end of the street to allow safe pedestrian crossing. Street lighting and increased police patrols would help discourage crime in the neighborhood and make it safer.



Weekday parking on South Main Avenue

These recommendations could be paid for through a Neighborhood Improvement District (NID) which is further explained on page 54.

Traffic Flow/Speeding

Executive Summary



Weekend parking on South Main Avenue



Example of curb extension

51A



Example of brick crosswalk

51B

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding ◀
- Zoning
- Funding

Zoning

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

ISSUE: ZONING

The zoning of the South Main Site is a mix of commercial and residential. This historic residential area is beginning to merge with the expanding downtown business core. This encroaching business center needs to be organized and controlled if the residential is expected to survive and retain its character.

CONCERN: Clarifying the Current Zoning

The current zoning of the South Main Site is a mix of older residential and commercial. Commercial structures currently surround the residential homes in a peninsula style lining Mt Vernon, Walnut, and Grant with the interior of South Main Avenue remaining entirely residential.

CONCERN: Zoning Restrictions

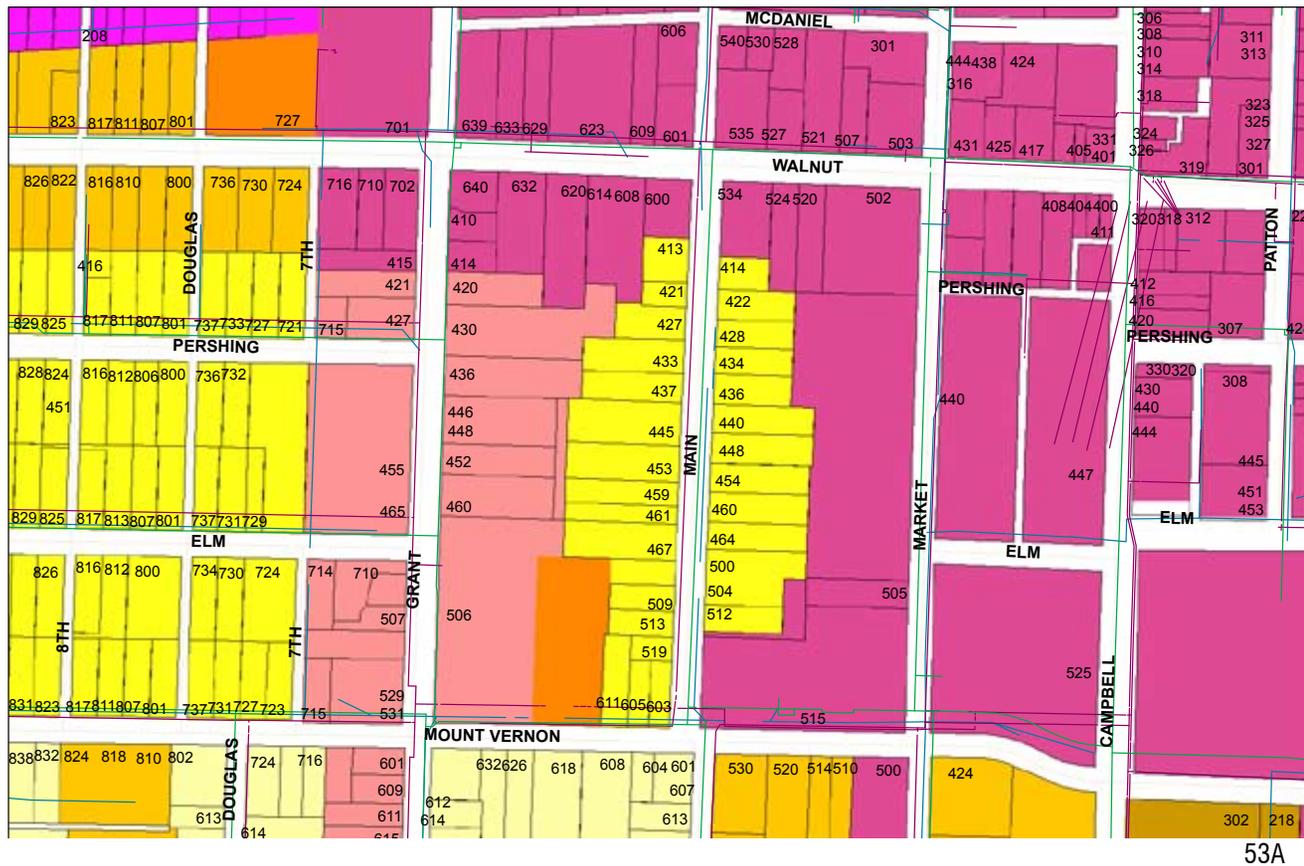
The current R-TH zoning does not allow any commercial uses. It is restricted to residential uses only. For any alternate uses to be allowed, an overlay district or zoning change must be introduced.

RECOMMENDATION: *For the organization of the area and to prevent unwanted development we recommend that the neighborhood organize an Urban Conservation District (UCD) and petition the city for an overlay district in order to reorganize the current zoning according to the preferences*

of the community members. An Urban Conservation District or UCD promotes the safety, economic, cultural and general welfare of the public by encouraging the conservation and enhancement of the urban environment as those district members see fit. A UCD requires the signatures of 50% of property owners, an adoption of city council resolution and a preparation and adoption of an urban conservation plan. This plan allows the citizens to regulate changes within the district. This requires that the neighborhood members be willing to create a set of restriction for the area in regards to restoration and development of area structures as well as general aesthetic issues.

Zoning

Executive Summary



Zones:

- R-TH: Townhouse Residential District.
- CC: Center City District
- GR: General Retail District
- R-SF: Single-Family Residential District
- R-MD: Medium-Density Multi-Family Residential District

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning ◀
- Funding

Funding

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding

ISSUE: Funding

Funding for the South Main Site is a core concern for both the city and the neighborhood residents. There are multiple options the clients can consider depending on the type of approach they would like to take in the future planning of the South Main Site.

CONCERN: Neighborhood Improvements Districts (NID)

A Neighborhood Improvement District or NID helps to aid an area that desires public-use improvements that are paid for by special tax assessments to property owners in the area in which the improvements will be made. A NID is created through a petition of voters and/or property owners within the boundaries of the proposed district. Any projects that are financed through NID must be financed for facilities used by the public and must contribute benefits to property within the NID. Neighborhood member can see their taxes working directly in their area. This tax money can go towards improvements to their streets, sidewalks, streetlights, or any other public area with in the district.

CONCERN: Historic Tax Credits

Historic districts are used to protect and preserve the scale, basic character, and architectural details of the home in a given area. The building's use, age, and historic significance determine whether the project may be



A house in Illinois that has historic designation and was renovated using historic tax credits.

54A



Traffic light maintenance

54B

Funding

Executive Summary



Placing of a new neighborhood sign

55A



Street light installation

55B

considered for a 10%, 20% or even 45% rehabilitation tax credit. Historically designated residential districts enjoy on average 10-25% higher property values versus homes without historical designation. (The National Trust)

RECOMMENDATIONS: *We recommend to the city and neighborhood residents that they set up a NID to support and pay for future public development in the area. The neighborhood members will need to decide which improvements would be most desired and complete a petition with the signatures of two-thirds of the home owners with in the area. A Neighborhood Improvement District can then be set up with the city allowing the increased taxes to be directed back to improvement in the neighborhood.*

- Comprehensive Master Plan
- Location
- Perception
- Mixed-Use vs. Residential
- Future Development
- Park/Community Spaces
- Demographics
- Crime
- History
- Unification
- Streetscape
- Parking
- Traffic Flow/Speeding
- Zoning
- Funding ◀

Precedent Studies

- Precedent Studies
- Literature Research



Aphrodite Gallery, Paducah, KY

56A



Mentor House Gallery, Paducah, KY

56B

LowerTown Arts District, Paducah, KY

Problem: grand old houses divided into apartments, 70% were rentals, slumlords reigned and drug dealing was common

Assets: Nice housing stock, close to downtown, booming with local history, many sections named to the National Historic Register

- Artist Relocation Program encouraged artists from across the country to move to Paducah
- Paducah Bank supported the program and took a risk to help make it more affordable for artists to buy and fix up property by providing unusually flexible loans and similar financial incentives
- Trade off: artists would rehabilitate the decaying properties, transforming them into galleries, shops, restaurants and residences
- For every \$1 the city has put into the program, it has received \$14 back
- Now has more than 70 artists
- "When you bring in artists, they colonize a neighborhood. They're good citizens. They are very likely to become community activists." – Roy Close, resource development director for ArtSpace

Precedent Studies

Research

Precedent Studies ◀
Literature Research



View of Southside Downtown, Greensboro, NC

57A



Restored House, Greensboro, NC

57B

Southside, Greensboro, NC

Problem: Slid into poorly maintained rentals with rampant prostitution and drug dealing

Assets: Historic architecture, narrow streets and alleys, proximity to downtown shops, and a magnificent view of the downtown skyline

- 30 single family homes. 10 two-family homes, 50 townhouses, 10 restored historic homes, and 20 live/work units where business owners live upstairs
- Greensboro contributed by installing new sidewalks, historic streetlights, decorative brickwork, and landscaping
- Neighborhood generates significantly more tax revenue for the city
- “Southside was the type of neighborhood we had been searching for—it provides us with the sense of community we crave within walking distance of all the services and amenities downtown has to offer.” – new resident of Southside

Precedent Studies



Walnut Street Bed and Breakfast, Springfield, MO

58A



ArtFest on East Walnut Street, Springfield, MO

58B

East Walnut Street, Springfield, MO

Problem: Houses were run down in need of care and there were crime problems in the area

Assets: Quality housing stock, historic homes, near Missouri State University campus

- Designated as a National Historic District to get tax credits for improvements and renovations.
- Urban Conservation District (UCD) implemented as an overlay district to allow mixed-use commercial development in residential homes.
 - Allows a wider range of uses, although specific properties can be named with different specifications so certain uses are allowed and others are prohibited.
 - Defines specific design guidelines for the exterior that must be met.
 - Outlines minimum maintenance requirements for both interior and exterior of the building to keep the neighborhood as a whole in good condition.
- Value of one house jumped from \$85,000 to almost \$500,00 within about 10 years.
- Popular location for annual festivals including Cider Days and ArtFest.

Literature Research

Research

Summary of Mid-Town Inventory Report Community Development Department of Springfield November 1988

For the Mid-Town Inventory Report, the City's Department of Community Development compiled statistics and demographic information about the Mid-Town Neighborhood. The Mid-Town Neighborhood Plan includes a history of the area, rezoning requests, housing types, circulation, parking, and potential development. This report was compiled in November of 1988 because the Missouri Heritage Trust identified the study area as a viable neighborhood for preservation and possible National registration in 1983. This district includes business, residential, and educational properties in the area of 'North Springfield' between Blaine Street (north border), Chestnut Expressway (south border), Boonville to the west and the Burlington Northern Railroad tracks to the east. This area is known as Mid-Town.

"A Public Surface: Finding Space in the Margins" Norman Miller et. al. 2003 Center for Community Research and Design Hollywood, CA

This study looked at the possibilities for creating adaptable space for pedestrians in a very dense urban environment. The exact proposals brought forth in this study were not directly transferable to our project, however, many of the

ideas discussed expanded our thought processes as we designed. This study was very sensitive to density and multiple uses for single spaces that allowed more activity in the neighborhood while requiring less space. Ideas like this influenced our treatment of space and density. This study also employed a unique mapping system used to identify zones of use and material use. This technique again was not directly transferable to our project, but some of the graphic techniques that the study used did influence some of the site plans that our team developed.

West Central Neighborhood Strategic Plan

The West Central Neighborhood Strategic Plan was written in 1998 with the goal of stopping the decline of the quality of the neighborhood as well as increasing the desirability and livability of the neighborhood. This document expresses a lot of the same issues that we have seen in the South Main Site, such as an image of crime, run down and unkempt houses, high ratio of renters to owners, and high percentage living below the poverty line. The major issue that was identified was the multi-family zoning laws. The old housing stock was zoned in a fashion where multi-family living was allowed and many single family homes were converted. Because of this, single-family homes were holding multiple families and as a result fell into disrepair.

Precedent Studies
Literature Research ◀

Literature Research

Springfield Neighborhoods: Guidelines and Pattern Book

The area labeled, The West Central Neighborhood, is the neighborhood bounded by Walnut, Campbell, Grand, and Kansas. Each house in this area was investigated and the plans or patterns were grouped by style. These plans and patterns documented the unique housing styles and character of the neighborhood's streetscape. These documentations became the design guidelines for future renovations for the neighborhood. The neighborhood character was broken down into four housing styles: Queen Ann/Freestyle, Foursquare, Bungalow and Gabled Ell. Other design proposals such as loan programs and energy saving designs are part of the overall guidelines. These residential patterns and design guidelines can be a tool for current residents as well and future developers for the success of the West Central Neighborhood.

Springfield-Greene County Comprehensive Plan Historic Preservation Element

"There are within Springfield and Greene County a number of areas, places, buildings, structures, works of art, and other objects having significant historical, archeological or cultural interest and value that reflect the heritage of the city and county." (p. 10)

The city of Springfield has set out guidelines for the manner in which historic structures and areas should

be rehabilitated and protected. The objectives they have developed address issues such as maintenance standards, design guidelines, assistance programs, and the relationship of infill to existing historic elements. As rehabilitation occurs, it is important to preserve the structure's existing architectural character. On a broader scale, as infill occurs it should be sensitive to its architectural context without necessarily being a duplication of it. The city offers many financial incentives to encourage this, and provides resources to educate property owners and developers about the historical appropriateness of their rehabilitations and developments.

The essence of the plan is to preserve the historic character of our local buildings and communities. These places provide a tangible link to the past and should be treated carefully when renovations and maintenance are considered. Although the site is not currently a designated historic district, these same considerations should be implemented.

Ten Principles for Rebuilding Neighborhood Retail

"The convenient availability of goods and services is a key factor that people consider when choosing a place to live, and neighborhoods without suitable retailing are dramatically weakened. Residents who can afford it, leave, and potential new residents choose to live somewhere

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else.”

Positive implications for the rebirth of neighborhood retailing:

- States are increasingly concerned about the effects of sprawl and are instituting smart growth policies. By redirecting growth back into existing communities we can avoid urban sprawl.
- Pedestrian-oriented, street front retail environments are gaining favor with today’s consumers.
- Inner-city crime has declined dramatically in the past ten years.
- Local governments are using increasingly sophisticated planning, regulatory and financial incentives to encourage market-based real estate investments in distressed urban neighborhoods.

Ten strategic principles to guide in rebuilding neighborhood retail streets:

I. Great Streets Need Great Champions

Someone needs to initiate the process, fight to ensure it is done right and follow through to completion. The champion will be a person (or group of people) who is a committed, responsible stakeholder who recognizes the problem, has dreams of something better and has the passion to overcome obstacles to achieve results.

II. It Takes a Vision

The successful rebuilding of a neighborhood shopping street will be incremental, so it must be based on a shared vision that provides a strategic framework for imagining, analyzing, judging and implementing each step along the way. Reaching a shared vision requires facing the tough questions up front, making sure everyone understands the realities of the situation, and setting short-, medium- and long-range goals that are realistically attainable.

III. Think Residential

Successful retail depends on successful residential neighborhoods. Retailing cannot survive in an environment of deteriorating neighborhood housing, declining population and homeownership rates, disinvestment, crime and neglect. Most important, successful retail needs a growing number of high-quality residents because this is what retailers look for.

IV. Honor the Pedestrian

When pedestrians are not honored with a pleasant and enjoyable shopping experience, they usually choose competing locations that do a better job of creating such an environment. The first goal for a neighborhood shopping street should be to satisfy the aspirations and enhance the lifestyles of a neighborhood’s residents.

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V. Parking Is Power

Easy accessibility, high visibility, a sense of personal security, and adequate, convenient parking are all preconditions for successful retailing, and without them retail will likely fail, regardless of the sophistication of the shopping environment or the quality of the tenants. Parking is arguably the most important of these requirements because today's consumers, conditioned by their suburban shopping center experiences, expect nothing less than a guaranteed space close to their shopping destination every time they shop.

VI. Merchandise and Lease Pro actively

A neighborhood commercial street must be managed and operated like a shopping center-but recognize that having multiple landowners and operating in the public realm enormously complicates these tasks. To achieve higher sales, rents and land values, landlords along the street need to band together and work pro actively with the public sector to merchandise and lease their street in a coordinated and mutually supportive way.

VII. Make It Happen

Communities should be willing to convince landowners, developers and retailers that the revitalization efforts are in their interests. Willingness to exercise regulatory

powers to achieve the stakeholder's vision and protect it from negative influences projects a sense of momentum to the stakeholders and potential tenants and enhances the street's appeal as a place to do business.

VIII. Be Clean, Safe and Friendly

If a neighborhood shopping street is clean, safe and friendly, customers will be drawn to their favorite shops even though the street as a whole may still be in transition from failure to success. If even one of these characteristics is absent, some neighborhood residents will continue to shop elsewhere, and few commuters are likely to stop as they drive through. Achieving an acceptable comfort level for neighborhood shoppers, however, won't happen without a coordinated, holistic approach to addressing the street's underlying problems and deficiencies.

IX. Extend Day into Night

Long hours equal stronger sales, and strong sales define a successful shopping street. As revitalization accelerates and rents rise, retailers will be unable to survive unless business hours can be extended to capture more business. The evening is the hardest time to keep businesses open even though that's when

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Research

people have time to shop, and it will take a healthy dose of imagination and hard work to achieve the mix of stores, coordinated hours and sense of security to create an environment where people are comfortable going out after dark.

X. Manage For Change

Plan for long term, but manage for constant change in the short term. Rebuilding a neighborhood retail street is a long reinvestment process, and market realities will undoubtedly continue to change throughout the ongoing life of the street.

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- ▶ 1st Community Workshop
Advisory Committee Meeting
2nd Community Workshop

Summary of Information Presented

We wanted to emphasize respect for the ideas of community members. Our role is to be facilitators and guide you in discussion. We are not here to tell you what or how things are happening.

The goals of the day are to inform the community about the background of the project, discuss the qualities of the neighborhood, and brainstorm options for the area and get feedback. The City of Springfield proposed that we retain existing housing stock, but allow different uses, educate the community about what is possible in the area and emphasize refurbishment not demolition.

The overall neighborhood is a mixture of single and multi family housing surrounded by commercial zoning. The neighborhood is the closest residential community to the downtown square.

Rehabilitation is the process of returning a building or buildings to a state of utility, through repair or alteration, which makes possible an efficient use while preserving those portions and features of the building and its site and environment which are significant to its historic, architectural, and cultural values.

Historic rehabilitation is important because historic buildings are tangible links with the past. They help give a community a sense of identity, stability and orientation. The Federal government encourages the preservation of historic buildings through various means. One of these is the program of Federal tax incentives to support the rehabilitation of historic and older buildings.

Site Rehab

- To meet the Standards for Rehabilitation, new site elements should:
 - Preserve significant landscape features on the site.



1st Community Workshop

- Be compatible with the historic character of the property.
- Basic guidance for new site features that will meet the Standards is:
 - New site features should be compatible with the buildings and the significant landscape features on the site.
- Additionally, new site features should be consistent with the historic use of the property.
- New site features should be as unobtrusive as possible in both location and design.
- New site features should preserve the historic relationship

between the buildings and the significant landscape features.

For interior rehabilitation, the historic floor plan is frequently a defining characteristic of a building's interior. The sequence of spaces from the entry of the building, such as moving from the vestibule to the stair hall to the parlor in a residence, or from the lobby to the stair and into the auditorium of a theater, expresses the building's particular character. The repetitive floor plan of an apartment building or office building, or the arrangement of rooms in a simple shotgun house or Georgian mansion, helps makes these buildings distinctive and should therefore be treated with sensitivity.

Possible solutions include:

- Purely Residential: Midtown, Rountree
- Light Mixed-Use: Walnut Street
- Dense Mixed-Use: The majority of the buildings have business spaces on main level with living spaces above
- Themed Development: Paseo, OK or Paducah, KY



1st Community Workshop ◀
Advisory Committee Meeting
2nd Community Workshop

1st Community Workshop

- 1st Community Workshop
- Advisory Committee Meeting
- 2nd Community Workshop

Residential Neighborhood

Renovation:

Renovation is defined as the process of restoring to a former better state (as by cleaning, repairing, or rebuilding).

Advantages of Renovating:

- Neighborhood remains familiar in appearance
- Avoid the costs and tension of finding and moving to a new home
- You won't have to compete against other buyers in an already overheated real estate market
- You can renovate your home exactly the way you want

Rehabilitation:

Rehabilitation is defined as the process of returning a building or buildings to a state of utility, through repair or alteration, which makes possible an efficient use while preserving those portions and features of the building and its site and environment which are significant to its historic, architectural, and cultural values.

Advantages of Rehabilitation:

Historic buildings are tangible links with the past. They help give a community a sense of identity, stability and orientation. The Federal government encourages the preservation of historic buildings through various means. One of these is a program of Federal tax incentives to support the rehabilitation of historic and older buildings.



Historic South Main Street

Center for Community Studies and Hammons School of Architecture of Drury University

- Laura Bergman
- Tyler Hellweg
- Craig Culbertson
- Erika Koenig
- Michael Hampton
- Bryan Harbison
- Bryon Oster

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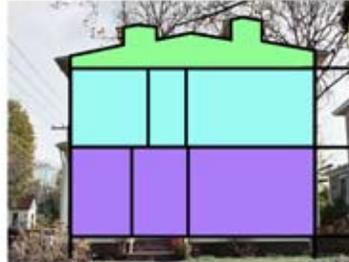
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Advisory Committee Meeting
2nd Community Workshop

Mixed-Use Neighborhood

Mixed-Use neighborhoods are beneficial because they place active residents near unique restaurants and businesses. They make excellent work/live communities, which makes it very convient for residents. They also can generate funds and interest for the community.

Mixed-use neighborhoods may be set up in a variety of ways, and also, include a variety of businesses. By controlling what types of bussiness enter the community and the setup of the commercial/residential spaces, a neighborhood can control the commercial density.



Residential Lofts

Residential/Office Space

Commercial Space



Walnut Street - Springfield, MO

The community of Walnut Street is an example in Springfield of a current mixed-use neighborhood.

Examples of businesses in the neighborhood are:

- Bars/Restaurants
- Offices
- Small Shops
- Bed and Breakfast
- University Art Gallery

In addition to the businesses the neighborhood houses several older homes that have been converted to apartments or townhouses

The mixed-use setup of the neighborhood also makes it conducive to hosting several festivals throughout the year that bring interest, people, and money to the area.



Mixed-use communities can be arranged so that street level spaces are used commercially, while upper levels are used for offices or residential.

This sketch shows buildings where a boardwalk could be erected to connect the upper spaces to create a seperate residential zone.



Mixed-use communities may also be setup so that individual buildings are each zoned seperately. So, a townhouse might sit directly next to a cafe or art gallery. This creates a varied and interesting street scape and allows for larger single-family homes.

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● Laura Bergman
● Craig Culbertson
● Michael Hampton
● Brian Harrison

● Tyler Hellweg
● Erika Koenig
● Bryan Oster

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Themed Neighborhood

Mixed Use with a Theme:

- Each house can be converted to mixed-use with residential above and a commercial, cultural, or other functions would be housed on the first floor
- The mixed-use spaces along a street would follow a theme and be home to things such as:
 - restaurants
 - artist galleries
 - bed and breakfasts
 - professional offices (for lawyers, architects, etc.)



Case Study: LowerTown Arts District, Paducah, KY

Problem: grand old houses divided into apartments, 70% were rentals, slumlords reigned and drug dealing was common

Assets: Nice housing stock, close to downtown, booming with local history, many sections named to the National Historic Register

- Artist Relocation Program encouraged artists from across the country to move to Paducah
- Paducah Bank supported the program and took a risk to help make it more affordable for artists to buy and fix up property by providing unusually flexible loans and similar financial incentives
- Trade off: artists would rehabilitate the decaying properties, transforming them into galleries, shops, restaurants and residences
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Workshops

Summary Of Workshop Feedback:

The community wants residential owner-occupied single family homes that everyone cares for individually. They want higher class renters to try and eliminate the drug use in the area. Owners who rent their properties pointed out that it is difficult to convert a big house to single family home because of limited renter income.

Limited mixed-use might be appropriate with an office on the first floor. It would be nice to be able to own a home while still having a yard and a business. Utilizing specificity of Urban Conservation District (UCD) to designate



appropriate and inappropriate uses could be beneficial. The community fears that mixed-uses could turn into bars with brothels. They do not want restaurants or other business with heavy traffic. They also do not want to start a series of zoning changes that just keep changing over and over again. Owners need to put money in as an investment to see any improvement. Some owners fear that parks draw social problems and drug users

The benefits of a Historic District are that after the fact restrictive covenants are possible to prevent owners from having less desirable things like RVs and carports. There are also financial incentives that are available for historic districts.

1st Community Workshop ◀
Advisory Committee Meeting
2nd Community Workshop

1st Community Workshop

- ▶ 1st Community Workshop
- Advisory Committee Meeting
- 2nd Community Workshop

Questionnaire

- What are some things that you like about your neighborhood?
- What are some things that you would like to see changed about your neighborhood?
- What improvements would you like to see happen in your neighborhood?
- Any other ideas or comments?

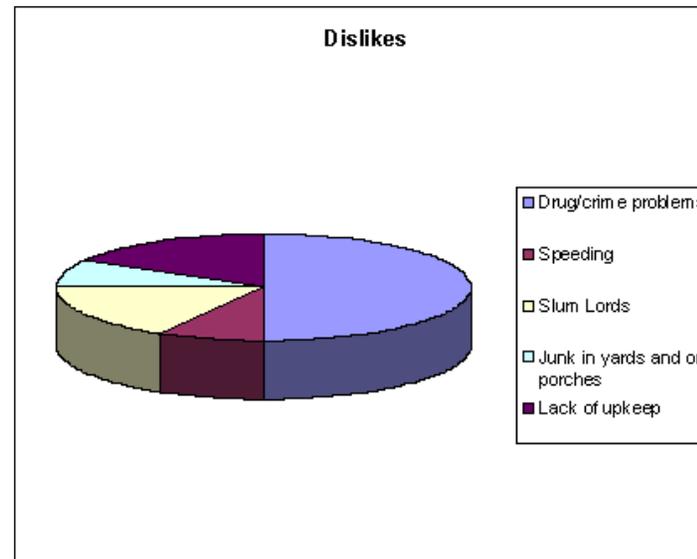
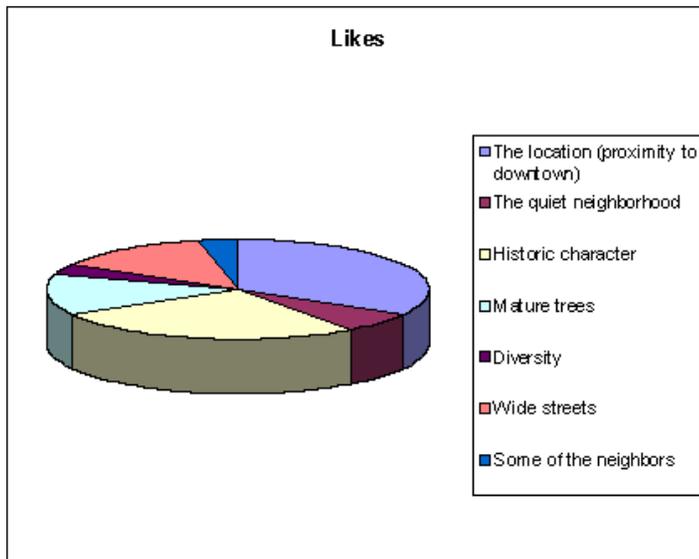


1st Community Workshop

Community Members' Open Responses (based on 20 people)

Wants:	# of Responses		# of Responses
Clean up of houses	5	Historic street lights	1
Only single-family	5	More of an Entry way	1
Better wider sidewalks	4	Campbell to become 2-way	1
Historic District designation	4	Historic house signs (like midtown)	1
Would like a little mixed-use	3	More landscaping	1
To remain mixed single-family & renters	1	West meadows of Jordan Valley Park to be completed	1
Better quality renters	1	Better performance at Campbell Elementary	1
More street lights	1	More families with young children	1

1st Community Workshop ◀
 Advisory Committee Meeting
 2nd Community Workshop



Advisory Committee Meeting

- 1st Community Workshop
- Advisory Committee Meeting
- 2nd Community Workshop

7 Scheme Continuum Approach:

For the Advisory Committee Meeting we wanted to test a full range of concepts, ranging from the current residential to full heavy commercial throughout. The goal was to test a variety of ideas because we were still at an early stage in the design process.

Response Summary:

Properties on Grant Avenue are already concerned with parking and access problems without additional mixed-use. Street lighting could be unique to differentiate the neighborhood from other areas downtown rather than copying. Currently, Center City has a heavy demand for residential. It is possible to restore historic structures and construct an addition on the back that is sympathetic with the design. Some people in the area have fixed incomes and it is difficult for them to make significant financial improvements. Residential use on the South Main Site should be maintained and the commercial along Grant or Walnut should be enhanced. Alleys and trails can draw trouble in addition to benefits.



South Main House Before



South Main House After, photo editing by Bryon Oster

Advisory Committee Meeting

Workshops

1st Community Workshop
Advisory Committee Meeting ◀
2nd Community Workshop



South Main House Before



South Main House After, photo editing by Bryon Oster

Scheme #1: 80% Renter/20% Owner Occupied (Current Condition)

When improving properties it is important to maintain the historic character of the neighborhood. Some improvements to the streetscape would also return the neighborhood to its original character (see pg. 42 to 45 for a detailed description of these improvements). More law enforcement would also improve the area. Police patrolling the area would keep away crime such as drug dealing and make the neighborhood a safer place to live.

Advisory Committee Meeting

Scheme #2: All Single-Family Residential (owner occupied)

This scheme proposes that all homes on the block of South Main between Walnut and Mt. Vernon, be restored to their original use as a neighborhood of single family homes. This plan offers minimal changes to the neighborhood's current layout. Changes to the homes will only be made to improve and restore them to their original use and appearance. This approach allows for the possibility of creating a neighborhood historical district as well as the option of applying historical tax credits. Historical tax credits wouldn't be possible for most multi-use options. If current zoning was enforced the majority of the multi-family housing that currently exists on South Main Avenue would not be allowed. The trees along the sidewalk on South Main Avenue need to be trimmed as well as a general cleanup of the street.



South Main House Before



South Main House After, photo editing by Erika Koenig

Advisory Committee Meeting

Workshops

Scheme #3: Residential With Very Light Mixed-Use

There will be entrances marking the South Main Site. The first marker will be at the south west corner of Walnut and South Main Avenue. The second marker will be located at the gas station at Mt. Vernon and South Main Avenue. The mixed use area will be located on the east side of South Main Avenue. The parking will be located on Market Avenue in the empty lot to be purchased from Lakeland Hospital.

There will be access from the parking lot to the back of the mixed use properties. The streetscape will see many changes including: New rock retaining wall, 'Smart Street' Parking, brick sidewalks, landscaped retaining divider between the sidewalk and street on the east side of South Main Avenue. There will be low traffic types of mixed-use: Bed and breakfast, art gallery, café and coffee shop. Very light mixed use that keeps the commercial areas on the bottom floor of the house and residential areas above.



Streetscape of South Main Avenue, drawn by Michael Hampton



Streetscape of South Main Avenue, drawn by Michael Hampton

1st Community Workshop
Advisory Committee Meeting ◀
2nd Community Workshop

Advisory Committee Meeting

Workshops

Scheme #5: 50% Mixed-Use/50% Single-Family Residential

There will be community areas and parks located at northern and southern ends to anchor the boundaries of the site. Houses along South Main Avenue will be buffered along the back property lines with an alley to the West and a greenway trail to the East. A few different organizations are possible for 50% mixed use. One is a sprinkled cluster which has mixed-use areas arranged in small groupings throughout the residential area. Another possibility is zoned areas that have mixed-use areas arranged in major zones correlating to natural East-West divisions of the site. The final option is uniform distribution with all the houses along South Main Avenue incorporating mixed-use functions with businesses occupying 50% of every house.



Site Plan

1st Community Workshop
Advisory Committee Meeting ◀
2nd Community Workshop

Advisory Committee Meeting

- 1st Community Workshop
- ▶ Advisory Committee Meeting
- 2nd Community Workshop

Scheme #6: 80% Mixed-Use/20% Residential

The 80% commercial scheme was initially looking at the implications of a large number of commercial inhabitants on the South Main Site. Due to the large amount of businesses, the requirements for parking was on the verge of impractical but possible with additional parking lots. It was possible to maintain the feel of a residential neighborhood while giving it a professional feel. The advisory committee did like a few of the features, mainly the curb extensions, but over all still preferred the mostly residential schemes. They felt that East Walnut Street was like this scheme and the South Main Site did not want to resemble East Walnut Street.



Proposed Renovations, photo editing by Brian Harbison



Possible islands added to slow traffic, photo editing by Brian Harbison

Advisory Committee Meeting

Workshops

Scheme #7: Heavy Commercial/Mixed-Use

This scheme was to create as much opportunity for business and retail as possible by making the ground level of every existing structure commercial. There were also several additional goals: to create a unique “work, live, play” community, unify the neighborhood into a village style community, enhance the neighborhood’s current characteristics and improve properties that have fallen into disrepair, and to establish a high quality of living within the community and stimulate future economic development.

The neighborhood was broken up into zones: professional (pink), general commercial (orange), service (blue), residential (yellow), and unrestricted (purple). The lot along Market Avenue was designed as an office park. The Northwest quadrant of the site was converted to a courtyard with parking. At the North end of the site an art gallery and reception hall was proposed. The sidewalks were widened and street lights were added. In between two story homes decks were proposed to connect residential spaces to create a separate residential level.



Proposed office park



Site Plan

1st Community Workshop
Advisory Committee Meeting ◀
2nd Community Workshop

2nd Community Workshop

- 1st Community Workshop
- Advisory Committee Meeting
- 2nd Community Workshop

3 Scheme Approach:

Based on feedback received at the previous meetings, as a group we decided to narrow our investigation to three schemes. The categories we chose were based on what we thought was most appropriate for the neighborhood.

Response Summary:

Big Group Comments:

- Contained mixed-use makes sense because it is sort of what already exists
- Use of Housing Authority for path or other development is probably wishful thinking because of problems with federal law related to acceptable uses
- Maintain the residential peninsula
- South Main Avenue to Grant Avenue along Walnut Street



Scattered Mixed-Use presentation

already has safety problems

- Midtown is a National Historic District which is more flexible than a local district (must go to the Landmark's Board for any exterior change)
- Steer away from local historic districts
- How tough will the city be as to commercial building codes (like fire doors, sprinkler systems, etc.)?
- Don't like flashy signage, columns or arches marking the entry points but signage could be ok if done tastefully like at Rountree
- Curb extensions with trees start to look too commercial
- Is a brick sidewalk really a good idea? Maybe bricks just lining the edges?
- Neighborhood needs to have a unique character before signs and flashy markings go up
- If tucked in neighborhood, will small businesses get enough traffic to survive?
- Businesses that are a destination in themselves may be more viable
- Adding trees along the sidewalk may add character but it takes away parking
- Rountree feeds off Missouri State University, Midtown feeds off Drury University, and South Main can feed off downtown and the future College Station
- This is still the closest single family homes where you can be part of the urban lifestyle

2nd Community Workshop

Workshops

1st Community Workshop
Advisory Committee Meeting
2nd Community Workshop ◀

Residential Neighborhood

STRICTLY RESIDENTIAL POSSIBLE IMPROVEMENTS



CATALOGUE HOME



GABLED ELL



AMERICAN FOURSQUARE



Historic South Main Street

Center for Community Studies and Hammers School of Architecture of Drury University

● Laura Bergman ● Tracy Williams
● Craig Colburn ● Erika Koenig
● Michael Shapton ● Bryan Oster
● Steve Anderson

Board by Erika Koenig and Bryan Oster

Residential Neighborhood

HISTORIC DISTRICT

PURPOSE: TO PROTECT AND PRESERVE THE SCALE, BASIC CHARACTER AND ARCHITECTURAL DETAILS OF HOMES
 DETAILS: THE BUILDING'S HISTORIC SIGNIFICANCE IS THE KEY TO WHETHER THE PROJECT MAY BE CONSIDERED FOR 10% OR 20% REHABILITATION TAX CREDIT
 BENEFITS: HISTORICALLY DESIGNATED RESIDENTIAL DISTRICTS ENJOY 10-25% HIGHER PROPERTY VALUES VERSUS HOMES WITHOUT HISTORICAL DESIGNATION (THE NATIONAL TRUST)

URBAN CONSERVATION DISTRICT

PURPOSE: TO PROMOTE THE HEALTH, SAFETY, ECONOMIC, CULTURAL AND GENERAL WELFARE OF THE PUBLIC BY ENCOURAGING THE CONSERVATION AND ENHANCEMENT OF THE URBAN ENVIRONMENT AS THOSE DISTRICT MEMBERS SEE FIT
 DETAILS: REQUIRES SIGNATURES OF 50% OF PROPERTY OWNERS, AN ADAPTION OF CITY COUNCIL RESOLUTION AND A PREPARATION AND ADOPTION OF AN URBAN CONSERVATION PLAN
 BENEFITS: ALLOWS THE CITIZENS TO REGULATE CHANGES WITHIN THE DISTRICT

NEIGHBORHOOD IMPROVEMENT DISTRICT

PURPOSE: TO AID AN AREA THAT DESIRES PUBLIC-USE IMPROVEMENTS THAT ARE PAID FOR BY SPECIAL TAX ASSESSMENTS TO PROPERTY OWNERS IN THE AREA IN WHICH THE IMPROVEMENTS ARE MADE
 DETAILS: CREATED THROUGH PETITION OF VOTERS AND/OR PROPERTY OWNERS WITHIN THE BOUNDARIES OF THE PROPOSED DISTRICT. ANY PROJECTS THAT ARE FINANCED THROUGH NID MUST BE FINANCED FOR FACILITIES USED BY THE PUBLIC, AND MUST CONTRIBUTE BENEFITS TO PROPERTY WITHIN THE NID
 BENEFITS: NEIGHBORHOOD MEMBERS CAN SEE THEIR TAXES WORKING DIRECTLY IN THEIR AREA. THIS TAX MONEY CAN GO TOWARDS IMPROVEMENTS TO THEIR STREETS, SIDEWALKS, STREETLIGHTS, OR ANY OTHER PUBLIC AREA WITHIN THE DISTRICT



Historic South Main Street

Center for Community Studies and Hammers School of Architecture of Drury University

● Laura Bergman ● Tracy Williams
● Craig Colburn ● Erika Koenig
● Michael Shapton ● Bryan Oster
● Steve Anderson

Board by Erika Koenig and Bryan Oster

2nd Community Workshop

Scattered Mixed-Use

Description:

- Light mixed-use that keeps the commercial areas on the bottom floor of the house and residential areas above. The mixed-use units will be arranged in small groupings throughout the residential area

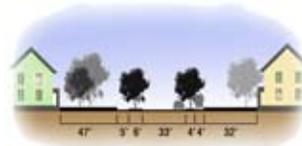
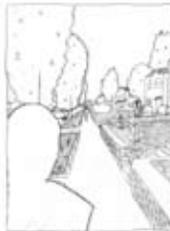
Improvements:

The streetscape will see many changes including:

- New rock retaining wall
- "Smart Street" Parking with curb outcroppings to calm traffic
- Brick sidewalks
- Retaining divider between the houses and street
- Additional street lighting
- Prune trees along street edge and fix up landscaping in general
- Add crosswalk at Intersection of Main/Walnut and Main/Mount Vernon

Types of Mixed-Use:

- Bed and breakfast
- Professional office
- Art Gallery
- Café and coffee shoppe
- Small retail



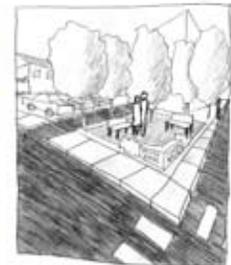
Historic South Main Street

Center for Community Studies and Hammons School of Architecture of Drury University

- Laura Bergman
- Peter Holling
- Craig Culbertson
- Mike Kuning
- Michael Thompson
- Steve Pined
- Steve Holling

Board by Laura Bergman and Michael Hampton

Scattered Mixed-Use



Entry:

There will be entry signs marking the Historic Main Street neighborhood.

- The first marker will be at the southwest corner of Walnut and Main.
- The second marker will be located at the gas station at Mt. Vernon and Main.

Over-All Scheme:

- Community areas and parks are located at northern and southern ends to anchor the boundaries of the site
- Properties along the eastern edge of Main Street are buffered to the back with a wooded trail to serve pedestrians



PROS:

- Businesses distributed equally throughout the area
- Residential character of exterior is maintained
- Grouping uses together allows businesses with common uses and goals to feed off each other

CONS:

- Business may be too scattered to thrive
- Neighborhood may feel disjointed with mixed-use constantly interrupting residential areas

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2nd Community Workshop

Workshops

1st Community Workshop
Advisory Committee Meeting
2nd Community Workshop ◀

Contained Mixed-Use



Lakeland Office Park- This area has the possibility of becoming a thriving business community located near the heart of downtown. This area could be designed drawing on the historical qualities of the existing neighborhood while still being obviously contemporary. The green space in the center would be ideal for community/neighborhood events and still useable day-to-day as a recreation space.

The Old Gas Station- This is a unique piece of architecture and therefore has the opportunity to become a distinctive neighborhood landmark. We propose turning the property into a unique outdoor cafe that could host live music and other community events



The Used Car Lot- With this lot's unique location at the North end of the site it has a unique opportunity to operate as a transitional space into the neighborhood. We propose that it become a two storey building that houses the functions of both art gallery and reception hall. This would tie in nicely with the new art gallery going in just North of the site. With both of these galleries it could begin to shift the Art Walk more towards our site, giving businesses in the neighborhood more exposure.



Historic South Main Street

Center for Community Studies and Hammons School of Architecture of Drury University

• Laura Bergman • Tyler Hellweg
• Craig Culbertson • Krika Kuning
• Michael Shapton • Bruce Fries
• Steve Hollander

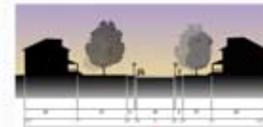
Contained Mixed-Use

Scheme Description:

This scheme introduces mixed-use businesses into the neighborhood in a very controlled manner. It contains all of the mixed-use functions to edges of neighborhood, along Grant, Market, Walnut, and Mt. Vernon. By moving businesses out of the Main Street core of neighborhood the residential aspects of the neighborhood can be more adequately preserved.

Changes:

- Used car lot replaced by art gallery/reception hall
- Lakeland lot is replaced by office park and public green space
- HAS corner 'park' is re-landscaped and connected to lakeland lot
- Gas station is transformed into outdoor cafe
- Sidewalks widened and bricked in
- Pedestrian scale street lights added
- Bricked cross walks and curb outcroppings to reduce speeding
- Yards re-landscaped to show off houses and retaining walls repaired
- Long-term alternate plan for school property



Type of Business:

- Existing businesses
- Office/Professional
- Bed and Breakfast
- Small Store/Boutique
- Gallery
- Cafe

- Residential - ■
- Commi/Mixed-use - ■
- Existing Commercial - ■
- Institutional - ■
- Possible Development - ■



Historic South Main Street

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Board by Craig Culbertson and Tyler Hellweg

Board by Craig Culbertson and Tyler Hellweg

2nd Community Workshop

1st Community Workshop
 Advisory Committee Meeting
 ► 2nd Community Workshop

Questionnaire (filled out by 10 people):

1. On a scale from 0-5 rate the amount of improvement S

Main St. needs. (5 being the highest.)

0 = 0 1 = 0 2 = 0 3 = 5 4 = 1 5 = 3

Comments that needs to be improved:

- Home renovations/improvements 5
- Better drug enforcement 2
- Lighting 2
- Stone walls 2
- Streets 2
- More owner occupied houses 1
- Safety 1
- Family friendly 1
- More marketing 1
- Relationship of homes to street 1
- Addition of a Gateway 1
- Everything 1

2. Rate the appropriateness of each mixed use business for the neighborhood. (0 no importance & 5 very important.)

Bed and Breakfast
 0 = 1 1 = 2 2 = 2 3 = 0 4 = 1 5 = 3

Small Professional Office
 0 = 1 1 = 1 2 = 0 3 = 2 4 = 1 5 = 5

Artist Studio/Gallery
 0 = 1 1 = 1 2 = 0 3 = 3 4 = 2 5 = 3

Cafe

0 = 1 1 = 2 2 = 3 3 = 2 4 = 0 5 = 2

Boutique

0 = 1 1 = 2 2 = 2 3 = 2 4 = 2 5 = 1

Restaurant

0 = 2 1 = 4 2 = 2 3 = 1 4 = 0 5 = 1

Sports Bar

0 = 6 1 = 2 2 = 1 3 = 0 4 = 0 5 = 1

3. The closed gas station at the corner of Mt. Vernon and S. Main St. has been suggested to be turned into a coffee house or some other small business; do you think this would be appropriate?

Yes = 7 No = 2

4. Do you ever use Hawthorn Park for recreation?

Yes = 1 No = 7

5. Do you think Hawthorn Park is used more for mischievous behavior?

Yes = 6 No = 0

6. When College Station, the Heers Center and the many other parts of downtown have completed renovation, do you feel S. Main St. will become a more popular place to live?

Yes = 10 No = 0

7. If the neighborhood was upgraded do you think the crime in the area would go down or would remain the same?

0 = 0 1 = 1 2 = 0 3 = 3 4 = 1 5 = 5

2nd Community Workshop

8. There are not many owner occupied homes on S. Main St. If the neighborhood was improved would you like to see more owner occupied homes or is the current situation of 79% renter occupied okay?

Yes = 9 No = 1

Comments:

- Owner occupied is always better, they care more about their neighborhood.
- Yes, proximity to downtown would increase interest.
- More single family ownership is a worthy goal.

9. A few people expressed concern with trying to comply with Historic Districts for tax credit. If you were to renovate your property, would you be interested in applying for tax credits?

Yes = 2 No = 5

10. S. Main St. has been identified as a residential peninsula surrounded by commercial close to downtown. Some people feel that there is great potential of increased property value in the area allowing for higher rent and a significant raise in resale value. (West Central has seen a raise in one year of \$50 sq. ft. to \$80 sq. ft. after renovation. \$90,000 increase in value for a 3,000 sq. ft. home). If there were low interest loans available would you take advantage of them for home improvement?

Yes = 5 No = 4

11. Improvements concerning the streetscape, including the street lights and side walks, can be funded by N.I.D. (neighborhood improvement district) which works by slightly increasing the property tax of all effected properties over 15 to 30 years. Assuming the improvements justify themselves by increasing your resale value, would you consider this an option for neighborhood improvement?

Yes = 6 No = 2

12. Have you ever considered turning one of your properties into a mixed-use house? Why or why not?

Yes = 4 No = 2

Comments:

- No, don't want new problems that mixed-use would bring.
- Yes, a neighborhood home repair business.
- Yes, it is currently.
- Not personally, but I think it could be a valuable option.

Final Opinions:

Strictly residential, No mixed use	3
Contained mixed-use	2
Scattered mixed-use	1
National historic district	3
Historic lighting	1

1st Community Workshop
Advisory Committee Meeting
2nd Community Workshop ◀

2nd Community Workshop

- 1st Community Workshop
- Advisory Committee Meeting
- ▶ 2nd Community Workshop

Visual Preference Survey

Circle the corresponding number to the image that provokes the most positive feeling.



90 %



10 %



40 %



60 %



70 %



30 %



90 %



10 %

2nd Community Workshop

Workshops

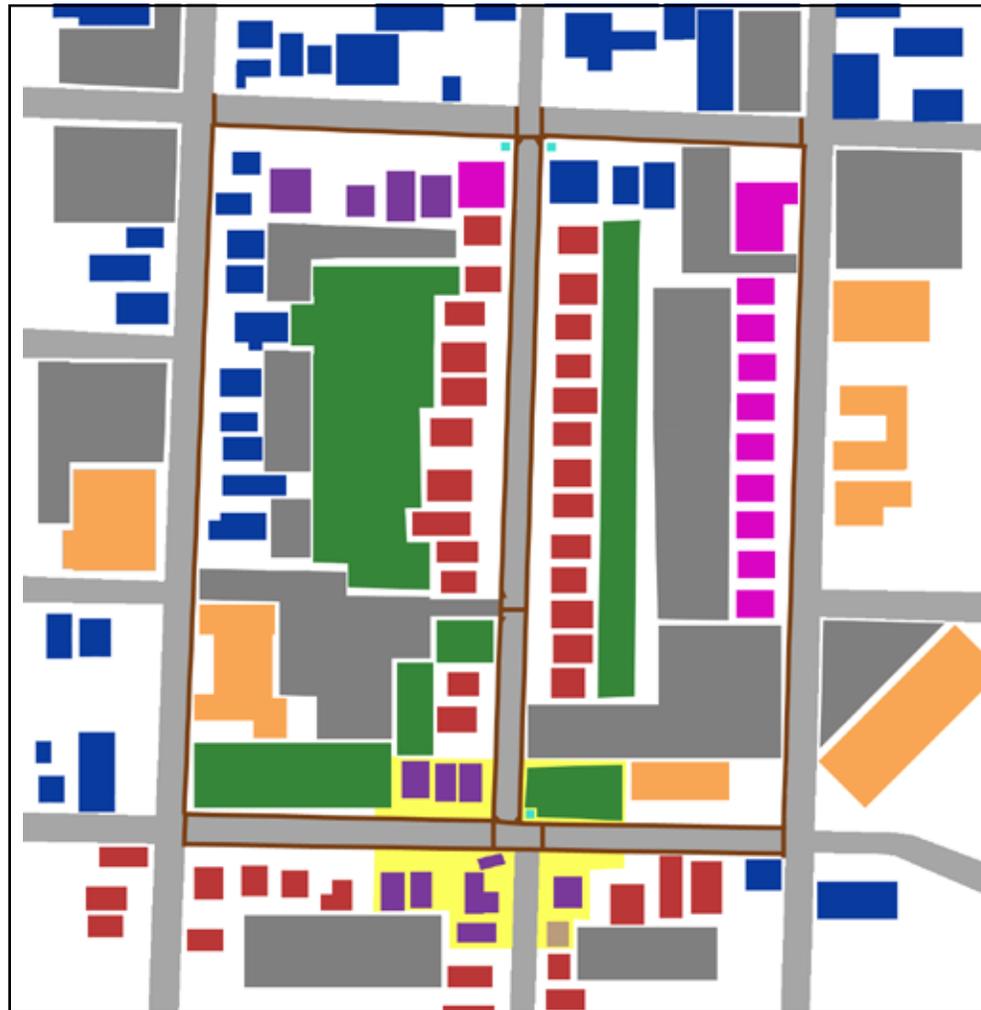
1st Community Workshop
Advisory Committee Meeting
2nd Community Workshop ◀



Comprehensive Master Plan

Proposals

- Comprehensive Master Plan
- Residential Component
- Mixed-Use/Commercial
- Entry Nodes



- = Residential
- = Mixed-Use
- = Existing Commercial
- = Institutional
- = Future Development
- = Brick Sidewalk
- = Entry Nodes
- = Greenspace
- = Parking
- = Streets

Master Plan

Comprehensive Master Plan

Format of Proposals:

For our final proposal we broke up our master plan into three components: residential, mixed-use and entry nodes. This way each issue could be fully developed and investigated. Although, each section can stand alone as individual studies, each part supports and compliments the others. Therefore, each component should be examined as part of the greater master plan that incorporates all aspects.

Suggestions for Community Members to Begin the Revitalization Process:

- Form a neighborhood Community Action Group
- Establish a UCD overlay district to specify alternate uses for the site
- Establish a NID to finance street lights, entry markers, and signs in front of houses
- prune overly mature vegetation to give houses greater exposure from the street
- Hold community events: garage sales, block parties

Comprehensive Master Plan ◀
Residential Component
Mixed-Use/Commercial
Entry Nodes

Residential Component

- Comprehensive Master Plan
- Residential Component
- Mixed-Use/Commercial
- Entry Nodes



Residential component highlighted

The residential core contain many of the old historic homes in the area. The area contains 27 homes of which only eight are owner occupied. In general, the houses date from the early 1890s and have large and mature foliage.

Goals:

- Enhance inherent historic qualities
- Foster interaction between residents
- Capture 'Americana' quality
- Create a more positive public image of community
- Maintain pedestrian qualities
- Manage vehicle access
- Unification of the neighborhood

Residential Component

Neighborhood Character

This community has a rich and unique character, one that is rooted in the history of the neighborhood. This is a quiet neighborhood even with its proximity to downtown. It has wide sidewalks that are set back from the street making it a great area to stroll. It also evokes a romantic idealized image of the 'All-American Neighborhood'. This is an idea that brings up thoughts of barbecues, block parties, children playing, and neighbors interacting. It is important that as



Sketch showing re-landscaped house with flag added, drawn by Craig Culbertson

this neighborhood progresses it retains this vital romantic character.

In order to maximize the neighborhood's potential to capture the Americana feel it is important that the neighborhood be unified into a cohesive unit and that opportunities for interaction be exploited within the neighborhood. The residential lots also need to be opened up more to the street.

Currently many of the lots have become overtaken by mature vegetation. Some simple landscaping pruning would go along way to make the lots feel more open and inviting. By allowing the houses to be more visible along the length of the street they will visually become unified parts as opposed to being sectioned off individual lots.

By, capturing this American ideal the public perception of the neighborhood will become much more positive.



Existing Americana: white picket fence, large front porch with swing



Example of overgrown vegetation on South Main

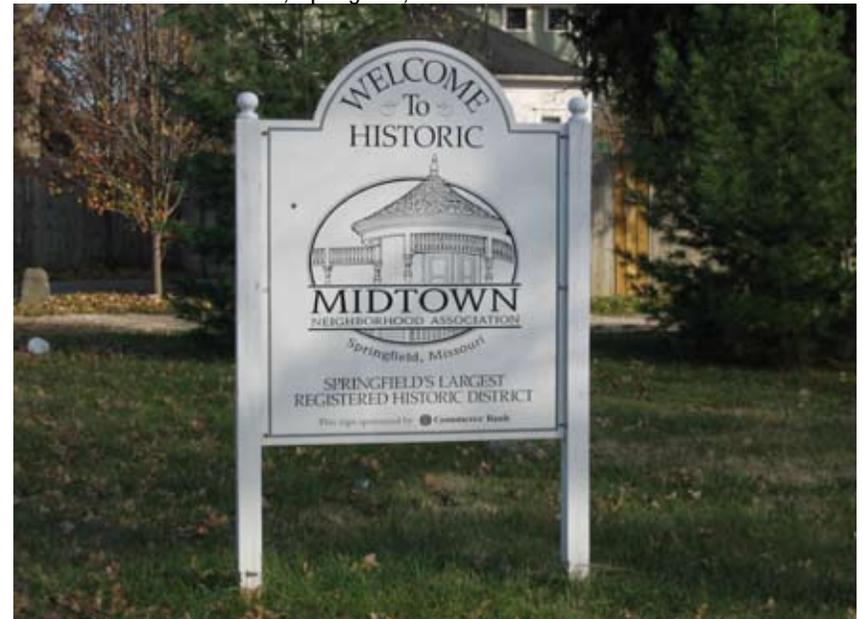
Residential Component

- Comprehensive Master Plan
- Residential Component
- Mixed-Use/Commercial
- Entry Nodes

The South Main Site has an extensive history that is unannounced to the community. Home owners requested some way to designate older homes. One simple way to showcase some of the historic homes along South Main Avenue are markers. Midtown currently has such markers; some signs designate the neighborhood while others designate individual homes. The signs serve two fold; first they set the neighborhood apart from the rest of the city and second they unify the neighborhood. Other options include, but, not limited to, unique street signs, stylized house numbers, mailboxes, and even historic street lights. The idea behind any unifying historic markers is not to make the neighborhood look gaudy but to bring a sense of uniqueness to the neighborhood as well as the homes.



House marker in Mid-Town, Springfield, MO



Neighborhood marker in Mid-Town, Springfield, MO

Residential Component



View of old gas station down South Main Avenue



Vision of old gas station, drawn by Michael Hampton

Focal Points

Focal points are necessary to create a sense of place. They draw the eye visually, which can help to also draw users through a space physically. Focal points can also serve as anchors to a series of elements that unify a space. Within the neighborhood it would be beneficial to have focal points at the end of South Main Avenue in order to draw people from Walnut and the Center City down into the South Main Site. It could also be used to anchor some of the repetitive elements that will be used such as street lighting, signage and landscaping.

The old gas station is the obvious choice to utilize as a focal point; its location puts it in to direct view at the end of South Main Avenue. Also, its unique qualities give it a strong visual interest. If some accenting elements were added the station's visual appeal could be strengthened. Appropriate lighting could enhance the structures appearance at night. It would appear inviting and lively. The addition of elements such as signage for the neighborhood and a flag or bank of flags could also be beneficial if done appropriately. This would give identity to the neighborhood, increase the public perception of neighborhood, add to the unification of the community, and continue to develop the Americana image.

Residential Component

- Comprehensive Master Plan
- Residential Component
- Mixed-Use/Commercial
- Entry Nodes

Lighting

The most important attribute of street lighting is safety. The current lighting at night is inadequate, creating a neighborhood that is unattractive and dreary. Because the neighborhood has a lot of history and character, we feel the historic street lights would be a great way to add uniqueness to the area. Because of this, the South Main Site has an opportunity to separate itself from the rest of the surrounding community. Unique street lights also give the South Main Site a more refined feel.



Suggested street lights for South Main Site



Night view of South Main Avenue with new street lights, photo editing by Brian Harbison

Residential Component



Sample streetlight 95A



Sample streetlight 95C



Sample streetlight 95B

There are many options for street lights. The exact design needs to be determined by the neighborhood in conjunction with the city. Lights with only one bulb are typically similar and provide a more community feel. This option would be best suited for a residential area or a low traffic commercial area.

Another option would be a two bulb light. This type of light is more often seen in professional areas.

Another option is the three plus bulb light. Typically this is seen in very commercialized and tourist areas. Although attractive this option may not be appropriate for this area. The style of the street lights has a great affect on the image the light creates.

Comprehensive Master Plan
Residential Component ◀
Mixed-Use/Commercial
Entry Nodes

Residential Component

- Comprehensive Master Plan
- Residential Component
- Mixed-Use/Commercial
- Entry Nodes



Site Plan

96A

Parking

There are many issues to be dealt with in terms of parking. The reason for this is the potential change in demand for different condition. Currently the parking condition has a high demand for on street parking close to the multi-family houses. This condition could easily change if more homes are turned to single family homes and again change if mixed-use homes are introduced. Each condition brings a separate set of issues. (See park section) The one issue that we see that is currently occurring and will continue to exist is speeding down South Main Avenue. The reason for this



Potential Parking along South Main Avenue

96B

Residential Component

Proposals



Potential Parking on South Main Site

97A

is the extreme width of the street with street parking along both sides of the street. We do want to “narrow” the appearance of the street. By doing this, drivers naturally slow down and are more careful. Curb extensions simply extend the curb out into the street creating peninsulas which narrow the street. The great thing about curb extensions is they can be added in location where current street parking is not allowed, for instance near intersections. They provide a little more green area for the neighborhood and more importantly safety.

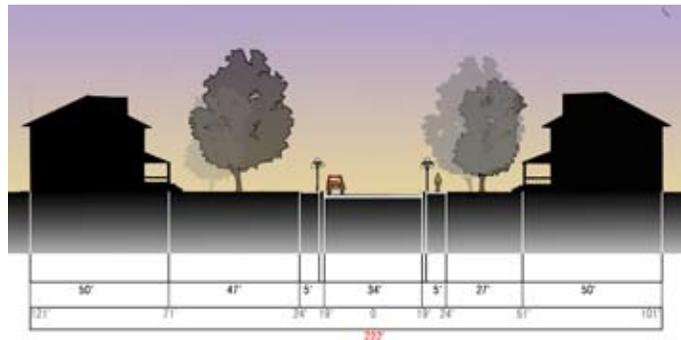
Comprehensive Master Plan
Residential Component ◀
Mixed-Use/Commercial
Entry Nodes

Residential Component

- Comprehensive Master Plan
- Residential Component
- Mixed-Use/Commercial
- Entry Nodes

Sidewalks

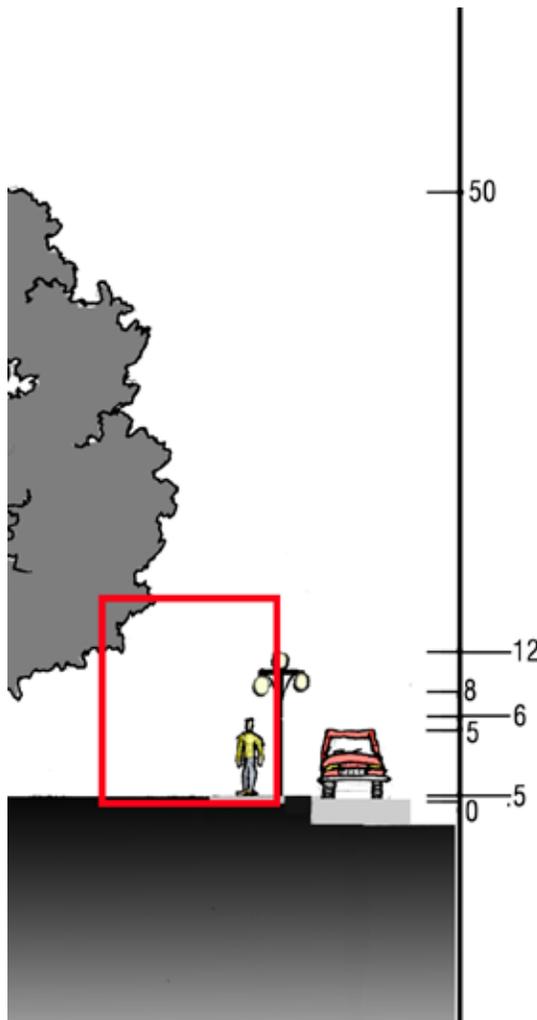
The sidewalks that were original to the neighborhood were brick. These old sidewalks were removed in the 1980s and replaced with the current concrete sidewalks. In order to bring out the historic qualities of the community and to help signal the entrance to the South Main Site the sidewalks should return to brick. Brick sidewalks have a lot of character, and if properly maintained they can add to the visual appeal to the neighborhood. The brick sidewalks would run all around the neighborhood and incorporate new crosswalks. These new crosswalks will increase pedestrian safety.



Improved brick sidewalk locations

98A

Residential Component



Relationship of pedestrian to street



South Main Avenue sidewalk view

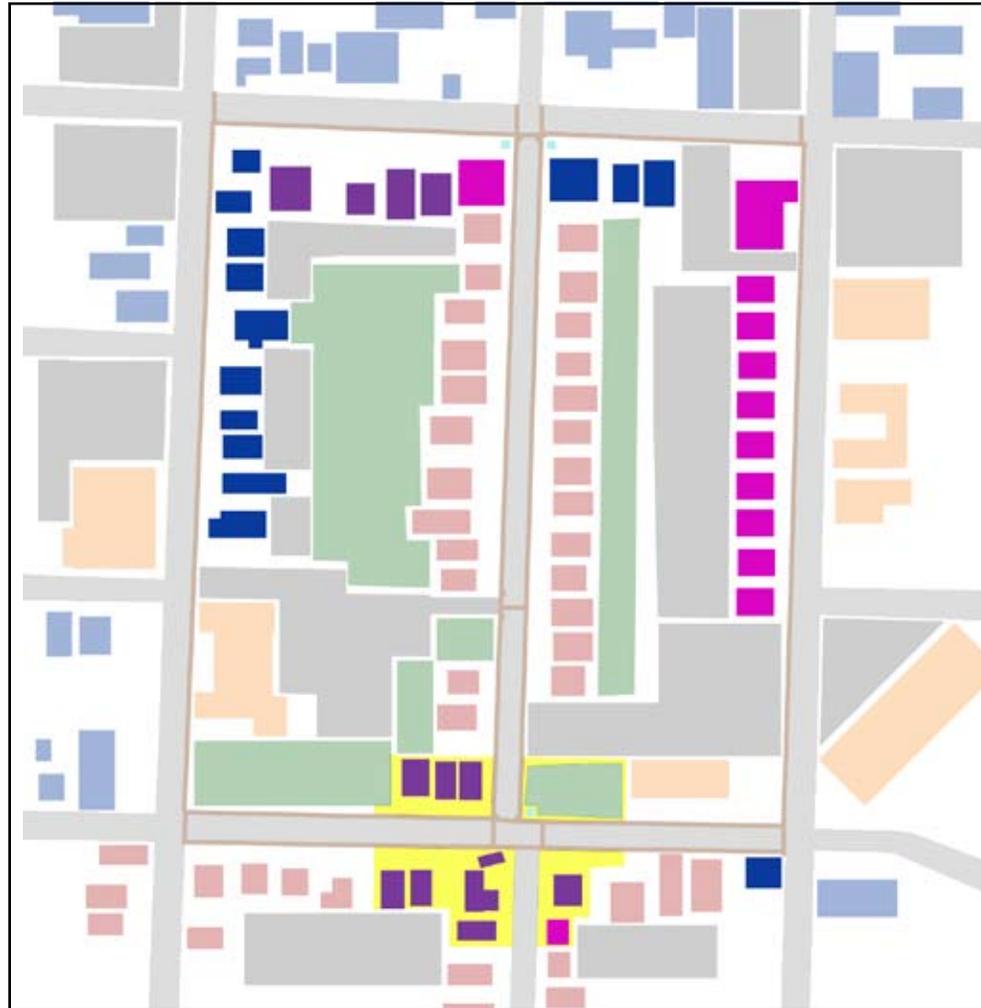


Potential sidewalk view 99A

The sidewalks will remain in their current positions. Currently they are set 2-3 feet back from the street. This makes the sidewalks safe for pedestrians and also provides opportunities to add plantings between the sidewalk and the street to further divide pedestrian and vehicular traffic. Also, the addition of plantings and street lights begin to work with existing trees that over hang the sidewalk to make an intimate pedestrian space within the public setting. In the Northern half of the site this creation of a pedestrian zone is heightened by the retaining walls that line the sidewalk. Some of these retaining walls have, however, fallen into disrepair. They have begun to settle and sag in the middle. Some need to be reset and some need to be completely replaced.

Mixed-Use/Commercial

- Comprehensive Master Plan Residential Component
- Mixed-Use/Commercial Entry Nodes



Mixed-use/commercial component highlighted

Restricting Commercial to Perimeter

The incorporation of a mixed-use plan into this peninsula of historic residential homes was for the most part discouraged by its residents. In response to the encroachment of commercial structures into this residential neighborhood we propose a comprehensive plan to limit commercial uses to the perimeter of the site leaving the interior structures located on the South Main Site to remain residential. This will also help businesses get more exposure on the busy exterior street than they would on the quiet residential South Main Avenue. This plan proposes that the residents take an active interest in what type of business will be allowed in this outside perimeter area.

Mixed-Use/Commercial

Proposed Commercial Infill

Currently, there are a number of vacant lots that dot the neighborhood and break-up the continuity of the commercial district, which discourages pedestrians from the downtown area from exploring this space. To complete the commercial area we propose that these lots be purchased and developed into structures more befitting the vernacular of the downtown streetscape.

- Lakeland Hospital Lot:

The large fenced-in lot on the west side of Mt. Vernon directly across from Lakeland Regional Hospital is a prime space for both commercial development and added parking space. We propose that this lot be purchased by a developer and developed into a historically sensitive structure or grouping of structures that maintains the street edge and also allows for public parking with access that is visible from the street.



Proposed use for Lakeland Regional Hospital Lot

101A

- Used Car Lot

The used car lot on the southwest corner of South Main and Walnut is considered an eyesore and a poor entrance to the neighborhood. We propose that this lot also be purchased and developed into a commercial structure more befitting to the downtown vernacular. Some possible ideas are an extension to the already packed Casper's restaurant or an art gallery that will help to extend the flow of pedestrian down Walnut.



Proposed use for the used car lot site at South Main Avenue and Walnut 101B

Mixed-Use/Commercial

Comprehensive Master Plan
Residential Component
► Mixed-Use/Commercial
Entry Nodes

Proposed Commercial Infill (continued)

- Corner of Market Avenue and Walnut Street:

This intersection has an auto repair business on the southeast corner. Down the street is Casper's restaurant, a Springfield area landmark. This area needs careful consideration and renewal given its location and importance. The development at this intersection and along Walnut Street and Market Avenue should visually, physically, and functionally link to the downtown and college station commercial areas.

- Parking

The residents of the South Main neighborhood voiced concern about the intrusion of parking associated with these commercial establishments along South Main Avenue. The residents are fearful of the introduction of additional businesses within the South Main Site and the increase in traffic and parking intrusion. We believe that the careful consideration that the parking needs of the existing and proposed commercial establishments can be accommodated on site and on available infill sites. Concern must be taken to provide adequate and appropriate visual and physical barriers between the commercial parking and the residential properties.



Desirable appearance of corner of Market and Walnut

102A



Desirable streetscape

102B

Mixed-Use/Commercial

Campbell Elementary Future Uses:

Campbell Elementary School is a positive life force of the neighborhood. The school offers not only education to the neighborhood children but also a building for community events. If the school were to close, we propose that the facility become a community center, multi-family residential, an artist co-op, or a business incubator. Retaining this facility and its community service function is important to the life and vitality of the neighborhood.

Buffering:

As the commercial activities within and surrounding the South Main Site continue to develop it will become increasingly important to provide adequate and appropriate visual and physical buffering between the commercial and residential areas.

- Visual and Physical:

For the residential properties that will be adjacent to commercial properties we propose the addition of new vegetation and low privacy fences to separate the areas.



Alternative plan for Campbell Elementary School site



Example of buffering with vegetation

103A

Mixed-Use/Commercial

- Comprehensive Master Plan Residential Component
- Mixed-Use/Commercial Entry Nodes

Edges:

The streets surrounding the South Main Site require coordinated visual and physical improvements to help establish a stronger neighborhood identity and image. Improvements to these streetscape edges would include: sidewalk, lighting, signage, vegetation, street furniture, and architectural coordination.

Adjacent is an example of possible improvements to the Grant Avenue edge. The modified image suggests the introduction of a low metal fence and hedge to separate the sidewalk from the parking both visually and physically. The two residences have been combined and a central entrance added between to improve the architectural expression of the entry and the scale of the structure along the busier commercial street. The identity of the neighborhood could be further strengthened by the utilization of the common pallet of vegetation and signage options.



Grant Street before



Grant Street after, image editing by Tyler Hellweg

Mixed-Use/Commercial

Proposals

Comprehensive Master Plan
Residential Component
Mixed-Use/Commercial ◀
Entry Nodes



Market Street before



Walnut Street before



Market Street after, image editing by Tyler Hellweg



Walnut Street after, image editing by Tyler Hellweg

Entry Nodes

Comprehensive Master Plan
Residential Component
Mixed-Use/Commercial
▶ Entry Nodes



Entry nodes highlighted



Old gas station at southern entry node,
drawn by Michael Hampton

The entry nodes will serve as entry markers as well as an iconic image for the South Main Site. One entry node will be located at the corner of Walnut Street and South Main Avenue, another at the corner of Mt. Vernon and South Main Avenue, and one at the corner of Walnut Street and Market Avenue. Improvements to the streetscapes throughout the South Main Site will also help to identify the neighborhood district and improve the image of the neighborhood.

Entry Nodes

Proposals

Funding:

The entry markers could be funded by a Neighborhood Improvement District (NID). A NID creates a small increase in area taxes which can fund the entry markers and other improvements to the neighborhood.

Materials:

Brick would be a sturdy and maintenance free material. Historically accurate brick would help the markers fit into the context of the neighborhood.

Safety:

Crosswalks and bump outs can slow down traffic and help keep pedestrians safe while improved street lighting deters crime in the area.



Southern entry node A, image editing by Bryon Oster



Southern entry node B, image editing by Bryon Oster



Northern entry node A, image editing by Bryon Oster



Northern entry node B, image editing by Bryon Oster

Comprehensive Master Plan
Residential Component
Mixed-Use/Commercial
Entry Nodes ◀

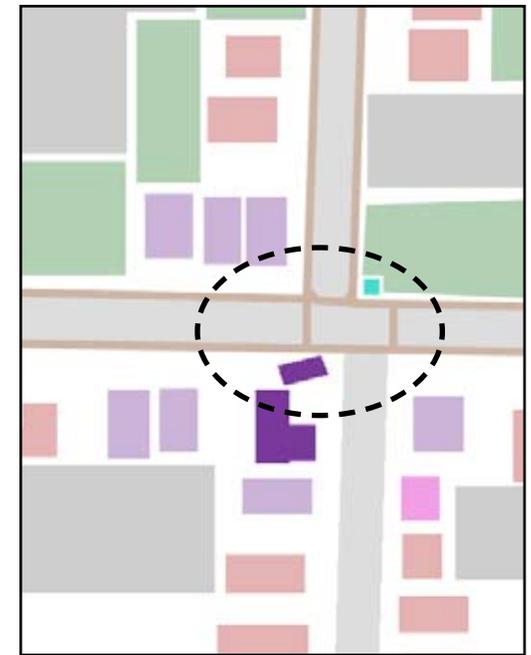
Entry Nodes



Possible entry markers, Computer model and drawings by Michael Hampton

Proposed Entry Node at South Main Avenue and Mt. Vernon:

The old gas station at the corner of South Main Avenue and Mt. Vernon should be developed as a neighborhood entry node or marker because of its location and its architectural significance. Although the old gas station should be considered a key element in the development at the South Main Avenue and Mt. Vernon entry node, it should only be a part of the entry node development at this intersection. The development of a small neighborhood commercial area at this intersection that integrates the old gas station and uses its architectural character for inspiration would add significance and contextual correctness to this entry node. This small neighborhood commercial area could become identified and/or called the “South Main Village.”



Site plan of old gas station -- “South Main Village” area

Entry Nodes

Proposals



109A



109B



109C



109D



Advantages:

- The development of the “South Main Village” entry node takes advantage of the important neighborhood landmark.
- The old gas station’s position on axis with South Main Avenue provides excellent visibility.
- The development of such a “South Main Village” commercial area would strengthen the economic, social

and visual context of the neighborhood.

- The development of the “South Main Village” compatible with the style and period of the old gas station would help to reinforce the image of the neighborhood and support the Historic South Main concept.

Comprehensive Master Plan
Residential Component
Mixed-Use/Commercial
Entry Nodes ◀

Entry Nodes

Proposed Entry Node at Walnut Street and Market Avenue

The northeast corner of the South Main Site is the primary entry point for traffic from downtown Springfield. Thus, it needs to be marked appropriately. This intersection has an auto repair business on the southeast corner. This business should be housed in a new building that is more visually appropriate for the site. This entry node must present a significant and positive image for the South Main Site. It must be characterized by the same visually unifying elements that exist on the rest of the site such as historic street lights, brick sidewalks, and appropriate low profile signage.



Site plan of key entry node from downtown at Walnut Street and Market Avenue



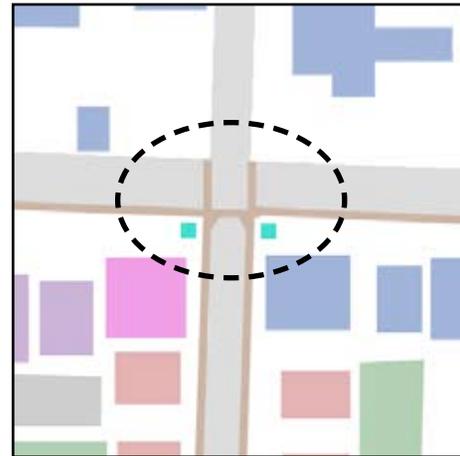
Desirable appearance of corner of Market and Walnut

Entry Nodes

Proposals



Proposed infill gallery for southwest corner of South Main Avenue and Walnut Street, drawn by Craig Culbertson



Site plan of entry node at Walnut Street and South Main Avenue

Comprehensive Master Plan
Residential Component
Mixed-Use/Commercial
Entry Nodes ◀

Proposed Entry Node at South Main Avenue and Walnut Street

This entry node marks the northern end of South Main Avenue. Casper's, a neighborhood favorite restaurant, is located on the northwest corner of the intersection. The southeast corner has a communications specialty equipment business that is a lively source of traffic in the neighborhood. We propose that the used car lot on the southwest corner be replaced with an art gallery to compliment the recently added Art Factory, just north of the South Main Site. This corner should also include visually appropriate historic street lights, brick sidewalks, and appropriate low profile signage.

Entry Nodes

South Main Avenue and Walnut Street:

The intersection at South Main Avenue and Walnut Street creates an unflattering image and entry into the neighborhood due to the condition and types of commercial activities in the area. This entry into the South Main Site needs significant visual improvement and the establishment of a strong iconic element making the entry node to the neighborhood. The streetscape along Walnut Street needs to be upgraded and unifying elements added to further mark and distinguish the South Main Site.

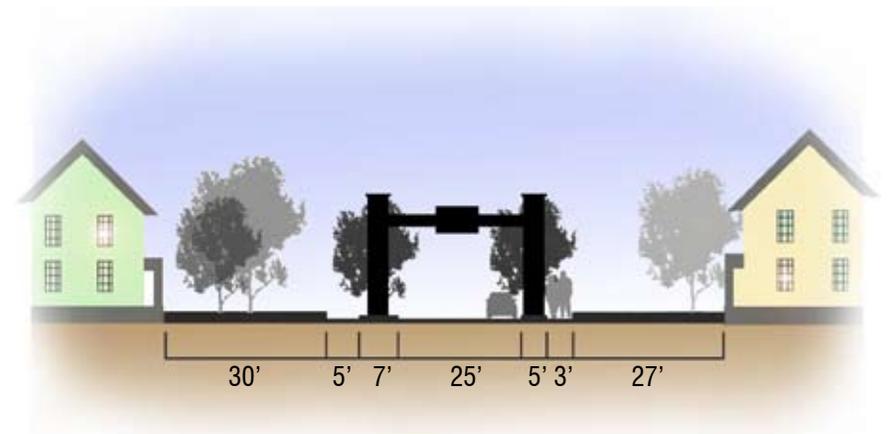
Advantages:

The development of an iconic entry and improved streetscape features would help to beautify the area and mark the neighborhood.

The iconic entry node could help to mark the residential zone visually, physically, and psychologically.

Disadvantages:

The nodes will be an expense to the South Main Avenue residents. The nodes would have to fit the requirements of the UCD; this also would be of expense to the residents.



Entry Nodes



Issues:

- The South Main Site needs to improve its image and establish entry nodes.
- Before entry nodes become the marker for the South Main Site, the neighborhood itself would need many improvements before their 'image' was established.
- What would the entry node look like so to be contextual as well as fit into the physical requirements of the neighborhood?



Concerns:

- Identification of funding sources for these public/private improvements.
- Improvement of South Main Site's image: physically and socially.
- Development of entry nodes and other neighborhood features that are compatible with the physical and social context.



Recommendations: *The city and South Main Site businesses and residents should work collaboratively to improve the physical and social image of the area. Of particular importance is the establishment of South Main entry nodes or characteristic physical features that can be identified with the area. Entry nodes should be developed at South Main Avenue and Walnut Street and South Main Avenue and Mt. Vernon. Characteristic South Main Avenue streetscape features, that can also be considered neighborhood visual markers, should be developed along Walnut Street, Grant Avenue, Mt. Vernon Street and Market Avenue.*

Comprehensive Master Plan
Residential Component
Mixed-Use/Commercial
Entry Nodes ◀

Citations

► Citations

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Appendix

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All photos that are not cited were taken by members of the group.