

**JORDAN VALLEY and  
JORDAN VALLEY PARK  
Concept Plan and Design Guidelines**

Adopted by Jordan Valley Advisory Committee: November 12, 2009

Adopted by Planning and Zoning Commission: February 4, 2010

Adopted by City Council: February 22, 2010



This Concept Plan is dedicated to the memory of

**Fred May**

for his tireless leadership and commitment to Jordan Valley planning

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Jordan Valley Concept Master Plan Graphic

# Foreword

The City of Springfield undertook a visioning and planning process in 2006 and 2007 aimed at revitalizing the community regarding Jordan Valley. Numerous public events were held to solicit input and numerous concepts were set forth and discussed for the Quarry area, East Meadows, and West Meadows portion of Jordan Valley and Jordan Valley Park. A report, *A Vision for Jordan Valley*, was prepared in April 2007 and was reviewed and accepted by the Jordan Valley Advisory Committee, the Springfield-Greene County Park Board, the Springfield Planning and Zoning Commission, and Springfield City Council. This report updated development concepts for the Quarry, East Meadows, and West Meadows. It also updated economic development recommendations for areas within Jordan Valley. *A Vision for Jordan Valley* is on file with the Department of Planning and Development.

In accepting the report, *A Vision for Jordan Valley*, City Council directed that the *Jordan Valley Concept Plan* be amended to reflect the concepts and recommendations contained in *A Vision for Jordan Valley*. This document reflects those changes. Much of the original Concept Plan is retained; changes in policy recommendations as a result of the community involvement process have been inserted. One aspect that may be a bit confusing is the fact that the original Concept Plan referred to Jordan Valley Park rather than Jordan Valley, which is a more inclusive term. An attempt has been made to structure this revision around the concept of Jordan Valley with Jordan Valley Park one of the key elements within Jordan Valley.

# Section One

## The Vision for Jordan Valley

The following section provides an introduction and narrative explanation of the Jordan Valley vision. The Concept Plan offers many examples of how Jordan Valley may develop in the future and provides some guidance while maintaining flexibility that will allow for future development and changing demands.



Looking into Jordan Valley

## Introduction

The vision for Jordan Valley originated from the roots of the citizen-driven Vision 20/20 comprehensive planning process in the mid-1990s. Over 18 months, more than 350 citizens attended 500 meetings and spent some 25,000 hours molding their ideas into a comprehensive plan for the future of Springfield and Greene County. They sought a better quality of life and a revitalized Center City. A part of that vision is now being realized in Jordan Valley. The overall key elements of that vision are a revitalized Center City and the creation of Jordan Valley Park. From this effort, a citizen's advisory committee was formed to develop a specific vision for a community-gathering place.

Jordan Valley, and specifically Jordan Valley Park, is an enormously successful initiative and project that has garnered community support and national attention. With local, state, and federal backing the area known as Jordan Valley is now home to a professional baseball stadium, an ice park, an exposition center, a park with an amphitheater gathering space, an outdoor classroom, art sculpture, the Creamery Arts Center, Founders Park, a Greenway trail, the Jordan Valley Innovation Center, the addition of a parking garage and private sector investments in a drug store, loft apartments, a hotel, and general downtown revitalization.

This document will continue to steer the project as planning for the area moves forward. The presentation of the Concept Plan and acceptance of the plan by City Council in 2005 was the first step to moving forward with the long-range plan implementation process for the Jordan Valley Redevelopment Area and Park. One of the key recommendations focused on creation and adoption of a zoning overlay district for the area that takes into account the overall vision for the area and the key design elements. The overlay district has not yet been developed. That step should be undertaken within the next 6 to 12 months. In addition to the overlay district and within the same time frame, a long-term financing mechanism for development of the Park should be identified. The design guidelines in the overlay district and the funding mechanisms should be flexible enough to address the different developments in areas within Jordan Valley and around the park area.

## What is Jordan Valley?

Jordan Valley is a development concept and revitalization strategy that came out of the Vision 20/20 community planning process and evolved into a public initiative to provide a *Catalyst for Center City Revitalization* consisting of:

- Park Land
- Redevelopment/Economic Development Areas
- Location for “one of a kind” community facilities
- Focus of public policy, development incentives, and public investment
- Universities, adjacent neighborhoods, and public investment

Jordan Valley should be the location for civic and one-of-a-kind facilities and a place where people gather to learn and play, socialize, participate and celebrate. For longtime residents, it is a return to Center City; for others, it brings them to a downtown they have never known.

## What is Jordan Valley Park?

Jordan Valley Park is Metro Springfield’s community park. Jordan Valley Park is a community-gathering place where culture and recreation combine with green space to bring excitement back to urban living. Jordan Valley Park is a source of pride for public involvement and a catalyst for public and private reinvestment in Springfield’s Center City. Jordan Valley Park is a park within an urban environment; a park within the redevelopment of Center City. Above all, Jordan Valley and Jordan Valley Park should:

- Add value (economic, social, aesthetic, image, cultural, and functional) to the community;
- Commemorate and reflect the unique qualities of the region and community;
- Reinvent and re-energize themselves with each generation; and
- Remain timeless and evoke not only deeply rooted cultural traditions, but also appeal to future generations.

Jordan Valley Park is located in the heart of downtown Springfield in the once industrial core of the community. The planning area for all of Jordan Valley and Jordan Valley Park is generally bounded by Central Street on the north; National Avenue on the east; Walnut and Elm Streets on the south; and Kansas Expressway on the west. This planning area provides the framework for policies and recommendations for park development and the further reinvestment in Center City.

In time, the park will meander for two miles within the Jordan Creek valley over 100 to 200 acres of gently rolling open space - the green necklace woven through the urban fabric of downtown. Its stages of development will take more than 20 years to complete.



Jordan Valley park, looking Northwest

The following vision statement best summarizes the essence of Jordan Valley:

*Jordan Valley consists of a mix of open spaces and buildings, land and water, groves and meadows. In time the area will combine gardens, playgrounds, plazas, and spaces that flow east and west through the heart of the City. It will be designed as an ever-changing, ever-evolving expression of the Springfield community.*

*New buildings and infill development in Jordan Valley will blend handsomely with the older historic stock, while maintaining their own distinct identities. "Civic" facilities and services are located in and adjacent to the park, reviving the importance of public places and facilities and emphasizing their value to the community. A variety of public spaces connect new buildings with existing ones, bringing workers, residents, and tourists together in a revitalized urban core.*

*Jordan Valley Park is a "grand civic gesture" that encompasses large and small open spaces, sparkling pools of water and gurgling streams, majestic trees and shrubs with brilliant hues, vast meadows and shady groves. Yet in its small reflecting ponds and shady rest spots, Jordan Valley Park allows for quiet moments of personal reflection. Urban spaces give way to natural open spaces. The roughly hewn limestone bluffs exposed along the edge of the park will contrast with the "green" expanse of the valley and Jordan Creek. The excitement in its public spaces contrasts with the tranquility of the many spots for solitude and rest.*

*Above all, Jordan Valley Park is an urban park - in its setting, use, and role. The surrounding urban envelope both contrasts and defines the natural landscape. Cultural features and amenities that lend excitement to urban living are clustered within Jordan Valley and in the park, providing opportunities for community gatherings, socializing, learning, and celebration.*

## Identity

Jordan Valley Park is a signature project for Metro Springfield, lending a sense of commitment, stability, and permanence to the heart of the City. It reflects the “Grand Planning” tradition that has created “Great Cities” structured around a park of civic scale, character, and relevance. The Jordan Valley Park design celebrates Springfield’s origin. It deliberately redefines the nature and purpose, and infuses a unique identity to some of the oldest areas in the City. Its location and stature make it a hub for the linear park trail system, also known as the greenway trail system, for the community.

## Context

The Concept Plan for Jordan Valley and Jordan Valley Park builds upon the historic, cultural, physical, ecological, and economic strengths of the community while accepting the constraints of the project site. The design and building of Jordan Valley and the park are a grand tribute to Springfield’s history and the City’s heritage of excellent parks and recreation spaces, and at the same time, the design and building should uniquely represent and reflect the modern day notions and usage of park spaces. The design uses a series of linkages and view corridors to integrate and incorporate nearby features and structures into its expression and identity. The design also offers opportunities to showcase local art talent and the community’s commitment to international art and culture. The design encourages the use of indigenous vegetation and materials from the regional landscape. The Concept Plan is also sensitive to the varying nature of the market and recognizes that the image and nature of activities within Jordan Valley will continue to evolve and change.

## Community Involvement

Citizens and community leaders recognize that the Jordan Valley development and Jordan Valley Park area are the outcome of the community’s vision and its belief in its future. In designing the Concept Plan, a number of forums sought the involvement and input

from a wide range of public and private stakeholders. These forums encouraged citizen participation in developing an overall park vision, input on uses within the park, and suggestions for naming the park and its various spaces. The community generated the name of Jordan Valley Park, and the name, like the Concept Plan, was intended to reflect the vision of the community while offering flexibility in the future. In addition, periodic open house gatherings, hundreds of presentations, displays at community festivals, and extensive media coverage were provided to update the citizens and civic groups on the progress of the project.

Community representatives volunteered thousands of hours to conceive, promote, and inspire the park design. This community participation is a testimony to the civic pride and involvement that a project of this nature can inspire.

During the fall of 2006 and spring of 2007, an effort was undertaken to update community ideas regarding overall development of Jordan Valley in general and areas of Jordan Valley Park in particular. Specific attention was given to the Quarry area, East Meadows, and West Meadows. Over 3,000 individuals participated in various public events and forums to offer their perspectives on future development in these areas. The ideas and recommendations are incorporated in the updated Concept Plan.

This Concept Plan should provide the foundation for the community and future leaders not only to endorse the vision for Jordan Valley and Jordan Valley Park, but also to commit to developing a project that will span many generations – a commitment to building a legacy.

**Public Open House, 4/06**





Original Vision 20/20 Process



Children participate at the HBA expo in 2007



Participants view concepts at the public open house,  
April 2006



Open House, April 2006, photo courtesy of Bruce Murrell

## Section Two

### Inventory and Analysis

The design for Jordan Valley Park is unique to the site, community, and the region. It builds upon the positive attributes of the site while recommending ways to address its weaknesses.

Site reconnaissance, document review, personal interviews, and community workshops have been instrumental in highlighting the many facets of the Jordan Valley Park site. Most of Jordan Valley Park's strengths relate to its physical location downtown, its natural attributes and historical remnants, redevelopment opportunities, and the community support for this project. The current condition of the site as a bright new development in an aging industrial corridor continues to be a challenge. It is apparent that much of the future for the Jordan Valley vision will involve not only a new park, but economic redevelopment, repairing the natural and built environments, re-establishing a more integrated and cohesive landscape, and revitalizing the central core of the community.

## Summary of Strengths and Weaknesses

The following are key issues or forces that affect Jordan Valley as a whole and Jordan Valley Park in particular:

### **Strengths:**

1. Jordan Valley is an area that will develop in phases, which will allow a natural and carefully nurtured evolution and implementation of the park and related development.
2. The natural environment of the park provides a rich, natural context for the park vision.
3. The network of streets surrounding Jordan Valley offers views and connections into Jordan Valley.
4. A detailed study by the US Army Corps of Engineers and Springfield Public Works will open the opportunity for new construction in areas plagued by flood control issues.
5. The current buildings within the Jordan Valley area have rich legacies of architecture and offer the foundation to restore a cohesive image for the downtown area.
6. Jordan Valley is located in a historically significant part of the City. This history provides a benchmark and source of inspiration for the design of landscapes, public spaces, art elements, and interpretive signage within the area.
7. Springfield is fortunate to have the full endorsement and support of its entire community for the ongoing creation of the legacy that is Jordan Valley.

### **Weaknesses:**

1. The urban environment outside of the first phase of the park is disconnected, non-cohesive, and devoid of landscaping.
2. The circulation system is complex and confusing.
3. In some areas, the pedestrian environment is still uninviting, uncomfortable, and lacking vibrancy.
4. The natural environment in the Jordan Valley area is not always cohesive, connected, or attractively landscaped.

5. The layout of the area in downtown Springfield does not relate well to the Jordan Valley Park site. Downtown buildings have their backs to Jordan Creek.
6. While railroads played an important role in the initial development in Jordan Valley, their impact on the West Meadows area could be detrimental to the success of the area.
7. Much of Springfield's land uses are horizontally segregated and do not lend to a vibrant, mixed-use, or 24-hour public environment.
8. Insufficient property maintenance and disrepair are evident within the Jordan Valley area.
9. A large area located within Jordan Valley is located within a flood plain, complicating development and redevelopment.
10. There are an estimated over 500 brownfields properties within Jordan Valley.
11. A long-term funding mechanism is not in place for the continued implementation of the Concept Plan.

## Strengths

### **Phasing**

Jordan Valley Park is conceived as a park that will develop in phases. This phasing allows a natural and carefully nurtured evolution of the park. The intent of the concept for Jordan Valley Park and the surrounding area is to provide an enduring design that will allow each generation the opportunity to build upon the park, without compromising the integrity of the original design. The first phase of the park and subsequent economic development within Jordan Valley and around the park has been implemented and has been enormously successful.

### **Natural Environment**

Jordan Valley lies within a region that provides a rich natural context for the park vision, including:

- A naturally occurring creek and its valley;
- Underground springs and caverns;

- Exposed limestone bluffs; and
- A climate that supports a variety of indigenous species.

In addition, the east-west orientation of the site permits ample sunlight in the park throughout the day and protects the site from prevalent southwesterly winds.

### **Linkages**

A network of streets offers views and connections into Jordan Valley from surrounding areas. The Jordan Creek stream corridor, planned as a future linear park segment, or greenway, is part of a larger linear park system plan. The linear park system and the City's bike route system will connect the park with neighborhoods and schools while providing unique vantage points. These physical linkages make Jordan Valley and Jordan Valley Park more accessible, while views into the park add interest to the downtown environment. Socially, the park provides an opportunity for diverse sections of the community to congregate; a meeting ground for North and South, East and West Springfield, and the various neighborhoods in Central Springfield. The park also links areas separated by these physical and topographic challenges created by the stream valley. Linkages to the surrounding mix of residential, commercial, industrial, office, government, and institutional uses could easily provide a broad resource of park users. The park is located only a few blocks from the hub of the City bus transit system and a shuttle bus route, operated by Missouri State University, is located downtown providing a network of connections to the edges of the community.

### **U.S. Army Corps of Engineers Study/Project for Jordan Creek**

The Corps of Engineers is working with the Springfield Public Works Department on a detailed study of the entire Jordan Creek drainage area, including a major portion within Jordan Valley and through Jordan Valley Park. This study addresses water quality and flood control issues within the drainage area. A specific design addressing flood control issues is expected to be completed in 2009. Implementation of the design will require both local and federal funding (and possibly state funds). Construction would take several years and would have a significant impact on private and public development within Jordan Valley. A meandering stream

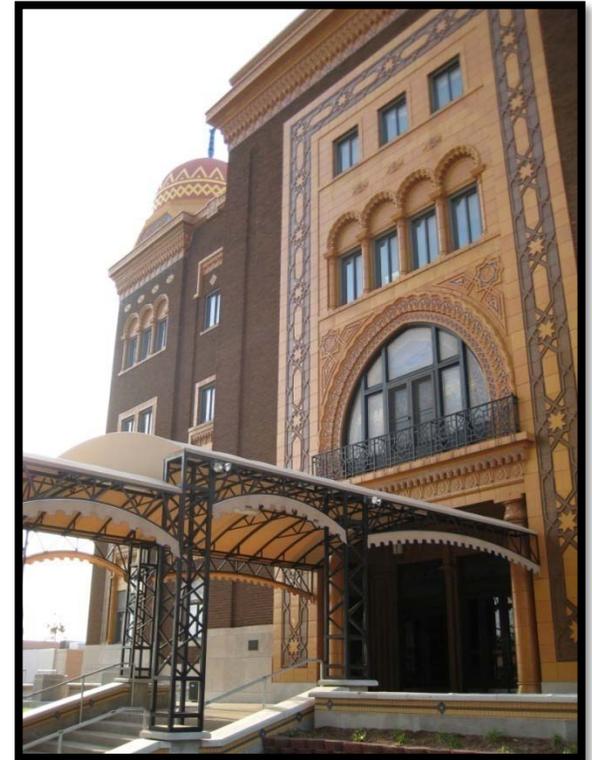
accompanied with walkways/greenways could take the place of the current channelized stream. Coordination with the Corps of Engineers and Public Works is important, and the City of Springfield should work with these agencies as more detailed designs of both Jordan Valley Creek and Jordan Valley Park proceed.

### **Architecture**

Springfield boasts of many handsome and unique remnants from the past. Buildings in Greater Downtown, Government Plaza, and along Commercial Street, as well as the many parks in Springfield, are rich legacies from an earlier era of civic investment. Such fine examples include Historic City Hall, Central High School, the Carnegie Library, Stone Chapel, Carrington Hall, the Landers Theatre, and the Abou Ben Adhem Temple (Shrine Mosque). There are also several attractive, newer and more modern buildings, such as the Drury School of Architecture building, and the buildings on the OTC campus. Collectively, these examples offer the foundation to restore a cohesive image for the downtown area, and suggest a model for the design and construction of buildings and structures in and around Jordan Valley.

### **History**

Jordan Valley is located in a historically significant part of the City, and was the site for many important events that have highlighted Springfield’s history, including the site where Springfield was established in the late 1820’s by John Polk Campbell. History is also engraved in the older buildings and streets within Jordan Valley. Symbols of Springfield’s past industry, culture, and social evolution are scattered throughout. Much of Springfield’s history, however, is not embodied in a physical reminder. Well-known incidents and events, such as the establishment of the Springfield Wagon Company, Butterfield Overland Stagecoach, Springfield Traction Company (Streetcars), or the first telegraph



**The Abou Ben Adhem Temple (Shrine Mosque). Photo courtesy of: Ashley Crites**

company, are etched in the minds of Springfield residents or are transcribed on the pages of history books. These historic events and significant features provide a benchmark and source of inspiration for the design of landscapes, public spaces, art elements, and interpretive signage within Jordan Valley and Jordan Valley Park to create and enhance a sense of place. Additionally, the concept of Jordan Valley Park benefits from the strong history of parks in the community of Metro Springfield. Nationally recognized, the Springfield-Greene County Parks and Recreation Department will soon celebrate 100 years. With nearly 90 park facilities the Parks and Recreation Department provides excellence in outdoor recreation facilities and community stewardship.

### **Partnerships**

In creating a significant legacy such as Jordan Valley Park, Springfield is fortunate to have the full endorsement and support of its entire community. It takes willing and committed partnerships and valuable resources to realize the design and vision for a site as large and a project as significant as Jordan Valley. These partners include community leaders; local, state, and federal agencies; private developers; downtown organizations; and of course Springfield citizens. It will take commitment and determination to carry forward the momentum that was gathered through this design process into later years, to keep the ideas alive and to make sure that the vision described in this document is eventually realized.



**Representatives from all interested parties view plans for JVIC at the 2005 Jordan Valley Resource Day**

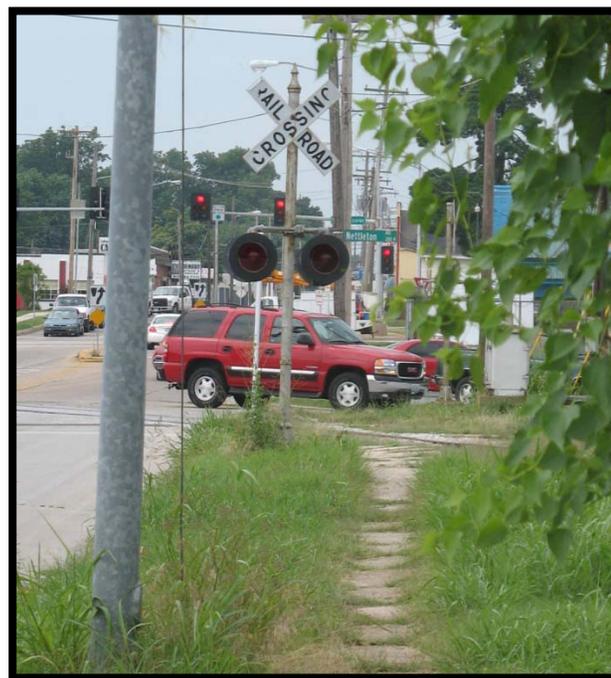
## Weaknesses

### **Connectedness/Cohesiveness**

Once Springfield made the leap from a rural farming community to an important railway hub, the nature of development within the City underwent significant change. Historic photos show an intensely developed and cohesive downtown area with rows of attractive buildings lining commercial corridors. In residential areas beyond downtown, larger homes were set back from wide tree-lined roads. There once was a cohesive, urban environment that lent a sense of a city and vibrancy to urban living. Now, valuable infrastructure investments and resources, such as land, lie either vacant or underused. Currently, as new development occurs within and around Jordan Valley it is dispersed, scattered, and disconnected from neighboring buildings. Numerous surface parking lots further fragment the loosely knit urban environment.

### **Circulation**

In 1998, it was noted that a disconnected and confusing circulation system makes it difficult to find one's way around downtown Springfield. The system has been in place in current form for 35 years. This system is improving with each additional new project completed downtown. Existing one-way corridors along Jefferson and Campbell are not linked consistently, and confuse drivers, because they are not closely paired, and do not form a comprehensive one-way street system. Long blocks cause drivers to travel further to make their way around downtown. This one-way part of the system was recently re-evaluated for the overall circulation system downtown. The existing hierarchy of streets downtown needs to be woven into Jordan Valley Park and should be carefully integrated with organized bicycle and pedestrian systems.



**Grassy sidewalks and busy intersections lead to an unpleasant pedestrian environment.**

## **Pedestrian Environment**

The pedestrian environment within Jordan Valley and around Jordan Valley Park is disconnected and barren. While historic buildings maintain their ground level connection and relationship to streets, new buildings often have blank walls and are removed from the street environment. The lack of visibility into street level establishments, distinct street edges, poor lighting, and deteriorating sidewalks along Campbell, Boonville, and Jefferson to name a few, make walking an unpleasant experience.

## **Landscape**

The natural environment in the Jordan Valley area is not always cohesive, connected, or attractively landscaped. In recent years, the city has been working to improve this by installing new streetscapes that feature trees, decorative lighting, and signage along Boonville Avenue and other prominent pedestrian streets in the area. Rail yards, buildings, and parking lots dominate the landscape. A consultant has prepared an analysis of the railroad presence in this area. There are a number of streets within the Jordan Valley area that do not have street trees or other landscaping. This is improving with each new construction project to improve streetscapes in the downtown and the development areas in and around Jordan Valley Park. The Jordan Creek valley itself currently contains railroad tracks, vacant and under-utilized property, and older structures – some in a general state of disrepair. There is also the challenge of the 100-year floodplain that includes a significant portion of the site. Its floodwaters will have to be accommodated in the design for Jordan Valley. As mentioned earlier, a study is currently underway with the Army Corps of Engineers to evaluate the feasibility of adapting the floodplain to new development.

## **Building Massing/Location**

The layout of the area within and around downtown Springfield does not relate well to the Jordan Valley Park site. Buildings for the most part, have their backs turned to Jordan Creek and its valley. Remnants of older buildings and historic photographs suggest that there was once a more intensely developed downtown area, particularly along Boonville Avenue. Commercial buildings were built along the edge of the right-of-way. Residential and some civic buildings were set back from the road (5-15' in most cases) and were

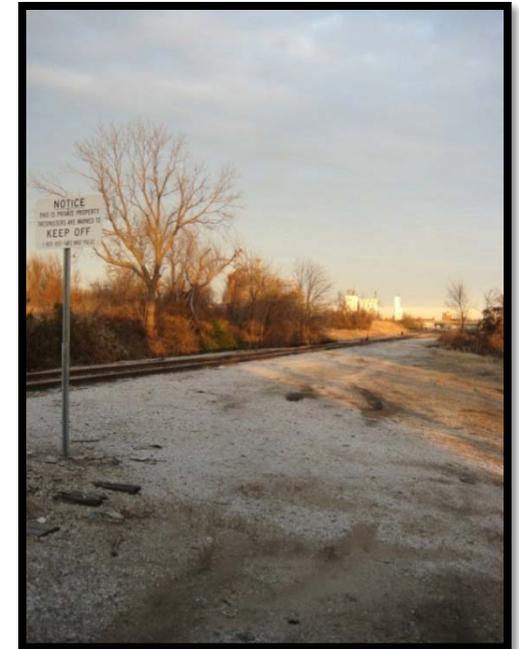
edged with attractive landscaping. This urban form and texture is distinctly reminiscent of many historic towns across the Midwest and should be reintroduced into downtown Springfield. Downtown Springfield also has several buildings, 8 to 10 stories high, that distinguish the downtown skyline. These buildings either have replaced earlier structures or are older structures that have since been rehabilitated.

## **Railroads**

Railroads played an important role in the initial development in Jordan Valley and continue to provide service to key uses within the area. While railroads, especially BNSF Railroad Company, continue to provide service to establishments within Jordan Valley, their most significant impact is in West Meadows.

There are two railroads owning property in West Meadows. BNSF Railway Company (BNSF) owns and operates most of the railroad property within West Meadows and the Springfield region. Union Pacific Railroad Corporation (UPRR) owns the trackage and property in the southwestern portion of West Meadows. The railroad operating on the UPRR trackage is the Missouri & Northern Arkansas Railroad, which is a subsidiary of RailAmerica, Inc.

A study was prepared in 2006 that looked at alternatives for addressing and mitigating the rail conflicts in Jordan Valley. This study, *Railroad Reconfiguration and Grade Separation Study – Springfield, Missouri*, provided several alternatives and set forth a recommendation for reconfiguring rail lines in Jordan Valley. The City of Springfield should work with BNSF and UPRR to obtain the needed funding for implementation of the reconfiguration.



**Rail lines in West Meadows. Photo courtesy of: Ashley Crites**

## **Land Use**

Much of Springfield's land uses are horizontally segregated. The current dispersal and mix of land uses within the Jordan Valley area do not lend to a vibrant, mixed-use, or 24-hour public environment. Recent developments within Jordan Valley and the downtown area have responded to and begun incorporating the nationwide trend toward more urban and loft housing in the core of the City. It appears that residents are moving back to downtown in search of live-work spaces in former industrial settings or they are drawn to the proximity and concentration of a growing number of amenities.

## **Property Maintenance**

Although considerable reinvestment and restoration has taken place since the early 2000's within the Jordan Valley area, insufficient property maintenance and disrepair are evident. Property neglect over many years has caused several buildings, including housing and historic structures, to fall into a state of disrepair. This contributes to a blighting influence, which threatens structures and huts property values while also being neither aesthetically pleasing nor ecologically sound.

## **Location in Flood Plain**

Jordan Creek, Springfield's founding waters, flows through the heart of Springfield. A large area of Jordan Valley is located within this flood plain, complicating development and redevelopment of the area. "Daylighting" of Jordan Creek has reduced this issue and provided 100-year flood capacity to protect adjacent properties, removing them from the floodplain while enhancing water quality, providing natural habitat, and allowing for community recreational opportunities, but problems caused by this flood plain are still prevalent today due to inadequate drainage areas. For this Concept Plan to be realized, the City of Springfield is faced with the challenge of mitigating the flood potential for these properties within the 100-year floodplain, while also working to encourage ownership of properties within this area. Deterrents to ownership and development, including flood insurance for loans, will hinder growth in the Jordan Valley area.



## Brownfields

It is estimated that there are over 500 brownfields properties within Jordan Valley. The presence of these brownfields properties complicates the opportunities for development of the area. Many properties suffer from the perception of environmental problems. In reality, most have excellent business locations, existing infrastructure and access to transportation. Due to fear of the unknown, buyers, lenders and developers pass over these properties for those appearing less “risky.”

Merely the fear of environmental contamination and regulatory intervention has been enough to hinder or stop redevelopment of these once vital community properties.



Universal Paint building before assessments and redevelopment

Assessment Grants from the United States Environmental Protection Agency (EPA) have and continue to aid in removing fear by helping identify and measure their Brownfields. Using environmental testing, a site can be properly identified as having actual environmental concerns or merely the

perception of such. Once the true scope of any environmental issues is determined, owner can deal with problems. Since 1999, the Springfield Brownfields Program has offered proactive assistance by assessing over 100 brownfields properties within Jordan Valley business. These EPA funded assessments continue to help make environmental restoration a manageable part of this redevelopment. In 2008 Springfield received a \$1 million dollar grant from EPA to start a Revolving Loan (RLF) fund to help fund environmental cleanup by providing loans to private developers and sub-grants to non-profit organizations. This program has been established and is currently assisting



After redevelopment into Butler-Rosenbury and Partners offices

cleanup projects within Jordan Valley including the future West Meadows, a former rail yard operated by BNSF for over 100 years. EPA Cleanup grants are also being used to help fund the West Meadows cleanup and the City of Springfield will continue to pursue these various EPA grants resources for future assessment and cleanup needs.

### **Funding Mechanism**

Although there is not a long-term funding mechanism for the continued implementation of the Concept Plan, the impressive development of the first decade of revitalization of Jordan Valley demonstrates that the right combination of vision, planning, and creativity will generate currently unforeseen public and private investments. The initial development of Jordan Valley was made possible through the use of a variety of funding mechanisms including EPA and Housing and Urban Development (HUD) grants, Federal appropriations, a Hotel-Motel Tax, Level Property Tax, Tax Increment Financing, and other bonds. A long term funding strategy needs to be indentified and put into place for the realization of the recommendations within this Concept Plan and the maintenance of public facilities.

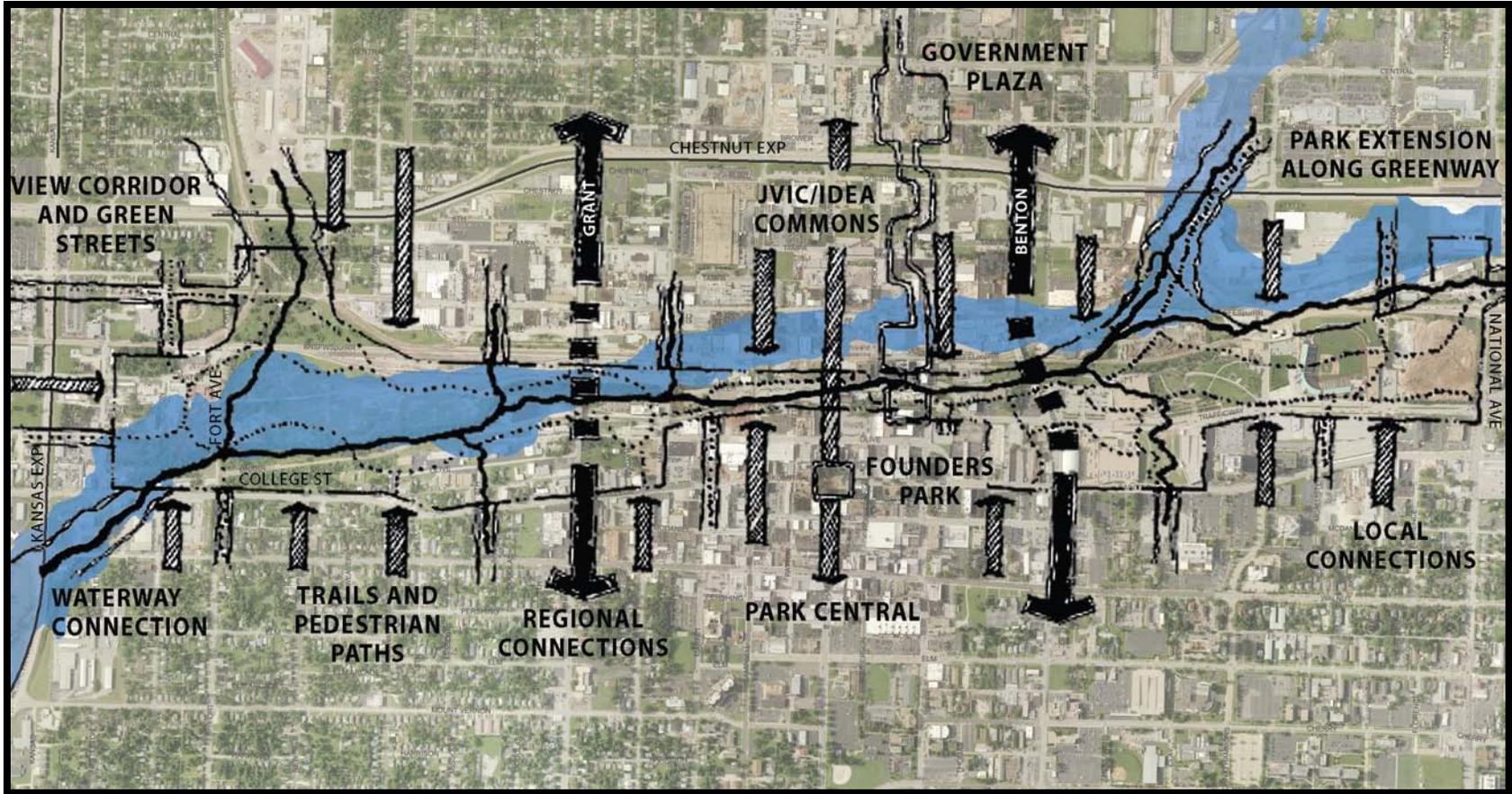
## Section Three

### The Plan for Jordan Valley

The following section presents the narrative plan for Jordan Valley and Jordan Valley Park. The design of Jordan Valley Park creates a framework that depicts three distinct sections – the Quarry, East Meadows, and West Meadows. These areas are organized such that the ends of the park expand into large meadows that are held together by a narrow band of urban spaces within city blocks. Each section of the park should contain landscapes, buildings, public spaces, and open spaces that are assembled around fairly distinct themes. However, the three sections should work in harmony to accommodate the many functional demands that will be made within Jordan Valley Park and all of Jordan Valley. The Concept Plan includes several **key elements and objectives** to implement the vision.

**Connections** create physical, visual, historic, and symbolic linkages between the park and the community. Visual and physical **edges** help define the park and its many spaces and provide a transition between the urban environment of downtown and the open space within the park. The area is comprised of **sub-districts** – distinct, yet interconnected spaces that accommodate a variety of users and activities. **Unifying elements** create artistic features and elements to serve as references to Springfield’s culture and historic assets and to unify the various spaces within the park as one. Finally, design principles describe the intent of the Concept Plan and carry a consistent vision forward for years to come.

# Connections



## Connections

*Create physical, visual, historic, and symbolic connections between the park, surrounding uses, and the larger community.*

Connections are the central theme behind the conception and development of Jordan Valley and Jordan Valley Park connections between the past and the future, north and south Springfield, east and west Springfield, industry and agriculture, people and nature. Connections from surrounding educational institutions to Jordan Valley are also important. With the help of interpretive art, sculpture, markers, and museums, Jordan Valley should bring Springfield's history alive. Jordan Valley should bring diverse interests together as a social and cultural gathering place.

Historic U.S. Route 66, an historic roadway that runs through Jordan Valley, is an important link to other towns and destinations along the old highway and a reconnection to the past. Jordan Valley Park is situated within Jordan Valley and is at the heart of a proposed system of linear trails or greenways and should be recognized as the critical link in the larger network of regional open spaces. Boulevards should connect Jordan Valley Park to other nearby parks and public spaces, such as Grant Beach, Phelps Grove, Silver Springs, Smith, and Fassnight Parks. A network of streets should provide convenient access to Jordan Valley, the park, and views into neighboring areas. Well-defined connections and continuous pedestrian paths and trails should link Jordan Valley and Jordan Valley Park to surrounding neighborhoods, businesses, "civic" facilities, and attractions. Alternative modes of transportation, such as multi-modal linear park trails, trolleys on abandoned rail tracks, and carriage rides could offer unique means to access and experience the park. As the area matures, a shuttle system could offer other options for connecting destinations within and around Jordan Valley.

**Objectives:*****Physical and Symbolic***

Use a network of streets, alleys, easements, sidewalks, trails, and linear parks around riparian corridors to connect people with Jordan Valley and the park. It is also important to provide convenient connections between the park and other community attractions. For example, the use of linear park corridors can connect neighborhoods with the park and tree-lined boulevards or attractive “streetscapes” can connect the park with surrounding community amenities.

***Visual***

Encourage visual connections to Jordan Valley and the park that allow passersby the opportunity to view the park and its many spaces or activities. Preserve views from the four major corridors surrounding the Valley and the park – Chestnut Expressway, National Avenue, St. Louis and College Streets, and Kansas Expressway. Design attractive streetscape corridors that are pleasing and encourage a mix of uses. Thematic and distinctive elements such as landscaping, lighting, and paving materials should be used to create attractive environments and to encourage property owners to reinvest in their businesses and properties.

***Historic***

Emphasize the importance of Springfield’s past by restoring or highlighting significant corridors within or adjacent to Jordan Valley. Opportunities include revitalizing or restoring the character of historic corridors such as Boonville Avenue and Route 66. Treatments may include pedestrian friendly sidewalks, decorative or “period” streetlights, landscaping, or other thematic elements appropriate for each corridor.

***Convenience***

Connections within and around Jordan Valley should be convenient and well defined. Whether walking, driving a car, riding a bike, or using some other form of transportation, reaching the destination should be a safe and pleasant experience.

***Transportation***

As Jordan Valley and the park develop, it is important that a comprehensive and efficient system of transportation is provided for people to access the area from throughout the community. The existing transit system should be integrated into the development of all of Jordan Valley, and unique modes of transportation encouraged. Streetcars, trolleys, or horse-drawn carriages are examples of distinctive methods to move people conveniently within and throughout the area.



**Current City of Springfield public transit**

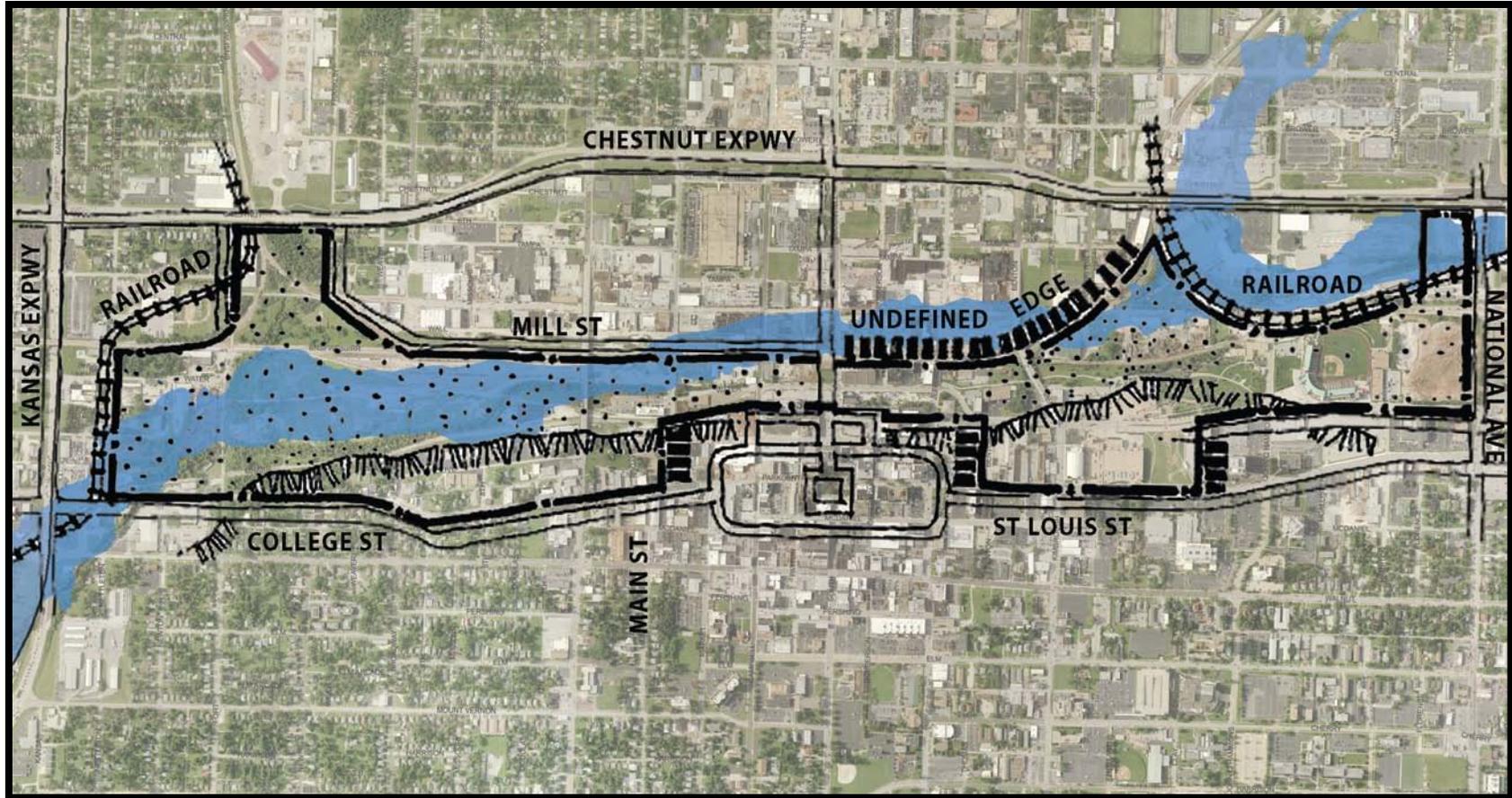


**Horse-drawn carriage example**



**Streetcar example**

# Edges



## Edges

*Define Jordan Valley and Jordan Valley Park and its many spaces and provide a transition between the urban environment of downtown and the open space within the park.*

Clear edges will help define the area and its many spaces; however, edges should not act as barriers that divide and disconnect spaces, or isolate the park from neighboring areas within Jordan Valley. The edges should instead provide a transition between the urban environment of downtown and the open space within the park. Major arterial streets lined with a formal row of buildings and street trees lend an urban edge to parts of the open space. Accompanied and shielded by vegetation, railroads may also provide soft boundaries that help define the park within Jordan Valley. Existing or new buildings may be used or redeveloped to create a strong edge that defines the open space.

### **Objectives:**

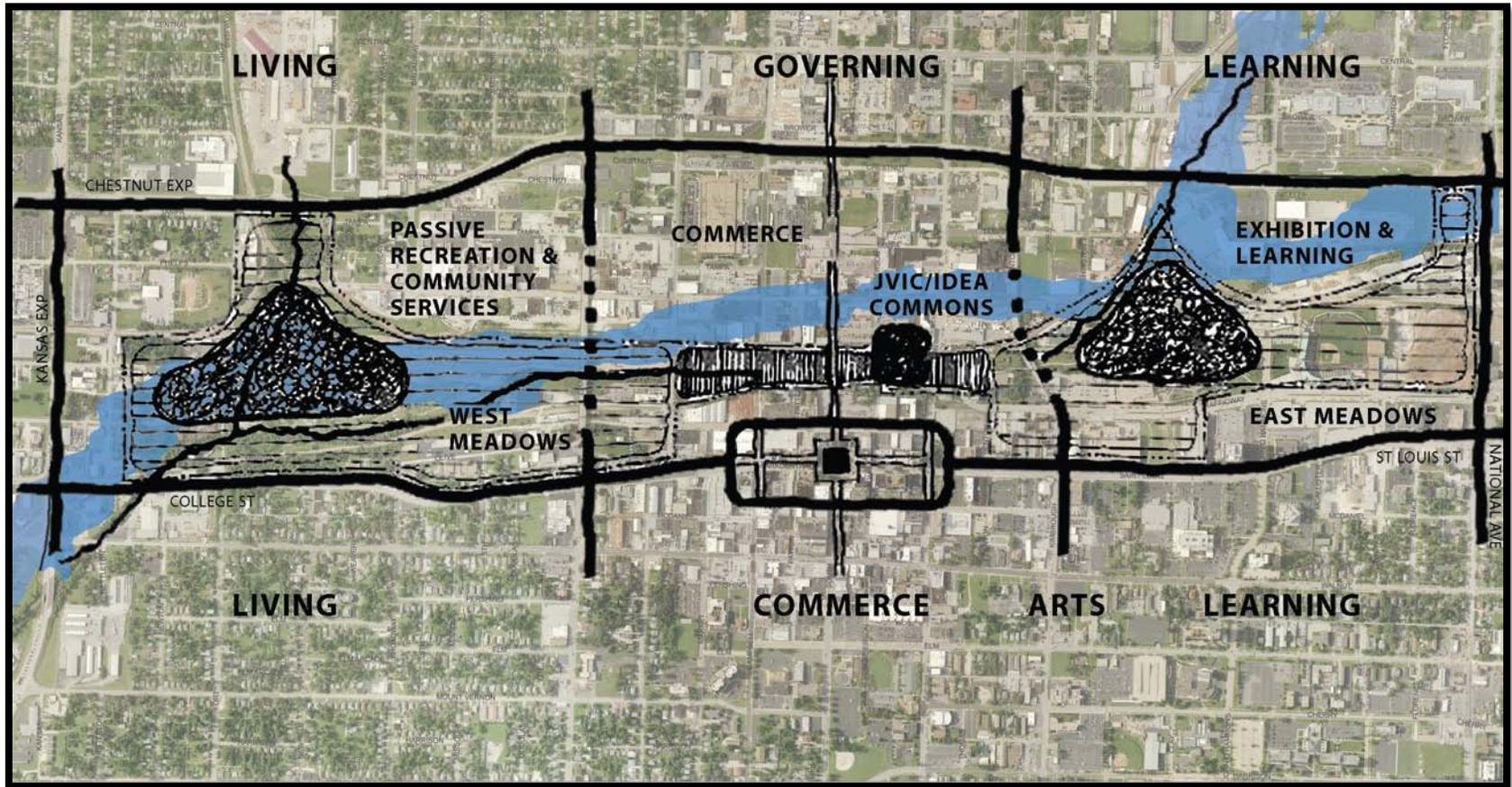
#### *Define the Park and Spaces*

Use the existing physical features and assets of the Jordan Valley and the existing urban environment to delineate the park and create a vibrant “place” or district. Emphasizing the limestone bluff along the northern edge of the park not only exposes a part of the Ozarks geology, but also creates redevelopment opportunities with an “over-look” into the park from the surrounding neighborhood.

#### *Barriers*

Minimize instances and mitigate situations where edges become real or perceived obstacles for park users. Discourage physical barriers that prohibit the physical movement or visual connection between uses or spaces, encouraging accessibility to all areas. Bearing in mind that distance can also be a barrier, frequent benches and rest stops are necessary for many users. Designs that allow safe and convenient access for park users across major corridors, such as railroad tracks or Kansas and Chestnut Expressways, would encourage use of the Jordan Valley area.

# Sub-Districts



## Sub-Districts

*Develop Jordan Valley and the park with distinct, yet interconnected spaces that accommodate a variety of user activities.*

Subdistricts help define spaces and places for socializing, gatherings, and celebrating. These spaces should contain landscapes, buildings, structures, and open spaces that are appropriate for the scale and proposed program. Many areas will be passive spaces that lack a formal layout or programming – a meandering stream or an open field. Other areas will be active spaces – an urban plaza or ice rink – where an activity or event is planned routinely. The scale of spaces will also vary from the intimate spaces for an individual to enjoy, to the large spaces for large gatherings and celebrations; from the small plazas, markets, and sidewalk cafes for daily socialization, to the formal gardens, museums, and venues for specific events. Regardless of the size, scale, or purpose of the spaces, each should be designed around fairly distinct themes that engender a sense of place.

### **Objectives:**

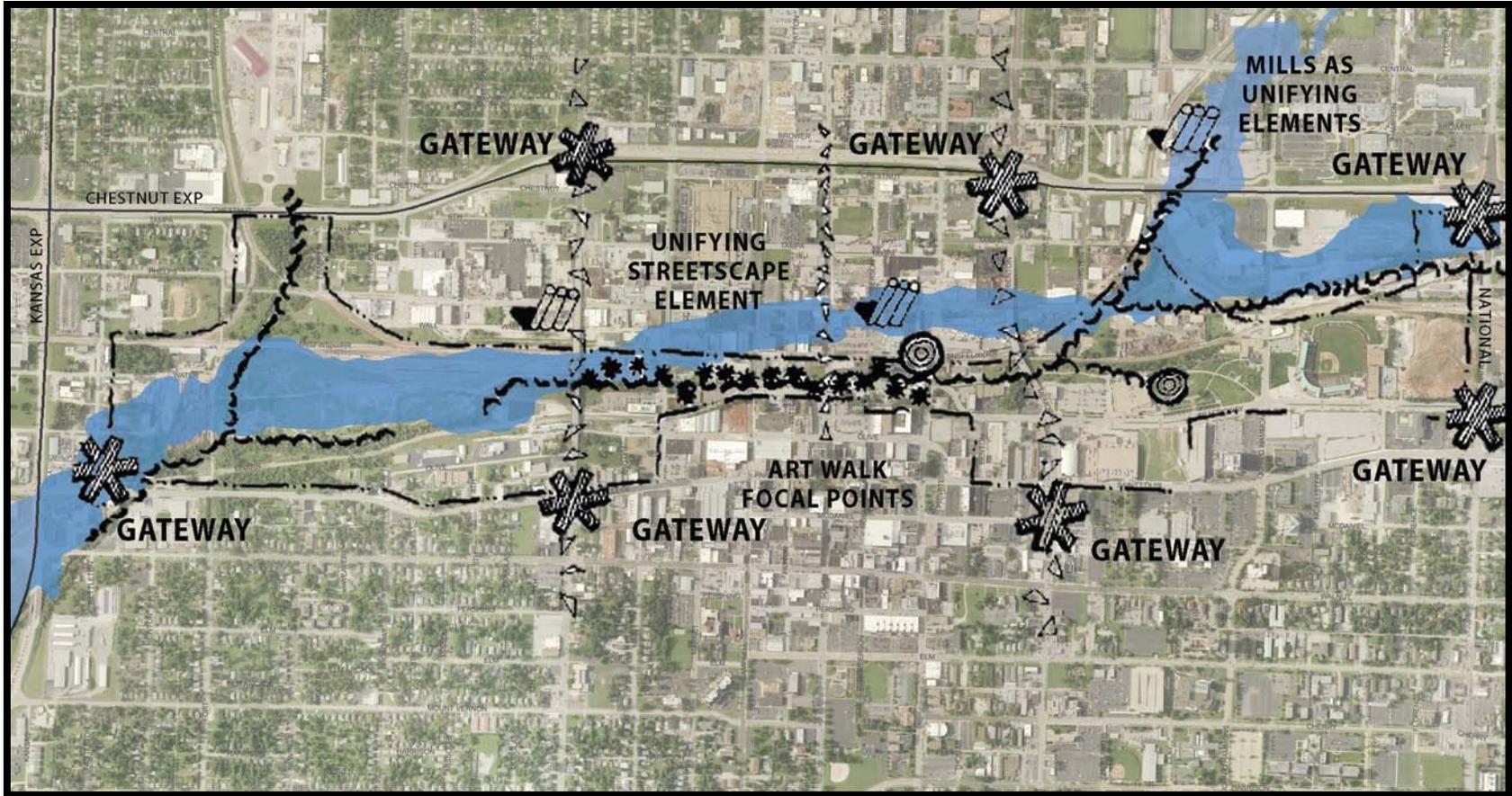
#### *Gathering Places*

Develop Jordan Valley and the park to contain diverse areas that accommodate all types and sizes of community events and gatherings. The area should provide a variety of spaces to gather - from urban plazas and formal venues to thematic gardens and open lawns.

#### *Users*

Ensure that the park and areas within Jordan Valley contain spaces and venues for a diverse group of users – from children to senior citizens and individuals to large gatherings. All users should feel welcome to enjoy the mix of spaces and facilities offered.

# Unifying Elements



## Unifying Elements

*Create artistic features and elements to serve as references to Springfield's culture and historic assets and to unify the various spaces within Jordan Valley.*

Distinguishing features, unifying elements, and friendly, vibrant and dynamic spaces make a place memorable. Boston Common, Seattle Center, Forest Park in St. Louis, and Country Club Plaza in Kansas City are all vibrant places that are unique to each community. These are places where people go to shop, recreate, learn, socialize, and play. Jordan Valley has the opportunity to capitalize on many unique aspects of Springfield and the region by emphasizing important elements and milestones from our culture, history, geology, and landscape. The Springfield Wagon Company, US Route 66, the Butterfield Stagecoach route, karst topography, Sister Cities, grain elevators, streetcars, limestone, and scenic waterways are among the many elements that can be discovered in Jordan Valley, Jordan Valley Park, and its many spaces. Artwork, gateways, streetscapes, and focal and interpretive elements are powerful means of lending consistent symbols to the varying landscape.

Many features and elements of the *Jordan Valley Concept Plan* could be used consistently to unify the many sections in Jordan Valley and the park. Physical and symbolic references to Jordan Creek, historic references of Springfield, and a system of trails and bike paths should knit the various edges of the park together. Museums, gardens, and plazas could honor Springfield's past and showcase its bright future. Most importantly, the green ribbon of landscape that winds through the Jordan Valley could unify the park and its distinct areas and destinations.

**Objectives:**

*Unique Elements*

Develop Jordan Valley and Jordan Valley Park to contain a variety of features and elements that link our past with the present and future. These elements should reflect the natural and built environment of the culture, community, and region. Unique elements give Jordan Valley and the Park its own unique identity as the community gathering place for Springfield.

*Urban Fabric*

Develop Jordan Valley and the park for everyday life as well as special events. Recognize the vital role of the built form in urban space. Create opportunities for day-to-day events and social interaction to build social memory and a sense of place for many different people. The creation of a sense of place begins and ends with the interaction of people and the built form -- Where a plaza meets the street edge and where a building meets a park -- these are spaces for interaction and use. The creation of edges and the woven texture of urban uses and space is what defines urban fabric. The many threads of the built environment combine to form a rich diversity that creates a sense of place, memory and value. Planning for Jordan Valley should ensure that the park is woven within the existing urban fabric in Springfield, using unifying elements to create an interaction between uses, between people and the built form, and to knit the various sections of the park together.



A portion of the existing Jordan Creek Greenway trail

## The Plan for Jordan Valley Park

The design of Jordan Valley Park creates a framework that includes three distinct sections: the Quarry, East Meadows, and West Meadows. These areas are organized such that the ends of the park expand into large meadows that are held together by a narrow band of urban spaces within city blocks. Each section of the park should contain landscapes, buildings, public spaces, and open spaces that are assembled around fairly distinct themes. However, the three sections should work in harmony to accommodate the many functional and ideological demands that will be made within Jordan Valley Park and all of Jordan Valley.

As mentioned earlier, the City of Springfield undertook a visioning and planning process in 2006 and 2007 aimed at revitalizing the community's vision of Jordan Valley. Numerous public events were held to solicit input and numerous concepts were set forth and discussed for the Quarry area, East Meadows, and West Meadows portion of Jordan Valley and Jordan Valley Park. A report, *A Vision for Jordan Valley*, was prepared in April 2007 and reviewed and accepted by the Jordan Valley Advisory Committee, the Springfield-Greene County Park Board, the Springfield Planning and Zoning Commission, and Springfield City Council. The following sections have been amended to reflect the concepts and recommendations contained in *A Vision for Jordan Valley*.

Recommendations for development in the Quarry, East Meadows, and West Meadows take into account the public input process. Comments and preferences were reviewed from exhibits at Cider Days, the HBA HOME Show, and displays and presentations made to several groups in Center City Springfield. In addition, the comments and preferences from the public meeting/open house and the individual discussions that occurred at that event have played an important role in developing these recommendations. Finally, the assistance received from the Jordan Valley Staff Team and the Jordan Valley Advisory Committee has been invaluable in crafting the recommendations for Jordan Valley.

Recommendations are made for the following areas:

- General
- The Quarry
- East Meadows
- West Meadows

An area that was identified in the original Concept Plan was the Central Green. The Central Green planned area is where the Jordan Valley Innovation Center (JVIC) is now located and for which an Activity Area Plan has been prepared and adopted. The Central Green/JVIC area will be discussed in this section of the report, but the details should be gleaned from the *JVIC Activity Center Plan* prepared by PGAV Urban Consulting in June 2006 and adopted by City Council in 2008.

## General Recommendations

It is important to **link the various components within Jordan Valley**, especially the different components of the park: The Quarry, East Meadows, and West Meadows. A recommendation is made to retain a rail line within the park that could potentially be used to provide rail transportation/transit from one area of the park to another. Linkages within the park should not just be limited to rail; all types of transportation facilities should be considered. Improvements to Phelps Street will help provide linkage from East Meadows to West Meadows, as will extension of the Water Street streetscape to Main Avenue and continuation of the greenway trail to West Meadows. Linking The Quarry to East Meadows will require some design creativity as long as the CONCO facility uses the property immediately north of Hammons Field. Linkage from the Park to other activities and facilities within Jordan Valley should be pursued. Linkage of the Downtown to Jordan Valley Park is extremely important and should receive the highest priority.

Because of the history involved, **Emphasizing Historic Route 66** (along St. Louis Street and College Street) as a key component of Jordan Valley is important. The City of Springfield should work with the Historic Route 66 Association in identifying and

implementing projects aimed at emphasizing this corridor. Appropriate signage, banners, sidewalk and streetscape improvements, and identification of key Route 66 landmarks are elements that would emphasize Historic Route 66 and draw additional visitors to Jordan Valley.

The City of Springfield and the Springfield-Green County Library Board should work together to **determine the feasibility and location of a major Library Facility within Jordan Valley**. The Library Board has opened a facility on Park Central Square. This facility is viewed as temporary (4 years) and will help determine whether a permanent facility is warranted in Jordan Valley and what services should be incorporated in a facility. The city and Library Board should cooperate on possible locations for a Library facility. A study was prepared by Drury School of Architecture in 2005 that identified several possible locations in Jordan Valley and could be used as a starting point for reviewing potential locations. A Library Facility located within or immediately adjacent to Jordan Valley Park or within the Jordan Valley Planning Area will have a positive impact on Jordan Valley and Downtown Springfield.



The Park Central Branch

The location of a **Veteran's Memorial** was brought up at the Public Meeting and received support from the Jordan Valley Advisory Committee. The Jordan Valley Advisory Committee should continue to consider this idea and determine if there is an appropriate location for a Veteran's Memorial within Jordan Valley. Funding for design and construction of such a memorial is an issue. The Advisory Committee should work with local veterans groups to determine potential funding sources.

Appropriate **locations for Public Art within Jordan Valley**, both within the Park and other activity areas in Jordan Valley, should be considered. The Springfield Regional Arts Council will work with the Jordan Valley Advisory Committee regarding appropriate locations and types of art.

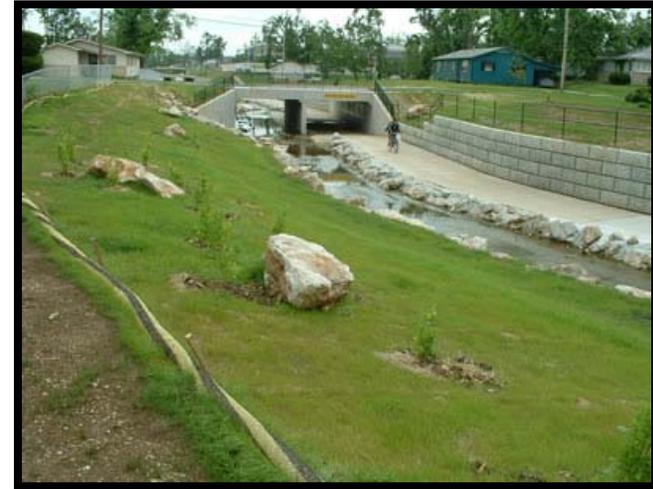
Coordination will continue with the U.S. Army Corps of Engineers on the design and construction of improvements in the Jordan Creek watershed. Improvements would include “daylighting” where possible, **bringing Jordan Creek out of its box**, creating a more organic, meandering stream with adjacent open space, wetlands, and more natural stormwater management techniques. Greenway trails will be constructed throughout.

**Sustainable/green development concepts should be incorporated** for all public buildings and encouraged for private development within Jordan Valley.

This would include, but not be limited to, recycling, “green” storm water management practices, energy efficient construction/equipment, water conservation practices, and water quality protection.

**Continue to consider the location of public and community uses and facilities, including museums, educational institutions, public offices, and others as may be appropriate within Jordan Valley.**

The **Government Plaza Area** is also an important activity center within Jordan Valley, nested along the north-central portion of the planning area. The intent of the Government Plaza Area is to centralize governmental buildings and functions. The key actors located within the Area are the City of Springfield, Greene County, City Utilities, the Main Branch of the Springfield-Greene County Library, and the R-12 School District. Linkages and connections should be fostered between the daytime services and employees concentrated in the Government Plaza Area and the recreational amenities and activities in downtown and the rest of Jordan Valley. Opportunity



**A completed section of the Jordan Creek restoration from Fremont to Prospect includes a walking/biking trail.**

exists for shared public parking (provided within the Government Plaza Area) during off-peak hours and in concert with special events. The Government Plaza Area Concept, originally adopted by Planning and Zoning Commission on November 14, 1991, and amended on August 18, 1994 should be referred to for specific recommendations and development within this sub-district should be consistent with this adopted plan.

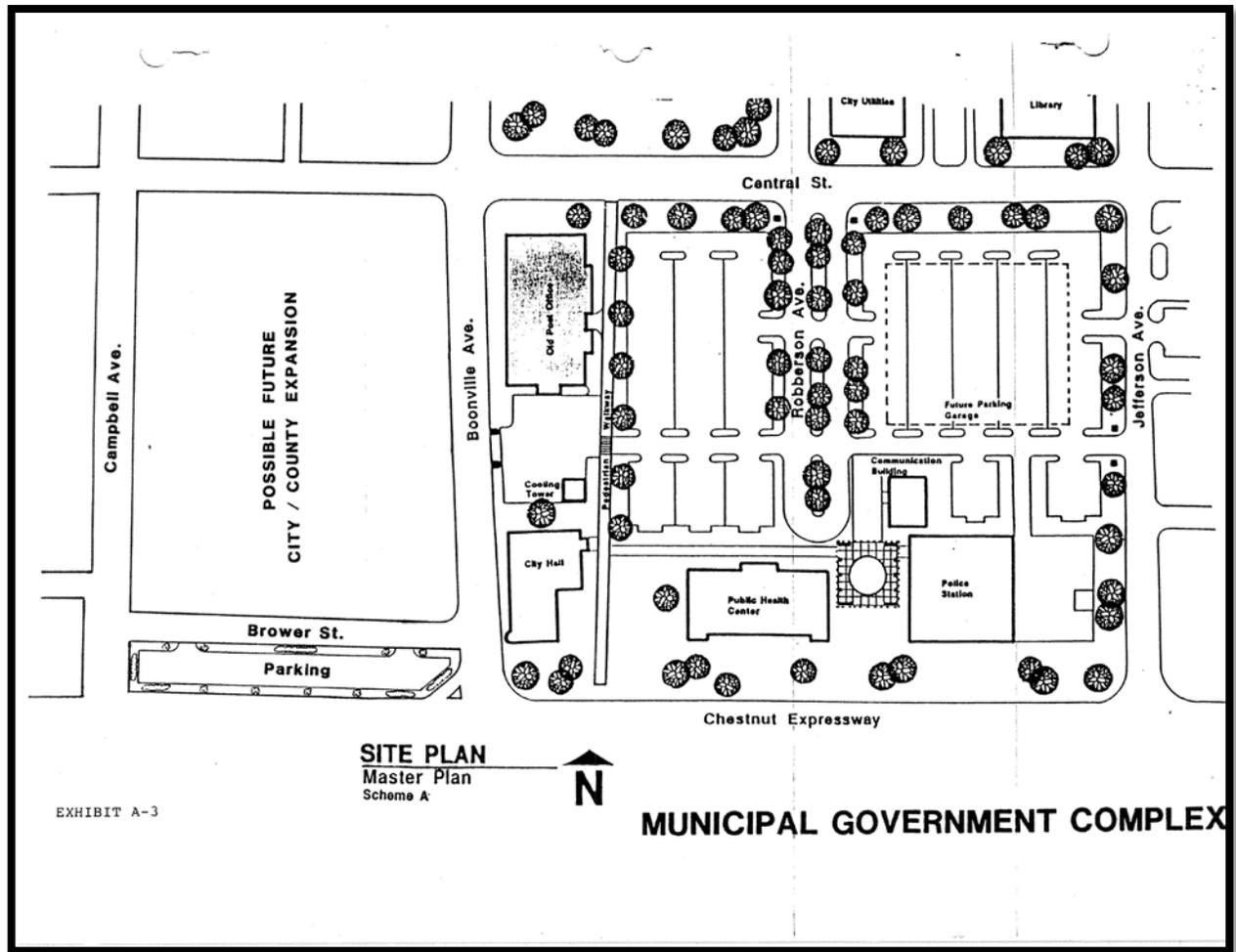


EXHIBIT A-3

**SITE PLAN**  
Master Plan  
Scheme A

**MUNICIPAL GOVERNMENT COMPLEX**

1994 Government Plaza Concept

# The Quarry



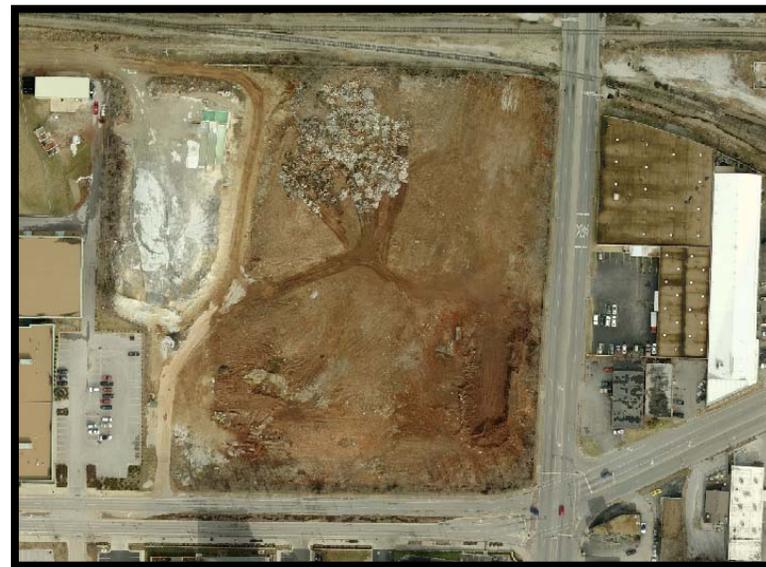
Taken from the Jordan Valley Concept Plan Graphic



The Quarry is located directly East of Hammons Field

## The Quarry

The Quarry is the easternmost area of Jordan Valley and can serve as the key “gateway” into Jordan Valley and Jordan Valley Park. While it was originally thought that development in the Quarry would not occur for at least 10 years, the Quarry may be available for development sooner than expected due to the schedule for filling. Several general issues should be considered in developing the Quarry:



Aerial photo of the Quarry, May 2008

- The CONCO “washout” facility will remain for some time.
- Ultimate development in the Quarry area must be sensitive to soil conditions and capacity of soil to handle certain types of uses. It is also important to recognize the problems associated with an area of fill and to undertake an engineering study to assess the issues related to the Quarry and the fill within the Quarry. Some questions that need to be addressed include:
  - What uses are appropriate for the Quarry?
  - Are there construction techniques that should be used for certain types of development?
- The natural water table is 60 feet below the grade of National Avenue. Any water feature will probably be artificial (man-made) and may require special construction techniques.
- Hammons Field baseball stadium lies between the Quarry and existing Jordan Valley Park. All three areas must be linked together. Linkages between these areas should be pursued.
- Hammons Field baseball stadium generates a high level of activity during six months of the year. Development of the Quarry should consider this and capitalize on the energy and activity generated by the baseball stadium.
- Consider the needs of nearby residential neighbors by remembering the Quarry will serve as a “neighborhood park” as well.

Preliminary findings indicate significant settling over a good portion of the Quarry area as well as the issue of methane gas in the southwest area (Tract 1) of the Quarry. These concerns must be taken into consideration when developing the site. More detailed background information on the Quarry and development options can be found in *A Vision for Jordan Valley*, pp. 33-42. In 2008, the city contracted with *GREENWORKS*, a land design firm from Portland, Oregon, and worked with them to develop a more detailed concept rendering for the Quarry. The concept is based on the Quarry as a gateway into Jordan Valley and public multipurpose open space. Palmeton and Parish (an engineering firm) monitored the site for settling and recommended a phased development approach to allow the northern portion to continue to settle over time. The Department of Natural Resources and Terracon Consultants were consulted on specific design considerations for Tract 1 with the methane and a methane mitigation plan was designed. Specific development recommendations are contained in *A Vision for Jordan Valley*, pp. 64-66, and are listed below. Recommendations for the Quarry include most of the top ten development concepts identified during the public input process. Development in the Quarry area should occur in phases with the first phase consisting of projects that do not require significant funding. Development of the second phase may or may not occur, depending on feasibility, funding, and community support.

### **Quarry, Phase One**

- **A Gateway Plaza at the corner of National and Trafficway:** This gateway plaza would serve as the entryway into Jordan Valley and should be of significant design and scale, including signature elements to signify entry into the Jordan Valley area. A portion of the gateway plaza shall be devoted to a **plaza for Springfield's Sister Cities** of Isesaki and Tlaquepaque. One idea is to use some of the bricks from historic demolitions, including streets and buildings, for a portion of the Gateway Plaza. This would provide an opportunity to re-use these resources, and to acknowledge and link other historic areas of the community to Jordan Valley. As part of any gateway plaza design, it is important to create a strong urban edge along National and Trafficway through the use of streetscapes and landscaping, as well as intersection enhancements.
- **Limestone Bluff:** The existing limestone bluff could provide an attractive backdrop for any type of use in the Quarry if possible. This bluff feature also serves as a link to the area's history.

- **Open Space:** Most of the area would be devoted to general open space. The open space could be designed to provide a natural amphitheater or **open play space** for general use, or pastimes, such as playing Frisbee, flying kites, etc. This would make this area a special draw for participants and observers – a great place for “people watching.” This open space area could also contain a “**state of the art**” **children’s playground**, including a smaller version of a greenway trail. The children’s playground could be an opportunity to build community support, especially in the design of the playground (*might consider a process that would allow kids to design the play area*). Drawing children to the area will also mean that you will be drawing parents.
- **Greenway:** A greenway trail connection from the gateway plaza and parking lot would eventually connect to the existing greenway trail in Jordan Valley Park.
- **Parking Lot:** Convenient parking for visitors is needed. Access to the parking would be from Trafficway and the overall design would need to address appropriate location of access points and landscaping/screening along Trafficway, as well as proper management of methane gas generated from the Quarry site.

Development of Phase One would provide for an attractive area in a relatively short time frame and allow for further study of additional concepts that could be undertaken after several years have passed. Phase Two would require more significant funding commitments, both short term and long term.

### **Quarry, Phase Two**

- **Water Feature**
  - Lake, if engineering study indicates it is feasible.
  - From an engineering and liability perspective, a natural lake is not feasible. Such a development could be many years from now as settling diminishes. Given the level of the water table, any lake would be significantly lower than National Avenue. Design of the site would be extremely important to address the grading issue; i.e., the problem of developing in a hole. It is questionable whether a lake would be feasible, even if the engineering concerns could be overcome.

- Artificial stream, fountain, etc.
- **Restaurant/Boat Dock/Boat Rentals (if a lake is constructed)**
- **Consider locating a Residential Condo overlooking Hammons Field (private or public/private partnership)** Funds from such a development could assist in funding development or maintenance of the Quarry.
- **A carousel** should be considered for inclusion since it would be an important, interactive family attraction and unique to Springfield. Further study of a carousel indicated a significant start-up cost and a need for major maintenance and liability budget considerations.

Although mentioned as a general issue to be considered, the drying beds/washout facility for CONCO should be mentioned again. The eventual relocation of this facility is a necessity to develop fully the Quarry property as envisioned in the Plan. The City has an agreement that allows this facility to continue. The agreement provides that if the city can find a suitable site near their current concrete mixing plant this facility may be relocated. Exact details are spelled out in the agreement. In addition, access from the Quarry to the East Meadows is somewhat limited by the right of Conoco to use the “haul road” on the north side of the baseball facility as ingress and egress to the drying beds. Relocation of the drying beds is also a significant environmental issue since this is a DNR permitted facility. While bikes can use the road as well as pedestrians, it is not an ideal situation. The continuation of this facility and ingress and egress along the haul road is an issue that must be addressed in the development of the Quarry.

Another issue is what is referred to as the “Shed” property, which is on the east side of Sherman Avenue across from the Creamery. Since this is the entrance from the west to the Quarry property along the haul road, this property is an issue because it allows the west side of Sherman Avenue to be cleaned up even without dealing with the drying beds.

Whether the above features are included in a detailed design depends on the work undertaken by *GREENWORKS* and the engineering studies that are underway. The feasibility of including all the above items will be determined by available funding and the physical attributes of the site.

### **Update on the Quarry development**

*GREENWORKS* worked with the Jordan Valley Advisory Committee and City staff on the detailed design. An overall design was prepared and approved by JVAC and staff that addressed a gateway/entryway concept, a children's play area, a community gathering space, sister cities recognition, a walking/running trail, and parking. Findings of the engineering study completed by Palmerton and Parrish raised concerns about the rate of settling particularly on the northern half of the site. The settling generated questions about the overall design. A modified phased approach to development was recommended. The first phase will focus on the southern half of the property that is settling at a slower more controlled rate. This first phase would include open space, landscaping, a parking lot, restrooms, and signage. This has been approved for use of HUD Economic Development Initiative grant funds.

Once the first phase of development is complete a large part of the site will remain in its "raw" or "undeveloped" state to allow for continued settling and to be developed in a second phase. An idea of using a large "fence/mural" to hide the undeveloped area was discussed in great detail. The need to "hide" the undeveloped area and the importance of identifying funding for maintenance and operations prior to expending any funds on development of the site are two key items that still need to be addressed.



Preferred Alternative, Greenworks Design

# East Meadows



# East Meadows

## **General Development Concepts**

The East Meadows should be an active section of the park that draws large social and educational functions and events. In keeping with this mood, the landscape, vegetation, street furniture, lighting and water should celebrate the vibrancy, movement, and energy generated when large groups of people come together. Brightly colored flowering plants and shrubs, tumbling water, and numerous pedestrian paths leading to well-designed and accessible open spaces are elements that would create an exciting setting. Biking and jogging trails would further activate this end of Jordan Valley.

The view from above the limestone escarpment of Phase One showcases the expanse of Jordan Valley. Improving the appearance of the bridge and reinstating the detailing that once graced its railings could celebrate its original glory. Widening or adding new sidewalks and providing overlooks to the viaduct would improve pedestrian access, provide a dramatic viewpoint to experience the park, and allow surveillance of the park for safety purposes.

A central open space, designed as a meadow or open lawn, would provide a focal point and unify the variety and concentration of facilities at this end of the park. A lawn for open-air and tent exhibitions in the central open space would be delightful and educational. The open space could include a “Missouri Waters Exhibit” complete with underwater viewing of native fish that would serve as a link to visit the Wonders of Wildlife Museum. Other displays could include an interactive map that tells the story of the Jordan Creek watershed or a garden or display that serves as a link to Dickerson Park Zoo or the Japanese Garden. There could also be an aquatic exhibit that represents the riparian habitat of southwest Missouri and the Ozarks. A limestone bluff outlines the southern edge of this district and provides a dramatic backdrop to the open fields and lawns of East Meadows. Rushing water cascading down the bluff would deaden some of the noise in this area and create excitement. Weirs that reference the natural limestone escarpments seen along Ozark streams would help accentuate the elevation change along Jordan Creek.

Reclamation of the former limestone into a fountain and interactive water features could further enliven this vibrant portion of the park. East Meadows is an extension of the surrounding urban educational, community, and office campuses. Missouri State University, Drury University, and Ozarks Technical Community College, Central High School, University Plaza, churches, other community facilities, and a variety of businesses surround this; therefore, it is appropriate to concentrate cultural and technical science facilities in this end of the area.

Museums celebrating local history and culture, a multicultural center, an educational media center, and a public library are some of the programmatic functions recommended by the community that would fit well within this conceptual framework. The exposition center hosts shows that demonstrate the latest in science, building, and technology to Springfield residents, and provides another forum for education, events, and conventions. As a facility that informs the public about international culture and society, a Sister-City garden and Arts Center would also enhance this area. A museum could be dedicated to the Springfield Wagon Company, the first coach factory that built cross continental coaches and stage wagons in this area. Another museum could be dedicated to the role that railroads played in Springfield's history.



East Meadows, May 2008 aerial photo

Concentrating facilities in one area will allow the neighboring community stakeholders to come together and share amenities. In the past several years, formal recreational facilities, such as the Mediacom Ice Park, and Hammons

Field baseball stadium, among other major venues, have been added to the area and offer incentives for adjacent institutions to share and interact. Additional housing, such as apartments, lofts, and condominiums, and mixed-use office buildings along the edges of the area would also help strengthen the vibrant, mixed-use environment in this area.

### **Specific Development Recommendations**

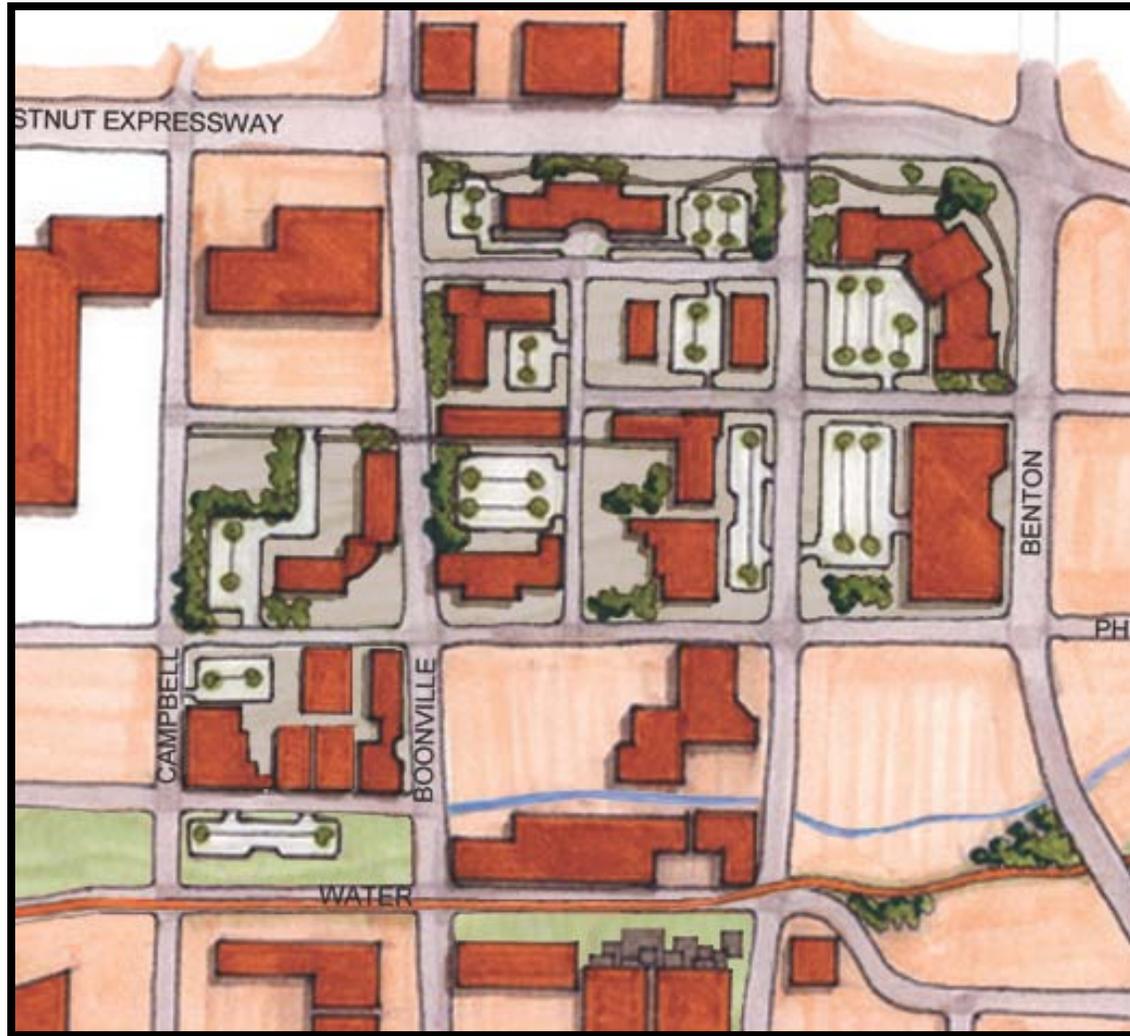
Specific development recommendations for East Meadows were prepared as part of the Jordan Valley visioning process undertaken in 2006 and 2007 and contained in *A Vision for Jordan Valley*, pp. 66-68, and are listed below.

Development in the East Meadows should relate to the existing Jordan Valley Park, Drury, and OTC campuses, and programmed and planned projects west of East Meadows. The following concepts are recommended for East Meadows:

- **Connect to Drury/OTC via a Greenway extension:** The student populations of Drury and OTC would benefit from a direct connection to Jordan Valley. In addition, the developments within Jordan Valley and in the Park would benefit from use by Drury and OTC. Connecting the existing greenway trail in Jordan Valley with the trail north of Central Street will link Jordan Valley to Silver Springs Park and Smith Park as well as the adjacent neighborhoods and developments. Such a connection would also provide linkage to the Boys and Girls Club Stalnaker Unit and Evangel University.
- **Upgrade Phelps Street (widening and streetscape):** Phelps Street will be the primary east-west corridor in the East Meadows area. Improving the street and providing appropriate landscaping, bike lanes, and street lighting will set the tone for development in the area.
- **Bring Jordan Creek above ground and develop walkways/greenway trails adjacent to the creek:** In conjunction with the work proposed by the Corps of Engineers as part of the stormwater improvement project, Jordan Creek would be “uncovered” and set in a more natural streambed. This would create a key unifying element for Jordan Valley and the different elements of the Park. The Corps’ work would also narrow the floodplain and create additional development opportunities by reclaiming land that is now within the 100-year flood plain.

- **Extend open space from existing Jordan Valley Park into Commercial Metals property and retain “stage” building for outdoor events. An amphitheater-type setting could be contained within the open space:** A building on the existing Commercial Metals property could provide a “stage” for large outdoor concerts and other outdoor, public activities. Both formal and informal seating could be available.
- **Preserve key portions of the rock bluff while allowing for transition from existing Jordan Valley Park to open space/amphitheater area:** The rock bluff north of the existing park is interesting and as much of the bluff as possible should be preserved if and where feasible while trying to create an extension of the existing park.
- **Acquire property east of Commercial Metals for parking:** Additional parking is needed within the park area, especially if additional outdoor events are held in East Meadows. Considerations should also be given to the parking needs of the performances; i.e., parking for buses, trucks, etc. related to the event.
- **Provide for residential development on Commercial Metals property north of Phelps Street:** Including residential development within East Meadows will benefit all of the center city and downtown area. The type of housing could range from student-type housing (that could serve MSU, Drury, and OTC) to high-end condominium development. It may be appropriate to have a mix of housing types.
- **Provide open space/wetlands north of Phelps St. between railroad tracks:** The land between the railroad tracks and Phelps Street lends itself to passive open space. A portion of this area could consist of constructed wetlands in conjunction with the stormwater project proposed by the Corps of Engineers.

# Jordan Valley Innovation Center (JVIC)/IDEA Commons



## Jordan Valley Innovation Center (JVIC)/IDEA Commons

The area along Boonville Avenue and to the east and west was originally designated as the Central Green area of Jordan Valley Park. Over the past several years, a plan was prepared and implemented to develop this area as a major technical research facility under the leadership of Missouri State University. The buildings and grain elevators of MFA Mill are being reused for an innovative technological center, the Jordan Valley Innovation Center (JVIC), which will draw science and technology to a campus-like environment. This outstanding and exciting reuse of the MFA Mill has a dramatic impact on the area and will likely attract other science and technology uses to a campus-like setting.

The City of Springfield has adopted the *JVIC Activity Center Plan*. This plan should provide direction to the continued development of the area.



Before Missouri State University renovation of the former MFA Feed Mill



After renovation as JVIC

# West Meadows



## West Meadows

### **General Development Concepts**

The section of Jordan Valley, west of Main Avenue, could be largely pastoral in purpose and form. Open spaces are designed for relaxation and individual interpretation. Thematically, this section would build upon the residential and industrial nature of development surrounding the West Meadows. The edges of the West Meadows should be reinforced with both the rehabilitation of existing and emergence of new residential structures. The southern confines of the West Meadows along College Avenue should be actively redeveloped into more dense, lively, mixed-use neighborhoods. Beyond the north and west edges, redevelopment could occur more slowly. It is likely that the industrial uses in the western edge would be retained, and possibly strengthened. North of the area, the edges should be gradually redeveloped to accommodate a variety of uses and a setting for people to live, work, and play. This end could become a warehouse district that mixes industry and entrepreneurial businesses with loft apartments and artists live/work spaces.

The West Meadows could offer amenities to help serve the recreational needs of nearby residents. Among the suggestions for the future of this area are biking and jogging trails, picnic shelters, community recreational centers, outdoor classroom space, benches, and a veteran's memorial. Multipurpose grass fields could be used for informal recreational activity. These amenities should be clearly visible and easily accessible from the West Central Neighborhood and other adjoining neighborhoods to serve as an important and integral part of the lives of their residents.

Realignment of the railroads will influence the development of West Meadows. If lined with distinctive vegetation, the railroad corridor could create a dramatic curvilinear backdrop for West Meadows. The limestone bluff paralleling the north side of College Street should define the southern edge of the open space and natural areas. The man-made rock wall bordering the southern edge of Jordan Creek at Main Street should be preserved. A formal tree-lined boulevard along Mill Street would establish a more formal

northern edge for these open spaces. Several north-south roads could cut through the West Meadows and improve access. These roads would also help scale this edge of the area into more manageable blocks. The open space at this end of the West Meadows should therefore vary from large, pastoral fields to block size lawns and grass courts.

The landscape should gradually be restored to a natural state. In keeping with the grand scale of the meadow, large overhanging native trees should define the edges of the meadow while native grasses and wildflowers add color and life. Gently meandering edges would reduce the scale, and create an ever-changing pattern of light and shadow over the expanse of the meadow. As a meandering stream, Jordan Creek will wind through the West Meadows until finally merging with a constructed wetland.



The man-made rock wall bordering the southern edge of Jordan Creek at Main Street. Photo courtesy of : Jeff Cumley

### **Specific Development Recommendations**

Specific development recommendations for West Meadows were prepared as part of the Jordan Valley visioning process undertaken in 2006 and 2007 are contained in *A Vision for Jordan Valley*, pp.68-71, and listed below. Burlington-Northern Railroad and Union

Pacific Railroad currently control some of the land in West Meadows. Development in this area is contingent on a cooperative agreement between the city and the Railroad. This is a large area, and development of West Meadows could be undertaken in phases.

### **West Meadows, Phase One:**

- **Develop Open Space (determination for locating constructed wetlands in this area will be discussed and reviewed as part of Corps of Engineers Stormwater Study):** The majority of the land in West Meadows should be devoted to open space, primarily passive type of open space with greenway trails, walkways, and benches meandering throughout. A constructed wetland has been discussed as a development concept. Those features should be addressed as part of the Corps of Engineers' study of Jordan Creek. It may be that these features are an integral part of the stormwater improvements. If wetlands are developed, consideration might be given to working with the Missouri Department of Conservation on the possibility of developing a "wetlands nature center" in West Meadows. Such a facility would be unique in an urbanized area.
- **Bring Jordan Creek out of its confined concrete channel:** The Corps of Engineers' study recommended that Jordan Creek be more "natural" and removed from its concrete ditch. Jordan Creek can be an important amenity for this area as well as a feature that links all of Jordan Valley. Any wetlands or water bodies associated with the Jordan Creek improvements could occur in Phase 1 or Phase 2 depending on the outcomes of the Corps of Engineers study and available funding.
- **Develop Greenways (along Jordan Creek and using railroad bed on southern portion of West Meadows):** The greenway system in Jordan Valley received overwhelming support from the community as a development concept that was desired. There is sufficient space in West Meadows to allow for more than one location for a greenway trail. A trail paralleling the creek would take advantage of that water feature and a trail in the southernmost railroad bed would take advantage of the natural bluff and could encourage redevelopment on the southern edge of West Meadows.
- **Connect to West Central Neighborhood:** Development of West Meadows should have a significant impact on the continued revitalization of the West Central Neighborhood. While major strides in that revitalization effort have been made over the past

few years, revitalization can be accelerated with development of West Meadows. Stability in this neighborhood will have a positive impact on the downtown area. Specific connections between West Meadows and the neighborhood should be made along key thoroughfares and should be easily recognizable as entryways from the neighborhood.

- **Look at feasibility of retaining a rail line for transportation within Jordan Valley:** Retaining a rail line that runs from West Meadows to the eastern edge of Jordan Valley could provide the basis for a transit system within Jordan Valley. Such a system could initially serve the various features in the park as well as key activity centers – Hammons Field, The Creamery Arts Center, the Expo Center, Ice Park, Downtown, Jordan Valley Innovation Center, and the various residential developments that currently exist and are planned or recommended in Jordan Valley.
- **Investigate site for Public Facility (Library, Museum, etc.) along Main Avenue:** Development along Main Avenue should focus on creating activity in the area – office development, residential, farmers market, etc. Location of a public facility (library, museum, etc.) would add to that activity. Location adjacent to a farmers market or at the intersection of College and Main would be two possible locations. Such a location should be one of the areas considered for a major library facility if it is deemed feasible to locate a facility in Jordan Valley.
- **Develop streetscape along Main Avenue:** Main Avenue is the primary entry to West Meadows. Upgrading the streetscape can reinforce that fact and help attract more adjacent development. Phelps Street intersects Main and provides an east-west thoroughfare throughout the park.
- **Improve Fort Avenue:** This street can serve as an access into West Meadows, especially for the neighborhoods west of Kansas Expressway and can serve as another access point for the West Central Neighborhood.

Development of phase two is optional. Availability of funding and recommendations from the Corps study could influence development in this phase.

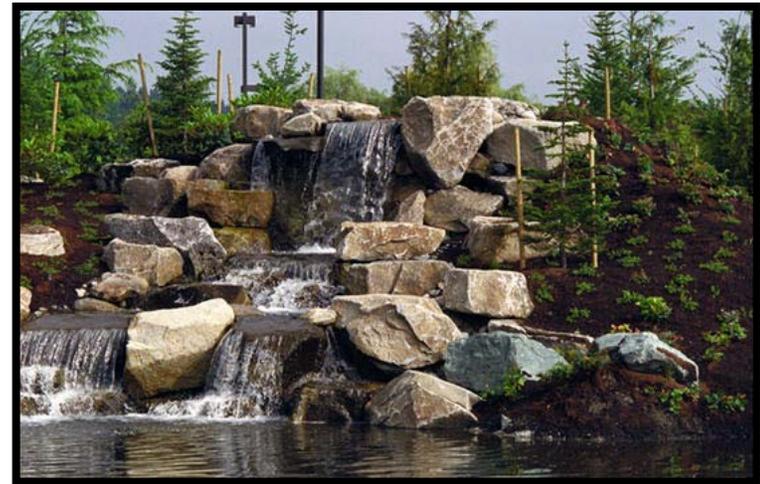
## West Meadows, Phase Two

- **Continue development of wetlands** This feature should be addressed in the Corps of Engineers study and could vary in size. Construction of such a facility could occur in conjunction with the Jordan Creek improvements or could occur later.
- **Farmer's Market:** A permanent facility for a Farmer's Market, consisting of both indoor and outdoor facilities, would serve as a major attractor to Jordan Valley and would provide a year-round location for this activity. This may require additional land purchase depending on its chosen location, and market forces could affect the development of a farmer's market within the West Meadows. The local Farmer's Market Association will need to be involved in this issue and a decision made to move operations from Battlefield Mall to Jordan Valley. Design of the facility is important and should involve the Jordan Valley Advisory Committee and potential vendors.
- **Veteran's Memorial:** The local veterans groups have expressed an interest in establishing a memorial for all wars somewhere in Jordan Valley, preferably in the West Meadows.

## Unifying Park Design Elements

### Water

Natural, playful, and plentiful water tells the Springfield story. Fountains and water features of varying scales stimulate activity and encourage playful interaction by people of all ages. Water and art are combined to create features that incorporate light and sound. Water is used throughout the area to provide a gentle soothing background to the surrounding urban noise. A variety of exhibits and displays could interpret the existing watersheds, riparian habitat, or link to similar

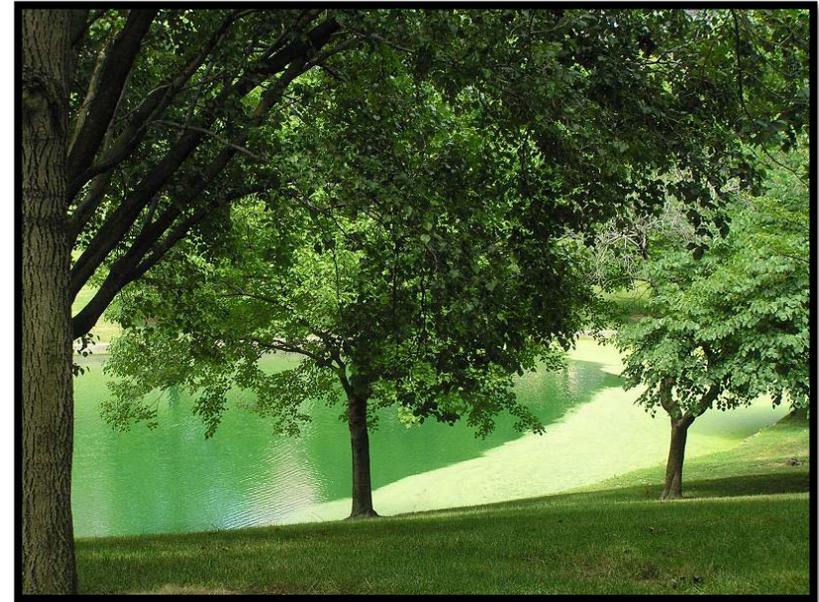


A sample water feature

attractions throughout the region. Jordan Creek emerges from underground limestone caverns and as it flows towards the west, it touches Springfield's many moods and historical highlights. Near the Quarry, a recreated creek could represent the emergence of a stream, symbolically suggesting that the existing limestone quarry is the source of water. It could then trickle over limestone ledges and weirs, and swirl into natural pools of water. Through the East Meadows, the symbolic headwaters could be harnessed into designed water/art features. Crashing water would become serene again as it moves through canals, channels, and crossings. Representing the delightful, yet unpredictable nature of springs, sinkholes, and caves in the Ozarks, a symbolic Jordan Creek could disappear and reappear as it twists and turns south of the JVIC Activity Center. Through thematic gardens and an arboretum, the creek could ease its way westward, carving sinuous channels. Approaching West Meadows, the creek might mingle with aquatic vegetation and meanders its way through a wooded corridor, eventually merging with a calm, expansive natural vista.

### **Vegetation**

Vegetation within Jordan Valley Park should provide powerful elements of continuity. Large, overhanging native oaks and elms should line large open spaces and boulevards, and every effort should be made to preserve existing, desirable trees. More moderate size trees should be placed at regular intervals along urban streets. Flowering trees and shrubs should highlight unique corners and views of the site and fill the air with fragrance. Green manicured lawns should nest comfortably alongside native vegetation, xeroscape gardens, and naturally landscaped areas. Within this larger framework, Jordan Valley vegetation could take on a variety of expressions and compositions, yet each new garden should be designed to integrate with its neighbors.



**Native Missouri trees**

## Land

The site is alive and has the potential to be transformed repeatedly. Subtle sculpting of the terrain should raise and lower pathways and viewpoints, increasing the visitor's experience as they move along linked yet distinct sections. The movement of the sun creates textures across the undulating landscapes. A central ribbon of open space, varying in its width, volume, and sense of openness should meander through Jordan Valley. Dramatic views should be captured along its central length. As the ribbon bends, one could be drawn to the element of surprise created by the sudden terminus of the space. In the West Meadows, peaceful, natural preserves and wetlands could capture the meandering creek, giving urban dwellers a delicious taste of the Ozarks' beauty and serenity right in the center of Springfield.

## Trails and Paths

Jogging and walking trails and separate bike paths should wind through the area. Consistent paving color and material along these trails and pathways would be a unifying element. Well-designed and carefully located seating areas, furnished with interpretive graphics, benches, drinking fountains, public toilets, and lighting could provide safe stops for resting.

## Art

Art should be integrated into the design of spaces within Jordan Valley, giving people the opportunity to engage more directly with nature. Art should be used to unify, for wayfinding, and to create focal points. Art could be expressed in a variety of ways in the area as it enlivens the senses through color, scent, form, and scale. Art should mold functional requirements into expressive forms. For instance, railings along staircases can be molded to reflect historic railings and



Messiah Mill

forms. Evocative art elements could appear in formal thematic gardens and in wilder wetlands within Jordan Valley. Art should boldly express what Springfield is about -- its essence and its meaning. Artworks could be spectacular gateways and eye-catching portals and should celebrate the entries into Jordan Valley Park.

Featured as unifying elements, artists and artisans should create variations of limestone bridges, piers, and portals already located in Springfield's historic parks and neighborhoods or discovered in historic photographs. The historic mills that line the Jordan Creek valley - Carter Mill, Tindle Mill, MFA Mill, Yellow Bonnet Mill, Lipscomb Mill, and Hawkins Mill - offer a unique set of landmark structures. These structures pronounce the location of Jordan Valley from a distance and celebrate the importance of Springfield's culture and history. The mills could be preserved, rehabilitated, and adaptively reused highlighting their silos/towers as important landmarks for the Park. Existing mill operations should be encouraged to remain. However, vacant or unused structures could be redeveloped for housing, office, or retail opportunities. Regardless of the use, these structures could be embellished with art to celebrate the expanse and grand scale of Jordan Valley Park.



Children enjoying K-Man, the kinetic art sculpture in JVP

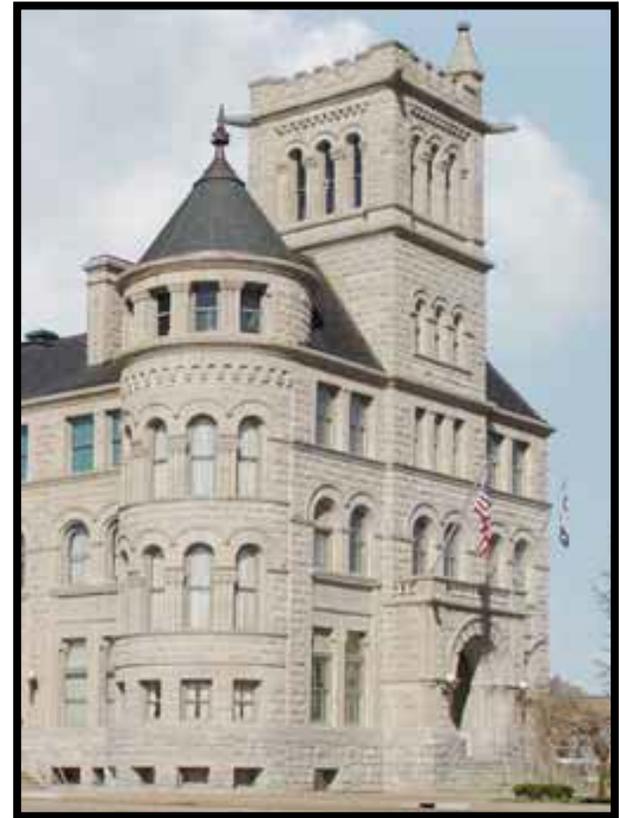
# Section Four

## Land Use and Development Concept

Please reference the following maps for a visual representation of the numbered locations.

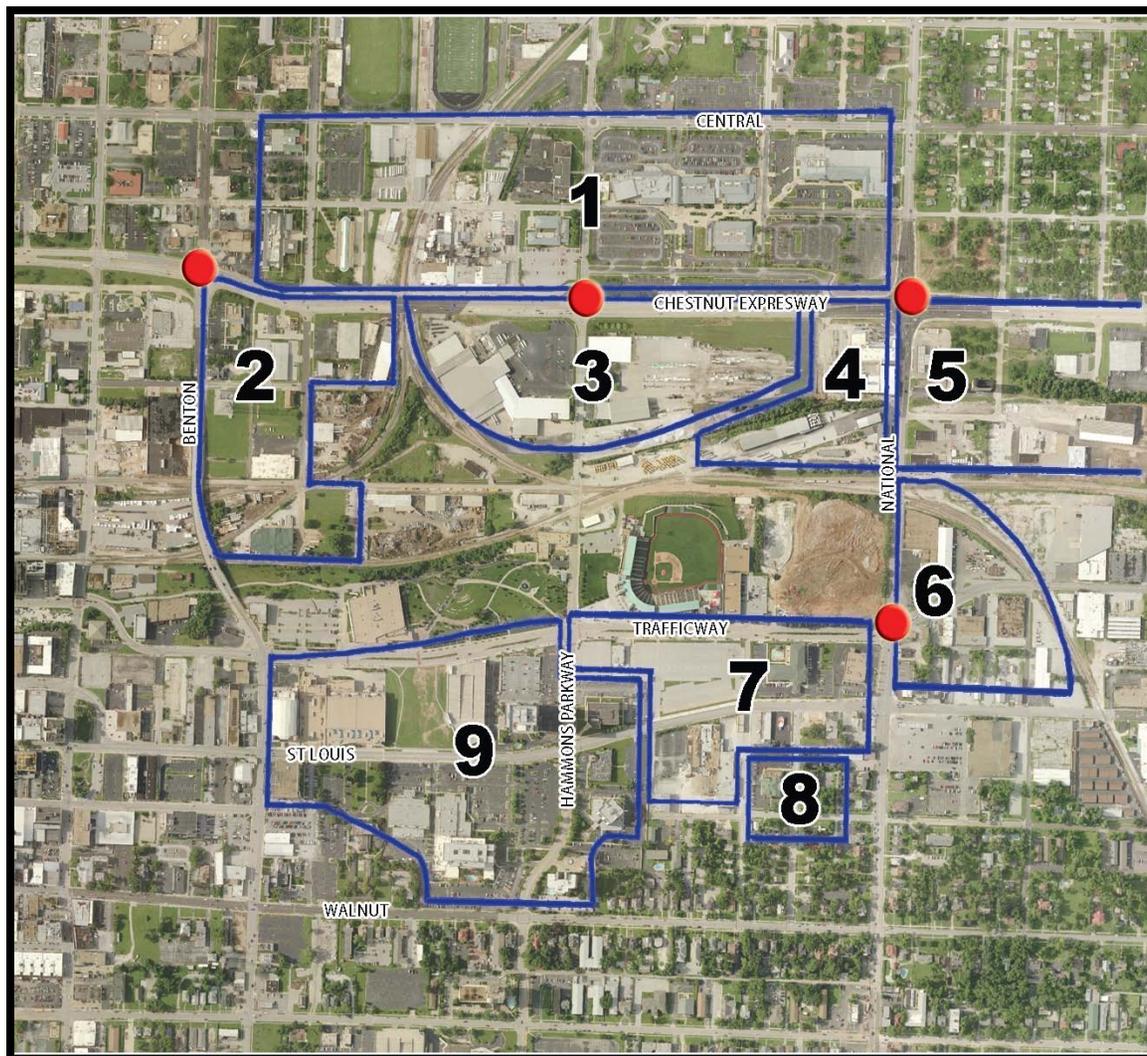
The following sections identify specific areas within Jordan Valley and discuss the development potential and opportunities as well as the public actions or strategies that should be undertaken to facilitate development and/or redevelopment. Due to the size of Jordan Valley, maps are displayed that divide Jordan Valley into three distinct areas.

- The Quarry/East Meadows
- Boonville/Park Central Area
- Kansas Expressway/Main Avenue



Historic City Hall

# The Quarry/East Meadows Area



## The Quarry/East Meadows Area

1. **DRURY/OTC:** This area is directly north of Chestnut Expressway and consists of the campuses of Drury University and Ozarks Technical Community College. Linkage to these campuses from Jordan Valley is important. A key property in this area is the Tindle Mill property that is now owned by Drury. The City of Springfield should coordinate with Drury and OTC on the development/redevelopment/usage of the Tindle Mill property. A link to the campuses and to Central Street provides access to Jordan Valley for the students and staff from these institutions as well as the Midtown and Sherman Avenue Neighborhoods. Linkage can be on National and Sherman Avenues as well as some type of greenway trail linkage under Chestnut Expressway. Greenway extension from the existing greenway in Jordan Valley Park should link up with the existing greenway trail that currently ends on Sherman Avenue, north of Central Street and accesses Silver Springs and Smith Parks. The Sherman Avenue/Chestnut Expressway intersection is a gateway into Jordan Valley and should be enhanced to reflect the gateway status.
2. **GIBSON-PITTS REDEVELOPMENT AREA** – This area contains two historic churches: Gibson Chapel and Pitts Chapel. These properties should be preserved and incorporated into any redevelopment scheme for this area. The Benton Avenue/Chestnut Expressway intersection is another gateway into Jordan Valley and should reflect that status. Special care should be given to the Benton Avenue streetscape, including architectural and aesthetic improvements to the Martin Luther King, Jr. Bridge, as well as continuation of the Chestnut Expressway streetscape. Redevelopment in this area should focus on residential types of uses. If using existing buildings, either loft-type development or some multi-family development could be utilized. If new construction is used, apartments or condominiums could be used. Some retail business serving the neighborhood might be appropriate to serve the residential development and to provide some additional services for Drury, OTC, Government Plaza, and the Jordan Valley Innovation Center/IDEA Commons. Existing light industrial development in this area can be compatible with proposed residential uses. A cell tower is located in this area and takes up a significant amount of land. This site has excellent redevelopment potential when the tower is no longer needed. Consideration might be

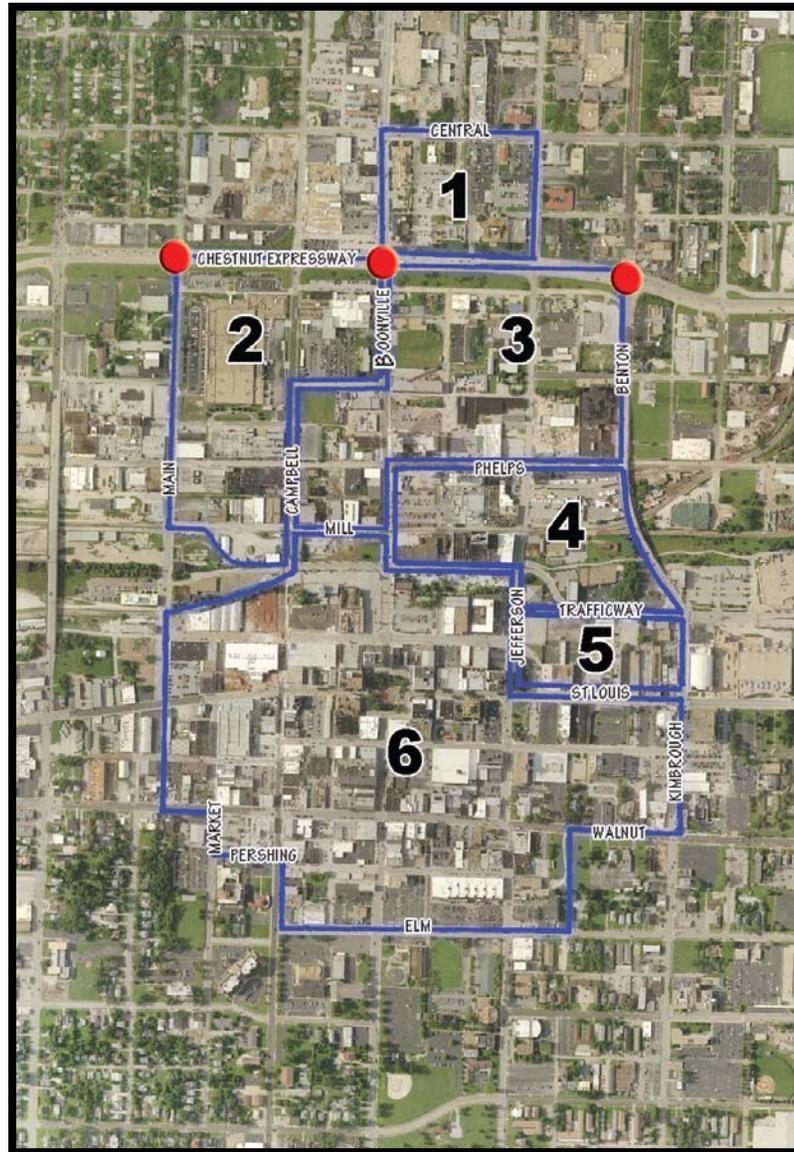
given to placing antennas on a high-rise residential tower that could be built on the site.

3. **HARRY COOPER/CONCO AREA** - This area is currently occupied by Harry Cooper Supply Company and CONCO Quarries Ready Mix plant. There are no plans or recommendations for relocation of these properties; however, proposals for stormwater improvements from the US Army Corps of Engineers would remove most or all of this property from the flood plain. This could affect the value of the property and may result in relocation of the existing uses. Any future redevelopment of this area should address the streetscape along Chestnut Expressway and Sherman Avenue. If redevelopment occurs, a portion of the site could be incorporated into the open space theme in Jordan Valley Park with greenway trail connections, while the remainder could provide a mixed-use concept consisting of residential and neighborhood-serving retail.
4. **NATIONAL/CHESTNUT GATEWAY** – This is a major gateway into Jordan Valley and Springfield’s Center City. As such, the property at the corner of National and Chestnut Expressway is important from the standpoint of redevelopment and/or rehabilitation. Residential condominiums have been developed on the southwest corner. The Jordan Creek floodplain affects this property, but the proposed improvements to Jordan Creek should address this issue. The condominiums contain a flood-proofing design since were completed prior to any improvements to Jordan Creek. A gateway element should be incorporated into whatever occurs on this property and should be consistent with general design guidelines contained in this *Jordan Valley Concept Plan*. Property on the west side of National Avenue from Chestnut Expressway to the Quarry is also affected by Jordan Creek floodplain. While there are no plans for inclusion into Jordan Valley, the property may be incorporated into the proposed stormwater improvements, or it could be redeveloped. Any redevelopment could be tied to possible redevelopment of area three, Harry Cooper/CONCO Area.
5. **NATIONAL AVENUE CORRIDOR** – This area contains existing mixed-use development. The major focus should be to reinforce the edge of Jordan Valley and the Quarry. Streetscape provisions along National Avenue should be encouraged. The intersection of National and Trafficway has evolved as a major entry into Jordan Valley. A gateway concept for this intersection should be considered as part of the development concept for the Quarry. To the extent feasible, the streetscape

improvements on Trafficway should be extended for a block or two east of National. A corridor study along National Avenue to the merger of Trafficway and Chestnut Expressway is recommended since this is a key eastern entry to Jordan Valley.

6. **EAST TRAFFICWAY/ST. LOUIS STREET COMMERCIAL AREA** – This area currently contains a Walgreens and Holiday Inn Express on the south side of Trafficway, along with surface parking lots for Hammons Field. Plans call for future development of structured parking on the surface lots. Structured parking should also consider retail/office development on street front. The properties on the south side of this area contain existing businesses, including Steak ‘n Shake, Jay Key Service, etc. No specific plans are in place to acquire and relocate these businesses. The former Colonial bakery facility has significant development potential. The St. Louis Street/Historic Route 66 Corridor should be strengthened.
7. **FLORENCE/HAMPTON REDEVELOPMENT AREA** – This is currently a mixed-use residential density and contains the renovated school property that is used as the Springfield College campus. This is a key area for strengthening the existing residential development to the south, which ties into Walnut Street Historic District and could see some additional rehabilitation and/or redevelopment. Primary use in this area should be residential.
8. **HAMMONS TOWER/UNIVERSITY PLAZA/EXPO CENTER** – This area is completely developed with the exception of the site formerly set aside for the arena, located between the Expo Center and the Car Park. Development of the “arena site” should be consistent with the surrounding development and, to the extent possible, relate to the Expo Center development. A development agreement has been signed to develop a hotel in conjecture with the Expo Center.
9. **EAST OF NATIONAL/CHESTNUT** – While this area is outside the Jordan Valley boundaries, it is still within the viewshed and could impact development. This area is part of the National Avenue gateway and contains unique redevelopment opportunities. Carter Mill and the Reyco Foundry building are two properties that can be integral components of any redevelopment plan. Both are architecturally significant and could be incorporated into an overall redevelopment concept and theme. Continuation of the Chestnut Expressway streetscape and incorporation of gateway design provisions are two other important considerations for this area.

# Boonville/Park Central Area



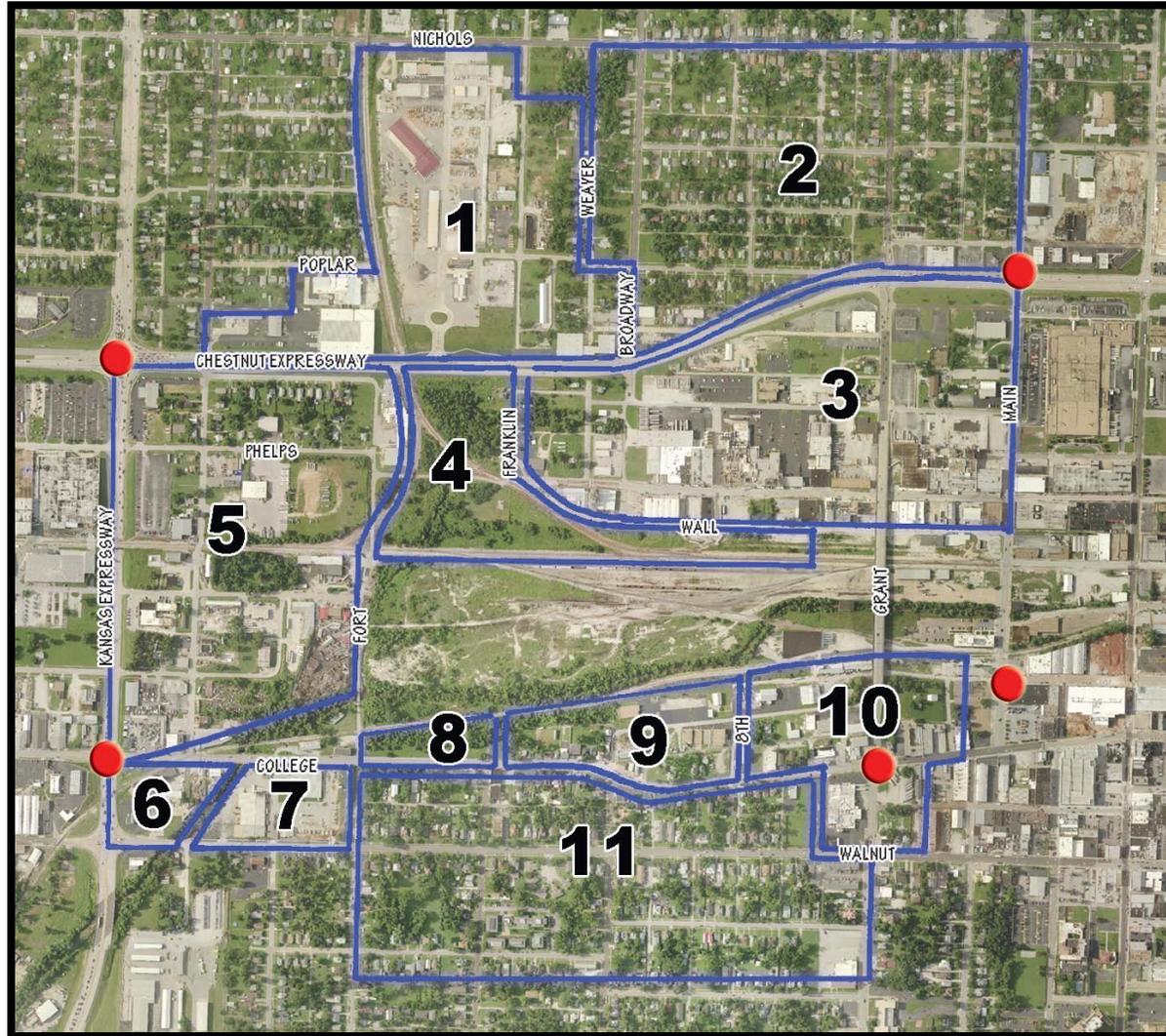
## Boonville/Park Central Area

1. **GOVERNMENT PLAZA** – Developments on the Government Plaza Campus should follow the recommendations contained in the Center City Plan and should again reinforce the streetscape edge along Chestnut Expressway.
2. **POST OFFICE/NEWSPAPER AREA** – This area includes the Gene Taylor Postal Facility, the Springfield News-Leader, and various manufacturing activities. While no specific concepts are set forth for this area, properties that would be redeveloped are appropriate for manufacturing/warehousing/office development.
3. **JORDAN VALLEY INNOVATION CENTER (JVIC) ACTIVITY CENTER/IDEA Commons** – This area contains the JVIC facility and a number of redevelopment opportunities; one key property is the city-owned tract south of Harbor House. PGAV Urban Consulting prepared the JVIC Activity Center Plan in June 2006. This plan has been reviewed and adopted by Planning and Zoning Commission and City Council. Key goals of the plan include:
  - Enhance streetscape and landscaping to create a sense of place.
  - Connect Downtown and JVIC/IDEA Commons with streetscape along Boonville, Jefferson, and Martin Luther King, Memorial/Benton.
  - Provide future “development areas” for nanotech office and advanced manufacturing.
  - Encourage a “Research Park” orientation while retaining the urban environment.
  - Concentrate public and private investment in Development Areas.
  - Encourage advantageous adaptive reuses of buildings for office and residential use.
4. **WILLOW BROOK FOODS/MEEKS LUMBER AREA and NON-PROFIT ACTIVITY CENTER** – This area contains the Willow Brook Foods plant that has been purchased by MSU and used for storage by Meeks Lumber, as well as loft apartments and the Community Foundation building. The Jordan Valley Greenway runs through the southern portion of this area and extends west along Water Street. While there are no specific plans for this area, redevelopment opportunities exist if existing businesses decide to relocate. Loft residential development appears to be a redevelopment option for several of the

buildings in the area. This area is also becoming a non-profit activity center with the Community Foundation, United Way, and Community Partnership of the Ozarks offices located in the area. This activity center concept could be built on as redevelopment occurs.

5. **FIRE STATION NO. 1 REDEVELOPMENT AREA** – Located at the southwest corner of Kimbrough and Trafficway, this area contains old Fire Station No. 1. In addition to the fire station, there are several structures or facades on this large block that are worthy of rehabilitation and infill, but it may also be appropriate for clearance and redevelopment with an appropriate re-use that would support overall Jordan Valley strategies. Strengthening the Kimbrough streetscape as well as continuing the St. Louis Street/Historic Route 66 Corridor is important. Future development or redevelopment should be of a mixed-use nature that would include office, retail, and possibly some residential above the first floor.
6. **DOWNTOWN REVITALIZATION AREA** – While development of the park and the development and redevelopment within Jordan Valley is important from a broad community perspective, it is also vitally important for the revitalization of Springfield’s downtown area. Further development of Jordan Valley and downtown revitalization must go hand-in-hand for both to be successful. While development and redevelopment opportunities are discussed within Jordan Valley and adjacent to Jordan Valley Park, those opportunities should in no way diminish the importance and emphasis on continued revitalization of downtown. Linkage of downtown to Jordan Valley Park is essential and every effort should be made to incorporate linkage design features in future elements. Efforts under way with Urban Districts Alliance, the Community Improvement District, Springfield Finance and Development Corporation, Downtown Springfield Association, and the programs available through the City of Springfield should be continued. The Center City Plan provides the framework for revitalization of Springfield’s downtown and should be referenced and followed. Continued revitalization of the downtown should be of highest priority. Two large projects will have a significant impact on downtown – the rehabilitation and reuse of the Heer’s Building and the recently developed College Station. Both projects have resulted in the construction of new parking decks.

# Kansas Expressway/Main Avenue



## Kansas Expressway/Main Avenue

1. **CITY SERVICE CENTER AREA** – The City of Springfield Service Center comprises a majority of this area. Some residential development exists in the eastern portion of this area, but much of it is substandard and redevelopment would be appropriate. Expansion of the Service Area is a reasonable development concept as long as appropriate buffering of surrounding residential is addressed. The remainder of the area is manufacturing/warehousing. This is an appropriate use for the area. Continued streetscape improvements along Chestnut Expressway are needed.
2. **GRANT BEACH NEIGHBORHOOD AREA** – The Grant Beach Neighborhood is an important Center City neighborhood and is a member of Urban Neighborhoods Alliance (UNA). A Neighborhood Assessment was undertaken in Grant Beach several years ago and identified a number of public and private actions. These actions should be implemented and the Neighborhoods Section of the Planning and Development Department should determine if actions taken are addressing the issues identified in the Neighborhoods Assessment. The city should continue to work with UNA on strategies aimed at conserving and revitalizing center city neighborhoods.
3. **DAIRY FARMERS OF AMERICA AREA** – The Dairy Farmers of America operation is the primary user of this area. No specific concepts are set forth for this area, and there is no plan or recommendation for relocating Dairy Farmers of America. Other properties in the area would be appropriate for manufacturing, warehousing, or office development. Specific redevelopment opportunities exist for the buildings on the north side of Wall Street. This could be redeveloped as a mixed-use area and could relate to future redevelopment along Main Avenue. Care should be taken to maintaining an appropriate streetscape along Chestnut Expressway and creating a gateway at the intersections of Grant/Chestnut and Main/Chestnut.
4. **RAILROAD LINE RELOCATION AREA** – This is the area generally identified for future relocation of rail lines. The majority of the property immediately south of Chestnut Expressway is owned by the BNSF and will probably remain in rail line service while much of it will be open space. It is recommended that special care and consideration is given to the property adjacent to Chestnut with regard to unique landscaping and identification of Jordan Valley Park.

5. **WEST MEADOWS REDEVELOPMENT AREA** – This area is located at the southeast corner of Kansas Expressway and Chestnut Expressway overlooking the West Meadows area of Jordan Valley Park. Currently, development is residential, office, warehousing, and manufacturing. Some of the area is in various stages of decline. The area has good visibility from Kansas and Chestnut Expressways; and the fact that it overlooks West Meadows of Jordan Valley Park can be a plus for redevelopment. (The key to redevelopment of this area is development of West Meadows in Jordan Valley Park. Timing of that development is unknown at this time.) The properties in this area should develop as part of an overall redevelopment plan and should focus on office, warehousing and manufacturing as future uses. Residential or mixed-use development would be appropriate if it is comprehensive in nature and does not create a conflict with existing uses in the area. These uses can be integrated as part of an overall plan and should not develop on a piecemeal basis. Access can be from Chestnut Expressway and Kansas Expressway.
6. **MILL GATEWAY** – This is an important gateway to Jordan Valley, Jordan Valley Park, the West Central Neighborhood, Historic Route 66, and Springfield’s downtown. The area contains the historic Hawkins Mill and a portion of Jordan Creek. The Jordan Creek greenway is planned to traverse the southeastern edge of this property. The Hawkins Mill building could be preserved and worked into an overall gateway concept for this important entry, regardless of whether it is under public or private ownership. This area will be affected by the Corps of Engineers stormwater/floodplain project.
7. **P.G. WALKER AREA** – This contains an existing use that is expected to remain, but it is important to reinforce the park edge, to accommodate the Jordan Creek Greenway, and to emphasize the Historic Route 66 Corridor.
8. **RESIDENTIAL REDEVELOPMENT AREA on COLLEGE STREET** – This area is currently vacant and zoned for commercial development; however, the general area is residential in character. An immediate reaction is that the property should be zoned for residential and developed as medium density residential taking advantage of the overlook into West Meadows of Jordan Valley Park; however, it may be advisable to undertake a comprehensive land use and zoning study along College. Continued emphasis of Historic Route 66 Corridor is encouraged. A clear definition of Jordan Valley Park edge is

needed in this area. Ideas discussed include a waterfall feature off the bluff potentially in connection with a veteran’s memorial.

9. **COLLEGE STREET REDEVELOPMENT/REHABILITATION**

**AREA** –There is an opportunity to revitalize this area with a mixed-use development. Some residential may be appropriate on the western portion, but neighborhood serving and specialty retail could be located in the “commercial” portion of the area along College Street. This retail development could capitalize on its location on Historic Route 66. A

redevelopment plan should be prepared for this area and area 8. It is important to involve the West Central Neighborhood in the preparation of any redevelopment plan and recommended zoning changes.

10. **GRANT/COLLEGE REDEVELOPMENT AREA** – This intersection is a gateway to Jordan Valley and Jordan Valley Park from the south. The gateway should be emphasized in any redevelopment effort. Existing development consists of small properties that are used for retail, manufacturing, service, and residential. College Street is a continuation of Historic Route 66 and should be taken advantage of in any redevelopment concept. Mixed-use development is probably most appropriate for this area and recognizes the existing development pattern. The portion of this area located north of College Street should take advantage of the Jordan Valley Park overlook as part of its redevelopment potential. The western portion of this area should focus on neighborhood-serving activities.

11. **WEST CENTRAL NEIGHBORHOOD AREA** – This area is predominately residential with varying mixed uses along the south side of College Street. A portion of the area is zoned for non-residential development. It is recommended that the city consider a zoning pattern more consistent with the existing uses and the West Central Neighborhood Plan.



Part of the Route 66 mural along College St.

## Design Principles

*Create a set of design principles that describe the intent of the Concept Plan and carry a consistent vision forward for years to come.*

The vision for Jordan Valley represented in the Concept Plan will materialize gradually. As it develops, the Concept Plan will continue to go through several alterations as it responds to market forces, the changing needs of the community, and infrastructure issues. This Concept Planning exercise has brought out some fundamental design concepts that are timeless – Irrespective of the periodic review and revision of the Concept Plan, these fundamental principles must be recognized for their important role in the Jordan Valley design.

These fundamental design principles hold the pieces of the Concept Plan together and provide the coherence and consistency that is critical to the evolution of the area. The design principles describe the overriding design attributes of the Park Concept Plan against which all projects built within the Jordan Valley planning area should be assessed.

These design principles are supported with design policies and guidelines but still offer much latitude in how the development unfolds. The urban design ideals underlying the principles should not be compromised. The fundamental notion of the design principles is to encourage development flexibility and market responsiveness while ensuring a level of certainty in the design quality and expression of Jordan Valley.

The design principles should be used to achieve the overall park vision. The ideas, concepts, and visions in the plan are a result of extensive community participation. The design principles are a result of the community visioning process and should be used to implement the plan over many years. A set of design guidelines should support the design principles to achieve the vision of Jordan Valley. The guidelines should describe design strategies that maintain the intent of the Concept Plan. Design principles include the following:

**Open Space:** Jordan Valley will consist of cohesive and continuous spaces. Jordan Valley should be composed of consistent landscape and urban design elements and should be built around a well-connected open space network.

**History:** Jordan Valley will respect and respond to the urban context. Jordan Valley and Jordan Valley Park and its buildings should embody and celebrate not only past and present, but should allow future generations to leave their imprints.

**Arts and Culture:** Jordan Valley will showcase arts and culture in Springfield. Jordan Valley should demonstrate Springfield's commitment to the arts in the design of its streetscape elements, outdoor art exhibits, and building architecture and in the concentration of cultural facilities such as its museums and theaters.

**Circulation and Parking:** Jordan Valley will be structured around a cohesive and comprehensive circulation system. Jordan Valley should accommodate a variety of modes of travel that reinforce the visual, physical, and psychological connections within and around the area.

**Pedestrian Environment:** Jordan Valley will foster livable streets and sidewalks and should accommodate a variety of activities that appeal to, and accommodate, all users, linked by attractive pedestrian pathways.

**Safety:** Jordan Valley will be a clean, safe, and friendly public amenity and should represent quality maintenance, policing, and safe design of public spaces.

**Site Planning:** Jordan Valley will exemplify the best of urban design and environmental management concepts. Jordan Valley should renew and preserve the natural environment for all generations by using a variety of sustainable practices.

**Land and Building Use:** Jordan Valley will be a unique destination, containing uses that are a source for urban vitality. Jordan Valley should have a mix of civic, recreational, entertainment, residential, office, institutional, and unique retail uses.

**Building Massing and Location:** Jordan Valley will have integrated natural and built environments. Jordan Valley should have both buildings and natural environments that are interdependent and share a common theme.

**Architecture and Design:** Jordan Valley will have a cohesive and consistent identity. Jordan Valley should develop incrementally, create and maintain a unified identity, and foster a sense of civic importance.



# Section Five

## Implementing the Vision

The following section lists a number of practical ways to implement the Jordan Valley vision over the years. The long-range implementation of construction for Jordan Valley has begun and is predicted to take about 20 years to complete. Subsequent to the approval of the revised Concept Plan, the next procedural step is to create an overlay district, long-term financing mechanisms, and a defined plan for what will and will not be park space in the future. Site-specific master plans should be created for individualized redevelopment projects within Jordan Valley. The intent of the overlay district is to ensure the compatible land uses and long-term goals for the City in Jordan Valley. A long-term funding plan is not outlined in this document. The intent of the Concept Plan is to make the vision clear. The intent of the process to create a long-term financing mechanism is to generate financial support for the enduring stewardship of Jordan Valley Park and the maintenance of City infrastructure in the Jordan Valley Area.

This Concept Plan provides a general description of open space, park elements and public facilities that the community has identified. This Plan makes overall recommendations as to: the quality and character of open space, use and expression of water, land use distribution, and quality of park edges. This Plan also identifies key linkages, redevelopment and rehabilitation opportunities, and ideal locations for gateways and art. This section lists the implementation strategies that will help realize the concept from design to reality and provide for a process to ensure the long-term quality stewardship.

Implementing the Jordan Valley vision will be an enormous task. Implementing this vision will require a number of key partnerships, committed volunteers and government support and a commitment to stewardship. The necessary resources appear to be available to undertake the various actions that may be necessary to implement the Plan. These are categorized below into actions, financial, organizational and regulatory strategies.

## Action Plan

In order to begin implementing this *Jordan Valley Concept Plan*, there are several activities that should be initiated fairly soon after the adoption of this document. These actions will also help maintain the momentum that was generated during the initial phase of design.

### General Actions

Several elements are not design-related but are critical to realizing this Concept Plan. Many of these are recommendations that are not necessarily within Jordan Valley boundaries, but may still have an impact on the operation of the park areas or full realization of the concept. These actions may relate to connections beyond Jordan Valley that could nevertheless impact the way this area is accessed or viewed, for instance, upstream developments along Jordan Creek may affect flooding levels downstream. Actions may be land use actions that would eventually influence the number of park users in terms of the density of residents or number of employees they would support. There could be broader actions that would affect the management and maintenance of park property or safety of park users. The elements that are not design-related but are critical to realizing the *Jordan Valley Concept Plan* are described below:

- Pursue site-specific Master Plans as needed based on current redevelopment projects.
- Develop detailed Master Plans for the three park sections that will clearly describe the layout and relationship between park open space and future facilities.
- Continue the Jordan Valley Advisory Committee review of the implementation of the project.
- Identify Park Ambassadors who will help promote, raise funds, and attract investors and non-profit and cultural organizations into the park.
- All future one-of-a-kind facilities, including arts, cultural, educational, and recreational amenities, should be located within or adjacent to the Jordan Valley area.

- Incorporate land acquisition and development funds into the annual budget and the City’s Capital Improvement Program (CIP).
- Adopt the Design Guidelines and implement a measure of development control within and adjacent to the area.
- Identify and create an overlay district. The overlay district would be another layer superimposed on the zoning map for the area. Therefore, a review of the project’s consistency with the design guidelines would occur at the same time as land use and zoning permitting. While City staff and the Jordan Valley Advisory Committee would be the first to review new developments within Jordan Valley, the Springfield-Greene County Park Board, Springfield’s Planning and Zoning Commission and City Council would subsequently review the project’s commitment to the *Jordan Valley Concept Plan* and associated design guidelines.
- Work with the floodplain in the area. Jordan Creek plays an important role in draining the stormwater runoff of central Springfield. The Creek has had a long history of flooding ever since development began into the natural floodplain. In an effort to control flooding in downtown Springfield, about two-thirds of a mile of Jordan Creek was enclosed in a concrete stormwater tunnel/channel in the 1930’s. The channel lessened the impact of flooding, but was not designed to today’s standard of a 100-year storm. Because of this, flooding still occurs every few years. Because the channel cannot convey even half of the flow from a 100-year storm, many acres of the downtown area were placed in a floodplain when Federal Emergency Management Administration (FEMA) mapped Jordan Creek in the 1970’s. Consideration should be given to “daylighting” at least part of the stream, removing it from the concrete enclosure to create a more natural landscaped greenway channel with walking and biking trails. This concept has been used widely around the country to provide recreational opportunities in an urban environment and make connections between parks and important attractions utilizing the natural beauty of available running spring water, such as in Jordan Creek. In addition, increased capacity gained by the open, natural creek system can reduce flood damages and remove much or all of the adjacent property from the floodplain, opening up new redevelopment opportunities.

- Pro-actively identify a long-term funding mechanism for park maintenance. For parks as large as Jordan Valley Park, future maintenance and upkeep of the park and its furnishings become as critical as the construction of new facilities. The selection of materials should consider not only the upfront cost, but also the nature and cost of the upkeep of the material. The tendency to use inexpensive material and detailing often compromises the longevity and timeless quality of modern-day parks. The long-term stewardship of this area will be dependent on the funding mechanisms put in place by the community. *It is critical to pro-actively identify a long-term funding mechanism for park maintenance.*
- The City should establish a policy that considers the preservation and reuse of old mills within the vicinity of Jordan Valley. There are several historic and significantly all mills in and around Jordan Valley. They are symbols of Springfield's legacy as a farming community and as a regional source of grain. These mills could be renovated and reused, rather than torn down or replaced. There are several examples of creative reuse of old mills that include murals on the face of these structures, and or punching windows through their shell and converting them to condominiums. Some could be redesigned as overlooks that provide the public with a view of the surrounding countryside. The City could establish a policy that requires the preservation and reuse of old mills within the vicinity of Jordan Valley.
- Conceptual phasing. Jordan Valley will be realized in phases. The initial focus has been the development of the southeastern section of the area. This is the first glimpse of Jordan Valley's future. It includes both buildings and open space. This development has tested the effectiveness of the Jordan Valley design guidelines and established the bar for future development. The City improved the central north-south spine, Boonville Avenue. The City also obtained a grant for developing a link along Water Street between Jefferson Avenue and Campbell Avenue. The City should continue to take advantage of opportunities for land and property acquisition, joint development, and construction of parks and public buildings as they arise. At the same time, the City should begin developing the western section of the area, particularly between Fort and Broadway. This end of Jordan Valley is probably best suited for the first wave of residential development. An increased number of residents in Central Springfield will contribute to a more active park environment. Strong private market forces initiated the urban housing trend in

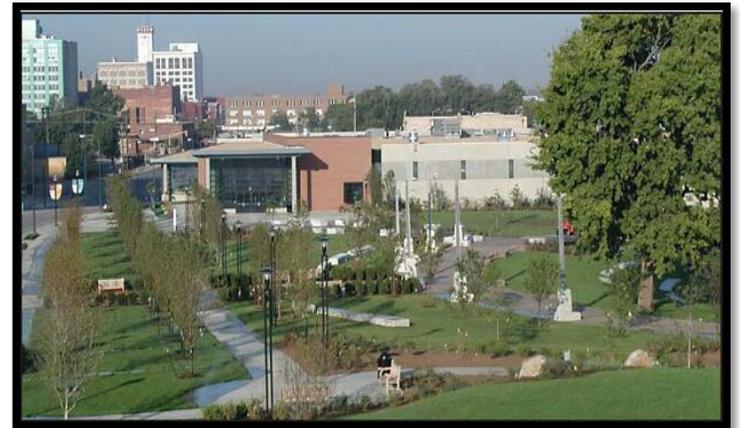
downtown Springfield. The City or non-profit organizations could act to maintain a level of affordable housing in the downtown area.

### **Specific Actions**

The following actions are design-oriented. These are recommendations for the overall vision as well as site-specific details, but they relate directly to the design principles. These actions support the design principles and are the basis for the design guidelines found in Section II of this document. These actions are described below.

#### *Open Space*

- A concerted effort and focused incentives should be applied to create a cohesive and complimentary environment to Center City.
- Plan for the notion of a central open space for each area (the Quarry, East Meadows, and West Meadows).
- Emulate Ozarks setting – rolling hills, limestone bluffs, springs, streams, and karst topography.
- Use indigenous vegetation and materials when creating formal gardens that might reflect unique themes or historic references. Other garden types might include a botanical garden or an arboretum.
- Include recreational elements of neighborhood parks.
- Provide for area of high activity in the Quarry, the East Meadows, and the West Meadows, with sensitivity in the West Meadows to the overall vision for a large, pastoral, open space.



Jordan Valley Park view looking West

### *History*

- The *Jordan Valley Concept Plan* requires that the history and heritage of Springfield and Jordan Creek be respected and incorporated into all levels of design. While Springfield’s History Museum has many annals that record past events and architecture, a more detailed investigation than was permitted through this design process should be pursued. At the same time, Jordan Valley offers a forum to celebrate and recognize history as it occurs; it is through displays and artwork that recognize current leaders or events.
- Preserve historic structures that add value and provide context to the area and the surrounding urban fabric.

### *Arts and Culture*

- Continue to showcase local art talent and further the commitment to art and culture.
- Art and culture should continue to be integrated into design throughout the development.

### *Circulation and Parking*

- Identify and create a sense of place along historic Route 66.
- Increased parking availability is necessary to support the many recommendations by community members. Ideally, this should occur in structured parking rather than surface lots. Parking should be organized into public parking



Mural on the underpass along the greenway in JVP. Painted by: Farley Lewis. Photo Courtesy of Ozark Greenways

structures with the recognition that surface parking lots will be gradually converted for development purposes.

- Develop and implement a wayfinding system for navigating within Jordan Valley and downtown and for easily accessing Jordan Valley from highways and other parts of the City.
- Promote streetscape projects including boulevards – Boonville; Grant; Benton; St. Louis and College, and possible parkway projects along Chestnut Expressway, National Avenue, and Kansas Expressway.
- Promote greenway trails for biking, jogging, and walking.
- The current layout of streets in Jordan Valley does not provide for a through east-west connection near the heart of the park. Two streets that could be extended to provide this connection near the park valley are Phelps Street and Water Street. The Water Street realignment would be a two-lane boulevard. Future improvements to the area should accommodate this new right-of-way.
- Alternative transportation methods should be examined and encouraged. While the above vehicular connections will be critical to an efficient and safe environment, means of circulation such as walking and biking trails, as well as trolleys will provide alternative means for accessing and circulating within the park. The east-west trolley line could run on abandoned railroad tracks. Historic buildings that lie at critical points along the trolley route could be renovated and reused for trolley stops. These buildings could also be developed to accommodate museums or other displays. The north-south trolley route on Boonville is integral to the concept of linking Commercial Street, Government Plaza, and downtown Springfield. By providing a link to two main tourist destinations and restaurant concentrations, the trolley would increase the number of clients to these establishments. Additionally, it would reduce the need for parking to accommodate lunchtime surges, thereby operating as an economic development tool.
- The bike route through Jordan Valley would be separate from walking/jogging trails. The concept for walking/jogging trails includes a continuous trail that would make the park and major facilities more accessible to the physically disabled.

- The number of lanes, sidewalk widths, on-street parking, and type of uses that line the streets can help clarify street hierarchy. Streets must be interconnected in a manner that is clear to the visitor and marked with appropriate directional signs to major facilities. There are several large and small surface parking lots and parking structures in downtown. Flow into and out of these parking facilities and downtown should be integrated into the circulation and organization of Jordan Valley.

### *Pedestrian Environment*

- In successful urban environments, cities have found it beneficial to mix the flow of pedestrians and vehicles. Many streets in downtown Springfield already have on-street parking that not only protects the pedestrian from moving vehicles, but also ensures a minimum level of activity on the streets. It is expected that the pedestrian environment in Jordan Valley will establish a more consistent treatment for pedestrian amenities. Visibility into street level establishments and distinct street edges make walking a pleasurable experience. Natural areas that are well lit, visible, attractively landscaped with well-designed paths and spaces will make walking safe and enjoyable.
- Encourage comfortable pedestrian environments between streets and buildings.
- Promote and plan for biking and jogging pedestrian paths and trails.

### *Safety*

- The design of spaces and pathways should consider all aspects of personal safety. Whether it is the provision of phones and alarms at critical locations, or in the design of the paths to allow for police patrolling or in the design of paths and spaces that allow for easy surveillance, safety of the park user should be kept in mind at all times. Park spaces should also be designed to accommodate easy access by emergency personnel, both EMS and fire service vehicles should have easy access to the park spaces. Expansion of the Park Ranger services and diversification of the ranger duties to accommodate security and management needs in the park would help provide a safe environment in the park and would help with crowd management for special events.

### *Site Planning*

- For parks as large as Jordan Valley Park, future maintenance and upkeep of the park and its furnishings become as critical as the construction of new facilities occurs. The selection of materials should consider not only the upfront cost, but also the nature and cost of the upkeep of the material. The tendency to use inexpensive material and detailing often compromises the longevity and timeless quality of modern-day parks. Encourage a variety of views and connections into the park and use buildings to define the street edge.

### *Land and Building Use*

- Create a 24-hour, mixed-use environment within the Jordan Valley area.
- Promote infill development and redevelopment at the edges of the park.
- Promote high-density development.
- Encourage many types of amenities in the area around the park, for example the Springfield Exposition Center, a library, a multi-cultural center, baseball, farmers market, an amphitheatre, public art, sculpture gardens, etc. These amenities could be entertainment-oriented or cultural facilities, such as museums and galleries.
- There are many historic buildings in Springfield that are currently vacant that could be renovated to accommodate future enterprises and residential housing.
- Promote and encourage the development of residential uses in downtown. From the first *Urban Housing Market Study*, performed in 2002, until the most recent study done in August of 2007, the need for 270 additional housing units downtown was identified. Between 2002 and 2007, approximately 250 additional lofts were completed, bringing the total to nearly 300, while over 100 more were in the serious planning stages. In the 2007 study, the occupancy rate of rental loft units was 93%, with most vacancies being reported at recently opened units that were still in the absorption stage. In a recent survey, 805 loft and apartment units were identified in the Center City, with 98% occupancy. These units rent at an average price per square

foot per month at \$0.66, making them less expensive only to the Northwest quadrant of Springfield. Currently, the housing market is stagnant due to a lack of capital sources. Most condominium development that has occurred is being rented while the demand for the purchase of these developments is down. To promote the growth of the downtown area, cities across the country have found that in order to see more urban housing, they have had to accommodate establishments that cater to the daily needs of the resident population. These establishments include grocery stores, gas stations, convenience stores, dry cleaners, hardware stores, and other necessities.

- The Concept Plan recommends general land use and massing, based on an understanding of current development and market trends in the region. These may have to be revisited, but if revised, the new land use configuration should not compromise the overall vision for the area established through this design process. Graphically, the land use map may suggest a specific distribution of large clusters of like uses. The Jordan Valley design concept suggests that a mixed-use pattern of land uses may better serve the interests of both the resident and the business community, and therefore the Jordan Valley environment. Therefore, it may be preferable that the overlay district governing Jordan Valley development focuses on defining the performance of new development rather than the land use of the property. Many successful center-city neighborhoods have a mixture of diverse land uses side-by-side. In these instances, the evolution of the district occurs slowly and is less damaging to current owners and businesses. It is more sustainable, unique, and of better quality in the long run.

#### *Building Massing and Location and Architecture and Design*

Orient buildings and spaces towards the Park and use buildings to define the street edge. Emphasize architectural design that revives a sense of importance of civic activities and public places. New construction should strive to enhance the civic pride of Springfield for future generations.

## **General Considerations**

### *Financial*

The City of Springfield has creatively raised funds for the design, property acquisition, and initial construction of the Park through a bond issue. At the same time, the City has been aggressively pursuing alternative means for future funding needs. The City must realistically determine project costs and continue to pursue aggressively traditional financing options. In addition, the City must continue to look at creative financing techniques, fund raising through grant applications, and establishing partnerships for joint development with other public sector institutions or private sector investors to ensure the long-term stewardship of the Park and City infrastructure. The City may also consider county, state, and federal agencies as partners in development of the area. At a minimum, the following funding sources should be considered:

- Hotel/Motel Tax
- Capital Improvements (CIP) Sales Tax
- Park District Tax
- TEA-21, STP, and Enhancement Funds
- Rails-to-Trails Program
- Trust for Public Lands
- Competitive grants and foundation funds
- Missouri Department of Natural Resources (MDNR 319 Grants)
- Missouri State Park Funds
- MDC Heritage Foundation
- Missouri Land and Water Conservation Fund (LWCF) Grants
- Missouri Arts Council Grants, and National Endowment for the Arts
- Environmental Protection Agency (Brownfield, remediation grants, etc.)

- U.S. Army Corps of Engineers
- Federal Emergency Management Association (FEMA)
- Community Development Block Grants (CDBG)
- Tax Increment Financing
- Community Foundation Fund
- Community Improvement District
- Land Acquisition Endowments, and Land donation program
- Homeowner incentives or tax breaks

*Organizational*

While the City of Springfield and the Jordan Valley Advisory Committee have been successfully leading the design and fundraising for Jordan Valley, several other organizations could participate in the development of the area. Most of the organizations listed below are non-profit organizations that have participated in the development of parks across the country, whether as fundraisers and donors, as developers, or as coordinators of similar projects.

- Not-for-Profit Housing Providers
- Trust for Public Lands
- Lila Wallace-Reader's Digest Fund
- Neighborhood Organizations
- Horticultural Association
- University/College Programs
- University of Missouri Extension
- Conservation Foundations

- Crime Prevention Through Environmental Design (CPTED)
- Missouri Arts Council
- Springfield Regional Arts Council
- Ozark Greenways, Inc.
- Organizations, Businesses, Individuals
- Adopt-a-Park Program

*Regulatory*

There are many regulations that would help facilitate the realization of the Concept Plan. In addition to those already in place are those recommended below for further evaluation. All of these would, in some form or another, allow for creative approaches to development and quality control:

- “Tailored” land use performance standards
- Incentive programs to promote:
  - Housing intensification
  - Cultural, recreational and entertainment-oriented investments
  - Vertical mixed use developments
  - Historic preservation
- Overlay zoning district
  - Sub-district boundaries, for greater control and variation in design guidelines
  - Six-month demolition moratorium on structures older than 60 years.
  - Design review
- Special landscaping standards



**The Lofts at Jordan Creek on the corner of National and Chestnut Expressway have first floor retail and are an example of vertical, mixed-use developments**

- Transfer of development rights (TDR)
- Conservation easements
- Creation of a long-term maintenance funding mechanism to ensure enduring park stewardship and proper upkeep of City infrastructure
- Discussion of parking, event management, public assembly, and planning for park spaces



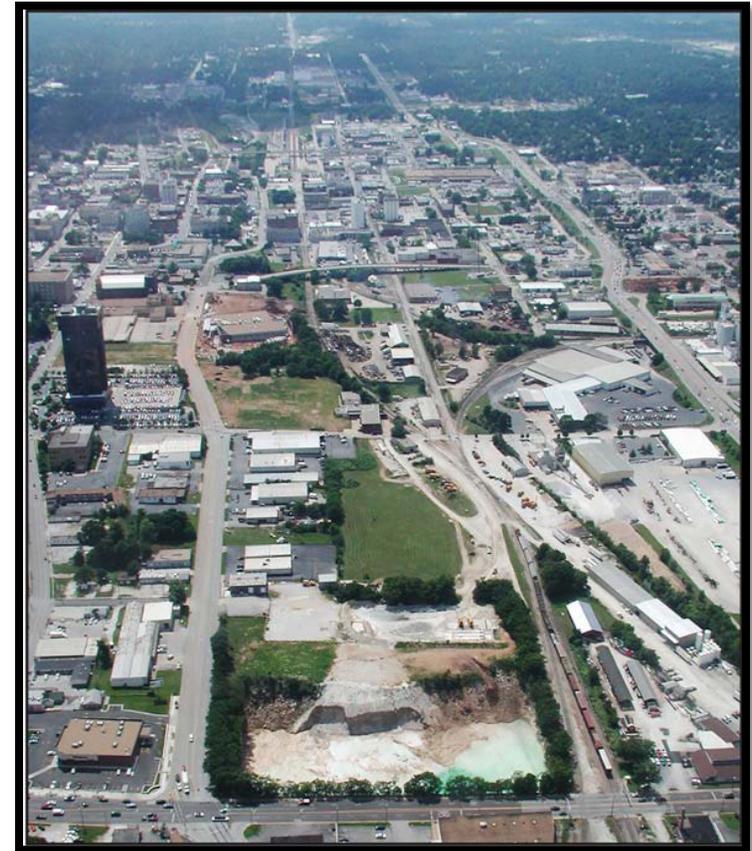
**The Lofts at Jordan Creek are a mixed-use historic renovation of a prior Brownfields site. It now holds residential lofts, offices, and retail.**

# Section Six

## Jordan Valley Design Guidelines

The following section lists a number of design guidelines that will assist developments within Jordan Valley in realizing the vision of the Concept Plan. These guidelines are structured around individual design principles and describe specific design strategies that will help maintain the design intent behind the Concept Plan.

The Concept Plan for Jordan Valley provides a vision for the future of the area. In order to encourage the development of the area and surrounding districts consistent with this plan, a number of design guidelines are recommended below. These design guidelines capture the fundamental design principles underlying the vision for Jordan Valley and Jordan Valley Park while reflecting the design direction for Springfield's downtown as set forth in *Vision 20/20*. These were developed after careful review and thoughtful input from community members, stakeholders, and staff and should be applied to projects within the defined Jordan Valley area.



View looking west from National Ave.

## Purpose and Intent

The design guidelines within this document are meant to be brief and easy to understand. Design guidelines describe desirable attributes of projects/areas and do not necessarily specify design solutions. These design guidelines are advisory in nature and are generally directional and performance based. They are intended to be timeless, however, changing market forces and building technologies may require that some aspects of these design guidelines are revisited and revised to maintain their timeliness. Some aspects of a design guideline may be illustrated with examples that describe the intent of the guideline in greater detail.

The Jordan Valley design guidelines are intended to:

- Provide early and appropriate direction to developments in Jordan Valley
- Offer a level of predictability regarding the quality of development to current and future investors
- Stimulate creative designs and high quality developments
- Demonstrate the public benefits of quality development in attracting new investment
- Be responsive to potential market changes and changes in the building industry by being general, open-ended and amenable to revision in most respects

## Application of Design Guidelines

For meaningful change in the way Springfield revitalizes its downtown area and nurtures the development of Jordan Valley, it is important that the design guidelines be applied consistently. In order to do so, these guidelines could be tied to an overlay district. The overlay district would be another layer superimposed on the zoning map for the area. The design guidelines would be utilized as part of the review process for development and redevelopment projects within the overlay district. Rezoning requests, plats, site plans, among others would be reviewed against the design guidelines for creative design solutions that provide consistent design features and attributes throughout the area.



Existing Water Street Streetscape

## Organization of Design Guidelines

The design guidelines are organized into several layers and correspond to the ten design principles established for Jordan Valley and Jordan Valley Park. These fundamental design principles hold the pieces of the Concept Plan together and provide the coherence and consistency that is critical to the evolution of the area. The design principles describe the overriding design attributes of the Concept Plan against which all projects built within the Jordan Valley planning area should be assessed.

These design principles are supported with design policies and guidelines but still offer much latitude in how the development unfolds. The urban design ideals underlying the principles should not be compromised. The fundamental notion of the design principles is to encourage development flexibility and market responsiveness while ensuring a level of certainty in the design quality and expression of Jordan Valley.



Proposed ideas for streetscape

## Design Principles

*Create a set of design principles that describe the intent of the Concept Plan and carry a consistent vision forward for years to come.*

**Open Space:** *Jordan Valley will consist of cohesive and continuous spaces*

Jordan Valley should be composed of consistent landscape and urban design elements and should be built around a well-connected open space network.

**History:** *Jordan Valley will respect and respond to the urban context*

Jordan Valley and its buildings should embody and celebrate not only past and present, but should allow future generations to leave their imprints.

**Arts and Culture:** *Jordan Valley will showcase Arts and Culture in Springfield*

Jordan Valley should continue to demonstrate Springfield's commitment to the arts in the design of its streetscape elements, outdoor art exhibits, building architecture, and in the concentration of cultural facilities such as its museums and theaters. The Creamery Arts Center, home of multiple arts organizations and located immediately north of the existing Jordan Valley Park, is a fine example of Springfield's commitment to arts and culture.

**Circulation and Parking:** *Jordan Valley will be structured around a cohesive and comprehensive circulation system*

Jordan Valley should accommodate a variety of modes of travel that reinforce the visual, physical, and psychological connections within and around the park.

**Pedestrian Environment:** *Jordan Valley will foster livable streets and sidewalks*

Jordan Valley should accommodate a variety of activities that appeal to many users, linked by attractive pedestrian pathways that will be accessible to all visitors and make use of strategically placed park benches to accommodate all visitors to the area.

**Safety:** *Jordan Valley will be a “clean, safe, and friendly” public amenity*

Jordan Valley should represent quality maintenance, policing, and safe design of public spaces.

**Site Planning:** *Jordan Valley will exemplify the best of urban design and environmental management concepts*

Jordan Valley should renew and preserve the natural environment for all generations by using a variety of sustainable practices.

**Land and Building Use:** *Jordan Valley will be a unique destination, containing uses that are a source for urban vitality*

Jordan Valley should have a mix of civic, recreational, entertainment, residential, office, institutional, and unique retail uses.

**Building Massing and Location:** *Jordan Valley will have integrated natural and built environments*

Jordan Valley should incorporate both buildings and a natural environment that are interdependent and share a common theme.

**Architecture and Design:** *Jordan Valley will have a cohesive and consistent identity*

Jordan Valley should develop incrementally, create and maintain a unified identity, and foster a sense of civic importance.

Each design principle contains a policy statement. Design policies are intended to be performance based. The policies are highly flexible and long lasting, and should be able to withstand shifting design trends. Development projects should be assessed against the design principles and policy statements.

Organized around the policy statements, the design guidelines support each policy and describe more targeted design criteria. These guidelines highlight design features/attributes that should be consistently developed throughout the area while encouraging creative

design solutions. Although not mandatory, each development proposal should achieve the intent of the policy statements and design principles.

## Design Guidelines

The following design guidelines have been separated into two categories: General and Site-Specific Design Guidelines. General Design Guidelines target issues that apply to any development within Jordan Valley, whether it is an open space proposal, garden, streetscape, building, or development proposal. They incorporate thematic approaches that make up the larger Concept Plan guidelines and describe how individual projects should be integrated within the overall Concept Plan. Site-Specific Design Guidelines are applicable only at the site planning level or to individual developments. These would influence project-specific issues such as the site layout, distribution of building uses, and aesthetics.

### General Design Guidelines

These guidelines target issues that apply to any development within the park planning area and direct a project's response toward the overall vision for the park.

**OPEN SPACE:** Jordan Valley will consist of cohesive and continuous spaces  
Implementation Policies:

- Jordan Valley should maintain a continuous flow of open space as it develops incrementally.
  - Connect and relate the community open space network to spaces destinations within Jordan Valley.
  - Define the flow open space by the setting, orientation, and the design of adjacent buildings. Discourage buildings that obstruct the flow of open space.
  - Design an open space network that is comprised of many specialized settings with different purposes and activities, of different sizes, programs, surfaces, and landscaping. Some examples of open space would be:

- Open Meadows
  - Tree-lined Corridors
  - Meandering Promenades
  - Gardens
  - Entry Plazas
  - Hard-Surfaced Plazas
  - Small Courtyards
  - Pocket Parks
- Use symbolic or flowing water to provide a sense of continuity in the park.
    - Adjoining properties shall accommodate the Jordan Creek corridor into their design. Developments that lie adjacent to Jordan Creek, as shown in the *Jordan Valley Concept Plan*, should either develop the water feature or provide an easement that allows for attractive landscaping and appropriate treatment of the water's edge.
    - Emphasize the connection of developments that lie along the edges of Jordan Valley Park to the park valley. Developments should integrate either flowing or symbolic water features that eventually connect to Jordan Creek.
    - Developments or public rights-of-way that separate an edge development from Jordan Creek should integrate and help maintain the continuity of the water feature.
    - Use water in a variety of interactive forms throughout Jordan Valley Park including:
      - Moving streams, channels, or canals
      - Waterfalls or water walls
      - Still pools or ponds
      - Fountains
      - Cascading water

- Unusual forms such as mist, steam, fog, and ice
- Create a continuous network of pedestrian paths/bicycle lanes throughout Jordan Valley.
  - Ensure that the spaces and activities of new developments (public or private) are linked to the network of pedestrian oriented paths, bicycle lanes, and trails for Jordan Valley.
    - Provide connections between buildings and public sidewalks. Where a building entrance does not lie immediately adjacent to a public sidewalk or a pedestrian path, a walkway 12'-0" wide or greater should connect the entrance to the sidewalk or pedestrian path where physically feasible.
    - Where a parking lot lies between a building entrance and a sidewalk, a raised walkway 12'-0" wide or greater should be placed within the lot and be paved so that it is a continuous visually uninterrupted route.
  - Provide gradual slopes to allow safe and convenient pedestrian access between the park and surrounding neighborhoods and districts along the bluffs and rolling hills of Jordan Valley Park.
    - Locate switch-back trails at points of entrance into the park open space, such as at the termination of streets and other public rights-of-way.
    - Where a continuous public right of way to the park is not available, consider a minimum of 8'-0" wide easements across private properties to maintain access to the hill climb from a public right-of-way.
    - Integrate ramps or public elevators to provide access to the disabled along a hill climb.
- Extend the Jordan Valley Park environment into the surrounding built environment and vice versa.
  - Maintain and extend building edges and the City's grid into the park.
    - Connect the design of the park open space and correspond the location of new facilities within Jordan Valley to the density, height, setback characteristics, and bulk of adjacent developments beyond the park.
    - Provide visual linkages using wayfinding signage, banners, landscaping, etc. between Jordan Valley Park and other key community facilities and resources such as the Discovery Center, Landers and Gillioz Theaters, Art

Museum, Dickerson Park Zoo, Wonders of Wildlife Museum, educational facilities, Commercial Street, and Government Plaza.

- Designate select streets as “boulevards” that extend the park out into neighboring developments.
  - Intensify the landscaping (street trees and planters) along boulevards.
  - Incorporate wide sidewalks (typically 10’-0” to 12’-0”) along the stretch of a designated boulevard for an appropriate distance beyond the park to allow a transition from surrounding areas into the park.
  - Introduce attractive streetscape elements, such as seating and attractive paving, to distinguish boulevards from other streets.
  - Designated boulevards include Grant Avenue, Boonville Avenue, Benton/Kimbrough Avenue, John Q. Hammons Parkway, Sherman Parkway, Trafficway, Main Avenue, and Water Street.
- Designate select streets as view corridors.
  - Maintain a constant setback along the first several blocks of a view corridor from the park’s edge.
  - Either buildings or trees can frame a view corridor, but the framing element(s) should be consistently applied for an appropriate distance beyond the park to allow a transition from surrounding areas into the park.
  - The design of buildings or landscapes that terminate view corridors into or from the park should be on axis within the frame, and be distinctive from neighboring developments through one of the following means:
    - a) Greater height
    - b) Contrasting element (such as architectural fenestration, vegetation or sculpture)
    - c) Contrasting color (architectural or landscape)
- Apply a consistent treatment or design to the streets surrounding and within the park to denote the arrival at a significant or unique place. Use the following decorative elements to identify significant streets and corridors leading to or from Jordan Valley Park:

- Pennants and Banners
- Interpretive Graphics
- Pedestrian Lights
- Landscaping
- Art
- Paving
- Apply a consistent treatment or design to the following elements in Jordan Valley:
  - Interpretive Graphics
  - Pedestrian Lights
  - Street Signs
  - Paving

## HISTORY: Jordan Valley will respect and respond to its surrounding historic context

### Implementation Policies:

- Acknowledge and celebrate Springfield's historic building stock through a commitment to restoration and adaptive use.
  - Preserve significant architectural features from existing buildings.
    - Where building structures are not salvageable, retain and reuse historic facades or architectural accoutrements of buildings.
    - If buildings must be demolished, preserve the key architectural elements for interpretation, education, and adaptive reuse.
  - Preserve or recreate the historic fabric of downtown Springfield that had zero front and side setbacks, and an average building height of three stories.
  - Preserve, rehabilitate, and adaptively reuse the seed/feed mills and their towers as important landmarks where feasible.

- Use murals, vibrant colors, or other decorative elements to highlight the mills.
  - Where appropriate, redevelop the mills with residential, office, and retail opportunities that are market-driven.
- Design new buildings in Jordan Valley to blend with the surrounding building context.
  - Respect and reflect the desirable characteristics of many nearby historic, turn of the century, buildings through the use of similar materials, cornice height, roofline, rhythm and size of windows, or size and treatment of entrances.
  - Represent the architecture of the times through the use of modern building techniques and technologies.
  - Integrate high-quality materials and surfaces, as well as a building life cycle of at least 75 years.
- Recognize significant past and historic events, individuals, buildings, vegetation, geology, and agricultural and industrial heritage throughout Jordan Valley and the Greater Downtown area.
  - Provide symbolic landmarks such as monuments, obelisks, and freestanding sculptures.
  - Use historically representative street furniture and park materials, such as light fixtures, benches, etc.
  - Display interpretive markers and signs.
  - Recreate or reestablish historic artifacts or buildings and their settings.
  - Reenact historical events, personalities, or lifestyles in museums or outdoor displays.
  - Develop a coordinated set of display panels, information kiosks, and maps throughout Jordan Valley.

## ARTS AND CULTURE: Jordan Valley will showcase Arts and Culture in Springfield.

### Implementation Policies:

- Recognize the role of Jordan Valley as the primary cultural destination in the City by locating unique, one-of-a-kind and cultural amenities within or in the vicinity of the park.
  - Incorporate visual and performing arts in a variety of venues within Jordan Valley.
  - Support amateur performing arts, such as street plays, mimes, acrobats, etc. through creative design of open space on public properties.

- Demonstrate a commitment to art and culture by providing:
  - Outdoor spaces for displaying art.
  - Space to display art in lobbies.
  - Artistic elements into buildings and landscape design.
- Integrate art as a fundamental element within Jordan Valley
  - Include artists on the design team for significant private or public projects within Jordan Valley
  - Develop art elements that are playful, interpretive, interactive, and stimulate a variety of senses, such as:
    - Light
    - Sound
    - Fragrance
    - Texture
  - Involve art in every development, not only as individual commissioned pieces, but also integrated into the design of both the build and natural environments, particularly:
    - Blank building facades
    - Courtyard/Plaza design
    - Solid fences/walls
    - Building materials
    - Topiaries
    - Water features
    - Landscaping
    - Building and landscape lighting

- Celebrate “gateways” to Jordan Valley and Jordan Valley Park on surrounding public and private properties using one or a combination of the following techniques:
  - Integrate prominent architectural forms on buildings
  - Create major works of art, such as sculptures or other features
  - Provide large, flowering specimen trees
  - Install monuments such as obelisks, towers, and gateposts
  - Provide artistic treatments of the many mills in and around Jordan Valley.

**CIRCULATION AND PARKING:** Jordan Valley will be structured around a cohesive and comprehensive circulation system.

Implementation Policies:

- Design a multi-modal circulation system for Jordan Valley including vehicular roadways, bicycle paths, pedestrian oriented sidewalks, and public transit.
  - Retain existing infrastructure, where feasible, such as the abandoned rail tracks, for future circulation.
  - Design new buildings/developments consistent with the circulation plan.
- Design and locate local roads, new trails, and pedestrian paths according to the *Jordan Valley Concept Plan*.
- Design and locate parking facilities to encourage shared use with neighboring facilities.
  - Locate shared parking facilities such that they are accessible and visible from neighboring properties.
  - Increase allowable Floor Area Ratio (FAR) by a factor of 0.5 for every 50 stalls of shared parking.

**PEDESTRIAN ENVIRONMENT:** Jordan Valley will foster livable streets and sidewalks.

Implementation Policies:

- Design public rights of way for pedestrians - within Jordan Valley Park and an appropriate distance beyond the park to allow a transition from surrounding areas into the park.
  - Introduce frequent, highlighted, and well-designed pedestrian crosswalks and trail crossings in appropriate locations on all non-arterial roads.
  - Design pedestrian walkways within the Jordan Valley area to accommodate a variety of users. Generally, sidewalks should be at least 8'0" wide, but in some cases, walkways will be wider to accentuate the prominence of the corridor.
  - Design trails to accommodate multiple users. Generally, multi-use trails should be 12'0" wide.
  - Enliven sidewalks by using one, or a combination, of the following techniques:
    - Orient buildings and their entrances towards the sidewalk.
    - Provide a high level of visual connection between indoor and outdoor spaces.
    - Provide frequent entryways, windows or display cases that offer a high level of transparency along the street level of buildings.
    - Provide ample landscaping to enhance blank facades, monotonous fences, and gaps in street activities.
    - Use street trees to soften the sidewalk environment.
    - Provide on-street parking on all non-arterial and some arterial streets to protect pedestrians from traffic.
    - Design building open spaces so they adjoin sidewalks for active use, for instance, by providing chairs, tables, games, kiosks, etc.
    - Allow cafes and retail displays to spill over onto the sidewalk as long as they leave a clear pedestrian passage width of 5'0".
    - Permit street vending on sidewalks, where possible, within applicable regulations.
- Use pedestrian-friendly lighting to light the sidewalks.
  - Cluster benches, pedestrian lighting, trashcans, recycling containers, and other pedestrian amenities along sidewalks.

- Provide pedestrian scaled lighting that is appropriately spaced.
- Use pedestrian light poles for other purposes, such as banners, hanging plants, and to attractively display community news.
- Provide signage and interpretive graphics oriented to pedestrians, along with street signage for drivers.
  - Place pedestrian signage at open space areas, building entrances, and key areas throughout Jordan Valley.
  - Ensure that an adequate amount of wayfinding and directional signage is provided to allow pedestrians to circulate conveniently throughout Jordan Valley.
  - Pedestrian signage should:
    - Be consistent with the overall design concept
    - Include words, symbols, and maps
    - Describe major facilities and paths within and adjacent to the park.
    - Display stories/events/educational information

**SAFETY:** Jordan Valley will be a “clean, safe, and friendly” public amenity.

Implementation Policies:

- Design spaces with public safety and visibility in mind.
  - Consider the following details when designing safe and visible buildings and spaces within Jordan Valley:
    - Building details
    - Non-slip paving
    - Parking lots
    - Building and site entrances
    - Lighting
    - Landscaping

- 24-hour activity
  - View to outdoor public spaces
- Provide appropriate protection for park users or pedestrians during periods of inclement weather. Considerations may include:
  - Awnings or canopies adjacent to public rights of way
  - Snow and ice removal
  - Heated sidewalks
  - Shaded areas
  - Bus shelters
  - Minimal interaction with storm drainage
- Address the needs of the visually and physically challenged in designing spaces within Jordan Valley so that they may enjoy and experience the area.
- Incorporate vandal resistant materials in the design of buildings, outdoor spaces, and landscapes.
- Provide access to emergency services (call boxes, etc.) and locate rest areas at appropriate locations throughout Jordan Valley.

**SITE PLANNING:** Jordan Valley will exemplify the best of urban design and environmental management practices.

Implementation Policies:

- Use landscaping and open space as an integral and significant component of the development site.
  - Discourage the creation of narrow green islands along urban streets. These landscape strips serve minimal visual purpose, are a maintenance challenge, and provide little, if any open space benefit.
  - Incorporate intensive landscaping within parking lots to establish an overall green effect of the park extending into the surrounding areas and development.

- Surface parking lots should have low walls along the street edge, together with hedges, trees and other plantings to screen the view of cars without creating safety concerns.
    - The interior portions of parking lots should be planted with trees on the basis of one tree (minimum caliper of 2”) per four parking stalls.
    - The use of pervious pavement, bio-swales, or similar practices should be encouraged to reduce stormwater runoff.
  - Require attractive landscaping of the entire site, including:
    - Hiding service areas from view of passersby.
    - Highlighting the entrance to the building or the project site.
    - Activating outdoor spaces through design and site furnishings.
- Use ecologically friendly methods in the design of development sites.
  - Incorporate flood-tolerant landscaping surfaces and construction methods within floodplain boundaries in the park.
  - Discourage chemically dependent landscape materials.
  - Encourage the use of wildlife friendly practices including minimum fencing and low water consumption devices.
  - Encourage the use of indigenous (native) plant species by recreating the vegetative mix found in the Ozarks.
  - Use native building materials for landscaping/streetscape elements.
  - Include techniques such as on-site composting facilities for recycling yard waste for sites larger than 20,000 square feet.
- Develop sound, yet innovative techniques within Jordan Valley for overall watershed management.
- Design and orient sites to address the impact of solar orientation on building energy use.
  - Shade buildings from western/northwestern exposure during summer.
  - Encourage the use of natural lighting for public areas such as corridors, lobbies, galleries, etc.

- Design public spaces for maximum visibility and use.
  - Frame public spaces with building facades containing windows on at least the ground level.
  - Place public spaces in locations that are visible from nearby streets.
  - Provide public spaces that can accommodate food vendors.
  - Include hard surface areas in the design of public spaces for events, performances, and gatherings of varying sizes.
- Integrate ADA-compliance measures to serve as a complete part of the overall building and site, rather than separate features that have been added.

**LAND AND BUILDING USE:** Jordan Valley will be a unique destination containing uses that are a source for urban vitality.

Implementation Policies:

- Promote mixed-use developments along the major streets in Jordan Valley.
  - Major streets to focus on are St. Louis / College Streets, Mill Street, Phelps Street, Tampa Street, Campbell Avenue, Jefferson Avenue, Boonville Avenue, Hampton Avenue, National Avenue, Chestnut Expressway, and Kansas Expressway.
  - Encourage the vertical mix of uses and require that at least 50% of a street frontage to be dedicated to retail use on all buildings. Exceptions may be granted to the following:
    - Public assembly
    - Maintenance
    - Town homes/walk-up apartments
    - Single family homes
    - Industrial
  - Encourage a variety of residential types within development sites that are larger than 20,000 square feet, such as:

- Apartments
  - Condominiums
  - Senior homes
  - Townhouses
  - Residential Lofts
  - Live/Work Spaces
- Intensify the density of development within Jordan Valley.
  - Concentrate and cluster public buildings and uses within Jordan Valley.
    - Include large open spaces in the design of significant public facilities.
    - Locate public assembly buildings at prominent locations within walking distance (1200 feet) of public parking decks, public spaces, transit, and/or other public investments to maximize the benefits of these investments.
    - Encourage public buildings to share amenities, such as open space, access roads, parking, and security.

**BUILDING MASSING AND LOCATION:** Jordan Valley will have integrated natural and built environments.

Implementation Policies:

- Design sites and buildings that create well-defined edges that reinforce the urban character of downtown and enhance the quality of adjacent streets and public spaces.
  - Encourage building placement along the edge of the street. Buildings located along the street provide a cohesive and consistent façade and streetscape. Buildings may be set back from the street, but should only be for the express purpose of providing usable community space.
    - To ensure that the space is usable, community spaces should be at least 500 square feet in area and 20' in width.
    - The space should incorporate at least three of the following:

- Seating
  - Water feature
  - Seasonal planting
  - Trees with a minimum of 3” caliper (measured 6”-12” from the root ball)
  - Textured paving
  - Pedestrian-scale lighting
  - Sculpture or other artwork
- Parking lots should be placed beside or behind buildings along primary streets. Under certain circumstances parking may be appropriate adjacent to the street. In those instances, the parking lot must provide an edge along the street and be compatible with the surrounding building and streetscape.
  - Bury site-related utility lines.
  - Consolidate site open space for use that is more effective and landscaping of the space.
  - Encourage the use of zero to minimal setbacks within Jordan Valley. Setbacks could be allowed in one of the following circumstances:
    - For buildings that are more than 35’ in height, a maximum of 1:1 ratio for each additional foot in height would be required.
    - Dedication of the front part of the property to a public space/usable amenity.
  - Design buildings in a manner that enhances the quality of adjacent public spaces.
    - Provide ample glazing through windows and/or doors to allow for visibility of the open space from inside.
    - Provide openings from within a building onto adjacent open space.
    - At least 20 square feet of any usable public space should receive sunlight for at least three hours between May 1 and September 30.

- Buildings adjoining a public space should not block the view of the space from adjacent streets.
- Design buildings that open to the street level.
  - Street level openings should have at least 75% transparency along a building façade. This may be achieved through:
    - Openings or windows every 25 linear feet of the façade
    - Generous amounts of glass.
    - Translucent glass or display panels where interior functions do not allow the use of glass windows.
    - Openings and articulations at the pedestrian viewing level.
  - As a last resort, some opaque walls may be treated with large scale, artist-designed murals, vegetated living walls, or similar sustainable treatments.
  - Blank walls along streets and public spaces should be discouraged.
  - Buildings should be encouraged to have a plaza, forecourt, or garden on at least one side or within its four walls.
  - If the building is setback by more than 20', use intensive landscaping like hedges and trees, or fencing to reinforce the street edge.

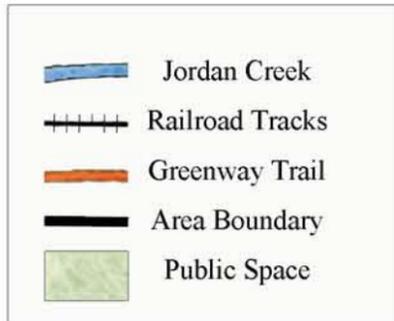
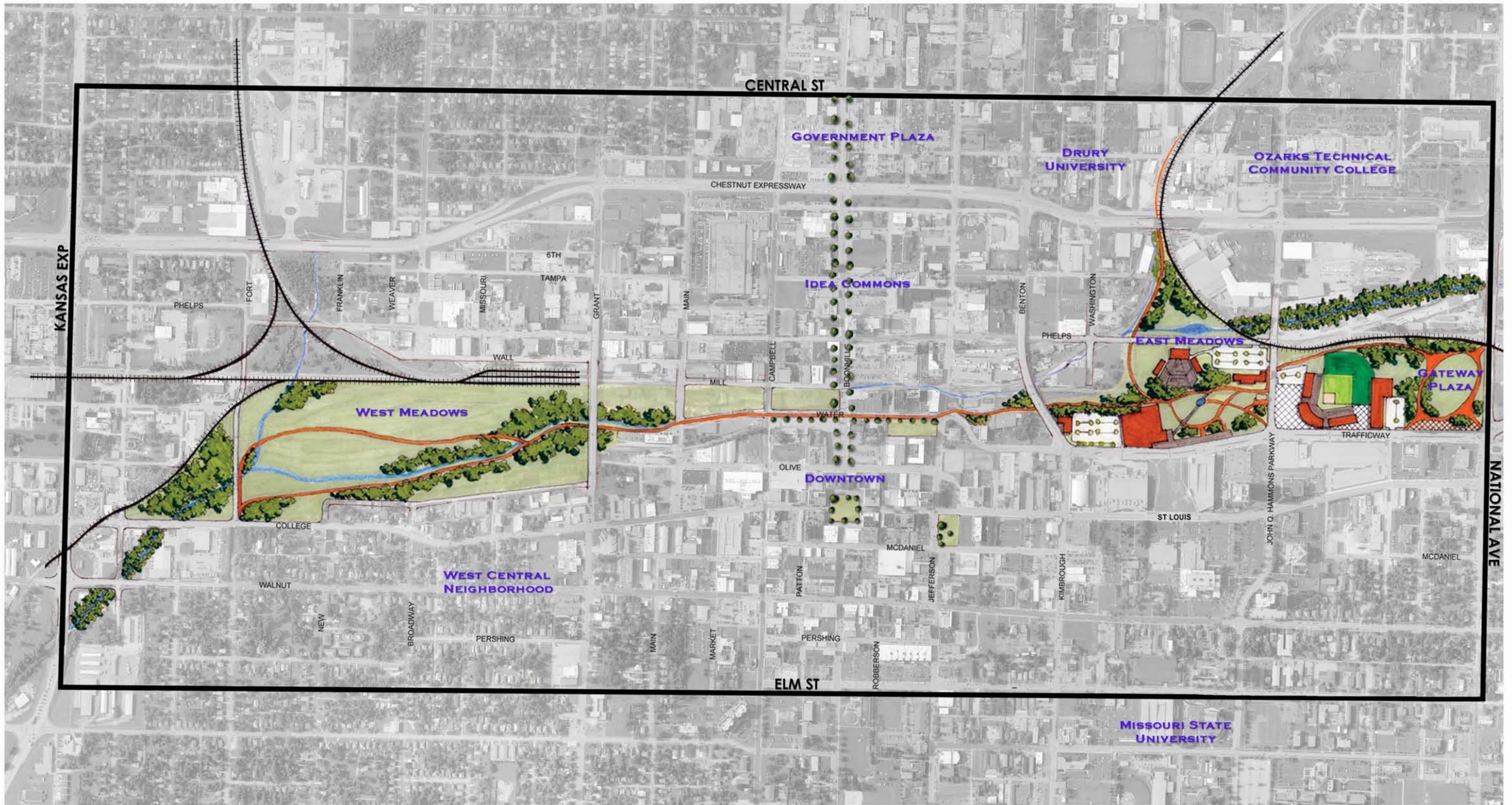
## ARCHITECTURE AND DESIGN: Jordan Valley will have a cohesive and consistent identity.

### Implementation Policies:

- Articulate long linear facades or walls through one of the following means:
  - Variation in the surface of the building through color, materials, recesses, etc.
  - Varying the roofline.
  - Increased fenestration.
  - Exposing the structural modulation
  - Art
- Articulate top 10% of every building through one of the following means:

- Varying the roofline.
- Creating a variety of volumes on the upper stories/roof.
- Architectural detailing at the cornice.
- Sloping roofline
- Articulate the lower 12-16' of multi-story retail, office, residential buildings through materials, architectural ornamentation, detailing, glazing, lighting, etc.
- Articulate public parking decks through a combination of architectural design, ground floor retail and landscaping to improve their appearance.
- Design public spaces that allow for a variety of events and activities of various sizes.
  - Blank walls exceeding 50 linear feet in length along a public open space should be enhanced with art or landscaping.
  - Place building services along a service or a side street and not along an open space.
  - Paved public spaces or areas that are larger than 200 square feet should be designed to accommodate food vendors, including infrastructure such as water supply, electricity and solid waste disposal/recycling.
- Provide prominent entrances to retail, office, and mixed-use buildings.
  - Building entrances should be prominent and distinctive, through increased articulation, size, or volume.
  - Building entrances should face an adjacent street.
  - If, for very special circumstances, the entrance cannot face an adjacent street, it should be within 30' of the adjacent street.
- Design buildings to let the open space take precedence and be more visible.
  - Maintenance buildings and other structures should be designed to blend with the architecture and quality of buildings.
  - Encourage the use of natural materials and colors that blend with the natural environment for building facades that face the park open space.

- Hide blank facades that face the park open space with trees and shrubs.
- Buildings within Jordan Valley should be designed to minimize the separation between the inside and the outside, especially the side of the building that faces the park.
- Design buildings emphasizing sustainable/green techniques, materials, and practices.
  - Emphasize waste minimization through use of construction and demolition recycling and use of minimal-waste in construction and packaging materials.
  - Emphasize use of recycled products in construction.
  - Minimize stormwater runoff through sustainable stormwater management practices.
  - Emphasize water conservation practices through design and maintenance.
  - Reduction of carbon footprint through energy conservation.
- Buildings involving cultural and community activities and public assembly should be designed as civic landmarks, with more dramatic forms, colors, rooflines, lighting, materials and details than what is used in private non-residential buildings.



# JORDAN VALLEY CONCEPT MASTER PLAN