GRANT AVENUE PARKWAY CORRIDOR PLAN

Adopted – March 22, 2021
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INTRODUCTION & CONTEXT
In 2019, the City of Springfield received a $21 million federal BUILD (Better Utilizing Investments to Leverage Development) grant to design and build the Grant Avenue Parkway (GAP). Once complete, the Parkway will create an off-street pedestrian and bicycle pathway along Grant Avenue between Sunshine Street and College Street, in the heart of Springfield. The 3-mile stretch will connect downtown Springfield with the Wonders of Wildlife National Museum and Aquarium (WOW) – linking authentic Springfield experiences for both residents and visitors. The Parkway route will further connect parks and recreation amenities, neighborhoods, schools, and fill a vital gap in the Ozark Greenways trail system. This Corridor Plan complements the Parkway project, serving to guide development decisions in the neighborhoods and public spaces along the Grant Avenue corridor.

IN THIS CHAPTER
- Planning Area
- More Than a Street project
- Grant Avenue Parkway Overlay District
- Placetype Overview
- Community Engagement
- Proposed Placetypes Map
- Current Zoning Map

The Plan breaks the corridor down into six different subareas, Areas A through F. Each subarea plan is intended to capitalize on the unique character of the area and accommodate existing development while encouraging additional opportunities for redevelopment and reinvestment of the properties within the subarea. The goal of the subarea approach is to encourage development that enhances local sense of place while complementing the broader Grant Avenue Parkway corridor, adjacent neighborhoods, and downtown. The Corridor Plan also provides guidance on transportation access, connections, and safety for all modes of travel between the Grant Avenue corridor and surrounding areas. The framework aligns with the Grant Avenue Parkway preferred design concept being used in the design-build process.
PLANNING AREA

The Grant Avenue Parkway Corridor Plan addresses the section of the Grant Avenue Parkway route between College Street and Fassnight Park. The Plan focuses on those areas adjacent to the Parkway that are generally within 500 feet east and west of the Grant Avenue centerline, as well as Grand Street.
MORE THAN A STREET PROJECT

The Grant Avenue Parkway is truly more than just a street project. The Parkway is an opportunity for the City to invest in a public amenity that, with the proper planning and development tools in place, can also be used to spur private investment. The Plan includes recommendations and strategies to encourage the creation of unique places and strengthen community identity with an emphasis on new development being designed at a pedestrian-scale.

The intent of the Plan is to promote reinvestment and redevelopment that leverages the new Parkway as an asset. The Plan will also be used to inform updated regulations that provide for greater flexibility to achieve high-quality design and foster sense of place.

GRANT AVENUE PARKWAY OVERLAY DISTRICT

The recommendations of the Grant Avenue Parkway Corridor Plan will be used to guide the creation of new development regulations and zoning code amendments that will impact the experience and beautification of both public and private properties. Following the adoption of the Corridor Plan, it is recommended that Grant Avenue Overlay District be established as primary implementation mechanism.

INCREASED FLEXIBILITY, INCREASED QUALITY-OF-PLACE

The ultimate goal of the Plan is to promote reinvestment and redevelopment that leverages the new Parkway as an asset. The Plan will inform updated regulations that will ask more of the development community in delivering high-quality design that fosters sense of place. In exchange, those same regulations will also provide greater flexibility regarding what residents and business owners can do with their property, including a broader range of permitted uses and permitted height and density, and provide for greater creativity in design.

PLACETYPE OVERVIEW

The City of Springfield developed the Grant Avenue Parkway Corridor Plan to align with future land use and development policies defined in the Forward SGF Comprehensive Plan. While Forward SGF was still in draft form as the Corridor Plan was developed, the community input received during the Forward SGF process lends strong support to the recommended development.

The Corridor Plan builds on the concept of "placetypes" defined in the Forward SGF draft plan. Each placetype illustrates a logical and common-sense approach to planning that differs from zoning. Rather than focus on the use of a specific parcel of land, the placetype approach looks at the collective mix of uses that function together to create Springfield’s unique neighborhoods and districts (places). These placetypes define the characteristics, scale, form, function and overall use in a given geographic area.

COMMUNITY ENGAGEMENT

Public Input for the Grant Avenue Parkway Corridor Plan was collected throughout the Public Visioning and Public Concept Development phases of the Parkway design process. That input, along with previous input received through the Forward SGF Comprehensive Plan process, was used to inform recommendations related to preferred future land use mix, urban design, connections to surrounding neighborhoods, and improvements to the transportation network.
The desired character and intensity of development defined in the Corridor Plan is founded in the placetypes established during the Forward SGF Comprehensive Plan process. The Grant Avenue Parkway marks the intersection of four placetypes within the broader, City-wide land use and development framework.

The northern portion of the corridor represents the western edge of Downtown Springfield. This transitions to the central portion of the corridor situated in the heart of the historic West Central neighborhood (birthplace of Route 66) which is made up of a mix of higher density Mixed Residential blocks and Established Neighborhood blocks with a solid stock of single-family homes. As redevelopment occurs, additional Mixed-use neighborhood centers are envisioned at key cross-streets including Mt. Vernon and Grand Street. The southern portion of the corridor is also targeted for redevelopment away from outdated or obsolete commercial and industrial structures to a mix of higher density residential development and mixed-use development at Catalpa Street and the Fassnight Creek Greenway.
GRANT AVENUE PARKWAY CORRIDOR PLAN
The Plan breaks the corridor down into six different subareas, Areas A through F. Each subarea plan is intended to capitalize on the unique character of the area and accommodate existing development while encouraging additional opportunities for redevelopment and reinvestment of the properties within the subarea. The goal of the subarea approach is to encourage development that enhance local sense of place while complementing the broader Grant Avenue Parkway corridor, adjacent neighborhoods, and downtown. The Corridor Plan also provides guidance on transportation access, connections, and safety for all modes of travel between the Grant Avenue corridor and surrounding areas. The framework aligns with the Grant Avenue Parkway preferred design concept being used in the design-build process.

IN THIS CHAPTER
- Corridor Framework
- Block Typology
- Roadway Improvements
- Development Enhancements
- Subarea Plans
CORRIDOR FRAMEWORK

With Forward SGF placetypes as a starting point, the corridor planning area has been further divided into six functional subareas (A-F) that help define how city-wide land use and development policy is applied at the local level. Each subarea has a distinct role to play within the corridor with a unique mix of desired future uses and development intensity, redevelopment opportunities, and relationship to the surrounding neighborhoods. Several factors were considered in defining the subareas including the underlying placetypes, community input, the investment of the BUILD Grant along Grant Avenue, street classification and function and preservation of existing structures.

Legend

- Grant Avenue Corridor
- Proposed Intersection Improvement & Placemaking Focal Points
- Proposed Crosswalk Enhancement
- Proposed Raised Mid-block Crossing
- Alley Opportunity
- Cross-Access
- Potential Pedestrian Connections
- Potential Roadway Realignment
- Grant Avenue Roadway Reconfiguration
- Proposed Bike Lanes
- Proposed Parallel Parking
BLOCK TYPOLOGY

Each Corridor Plan Subarea is discussed in further detail in the following section. Annotated block typology diagrams are provided for each subarea to illustrate design elements within desired future development such as parking and access, setbacks, and transitions to adjoining existing development. The subarea block typologies help define the character and intensity of future development along Grant Avenue. Example images are also provided to highlight urban design and architecture considerations.

The block typologies provide a bridge between recommended land use and development policy and future zoning amendments needed to facilitate desired development. The key below indicates which block typologies are supported within each subarea.

<table>
<thead>
<tr>
<th>Block Typology</th>
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<th>D</th>
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<td>Single-Family Attached</td>
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<td>Multifamily</td>
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<tr>
<td>Mixed-Use</td>
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The City was fortunate to receive a grant to fund the design and construction of the Grant Avenue Parkway which will be completed in the next couple years. Moving forward, additional transportation improvements will be needed to enable redevelopment and private investment to fully benefit from this unique public project. The Plan includes a number of transportation recommendations to be implemented as new investment occurs including enhanced connections to the new Parkway, to the West Central neighborhood and Downtown Springfield, and to the Fassnight Creek greenway.

**ROADWAY IMPROVEMENTS**

**PROPOSED INTERSECTION IMPROVEMENT**

Key intersections need to be reconfigured to improve safety for all modes of transportation. Improvements may include realigning travel lanes, installing curb bump-outs, and redesigning the intersection to accommodate a roundabout.

**PLACEMAKING FOCAL POINTS**

These higher traffic intersections are also opportunities to implement placemaking elements to promote activity along the trail and foster a strong connection to the surrounding area. Example placemaking elements include streetcasing such as furniture and decorative lighting, neighborhood gateway elements, public art, plaza space, and pocket parks. A larger opportunity for placemaking includes the underutilized area just west of Walmart on Grand Street.

**PROPOSED CROSSWALK ENHANCEMENT**

Opportunities exist to enhance existing and unmarked crosswalks to high-visibility crosswalks, such as continental crosswalks and raised crosswalks. Bike crossings can be painted to improve its visibility and safety when bicyclists are crossing an intersection.

**PROPOSED RAISED MID-BLOCK CROSSING**

Areas with longer block lengths provide opportunities for mid-block crossings. This provides a safe method for pedestrians to cross Grant Avenue.
POTENTIAL PEDESTRIAN CONNECTIONS
Future redevelopments should leverage opportunities to establish public pedestrian access to adjacent side streets and community assets such as Hawthorn Park.

GRANT AVENUE ROADWAY RECONFIGURATION
Roadway improvements and reconfiguration along the Grant Avenue corridor will include widening existing sidewalks and installing a 10-foot multi-use trail. Both sides of the Corridor will feature a parkway buffer with street trees to enhance the pedestrian and bicycle experience and safety along the Corridor.

PROPOSED PARALLEL PARKING
On-street parking facilities are proposed along the east side of the Grant Avenue Corridor between Catalpa and Normal.

ALLEY OPPORTUNITY
As future redevelopment occurs along Grant Avenue there are opportunities to extend existing alleys and install new rear alleys. This would reduce the number of driveways, which are considered as traffic conflict points, between private properties and Grant Avenue, improving overall traffic safety on the Grant Avenue Corridor. A rear alley network would also maximize development potential along the Grant Avenue Parkway frontage. Alleys should be well-maintained, well-lighted places that safely accommodate service vehicles, parking access, and local bike and pedestrian travel.

ENCOURAGE CROSS-ACCESS
Create cross-access between adjacent parking lots to reduce the need for drivers to use Grant Avenue. This will help mitigate traffic and reduce the risk for accidents along Grant Avenue while allowing convenient access between establishments.

PROPOSED BIKE LANES
On-street bike lanes are proposed along Walnut between Grant and Main and Main between Walnut and College to provide additional bicycle connection between Downtown Springfield and the Grant Avenue Corridor.
The Grant Avenue Parkway will serve as a spine of pedestrian activity which future development can both benefit from and contribute to. The development enhancements outlined in this section will maximize interaction between the Parkway and future development.

**DEVELOPMENT ENHANCEMENTS**

**INTERACTION WITH THE PARKWAY**

For future development to benefit from the Parkway, and vice versa, it is essential that buildings treat the Parkway as their “front door.” Primary entrances, patios and outdoor dining areas, and porches and balconies should be located along Grant Avenue. High levels of transparency should be encouraged through the use of windows and doors and blank walls should be minimized. The building frontage should be used to provide a transition between private property and public realm. Promoting interaction between building and Parkway will foster a welcoming and safe environment for residents, business patrons, and Parkway users and encourage social interaction. Within residential areas (such as Subarea D), front porches or patio areas should be encouraged in new development to create semi-public space for interactions with neighbors.

**THIRD PLACES & PLACEMAKING**

Future development should provide opportunities for enhanced placemaking, public art, community identity, and development of “third places.” These are informal areas where residents and visitors can meet and gather outside of home (first place) or work (second place). These amenities offer an opportunity for social interaction and anchoring civic life in the corridor. Third places such as small plazas and parklets will serve as focal points for future pedestrian activity, functioning as an amenity to business patrons as well as residents and Parkway travelers. The best opportunities to create third places include key intersections within mixed-use areas, and areas adjacent to public greenspaces such as Hawthorn Park and the Fassnight Creek greenway.
REPOSITIONING INSTITUTIONAL PROPERTIES

Two large institutional sites (a church and a school) flank Grant Avenue at Elm Street. Over the long term, these two sites have the potential to be repositioned and partially redeveloped to maximize development potential along the corridor.

NOTE: The redevelopment of these properties will be contingent on the participation of current property owners. Recommendations presented in this Plan are intended to highlight desired future development and best practices if redevelopment were to occur.

CHURCH
(NORTHWEST CORNER OF ELM AND GRANT)

The church site has extensive surface parking along the Grant Avenue frontage that should be considered for development. New mixed-use or multifamily development should be encouraged at the corner of Pershing St. and Grant Ave. To accommodate parking demand for the church, vacant land adjacent to the church along 7th Avenue could be repurposed with 7th Avenue functioning as a primary access drive. As with all parking areas along the corridor, parking lot landscaping, screening, and pedestrian access should be prioritized.

CAMPBELL EARLY CHILDHOOD CENTER
(NORTHEAST CORNER OF MT. VERNON AND GRANT)

Over the long term, adaptive reuse of the school building should be encouraged if the facility is no longer needed by the school district. A range of uses could be supported on the site, however multifamily housing including senior housing is a common reuse for older school buildings. Partial redevelop ment of the larger school site should also be encouraged including mixed-use development located at the corner of Mt. Vernon St. and Grant Ave. to help anchor an expanded neighborhood center for the West Central neighborhood. The parking and access drive at Main Avenue could also be developed (mitigating potential for cut through traffic) with single-family attached housing that complements adjacent single-family homes.
PRIORITIZING REINVESTMENT

The Corridor Plan identifies opportunities to capitalize and encourage redevelopment and reinvestment – targeting a variety of housing types, neighborhood commercial development, and placemaking strategies. While new investment in Grant Avenue properties is a desired outcome of the Parkway project, the City desires to prioritize reinvestment into existing properties and support neighborhood-led revitalization efforts. Current property owners are encouraged to remain within the corridor and the City is promoting the use of resources through the Restore SGF initiative to improve the existing housing stock, foster homeownership, and encourage affordable housing in the corridor. The Corridor Plan defines the desired range of uses, development intensity, and built form desired if business owners and homeowners choose to redevelop their properties.

CONTEXT-SENSITIVE DEVELOPMENT

Residents play a key role in reaching a critical mass of potential patrons for local retailers and restaurants. Higher density residential development should be encouraged in select areas to complement future retail and office uses, providing a 24-hour customer base to support downtown Corridor businesses. While much of the Grant Avenue corridor has historically been home to single-family housing, single-family attached and multifamily development should be encouraged as redevelopment occurs. It is critical that future residential development is developed in a context-sensitive manner that respects the single-family character of the surrounding neighborhood. Development with multiple floors should use techniques such as:

- Cornice lines that create a consistent visual horizon with adjacent buildings;
- Hip roofs and dormers that minimize building height appearance;
- Articulated facades that break up the appearance of long walls; and
- Shared or clustered doorways and mimic the appearance of nearby single-family development.

PARKING – OUT OF SIGHT, EASY TO FIND

Parking should be well-signed and easily accessed, but not dominate the visual landscape of the corridor. To the extent possible Grant Avenue frontage should be reserved for buildings and people, and off-street parking and access drives should be located to the rear or interior of the block or off of side streets. Clear signage should direct visitors to parking and landscaping should be used to soften parking edges and breakup paved areas. Cross-access and parking areas that can be shared by multiple users (residents, employees, visitors) are key to providing a “park once” environment that supports streetlife.
Compact, mixed-use development should be encouraged at key intersections including College Street, Mt. Vernon Street, Grand Street, and Catalpa Street. A mix of uses at key intersections will contribute to a vibrant Grant Avenue corridor with a steady flow of Parkway commuters, employees, shopping and dining visitors, and local residents. Complementary transportation improvements such as improved or extended side streets, rear access drives, and mid-block crossings should be implemented alongside new development to create compact, easy-to-walk blocks. The intensity of mixed-use areas should vary depending on their location along the corridor with smaller scale, local-serving centers at Mt. Vernon Street and Grand Street.

Buildings located side-by-side along a corridor form a streetwall that frames and activates the public realm. A consistent streetwall along Grant Avenue will provide a consistent level of visual interest along a block and desirable sense of enclosure and helps foster a comfortable, inviting, and pedestrian friendly atmosphere. In general, new development should be located at the edge of the Parkway or as close to the Parkway as possible depending on the setbacks of adjacent development. To ensure a consistent sense of enclosure within a given block, new buildings should be set back a similar distance to adjacent existing buildings and err toward the shallowest distance when located between two structures.
SUBAREA A

DESCRIPTION

Subarea A (generally College Street to Walnut Street) at the north end of the corridor is the western gateway to the Downtown and should be prioritized for mixed-use development. New development in this subarea should complement nearby downtown urban-scale development and provide for integration and transition of these uses into a more traditional neighborhood form. Mother’s Brewing Company is an existing development that could serve to anchor future investment in this portion of the corridor with a focus on dining and entertainment that can benefit from the Parkway.

BULK

Area: ~329,500 ft² / ~7.5 ac

Maximum height: 3/4 stories

Front setback: None

USE

Retain existing brewery; Mixed-use (upper-story multifamily/office space and ground-floor commercial uses, such as retail and services and/or offices)
**BLOCK TYPOLOGY**

1. **Parking Lot** – Parking should be located behind the building and accessed through the alley.
2. **Streetwall** – Buildings should be sited to create a continuous streetwall along Grant Avenue.
3. **Screening** – Parking lots should be well screened from adjacent residential uses.
4. **Siting** – New development should hold the corner with a prominent, well-designed structure.
5. **Pedestrian Access** – Parking lots should be connected to Grant Avenue to increase pedestrian access to the corridor.
6. **Buffering** – Walls or fencing and landscaping should be used to create clear separation between residential and nonresidential uses.
7. **Orientation** – Buildings should be oriented toward Grant Avenue.

**DESIGN CONSIDERATIONS**

1. **Façade Design** – Building facades should reinforce the character of the subarea.
2. **Signage** – Signage should be designed to prioritize pedestrian wayfinding.
3. **Windows** – Glazing should not be tinted or fritted with an opacity that prevents a visual connection from the public realm into storefronts.
4. ** Entrances** – Primary entrances should be located at the front of the building facing Grant Avenue.
5. **Rooflines** – Detailing, such as cornices and other elements along the roofline, are encouraged. Elements such as cornice lines should also be used to draw a visual connection to adjacent development.
6. **Materials** – Nontraditional building materials such as plastic and vinyl siding are discouraged.
SUBAREA B

DESCRIPTION
Within Subarea B (generally Walnut Street to Elm Street) the renovation of existing residential structures or adaptive reuse to neighborhood-scale home business (similar to the Walnut Street Historic District) should be encouraged. Of particular note in this subarea is the existing historic Victorian home at the northwest corner of Grant Avenue and Pershing Street and the desire to preserve this structure as a residence or complementary use. New development within this subarea should complement the existing scale and character of existing structures in this area while accommodating additional density. Mixed-use or multifamily residential development should be encouraged so as to create a seamless transition to adjacent Subareas A and C.

BULK
Area: ~132,500 ft² / ~3.0 ac
Maximum height: 3/4 stories
Front setback: New development should be consistent with existing setbacks (15-25 ft). When adjacent to existing development with differing setbacks, new development should align with the building closest to the public right-of-way.

USE
Mixed-use (upper-story multifamily, ground-floor neighborhood-scale commercial, retail, and services, and/or office); Multifamily; Single-family attached; Preserve historically significant single-family structures and encourage adaptive reuse; Potential repositioning of existing church parking lot

SUBAREA B
- Proposed Intersection Improvement & Placemaking Focal Points
- Proposed Crosswalk Enhancement
- Alley Opportunity
- Cross-Access
- Proposed Bike Lanes
- Grant Avenue Roadway Reconfiguration
- Potential Pedestrian Connections
**BLOCK TYPOLOGY**

1. **Parking Lot** – Parking should be located behind the building and accessed through the alley.
2. **Streetwall** – Buildings should be sited to create a continuous streetwall along Grant Avenue.
3. **Screening** – Parking lots should be well screened from adjacent residential uses.
4. **Siting** – New development should hold the corner with a prominent, well-designed structure.
5. **Pedestrian Access** – Parking lots should be connected to Grant Avenue to increase pedestrian access to the corridor.
6. **Buffering** – Walls or fencing and landscaping should be used to create clear separation between residential and nonresidential uses.
7. **Orientation** – Buildings should be oriented toward Grant Avenue.
8. **Setbacks** – New development should be setback to align with the existing residential structure that is closest to the public right-of-way.
9. **Expand Parking** – Expand parking to the west utilizing 7th Avenue as an access road.

**DESIGN CONSIDERATIONS**

1. **Adaptive Reuse** – Remaining single-family structures should be converted to home businesses.
2. **Signage** – Signage should be designed to prioritize pedestrian wayfinding.
3. **Windows** – Glazing should not be tinted or fritted with an opacity that prevents a visual connection from the public realm into storefront.
4. **Property** – Properties should be maintained in a manner that does not detract from the character and appeal of the corridor.
5. **Quality** – Single-family detached homes remodeled and updated to match the style of the adjacent neighborhood.
6. **Driveways** – All single-family homes should have driveways constructed of asphalt, concrete, or brick pavers.
SUBAREA C

DESCRIPTION

Subarea C (generally Elm Street to Mt. Vernon Street) serves as a focal point and gateway for the West Central neighborhood. It is intended to be a local-serving, mixed-use neighborhood center. The preservation and adaptive reuse of structures within this subarea is encouraged. Campbell School is located in this subarea as well as some small-scale non-residential uses on the west side of Grant Avenue. These sites offer opportunities for further redevelopment or adaptive reuse. Design of new development facing Mt. Vernon, should be sensitive to the rhythm of the residential neighborhood, located east and west of the corridor.

BULK

Area: ~387,300 ft² / ~8.8 ac

Maximum height: 2/3 stories

Front setback: None

USE

Potential adaptive reuse of existing school building for residential/childcare; Mixed-use (upper-story multifamily, ground-floor neighborhood-scale commercial, retail, and services, and/or office); Multifamily

SUBAREA C

- Proposed Intersection Improvement & Placemaking Focal Points
- Proposed Crosswalk Enhancement
- Alley Opportunity
- Cross-Access
- Proposed Bike Lanes
- Grant Avenue Roadway Reconfiguration
- Potential Pedestrian Connections
BLOCK TYPOLOGY

1. Parking Lot – Parking should be located behind the building and accessed through the alley.
2. Streetwall – Buildings should be sited to create a continuous streetwall along Grant Avenue.
3. Screening – Parking lots should be well screened from adjacent residential uses.
4. Siting – New development should hold the corner with a prominent, well-designed structure.
5. Pedestrian Access – Parking lots should be connected to Grant Avenue to increase pedestrian access to the corridor.
6. Buffering – Walls or fencing and landscaping should be used to create clear separation between residential and nonresidential uses.
7. Orientation – Buildings should be oriented toward Grant Avenue.
8. Setbacks – New development should be setback to align with the existing residential structure that is closest to the public right-of-way.
9. Residential Infill – New development on Main Avenue should infill with single-family attached to match the residential pattern of the street.
10. Shared Parking – New development adjacent to the school building should share parking.

DESIGN CONSIDERATIONS

1. Façade Design – Building facades should reinforce the character of the Subarea.
2. Windows – Glazing should not be tinted or fritted with an opacity that prevents a visual connection from the public realm into storefronts.
3. Outdoor Dining – Outdoor dining should be allowed to create active commercial nodes.
4. Rooflines – Elements such as cornice lines should be used to draw a visual connection to adjacent development.
5. Materials – Nontraditional building materials such as plastic and vinyl siding are discouraged.
6. Lighting – Lighting should be incorporated into entries, signage, displays and pedestrian walkways, parking areas for wayfinding and general safety.
SUBAREA D

DESCRIPTION
Subarea D (generally Mt. Vernon to Grand Street) is intended to be a mixed residential corridor. Focus within this subarea will be on reinvestment in existing homes and new development of alternative housing types including single-family attached, such as townhomes, and multifamily that complement the rhythm and architecture of other structures in this subarea. New development should seamlessly blend with existing nearby residences while providing for a greater density. Potential exists to connect Hawthorn Park to the Parkway and establish the park as a central greenspace in Subarea D, serving as an amenity to Parkway users, residents, and future development on adjacent parcels.

BULK
Area: ~1,235,500 ft² / ~28.3 ac
Maximum height: 2/3 stories
Front setback: 15-25 ft

USE
Mixed residential including single-family attached, multifamily, and reinvested single-family detached

SUBAREA D
- Proposed Intersection Improvement & Placemaking Focal Points
- Proposed Crosswalk Enhancement
- Alley Opportunity
- Cross-Access
- Proposed Bike Lanes
- Grant Avenue Roadway Reconfiguration
- Potential Pedestrian Connections
**BLOCK TYPOLOGY**

1. **Parking Lot** – Parking should be located behind the building and accessed through the alley.
2. **Streetwall** – Buildings should be sited to create a continuous streetwall along Grant Avenue.
3. **Screening** – Parking lots should be well screened from adjacent residential uses.
4. **Siting** – New development should hold the corner with a prominent, well-designed structure.
5. **Pedestrian Access** – Parking lots should be connected to Grant Avenue to increase pedestrian access to the corridor.
6. **Buffering** – Walls or fencing and landscaping should be used to create clear separation between residential and nonresidential uses.
7. **Orientation** – Buildings should be oriented toward Grant Avenue.
8. **Setbacks** – New development should be setback to align with the existing residential structure that is closest to the public right-of-way.

**DESIGN CONSIDERATIONS**

1. **Façade Design** – Building facades should reinforce the high-quality character of the Subarea and residential neighborhoods.
2. **Quality** – Smaller lot single-family detached homes should match the style of the adjacent neighborhood.
3. **Materials** – Nontraditional building materials such as plastic and vinyl siding are discouraged.
4. **Density** – Denser housing should complement the look of existing single-family detached homes.
5. **Porches** – Porches are encouraged to foster a sense of activity along the parkway.
SUBAREA E

DESCRIPTION
Subarea E (generally surrounding the Grant and Grand and Grant and Catalpa intersections) is made up of two distinct areas of similar desired development and intensity. Both areas are intended to be local-serving, mixed-use neighborhood centers that benefit from traffic along Grand Street and the connection of Fassnight Park at Catalpa Street. There is already some momentum of non-residential development at Grant and Grand with the Walmart Neighborhood Market located just east of the intersection, Casey’s at the northwest corner of the intersection, and other non-residential properties at or near the intersection. The intersection of Grant and Catalpa is a unique location with entrance to Fassnight Park and connection to the Fassnight Creek Greenway trail and offers a unique development opportunity for a mixed-use node to develop.

BULK
Area: ~620,500 ft² / ~21.4 ac
Maximum height: ¾ stories
Front setback: 10-20 ft

USE
Mixed-use (upper-story multifamily, neighborhood-scale commercial, retail, and services, and/or office)
**BLOCK TYPOLOGY**

1. **Parking Lot** – Parking should be located behind the building and accessed through the alley.
2. **Streetwall** – Buildings should be sited to create a continuous streetwall along Grant Avenue.
3. **Screening** – Parking lots should be well screened from adjacent residential uses.
4. **Siting** – New development should hold the corner with a prominent, well-designed structure.
5. **Pedestrian Access** – Parking lots should be connected to Grant Avenue to increase pedestrian access to the corridor.
6. **Buffering** – Walls or fencing and landscaping should be used to create clear separation between residential and nonresidential uses.
7. **Orientation** – Buildings should be oriented toward Grant Avenue.

**DESIGN CONSIDERATIONS**

1. **Façade Design** – Building facades should reinforce the high-quality character of the Subarea and residential neighborhoods.
2. **Landscaping** – Landscaping should protect the desired privacy of a home while not obstructing outward views.
3. **Windows** – The installation of different styles of windows and doors on the same facade are discouraged.
4. **Entrances** – Multiple entrances and numerous large windows (when fronting common areas or commercial space) should be encouraged to activate the Parkway.
5. **Materials** – Buildings adjacent to a residential use should use similar materials to ensure design compatibility.
6. **Lighting** – Lighting should provide adequate light for public safety and only use downward directional illumination.
SUBAREA F

DESCRIPTION
Subarea F (generally Grant Avenue at Delmar and Loren Streets and along Catalpa Street west of Grant Avenue) is made of two mixed residential areas. This subarea, situated between the two neighborhood commercial nodes at Grand Street and at Catalpa Street, and along Catalpa Street west of Grant Avenue along the Fassnight Creek Greenway, will accommodate multifamily development to support the adjacent neighborhood retail nodes. Nearby Fassnight Park, the Greenway trail, and the Grant Avenue Parkway will be amenities that increase the attractiveness of this subarea as a location for more intense residential development.

BULK
Area: ~449,000 ft² / ~11.0 ac
Maximum height: 3/4 stories
Front setback: 15-25 ft
Other: Development should orient to Grant Ave. and Fassnight Park

USE
Mixed residential including single-family attached and multifamily; Ground-floor commercial should also be encouraged as a component of multifamily structures.
BLOCK TYPOLOGY

1. Parking Lot – Parking should be located behind the building and accessed through the alley.
2. Streetwall – Buildings should be sited to create a continuous streetwall along Grant Avenue.
3. Screening – Parking lots should be well screened from adjacent residential uses.
4. Pedestrian Access – Parking lots should be connected to Grant Avenue or Catalpa Street to increase pedestrian access to the corridor.
5. Buffering – Walls or fencing and landscaping should be used to create clear separation between residential and nonresidential uses.
6. Orientation – Buildings should be oriented toward Grant Avenue.
7. Setbacks – New development should be setback to align with the existing residential structure that is closest to the public right-of-way.

DESIGN CONSIDERATIONS

1. Façade Articulation – Articulation should be used to break up long blank facades and primary facades should front Grant Avenue.
2. Signage – Signs should be proportionate to the scale of the building, complement the facade, and prioritize pedestrian wayfinding.
3. Outdoor Space – Outdoor plazas should be allowed for dining and public gathering.
4. Landscaping – Landscaped areas should buffer parking and service areas.
5. Materials – Nontraditional building materials such as plastic and vinyl siding should be discouraged.
6. Lighting – Pedestrian-scale lighting should be incorporated into entries, signage, displays and pedestrian walkways, and parking areas for wayfinding and general safety.
IMPLEMENTATION
The Grant Avenue Parkway Corridor Plan is a policy guide that outlines the necessary actions for the City to take to achieve the community’s vision for the future of the corridor. It is designed to serve as a foundation for decision-making for staff, elected and appointed officials, developers, property owners, and other stakeholders. Despite the comprehensive nature of the Plan’s recommendations, the Plan itself does not have the “teeth” needed to require new development and redevelopment along the corridor to align with the community’s vision articulated in the Plan. Updates to the City’s zoning regulations are needed to implement the plan.

IN THIS CHAPTER
- What does Zoning do?
- Grant Avenue Parkway Corridor Regulatory Strategy

The Plan breaks the corridor down into six different subareas, Areas A through F. Each subarea plan is intended to capitalize on the unique character of the area and accommodate existing development while encouraging additional opportunities for redevelopment and reinvestment of the properties within the subarea. The goal of the subarea approach is to encourage development that enhances the local sense of place while complementing the broader Grant Avenue Parkway corridor, adjacent neighborhoods, and downtown. The Corridor Plan also provides guidance on transportation access, connections, and safety for all modes of travel between the Grant Avenue corridor and surrounding areas. The framework aligns with the Grant Avenue Parkway preferred design concept being used in the design-build process.
IMPLEMENTATION THROUGH REGULATION

Zoning regulations are the rules that new development and redevelopment must follow, making them an essential tool in Plan implementation. Often, communities will adopt a plan with a clear vision, only to “pull the reins back” on the development regulations needed to achieve their objectives. There is a fear that such regulations will deter reinvestment and push development to occur elsewhere. However, properly drafted land development regulations that align with a plan, can remove unnecessary barriers to investment by providing flexibility for potential developments, offsetting the requirements related to design. In this way, land development regulations offer an opportunity to implement the plan by making good development easy.

WHAT DOES ZONING DO?

Zoning ordinances manage how land is developed and used to protect public health, safety, and welfare. Zoning ordinances are the means by which local governments regulate land use. They accomplish this in a myriad of ways, including but not limited to those detailed below.

- **Euclidean Zoning.** Euclidean zoning is the traditional approach to zoning that divides a community into zoning districts based on the types of uses that are desirable in different areas and establishes rules for how land in each district can be developed and used. Euclidean zoning districts keep high intensity uses that may impact surrounding properties, like manufacturing, away from less intense uses, like homes and schools. Each district establishes different rules that limit development activity, including which use types are allowed and how they are permitted as well as how big a building can be located, how much open space must be left over, how much parking has to be provided, and much more.

- **Form-based Zoning.** Form-based zoning also divides a community into zoning districts, however unlike Euclidean zoning, form-based zoning districts are based on the types of urban form and development patterns that are desirable in different areas. The foundation of form-based zoning districts in many communities is the rural to urban transect, which defines a series of areas that transition from rural areas utilized for agriculture to dense downtowns and urban cores. Put simply, form-based zoning primarily regulates what development looks like and secondarily how development is utilized. This is accomplished by establishing standards for different building types and for how building façades relate to the public realm.

- **Incentive-based Zoning.** Incentive based zoning is a type of Euclidean zoning that offers flexibility in standards and requirements in exchange for items that help a community reach its goals such as the provision of affordable housing, preservation of open space and environmental features, and much more. Increased density, height, or lot coverage are some of the most common types of incentives offered along with relief from requirements for parking and other development standards as detailed below.
• **Overlay Zoning.** Overlay zoning is used in concert with Euclidean and form-based zoning to establish unique standards for specific areas that are otherwise governed by multiple zoning districts such as downtowns, areas surrounding transit stops, historic neighborhoods, and commercial corridors. In some circumstances, the overlay zoning district applies additional standards on top of the standards of the base zoning district, while in other circumstances the overlay zoning district standards supersede or replace the standards of the base zoning district. The standards established in overlay zoning districts often control building architecture and design, allowed density and development patterns, and other topics that make the area governed by the overlay district unique.

• **Development Standards.** Development standards, often called standards of general applicability, are an integral component of Euclidean zoning. They include regulations that are relevant for all uses throughout zoning districts, such as off-street parking and loading, landscaping, fences, and much more.

• **Use-specific Provisions.** Use-specific standards are another integral component of Euclidean zoning. They include detailed regulations applicable to specific uses such as the conversion of single-family residences to office or multifamily and neighborhood-scale commercial, regardless of the district in which they are located.

• **Sign Standards.** Sign ordinances manage the type, size, and location of permanent and temporary signs in a community. Where a sign ordinance is located within a municipal code varies community by community, but can often be found in the zoning ordinance, building ordinance, business ordinance, or as a standalone title. In 2016, the Supreme Court of the United States made a decision in the Reed vs. the Town of Gilbert case that impacted the majority of sign ordinances throughout the country, Springfield's included. This decision clarified that sign copy is protected speech under the first amendment and held that signs cannot be treated differently based on their communicative content. Simply put, if a sign regulation can only be enforced by reading what the sign says, that regulation is a violation of the first amendment. For example, signs that communities traditionally have established specific regulations for, such as real estate signs or political campaign signs, are no longer valid.

**GRANT AVENUE PARKWAY CORRIDOR REGULATORY STRATEGY**

To accommodate the range of uses and block typologies included in this Corridor Plan, it is recommended that the City establish a new overlay district that supersedes the standards of the area's base zoning districts. The overlay district should be divided into subareas that align with the subareas defined in the Corridor Framework and detailed in the Subarea Plans section.

The overlay district should utilize a hybrid Euclidean, form-based, and incentive-based approach to achieve the community's vision for this area in a business and developer friendly manner. The overlay should take a Euclidean approach to the types of uses allowed in each subarea, while standards regulating architecture, design, and bulk should take a form-based approach that builds off of the block typologies. Further, incentive-based strategies should be considered to encourage a higher level of design and greater site amenity than the City would otherwise require for landscape, signs, open space, and other development standards.