

HISTORIC SOUTHSIDE | OLD MUNICHBURG DISTRICT & NEIGHBORHOOD PLAN

FOR THE CITY OF JEFFERSON, MISSOURI
FINAL REPORT OCTOBER 2016



Prepared by



for the

CAPITAL REGION MEDICAL CENTER

ACKNOWLEDGMENTS

A SPECIAL THANKS TO...

The staff of Capital Region Medical Center, Helias Catholic High School, Thorpe Gordon Elementary School, and Lincoln University for hosting planning events. And to the residents, business owners, stakeholders, and community revitalization committee who participated in this process. Thank you!

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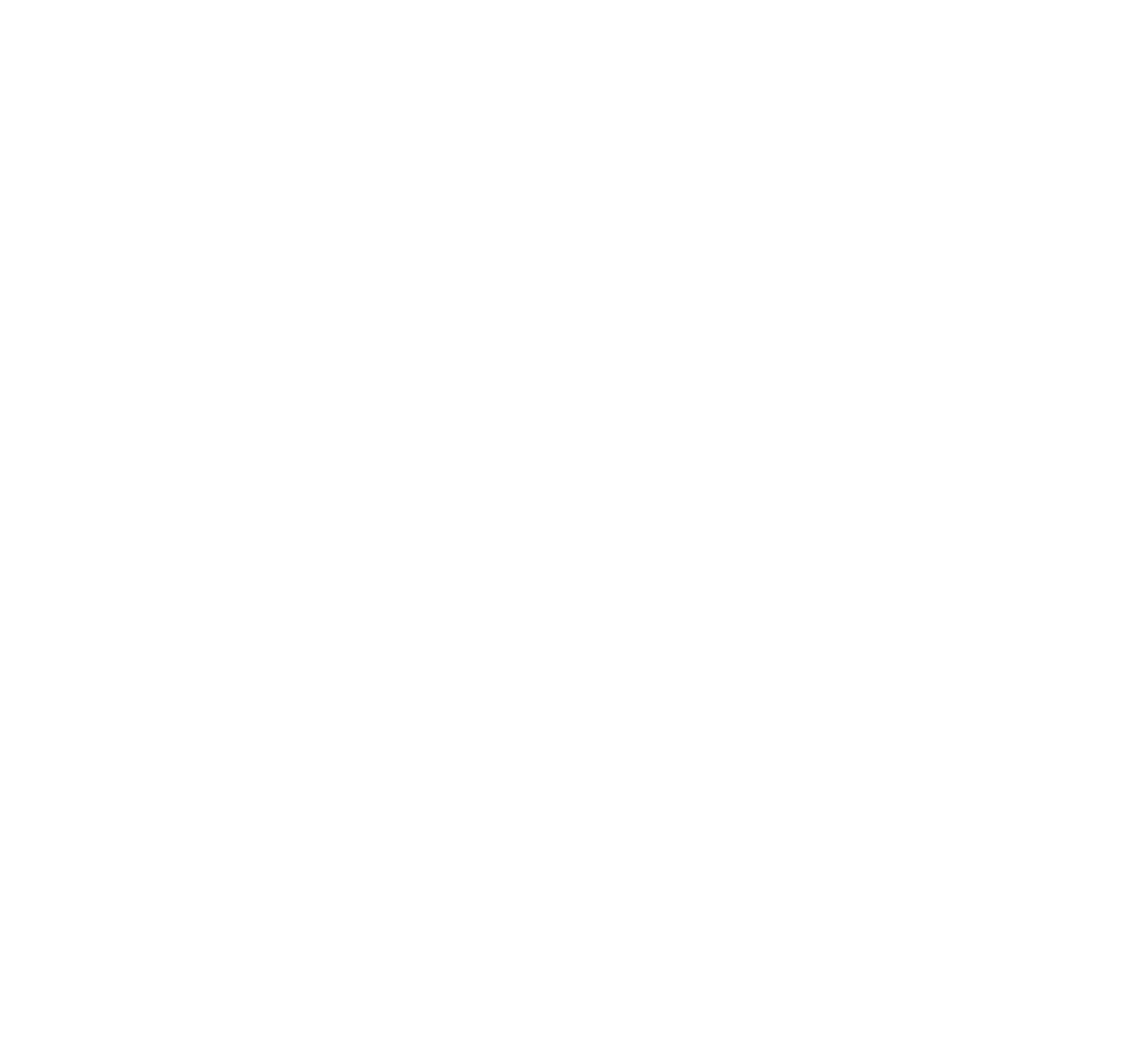
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EXECUTIVE SUMMARY

INTRODUCTION

The Historic Southside | Old Munichburg District and Neighborhood, although facing challenges, has great potential. The neighborhood was previously a thriving, self-contained, tight-knit community; unfortunately, currently, the neighborhood suffers from disinvestment, negative perceptions, and decaying historic structures. The planning team understands and believes in the potential this neighborhood holds, and throughout the planning process, the planning team met many residents with strong commitment and investment in the neighborhood who are rooting for its resurgence. Dedicated residents, along with stakeholders and strong organizations and institutions, are the momentum this area needs to fuel revitalization efforts.

Although the Historic Southside | Old Munichburg District and Neighborhood has a long way to go, momentum can be seen through the progress underway. The Old Munichburg Association has initiated projects including beautification, registering historic places, a neighborhood watch, and a Community Improvement Districts (CID). Nearby institutions are developing their campuses, including the Capital Region Medical Center expansion and the new Wellness Center at Lincoln University. The core of the Dunklin Business District is being revitalized by developers, creating a walkable, vibrant retail area. Habitat for Humanity has been improving homes in the neighborhood.

The Plan outlined in this document will guide efforts, building upon the unique character and authenticity of the area, and help bring the neighborhood's collective vision to life.



View from Jefferson Street looking at US-54 & CRMC



Washington Street looking toward downtown and the Missouri State capitol building



The Munichburg Corner



Busch's Florist is an anchor of the neighborhood



Central United Church of Christ in the center of Old Munichburg



Dunklin Street Mural



Dunklin Street renovations



Single family home converted into multi-family rental units

PROJECT OBJECTIVE

This Plan will serve as the roadmap for the revitalization of the Historic Southside | Old Munichburg Neighborhood. Successful neighborhoods must maintain a clear identity, well-defined edges, a vibrant core, and a diversity of housing choices. These assets will be positioned in a walkable environment that enhances the neighborhood's economy, quality of life, and sense of place; and be structured to capitalize on the rich history, natural features, unique homes, and adjacent institutions. The planning process for the Historic Southside | Old Munichburg Neighborhood is structured to achieve the following overall objectives:

BUILD FROM STRENGTH by capitalizing on existing neighborhood assets-Old Munichburg, Dunklin Business District, Wears Creek, Jefferson City Greenway Trails, historic housing, and adjacent Institutions.

PLAN FOR COMPLETE COMMUNITIES that are vibrant, comprehensively sustainable, build social capital, and provide equitable opportunities for all citizens.

LEVERAGE PUBLIC INVESTMENTS to attract developers and clear the path for additional private investments.

PROVIDE VISIONARY AND IMPLEMENTABLE SOLUTIONS that are market-based, community-supported, and position the neighborhood for success.



Central Dairy is a major attraction in the neighborhood



*This map illustrates the original survey boundary.

CREATING THE PLAN

This Plan is the product of a robust and comprehensive public outreach and engagement process, conducted over the course of seven (7) months. The process is designed to effectively access and utilize the knowledge and expertise of the neighborhood residents and stakeholders to create a vision for an authentic, vibrant, and holistically-sustainable neighborhood. In addition to ongoing, issue-based meetings and community outreach, the Historic Southside | Old Munichburg District and Neighborhood Plan utilizes four (4) key engagement initiatives.

Stakeholder Interviews: neighborhood stakeholders were engaged in a series of individual and small-group interviews.

Public Workshops & Community Planning Charrettes: The project Team conducted (3) Public Planning Workshops and a two (2) community planning charrettes, in which approximately 120 individuals participated.

Focus Group Work Sessions: Approximately 20 individuals participated in a series of targeted focus group meetings to review key issues and ideas.

Advisory Committee Meetings: Consisting of 26 members representing various city, county, state, neighborhood, and institutional stakeholder groups, the Advisory Committee met five (5) times throughout the planning process to provide targeted feedback and direction.

Over 120 neighborhood residents and stakeholders participated in this process, through which the Historic Southside | Old Munichburg District & Neighborhood Plan was created. This Plan represents the community's consensus vision for the Historic Southside | Old Munichburg Neighborhood!

To date, over 120 residents and stakeholders of the Historic Southside | Old Munichburg Neighborhood have engaged in the planning process.



Kick-off Meeting/Public Workshop



Kick-off Meeting/Public Workshop #1



Kick-off Meeting/Public Workshop #1



Kick-off Meeting/Public Workshop #1



Public Workshop #2



Public Workshop #2



Public Workshop #2



Public Workshop #3



Public Workshop

ENGAGEMENT

On-Site Field Surveys
February 10 - 12, 2016

Kick off Meeting / Public Workshop #1
March 8, 2016

Public Workshop #2
April 26, 2016
Helias Catholic High School

Stakeholder Focus Group Meeting
Lincoln University
April 27, 2016

Stakeholder Focus Group Meeting
City of Jefferson
April 27, 2016

Stakeholder Focus Group Meeting
Jefferson City Public Schools
April 27, 2016

Stakeholder Focus Group Meeting
Old Munichburg Association
April 27, 2016

Public Open House #1
April 28, 2016
Thorpe Gordon Elementary School

Public Open House #2
May 17, 2015
Lincoln University Scruggs Student Center

Public Workshop #3
June 28, 2016
CRMC Tunell/Wherritt Community Room

VISION & GOALS

The Historic Southside | Old Munichburg District & Neighborhood Plan is the physical realization of the community's Vision for the future. The Plan describes the place-based initiatives that will work to achieve that Community Vision. It provides a framework to guide ongoing and future revitalization efforts within the neighborhood. This is to ensure that future revitalization investments are made in a coordinated way that fulfills the Vision of the neighborhood's residents, businesses, stakeholders, and institutions.

The Neighborhood Goals are intended to guide decision making and uphold the Vision for the neighborhood. These goals can be achieved by following the recommendations outlined in the ten (10) *Neighborhood Development Principles* and the four (4) *Long-Term Focus Areas* on the following pages.

NEIGHBORHOOD VISION

Celebrating its rich history; physical and cultural character; unique natural features; and proximity to strong institutions, incrementally revitalize the neighborhood to create a healthy, vibrant, and diverse community positioned for long-term success and sustainability.

NEIGHBORHOOD GOALS

INCREMENTALLY GROW a diverse, multi-generational, mixed-use complete neighborhood which retains its historic character and unique sense of place.

DEFINE THE NEIGHBORHOOD with great edges and a revitalized, vibrant mixed-use Dunklin Business District as the heart of the community.

SUPPORT EXISTING COMMUNITY ANCHORS businesses, institutions, and parks.

SUPPORT CONNECTIONS to Downtown, the Riverfront, US 50, and US 54 commercial areas.

ESTABLISH A RECOGNIZABLE IDENTITY by developing a sense of community through festivals and the celebration of the neighborhood's history and cultural resources.



PROPOSED DISTRICT & NEIGHBORHOOD PLAN

Legend

--- Project Boundary

Building Colors

- Existing commercial buildings to remain
- Existing commercial buildings to be improved
- New infill commercial/mixed-use buildings
- Existing residential buildings to be improved
- New infill residential buildings
- Institutions (Existing & Proposed expansions)

Ground Colors

- Long-term redevelopment
- Park land

NEIGHBORHOOD DEVELOPMENT PRINCIPLES



- 1 Develop the US-50 Corridor as an Urban Boulevard** and “front door” from downtown and establish new gateway entrances to the neighborhood.



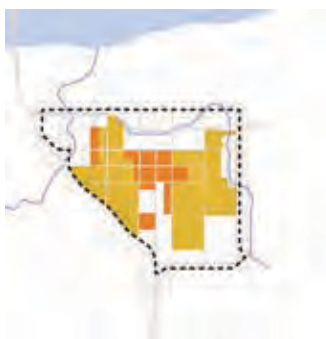
- 2 Build the Heart of the Community** around a revitalized, vibrant, mixed-use Dunklin Street/Old Munichburg Business District.



- 3 Develop a Distinctive Community Identity on Dunklin Street** with festivals; the celebration of history; cultural resources; and street improvements to enhance walkability, bikeability, and connections to Lincoln University, US-54, and Missouri Boulevard.



- 4 Improve Streetscape Image & Character** of Jefferson, Madison, and Monroe Streets between Capital Region Medical Center and the Dunklin Business District, and revitalize Lafayette Street and Stadium Boulevard as healthy corridors with walkability, bikeability, and public space.



- 5 Expand Housing Choices** by increasing the diversity of types and affordability while retaining and improving existing homes and developing new ones.

6 Create an Expanded, Interconnected Park & Greenway System by removing development from floodplains over time to create additional park space, and deal with local stormwater and flooding.



7 Establish a Clear Identity & Professionally Managed Community Development Corporation(CDC) for the Historic Southside | Old Munichburg Neighborhood to implement the revitalization plan with ongoing community engagement, discussion, and input to develop long-term and sustainable community empowerment and leadership.



8 Develop a Great Streets Program for the existing neighborhood to provide quality sidewalks, street lighting, landscaping, green infrastructure, underground utilities, and parking.



9 Improve Actual and Perceived Safety through increased policing, neighborhood watch, proper street lighting, and physical improvements.



10 Develop a Health District by Partnering with Anchor Institutions that can create social support programs including job training, business incubators, education, and healthy living.



DISTRICT & NEIGHBORHOOD LONG-TERM FOCUS AREAS



- A Build the Heart of the Community** around a revitalized, vibrant, mixed-use Dunklin Street/Old Munichburg Business District.



- B Develop a City Park along Wears Creek** as an extension of Washington Park with expanded active recreation facilities for the neighborhood.



- C Support Lincoln University's Growth** by redeveloping new affordable/market rate housing, student housing, and mixed-use development.



- D Improve Stadium Boulevard & the US-54 Interchange** to provide a second "front door" to the neighborhood and support long-term redevelopment along Stadium Boulevard and the US-54 corridor.



PROPOSED DISTRICT & NEIGHBORHOOD PLAN + LONG-TERM FOCUS AREAS

Legend

--- Project Boundary

Building Colors

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- Existing commercial buildings to be improved
- New infill commercial/mixed-use buildings
- Existing residential buildings to be improved
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Ground Colors

- Long-term redevelopment
- Park land



YESTERDAY & TODAY

HISTORY

Jefferson City, named for the third President of the United States, Thomas Jefferson, was established specifically to serve as the state capital of Missouri. The city's site was chosen for its central location within the state and direct access to the Missouri River. Additionally, the land's hilly terrain was considered undesirable for agricultural production. Jefferson City was incorporated in 1825, with the general assembly relocating there the following year. At this time, the town was home to thirty-one families, a general store, a hotel, and a few other buildings.

The new capital city was laid out by Daniel Morgan Boone, the son of the frontiersman. The historic street grid ignores the topography and natural features, crossing over rivers and steep hills uninterrupted. The north-south streets leading to and away from the Missouri River, were to be named for national presidents in historical order. The east-west streets, running parallel to the river, were to be named for state governors in historical order. However, the plan strayed; the seventh street was named for Daniel Dunklin, the fifth governor of Missouri and High Street, like Water Street, was named for noticeable topographic features.

The Southside Neighborhood has a history of diversity. This can be seen through its numerous identities including the historic Southside, Old Munichburg, and the Foot. The neighborhood is built upon layers of history which are tied to various districts, natural features, and structures in the area. There have been ongoing efforts to preserve this diverse history by collecting and documenting memories, news articles, and pictures, which is a good foundation; however, this information should be celebrated within the built environment so the neighborhood itself becomes the storyteller, giving visitors and residents insight into the area's unique past. It is indisputable that this area's history is unique and it should be celebrated.

The history of the various areas within the Historic Southside | Old Munichburg District & Neighborhood (including the Historic Southside, Old Munichburg, Lincoln University, and the Foot) can be found on the following page.



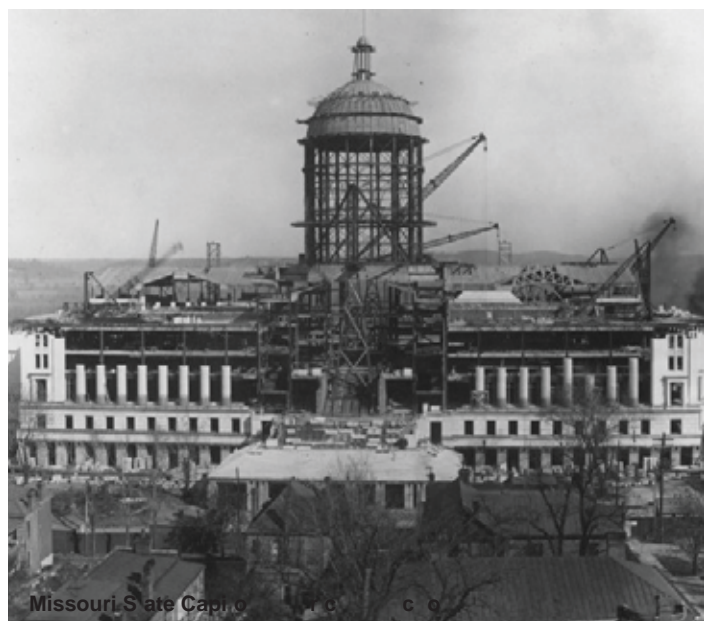
Depiction of original Missouri State Capitol building in the center



Wears Creek historically used for swimming and canoeing



Aerial image of Downtown and part of Old Munichburg



Missouri State Capitol



1869 Jefferson City



Central Missouri location



Wears Creek



1898 Jefferson City



Jefferson City along the Missouri River



Building the Capital City

HISTORIC SOUTHSIDE

The Historic Southside residents sought after progress and development in the early twentieth century by creating the Southside Booster Club in 1912. This citizen group organized street improvements, extended water mains, established sanitary sewers, and added street lighting. Most notably, their efforts include organizing a bank on the South side, conceived of the Dunklin Theater, and orchestrated a week long carnival. Many factors led to the decline of the historic Southside neighborhood including the Great Depression, post-World War II housing boom, and urban flight as a result of the new Rex Whitton Expressway, providing access to jobs and homes outside the urban core. Disinvestment in the Historic Southside | Old Munichburg Neighborhood has resulted in poor conditioned streets, sidewalks, and buildings. Fortunately, the spirit of progress and development is alive and well in this historically significant community.

OLD MUNICHBURG

In the mid-nineteenth century, German immigrants left their mark on the Munichburg area through building unique brick homes and alley houses, churches, schools, breweries, and other businesses creating a tight-knit, vibrant, self-contained neighborhood with rich German heritage. Brewing beer was an important industry for the Germans and breweries were built near Wears Creek. This industry was a major neighborhood employer. Overtime, the German neighborhood experienced challenges due to anti-German sentiment during World War I and prohibition. The unique homes, remaining alley houses, portions of the Dunklin Business District, and the Central United Church of Christ are all distinctive community assets from this time period, which provide the neighborhood with a unique character. The Old Munichburg history remains alive and well today because of the Old Munichburg Association's efforts, Munichburg Memories website, and the neighborhood's thorough documentation in the National Register of Historic Places.

THE FOOT

The Foot (named for its location at the bottom of Lafayette Street) stretched along Lafayette Street between East Dunklin and Miller Street and was the center of a strong black community. Due to segregation at the time the African American community did not utilize downtown amenities; they formed their own commercial district with all the workings of a complete neighborhood. The district included a taxi-cab operation, drug store, wood shop, dry cleaners, service stations, bookstore, barber shops, shoe store, and liquor shop. The businessmen and women in the area became close and formed strong friendships. These businesses served as a gathering point for a tight-knit community. In the 1960s this area was lost to urban renewal. Many of the African American business owners did not own the buildings, they rented, and therefore it was difficult to establish new businesses. The Foot is a compelling piece of history for this neighborhood.

LINCOLN UNIVERSITY

East of the Old Munichburg area along Dunklin Street is Lincoln University, a historically black college founded in 1866, by African American Civil War veterans, which brought institutional significance and higher education to the area. The Historic Hilltop campus, listed in the National Register of Historic Places, and its landmark beginnings are to be remembered and cherished within the community. Lincoln University's history and importance should be represented through the neighborhood through physical manifestations along with other significant, concurrent historic events.



Old Munichburg shop



Dunklin Street looking east from Madison Street c.1912



Dunklin Street c.1912



Schultz Dry Goods on Madison Street



Old Munichburg



The Foot in the news



Old Munichburg



Southside Carnival



Schmidt's Shoe Store



The Foot



Southside Dunklin Theater



Old Munichburg

TODAY

The Historic Southside | Old Munichburg District & Neighborhood is popular for its unique homes and historic character; however, the perception of the area is inhibited by poor conditioned homes; poorly maintained rental properties; and crime, real and perceived. The area (data used from census tract 105) contains 1,763 households with a population of 4,986 which is about 12% of Jefferson City's total population of 43,184.

The population is virtually 50/50 male/female with 58% white and 37% African American. The median age in the area is 26 years old with the largest age group, 20-24 years of age, accounting for 18% of the population. The area contains 2,100+ housing units of which 14% are unoccupied.

The homeowner vacancy rate is 3.5 and the rental vacancy rate is 10.7, which is high compared to Jefferson City's rates, which are respectively 2.1 and 8.1. The per capita income is \$17,608. The average family median income is \$41,250 and the non-family median income is \$25,957. Within the civilian labor force 9% are unemployed.

“While it has experienced a great deal of change over the years, the neighborhood’s focus around an active commercial center has remained intact. It remains a small scale urban community unto itself.”
Excerpt from 1995 Historic Southside Survey



Large historic homes in poor condition



Historic buildings on Dunklin Street have been improved



Lincoln University



Capital Region Medical Center



Old Munichburg homes on Mulberry Street

NEIGHBORHOOD ANALYSIS

In order to catalogue the existing conditions of the Historic Southside | Old Munichburg District & Neighborhood today and understand the major physical challenges within the planning area, the planning team conducted comprehensive on-site surveys and field verifications of existing physical conditions throughout the district and neighborhood. These surveys included:

BUILDINGS

- Condition
- Occupancy
- Ground Floor Use
- Upper Floor Use
- Height
- Type
- Materiality
- Architectural Typology

STREETS

- Circulation
- Condition
- Width
- Parking

OTHER

- Sidewalk Condition
- Developable Parcels

All surveys were conducted on foot by survey teams, utilizing GIS base data provided by Jefferson City. Maps and analysis diagrams, which document the Historic Southside | Old Munichburg District & Neighborhood's existing physical conditions, have been utilized throughout the planning process. Key analysis maps and summaries are presented on the following pages, and a full Data Book is provided in the *Appendices*.



BUILDING CONDITION

Almost 20% of the buildings in the neighborhood are in poor or deteriorating conditions. Many of these poor conditioned buildings are residential in use. The institutional buildings are largely in good condition. The area suffers from a deteriorating housing stock due to a lack of maintenance and aging historic homes.



BUILDING OCCUPANCY

7% of buildings in the neighborhood are vacant, of those buildings about 75% are residential vacancies. The remaining vacancies are primarily commercial buildings.



BUILDING GROUND FLOOR USE

80% of structures in this area are residential ground floor uses, and commercial ground floor uses account for 7% of the buildings. Other ground floor uses include government, educational, religious, hospital, office, bank, hospital, and industrial.



BUILDING HEIGHT

The majority of the buildings in the area are 1-2.5 stories. 55% of the neighborhood is less than two stories and 93% is less than 3 stories. Only 3 buildings in the survey area are taller than 5 stories. The contextual height for the area is 1-3 stories.



BUILDING UPPER FLOOR USE

82% of upper floor uses are residential. Currently, there is little variation in use from ground floor to upper floor. This shows a lack of mixed uses in the neighborhood.



BUILDING TYPE

Within the neighborhood, 77% of the buildings are single family residences. This area contains commercial, institutional, office, hotel, light industrial, apartment, and multi-family building types.



BUILDING MATERIALITY

58% of buildings in the neighborhood are brick. Additional building materials present in the area are stone, stucco, siding, wood, shingles, block, concrete, and metal. Brick is the contextual material that reflects the building material of the original German settlers of the Old Munichburg area.



STREET CIRCULATION

North-south travel is limited due to one-way streets including Monroe and Jackson Streets. East-west traffic has limited connectivity because of dead ends due to US-54 and cul-de-sacs. Dunklin Street is the only east-west street that connects outside the neighborhood. Ashley and Atchison Streets run east-west, but only within the neighborhood, stopping at US-54 and Jackson Street. Broadway Street, Jefferson Street, and Stadium Boulevard are the only streets that cross US-54.



BUILDING ARCHITECTURAL TYPOLOGY

The neighborhood has a mix of architectural typologies with 20% Craftsman, 17% Traditional, 13.5% Minimal Traditional, and 13% Cottage. There are 19 different architectural typologies in the neighborhood. This mix is unique to this neighborhood and is a major asset.



STREET CONDITION

The streets are mainly in fair condition, meaning they will fall into poor condition if not maintained or improved. The streets that are in poor condition include sections of Washington Street, Jackson Street, and East Atchison Street. The streets that are in good condition include Stadium Boulevard, Madison Street, and a section of Lafayette Street.



STREET WIDTH

There are a mix of street widths in the area ranging from 10 to 50 feet. The northern section of the neighborhood is in a block structure with alleys (typically narrow). The wider streets (ranging from 30 to 50 feet) include Dunklin Street, Stadium Boulevard, Lafayette Street, Madison Street, and Broadway Street.



SIDEWALK CONDITION

The pedestrian facilities in the area make up 1.7% of the study area; many are in fair condition meaning they need repair before they fall into poor condition. The good conditioned sidewalks are concentrated around institutions including East Dunklin Street and Lafayette Street near Lincoln University and Stadium Boulevard Madison Street, and Monroe Street by Capital Region Medical Center.



STREET PARKING

There are minimal on-street parking designations. The existing designated parking areas include residential parking, permit parking, and school time parking. There is a core area between Monroe Street and Jackson Street that has virtually no on street parking permitted. Free, permitted on-street parking is concentrated between Broadway Street and Madison Street.



DEVELOPABLE PARCELS

Due to the hilly topography in the area, some parcels are inadequate for development. Steep slopes are costly for development and can be seen as poor options. The area does not have many vacant lots for infill development but of the available lots 12 acres are good for development and 3.5 acres are inadequate for development.

DISTRICT & NEIGHBORHOOD CHALLENGES

The Historic Southside | Old Munichburg Neighborhood challenges were developed through community input and feedback. The results of the public engagement process are reflected in the list of challenges below.

- Neighborhood is in poor condition/blighted
- Lack of neighborhood amenities
- Area is substantially below median income
- Lack of public investment in neighborhood
- Property values are decreasing
- Lack of connectivity between adjacent schools
- Parking and circulation issues at special events
- Institutions and civic amenities, although positive, do not improve perception of the area
- Too many abandoned/dilapidated houses & structures
- Rental housing is low quality and poorly maintained
- Landlords who do not maintain their buildings or manage the property
- High crime and lack of safety actual and perceived
- Deteriorating structures and blight contribute to actual and perceived safety
- Greenway trail not defined and visual
- Lack of parks and public spaces
- Lack of facilities at existing parks
- Streets and sidewalks in poor condition
- Not enough places accessible by public transportation
- Little funding to repair/rehab existing housing
- No neighborhood-wide revitalization organization
- Lack of youth activities and/or sports programs



Lack of sufficient sidewalks and proper maintenance



Lack of park programming and facilities



Abandoned/dilapidated houses



Landlords do not maintain their properties



Lack of park programming and facilities



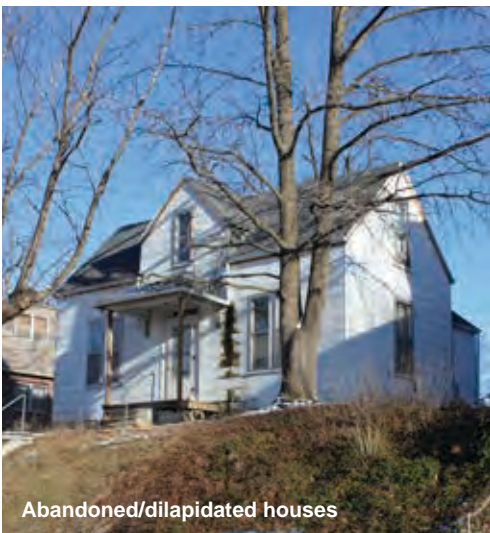
Poor conditioned sidewalks



Abandoned/dilapidated houses



Expand youth activities and/or sports programs



Abandoned/dilapidated houses



Lack of park programming and facilities

DISTRICT & NEIGHBORHOOD ASSETS

The Historic Southside | Old Munichburg Neighborhood, despite numerous challenges, has many assets. The neighborhood's history is one of the most significant assets because it created the foundation for this community.

- Beautiful view of Downtown & the Capitol Building
- Quality educational institutions
- Community-based hospital
- Old Munichburg Association
- Good range of year-round events
- Neighborhood is diverse and unique
- Long standing businesses (Central Dairy, Coca Cola, Ecco Lounge, Busch's Florist)
- Significant historic areas (Old Munichburg, Lincoln University, The Foot)
- Jefferson City Greenway trails
- Construction of the new Wellness Center



Jefferson City Greenway trails



Large historic homes converted to businesses on Broadway ST



German heritage festivals are important to the neighborhood



Housing repair is already underway



The Munichburg Corner commemorates the original German settlement



Lincoln University's campus, faculty, and students are a major asset to the neighborhood



Dunkin Street improvements



Central Dairy is a long standing tradition in the area



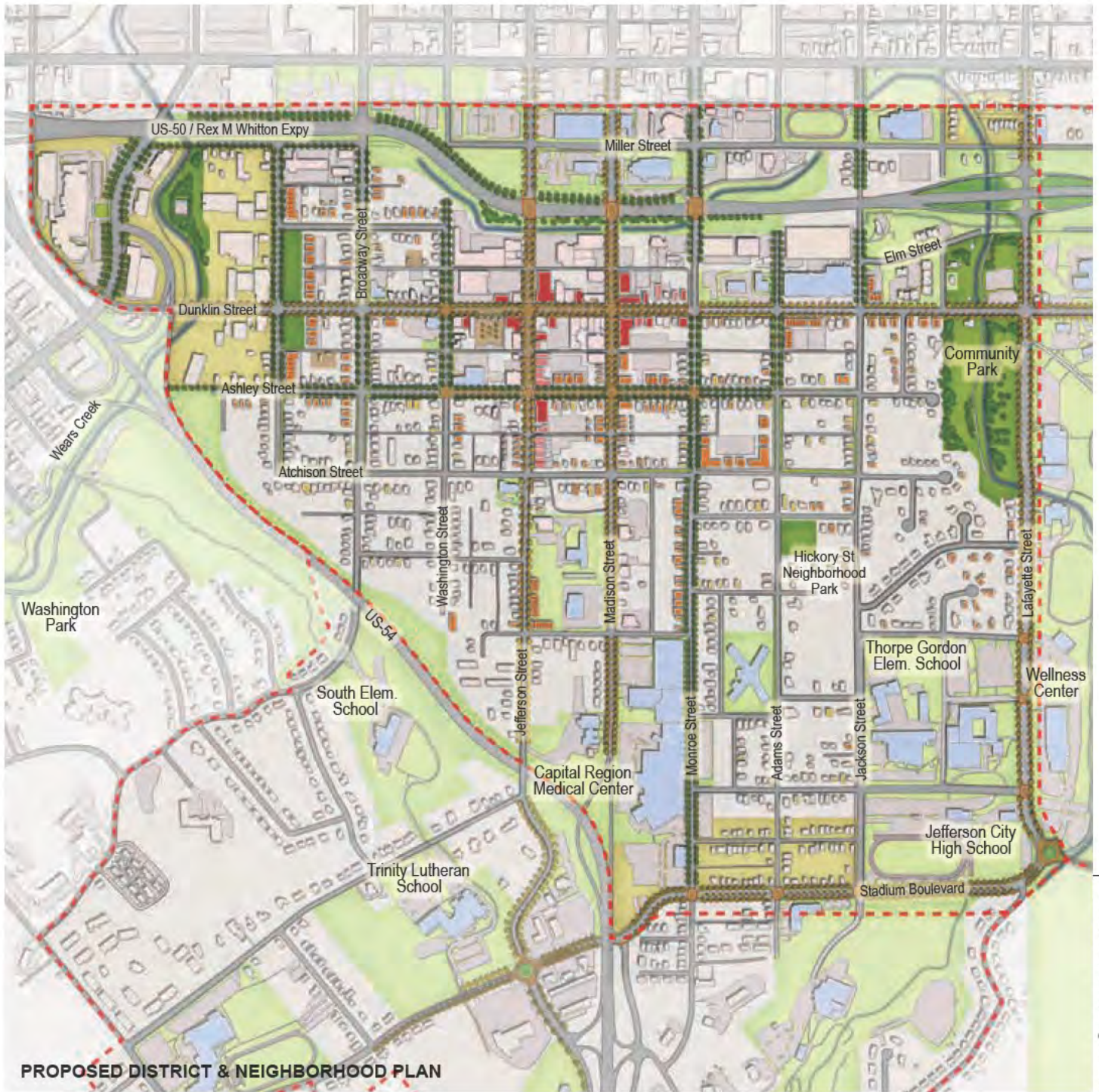
DISTRICT & NEIGHBORHOOD DEVELOPMENT PLAN

DISTRICT & NEIGHBORHOOD DEVELOPMENT PLAN

The District & Neighborhood Development Plan is the physical realization of the Historic Southside | Old Munichburg Neighborhood Vision for the future. In order to achieve the Neighborhood Vision, the District & Neighborhood Development Plan is structured around ten (10) Neighborhood Development Principles. Described in detail on the following pages, these Principles provide recommendations for physical improvements, community programs and partnerships, and policies to facilitate development in the neighborhood. These recommendations serve to transform the Historic Southside | Old Munichburg Neighborhood into the vibrant urban neighborhood that it once was and will be again.

The Neighborhood Development Principles address the various community challenges and assets identified throughout the planning process and will serve to guide ongoing and future revitalization efforts within the Historic Southside | Old Munichburg Area. This is to ensure that future neighborhood investments are made in a coordinated way that fulfills the vision, for the neighborhood residents, businesses, institutions, and stakeholders; to create a healthy, vibrant, and diverse community positioned for long-term success and sustainability.

The District & Neighborhood Development Plan consists of ten (10) Neighborhood Development Principles, which consist of specific development strategies and activities. Many of these recommended improvements and initiatives are not new, but have been articulated in past plans. The District & Neighborhood Plan refines and coordinated these ideas into a leveraged, implementable plan for community development and revitalization. These Principles are presented in detail on the following pages.



PROPOSED DISTRICT & NEIGHBORHOOD PLAN

Legend

--- Project Boundary

Building Colors

- Existing commercial buildings to remain
- Existing commercial buildings to be improved
- New infill commercial/mixed-use buildings
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- New infill residential buildings
- Institutions (Existing & Proposed expansions)

Ground Colors

- Long-term redevelopment
- Park land

NEIGHBORHOOD DEVELOPMENT PRINCIPLES



- 1 Develop the US-50 Corridor as an Urban Boulevard** and “front door” from downtown and establish new gateway entrances to the neighborhood.



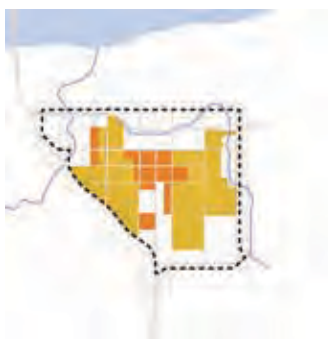
- 2 Build the Heart of the Community** around a revitalized, vibrant, mixed-use Dunklin Street/Old Munichburg Business District.



- 3 Develop a Distinctive Community Identity on Dunklin Street** with festivals; the celebration of history; cultural resources; and street improvements to enhance walkability, bikeability, and connections to Lincoln University, US-54, and Missouri Boulevard.



- 4 Improve Streetscape Image & Character** of Jefferson, Madison, and Monroe Streets between Capital Region Medical Center and the Dunklin Business District, and revitalize Lafayette Street and Stadium Boulevard as healthy corridors with walkability, bikeability, and public space.



- 5 Expand Housing Choices** by increasing the diversity of types and affordability while retaining and improving existing homes and developing new ones.

6 Create an Expanded, Interconnected Park & Greenway System by removing development from floodplains over time to create additional park space, and deal with local stormwater and flooding.



7 Establish a Clear Identity & Professionally Managed Community Development Corporation(CDC) for the Historic Southside | Old Munichburg Neighborhood to implement the revitalization plan with ongoing community engagement, discussion, and input to develop long-term and sustainable community empowerment and leadership.



8 Develop a Great Streets Program for the existing neighborhood to provide quality sidewalks, street lighting, landscaping, green infrastructure, underground utilities, and parking.



9 Improve Actual and Perceived Safety through increased policing, neighborhood watch, proper street lighting, and physical improvements.



10 Develop a Health District by Partnering with Anchor Institutions that can create social support programs including job training, business incubators, education, and healthy living.



1

DEVELOP THE US-50 CORRIDOR AS AN URBAN BOULEVARD

The Historic Southside | Old Munichburg Neighborhood has always had a physical separation from Downtown Jefferson City. Initially, during early German settlement, Wears Creek was the dividing feature. Later, the Rex Whitton Expressway (US-50) became the clear edge of the neighborhood. Today, the Rex Whitton Expressway functions like a highway and is controlled by MoDOT. The visual appearance of the expressway is lacking and pedestrian and bicycle facilities need vast improvements. Developing the car-centric expressway into an urban boulevard model would greatly benefit not only the Historic Southside | Old Munichburg Neighborhood, but Downtown and the City of Jefferson as a whole. Creating a “front door” on US-50 with gateway entrances at key locations will invite people to stop and visit this vibrant historic area along one of Jefferson City’s key vehicular arterials.



Proposed multi-use trail along US-50 urban boulevard



US-50 BEFORE

US-50, also known as the Rex Whitton Expressway, defines the northern edge of the neighborhood. The expressway currently functions for moving vehicular traffic and is not well suited for other modes of transportation such as pedestrian and bicycle. Transforming this corridor into an urban boulevard will include visual enhancements to Wears Creek, installing consistent branded street and pedestrian lighting, developing a multi-use-tree-lined trail, and improving the on-grade intersections at Jefferson, Madison, and Monroe Streets to function better for pedestrians while advertising the neighborhood (gateways). This section of US-50 should function as the “front door” to the neighborhood, welcoming visitors and displaying the unique identity of the area.



US-50 AFTER

Gateway entrances can be created through landscaping and improved pedestrian facilities. Pedestrian crosswalks designed to reflect the character of the district and neighborhood provide safer pedestrian travel and create a coherent identity to advertise the district. Street textures, light fixtures, and banners can be used to characterize the district. Jefferson, Madison, and Monroe Streets are all on grade and can be transformed into gateway entrances from the expressway into the neighborhood. Jackson and Lafayette Streets are grade separated and can function as gateway entrances from downtown into the neighborhood.

Along the expressway, landscaping with trees and low maintenance native plants will soften the appearance of the expressway, reduce air pollution and heat island effects, manage stormwater flooding, and increase biodiversity. Cleaning up and landscaping Wears Creek will further beautify the expressway and connect people to the creek. Incorporating green infrastructure improvements into the creek clean up and future street improvements is important for sustainable design.

A tree-lined, multi-use trail on the northern side of the expressway will provide safe bike and pedestrian facilities that will activate the area, setting up the potential for future public space development along its length. Improving US-50 into an urban boulevard will activate the area, creating a strong vibrant edge and “front door” entrance to the neighborhood.

These recommendations for the Whitton Expressway are compatible with the findings of the 2011 Whitton Expressway Environmental Impact Statement (EIS), which resulted in the recently-completed Lafayette Interchange improvements and overpass improvements at Chestnut and Jackson Streets. Furthermore, the recommendations of this plan have been developed with input from MoDOT. While the Whitton Expressway EIS also calls for a grade-separated crossing of US-50 by Madison Street. Project stakeholders, including MoDOT and the City of Jefferson, have acknowledged that this grade-separated crossing is not feasible and will not be pursued.



Indianapolis multi-use cultural trail unique crosswalk design



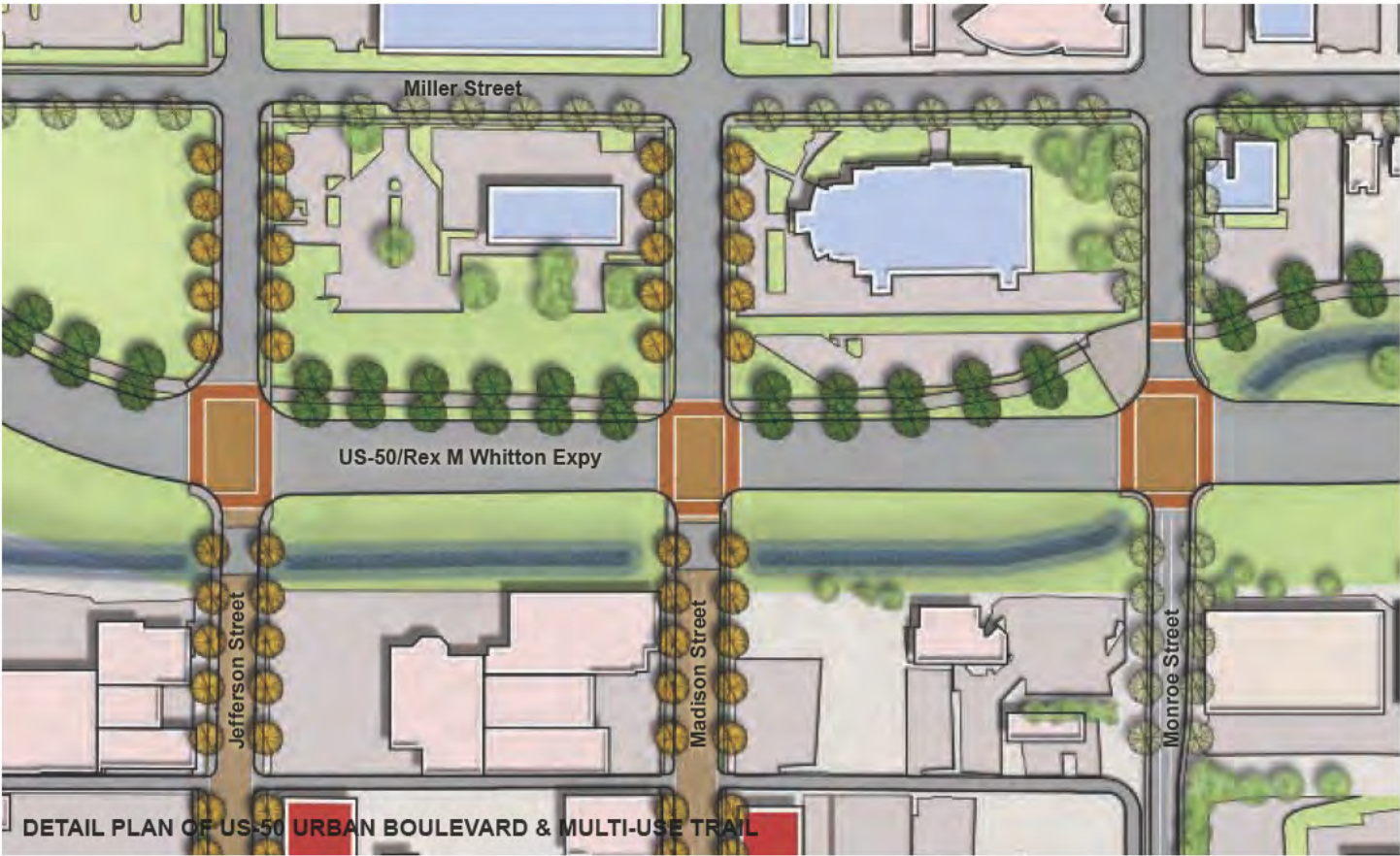
Minneapolis greenway connected to community garden



Multiway boulevard in Washington



Jefferson City Greenways



Render of Bonaventure Expressway's transformation into an urban boulevard in Montreal, Canada (Planned completion September 2017)

US-50 AT MADISON STREET



EXISTING CONDITION



INFRASTRUCTURE IMPROVEMENTS

- Develop a multi-use trail including separate lanes for walking and biking
- Improve sidewalks and install rain gardens for stormwater management
- Enhance crosswalks to be more dominant and reflect the neighborhood character
- Hang banners on poles to advertise the Historic Southside | Old Munichburg District & Neighborhood



LANDSCAPING IMPROVEMENTS

Create a pedestrian and street scale lighting strategy along US-50 and the multi-use trail
 Install wayfinding signage along trail to enhance navigation and safety
 Plant trees along the trail and sidewalks for environmental and walkability benefits.



FINAL RENDERING

Continue planting trees and landscaping the area
 Transform open space into public space
 Provide facilities within the public space for restrooms, bike maintenance, and bike storage

2

BUILD THE HEART OF THE COMMUNITY

The Historic Munichburg Business District is concentrated along Dunklin Street between Washington and Monroe Streets. The physical and historic core of the neighborhood, it was once a vibrant mixed-use district with locally-owned storefront businesses, typically with residential or office space above. The original German settlers built Munichburg into a tight-knit, self-contained community with all necessary amenities within walking distance. The Dunklin Business District was and is the heart of this community. The historic, brick storefront buildings are a great asset that should be preserved and improved over time.



Sidewalk dining & transitional spaces on Dunklin Street



Dunklin Street render of a night festival



Crowd at Blues, Brews, and Brats Festival on Dunklin Street

Creating a core, vibrant, mixed-use business district will provide expanded retail and job opportunities, public space amenities, and a diversity of residential options. Key streets within the district should be redesigned and enhanced to improve multimodal transportation (walking, biking, driving, and public transit) and public space uses. These streets include Dunklin, Ashley, Jefferson, and Madison Streets. Sidewalk bump outs should be added at intersections within the business district to improve walkability and better define the parallel parking. The character of the district should be reflected through building facades, street textures, crosswalk designs, signage, banners, street furnishings (including benches, trash receptacles, and planters), lighting, and landscaping. Establishing district design guidelines for developers and building owners is a useful tool in revitalization efforts.

Infill and mixed-use developments in the district will support the growing need for a greater variety of amenities, housing types, and lifestyle choices. The Plan proposes new infill development along Dunklin, Jefferson, and Madison Streets within the business district. New development should yield a mix of office, residential, and retail space to bring a diversity of uses to the district. Currently, no upper floor residential uses exist in the Dunklin Business District; however, upper floor residential uses should be permitted and encouraged in existing commercial buildings within the district. This is easily achievable in the existing commercial buildings along Dunklin Street between Jefferson and Madison Streets. A concentration of commercial buildings need improvement along Jefferson Street between Tanner Way and Atchison Street. Using façade restoration funding programs to promote renovation of these properties will enhance the district, bringing greater retail interest to the area. One highly requested amenity by the residents was a grocery store. Establishing a grocery store, by working with the CDC (once established) and local partners, would be a tremendous asset to the neighborhood and increase residential interest within the business district.



Scout Beer Garden in Portland, OR



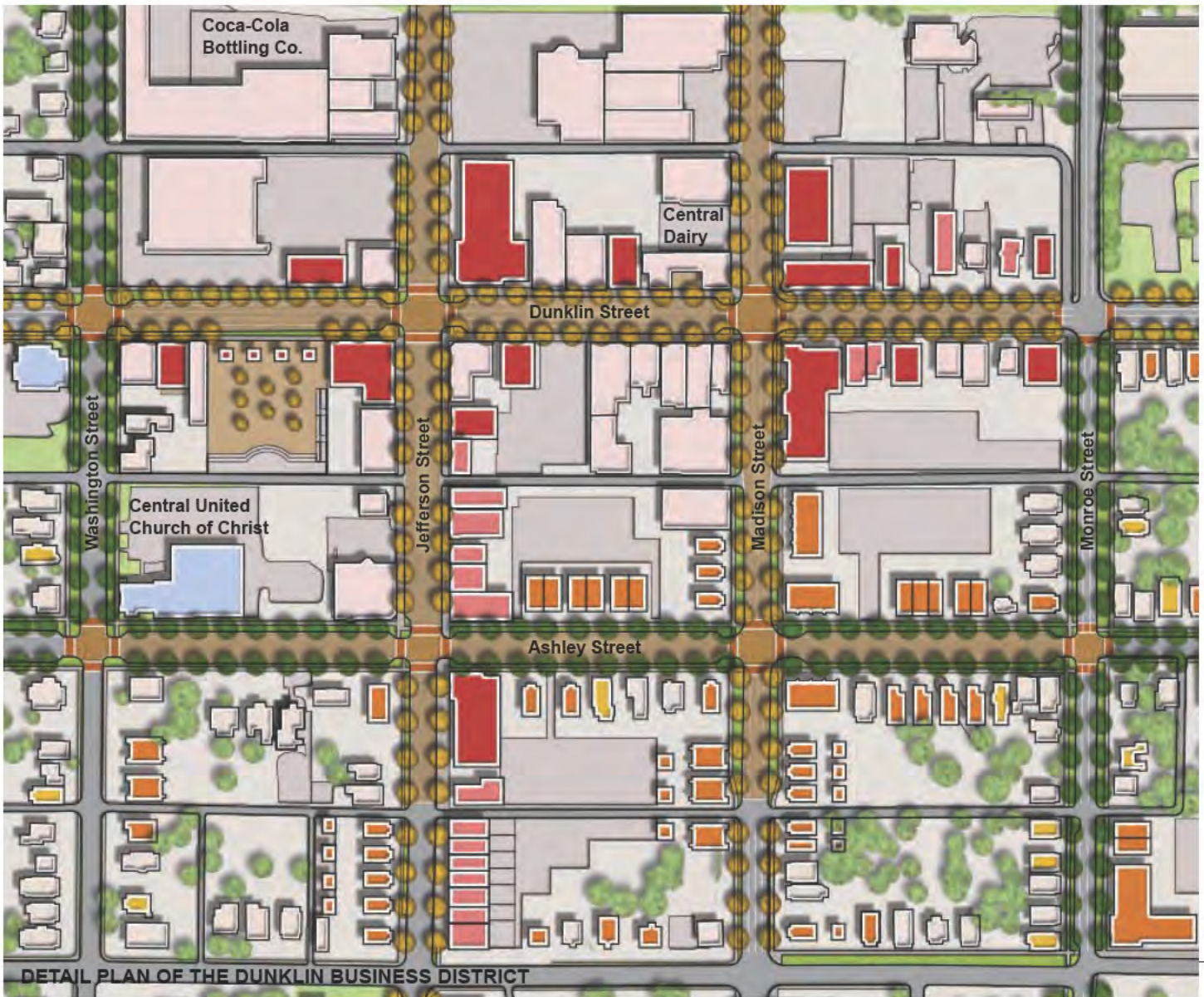
Outdoor dining behind buildings



Putnam Triangle Plaza in Brooklyn



Street trees decorated with lights & banners hung across street



Legend

- Existing commercial buildings to remain
- Existing commercial buildings to be improved
- New infill commercial/mixed-use buildings
- Existing residential buildings to remain
- Existing residential buildings to be improved
- New infill residential buildings



Parking lot used for farmers market



Nighttime sidewalk Dining at Tavern on Main in Belleville, IL

DUNKLIN STREET



Install brick texture to define parallel parking and create curb bumpouts
Add character to sidewalks and crosswalks as pedestrian improvements are underway
Install street and pedestrian scale lighting with a desired character for the identity of the street
Add bike lanes on both sides of the street



LANDSCAPING IMPROVEMENTS

Plant street trees and create rain gardens along crosswalks
 Install wayfinding signage and historical markers on buildings and sidewalks
 Install bike racks, benches, and trash receptacles with a consistent character



FINAL RENDERING

Hang string lighting and install banners to advertise and define the heart of the community
 Infill mixed-use buildings and improve existing buildings
 Encourage sidewalk dining and utilize parking lots for temporary events

DUNKLIN STREET FESTIVAL



Widen and improve sidewalks to have a unique character
Add designated bike lanes on either side of the road
Define parallel parking zone with brick pavers



LANDSCAPING IMPROVEMENTS

Implement a lighting strategy for Dunklin street with consistent street scale lighting and pedestrian scale lighting
 Infill commercial and mixed-use structures to increase retail options and enhance the overall business district
 Hang banners to advertise the area and special events



FINAL RENDERING

Hang sting lighting to better define the core of the district
 Utilize this section of the street for temporary events and festivals

3

DEVELOP A DISTINCTIVE COMMUNITY IDENTITY ON DUNKLIN STREET

Dunklin Street is an important east-west connector linking historic Munichburg homes, the Dunklin Business District, Community Park, and the historic Lincoln University campus within the neighborhood. The Plan recommends developing Dunklin Street into a community amenity that serves as festival and gathering space for community events; celebrates the history of the neighborhood through streetscape design; and enhances walkability, bikeability, and vehicular connections. This street connects layers of history that should be celebrated along its length reflecting a distinctive community identity.

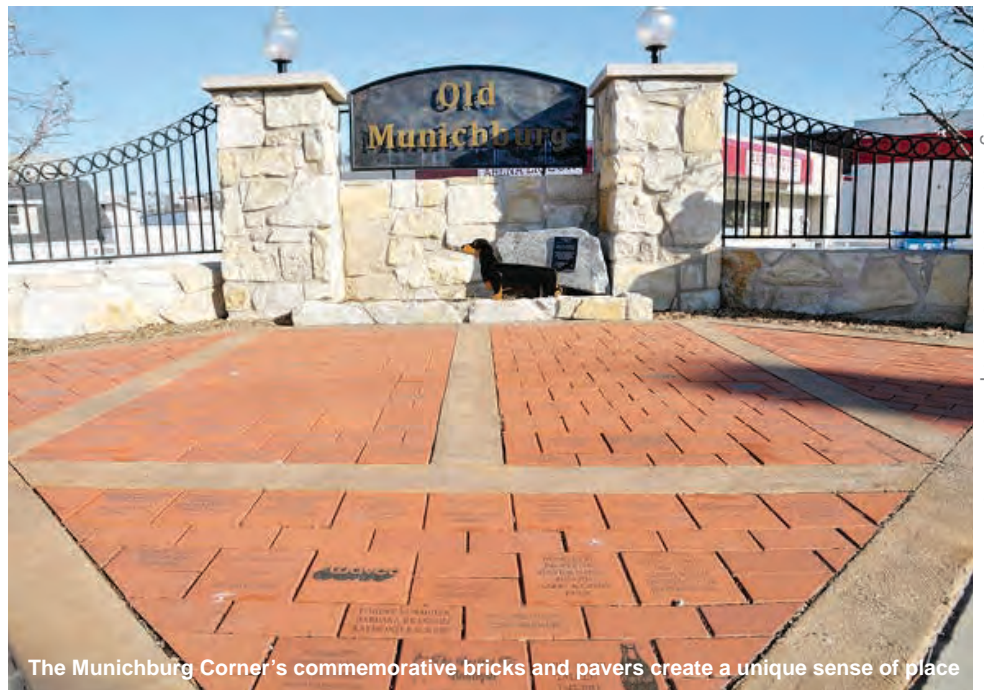




This neighborhood is known for its festivals and celebrations throughout the year



Beer is important part of history for area



The Munichburg Corner's commemorative bricks and pavers create a unique sense of place

Dunklin Street should become a historical armature for placemaking. Street amenities and signage can be tools for telling history. Installing signage and markers along the street in order to highlight the history of the area, provides visitors cultural resources to explore during neighborhood events. Historical markers can be incorporated into streetscape elements such as planters, sidewalk textures, building signage, light poles, and benches to transform Dunklin Street into a historical trail.

Public space for festivals and gatherings should be located along Dunklin Street. The Plan illustrates a permanent plaza across from Central Dairy for daily use. Additionally, parking lots, streets, and sidewalks should be utilized for temporary events such as farmers markets and festivals. Dunklin Street between Washington and Madison Streets should be designed to accommodate these events. Light fixtures and other street furnishings should have a specific style and character. This desired character should be continued along Dunklin Street from Missouri Boulevard to Clark Avenue. Developing the street to function as a great public gathering space will inherently establish a distinctive community identity on Dunklin Street.

The pedestrian experience can be enhanced with improved sidewalks and crosswalks, street lighting, street furniture (benches, trash receptacles, and planters), wayfinding signage, street trees, and buildings oriented to the street. Currently, there are minimal bike facilities along Dunklin Street. Cyclists can access the greenway trail from Dunklin Street at Community Park, but there are no marked on-street bike facilities. Shared lane markings should be added to Dunklin Street to allow biking; its hilly terrain is ideal for avid cyclists. Bike racks should be installed along Dunklin Street, especially in commercial areas and parks. Dunklin Street is a key east-west connector through the neighborhood with a speed limit of 30 mph. Traffic calming can be achieved through planting street trees, installing pedestrian signals at crossings, and building curb bump outs at intersections to reduce speeding. Developing Dunklin Street into a vibrant complete street will increase mobility and provide a “main street” for the community.





Dunklin Street has a great deal of history. Celebrating that history through design elements will bring a unique identity to the street



Crowds gathering for performances during a festival



Musicians at Oktoberfest

EAST DUNKLIN STREET



Widen sidewalks and add unique texture consistent along Dunklin Street
Add shared bike lane markings



LANDSCAPING IMPROVEMENTS

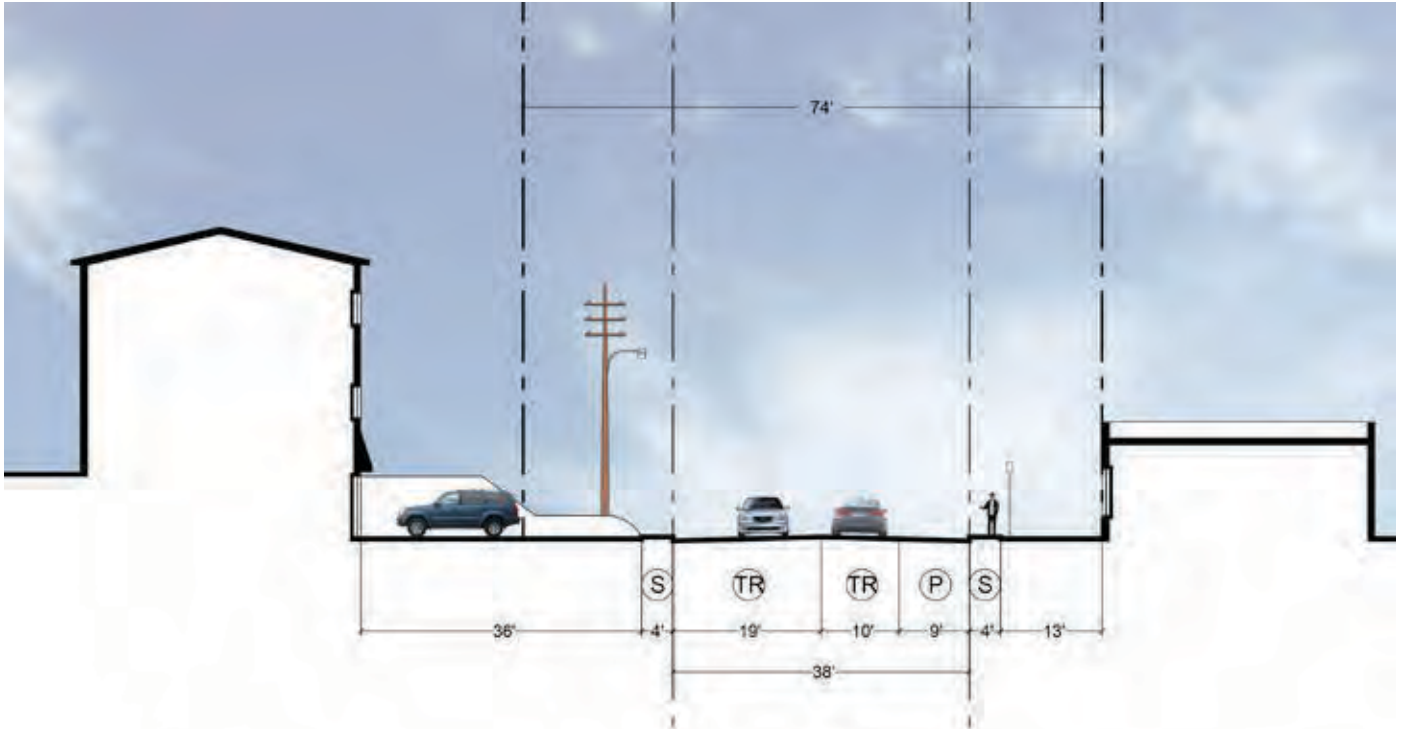
Plant street trees and landscaping
 Improve JEFFTRAN bus stop with seating and bus schedule
 Install pedestrian street lighting consistent along Dunklin Street



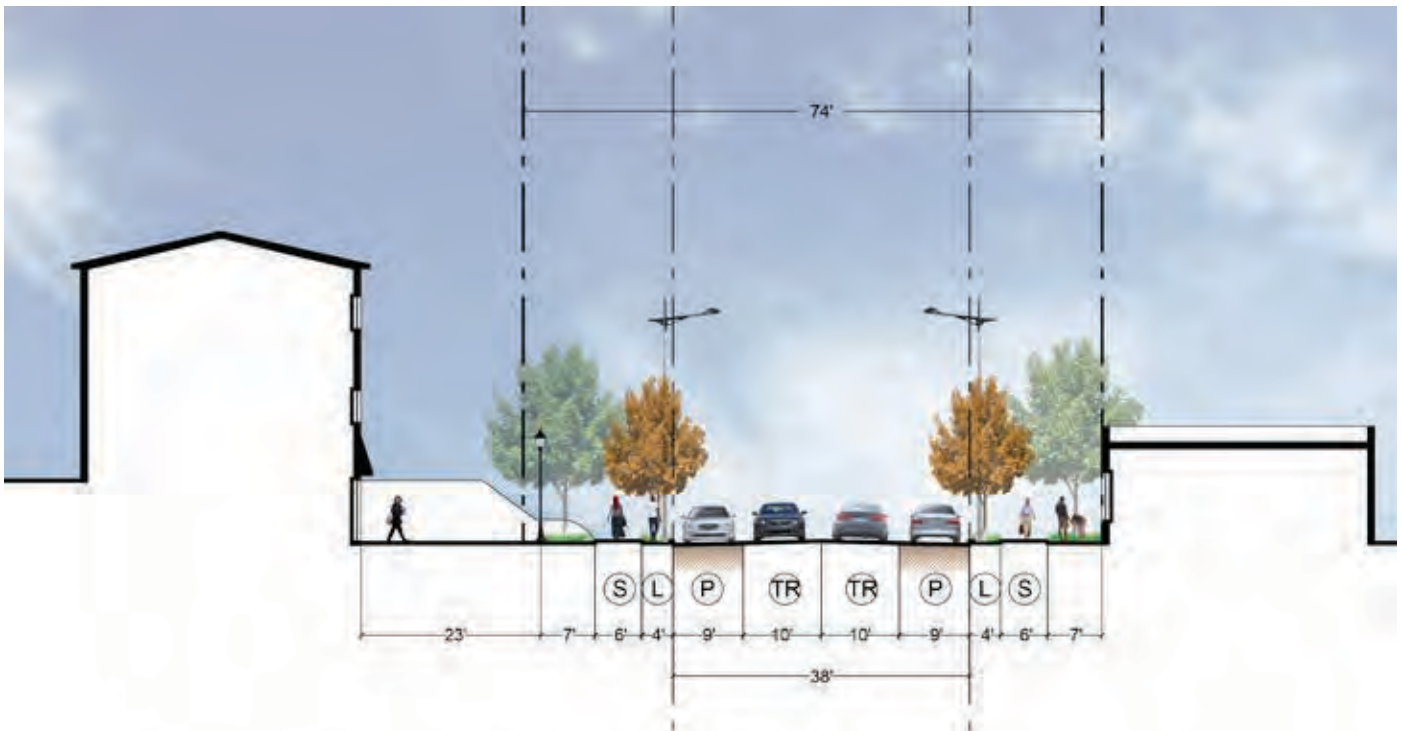
FINAL RENDERING

Infill residential duplexes
 Install wayfinding signage, and historical markers

DUNKLIN STREET IMPROVEMENTS



EXISTING CONDITION



PROPOSED IMPROVEMENTS

- 8 foot parallel parking lane on both sides of the street
- Tree lawn with street trees
- Widen sidewalks to 6 feet
- Improve street lighting

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4

IMPROVE STREETScape IMAGE & CHARACTER

Improvements to arterial roads serve to enhance walkability, bikeability, and traffic patterns within the neighborhood. Jefferson, Madison, and Monroe Streets are the main interior north-south connector streets leading through the business district. Lafayette Street and Stadium Boulevard frame the neighborhood and connect the major institutions. These streets are the main traffic routes in and around the neighborhood. Improving the streetscape image and character of these streets will enhance the overall perception and identity of the neighborhood for residents and visitors.



East Dunklin Street Rendering



Existing Dunklin Street improvements including benches, street trees, facade renovations, and street lights with signage.



Lafayette Street at Community Park Rendering



100' Block of Dunklin Street Rendering

Jefferson and Madison Streets have a mix of residential, institutional, and commercial uses along them. Monroe Street is primarily a residential street with the exception of Capital Region Medical Center access. The conversion of Monroe Street from one-way traffic to two-way was mentioned by many residents and community stakeholders. To allow one travel lane in each direction and one lane of parking some property acquisition will be necessary. These key north-south streets should have continuous sidewalks with street trees through the entirety of the neighborhood. Providing a safe and enjoyable pedestrian experience is important especially between Capital Region Medical Center and the Dunklin Business District.

Lafayette Street and Stadium Boulevard provide access into the neighborhood and connect a number of important educational, health, and religious institutions. The development of this corridor should be positioned around walkability and bikeability. Street trees lining the sidewalk and along a center median will create a more pleasant corridor for all users and reduce air pollution. The sidewalk should act as a pedestrian route and a public space providing shade and seating. The Plan suggests the redesign of the corridor to include a travel lane in each direction; a designated, on-street (5 ft. min.) bike lane; and parallel parking on both sides of the street. Developing this corridor will set the stage for adjacent redevelopment in the future and better connect people with the local institutions.



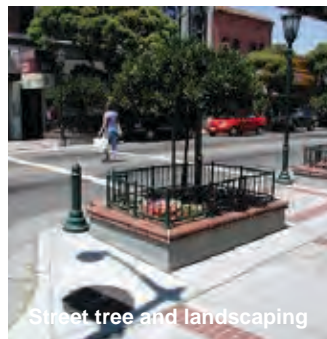
Ocean Park Boulevard Santa Monica, CA



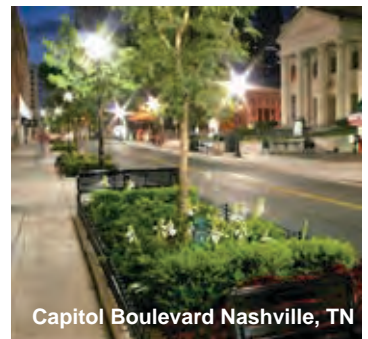
12th Ave Green Street Portland, OR



Street tree



Street tree and landscaping



Capitol Boulevard Nashville, TN



St. Louis, MO Washington Ave solar parking sign



Belleville, IL Main Street streetscape including street trees, sidewalk bumpouts, street lighting, banners, and potted plants.

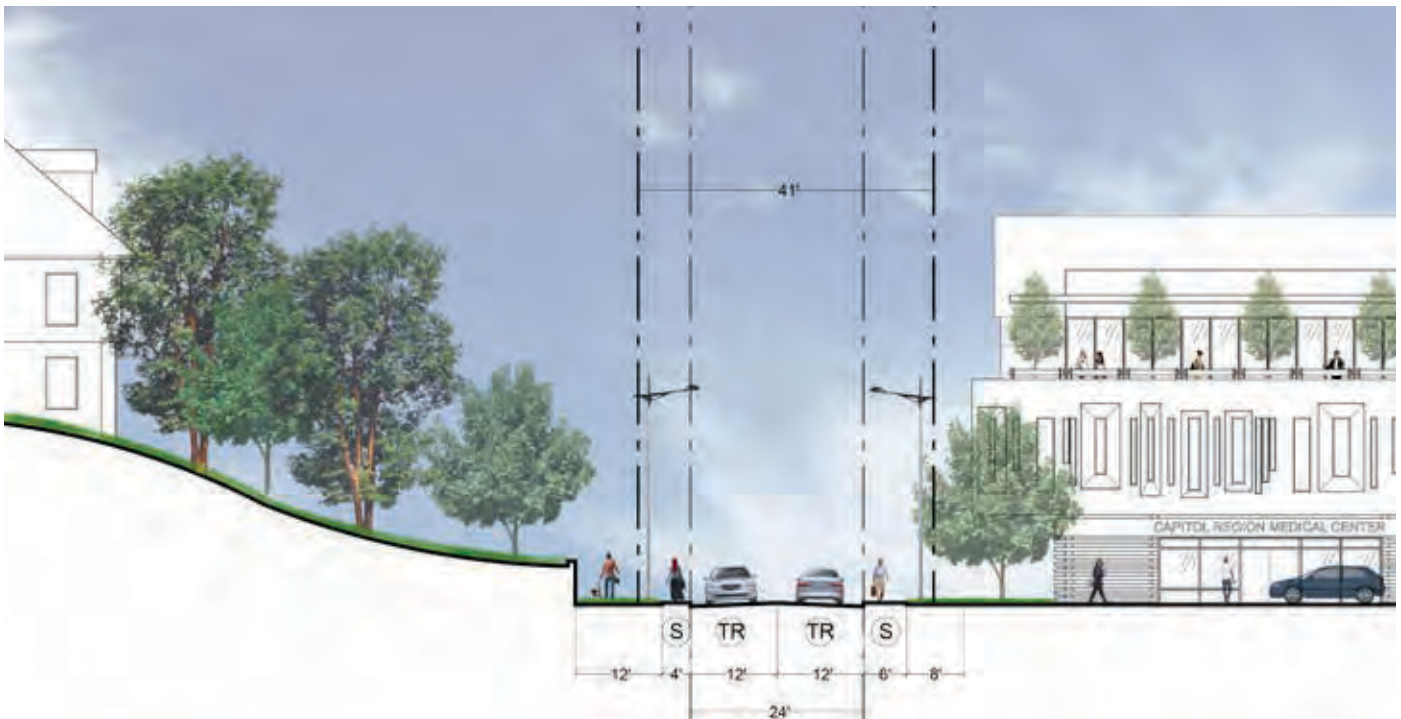


Belleville, IL Main Street sidewalk dining

MONROE STREET IMPROVEMENTS (SECTION CUT 1)



EXISTING CONDITION



PROPOSED IMPROVEMENTS

- East side: sidewalk (4 feet) without tree lawn
- West side: sidewalk (6 feet) without tree lawn
- Travel lane (12 feet) in each direction
- Street lighting within the public right-of-way

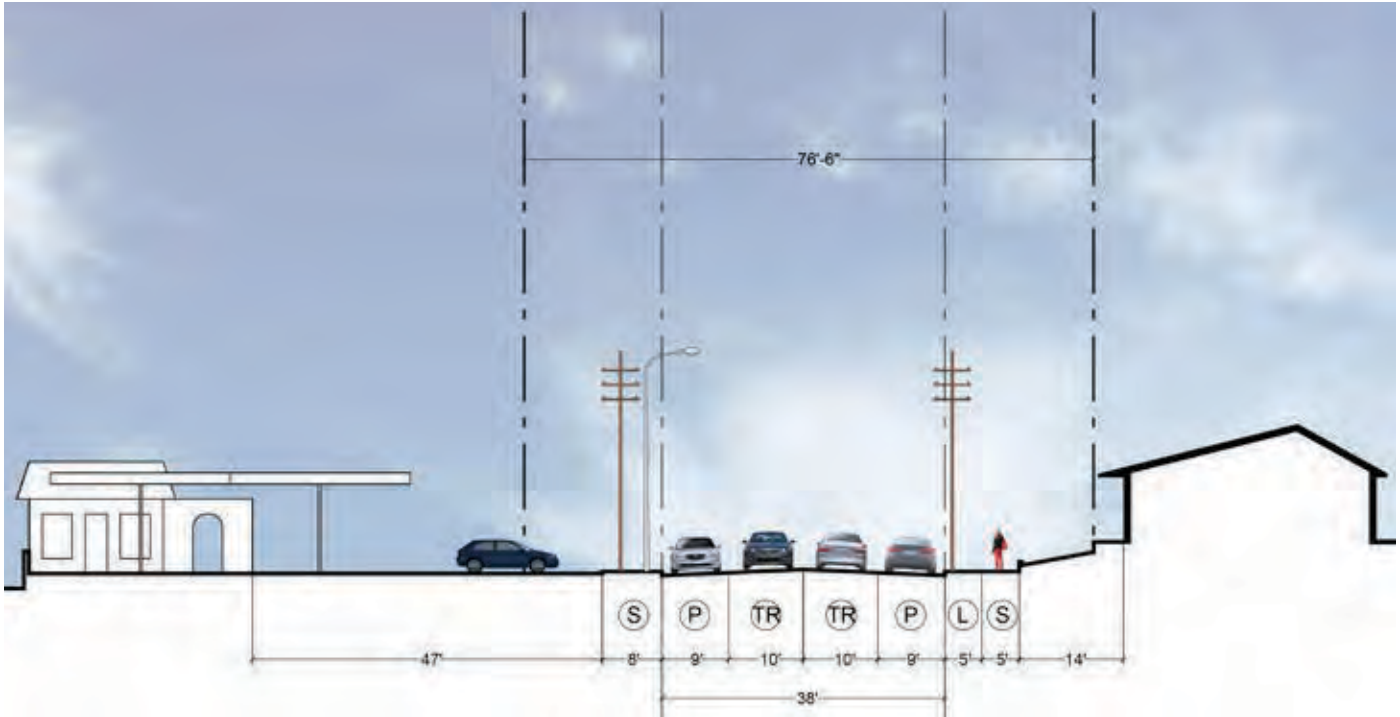


PROPOSED DISTRICT & NEIGHBORHOOD PLAN WITH SECTION CUT LOCATIONS

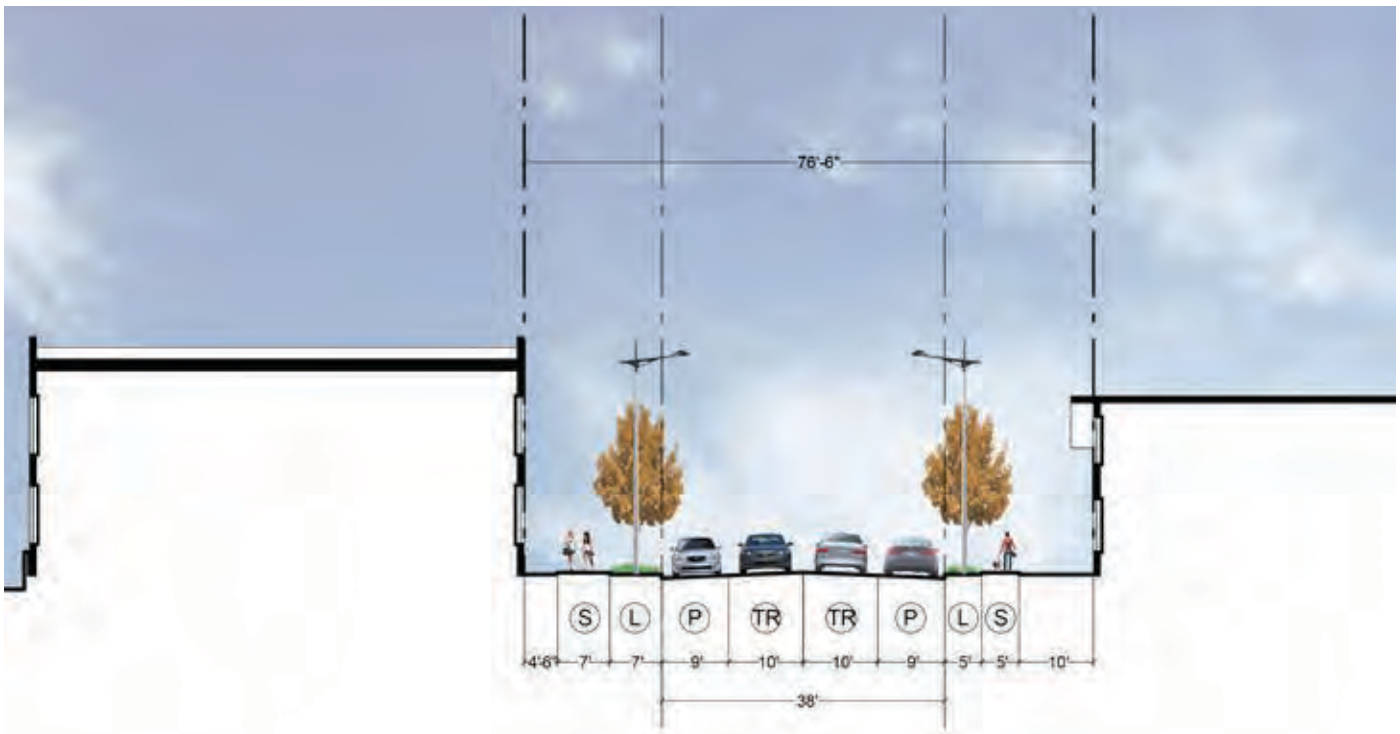
Section Cut Locations

- 1 | Monroe Street between Woodlawn Avenue & Franklin Street looking south
- 2 | Madison Street between Ashley Street & Atchison Street looking north
- 3 | Stadium Boulevard/Lafayette Street (same street design being proposed)
- 4 | Monroe Street between Hickory Street & Franklin Street looking south

MADISON STREET IMPROVEMENTS (SECTION CUT 2)



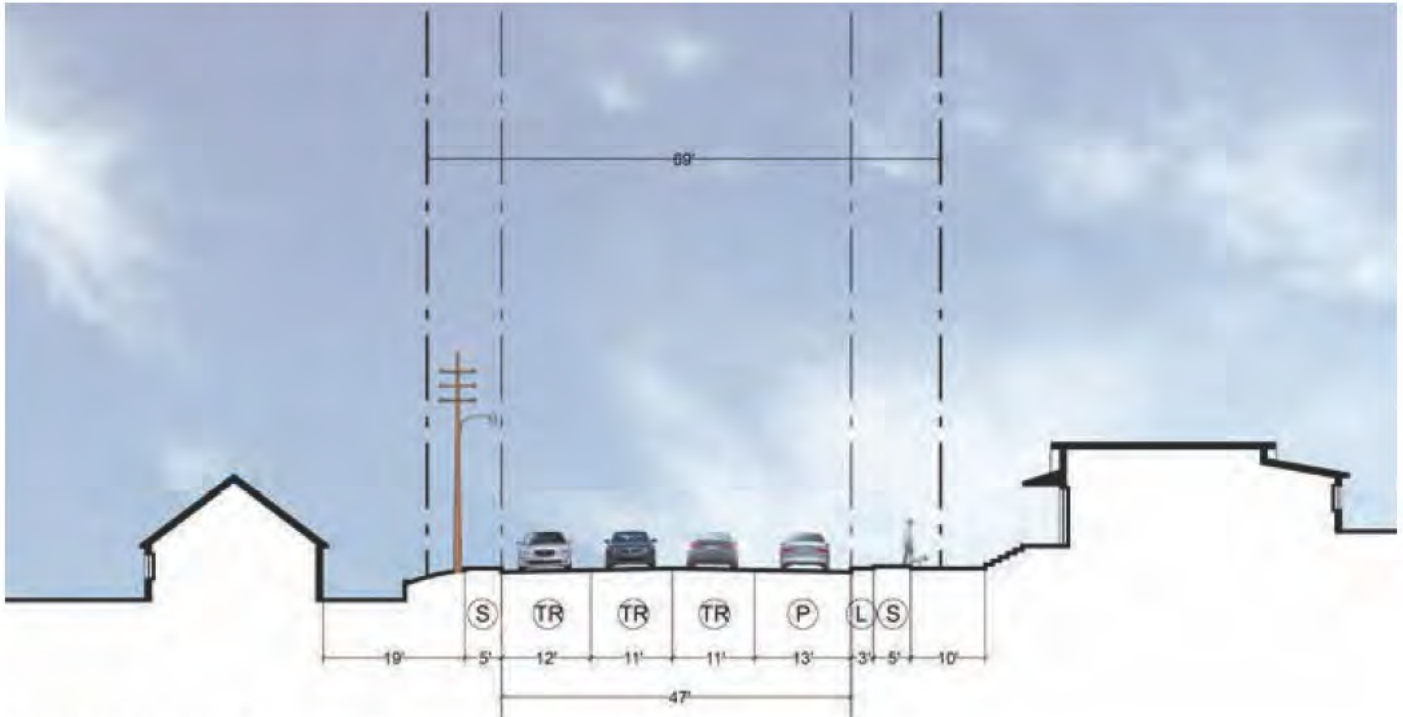
EXISTING CONDITION



PROPOSED IMPROVEMENTS

- East side: sidewalk (7 feet) with tree lawn (7 feet)
- West side: sidewalk (5 feet) with tree lawn (5 feet)
- Travel lane (10 feet) in each direction
- Parallel parking lane (9 feet) on both sides of the street
- Street lighting within the public right-of-way

STADIUM BOULEVARD STREET IMPROVEMENTS (SECTION CUT 3)



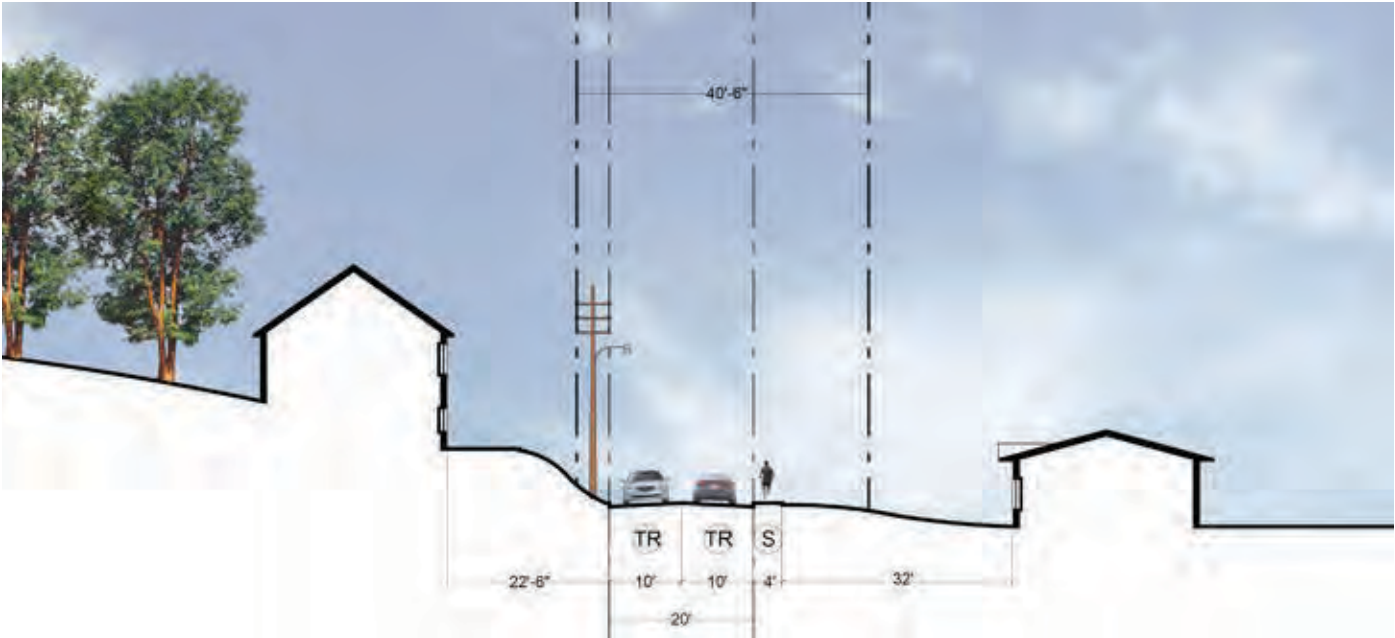
EXISTING CONDITION



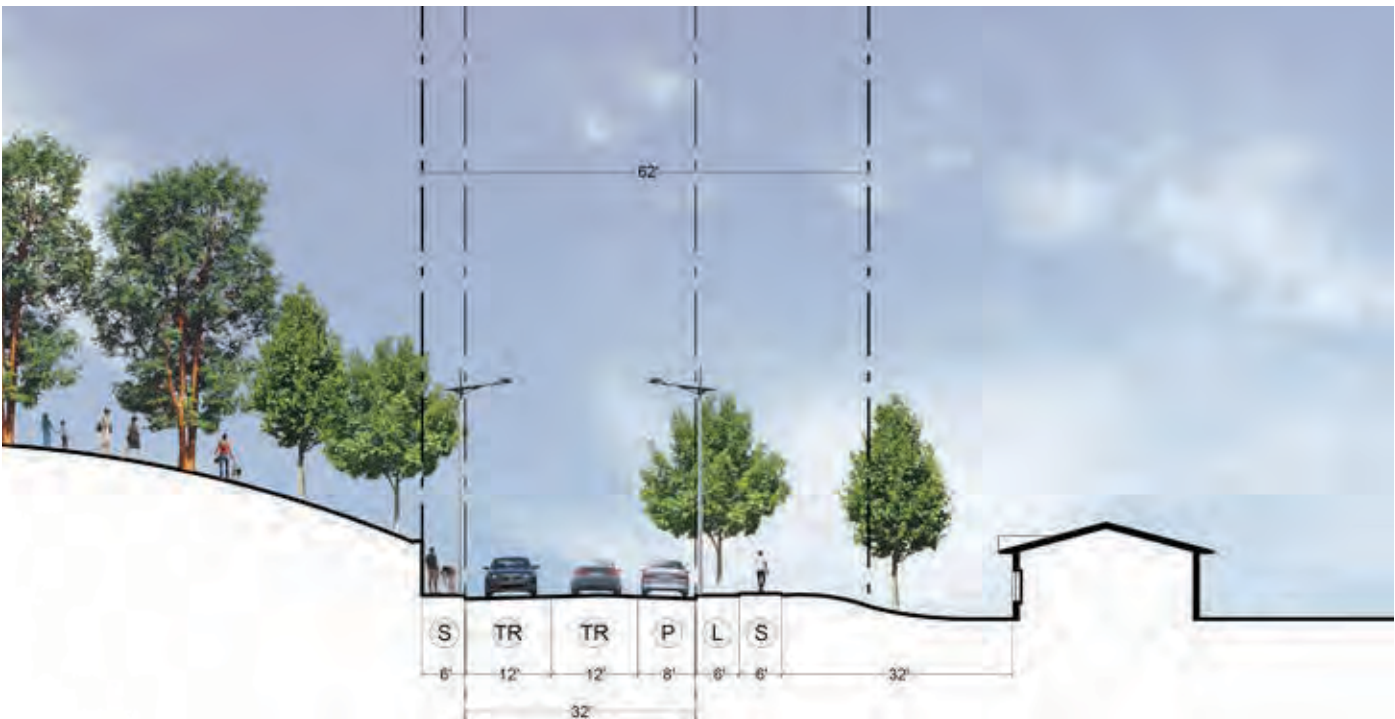
PROPOSED IMPROVEMENTS

- Designated bike lane (5 feet) on both sides of the street
- Sidewalk (6 feet) with tree lawn (6 feet) on both sides of the street
- Travel lane (11 feet) in each direction with center tree lined median/turn lane (11 feet)
- Parallel parking lane (8 feet) on both sides of the street
- Street lighting including roadway and pedestrian

MONROE STREET IMPROVEMENTS (SECTION CUT 4)

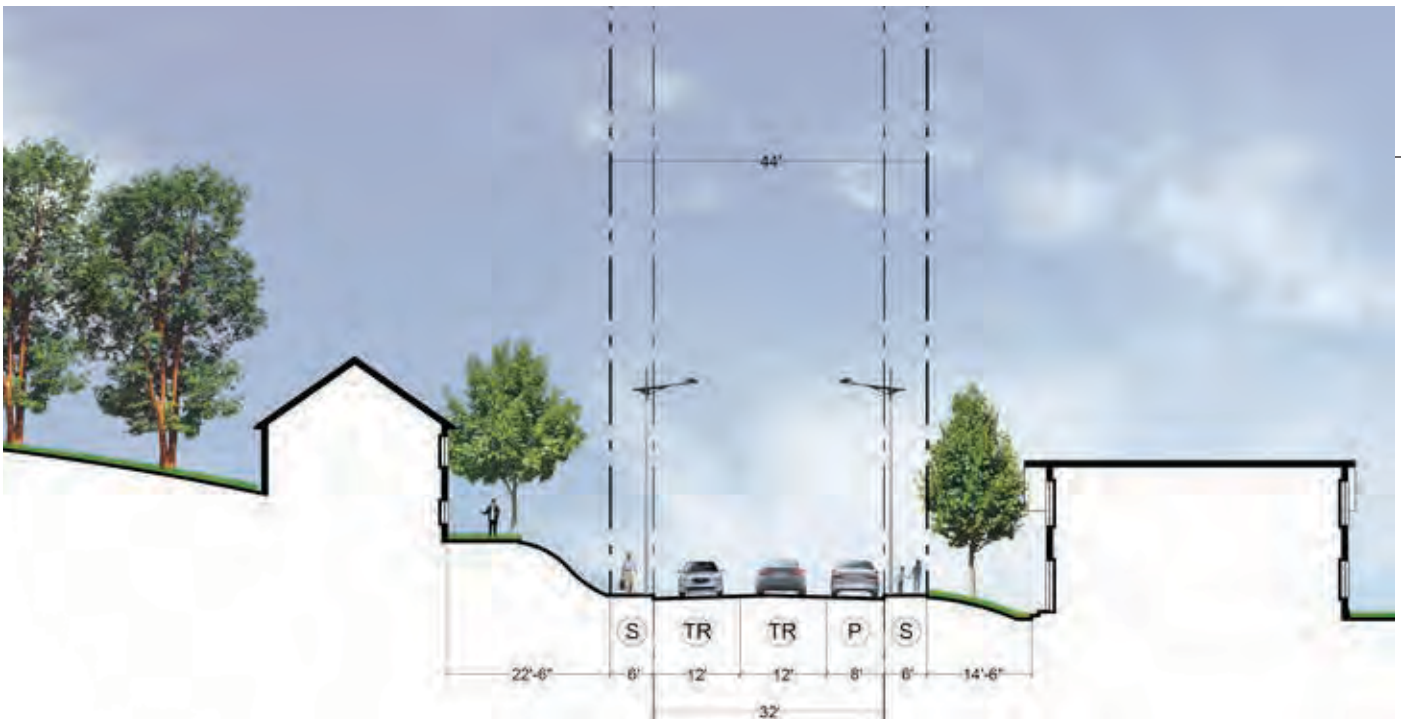


EXISTING CONDITION | ONE-WAY TRAFFIC



PROPOSED IMPROVEMENTS | TWO-WAY OPTION A (EXPAND EAST)

- East side: sidewalk (6 feet) without tree lawn
- West side: tree lawn (6 feet) and sidewalk (6 feet)
- Travel lane (12 feet) in each direction
- Parallel parking lane (8 feet) on west side of the street
- Street lighting within the public right-of-way



PROPOSED IMPROVEMENTS | TWO-WAY OPTION B (EXPAND WEST)

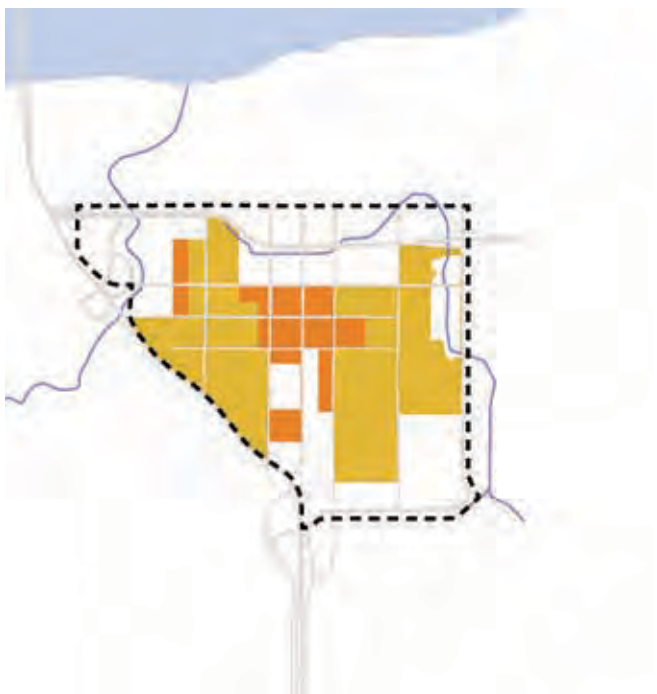
- East side: sidewalk (6 feet) without tree lawn
- West side: sidewalk (6 feet) without tree lawn
- Travel lane (12 feet) in each direction
- Parallel parking lane (8 feet) on west side of the street
- Street lighting within the public right-of-way

5

EXPAND HOUSING CHOICES

The Historic Southside | Old Munichburg Neighborhood has a unique collection of homes of varying styles and eras. The neighborhood contains predominately single family residential buildings; however, many of these have been subdivided into smaller units for multi-family use. The diversity of historic housing types give the neighborhood a unique character. The numerous and often brick historic homes in this area reflect the German heritage, an asset to the neighborhood that should be preserved. In order to support the preservation of the historic housing stock, incentive programs need to be put in place (or information made more available to the home owners). As the neighborhood improves, affordability must be a priority to ensure current residents do not get priced out by new development. The neighborhood should continue to grow as a diverse, multi-generational, mixed income community.

Currently, the neighborhood suffers from poorly maintained rental properties. These properties create a negative perception of neighborhood quality and safety. High tenant turnover rates—including among Lincoln University student renters—are a challenge for establishing a sense of community among neighbors and do not contribute to neighborhood stability. Transience in predominately single family neighborhoods leads to weaker communities and less mutual support. Development of student housing in the area will help alleviate this issue. Having quality rental properties is important for creating a diversity of housing options and encouraging long-term renters; however, landlords must be held accountable for property maintenance and code enforcement must be diligent.



Vacant historic brick home in Old Munichburg



Historic Old Munichburg homes on Mulberry Street



American foursquare home in Old Munichburg



Craftsman style home in the Historic Southside area

The Plan identifies properties needing maintenance and new development opportunities. Furthermore, the unique, historic homes in the area should be improved and preserved in a way that maintains the character of the district. Specific recommendations include:

- Develop a **Minor Home Repair program** for low-income, owner-occupied homeowners to conduct critical repairs and maintenance to historic homes. This program should be funded through targeted CDBG funds and/or part of the City's annual competitive HOME funds application;
- Establish a **matching-funds program** with a per-project funding limit to conduct exterior renovations to qualifying historic homes, meeting certain requirements;
- Partner with **Habitat for Humanity** to do exterior improvement projects for low-income property owners;
- Develop **architectural guidelines** specific to the Old Munichburg Historic District to preserve its historic character; and
- Establish a **Rental Housing Conservation program**, comprised of a basic code inspection whenever a building is reoccupied to check for interior building code violations and ensure that building exteriors meet International Property Maintenance Code standards. This recommendation mirrors the recommendation from the City's 1996 Comprehensive Plan to develop and adopt occupancy standards and inspections for rental housing units.

New residential development should be diverse, context sensitive, sustainable, and affordable. Housing for smaller households, seniors, and millennials should be the focus of new development. As this urban neighborhood develops, creating a medium density housing supply (such as duplexes, villas, town homes, modern apartments, and lofts) will help support these user groups.

**APPROXIMATELY
480,000+ SQ FT.
NEW RESIDENTIAL ****

**Calculation includes single family residential infill (not represented on the facing page). Square footage indicates floor plates of new residential.

HOUSING TYPES

40 NEW
60,000 SQ FT.*

Duplex Description

A small to medium sized structure that consists of two units. These units can be stacked or side-by-side. Units are entered from the street.

30 NEW
77,000 SQ FT.*

Tri- & Four-Plex Description

A medium sized structure that consists of three to four units. These units have shared entry from a main door entered from the street.

12 NEW
78,000 SQ FT.*

Townhouse Description

A small to medium sized structure that consists of two to eight attached units. These units function as single family homes placed side by side with separate street entrances.

14 NEW
62,000 SQ FT.*

Multi-Plex Description

A medium sized structure that consists of five to ten units. These units are side-by-side and/or stacked and have shared entry from a main door entered from the street.

5 NEW
85,000 SQ FT.*

Live/Work Description

A small to medium sized structure with mixed-use. Dwelling unit(s) are located above or behind a flexible ground floor space. The dwelling unit usually has a separate entrance.

*Number of new structures + total square footage of new structure floor plates.



6

CREATE AN EXPANDED, INTERCONNECTED PARK & GREENWAY SYSTEM

The neighborhood is currently underserved by park space. The parks that are on the periphery of the neighborhood lack facilities, programming, and maintenance. However, the Jefferson City greenway system traverses the Historic Southside | Old Munichburg neighborhood, which is a major amenity and asset on which to build. Finding opportunities within floodplain areas to expand the parks and greenway system within the neighborhood should be pursued.

Removing development from floodplains over time is an ideal way to expand park space. Increased flooding is a trend in the Midwest, and buildings in floodplains will be affected. As these buildings and lots become available for purchase, the city should acquire them for park development. The floodplain along Wears Creek near Missouri Boulevard, US-50, and Mulberry Street



1993 Flooding in Jefferson City



Existing Jefferson City Greenway Trail



Existing Jefferson City Greenway Trail



Jefferson City Greenway Trail through Community Park

creates an ideal location for park and trail expansion. Extending the existing trail through Washington Park to US-50 along Wears Creek could be a first step. Adding a multi-use trail along US-50 connecting up to the current trailhead at McCarty Street and Marshall Street (near Simonsen Ninth Grade Center) could link the existing trail that runs along the concrete culvert through Community Park and Lincoln University. Expanding Community Park east to Lafayette Street (removing homes in the floodplain as they come available) and north to Elm Street is already being considered.

The National Recreation and Park Association's (NRPA) 2015 field report indicates the national average for park land to be approximately 10 acres per 1,000 population density. Calculating parks within the study area including Community Park, Hickory Street Neighborhood Park, and Miller Street Park, the neighborhood has approximately 4 acres per 1,000 population density (below 25th percentile). Expanding Community Park and Washington Park will increase the neighborhood park land by about 28.5 acres resulting in approximately 20 acres per 1,000 population density (above 75th percentile). Park types include neighborhood parks, community parks, and city parks. The District currently has a neighborhood and community park and would benefit from a city park. Diversifying park types within the neighborhood should be pursued when converting floodplain areas into park land.

Taking these measures to redevelop floodplain areas will provide an opportunity to deal with stormwater and flooding and create an interconnected parks and greenway system. Research shows that quality park space and connective trail networks promote active lifestyles and increase property values, therefore yielding economic as well as health benefits for adjacent neighborhoods.

The Historic Southside | Old Munichburg District is currently under served by park land according to the national average published by the National Recreation and Park Association.



Outdoor cinema event with street food vendors in park



Kinder Footpath trail in Buffalo Bayou Park Houston, TX



LAFAYETTE STREET AT COMMUNITY PARK



EXISTING CONDITION



INFRASTRUCTURE IMPROVEMENTS

- Continue removing development from floodplain overtime
- Create curb bumpouts to define parallel parking and help with pedestrian safety
- Add designated on-street bike lanes in each direction
- Improve crosswalk to match Lincoln University's current improvements



LANDSCAPING IMPROVEMENTS

Plant street trees along Lafayette Street and plant native plants along greenway trail
 Install pedestrian scale lighting along Lafayette Street
 Add wayfinding signage to greenway trail for navigation and safety



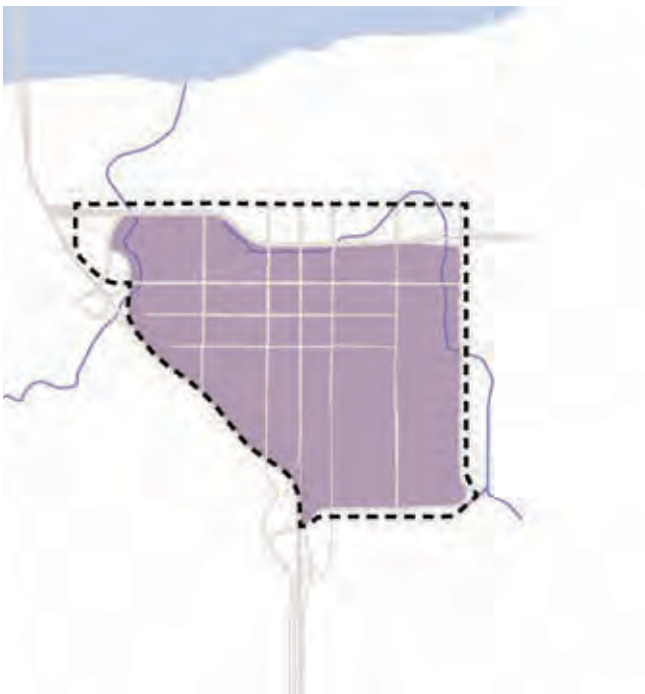
FINAL RENDERING

Install gateway entrance to Community park and Greenway trail that matches the character of the neighborhood
 Improve park programming and facilities by adding pavillions
 Continue pedestrian scale lighting along greenway trail
 Install benches, bike racks, and trash receptacles along greenway trail and within park

7

ESTABLISH A CLEAR IDENTITY & PROFESSIONALLY MANAGED COMMUNITY DEVELOPMENT CORPORATION (CDC)

To ensure Plan implementation, the Historic Southside | Old Munichburg Neighborhood must establish a Community Development Corporation (CDC), community-based organization incorporated as a 501(c)3 non-profit corporation, which is focused on revitalizing a geographically-specific area. The initial boundary should be defined by US-50 (North), Lafayette Street (East), Stadium Boulevard (South), and US-54 (West). The role of the CDC is to support the neighborhood in implementing key aspects: infrastructure improvements, housing improvements, economic development, and social services. CDCs function as stakeholders for the community, advocating in their interest day-to-day. The goal of the CDC is not to duplicate efforts, rather to organize and professionally manage neighborhood interest, and work to coordinate those efforts.





Google Earth aerial of the Historic Southside | Old Munichburg District & Neighborhood



Hanging Old Munichburg banner



Raise money by selling commemorative bricks & pavers



CDCs can initiate sidewalk and landscaping improvements



CDCs can spur reinvestment similar to that along Dunklin

DEVELOPING A CDC

FORM A BOARD with a representative group of community stakeholders. This group is typically composed of community residents (about one-third), business owners, and city employees. This group functions as decision makers; however, ongoing community engagement and discussion outside the board is essential for long-term success.

DEVELOP A BUSINESS PLAN that outlines organizational priorities, expenses, and revenues with a five- (5) year horizon.

CREATE AN OPERATIONAL ALIGNMENT to coordinate with other organizations working in the area to decrease the risk of duplicating efforts. Working together with these groups to define roles, discuss efforts, and leverage networks will accelerate progress. (Other stakeholder groups and institutionals operating in this neighborhood include the Old Town Revitalization Company, Old Munichburg Association, Habitat for Humanity, Lincoln University, Halias Catholic High School, Jefferson City Public Schools, the YMCA, and Capital Region Medical Center.)

DEVELOP PARTNERSHIPS with local organizations and institutions to provide access to services, funding, and support for Plan implementation and overall community development. The CDC should create social service programs and introduce residents to existing assistance programs. CDCs can leverage partnerships to establish or fund social service programs within the community.

ESTABLISH FUNDING through private, public, and philanthropic streams. Funding for both CDC operations and improvement projects/programs must be established to ensure long-term viability. CDCs should utilize diverse funding sources, including fees and contributions from member institutions and other community partners; revenue through organizational operations (special event revenue, developer fees, etc.); funds from existing low-income housing and community development programs financial programs (LIHTC, AHAP, CDBG, and HOME); funding through one or more Special Assessment Districts, and neighborhood-level financing districts such as Social Impact Bonds (SIBs) to support community development incentives.

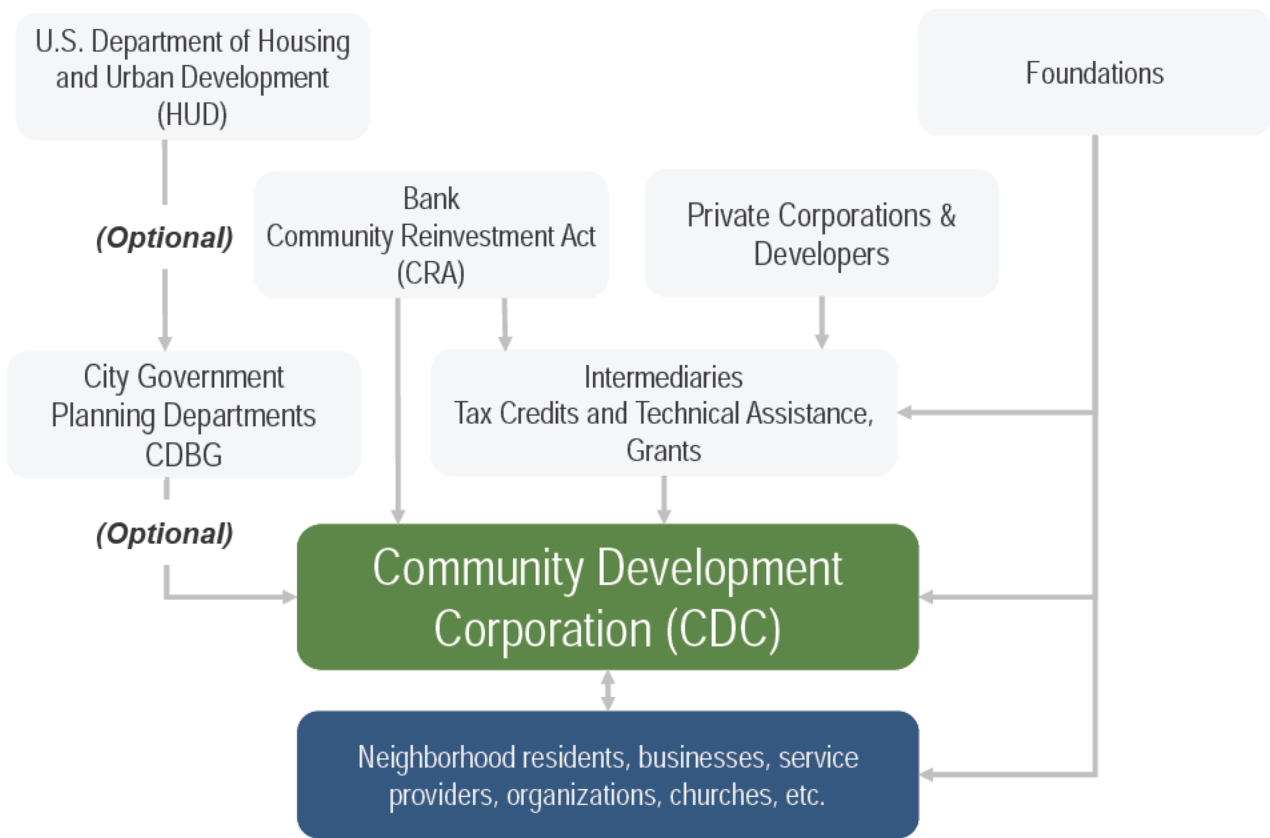
Historically, this neighborhood has had great success with community-driven improvement projects. The Southside Boosters (c. 1912) organized with the goal of growing and promoting the Southside neighborhood by improving infrastructure, quality of life, and sense of community. This organization formed to ensure the Southside neighborhood was being cared for in ways such as adding street lights, extending water mains, establishing sanitary sewers, constructing streets, hosting carnivals, extending street car lines, and conceiving of new businesses (including a theater, planing mill, and bank). The Southside Boosters' efforts reflect those of a Community Development Corporation's (CDC) today.

More recently, the Southside | Old Munichburg neighborhood has benefitted from the efforts of two community-based organizations, the Old Munichburg Association and the Old Town Revitalization Company. Founded in 2000, the Old Munichburg Association primarily focuses on event and programming-based community revitalization efforts within the project Study Area. These include Jefferson City's Oktoberfest, annual historic auto show, and other year-round neighborhood events. The Association has spearheaded public realm improvements in the core of Old Munichburg, including the Old Munichburg Plaza, street landscaping, and light pole banners. Finally, the Association also facilitates the rehab of historic neighborhood homes and buildings and partners with Habitat for Humanity to build high-quality homes for low-income neighborhood residents.

The Old Town Revitalization Company was established by the City of Jefferson's City Council in 2007 as an independent, non-profit corporation. The Old Town Revitalization Company operates within the Old Town District, which comprises all of Jefferson City's historic core (including Downtown and the Capital District). The Old Town Revitalization Company administers a number of programs aimed at stabilization and revitalization of this District, including 1) a \$5,000 downpayment assistance program for first-time homebuyers; 2) a residential tax reimbursement program; 3) a single-family loan program with lower fees, lower downpayments, and favorable interest rates; 4) a \$2,000 (tax reimbursement) adaptive reuse program for homeowners spending over \$10,000 on home rehabs, and 5) a homeowner code deficiency and energy efficiency program, each offering up to \$5,000 grants for eligible improvements on a first-come, first-serve basis.

COMMUNITY DEVELOPMENT CORPORATION (CDC) TYPICAL ORGANIZATION & CONTRIBUTING STAKEHOLDERS

"A nonprofit organization whose primary purpose is to promote community development by providing housing opportunities for low-income families." – HUD



Effective CDCs can also provide a more comprehensive set of strategic services including:

Housing + Economic Development + Social Services

- Develop, own, and manage residential, retail and commercial properties
- Housing counseling services for home buyers
- Provide small business training and promotion
- Provide incubator space
- Job training and placement
- Mental and substance abuse counseling
- Medical and dental care
- Food and clothing banks
- GED & ESL programs

Source: Frisch & Sevens (2006) UrbanMetrics (2011)

CDC FUNDING

A community development corporation should cultivate a variety of diversified funding sources. These can include revenues that are generated as a direct result of CDC operations and activities, such as proceeds from special events and festivals and developer fees charged through the redevelopment of houses. They can also include contributions or dues that are agreed to and provided by other private partner organizations and community stakeholders (key businesses, institutions, etc.). Additionally, CDCs can also raise funds through a separate but related special assessment district, such as a special business district (SBD) or community improvement district (CID).

CDCs can also pursue project-related funding, including proceeds from a tax-increment financing (TIF) district that are earmarked for specific capital improvements, or low-income housing and community development grant funds, which must be spent on certain types of eligible projects and/or activities.

A summary overview of these programs are provided on the following pages.

ONGOING OPERATIONAL FUNDING:

Special Assessment Districts: Allow for the creation of a special district to levy increased tax revenues from property owners to fund designated public realm improvements. Types of districts include: Special Business District (SBD) (established by a simple majority of property owners within the boundary area, through petition or election to raise revenue through special assessments, which can be used for capital projects or programs); Neighborhood Improvement District (NID) (established by a simple majority of property owners within the boundary area, through petition or election to raise revenue via municipal general obligation bonds on a project-by-project basis and bonds are repaid through a special assessment); Community Improvement District (CID) (established by petition of (1) 50% or more of per capita property owners holding (2) 50% or more of all assessed property values within the boundary area to raise revenue through special assessments, property taxes, and/or sales taxes (when established as a political subdivision), which can be used for capital projects or programs).

TAX INCENTIVES & PUBLIC SUBSIDIES FOR COMMUNITY DEVELOPMENT:

Tax Increment Financing (TIF): Allows for the creation of a special district intended to “remove blight, stimulate investment in deteriorating areas and stimulate job creation.” The district, which first must be deemed “blighted and substandard” with a redevelopment plan in place, must be approved by City Council. The district then captures a designated portion of increment sales tax revenues and increases in property assessments over a certain period; therefore, instead of these revenues going to a general citywide fund, they can be redirected to fund specific public improvements such as streetscape elements, construction of public parking, or the acquisition and site preparation of designated development sites.

Tax Abatement Programs: Encourages reinvestment in urban neighborhoods by reducing the tax burden for developers or property owners over an established period of time. The existing assessment of a vacant or underutilized property (or parcel) stays in place allowing the developer or homeowner to reinvest in the property without an increase in real estate taxes. After this period (typically ranging from 5 to 15 years), the assessed value increases to reflect the actual improvements on the property.

SOCIAL IMPACT BONDS (SIBS):

A relatively new funding strategy for community development is through a Social Impact Bond (SIB) in which a public sector entity (or other designee) can issue bonds to support enhanced operations and programming for social service providers. The bonds are repaid if designated outcomes are achieved, and thus, they are also known as Pay for Success Bonds. Originally developed in the United Kingdom in 2010, many communities in the U.S. are now exploring the viability of this investment strategy. Though most of the early feasibility exploration is related to health education, and social programs, there are some models of using this funding strategy for housing and neighborhood revitalization efforts, although most of the use of SIBs for housing-related development presently focus on supportive housing to alleviate homelessness.

- **Corporation for National and Community Service, Washington, DC – Social Innovation Fund (SIF)** is an investment fund that has “two grant programs: SIF Classic and SIF Pay for Success. Through the two programs, community-based organizations, or intermediaries, direct resources to nonprofit organizations and state and local government entities, or subgrantees, to help build the capacity of the social sector and lift-up solutions that can transform lives.” The main focus areas for SIF Classic are for programs that support economic opportunity, youth development, and healthy futures, while SIF Pay for Success supports “innovative community-based solutions in low-income communities.”

<http://www.nationalservice.gov/programs/social-innovation-fund>

- **Richmond Community Foundation, Richmond CA** – The community foundation plans to use the Social Impact Bond (SIB) model to generate \$3 million in private dollars to purchase and renovate vacant homes with the proceeds from the sales to pay back the bond obligations. The municipal code had to be amended in 2014 to allow for the issuance of such types of bond. The bank that will back the bonds (Mechanics Bank) will get credit towards its Community Reinvestment Act (CRA) obligations.

<http://www.richmondcf.org/>

LOW-INCOME COMMUNITY DEVELOPMENT PROGRAMS:

While not required for the operation of a CDC, many CDCs do utilize funds from existing low-income community development programs on an eligible project basis. If the CDC possesses sufficient capacity, it can act as an entitlement community’s sub-grantee for entitle funds, or as a housing developer. This can remove administrative overhead from the City in administering housing and community development funds in particular neighborhoods, including:

Low-Income Housing Tax Credits (LIHTC): This is the nation’s primary affordable housing development program administered in the state by the Missouri Housing Development Commission (MHDC). The program was created under the Tax Reform Act of 1986 to encourage the use of private equity in the development or renovation of affordable rental housing. For properties developed utilizing LIHTC, rents must remain below the established maximums as determined by MHDC for a designated amount of years.

Affordable Housing Assistance Program (AHAP): Administered by the MHDC, AHAP provides tax credit incentives for Missouri businesses and/or individuals to participate in affordable housing production. Tax credit is earned by eligible donors gifting cash, equity, services, or property to a non-profit community-based organization for the purpose of providing affordable housing assistance activities or market rate housing in distressed communities.

Federal HOME Program: Administered by the MHDC, the Federal HOME program provides financing for activities that increase the supply of affordable housing, for low and very low income persons, through the rehabilitation or new construction of rental housing. Jefferson City applies to MHDC for HOME funds on an annual, competitive, project basis.

Community Development Block Grant (CDBG): Jefferson City is an entitlement community which means they get money directly from HUD. Funds can only be used for eligible activities including property acquisition, relocation, and demolition; rehabilitation of residential and non-residential structures; infrastructure construction and improvements; and renewable energy activities.

8

DEVELOP A GREAT STREETS PROGRAM

A Great Streets Program serves to improve the public right-of-way into a multi-use public space. Currently, many streets in the neighborhood serve the sole purpose of moving vehicular traffic and some provide sidewalks for pedestrian travel. Improving streetscapes to support all modes of transportation (pedestrian, bicycle, bus, and vehicular) and uses (traffic, leisure, recreation, and public space) has economic and social benefits for the community.

The program can establish character guidelines for sidewalk width and treatment, lighting, banners, street furnishings, street trees, and landscaping. Utility upgrades and parking regulations can be promoted through this program also. A Great Streets Program improves streets and right-of-ways (above and below ground) to increase the quality of the neighborhood for residents, businesses and future investors.

Biking has become a popular choice for transportation and recreation, especially in urban neighborhoods. Providing safe, user-friendly bicycle infrastructure is a great amenity for residents. Currently, there are no on-street bike paths within the neighborhood. The Plan proposes designated bike lanes be added along Lafayette Street and Stadium Boulevard. Key streets such as Dunklin, Monroe, Madison and Jefferson should be considered for shared lane bike traffic. Designating streets for shared lanes helps drivers be aware of cyclists and provides connectivity for easy bicycle transportation. Bike routes should connect housing, jobs, schools, public transportation, parks, and entertainment to create a compact, accessible, and environmentally-friendly neighborhood.



Uniquely designed bike racks provide function and identity



This crosswalk has a protected center pedestrian refuge island to improve pedestrian crossing experience



Stormwater management street design



Belleville, IL Main Street streetscape

There are few street trees in the study area besides one block of Dunklin Street between Jefferson Street and Madison Street. Right-of-way widths are a challenge for tree planting along some streets in the neighborhood; however, creating a walkable, vibrant, healthy neighborhood requires street trees and landscaping to improve air quality and heat island effects, increase water retention, enhance pedestrian experience, and calm traffic. A forestry plan should be created to begin tree planting on key arterial streets where right-of-ways allow.

Sidewalks in the area are typically in need of repair and lack continuity and connectivity. Providing a safe and comprehensive pedestrian network improves safety and walkability for pedestrians. The Great Streets Program can develop a strategic plan to repair and expand the pedestrian facilities within the neighborhood.

Parking in the neighborhood during school events has created a burden for adjacent residents. Creating residential parking permit districts will ensure parking availability for residents on their streets. Establishing shared parking agreements within the district between surface parking owners and structured parking owners can ease parking congestion. The district should promote the construction of parking structures as redevelopment occurs.

Within the study, area Jefferson City Transit (JEFFTRAN) operates X fixed bus routes: 1) the High Street East Route, which travels along Jefferson Street, Swifts Highway, Christy Drive, Lafayette Street, and Moreau Drive; 2) the Missouri Boulevard Route, which travels along Dunklin Street, Missouri Boulevard, and Broadway Street; 3) the Southwest Route, which travels along Dunklin Street, Monroe Street, Stadium Boulevard, Jefferson Street, and Lafayette Street; and 4) the Southside / Tanner Bridge and High Street East Afternoon Trippers. All of these routes originate at the JEFFTRAN transfer facility at 820 E. Miller Street. These routes provide excellent transit access to the Southside | Old Munichburg neighborhood, with virtually all homes located within a quarter-mile (5-minute walk) of a bus stop. As part of this Plan's Great Streets Program, bus stop amenities—including lighting, benches, shelters, and trash cans, should be enhanced.

In addition, a Great Streets Program can pursue alleyway repair, installation of below grade utilities, and installing street lighting.



Rain garden in Portland, OR helps manage stormwater



National Association of City Transportation Officials (NACTO) promotes colored bike lanes in Urban Bikeway Design Guidelines



Indianapolis Cultural Trail Multi-use crosswalk design



Sidewalk textures, lighting, banners, and crosswalk create a pedestrian friendly environment in Des Peres within the City of St. Louis



Indianapolis Cultural Trail has well designed signage to improve navigation and safety

9

IMPROVE ACTUAL & PERCEIVED SAFETY

Improved safety, real and perceived, increases property values, supports job and housing development, and encourages outdoor, public space activity within the neighborhood. Safety can be improved by increasing police presence, utilizing neighborhood watch programs, providing crime reporting hotlines, and applying Crime Prevention through Environmental Design (CPTED) approaches to the neighborhood.



Neighbors' Night Out Jefferson City



Sidewalk and landscaping improvements on Dunklin Street



Neighborhood watch training St. Louis, MO



St. Louis, MO bicycle patrol

Neighborhood safety is made up of both actual and perceived safety of the individual and the environment. Lively, well-occupied, and well-lit streets allow people to feel safer in the neighborhood. Maintaining or improving physical conditions such as trash, buildings, lighting, and landscape will increase the perceived safety of the area. Research successfully shows that providing residents an active role in the safety of their neighborhoods leads to overall safer communities. Therefore, organizing community clean-up and improvement projects along with supporting and expanding neighborhood watch initiatives will help strengthen the community and decrease crime.

Use of Crime Prevention through Environmental Design (CPTED) techniques can serve to improve safety. These techniques include creating neighborhood design standards to define a cohesive street character, improving sidewalk conditions, extending sidewalks where missing, improving street connectivity, implementing traffic calming to reduce speeds, and increasing well-lit bicycle and pedestrian routes. These physical improvements will increase activity and visibility throughout the neighborhood and in turn deter crime.



Street banner is a physical appearance



Perception of safety is improved when areas have vibrant street life and buildings are well maintained



The Munichburg Corner improvements

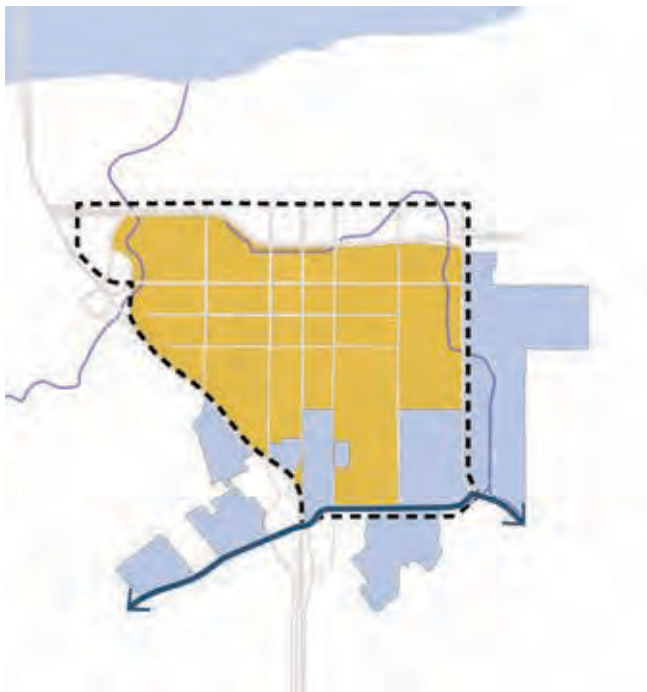


Dunklin Street renovations have improved the perceived safety of the area

10

DEVELOP A HEALTH DISTRICT BY PARTNERING WITH ANCHOR INSTITUTIONS

Stadium Boulevard connects a number of significant institutions and creates the southern border of the neighborhood. These institutions are a major asset and their resources should be leveraged to improve the quality of life for all residents in the neighborhood regardless of economic or social status. Partnering with these institutions to create social support programs will create a synergy between the residents and institutions creating a stronger neighborhood and district as a whole. Improving physical and economic health of residents will allow for greater opportunities and upward mobility.





East Campbell Avenue Portals freeway underpass design



Develop infrastructure to promote walking and biking like the Green Streets Initiative



Jefferson City YMCA-Knowles Center



Jefferson City Greenway Trail

The new healthcare economy is shifting to preventative healthcare through prioritizing health supporting community projects that work to maintain or prevent disease for a much lower cost than a “brick-and-mortar” facility. Health District planning collaborators work together to facilitate infrastructure upgrades to increase the resiliency and vitality of residents. A Health District is a place where investments are targeted to improve population health and encourage healthy behaviors.

These investments work to develop a walkable, well-connected, vibrant environment that encourages activity and cultivates a more active lifestyle. Physical upgrades include designated bike lanes, well-connected pedestrian routes, greenspaces, parks, public spaces, and recreation facilities. Creating partnerships with surrounding institutions to improve access to healthy food options and social support programs (including job training, business incubators, education, cooking classes, and financial planning) will strengthen the neighborhood and increase the quality of life for residents.

A Health District’s main purpose is to support healthy behaviors. A lack of access and walkability is a common symptom to address in Health Planning. Creating a walkable district along the southern edge of the neighborhood, with Stadium Boulevard as the core, will encourage students, patients and visitors of the Capital Region Medical Center, recreationists, and employees of the schools and hospitals to get out and walk. Achieving walkability is more than providing sidewalks. Walkability requires destinations, comfort, safety, convenience, engagement, and stimulation along the way in order to encourage and facilitate walking. Pursuing a Health District in the neighborhood will require a separate planning study to identify population health challenges and prescribe planning solutions.

A Health District is a place where investments are targeted to improve population health and encourage healthy behaviors.



Sidewalk swing in Montreal, Canada

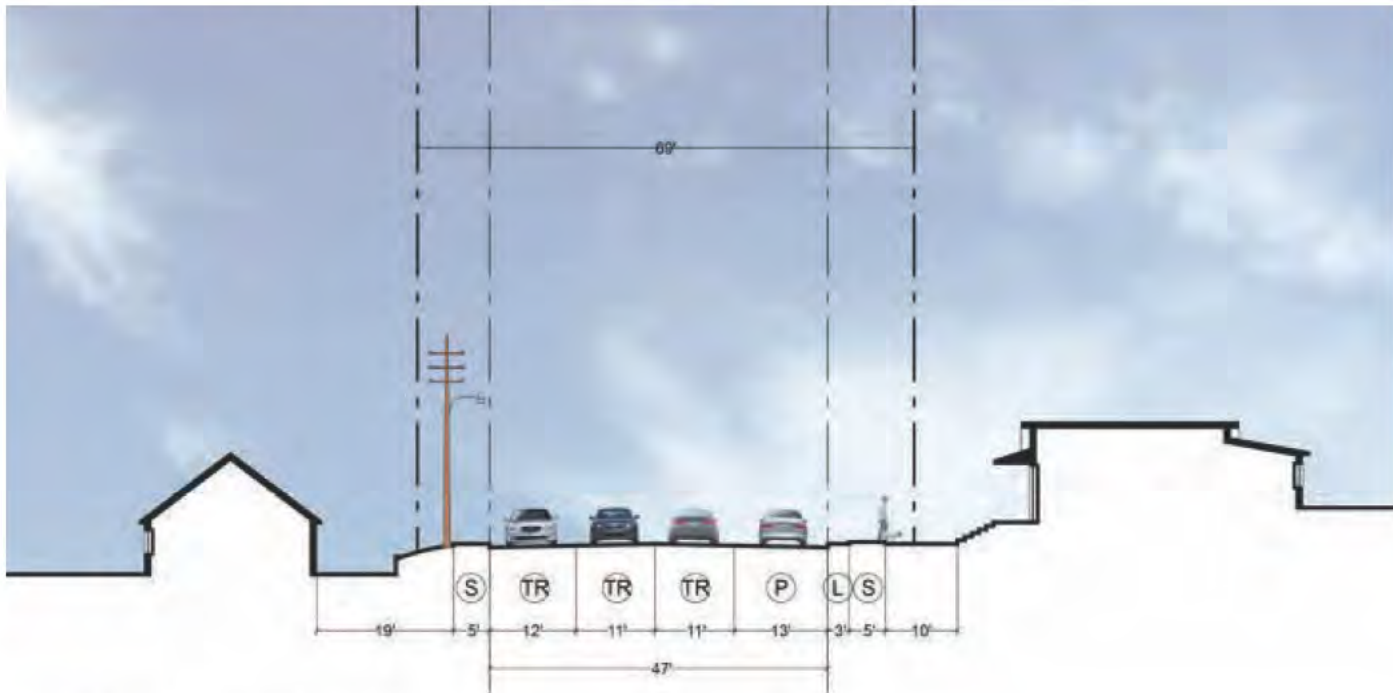


East Coast Greenway urban bicycle route



Complete Green Street in Santa Monica, CA

STADIUM BOULEVARD STREET IMPROVEMENTS



EXISTING CONDITION



PROPOSED IMPROVEMENTS

- Designated bike lane (5 feet) on both sides of the street
- Sidewalk (6 feet) with tree lawn (6 feet) on both sides of the street
- Travel lane (11 feet) in each direction with center tree lined median/turn lane (11 feet)
- Parallel parking lane (8 feet) on both sides of the street
- Street lighting including roadway and pedestrian



DISTRICT & NEIGHBORHOOD LONG-TERM FOCUS AREAS

LONG-TERM FOCUS AREAS

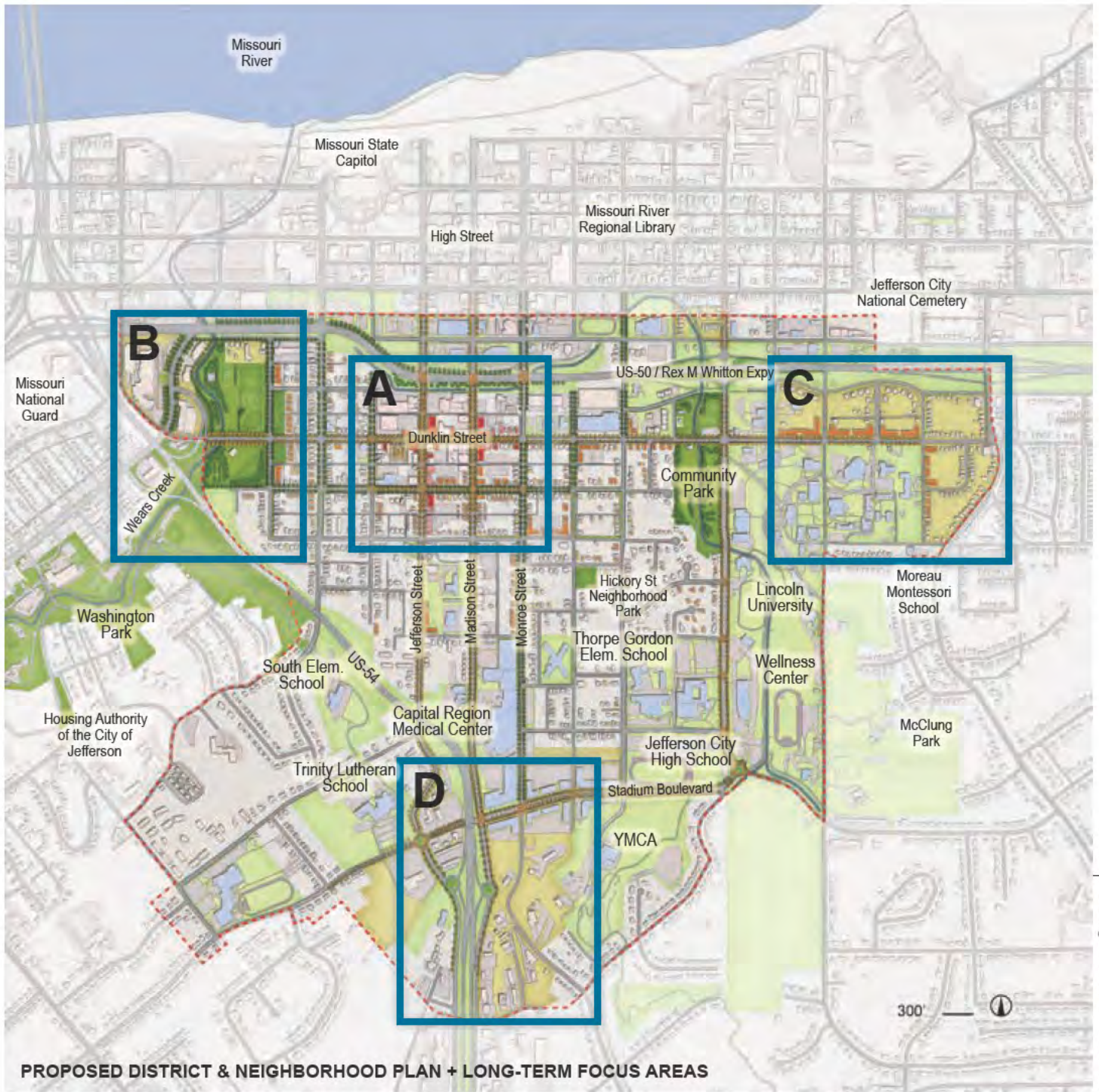
The District & Neighborhood Long-Term Plan for the Historic Southside | Old Munichburg District and Neighborhood identifies key focus areas with long-term redevelopment potential. The Plan is an addition to the District & Neighborhood Development Plan previously illustrated in this document and meant to function as a 2050 long range vision for the area. The Plan outlines four (4) Long-Term Focus Areas. Described in detail on the following pages, these Long-Term Focus Areas provide recommendations for physical improvements, community programs and partnerships, and policies to guide development in the neighborhood for long-term success and sustainability. These focus areas will benefit from additional study, detailed planning, and design.

A | Build the Heart of the Community around a revitalized, vibrant, mixed-use Dunklin Street/Old Munichburg Business District.

B | Develop a City Park along Wears Creek as an extension of Washington Park with expanded active recreation facilities for the neighborhood.

C | Support Lincoln University's Growth by redeveloping new affordable/market rate housing, student housing, and mixed-use development.

D | Improve Stadium Boulevard and the US-54 Interchange to provide a second "front door" to the neighborhood and support long-term redevelopment along Stadium Boulevard and the US-54 corridor.



PROPOSED DISTRICT & NEIGHBORHOOD PLAN + LONG-TERM FOCUS AREAS

Legend

--- Project Boundary

Building Colors

- Existing commercial buildings to remain
- Existing commercial buildings to be improved
- New infill commercial/mixed-use buildings
- Existing residential buildings to be improved
- New infill residential buildings
- Institutions (Existing & Proposed expansions)

Ground Colors

- Long-term redevelopment
- Park land

DISTRICT & NEIGHBORHOOD LONG-TERM FOCUS AREAS



- A Build the Heart of the Community** around a revitalized, vibrant, mixed-use Dunklin Street/Old Munichburg Business District.



- B Develop a City Park along Wears Creek** as an extension of Washington Park with expanded active recreation facilities for the neighborhood.



C Support Lincoln University’s Growth by redeveloping new affordable/market rate housing, student housing, and mixed-use development.



D Improve Stadium Boulevard and the US-54 Interchange to provide a second “front door” to the neighborhood and support long-term redevelopment along Stadium Boulevard and the US-54 corridor.

A

DUNKLIN BUSINESS DISTRICT

Developing the Dunklin business district into a central gathering space will provide needed space for community events and celebrations within the heart of the neighborhood. Providing a space for people to come together is essential for building a sense of community amongst residents. Creating a quality public space where people want to be will improve the vibrancy of the area.



The proposed plaza on Dunklin street can accommodate informal gatherings on a daily basis



DUNKLIN BUSINESS DISTRICT BEFORE

The Dunklin Street Business District is the focus of the community. This commercial node is an important gathering point that should be enhanced to function as the heart of the neighborhood. Improving existing commercial buildings and infilling with new mixed-use structures will provide expanded retail opportunities to offer a variety of goods and services for the community residents. Developing Dunklin Street into a flexible gathering space within the street, parking lots, and a permanent plaza will bring activity to the Business District more often than major festivals. Improving this walkable district will bring greater investment interest to the neighborhood while creating a unique sense of place for the district and neighborhood.



DUNKLIN BUSINESS DISTRICT AFTER

The Plan proposes a public plaza for everyday use. This space will be the gathering point for people on a daily basis. The design of this plaza should be flexible to accommodate a variety of uses. Business incubator kiosks are shown along the street edge. These spaces can be rented out to startup businesses through the CDC. The site for the plaza is fairly flat with about a 12 ft retaining wall backing up to the alley. The schematic design illustrated on the facing page shows stairs leading up to a stage. This space can be used for performances but on a daily basis in can be used for sitting and lounging. A public plaza would be a great amenity for the area and can function as a catalyst for redevelopment within the Business District.

Transitional spaces for gathering should also be utilized along Dunklin Street. Parking lots, sidewalks, and the street itself can function as event space for temporary uses. Designing Dunklin Street and its public realm into a flexible space for hosting large events can start with streetscape design (See principles 3 and 8).

The focus area shown on the facing page illustrates the proposed improvements for the district. The existing, long standing businesses in the area should be supported and are an important element for the district. Creating a more continuous street edge along Dunklin, Jefferson, and Madison within the District is important for walkability. There are a number of commercial properties in the district that can be improved to support more businesses and opportunities for new infill development as well. Jefferson Street in particular has existing storefronts that should be improved between Atchison Street and Hess Way on the east side of the street and between Ashley Street and Tanner Way on the east side of the street. The commercial buildings on East Dunklin Street between Madison and Monroe Streets are more spaced out with deeper setbacks due the steep slope of the street. The contextual building height for the district is 2-3 stories.

New mixed-use developments are proposed for the NE corner of Dunklin and Jefferson Streets; SW corner of Dunklin and Jefferson Streets; NE corner of Dunklin and Madison Streets; SE corner of Dunklin and Madison Streets; and SE corner of Ashley and Jefferson Streets.



Plaza use | stairs for sitting and creating an elevated platform



Plaza use | Festival gatherings



Plaza use | Food truck event



Plaza use | Splash park



DETAIL PLAN OF THE DUNKLIN BUSINESS DISTRICT

Legend

- | | |
|--|---|
|  Existing commercial buildings to remain |  Existing residential buildings to remain |
|  Existing commercial buildings to be improved |  Existing residential buildings to be improved |
|  New infill commercial/mixed-use buildings |  New infill residential buildings |



POTENTIAL PLAZA USES

- Performances
- Seating and lounging
- Business incubation
- Food truck events
- Festival activities
- Beer gardens
- Trail head for historic trail
- Public art installations

Remove Page

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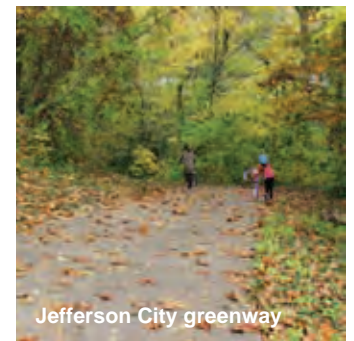
B

DEVELOP A CITY PARK ALONG WEARS CREEK

Creating a city park along Wears Creek will provide additional green space and gathering space for the neighborhood and city as a whole. This park would act as an extension of Washington Park with expanded active recreation facilities. The flat land within the floodplain will accommodate this programming well. The more sloping land south of Dunklin Street can function as an outdoor amphitheater. Developing this area into a park will help deal with local stormwater and flooding. In order to achieve this long-term goal, the city should purchase properties within the floodplain overtime as they become available.



Jefferson City's first park



Jefferson City greenway



Jefferson City trails & parks



Jefferson City greenway



Wears Creek has historically been a point of gathering for the community. The development within the floodplain along Wears Creek has flooded in the past and will continue to flood. The land within the floodplain should be converted overtime into park land. This park development along Wears Creek will provide opportunity to expand the Jefferson City Greenway trail and Washington Park. The flat land within the floodplain will accommodate active recreation including soccer fields, tennis courts, basketball courts, and baseball fields. The park programming can also provide space for community gardens and a hill side amphitheater. New residential development facing the park along Mulberry Street will provide residential diversity and create a nice edge to the park. This development can be Duplexes, Multi-plexes, and/or townhouses.



German immigrants brought their tradition of beer drinking and brewing with them to Jefferson City. Breweries started popping up along Wears Creek – turning water into beer. In the nineteenth century, before Jefferson City had any city park, social gatherings and holiday celebrations were commonly held at beer gardens. People of different backgrounds and religions would gather over beer despite their differences. Breweries in Jefferson City started to decline because of prohibition and in the early 1900s Washington Park opened – Jefferson City’s first public city park.

Washington Park took the place of beer gardens, providing a place for social gatherings and celebrations within the city. Wears Creek historically brought people together through breweries and beer. Converting the floodplain along Wears Creek into an extension of Washington Park will allow the area to once again be a vibrant point of gathering for Jeffersonians and the Historic Southside | Old Munichburg residents once again.

Currently, the neighborhood is lacking in parkland (per National Recreation and Parks Association (NRPA) national averages). Expanding Washington Park and the Jefferson City Greenway trail along Wears Creek within the floodplain has the potential to add approximately 17 acres of parkland within the neighborhood boundary. Developing the floodplain into an expanded city park overtime will benefit the residents and the environment by improving stormwater flooding.



McEnergy Park San Jose, CA



Cherry Creek Trail Denver, CO



Clemens Community Garden St. Louis, MO



Street Food Cinema outdoor movies & entertainment



DETAIL PLAN OF WASHINGTON PARK EXPANSION

Legend

- | | | | |
|---|--|--|---|
|  | Existing commercial buildings to remain |  | Project Boundary |
|  | Existing commercial buildings to be improved |  | Existing residential buildings to be improved |
|  | New infill commercial/mixed-use buildings |  | New infill residential buildings |



SUPPORT LINCOLN UNIVERSITY'S GROWTH

Lincoln University's future plans to expand, should student growth warrant it, would be north toward Elm Street and east toward Clark Avenue. Supporting this growth through redevelopment initiatives, along the north side of Dunklin Street and the east side of Locust Street, will provide needed amenities for students and staff. Redeveloping the Jefferson City Housing Authority property along Elm Street into quality affordable housing will improve the area. Having a mix of student housing, affordable/market rate housing, and mixed-use developments surrounding the university will create a vibrant, diverse area. Redevelopment in this area overtime should respond to the historic character of the university and provide needed facilities. Lincoln University is a major asset to the neighborhood and its future growth should be supported.



Chestnut Street through Lincoln University's campus



Lincoln University Page Library



LINCOLN UNIVERSITY BEFORE

The Lincoln University campus is located along Dunklin Street between Lafayette and Locust Streets. Currently across from the university campus is mostly single family housing. Overtime, the northern side of Dunklin Street facing the campus should be developed into mixed-use buildings. This development can provide student housing and amenities for students, faculty, and neighbors of the university. Along Locust Street facing the university would be a good location for higher density housing such as four-plexes, multi-plexes, and townhouses. The area around the university is a long-term redevelopment opportunity that would benefit from further study.



LINCOLN UNIVERSITY AFTER

Currently, the Historic Southside | Old Munichburg District suffers from a transient population of student renters, which creates instability in the neighborhood. Developing mixed-use, urban-infill – including student housing – will add vitality to the adjacent community. This development along the Dunklin Street edge of campus should have space for retail shops, restaurants, and/or university-related uses. The street-level space can be used by the university for offices or classrooms or it can be rented out for retail uses.

Mixed-use development along Dunklin Street near Lincoln University’s campus will catalyze further residential redevelopment. Diversifying housing options with developments such as townhouses, tri and four plexes, and duplexes will increase residential density in the area and support retail uses within mixed-use developments. Locust Street along the eastern edge of the campus would be an ideal spot for these housing types. New residential developments should have a mix of affordable and market rate options to provide a range of pricing options adjacent to Lincoln University’s campus as to not price out potential student tenants.\

Architectural guidelines should be created to guide development around the Historic Lincoln University Hilltop Campus. New development must be sensitive to existing nearby residences. Lincoln’s campus has a number of taller buildings (over four floors); however the surrounding neighborhood is mainly single family residential (one to three stories). Because of height variation in the area, new development should be four stories or less. Should Lincoln University pursue campus expansion this area would benefit from further study and planning.



Dallas new urbanism mixed-use project



Colorado Springs, CO RNL Design, Inc mixed-use project



Mixed-use development warehouse row Chattanooga, TN



DETAIL PLAN OF MIXED-USE/RESIDENTIAL DEVELOPMENT SURROUNDING LINCOLN UNIVERSITY

Legend

- - - - - Project Boundary
- Building Colors**
- Existing residential buildings to be improved
- New infill residential buildings
- Institutions (Existing & Proposed expansions)
- Ground Colors**
- Long-term redevelopment

D

IMPROVE STADIUM BOULEVARD & THE US-54 INTERCHANGE

Stadium Boulevard currently functions as a back door to the neighborhood and its various institutions. Its current configuration has a sharp bend creating odd shaped parcels. Realigning Stadium Boulevard will set up parcels for street-oriented redevelopment. The US-54 interchange does not function well in its current form. Disconnecting Madison Street from the highway and extending it south to Stadium Boulevard will improve street grid connectivity. Improving the interchange at Jefferson Street and Christy Drive into roundabouts will improve traffic flow to and from the highway. Improving the US-54 interchange will also set up the potential for future redevelopment along Christy Drive and Jefferson Street running alongside the highway. This infrastructure project would require initiation by the institutions and collaborations with the City of Jefferson and MoDOT.



Monroe Street and Stadium Boulevard Intersection



US-54 looking from Jefferson Street toward CRMC



STADIUM BOULEVARD & US-54 INTERCHANGE BEFORE

The US-54 and Stadium Boulevard interchange is the southern entrance to the neighborhood. The current configuration of this interchange is problematic for traffic and visually unpleasant. The retail corridor along US-54 is struggling and needs to be positioned for redevelopment. Improving traffic flows to and from the highway through the use of traffic circles will improve access to Christy Drive and Jefferson Street. Disconnecting Madison Street from US-54 will improve traffic safety on Madison Street. Extending Madison Street to intersect with Stadium Boulevard will improve street grid connectivity within the neighborhood. Realigning Stadium Boulevard will set adjacent parcels up for long-term redevelopment. Improving Stadium Boulevard will benefit the many institutions along this corridor.



STADIUM BOULEVARD & US-54 INTERCHANGE AFTER

Stadium Boulevard provides access into the neighborhood and connects a number of important educational, health, and religious institutions. This corridor should be developed into a complete street, improving walkability and bikeability. Street trees lining the sidewalk and along a center median will create a more pleasant corridor for all users and reduce air pollution. The Plan suggests the redesign of the corridor to include a travel lane in each direction; a designated, on-street (5 ft. min.) bike lane; and parallel parking on both sides of the street. Developing this corridor will set the stage for adjacent redevelopment in the future and better connect people with the local institutions.





Improving the US-54 interchange with roundabouts at the Christy Drive and Jefferson Street exits will keep traffic flowing as cars enter and exit the highway. Disconnecting Madison Street from US-54 and continuing it south, connecting with Stadium Boulevard, will create a safer Madison Street. Drivers would still be able to access Madison Street from US-54 via stadium Boulevard. Cars exiting US-54 at fast speeds creates a dangerous condition for drivers on Madison Street. Further engineering and planning would be required for this project to be realized.





DETAIL PLAN OF US-54 & STADIUM BOULEVARD INTERCHANGE

Legend

- | | |
|---|---|
| Building Colors |  Project Boundary |
|  Existing residential buildings to be improved | Ground Colors |
|  Institutions (Existing & Proposed) |  Long-term redevelopment |



05

IMPLEMENTATION & PHASING

IMPLEMENTATION CHALLENGES & OPPORTUNITIES

Despite past challenges, the Historic Southside | Old Munichburg Neighborhood is superbly positioned to achieve implementation success and long-term, lasting revitalization. Recent investments and successful initiatives indicate the neighborhood's momentum for revitalization. The Historic Southside | Old Munichburg District & Neighborhood Plan strategically orchestrates physical enhancements and supportive programming for the neighborhood to capitalize on existing assets and overcome existing challenges.

Successful implementation of the Plan is dependent on a locally-accountable entity whose sole goal and focus is achieving the Plan's vision, goals, and principles. This role is best filled through a specific Historic Southside | Old Munichburg Community Development Corporation (CDC). See Principle 7 for further information on a CDC.

In order to minimize start-up and build upon existing organizational experience and capacity, the Historic Southside | Old Munichburg Neighborhood CDC should work with institutions and established organizations in the neighborhood. The stabilization and advancement of the neighborhood is dependent on current revitalization efforts continuing and new efforts for development and programming to begin. New policies, programs and projects that are immediately achievable should be started as soon as the CDC is in place. New initiatives will be the foundation for future implementation projects, catalyze further development, and be visible physical and service transformations bringing progress to the neighborhood throughout the life of the plan.

IMPLEMENTATION & EARLY ACTION ITEMS

Identification and successful completion of several early action items will be key to setting the stage for Plan implementation. Initial momentum is an essential tool for neighborhood revitalization which can be established through small, volunteer-driven implementation projects immediately following the planning process. Early action projects are fundamental for building essential leadership, project management, problem-solving, and collaboration skills by bringing the community and stakeholders together in partnerships for relatively easy projects such as:

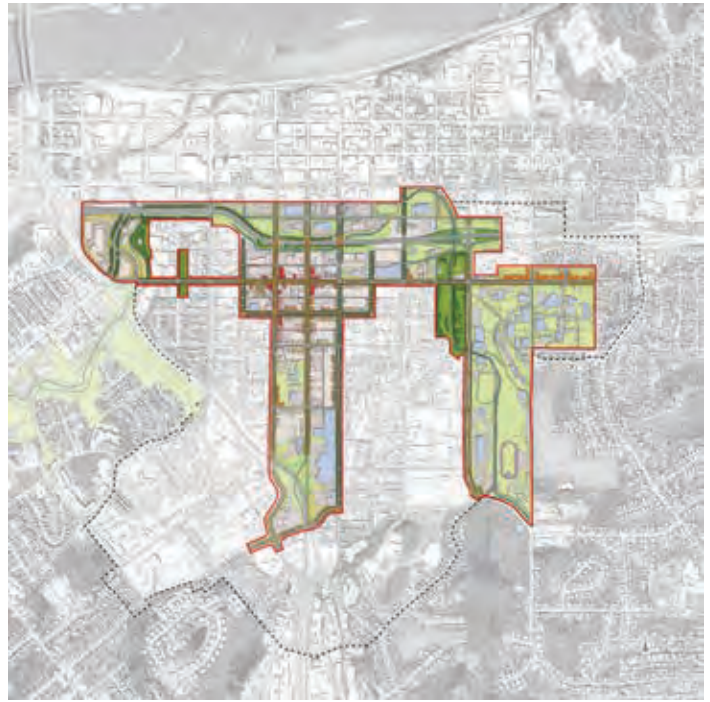
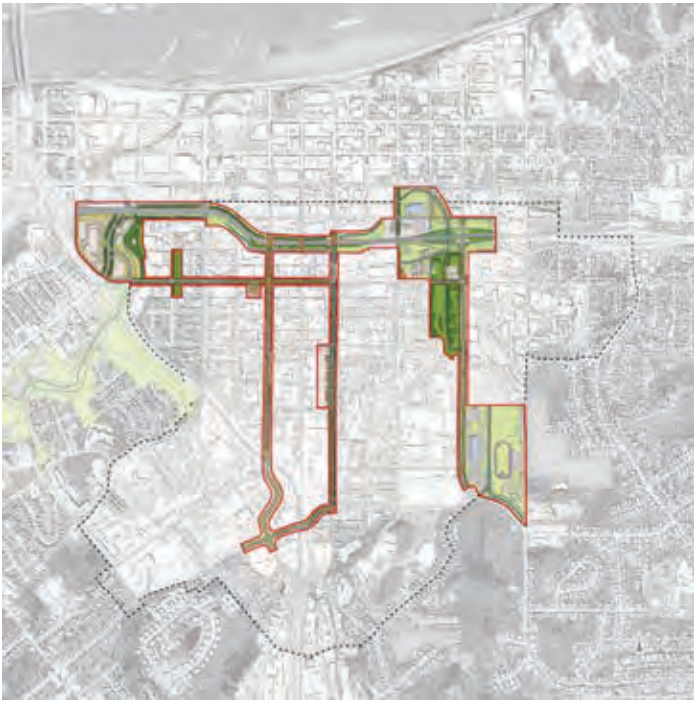
- Establish a community development corporation (CDC)
- Wears creek clean-up & landscape restoration along US-50
- Expand existing neighborhood watch program
- Organize a neighborhood wide clean-up
- Complete zoning district revisions and architectural design guideline overlays

Implementation is divided into four (4) key phases: Phase 1 (short-term, ongoing-7 years); Phase 2 (medium-term, 5-15 years); Phase 3 (long-term, 10-20 years); Phase 4 (20+ years). This phasing strategy is a recommendation only; it is non-binding and does not prohibit existing or future development projects from occurring outside of specified phases.

Implementation & Phasing is described in detail on the following pages.

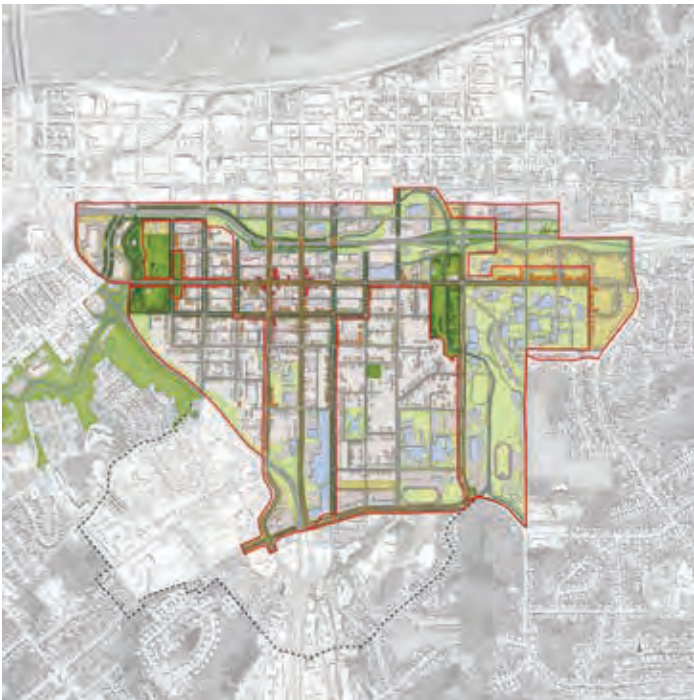
PHASE 1 | SHORT-TERM; ONGOING TO 7 YEARS

PHASE 2 | MEDIUM-TERM 5 TO 15 YEARS

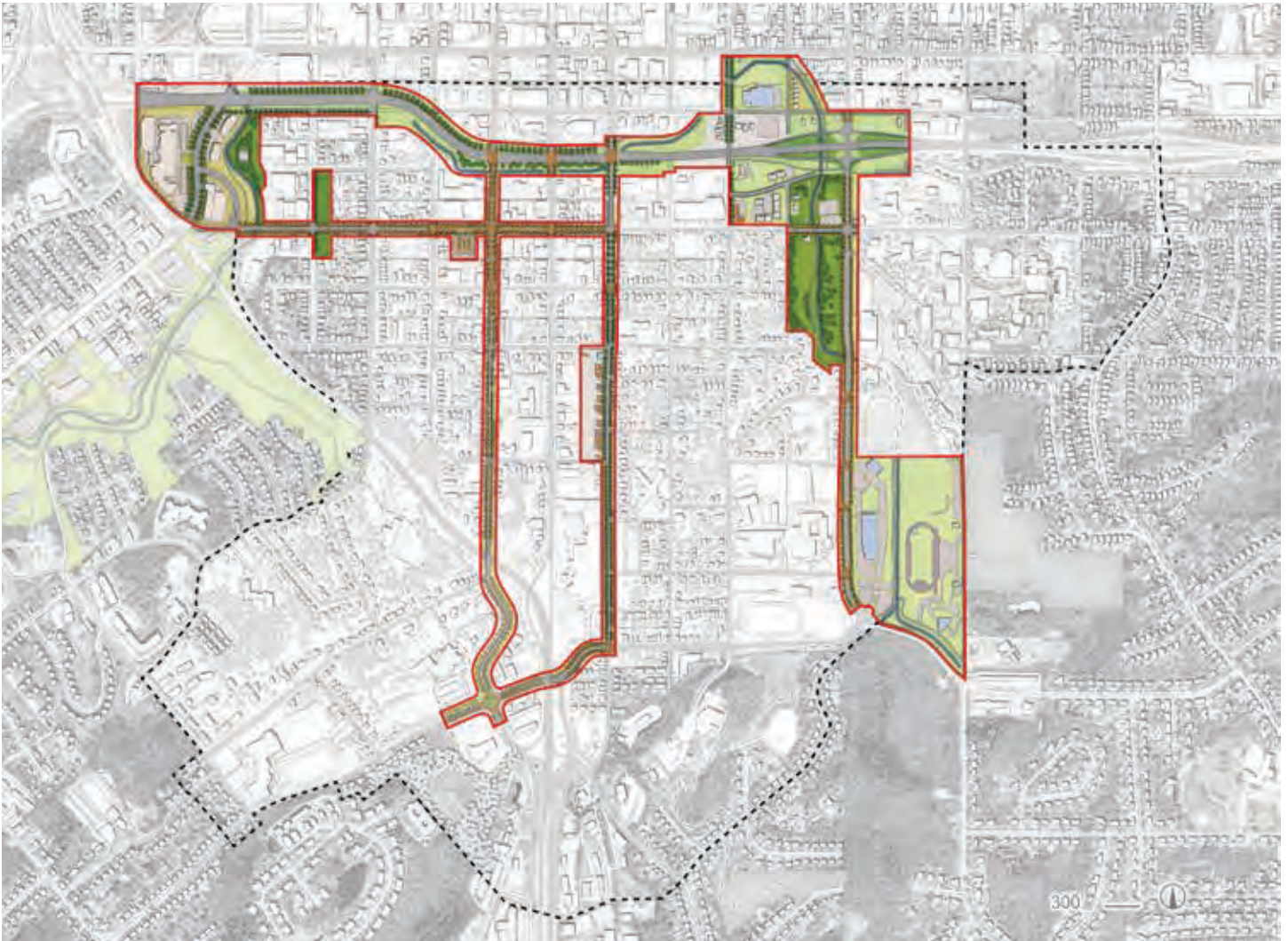


PHASE 3 | LONG-TERM 10 TO 20 YEARS

PHASE 4 | 20+ YEARS



IMPLEMENTATION & PHASING

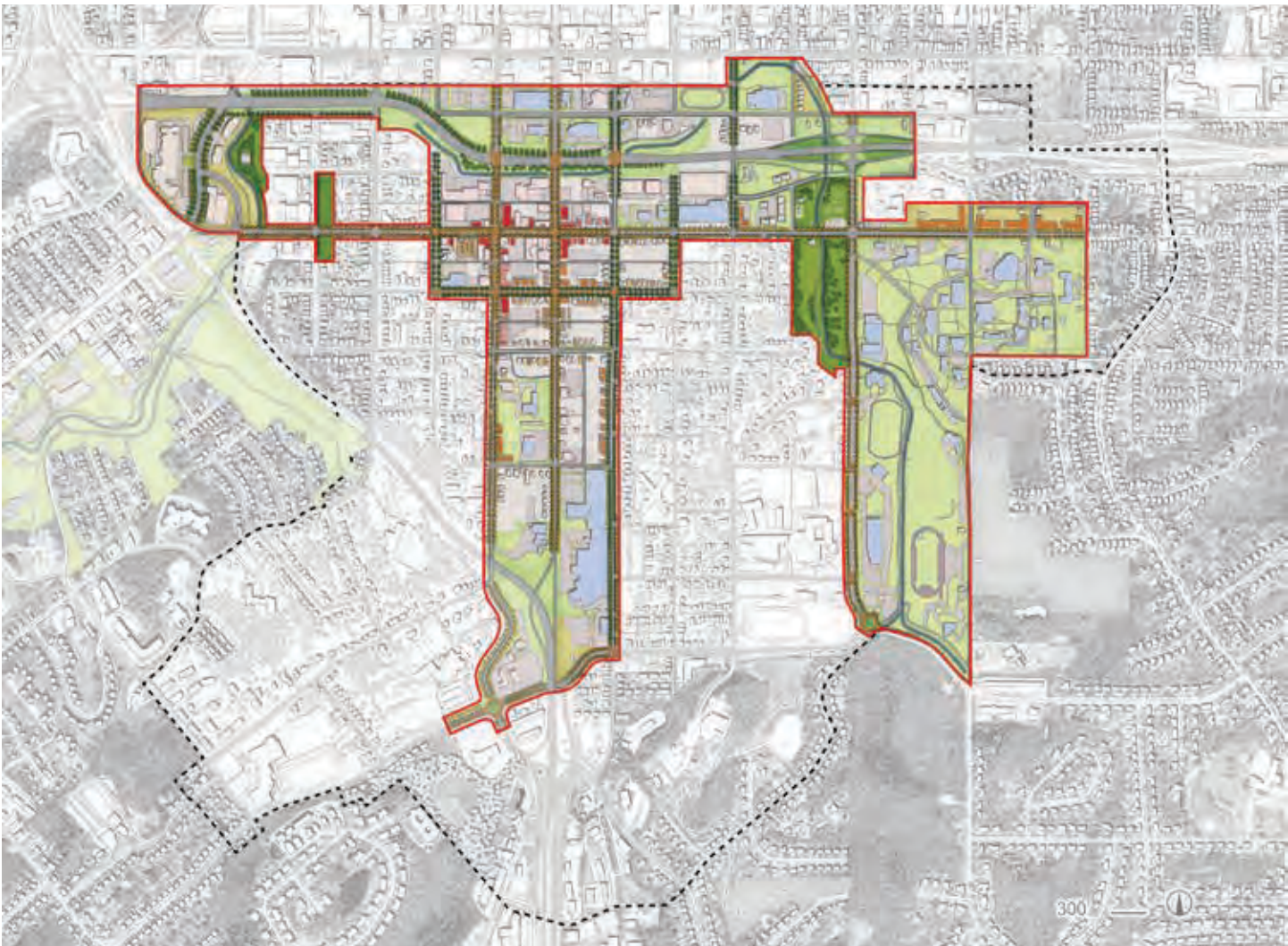


PHASE 1 | SHORT-TERM; ONGOING TO 7 YEARS PROJECTS

- US-50 corridor urban boulevard improvements and beautification
- Neighborhood gateways
- Community Park expansion
- Roundabout at Stadium Boulevard & Jefferson Street
- Washington Park & Jefferson City Greenway Trail expansion
- Dunklin Street improvements and public plaza within the core business district
- Monroe Street expansion and 2-way traffic
- Lincoln University Wellness Center
- Incremental housing improvement and infill

PROGRAMS

- Establish a Community Development Corporation (CDC)
- Expand and target housing repair and revitalization incentives
- Facilitate vacant lot and derelict housing redevelopment
- Establish public-private partnerships to develop a neighborhood health district
- Complete zoning district revisions & architecture design guideline overlays



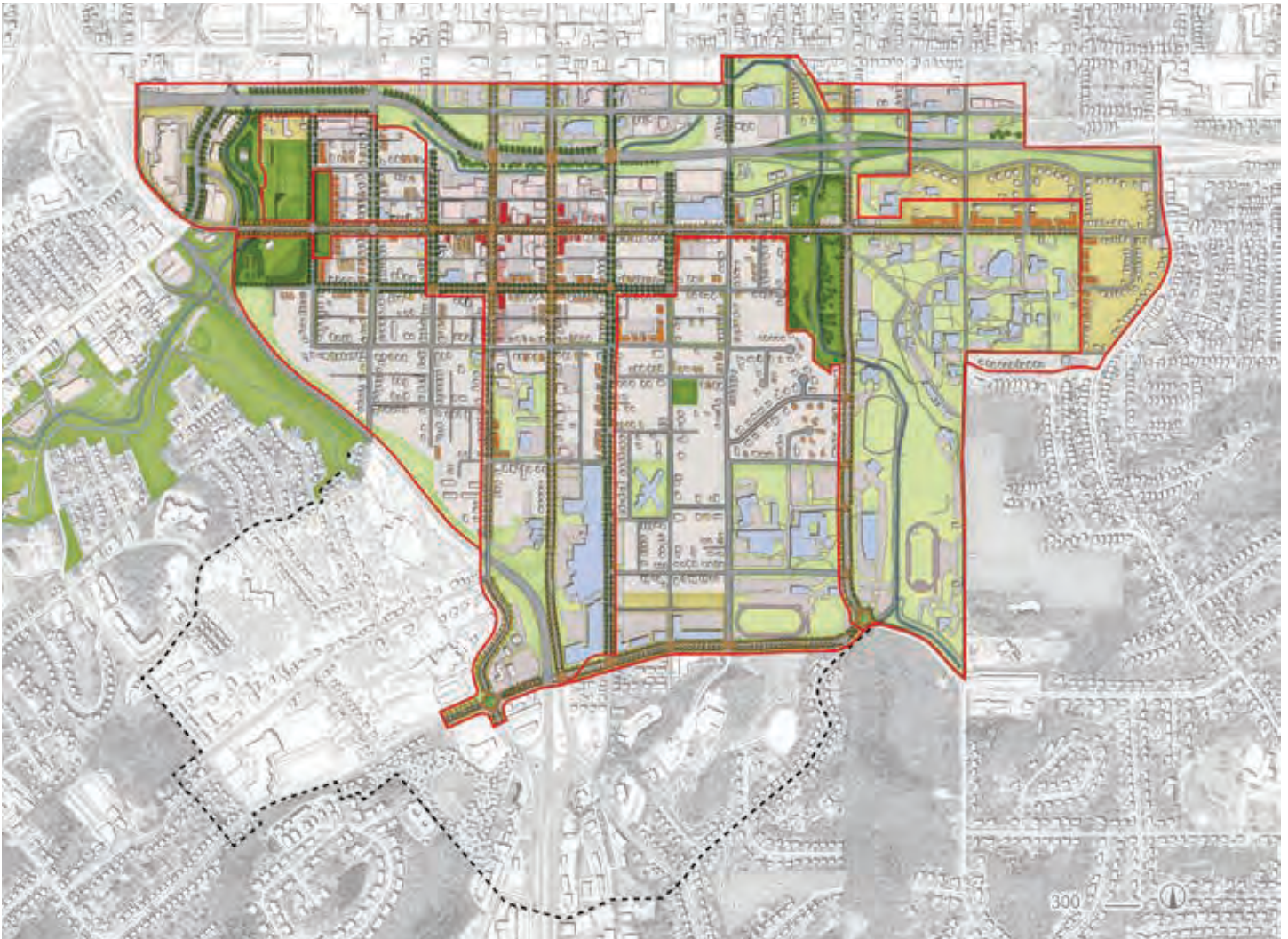
**PHASE 2 | MEDIUM-TERM 5 TO 15 YEARS
PROJECTS**

- Dunklin Street / Old Munichburg core business district infill and revitalization
- Expand Dunklin Street streetscape improvements & public space design
- Lincoln University mixed-use development along Dunklin Street
- Jefferson Street and Madison Street streetscape and revitalization

PROGRAMS

- Implement a street-tree planting and replacement program
- Implement a street lighting improvement program
- Implement a street, sidewalk, and infrastructure repair program

IMPLEMENTATION & PHASING

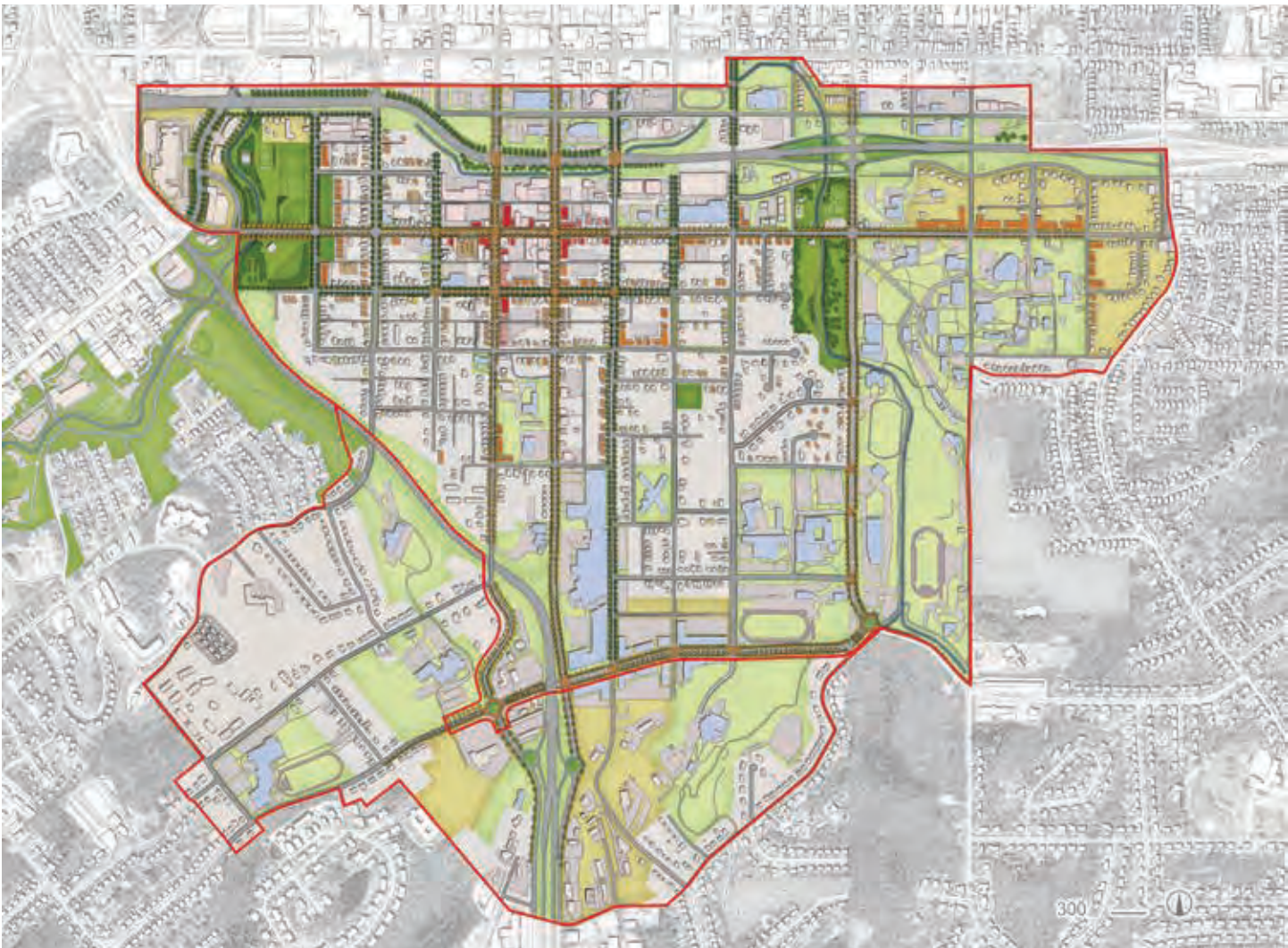


PHASE 3 | LONG-TERM 10 TO 20 YEARS PROJECTS

- Expand Washington Park and active recreation facilities
- Mixed-income, mixed-use, affordable/market-rate housing redevelopment along Elm Street and Clark Avenue
- Stadium Boulevard expansion, realignment, and streetscape improvements
- Stadium Boulevard corridor redevelopment
- Realignment and south extension of Madison Street
- Incremental housing improvement and infill

PROGRAMS

- Continue vacant lot and derelict housing redevelopment
- Continue street-tree planting and replacement program
- Continue street lighting improvement program
- Continue street, sidewalk, and infrastructure repair program



**PHASE 4 | 20+ YEARS
PROJECTS**

- Reconfiguration and improvement of the Stadium Boulevard and US-54 interchange
- Jefferson Street and Christy Drive corridor redevelopment

PROGRAMS

- Continue vacant lot and derelict housing redevelopment
- Continue street-tree planting and replacement program
- Continue street lighting improvement program
- Continue street, sidewalk, and infrastructure repair program

IMPLEMENTATION STRATEGY

The Plan identifies a number of activities to revitalize the Historic Southside | Old Munichburg District & Neighborhood. The Implementation Partnership Matrix (on the facing page and continued on the following pages) identifies, for each phasing activity, the type of activity (program, partnership, policy, operation, and capital project), anticipated partners, and time frame.

This matrix will act as a guide to prioritize projects and help form a strategy to successfully complete catalytic projects. However, this implementation strategy is a recommendation only; it is non-binding and does not guarantee anticipated partner participation or prohibit additional partners. Development projects can occur outside the specified time frame and subsequent activities may be added.

Implementation Partnership Matrix

Terms Legend:

- CDC - Community Development Corporation
- CRMC - Capital Region Medical Center
- JCPD - Jefferson City Police Department
- MoDOT - Missouri Department of Transportation
- OMA - Old Munichburg Association



IMPLEMENTATION PARTNERSHIP MATRIX

ACTIVITY	TYPE	ANTICIPATED PARTNERS	TIME FRAME
Establish a Community Development Corporation (CDC)	Program Operations	Community Residents & Stakeholders City of Jefferson Members of surrounding Institutions	Early action
Wears Creek clean-up & landscape restoration along US-50	Capital Project Partnership	Coca Cola OMA City of Jefferson CDC	Early action
Expand existing neighborhood watch program	Program Partnership	OMA JCPD CDC	Early action
Organize a neighborhood wide clean-up	Program	Community Residents & Business owners	Early action
Complete zoning district revisions and architectural design guideline overlays	Policy Operation	City of Jefferson	Early action
US-50 corridor urban boulevard improvements and beautification	Capital Project	City of Jefferson MoDOT	Short-Term
US-50 neighborhood gateways	Capital Project	City of Jefferson MoDOT CDC	Short-Term
Community Park expansion	Capital Project	City of Jefferson Lincoln University	Short-Term
Roundabout at Stadium Boulevard & Jefferson Street	Capital Project	City of Jefferson Cole County	Short-Term
Washington Park & Jefferson City Greenway Trail expansion	Capital Project	City of Jefferson	Short-Term
Dunklin Street improvements & public plaza – core business district	Capital Project	City of Jefferson CDC OMA	Short-Term

IMPLEMENTATION PARTNERSHIP MATRIX

ACTIVITY	TYPE	ANTICIPATED PARTNERS	TIME FRAME
Monroe Street expansion & two-way traffic	Capital Project	City of Jefferson	Short-Term
Lincoln University Wellness Center	Partnership	Lincoln University CDC	Short-Term
Incremental housing improvement and infill	Program Partnership	CDC City of Jefferson Habitat for Humanity Developers	Short-Term
Expand and target housing repair and revitalization incentives	Program Policy	CDC City of Jefferson	Short-Term
Establish public-private partnerships to develop neighborhood health district	Partnership	City of Jefferson CRMC Lincoln University	Short-Term
Facilitate vacant lot/derelict housing redevelopment and continue incremental housing improvement and infill	Program Policy Capital Program	CDC City of Jefferson Developers	Short-Term to Long-Term
Dunklin Street / Old Munichburg core business district infill and revitalization	Capital Project Program	CDC City of Jefferson Developers	Medium-Term
Expand Dunklin Street streetscape improvements and public space design	Capital Project	CDC City of Jefferson	Medium-Term
Lincoln University mixed-use development along Dunklin Street	Capital Project	Lincoln University City of Jefferson Developers	Medium-Term
Jefferson Street and Madison Street streetscape and revitalization	Capital Project Program	CDC City of Jefferson	Medium-Term

ACTIVITY	TYPE	ANTICIPATED PARTNERS	TIME FRAME
Implement & continue a street-tree planting & replacement program	Capital Project Program	CDC City of Jefferson	Medium-Term to Long-Term
Implement & continue a street lighting improvement program	Capital Project Program	CDC City of Jefferson	Medium-Term to Long-Term
Implement & continue a street, sidewalk, & infrastructure repair program	Capital Project Program	CDC City of Jefferson	Medium-Term to Long-Term
Expand Washington Park and active recreation facilities	Capital Project	City of Jefferson	Long-Term
Mixed-income, mixed-use, affordable/market rate housing redevelopment along Elm St & Clark Ave	Capital Project	City of Jefferson Lincoln University Jefferson City Housing Authority Developers	Long-Term
Stadium Boulevard expansion, realignment, and streetscape improvements	Capital Project	City of Jefferson	Long-Term
Stadium Boulevard corridor redevelopment	Capital Project	City of Jefferson	Long-Term
Realignment and south extension of Madison Street	Capital Project	City of Jefferson MoDOT	Long-Term
Reconfiguration and improvement of the Stadium Boulevard and US-54 interchange	Capital Project	City of Jefferson MoDOT CRMC	Long-Term
Jefferson Street and Christy Drive corridor redevelopment	Capital Project	Developers City of Jefferson	Long-Term



FINAL REPORT OCTOBER 2016