

MISSION STATEMENT



Monett lies in the heart of the United States amongst mining towns, is in close proximity to farming communities, and has direct connections to similar railroad towns throughout the entire region. Modern development has pushed what used to be the city center of Monett to the outlying US Highway 60. Smart growth in the past has lent itself to development along major highways and with the availability of frontage highway property, came large chain stores such as Wal-Mart and Lowe's. Although important to the economic growth and stability of the city of Monett, these developments continued to push future development of the city towards this section of the community. Strip malls, restaurants, gas stations and residential housing started to spring up everywhere and the future of Monett became centered along this major transportation corridor.

This vision for future expansion and renewal of the city encompasses not only the revitalization of the downtown area of the city but the linkage of important social hubs that provide access for the citizens of Monett. Bringing traffic back to Broadway Street will require a sense of place, a destination for newcomers, and a place that will respond to the cultural aspects of the community. These hotspots should provide a safe environment for all generations of Monett citizens. It should be a place that you can call home, a place that is inviting, and that brings you back wanting more. A precedent for acknowledged aesthetic values should be set forth and these values should create a sense of historical place for the future of Monett. By providing this sense of community place it will allow for continued stability in the future investment of the city.

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This summary addresses the main issues that were presented by the citizens of Monett and the Center for Community Studies project team throughout the designing process. Three major components were identified that needed to be addressed in order for Monett to thrive even more. Those components are the flooding in the city from sources outside the city limits, Highway 60 and the approach to Monett, and the downtown redevelopment core. With the initial focus on the downtown, we simplified the downtown core into four major zones that each work together to provide revitalization success to the project. The issues and guidelines will be discussed for each component as well as the individual zones in the downtown district moving from Gateway West through the City Center to Gateway East and finally to the new City Center Park.

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Currently the downtown of Monett is not developed in such a way to handle the amount of water that rushes through Kelly Creek after major rains. Significant rain also affects Clear Creek which floods the low-lying areas of South Park and expands far beyond the capacity once it merges with Kelly Creek. Storm Drainage is the run-off water during and after storms in and around the City of Monett, this water collects into the canals that flow towards the downtown area. These canals only have the capacity to handle so much water before they overflow.

**Issue:** Alarming amount of water volume

**Guideline:** The analysis of the local storm drainage/ watershed of Monett, Missouri reveals several concerns regarding the management of the volume of run-off entering the city limits. Current management of this discharge has been in traditional manner of concrete channelization, which allows water to surge into the low-lying areas with great velocity and force. Due to the large amount of run-off, current channels are unable to maintain the amount of water and primary flooding begins. There must be more permeable land that would allow for absorption of the rain water rather than just create more run-off.

**Issue:** Managing Storm Run-Off

**Guideline:** Storm water management is a regional issue

and requires the cooperation of the city and the surrounding countries. The key issue in addressing the excessive storm water that drains through the city of Monett along Clear and Kelly Creeks is to reduce and slow the volume of water entering the city. We recommend that a series of storm water retention areas be developed along the Clear and Kelly Creeks in the watershed areas south and east of town. These retention areas would allow the storm water to spread out and pool in non-populated and protected open land. This has several beneficial results: it slows the rate of flow and reduces the volume of flow by allowing the water to soak into the soil and recharges the aquifer before it is flushed through the community and down stream.

**Issue:** Existing Channel System

**Guideline:** The existing storm water drainage system within the city limits of Monett collects the water and channelizes it as it passes through the community. This system may have worked well when it was installed, but with additional land development to the south and east of the community more storm water runoff is being channeled into the system. To optimize the efficiency of these storm water channels they should be maintained and cleared of debris regularly. As the channel passes through the downtown area its alignment brings these storm waters directly between and adjacent to the buildings along Broadway and Front

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Streets. This has exacerbated the flooding problem for the community as the water runoff has increased throughout the years. It is important to assess, modify or remove this channelization system and rethink the current storm water management system given the current community realities.

**Issue:** Current City and Counties Guidelines and Watershed Control

**Guideline:** As part of the comprehensive regional storm water management system, the city and counties need to assess and modify the management plan to follow current best practices. The management of storm water begins on each parcel of land where it originates. By reducing the runoff and allowing the water to recharge the aquifer onsite, the volume and rate of flow of the storm water can be reduced in the catchment basin. The city and counties watershed and storm water runoff guidelines need to be strengthened and applied to all future development.

**Issue:** Land Banking

**Guideline:** As a component of the city and counties watershed and storm water management practices, the city and counties should begin a coordinated process for land banking sections of the Clear and Kelly Creek watershed areas. Land banking would limit the type and amount of development on those parcels to optimize the amount of land surface available for the water absorption. This land banked property should remain open fields and pasture or allow very low density development with zero water discharge guidelines.

**Issue:** Public Safety

**Guidelines:** It is the responsibility of the city and counties to protect the property and lives of its citizens. The current channelized storm water management system within the city of Monett has become a serious safety hazard to its citizens. The loss of life, property and income associated with the regional storm water runoff

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continues to increase as the city and counties develop in the surrounding watershed basins. This is a crucial community issues that must be addressed comprehensively. The decisions that are made pertaining to the watershed and the storm water management system will, in all practicality, determine the future economic and social vitality of the Monett city center.

**Highways 60** and 37 are the primary access routes into the city of Monett. Highway 60 passes through the community’s southern edge and parallel to the city center located about three-eighths of a mile to the north. Highway 37 passes directly through the community at the west end of the city center. In recent years many local businesses have opted to locate along Highway 60 where regional oriented big box stores have been built.

**Arrival:** As motorists enter the community along Highways 60 and 37 it is difficult to perceive where the city center is located. The character of the highways directs the motorists along the regional commercial strip and past the community. There is a lack of way finding signage along these highways that direct the motorist to the stores and amenities in the city center.

**Issue:** Arrival into Monett

**Guideline:** When entering the Monett community along Highways 60 and 37 it is difficult to know when you have arrived. There is an increase in highway development and

traffic, but there is a lack of visual and physical cues that announce the community. The intersection of Highway 60 and Highway 37 is the only intersection that has a sign stating Monett to be a Centennial City, but that sign is too far from the intersection and small to effectively welcome the motorist to the community.

**Guideline:** The two routes into the city center off of Highway 60 are Highway 37 and Kyler Street. Both of these access point intersections need to have well designed and crafted way finding signs directing the motorist into the city center area. At these intersections and leading up to these intersections should be a series of highway signs and markers that welcome people to the community and encourage them to visit the city center. These should not be highway billboards, but rather formal community gateway signs that express the qualities and character of the community.

**Issue:** Downtown Entrance – Gateway

**Guideline:** The lack of way finding signage and a sense of arrival into Monett discourage motorist from lingering and exploring the charm and amenities of the community. The highway retail strip expresses a clear purpose and destination. Just as the character and speed of the highways encourages motorist to continue along their journey.

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**Guideline:** The downtown area needs to establish its presence and purpose just as clearly along Highways 60 and 37. The intersections of Highway 60 and 37 and Highway 60 and Kyler Street need such an entry gateway feature to clearly express the charm and amenities of downtown Monett. Additionally, we recommend that other gateway elements be located at the intersections of Broadway and Highway 37 and Broadway and Kyler Street. These four gateway elements should be complementary in character, but relate specifically to their context.

**Issue:** Community Identity

**Guideline:** The community needs to establish a strong physical and perceptual sense of identity. It relates to the community “branding”, but goes much further. The community’s identity should not be a slogan or advertising campaign. It must be the essence of the community. This essence should be expressed in all aspects of the community: streetscapes, buildings, parks, signage, civic pride, public services and amenities, neighborhoods, interpersonal relationships, etc. The identity

of the community should be seen and sensed when you arrive into the community. It should be the mental image that you take away with you when you leave and that makes you want to return often. It is through this identity that the community’s values are understood and interpreted.

**Conceptual Organization of Downtown Monett**

We suggest that Monett’s downtown be conceived of as the area between Bond Street and Front Street and Highway 37 and Kyler Street. Further, that the downtown be conceptually and physically divided into three sections:

- Gateway West.....Highway 37 to Third Street
- City Center.....Third Street to Eight Street
- Gateway East.....Eight Street to Kyler Street

Each section of the downtown has been studied and recommendations prepared pertaining to:

- Gateways and Transitions
- Streetscape
- Facades
- Pocket Parks
- Parking

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The **Gateway West** section of downtown Monett is defined by the extension of Highway 37 north from the Highways 60 and 37 intersections to Third Street and from Bond Street to Front Street. This section of downtown is extremely important because it is the primary arrival route into Monett’s downtown and the area where the vehicular traffic transitions from “highways speeds” with few pedestrians to city center speeds with pedestrian traffic. As the primary arrival sequence into Monett’s city center this area tends to be the section of the downtown where the regional community interfaces with the local community.

The Gateway West area and arrival sequence is comprised of a variety of establishments, empty business, mixed scale structures, and two “90 degree” turns. The offset alignment of Highway 37 and Broadway makes it difficult to properly perceive the downtown and instead focus the motorists line-of-sight onto the spaces between and behind the businesses located at the arrival point into the downtown. This area provides the community with an inadequate and non-distinctive arrival sequence and does not properly express the values and identity of the community.

We recommend that this area be redeveloped as the primary arrival gateway into Monett. This area should physically and perceptually express the values and identity of the community and welcome the motorist to the downtown area.

**Issue:** Road Alignment

**Guideline:** We recommend that the section of Highway 37 that enters the downtown area from the west be totally reworked to align with Broadway so as to provide a better physical and visual arrival sequence into Monett. This realignment would necessitate the removal of a number of the structures on the north side of Highway 37 and increase the space between the highway and the structures along the south side. This alignment would improve the line-of-sight into the downtown, allow space for street improvements and beautification and stimulate development at this entry to downtown.

**Issue:** Roundabout

**Guideline:** We recommend that as part of this highway improvement that a roundabout be added at the new intersection of Highway 37 and Broadway. This roundabout would correct the multiple street entry points created by the offset street alignments allowing a smoother and less disruptive flow of truck and automobile traffic into and past the downtown. This roundabout would become an important landmark in the downtown area. It would have a fountain, sculptures and plantings within the center of the roundabout to create a beautiful accent for the Broadway corridor.

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**Guideline:** The roundabout would also be designed to accommodate pedestrian and bicycle traffic moving between the neighborhood areas to the north and west and the City Center Park and downtown areas.

**Issue:** Gateway Arch

**Guideline:** To further mark and celebrate the arrival into the downtown area of Monett, we recommend the installation of a major gateway element across Broadway. This Gateway Arch would be a physical and symbolic threshold into the downtown. It would separate and demark the transition from Highway 37 to the central business district of the community. Upon passing through this gateway the speed of the traffic would significantly be reduced, the number of pedestrians would increase and the streetscape would become more relaxed.

**Guideline:** We envision the Gateway Arch as a steel structure spanning Broadway supported by brick columns. On the steel arch over the street would be raised metal letters forming the words “Welcome to Monett”.

**Issue:** Street Beautification

**Guideline:** Along the realigned section of Highway 37, at the roundabout and Gateway Arch we recommend the planting of trees and shrubbery to visually enhance the arrival sequence and link the Gateway West district to the downtown streetscape and City Center Park. Elements of the Broadway streetscape should be incorporated into this area; in a style and scale appropriate to the Highway 37 context.

**Issue:** Regional/Local Community Interaction

**Guideline:** The Gateway West section of downtown should be considered the point of interface between the regional and local communities. This transition point is of great importance and should be developed with care. We recommend that the development and renewal that will take place in this section of downtown

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seek to cater to this transitional interface and strengthen the social connection of the regional and local communities.

**Issue:** Social Focus – Recreation and Commercial

**Guideline:** We recommend that the YMCA be retained in this section of town and that other social focused recreation and commercial activities be developed in and around the Gateway West district of downtown. Such community amenities and services as these might be located here:

- The YMCA
- A wellness center
- Farmers’ market
- Community gardens
- Greenway trails

**A Farmers Market** is a way of reinforcing the social focus of the Gateway West district we recommend that the community develop a multipurpose pavilion and support facilities with parking to accommodate a regional farmers market.

**Issue:** Visibility

**Guideline:** The farmers’ market area would be located at the west end of City Center Park and in close proximity to the Gateway West roundabout and arch. This location would give the farmers’ market great visibility, accessibility and reinforce the regional/local community interface..

**Issue:** Access

**Guideline:** Vehicular access to the farmers’ market would be from Broadway via First and Second Streets. Farmers could drive directly to the multipurpose pavilion and sell directly from their trucks and trailers. Patron parking would be accommodated in the new parking lot constructed between First and Second Street adjacent to the City Center Park.

**Guideline:** Pedestrian and bicyclist access would be provided via the greenway trails running throughout the City Center Park and linking through the interconnected park system to the neighborhoods both to the north and south of downtown.

**Issue:** Community Gardens

**Guideline:** To further strengthen the communal activities and socialization opportunities in Gateway West section of downtown, we recommend the development of a community garden area near the multipurpose/farmers’ market pavilion. These community gardens would add beauty to the City Center Park, support the farmers’ market activity, provide an opportunity for gardeners to come together, promote an active living lifestyle and enhance the sense of community. The community gardens would be accessible

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to everyone. For a nominal fee or by registration, families and organizations would be given a plot of land upon which to grow whatever they wished. Additionally, the city or state extension service could offer gardening classes to further enhance the gardening experience and reinforce our regional connection to the land.

**Streetscape, Facades, Pocket Parks, and Parking** in the Gateway West section of downtown located between Highway 37 and Third Street should be developed in the same way as the City Center section between Third and Eight Street. (Please refer to the City Center section for Issues and Guidelines)

**The City Center** section of downtown Monett is defined as the area between Third and Eight Streets and from Bond Street to the Railroad property. This section of downtown is the most active because these blocks have the largest number of businesses per block. The businesses in the section include offices, banks, restaurants, retail stores, service providers, as well as City Hall and the Monett Times buildings. The City Center section has the greatest potential for the development of loft apartments in the downtown

area. These loft apartments would benefit downtown Monett by attracting people back to the heart of the community, extending the commercial and social activities of downtown throughout the day and evening hours and, thus, stimulating development in the city center.

To the south of the City Center is the City Center Park. This large park would further enhance the livability of the downtown and stimulate economic renewal and expansion. We recommend that this section of City Center Park be conceived of as Monett’s “outdoor living room”; a year-round place for community celebrations, dances, festivals and public gatherings. This City Center and City Center Park section of downtown Monett should be developed and promoted as a year-round local and regional destination for shopping, entertainment and recreational activities.

**The Streetscape** is the public space of a street; the physical space between the building facades. Included in this streetscape are such elements and features as the roadway, sidewalk, street lighting, street furniture, vegetation, signage, parking, and storefronts. The physical organization, aesthetic expression,

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and maintenance and cleanliness of these elements establish the street character. A well organized and maintained streetscape promotes an environment that is pleasant to experience, comfortable, vibrant and encourages you to linger and return often.

**Issue:** Diagonal verses Parallel Parking

**Guideline:** The current diagonal parking along Broadway causes several problems:

- Diagonal parking arrangements are more hazardous because of the motorist’s limited sightline when backing out of the space into traffic.
- Although the diagonal parking arrangement provides more parking spaces per block frontage than parallel parking arrangement, it significantly reduces the width of the sidewalk and diminishes pedestrian comfort.

**Guideline:** We recommend the removal of the diagonal parking spaces along Broadway and the development of a parallel parking arrangement with wider sidewalks and narrower traffic lanes.

- Parallel parking spaces are safer because they provide excellent motorist sightlines.
- Parallel parking along Broadway would allow the sidewalks to be widened and upgraded.
- The narrowing of traffic lanes in a city center area is a proven traffic calming technique; it will slow the traffic

in the downtown area.

**Guideline:** We recommend the development of off-street public lots and improvements to the side street parking layout; this will increase the number of parking spaces per block in the downtown area. (See parking chart)

**Guideline:** We recommend the development of mid-block connectors and pocket park linkages between Broadway and the off-street public lots. These connectors would provide a convenient and pleasant pathway directly from the parking to the improved Broadway streetscape.

**Issue:** Sidewalks

**Guideline:** The combination of the diagonal parking and narrow sidewalks along Broadway creates a streetscape environment that:

- Provides limited, but sufficient, space for pedestrians to walk from their cars to their destinations
- Does not provide adequate space for:
  - A buffer zone between the vehicular/parking area and the pedestrian area.
    - Such a buffer would allow a space for the addition of street furniture,vegetation, way-finding signage,waste receptacles, lighting and public art.
  - Socialization, window shopping and lingering out

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of the main pedestrian walk zone.

**Guideline:** By converting the diagonal parking to parallel parking the sidewalks can be enlarged by six feet. This additional width would allow for the development of downtown sidewalks which would be more physically and perceptually comfortable for the pedestrians. The wider sidewalks would allow space:

- To establish a buffer between the vehicular zone and the pedestrian zone
- To create areas to rest, socialize and linger
- To create a pedestrian zone that is comfortable and pleasant to use
- To add vegetation and artwork to soften and humanize the streetscape

**Guideline:** We recommend that a balance be established between the vehicular needs and the pedestrian needs along the entire length of the Broadway streetscape so that the pedestrian experience can be more enjoyable, comfortable, socially dynamic, and memorable.

**Issue:** Sidewalk Bump-Outs

**Guideline:** We recommend the inclusion of sidewalk bump-outs at intersections and selected mid-block locations. These bump-outs would extend into the street the same width as the parallel parking space. These bump-outs help to:

- Define the parallel parking zones
- Create areas along the sidewalk for resting, socializing and lingering out of the pedestrian pathway
- Define the intersection and mid-block crosswalks and improve pedestrian safety by improving the motorist's visibility of the crosswalk zones
- Add interest and diversity to the streetscape

**Issue:** Vegetation

**Guideline:** Vegetation should be used to soften the streetscape with color, aroma, texture, and shade. Trees also help define a more intimate human scale of the sidewalk by beginning to hang over the

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the sidewalk. The selection of plants should be of a wide variety with special attention to how each plant reacts to seasonal change. The city should also be aware of the maintenance needs for each plant type, whether planted in carefully designed beds, hanging pots, or larger planting containers.

**Guideline:** We recommend that planters with mini-bioswales be installed in the sidewalk buffer zone. These planter bioswales would be designed to slow storm water runoff by allowing it to filter through vegetation specifically designed to remove pollutants from the water runoff.

**Issue:** Lighting

**Guideline:** The City of Monett has begun to introduce new lighting fixtures into the city center. We recommend that additional light fixtures be installed that are complementary to the existing light fixture. It is important that the streetscape have a variety of coordinated lighting elements:

- Vehicular street lighting
- Pedestrian sidewalk lighting
- Storefront and business signage lighting
- Aesthetic accent lighting

**Guideline:** The height, placement and illumination areas of these different fixtures should be carefully considered

to maximize the efficiency of the fixture and minimize light pollution.

**Guideline:** We suggest using a lighting fixture and pole types that have multiple functions. The street and sidewalk lighting should be located within the same fixture to reduce the number of lighting poles needed. Each of these lighting fixtures should also allow for a banner to be hung publicizing events and festivities Monett may host.

**Issue:** Seating

**Guideline:** The seating options along the sidewalks should accommodate a variety of personal and social settings:

- Chairs and benches should be provided to allow for a flexibility of use
- Individual, couples and small group seating arrangements should be provided
- Inclusion of nontraditional seating is encouraged, i.e. planter boxes and/or fences that are tall and wide enough to use as a seat

**Issue:** Waste Management

**Guideline:** Trash and recycling containers should be placed along the sidewalks to promote a more sustainable lifestyle and to reduce littering. These containers should

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compliment and serve as an integral component of the streetscape.

**Issue:** Signage

**Guideline:** We recommend the establishment of signage guidelines to coordinate the placement, size and character of the business and informational signs in downtown Monett. These guidelines should apply to business, storefront, promotional/advertising and way finding signage as seen from the motorist and pedestrian perspective.

**The Façade** is the exterior of a building. The façade is composed of the exterior materials and cladding, windows and doors, awnings, balconies, parapets, details and ornamentation, scale, and signage. The façade expresses the architectural style of the structure and the era when it was constructed. The modification to the façade and the upkeep of the façade is an expression of the community’s values and economic condition.

The buildings located in the City Center section of downtown Monett were built during the past 130 years and represent a range of architectural

styles. These buildings, generally, create a cohesive downtown character. The majority of the buildings are two to three story masonry structures with businesses on the ground floor and offices, apartments or storage on the upper floors. There are a few taller structures located in the city center.

Many of the buildings have had metal cladding added to their upper floors over the years. This is typical of most small towns. However, the addition of this metal cladding is out of character with the original style of architecture and downtown. This cladding covers the upper portion of the facades and diminishes the usefulness of the upper floors for offices or apartments.

Most of the buildings have ground floor tenants; there are a few vacant storefronts. Additionally, there are few missing buildings in the City Center section of downtown. The combination of an “intact” street edge and few vacant storefronts helps to create a strong physical and perceptual sense of downtown.

Incongruence in building heights and materiality

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does weaken this sense of city center. The construction of one story structures, introduction of metal buildings and bricked up storefront windows in the downtown is aesthetically unfortunate.

**Issue:** Exterior Materials

**Guideline:** The majority of the buildings in the downtown were initially constructed with brick exteriors. Over the years, many of the upper facades have been covered with metal or composite materials. Although this may have been a wise economic choice at the time, its long-term effect has been to create a downtown streetscape that does not express a cohesive character and complimentary downtown image.

**Guideline:** Most of the buildings have unique windows that are reminiscent of the style in which the building was constructed. These windows should be preserved and unobstructed by boards or brick.

**Guideline:** We recommend that the city officials and downtown business owner’s work together to find incentives and economic support that will allow the Broadway Street facades to be returned to their original character. The material that covers the upper portions of many facades should be removed and the windows and storefronts

returned to their original style.

**Issue:** Storefront

**Guideline:** The buildings along Broadway and Bond

Streets were originally designed to have large storefronts which directly connected with the sidewalk visually and physically. These storefronts linked the business and the sidewalk and created a streetscape that invited the pedestrian inside. In many instances these large storefronts have been modified as the businesses changed function. This has resulted in a number of the storefronts being removed or diminished in size; thus, weakening the streetscape experience by inhibiting the linkage between the sidewalk and business interior.

**Guideline:** Whenever possible the storefronts along Broadway and Bond Streets should be reopened and the building and businesses allowed to reunite with the streetscape.

**Issue:** Awnings and Canopies

**Guideline:** Awnings and canopies are attached to and extend out from the façade of a building. These façade elements are beneficial for the streetscape for several reasons:

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- They shade the sidewalk and help cool the micro environment of the street
- They help to drop the scale of the building and street and create a space that is more in “human-scale” along the sidewalk
- They help to unify the appearance of the facades along a streetscape

**Guideline:** We recommend that awnings and/or canopies be added to the Broadway streetscape in a coordinated and complimentary manner. These elements should be coordinated: in style, height, projection, color, pattern and materiality.

**Issue:** Cleaning and Repairing

**Guideline:** Many of the buildings in the Gateway West and City Center section of downtown require cleaning and repair. We recommend that the first phase of downtown renewal should be the clean-up, fix-up and painting of the buildings. These efforts need to follow proper building maintenance procedures. We recommend that the city look at the recommendation from the National Historic Trust on the cleaning and repair of older buildings.

**Guideline:** It is imperative that all structures, both occupied and vacant, be weatherized to protect them from the elements. Roofs and windows should be carefully checked to assure that the structure do not have any water leaks.

**Pocket parks** are small green spaces between buildings and along the street edge. These spaces can either be where a building or alleyway has been removed. We recommend the development of pocket parks within downtown Monett to integrate the City Center Park into the Broadway streetscape, to provide linkages from the off-street parking lots and the Broadway streetscape and to beautify the city center.

**Gateway East** extends from Eight Street to Kyler Street and from Bond Street to the railroad. This five-block section of Broadway links the City Center section of downtown Monett with the east entry at Kyler Street. Currently, this area has a mix of commercial and residential buildings; a number of the buildings in this area are unoccupied. This Gateway East section is less densely developed than the Gateway West

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and City Center sections of downtown, making it a perfect location to add new construction along the Broadway Street corridor. We recommend developing this section of Broadway as a mixed-use retail and residential area. We suggest the creation of townhouses, multifamily housing complexes, family entertainment facilities and a civic center to compliment the existing physical and social character of this section of Broadway.

**The Gateway** should mark the arrival point of the downtown from Kyler Street and the ending point of the downtown as it spans from Highway 37. The gateway itself should be a prominent fixture and, as well as, represent the Gateway East district characteristics. We propose the gateway serve as a vertical clock tower with adjacent plaza and fountain areas in order to maintain the character of the historic downtown as well as respect the established residents.

**Issue: Views**

**Guideline:** Currently, the intersection of Kyler Street and Broadway Street is overshadowed by the raised bridge that extends over the railway. We propose constructing a tall vertical landmark that can easily be seen and recognized by drivers as they come north across the bridge. We recommend that the vertical monument be a clock tower to emphasize the historic downtown. Digital signage could also be applied to the clock tower for advertisements of

events that could occur within the downtown zone or the City Center Park.

**Issue: Socialization**

**Guideline:** The site of the gateway serves an important purpose because it begins to link the downtown to the neighborhood to the north, the park to the south, and even a more cultural diverse area of town to the east. In order to respond to the unique dynamic that converges at this one point, we recommend establishing areas of interaction. We suggest that adjacent to the clock tower, there be a green plaza area with benches to chat and socialize as well as open areas for group activities. This site also sits along Kyler Street, which the city of Monett as designated as their current greenway trail. This plaza then could also serve as an enjoyment stop along the trail for biking and walking.

**Issue: Accessibility**

**Guideline:** The tower and its adjacent construction should be accessible to encourage exploration of the site. We recommend creating a fountain that can be viewed from ground level or on an upper level that could be accessed by stairs or by an elevator within the clock tower itself. By creating different levels that can be accessed, the visitor

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of the site has a variety of ways to interact with the site and encourages longer usage. The Gateway East street edge has a more residential character due to the building setbacks, styles and functions. The continuity of the “downtown” streetscape along this portion of Broadway has been weakened by several vacant buildings and lots.

**The Streetscape** of this section of Broadway will require careful consideration to create a transition from the more developed City Center section to this less developed section. The streetscape elements should be complimentary in concept, materiality and scale, but reflect the distinctly “residential” scale and character of this portion of the Broadway Street corridor.

**Issue:** Parking

**Guideline:** Currently, the Gateway East parking is very limited. There are a few small parking lots for individual businesses and no on-street parking. We recommend providing on-street parking and additional lots for businesses.

**Issue:** Sidewalks

**Guideline:** Some of the sidewalks between Eight Street and Tenth Street are in need of general repairs due to cracking and weather damage.

**Guideline:** We recommend that the Gateway East sidewalks be widened to compliment the sidewalks along the other sections of the Broadway corridor and to create a more pedestrian friendly atmosphere; as this section of Broadway is developed the pedestrian traffic within the Gateway East section and between the Gateway East and City Center will increase significantly.

**Issue:** Sidewalk Bump-Outs

**Guideline:** The general purpose of creating sidewalk bump-outs along Broadway would be supply areas where people may stop and talk with other individuals under a tree or on a bench. Such sidewalk bump-outs would allow those individuals to be able to relax and enjoy the activities

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of the downtown area by being out of the pedestrian pathway and buffered from street traffic. We recommend that these sidewalk bump-outs follow the pattern and guidelines of the bump-outs in the City Center section.

**Issue:** Vegetation

**Guideline:** The streetscape vegetation in the Gateway East section of Broadway should be similar to the vegetation in the City Center section, but can be larger and more diverse given the change in context. The same considerations related to color, texture, aroma, seasonal change, hardiness, and maintenance must be kept in mind for the vegetation along the entire length of the Broadway Street corridor.

**Issue:** Lighting

**Guideline:** The lighting layout and lighting fixture selection should be compatible with the lighting along the length of the Broadway Street corridor. However, the lighting needs in this more “residential” section of downtown Monett must be considered.

**Issue:** Signage

**Guideline:** The signage guidelines for the Gateway East

section of downtown should reflect the the change in streetscape character and the shift from predominately commercial to a more even residential and commercial mixed-use. The signage in this section of town should also be coordinated to create a cohesive appearance, however, the type and placement of the signs will be different than the rest of Broadway corridor because of the building setbacks, scale and use.

**The Façade** is the exterior of a building. The façade is composed of the exterior materials and cladding, windows and doors, awnings, balconies, parapets, details and ornamentation, scale, and signage. The façade expresses the architectural style of the structure and the era when it was constructed. The modification to the façade and the upkeep of the façade is an expression of the community’s values and economic condition.

The building façades in the Gateway East section of downtown reflect a diversity of styles, scale and character. They range from single-family residents to converted gas stations to strip malls and commercial buildings to industrial buildings. As this section of town develops, we recommend that design guidelines be created to assist in promoting a street character that is complimentary to the rest of downtown, while allowing a diversity of building style to flourish.

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**Pocket Parks** in the Gateway East section of downtown will be more vegetated than the other sections of the Broadway Street corridor. The soft, less hard surfaces, character of this section will allow it to be integrated into the City Center Park more seamlessly. The landscaping of this section of town and the park should flow between the buildings and along the streetscape. We recommend that along Broadway Street that pocket parks be established to encourage neighborhood socialization.

**A Development Center** would enhance the public interaction of all ages by offering a wide range of services and activities for youth and adults. This center would also serve as a cultural festivity center where everyone can gather to celebrate and learn about different traditions and customs. We propose the center to be located with a direct connection to the City Center Park.

**Issue:** Youth Activities

**Guideline:** The center would act as an “after hours program” where kids could enjoy fun activities after school until their parents could pick them up.

**Issue:** Cultural Arts

**Guideline:** The center should include an art gallery for rotating art shows and should provide classes to teach the community how to make their own if they wish. Most importantly, there should be a large multi-purpose room dedicated to the cultural arts. Theatre, concerts, and cultural festivals could occur within this space.

**The City Center Park** area is defined as the area bounded by:

- Central Street to the west
- Kyler Street to the east
- The channelized system between Broadway and Front Streets to the north
- Railroad property to the south

Many of the buildings and homes in this area are vacant, underutilized and/or substandard. The area has many remnants of building foundations and parking lots, mounds of fill and rubble, and larger expanses of weed covered open space.

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This section of Monett was the location of the original rail line and depot from which the town grew. This site was selected by the railroad because of the flat floodplain that ran along Kelly Creek. From the beginning of the city this has been problematic because of the frequent flooding of Kelly Creek. As recently as May 2008, this section of Monett along Broadway and Front Streets has been inundated by flood waters. Throughout the years these floods have caused extensive property damage and loss of life.

The greatest impediment to the renewal of downtown Monett is this flooding issue. Until this problem is overcome, the downtown’s economic vitality will be limited.

Many businesses have moved and few are willing to take on the economic risk of investing in the downtown. The City Center Park seeks to mitigate the flooding problem in downtown Monett by removing the channelized storm water drainage system that exists and establishing a large park/retention basin to allow the water to spread out and slow down.

“CITY CENTER PARK SEEKS TO TURN THIS NEGATIVE COMMUNITY ISSUE INTO A POSITIVE COMMUNITY ASSET.”

The City Center Park has four objectives:

- To mitigate the flood hazard in downtown Monett
- To beautify the city center
- To reestablish this area of downtown as the “Heart of the Community” by making it a destination for social and cultural celebrations
- To interconnect the community through a linear parks and greenway trail system

The City Center Park has been organized as a series of overlapping zones:

- West: regional/local connectivity and community services
- Central: civic and festival event activities
- East: family oriented recreation
- North: connectivity to Broadway and neighborhood north of town
- South: physical and visual buffer along railroad

**Issue:** Channelized Storm Water System

**Guideline:** The channelized storm water system does a good job of draining water through the city center during most storms. However, during large and prolonged

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storms and rainy periods the channel is incapable of handling the volume of water that drains through the downtown. This causes flooding and an extreme safety hazard.

The channelized system runs between and behind the buildings that front Broadway. This channel does not contribute positively to the appearance of downtown Monett.

We recommend that the existing channel system be modified when the City Center Park’s flood water retention basin is installed. The proposed storm water drainage system would divert the water into the park and only allow the water to flow through the existing channelized system when the park’s retention basin is full. This would mean that the channel would remain empty most of the time. To avoid the channel from becoming an eyesore we propose that the channel’s bottom be removed and replaced with a pervious material that would allow plants to grow. We recommend that native plants and ground cover that are well suited to withstanding the flood torrent and to filter pollutants from the water be cultivated in the modified channel.

**Issue:** Public Education of Sustainable Best Practices

**Guideline:** We recommend that the City Center Park, and the other downtown Smart Growth initiatives, be considered a public outdoor classroom pertaining to sustainable best practices. Society is changing. More healthy and sustainable lifestyles are sought. Monett has an opportunity to utilize the renewal of its downtown as a tool for promoting such a healthy and sustainable way of living. For example, signage and demonstration sites could be placed throughout the park to explain such sustainable aspects as:

- Watershed protection and storm water mitigation
- Xeriscaping
- Rain gardens
- Water conservation
- Permeable surfaces
- Natural habitat protection
- Organic gardening
- Environmentally conscious design

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**Issue:** WEST ZONE: Regional/Local Connectivity and Community Services

**Guideline:** The west zone of the City Center Park is adjacent to the primary entry into the downtown area. This area is wrapped by Highway 37, the Central and Broadway Streets roundabout and gateway arch, and greenway trails north and south. This zone provides the initial interface between the regional and local communities and should functionally, physically and symbolically relate, express and celebrate that relationship. We recommend that facilities and activities that would support and cater to this regional/local connectivity be developed in this area, such as:

- Multipurpose Pavilion(s):

We recommend the development of open-air and enclosed multipurpose pavilion(s) that can be used year round by the community. These pavilions could be used for arts and craft shows, community flea markets, community bake sale fundraisers, classic car shows, farmer’s market, high school reunions, renaissance day’s events, and the like.

- Farmer’s Market:

We recommend that a farmer’s market be held at this entry into downtown Monett because of the sites accessibility and visibility. This location within the City Center Park

has excellent greenway trail and highway access.

Additionally, with the modified alignment of Highway 37 and the installation of the Central and Broadway Streets roundabout this location now has great highway visibility. This weekly and seasonal event would be a positive stimulus for bringing people into the city center.

- Community Gardens:

We recommend that the city set aside a large section of the park near these multipurpose pavilions for community gardens. These garden plots could either be rented or people could register for an area upon which they can cultivate flowers and vegetables. The restaurants could also grow or purchase fresh vegetable in the city center and promote the home grown freshness of their food.

We recommend that the city or extension service use these communal gardens as a classroom and provide instruction in sustainable gardening.

- Communal Dynamics

We see that this section of the City Center Park could promote a strong sense of community and a dynamic atmosphere for family and community activities. We recommend that the city seek to develop this section of the park for active regional/local community events.

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**Issue:** CENTRAL ZONE: Civic and Festival Event Activities

**Guideline:** The central zone of the City Center Park extends roughly from Third to Eighth Streets. This area contains the site of the original train depot; the site from which the city of Monett grew.

Adjacent to this zone is the “heart of the city center”. Located within this area are the City Hall, several prominent banks and businesses and the most intact examples of early architecture; the architecture and businesses along this portion of Broadway Street exude the greatest sense of “downtown”.

We recommend that the north-south link between the City Hall and this portion of the City Center Park be formally developed to create a prominent physical, visual, and symbolic connection or processional.

We recommend that this section of the park be developed as the community’s civic and festival events center. This area should be used for all of the community celebrations: heritage days, Fourth of July, Memorial Day, Community Picnic, Oktoberfest, Cinco de Mayo, Sister City

activities, Strawberry Festival, community concerts and outdoor plays, dances, fall festivals, the City Christmas Tree and caroling and the like.

To support these civic and festival events we recommend that the following facilities be developed in this area:

- Events Pavilion and Plaza:

We recommend the construction of an open-air event pavilion in this section of the park. This pavilion and its surrounding plaza should be the most important public gathering spot within the City Center Park. We recommend that the pavilion and plaza be located at the end of Fifth Street and that a formal physical, visual, and symbolic connection be developed to link this area with the City Hall and city center.

We recommend that the pavilion and plaza be constructed on an area raised above the level of potential flooding and made of materials indigenous to the Ozarks.

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We recommend that this pavilion and plaza be equipped with theatrical lighting and sound system, restrooms, water and electrical connections, and storage.

We recommend that provisions be made for flags, markers and monuments in and around the pavilion and plaza.

We recommend that this pavilion and plaza be large enough to accommodate 1000 people in, around and near the facility.

We recommend that accommodations should be made for larger gatherings around and near this pavilion and plaza: additional restrooms, water fountains, tiered contours or optimum sightlines, pathways to allow non-disruptive circulation during events, etc.

- Amphitheater:

In this section of the City Center Park we also propose the development of an open-air amphitheater space. The amphitheater would have terraced earth seating with stone or concrete risers and treads large enough for seating. The central “stage” area of the amphitheater should be designed to accommodate performances and presentations. Additionally, this “stage” area should be designed to

double as a spray ground water sculpture for children.

**Issue:** EAST ZONE: Family Oriented Recreation

**Guideline:** The east zone of the City Center Park extends roughly from Eighth Street to Kyler Street. Adjacent to this zone of the park is the mixed-use section of Broadway; the section with the less dense and more residential character. We have recommended that this section of downtown be developed as a city center neighborhood with townhouses, multifamily housing and lofts. The commercial activity in this section of downtown should cater to the family oriented, city center lifestyle. Therefore, we conceive of the east zone of the City Center Park as relating to this more residential area of the downtown fabric.

This section of the City Center Park is also where the Kelly Creek watershed enters downtown Monett. The existing channelized storm water system passes between and behind the buildings on the south side of Broadway Street. This is also the area where the City Center Park retention basin will divert the storm water into the lower basin and bypass the channel. The manipulation of the topography in this section of the park is of great importance and must be designed carefully. All built elements of the east zone must be designed to withstand being periodically inundated with storm water.

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- Water Sports Silo:

The creation of the water sports pond and the utilization of the silo as a major park landmark would add beauty to the City Center Park and acknowledge and celebrate this important icon of Monett’s heritage.

We recommend that the exiting silo located near just south of Front Street and between Seventh and Eighth Streets be considered for a water sports activity area. We suggest that a pond suitable for paddle boating and kayaking be constructed at the base of or surrounding the silo.

- Open Free Play Areas

Because of the storm water drainage considerations and family oriented activities in this section of the City Center Park and downtown, we recommend that most of this section of the park be left open for free play activities.

- Family and Small Group Shelters

We recommend the construction of picnic

areas and shelters throughout the east zone of the park. These shelters must be placed and design to minimize their damage and the disruption to the functioning of the storm water retention basin during rain events.

**Issue:** NORTH ZONE: Connectivity to Broadway and Neighborhood North

**Guideline:** The north zone of the City Center Park extends roughly from Highway 37 to Kyler Street and from Front Street to Broadway Street; this section is the interface between the downtown and city center neighborhoods and the park. This zone serves as the defining edge and entries to the park. The physical, visual, and symbolic linkages should be carefully considered to integrate the natural character of the park throughout the city center area. The streetscape vegetation along Broadway and all north-south streets should match or compliment the vegetation in the City Center Park region.

- Park Entrances:

Park entrances can occur along the entire length of Broadway. All pocket parks,

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streets and greenway trails that connect the park to the downtown and beyond should be considered entrances to the City Center Park. We recommend that primary entrances be formally developed at: Second, Fifth, and Eighth Streets. Of these, we further recommend that the Fifth Street entrance be considered the most important; the processional development between the park and City Hall should formally accentuate this park entrance.

- Access to North and South Sides of Monett via Greenway Trail:

We recommend the development of a greenway trail that connects the North Park with the South Park. This hard surfaced pedestrian and bicycle path should run through these park spaces and along storm drainage easements. These greenway trails should be separated from the vehicular traffic. The greenway trail surface should be at least 12 feet in width to safely accommodate pedestrians and cyclist concurrently.

As the greenway trail passes through the City Center Park it should follow a path that links all of the zones without disrupting event activities. We further suggest that the greenway trail might split into separate pedestrian and cyclist trails as it passes through the City Center Park.

Pedestrian and bicycle paths should branch off of the greenway trail to provide safe and convenient access to the surrounding neighborhoods. We recommend that pedestrian paths (sidewalks) be developed and upgraded on all north-south streets between Central and Kyler Streets. At a minimum, we recommend that bike paths be developed at Second, Fifth, and Eighth Streets.

- Signage:

Way finding, descriptive and interpretive signage should be placed along the greenway trail and Broadway Street to direct people to and inform people of businesses, historic sites and city center amenities.

**Issue:** SOUTH ZONE: Physical and Visual Buffer along Railroad

**Guideline:** The City Center Park will require extensive land modification to create the park retention area for the Kelly Creek watershed. The earth between the existing channelized storm water drainage system and the railroad tracks will be manipulated to create a multi-tiered, “sculpted”, retention area. The lowest level of this retention area will be equal to or below the current level of the channelized system. The excavated soil should be

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used within the City Center Park to create buffered areas along the railroad tracks, interesting contours that define and separate the various activity zones and to raise the important civic and festival areas and pavilions above the floodplain level.

- Physical Barrier between Tracks and Park:

We recommend using the excavated soil from the retention area to create an earth buffer along the entire southern edge of the park. The height and width of this earth berm should be manipulated to create a functional and aesthetically pleasing separation between the park and the railroad line. The railroad may require a fence to separate the rail from the park. If so, the earth berm and vegetation can be used to visually block the appearance of the fence from within the park.

- Visual Buffer:

We recommend using the excavated soil to create a visual buffer to block the intrusive views of the rail line and industrial area to

the south of the park. The earth berm should be landscaped with a variety of deciduous and coniferous trees and perennial plants to provide a year-round visual buffer.

- Acoustical Buffer:

We recommend using the excavated soil to create acoustical buffers. The earth and vegetated berm will not block all of the noise from the trains, but will lessen the acoustical intrusion.

We recommend negotiating with the railroad to create a speed and quiet zone for trains in the downtown area; possibly, the entire town.

**Issue:** General Considerations

**Guideline:** The general considerations apply to all zones of the City Center Park.

- Water Features:

We recommend the development of

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permanent water features within the City Center Park. The inclusion of these aesthetic water features must take into account the primary function of the park as a storm water retention basin, therefore, silting and debris removal must be considered.

- Accessibility:

All park facilities, plazas, trails and signage must be designed to accommodate all people following the standards set forth by the Americans with Disabilities Act (ADA).

- Public Restrooms:

Accessible and permanent public restroom facilities shall be provided throughout the city center and park. These restrooms should be located within pocket parks, pavilions and the landscape in a non-intrusive manner. The distance between these restrooms should be carefully planned.

- Trash:

Recyclables shall be separated from the trash by using carefully designed and marked receptacles. These receptacles shall be placed throughout the park. These trash and recycling centers should be conceived of as educational opportunities.

- Lighting:

The park shall be designed for day and night use. The lighting design and fixtures should compliment the lighting along Broadway and Bond Streets, but express the character and nature of the City Center Park. The lighting should be designed to create a unique downtown park experience; it should have zones that are festive, romantic and playful. The lighting should change seasonally. The lights of the City Center Park in Monett should help to establish the town and park as a regional destination.

The lighting in the park should be energy efficient; the use of solar powered light fixtures is recommended. Careful consideration shall also be given to the areas of illumination; avoid fixtures that do not effectively focus the light or cause wasteful light pollution.

- Parking:

The modified city center parking plan provides ample locations for public parking. The area behind the business on Broadway adjacent to the City Center Park should be carefully planned for public parking lots. These, as with all parking lots, shall be landscaped, permeable, and accessible facilities. Avoid the creation of large centralized parking lots; smaller, more dispersed lots are preferred. The design and placement of these parking lots provides

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another opportunity from smart growth education.

- Park Shelters:

All park shelters shall be constructed to withstand being inundated with water.

- Materials:

All of the materials used in the construction of park facilities, paths, plaza, signs and retaining walls shall be indigenous to the Ozarks. All materials shall be selected and installed to withstand being inundated with water.

- Signage:

The signage throughout the City Center Park and greenway trail system shall be designed to compliment the signage along Broadway Street. The way finding signs shall be designed and located in such a way to accommodate both the sighted and visually impaired.

**Implementation Strategies** are needed for success. With the preparation of this Monett 2030 document the first step in the community’s visioning process comes to an end. The community process used to develop this document was intended to identify the community’s goals and objectives, to propose innovative and creative ideas for how those goals and objectives might be met and to educate the community about the challenges and opportunities that the Monett community will confront as it grows and changes. With the dissemination of this document, the second phase of the process begins; the creation of the community’s vision for the future on Monett. The Monett 2030 is not “the community’s vision”; rather it is a tool that the community may use to develop its own vision.

**The Process** we recommend the community use to create its own community vision involves the public review and discussion of the Monett 2030 document. This will help to develop a broader community understanding, consensus and “ownership”.

**Issue:** Review, Modify and Affirm

**Guideline:** Upon receipt of the Monett 2030

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document, the advisory committee and city officials should formulate a community process for the systematic review of the Issues, Guidelines and visions presented herein.

**Guideline:** We recommend that the city continue its association with Mr. Jeff Barber, University of Missouri-Extension. The continuity of his involvement in this visioning process and his technical expertise will be invaluable to the community and the success of this visioning effort.

**Guideline:** After the community review the advisory committee and the city officials should modify or affirm the Monett 2030 document’s long term vision to fit the consensus of those involved.

**Issue:** City Council Resolution

**Guideline:** The advisory committee should prepare a resolution outlining the community’s Monett 2030 vision and the principles that will guide its implementation. This resolution should be presented to the Monett City Council for ratification.

**Issue:** Respect the Vision’s Principles and Guidelines

**Guideline:** The Monett 2030 document outlines the principles and guidelines for the consideration of future

city goals and objectives related to the evolution of the city center. As long as the principles and guidelines that have been ratified are respected, then the incremental implementation of the vision will remain cohesive and allow for flexible response to future opportunities and circumstances.

**Issue:** Review, Modification and Reaffirmation Every Five Years

**Guideline:** To keep the vision fresh and relevant, we recommend that as part of the resolution presented to the City Council it states that the city is charged with orchestrating a community review of the vision’s implementation at least every five years for the purpose of either modifying or reaffirming the community’s vision principles and guidelines.