

HISPANIC CULTURE

For many years the Hispanic population in the United States has been concentrated in a handful of larger cities, but now Hispanics are beginning to scatter across the country primarily in areas that are offering jobs and affordable housing. Since 2001, the Hispanic population in the United States has increased nearly 13% making 35.3 million Hispanic people, which makes them the largest ethnic group in the U.S. population. This trend can be seen in the southwest region of Missouri, as large numbers of Hispanic immigrants are drawn to the area by employment opportunities for poultry and construction industries. southwest Missouri's Hispanic rural population has increased by 284% over the last 10 years. A large percentage of these Hispanics in rural southwest Missouri find it very difficult to seek services and education because of their immigration status and their limited English speaking abilities.

Forming stronger relationships between rural Hispanics in southwest Missouri will help build trust and stronger alliances within the community as a whole. Seeking out their opinions and concerns, inviting them to attend social functions, and involving them in decision making will create opportunities for the Hispanic communities of southwest Missouri to build a stronger and more diverse society.

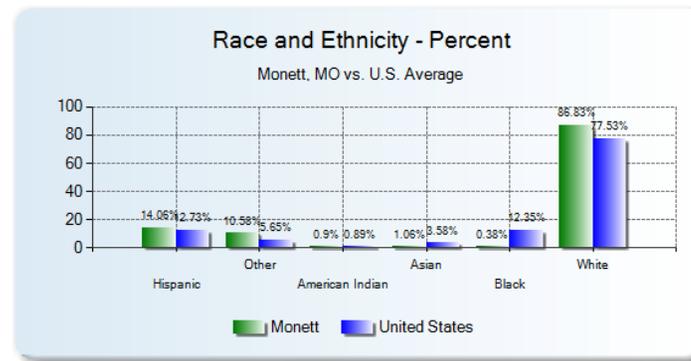


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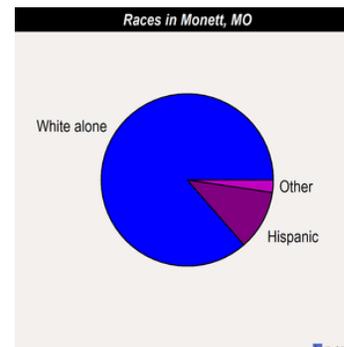


Figure 2.1.3

EXECUTIVE SUMMARY

MISSION STATEMENT

INTRODUCTION

FLOODING

HIGHWAY 60

GATEWAY WEST

CITY CENTER

GATEWAY EAST

CITY CENTER PARK

IMPLEMENTATION STRATEGIES

RESEARCH ANALYSIS

PRECEDENT STUDIES

FLOOD ISSUE

HIGHWAY 60

DOWNTOWN CORE

COMMUNITY MEETINGS

RESOURCES

DEMOGRAPHIC DATA
& TRENDS



The City of Monett is a small town in southwest Missouri with a current population of 8,835 of whom 4,212 are males (47.7%) and 4,623 are females (52.3%). Since the 2000 census the community has seen its population grow by 16.9%; the community is 86.4% white (non-Hispanic), 11.3% Hispanic and remaining 2.3% is made up of other nationalities. The City of Monett covers an area of 6.51 square miles; with a density of 1,357 people per square mile.

The economy of Monett is diverse, ranging from “white collar” professional position within companies such as Jack Henry & Associates, Inc. with 1,229 employees to Tyson Foods processing plant with 750 employees to EFCO, a Pella windows company, manufacturing plant with 1,600 employees. According to the 2000 census the civilian workforce at that time was made up of roughly 3,544 workers with an annual median income of \$30,764.00 compared to the State’s annual median income of \$45,834.00.

Between 1990 and 2000 the housing market in Monett saw a 15% increase. However, during this same time the urban housing market in Monett decreased by 5.8% to 3,101 units. This indicates that the housing market has begun to move from the inner city residential area to the outer edge of the city. With this shift in the housing market to the “urban fringe” the median value in 2000

was \$71,396.00; an increase of over 34% just in ten years.

Since 2001 the Hispanic population in the United States has increased by nearly 13% to a total population of 35.3 million. This trend also applies to southwest Missouri, as large numbers of Hispanic immigrants are drawn to the area by employment opportunities in poultry, manufacturing and construction industries. In the past 10-years the Hispanic population in southwest Missouri has increased by 284%. As the Hispanic population has grown it has become increasingly difficult to meet this segment of the community’s human services and education needs because of their immigration status and limited English abilities.

The Monett community needs to reach out and seek to build stronger relationships between the Hispanic and Anglo communities. It is important to build trust and alliances within these communities. Monett’s Anglo community needs to continue to seeking out the opinions and concerns of the Hispanic community, inviting their new neighbors to social functions, and involve them in community decision-making. The strength of the Monett is its diversity and shared sense of community.

RAILWAY & HIGHWAY

The City of Monett has several important and converging rail and highway transportation routes that conveniently connects the community with the greater southwest Missouri, northeast Oklahoma, and northwest Arkansas areas. Monett has always been a railroad town. It is located at the junction of two railroad lines; one south into Arkansas and one east-west into Oklahoma. Highway 60 runs through the southern side of Monett going from Neosho to Springfield, Missouri. The highway is primarily used as a bypass around Monett and as such does not physically or visually connect to Monett's downtown; this results in people traveling through Monett without experiencing the community. Recently Highway 60 was expanded to four lane as it passes through the community south of town. In 2011, Highway 60 will be repaved and widened from Monett eastward. Highway 60 intersects Highway 37 south of downtown at South Park. From this intersection Highway 37 continues north past downtown Monett and connects to Interstate 44. This segment of Highway 37 has the greatest potential of directing traffic off of Highway 60 and into the downtown area.

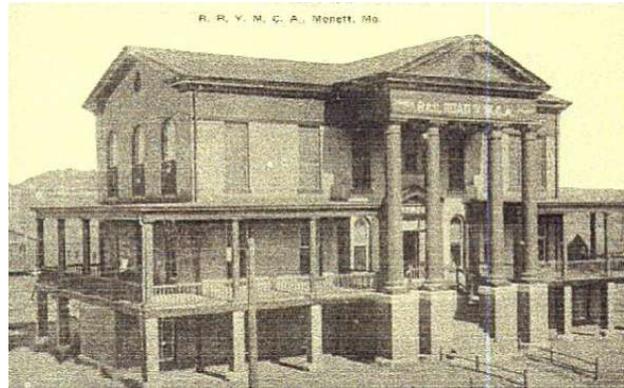


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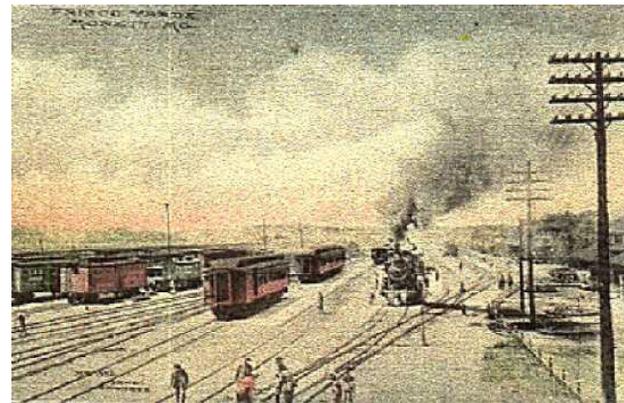


Figure 2.1.5

INTRODUCTION

EXECUTIVE SUMMARY

RESEARCH ANALYSIS

CONTEXT

SITE ANALYSIS

LIVING CONCEPTS

PRECEDENT STUDIES

FLOOD ISSUE

HIGHWAY 60

DOWNTOWN CORE

COMMUNITY MEETINGS

RESOURCES

GREENWAY TRAILS



Greenway trails are loosely defined as linear paths that make use of public land, usually along natural land and water features. They are used to connect points of interest, landmarks or parks and can dramatically increase the value of surrounding land.

The advantages of greenway trails in a community range from environmental conservation, active living, an increase of property value, educational purposes, and tourism. Greenways along waterways can help mitigate flooding by providing flood zones. They can also provide or protect animal habitats that would normally be displaced by urban settlement. A good network of greenway trails can also encourage pedestrian activities resulting in a decrease of automobile usage and pollution and promote more active ways of living. Since people prefer to living and working along greenway trails the surrounding property value increase. In some cases new businesses open to cater to the numerous activities associated with greenway trails. Greenway trails are also a great way to educate communities about many issues from active living trends to wildlife and nature conservation.



Figure 2.2.6



Figure 2.2.7



Figure 2.2.8



Figure 2.2.9



Figure 2.2.10



Figure 2.2.11



Figure 2.2.12



Figure 2.2.13

SMART GROWTH

Communities around the world are creatively exploring smart growth development strategies that preserve natural habitats and critical environmental areas, protect water and air quality, and reuse developed land and infrastructure more efficiently. By reinvesting in existing infrastructure, reclaiming historic buildings and by designing neighborhoods that have shops, offices, schools, churches, parks, and other amenities in close proximity to homes, communities are providing the residents and visitors with a richer and more diverse environment to live, work and play. These smart growth communities promote a more sustainable lifestyle which fosters a multimodal transportation system of walking, bicycling, public transportation use, and driving as people go about their business. Smart growth communities also promote the development of neighborhoods with diverse housing types. This enriches the social and economic diversity of the neighborhood and strengthens the community.



Figure 2.3.1

The six goals of smart growth are:

1. Neighborhood livability.
Neighborhoods should be safe, convenient, attractive, and affordable for all people.
2. Better access and less traffic.
Sprawl causes a car to be necessary, while grouping developments can offer more choices other than driving.
3. Thriving cities, suburbs, and towns.
This puts the primary emphasis on cities that are built up instead of building new ones.
4. Shared benefits.
Promote development within the city that will allow everyone to prosper instead of only a few rich areas.
5. Lower costs, lower taxes.
By limiting sprawl there will be less cost for things such as cars and taxes can be lowered by more efficiently using existing infrastructure.
6. Keeping open space open.
By building in already built up areas, we avoid building on precious land and destroying natural resources.

SMART GROWTH



The Ten Principles of Smart Growth

1. Mix land uses
2. Take advantage of existing community assets
3. Create a range of housing opportunities and choices
4. Foster “walkable,” close-knit neighborhoods
5. Promote distinctive, attractive communities with a strong sense of place, including the rehabilitation and use of historic buildings
6. Preserve open space, farmland, natural beauty, and critical environmental areas
7. Provide a variety of transportation choices
8. Strengthen and encourage growth in existing communities
9. Make development decisions predictable, fair, and cost-effective
10. Encourage citizen and stakeholder participation in development decisions



Figure 2.3.2



Figure 2.3.3

LIVABLE CITIES

The livable city is a concept of qualitative character. The degree to which a city can effectively and responsibly meet its needs and provide enjoyment to its citizens determines the livability of that place. Various guides and models point to a few key fundamentals that must be present if there is to be success in the pursuit of a livable city. Such requirements include strong neighborhoods, a network of attractive public spaces, walkability, affordability, and regional connections. These elements interact with each other and contribute to healthy economic competition, attractive residential and commercial districts, improved transportation issues, and enhanced health and safety. The livable city should be viewed as a necessary adaptation, and through careful planning and consideration, this progression will potentially yield a more desirable and enjoyable quality of life.

Livable cities consist of a variety of interdependent elements, two of the most important being public space and transportation. Transportation of all types must be rethought in order to make public spaces more accessible and attractive. Livable, in many cases, will be equated with the term “walkable.” The pedestrian must take precedent while still accounting for the automobile as well as other necessary transit (buses, rail, etc.).

Therefore, the design of public spaces is extremely important as a sidewalk can be viewed as an amenity or just a concrete strip separating the car and the front door. Walkable districts can turn the infrastructure of the street into a dynamic social space that is as attractive as it is accessible. Also, biking/walking trails should link together in order to increase mobility across a network of neighborhoods, districts, and corridors. A variety of destination points should exist along these trails such as neighborhoods, business districts, schools, and parks. Parking should also be reconsidered as a key component of transportation issues. Parking should not be seen as an entitlement, but rather as an elastic, yet manageable, means to further enhance the public realm.



Figure 2.3.4

LIVEABLE CITIES



Other important elements of a livable city are affordable housing, attractive and effective neighborhoods and business districts, and regional connectivity. These elements must be addressed through comprehensive planning both from a design standpoint as well as a political one. Zoning and land use requirements must also be reconsidered in order to create a more livable city. The Charter for New Urbanism offers a useful guide that calls for a standard by which we can reestablish compact, walkable, and environmentally sustainable neighborhoods, cities, and towns.

The Livable City is a very broad term with many considerations to be made. A few key elements such as the public realm, transportation, housing, affordability, and accessibility, both local and regional, can be addressed using guides and past models. Each project, however, must be given its own unique treatment in order to better serve its citizens with human oriented and sustainable environments, economic viability, and social stability.



Figure 2.3.5



Figure 2.3.6

PLACEMAKING

When people think of placemaking they only see the act of something being built or fixing up a space, but there is so much more to it. Placemaking means creating a space that is vital to the community. By making the space significant, it'll become a public destination spot. The kind that people will feel strong about and make a commitment to keep it in good shape or improve upon it. Simply put, placemaking capitalizes on a local community's assets, inspiration, and potential, ultimately creating good public spaces that promote people's health, happiness, and well being. As more communities engage in placemaking, preserving the integrity of placemaking and its power to change a place for the better is essential. A public space can't be measured simply by its physical attributes, but its function and the social interaction that occurs within the space.



Figure 2.3.7



Figure 2.3.8



Figure 2.3.9



Figure 2.3.10



Figure 2.3.11

ACTIVE LIVING



Few people know what active living is, but it's essentially changing your lifestyle into a healthier one by eating healthier foods and exercising regularly. Currently active living is rising throughout the United States at an exponential rate. The high number of obese individuals has caused some concerns, and many organizations, including the government, are taking steps to improve the people of our nation. Schools are replacing vending machines that once held sodas with vending machines that now hold milk, juice, and water. Communities are lobbying for corner markets, which sell healthier snacks, next to their schools so as to encourage kids to make a better choice of what they put in their body. Even cities have started community gardens to keep people active and eating healthy. Because active living is such a big issue these days, many cities have seen a revival of the farmer's markets.

Eating healthy is one part of active living, and exercising regularly is the other part. Many people already exercise regularly whether it's a gym or at home, but active living is pushing it one step further with outdoor exercise like riding bicycles or walking. Cities have started to implement systems of greenway paths that connect throughout the city to encourage not only fitness, but an alternative to driving cars to their destinations. Some cities have passed laws that call for new and reconstructed systems to have equal pedestrian, bicycle, and motorist access. Though many cities are doing their part to promote a more active living (making places more green and pedestrian friendly), problems do come up, for example, studies have shown girls don't often walk

to school because of the fear of growing crime rates. Another example is that most Americans, if they deem the greenway paths to be too far from their destination, would rather drive. Still, by promoting an active living, communities grow stronger physically and socially.



Figure 2.3.12



Figure 2.3.13



Figure 2.3.14



Figure 2.3.15

LEED NEIGHBORHOOD
DEVELOPMENT

The United States Green Building Council initially created a certification process that allowed buildings to comply with LEED, which stands for Leadership in Energy and Environmental Design. Now the USGBC is in partnership with the Congress for the New Urbanism and the Natural Resources for Defense Council and together have expanded accreditations from individual buildings to entire neighborhoods that practice sustainable living. This new LEED Neighborhood Development program has been placed into effect in order to support concentrated urban areas with the purpose of promoting beneficial lifestyles.

Since the LEED Neighborhood Development program is still a relatively new idea, the 238 participants in this pilot program are still being cultivated. Overall, these participants have been chosen for their similarities that make them conducive for a sustainable living environment, which has subsequently led to a majority of these being situated along coast lines. These geographic locations are generally focused on dense urban areas that utilize multi-family housing to provide a deeper concentration of living and working for all social incomes. This concept reduces vehicular traffic while promoting mass transit and even encourages

walking and biking to nearby destinations. Typically the physical size of a participating neighborhood in the pilot program is about 298 acres but they range anywhere from .17 acres to 12,800 acres.

The criteria that these participants must uphold are established through a rating system that USGBC has developed that encompasses all aspects of urban life. This rating system gauges how well the neighborhood is planned and organized in relation to its location, as well as monitors employed building techniques that utilize sustainable technologies. Points are earned based upon the effectiveness of a design in terms of meeting the necessary prerequisites. Certification levels are then determined by the number of points received.



Figure 2.3.16

INTRODUCTION

EXECUTIVE SUMMARY

RESEARCH ANALYSIS

CONTEXT

SITE ANALYSIS

LIVING CONCEPTS

PRECEDENT STUDIES

FLOOD ISSUE

HIGHWAY 60

DOWNTOWN CORE

COMMUNITY
MEETINGS

RESOURCES

LEED NEIGHBORHOOD DEVELOPMENT



For example, these neighborhoods are required to concentrate on issues such as ecological communities, conservation of water and farmland, the prevention of pollution due to construction, proximity of housing to an array of commercial activity, all while focusing on maintaining an open community atmosphere. All of these factors are set in place to offer the most practical and successful living environments.

The LEED Neighborhood Development not only benefits the community, but offers the developer of these communities advantages as well. Typically design and construction coined “green” is given a more positive reception by the city officials and society as a whole. This may lead to faster application and construction processes as well as provide a groundwork in which people will want to live, thereby increasing the tenancy demands. Thus a development is created that earns the developer more profit, allows a resident the conveniences of proximity, cut back on transportation costs and even promote cardiovascular health with the added exercise, and the city is able to associate itself with the branding of having a sustainable living environment.



Figure 2.3.17



Figure 2.3.18

STREETSCAPE

Streetscape refers to urban roadway design and conditions as they impact street users and nearby residents. Streetscaping recognizes that streets are places where people engage in various activities, including but not limited to motor vehicle travel.

Streetscapes are an important component of the public realm (public spaces where people interact), which help defines a community’s aesthetic quality, identity, economic activity, health, social cohesion and opportunity, not just its mobility.

Streetscaping (programs to improve streetscape conditions) can include changes to the road cross section, traffic management, sidewalk conditions, landscaping, street furniture (utility poles, benches, garbage cans, etc.), building fronts and materials specifications. It also involves improving signage.



Figure 2.3.19

Streetscape Best Practices:

- As much as possible, design every street to be a linear park, with wide sidewalks and other pedestrian amenities, landscaping, shade trees, street furniture, bike lanes, well-planned connections with public paths, attractive buildings, and other destinations.
- Use quality materials for street surfaces and furniture. Educate planners and developers about street design principles.
- Encourage cooperation between public and private decision makers to improve streetscapes. Foster “walkable” street designs.

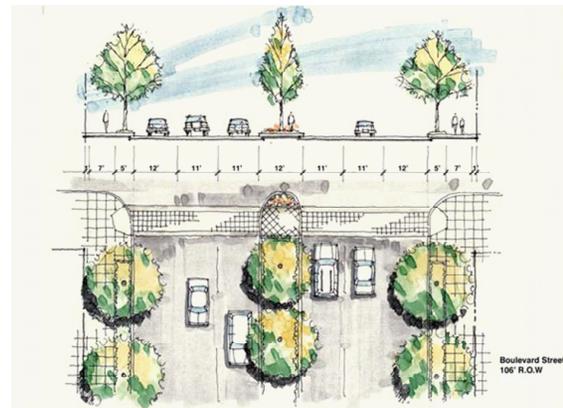


Figure 2.3.20

D.R.E.A.M. INITIATIVES



This program was created by Governor Matt Blunt to help bring life back into community downtown areas. In the past few years many of Missouri’s smaller towns have noted a decrease in activity in downtown areas and because of this decrease more small business owners are not able to stay open making the downtown feel deserted and lifeless. So the Missouri Department of Economic Development, Missouri Development Finance Board, and Missouri Housing Development Commission have come together to create this program that helps these communities. This initiative seeks to help communities be more efficient and effective in taking on the revitalization process by providing technical and financial help. “This unique tool reduces the complexity involved in financing downtown revitalization plans through a coordinated approach. It centralizes several major state incentives, offers direct access to financial technical assistance at the preliminary proposal stage, is supported by a team of professionals specifically dedicated to helping your community rebuild its central business district, and substantially shortens the redevelopment timeline.”

The main goals of D.R.E.A.M Initiative is to help several select Missouri communities:

- Re-establish the properties in use in the downtown core
- Increase property tax values and sales tax opportunities
- Reestablish a sense of place and culture heritage in the heart of the community
- Attract private investment and new jobs to the community

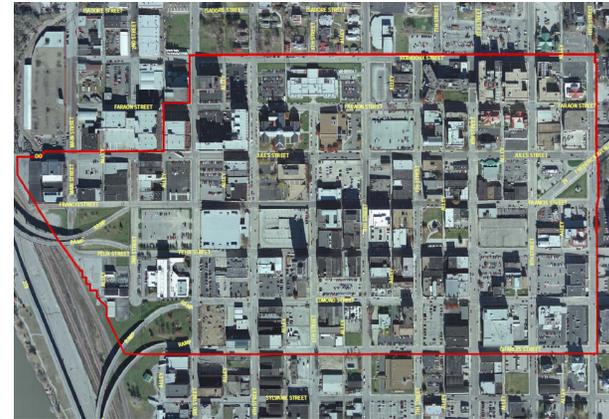


Figure 2.3.21

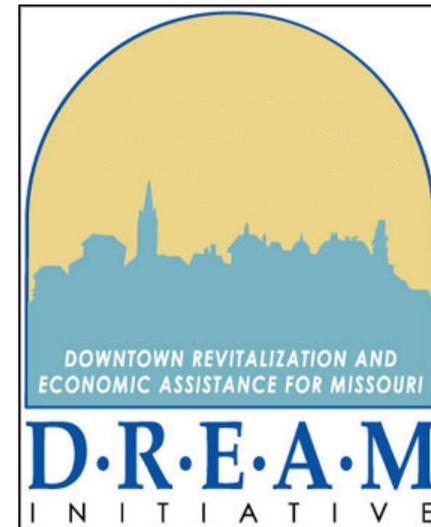


Figure 2.3.22

D.R.E.A.M. INITIATIVES

Any city in the State of Missouri can send in an application for this new program; however only ten communities will be accepted each year. The communities chosen will be designated for a three year period. Cities will be determined based on certain criteria listed here:

“Missouri communities that have developed, or will develop a viable plan and execute the same for the renovation, rehabilitation and revitalization of the downtown; Communities presenting a comprehensive approach to downtown revitalization of the downtown; Communities with the capacity to responsibly undertake a multi-dimensional initiative; and Communities with the ability to attract and maintain private investment.”



Figure 2.3.23



Figure 2.3.24

INTRODUCTION

EXECUTIVE SUMMARY

RESEARCH ANALYSIS

CONTEXT

SITE ANALYSIS

LIVING CONCEPTS

PRECEDENT STUDIES

FLOOD ISSUE

HIGHWAY 60

DOWNTOWN CORE

COMMUNITY MEETINGS

RESOURCES

THE MAIN STREET PROGRAM



The Main Street Program is a nationwide community driven, comprehensive methodology used to regenerate and revitalize older, traditional business districts throughout the United States. The primary functions of the Main Street Program are to shape Main Street or the downtown area according to the specific economic conditions and economic development tools and resources in its geographic region.

Four Point Approach:

“The four-point approach works because it gives every person a chance to be listened to; giving each a platform to do what they think is vital and important for the downtown.”

1. *Organization*
2. *Promotion*
3. *Design*
4. *Economic Restructuring*

Goals:

To provide local and national visibility to local Main Street programs that understand and fully utilize the Main Street Four-Point Approach and Eight Main Street Principles as well as continue to evolve organizationally to meet new challenges

To provide national standards for performance for local Main Street programs

To provide realistic goals and a tangible incentive for local Main Street programs that do not yet meet the criteria for national recognition

Benefits:

National Main Street Program Accreditation is designed to reward organizations and help them garner attention within their communities. Accredited programs receive a certificate and a press release to promote their designation locally. Representatives from communities with accredited programs who attend the National Main Streets Conference receive a special ribbon for their name badge. Accredited National Main Street Programs are also listed on the Main Street Program website and in the National Trust’s Preservation Atlas. However, the ultimate benefit is a stronger and better functioning organization.



Figure 2.3.25

THE MAIN STREET PROGRAM

For a Main Street program to be successful, it must whole-heartedly embrace the following time-tested Eight Principles.

1. Comprehensive:

No single focus. For successful, sustainable, long-term revitalization, a comprehensive approach, including activity in each of Main Street’s Four Points, is essential.

2. Incremental:

Successful revitalization programs begin with basic, simple activities that demonstrate that “new things are happening” in the commercial district.

3. Self-help:

Only local leadership can produce long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.

4. Partnerships:

Both the public and private sectors have a vital interest in the district and must work together to achieve common goals of Main Street’s revitalization.

5. Identifying and capitalizing on existing assets:

Business districts must capitalize on the assets that make them unique. Every district has unique qualities like distinctive buildings and human scale that give people a sense of belonging.

6. Quality:

Concentrate on quality projects over quantity.

7. Change:

Change means engaging in better business practices, altering ways of thinking, and improving the physical appearance of the commercial district. A carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.

8. Implementation:

To succeed, Main Street must show visible results that can only come from completing projects. Frequent, visible changes are a reminder that the revitalization effort is under way and succeeding.



Figure 2.3.26