

Downtown Strategic Plan Update City of Cape Girardeau, MO



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01 | EXECUTIVE SUMMARY



01 | EXECUTIVE SUMMARY

Downtown Cape Girardeau has grown tremendously in recent years. Infrastructure improvements, building rehabilitations, public art and new policies are just a few ways in which the downtown has progressed since the previous Strategic Plan was adopted by the City in 2009. The changing market places of technology, housing and commercial real estate have offered new opportunities and challenges for downtown Cape Girardeau. The many changes to downtown and emerging growth opportunities prompted the City of Cape Girardeau to commission an update of the Downtown Strategic Plan. The Strategic Plan Update is a future vision for downtown which will guide development decisions and outcomes for Downtown Cape Girardeau in the future.

The plan is a ten-year vision which will serve as a resource for implementation for the various entities committed to Downtown Cape Girardeau. These entities include The City of Cape Girardeau, Old Town Cape (OTC) and the Cape Girardeau Area Chamber of Commerce, all of which will lead the effort to sustain and grow downtown. The City, OTC and the Chamber were also the development team for the plan update, guiding and managing the final plan.

The goals of the plan were developed to be creative, feasible and impactful to help bring about positive results for downtown. The goals reflect the existing conditions, properties and businesses which are thriving, as well as areas in need of improvement.

The Strategic Plan Update was developed to be a guide for the future. The collective ideas and individual focus area plans are conceptual and are subject to change. It is expected that some of the plan ideas will be revised due to market forces, funding and other issues. The plan will evolve with the future of downtown.

The Strategic Plan Update will provide a clear vision for civic leaders to guide the future of Downtown Cape Girardeau. The many assets of Downtown Cape Girardeau provide the foundation for achievable growth and sustained vitality, offering a bright future for the downtown and the broader Cape Girardeau community.



Terra cotta detail from historic building on Themis Street



Downtown public parking lot at Broadway and North Water Street



Historic homes on SouthSpanish Street at the corner of Morgan Oak Street

DOWNTOWN STRATEGIC PLAN INITIATIVES

Initiative 1: Good Hope/Haarig Focus Area residential infill

- Assemble parcels to redevelop on the north side of Morgan Oak Street, between South Sprigg Street and South Frederick Street, into residential development of workforce and starter homes. Homes would be in the 1,000-1,300 sq. ft. range, as workforce housing.

Initiative 2: Fountain Street residential infill

- Build high end attached residential infill on both sides of South Fountain Street, between Good Hope and William Street. Promote development of residential infill on Good Hope Street between South Fountain Street and South Frederick Street.

Initiative 3: North Spanish Street parking/linear garden

- Develop preliminary and final design plans for parking on the west side of North Spanish Street along the Common Pleas Courthouse parcel. Parking would be head in parking with a net gain of approximately 48 spaces. The public parking would serve businesses on North Spanish Street and North Main Street.

-Develop a linear landscape garden along new parking area. The garden will strengthen the edge of the courthouse property and enhance the west side of North Spanish Street.

-Develop a cultural attraction such as a Cape Girardeau Walk of Fame, starting with the new sidewalk on North Spanish Street as part of the parking improvements.

Initiative 4: Courthouse Village Focus Area residential infill

- Assemble parcels to redevelop on the west side of South Frederick Street between Independence Street and Merriwether Street into multifamily residential. Loft style apartment units of +/- 900 sq. ft. could yield 24 units in a three story building. The addition of five single family homes of +/- 1,500 sq. ft. could be infilled around existing bungalows, to provide for a strong residential edge along the street.

Initiative 5: Broadway/North Main Street Focus Area mixed-use development

- Post a request for qualifications (RFQ) to developers to redevelop the northwest corner of the Broadway and North Main Street intersection. The RFQ should request developers consider the new development to include public parking and possibly a garage. Any garage should be open to the public for use.

Initiative 6: Expanded North Main Street Parking

- Collaborate with property owners to expand public parking north of existing public parking lot. Expansion of the lot will meet immediate need for more parking for riverfront and North Main Street.

Initiative 7: South Main Street Cultural District

- Develop a new park destination adjacent to the Red House Interpretive Center. The park concept developed by the city parks department in 2015 should be refined to include public restrooms, pavilions, a splash pad and playground. Each of these amenities was often repeated by stakeholders and the public as an attraction which would draw families downtown.

Initiative 8: Marquette Tech District Public Parking

- Build a new dedicated public parking lot or garage, to serve the employees, visitors and customers coming to the greater focus area. Collaboration with property owners is critical to attain the property.

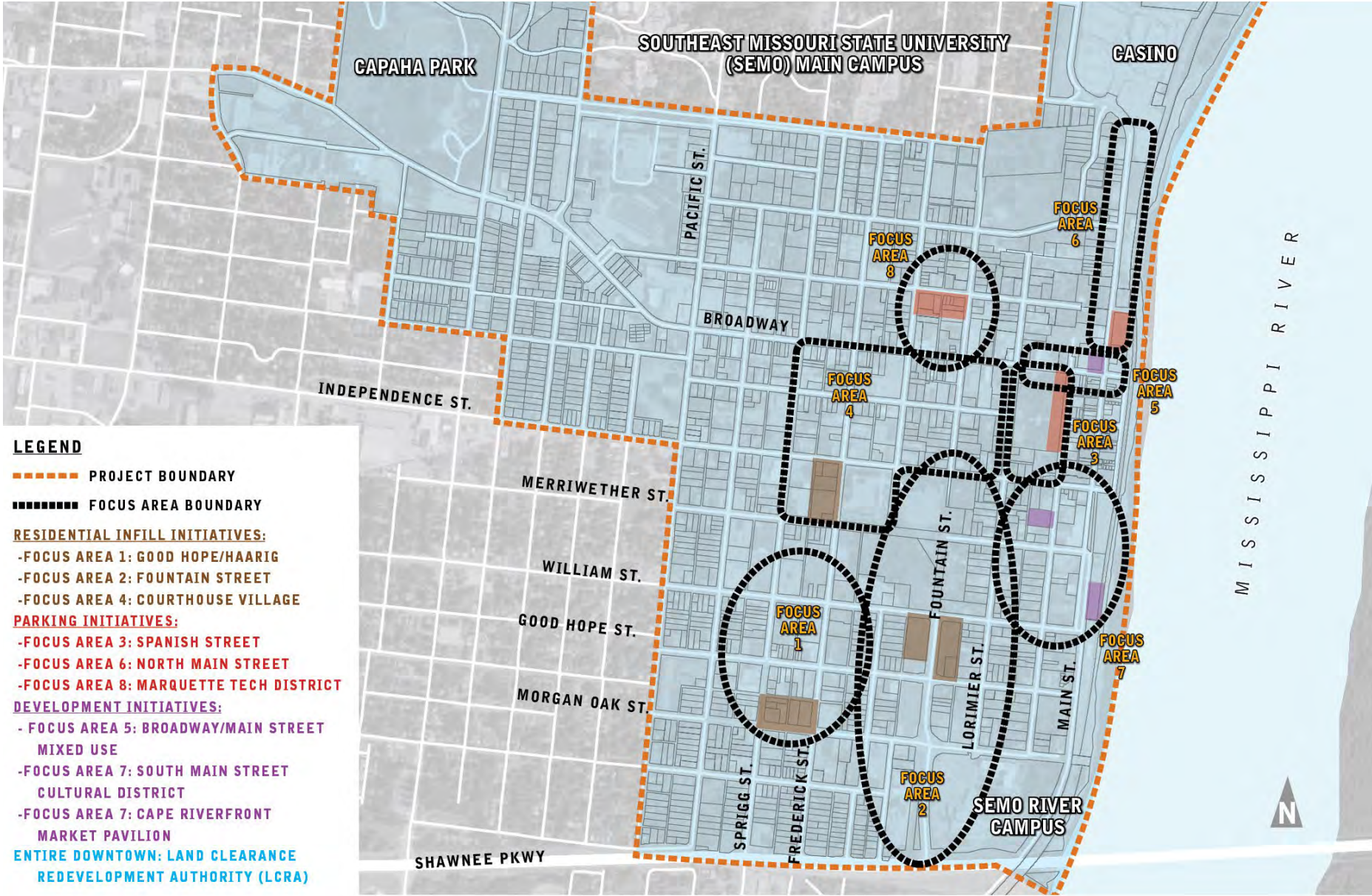
Initiative 9: Build the Old Town Cape Riverfront Market pavilion

- Construct a pavilion at the existing Old Town Cape parking lot on South Spanish Street. The Cape Riverfront Market has developed into a seasonal destination attracting numerous people to the South Main area of downtown. A pavilion would offer needed shelter, event space, and become a revenue source. The Pavilion should have electrical service, storage and restrooms.

Initiative 10: Establish a land clearance redevelopment authority

- Create a public authority that will promote and oversee redevelopment, in addition to engaging in property assemblage and operation.

DOWNTOWN INVENTORY AND ANALYSIS



02 | PLANNING PROCESS



02 | PLANNING PROCESS

The Cape Girardeau Downtown Strategic Plan Update was commissioned to build upon the existing vision for an improved downtown. The previous plan, which was adopted in 2009, had been utilized over a seven-year period as a guide for renewal and redevelopment for Downtown Cape Girardeau. The Strategic Plan Update of 2017 focuses on many ideas, with an emphasis on new housing types, new downtown destinations, and attracting more investment in downtown properties.

The planning process for the Strategic Plan Update was comprised of analysis of existing conditions, key stakeholder and community engagement, and planning of eight focus areas. While the planning initiative had identified the focus areas, the proposed plan ideas can be implemented throughout the broader downtown. The focus areas were identified as areas of study based on existing conditions, land use, street network and program need. The focus areas are listed below:

- 1: Good Hope/Haarig District – This focus area is bounded by Good Hope Street to the north, Morgan Oak Street to the south, South Sprigg Street to the west, and South Frederick Street on the east. Emphasis is on a former business district at the southeast corner of Good Hope Street and South Sprigg Street. The buildings and lots in this area have potential for mixed use and residential infill development.
- 2: Fountain Street – This focus area is centered around the spine of South Fountain Street, which runs from Shawnee Parkway north to William Street. The focus area has an abundance of cleared/vacant lots, but also Southeast Missouri State University (the University) and stable residential areas adjacent to the street.
- 3: Common Pleas Courthouse – Centered around the historic Common Pleas Courthouse, this focus area is bordered by Broadway to the north, North Spanish Street to the east, Independence Street to the south, and North Lorimier Street to the west. The area offers opportunity for placemaking and cultural amenities.
- 4: Courthouse Village – This focus area has the federal courthouse and City Hall complex on the south end, North Sprigg Street on the west, Broadway to the north, and North Spanish Street to the east. The area has a mix of commercial, institutional and residential land uses within a strong grid of streets.

- 5: Broadway and Main Street – Broadway and North Main Street is a prominent and busy intersection in Downtown Cape Girardeau. The northwest corner of the intersection is currently a public parking lot which offers numerous possibilities for redevelopment.
- 6: North Main Street – The North Main Street focus area runs from Broadway on the south to the casino on the north, along North Main Street. Property along the street presents some challenges due to lack of property depth and grade changes.
- 7: South Main Street – The South Main Street focus area runs from Independence Street on the north to William Street on the south. The area has a mix of institutional, industrial, cultural, commercial and parking land uses.
- 8: Marquette Tech District – This focus area is centered around the new Marquette Tech development at the corner of Broadway and North Fountain Street, mainly north of Broadway to Bellevue Street, between North Lorimier Street to the east and North Middle Street to the west. The area has many office and commercial uses, along with some residential uses and parking lots.

The planning process involved developing a site inventory and analysis of the study area and focus areas. The analysis evaluated numerous elements of the built environment in Downtown Cape Girardeau. Main elements included:

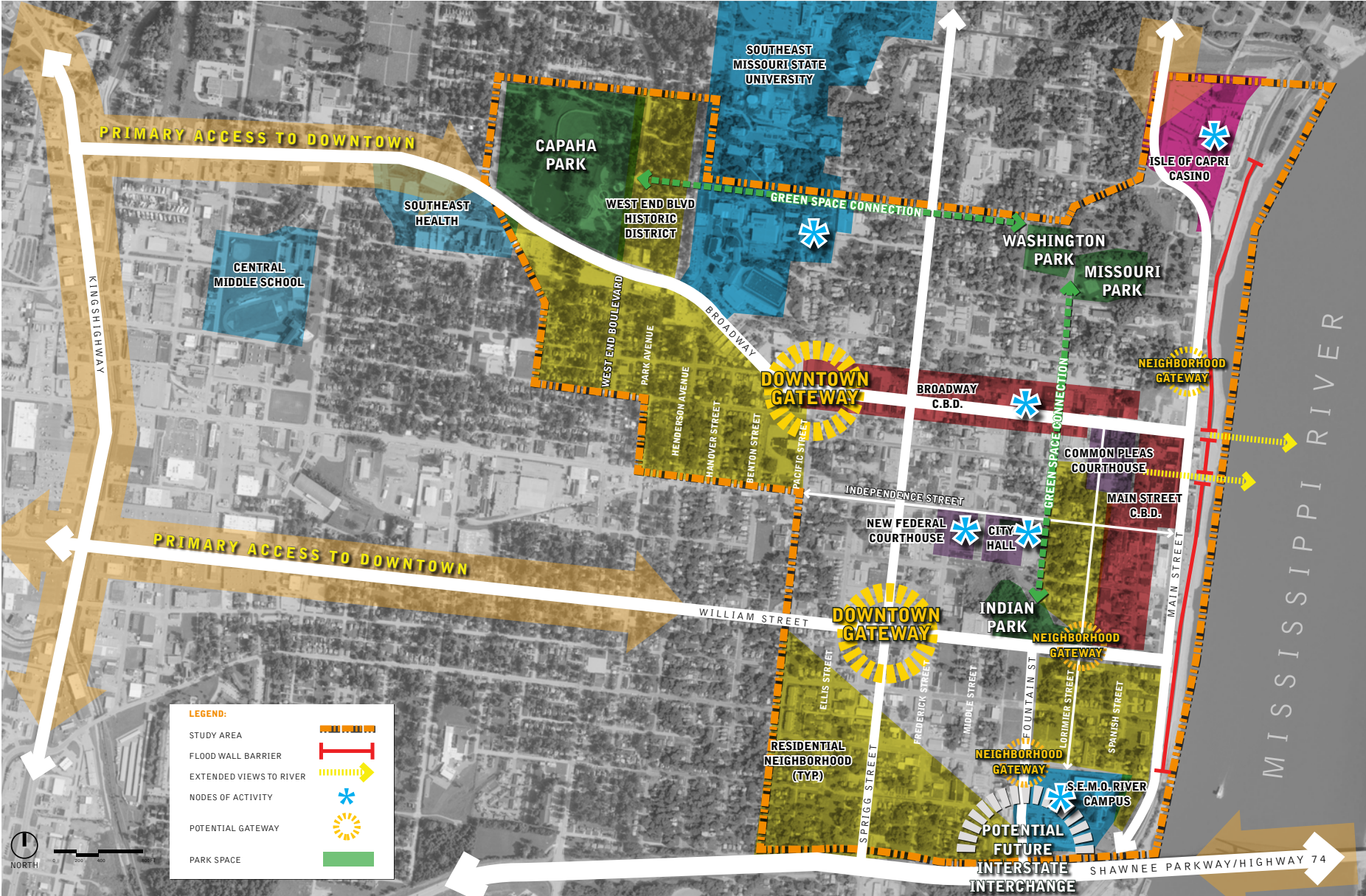
- Land Uses
- Destinations
- Vehicular Circulation
- Civic/Cultural Institutions
- Pedestrian Circulation
- Historic Sites
- Building/Architectural Character
- Parks/Open Space

The site inventory and analysis plan was utilized in discussions with key stakeholders to gain an understanding of the individual issues and concerns of local citizens. The analysis was also presented at the public meetings to introduce the various issues to the public for their input and comment.

The consulting team used the site inventory and analysis along with public comments to develop the strategic plan alternatives for the respective focus areas. The alternatives helped to convey the planning ideas in a graphic format proposing potential solutions for development and redevelopment.

The strategic plan alternatives were then developed into final plan proposals for review and comment. The plans, graphics and sketches were supplemented by a report narrative which discussed the proposed plans in detail.

DOWNTOWN INVENTORY AND ANALYSIS



DOWNTOWN INVENTORY AND ANALYSIS

The site inventory and analysis plan revealed some key opportunities and challenges facing Downtown Cape Girardeau. A summary of the findings is listed as follows:

- The main routes into downtown are Broadway on the north end and William Street on the south end. South Fountain Street at Shawnee Parkway (Highway 74) is another route into downtown which will grow in use and prominence with the extension of South Fountain Street to Independence Street in the near future. The streetscape improvements to Broadway in recent years have greatly improved the image and interest in the corridor. William Street needs aesthetic and infrastructure upgrades to enhance the street. South Fountain Street has streetscape enhancements, but currently lacks investments in adjacent properties.
- Broadway and Main Street have a strong core of commercial, retail, institutional and housing. These two areas provide the majority of destinations and businesses which attract people to downtown. Each area has a strong influence on the identity of Downtown Cape Girardeau, through its architecture, streetscapes, public art and events.
- The neighborhoods of downtown offer many areas for new housing especially in the Good Hope/Haarig, Courthouse Village and South Fountain Street areas. The areas have some vacant lots, underutilized property and some disinvested properties which could be redeveloped into housing. New housing would add stability, new population, and the possibility of subsequent private investments in the neighborhoods of downtown.
- The burgeoning Marquette Tech District area is bringing in new businesses, investment and vitality to downtown. The success of the district is presenting challenges as well, such as the need for more public/shared use parking and new housing units at varying sizes and price points.
- Public parking needs were identified on Broadway, Main Street, and Spanish Street for the core of retail and commercial uses along each of those streets.
- Greater connectivity between destinations and areas of downtown was identified as a need, such as better access to the riverfront, need for a complete sidewalk on the streets, connectivity from parking lots to festival

areas, etc.. The connectivity would enhance the pedestrian network and livability of the downtown neighborhoods.

- Downtown Cape Girardeau's historic buildings, destinations, and businesses play a major role in the civic identity of the community. The downtown riverfront, parks, and festivals need increased investment to continue attracting visitors to downtown.

The Strategic Plan alternatives placed an emphasis on the Focus Areas as a way to concentrate the planning efforts on key areas of the downtown. The proposed solutions, however, could be used throughout the downtown, as opportunities and markets arise.

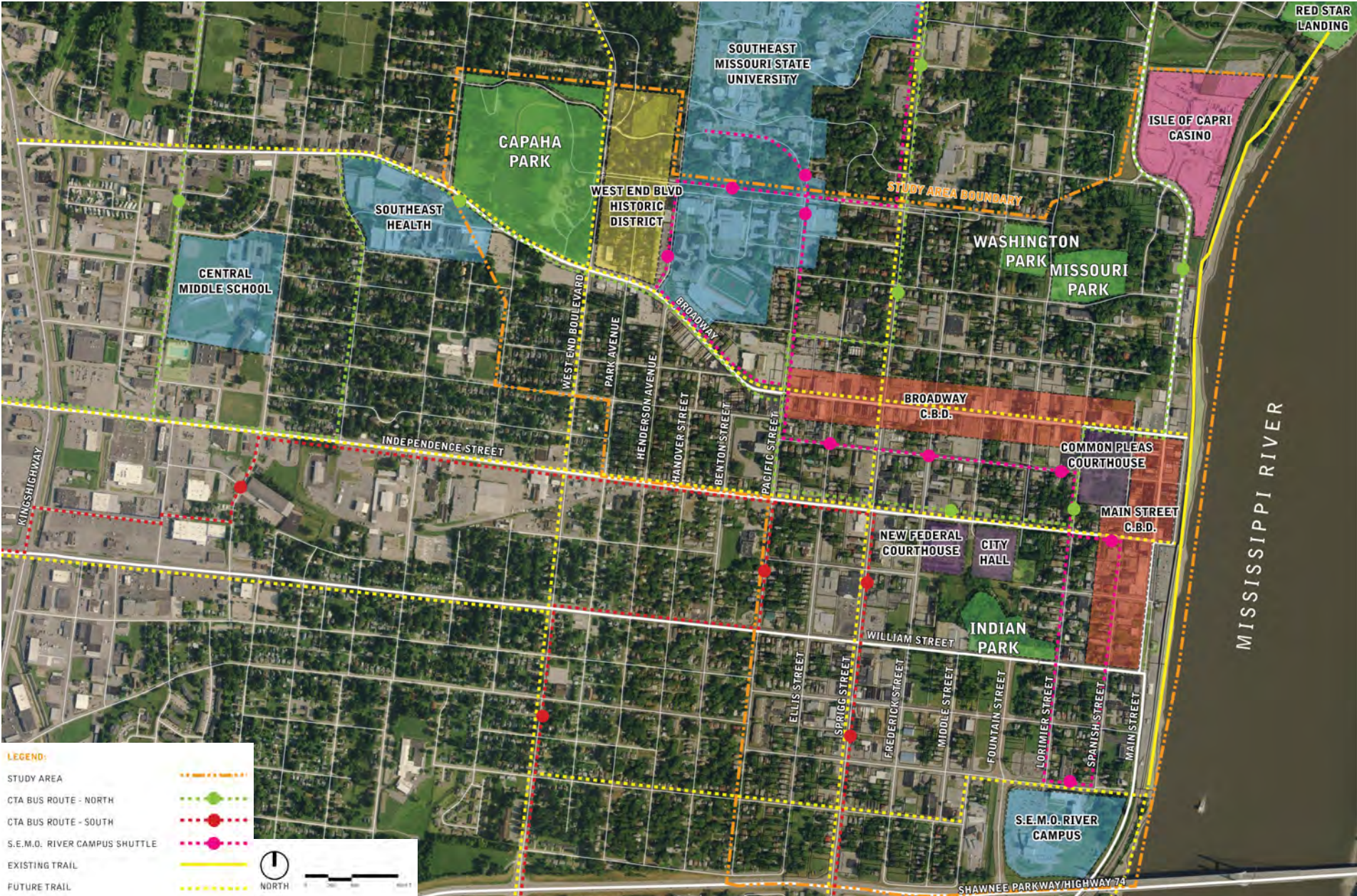
The alternatives were presented to the public using an open house style meeting as well as an online survey. A housing market study was conducted to analyze the broader Cape Girardeau market and determine how downtown could meet the identified needs in the market. The alternatives were then refined to reflect the input of the public, market study and the planning program.

The alternatives received subsequent reviews and revisions based upon the comments from the project team and key stakeholders. The alternative plans were finalized for each focus area with summary narrative and data. The final plans were then produced as part of the final Strategic Plan Update.



Windows on historic building at Lorimier Street and Broadway

DOWNTOWN CIRCULATION PLAN



03 | PUBLIC INVOLVEMENT



03 | PUBLIC INVOLVEMENT

The process for the Strategic Plan Update utilized a straightforward approach to engage the downtown and the broader Cape Girardeau community. Community plans need sustained and long term support from both the general public and civic leaders in order to be successful. The Strategic Plan Update engaged the public, civic leaders and key stakeholders to give input regarding the future vision of their downtown.

While numerous issues and goals had been identified by the leadership team, the community engagement process helped to identify additional issues to consider in the planning process. The engagement also revealed the public's perceptions of Downtown Cape Girardeau, which was considered while developing the Focus Area Plans. Engaging the public was another method used to promote the Plan Update and inform the public of the opportunity of developing a future vision for Downtown Cape Girardeau.

The community engagement process utilized the following methods to engage the public for the Downtown Cape Girardeau Strategic Plan Update:

1. Public Meetings

-The first public meeting was held downtown in early November of 2016 at the former federal courthouse building at 339 Broadway. Over 45 attendees were given the opportunity to view illustration boards of existing conditions, site analysis, focus areas and precedent images. The public was allowed to share their ideas and suggestions for improvements for downtown through comment sheets, a Visioning Plan board and direct dialogue with the project leadership team. The presentation was also posted on the project's social media page for a week after the meeting. (Refer to the social media paragraph below.)

-A summary of the input received from the public at the first meeting and online is listed below:

a) Positives about downtown:

- Historic architecture
- Small town feel
- Mix of shops/dining
- Not a "big box" setting
- Entertainment/events
- Walkability

b) Improvement ideas for downtown:

- Variety of housing types
- More public parking
- Improve security and lighting
- Provide a variety of dining options
- Family friendly events/destinations
- Fill empty storefronts

-The second public meeting was held in early February of 2017 at the same location as the first meeting. The meeting attracted approximately 30 people. The attendees viewed proposed improvement concepts on the Focus Area plans and listened to a presentation by the project team on the concept plans. The public was able to give input through comments to the project team during the presentation and on comment sheets. Again, the presentation was posted on the project's social media page and linked to an online survey. (Refer to details in the social media paragraph below.)

-A summary of the input received from the public regarding the Focus Area concept plans at the second meeting and online is listed below:

c) Conceptual plans which were viewed positively:

- New housing types in the Good Hope/Haarig and Courthouse Village areas
- New parking on North Spanish Street
- Activities for children (playground/splash pad)
- Welcome pavilions on riverfront
- Science Center/Educational facility as a destination
- More destinations/connections to the riverfront
- More public restrooms, especially on South Main Street

d) Conceptual plans which were challenged :

- New housing types/redevelopment should not displace residents
- Local citizens will not pay for parking (parking garage)
- Financing of projects will be a challenge
- Parking problem is only a perception of being a problem
- Trolley may not have enough riders to justify use
- Welcome pavilions should accommodate various uses

2. Key Stakeholder Meetings

-Meetings were conducted with property and business owners, developers, institutions and civic leaders to solicit their concerns and recommendations for improvements in downtown. The meetings allowed these community and business leaders to speak frankly about opportunities and constraints in the downtown area. Some of the more frequent discussion points included the following:

- a) Need for more housing types, at various sizes of units and range of prices.
- b) Security concerns in certain neighborhoods of downtown.
- c) The perception by many that more public parking is needed in downtown.
- d) Activities and destinations to attract families downtown.
- e) Better lighting along Broadway, from Sprigg Street to Main Street.
- f) Preservation of existing historic architecture and spaces in downtown.

3. Social Media

-A social media page was developed to help promote the strategic planning process and allow for the public meeting content to engage a broader community of area residents. The social media page reached a wider cross section of local citizens and provided another venue for the community to give direct input to the project team.

4. Surveys

-The use of online surveys were utilized in the planning process by linking the surveys on the social media page. The surveys were online for use directly after the public meetings and displayed the same graphics as were presented at the public meetings. Users could also leave comments regarding their thoughts on downtown and the proposed ideas. The online surveys were available for a week after their respective public meetings. The first online survey had 26 respondents and the second had 12 respondents.



Public Meeting; November 1, 2016



Public Meeting; November 1, 2016



Public Meeting Invitations on Social Media

PUBLIC FEEDBACK

The engagement of the public in the planning process, which is a critical component to any community plan, confirmed many of the project program initiatives such as the need for more housing types, more destinations, new retail and additional public parking. The process also revealed the community's interest in seeing improvements in downtown security, street lighting, destinations for various age groups and access to the riverfront. The public expressed some concerns regarding various issues of downtown, however there was an overwhelming positive perception of Downtown Cape Girardeau.

The engagement with the public and stakeholders also showcased a strong interest in preserving the historic buildings and character of Downtown Cape Girardeau. Whether in open discussion at the meetings, comment forms or online surveys, numerous individuals stated that the historic architecture gave downtown an image of a traditional, small town reflecting the character of the community. Many in the engagement process noted some concern that too many of historic buildings were lacking maintenance or had been demolished in recent years. All agreed that the historic character of downtown plays a major role in the identity of downtown and the entire Cape Girardeau community. Downtown's historic buildings, riverfront, and events greatly influence the perceptions of loyal citizens and visitors as to the greater Cape Girardeau area.

Local civic pride in Downtown Cape Girardeau was also very evident in the public forum discussions which occurred during the planning project. Downtown Cape Girardeau is a significant part of many local citizen's lives, whether at work during the week, festivals on the weekends or dinner in the evening. The downtown offers many different experiences for local residents as well as visitors. Many citizens have a profound interest in sustaining and growing the downtown. There was some concern expressed about the condition of some neighborhoods and buildings, however the vast majority of the comments illustrated a true interest in the future viability of Downtown Cape Girardeau.



Public Meeting; February 9, 2017



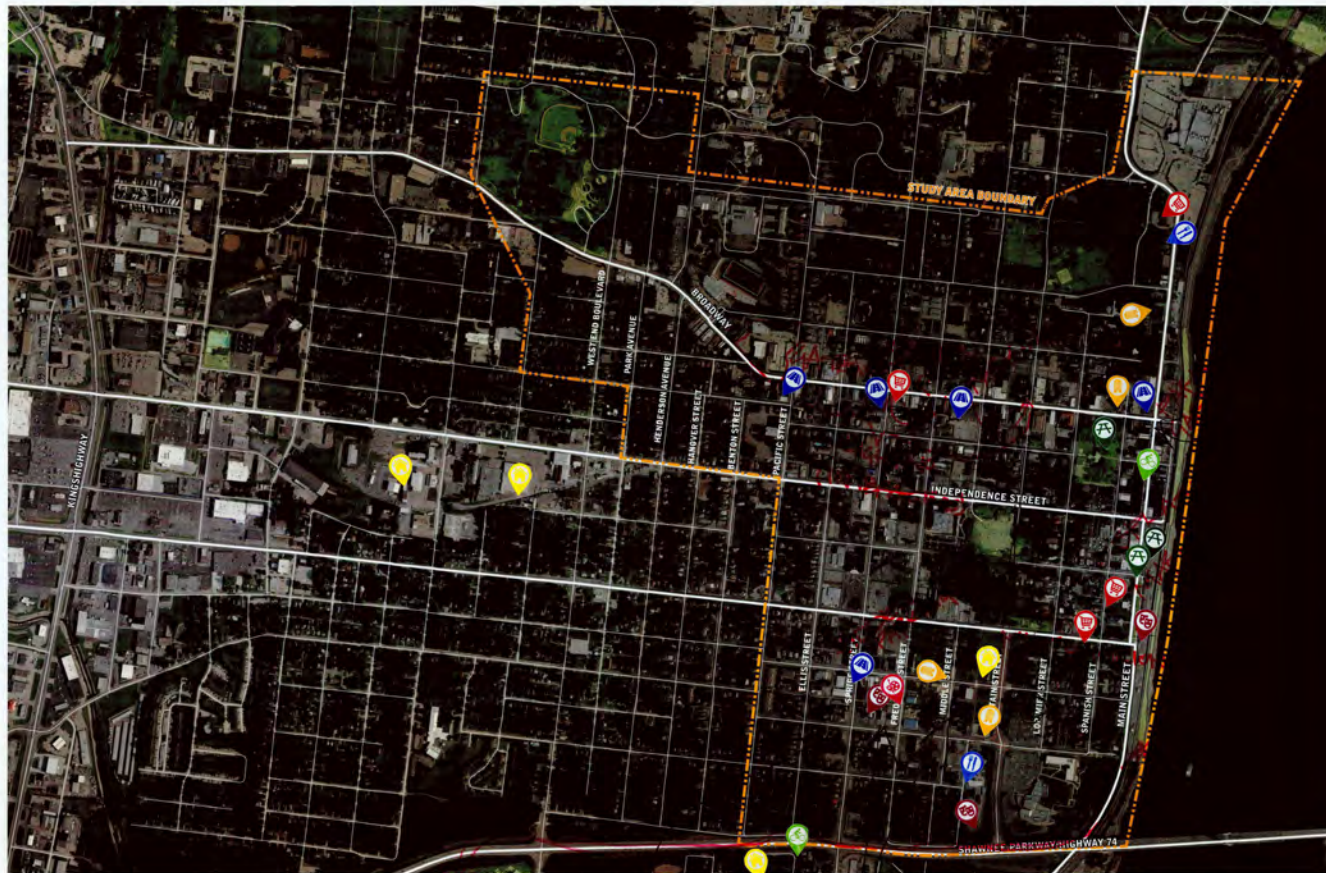
Public Meeting; February 9, 2017

INTERACTIVE COMMUNITY FEEDBACK BOARD: PUBLIC MEETING NO. 1

DOWNTOWN VISIONING PLAN

ADD BIKE PLANS
+ RESTAURANTS

STATION
#4



NEED MORE
PARKING OFF
OF MAIN

- POTENTIAL IMPROVEMENTS LEGEND:
- ARTS DISTRICT
 - SINGLE FAMILY HOUSING
 - MULTI-FAMILY HOUSING
 - BIKE LANES / TRAILS
 - STREETSCAPE
 - PARKS / OPEN SPACE
 - SHOPPING
 - DINING
 - ENTERTAINMENT

SERVICE ACCESS ON MAIN
TRAIL HEAD
TROLLEY BUS → EXP ROUTE (ACCESS TO DOWNTOWN)
DOWNTOWN = TOURISM (REGIONAL)
AFFORDABLE HOUSING
WORKSPACE HOUSING

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04 | MARKET STUDY



04 | MARKET STUDY

With demand on the rise for certain types of real estate products often located in city centers, an opportunity exists for Downtown Cape Girardeau to leverage investments by its institutions and local public agencies to realize new housing, retail and office development that reinforces and complements the city's historic small town charm.

In 2009, a strategic plan was completed for Downtown Cape Girardeau that provided an assessment of existing conditions, established goals and objectives, and made numerous recommendations for implementation. Since its adoption, the City—in partnership with multiple organizations and agencies—implemented a number of these recommendations, including enhanced branding, various streetscape improvements, and a new wayfinding and signage system, which has helped stimulate additional recent private sector investment.

Despite considerable progress, some next steps are required for the community to realize many of its goals and objectives. One of those goals is to increase investment in the area, particularly residential development. To help inform the broader strategic plan being completed by Arcturis, this study considers the real estate market constraints and opportunities that exist throughout Downtown, with special consideration given to eight focus areas identified by the City.

The city is not a rapidly growing community, but it has an outsized amount of retail development and healthcare providers because of its status as a regional center for Southeast Missouri. Development patterns over the past few decades have been mostly suburban, with ever-larger retail formats that have migrated towards Interstate 55 and low-density residential subdivisions occupying the city's northwest quadrant. At the same time, home values have declined and building conditions have deteriorated in the city center.

In addition to these assets, the marketability of living in walkable communities with historic character in university communities is on the rise. Niche opportunities exist for housing and other development that caters to the changing demographic composition of America. This means housing is likely to be well-received if it targets singles, couples, empty nesters, and the elderly—all of whom are more inclined to live in smaller housing formats and place greater emphasis on lifestyle. Such trends could be to the benefit of Cape's city center, particularly if downtown is able to realize greater economic performance in what has the potential to be an even more authentic and aesthetically appealing place.

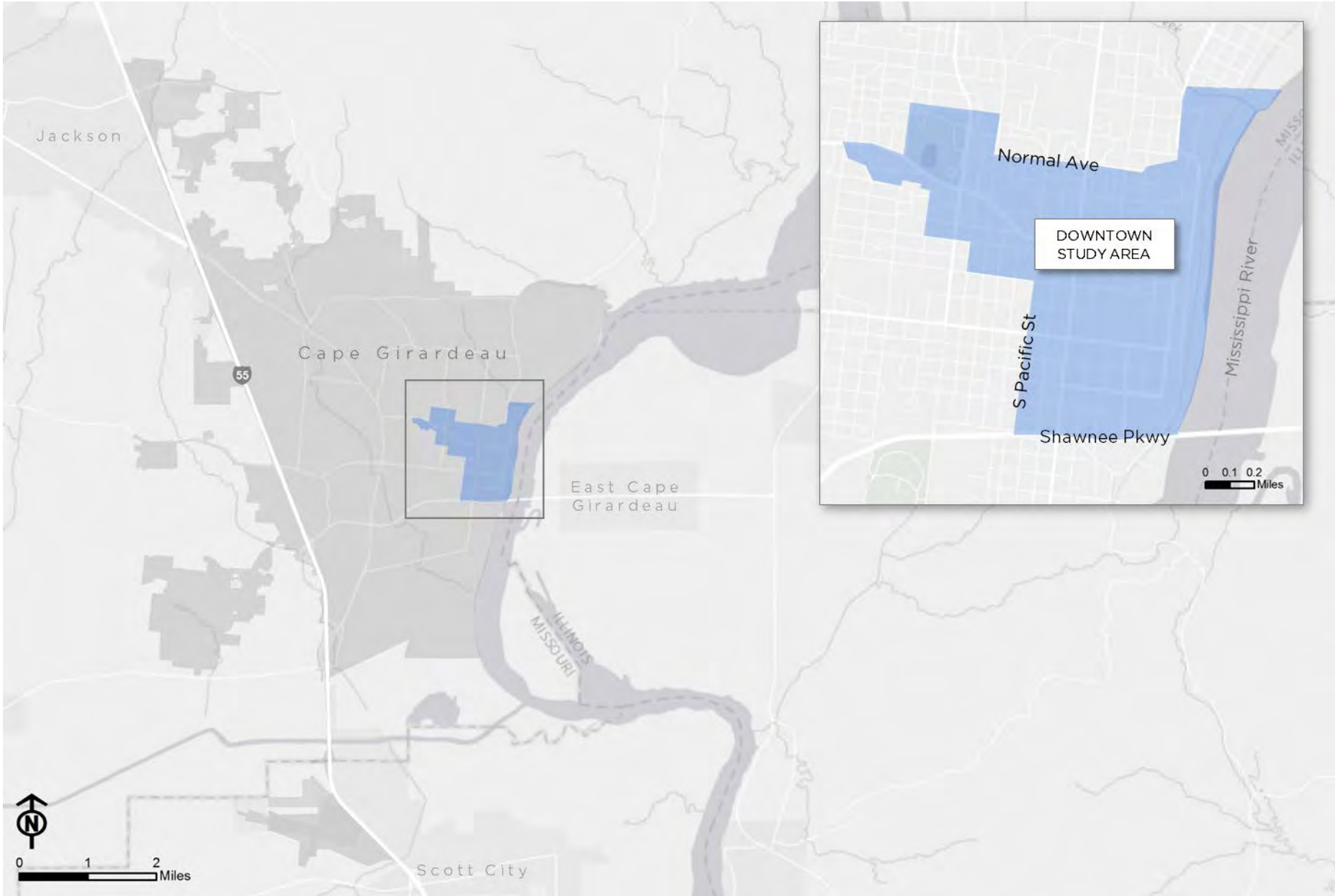


Open space at the corner of Spanish Street and Broadway



Existing businesses on Themis Street

STUDY AREA



MARKETABILITY: SITE AREA CONTEXT

Eight areas of focus have been identified by local stakeholders: the Good Hope/Haarig District, Fountain Street, Common Pleas Courthouse, Courthouse Village, Broadway and Main Street, North Main Street, South Main Street, and the Marquette Tech District.

In this section, neighborhood context and marketability are evaluated in connection with the eight focus areas that have been identified. Key marketability factors consist of proximity to amenities, land use compatibility, access and visibility, site availability, and historic character.

LAND USE COMPATIBILITY

The opportunity for all eight focus areas is to take advantage of potential synergies with key institutions and large-scale property owners to deliver new development that complements and enhances Cape’s historic core. Development should be supportive of an environment that is walkable and thus more aligned with consumer demand. It should also be sufficiently differentiated from commodity housing, retail, and lodging located on the city’s western and northwestern edges.

ACCESS AND VISIBILITY

Improving access—both vehicular and non-vehicular—throughout the downtown area will improve the marketability of certain sites and open up new development opportunities. Identifying and taking advantage of key sites located at properties with high levels of visibility and accessibility can also lead to the creation of new gateways into Downtown. For example, the recently-improved Shawnee parkway now provides the fastest means of access to Downtown, setting the stage for a new gateway along Fountain Street.

SITE AVAILABILITY

Similar to nearly all cities and towns, vacant or underutilized properties are common throughout the city center. However, not all sites may be available for redevelopment. There are often constraints involving current ownership and their willingness to sell at market value. Local politics and a “Not In My BackYard” (NIMBY) mindset can also have an impact on the development

potential of certain properties. Thus, while demand analysis often yields a high level of support for various product types, the amount of supply realized will often fall well below these forecasted amounts without some public intervention.

HISTORIC CHARACTER

Downtown Cape, particularly along Broadway and Main Street, was a historic commercial center for the region. However, its role and importance in the local economy has diminished considerably over the past few decades despite recent improvements. Enhancement of these areas would make new housing in adjacent areas more marketable. Due to the availability of public incentives such as state and federal historic tax credits, these areas also present strong opportunities for new loft residences, low-cost office space, and first floor retail. Despite numerous marketability constraints and hurdles, the Good Hope/Haarig District also represents an opportunity for value creation through a revitalized historic neighborhood commercial center.



Downtown streetscape and open space near the intersection of Broadway and Spanish Street

FOCUS AREAS



MARKETABILITY: PROXIMITY TO AMENITIES

New development within an amenity-filled, walkable, downtown environment can offer a distinct and competitive alternative to more traditional suburban development patterns.

Because the greatest opportunity for new development in downtown is to provide an alternative to the majority of new development in Cape—a walkable neighborhood that serves those who prefer lifestyle, proximity to work, and civic amenities over home square footage—the provision of marketable amenities is key. Investments in public spaces can add value through view premiums, location premiums, competitive advantage, etc. Few new developments in Cape offer meaningful public space, but a revitalized downtown would provide an authentic place that would draw residents and shoppers from throughout the region.

Nationally, people have shown a willingness to live in smaller spaces if the location is great, while retailers have found that visitors will stay longer and spend more if the right environment is created. The riverfront remains an unrivaled natural amenity and leveraging this asset with improved public space and greenery could result in increased value for nearby property owners. While the tangible value of public space on real estate development has also been well documented, the degree of value creation is generally impacted by four ingredients: park design, the relationship of the park and development, access, and visibility. Carefully planned greenspace along the riverfront that best encompasses these four factors could greatly benefit development in downtown.

Downtown is also within close proximity to the main campus of The University and the River Campus, giving downtown residents easy access to the school's athletic facilities, stadiums, and its recently built cultural center. Other amenities include the Isle Casino Cape Girardeau, restaurants and bars along Main Street and Broadway, and the downtown Old Town Cape Riverfront Market.



Downtown streetscape view to east on Themis Street



Southeast Missouri State University River Campus

AREA AMENITIES



MARKET ANALYSIS: A PROCESS OVERVIEW

Arriving at a market-supported development program requires evaluating land use through different lenses—supply, demand, and future growth trends.

DEMAND

This study evaluates demand to determine if there are under supplied residential products in the market. This often requires standard demographic analysis of consumer segments to determine who might live in a particular location.

SUPPLY

Analysis of existing supply indicates a great deal about what the market will support in terms of rents, sales prices, and lease rates. It indicates preferences for specific products or locations. Sometimes, analysis of the competitive market can reveal specific opportunities for developers by identifying newer, more competitive types of development that achieve product differentiation by focusing on quality, amenity, or design.

GROWTH TRENDS

An assessment of future growth and demographic changes can reveal opportunities for new development, be it housing or retail. Employment growth projections are evaluated to determine future demand for office development.

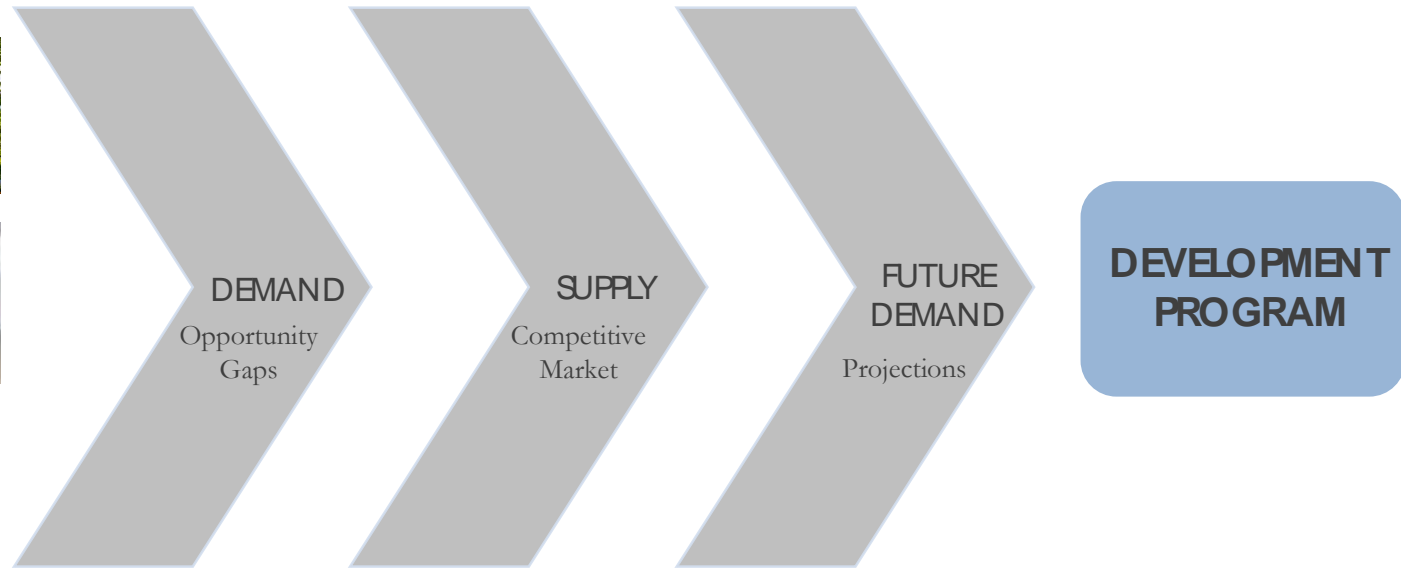
Residential



Office



Retail



DEVELOPMENT CONCLUSIONS

Excess demand exists for various housing products not currently offered in Downtown Cape and there is an opportunity to increase the residential population during the next ten years. However, new supply will likely fall well short of demand without some public and institutional interventions such as development incentives, property acquisition assistance, and/or investments in public spaces.

The opportunity for Downtown Cape is to take advantage of pent-up demand for smaller format housing types in a historic, walkable, amenity-filled environment, while creating potential synergies with key institutions and assets. There is excess demand for a number of housing products in downtown, including new for-sale housing, upscale rental housing, and affordable housing. Less demand exists for other uses—office, retail, and hotel—but there is also potential for new retail space that would serve students and/or an increased population, as well as office space for local startups and professional services. A new hotel is also currently in development that will fill an existing need. The chart on the facing page summarizes our market conclusions, while the following pages provide images demonstrating the desired character, scale, and quality of these development typologies.

FOR-SALE TOWNHOMES & SINGLE-FAMILY HOMES

Townhomes, at a density of roughly 8 to 10 units per acre, are very marketable and would attract mid-career professionals, as well as retirees and empty nesters looking to downsize and live in a neighborhood environment with access to amenities. Achievable sale prices are roughly \$220,000 to \$260,000 for homes with 1,600 to 2,000 square feet of living space.

UPSCALE RENTAL APARTMENTS

Apartments at higher price points and finish qualities could attract both young professional singles and mid-career couples, a desired population segment. This type of product could be partially contained within newly rehabilitated historic buildings along Broadway or Main Street, but a newly constructed, higher density product with three or four stories would provide something not currently offered in Downtown Cape and would have no real competition. This type of development would be dependent on the ability of a developer to acquire a single site large enough to accommodate a single building and enough parking.

AFFORDABLE HOUSING

Demand for new affordable rental housing is very deep and would be feasible assuming Low Income Housing Tax Credits (LIHTC) could be secured. A multi-site housing project containing a mix of single-family homes and townhomes available for rent would be most suitable and could help stabilize downtown's most deteriorated areas. An affordable senior property with roughly 50 units would also be feasible.

SENIOR HOUSING

Although somewhat limited, demand exists for a new market rate independent or assisted living facility. Cape remains fairly well-supplied, indicating any senior housing project should occur in later phases to accommodate additional senior population growth and the likelihood that other older facilities within the city will continue to deteriorate.

PROPOSED DEVELOPMENT PRODUCTS FOR DOWNTOWN CAPE GIRARDEAU							
Product Type	Unit Sizes (Sq. Ft.)	Price/Rent	# Units/Square	Demand Pool	Development Duration & Timing	Focus Areas	Comments
For Sale Townhomes / Single Family	1,600 2,000	\$220,000 \$260,000		Limited	Over 10 years, earlier phases	North Main Street, Fountain Street	Connections to The University and riverfront are key.
Upscale Rental Apartments	700 900 1,200	\$700 \$900 \$1,200	150	Moderate	Over 10 years, earlier phases	North Main Street, Marquette Tech District (Adjacent), Corner of Broadway & Main, South Main Street, Fountain Street, Courthouse Village	Could include a mix of units within a newly constructed property and/or units on upper floors of existing historic buildings.
Affordable Workforce Housing	1,000 1,300	\$600 \$750	100	Deep	Over 10 years, initial phases	Good Hope/Haarig District, Fountain Street (Adjacent)	Total supply will be determined based on availability of Low Income Housing Tax Credits (LIHTC).
Senior Housing: Assisted Living Independent Living	350 800	\$160/day \$1,800 per month	40 60	Limited	Over 10 years, later phases	Courthouse Village	Should be developed in later phases to accommodate additional senior population growth.
Retail: Existing New	- -	\$10-\$12 \$14-\$16	15,000 20,000	Limited	Over 10 years, later phases	Marquette Tech, South Main Street, Good Hope/Haarig District, Fountain Street	New retail would have to be student-oriented and in close proximity to The University's campuses.
Office	-	\$10-\$12	20,000- 30,000	Limited	Over 10 years	Marquette Tech, South Main Street, Courthouse Village	New office development would be contained entirely within existing buildings and financed with historic tax credits.

DEVELOPMENT CONCLUSIONS: TYPOLOGIES

UPSCALE RENTAL APARTMENTS



FOR-SALE TOWNHOMES & SINGLE-FAMILY HOMES



AFFORDABLE HOUSING



SENIOR ASSISTED & INDEPENDENT LIVING



OFFICE & RETAIL



05 | FOCUS AREAS



05 | FOCUS AREAS

The Focus Area Plans were developed after the public input and key stakeholder discussions regarding the draft focus plans. Although the recommended improvements in the eight Focus Areas vary, the emphasis of new housing types, downtown destinations, placemaking and attracting more investment in downtown remain consistent throughout all of the plans.

Each plan contains both written and graphic recommendations for improvements. The improvements are conceptual and part of the larger 10 year vision for the Strategic Plan Update. The improvements are for both public property and private property. The consulting team is cognizant of the fact that private property improvements will require collaboration with the property owners. Many of the improvements will be driven by the marketplace especially residential, office and commercial uses.

The plans were also developed with the intention of trying to retain the existing historic buildings for rehabilitation and re-use. Preserving the historic character of the downtown was viewed as critical by a number of stakeholders. The historic character of the architecture in Downtown Cape Girardeau is also a major component of downtown's identity. New infill development was proposed, where possible, on vacant or cleared lots to help with the building preservation goal.

Implementing the proposed improvements, in various action items, is listed in more detail under the Implementation section.



Current vacant land and streetscape on Fountain Street

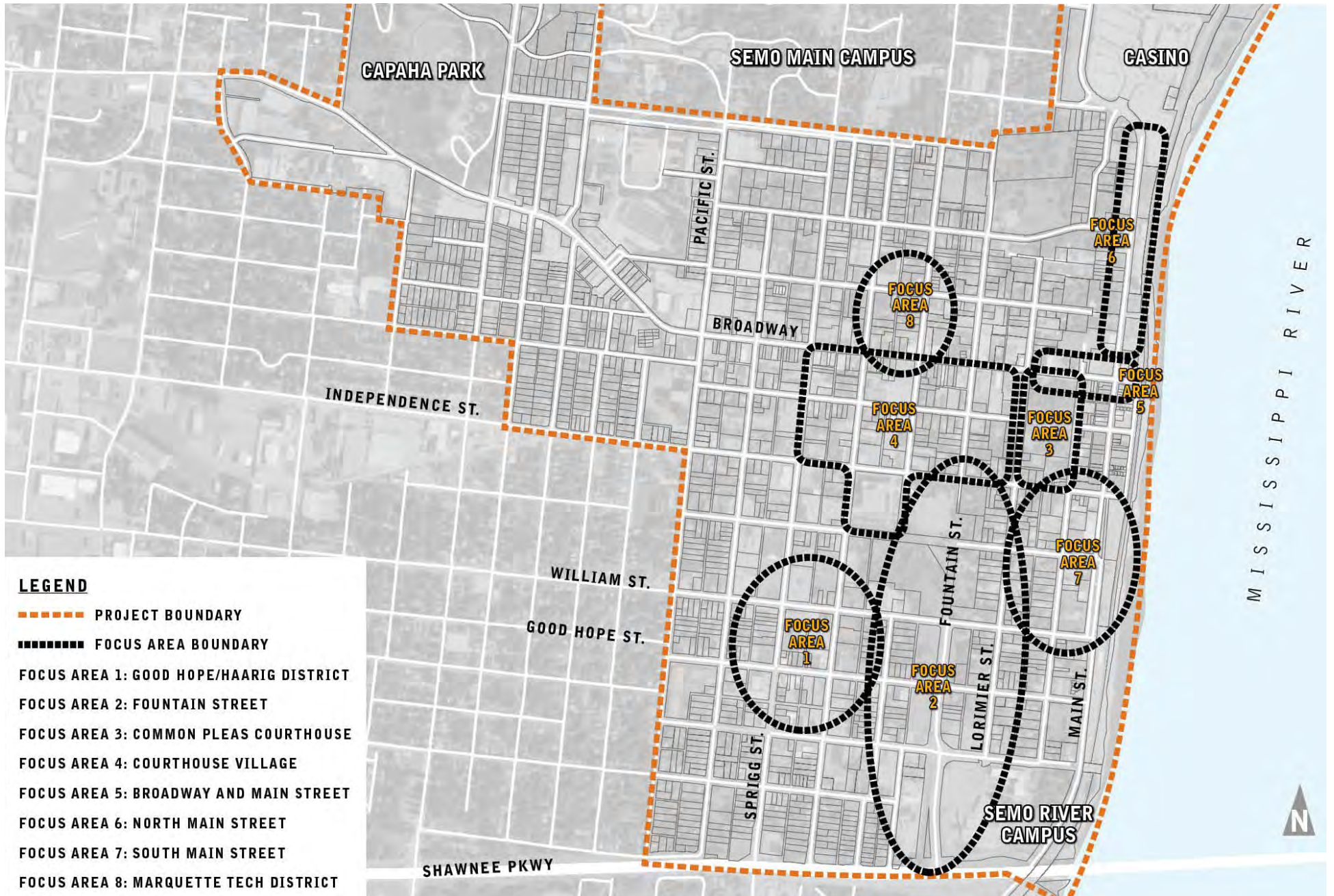


Architectural detail on historic building downtown



Riverfront area along flood wall

CONTEXT MAP



FOCUS AREA 1: GOOD HOPE/HAARIG DISTRICT

This Focus Area is between Good Hope Street on the north to Morgan Oak Street to the south; South Sprigg Street to the west and South Frederick Street to the east. Due to decline in investment and lack of maintenance, many structures and lots are in substandard condition. These lots in the area are prime locations for infill development, especially in the residential market. Also, at the intersection of Good Hope Street and South Sprigg Street, in the southeast corner, there are a concentration of buildings which have potential for rehabilitation. Business infill that would service and support a local market would be an ideal choice for this location. These buildings, along with the existing buildings on the north side of Good Hope Street, have the potential to become a neighborhood hub or district with a concentration of art galleries, antique shops, music stores, etc... Proposed improvements include the following:

- 1: Create a neighborhood hub or district on south side of Good Hope Street, between South Sprigg Street and South Frederick Street through mixed use development.
- 2: Assemble parcels to redevelop on north side of Morgan Oak Street, between South Sprigg Street and South Frederick Street into a residential development of workforce and starter homes. Homes can be in the 1,000-1,300 sq. ft. range, as affordable workforce housing.
- 3: Foster residential infill on east side of South Frederick Street, north to William Street. Collaborate with land owners to assemble property and infill vacant lots with single family attached or multi-family apartments. Utilize existing street grid, provide detached parking from alley.
- 4: Improve image of area by installing streetscape improvements (street lighting, street trees, sidewalks) to showcase public sector commitment and to foster a better sense of security in the area.



Precedent Image: Workforce Housing

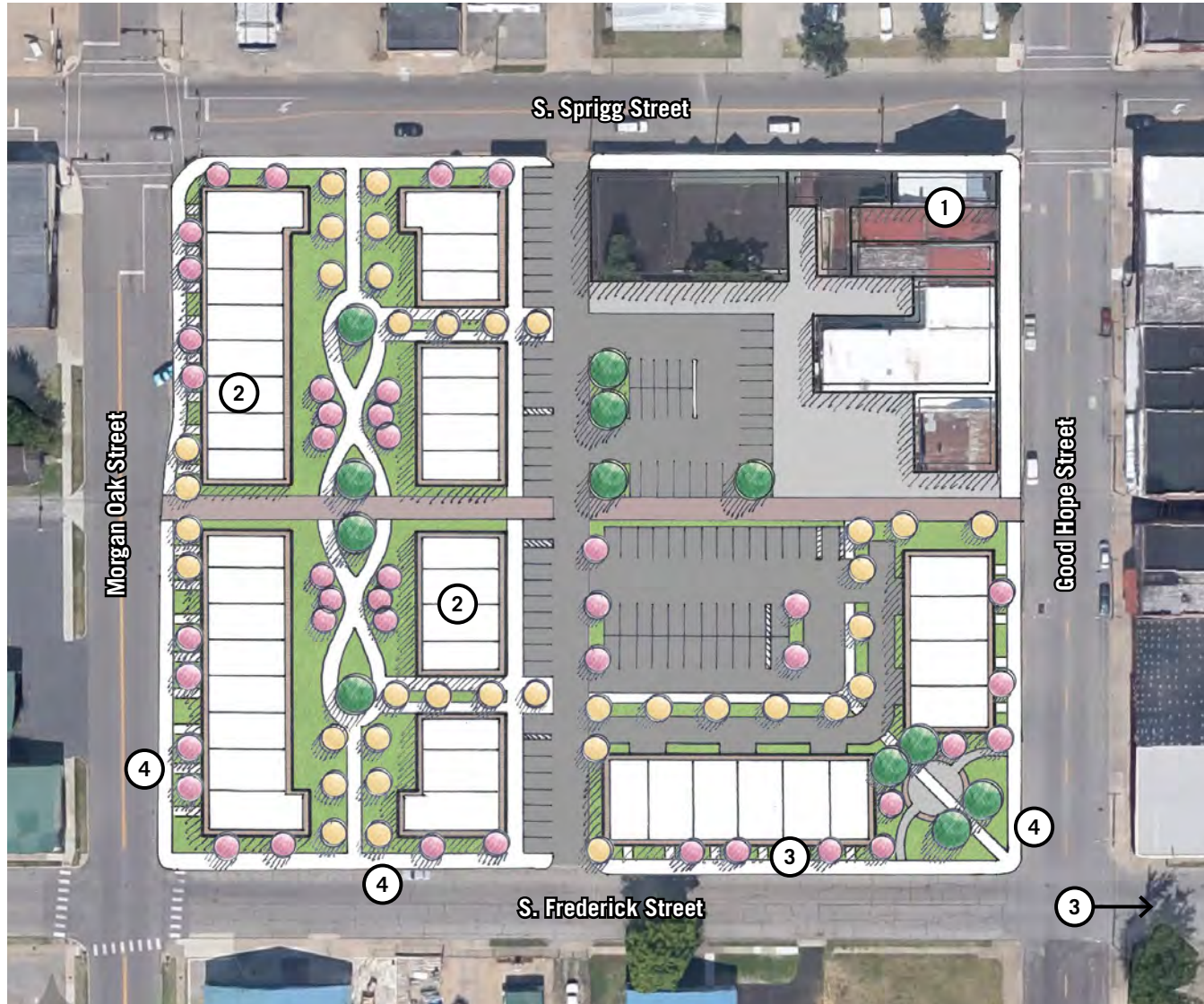


Precedent Image: Single Family Attached Housing



Precedent Image: Multi-Family Housing

FOCUS AREA PLAN 1: GOOD HOPE/HAARIG DISTRICT



- 1: Create a mixed use development for a neighborhood hub on the south side of Good Hope Street.
- 2: Redevelop parcels on the north side of Morgan Oak Street into workforce and starter homes.
- 3: Foster multi-family housing at the southwest corner of South Frederick Street and William Street.
- 4: Streetscape enhancements throughout focus area.

NTS 

FOCUS AREA 1: GOOD HOPE/HAARIG DISTRICT



View of existing conditions at the corner of Good Hope Street and South Sprigg Street (view to the southeast)

FOCUS AREA PLAN 1: GOOD HOPE/HARIG DISTRICT



View of proposed improvements at the corner of Good Hope Street and South Sprigg Street (view to the southeast)

FOCUS AREA 2: FOUNTAIN STREET

The Focus Area is along South Fountain Street from the Shawnee Parkway at the south end to William Street at the north end. The Focus Area has an abundance of cleared/vacant lots, some currently owned by Southeast Missouri State University (the University) and the City. The University River Campus is an educational institution and local attraction with art shows, music and theater performances. The street network and access to Highway 74 provide excellent vehicular circulation. South Fountain Street will be extended to Independence Street in 2021. The Focus Area has tremendous potential to provide regional and local commercial centers to the public and fill a demand for new single family housing in the downtown. Proposed improvements include the following:

- 1: Redevelop the lumber yard property into a regional retail and commercial development. Collaborate with property owners to assemble parcels.
- 2: Build high end attached residential on both sides of South Fountain Street, between Good Hope Street and William Street. Promote development of residential infill on Good Hope Street between South Fountain Street and South Frederick Street.
- 3: Collaborate with property owners for redevelopment of property on west side of South Middle Street between Morgan Oak Street and Jefferson Avenue.
- 4: Improve image of area by installing streetscape improvements (street lighting, street trees, sidewalks) to showcase public sector commitment and to foster a better sense of security in the area. These improvements should be on the streets which intersect with South Fountain Street.



Precedent Image: Townhomes/Single Family

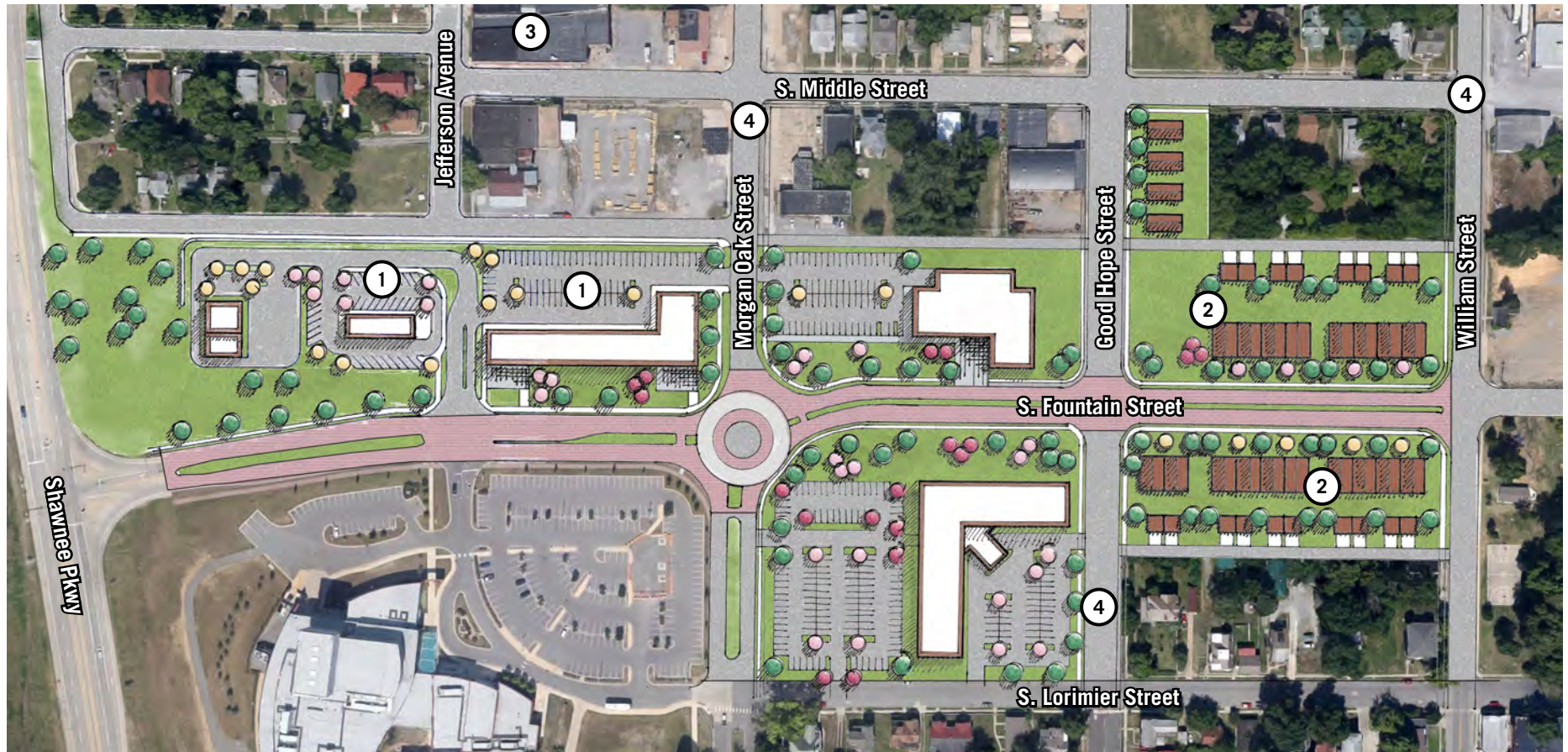


Precedent Image: Upscale Rental Apartments



Precedent Image: Streetscape Improvements

FOCUS AREA PLAN 2: FOUNTAIN STREET



- 1: Redevelop lumber yard into a regional retail and commercial center.
- 2: Build high end attached single family homes.
- 3: Redevelop property on west side of South Middle Street from Morgan Oak Street to Jefferson Avenue.
- 4: Streetscape enhancements.



FOCUS AREA 3: COMMON PLEAS COURTHOUSE

Centered around the historic Common Pleas Courthouse, this Focus Area is bordered by Broadway to the north; North Spanish Street to the east; Independence Street to the south and North Lorimier Street to the west. The vast majority of the area is the courthouse building and grounds, which serves as a common gathering space for downtown and civic events. The existing buildings and parcels along Independence Street are stable and some have been rehabilitated in recent years. The focus area has limited potential for redevelopment of parcels but offers great opportunity to foster placemaking and identity for Downtown Cape Girardeau. Proposed improvements include the following:

- 1: Develop preliminary and final design plans for parking on the west side of North Spanish Street along the Common Pleas Courthouse parcel. Parking would be 90 degree parking with a net gain of approximately 48 spaces. The public parking would serve businesses on North Spanish Street and North Main Street.
- 2: Develop linear landscape garden along new parking area. The garden will strengthen the east edge of the courthouse property and enhance the west side of North Spanish Street.
- 3: Develop a cultural attraction such as a Cape Girardeau Walk of Fame, starting with the new sidewalk on North Spanish Street as part of the of the parking improvements.
- 4: Collaborate with the property owner to improve the existing parking lot on North Lorimier Street, south of the alley. Utilize as public parking to serve courthouse events, Independence Street and North Lorimier Street.
- 5: Reinforce the terraced slope with landscape while aesthetically enhancing the views of the courthouse from North Spanish Street.



Precedent Image: Streetscape Improvements



Precedent Image: Landscape Garden



Precedent Image: Cape Girardeau Walk of Fame

FOCUS AREA PLAN 3: COMMON PLEAS COURTHOUSE



- 1: Develop design for parking on west side of North Spanish Street.
- 2: Develop linear garden along new parking on North Spanish Street.
- 3: Implement the Cape Girardeau Walk of Fame.

- 4: Improve existing parking lot on North Lorimier Street, south of alley.
- 5: Reinforce the terraced slope with landscaping.

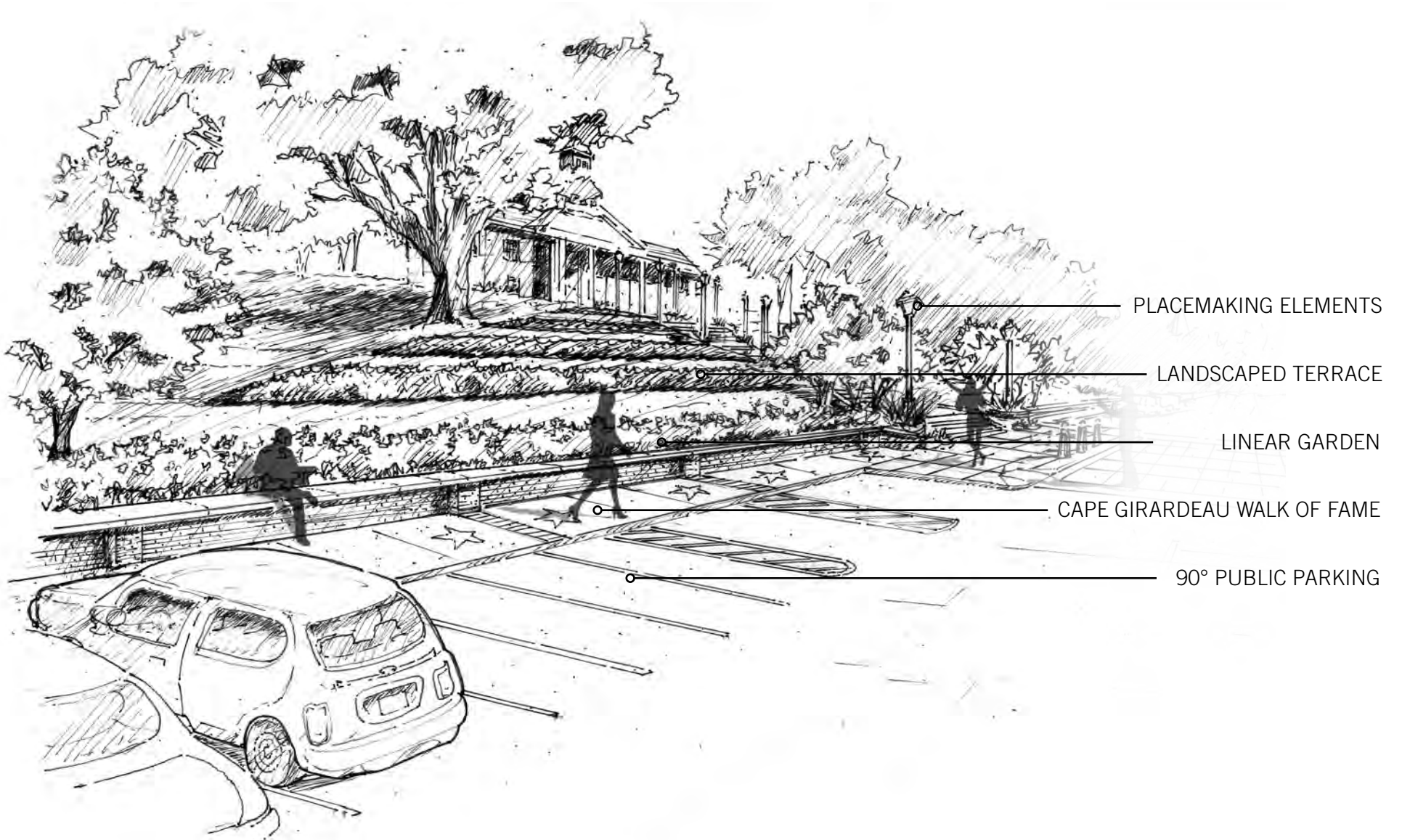


FOCUS AREA 3: COMMON PLEAS COURTHOUSE



View of the existing conditions along North Spanish Street, on the east side of the courthouse lawn. (View to the northwest.)

FOCUS AREA PLAN 3: COMMON PLEAS COURTHOUSE



View of proposed improvements along North Spanish Street, on the east side of the courthouse lawn. (View to the northwest.)

FOCUS AREA 4: COURTHOUSE VILLAGE

This focus area is bounded by Broadway to the north, North Lorimier Street to the east, the Federal Courthouse and City Hall to the south, and Sprigg Street to the west. This area is characterized by a traditional street grid and a mix of commercial, warehouse, and residential uses. The housing on North Fountain Street and Themis Street consists of a number of older single family homes and some apartment buildings. Opportunities for infill development and redevelopment exist along Themis Street, North Frederick Street, and North Middle Street. Proposed improvements include the following:

- 1: Rehabilitate the historic building at the southwest corner of Independence Street and South Frederick Street for mixed use including retail/restaurant uses on the ground floor and residential uses above.
- 2: Assemble parcels to redevelop on west side of South Frederick Street between Independence Street and Merriwether Street into multifamily residential. Loft style apartment units of +/- 900 sq. ft. could yield 24 units in a three story building. The addition of five single family homes of +/- 1,500 sq. ft. could be infilled around existing bungalows, to provide for a strong residential edge along the street.
- 3: Identify opportunities to increase visibility of the Cape River Heritage Museum by enhancing the streetscape around the building on Independence and Frederick Streets. Better define the borders of the site parking and create an exterior exhibit space along Independence Street. Construct public plaza to showcase the region's significant historical and cultural ties.
- 4: Include bike/pedestrian facilities on future extension of South Fountain Street to Independence Street. Advocate for sidewalks, crosswalks and bike lanes for street improvements to foster greater north/south connectivity in the downtown.
- 5: Coordinate on future site plan for a senior housing development to include sidewalks, cross walks and accessible paths to connect the development to the neighborhood.
- 6: Improve sidewalk network in the area. Numerous blocks have sections of sidewalks which do not exist or are in poor condition. Improving the sidewalk network showcases public dollar investment in the downtown.



Precedent Image: Loft Style Apartments



Precedent Image: Mixed Use Development Style



Precedent Image: Bike Lane Street Improvements

FOCUS AREA PLAN 4: COURTHOUSE VILLAGE



- 1: Rehabilitate building at the southwest corner of Independence Street and South Frederick Street.
- 2: Assemble and redevelop parcels on west side of South Frederick Street between Independence Street and Merriwether Street.
- 3: Enhance the streetscape around the Cape River Heritage Museum.
- 4: Install bike/pedestrian facilities at the future extension of South Fountain Street to Independence Street.
- 5: Coordinate on future site plan for future senior housing development.
- 6: Improve sidewalk network throughout the Focus Area.

FOCUS AREA 5: BROADWAY AND MAIN STREET

This focus area is the juncture of two business districts: Broadway and North Main Street. The northwest corner of the intersection is currently a public parking lot which offers numerous possibilities for redevelopment to meet the identified needs of new housing, parking, office and commercial space. The prominent corner has high traffic volume, great visibility and good access. The location also presents the opportunity for enhanced identity and placemaking in downtown. Proposed improvements include the following:

- 1: Issue a Request for Proposals (RFP) to determine the feasibility of a mixed-use development at the northwest corner of Broadway and North Main Street. Proposals should incorporate public parking.
- 2: Collaborate with the owner to redevelop property on the north side of Broadway at North Spanish Street. Evaluate buildings to convert into banquet and conference center, which was often mentioned as a need for Downtown Cape Girardeau.
- 3: Collaborate with the owner of the former civic center property on the north side of Broadway between North Spanish Street and North Lorimier Street. High end attached residential should be considered to leverage the site location, elevation and proximity to many amenities in downtown.
- 4: Construct additional off street parking, surface lot or parking structure, to accomodate mixed use development.



Precedent Image: Mixed Use Parking Garage

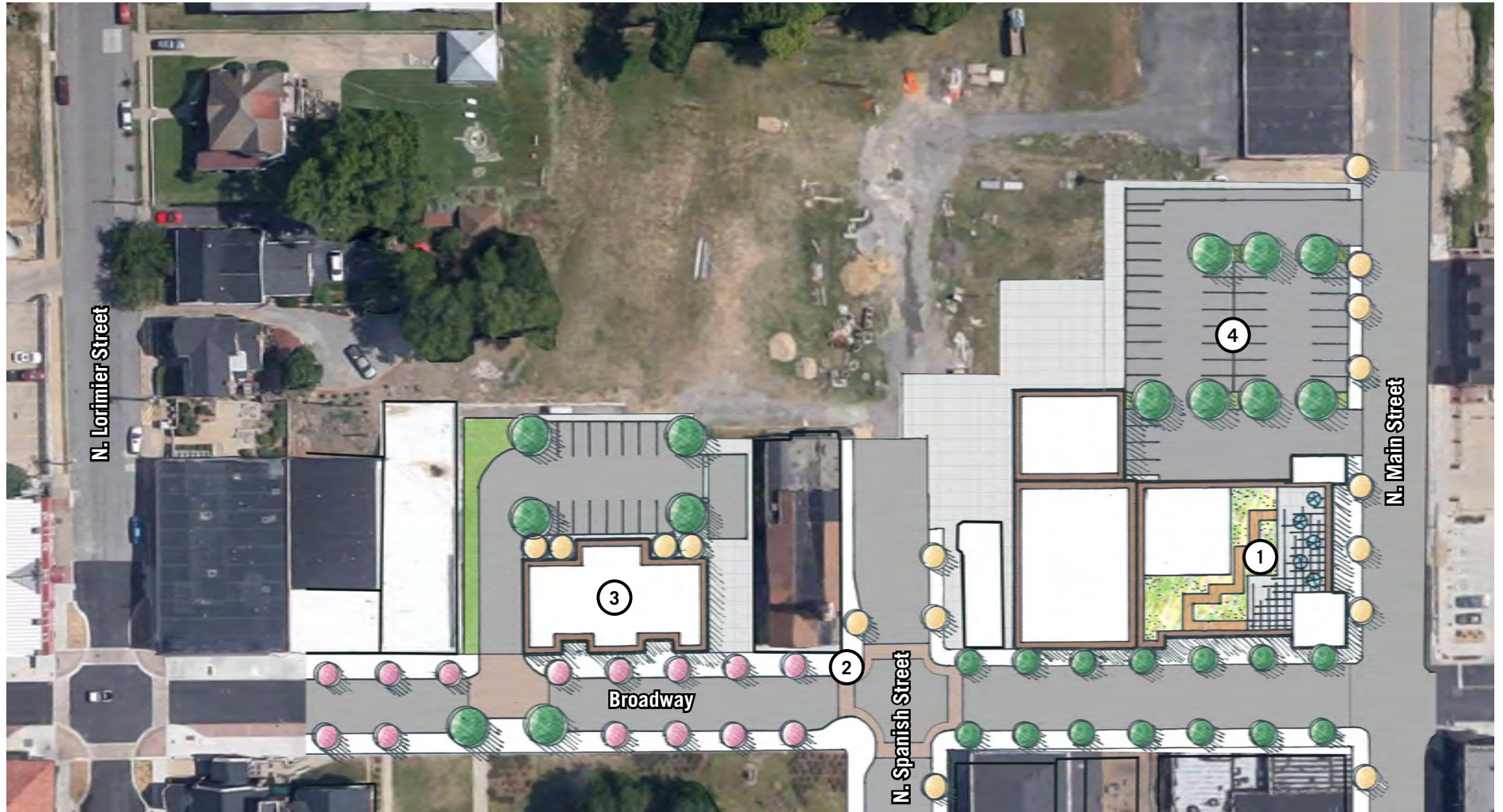


Precedent Image: Parking Garage Style



Precedent Image: Banquet Hall

FOCUS AREA PLAN 5: BROADWAY AND MAIN STREET



1: Issue an RFP to determine the feasibility of a mixed-use development at the northwest corner of Broadway and North Main Street. Proposals should incorporate public parking.

2: Redevelop properties along Broadway and North Spanish Street.

3: Collaborate on a high end residential development on the north side of Broadway between North Spanish Street and North Lorimier Street

4: Construct additional off street parking, surface lot or parking structure, to accomodate future mixed use development.



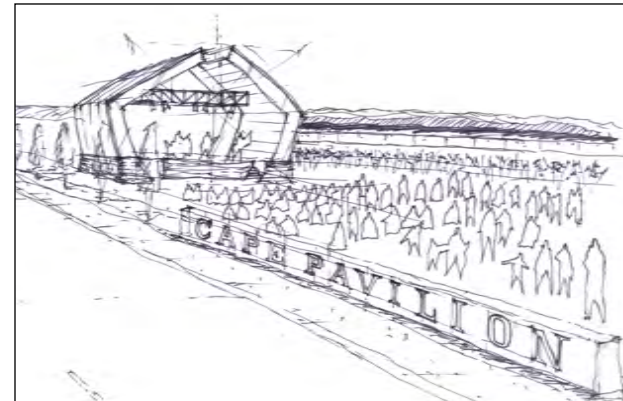
FOCUS AREA 6: NORTH MAIN STREET

The North Main Street Focus Area runs from Broadway on the south to the casino on the north. The area has some challenges due to lack of property depth on the east side of the street, grade changes and proximity to an active railroad line and flood wall. The views of the river, above the flood wall, however are a true attraction which should be capitalized upon in any development. Proposed improvements include the following:

- 1: Develop open space/overflow parking area along North Main Street due south of the casino property. Meet with the casino to learn of their plans and needs for regular/overflow parking and transportation.
- 2: Construct a new park space along the east side of North Main Street to serve primarily as open space, but also provide overflow parking for major downtown events. Coordinate with the City on the idea of increased park property and recreational uses along North Main Street on the dry side of the flood wall. Collaborate with property owners to assemble real estate along the east side of North Main Street for redevelopment into public open space.
- 3: Collaborate with property owners to expand public parking north of existing parking lot. Expansion of the lot will meet immediate need for more parking for the riverfront and North Main Street shops.
- 4: Build a riverfront amphitheater to host events such as live music, movies, events, and festivals.
- 5: Construct an adult playground with a skating ribbon to be used in all seasons, a climbing wall, and zip lines.
- 6: Locate picnic pavilions on elevated landforms to take advantage of views to the Mississippi River.
- 7: Develop the design for a streetscape plan to enhance North Main Street from Broadway to the casino. Improve sidewalks, landscaping and signage. Existing street lights should be used in place.



Precedent Image: Skating Ribbon



Precedent Image: Music Pavilion



Precedent Image: Adult Recreation

FOCUS AREA PLAN 6: NORTH MAIN STREET



NTS 

- 1: Open space/overflow parking area.
- 2: New park space- also provides overflow parking for major downtown events.
- 3: Expanded public parking north of existing parking lot.
- 4: Riverfront amphitheater.
- 5: Adult Playground: Ice skating/roller blading “ribbon” track with climbing walls and zip lines.
- 6: Picnic pavilions on elevated landforms.
- 7: Streetscape enhancements along North Main Street.

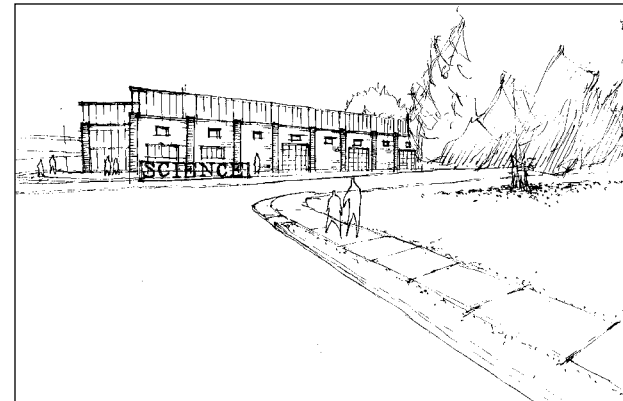
FOCUS AREA 7: SOUTH MAIN STREET

The South Main Street Focus Area runs from Independence Street on the north to William Street on the south. The area has a mix of commercial businesses, but also has cultural uses. A public parking lot occupies a large parcel of land in the area. The Red House Interpretive Center and substantial amount of publicly owned land allows for concepts of cultural attractions, placemaking and civic identity. Additional amenities will help to foster a cultural district identity for the South Main area. Proposed improvements include the following:

- 1: Develop a new park destination adjacent to the Red House Interpretive Center. The park concept developed by the City's Parks and Recreation Department in 2015 should be refined to include public restrooms, pavilions, a splash pad and playground. Each of these amenities was often repeated by stakeholders and the public as an attraction which would draw families downtown.
- 2: Construct a pavilion at the existing Old Town Cape parking lot on South Spanish Street. The Cape Riverfront Market has developed into a seasonal destination attracting numerous people to the South Main area of downtown. A pavilion would offer needed shelter, event space, and become a revenue source. The Pavilion should have electrical connections, storage and restrooms.
- 3: Partner with Southeast Missouri State University (The University) on a feasibility study of a science center/STEM educational facility. The facility would be a destination for school groups, clubs, scout troops and other youth groups. The center would also be a training opportunity for University students. Collaboration with property owners will be needed to establish the center at the southwest corner of William Street and South Main Street.
- 4: Enhance the public parking lot with a redesign to include more street trees, landscaping and placemaking elements such as sculpture, seating, signage, etc... to make the parking lot more attractive and sustainable. A new pavilion structure and placemaking elements at the northwest corner of the lot would help to create a better identity for the parking lot and festival grounds.
- 5: Develop a wedding garden for the open space on South Main Street near the proposed pavilions. The garden would be an added amenity as a wedding destination and would serve as a beautiful open space along the street.



Precedent Image: Farmer's Market Pavilion Style



Precedent Image: Science Center Building



Precedent Image: Fountain and Park Space

FOCUS AREA PLAN 7: SOUTH MAIN STREET



- 1: Construct a park with a splash pad and Cape Girardeau themed playground. In addition, construct park pavilions and public restrooms adjacent to the wedding garden and interpretive center.
- 2: Construct a pavilion at the existing Old Town Cape parking lot on South Spanish Street.

- 3: Construct a Science Center/STEM educational facility.
- 4: Enhance the public parking lot at South Main Street and Independence Street.
- 5: Create a wedding garden in the open space along South Main Street.

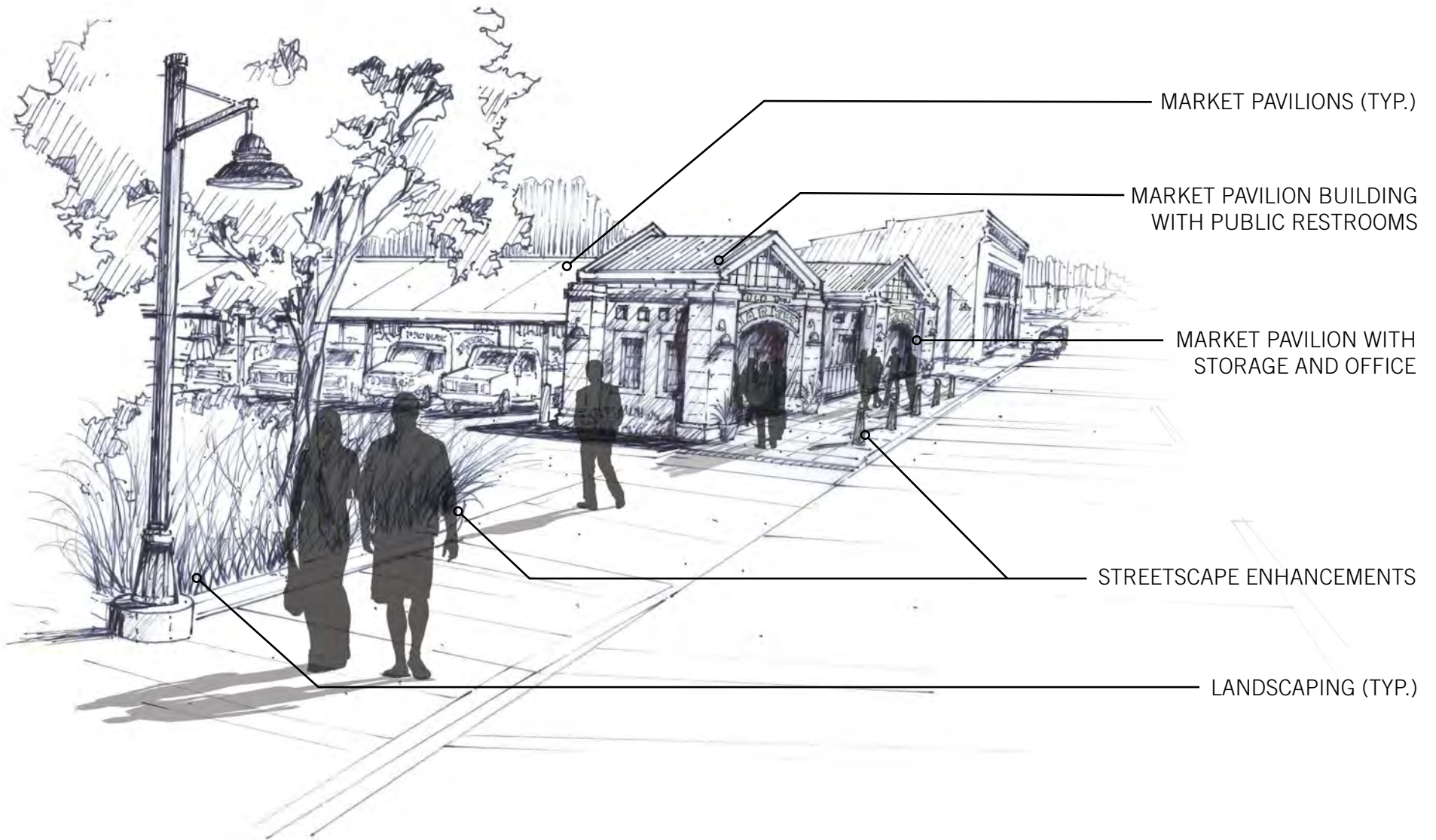


FOCUS AREA 7: SOUTH MAIN STREET



View of the existing conditions of the Old Town Cape parking lot and market on South Spanish Street. (View to the northwest.)

FOCUS AREA PLAN 7: SOUTH MAIN STREET



View of proposed improvements of the Old Town Cape parking lot and market on South Spanish Street. (View to the northwest.)

FOCUS AREA 8: MARQUETTE TECH DISTRICT

This focus area is centered around the new Marquette Tech development at the northeast and northwest corners of Broadway and North Fountain Street, mainly north of Broadway to Bellevue Street, between North Lorimier Street and North Middle Street. There has been much new investment in the area from the rehabilitation of the old federal courthouse for office/innovation space, the Marquette Tower for additional office/innovation/retail space, and a former office building being converted into a hotel. Public sector investments have included a new streetscape on Broadway, a revolving sculpture program and the Rust Center for Media by the University and private sources. The area needs to address the needs of public parking, (being displaced by the new developments), more office space and workforce housing for the emerging workforce in the area. Proposed improvements include the following:

- 1: Build a new public parking garage fronting on Bellevue Street, to serve the employees, visitors and customers coming to the greater Focus Area. Collaboration with property owners is critical to attain the property for the structure.
- 2: Construct new housing in an apartment building fronting on the north side of Bellevue Street, between North Middle Street and North Fountain Street. The apartments would be loft style, approximately 800-1000 sq. ft. to serve the new workforce in the Marquette Tech District. Collaborate with property owners and developers to attract the new investment.
- 3: Collaborate with property owners to redevelop the property on the east side of North Middle Street, between Broadway and Bellevue Street. Advocate for a mixed use of retaining existing buildings where feasible and infill with a mix of apartment and condominium housing. Existing buildings fronting on Broadway should be used in place as retail/commercial at street level with housing on upper stories.
- 4: Improve public parking signage for the lot at the southwest corner of Broadway and North Middle Street, adjacent to the Lutheran Church parking lot.
- 5: Construct a new apartment building on the southeast corner of North Fountain Street and Bellevue Street.



Precedent Image: Upscale Rental Apartments



Precedent Image: Stormwater Management Improvements in Parking Lot



Precedent Image: Mixed Use Residential/Commercial

FOCUS AREA PLAN 8: MARQUETTE TECH DISTRICT



- 1: Build a public parking garage fronting on Bellevue Street.
- 2: Construct a new apartment building on the north side of Bellevue Street between North Middle Street and North Fountain Street.
- 3: Redevelop the property on the east side of North Middle Street between Broadway and Bellevue Street into a mixed-use residential property.
- 4: Improve public parking signage for the lot at the southwest corner of Broadway and North Middle Street.
- 5: Construct a new apartment building on the southeast corner of North Fountain Street and Bellevue Street.

THRESHOLD PROJECTS

The Strategic Plan Update has been identified as a 10 year vision to guide future development of Downtown Cape Girardeau. The various proposed improvements will take time to implement, based on collaboration efforts and funding resources. Many of the proposed ideas, such as more housing and commercial land uses, are based on market demand. Such elements of the Strategic Plan will take extensive collaboration and potentially incentives to attract private market investments. As such, many proposed projects may take 1-5 years or more to be implemented and bring positive change to downtown.

While the Strategic Plan Update will take years to implement, quick “Threshold” projects were recognized during the planning process. Threshold projects are meant to be implemented within 1-3 years, offering positive change for downtown. These projects also show a commitment to the Strategic Plan and continued investment in Downtown Cape Girardeau. Threshold projects which have been recognized for the plan are listed below:

- 1: Establish a Land Clearance Redevelopment Authority – A public authority which can offer incentives for development and engage in acquiring and preparing real estate for future development.
- 2: Create a sustainable long term plan for the Old Town Cape Riverfront Market – The market has an existing lot on South Spanish Street, just north of Merriwether Street. Enhancing the market with a pavilion structure with electric service, restrooms and storage would allow for better service and operations. The pavilion structure(s) will also greatly add to the market identity.
- 3: Build gateways for downtown at North Pacific Street and Broadway and at South Sprigg Street and William Street. Develop design of the gateways to define the downtown boundaries, identity and visitor experience.
- 4: Create a portable Welcome Pavilion for the riverfront. Create the design and program of portable pavilions to be placed on the riverfront. Operational resources need to be identified and confirmed, along with the regulations of a portable structure on the river side of the flood wall.
- 5: Revised parking/linear garden on North Spanish Street, near Common Pleas Courthouse. The revised parking on North Spanish Street would help alleviate the some of the parking need for downtown. A linear garden, landscaping and retaining wall would also enhance the aesthetics of the street and courthouse lawn.



Precedent Image: Gateway Signage



Precedent Image: Enhanced Market Programming



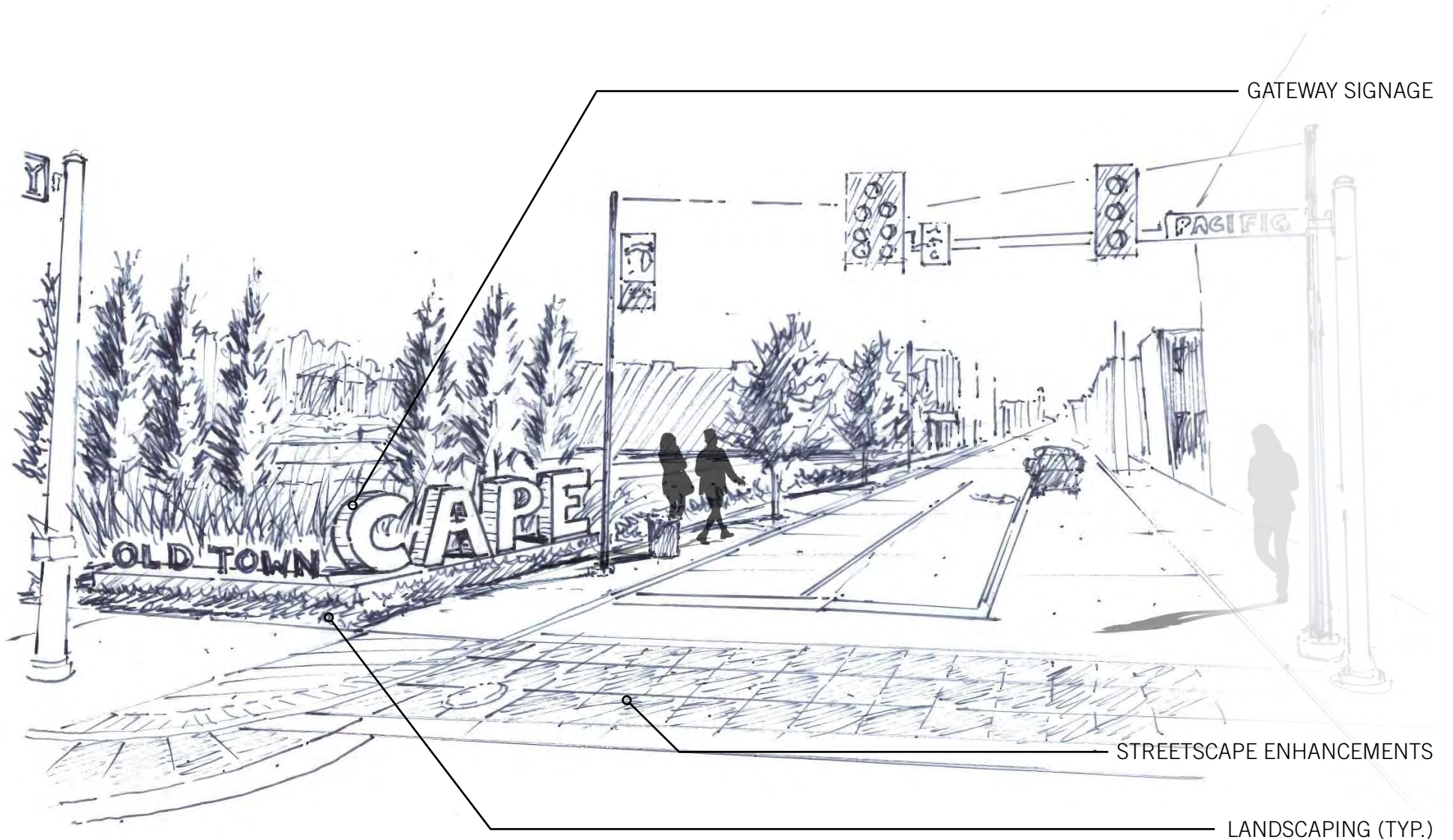
Precedent Image: Portable Welcome Pavilion

THRESHOLD PROJECTS: GATEWAY SIGNAGE



View of the existing conditions at the intersection of Broadway and North Pacific Street. (View to the east.)

THRESHOLD PROJECTS: GATEWAY SIGNAGE



View of proposed improvements at the intersection of Broadway and North Pacific Street. (View to the east.)

06 | IMPLEMENTATION



06 | IMPLEMENTATION

The many goals of the Downtown Strategic Plan Update will require numerous partnerships and initiatives to help progress the plan into implementation. While the goals of the plan vary from housing to infrastructure, implementation of the goals will occur only with assigned roles and responsibilities from the various organizations/entities in Downtown Cape Girardeau.

The goals were categorized into short term, mid-term, and long term time periods: short term would be 1-3 years; mid-term 3-5 years; and long term would be 5-10 years for implementation. The following tables are a listing of proposed goals and responsibilities which have been identified for the plan.

Threshold Projects	Lead Group	Support Group	Short-Term vs. Long-Term	Notes
1: Establish a Land Clearance Redevelopment Authority (LCRA).	City	Chamber/OTC	Short Term	Create a public authority which can offer incentives for development and also engage in property assemblage and preparation.
2: Create a sustainable long-term plan for the Old Town Cape Riverfront Market, such as a structure.	OTC	CID	Short Term	
3: Design and build gateways for downtown at North Pacific Street and Broadway and at South Sprigg Street and William Street.	City	OTC/CID/ The University	Short Term	Develop design of gateways to define downtown boundaries and identity.
4: Create portable welcome pavilions for a riverfront park.	CVB	OTC/Chamber	Short Term	Develop designs of pavilions and identify operational resources.
5: Construct a revised parking layout/linear garden on North Spanish Street on the east side of the Common Pleas Courthouse.	City	OTC/CID	Short Term	Develop design of parking and linear garden.
Focus Area 1: Good Hope/Haarig District	Lead Group	Support Group	Short-Term vs. Long-Term	Notes
1: Assemble parcels to redevelop on the south side of Good Hope Street, between South Sprigg Street and South Frederick Street into a mixed use development.	City/LCRA	OTC/Chamber	Short Term	Rehabilitate viable structures into retail/entertainment/art galleries to create an entertainment district.
2: Assemble parcels to redevelop on the north side of Morgan Oak Street, between South Sprigg Street and South Frederick Street into residential development of workforce and starter homes.	City/LCRA	Chamber/OTC	Short Term	Collaborate with property owners and developers to develop single family attached homes for workforce and starter home market.
3: Foster residential infill on the east side of South Frederick Street from Jefferson Avenue to William Street.	City	OTC	Mid-Term	Attract home builders through low interest loans and federal home loans to build new housing units in the area.

4: Improve street lighting, sidewalks, and infrastructure maintenance to foster a better sense of security in the area.	City	OTC/CID	Short Term	Invest in public infrastructure to improve the image of the area, increase sense of security, and attract new private investment.
Focus Area 2: Fountain Street	Lead Group	Support Group	Short-Term vs. Long-Term	Notes
1: Encourage redevelopment of the lumber yard property into a regional retail and commercial development.	Chamber/OTC	City	Short Term	Collaborate with property owners to study feasibility of redeveloping property.
2: Collaborate with the University to evaluate student housing needs on and off River Campus.	OTC/ The University	The University	Short Term	Identify 5-10 year need for student housing on/off River Campus.
3: Identify developer for high end attached residential on both Sides of South Fountain Street, between Good Hope Street and William Street.	City	OTC/Chamber	Short Term	Post developer RFP for single family housing on empty lots. Offer incentives for initial phase of development.
4: Foster residential infill on Good Hope Street between South Fountain Street and South Frederick Street.	OTC	City/Chamber	Mid-Term	Collaborate with property owners to develop start homes.
5: Collaborate with property owner for redevelopment of property on west side of South Middle Street, between Morgan Oak Street and Jefferson Avenue.	OTC	Chamber	Mid-Term	Collaborate with property owners to determine best use for redevelopment.
6: Collaborate with The University on need for mixed use development.	OTC	The University	Short Term	Identify University's plans to grow the River Campus.
7: Improve street lighting, sidewalks and infrastructure maintenance to foster a better sense of security in the area.	City	CID/OTC	Short Term	Install new street lights and repair infrastructure to immediately enhance perception of the area.
Focus Area 3: Common Pleas Courthouse	Lead Group	Support Group	Short-Term vs. Long-Term	Notes
1: Start Cape Girardeau Walk of Fame on sidewalk.	Chamber	City/OTC	Short Term	Start Walk of Fame program to showcase community history and be an attraction for downtown.
2: Collaborate with property owner to establish public parking on North Lorimier Street, south of alley.	City/LCRA	OTC	Mid-Term	Enhance existing parking lot for public use.

City - City of Cape Girardeau
 CID - Community Improvement District
 Chamber - Cape Girardeau Chamber of Commerce
 CVB - Cape Visitors Bureau
 OTC - Old Town Cape Inc.
 The University - Southeast Missouri State University

IMPLEMENTATION: FOCUS AREAS

Focus Area 4: Courthouse Village	Lead Group	Support Group	Short-Term vs. Long-Term	Notes
1: Collaborate with property owners of the historic building at the southwest corner of Independence Street and Frederick Street to rehabilitate the building into retail/dining use.	OTC	Chamber	Mid-Term	Identify market for retail or a restaurant to serve the courthouse market.
2: Assemble parcels to redevelop on the west side of South Frederick Street between Independence Street and Merriwether Street into multifamily residential.	LCRA	OTC	Mid-Term	Collaborate with property owners on redevelopment potential. Preserve existing bungalow housing on the block.
3: Identify opportunities to increase visibility of the Cape River Heritage Museum.	City	CVB	Short Term	Improve signage, landscape and lighting around property of museum.
4: Include bike/pedestrian facilities on future extension of South Fountain Street from William Street to Independence Street.	City	OTC	Mid-Term	Identify opportunities in final design to include sidewalks and streetscape to enhance pedestrian connectivity in the area.
5: Coordinate on future site plan for senior housing development to include sidewalks and accessible paths for better connectivity in the neighborhood.	City	OTC	Mid-Term	Promote sidewalks and off street walking trails for the pedestrian network.
6: Improve sidewalk network in area, especially on Frederick Street, Ellis Street, Themis Street, Merriwether Street and William Street.	City	OTC/CID	Short Term	Install/repair sidewalks on many blocks in the area to promote pedestrian connectivity and investment in the public sector.
Focus Area 5: Broadway and Main Street	Lead Group	Support Group	Short-Term vs. Long-Term	Notes
1: Post a RFQ to redevelop the northwest corner of Broadway and North Main Street into a mixed use development with or without a public parking garage.	City	OTC/Chamber/ CVB	Long Term	Collaborate with developer on program, design and incentive package.
2: Based on the findings of the RFQ, examine surrounding parcels for complementary development opportunities.	OTC/Chamber	City	Long Term	Coordinate with property owners to identify opportunities.
Focus Area 6: North Main Street	Lead Group	Support Group	Short-Term vs. Long-Term	Notes
1: Collaborate with casino on their needs for expansion overflow parking.	Chamber	City	Short Term	

Focus Area 6: North Main Street (Continued)	Lead Group	Support Group	Short-Term vs. Long-Term	Notes
2: Determine recreational needs which can be accommodated along narrow parcels between North Main Street and railroad tracks. Verify easements and requirements with railroads and Corps of Engineers.	City	OTC	Mid-Term	
3: Collaborate with property owners for property along North Main Street. Assemble property for redevelopment into public open space.	City/LCRA	OTC	Long Term	Assemble property to become public park land and overflow parking.
4: Collaborate with the property owner to expand public parking north of existing parking lot.	Chamber	City/OTC	Short Term	Attain rights to expand public parking lot.
5: Develop a streetscape plan for North Main Street from Broadway to casino entrance.	City	OTC	Mid-Term	Enhance visitor experience to/from north side of Downtown through streetscape improvements.
Focus Area 7: South Main Street	Lead Group	Support Group	Short-Term vs. Long-Term	Notes
1: Meet with railroad and Corps of Engineers to determine requirements around pump station, railroad tracks and flood wall. Collaborate to develop preliminary and final design of new park.	City	OTC	Mid-Term	Verify parameters of jurisdictions to establish design program for park in the area.
2: Develop capital campaign to help fund new park improvements.	City		Mid-Term	Raise funds with local companies, clubs and organizations.
3: Construct a park on South Main Street near Red House.	City		Mid-Term	Construct park for new family destination.
4: Partner with The University to conduct feasibility study for a Science Center/STEM Education facility.	OTC	Chamber	Long Term	Determine market for new destination museum with science educational program.
5: Collaborate with property owners to redevelop the property at the corner of William Street and South Main Street.	Chamber/OTC	City	Long Term	Prepare site and building for new Science Center facility.

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IMPLEMENTATION: FOCUS AREAS

Focus Area 7: South Main Street (Continued)	Lead Group	Support Group	Short-Term vs. Long-Term	Notes
6: Develop final design plans and construct Science Center destination.	The University		Long Term	Construction of Science Center facility to become a regional destination.
7: Develop a landscape enhancement plan for the south public parking lot (Hutson's Lot).	City	OTC	Mid-Term	Define parking lot and enhance identity and user experience with landscaping.
Focus Area 8: Marquette Tech District	Lead Group	Support Group	Start Date	Notes
1: Collaborate with property owners fronting on the south side of Bellevue Street between North Middle Street and North Fountain Street to develop public parking for workers/visitors.	OTC/Chamber	City	Short Term	
2: Collaborate with property owners fronting on the north side of Bellevue Street between North Middle Street and North Fountain Street to redevelop into loft apartments for growing tech district.	OTC/Chamber	City	Mid-Term	
3: Collaborate with property owners to redevelop the property on east side of North Middle Street, between Bellevue Street and Broadway.	OTC/Chamber	City	Short Term	
4: Improve public parking signage for the public lot at the southwest corner of Broadway and North Middle Street.	City	OTC	Short Term	Better define public parking- in lot and area.

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