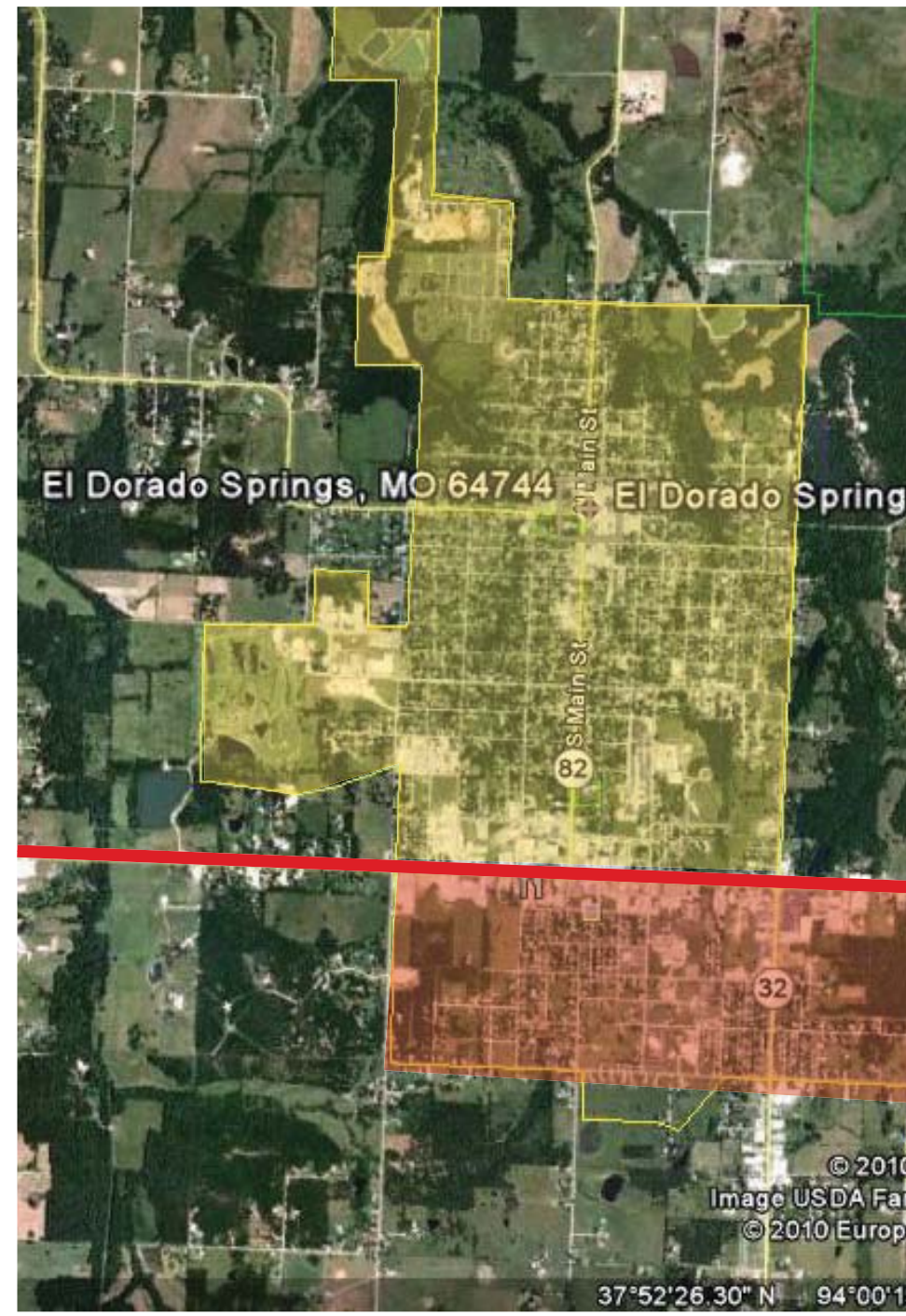


Osceola

place making

El Dorado Springs

As our team explored El Dorado Springs, we noticed that the town had a city center (shown here in yellow) that had many similarities to Osceola's downtown. Beyond the downtown however, there was a second side to the town. This part of the town (shown in red) is the heart of El Dorado Springs. As you can see on the map, the town moved from the original city center to the main highway in order to survive.



Peninsula Town Center

The Peninsula Town center was a business district that began to fall apart in the early 2000s. The vacancy rate was nearly 30% and the traffic flow to the area was steadily declining. The city decided to rejuvenate the town center with a vertical mixed use district that would have shopping and retail at street level with office space and apartments above. The project restarted the entire area and has since taken off. The occupancy rate is nearly 100% and revenue is back where it once was.



Peninsula Town Center

Astoria River walk

Astoria was a town living in the shadow of the Sante Fe Railroad. The railroad owned most of the land along the Columbia River which was prime real estate for the town. In 1996, the railroad moved and the town was able to finally use the land along the riverfront. They undertook a river walk project that transformed the town into a booming profit center for the town. The river walk includes a hotel, restaurants, shops, and several walking paths all along the beautiful river.



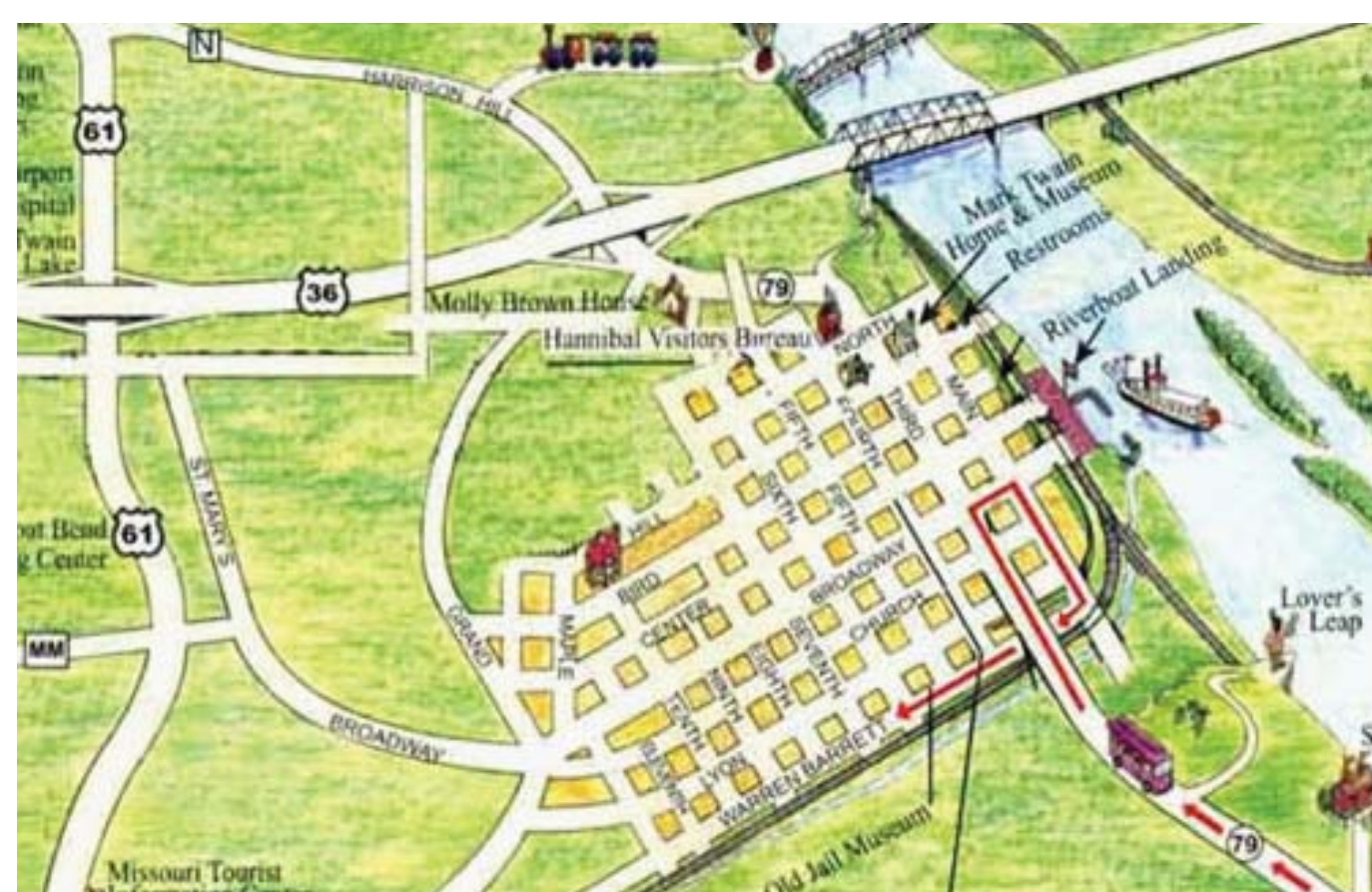
Astoria River walk



Hannibal, Missouri

Hannibal, Missouri

The town of Hannibal, Missouri is one that uses its heritage and powerful historical background as an identity giving it an extremely successful tourist industry. They have refurbished many of the old historic buildings and turned them into museums for the public. Located on the river, they have a riverboat that offers rides to eager tourists. Hannibal creates a sense of place with its history and they have found a way to market it.



Key Points

- Look at reconnecting the city center with the Osage River.
- Connecting the city and Highway 13.
- Establishing a presence on Highway 13.
- Connecting people with the towns history.
- Utilizing the river frontage.
- Creating an sense of place when entering the town.
- Explore ways to establish a strong sense of identity.

