

The following is a draft version of the Midtown/Plaza Area Plan. The document contains draft language, maps and preliminary formatting and may be modified following a public comment period or after a consensus is achieved.

Draft 3/27/2015

MIDTOWN / PLAZA AREA PLAN

Draft 3/27/15

KANSAS CITY, MISSOURI



Approved by the City Planning Commission on ?????? ??, 2015
Approved by the City Council on ????? ??, 2015
by Resolution Number ?????

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INTRODUCTION

PURPOSE OF AN AREA PLAN

Kansas City, Missouri is divided into 18 geographic areas for which area plans are being prepared (see area map below). Area plans recommend strategies to help realize a community's long term vision for the future and provide a comprehensive framework to guide public decisions on land use, housing, public improvements, community development, and city services. Area plans provide both proactive strategies (phased action steps which are outcome driven) and reactive guidelines (evaluation tool to guide future decision making). These plans are used by the City and the Community alike and become an element of the City's Comprehensive Plan. Area plans are guided by a range of Citywide planning documents including the FOCUS Kansas City Plan (the City's comprehensive plan), the Trails KC Plan, and others. The area plan applies the broad citywide policies from these documents to a smaller area of the city, typically at a higher level of detail. Area plans sometimes recommend amendments to these upper level plans, but generally try to work within their policy framework.

COMPANION PRODUCTS

DATA BOOK

The Data Book is a collection of background and supporting information for the development of the Midtown / Plaza Area Plan. The Data Book provides the following:

- Relevant facts, trends and key issues that serve as a foundation for recommendations
- Information about past, on-going and planned initiatives in the Plan Area
- A preliminary list of planning issues to be addressed in the plan

RESIDENT SURVEY

To ensure that input from a broad audience of residents was considered during the planning process, a statistically significant survey was conducted of area residents. The purpose of the survey was to provide a statistically valid measurement of the opinions and needs of residents. The results established direction for plan recommendations, provided balanced input on the opinions and needs of residents in all neighborhoods, and helped determine priorities for the plan. Below are some key findings of the survey and other findings are located throughout the Plan to support recommendations.

- 86% of households thought their neighborhood was pedestrian friendly
- 81% of households support commuter transit services in the Midtown / Plaza area
- 94% of households thought it was very or somewhat important to preserve historic buildings and heritage of the Midtown / Plaza Area
- 89% of households thought it was very or somewhat important to establish design guidelines for new development and redevelopment in their neighborhood, so development is compatible with the current character of their neighborhood
- Based on the sum of their top five choices, the issues that households indicated are most important include: vacant building maintenance/renovation/security/demolition (49%), additional police presence/patrols (49%), sidewalk maintenance (45%), vacant lot maintenance/upkeep/reuse (38%), access to fresh fruits and vegetables (38%) and enhanced streetscapes (37%).

BUSINESS SURVEY

To ensure that input from area businesses was considered during the planning process, a statistically significant survey was conducted of area businesses. At the same time, the same survey was conducted for the Economic Development Corporation of businesses Citywide. The purpose of the survey was to identify the importance of various issues to businesses, to identify where needs are not being met, and to identify expansion/retention plans of businesses in the future. Below are some key findings of the survey and other findings are located throughout the Plan to support recommendations.

- Businesses were asked to choose from a list of 32 the issues that were the most important to their decision to stay in their current location. The top three issues were: overall perception of the area, physical appearance of the area, and safety/security.
- With the same 32 issues, businesses were asked if their needs were being met in Kansas City. The greatest gap between the order of importance and needs being met were with:
 - Overall perception of the area – 1st in importance – 22nd at being met
 - Physical appearance of the area – 2nd in importance – 27th at being met
 - Safety/security – 3rd in importance – 28th at being met

AREA OVERVIEW & AREA PLAN PROCESS

PLANNING AREA LOCATION

The Midtown / Plaza Planning Area is located south of the Greater Downtown area and is part of Kansas City's urban core. The exact boundaries are 31st Street on the north, 55th Street on the south, State Line on the west, and Paseo Boulevard on the east. The Midtown / Plaza planning area encompasses many historic neighborhoods and areas, starting with Midtown on the north end and moving south through Westport, the Plaza and finally the Country Club District. See the vicinity map for the general location within the City.

AREA HISTORY

The Midtown / Plaza planning area encompasses many historic neighborhoods and areas, starting with Midtown on the north end and moving south through Westport, the Plaza and finally the Country Club District. The development of this area south of Union Station relates to the development of transportation technologies. The advent of street car lines spread both residential and commercial development south along major commercial corridors.

The 1890s and 1900s were some of the most active and prosperous decades for real estate development in Kansas City. With the annexation of Westport in 1897, suburban development boomed. Residents began moving east and south into areas around Westport such as Roanoke, Volker, West Plaza, Coleman Highlands, Greystone, Valentine, Old Hyde Park, Squier Park, Manheim, Hyde Park, and the exclusive Janssen Place. Early residents of these areas included many of our "City Fathers," such as Henry Van Brunt, Fred Harvey, Nat Milgrim, and Kirkland and Charles Armour.

The 1893 Report of the Board of Park and Boulevard Commissioners of Kansas City, Missouri which outlined George E. Kessler's bold vision for a park and boulevard system in Kansas City had a significant influence on the development of the planning area. The entire parks and boulevards system and its effect on city development is representative of the American "City Beautiful" movement. Ward Parkway, Linwood Blvd, Armour Blvd, J C Nichols Parkway, Rockhill Rd, Gillham Rd, and the Paseo are some of the most significant

works of Kessler and the landscape architectural firm Hare & Hare. William Rockhill Nelson, whose home was on the site of the Nelson-Atkins, was an ardent supporter of the parks and boulevards. His development of the Rockhill neighborhood reflected those ideals of a natural setting for people to live.

These ideals were also part of the development of the Country Club District, developed by Jesse Clyde Nichols, Sr. In 1907, Nichols bought 10 acres at 51st Street and Grand Avenue, where he built houses and a small shopping center. As early as 1912, he began to formulate plans for a more comprehensive business district in nearby Brush Creek valley. This would not only provide shops and services for the homes he was building on Sunset Hill and in Crestwood, but would act as a buffer between them and the business sector of the city. Nichols named the district for the exclusive golf and country club that was then located at 55th Street and Wornall Road, now the site of Loose Park. Construction began on the Plaza in 1922. These developments broke from the grid pattern and used curvilinear streets and islands with artwork to enhance the character of the neighborhood. This area also reflects some of the best examples of early twentieth century revival styles in the city. The neighborhoods were the forerunners to the numerous Nichols developments throughout the metropolitan area.

Following disinvestment in single family homes and the encouragement of multifamily construction and conversions in the area in the 1950s and 1960s, an interest in preserving the historic character defining homes and buildings of this area emerged. People began working on restoring and converting previously divided homes back in to single family dwellings. Many neighborhoods began seeking historic designation to officially recognize the unique character of these areas, including Rockhill Historic District (1975), Janssen Place (1976), Hyde Park (1980), Armour Boulevard (1983), Ambassador Hotel (1983), South Side (1983), Country Side (1984), Roanoke (1985), Greystone (1994), Crestwood (1998), Old Hyde Park (2004), Coleman Highlands (1996), South Hyde Park (2007), and Squier Park (2012). Today, the efforts of the residents and businesses have made the area a unique and vibrant place to live and work.

AREA DESCRIPTION

Overall, the Midtown / Plaza area benefits from historic neighborhoods, a diverse population, the presence of significant institutions, and a number of vibrant commercial districts. Major challenges include redevelopment pressures, crime, the status of the Kansas City School District, and maintenance of public infrastructure.

The Midtown / Plaza area has a lower median income than the Citywide average, is younger, more highly educated, has a lower household size, lower home ownership rate, and a large percent of residents who have jobs in the managerial and professional fields. This suggests that the area has a higher percentage of mobile, young professionals that move out of the area when they get older and are replaced by a new generation every few years.

The Midtown / Plaza area housing stock is older than the citywide average, the majority of area housing has held its value, and Midtown / Plaza is a sought after location for urban home ownership and rental units. The area is full of historic charm and character, as reflected in the high number of registered historic districts and properties. Yet affordable rental housing is still available in close proximity to many of the City's most recognized destinations.

Building permit data indicates that reinvestment in the area is strong. In fact, in the past ten years, over \$2.6 billion of development projects has made this area one of the most active in the city, in terms of economic development.

Whether by automobile, bus, bike, or foot residents, employees, and visitors to the Midtown / Plaza area have a variety of mobility options. But, there are major infrastructure issues within the Planning Area. Many of the needed infrastructure improvements (drainage, streets, sidewalks, parks, etc.) compete citywide for limited funds. And a challenge with any improvement in the area is working within and respecting the context of the existing built environment.

Although crime rates are slightly higher than the Citywide average, they have dropped significantly over the past 20 years.

Midtown / Plaza is home to a majority of the City's most well know destinations including: the Roanoke industrial area, Metropolitan Community College - Penn Valley Campus, Roanoke Park, Gillham Park, Westport District, St. Luke's Hospital, Mill Creek Park, Kemper Museum of Contemporary Art, Kansas City Art Institute, The Nelson-Atkins Museum of Art, Theis Park, Country Club Plaza, Kauffman Foundation, Anita B Gorman Discovery Center, Rockhurst University, University of Missouri - Kansas City, Stowers Institute for Medical Research, MRI Global, Trolley Track Trail, Loose Park, and Brush Creek.

PLANNING PROCESS OVERVIEW

In order to be successful, an area plan must address the community's primary issues. Therefore, public participation was essential in preparing the Midtown / Plaza Area Plan. The vision, goals, guiding principles, and final recommendations in the plan are all the result of an extensive, inclusive and transparent public process to identify and address the areas challenges and opportunities. The planning process included interaction with area residents and stakeholders utilizing:

- Mayor-appointed Steering Committee composed of residents, neighborhood leaders, property owners, institutions and businesses. The committee was utilized to articulate the overall direction and review principles and concepts throughout the planning process.
- Plaza Workgroup composed of Steering Committee members and committee members that were selected to review, update, and integrate the Plaza Urban Design and Development Plan into the Midtown/Plaza Area Plan.
- Technical Committee composed of representatives of City departments and other agencies provided technical expertise and guidance on a range of issues.
- Interactive Public Meetings, as well as additional meetings and presentations with individual neighborhood groups, institutional partners and other area stakeholders.
- MindMixer Web Site (www.plankcmo.com), which provided an online town hall meeting forum where residents and stakeholders could post ideas, respond to their ideas and provide feedback on key concepts throughout the planning process.
- Statistically significant survey of 497 area residents with a level of confidence at 95% and margin of error of 4.4%, to determine the economic, environmental, housing, and infrastructure needs of area residents.
- Statistically significant survey of 228 area business to identify the importance of various issues to businesses, to identify where needs are not being met, and to identify expansion/retention plans of businesses in the future.

SUB AREA PURPOSE AND BOUNDARIES

In order to meet the needs of area stakeholders and receive the necessary feedback, following the initial introductory public meeting, public meetings were held by “Sub Areas.” The areas are shown in the sub areas map (the Plaza Sub Area was originally split north and south of Brush Creek). To better address localized issues, the Land Use and Development Chapter is organized by sub area. The remainder of the chapters address the Midtown / Plaza area, as a whole, to better address how those chapters function as systems.

NORTH WEST SUB AREA - 31ST STREET TO 43RD STREET, STATE LINE TO SOUTHWEST TRAFFICWAY

The North West Sub Area is predominately a residential area. It is also home to an industrial district along Roanoke Road off of 31st Street, Roanoke Park, and commercial corridors along 39th Street and 43rd Street. Originally a neighborhood serving corridor, 39th Street within this area has become a “restaurant row” destination as which is supplemented with unique retail. The character of 39th Street, with its smaller scale unique buildings, narrow streets, on street parking, and walkability all contribute to making it a special place within the City. Southwest Trafficway is the eastern boundary of this sub area, while it moves a great number of vehicles, the way the roadway currently functions it is viewed by some as disjointing the neighborhoods on either side. More information on this sub area is located in the Land Use & Development Chapter on Pg. ?.

NORTH CENTRAL SUB AREA - 31ST STREET TO 43RD STREET, SOUTHWEST TRAFFICWAY TO GILLHAM RD

The North Central Sub Area offers perhaps the greatest diversity of land uses of any of the other sub areas. Residential is certainly a predominant land use, but Broadway Boulevard and Main Street are two very active commercial / mixed-use corridors. In addition, the Westport District and Midtown Market Place, while very different, are commercial destinations. More information on this sub area is located in the Land Use & Development Chapter on Pg. ?.

NORTH EAST SUB AREA - 31ST STREET TO 43RD STREET, GILLHAM RD TO PASEO BOULEVARD

The North East Sub Area is predominately a residential area. The 31st Street, Linwood Blvd, and Troost Corridors are commercial corridors within the area, that could be enhanced and benefit from reinvestment. Armour Boulevard in this and the North Central Sub Area has seen significant reinvestment in multi-family housing over the past few years. There is a strong desire to see this reinvestment continue and spread further within the sub area. More information on this sub area is located in the Land Use & Development Chapter on Pg. ?.

PLAZA SUB AREA - 43RD STREET TO 55TH STREET, STATE LINE TO PASEO BOULEVARD

The Plaza Sub Area home to some of the City’s most recognized destinations. Ensuring these destinations thrive within the area while also preserving historical assets and balancing the needs of area residents is an ongoing effort. In an effort to conserve the outstanding amenities of the Plaza Sub Area while accommodating growth and change, considerable analysis went into incorporating the original *Plaza Urban Design and Development Plan* into this Plan. More information can be found in the Land use & Development Chapter on Pg. ?.

OTHER PLANS TO REFERENCE

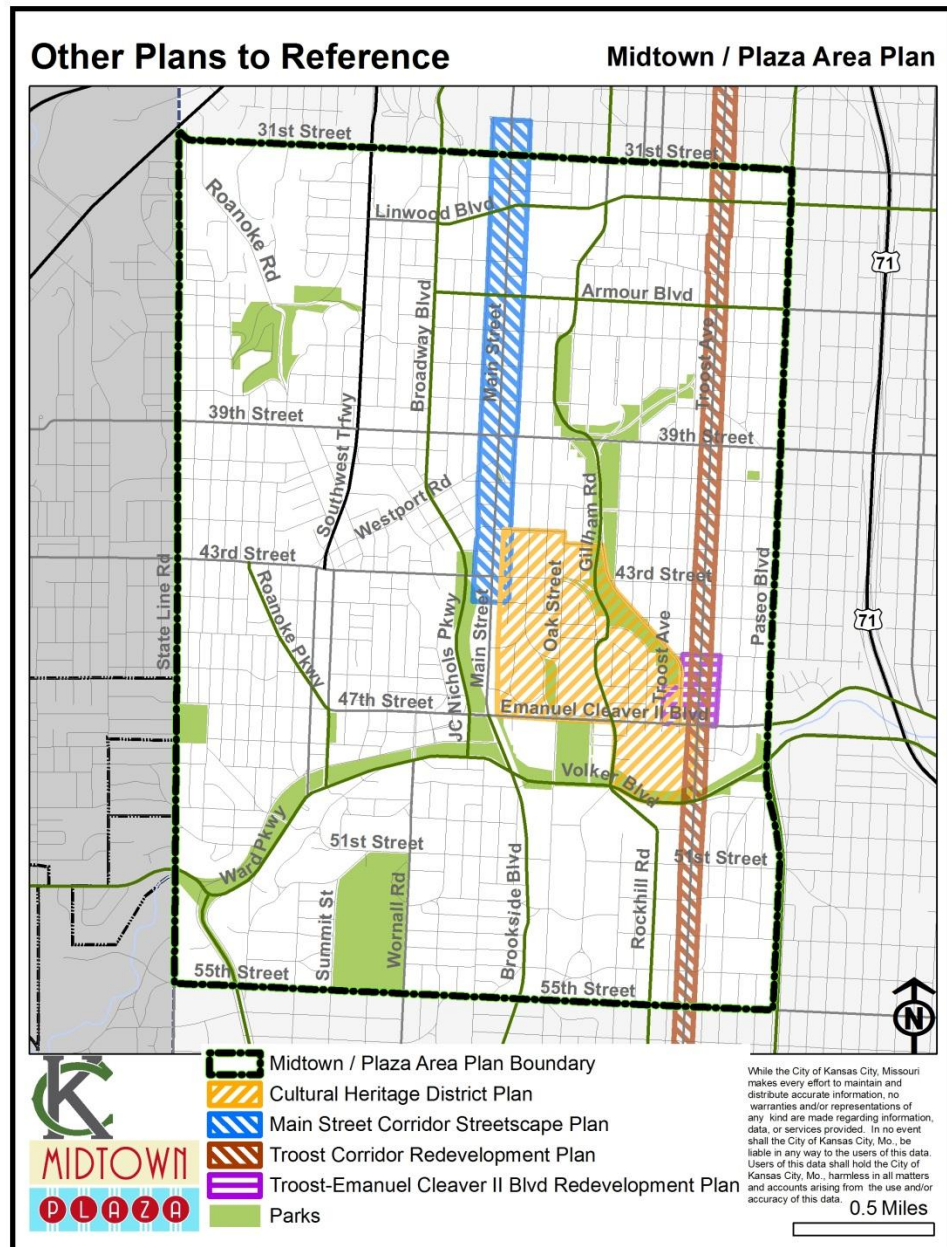
The Midtown / Plaza area had numerous plans in place that provided a framework to guide the Midtown / Plaza planning process. Many were older and in need of an update while others are recent. The Midtown / Plaza Area Plan integrates this previous planning and updated strategies and recommendations where needed. The following plans (or portions of them) are within the Midtown / Plaza area and are replaced with the adoption of the Midtown / Plaza Area Plan:

- Plaza - Westport Neighborhood Plan (2004)
- Main Street Corridor Land Use & Development Plan (2003)
- Troost Corridor Action Plan (2004)
- Troostwood Neighborhood Plan (1999)
- Brush Creek Corridor Land Use & Development Plan (1999)
- Troost Corridor Plan (1998)
- Plaza Urban Design & Development Plan (1989)
- South Volker Neighborhood Plan (1989)
- South Central Area Plan (1980)
- Country Club Area Plan (1980)
- Oak Park South Area Plan (1977)
- Oak Park North Area Plan (1976)
- Westport Planning Area Plan (1972)

Other Plans provide a greater level of specificity than the Area Plan and are still valid plans. Therefore, they are not replaced with the Midtown / Plaza Area Plan, and stakeholders should reference these plans (where relevant, as shown in Figure 2.1 the Other Plans to Reference map). These plans are:

- Cultural Heritage District Plan (2012) – General goals and development principles are established for the district, and specific recommendations are made for the following properties:
 - 4347 Oak Street
 - 400-510 East 45th Street
 - 4520 Kenwood Avenue
- Main Street Streetscape Plan (2008) – Establishes streetscape concepts for the corridor, phasing/priorities, funding opportunities, action steps, and a summary cost opinion.
- Troost Corridor Redevelopment Plan (2014) – Strategic redevelopment and implementation framework for the corridor and a blueprint for implementation of two financially feasible catalytic redevelopment projects at Armour Boulevard & Troost Avenue and 63rd Street and Troost Avenue.
- Troost-Emanuel Cleaver II Boulevard Redevelopment & Implementation Plan (2015) - Recommendations on the Development Program, Development Character, Uses, Parking, and Projected Development Costs are made for the following sub areas:

- West side of Troost between Brush Creek Blvd & 45th Street
- East side of Troost at 45th Street (south side)
- Art Gallery Apartments between Harrison & Campbell Streets
- Southwest Quadrant of Troost and Brush Creek Boulevard
- Southeast Quadrant of Troost Brush Creek Boulevard



VISION FOR THE AREA, GOALS & GUIDING PRINCIPLES

PLAN ORGANIZATION

Just as there is a hierarchy of plans in the City there is a hierarchy of policies within the area plan. The Plan's Vision statement is a broad, high level policy statement. It is intended to communicate an overarching intent for the Plan as well as describe a future outcome for the Midtown / Plaza area which is used to guide all of the plans recommendations and strategies.

This Vision is further refined by Goals (see page x) and the Goals are further refined in Guiding Principles for each chapter.

Each chapter begins with the Goals and a description of how it relates to each of the Guiding Principles. Specific recommendations are then made for each Guiding Principle.

Collectively, the recommendations are designed to help realize the Vision. As Plan implementation progresses there may be additional projects and opportunities that emerge which support the Vision that are not listed within this Plan. These projects should be evaluated against the Vision, Plan Goals, Guiding Principles, and the decision making criteria.

VISION STATEMENT

The Midtown/Plaza Area is a vibrant urban community where neighborhoods, businesses, and institutions reinforce one another. The character and identity of the area creates a special sense of community that attracts lifelong residents. As the area evolves, respect is given to its historic development pattern and the safe, connected, diverse, and sustainable environment is enhanced.

GOALS

The Plan Goals support the Vision Statement of the plan and are the core action components of the Plan. Like the Vision Statement, these Goals are derived from and shaped by community stakeholder input and vetted through the planning process. The Goals for the Midtown / Plaza area are:

- Provide integrated modes of transportation (transit, bicycle, pedestrian, automobile, etc.) to get people from one place to another within and throughout the plan area.
- Encourage strong neighborhood identities, personalities, and character while increasing quality housing choices for all stages of life and income levels.
- Strengthen an urban development pattern with appropriate density, physical layout, and infrastructure, that integrates the diversity of uses found throughout the plan area.
- Support and invest in the existing commercial nodes, while fostering an environment that attracts and retains quality businesses.
- Preserve, enhance, and invest in the area's regional destinations.

GUIDING PRINCIPLES

The Guiding Principles support the Vision Statement and Goals of the plan and are specific to each chapter of the Plan. These principles are also derived from and shaped by community stakeholder input and vetted through the planning process. The Guiding Principles for the Midtown / Plaza area are:

LAND USE AND DEVELOPMENT

GUIDING PRINCIPLES

1. Reinforce and embrace an urban development pattern.
2. Respect appropriate, established land uses and prevent encroachment.
3. Respect the scale and character of adjacent development with commercial infill development / redevelopment.
4. Encourage the preservation and adaptive reuse of historic buildings.
5. Ensure adequate infrastructure is provided to enable development /redevelopment within the area.
6. Implement sustainable, green infrastructure solutions to achieve multiple benefits.
7. Ensure open, clear, upfront communication.

CHAPTER ORGANIZATION

The Land Use and Development chapter, starting on page ??, provides a framework for the future development of the Midtown / Plaza area. The Recommended Land Use Map establishes a recommended future land use pattern. The Development Form map creates a framework for the appearance and site layout of future development.

TRANSPORTATION

GUIDING PRINCIPLES

1. Improve overall transportation system connectivity.
2. Provide an environment where people want to walk.
3. Provide safe, convenient routes for bicyclists.
4. Make sure all have access to transit and understand how to use the system.
5. Ensure cars can conveniently move within and through the area.

CHAPTER ORGANIZATION

The Transportation chapter, starting on page ??, provides recommendations to guide the development of a multi-modal transportation system in the Midtown / Plaza area, including roads, walkability, biking and transit.

HOUSING AND NEIGHBORHOODS

GUIDING PRINCIPLES

1. Promote diverse housing options.
2. Encourage residential infill with compatible scale and character.
3. Target strategic areas for Assistance.

The Housing and Neighborhoods chapter, starting on page ??, contains a 3 part strategy framework for the revitalization of Midtown / Plaza area neighborhoods: Stabilize, Revitalize and Maintain. Stabilization strategies are centered on establishing necessary policies and building capacity required to implement future initiatives. Revitalization strategies begin to implement redevelopment efforts (implementing tools and policies established in Stabilize phase). Maintenance strategies focus on sustaining momentum of revitalization initiatives.

ECONOMIC DEVELOPMENT

GUIDING PRINCIPLES

1. Provide an environment that attracts and retains businesses and customers to the area.
2. Target strategic areas for redevelopment.
3. Provide an environment that stimulates start-up business success.
4. Increase awareness of business assistance programs offered by the City and Economic Development Corporation (EDC).

CHAPTER ORGANIZATION

This Economic Development Chapter contains economic strategies and presents a framework for priorities that support the plan's guiding principles and area goals and are intended to support the framework of the Advance KC citywide strategy, the City's policy document for economic development in Kansas City, Missouri.

Land Use and Development

Chapter Organization

The Midtown / Plaza Area Plan Recommended Land Use Map and Development Form Guidelines work together to shape future development. The Recommended Land Use Map identifies the specific land use types and densities for a location while the Development Form Guidelines describe how the built environment should look, feel and function (independent of the type of use). The Recommended Land Use Map and the Development Form recommendations should be used together to evaluate future development proposals and to guide future rezoning changes.

The area is broken into four sub areas that are evaluated at the area plan level:

- **PLAZA SUB AREA** – (43RD STREET TO 55TH STREET, STATE LINE TO PASEO BOULEVARD)
- **NORTH WEST SUB AREA** – (31ST STREET TO 43RD STREET, STATE LINE TO SOUTHWEST TRAFFICWAY)
- **NORTH CENTRAL SUB AREA** – (31ST STREET TO 43RD STREET, SOUTHWEST TRAFFICWAY TO GILLHAM RD)
- **NORTH EAST SUB AREA** – (31ST STREET TO 43RD STREET, GILLHAM RD TO PASEO BOULEVARD)

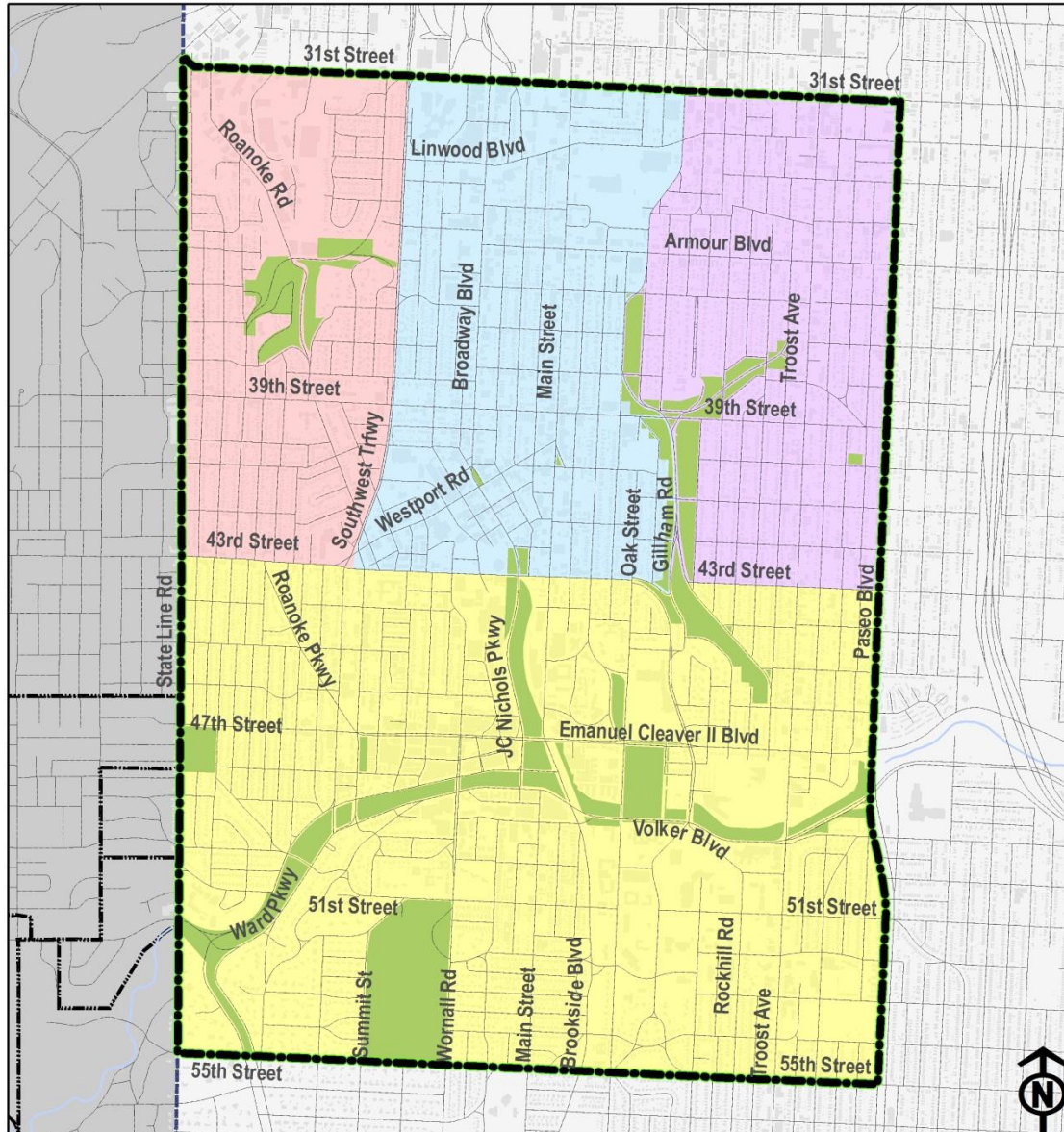
The standard Land Use and Development Chapter makes recommendations that provide guidance related to the location of specific land use types and densities in its Future Development Map and how the built environment should look, feel, and function in its Development Form Guidelines. This methodology will be carried forward in each of the sub area within this plan.

An exception is made in the Plaza Sub Area, which coincides with the Boundaries of the **Plaza Urban Design and Development Plan**. During the planning process, there was concern by the community that since the **Plaza Urban Design and Development Plan** will no longer exist as a stand-alone document, its recommendations which are more specific than an area plan, would be lost. After consideration, it was determined that due to their historic use, the **Midtown / Plaza Area Plan** will retain the following additional tools within the Plaza Sub Area:

- **The Bowl Concept** – Building Height Recommendations in relation to the Country Club Plaza
- **Planning Recommendations Map** – A map that references whether the plan supports development within specific areas of the Plaza Sub Area
- **Supplemental Development Recommendations** – Delineated “sub areas” where guidance is provided in areas that were determined to need an additional level of specificity related to future development.

Sub Areas

Midtown / Plaza Area Plan



- North West Sub Area
- North Central Sub Area
- North East Sub Area
- Plaza Sub Area
- Midtown / Plaza Area Plan Boundary
- Park

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Draft 3/27/2015

Relationship to Land Use Plan and Goals

The principles, recommendations and strategies in the land use chapter support each of the plan's goals as shown below.

Provide integrated modes of transportation (transit, bicycle, pedestrian, automobile, etc.) to get people from one place to another within and throughout the plan area

The development pattern and transportation infrastructure within the Midtown / Plaza are is advantageous to pedestrian, bicyclist, driver, or transit users, allowing them to meet their daily needs. All future development and redevelopment projects must be assimilated into this system. The importance of maintaining and improving upon its integrated transportation system was identified as being important to the community in both the business and residential survey.

Encourage strong neighborhood identities, personalities, and character while increasing quality housing choices for all stages of life and income levels

The maintenance and enhancement of the areas unique neighborhoods will be achieved through appropriate land use recommendations and the use of Development Form Guidelines that will ensure new development maintains the urban fabric and strengthens the existing character of neighborhoods. Within the community survey, 64% of respondents indicated it is very important to establish guidelines for new development/redevelopment for neighborhoods.

Strengthen an urban development pattern with appropriate density, physical layout, and infrastructure, that integrates the diversity of uses found throughout the plan area

Development should maintain and reinforce the traditional urban development pattern with high lot coverage that is typically at a higher scale and intensity than other areas of the City. Street and alley closures are discouraged to maintain a connected and walkable environment and avoid the creation of large "super blocks." Street connections should be re-established whenever possible.

Support and invest in the existing areas commercial nodes, while fostering an environment that attracts and retains quality businesses

Market experts consulted during the process explained many of the areas commercial corridors are underperforming because of an abundance of commercially zoned property. There is a need to consolidate commercial uses at nodes and to encourage mixed use residential uses. New commercial zoning for retail development should be discouraged within corridors and the determining how to encourage new non-retail development and mixed use development into corridors should be an implementation priority of this plan.

Preserve, enhance, and invest in the area's regional destinations

The planning area contains many of the city's regional destinations including commercial centers, institutions, museums and universities. In addition to following the recommendations of the plan, private institutions are encouraged to work with adjoining neighborhood to create "master plans" that coordinate future expansions within the plan's policy framework.

Guiding Principles

The following principles provide the framework for the recommendations and policies that follow for the land use and development strategies in the Midtown / Plaza area. These guiding principles support and provide additional detail for the goals of the Plan.

Reinforce and embrace an urban development pattern

- Development should maintain and reinforce the existing urban fabric of the Midtown-Plaza Area.
- Development should be denser than suburban environments with a more diverse mix of buildings and uses situated on compact pedestrian scale blocks (block lengths generally no longer than 600 ft.).
- Development should be walkable and accommodate all modes of transportation and users.
- Development is supported by a dense, highly connected street grid network.

Respect appropriate, established land uses and prevent encroachment

- The recommended land use plan and development form recommendations of this plan should be followed to protect existing uses and to ensure compatibility of new development into the area's existing fabric.
- Neighborhoods should be well connected to but appropriately buffered from adjacent districts, nodes and corridors.
- Where higher intensity uses abut lower intensity uses, transitions should be provided.

- The introduction of new multi-family or non-residential development should follow recommended land use plan recommendations, which typically advocates for focusing these uses within corridors, nodes, and districts.

Respect the scale and character of adjacent development with infill development / redevelopment

- The Land Use Plan and Development Form Guidelines together are designed to ensure that new development meets a minimum standard of quality.
- It is necessary to apply these guidelines in both a reactive (to evaluate individual development proposals) and proactive way (to incorporate relevant components into the Development Code and apply new zoning tools in the area).
- New development should be consistent with the Development Guidelines (as applicable) and provide a sufficient level of architectural detail, design and constructed with good quality materials.

Encourage the preservation and adaptive reuse of historic buildings

- This plan encourages the preservation and adaptive re-use of historic buildings. Historic buildings (whether designated or not) contribute to the area identity and should be preserved and integrated into new development when feasible.
- In order to maintain the historic fabric of the area, tools such as tax incentives, overlay districts or other appropriate measures should be considered when a historic property is involved.
- The importance of preservation and adaptive reuse of historic buildings is punctuated by the results of the resident's survey, where 94% of respondents indicated that it is important to the area.

Ensure adequate infrastructure is provided to enable development / redevelopment within the area

- Due to limited resources, targeted infrastructure investments should be employed to improve area connectivity, promote economic development and provide residents with an adequate level of services throughout the planning area.
- The targeting of infrastructure improvements should involve appropriate City Departments and agencies in order to maximize efficient use of public funds.
- The support of combining infrastructure improvements with redevelopment has strong support, with 90% of respondents indicating they are supportive of such efforts.

Implement sustainable, green infrastructure solutions to achieve multiple benefits

- Redevelopment projects should integrate "green" elements and sustainable approaches to storm water management, energy efficiency, alternative energy production,

sustainable building materials (e.g. low embodied energy), and integrate transit, walking, and biking.

- Sustainable infrastructure improvements should be economically sustainable while to add value to surrounding areas, promote physical and social connections between areas and reinforce the community identity.
- Green infrastructure solutions should be designed to ensure a safe, healthy and livable community which meets the daily employment, shopping, care and educational needs of area residents.

Ensure open, clear, upfront communication

- Neighborhood, commercial and institutional representatives will continue to be well organized and involved in recommended land use issues that affect the community.
- To facilitate a community approach, a new plan implementation committee that is representative of the community will be created upon the adoption of the plan.
- The committee will be organized to increase the capacity, coordination and communication of the community.
- Future development projects should be vetted by the Midtown / Plaza Implementation Committee and the appropriate neighborhood association prior to entering into the City's approval processes. In order to determine the applicable neighborhood organization, please refer to Appendix 1, which provides a map of currently existing neighborhood organizations, along with a link to the City's Neighborhood Organization Database that is maintained by the Neighborhood and Housing Services Department.

Recommended Land Use

The Recommended Land Use Map identifies the specific land use types and densities for a location. It is intended to prevent future land use conflicts, safeguard natural resources and plan for the orderly and predictable development of the area. The plan helps to ensure that land uses and the transportation system are integrated and support each other. It is also a reflection of the community's values and aspirations for the future development of the area. The Recommended Land Use Map is a guide which does not represent a zoning document. Implementation will happen incrementally on individual sites through the development review process as well as in larger areas through the application of the proactive rezoning of property and establishment of overlay districts. Factors that were considered when determining the recommended land use include, but are not limited to (in no particular order):

- Values and Aspirations of the Community
- Market (per Market Analysis Experts)
- Resource Preservation
- Existing Land Use
- Existing Zoning
- Transportation System

The land use categories and definitions are described below and on the proceeding pages.

RESIDENTIAL LOW

Primarily intended for single family detached residential building types up to 7.2 units per acre. This land use classification corresponds with the “R-6,” “R-7.5,” and “R-10” zoning categories within the zoning ordinance.

RESIDENTIAL LOW-MEDIUM

Intended for single family detached, semi-attached, and two-unit building types with similar lot sizes, heights, and exterior appearance as the Residential Low Density land use category.

RESIDENTIAL MEDIUM

Intended for a variety of single family, semi-attached, townhome and two-unit building types that allow up to 8.7 units per acre. This land use classification corresponds with the “R5” zoning category within the zoning ordinance.

RESIDENTIAL MEDIUM-HIGH

Intended for single family, townhome, two-unit houses, and multi-unit houses (3 to 8 dwelling units) up to 17.4 units per acre. This land use classification corresponds with the “R-2.5” zoning category within the zoning ordinance.

RESIDENTIAL HIGH

Intended for single-family, townhome, two-unit houses, multi-unit houses, multiplexes, and multi-unit buildings up to 29 units per acre. This land use classification corresponds with the “R-1.5” zoning category within the zoning ordinance.

RESIDENTIAL URBAN

Intended for the highest density developments, up to 145 units per acre. This land use classification corresponds with the “R-0.3” and “R-0.5” zoning categories within the zoning ordinance.

MIXED USE NEIGHBORHOOD

Primarily intended to accommodate and promote neighborhood serving retail sales or service uses, as well as mixed-use development consisting of business uses on a building’s lower floors and residential uses on upper floors. This type of vertical, mixed-use development that includes a variety of business and residential choices should enhance the pedestrian environment of the community. Encouraging residential development in mixed-use areas provides increased housing choice and promotes higher density housing. This land use classification corresponds with the “B1” zoning category within the zoning ordinance.

MIXED USE COMMUNITY

Primarily intended to accommodate and promote a variety of community-serving retail sales or service uses generally of a higher intensity and larger scale than what is allowed in Mixed Use Neighborhood areas. This category should include a mix of business and residential uses designed to enhance the pedestrian environment of the community and correspond with the “B2” zoning category within the zoning ordinance.

COMMERCIAL

Primarily intended to accommodate “heavier” commercial activities and/or operations that are not found in or compatible with mixed-use neighborhood oriented environments. Included are large-scale commercial development targeted in designated areas along major arterials. This

land use classification corresponds with the “B3” and “B4” zoning category within the zoning ordinance.

OFFICE

Primarily intended to accommodate professional, administrative and corporate office uses (uses that require a large public interface should be reserved for commercial and mixed-use areas).

OFFICE/RESIDENTIAL

Primarily intended for office and/or residential development. These areas are intended to promote flexible infill development of office buildings, multi-family residential buildings, or live-work units.

INSTITUTIONAL

Areas designated as Institutional include a variety of public and quasi-public uses and facilities including but not limited to: schools, churches, and public facilities that are government owned. Institutional uses are allowed in a variety of zoning categories, depending on their specific use and intensity.

LIGHT INDUSTRIAL

Primarily intended for industrial uses that might include light manufacturing, warehousing, wholesale storage, distribution centers, office parks and will allow on-site customers and other less intensive industrial uses. These areas are intended to promote the economic viability of industrial uses; encourage employment growth; and limit the encroachment of unplanned residential and other non-industrial development into industrial areas. This land use classification corresponds with the “M1” zoning category within the zoning ordinance.

PARKS

Public or private land reserved for parks and parkways that is intended to accommodate active and passive parklands, trails, recreational uses, or any other lands reserved for permanent park or recreation purposes.

SPECIAL TRANSIT CORRIDOR

A dedicated public corridor intended to accommodate transit and trail users.

OPEN SPACE/BUFFER

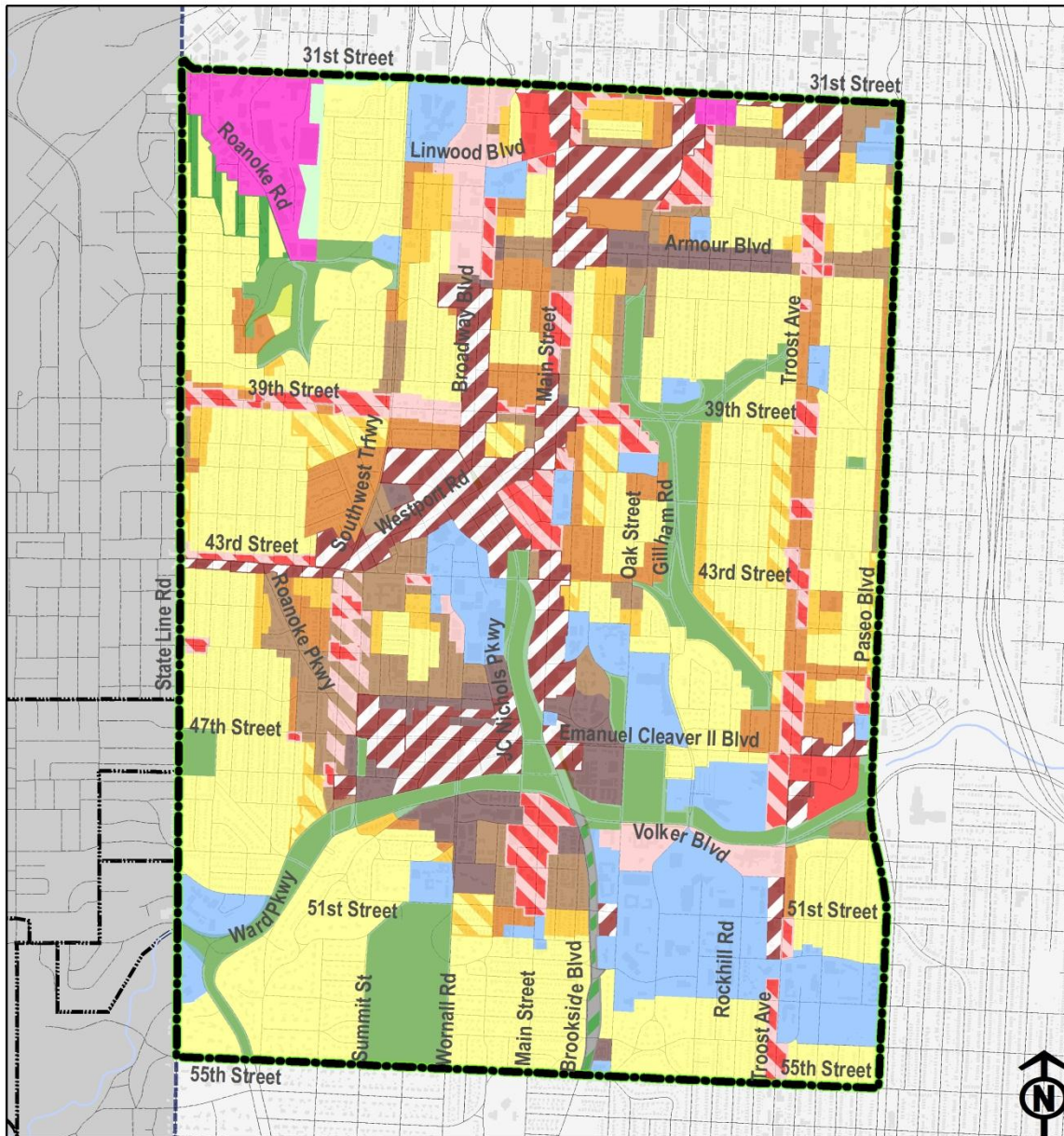
Consists of private or public lands that are in some way either temporarily or permanently reserved from development, including lands unsuitable for development. This includes but is not limited to creeks and stream buffers, floodplains, woodlands, severe slopes, and buffer zones around natural resources (areas difficult for development due to topography, hydrology, aged woodlands, archaeological findings, etc.).

CONSERVATION DISTRICT

Areas intended for conservation or open space developments. Conservation Districts are intended to encourage flexibility in design standards (example: reduced lot sizes or increased density) in exchange for 60% or 30% open space preservation. These areas will provide additional open space and recreational amenities for residents, preserve environmentally sensitive resources as well as reduce stormwater runoff and water pollutants. This land use classification corresponds with the Conservation or Open Space Development option for “R” Districts within the zoning ordinance.

Recommended Land Use

Midtown / Plaza Area Plan



- | | |
|--|------------------------------------|
| Low Density Residential - Conservation Development | Mixed Use Community |
| Low Density Residential | Office |
| Low Medium Density Residential | Commercial |
| Medium Density Residential | Light Industrial |
| Medium High Density Residential | Institutional |
| High Density Residential | Park |
| Urban Density Residential | Buffer |
| Office/Residential | Special Transit Corridor |
| Mixed Use Neighborhood | Midtown / Plaza Area Plan Boundary |

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0.5 Miles

Development Form

Introduction

The Development Form Guidelines provide a framework for quality development that is consistent with the Midtown Plaza Area Plan vision, goals and objectives and the principles in the FOCUS Kansas City Plan. These guidelines should be used in conjunction with the Recommended Land Use Map (RLU) and Development Form map to provide a framework to shape future development. The RLU prescribes where specific land use types and densities should be located while the Development Form guidelines and map describe how the built environment should look, feel and function (independent of the type of use). Both the RLU and the Development Form recommendations should be used together to evaluate and guide future development proposals and zoning changes.

There are 4 types of areas that comprise the framework for the Development Form Guidelines (See Development Form Map). These areas are described below.

NEIGHBORHOODS

Areas for household living featuring primarily residential land uses, but occasionally supported by related civic or institutional uses (parks, community centers, schools). There are a variety of neighborhoods that differ primarily by: the mix of building types, the design character of buildings and public spaces; the road patterns and civic space (parks, boulevards, etc.)

CORRIDORS

Linear land use patterns typically along major roadways that quickly transition to different patterns – either at nodes or off of side streets (1/2 to 1 block depth of corridor pattern is typical). Corridors are generally Residential or Mixed-Use. Corridors are typically major roadways that connect districts, nodes, and neighborhoods featuring a greater density of commercial and/or residential uses.

NODES

A small, compact area that diverges from the surrounding patterns, but due to scale and design complements both the function and character of the area. Nodes generally serve as a center of activity but can have different intensities of use and building scale.

DISTRICTS

Regional destinations that are a distinct place – different from surrounding areas - through common activities or themes among uses, the intensity of building patterns, the design characteristics of buildings and civic spaces. Districts typically have a defined “center” and recognized edges or transitions to surrounding areas.

The Development Form Guidelines include a set of citywide guidelines that apply generally to all areas. These are supplemented by a set of development guidelines for each of the 4 area types listed above.

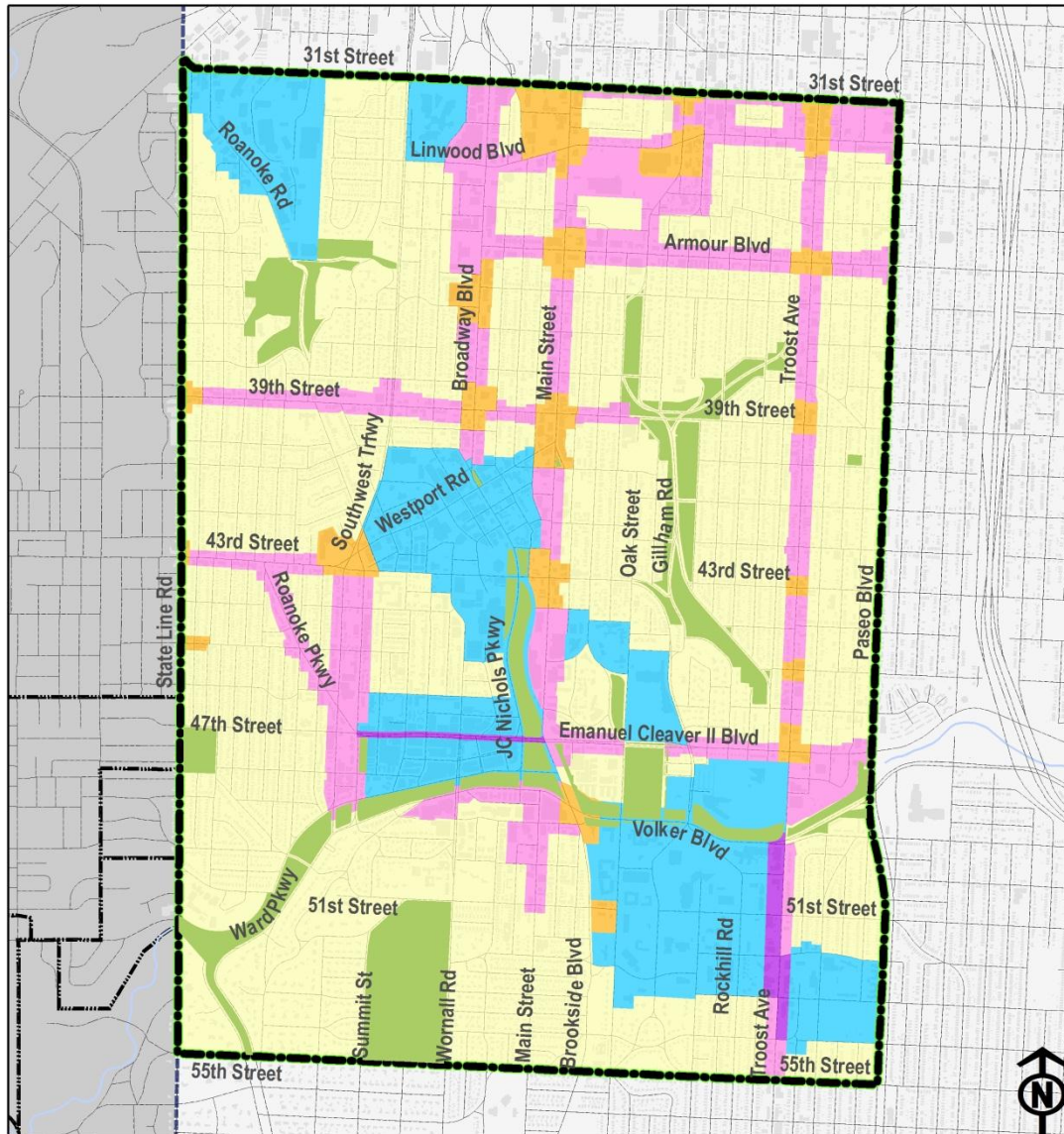
The development form guidelines are organized into the following categories:

- Architectural Character – These guidelines address the design and appearance of buildings and structures on the site. Guidelines are provided for the following topics:
 - General Character
 - Massing and Scale
 - Materials
 - Structured Parking
 - Windows/Transparency
- Public and Semi Public Spaces – These guidelines address the design, programming and location of public and semi-public spaces, streetscape enhancements and gateway treatments. Guidelines are provided for the following topics:
 - Public Spaces
 - Streetscape
 - Gateways
- Site Arrangement – These guidelines address the preservation of open and natural spaces, location of buildings and parking and the general pattern of development. Guidelines are provided for the following topics:
 - Building Placement
 - Development Pattern
 - Parking
 - Resource Preservation
- Transitions and Screening – These guidelines address how to appropriately buffer and transition from one type of use to another and guide the use of walls, fences and landscaping to appropriately screen certain site elements. Guidelines are provided for the following topics:
 - Transitions
 - Screening
- Access and Circulation – These guidelines address how all modes of transportation access the site and move around within the site and how streets accommodate the each mode. These guideline also address how different modes move between the site and adjacent areas. Guidelines are provided for the following topics:
 - Multimodal
 - Pedestrian
 - Vehicular

A complete listing of the Development Form Guideline is located on page xx, immediately after the plan's Sub Area Recommendation section.

Development Form

Midtown / Plaza Area Plan



- Neighborhood
- Corridor
- District
- Node
- Corridor Thru District
- Midtown / Plaza Area Plan Boundary
- Park

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Draft 3/27/2015

Sub Area Recommendations

As explained in the Chapter Organization section of this chapter, the area is broken into four sub areas that are evaluated at the area plan level:

- **PLAZA SUB AREA** – (43RD STREET TO 55TH STREET, STATE LINE TO PASEO BOULEVARD)
- **NORTH WEST SUB AREA** – (31ST STREET TO 43RD STREET, STATE LINE TO SOUTHWEST TRAFFICWAY)
- **NORTH CENTRAL SUB AREA** – (31ST STREET TO 43RD STREET, SOUTHWEST TRAFFICWAY TO GILLHAM RD)
- **NORTH EAST SUB AREA** – (31ST STREET TO 43RD STREET, GILLHAM RD TO PASEO BOULEVARD)

Plaza Sub Area

The area between 43rd and 55th from State Line to Paseo Boulevard is a very dynamic area of Kansas City. In addition to the Country Club Plaza, the area serves several important functions: a cultural center with the Nelson-Atkins Museum of Art, Kansas City Art Institute, and Kemper Museum of Modern Art; an education center including the University of Missouri-Kansas City and Rockhurst University; and an institutional center with St. Luke's Hospital, Midwest Research Institute, Stowers Institute for Medical Research, Kauffman Foundation, and the Anita B. Gorman Conservation Discovery Center. The Plaza Sub Area also contains many city parks and boulevards, a variety of stable, well-kept neighborhoods, and includes one of the few high-rise residential areas of Kansas City. All of these elements have combined to make the Plaza area an outstanding example of a well-designed environment and a focal point of civic pride.

This area coincides with the boundaries of the Plaza Urban Design and Development Plan, which was adopted in 1989 as the City's guide to future development and redevelopment of the area. During the planning process, the community emphasized the need to place an additional amount of analysis and guidance for the Plaza Sub Area.

The goal before the City remains as it was in the original Plaza Urban Design and Development Plan:

- To conserve the outstanding amenities of the Plaza area – such as the charm of the shopping area, the stability of nearby residential neighborhoods, and the beauty of the parks and boulevards – while accommodating growth and change.
- Providing updated and new strategies for future development are outlined within this section of the Plan so that new development will contribute to the existing environment.

How to Apply Recommendations – Plaza Sub Area Tools

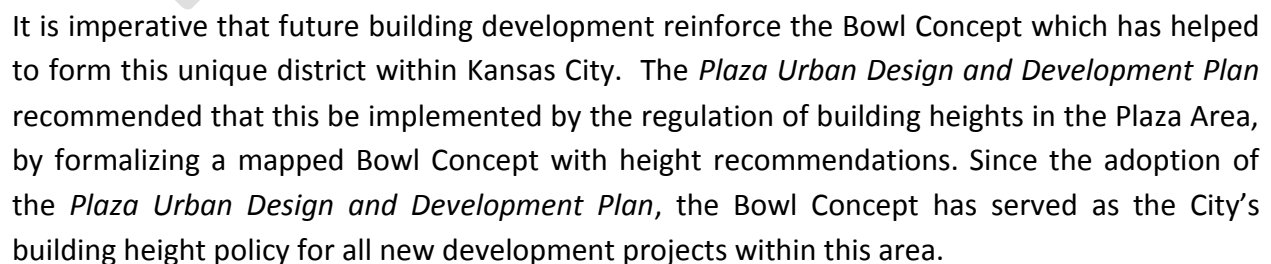
In addition to referring to the Recommended Land Use and Development Form recommendations which are used throughout the Midtown / Plaza Area Plan, the Plaza Sub Area Section provides an additional level of guidance through the following concepts that were used within the original ***Plaza Urban Design and Development Plan***:

- **The Bowl Concept** – The bowl concept emerged as the plaza area developed in the 1920's and 30's with the low-rise buildings of the country club plaza being surrounded by high-rise buildings. Referred to as the "bowl concept," this plan recommends continuation of this design concept by the regulation of building heights in the plaza area. A section that provides more information and detailed recommendations is provided on page ???.
- **Planning Recommendations Map** – This map references whether the plan supports development within specific areas of the Plaza Sub Area. Following is a section of the plan that provides more information and detailed recommendations starting on page xx.
- **Supplemental Development Recommendations** – Included within the Planning Recommendations Map is "Supplemental Development Recommendations." These Supplemental Development Recommendations provide guidance to a greater level of specificity for these areas for areas that are determined to need an additional level of specificity related to future. A section that provides detailed recommendations for the Plaza Sub Area's Supplemental Area starts on page xxx.

In addition to the following area plan recommendations, the existing plans will remain in place to provide refined guidance to their Plan Areas:

- ***Main Street Corridor Street Streetscape Plan (2004)*** is a streetscape master plan for the area along Main Street from 30th Street to 44th Street extending one half block to the east and west.
- ***Cultural Heritage District Plan (2011)*** is generally from 41st Street to Volker Boulevard and east of Main to Gillham Road. The neighborhoods included in the study were Southmoreland and Rockhill. Participating institutions included the Kansas City Art Institute, Kauffman Foundation, Kemper Museum, and Nelson-Atkins Museum. The purpose of this plan is to provide guidance at a parcel level relating to future land use issues, urban design, and development/ redevelopment recommendations.
- ***Troost Corridor Redevelopment Plan (2014)*** is a strategic redevelopment and implementation framework for the corridor from 27th Street south to 75th Street in addition to providing a blueprint for implementation of two financially feasible catalytic redevelopment projects along the Troost corridor.
- ***Troost-Emanuel Cleaver II Boulevard Redevelopment & Implementation Plan (2014)*** as a guide for future redevelopment in the Troost-Emanuel Cleaver II Boulevard area.

Since the Country Club Plaza was first conceived by J.C. Nichols during the early 1920's, it's overriding planning and urban design concepts are still valid. Among the most important urban design concepts that embody the Country Club Plaza is the "Bowl Concept." The Bowl Concept describes the conscious transition of building heights from the low-rise buildings of the Country Club Plaza to buildings of increasing height as they are placed on the surrounding hills. Over recent decades, this transition in building heights has been reinforced by commercial, office, hotel and high-rise residential development.



While the Bowl Concept is just as valid today as it was 25 and even 95 years ago, this planning process offered the opportunity to further clarify a few points. The Bowl Concept respects the natural topography rising from Brush Creek, but also largely follows street center-lines to make it easier to interpret and apply. Understanding that different building interior uses require different floor-to-ceiling height, building heights are measured in total feet, rather than number of stories. Lastly, instead of setting a maximum allowable height in a range, it is assumed the maximum height is acceptable at its given location; but, to ensure transition, more height categories have been added to the Bowl Concept. These, and more, bowl components are explained in the following pages.

Bowl Components

During the Midtown / Plaza Area Plan planning process, the importance of the Bowl Concept was confirmed and refinements were made. The following is an explanation of its basic components, which include:

- Building Height & Building Story Recommendations
- Building Height Transitions
- Building Height Measurement Method

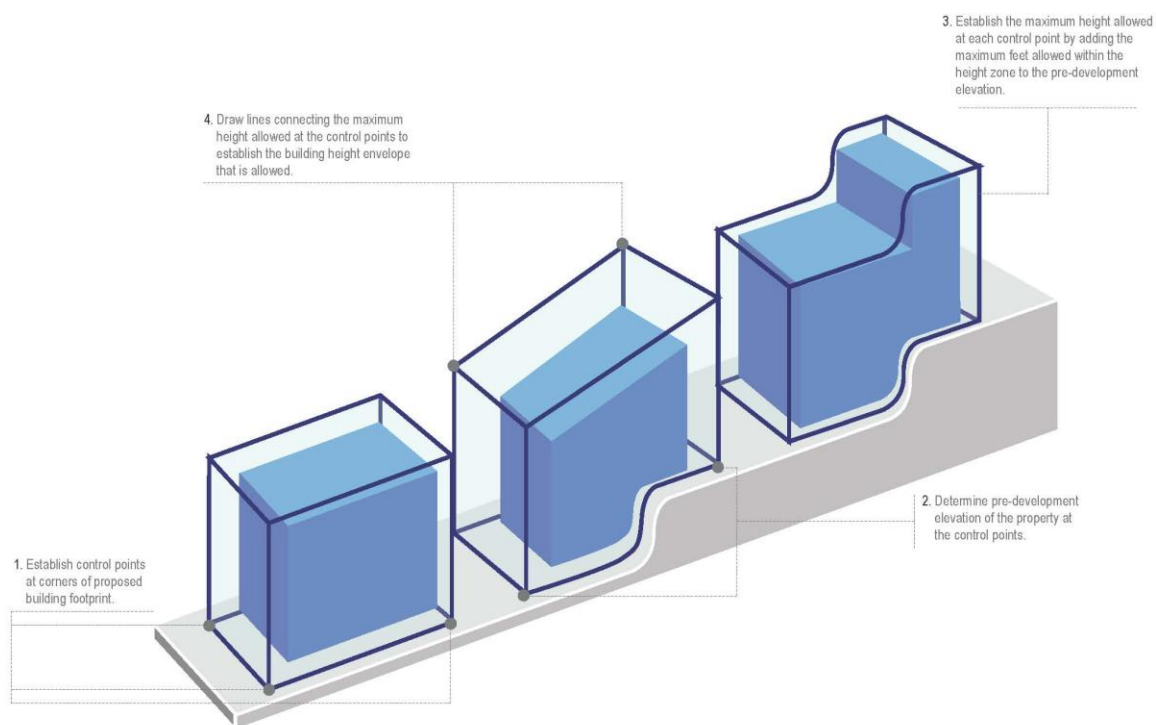
Building Height & Building Story Recommendations – The Bowl Concept contains a series of building height recommendations for future development. These height recommendations are divided into “height zones” that specify minimum and maximum heights in feet with reference to number of building stories. Considering that building floor heights vary for a variety of reasons, the number of building stories is used for illustrative purposes only. The minimum and maximum building heights allowed by the Bowl Concept are stated in feet, and should be used in determining the maximum height of a building, not the number of stories, regardless of floor height. However, in terms of urban design, floor heights compared with existing adjacent buildings are recommended as it will create a more continuous urban design pattern (location of windows, etc.).

Building Height Transitions -In order to create building transitions (shape of the bowl), the location of “height zones” have been intentionally placed considering a variety of factors including: the protection of sunlight and views; the human-scale qualities of the street environment; topography; existing development form; and the protection of existing low scale development areas. When considering development within a height zone, it is assumed that the maximum height is allowed anywhere within that zone.

Building Height Measurement Method -Considering the significant changes in topography within the Bowl Concept area, a methodology has been developed that differs from the City’s Zoning and Development Code methodology to measure building height to insure future

building heights reinforce the bowl shape of the Plaza. Completing the following steps will provide a “building height envelope” for future projects:

1. Establish “control points” at the corners of a proposed building footprint.
2. Determine the pre-development elevation of the property at the “control points” (curb line elevation is an acceptable substitute).
3. Establish the maximum height allowed at each “control point” by adding maximum feet allowed within the “height zone” to the pre-development elevation (Step 2).
4. Draw lines connecting the maximum height allowed at the “control points” (Step 3) to establish the “building height envelope” that is allowed.



The Country Club Plaza contains a number of structures such as its ornate towers that often exceed the height proposed by the bowl concept. Although they are taller than surrounding commercial buildings, these accent structures are an important component of the district's Spanish-architectural theme.

To implement the bowl concept, a zoning overlay is recommended. It is recommended that the overlay would implement the bowl concept by changing the height requirements of all properties within the “bowl” to match the Bowl Concept Map. It is recommended that staff would administer this overlay and no additional processes would be required by an applicant within the zoning overlay district (no separate board or committee meeting to attend or additional review time). It is recommended that the entire geographic area of the bowl concept become an overlay; however, this may need to be accomplished in phases.

The Planning Recommendations Map, used in the previous ***Plaza Urban Design and Development Plan***, graphically identifies whether the plan supports development within a specific area of the Plaza Sub District. This map provides a range of recommendations from advocating for the redevelopment of property to the preservation of the existing development pattern through the following categories:



- a. **Potential Redevelopment** – These properties were determined appropriate for redevelopment.
- b. **Potential Redevelopment within Existing Zoning** – These properties were determined appropriate for redevelopment within the existing zoning on the site (the zoning at the time of this Plan’s adoption).
- c. **No Increase in Zoning Intensity** – These properties were determined less likely for redevelopment however redevelopment is not discouraged from occurring on these properties. An increase in zoning intensity on these properties; however, would be inconsistent with the Recommended Land Use Map, and therefore not recommended.
- d. **Maintain Predominate Form** – The predominate form of these properties and/or neighborhoods is consistent with good design practices and adds a unique character to the area. Properties should be maintained and rehabilitated. Redevelopment should fit within the existing urban form of the area.
- e. **Determined Historic Resource** – These properties are a national historic landmark, local historic landmark, contribute to a national or local historic district, or have been determined eligible by the State Historic Preservation Office as a historic place. As properties are determined eligible or designated as landmarks or contributing to historic districts, this Plan should be amended to include those properties in this “Determined Historic Resource” designation.

Supplemental Development Guidelines

Supplemental Development Guidelines have been developed for specific portions of the Plaza Sub Area where development may occur in the future which are as follows:

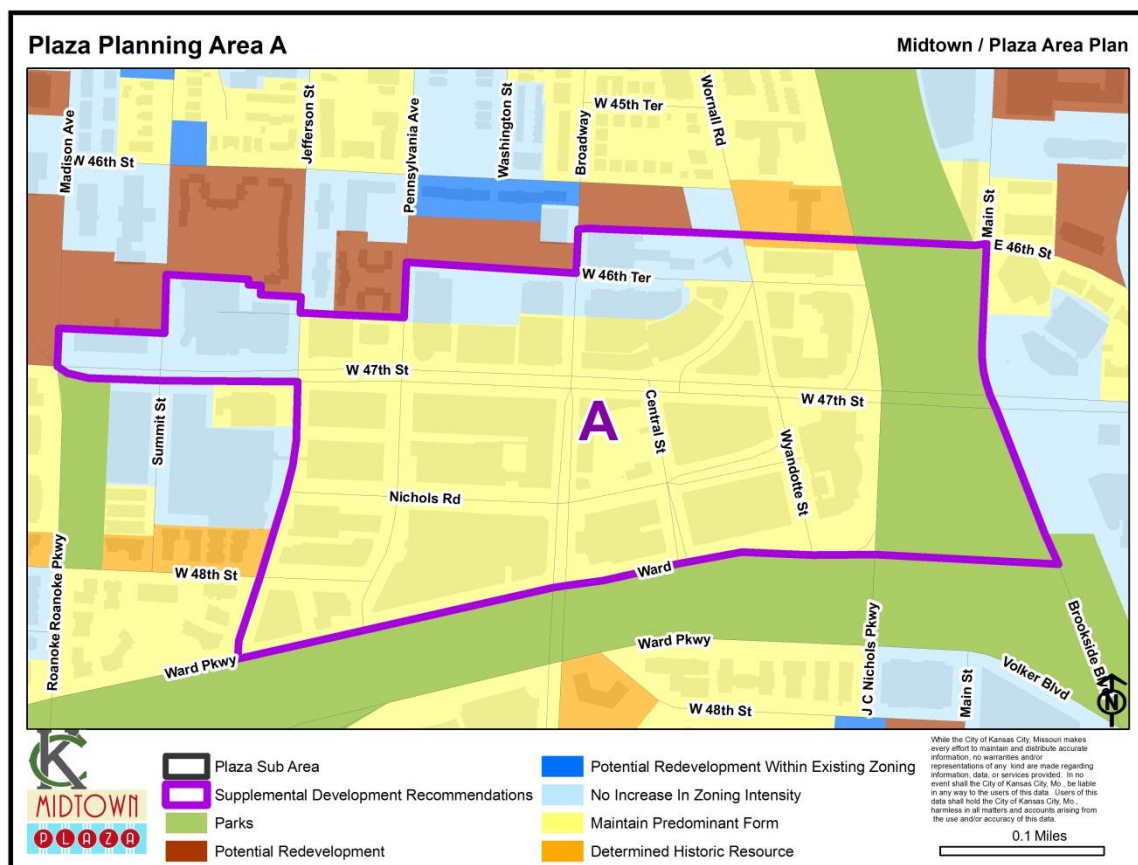
- Planning Area A: The Country Club Plaza
- Planning Area B: Belleview / Madison Corridor
- Planning Area C: Between the Plaza & the Plaza-Westport Neighborhood
- Planning Area D: St. Luke’s Hospital Campus/Plaza Westport Neighborhood
- Planning Area E: Main Street Corridor (North)
- Planning Area F: Emanuel Cleaver II Boulevard from Main to Oak
- Planning Area G: South Plaza Area
- Planning Area H: UMKC - Brookside Boulevard
- Planning Area I: Troost Avenue (North)
- Planning Area J: Troost Ave & Emanuel Cleaver II Boulevard
- Planning Area K: Troost Avenue – 51st Street to 55th Street

Within each of these the section begins with a brief description of the area, followed by Planning Recommendations, which are the application of the Development Form Map Recommendation and by Specific Recommendations which uses additional information including the Development Form Guidelines, the Bowl Concept and the Future Planning Recommendations Map.

Planning Area A – The Country Club Plaza

Description of the Area

Planning Area A is generally bound on the west side by Jefferson Street on the east side by the Main Street / Brookside Boulevard corridor and from the parcels facing 47th Street to Brush Creek. It is the area that is generally thought of as being the “Country Club Plaza.” Although this area was not designated as an “Area with Specific Guidelines” in the original *Plaza Urban Design & Development Plan*, it is determined that additional guidance through specific recommendations will be beneficial to the future redevelopment of the area.



Introduction

Kansas Citians have many images of the Country Club Plaza. Many envision two-story buildings of Spanish-style architecture with bell towers, cream-colored stucco or buff brick facades and red/orange tile roofs. Some visualize a pedestrian–outdoor shopping area enriched by sculpture, fountains, landscaping and outdoor cafes. Still others picture brick apartment buildings with ornate details and well-designed homes located adjacent to and within walking distance of the shopping area. Collectively, all of these images make up the Country Club Plaza and create the ambience of the Plaza area.

As noted by Miller Nichols in the 1997 foreword to *The Plaza First and Always*, “As changes occur, which are perceived to threaten the character, nature, or well-being of The Plaza, people react.” He further notes:

*I believe that is why so many have come to think of it as **our Plaza** as well as **The Plaza**. Whether a person lives in Kansas City, Olathe, Liberty, Lee’s Summit, or any of the surrounding communities, there is a sense of “ownership” when we speak of The Plaza. . . They feel a kinship and a loyalty often reserved for sports teams and personal affiliations . . . “*

As his son further notes, J.C. Nichols, designed The Plaza to be unique, with one distinct harmonious architectural theme based on the Spanish-Mediterranean revival styles. Conceived as the first large-scale shopping center in America accommodating the automobile, much of what we know and see today evolved naturally over seventy-five years from the Nichols family’s deliberate and carefully developed shopping center made profitable by its unique visual sense of place and mixed uses. After the J.C. Nichols company sold “The Plaza” in 1997 (a majority of Planning Area A), it benefitted again from having a single owner, Highwood Properties, which undertook proactive rehabilitation, maintenance and redevelopment of properties in a way that is consistent with The Plaza’s evolving architectural character.

Since the adoption of the 1989 *Plaza Planning and Urban Development Plan*, major investments by the private sector include:

- Plaza Steppes Office Building – 700 West 47th Street - \$42 million – Construction of a new 242,000 SF office building – (1991)
- Halls Department Store – 211 Nichols Road - \$4 million - Renovation of commercial space – (1992)
- Seville on the Plaza – 500 Nichols Road - \$38 million - Renovation and use conversion to a 14 screen movie complex and 260,000 SF of commercial space – (1999)
- Valencia Place Office Building – 422 West 47th Street – Construction of a 250,000 SF of office space; 78,000 SF of commercial space; and a 1,450 space parking garage - (2000)

- The Saks Parking Structure – SW corner of 47th and Pennsylvania – \$12 million – Construction of 25,000 SF of commercial space, 525 space parking garage – (2001)
- Pascal’s on the Plaza Market/Restaurant Renovation – NE Corner of 48th and Jefferson – \$8 million - Renovation of 12,000 SF of market/restaurant space – (2003)
- Cordoba Office Building – 460 Nichols Road - \$11 million - Conversion and renovation of the former Sak’s Store to 44,000 SF of office space and 22,000 SF of commercial space – (2006)
- Sheraton Suites Renovation - 770 West 47th Street - \$14 million – Conversion of a 257 room Hotel - (2008)
- Halls Building – 211 Nichols Road - \$6.2 million - Renovation of commercial space and parking garage– (2014)

The Plaza remains a special urban place and a geographical center for the metropolitan area. As Nichols stated, “At a time when many people don’t walk or stroll urban America, people do this every day and evening every year on The Plaza . . . they do it not only with a sense of safety and freedom but also enjoy the style and grace of its ambience.”

Architectural Character

Described by architectural historian Richard Longstreth as utilizing an “ebullient interpretation of historic Spanish architectural precedents,” the architectural appeal in J.C. Nichols’s choice of a thematic architectural motif also served as a novel branding tool. The hybrid of Moorish and Mediterranean / Spanish / Italianate revival styles featured a coordinated color scheme for buildings, walls and roofs.

Many of the properties that comprise the streetscapes in Area A reflect changes over time as part of the historic evolution of “The Plaza” and contribute to the continuation of its unique visual character. Many of those changes are now important components in the appearance of buildings and structures. We call these buildings and structures “contributing” elements to the architectural character of The Country Club Plaza. The contributing architectural elements include the following:

Characteristic Building and Structure Property Types

Low-rise, two-to-three story buildings predominate in The Country Club Plaza and utilize the thematic architectural style and similar materials. Many include bell towers or domes located at the corners of buildings at junctions with streets or alleys. Although there is a variety of building sizes, heights, and massing, the overwhelming majority of buildings take the form of large rectangular buildings often occupying the length of an

entire block that contain multiple storefronts. They share the same architectural stylistic elements, which provide cohesiveness. These buildings and structures include:

- **One-part Commercial Blocks:** These buildings are one-story in height and have single or multiple store fronts.
- **Two-part Commercial Blocks:** These buildings are two stories in height and contain clear divisions between the commercial ground floor and the multi-use upper floor(s). The first story is comprised of multiple store fronts composed of a base panel supporting display windows and the entrance set in a masonry wall. Capping the first floor retail space is a decorative cornice/belt course over a signboard area. The upper floor(s) include regularly placed windows set in a masonry wall.
- **Two-part Vertical Block buildings:** Those buildings feature multiple stories above the storefront. Some of these larger buildings do not have regularly spaced windows, but include only masonry walls.
- **Special Function Buildings and Structures:** Office buildings, banks, parking lots, parking garages, and other special use buildings and structures have historic façade designs that relate to their function and, which, utilize the wall and roof materials and colors.
- **Courtyards:** These open spaces first occurred as replacements to automobile service stations and reinforced the Spanish-Mediterranean architectural theme. They occur on corners and consist of an arrangement where the commercial building forms one or more sides to the courtyard, with the remainder enclosed by low walls or left open to the sidewalk. The low walls continue to define a consistent setback abutting the sidewalk, while the courtyard itself provides egress to entrances of the commercial shops and restaurants. The use of wall materials and neutral colors that coordinate with the adjacent buildings reinforces the homogenous appearance of Area A.

Building and Structural Architectural Elements

- **Roofs:** The roofs of The Country Club Plaza are one of the most important defining architectural elements. The predominant roof features include flat and low-pitch hip roofs. Pitched roofs have red/orange tile. The appearance of shaped parapets as well as the traditional straight parapet, often featuring tile or brick capping, are another predominant roof element defining the architectural style theme. Bell Towers and domes, strategically placed by the J.C. Nichols Company also add to the skyline of The Plaza and further define its architectural character.
- **Walls:** Stucco, painted brick, and buff colored brick are the principal wall materials in The Country Club Plaza. These are augmented by glazed tiles and terra cotta ornamentation. The use of smooth-faced limestone as part of the wall material surrounding storefront display windows and entrances and

as a complimentary wall material in texture and color to the original Spanish-Mediterranean style motif.

- **Color:** Color plays an important role in the cohesive appearance of The Country Club Plaza by establishing a relationship between individual buildings. The Country Club Plaza contains a variety of colors that emphasize the Spanish-Mediterranean style theme. The use of buff-colored brick and light-to-medium neutral earth tones in stucco and painted walls characterizes the contributing buildings and landscape walls in Area A. Glazed tile utilizes primary colors. Terra cotta occurs in the same neutral colors as the walls.
- **Windows:** A major component to the shopping district in Area A is the continuity of size and pattern of display and plate glass windows located in the shops and restaurants abutting the sidewalks at street level. The consistency of size and pattern and location on the same horizontal plane define the streetscapes of The Country Club Plaza. Upper story windows that contribute to the architectural character and homogeneous nature of Area A include rectangular single pane and multi-pane metal and wood casement windows as well as rectangular one-over-one sash windows.
- **Entrances:** A variety of storefront and office building entrances occur consistently on the primary façade of the buildings. Corner entrances occur frequently on buildings with two primary facades. Because of the high retail use of The Country Club Plaza, the transparency of entrances is a dominant feature. Many buildings have deeply carved wood doors common in the Spanish-Mediterranean styles. Secondary entrances lead to underground parking or stairwells. Door surrounds often include spiral columns, pilasters, carved stonework or patterned tiles.
- **Storefronts:** The storefronts of the great majority of retail sales and services buildings feature a bulkhead or window base, display window(s), a signboard area, and a cornice. Those of several stories include traditional size windows in a symmetrical pattern on the upper stories.
- **Architectural Metals:** Wrought iron balconies, lanterns, and window grills add another layer to the Spanish-Mediterranean style theme.
- **Other Distinctive Stylistic Features:** Wood or iron cantilevered balconies, balconettes, and window grills; exposed rafters and brackets; arched arcades; and square bell towers and domes are important characteristics of the thematic architecture of The Country Club Plaza.
- **Streetscapes and Setting:** The Country Club Plaza incorporates wide streets and sidewalks and the use of landscaped medians. The placement of buildings adjacent to the sidewalk, limited alleys, and underground and/or stacked parking allows streetscapes that face each other to create a sense of enclosure that physical defines Area A. Sidewalks connect throughout the area. Sculpture, fountains, street trees and shrubbery, as well as flower beds enhance public thoroughfares, reinforcing the defined sense of place.

- **Building Arrangement:** An important design pattern that exists within The Country Club Plaza area is the consistent arrangement of building setbacks, building orientation and direct connections to sidewalks. This arrangement forms continuous street walls which are important to maintaining the street viewshed and pedestrian character of the district.

Maintaining Architectural Character of “The Country Club Plaza” Elements for Review

An approach to maintaining the character The Country Club Plaza is to address it in terms of a few basic elements. These elements are easily understood by looking at the buildings and the streetscapes.

Mass, pattern, alignment, proportion/scale, materials and features are the basic elements that contribute to visual character of The Country Club Plaza. They identify elementary relationships between buildings and spaces, while also defining the basic visual characteristics that should be retained for existing buildings and encouraged for new construction.

Mass deals with the size of buildings and blocks of buildings as well as their form. The dimensions of **height, width, and depth** contribute to a building and its streetscape volume (volume is the amount of space a structure occupies). The form of a building gives shape to a building’s volume.

Pattern is the arrangement of similar objects in a regular and repetitive manner. Patterns can be found within individual buildings, such as windows, or within groupings of buildings along a street.

Alignment is the arrangement of objects in a certain order (i.e. horizontal, north/south). Alignment may also refer to how buildings relate to other buildings on the street.

Proportion/scale is a ratio that compares the dimension of one object to another. Proportion can be the relationship of the building’s elements, such as windows, or the relationship between a tower and a building. It also can be the relationship of one building to another.

Materials and features define the architectural style of the Country Club Plaza. The predominant materials found in Area A that reinforce its architectural theme and continuity include stucco, buff brick, smooth limestone, tile roofs, glazed tile, terra cotta and wrought iron. Features include architectural elements such as courtyards, bell towers and domes and parapet shapes, as well as landscape elements.

Existing Architectural Character: Retain and Conserve

The Spanish-Mediterranean thematic architectural character of The Country Club Plaza shall be retained and preserved. New additions, exterior alterations, or significant related reconstruction should not destroy historic architectural elements and features that characterize a property and The Country Club Plaza as a whole. New work should be different from the old, but must be compatible with the massing, size, scale and the general architectural character of The Country Club Plaza. The removal of character defining historic materials or features should be avoided. When possible, deteriorated historic materials and features should be repaired rather than replaced; where the severity of the deterioration requires replacement of a *distinctive* feature, the new feature should match the old in design and other visual qualities.

Some exterior alterations to the historic buildings in Area A are generally needed to assure continued or new uses. It is recommended that the removal or alteration of historic materials, features and spaces that characterize contributing properties in Area A should be avoided.

New Construction: Maintaining Architectural Character

New construction includes additions, extensive alteration of existing facades, buildings erected on vacant ground, or replacement buildings. New construction should be visually compatible with existing streetscapes (consider a different word?) in the following ways:

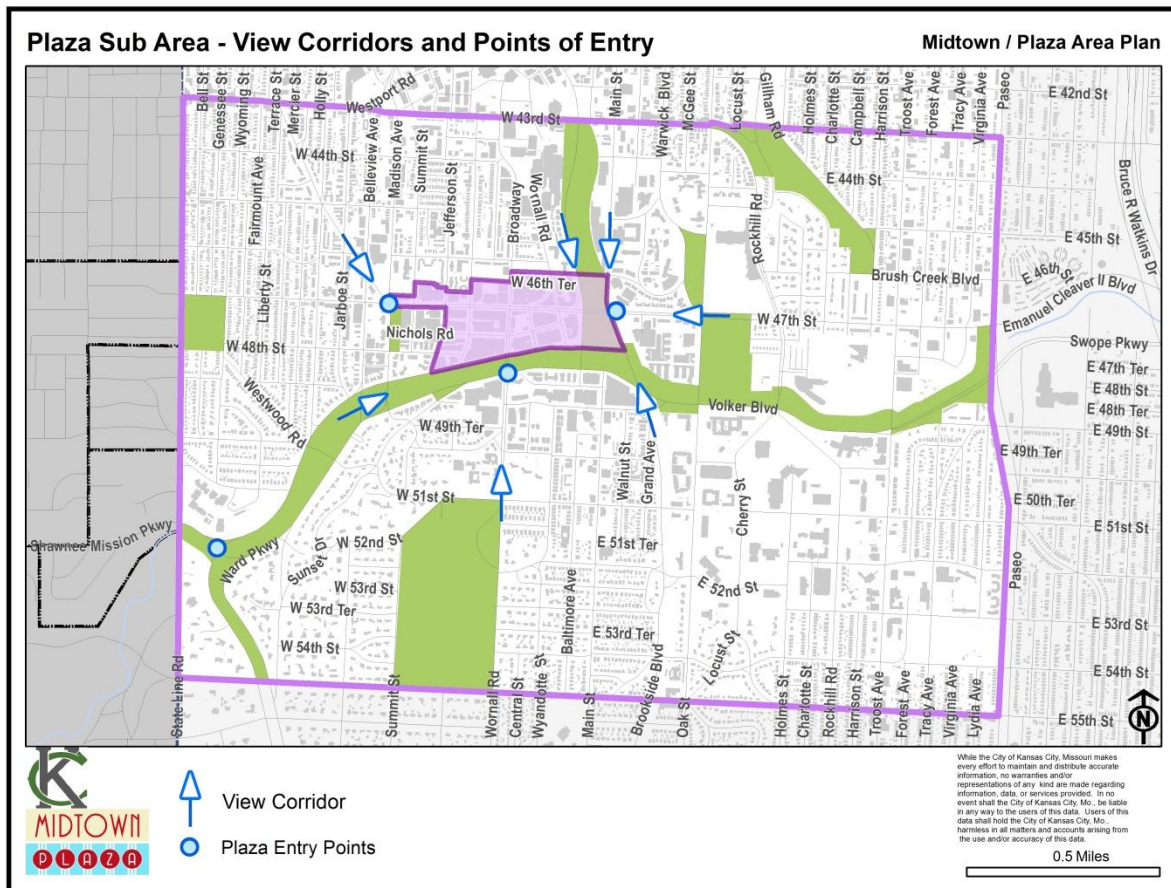
- **Architectural character:** Referencing The Country Club Plaza's Spanish-Mediterranean architectural features, forms, and building materials. Within this context, contemporary treatments/variations of these features are encouraged. Use of contemporary materials should have the appearance of the existing dominant materials found in The Country Club Plaza.
- **Alignment-directional expression of the front elevation:** Designs should relate to the vertical and horizontal character of the facades of nearby buildings.

INSERT Plaza Time building photo et al. recommended/not recommended)

- **Setback and spacing:** Front walls should be located on the same plane as the façades of adjacent buildings.
- **Massing/height and scale of a building:** New construction should roughly equal the ~~average~~ height of existing buildings and relate to the scale of adjacent buildings in size and proportion.
- **Proportion and scale:** New construction should consider the proportion of the front façade with others on the streetscape and the proportion of display and upper story windows to the building and the streetscape. Mass of a building may be broken up by incorporating/matching the scale of adjacent properties **[provide graphic drawing recommended/avoid example of new construction using appropriate materials, setback massing-**

- **Pattern:** Rhythm of the display window openings, signboard space and upper story windows should replicate the pattern of window openings in the streetscape.
- **Roof shapes-** New designs should duplicate traditional roof shapes, pitches and materials. The “top” of the building should have either a cornice or a parapet that provides to the façade.
- **Materials:** New construction should utilize or replicate materials, textures and colors that define the architectural character of The Country Club Plaza as described in the previous section “Architectural Character.”
- **Pedestrian Permeability:** The continuity of shops and restaurants located along the public sidewalk at the street level should be retained.
- **Public Realm:** New development should feature sidewalks that connect throughout the area and are enhanced with sculpture, fountains, street trees and flowers.
- **Building Placement** - Corner sites should serve as gateways or focal points, both require detailing due to their high visibility from two or more streets and long distances. New construction should consider the scale of adjacent buildings to determine placement that would continue a strong street edge. Evaluate adjacent sites, streetscapes, ~~trees and~~ vegetation, and open spaces for how they function as the walls and floor of public outdoor spaces Support these spaces through building placement.
- **Walkability** - The quality, continuity, and character of the existing pedestrian environment should be incorporated into the design of all new construction. The wide sidewalks on The Country Club Plaza feature landscaping, fountains, sculpture, pedestrian scale lighting, and street furnishings that should be included in all new construction projects. Building entrances should have direct access to the public sidewalks or courtyards.
- **Parking and Access** - Parking should not be located at the street level, unless it is “wrapped” or “hidden” by significant, active tenant space. The façade of a parking structure should meet the Two-Part Commercial Block Form in addition to the New Construction recommendations. Parking garage entrances should be the minimum width and number practical for the site to reduce the disruption of pedestrian and traffic flow.
- **View Corridors and Points of Entry** - Placement and height of new buildings and structures should not obstruct view corridors toward, public amenities, such as Mill Creek Park and Brush Creek, or the towers of The Country Club Plaza. The “View Corridors and Points of Entry” Map illustrates existing view corridors along streets and through parks. Future buildings along these outlined corridors

should be placed in a manner that helps focus attention on the visual object or landscape at the terminus of the corridor.



Planning Recommendations

The following are recommendations concerning specific areas within Planning Area A:

- The designation of the John Hancock building located at 800 West 47th Street is “No Increase In Zoning Intensity.” The Meisan style building is potentially eligible for listing in the National Register of Historic Places, but it does not maintain the architectural character of The Country Club Plaza; therefore, is not designated as “Maintain Predominate Form.” If this property is redeveloped, it should be done so in accordance with the recommendations of this Plan.
- To the north of the parcels facing the north side of 47th Street is an area designated as a “No Increase in Zoning Intensity.” This is the area where building height allowances transition from the 1 - 3 stories typically found in The Country Club Plaza to high-rise office, residential, and other commercial uses. The

treatment of building height transitions and urban design considerations, which are detailed in the “Specific Recommendations” portion of this section, is critical in keeping the character of Area A while accommodating appropriate development in this area.

- The majority of Area A, “The Plaza” is a “Maintain Predominate Form” area in the Planning Recommendations Map. Although no property has yet been designated as a “Determined Historic Resource,” the City Planning & Development Department identified the area that most people think of as being The Country Club Plaza as potentially eligible for a historic designation. The intent of the “Maintain Predominate Form” recommendation is to maintain the quality and character of the Country Club Plaza area and to ensure that new development respects the important design features that already exist in the Country Club Plaza area. The goal is to conserve the outstanding amenities of the Country Club Plaza area while accommodating growth and change

Specific Recommendations

The Recommended Land Use Map, Development Form Guidelines, and Bowl Concept should be consulted for general development recommendations that are applicable to Area A. The following recommendations provide further site specific recommendations that, in instances of inconsistency, supersede Recommended Land Use, Development Form, and the Bowl Concept.

- **Transition between the Country Club Plaza to the mixed use buildings to the north:** The Country Club Plaza which forms the “base of the bowl” created by the surrounding height allowances, recommends a 45’ maximum building height. To the north, there is a transition from this “low” area to areas where taller buildings are allowed to be a maximum height of 130’ to the west of Broadway and a maximum of 90’ to the east of Broadway. Unlike 46th Street to the north, which is separated by street right-of-way, these areas of transitions abut one another along parcel lines. Instead of using space ~~for~~ as a transition element, the following strategies should be employed:
 - ✓ Use of complementary materials and architectural character, setbacks, scale and orientation of buildings.
 - ✓ Providing “finished edges” on all sides of a building using materials consistent and the primary elevations.
 - ✓ Gradual stepping down of building height.
 - ✓ Integration of small green spaces, courtyards, squares, and plazas within building setback lines, wherever feasible.
 - ✓ A combination of landscaping, walls or fences where other transition tools are not possible, but should not mask areas from view and decrease “natural surveillance.”

- **Implementation of the Bowl Concept:** To implement the bowl concept, a zoning overlay is recommended. It is recommended that the overlay would implement the bowl concept by changing the height requirements of all properties within the “bowl” to match the Bowl Concept Map. It is recommended that staff would administer this overlay and no additional processes would be required by an applicant within the zoning overlay district (no separate board or committee meeting to attend or additional review time). It is recommended that the entire geographic area of the bowl concept become an overlay. However, this may need to be accomplished in phases. The “base of the bowl,” those areas with a maximum building height recommendation of 45’ within Planning Area A, is the top priority.
- **Land Uses:** A majority of The Country Club Plaza is currently zoned for commercial development. The existing zoning allows for a variety of uses that are not located in The Country Club Plaza and would not be appropriate for the area. The Plaza Plan Workgroup, reviewed the allowed uses and developed recommendations to further restrict the allowed uses. To enforce those recommendations, a zoning overlay is recommended to further restrict the allowed uses in the B4-5 zoning in Area A. The following chart shows these recommendations:

Draft: Planning Area A Zoning Overlay District Use Table

Chapter 88 Consolidated Use Table

USE GROUP	Business Zones				Use-Specific Standards	Proposed Modification
	B1	B2	B3	B4		
Use Category <i>specific use type</i>						
RESIDENTIAL						
Household Living (except as noted below)	P	P	P	P	88-110-06-C	
<i>Single family home</i>	P	P	P	P		Prohibit
<i>In single-purpose residential building</i>	P	P	P	P	88-350	With Special Use Permit
<i>Above ground floor (in mixed-use building)</i>	P	P	P	P	88-350	
Group Living (except as noted below)	P	P	P	P	88-350	With Special Use Permit
<i>Group homes</i>	P	P	P	P	88-350	With Special Use Permit
<i>Nursing home</i>	P	P	P	P	88-350	With Special Use Permit
PUBLIC/CIVIC						
Bicycle-Sharing Facility	P	P	P	P	88-322	
Club, Lodge, or Fraternal Organization	P	P	P	P	88-365	Permitted on 2 nd -3 rd Floors or With SUP on Ground Floor
College/University	P	P	P	P	88-365	Permitted on 2 nd -3 rd Floors or With SUP on Ground Floor
Day Care						
<i>Home-based (1–5)</i>	P	P	P	P		Permitted on 2 nd -3 rd Floors or With SUP on Ground Floor
<i>Family (up to 10)</i>	P	P	P	P	88-330-01	Permitted on 2 nd -3 rd Floors or With SUP on Ground Floor
<i>Group (up to 20)</i>	P	P	P	P	88-330-02	Permitted on 2 nd -3 rd Floors or With SUP on Ground Floor
<i>Center (21+)</i>	P	P	P	P	88-330-02	Permitted on 2 nd -3 rd Floors or With SUP on Ground Floor
Detention and Correctional Facilities	–	–	–	–	88-335	
Halfway House	–	–	–	–	88-352	
Hospital	P	P	P	P		Prohibit
Library/Museum/Cultural Exhibit	P	P	P	P	88-365	
Park/Recreation (except as noted below)	P	P	P	P	88-365	
<i>Community center</i>	P	P	P	P	88-365	
Religious Assembly	P	P	P	P	88-365	
Safety Service (except as noted below)	P	P	P	P	88-365	
<i>Fire station</i>	P	P	P	P	88-365	Prohibit
<i>Police station</i>	P	P	P	P	88-365	
<i>Ambulance service</i>	S	S	P	P		Prohibit
School	P	P	P	P	88-365	Permitted on 2 nd -3 rd Floors or With SUP on Ground Floor
Utilities and Services (except as noted below)	S	S	S	S		
<i>Basic, minor</i>	P	P	P	P	88-425-08-B	With Special Use Permit
COMMERCIAL						
Adult Business						
<i>Adult media store</i>	–	P	P	P	88-310-03	Prohibit
<i>Adult motion picture theater</i>	–	–	P	P	88-310-02	Prohibit
<i>Sex shop</i>	–	–	P	P	88-310-02	Prohibit
Animal Service						
<i>Sales and grooming</i>	P	P	P	P	88-315	
<i>Shelter or boarding</i>	–	P	P	P	88-315	Prohibit
<i>Stable</i>	–	–	–	S	88-315	Prohibit
<i>Veterinary Office</i>	–	P	P	P	88-315	Permitted on 2 nd -3 rd Floors or With SUP on Ground Floor
Artist Work or Sales Space	P	P	P	P		

Chapter 88 Consolidated Use Table

USE GROUP	Business Zones				Use-Specific Standards	Proposed Modification
	B1	B2	B3	B4		
Use Category <i>specific use type</i>						
Building Maintenance Service	–	–	P	P		With Special Use Permit
Business Equipment Sales and Service	–	P	P	P		With Special Use Permit
Business Support Service (except as noted below)	–	P	P	P		With Special Use Permit
<i>Day labor employment agency</i>	–	–	–	S	88-331	Prohibit
Communications Service Establishments	–	P	P	P		With Special Use Permit
Drive-Through Facility	–	P	P	P	88-340	With Special Use Permit
Eating and Drinking Establishments (except as noted below)	P	P	P	P		
<i>Tavern or nightclub</i>	–	P	P	P		
Entertainment and Spectator Sports						
<i>Indoor small venue (1–149 capacity)</i>	–	P	P	P		Permitted on 2 nd -3 rd Floors or With SUP on Ground Floor
<i>Indoor medium venue (150–499 capacity)</i>	–	S	P	P		Permitted on 2 nd -3 rd Floors or With SUP on Ground Floor
<i>Indoor large venue (500+ capacity)</i>	–	–	S	P		Permitted on 2 nd -3 rd Floors or With SUP on Ground Floor
<i>Outdoor (all sizes)</i>	–	–	S	P		With Special Use Permit
Financial Services (except as noted below)	P	P	P	P		
<i>Short-term loan establishment</i>	–	P	P	P	88-325	
<i>Pawn shop</i>	–	S	S	P		
Food and Beverage Retail Sales	P	P	P	P		
Funeral and Interment Service						
<i>Cemetery/columbarium/mausoleum</i>	S	S	S	S	88-345	
<i>Crematory</i>	S	S	S	S	88-345	
<i>Undertaking</i>	S	P	P	P		With Special Use Permit
Gasoline and Fuel Sales	S	S	S	P		With Special Use Permit
Lodging						
<i>Bed and breakfast</i>	P	P	P	P	88-320	Permitted on 2 nd -3 rd Floors or With SUP on Ground Floor
<i>Hotel/motel</i>	–	–	P	P		
<i>Recreational vehicle park</i>	–	–	S	S		Prohibit
Neighborhood-serving retail	–	–	–	–	88-360	
Office, Administrative, Professional or General	P	P	P	P		Permitted on 2 nd -3 rd Floors or With SUP on Ground Floor
Office, Medical (except as noted below)	P	P	P	P		Permitted on 2 nd -3 rd Floors or With SUP on Ground Floor
<i>Blood/plasma center</i>	–	–	S	S		
Parking, Non-accessory	–	S	P	P		With Special Use Permit
Personal Improvement Service	P	P	P	P		
Repair or Laundry Service, Consumer	P	P	P	P		
Research Service	P	P	P	P		Permitted on 2 nd -3 rd Floors or With SUP on Ground Floor
Retail Sales	P	P	P	P		
Reuse of designated historic landmark (local or national)	P/S	P/S	P/S	P/S		
Sports and Recreation, Participant						
<i>Indoor</i>	P	P	P	P		Permitted on 2 nd -3 rd Floors or With SUP on Ground Floor
<i>Outdoor</i>	–	–	P	P		With Special Use Permit
Vehicle Sales and Service (except as noted below)	–	–	P	P		Prohibited
<i>Car wash/cleaning service</i>	–	S	P	P		With Special Use Permit
<i>Heavy equipment sales/rental</i>	–	–	S	P		Prohibited
<i>Light equipment sales/rental (indoor)</i>	–	P	P	P		Prohibited
<i>Light equipment sales/rental (outdoor)</i>	–	S	S	P		Prohibited
<i>Motor vehicle repair, limited</i>	–	S	P	P		Prohibited

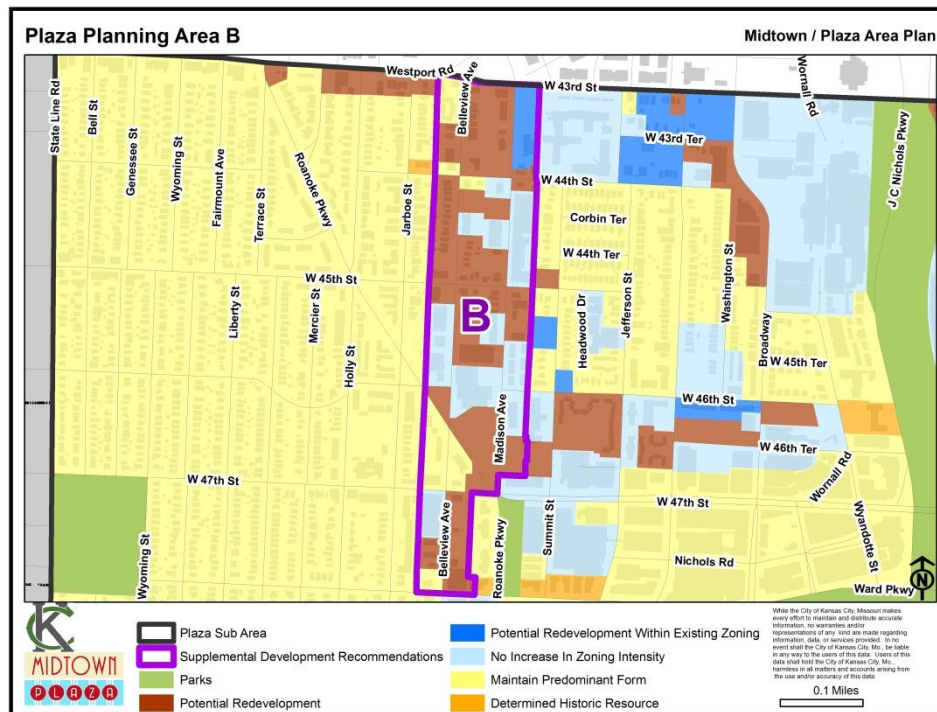
Chapter 88 Consolidated Use Table

USE GROUP	Business Zones				Use-Specific Standards	Proposed Modification
	B1	B2	B3	B4		
Use Category <i>specific use type</i>						
<i>Motor vehicle repair, general</i>	–	–	S	P		Prohibited
<i>Vehicle storage/towing</i>	–	–	–	P	88-375	Prohibited
INDUSTRIAL						
Junk/Salvage Yard	–	–	–	–	88-425-09	
Manufacturing, Production and Industrial Service						
<i>Artisan</i>	–	–	–	P		Prohibited
<i>Limited</i>	–	–	–	S		Prohibited
<i>General</i>	–	–	–	S		Prohibited
<i>Intensive</i>	–	–	–	–		
Mining and Quarrying	–	–	–	–	88-355	
Outdoor Storage	–	–	–	P	88-435-03	Prohibited
Recycling Service						
<i>Limited</i>	–	–	–	S		Prohibited
<i>General</i>	–	–	–	–		
Residential Storage Warehouse	–	–	–	P		Prohibited
Warehousing, Wholesaling, Freight Movement						
<i>Indoor</i>	–	–	–	P		Prohibited
<i>Outdoor</i>	–	–	–	–		
Waste-Related Use	–	–	–	–	88-380	
<i>Composting Facility</i>	–	–	–	–	88-328	
<i>Demolition debris landfill</i>	–	–	–	–	88-380	
<i>Solid waste separation facility</i>	–	–	–	–	88-380	
<i>Transfer station</i>	–	–	–	–	88-380	
AGRICULTURE						
Agriculture, Animal	P/*	P/*	P/*	P/*	*Chapter 14	Prohibited
Agriculture, Crop	P	P	P	P	88-312-01	Prohibited
Agriculture, Urban						
<i>Home garden</i>	P	P	P	P	88-312-02-A	Prohibited
<i>Community garden</i>	P	P	P	P	88-312-02-B	Prohibited
<i>Community-supported agriculture (CSA) farm</i>	P	P	P	P	88-312-02-C	Prohibited
ACCESSORY SERVICES						
Wireless Communication Facility						
<i>Freestanding</i>	–	P	P	P	88-385	Prohibited
<i>Co-located antenna</i>	P	P	P	P	88-385	With Special Use Permit

Planning Area B: Belleview / Madison Corridor

Description of the Area

Planning Area B is the majority of the Belleview / Madison Corridor from 43rd Street to 48th Street. This area was also selected and provided with specific guidelines in the original *Plaza Urban Design & Development Plan*. A number of properties have redeveloped since the adoption of that plan in 1989, but there are still a number of areas recommended for “Potential Redevelopment.”



Major investments along the corridor since the adoption of the *Plaza Urban Design & Development Plan* include:

- Bishop Spencer Place Phase I – SE Corner of 43rd & Madison – \$14 million – Construction of 60 independent living units, 30 assisted living units, and 57 units in a Health Care Center – (1995)
- Belleview Plaza Condos – 4528 Belleview – \$3 million - 9 unit condo conversion from office (2004)
- The Madison Townhouses – NE corner of 46th & Madison - \$7 million – Construction of 26 new townhouses (2004)
- 45 Madison Apartments – 44th -45th & Madison - \$20 million – Construction of a 132-unit apartment complex – (2006)

- R.H. Johnson Headquarters – 4520 Madison - \$5 million – Office building renovation (2006)

Considering the number of properties recommended for “Potential Redevelopment,” the comments received from our market experts during the planning process, and that this corridor is located between two residential neighborhoods, the Plaza-Westport neighborhood to the east and the West Plaza neighborhood to the west, specific guidelines are provided for this area and the purpose of this section.

Planning Recommendations

The following are recommendations concerning specific areas within Planning Area B:

- The majority of this area is identified for “Potential Redevelopment.” This sub area would benefit greatly from redevelopment and reinvestment. Flexible land use recommendations are made for this corridor to facilitate redevelopment.
- The City Planning and Development Department identified three properties within the area that are potentially eligible for a historic designation: Tower Cleaners (1001 w 43rd St), Madison Plaza (4333 Madison Ave), and Accurso Law Offices (4646 Roanoke Pkwy).
 - ✓ The Tower Cleaners building is designated as “Maintain Predominate Form” because it is similar in building placement, quality and type of building materials, walkability, and parking configuration to a few other structures within the corridor. If any of these structures are redeveloped, a different architecture or scale may be appropriate, but the aforementioned urban form principles should remain. Additionally, these urban form principles should serve as a guide for other redevelopment projects within the corridor.
 - ✓ The Madison Plaza building is designated as “Potential Redevelopment Within Existing Zoning” because an “Approved Unbuilt” project will require demolition of the building. The project is Phase III of the Bishop Spencer Place development. The approved plan calls for a 4-story building containing 24 living units and a 24 space parking garage. That development plan is still appropriate; therefore, the recommendation is “Potential Redevelopment Within Existing Zoning.” If an amendment is made to that approved development plan, it should be in accordance with the recommendations of this Plan.
 - ✓ The Accurso Law Office building is identified as “Maintain Predominate Form” because of its building placement, building articulation, and quality and type of building materials. The building placement is consistent with structures to the northwest on Roanoke Parkway and together they create a view corridor into the Country Club Plaza. If this property is redeveloped, any new structure should be similarly placed.

- Four “Approved Unbuilt” projects are within this area, while these exact projects may never be constructed, the location is still appropriate for redevelopment. If amendments are made to the approved development plans, they should be in accordance with the recommendations of this Plan.
 - ✓ Bishop Spencer Place Phase III (discussed above) (Approved 2004)
 - ✓ Springhill Suites – south on 45th Street between Bellevue and Madison – 4-story, 96-room hotel with 96 parking spaces (Approved 2014)
 - ✓ Plaza West / Madison Redevelopment – north on 47th Street between Bellevue and Madison – 7-story, 220,000 SF office building (Approved 1984)
 - ✓ Homestead Village – Property just north of 4635 Madison – project details for this site were not approved (Approved 1999)

Specific Recommendations

The Recommended Land Use Map, Development Form Guidelines, and Bowl Concept should be consulted for general development recommendations within this area. The following recommendations provide further site specific recommendations that, in instances of inconsistency, supersede Recommended Land Use, Development Form, and the Bowl Concept.

- Plan participants expressed the notion that the Madison / Bellevue corridor between 43rd Street and 47th Street is auto dominated and a barrier to pedestrians. According to the market experts consulted during the planning process, the speed of traffic along this corridor is hampering redevelopment. Improvements are needed to slow traffic along this corridor (see Transportation Chapter starting on Pg. ?).
 - ✓ Acceleration and deceleration lanes along Madison and Bellevue are not desired, as they contribute to the high speed nature of the street.
 - ✓ If entrances and exits for parking facilities are provided on east/west streets, they should restrict access into adjacent neighborhoods.
 - ✓ The pedestrian environment along the corridor should needs more emphasis than has been provided in recent redevelopment projects.
- Existing alleys between Jarboe and Bellevue and Madison and Summit should remain. These alleys are functional for traffic and parking, and provide a buffer between the corridor and neighborhood.
- Office / Residential is the predominate Recommended Land Use for this corridor. This is intended to allow flexibility for either office redevelopment, residential redevelopment, or a mix use structure that includes both office and residential.
- The Mixed Use Neighborhood recommendation along 44th Street and 45th Street is intended to provide small scale, neighborhood serving retail uses. These may be incorporated into larger mixed-use buildings, but the retail/commercial/restaurant uses

should be provided on the ground level access to the public sidewalk to enhance walkability of the area.

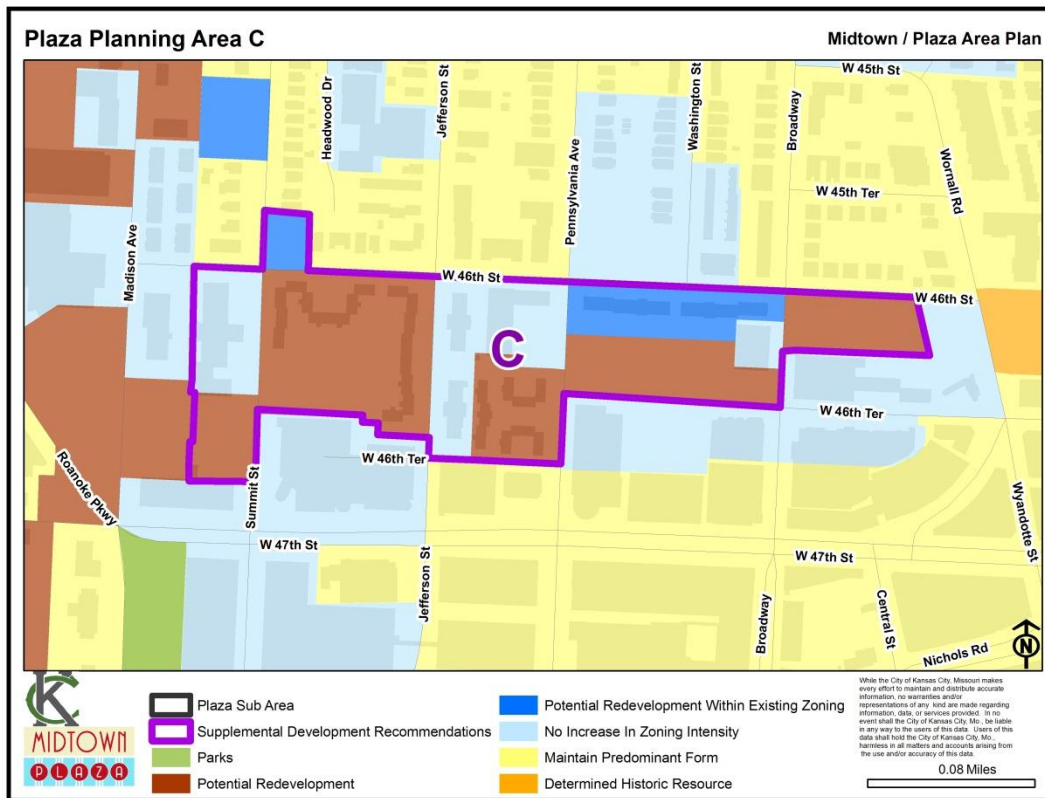
- Roanoke Parkway provides a view corridor into the Plaza as it meets 47th Street.
 - ✓ Any future development adjacent to Roanoke Parkway should maintain the setback that has been established from 43rd Street to 47th Street along Roanoke Parkway.
- Topography along the corridor changes drastically. Elevation changes are significant not only north south along the corridor, but also east-west between Bellevue and Madison. The most significant one block east-west elevation change is 30' from 45th & Bellevue to 45th & Madison. The most significant one block north-south elevation change is 43'. This occurs from 45th to 46th Street along Madison, as well as from 46th to 47th Street along Madison. These elevation changes were taken into consideration when completing the Bowl Concept.
 - ✓ If the maximum height is desired in new development, this will likely result in a stepped or terraced building roofline.
 - ✓ The challenging topography could present a design challenge, and should not result in blank walls, screens, or other façade treatment that is not pedestrian friendly. Active uses should occupy ground floors.

Planning Area C: Between the Country Club Plaza & the Plaza-Westport Neighborhood

Description of the Area

Planning Area C is generally described as being between the Country Club Plaza District and the Plaza-Westport Neighborhood. The majority of this area, which contains high-rise residential and offices uses, was selected and provided with specific guidelines in the original *Plaza Urban Design & Development Plan*. Since the adoption of the *Plaza Planning and Urban Development Plan*, there been major investments in area that include:

- Hampton Inn Hotel – 4600 Summit - \$23 million – Construction of a 203 room hotel – (1999)
- Residence Inn – 4601 Broadway - \$15 million – 106 room hotel composed of a new 6 story tower and conversion of a 2 story condominium. – (2002)
- 4646 Broadway Lofts – 4646 Broadway - \$16 Million – A 18 unit residential condominium – (2006)



Due to building demolitions, approved plans, condition of existing structures, and lack of historic resources this is an area appropriate for redevelopment. While adjacency to the Country Club Plaza is a draw for new future projects, the character of existing development should be respected. Ensuring that new development fits appropriately into this pocket requires a more refined approach to redevelopment, which is the purpose of the guidance provided below.

Planning Recommendations

The following are planning recommendations, specific to Planning Area C:

- Two of the “Potential Redevelopment” sites within this area are “Approved Unbuilt” projects. While these exact projects may never be constructed, the location is still appropriate for redevelopment. If amendments are made to the approved development plans they should be in accordance with the recommendations of this Plan.
 - ✓ Victory Court – 4622 Pennsylvania Avenue - 207,000 SF 14-story Class A office building and 6,500 SF of restaurant space with structured parking for about 725 spaces (Approved 2013)
 - ✓ The Plaza Steppes Phase III - south side of 46th, between Summit and Jefferson Summit – a 12-story hotel with 200 rooms, an 8 story senior living facility with 234 living units (Last Amended 2012)

Specific Recommendations

The Recommended Land Use Map, Development Form Guidelines, and Bowl Concept should be consulted for general development recommendations within this area. The following recommendations provide further site specific recommendations that, in instances of inconsistency, supersede Recommended Land Use, Development Form, and the Bowl Concept.

- **46th Street:** 46th Street will serve as the boundary between “high-rise” multi-family developments on the south of 46th Street and the traditional lower scale development pattern of the Plaza-Westport Neighborhood on the north side of 46th Street.
 - ✓ The building setback of future development facing 46th Street should be consistent to the 25’ setback of established development.
 - ✓ To maintain a building “streetwall,” and not disrupt walkability of the area, vehicular access should not be provided onto 46th Street.
 - ✓ On street parking along 46th Street should remain as a way to calm the street and provide a buffer between the higher intensity residential and neighborhood scale uses.
 - If a development’s traffic study requires access onto 46th Street and / or the removal of on street parking on 46th Street, another solution must be sought, as these are fundamental principles to buffer the neighborhood and maintain the area’s character.
 - The on street parking on 46th Street should not be restricted by time (for example, a 2 hour time limit). The outcome of a time restriction could increase traffic movements along this street, compromising the impact of on street parking as a buffer.
- No high-rise multi-family residential development shall extend north of 46th Street into the Plaza Westport Neighborhood. Future development in that area shall be developed consistently with the recommendations of this plan.
- ✓ **Transition between the Country Club Plaza to the north:** The Country Club Plaza District, which serves as the “base of the bowl” has a recommendation of 45’ maximum building height. To the north, there is a transition from this “low” area to areas where taller buildings are allowed to be a maximum of 130’ to the west of Broadway and to a maximum of 90’ to the east of Broadway. Unlike 46th Street to the north which is separated by ROW, these areas of transitions abut one another along parcel lines. Instead of using space for a transition, the following strategies should be employed:
 - ✓ Use of complementary materials and architectural character, setbacks, scale and orientation of buildings.
 - ✓ Gradual stepping down of building height.
 - ✓ Integration of small green spaces, courtyards, squares, and plazas should be used

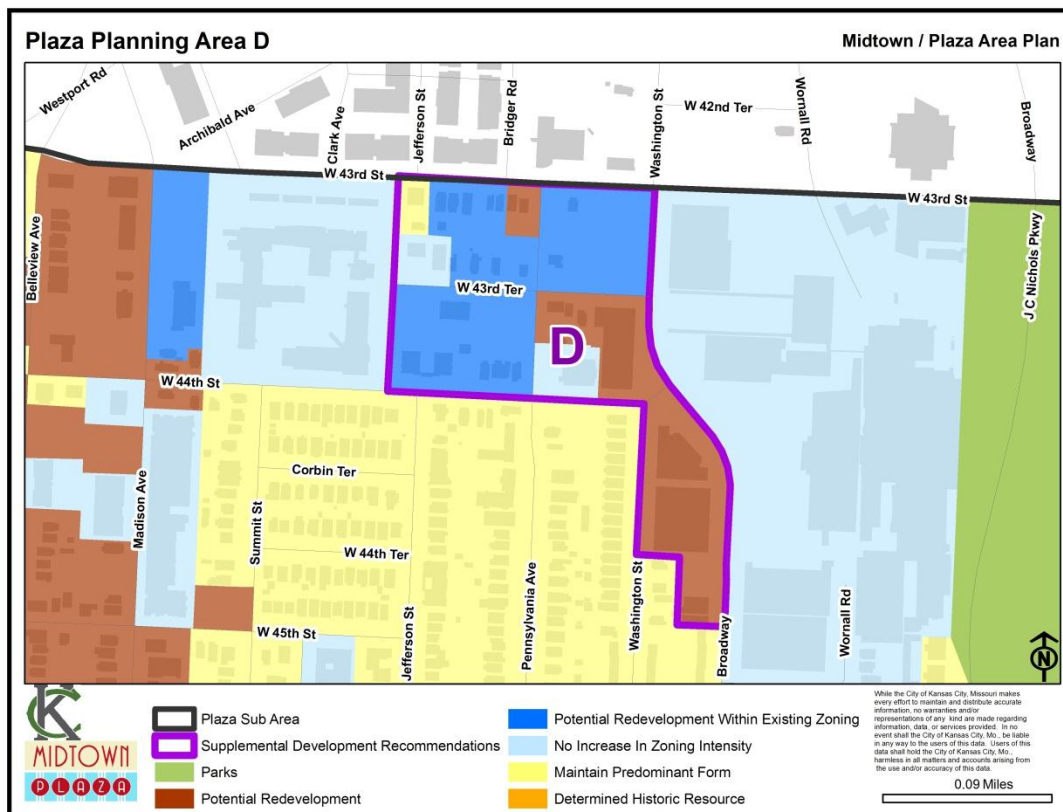
whenever possible.

- ✓ A combination of landscaping, walls or fences should be used where other transition tools are not possible, but should not mask areas from view and decrease “natural surveillance.
- ✓ Provide “finished edges” on all sides of a building using materials consistent and the primary elevations.

Planning Area D: St. Luke’s Hospital Campus/Plaza Westport Neighborhood

Description of the Area

Planning Area D, which is generally described as an area south of 43rd Street between St. Luke’s Hospital and the Plaza-Westport Neighborhood, mainly contains a mix of medical office buildings, surface parking lots, multi-family housing, and single family homes. The majority of this area was also selected and provided with specific guidelines in the original *Plaza Urban Design & Development Plan*. In 2004, the City adopted the Plaza-Westport Neighborhood Plan in order to provide guidance between institutional uses and residential transitions in this area between the Plaza and Westport.



Although there has been discussion between the neighborhood and the hospital about future plans for development and there have significant number of major reinvestment projects at the neighboring St. Luke's Campus, the major reinvestment in Planning Area D is limited to:

- The Children's Spot – 4333 Pennsylvania Avenue – \$3 million - Construction of a therapy center for children - (2007)

Planning Recommendations

The following are planning recommendations, which are consistent with the recommendations with the Plaza Westport Neighborhood Plan, and specific to Planning Area D:

- Medical offices and a parking garage are currently located on the west side of Broadway, south of 44th Street. This area is identified as "Potential Redevelopment" because, while redevelopment is unlikely, the current land use is more intense than what is allowed by the existing zoning. Since the current land use is suitable for this location, this Planning Recommendation was made to indicate that the existing land use is appropriate.
- The area bound by Jefferson to Pennsylvania from 43rd to 44th Street is primarily designated as a "Potential Redevelopment Area within Existing Zoning." Due to building demolitions, condition of existing structures, and lack of historic resources this is an area appropriate for redevelopment, within the existing zoning district.
- The properties at 4305 and 4309 Jefferson Street as adding to the character of the area and is designated as "Maintain Predominate Form." Maintenance of these buildings is the priority. If these sites are redeveloped, the existing structures should serve as models for any new structures. Key urban form principles that should be maintained are the building placement, building articulation, quality and type of building materials, walkability, and parking configuration.

The City Planning & Development Department should investigate if these properties are eligible historic resource for historic designation. It is recommended to work with the property owner to discuss pursuing historic designation of these properties.

- There has been a significant amount of building demolition on parcels facing 43rd Terrace between Jefferson Street and Pennsylvania. As a result there are several vacant parcels facing 43rd Street that are appropriate for redevelopment.

Specific Recommendations

The Recommended Land Use Map, Bowl Concept Map, and Development Form Guidelines should be consulted for general development recommendations within this area. The following recommendations provide further site specific recommendations that, in instances of inconsistency, supersede Recommended Land Use, Development Form, and the Bowl Concept:

- There are existing office uses, a special needs facility and a parking lot on parcels on the western side of Broadway within this planning area. This is consistent with the Office and Institutional future land use designation of the Recommended Land Use map. This area will serve as the western boundary of the St. Luke's campus and accommodate medical related uses and should not extend further in the Plaza-Westport Neighborhood.
- The block bound by 43rd Street to 43rd Terrace from Pennsylvania to Broadway is the only portion of the area that is included within the adopted St. Luke's Master Plan. Although this property is zoned R.5, it is part of an approved plan ("Approved Unbuilt" project) and approved for a "Mixed-Use Medical / Parking Structure," which is appropriate for this location.
- Mixed Use Neighborhood is the recommended land use on the south side of 43rd Street from Jefferson Street to Pennsylvania Street.
 - ✓ Mixed use developments should front onto 43rd Street with small scale retail and restaurant uses on the ground floor with office and / or residential uses above.
 - ✓ Additional points of vehicular access should be limited onto 43rd Street. Future development projects should be designed to share driveways and use the alley between 43rd Street and 43rd Terrace to access parking. The resulting parking lots should be screened and operate as a shared parking arrangement with residential abutting it to the south.

Planning Area E: Main Street Corridor (North)

Description of the Area

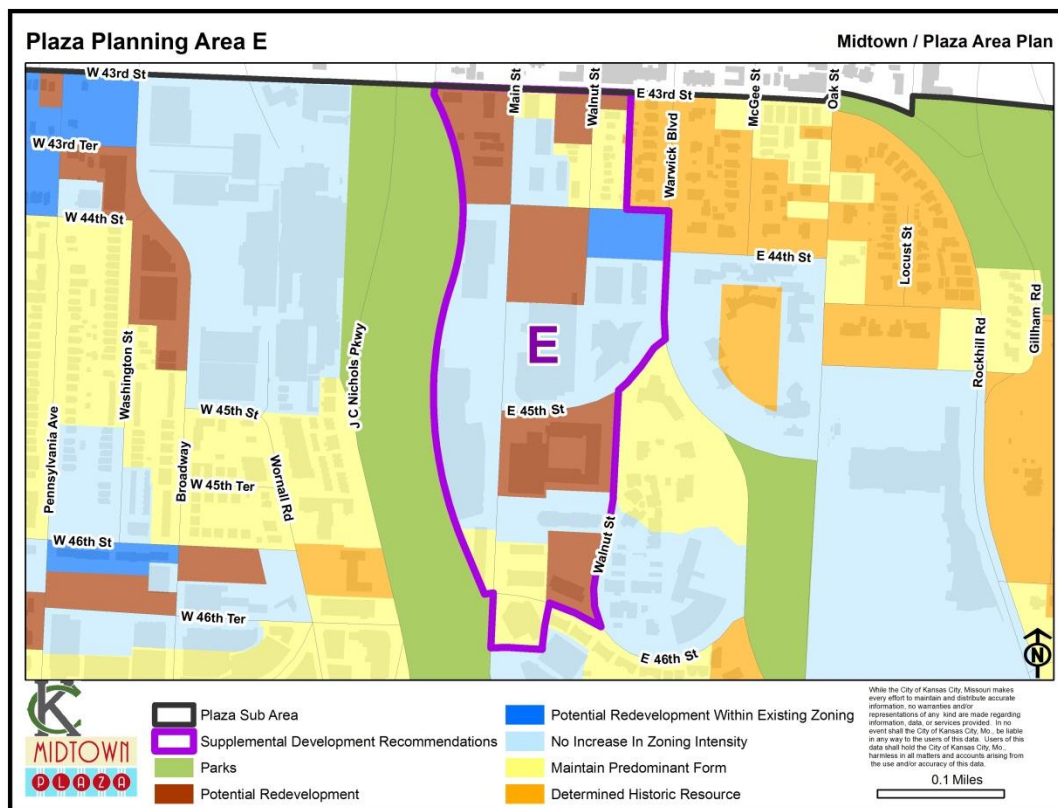
Planning Area E is the Main Street Corridor between 43rd Street and the southern side of 46th Street. A majority of this area was included as an "Area With Specific Guidelines" in the *Plaza Urban Design and Development Plan*. Since the adoption of that Plan, major investments in the area include:

- H & R Block Headquarters Expansion – SW corner of 44th & Main - \$13 million – 102,000 SF office expansion – (1996)
- Plaza Marriott Renovation – 4445 Main Street - \$9 million – Renovation of 295 room hotel – (2009)
- Twentieth Century Tower II Offices – 4536 Main Street - \$33 million – Construction of 242,00 SF office tower to match existing tower to the north – (1994)
- Kemper Museum – 4420 Warwick Blvd - \$5 million – Construction of new 23,000 SF modern art museum – (1994)

- Hotel Conversion – 4501 Main Street - \$9 million – Conversion of 241 room hotel – (1996)
- Homestead Village Hotel – 4535 Main Street - \$6 million – Construction of new 99 room hotel – (1997)

In addition to these major projects (projects exceeding \$3 million), a QT gas station was expanded at 4321 Main Street and five mid-size multi-family structures were demolished and those properties are now used for parking.

Also since the adoption of the *Plaza Urban Design and Development Plan* the Main Street Special Review District was adopted and established design requirements for a majority of the corridor.



In general, this area should serve as a dense office and mixed-use corridor. Hotel uses are also appropriate due to adjacency to office uses and the Country Club Plaza. While this is an auto dominated portion of Main Street, it also must serve pedestrians and users of the Main Street Max.

Planning Recommendations

The following are recommendations concerning specific areas within Planning Area E:

- Four buildings are identified as “Maintain Predominate Form” within this area along Main Street. These four buildings were also identified by the City Planning & Development Department as potentially eligible for a historic designation. Maintenance of these buildings is the priority. If these sites are redeveloped, the existing structures should serve as models for any new structures. Key urban form principles that should be maintained are the building placement, building articulation, quality and type of building materials, walkability, and parking configuration.
- The residential structures along Walnut Street between 43rd Street and 44th Street are also identified as “Maintain Predominate Form.” If these properties redevelop the key urban form attributes new development should incorporate are the areas: building placement, building scale, building articulation, quality and type of building materials, walkability, and parking configuration.
- While this area has benefited from many major investment projects since 1989, there are still a few large sites that are appropriate for redevelopment. Two of the sites already have approved development plans (“Approved Unbuilt” projects). If amendments are made to the approved development plans, they should be in accordance with the recommendations of this Plan.
 - ✓ 44th & Main Office Building – southeast corner of 44th & Main – 381,000 sq ft office building (Approved 2004)
 - ✓ 45th & Main Mixed Use – southeast corner of 45th & Main – 12-story office building containing about 230,000 sq ft, along with a boutique hotel, parking garage, and retail space (Approved 2006)

Specific Recommendations

The Recommended Land Use Map, Development Form Guidelines, and Bowl Concept should be consulted for general development recommendations within this area. The following recommendations provide further site specific recommendations that, in instances of inconsistency, supersede Recommended Land Use, Development Form, and the Bowl Concept:

- Main Street is a View Corridor and Point of Entry for the Country Club Plaza. For that reason and to help form the shape of the bowl, the height recommendations decrease nearest the Country Club Plaza.
- The property at the southwest corner of 43rd & Main backs onto Mill Creek Park and elevation of the site drops toward the park. For these two reasons, the height recommendation in the bowl concept is “taller” on the western side of the block than on the eastern side of the block.

- Mixed Use Community is the predominate Recommended Land Use for this corridor. This is intended to allow flexibility for either office, residential, commercial or a mix use structure that includes a combination of the three.
- Topography along the corridor changes drastically. The most significant one block north-south elevation change on Main is 52' from 45th to 46th Street (this portion of Walnut has a 59' elevation change). These elevation changes were taken into consideration when completing the Bowl Concept.
 - ✓ If the maximum height is desired in new development, this will likely result in a stepped or terraced building roofline.
 - ✓ The challenging topography could present a design challenge, and should not result in blank walls, screens, or other façade treatment that is not pedestrian friendly. Active uses should occupy ground floors.

Planning Area F: Emanuel Cleaver II Boulevard from Main to Oak

Description of the Area

Planning Area F is generally described as the area between the Country Club Plaza District and the Nelson-Atkins Museum of Art and Theis Park. The Planning Area extends north to 46th Street because of existing development inquiries and the character the existing structures provide along 46th Street.

The original *Plaza Urban Design & Development Plan* provided Specific Guidelines for this area. Those guidelines identified “the area between the office building at Brush Creek Boulevard and Main Street and the Sophian Plaza building at Warwick, and between 46th Street and Brush Creek Boulevard” as a “redevelopment site.” [Brush Creek has been renamed Emanuel Cleaver II Boulevard.] Those guidelines differ from the recommendations of this Plan, as stated below.



Ensuring that new development provides the best link between the Country Club Plaza and Nelson-Atkins Museum of Art requires a more refined approach to redevelopment, which is the purpose of the guidance provided below.

Planning Recommendations

The following planning recommendations are specific to Planning Area F:

- The structures on the north of Emanuel Cleaver II Boulevard to 46th Street are designated as “Maintain Predominate Form” (see “A” on the above map). These structures are of a similar age, height, placement, scale, footprint, articulation, quality and type of materials, walkability, parking configuration, etc. In addition, the City Planning & Development Department identified these properties as potentially eligible for a historic designation. The desire is for these buildings to remain and benefit from reinvestment. If for any reason these buildings are demolished, any new structures should be of similar placement, scale, footprint, articulation, quality and type of materials, walkability, and parking configuration. If redevelopment does happen, the predominate form of the existing structures serve as a model for any future structures.
- Three of the four properties south of Emanuel Cleaver II Boulevard identified as “Maintain Predominate Form” (see “B” on map above) are of similar age, height, placement, scale, footprint, articulation, quality and type of materials, walkability, parking configuration, etc. These three eastern most buildings are the model for any future structures, including if the fourth (western most) property is ever redeveloped.

The City Planning & Development Department identified all four of these structures as potentially eligible for a historic designation.

- The Winstead's property (101 Emanuel Cleaver II Blvd) was also identified by the City Planning & Development Department as potentially eligible for a historic designation. However, it is not identified as "Maintain Predominate Form." While the urban form and history of the site is compelling, since it is only one structure with that character and more density is generally acceptable for the property, it is instead classified as "No Increase In Zoning Intensity."

Specific Recommendations

The Recommended Land Use Map, Bowl Concept Map, and Development Form Guidelines should be consulted for general development recommendations within this area. The following recommendations provide further site specific recommendations that, in instances of inconsistency, supersede Recommended Land Use, Development Form, and the Bowl Concept:

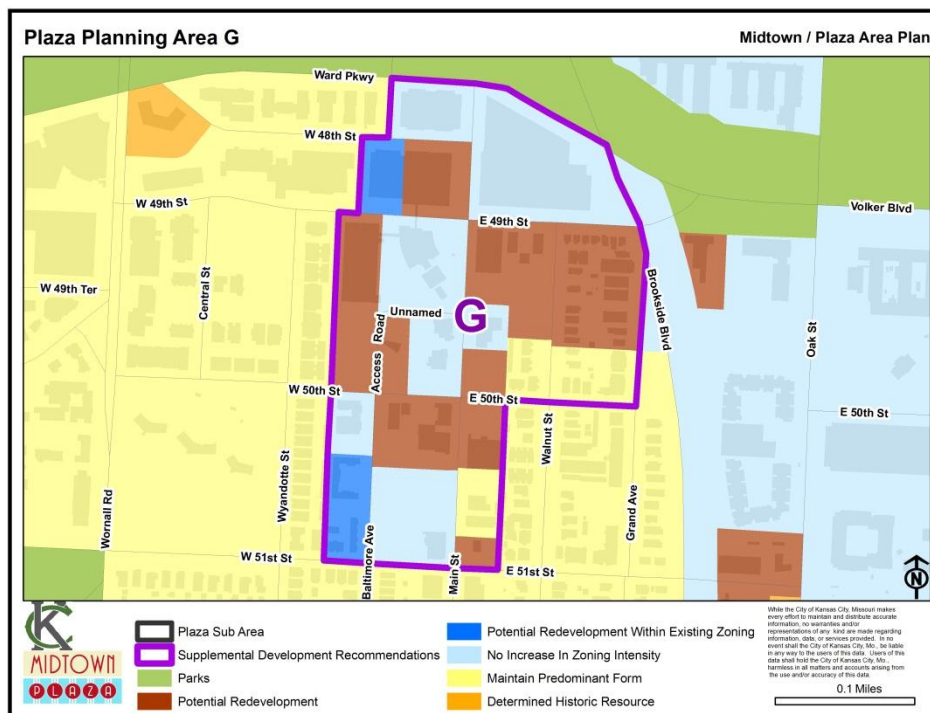
- A view corridor exists along Emanuel Cleaver II. This view corridor must be maintained with any redevelopment within the area.
 - ✓ New buildings should be placed with the same setback of adjacent buildings to maintain the existing streetwall.
 - ✓ The existing tree canopy helps to frame the existing View Corridor. The trees should be preserved, even if the adjacent properties are redeveloped. While new trees can be planted, they do not provide the height and foliage that the existing mature trees provide.
- Per the Bowl Concept, buildings along the northern side of the Emanuel Cleaver II Boulevard frontage should be between 45' and 80' tall (approximately 3 to 7 stories). This is to allow transition from the five story office building on the west and the nine story Sophian Plaza building on the east and to reflect the height of the existing building on the southern side of Emanuel Cleaver II Boulevard.
- Regardless of future property lines, the Bowl Concept height recommendations should be followed. For example, if a structure extends from Emanuel Cleaver II Boulevard to 46th Street, the northern portion (46th Street side) should be between 26' and 65' high and the southern portion (Emanuel Cleaver II Boulevard side) should be between 45' and 90' tall (this recommendation is due to the existing elevation difference - 46th Street is at an elevation approximately 30' higher than Emanuel Cleaver II Boulevard).
 - ✓ If a structure extends from Emanuel Cleaver II Boulevard to 46th Street, the structure should "front" both streets, with similar urban form attributes and level of detail.

- On street parking on Emanuel Cleaver II Boulevard and 46th Street helps to meet the parking demand of the area and slows traffic. For both reasons, the on street parking should remain on both streets.

Planning Area G: South Plaza Area

Description of the Area

Planning Area G is located along and adjacent to the Main Street corridor between Ward Parkway and 51st Street. A majority of this area was included in two “Areas with Specific Guidelines” in the *Plaza Urban Design and Development Plan*: Main Street Corridor and the Plaza Library site and the block to the south.



The Main Street Corridor should function as a neighborhood serving commercial area without encroaching into the existing neighborhood areas. The presence of the Main Street MAX is an asset which will allow increased accessibility into this area and the rest of the community. This area should maintain its overall development form, with the tallest buildings located in the north, oriented toward Brush Creek and transition to the lower scale residential development at 51st Street. The area south of 51st Street is of an appropriate use and scale and should not be redeveloped beyond what is allowed by existing zoning. The following recommendations

were a compromise, balancing development pressure with desire to maintain existing character of the area.

Since the adoption of the *Plaza Urban Design and Development Plan*, the nature of this area has been impacted by the closure of the Main Street Bridge over Brush Creek which redirected north-south traffic off of Main Street and onto Brookside Boulevard and the termination of Main Street between 58th Terrace and 59th Street.

Although circulation through the area has changed, due to its proximity to the Country Club Plaza and its healthy neighborhood, redevelopment within the area has been consistent since the 2000's and according to development market experts that were consulted during the planning process, it is likely that this area will continue to be a strong area for redevelopment into the future. Since the adoption of the *Plaza Urban Design and Development Plan*, the major reinvestments in this area include:

- The Kansas City Board of Trade Renovation – 4800 Main Street - \$3 Million – Office Renovation – (1999)
- Plaza Colonnade Offices and Library – 4801 Main Street - \$72 Million – New 35,000 SF library facility; a 10 story, 290,000 SF office tower; a 8,000 square foot commercial space, a 1,200 space parking garage (2005)
- Villa D'Este Condominiums – 5042 Walnut Street - \$3 Million – Construction of 10 residential condominium units – (2006)
- Truman Center at Plaza Library – 4801 Main Street - \$4 Million – Construction of an auditorium and meeting rooms – (2008)
- 4900 Main Commercial – 4900 Main Street – \$9 Million – Construction of a 10,000 SF commercial building, a 5,000 SF bank addition and conversion of a former fire station to commercial – (2008)
- 51st Street and Main Mixed Use Building – 5050 Main Street - \$39 Million – Construction of 173 new apartments; 9,500 square feet of commercial space; and 350 parking spaces – (2014)
- The Kansas City Board of Trade Conversion – 4800 Main Street – \$7 Million – Renovation of a 167,000 SF office building.

Planning Recommendations

The following are recommendations concerning specific areas within Planning Area G:

- The residential areas identified as “Maintaining Predominate Form” are consistent with good design practices and add a unique character to the area. In this area this includes concentrations of structures that are eligible for historic designation that should be maintained and rehabilitated, if possible. If property is redeveloped, it should fit within the existing urban form of the area. This is achieved through consistency with area

urban form including: building placement, building scale, building articulation, quality and type of building materials, and parking configuration.

- The commercial development that is identified as “No Increase in Zoning Intensity” on the west side of Main Street near 50th Street is an important element of this neighborhood serving mixed use corridor. Future projects should include:
 - ✓ Small scale elements and storefronts at the street level to encourage pedestrian activity.
 - ✓ Direct the primary entrance of the use onto Main Street.
 - ✓ Incorporate outdoor spaces, such as outdoor dining areas to activate the street
 - ✓ Configure parking to be located on the side or back of the business
 - ✓ Zero or near zero lot line development, with exceptions being made for areas of outdoor activity such as sidewalk cafes.
 - ✓ Streetscape amenities such as lighting, benches, signage, trees, etc.
- The redevelopment area west of Main Street between 49th Street and 50th Street, is suitable as an area of additional density due to the presence of surface parking lots and the potential to add density to existing parking structures.

Specific Recommendations

The Recommended Land Use Map, Bowl Concept Map, and Development Form Guidelines should be consulted for general development recommendations within this area. The following recommendations provide further site specific recommendations that, in instances of inconsistency, supersede Recommended Land Use, Development Form, and the Bowl Concept.

- Mixed Use Neighborhood is the primary land use recommendation within this area.
 - ✓ This plan recommends mixed use development in the northern portions of the area, along Main Street and away from existing residential.
 - ✓ Mixed use developments should front onto Main Street with small scale retail and restaurant uses on the ground floor with office and / or residential uses above.
- From 49th to 50th Street, the west side of Walnut to Brookside Boulevard, development should include a mix of uses that focuses commercial along 49th Street and transitions use, scale, and architectural detail to fit within the existing residential character towards the southern end of the block.

Figure xx –Example of Elevation and Building heights – *the 60’ buildings at the bottom of the hill appear to be shorter than the 45’ buildings at the top of the hill.*

- The dip and rise in elevation from 49th and 50th Street east of Main Street allows the variations in bowl recommendations to occur without disrupting the pattern of building height. Future buildings in the “lower areas” are taller and then transition to be consistent to the area the “lower scale” development in the southern portion of the block.



WALNUT STREET ELEVATION

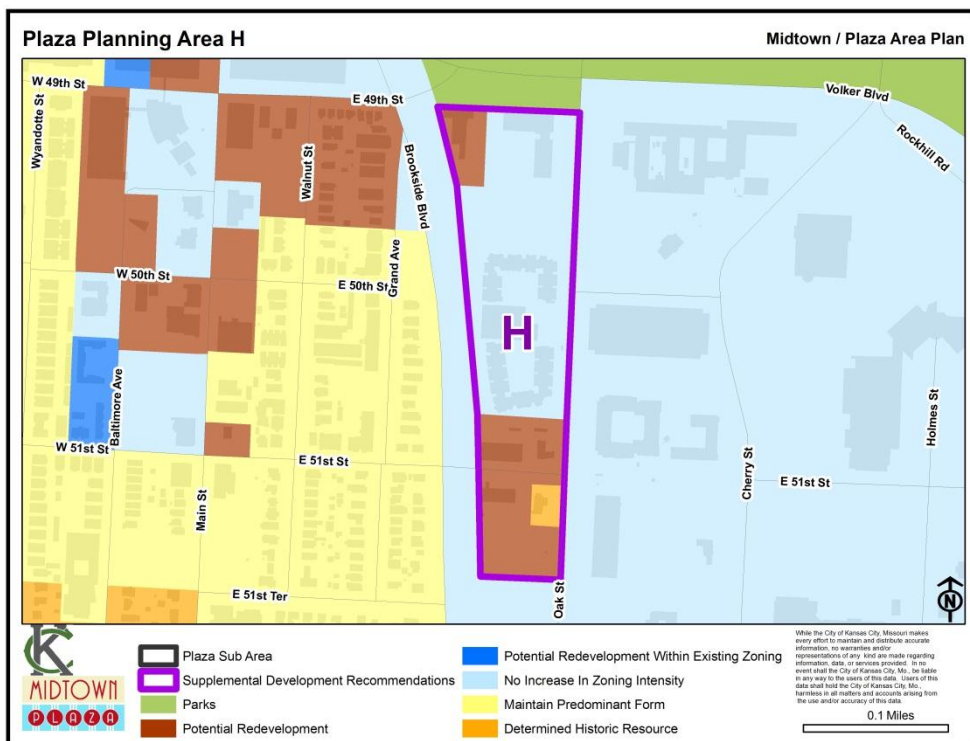


- All commercial projects in this area should be developed to maintain the pedestrian scale of the South Plaza Neighborhood. Future buildings should maintain and reinforce street level pedestrian activity regardless of size or use. This might include a design that:
 - ✓ Provides street-level, pedestrian-oriented uses.
 - ✓ Maintains a continuous, transparent, highly permeable and active streetwall.
- The portion of Planning Area G south of the Plaza Library between Main Street and Brookside Boulevard was identified as a “Potential Redevelopment” area that susceptible to change due to its designation as a redevelopment area in the *Plaza Urban Design and Development Plan*, existing building condition, existing zoning, and presence of surface parking lots within the area.
- Main Street is identified as a View Corridor and should provide better visual connections to the Main Street Corridor, Mill Creek Park and the Country Club Plaza.
- On Baltimore Street between 50th and 51st Street where Mixed Use Neighborhood land use classification abuts a residential land use classification on a street parallel to Main Street, access to non-residential uses should not be located on the parallel street, but rather front onto Main Street or along east-west streets.
 - ✓ The intent of this guideline is to provide land use flexibility, while maintaining the residential character adjacent to Main Street and limit access and traffic from non-residential uses onto more residential streets.

Planning Area H: UMKC - Brookside Boulevard

Description of the Area

Planning Area H is located within a portion of the UMKC Campus in an area generally bound by Brookside Boulevard to Oak Street and Volker Boulevard to 51st Terrace. Because it is a superior unit of government, UMKC is not required to follow the City’s development regulations. However, given this area’s adjacency to Brookside Boulevard, and single family neighborhoods immediately to the west, along with the amount of recent reinvestment in the area requires the anticipation of further reinvestment that serves both the UMKC campus and the community’s vision for future development.



The UMKC Campus Master Plan

The UMKC Master Plan, adopted by Resolution 030164 in 2003, is the University's guide for the future development and redevelopment of their campus facilities. The Volker Neighborhood Council, a public/private partnership is made up of representatives of area neighborhood associations and the University, was formalized through an executive order signed by the Chancellor of UMKC. The University has worked with the "Volker Council" to review commitments by the University yearly and updates the plan on a 3 year cycle. The most recent update has occurred in 2014, with full endorsement by the Council.

Since adoption, UMKC has actively implemented its master plan. Within the area of Planning Area H, this has been accomplished through the demolition of structures, such as the Oak Tower Apartment buildings and replacing them with mixed use dormitories and parking facilities. These improvements alleviate campus parking issues and expand the housing stock for "on campus" students. It is the intent of the University, to continue to redevelop this area to better serve the Volker Campus and the surrounding community. The following projects have been completed in Area H since the adoption of the plan:

- Oak Place Apartments – 5050 Oak Street - \$55 Million –Construction of 514 student apartments and associated parking– (2008)
- Herman and Dorothy Johnson Residence Hall – 5000 Oak Street - \$17 Million – Construction of a 328 bed dormitory – (2009)

Planning Recommendations

The following are recommendations concerning the specific areas within Planning Area H:

- The area of “Potential Redevelopment” is designated as a mixed-use development area by the UMKC Campus Master Plan. The following are specific recommendations to this area:
 - The area **north of 51st Street** is currently a row of pedestrian oriented single story commercial building with associated parking. If this area is redeveloped, it should be designed as a mixed-use development that is an extension of the development pattern directly to the north.
 - The area **south of 51st Street** is currently is a combination of a university office building, the Young Matron’s Home and surface parking lots. The redevelopment of this site should be a mixed-use development that integrates into the multi-modal facilities within the community. If this area is redeveloped and the Young Matron’s Home, which is a “Determined Historic Resource,” south of 51st Street facing Oak Street, could be preserved as a structure and moved. This is consistent with the UMKC Master Plan recommendation which advocates its relocation near the southwest corner of 53rd and Holmes. If the area is not developed or is developed in stages, the Young Matron’s Home should be preserved in place, maintaining its existing building character. The Secretary of the Interior’s Standards for the Treatment of Historic Properties should be applied relating to any alteration to the structure.
- The southeast corner of Brookside Boulevard and Volker Boulevard, which is designated as a “Potential Redevelopment” site, is an area designated by the UMKC Master Plan as the future 215 Volker Free Enterprise Center. This use is described as assisting in the development of prototype devices, manufacturing processes and an end product. An office use, which is within a designated node in the plan’s development form map, is appropriate due to affiliation with the university and proximity to existing office uses.
- The City’s Planning Department identified the Russell Stover Building, located at 4900 Oak Street as being a potentially eligible historic resource. It is recommended contact the owner to discuss pursuing historic designation of this property.

Specific Recommendations

The Recommended Land Use Map and Development Form Guidelines should be consulted for general development recommendations within this area. The following recommendations provide further site specific recommendations that, in instances of inconsistency, supersede Recommended Land Use, Development Form, and the Bowl Concept.:

- It is consistent with the 2008 UMKC Campus Master Plan update, the recommended land use designation along 51st Street in the west campus area is “Mixed-Use Community.” This site should contain a mixture of commercial, residential and university supportive uses that is designed to enhance the development pattern of the campus, serve surrounding neighborhoods and support the multi-modal transportation needs of this community by:
 - ✓ Maintaining and reinforcing street level pedestrian activity regardless of size or use.
 - ✓ Continue the street wall and use consistent massing of the recent mixed-use dormitories and parking facilities that had recently been developed to the north of 51st Street by using similar:
 - Building Scale
 - Building Setbacks
 - Building Articulation
 - Pedestrian Connectivity to the Public Realm
 - Outdoor “Public Spaces”
 - ✓ Providing street-level, pedestrian-oriented uses, including a continuous, transparent, highly permeable and active street wall and opportunities for outside activities like outdoor eating areas
 - ✓ Improving pedestrian connections to the Trolley Track Trail and public transit stops by providing articulated connections between future development projects and the these facilities.
 - ✓ Establishing main entrances to the development that face and are accessible from the Trolley Track Trail, 51st Street and Oak Street, rather than oriented towards side or rear parking areas.
 - ✓ Incorporating a parking structure into the development that minimizes surface parking areas and complement surrounding buildings.
- The Harry Wiggins Trolley Track Trail, which is between Brookside Boulevard and the UMKC Campus, is an asset to the campus and community. If development occurs adjacent to the ROW, these projects should:
 - Use existing points of access onto Brookside Boulevard, rather than cutting through the existing trail.
 - Engage with the KCATA’s Trolley Track Trail Advisory Committee to determine associated enhancements and improvements to the trail which might include:
 - The installation of landscaping or trail amenities;
 - Improving pedestrian access between development projects to the trail and transit amenities.

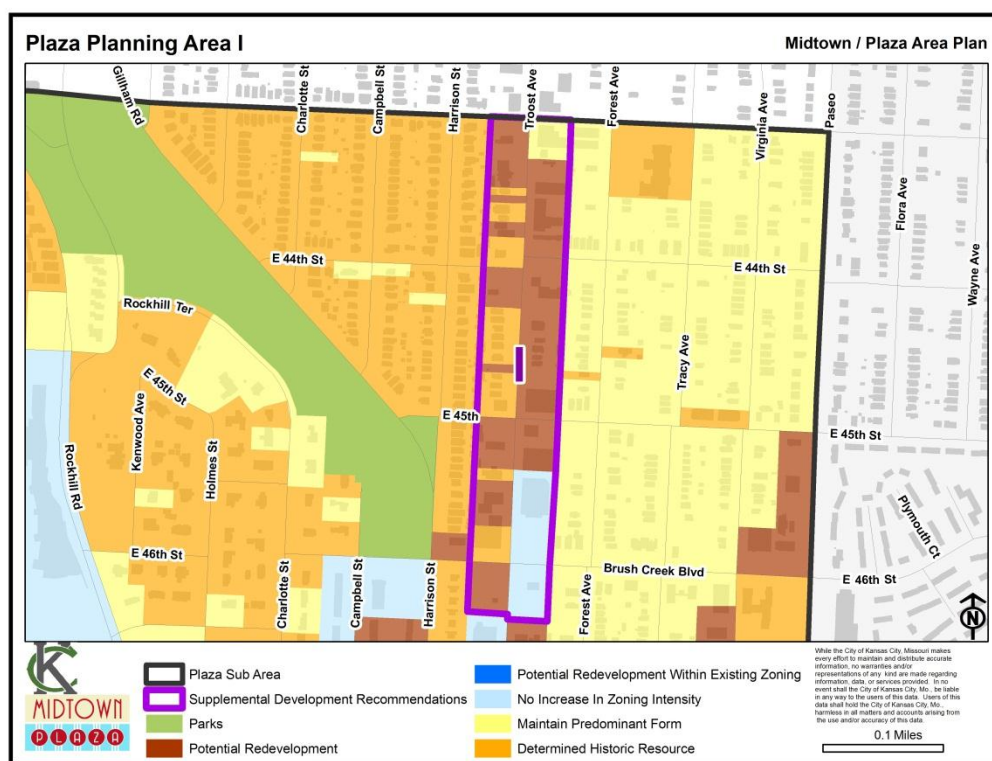
Planning Area I: Troost Ave (North)

Description of the Area

Planning Area I is the Troost Corridor between 43rd Street and the southern side of Brush Creek Boulevard. Two Plans were recently completed for this area: ***the Troost-Emanuel Cleaver II Boulevard Redevelopment & Implementation Plan (2015) and the Troost Corridor Redevelopment Plan (2014)***. An active effort is underway to implement the recommendations of the ***Troost Corridor Redevelopment Plan***, specifically adoption of an overlay on Troost. In December 2014, a zoning overlay was created in the area generally bound by 22nd Street on the north, Volker Boulevard/Swope Parkway on the south, and one-half block east and west of Troost Ave. The December 2014 Council approval was the first phase of the zoning overlay and modified the allowed uses in the area. It is anticipated that a second phase will occur which will provide for design guidelines for future development.

Since the adoption of the ***Plaza Urban Design & Development Plan***, investments in the area have been included a Dollar General (4235 Troost) and CVS (4531 Troost).

In general, this area should develop as a multi-modal (currently the corridor is served by the Troost Max) neighborhood-serving mixed-use corridor, which supports but does not encroach into, adjacent neighborhoods.



Planning Recommendations

The following are recommendations concerning specific areas within Planning Area I:

- The properties identified as “Determined Historic Resource” are contributing properties to the South Hyde Park National Register Historic District. While there is no enforcement of historic standards (unless a federal undertaking or historic tax credits are used), the Secretary of the Interior’s Standards should be used as a guide for modifications to these structures.
- While there is only one property identified as “Maintain Predominate Form” along the corridor, the intent is to use this structure as a model for new development. Key urban form attributes that should be emulated in new development include: placement, scale, footprint, articulation, quality and type of materials, walkability, and parking configuration.
- The “Potential Redevelopment” site at the SW corner of Brush Creek Blvd and Troost Avenue is an “Approved, Unbuilt” project. The approved plan includes a McDonald’s restaurant. Considering a McDonald’s restaurant is currently under construction just east of Troost Avenue on Emanuel Cleaver II Blvd, it is likely this approved development plan will need to be amended for any future redevelopment of the site. Amendments to that approved development plan should be in accordance with the recommendations of this Plan, as well as the ***Troost-Emanuel Cleaver II Boulevard Redevelopment & Implementation*** Plan.

Specific Recommendations

The Recommended Land Use Map and Development Form Guidelines should be consulted for general development recommendations within this area. The following recommendations provide further site specific recommendations that, in instances of inconsistency, supersede Recommended Land Use, Development Form, and the Bowl Concept.

- The ***Troost-Emanuel Cleaver II Boulevard Redevelopment & Implementation Plan*** makes specific recommendations on several properties within this area. That Plan should be referred to as it provides detailed recommendations for redevelopment. The Land Clearance for Redevelopment Authority (LCRA) was the sponsor of this Plan and should assist developers with its implementation.
- Properties within this area are identified as either a node or corridor per the Development Form Map. Those guidelines should provide a basis for the second phase of the Troost Overlay, as described above.

- It is recommended that the second phase of the Troost Overlay is completed and adopted. This overlay should serve as a model overlay for other corridors within the City.

Planning Area J: Troost Ave & Emanuel Cleaver II Boulevard

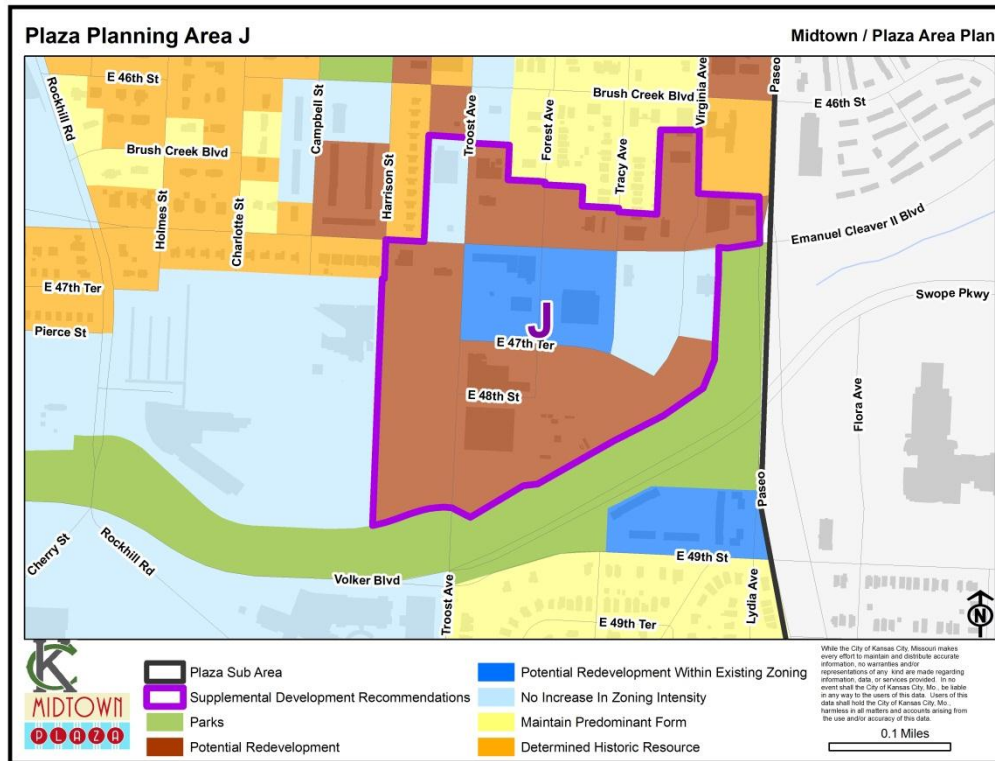
Description of the Area

Planning Area J is located at the intersection of Troost Ave & Emanuel Cleaver II Boulevard and includes properties along Emanuel Cleaver II Boulevard to the Paseo and south of Emanuel Cleaver II Boulevard to Brush Creek. A majority of this area was also called out for supplementary design guidelines in the original *Plaza Urban Design and Development Plan*. Since that Plan was adopted in 1989, much has changed. Major investments in the area include:

- Paseo East Shopping Center – Emanuel Cleaver II Blvd to 47th Terrace and Troost Avenue to Paseo Blvd - \$10 million – Construction of 100,000 SF shopping area – 2001-present
- Walgreens – 4630 Troost Ave - \$7 million – Construction of 24,000 SF retail building – 2000

In addition, two Plans were recently completed for this area: ***the Troost-Emanuel Cleaver II Boulevard Redevelopment & Implementation Plan (2015) and the Troost Corridor Redevelopment Plan (2014)***. An active effort is underway to implement the recommendations of the ***Troost Corridor Redevelopment Plan***, specifically adoption of an overlay on Troost. In December 2014, a zoning overlay was created in the area generally bound by 22nd Street on the north, Volker Boulevard/Swope Parkway on the south, and one-half block east and west of Troost Ave. The December 2014 Council approval was the first phase of the zoning overlay and modified the allowed uses in the area. It is anticipated that a second phase will occur which will provide for design guidelines for future development.

Redevelopment in this area is recommended. Serving as the eastern entry into the Plaza area, this area is envisioned as a multi-modal (the area currently includes bike lanes and the Troost Max) mixed-use area that does not encroach into adjacent historic neighborhoods.



Planning Recommendations

The following are recommendations concerning specific areas within Planning Area J:

- The area designated as “Potential Redevelopment Within Existing Zoning” is part of an approved Development Plan. The only reason it is still shown as “Potential Redevelopment” is because all improvements shown on the Development Plan have not been constructed (“Approved Unbuilt”). Completion of the approved Development Plan is recommended.
- Of the properties shown as “Potential Redevelopment” the property south of Emanuel Cleaver II Boulevard and west of Troost is a more unique recommendation. The recommendation is for redevelopment to occur that fronts onto Troost Avenue and helps continue the treatment of Troost Ave as a walkable mixed-use corridor.
- The buildings between 47th Terrace and Brush Creek on the east side of Troost Avenue are owned by UMKC and the Mixed Use Community Recommended Land Use is consistent with the UMKC Master Plan.

Specific Recommendations

The Recommended Land Use Map and Development Form Guidelines should be consulted for general development recommendations within this area. The following recommendations provide further site specific recommendations that, in instances of inconsistency, supersede Recommended Land Use, Development Form, and the Bowl Concept.

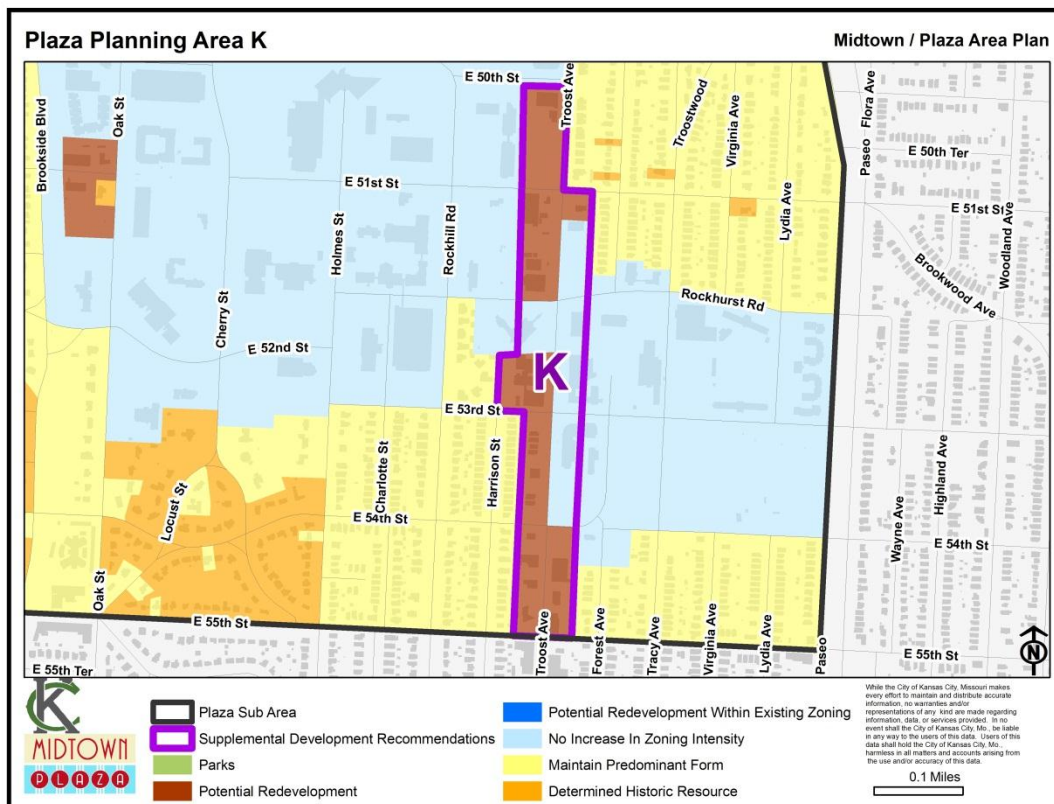
- The ***Troost-Emanuel Cleaver II Boulevard Redevelopment & Implementation*** Plan makes specific recommendations on several properties within this area. That Plan should be referred to as it provides detailed recommendations for redevelopment. The Land Clearance for Redevelopment Authority (LCRA) was the sponsor of this Plan and should assist developers with its implementation.
- Properties within this area are identified as either a node or corridor per the Development Form Map. Those guidelines should provide a basis for the second phase of the Troost Overlay, as described above.
 - ✓ It is recommended that the second phase of the Troost Overlay is completed and adopted. This overlay should serve as a model overlay for other corridors within the City.

Planning Area K: Troost Avenue – 51st Street to 55th Street

Description of the Area

Planning Area K includes parcels facing Troost Avenue from approximately 50th Street to 55th Street. This area contains property primarily owned by UMKC on the west side of Troost Avenue and Rockhurst University on the east side from 51st to 55th Street. Although Rockhurst University made improvements to their campus that better orients it toward Troost Avenue, the majority of the remainder of the area lacks commonality, being a mixture of small scale commercial buildings, surface parking lots, institutional uses, and vacant lots.

There has been a significant amount of building demolition on the eastside of Troost Avenue on properties owned by Rockhurst University in the 5100 and 5300 blocks of Troost Avenue since the adoption of the *Plaza Urban Design and Development Plan*. These properties, which flank the University's main entrance onto Troost, have been redeveloped as institutional buildings that provide a stronger presence onto Troost.



Since the adoption of the *Plaza Planning and Urban Development Plan*, major investments by Rockhurst University in Planning Area K include:

- Rockhurst University Science Center – SE Corner of 53rd Street and Troost Avenue - \$7 million - Construction of a 76,000 SF science Center – (1996)
- Rockhurst University Enhancements - SE Corner of 53rd Street and Troost Avenue - \$10 Million – New visitors center, art galleries, bell tower, fountain, entry and renovations – (2000)
- Rockhurst Mixed-Use Parking Garage - NE Corner of 52nd Street and Troost Avenue – \$8 Million - Construction of 400 space parking garage with 12,000 SF of commercial space - (2012)

Recently, UMKC and Rockhurst University completed campus master plans; the ***Troost Corridor Action Plan*** was completed in 2004; and the ***Troost Corridor Redevelopment Plan*** was completed in 2014. While the university master plans provide guidance within the campus areas, the Troost Corridor Action Plan ties their recommendations together by focusing recommendations along both sides of Troost Avenue. Among the general strategies outlined in the plan are to:

- Build a long-range development strategy to make Troost Avenue a mixed-use corridor with targeted short range initiatives that enhance the overall environment.

- Provide a community-based vision that brings about a greater sense of 'place' among institutions, neighborhoods, and commercial development.
- Work together to proactively market the corridor.
- Set up a mechanism to better communicate, and coordinate investments within the Troost Corridor among the city, institutions, neighborhoods, and the private sector.

In general, while this is an auto dominated portion of Troost, future development should be neighborhood oriented mixed use and the Troost Max bus service provided will help to transform it into a multi-modal area.

Planning Recommendations

The following recommendations, are consistent with existing plans, and are specific to Planning Area K:

- The Rockhurst University Campus and most of the property owned by the university on the east side of Troost between 52nd Street and 53rd Street is within a “No Increase in Zoning Intensity” Area. In 2011, Rockhurst University completed a rezoning of the main campus as an implementation measure of its plan by creating a MPD District. Other properties owned by Rockhurst along Troost Avenue are envisioned as a combination of an institutional use in the northern ½ the 5200 block and a mixed use development in the southern ½ of this block.
- On the west side of Troost, the major property owner is UMKC and this area is mostly designated as a “Potential Redevelopment” area. Historically, UMKC has been critiqued as turning its back on Troost Avenue and orienting development toward the Volker Campus. The university has said it wishes to embrace Troost Avenue and has identified this area for future mixed-use apartment style student housing. The development of these properties is a progressive step in supporting the Volker Campus and strengthening the Troost Corridor. There has been very limited demolition and no major investment on the west side of Troost in this area over the past 20 years.

Specific Recommendations

The Recommended Land Use Map and Development Form Guidelines should be consulted for general development recommendations within this area. The following recommendations provide further site specific recommendations that, in instances of inconsistency, supersede Recommended Land Use, Development Form, and the Bowl Concept.

- Currently, the underdeveloped lots in this area are a mixture of small scale commercial buildings, surface parking lots, institutional uses, and vacant lots. With limited existing context to relate to, future development projects should use the Plan's Development Form citywide and corridor guidelines as a guide for future development. In addition, to limit encroachment into residential areas development on Troost should:
 - ✓ Minimize vehicular access into residential areas (streets parallel to Troost), but rather provide access onto Troost Avenue or a cross street.
 - ✓ Install transition elements between the neighborhood and corridor that are designed to provide a sense of arrival to each. Such elements could include landscaping, traffic calming measures, and neighborhood markers.
 - ✓ The Mixed Use Neighborhood recommendation along 53rd Street and 55th Street is intended to provide small scale, neighborhood serving retail uses. These may be incorporated into appropriately scaled office, residential and university dormitories, but the retail/commercial/restaurant uses should be provided on the ground level access to the public sidewalk to enhance walkability of the area.

North West Sub-Area

Context –

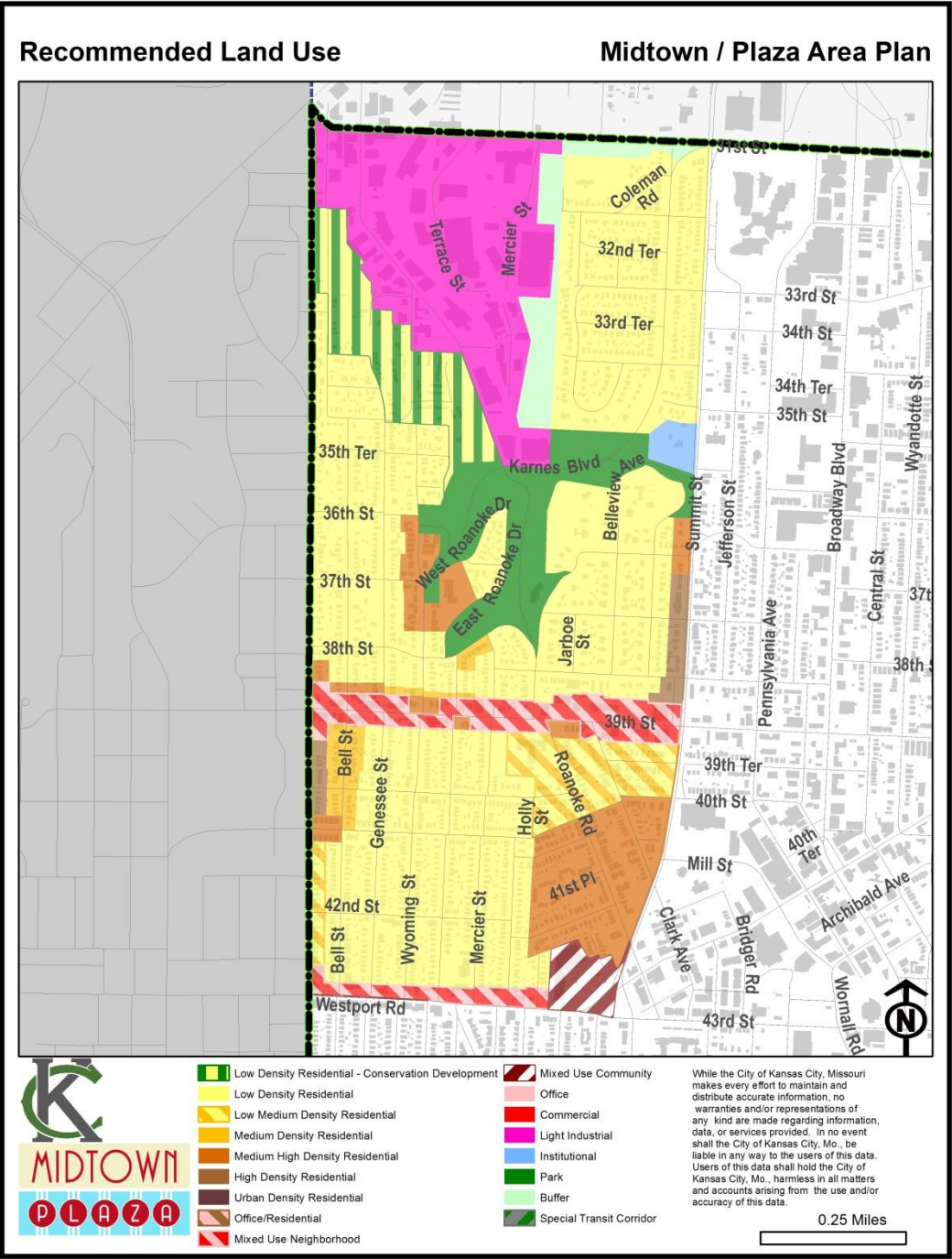
NORTH WEST SUB AREA - 31ST STREET TO 43RD STREET, STATE LINE TO SOUTHWEST TRAFFICWAY

The North West Sub Area is predominately a residential area. It is also home to an industrial district along Roanoke Road off of 31st Street, Roanoke Park, and commercial corridors along 39th Street and 43rd Street. Originally a neighborhood serving corridor, 39th Street within this area has become a “restaurant row” destination supplemented with unique retail. The character of 39th Street, with its smaller scale unique buildings, narrow streets, on street parking, and walkability all contribute to making it a special place within the City. Southwest Trafficway is the eastern boundary of this sub area, while it moves a great number of vehicles, the way the roadway currently functions is viewed by some as separating the neighborhoods on either side.

North West Sub Area Land Use

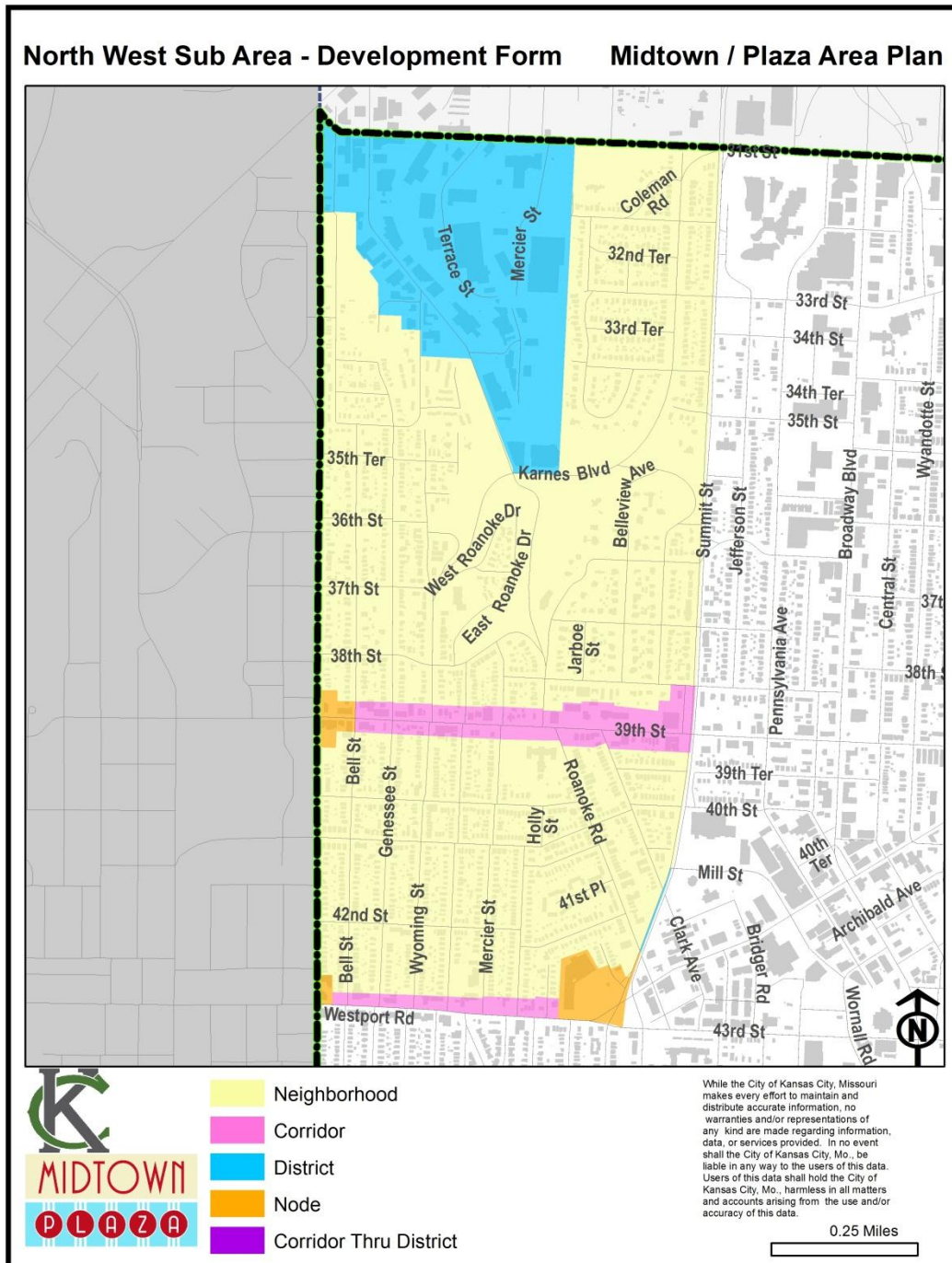
The Recommended Land Use Map prescribes where specific land use types and densities should be located while the Development Form guidelines describe how the built environment should look, feel and function (independent of the type of use).

North West Sub Area Recommended Land Use Map



North West Sub Area Development Form

The Development Form guidelines describe how the built environment should look, feel and function (independent of the type of use). Refer to Appendix x for the full Development Form Guideline Text.



Implementation of Recommendations

Planning Recommendations

- Neighborhood Associations will work with the City Planning and Development Department to downzone properties. This effort will be initiated by the neighborhoods that will be trained and responsible for the initial field work in the downzoning process.
- Commercial encroachment from 39th Street or 43rd Street into existing residential neighborhoods shall be discouraged. Any development adjacent to a residential neighborhood shall provide a transition element to that neighborhood consistent with the development form guidelines of this plan.
- Developments that are designated as nodes within the plan's development form guidelines should be oriented so their fronts address the street and are brought up to the street with parking in the rear or to the side. The plan supports neighborhood oriented commercial uses at these sites while maintaining existing residential boundaries.

Specific Recommendations

- The City of Kansas City, Missouri, the KU Medical Center located near 39th and State Line Road, and Kansas City, Kansas should develop a comprehensive development strategy for the areas adjacent to the KU Campus.
- The boundaries of the North Volker Industrial Area, located to the west of the Coleman Highlands residential area between Karnes Boulevard and 31st Street, should not expand outside its present physical footprint. Future development projects should take measures to mitigate any external effects on neighboring residential properties.
- While the Coleman Highlands and Roanoke Neighborhoods are locally designated historic districts, the Volker Neighborhood is not. In order to maintain its character, the Volker Neighborhood should consider undertaking a process to determine if it should undertake a zoning overlay process to regulate land uses, development form or both.

North Central Sub-Area

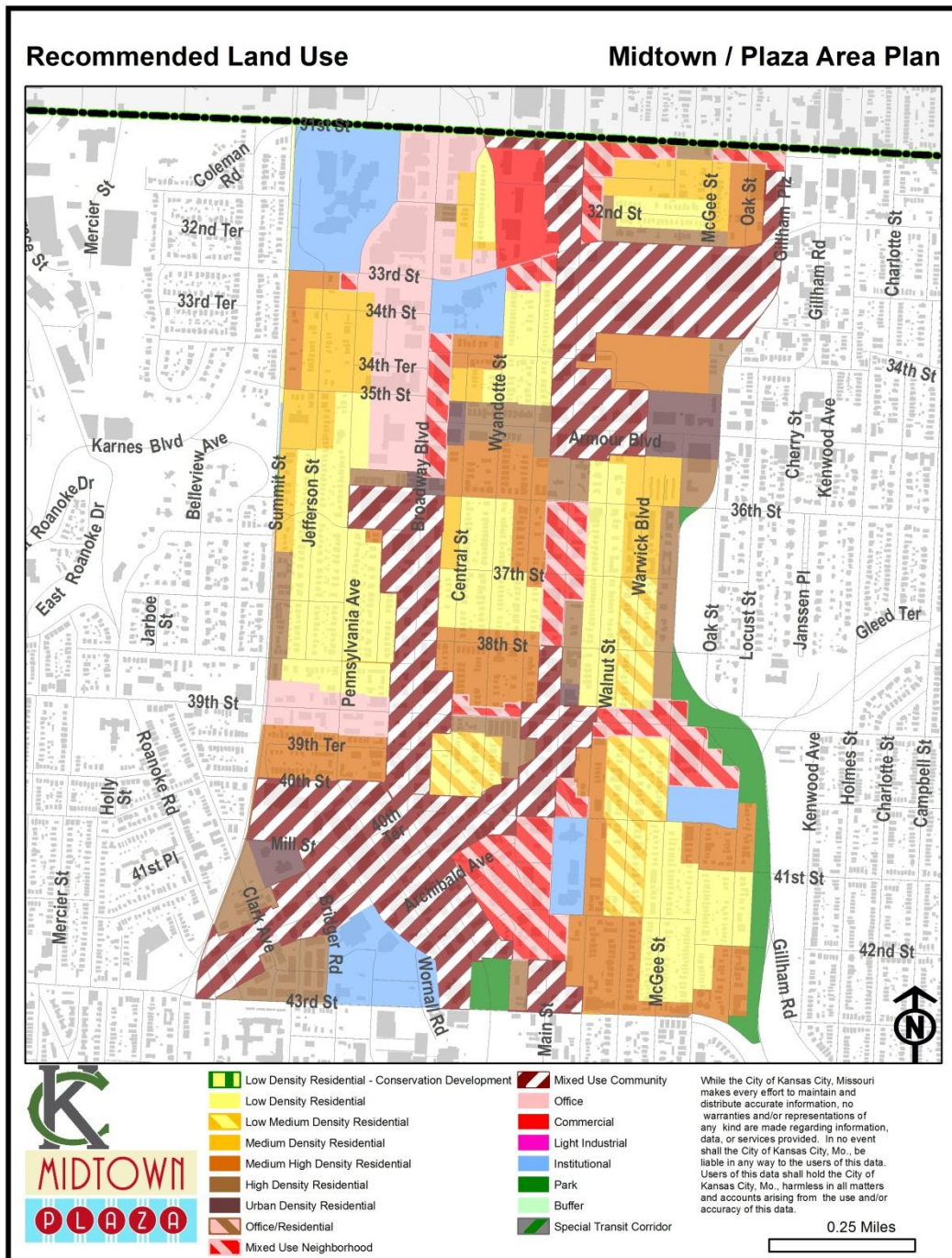
NORTH CENTRAL SUB AREA - 31ST STREET TO 43RD STREET, SOUTHWEST TRAFFICWAY TO GILLHAM RD

The North Central Sub Area offers perhaps the greatest diversity of land uses of any of the other sub areas. Residential is certainly a predominant land use, but Broadway Boulevard and Main Street are two very active commercial / mixed-use corridors. In addition, the Westport District and Midtown Market Place, while very different, are commercial destinations.

In addition to the following area plan recommendations, the ***Main Street Streetscape Plan***, adopted in 2008, will remain in place. The recommendations within this plan provide the basis for streetscape improvements from Pershing Road to 47th Street along Main Street.

North Central Area Recommended Land Use

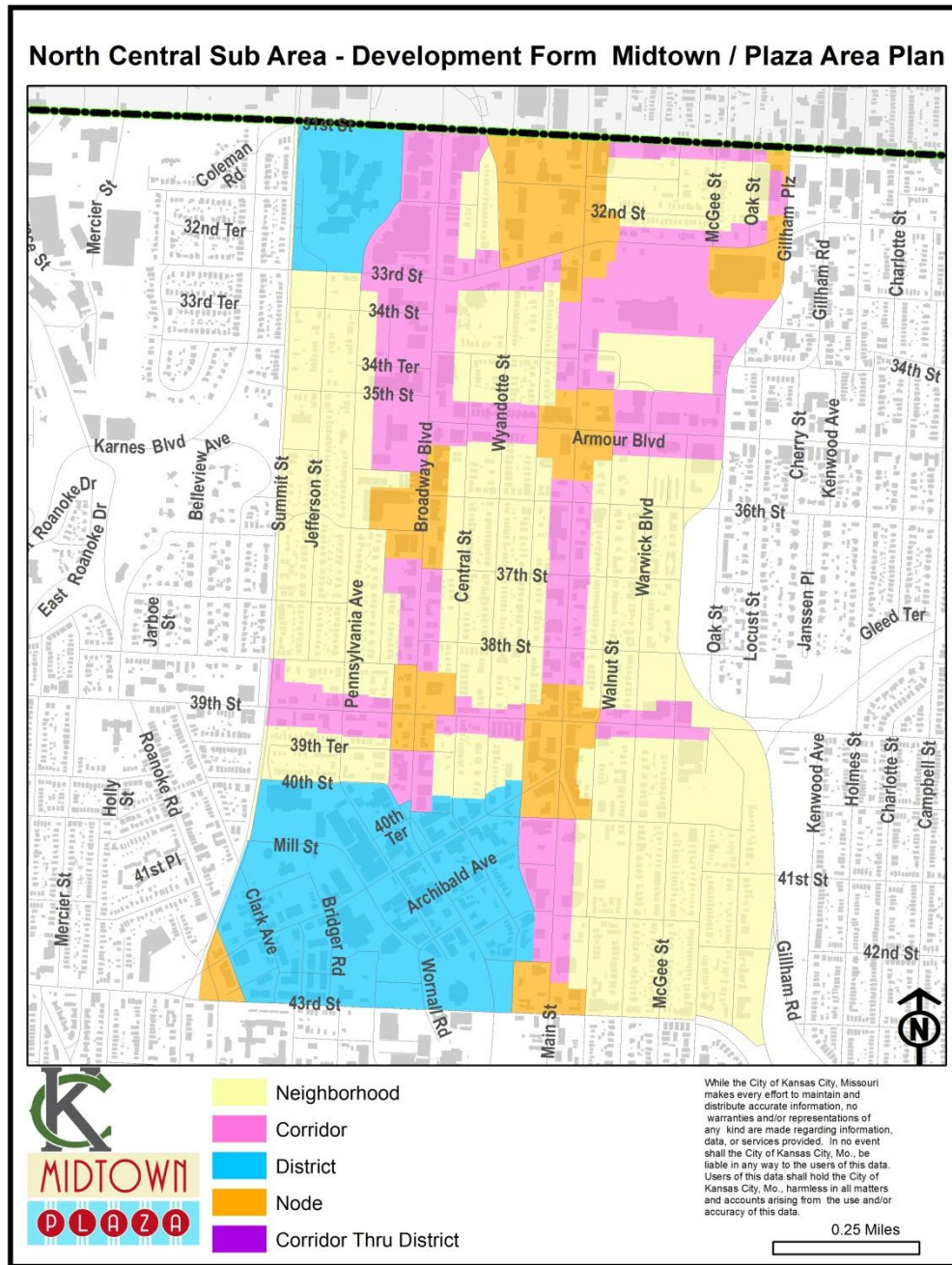
The Recommended Land Use Map prescribes where specific land use types and densities should be located while the Development Form guidelines describe how the built environment should look, feel and function (independent of the type of use).



North Central Sub Area Development Form

The Development Form guidelines describe how the built environment should look, feel and function (independent of the type of use). Refer to Appendix x for the full Development Form Guideline Text.

North Central Sub Area Development Form Map



Implementation Items:

Planning Recommendations

- Traditional strip commercial development on the areas corridors shall be discouraged and replaced by a mixed use pattern of development along mixed-use corridor. Nodal mixed use development shall occur at major intersections
- Mixed use development shall be designed to support pedestrian oriented activities and increased transit use. These areas shall be planned to encourage a diversity of activity, safety for pedestrians and smaller scale elements and storefronts at the street level to encourage diversity of activity.
- Downzoning will be supported where the existing zoning is not consistent with the adopted land use policy. Neighborhood Associations are encouraged to undertake the downzoning of property when existing zoning is inconsistent with the recommendations of the future land use plan.
- The current amount of strip commercial development on the existing commercial corridors cannot be supported and is the cause for underperforming commercial properties. To maximize the City's investment, commercial development proposals within the mixed-use nodes and residential projects between the nodes shall be given priority for receiving tax incentives.
- Commercial encroachment into existing residential neighborhoods shall be discouraged. Any development adjacent to a residential neighborhood shall provide a transition element to that neighborhood consistent the development form guidelines of this plan.
- The redevelopment of vacant properties should adhere to the historic, pedestrian friendly layout of the area and be developed to be consistent with the recommendations of the plan's Recommended Land Use and Development Form Guidelines.

Specific Recommendations

- Future mixed-use/commercial development projects should be focused within the Westport District and within the nodes of the Main Street, Broadway Boulevard, 31st Street and Linwood Boulevard corridors.
- Any mixed use development between nodes should contain multi-family residential and may contain neighborhood oriented commercial uses. Within the overall planning area, regional commercial development should be limited to the Westport District and Country Club Plaza District.
- Future Streetscape Improvements on Main Street, 39th Street and Broadway Boulevard should be consistent with the design of established streetscape improvements.
- Any redevelopment in an area generally bound by 41st Street to Volker Boulevard east of Main to Gillham Road should refer to the policies within the ***Cultural Heritage District Plan (2012)*** to inform planning decisions.

North East Sub-Area Context –

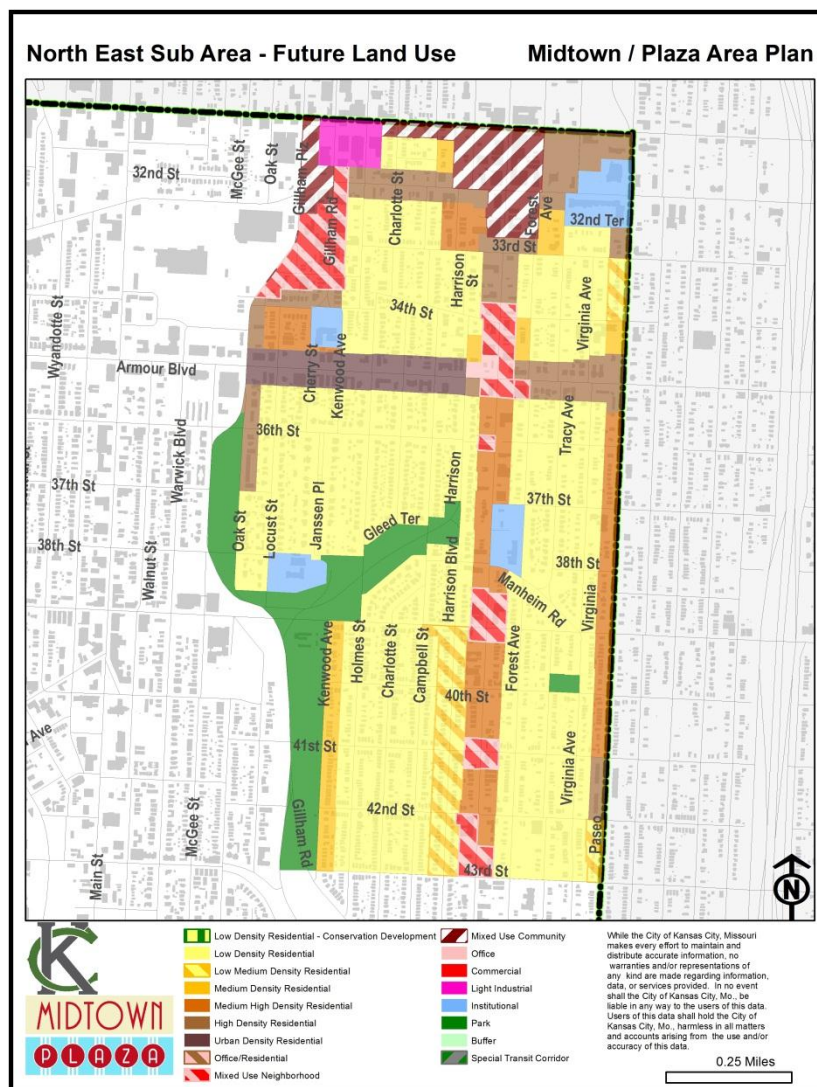
NORTH EAST SUB AREA – (31ST STREET TO 43RD STREET, GILLHAM RD TO PASEO BOULEVARD)

The North East Sub Area is predominately a residential area. The 31st Street, Linwood Blvd, and Troost Corridors are commercial corridors within the area, that could be enhanced and benefit from reinvestment. Armour Boulevard in this sub area and the North Central Sub Area has seen significant reinvestment in multi-family housing over the past few years. There is a strong desire to see this reinvestment continue and spread further within the sub area.

North East Area Recommended Land Use

The Recommended Land Use Map prescribes where specific land use types and densities should be located while the Development Form guidelines describe how the built environment should look, feel and function (independent of the type of use).

North Central Sub Area Recommended Land Use Map

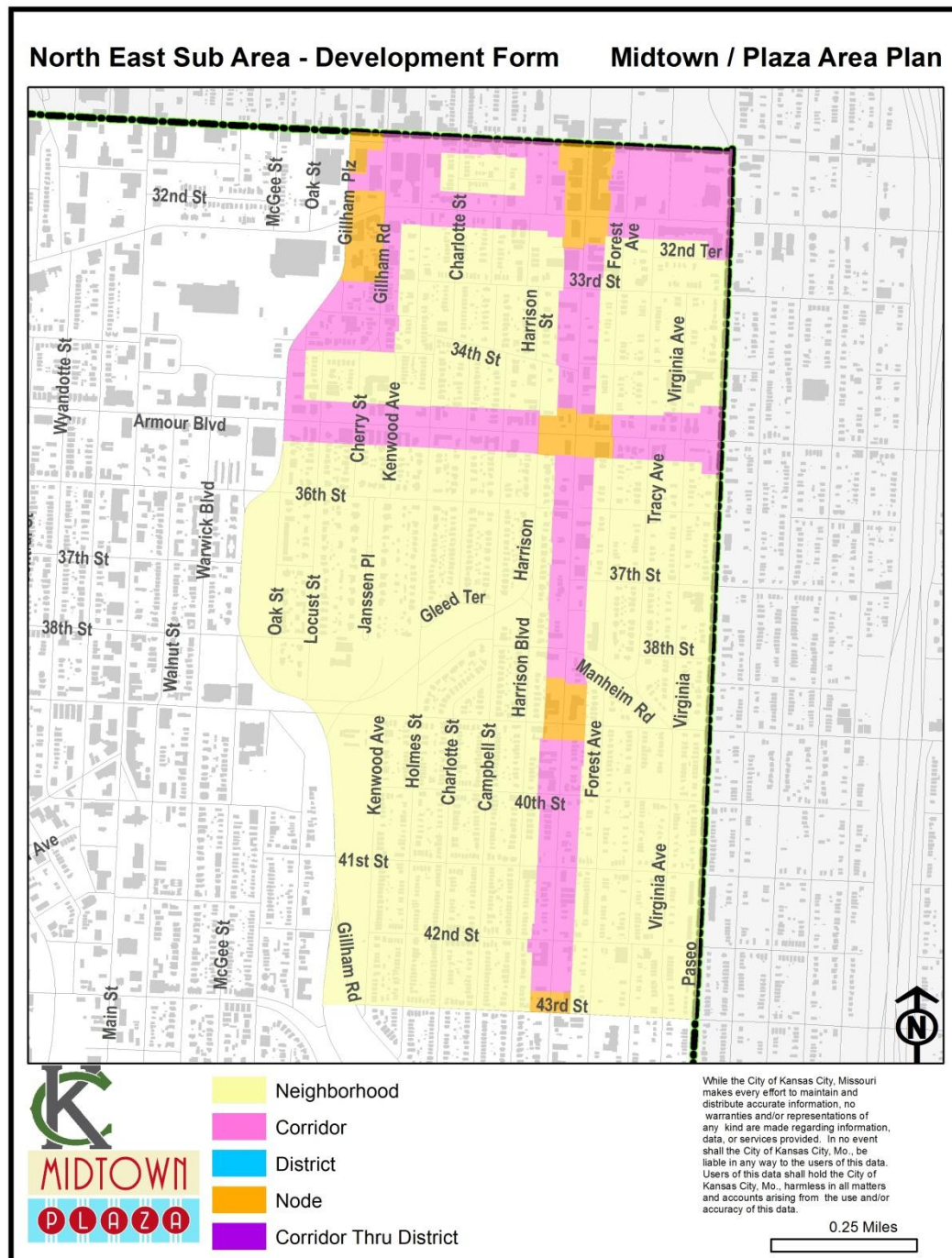


North East Sub Area

North Central Sub Area Development Form

Users of the plan should refer to appropriate Development Form Guidelines for future development projects found on Page x.

North Central Sub Area Development Form Map



Implementation Items:

Planning Recommendations

- Commercial encroachment into existing residential neighborhoods shall be discouraged. Any development adjacent to a residential neighborhood shall provide a transition element to that neighborhood as consistent with this plan's development form guidelines.
- Developments that are designated as nodes within the plan's development form guidelines should be oriented so their fronts address the street and are brought up to the street with parking in the rear or to the side. The plan supports neighborhood oriented commercial uses at these sites while maintaining existing residential boundaries.
- The redevelopment of vacant properties should adhere to the historic, pedestrian friendly layout of the area and be developed to be consistent with the recommendations of the plan's Recommended Land Use and Development Form Guidelines.
- Address the triple bottom line issues of equity, economy and the environment, and work with the community to determine the best strategic short-term and long-term recommendations for creating a sustainable development projects within the corridor.
- In order to encourage quality development, organizations within the entire North East Sub Area should work to develop zoning overlay districts that implement the plan's recommended land use and development form guideline recommendations.
- Mixed use development on Commercial Corridors between the nodes shall contain neighborhood oriented service activities and/or multi-family residential uses. Regional commercial developments shall not be encouraged.
- Any property that requires a rezoning or receives tax incentives shall be rezoned to a planned zoning district shall be subject to the plan's Development Form Guidelines.

Specific Recommendations

- Traditional strip commercial development on Troost Avenue shall be discouraged and replaced by a mixed use pattern of development along the mixed-use corridor. Nodal mixed use development shall occur at major intersections.
- Any future development/redevelopment project should be consistent with the policies of the ***Troost Corridor Redevelopment Plan*** adopted in 2014 and the ***Troost/Emanuel Cleaver II Boulevard Redevelopment and Implementation Plan***, adopted in 2015. The recommendations within this plan are consistent with area plan recommendations, but presented at a more detailed level.

Development Form Guidelines

Development Form Application

Currently, the Development Form Map and Guidelines provide urban design guidance. It is only when a rezoning is required, incentives are requested, a plan is required or variances are sought that staff and/or stakeholders have the opportunity to enforce these guidelines.

There are two key ways to require conformance with the design guidelines provided in the Development Form Map and Guidelines for every development: amending the development code and adopting zoning overlay districts.

For the guidelines that are fundamental, quantifiable, and could be applied citywide, the recommendation is to amend the Zoning and Development Code by adding those guidelines from the Development Form Map and Guidelines directly into the Zoning and Development Code.

These guidelines would then be required and reviewed and approved by staff, not requiring an applicant to apply to a separate board or committee and not changing the time required for staff review.

Some design guidelines are appropriate only to certain neighborhoods, corridors, districts, etc. When customization is needed and enforcement is desired zoning overlay districts are recommended. Stakeholders can work with City staff to establish an overlay zoning district (further defined on page ???) that is more appropriate for their specific area and needs.

Guideline Organization

The Development Form Guidelines include a set of citywide guidelines that apply generally to all areas. These are supplemented by a set of development guidelines for each of the 4 area types: Corridor; District; Neighborhood; and Node (see below).

The general development form guidelines are organized into the following categories:

- **Architectural Character** – These guidelines address the design and appearance of buildings and structures on the site. Guidelines are provided for the following topics:
 - General Character
 - Massing and Scale
 - Materials
 - Structured Parking
 - Windows/Transparency



- **Site Arrangement** – These guidelines address the preservation of open and natural spaces, location of buildings and parking and the general pattern of development. Guidelines are provided for the following topics:
 - Building Placement
 - Development Pattern
 - Parking
 - Natural Resource Preservation



- **Transitions and Screening** – These guidelines address how to appropriately buffer and transition from one type of use to another and guide the use of walls, fences and landscaping to appropriately screen certain site elements. Guidelines are provided for the following topics:

- Transitions
- Screening



- **Public and Semi Public Spaces** – These guidelines address the design, programming and location of public and semi-public spaces, streetscape enhancements and gateway treatments. Guidelines are provided for the following topics:

- Public Spaces
- Streetscape
- Gateways



- **Access and Circulation** – These guidelines address how all modes of transportation access the site, move around within the site and how streets accommodate each mode. These guidelines also address how different modes move between the site and adjacent areas. Guidelines are provided for the following topics:
 - Multimodal
 - Pedestrian
 - Vehicular



Additional guidelines are provided for each of the 4 types of areas that comprise the Development Form framework. These areas are described below.

NEIGHBORHOODS

Areas for household living featuring primarily residential land uses, but occasionally supported by related civic or institutional uses (parks, community centers, schools). There are a variety of neighborhoods that differ primarily by: the mix of building types, the design character of buildings and public spaces; the road patterns and civic space (parks, boulevards, etc.)

CORRIDORS

Linear land use patterns typically along major roadways that quickly transition to different patterns – either at nodes or off of side streets (1/2 to 1 block depth of corridor pattern is typical). Corridors are generally Residential or Mixed-Use. Corridors are typically major roadways that connect districts, nodes, and neighborhoods featuring a greater density of commercial and/or residential uses.

NODES

A small, compact area that diverges from the surrounding patterns, but due to scale and design complements both the function and character of the area. Nodes generally serve as a center of activity but can have different intensities of use and building scale.

DISTRICTS

Regional destinations that are a distinct place – different from surrounding areas - through common activities or themes among uses, the intensity of building patterns, the design characteristics of buildings and civic spaces. Districts typically have a defined “center” and recognized edges or transitions to surrounding areas.

Use and Interpretation

The guidelines are intended to be flexible. While not every guideline will apply for each project, as many guidelines should be incorporated into development as are practicable, feasible and applicable to the unique site characteristics. Exceptions to the guidelines should be weighed against the goals and objectives of the applicable area plan and the principles of the FOCUS Kansas City Plan. These guidelines are not intended to be all inclusive of acceptable materials and/or design features or to preclude or inhibit creative and eclectic ideas.

These guidelines are not meant to supersede any applicable laws, regulations, standards, or other requirements related to the development of a site as may be required by existing city code or other governmental agencies. These guidelines are intended to guide future development to be consistent with the character of the existing urban development form.

Architectural Character Guidelines

General Character

- Preserve and enhance historic and cultural resources as development occurs.
- Encourage public art to be integrated into the building and site design.

Massing and Scale

- New construction should relate to the mass, pattern, alignment and proportion / scale of the existing or traditional building stock.
- Significant departures in height and mass can be visually disruptive. Building proportions should strive for a cohesive rhythm.
- Design buildings to provide human scale, interest, and variety using the following techniques:
 - Use the highest level of architectural detail and incorporate human scale elements near streets and entries, and around the ground floor. Incorporate building entry details like porches and recesses, occupied spaces like bay windows and balconies
 - Vary building form with recessed or projecting bays and changes in materials, details, surface relief, color, and texture.
 - Windows and other openings should relieve blank walls where possible, adding visual interest, improving pedestrians' sense of security, and introducing a human scale to street-level building frontages.
- Building orientation and massing should respond to the existing character and built environment.

Materials

- Architectural materials should complement the character of the existing built environment.
- Applied 'faux' facades or other inappropriate materials should not be used and should be removed as building renovation and reuse occurs.
- Sustainable design techniques and materials such as green roofs are encouraged to reduce the amount of storm water runoff, enhance the local environment and reduce energy costs.
- New buildings should be designed in such a way that they don't appear to have been built significantly earlier than they were.
 - Care should be taken to avoid nostalgic reproductions and confusion of the historical record.
 - This guideline does not preclude consideration of the use of materials, scale or massing found on older buildings. Preservation or restoration of original facade materials is desired.

Structured Parking

- Design new parking structures so that they are not significantly visible from the public right-of-way. Underground parking is encouraged.
- Structured parking garages should be located on the interior or rear of the block surrounded by buildings whenever possible.
- When located along a street frontage, structured parking should include first floor pedestrian active uses such as retail and services, unless inconsistent with the land use plan.
- “Parking podiums,” where new development is placed above structured parking, are not desirable.
- Parking structure façades should relate to the scale, proportion, and character of the district.
- The exterior finish and architectural articulation should reflect the level of detail of surrounding buildings and screen the parking area. Blank walls on parking structures are discouraged.
- Openings should be screened to obscure parked vehicles. Ramps and sloping floors should not be expressed on the outside of the building, particularly on a facade with frontage on a street.
- Screening should not reduce visibility for “natural surveillance.”

Windows/Transparency

- The street level of commercial/mixed use structures should have a dominant transparent quality.
- Windows at the street level of all buildings should be transparent. Building renovation projects are encouraged to restore windows to the original design and restore window openings that have been closed during past renovations.
- Windows and doors on street-fronting facades shall be vertically proportioned that are similar in size and shape to adjacent buildings.
- Design buildings to minimize long windowless walls and service areas visible from public streets. Large blank walls along streets should be avoided whenever possible. Where blank walls are unavoidable they should be designed to increase pedestrian comfort and interest, through Some combination of the following methods:
 - Installing vertical trellis in front of the wall with climbing vines or plant materials.
 - Providing art over a substantial portion of the blank wall surface.
 - Providing display windows.
 - Dividing the mass of the wall into sections.

Site Arrangement Guidelines

Building Placement

- Buildings should define a majority of the street edge. Surface parking lots, large courtyards, plazas and open space areas are encouraged behind or alongside buildings.
- Additional setback may be considered for purposes that augment street level pedestrian activity and extend the public realm including:
 - Outdoor café
 - Primary entrance enhancement
 - Sidewalk retail
 - Public plaza
 - Landscaping which is complementary and accessory to pedestrian activity and public spaces (not the primary use).
- In mixed use areas, buildings should maintain and reinforce street level pedestrian activity regardless of size or use. This should include a design that:
 - Provides street-level, pedestrian-oriented uses.
 - Maintains a continuous, transparent, highly permeable and active street wall.
- Where a consistent street setback exists along a block, that setback should be maintained.
- Use landscaping to define and enhance the sense of arrival at appropriate site entries, and to visually frame buildings.

Development Pattern

- In mixed use and commercial areas create a compact, dense and pedestrian friendly development pattern. Avoid large scale; auto dominated commercial developments with large parking areas and impervious surfaces.

Parking

- Parking lot lighting and light from vehicles should not glare into adjacent properties. Exterior lighting should be shielded downward and located so as to minimize light into adjacent properties. Vehicle entrances and pedestrian entrances should be clearly marked and visible from the street.
- Parking Lot Location - Design new development so that parking is not located between the street and the building frontage, in order to maintain an active street wall, sense of enclosure, and quality pedestrian environment.
- If walls are utilized to screen surface parking lots, materials should complement the architectural character of the associated building.
- Multiple small parking lots are more desirable than single large lots. Larger surface lots should be subdivided with landscaped islands including shade trees.
- Parking lots should include bicycle and scooter parking facilities and include designated pedestrian pathways.

Natural Resource Preservation

- Preserve the environmental qualities of the site to protect sensitive natural areas, landscape character and drainage patterns.
- Natural areas should be accessible to neighborhoods, nodes, corridors or districts and connected to greenways where possible.
- Manage storm water runoff as part of the overall open space system.
- Discourage development and grading/filling on steep slopes and in floodplains.
- Plant materials should be suited to an urban environment and local climate. Native plant materials are encouraged. A mix of evergreen and/or deciduous plant material should be used.
- Alternative storm water solutions should be considered in the design / construction phase, examples include: storm water inlet alternatives, rain gardens and drought tolerant plants.
- Retaining walls should be avoided. If necessary, walls should be architecturally incorporated into the design of the building. Retaining walls should be designed to reduce their apparent scale. Materials like brick or stone should be used, or architectural treatments that create an appropriate scale and rhythm. Hanging or climbing vegetation can soften the appearance of retaining walls. High retaining walls should be terraced down and include landscaped setbacks.

Transitions and Screening Guidelines

Transitions

- Dissimilar or incompatible uses should be separated by a street or alley when possible.
- When dissimilar or incompatible uses are located adjacent to one another, the following Architectural Transitions and Green/Open Space Transitions techniques should be the primary transition technique used:
 - Architectural Transitions include:
 - Use similar building setbacks, height, roof forms, and massing.
 - Mitigate any larger mass of buildings with façade articulation.
 - Reduce building heights, intensity of use and densities as development moves closer to low intensity areas.
 - Use complementary materials, architectural character, and orientation of buildings.
 - Building elevations facing a less intensive use shall provide “finished” edges using materials consistent with primary elevations and adjacent neighborhood.
 - Reduce building height, scale, and intensity of use as development moves closer to low intensity areas

- Green/Open Space Transitions include:
 - Small green spaces, courtyards, squares, parks and plazas.
 - Existing natural features, including changes in topography (not retaining walls), streams, existing stand of trees, etc...
- A combination of landscaping, walls, and / or fences should be used where other transitions tools are not possible or not adequate.
- Transitions and screening should not mask areas from view and decrease “natural surveillance.”
- Developments should be designed to minimize ingress or egress from commercial projects into adjacent residential neighborhoods (see Access and Circulation guidelines).

Screening

- Screen all trash dumpsters, storage areas, service areas, loading areas and mechanical and technology equipment with a combination of landscaping, decorative walls, fences and/or berms.
- Any wall or fences shall be constructed of durable materials such as masonry, wrought iron or heavy wood that complement the materials used in the building facade. Plywood, chain link, and transparent materials are discouraged.
- Where chain link or security fencing is required, landscaping should be used to screen such fencing from view from adjoining streets and development. Plastic slats should not be used as an alternative.
- Equipment or other items placed on roofs should be screened from view from adjacent taller buildings using the techniques described above.
- Any lights or outdoor speakers should be arranged to reflect the light and transmit the noise away from adjacent buildings.
- All screening should be designed to maintain visibility for “natural surveillance” and incorporate Crime Prevention Through Environmental Design (CPTED) principles in design.

Public and Semi Public Spaces Guidelines

Public Spaces

- Locate and design public space to support dense, mixed use development, ensuring that the provision of public space does not inhibit the potential to concentrate development in transit corridors.
- Design public space to maintain a comfortable sense of enclosure for pedestrians, with a size, proportion, and location that integrate thoughtfully with surrounding uses.
- Locate public space in high use areas with good visibility, access, and proximity to active uses in order to encourage activity and “eyes on the street.”

- Ensure that public spaces are accessible and comfortable for all users. Private, fenced, and restricted access open spaces, and open spaces that are isolated from activity are discouraged.
- Incorporate elements in public space design that enhance a sense of comfort and safety for users, including lighting, visibility, enclosure, and proximity to active uses.
- Include a variety of amenities in public space design to enhance user experience, including seating, lighting, shade, landscaping, wayfinding, art, interpretive and interactive features, public facilities, special pavement, and other amenities.
- Where integrated with transit facilities, design public spaces to include amenities such as bike racks, lockers, ticket kiosks, or other amenities that support the use of transit and greater mobility in general.

Streetscape

- Streetscape enhancements should include “green” stormwater management elements.
- On-street parking should be preserved or included wherever possible. Where possible, design on-street parking to function as a buffer for pedestrians and cyclists.
- Design sidewalks to comfortably accommodate pedestrians, with landscaping, amenities, and other functions supportive of a complete street.
- Support a quality pedestrian environment by focusing active uses and amenities at street level, orienting buildings toward the street, and encouraging transparency, variety, visibility, and interactivity for ground level uses fronting the sidewalk.
- Design streets and sidewalks to incorporate elements that enhance a sense of comfort and safety for users, including lighting, visibility, enclosure, and proximity to active uses.
- Design streets to enhance comfort and safety, and minimize conflicts between pedestrians, cyclists, transit, and automobiles, using access management, buffering, intersection treatments, elimination of unnecessary drives, narrowing of driveway widths, and other design elements.
- Incorporate traffic calming measures for streets to manage the speed of traffic and increase the comfort and safety of pedestrians and cyclists (see Walkability Plan level of service guidelines).
- Design intersections to efficiently manage all modes of transportation while enhancing comfort, safety, and ease of use. Implement Kansas City Walkability Plan level of service guidelines for pedestrian street crossings.

Gateways

- Gateways should be integrated into overall streetscape design where appropriate. Place gateways at key intersections, and entries into neighborhoods, nodes and districts.
- Gateways and intersection enhancements should include vertical architectural features or focal points constructed of high-quality materials such as stone, cast stone, tile, metal, or masonry and a combination of the following elements:

- Landscaping, water features and public art.
- Plazas with pedestrian amenities such as seating, shade, and triangulation elements.
- Decorative lighting, walls or fencing.
- Monument-style signs, if appropriate, with landscaping to announce district or neighborhood.
- Enhancement to crosswalks, including color, stenciling, and pavement treatment
- Where right-of-way permits, develop intersection enhancements such as gateways and landscaped focal points at nodes and major intersections. Focal points could include vertical architectural features, fountains, public art, and/or public plazas.
- Parking areas should not abut a major street intersection or gateway.

Access and Circulation Guidelines

Multimodal

- Streets should be the minimum width practicable and should accommodate pedestrians, bicyclists, transit and automobiles. Minimize street crossing distances and meet minimum level of service as recommended in the Kansas City Walkability Plan.
- Provide on-site bicycle parking areas in visible, active, well lit areas near building entries.

Pedestrian

- Each development should provide and contribute to an on-site system of pedestrian walkways. To the maximum extent feasible, on-site walkways should provide the most direct access route to and between the following points:
 - The primary building entry to the street sidewalk. Buildings should have pedestrian entrances accessible directly from the adjacent street.
 - All buildings, plazas, open space and parking areas within a development
 - All internal streets/drives to sidewalks along perimeter streets;
 - Major pedestrian destinations located within the adjacent areas, including but not limited to parks, schools, commercial districts, multi-family residential, adjacent major streets, transit stops and park n rides;
- Provide direct, safe and convenient access to public transit facilities and integrate into the overall site design whenever applicable.
- Avoid disruption of the dense urban street grid and maintain pedestrian scale blocks. Consolidation into “super blocks,” street closures and vacations that incrementally erode the character and connectivity of the area should be avoided. When large developments do occur, they should be designed to maintain pedestrian permeability.
- In mixed use areas, drive-through uses are discouraged.
- Ensure that pedestrian street crossings meet Walkability Plan level of service recommendations. At a minimum provide crosswalks that:
 - Are well-marked and visible to vehicles;

- Include pedestrian and intersection amenities to notify drivers that there is a pedestrian crossing present and enhance the local urban design context and character
- Provide for safety for all age/ability groups.
- Ensure adequate line-of-sight from pedestrian to automobile and automobile to pedestrian.
- Pedestrian and bike access should be provided to adjacent or onsite regional trail corridors (see Trails KC Plan) or other established trail corridor.
- Provide pedestrian access along all publicly controlled portions of the city's waterways, and encourage pedestrian access for privately controlled areas.
- Pedestrian walkways and plazas should be clearly delineated or spatially separated from parking and driveways through use of elements including bollards, lighting, landscaping, and special pavement treatments. Where a walkway crosses a street, drive-aisle or driveway, it should be clearly delineated by a change in paving materials, color, texture, or height.

Vehicular

- Streets should form a network with frequent intersections and connect neighborhoods, nodes, corridors and districts. Continue streets through to as many adjacent developments as possible or allow for future connections where topography permits. Maximize street connections in new development.
- Preserve, enhance, and restore the existing grid network of streets, where applicable. Avoid street closures and vacations, as they erode the connectivity of the area.
- Locate major entry driveways away from building entrances where pedestrians cross.
- Provide convenient access for service and delivery vehicles without disrupting pedestrian flow.
- Curb cuts should be kept to a minimum. Continuous curb cuts are not appropriate. Where curb cuts and entry drives are allowed, they should be kept as narrow as possible.
- Alleys should be integrated with overall access and site circulation whenever possible. Utilize alleys for vehicular access whenever possible instead of providing access to/from major streets.

Neighborhood Guidelines

Definition

Neighborhoods are areas for household living featuring primarily residential land uses, but occasionally supported by related civic or institutional uses (parks, community centers, schools). There are a variety of neighborhoods that differ primarily by: the mix of building types, the design character of buildings and public spaces; the road patterns and civic space (parks, boulevards, etc.).

Neighborhood Characteristics

- Neighborhoods are connected to, but buffered from adjacent development with appropriate transitions.
- Neighborhood streets should be “calm” while also providing a high level of access for area residents without encouraging high “through” traffic or high traffic volumes or speeds within neighborhoods.
- Neighborhoods should provide physical and social connections, have an identity, meet residents housing needs, and be clean, healthy and well maintained.
- Neighborhoods should be connected by providing physical links (bike, pedestrian and automobile connections) with other neighborhoods, corridors, nodes and districts. Neighborhoods should have community gathering spaces for neighborhood events which help create social connections.
- Neighborhood identities should be supported through design standards for quality infill housing that helps maintain the “sense of place.” Adaptive re-use and conservation of existing buildings should be used to preserve historic assets.
- Neighborhoods should be inviting and safe places to live, learn, worship and recreate and to interact with other people.

Guidelines for Neighborhoods:

- Arterials or through traffic streets should be located on the periphery of residential neighborhoods. Arterials should not bisect neighborhoods.
- Where alleys exist, they should be utilized.
- Homes should have prominent front doors facing the street.
- Useable porches facing the street are encouraged in order to promote social interaction and provide passive “eyes on the street.” Locate houses parallel to the street to further define the street edge and public presence.
- Transitions should be provided between varying uses and developments of differing intensity and scale. Transitions should fit within the context of the area, utilizing the techniques listed in the Citywide “Transitions and Screening” section.
- Preserve the environmental qualities (topography, mature vegetation, etc.) of the site to protect sensitive natural areas and drainage patterns.
- Natural areas should be accessible to the neighborhood and connected to greenways where possible.
- Dead end and cul-de-sac streets are discouraged.

Additional Guidelines for Infill Housing

As new construction on infill sites occurs within older, established urban neighborhoods the following basic guidelines should be utilized. To preserve the special qualities of an older neighborhood, new construction should respect the existing character. New construction includes “infill” (replacement) buildings, additions to existing buildings and new outbuildings such as garages, sheds, and carports. New construction should be compatible but differentiated from the older buildings. It should reflect the use of mass, pattern, alignment and proportion/scale of other buildings on the block.

Alignment – Alignment is the arrangement of objects in a straight *line*. The *directional emphasis* of those objects is also important (i.e. horizontal, vertical, north / south). Alignment also may refer to how a building is sited on a lot and how the setbacks relate to other buildings along the street.



The floor lines, roof, windows, and entry of the third house do not align with those typically found along this street.

Proportion / Scale – Proportion is a *ratio* which compares the *dimensions* of one object to another. Proportion can be used to relate elements of a building (i.e. windows, porches, trim) to the building as a whole, or it can relate one building to another. When the dimensions of an element or a building are too small or too large, it is describing as being “out of scale.”



Although the second house reflects alignment in the placement of the windows, entry, cornice and roof, its proportions are not appropriate. Note the large horizontal windows, the double doors, and the overall width of the house.

Mass – Mass deals with the *size* of a building (or building part) as well as its *form*. The dimensions of height, width, and depth contribute to a building’s overall *volume* (the amount of space a structure occupies). The *form* of a building gives shape to a building’s volume.

Pattern – Pattern is the arrangement of similar objects in a *regular* and *repetitive* manner. Patterns can be found within individual buildings, such as the arrangement of windows, or in groupings of buildings along a street.



The volume and form of the third house distracts from the



The patterns found along this street are not reflected in the second house. Unlike the other houses, this house has disproportionate windows, no porch, a low hip roof, and sits low to the ground.

Corridor Guidelines

Definition

Corridors are linear land use patterns typically along major roadways that quickly transition to different patterns – either at nodes or off of side streets (1/2 to 1 block depth of corridor pattern is typical). Corridors are generally Residential or Mixed-Use. Corridors are typically major roadways that connect districts, nodes, and neighborhoods featuring a greater density of commercial and/or residential uses.

Corridors represent more than mere physical connections. They also link history, culture, and ideas. Like all cities, Kansas City is made up of many corridors. In all their varieties, they provide an overlapping web, which gives the City form and enriches the lives of its residents. Corridors link areas within and outside the City, provide settings for important amenities, and establish a series of landmarks by which to navigate.

Corridor Characteristics

- Corridors serve to connect our vital institutions and activity centers, carrying all forms of transportation.
- Corridors generally benefit from a high level of access for vehicles, transit and pedestrian and therefore are generally appropriate for higher intensity uses.
- Corridors are often a part of the Great Streets framework identified in the FOCUS Kansas City Plan and/or “Image Streets” which are the streets that help set the tone of the area by establishing visual and aesthetic standards.
- Corridors should have a diversity and density of activities to encourage pedestrian movement.
- Corridors generally provide “through” access to connect different areas of the city.

Corridor Development Guidelines:

- Corridors should have smaller scale elements and storefronts at the street level to encourage pedestrian activity.
- Zero or near zero lot line development in many instances is the most appropriate siting for a building along a corridor.
- Where corridors also correspond with an area’s image streets or Great Streets (FOCUS), enhanced streetscape/gateway improvements and a high quality of development should be provided.
- Corridors should have attractive streetscape amenities such as lighting, benches, signage, trees, etc.
- Corridor should include “green” stormwater management elements as well as landscaped open spaces.
- Curb cuts and access points should be consolidated and kept to a minimum to manage access and enhance walkability.

- Provide cross-access between parking areas to minimize street curb cuts and adjacent access points.
- Corridors should be highly permeable to provide frequent “local” access to adjacent neighborhoods, districts and nodes, particularly for pedestrians.
- Development along transit corridors should incorporate the principles of Transit Oriented Development.
- Building orientation should generally run parallel to the corridor.
- Corridors are an area of higher pedestrian activity. Provide abundant windows on the corridor facing façade to allow more opportunities for “eyes on the street.” Views into and out of windows should not be obstructed by signage or obstructed by window material.
- Parking should be located at the rear of the property behind buildings, or in a parking structure.
 - Where this is not feasible, parking beside the building may be appropriate but parking should comprise a small percentage of the street frontage on the block.
 - Where feasible, parking is encouraged to be in below grade structures.
- Additional surface parking lots are discouraged.
- Buildings should have a primary entrance facing and directly accessible from the public street, rather than oriented towards side or rear parking areas. For corner lots in, building entrances are encouraged on both streets. Buildings are encouraged to have multiple entrances that open out to the public realm of the street. Buildings should be sited in ways to make their entries or intended uses clear to pedestrians.

Node Guidelines

Definition

Nodes are small, compact areas that diverge from the surrounding patterns, but due to scale and design complement both the function and character of the area. Nodes typically occur at or adjacent to the intersection of major corridors. Nodes can have different intensities of use and building scale.

Node Characteristics

- An example of this development type is the historical fabric demonstrated at 39th and Main Street.
- Buildings that reinforce or re-create the street wall, place inviting entrances on the sidewalk and shift parking lots to the side and rear areas.
- Intersections are reinforced with building mass.
- Nodes serve the driver, the transit-user and the pedestrian.
- Nodes range in scale (per the FOCUS Urban Core Plan) from small neighborhood centers to regional centers.

Node Development Guidelines

All new development within nodes should incorporate the following elements, where applicable. Corridor guidelines should also be consulted and incorporated into the development design as applicable.

- Small pedestrian scale blocks should be utilized in nodes. Large “superblocks” that degrade the street connections and are discouraged.
- Traffic calming strategies should be applied at entry points to neighborhoods.
- A dense and diverse mix of buildings should be situated on compact pedestrian scale blocks with high lot coverage, and typically at a higher scale and intensity than other areas of the City.
- Transitions to a Node from other area types should be relatively seamless while maintaining a sense of place and arrival to the Node (see Transition and Screening Guidelines).
- Nodes should be well connected to but appropriately transitioned to adjacent neighborhoods, districts and corridors.
- Nodes should complement adjacent development.
 - Special care should be taken to protect surrounding neighborhoods from encroachment of nodal development and potential resulting nuisances.
 - Building architecture, orientation and scale should be harmonious with adjacent residential areas.
- Building placement should reinforce the street edge.
- Surface parking lots should be located behind or alongside buildings.
- Any new structure should be built with the facade covering at least 70% of the primary street frontage.
- Buildings should be designed to provide “human scale” and high level of transparency at the ground level. All buildings shall maintain a continuous, transparent, highly permeable and active street wall. The use of spandrel, reflective and mirrored glass is not appropriate.
- Nodes should have smaller scale elements and storefronts at the street level to encourage pedestrian activity.
- Streets should accommodate all modes of transportation.
- Sidewalks should accommodate landscaping, pedestrian lighting, outdoor seating and other elements/activities that encourage pedestrian activity.
- Nodes should include streetscape improvements, gateways, and public spaces/plazas integrated with development to create a cohesive and special character.
- Some nodes may have a special or distinctive architectural theme and where this exists it should be reflected in new buildings.
- Development within nodes should preserve and reuse historically valuable buildings.

Transportation

Goal

To enhance the area's interconnected multi-modal transportation system by further integrating with land use patterns, connecting neighborhoods and businesses, and increasing transportation choice.

Chapter Organization

The Transportation Chapter provides recommendations to guide the development of a multi-modal transportation system in the Midtown Plaza area incorporating walkability, biking, transit and automobiles.

The intent of FOCUS is to increase the ease of, and broaden the options for, moving about our city, and to create logical extensions of the existing transportation network. ...Many people will walk if there is a direct, continuous, safe, pleasant, and secure pedestrian route for doing so. People will ride bicycles if they can do so safely. People will use public transit if it is convenient and pleasant and there are pedestrian connections between the transit stop and destination. People will use modes of transportation besides the automobile if the other modes provide reasonable options. Moving about the city requires attention to, and integration of, many different ways of moving from place to place – called multi-modal transportation.
– **FOCUS Kansas City Plan**

Relationship to Goals

The following goals provide the framework for the recommendations and policies that follow.

Provide Integrated Modes Of Transportation (Transit, Bicycle, Pedestrian, Automobile, Etc.) To Get People from One Place to Another within and Throughout the Plan Area

The transportation strategies are designed to provide a system that will balance all modes. The transportation system within the Midtown / Plaza area provides diverse options to meet the daily transportation needs of area residents and visitors. The importance of maintaining and improving upon its integrated transportation system was identified as being important to the community in both the business and residential survey.

Encourage Strong Neighborhood Identities, Personalities, and Character While Increasing Quality Housing Choices for All Stages of Life and Income Levels

One of the most valued characteristics of area neighborhoods is their walkable nature and close proximity to centers of employment, entertainment, culture, shopping and education. A transportation system that better connects neighborhoods to these areas through a variety of route and mode options is central to the character and identity of area neighborhoods.

Strengthen an Urban Development Pattern with Appropriate Density, Physical Layout, and Infrastructure, That Integrates the Diversity of Uses Found Throughout the Plan Area

The transportation system envisioned in this plan will reinforce and guide the desired traditional urban development pattern with high lot coverage that is typically at a higher scale and intensity than other areas of the City. The system will function by maximizing connections, route options and mode choices and implementing Transit Oriented Development (TOD) in key locations (particularly along a future Streetcar route). Street and alley closures are discouraged to maintain a connected and walkable environment and avoid the creation of large “super blocks.” Street connections should be re-established whenever possible.

Support and Invest In the Existing Areas Commercial Nodes, While Fostering an Environment That Attracts and Retains Quality Businesses

The transportation system proposed in this plan will support these areas by ensuring adequate access. These commercial areas depend on good access for customers, employees and delivery of goods (depending on the predominant type of business within each commercial area, some modes and types of access will be more important than others).

Preserve, Enhance, and Invest in the Area’s Regional Destinations

The planning area contains many of the city’s regional destinations including commercial centers, institutions, museums and universities. In addition to following the recommendations of the plan, private institutions are encouraged to work with adjoining neighborhood to create “master plans” that will include strategies for future access, parking and event traffic management.

Guiding Principles and Recommendations

This plan promotes a “balanced” transportation system that considers the needs of automobiles, transit, pedestrians, and bicycles. Streets in the Midtown / Plaza area should be “complete streets”, which safely accommodate all modes of transportation. New development should support transit strategies; implement walkability level of service guidelines; include facilities for biking and provide connections to area trails and parks.

Improve overall transportation system connectivity.

Create a transportation system that increases connections between area neighborhoods and activity centers, reduces barriers, provides efficient overall circulation and promotes a cohesive community and orderly development.

Planning Recommendations

- Maintain the urban street grid and pedestrian scale blocks. Street and alley vacations are discouraged because they erode street connectivity and mobility.
- The Midtown Plaza Implementation Committee should work with the City to prioritize intersections that impede connectivity.
- Conduct lighting assessments to identify “dark zones” and provide solutions to improve safety within the plan area along intersection locations with high pedestrian and bicycle activity.
- Encourage a wayfinding signage program throughout the area that identifies key pedestrian routes, area destinations and the location of transit stops.
- The neighborhoods should work with the City to create systematic sidewalk inspection program to identify sidewalk improvement priorities within the plan area.
- Explore application of appropriate zoning overlays (e.g. pedestrian overlay and transit oriented development overlay) and additional walkability standards in the development code in Pedestrian Zones/Corridors and Transit Oriented Development (TOD) areas.
- Analyze condition and pedestrian level of service of existing crossings of major streets/barriers. First objective should be to accommodate safe pedestrian connection and/or crossings before removing pedestrian access.
- Prioritize the construction of sidewalks where there are gaps in the sidewalk system.

Specific Recommendations

- The existing street grid provides connections between neighborhoods and area destinations. Improving connections across major streets that create barriers/edges within and between districts identified during the process include:
 - ✓ Along the entire length of Southwest Trafficway
 - ✓ Between UMKC, the South Plaza Neighborhood and the Country Club Plaza
 - ✓ Main/Brookside/Ward/Volker intersection
 - ✓ Between the Country Club Plaza, St. Luke’s Hospital, and Westport
 - ✓ Major intersections at the areas primary streets as defined in the City’s Major Street Plan including Troost Avenue, Main Street, Broadway Boulevard and 39th Street
- Encourage the reconnection of streets in locations that previously vacated such the extension of Mill Street to Washington Street between the Westport District and 43rd Street.
- Conduct a study that evaluates and provides solutions to improve the use of multi modal transportation and access for the Brookside Connector (Main Street from 47th to Volker) and the Westport Triangle (Southwest Trafficway and 43rd Street/Westport Road).

Provide an environment where people want to walk.

Although the area has a connected street grid, there are many roadway barriers which often make it most convenient to drive relatively short distances. The community desires an environment that is pedestrian friendly in which district, mixed use, and residential areas are well connected and accessible. Among the steps that should be taken to achieve this include:

Planning Recommendations

- Fill gaps in the pedestrian network and create policies that result in unified sidewalk and public realm design.
- Prioritize pedestrian improvements in Pedestrian Priority Zones, within Districts and along routes connecting districts to nearby transit and area destinations.
- Identify and create new pedestrian connections. Ensure adequate number/frequency of connections (permeability) where feasible.
- Analyze condition and pedestrian level of service of existing crossings of major streets/barriers. First objective should be to accommodate safe pedestrian connection and/or crossings before removing pedestrian access.
- Relocate and improve sidewalks where street signs, street lights, utility poles, and fire hydrants create ADA issues and do not meet ADA minimum space requirements for sidewalk width.
- Improve connections across major streets that create barriers/edges within and between Districts.
- Complete Neighborhood Walkability Assessments (using methodology in the Walkability Plan) to identify priority improvements to existing neighborhoods. Prioritize high need areas, activity centers adjacent to high need areas and areas around schools.
- Require Walkability Studies for new development.
- Provide pedestrian connections where street connections are not provided or where pedestrian connections are indirect.

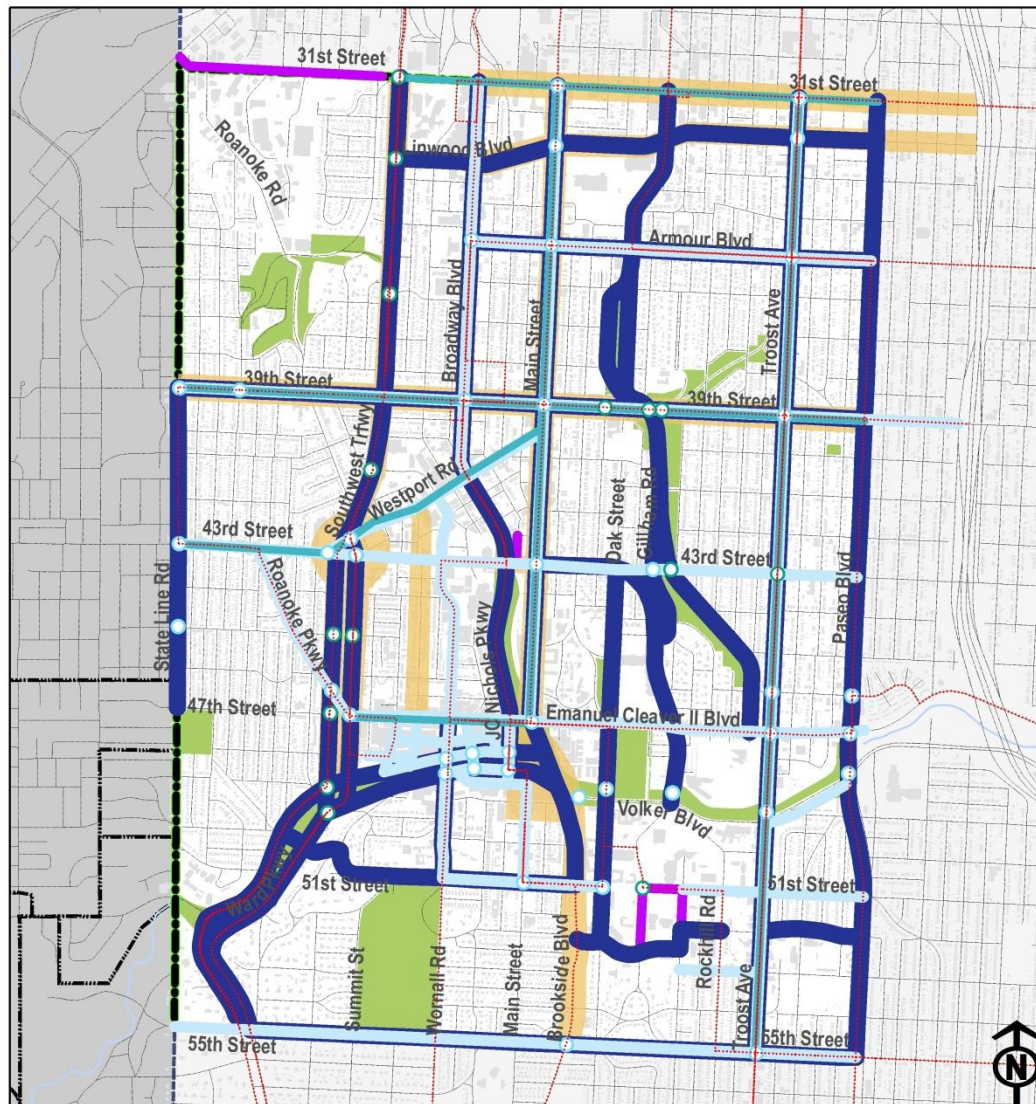
Specific Recommendations

- Provide non-motorized transportation improvements between all Pedestrian Zones and Districts to make it attractive to walk and bike between “walkable” activity centers (i.e. the Country Club Plaza to the Nelson-Atkins Museum of Art).
- Make improvement along prioritized pedestrian areas that tie together destinations that include:
 - ✓ Between UMKC, S. Plaza, Plaza, and other destinations northwest of the Main/Brookside/Ward/Volker intersection
 - ✓ Between the Plaza, St. Luke’s Hospital, and Westport.
 - ✓ Across major arterials at major streets along Broadway Boulevard, Main Street, Troost Avenue, 31st Street, Linwood Boulevard, and Armour Boulevard.

- Improve pedestrian connections across major streets that create barriers/edges within and between Districts. Within the study area each of the Districts, as defined in the Development Form Map, has a healthy pedestrian environment; however, the areas between these activity centers include gaps in the pedestrian facilities with poor sidewalks, pedestrian crossings, lighting and other features.
 - ✓ Areas for consideration include the intersection of Main Street, Brookside Boulevard, Ward Parkway, and Volker Boulevard provides a major impediment to pedestrian and bicycle connectivity between UMKC and areas to the north including the Country Club Plaza, St. Luke's Hospital, and Westport.
 - ✓ The continuous development at St. Luke's Hospital has created a superblock which restricts connectivity both north to south and east to west. Look for opportunities for mid-block pedestrian routes within these blocks.
- Create new/improved pedestrian connections/crossings where needed. Ensure adequate number/frequency of connections (permeability) where feasible.
 - ✓ Bridges over Brush Creek, along Southwest Trafficway throughout the planning area as shown in the Pedestrian Improvement Map.
- Implement pedestrian improvements in areas that are in need of pedestrian upgrades that could include sidewalks, crossing, signals, amenities or other items that improve the overall pedestrian experience. These may include improvements at:
 - ✓ Southwest Trafficway, 39th Street & 43rd Street, Main Street at 40th Street and 43rd Street, Bridge Crossing at Brush Creek between the Country Club Plaza and the South Plaza area.

Pedestrian Improvements

Midtown / Plaza Area Plan



- Pedestrian Priority Nodes
- Pedestrian Priority Zones
- Crossing Improvements
- Road Diet/Lane Narrowing
- Existing Bus Route
- Great Streets
- Recommended New Sidewalks
- Future Study Corridor

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0.5 Miles

Provide Safe, Convenient Routes for Bicyclists and Trail Users

The Bike KC Plan and the Trails KC Plan are the City's adopted policy and provide recommendations related to the development of on-street bicycle facilities and trails throughout the community. Implementing the recommendations of the plan in the local context is essential to the development of a multi-modal transportation network within the area including:

Planning Recommendations

- Conduct lighting assessment of “dark zones”, at key intersection locations with high bicycle activity and especially at locations where bicycle routes intersect with Major Streets.
- Installation of bicycle route infrastructure including wayfinding signage, lane striping and infrastructure improvement in accordance with the Bike KC Plan.
- Provide bicycle racks throughout the planning area including within new development projects, at all public parking lots, and at transit stops.
- Consider improving existing bridges to accommodate improved bicycle and pedestrian access over Brush Creek, east of Main Street.
- Expand upon the City's Wayfinding Plan to improve user orientation with particular attention to the bicycle and trail connections.
- Identify and highlight trails and bike routes that provide access to employment and mixed use areas designated in the bike route system.
 - ✓ Prioritize improvements to those trail and bike route segments that provide access to employment areas and activity centers.
 - ✓ Build neighborhood connector trails and bike routes to connect to Trails KC network.
- Work with the City to add new segments to the Brush Creek Trail to provide a contiguous path through the corridor.
 - ✓ Provide additional ramped access points to Brush Creek Trail to provide access for bicycles as well as strollers and wheelchairs. This is particularly needed in the eastern portions of the study area.
- Provide an easy to understand ranking system for bicycle routes for users to understand rider type and safety considerations.

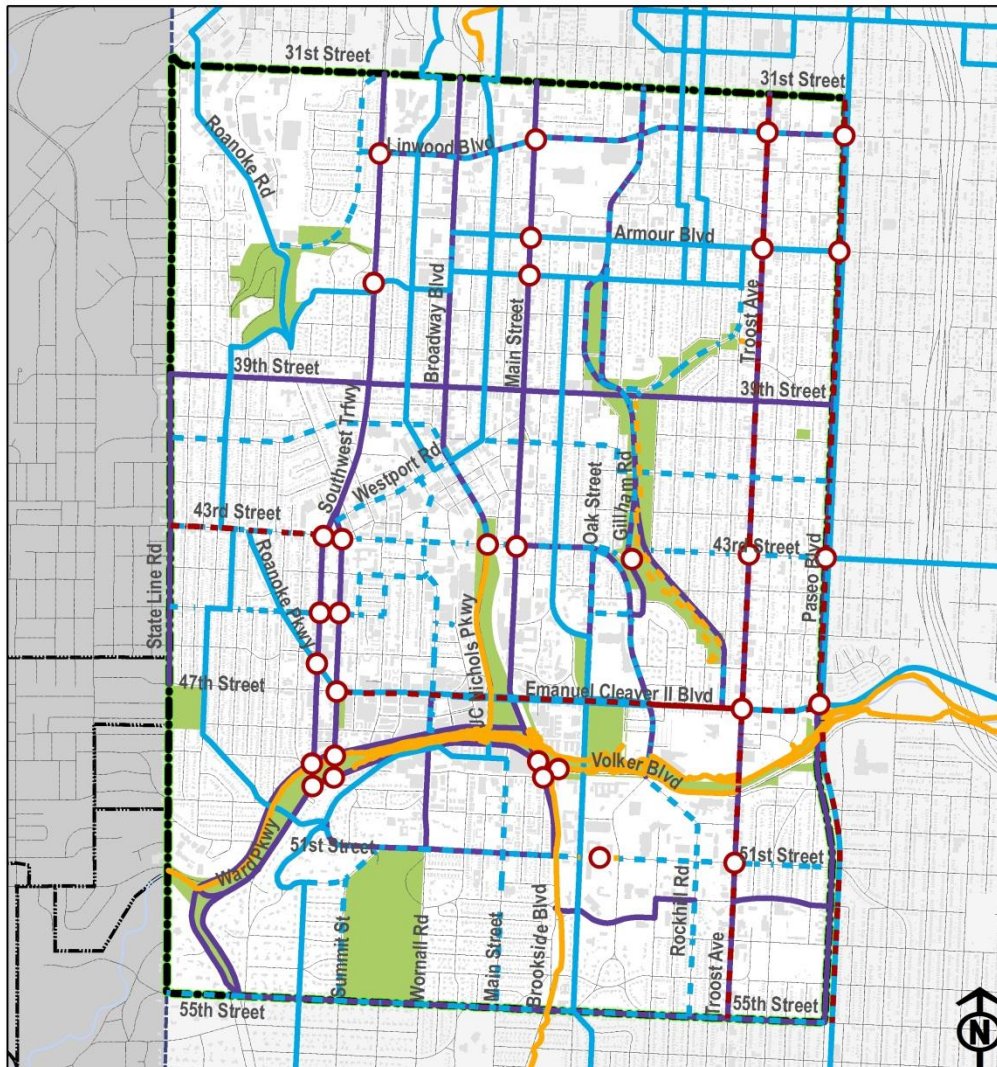
Specific Recommendations

- Work with Bike Share KC to continue expansion of the B-cycle program within the Midtown-Plaza area.
- Work with the City and the Bike – Pedestrian Advisory Committee (BPAC) to determine possible changes and priority improvements to the KC Bike Plan. Among the recommendations within this plan for consideration includes:
 - ✓ Oak Street (43rd to 45th Street) (sharrow)
 - ✓ Karnes Boulevard (signed route)

- ✓ Troost Avenue (bike lane)
 - ✓ Pennsylvania/Bridger Avenue (signed route)
 - ✓ Jefferson Street (signed route)
 - ✓ Broadway Road (signed route)
 - ✓ Gillham Boulevard (off-street trail) (sharrow)
 - ✓ Rockhill Road (sharrow)
 - ✓ Main Street south (sharrow)
 - ✓ Summit Street (signed route)
- Improve the east-west connectivity of bike facilities to provide a safe environment for shared lane traveling between automobiles and bicycles by recommending the following improvements for consideration:
 - ✓ Linwood Boulevard (sharrow)
 - ✓ 43rd Street (sharrow) (bike lane) (signed route)
 - ✓ 45th Street (signed route)
 - ✓ 51st Street (sharrow)
 - ✓ 55th Street (sharrow)
 - The following routes should be discussed as candidates for improvements to either a Sharrow or Bike Lane configuration as the existing road characteristics do not provide a safe environment for shared lane traveling between automobiles and bicycles:
 - ✓ Oak Street (upgrade to sharrow)
 - ✓ Roanoke Pkwy (upgrade to sharrow)
 - ✓ Emanuel Cleaver II (upgrade to bike lane)
 - ✓ The Paseo (upgrade to bike lane)
 - ✓ Broadway Boulevard (upgrade to sharrow)
 - Conduct lighting assessments for Trolley Track Trail and Brush Creek Trail.
 - Improve connection between Trolley Track Trail and Brush Creek Trail at Volker Boulevard including an enhanced street crossing designed for bicycle accommodation.
 - Improve pedestrian connections between Mill Creek Park and Brush Creek Trail.
 - Work with the city to explore road diet or lane narrowing candidate streets that could potentially be reconfigured to improve pedestrian and bicycle mobility:
 - ✓ Oak Street (45th to Volker, Volker to 52nd)
 - ✓ 52nd Street (Holmes to Rockhill)

Bike and Trail Improvements

Midtown / Plaza Area Plan



- Bike Crossing Improvements
- - - Proposed Bike Lane
- - - Proposed Trail
- Existing Trail
- Existing Bike lane
- Existing Bike Route
- - - Proposed Bike Route
- Road Diet/Lane Narrowing

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0.5 Miles

Make sure all have access to transit and understand how to use the system.

The transit system in the Midtown Plaza area provides an essential service to persons who do not or cannot drive, reduces traffic impacts and provides access to users throughout the community. Maintaining and enhancing this system, integrating it into the overall transportation system and supporting the areas development pattern will be accomplished by:

Planning Recommendations

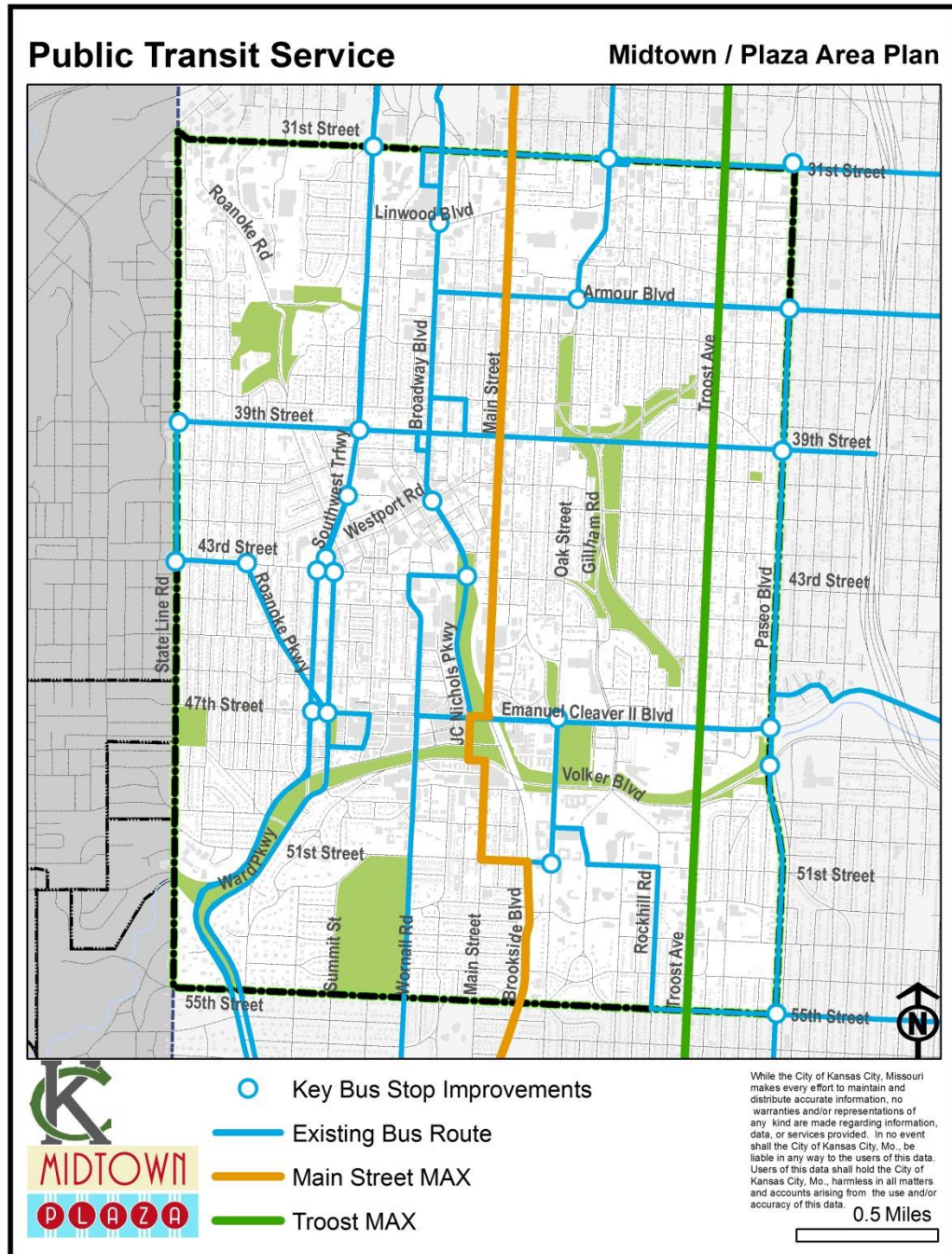
- Supporting future improvements on Main Street, such as the extension of the Phase I Main Street streetcar into the Midtown / Plaza area.
- Establish Transit Oriented Development (TOD) requirements for development in mixed-use nodes along transit corridors.
- Focus density (land use), pedestrian improvements, bike routes and trails, and streetscape/gateway improvements on area corridors.
- Work with the KCATA to assess transit access and connections to districts including assessing the viability of a new MAX route that would connect the existing MAX lines and employment centers including Hospital Hill and KU Medical Center.
- Identify both possible transit stop removals and improvements with the KCATA to provide cost savings and increase efficiencies within the system.
- Improved transit accessibility should be considered on pedestrian routes that connect districts to the nearby bus stops or proposed streetcar stops. The Development Nodes in the Land Use and Development chapter of this plan should be the focus of a transit accessibility study.
- Areas that warrant improvements in bus stops should consider shelter, seating, trash receptacles, lighting, and bus system information signage. (See Draft Transit Improvement Map)
- Capital Improvements that improve transit accessibility on pedestrian and bicycle routes connecting destinations and districts to high frequency transit service should be given priority.
- Work with the city to explore incentivizing dense mixed use development within ¼ mile of transit stops within mixed use nodes and districts that bring workers closer to transit.
- Creation of a transit center similar to the existing facility at 39th and Troost that coordinates the future streetcar, MAX and local routes should be discussed. If the Main Street Corridor is selected, potential locations for consideration include the vicinities of 39th Street & Main Street or 47th Street & JC Nichols Parkway.

Specific Recommendations

- Work with the Kansas City Area Transportation Authority (KCATA) to review transit improvements and enhancements to the primary transit corridors (See Draft Transit

Improvement Map) that include Troost Avenue, Main Street, Trolley Track Trail/Brookside Boulevard and the Brush Creek Corridor.

- Work with the Kansas City Area Transportation Authority (KCATA) to review possible bus stop improvements identified during the planning process that include locations on Southwest Trafficway and Broadway Boulevard.



Ensure that Cars can conveniently Move Within and through the area.

The plan area has an existing interconnected street system that consists of through streets with frequent connections and small block sizes designed to:

- ✓ Distribute traffic
- ✓ Provide multiple route options
- ✓ Provide access for existing and future neighborhoods
- ✓ Help to minimize the capacity needs of individual streets; and help create a walkable and bikeable community
- ✓ Maintain the areas urban character improve area circulation and wayfinding

Although it is a goal of this plan to make the area less dependent on using automobiles, it also recognizes their importance within the area. The following are implementation measure designed to strike the balance between each:

Planning Recommendations

- Improve wayfinding signage that can be used in navigating drivers to preferred routes between destinations and Districts. This method may diminish the amount of traffic cutting through neighborhoods.
- Work to standardize parking identification through the use of a standardized parking symbol on public and private lots. Advantages to standardization include:
 - ✓ Reducing frustration and wasted time in the automobile.
 - ✓ Creating the perception of a unified parking system.
 - ✓ Enhancing the sense of the planning area as a destination.
- The implementation committee should work with the City to design a program that incentivizes developments that enter into shared parking arrangements.
- Complete Streets are roadways designed and operated to enable safe, attractive, and comfortable access and travel for all modes and users of all ages and abilities.
 - ✓ Create and adopt standards for complete streets.
 - ✓ Explore road diet/lane narrowing opportunities. Examine area roads to identify candidates for road diets/lane narrowing.
 - ✓ Conduct additional analysis as necessary to determine feasibility, appropriateness and scope of road diet.
- Ensure adequate frequency of “through” streets and street connections to provide ample alternative routes, minimize the number of lanes required for any given facility, and facilitate biking and walking.
- Implement “Connectivity Index” requirements for new development. Establish a requirement for minimum distance between street connections including connections to adjacent development or vacant property.
 - ✓ Improve area circulation and wayfinding

Specific Recommendations

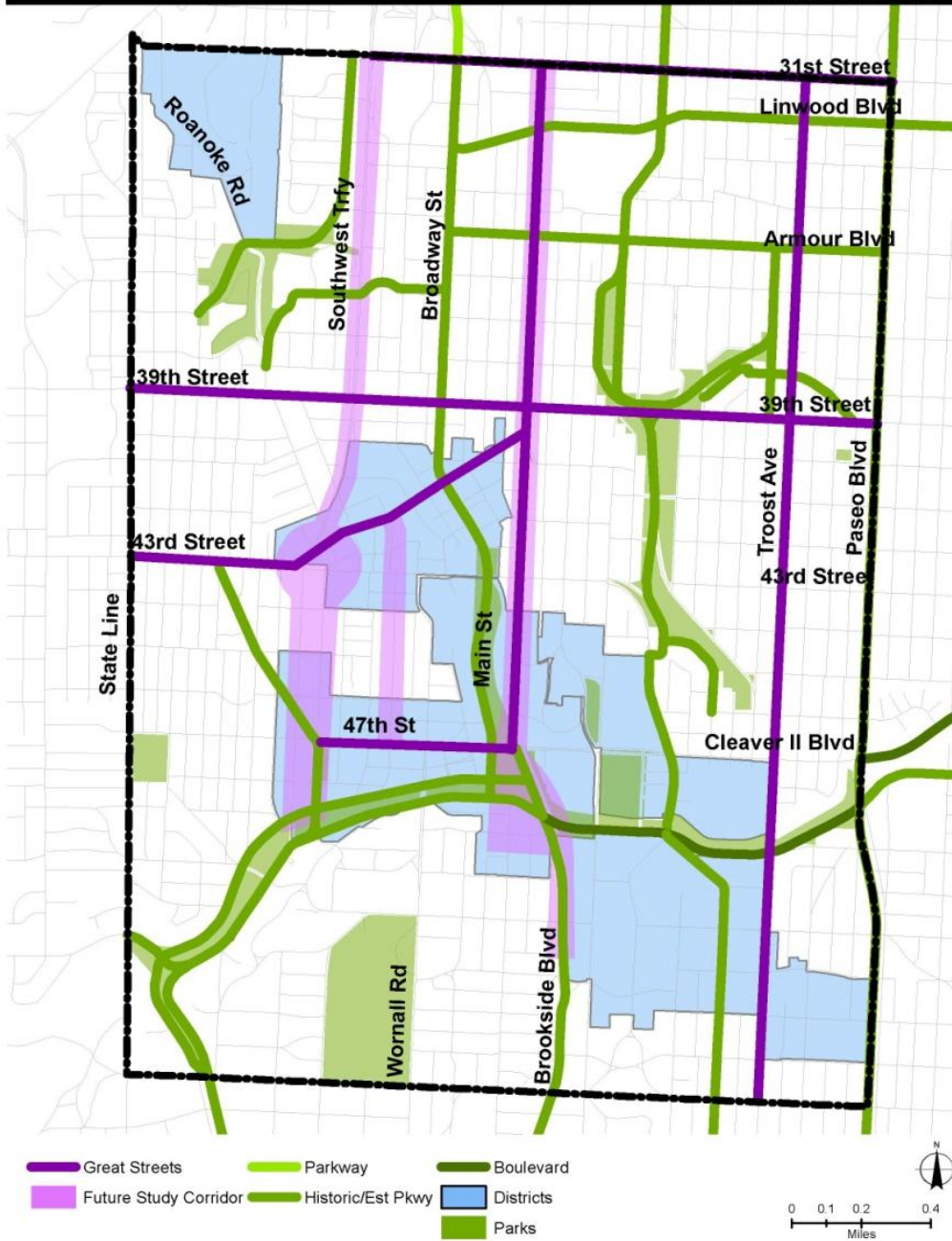
- The Southwest Trafficway/Madison - Bellevue Corridor is an important traffic route through the planning area that plan participants identified as a barrier for east-west

crossings. Balancing improved connectivity with traffic needs requires a multimodal study of the corridor that evaluates:

- ✓ Travel speeds
 - ✓ Vehicular level of service
 - ✓ Pedestrian level of service
 - ✓ Signalized crossings and timing
 - ✓ Median barrier breaks
 - ✓ Parking
 - ✓ Sidewalk conflicts
 - ✓ Urban design
 - ✓ Left-turn opportunities
 - ✓ Transit stops.
- Work with the City to examine left-turn opportunities (left-turn lanes, slip streets, etc.) on roads where left turns are currently restricted including: Southwest Trafficway, Main Street, 31st Street, and 39th Street.
 - Conduct a detailed multimodal study of the Main Street corridor if it is identified as a future streetcar route. The study should include desired use and multimodal elements including transit, bicycle, and pedestrian mobility and accessibility which are supportive of the plan goals and principles. Considerations include right-of-way reconfiguration and intersection improvements in the areas of 47th Street, Ward Parkway, and Volker Boulevard.
 - Work with public works to determine if one-way to two –way street conversions are appropriate. (i.e. Ward Parkway to the north and south of Brush Creek between Main Street and Brookside Boulevard.)
 - Conduct a detailed study of the Main/Brookside/Ward/Volker intersection to improvement connectivity between the Country Club Plaza Plaza/UMKC/South Plaza.
 - Consider road diet or lane narrowing candidate streets that could potentially be reconfigured to improve pedestrian and bicycle mobility:
 - ✓ Oak Street (45th to Volker, Volker to 52nd)
 - ✓ 52nd Street (Holmes to Rockhill)
 - ✓ Holmes Street (52nd to 52nd)
 - Work with the Public Works Department to consider centralized parking systems in Districts to phase out surface parking lots. A detailed parking study can be used to identify the strategy or methodology for phasing out surface parking lots at specific locations. Potential scope items would include:
 - ✓ inventory by type
 - ✓ utilization by time of day
 - ✓ current parking requirements in terms of development providing parking
 - ✓ current incentives available by District
 - ✓ other incentives to consider rental rates (daily and monthly)
 - ✓ shared parking strategies and tools
 - ✓ public parking regulations and enforcement strategies

DRAFT Connectivity Improvement Map

Midtown / Plaza Area Plan



District Guidelines

Definition

Districts are regional destinations that are a distinct place – different from surrounding areas - through common activities or themes among uses, the intensity of building patterns, or the design characteristics of buildings and civic spaces. Districts typically have a defined “center” and recognized edges or transitions to surrounding areas.

District Characteristics

- Districts include a diverse range of regional destinations for tourism, shopping, culture, entertainment, education and employment.
- Districts are often in a campus setting with a collection of buildings and grounds that belong to a given institution.
- Districts are diverse and each should have a unique set of guidelines which are customized to their architectural character, predominant use, setting and location. Ideally a district should have a “master plan” prepared to guide future development which addresses all topics covered in the Citywide Guidelines. It is recommended that these master plans be enforced through a Master Planned Development (MPD) zoning or similar planned zoning district, particularly in single ownership situations.

District Development Guidelines

Districts of all types should generally follow these guidelines:

- Districts should have clearly defined edges which provide harmonious transitions to adjacent areas.
 - It is important to ensure a harmonious interface with adjacent neighborhoods, nodes and corridors. Appropriate transitions should be employed where a higher scale or intensity of development is adjacent to lower scale or intensity.
 - Locate buildings, parking lots and access to avoid conflicts with adjacent areas.
 - Where applicable, incorporate relevant guidelines of the adjacent area as a means to help ensure compatibility.
 - Service facilities, loading docks, parking lots and open storage areas should be located away from public view and adequately screened from surrounding uses with landscaping, fencing or walls.
- New development should reflect and complement that character by incorporating key materials and building styles; utilizing consistent building heights and setbacks, massing, scale and pattern; and including similar or complementary uses.
- Development within districts should generally avoid being overly insular. Development and overall district layout should embrace adjacent major corridors and nodes. Where possible development should be oriented to and well connected (visually and physically) to adjacent areas. High quality architectural finishes should be used on all buildings facing adjacent areas.

Housing and Neighborhoods

The Housing and Neighborhoods chapter contains a three part strategy framework for the revitalization of Midtown / Plaza area neighborhoods, starting with the Guiding Principles, which are the “big ideas” related to the physical development of the area: Stabilize, Revitalize and Maintain. Stabilization strategies are centered on establishing necessary policies and building capacity required to implement future initiatives. Revitalization strategies begin to implement redevelopment efforts (implementing tools and policies established in Stabilize phase). Maintenance strategies focus on sustaining momentum of revitalization initiatives.

Relationship to Goals

The principles, recommendations and strategies in the land use chapter support each of the plan’s goals as shown below.

Provide integrated modes of transportation (transit, bicycle, pedestrian, automobile, etc.) to get people from one place to another within and throughout the plan area.

An important component of a livable community is the development and enhancement of a comprehensive transportation system. This system should be understandable, increase transportation options for users and decrease dependency on single occupancy automobiles.

Encourage strong neighborhood identities, personalities, and character while increasing quality housing choices for all stages of life and income levels

Providing the right mix of housing choices for residents is essential to meeting the long-term needs of the community. In the future, a range of housing types and densities must be properly distributed to meet changing lifestyles and affordability needs. Future needs will include single family homes, housing for senior citizens, higher density attached housing clustered in proximity to transit corridors, workforce housing close to employment centers, and innovative designs providing a mix of live/work units.

Strengthen an urban development pattern with appropriate density, physical layout, and infrastructure, that integrates the diversity of uses found throughout the plan area

The planning area must retain its strong neighborhood identities and focus on adding population in underdeveloped urban neighborhoods and to mixed-use corridors. This should occur by focusing density to appropriate areas that are guided by the recommendations of the Future Land Use Map and provide a framework for new development that is consistent with Plan’s the Development Form Guidelines.

Support and invest in the existing areas commercial nodes, while fostering an environment that attracts and retains quality businesses

The Land Use and Development strategies support job growth and retention goals by ensuring adequate areas for employment uses in proximity to residents. Employment opportunities are increased by encouraging a jobs/housing balance and encouraging dense nodes of activity along key transit corridors to improve access to jobs.

Preserve, enhance, and invest in the area's regional destinations

The area's institutions and mixed use centers are strengths for the planning area, serving both local residents and as a draw for visitors to the area. The relationship between residential areas and regional destinations will continue to complement each other through extensive collaboration, a planned approach to change and investment that maintains area character.

Housing and Neighborhoods Guiding Principles

Promote diverse housing options

Every neighborhood should have a mixture of housing options. Although each neighborhood may have slightly different models for diversity, there should be a minimum expectation for affordability and a mix of housing types throughout the area. Strategies that are meant to accomplish this include:

Planning Recommendations

- Avoid concentrating low income housing and increase amount of market rate housing.
 - ✓ Establish goals for market rate housing in new development.
 - ✓ Discourage new developments which provide only below-market rate housing (balance with affordable housing goals).
 - ✓ Work with the Housing Authority to explore ways to avoid and reduce high concentrations of subsidized housing units.
 - ✓ Include housing diversity and market rate housing goals in the Consolidated Plan.
- Proactively engage developers to provide affordable housing options using available incentives in new development throughout the planning area.
- Cluster high density housing near activity centers and along mixed use corridors as consistent with the recommendations of the Land Use Plan.
- Increase housing opportunities for those with moderate and low incomes.
 - ✓ Promote mixed income housing; do not create concentrations of low income housing
 - ✓ Continue to access state funding resources (as available) to rehabilitate older buildings with historic tax credits and other incentives.
- Require new housing developments to incorporate affordable units in their development or contribute to a housing fund.

Encourage residential infill with compatible scale and character

Planning Recommendations

- Infill development should respond to and complement existing district and neighborhood character
 - ✓ Utilize the Development Form Guidelines for new development.
 - ✓ Work with neighborhood associations to implement overlay zoning or historic districts where appropriate
- Require special review for a demolition permit in residential areas as an interim measure to prevent irreversible or unnecessary building demolitions.
- Apply Crime Prevention through Environmental Design (CPTED) principles to new development.

- Focus incentives on projects that reuse the existing building stock.
- Maintain vacant lots and explore alternative uses such as urban agriculture and storm water retention until infill projects can be undertaken.
- Encourage area institutions to work with adjoining neighborhood to create “master plans” that coordinate future expansions within the plan’s policy framework.

Target strategic areas for redevelopment

Planning Recommendations

- When incentives are used for new non-residential developments or redevelopments, initiate a program that will divert a portion of the financial benefits from the incentivized development into the surrounding neighborhood to fund improvements.
- When incentives are used for new non-residential development/redevelopment, include a requirement to employ a minimum percentage of persons residing in the area.
- Utilize community surveys to identify City service priorities and needs. Align service delivery and capital improvement funding accordingly.
- Target code enforcement, clean sweeps and rehab to blocks adjacent to areas targeted for redevelopment and to blocks with chronic and long standing problems.
- Direct public investments which support and attract future growth.
- Identify niche industries for recruitment, retention, and expansion and target them onto mixed use corridors to help grow local workforce and residents.
- Work to improve vacant lot management/maintenance and implement strategies designed to prevent additional vacant lots.
 - ✓ Maintenance of lots and measures to prevent the creation of additional lots should have priority over “temporary” or interim uses for vacant lots.
 - ✓ Employ prevention measures by identifying areas susceptible to additional abandonment or demolition and target code enforcement and rehabilitation resources/incentives.
 - ✓ Coordinate with redevelopment planning and prioritize in “areas of strength”.
 - ✓ Continue to partner with area neighborhoods for vacant lot maintenance.

Specific Recommendations

- Create the Midtown-Plaza Area Plan Implementation committee to coordinate implementation activities.
- Develop annual or biannual reports to track the change in the area’s housing stock, its value, housing projects underway and the need among low and moderate income households. Suggested metrics to be used may include the following:
 - ✓ Population/households
 - ✓ Vacant lots
 - ✓ Housing type – affordable/subsidized vs. Market rate
 - ✓ Housing vacancy and status (not on market)
 - ✓ Homeownership
 - ✓ Housing conditions
 - ✓ Percentage of residents who indicate their next move will be in the area, reason for move, and type of housing sought.
 - ✓ Sales data - Average days on market; Number of homes sold (including change from previous year). Average sales price (including change from previous year).
 - ✓ Average rent

- ✓ Number and value of new projects
 - ✓ Number of schools open/closed (by type).
 - ✓ Crime statistics (trends)
 - ✓ Litter index
 - ✓ Access to healthy food
 - ✓ Monitor the number of predatory lending establishments
 - ✓ Monitor resident satisfaction surveys
- Create an inventory and assess the condition of infrastructure within each neighborhood.

Economic Development

Chapter Organization

This chapter provides an outline for economic development related strategies and presents a framework for priorities that support the plan's guiding principles and area goals.

Relationship to Goals

Provide integrated modes of transportation (transit, bicycle, pedestrian, automobile, etc.) to get people from one place to another within and throughout the plan area.

New development in the Midtown / Plaza area should capitalize on, extend and enhance the connected street grid, network of sidewalks, planned bike accommodations and transit service. An integrated transportation system is critical for this area where 15.5% of local residents use alternative modes of transportation as a mode of transportation to work as compared to 6% citywide.

Encourage strong neighborhood identities, personalities, and character while increasing quality housing choices for all stages of life and income levels

Maintaining the area's character and activity of its users adds to the actual and perceived safety of the area. Strategies in the chapter are designed to attract development and investment which improves the overall perception, maintenance and health of Midtown – Plaza neighborhoods, corridors, nodes and centers.

Strengthen an urban development pattern with appropriate density, physical layout, and infrastructure, that integrates the diversity of uses found throughout the plan area

The utilization of existing infrastructure, reuse of historic buildings and sensitive infill is a sustainable approach to development. A strong urban development pattern places more people closer to jobs, reduces commutes, reinforces alternative modes of transportation, capitalizes on existing infrastructure, and contributes to economic and fiscal sustainability.

Support and invest in the existing areas commercial nodes, while fostering an environment that attracts and retains quality businesses

Encourage development that contributes to enhancing the planning area's role as a center of innovation and exchange, supporting the continuing evolution of its urbanized built form; its concentrations of employment, cultural, and higher education institutions; and residential neighborhoods.

Preserve, enhance, and invest in the area's regional destinations

Maintain the areas regional destinations which serve as a center of culture, employment, and entertainment within the community.

Guiding Principles and Recommendations

The plan's guiding principles and their supporting strategies are intended to support the framework of the AdvanceKC citywide strategy, the City's policy document for economic development in Kansas City, Missouri. Explanations of the AdvanceKC strategy, along its "targeting initiative" recommendations within the plan area, are detailed immediately after this section.

Provide an environment that attracts and retains businesses and customers to the area.

Planning Recommendations

Although the area has many large institutions and commercial districts, small businesses are important contributors to its local economy. In order to attract and retain small businesses, outreach efforts should be made to assess the business community's ongoing needs including:

- Creating an employer survey to determine their wants and needs with the goal of efficiently directing business retention and assistance efforts.
- Placing an emphasis on proactively informing businesses of economic development programs and tools available to them.
- Advocating a policy that provides direct assistance to those employers planning to expand or hire additional employees.
- Utilizing tools such as Community Improvement Districts to fund needed services and improvements and to champion area businesses and their needs. Coordinate transportation improvements with job access.
- Implementing transit, bike routes and trail improvements that improve access to areas with high concentrations of jobs (see Transportation Chapter).
- Conducting a housing/transportation study that examines low-income residents' ability to access major employment centers.
- Working with area major employers to explore offering incentive programs for employees who live near work.
- Launching a branding and marketing campaign for the area.
 - ✓ Highlight the positive characteristics of the area.
 - ✓ Market the areas competitive strengths - central location, good highway and rail access and available land.

Provide an environment that stimulates start-up business success.

Planning Recommendations

Small businesses and startup businesses are engines of job creation. Entrepreneurs intent on growing their businesses create the majority of new jobs, in every part of the country and in every industry. And it is these entrepreneurs who will help to build the new industries for the future.

- Proactively targeting resources to incent development.
- Identifying areas with the greatest potential for long term, sustained success and areas where there have been significant public and private investments.
- Coordinating where possible with Housing and Neighborhood Development strategies, capital improvement projects and development initiatives.
- Leveraging the momentum of recent successes and completing projects that have already been started.
- Targeting economic development and other initiatives to be determined “start-up business areas” by the plan implementation committee.
- Utilizing improved City service delivery, public realm improvements, enhanced public transit, land assembly, job training, incubators, etc.

Increase awareness of business assistance programs offered by the City and Economic Development Corporation (EDC).

Planning Recommendations

The community business survey conducted revealed that 80% of businesses were unaware of local business assistance programs and organizations. Among the approaches to help to improve awareness of programs include:

- Creating a business umbrella organization, similar to the Downtown Council, to better organize and coordinate the efforts of area businesses and employers
- Utilizing tools such as Community Improvement Districts to fund needed services and improvements and to champion area businesses and their needs.
- Identifying what services are desired by the business community and prioritize public improvements and services to satisfy those needs

- **Arts Design and Engineering** - A concentration of Arts, Design, and Engineering employers that spans a range of disciplines including the rendering, engineering and development of buildings all the way down to sole proprietor artists and for-profit galleries. This target encompasses sub-specialties in architecture, engineering, advertising, web design, graphic design and the creative arts.
- **Financial and Technical Services** – The plan area contains a number of financial and technical services businesses which include banking, insurance, securities brokerages; and accounting firms mostly within the Plaza and Westport areas.
- **Health** - The AdvanceKC plan recognizes that the City has a tremendous presence in the Health Service niche, but is less robust in Health Sciences which is emerging and should be a target for growth. The presence of St. Luke's Campus and the neighboring KU Medical Center provide growth opportunities for this niche in the future.
- **Non Profit Management** – The areas strong concentration of employment in foundations, associations, arts organizations, museums and other non-profits make it a central opportunity for the area to pursue.

Next Steps

The AdvanceKC strategy is adopted by the City Council and there is an ongoing effort to implement and apply the recommendations in the best manner for each area of the community. For each of the target sectors selected for the plan area, the City and community will work with the Kansas City Economic Development Corporation (EDC) staff to develop a research-supported action agenda and focus the Business Expansion Support Team on these sectors as recommended in the AdvanceKC Plan.

The specifics for how the City and the EDC will work to grow Kansas City's priority target sectors is being crafted and refined in a separate process that will leverage existing employers and sector experts to determine the optimal ways for these targets to be developed. The City and EDC should also work with local and regional partners both in economic development and other fields to support their efforts to most effectively develop the proposed target sectors.

AdvanceKC Plan

Target Key Industries

The AdvanceKC Plan, the City's economic development strategy, advocates strategically targeting different areas of employment activity to help communities take advantage of their particular strengths in areas of business, workforce, research capacity, and other resources. Due to the realities of today's economy and limited economic development resources, it is prudent for cities to target those sectors with the greatest potential to create new jobs and raise per capita income.

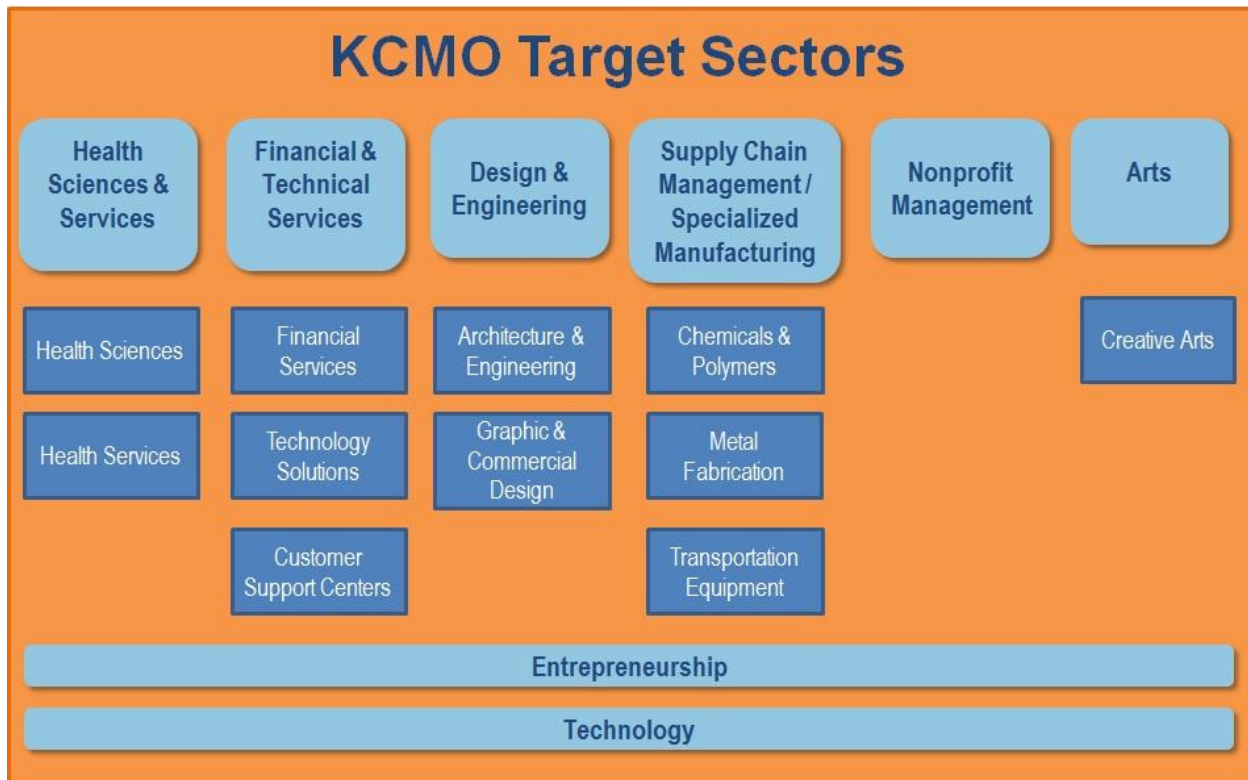
"Targets" reflect a broader base of economic activity, with specific "niches" at their core. When appropriate, the more broadly-defined targets capture a range of sub-sectors that may indirectly benefit from strategies focused on the target as a whole. For the City of Kansas City, "niches" reflect high-value opportunities for local growth based on competitive strengths in existing employment and other factors. Effective development of these sub-sector niches leads to possibilities for growth of larger target groupings of affiliated companies and employment. Based on the full complement of research conducted for this report, the following targets and niches are proposed for the City of Kansas City and EDC to pursue.

Targeting – Application to the Midtown Plaza Area

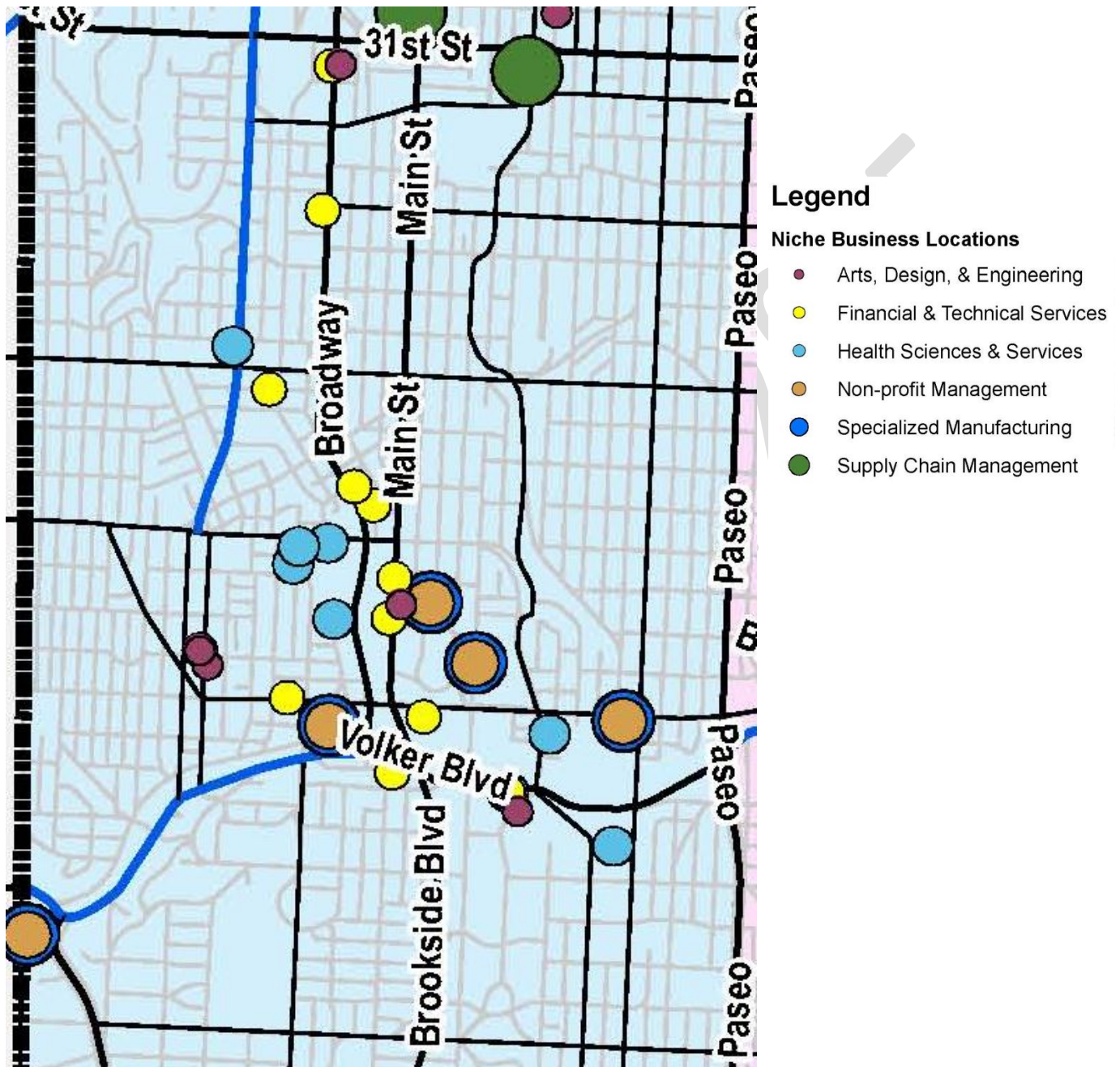
From the list of target categories and review of the following map that provides locations of existing Target Niche services within the planning area, the following appear to apply most to the plan area into the future.

- Arts, Design & Engineering –
- Financial and Technical Services –
- Health Sciences and Services –
- Nonprofit Management

AdvanceKC Matrix -



Map - Target Niche Location by Planning Area



Implementation

The implementation chapter identifies phasing, priorities, and responsible parties to carry out projects and initiatives identified in the plan. The following points represent some of the over-arching elements to guide plan implementation.

Plan Ownership and Implementation Overview

The plan requires champions. To be successful and realize the plan vision, it is imperative for the community to be a proactive partner to achieve plan goals whether acting independently or working as part of a cooperative effort and to remain engaged in implementation activities. Success also hinges on coordination of City activities, with ownership and responsibility of City agencies. The City and the community must strive to move forward in unison toward common goals.

The first and perhaps most critical step in the implementation program is to organize the community around plan goals and then to build capacity within community organizations to carry out plan initiatives.

Key elements of the implementation program include:

- Build strong, consistent leadership in support of the Plan.
- Identify a strong community champion to take a lead role in implementation.
- Create an Implementation Committee as steward of the Plan that is empowered by the City to oversee plan implementation activities, address unforeseen issues and review proposed plan amendments. Review by the committee will ensure compatibility with goals and guidelines expressed within the plan.
- Coordinate actions between City departments and other agencies (i.e. KCATA), and incorporate plan recommendations into service delivery.
- Improve communication between city and neighborhoods.

Build Community Organizational Capacity and Engagement

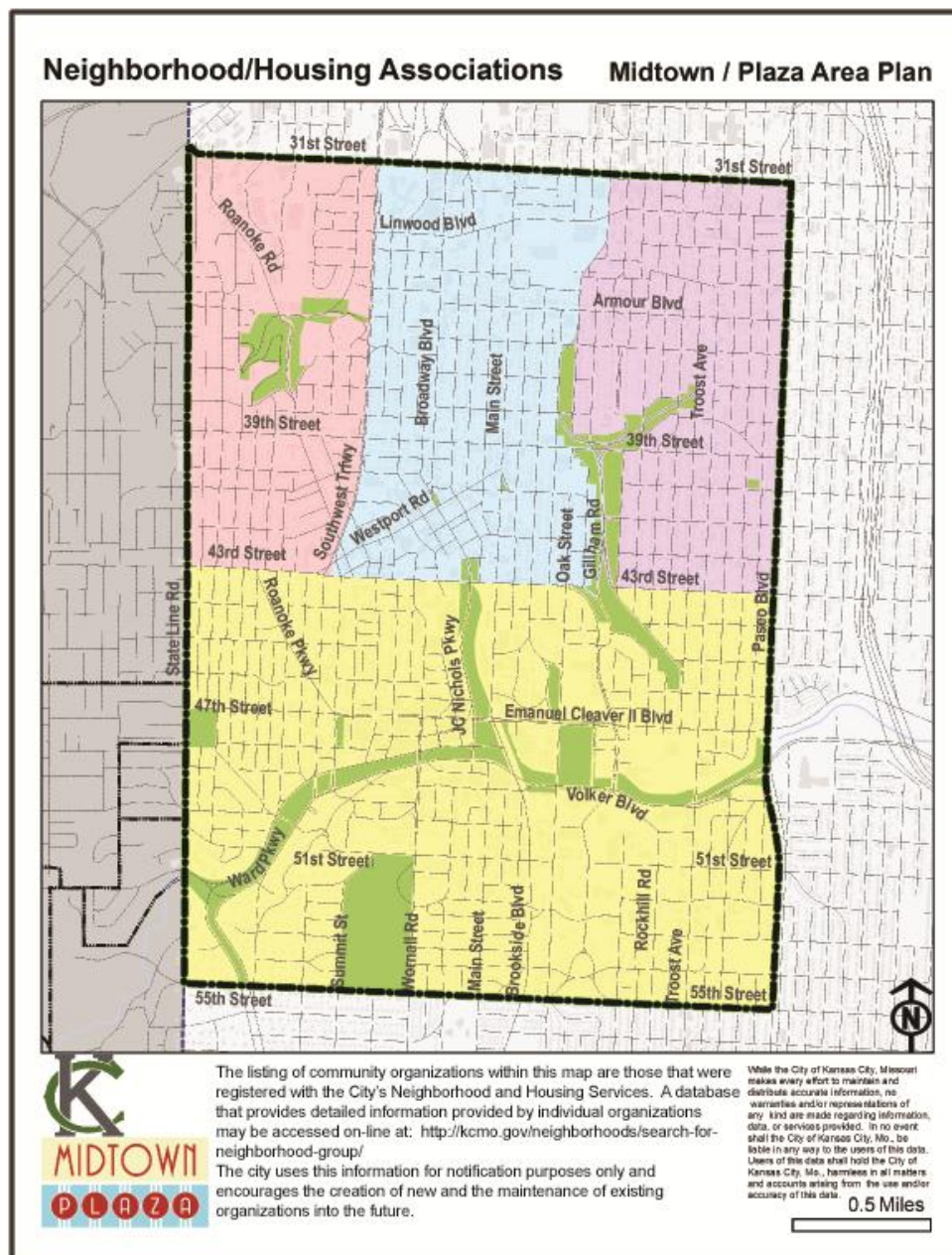
It is recommended that a coalition and alliance of area community organizations, neighborhood groups and business organizations be created and unified around plan implementation. The following actions are recommended as initial steps to organize the Midtown / Plaza Area, build capacity and identify champions.

- Create a unifying Midtown / Plaza Implementation Committee to bring all area stakeholders together to work toward common area-wide goals as outlined in the plan. It is envisioned that this new coalition will lead and coordinate the implementation program. The Swope Area Coalition should include neighborhoods, faith-based community, local service providers and community development organizations and area businesses.
- Identify Plan Champions. Not only for overall plan implementation, but individual champions will be needed for each project to maximize the chance of success.
- Build capacity. It is imperative for a successful sustained implementation program to have the staff, resources and skills necessary to carry out initiatives. Initial steps should focus on identifying and securing funding sources to help build organizational capacity with those organizations identified to champion plan goals and initiatives.

Existing Neighborhood Associations

The map depicts the Neighborhood Associations that are registered with the City at the time of the adoption of the plan. To obtain contact information, please determine the pertinent association and reference the City's Neighborhood Database that is maintained by the Neighborhood and Housing Services Department at:

<http://webfusion.kcmo.org/ColdFusionApps/neighborhood/groups/search.cfm>



Name of Neighborhood/Housing Association

Coleman Highlands Neighborhood Association

Volker Neighborhood Association

Roanoke Protective Homes Association

Old Hyde Park Historic District Neighborhood Association

Heart of Westport Neighborhood Association

Westport Neighbors United

Plaza Westport Neighborhood Association

Valentine Neighborhood Association

Southmoreland Neighborhood Association

Hyde Park Neighborhood Association

Center City Neighborhood Association

Paseo Heights Neighborhood Association

Squier Park Neighborhood Association

Manheim Park Neighborhood Association

Southmoreland Neighborhood Association

Hyde Park Neighborhood Association

Manheim Park Neighborhood Association

West Plaza Neighborhood Association

433 Ward Parkway Condominium Association

Sunset Hills Homes Association

Loose Park Homes Association

South Plaza Neighborhood Association

Countryside Homes Association

Rockhill Homes Association

Crestwood Homes Association

Troostwood Neighborhood Association

49/63 Coalition

Troost Plateau Neighborhood Association

Rockhill Crest Neighborhood Association

Westwood Park Homes Association

Plaza Westport Neighborhood Association