

MIDTOWN / PLAZA AREA PLAN

KANSAS CITY, MISSOURI



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by Resolution Number 150899



ACKNOWLEDGMENTS

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01 - 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.

CITYWIDE PLANS

Provide broad policy for entire city
(FOCUS Kansas City Plan, Bike KC Plan, Trails KC Plan, Major Street Plan, Advance KC, etc.)

AREA PLANS

Apply citywide policies to 18 areas

NEIGHBORHOOD PLANS

Main Street Streetscape Plan, Troost Corridor Redevelopment Plan, etc.

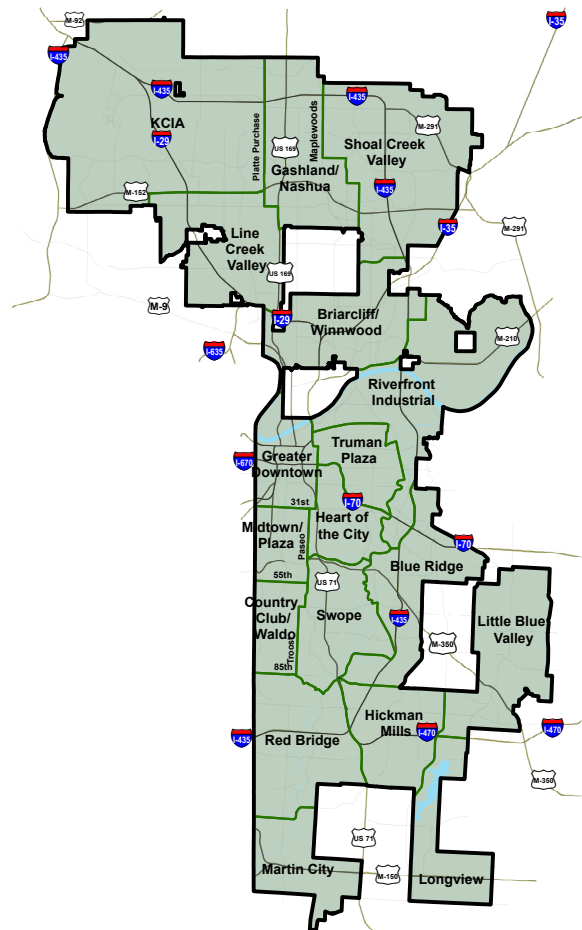


FIGURE 1.0 KANSAS CITY PLAN HIERARCHY

FIGURE 1.1 AREA PLAN MAP



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.

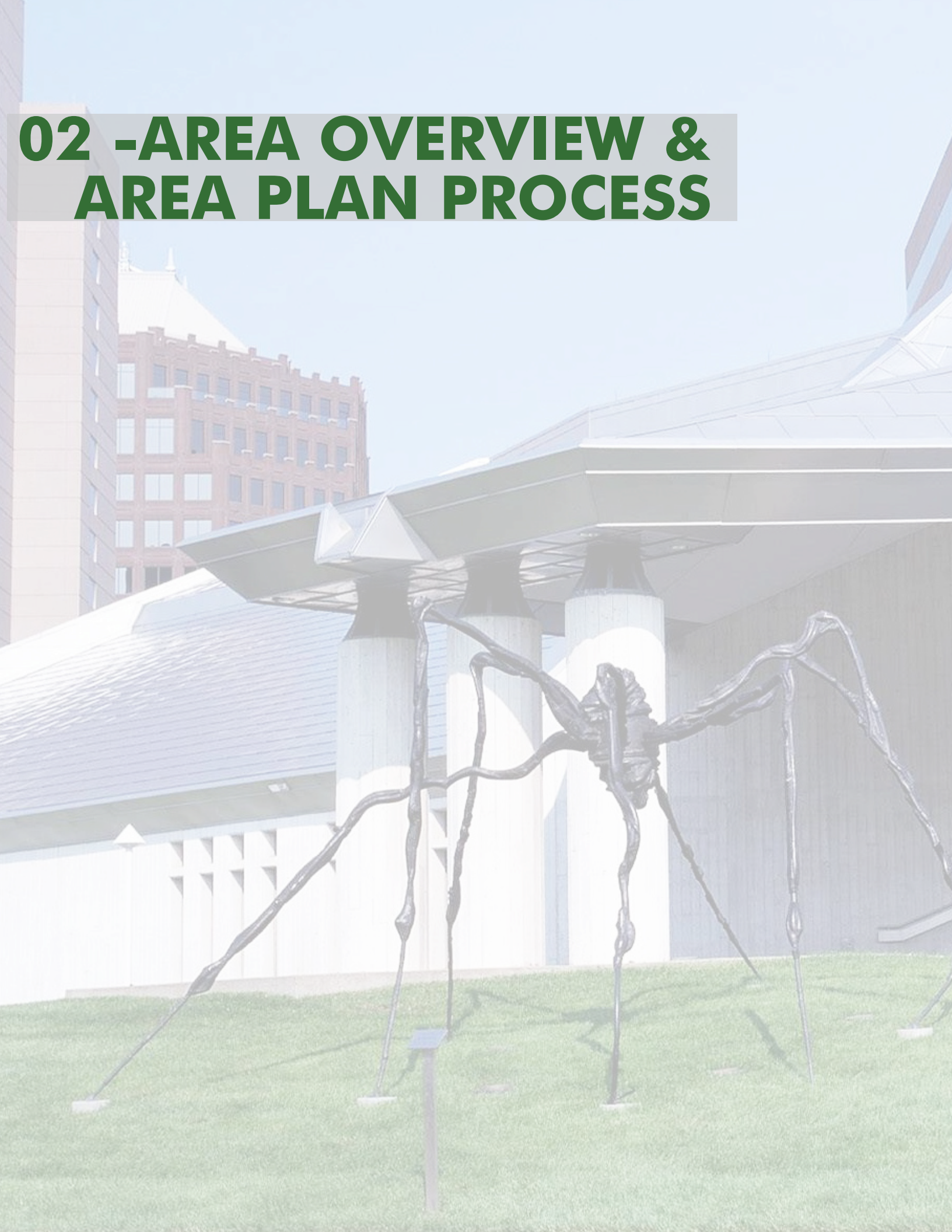
- 86% of households thought their neighborhood was pedestrian friendly
- 81% of households support commuter transit services in the Midtown / Plaza area
- 94% of households thought it was very or somewhat important to preserve historic buildings and heritage of the Midtown / Plaza Area
- 89% of households 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

02 -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.
- Project web site - This site was utilized to post documents and provide information about the project and upcoming meetings.



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. 94.

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. 98.

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

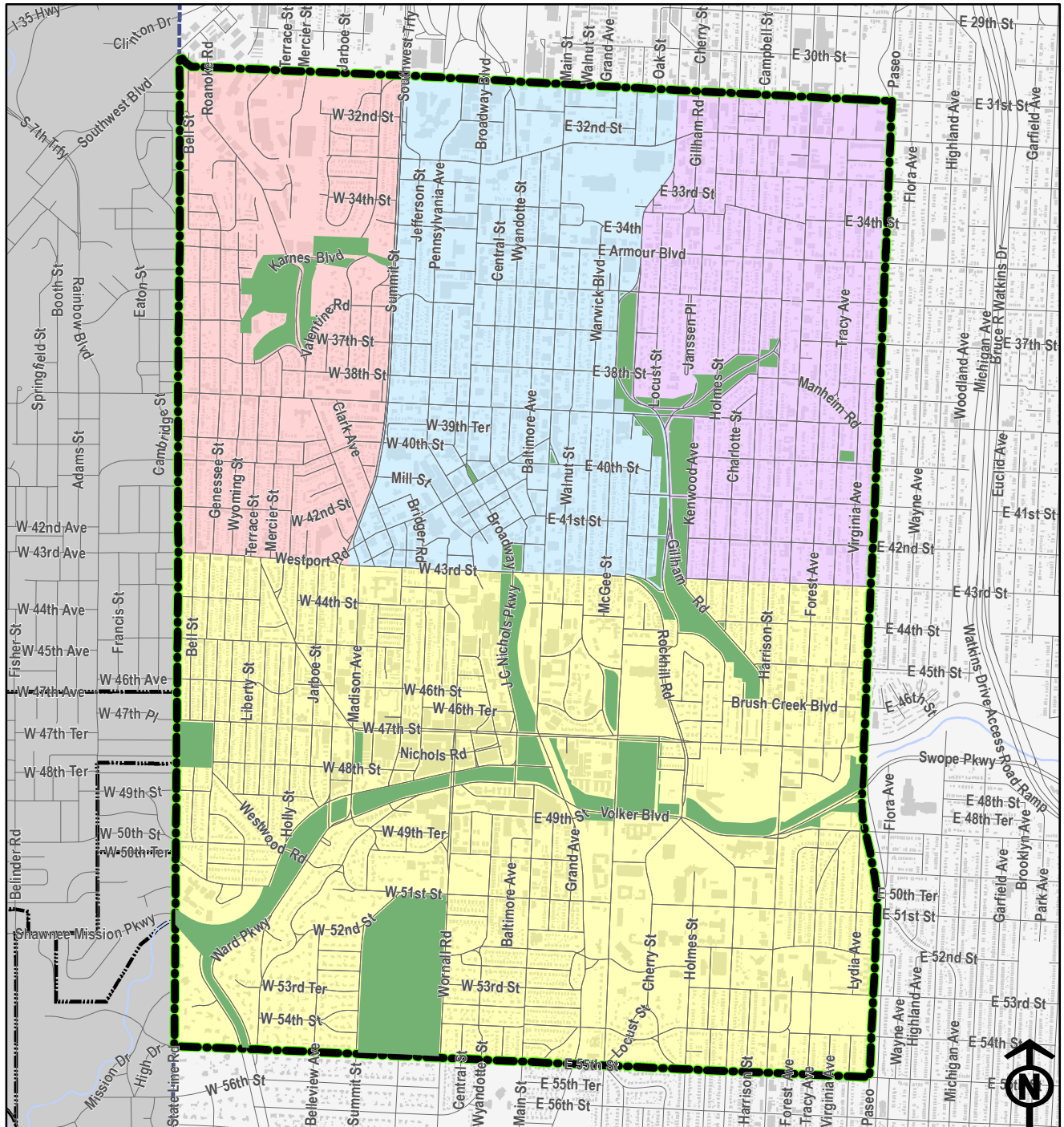
The North East Sub Area is predominately a residential area. The 31st Street, Linwood Blvd, and Troost Corridors are commercial corridors within the area, that could be enhanced and benefit from reinvestment. Armour Boulevard in this and the North Central Sub Area has seen significant reinvestment in 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. 127.

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. 34.

Sub Areas

Midtown / Plaza Area Plan



- North West Sub Area
- North Central Sub Area
- North East Sub Area
- Plaza Sub Area
- Park

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FIGURE 2.1 SUB AREA MAP



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**:

- **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 in addition to the **Midtown / Plaza Area Plan** (where relevant, as shown in Figure 2.2 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.
- **Plaza - Westport Neighborhood Plan (2004)** - Issues, Policy Statements, and Action Steps are presented that are still valid. However, the Recommended Land Use Map, Bowl Concept, Development Form, and Supplemental Development Recommendations of the **Midtown / Plaza Area Plan** will trump similar recommendations of the Plaza-Westport Neighborhood Plan.
- **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
- **Westport District Master Plan (2019)** - This plan provides more specific guidance for development, historic preservation, public improvements, and other topics and has been incorporated into the Westport Planning Area section (within the North Central Sub Area) beginning on page 102.

Other Plans to Reference

Midtown / Plaza Area Plan

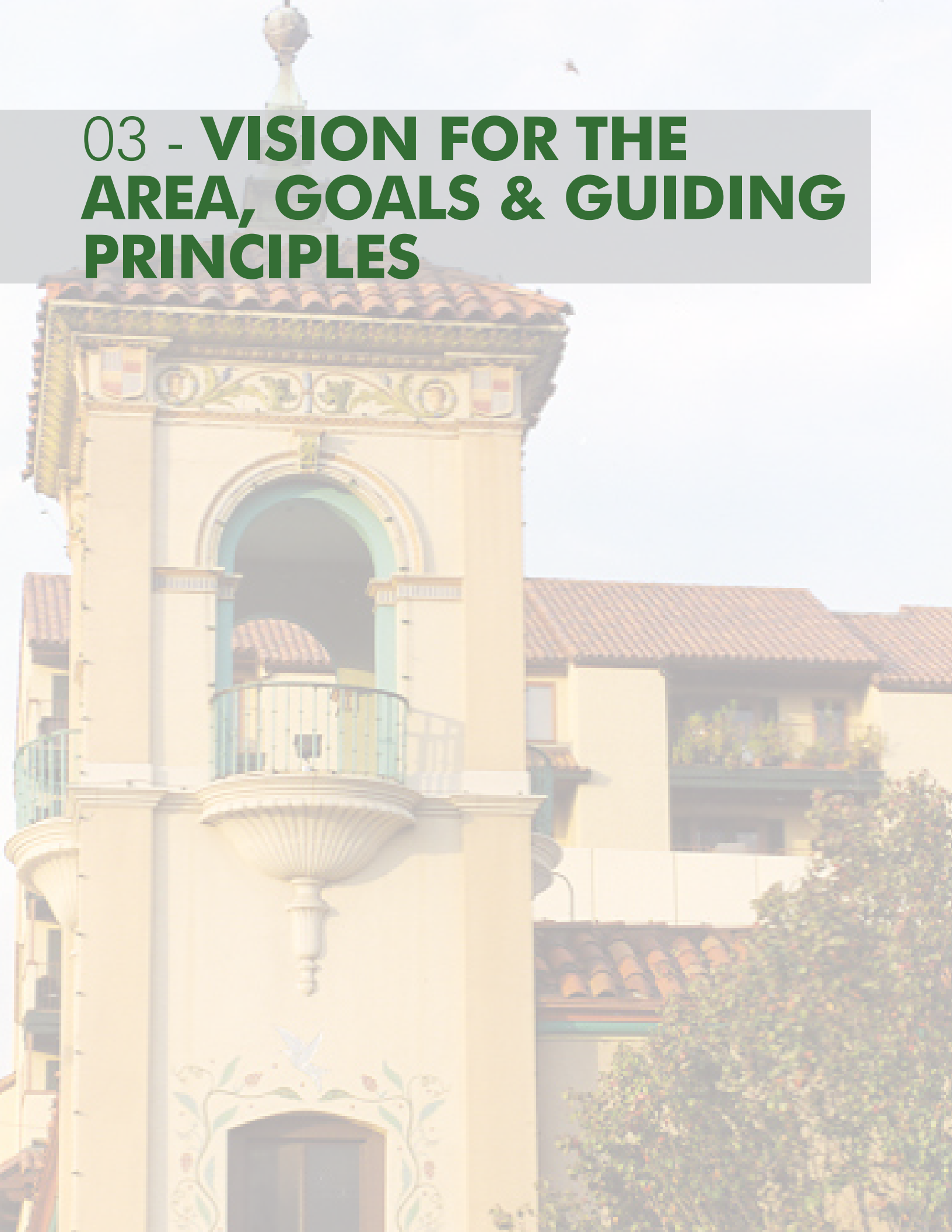


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FIG. 2.2 - OTHER PLANS TO REFERENCE

03 - 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 16) 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.

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. Enhance the public realm.
6. Ensure cars can conveniently move within and through the area.

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.

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).

04 - LAND USE AND DEVELOPMENT





The Land Use and Development chapter contains a set of guidelines and recommendations to direct the future physical development of the Midtown / Plaza Area. Specifically, the 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). 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). Additionally, this chapter makes “area wide” recommendations and specific recommendations by sub area.

“Land-use patterns throughout the urban core should shift away from the strip commercial development to nodal development, or mixed-use centers”

- FOCUS Kansas City Plan



CHAPTER ORGANIZATION

First, the Plan goals are stated and related to land use and development followed by the guiding principles. Area-wide recommendations are organized by guiding principle in this section. The Recommended Land Use and Development Form Maps and definitions follow. Area-specific Land Use and Development recommendations are organized into the following four sub areas:

- **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)

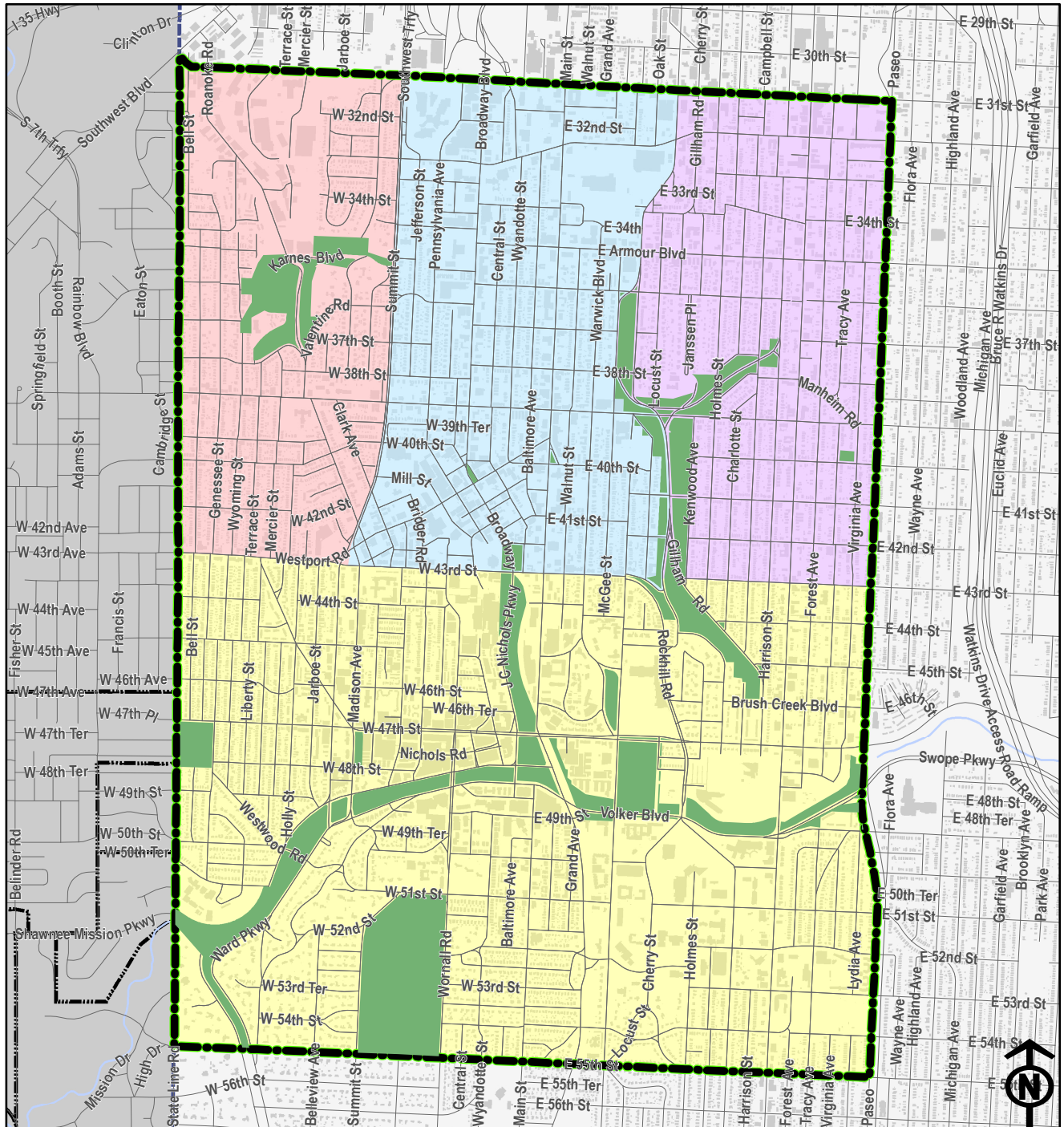
When area plans are adopted, it is standard to update, integrate and replace previously adopted plans within the “new” area plans boundaries. During the *Midtown / Plaza Area Plan* planning process, there was concern by the community that if the *Plaza Urban Design and Development Plan* would no longer 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 the amount of development, the historic and architectural importance of the plaza area, and the historic use of the *Plaza Urban Design and Development Plan*, 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 indicates the appropriateness for development / redevelopment
- **Supplemental Development Recommendations** - Delineated “sub areas” where an additional level of specificity related to future development is provided

Subsequent to MPAP adoption additional planning was completed for the Westport district culminating in the Westport District Master Plan in 2019. The MPAP has been amended to include a new Westport Planning Area (in the North Central Sub Area) which incorporates all of the recommendations of the Westport District Master Plan (see page 102). Amendments were also made to the Recommended Future Land Use Map and the Development Form Map.

Sub Areas

Midtown / Plaza Area Plan



- North West Sub Area
- North Central Sub Area
- North East Sub Area
- Plaza Sub Area
- Park

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0.55 Miles

FIG. 4.0 - SUB AREA MAP



RELATIONSHIP TO AREA PLAN 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 within the Midtown / Plaza area is advantageous to pedestrian, bicyclist, driver, or transit users, allowing them to meet their daily needs. All future development and redevelopment projects must assimilate to this pattern.

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.

STRENGTHEN AN URBAN DEVELOPMENT PATTERN WITH APPROPRIATE DENSITY, PHYSICAL LAYOUT, AND INFRASTRUCTURE, THAT INTEGRATES THE DIVERSITY OF USES FOUND THROUGHOUT THE PLAN AREA

The development pattern within the Midtown / Plaza area is different than many other areas within the region. Buildings are typically at a higher scale and intensity, streets are walkable and in a grid layout, and diverse land uses are in closer proximity, sometimes even within the same building. Any new development should maintain and reinforce that traditional urban development pattern.

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.

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. These destinations help to form the identity and character of Kansas City. Future enhancements and investments into these destinations are encouraged and should reinforce their relationship with adjacent areas.



GUIDING PRINCIPLES WITH AREA-WIDE RECOMMENDATIONS

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. These guiding principles and recommendations helped to inform the Recommended Land Use and Development Form Maps that follow.

REINFORCE AND EMBRACE AN URBAN DEVELOPMENT PATTERN

The Midtown / Plaza area's density, built form, and street grid originally served transit users and pedestrians. That pattern should be respected and reinforced with any future development / redevelopment.

- Two main components of a residential zoning district are the density and the allowed building type. Given the dense, urban character of the Midtown / Plaza Area, there are many instances where if the existing density is allowed, so are more “intense” building types, which would be out of character for that particular area (for example, single family neighborhood of 5,000 square foot lots zoned R-5 allows Semi-Attached, Townhouse, and Two-Unit House building types). In effort to preserve the character of the area, an examination and potential adjustment of the Zoning and Development Code is needed to ensure dense urban neighborhoods are allowed, without also allowing a building type that could compromise the existing character.
- The current amount of strip commercial development on the existing corridors cannot be supported and is the cause for underperforming commercial properties. Vertically mixed-use developments that incorporate residential uses and purely multi-family developments would provide a more diverse and active environment, this information helped to inform the recommendations in the Recommended Land Use Map.
- Strip / linear commercial development along corridors is discouraged and should be replaced by a mixed use pattern of development, as shown on the Recommended Land Use Map and in the Development Form Guidelines.
- 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.).
- Blocks should have a higher lot coverage and higher scale and intensity than suburban environments.
- 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.
- Any mixed use development (where recommended in the Recommended Land Use Map) between nodes (per the Development Form Map) 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.
- Apply the concepts of transit-oriented development (TOD) along the primary transit corridors and near future transit stations.

RESPECT APPROPRIATE, ESTABLISHED LAND USES AND PREVENT ENCROACHMENT

Accommodating the future needs of area institutions and major landowners, while maintaining the character and quality of life of area neighborhoods, is an ongoing issue within the plan area. Recently, a series of planning efforts intended to address this issue has included the UMKC and Rockhurst Master Plans, the Plaza-Westport Neighborhood Plan, and the Cultural District Heritage Plan. The recommendations within these plans are consistent with the area plan recommendations, but

provide more detail, and should be referred to as noted on Page 12. Major property owners and institutions are encouraged to work with adjacent neighborhoods to create “master plans” that coordinate future expansions within this Area Plan’s policy framework. For physical development and / or where appropriate, major property owners and institutions should apply to the City for Master Planned Development (MPD) zoning to provide more certainty as to future development. Examples of “master planning” processes that have been completed or are underway at the time of the adoption of this Area Plan include (See Appendix B, Page 208):

Completed -

- The UMKC Campus Master Plan completed in 2002, updated in 2014 .
- The Rockhurst University Master Plan completed in 2010, MPD zoning approved in 2011.

Underway -

- The Nelson-Atkins Museum of Art master planning process that is considering properties within their ownership and will include involvement with the surrounding community organizations.
- The Kansas City Art Institute is undertaking a campus master plan that is considering properties within their ownership and will include involvement with surrounding community organizations.

A benefit of the Midtown / Plaza area is the diversity of land uses in close proximity. This diversity adds to the richness of the community. However, it is a delicate balance and encroachment, especially into single family residential neighborhoods, is not appropriate.

- The Recommended Land Use Map and Development Form Guidelines of this Plan should be followed to protect existing uses and to ensure compatibility of new development into the area’s existing fabric.
- Rezoning will be supported where the existing zoning is not consistent with the adopted land use policy (Recommended Land Use Map). Neighborhood associations and other stakeholders are encouraged to undertake the rezoning of property when existing zoning is inconsistent with the recommendations of the Recommended Land Use Map.
- Neighborhoods should be well connected to but appropriately buffered from adjacent districts, nodes and corridors, per the Development Form Guidelines.
- Where higher intensity uses abut lower intensity uses, transitions should be provided, per the Development Form Guidelines.

RESPECT THE SCALE AND CHARACTER OF ADJACENT DEVELOPMENT WITH INFILL DEVELOPMENT / REDEVELOPMENT

Midtown / Plaza is an existing urban community. Development / redevelopment within the area should respect and work to fit within that community.

- It is important to consider both density and building type when referring to the Recommended Land Use Map. Often, the recommendation was based on the allowed building types, with less attention to the density. As new development is proposed, consider both issues before amending the Recommended Land Use Map, while understanding:
 - The goal to “Strengthen an urban development pattern with appropriate density, physical layout, and infrastructure that integrates the diversity of uses found throughout the Plan Area.”
 - The other guiding principles:
 - Reinforce and embrace an urban development pattern.
 - Respect appropriate, established land uses and prevent encroachment.
- The Recommended Land Use Map and Development Form Guidelines together should be applied to ensure that new development meets a minimum standard of quality. Incorporating area / neighborhood specific characteristics into

infill development / redevelopment is encouraged and should be required if incentives or additional land use approvals are requested. Any property that requires a rezoning, a special use permit, receives tax incentives or requires a development plan shall be subject to the Plan’s Development Form Guidelines.

- For the Development Form Guidelines that are fundamental, quantifiable, and could be applied citywide, the Zoning and Development Code should be amended to add those guidelines from the Development Form Map and Guidelines directly into the Zoning and Development Code. These guidelines should 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.
- When design guidelines are appropriate only for certain neighborhoods, corridors, districts, etc., customization is needed, and / or enforcement is desired, zoning overlays are the tool within the Development Code that should be utilized. Stakeholders should work with City staff to establish an overlay zoning district (further defined on page 40) that is more appropriate for their specific area and needs.
- Amend the Development Code, where necessary, to ensure zoning categories allow new construction at the scale of the existing “good” development, without also allowing development that is inappropriate for the scale and character of areas.
- Encourage major property owners and institutions to work with adjoining neighborhoods to create “master plans” that coordinate future expansions within this Plan’s policy framework
 - For physical development and / or where appropriate, major property owners and institutions should apply to the City for Master Planned Development (MPD) zoning to provide more certainty as to future development.

ENCOURAGE THE PRESERVATION AND ADAPTIVE REUSE OF HISTORIC BUILDINGS

Historic districts and structures exist throughout the Midtown / Plaza area and many significant historic buildings exist that are not formally designated. Retaining historic structures is important to the character of the Midtown / Plaza area and steps should be taken to ensure the buildings are preserved for future generations.

- To protect historically and/or architecturally significant structures, they should be listed on the National and/or Local Register of Historic Places (Local Register of Historic Places offers more “protection”).
- 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. Even if the original intent of the structures is obsolete, reusing the buildings in new ways may be the best solution to retain the structure.
- When a historic building (designed or potentially eligible for historic designation) is part of a redevelopment, the Recommended Land Use map’s recommendations should be flexible, in order to retain historic resources, while achieving the goals of this Plan. Any impacts should be minimized and the physical attributes of the structure should remain and appear to fit within the character of the Recommended Land Use and surrounding neighborhood.
- In order to maintain the historic fabric of the area, tools such as tax incentives, overlay districts or other appropriate measures should be utilized when a historic property is redeveloped.

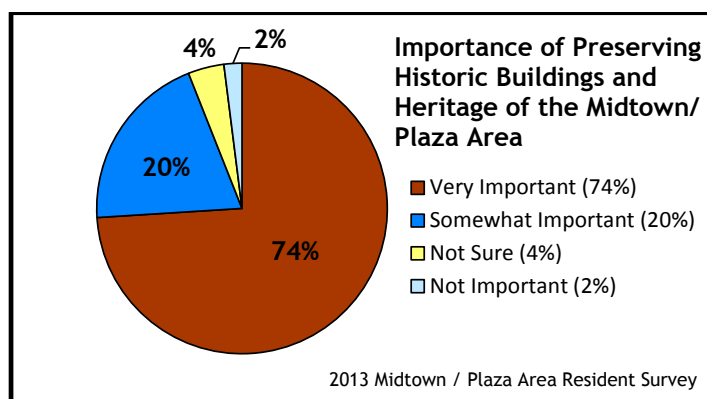


FIG. 4.1 - RESIDENTIAL SURVEY RESPONSE

ENSURE ADEQUATE INFRASTRUCTURE IS PROVIDED TO ENABLE DEVELOPMENT / REDEVELOPMENT WITHIN THE AREA

For a development / redevelopment project to succeed, it must have adequate infrastructure service without infringing upon the services provided to the adjacent community.

- 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 City should consider a “regional” storm water management approach to facilitate urban redevelopment (so each development/redevelopment does not have to retain all storm water on site, similar to the park dedication policy and arterial street impact fee).

IMPLEMENT SUSTAINABLE, GREEN INFRASTRUCTURE SOLUTIONS TO ACHIEVE MULTIPLE BENEFITS

- Because Midtown / Plaza is a dense urban environment there is a larger amount of impermeable surfaces; therefore, sustainable / green approaches to infrastructure solutions are even more important than other areas within the region. 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.
- Explore improvement of energy efficiency ordinances, codes and regulations requiring up to date energy efficiency standards for any development project funded in whole or in part using public funds. If City funding is involved, require targeting the achievement of Energy Star rating for commercial and residential development including materials, equipment, such as energy efficient water heaters, and supplies.
- Make construction & demolition recycling mandatory for City-supported projects.
- Assess, in advance, the climate impact of proposed development projects as a criterion in evaluating requests for City support.
- Integrate the requirements and intent of the City’s Overflow Control Plan (OCP) as established in the consent decree with the Environmental Protection Agency, as a requirement within the Development Code. The purpose of this program is to manage stormwater volume before it enters the combined sewer system which creates a cleaner, healthier environment for our community and improves the quality of the water that is returned to area waterways.
- Incorporate stormwater BMP requirements into the City’s Development Code to improve water quality before it flows to area waterways.

ENSURE OPEN, CLEAR, UPFRONT COMMUNICATION

The Midtown / Plaza is made up of engaged stakeholders who are passionate about the area. To ensure the goals for the area are reached to the highest degree, education, notification, and dialogue are paramount.

- A **Midtown / Plaza Area Plan** Implementation Committee that is representative of the community should be created upon the adoption of this Plan. The Committee should be organized to increase the capacity, coordination and communication of the community while implementing the recommendations of this Plan.
- Neighborhood, commercial and institutional representatives should continue to be well organized and involved in issues that affect the community.
- Future development projects should be vetted by the **Midtown / Plaza Area Plan** Implementation Committee and applicable neighborhood organization (see Appendix C).

LAND USE CATEGORIES AND DEFINITIONS

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 and 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 generally 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 generally 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 generally 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 generally 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 generally 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 generally 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 generally corresponds 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 generally 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 either 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 generally 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.



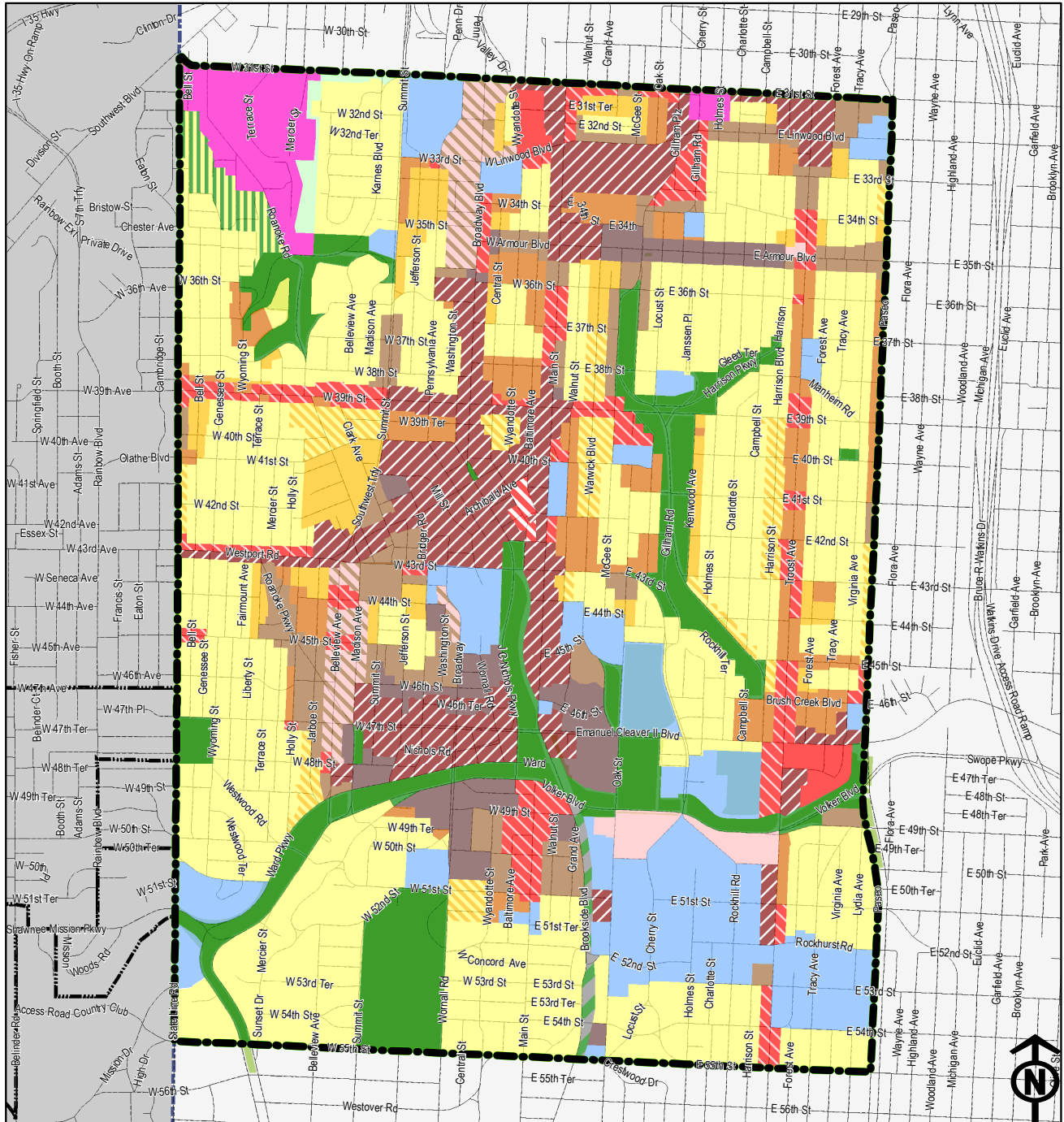
BUFFER - Consists of private or public lands that are in some way either temporarily or permanently reserved from development, including lands unsuitable for development. This includes but is not limited to creeks and stream buffers, floodplains, woodlands, severe slopes, and buffer zones around natural 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 generally corresponds with the Conservation or Open Space Development option for "R" Districts within the zoning ordinance.

Recommended Land Use

Midtown / Plaza Area Plan



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0.3 Miles

FIGURE 4.2 - RECOMMENDED LAND USE MAP



The Development Form Guidelines provide a framework for quality development that is consistent with the *Midtown / Plaza Area Plan* vision, goals and guiding principles 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.

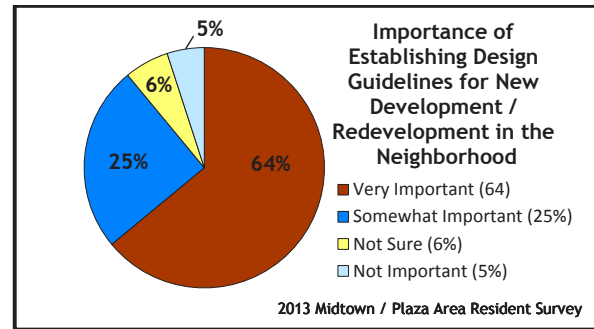


FIGURE 4.3 - RESIDENTIAL SURVEY RESPONSE

There are 4 types of areas that comprise the framework for the Development Form Guidelines (See Development Form Map P.33). 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

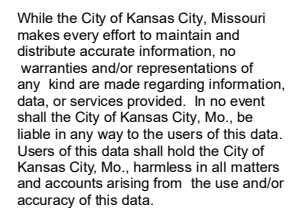
Regional destinations that are a distinct place - different from surrounding areas - through common activities or themes among uses, the intensity of building patterns, the design characteristics of buildings and civic spaces. Districts typically have a defined “center” and recognized edges or transitions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

The Development Form Guidelines 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 complete streets accommodate each mode of travel in a new development. 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 Guidelines are located in Appendix A (P.160).

Midtown / Plaza Area Plan



MIDTOWN / PLAZA AREA PLAN

PLAZA SUB AREA

43RD STREET TO 55TH STREET

STATE LINE TO PASEO BOULEVARD

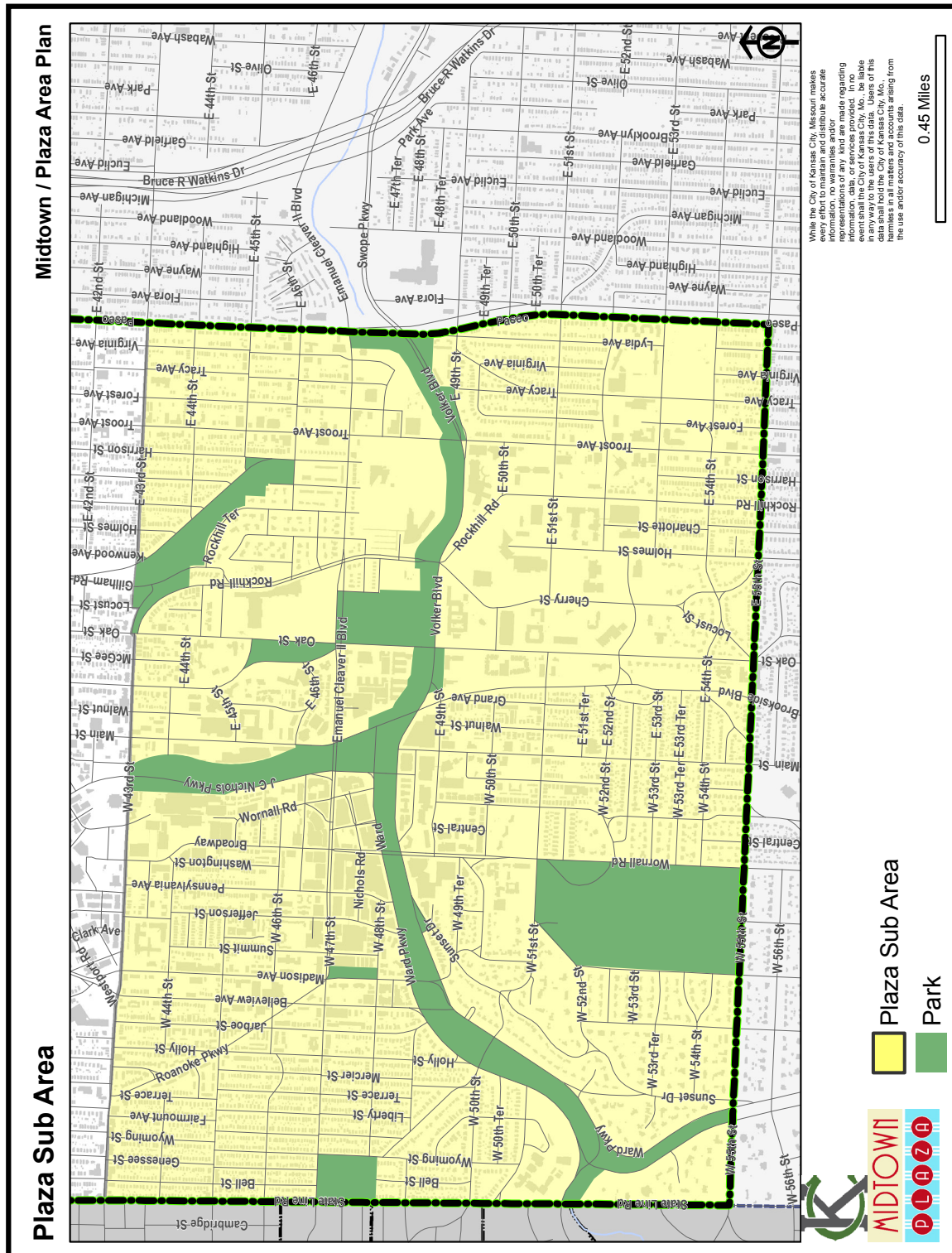


FIG. 4.5 - PLAZA SUB AREA MAP



CONTEXT

INTRODUCTION

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. A goal before the City with this Plan is 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.

HISTORY

The development of the Country Club District, as planned by J.C. Nichols, began at the turn-of-the century. By the 1920's the J.C. Nichols Co. planned a retail business district to provide shops and services to nearby residents. The master plan of the Country Club Plaza was completed in 1922, and the following year, the first shops opened. The Country Club Plaza is regarded as the first planned suburban shopping district in the United States, and also as the first shopping area to accommodate the automobile. Designed as an outdoor shopping center, the Country Club Plaza is composed of low-rise buildings with a Spanish-architectural theme, ornate towers, cream-colored stucco storefronts and clay tile roofs. Works of art, sculpture and fountains enrich and beautify the sidewalks and public spaces.

PLAZA URBAN DESIGN AND DEVELOPMENT PLAN (ADDITIONAL DETAIL IS PROVIDED IN APPENDIX B. PG. 177)

As a result of increased interest in development, as well as the Plaza area's uniqueness and importance to Kansas City, the City Development Department undertook the preparation of the *Plaza Urban Design and Development Plan*. The Plan, adopted in 1989, sought to maintain the quality and character of the Plaza area and to ensure that new development respected the important design features that already existed in the Plaza area.

While the plan has conserved the outstanding amenities of the plaza area while accommodating growth and change, it could not have anticipated all of the conditions of the last 25 years. Appendix B summarizes the development from 1989-2014.

PROCESS

This information and more was analyzed with a balanced workgroup of *Midtown / Plaza Area Plan* Steering Committee members and community members that were selected to review, update, and integrate the *Plaza Urban Design and Development Plan* into the *Midtown/Plaza Area Plan*. The subcommittee was convened because staff recognized that as all

of the existing plans within the Midtown / Plaza area are incorporated and replaced within the Area Plan, a more detailed analysis of the *Plaza Urban Design and Development Plan* was needed.

As the workgroup met over a series of months, a new set of concerns, considerations, and pressures were established. These were key considerations when developing the recommendations for this Plan and are located in Appendix B (P.177).

GOAL

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.

OTHER PLANS TO REFERENCE

In addition to the following area plan recommendations, any future development/redevelopment projects should refer to the following plans which will remain in place to provide refined guidance:

- *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 (2012)* 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.
- *Plaza Westport Area Plan (2004)* as a guide guide for the future development and redevelopment of the area generally bounded by 43rd Street/Westport Road, Madison Avenue, 46th Street/46th Terrace and JC Nichols Parkway.

HOW TO APPLY RECOMMENDATIONS – PLAZA SUB AREA TOOLS

It is essential that future development in the Plaza area take place in a comprehensively well planned manner. It is also very important that anticipation of potential future development does not cause neglect and blight of sound properties when the real-estate market will not support redevelopment of properties for another generation or more.

As redevelopment is contemplated or pursued in this area, a series of maps provides guidance and are intended to be used in tandem. In addition to referring to the Recommended Land Use Map and Development Form Guidelines, which area used throughout the *Midtown / Plaza Area Plan*, the plaza sub area section provides an additional level of guidance utilizing planning recommendations, bowl concept, and supplemental development recommendations, which were used within the original *Plaza Urban Design and Development Plan*. All concepts and maps are explained below, with the exception of the “supplemental development recommendations.” All of the maps include the layer “Supplemental Development Recommendations.” These Supplemental Development Recommendations provide guidance to a greater level of specificity for these areas. See pg. 39 for the Supplemental Development Recommendations.



The Planning Recommendations Map on page 39, provides direction for each property within the area:

- **Potential Redevelopment** - These properties were determined appropriate for redevelopment. See the Planning Recommendations Matrix on page 38 for more information.
- **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). See the Planning Recommendations Matrix on page 38 for more information.
- **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. See the Planning Recommendations Matrix on page 38 for more information.
- **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. See the Planning Recommendations Matrix on page 38 for more information.
- **Determined Historic Resource** - These properties are those which have been designated a National Historic Landmark; are listed on the National Register of Historic Places; are listed on the Kansas City Register of Historic Places, contribute to a national or local historic district; or have been determined eligible by the U.S. Department of the Interior or the Missouri State Preservation Office as eligible for listing on the National Register of Historic Places. These properties should be protected in accordance with well-established preservation standards that apply to properties recognized as historically significant. As properties in the future area determined eligible for listing or designated to the national or local registers (including contributing to national or local historic districts), they are subject to this "Determined Historic Resource" designation and the Plan should be amended expressly to recognize that effect. See the Planning Recommendations Matrix on page 38 for more information.

The Planning Recommendations Matrix on the following page states how each of five the Planning Recommendations categories listed above directs redevelopment, rezoning, Hheight, and form of redevelopment and refers to the four additional resources described in the following pages.



	Redevelopment	Rezoning	Height	Form of Redevelopment
Potential Redevelopment	Redevelopment of this property is encouraged	Changing the zoning is acceptable if the change is consistent with the Recommended Land Use Map	See Supplemental Redevelopment Area Bowl Height (if not within the Bowl, see the Development Code for maximum height allowed)	See Applicable Supplemental Development Recommendations & Development Form Map
Potential Redevelopment within Existing Zoning	Redevelopment of this property is encouraged	Zoning changes are not recommended, unless rezoning to a UR or MPD district and the proposed uses are consistent with the allowed uses in the existing zoning district	See Supplemental Redevelopment Area Bowl Height (if not within the Bowl, see the Development Code for maximum height allowed)	See Applicable Supplemental Development Recommendations & Development Form Map
No Increase in Zoning Intensity	If redevelopment within this area occurs, it is acceptable to the existing (or lesser) development intensity as per the zoning district requirements	Changes in zoning that would allow for an increase in the intensity of land use and/or building bulk are not recommended	See Recommended Bowl Height (if not within the Bowl, see the Development Code for maximum height allowed)	See Applicable Supplemental Development Recommendations & Development Form Map
Maintain Predominate Form	Building maintenance and rehabilitation are important for these areas. If infill development occurs, it should fit within the existing urban form of the area. The area form includes elements such as: building placement, building scale, building footprint, building articulation, quality and type of building materials, walkability, parking configuration, etc. Conformance with the predominant architectural style is not required.	Changing the zoning is acceptable only if the new zoning district (or land use if UR or MPD zoning) is consistent with the Recommended Land Use Map	See Recommended Bowl Height (if not within the Bowl, see the Development Code for maximum height allowed)	Redevelopment should fit within the existing area form; area form includes elements such as: building placement, building scale, building footprint, building articulation, quality and type of building materials, walkability, parking (not necessarily architectural style), etc. Additional/supplementary guidance is provided in the Supplemental Development Recommendations and Development Form Map
Determined Historic Resource	Redevelopment that will result in demolition or significant exterior change of the structure(s) on this site is not recommended	Changing the zoning is acceptable if it reinforces the existing character of the structure(s) and if the new zoning district (or land use if UR or MPD zoning) is consistent with the Recommended Land Use Map	The Bowl Height is not applicable to "Determined Historic Resource" structures, because preserving the existing building(s) is the priority	Maintain the structure(s) existing character or restore the structure(s) original character. Follow the Secretary of the Interior's Standards for the Treatment of Historic Properties

FIG. 4.6 - PLANNING RECOMMENDATIONS MATRIX

Planning Recommendations & Supplemental Development Areas

Midtown / Plaza Area Plan

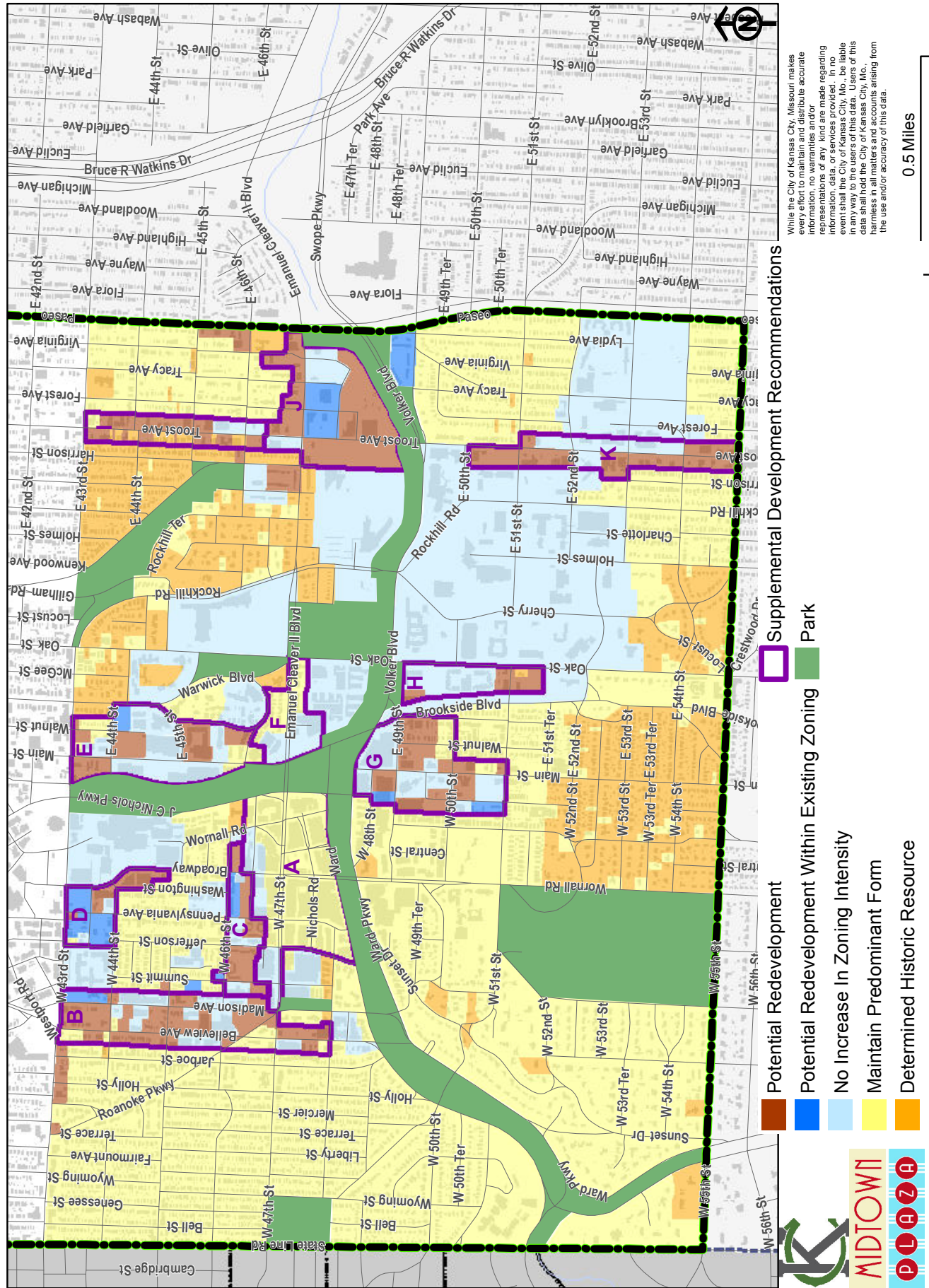


FIG. 4.7 - PLANNING RECOMMENDATIONS MAP



The Existing Zoning Map on page 41 illustrates the existing zoning in the area. Zoning is a legal planning tool used to implement the City's land use plan.

- The city is divided into base zoning districts and within those districts the zoning classifications regulate the following:
 - The use of buildings and land
 - The height of buildings
 - The location of a building on a lot
 - The density of housing units
 - The density of commercial development
 - The number of parking spaces required
 - The size and location of signage
 - The minimum level of landscaping
 - Public improvements
- A tool to further refine the regulations of a base zoning district are overlay zoning districts. Overlay zoning districts are adopted as a means of addressing specific aspects of land use control or development design that transcend base zoning district provisions. As the name implies, overlay districts “over-lay” applicable base district classification to alter some or all of the zoning regulations that apply to particular sites. The purpose of overlay districts is to allow the city to establish special land use regulations, standards, or procedures in areas with unique land use, site planning, building design or environmental resource issues. An overlay may protect and preserve established character of existing areas of historical note or architectural merit by limiting provisions of underlying base districts in order to more effectively match the density and intensity or established character of the area. The overlay may control demolitions and regulate the preservation, restoration, and rehabilitation of existing structures as well as the design of new infill construction. The overlay may also be used to establish allowable land uses that are more prohibitive than the underlying district and to establish specific design guidelines that are more detailed than the standards of this zoning and development code. As is shown on the Existing Zoning Map on Page 41, there are currently two different types of overlay districts in the area: Main Street Special Review District and the Historic Overlay Districts.

In short, the zoning states what can legally occur on a piece of property. When a redevelopment is contemplated, one of the first pieces of information to consult is the current zoning, to see if the proposed use(s) and physical form are allowed.

Midtown / Plaza Area Plan





RECOMMENDED LAND USE

The Recommended Land Use Map on page 43 shows the recommended land use for the area and is the guide for future development requests and rezonings. It depicts an intended future development pattern, intensity, and location of various types of land uses. The Recommended Land Use Map is intended to prevent future land use conflicts, safeguard natural resources and plan for the orderly and predictable development of the area. The Recommended Land Use Map serves as the guide for whether or not zoning changes are appropriate or needed but does not itself change zoning. Implementation of the land use plan (rezoning) will happen incrementally on individual sites through the development review process or proactively through a community or neighborhood rezoning effort or the application of new zoning overlays. The land use categories and definitions are described on pages 27-29.

If a proposed development, use(s) and/or physical form require rezoning a property, the Recommended Land Use Map is consulted to determine if the proposed land use and physical form is consistent with the long term vision for the area.

Recommended Land Use

Midtown / Plaza Area Plan

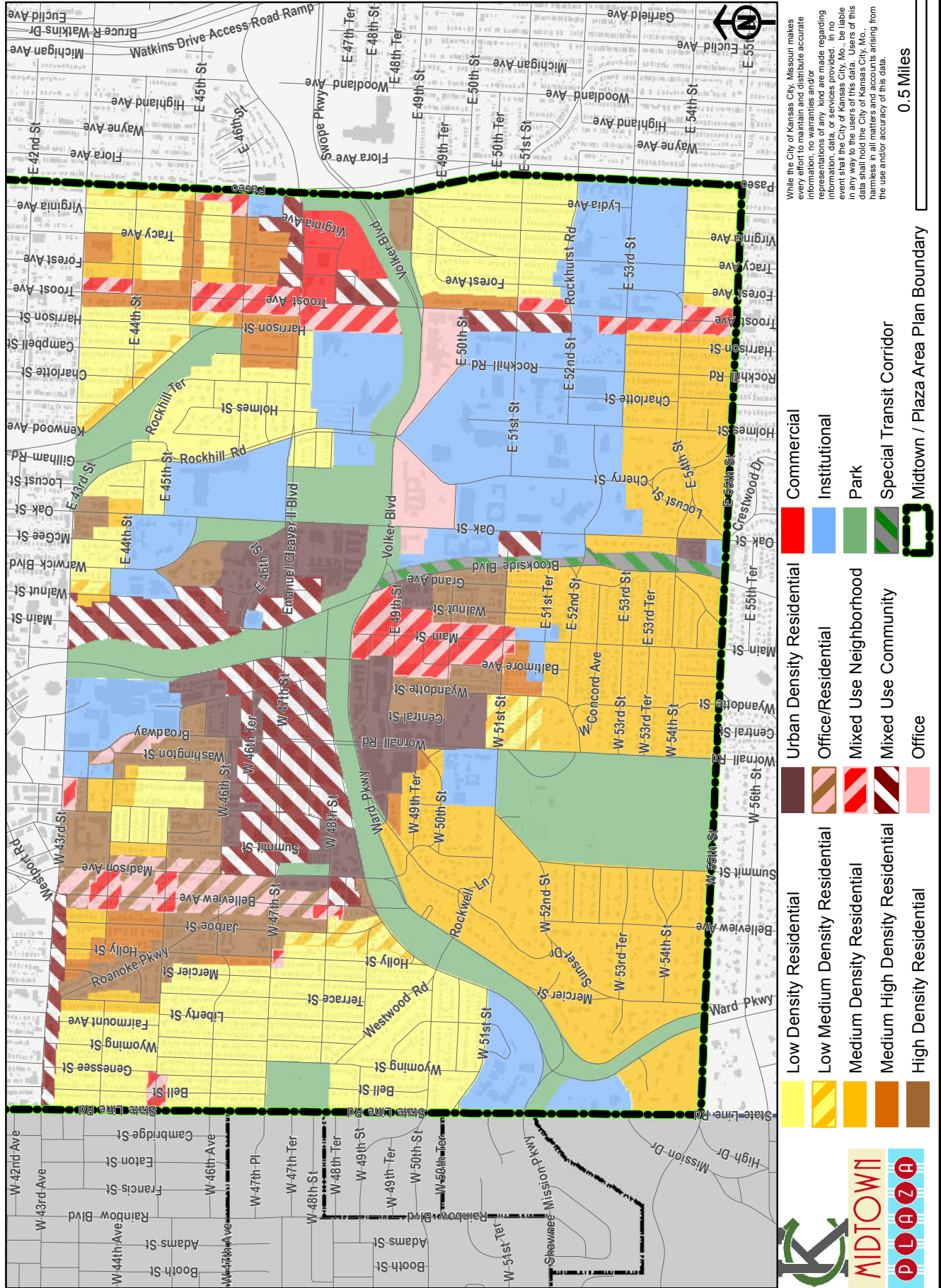


FIG. 4.9 - PLAZA SUB AREA RECOMMENDED LAND USE MAP



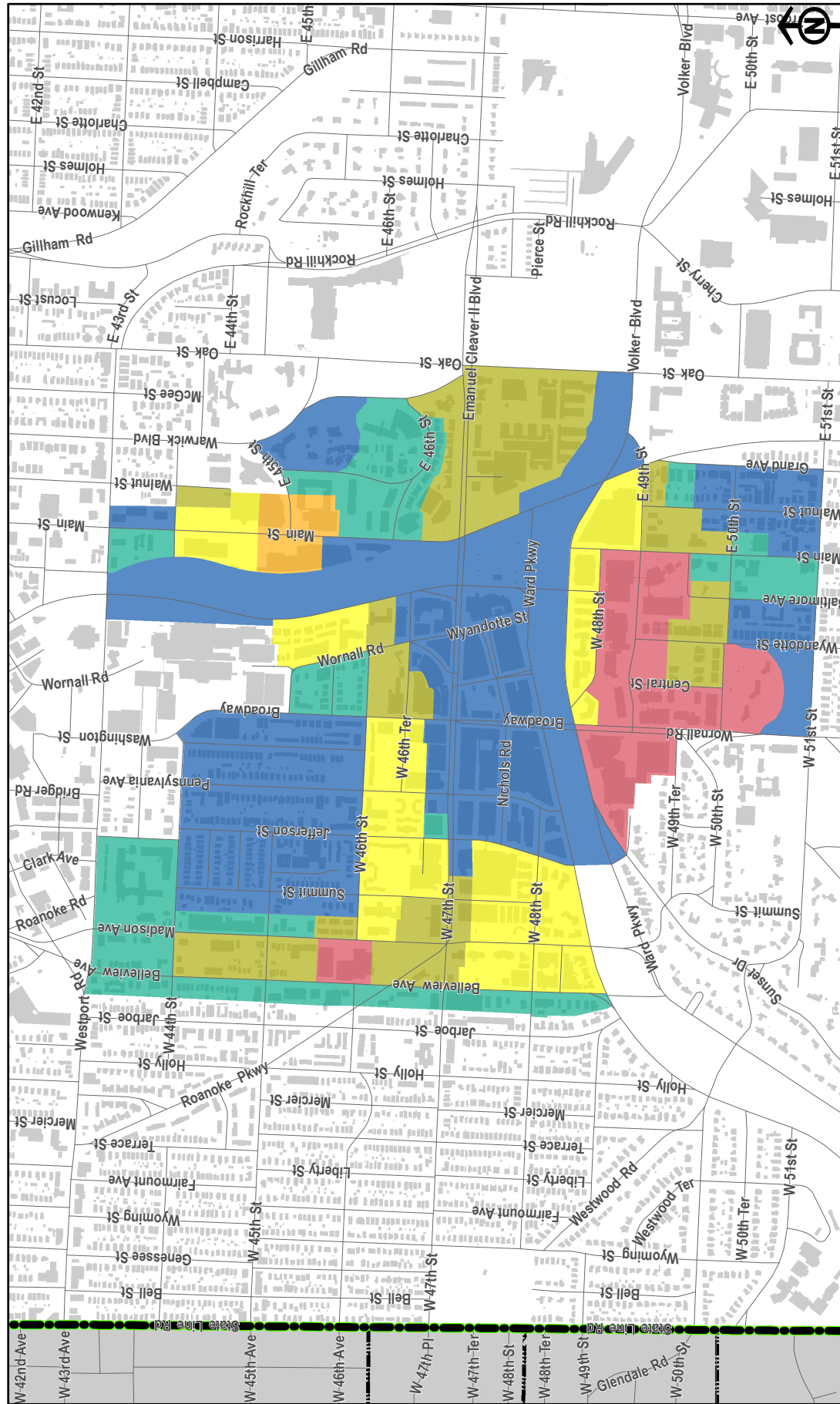
BOWL CONCEPT

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. The bowl concept map on page 45 Depicts the building height that is appropriate for locations in and around the country club plaza. More information on this concept is provided on pages 48-51.

Bowl Concept

Midtown / Plaza Area Plan



- 45' (Maximum of 3 stories)
- 26' - 65' (Minimum of 2 stories, Maximum of 5 stories)
- 45' - 90' (Minimum of 3 stories, Maximum of 7 stories)
- 45' - 130' (Minimum of 3 stories, Maximum of 10 stories)
- 45' - 195' (Minimum of 3 stories, Maximum of 15 stories)
- 45' - 250' (Minimum of 3 stories, Maximum of 19 stories)

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0.3 Miles

FIG. 4.10 - BOWL CONCEPT MAP

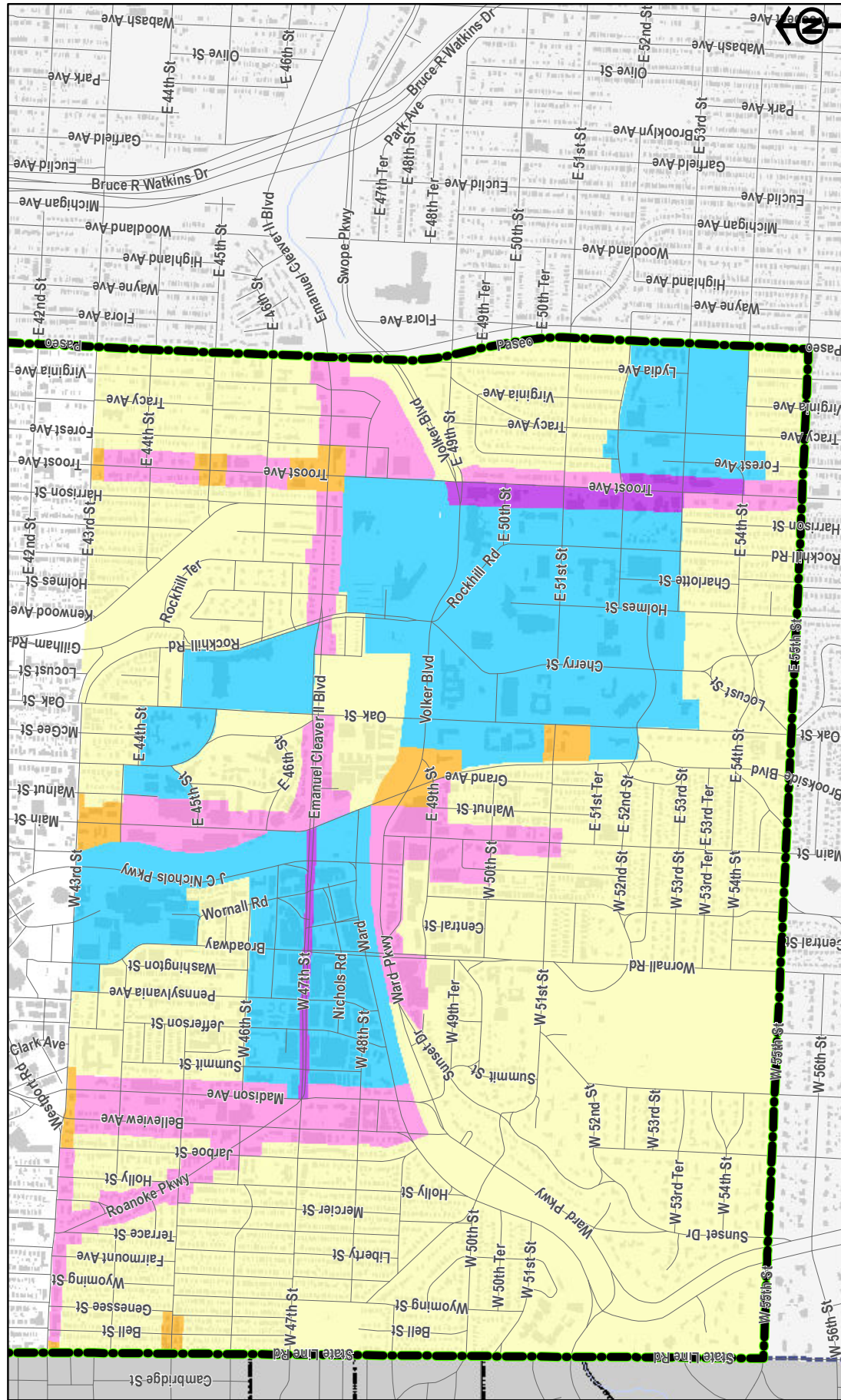


The Development Form map on page 47 is intended to guide the design components that define distinct places - access and circulation, site arrangement, public/semi-public spaces, architectural character, parking, and compatibility and transitions.

There are typically four types of areas that comprise the framework for the Development Form guidelines: neighborhoods, corridors, nodes, and districts. Within the Plaza Sub Area there are two “Corridor Thru District” designations. These are important corridors that pass through districts. Attention should be paid to both sets of guidelines (corridors and districts) to ensure the most appropriate treatment of these important areas. The definition of the four types of areas and the guidelines associated with each are located on pages 106-109.

Development Form

Midtown / Plaza Area Plan



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

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0.5 Miles

FIG. 4.11 - PLAZA SUB AREA DEVELOPMENT FORM MAP



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.

It is imperative that future building development reinforce the Bowl Concept which has helped to form this unique district within Kansas City. The *Plaza Urban Design and Development Plan* recommended that this be implemented by the regulation of building heights in the Plaza Area, by formalizing a mapped Bowl Concept with height recommendations. Since the adoption of the *Plaza Urban Design and Development Plan*, the Bowl Concept has served as the City's building height policy for all new development projects within this area.

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 centerlines 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 (as illustrated in Figure 4.12 Bowl Conept Measurement Method) 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.

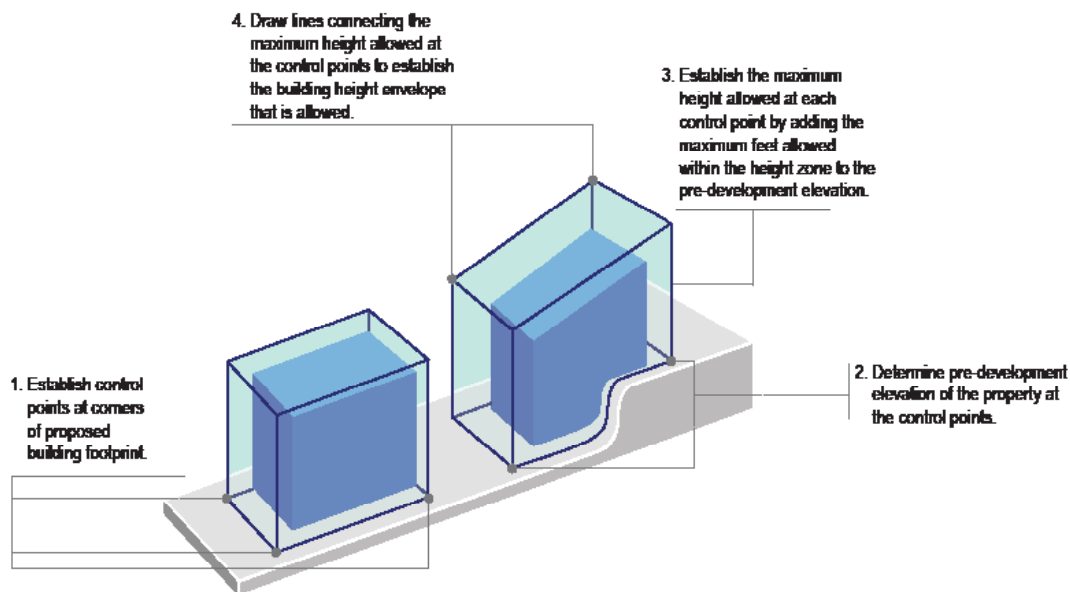


FIG. 4.12 - BUILDING HEIGHT MEASUREMENT METHOD

IMPLEMENTATION OF THE BOWL CONCEPT

Any property that requires a rezoning, a special use permit, requires a development plan, or receives tax incentives shall be subject to the Plan's Bowl Concept recommendations, until/unless the Bowl Concept is adopted.

To implement the bowl concept as a requirement, a zoning overlay or other ordinance to enact the height restrictions is recommended. It is recommended that the overlay or other ordinance 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 the Bowl Concept requirements and no additional processes would be required by an applicant within the Bowl area (no separate board or committee meeting to attend or additional review time). It is recommended that the entire geographic area of the bowl concept is regulated by an overlay or other ordinance enacting the height restrictions; however, this may need to be accomplished in phases.

SUPPLEMENTAL DEVELOPMENT RECOMMENDATIONS

Supplemental development recommendations are provided for specific portions of the plaza sub area where development is likely to occur in the future. These areas (listed below) were selected because they contain sites with "potential redevelopment" and/or "potential redevelopment within existing zoning" planning recommendations. The country club plaza area (Planning Area A) was also selected, due to its importance and prominence within the city.

- Planning Area A: The Country Club Plaza (P. 52)
- Planning Area B: Belleview / Madison Corridor (P. 64)
- Planning Area C: Between the Plaza & the Plaza-Westport Neighborhood (P. 68)
- Planning Area D: St. Luke's Hospital Campus/Plaza Westport Neighborhood (P. 70)
- Planning Area E: Main Street Corridor (North) (P. 72)
- Planning Area F: Emanuel Cleaver II Boulevard from Main to Oak (P. 74)
- Planning Area G: South Plaza Area (P. 77)
- Planning Area H: UMKC - Brookside Boulevard (P. 80)
- Planning Area I: Troost Avenue (North) (P. 83)
- Planning Area J: Troost Ave & Emanuel Cleaver II Boulevard (P. 86)
- Planning Area K: Troost Avenue - 51st Street to 55th Street (P. 88)

The purpose of the recommendations is to provide specific guidance within the particular context of the area / surroundings. While the Recommended Land Use Map, Development Form Guidelines, and Bowl Concept provide general development recommendations, these guidelines are more specific.

Each of the 11 areas is generally organized as follow:

DESCRIPTION OF THE AREA

- Contextual description of the area
- Relation to the original Plaza Urban Design & Development Plan
- Major Investments in the area
- Intent/Function of the area

PLANNING RECOMMENDATIONS

- Supplemental information or rationale as to the “Planning Recommendation”
- “Approved Unbuilt” information (development plans that have been approved by the City, but have not yet started construction)
- Properties that are potentially eligible for historic designation (as determined by City Planning & Development Department staff)

SPECIFIC RECOMMENDATIONS

- Urban Form / Design guidance that is more specific than the Development Form Guidelines
- Access recommendations
- Mixed-Use land use intent / clarification

PLANNING AREA A - THE COUNTRY CLUB PLAZA

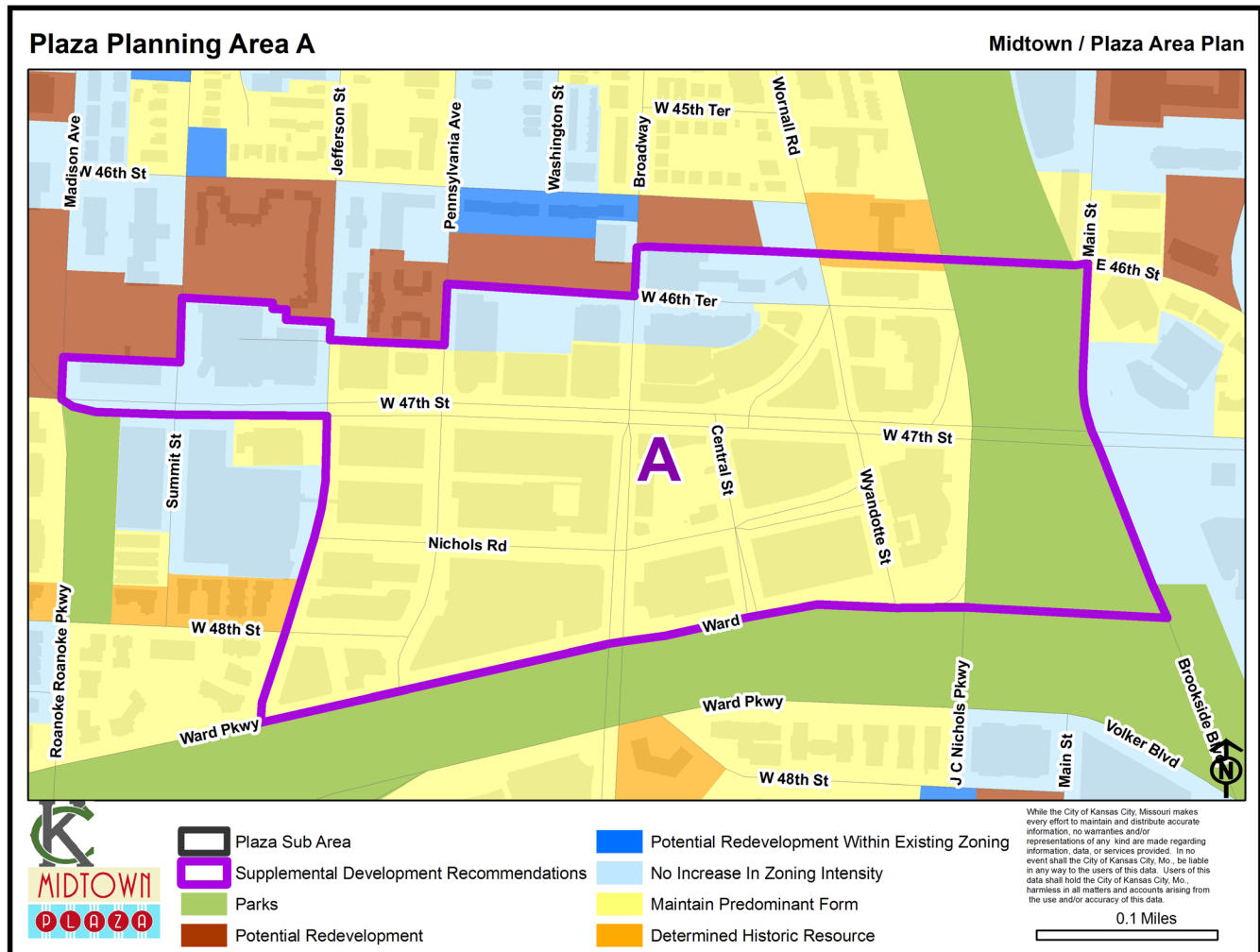


FIG. 4.13 - PLAZA PLANNING AREA A MAP

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)

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.

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.”

Many of the properties that comprise the built form 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, one-to-three story buildings predominate in The Country Club Plaza and utilize the thematic architectural style and similar materials. Many buildings 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. 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 includes 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. The 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 landscaped 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.
- **Built Environment 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 buildings that face each other to create a sense of enclosure that physically 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. The following recommendations are encouraged. If a rezoning, special use permit, tax incentives or development plan is necessary, the following recommendations should be required.

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 the existing built environment 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.
- **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 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 street and the proportion of display and upper story windows to the building and others on the street. 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 along the street.
- **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, 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.

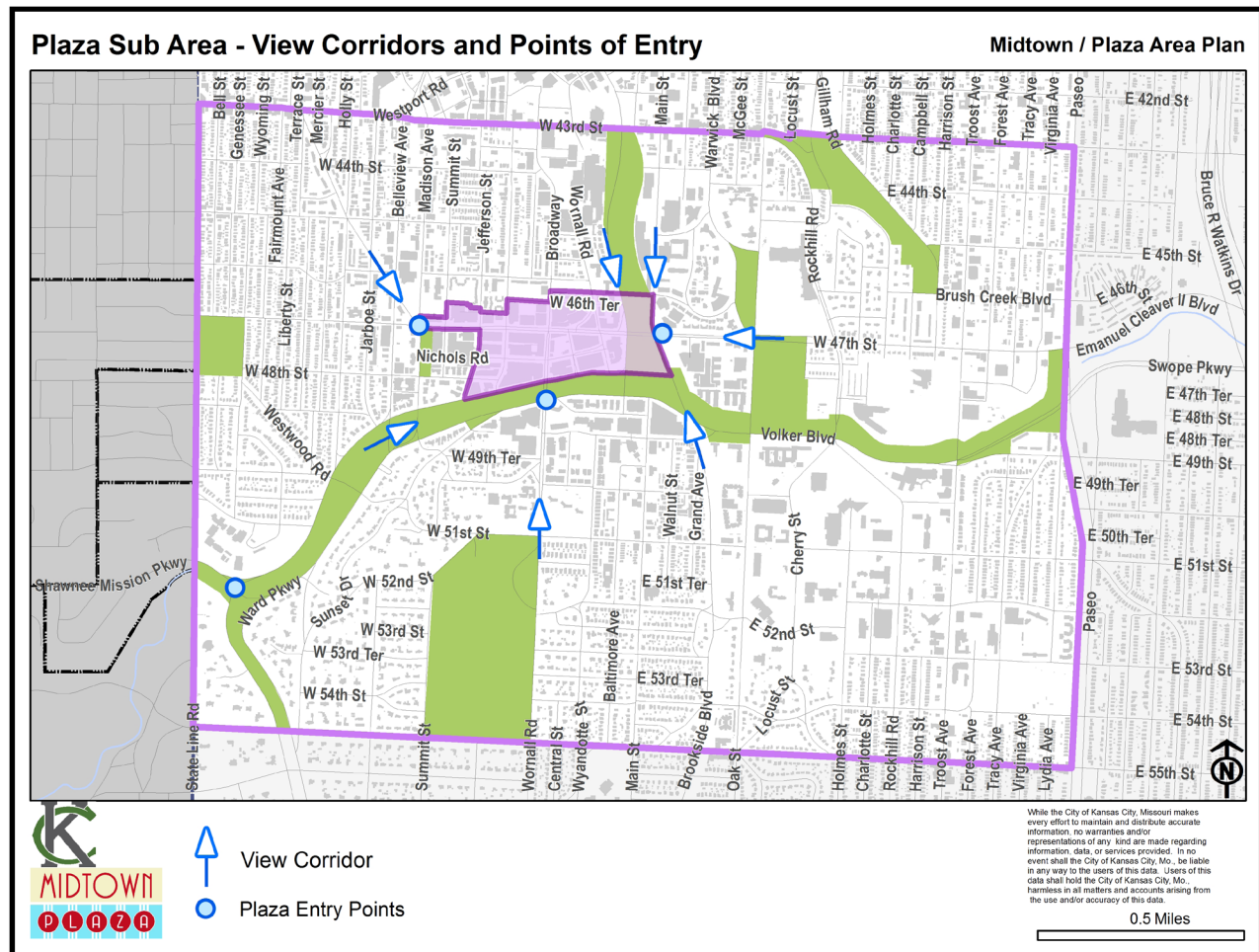


FIG. 4.14 - PLAZA SUB AREA VIEW CORRIDORS MAP

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.
- 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 from the Country Club Plaza 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 a maximum height of 130’ to the west of Broadway and a maximum of 90’ to the east of Broadway. These areas of transitions abut one another along parcel lines, the following transition strategies should be employed:
 - Use of complementary materials and architectural character, setbacks, scale and orientation of buildings.
 - Provide “finished edges” on all sides of a building using materials and level of architectural detail that is consistent with the primary elevation(s).
 - Gradually step down the building height.
 - Integration of small green spaces, courtyards, squares, and plazas within building setback lines, wherever appropriate given the character of the area.
 - 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 or other ordinance to enact the height restrictions is recommended. It is recommended that the overlay or other ordinance 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 the Bowl Concept requirements and no additional processes would be required by an applicant within the Bowl area (no separate board or committee meeting to attend or additional review time). It is recommended that the entire geographic area of the bowl concept is regulated by an overlay or other ordinance enacting the height restrictions. 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 or other ordinance is recommended to further restrict the allowed uses in the B4-5 zoning in Area A. The following chart shows these recommendations:
 - Implementation of this planning recommendation was achieved for a portion of Planning Area A through the adoption of Case #254-S315. Although the majority of the plan recommendations on the following chart are included, because there are slight modifications to it, the ordinance should be referenced when determining uses that are allowed by zoning within this area.

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		
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

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>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
<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	

Chapter 88 Consolidated Use Table

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

FIG. 4.15 - PLAZA SUB AREA CONSOLIDATED LAND USE TABLE

PLANNING AREA B: BELLEVIEW/MADISON CORRIDOR

DESCRIPTION OF THE AREA

Planning Area B is the majority of the Bellevue / 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.”

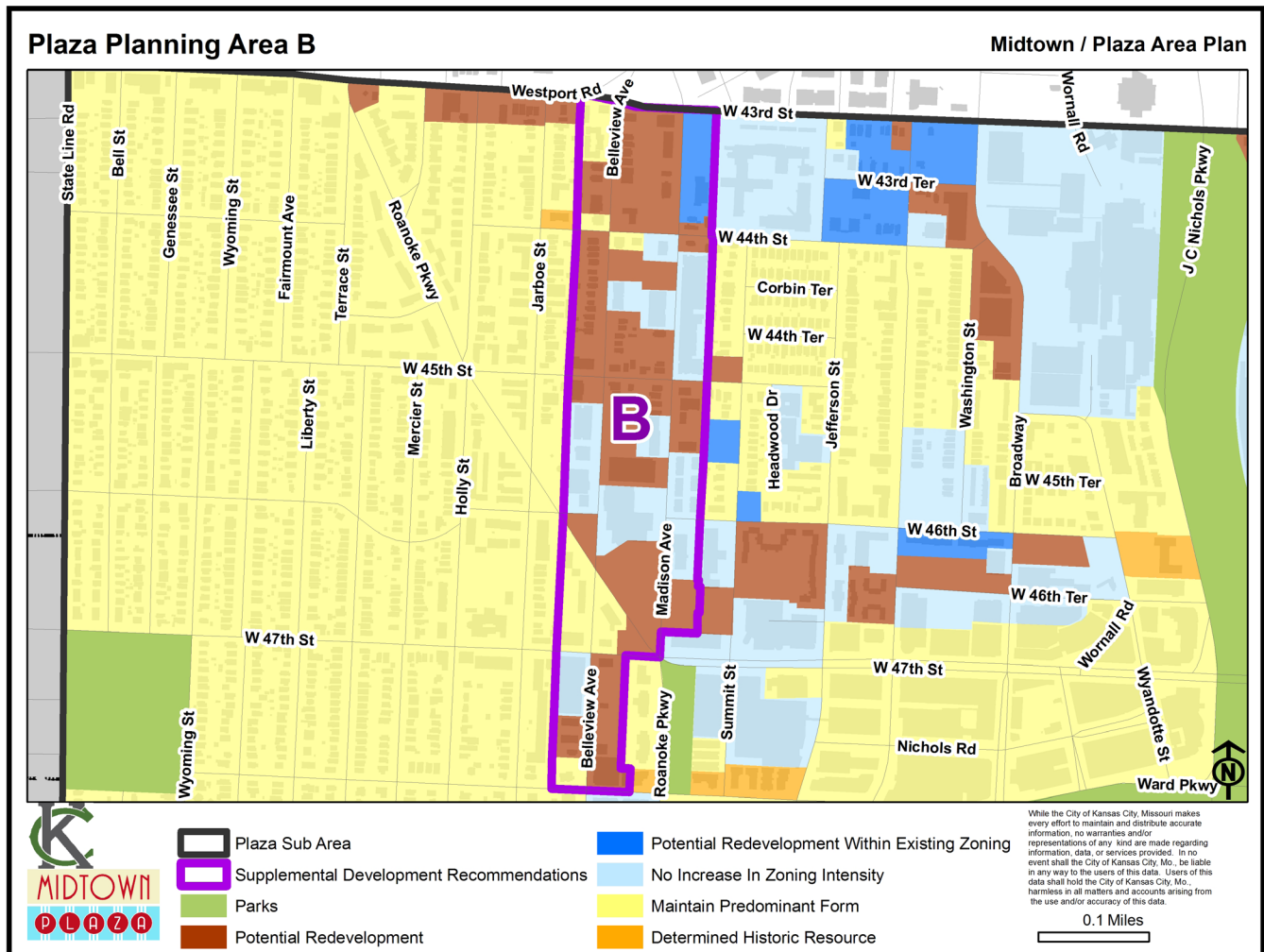


FIG. 4.16 - PLAZA PLANNING AREA B MAP

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 & 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 locations are 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 Belleview and Madison - 4-story, 96-room hotel with 96 parking spaces (Approved 2014)
 - Plaza West / Madison Redevelopment - north on 47th Street between Belleview 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. 135).
 - 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 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 with 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.

ESTABLISHED
1970

A MATS
SCREENS

INCENSE
CANDLES

INDIA PRINTS
PILLOWS



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.

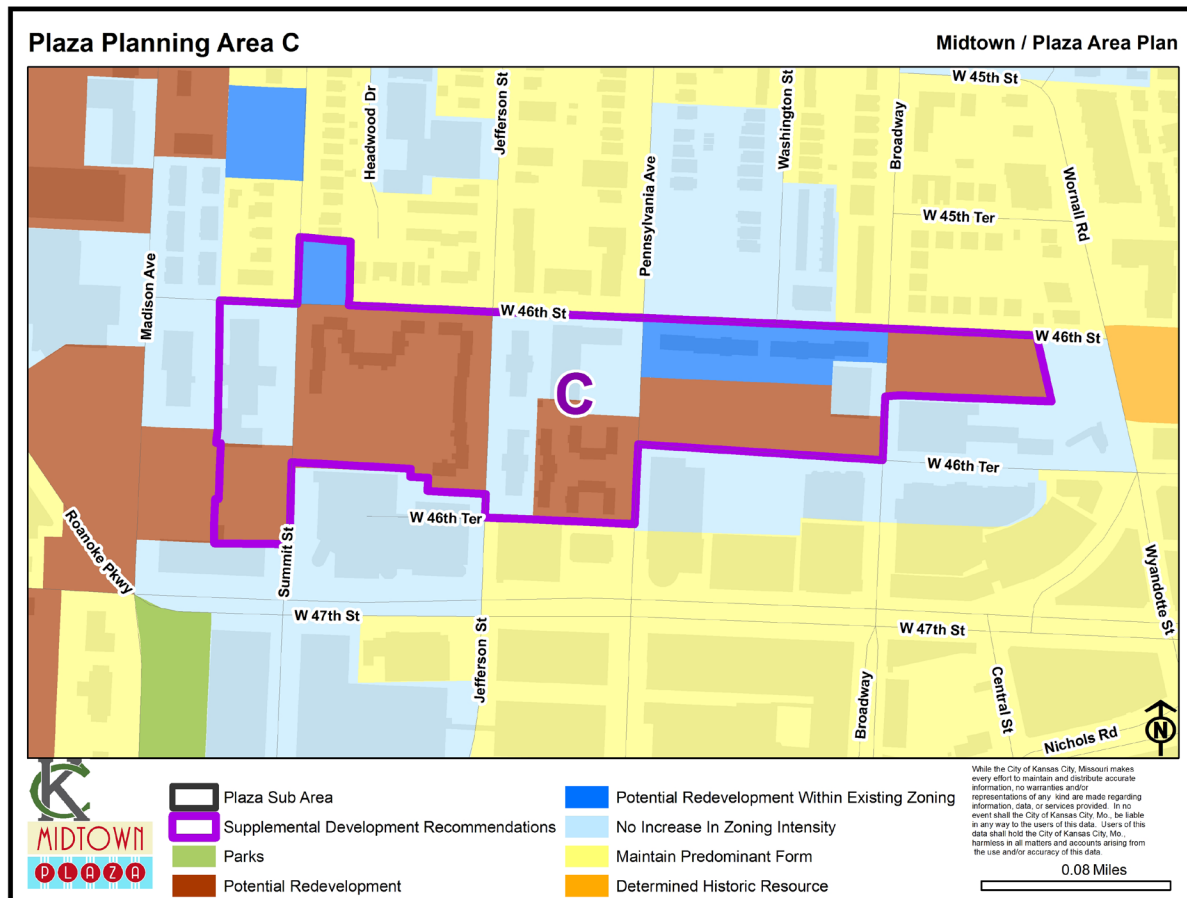


FIG. 4.17 - PLAZA PLANNING AREA C MAP

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 locations are 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 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” 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 with 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 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 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.
- **Height Zone Transitions:** 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.
 - Gradually step down building height.
 - Integration of small green spaces, courtyards, squares, and plazas should be used whenever appropriate, given the character of the area.
 - 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 and level of architectural detail that is consistent with the primary elevation(s).

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)

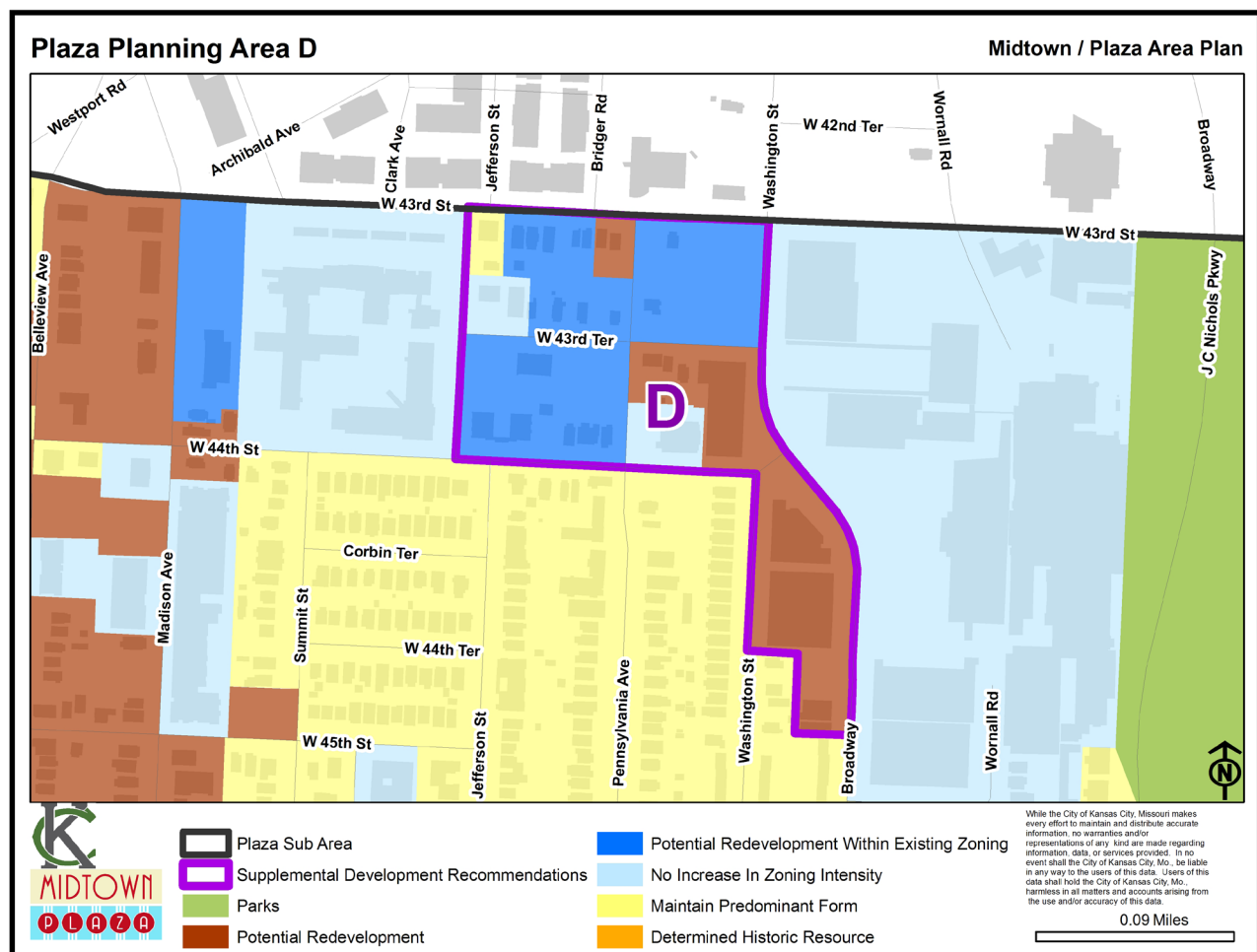


FIG. 4.18 - PLAZA PLANNING AREA D MAP

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 add to the character of the area and are 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/Residential 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 could operate as a shared parking arrangement with residential abutting it to the south.

PLANNING AREA E: MAIN STREET CORRIDOR (NORTH)

DESCRIPTION OF THE AREA

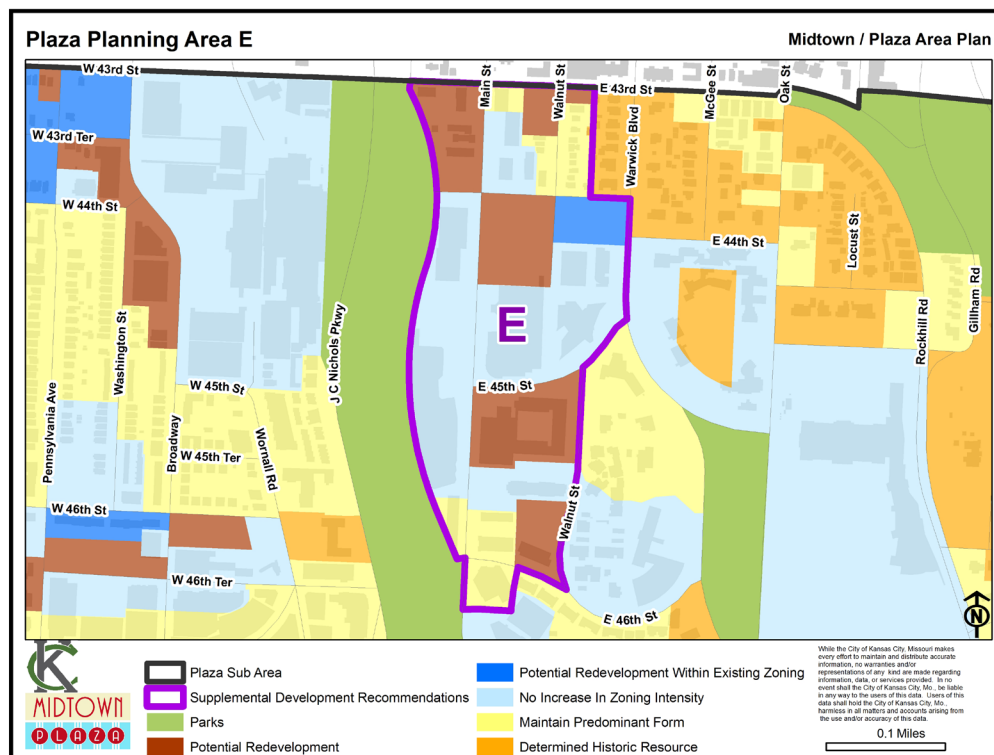
Planning Area E is the Main Street Corridor between 43rd Street and the southern side of 46th Street. A majority of this area was included as an “Area With Specific Guidelines” in the *Plaza Urban Design and Development Plan*. Since the adoption of that Plan, major investments in the area include:

- 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 SF office building (Approved 2004)
 - 45th & Main Mixed Use - southeast corner of 45th & Main - 12-story office building containing about 230,000 SF, 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 predominant 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 Kemper Museum, Kansas City Art Institute, 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 District and the Kemper Museum, Kansas City Art Institute, and Nelson-Atkins Museum of Art requires a more refined approach to redevelopment, which is the purpose of the guidance provided below.

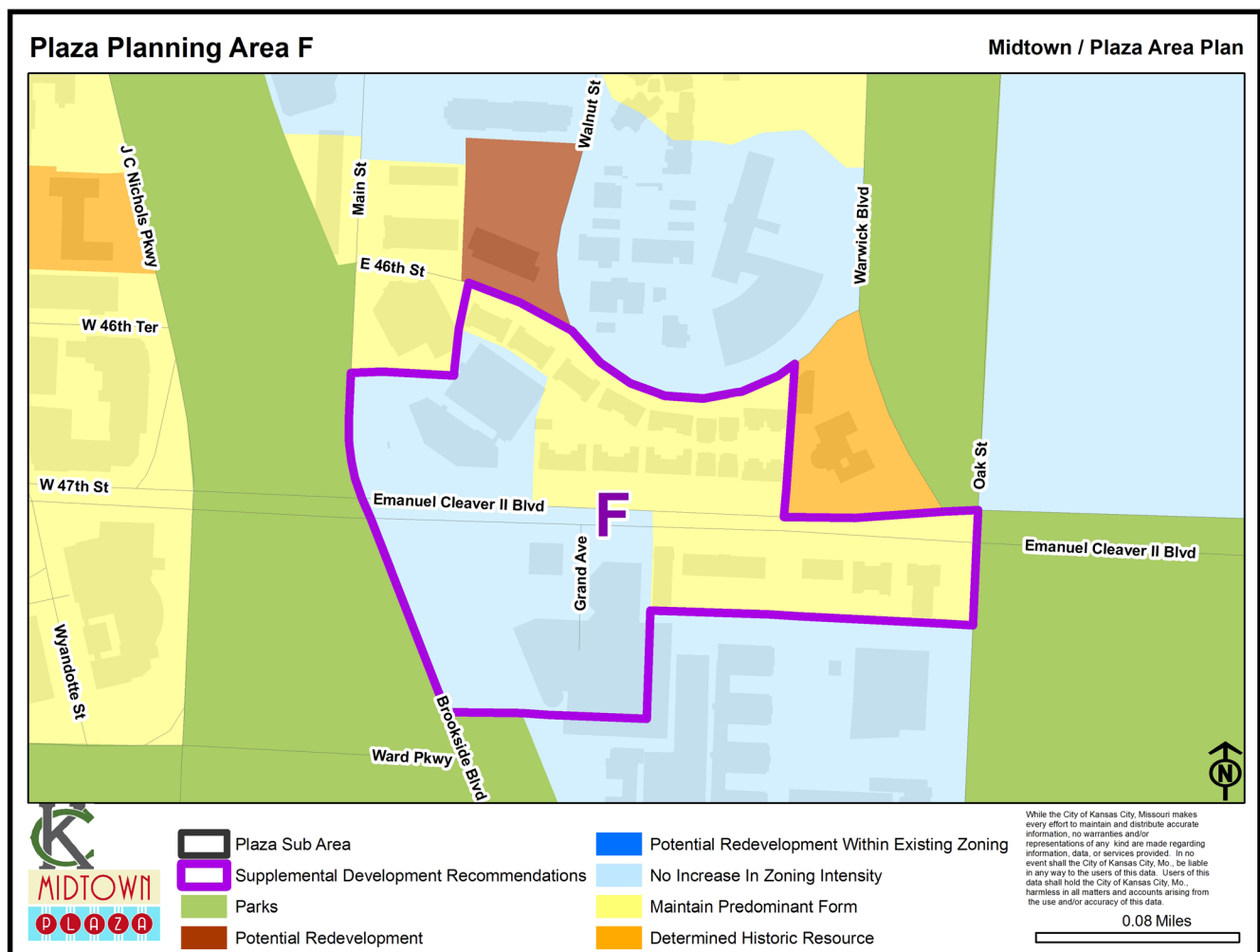


FIG. 4.20 - PLAZA PLANNING AREA F MAP

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 within the South Plaza Neighborhood. 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. There many homes and businesses in the area that are over 100 years old and known throughout the community including:

- 51st Street Shops were built by JC Nichols in 1907
- The “Walnuts” were built in 1929
- The Peanut Bar and Grill opened in 1933
- Andre’s Confiserie Suisses was established in 1955
- Marthabelle Leonard print shop was built in 1956 (one of the first women printers)

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 49th Street from the east side of Walnut to Brookside Boulevard and 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 Pavilion Apartments—5 Million—4949 Wornall Road—New 51-unit apartment complex (2000)
- Sulgrave Apartments / Regency Condo Conversion—121 West 48th Street--\$20 Million—274 apartments to 130 condos (2002)
- Plaza Colonnade Offices and Library - 4801 Main Street - \$72 Million - New 35,000 SF library facility; 10 story, 290,000 SF office tower; 8,000 SF commercial space; 1,200 space parking garage (2005)
- Residences of Kirkwood—4950 Central—\$85 Million—64 High-rise Housing Units, 26 Mid-rise units, 31 Townhouses, and 8 Single Family Homes (2006)

- 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; 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 SF 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 (2014)

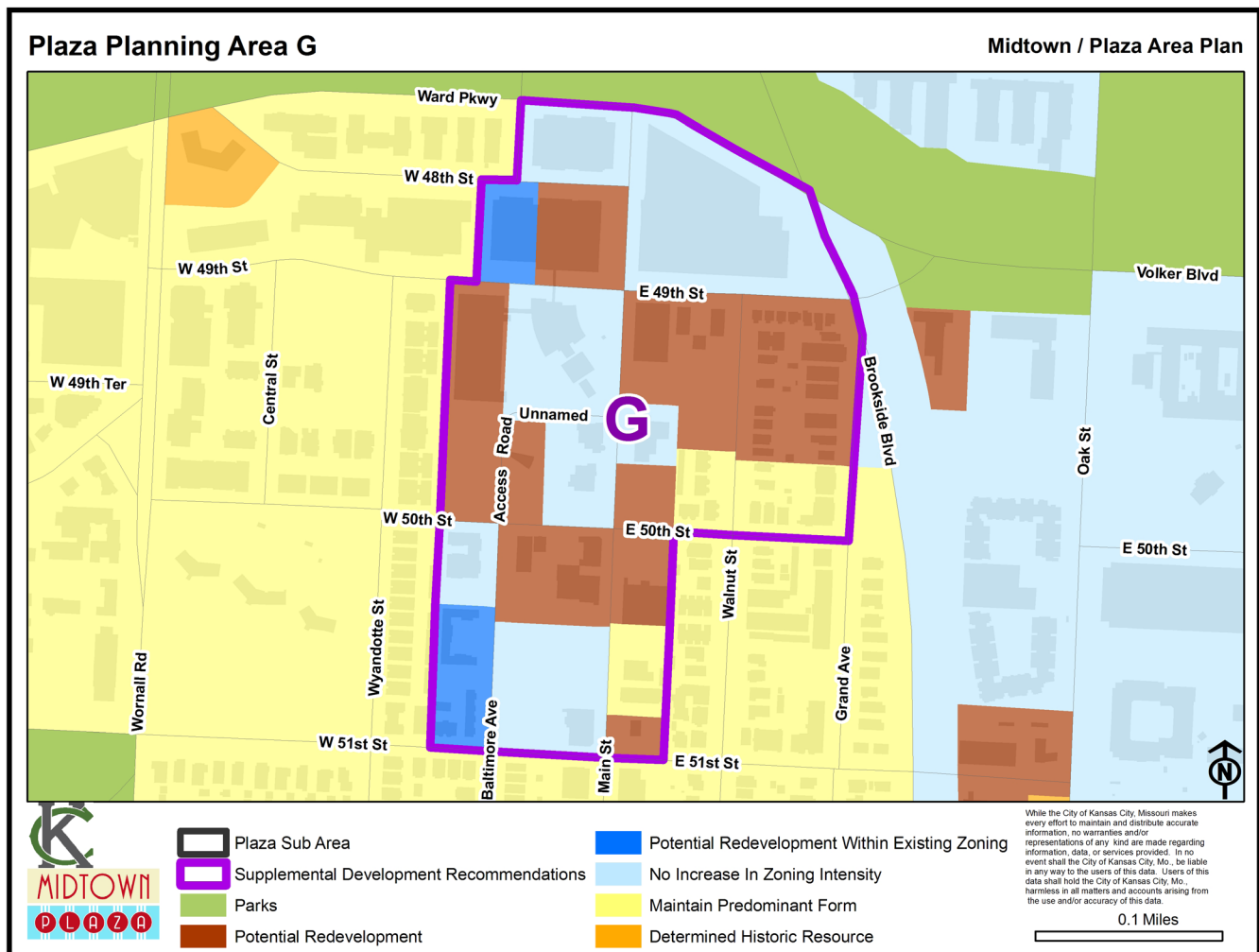


FIG. 4.21 - PLAZA PLANNING AREA G MAP

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 south of 50th Street is an important element of this neighborhood serving mixed use corridor. If the area is redeveloped, future projects should include:
 - Small scale elements and storefronts at the street level to encourage pedestrian activity.
 - Primary entrance onto Main Street.
 - Outdoor spaces, such as outdoor dining areas to activate the street.
 - Configure parking to be located on the side or back of the business.
 - 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.
- In order to maintain the multi-modal transportation environment of the area, new development proposals must include traffic volume and impact studies that insure the quality of living in the neighborhood and those surrounding is not negatively impacted. The neighborhood should consider undertaking a zoning overlay process that includes provisions that make parking requirements that exceed the City’s development regulations.
- Architectural transition should be used between height zones using the following methods:
 - 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 materials, architectural character, and orientation of buildings that is complementary to the area and adjacent neighborhoods.
 - Building elevations facing a less intensive use shall provide “finished” edges using materials and architectural detail consistent with primary elevations and adjacent neighborhood.

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 developments should front onto Main Street (or 49th Street, if east of 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.
- 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.
- 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 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 Mill Creek Park and the Country Club Plaza.
- On Baltimore Street between 50th and 51st , vehicular access to non-residential uses should not be located on Baltimore, but along east-west streets, and primary pedestrian access should be from Main Street.
 - 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.

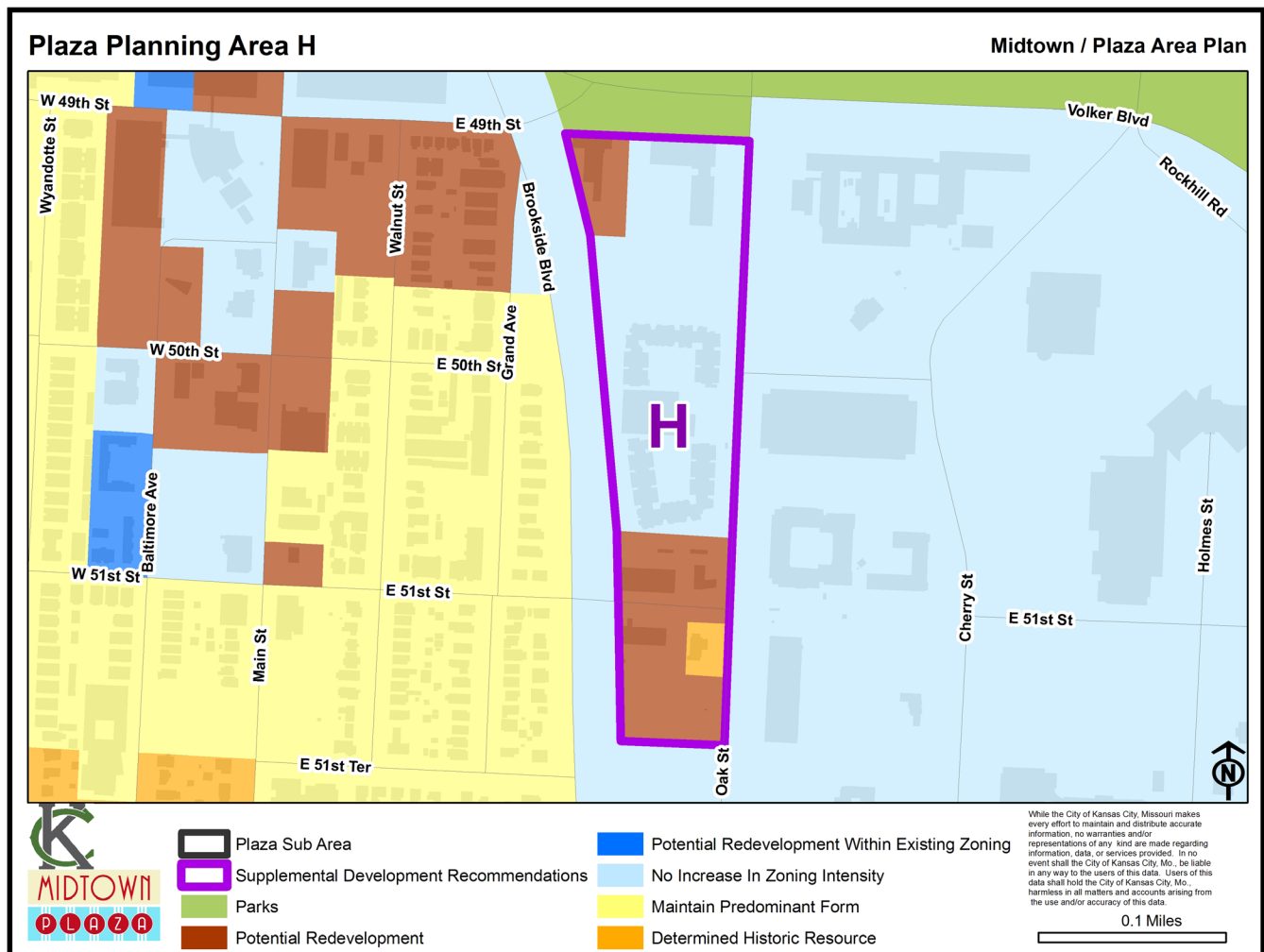


FIG. 4.22 - PLAZA PLANNING AREA H MAP

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 was a public/private partnership made up of representatives of area neighborhood associations and the University, formalized through an executive order signed by the Chancellor of UMKC. The University worked with the "Volker Neighborhood 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 their master 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 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 Kansas City Young Matron's Clubhouse and surface parking lots. The redevelopment of this site should be a mixed-use development that integrates into the multi-modal network within the community. If this area is redeveloped the Kansas City Young Matron's Clubhouse, which is a "Determined Historic Resource," currently located south of 51st Street facing Oak Street, could be preserved as a structure and moved to a new location located south of 52nd Street facing Cherry Street. This is consistent with the UMKC Master Plan recommendation. If the area is not developed or is developed in stages, the Kansas City Young Matron's Clubhouse 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 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.

- Consistent with the 2008 UMKC Campus Master Plan and 2014 update, the recommended land use designation along 51st Street in the west campus area is “Mixed-Use Community.” This area 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 complements 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 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.

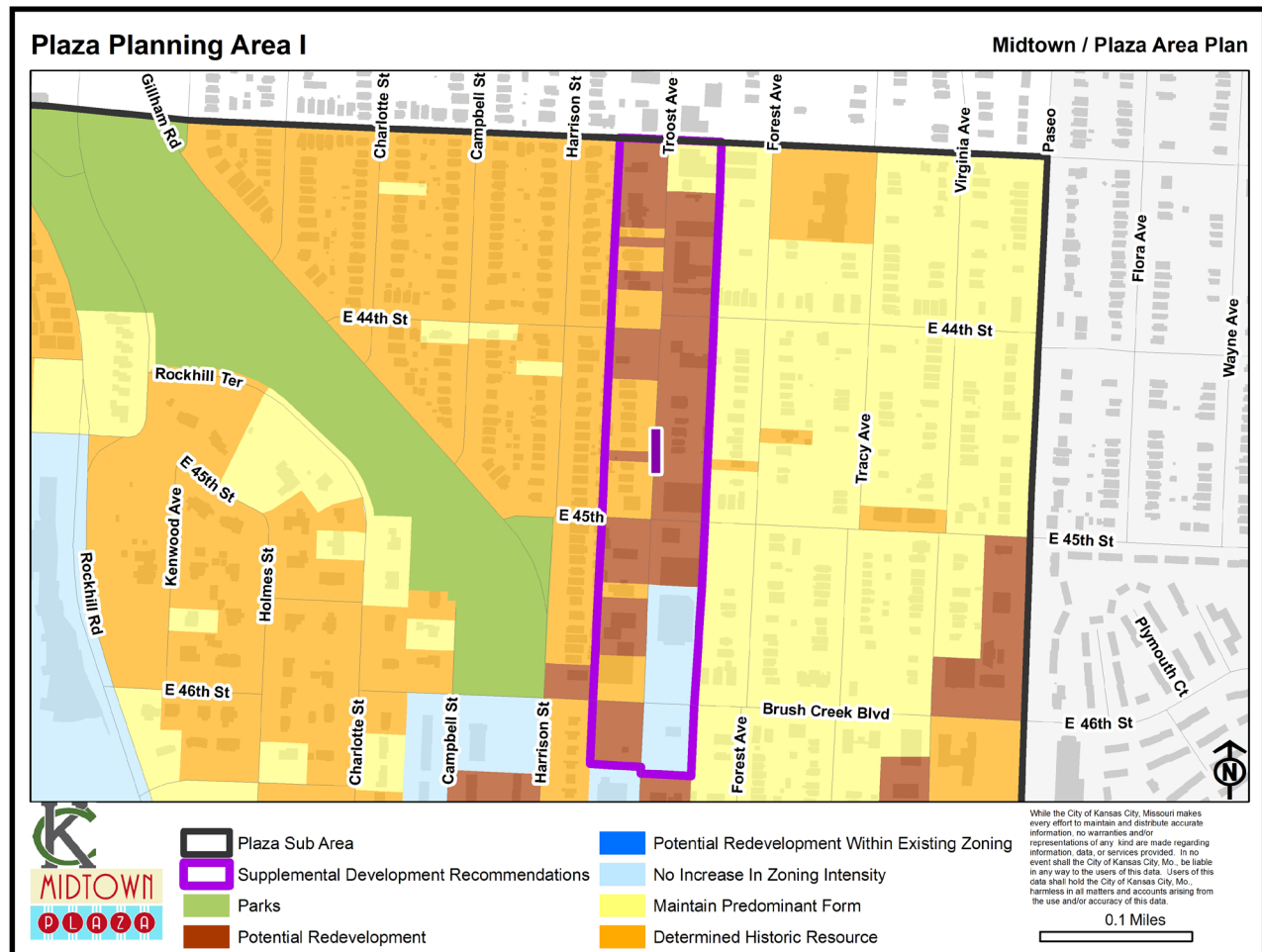


FIG. 4.23 - PLAZA PLANNING AREA I MAP

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.





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)

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.

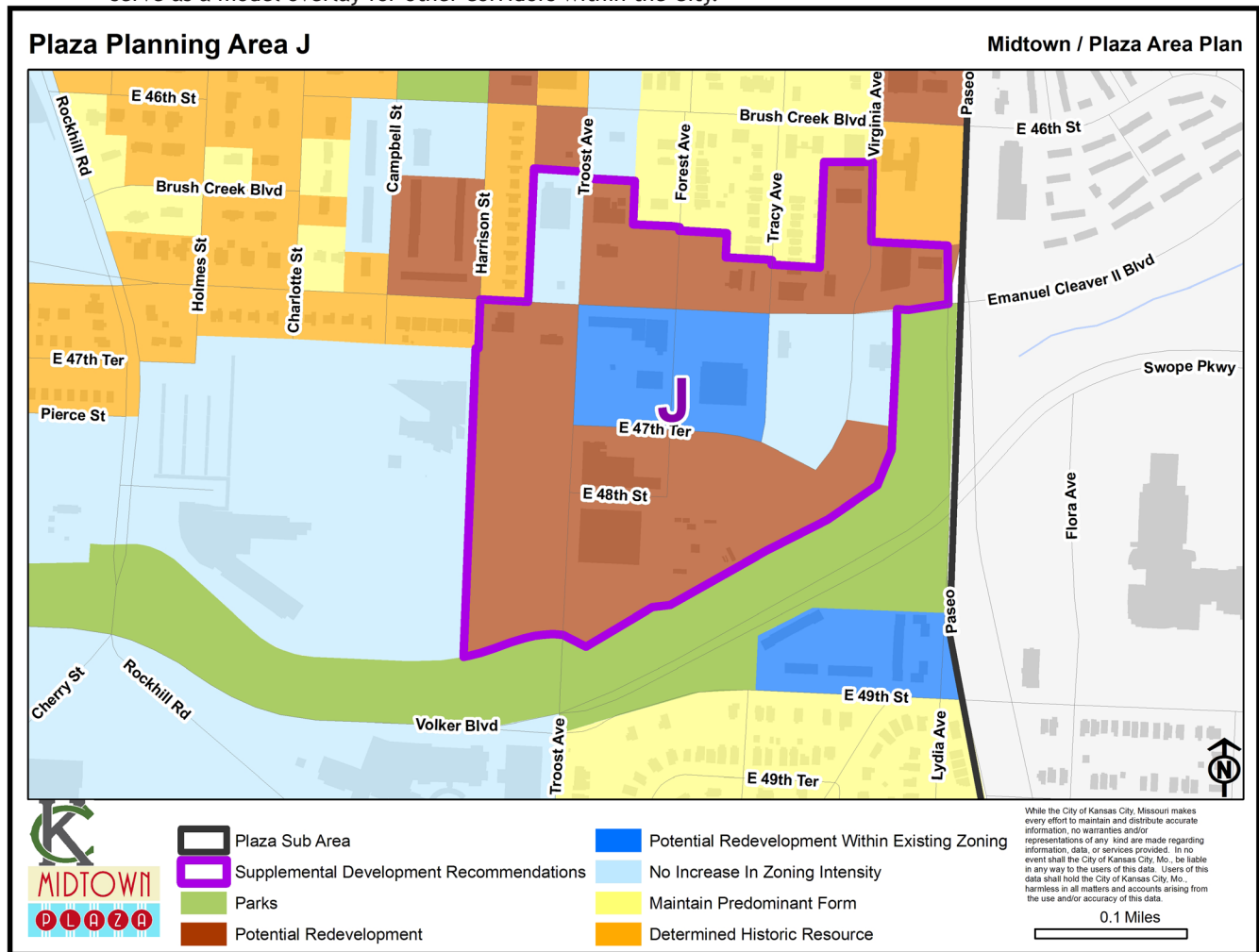


FIG. 4.24 - PLAZA PLANNING AREA J MAP



PLANNING AREA K: TROOST AVENUE 50TH STREET - 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 redevelopment 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 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 - Art gallery, 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.

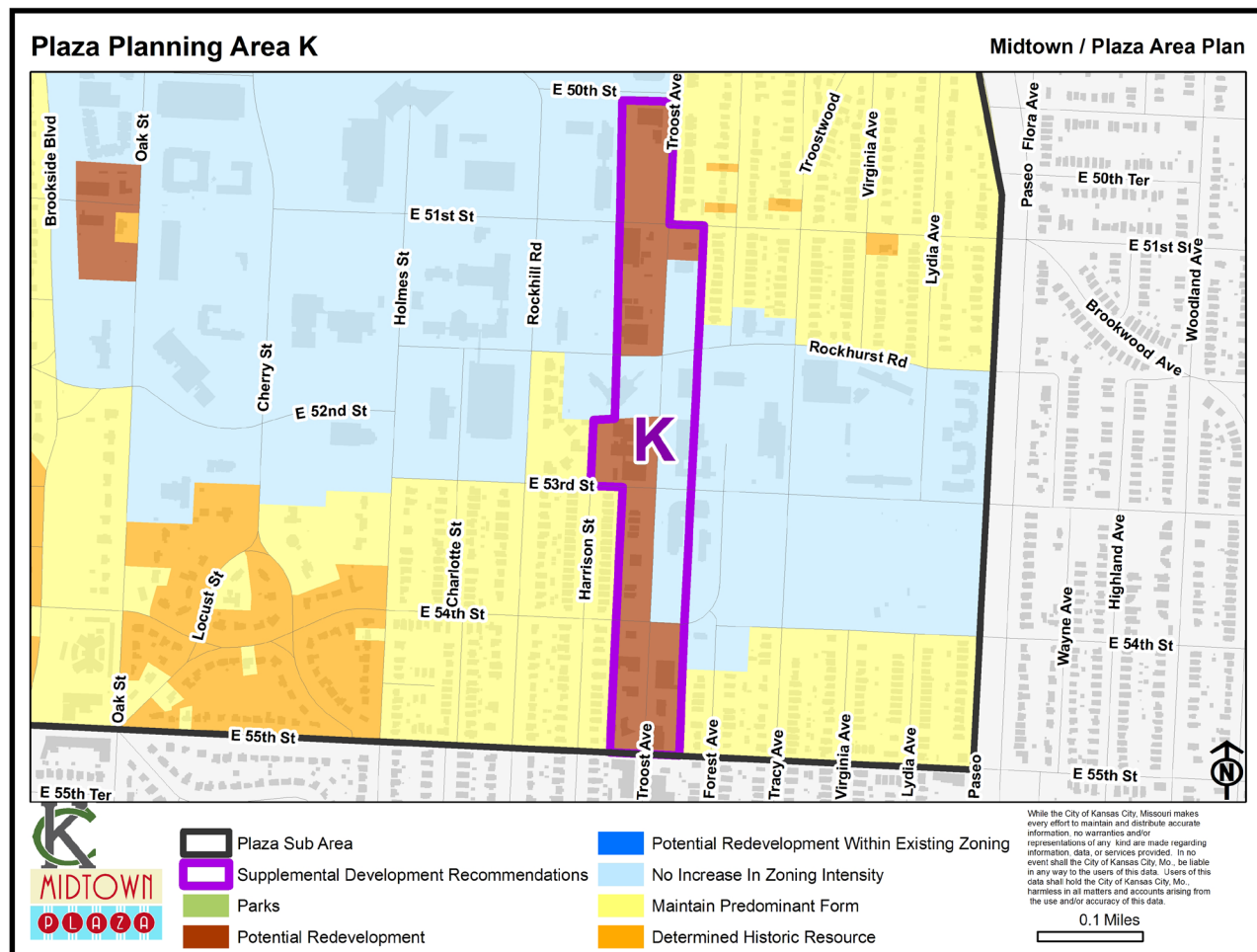


FIG. 4.25 - PLAZA PLANNING AREA K MAP

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 Master Planned Development (MPD) zoning district. 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, district, 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 with access to the public sidewalk to enhance walkability of the area.



IMPLEMENTATION OF RECOMMENDATIONS

This section of the Plan is focused on its implementation and enforcement and is divided into subsections based on the key Land Use & Development recommendations for this subarea:

- Planning Recommendations Implementation
- Recommended Land Use & Zoning Implementation
- Bowl Concept Implementation
- Development Form Implementation

A variety of factors went into creating the specific recommendations of this plan. At times, there may be rational for amending the plan or making recommendations that are not necessarily consistent with the plan. Guidance on how and when to deviate from the plan is also provided within this section.

PLANNING RECOMMENDATIONS IMPLEMENTATION

The purpose of the Planning Recommendations Map is to target where development should happen, target where preservation should happen - and manage the change in between.

POTENTIAL REDEVELOPMENT, POTENTIAL REDEVELOPMENT WITHIN EXISTING ZONING, NO INCREASE IN ZONING INTENSITY

The “developable” property as identified within the Planning Recommendations map (“Potential Redevelopment” and “Potential Redevelopment Within Existing Zoning” areas and to a lesser extent “No Increase in Zoning Intensity” areas) was analyzed to ensure future demand for development can be met within the identified spaces.

Therefore, it is not anticipated that this map should be amended to provide more “developable” area or because a lack of “developable” area.

MAINTAIN PREDOMINATE FORM

The “Maintain Predominate Form” category does not preclude infill or redevelopment; however, it does recommend that any new development fit within the existing urban form of the area (which is further defined on page 37). The “predominate form” varies in style and cohesion for each neighborhood/area. Some areas have a very similar architectural style, as shown in the images to the right. Others areas have variety of architectural style, but similar massing, scale, and level of architectural detail, as shown on the next page. Assessment as to the “predominate form” will be guided by the Development Form guidelines, unless an area proactively establishes a zoning overlay that regulates design.

The “predominate form” guidance and “development form” guidelines are recommendations and not mandated by law. For neighborhoods or areas interested in mandating certain design criteria to ensure new development fits within the existing urban form, they can work with City staff to establish an overlay zoning district (further defined on page 40) that is more appropriate for their specific area and needs.

DETERMINED HISTORIC RESOURCE

The “Determined Historic Resource” category utilized designations as determined by the State Historic Preservation Office or National Park Service because the criteria are established and defensible.

The “Planning Recommendations” section on page 37 states when it appropriate to amend the Planning Recommendations Map regarding the “Determined Historic Resources.”

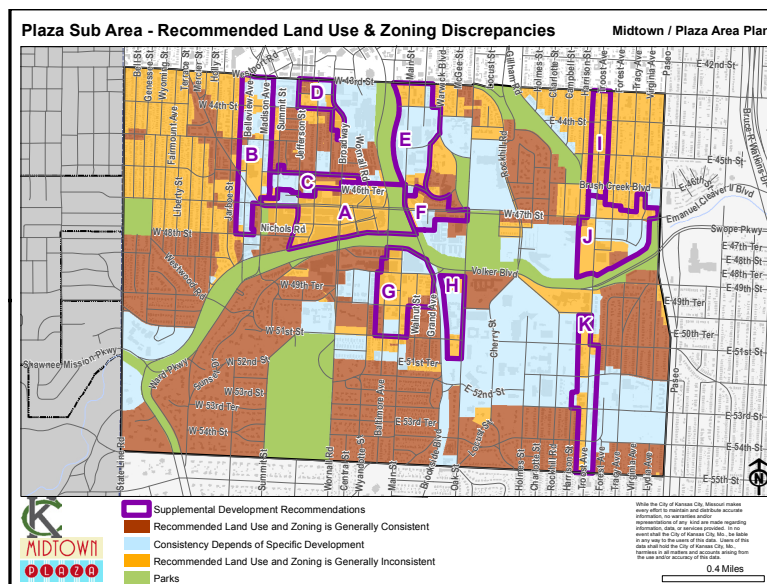
RECOMMENDED LAND USE & ZONING IMPLEMENTATION

The following map shows the inconsistencies between the Recommended Land Use and the existing zoning. It is appropriate to proactively rezone these properties. Rezoning changes what can legally occur on a piece of property; therefore, it is often difficult and endorsement of the property owner is desirable.

Establishing a zoning overlay district is another option that can refine the base zoning district requirements. Overlay zoning districts are further defined on page 40. There are various types of overlay districts and various ways to administer a zoning overlay. Each can be tailored to best meet the needs of the stakeholder group/applicant. Options for zoning overlay districts are provided in section 88-200 of the Zoning and Development Code.

A major concern is where the existing zoning allows a greater intensity than is currently recommended on the site. Two examples are the Manheim Park neighborhood and the Country Club Plaza. The current zoning of the Manheim Park neighborhood allows high density multi-family development. A majority of the neighborhood is single-family. But in some locations, with the appropriate design, multi-family may be appropriate for the neighborhood. Therefore, the Manheim Park neighborhood is currently working to create a zoning overlay in effort to exclude inappropriate development from occurring in the neighborhood. The Country Club Plaza is currently zoned for intense 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. During the process with the Plaza Plan Workgroup, the allowed uses for the Country Club Plaza (the area zoned B4-5) were reviewed and recommendations were made as to how to further restrict the allowed uses. To enforce those recommendations, a zoning overlay or other ordinance is recommended to further restrict the allowed uses in the B4-5 zoning on the Country Club Plaza.

Where the existing zoning is not consistent with the Recommended Land Use Map proactive rezoning or establishment of overlay districts is appropriate.



BOWL CONCEPT IMPLEMENTATION

To implement the bowl concept, a zoning overlay or other ordinance to enact the height restrictions is recommended. It is recommended that the overlay or other ordinance would implement the bowl concept by changing the height requirements of all properties within the “bowl” to match the Bowl Concept Map on page 45. It is recommended that staff would administer the Bowl Concept requirements and no additional processes would be required by an applicant within the Bowl area (no separate board or committee meeting to attend or additional review time).

It is recommended that the entire geographic area of the Bowl Concept is regulated by an overlay or other ordinance enacting the height restrictions. However, this may need to be accomplished in phases.

Adoption of the Bowl Concept requirements would create non-conforming buildings, which would follow the Legal Non-Conforming standards already established in the Zoning and Development Code. The anticipated non-conformities are shown in the map below. Once a zoning overlay or other height restricting ordinance is adopted to enforce the Bowl Concept, an applicant could request a variance from that height standard, through the variance procedures established in the Zoning and Development Code.

Until or if the Bowl Concept is not adopted, it will continue to be used as a guideline. Enforcement will be limited to recommendations when the opportunity for design review is present (if a rezoning is required, incentives are requested, and/or a plan is required).

DEVELOPMENT FORM IMPLEMENTATION

Currently, the Development Form Map and Guidelines provide 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 overlays are the tool within the Development Code that should be utilized. Stakeholders can work with City staff to establish an overlay zoning district (further defined on page 40) that is more appropriate for their specific area and needs.

NORTH WEST SUB-AREA

STATELINE TO SUMMIT STREET
31ST STREET TO WESTPORT ROAD

CONTEXT

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.

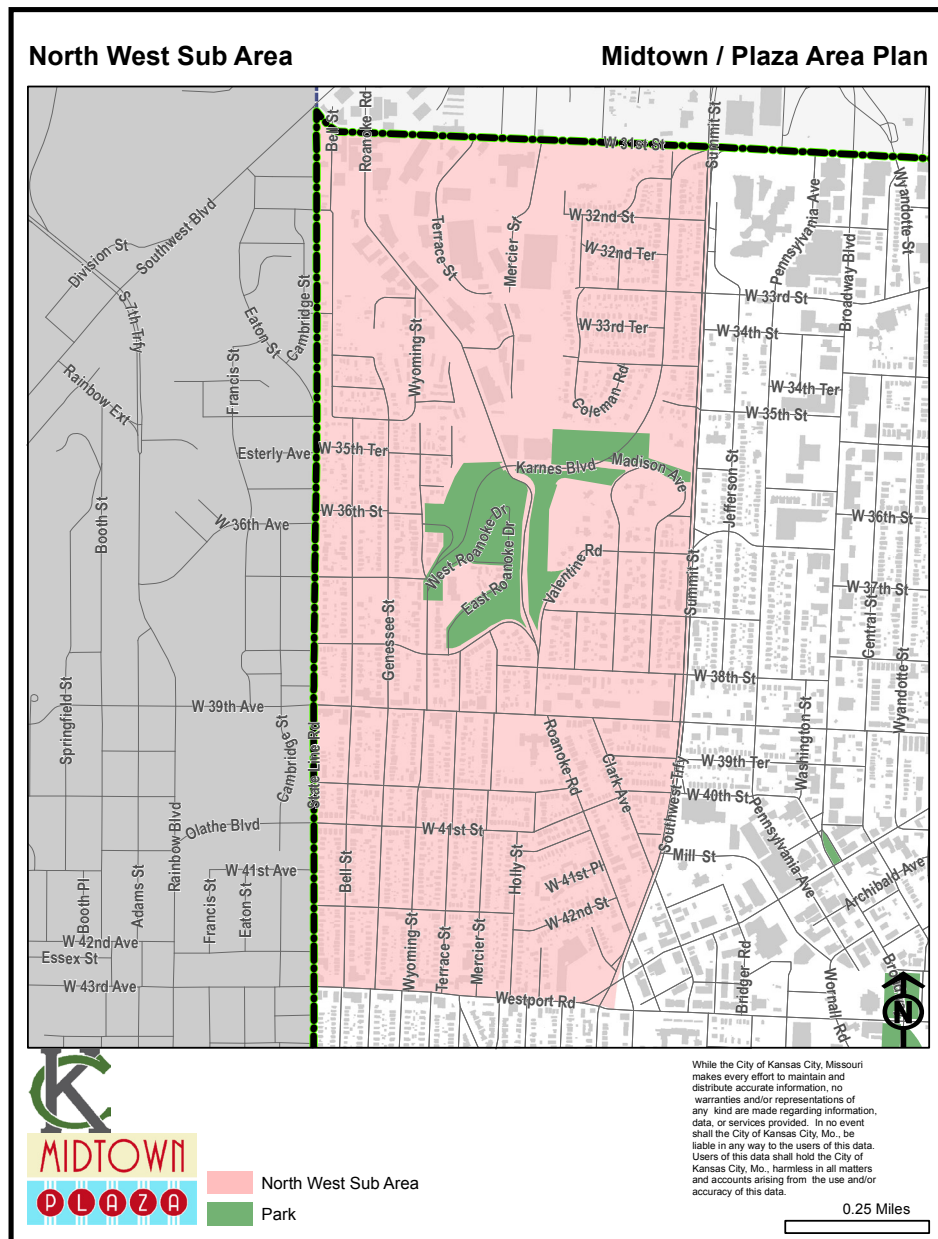


FIG. 4.26 - NORTH WEST SUB AREA MAP

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). See pages 27-29 for definitions of the land use categories.

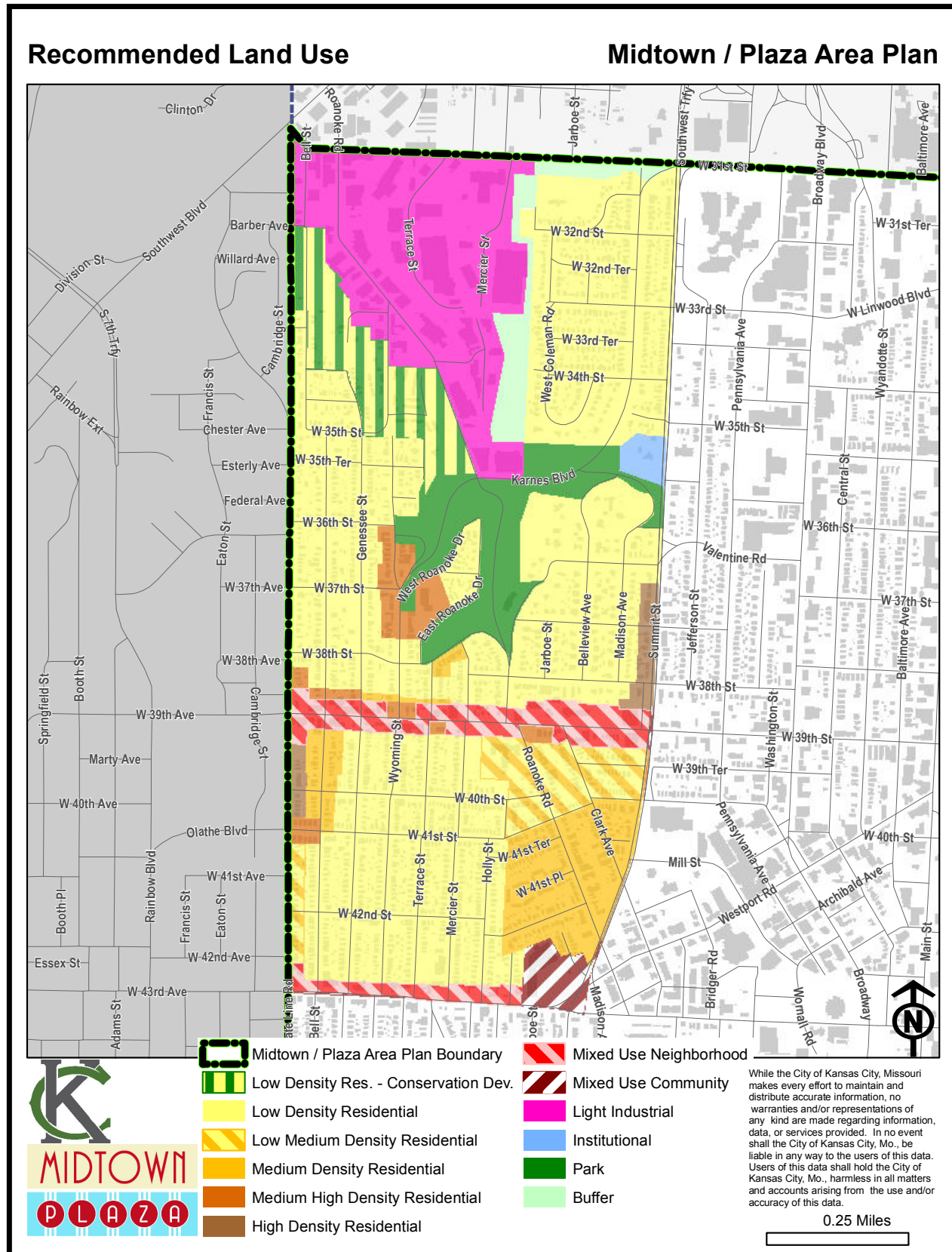


FIG. 4.27 - NORTH WEST SUB AREA RECOMMENDED LAND USE MAP

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 A for the full Development Form Guidelines Text.

Development Form

Midtown / Plaza Area Plan

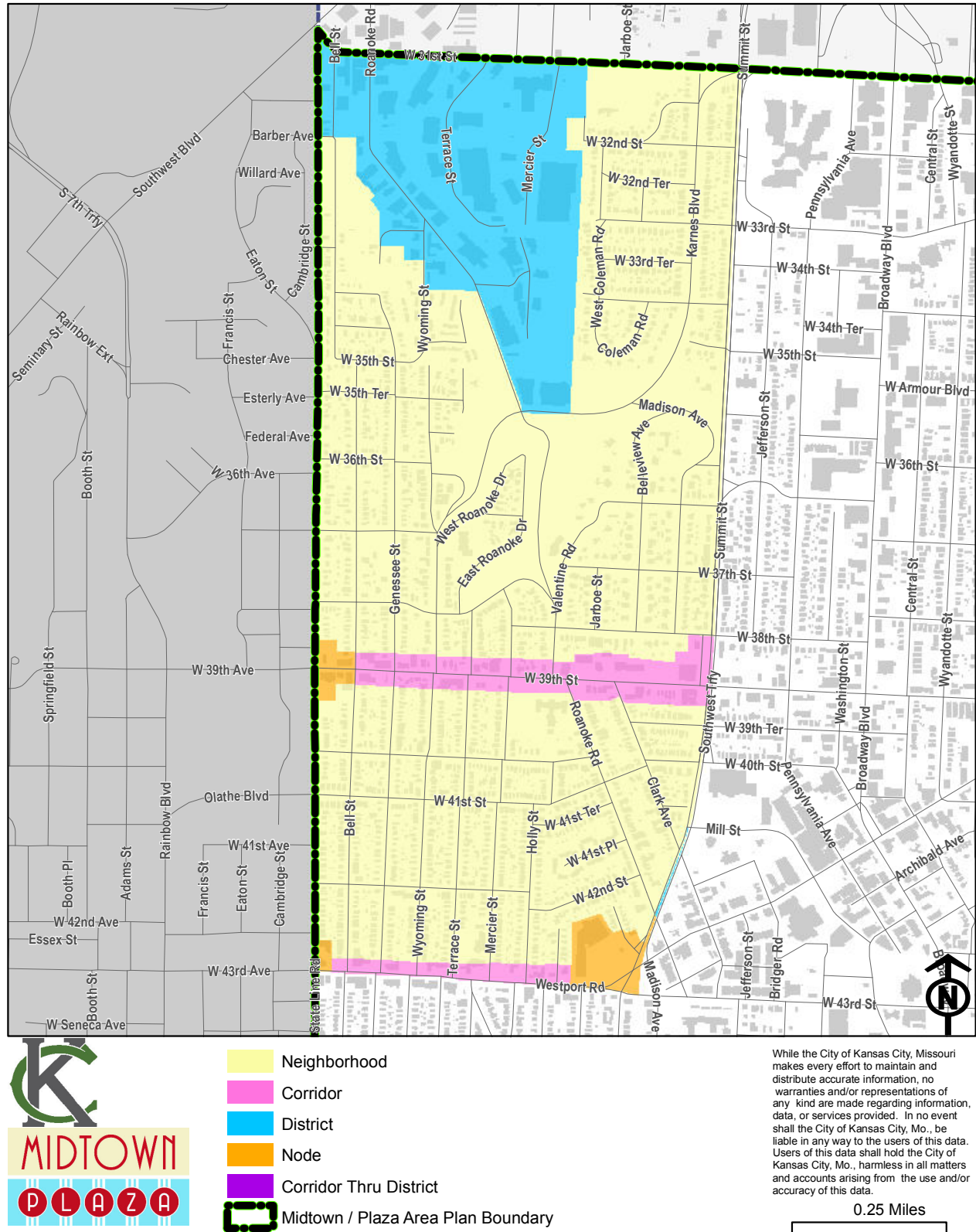
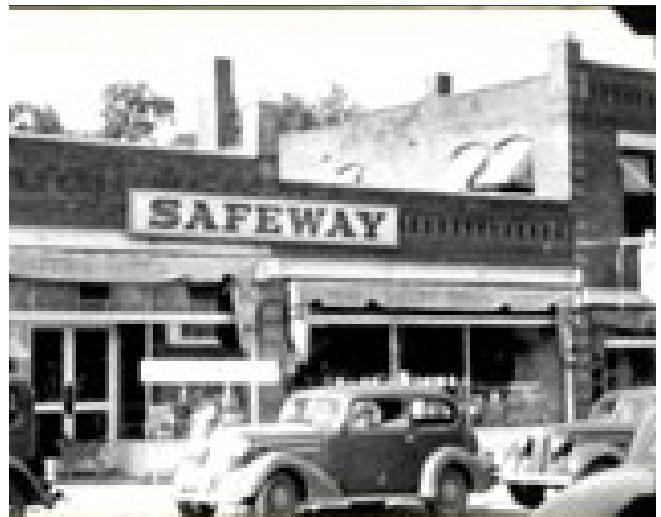


FIG. 4.28 - NORTH WEST SUB AREA DEVELOPMENT FORM MAP

NORTH WEST SUB AREA RECOMMENDATIONS

- Commercial encroachment from 39th Street or 43rd Street into existing residential neighborhoods is discouraged. Any development adjacent to a residential neighborhood should provide transition elements to that neighborhood consistent with the Development Form Guidelines of this Plan.
- 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.
- The “Low Density Residential - Conservation Development” Recommended Land Use was made due to the steep topography and mature vegetation of the area. Any future development should respect the topography and retain as much as the mature vegetation as possible.





CONTEXT

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 June 13, 2019 the City Council Recognized the *Westport District Master Plan* (see Resolution Number 190466). The Midtown Plaza Area Plan was amended (on ??? 20??, by Resolution Number ?????) to incorporate the development guidelines and recommendations of that document, which are included in a new Westport Planning Area section (see map below) within the North Central Sub-Area. In addition to the following area plan recommendations, the *Main Street Streetscape Plan*, adopted in 2008, will remain in place. The recommendations within the Streetscape Plan provide the basis for streetscape improvements from Pershing Road to 47th Street along Main Street.



FIG. 4.29 - NORTH CENTRAL SUB AREA MAP

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). See pages 27-29 for definitions of the land use categories.

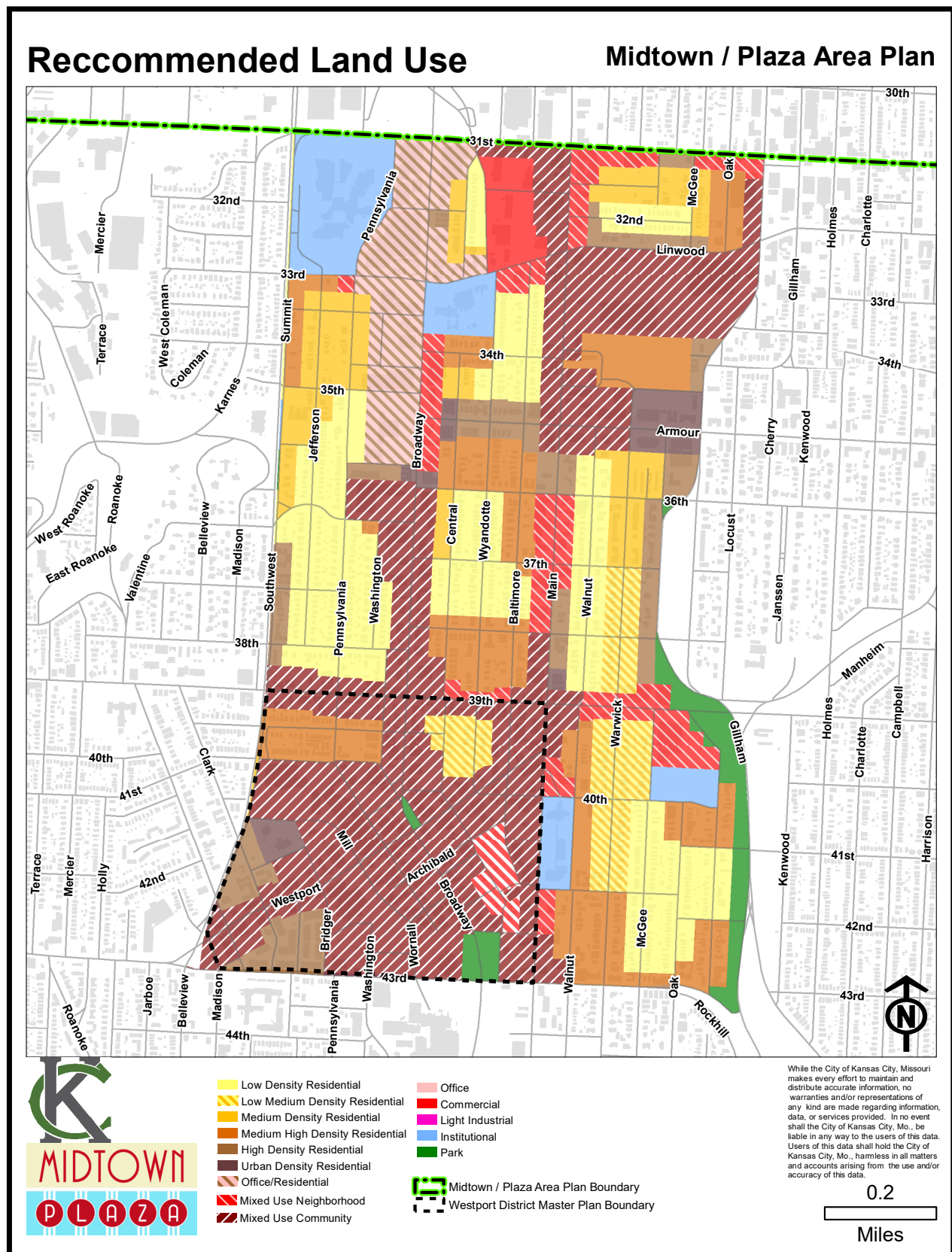


FIG. 4.30 - NORTH CENTRAL RECOMMENDED LAND USE MAP
MIDTOWN / PLAZA AREA PLAN

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



NORTH CENTRAL SUB AREA RECOMMENDATIONS

SPECIFIC RECOMMENDATIONS

- Any future development/redevelopment project bound by 41st Street to Volker Boulevard, Main Street to Gillham Road, should be consistent with the policies of the *Cultural Heritage District Plan* adopted in 2012 to inform planning decisions. The recommendations within the *Cultural Heritage District Plan* are consistent to the area plan recommendations, but provide more detail.
- Future streetscape improvements on Main Street, 39th Street and Broadway Boulevard should be consistent with the design of established streetscape improvements.
- The Valentine Neighborhood has a large amount of property that is owned by major landowners. The Valentine Neighborhood Association and area property owners should engage in a neighborhood master planning process for this area. Upon completion and adoption by the City, the recommendations within the Valentine Neighborhood Plan may be applied to the *Midtown / Plaza Area Plan* to coincide with its recommendations.

PLANNING AREA - WESTPORT DISTRICT MASTER PLAN

INTRODUCTION

The Westport District Plan is intended to support the goals and vision of the Midtown / Plaza Area Plan while addressing more complex issues specific to Westport to direct the next 20 years of community action and ensure Westport continues to evolve into an eclectic and welcoming community of residents, visitors, and local entrepreneurs. The planning area, defined as the District of Westport, is generally within the original Towne of Westport, and bounded by 39th Street on the north, 43rd Street on the south, Southwest Trafficway on the west, and Main Street on the east. Westport comprises approximately 176 acres within the City of Kansas City, Missouri.



FIG. 4.29 - WESTPORT PLANNING AREA MAP

0 0.0375 0.075 0.15 0.225 0.3 Miles

PURPOSE

In 2017, there were a number of proposed redevelopment projects in the Westport area which caused concern for the neighbors and business owners of Westport. As the projects went through the development approval process, the community formed together along with Historic KC and the Westport CID to request a hold be placed on any further approvals/reviews of proposed development to allow for additional planning of the area. The goal of this was to understand the historic resources in Westport and to analyze the area and determine a path forward which would protect the assets and still allow for Westport to evolve. The City Council approved a resolution to limit development for a period of time in the Westport area to allow for an assessment of the historic resources and the development of a community plan for the Westport district.

In 2018, a group of citizens and business owners from the Westport area came together to participate in a visioning plan for the Westport area. The goal of the Westport Plan was to develop a neighborhood level analysis to provide more specific planning goals and guidance for the area. Through the public input process, this plan outlines a number of implementation projects, including an amendment to the Midtown/Plaza Area Plan to include a neighborhood plan for Westport; proactive rezoning of certain areas; and, overlay districts for the neighborhoods and for certain corridors. The Westport Planning committee met 10 times for over a year to deep dive into the concerns and desires of the residential and business community. Through many exercises, the group was able to target a specific direction for the district including design, density, historic resources and parking. Three public meetings were conducted to gain additional input from more community stakeholders.

The Westport Neighborhood Plan was recognized by the City Council in 2019 and the recommendations of the plan have been incorporated into the Midtown/Plaza Area Plan through an amendment (Resolution Number ??????, adopted on ?????).

AREA HISTORY

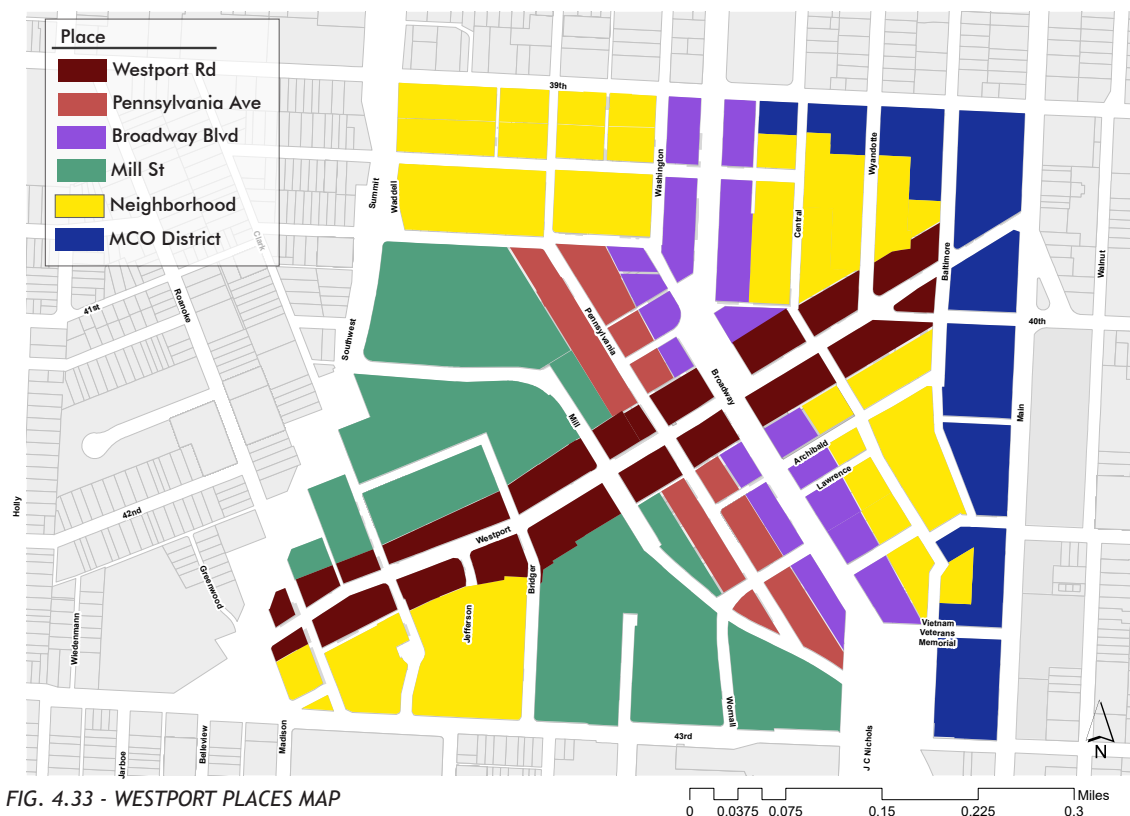
Westport is a historically resilient and entrepreneurial district, fostering successful businesses, diverse ownership and building stock. Since its founding, Westport has served a variety of purposes. In 1833, JC McCoy began development in Westport when he opened McCoy's Trading Post, shifting economic growth from Independence, MO to the new Towne of Westport. Platted in 1835, McCoy was one of 14 "co-founders" to begin growing this new community. McCoy incentivized development by deeding the lots free to those who would build on them. Westport's growth during its time as an unincorporated town was largely supported by travelers heading west due to the area's vicinity and alignment to the Santa Fe, California, and Oregon Trails. Despite initial rapid growth and a flourishing environment of commerce, misfortune struck the area at the start of the Civil War as border tension caused any residents to flee to Fort Leavenworth or St. Joseph for safety. At this point, businesses in Westport accommodated soldiers until the Battle of Westport, which destroyed many buildings in the area. After the Civil War, activity in Westport began to pick up again. The Missouri-Pacific Line and Hannibal and St. Joseph Railroad was built to Kansas City, connecting the city with St. Louis and Chicago. Through the turn of the century, Westport grew to serve both commercial and social interests, including the founding of the Penn School by Mrs. Ellis in 1868 and the construction of the Allen Library in 1898. The Towne of Westport was annexed by the City of Kansas City in 1897.



PHOTO COURTESY: JCHS ARCHIVES

SUB DISTRICTS

Westport has many unique sub-districts that contain distinct places. Specific recommendations are organized by five primary corridors - Westport, Pennsylvania, Broadway, Mill, and Neighborhoods. This framework is largely guided by the individual character of the traditional streets within the Westport District. In addition to these places, the Main Corridor Overlay (MCO) District is an adopted overlay district that promotes quality design and development. Each of Westport's places contain specific approaches for addressing the fundamental components of this plan: Public Space, Form, Use and Character.



VISION AND GOALS

WESTPORT VISION STATEMENT

The Town of Westport continues to be a historically significant place in Kansas City, representing nearly two centuries as a vital commercial destination and neighborhood center, unique for its human scale and development patterns. Westport will remain a place where people and business prosper: self-sustaining, active, urban and walkable, continuing to evolve, becoming more accessible, inclusive, safe and vital, while preserving its unique character.

GOALS

- Protect and encourage smaller scale, fine grain development that reinforces the distinct character of Westport.
- Promote incremental growth to allow the neighborhood to evolve while ensuring that future development is compatible with the surrounding context.
- Strengthen the active, street-front development pattern within Westport to improve the public spaces for people and to enhance the accessibility of the neighborhood.
- Enhance streets throughout Westport to create better connectivity prioritizing a comfortable experience for pedestrians.
- Enhance the public spaces within Westport to further foster community and support business.
- Create a district-wide parking solution that provides safe, welcoming and accessible parking facilities to serve the businesses, guests and residents of Westport.
- Maintain a mix of uses within the district that provides a diversity of services, activities and living environments while improving the financial productivity of the district.
- Celebrate the history of Westport with human-scaled development that reinforces this uniquely pedestrian place in Kansas City.
- Provide high-quality, reliable infrastructure that supports the continued evolution of the Westport and the business and residents within the district.

DISTRICT-WIDE PLANNING RECOMMENDATIONS

PUBLIC SPACE

Recommendations are built around a set of defined street types and their potential improvements followed by a number of targeted action items intended to support the public realm as the primary and most vital social space of Westport.

- **Streets:** Many important streets in Westport have maintained their traditional character, and are irreplaceable. Defining and recognizing street types in Westport are intended to:
 - Preserve the unique character of the streets, designed to pedestrian scale.
 - Promote safety improvements that mitigate automobile traffic impacts.
 - Enhance the pedestrian experience, safety and aesthetic appeal of the streetscape.
 - Improve access to surrounding businesses and homes.
 - Maximize on-street parking in the neighborhood for both commercial and residential access.
- **Trails:** This plan identifies existing and potential connections to:
 - Maintain Pennsylvania Street as a bicycle connection through the district.
 - Connect Mill Creek Park with Roanoke Park, through Mill Street and Dr. Jeremiah Cameron Park.

- **Open Space:** Although the streets are Westport’s primary social spaces, there are a number of public open spaces throughout the neighborhood, many of which are underutilized. Recommendations for public open space are intended to:
 - Identify potential locations for green infrastructure improvements as social spaces.
 - Identify opportunities for small public spaces to support development.
 - Recognize existing public open spaces for further study and targeted improvements.
- **Crossings and Gateways:** The streets along each edge of the Westport District are generally automobile-oriented, favoring mobility of cars over pedestrians or bicyclists. These auto-oriented environments hinder connections in and out of the district and are increasingly unsafe. The targeted locations are intended to identify:
 - Intersections in need of improved crosswalks for pedestrians.
 - Primary locations for potential gateway signage to welcome visitors to Westport.

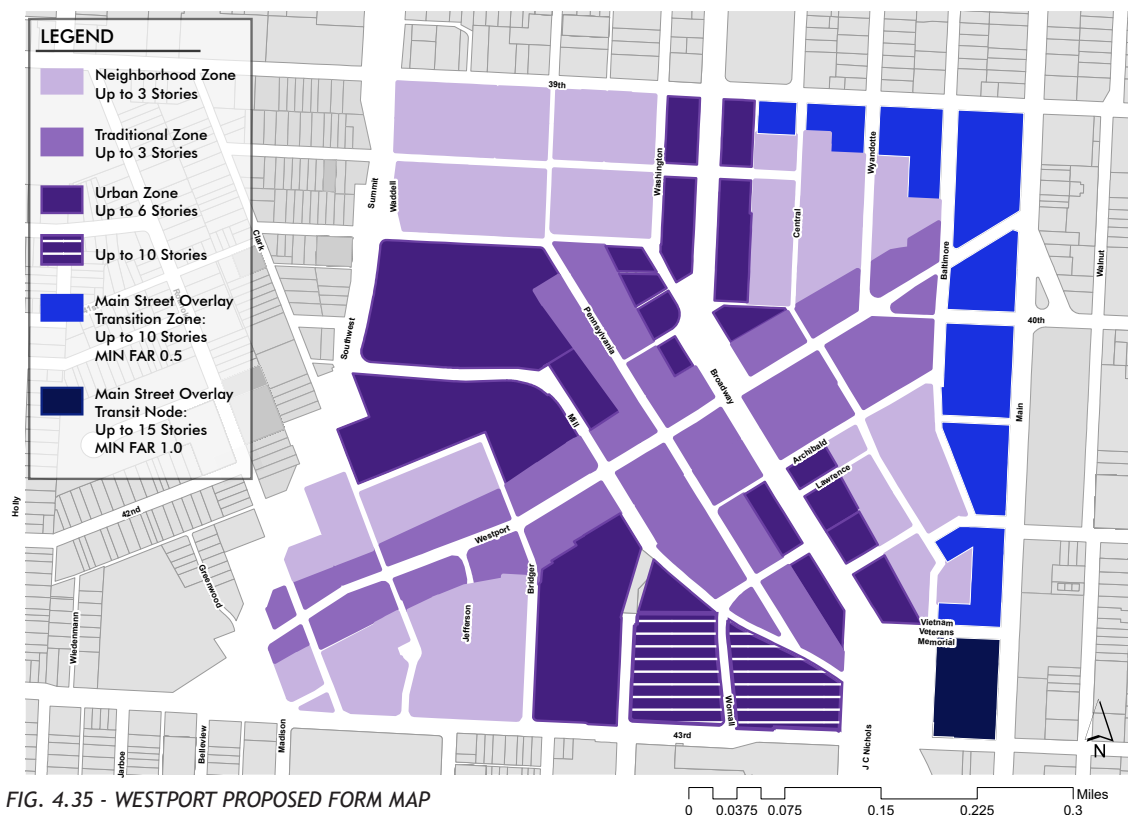


FIG. 4.34 - WESTPORT PUBLIC SPACE FRAMEWORK MAP

FORM

Recommendations for form are intended to support harmonious relationships between private development and the streetscape. Height, facade grain, and frontage all play an important role in defining this relationship and supporting vibrant and active streetscapes in Westport.

- **Height:** In more intense urban areas, the ratio between building height and street width should be weighted towards the building height to create a greater sense of enclosure. In less intense areas, building heights should be less than the width of the street. A 1:3 ratio (Neighborhood Zone), would create a less intense environment than a 1:1.3 ratio (Urban Zone).
- **Facade Grain:** Facade grain describes the rate at which building facades are vertically broken down to create repetition along a path, often indicated by a change in tenant or other physical changes that create interest as one walks along a path. Fine-grain building facades of 30 feet or less will generally result in a more interesting streetscape environment.
- **Frontage Design:** The placement of a building on a site will create or detract from the enclosure of the pedestrian space that is desired to create a comfortable walking environment. The frontage types defined are intended to be applied in a manner that supports the different Form Areas within Westport.



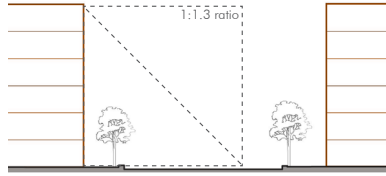
URBAN ZONE

- Up to 6 Stories
- Grain of less than 35'
- Built-to-Street, Terrace, Courtyard or Plaza



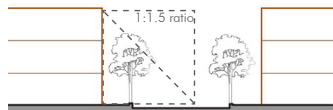
TRADITIONAL ZONE

- Up to 3 Stories
- Grain of less than 35'
- Built-to-Street



NEIGHBORHOOD ZONE

- Up to 3 Stories
- Grain of less than 60'
- Neighborhood Yard, Courtyard or Plaza, Terrace



Urban Zone

Although the Urban Zone supports greater building heights, first-floor facades should be fine-grain to support walkability and add interest along the streetscape.

Traditional Zone

The Traditional Zone is generally characterized by fine-grain facades reflective of a walkable streetscape rhythm. New development should support these traditional development patterns.



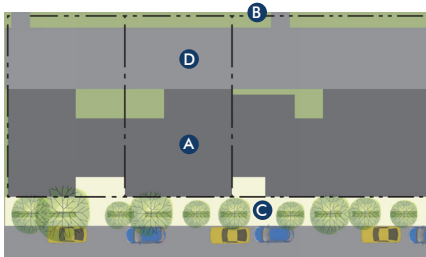
Neighborhood Zone

The Neighborhood Zone is distinguished by a coarser facade grain, though limited to maintain the characteristics of traditional neighborhood design.

FACADE GRAIN

HEIGHT

FRONTAGE DESIGN

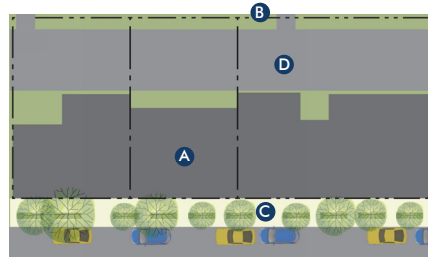


URBAN ZONE

Buildings along urban corridors are encouraged to be built to the street, and setbacks must provide social frontages.

Courtyards/Plazas: A recessed area within the building footprint or an open area organizing multiple buildings that creates a common focal point and point of entry for the building(s). These frontages establish a transition to the public streetscape, and the proportions of the space and building facades create an outdoor room.

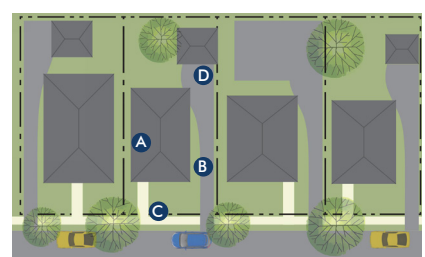
Terraces: A shallow open area that creates a continuous landscape area along a streetscape. Buildings are setback moderately from the streetscape but still maintain a formal relationship to shape this space. The terrace may be landscaped as a yard, courtyard or garden in more residential settings, or it may include hardscape elements.



TRADITIONAL ZONE

To reinforce traditional patterns, buildings should be built to the street.

Built-to-Street: This frontage includes significant pedestrian enhancements to support buildings fronting directly on the streetscape. The enhanced streetscape frontage should be designed solely for pedestrian amenities such as walkways, seating areas or landscape to increase the comfort in these areas.



NEIGHBORHOOD ZONE

Neighborhood infill should reinforce traditional neighborhood development patterns.

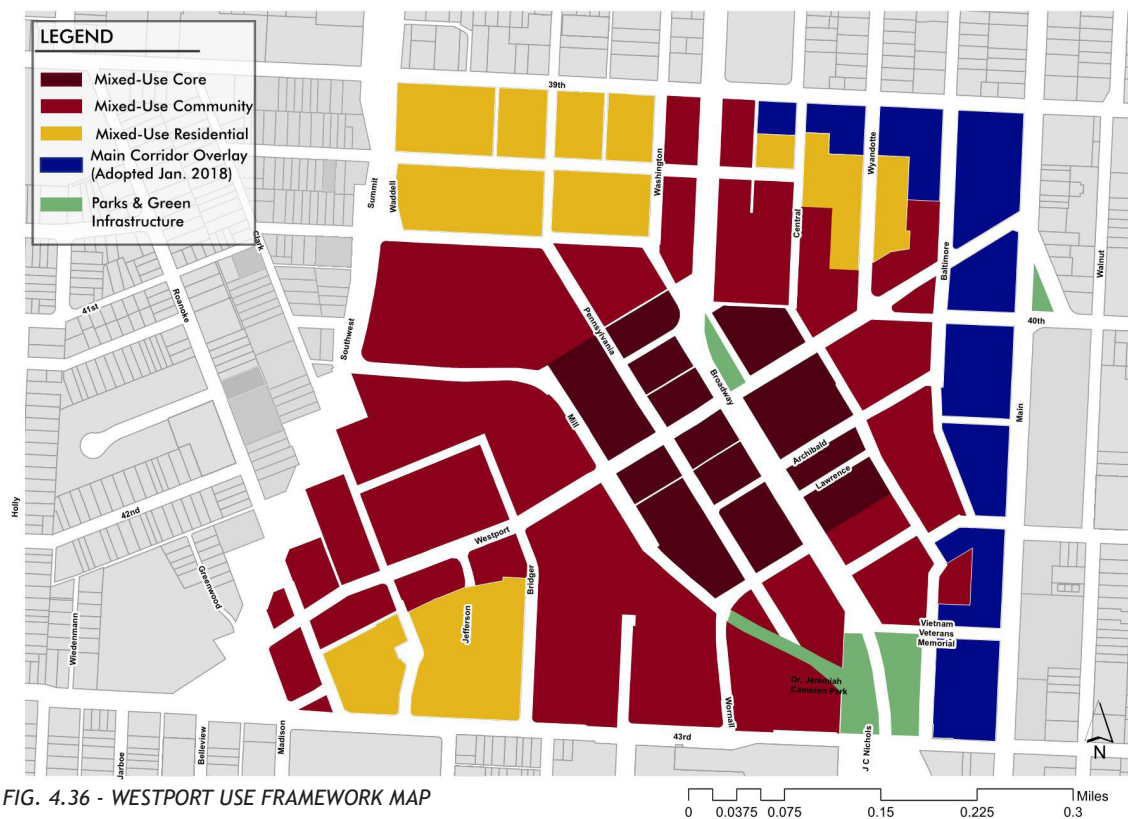
Front Yard: A small to moderate open area with a building set back from the property line. This frontage type generally creates a consistent landscaped area across several frontages along a block face, with buildings set back at a common distance – typically greater than other frontage types – where landscape designs and primary entrance features of buildings establish the relationship and transitions to the streetscape.

- A** Building
- B** Driveway
- C** Sidewalk
- D** Parking

USE

Recommendations for the three proposed land use areas focus on the first-floor use of buildings, recognizing that Westport is an intentionally mixed-use district supported by active streetscapes. However, a mixed-use area should contain varying levels of intensity, outlined by the Mixed-Use Core, Mixed-Use Community, and Mixed-Use Neighborhood uses, to reflect active environments for entertainment, neighborhood commercial activity, and neighborhoods. The activity of each land use area is defined by desired targets for the percentage of first-floor space dedicated to particular types of uses.

MIXED-USE CORE		MIXED-USE COMMUNITY		MIXED-USE NEIGHBORHOOD	
					
Street Front Presence		Street Front Presence		Office and Retail	Neighborhood-serving retail (<2,500sqft)
Commercial (non-office)	Up to 100%	Commercial (non-office)	Up to 60%	Office (Live-Work)	Special use with location criteria
Office	Up to 15%	Office	Up to 60%	Residential	KCMO standards
Residential	Up to 5%	Residential	Up to 20%		Up to 100%



Note - The Recommended Future Land Use Map (refer to the map in the Westport Planning Area Section 111) shall serve as the primary guide for future land use. These guidelines for the Westport area are intended to provide an additional level of detail about street-level uses and should be used in conjunction with the Recommended Land Use map. However, in instances where they are in direct conflict the Recommended Land Use Map should generally be used.

CHARACTER

Building-specific elements, such as historic significance and physical facade details, contribute to the Character of Westport's many unique places.

- **Historic Resources** - The historical significance of the district has been well documented. Resources and areas with potential for historic designation have been identified. Westport is made up of an eclectic set of buildings from many eras expressed through a variety of architecture. The following historic resources are incredible assets to the district and are critical to the district's character.

POTENTIALLY ELIGIBLE RESOURCES

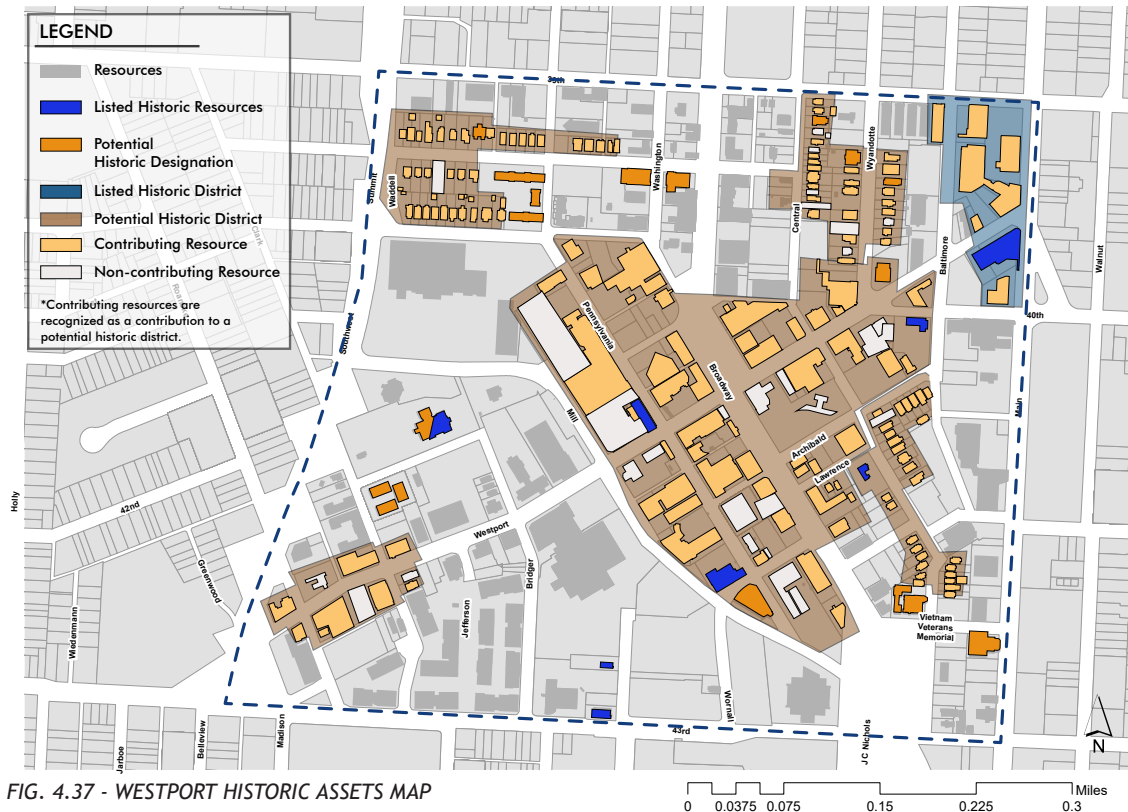
- Karnopp Building (4307 Main Street)
- Plaza Laundry Building (4200 Pennsylvania Avenue)
- Freeman Mortuary (104 West Vietnam Veterans Memorial Drive)
- First Swedish Baptist Church (3931 Washington Street)
- Our Lady of Good Counsel Church (3934 Washington Street)
- St. Paul's Episcopal Church (4041 Main Street)
- Allen Library (118 Westport Road)
- Automobile Sales and Service Building (4200 Main Street)
- Uncas Apartment Building (3923 Wyandotte Street)
- Apartment Building (3909 Central Street)
- Wisteria Apartments (620 West 39th Terrace)
- Antlers Apartments (3918 Wyandotte Street)
- Westport Manor Apartments (615 West 39th Terrace)
- Apartment Complex (4201 Clark Avenue)
- Allen School (706 West 42nd Street)

POTENTIAL LOCAL HISTORIC DISTRICTS

- Westport Commercial Historic District
- West Westport Road Commercial Historic District
- Hunter's Heights Historic District
- Whittier Place Historic District
- South Roanoke Historic District

ADDITIONAL STUDY NEEDED

- **Steptoe**
African-American neighborhood at the south end of the survey area
- **Mid-twentieth century Modern Movement commercial buildings**
Found in clusters along 39th Street, Westport Road, and Broadway



WESTPORT 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). See pages 27-29 for definitions of the land use categories.

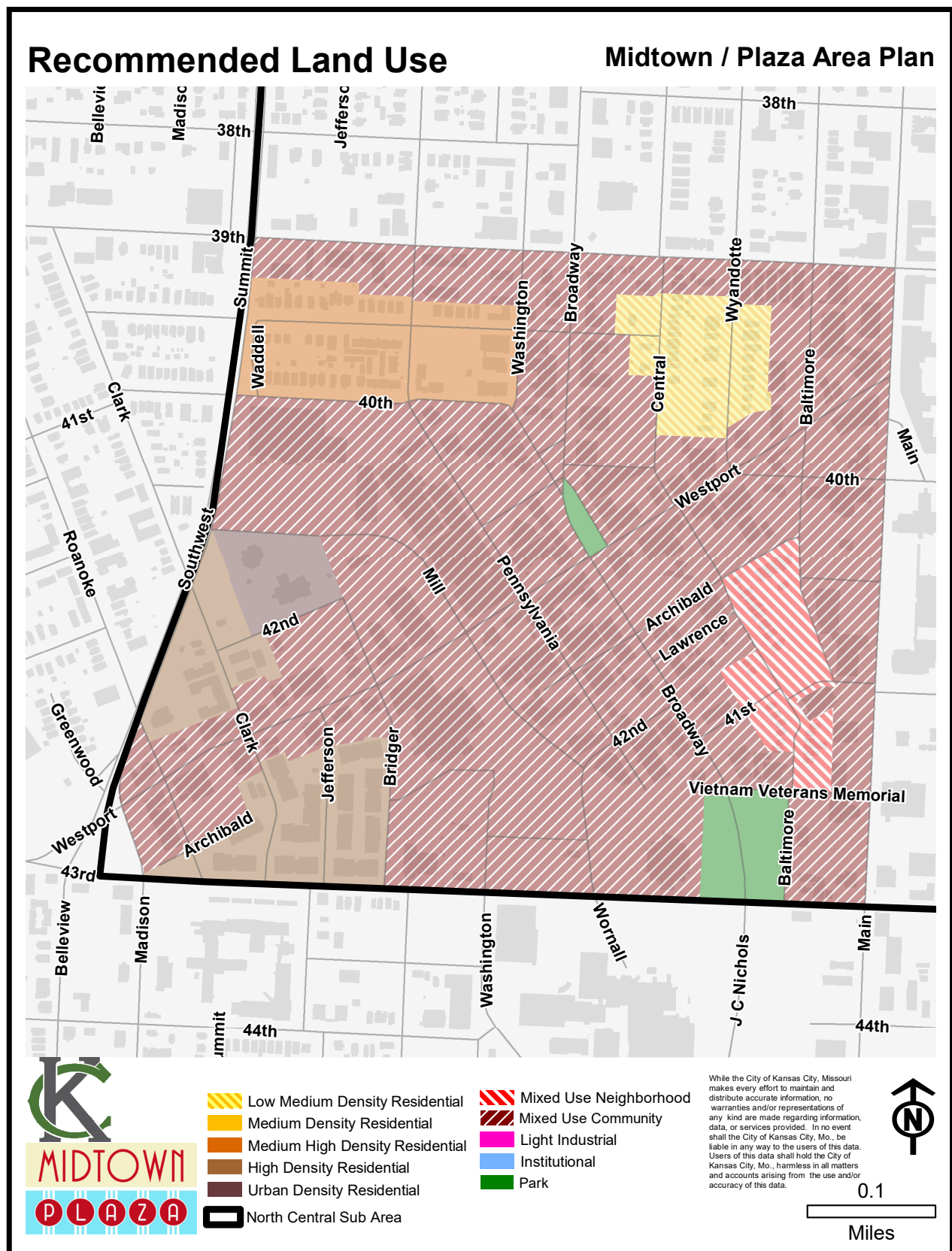


FIG. 4.38 - WESTPORT FUTURE LAND USE MAP

WESTPORT 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 A for the full Development Form Guideline Text.

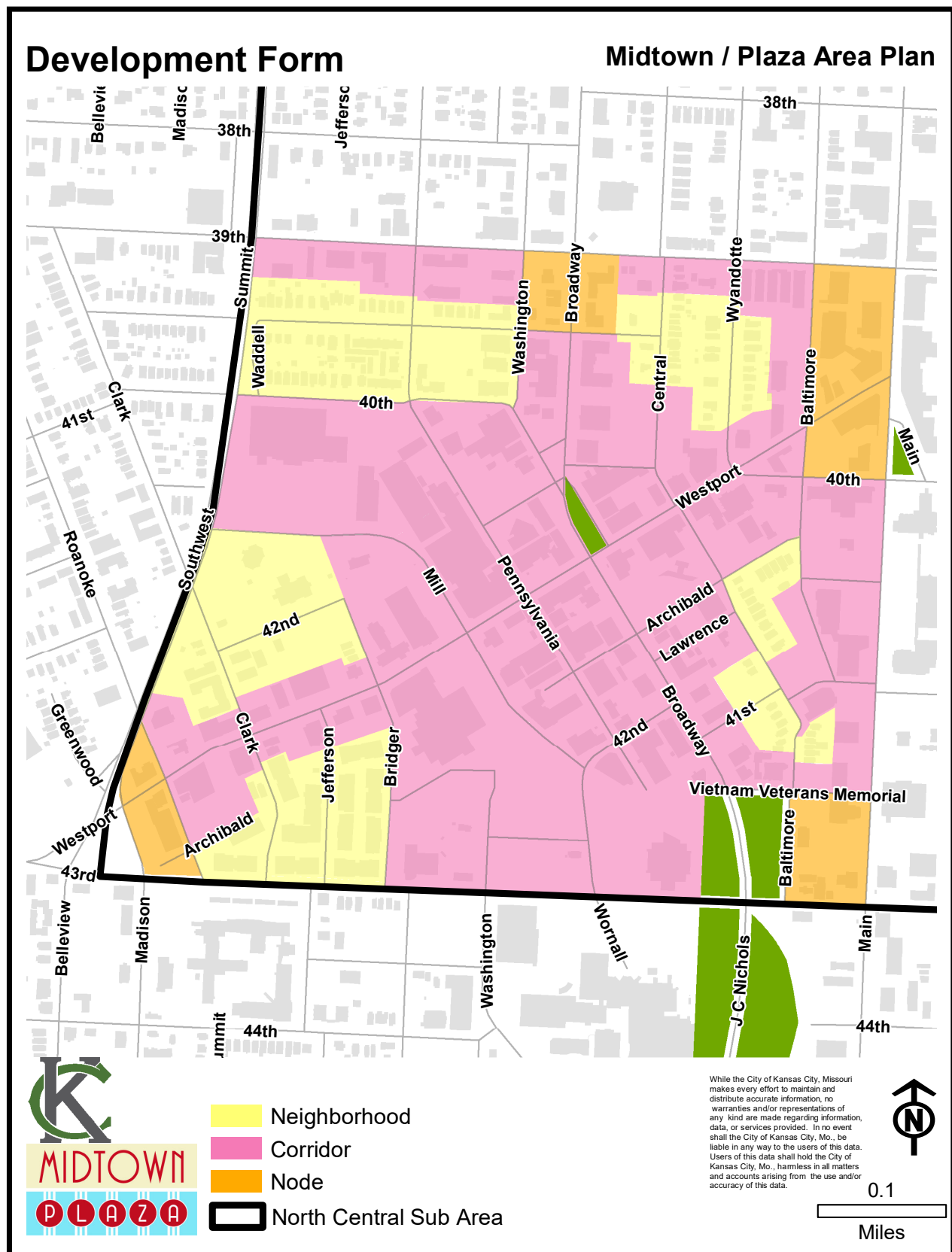


FIG. 4.39 - WESTPORT DEVELOPMENT FORM MAP

SUB AREA PLANNING RECOMMENDATIONS



FIG. 4.40 - WESTPORT SUB AREA PLANNING MAP

WESTPORT + PENNSYLVANIA

Public Spaces

Westport Road is one of the most iconic streets in Kansas City. Traditional, walkable development patterns along Westport Road enclose the street, creating a well-defined place across the district. Public space recommendations are intended to complement the existing context and enhance the experience of those interacting along it.

Pennsylvania Avenue is a narrow commercial street that produces a natural environment for pedestrians, bicyclists, and automobiles to coexist harmoniously. Pennsylvania is a readily-identifiable place that is well-defined by its surrounding properties. Improvements to public space are intended to uphold Pennsylvania as an iconic street in Kansas City.

• QUALITY PUBLIC REALM-

- Develop public square at the intersection of Westport Road and Mill Street
- Encourage small social spaces intended for use by the general public, including:
 - Patios
 - Street cafes
 - Enhanced alleyways
 - Improved public right-of-way

- STREETS-

Westport Road

- Expand the sidewalks to 15', where possible
- Maintain pedestrian amenities, such as street trees, trash receptacles, and seating
- Provide parallel parking - 7' wide, or angled parking
- Maintain 10' travel lanes to deter fast-moving automobile traffic

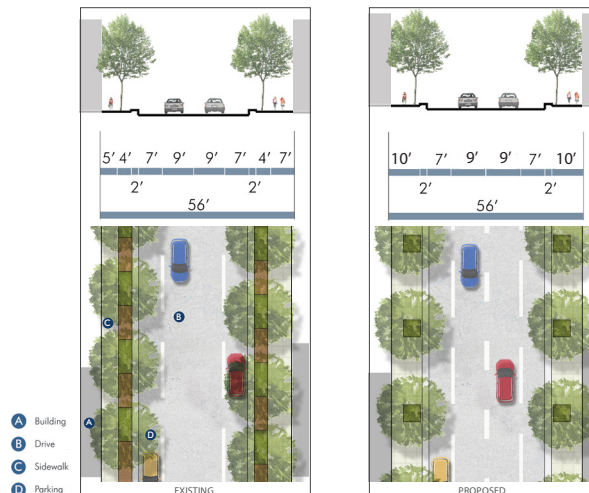
STREET SECTIONS



Pennsylvania Avenue

- Expand sidewalk widths to 10'
- Enhance pedestrian amenities where not completed
- Maintain narrow 9' travel lanes and preserve on-street parking throughout the corridor

STREET SECTIONS



Form

The recommended form of new and infill development along Westport Road and Pennsylvania Avenue is generally consistent with the existing context of these corridors. New development along these streets should reinforce traditional development patterns to create a clear sense of enclosure along the streetscape, to add interest to pedestrian spaces, and to support a positive relationship between commercial storefronts and public space.

- **DEVELOPMENT FORM**

- Both streets are designated Corridors (see map on page 112 and Development Guidelines on page 113)

- **HEIGHT**

- Should not exceed 3 stories. See also map on page 107.
- Beyond 50' of the property line, buildings may reach a height of 5 stories, except where adjacent to the Neighborhood Zone

- **FRONTAGE**

- Buildings should be built to the street/sidewalk, with a 0' setback
- Small social spaces are encouraged

- **GRAIN**

- Front facades should be limited to 20' - 30' in width
- Each front facade should contain at least 1 entrance



Use

Westport Road and Pennsylvania are proposed to support both the Mixed-Use Core and Mixed-Use Community districts, in order to provide more intense land uses towards the center of the district, where Westport Road intersects with Pennsylvania Avenue, becoming less intense further from the core.

- **MIXED-USE**

- Along both streets- commercial or mixed-use, including office and/or residential (on upper stories)

- **FIRST-FLOOR**

- “Active” street fronts in the core of the district - retail, food and drink establishments, personal services, or institutional uses
- Offices or residential uses may be limited on the first floor and focused on upper floors
- Minimum percentage of active first-floor uses: Core - 80% min., Community - 50% min

- **PARKING**

- Lots or garages should not front on Westport Road
- Permitted behind the building, screened from public rights-of-way, and not accessible from Westport Road unless alternative access is not available
- Parking should not be accessible from Pennsylvania Avenue, except by alleys

EXISTING USES CONSISTENT WITH PROPOSED AREAS



First-Floor Retail



First-Floor Retail



First-Floor Retail



First-Floor Service



First-Floor Retail



First-Floor Service



First-Floor Retail

EXISTING USES CONSISTENT WITH PROPOSED AREAS

Character

• MATERIALS

- Primary building materials should be brick and stone visible from the public right-of-way
- Secondary materials may be expanded to include stucco, wood, or glass

• FACADES

- Expressed in three pieces: the base, middle, and discernible top
- Single-story buildings - distinct foundation, main facade, and an embellished roof line

• ENTRYWAYS

- Entrance shall be directly accessible from the sidewalk
- Human-scale entry features shall be clearly emphasized on front facades
- Additional elements: outside seating, patios, decorative plantings, signage, bike racks, fencing, art

• TRANSPARENCY

- First-floor transparency - 60-80%, between 2 and 8'
- Upper-floor transparency - 25-50%, if applicable

• PRESERVATION

- See District-wide Historic resources recommendations on page 110

GENERALLY ACCEPTABLE DEVELOPMENT PRECEDENTS



Buena Vista, CO



Denver, CO



Buena Vista, CO



Atlanta, GA

BROADWAY + MILL

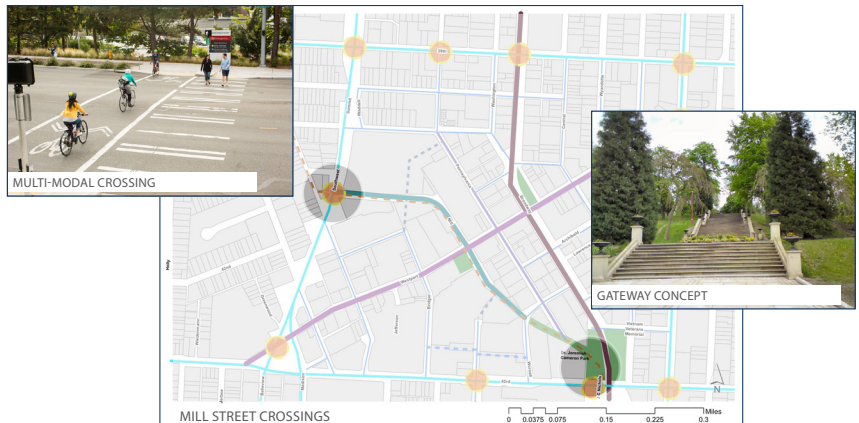
Public Spaces

Broadway Boulevard is the widest street within Westport, and supports an eclectic array of commercial buildings and development patterns. Public space improvements are intended to support access to homes and businesses for multiple modes of transportation. As the corridor evolves, a quality public realm and access to car and bicycle parking by visitors is essential.

Mill Street provides connections between neighborhoods to the west and the Country Club Plaza area to the south. Both the streetscape and development pattern along Mill Street do not promote a consistent or clear sense of place. Proposed improvements are intended to better utilize space to improve access to surrounding property.

• QUALITY PUBLIC REALM

- Enhance pedestrian walkways, transit amenities, and crossings.
- Provide social spaces intended for use by the general public, including:
 - Patios
 - Street cafes
 - Enhanced alleyways
 - Improved public right-of-way
- Improve the Dr. Jeremiah Cameron Park to create a pedestrian and bicycle gateway into Westport.
- Prioritize flood mitigation improvements along Mill Street.
- Reinforce citywide park connections and external connections to neighborhoods:
 - Position Mill Street as a shared-street for pedestrians and bicycles by preserving slow designed speeds
 - Enable bicycle connection through park, establishing Mill Street as a connection between Mill Creek Park, the Volker neighborhood, and Roanoke Park
 - Improve crosswalks at the intersections of Broadway and 43rd Street, and Mill Street and Southwest Trafficway
- Reinvent Broadway as Westport's primary multi-modal corridor and access point:
 - Initiate improvements focused on balancing multiple modes of transportation, including personal or shared vehicles, bicycles and pedestrians
 - Preserve on-street parking
 - Maintain streetscape improvements to support walkability along Broadway
 - Provide pedestrian and bicycle amenities which enhance access to businesses, including outside seating, bicycle racks, and widened sidewalks.
- Improve safety on Broadway:
 - Reconstruct the intersection of W 40th Terrace, Washington Street, and Broadway Boulevard to narrow the streetscape
 - Limit automobile lane widths to 11' to promote limited designed speeds



• STREETS

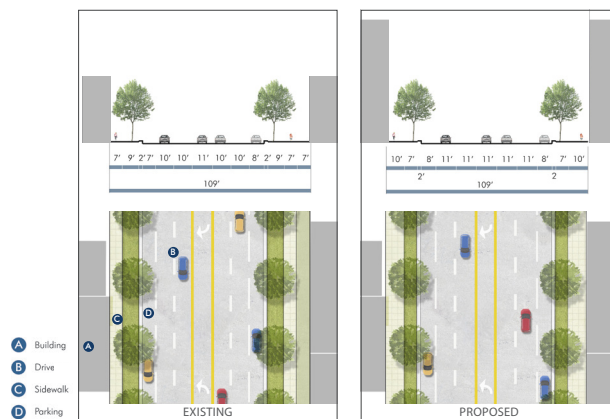
Broadway Boulevard

- Maintain a minimum 10' sidewalk width
- Maintain 10-11' lane widths, consistent with the Boulevard & Parkway standards
- Enhance pedestrian/transit amenities. Evolve into a balanced environment for all modes of transportation
- Preserve on-street parking
- Reprogram left over space to promote productive use of space.

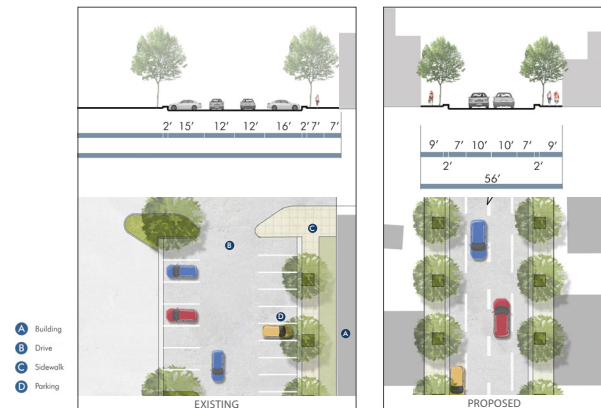
Mill Street

- Redesign street as a seam by establishing 6' sidewalks with streetscape improvements.
- Establish on-street parking on both sides of the street.
- Establish 10' travel lanes.

STREET SECTIONS



STREET SECTIONS



BROADWAY & MILL

HEIGHT

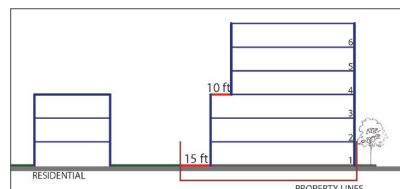
- Should not exceed 6 stories
- Hospital Expansion Area should not exceed 10 stories
- Property abutting residential lots should step-down to 3 stories

FRONTAGE

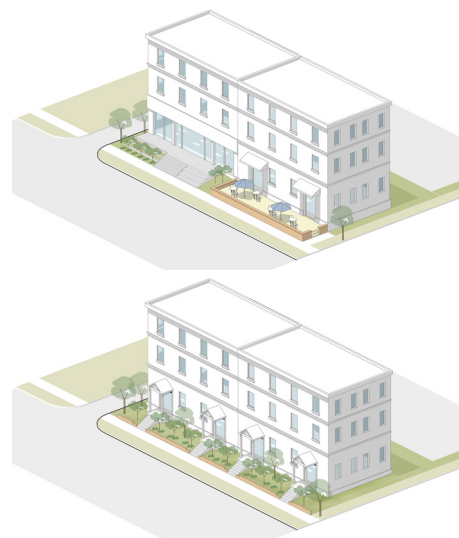
- Building setbacks should be varied
- Any setbacks should be designed for social spaces, such as terraces, plazas, or courtyards

GRAIN

- Front facades should be limited to 50' in width
- The front facade should contain at least 1 human-scale entry feature



STEP-DOWN WHEN ABUTTING RESIDENTIAL



Form

Broadway and Mill have been identified as areas potentially capable of accommodating redevelopment or infill of a greater scale. Both corridors are generally not characterized by any consistent development pattern or identity. The defined form of development along Broadway and Mill is intended to create environments where flexibility is expanded along these wider urban corridors.

- **DEVELOPMENT FORM**

- Broadway and Mill are designated as Neighborhood, Nodes and Corridors and (see map on page 112 and Development Guidelines on page 117)

- **HEIGHT**

- See map on page 107 for recommended building heights.
- Property abutting residential lots should step-down to 3 stories

- **FRONTAGE**

- Building setbacks should be varied
- Any setbacks should be designed for social spaces, terraces, plazas, or courtyards

- **GRAIN**

- Front facades should be limited to 50' in width
- The front facade should contain at least 1 human-scale entry feature

Use

Broadway is proposed to support two different use districts - the Mixed-Use Core and Mixed-Use Community districts, in order to provide more intense land uses towards Westport Road.

Mill is predominately intended for active first-floor uses, a relatively balanced mix of commercial, office, and residential. Property adjacent to Mill Street within the entertainment district, however, is proposed within the Mixed-Use Core, enabling expanded, more intense uses.

- **MIXED-USE**

- Uses along Broadway and Mill shall be commercial, residential, or mixed-use

- **FIRST-FLOOR**

- “Active” street fronts - retail, food and drink establishments, personal services, or institutional uses
- Offices or residential uses may be permitted on the upper floors
- Minimum percentage of active first-floor uses required: Core - 80% min., Community - 50% min.

- **PARKING**

- Garages are encouraged to provide residential or commercial parking spaces
- Access should be permitted along Broadway and Mill
- Parking lots must be behind the building, screened from public rights-of-way

EXISTING USES CONSISTENT WITH PROPOSED AREAS



Character

Broadway and Mill are not defined by a consistent palette. Both corridors are lined with varied building types and site arrangements, often reflecting conventional patterns with underdeveloped parking lot frontages. These corridors do not currently support a strong sense of identity. Character recommendations are intended to support the evolution of these areas into high-quality urban corridors.

- MATERIALS

- Inconsistent palette, though characterized by some amount of brick
- Building materials should be high quality, expanded to support the eclectic nature of Westport.

- FACADES

- Promote walkable frontages with frequent change in tenancy or entrances
- Expressed in 3 pieces: the base, middle, and discernible top

- ENTRYWAYS

- Directly accessible from the sidewalk
- Emphasized human-scale entry features
- Additional elements: outside seating, patios, decorative plantings, signage, bike racks, fencing, art

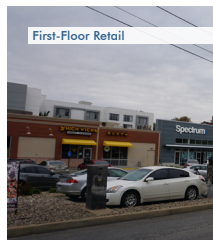
- TRANSPARENCY

- First-floor transparency - 40% min., between 2 and 8'
- Upper-floor transparency - 40% min. if applicable

- PRESERVATION

- See Historic Resources recommendations on page 110

EXISTING USES CONSISTENT WITH PROPOSED AREAS



GENERALLY ACCEPTABLE DEVELOPMENT PRECEDENTS



NEIGHBORHOODS



Public Spaces

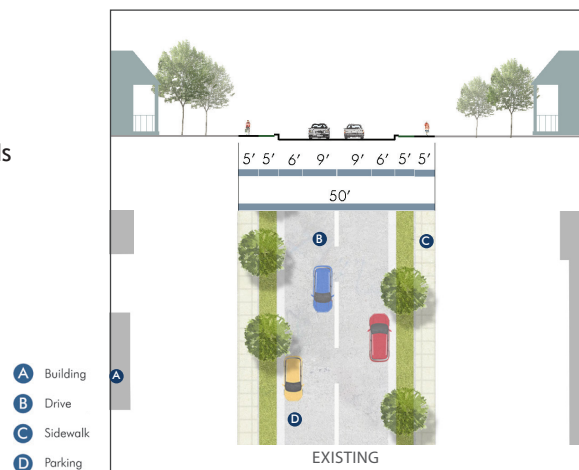
Recommendations for neighborhoods are intended to preserve the traditional ambiance of the residential environments, while supporting needs for mobility and access of residents. Personal driveways and private parking lots are limited, so continued access to on street parking for residents is necessary

• QUALITY PUBLIC REALM

- Maintain and promote safe and walkable streets
- Integrate small, public social spaces into the neighborhoods where vacant lots exist
- Provide buffers between parking lots and the public realm
- Limit driveway access to preserve the curb appeal of traditional neighborhoods

• STREETS

- Maintain 5' sidewalks
- Maintain street trees and replace declining trees
- Maintain on-street parking; both sides of the street



Form

As vacant properties are developed in neighborhoods, the following standards outline the desired form to maintain the traditional nature in these areas.

- DEVELOPMENT FORM RECOMMENDATIONS

- See Development Form map on page 15 and associated Development Guidelines on page 112

- HEIGHT

- Should not exceed 3 stories

- FRONTAGE

- Front yard or terrace should have a 20' setback, or be compatible with adjacent setbacks

- GRAIN

- Each structure should contain at least 1 human-scale entry feature that reinforces the patterns of adjacent properties
- Lots for detached houses, colonnades, and other small-scale residential buildings shall not exceed 50' in width
- Front wall planes for medium-scale multi-unit buildings should be limited to 50' in width



Use

The Recommended Future Land Use Map (see page 14) proposes varied levels of residential density and commercial contexts within Westport's neighborhoods. Neighborhoods are predominately intended for the use of residential units at the street level. However, there is some allowance for commercial use in these areas to uphold the mixed-use nature of the overall district and promote entrepreneurial activity, including live-work or other small-scale commercial uses where intense customer activity is limited in nature.

- MIXED-USE

- Uses along neighborhood streets should be primarily residential
- Small-scale mixed-use buildings shall be allowed
- See the Recommended Future Land Use Map on page 14 for recommended land uses, residential densities.

- FIRST-FLOOR

- Limit "active" street fronts to accommodate primarily residential activity
- Minimum percentage of active first-floor uses required: Core - 80% min., Community - 50% min., Neighborhood - 0% min.
- Small-scale retail should be encouraged in specific locations, such as: Nutterville, corner lots, lots fronting on open space or major roads, and lots adjacent to commercial or mixed-use areas

- PARKING

- Parking areas behind the building, or screened from public rights-of-way
- Where off-street parking is not available in neighborhoods, residential permit parking shall be pursued
- Limit garage access

EXISTING USES CONSISTENT WITH PROPOSED AREAS



Character

Neighborhoods consist of many traditional buildings, some of which are potentially historic structures or contribute to a potential local historic district. As Westport evolves, it is important to preserve the neighborhoods and shape new development into meaningful contributions to the traditional development pattern.

• MATERIALS

- Stone, brick, wood, stucco, or equivalent finish, similarly to the surrounding residential dwellings

• FACADES

- Dimensions - projections or recesses, windows, balconies, etc.
- Understated driveways and garages

• ENTRYWAYS

- Setback from sidewalk
- Human-scale entry features shall be clearly emphasized on front facades: porches, porticoes, etc.
- Additional elements: outside seating, decorative plantings, signage, fencing

• TRANSPARENCY

- First-floor transparency - 40-80%, between 2 and 8'
- Upper-floor transparency - 15-40% min.

• PRESERVATION

- See Historic Resources recommendations on page 110

GENERALLY ACCEPTABLE DEVELOPMENT PRECEDENTS



IMPLEMENTATION

The following implementation strategies are recommended for the Westport District:

ADOPT A WESTPORT PENNSYLVANIA SPECIAL CHARACTER OVERLAY DISTRICT

- Design and use standards along Westport Road and Pennsylvania Avenue should be intended to conserve the character of the most distinctive corridors in Westport, increasing expectations around new development while reducing the need for zoning variances and additional review bodies. This district can be developed to conserve cultural or historic resources, while promoting economic growth and vitality of the area, producing standards for the recommended form, use, and character outlined in this plan.

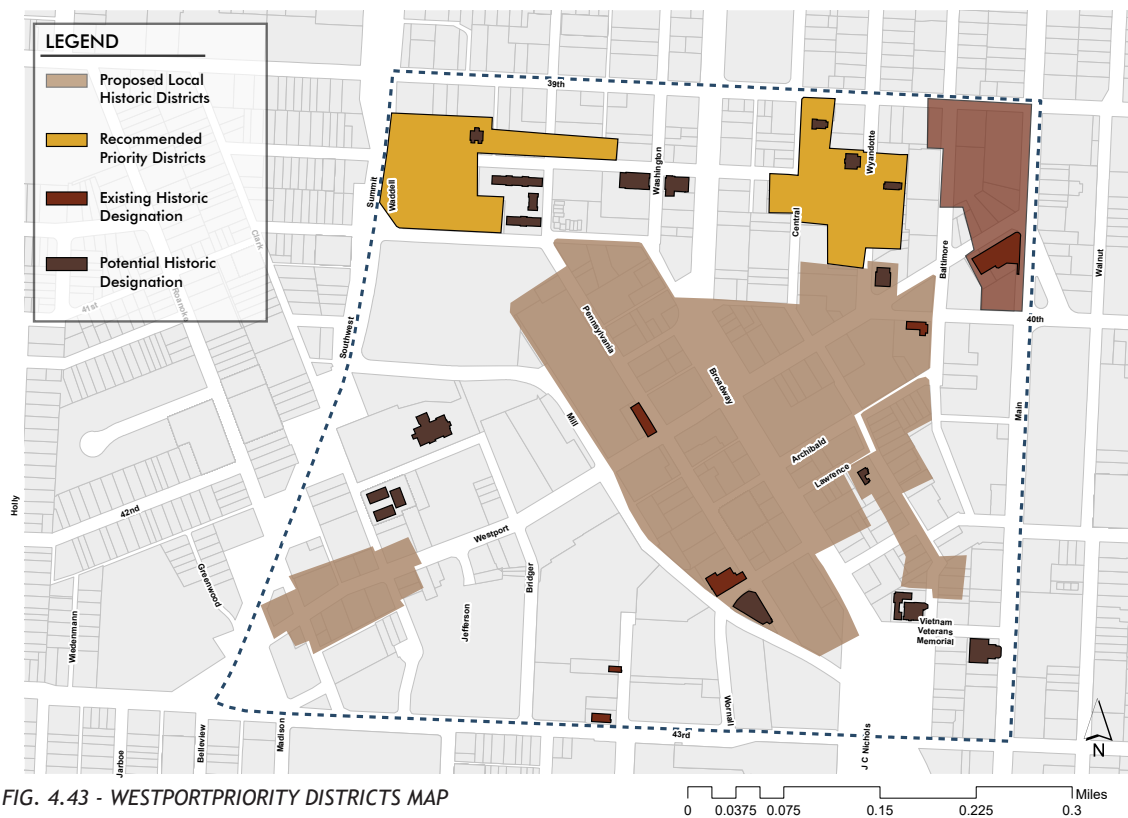


ADDITIONAL CONSIDERATIONS FOR OVERLAY DISTRICTS –

- Demolition - Currently, overlay districts have not been utilized to delay demolition of buildings. Demolition is a major concern voiced by many on the Steering Committee and within the community. Consideration for a Demolition Review and Notice clause should be pursued.
- Parking & Access - If an overlay district is pursued for Westport, credits expanding development flexibility should be considered if shared or public parking arrangements are provided by the developer. Other parking standards that should be considered include parking reductions, incentives for shared parking arrangements, restriction of surface parking as a primary use, streamlined process for providing for bicycle parking, and screening of surface lots.

PRIORITIZE ACTION FOR LOCAL HISTORIC DISTRICTS

- There are 5 potential local historic districts identified by the Historic Resources Survey. While this plan supports the designation of any historic asset or district, it is recognized that the residential historic districts should be prioritized in order to maintain their rare character. Neighborhood organizations are encouraged to work to develop an application for local historic designation of the Whittier Place Historic District and the South Roanoke Historic District.



LOCATIONS FOR STRATEGIC REZONING

- During the planning process, the issue of height has been expressed as important when considering new development. There are a number of properties should be proactively rezoned by the City to reduce the potential height of development throughout the district in accordance with this plan.
- While Broadway currently operates under the Boulevard and Parkway Standards, desired heights can be applied to properties along Broadway through a rezoning process, allowing up to 6 stories. In addition, many Urban Redevelopment (UR) districts currently exist in Westport, and should eventually be rezoned to conform with the recommended form and use standards outlined in this plan.

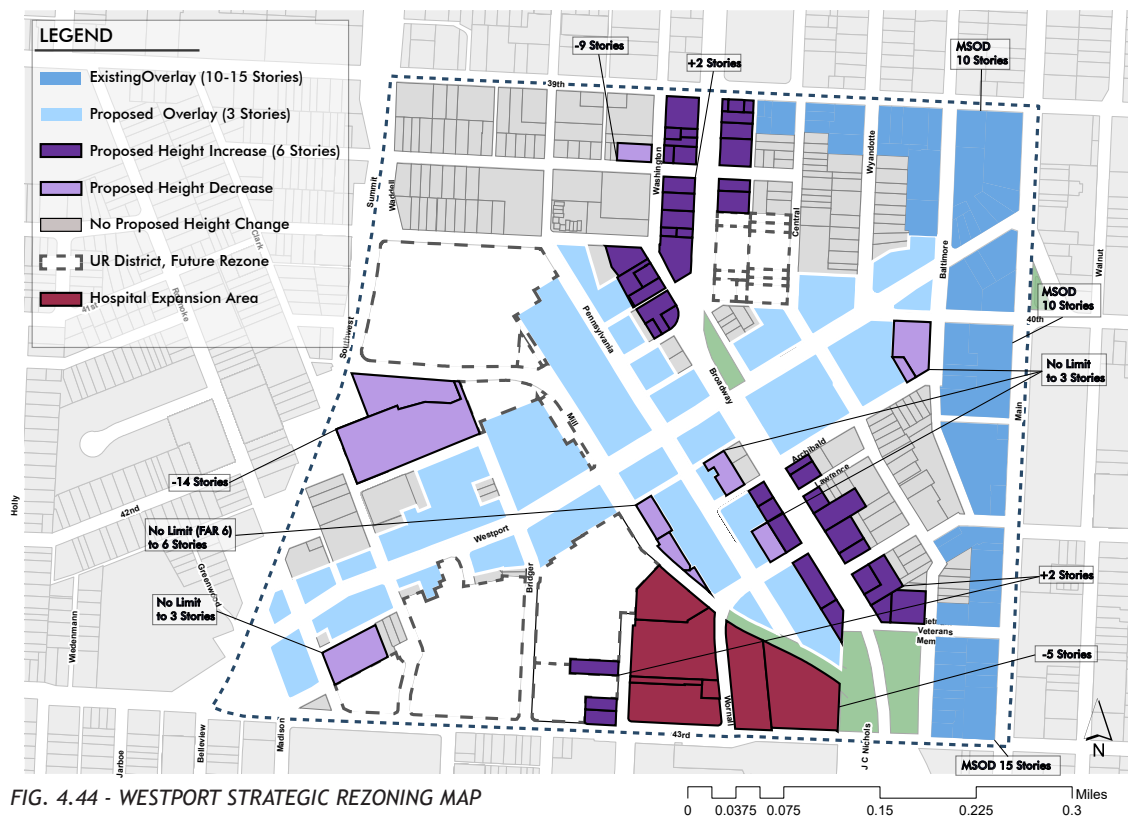


FIG. 4.44 - WESTPORT STRATEGIC REZONING MAP

IMPLEMENTATION BY PLACE:

	PUBLIC SPACE	FORM	USE	CHARACTER
WESTPORT	Westport Plan Recommendations	Special Character Overlay District	Special Character Overlay District	Special Character Overlay District
PENNSYLVANIA	Westport Plan Recommendations	Special Character Overlay District	Special Character Overlay District	Special Character Overlay District
BROADWAY	Westport Plan Recommendations	Strategic Rezoning Boulevard & Parkway Standards	Strategic Rezoning Boulevard & Parkway Standards	Westport Plan Recommendations
MILL	Westport Plan Recommendations	Strategic Rezoning	Strategic Rezoning	Westport Plan Recommendations
NEIGHBORHOODS	Westport Plan Recommendations	Local Historic Overlay District	Westport Plan Recommendations	Local Historic Overlay District



CONTEXT

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.

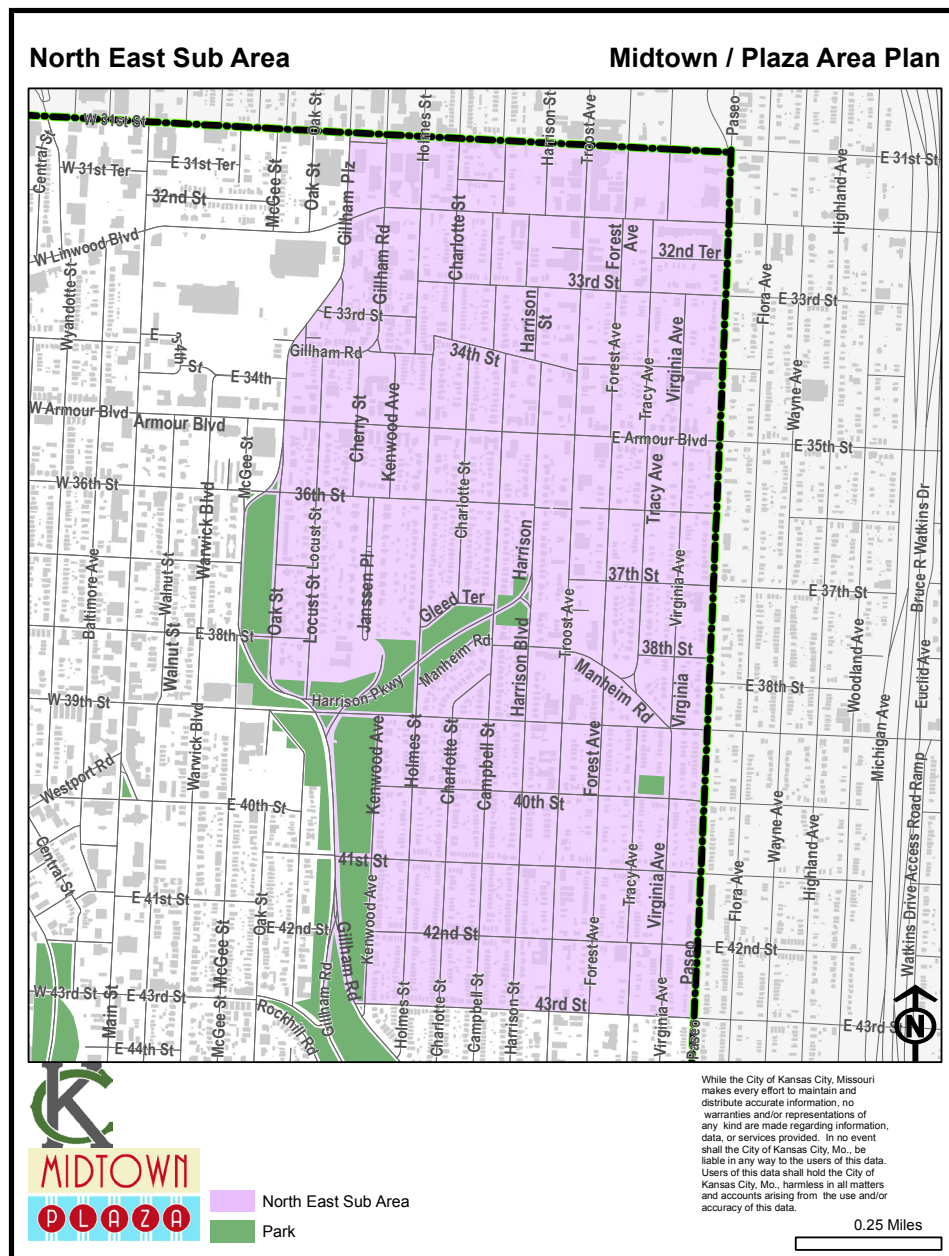


FIG. 4.45 - NORTH EAST SUB AREA MAP

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). See pages 27-29 for definitions of the land use categories.

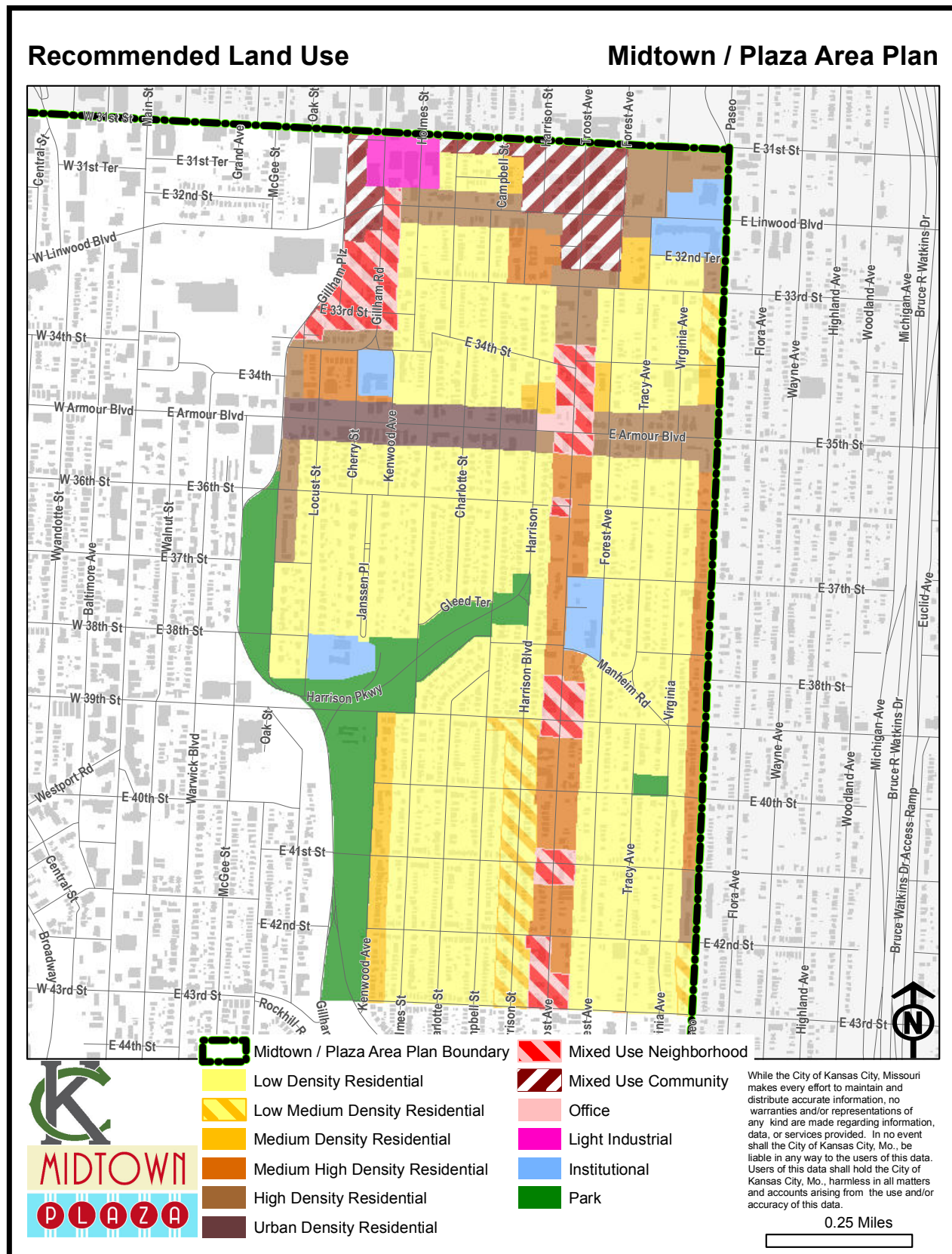


FIG. 4.46 - NORTH EAST SUB AREA RECOMMENDED LAND USE MAP

NORTH EAST SUB AREA SUB AREA DEVELOPMENT FORM

Users of the plan should refer to appropriate Development Form Guidelines for future development projects found in Appendix A.

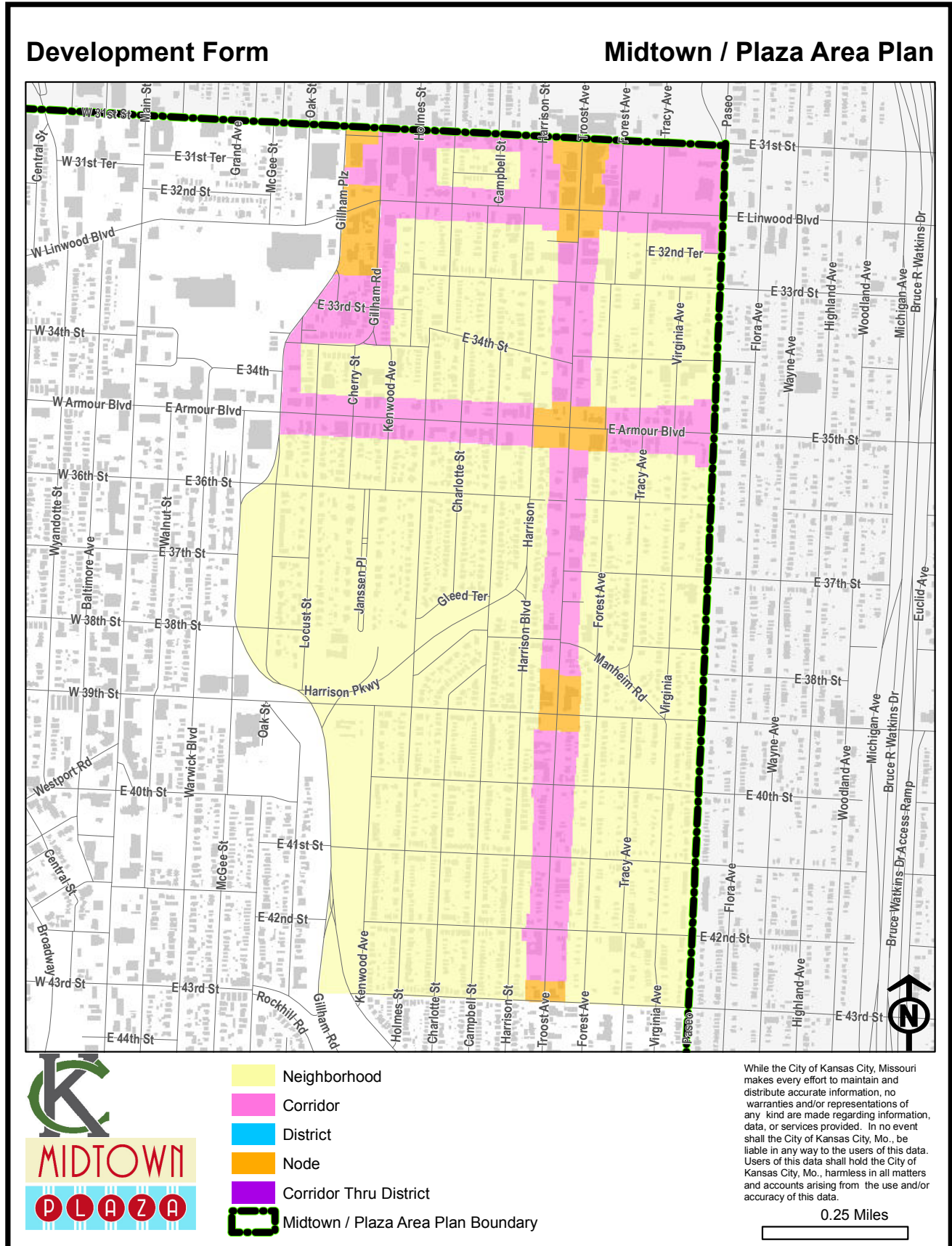


FIG. 4.47 - NORTH EAST SUB AREA DEVELOPMENT FORM MAP

NORTH EAST SUB AREA RECOMMENDATIONS:

SPECIFIC RECOMMENDATIONS

- 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 Recommended Land Use Map differs slightly from the Future Land Use Map within the *Troost Corridor Redevelopment Plan*. The difference is due to using different density definitions. The intent and specific recommendations of the *Troost Corridor Redevelopment Plan* should be followed.
- If the structure at the southwest corner of Armour and Forest is retained and rehabilitated, the Recommended Land Use Map's recommendation should be flexible to allow Mixed-Use Neighborhood, as recommended in the *Troost Corridor Land Use Plan*, as long as it achieves the goals of this Area Plan. Any impacts should be minimized and the physical attributes of the structure should remain and appear to fit within the character of the Recommended Land Use and surrounding neighborhood.





DEVELOPMENT FORM GUIDELINES

DEVELOPMENT FORM APPLICATION

Currently, the Development Form Map and Guidelines provide urban design guidance. Any property that requires a rezoning, a special use permit, receives tax incentives or requires a development plan, or receives tax incentives shall be subject to the plan's development form 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 overlays are the tool within the Development Code that should be utilized. Stakeholders can work with City staff to establish an overlay zoning district (further defined on page 40) 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
 - Windows/Transparency
 - Materials
 - Structured Parking
 - Topography



- [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 guideline 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.

05 - TRANSPORTATION



TRANSPORTATION

The Transportation Chapter provides recommendations to guide the development of a multi-modal transportation system in the Midtown / Plaza area.

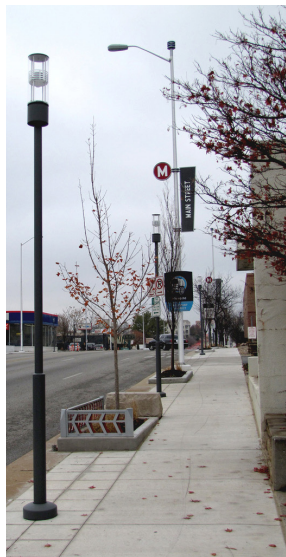
The intent of FOCUS is to increase the ease of, and broaden the options for, moving about our city, and to create logical extensions of the existing transportation network. ...Many people will walk if there is a direct, continuous, safe, pleasant, and secure pedestrian route for doing so. People will 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

The Transportation Chapter makes recommendations for both the public and private sectors. Recommendations will help the City prioritize transportation improvements and help developers understand the level of improvements that are expected in the community.

CHAPTER ORGANIZATION

The Transportation Chapter makes recommendations for the Midtown / Plaza area as a whole because transportation functions as systems. The Plan goals are stated and related to transportation and transportation guiding principles are stated with recommendations on how to achieve those guiding principles.





RELATIONSHIP TO GOALS

The following goals provide the framework for the guiding principles and recommendations 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 system within the Midtown / Plaza area provides diverse options to meet the daily transportation needs of area residents and visitors.

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. The system will function by maximizing connections, route options and mode choices and implementing Transit Oriented Development (TOD) (along transit routes).

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 existing commercial 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 City should preserve, enhance, and invest in destinations by ensuring easy access to the area's destinations for patrons from both within and outside of the region. Since there are few regional routes yet many regional destinations, it is paramount that the local transportation system function in a manner that best serves the planned future for this regional destination.



GUIDING PRINCIPLES & 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 “livable” or “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

- “Livable” or “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.
- Maintain the urban street grid and pedestrian scale blocks. Street and alley vacations are discouraged because they erode street connectivity and mobility. Street connections should be re-established whenever possible. Where street connections are not present (on “superblocks”), provide pedestrian cut-throughs.
- Improve the existing wayfinding signage program throughout the area to aide in navigation to / along:
 - key pedestrian routes
 - area destinations
 - major transit stops
 - preferred automobile routes
 - bicycle routes
 - trail connections
- Apply for appropriate zoning overlays (e.g. pedestrian overlay or transit oriented development overlay) and additional walkability standards in Priority Pedestrian Corridors and Transit Oriented Development (TOD) areas.
- Given the built-out character of the area and desire for a walkable urban pattern of development, exceptions should be made within the Midtown / Plaza area to the street widths desired per the Major Street Plan (which identifies streets by typology). Each typology has a standard width in order to meet the capacity goals of that roadway type. There are many constraints within the Midtown / Plaza area because private property parcels overlap with the width stated in the Major Street Plan.
- Prioritize transportation and access improvements that provide access to employment areas.
- A case-by-case analysis is needed to determine if “Roadway with Potential Excess Capacity” streets (see Fig. 5.10 Connectivity Improvements Map) should have lanes narrowed, road diets, or no change. The determination should include at a minimum: bike accommodations (considering the preference for bike lanes as the facility type), pedestrian comfort, and on-street parking needs.

SPECIFIC RECOMMENDATIONS

- Conduct studies that evaluate and provide solutions to improve the multi-modal use of and access at / along the:
 - Brookside Connector (Main Street and Brookside Blvd from 47th to Volker) - this study should include, at a minimum:
 - Main Street
 - Brookside Boulevard
 - 47th Street
 - Ward Parkway
 - Volker Boulevard
 - Southwest Trafficway and the Bellevue / Madison Corridor, including the “Westport Triangle” (31st St to Ward Pkwy) - this study should examine, at a minimum:
 - 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
- Complete a transportation impact study for the South Plaza Area that considers that area at full build out and considers the area at the arterial level of service.
- Improve pedestrian connections 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. Prioritize:
 - Between the Country Club Plaza, St. Luke’s Hospital, and Westport
 - Utilizing Broadway Blvd
 - Reestablishing the extension of Mill Street to Washington Street
 - The Country Club Plaza to the Kemper Museum, the Kansas City Art Institute, and the Nelson-Atkins Museum of Art
 - Which is a component of studies currently underway separately by The Nelson-Atkins Museum of Art and the Kansas City Art Institute.
 - Rockhurst University, University of Missouri-Kansas City, the National Toy and Miniature Museum, Linda Hall Library, and the Country Club Plaza
 - Per the aforementioned recommended study
- 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 should include right-of-way reconfiguration and intersection improvements.

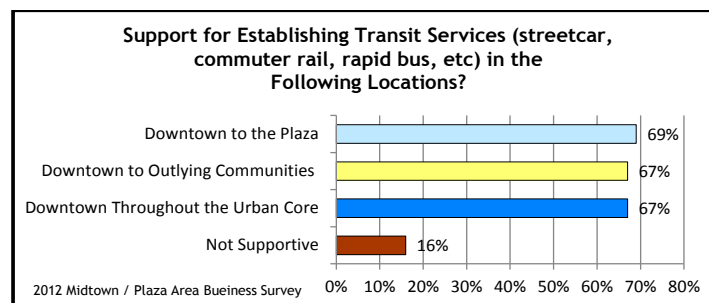
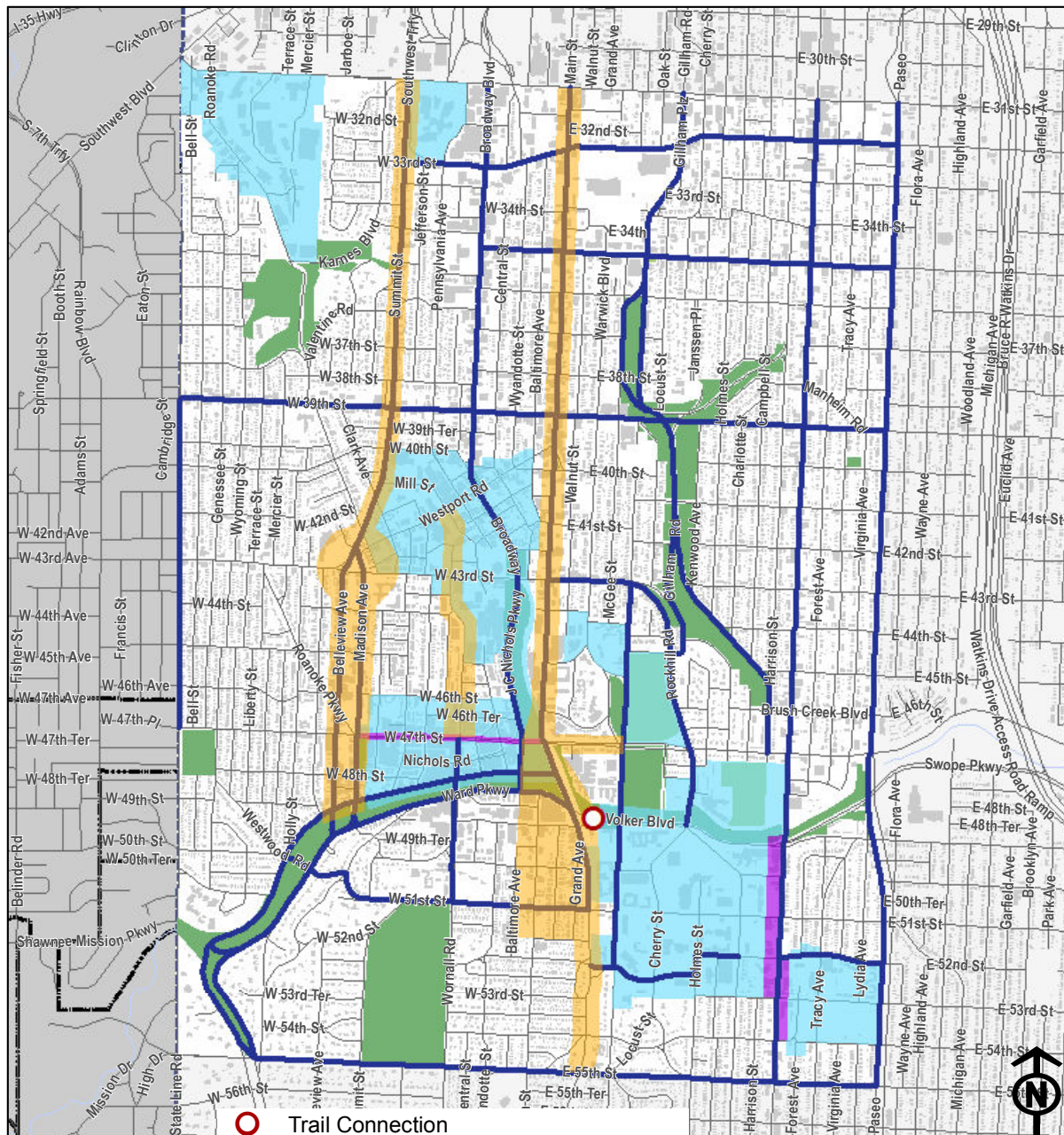


FIG. 5.0 - RESIDENTIAL SURVEY RESPONSE

Midtown / Plaza Area Plan



While the City of Kansas City, Missouri makes every effort to maintain and distribute accurate information, no warranties and/or representations of any kind are made regarding information, data, or services provided. In no event shall the City of Kansas City, Mo., be liable in any way to the users of this data. Users of this data shall hold the City of Kansas City, Mo., harmless in all matters and accounts arising from the use and/or accuracy of this data.

0.5 Miles

FIG. 5.1 - CONNECTIVITY IMPROVEMENT MAP

- Reestablish the extension of Mill Street to Washington Street between the Westport District and 43rd Street.
- Improve connection between Trolley Track Trail and Brush Creek Trail at Volker Boulevard including an enhanced street crossing.
- Explore road diet or lane narrowing candidate streets that could potentially be reconfigured to improve pedestrian and bicycle mobility. Conduct additional analysis as necessary to determine feasibility, appropriateness and scope of road diet. Initial candidate streets could include:
 - Oak Street (45th to 52nd)
 - 52nd Street (Holmes to Rockhill)

PROVIDE AN ENVIRONMENT WHERE PEOPLE WANT TO WALK.

The community desires an environment that is pedestrian friendly, well connected, and accessible. Among the steps that should be taken to achieve this include:

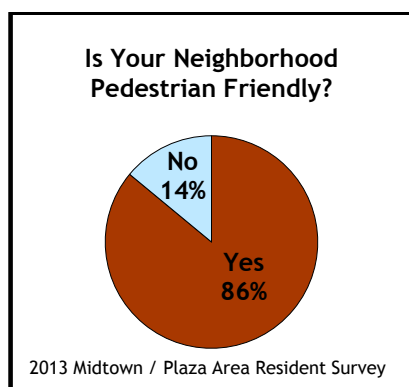


FIG. 5.2 - RESIDENTIAL SURVEY RESPONSE

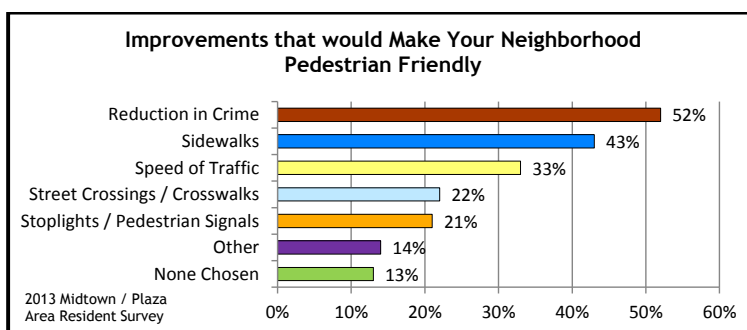


FIG. 5.3 - RESIDENTIAL SURVEY RESPONSE

PLANNING RECOMMENDATIONS

- Ensure intersections and areas with high pedestrian activity are equipped with adequate lighting. Due to the high pedestrian activity, “adequate” lighting levels may exceed the typical City standard.
- Prioritize pedestrian improvements along Pedestrian Priority Corridors, Pedestrian Priority Nodes, and Great Streets (see Fig. 5.3 - Pedestrian Improvements).
- Improve sidewalks and relocate street signs, street lights, utility poles, and fire hydrants where ADA requirements are not met.
- Complete Neighborhood Walkability Assessments (using methodology in the Walkability Plan) to identify priority improvements within existing neighborhoods.
 - Fill gaps in the pedestrian network (construct or reconstruct).
 - Pedestrian upgrades could include sidewalks, crossing, signals, amenities or other items that improve the overall pedestrian experience.
 - Prioritize high need areas, activity centers adjacent to high need areas and areas around schools.
 - Use as the base for a systematic sidewalk inspection program to identify sidewalk improvement priorities within the plan area.

SPECIFIC RECOMMENDATIONS

- Construct pedestrian improvements in areas of need, see Fig. 5.3 - Pedestrian Improvements. Pedestrian upgrades could include: sidewalks, crossing, signals, amenities or other items that improve the overall pedestrian experience.
- Improve pedestrian connections between Mill Creek Park and Brush Creek Trail.

Pedestrian Improvements

Midtown / Plaza Area Plan

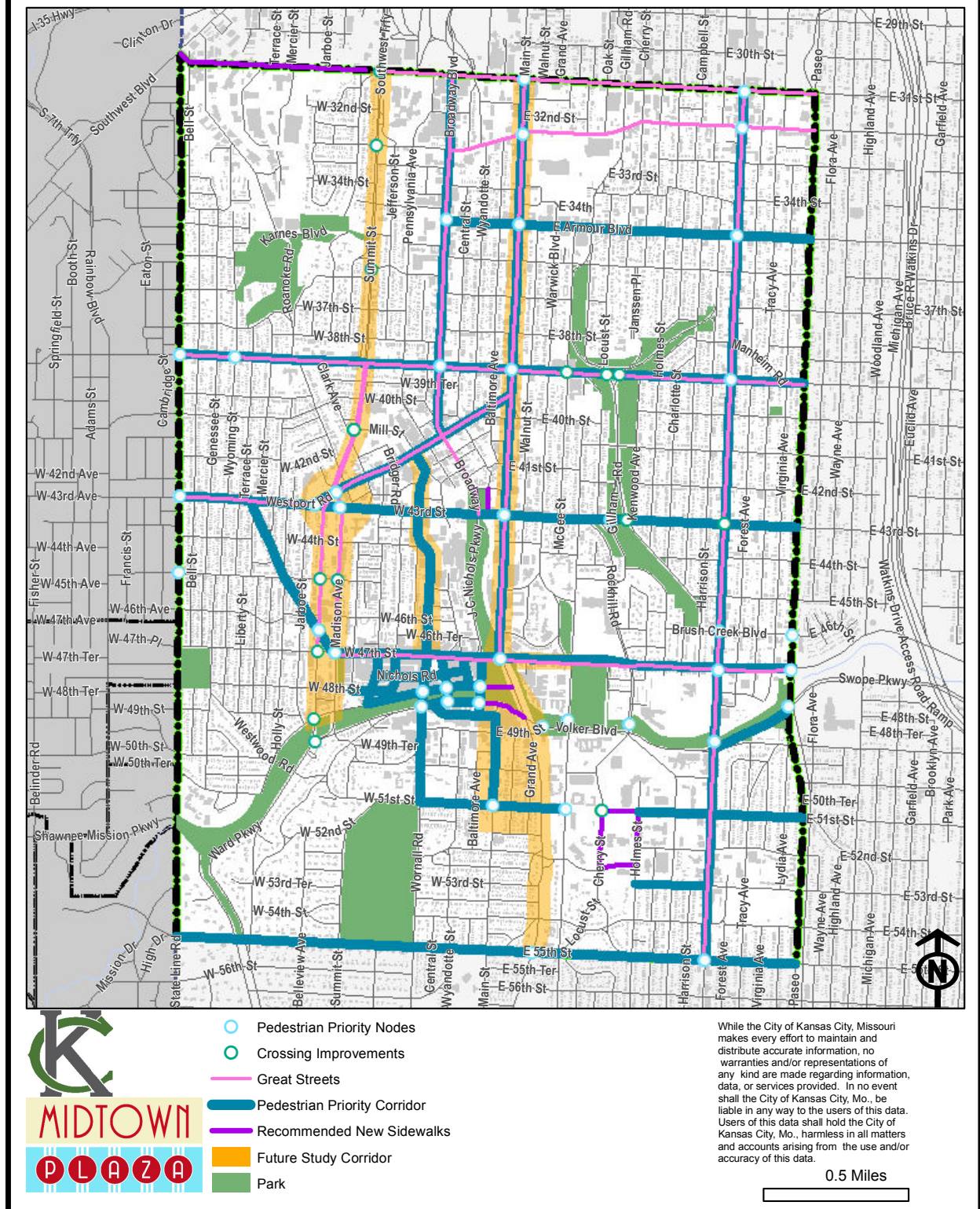


FIG. 5.4 - PEDESTRIAN IMPROVEMENTS MAP

PROVIDE SAFE, CONVENIENT ROUTES FOR BICYCLISTS

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

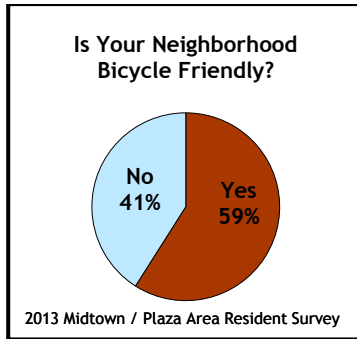


FIG. 5.5 - RESIDENTIAL SURVEY RESPONSE

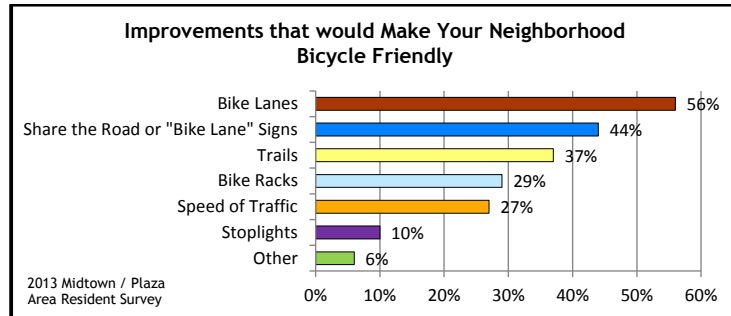


FIG. 5.6 - RESIDENTIAL SURVEY RESPONSE

PLANNING RECOMMENDATIONS

- Conduct lighting assessments of and construct improvements at “dark zones,” intersection locations with high bicycle activity, locations where bicycle routes intersect with Major Streets, and along the Brush Creek Trail.
- Install bicycle infrastructure including wayfinding signage, lane striping, and infrastructure improvements 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.
- Work with Bike Share KC to continue expansion of the B-cycle program within the Midtown / Plaza area.
- Provide an easy to understand ranking system for bicycle routes for users to understand rider type and safety considerations.
- Bike Lanes are the preferred bicycle facility type (see Fig. 5.5 Residential Survey Response). Incorporate bike lanes as the bicycle facility whenever possible.

SPECIFIC RECOMMENDATIONS

- Work with the Bike - Pedestrian Advisory Committee (BPAC) to consider the following changes to the KC Bike Plan and construct accommodations along the following corridors (see Fig. 5.6 - Bike and Trail Improvements):
 - Karnes Boulevard (signed route)
 - Summit Street (signed route)
 - Jefferson Street (signed route)
 - Broadway Street (signed route)
 - Gillham Boulevard (off-street trail and sharrow)
 - Rockhill Road (sharrow)
 - Main Street south (sharrow)
 - Recommended Washington Street extension (signed route)

- Improve the east-west connectivity of bike facilities to provide a safe environment for shared lane traveling between automobiles and bicycles by completing the following improvements.
 - 40th / 41st Street (signed route)
 - Linwood Boulevard (sharrow)
 - 43rd Street (bike lane) (sharrow) (signed route)
 - Westport Road (signed route)
 - 44th Street (signed route)
 - 45th Street (signed route)
 - 51st Street (sharrow)
 - 55th Street (sharrow)
- The following routes are included on Bike KC, but should be discussed as candidates for improvements to either a Sharrow or Bike Lane configuration due to the existing road characteristics:
 - Oak Street (upgrade to sharrow)
 - Roanoke Pkwy (upgrade to sharrow)
 - 47th Street & Emanuel Cleaver II (upgrade to bike lane)
 - Broadway Boulevard (upgrade to sharrow)
- Construct the Brush Creek Trail west to State Line 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. Locations in need of improvement include:
 - South side of Brush Creek, between Summit Street and 49th Street
 - South side of Brush Creek at J C Nichols Bridge (currently, stair access only)
 - North & South side of Brush Creek - signage that trail crosses Oak Street
 - South side of Brush Creek - signage that trail crosses Rockhill Rd
 - North & South side of Brush Creek - directional signage at Paseo Boulevard
- Ensure safe street crossings, prioritizing intersections identified in Fig. 5.6 - Bike and Trail Improvements.



B-CYCLE USERS IN WESTPORT

Bike and Trail Improvements

Midtown / Plaza Area Plan

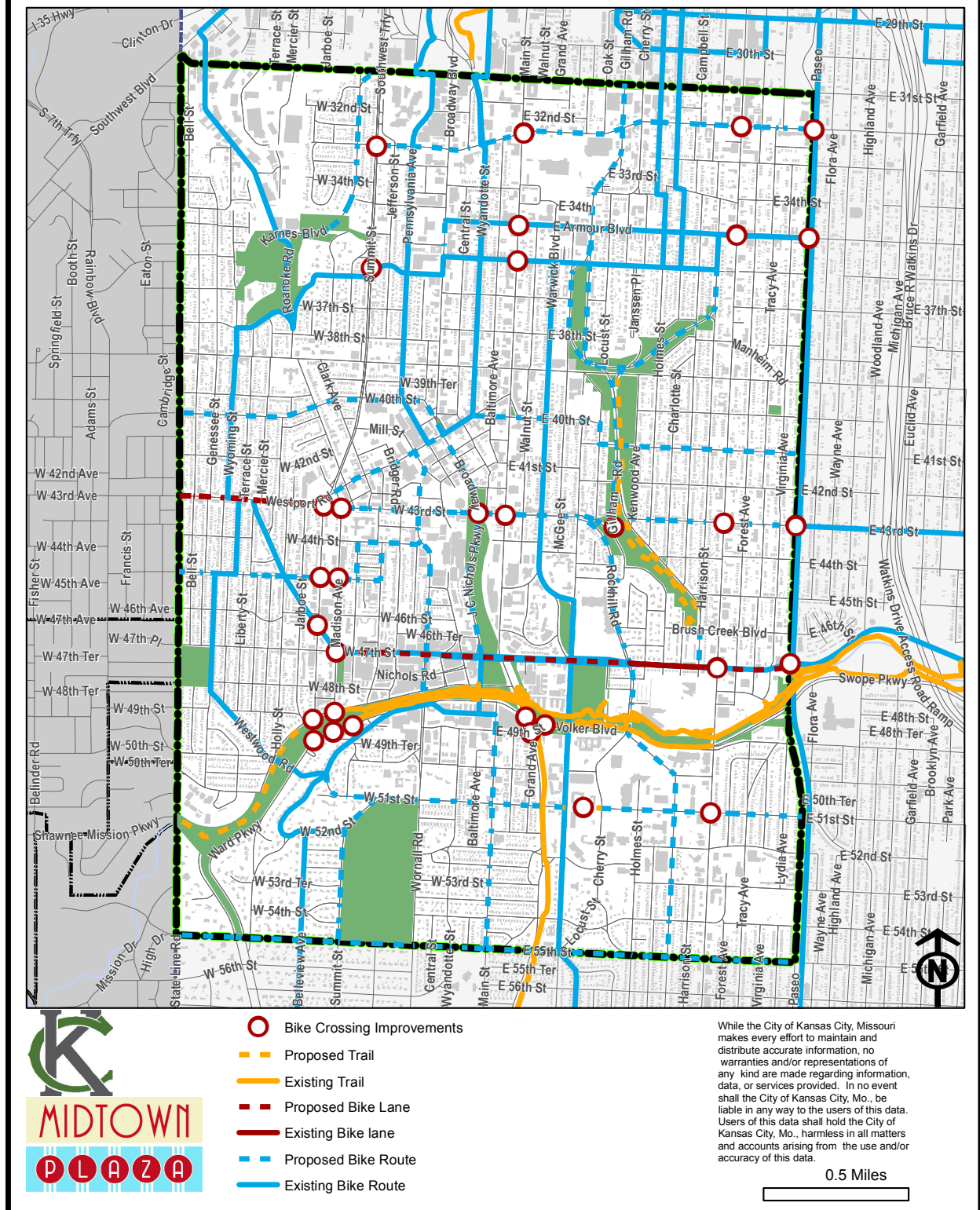


FIG. 5.7 - BIKE AND TRAIL IMPROVEMENTS MAP

MAKE SURE ALL HAVE ACCESS TO TRANSIT AND UNDERSTAND HOW TO USE THE SYSTEM.

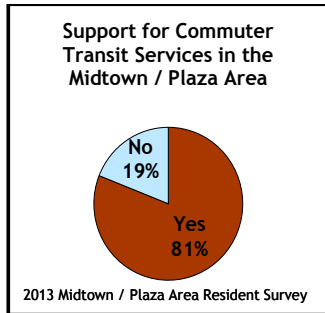


FIG. 5.8 - RESIDENTIAL SURVEY RESPONSE

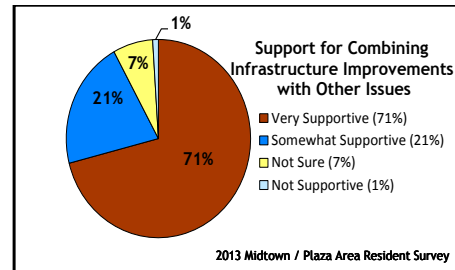


FIG. 5.9 - BUSINESS SURVEY RESPONSE

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

- Support 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 nodes (per Fig. 4.4 - Development Form Map) along transit corridors.
- Work with the Kansas City Area Transportation Authority (KCATA) to assess transit access and connections to districts.
- Identify both possible transit stop removals and improvements with the KCATA to provide cost savings and increase efficiencies within the system.
- Explore incentivizing (density bonuses, etc.) dense development, per the Recommended Land Use and Development Form Maps, within ¼ mile of transit stops to bring workers closer to transit.
- Ensure transit stops are equipped with adequate lighting. Considering there is more activity at transit stops, the typical City lighting standard may not provide sufficient lighting.

SPECIFIC RECOMMENDATIONS

- Priority locations for bus stop improvements are shown in Fig. 5.9 - Public Transit Service. Improvements to consider: shelter, seating, trash and recycling receptacles, lighting, and bus system information signage.
- Creation of a transit center (similar to the existing facility at 39th and Troost) that coordinates the potential streetcar, MAX, and local routes should be discussed. If a streetcar line is constructed on Main Street, potential locations for consideration include the vicinities of 39th Street & Main Street or 47th Street & JC Nichols Parkway.

Public Transit Service

Midtown / Plaza Area Plan

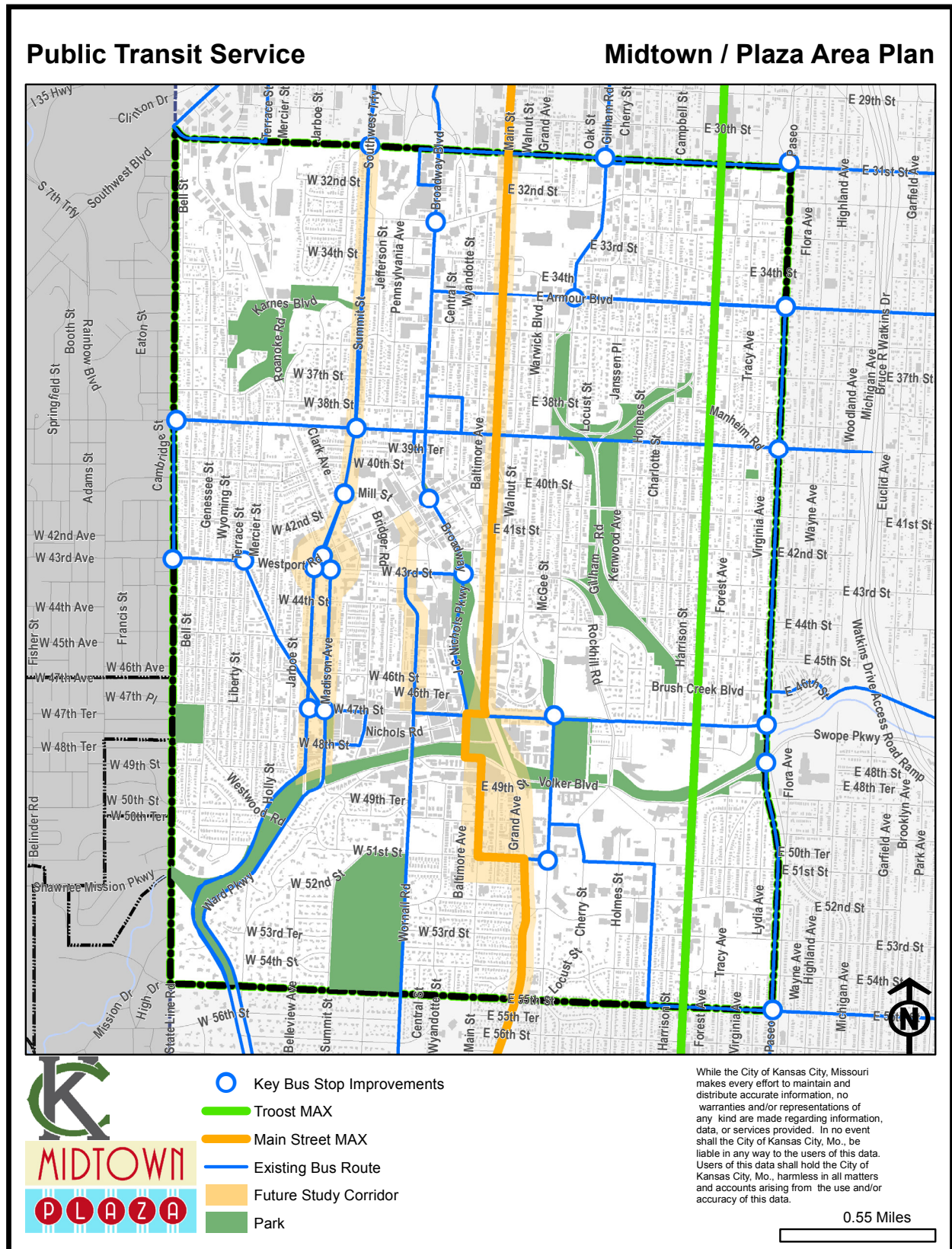


FIG. 5.10 - PUBLIC TRANSIT MAP

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 to neighborhoods
- Minimize the capacity needs of individual streets
- Create a walkable and bikeable community
- Contribute to the areas urban character
- Facilitate area circulation and wayfinding

Although it is an aspiration of this Plan to make the area less dependent on using automobiles, it also recognizes their importance within the area. The following are implementation measures designed to strike the balance.

PLANNING RECOMMENDATIONS

- 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.
- Design a program that incentivizes shared parking arrangements.

SPECIFIC RECOMMENDATIONS

- Examine left-turn opportunities on roads where left turns are currently restricted including: Southwest Trafficway, Main Street, 31st Street, and 39th Street. Work with the Public Works Department 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).
- Work with the Public Works Department to consider centralized parking systems to phase out surface parking lots. A detailed parking study should be used to identify the strategy for phasing out surface parking lots at specific locations. Potential scope items could include:
 - inventory by type
 - ownership analysis and feedback
 - utilization by time of day
 - current parking requirements in terms of development providing parking
 - current incentives available
 - shared parking strategies and tools

06 - HOUSING AND NEIGHBORHOODS



CHAPTER ORGANIZATION

Neighborhoods within the Midtown / Plaza area are some of the most recognizable in the City. While there are areas of great beauty, the housing stock within the area varies from immaculate to neglected. The recommendations provided are for all neighborhoods within the planning area, with the hope to raise the standard of living for those more neglected areas.

First, the Plan goals are stated and related to housing and neighborhoods and then the housing and neighborhoods' guiding principles are stated with recommendations on how to achieve those guiding principles.

“In order for Kansas City to be the successful New American City, neighborhoods must be livable. Livable neighborhoods connect people physically and socially. They have an identity based on physical character, people, history, or resident involvement. They meet the housing needs and desires of people. And they are healthy in terms of housing conditions, neighborhood cleanliness, and the health of the people who live in them. Neighborhood identity, connectedness, health, and meeting the housing needs of all are essential to building the New American City.”

– **FOCUS Kansas City Plan**



RELATIONSHIP TO GOALS

The principles, recommendations and strategies in the housing and neighborhoods 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 access to a comprehensive transportation system. This system should be understandable, increase transportation options for users and decrease dependency on single occupancy automobiles. When a person is looking for new housing or a new neighborhood, the availability and ease of transportation systems is a key consideration.

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. A range of housing types and densities must be properly distributed to meet changing lifestyles and affordability needs. Needs 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 Recommended Land Use Map and a physical layout 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

Strong neighborhoods with quality housing will reinforce adjacent commercial areas. Neighborhood residents will shop at the commercial areas, neighborhoods will provide a positive backdrop for patrons outside of the neighborhood, and quality housing will accommodate employees.

PRESERVE, ENHANCE, AND INVEST IN THE AREA'S REGIONAL DESTINATIONS

The relationship between residential areas and regional destinations should continue to complement each other through extensive collaboration, a planned approach to change, and investment that maintains area character. Regional destinations and the adjacent neighborhoods should reinforce each other and can do so by helping each other achieve safe, clean, and attractive areas.



GUIDING PRINCIPLES & PLANNING RECOMMENDATIONS

PROMOTE DIVERSE 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.
 - Discourage new developments which provide only below-market rate housing.
 - Work with the Housing Authority, Missouri Housing Development Commission, and other entities providing below-market rate housing 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 programs in new development throughout the planning area.
- Cluster high density housing in nodes and along corridors as consistent with the Recommended Land Use Map and Development Form Map.
- Increase housing opportunities for those with moderate and low incomes, and promote mixed income housing.
- Encourage the completion of a comprehensive housing study that will examine the supply, need, and issues relating to housing in Kansas City for all income levels.
 - As part of the study, determine if a policy is needed that would require new housing developments to incorporate affordable units within the development or contribute to a housing fund.

ENCOURAGE RESIDENTIAL INFILL WITH COMPATIBLE SCALE AND CHARACTER

The Midtown / Plaza area contains some of the grandest neighborhoods in the region and also neighborhoods victim to disinvestment and vacancy. Neighborhoods across the spectrum have a unique character and infill development should respond to that character.

PLANNING RECOMMENDATIONS

- Amend the Zoning and Development Code by adding the Neighborhood Development Form Guidelines directly into the Zoning and Development Code.
- When design guideline customization is needed and / or enforcement is desired, zoning overlays are the tool within the Development Code that should be utilized. Stakeholders should work with City staff to establish an overlay zoning district (further defined on page 40) that is more appropriate for their specific neighborhood needs.
- Determine if special review for a demolition permit in residential areas is needed to prevent the demolition of desirable / character defining structures.
- Continue to access state funding resources to rehabilitate older buildings with historic tax credits and other incentives.

- Maintain vacant lots and explore alternative uses such as urban agriculture and storm water retention until infill projects are undertaken.
- Encourage major property owners and institutions to work with adjoining neighborhoods to create “master plans” that coordinate future expansions within this Plan’s policy framework
 - For physical development and / or where appropriate, major property owners and institutions should apply to the City for Master Planned Development (MPD) zoning to provide more certainty as to future development.

TARGET STRATEGIC AREAS FOR REDEVELOPMENT

Instead of spreading resources thinly across the area (those above basic City services), strategically apply resources to targeted areas for redevelopment that will provide the greatest improvement and catalyst for further development.

PLANNING RECOMMENDATIONS

- Utilize the AdvanceKC Scorecard to identify where and how to target areas for redevelopment; specifically, sections IV. Geography and V. Project Enhancements (see Appendix X for the AdvanceKC Scorecard).
- When incentives are used for new 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.
- Continue to 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.
- Work to improve vacant lot management/maintenance and implement strategies designed to prevent additional 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.
 - Continue to partner with area neighborhoods for vacant lot maintenance.

SPECIFIC RECOMMENDATIONS

- Create an inventory to assess the condition of infrastructure within each neighborhood, seek funding, and construct needed improvements.
- 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 -subsidized vs. market rate
 - Housing vacancy and status
 - 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 housing value or rent
 - Number and value of new projects
 - School enrollment
 - Crime statistics (trends)
 - Litter index
 - Access to healthy food
 - Number of predatory lending establishments
 - Resident satisfaction surveys
 - Building permit activity



07 - ECONOMIC DEVELOPMENT





The Economic Development Chapter is intended to provide an outline for economic development related strategies and provide a framework for priorities that support the Plan’s goals and guiding principles. Implementation strategies in the chapter are designed to attract development and investment which improves the overall prosperity and health of Midtown / Plaza neighborhoods, corridors, nodes and districts through:

- The implementation of the AdvanceKC Plan
- Attraction of development to commercial areas that have low levels of economic activity
- Improvement of access for people to jobs through:
 - Encouraging a wide range of housing options for residents
 - Enhancement of the areas multi-modal transportation network
 - The reinforcement of district activity centers
- Maintaining an environment that is attractive to existing and perspective business owners

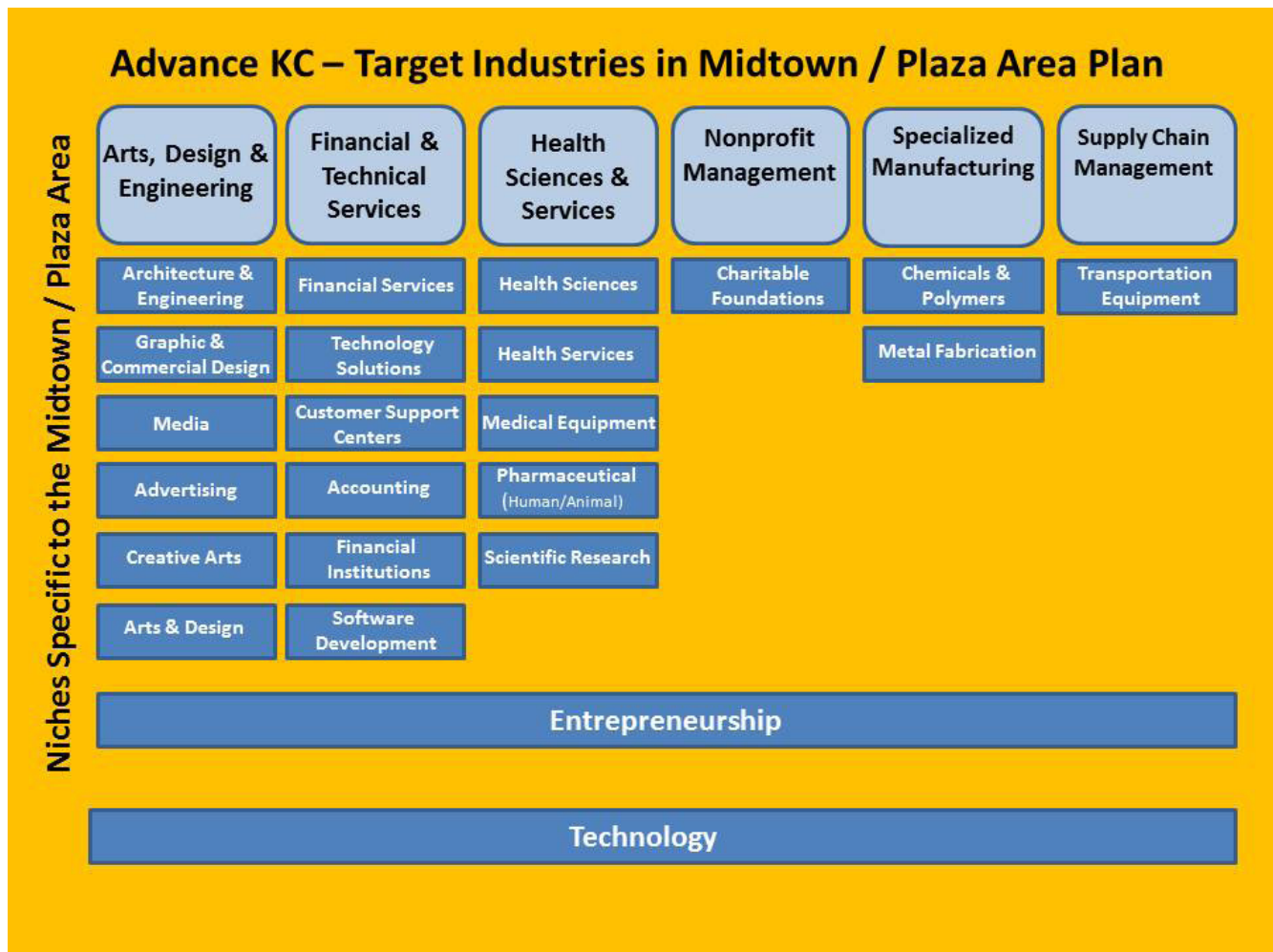


FIG. 7.0 - ADVANCE KC INDUSTRIES TABLE



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 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.

Each of the 6 targeted industry sectors identified within the Plan have some application within the diverse Midtown / Plaza area.

- **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 Sciences and Services** - 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.
- **Specialized Manufacturing** - The plan area contains properties, such as the industrial park in the northwestern portion within its boundaries that will continue to support a wide variety of light manufacturing businesses and jobs. According to the Advance KC Report, these uses provide good jobs and competitive pay and are less at risk of being out-sourced than other sub-sectors. It is anticipated that these uses will be limited to the Westside Industrial Park located in the northwestern portion of the plan area.
- **Supply Chain Management** - Kansas City's strategic location gave rise to its growth as a hub for the delivery, assembly and shipping of goods. The access to both the roadway and railroad system makes this an important sector into the future. It is anticipated that these uses will be limited to the Westside Industrial Park located in the northwestern portion of the plan area.



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 were 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

Strong neighborhood identities, personalities, character, and quality housing choices enhance livability. Desirable places to live are good for businesses because they provide attractive places for their employees to live in close proximity to work and better access to patrons.

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

The planning area is a center of innovation and exchange with concentrations of employment, cultural and higher education institutions, and residential neighborhoods. To enhance that role, support and investment is needed to ensure the area remains a place people and businesses want to be.

PRESERVE, ENHANCE, AND INVEST IN THE AREA'S REGIONAL DESTINATIONS

The areas regional destinations serve as a center of culture, employment, and entertainment within the community and in turn draw a significant number of people and revenue to the region, and it is important they continue to do so.



GUIDING PRINCIPLES AND RECOMMENDATIONS

The following is a listing of the Plan's Guiding Principles and Recommendations and implementation measures that will help to achieve them.

PROVIDE AN ENVIRONMENT THAT ATTRACTS AND RETAINS BUSINESSES AND CUSTOMERS TO THE AREA.

The area has many large institutions and commercial districts, and small businesses that are important contributors to the local economy. Outreach efforts should be made to assess the business community's ongoing needs.

PLANNING RECOMMENDATIONS

- Encourage new development projects to locate along existing corridors and districts that provide excellent access to transit so that workers can get to jobs.
- Maintain a mixture of housing types at various levels of affordability.
- Coordinate transportation improvements that are designed to improve mobility through the expansion of enhanced transit, similar to the Main and Troost MAX Lines and pedestrian and bicycle improvements. Refer to the Transportation Chapter for specific recommendations.

SPECIFIC RECOMMENDATIONS

- The City and the EDC should work with institutions, neighborhoods and business interests to support the implementation of the AdvanceKC Plan to most effectively develop the proposed target sectors and direct economic development to locations of need as consistent with the policies of this Plan.
- Conduct a housing/transportation study that examines low-income residents' ability to access major employment centers.
- Create a business umbrella organization for the plan area, similar to the Downtown Council, to better organize and coordinate the efforts of area businesses and employers.
- Ensure that employers planning to expand or hire additional employees from the plan area are aware of programs and services providing those efforts.

PROVIDE AN ENVIRONMENT THAT STIMULATES START-UP BUSINESS SUCCESS.

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.

PLANNING RECOMMENDATIONS

- Start-up businesses should be encouraged to locate in commercial areas that have vacancies and/or are distressed and create job opportunities for local residents.
- Facilitate start-up business relocation to permanent locations within the plan area, as consistent with the Plan's recommendations.
- Leverage the momentum of recent successes and complete projects that have already been started.

SPECIFIC RECOMMENDATIONS

- When a proposed development project is granted a tax incentive but remains unbuilt, a policy should be considered by the City to “sunset” the incentive and development plan after an agreed amount of time.
- Work with LaunchKC, a business accelerator program to locate businesses in underutilized commercial corridors.

INCREASE AWARENESS OF BUSINESS ASSISTANCE PROGRAMS OFFERED BY THE CITY AND ECONOMIC DEVELOPMENT CORPORATION (EDC).

The community business survey conducted in 2013 revealed that 80% of businesses citywide (and 86% in the Midtown / Plaza area) were unaware of local business assistance programs. Due to marketing efforts, the percentage of businesses unaware of the assistance programs fell to 56% citywide in 2014 (a 2014 survey was not completed for only the Midtown / Plaza area). Continuing to increase awareness will help area businesses with their various needs and help to ensure that assistance programs are utilized to their fullest potential.

PLANNING RECOMMENDATIONS

- Utilize tools such as Community Improvement Districts to fund needed services and improvements and to champion area businesses and their needs.
- Identify (through Business Surveys and the Implementation Committee) what services are desired by the business community and prioritize public improvements and services to satisfy those needs.

SPECIFIC RECOMMENDATIONS

- The EDC should continue to conduct the business survey to determine business’ wants and needs with the goal of efficiently directing business retention and assistance efforts.
- The EDC should continue to develop sustained partnerships with training providers, community-focused organizations, professional associations, and other entities that can be supportive of attracting and sustaining development.
- The Midtown / Plaza Implementation Committee should launch a branding and marketing campaign for the area that highlights the positive characteristics and competitive strengths of the area.

08 - IMPLEMENTATION



CHAPTER ORGANIZATION

The chapter includes an overall framework to guide plan implementation. The Implementation Matrix identifies a general phasing, cost, and responsible entities to carry out key projects and initiatives recommended in each chapter. The Decision Making Criteria provides guidance on how to evaluate future proposals and requests to change the plan to ensure that projects are substantially advancing the goals and aspirations of the plan.



IMPLEMENTATION

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 the community to carry out Plan initiatives.

Key elements of the implementation program include:

- 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.
- A strong, consistent leadership in support of the Plan.
- Coordinated actions between City departments and other agencies (i.e. KCATA), and incorporation of Plan recommendations into service delivery.
- Communication between City and neighborhoods.

BUILD COMMUNITY ORGANIZATIONAL CAPACITY AND ENGAGEMENT

It is recommended that a committee representing area community organizations, neighborhood groups and business organizations be created and unify 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 Committee will coordinate and lead the implementation program. The Midtown / Plaza Area Plan Implementation Committee should include neighborhoods, institutions, 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.
- Create supporting organizations for commercial/business districts and corridors. Utilize existing organizations whenever possible to expand into areas where no community organizations exist.
- Keep Stakeholders Involved. No one knows the issues as well as the collective group of stakeholders participating in this Plan. Those connections must be maintained and stakeholders must remain engaged. The Stakeholders should be

proactive about Plan implementation and be empowered to champion the vision and projects.

- Keep the Community Informed. Continued outreach to the community will be important to ensure community buy-in and support on projects and developments.

ALIGN CITY DEPARTMENTS AND OTHER GOVERNMENT AGENCIES TO IMPLEMENT PLAN GOALS

Coordinate City departments and other government agencies responsible for implementing recommended Plan actions. This should begin in the early stages of Plan implementation and is anticipated to be an ongoing effort.

- It is critical that new City initiated projects from every department happen in conjunction with the Plan.
- Continue dialogue and coordination with departments to ensure that service and project delivery are in line with the goals and priorities of the Midtown / Plaza Area Plan.

STRENGTHEN AREA PLAN IMPLEMENTATION IN CITY ORDINANCES AND POLICIES

Area plan goals, guidelines and recommendations should be integrated into city codes and ordinances, policy documents and the City's capital improvement planning processes to help ensure consistent implementation of Plan goals.

- Implement code amendments and ordinances to advance Plan goals. Examples include zoning overlays, amendments to the residential zoning lot and building standards, and adoption of development form guidelines.
- Integrate area plan recommendations into the capital improvement planning process. Work with the Public Improvements Advisory Committee (PIAC) to consider area plan guidelines and priorities in evaluating project requests.
- Incorporate area plan goals and recommendations into other City policy documents like the Consolidated Plan, Bike KC Plan and other similar documents.

IMPLEMENTATION MATRIX

The recommendations of this plan are listed in the following Implementation Matrix. Each recommendation includes:

- Page number(s) that should be referenced for more information or context regarding that recommendation.
- If the project is one that needs to be prioritized and initiated or is an ongoing project (that may also require a change or initiation). Many projects may require prioritization but then becomes an ongoing effort.
- The responsible entity. The responsible entity is not necessarily the project champion - just the entity most likely to carry out the recommendation. It is important to note that initiation of the project may have to come from another entity.
- The other entities listed will need to support the responsible entity in completing the recommendation.

		Page with Additional Information	Timeframe	Lead Entity:		
			Prioritize for Initiation (P) OR Ongoing (O)	Implementation Committee	City / Government Agency	Other Entity (Businesses, Neighborhoods, Developers, Not For Profit, Etc.)
1	Upon adoption of the plan, form the Midtown Plaza Implementation Committee to implement the policies of this plan.	26	Once formed, Ongoing effort		●	
LAND USE AND DEVELOPMENT						
2	Examine and potential adjustment of the Zoning and Development Code to ensure dense urban neighborhoods are allowed, without also allowing a building type that could compromise the existing character.	23	P		●	
3	When design guidelines are appropriate only for certain neighborhoods, corridors, districts, etc., customization is needed, and / or enforcement is desired, zoning overlays are the tool within the Development Code that should be utilized.	24	P			●
4	Amend the Development Code, where necessary, to ensure zoning categories allow new construction at the scale of the existing “good” development, without also allowing development that is inappropriate for the scale and character of areas.	24	P		●	
5	The City should consider a “regional” storm water management approach to facilitate urban redevelopment.	25	P		●	
6	Explore improvement of energy efficiency ordinances, codes and regulations requiring up to date energy efficiency standards for any development project funded in whole or in part using public funds.	26	P		●	
7	Make Construction & Demolition Recycling mandatory for City-supported projects.	26	P		●	
8	Integrate the requirements and intent of the City’s Overflow Control Plan (OCP) as a requirement within the Development Code.	26	P		●	
9	Incorporate stormwater BMP requirements into the City’s Development Code.	26	P		●	

		Page with Additional Information	Timeframe	Lead Entity:		
			Prioritize for Initiation (P) OR Ongoing (O)	Implementation Committee	City / Government Agency	Other Entity (Businesses, Neighborhoods, Developers, Not For Profit, Etc.)
10	For the Development Form Guidelines that are fundamental, quantifiable, and could be applied citywide, the Zoning and Development Code should be amended to add those guidelines from the Development Form Map and Guidelines directly into the Zoning and Development Code.	31	P		●	
11	Implement the bowl concept as a zoning overlay or other ordinance that changes the height requirements of all properties within the “bowl” to match the Bowl Concept Map.	48	P	●		
12	Adopt a zoning overlay district or other ordinance to restrict the allowed land uses in the B4-5 zoning in Area A, the Country Club Plaza	59	P	●		
13	Amend the Troost overlay to include additional design requirements.	84	P			●
14	Undertake the rezoning of property when existing zoning is inconsistent with the recommendations of the Recommended Land Use Map.	92	P			●
15	The City of Kansas City, Missouri, the KU Medical Center located near 39 th and State Line Road, and Kansas City, Kansas should develop a comprehensive development strategy for the areas adjacent to the KU Campus.	97	P		●	
16	The Valentine Neighborhood Association and area property owners should engage in a neighborhood master planning process for this area. Upon completion and adoption by the City, the recommendations within the Valentine Neighborhood Plan may be applied to the Midtown / Plaza Area Plan to coincide	101	P			●
	with its recommendations.					

		Page with Additional Information	Timeframe	Lead Entity:		
			Prioritize for Initiation (P) OR Ongoing (O)	Implementation Committee	City / Government Agency	Other Entity (Businesses, Neighborhoods, Developers, Not For Profit, Etc.)
TRANSPORTATION						
17	Create and adopt standards for complete streets.	115	P		●	
18	Improve the existing wayfinding signage program throughout the area.	115	P	●		
19	Apply for appropriate zoning overlays and additional walkability standards in Priority Pedestrian Corridors and Transit Oriented Development (TOD) areas.	115	P	●		
20	Conduct a study that evaluates and provides solutions to improve the multi modal use of and access at / along: the Brookside Connector and Southwest Trafficway and the Bellevue / Madison Corridor.	116	P		●	
21	Complete a transportation impact study for the South Plaza Area.	116	P		●	
22	Improve pedestrian connections between Districts.	116	P		●	
23	Conduct a detailed multimodal study of the Main Street corridor if it is identified as a future streetcar route.	116	P		●	
24	Reestablish the extension of Mill Street to Washington Street between the Westport District and 43 rd Street.	116	P		●	
25	Complete Neighborhood Walkability Assessments.	117	O			●
26	Improve pedestrian connections between Mill Creek Park and Brush Creek Trail.	117	P		●	
27	Ensure intersections and areas with high pedestrian activity are equipped with adequate lighting.	117	P		●	
28	Prioritize pedestrian improvements along Pedestrian Priority Corridors, Pedestrian Priority Nodes, and Great Streets .	117	P		●	
29	Improve sidewalks and relocate street signs, street lights, utility poles, and fire hydrants where ADA requirements are not met.	117	P		●	

		Page with Additional Information	Timeframe	Lead Entity:		
			Prioritize for Initiation (P) OR Ongoing (O)	Implementation Committee	City / Government Agency	Other Entity (Businesses, Neighborhoods, Developers, Not For Profit, Etc.)
30	Explore road diet or lane narrowing candidate streets that could potentially be reconfigured to improve pedestrian and bicycle mobility.	117	P		●	
31	Improve connection between Trolley Track Trail and Brush Creek Trail at Volker Boulevard including an enhanced street crossing.	117	P		●	
32	Work with the – Pedestrian Advisory Committee (BPAC) to determine possible changes to the KC Bike Plan.	119	O	●		
33	Install bicycle infrastructure including wayfinding signage, lane striping, and infrastructure improvements in accordance with the Bike KC Plan.	119	P		●	
34	Provide bicycle racks throughout the planning area including within new development projects, at all public parking lots, and at transit stops.	119	O		●	
35	Provide an easy to understand ranking system for bicycle routes for users to understand rider type and safety considerations.	119	P		●	
36	Work with Bike Share KC to continue expansion of the B-cycle program within the Midtown / Plaza area.	119	P			●
37	Conduct lighting assessments of and construct improvements at “dark zones,” intersection locations with high bicycle activity, locations where bicycle routes intersect with Major Streets, and along the Brush Creek Trail.	119	P		●	
38	Improve the east-west connectivity of bike facilities.	120	P		●	
39	Discuss Bike KC candidates for improvements to either a Sharrow or Bike Lane configuration.	120	O	●		

		Page with Additional Information	Timeframe	Lead Entity:		
			Prioritize for Initiation (P) OR Ongoing (O)	Implementation Committee	City / Government Agency	Other Entity (Businesses, Neighborhoods, Developers, Not For Profit, Etc.)
40	Construct the Brush Creek Trail west to State Line to provide a contiguous path through the corridor.	120	P		●	
41	Provide additional ramped access points to Brush Creek Trail to provide access for bicycles as well as strollers and wheelchairs.	120	P		●	
42	Ensure safe street crossings.	120	P		●	
43	Establish Transit Oriented Development (TOD) requirements for development in nodes along transit corridors.	122	P		●	
44	Work with the Kansas City Area Transportation Authority (KCATA) to assess transit access and connections to districts.	122	P		●	
45	Identify both possible transit stop removals and improvements with the KCATA to provide cost savings and increase efficiencies within the system.	122	P		●	
46	Explore incentivizing (density bonuses, etc.) dense development, per the Recommended Land Use and Development Form Maps, within ¼ mile of transit stops to bring workers closer to transit.	122	P		●	
47	Ensure transit stops are equipped with adequate lighting.	122	P		●	
48	Work with the Kansas City Area Transportation Authority (KCATA) to review possible bus stop improvements.	122	P		●	
49	Creation of a transit center (similar to the existing facility at 39 th and Troost) that coordinates the potential streetcar, MAX, and local routes should be discussed.	122	P		●	
50	Work to standardize parking identification through the use of a standardized parking symbol on public and private lots.	124	P		●	

		Page with Additional Information	Timeframe	Lead Entity:		
			Prioritize for Initiation (P) OR Ongoing (O)	Implementation Committee	City / Government Agency	Other Entity (Businesses, Neighborhoods, Developers, Not For Profit, Etc.)
51	Examine left-turn opportunities on roads where left turns are currently restricted including: Southwest Trafficway, Main Street, 31st Street, and 39th Street.	124	P		●	
52	Support future improvements on Main Street, such as the extension of the Phase I Main Street streetcar into the Midtown / Plaza area.	122	P	●		
53	Work with public works to determine if one-way to two –way street conversions are appropriate.	124	P		●	
54	Work with the Public Works Department to consider centralized parking systems to phase out surface parking lots.	124	O		●	

		Page with Additional Information	Timeframe	Lead Entity:		
			Prioritize for Initiation (P) OR Ongoing (O)	Implementation Committee	City / Government Agency	Other Entity (Businesses, Neighborhoods, Developers, Not For Profit, Etc.)
HOUSING AND NEIGHBORHOODS						
55	Work with the Housing Authority, Missouri Housing Development Commission, and other entities providing below-market rate housing to explore ways to avoid and reduce high concentrations of subsidized housing units.	130	P	●		
56	Include housing diversity and market rate housing goals in the Consolidated Plan.	130	O		●	
57	Proactively engage developers to provide affordable housing options using available programs in new development throughout the planning area.	130	O		●	
58	Encourage the completion of a comprehensive housing study.	130	P		●	
59	Amend the Zoning and Development Code by adding the Neighborhood Development Form Guidelines directly into the Zoning and Development Code.	130	P		●	
60	Determine if special review for a demolition permit in residential areas is needed to prevent the demolition of desirable / character defining structures.	130	P			●
61	Maintain vacant lots and explore alternative uses such as urban agriculture and storm water retention until infill projects are undertaken.	131	O			●
62	Continue to utilize community surveys to identify City service priorities and needs. Align service delivery and capital improvement funding accordingly.	131	O		●	
63	Target code enforcement, clean sweeps and rehab to blocks adjacent to areas targeted for redevelopment and to blocks with chronic and long standing problems.	131	O		●	

		Page with Additional Information	Timeframe	Lead Entity:		
			Prioritize for Initiation (P) OR Ongoing (O)	Implementation Committee	City / Government Agency	Other Entity (Businesses, Neighborhoods, Developers, Not For Profit, Etc.)
64	Work to improve vacant lot management/maintenance and implement strategies designed to prevent additional vacant lots.	131	O			●
65	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.	132	O		●	
66	Create an inventory to assess the condition of infrastructure within each neighborhood, seek funding, and construct needed improvements.	132	P			●

		Page with Additional Information	Timeframe	Lead Entity:		
			Prioritize for Initiation (P) OR Ongoing (O)	Implementation Committee	City / Government Agency	Other Entity (Businesses, Neighborhoods, Developers, Not For Profit, Etc.)
ECONOMIC DEVELOPMENT						
67	Coordinate transportation improvements that are designed to improve mobility through the expansion of enhanced transit, similar to the Main and Troost MAX Lines and pedestrian and bicycle improvements.	139	P		●	
68	Conduct a housing/transportation study that examines low-income residents’ ability to access major employment centers.	139	P		●	
69	Ensure that employers planning to expand or hire additional employees from the plan area are aware of programs and services providing those efforts.	139	O		●	
70	Create a business umbrella organization, similar to the Downtown Council, to better organize and coordinate the efforts of area businesses and employers.	139	P			●
71	Utilize tools such as Community Improvement Districts to fund needed services and improvements and to champion area businesses and their needs.	140	O			●
72	The EDC should continue to develop sustained partnerships with training providers, community-focused organizations, professional associations, and other entities that can be supportive of attracting and sustaining development.	140	O		●	
73	A policy should be considered by the City to “sunset” the incentive and development plan after an agreed amount of time.	140	P		●	
74	Work with LaunchKC, a business accelerator program to locate businesses in underutilized commercial corridors.	140	O		●	

		Page with Additional Information	Timeframe	Lead Entity:		
			Prioritize for Initiation (P) OR Ongoing (O)	Implementation Committee	City / Government Agency	Other Entity (Businesses, Neighborhoods, Developers, Not For Profit, Etc.)
75	Identify (through Business Surveys and the Implementation Committee) what services are desired by the business community and prioritize public improvements and services to satisfy those needs.	140	O		●	
76	Launch a branding and marketing campaign for the area that highlights the positive characteristics and competitive strengths of the area.	140	P	●		



DECISION MAKING CRITERIA

AMENDMENTS AND DECISION MAKING CRITERIA

Amendments and exceptions to the Plan are anticipated. The Plan is intended to be flexible and provide guidance should unforeseen conditions arise. However, as amendments and exceptions are made, care should be taken not to incrementally erode the overall vision. All proposed amendments should be evaluated by the Implementation Committee and weighed against the Vision Statement, Goals, Guiding Principles, and the Decision Making Criteria prior to being considered by a decision-making body (City Council, Parks Board, BZA, etc.). Examples of the decisions include proposed development or rezoning requests, proposed capital improvements, proposed policy changes or service delivery changes, and activities by community organizations.

A major role of the Plan is to provide a basis for decision-making based upon the vision identified through the process. The following decision making criteria should be used to guide the evaluation of proposed amendments to the Plan and when reviewing development applications or other projects, initiatives or proposals within the plan area:

WILL THE PROPOSED DEVELOPMENT OR ACTION MAKE IT EASIER TO MOVE AROUND THE MIDTOWN / PLAZA AREA? WILL IT:

- Improve overall transportation system connectivity and navigability for users
- Provide an environment where people want to walk
- Maintain the urban street grid and pedestrian scale blocks
- Improve upon area infrastructure
- Provide safe, convenient routes for bicyclists through the implementation of the recommendations within the Bike KC Plan
- Improve pedestrian movements and mitigate barriers
- Improve access to transit and transit usability
- Ensure cars can conveniently move within and through the area
- Compromise the usability of any transportation mode

WILL THE PROPOSED DEVELOPMENT OR ACTION MAINTAIN NEIGHBORHOOD IDENTITY AND CHARACTER WHILE INCREASING THE VARIETY OF HOUSING OPTIONS FOR RESIDENTS? WILL IT:

- Reinforce and embrace the historic urban development pattern of the area
- Respect appropriate, established land uses and not encroach into less dense / intense areas
- Preserve and / or adaptively reuse historic buildings
- Ensure adequate infrastructure is provided
- Implement sustainable, green infrastructure solutions
- Strengthen / reinforce open, clear, upfront communication between the project developer and registered neighborhood and business associations within close proximity to the project

WILL THE PROPOSED DEVELOPMENT OR ACTION MAINTAIN AND STRENGTHEN THE AREA URBAN DEVELOPMENT PATTERN? WILL IT:

- Focus density and establish land uses at appropriate areas, as guided by the Recommended Land Use Map
- Follow the recommendations of the Development Form Guidelines (pedestrian oriented buildings, pedestrian scale blocks, encourage street level pedestrian activity, etc.)
- Provide access to a comprehensive transportation system.
- Decrease dependency on single occupancy automobiles
- Promote physical and social connections Maintain and improve upon the area's interconnected system of open spaces
- Improve accessibility to parks and recreational facilities

WILL THE PROPOSED DEVELOPMENT OR ACTION SUPPORT THE EXISTING COMMERCIAL NODES AND ATTRACT AND RETAIN QUALITY BUSINESSES? WILL IT:

- Retain or attract target key industries as identified in the Advance KC Plan
- Target attraction to areas that improve long term viability of commercial areas as defined within the Plan:
- Promote density, particularly in Corridors and Nodes
- Consolidate commercial uses to districts and nodes
- Function as a mixed use development rather than single use development
- Focus resources and revitalization efforts to attract business to struggling commercial areas
- Ensure adequate access to support development goals

WILL THE PROPOSED DEVELOPMENT OR ACTION PRESERVE, ENHANCE, AND INVEST IN THE AREA'S REGIONAL DESTINATIONS? WILL IT:

- Improve connectivity
- Ensure adequate infrastructure is provided
- Reinforce and embrace the historic urban development pattern of the area
- Strengthen / reinforce open, clear, upfront communication between affected parties

WILL THE PROPOSED DEVELOPMENT OR ACTION IMPLEMENT SUSTAINABLE, GREEN INFRASTRUCTURE SOLUTIONS TO ACHIEVE MULTIPLE BENEFITS? WILL IT:

- Integrate “green” elements and sustainable approaches through the incorporation of:
 - Storm water management
 - Energy efficiency
 - Alternative energy production
 - Use of sustainable building materials
 - Integration of transit, walking, and biking

09 - APPENDICES





APPENDIX A: DEVELOPMENT FORM GUIDELINES

DEVELOPMENT FORM APPLICATION

Currently, the Development Form Map and Guidelines provide urban design guidance. Any property that requires a rezoning, a special use permit, receives tax incentives or requires a development plan, or receives tax incentives shall be subject to the plan's development form 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.

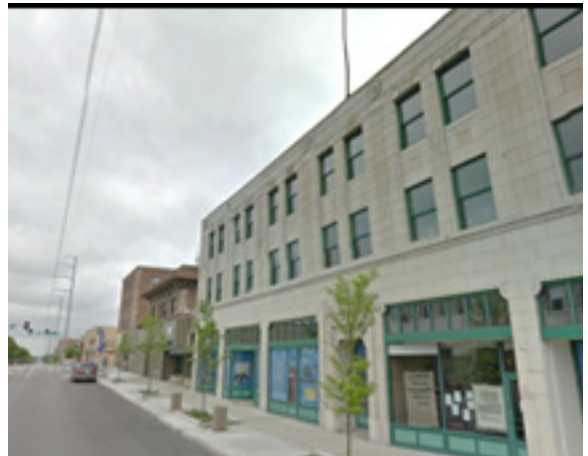
Some design guidelines are appropriate only to certain neighborhoods, corridors, districts, etc. When customization is needed and enforcement is desired zoning overlays are the tool within the Development Code that should be utilized. Stakeholders can work with City staff to establish an overlay zoning district (further defined on page 40) 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
 - Topography



- 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



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

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 park-ing 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.

TOPOGRAPHY

- Topography that varies greatly on a site could present a design challenge, but should not result in blank walls, screens, or other façade treatment that is not pedestrian friendly. Active uses should occupy ground floors.

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 order maintain a pedestrian scale development pattern, buildings built to the street line should consider stepping back after three floors in order to avoid the “canyon effect” along corridors, nodes and districts.
- 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.

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.
- Districts are regional attractions and therefore should be designed to ensure a high level of access and way finding for all modes of transportation.
 - Districts should generally be walkable, bikeable and transit accessible, exhibiting high pedestrian connectivity at the edges and overall highest pedestrian level of service (see Walkability Plan) throughout.
 - Vehicular access and circulation should be designed to provide multiple vehicular entrances to provide route options and not overload an individual street. Districts should balance the need to be highly permeable along

their edges, with the need to avoid excessive traffic on adjacent neighborhood streets.

- Districts should include a clear way finding system for both pedestrians and vehicles, which directs visitors to key destinations and parking. Districts which host large events should consider a traffic management plan.
- For industrial areas, truck traffic through adjacent neighborhoods should not be permitted.
- High pedestrian level of service may not be necessary for industrial districts which are inherently more vehicular oriented with a lower need for pedestrian mobility.
- Districts should include individual gateways features which establish an overall gateway theme for the district (see Citywide Guidelines for Gateways). Where topography permits, key view sheds and view corridors should be established and utilized to create a gateway effect as visitors approach the district.
- 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.



APPENDIX B: PLAZA SUB AREA

INTRODUCTION

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 shopping district, 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 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. A goal before the City with this Plan is 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.

HISTORY

The development of the Country Club District, as planned by J.C. Nichols, began at the turn-of-the 20th century. By the 1920's the J.C. Nichols Co. planned a retail business district to provide shops and services to nearby residents. The master plan of the Country Club Plaza was completed in 1922, and the following year, the first shops opened. The Country Club Plaza is regarded as the first planned suburban shopping district in the United States, and also as the first shopping area to accommodate the automobile. Designed as an outdoor shopping center, the Country Club Plaza is composed of low-rise buildings with a Spanish-architectural theme, ornate towers, cream-colored stucco storefronts and clay tile roofs. Works of art, sculpture and fountains enrich and beautify the sidewalks and public spaces.

PLAZA URBAN DESIGN AND DEVELOPMENT PLAN

Development in the Plaza area has never been static; the area has continued to grow and evolve from the original core of the Country Club Plaza. Since the early 1970's, the Country Club Plaza has been transformed from a neighborhood retail district into one of Kansas City's most important commercial centers, with more than a million square feet of high-level specialty retailing and many boutique shops. In the early 1980's this area emerged as a desirable area for high-rise offices and luxury apartments. From the early 1980's to the publication of the *Plaza Urban Design and Development Plan* in 1989, approximately 1 million square feet of office space had been constructed and 500 hotel rooms had been completed in the Plaza area; 350 new apartments and condominiums were completed and 1,300 units of luxury housing had been approved. Approved projects totaled an additional 2.28 million square feet of office space. As a result of the increased interest in development, as well as the Plaza area's uniqueness and importance to Kansas City, the City Development Department undertook the preparation of the *Plaza Urban Design and Development Plan*. The Plan sought to maintain the quality and character of the Plaza area and to ensure that new development respected the important design features that already existed in the Plaza area.

Numerous major developments were approved or proposed at the time of the *Plaza Urban Design and Development Plan's* adoption. Many of those approved or proposed projects have never been constructed and those that have were constructed at a much lower intensity than anticipated in the Plan. Most notably:

- The Madison Plaza project at 46th & Madison was approved in 1987 for a three phased project. Phase I included a 19-story, 252-room hotel; Phase II included an 8-story office and health club; and Phase III included a 16-story office and retail building. A 9-story hotel and 4-story office building were constructed.
- Phase I of the Alameda Towers project at 49th Terrace & Wornall Road was under construction at the time of Plan adoption. Phase I included a 19-story, 58-unit residential tower. Phase II, also a 19-story, 58-unit residential tower was proposed. Phase II has yet to be constructed.
- Kirkwood Circle at 50th Street and Wornall Road, was “approved, still under negotiation” at the time of Plan adoption and anticipated 7 residential towers, 13 to 18-stories each with a total of 650 residential units. While one “future phase” remains, what has been constructed is 1 64-unit structure, 1 26-unit structure, 1 16-unit structure, 2 4-unit structures, 7 3-unit structures, 1 2-unit structure, and 6 single family units. None of which, exceed 13 stories.
- The Brush Creek Redevelopment Corp project at Brush Creek Boulevard at Grand, known as the “Sailors Project” was approved in 1987 for 19-, 14-, 10-, and 5-story office buildings; 3 19-story and 1 14-story residential building; a health club; and retail space for a total of 751,740 square feet of office space and 685 residential units. One 3-story and 1 8-story office building and 4-story multi-family structures housing 396 residential units were constructed.
- The Center for Business Innovation, from 47th to Volker and Locust to Forest was approved in 1987 as a 2.5 million square feet research campus and office park. Constructed was a 90,000 square foot office; 40,000 square foot community training and conference center; and a 4-acre formal garden.

A set of new conditions had emerged since 1982 which required the Plan to guide the form and future development in the Plaza area. Those new conditions included:

- *The emergence of the Country Club Plaza as a regional shopping center, instead of a neighborhood shopping area.* According to a representative from the Country Club Plaza ownership, approximately 40% of sales are to tourists. While the shift from neighborhood to regional focus was stated as a concern, it is important to take into consideration that the Plaza area lost 25% of its population between 1980 and 2010; the tourist market has helped sustain the economic vitality of the Country Club Plaza.
- *he greatly increased interest in new office space in the Plaza.* The Plaza Plan went on to state, “The recent growth of the Plaza area as an office center is also a highly desirable development.” However, as office space has been added to the Plaza area, a concern has risen that more office space could upset balance of the residential, retail, and office mixed-use environment.
- *The growth of the University of Missouri-Kansas City and other institutions including St. Luke’s and Menorah Hospitals.* In terms of acreage and amount of funding spent, institutional uses have had the biggest impact on the Plaza area since 1989. More information is provided in the “Development 1989-2014” section below.
- *The continued demand for moderate-cost apartments and single-family housing in the Plaza area.* In 1980, 19% of housing values in the Plaza area were greater than \$200,000 compared to 8% for the City. By 2010, 54% of housing values in the Plaza area were greater than \$200,000 compared to 25% for the City. The median housing value in 1980 was \$101,043 (115% of the metro area median) and \$216,913 in 2010 (135% of the metro area median). While housing has become more expensive in the area, it is not significantly different than the shift for the City as a whole.
- *The new interest in luxury apartments and condominium units.* Three hundred and fifty units of newly constructed luxury apartments became available in 2014 alone. The Plaza area remains a desirable location for luxury housing units.

- *The need to establish new traffic patterns to accommodate increased growth.* Traffic is still a concern for the Plaza area. While new traffic patterns may be necessary to accommodate increased growth, it should not be at the expense of the other modes of transportation or character of the area. While many of the “Transportation Recommendations” have been implemented with positive improvements, the Main/Brookside connection improvements have not satisfied users adequately within the context of the area. Transportation improvements are further detailed in the Transportation Chapter starting on page 110.
- *The flood control changes that need to be made to Brush Creek, in light of the 1977 flood.* The City has been working with the Corps of Engineers to make flood control and aesthetic improvements along Brush Creek. The improvements continue and are implemented as funding is available.

While the Plan has conserved the outstanding amenities of the Plaza area while accommodating growth and change, it could not have anticipated all of the conditions of the last 25 years.

The next section summarizes the development from 1989-2014 and current and projected pressures on the area are discussed in the Process section.

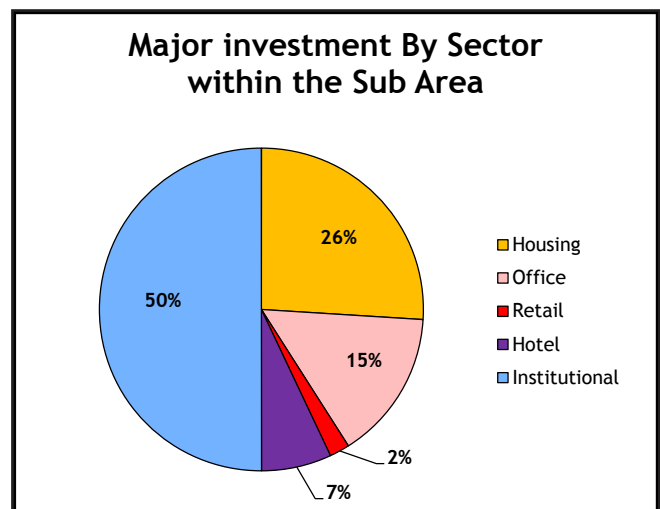
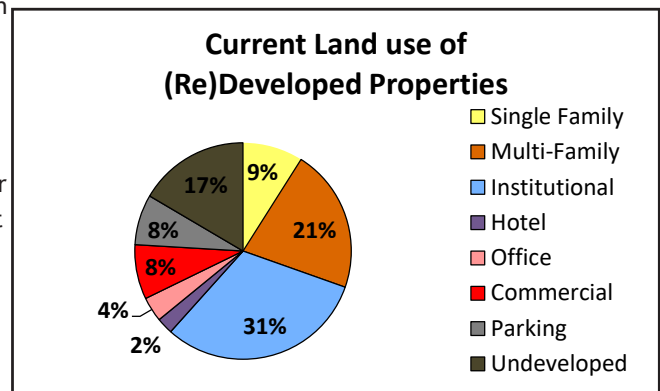
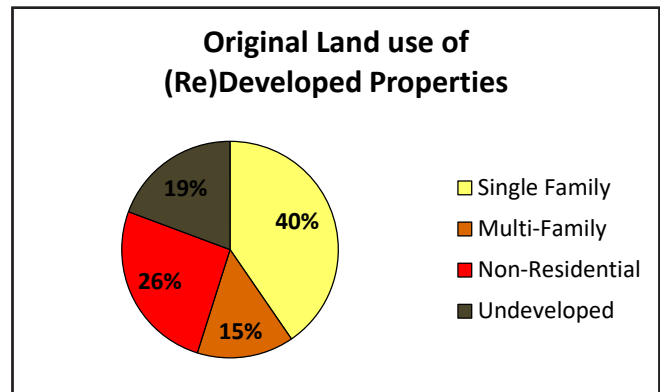
DEVELOPMENT 1989-2014

Since adoption of the *Plaza Urban Design and Development Plan*, approximately 10% of this area has seen demolition and/or new construction activity. However, investment in the area (not including public infrastructure investments, i.e. bridges) totals over \$2.5 billion. Approximately 68% of the investment was in new construction, 21% in expansions, and the remaining 11% in renovation. Investment within the entire City for that same time period totaled approximately \$36.7 billion and investment within the Central Business District totaled approximately \$3.7 billion.

Overall, there are fewer single-family units and more multi-family units in the area in 2014 than in 1989. Of the 547 single-family units demolished, 137 were demolished for institutional purposes, and 168 are now undeveloped lots. A majority of the undeveloped lots are owned by institutions (St. Luke’s Hospital or affiliate, Rockhurst University, and the Land Bank or Homesteading Authority). The only locations where single family units were replaced by hotel, office, or commercial uses were where the *Plaza Urban Design and Development Plan* recommended redevelopment.

- While the Plan did consider “The growth of the University of Missouri-Kansas City and other institutions including St. Luke’s and Menorah Hospitals.” It did not seem to fully anticipate the impact the institutional growth would have on the area. Institutional ownership significantly increased in the last 25 years and entire blocks of single family homes have been demolished to serve institutional purposes.

The majority of multi-family units redeveloped into multi-family units. The only multi-family units that were replaced by hotel, office, or commercial development were properties



The majority of multi-family units redeveloped into multi-family units. The only multi-family units that were replaced by hotel, office, or commercial development were properties recommended for redevelopment or where the **Plaza Urban Design and Development Plan** recognized an approved redevelopment project, with two exceptions. Those exceptions are: Hotel Sorella and Plaza Vista site and the expansion of a gas station at the northeast corner of Main & 44th Streets.

- The friction caused by new multi-family structures has been when it is considered to “encroach” into primarily single-family neighborhoods. While the **Plaza Urban Design and Development Plan** does make Planning Recommendations, it does not provide Recommended Land Uses for the entire area (the relevant Area Plan is referred to for this information). This plan does incorporate a Recommended Land Use Map that is consistent with the Planning Recommendations.

Roughly \$1.3 billion was invested by the area’s institutional uses. The institutional sector is responsible for not only the largest portion of reinvestment within the area, but also the largest area of redevelopment. This is true even with a significant data limitation: The State of Missouri is a superior jurisdiction and is not required to get building permits; therefore, data of demolition and new construction conducted by the University of Missouri Kansas City (UMKC) is limited. However, investment information is not impacted by this data limitation.

- Again, “The growth of the University of Missouri-Kansas City and other institutions including St. Luke’s and Menorah Hospitals” was a consideration of the Plan. The value added to the Plaza area by the institutions is not overlooked, but many neighborhoods are uneasy as to the amount of land owned by institutions given their impact on the area in the last 25 years. A map showing property within institutional ownership is on page 183.

A limited amount of commercial has been constructed between 1989 and 2013 (accounting for 16 acres of land area). These uses were along Main Street, on or adjacent to the Plaza, or in the Cleaver II Blvd and Troost area.

- Much concern over the years has gone into the conservation of the Country Club Plaza. While business, storefronts, streetscapes, and signage have changed over the years, new construction on the Country Club Plaza has been limited to infilling surface parking lots. The new construction largely provides a seamless transition to the original Plaza buildings, which have benefited from significant reinvestment.

Since 1989, there has been an addition of over 1.7 million square feet of new office space within 11 new buildings. At the time the **Plaza Urban Design and Development Plan** was adopted, 5,096,114 square feet of office was approved or proposed (of which, 2,500,000 square feet was for the UMKC Office Space). New/redeveloped office from 1989 to 2013 located adjacent to the Country Club Plaza, along Main Street, and along Bellevue Ave.

- While the office buildings/uses constructed are noted, other proposals were made. In general, the most controversial developments exceeded the recommended height limitations of the **Plaza Urban Design and Development Plan’s** “Bowl Concept” and/or replaced residential uses, questioning the impact of new office on the existing mixed-use balance.

Hotels were constructed in 1989, 1997, 1998, 2001, 2013, and another is approved and anticipated to be constructed in 2015. All of these hotels are between 45th Street and Ward Parkway, Bellevue and Main.

- All but one of the hotels built since 1989 have been within areas anticipating or accepting of redevelopment.

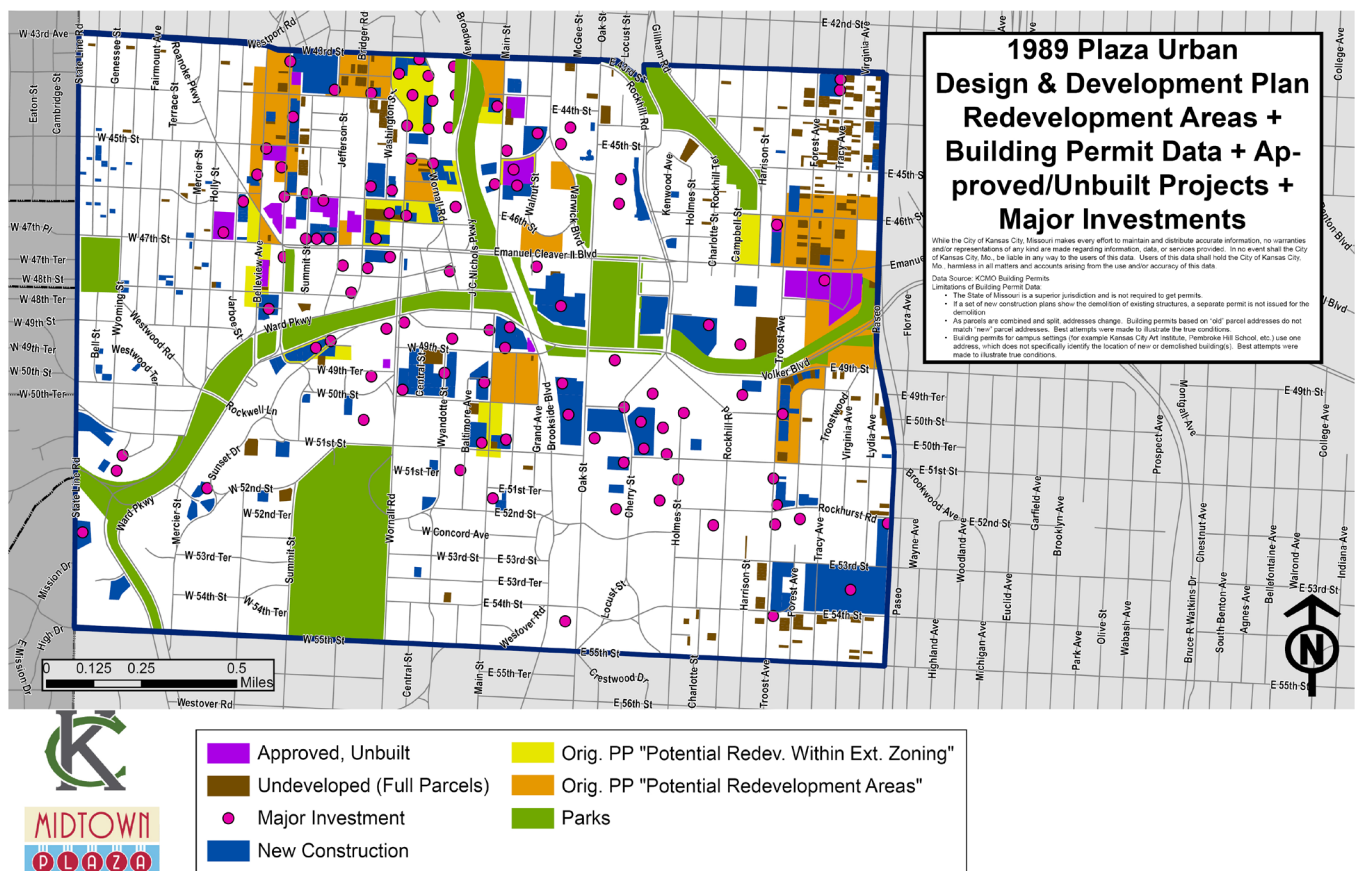
However, the increase in number of hotels is a reflection of the concern in the 1989 **Plaza Urban Design and Development Plan** of the emergence of the Country Club Plaza as a regional shopping center, instead of a neighborhood shopping area.

Approximately 38 acres in the area was undeveloped in 1989 and has since developed. Approximately 29 acres was developed in 1989, and is now undeveloped (demolition for surface parking lots account for an additional 14 acres).

- The properties that were developed in 1989 and are now vacant or serve as parking are mostly small parcels. Two hundred and fourteen single-family residences and two hundred and thirty-seven multi-family units were demolished and are either vacant or serve as parking. These vacant parcels are primarily owned by St. Luke's or affiliate in Plaza Westport, Land Bank and the Homesteading Authority in Manheim Park, and Rockhurst University south of Rockhurst.
- The Planning Recommendations in the *Plaza Urban Design and Development Plan* does not include a "maintain," "retain," or "preserve" designation. The Planning Recommendations for these areas is "No Recommended Rezoning." This recommendation has not caused pause for demolition. Neither has the residential zoning, which allows many institutional uses.

From 1990-1999, the majority of major development projects were located near the Country Club Plaza and around 45th & Main Streets. Since 2000, the distribution of major development projects north and south of Brush Creek was more balanced.

The location of development activity is shown on the map below. Approved, Unbuilt projects are projects that received City approval, yet construction has not begun. Major Investment projects are projects that exceeded \$3 million. New construction indicates the location of a new structure. Undeveloped shows full parcels that have no improvements. This map also indicates where the *Plaza Urban Design and Development Plan* denotes either "Potential Redevelopment Within Existing Zoning" or "Potential Redevelopment Areas."



PROCESS

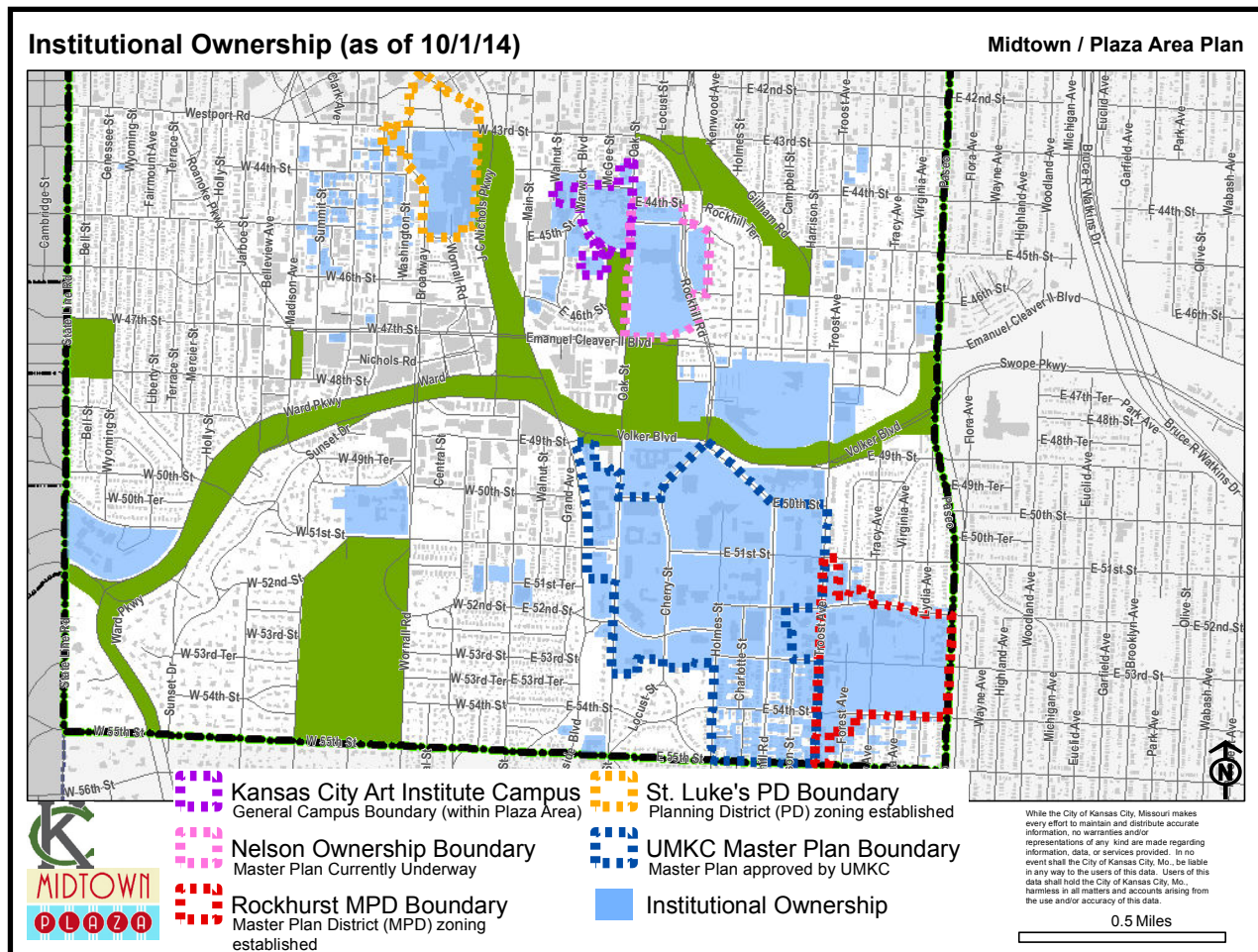
This information and more was analyzed with a balanced workgroup of *Midtown / Plaza Area Plan* Steering Committee members and community members that were selected to review, update, and integrate the *Plaza Urban Design and Development Plan* into the Midtown/Plaza Area Plan. The workgroup was convened because staff recognized that as all of the existing plans within the Midtown / Plaza area are incorporated and replaced within the Area Plan, a more detailed analysis of the *Plaza Urban Design and Development Plan* was needed.

As the workgroup met over a series of months, a new set of concerns, considerations, and pressures were established. These were key considerations when developing the recommendations for this Plan:

- Incorporation of *Plaza Urban Design and Development Plan* into the *Midtown / Plaza Area Plan*. The *Plaza Urban Design and Development Plan* will no longer exist as a stand-alone document. The purpose of integrating the *Plaza Urban Design and Development Plan* into the *Midtown / Plaza Area Plan* is to make recommendations easier to find and to better integrate the various recommendations. Stakeholders are concerned that by combining the *Plaza Urban Design and Development Plan* with the *Midtown / Plaza Area Plan*, recommendations will lose “weight.” As proactive implementation steps are taken and development is reviewed with the *Midtown / Plaza Area Plan*, staff will prove its continued dedication to the Plaza area recommendations by fully referencing and utilizing all recommendations within this Plan.
- Pedestrian accommodation on the Country Club Plaza. While Pedestrian Improvements are discussed in the Transportation Chapter on page 110, it is important to note a specific Plaza Area concern is the pedestrian environment on the Country Club Plaza and connections between area destinations. Since the original *Plaza Urban Design and Development Plan* was adopted, stop lights and pedestrian actuated signals have been added to the Country Club Plaza. With the intent to keep pedestrians safe, it has decreased observance by drivers of pedestrians and increased drivers’ dependence on traffic signals. This has had the impact of reducing the pedestrian right-of-way attitude on the Country Club Plaza. As noted, Pedestrian Improvements are fully covered on pages 117.
- Encroachment into single-family neighborhoods. Once established transition areas and distinguished lines between use types have faded in previous years. As stated previously, one of the main concerns is encroachment by area institutions. Property owned by institutions is shown in Figure 4.13 Plaza Sub Area Institutional Ownership Map.
- Balance of uses. Maintaining a balance of uses to ensure a successful mixed-use environment is a concern. The graphs on page 177 show how property has redeveloped. Forty-one percent of land redeveloped was single-family, 15% was multi-family, 25% was non-residential, and 20% was undeveloped. Nine percent of the land redeveloped into single-family use, 21% into multi-family, 48% into non-residential, and 23% is undeveloped or parking.
- Market pressures. To better understand market conditions within the Planning area, the process engaged “market experts.” The market experts provided great insight regarding development pressure within the area:
 - Development pressure is currently in the south Plaza area, particularly along and adjacent to Main Street from Ward Parkway to 51st Street.
 - Redevelopment of the Madison/Belleview corridor is limited because of how the two roadway corridors function. While access to the Plaza is a draw, the speed and volume of traffic is a deterrent.
- Preservation of Country Club Plaza. The owners of the Country Club Plaza have reinvested significant amounts to preserve the outstanding character and characteristics of the Country Club Plaza. Still, the intense zoning of the site raises concerns as to what could happen to this jewel of the City.
- Applying inappropriate precedent. In recent years, some stakeholders feel that “inappropriate” projects were approved. Instead of using recent development cases when reviewing new development proposals, staff and decision makers should instead review a proposal on how well it will fit within the original character of the Plaza area.

GOAL

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. Updated, revised, and new strategies for future development are outlined within this section of the Plan so that new development will contribute to the existing environment.



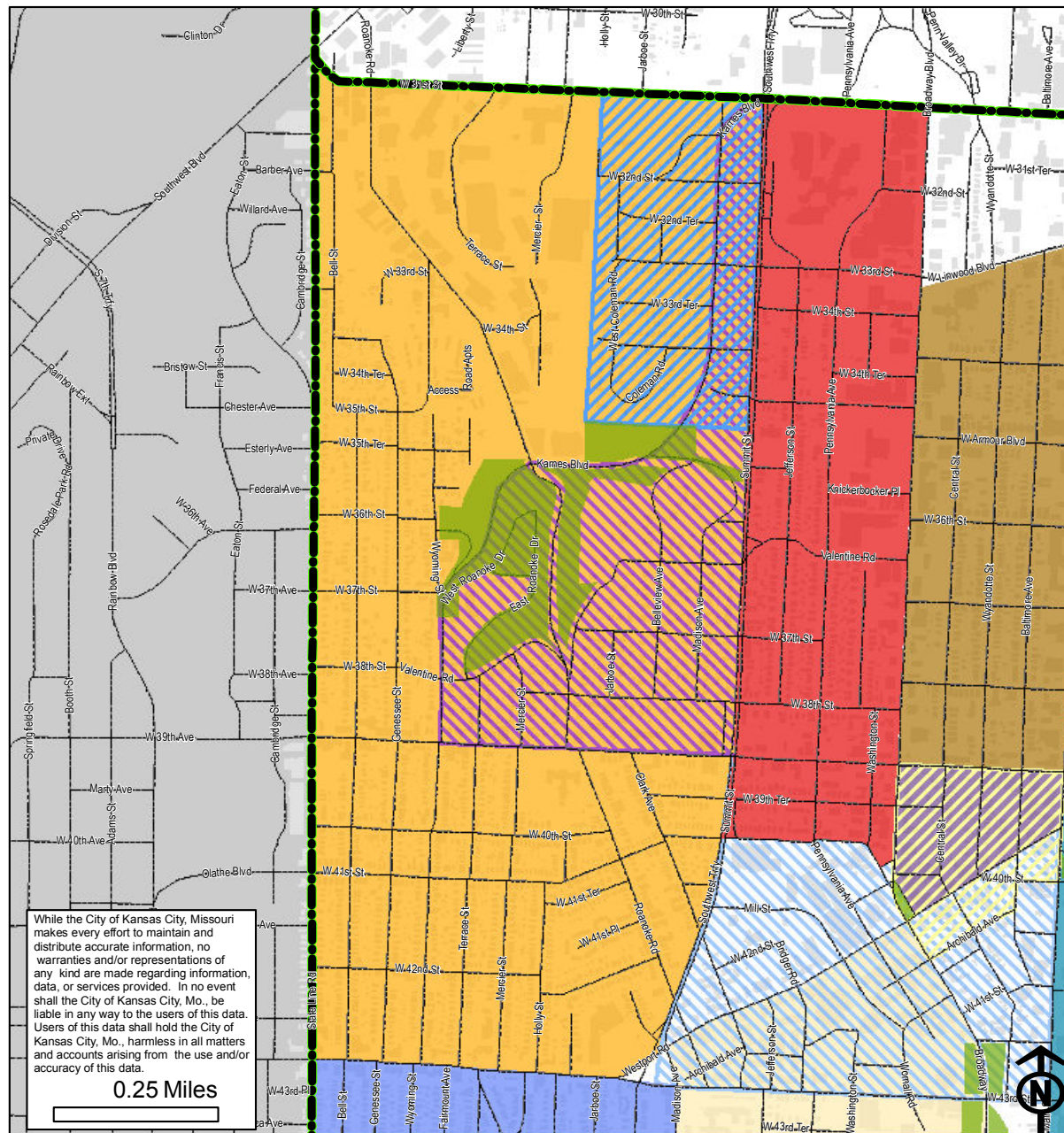


The following maps show the neighborhood group boundaries, as registered with the City of Kansas City Neighborhoods & Housing Services Department, as of 8/31/15. To confirm the neighborhood group information, please verify [here](#).

North East Sub Area Neighborhood Groups

as of 8/31/15 per the Neighborhood & Housing Services Department

Midtown / Plaza Area Plan



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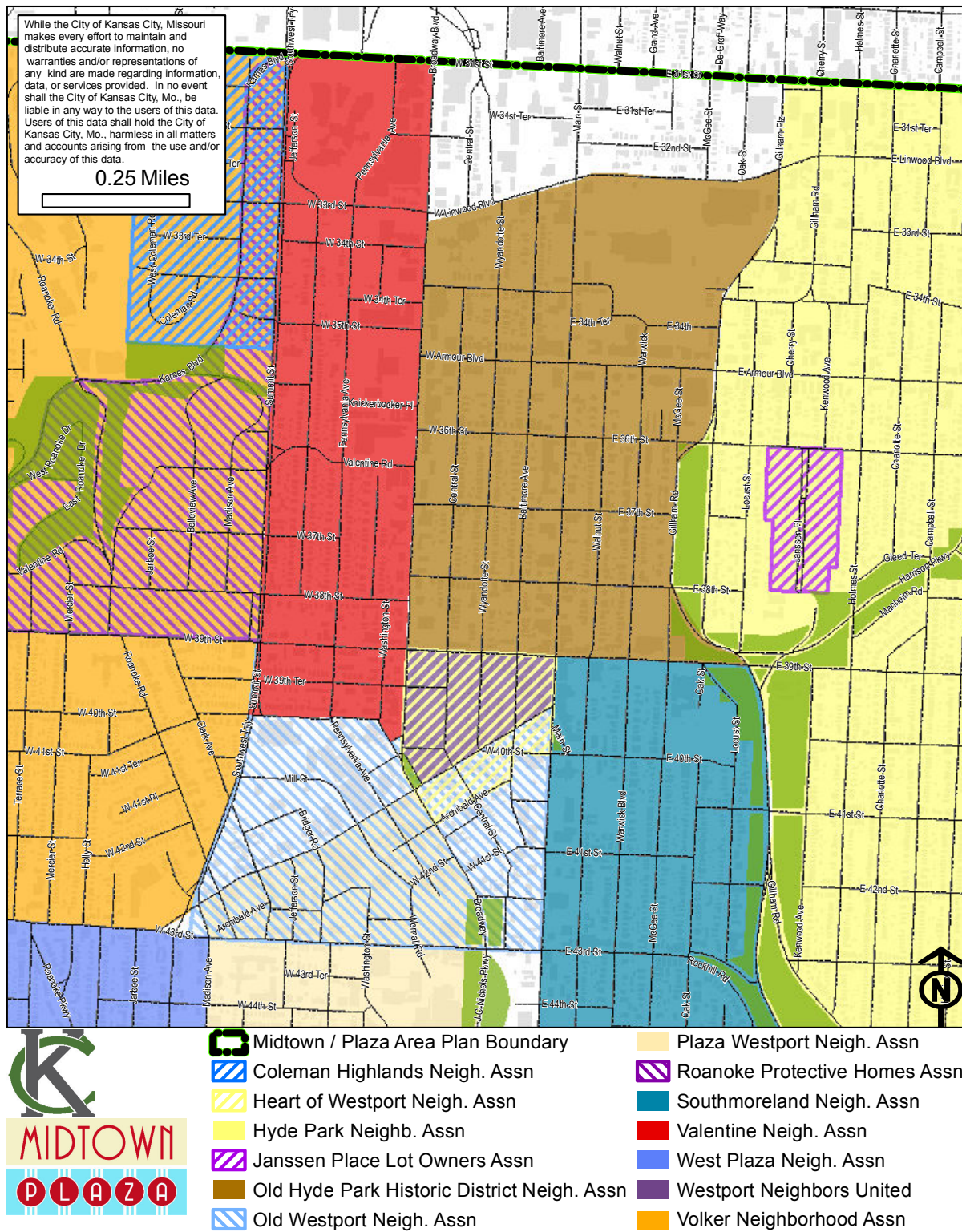
- Midtown / Plaza Area Plan Boundary
- Coleman Highlands Neigh. Assn
- Heart of Westport Neigh. Assn
- Old Hyde Park Historic District Neigh. Assn
- Old Westport Neigh. Assn
- Plaza Westport Neigh. Assn
- Roanoke Protective Homes Assn
- Southmoreland Neigh. Assn
- Valentine Neigh. Assn
- West Plaza Neigh. Assn
- Westport Neighbors United
- Volker Neighborhood Assn

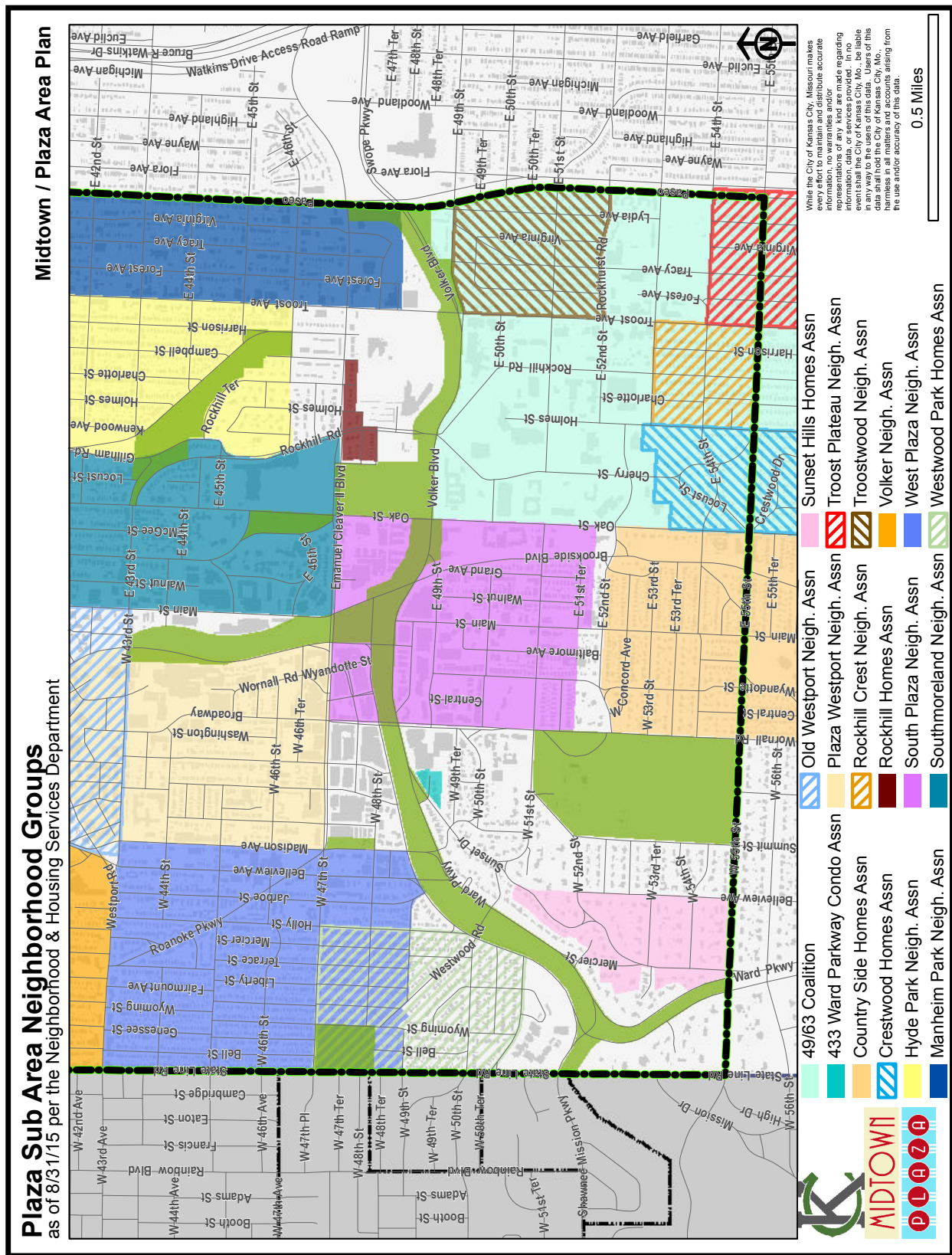
North Central Sub Area Neighborhood Groups

Midtown / Plaza

as of 8/31/15 per the Neighborhood & Housing Services Department

Area Plan









APPENDIX D: GLOSSARY

Activity Center - An area with a concentration of attractions and activities, which may include any combination of offices, manufacturing facilities, retail stores, residences, institutions, entertainment and recreation. See also “Nodal Development.”

Arterial Street - A roadway designed for large traffic volumes and is suitable for high-speed travel, providing access through and around cities and regions and/or linking major activity centers within the city.

Blight - Portions of the city which the City Council determines that, by reason of age, obsolescence, inadequate or ill-conceived design or physical deterioration, have become economic and social liabilities and where the conditions are conducive to ill health, transmission of disease, crime or inability to pay reasonable taxes.

Boulevard - As defined by Kansas City’s Plan for Major Parks, Boulevards, Parkways, and Greenways: “A boulevard is conceived as a wide formally designed street of distinguished character with a broad right-of-way, often with a substantial median, and with formal landscape effect. It is normally bordered by residences and makes connections with most intersecting streets.”

Brownfield - A piece of property, usually industrial, that is unused or underused due to real or perceived environmental problems, such as soil or groundwater contamination.

Bus Rapid Transit (BRT) - A bus service that provides faster, more frequent service and attempts to better address common causes of delays. Kansas City’s current BRT system is the MAX line.

Collector Streets - A roadway designed to carry moderate volumes of traffic, funneling them to arterial streets. These streets also provide connections between arterial streets.

Community Improvement Districts (CIDs) - A district established to allow private parties, by vote of a majority of property owners within the district, to assess a special tax on themselves for improvements and services that benefit the entire community.

Commuter DMU Service - A regional transportation system that utilizes Diesel Multiple Unit (DMU) rail lines. DMU lines operate like commuter rail lines but at nearly light rail frequency. DMU service bridges the gap between commuter rail and light rail transit systems.

Compatible Development - Development that conforms to the character and composition of an area in which it occurs.

Corridor - Tracts of land that are generally defined by features such as roadways, trails, right-of-ways or waterways. Corridors possess linear qualities, which differentiate them from larger geographical areas.

Density - A measure of the residential and non-residential intensity of an area. Density is generally measured in terms of dwelling units per acre for residential density or Floor to Area Ratio (FAR) for non-residential density, which is calculated by totaling the floor area of all structures on a given lot and dividing by the total area of the lot.

Downzone - Rezoning of a property to a lower density or intensity (i.e. from a commercial to a residential or from a multifamily to a single-family zoning district).

Flood Plain - Any land area susceptible to being inundated by water from any source. Regulatory floodplain means the channel of a river or other watercourse and the land adjacent thereto, regardless of physical obstructions, that is subject to inundation in the event of a regulatory flood and which is subsequent to restrictions.

Gateway - A feature that provide visual “point of reference” or “announcement” as well as a visual transition from one area to another.

Greenway - Continuous corridors of open (green) space that remain in their natural conditions. Greenways offer a variety of benefits, such as recreation, biking/ pedestrian paths, preservation of wildlife habitat and natural resources, natural storm-water mitigation, carbon sequestration, and enhanced natural beauty of an area.

Heat Island - See “Urban Heat Island.”

Image Street - Streets that establish and represent the visual and aesthetic character and standards for an area.

Income Restricted Housing - Housing that is limited (either by federal, state, or local regulations) to allow only individuals within a specific income range to rent or own. Governments traditionally use income restrictions to help lower income renters and home buyers acquire housing that would be unavailable at the market rate.

Infiltration - The natural process where storm water or other run-off filters through soils to recharge underground aquifers and other ground water sources (such as natural wells).

Jobs/Housing Balance - Refers to two different ratios associated with housing and jobs. One ratio compares the number of residents in the area to the number of residents who work in the area. The other ratio compares the number of residents in the area to the number of jobs in the area. Both ratios are important to consider. An area may have a relatively equal number of jobs to residents, but many residents may leave to work outside of the area while others come into the area to work.

Kansas City Streetcar - A new light rail streetcar system, which will open its first leg in 2015. The first leg of the KC Streetcar will extend from The River Market in Downtown Kansas City along Main Street and will end at Union Station. Future extensions for the streetcar system are currently being planned.

Land Bank - The city’s stock of unused lots owned by the city. The city can acquire vacant, abandoned, or otherwise unused lots in order to return them to productive uses.

Land Use - A description and classification of how land is occupied or utilized.

Low Income Housing - Housing which is affordable to households with incomes from 51% to 80% of the median income of a given area, as determined by the Department of Housing and Urban Development (HUD). However, low income housing also includes housing designated for households considered very low income (31% to 50% of median income in a given area) and extremely low income (below 30% of median income in a given area). Adjustments exist for smaller and larger families and for areas with unusually high or low incomes or where needed because of prevailing levels of construction costs or market rents.

Market Rate Housing - Housing that exists within a given area whose price is determined by the actual, perceived, or appraised value of surrounding housing within the same market.

Mixed Use Areas - An area which supports various land use types such as residential, commercial, retail, and other compatible uses within the same area. Mixed use areas, such as TOD areas, offer pedestrian scale development and may allow for commercial, retail, office, and residential uses in the same structure, which can be integrated either vertically or horizontally in a given area. Finally mixed use areas offer denser, more urban styles of development.

Multi-Modal Transportation - Transportation system that supports an integrated system of various transportation modes such as, walking, biking, driving, and public transit (including but not limited to buses and light rail).

Mode - Single type of transportation referring to pedestrian or vehicular movement types.

Neighborhood Character - The aesthetic, community, housing typology, urban/suburban traits associated with a given neighborhood.

Nodal Development - Pattern of development in which the most intense uses are located at the intersection of major streets, roadways and transit corridors and also in areas surrounding a transit station or transit stop such as TOD areas. This document commonly refers to nodal development as “node” or “nodes.” See also “Activity Centers.”

Overlay Districts - Overlay Districts are for areas of the city that have unique qualities requiring special treatment or locations where special approaches to development may be warranted. They are established as a means of addressing specific aspects of land use control or development design that transcend base zoning district provisions. Overlay districts permit greater design flexibility than otherwise permitted by the conventional standards of this zoning and development code. As the name implies, overlay districts “over-lay” applicable base district classification to alter some or all of the zoning regulations that apply to particular sites. Overlay districts may be appropriate in areas where there are natural resource considerations, where historic preservation is needed, where there is the need to balance institutional development with the need to preserve surrounding neighborhoods, to maintain community character, for infrastructure protection or to accomplish city policy objectives for specific areas.

Permeable/Pervious Pavement - Pavements that allow water to pass through. These types of pavements reduce stormwater run-off and allow for groundwater infiltration.

Place - An emotional connection to an area. An area’s character, community, aesthetics, amenities, and available activities all contribute to the establishment of place. Places can have both positive and negative connotations associated with them, so communities should focus on establishing positive places. Place can also be considered the social construction of space.

Rezoning - The change of one zoning district to another zoning district. Rezoning can be initiated through public engagement, but they must be adopted by the City Council in order to take effect.

Right-of-way - Property designated to be used for streets, highway corridors, transit corridors, utilities, and other public amenities.

Road Diet - Also called a lane reduction or road rechannelization, is a technique in transportation planning whereby the number of vehicular travel lanes and/or width of the road is reduced in order to achieve systemic improvements or to better accommodate other modes of transportation (pedestrians, bikes and transit) or to repurpose the space for some other use (e.g. landscaping).

Safe Routes to School - An initiative to develop safe walking and biking routes to school that promotes healthy lifestyles and community connectivity.

Septic System - An on-site system designed to treat and dispose of domestic sewage. A typical septic system consists of a tank (septic tank) and a system of tile lines or a pit for disposal of the liquid effluent (sludge) that remains after decomposition of the solids by bacteria in the tank. A septic system must be pumped out periodically.

Steering Committee - A committee composed of residents, neighborhood leaders, property owners, institutions and businesses. The committee is utilized to articulate the overall direction and review principles and concepts throughout the planning process.

Stormwater - Any water run-off associated with rain.

Streetscape - Features located adjacent to the street and typically within the public right of way including landscaping, sidewalks, light fixtures, benches and other amenities.

Sustainability - In its broadest sense, sustainability encompasses an integrated set of social, economic and environmental principles where these spheres of our community work together to provide a better future for ourselves and future generations. Embedded in this definition is the idea that we can take actions and adopt policies that will simultaneously create an equitable society, a strong economy, and healthy environment, both for us and for our children. With careful planning and by working together we can do this without sacrificing one part of this vision for another (Mid America Regional Council, Regional Plan For Sustainable Development, March 2014)

Sustainability creates and maintains the conditions under which humans and nature can exist in productive harmony, that permit fulfilling the social, economic and other requirements of present and future generations

Swale (Bioswale) - Depressed, ditch-like trough used to collect water. Swales are considered “soft” engineering because they do not require the use of materials such as concrete used in traditional stormwater management systems. Swales allow for more natural stormwater management processes such as infiltration. Swales can simply be depressions used to collect and direct run-off, or they can be planted to enhance the aesthetic character of an area.

Transit Oriented Development (TOD) - Development that occurs along major transit corridors. TOD development is denser, urban style development that provides areas of mixed land uses, pedestrian amenities, and less vehicular amenities (such as less parking and lower traffic volume).

Urban Heat Island - Areas within urban developments that hold heat due to high thermal mass. Common development forms that create heat islands include parking lots and roof tops. Heat islands can increase the temperature of the surrounding areas, but they can be mitigated. Shading parking lots (using trees or shading devices) and using light colored roofing materials are common ways to reduce the effect of heat islands. Breaking larger surface lots into smaller lots with green space between lots is another way to reduce the effect of parking lot heat islands. Green roofs also hold less heat than traditional roofing materials.

Walkability - The ability of an area to be easily accessed and traversed by pedestrians. Walkable areas are generally denser with small block sizes (~600 linear ft) and pedestrian amenities that encourage residents and other users to travel through the area on foot rather than in a vehicle.

Watershed - A specific geographic area whose rain water and other run-off empties into a specific body of water such as a stream, creek, river, or lake.

Wetlands - Areas that are either permanently or seasonally saturated with water. Wetland areas are classified by specific types of vegetation and the presence of hydric (water holding) soils.