



# CITY PLAN COMMISSION STAFF REPORT

City of Kansas City, Missouri

## Department of City Planning and Development Development Management Division

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Kansas City, Missouri 64108  
[www.kcmo.org/planning](http://www.kcmo.org/planning)

**Project**  
Martin City Area Plan update

**Hearing Date** February 18, 2020

Item Case Request  
# CD-CPC-2020- Area Plan  
00015 amendment

Item Staff Recommendation(s)  
# Approval without Conditions

**Applicant**  
Angela Eley  
City Planning and Development

**Owner**  
N/A

**Location** Blue Ridge Blvd to  
Grandview city limits to  
Belton city limits to State  
Line Road

**Area** N/A  
**Zoning** N/A  
**Council District** 6<sup>th</sup>  
**County** Jackson  
**School District** Grandview

### APPROVAL PROCESS



### PUBLIC HEARING REQUIRED

Yes

### NEIGHBORHOOD AND CIVIC ORGANIZATIONS NOTIFIED

Notice of the public hearing was sent to all property owners within the area plan boundaries.

### REQUIRED PUBLIC ENGAGEMENT

Public engagement as required by 88-505-12 does not apply to this request but public meeting held January 30, 2020 and five streeting committees meeting held from July 2019 to January 2020.

### SUMMARY OF REQUEST

Applicant is seeking approval to repeal and replace the Martin City Area Plan.

### PURPOSE

Applicant is requesting approval of the Martin City Area Plan update which requires approval of the above-referenced requests.

## **CONTROLLING CASE**

Case No. 212-S-13 approved by Resolution No. 080801 on September 11, 2008 allowed for the approval of to repeal and replace the Martin City/Richards–Gebaur Area Plan with the Martin City Area Plan as a guide for the future development and public investment within the area. The proposed request Choose an item. is in substantial conformance with the controlling plan.

## **RELATED RELEVANT CASES**

**Case No. 212-S-14** was approved by Resolution No. 091020 on January 14, 2010 which allowed an area plan amendment from Residential Medium Density to Mixed Use Neighborhood.

**Case No. 212-S-16** was approved by Resolution No. 170432 on June 15, 2017 which allowed an area plan amendment from Residential Medium Density to Mixed Use Neighborhood.

**Case No. 212-S-18** was approved by Resolution No. 180489 on July 19, 2018 which allowed an area plan amendment from Mixed Use Community to Commercial.

**Case No. CD-CPC-2019-00047** was approved by Resolution No. 190481 on June 2, 2019 which allowed an area plan amendment from Residential Medium Density to Residential Medium High Density.

## **KEY POINTS**

- The Martin City Area Plan includes five elements: land use, transportation, neighborhoods, economic development and infrastructure.
- The Martin City Area Plan includes a vision statement and 5 primary objectives to support the vision statement.
- The document includes implementation matrix which are the recommendations pertaining to land use, transportation, economic development and infrastructure.

## **PLAN REVIEW**

### **BACKGROUND AND PURPOSE**

In April 2019 the City Planning and Development Department began a planning process to prepare the Martin City Area Plan. The planning process included 2 public meetings, 5 steering/technical committee meetings, presentations to various local groups.

#### **Purpose of an Area Plan**

The city is divided into 18 areas for which individual “area plans” are being prepared. These plans implement the policies of the FOCUS Kansas City Plan on an area–basis, recommend strategies to help realize a community’s long–range vision for the future and provide a comprehensive framework to guide public policy on land use, housing, infrastructure, community development, and public services. Area plans are both proactive (identify actions and strategies) and reactive (provide criteria to evaluate proposals and assist decision–making). The plan synthesizes community values and technical analysis to produce actionable strategies and policy recommendations to guide the future development of the Martin City area.

#### **Planning Area Description**

The Martin City area is generally bounded by:

- Blue Ridge Boulevard on the north,
- Grandview city limits on the east,
- Belton city limits on the south, and
- State Line Road on the west (see vicinity map)

## **Martin City Area Plan – Study Area**



### **PLANNING PROCESS**

**Public participation was essential for preparing the Martin City Area Plan. The concepts, vision primary goals and final recommendations in the plan are the result of an extensive, inclusive and transparent public process that identified and addressed the areas challenges and opportunities. The planning process included extensive interaction with area residents, business owners and stakeholders utilizing:**

- 1. Steering Committee composed of residents, neighborhood leaders, property owners, institutions, CIDs and businesses. The committee was utilized to articulate the overall direction and review principles and concepts throughout the planning process.**
- 2. Technical Committee composed of representatives of City departments and other agencies provided technical expertise and guidance on a range of issues.**
- 3. Interactive Public Meetings, as well as additional meetings and presentations with institutional partners and other area stakeholders.**

### **COMPANION PRODUCTS**

#### **Technical Findings**

**An analysis of land use, urban design, transportation, infrastructure and open space systems were completed in support of the plan.**

#### **Data Book**

**This is a collection of background and supporting information for the development of the Martin City 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**

### **PRIMARY PLANNING RECOMMENDATIONS**

#### **Vision Statement and 5 Primary Objectives**

**The Vision Statement for the Martin City Area Plan captures key themes, issues and priorities and documents the desired changes of the community refined through the public planning process. It describes an intended future outcome and sets the direction for future strategies and initiatives.**

#### **5 Plan Goals**

**The Plan Goals support the Vision Statement of the plan and are the core action components of the plan. These are the most important goals to accomplish the plan Vision and are the guiding framework for the**

**detailed recommendations. Like the Vision Statement, these goals are derived from and shaped by community stakeholder input and vetted through the planning process. The Plan Goals for the Martin City Area Plan are:**

- *Promote quality, compatible development with a well-reasoned future Land Use pattern.*
- *Maintain & improve upon the local transportation network to accommodate all users.*
- *Reinvest in, maintain and create strong neighborhoods while increasing a variety of housing options that are secure and safe for all stages of life and income.*
- *Capitalize on new existing employment centers to maximize the potential of development to attract quality development to spur new development into the area.*
- *Integrate resilient and green infrastructure throughout the area for long-term sustainability.*

## **LAND USE AND DEVELOPMENT**

### **CHAPTER ORGANIZATION**

The Land Use and Development chapter provides a framework for the future development of the Martin City Area. The Land Use Plan (LUP) establishes a recommended future land use pattern. The Development Form map creates a framework for the appearance and site layout of future development.

### **GUIDING PRINCIPLES**

- Respect the scale and character of adjacent development
- Use the area's natural character as an asset for new development
- Promote mixed use development in commercial corridors and industrial areas
- Create a walkable community & support alternative modes of transportation.
- As sites are developed, incorporate open spaces, create connections to a multi-modal transportation systems and maintain mature vegetation
- Ensure that there is adequate infrastructure present for development and potential redevelopment projects

## **TRANSPORTATION**

### **CHAPTER ORGANIZATION**

The Transportation chapter provides recommendations to guide the development of a multi-modal transportation system in the Martin City area, including roads, walkability, biking and transit.

### **GUIDING PRINCIPLES**

- Ensure all modes of transportation can conveniently and safely move within and through the area.

## **NEIGHBORHOODS**

### **CHAPTER ORGANIZATION**

The Neighborhoods and Housing chapter contains a strategy framework to create livable and desirable neighborhoods in the Martin City area. The Guiding Principles set the stage and are the "big ideas" related to neighborhood livability: Stabilize, Revitalize and Maintain. Stabilization strategies are centered on establishing necessary policies and building capacity required to implement future initiatives. Revitalization strategies focus on reinvestment efforts in distressed area (implementing tools and policies established in Stabilize phase). Maintenance strategies focus on sustaining momentum of revitalization and stabilization initiatives. Finally there are strategies to address neighborhood infrastructure issues and to preserve and enhance area historic resources.

## **GUIDING PRINCIPLES**

The following principles provide the policy framework for the recommendations and policies that follow for the housing and neighborhood strategies in the Martin City area. The guiding principles support and provide additional detail for the chapter goals and primary goals. The Neighborhood framework is organized into 3 primary strategies:

- **STABILIZE** – Create the policies, organizations and tools necessary for redevelopment and continued maintenance of the area while employing measures to stabilize and enhance area neighborhoods.
- **REVITALIZE** – Begin to implement redevelopment efforts (implementing tools and policies established in Stabilize phase). This strategy also provides guidelines and goals for redevelopment efforts to achieve.
- **MAINTAIN** – This phase focuses on sustaining momentum of redevelopment efforts and maintenance of vacant lots and other private property and infrastructure. It includes the continuation and evolution of many of the activities identified in Stabilize.

## **ECONOMIC DEVELOPMENT**

### **CHAPTER ORGANIZATION**

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. Also, the chapter includes corridor strategies for each major commercial corridor within the area.

### **GUIDING PRINCIPLES**

- Retain and attract employers to the area and increase job opportunities for Martin City residents
- Improve areas image and attractiveness
- Help prepare the workforce and assist employers with recruitment needs

## **IMPLEMENTATION**

### **GOAL**

The Implementation chapter provides an overall framework to realize the plan's vision and goals for the area by providing guidance in carrying out projects and initiatives identified in the plan.

### **CHAPTER ORGANIZATION**

The chapter includes an overall framework to guide plan implementation, including overall priorities, what elements and resources are needed to realize the plan vision, how to get started, and what to focus on initially. 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. The Implementation Matrix identifies a general phasing, cost, and responsible entities to carry out key projects and initiatives recommended in each chapter.

### **PLANS TO BE REPLACED**

The Martin City Area Plan from 2008 will will be replaced entirely (see list and map):

Martin City Area Plan	To Be Repelled and replaced
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## **STAFF COMMENTS**

The City Planning and Development staff has worked extensively with stakeholders in the Martin City Area in the creation of this plan. The plan's recommendations are based on extensive analysis of existing conditions and trends as well as community input and values. Staff has guided the development of the plan to ensure consistency with the FOCUS Kansas City Plan and the Citywide Business Plan Goals as well as adherence to the department's standards for plan content and process. The planning process included extensive public involvement and staff feels that a consensus vision for the area has been reached. Staff is supportive of the recommendations, key principles and guidelines of the plan and requests that the plan be approved.

## **PROFESSIONAL STAFF RECOMMENDATION**

City Planning and Development Staff recommends approval without conditions based on the application and Martin City Area Plan document provided for review prior to the hearing.

Respectfully Submitted,



Angela Eley, AICP  
Lead Planner

## **ATTACHMENTS:**

1. Docket Map
2. Martin City Area Plan —draft document