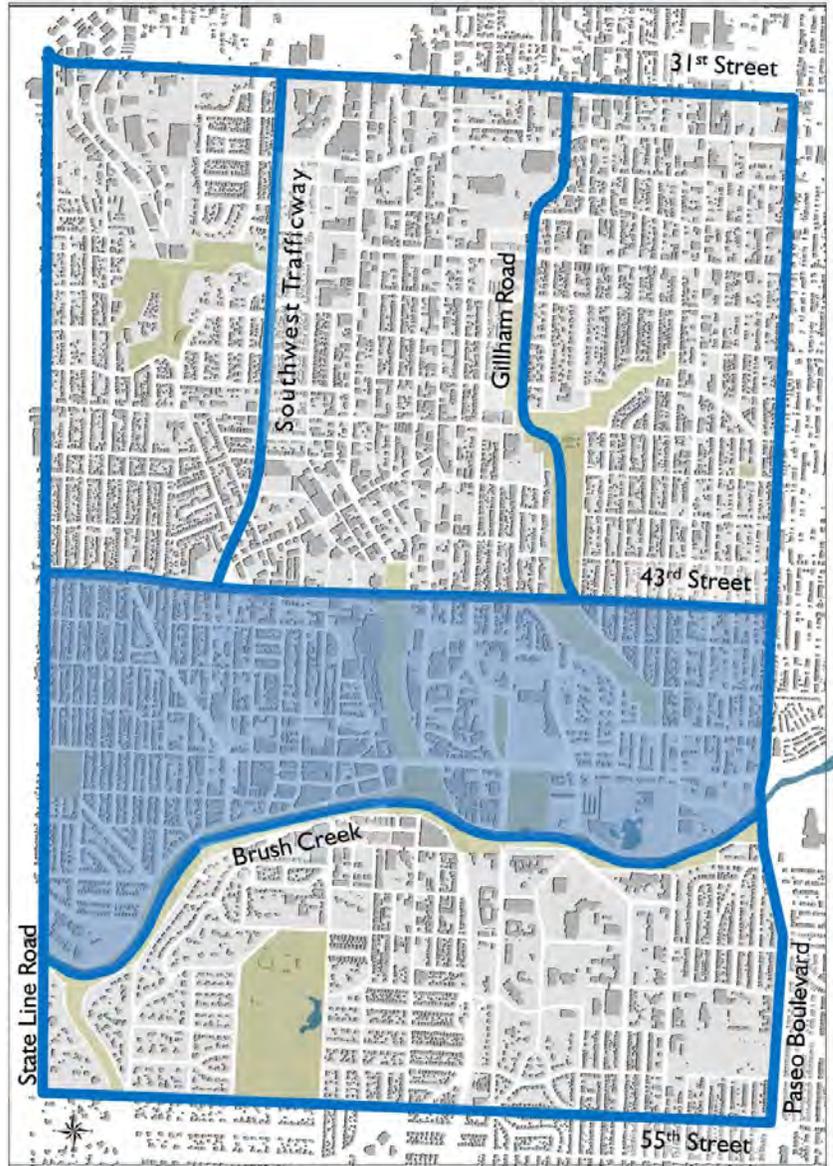




Midtown / Plaza Plan

Information Booklet for the North Brush Creek Sub-Area

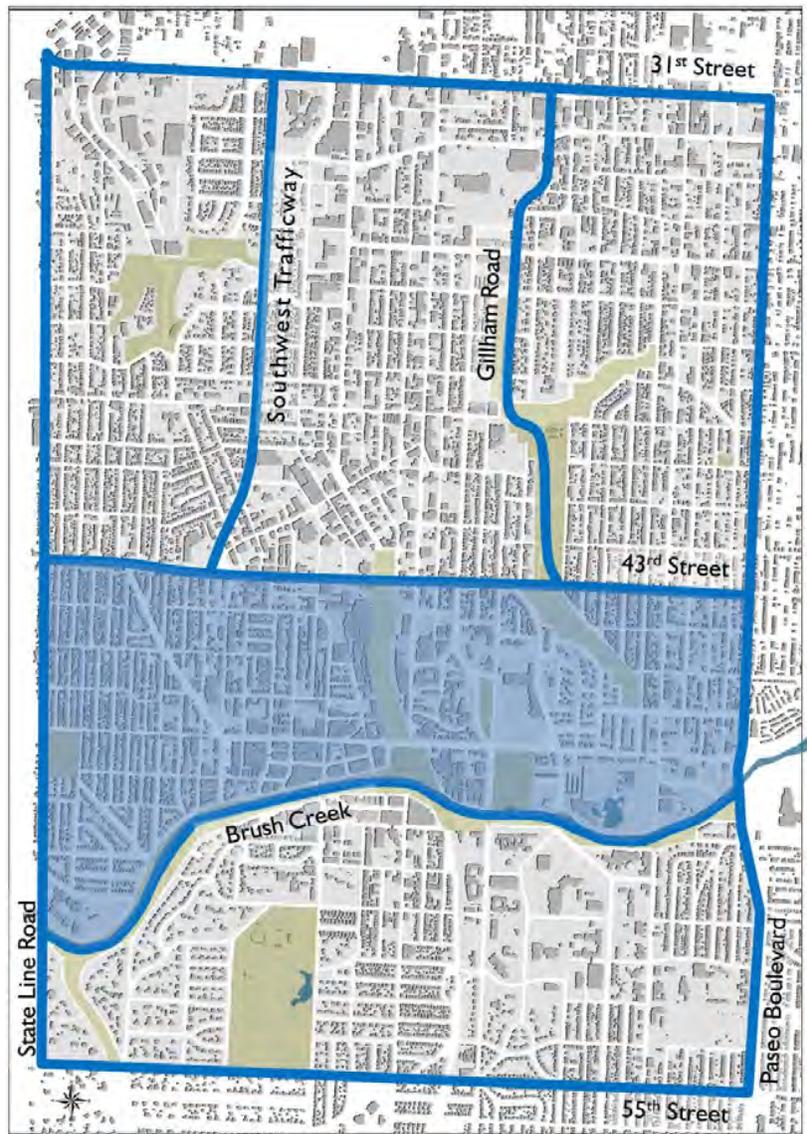
30 April 2013



(Back of Cover.)



Your continued participation in the planning process is important to the future of the Midtown / Plaza area. This upcoming meeting represents further advancement of the planning process towards creating a plan document. The feedback received at the initial work team meeting, the planning analysis and policies of the existing plans will provide a foundation of information to discuss specific issues, challenges, assets and ideas for the planning area at the upcoming meeting. The meetings are focused on specific sub-area of Midtown/Plaza to allow a more in-depth discussion. The information gathered at this meeting will contribute to the draft plan to be prepared over the next few months. Public review and comment of the draft plan will lead to adoption by the City as a new plan of record for the Midtown/Plaza Area. Please stay involved in the process and continue to bring your thoughts and ideas to the process to shape the new Midtown/Plaza Plan.



NORTH BRUSH CREEK AREA

43rd Street to Brush Creek, State Line Road to Paseo Boulevard



I{INTRODUCTION}

A. Intent

The second meeting of the Midtown/Plaza Area Plan Work Teams will focus on specifics and details needed to implement the vision and goals identified by participants in the process to date. This meeting is broken into smaller geographic areas to encourage more detailed analysis and discussion. To support this meeting, summaries of the data and analysis to date, and overview of current plans and policies are provided in this document. Discussion on this information should focus on what improvements, updates or changes to current plans and policies are needed, what should stay the same, and what new ideas we need to include to better implement the vision and goals.

We look forward to your continued participation on the 30th of April at Gould Evans Associates (4041 Mill Street), from 6:00 to 8:00 PM.

B. Research Methodology

The information contained in this document focuses on the public input, the analysis completed to date and the current plan policies. The public input has come from the first two public meetings, the first two steering committee meetings, a staff technical committee meeting, the business and resident surveys and the www.plankcmo.com website. The analysis overview comes from the data and analysis prepared by the city and consultant team. A detailed review of all 15 current plan documents impacting the study areas is the basis for the policy topics. For this particular area within Midtown/Plaza 11 current plans are applicable, which include:

- Westport Area Plan (1972)
- Oak Park South Area Plan (1977)
- South Central Area Plan (1980)
- Plaza Urban Design and Development Plan (1989)
- Troost Corridor Plan (1998)
- Brush Creek Land Use & Development Plan (1998)
- Main Street Corridor Land Use & Development Plan (2003)
- Troost Corridor Action Plan (2003)
- Plaza Westport Neighborhood Plan (2004)
- Main Street Streetscape Plan (2008)
- Cultural Heritage District Plan (2011)

While these are the adopted or recognized Plans for the City, there are a variety of other planning efforts in the area, and will continue to coordinate our efforts. Those include:

- Green Impact Zone
- Chamber of Commerce Urban Neighborhood Initiative
- Creating Sustainable Places – Troost Corridor
- Manheim Park Development Strategy



- Planning Sustainable Places – Cleaver II and Troost Redevelopment
- Action Plan Sub-Target Area: Plaza/Westport Single Family Core
- Action Plan Sub-Target Area: Manheim Park
- St. Luke’s Master Plan
- Rockhurst Campus Master Plan
- UMKC Campus Master Plan

The information provided in this workbook is intended to provide you with base information, help you collect your thoughts and ideas, and shape our discussion for the upcoming meeting.

C. Discussion Topics

Thus far in the planning process, the topics of **transportation, urban design and land use** have garnered the most discussion. Each of these topics is interrelated and also relates to other important topics such as infrastructure, economic development, and housing. Therefore, this meeting is organized under these primary themes from previous public input.

D. Draft Vision and Goals

After gathering initial input from meetings, surveys, and our online town hall meeting (www.plankcmo.com), the Vision Statement and Goals have been drafted. The vision and goals were discussed at the last Work Team meeting. This upcoming meeting will discuss the application of the vision and goals geographically.

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

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



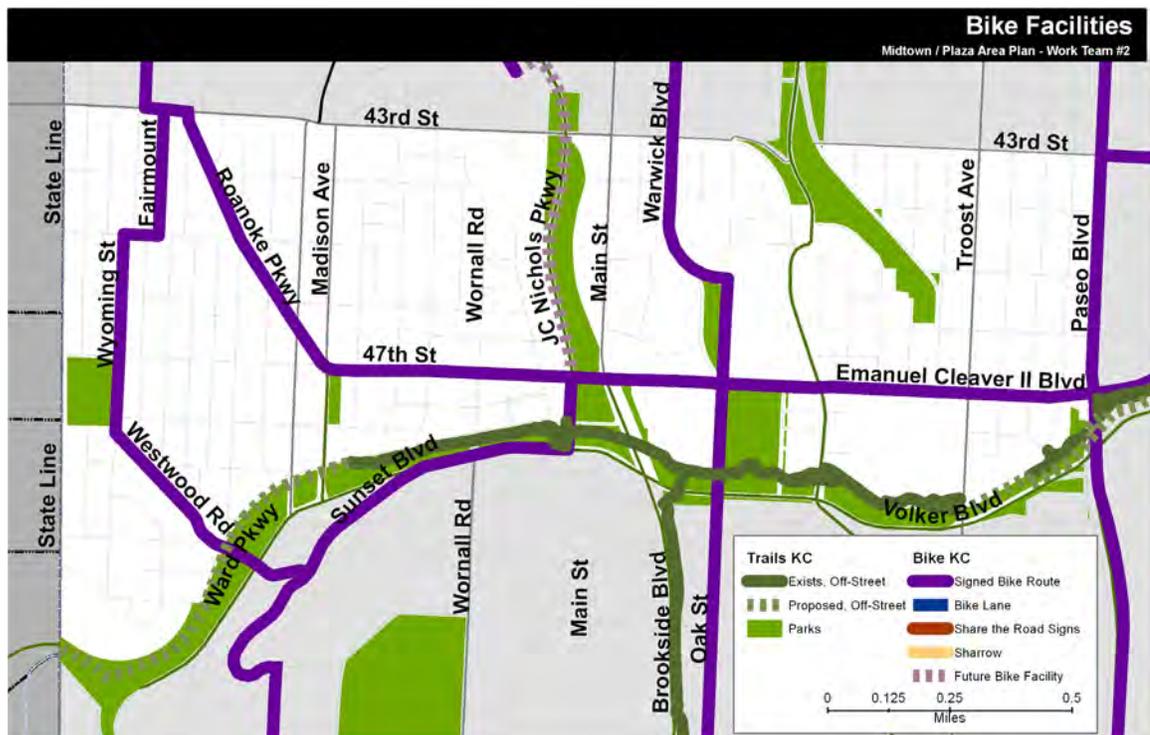
II {TRANSPORTATION ANALYSIS}

All modes of transportation, (pedestrian, bicycle, transit and automobile), have been a primary topic of conversation in the planning process. The information and feedback received illustrates that current transportation systems have both a positive and negative influence on the area, that a balanced transportation system is valued, and that the ability of people to use the area is important. The information provided below is a summary of the public input, the analysis, and current plan policies. Initial discussion topics are suggested at the end of this section.

A. What We have Heard

Below is a summary of the input/feedback we have received to date:

- Multi-modal transportation options and convenience attract people to the area, this includes pedestrian, bicycle, transit, and automobile.
- The proximity and accessibility of places within Midtown / Plaza and connections out to the metropolitan area make getting around easy.
- The existing connectivity east/west across Midtown/ Plaza is poor, interrupted by too many barriers and lack of east/west through streets.
- There is a need and desire to improve ease of use for pedestrians, bicycles and transit so those systems function at a level similar to the system already in place for the automobile.
- Deteriorating infrastructure, curbs, gutters, sidewalks and streets, deter from the quality, connectivity, affordability, and image of the area.



C. Current Policies

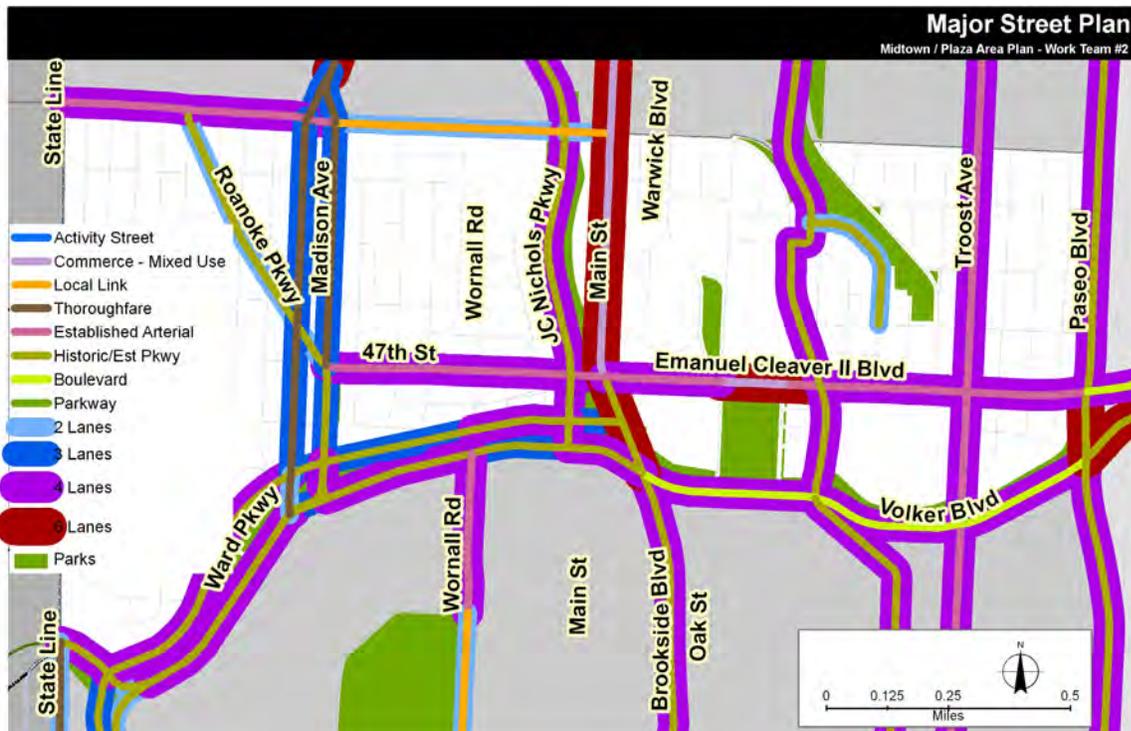
All transportation policies from the I I plans impacting this area were logged. Each policy was then summarized and organized into themes. The following reflects general transportation themes for all current plans within this area. The numbers in the parenthesis represent the plans that support the theme, based on the key below.

- Discourage through traffic in neighborhoods; reduce speed in and adjacent to neighborhoods. (1, 4, 6, 7, 9, 11)
- Improve pedestrian crossings / safety at activity nodes. (4, 7, 9, 10)
- Parking strategies needed – particularly to protect neighborhoods from large-scale / regional uses. (3, 4, 5, 7)
- Promote multi-modal system / networks; improve transit access. (1, 4, 5, 7, 9, 10)
- Improve safety and appearance of corridors. (4, 5, 7, 10)
- Improve pedestrian connectivity between neighborhoods, transit stops and destinations. (4, 7, 10)
- Minimize impact of new development on infrastructure and level of service. (4)
- Private development should provide improvements to public infrastructure – streets, sidewalks, utilities, etc. (2, 3, 7)
- Street functions – car, pedestrian, bicycle and transit facilities should be of the size and scale to support immediately adjacent land uses. (4)
- Incent parking structures, particularly near transit. (1, 7)
- Improve east / west connections. (2, 4, 6)
- Support neighborhoods with infrastructure investment. (2)
- Improve traffic flow on arterial streets by removing on-street parking and adding more travel lanes. (2, 4, 9)

Current Policies Key

1. Westport Area Plan (1972)
2. Oak Park South Area Plan (1977)
3. South Central Area Plan (1980)
4. Plaza Urban Design and Development Plan (1989)
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10. Main Street Streetscape Plan (2008)
11. Cultural Heritage District Plan (2011)





D. Discussion Points



1. What policies do we need to delete, edit and/or add?
2. What improvements are needed to improve pedestrian, bicycle, automobile, and transit use and connections?
3. Where are these improvements needed?
4. Specifically, how and where do we improve east/west accessibility?



III {URBAN DESIGN ANALYSIS}

Much of the conversation during this process has focused on the design and scale of spaces and structures in Midtown/Plaza. The variety of different places within Midtown/Plaza, and the individual design of those places, centers, corridors and neighborhoods contribute to the diversity, image and history of the area. It is clear that the urban design elements with the Midtown/Plaza area are and will continue to be a defining element of this community. The information provided below is a summary of the public input, the analysis, and current plan policies. Initial discussion topics are suggested at the end.

A. What We have Heard

Below is a summary of the input/feedback we have received to date:

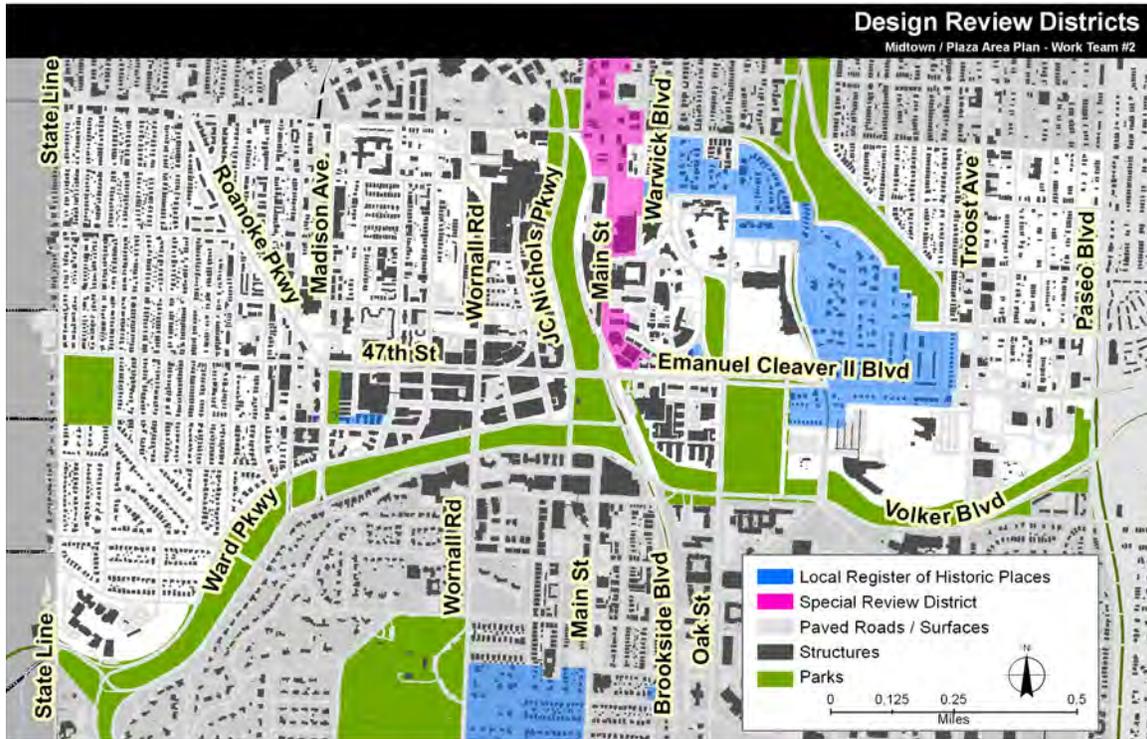
- Diversity of places and experiences, large and small, help to define the Midtown/Plaza area and its distinctive sense of place.
- Design of public spaces, streetscapes, landscapes, parks and gathering spaces contribute to the quality and identity of Midtown / Plaza.
- The preservation of the architecturally and historically significant is important to the future of the area.
- Design guidelines are important and should reinforce an urban development pattern, address factors such as quality, character, scale of development, and the transitions between different uses.

B. Urban Design Analysis

An analysis of the urban design elements, including gateways and landmarks, connections, parks and boulevards, patterns, streetscape and landscape, building orientation, parking and architectural character, within Midtown / Plaza was conducted. A brief overview of the findings for this area is included in this section.

- The Midtown/Plaza area benefits from several different urban design features that help define the character of the area. Neighborhood gateways, parks and boulevards, streetscape improvements, icons such as the museums, the Country Club Plaza, campuses, and Brush Creek all contribute to the area.
- Many of the distinct places in Midtown/Plaza have unique urban design features.
- Transitions occur between different uses and in different development settings in many different ways.
- Within the current plan documents, depending on their scope and age, there is an uneven attention paid to urban design within the public realm, in particular, improvements within the public right-of-way that can strengthen the unique places and the physical and perceived connections throughout the area.
- The current plan documents address urban design features in a variety of ways and lack a consistent approach and terminology to define the intent and elements that are important to Midtown / Plaza.





C. Current Policies

All urban design policies from the I I plans impacting this area were logged. Each policy was then summarized and organized into themes. The following reflects general urban design themes for all current plans. The numbers in the parenthesis represent the plans that support the theme, based on the key below.

TRANSITIONS

- Treat transitions between commercial uses and neighborhoods with care and design strategies that protect the neighborhood scale and character (1, 4, 7)
- Emphasize transitions and distinct places with gateways (4, 7, 8, 9, 10)
- Emphasize the transitions between neighborhoods and larger institutions by addressing the change in character and scale (4, 11)

CHARACTER

- Improve safety and appearance of corridors; incorporate public art (2, 3, 4, 5, 7, 9, 10)
- Transform utility elements into visual assets (10)
- Protect the historic character and aesthetics (buildings and public realm) (2, 3, 4, 7, 9, 10, 11)
- Protect specific historic character and aesthetics elements (buildings and public realm); brick, stucco, tile, terra cotta ornamentation, decorative iron, clay tile roofs, towers and turrets. (4)
- Rehab / strengthen existing single family homes (1, 3, 4, 5, 9)



- Specific urban design guidelines for infill housing style are provided for craftsman, four square, shirtwaist; single family and multifamily elements (9)
- Incorporate focal points of buildings and sites at key corners within mixed-use activity center - bell towers, turrets, ornamental entrances, and civic space with public art. (4)
- Specific design guidelines for specific areas (Areas A-H) are defined, addressing building form and placement, vehicular access, streetscape, and signage. (4)
- Property specific recommendations on critical properties – Donaldson House, Kirkwood Residence, and 45th Street Properties (11)



CONNECTIVITY

- Improve pedestrian crossings/safety at activity nodes (1, 4, 7, 8)
- Promote a multi-modal system/networks; Improve transit access (1, 4, 7, 8)
- Designate pedestrian and amenity areas as critical part of right-of-way/public realm (4, 8, 10)
- Emphasize/strengthen connections to the parks and boulevards system throughout plaza area (1, 4)
- Protect key view corridors into the plaza – particularly at points of entry (4)

PATTERN

- Buildings should reinforce the public realm – build to the street; create permeable facades; limit/hide the parking (4, 7, 8, 9, 10)
- Building scale should be moderated by gradual transitions (block-scale analysis) and minimizing bulk of larger buildings through careful, modulated design (4, 8)
- Incorporate focal points of buildings and sites at key corners within mixed-use activity centers (4, 8)
- The public realm (ROW and Civic Spaces) in activity centers should be primarily designed as gathering space for people (4, 8)

OPEN SPACE/GREENING

- Capitalize on park system adjacency and integrate open space into neighborhoods (2, 3, 9)
- Promote urban forestry – street trees and trees in parks/open space (9)



Current Policies Key

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D. Discussion Points



1. What policies do we need to delete, edit and/or add?
2. Design guidelines typically address building orientation, massing and proportion, materials, signage, screening, and transitions. Are these appropriate? What other elements are important to include in design guidelines?
3. Where are design guidelines appropriate/wanted (what geographic areas)? Where are zoning overlays or other tools appropriate/wanted?

IV {LAND USE & DEVELOPMENT ANALYSIS}

The different land uses and urban development pattern in Midtown / Plaza contribute the unique physical context of the area. The information provided below is a summary of the public input, the analysis, and current plan policies. Initial discussion topics are suggested at the end.

A. What We Have Heard

Below is a summary of the input/feedback we have received to date:

- The diversity of places, activities and neighborhoods defines the community of people that is Midtown/Plaza.
- The location of future density in the Midtown/Plaza Area, particularly the height, scale and transitions of development is a concern, but most appropriate along major corridors and areas adjacent to transit stops (not within existing single family neighborhoods).

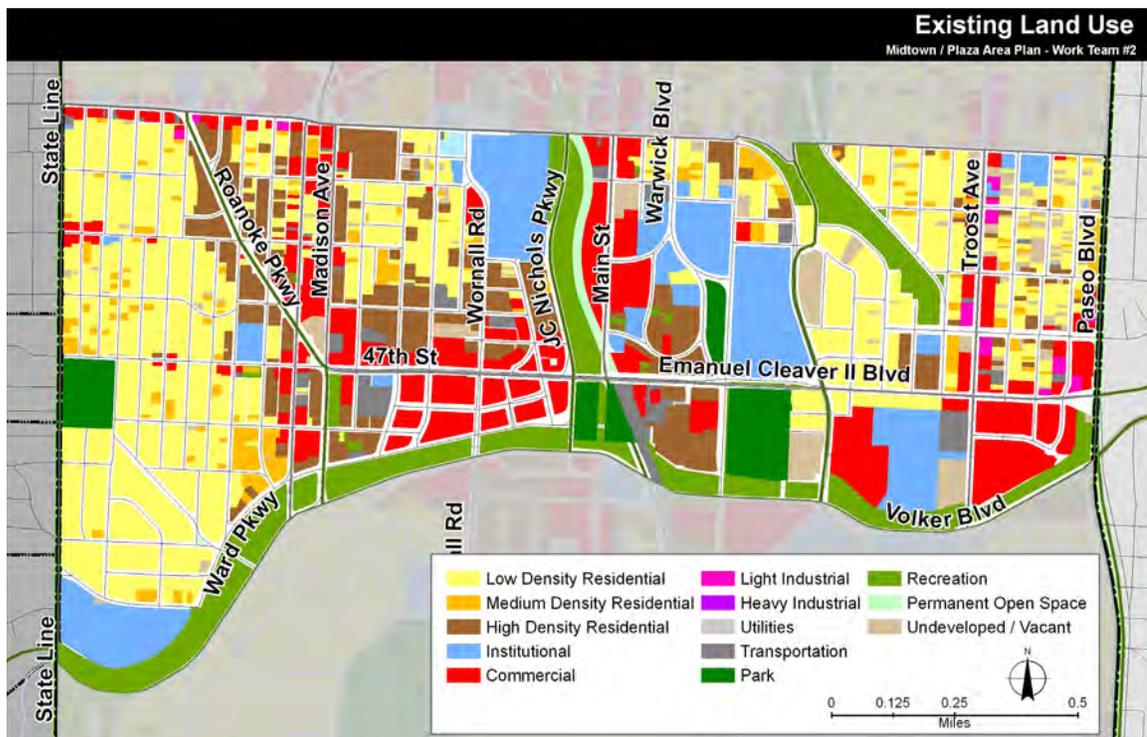


- Holes in the urban form, parking lots and vacant lots, represent an opportunity to fill in the urban development pattern. However, “suburban development” with large surface parking areas, erode the character of this urban area and are not appropriate.
- A variety of housing type, style and affordability contributes to the livability of the area and will allow residents to age in place.
- Midtown/Plaza is a good place to do businesses and small, local businesses are important to the economic success in the area.
- Adequate infrastructure and infrastructure maintenance is necessary to support redevelopment in Midtown/Plaza.

B. Land Use Analysis

An analysis of the land use conditions within Midtown/Plaza was conducted. A brief overview of the findings for this area is included in this section.

- The parks and boulevards system embraces the topography of the area, provides public space for residents and is a defining feature of the land use patterns in Midtown / Plaza.
- Fifty-two percent of parcels between 43rd and Volker, Troost Avenue and Paseo Boulevard are vacant.
- Goods and services are provided along the primary corridors, Main Street, Troost Avenue and Cleaver II Boulevard east of Troost, and the Country Club Plaza, a regional destination.
- Institutions make up 16% of the land area in this Midtown/Plaza sub-area; St. Luke’s, the Art Institute, the Nelson Atkins Museum of Art, the Kauffman Foundation, Missouri Discovery Center and Pembroke Hill School.
- Higher – density residential uses make up 13% of this area, typically on the edges of neighborhoods adjacent to primary travel/commercial corridors or commercial centers.



- Even with the institutional and commercial designations within this sub-area, low density residential still accounts for 34% of the area.
- Redevelopment opportunities exist along Main Street, Troost Avenue, Cleaver II east of Troost Avenue and within in the Manheim Park Neighborhood.
- Within the core of the neighborhoods in Midtown /Plaza there is currently a mixture of single – family and multifamily development. Future land use plans, in most cases, call for “low-density residential” uses.
- Mixed-use categories within existing plan documents are very broad and general.
- The current land use maps often do not adequately reflect the “nodal” development patterns recommended in the plans.

C. Real Estate Market Analysis

An market analysis was completed for the housing and commercial markets for the entire Midtown/Plaza study area. A brief summary of the findings is included in this section.

HOUSING

- A decrease in population, housing units and lower median income has led to an increase in vacancies in the housing market. Development projects throughout the area have recently reversed this trend.
- There is a lack of quality, affordable housing in the Midtown / Plaza area. Lack of State funding continues to hinder the replacement of affordable housing stock.
- Significant amounts of residential rehabilitation are taking place in this area, primarily along Armour Boulevard.
- Other factors negatively affecting the housing market include: individuals perception of crime, vacant properties and lack of school accreditation.
- Multifamily demand exists in the Midtown/Plaza area to primarily serve young professionals and students and retirees.

COMMERCIAL MARKET (OFFICE AND RETAIL)

- More than 43,000 people come into the Midtown/Plaza area each day for work, while a little more the 13,000 (of a total population for the area of approximately 40,000) leave the area for work, approximately 3,000 residents stay in the area for work.
- Office vacancy rates remain above 12% for the area, up from 10% in 2007, compared to citywide vacancies of 17%. Retail vacancy rates are approximately 8%, down from near 10% in 2009, compared to citywide vacancies of 11%.
- Conservative lending practices, uncertainty of City and State incentive programs and changing development priorities, location and type, are challenges for economic development in Midtown/Plaza.
- The Midtown/Plaza area market benefits from its walkable, connected, abundant park and open space, culturally and historically rich, unique urban environment that is attractive to redevelopment.
- Forty-two percent of businesses in the Midtown / Plaza study area have been in the area more than 21 years, 54% have less that 25 employees and 27% rate Midtown / Plaza as an excellent place to do business.



D. Current Policies

All land use and development policies from the I I plans impacting this area were logged. Each policy was then summarized and organized into themes. The following reflects general land use and development themes for all current plans. The numbers in the parenthesis represent the plans that support the theme, based on the key below.

GENERAL

- Maintain communication and advocacy – neighborhood/City/institutional neighbors (4, 11)
- Minimize impact of new development on infrastructure and level of service (4, 11)
- Capitalize on park system adjacency (Brush Creek and Parks & Boulevard System) and integrate open space into neighborhoods (1, 6)
- Protect historic character and aesthetics (4, 11)
- Property specific recommendations are provided for the Donaldson House, Kirkwood Residence, and 45th Street Properties - (11)

NEIGHBORHOODS

- Rehab / strengthen existing single family homes (2, 4, 6, 11)
- Protect single family core and transition with density/mid-scale buildings on edges (1, 4, 6, 9)
- Support neighborhoods with infrastructure investment (2)
- Encourage residential infill with compatible scale and character (1, 4, 5, 9)
- Prohibit multi-family/large-scale building encroachment into single family areas (1, 9)
- Discourage commercial encroachment into neighborhoods (1, 7)
- Integrate different housing types by following historic development patterns (1, 7)

CENTERS & CORRIDORS

- Promote mixed use nodes at major intersections (1, 2, 5, 6, 7)
- Mixed use nodes should be pedestrian oriented (use, scale, design) and support transit (1, 2, 4, 6, 7, 9)
- Require neighborhood commercial areas to be small scale and pedestrian-oriented (1, 5, 7)
- Buildings should reinforce the public realm – build to the street; create permeable facades; limit/hide the parking (7)
- Limit strip-commercial (auto-oriented and regional scaled uses) (1, 4, 5, 7, 9)
- Specific development policies and concepts are provided for the Country Club Plaza (bowl concept), Plaza Westport Neighborhood (infill housing), the Brush Creek Corridor (commercial development sites) and Main Street (nodal redevelopment) (4, 6, 7, 9)

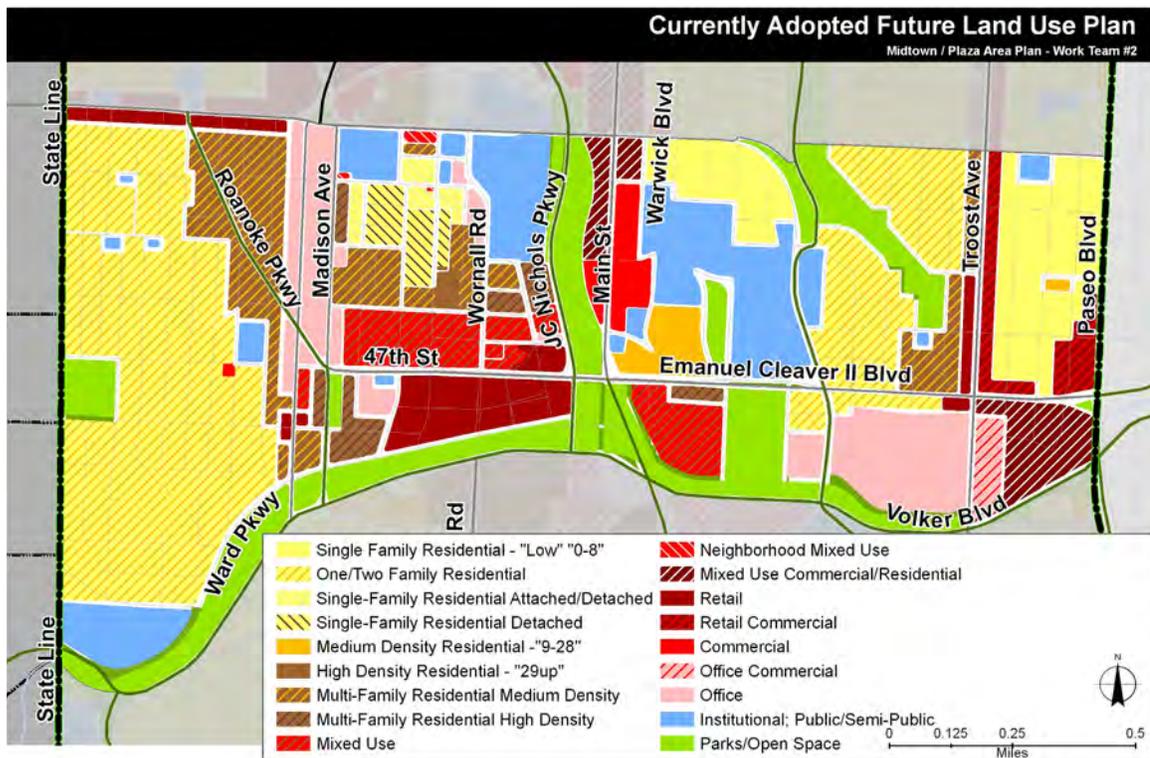
TRANSITIONS

- Support existing institutions; growth and development through master plans & open communication (4, 6, 11)
- More intense land use close to Brush Creek (6)
- Development in mixed use destinations should be guided by building scale and building form requirements, analyzed on a block scale. (4)



Current Policies Key

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2. Oak Park South Area Plan (1977)
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E. Discussion Points

1. What policies do we need to delete, edit and/or add?
2. Where is a greater intensity of development appropriate?
3. Where are redevelopment opportunities in this area?
4. What are the challenging areas within this sub-area? Why are they a challenge?



