#### SWOPE AREA PLAN

# DRAFT VISION AND PRIMARY GOALS (FEBRUARY 2013)

#### **DRAFT VISION STATEMENT:**

The Swope area will be a **community** of desirable urban **neighborhoods** which provide a high quality of life by offering diverse choices for **housing**, transportation, **shopping** and services, employment, quality **schools**, culture, and recreation in a secure and well maintained environment.

Clean and attractive neighborhoods will balance **rehabilitation** of historic **home**s with quality, compatible infill.

Incompatible and blighting uses will be replaced with **need**ed, **businesses**, **retail**, services and amenities.

Quality **schools** and ample recreation and activities for youth will be a key selling point to attract families to area homes.

New development will **improve** area appearance and image with an emphasis on placemaking.

Implementation of a new vacant **lot** strategy will transform blighted **properties** into **neighborhood** amenities and productive uses.

The area's historic and environmental resources, and urban character will be preserved and enhanced through high-quality, sustainable development.

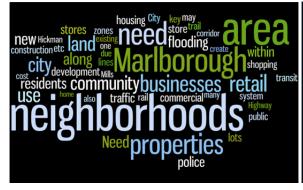
**Improve**d street connections, **trails**, **transit** and **transportation** options will provide access to area jobs, services and recreation.

Strategic infrastructure investments will reinforce housing and economic development goals.

Area **flood**plains, stream corridors and natural areas will provide multiple benefits for storm water management, natural habitat, recreation and **transportation**.

**Neighborhoods** will continue to be well organized and with increased capacity, coordination and communication will help ensure the realization of plan goals.

Word Clouds from first Public Meeting (Nov 17, 2012) and Mindmixer Ideas (wordle.com and tagxedo.com)





#### **5 PRIMARY GOALS OF THE PLAN:**

THE FOLLOWING GOALS SUPPORT THE VISION STATEMENT AND ARE THE CORE COMPONENTS OF THE PLAN.

THESE ARE THE MOST IMPORTANT GOALS TO ACCOMPLISH THE PLAN VISION AND ARE THE GUIDING

FRAMEWORK FOR THE DETAILED RECOMMENDATIONS TO FOLLOW:

#### • TARGETED - Build on previous investments and areas of citywide impact

- Target Green, Green Impact Zone, Troost Corridor, Bruce R. Watkins Drive Corridor, Blue River, Brush Creek, and Swope Park
- o Capitalize on area assets and maximize impact by focusing investments
- o Layer housing/development resources with large scale capital improvements

### LIVABLE - Revitalize neighborhoods and provide needed services and amenities

- o Reduce vacancies and promote density to support needed services
- o Ensure quality development
- o Position area for "inward migration"

#### • CONNECTED - Improve connections and improve transportation options

- o Trails, Walkability, Complete Streets
- o Street connectivity, trails, pedestrian connections
- o Prospect/BRW enhanced transit corridors

## THRIVING - Support and enhance areas of employment and create thriving business districts

- o Increase population density to support neighborhood business areas
- o Focus development tools with investments in place making and infrastructure
- o Flood control, access improvements

## • SUSTAINABLE - Create a sustainable community

- o Triple bottom line (economic, social and environmental)
- o Green infrastructure, access to healthy food, multi-modal transportation, etc...
- Replace "gray" infrastructure solutions with green and explore multiple benefits

#### **CHAPTER GOAL STATEMENTS:**

THESE CHAPTER GOAL STATEMENTS SUPPORT THE VISION AND PRIMARY GOALS AND WILL GUIDE THE RECOMMENDATIONS OF EACH CHAPTER:

#### LAND USE AND DEVELOPMENT

GOAL - Provide a framework for the future development of the Swope area resulting in predictable development patterns; creating quality, compatible development which fits the neighborhood context and maintains the urban character of the area; and integrating land use patterns with transportation and infrastructure systems.

#### NEIGHBORHOOD LIVABILITY

GOAL – Develop and maintain the services and amenities and education opportunities necessary to support clean, safe, attractive and desirable neighborhoods. Preserve the unique urban character of existing neighborhoods and recreate it in new neighborhoods.

#### **I**NFRASTRUCTURE

GOAL – Ensure a sustainable and well maintained infrastructure system that strengthens and supports existing neighborhoods and strategically accommodates new growth.

#### Transportation

GOAL – Create an interconnected multi-modal transportation system that integrates with land use patterns, connects neighborhoods and businesses, and increases transportation choice.

#### PUBLIC SPACES

GOAL – Create an attractive public realm which enhances area identity and livability, supports development goals and reinforces connections between neighborhoods.

### Housing

GOAL – Focus on areas of strength and utilize layered approaches to build desirable urban neighborhoods and increase population and employment in the Swope area. Build capacity, focus, target and finish what we've started.

# ECONOMIC DEVELOPMENT

GOAL – Increase employment opportunities within the Swope area and provide job skills. Focus on proactive and layered efforts to ......create an environment which encourages business retention and growth.

## **HUMAN INVESTMENT**

GOAL – Build social and human capital together with physical capital, focusing on human investments which create productive, healthy, caring, informed and empowered citizens.