



63rd Street Corridor

LAND USE & DEVELOPMENT PLAN



Planning, Preservation & Urban Design Division
City Planning & Development Department
Kansas City, Missouri

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63rd Street Corridor Land Use & Development Plan

Kansas City, Missouri

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The 63rd Street Corridor Plan Steering Committee assisted in the development of the plan. The Steering Committee represented a broad cross-section of individuals, neighborhood groups, organizations, city agencies, businesses, and institutions, which provided additional insights during the plan development. The Steering Committee also ensured that the plan direction represented the visions and goals established by the community workshop participants.

Special thanks to all of the participants who contributed their time and input throughout the planning effort. This document represents only a beginning; true success will ultimately be achieved through cooperation and long-term commitment among the private and public stakeholders of the corridor.

Table of Contents

Executive Summary

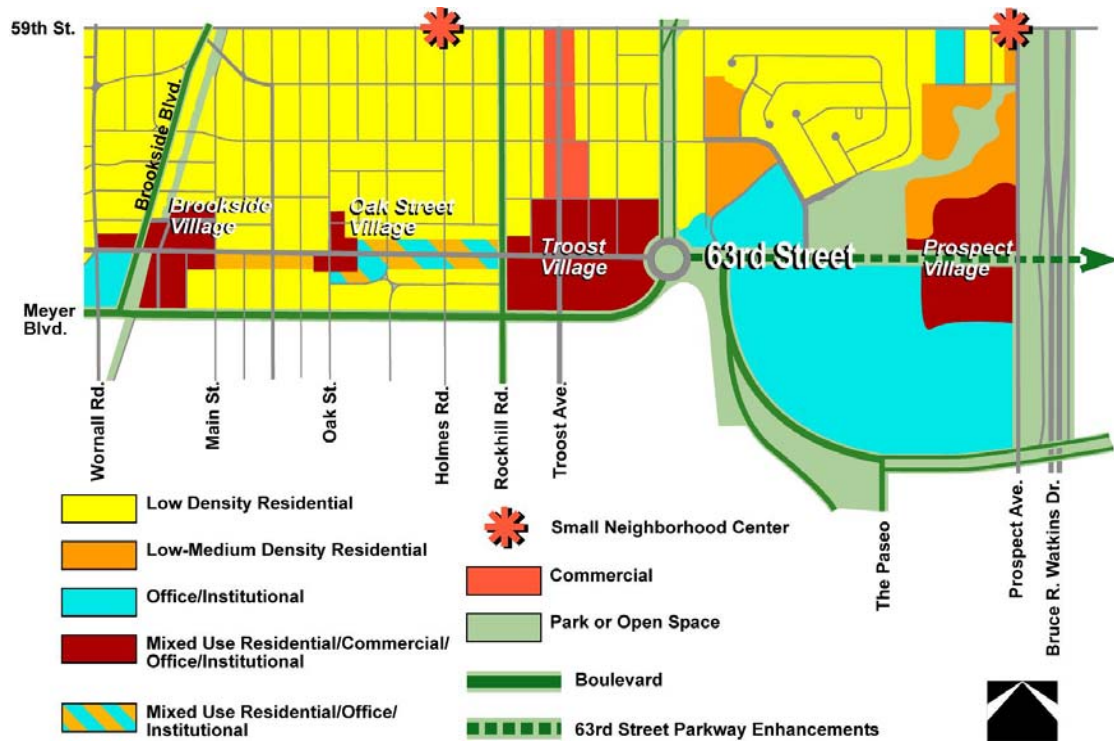
Introduction	1
Objective	1
Plan Area	2
Planning Process	3
History	5
FOCUS Kansas City	9
Southtown TIF	14
Existing Framework	15
Land Use and Conditions	15
Zoning	25
Urban Design Features	26
Community Participation	35
Community Workshops	35
Plan Components	43
Land Use and Development	43
Urban Design	70
Design Guidelines	89
Implementation	101
Implementation Checklist	101
Implementation Opportunities Matrix	116
Corridor Extension	123

List of Figures

Figure 1: Regional Context	2
Figure 2: Plan Area	2
Figure 3: Planning Process Diagram	3
Figure 4: Historic/Heritage Landmarks	5
Figure 5: Annexation Map	6
Figure 6: Southtown TIF District	14
Figure 7: Generalized Existing Land Use	15
Figure 8: Generalized Existing Zoning	25
Figure 9: Urban Design Features	26
Figure 10: Parks and Boulevards	32
Figure 11: Conceptual Land Use Plan	43
Figure 12: Conceptual Urban Design Plan	70
Figure 13: Urban Design Framework – Future Extension	125

The 63rd Street Corridor Land Use & Development Plan provides a vision and a framework for development and physical design. The plan carries forth a community-based vision that will guide actions not only by the City, but also through public-private partnerships, private sector initiatives, and community-neighborhood based activities. The 63rd Street Corridor Land Use & Development Plan framework is intended to:

- ✓ Provide an urban design concept that will enhance the physical appearance of the area and bring about a greater sense of 'connection' throughout the corridor.
- ✓ Establish a long-range land use strategy and development principles that complement the urban design concept.
- ✓ Promote the citywide initiatives established by the community in **FOCUS Kansas City**, the adopted citywide comprehensive plan.
- ✓ Provide a proposed land use framework so that the impact of future investments may be evaluated in relation to the overall vision and goals of the plan.



Land Use and Development

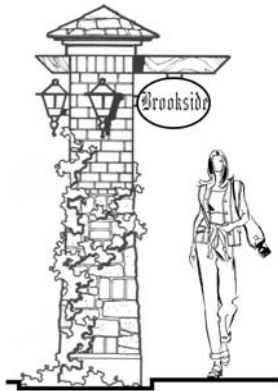
The land use and development concept is based upon developing a series of walkable, connected neighborhood villages. Neighborhood villages are interconnected through enhancement of institutional anchors or campuses, parks and open spaces, and new residential opportunities, such as townhouses/attached single family dwellings and senior housing. The corridor is envisioned to evolve as a neighborhood that sustains a live, work, and play community, where goods and services are easily accessed and a diversity of living choices are afforded.

63rd Street Corridor Land Use & Development Plan

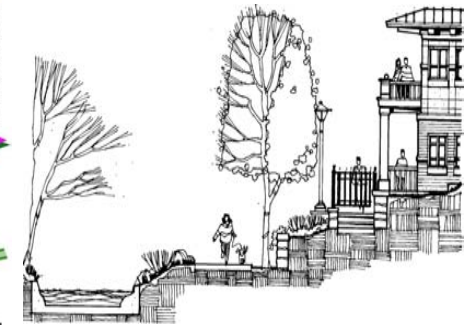
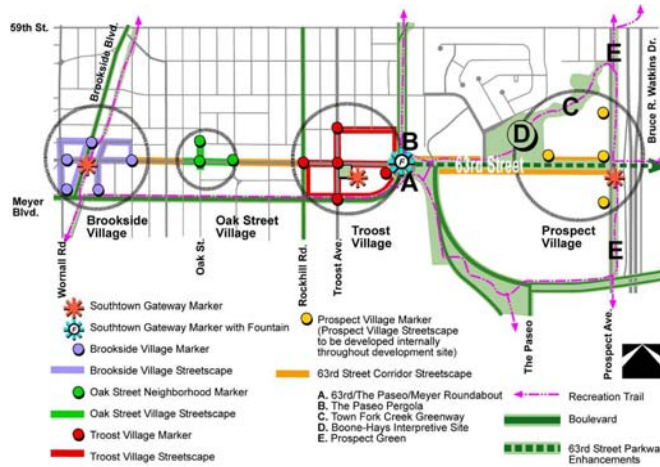
Urban Design

Urban design refers to those physical elements that contribute to the identity and sense of 'place' within the environment. Key urban design principles include:

- ✓ Distinctive environments for each neighborhood village, building on their own strengths and sense of unique identity.
- ✓ Providing multi-modal access and connections to, within, and among neighborhood villages.
- ✓ Utilizing public improvement initiatives for community enrichment while providing amenities and catalyst for development.



Neighborhood villages can strengthen their distinctive identity through urban design principles outlined by the concept plan.



Flood control as an amenity along the Town Fork Creek Greenway is integrated in new commercial and residential opportunities in the Prospect Neighborhood Village.

New Urban Design Elements

- Intersection improvements at the 63rd Street/The Paseo/Meyer Boulevard intersection.
- 63rd Street 'parkway' treatment east of The Paseo.
- New Parks or open space – Town Fork Creek Greenway, Prospect Green, Boone Hays Interpretive Site, and a 'Town Square' in the Troost neighborhood village, creating a 'heart' for the corridor.
- New gateway features throughout the corridor.



New development initiatives, such as the Troost Neighborhood Village are blended with the overall urban design framework to create a diverse and dynamic environment.

EXECUTIVE

SUMMARY

Introduction

The 63rd Street Corridor Land Use & Development Plan traverses a diverse community representing a broad cross-section of Kansas City. Within the corridor, a 'snapshot' of the City's Southtown history can be experienced - from remnants of the early settlement of the Boone-Hays farmstead, George Kessler's landmark system of parks and boulevards, J.C. Nichols residential and commercial developments, and the post-war changes in city form brought about by the automobile. Today, the corridor is home to a variety of conditions, which provide a strong foundation and strengthen the overall sense of community and stability. However, other conditions within the corridor present opportunities for improvement or change, ultimately reinforcing the existing assets within the area.

Objective

The 63rd Street Corridor Land Use & Development Plan furthers a community-based vision, which promotes a neighborhood, commercial, and institutional-friendly environment through a series of interconnected, 'walkable', mixed-use village developments; institutional campuses; neighborhoods; and public amenities that enhance the sense of cohesiveness and 'place' throughout the corridor. The plan provides a framework and criteria that outline the general strategies for land use, public amenities, and private development, so that future investments may be evaluated with regard to their merit in achieving that vision.

The 63rd Street Corridor Land Use & Development Plan provides a vision and a framework for development and physical design. The plan provides a vision that can guide actions through public investment, public and private partnerships, private sector initiatives, community and neighborhood group activities, and individual actions. The vision and framework is intended to:

-Provide an urban design concept that will enhance the physical appearance of the area and bring about a greater sense of 'connection' throughout the corridor.

-Establish a long-range land use strategy and development principles that complement the urban design concept.

*-Promote the citywide initiatives established by the community in **FOCUS Kansas City** strategic comprehensive plan.*

-Provide a proposed land use framework so that the impact of future investments may be evaluated with regard to the overall vision and goals of the plan.

-Identify high priority development impact areas.

-Outline steps and strategies for plan implementation.

-Outline recommendations for future capital improvements.

Introduction

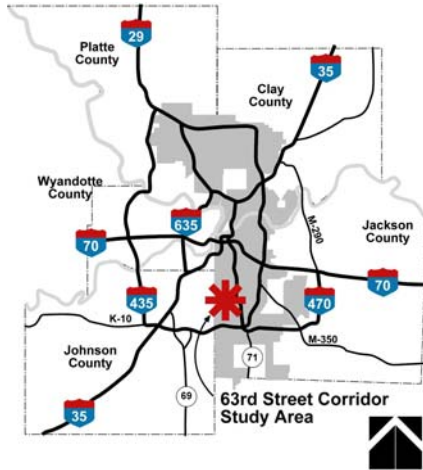


Figure 1: Regional Context

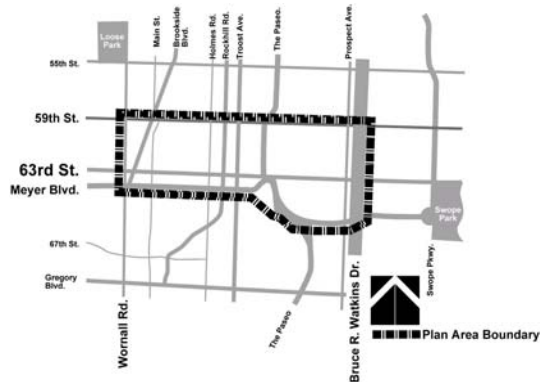


Figure 2: Plan Area

Plan Area

The plan area is located in proximity to some of the region's most notable landmarks and destination areas. East of Bruce R. Watkins Drive is Swope Park, one of the nation's largest urban parks. Within Swope Park are the Kansas City Zoo, Starlight Theatre, The Golf Academy, and a variety of recreational facilities, which includes golf, tennis, athletic fields, and picnic grounds. Just minutes north of the corridor is the Country Club Plaza, arguably the region's most notable shopping district, and many cultural-educational venues such as the Nelson-Atkins Museum of Art, The Kemper Museum of Contemporary Art, the University of Missouri-Kansas City, Rockhurst College, and the Kansas City Art Institute.

The plan boundaries are along 63rd Street, between:

- Wornall Road to the west;
- Bruce R. Watkins Drive (U.S. Highway 71) to the east;
- 59th Street to the north, and;
- Meyer Boulevard to the south.

The impact of the corridor on areas west to State Line and east of Swope Park was also considered in the development of the plan.

Introduction

Planning Process

The planning process for the 63rd Street Corridor Plan utilized a structured process and involvement of the public, neighborhoods, steering committee, City agencies, property owners, businesses, and institutions. There were four primary components in the planning process.

Component 1: Inventory

A preliminary investigation and inventory was undertaken, which included identification and analysis of:

- Field observations and existing conditions
- Relationship to the **FOCUS Kansas City Plan**
- History and historical resources of the area
- Existing plans, policies, and initiatives
- **FOCUS Kansas City** Neighborhood Assessments
- Existing land uses and zoning districts
- Urban design and public amenity features
- Watersheds
- Major utilities and infrastructure
- Public facilities
- Transportation elements
- Demographic characteristics

The inventory and analysis was summarized in the 63rd Street Corridor Plan Data Book, which was also utilized to enhance the community's awareness and understanding of the corridor.

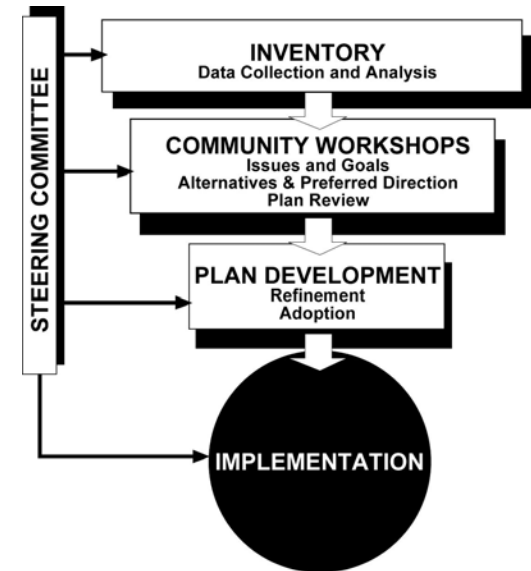


Figure 3: Planning Process

Introduction



Four community workshops were held in which participants contributed in the development of the concept plan.



Steering committee members discuss findings from a previous community workshop.

Component 2: Community Workshops

Community workshops represent much of the foundation of the 63rd Street Corridor Plan. Four public workshops were held. The first workshop sought input from the participants with regard to issues, concerns, goals, and their vision for the corridor. Based upon that information, several land use and design alternatives were developed and presented to participants in the second workshop. Input and a general consensus were gathered and a preferred direction was developed. In the third workshop, participants were afforded the opportunity to review the work-to-date and provide additional input in development of the final plan, presented in the last workshop.

Component 3: Steering Committee

A steering committee was appointed by the Mayor before the planning process began. The Steering Committee represented a broad cross-section of individuals, neighborhood groups, organizations, city agencies, businesses, and institutions, which provided additional insights during the plan development. The Steering Committee also ensured that the plan direction represented the visions and goals established by the community workshop participants.

Component 4: Plan Development and Adoption

Plan development was built upon the input and direction from the previous three components, which synthesized the vision into a usable tool for implementation. The key components to the plan include:

- Land use and development
- Urban design
- Development guidelines
- Implementation strategies

Introduction

History

Early Development

The early history of the area and its inhabitants date back to the settlements of the Osage and Kaw Native American Tribes. The French and Spanish who sought lands upon which to settle soon followed. However, it was the American explorers who created what could arguably be described as the first permanent settlements in the area. A most notable settler to the study area was Daniel Morgan Boone, grandson of the famous pioneer Daniel Boone, who came to the area and established what is now known as the Boone-Hays farmstead. Today, the gravesite of Daniel Morgan Boone lies in the Boone-Hays Cemetery adjacent 63rd Street, just west of Brooklyn Avenue.

The area around 63rd Street and Wornall Road was part of the land purchased by Dr. David Waldo in 1828 for his developing Santa Fe Trail trade. In 1824 John B. Wornall purchased 500 acres to the east on which he built a four-room log house near what is now 61st Street Terrace and Wornall Road. In 1858 the Wornall family built their mansion just north of the original cabin. This site is now designated as a national and local historic landmark.

The largest Civil War battle west of the Mississippi, the Battle of Westport, partially took place in the area. The Union victory halted the Confederate presence in Missouri. Several markers commemorate the action, one located near the intersection of 63rd Street and The Paseo. Perhaps the most significant feature, however, is the gift to the City of the area now known as Swope Park by Thomas H. Swope. This gift was the beginning of what would eventually total 1,763 acres. It is now the largest city park in the Kansas City parks system and one of the largest urban parks in the United States.



A stone marker locates the final resting place of Daniel Morgan Boone, located near 63rd Street and Brooklyn Avenue.



Figure 4: Historic/Heritage Landmarks

Introduction

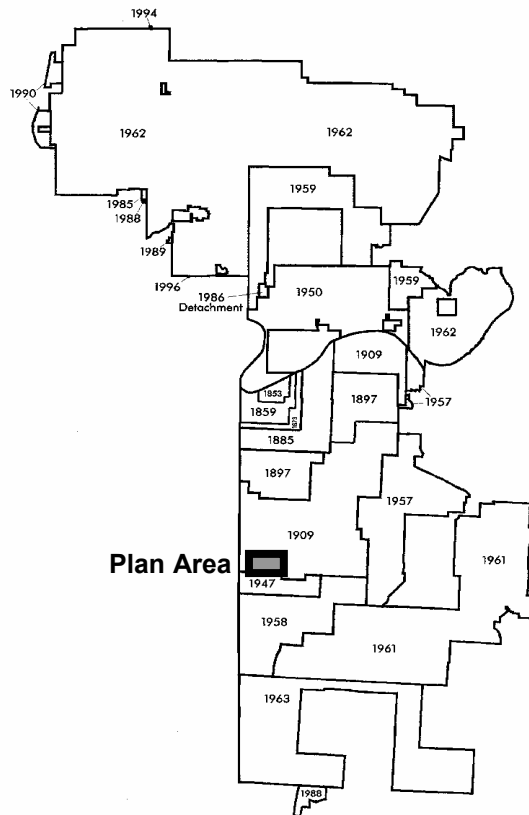


Figure 5: Annexation Map

Growth of a City

In the years following the Civil War, Kansas City experienced a tremendous growth boom, a result of the westward expansion movement and the construction of the Hannibal Bridge for the railroads. By 1909, the 63rd Street Corridor area was annexed into the City. Kansas City's most notable developer, J. C. Nichols, placed his stamp on the area in 1919 with the construction of the Brookside Shopping Center, a neighborhood center in the emerging Country Club District.

By the 1920's, Kansas City began to feel the impact of an expanding municipality, further fueled by the affordability of the automobile and the mobility it provided for the individual. The street system grew along with development opportunities in the Southtown area. The area benefited tremendously from Kansas City's historic parks and boulevards system. One of the most significant segments in the boulevard plan was Ward Parkway lying west of Wornall Road, designed by George Kessler and the landscape architectural firm, Hare & Hare.

J.C. Nichols continued his development of the Southtown landscape, with the development of additional neighborhoods south of the Country Club Plaza. The neighborhoods at the western end of the corridor display distinctive architectural characteristics from the early 20th century and the whole area is considered eligible for listing on the National Register of Historic Places. The design and layout of these neighborhoods are typical pre-war J.C. Nichols mixed-use neighborhoods, which included residences, offices, shops, schools, churches, and parks.

Introduction

The Post-War Years

During the Second World War, the American economy had left behind the hardships experienced during the Great Depression of the 1930's. After the defeat of the Axis powers in 1945, however, a new crisis surfaced in urban America. With troops returning from overseas, and the new affluence of middle class families, many communities faced housing shortages. Kansas City was no different, and it was during this time that Southtown began to experience even more rapid growth.

The 1950's and 1960's ushered in an era of increased affluence for a significant portion of the American population. With the construction of the Interstate Highway system and the affordability of automobiles and housing, inner cities often deteriorated as a suburban culture was fostered. Even with the trend of 'white flight', however, the Southtown area was benefiting from new major investments such as Baptist and Research Medical Centers and The Landing Mall. With new Civil Rights legislation, housing opportunities and programs were increasingly made more affordable to the minority population, which increased in the area during this time.

The 1970's and 1980's saw economic challenges for businesses and homeowners. Within the Southtown area, as with other areas in urban America, the signs of disinvestment began to appear as suburban growth continued to flourish. Urban core areas became associated with 'undesirable elements' and were devalued through social perceptions and economic realities. As urban core areas became the focus of revitalization efforts nationally, however, corporate and institutional development succeeded in the 63rd Street Corridor.



The Nazarene World Headquarters and The Cleveland Chiropractic College are two of the institutional and educational facilities within the corridor.

Introduction



Recent initiatives along 63rd Street include commercial construction at the intersection of 63rd Street and Prospect Avenue.



A new medical office building on the Research Medical Center Campus was completed in 1996.

Major facility investments such as AT&T, Research Medical Center, The Nazarene World Headquarters, and the Cleveland Chiropractic College anchored the corridor. In turn, a new awareness of the area was fostered in the 1980's and 1990's with the Blue Hills Redevelopment Area (The Citadel), a mixed density residential neighborhood. A Tax Increment Financing Plan, which envisioned the commercial and institutional growth of Southtown, while stabilizing core neighborhoods, was also adopted. In 2001, the completion of Bruce R. Watkins Drive linked 63rd Street and the Southtown Area with the Brush Creek Corridor and the Downtown Loop. Recent investments along the 63rd Street Corridor include medical office facilities, the Blue Cross & Blue Shield Data Processing Center, commercial development at Prospect and Troost Avenues and The Paseo Pergola.

Introduction

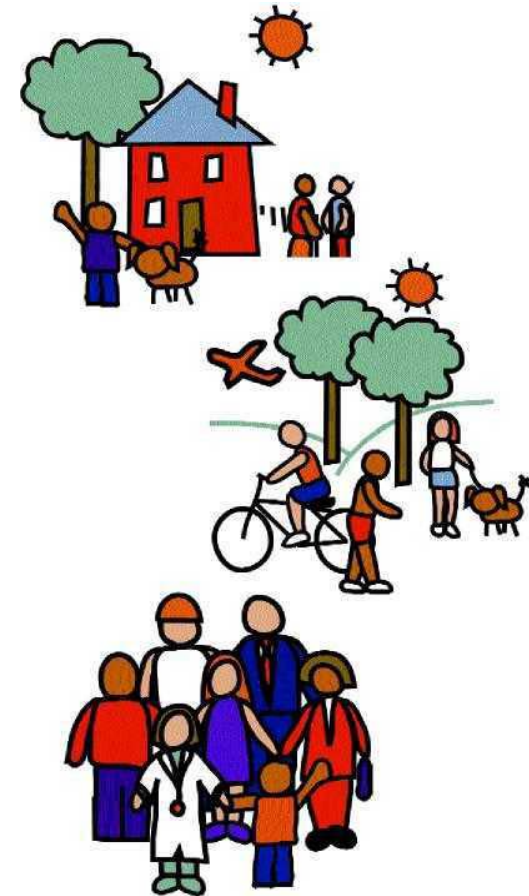
FOCUS Kansas City

FOCUS Kansas City is the strategic and comprehensive plan for Kansas City, Missouri. It outlines a framework for action, developed through an extensive community participation process, which will guide Kansas City's actions and policies to reality. The plan addresses several key elements with regard to City life including the City's physical framework, the urban core, neighborhoods, human investment, preservation, and governance.

Adopted in 1997, **FOCUS Kansas City** is the City's checklist for actions over the next 25 years. It established priorities that will guide decisions about employment, neighborhoods, taxes, capital improvements, public safety, education, and much more. Seven primary components address the strategic and comprehensive development for **Kansas City** as the **New American City** for the **21st Century**, which include:

1. The Citywide Physical Framework Plan
2. The Neighborhood Prototypes Plan
3. The Preservation Plan
4. The Urban Core Plan
5. The Northland Plan
6. The Human Investment Plan
7. The Governance Plan

The **63rd Street Corridor Land Use & Development Plan** is a result of the **FOCUS Kansas City** initiatives, to further implement and carry forth the City-wide vision for community enrichment and enhancement.



Introduction



The Brookside Shopping Center has served the surrounding neighborhoods since the 1920's.

Mixed-Use Centers

The **FOCUS Kansas City** Plan supports compact and mixed-use patterns of development, particularly along transit corridors that reduce long commutes, retain open spaces, and minimize costs for public services and facilities. The primary types of mixed-use centers include **Community** and **Small Neighborhood**.

Community Mixed-Use Centers

This type of center is designed to serve multiple neighborhoods that may include major retail, shopping, light industry, medium to high density housing, and low to mid-rise office buildings. **FOCUS Kansas City** Community Mixed-Use Centers identified in the plan area includes:

- 63rd Street and Brookside Boulevard
- 63rd Street and Troost Avenue

Small Neighborhood Centers

This refers to an area designed to serve a neighborhood, which provides small-scale services and other small businesses. These centers are located close to residential areas. **FOCUS Kansas City** Community Mixed-Use Neighborhood Centers identified in the plan area includes:

- 59th Street and Holmes Road
- 59th Street and Prospect Avenue
- 63rd Street and Prospect Avenue

Introduction

Mixed-Use Corridors

A policy of **FOCUS Kansas City** is to encourage development in mixed-use and transit centers along “Corridors”, physical and cultural pathways that connect people, neighborhoods, and culture. Two such corridors are identified within the plan area. These corridors would be targeted areas due to their mixed-use designation and locations along great streets.

- The Troost Corridor
- The 63rd Street Corridor

Development Priority Zones

These are areas that are currently developed or that are contiguous or adjacent to existing development, and where public facilities and infrastructure are already in place. The entire 63rd Street Corridor area falls within what is defined in the **FOCUS Plan** as the Southwest Corridor and East-Central Core Urbanized Zones. Generally, this designation promotes the historical development pattern and that new development is infilled on scattered sites or redevelopment in selected location at higher densities.



Troost Avenue is a major transit link within Kansas City, and intersects with 63rd Street in the middle of the 63rd Street Corridor Area.

Introduction



The KCATA Trolley Track Trail is a popular pedestrian and bike trail that intersects the 63rd Street Corridor near the Brookside Shopping Center. The trail essentially links the Country Club Plaza to the with the Waldo neighborhood to the south.

Pedestrian Zones

FOCUS Kansas City recognizes that a direct, continuous, safe, and pleasant pedestrian system is a vital step toward preserving neighborhoods and creating a multi-modal transportation system. The 63rd Street Corridor is graced with pedestrian areas. The Brookside Shopping Center is specifically identified in the **FOCUS Kansas City Plan** as a pedestrian zone. Generally the neighborhoods surrounding 63rd Street are very walkable. In addition to this, the following are identified as specific existing or future pedestrian zones:

KCATA Trolley Track Trail

The Brookside commercial area is crossed north and south by the KCATA Trolley Track Trail. The commercial area is very pedestrian friendly and the trail currently serves as a primary pedestrian connector among neighborhoods to the north and south.

Light Rail Transit

Should a light rail transit system be approved in the future, the area along Prospect Avenue, between Meyer Boulevard and 63rd Street, would likely be designated as a pedestrian zone due to the development of a light rail station within that area.

In addition, the City Planning and Department initiated a **Citywide Walkability Study** and plan of action during the 63rd Street Corridor Land Use & Development Planning process. The goal of the study is targeted to increase the percentage of pedestrians in the mix of total transportation activities throughout the City and how a comprehensive approach to pedestrian movement might be better facilitated. These recommendations should be integrated into initiatives outlined by the 63rd Street Corridor Land Use & Development Plan.

Introduction

Great Streets

The **FOCUS Urban Core Plan** calls for the revitalization of the boulevards and the designation of a network of Great Streets where the City will focus investment and target incentives to upgrade infrastructure, enhance the streetscape and encourage activity that is attractive to pedestrians.

FOCUS Kansas City Great Street Centers identified in the plan area include:

- 63rd Street
- Troost Avenue

Parks and Boulevards

FOCUS Kansas City clearly defines the network of parks and boulevards as one of Kansas City's unique strengths, which should be protected, enhanced, and expanded. Within the 63rd Street Corridor Area, four boulevards intersect with 63rd Street, which include:

- Brookside Boulevard
- Meyer Boulevard
- Rockhill Road
- The Paseo



63rd Street is a primary arterial in the City's street network and is designated as a Great Street.



Generous grass medians are common along Meyer Boulevard from The Paseo to Bruce R. Watkins Drive.

Introduction

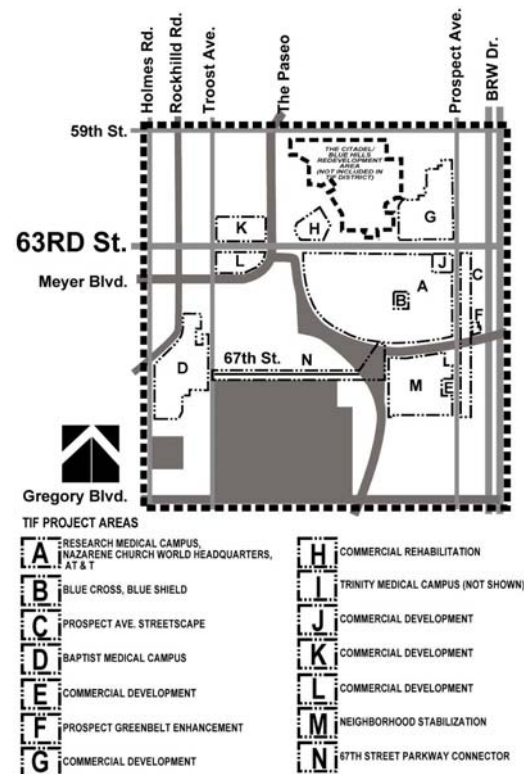


Figure 6: Southtown Tax Incremental Finance District

Southtown TIF

Health Midwest, which has two major facilities in the area (Research and Baptist Medical Centers), initiated the **Partners for Change** Southtown Tax Incremental Finance (TIF) District in 1994. As a corporate mentor for the area, the **Partners for Change** actively pursue redevelopment opportunities for commercial and institutional growth and neighborhood enrichment.

Essentially, TIF allows for the opportunity for development to occur through ‘capturing’ the taxes from property and from taxes assessed from economic activity from new redevelopment initiatives, which is then reinvested into projects, amenities, and neighborhoods. The eventual goal is to stimulate interest and investment in redevelopment projects within the corridor, construct them in a manner that will benefit the community, and reinvest in neighborhoods located within the TIF District. Successes of the TIF District include new medical facilities, offices, commercial redevelopment, and investment in the neighborhood fabric.

In addition, corporate, business, and individual support is representative through the **Southtown Council**, which promotes partnerships among stakeholders in Southtown, fostering an environment for economic development and community growth.

Existing Framework

Land Use and Conditions

The 63rd Street Corridor contains a diverse array of land uses, development patterns, and property conditions. Uses range from single-family homes to substantial corporate and institutional campuses. Conditions and land values within the corridor also vary dramatically.

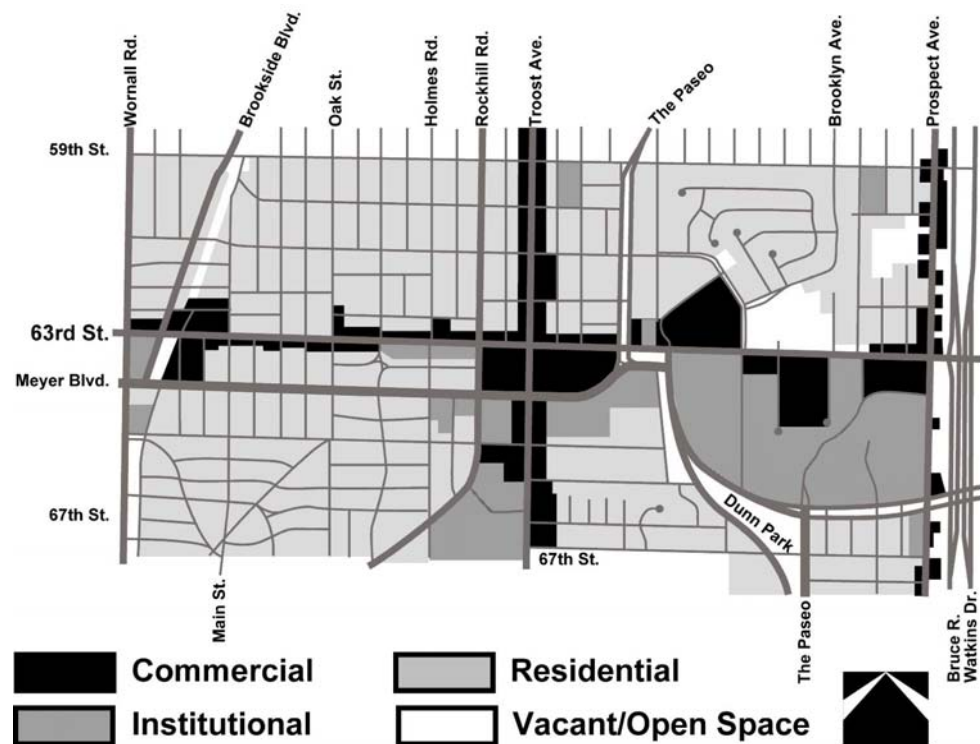


Figure 7: Generalized Existing Land Use

The 63rd Street Corridor is a dynamic environment that has diversely developed over the last century, including neighborhoods, institutional campuses, commercial centers, and public facilities.

Neighborhoods:

- Town Fork Creek
- Swope Park Campus
- Blue Hills
- The Citadel
- Tri-Blenheim
- Neighbors United for Action
- South Park
- Homes Park
- Oak Meyer Gardens
- Astor Place
- Western 49/63
- Morningside
- Armour Hills
- Wornall Homestead
- East Meyer Community Association

Institutional Campuses:

- Cleveland Chiropractic College
- Nazarene World Headquarters
- Research Medical Center

Commercial Centers:

- Brookside Shopping Center
- The Landing Mall
- Metro Plaza Shopping Center

Public Facilities:

- Metro Patrol Headquarters
- Fire Station 29

Existing Framework



A variety of housing styles and conditions can be found throughout the neighborhoods within the corridor.

Residential

Neighborhoods provide the foundation for much of the corridor's stability. Residential properties in the area are generally comprised of single family residents, typically developed before the Second World War. Kansas City's most notable developer, J.C. Nichols, was responsible for many of these neighborhoods.

Issue:

Single family residential is dominant throughout the corridor and enhanced by strong neighborhood and homeowner organizations. There are some multifamily units within the corridor, with some higher density apartments near the Brookside Shopping Center and The Citadel. Some duplex homes have been developed among certain blocks within neighborhoods.

Implication:

The predominant established residential pattern within the corridor is lower density. This infers that an increase of commercial services may need to be balanced with an increase of residential units or 'rooftops' to support additional neighborhood-oriented retail.

Issue:

Many of the single family residential properties are tied to deed restrictions or restrictive covenants, originally developed by J.C. Nichols. Many of these covenants pertaining to the physical use and development of the land may impact redevelopment efforts.

Implication:

Properties with deed restrictions may not be appropriate for redevelopment efforts that change the nature of the area from single-family to multifamily or commercial.

Existing Framework

A visual analysis or 'windshield' survey was conducted during the planing process. As a general observation, residential properties towards the western end of the corridor appear to be in better condition than residential properties at the eastern end, although many properties on the eastern end were generally in good condition and well maintained. In addition, The Citadel (between The Paseo and Brooklyn Avenue) is also representative of the quality single family housing stock within the corridor.

Issue:

Overall, residential properties are in good condition. There are individual properties and areas, however, that have declined, are in a state of disrepair, or have become vacant parcels. These properties, when they form a 'critical mass', tend to be located near the eastern portion of the corridor.

Implication:

There are residential properties and areas that may benefit from redevelopment initiatives and strengthen the neighborhood framework, such as rehabilitation, infill housing, or new uses.



Throughout the planning process, participants placed value on residential properties and the sense of 'neighborhoods'.

Existing Framework



Commercial development styles vary along the corridor. The Brookside Shopping Center is representative of the pre-Second World War era neighborhood center.

Commercial

A variety of commercial developments are located throughout the corridor. Commercial developments, such as Brookside Shopping Center represent a more traditional neighborhood pedestrian center. Other developments along 63rd Street reflect post World War II development trends, and, thus, are more automobile-oriented.

At the west-end of the corridor, the Brookside Shopping Center (Brookside Boulevard & 63rd Street) provides a neighborhood-scale center with retail, some upper level office, and public service facilities (U.S. Post Office) serving the surrounding neighborhoods. There is a diverse commercial mix, from smaller boutique shops to grocery stores. Recently, the Brookside Business Zoning District (approved by Ordinance 001441) was created to protect the design character of the Brookside Commercial District. New zoning definitions were created that addressed the placement, massing, and design of future development initiatives. The Brookside Shopping Center appears to be fully occupied and are well maintained and in sound condition.

Issue:

The Brookside Shopping Center was developed in an era which ‘blended’ the traditional neighborhood center with the automobile. In addition, a single developer primarily constructed the center and it was built to support residential development in the area.

Implication:

The Brookside Shopping Center has prospered for over 70 years, supporting strong neighborhoods. Residents have identified these shops as part of the neighborhood fabric. In addition, definitive commercial boundaries and distinctive architectural style has created a strong sense of ‘place’ and boundaries.

Existing Framework

Between the Brookside Shopping Center and Troost Avenue, the commercial land patterns transitions to more automobile-oriented environment. Generally, commercial uses are single tenant, single-site, with parking on-site and in front of the businesses (with exception to the northeast corner of 63rd and Oak Streets). This development pattern was partially a product of the automobile-oriented strip commercial zoning that accommodated the development trends of that era. Additionally, some commercial conversion of single-family homes has occurred along 63rd Street and has infiltrated the surrounding neighborhoods.

Several small office buildings are also located within this portion of the corridor. Typically, buildings are one-level structures and generally maintained with exception of some service areas on the sites. The primary physical challenge is the shallow block depth that does not allow for adequate on-site parking, facility expansion, or substantial buffering between the neighborhoods and commercial use.

Issue:

The development pattern begins to alter east from the Brookside Shopping Center. Single-use, single-structure developments occur, primarily due to the influence of the automobile and dedicated on-site parking for each building.

Implication:

This pattern lends itself to commercial buildings that are disconnected from each other or are connected, but with surface parking in front or at the sides of the building.



A contrast to The Brookside Shopping Center, portions of the 63rd Street Corridor east of Main Street developed predominantly to accommodate the automobile.

Existing Framework



Shallow lot depths for commercially zoned properties along 63rd Street.



Conversion of single family residential to commercial uses along 63rd Street.

Issue:

Commercial properties are shallow in depth (one-half block) and 'land-locked' by adjacent residential properties.

Implication:

Commercial properties along these portions of the corridor appear to have limitations for expansion or redevelopment for larger development types.

Issue:

Conversion of single family residential properties to commercial uses has occurred.

Implication:

Random or unplanned commercial expansion into residential neighborhoods weakens the transition and boundaries between neighborhood commercial and adjacent neighborhoods.

Existing Framework

At the center of the corridor, The Landing Mall anchors the intersection of 63rd Street and Troost Avenue. The Landing Mall, originally built as a regional destination, has experienced varying degrees of success over the past few decades. Although it has a zero-foot setback along most of 63rd Street, the façade creates an expansive blank wall along the sidewalk. Parking is generally provided near the intersection at Troost Avenue or behind the mall along Meyer Boulevard.

The other corners of the intersection are primarily developed as 'pad sites' (single-use, freestanding structures) that include uses such as fast food, retail drug, and a bank. The Blue Hills Office Building on the northwest corner of Troost Avenue and 63rd Street has been placed on the market for sale. Structures appear to be in good condition, but typically lack a sense of visual connection among individual sites.

Issue:

The intersection of Troost Avenue and 63rd Street is the center of the corridor planning area, intersecting two primary streets. It is also along one of the most used public transportation corridors (Troost Avenue).

Implication:

The intersection is of significant importance to the corridor's image and vitality.

Issue:

The Landing Mall, originally developed as a regional center, is unable to compete with larger regional centers.

Implication:

The nature of The Landing Mall has changed over the years, and it appears to serve more as a neighborhood center, rather than a regional destination center.



The Landing Mall occupies a significant portion of the intersection of Troost Avenue and 63rd Street.

Existing Framework



Along the corridor, east of Troost Avenue and continuing past The Paseo, single-pad and multi-tenant 'strip' commercial development occurs within the Metro Plaza Shopping Center. The Metro Plaza has also undergone changes in its commercial store mix over the years. The structure appears to be in sound condition.

Issue:

Similar to The Landing Mall, the Metro Plaza Shopping Center has had varying degrees of success and competes with The Landing Mall and other commercial within the corridor.

Implication:

Questions arise to whether so many commercial centers will prosper economically within the area. The viability of two exclusively commercial centers is also uncertain, given recent commercial construction at the intersection of 63rd Street and Prospect Avenue/Bruce R. Watkins Drive.



The Metro Plaza Shopping Center.

Existing Framework

At the east-end of the corridor, new commercial development has been initiated at 63rd Street and Prospect Avenue. On the southwest corner, a new retail drug store has been completed, with a new bank also under construction. As part of the Health Midwest Partners for Change Southtown Tax Increment Finance District Plan (TIF Plan), that corner has been master planned to include retail and hotel development, set in a campus-like atmosphere. In addition, approved TIF project areas northwest of the intersection have recently undergone property ownership change. The master plan envisions a mixed-use development to include residential towards the open space of the Town Fork Creek Watershed and a retail village oriented towards the intersection of 63rd Street and Prospect Avenue/Bruce R. Watkins Drive. Land clearance of many dilapidated structures is planned to help meet redevelopment goals.

Issue:

The completion of Bruce R. Watkins Drive has enhanced the commercial marketability of the area, due to better access and the anticipated increase of traffic volumes through the intersection of 63rd Street and Prospect Avenue/Bruce R. Watkins Drive. Two new commercial developments are already underway.

Implication:

The intersection may attract a greater interest for redevelopment, drawing upon the neighborhood base, as well as local and regional traffic. This may be a significant impact to commercial along 63rd Street, Troost Avenue, and at the Metro Plaza Shopping Center.



New commercial development at 63rd Street and Prospect Avenue/Bruce R. Watkins Drive.

Existing Framework



Research Medical Center is one of the institutional anchors along the corridor and continues to enhance its 'campus'-like qualities.

Institutional

Institutions represent a significant asset within the corridor, which is reflected by their high level of maintenance and continued investment in their respective properties. At the eastern end of the corridor, The Research Medical Center and The Nazarene World Headquarters have developed their properties in a 'campus'-like environment, internally linked by pedestrian and vehicular access. This 'campus-corridor' provides a strong, stable anchor for 63rd Street. Near the center of the corridor, the Cleveland Chiropractic College occupies several former office buildings along 63rd Street, between Troost Avenue and Cherry Street. Although technically considered commercial, several major office facilities also occupy land within this 'campus-corridor', and contribute to the stability and overall environment. They include A T & T and the Blue Cross & Blue Shield Data Processing Center.

Issue:

Strong institutional uses provide stability along the corridor.

Implication:

The viability of the 63rd Street Corridor is partially dependent upon maintaining institutions, which provide stability in property values and a significant employment base.

Issue:

Institutional uses are dominant along the south side of 63rd Street, from Cherry Street to Prospect Avenue/Bruce R. Watkins Drive.

Implication:

A 'campus-corridor' exists for much of the area, with significant facilities and large land holdings under several, stable owners..

Existing Framework

Zoning

Zoning districts within the 63rd Street Corridor planning area generally mirror the existing land use. The predominant zoning in the planning area is residential, with commercial zoning along 63rd Street and north and south on Troost and Prospect Avenues. There are a few isolated, industrial zoned parcels along Troost and Prospect Avenues, however, their impact is minor.

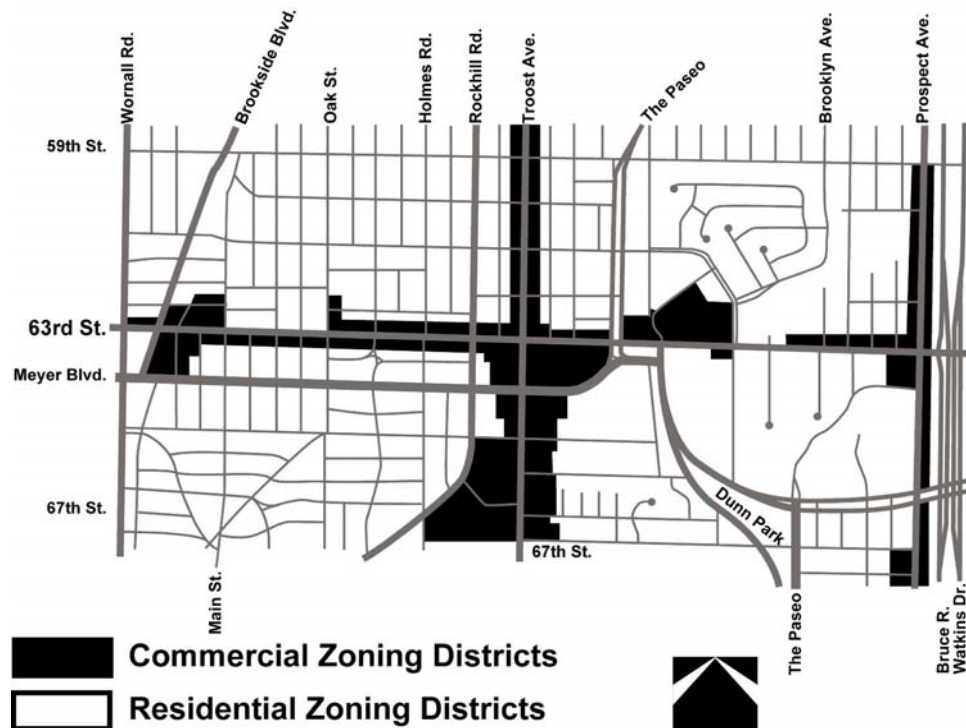


Figure 8: Generalized Existing Zoning

Issue:

Commercial zoning along 63rd Street is generally one-half block in depth, with exception for some existing larger commercial developments.

Implication:

Commercial zoning patterns for much of the corridor infers limitations in the amount of on-site development. Conversely, this zoning pattern provides a definitive edge for residential properties and provides a sense of protection for adjacent residential parcels.



A primary zoning issue along the corridor is the narrowly zoned commercial properties that face 63rd Street, Troost and Prospect Avenues.

Existing Framework

FOCUS Kansas City identifies several primary urban design principles, which include:

Gateways and Points of Entry

- locations where one feels a sense of arrival into the corridor.

Scenic Views

- usually located at high points where one can see a great distance.

Landmarks

- a structure or element, that assists one in identifying their location.

Natural Features

- waterways, rivers, streams, rolling terrain, or areas with significant vegetation.

Urban Design Features

FOCUS Kansas City identifies the importance of high quality development, which recognizes the influence of sound urban design principles in planning. A comprehensive approach to urban design within the study area can enhance the community's quality of life, positively impact the value of property, and encourage additional public and private sector initiatives and investments.



Figure 9: Urban Design Features

Existing Framework

Gateways and Point of Entry

The 63rd Street Corridor is partially defined by the boulevard system that intersects it. Ward Parkway on the western edge, Meyer Boulevard on the south and Swope Parkway on the east comprise a strong, high amenity framework for significant features in the corridor. However, there is not a strong 'sense of arrival' into the 63rd Street Corridor. Possible opportunities to create those "Gateway Portals" appear to be at:

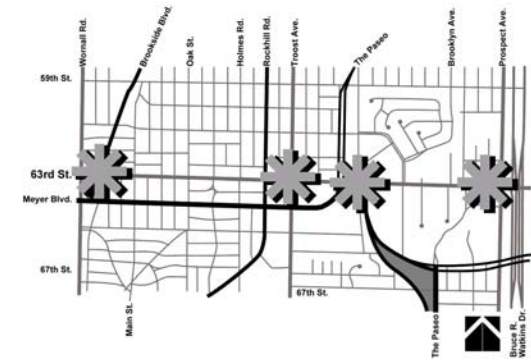
- 63rd Street and Bruce R. Watkins Drive/Prospect Avenue
- 63rd Street and The Paseo/Meyer Boulevard
- 63rd Street and Brookside Boulevard
- 63rd Street and Troost Avenue

Issue:

The 63rd Street Corridor is surrounded by and intersected by many of Kansas City's prominent urban design features. Many of the key intersections into the corridor are along boulevards or primary arterials.

Implication:

An established framework exists for the 63rd Street Corridor to build upon physical and visual connections to a greater Citywide urban design framework, while creating its own distinctive identity.



The Paseo Pergola graces the entrance into the Corridor at the intersection of 63rd Street and The Paseo/Meyer Boulevard.

Existing Framework



The Boone-Hays Cemetery overlooks The Citadel Neighborhood and the Town Fork Creek Watershed.

Scenic Views

Due to the existing development or 'lay of the land', expansive views and vistas are not prevalent along 63rd Street. Scenic environments exist, however, or have the potential to be developed. They include:

- Overlook and wooded areas at the Boone-Hays Cemetery.
- Overlook and wooded areas into the Town Fork Creek Watershed.
- Vista along The Paseo looking south towards the former monastery/Benjamin Banneker School.
- Vista along The Paseo/Meyer Boulevard along Dunn Park and The Nazarene World Headquarters.

Issue:

The 63rd Street Corridor has limited areas that afford significant scenic views and vistas.

Implication:

Areas that have scenic views should either be preserved or developed in a manner that enhances views or vistas.

Existing Framework

Landmarks

Several landmarks are located within the corridor, which enhance a sense of location or 'place' throughout the corridor. These include:

- Brookside Shopping Center
- Border Star Elementary School
- Hogan Academy
- Former Monastery/Charter School
- The Paseo Pergola
- Nazarene World Headquarters Globe
- Nazarene Theological Seminary
- Research Medical Campus
- World War I Veterans Obelisk and Fountain

Issue:

The 63rd Street corridor contains a variety of landmarks through monuments, icons, distinctive architectural styles, or institutional campuses.

Implication:

Many established landmarks, either public or private, are important to the overall identity of the corridor.



Key Architectural Features & Landmarks
 A. Brookside Shopping Center
 B. Border Star Elementary
 C. Hogan Academy
 D. Former Monastery/Benjamin Banneker School
 E. The Paseo Pergola
 F. Nazarene World Headquarters Globe
 G. Nazarene Theological Seminary
 H. Research Medical Campus
 I. World War I Veterans Fountain



Elements such as the globe at the Nazarene World Headquarters provide a landmark and enhance a sense of distinctive identity that is associated with the corridor.

Existing Framework



Natural Features

Although no significant river or stream traverses through the corridor, the Town Fork Creek Watershed is located north of 63rd Street, east of The Paseo. The City is currently in the process of completing the Town Fork Creek Watershed Master Plan. It will identify areas with flooding problems, analyze storm drainage systems and identify needed improvements. The City has continually worked with the Town Fork Creek Neighborhood Association to identify specific problem areas. Once the Flood Mitigation Plan is completed, a working group of City Departments and neighborhood residents will identify projects and funding sources for improvements.

Issue:

Town Fork Creek Watershed is currently under study with a goal of mitigating flooding issues.

Implication:

Flood control, and just as critical, the overall design of the project, will impact the image and value of the area.

Existing Framework

Historic and Heritage Features

The 63rd Street Corridor is part of an area rich in the history and heritage of Kansas City. Many of these elements can be experienced along the corridor, which include:

- Boone-Hays Cemetery
- Battle of The Big Blue historic marker
- Hinkles Grove historic marker

Issue:

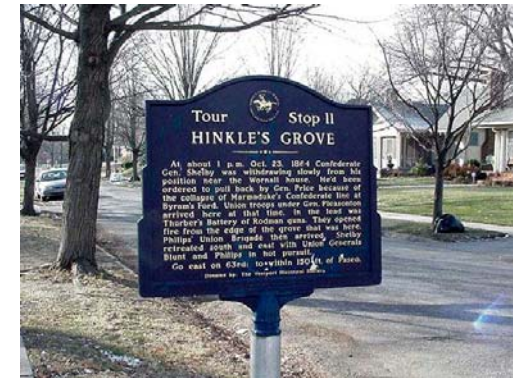
Existing historical and heritage elements have been identified throughout the corridor.

Implication:

The community has placed value on historical and heritage elements within the area to be commemorated and preserved.



Historic/Heritage Landmarks
 1. Battle of Hinkle's Grove Marker
 2. Battle of Westport Grand Army of the Republic Marker
 3. Boone-Hays Cemetery



A marker commemorates Hinkles Grove, part of the Civil War battle fought in the area.

Existing Framework

Parks and Boulevards

The Parks and Boulevards system is one of the defining physical features that are associated with Kansas City. Within the corridor, four boulevards intersect with 63rd Street.

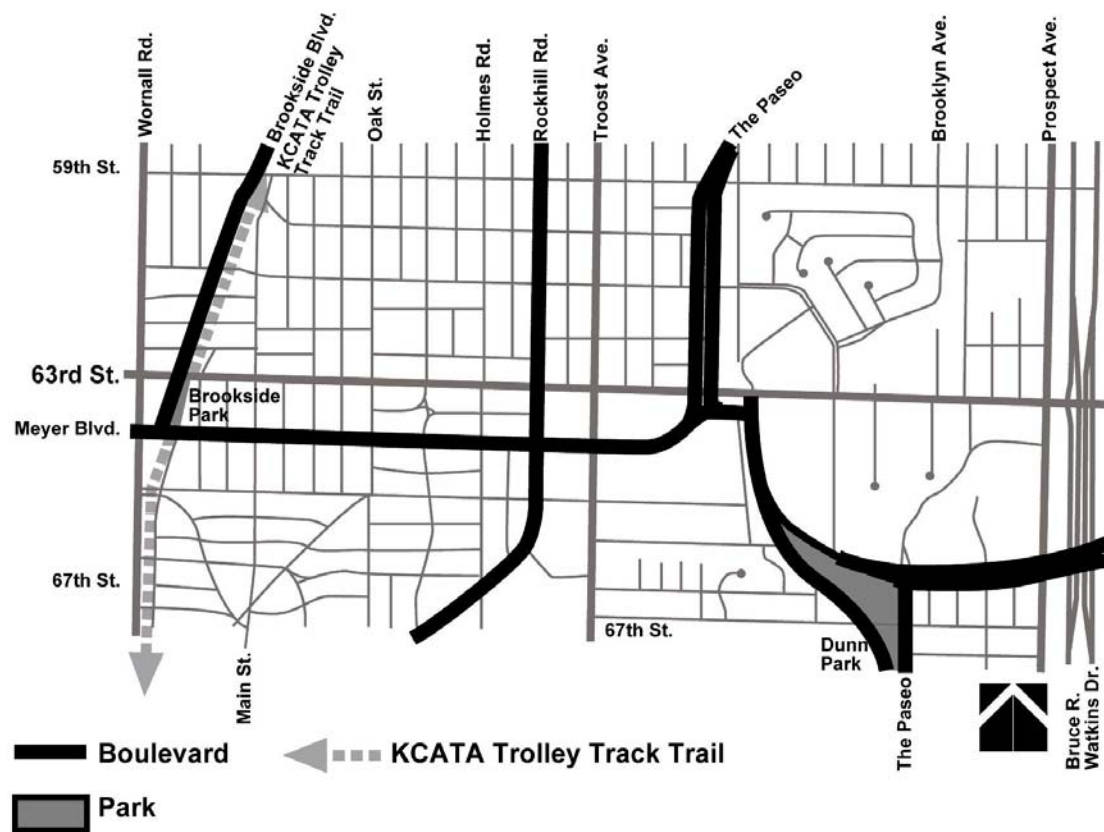


Figure 10: Parks and Boulevards

Issue:

The parks and boulevards system is a distinctive asset associated with the image of Kansas City. The parks and boulevards system is planned and maintained through its own jurisdiction, The Board of Parks and Recreation Commissioners.

Implication:

Initiatives from the plan may affect existing or planned projects and policies that are under the jurisdiction of The Board of Parks and Recreation Commissioners.

Existing Framework

The Paseo

The Paseo, running through the center of the corridor, is a north-south thoroughfare, suitable for both pedestrian and vehicular movement. The Battle of Westport/Grand Army of the Republic marker is located on a triangular plot at 63rd Street and The Paseo. In addition, a relatively new pergola located in The Paseo median fronts 63rd Street.

Meyer Boulevard

Meyer Boulevard is a major southern link of the historic Parks and Boulevards system, connecting Swope Park and Ward Parkway. There are gentle grades, large shade trees throughout, and wide grass medians in significant portions of its length. A variety of shrub and floral beds also decorate many of the medians along this east-west corridor.

Rockhill Road

Rockhill Road is an important north-south connector, linking Gregory Boulevard with the University of Missouri-Kansas City, The Stowers Institute, and Volker Boulevard near Brush Creek. Rockhill Road traverses through and links businesses, institutions, and neighborhoods.

Brookside Boulevard

Brookside Boulevard links Meyer Boulevard with Volker Boulevard, connecting businesses, institutions, and neighborhoods between the Brookside Shopping Center and the Country Club Plaza.



Large medians and landscaping is characteristic of The Paseo, one of the premier boulevards in Kansas City.

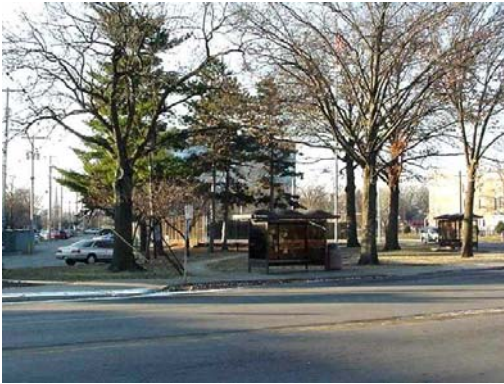


A fountain and obelisk honoring veterans of World War I is one of the features that graces Meyer Boulevard.

Existing Framework



Dunn Park



Brookside Court

Dunn Park

Dunn Park, located along Meyer Boulevard and The Paseo, provides open space for the surrounding neighborhoods and institutions. Amenities include a pedestrian trail and several recreational courts.

Brookside Court

Brookside Court is located in the heart of the Brookside Shopping Center at Brookside Boulevard and 63rd Street. The park includes several tennis courts and adjacent parking that also serves the commercial uses. The park is commonly used for public festivals, such as the Brookside St. Patrick's Day Parade and the Brookside Art Fair.

KCATA Trolley Track Trail

In the 1950's, public passenger trolley services along the Country Club right-of-way ceased operations. In the 1990's, a multi-use recreation trail was developed. Today, the KCATA Trolley Track Trail allows for pedestrian and bike access, linking neighborhoods, commercial centers, and institutions between Waldo and the Country Club Plaza.

Community Participation

Community Workshops

A plan is only as good as the ‘ownership’ or values which a community place upon it. The foundation of the 63rd Street Corridor Land Use & Development Plan began with those who will benefit from it – the people who live, work, shop, and play on a day-to-day basis within the corridor.

The foundation for much of the plan, while taking into consideration of other plans, studies, current public and private activities, field observations and analysis, and Steering Committee discussions, was the public input provided by those who attended Community Workshops, held from September 2001 through May 2002¹. Workshop participants provided comments and insights, which helped guide the development of alternatives and the refinement of the preferred plan.

¹ Refer to the 63rd Street Corridor Data Book for an inventory of previous planning efforts and **FOCUS Kansas City** Neighborhood Assessments.

Four public workshops were part of the planning process:

-Workshop 1 focused on understanding the issues, concerns, goals, and vision of the community.

-Workshop 2 presented alternatives for the community to review and comment upon, helping guide the preferred direction of the plan.

-Workshop 3 presented the plan in draft form, seeking input and directing refinement of the plan.

-Workshop 4 presented refined plan draft and allowed participants to focus on more detailed aspects of a particular area within the corridor. Input was utilized in development of the final plan.

A Steering Committee was formed at the start of the planning process, appointed by the Mayor. Comprised of residents, business and property owners, and community advocates. The Steering Committee objectives were:

-Provide on-going communication with the community-at-large

-Ensure the plan direction reflected the community vision and goals

- Endorsement of the plan.

Community Participation



The first community workshop afforded participants the opportunity to identify issues and concerns. In addition, participants prioritized goals and objectives in developing the vision for the plan.

Community Workshop 1: Issues, Goals, and Vision

The first community workshop focused on identifying issues, concerns and goals, and the identification of a vision for the future of the corridor. To understand key elements, workshop participants identified and prioritized issues, opportunities, challenges, and goals. In general, several key themes surfaced among the workshop participants. These are generally categorized as:

- The need for quality goods and services
- Quality environment (commercial and employment as well as neighborhoods)
- Enhancing the environment along 63rd Street to bring about better cohesion among residents, businesses, and property owners between the east and west ends of the area
- Amenities or a 'heart' for the corridor
- Preservation of neighborhood quality of life
- Area for youth activities

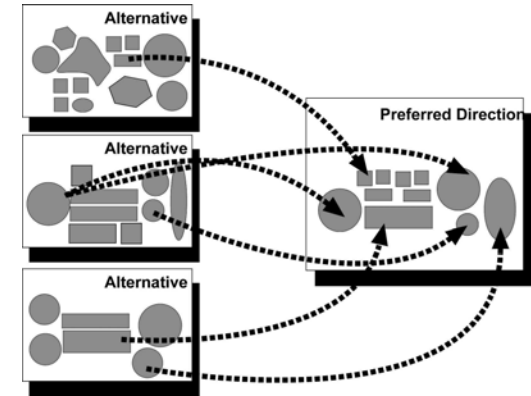
Community Participation

Community Workshop 2: Alternatives

In the second community workshop, alternative development and design frameworks were presented for discussion among the workshop participants. The primary goal of an alternatives exercise was to present a wide range of development and design scenarios. Alternatives were presented in which no single concept comprised an absolute solution. Each alternative may have presented elements that were desirable or undesirable. Each alternative had its own distinctive assets and liabilities, so that the workshop participants could discuss and begin to 'build' their plan, as well as foster a sense of community ownership in the planning process.

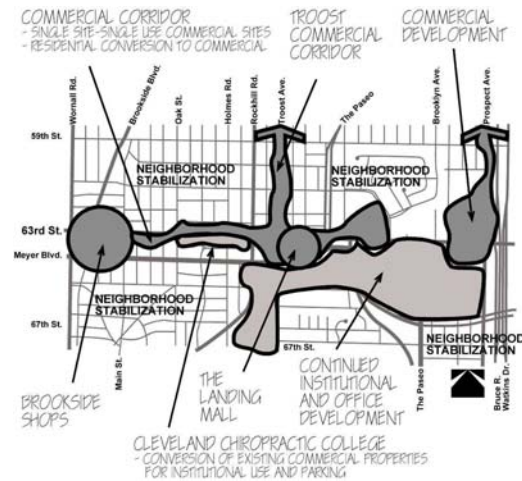
Three alternatives were presented to workshop participants:

- **Status Quo**
- **Commercial Corridor**
- **Walkable Community**



Community workshops allowed participants to 'build' their own plan through the alternatives process and take ownership from the start of the planning process.

Community Participation



Status Quo Alternative

Alternative – Status Quo

The Status Quo alternative explored the concept of continuing with known policies and plans. Design and development throughout the corridor is dependent primarily upon private sector initiatives that conform to existing policies and strategies adopted by the City.

Opportunities

- *Modest political and financial capital in terms of new initiatives*
- *Existing Tax Increment Finance redevelopment plan in place between Holmes Road and Bruce R. Watkins Drive*

Challenges

- *Does not address a longer-range vision for the entire corridor*
- *Fails to comprehensively ‘balance’ development initiatives within the corridor. Successful independent ventures may critically affect other ventures or existing developments and neighborhoods*

Community Participation

Alternative – Commercial Corridor

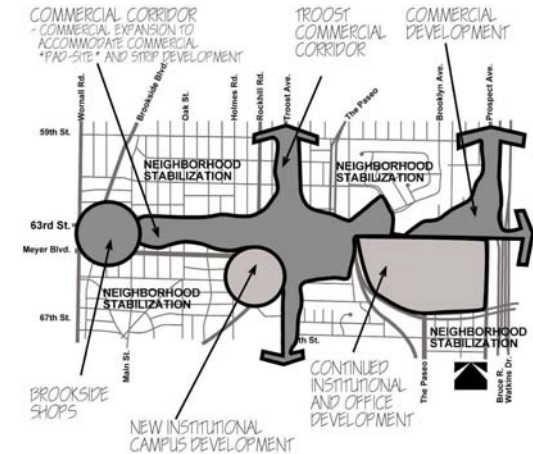
The Commercial Corridor alternative explored the concept of developing the corridor primarily with auto-oriented development. Essentially, the alternative expands the prevailing commercial pattern, reinforcing commercial growth fronting along 63rd Street.

Opportunities

- *Builds upon 63rd Street as a primary arterial*
- *Builds upon the concept of 63rd Street as a major east-west traffic connector to Bruce R. Watkins Drive*
- *Reinforces existing auto-oriented patterns east of Main Street*
- *Development and land use concepts are oriented to the most prevalent development practices*

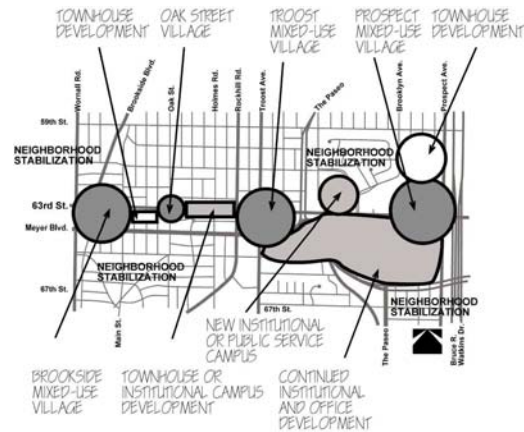
Challenges

- *Larger tracts of property are needed in order to accommodate development types (single-use, 'big-box', and single site commercial, with on-site parking lots)*
- *Development focus is based upon the automobile (access and on-site parking)*



Commercial Corridor Alternative

Community Participation



Walkable Community Alternative

Alternative – Walkable Community

The Walkable Community alternative explored the concept of developing the corridor through a series of 'nodal village' developments with connections throughout the corridor and into neighborhoods. Mixed-use development would be focused at key intersections, with residential and institutional uses connecting each village.

Opportunities

- Carries forth adopted **FOCUS Kansas City** initiatives and aspirations
- Concept based upon development that builds and reinforces the sense of 'neighborhoods' and 'connections'
- Addresses the pedestrian, bicycle, transit, and auto-oriented users
- Provides the framework for a mixed-use development

Challenges

- Significant changes required to existing land use and design framework
- Infers that more specialized urban redevelopment and mixed-use developers are required
- Significant public and private investment is required

Community Participation

Alternatives Summary

In general, workshop participants favored the Walkable Communities approach, which became the foundation for the plan that was further developed. In addition, several recommendations by the workshop participants profoundly influenced the direction of the plan. They included several key principles:

- **The plan should first serve the established community within the corridor. The plan should focus on benefiting those who already live and work within the area.**
- **Neighborhood preservation and stability is vital to the success of the area. Protect the existing character of housing within the area should be protected. New initiatives should consider scale, architecture, site design, and neighborhood enhancement.**
- **New residential opportunities were desired that allowed for a variety of housing choices that promoted a diverse community: single family, multifamily, students, and senior living. New residential development needs to reflect scale and character of the established neighborhoods.**
- **Create a more pedestrian friendly environment. 63rd Street should serve all modes of transportation rather than cater solely to the automobile. Don't promote 63rd Street merely as a throughway.**



Typical of all the community workshops, participants were able to discuss the plan with each other.

Community Participation



Workshop participants review the draft plan in workshop 3. Comments from participants helped in refinement of the plan.

- Quality services and development are needed.
- Create and promote partnerships between neighborhoods, institutions, and the neighborhood villages to further enhance the sense of 'community' throughout the corridor.
- Human investment aspects should be considered in redevelopment efforts. This would include the incorporation of affordable housing, diversity of housing types, enhancing the sense of 'oneness' as a community, and increasing of services, such as youth and senior activities, transportation, and public safety.

Community Workshop 3: Plan Development

The preferred direction established in Community Workshop 2 was refined and presented in Community Workshop 3. Workshop participants were able to review the progress of the plan, present questions, discuss aspects of plan elements, and provide additional comment and insights. Additional discussion focused on new components presented at this workshop, such as implementation strategies. Overall, the workshop participants came to a general consensus that the plan represented their vision and that the plan should proceed forward in refinement.

Community Workshop 4: Plan Refinement

A workshop was facilitated to present the plan and provide a format in which workshop participants could discuss elements of the plan with steering committee members. In addition, the workshop held focus group or 'break-out' sessions, in which participants could discuss a particular area or component of the plan that was of interest.

Plan Components

Land Use and Development

The 63rd Street Corridor Land Use & Development Plan represents an important step in the future vitality of the Southtown area. The plan is intended to provide a general vision and framework to promote a successful and diverse community environment.

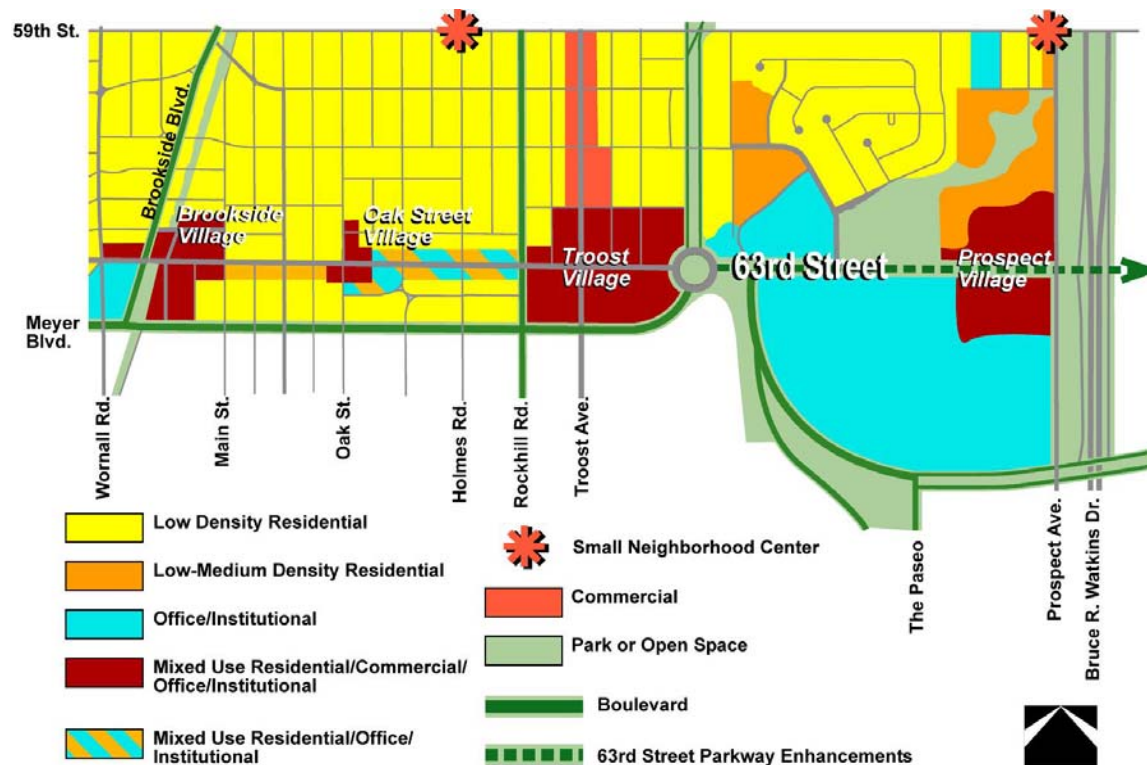


Figure 11: Conceptual Land Use Plan

Neighborhood Villages are envisioned as a mix of residential uses and supporting commercial and institutional development. Each neighborhood village is intended to be distinctive, yet several common principles are recommended to ensure an overall compatibility throughout the corridor. This is achieved through:

- Land Use
- Zoning
- Urban Design
- Development Guidelines

FOCUS Kansas City Lens

*The 63rd Street Corridor Land Use & Development Plan is one of the many area-specific planning efforts for the City of Kansas City, Missouri. The comprehensive plan that governs specific planning efforts is the **FOCUS Kansas City Plan**.*

*To measure conformance and further the Citywide aspirations established by **FOCUS Kansas City**, the 63rd Street Corridor Land Use & Development Plan assesses recommendations (**aspirations**) and strategies (**initiatives**) through a 'FOCUS Lens'. Measuring efforts in this plan through a review of comprehensive initiatives ensures that this plan not only implements the vision established by **FOCUS Kansas City** and the 63rd Street Corridor community, but fosters a framework that will benefit the Kansas City community as a whole.*

Plan Components



FOCUS Kansas City Lens: **Land use and the Neighborhood Villages Concept.**

The neighborhood village concept promotes a dynamic environment. This is achieved primarily through several key principals:

- *Mixed-use development.*
- *Multi-modal transportation and linkages within, to, and among villages.*
- *Preservation of established and healthy neighborhoods.*

Aspiration: Promotion of efficient development patterns through clustered districts and corridors.

- ✓ **Supportive Initiative:** *Enhance the feasibility of infill development as a logical extension of existing development patterns.*

The Neighborhood Villages Concept

This plan envisions the creation of a series of 'Neighborhood Villages', interconnected throughout the corridor. Neighborhood villages are intended to include a mixture of uses such as retail, office, institutional, and residential.

Through focusing on density and diversity of uses, neighborhood villages are intended to be active and vital environments, enhancing the stability of and services to neighborhoods and the community-at-large. Each neighborhood village is envisioned to be distinctive from one another, building upon established assets while maximizing new opportunities.

Each neighborhood village is centered on a development cluster consisting of a mixture of uses, interconnected by pedestrian, bike, and transit linkages. In some instances, a neighborhood village may be established through infill development or a 're-thinking' of existing buildings and sites. In other cases, neighborhood villages may evolve from a significant redevelopment initiative. Five primary principles for neighborhood village development provide a general guide for implementation:

- 1. Mixed-use development**
- 2. Multi-modal transportation**
- 3. Neighborhood enrichment**
- 4. Connection and supporting uses**
- 5. Quality and distinctive environment**

Plan Components

Neighborhood Village Principle 1: Mixed-Use Development

Each neighborhood village is envisioned to develop as a dynamic environment, achieved by creating a higher density and diversity of uses. This is envisioned through affording a variety of development opportunities of retail, office, institutional, and residential uses. The most desirable application of mixed-use development includes mixed-use structures with retail at the ground level with office and residential lofts on the upper levels. However, some neighborhood villages may not be able to fully develop this model due to property constraints or other factors, such as with the Oak Street and Prospect Villages. In these instances, the mixed-use development may be facilitated through a series of single-use structures that collectively create a mixed-use village. If so, they should be well connected through architectural style, defined pedestrian access, and other physical elements that bring cohesion among the buildings.

Throughout the community participation process, workshop participants were concerned about defining uses within the corridor. It was important to workshop participants that when strategically designating uses, it was with a clear intent of the character for that particular land use. For instance, institutional uses inferred neighborhood and community-oriented facilities such medical, religious, educational, public safety, and public community services. Institutional uses did not mean facilities like major correctional holding or rehabilitation centers. Commercial uses were envisioned to support the neighborhoods and the community such as goods, services, and professional offices, rather than commercial operations like automobile sales lots and heavy fabrication shops. Residential uses were to reflect the scale of the surrounding neighborhoods such as upper level apartment lofts and townhouses, not high rise residential buildings.

FOCUS Kansas City Lens:

Land use and the Neighborhood Villages Concept.

Aspiration: Promotion of efficient development patterns through clustered districts and corridors.

✓ ***Supportive Initiative:*** Support compact and mixed-use patterns of development that reduces long commutes, retain open spaces, and minimize the cost for public services, particularly along transit corridors.

Plan Components



Careful consideration on permitted uses within the neighborhood villages should be undertaken when developing any modifications to existing zoning. Neighborhood villages are mixed-use, and uses should complement each other.

An outline of appropriate uses within neighborhood villages was developed based upon the vision established by the workshop participants. The uses are to provide a general guide when evaluating the composition of neighborhood village development.

Commercial

Commercial uses should be neighborhood-oriented services such as:

- Artist Studio
- Appliance Repair
- Bakery/Pastry
- Banks
- Barber/Beauty Shop
- Book/Stationary Store
- Candy Store
- Churches
- Clothing/Apparel
- Delicatessens
- Drugstore
- Dry Goods
- Dry Cleaning
- Electronics Store
- Florists
- Furniture/Home Accessories
- Grocery Store
- Hardware Store
- Jewelry Store
- Music Shops
- Office (Professional and Service)
- Library
- Photographic Studio and Photo Processing

Plan Components

- Walk-in Restaurant
- Service Station
- Shoe Sales/Shoe Repair
- Tailor Shop
- Hotel
- Theater
- Pet Store
- Veterinarian Clinic
- Post Office
- Educational Facilities
- Transit Center
- Day Care Center

Institutional

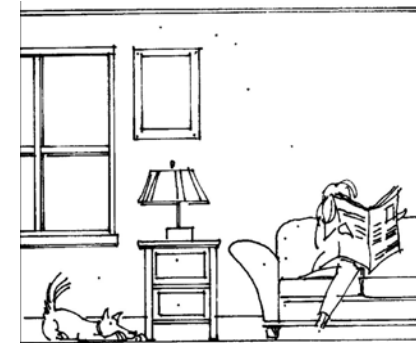
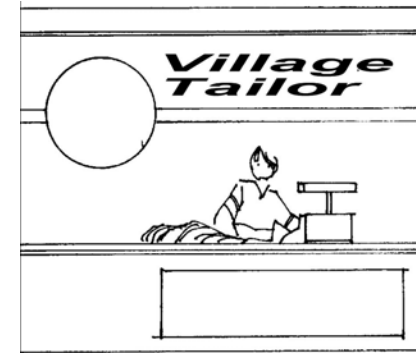
Institutional uses should complement existing institutional campuses, facilities, and provide service and support to neighborhoods.

- Education
- Health Care/Medical
- Community/Youth/Senior Centers
- Community Service (Post-Office, Utility Payment Centers, Public Safety)

Residential

In addition to single-family residences, residential development should complement the neighborhood environment through the incorporation of:

- Upper Level Apartments and Lofts above retail or office
- Townhouses
- Senior and Assisted Living



Plan Components

Aspiration: Promotion of efficient development patterns through clustered districts and corridors.

- ✓ **Supportive Initiative:** *Locate multi-modal mixed-use developments to serve transit.*



Neighborhood Village Principle 2: Multi-Modal Transportation

One of the key elements of a neighborhood village concept is the opportunity for choices to move to, through, and within them. Neighborhood villages are envisioned to accommodate these choices, either by automobile, public transit, bicycle, or as a pedestrian. These elements include generous, accessible pedestrian sidewalks, defined bicycle access, on-street parking, and well-defined off-street parking.

These elements may vary among villages, given engineering parameters and public safety concerns. In some instances, pedestrian access may be facilitated by ensuring sidewalk connections throughout the corridor or the development of a recreational trail through the development of parks and open spaces. For bicycle connections, shared-use facilities may include creating a bike lane in an existing roadway or the development of multi-use trails through open space and parks. In addition, careful coordination with the Mid-American Regional Council (MARC) is recommended to ensure metropolitan pedestrian and bike strategies are interconnected.

Enhanced public transit facilities are also desired in neighborhood villages, promoting transit-oriented development opportunities. This may be as simple as enhanced bus shelters or as substantial as mixed-use transit centers. Transit centers may be developed in conjunction with transit-oriented development such as day care centers, dry cleaners, banks, grocery stores, or other uses. Should improvements in the city's transit system such as light rail and bus rapid transit become a reality in the future, integration of neighborhood village development and transit stations should be pursued. A strong partnership with the Kansas City Area Transportation Authority (KCATA) will be critical for this element.

Plan Components

Neighborhood Village Principle 3: Neighborhood Enrichment

A neighborhood village is intended to primarily serve the adjoining community. Fortunately, sound and stable neighborhoods surround the 63rd Street Corridor Area. This plan envisions that through neighborhood village development, a strong neighborhood fabric remains intact and enhanced.

In some instances, this may be achieved by ensuring that new development is sensitive to adjacent properties through substantial landscape screening of parking and service areas, architectural attention to the backs and sides of buildings, and other design considerations. For cases in which a neighborhood village integrates new residential development, the concept plan recommends that new residential facades are oriented toward the neighborhoods, rather than commercial structures facing established neighborhood single family homes.

Redevelopment may afford an opportunity for greater neighborhood enhancement through rehabilitation of single-family homes, infill housing, parks and open space, or other residential types, such as townhouses and senior housing. In addition, neighborhood improvements of amenities are encouraged with neighborhood village redevelopment projects, such as neighborhood gateways, sidewalk and bike connections, and improvements to the overall infrastructure within neighborhoods.

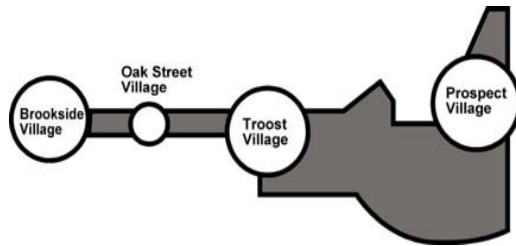
Aspiration: Achieve a variety of quality urban, suburban, and agricultural lifestyles by promoting a diversity of housing stock, neighborhoods and environments.

- ✓ **Supportive Initiative:** Encourage the rehabilitation of existing housing.
- ✓ **Supportive Initiative:** Continue to provide choices for an urban lifestyle.



Neighborhoods form the foundation of the 63rd Street Corridor community.

Plan Components



Neighborhood Village Principle 4: Connection and Supporting Uses

Land use and development that connect neighborhood villages with one another is vital to the neighborhood villages and the corridor. Land use and development strategies focus on creating greater residential and institutional opportunities. Success of the neighborhood villages will be highly dependent upon the base of residents, employees, students, and patrons of the area vigorously supporting the day-to-day activities and businesses within the neighborhood villages.

Neighborhood Village Principle 5: Quality and Distinctive Environment

The physical environment, which is critical in the overall success of the corridor, will also be important to the viability of neighborhood villages. Neighborhood villages are envisioned to develop with their own distinctive qualities that make each a unique experience. This can be generally achieved through architecture, signage, landscape, gateways, niche commercial uses, and streetscape elements. The ***Development Guidelines Section*** of this plan further outlines general physical quality principles that are provided to identify key components and to promote a neighborhood-'friendly' environment.

Plan Components

Brookside Village

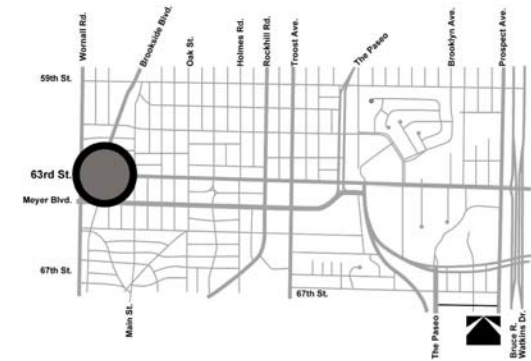
The Brookside Village already exhibits many of the desired components of a neighborhood village. Its character has been reinforced through the recent adoption of the Brookside Business District, which will help preserve the environment's current design quality.

Land Use Recommendations

- ✓ The existing commercial pattern within the Brookside Village is maintained and new development initiatives (within the established Brookside Business District) will follow a similar pattern.
- ✓ The Brookside Shopping Center should be designated as a Conservation Area, preserving the established boundaries and character of the area.
- ✓ New infill development should include ground level retail and upper level office or residential uses.

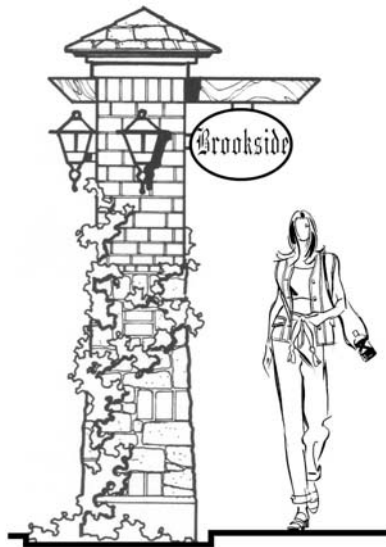
Zoning Recommendations

- ✓ Existing commercial zoning should be maintained. The existing BBD (Brookside Business District) is an official zoning district that was adopted. It has the requirements that promote the mixed-use neighborhood village concept.



The Brookside Shopping Center has an established framework conducive to the neighborhood village concept.

Plan Components



The Brookside Shopping Center has many urban design features that can be enhanced or added to.

Development Recommendations

Development initiatives should carry forth the existing character of the Brookside Village. Future initiatives should include:

- ✓ Zero-foot building setback for new structures.
- ✓ Retail shops at the street level, office or residential on upper levels for new structures.
- ✓ Enriched building materials such as brick, stone, stucco, and slate roofs.
- ✓ Pedestrian-oriented (blade) signage.
- ✓ Awnings and canopies.
- ✓ Defined on-street parking (angled or parallel where appropriate).
- ✓ Street trees and seasonal planters.
- ✓ Landscape screening for off-street parking lots.
- ✓ Pedestrian lighting – building upon the existing ‘gas-lamp style’ standards, distinctive for the Brookside Village.
- ✓ Preservation and enhancement of the existing Brookside Court.
- ✓ Brookside Village gateway markers.
- ✓ Southtown gateway marker.
- ✓ Enhanced pedestrian crosswalks.
- ✓ Replacement of chain-link fencing with ornamental wrought iron, with the exception of the tennis courts in Brookside Court.
- ✓ Custom designed public transit shelters or transit facility developed as part of new development initiatives.
- ✓ Design to accommodate multi-modal transportation.

Plan Components

Oak Street Village

The Oak Street Village is envisioned to be a smaller neighborhood village within the corridor. This is due to the current size of the commercial properties and the limitations on growth due to use restrictions in the surrounding neighborhoods.

Land Use Recommendations

- ✓ The commercial use along 63rd Street should be maintained from Oak Street to Cherry Street.
- ✓ The concept plan envisions that the Oak Street Village builds upon the existing character of the shops located at the northeast intersection of 63rd and Oak Streets. Should new redevelopment initiatives occur, buildings should be developed that carry-forth the site orientation and architectural character of those structures at the northeast corner of 63rd and Oak Street.

Zoning

- ✓ Rezone to URD (Urban Redevelopment District) for 353, TIF, and Planned District projects for commercial properties at the intersection of Oak Street to Cherry Street, to allow flexibility for mixed-use developments and parking requirements.



Some buildings at 63rd and Oak Street provide a strong foundation to build upon the neighborhood village environment.

Plan Components



Some properties in the envisioned Oak Street Neighborhood Village afford opportunities for redevelopment.



Application of neighborhood village development principles can be applied to single use properties and still achieve a neighborhood-oriented environment.

Development Recommendations

For the Oak Street Village, future initiatives should include:

- ✓ Zero-foot building setback for new structures.
- ✓ Retail shops at the street level for new structures.
- ✓ Enriched building materials such as brick, stone, stucco, and tile roofs.
- ✓ Pedestrian-oriented (blade) signage.
- ✓ Awnings and canopies.
- ✓ Defined on-street parking (angled or parallel where appropriate).
- ✓ Emphasis on shared parking development.
- ✓ Street trees and seasonal planters.
- ✓ Landscape screening and neighborhood buffering for off-street parking, located either behind structures or between structures.
- ✓ Pedestrian lighting – incorporating a new Oak Street lighting standard.
- ✓ Oak Street Village gateway markers.
- ✓ Enhanced pedestrian crosswalks.
- ✓ Custom designed public transit shelters.
- ✓ Design to accommodate multi-modal transportation.

Plan Components

Troost Village

The Troost Village is envisioned as the 'heart' of the corridor. Centrally located, the long-range vitality of this village will be critical in fostering a greater sense of community cohesion and a positive perception of the corridor. This may be accomplished through two scenarios:

Land Use Scenario A: Troost Avenue Intersection and Redevelopment of The Landing Mall

When first developed, the Landing Mall was a prototypical retail center development. Over time, its viability as a retail center has decreased due to many factors, primarily development pressures from competitive markets and the changing trends in retailing practices.

Scenario A envisions that the Landing Mall be redeveloped to allow for greater marketability, flexibility, and compatibility with the neighborhood villages concept. Redevelopment principles include:

- Infill or new development initiatives around Troost Avenue intersection.
- Redevelopment of a new, significant retail anchor.
- Reorienting portions of leasable space outward, with 'up-front store' parking along 63rd Street for The Landing mall.
- Significant aesthetic renovations for The Landing Mall.
- Preservation of many existing tenants in portions of an indoor mall or street-front environment at The Landing Mall.

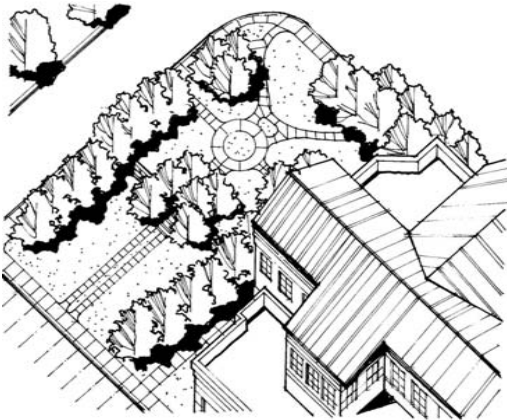


The Troost Village is envisioned to be the 'heart' of the corridor. A key element to the success of the plan vision will be the reestablishment of The Landing Mall as a center for neighborhood services.

Plan Components



A key element for the Troost neighborhood village will be 'reinventing' The Landing Mall to a more neighborhood and pedestrian- oriented environment.



The concept plan envisions an open space or 'town square' in the Troost Village to further enhance 63rd Street and Troost Avenue as the 'heart' of the corridor.

Adhering to this concept, the plan envisions The Landing Mall to be redesigned to allow for street level retail shops fronting along 63rd Street with on-street parking from Troost at an acceptable distance from the 63rd/Paseo/Meyer intersection. New development fronting 63rd Street would continue to The Paseo Boulevard, creating a pedestrian-friendly building massing and a building facade line along the street face.

At the intersection of 63rd and Troost Avenue, this concept scenario envisions a reconfiguration of existing parking or redevelopment of The Landing Mall to allow for the incorporation of a significant public space. This 'town square' would further define the intersection as the 'heart' of the 63rd Street Corridor, while providing a space for community events and retail promotions.

Land Use Scenario B: Troost Avenue Intersection and Redevelopment of The Landing Mall Site

Scenario B envisions that The Landing Mall would be razed and completely redeveloped as a mixed-use center. A more substantial 'town square' would be the focal point at the intersection of 63rd Street and Troost Avenue, and the remaining portions of the site would be redeveloped with street level retail, upper level offices and/or residential lofts. The significant grade change on the site from 63rd Street to Meyer Boulevard could be utilized for lower level, secured garage parking for office and residential users. Another use alternatives within the Troost Village would be a community or youth center, institutional campus, or public safety facilities.

Plan Components

The Troost Village between Rockhill Road to the west and the Paseo Boulevard to the east, should be the centerpiece of the corridor. A primary physical challenge to the neighborhood village at the intersection corner is the existing shallow commercial lot depths north of 63rd Street and on the east and west sides of Troost Avenue. This concept plan recognizes that the expansion of mixed-uses may be necessary to facilitate substantial development and parking, up to a full block in depth along 63rd Street and Troost Avenue. Transition to adjacent neighborhoods would occur through buffering and mixed-use development with townhouses facing the established residential neighborhoods.

Land Use Recommendations

- ✓ Commercial uses at Troost Village should be maintained along 63rd Street. To achieve a critical density envisioned for the neighborhood village, expansion of mixed-use development may be appropriate. A redevelopment plan that includes commercial development of residential properties would be part of a public input and review process.

Zoning Recommendations

- ✓ Rezone to URD (Urban Redevelopment District) for 353, TIF, and Planned District projects to allow flexibility for mixed-use developments and parking requirements.

Plan Components



New urban design amenities should be incorporated in the Troost Village redevelopment.

Development Recommendations

For the Troost Village, future initiatives should include:

- ✓ Zero-foot building setback for new structures.
- ✓ Retail shops at the street level, upper level office and residential for new structures.
- ✓ Enriched building materials such as brick, stone, and stucco.
- ✓ Pedestrian-oriented (blade) signage.
- ✓ Awnings and canopies.
- ✓ Defined on-street parking (angled preferred, parallel when appropriate).
- ✓ Emphasis on shared parking development.
- ✓ Street trees and seasonal planters.
- ✓ Landscape screening and neighborhood buffering for off-street parking, located behind structures.
- ✓ Pedestrian lighting – incorporating a distinctive standard for the Troost Village.
- ✓ Troost Village gateway markers.
- ✓ Southtown gateway marker.
- ✓ Enhanced pedestrian crosswalks.
- ✓ Custom designed public transit shelters or transit facility developed as part of new development initiatives.
- ✓ Design to accommodate multi-modal transportation.

Plan Components

Prospect Village

The Prospect Village is envisioned as having many of the same design principles found in the other neighborhood villages, while also affording development opportunities for more substantial retail development prototypes. This strategy takes advantage of a premier highway location, which is adjacent to the Bruce R. Watkins Drive. The Prospect Village is the east gateway into the corridor study area, fronting Prospect Avenue and Bruce R. Watkins Drive. In addition, participants in the community workshops and the Steering Committee envisioned the incorporation of community meeting space within the Prospect Village.

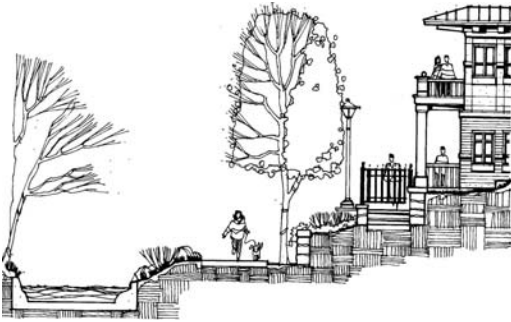
Land Use Recommendations

- ✓ Redevelopment initiatives are currently underway. Given the goals of the Southtown TIF redevelopment at 63rd Street and Prospect Avenue, the plan anticipates changes in land use to more commercial and higher density residential uses.
- ✓ Land use should respond to many factors, which include anticipated traffic volume increases at the intersection, community workshop goals to provide goods and services, and topographic characteristics. This infers that mixed-use development would be focused along 63rd Street and residential uses towards the Town Fork Creek Watershed.



New development initiatives are underway at 63rd Street and Prospect Avenue/Bruce R. Watkins Drive.

Plan Components



A higher amenity treatment for flood control along Town Fork Creek would enhance the viability for development of the Prospect Village. The concept plan envisions residential opportunities along the Town Fork Creek Greenway.



Although the Prospect Village may develop internally within the site, the buildings and site should be highly connected through architectural design and defined pedestrian linkages.

Zoning Recommendations

- ✓ Rezone to URD (Urban Redevelopment District) for 353, TIF, and Planned District projects to allow flexibility for mixed-use developments and parking requirements.

Development Recommendations

For the Prospect Village, future initiatives should include:

- ✓ Single-use buildings to be integrated with other buildings through common architectural style and enhanced pedestrian connections.
- ✓ Defined pedestrian walkways between all buildings.
- ✓ Retail shops at the street level for single-use buildings.
- ✓ Retail shops at the street level, upper level office and residential for mixed-use buildings.
- ✓ Enriched building materials such as brick, stone, and stucco.
- ✓ Pedestrian-oriented (blade) signage.
- ✓ Awnings and canopies.
- ✓ Off-street parking lots that incorporate significant landscaping to mitigate large expanses of surface concrete or asphalt. Off-street parking lots may be located in front, sides, or rear of buildings.
- ✓ Street trees and seasonal planters.
- ✓ Landscape screening and neighborhood buffering for off-street parking.
- ✓ Pedestrian lighting – incorporating a distinctive standard for the Prospect Village within internal development sites.
- ✓ Prospect Village gateway markers.
- ✓ Enhanced pedestrian crosswalks.
- ✓ Custom designed public transit shelters or transit facility developed as part of new development initiatives.
- ✓ Design to accommodate multi-modal transportation.

Plan Components

Metro Plaza

Given the long-range strategies and goals of the neighborhood village concept, there is a concern for the future of the existing Metro Plaza Shopping Center. Increased density and business opportunities in the neighborhood villages may weaken the commercial viability along segments of the corridor between the neighborhood villages. With these development pressures, a viable alternative for reuse and redevelopment of the site would be as an institutional or business campus. This use would enhance the east end of the study area as an institutional and business corridor.

Land Use Recommendations

- ✓ As a long-range strategy, institutional or an office campus use would be appropriate.
- ✓ The opportunity to develop needed community services as identified by participants in the community workshops, may include developments such as: post-office, community service center (providing resources such as utility payment centers, day care, social services, and youth and senior centers), library, and other community-oriented facilities.
- ✓ The opportunity to develop a public safety campus with police, fire, or community policing facilities.



Metro Plaza Shopping Center.

Plan Components

Zoning Recommendations

- ✓ Rezone to URD (Urban Redevelopment District) to allow flexibility for mixed-use developments and parking requirements. URD zoning boundaries should follow adopted Southtown TIF redevelopment project area. In addition, a URD is appropriate, due to an active TIF District in this area.

Development Recommendations

For the Prospect Village, future initiatives should include:

- ✓ Single-use buildings to be integrated with other buildings through common architectural style and enhanced pedestrian connections.
- ✓ Defined pedestrian walkways between all buildings.
- ✓ Enriched building materials such as brick, stone, and stucco.
- ✓ Pedestrian-oriented (blade) signage.
- ✓ Awnings and canopies.
- ✓ Off-street parking lots that incorporate significant landscaping to mitigate large areas of surface concrete or asphalt.
- ✓ Street trees and seasonal planters.
- ✓ Landscape screening and neighborhood buffering for off-street parking.
- ✓ Pedestrian lighting.
- ✓ Custom designed public transit shelters or transit facility developed as part of new development initiatives.
- ✓ Design to accommodate multi-modal transportation.

Plan Components

Institutional

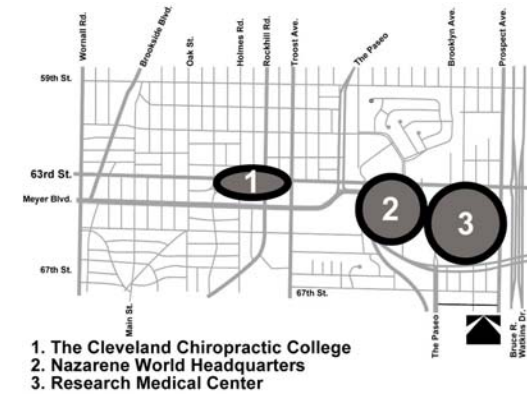
One of the strengths of the corridor is the institutional presence that provides stability. Institutional anchors include:

- Cleveland Chiropractic College
- The Nazarene World Headquarters
- Research Medical Center

The plan promotes the viability of institutions by creating an environment for employees, students, and patrons to benefit. This is partially achieved through the development of a mixed-use environment along the corridor, including re-development strategies that promote neighborhoods, new housing, business, and service opportunities. In addition, the plan recommends that institutions develop in a cohesive 'campus-like' environment, further strengthening the institutional presence along the corridor. This can be achieved through two alternative scenarios:

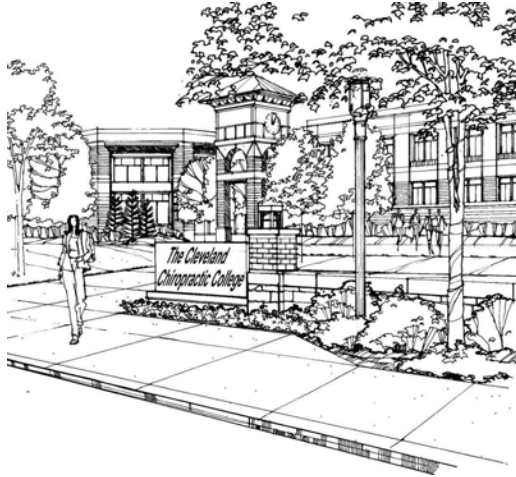
Institutional Scenario 1: Linear Campus

In this scenario, the strategy focuses on amenities and opportunities to create a more cohesive framework among the three major institutional centers. The concept plan envisions that additional landscaping and institutional recognition can be enhanced along 63rd Street. This appears to be most critical for the Cleveland Chiropractic College, which occupies non-contiguous properties along 63rd Street and along Rockhill Road, south of Meyer Boulevard.



The Cleveland Chiropractic College occupies several properties along 63rd Street and is critical to the stability of the corridor.

Plan Components



Institutional preservation, enhancement, and in some instances, growth, will be a key the success of the 63rd Street Corridor. Institutions such as the Cleveland Chiropractic College, The Nazarene World Headquarters, and Research Medical Center provide essential anchors for the vitality of the area.

Growth and expansion of the College in its current location is challenging due to the shallow depth of properties along 63rd Street. Expansion opportunities other than extending the campus in a linear manner along 63rd Street may also prove challenging, since the College is land-locked by adjacent neighborhoods.

Institutional Scenario 2: Consolidated Campus

In this scenario, strategies focus on promoting a more traditional campus environment, where contiguous property and facilities create a definable institutional enclave. Research Medical Center and the Nazarene World Headquarters have developed in this manner, and the concept plan envisions that environment further enhanced through cohesive landscapes, institutional identity, and a common architectural theme for campus buildings.

For the Cleveland Chiropractic College, this alternative includes a full or partial relocation to new facilities. Opportunities include:

- Relocation and integration into the Troost Village redevelopment.
- Relocation and campus development at Rockhill and Meyer Boulevards.
- Relocation and campus development at underutilized institutional properties such along Meyer Boulevard, between Troost Avenue and The Paseo Boulevard.
- Relocation or campus development at the Metro Plaza site.

In this scenario, the college or a private developer could redevelop existing college properties along 63rd Street as residential either as market rate private sector housing or as part of family/graduate student housing initiative.

Plan Components

Land Use Recommendations

- ✓ Preserve institutional uses and promote the concept of institutional campuses.

Zoning Recommendations

- ✓ Maintain current zoning as districts allow for institutional uses.

Development Recommendations

For the institutional development, future initiatives should include:

- ✓ Buildings that are integrated with other buildings through common architectural style, enhanced pedestrian connections, and cohesive landscapes.
- ✓ Defined pedestrian walks between buildings.
- ✓ Enriched building materials such as brick, stone, and stucco.
- ✓ Off-street parking lots that incorporate significant landscaping to mitigate large expanses of surface concrete or asphalt.
- ✓ Street trees along public streets.
- ✓ Landscape screening and neighborhood buffering for off-street parking.
- ✓ Pedestrian lighting.
- ✓ Design to accommodate multi-modal transportation.

Plan Components

Townhouses

New residential opportunities are envisioned by the plan, affording a greater diversity of living choices in the corridor. Along 63rd Street, townhouse development would connect the Troost and Brookside Villages and the Cleveland Chiropractic College Campus. In the Prospect Village, additional housing opportunities can be created along the Town Fork Greenway, utilizing topography that is not ideally suited for commercial development. Townhouses and lower density residential opportunities also exist on the west side of Prospect Avenue, north of the proposed Prospect Village.

Land Use Recommendations

- ✓ Advocate lower/medium density residential or institutional uses between neighborhood villages.

Zoning Recommendations

- ✓ Downzone commercial properties between neighborhood villages to limit new development between neighborhood villages to residential and institutional uses.



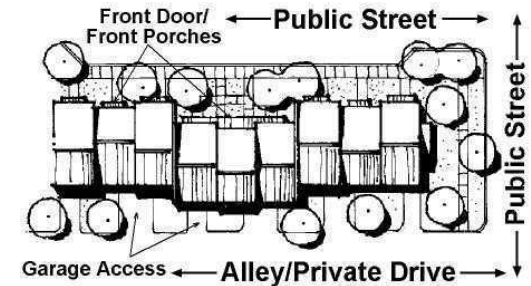
New residential opportunities are envisioned to broaden the diversity of the neighborhood residential base.

Plan Components

Development Recommendations

For townhouse development (Low-Medium Density Residential), future initiatives should include:

- ✓ Setbacks or build-to lines that allow for the townhouses to engage the streetscape, but allow for some green space and additional landscaping along the street face.
- ✓ Front entrances with porches or entrance courts facing the primary street.
- ✓ Private garages, accessed by an alley drive or court to the rear of the townhouses.
- ✓ Scale, massing, and architectural qualities that complement adjacent neighborhoods.
- ✓ On-street visitor parking.
- ✓ Enriched building materials such as brick, stone, and stucco.
- ✓ Street trees along public streets.
- ✓ Landscape screening and buffering between alley drives or parking courts and adjacent neighborhoods.
- ✓ Pedestrian lighting.



Townhouse development within the area should create forms and massing that reinforce the block face along public streets.

Plan Components

FOCUS Kansas City Lens: **Neighborhoods**

Aspiration: *Recognize place identity and attach value to the locations where we live.*

- ✓ **Supportive Initiative:** *Encourage the rehabilitation of existing housing.*
- ✓ **Supportive Initiative:** *Continue to provide choices for an urban lifestyle.*
- ✓ **Supportive Initiative:** *Continue the **FOCUS Kansas City** Neighborhood Strategic Assessments.*
- ✓ **Supportive Initiative:** *Neighborhood design and infrastructure, which will integrate new commercial development with character, scale, and style of surrounding neighborhoods.*
- ✓ **Supportive Initiative:** *Quality and variety that promotes housing that respects the existing character with quality places to live and work.*
- ✓ **Supportive Initiative:** *Personal and neighborhood safety through design, interaction, familiarity, and other improvements.*

Neighborhoods

In community workshops, neighborhood stability was a key concern and goal of the workshop participants. The concept plan envisions that neighborhoods are enhanced through a variety of principles and recommendations.

Neighborhood Principle 1: Neighborhood Identity

Establishing and preserving identity relies on a commonly held neighborhood image and the qualities that make it distinct. This concept plan recommends the following physical improvements, in coordination with neighborhood associations.

- ✓ Neighborhood gateway markers.
- ✓ Traffic calming on residential streets, if desired, and located with input from neighborhoods.
- ✓ Enhanced street lighting (maintain existing, supplement when appropriate).
- ✓ Street trees.
- ✓ Architectural compatibility for new residential initiatives.
- ✓ Adequate landscape buffering between residential and non-residential development.
- ✓ Rehabilitation or infill of existing single family, or new residential development, around neighborhood villages
- ✓ Provide new residential development opportunities, where appropriate, to allow a diverse population and market segment to be part of the neighborhood fabric.
- ✓ Continued partnerships with the City in achieving the goals identified through of the **FOCUS Kansas City** Neighborhood Assessments.

Plan Components

Neighborhood Principle 2: Neighborhood Connection

The principle of neighborhood connection involves a strategy to link residents among and within neighborhoods, along the corridor, and with other neighborhood villages. The concept plan recommends:

- ✓ Physical connection enhancement through sidewalks, pedestrian, and bike trails.
- ✓ Sidewalks should be maintained and extended throughout neighborhoods
- ✓ Program and policy connections, such as partnering with the KCATA, to ensure that transit opportunities meet the needs of the community, as redevelopment initiatives become a reality.

Neighborhood Principle 3: Community Responsiveness

Responsiveness relates to the partnership roles that need to be maintained among government, the neighborhood, and the individual. This relationship must be strongly fostered, encouraged, and maintained, and it is one of the missions of the **FOCUS Kansas City Plan**. The plan recommends:

- ✓ Communication among the City, residents, and neighborhood associations must be maintained that proactively addresses neighborhood concerns, such as code enforcement, flood control, and other issues identified by the community in the **FOCUS Kansas City Neighborhood Assessments**.
- ✓ The development of a **63rd Street Corridor Oversight Committee**, which would function as the 'champion' of the plan and ensure the intent of the 63rd Street Corridor Land Use & Development Plan was appropriately applied for all new initiatives. Associated with the Southown Council, this committee would be an active partnership among citizens, property owners, neighborhood associations, the City, business owners, and developers. (Refer to the **Implementation Section** for more detail).

FOCUS Kansas City Lens: **Neighborhoods**

Aspiration: *Connectedness to promote a sense of belonging for every Kansas Citian.*

- ✓ **Supportive Initiative:** *Neighborhood design and infrastructure that balances all types of travel, including pedestrians and bicycle, that protect people, as well as to link people to places. Make approaches for neighborhoods safer for pedestrian and residents.*

Aspiration: *Responsiveness to define complementary roles for individuals and groups so that respectful relationships are created and responsible actions take place.*

- ✓ **Supportive Initiative:** *Continue the FOCUS Kansas City Neighborhood Strategic Assessments.*

Plan Components

FOCUS Kansas City Lens: Urban Design

FOCUS Kansas City recognizes the influence of urban design elements and surrounding context within the City fabric and its importance to high quality development.

The 63rd Street Corridor Land Use & Development Plan supports the Citywide initiatives to:

- Enhance the City's quality of life.
- Increase property values.
- Encourage additional public and private sector investments.

The plan further promotes the urban design elements identified in **FOCUS Kansas City**, which include:

- Gateways and points of entry
- Scenic views
- Landmarks
- Corridors
- Waterways/natural settings
- Pedestrian oriented zones
- Auto-oriented zones

Urban Design

The 63rd Street Corridor Land Use & Development Plan represents an important step for the future development of the area. The urban design concept is intended to provide a general vision and framework to assist in guiding future public investments, initiatives, and decision-making that will contribute to a successful physical environment.

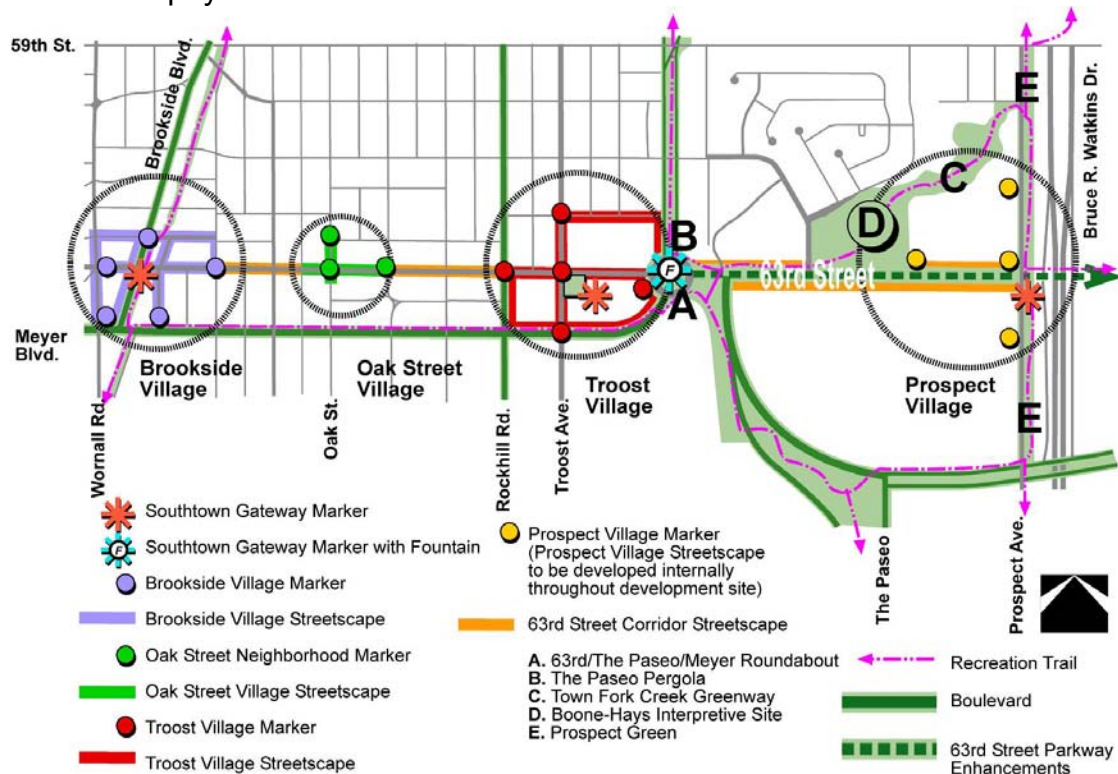


Figure 12: Conceptual Urban Design Plan

Plan Components

Streetscape

The 63rd Street Corridor Land Use & Development Plan streetscape elements encourage visual and functional compatibility to create a more cohesive environment, while accentuating the distinctiveness of each neighborhood village. These design elements establish the future basis for decisions concerning the physical character of the area. They should be utilized as a foundation to explore and develop detailed designs for implementation.

The term ‘streetscape’ is generally used when referring to those elements within the public rights-of-way. Recommendations are included for sidewalks, on-street parking, pedestrian crosswalks, landscaping, lighting, and street furniture.

Sidewalk Recommendations

Sidewalks allow for pedestrian access throughout the corridor.

- ✓ Continuous concrete sidewalk is recommended on both sides of 63rd Street. Simple, formed concrete sidewalks are easily maintained and are a cost-effective investment for providing pedestrian connections and enhancing the ‘walkability’ of the corridor. Sidewalks should meet all criteria for public safety and accessibility, such as slope, cross-slope, accessible curb-cuts, texture, and finishes.
- ✓ Distinctive sidewalk treatments in each neighborhood village further accentuating that village’s particular identity or character. Treatments can range from variations in the sidewalk scoring pattern, color, special texture finish treatments, or embellished with brick accent banding or cobblestones. All treatments must meet the accessibility requirements as mandated by ***the Americans with Disabilities Act***.

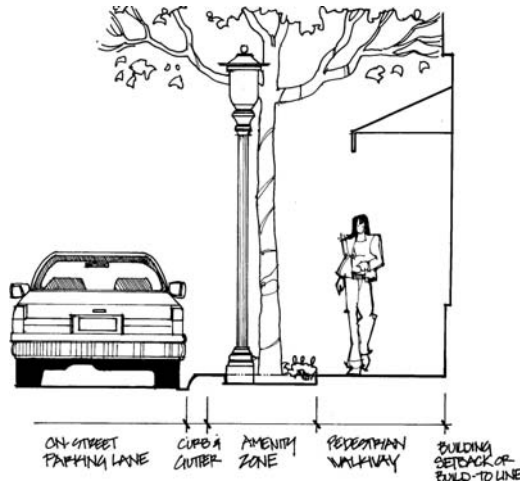
Public investments within the streetscape should meet all criteria established for public safety and accessibility. Designs should meet all Local, State, and Federal minimum standards.

*In the 1990’s, Federal legislation ensured accessibility for the public through the **Americans with Disabilities Act (ADA)**. The guidelines for accessibility are available through the **U.S. Department of Justice** or located in the **Federal Register**, volume 56, No. 144, published July 26, 1991.*

Aspiration: Create an integrated, multi-modal transportation system that is accessible and useful for all residents and visitors.

- ✓ **Supportive Initiative:** Accommodate all modes of transportation of the City’s arterial street and boulevards system.

Plan Components



Zone widths may vary in each village, to allow for outdoor café's, seasonal planters, street furniture, and other pedestrian amenities.

- ✓ Consideration should be given to sidewalk widths within neighborhood villages to allow for street trees, pedestrian lighting, outdoor cafés, seasonal retail displays, menu boards, seasonal planters, or permanent planting beds. Material and widths must meet criteria as established for accessibility by the Americans with Disabilities Act. Sidewalk widths in the neighborhood villages should be generous enough to enable tree species in tree wells to survive the urban climate and not disrupt pedestrian flow. Generally, a 12-foot minimum for the streetscape environment is recommended.
- ✓ Neighborhood village sidewalks should also accommodate all necessary public safety features such as traffic signals, pedestrian and street lighting, traffic signage, and street identification signs. Features include, but are not limited to, accessible curb cuts and visual/audible pedestrian crossing signals.
- ✓ Sidewalks along 63rd Street should connect with sidewalks that link adjacent neighborhoods.

Plan Components

On-Street Parking Recommendations

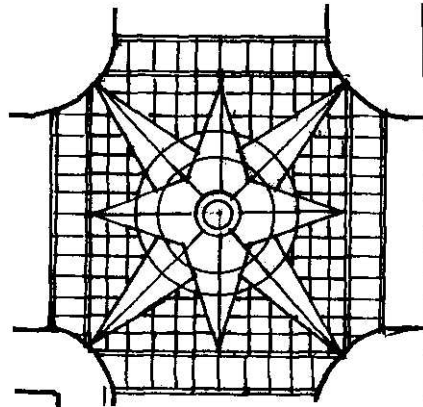
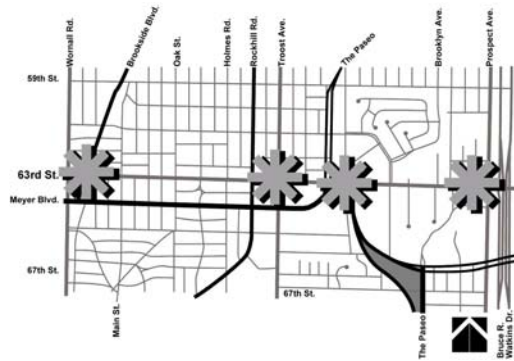
On-street parking allows for convenient up-front parking to development and helps mitigate the need for on-site parking.

- ✓ On-street parking should be incorporated at the Brookside, Oak Street, and Troost neighborhood villages. On-street parking provides up-front convenience for the customer and is common in most pedestrian oriented-environments. Additionally, on-street parking provides a buffer between the pedestrian and moving vehicles.
- ✓ A curb extension (extending the curb or planting areas the width of the parking lane at intersections) at both ends of the on-street parking lane is preferred. This better defines the parking stalls and provides additional space for landscaping. Coordination with the Public Works Department will be necessary in the design to ensure proper on-street parking configuration, curb radii, and other traffic safety concerns.



On-street parking is recommended to reinforce pedestrian-oriented development.

Plan Components



For all pedestrian crosswalk prototypes, engineering and accessibility concerns must be met. Issues such as withstanding the weight and frequency of vehicles, street maintenance, snow removal, accessibility and pedestrian safety must be addressed in any final design.

Pedestrian Crosswalks Recommendations

Crosswalks help define pedestrian zones and guide pedestrians safely across the street. They further cue motorists that pedestrian activity occurs at a particular location.

- ✓ Develop a special crosswalk treatment for **Gateway Intersections** identified by the plan, located at Wornall Road, Troost Avenue, The Paseo, and at Prospect Avenue.
- ✓ Gateway pedestrian crossing lanes should be generous, delineated by a 10 to 12-foot band of colored concrete pavers, stamped or formed colored concrete, or through other methods.
- ✓ Within the intersection, a geometric pattern or design utilizing colored concrete pavers or colored concrete could create a 'gateway plaza' aesthetic.
- ✓ Gateway plazas and pedestrian lanes should be identical for each of the identified gateway intersections. In addition, crosswalks should incorporate pedestrian crossing signage, audible and visual cues, lighting, and all other components required for the safety of the pedestrian and the motorist.
- ✓ The design must meet criteria established for accessibility by the Americans with Disabilities Act. In addition, review with the Department of Public Works should occur, so that design and materials do not interfere with street operations and maintenance.

Plan Components

- ✓ Develop a special crosswalk treatment for **Neighborhood Villages** identified by the plan. Crosswalk treatment should be integrated with Neighborhood Village Gateway Markers. (Refer to Gateways, page 84).
- ✓ Each village should have its own distinctive pedestrian crossing lane treatment. Treatments could include colored concrete pavers, stamped, or formed colored concrete. In addition, crosswalks should incorporate pedestrian crossing signage, audible and visual cues, lighting, and all other components required for the safety of the pedestrian and the motorist.
- ✓ Develop a special crosswalk treatment for **Neighborhood Gateways** identified by the plan. Crosswalk treatment should be integrated with Neighborhood Gateway Markers. (Refer to Gateways, page 85). Coordination with neighborhood groups for crosswalks at gateways should occur to identify actual locations.
- ✓ Curb extensions at the residential streets could be implemented as a traffic calming measure with neighborhood crosswalks, if desired by a particular neighborhood.
- ✓ **General Pedestrian Crosswalk** treatments should be incorporated at all other intersecting streets to define the pedestrian crossing lane. The plan envisions the application as a simple painted, striped crosswalk that does not compete with the other three prototypes.

Plan Components



Pedestrian lighting not only provides illumination, but can be utilized for other design and community-oriented elements such as seasonal and special event banners.

Street Lighting Recommendations

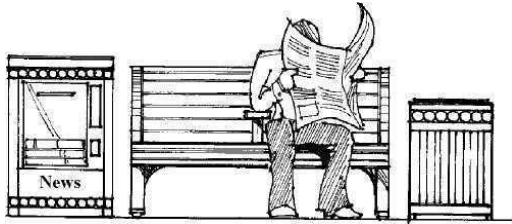
Illumination contributes to the perception of security and safety in the corridor. Lighting standards are elements that can also enhance the visual appeal of the area. The primary function of street lighting is to provide illumination for the motorist. The primary function of pedestrian lighting is to provide additional illumination along the sidewalk.

- ✓ A uniform **street light** standard should be adopted for the 63rd Street corridor.
- ✓ Additional hardware can be incorporated on street lighting standards such as ornamental brackets that allow for special event, promotional, or seasonal banners.
- ✓ A uniform **pedestrian light** standard should be incorporated for the 63rd Street Corridor, for areas not identified as a neighborhood village. This would generally include the areas between:
 - Brookside Village and Oak Street Village (Main Street to McGee Street)
 - Oak Street Village and Troost Village (Cherry Street to Rockhill Road)
 - Troost Village eastward (The Paseo to Bruce R. Watkins Drive)
 - The Prospect Village streetscape is internal. The 63rd Street Corridor standard should continue along 63rd Street eastward to I-435.

Plan Components

- ✓ Each neighborhood village should adopt its own pedestrian light standard that enhances the village's distinctive design qualities and identity. For example, the Brookside Village may continue with its more thematic existing 'gas lamp' standard, whereas the Oak Street, Troost, and Prospect Villages could offer different lighting designs.
- ✓ Detailed engineering design will determine the spacing and type of the fixtures, given desired illumination levels. It is important, however, that standards be located so as not to interfere with visibility to building entrances, specialized lighting on building facades, or sight lines for intersections and parking access.
- ✓ Additional hardware can be incorporated on street lighting standards, such as ornamental brackets that allow for special event, promotional, or seasonal banners.
- ✓ All pedestrian lighting should provide a comfortable illumination level on the sidewalk at an intensity that is not distracting to the pedestrian or motorist.

Plan Components



Street furniture should be strategically located throughout the corridor to reinforce pedestrian patterns.

Street Furniture Recommendations

Street furniture, such as benches, recycling centers, trash receptacles, mail boxes, newspaper vending boxes, and seasonal planters address functional as well as aesthetic qualities of streetscape design.

- ✓ Street furniture should be strategically located so that it reinforces pedestrian patterns, uses, the needs of nearby businesses, and not be obtrusive to business owners or patrons using the sidewalks.
- ✓ It should be durable and easily maintained, as well as consistent in design. It should complement other elements like pedestrian lighting.
- ✓ Each neighborhood village may use a distinctive street furniture standard to complement the individual pedestrian lighting standard and architectural character of that particular village.
- ✓ Street furniture standards for each village can be established through a process that includes business associations, the City, property owners, and in the case of major redevelopment initiatives, the developer of record.

Plan Components

Landscape Recommendations

Landscaping can enhance to the image of the 63rd Street Corridor. Landscaping provides color, highlights desirable spatial features, screens service areas or undesirable views, and provides a 'soft' element in the hardscape environment.

- ✓ **Street trees** should be planted along the 63rd Street Corridor. Street trees must be a species that will endure the local climate and enhance character of the streetscape. Coordination with the City Forester will be required in selecting the appropriate street tree species.
- ✓ Street trees should be planted so as not to obstruct business entrance signage or sight lines. As a streetscape concept is developed, it is desired that the design and installation of street trees be consistent throughout the corridor.
- ✓ **Seasonal color** should be utilized within all neighborhood villages, institutional campuses, gateway features, and townhouse developments. Seasonal color can create a dynamic element to the visual environment of the corridor. Individual plantings by the public, businesses, or property owners can achieve a considerable visual impact for a minimal expense.
- ✓ Creativity and flexibility by each business or property owner should be encouraged within set standards. Minimum standards include locating planters in a manner so as not to hinder or obstruct pedestrian movement, as well as emphasis on maintenance by businesses and property owners, such as watering, pruning, and weeding.



Street trees and other landscaping treatments provide soft elements in the hardscape environment, while adding to a sense of distinctiveness and cohesion throughout the corridor.

Plan Components



The concept plan envisions an improvement to the 63rd Street/The Paseo/Meyer Boulevard intersection, which complements the existing roundabouts and fountains at Ward Parkway to the west and Swope Parkway to the east.

Roadway Modifications

The plan proposes several modifications to the corridor's roadway infrastructure, which will enhance the aesthetic and functional aspects of vehicular movement throughout the corridor.

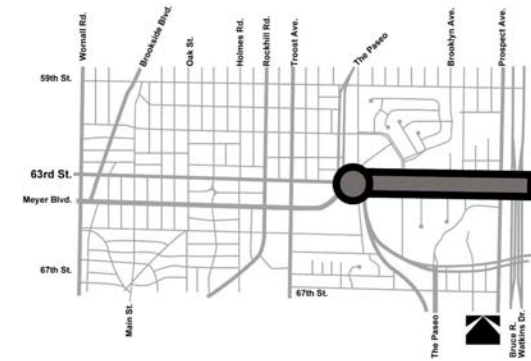
63rd/Paseo/Meyer Recommendations

- ✓ Reconfiguration of the intersection to mitigate existing traffic concerns. Although detailed traffic engineering schematics have not been completed, the preferred method to be investigated is a traffic circle or roundabout with a fountain. This perceptually links to traffic circles and fountains at Ward Parkway and Swope Parkway along Meyer Boulevard, emphasizing the connections to the boulevard system and carrying forth the City's image as 'The City of Fountains'. In addition, it provides a highly identifiable visual landmark and a gateway element for the 63rd Street Corridor and promotes through-traffic along Meyer Boulevard to Prospect and Troost Avenues and Wornall Road, instead of through neighborhood villages.
- ✓ The fountain should incorporate a Southtown district gateway feature.
- ✓ All traffic improvements at the intersection will need to be closely coordinated with the Public Works Department and the Board of Parks and Recreation Commissioners. This will ensure that traffic safety criteria are met, as well as maintaining the integrity of the boulevard system. New investments, such as the existing Paseo Pergola, should also be integrated into the final roadway design.

Plan Components

63rd Street Enhancement Recommendations

- ✓ Develop a higher amenity roadway facility from The Paseo Boulevard to Bruce R. Watkins Drive through the incorporation of a more generous landscape treatment, such as a double column of street trees and green space between the roadway and sidewalk.
- ✓ In addition to street trees, a landscape tree-lined median with street trees is preferred to create a 'parkway-like' environment.
- ✓ Extend this treatment eastward to Swope Parkway, through Swope Park, to I-435. In the greater citywide context, this 'green linkage' provides a stronger aesthetic connection among The Paseo, Meyer Boulevard, Swope Parkway, and Swope Park. This concept affords the opportunity to create a 'green' entranceway from I-435 into the 63rd Street Corridor, expanding on existing landscape medians from Winchester and Oakley Avenues.



FOCUS Kansas City Lens: Urban Design

Aspiration: Protect, enhance and expand the network of parks, boulevards, open spaces and historic sites.

- ✓ ***Supportive Initiative: Enhance and expand parks, boulevards, and open space network.***

Plan Components



FOCUS Kansas City Lens: **Urban Design**

Aspiration: Guide development to protect and enhance waterways, floodplains and topography.

- ✓ **Supportive Initiative:** Enhance waterways, protect floodplains, and reduce risk of floods.
- ✓ **Supportive Initiative:** Guide development to respond to the natural terrain.

Parks/Open Space Recommendations

The integration of parks and open space throughout the corridor is an important concept of this plan. Parks and open space initiatives would require the active partnership of the Board of Parks and Recreation Commissioners. Recommendations of this plan should be coordinated with the strategies outlined by the Parks Master Plan, scheduled for updating in 2003.

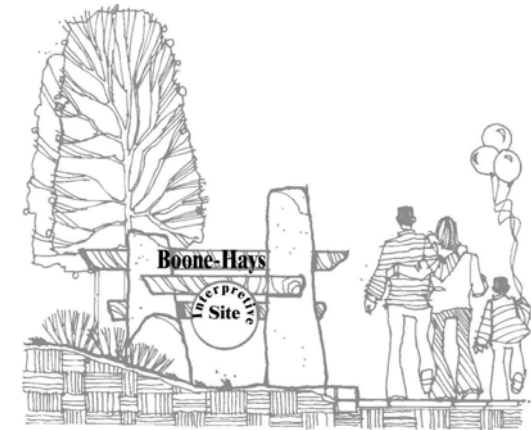
- ✓ Develop new open space in conjunction with flood control initiatives in the existing Town Fork Creek Watershed or **Town Fork Creek Greenway**.
- ✓ For flood control initiatives, the Town Fork Creek Greenway should be designed to serve not only flood control, but to provide public open space as an amenity that will enhance land value and provide a catalyst for adjacent development in the Prospect Village.
- ✓ The Town Fork Greenway should be incorporated as part of a comprehensive system for pedestrian and bike connections throughout the corridor.
- ✓ Work with neighborhoods to determine if any recreational amenities for residents should be programmed into the Town Fork Creek Greenway.

Plan Components

- ✓ As development is pursued in the Prospect Village, the plan envisions that the area on the east side of Prospect Avenue be developed into open space or **Prospect Green**. The Prospect Green provides an additional buffer between the Prospect Village and Bruce R. Watkins Drive, creating a 'front lawn' for the 63rd Street Corridor, Prospect Village, and the Research Medical Center campus.
- ✓ The Prospect Green should be incorporated as part of a comprehensive system for pedestrian and bike connections throughout the corridor. Incorporate a multi-use trail system that links the Prospect Green and Meyer Boulevard to create a 'loop' around the corridor as it links with the KCATA Trolley Track Trail.
- ✓ Develop the Boone-Hays Cemetery as a historical/heritage venue. As part of the Town Fork Creek Greenway, the **Boone-Hays Interpretive Site** provides the opportunity to develop an educational setting that celebrates the settlement of the area and the history of Southtown and Kansas City.
- ✓ Develop an identifiable 'heart' of the corridor at the intersection of 63rd Street and Troost Avenue. A public open space or **Troost Village Town Square** is suggested in the Troost Village. It provides a well-defined gathering space within the corridor and the setting for community events, special promotions, and neighborhood activities.
- ✓ Incorporate a Southtown district gateway within the square.

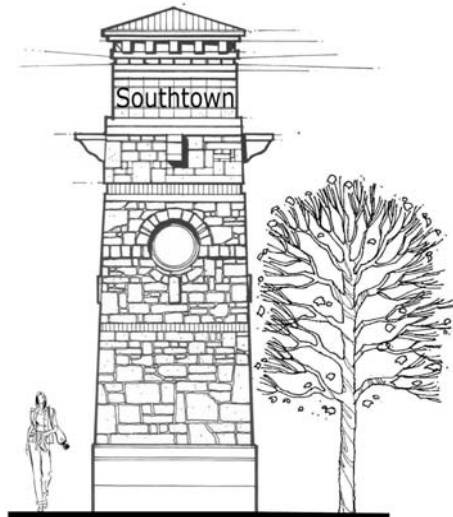
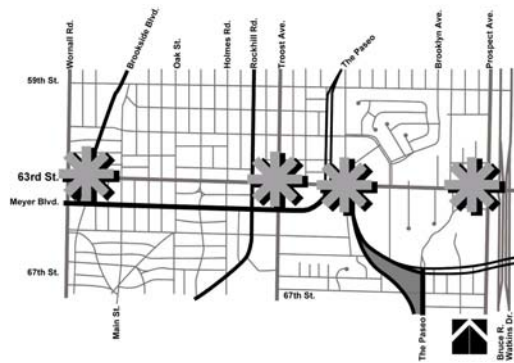
Aspiration: Protect, enhance and expand the network of parks, boulevards, open spaces and historic sites.

✓ *Supportive Initiative: Enhance and expand parks, boulevards, and open space network.*



The Boone-Hays Cemetery provides the opportunity to create an educational platform and further enhance the awareness of the history of Southtown and Kansas City.

Plan Components



A district gateway element will enhance a sense of identity and community for the Southtown Area. The scale may vary from location to location as to be compatible with the surrounding context.

Gateway Recommendations

Gateway features enhance the sense of 'place', providing visual cues that reinforce the 63rd Street Corridor as a distinctive district and announce the arrival into the area. The concept plan defines a hierarchy of gateways within the corridor, incorporating three prototypes:

- ✓ **Develop District Gateways or Southtown Gateways** to reinforce entrances into and throughout the corridor and help define it as a cohesive community. Gateway markers are intended to provide a substantial landmark in the area and reinforce the identity of the Southtown Area. Candidate locations include:

West District Gateway

In the Brookside Village, potentially located in Brookside Court.

Central District Gateways

At the 63rd/Paseo/Meyer intersection, integrated as part of the proposed traffic modifications and fountain, and at 63rd Street and Troost Avenue, integrated as part of the proposed Troost Village Town Square.

East District Gateway

At the intersection of 63rd Street and Prospect Avenue, integrated as part of the proposed Prospect Green open space or as part of new private development initiatives.

Plan Components

- ✓ Develop **Neighborhood Village Gateways** to reinforce each village as a distinctive place within the corridor. Each neighborhood village should develop a gateway feature unique to that village's distinctive development characteristics. Neighborhood gateway markers should be incorporated at locations that reinforce a sense of entry and help define the boundaries of a neighborhood village. Candidate locations for neighborhood gateways include:

Brookside Village Gateways

- 63rd Street and Main Street
- 62nd Terrace and Brookside Boulevard
- 63rd Street and Wornall Road
- Wornall Road and Meyer Boulevard
- Meyer Boulevard and Brookside Plaza

Oak Street Village Gateways

- 63rd Street and Oak Street
- 63rd Street and Cherry Street
- 62nd Street and Oak Street

Troost Village Gateways

- 63rd Street and Troost Avenue
- 63rd Street and Rockhill Road
- 63rd Street and The Paseo/Meyer Boulevard
- Troost Avenue and Meyer Boulevard

Prospect Village Gateways

- 63rd Street and Prospect Avenue
- 63rd Street and Brooklyn Avenue
- 62nd Street and Prospect Avenue
- Research Medical Center Drive and Prospect Avenue



Neighborhood village gateways will enhance the distinctive identity within each village.

Plan Components



Neighborhood gateways can be found throughout the area, with exception along 63rd Street. Incorporating neighborhood gateways along 63rd Street will enhance identity, boundaries, and sense of place.

- ✓ Develop **Neighborhood Gateways** to better define the entrances into neighborhoods adjacent to the corridor. Many neighborhoods have existing markers, however, none have a presence along 63rd Street. The plan envisions the incorporation individual neighborhood gateways at the intersection of residential streets along 63rd Street, strengthening the sense of neighborhood boundaries. Coordination with neighborhoods will be critical in identifying appropriate candidate locations along 63rd Street.

Plan Components

Multi-Use Trail Recommendations

As part of the design and development framework along 63rd Street, the plan recommends that pedestrian and bicycle connections be integrated within the parks/open space recommendations and link areas of activity. A detailed study in conjunction with metro-wide plans should investigate the feasibility of trail development within the corridor. In addition, a detailed study will identify segments that are multi-use, on sidewalks for pedestrian only, or a dedicated lane within roadway for bicyclists. Candidate locations, however, are identified that reinforce land use, development, and urban design recommendations of this plan.

- ✓ Trail segment from KCATA Trolley Track Trail from Meyer Boulevard to The Paseo. Consider connections along The Paseo north to Brush Creek and south to Dunn Park and along Meyer Boulevard east to Swope Park.
- ✓ Trail segment from The Paseo along the 63rd Street to and through the Town Fork Creek Greenway and Boone-Hays Interpretive Site. This segment would feed into the Prospect Village. Consider connections along Prospect Avenue north to Brush Creek and south to Minor Park.
- ✓ Trail segment along the Prospect Green (east side of Prospect Avenue) that connects Meyer Boulevard to the south, forming a 'loop' around the corridor with the KCATA Trolley Track Trail on the west end of the corridor. Consider connections eastward along 63rd Street to Swope Park.
- ✓ Trail segment between the KCATA Trolley Track Trail and The Paseo along 63rd Street, linking the Brookside, Oak Street, and Troost Villages.



Aspiration: Create an integrated, multi-modal transportation system that is accessible and useful for all residents and visitors.

- ✓ **Supportive Initiative:** Accommodate all modes of transportation of the City's arterial street and boulevards system.
- ✓ **Supportive Initiative:** Develop a bikeway system that serves commuter and recreational travel.

Plan Components

Integrate a comprehensive wayfinding and directional signage system throughout the corridor that is part of the metro-wide pedestrian and bike system.

Strategically locate 'trailheads' or trail access points which incorporates parking, shelters, directional signs, drinking fountains, and other amenities for trail users. Trailheads should be located in areas of higher use such a neighborhood village or park.

Design Guidelines

Intent

Quality and complementary design throughout the corridor can contribute to functional visually cohesive environment. The following development guidelines are intended to provide a general outline of elements to assess the visual and functional merits for improvements to existing buildings, infill projects, or major redevelopment initiatives. Development guidelines do not to impose a single architectural concept or theme, but they identify the basic design characteristics that promote visual harmony among the many developments envisioned throughout the corridor. These guidelines are an additional resource for evaluating development initiatives, building upon the recommendations of the plan and the **FOCUS Kansas City: Building Block for Quality Places to Live and Work**.

*The Design Guidelines furthers the intent of the **FOCUS Kansas City**, Quality Places to Live and Work, 11 characteristics and outlining by identifying recommendations for the physical image of development within the corridor. It provides a foundation to make assessments with regard to the physical character of initiatives.*

The 11 characteristics of Quality Places to Live and Work are:

1. *Mixed-Use Activity Centers*
2. *Infill and Contiguous Development*
3. *Identifiable Character*
4. *Environmental Quality*
5. *Durability*
6. *Safe Walking*
7. *Public Streets*
8. *Transportation Alternatives*
9. *Preservation*
10. *Building Patterns*
11. *Mixed Density Housing*

Design Guidelines



Awnings and canopies should be integrated in buildings along facades that front pedestrian walks.

Awnings and Canopies

- ✓ Awnings and canopies are encouraged on commercial building facades, especially on the primary façade (facing the street) to provide weather protection for the pedestrian.
- ✓ Awnings should be made of an opaque fabric such as canvas. Canopies should be made of materials such as metal that are integrated as part of the overall building design. Plastic, aluminum, and wood awnings or canopies are discouraged.
- ✓ A consistent theme, color, or pattern should be incorporated throughout a building façade or related series of facades. Awnings and canopies should not be mounted at a height that obstructs or endangers the pedestrian.
- ✓ Business identity and address identification may also be incorporated in awnings and canopies.

Design Guidelines

Building Materials

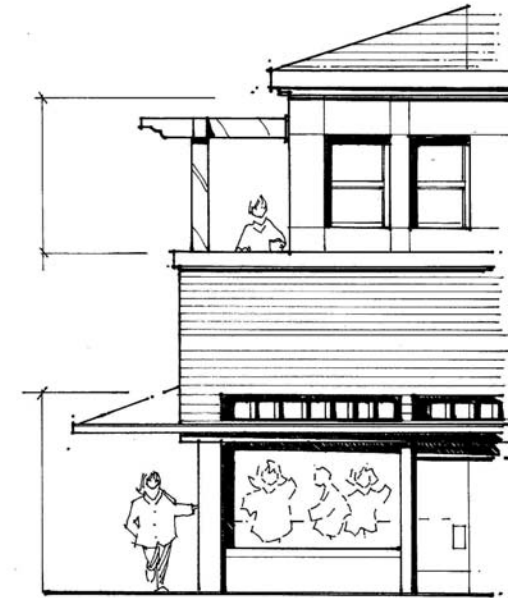
- ✓ The preferred materials for buildings in the corridor are brick, stone, and in some cases, stucco. Brick and stone should not be painted.
- ✓ Brick, stone and stucco should comprise the majority building material for external facades. For residential townhouses, lap siding or wood shingles is appropriate for portions of the structure, typically upper levels. Other building materials may be utilized for accent features.

Color

- ✓ An appropriate color palette for buildings should include warm earth tones. Trim or other specialty features should complement the material on the building facade. Brighter or more dramatic color applications can be provided in elements such as awnings, signage, or specialty architectural details on the building.

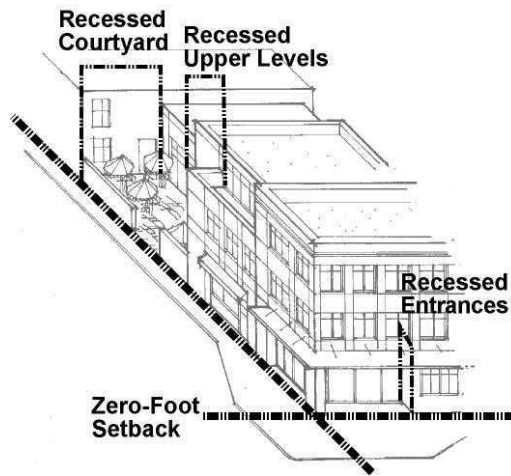
Fenestration

- ✓ The street level of commercial structures should have a predominantly transparent quality. Transparency suggests a relationship between the outdoor and indoor environment. For upper levels, punched openings are encouraged, whereas bands of continuous windows are discouraged. Windows at the street level should have clear glazing and reflective glass is discouraged in any portion of the building.



Transparency at the street level for retail use.

Design Guidelines



Variations on building facades create a more dynamic visual interest and appeal.

Modulation

- ✓ Buildings should not have long, blank expansive facades. In addition to window and door openings, building facades should express variations in form through materials or slight variations in setbacks along the façade. This may also be enhanced through architectural details and features, building heights, and color. This should apply to all sides of buildings.
- ✓ More significant variations in setbacks for individual facades or adjoining buildings should be done for purposes intended to benefit a particular function such as an outdoor cafe, emphasis on primary entrances, or to allow more daylight along the block face. For residential development, this typically would include front porches or entrance courtyards.

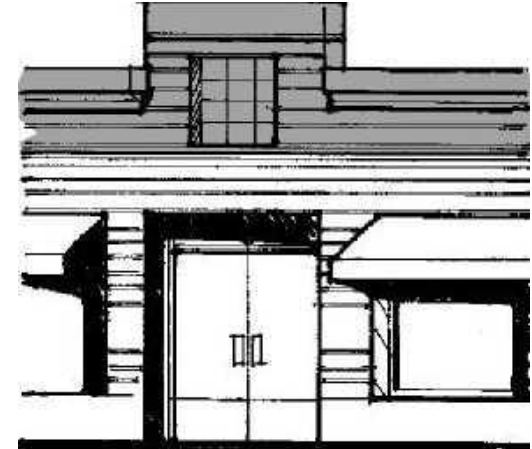
Proportion

- ✓ Significant departures in height and mass can be visually disruptive. Building proportions within the neighborhood villages should strive for compatibility in form. Building proportions within the corridor should strive for a distinct rhythm, such as taller structures anchoring an intersection, while lower level structures should be located towards the back of a property, to provide a transition to adjacent neighborhoods.
- ✓ Windows, doors, awnings, canopies, cornices, and other architectural features should have proportions complementary to the overall building massing.

Design Guidelines

Roofs

- ✓ Flat and pitched roofs are allowed. A screening treatment such as a parapet should be integrated as part of the building with flat roofs to screen mechanical and technology equipment.
- ✓ Pitched roofs should complement the overall style and scale of the building. Materials for pitched roofs should avoid having a reflective finish and should incorporate a color that is complementary to the character of the building and area. Commercial buildings with pitched roofs should use commercial grade materials such as tile, slate, composition shingle, or metal roofing systems.



Parapet screening integrated as part of the building for flat roofs helps screen rooftop equipment.



A pitched roof reflects a more residential character.

Design Guidelines



Facade mounted signage should not exceed 10 percent of the total facade area.



Pedestrian oriented or 'blade' signage allows for business identification for the pedestrian along the block face.

Signage

Façade Mounted

- ✓ The primary facade (facing the street) should incorporate only one sign identifying the tenant or building, which can be facade-mounted. The total area of signage on facades should not exceed 10 percent of the total of the façade area. Business identification signage incorporated into awnings and canopies are included in the 10 percent requirements. In addition, the building or property address should be incorporated and be easily identifiable and readable at the primary entrance to the building or business.

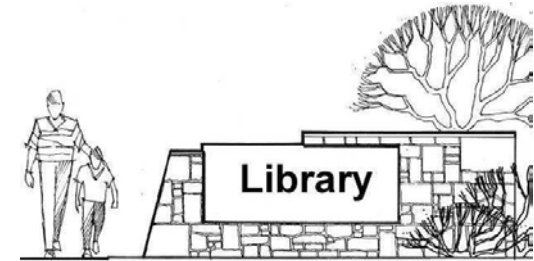
Pedestrian Oriented

- ✓ Pedestrian-oriented signage (also referred to as blade signage) typically is a sign that is affixed perpendicular to the building or suspended from a canopy. It is easily readable for the pedestrian on the sidewalk. Both one façade mounted and one pedestrian oriented sign may occur on a single facade. Pedestrian oriented signage typically should not exceed a total of 25 square feet. It must have the necessary structural support system and mounted at a height so as not to obstruct or endanger the pedestrian.
- ✓ Blade signage systems often allow the opportunity to create distinctive identity through greater more artistic quality. Creativity is encouraged for individual blade signs.

Design Guidelines

Monument

- ✓ Monument signage is typically a freestanding sign structure located at the entrance to a property. These types of signs should be limited throughout the corridor.
- ✓ Monument signs for commercial identification should only be applied when there are developments with multiple commercial tenants. Only one monument sign should be incorporated to identify all tenants.
- ✓ Monument signs are allowed for institutional campuses, to enhance identity and presence along the corridor. These should be located at primary entrances to campuses.
- ✓ Materials for the monument sign base are encouraged to be predominantly stone or brick. In addition, landscaping at the base of the monument sign, such as ground cover, low shrubs, and annuals is required.
- ✓ A monument sign should not obscure site lines to site access points. Low-level monument signage is the preferred freestanding system.
- ✓ Pole-mounted signage is not allowed in the corridor.



Monument signage allows for business identification near the public street. Monument signs are appropriate for institutional campuses at key access points. Commercial monument signs should be limited and incorporate all tenant identification within a development area, rather than numerous individual identification signs.

Design Guidelines

Directional/Wayfinding

- ✓ With certain developments and institutions, additional freestanding signage may be required, such as directions to buildings, service areas or drive-through windows. These signage systems should be compatible with the signage systems of the building and site and they should not obstruct pedestrian movement or sight lines.

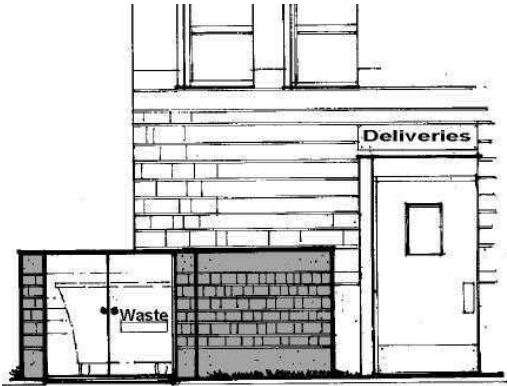
Promotional

- ✓ For certain uses, such as restaurants, a single permanently affixed exterior menu board is appropriate. Permanently affixed menu boards should not exceed 9 square feet and must be integrated within the building's architectural theme, near the entrance. Permanently affixed menu boards should be secured. In addition, temporary menu boards for outdoor courtyards or a sidewalk café are allowable. Temporary menu boards must not obstruct pedestrian movement on public walks and must be removed during non-business hours.
- ✓ Billboards and other off-site advertising are not allowed within the corridor.



Permanent promotional signage systems such as menu boards must be integrated as part of the building.

Design Guidelines



Screening of service equipment and areas should be integrated as part of the building or site.

Screening

Waste/Recycling Receptacles

- ✓ Trash dumpsters and recycling receptacles should be screened on all sides, with an operable gate or door for access. The preferred enclosure treatment is a masonry wall enclosure, compatible with the building façade materials. Landscaping surrounding the wall may also be provided for additional screening.

Ground Mounted Equipment

- ✓ Ground mounted equipment, such as meters and utility boxes should have a screening treatment, minimizing their visual impact. This can be achieved through similar applications in landscape and design, as outlined in the previous waste receptacle section.

Specialty Equipment

- ✓ Specialty equipment such as antennas, satellite dishes, and environmental equipment (air conditioners, heating, ventilation), should be screened from public view or placed deep enough on the roof so as not to be seen from the street. The desired screening treatment should be an integral part of the overall building design. Air conditioning window units, vents, conduits, cabling, and pipes should not be incorporated into the primary façade. Exterior fire escapes and exterior stairs should be limited to side or rear façades.

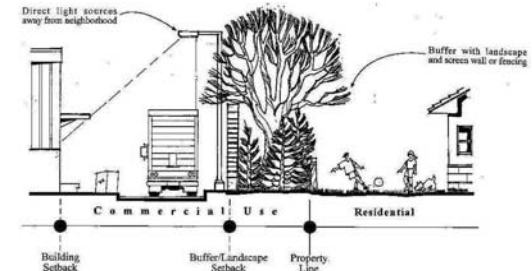
Design Guidelines

Residential Buffering

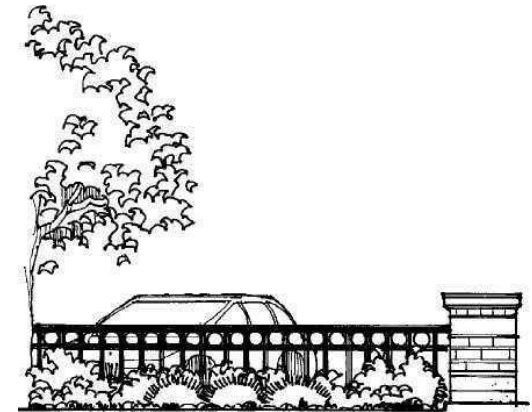
- ✓ When commercial or multifamily development is adjacent to single family residential properties, a landscape buffer is required. Treatments include earth-berming on larger sites, a masonry wall or privacy fencing, or tree plantings with a species type and density to provide an effective buffer or screening zone. Screening treatments such as chain-link, wire, or barbed-wire fencing are **not** allowed.

Parking Lot Buffering

- ✓ Parking lots often present large expanses of open, hard space that create voids in the area's visual framework. Business and property owners must integrate landscaping within parking lots as a key component of the design concept. If surface parking lots are adjacent to a public street or residential property, additional screening such as generous landscape plantings, ornamental wrought iron fencing with masonry columns, or combinations thereof, are recommended. Screening treatments such as chain-link fencing and barbed or razor wire are **not** allowed.



Screening provides a transition and a buffer zone that helps mitigate adverse impacts.



'Softening' of parking area with landscape materials and other elements helps mitigate areas of expansive concrete or asphalt.

Design Guidelines

Illumination

Facade Lighting

- ✓ Building-mounted lighting on facades is encouraged, providing additional illumination within the environment. Building-mounted lighting should 'wash' the façade with light, highlight key architectural qualities, and/or enhance the visibility of signage. Building-mounted lighting should be located or shielded so as not to provide obtrusive glare to the pedestrian and the motorist.

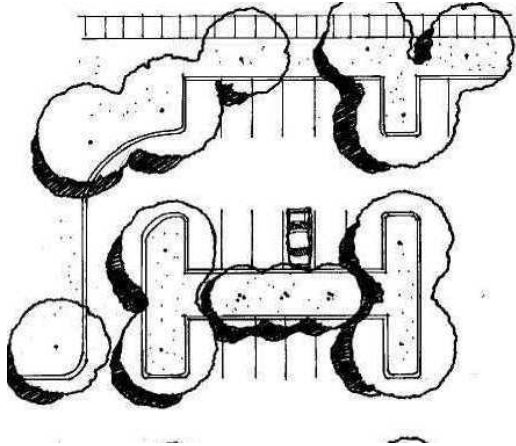
Parking Lot Lighting

- ✓ Parking lot design is important because of the close interaction between the pedestrian and the automobile. Security and visibility are the typical priorities of parking lot illumination. Individual businesses and property owners are encouraged to implement consistent standards throughout an individual parcel or development. Lighting should be of an appropriate scale to meet illumination requirements, but not be obtrusive to streetscape illumination. In situations where parking lots are adjacent to residential properties, lighting fixtures should be designed so as not to be obtrusive or cast glare into adjacent neighborhoods. It is encouraged that property owners work together with the City and adopt a common lighting standard to bring additional consistency to the area.



Façade-mounted lighting enhanced the illumination level along the block face.

Design Guidelines



Landscaping islands helps mitigate large expanses of asphalt or concrete in large parking areas.

Landscape

Landscape should be integrated in on-site features within a development. Elements to be considered include:

On-Site Parking Areas

- ✓ For developments that incorporate larger on-site parking lots, landscape islands should be provided to further break up larger areas of asphalt or concrete. Landscape islands should be located at the ends of parking stalls that define on-site circulation. Additional landscape islands are also encouraged at regular intervals, such as every 100 to 200 feet, to further 'soften' large parking areas.
- ✓ Landscape islands should be generous enough to ensure the survivability of landscape materials. A minimum of 10 feet in width is recommended.
- ✓ All landscaping elements should include automatic irrigation systems and scheduled maintenance.

Building Facades

- ✓ In some instances, adding seasonal planting in window boxes or hanging planters can add charm, texture, and color to a building. All treatments should be constructed of durable materials and not present an obstruction to the pedestrian. In addition, landscape material must be regularly maintained through watering, weeding, and pruning.

Implementation

Implementation Checklist

'Stakeholders' for the area should use this resource guide to initiate dialogue and foster strong partnerships, pursue funding opportunities, and investigate initiatives recommended by the plan.

The following Implementation Checklist provides a general outline of policy and program recommendations, an inventory of incentive and financial tools, and potential partnerships in achieving the aspirations of the plan. In addition, an **Implementation Matrix** is provided, outlining a strategy for approaching each recommendation of the plan.

The first steps are a period of time referenced as **Short-range**. This is typically a time for organization, establishing policy, pursuing funding for various projects, and establishing working relationships or partnerships. Short-range initiatives typically begin during or immediately after adoption of a plan, or within 1 to 3 years. It establishes a foundation in which to begin larger initiatives, or **medium-range** strategies, ideally 3 to 6 years. This is typically a time when some projects start to become a physical reality. As successful endeavors build momentum, more substantial goals are addressed, or **Long-range** strategies, realistically 6 or more years after beginning the plan implementation process. Project initiatives, however, are influenced by a variety of factors such as market forces, development climate, public resources, and the political process. As a general rule, components of the plan should be evaluated in the context that all opportunities might present themselves at anytime.

The 63rd Street Corridor Land Use & Development Plan identifies significant new development opportunities for the corridor. For these development opportunities to be accomplished, time frames, responsibilities, and funding sources will vary.

Some actions will occur quickly and others later in the implementation process through an incremental and strategic approach. Some elements in the plan are interdependent with others. Most importantly, actions will require cooperation among the development community, public departments and agencies, private property and business owners, and the community-at-large.

This section is intended to serve as a general guide for implementing concepts outlined by the plan, which identifies:

- Organizational
- Policy
- Financial Tools and Resources
- Time Frames
- Primary Participants

Implementation

Actions

- ✓ Formalize the 63rd Street Corridor Oversight Committee through the Southtown Council.
- ✓ Establish procedural by-laws so that the committee meeting process is defined and expectations are set between the community and the City. This would include such items as committee membership requirements, nominations, meeting procedures, contact lists, goals, duties and responsibilities.

Primary Participants

- ✓ The Southtown Council should establish the committee and logistics, in coordination with the City Planning and Development Department.

Time Frame

- ✓ Short-range

Organizational

One of the key recommendations that evolved from the community workshops and the steering committee sessions was the concept of assembling advocates or 'champions' for the plan. This group, **63rd Street Corridor Oversight Committee**, would function as a point source of information and communication. As 'guardians' of the plan, the committee will be key to ensuring initiatives meet the goals established by the community. The primary duties of this group would include:

- Ambassadors for economic growth and community enrichment for the corridor.
- Communication and information exchange among neighborhood organizations, property owners, businesses, institutions, the City, and potential developers.
- Review and provide input for public and private improvements and initiatives, based upon the recommendations of the plan.

Through further discussions, it was evident that the 63rd Street Corridor Oversight Committee would function as part of the Southtown Council. The Southtown Council is recognized as the organization that has promoted the welfare of the 63rd Street and Southtown Community for years. With offices located near the corridor, access and information would be readily accessible for those with a stake in the 63rd Street Corridor.

Implementation

Policy

Policy actions will need to be undertaken to achieve the vision of this plan. Primarily, the Southtown Council and the 63rd Street Corridor Oversight Committee will lead this initiative with assistance from the City Planning and Development Department in facilitating required changes. Working with neighborhoods and the business community, the following initiatives should be considered:

Zoning

The City should evaluate the proposed land use and design concept outlined by this plan and address the zoning requirements to facilitate the goals and vision established. **Zoning actions include:**

- ✓ **Downzone** established commercial districts to a residential designation that limits development to multifamily housing and institutional uses along 63rd Street between designated neighborhood villages. ***The City should determine the appropriate zoning district to facilitate this goal in accordance with the plan recommendations.***
- ✓ When a development proposal is approved, the plan recommends that the redevelopment area be **rezoned** to a **URD (Urban Renewal District)** for 353, TIF, and Planned District development projects for areas identified in the Zoning Recommendations in the Component Plan Section. This will allow greater flexibility for mixed-use projects, which blend retail, office, institutional, residential uses, and parking as a comprehensive development plan. Some flexibility in the boundaries may be considered, only upon review of the development proposal, recommendations established by the plan, and a process involving neighborhoods within the area.

Action

- ✓ Downzone commercial properties at appropriate locations along 63rd Street between neighborhood villages.

Primary Participants

- ✓ Southtown Council, 63rd Street Oversight Committee, City Planning and Development, and Neighborhood Associations.

Timeframe

- ✓ Short-range

Action

- ✓ Rezone to Urban Redevelopment District, based upon approval of redevelopment plans.

Primary Participants

- ✓ Southtown Council, 63rd Street Oversight Committee, City Planning and Development, and Neighborhood Groups.

Timeframe

- ✓ Varies

Implementation

Action

- ✓ Develop a *Special Review District* for the plan area for adoption.
- ✓ Establish criteria for cases in which a neighborhood village development plan proposes acquisition of existing residential properties.

Primary Participants

- ✓ Southtown Council, 63rd Street Oversight Committee, City Planning and Development, private developers, and Neighborhood Groups.

Timeframe

- ✓ Short Range

- ✓ As part of plan approval and URD zoning, it is recommended that redevelopment projects include **Covenants and Deed Restrictions** by private-sector developers. These agreements place specific requirements of use, character, and maintenance of properties, further ensuring that the appropriate development is preserved. Through this process, the requirements can be tied to the property through a chain of title, ensuring future development initiatives, even with different property ownership and management, is consistent with the 63rd Street Corridor Land Use & Development Plan vision.
- ✓ Development of a **Special Review District** for the 63rd Street Corridor for adoption. The district enables **the 63rd Street Corridor Oversight Committee** the foundation with which to evaluate initiatives in accordance with the plan recommendations. The district should encompass the area defined by the plan, which includes the Brookside Business District, to further insure investments are considered in the context of the entire corridor.

Implementation

Priority Impact Areas

Priority Impact areas are proposed redevelopment areas critical to the success of the corridor concept. Although market dynamics generally drive private sector investments, the following priority impact areas are outlined to help guide decisions in terms of public focus of efforts and incentives. These priority impact areas, identified through the planning process, will be critical in terms of creating momentum throughout the corridor and furthering the community vision. It is important to note that these priority impact areas need to be continually assessed and balanced with the overall opportunities along the corridor as they present themselves.

Priority Impact Area: Troost Village

Geographically located in the center of the corridor, the Troost Village will be critical in providing the 'heart' of the corridor, a primary goal established in the community workshops. The key to the Troost Village success will be addressing The Landing Mall and all other corners at the intersection of Troost Avenue and 63rd Street. The area is currently within the Southtown TIF District with two redevelopment project areas.



Actions

- ✓ Pursue partnerships with property owners in developing a strategic plan of action. Determine the feasibility of an economically viable redevelopment master plan. Engage developers or current property owners to assess market viability and interest. Focus on a project that provides a catalyst for the Troost Village Concept.

Primary Participants

- ✓ Property owners, developers, 49/63 Neighborhood Coalition, Southtown TIF Master Developer, the Southtown Council, and the Economic Development Corporation of Kansas City, Missouri (EDC).

Timeframe

- ✓ Short-range

Implementation



Action

- ✓ Build upon current redevelopment projects. Revise Southtown TIF Plan for project areas in proposed Prospect Village to reflect recommendations of the corridor plan. Engage developers or current property owners to assess the market viability and interest.

Primary Participants

- ✓ Property owners, developers, The Citadel, Blue Hills and Town Fork Creek neighborhood Associations, Southtown TIF Master Developer, the Southtown Council, and the Economic Development Corporation of Kansas City, Missouri (EDC).

Timeframe

- ✓ Short-range

Priority Impact Area: Prospect Village

The Prospect Village affords an opportunity to develop a significant anchor at the east end of the plan area. The area envisioned for the Prospect Village has several distinct advantages over other areas within the corridor in terms of its readiness for redevelopment. These include:

- Approved project areas within the Southtown TIF District.
- A significant amount of property on three sides of the intersection under ownership by the Southtown TIF Master Developer, providing a critical mass of contiguous property for redevelopment.
- Influences of the opening of Bruce R. Watkins Drive, connecting the Grandview 'Triangle' to the 'Downtown 'Loop'', allowing the intersection of 63rd Street and Prospect Avenue to become a significant confluence between major east-west (63rd Street) and north-south (Bruce R. Watkins Drive) traffic generators.
- Current redevelopment occurring at the southwest corner of the intersection.
- Town Fork Creek flood control.

Implementation

Priority Impact Area: Residential and Institutional

As neighborhood villages develop, it will be critical that policies and strategies exist to facilitate transitional uses between neighborhood villages, including the support of multifamily townhouses and institutional uses. The area between Rockhill Road and Main Street along 63rd Street is a critical area along the corridor, as it is envisioned to change from predominantly commercial to an institutional or residential use as neighborhood villages develop. This is due to a variety of factors including:

- Aging office structures that have little or no room for expansion.
- Commercially zoned parcels that are shallow in depth.
- 'Land-locked' commercial parcels, surrounded by residential neighborhoods, protected by deed restrictions and covenants.
- A strong institutional anchor (Cleveland Chiropractic College), located in non-contiguous properties along 63rd Street

In addition, residential redevelopment is a planned component for the Prospect Village.



Actions

- ✓ Engage the Cleveland Chiropractic College to discuss long-range goals and needs for the college. A priority should be to formulate strategies that create an environment in which the college remains and is enhanced within the corridor.
- ✓ Investigate market trends for housing development.

Primary Participants

- ✓ Property owners, developers, Neighborhood Associations, Southtown TIF Master Developer, the Southtown Council, City Planning and Development Department, Public Works, and Housing and Community Development Department.

Timeframe

- ✓ Short-range

Implementation



Actions

- ✓ *Pursue partnerships with property owners in developing a strategic plan of action. Determine the feasibility of an economically viable redevelopment master plan. Engage community service-oriented entities or institutions to determine the interest in the site.*
- ✓ *Work with current property owners and businesses to determine needs and feasibility of inclusion within the neighborhood villages"*

Primary Participants

- ✓ *Property owners, developers, The Citadel and Blue Hills Neighborhood Associations, Public Works, Southtown TIF Master Developer, the Southtown Council, KCMO Police, and other community service institutions.*

Timeframe

- ✓ Short-range

Priority Impact Area: Metro Plaza Shopping Center

One of the significant concerns of the plan is the viability of the Metro Plaza Shopping Center, should mixed-use neighborhood villages successfully develop. The Metro Plaza Shopping Center should be developed for more institutional, community service, educational, or office initiatives. This location would be appropriate for public safety facilities, such as police, and would create a neighborhood service center for the community. The site is also an approved project area within the Southtown TIF District.

Priority Impact Area: Infrastructure

The Southtown Council identified several infrastructure priorities, which include:

- Curb and sidewalk replacement west of Troost Avenue.
- Neighborhood Markers.
- 63rd Street/The Paseo/Meyer Boulevard intersection improvements.
- 63rd Street/The Paseo Flood Control (included in intersection improvements).
- 63rd Street and Holmes Road flood control.
- 63rd Street pedestrian crossings in Brookside.
- Streetscape and maintenance for the 63rd Street Corridor.
- Town Fork Creek flood control.

Implementation

Financial Tools and Resources

Redevelopment financing often relies on a mix of public and private funding, derived from a variety of resources. The type of funding for a development project is typically dependent upon the scale of the initiative. The following list represents a general inventory of possible resources that may be appropriate for projects within the 63rd Street Corridor. Investigating funding sources and forming partnerships is a **short-range** action or should be initiated as opportunities present themselves.

Business Improvement District (BID)

A business Improvement District can be developed to help fund improvements and maintenance of properties throughout the corridor. Formed through an organization of businesses within the corridor, revenues from membership could be utilized for beautification projects, additional services such as security and maintenance, parking, design and technical services, and promotional events.

Capital Improvement Program (CIP)

The City of Kansas City, Missouri operates with a five-year capital improvements program. Because it is a five-year program, request made in any specific year, if approved, will be funded in the sixth year with revenue projected for that year. The capital improvement program is designed to pay for public improvements throughout the City. Funding for the program comes from many different sources including sales tax, the City's general fund, and many other sources. Improvements can include physical construction such as streets, streetlights, sewers, curbs and sidewalks, recreational improvements, as well as non-physical improvements such as planning and design services.

Actions

- ✓ Assess the viability of a BID with property owners.

Primary Participants

- ✓ Southtown Council, property and business owners.

Actions

- ✓ Prioritize initiatives that are eligible for CIP funding. Prepare and submit applications.

Primary Participants

- ✓ Southtown Council, Neighborhoods, property and business owners.

Implementation

Actions

- ✓ *Determine projects that would be of interest to private foundations. Prepare products to present for funding possibilities.*

Primary Participants

- ✓ *Southtown Council and Neighborhoods.*

Actions

- ✓ *Prioritize initiatives that are eligible for PIAC funding. Prepare applications and submit.*

Primary Participants

- ✓ *Southtown Council, Neighborhoods, and property and business owners.*

Actions

- ✓ *Investigate potential partnerships with area lenders committed to the corridor.*

Primary Participants

- ✓ *Southtown Council and area financial institutions.*

Private

It is not uncommon for the private sector to contribute funds for public improvement projects. Some examples include corporate sponsorships, typically from a corporation that sees value in improvements to the area and a benefit to its own facilities. In some instances, a not-for-profit foundation may have funds available for community improvement projects. Individual business, groups, or associations may also be a resource in contributing to some aspect of a project.

Public Improvements Advisory Committee (PIAC)

A portion of the CIP funding is allocated for improvements in the current year, known as PIAC funds. PIAC requests are also made annually, with recommendations by the PIAC and approval by the City Council. The projects that can be funded by PIAC are similar to those of the CIP.

Revolving Loan Fund

A revolving loan fund can be used to provide assistance in revitalization of properties. Funds could be utilized for elements such as building improvements, signage, or other property improvements. Initial funding of a program can come from a variety of sources such as grants, local banks, corporations, or a combination of resources.

Essentially, the funds revolve because when the initial loans are paid back, the funds are cycled to others in the corridor for similar purposes and stay as a permanent fund resource. In some instances, portions of the interest from the revolving loan funds are kept or added to the overall fund balance. Revolving loan funds are sometimes provided at a decreased interest rate, which is dependent upon the motivation of the lender.

Implementation

Actions

- ✓ *Assess project recommendations of the plan and conduct a search for Federal and State funding availability, requirements, and eligibility.*

Participants

- ✓ *Southtown Council, with resources from City Departments, MARC, MODOT, EDC, HUD, and other agencies.*

Actions

- ✓ *Investigate existing structures within the corridor that should be preserved or integrated as part of a redevelopment project.*

Primary Participants

- ✓ *Southtown Council and property owners.*

Federal and State Resources

A variety of grants and loans may be available to supplement initiatives within the corridor. For housing initiatives, the U.S. Department of Housing and Urban Development (HUD) administers tools, including Brownfields, Community Development Block Grants, and Section 108 Loan Guarantees. For corridor projects like the 63rd Street roadway enhancements, pedestrian/bike trails, multi-modal transit facilities, and streetscape improvements, projects may be eligible for financial support through the Transportation Equity Act for the 21st Century (TEA-21). For transportation-oriented enhancement projects, the Missouri Department of Transportation (MODOT) generally administers funding. As projects are pursued throughout the corridor, investigation and coordination with other agencies that administer or have expertise in grant applications should occur. A consistent dialogue and relationship should be maintained with MODOT, The Mid-American Regional Council (MARC), and the Economic Development Corporation of Kansas City, Missouri (EDC).

Facade Rebate/Easement Donation

A property owner may be eligible to grant an easement of a building façade. Essentially, the depth of the façade becomes the property of a qualified not-for-profit entity and any modifications to the facade must be approved. Generally, this tool is utilized for buildings that are historic. Typically, an owner will apply for a façade easement or rebate in lieu of a benefit, most commonly a tax credit.

Implementation

- ✓ *Partnerships with neighborhood organizations and associations will be critical for all initiatives within the corridor.*
- ✓ *A key project for strong neighborhood partnership will be identifying and designing neighborhood gateways.*
- ✓ *The Southtown Council and the 63rd Street Corridor Oversight Committee should help facilitate establishing partnerships among the 'stakeholders' within the corridor.*

Partnerships

Partnerships will be key in the overall success of the 63rd Street Corridor. The following outline provides a general inventory of potential 'stakeholders' and resources for the area. By no means is this list absolute. Part of the success of the 63rd Street Corridor will be due to those who step forward and invest their efforts in furthering the vision. Establishing partnerships is a **short-range** action, continually pursued, initiated as opportunities present themselves.

Neighborhood Organizations and Associations

Residents and neighborhood organizations are the foundation of the corridor. Often, they are the 'eyes' and 'ears' of the corridor on a day-to-day basis. With a vested interest in neighborhood stability and enrichment, initiatives within the corridor should actively seek the input of neighborhood organizations and associations.

Southtown Council

The Southtown Council was formed in 1982 by businesses, institutions, and neighborhood associations to work collectively on economic and community issues. A not-for-profit group, the Southtown Council promotes partnerships within the Southtown Community to create an environment for economic development, community growth, business retention and recruitment, promotes Southtown resources and achievements, initiates corrective actions when needed, and supports Southtown as a viable place to live and work.

The Southtown Council will have a dominant role in furthering the recommendations of the plan. The 63rd Street Corridor Oversight Committee, which will become the 'champion' and 'guardian' of the plan, is envisioned to function as an arm of the Southtown Council.

Implementation

Health Midwest Partners for Change Southtown Tax Increment Finance Plan District (Southtown TIF)

Created in 1994, this TIF Plan has initiated development of medical offices, commercial development, and neighborhood revitalization. The Southtown TIF is one of Missouri's largest TIF Districts, encompassing over 1,200 acres. The Southtown TIF District is delineated by Holmes Road to the west, 59th Street to the north, Bruce R. Watkins Drive to the east, and Gregory Boulevard to the south. Within the Southtown TIF, redevelopment project areas include the Troost and Prospect Villages, Metro Plaza, Town Fork Creek Greenway, Prospect Green, and the Boone –Hays Interpretive Site. Tax increments from TIF could be captured and utilized as development incentives.

Housing and Community Development Department

The City's Department of Housing and Community Development administers Housing and Urban Development (HUD) grants and loans for the construction of new housing, neighborhood redevelopment, public improvements, and the creation of business and employment opportunities. A partnership may afford the opportunity for improvements such as townhouses, neighborhood enhancements, and neighborhood village development.

Kansas City Area Transportation Authority (KCATA)

The Kansas City Transportation Authority represent another partnership furthering many of the development concepts in the corridor. Partnering with KCATA affords opportunities for transit-oriented facilities and services envisioned by the plan.

- ✓ *Health Midwest Partners for Change is the master developer of record for the Southtown TIF District. Establishing a partnership with the Partners for Change will be critical, especially for initiatives within the TIF District. This will help ensure that new investments within the corridor complement ongoing efforts in the TIF District.*
- ✓ *The mission of the Partners for Change is to promote community enrichment through a variety of redevelopment initiatives. Opportunities to make projects a reality may be enhanced through the utilization of TIF for projects such as Prospect and Troost Villages, institutional and community-service centers, residential development, and neighborhood enhancement.*
- ✓ *A partnership with the Housing and Community Development Department may enhance opportunities for residential development and neighborhood improvements.*
- ✓ *For transit-oriented services and initiatives such as transit shelters or mixed-use multi-modal transportation development, a partnership with the KCATA will be essential.*

Implementation

- ✓ *For initiatives that affect parks and boulevards, a working partnership with the Board of Parks and Recreation Commissioners will be necessary. In addition, joint venture projects should be explored to further the vision of the 63rd Street Corridor Land Use & Development Plan and the goals of the Board of Parks and Recreation Commissioners.*
- ✓ *Potential joint-venture projects include traffic modifications or the roundabout at 63rd/The Paseo/Meyer Boulevard, Boone-Hayes Interpretive Site, Town Fork Greenway, Prospect Green, Troost Town Square, and multi-use trails.*
- ✓ *The EDC partnership, especially with the Southown Council, provides greater resources in marketing and stimulating redevelopment initiatives within the corridor.*

Board of Parks and Recreation of Commissioners

Partnering among City entities, such as the Board of Parks and Recreation of Commissioners, to undertake certain projects within the corridor may advance the mission of each entity, while consolidating financial resources for a common goal.

Economic Development Corporation of Kansas City (EDC)

The Economic Development Corporation of Kansas City primarily focuses on business attraction, retention, and development within the city. A partnership with the EDC for specific public projects within the corridor may be a possibility, especially if those projects are key in developing or retaining businesses. Through the EDC, State and local redevelopment funds for development projects may be available through Land Clearance for Redevelopment Authority (LCRA), Chapter 353 Corporations, and Tax Increment Financing (TIF).

Implementation

City Planning and Development Department

The City Planning and Development Department is the lead agency for the physical and economic development of the City. It serves as staff to the Planning, Zoning, and Economic Development Committee of the City Council, the City Plan Commission, the Board of Zoning Adjustment, and the Landmarks Commission. In these capacities, it reviews all development plans, zoning and Platting, and provides all long-range planning for the City. Partnership and on-going communication with the City Planning and Development Department will be key for initiatives within the corridor.

Other City Departments

The City of Kansas City, Missouri has twenty-two departments that provide services to residents. Partnership and on-going communication with many departments have already been identified. On-going communication with other departments will be instrumental as well when new initiatives occur within the corridor. Some of the departments include:

- Public Works
- Codes Administration
- Environmental Management
- Neighborhood and Community Services
- Police
- Fire

- ✓ *Partnership among the Southtown Council, the 63rd Street Oversight Committee, and City departments is critical. The plan recommends that representatives or a contact from each City department is identified to the Southtown Council to enhance working relationships and on-going communication.*

Implementation

Implementation Opportunities Matrix

The purpose of the implementation matrix is to provide guidance regarding timing and participation of various elements identified by the plan. The Implementation Matrix outlines:

- Projects recommended achieving the vision.
- Time frame or period of action in which an action or project should occur.
- Project type that identifies the primary responsibility (public, private, or public-private partnership).
- Primary participants and partnerships that identify the probable entities needed in the action or project implementation.
- Possible funding sources that identify likely financial tools and resources that can be applied to a specific project.

Time Frame

The first steps are generally a period of time referenced as **Short-range**, typically a time of organization, establishing policy, pursuing funding for various projects, and establishing working relationships or partnerships. Short-range initiatives typically begin during or immediately after adoption of a plan, within 1 to 3 years.

As momentum is gathered, **Medium-range** strategies are ideally 3 to 6 years from adoption of the plan. This is typically a time when some projects start to become physical reality.

As successful endeavors build momentum, more substantial goals are addressed as **Long-range** strategies, which realistically begin 6 or more years after beginning the plan implementation.

Projects

Identifies a project or recommendation of the plan.

Project Types

Identifies three project types that are anticipated to occur within the corridor, which are:

Public - development most likely to be initiated and funded primarily with public resources.

Private - development most likely to be initiated and funded primarily by the private sector, with minimal or no public resources.

Partnership - development most likely a joint venture or partnership between public agencies, not-for-profit, or private developers. A typical situation is when financial incentives and other tools are used by the City to assist the private sector in defraying the cost of development.

Primary Participants and Partnerships

Identifies the primary participants that are likely to either lead or act in partnership when implementing a particular development component.

Funding Sources

Identifies likely financial tools and resources to be investigated for a specific project or recommendation.

Implementation

Action or Project	Time Frame			Project Type			Primary Participants	Possible Funding Sources
	Short Range	Medium Range	Long Range	Public	Private	Partnership		
POLICY								
Land Use, Zoning Modifications, and Rezoning	✓			✓			Southtown Council Neighborhoods City Plan & Development	
Special Review District	✓			✓			Southtown Council Neighborhoods City Plan & Development	
URBAN DESIGN								
63rd Street Streetscape Improvements along 63 rd Street between designated neighborhood villages.		✓		✓			Southtown Council Neighborhoods Public Works	CIP PIAC Federal State
Traffic Improvements Traffic enhancements at 63 rd /The Paseo/Meyer in- tersection.		✓		✓			Southtown Council Public Works Parks & Recreation City Planning MODOT	CIP PIAC Federal State

Implementation

Action or Project	Time Frame			Project Type			Primary Participants	Possible Funding Sources
	Short Range	Medium Range	Long Range	Public	Private	Partnership		
URBAN DESIGN								
Town Fork Creek Greenway Park in conjunction with flood control and village development		✓		✓			Southtown Council Neighborhoods Public Works Partners for Change Parks & Recreation Corps of Engineers	CIP PIAC Federal State
Prospect Green Open Space and trail development			✓			✓	Southtown Council Neighborhoods Partners for Change Parks & Recreation	CIP PIAC TIF Federal State
Troost Village Town Square Community space developed in conjunction with Troost Village			✓			✓	Southtown Council Neighborhoods Property/Business Owners Private Developer Partners for Change	TIF Private
Boone-Hays Cemetery Cultural-heritage interpretive site		✓				✓	Southtown Council Parks & Recreation Neighborhoods Not-for-Profit Entity Partners for Change	CIP PIAC TIF Private

Implementation

Action or Project	Time Frame			Project Type			Primary Participants	Possible Funding Sources
	Short Range	Medium Range	Long Range	Public	Private	Partnership		
URBAN DESIGN								
District Gateways West, central, and east gateway elements, which includes enhanced pedestrian crossing		✓				✓	Southtown Council Neighborhoods Partners for Change Private Developer Public Works	CIP PIAC TIF Private
Neighborhood Village Gateways Gateway elements in conjunction with neighborhood development		✓	✓		✓		Southtown Council Neighborhoods Partners for Change Property/Business Owners Private Developer Public Works	Private TIF
Neighborhood Gateways	✓			✓			Southtown Council Neighborhoods	CIP PIAC

Implementation

Action or Project	Time Frame			Project Type			Primary Participants	Possible Funding Sources
	Short Range	Medium Range	Long Range	Public	Private	Partnership		
Development								
Brookside Village Infill development (private) Village streetscape (public)		✓		✓	✓		Southtown Council Highwoods Properties Property/Business Owners Private Developer City Plan & Development Neighborhoods	Private CIP PIAC
Oak Street Village Infill development (private) Village streetscape (public)		✓		✓		✓	Southtown Council Property/Business Owners Private Developer City Plan & Development Neighborhoods	CIP PIAC Private
Troost Village Development (private) Streetscape (Public)			✓	✓		✓	Southtown Council City Plan & Development Property/Business Owners Private Developer Partners for Change Neighborhoods EDC	TIF Private CIP PIAC
Prospect Village Development (private) Streetscape (Public)		✓		✓		✓	Partners for Change Southtown Council Property/Business Owners Private Developer City Plan & Development EDC	TIF Private CIP PIAC

Implementation

Action or Project	Time Frame			Project Type			Primary Participants	Possible Funding Sources
	Short Range	Medium Range	Long Range	Public	Private	Partnership		
Development								
Neighborhoods Continued infrastructure improvements and maintenance	✓	✓	✓	✓			Southtown Council Neighborhoods Public Works	CIP PIAC
Metro Plaza Neighborhood village or Institutional campus redevelopment		✓				✓	Southtown Council Partners for Change Institutions KCOM Police Neighborhoods Property/Business Owners Private Developer EDC	TIF Private CIP PIAC
Institutional Continued campus enhancements or new campus development		✓			✓		Institutions Partners for Change	TIF Private

Implementation

Action or Project	Time Frame			Project Type			Primary Participants	Possible Funding Sources
	Short Range	Medium Range	Long Range	Public	Private	Partnership		
Development								
Townhouses Residential development throughout the corridor		✓				✓	Property/Business Owners Neighborhoods Cleveland Chiropractic Property/Business Owners City Plan & Development Private Developer EDC Partners for Change Housing & Community Development Department	TIF Private Federal State
Basic Infrastructure								
Flood Control 63 rd Street/The Paseo/Meyer Boulevard 63 rd Street/Holmes Road Curbs and sidewalk replacement along 63 rd Street west of Troost Avenue	✓			✓			Southtown Council Neighborhoods Public Works	PIAC CIP Federal

Corridor Extension

Overview

In addressing some of the concerns raised at public workshops, the 63rd Street Corridor Land Use & Development Plan offers a brief summary that generally describes how the concept plan principles may be applied and extended from Bruce R. Watkins Drive to I-435. This summary is not a substitute for a more comprehensive and interactive planning effort for that part of the corridor. Concepts and strategies should be utilized as the foundation and resource to begin an interactive planning process and strategic plan for that portion of the corridor.

Analysis

The corridor east of the Bruce R. Watkins Drive is predominantly residential in nature, with significant business, institutional, and public anchors. These anchors include:

- Kansas City, Missouri Public Library Branch
- Southeast High School
- Swope Park, which are home to the Starlight Theater, Kansas City ZOO, Swope Park Memorial Golf Course, and a variety of recreational facilities.
- Winchester Business Park
- Board of Parks and Recreation Headquarters

The 63rd Street Corridor Land Use & Development Plan that was initiated in the summer of 2001 addressed a strategic approach for the corridor between Wornall Road and Bruce R. Watkins Drive. During the planning process, however, representatives and residents of adjacent neighborhoods located east of Bruce R. Watkins Drive participated in the community workshops. Many of these workshop participants were concerned that the planning effort should have encompassed the entire 63rd Street Corridor, which would have extended the planning area east to Interstate 435 (I-435).

Corridor Extension

- ✓ ***The development of a gateway element at 63rd Street and I-435.*** A significant landmark that would enhance the identity of the corridor and Kansas City, Missouri. An additional gateway element may be appropriate at the intersection of 63rd Street and Swope Parkway.
- ✓ ***Continuation of the 63rd Street Corridor Streetscape concept from Bruce R. Watkins Drive to I-435.***

Concept Plan Applications

It is probable that this portion of the 63rd Street Corridor would remain as predominantly low-density residential neighborhoods. Neighborhood services supporting these areas would be located in the neighborhood villages as identified by this concept plan. Neighborhood village development opportunities may present themselves east of Bruce R. Watkins Drive, but a separate planning process for that portion of the corridor should be undertaken before significant land use policy changes are explored.

Extension of the urban design elements, however, appear to be the likely components that could universally be applied along 63rd Street to I-435. These elements include:

- ✓ ***The extension of the 'parkway-like' treatment of 63rd Street from Bruce R. Watkins Drive to I-435.*** Landscape medians already exist along 63rd Street through much of Swope Park. This 'green-link' would provide a stronger connection for this portion of the corridor with the neighborhood villages to the west. This roadway treatment suggests a boulevard-like environment that fittingly fronts the Board of Parks and Recreation Headquarters. The higher amenity roadway treatment would provide a more distinctive experience entering the corridor eastward from I-435 or westward from Bruce R. Watkins Drive. In addition, this treatment would enhance the perceptual linkage of boulevards and parks, linking Swope Park with the concept plans proposed for Prospect Green, Town Fork Creek Greenway, and Boone-Hays Interpretive Site.

Corridor Extension

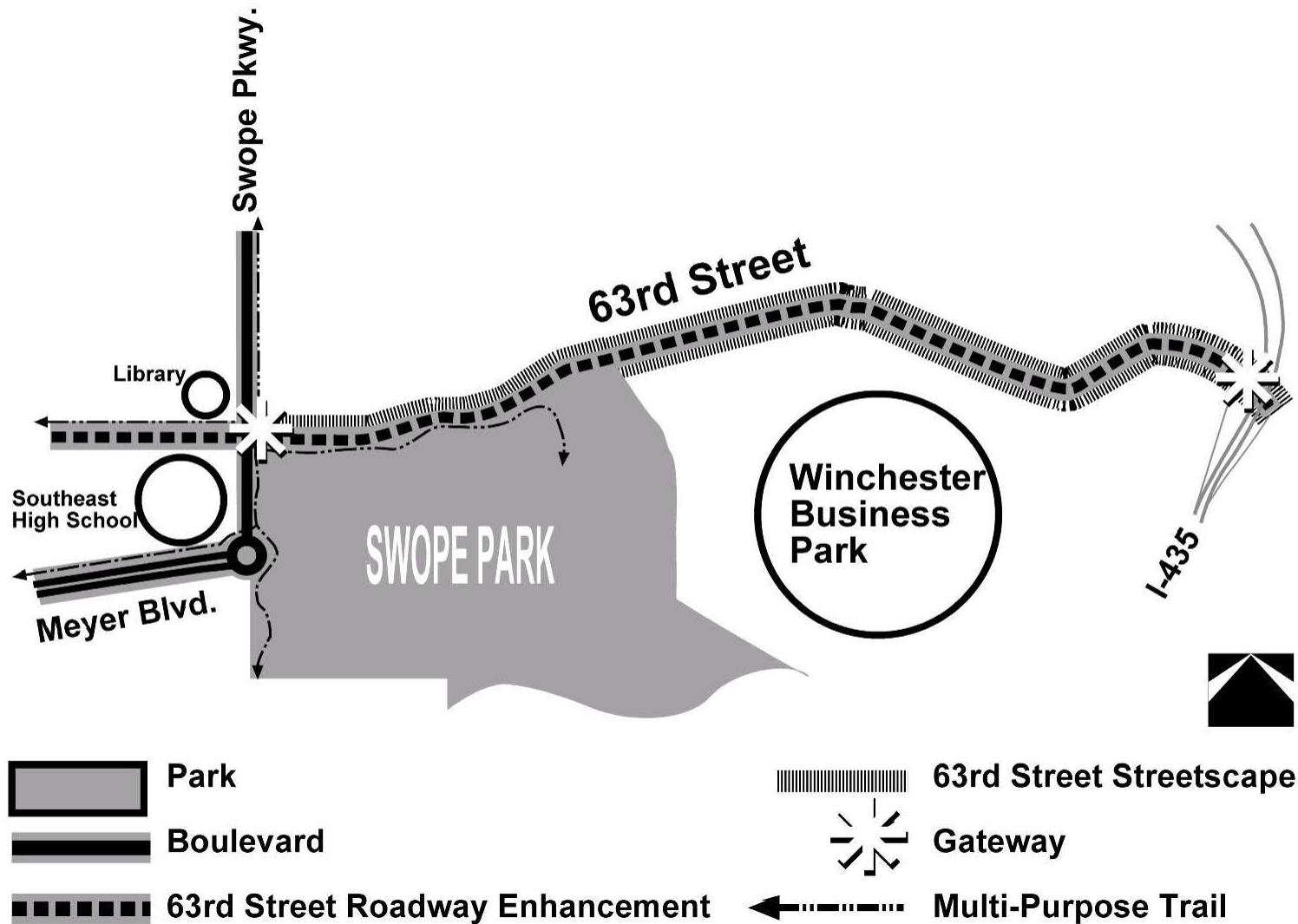


Figure 13: Urban Design Framework - Future Extension

Corridor Extension

Primary Participants

- ✓ Neighborhood Organizations
- ✓ Property/Business Owners

Primary Participants

- ✓ Neighborhood Organizations
- ✓ Property/Business Owners
- ✓ City Planning and Development Department.

Primary Participants

- ✓ Neighborhood Organizations
- ✓ Property/Business Owners
- ✓ Public Works
- ✓ Board of Parks and Recreation Commissioners
- ✓ Winchester TIF Master Developer

Considerations

The following recommendations are to be considered with regard to potential implementation of the 63rd Street Corridor Land Use & Development Plan initiatives.

✓ Action

Request funding for planning process similar to the 63rd Street Corridor Land Use & Development Plan that includes areas from Bruce R. Watkins Drive to I-435.

✓ Action

Facilitate a process to develop planning strategies. Assess recommendations with current planning activities such as the Eastgate Land Use and Development Plan, adopted Area Plans, **FOCUS Kansas City**, and **FOCUS Kansas City Neighborhood Assessments**.

✓ Action

Should the 63rd Street roadway modifications become a consensus item in the previously mentioned planning process, partnerships with Public Works, the Board of Parks and Recreation Commissioners and the Winchester TIF Master Developer should be pursued. Investigate if public rights-of-way improvements are appropriate for funding support through the Winchester Tax Increment Finance District. Investigate similar actions for streetscape, gateway, and multi-purpose trail initiatives.