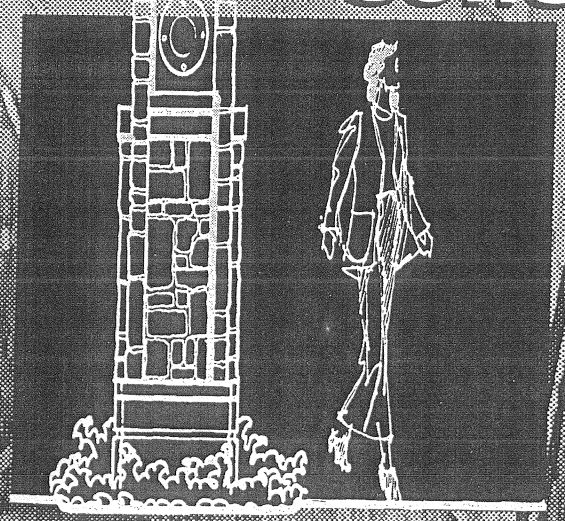
47th and Mission Road Area Concept Plan

Draft:
28 February 2000
For Review and Discussion Purposes



A Collaborative Planning Effort

The Unified Government of Wyandotte County and Kansas City, Kansas

The City of Roeland Park, Kansas

The City of Westwood, Kansas

Draft Report
February 28, 2000
For Review and Comment

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A Cooperative Planning Effort Prepared for:

The Unified Government of
Wyandotte County and
Kansas City, Kansas

The City of Roeland Park, Kansas

The City of Westwood, Kansas

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47th and Mission Road Area Planning and Steering Committee

The 47th and Mission Road Area Planning and Steering Committee assisted in the development of the 47th and Mission Road Area Concept Plan. The Committee was comprised of representatives from the Rosedale Development Association for the Unified Government of Wyandotte County and Kansas City, Kansas, The City of Roeland Park, Kansas, the City of Westwood, Kansas, Johnson County, Kansas, and the Kansas Department of Commerce and Housing. Discussion and review by the Steering Committee occurred throughout the planning process, where input was received at various stages of the plan development process.

The 47th and Mission Road Area Concept Plan Steering Committee meetings were also an opportunity to reflect and discuss items that were identified during the two Town Hall Meetings, where the public had the opportunity to talk about issues, goals, and concerns in an open forum.

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

Introduction

The 47th and Mission Road Area Concept Plan is intended to provide a general vision and guidance for physical design and development associated with future investments. The plan sets the basic framework for improvements to enhance the appearance of the area, fostering pride in the community as well as to generate improved commercial services, increased sales tax revenues, and the potential for new jobs for area residences.

The overall goals of the planning process is to outline:

- Enhancement of the overall appearance of a neighborhood center at 47th and Mission Road
- Encourage property improvements within the 47th and Mission Road Area
- Encourage coordination and cooperation among business owners to establish more cohesive commercial activities
- Improve pedestrian linkages and safety
- Promote continued inter-jurisdictional cooperation and coordination as part of each community's on-going planning endeavors
- Strategic improvements which include possible redevelopment activity

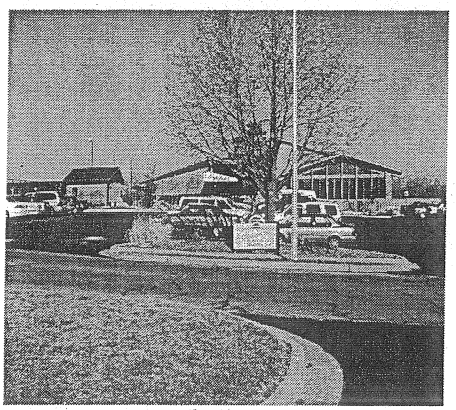
The planning effort evolved as part of a Metro Community Capacity Building Grant through the Kansas Department of Commerce and Housing – Community Development Division, awarded to the Unified Government of Wyandotte County and Kansas City, Kansas and the Cities of Roeland Park and Westood, Kansas. The three municipalities also contributed a matching portion of the project costs.

The framework for developing the plan draws from an understanding and assessment of conditions and issues in the area, the generation of alternative scenarios, input from the public, and guidance from the 47th and Mission Road Area Planning and Steering Committee.

Existing Context

Study Area

The plan focuses on the 47th and Mission Road Area, which concentrated efforts between Elledge/8th Street to the west, Rainbow Boulevard to the East and generally two blocks north and south of 47th Street (also known as County Line Road). A visual analysis of the larger, immediate area was undertaken, looking at the contextual framework from 43rd Street to the north and 50th Street to the south.



Woodside Tennis and Racquet Club

The 47th and Mission Road Area presents a variety of opportunities as well as challenges. The plan area traverses three municipalities and two counties along with many departments, agencies, and organizations associated with the governing bodies. The area is strategically located with proximity to many of the metropolitan's most notable urban elements such as the Country Club Plaza, Downtown Kansas City, Kansas, The University of Kansas Medical Campus, Westport District, 39th Street District, Rosedale Park, Interstate 35, and the Woodside Tennis and Racquet Club.

Area Strengths

Although the 47th and Mission Road Area may appear to have under-preformed in the recent past, it has not done so because of the lack of assets to build upon. Some of these strengths include:

There is a definable pulse within the area.....

One of area's most visible attributes is its strong neighborhoods. Unlike many areas within the heart of a larger metropolitan context, the 47th and Mission Road Area has retained a solid density of housing, generally in good condition and maintained. In addition, the surface infrastructure appears to be in adequate condition with good streets and sidewalks. Churches and municipal offices have presence and help stabilize the area as a center of activity. At most times, the area appears active. In addition to the neighborhood fabric, the area has retained and attracted viable businesses with a diverse array of goods and services. ***It has preserved as a nucleus for a neighborhood and community center.***

There is a diverse mixture of business types, professions, and citizens.....

Besides many basic goods and services, a foundation of office, distinct commercial, single family and multifamily development has established the framework of a mixed-use community. ***Preserving this diversity promotes the vitality of the area.***

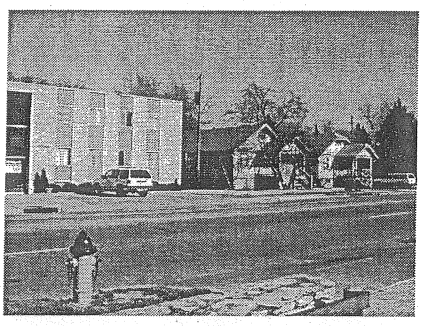
This is a place where people want to be.....

As evident in the Town Hall Meetings conducted during the development of this plan, there is a strong commitment by the area's residences and stakeholders. ***The 47th and Mission Road Area is a good place to live, work, and conduct activities.***

Area Assessment

Generally, the area is in relatively sound condition. As with any area, there are opportunities to be cultivated, assets to build upon, and exploration of remedies to those elements that are performing below their potential.

Land Use Patterns



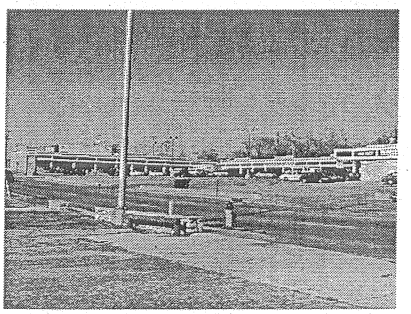
Absence of transition between land uses – office and single family structures

The 47th and Mission Road Area land use pattern appears random and inconsistent. Single family, multifamily, institutional, utility, a few vacant lots, commercial retail and office form the fabric of the area. Generally, a lack of transition among the varying uses detracts from the area's image and function. The concentration of commercial uses gravitates toward the intersection of 47th and Mission Road, while the other above-mentioned uses seem to somewhat intermingle with each other throughout the area.

Development Patterns

Commercial

Overall, the predominant development pattern can be characterized as suburban. Commercial development tends to be set back from the street and provide on-site parking in front of the building forms. 47th Street lacks substantial pedestrian scale and the area functions or favors use by the automobile.

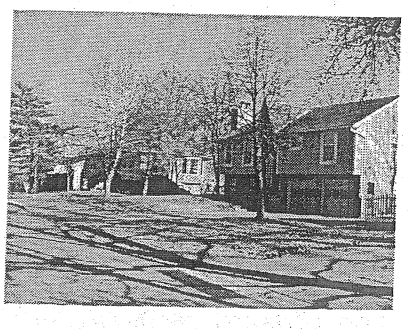


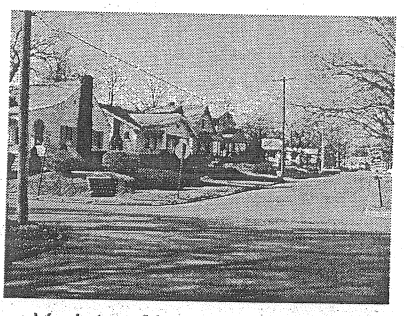
Suburban form development pattern

Overall, buildings appear to be in sound condition, however, building types vary in scale and architectural styles and the sense of cohesion within the area lacks a strong sense of 'place'. The best opportunities for commercial enhancement appear to be at the intersection of 47th and Mission Road, primarily due to the visible location, existing building conditions, uses, and in certain areas, underutilized parcels.

Residential

North of 47th Street and east of Mission Road, general neighborhood patterns and housing styles form a more dense fabric, lending itself to a traditional urban neighborhood feel. South of 47th Street and west of Mission Road, general neighborhood patterns and housing styles have a more suburban feel. Overall, neighborhoods have retained their original densities, and with exception to a few inadequately maintained properties, appear to be in sound condition. Multifamily development typically can be characterized as multiple units, single structure apartments. West of Mission Road, there are some multifamily apartment complexes. The diversity of housing types, lot sizes, and market prices that exist is a very strong asset, providing the area a wide range of housing opportunities.

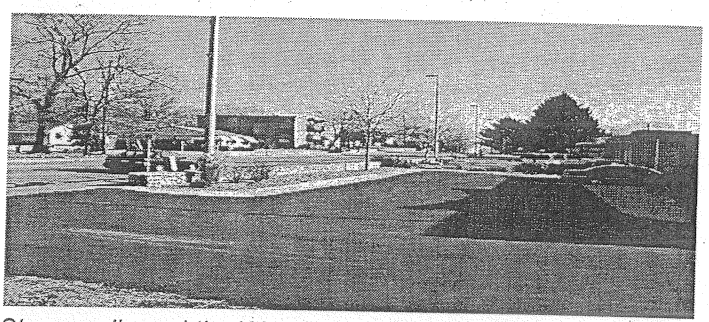


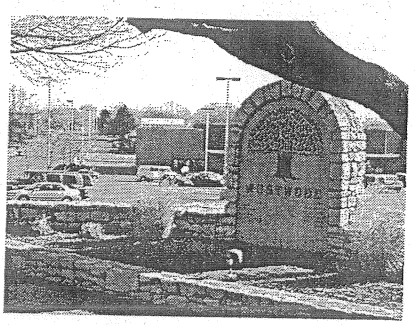


Variety of housing types within the area

Visual Environment

Few visual or urban design amenities exist within the area, with exception to the Westwood City fountain on the southeast corner of 47th and Mission Road and the stone walls along the 47th Street from Mission Road to Rainbow Boulevard.





Stone walls and the Westwood City Fountain

A defined separation is evident through the varying levels of landscape, sidewalks, signage, and setback – not surprising since the heart of the plan area, 47th and Mission Road, is divided by the three municipalities and two counties. Overall, buildings, streets, landscape, and above ground utilities and fixtures appear to be adequately maintained.

Commercial Assessment

Commercial development is predominantly located on the east side of 47th and Mission Road. At the intersection, commercial buildings are typically older, small in scale, and represent different building forms and images. Many of the commercial uses are on single sites with surface parking lots. The sites have a variety of signage types and have little or no landscaping features. East of the intersection, there are some small strip centers with no predominant retail anchors and a grocery store. In addition, some small-scale individual office uses are mixed in with the retail stores. The west side of 47th and Mission Road include a small car sales lot and a thrift store, which are located on individual parcels. For the most part, it appears that all the available space is leased and occupied except for an occasional vacancy.

Reviewing census data, there are three tracts that cover the focus area of the study and adjacent neighborhoods. The Mid-America regional Council data, updated and estimated for 1999, identifies this area as a mix of ages and wealth. The areas on the north side of 47th Street include a population with an average age in the mid-thirties while the south side of 47th street is significantly older. Of most significance is the average income gap between the County line. The tracts north of 47th Street have an average income in the middle $20,000 while on the south side of 47th Street has an average household incomes over $70,000. It appears that the commercial uses and business types within the 47th and Mission Road Area is likely serving the needs of the lower income residents in the area.

One opportunity that exists is to take advantage of the grocery store as an anchor. Potentially, the adjacent and vacant parcel east of the grocery store could be developed as well as the western portion of the grocery store parking lot at the intersection of 47th and Mission Road. In addition, an anchor for the strip center north of the grocery store could be a redevelopment catalyst for the entire center. This would not necessarily remove the existing tenant mix, but provide the opportunity to create a more significant draw to the retail center.

Parcels to the west and north of the intersection provide opportunities for modest redevelopment. The existing building that includes restaurant/gas station/liquor store has an established, viable business mix, while the parcels that include the car lot, thrift store, and retail boutiques are somewhat underutilized, given their location and visibility at the intersection of 47th and Mission Road.

Challenges for redevelopment of the intersection on the south and west sides of the intersection appear to be in the limitations of parcel sizes and the multiple ownership of those parcels and adjacent properties. Development north and west of the intersection provides more substantial parcel sizes and provides fewer challenges for redevelopment.

Lower vacancy rates are reflective of the strength of the retail markets for North Johnson County and Central Kansas City – Country Club Plaza areas. However, the quality and location of the available space along 47th Street is a deterrent to capturing the average market rent for retail space in the metropolitan area. In addition, the disposable income of nearby residents limits the demand for retail goods and services. Rental rates are likely to average between $7.00 and $10.00 per square foot.

Commercial office space is likely to have a similar rent structure. Class 'A' office space in Kansas City, Kansas averages between $13.00 and $16.00 per square foot. The available space for commercial office is limited in size. Again, the area is likely to see rental rates between $7.00 and $10.00 per square foot.

The number of owners and the lack of lot depth in the area particularly challenge redevelopment of the commercial area. The area could benefit from the use of redevelopment through a Tax Increment Financing (TIF) District, where funds could be used to make general infrastructure improvements. Another option would be to establish a special assessment district that could act like a Business Improvement District (BID), which could take on projects like sidewalks improvements, security, and common marketing efforts.

In conclusion, redevelopment of the area will need to address several key elements, which include parcel sizes and ownership, concentrated and proactive marketing, general aesthetics, and finding the appropriate commercial mix. Given the areas location, appropriate uses would be professional offices, neighborhood retail goods and services, building and expanding basic goods and services to anchor the area. The area may have the potential to afford opportunities to those professions and businesses which may not be willing to pay premium space found in some neighboring areas as the Country Club Plaza, Westport, or Fairway. Given current conditions and the cost of new construction, to entice entities seeking that quality of space, keeping rental rates competitive and attractive, some form of public-private partnership for redevelopment may have to occur.

Town Hall Meetings

The foundation for much of this plan, while taking into consideration other plans and studies, current public and private activities, Steering Committee discussions, field observations and analysis, is the public input provided by those who attended the Town Hall Meetings, held in October and November of 1999. These individuals provided comments, insights, and concerns, which helped guide the discussion and development of the plan. The direction provided by the public is summarized in the following narrative of issues, strengths, alternatives, and ultimately, the design framework.

Town Hall Meeting #1

The first Town Hall Meeting was an exercise to identify issues, concerns, goals, and to begin to understand a vision for what the participants saw for the future of the area. Approximately 50 participants attended which the group-at-large identified issues and area influences. Participants were then divided into two small work teams to discuss in further detail the issues at hand and begin to attain a sense of the vision. To begin to identify key elements, participants had the opportunity to vote and prioritize issues and goals. As a general summary, the following issues were prioritized:[1]

- Keep neighborhood friendly intersection
- Beautification vs. economics – balance
- Assisted living/senior housing opportunities
- Extension of sidewalks along 47th Street/County Line Road west of Mission Road
- Less asphalt, more green
- Common architectural theme
- Traffic management, congestion, re-routing traffic
- Beautification
- Vacant building – 47th and Mission Road
- Property acquisition/where does money come from?
- Pedestrian links
- No fast food
- Tax breaks for home owners close to project
- New fencing – grocery store
- Businesses that serve the community
- Parking lots to the backs of buildings
- Easy biking/walking/connection to parks
- Common enforceable ordinances
- Widening 47th/County Line Road to the west

[1] For a summary of comments, refer to the Town Hall Meeting notes in the Appendix.

- How does this effect taxes
- Bring back TG&Y
- Mixed-use
- How far can development expand from 47th and Mission Road
- Recourse for senior citizens if they have to move?
- Land Uses
- Property owners forced out?
- Super Store?
- Focal point
- Crossing light at 47th and Rainbow Boulevard
- Grocery store parking lot

To generally summarize, the workshop participants envisioned the 47th and Mission Road Area as a neighborhood friendly, easily accessed, neighborhood oriented node for the immediate community. If redevelopment opportunities are available, issues to be addressed include beautification, pedestrian access, traffic influences, parking, business types, property ownership, and the potential to incorporate senior housing facilities.

Town Hall Meeting #2

The second Town Hall Meeting presented design and development alternatives and begin to foster a direction and strategy. Approximately 60 participants attended in which the alternatives for discussion were presented. The larger group was divided into two small group work teams for more detailed discussion. The meeting concluded after both groups were able to share their comments and vision among each other.

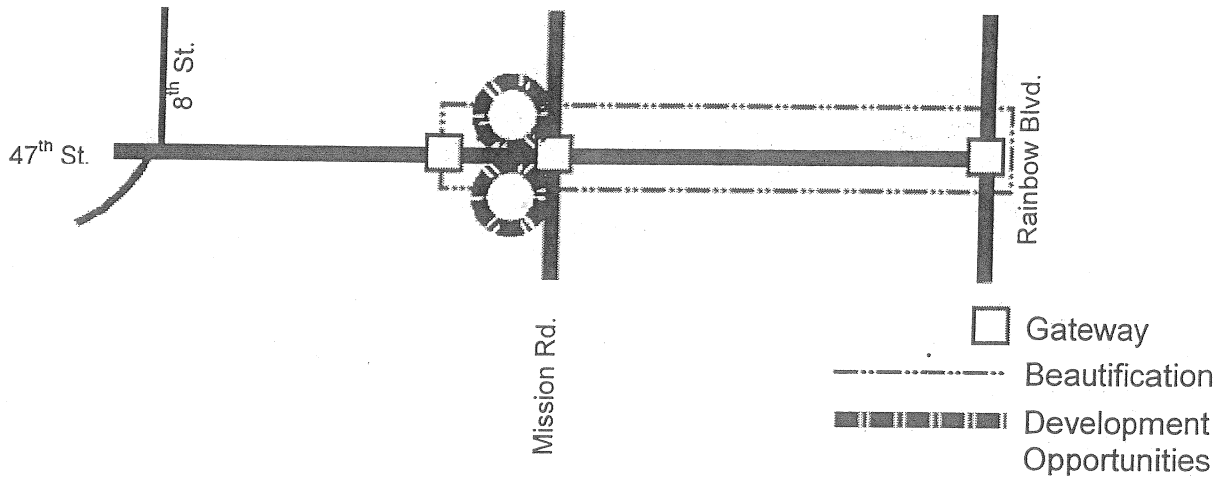
The primary goal of the alternatives was to present a wide-range of scenarios and to foster discussion within the workshop participants. Alternatives were presented in that, no single concept comprised of an absolute solution. Each alternative may or may not have elements that were desirable and met the goals of the stakeholders. Each concept had it's own distinct assets and liabilities. Alternatives presented ranged from Status Quo (current efforts) to Mixed-Use Corridor (intensive district development).

Alternative A: Status Quo

Status Quo represented a policy of continuing existing efforts and strategies within the area. Status Quo proposed no proactive or coordinated strategic efforts to target investments. Essentially, design and development would primarily be reactive in nature.

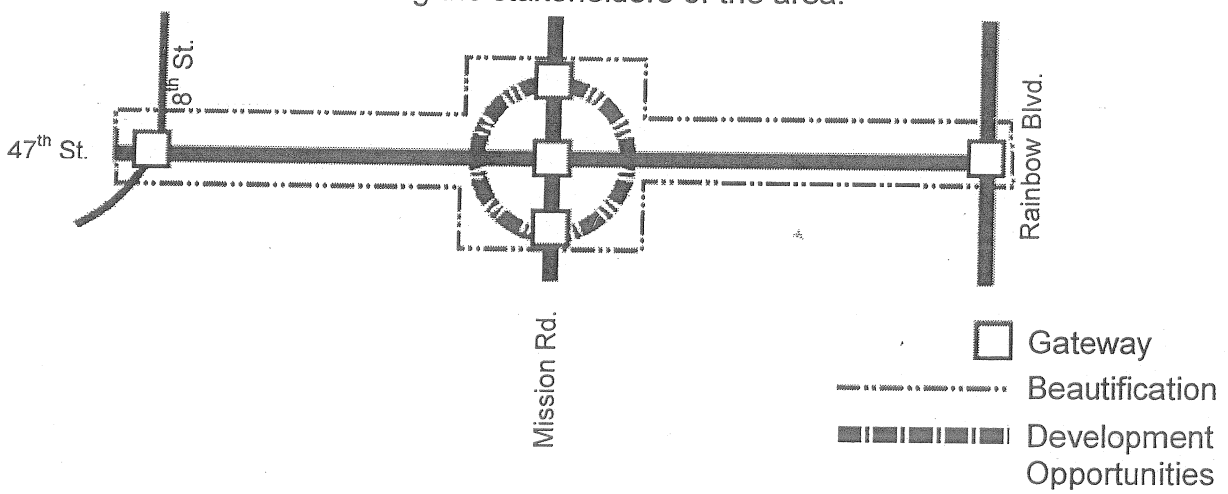
Alternative B: Beautification/Selected Redevelopment

This alternative primarily looked at a coordinated effort and investments targeting aesthetic improvement within the public rights-of-way. Redevelopment policies would primarily be the responsibility of each municipality within their respective criteria.



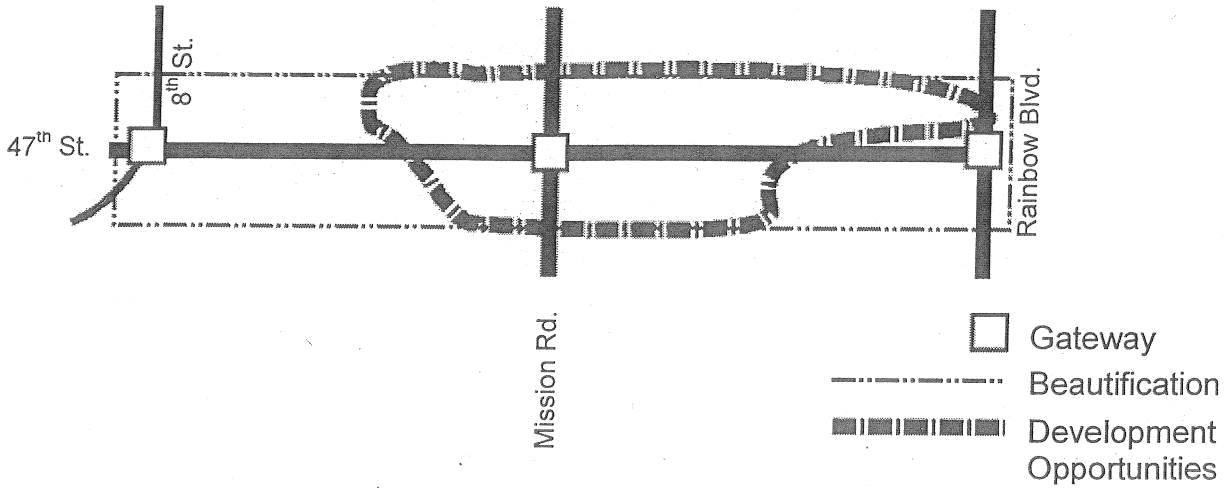
Alternative C: Neighborhood Village

The neighborhood Village alternative explored a more comprehensive approach to development within the area. Specifically, the intersection of 47th and Mission Road would be redeveloped as the focal point of the area, redeveloped as a more traditional neighborhood center. This alternative suggested a highly coordinated effort among the stakeholders of the area.



Alternative D: Main Street/Mixed-Use Corridor

This alternative explored the concept of developing the entire area along 47th Street with a greater level of intensity that exists. The concept presented for discussion a greater level of diversity in the types of redevelopment opportunities along the corridor.



A highly diverse dialogue among the participants ensued within the two small group work teams[2]. As a general summary, the participants wished to proactively take on an effort beyond the Status Quo. Although the participants in the specifics that each alternative proposed reached no absolute consensus, some key components were for the most part highly discussed and were the foundation for developing the plan. They included:

- Beautification
- The neighborhood village
- Amenities
- Variety and types of businesses
- Traffic impact
- Senior, not assisted living housing
- Economically viable development
- Pedestrian access
- Fairness to residences, property and business owners
- Development standards
- Property ownership

[2] For a summary of comments, refer to Town Hall Meetings notes in the Appendix.

Design Concept Plan

The 47th and Mission Road Area Concept Plan represents an important step in the future development of the area. The plan is intended to provide a general vision and a baseline framework to ensure future investments will contribute to a visually pleasing and successful environment.

Development

The plan envisions building upon the diverse array of land uses and development types within the area. The primary uses for redevelopment include:

Commercial

The intersection at 47th and Mission Road is envisioned to become the 'heart' of the area. This intersection affords the opportunity to develop on some established elements while creating a new and dynamic environment. Development should reflect more traditional building patterns, to bring identity and a greater intensity to the area. It is desired to build upon the established mixes of uses such as retail goods and services, restaurants, offices, and professional services.

Residential

Promoting the concept of a mixed-use community, the plan envisions the exploration of multifamily opportunities within the area. Multifamily development is a transitional use between single family neighborhoods and commercial uses and between 47th Street. The plan envisions that multifamily development within the area take on the characteristics of townhomes, enhancing the sense of the neighborhood becoming a part of the mixed-use community. In addition, opportunities may include senior housing, which was identified as a strong goal in the Town Hall Meetings.

Multifamily investment in the 47th and Mission Road Area is envisioned to display the qualities of townhouses, to compliment the surrounding neighborhood scale. Exceptions would be for senior housing developments, typically single level structures, but should also exhibit similar architectural character. Other opportunities include the existing Westport Printing Building, which provides the prospect of redevelopment into loft townhouses or apartments

Neighborhoods

The ideal neighborhood is not a specific prototype or model that can be applied in all locations. Every neighborhood has distinct qualities, conditions, and circumstances. The existing neighborhoods are relatively intact. There are, however, some general principles that have a more universal application and allow each neighborhood and each municipality the flexibility to build upon those qualities and strengths. These principles – *identity, connection, and responsiveness* – impact social, physical, economic and organizational characteristics of the neighborhoods.

Identity

Promoting identity within the neighborhoods will require residents to associate value to where they live and to maintain, or recreate the integrity of the place and it's features. Establishing and preserving identity relies on a neighborhood image and the qualities that make it distinct. Identity can be fostered by an array of elements, whether it's a central gathering point, school, the interaction between neighbors, the business community, or physically enhancing the definition of it's boundaries.

In some areas, additional lighting may enhance the quality for residents. Promotion of neighborhood activities and events should also be considered, a perfect opportunity for partnerships between residents, organizations, and government. In addition, a partnership between residents and government that assists individuals in home ownership, improvement, and maintenance of properties should continue and be active in the area.

Connection

The principle of connection strives to connect people within and between neighborhoods and with those establishments that provides goods and services to the immediate community-at-large. Neighborhoods can enhance their connections in a variety of ways. Physical linkages, specifically, sidewalks, link people to where they want to go – a neighbors house, grocery store, the neighborhood school and park. Sidewalks are encouraged to be maintained and extend throughout neighborhoods, between neighborhoods, and be an integral component of development that may occur in the 47th and Mission Road Area.

Responsiveness

Responsiveness relates to the partnership roles that must be maintained between the government, the neighborhood, and the individual. This relationship must be strongly fostered, encouraged, and maintained. A mutually respectful relationship needs to be maintained that proactively addresses neighborhood concerns, values, and visions. Acceptance of shared responsibilities - equally by the individual and the government - is crucial in developing strategic actions and addressing issues effectively

Responsiveness is a commitment for the future, through policy and organization, and creating partnerships among neighborhoods and between neighborhoods, businesses, and governmental jurisdictions to achieve beneficial goals. The continuation or creation of neighborhood organizations, to be a part of the overall vision for the area, is strongly encouraged. It is encouraged that the community be involved as part of the process when improvements are being considered within the 47th and Mission Road Area.

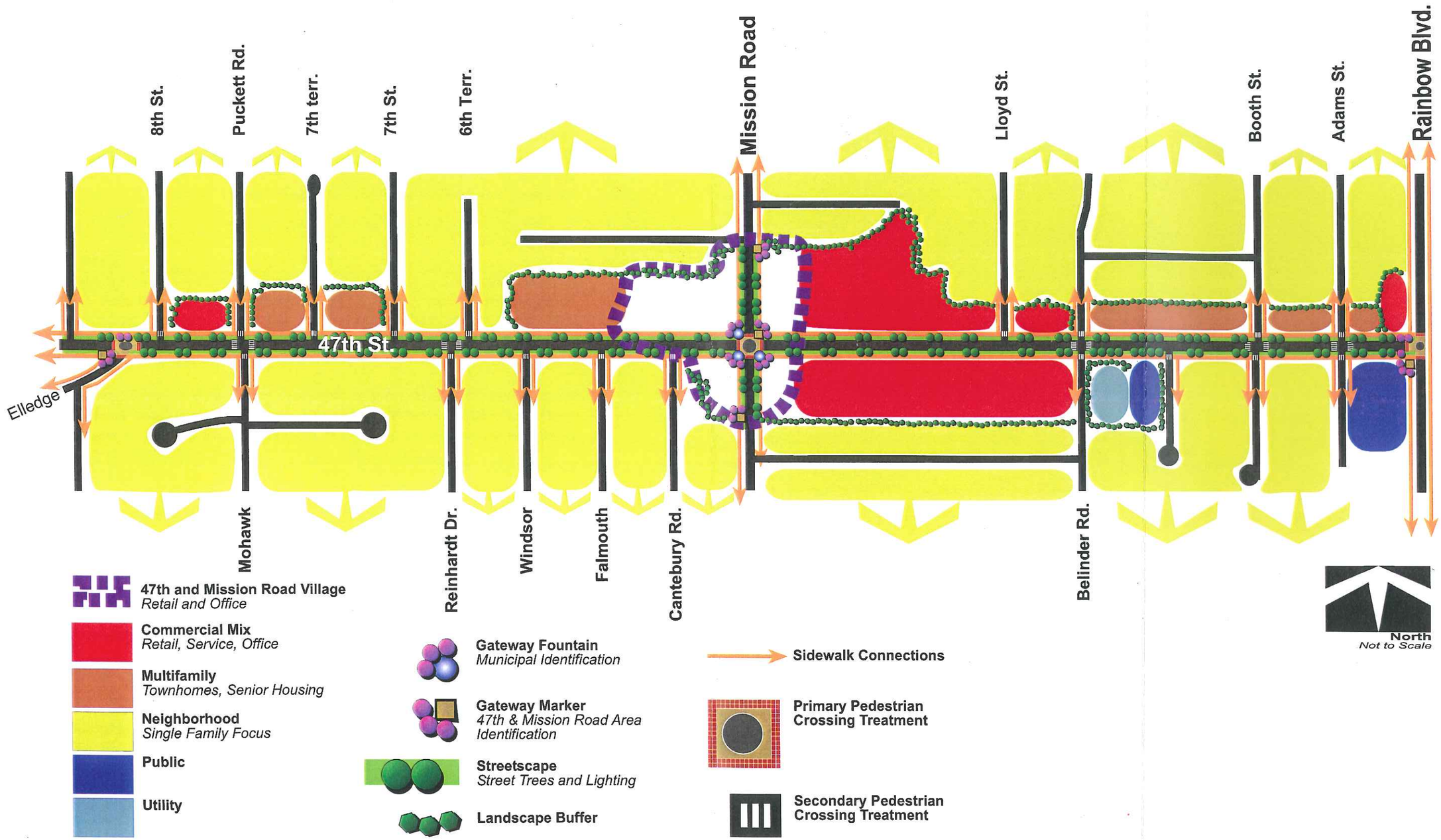
General Framework

The General Framework (Figure 1) outlines the design and development concepts for the 47th and Mission Road Area, establishing an overview on how the many design elements come together and create a more distinctive, cohesive environment.

The key elements include:

- Pedestrian linkages throughout the area, providing access between and among neighborhoods and commercial development, and enhancement of pedestrian crossings
- Beautification, a general aesthetic enhancement through streetscape elements which includes lighting, landscaping, and gateway features
- Gateway features which promotes area and municipal identification, and sense of 'place'
- Introduction of multifamily townhouses, which provides transition between neighborhoods and commercial uses, and 47th street
- Stabilization of the neighborhood fabric and buffering transitions between single family residences and other development patterns
- A mixed-use neighborhood village at the intersection of 47th and Mission Road, affording opportunities to create a pedestrian friendly neighborhood center and focal point within the area

Figure 1: General Framework



Design Elements

Design elements encourage visual and functional compatibility. Compatibility, however, does not mean uniformity. The intent of the design elements is to provide the framework or general guidelines to ensure the establishment of a distinct and cohesive environment. Although design elements suggest parameters in materials, color, size, and other features, property and business owners should still express their individuality. These design elements establish the foundation for future decisions concerning the general character of the area and serve as an outline when considering new development and renovation projects.

Streetscape

The streetscape generally refers to those elements within the public setting, which typically includes sidewalks, landscaping, lighting, pedestrian furniture, utilities, and in some instances, parking. A consistent streetscape design can contribute to the visual appeal, image, and desirability of an area and in turn, can contribute to the marketability and economic vitality for that area.

Within the 47th and Mission Road Area, a variety of land uses and development patterns have been established. The streetscape treatment should build upon the existing assets within the area and begin to bring about a greater degree of cohesion along the streets and among the three municipalities.

Gateways

Gateway features enhance the sense of 'place', is a visual cue that the area is a distinct, special environment. The plan envisions gateway features to be developed along 47th Street, at Elledge/8th Street, Mission Road, and Rainbow Boulevard.

There are two types of gateways envisioned for the 47th and Mission Road Area - District and Municipal.

District Gateways

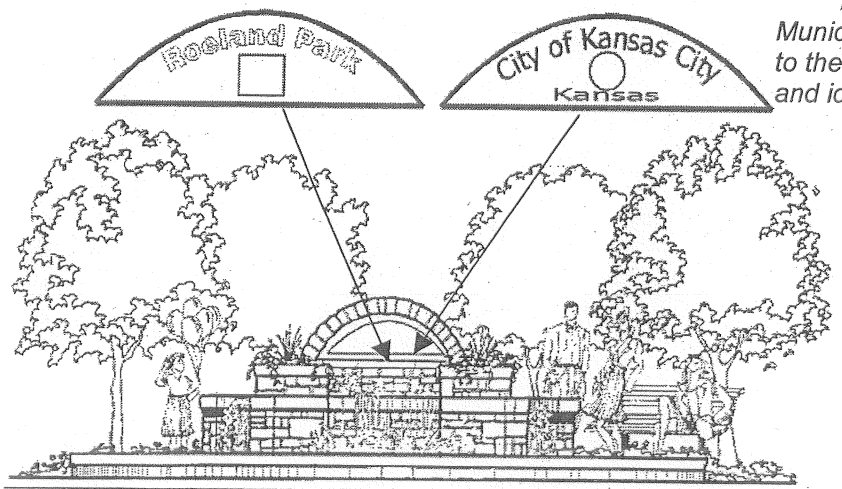
District gateways help define the area as a distinct 'place' to be and enhance the sense of arrival. Consistency is desired among all gateway elements, such as a common form, scale, logotype, and landscaping treatment. The desired material for gateway markers is stone, complimenting the blonde, rough finish application found in the existing walls and Westwood City fountain.

District gateway features enhance identity and the sense of 'place'

Many features can enhance the identity of the area, such as the development of a common logo

Municipal gateways

Municipal gateways reinforce the identity of the municipalities within the area. These gateways should also strive to add another cohesive element to the area. The plan envisions these gateways to build upon the established amenity, located at the intersection of 47th and Mission Road, the point of the tri-municipal transition. The Westwood City fountain provides the basis to build upon a dynamic, urban design feature – the fountain. Similar application on the Roeland Park and Kansas City, Kansas sides of the intersection could integrate water animation, landscaping, and municipal identification. Designs could mirror the established fountain or be unique to themselves, but should incorporate similar materials, specifically, the blonde stone. This opportunity allows for community identification, beautification, and pride, while contributing to the cohesiveness of the area as a whole.



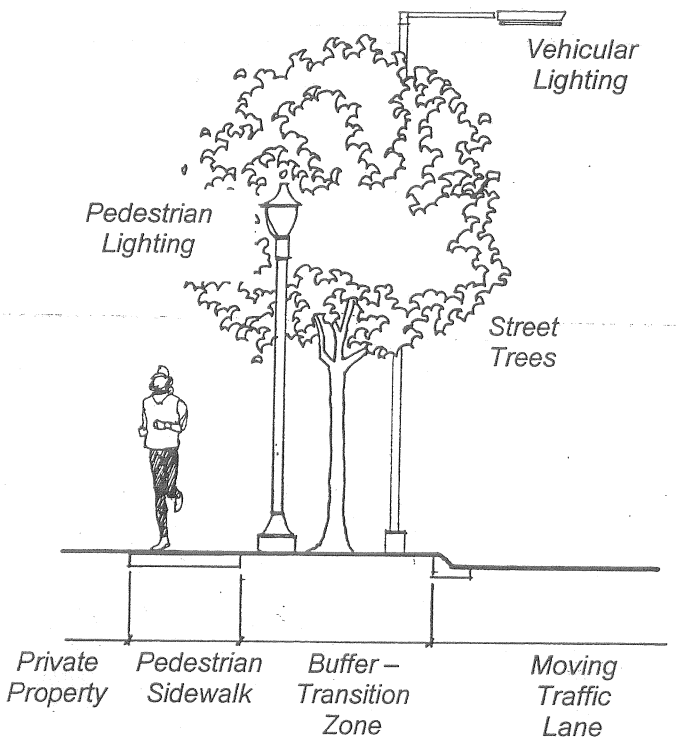
Municipal gateways contribute to the sense of community pride and identification.

Pedestrian Access

Providing pedestrian access to and along the 47th and Mission Road Area is a key element. Sidewalks provide the means for people to move from place to place, from store to store, and to and from surrounding neighborhoods without an automobile. It is important that a continuous pedestrian link is implemented and maintained throughout the area. For the 47th and Mission Road Area, two sidewalk prototypes or standards are envisioned.

Pedestrian Link

The pedestrian link is simply a sidewalk that connects the 47th and Mission Road Area from the east-end of the area at Elledge/8th Street to Rainbow Boulevard at the west-end and north and south along Mission Road. It is important that sidewalks continue along residential streets, engaging the surrounding neighborhoods and linking them with the 47th and Mission Road Area. Sidewalks also should extend out to the greater community-at-large, to promote and enhance access to the area.



Along 47th Street, the pedestrian link is envisioned to be simply a concrete sidewalk. The sidewalk should be set back from the curb to provide a buffer zone between the pedestrian and the automobile.

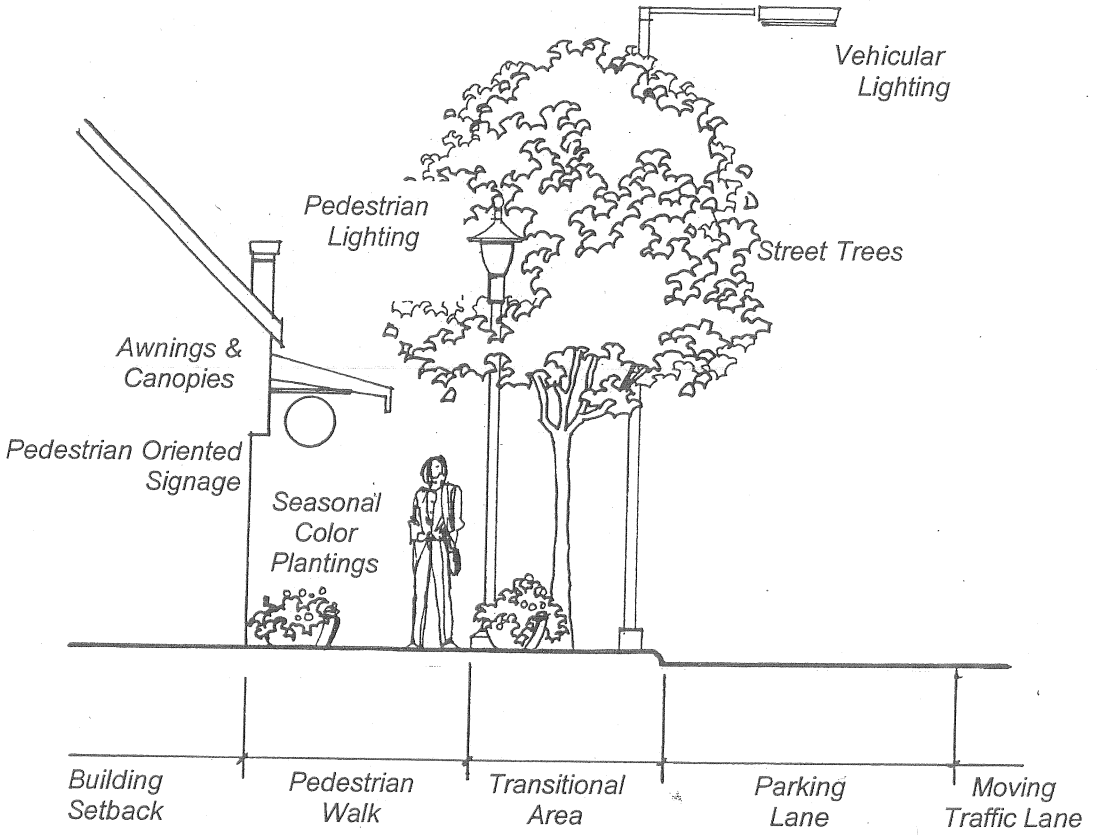
Setbacks are desired to allow for street trees and a comfortable transition zone between the pedestrian and the automobile. In some instances, the public right-of-way may not accommodate a generous setback.

The preferred alternative to this potential situation would be to negotiate, with existing or new property owners, an easement or property acquisition to implement the desired streetscape treatment.

The other alternative would be to modify, when necessary, the sidewalk alignment to fit within the public right-of-way. Over time, as existing sidewalks are replaced, the standard should be incorporated and eventually be a consistent pedestrian path within the area. In addition, it is encouraged that the continuation of low stone walls that separate public and private property be extended throughout the area, building upon the established amenities found along 47th Street.

Urban Walk

The plan envisions the intersection of 47th and Mission Road to be developed in a more traditional urban pattern, enhancing the prominence of the intersection through development patterns, amenities, and building types. The urban walk is a more generous pedestrian path, to accommodate more pedestrian activity. The urban walk zone typically will have several distinct zones of function, each accommodating a series of streetscape elements. These zones include the moving traffic lane, the parking lane, the transition area, and the pedestrian walk.



Traffic engineering parameters will primarily dictate the characteristics of the traffic and parking lane. Within this development type, it is desirable to maintain the parking lane as it further provides a buffer between the pedestrian and moving automobiles while providing important, convenient parking which is desirable for both commercial business and their patrons. Angled parking is the preferred on-street parking alternative and on-street parking is encouraged with potential redevelopment at the 47th and Mission Road intersection, with exception due to necessary turning lanes or when other traffic engineering concerns intervene. As development intensifies, consideration of transit stops should be reviewed in coordination with area transit authorities.

The urban walk should allow for pedestrian movement and access, street furniture, outdoor/promotional displays by merchants and seasonal café's/outdoor dining.

Materials for the urban walk are envisioned to be more enhanced, contributing to the sense of distinctiveness for the intersection. Materials to be considered are concrete (standard or color) with a patterned scoring, color concrete or brick paving stones, or granite cobbles. The key design feature is that the design application is consistent on all portions of the intersection. All materials and installation need to meet the requirements for accessibility and pedestrian safety.

With a coordinated effort among private and public sector entities, the opportunity for a distinct pedestrian 'friendly' environment may be able to be created, as represented in Figure 2.

Pedestrian Crosswalks

Pedestrian crosswalks help define and guide pedestrians safely across the street and cue motorists that the crosswalk area is a pedestrian way. For the 47th and Mission Road Area, the plan envisions that key pedestrian crossing points identified implement a material change. Enhanced pedestrian crosswalks are envisioned on 47th Street at Elledge/8th Street, Mission Road, and Rainbow Boulevard. Pedestrian crosswalks must be durable as traffic will cross them as well. A variety of materials can be used, all similar to materials utilized in the urban walk. Special consideration regarding material installation should be taken, ensuring that engineering concerns are met such as withstanding the weight and intensity of vehicles, maintenance, snow removal, and meet the requirements for accessibility and pedestrian safety.

For pedestrian crossings at other streets and within the neighborhoods, simply striping the crosswalk will enhance the identification of the pedestrian way.

Accessibility

In the 1990's, Federal legislation ensured accessibility for the public through the Americans with Disabilities Act. All streetscape improvements should adhere to the published guidelines. Many of these design considerations include curb ramps/sidewalk access, slope and width, accessible parking spaces and passenger loading zones, signage, as well as many other features.

Figure 2: 47th and Mission Road

The intersection at 47th and Mission Road is envisioned as a pedestrian' friendly', neighborhood center.

Lighting

Illumination within the area contributes to the sense of security and safety. Lighting standards is another element that enhances the cohesion and visual appeal of the area. There are four distinctive lighting components that should be implemented and maintained within the 47th and Mission Road Area.

Street Lighting

The primary function of street lighting is to provide illumination for the motorist. The plan envisions that eventually the area will adopt a uniform illumination standard. This adopted standard by the three municipalities should meet all necessary-engineering standards required. For aesthetics, the plan envisions that a single standard be implemented. Additional hardware can be incorporated such as brackets to allow for special event, promotional, or seasonal banners. Street lighting standards are not envisioned to incorporate further additional or special ornamental features.

Pedestrian Lighting

Pedestrian lighting enhances the illumination level along the sidewalk. Pedestrian lighting fixtures should be located in the streetscape transitional zone and detailed engineering design will determine the spacing of the fixtures, given desired illumination levels. It is important, however, that standards be implemented as not to interfere with visibility to building entrances, specialized lighting on building facades, or sight lines for intersections and parking access. Pedestrian lighting should provide a comfortable light level that is cast down onto the sidewalk and not at an intensity that is distracting to the pedestrian or motorist. As with street lighting, the plan envisions a single standard to be adopted by the three municipalities and implemented throughout the area.

Facade Lighting

Illumination of individual building facades adds another dynamic element within the visual environment. Illumination of facades enhances nighttime visibility of businesses, provides an additional light source to the pedestrian zone, and can contribute to the visual quality of a building's individual character. Building-mounted lighting should 'wash' the façade with light, highlight key architectural qualities, and enhance the visibility of signage. Building-mounted lighting should be located or shielded as not to provide obtrusive glare to the pedestrian and the motorist.

Parking Lot Lighting

Parking lots are a dynamic element because of the close interaction of the pedestrian and the automobile. Security and visibility are the typical priorities of parking lot illumination. Individual businesses and property owners should be encouraged to implement consistent standards throughout an individual parcel or development and be of an appropriate scale to meet the requirements of illumination, but not be obtrusive to the streetscape illumination. In addition, it is encouraged that property owners may work together with the municipalities and

adopt a common standard, which brings another component of consistency throughout the area. Parking lot lighting also provides an opportunity for special event, promotional, or seasonal banners to be displayed, adding visual interest within the area.

Street Furniture

Street furniture such as benches, trash receptacles, mail boxes, newspaper vending boxes, and seasonal planters address the functional as well as aesthetic qualities of the streetscape design. Street furniture should be strategically located so that it reinforces pedestrian patterns, uses, and businesses that would utilize them. Streetscape furniture should not be obtrusive to business owners or patrons using the sidewalks. Street furniture should be durable and easily maintained and consistent in design and compliment other elements such as pedestrian lighting.

The decision on where to implement street furniture should be done through a public and private partnership. Alternatives to meet this goal include:

- Adopt a common standard and allow for individual business owners to purchase and maintain their own street furniture.
- Adopt a common standard and have each municipality purchase and maintain street furniture. Individual business owners may request and lease street furniture from the appropriate governing body.
- Adopt a common standard and have each municipality purchase and store street furniture. Individual business owners may request and approved for street furniture from the appropriate governing body and maintenance becomes the responsibility of the governing body.
- Have street furniture specified and implemented as part of the streetscape design process

Landscape

Landscaping can contribute to the image and sense of place in the 47th and Mission Road Area. Landscaping provides color, highlights desirable spatial enclosures, frames entrances, screens service areas or undesirable views, and provides a soft element in the hardscape environment. Landscape elements should be located in the transitional zone of the streetscape environment. Landscape types for the area include:

Street Trees

Street trees should be a species that will endure the local climate and character of the streetscape. Street trees should be implemented as not to obstruct business entrances signage, or sight lines. As the streetscape is developed, it is

desired that the design and implementation of street trees be consistent throughout the 47th and Mission Road Area.

Seasonal Color

Seasonal color can create dynamic appeal to the visual environment. Individual planters by business and property owners with annuals and greenery can achieve a considerable impact and for a minimal expense. Creativity and flexibility of implementation by each business or property owner should be promoted within set standards such as locating planters in a manner as not to hinder or obstruct pedestrian movement. It is also important to emphasize maintenance by individual business and property owners such as watering and weeding, to ensure a consistent and visually appealing amenity.

Parking Lots

Parking lots often present large expanses of open, hard space and create voids in the visual framework. Parking areas are also an absolute necessity for businesses within the 47th and Mission Road Area where several lots exist. Encouragement of business and property owners to integrate landscaping within parking lots is a key component of the design concept. Landscaping in parking lots should be durable and implemented in generous planting areas to ensure survivability. 'Softening' large parking areas helps tie-in the development to the overall streetscape and area.

Commercial Development

The 47th and Mission Road Area is envisioned to be a dynamic environment, as a full service center or community village. With a variety of uses and development types, it can mix the pedestrian and automobile in a 'friendly' and compatible manner. Investments in the public right-of-way or streetscape are just a small component in the overall success of the area. Building upon existing assets and successfully exploring new opportunities is the key component in achieving a place of greater value and a vibrant place to live, shop, and work.

Architectural Character

Architectural character refers to the visual quality and image that distinguishes a building. Buildings should be encouraged to reflect a pedestrian friendly scale, even if substantial parking requirements are implemented. Building forms should compliment the streetscape and reflect the massing and height of adjacent properties. Generally, building forms within the area should be 1 to 2 stories in height.

New Development/Infill/Renovation

A variety of building forms and site development patterns exist within the 47th and Mission Road Area. Buildings have been developed over a period of time by different owners and with different architectural qualities. Adhering to basic

design principles and a common approach to building development as well as renovation of existing properties will ensure that a more cohesive environment will be created. New buildings should consider a variety of contextual elements such as the scale and proportion of adjacent buildings within a block, site access, building entrances, automobile parking, and pedestrian circulation.

Articulation

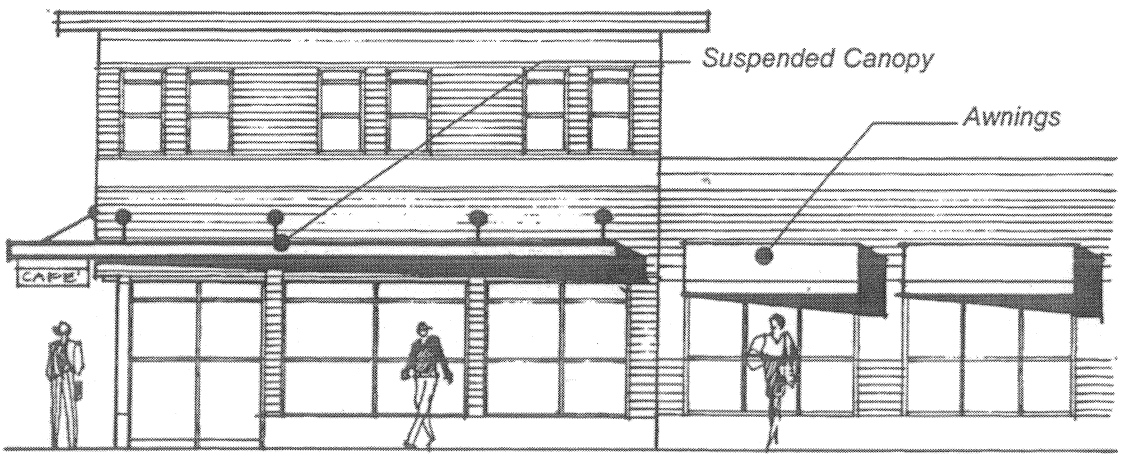
Buildings should provide diversity in form incorporating well-defined entrances, distinctive details and fixtures, mitigation of long expanses of blank walls, and other elements that can architecturally distinguish a structure.

Alignment

Various setbacks are evident within the area. New development should strive to be compatible with adjacent properties on a block, with such elements as building and parking lot alignment. For the intersection of 47th Street and Mission Road, new development should maintain a consistent building alignment, as close to the street as possible, while accommodating the urban walk characteristics.

Awnings and Canopies

Awnings or canopies are encouraged on facades to provide weather protection and shade for pedestrians and add another element of visual appeal and cohesion within the area. Fabric awnings are preferred while plastic, metal, or wood awnings are discouraged.



Awnings should not be backlighted and have a consistent color, pattern, or theme on a particular building. Retractable awnings should be allowed. Canopies should be constructed of permanent material and designed as an integral part of the building. Illumination integrated within the canopy is allowed to illuminate the sidewalk for the pedestrian as well as the suspension of pedestrian oriented signage.

Building Materials

The preferred material for buildings in the area is masonry, which includes brick and stone. Most other commercial grade materials can be incorporated into the building as accent features.

Color

An appropriate color palette for buildings should include warm earth tones, re-establishing a more traditional visual environment. Trim or other specialty features should compliment the material on the building. Brighter or more dramatic color applications can be provided in elements such as awnings, signage, or specialty architectural details on the building.

Fenestration

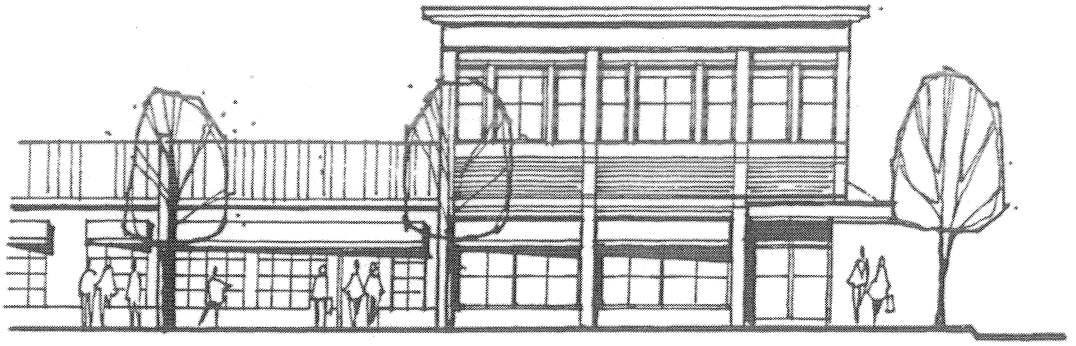
The arrangement of windows and doors helps communicate the nature of a particular building and business. Typically, the street level of the structure has a predominantly transparent quality, particularly critical when the street level is retail in it's use. Transparency suggests a relationship between 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 a clear glazing and reflective glass is discouraged in any portion of the building.

Modulation

Buildings should not have long, blank expansive facades. Building facades that face the street should express variations in form through materials or slight variations in setbacks along the façade. This rhythm may also be expressed through architectural details and features, heights, colors, and windows.

Proportion

Significant departures in height and mass can be visually disruptive. Building proportions for each block should strive for compatibility in form. For the intersection of 47th and Mission Road, it is especially important that buildings be designed to promote a pedestrian friendly environment, without regard to use or size. Building proportions within this area should strive for a distinct rhythm, such as taller structures anchoring the intersection.



Appropriate

Inappropriate

Proportion is also important to the many elements of the building itself. Windows, doors, awnings, canopies, and cornices need to have proportions complementary to the overall building to maintain the integrity of the pedestrian friendly environment.

Roofs

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

Signage

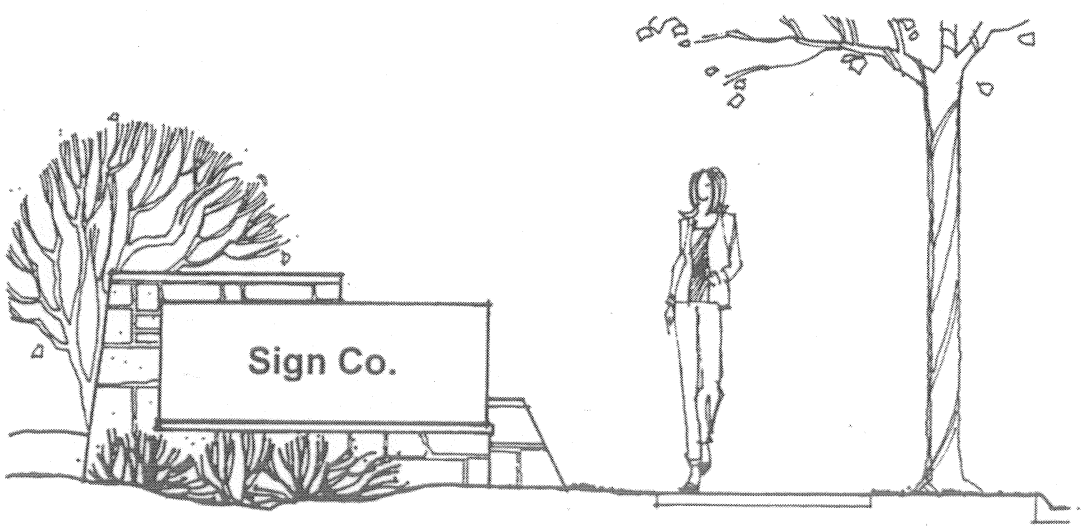
Signage is one of the essential components to successful commercial entities. However, an over abundance of signage and signage types may be confusing

and visually distracting. Four types of signage systems are envisioned for the area:

Façade Mounted
The primary façade (facing the street) should incorporate only one sign identifying the tenant, which can be façade-mounted. The total area of signage on facades should not exceed 10 percent of the total area of the façade. In addition, the building or property address should be incorporated and 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 and readable to the pedestrian on the sidewalk. A tenant should be allowed to display both one façade mounted and one pedestrian oriented sign. Pedestrian oriented signage typically should not exceed a total of 25 square feet, have the necessary structural support system, and mounted at a height not to obstruct or endanger the pedestrian.

Monument
Monument signage is typically a freestanding sign structure located at the entrance of a property. These types of signs should be limited throughout the area. When a development has multiple tenants, only one monument sign should be incorporated to identify all tenants. 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 encouraged as well. The scale of monument signs should reflect the size of the site, the number of tenants, located on the property and not obscure site lines of site access points. Low-level monument signage is the preferred freestanding system rather than pole-mounted, which should not be allowed in the area.



Monument Sign

Directional/Wayfinding

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

Signage Illumination

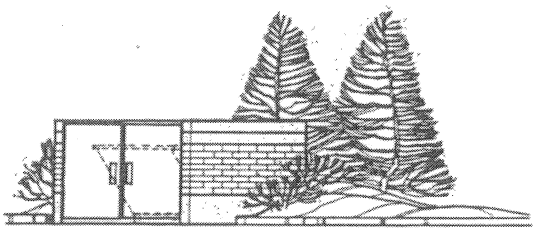
The preferred illumination application for signage in the area is external, with a separate light source casting light upon the sign. Internally illuminated signs are discouraged.

Screening

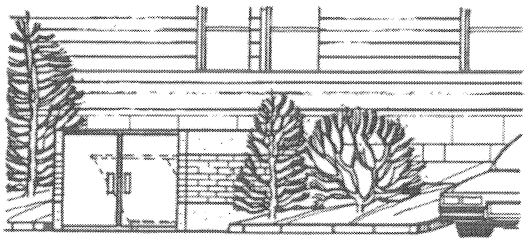
Screening undesirable elements is key in contributing an aesthetically pleasing environment. When possible, elements that are identified below should be located behind a building as not to be visible from public view.

Waste Receptacles

Waste receptacles or trash dumpsters should be screened on all sides, with an operable gate or door for access. The preferred treatment is for a masonry wall enclosure, compatible with the materials incorporated on the building with landscaping surrounding the wall for additional screening.



Screened on-site



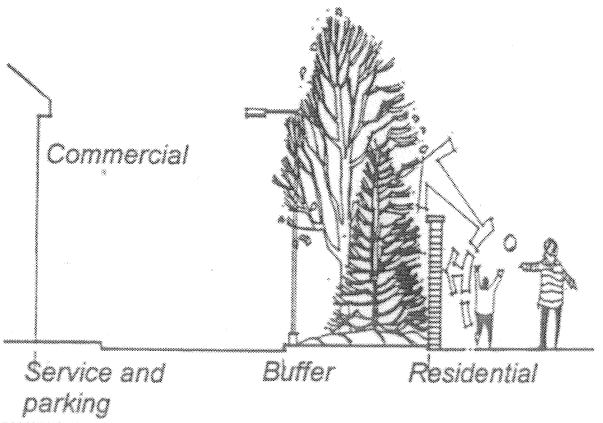
Integrated with building

Ground Mounted Equipment

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

Residential Buffering

When commercial or multifamily development is adjacent to single family properties, a landscape buffer is desired. Treatments include earth-berming, masonry wall or privacy fencing, or tree plantings with a species type and density to provide an effective buffer or screening zone.



Specialty Equipment
Specialty equipment such as antennas, satellite dishes, environmental equipment (air conditioners, heating, ventilation) should be screened from the public environment, or placed deep enough as not to be seen from the street. The desired screening treatment is a system that is an integral part of the overall building design. Air conditioning window units, vents, conduits, cabling, and pipes should not be part of the primary façade. Fire escapes and exterior stairs should be limited to the side or rear facades.

Organizational

The success of a meaningful and cohesive environment in the 47th and Mission Road Area will be highly dependent upon the cooperation of the various municipal jurisdictions. Well-planned coordination and continuous communication among all parties will be a critical factor when considering action within the area.

The plan envisions that a simple, yet effective multi-jurisdictional organization is created to address the future growth of the 47th and Mission Road Area. The primary function of the committee is to ensure that when development occurs, it occurs in a manner consistent to the goals identified within the adopted plan. The committee is a cooperative and mutually beneficial entity that should come together and coordinate related improvements and proactively pursues development opportunities, marketing of the area, special promotions, and events.

The intent of the committee and organizational structure is not to replace or supercede individual governmental jurisdiction over their respective municipality. It would be the responsibility of each municipality to implement improvements according to their resources and priorities. In addition, each municipality would be responsible for selecting the manner and means in which development would occur in their own municipality.

Organizational Structure

The following description and diagram (Figure 3) is intended to provide the outline structure of how the organization could function. Each entity and 'stakeholder' is an integral component to the overall success of the area, each with it's own function, but as an overall coordinated team.

Planning Commissions

The Planning Commissions for each municipality will be the approval entity for all projects within the area for projects within their respective municipality and make formal recommendations to their respective City Councils or Board of Commissioners . In addition, it will be the individual Planning Commissions to approve or make recommendations for final approval to their respective City Council or Board of Commissioners to pursue the appropriate regulatory and financial tools, if necessary, to facilitate a proposed project.

47th & Mission Road Area Development and Management Committee

The 47th & Mission Road Area Development and Management Committee is envisioned to function almost like a master developer for the area. Its primary role is to ensure that public and private proposals meet the development and design criteria established for the area. In addition to having representatives appointed from each municipality, the committee is encouraged to have representatives from other areas of interest. These representatives could be comprised of individuals from each neighborhood and the business community.

Essentially, this committee functions as the planning and development staff to the City Planning Commissions, making appropriate recommendations to be considered during the planning and development approval process. This committee would be the 'sounding board' for all municipal staff and departments, synthesizing information in regards to projects within the area. A coordinator should be appointed within this committee, to facilitate the day-to-day logistics and become a known 'point-source' of contact for the committee. In addition, the committee should work close and assist with business owners and area residents for such efforts that include special promotions, events, business recruitment and retention.

Implementation

The 47th and Mission Road Area Plan is an ongoing process, which does not conclude with simply adopting a strategy. Often, success of a planning endeavor is measured or associated with actual implementation and construction. However, many other successes or victories must be achieved along the way.

This section is intended to serve as a general guide for implementing the steps to achieve development of the concepts outlined within this plan, fostering a higher degree of public and private cooperation and an increased awareness of the strengths and opportunities that exist within the area.

Implementation Tools

The following section identifies implementation tools that could be potentially considered for utilization within the area when considering guiding and funding of improvements. This list briefly outlines potential resources; however, policies, the organizational structure, and guidelines should be formally adopted prior to the utilization of the following tools.

Regulatory Tools

Zoning Overlay

One of the key issues in working with the Steering Committee was how to ensure that design and development criteria are met. With the advent of the 47th & Mission Road Area Development Management Committee, the organizational component is established. The consensus tool among the group and the one that seemed to be the most easily implemented across the three jurisdictions was the utilization of a Zoning Overlay District. A Zoning Overlay is a district in which additional zoning criteria or development requirements are placed over the area. The Zoning Overlay District could also enhance redevelopment criteria by establishing same setback requirements, shared parking criteria and uniform sign standards as examples.

The Zoning Overlay District can be used to establish or enforce design guidelines, the review process, as well as other development criteria. It is important to note that a Zoning Overlay District should have the support of all three municipalities and encompass the area as a whole. 'Piece-mealing' standards and review practices among each municipality would be counter-productive.

Essentially, each municipality would adopt the plan in concept, with the principles and elements to be carried forth as the framework in which investments would be reviewed and approved in accordance with the goals and objectives set forth in the plan. Each municipality would then initiate, through their own process, the

creation of a Zoning Overlay District that would encompass the 47th and Mission Road Area with the same guidelines and criteria. The distinct characteristic of the 47th and Mission Road Area Development Management Committee is that it is comprised of representatives from all three municipalities, which would review proposals as a multi-jurisdictional entity and would make recommendations to each municipality's individual Planning Commission.

Zoning

Zoning regulations are the fundamental regulatory tool, based upon the community's powers to protect and enforce the health, safety, and general welfare of its citizens. It typically is the primary tool used in the implementation of land use policies and long-range goals. At some point, each municipality should review their establish Zoning Districts to ensure compatibility with approved development strategies.

Incentive and Financial Tools

Business Improvement District (BID)

A Business Improvement District (BID) can be developed to help fund improvements and maintenance of properties within the district. Some of the services that could be funded in a BID include beautification, additional public services, public transportation, parking, and promotional/special events.

Design and Technical Assistance

A business or property owner may not have the skills or time to deal with the improvement of a property, but desires improvement. An area interest, advocacy, or organizational group could provide assistance by having a staff member or volunteer professionals to assist business and property owners in organizing and implementing improvements. A group such as this could possibly offer services for a competitive fee.

Façade Easement Donation

A property owner may choose to grant ownership of a building's façade. Essentially, this easement is the depth of the façade and becomes the property of a not-for-profit entity in which the owner relinquishes their rights to the physical appearance of the façade. Any modifications must be approved by the entity prior to construction. Typically, the owner will grant a façade easement in lieu of some type of incentive, typically a tax credit.

Kansas Neighborhood Revitalization Act

The Kansas Neighborhood Revitalization Act empowers municipalities to form neighborhood revitalization districts and provide rebates to taxpayers within the districts. Rebates are equal to the amount of the incremental increase in property taxes that result from improvements made to the property. Property owners could be encouraged to improve building facades to adhere to design

standards and goals of the area, with the rebate of property taxes coming from the increased value of the building.

Revolving Loan Fund

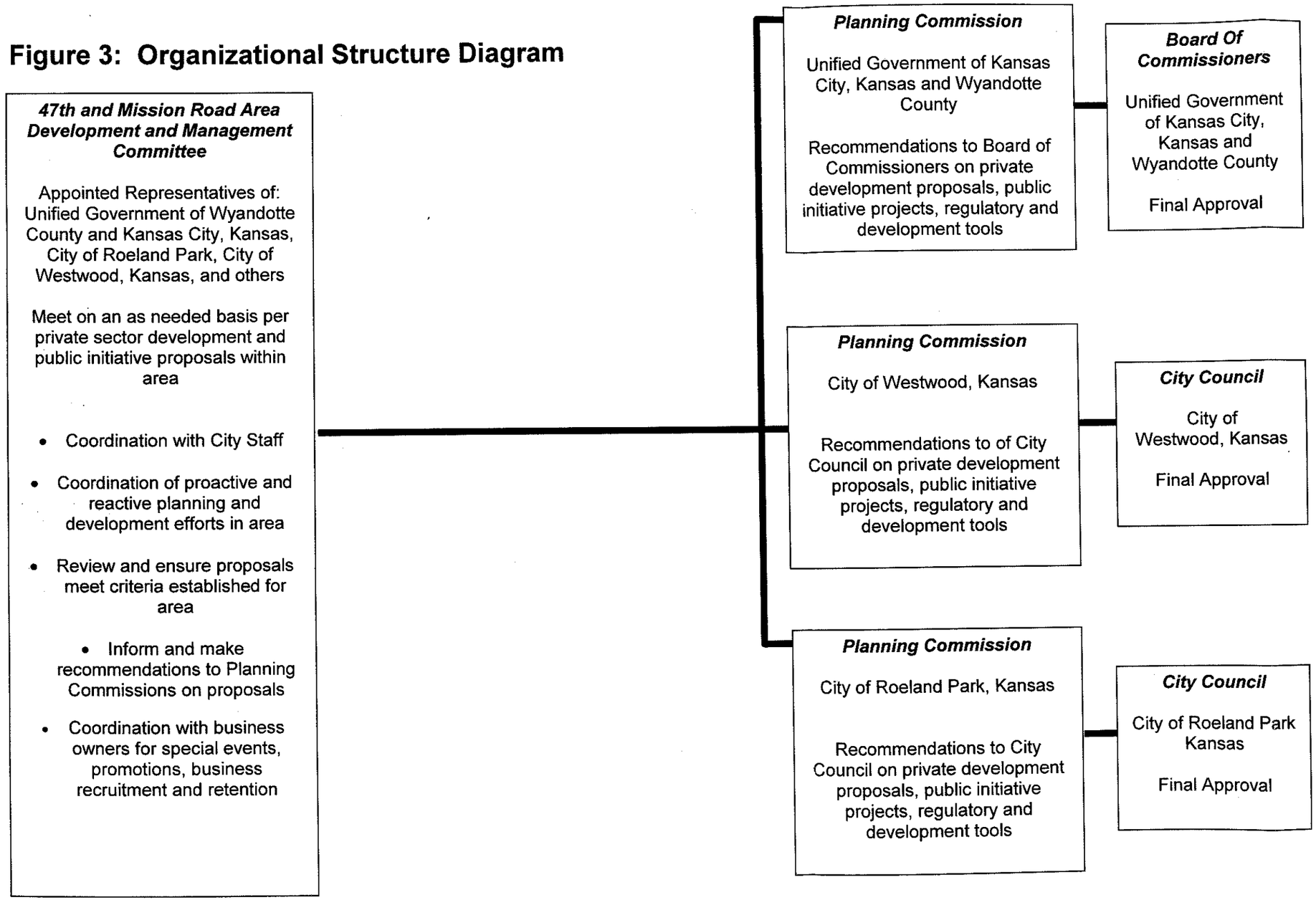
A revolving loan fund can be used to provide assistance in revitalization of properties. Funds could be utilized for elements such as façade treatments, replacing signage to match adopted design criteria, or to remedy structural systems that is jeopardizing a building. Initial funding of a program can come from a variety of sources such as federal grants, local banks, corporations, or a combination of resources. Essentially, the funds revolve because as the initial loans are paid back, they relent to others for similar purposes and thus, stay as a permanent fund resource. Revolving Loan Funds sometimes are provided below market interest rates and dependent upon the source and motivation of the lender, the interest can be kept or added to the fund balance.

Tax Increment Financing

Tax Increment Financing (TIF) is a method of financing intended for redevelopment of and area through the utilization of funds from both the public and private sector. TIF also involves local sources of funding for public improvements, while the project redevelopment utilizes private monies. New public improvements are paid for through the tax increment. Additional funding is also allowed such as using economic activity taxes (EATS) or a percentage of the sales tax generated to be utilized within the TIF District.

The initial step in developing a TIF District is for the municipality to make a finding of blight within the proposed delineated area. A financial study would need to be prepared, showing the project or projects are economically viable. TIF projects need to show that they are economically viable for both the public and private components at the start of the project. A relocation and redevelopment plan, if necessary, would then be prepared, along with the appropriate public hearings.

Figure 3: Organizational Structure Diagram



Implementation Checklist

The implementation checklist is an outline to generally guide future actions to move forward from plan to reality. It is important to recognize that these strategies are dynamic, that they may be modified over time as investment opportunities present themselves.

The Implementation Checklist is organized into three strategic periods of action. The first period is referred to as Short-Range Strategies and infers priority actions that can be initiated in the near future, beginning with the adoption of the plan. These steps are intended to achieve 'quick victories' and represent the period of time of building organization, coordination, and proactive endeavors.

The second period of action is referred to as Medium-Range Strategies and suggests actions more physical in nature, building upon the successes of the Short-Range Strategies.

The third period of time is referred to as Long-Range Strategies. Long-Range Strategies build upon the efforts and success of the first two periods of action and reflect a continuous endeavor to maintain and build upon previously achieved successes.

Short-Range Strategies

Action	Responsibility/Primary Entities
Design Concept Plan Approval and Adoption	• *City Council/Board of Commissioners of the Unified Government of Wyandotte County and Kansas City, Kansas, The Cities of Roeland Park and Westwood, Kansas.* • *Planning Commissions of the Unified Government of Wyandotte County and Kansas City, Kansas, The Cities of Roeland Park and Westwood, Kansas.* • *47th and Mission Road Area Planning and Steering Committee*
Formalize structure of the 47th & Mission Road Area Development and Management Committee (appoint members, chairperson, procedures, and logistics).	• *City Council/Board of Commissioners of the Unified Government of Wyandotte County and Kansas City, Kansas, The Cities of Roeland Park and Westwood, Kansas.* • *Planning Commissions of the Unified Government of Wyandotte County and Kansas City, Kansas, The Cities of Roeland Park and Westwood, Kansas.* • *47th and Mission Road Area Planning and Steering Committee*
Adopt the Zoning Overlay District	• *City Council/Board of Commissioners of the Unified Government of Wyandotte County and Kansas City, Kansas, The Cities of Roeland Park and Westwood, Kansas.*

Action	Responsibility/Primary Entities
Appoint 47th & Mission Road Development and Management Committee Coordinator to coordinate day-to-day logistics. Secure funding and agreements (if necessary) for position.	• *47th & Mission Road Area Development and Management Committee*
Develop detailed action plan for proactive business and development recruitment and retention.	• *47th & Mission Road Area Development and Management Committee* • *Rosedale Development Association* • *Chamber of Commerce's*
Develop detailed plan of action and policy in regards to financial tools, property enhancement incentives, development implementation, and public-private partnerships.	• *City Council/Board of Commissioners of the Unified Government of Wyandotte County and Kansas City, Kansas, The Cities of Roeland Park and Westwood, Kansas* • *Planning Commissions of of Commissioners of the Unified Government of Wyandotte County and Kansas City, Kansas, The Cities of Roeland Park and Westwood, Kansas* • *47th & Mission Road Area Development and Management Committee*
Work with neighborhoods and groups to pursue long-term neighborhood plan of action (identity, responsiveness, and connection).	• *47th & Mission Road Area Development and Management Committee* • *Municipal Agencies (Planning and Development, Public Works, Etc.).*

Action	Responsibility/Primary Entities
Pursue funding resources for gateway and streetscape improvements.	• *47th & Mission Road Area Development and Management Committee*
Implement pedestrian connections (sidewalks) west of Mission Road.	• *47th & Mission Road Area Development and Management Committee and Coordinator* • *Municipal Agencies (Planning and Development, Public Works, Etc.)*

Medium-Range Strategies

Action	Responsibility/Primary Entities
Implement streetscape improvements for the intersection of 47th & Mission Road.	• *47th & Mission Road Area Development and Management Committee* • *Municipal Agencies (Planning and Development, Public Works, Etc.).*
Continue proactive business and development recruitment and retention.	• *47th & Mission Road Area Business Development Association* • *Chamber of Commerce's*
Focus redevelopment efforts for the neighborhood center at 47th and Mission Road.	• *47th & Mission Road Area Development and Management Committee*
Investigate development opportunities for multifamily townhouses and senior housing.	• *47th & Mission Road Area Development and Management Committee*
Seek sources of revenue, assistance, approved financial tools, and incentives for area business and property owners to encourage façade, building, signage, and property improvements.	• *47th & Mission Road Area Development and Management Committee*

Action	Responsibility/Primary Entities
Sponsor such workshops as commercial retail window displays, successful small business practices, façade improvement and renovation methods, signage principles, marketing, and so on.	• *47th & Mission Road Development and Management Committee*
Continue proactive support of property enhancement incentives.	• *47th & Mission Road Area Development and Management Committee*
Continue proactive support of neighborhood efforts and initiatives.	• *47th & Mission Road Area Development and Management Committee* • *Municipal Agencies (Planning and Development, Public Works, Etc.).*

Long-Range Strategies

Action	Responsibility/Primary Entities
Continue and expand on services and proactive efforts from previous endeavors such as business recruitment and retention, marketing, and development.	• *47th & Mission Road Development and Management Committee* • *Chamber of Commerce's*
Continue to secure funding for logistics and operation of area (maintenance and organizational efforts)	• *47th & Mission Road Area Development and Management Committee*
Continue proactive support of neighborhood efforts and initiatives.	• *47th & Mission Road Area Development and Management Committee* • *Municipal Agencies (Planning and Development, Public Works, Etc.).*

Action	Responsibility/Primary Entities
Focus redevelopment efforts for infill and property enhancements throughout entire 47th and Mission Road Area.	• *47th & Mission Road Area Development and Management Committee*
Expand and implement streetscape elements throughout entire 47th and Mission Road Area.	• *47th & Mission Road Area Development and Management Committee* • *Municipal Agencies (Planning and Development, Public Works, Etc.)*

Appendix

Town Hall Meeting #1
October 25, 1999

LARGE GROUP WORK SESSION

Area Influences/Issues

- County Government
- Industry (detrimental)
- Shoppers (plus)
- School Boundaries
- Neighborhoods
- Transportation
- Apartments
- City services
- Attitude/race and culture
- Roads & access
- Commercial competition
- Beautification
- Community Competition
- Safety
- Tax incentives
- Pedestrian friendly
- Legal restrictions
- Environmental impact
- Appearance
- Infrastructure maintenance
- Property values
- Parks and Recreation
- Property redevelopment
- Restaurants

SMALL GROUP WORK TEAMS

RED GROUP

- Keep neighborhood friendly intersection **(13)**
- Beautification vs. economic – purpose **(11)**
- Congestion **(6)**
  Traffic lane management
  Re-routing traffic

- Where does money come from to buy out property owners? **(4)**
- SE corner – extend to all corners – coordinated **(4)**
- Pedestrian link – want to walk **(3)**
- Tax breaks for home owners close to project **(3)**
- How far outside red circle *(47th and Mission)* can it *(redevelopment)* possibly go? **(2)**
- Senior citizens recourse if have to move **(2)**
- Land use **(1)**

- What if epicenter grows?
- How many property owners forced out? **(1)**
- Are there hidden agendas?
- Superstore? **(1)**
- Focal point **(1)**

- More revenue for the cities involved?
- A lot to be said for good neighborhoods
- Same tax breaks for land owners/developers
- Welcome center?
- Parking
- Focal point – benefits all
- Island – roundabout
- Focus on unity of 3 jurisdictions
- Does city know?
- What city?
- What is wrong currently?
- Clean up grocery
- Car lot
- Who drew the box?
- Set back property lines – widen intersection

***(X)** *Denotes number of prioritization ballots from workshop participants*

BLUE GROUP

- Assisted living community – car lot, thrift shop **(10)**
- Business there for people in the community **(9)**
- Sidewalks – County Line Road west of Mission **(8)**
- Less asphalt – more green **(8)**
- Common architectural theme **(7)**
- Beautification **(5)**
- Sidewalks – west side of Mission Road **(5)**
- Vacant building – 47th & Mission **(4)**
- No fast food **(3)**
- New Fencing – grocery store / property owner **(3)**
- Business that serve the community **(3)**
- Parking lots to the backs of buildings **(3)**
- Easy biking/walking connecting parks **(3)**
- Common enforceable ordinances **(3)**
- Widening of County line Road to the west **(2)**
- How do taxes enter into this **(2)**
- Bring back TG&Y **(2)**
- Mix-use **(2)**
- Crossing light – 47th & Rainbow **(1)**
- Grocery store parking lot **(1)**

- Parking along Mission Road
- Environmental clean up
- Car lot corner – construct something nicer
- Expense of redevelopment

- Capture melting of cultures
- Uniform appearance
- More trees

*(X) *Denotes number of prioritization ballots from workshop participants*

Town Hall Meeting #1
November 15, 1999

SMALL GROUP WORK TEAMS REPORT

- No Status quo
- Protect contiguous neighborhood
- Ownership oriented townhomes with garages
- Reduced maintenance Senior Housing – 1 floor, no yard maintenance
- Reorient IGA ??/ back façade
- Selective removal – west of Mission & redevelopment/East of Mission – target blight!
- Cohesive/Attractive
- Kid Amenities?
- What residential housing impact does each of 4 require?
- Retail component in "D" is suspect in terms of amount of retail.
- Retail sites are too narrow
- Townhouses – market rate vs. subsidized
- Schools? Where do kids from townhomes go?
- Townhomes – owner occupied! – Watch property values
- Senior Housing – not assisted
- Concentrate on Businesses
- Minimal disruption of housing
- When part of a defined neighborhood – don't remove. (with some exceptions for really nice housing)
- Aesthetically – hide parking (housing/assisted living)
- Improve quality of gas prop.
- Exist apartments – problem with parking, 47th & Fisher
- Remove rental
- Commercial – variety of small businesses
- Clean-up – "dirty"
- As association/maintenance
- Change IGA Orientation toward 47th and hide parking
- Mix-in offices in strategic locations
- Beauty shop (talk with beauty shop owner)
- 2 story defeats pedestrian friendly aspects of neighborhood
- Green up 47th between China Toms and Oklahoma Joe's
- 2 Story - lower level retail/upper level office?
- Space for Events – wedding, etc., ballrooms, etc.
- Issue: Independent business owner – How far can they go
- Additional Traffic (study) – Main St.
- Assisted living – Proof – economically supported?
- Supportive of pedestrian or alternatives

Executive Summary

The 47th and Mission Road Area Concept Plan is intended to provide a general vision and guidance for physical design and development associated with future investments. The plan sets the basic framework for improvements to enhance the appearance of the area, fostering pride in the community as well as to generate improved commercial services, increased sales tax revenues, and the potential for new jobs for area residences.

The overall goals of the planning process is to outline:

- Enhancement of the overall appearance of a neighborhood center at 47th and Mission Road
- Encourage property improvements within the 47th and Mission Road Area
- Encourage coordination and cooperation among business owners to establish more cohesive commercial activities
- Improve pedestrian linkages and safety
- Promote continued inter-jurisdictional cooperation and coordination as part of each community's on-going planning endeavors
- Strategic improvements which include possible redevelopment activity

The planning effort evolved as part of a Metro Community Capacity Building Grant through the Kansas Department of Commerce and Housing – Community Development Division, awarded to the Unified Government of Wyandotte County and Kansas City, Kansas and the Cities of Roeland Park and Westood, Kansas. The three municipalities also contributed a matching portion of the project costs.

The framework for developing the plan draws from an understanding and assessment of conditions and issues in the area, the generation of alternative scenarios, input from the public through two Town Hall Meetings, and guidance from the 47th and Mission Road Area Planning and Steering Committee.

Physical recommendations to-date includes general aesthetic improvements, which include pedestrian and neighborhood access, landscaping, gateway

features, architectural character, and streetscape improvements. In addition, the plan envisions a more pedestrian 'friendly' development pattern at the intersection of 47th and Mission Road, establishing a neighborhood – oriented center for the area's community. The plan also outlines the organizational structure, implementation strategies, and a menu of implementation and incentive tools for both public and private 'stakeholders' to consider. Further implementation strategies include a Zoning Overlay District by each municipality, to ensure the goals and objectives that were fostered in the planning process are met.

In conclusion, the plan, adopted in concept provides the framework to provide guidance and to ensure that a more cohesive, aesthetically pleasing, and marketable area can be developed in the 47th and Mission Road Area through multi-jurisdictional coordination and common design philosophy and elements. Each municipality is responsible for implementation within their respected jurisdiction.

The plan is in a working draft stage - comments are welcomed in refining to a final document. The next review of the plan is scheduled for February 28, 2000 at Westwood City Hall through a Joint Planning Commission meeting with the Planning Commissions of the Unified Government of Wyandotte County and Kansas City, Kansas and the cities of Roeland Park and Westwood Kansas. For more detailed review, please refer to the 47th and Mission Road Area Concept Plan Draft, dated 28 February 2000.