Southwest Boulevard
Merriam Lane Corridor Master Plan

Redeveloping
a Healthier,
Greener Corridor

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Rosedale DEVELOPMENT ASSOCIATION

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Acknowledgments

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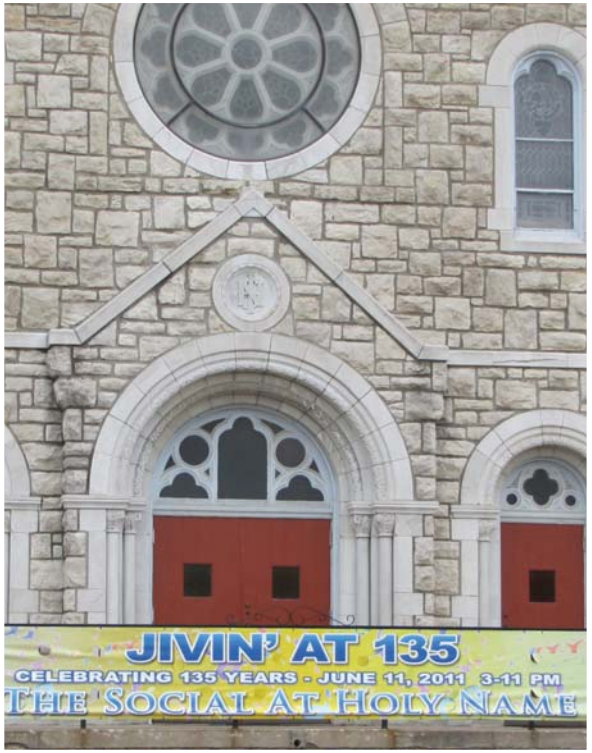
Executive Summary



Executive Summary

Throughout the study process the Consultant Team has been most impressed with the vitality of those residents and business owners who make the Southwest Boulevard and Merriam Lane Corridor their home and work place. Even during these difficult economic times many we have interviewed have expressed positive hope for improvement, growth and an overwhelming drive for the area. They are proud to be part of the Corridor's demographic and are committed to its success. The Corridor has a diversity of land uses, both urban and suburban development, established neighborhoods, a proud heritage, long standing business stakeholders and an increasing share of new business entrepreneurs. At the same time the Corridor faces challenges in terms of its aging housing stock and infrastructure, changes in demographics, large numbers of persons in poverty, limited neighborhood shopping and transportation choices. Creating a vision for the future helped guide the goal-setting portion of the study and identified opportunities to develop strategies for implementation of the future land use plan.

The Southwest Boulevard and Merriam Lane Master Plan is a companion to the City-Wide Master Plan and Rosedale area Master Plan documents. As further provided in the 2008 City-Wide Master Plan, more detailed and tailored area plans should be completed for all identified districts within the City, and this study implements that recommendation.

The Plan Components

Chapters within this document have been divided into four categories; Health and Environment, Land Use, Corridor Image and Identity, and Mobility and Transportation. They will follow the same major topic areas developed during the visioning process. The information and objectives detailed within the specific chapters of the plan therefore parallel the broader perspective and overall concepts developed within the Visions and Goals chapter.

Health and Environment

- Educate residents on healthy homes, and businesses on healthy workplaces.
- Promote urban gardens and explore railroad quiet zone possibilities.
- Provide ongoing community health assessment to monitor progress and identify specific needs.
- Establish health impact review of new development proposals to provide additional direction for decision makers.
- Provide outreach activities with area partnerships to strengthen community health.
- Encourage energy efficiency, recycling programs, waste reduction, and noise abatement to embrace a sustainable Corridor.
- Incorporate low-impact development stormwater (BMP) management.

- Restore the area's riparian corridor which reflects good environmental stewardship.
- Enhance the Corridor's character and quality of life.

Land Use

- Utilize mixed-use, main street and narrow lot residential zoning. Promote adaptive reuse.
- Follow future land use recommendations that provide the framework for Corridor improvement.
- Provide flexibility with use of alternate land use stars to assist in decision making.
- Encourage a mixture of uses that supports a successful neighborhood and Corridor. Create density to support public transit.
- Provide a variety of housing options to strengthen many identified goals.
- Improve upon access to healthy foods. Build upon current health-related activities and promote initiatives that support small businesses.
- Implement current and create additional design guidelines to address land use compatibility and promote a positive streetscape appearance. Mitigate undesirable impacts.
- Explore historic designations and down zone specific areas to ensure land use compatibility.

Corridor Image

- Celebrate the Corridor's prominence and fully market its proximity to the KUMC campus and downtown.
- Enhance key entry points and gateways creating Corridor identity for commuters and visitors alike.
- Incorporate special places through public and private collaboration to provide momentum.
- Provide directional signage, lighting, landscaping and intersection bulb-outs that not only help pedestrians at cross walks but highlight the streetscape amenity zone.
- Appropriately place seat walls, benches, pedestrian lighting and bicycle racks that convey an area intended for activity.
- Include new community gathering spaces.
- As new capital improvement projects and private redevelopment occurs, relocate major service lines to alleys and backs of buildings.
- Support public art and cultural events.

Mobility and Transportation

- Implement dedicated bike lanes throughout the Corridor.
- Incorporate the Complete Streets policy with redevelopment and improve pedestrian and bicycle connections.
- Embrace new ideas and remove obstacles to encourage a variety of transportation forms.
- Consider traffic enhancements and investigate access alternatives. Explore shared parking opportunities.
- Encourage expanded bus service through the Corridor.
- Incorporate safe streetscape amenities.

Goals and Vision Summary

The plan establishes long-range goals with directed objectives for future development and stabilization of the Corridor. In discussions with stakeholders these goals fall under the four categories of Health and Environment, Land Use, Corridor Image and Identity, and Mobility and Transportation. For most goals to be realized they will need to be encouraged by improvements made from both public and private sectors in the Corridor. The following objectives provide a broad perspective and overall concepts that will guide the Corridor's future development.

Health and Environment

- Become a healthier community through active lifestyles
- Promote healthy eating and gardening
- Promote healthy homes and workforce
- Encourage sustainable LEED green building and Best Management Practices
- Take advantage of existing public community assets
- Provide a diversity of housing choices
- Create opportunities for new compact, connected, and walkable neighborhoods
- Involve youth activities within the community
- Promote recycling and reusable manufacturing waste by-product exchange

Land Use

- Maximize the Rainbow and Southwest Boulevard gateway
- Maintain protection of adjacent neighborhoods, open space and reinforce housing
- Focus redevelopment at key intersections along the Corridor
- Provide more mixed-use development
- Perform Health Impact Assessments of new development to weigh impacts
- Encourage professional businesses that desire close proximity to KUMC

Corridor Image and Identity

- Build upon realistic corridor marketability
- Build upon the historic quality and uniqueness of the corridor
- Provide for 'Corridor Gateway' branding and signage
- Create and adopt business park and industrial design guidelines
- Provide incentives for business retention and green expansion
- Continue community-wide dialogue

Mobility and Transportation

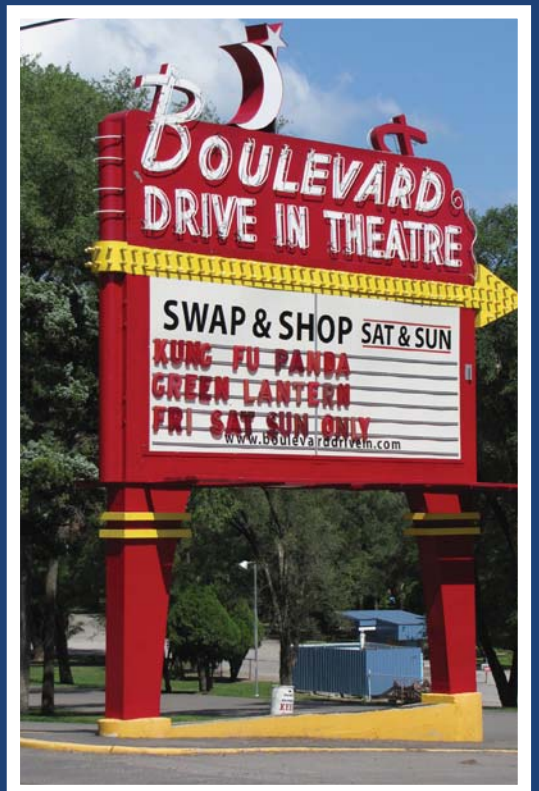
- Promote a variety of transportation choices and implement Compete Streets policy
- Help identify and prioritize future capital improvements
- Amend parking requirements and include shared and on-street parking
- Phase infrastructure improvements
- Promote ease of access throughout the Community

Implementation and Next Steps

Specific recommendations are contained in the matrix tables within the Implementation Section of the study. They are organized by Regulatory, Infrastructure and Partnership Elements. Each element includes a general time frame and key participants. Time frames are organized by short term (zero to two years), medium term (two to five years), long term (more than five years) and other variables. For example, the most immediate steps listed in the Regulatory Element are the establishment of a zoning overlay, recommended down zoning, development of additional design guidelines, urban farming guidance and implementing a health impact analysis of new development projects.

The City is currently undertaking roadway improvements for approximately one-third of the Corridor's length. The U.S. Army Corps of Engineers are also progressing with the Turkey Creek improvements. It is hoped that the timing of these improvements along with this study will be the catalyst for additional private investment and community involvement to promote the Corridor and set the stage for a marketable, active, and healthy environment for years to come.

Introduction



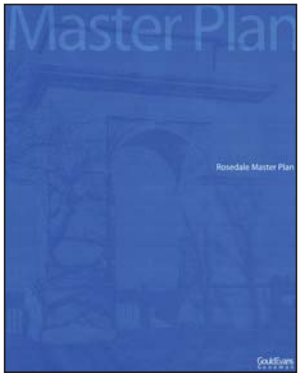
Introduction

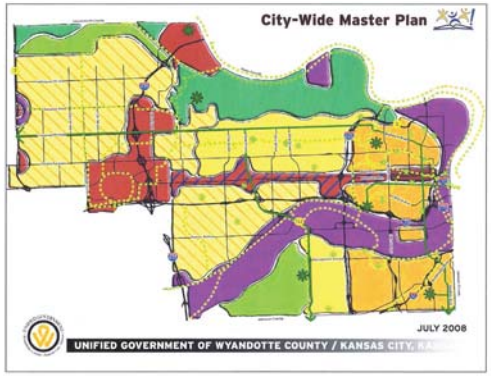
Throughout Kansas City's history, the Southwest Boulevard and Merriam Lane Corridor has seen its share of economic boom and decline. The original area, which began as a rail stop, continues to grow as a diverse hub and mixed-use neighborhood of mostly small, single-family homes and commercial entities. Residents and businesses alike line this long-established commuter corridor. For the purposes of this plan, we are primarily focused on a half-mile wide area, over four miles long. We are looking at long-established land uses, their compatibility with one another and the physical improvements needed to encourage healthy lifestyles and green redevelopment.

The Corridor study extends through the Turner and Rosedale neighborhoods in Kansas City, Kansas, to the state line gateway located at West 31st Street. Once a major transportation corridor, development along this roadway was shaped by the limitations imposed by the railway, natural terrain and Turkey Creek. The entire Corridor study area comprises approximately 1,406 acres or about 2.2 square miles. The Kansas City, Kansas, portion is 1,249 acres. This area will be referred to as the Southwest Boulevard/Merriam Lane Corridor, the Green Corridor or simply and most often as the Corridor throughout this study. The use of the term 'study' primarily refers to the documented work contained within the adopted Master Plan.

Plan Purpose

The Plan establishes long-range goals and objectives for development and stabilization of the neighborhoods and businesses along the Corridor. The Plan's intent is that it follows the framework developed within the current City-Wide Master Plan inclusive of its implementation strategies that direct community vision where people live, work, and play and benefit from the area's heritage and unique place-making quality. The Plan is an advisory document and may be amended over time as conditions change and new strategies are identified. While directly relating to the Corridor, the Plan should also be used as a companion document to the adopted Rosedale Master Plan.





Plan Sponsors and Partners

Funding for this study was provided through a grant from the **Health Care Foundation of Greater Kansas City** and completed in cooperation with the Unified Government's Urban and Land

Plan Components

Health and Environment

Corridor health and safety are impacted by the built environment which requires urban planning solutions to provide a sustainable and livable environment.

Land Use

Specific land use recommendations and alternatives provide the framework for improvement and flexibility to achieve community improvement.

Corridor Image

Visual elements are reviewed to emphasize the Corridor's prominence and fully market its locational attributes.

Mobility and Transportation

Embracing new ideas and removing obstacles for a variety of transportation modes encourages a diverse and healthy community.

Vision and Goals

Identify major priorities to provide the guidance for suggested actions and direction to realize an end result with accomplished goals.

Implementation

Implementation of recommended actions to be undertaken and the achievement of desired results. The plan by itself does not bring about change.

Supporting Documentation

Additional study documentation and resources to support recommended future actions.

Use Planning Department and the Rosedale Development Association (RDA). Partners involved include the Kansas University Medical Center Department of Internal Medicine; the KU School of Architecture, Design and Planning; the Rosedale Healthy Kids Initiative (RHKI); KC Healthy Kids (KCHK); and the Mid-America Regional Council (MARC).

Among the many activities undertaken by these partners, the KUMC's Department of Internal Medicine provided baseline surveys and evaluations of the health status of those living in the Corridor. The KU School of Architecture Design and Planning program submitted conceptual strategies for the Green Corridor, while RHKI and KCHK provided statistical research, community outreach and educational opportunities for the study area and larger community as a whole. MARC staff served as resource and technical advisors and all partners provided in-kind services to the project. These partnerships have been nurtured for many years and ultimately provided the Project Team with a solid foundation of expertise to build from.

Plan Process and Stakeholder Involvement

Working with Unified Government staff, the Project Team outlined their intent to seek a wide range of public participation throughout the project's undertaking so that the community had a good understanding and sense of ownership of the plan. Starting with the introduction of the Plan to the Unified Government Planning Commission and Board of Commissioners in September 2010, public meetings, youth focus groups and individual interviews were then held so that Corridor stakeholders could express their concerns, opportunities for improvement and future vision for the area. Business stakeholder meetings where also held and a broad-based Steering Committee was formed to provide guidance and direction based on identified priorities. Additionally, the Plan's direction was to embrace the City-Wide Master Plan's goals and visions and how they could be further implemented or refined along this four-mile roadway. A separate Advisory Committee was also asked to provide commentary and professional input.

Corridor History

Settlement History and Growth Along the Corridor

Picture a lush, green valley with rock bluffs and hills at either side; a stream meanders its way through. As you explore this area, you see wild roses and other native plants and animals. There are deer tracks and signs of wild turkey and other fowl. What a pristine vision and perfect resting place. Having just traversed an adjacent bluff to the north that overlooked the Kaw River, this is a beautiful possibility for a permanent settlement. The first non-native settlement occurred within the Turkey Creek Valley after the Civil War. Soon after, early settlers such as Dr. Simeon B. Bell, who cleared and farmed his quarter section of land, would open up one of the first roads that followed the creek around the bluffs. Anthony Sauer built his "castle" in 1871 overlooking the valley. The railroad soon followed, making traveling much easier.

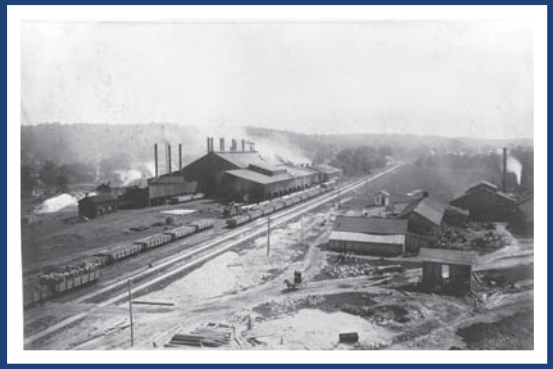
Rosedale was originally platted in 1872 with Kansas City Avenue (Southwest Boulevard) as its main street. Rosedale Avenue (Mill Street) was its western limit and Hill Street its northeastern limit. On the Missouri side, a roadway called Kansas City Boulevard, running in a southwesterly direction and later appropriately named Southwest Boulevard, ran from Baltimore and 19th streets to the state line. For many years, there was no direct connection between these two streets. Enter property owners Dr. Bell and Albert Marty, who were responsible for providing the land necessary to connect the two roadways at the state line and permitting the expansion of the Rosedale City limit in 1887.

The railroads needed iron workers and metals for fabrication. Early industrial use of this area involved railroad-related work and soon the Kansas Rolling Mill was established within the Corridor. This industry provided a boon to the area until rails went from iron to steel and the ironworks foundry declined.

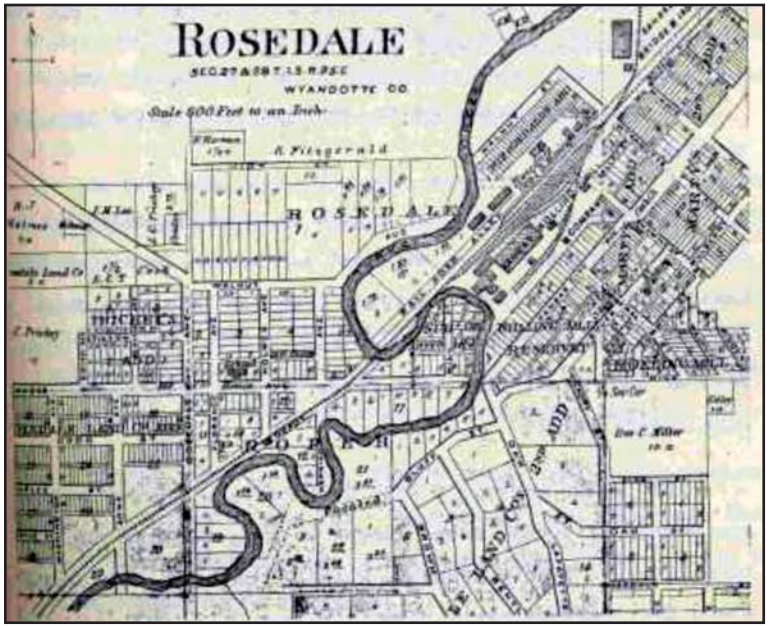
However, the rails also brought with them the need for flour mills and grain elevators. Several bakeries were established, including one owned by Frank Rushton. Other services and schools were also needed. In 1894, land owner Dr. Bell once again offered his land for construction. This time it was for a medical hospital and school, which he presented to the State and Kansas University. This facility became known as E.T. Bells Memorial Hospital, named after his wife, and was located to the east of Westport Road on what is now known as Rainbow Boulevard. Eventually, the state legislature would build a new hospital and move it to its present day location at 39th and Rainbow Boulevard.

With the support of Dr. Bell and other area businessmen, roadway improvements were completed and Southwest Boulevard was considered the finest five-mile drive in the state. Soon, drug stores, dairies, florists, banks, lodge halls, dry goods, grocery stores and auto sales lined the Corridor.

Southwest Boulevard's intersection at Westport/ Hudson (current day Rainbow Boulevard) waited many years for its northern viaduct connection over the rail yards and ultimate link with a seventh street



Courtesy Missouri Valley Special Collections



bridge crossing the Kaw, directly linking it to Armourdale and downtown Kansas City, Kansas.

Schools were also established to serve the developing community. The Brick School, later named the Columbian, resided just east of Westport Road and south of the Boulevard. As with many buildings along the Corridor, the school closed due to the 1966 Urban Renewal program. Rosedale Public School, later named Whitmore, was also lost in 1973 and is now home to Whitmore Park. The structure that was Attucks School still exists, as does present day Rosedale High (now a middle school) and Holy Name School. Albert Marty once again donated land for the high school and Rosedale Park.

Due to the rugged terrain and rock shelfs, most construction along the bluffs required retaining walls, passageways or steps. Some of these are still evident today. Many churches moved in along the Corridor to serve the growing community.

Turkey Creek flooding, in conjunction with flooding of the Kaw and Missouri rivers, routinely inundated the area. The 1903 flood made it clear that a solution to these flooding events would have to involve a multi-jurisdiction effort. Discussion of a diversion tunnel to the Kaw was initiated and eventually became a reality in 1919.

The Corridor has also seen diversity in transportation modes. From livery stables, horse and mule railways and electric street cars, Rosedale had a variety of choices for local commuting. Eventually, bus service became more prominent, especially after World War II.

Rosedale State Bank (Bank Midwest) was established along the Boulevard in 1908 and eventually moved to its current Rainbow Boulevard location in 1971. New merchants continued to locate along the Corridor including Sam Zeff's shoe repair and Adolph Strasser's hardware store. The old Rolling Mill property became a stone-works yard.

1919 saw the renaming of Westport and Hudson Roads to Rainbow Boulevard in honor of the Rainbow Division World War I soldiers. In 1922 the Kansas Medical School moved up the hill to 39th and Rainbow. The Katy elevators (formerly Bunge) located on the Boulevard in 1922. The City of Rosedale, autonomous for 45 years, finally merged with Kansas City, Kansas, in April of 1922. The Rosedale Memorial Arch was dedicated in 1924.

The 1951 flood once again significantly impacted the Turkey Creek area. Flooding along the Boulevard had become commonplace.

The single most horrific event along the Corridor in recent history came in 1959 when several above-ground oil tanks exploded, unleashing a devastating inferno at the state line. As a result, codes for tank containment were improved along with firefighter safety measures. A memorial to the Kansas City, Kansas, and Kansas City, Missouri, firefighters lost in the blaze is currently located at the site.

As development occurred along the western portion of the Corridor west of 18th street, Merriam Lane also saw its share of longtime local families spearheading development. The Glen Rose family of Glenrose Lane, the Espenlaubs of Espenlaub Lane, the Holsingers of Holsinger Heights and Nursery, Vans shoes, Nigro's Food Market and later Western Wear, all anchored the western portion of the Corridor.

Fred 'Slick' Meisner's butcher shop catered to area customers and small gas stations like Norbert Zarda's abounded to serve commuters. A busy roadway designated as K-10 Highway, Merriam Lane and Southwest Boulevard was a main route into town from Olathe and beyond. It is said that this Corridor at one time was in the Guinness Book of World Records for having the longest continuous sidewalk.

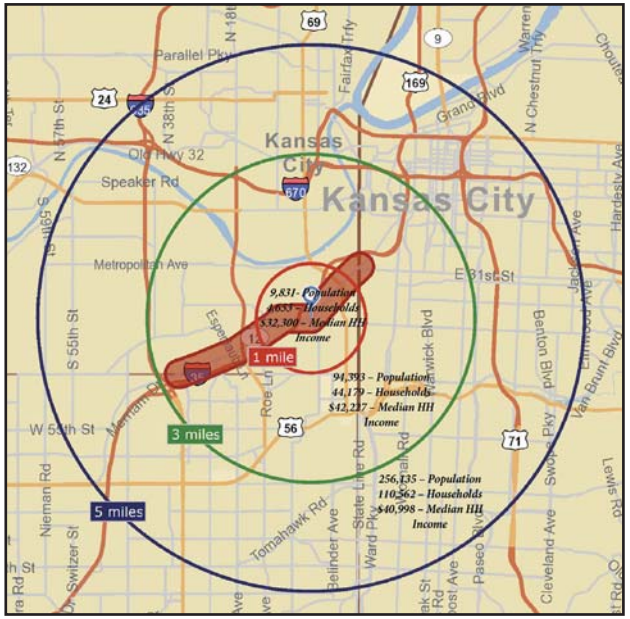
While the rail and Turkey Creek had previously divided the community, in the 1960s, construction of Interstate 35 further bisected the community and destroyed many old commercial properties. The automobile provided easy transportation to the Boulevard Drive-in Theatre, but it also was a means for some to abandon Rosedale's urban center. As a result many residents of the region migrated to the new suburbs resulting in the decline of many older neighborhoods, including some along the Corridor. Gone were the local food markets like Milgram's at 14th Street and the neighborhood A & P at 24th Street. Even the long-established Mugs Up Drive-in and TG&Y closed. The family pear orchards and fresh produce stands gave way to industrial development. Reinvestment along the roadway, both public and private, waned.

In 1978, the Rosedale Development Association (RDA) was formed to build a stronger community and improve the quality of life by working with local residents, businesses and institutions. Specific safe guards are currently being put into place to mitigate the flooding along Turkey Creek. New funding dollars are being earmarked for capital improvements along certain segments of the Corridor and residents are becoming better informed as to how the built environment affects community health. As an outgrowth of this master plan initiative, a new Business Stakeholders group has formed to offer positive approaches for retaining Southwest Boulevard and Merriam Lane as a vibrant business Corridor into the future.

Demographics

Figure 1

Trade Area Profile 1, 3 & 5 mile radius
Mission Road & SW Boulevard

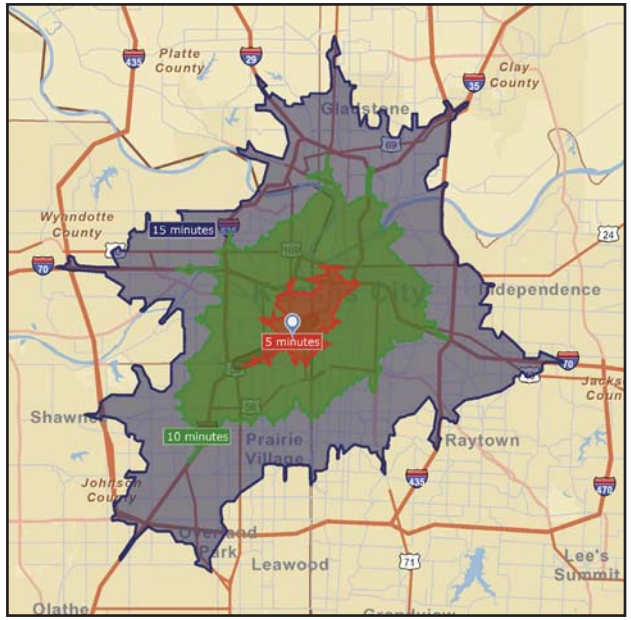


Source: ESRI Community Analyst 2005-09 Census ACS Population Summary

Given its location near heavily urbanized areas, it's no surprise the three-mile trade area profile is reflecting a 2005-09 estimated population of almost 95,000 living in 44,179 households with a 2009 estimated median household income of over $42,000 a year.

Figure 2

Drive Time Map — 5, 10 & 15 minutes
Mission Road & SW Boulevard



Source: ESRI Community Analyst

Table 1

Census Quick Facts

Location	Total Population	Total Housing Units	Median Age	Average Household Size	Median Household Income	% Vacant Housing Units	% Hispanic Population	% Rental Occupied Units	Speak Other Language At Home Ages 5+
Corridor Study	2,856	1,293	32.2	2.34	$33,732	13.4%	29.7%	49.1	21.3
Wyandotte County	157,505	66,747	32.8	2.67	$37,998	12.5%	26.4%	39.7	21.1
State of Kansas	2,853,118	1,233,215	36.0	2.49	$48,394	9.8%	10.5%	32.2	9.9

Source: 2010 U.S. Census & Census 2005-09 ACS Estimates

Unlike many urban areas within the KC region, the population in the Corridor has remained stable with Census counts of 2,857 in 1990, a slight drop to 2,754 in 2000 and back up to 2,856 in 2010. In 2010, there were slightly more males than females.

The population density map at right reflects where those residents live within the Corridor.

Figure 3

Corridor's Population Density

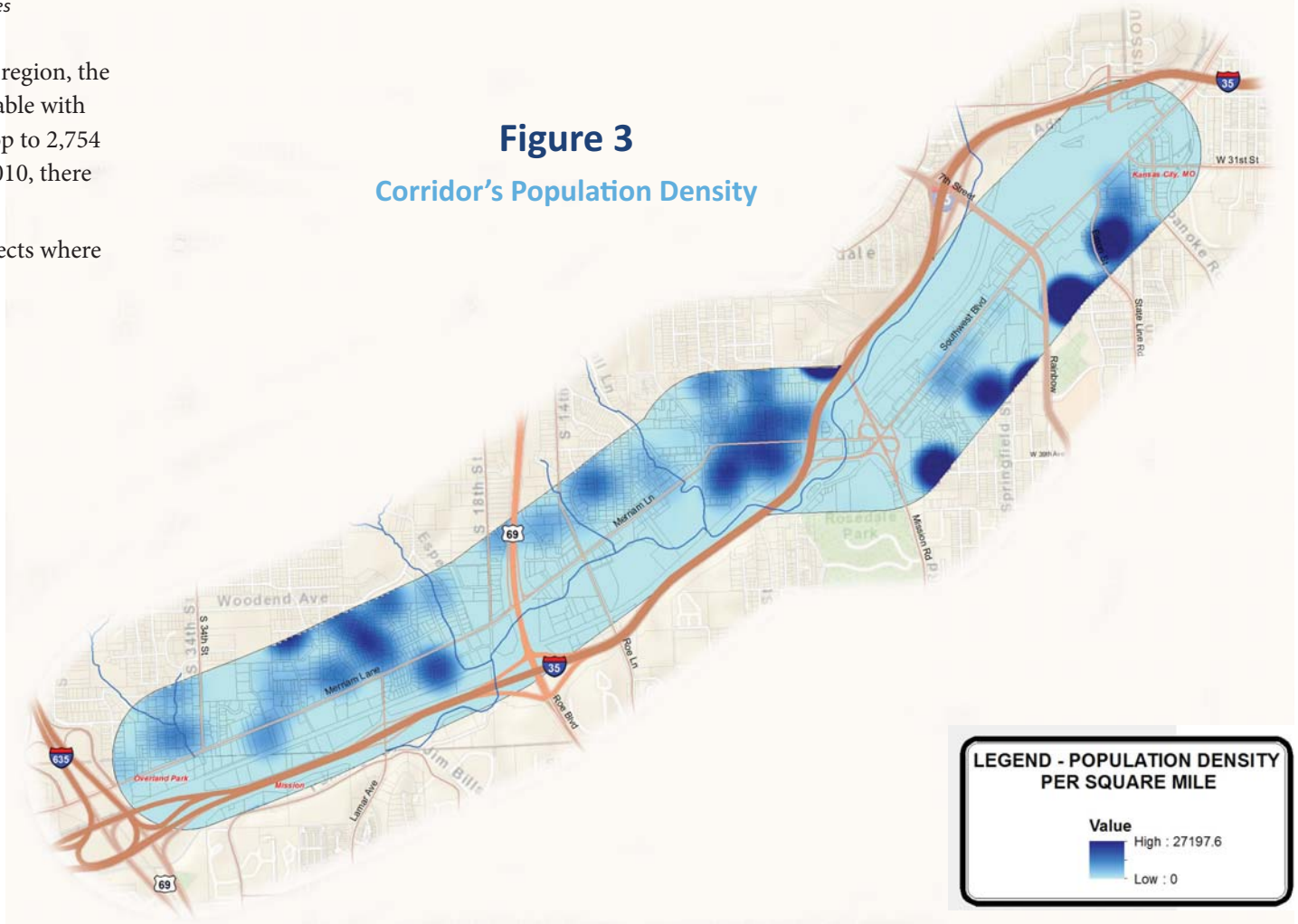
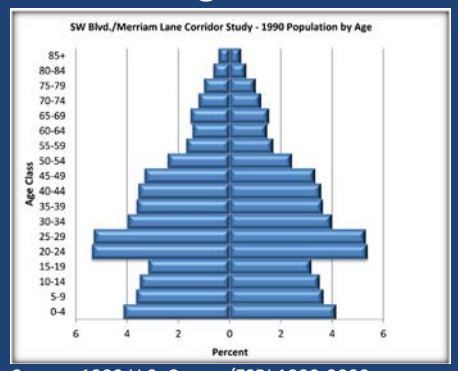
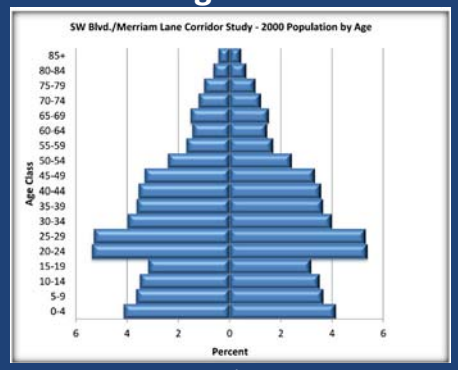


Figure 5



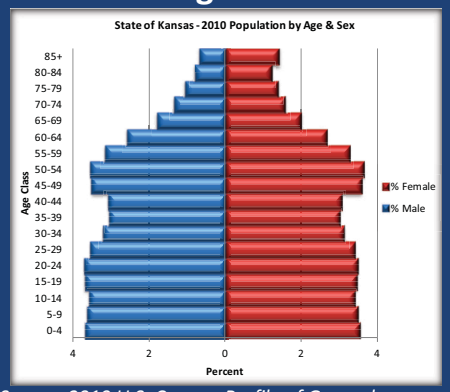
Source: 1990 U.S. Census/ESRI 1990-2000 Community Analyst Comparison Profile For Corridor

Figure 6



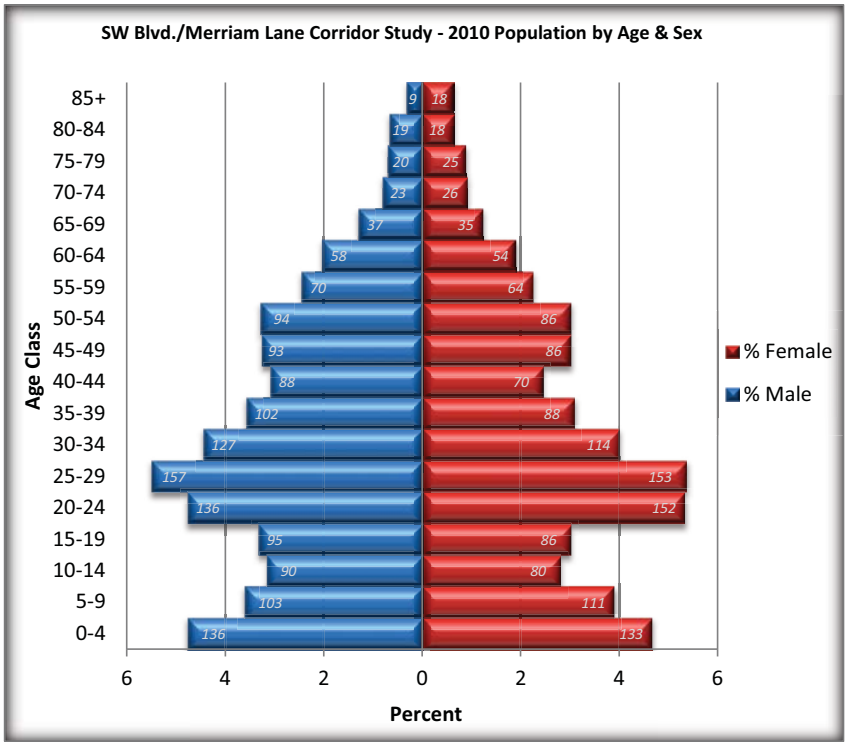
Source: 2000 U.S. Census/ESRI 1990-2000 Community Analyst Comparison Profile For Corridor

Figure 7



Source: 2010 U.S. Census, Profile of General Population and Housing Characteristics: 2010 (DP-1)

Figure 4



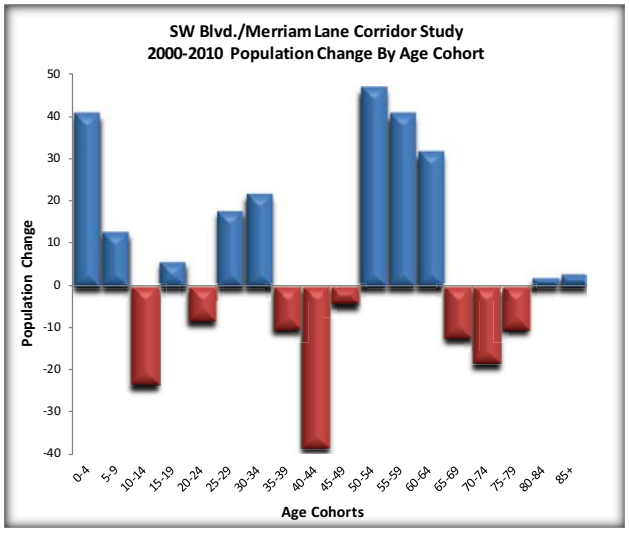
Source: 2010 U.S. Census STF1, P12 for corridor. Note: bars include actual population counts

Age/Sex pyramids illustrate the population of an area by five-year age increments and by sex. These graphics say a lot about the demographics of an area, or State for that matter, as noted in Figure 7. The 2010 Corridor pyramid above illustrates a number of things, most clearly that 20-somethings are the most prominent age group, making up over 1 in 5 residents (note the pyramid's bulge). Most interesting is that these age cohorts haven't changed in their prominence for 20 years, as noted by Figures 5 and 6. If the 20-somethings were staying in the neighborhood to put down roots, the bulge in the pyramid would move up with each decade. That hasn't happened. They are leaving as they age, yet they are being replaced by new 20-somethings. Why do the 20-somethings choose to leave? Perhaps it's not jobs, as those opportunities have been increasing in the Corridor, at least since 2002. Is it housing opportunities, quality of schools, appearance of neighborhoods, lack of recreation, crime?

While small in absolute numbers, do the trends in the pyramid changes tell us anything? The 2000 to 2010 changes (Figure 8) indicate increases in very young children and those in their late 20s and early 30s. The population in their 50s and early 60s also increased, most likely a reflection of the aging Baby Boomers. Decreases were also found in early teens and those in their late 30s and in their 40s. A modest loss in senior citizens was also noted.

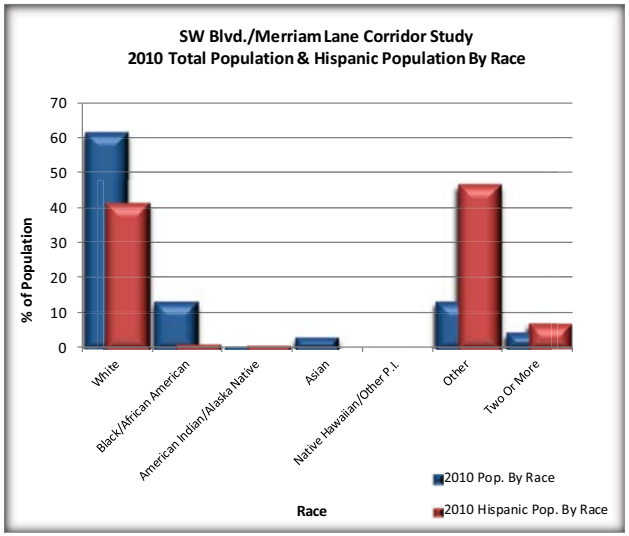
With regard to changes in the racial makeup of the Corridor, from 1990 to 2010 the white population declined from 76 percent to 62 percent, largely replaced with residents claiming either "two or more races" or "other". By 2010 the black population increased slightly to 14 percent, while Asians remained under 4 percent. Perhaps the most dramatic change along the Corridor during the last 20 years has been the number of people identifying themselves as Hispanic.

Figure 8



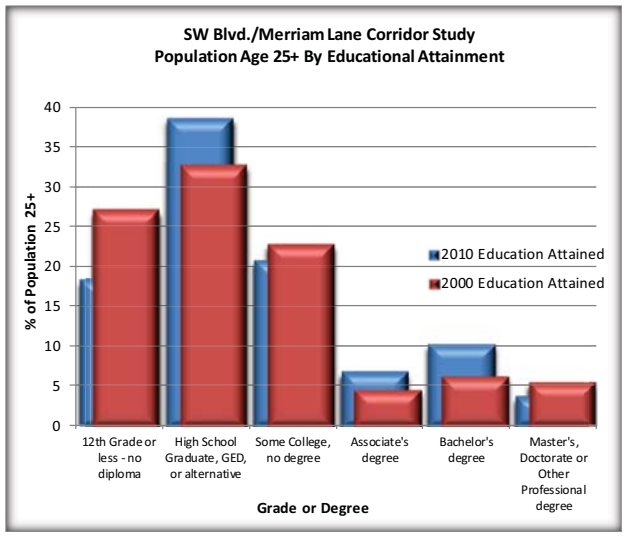
Source: 2010 U.S. Census STF1, P12 & 2000 Census/ESRI Community Analyst 1990-2000 Comparison Profile.

Figure 9



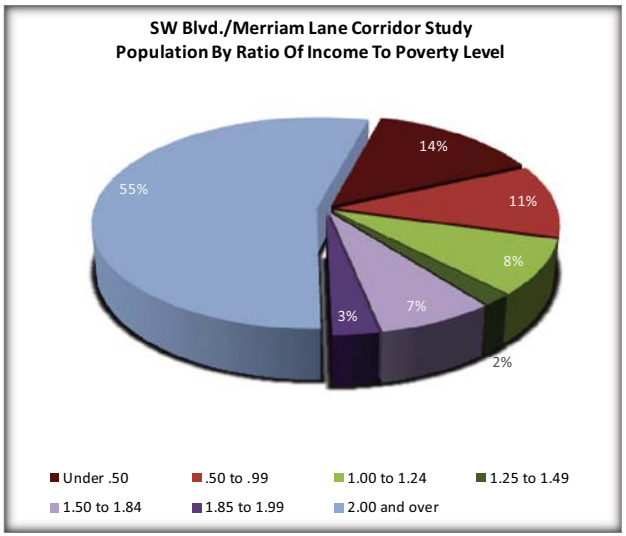
Source: U.S. Census 2010 Redistricting Data (PL 94-171)/ ESRI Community Analyst 2010 Census Profile

Figure 10



Source: U.S. Census 2000 & 2005-09 ACS Estimate/ESRI Community Analyst Summaries For Corridor. Lower percentages are subject to greater margins of error.

Figure 11



Source: 2005-09 U.S. Census ACS Estimate/ESRI Community Analyst Pop. Summary For Corridor. Note: Lower percentages are subject to greater margins of error.

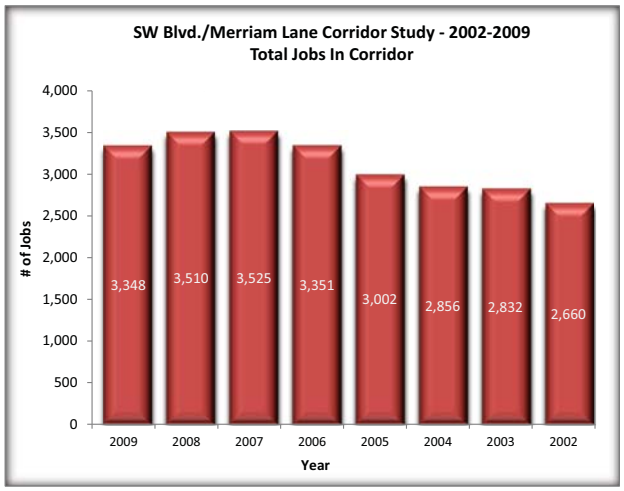
The 849 Hispanics in 2010 now represent almost 30 percent of the Corridor population compared to 18.3 percent in 2000 and just 11.4 percent in 1990 (Figure 9).

Figure 10 illustrates that education levels along the Corridor continued to improve between 2000 and 2010 with fewer residents having less than a high school education, and more residents having a high school diploma or a college degree of some type. However, this still lags behind the State of Kansas averages where 89 percent of those age 25 and older are high school graduates or higher and almost 29 percent have a bachelor's degree or higher. In addition, the 2005-09 Census ACS data estimates 522 Corridor kids ages three and older were enrolled in school of some type, including college.

While additional income data relating to households can be found in the housing section of this report, Figure 11 shows the total population by ratio of income to poverty level. Generally, various government assistance programs are often only available to populations with a ratio of under 2.00 — about 45 percent of the Corridor's population.

As noted previously and seen in Figure 12, the Corridor job situation has been strong with the number of jobs increasing 25 percent since 2002. Table 2 indicates that during that time the job mix by Industry Sector has changed with the number of construction and wholesale trade jobs declining significantly while numerous increases were seen particularly in manufacturing, transportation/warehousing, health care and social assistance, finance and insurance. Even the arts, entertainment and recreation sector became active during this time period.

Figure 12



Source: U.S. Census Bureau 2009 - On The Map

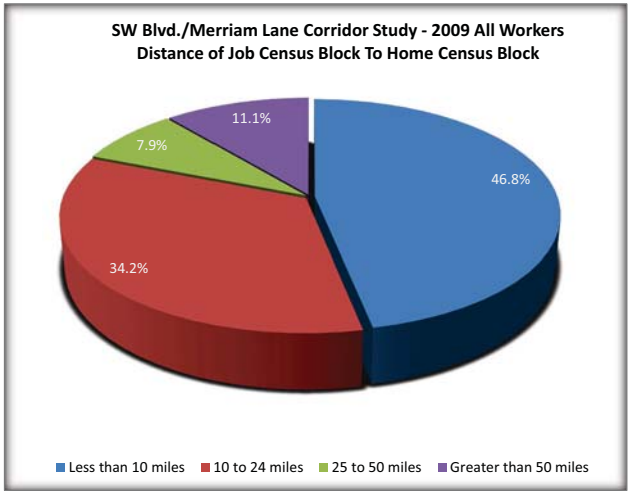
Of those workers in 2009, 88 percent were white, 9.3 percent were black and 16 percent were Hispanic. Almost 40 percent of those workers made $40,000 or more each year, compared to almost 27 percent that made $15,000 or less a year. Figures 13-16 reflect various commuting data and habits of the Corridor's labor force. Interestingly, of the Corridor labor force's 4,759 workers either living or working in the Corridor, only 35 actually live in the Corridor and work in the Corridor. Why aren't workers living closer to where they work? It's a green option that can reduce pollution and save households income now spent on transportation.

Table 2

Southwest Boulevard/Merriam Lane Corridor Study — 2002-09 Jobs Data

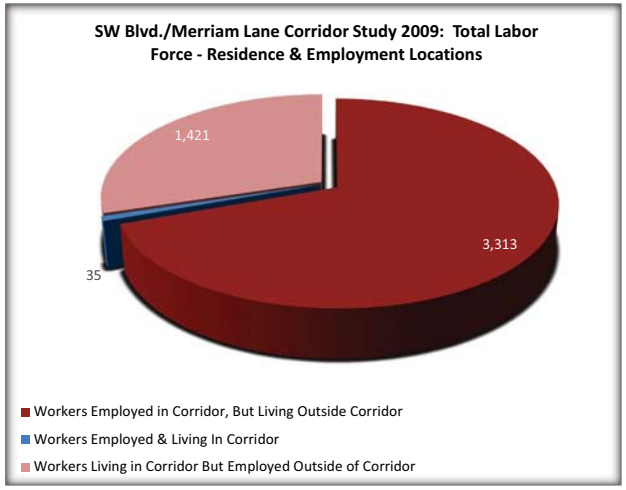
	2009		2002	
	Count	Share	Count	Share
Total All Jobs - Quarter Mile Buffer - State Line West To KC, KS Corp. Limits	3,348	100.0%	2,660	100.0%
Jobs by Worker Age				
Age 29 or younger	733	21.9%	638	24.0%
Age 30 to 54	2,052	61.3%	1,671	62.8%
Age 55 or older	563	16.8%	351	13.2%
Jobs by Earnings				
$1,250 per month or less	889	26.6%	561	21.1%
$1,251 to $3,333 per month	1,145	34.2%	1,242	46.7%
More than $3,333 per month	1,314	39.2%	857	32.2%
Jobs by NAICS Industry Sector				
Agriculture, Forestry, Fishing and Hunting	14	0.4%	7	0.3%
Mining, Quarrying, and Oil and Gas Extraction	5	0.1%	11	0.4%
Utilities	14	0.4%	0	0.0%
Construction	471	14.1%	925	34.8%
Manufacturing	873	26.1%	447	16.8%
Wholesale Trade	166	5.0%	325	12.2%
Retail Trade	241	7.2%	260	9.8%
Transportation and Warehousing	202	6.0%	43	1.6%
Information	34	1.0%	14	0.5%
Finance and Insurance	87	2.6%	6	0.2%
Real Estate and Rental and Leasing	34	1.0%	61	2.3%
Professional, Scientific, and Technical Services	121	3.6%	56	2.1%
Management of Companies and Enterprises	40	1.2%	0	0.0%
Administration & Support, Waste Management and Remediation	239	7.1%	144	5.4%
Educational Services	48	1.4%	3	0.1%
Health Care and Social Assistance	352	10.5%	148	5.6%
Arts, Entertainment, and Recreation	26	0.8%	0	0.0%
Accommodation and Food Services	262	7.8%	156	5.9%
Other Services (excluding Public Administration)	117	3.5%	54	2.0%
Public Administration	2	0.1%	0	0.0%
Jobs by Worker Race				
White Alone	2,884	86.1%	N/A	N/A
Black or African American Alone	312	9.3%	N/A	N/A
American Indian or Alaska Native Alone	39	1.2%	N/A	N/A
Asian Alone	65	1.9%	N/A	N/A
Native Hawaiian or Other Pacific Islander Alone	6	0.2%	N/A	N/A
Two or More Race Groups	42	1.3%	N/A	N/A
Jobs by Worker Ethnicity				
Not Hispanic or Latino	2,811	84.0%	N/A	N/A
Hispanic or Latino	537	16.0%	N/A	N/A
Jobs by Worker Educational Attainment				
Less than high school	397	11.9%	N/A	N/A
High school or equivalent, no college	784	23.4%	N/A	N/A
Some college or Associate degree	829	24.8%	N/A	N/A
Bachelor's degree or advanced degree	605	18.1%	N/A	N/A
Educational attainment not available (workers aged 29 or younger)	733	21.9%	N/A	N/A

Figure 13



Source: U.S. Census Bureau 2009 - On The Map

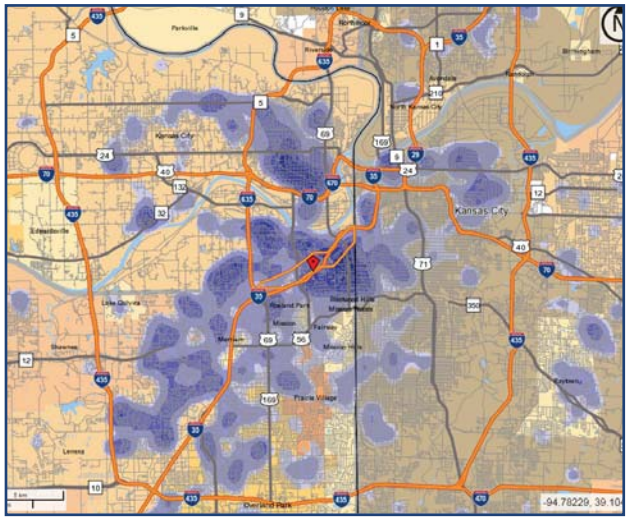
Figure 15



Source: U.S. Census Bureau 2009 - On The Map

Figure 14

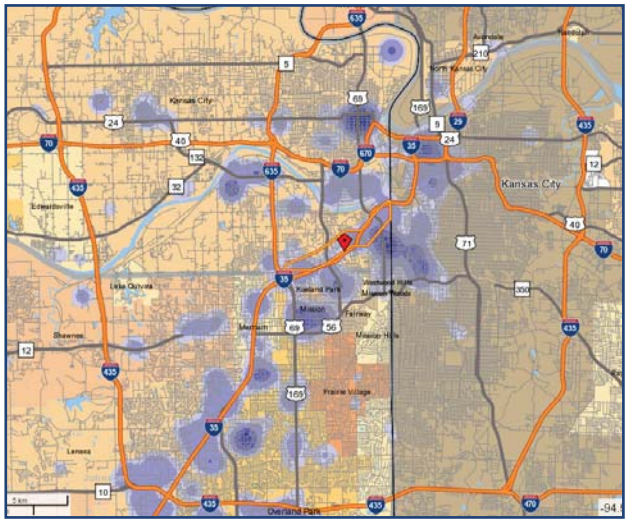
Corridor Labor Force Not Living In the Corridor — Where Do They Live?



Source: U.S. Census Bureau 2009 - On The Map

Figure 16

Corridor Labor Force Living In the Corridor — Where Do They Work?



Source: U.S. Census Bureau 2009 - On The Map

About the Data

Data for this study's demographic and housing graphics relate to the Kansas City, Kansas, portion of the Corridor only and were extracted from Census block and block group geographies using the GIS mapping block point method. As those Census boundaries can often extend well outside the half mile limit of this study, these figures should be looked upon as reasonable estimates of the Corridor's population and housing. 1990-2010 US Census data & 2005-09 ACS Census Estimates were used as the base data. The employment data in this report was derived from the U.S. Census "On the Map" web site and are actual points of data contained within the corridor boundaries. Unemployment Insurance Wage Records and other Census data sources were used to derive this data.

Health and Environment

Gauging Corridor Health

Introduction

The effect of land use on health has been apparent for almost a century. Zoning codes have based many provisions with 'promoting public health, safety and welfare' language. However, what started out as language protecting factory workers from industrial risks has evolved into how we design and build our communities to help reduce chronic disease due to physical inactivity and poor diets. Encouraging healthy behaviors and lifestyles are now the focus. The type of neighborhoods we live and work in can make it easier to attain recommended levels of physical activity. Similarly, good nutrition and easy access to healthy foods makes for a better built environment. This section will discuss where we are as a larger community, examine the Corridor's health elements and propose next steps to reduce the billions in direct medical costs related to the physical inactivity we experience as a nation today.

Community Health

A national report released by the Robert Wood Johnson Foundation (RWJF) this year ranking the health of nearly every county in the country once again placed Wyandotte County near the bottom of the list in Kansas, at 96 out of the 98 counties studied. The 2011 rankings mark the third consecutive year that Wyandotte County has ranked among the least healthy counties in Kansas. The foundation's 2010 report ranked it 94 out of the 99 Kansas counties studied. A 2009 report from the Kansas Health Institute ranked it last among the state's 105 counties.

The county's low rankings aren't because its residents lack access to health care. It ranked 53 for clinical care in the 2011 RWJF report, but last for social and economic factors – poverty, education, employment, community safety and family support. The Unified Government has taken these summary findings very seriously and has enlisted a health task force and steering committee with members from a broad cross section of the community, including school district superintendents, ministers, business people and the heads of social-service agencies to develop specific recommended community-wide strategies. These are excellent city-wide steps in the right direction.

Environmental Health

One of the more recent policy undertakings by the Unified Government is the adoption of the Complete Streets Resolution. This program requires a fundamental change to the way infrastructure improvements are designed and built. Both private and public construction are now required to have improvements address not only vehicular traffic but also people who walk and bike throughout the Corridor. The Unified Government Commissioners and staff should be applauded for this specific big step.

This Complete Streets Resolution is just one example of having a more comprehensive approach to improving corridor health. The Corridor study

primarily addresses the physical and environmental aspects for addressing community health policies with suggestions for improvements to the built environment along the Corridor. However, these aspects have a direct link to other factors that affect healthy behaviors such as promoting exercise and recreation, increasing access to healthy food or other opportunities for physical activity. Further improvement of social and economic factors will also have a strong effect on health within the Corridor and community.

Neighborhoods that are designed for active living and healthy eating provide greater opportunities for residents and workers to get fit, eat right and stay healthy.

Community Assessments

The first steps to determine what actions should be recommended was obtaining base line information of those who live and work within the Corridor in order to evaluate physical activity levels and nutrition-related behaviors, eating habits and access to healthy foods. In partnership with the RDA, Dr. Cheryl Gibson and her students at the KUMC documented several key area factors to establish these base lines.

Dr. Gibson and her students surveyed Corridor residents at health fairs and other venues to establish specific health attributes that will be used to focus efforts in the future to improve community wellness. A summary of these health surveys and assessments are appended to this report. What the Corridor demographic characteristics show is that it has a growing population of Hispanic or Latino families. Nationally, this demographic group is at a higher risk for physical inactivity or injury while being physically active. People at higher risk also include seniors who rely on walking, small children who don't understand traffic rules and are harder for drivers to see, people of low income, and people with disabilities. Local data collected for the purpose of establishing the Corridor's baseline is another excellent first step. These partnerships must continue to champion and implement strategies for improvement, as was the case with the recently adopted Complete Streets policy mentioned above. This report will list suggested implementation action items related to this topic. One will include development of Health Impact review criteria incorporating health considerations to guide decision makers as new development projects are initiated.

Outreach and Activity Areas

Many factors influence the Corridor's physical activity levels and the diet of Corridor residents. The built environment is only one factor; however, it is an important one. Programs to educate those who live and work in the Corridor about health and encourage them to adopt healthy habits should be considered. Cooking classes at local churches, "Bagels on the Boulevard" for bicyclists, walking clubs, easy recipes at the farmers market and "Bike-Night at the Boulevard Drive-In" all are opportunities that should be built upon. All of these pro-active events and community outreach venues are useful. Partnerships should consider additional programs that motivate area residents, workers and Corridor visitors.

There are some exciting projects currently in development. Capitalizing on the attributes of the future Turkey Creek Environmental Enhancement Area will provide excellent recreational opportunities for Corridor and metro-area residents as will

completion of the MetroGreen trailway plan for Turkey Creek. Realistically, those larger community projects will take many dollars and many years to implement. However, there are potentially smaller and short-term improvements that should be considered like vacant lots for use as soccer fields and pocket park locations. Even a private wakeboard park was envisioned during the visioning sessions. One of the Corridor's biggest attributes on the drawing board will be dedicated bicycle lanes for everyone to enjoy.

Environment

Energy Efficiency and Renewable Energy Sources

The Green Corridor, if it wishes to be true to its name, can lead by example in transforming itself with energy efficiency and use of renewable energy sources. The Unified Government and Board of Public Utilities have implemented a number of energy efficiency programs since the City decided to be a "Green Community" in 2007 when it updated its master plan.

The goal to be a Green Community is consistent with the increased recognition of energy costs and carbon footprints. People are looking at the cost of housing and transportation in total when deciding where to live. When people look at "full costs", the Corridor with its central location becomes a more logical choice in which to locate.

As the cost of transportation rises, the value of real estate in neighborhoods and work places within close proximity of public transportation will increase. An admittedly extreme example is in large urban areas where a new light rail or subway stop can double the value of property.

In addition to City-led initiatives, there are a number of similar programs that the Corridor can take advantage of from the Metropolitan Energy Center, Mid-America Regional Council and Kansas Energy Office. Because of the many available information resources and funding programs, the Corridor planners do not need to reinvent the wheel. The Corridor can, however, fill an important gap in promoting and implementing green practices because of its highly organized internal community. The Corridor houses the Rosedale Development Association (RDA), Turner Community Connections (TCC) and the Rosedale Business Stakeholders (RBS) who can lead the community and get the word out to residents, businesses and churches about energy-efficiency programs and the long-term pay backs in energy savings. Some of the available energy-efficiency programs are:

- Homeowner Energy Efficiency Appliance Rebate Program
- New Housing Energy Conservation Grant Program
- BPU Energy Smart Electric Heating Rebate Program
- Low Income Weatherization Assistance Program
- MARC First Suburbs Home Equity Loan Program
- Federal Tax Credit Home Energy Program
- Kansas Energy Efficiency 0 percent Loan Program (KEEP)

An indicator of sustainable, energy-efficient construction is LEED certification. While some may not obtain LEED designation due to the application costs, frequently homes and commercial buildings are constructed to LEED standards because it makes sense

long term to decreases operating costs and increase the property's resale value.

In some instances LEED standards conflict with local building codes. Planning and building officials should be flexible, without sacrificing safety, so it is easy to design and construct a structure that has many of the LEED attributes and which are energy efficient and sustainable.

Streetlighting – The Corridor Plan calls for new streetscape as capital budgets and grant opportunities permit. The largest energy cost in a city budget is typically streetlighting. Many cities in the Kansas City metropolitan area are currently testing different technologies of energy efficient streetlighting that use LED and induction technology. The new technologies are nearly twice the cost of existing high pressure sodium streetlights most often used today. However, the newer technologies last twice as long, cost less to maintain, and use 20 to 40 percent less energy which reduces the carbon footprint of a community. It is recommended that new energy-efficient streetlights be used in the Corridor, particularly as segments of Merriam Lane and Southwest Boulevard are reconstructed.

ICC Energy Conservation Code (IECC) – The UG is in the process of adopting the 2009 International Energy Conservation Code for the entire city. This is a national code that is a companion to the residential and commercial building codes that regulate new construction and remodeling.

A study commissioned for the State of Missouri by the Building Code Assistance Project (BCAP) showed the cost increase of building a 2400 sq. ft. home, valued at $267,000, to the 2009 IECC was $1,519 (.6 percent). This corresponds to an increase in the down payment of $304 and $6.56 in the monthly mortgage payment. However, building to the 2009 IEC also reduces energy cost for electricity and gas by 26 percent. The average expected break-even point was shown to be 14 months.

The Board of Public Utilities is offering incentives to property owners to retrofit their properties to be more efficient. It is recommended that the RDA, TCC and RBS support the BPU in promoting the program. Not only do energy retrofits pay for themselves in reduced utility costs, they also enhance the value of properties.

Solid Waste Reduction, Recycling and Composting

There are three landfills in the nine-county metropolitan area that accept trash from homes and businesses. One has less than six years left until it closes and the other two each have an expected lifespan of approximately 20 years. It can take up to 10 years or longer for a new landfill to move through the approval process. As landfills close, the cost of trash disposal rises as a result of increased transportation costs and increased disposal rates.

Household and commercial trash makes up more than 50 percent of what we put in landfills. According to a MARC study, more than 90 percent of people in our metropolitan area say that it is important to recycle. But, as of 2005, only about 20 percent of our waste is recycled. The Green Corridor is part of the MARC Solid Waste Management District that encourages waste reduction, reuse and recycling. Targets for recycling and diverting waste from the landfills have been set for the region – 40 percent by 2013, 60 percent by 2018 and 80 percent by 2023. While this may seem unachievable, there are cities in the United States that divert nearly 60 percent of their waste and most European cities divert an even greater percent of waste.

A 2008 study of landfills produced by MARC showed that urban dwellers are much more prone to recycle than suburban dwellers. The Unified Government operates a curbside recycling program, as well as a recycling center and household hazardous waste center. In 2010, the city stepped up its education and outreach programs in support of curbside recycling and composting.

It is recommended that the Corridor, through RDA, TCC and RBS, also support the efforts of the Unified Government and MARC Solid Waste Management District to divert household and business solid waste away from landfills so as to extend their years of operation.

In addition to recycling, businesses along the Corridor have indicated that there should be an information exchange about reusable manufactured waste by-products within the Corridor and throughout the metropolitan area. One example on the Missouri side of Southwest Boulevard is Boulevard Brewery, who is recycling glass to a local manufacturer of insulation. Their product is now being put into many homes and businesses in the region.

Noise

The community along Merriam Lane and Southwest Boulevard is very tolerant of noise from vehicles whether it comes from the main thoroughfare or from adjacent I-35. However, one of the most frequently heard complaints concerns noise from the railroad. When trains pass by, conversations are paused in businesses, churches and homes along the Corridor.

The Consultant Team met with Burlington Northern to discuss the possibility of constructing overpasses or quiet zones such as those in Olathe and Lenexa. Neither option eliminates the noise of passing trains. However, they do eliminate the loud noise from their horns sounded at every train crossing. Overpasses also eliminate vehicle backups at train crossings and the danger of cars being hit by trains.

Quiet zones and overpasses are very expensive. The cost of overpasses is in the millions. The cost of construction is also borne by the city. Both quiet zones and overpasses have to be carefully engineered as each location is different. Costs can vary greatly depending on the situation. However, to give an example of the cost of a quiet zone, one installed in a nearby Kansas City suburb on a typical two-lane residential street cost $200,000. It was paid for by a residential developer who was selling lots near the road crossing.

In discussions with Burlington Northern, it was discovered that quiet zones are possible at all at-grade railroad crossings within the Corridor. It is recommended that the City study these projects. In terms of overpasses, one taking 24th Street (Lamar) over the railroad tracks and connecting with I-35 may be possible. However, an overpass taking Southwest Boulevard over the tracks is not possible due to both I-35 and Mission Road being elevated at that location.

Low Impact Development and Green Infrastructure

Low Impact Development (LID), sometimes known as Green Infrastructure, is an ecologically friendly approach to site development and storm water management that aims to mitigate development impacts to land, water and air. The approach emphasizes the integration of site design and planning techniques that conserve natural systems and hydrologic functions. The practice has been successfully integrated into municipal development codes throughout the United States and in the Kansas City region. Specifically, LID aims to:

- Preserve open space and minimize land disturbance
- Protect natural drainage ways, vegetation, and soils
- Customize site design to each site
- Incorporate natural site elements such as wetlands and stream corridors
- Manage stormwater at its source

The most prevalent use of LID in the region has been the use of bioswales, natural vegetation and open streams to improve water quality instead of transporting it through pipes all the way to the river. Municipalities have increased setbacks to protect streams so they can properly function if left in their natural state.

Another term synonymous with LID is Green Infrastructure. In the 1980s, in the Kansas City region, planners began creating a trail system through the metropolitan area and today this is called the MetroGreen Plan. There are many examples of bio-retentions basins and bioswales to improve water quality of runoff from streets and parking lots. Development codes are also attempting to reduce runoff caused by development by minimizing impervious surfaces. Examples are minimizing the size of parking lots, requiring pervious pavement for excess parking, narrowing traffic lanes and parking spots, and incorporating more natural vegetation.

The Corridor has drainage-ways that have eroded over time that will need to be re-engineered and reconstucted. Plans are already underway to improve sections of Merriam Lane and Southwest Boulevard. It is recommended that the principles of LID and Green Infrastructure be followed as these areas are improved.

LID is just one of many elements of sustainable communities. Other elements include taking advantage of community assets such as local parks, institutions such as schools, and public investments that identify a community. Examples in Rosedale are the Rosedale Arch, which overlooks the Corridor, and Whitmore Park, across from the RDA offices, which is consistently used by young people in the neighborhood.

Sustainable communities have low carbon footprints because of their compact design, diversity of housing choices and nearby retail stores, churches and schools. Residents of a sustainable community should not have to move away from friends and activities when looking for a larger place to live as the family increases and decreases in size. Sustainable communities also have good sidewalks and a safe, walkable environment. Residents should be able to visit friends and run errands without relying on a car.

Topography and Hydrology

Over the last 600,000 to 800,000 years, land form in the Kansas City area has been shaped by a number of geologic processes. Ice sheets during the Independence

glaciation period and drainage-area cuts by the erosive action of rivers and their tributaries are two of the more important factors for the study area. Both topography and hydrology have defined the Corridor due in part to its location near the confluence of the Kansas and Missouri rivers. These rivers and their tributaries, such as Turkey Creek which bisects the Corridor, have left large valleys with significant steep bluffs. These slopes and breaks formed by differential erosion of limestone, shale and sandstone can be found along both of these rivers and their many tributaries. As noted in Table 3, elevations vary dramatically in the area, falling some 264 feet from the well-known KUMC north along Rainbow and 7th Streets to the Kansas river.

These steep slopes have influenced past development patterns in the area including street and traffic patterns as well as land uses. Significant acreages along the Corridor remain vacant to this day, in part, because they are too steep to be economically developed. These steep slopes often contain large mature trees providing the Corridor with a unique natural green edge. Yet the Green Corridor is located just a short distance from the urban cores of downtown Kansas City, Kansas, and Kansas City, Missouri.

The major hydrologic feature in the Corridor is Turkey Creek (a perennial stream) and its associated 100-year flood plain located along the creek. A number of smaller intermittent creeks and streams lace the Corridor which is wholly contained within the 23 square-mile Turkey Creek watershed basin. I-35 is located adjacent to the creek for much of its length and both it and the creek pass through most of the Corridor's four-plus mile length.

Over the years, development occurred along significant portions of the creek's floodplain. As

U.S. Army Corps of Engineers Turkey Creek Flood Control Diversion Tunnel

noted in the history section, Turkey Creek has been prone to flooding, with extreme floods occurring in 1993 and 1998. Since 2004, the U.S. Army Corps of Engineers has been working on an estimated $120 million in drainage and flood control projects expected to be completed in 2016. These projects, as detailed in Figure 17, are expected to improve drainage and reduce flooding in the central and eastern portions of the study area. Also, the former railroad yard, located between I-35 & Southwest Boulevard near 7th Street is being rehabilitated into a high quality natural open space. The environmental enhancement plan for that area, still under construction, will restore the area to a healthy, riparian tract using a mix of native grasses, wildflowers, trees and shrubs. The proposed plan also includes a future bicycle/pedestrian trail that will wind its way through the area and provide important links to other similar local and bi-state bicycle and pedestrian facilities.

Table 3
Southwest Boulevard/Merriam Lane Corridor Area Selected Elevations

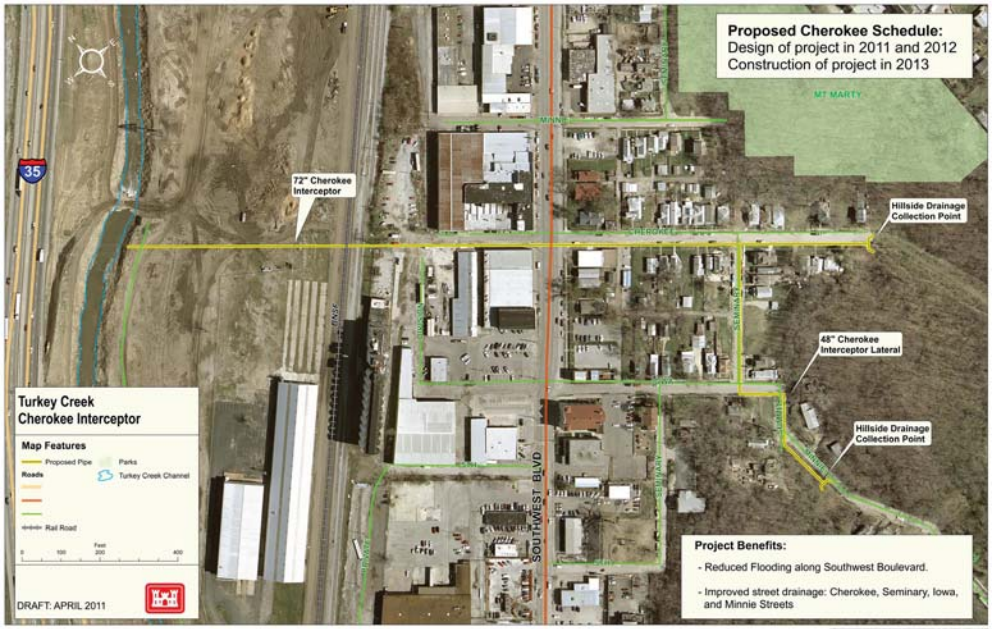
Location	Elevation Above Sea Level (in Feet)
47th & Mission Road	992'
KU Hospital - Southeast corner	986'
39th & Rainbow	953'
Rosedale Arch	920'
Turkey Creek at 7th Street Bridge	754'
Kansas River East of 7th Street (Near lowest spot in Wyandotte County)	722'
Turkey Creek at Lamar Ave.	830'
Near JC Harmon High School (Northwest of Corridor)	1030'+

1951 Flooding in the Corridor. Courtesy Missouri Valley Special Collection.

Figure 17

U.S. Army Corps of Engineers Corridor Flood Reduction Projects

U.S. Army Corps of Engineers. Construction on 41-acre Turkey Creek Environmental Enhancement Area Along Turkey Creek with treed bluffs in background. Looking south toward Southwest Boulevard.



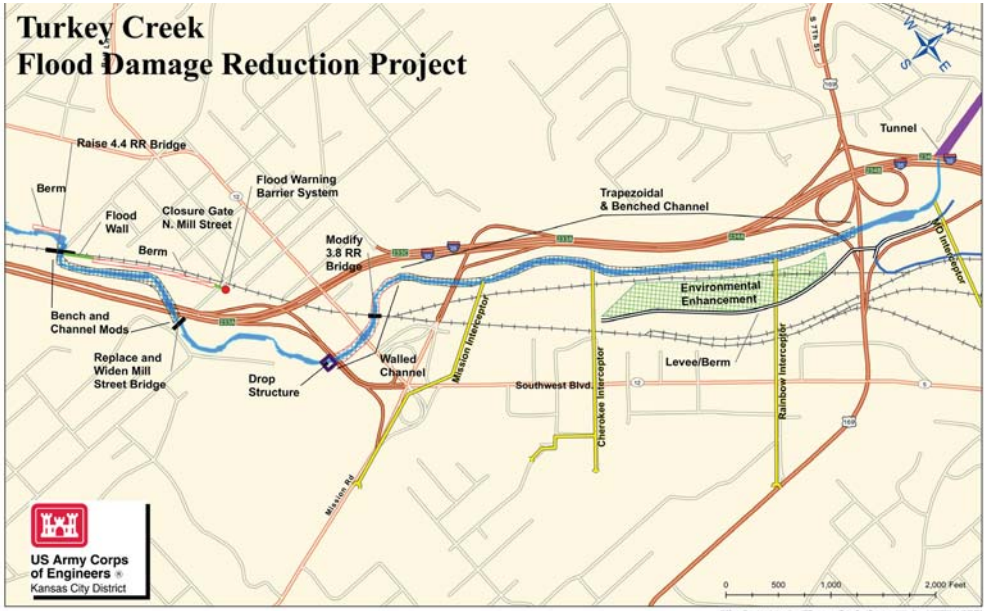
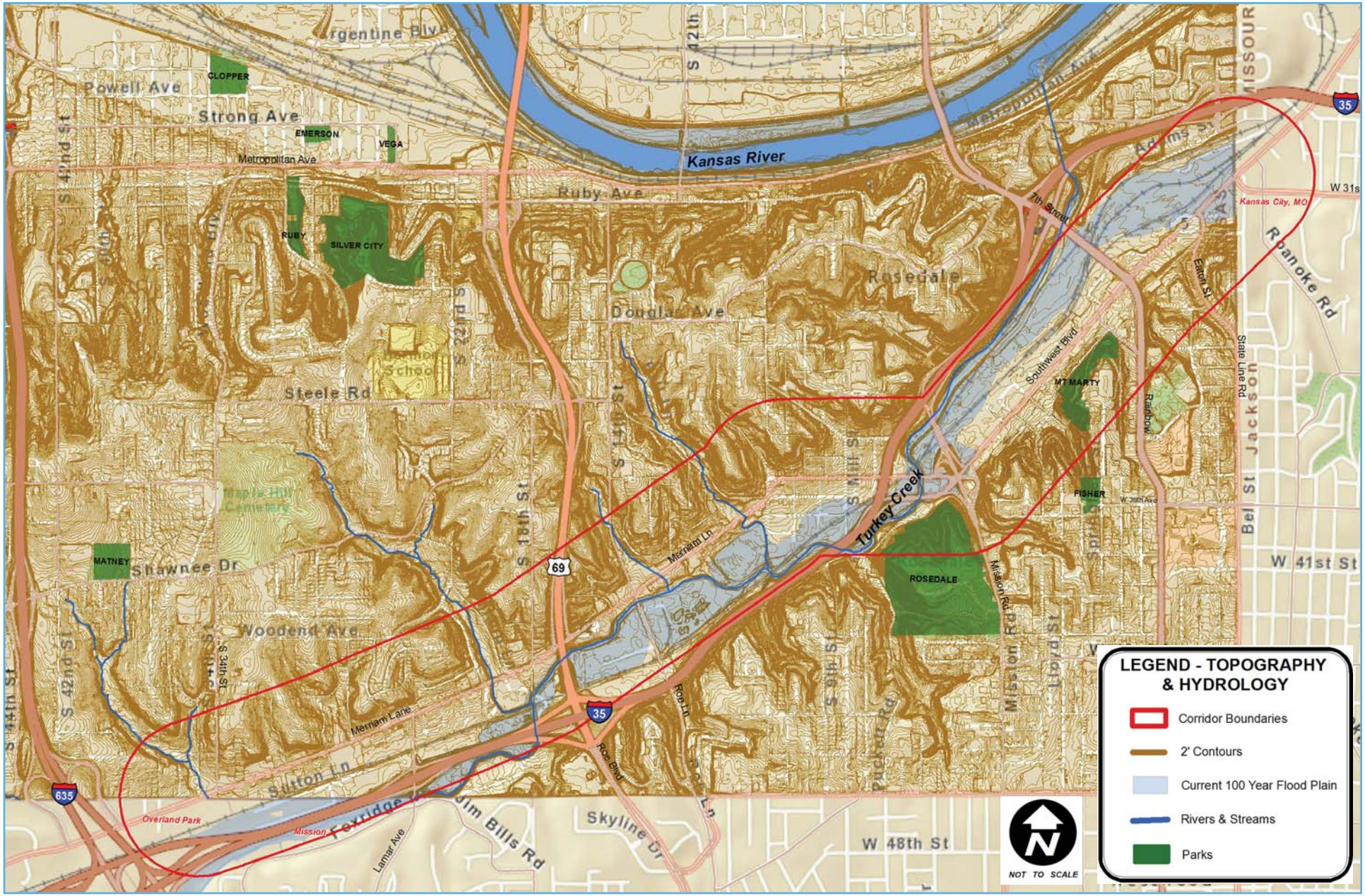


Figure 18
Corridor Topography & Hydrology

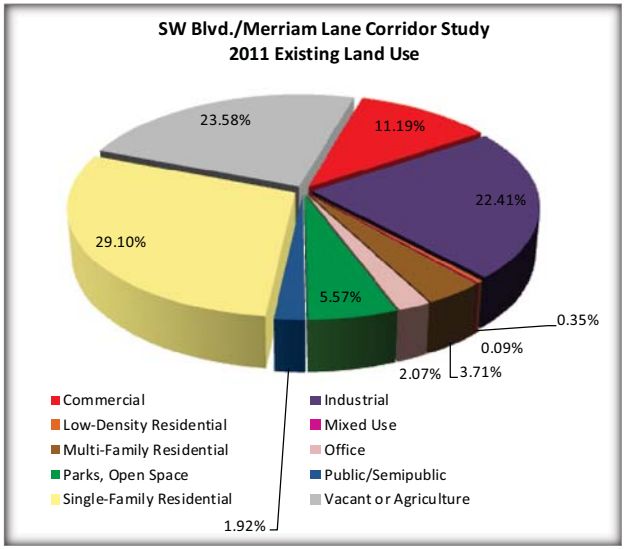


Note: Flood control projects underway or completed will reduce the size of the 100-year flood plain in the eastern portions of the Corridor.

Land Use

Existing Land Use/Zoning

Figure 19



Source: Wyandotte County Appraisers Office with modifications from GAP consulting. Percentages calculated without ROW.

History has shaped the land uses of the Corridor as much as the Kansas River and Turkey Creek. The Rosedale portion of the Corridor was originally platted in 1872, and many structures and their associated land uses have been built, changed or removed since that time. Today, the total Corridor includes 1,406 acres, or about 2.2 square miles, though the following maps relate to the Kansas City, Kansas, portion of the study area which contains 1,249 acres or about 1.95 square miles.

Figure 20

Existing Land Use Map

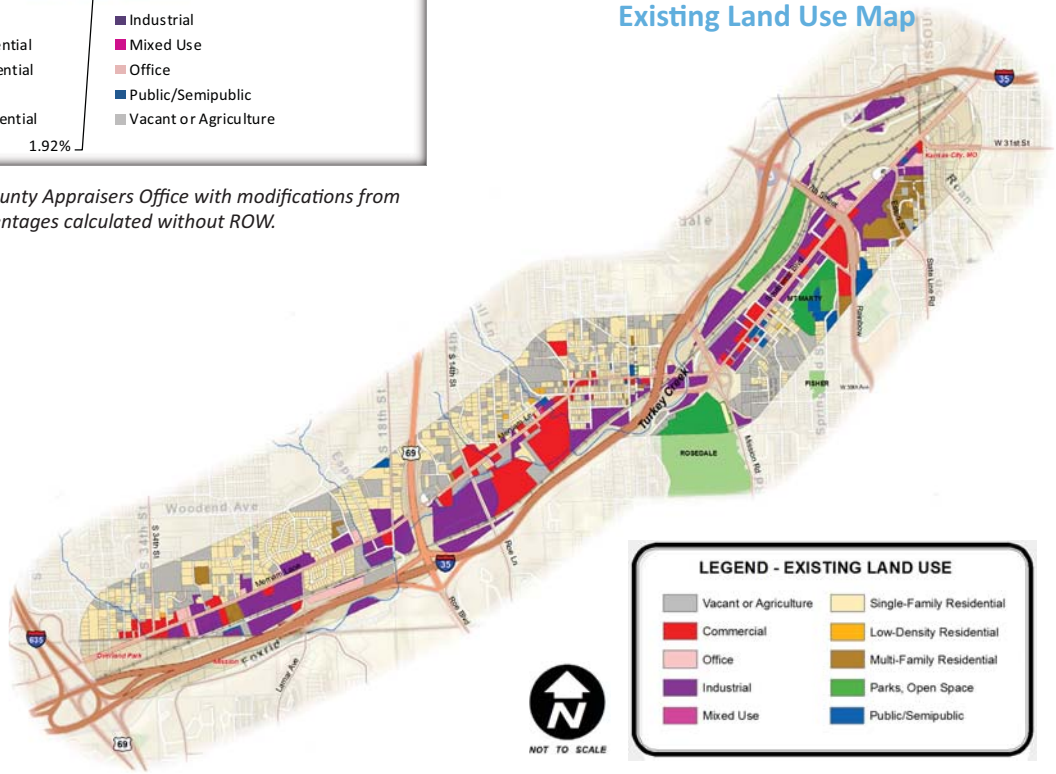
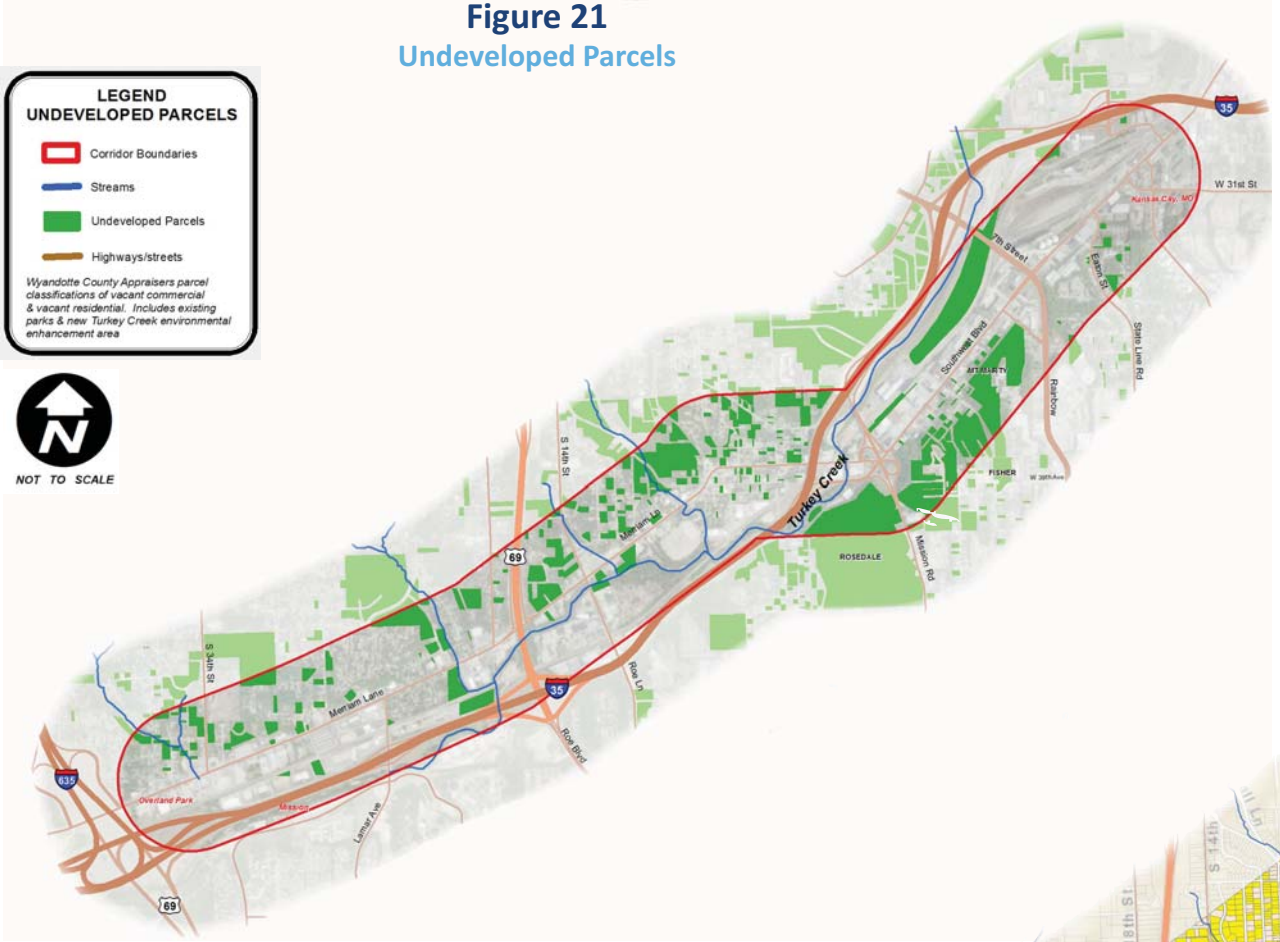


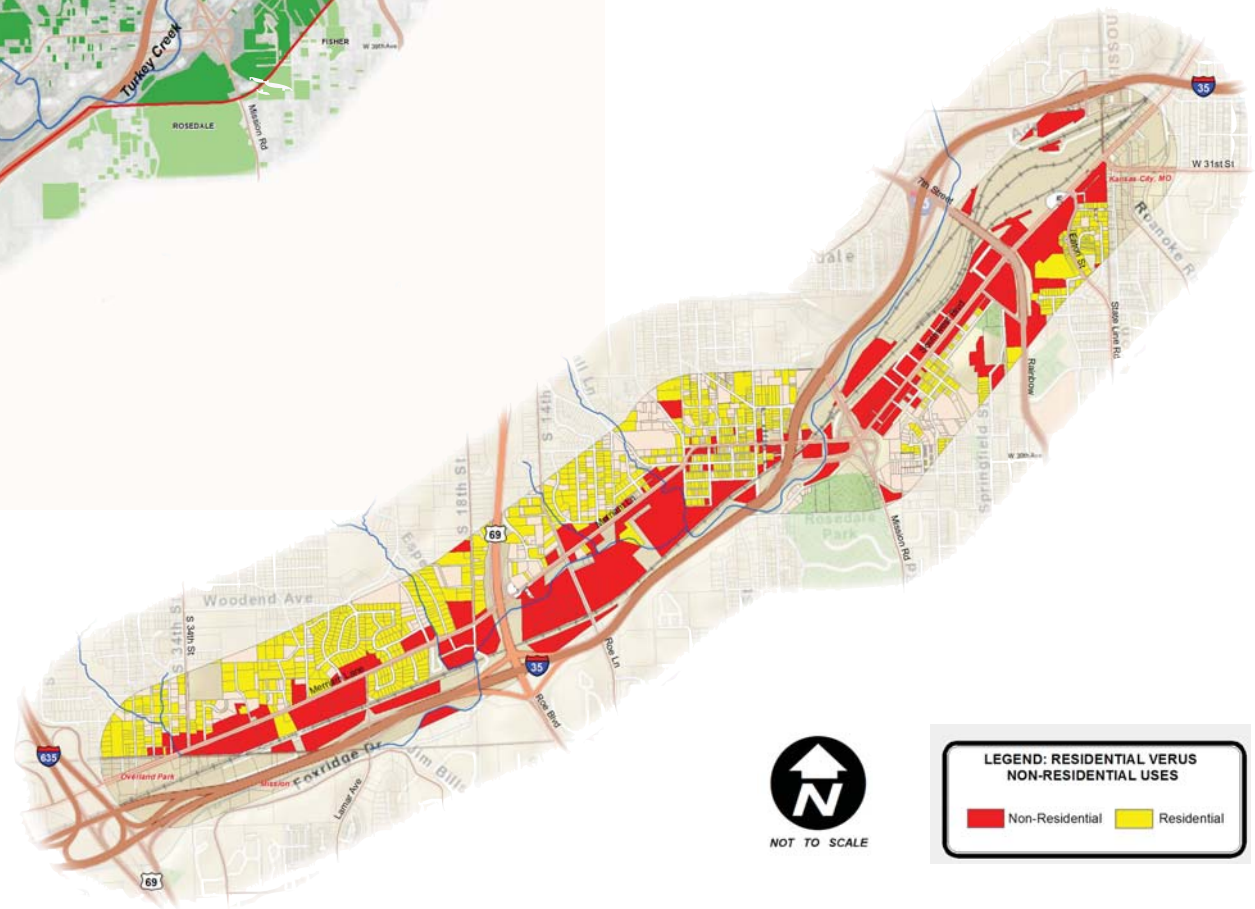
Figure 21
Undeveloped Parcels



Source: Wyandotte County Appraisers Office with modifications from GAP consulting

Vacant Tracts — The area's steep slopes have prevented some development and protected significant stands of mature trees. Currently almost 30 percent of the Corridor remains vacant, 23 percent in vacant tracts and another 6 percent in parks and open space.

Figure 22
Residential Versus Non-Residential Uses As A Percentage Of Developed Tracts



Source: Wyandotte County Appraisers Office with modifications from GAP consulting.

A Balanced Tax Base — Comparing residential to non-residential uses is one way to assess a corridor's tax base. Of all the developed land, the Green Corridor currently has an acreage ratio of 53 percent non-residential to 47 percent residential uses, an excellent ratio and one which many cities would like to emulate.

Figure 23
Current Zoning

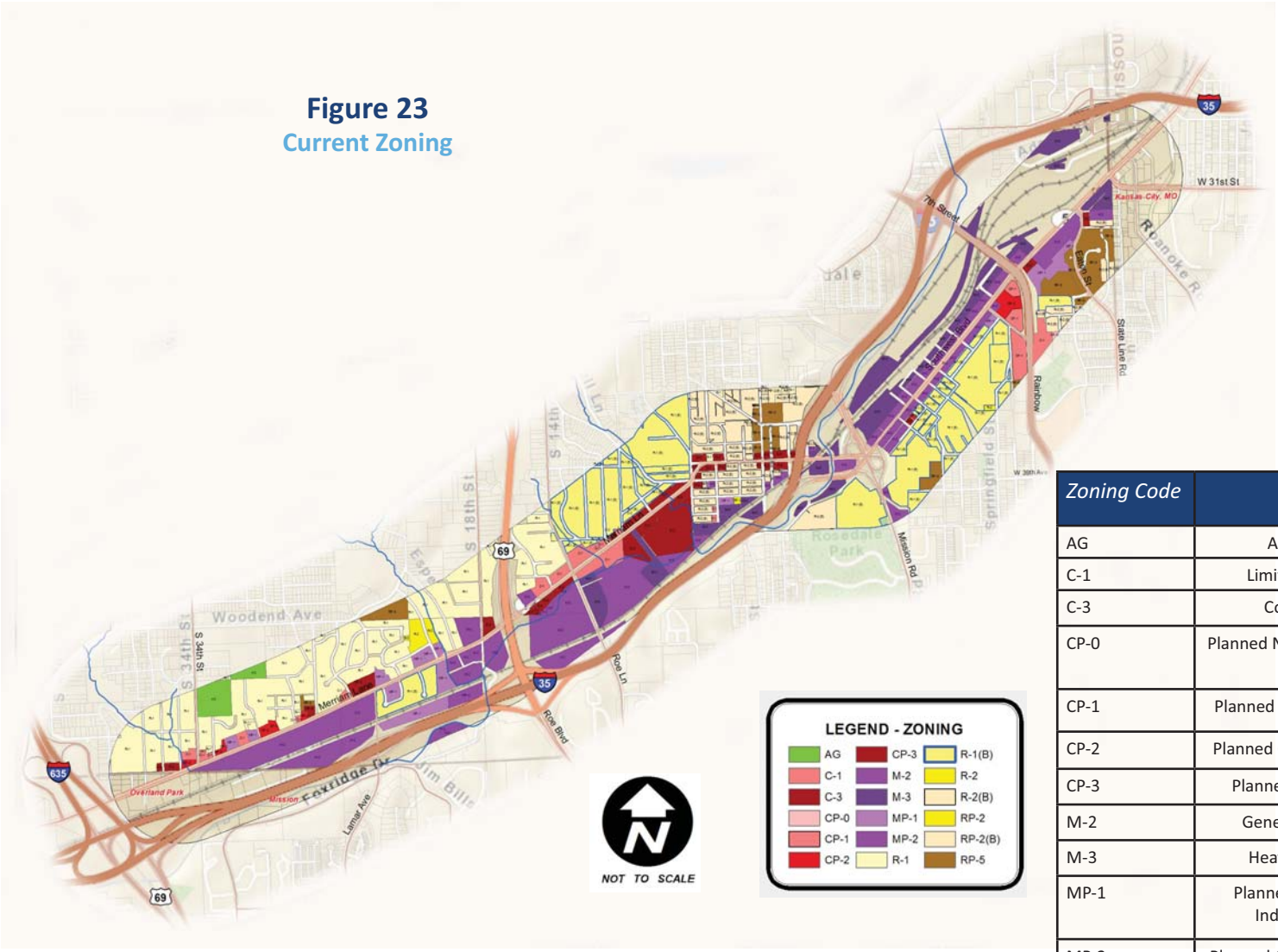


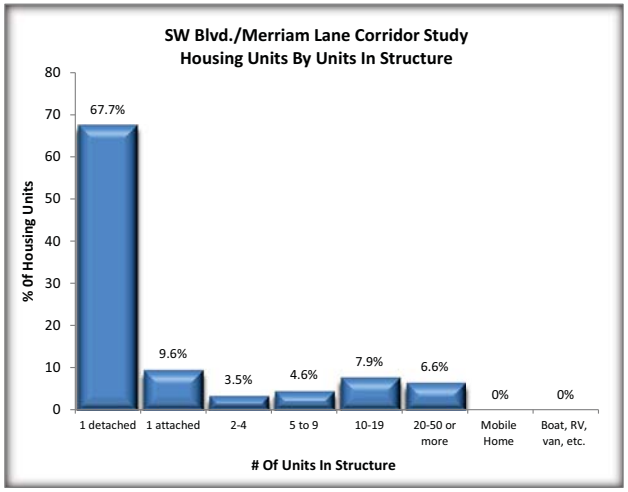
Table 4
Zoning Summary

Zoning Code	Description	Total Acres	% of Total Area
AG	Agriculture District	11.81	0.95%
C-1	Limited Business District	21.46	1.72%
C-3	Commercial District	41.27	3.31%
CP-0	Planned Nonretail Business District	0.26	0.02%
CP-1	Planned Limited Business District	8.44	0.68%
CP-2	Planned General Business District	7.30	0.59%
CP-3	Planned Commercial District	3.81	0.31%
M-2	General Industrial District	149.04	11.96%
M-3	Heavy Industrial District	73.80	5.92%
MP-1	Planned Light Industrial and Industrial Park District	25.02	2.01%
MP-2	Planned General Industrial District	3.61	0.29%
R-1	Single Family District	162.75	13.06%
R-1(B)	Single Family District	164.74	13.22%
R-2	Two Family District	5.72	0.46%
R-2(B)	Two Family District	64.88	5.21%
RP-2	Planned Two Family District	0.39	0.03%
RP-2(B)	Planned Two Family District	1.18	0.09%
RP-5	Planned Apartment District	37.88	3.04%
	TOTAL	783.38	62.87%

NOTE: Does not include right of way.

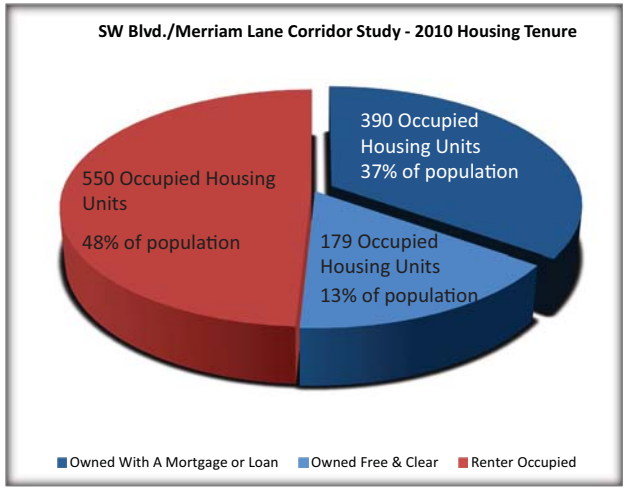
Housing

Figure 24



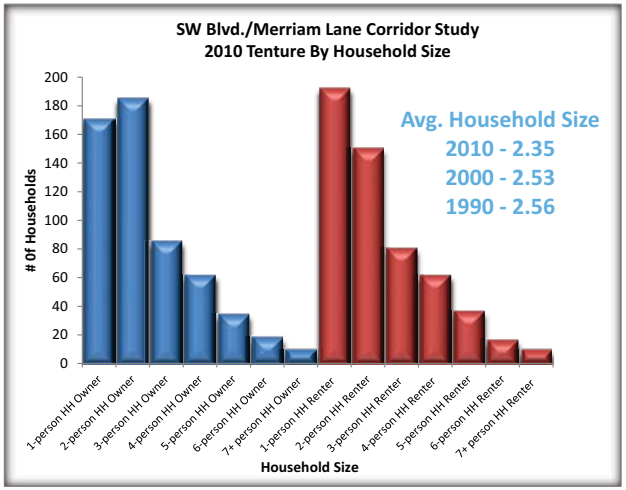
Source: 2005-09 U.S. Census ACS Estimate/ESRI Community Analyst Housing Summary For Corridor. Note: Lower percentages are subject to greater margins of error.

Figure 25



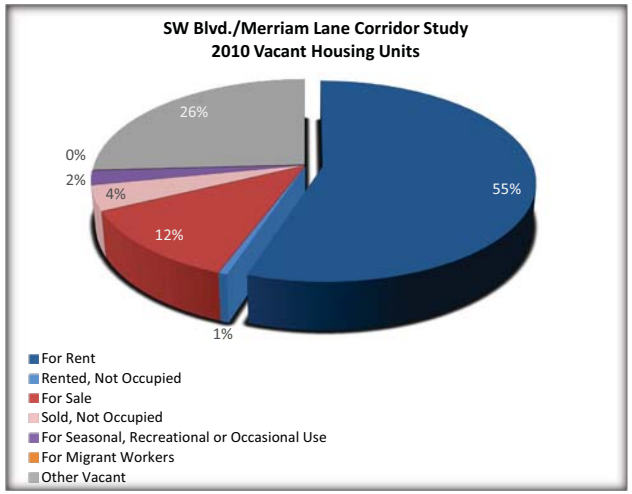
Source: 2010 U.S. Census STF1, H11,H4,& H12 for corridor

Figure 26



Source: 2010 U.S. Census STF1, H16 for corridor

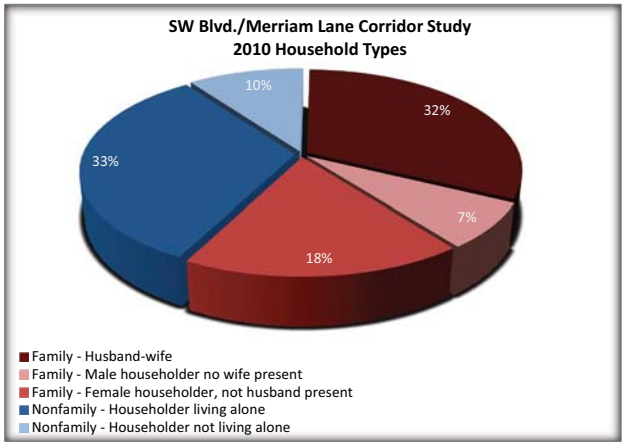
Figure 27



Source: 2010 U.S. Census STF1, H5 for corridor

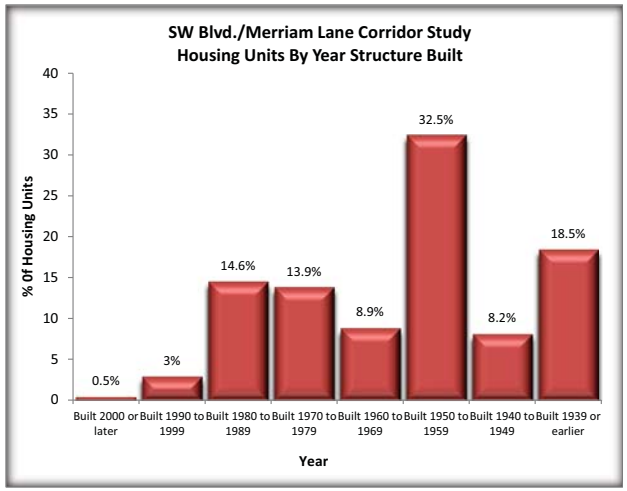
According to the 2010 US Census, there were an estimated 1,293 housing units in the Corridor, with over 13 percent of those vacant. As seen in Figure 24, those units are predominately single-family in nature. Figure 25 indicates that almost half of those units are renter-occupied and of the remaining owner-occupied units, almost 16 percent are owned free and clear, with no mortgage. The 2005-09 U.S. Census ACS estimate indicated that almost 12 percent of owner-occupied units in the Corridor had a second mortgage, home equity loan or both. Figure 26 illustrates household size by tenture. Interestingly, unlike many suburban communities, owner-occupied and renter-occupied units were similar in size at 2.4 and 2.3 persons per household, respectively. The Corridor has also continued to follow national trends with respect to average household size, dropping from 2.56 persons per household in 1990 to 2.35 persons per household in 2010. Figure 27 reflects that of the 174 vacant housing units, 56 percent are intended as rentals, with less than 16 percent noted for sale or recently sold. With regard to other units, the Census Bureau does not count a vacant unit if it is exposed to the elements, that is, if the roof, walls, windows or doors no longer

Figure 28



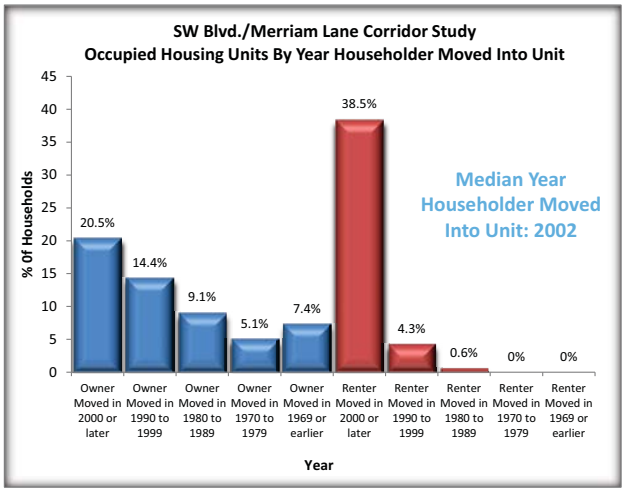
Source: 2010 U.S. Census STF1, P18 for corridor

Figure 29



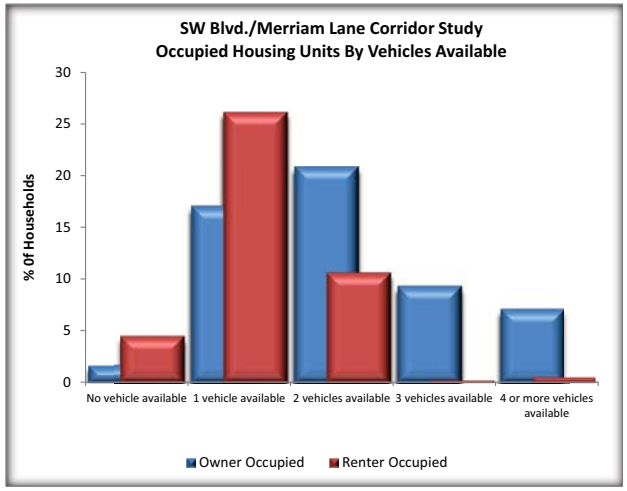
Source: 2005-09 U.S. Census ACS Estimate/ESRI Community Analyst Housing Summary For Corridor. Note: Lower percentages are subject to greater margins of error

Figure 30



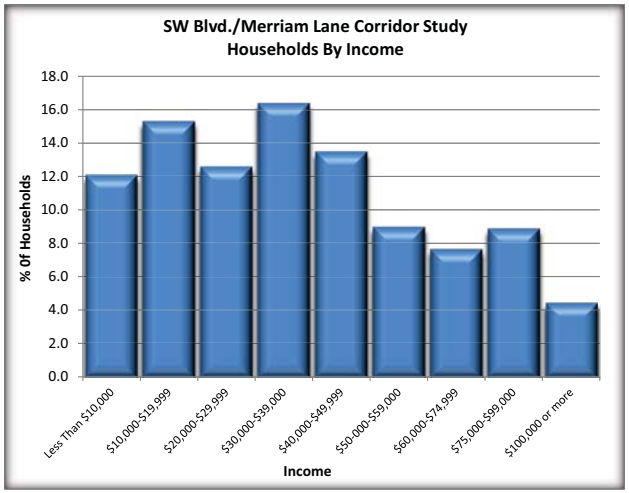
Source: 2005-09 U.S. Census ACS Estimate/ESRI Community Analyst Housing Summary For Corridor. Note: Lower percentages are subject to greater margins of error

Figure 31



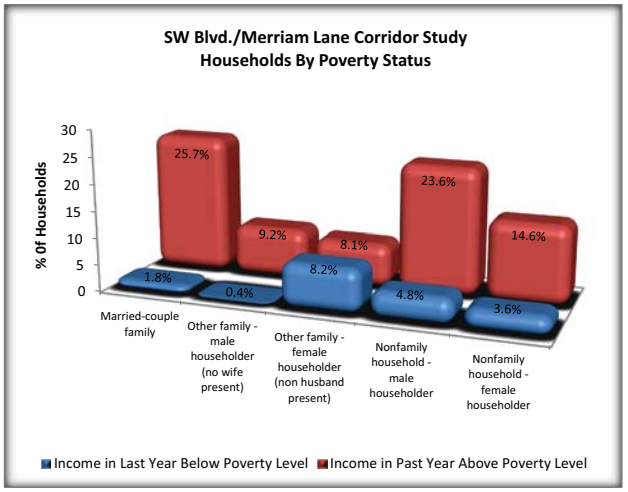
Source: 2005-09 U.S. Census ACS Estimate/ESRI Community Analyst Housing Summary For Corridor. Note: Lower percentages are subject to greater margins of error

Figure 32



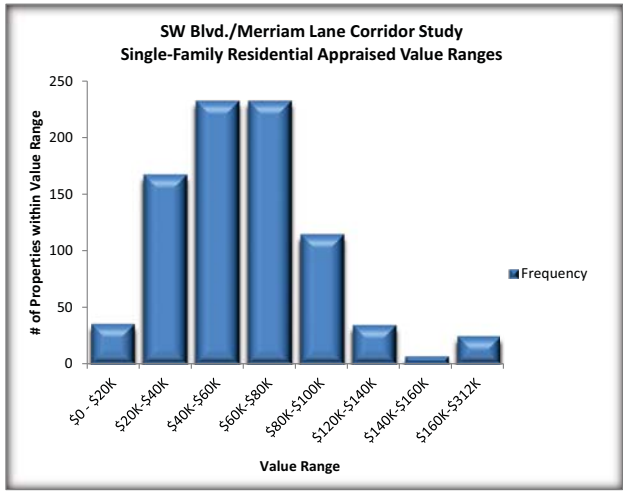
Source: 2005-09 U.S. Census ACS Estimate/ESRI Community Analyst Population Summary For Corridor. Note: Lower percentages are subject to greater margins of error.

Figure 33



Source: 2005-09 U.S. Census ACS Estimate/ESRI Community Analyst Population Summary For Corridor. Note: Lower percentages are subject to greater margins of error.

Figure 34



Source: Unified Government of Wyandotte County Geospacial Services July 2011

protect the interior from the elements, or if there is positive evidence that the unit is to be demolished or is condemned. Figure 28 illustrates that only 32 percent of households have both the husband and wife in the home. A like amount are single people living alone while 25 percent of households are families with either no husband or no wife present.

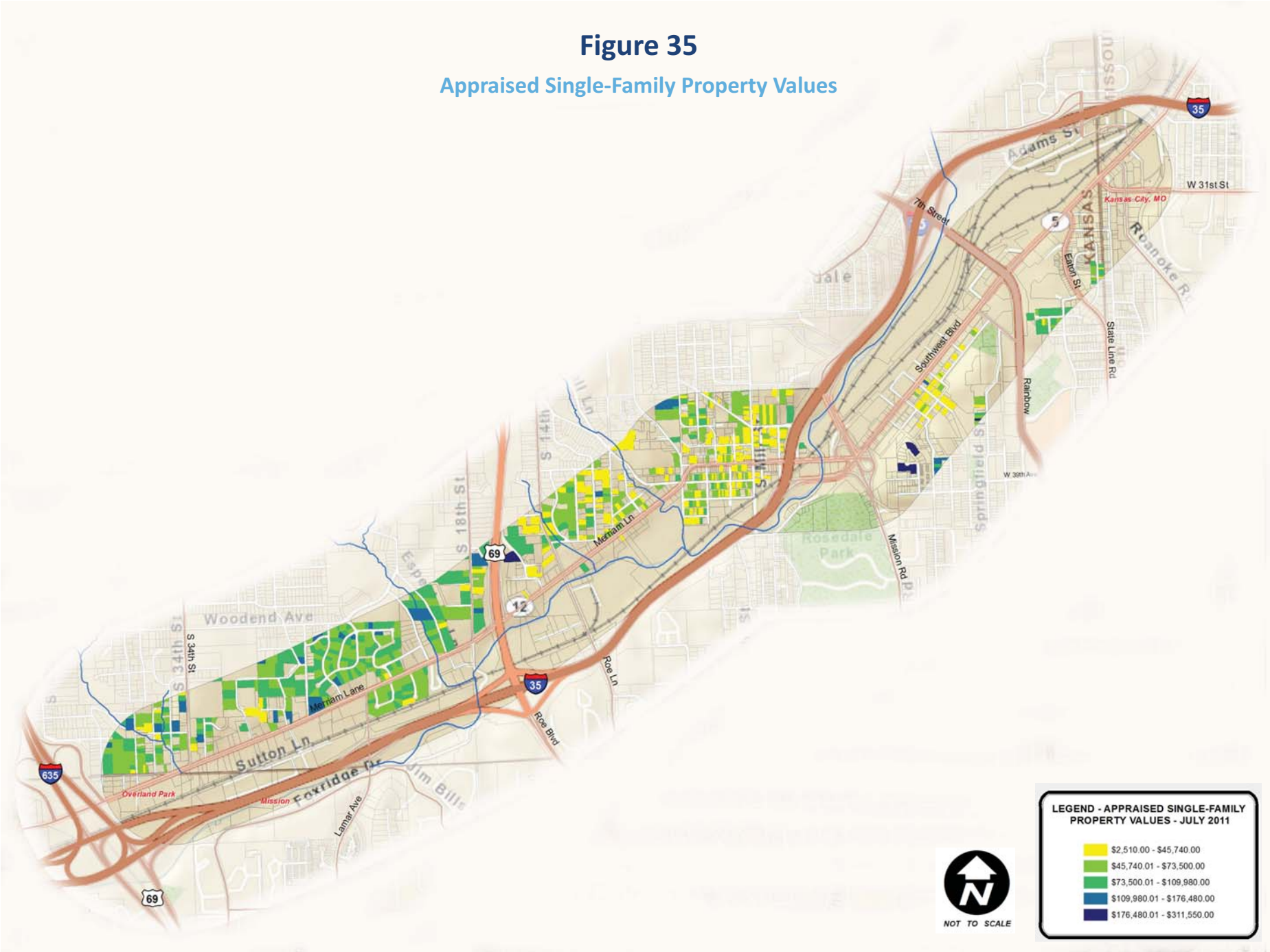
Figure 29 reflects the age of Corridor structures. Almost 60 percent of the housing units were built before 1960. The median year of housing structures built is also noted for being the peak year of the baby boom, 1957. Very few additional housing units have been built since the 1980's. Figure 30 highlights the transient nature of our society, noting that the median year for the householder moving into their unit was 2002. Renters are almost twice as likely as owners to have moved into their unit after the year 2000.

Figure 31 notes the number of vehicles available by household. As reflected in the previous demographics section, cars are still the principal means of transportation in the Corridor. Unfortunately, the Census ACS sample size was too small for the Corridor to accurately quantify the number of housing units without a vehicle.

The U.S. Census ACS 2009 Corridor Estimate for median household income was $33,732 compared to $37, 998 for Wyandotte County and $48,394 for the State of Kansas. Figure 32 contains additional income

Figure 35

Appraised Single-Family Property Values



data for the Corridor. Note that over 12 percent of the households make less than $10,000 a year. Over 27 percent of households make less than $20,000 a year. On the other end of that spectrum, 13 percent of households make $75,000 or more a year. Median household income in the Corridor also varies by age of householder going from just $10,000 a year for those less than 25 years old to $34,505 for those aged 25-44, $51,708 for those aged 45-64, and back down to just $27,417 for those householders 65 years old or older.

Much like the overall population, households below the poverty level have remained relatively unchanged since 1990 at approximately 19 percent. Figure 33 provides poverty level statistics by type of household. As noted previously in the demographics section almost 45 percent of the population is either in poverty or have income levels low enough to qualify for various governmental assistance programs. Housing variety as well as affordability are two key concerns for the Corridor. Corridor rental data from the 2005-09 Census ACS was limited due to the small sample sizes, however a median contract rent of $534 was reported. Figures 34 and 35 reflect 2011 single-family appraised value ranges for the Corridor. With over 850 parcels, the mean (average) value was $62,604, with the maximum value recorded of $311,550. When mapped, the lower valued and most likely older homes tend to be located in the central and eastern portions of the Corridor, east of 69 Highway (18th Street Expressway). These homes are often located on a traditional grid pattern of streets with lot sizes as small as 25'-30' with depths of 105'-160' - densities up to 9-12 units to the acre. As homes were constructed further up the hillsides or further west, more traditional suburban or suburban large lot development patterns can be seen. The lack of housing variety and the need for affordable housing are clearly highlighted from the preceding statistics.

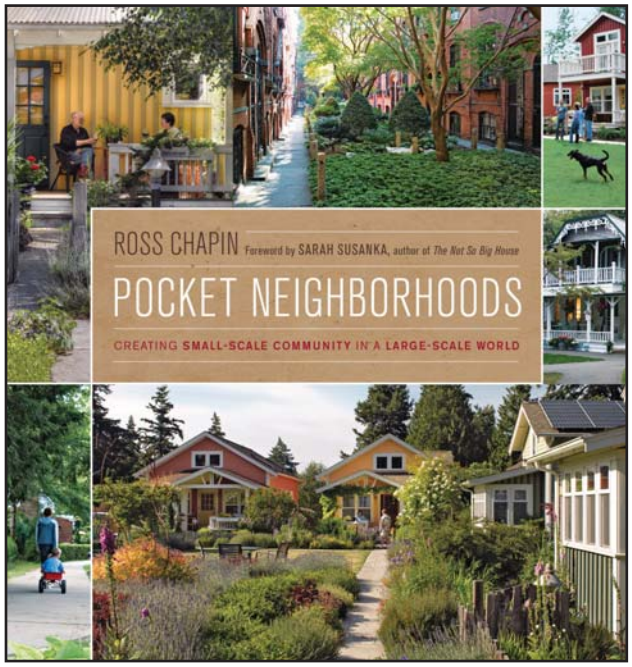
Housing options should include a range of energy efficient housing types for a variety of incomes. Along with infrastructure enhancements, these existing and future projects should support the principles of CPTED (Crime Prevention Through Environmental Design) including such items as increasing activity along the street (auto, bike, pedestrian), appropriate lighting, as well as building and window orientation toward the street. Building maintenance is another key component of CPTED. Building maintenance is an expression of property ownership and a strong code enforcement program is needed to protect those owners and residents who are trying to enhance their neighborhood property values by performing regularly needed maintenance.

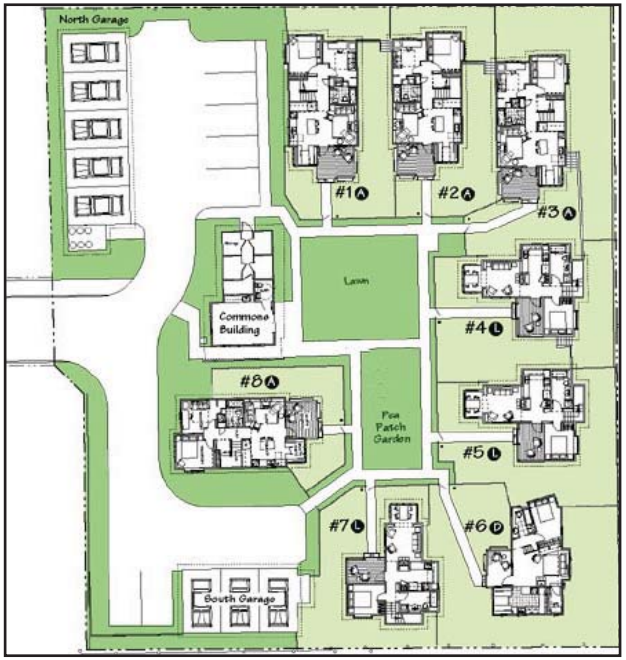
Renovation and enhancement of existing housing stock is strongly encouraged, though removal and construction of new, appropriately designed units is appropriate. Partnerships with groups such as Habitat for Humanity should be encouraged. The Unified Government's existing TND (Traditional

Neighborhood Design) residential narrow-lot requirements will ensure well designed redevelopment of the corridor's older, narrow lot traditional neighborhoods.

Another similar scaled single-family concept that may be appropriate in some areas of the Corridor is one borrowed from the old West Coast bungalow court (1910-1930). Pocket Neighborhoods are showing promise with the growing empty nesters market. These are small 700-1000+ square foot cottages, oftentimes designed around a small common open space.

Likewise, the Future Land Use Plan notes a number of higher-density residential redevelopment opportunities along the corridor. The highly successful "Madison at Woodview" apartments are located directly adjacent to the corridor on a hilltop at the southeast corner of I-35 & 18th Street Expressway. This type of housing might be well received for the 20-somethings along the corridor and the growing employment base, including KUMC. This type of complex can be designed around the area's steep slopes or even configured into urban form for the numerous mixed-use areas reflected in the Plan. The Westend Apartments at Lenexa City Center is an excellent example of a more urban form for these types of apartments. Infill townhome development is another more affordable housing type that is best incorporated into the Plan's numerous mixed-use locations. Both of these higher-density uses work well in Transit Oriented Developments (TOD's) which are walkable and support future transit and sustainable urban growth.





Healthy Foods Access

Introduction

Many neighborhood communities are finding it difficult these days to find stores with fresh produce and other healthy foods within close proximity to their neighborhoods. There are many reasons small grocery stores have been closing their doors over recent years. Increased competition with the growth of big box stores and expanded product line in traditional non-food stores such as drug stores are forcing them to close their doors for good. For those who rely on public transportation, juggling groceries home can be problematic. Ultimately many turn to non-traditional sources for food, such as the nearest convenience store, which generally sells unhealthy processed foods at a high price. Take public transportation out of the equation, as is currently the case along the Corridor, and some residents have an even more difficult time making the healthy choice. This trend ultimately coincides with increased obesity and diabetes rates among Corridor residents. Are there steps that can be taken to address this critical Corridor issue?

Promoting Healthy Foods Access Within The Corridor

Through the Green Corridor planning process, the Planning Team identified short-term and long-term steps to increase healthy food access within the Corridor. Some activities to increase healthy food access have already begun, while others require more resources or changes in policies. The Planning Team reviewed the literature on healthy food access in low-income urban neighborhoods and researched existing as well as new incentives for healthy food retailers in Wyandotte County. The Team also conducted a preliminary review of food access in the Corridor, including supports and barriers to healthy food access, and participated in a workshop/grocery store tour hosted by James-Johnson Piett of Urbane Development, a national consultant on healthy food retailers, on developing healthy food financing. This part of the report will summarize the findings of our planning process around healthy foods, as well as explore possible next steps.

Assets And Limitations To Healthy Food Access In The Corridor

The Green Corridor has the advantage of having the Rosedale Healthy Kids Initiative (RHKI) housed at the Rosedale Development Association (RDA) on Southwest Boulevard. The Rosedale Farmers Market, located at the Southwest Boulevard Healthcare Clinic, was an outgrowth of the RHKI and is in its third season of operation. The Rosedale Farmers Market is open from May to September on Sundays from 12:00 to 3 p.m. Last season, the market had over $500 of SNAP transactions, and over $2,300 of Senior Farmers Market Nutrition coupons. This year, the market aims

to double SNAP participation. To make produce more affordable to low-income individuals the Farmers Market participates in the Bean and Greens Program, which allows recipients of SNAP benefits and the Senior Farmers Market Nutrition Program vouchers to double their purchasing dollar when they buy local produce.

Likewise, largely through the efforts of RHKI, there are four community gardens directly within the Corridor and another seven gardens that provide produce within a 1.25 mile radius of the Corridor. Both the gardens and the Farmers Market are already contributing to healthy food access in the Corridor, but the vision will be to take these activities already underway and build off of them. If our plans are successful and additional funding is secured, the Corridor will attract new residents, new businesses, shoppers, and employees all spending additional time and money in the Corridor. As part of the vision for the vibrant future of the Corridor, the businesses within the Corridor will promote the Farmers Market to bring in new customers and attract additional volunteers for the gardens. Likewise, the Farmers Market and gardens will return the favor and promote businesses that are in line with the mission of healthy eating and active living. Stronger support for growers located directly in the area will hopefully increase production that will find its way into the community at reasonable prices. This will be described more thoroughly in upcoming sections.

Besides the Farmers Market and community gardens, there are three existing small food retailers identified in the Corridor. They are:

- La Estrella, a mini-market at 1501 Southwest Boulevard;
- Xtension Food Mart at 3440 Rainbow Extension; and
- Phillips 66 at 1233 Merriam Lane.

In the spring of 2009, Dr. Cheryl Gibson and her students at the KUMC used adaptations of the Fresno County Community Food Assessment and the Los Angeles Community Health Council Neighborhood Food Watch Checklist to assess healthy food choices at the three neighborhood stores. She found that while there were some limited healthy food choices available at all three stores, there was minimal fresh produce. Other staple items, such as nonfat milk and whole grain breads, were unavailable or priced very high. None of the stores were qualified to accept WIC benefits. The Planning Team revisited the stores in May of 2011 to identify any major variations from the original survey results. The findings were basically the same, but in the process of re-evaluating the stores, the Rosedale Healthy Kids Initiative also had the opportunity to talk to the owners and managers to gauge their interest in carrying healthier foods. La Estrella was visited on a third occasion with James-Johnson Piett on a grocery store tour.

There are three major grocery stores that are approximately one mile or more from the Corridor: Apple Market, Price Chopper and Walmart. Unfortunately, the lack of public transportation within the Corridor and dearth of safe, walkable routes to these stores prohibits many residents from accessing them.

Due to the demographics of the Corridor catchment area, the population base combined with the buying power of the residents would make it difficult to sustain a full-scale grocery store. At best, given the current population base and spatial limitation, the Corridor might support a smaller grocery store in the 10,000 square-foot range. But taking into consideration that the three other grocery stores would continue to siphon business from that store, a store of this size would struggle. The long-term solution here would be to follow the land use recommendations of this report and encourage additional higher density housing within certain nodes along the Corridor. However, given the current financial constraints, there are significant actions that could quickly increase access to healthy food.

Incentives And Funding To Increase Access To Healthy Foods

The most practical way to increase healthy food access is to work with the existing stores to build capacity and incentives for them to increase healthy food items and to provide incentives for additional corner stores or other types of healthy food outlets to locate in the Green Corridor. This could include adding healthy foods to a store that does not primarily focus on food sales or encouraging partnerships with businesses such as street vendors who sell healthy foods.

Samara Klein, Advocacy Director of KC Healthy Kids, and a member of the Green Corridor Steering Committee, met with Brent Miles, president of the Wyandotte County Economic Development Council, to identify funding and incentives for healthy food retailers in the Corridor. The Wyandotte Economic Development Council (WYEDC) is a non-profit economic development corporation whose mission is to promote and strengthen Wyandotte County's economy through innovative approaches to programs, partnerships, and leadership in industrial, residential,

office, and retail markets.

Mr. Miles said that the Unified Government is very interested in using incentives to increase healthy food access in Wyandotte County and has provided incentives to at least three full-scale grocery stores in Wyandotte County. Mr. Miles said that he believed that these same types of incentive packages could be made available to smaller healthy corner stores or any business that would agree to sell healthier food to consumers. Mr. Miles pointed out that a Dollar General store in Edwardsville successfully used such incentives to remodel and buy equipment for fresh food items in a food desert.

The incentive packages could include the following:

- A tax abatement under the Neighborhood Revitalization Act (NRA) on property value increases due to modifications made so that a store could carry healthier produce. This would include remodeling and increasing the square footage of a store.
- A low-interest "gap" loan to businesses offering healthier food options for starting a business or expanding or modifying existing businesses. The interest rate would be 4 percent and could be paid back over a 15 year period. The loan would need to be not more than one-third of the total cost of the project. The remaining cost could come from another loan, the owner's own resources, or from another financial aid source.
- Up to an additional 2% sales tax can be approved for goods sold in a "community improvement district" in Wyandotte County. One store could apply to be the "community improvement district" and the additional tax would then go back directly to the store. One concern the team had with this approach was that additional taxes on food are often seen as regressive and discourage healthy food choices. WYEDC said that it was open to exploring ways to make only non-healthy foods have the additional tax while healthy foods would be exempt.
- Promote healthy food stores with marketing assistance through the Unified Government working with all of their community partners. The Unified Government has established the Healthy Communities Wyandotte Steering Committee, which includes a Healthy Food Access action team committee. Staff of RHKI presently serve on that Committee. It is suggested that the Committee find ways that the Unified Government could promote healthy food stores, perhaps using the Green Corridor area as a pilot project.

In addition to these existing incentives, the

following funding and other policy initiatives may also encourage the development of healthy food retailers in the Green Corridor:

- HUD is making grants through their Healthy Food Financing Initiative (HFFI) available to community development associations. Partners in Wyandotte County will explore future funding opportunities from the HFFI to seek a Federal HFFI grant so they can then make grants and loans to healthy corner stores and other healthy retailers.
- Streamlining applications for occupancy and other permits for health food retailers, with staff from the Unified Government assigned to help the retailers through the process could provide a significant incentive to business owners. Currently, the Unified Government tries to follow a first-come, first-served basis for permits and has no exceptions for healthy food retailers. Given the need for healthy food in urban areas and the costs to the city related to obesity and other health conditions due to poor nutritional habits, it is justifiable to make permits for healthy food retailers a priority. A new policy would need to be developed that provides clear and fair guidelines.
- Providing discounted rates for trash, recycling, energy and water and sewer charges for healthy food retailers. These incentives may also require additional advocacy for policy changes.

Finally, through the following activities, RDA and other partners in the Corridor area could also support the development of additional healthy food available from retailers, although some of these activities may require additional staff and resources:

- Create partnerships among the community gardens in Rosedale and the existing corner stores and potential new retailers, including potential healthy food vendors. Through our visits with the existing corner stores, the Planning Team found that all the stores had some willingness in trying to sell fresh fruits and vegetables but were concerned about profitability. The community gardens in Rosedale could donate or sell at a discounted price some of the produce and deliver directly to the stores. Currently, when stores in the area do offer produce, they buy the goods at other grocery stores. The markups are based on resale price and time spent in getting the goods to the store, thus making the produce too expensive for their customers. All of the owners and managers of the stores were open to trying to work with the gardens.
- Promote businesses that sell healthy produce in the Corridor. Through the many events sponsored by RHKI, and through their materials and website, RHKI could ensure consumers know where to find healthy produce and encourage consumers to patronize those stores.
- Create special events and materials around healthy food retailers. This is an extension of promoting these businesses, as discussed above, but would be more intensive and may require additional staff and funding. One example would be to create a cookbook just around healthy food items available in the Corridor and include a guide as part of the book for finding the items in local stores. A possible event could be to host a local food fair, showcasing produce available (and hopefully grown in) the Corridor.
- Provide support for potential and current business owners by mentoring them in starting a healthy food retail business or expanding on an existing business. This would include assistance with accessing incentives through the Unified Government, identifying and applying for other funding, helping with store design layout, purchasing equipment, and marketing assistance. This type of support would probably require additional funding so that RHKI or another non-profit entity could hire a part-time or full-time employee or consultant to specialize in helping businesses succeed in selling healthier foods. This individual might be shared by several communities in Metropolitan Kansas City.

Next Steps

Continue to build from the current Farmers Market and Community Gardens

As discussed above, the Corridor already has the advantage of four community gardens and a Farmers Market. As part of this plan, the Team would like to see the Farmers Market reach more people and the surplus food from the gardens made available at food retailers. As other activities for the Corridor are carried out, we expect that there will be additional support for the Farmers Market and for residents to buy fresh produce from healthy food retailers.

Disseminate information about incentives that are currently available and help businesses apply for these incentives

While there are existing incentives that are available through the Unified Government for healthy food retailing, they are not widely known or easily understood by business owners and potential business owners. In part, this is because these incentives have not been used in the past for supporting smaller healthy food retailers. However, there is a need for new laws to be written to make these policies available for this type of financing. Through current resources, RDA may be able to provide basic information about these incentive packages. To make this information more accessible and to provide more intensive support to potential entrepreneurs in this field, more staff support may be needed. If funds are available from the Healthy Food Financing Initiative, discussed above, the retailers may also need assistance in applying for these funds.

Advocate for additional policy changes

As discussed above, it would be helpful to have a program at the Unified Government to make applying for occupancy and other types of permits quicker and easier for healthy food retailers. Advocating for discounted rates on trash, energy, and related charges could also serve as an incentive for healthy food retailers. Perhaps a modified or excluded sales tax on health food options could also be investigated.

Historic Preservation

Construction within the Corridor expanded in the boom years of the late 1880s, resulting in substantial business development. Over the turn of the 20th century, residential areas adjacent to and along the hills flowed seamlessly from Missouri to Kansas. The transportation and automotive-related fabric of Southwest Boulevard and Merriam Lane throughout the years has also given it a very 'Old Route 66' characteristic that can still be seen as you travel south past the Boulevard Drive-In. Unfortunately, over the years many historic buildings of significance have been lost throughout the Corridor for various reasons.

In the early 1920s, the School of Medicine moved south to its present location at 39th and Rainbow and in 1937 the original Eleanor Taylor Bell Memorial Hospital was razed.

The 1965 Urban Renewal program expanded its efforts into the Rosedale area south of Southwest Boulevard and along both sides of Rainbow Boulevard. Columbian School, constructed in the 1890's and located just west of Rainbow on Seminary, was sold and closed in 1965. Additional buildings originally affiliated with the medical school were razed in 1972.

The Whitmore Elementary School was closed and razed in 1973. Soon after the Rosedale United Methodist and Rainbow Boulevard Mennonite churches purchased the site for a playground and park. Additionally, several buildings of significance were demolished with the construction of I-35 including the Eagle's Building, which once housed the Rosedale City Offices.

At this time three structures within the Corridor have official listings. They are:

- The Rosedale World War I Memorial Arch, constructed in 1923-24, was listed on the Historic Kansas Places and Nation Register of Historic Places in 1977. It was placed on the Kansas City, Kansas Historic Landmark listing in 1982.
- The Old Rosedale City Hall and Fire Station Number One building was placed on the Kansas City, Kansas, Historic Landmark listing in 1982.
- The George Rushton Baking Company building, constructed in 1919-20, was listed on the Register of Historic Kansas Places in 1997.

The benefits of having a strong historic preservation presence in a community are many. The primary value of preserving the city's past directly relates to providing "a sense of place" and development of community and civic pride. Sometimes a historic area or building can provide a focus for cultural activities. This summer's 135th year Celebration, held at the Holy Name Church, is a prime example of creating this sense of place and community pride.

Designations where possible can provide stabilization and improvement of property values in historic neighborhoods and older commercial corridors. They can also stimulate economic revitalization and business opportunities, and encourage adaptive use and new construction.

Potential candidates exists that would warrant consideration for local, and possibly State and National listing along the Corridor. The following is not a conclusive list:

- Attucks School, built in 1939 (Bernie Electric)
- Holy Name and Methodist Church (Mennonite Church)
- Homes tied to the architect who designed the Rushton Bakery on the east side of Southwest Boulevard
- The Rosedale Masonic Lodge, built in 1913 (Strasser Hardware)
- The Slater-Breitag-Yeamans Motor Company building (Brainstorm, Inc.)
- The Rosedale Theatre, built in 1922 (VOX Theatre)
- Numerous buildings located within the original village of Rosedale to create a 'historic district'.

Recommended Future Land Use Plan

The following Land Use Plan was developed from the Consultant Team review of previous reports, existing conditions, recent Census data, current trends, and concerns of local residents, businesses and government officials. While significant vacant tracts remain, much of the Corridor was built out decades ago. Redevelopment has been occurring, but often times in a sporadic fashion. Recommended changes to the existing Land Use map are relatively minor, with just over 40 acres recommended for changes.

However, those changes are strategic in their location, with higher-density, pedestrian-orientated uses recommend for a number of areas. The use of ten Alternative Land Use Stars provides needed flexibility to the list of uses that may be permitted at any one location. The Future Land Use Plan is a framework to encourage further transformation of this historic Corridor into the thriving, vibrant neighborhood that it once was.

Changes Reflected On the Proposed Future Land Use Map

A. Eight acres located along the northern Merriam Lane frontage from 34th Street to just east of 28th Street, from low-density residential to business park uses. The character of this immediate area is nonresidential in nature and the proposed change will better reflect the uses in place.

B. One acre located just north of Merriam Lane, between 18th Street and 69 Highway (18th Street Expressway) from low-density residential to business park uses. The frontage of this property is already used and zoned for business park purposes.

C. 5.7 acres at the northeast corner of Merriam & Roe Lanes, from low-density residential and business park to mixed-use. One of several areas recommended for a higher intensity, pedestrian orientated mixed-use environment, this old shopping center and adjacent parcels should be rezoned to spur redevelopment efforts.

D. Approximately 19 acres located along 10th Street, starting from just south of Dodson Street then north and then east along both sides of Southwest Boulevard to near its intersection with Mission Road from low-density residential & business park to mixed-use. The Old Town area is an ideal location for a residentially focused, mixed-use pedestrian environment. This area should also be rezoned for mixed-uses to encourage creative redevelopment of this historic area.

E. Approximately nine acres from community commercial to mixed-use located at the Southwest Corner of 7th St./Rainbow and Southwest Boulevard. This highly visible, major gateway to the KUMC holds much promise as a part of the Corridor's expanding economic engine.

F. Use of ten alternative land use stars to provide additional flexibility in the selection of land uses. See star verbiage adjacent to the maps.

WEST CORRIDOR - FUTURE LAND USE

Table 4
Future Land Use Summary

Future Land Use	*Total Acres*	*% of Total Acres*
Business Park	211	28.3%
Community Commercial	25	3.4%
Low-Density Residential	317	42.6%
Medium-Density Residential	61	8.2%
Mixed-Use	42	5.6%
Parks/Open Space	79	10.6%
Public/Semi-Public	10	1.3%
TOTAL	746	100%

Note: This table reflects the 1,249 future land use acres within the Kansas City, Kansas, portion of the study area. ROW and floodway, which total 503 acres, have been excluded from this future land use summary.

Alternative Uses Star #1

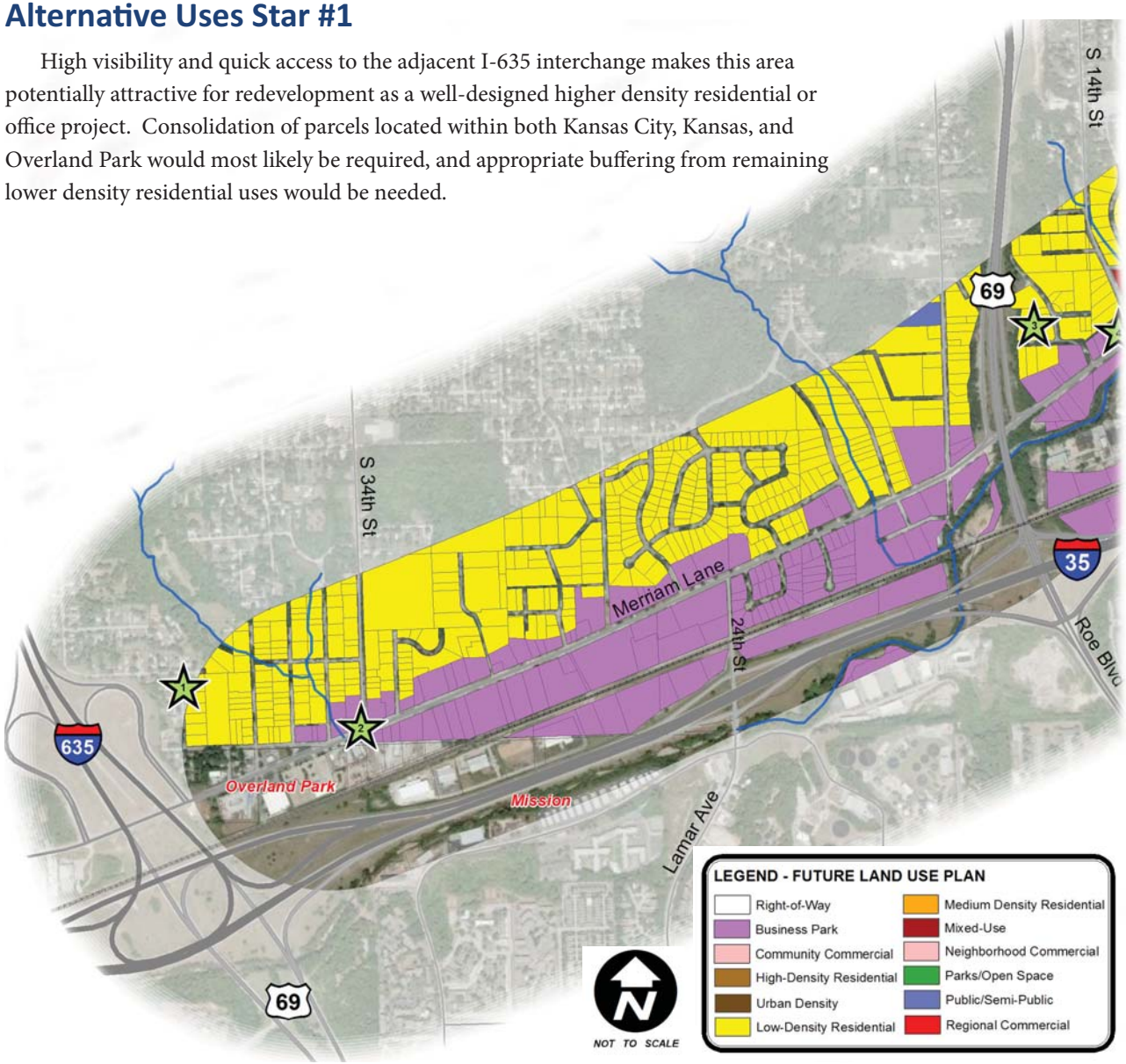
High visibility and quick access to the adjacent I-635 interchange makes this area potentially attractive for redevelopment as a well-designed higher density residential or office project. Consolidation of parcels located within both Kansas City, Kansas, and Overland Park would most likely be required, and appropriate buffering from remaining lower density residential uses would be needed.

Alternative Uses Star #2

This intersection functions as the Corridor's western gateway for Kansas City, Kansas. Alternative uses for redevelopment should only be considered if those uses strengthen the intersection's gateway prominence. As future street improvements are undertaken, consideration for a roundabout or other Corridor-welcoming feature should be incorporated by the City.

Alternative Uses Star #3

Topographic considerations make redevelopment of this predominately large lot residential area very challenging. However its proximity to the 18th street interchange offers potentially good site visibility and expressway access for a well-designed, higher-density residential or office project. Provided that sufficient parcels can be consolidated, appropriate buffering for the remaining single-family uses would be required.



Alternative Uses Star #4

Currently zoned for retail, the existing under-utilized retail strip center, vacant corner and limited number of adjacent parcels provide the attributes for uses that could support the future higher-density mixed-use redevelopment as reflected on the east side of 14th Street and Merriam Lane. Alternative uses should only be considered if those uses strengthen the higher-density redevelopment focus reflected on the plan for the northeast corner.

Alternative Uses Star #5

The Boulevard Drive-in has been an institution and identified with this area for quite some time. However should the current land use cease, this 16-18 acre tract could provide for much needed recreation fields and active community open space, nestled against the heavily wooded Turkey Creek. Alternatively, retail service uses that would cater to a future recreational focus would be appropriate for infill along the street frontage.

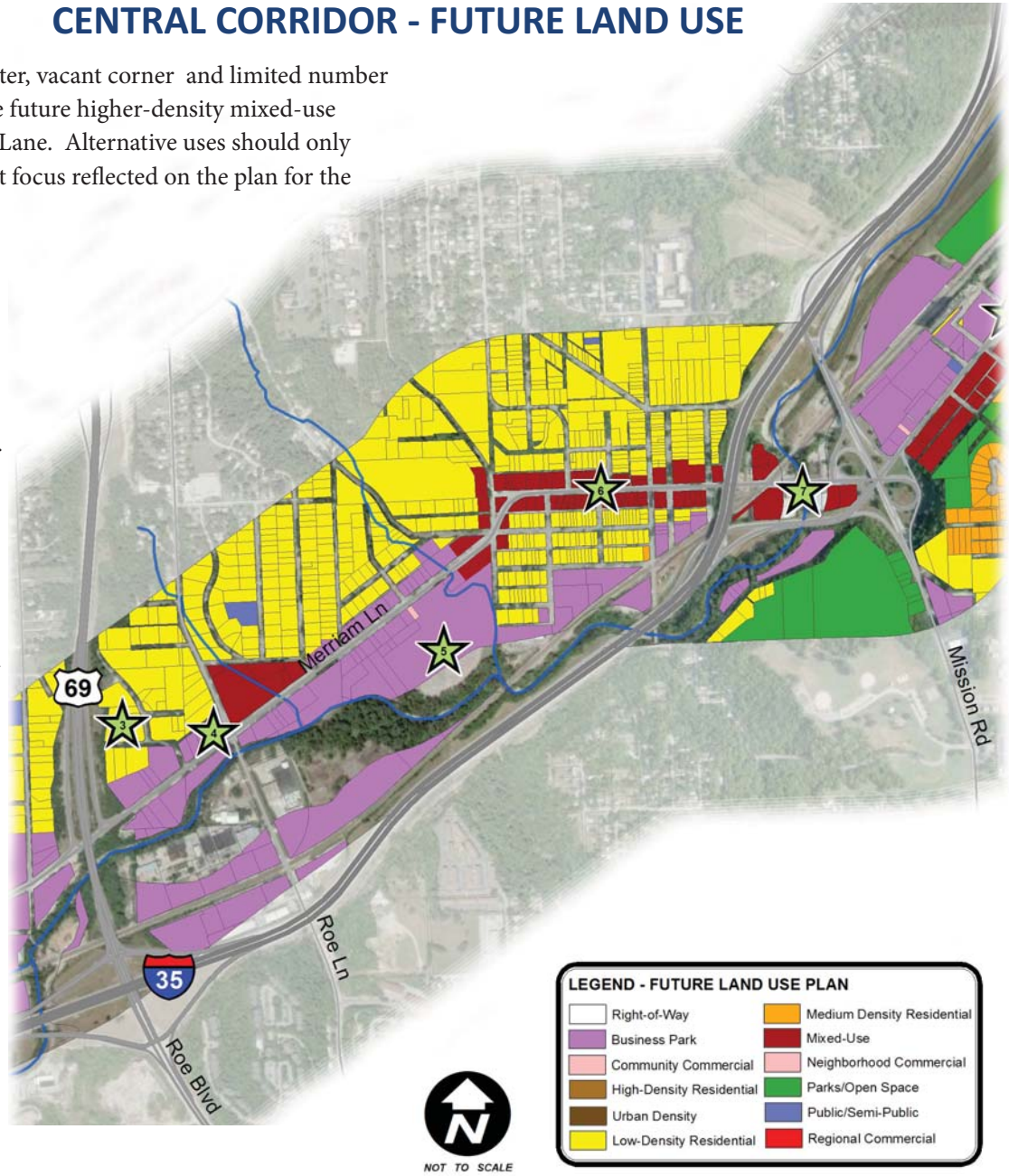
Alternative Uses Star #6

Located within the original, historic downtown Rosedale, this pedestrian-friendly future mixed-use core area should contain a healthy mix of residential, office and retail uses. Generally, uses should follow the existing pattern of residential and non-residential uses with both conversion of existing structures and redevelopment of new buildings designed with the historic flavor of the area. Any conversion or redevelopment should be sensitive to remaining residential uses and appropriately scaled.

Alternative Uses Star #7

With excellent visibility and proximity to the new walled Turkey Creek channel, these parcels could present a focal point for several alternative uses. It is zoned for industrial uses and designated for future mixed-use. However, office research uses would be a viable alternative. Benefiting from the U.S. Army Corps of Engineers improvements of flooding along the creek, future gateway improvements to the intersection toward Mission Road and the interstate ramps would reinforce the prominence of these under-utilized parcels.

CENTRAL CORRIDOR - FUTURE LAND USE



Alternative Uses Star #8

With Strasser Hardware anchoring this portion of the Corridor, a community market and neighborhood retail uses could encourage higher-density residential redevelopment. Several more substantial homes fronting Southwest Boulevard could be converted for appropriately scaled office or retail uses. Alternatively, a higher intensity mixed-use redevelopment could be facilitated by a consolidation of appropriate-sized parcels and construction of a future minor collector roadway following the current utility easement (Cherokee Street) toward the Fisher Park substation. It would then tie into the Rainbow Corridor mixed-use area at 39th street. Construction of this collector would be dependent, in part, on continued future expansion of the mixed use core reflected at 39th Street and Rainbow. This might also require revisiting land uses currently reflected north of 39th street along Springfield and Booth streets.

Alternative Uses Star #9

Alternative uses at this crossroads section of Rainbow/7th Street and Southwest Boulevard should embrace the gateway prominence of this area. As a major transportation corridor toward the KUMC campus, these parcels could provide alternative higher density redevelopment locations for larger scaled medical support users as well as other appropriate community retail and professional office-research uses. Sufficient area for a transportation center/hub should be earmarked with any major redevelopment proposal.

Alternative Uses Star #10

This state line gateway has historic significance tied to the August 18, 1959, fire and explosion that claimed the lives of both Kansas City, Kansas, and Missouri firefighters. Currently the site has remained a gravel lot controlled by the Union Pacific Railway. Redevelopment of the site for retail, office or public uses should be encouraged, provided the project's design acknowledges the historic nature of the site and reinforces the city/state gateway nature of the site.

EAST CORRIDOR - FUTURE LAND USE

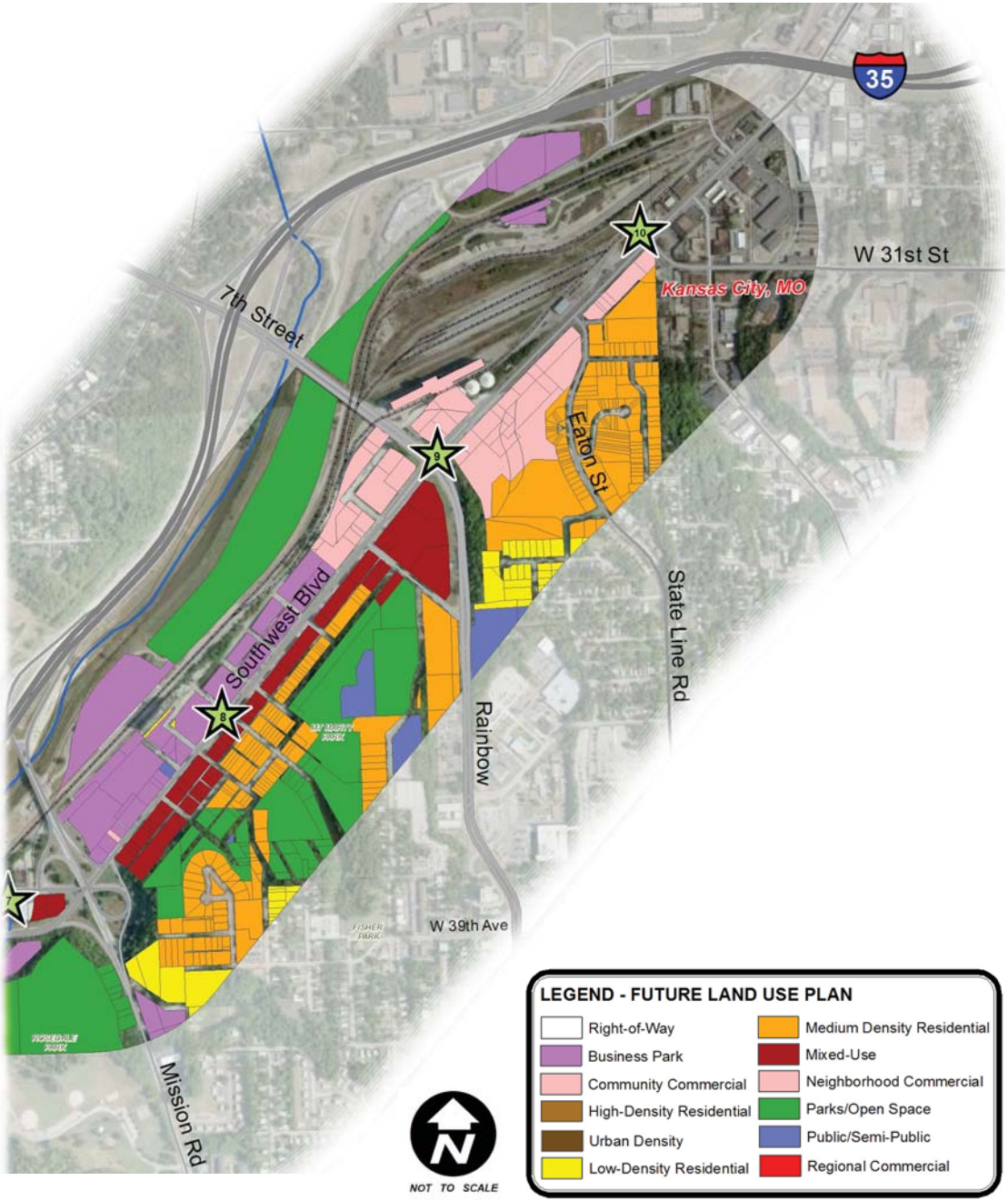


Figure 36

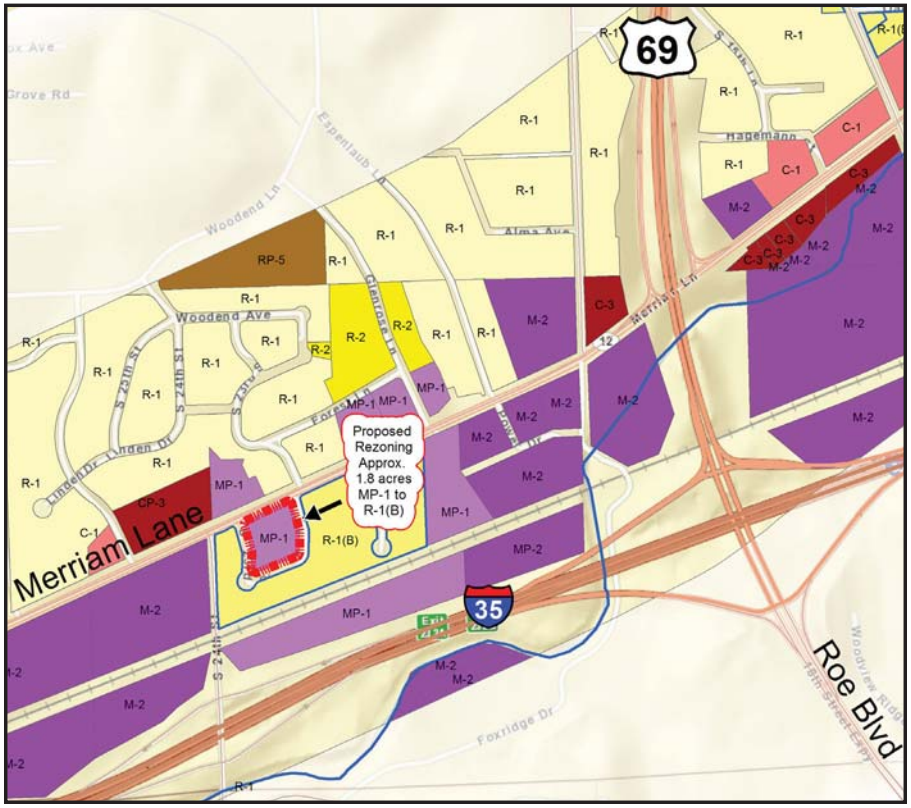
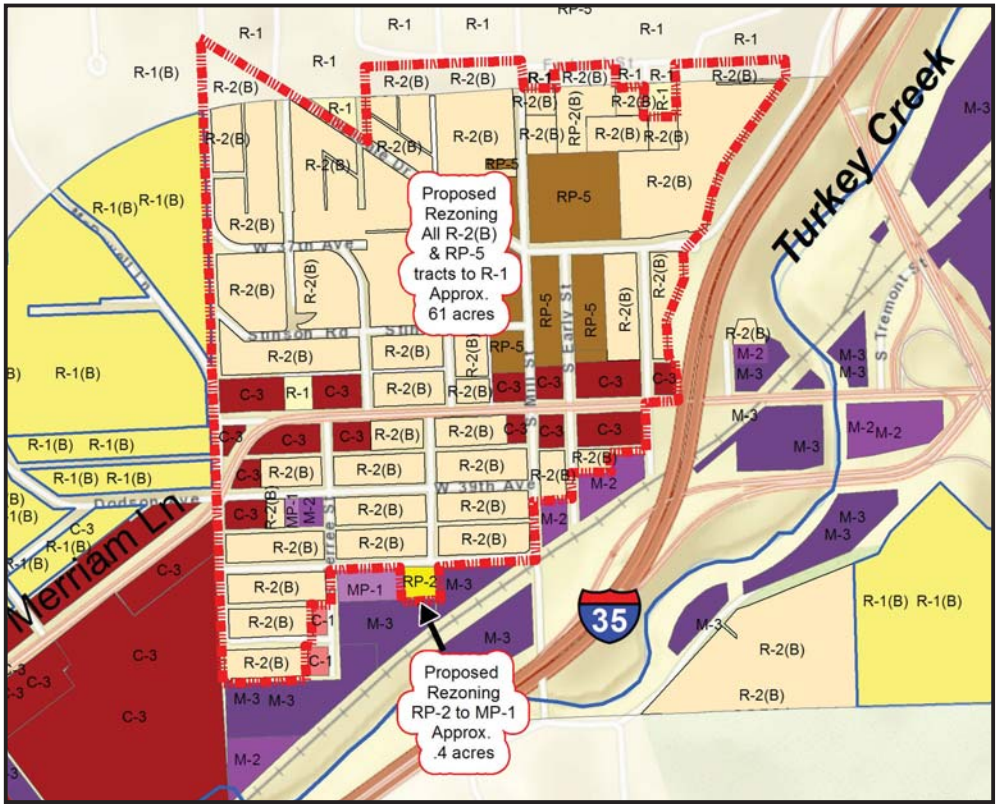


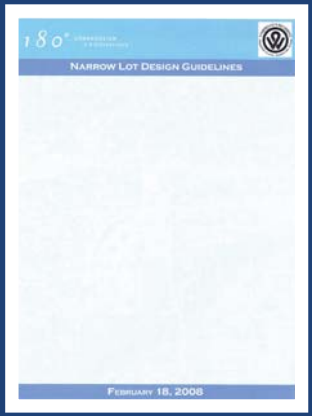
Figure 37



Recommended City Initiated Rezonings

As a part of the review and update of the Future Land Use Plan, the Consulting Team came across two instances where future rezonings by the City are recommended. The first instance, see Figure 36, is a minor cleanup of a small island of MP-1 zoning currently located in the middle of a residential subdivision near the southeast corner of 24th Street and Merriam Lane. The second rezoning recommendation, Figure 37, is for the Old Town area of Rosedale. On either side of Southwest Boulevard, it is recommended that current R-2B and RP-5 districts be rezoned to R-1 single-family to protect the many existing single-family uses in the area. Future mixed-use development would then be encouraged as outlined in the proposed Future Land Use Map.

Design Guidelines



As this study is considered a companion document to both the 2005 Rosedale Master Plan and the 2008 City-Wide Master Plan, design guideline provisions for the Green Corridor will follow the requirements set within those documents. A listing of these regulatory guidelines is contained in the reference section of this report. Also applicable are the City-Wide Green Community Guiding Principals; Policy Plan Framework; Parks, Open Space and Trail Framework; Transportation Systems; and Multi-Use Pedestrian-Bicycle Trails and Edges sections. The City-Wide Urban Design provisions consider the Corridor road network as a Secondary Image Street and, therefore, those recommendations are also applicable.

Additionally, the City-Wide Land Use Plan Category guide outlines Allowed/Discouraged Uses; Infrastructure; Open Space; Densities; Green and Cultural Principals, and Amenity and Design Guidelines inclusive. In review of these requirements, additional design guidelines will be necessary for business park and industrial land use categories within the Corridor. It is recommended that these additional design guidelines be developed in conjunction with the Zoning Overlay District proposed within the Implementation section of this report. The western portion of the Corridor (approximately west of 14th Street) that currently has more suburban development attributes (i.e., building setbacks from right-of-way) should be subject to these future business park and industrial design guidelines. Properties that include future mixed-use or which currently have zero build-to setback lines should utilize the current urban guidelines reflected in the Rosedale and City-Wide Plans.

Corridor Image and Identity

Visual Elements - Character and Aesthetics - Creating Great Places

Gateways - Corridor Signage and Branding

During the visioning process the Planning Team took note of stakeholder desires to improve upon the image of the Corridor. They noted that key entry points were not providing a welcoming image to the public and visitors entering the area. Uniform 'branding' does not exist. But branding future streetscape improvements is sorely needed. Creating great places should involve the community first and foremost, for it is the community who should provide insight and perspective on what is considered important. It also encourages residents to stay involved and become stewards of their area. Partnerships must be nurtured. Collaboration is essential to provide needed land, improvements, maintenance and financial resources. A recent example in Rosedale is the collaborative efforts of the City staff, CVS, RDA, and the four neighborhoods that surround the 43rd and Rainbow area. During the review process for the CVS store approval, there was a unified effort to address safe access to CVS from 43rd Avenue. To do this would require closure of Adams Street. With a concept plan in hand, the community worked with City officials and CVS to facilitate a workable design that dead-ended Adams Street and included a pocket park adjacent to the CVS streetfront along 43rd Avenue. This future open space and park will be built and maintained by CVS. A true collaboration and win-win for all parties.

History of an area can also play a major part in establishing image. Creating great places should recognize the Corridor's history and other attributes and play on them. The mom and pop food joints, Strasser's, the Boulevard Drive-In, Nigro's Western Wear, Reike Brothers Construction, Southwest Marine and the many established churches have long been part of the streetscape. If we could only bring back the "50 cents for 5 gallons" gas stops that once lined the Corridor. These established 'old highway-related' stakeholders could play into establishing themes for the Corridor's overall image. Again, as an example, the Rainbow CVS building was designed to complement the former fire station across the street using brick,

architectural stylizations and white accents providing a harmonious unified street view. Likewise, pushing the building up to the 43rd Avenue streetfront framed the intersection with the fire station. It is clear that one project can be a catalyst to set an example for other projects within the Rainbow Corridor. The same effect

can happen when even a small redevelopment project occurs along the Corridor. Many great and elaborate visioning plans can get bogged down because they are too grand, too costly and take too long to implement. Small incremental 'special place' improvements can set the stage for larger ones. It is important to be prepared when these opportunities come along.

It's clear that many people within the Corridor's influence care about moving forward with image improvements. Creating special places complement the roadway's varying characteristics. Developing the vision(s) and embracing collaboration is key to success and future Implementation.

Important Corridor gateways to address are:

Southwest Boulevard's intersections with

- 31st Street
- 7th Street / Rainbow Boulevard
- Mission Road

Merriam Lane's intersections with

- 14th Street
- 24th Street
- 34th Street

Branding of these roadways could have either a unified or individual theme. For Southwest Boulevard, a decorative street light fixture with the 'Rosedale Rose' ornamentation could be considered. Merriam Lane could include street signage designed to identify with the 'Historic K-10 Highway' or the fruit orchards that once were prominent.

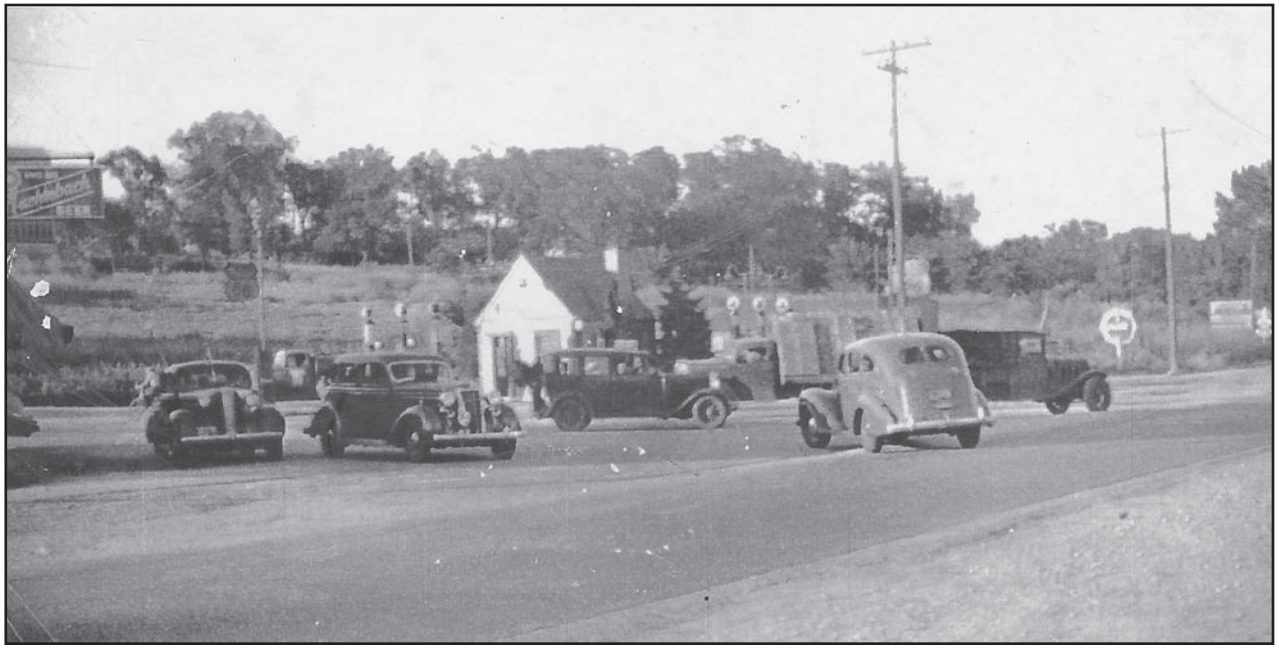
Mobility and Transportation

Transportation Plan Introduction

The 2008 City-Wide Master Plan reflects Merriam Lane as a 'Secondary Image Street'. While Southwest Boulevard has been omitted from the Urban Design Framework Map, it too has the same characteristic attributes as Merriam Lane and with this study will also be included as a Secondary Image Street. The Urban Design section of the City-Wide Master Plan calls for the improvement of key "image" streets through design enhancements that balances the needs of pedestrians, bicyclists, motorists and transit users. Recommendations for these key image streets include sidewalks on both sides with minimum landscaping requirements, the incorporation of gateways at major intersections, addition of district and neighborhood identity, bike racks, street furnishings and lighting of activity areas along streets.

Recommendations

The Southwest Boulevard and Merriam Lane Corridor functions as a major access way intended to provide primary access to the adjacent neighborhoods and area businesses, ensuring their economic viability. Current 24-hour traffic counts indicate approximately 7,000 trips a day along the western and central portions of the corridor on Merriam Lane and 15,000 – 21,000 trips a day along the eastern portion of the Corridor on Southwest Boulevard. With this study specific enhancements to the street network are recommended for further study as future capital improvement projects are discussed and contemplated.



Merriam Lane

- **34th Street Intersection**
  To recognize the primary through movement at 34th Street, consider a roundabout design to replace the signalized intersection. At this Corridor gateway, provide an entry/welcome feature.
- **24th Street Intersection**
  With future reconstruction of the Lamar overpass at I-35, consider an overpass to avoid the at grade rail crossing.
- **Dodson Avenue-West 39th Avenue -South 10th Street Junctions**
  Future street reconstruction of this crossroads area should capitalize on the uniqueness of the Corridor alignment and open spaces adjacent to the streetscape. Local roadway realignments in this area should also reflect the Corridor's prominence while maximizing the potential for redevelopment of the adjacent parcels.

Southwest Boulevard

- **Private Road East of South Henning Street**
  The Turkey Creek bridge crossing for this local roadway was rebuilt as part of the U.S. Army Corps of Engineers improvements. Conflict points have been due to its canted alignment further complicated by the at grade rail crossing immediately to the east of its intersection with Southwest Boulevard. Hairpin turning movements are difficult at best. Redesign solutions of this local street access should also take into account a quiet rail road crossing improvement at this location.

- **Mission Road Intersection**
  At some point the current overpass and intersection will require a complete reconstruction. Instead of rebuilding the overpass, alternative designs should be explored, that would enhance traffic flow and provide for a more dramatic gateway for this segment of Southwest Boulevard.
- **South Iowa Street Intersection**
  From its platting inception this intersection marked the transition from a 100 ft. to a 60 ft. street right-of-way for Southwest Boulevard. Sight lines from Iowa are compromised. Intersection improvements could involve several designs ranging from Iowa's terminus at Southwest Boulevard with a cul-de-sac to directional one-way traffic movement at the intersection.
- **South Cherokee Street Intersection**
  Original plats of this area provided for the continuation of Cherokee Street southward toward West 39th Street. Grades for this roadway extension may be addressed with a more curvilinear trajectory. With reduced travel times, providing an additional local access way to the 39th and Rainbow redevelopment area and KUMC could provide for an economic incentive to move this improvement forward. Pedestrian and bike access would also be enhanced as nearly one half mile now separates existing north/south streets in the area street grid. Should this occur, land use densities adjacent to Cherokee Street would require further study as well.
- **Rainbow Boulevard-Seventh Street Intersection**
  This gateway should reflect the roadway's prominence to the major activity center at West 39th Street. Intersection and streetscape improvements meant to announce the significance of this area should incorporate a distinctive traffic signal design, welcoming directional signage and other improvements to forward the vision of serving as the Corridor's major transit hub.
- **West 31st Street Intersection**
  This gateway at the state line should also announce entry into the Corridor with streetscape improvements meant to maximize the land use potential for this under utilized intersection at the Kansas City, Kansas and Kansas City, Missouri crossroads.

At Grade Rail Crossings

All rail crossings within the study area should be comprehensively reviewed with future quiet-crossing improvements in mind. These improvements will improve the overall livability and ultimate stability in the Corridor.

Bicycle Lane Prominence

As reflected in the recommended street sections, separately marked bicycle lanes are reflected throughout the Corridor. This firm commitment to encourage both commuter and recreational trail bicycle use would forward the transportation goals of the Corridor and fulfill the MetroGreen Plan. Final design determinations of the bike lane configurations will be made by the UG Public Works staff based on more detailed engineering review.

Proposed Street Cross Sections

While many design alternatives have been reviewed to provide flexibility along the Corridor's length, the following general cross sections through page 62 are recommended for implementation. Final dimensions and design may vary after more detailed engineering analysis with respect to utility locations, intersection design and other safety and level of service concerns. Additional alternative cross sections are included with the Appendices of this study.

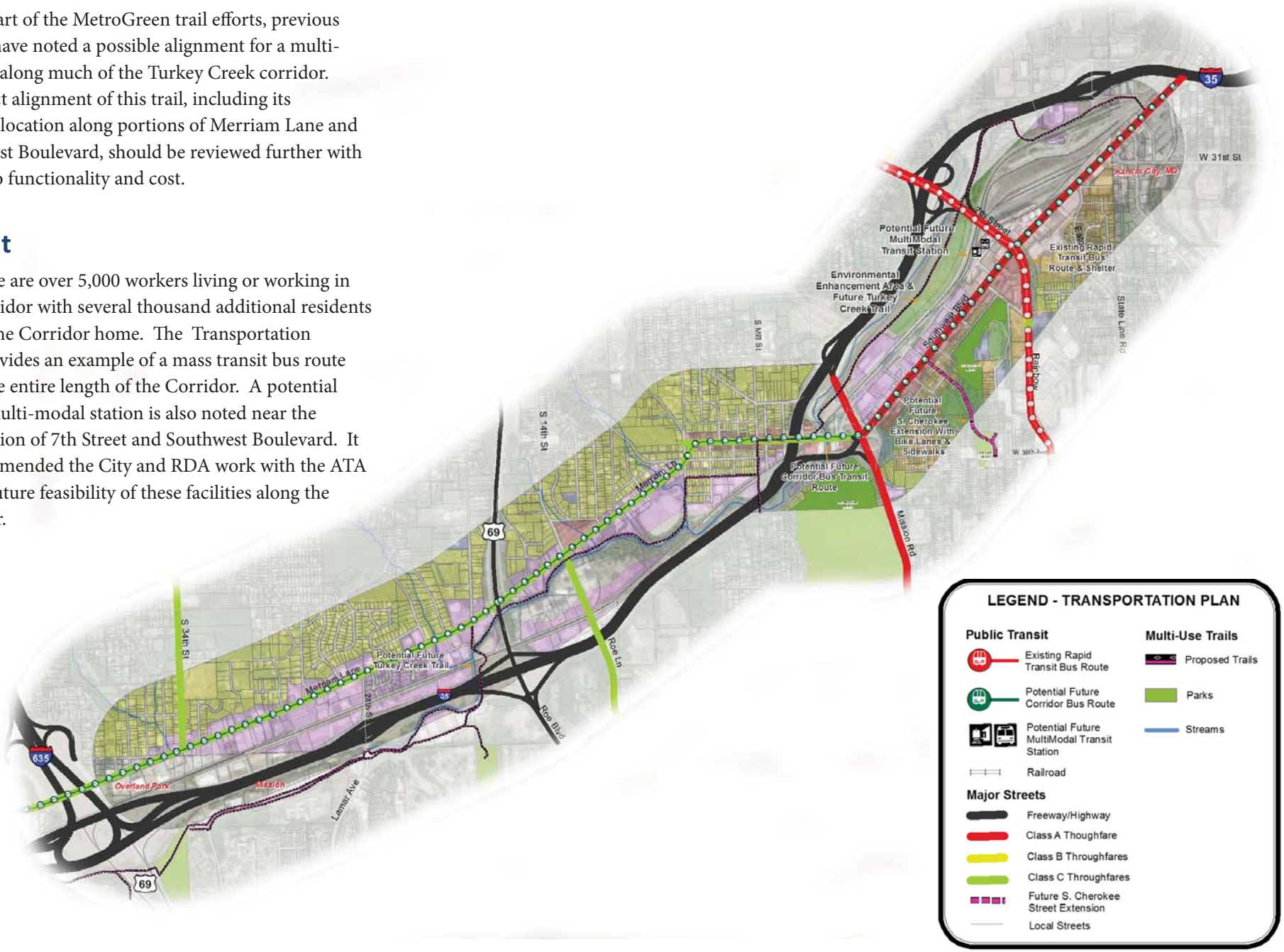
Turkey Creek Trail

As part of the MetroGreen trail efforts, previous studies have noted a possible alignment for a multi-use trail along much of the Turkey Creek corridor. The exact alignment of this trail, including its possible location along portions of Merriam Lane and Southwest Boulevard, should be reviewed further with regard to functionality and cost.

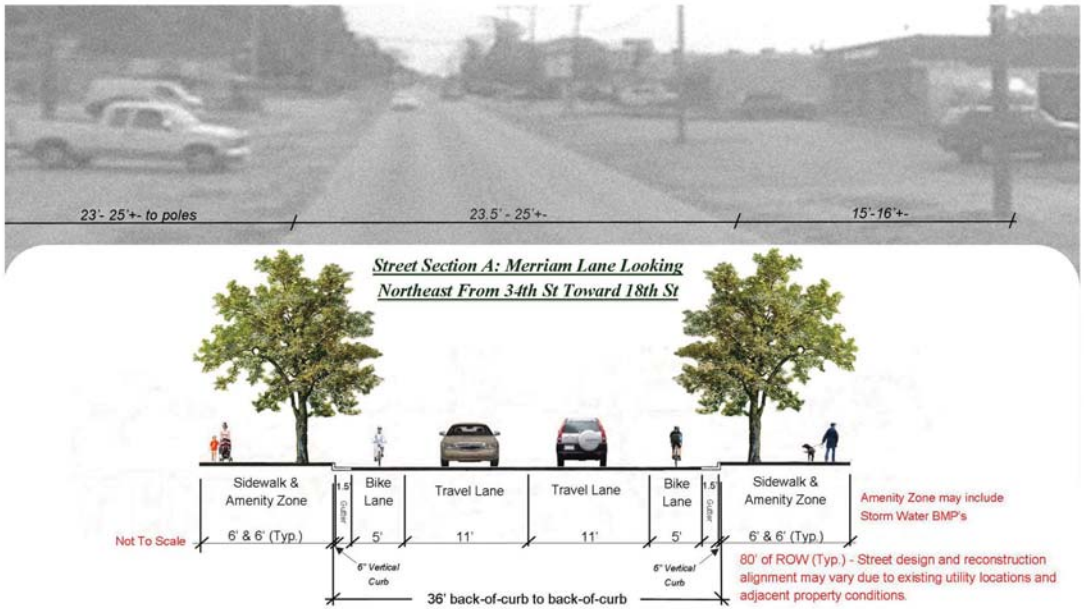
Transit

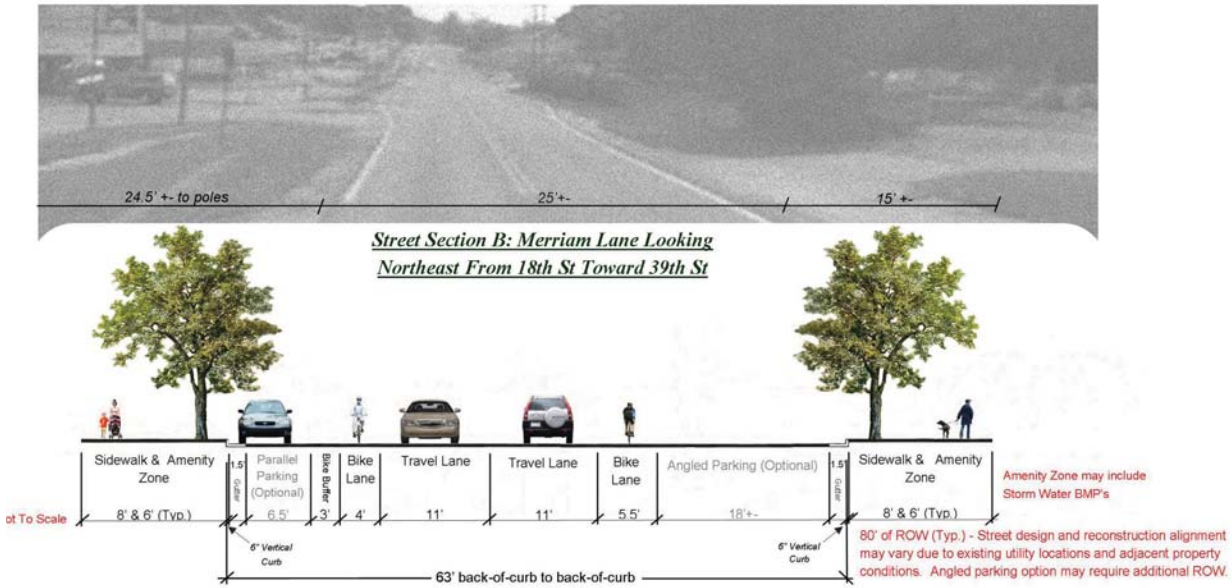
There are over 5,000 workers living or working in the Corridor with several thousand additional residents calling the Corridor home. The Transportation Plan provides an example of a mass transit bus route along the entire length of the Corridor. A potential future multi-modal station is also noted near the intersection of 7th Street and Southwest Boulevard. It is recommended the City and RDA work with the ATA on the future feasibility of these facilities along the Corridor.

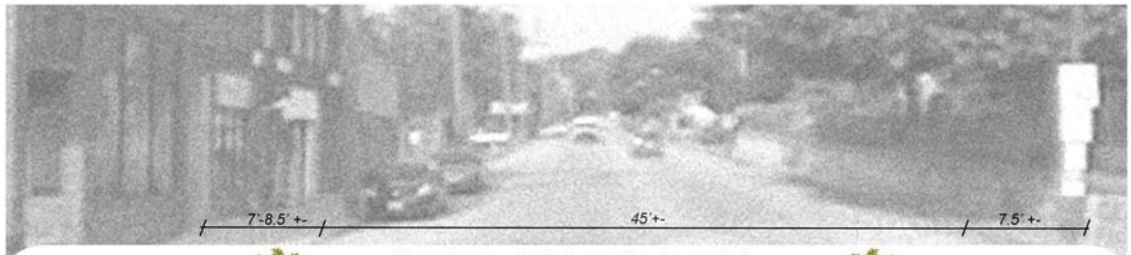
Transportation Plan



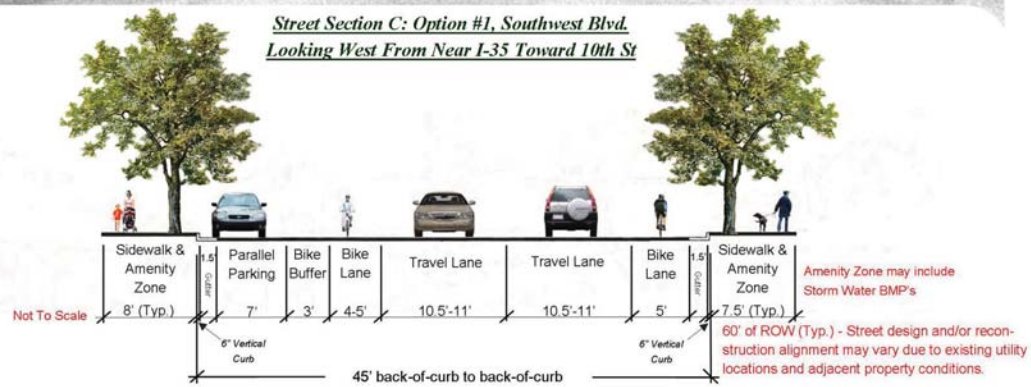
Recommended Street Sections

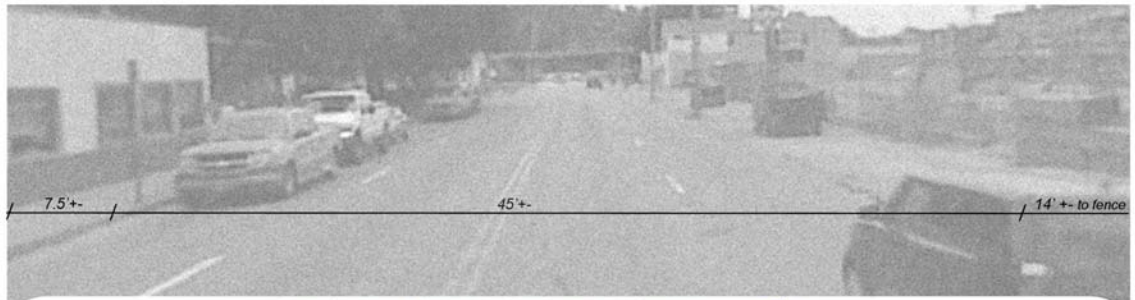




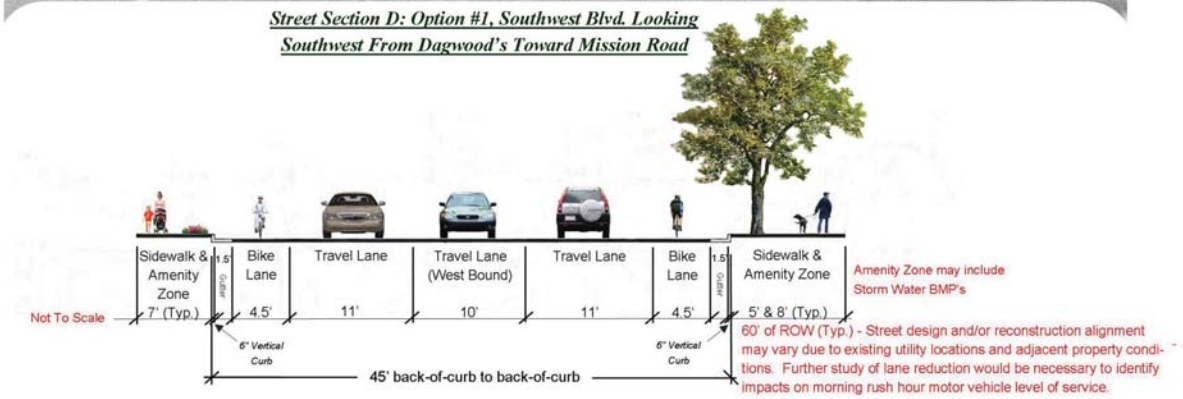


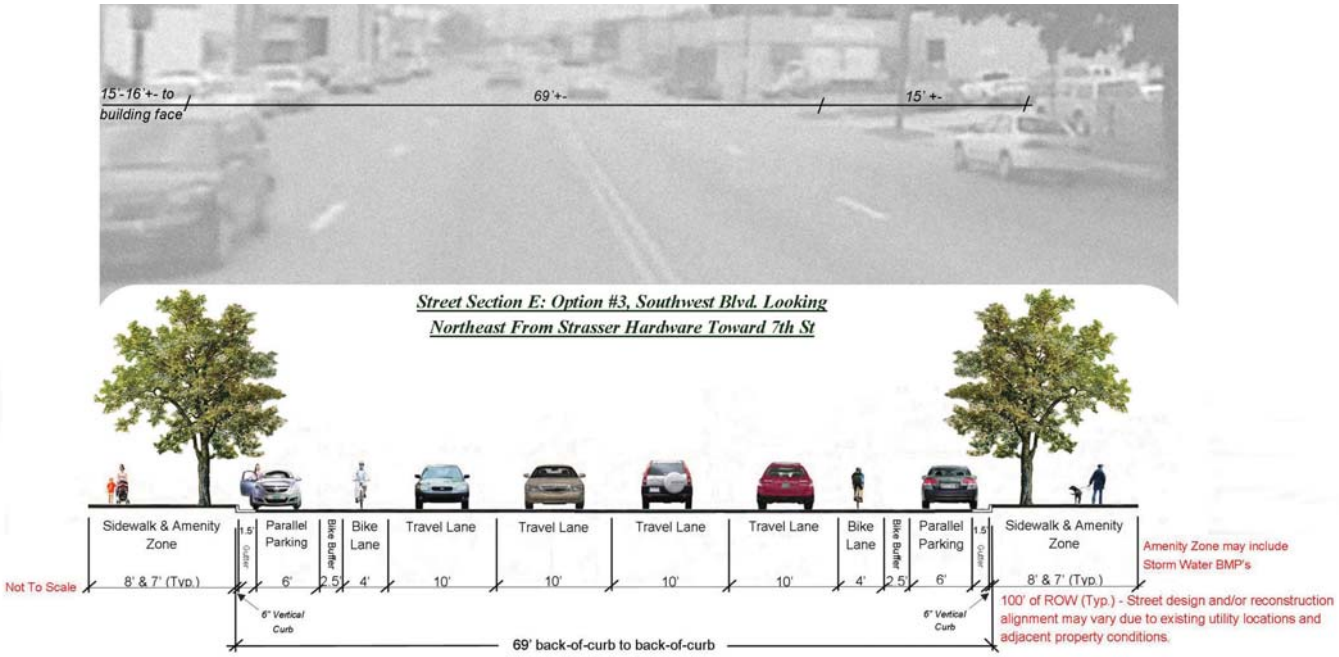
Street Section C: Option #1, Southwest Blvd. Looking West From Near I-35 Toward 10th St

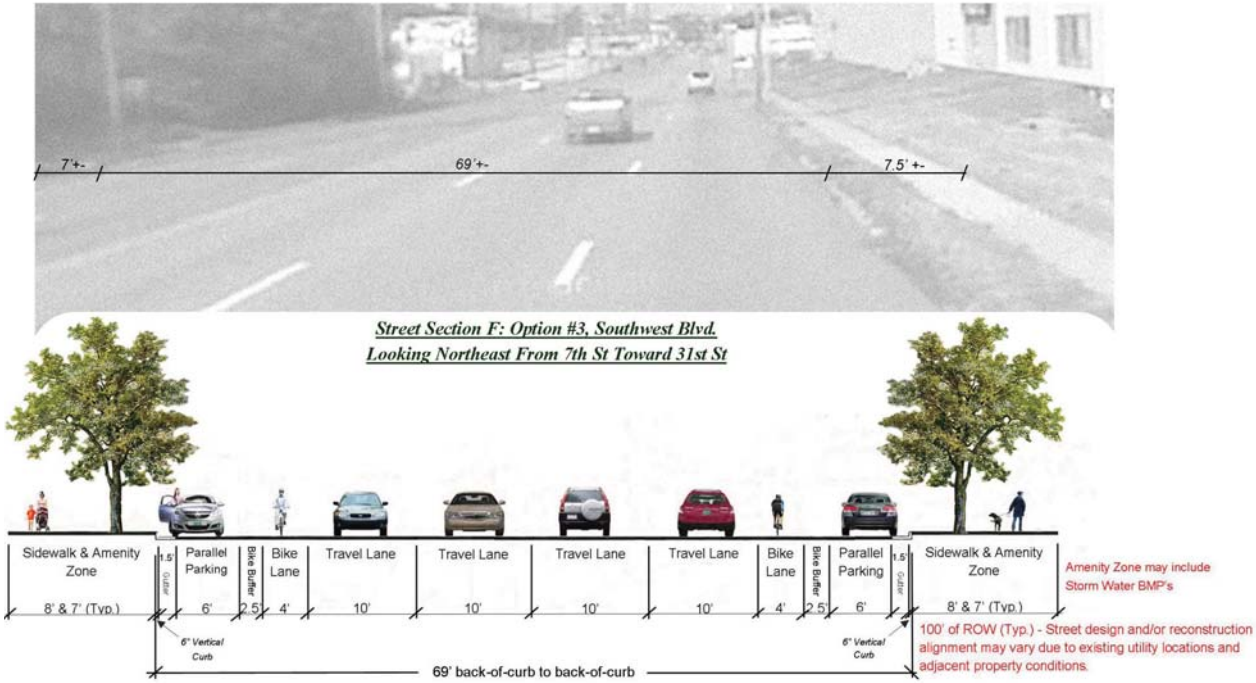




Street Section D: Option #1, Southwest Blvd. Looking Southwest From Dagwood's Toward Mission Road



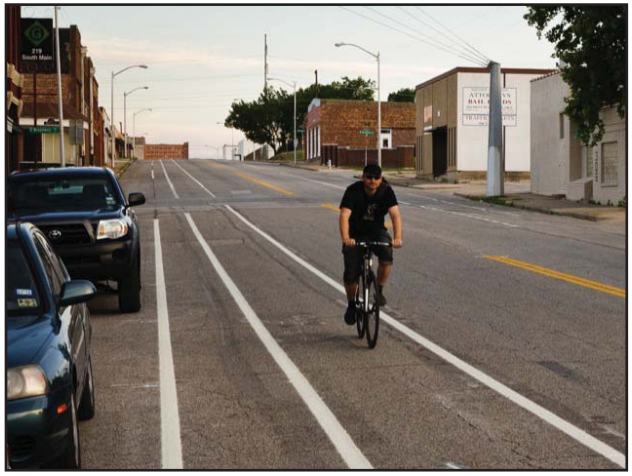

15'-16'+- to building face
69'+-
15' +-
Street Section E: Option #3, Southwest Blvd. Looking Northeast From Strasser Hardware Toward 7th St
Sidewalk & Amenity Zone
8' & 7' (Typ.)
1.5' Gutter
Parallel Parking
6'
Bike Buffer
2.5'
Bike Lane
4'
Travel Lane
10'
Travel Lane
10'
Travel Lane
10'
Travel Lane
10'
Bike Lane
4'
Bike Buffer
2.5'
Parallel Parking
6'
1.5' Gutter
Sidewalk & Amenity Zone
8' & 7' (Typ.)
Amenity Zone may include Storm Water BMP's
Not To Scale
6" Vertical Curb
6" Vertical Curb
100' of ROW (Typ.) - Street design and/or reconstruction alignment may vary due to existing utility locations and adjacent property conditions.
69' back-of-curb to back-of-curb


7'+-
69'+-
7.5' +-
Street Section F: Option #3, Southwest Blvd. Looking Northeast From 7th St Toward 31st St
Sidewalk & Amenity Zone
8' & 7' (Typ.)
1.5' Gutter
Parallel Parking
6'
Bike Buffer
2.5'
Bike Lane
4'
Travel Lane
10'
Travel Lane
10'
Travel Lane
10'
Travel Lane
10'
Bike Lane
4'
Bike Buffer
2.5'
Parallel Parking
6'
1.5' Gutter
Sidewalk & Amenity Zone
8' & 7' (Typ.)
Amenity Zone may include Storm Water BMP's
6" Vertical Curb
6" Vertical Curb
100' of ROW (Typ.) - Street design and/or reconstruction alignment may vary due to existing utility locations and adjacent property conditions.
69' back-of-curb to back-of-curb

Transit-Oriented Development

Transit-oriented development (TOD) is typically a mixed-use residential and commercial area designed to maximize access to public transportation and often incorporates uses that encourage transit ridership. A TOD typically has a center with a transit station or stop, surrounded by relatively high-density development with progressively lower-density development spreading outward from the center. TODs generally are located within a radius of one-quarter to one-half mile from a transit stop, as this is considered to be an appropriate scale for pedestrians.

Transit-oriented development is designed to encourage public transportation and higher-density development. It is the opposite of urban sprawl. Examples include mixed-use development with public transportation, excellent pedestrian facilities such as high-quality pedestrian crossings, narrow streets, and a reduction in the size of buildings as they become more distant from the public transport node.



The Green Corridor study contains an example of a transit-oriented development at 7th Street and Southwest Boulevard. The Future Land Use Plan shows provisions for a transit station and mixed-use development designed seamlessly. The TOD contains higher-density residential areas that provide a variety of housing choices as well as higher-density commercial development.

Another key element of TOD is a choice of transportation modes. In addition to an adjacent park-and-ride site, the transit stop is connected by the Turkey Creek Streamway trail system for pedestrians and bicyclists. This TOD is an example of how good planning and design can enhance both the Corridor and adjacent KUMC.

Complete Streets

Following World War II, streets were designed primarily to move cars as expediently as possible from one destination to another. In the 1980s, cities began to realize that putting the primary focus on cars was at the expense of neighborhoods and communities. However, in early 2011 Kansas City, Kansas officially adopted the concept of "Complete Streets" and will incorporate its design principles into planning and infrastructure improvements in the future. The concept of Complete Streets is a means to promote great neighborhoods, healthy and active people and a thriving community. It is a way of life that integrates physical activity into daily routines and promotes walking and bicycling for transportation, recreation and physical activity. It recognizes that sidewalks are an important part of the community; they serve transportation needs of people and they are also a part of the public realm where people live, shop, interact and travel.

Dependence on cars will continue until it is safe and convenient to use bicycles, walk and use public transit. Following the principles of Complete Streets should bring people and activity back to the neighborhoods that thrived before World War II.

In the Green Corridor Plan, there are a number of schematics that show how streets can be scaled and designed at different locations along the Corridor to create livable neighborhoods. Street widths are kept to a pedestrian scale and integrated with existing and future buildings. On-street parallel parking replaces parking lots. Extensive trees, landscaping, benches and artwork make it pleasurable to walk. The sidewalks incorporate bioswales and natural vegetation to treat runoff near the source.

Currently, the City has funding to improve Merriam Lane from 24th Street to where it joins Southwest Boulevard. The project is currently under design and the Green Corridor Consulting Team has worked closely with City engineers and planners to incorporate as many elements of Complete Streets as existing conditions and available funding will allow.

Pedestrian and Bicycle Systems

One of the major topics discussed at every public meeting and every session with business owners was the need for better pedestrian and bicycling systems. Many bicyclists use Merriam Lane and Southwest Boulevard to get to work and for recreational riding. The Turkey Creek Streamway Trail currently ends in downtown Merriam. However, Overland Park is working on a plan to extend the system eastward on

the south side of I-35. Northeast of Mission Road and Southwest Boulevard, the U.S. Army Corps of Engineers is designing a future link that will lead to Kansas City, Missouri. For the recreational user this leaves a missing link from just east of Lamar (23rd Street) to Mission Road. However, due to topography and I-35, it is likely that portions of the off-road trail system will need to be connected by an on-road design that accommodates both pedestrian and bicyclists along Merriam Lane and Southwest Boulevard.

Public Transportation

An important need along the Corridor is a good public transit system. Some residents do not have cars. Lack of access to affordable transportation for low-income workers and elderly to work, grocery stores and medical care presents serious consequences. It negatively impacts the health of the individual and the overall health of the community.

At present, there is only bus service on Rainbow Boulevard and 7th Street. However, there is no bus service on Southwest Boulevard or Merriam Lane. There is demand for more public transportation along the Corridor, as well as additional public transportation at the KUMC. With the Corridor and the medical center in such close proximity to one another, it is recommended that the RDA, TCC and KUMC work together with the city and the ATA to improve public transportation.

Parking

Sustainable communities handle parking much differently than it has been handled in the last fifty years. In the suburbs, one finds seas of surface parking in commercial areas and wide residential driveways in front of homes. In sustainable urban areas, such as along the Green Corridor, businesses first utilize on-street parking and then supplement with limited off-street parking. In neighborhoods, the front porch is the focal point of the house with vehicle access off alleys.

In recent years, cities have also been keeping off-street parking to a minimum to reduce impervious pavement and run-off. Cities enforce this by adopting maximum parking requirements instead of minimum parking requirements as in the past. If a business must have more than the allowed number of parking spots, cities are requiring that the additional parking surface be of pervious pavement.

Another concept frequently seen in mixed-use areas is shared parking. The peak time for parking for office and retail users is during the work day. The peak time for multi-family residential is at night. These uses can easily share parking which reduces parking costs for developers and the amount of impervious surface. It is strongly recommended that the city adopt shared-parking requirements in mixed-use areas.

Summary

The Corridor is fortunate that a segment of Merriam Lane is scheduled to be improved in 2013-2014 utilizing many of the Complete Street principles. Future infrastructure improvements will occur in phases with the timing depending on funding. Each year the City updates its capital improvements plan that allocates funding for infrastructure. It is critical that residents and businesses in the Corridor participate in the capital improvement budgeting process to ensure that the Corridor continues to evolve into a complete street.

Vision and Goals

Visioning Process

At the start of the planning process, the Project Team conducted a SWOT analysis to formulate Corridor strengths, weaknesses, needs and an ideal vision for the future. Not surprisingly, under strengths, stakeholders cited that the Corridor had all the attributes of what a good transportation Corridor should always have; safe and reliable traffic access to the entire metro area. This transportation Corridor was once a vibrant access-way to the south and development around it flourished because of its major K-10 roadway designation. It is easy to see how that role changed as a result of the nearby interstate construction. The Corridor was relegated to second class, and now considered by most suburban commuters as only an alternate route when the interstate turns into a parking lot on seemingly rare occasions. But Corridor stakeholders know its strength is its prime location within the urban core. They also believe that the Corridor's decline has ended and that a rebirth of sorts could be on the horizon, citing the Crossroads area resurgence in Kansas City, Missouri. There had to be a tipping point for the roadway's decline and most felt that signs of improvement are starting to become more evident with new and sometimes 'higher-tech' business users coming to the Corridor because of its location and more reasonable real estate prices.

Benefits of living in older neighborhoods with mature trees and where friendly residents watch out for each other were also cited. Having a 'good mix of uses' also describes its heritage of being an older commuter route that once had virtually 'anything and everything you wanted'. Certainly, there are a few fast-food chain restaurants. But there are plenty of locally owned "good old BBQ joints." "Homespun old-highway nostalgia" was one descriptor for the roadway that occasionally includes an impromptu roadside vendor and of course the landmark Boulevard Drive-In Theater. The benefits of the Corridor's urban lifestyle were also discussed. The saying 'If you lived here, you'd be home already' could easily be applied to the Corridor and its good locational attributes.

But changes occur with time, and the Corridor's weaknesses were also expressed; aging and neglected street infrastructure, lack of sidewalks, poor stormwater management and an unappealing streetscape. Others thought having vacant buildings, weeds in the public right-of-way and other negative visual cues were signs that typically signal an area in transition. The lack of local grocery stores that at one time flourished on the Corridor made the list of weaknesses. The need for an area community center and other cultural activities were also desired. The ideal vision would be to have a stable and vibrant Corridor with its unique mix of residential sites and businesses in a green and pleasing environment.

Throughout the planning process the Project Team worked to capitalize on the area's attributes and identify opportunities for improvement and develop strategies. The first element to expand upon was to play on its good access and urban attributes. Capitalizing on incremental visual improvements was paramount. Fittingly, the desires to continue the streetscape improvements that are evident in Merriam was expressed by stakeholders. Encouraging additional modes of transportation and use of the Corridor's natural environmental beauty was also highlighted and discussed by stakeholders.

Goals

Through the planning process, general categories were established to formulate goals with directed objectives to be embraced in the Corridor Plan. These goals fall under the four categories of Health and Environment, Land Use, Corridor Image and Identity and Mobility and Transportation. For most goals to be realized, they need to be encouraged by improvements made from both public and private sectors in the Corridor.

Health and Environment

- Become a healthier community. Promote active lifestyles to make it easy and safe to walk and bike. Encourage trails and recreation, bike lanes, urban farming, permanent farmers market, corner markets and access to healthy foods.
- Promote healthy eating by allowing residents to grow and distribute garden produce anywhere as individuals on their own property or as a community on a shared piece of ground.
- Promote healthy homes and document community health with development of baseline indicators. Provide residents and businesses with informational resources on healthy homes, healthy workforces and green initiatives.
- Encourage sustainable designs by providing code flexibility for LEED green building and for energy efficiency, utilizing best management practices.
- Take advantage of existing area community

assets such as local parks, schools and other public investments as central focus points of neighborhood development and make them accessible to everyone.

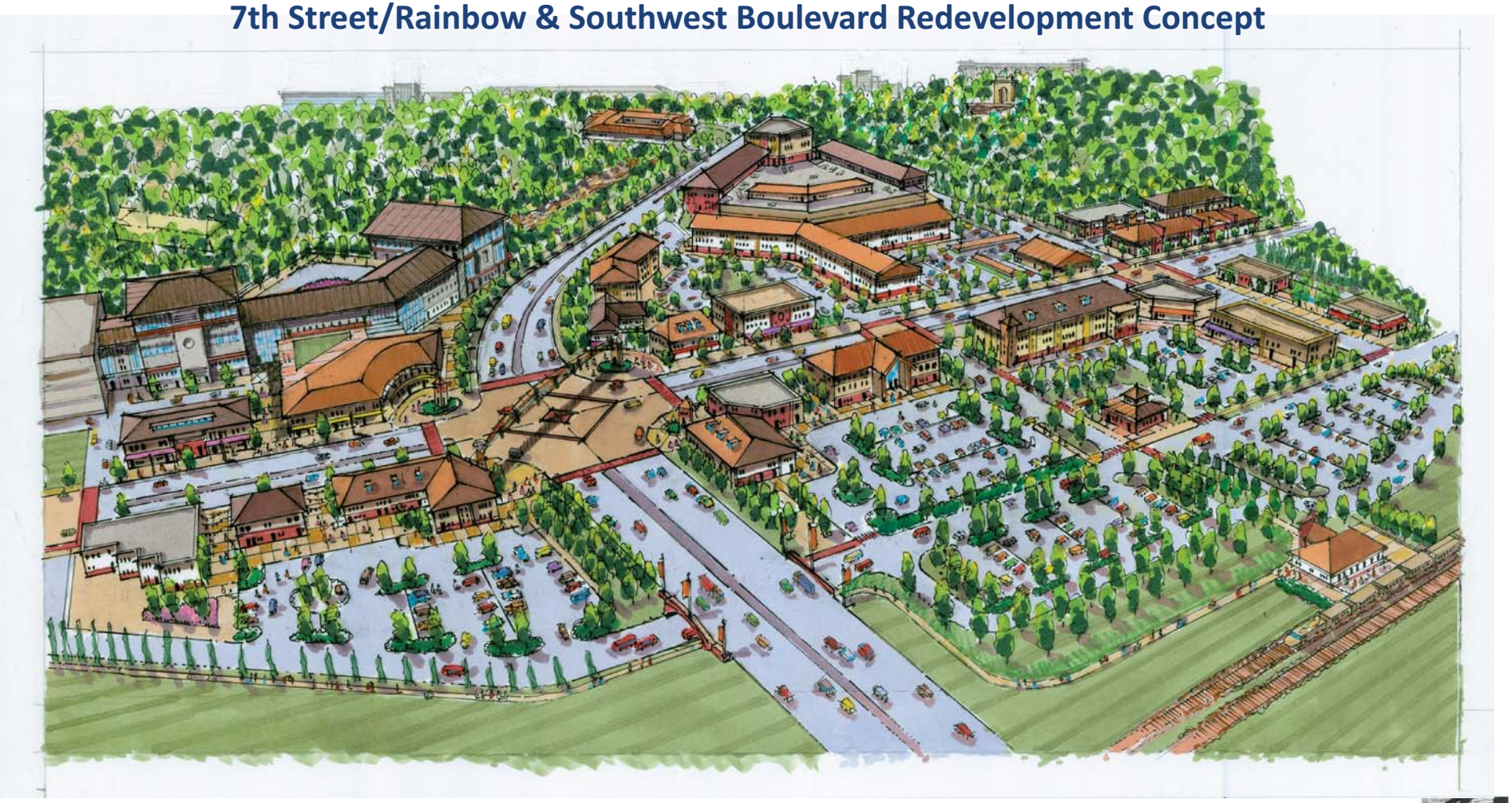
- Allow a range of housing opportunities and choices. A diversity of housing choices will encourage a sustainable population mix within all neighborhoods, allowing aging in place. It also begins to achieve adequate densities to support transit.
- Create compact, connected walkable neighborhoods that provide safe, convenient and comfortable sidewalks, but also have interesting places to walk to – such as parks, schools, stores and civic institutions.
- Embrace efforts to involve students within the community. Create opportunities for a middle-school urban environmental lab, safe routes, and after-school and youth activities. Pursue additional park land opportunities including new soccer fields and a private wakeboard park.
- Beyond general recycling, promote informational exchange of reusable manufacturing waste by-product materials within the Corridor and throughout the metro region.

Land Use

- Maximize the Rainbow and Southwest Boulevard gateway and encourage professional office and research uses, providing a needed visual entry point to the KUMC campus from the north.

- Maintain protection of adjacent neighborhoods, open space and reinforce housing. Propose down zoning of specific areas, and encourage buffer and transition zones. Focus redevelopment at key intersections along the Corridor. Promote increased densities to maximize potential. Provide for a variety of housing choices and types throughout the Corridor.
- Provide more mixed-use development to reduce the need for automobile use and increase pedestrian and bicycle activity. Require connectivity between developments.
- Perform Health Impact Assessments of new development to weigh impacts within the Corridor.
- Promote private redevelopment for businesses that need to have close access to KUMC.

7th Street/Rainbow & Southwest Boulevard Redevelopment Concept



Corridor Image and Identity

- Build upon realistic corridor marketability to achieve stability. Develop market strategies such as, "If you lived here, you'd be home already."
- Build upon the historic quality and uniqueness of the Corridor. Identify and retain unique characteristics spanning the length of the Corridor.
- Provide for 'Corridor Gateway' improvements, inclusive of branding and signage.
- Create and adopt business park and industrial guidelines to elevate Corridor streetscape and architectural design. Address street views of storage yards and nonconformities that can be improved upon over time. Require pedestrian and full cut-off lighting.

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- Outline incentives for business retention, green expansion and attracting redevelopment and improvement. Provide for information exchange through the business stakeholders group.

- Identify and help prioritize future capital improvements inclusive of silent rail crossings, transit stops and hubs, bio-retention design of street runoff, and access to public recreation.
- Lower and amend 'minimum' parking ratio requirements and provide credits for shared and on-street parking.
- Phase infrastructure improvements throughout the four-plus mile Corridor.
- Promote ease of access through the community. Look for alternative access opportunities such as a Cherokee Street extension.

- Continued Community-wide dialogue for focused implementation efforts. Rosedale Business Stakeholders to regularly discuss broad range issues and build consensus. Continue partnerships with KUMC, KU, and Kansas City Art Institute (KCAI) on Corridor projects.

Mobility and Transportation

- Promote a variety of transportation choices. Dependence on cars will continue until it is safe, convenient and comfortable to walk, bicycle and use transit as an alternative.
- Implement the Complete Streets policy.

Implementation

Implementation

Introduction

In order for this Plan to be successful, a true partnership between all entities within the Corridor, both public and private, must occur. The implementation partners include the Unified Government and City Staff (UG), Rosedale Development Association (RDA), Turner Community Connections (TCC), Rosedale Healthy Kids Initiative (RHKI), Wyandotte Economic Development Council (WYEDC), Kansas University Medical Center (KUMC), Rosedale Business Stakeholders (RBS), Burlington Northern Santa Fe (BNSF), Union Pacific Railroad (UPRR), citizen and community organizations and the private sector.

Numerous recommendations are contained within the 2008 City-Wide Master Plan. Many of those broad based tools are applicable within the Corridor. A small sampling of those include: providing training and education to building professionals, home buyers, renters, owners and the general public about best practices for green and energy-efficient construction; addressing basic infrastructure needs to under-served areas; attracting green industries; constructing trail linkages to complete the MetroGreen Trail system, encouraging transit-oriented development through support of higher densities and mixing of uses near planned transit stops, increased public access to stream corridors and adoption of BMP and low-impact development standards.

The City-Wide Master Plan also thoroughly outlines financing programs and incentives for project implementation and public infrastructure improvements. All future new or redevelopment projects should be in direct contact with the Wyandotte Economic Development Council for the most recent and applicable information.

Additionally, more specific implementation recommendations, which can be referred to in the Rosedale Master Plan are also applicable for the Corridor. What follows are more specifically identified goals for implementation within this Corridor. Some may indeed have applications to all of Rosedale and Turner areas or even have City-wide benefits.

Implementation Matrix

The following matrix is organized by Regulatory, Infrastructure and Partnership Elements. Each strategy includes a general time frame and key participants. Time frames are suggested and organized by short term 0-2 years, medium term 2-5 years, long term 5+ years, etc. While this listing can be overwhelming it should be understood that City staff will guide the prioritization of key elements that can be reasonably undertaken over the next two years. The goal would be to accomplish the tasks that provide maximum benefit in the near term. Stakeholders may be able to champion other elements with UG guidance and role of over-seer.

South 8th Street & Southwest Boulevard Redevelopment Concept

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Implementation Matrix

Regulatory, Infrastructure and Partnership Elements

Elements	*Time Frame*	*Responsibility*
Regulatory Elements		
Zoning Overlay — A corridor zoning overlay would require certain new identified land uses to submit for Special Use approvals and compliance with current design standards and guidelines. Uses could include fast food restaurants, automotive sales, vehicle repair, tire sales, equipment and vehicle rental. Provisions would address outdoor use of land and nonconforming site conditions not afforded the right to continue.	Short	UG, RDA, TCC and RBS
Down Zone — Initiate rezoning of areas recommended within the Corridor study.	Short	UG, RDA, TCC and RBS
Health Impact Analysis — As with the newly adopted Complete Streets policy, incorporate health review criteria for all new public and private development projects.	Short	UG, RDA, TCC and RBS
Design Guidelines — Create and adopt minimum design standards for Business Park and Industrial uses encouraging a uniform streetscape appearance. Discourage fencing and outdoor storage/display within any front and corner side-yard setback along street fronts. Outline specific exemptions. Address outdoor spillover lighting and encourage the use of BMP and low-impact development strategies.	Short	UG, RDA, TCC and RBS
Support Narrow Lot Design Guidelines — Apply appropriate small lot residential regulations to maintain the character of the neighborhood while allowing moderate infill and density.	Ongoing	UG, RDA, and TCT
Mixed-Use Zoning — Apply mixed-use zoning to the core areas reflected in the Corridor Plan.	Achieve with Corridor zoning overlay	UG, RDA, TCC and RBS
Industrial Zoning — Focus heavier industrial uses adjacent to rail lines. Favor Business Park zoning to allow for a greater mix of businesses and limit heavy industrial uses.	Achieve with Corridor zoning overlay	UG, RDA, TCC and RBS

Elements	Time Frame	Responsibility
Neighborhood Transitions — Properties that back up to Business uses fronting the Corridor should be protected with careful transition between the neighborhood and new mixed-use or business park projects. Encourage landscape buffers, buffered parking areas in the rear and a gradual transition of building heights where possible.	Achieve with Corridor zoning overlay	UG, RDA, TCC and RBS
Urban Farming — Adopt an urban farming code specifically allowing property owners to grow and sell produce in interior side and rear yards with the ability to sale to others within the community.	Short	UG, RDA, TCC, RBS and RHKI
Public Open Space — Creation of public plazas and green open space to link and strengthen the future trail systems and environmental enhancement areas is critical. A regulatory approach could include development flexibility for the creation of these place-making and linkage spaces. Provisions for public artwork in these spaces would be encouraged.	Achieve with Corridor zoning overlay	UG, RDA, TCC and RBS
Required Parking — Eliminate minimum parking ratio standards and require additional stormwater improvements for parking above the required standard. Reduce parking requirements in mixed-use projects and when development is adjacent to uses with approved shared parking facilities.	Achieve with Corridor zoning overlay	UG, RDA, TCC and RBS
Bicycle Parking — Adopt specific requirements for all new multifamily and business park developments within the Corridor.	Achieve with Corridor zoning overlay	UG, RDA, TCC and RBS
Eliminate Regulatory Barriers — Comprehensively review requirements to encourage sustainability and a healthy community.	Ongoing	UG, RDA, TCC and RBS
Street Design — Develop and enforce new standards in keeping with Complete Streets policy with street cross section standards that are context-sensitive for the Corridor and accommodates vehicle, bicycle, pedestrian and bus mobility.	Short and Medium	UG, RDA, TCC and RBS

Elements	Time Frame	Responsibility
Infrastructure Elements		
Corridor Gateways — Improve key Corridor entry points to welcome all visitors and set a branding standard for all segments of the four-plus mile roadway.	Medium	UG, RDA, TCC and RBS
Street Design Improvements — Conduct feasibility studies to consider street-movement enhancements inclusive of future roundabouts, rail overpass, local street closures and new connections, and directional local street designations. Candidates for recommended study would include 34th and Merriam, 24th and Merriam, the intersection of Mission Road/I-35 ramps/bridge with Southwest Boulevard, Iowa Street and Cherokee Street extension.	Short-Long	UG, RDA, TCC and RBS
Bike Lanes — The entire Corridor should be considered a commuter route with separate, striped bicycle lanes installed. Ensure future improvements are designed and so reflected.	Ongoing	UG, RDA, TCC and RBS
Improve Streetscape — Replace or install curb, gutter, sidewalk and lane improvements throughout the Corridor. Develop a coordinated plan for street lighting, street tree planting, roadway signage and amenity zone improvements that include beautification and pedestrian-scaled design.	Short-Long	UG, RDA, TCC and RBS
Update Stormwater Infrastructure — Improve the capabilities of stormwater drainage systems. Where appropriate consider BMP design, ribbon curb and drainage swales along the Corridor.	Short-Long	UG, RDA, TCC and RBS
Recreation Trail Access — Phase in Turkey Creek Streamway Trail System improvements as development and public improvement projects occur. Inventory open space assets to support additional youth-related recreational activities within and adjacent to the Corridor.	Short-Long	UG, RDA, and TCC
Improve Bus Stop — Improve access to the Rainbow bus shelter and provide amenity zone improvements for this staging point.	Short-Medium	UG and RDA
Identify Walking Routes — Understand and develop walking routes for greater safety and ease of access through the Corridor.	Short-Medium	UG, RDA, TCC and RHKI
Funding — Seek resources to assist with infrastructure improvements to attract redevelopment within the Corridor.	Ongoing	UG, RDA, and TCC

Elements	Time Frame	Responsibility
Partnership Elements		
Office Research Redevelopment — Work with the Wyandotte Economic Development Council to promote medical and office research related uses to the Southwest Boulevard and Rainbow gateway area for those businesses who desire close proximity to KUMC. Focus other redevelopment efforts in key areas to promote stability and build upon realistic marketability of these identified higher-profile nodes.	Ongoing	UG, RDA and WYEDC
Mixed-Use Development — Promote higher-density mixed-use projects as reflected in the Study throughout the Corridor. Work with the Wyandotte County Economic Development Corporation to promote the Cherokee Street node as a potential additional accessway to the 39th and Rainbow core.	Ongoing	UG, RDA, TCC, RBS, WYEDC and KUMC
Healthy Food Access — Champion a permanent Farmers Market location within the Corridor and provide incentives to facilitate additional healthy food sales locations. Advocate for bus routes that go from the Corridor to larger surrounding area grocery stores.	Short-Long	UG, RDA, TCC, RBS and RHKI
Quiet Zones — Work with Burlington Northern Railroad representatives to implement a no-horn quiet zone at all at grade rail crossings. Analyze design, costs to implement and fund sources.	Ongoing	UG, RDA, TCC, RBS and BNSF
Multi-Modal Commuter Facilities — Continue to champion commuter bus transit, park and ride and rail transit through the Corridor. Work with MARC to identify Corridor transit options both short- and long-term for the area.	Ongoing	UG, RDA, TCC, MARC, and WYEDC
State Line Gateway — Dialogue with Union Pacific Railroad representatives regarding redevelopment of this high-profile City entryway, respective of the historical significance of this acreage.	Medium	UG, RDA, WYEDC and UPRR
Historic Preservation — Work with City staff to develop informational systems to promote and advise potential landmark candidates of designation processes and benefits.	Short-Medium	UG, RDA, TCC and RBS

Elements	Time Frame	Responsibility
Safe Routes to School — Collaborate with City to pursue additional safe-route programming.	Short-Medium	UG, RDA, TCC, RHKI
Public and Private Schools — Partner with area schools to identify and implement outdoor urban labs and other hands-on environmental education utilizing Turkey Creek and Corridor open-space area as part of the curriculum.	Ongoing	UG, RDA, TCC, RHKI and local schools
Paint Grain Silos/Elevators — Facilitate an open dialogue to address this Southwest Boulevard and 7th Street gateway structure.	Short	UG, RDA and Cargill Owner
Promote Healthy Homes and Businesses – RDA and Turner NBR's should act as informational clearinghouses for Corridor residents and other stakeholders. They should provide residents with a healthy homes resource guide to further inform residents of best practices. Businesses should also be provided a separate resource guide informing them of green initiatives and encouraging a healthy workforce.	Ongoing	Ongoing
Dialogue and Coordination — As these and other recommendations move forward, coordinate with appropriate agencies to maximize potential for success.	Ongoing	All Partnerships
Active Community Engagement — Continued plan success must rely on open communications and community engagement.	Ongoing	All Partnerships

Next Steps

The above recommendations are not all inclusive but strive to direct change over a period of many years. Improvements made by the City toward upgrading the Corridor's infrastructure will likely encourage private investment in the area. The City has recently received funds to improve over one-third of the Corridor from just east of 24th street to Merriam Lane's northern terminus with Southwest Boulevard. Bicycle lane marking improvements will be continued from this point to Iowa Street and Southwest Boulevard. Additional improvements will occur over time and when funding becomes available. Private reinvestment in the Corridor will also incrementally improve the study area over a number of years.

It is hoped that vacant and under-utilized properties along the Corridor will find new uses that support the visions and goals outlined in this plan. Existing businesses will remain until market conditions warrant a further change. The above recommendations are meant to serve as a guiding framework and implementation should balance the needs of all Corridor stakeholders.

Appendices

Appendices

Transit-Supportive Development Guidebook-MARC, 2000

- Prototype site review - Rosedale
- Policy framework needed to realize transit-supportive development patterns

Turkey Creek Environmental Enhancement Plan prepared by PBA, March 2009

- Plan Development and Recommendations

Feasibility Report and Environmental Assessment – Turkey Creek Basin prepared by HNTB, August 1998

- Existing Conditions
- Problem Identification
- Plan Formulation
- Plan Selection and Recommendations

Rosedale Community Assessment, Spring 2009, prepared by KUMC

- Walk ability and Bike ability to area Schools
- Area Grocery Store and Park Facility assessment

Turkey Creek Streamway Concept Plan Report, 2010, MARC MetroGreen

- http://www.marc.org/metrogreen/Current_Projects/turkeycreek.aspx

Rosedale Green Corridor – Trail Network and Revitalization Study, prepared by KU School of Architecture, Summer 2010

- Public Process
- Neighborhood and Trail Network Analysis
- Design Guidelines
- Natural Ecology Public Health
- Revitalization and Redevelopment
- Implementation

Mapping the Green Corridor - John Gary, Summer 2010

Environmental Lab - Stephanie Drake, Summer 2010

Town Center - Stephanie Drake, Summer 2010

Park Assessments in the Rosedale Community, Fall 2010, prepared by KUMC

- Park Facility assessment
- Condition comparison summary

Green Corridor Public Meeting SWOT Summary

Green Corridor Business Owner SWOT Summary

Green Corridor Health Fair Assessment and Health and Environment Survey, October 2010, prepared by KUMC

Incentives - Wyandotte Economic Development Council 2011

Green Corridor Baseline Health Survey information - 2010/2011 data, prepared by KUMC

Green Corridor Planning Projects - KU School of Architecture, Design and Planning Spring 2011

Mapping the Path to Healthy Food Access for Rosedale Entrepreneurs - Travis Love, Summer 2011

Barriers and Enhancers to Farmers Market Attendance Among Low-Income Families - Kelsey Bartolich, Summer 2011

Healthy Development Checklist - Walkable & Livable Communities Institute

Resources

MARC Idea Book 2005

- History of Home Designs
- Likes and Dislikes
- Design Consideration
- Livability
- Remodeling Primer and Energy Efficiency
- http://www.marc.org/assets/green-idea-book.pdf

MARC Green Remodeling Idea Book 2010

- Why Green and Sustainable Design
- Rethinking Replacing, Redoing
- Finding a Green Contractor
- http://www.marc.org/firstsuburbs/assets/full-idea-book.pdf

Complete Streets - Best Policy and Implementation Practices – APA PAS Report 559

- Case Studies, Design, Cost, Lessons learned
- Making the Transition to Complete Streets
- Policy Adoption
- http://www.planning.org/pas/brochure/pdf/report.pdf

The Value of Green Infrastructure – Guide to Recognizing Its Economic, Environmental and Social Benefits - CNT

- Green Infrastructure Benefits and Practices
- Measurement Values, Water, Energy, Air Quality, Climate Change, Urban Heat Island, Community Livability and Improvement
- Case Studies
- http://www.cnt.org/repository/gi-values-guide.pdf

How to Turn a Place Around, Project for Public Spaces

- http://www.pps.org/store/featured-items/how-to-turn-a-place-around

The Winding Valley and The Craggy Hillside A History of the City of Rosedale, Kansas, by Margaret Landis, 1976

Design Guidelines — Regulatory History

With adoption of the Rosedale Master Plan in 2005, Chapter Seven provides guidelines for the Rainbow Corridor and surrounding study area. These guidelines were meant to provide guidance for more urbanized versus suburban design for the study area.

In 2006 the Unified Government established Design Guidelines with Ordinance 0-50-06 for a specified area in western Kansas City, Kansas (for commercial and office uses west of 94th street).

With adoption of the City Wide Master Plan in 2008 the Land Use Plan section provided for the 2006 guidelines to be met throughout the City for the following land uses categories:

- Neighborhood Commercial (page 34)
- Community Commercial (page 36)
- Regional Commercial (page 37)

In addition, amenity and design guidelines are now required for the following uses:

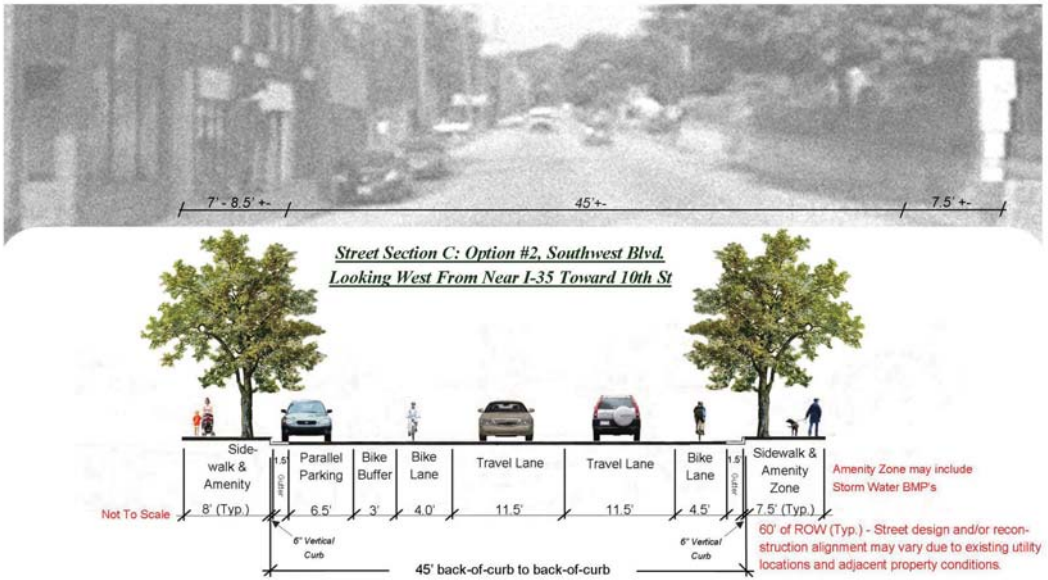
- Low-Density (page 29), must meet the minimum Amenity guidelines (on page 42)
- Medium-Density (page 30)
- High-Density (page 32)
- Urban Residential (page 31) uses must comply with the Amenity guidelines if 50 units or more (on page 42) and the Multi-Family Design Guidelines (pages 45-46)
- Mixed Use (page 35) must comply with the Mixed-Use Guidelines (page 43-44).

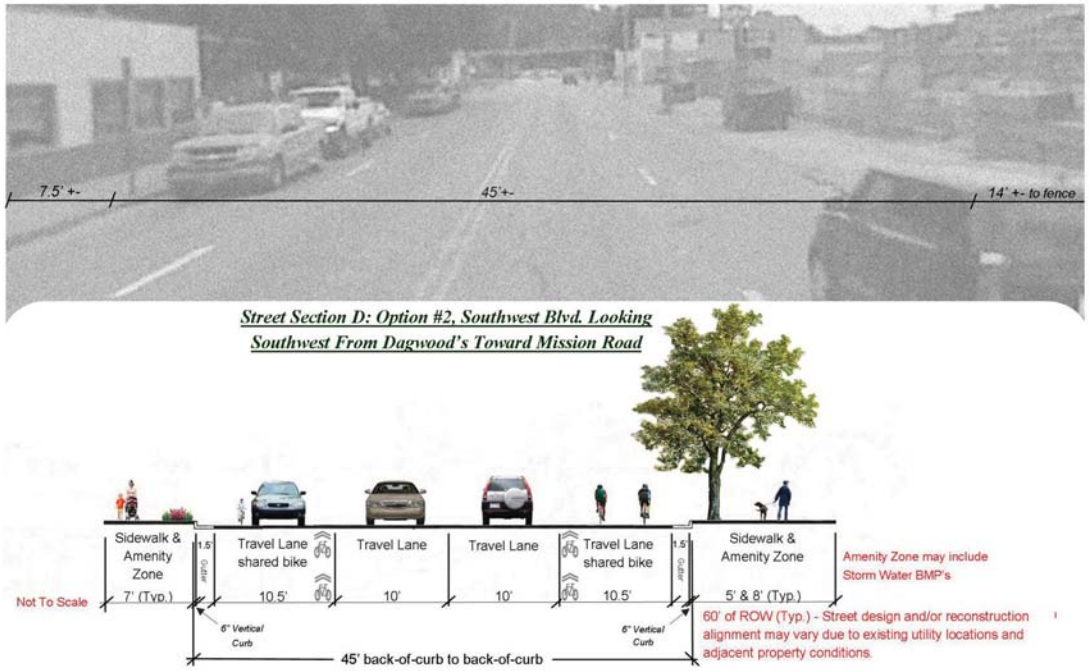
These guidelines discuss public art, outdoor seating, etc.

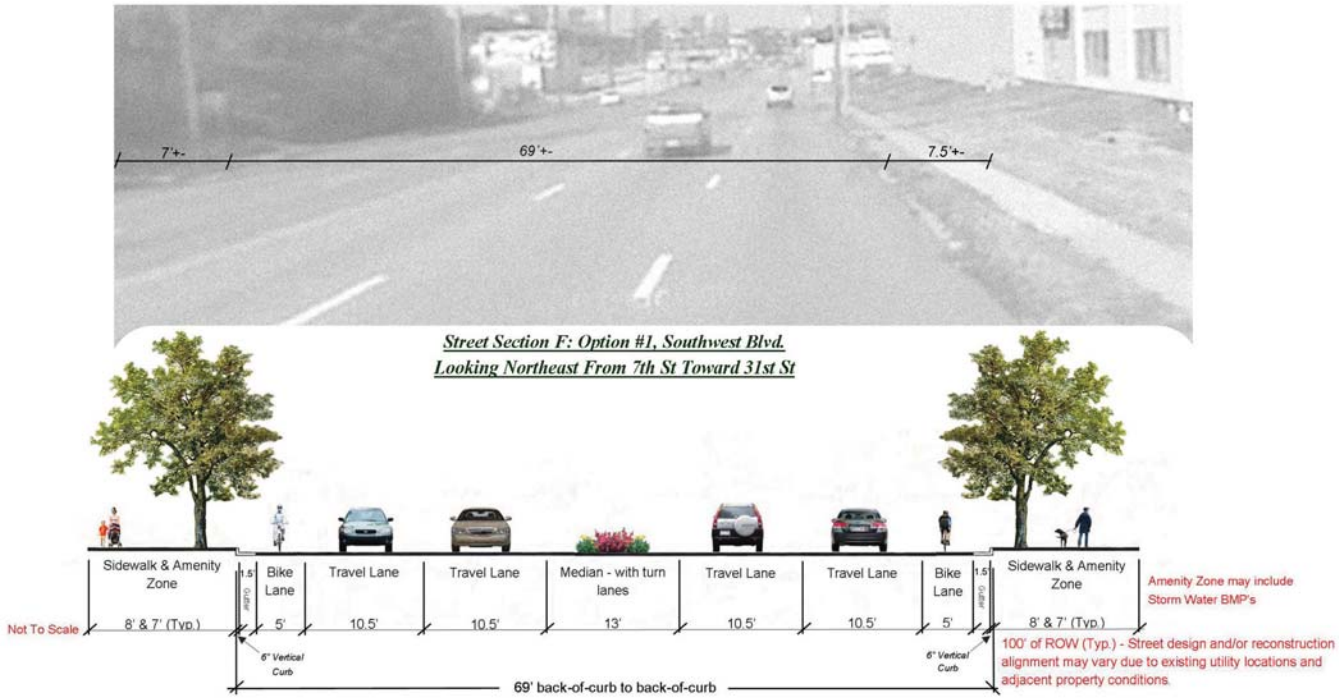
There are no design guidelines for Business Parks (page 38) or for Industrial (page 39) uses however they do have recommended green design principals.

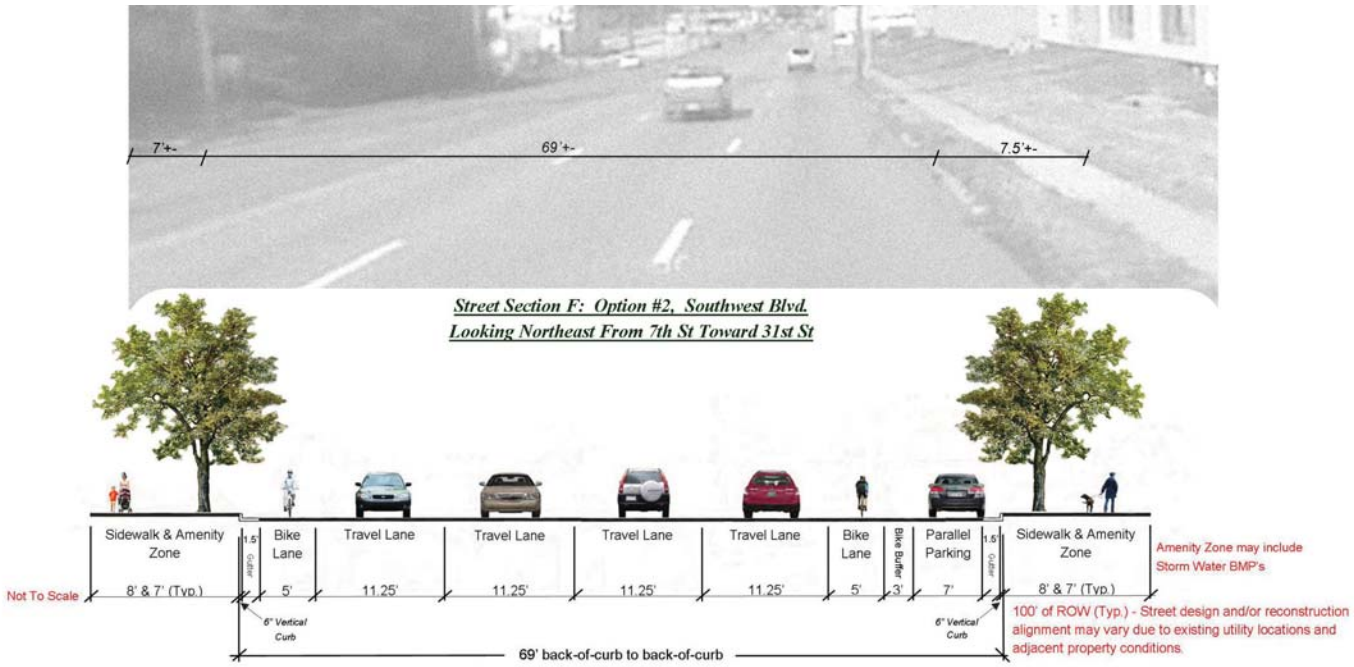
Finally, in 2008 the City adopted the Narrow Lot Design Guidelines for new construction within the city's existing urban residential lots.

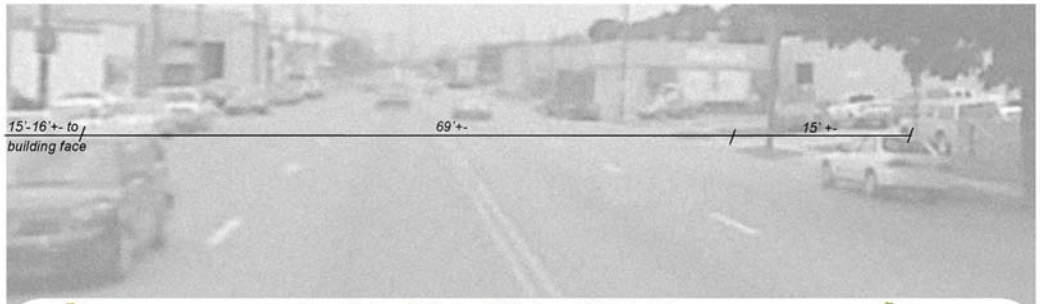
Additional Street Sections



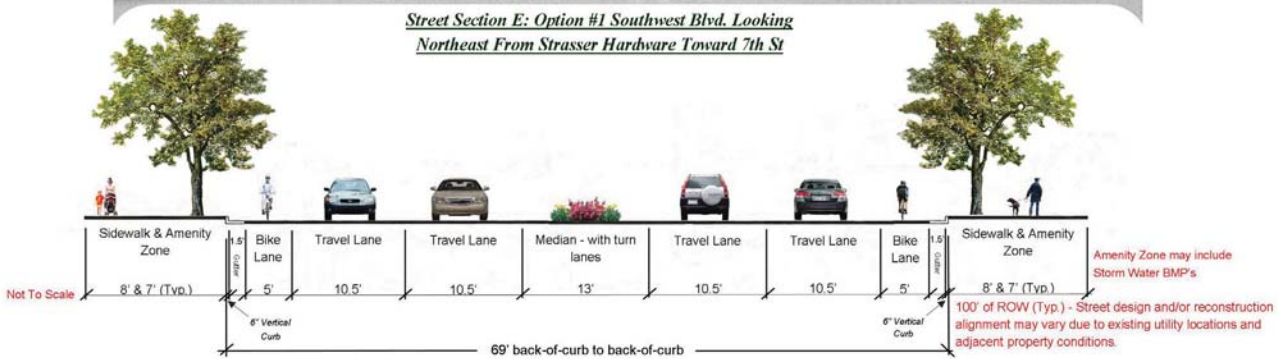


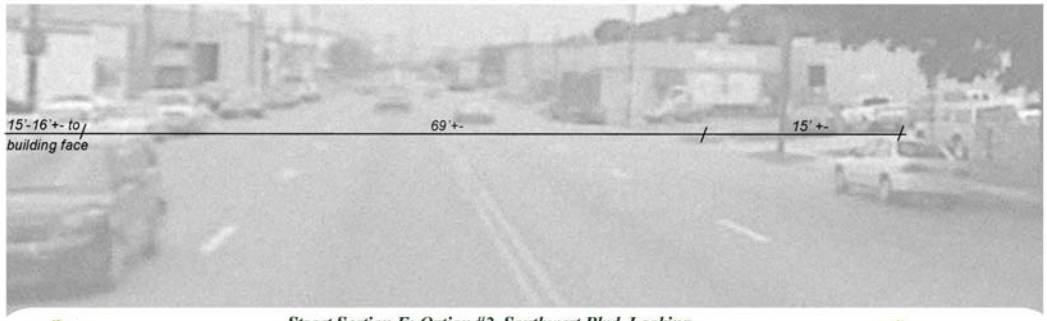
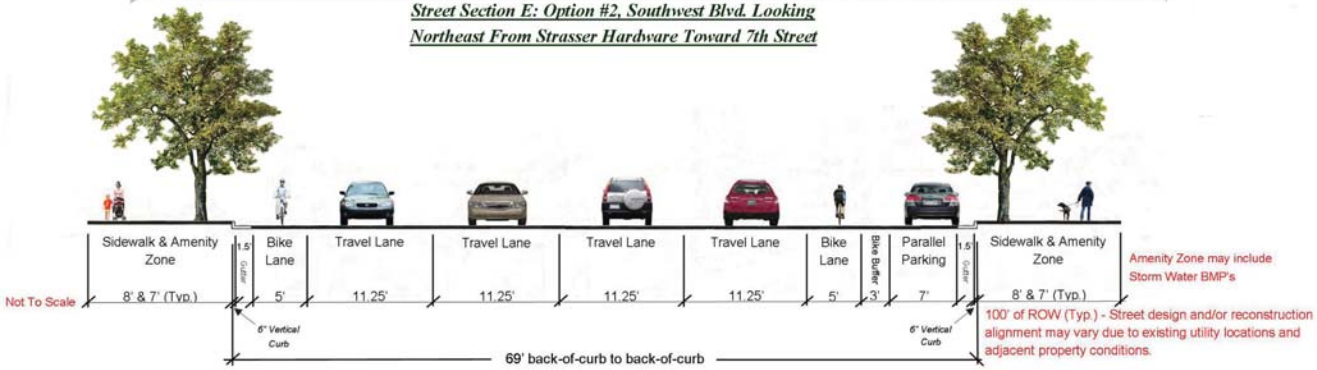

7'+-
69'+-
7.5'+-
Street Section F: Option #1, Southwest Blvd.
Looking Northeast From 7th St Toward 31st St
Sidewalk & Amenity Zone
8' & 7' (Typ.)
1.5' Gutter
Bike Lane
5'
Travel Lane
10.5'
Travel Lane
10.5'
Median - with turn lanes
13'
Travel Lane
10.5'
Travel Lane
10.5'
Bike Lane
5'
1.5' Gutter
Sidewalk & Amenity Zone
8' & 7' (Typ.)
Amenity Zone may include Storm Water BMP's
Not To Scale
6" Vertical Curb
6" Vertical Curb
100' of ROW (Typ.) - Street design and/or reconstruction alignment may vary due to existing utility locations and adjacent property conditions.
69' back-of-curb to back-of-curb


7'+-
69'+-
7.5'+-
Street Section F: Option #2, Southwest Blvd.
Looking Northeast From 7th St Toward 31st St
Sidewalk & Amenity Zone
8' & 7' (Typ.)
1.5' Gutter
Bike Lane
5'
Travel Lane
11.25'
Travel Lane
11.25'
Travel Lane
11.25'
Travel Lane
11.25'
Bike Lane
5'
Bike Buffer
3'
Parallel Parking
7'
1.5' Gutter
Sidewalk & Amenity Zone
8' & 7' (Typ.)
Amenity Zone may include Storm Water BMP's
Not To Scale
6" Vertical Curb
6" Vertical Curb
100' of ROW (Typ.) - Street design and/or reconstruction alignment may vary due to existing utility locations and adjacent property conditions.
69' back-of-curb to back-of-curb



Street Section E: Option #1 Southwest Blvd. Looking Northeast From Strasser Hardware Toward 7th St





Street Section E: Option #2, Southwest Blvd. Looking Northeast From Strasser Hardware Toward 7th Street