

# COMMUNITY PROJECT/ZONING

## Resolution Fact Sheet

Case Nos. 737-S, 171-S-8, 371-S-27, 342-S-11

# 170125

Resolution Number

**Brief Title** \_\_\_\_\_ **Approval Deadline** \_\_\_\_\_ **Reason** \_\_\_\_\_

To consider approval the **Red Bridge Area Plan** as a guide for future development, redevelopment, and public investment.

Details	Positions / Recommendations	
<p><b>Specific Address</b></p> <p>Generally bound by East 85th Street and the Trolley Track Trail Corridor on the north, Blue Ridge Boulevard on the south, State Line Road on the west, and US Route 71 / I-49 on the east.</p>	<p><b>Sponsor</b></p> <p>Jeffrey Williams, AICP, Director City Planning and Development</p>	
<p><b>Reason for Project</b></p> <p>Approving the Red Bridge Area Plan as a guide for the future development, redevelopment, and public investment within the area bound generally by 85<sup>th</sup> Street and the Trolley Track Trail Corridor on the north, the city limits of Kansas City, Missouri on the west, Blue Ridge Boulevard on the south and US Route 71 / I-49 on the east; amending the Ward Parkway Corridor Study and the South Development Area Plan by deleting the portion of the plans covered by the Red Bridge Area Plan; and repealing and replacing the Red Bridge N.W. Land Use Plan with the Red Bridge Area Plan.</p>	<p><b>Programs, Departments, or Groups Affected</b></p> <p><b>Council District(s):</b> 5 (Canady, Barnes) 6 (Taylor, McManus)</p>	
<p><b>Discussion</b></p> <p>The city is divided into 18 areas for which individual “area plans” are being prepared (See Attachment 1). These plans implement the policies of the FOCUS Kansas City Plan on an area-basis, recommend strategies to help realize a community’s long-range vision for the future and provide a comprehensive framework to guide public policy on land use, housing, infrastructure, community development, and public services. Area plans are both proactive (identify actions and strategies) and reactive (provide criteria to evaluate proposals and assist decision-making). The Plan is the synthesis of community values and technical analysis to produce actionable strategies and policy recommendations to guide the future development of the Red Bridge area.</p> <p><b>Planning Process</b></p> <p>Public participation was essential for preparing the Red Bridge Area Plan. The concepts, vision, primary goals and final recommendations in the plan are the result of an extensive, inclusive and transparent public process. The planning process included extensive interaction with area residents and stakeholders utilizing:</p>	<p><b>Applicants/ Proponents</b></p> <p>City Planning &amp; Development Department</p>	
	<p><b>Opponents</b></p> <p><b>Groups or individuals</b> None known <b>Basis of Opposition:</b></p>	
	<p><b>Staff Recommendation</b></p> <p><input checked="" type="checkbox"/> For <input type="checkbox"/> Against Reason Against:</p>	
	<p><b>Board or Commission Recommendation</b></p> <p>By: City Plan Commission, 2/7/17, 6-0, Archie, Baker-Hughes, Crawl, Martin, May and Macy.</p> <p><input checked="" type="checkbox"/> Approval <input type="checkbox"/> Approval, with conditions <input type="checkbox"/> Denial</p>	
	<p><b>Council Committee Actions</b></p> <p><input type="checkbox"/> Do pass <input type="checkbox"/> Do pass (as amended) <input type="checkbox"/> Committee Sub. <input type="checkbox"/> Without Recommendation <input type="checkbox"/> Hold <input type="checkbox"/> Do not pass</p>	

**Discussion****Policy / Program Impact**

<ol style="list-style-type: none"> <li>1. Appointed Steering Committee composed of residents, neighborhood leaders, property owners, institutions and businesses. The committee was utilized to articulate the overall direction and review principles and concepts throughout the planning process.</li> <li>2. Technical Committee composed of representatives of City departments and other agencies provided technical expertise and guidance on a range of issues.</li> <li>3. Interactive Public Meetings, as well as additional meetings and presentations with individual neighborhood groups.</li> <li>4. MindMixer Web Site (www.plankcmo.com), which provided an online town hall meeting forum where residents and stakeholders could post ideas, respond to their ideas and provide feedback on key concepts at the onset of the planning process.</li> <li>5. Statistically significant survey of 439 area residents with a level of confidence at 95% and margin of error of 4.6%, to determine the economic, environmental, housing, and infrastructure needs of area residents.</li> <li>6. Statistically significant survey of 180 area businesses with a level of confidence at 95% and margin of error at 7.3% to identify the importance of various issues to businesses, to identify where needs are not being met, and to identify expansion/retention plans of businesses in the future.</li> <li>7. Project web site – This site was utilized to post documents and provide information about the project and upcoming meetings.</li> </ol>	<b>Policy or Program Change</b> <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	
	<b>Operational Impact Assessment</b>	
	<b>Finances</b>	
	<b>Cost &amp; Revenue Projections – Including Indirect Costs</b>	
	<b>Financial Impact</b>	
	<b>Fund Source and Appropriation Account Costs</b>	

**Project Start Date**

First Steering Committee Meeting: May 25, 2016  
CPC date: February 7, 2015

**Fact Sheet Prepared by:**

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**Date:** February 9, 2017

**Reviewed by:**

Kyle Elliott, Manager  
Long Range Planning & Preservation Division

**Date:** February 10, 2017

**Reference or Case Numbers:** 737-S, 171-S-8, 371-S-27, 342-S-11

## **COMPANION PRODUCTS**

### **Data Book**

This is a collection of background and supporting information for the development of the Red Bridge Area Plan. The Data Book provides the following:

- Relevant facts, trends and key issues that serve as a foundation for recommendations
- Information about past, on-going and planned initiatives in the Plan Area
- A preliminary list of planning issues to be addressed in the Plan

### **Resident Survey**

To ensure that input from a broad audience of residents was considered during the planning process, a statistically significant survey was conducted of area residents. The purpose of the survey was to provide a statistically valid measurement of the opinions and needs of residents. The results established direction for plan recommendations, provided balanced input on the opinions and needs of residents in all neighborhoods, and helped determine priorities for the plan. The findings are included in a Final Report completed by ETC Institute.

### **Business Survey**

To ensure that input from area businesses was considered during the planning process, a statistically significant survey was conducted of area businesses. The survey was a duplicate of the Citywide business survey. The purpose of the survey was to identify the importance of various issues to businesses, to identify where needs are not being met, and to identify expansion/retention plans of businesses in the future. The results established direction for Plan recommendations, provided balanced input, and helped determine priorities for the plan. The findings are included in a Final Report completed by ETC Institute.

## **PRIMARY PLANNING RECOMMENDATIONS**

### **Vision Statement**

The Red Bridge Area Plan is a guide designed to achieve the community's vision. The following states the vision for the area, and provides direction for all of the recommendations within the Plan:

*The Red Bridge Area is a desirable family-friendly community. Residents and visitors alike enjoy the many recreational opportunities and vast green space anchored by the national historic trail identity. Commercial areas serve the wants and needs of the neighborhoods, employment centers, and institutions that call Red Bridge home.*

### **Goals**

The following goals support the vision statement and are the core components of the Plan. These are the goals by which all future recommendations in the Plan are based. The Area Plan includes guiding principles and specific recommendations on how to achieve the goals in each chapter.

1. Maintain regional access and improve the local transportation network to accommodate all users.

2. Reinvest in and maintain established neighborhoods and character while developing housing options that meet emerging needs and desires.
3. Capitalize on nearby regional employment centers to spur quality new development / redevelopment.
4. Support and invest in the existing commercial areas.
5. Utilize the nationally recognized historic trails system and other existing recreational areas to increase recreation opportunities and access to green space.
6. Establish a brand / identity for the area.

### **Land Use & Development**

The Land Use & Development Chapter provides the guide for future development within the Plan area. The key components of this chapter are the Recommended Land Use Map and Development Form Map and Guidelines. The Recommended Land Use Map identifies the specific land use types and densities for a location while the Development Form Guidelines describe how the built environment should look, feel and function.

Recommendations within this chapter are made for each of the following Guiding Principles:

1. Respect the scale and character of adjacent development with infill development.
2. Utilize the natural aesthetic and extensive trails system as an asset and focal point for new development.
3. As sites are redeveloped utilize and incorporate open spaces and mature vegetation.
4. Ensure infrastructure serving development / redevelopment within the area is adequate.

### **Transportation**

The Transportation Chapter provides recommendations to guide the development of a multi-modal transportation system in the Red Bridge area.

Recommendations within this chapter are made for each of the following Guiding Principles:

1. Preserve the area's character and natural beauty with context sensitive design.
2. Target walkability improvements within higher need areas such as arterial streets, activity centers including schools and other institutional uses, commercial areas, parks, and / or transit stops.
3. Provide safe, convenient routes for bicyclists.
4. Utilize and promote a variety of transit options to serve the area.
5. Ensure vehicles can conveniently and safely move within and through the area.
6. Pay tribute to the area's connection to the Santa Fe, Oregon and California historic trails heritage.

### **Housing and Neighborhoods**

Neighborhoods within the Red Bridge area are some of the most stable in the City. It is important that they remain stable, reinvestment occurs, and new development responds to new development trends.

Recommendations within this chapter are made for each of the following Guiding Principles:

1. Maintain the stable neighborhoods.
2. Stabilize and revitalize declining neighborhoods.
3. Create community gathering spaces.

4. Cultivate a community that is desirable for all stages of life.
5. Foster quality new development.

### **Economic Development**

The Economic Development Chapter is intended to provide an outline for economic development related strategies and provide a framework for priorities that support the Plan's goals and guiding principles.

Recommendations within this chapter are made for each of the following Guiding Principles:

1. Anticipate and facilitate quality new office and industrial development.
2. Capitalize on the regional accessibility of the area.
3. Provide an environment that attracts and retains businesses and customers to the area.
4. Promote development that enhances residential character and quality of life.
5. Seek opportunities to create ancillary community benefits with new development and redevelopment projects.
6. Increase awareness of business assistance programs.

### **Implementation**

While the City will be an active partner in efforts to implement the recommendations and strategies of this Plan, the success of the Plan will be the direct result of sustained leadership and support by an Implementation Committee, citizens, and other community groups. Upon adoption of this Plan, the Red Bridge Area Plan Implementation Committee should be formed to prioritize and work with the City to implement the recommendations of this Plan.

Attachment 1

