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SUSTAINABLE PLACES PLAN

US-69 / PLEASANT VALLEY ROAD CORRIDOR | 2013

US-69 / Pleasant Valley Road Corridor Sustainable Places Plan

US - 69 CORRIDOR | 2013



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Project Introduction

The US-69/Pleasant Valley Road Corridor presents an opportunity for renewed growth in the communities of Pleasant Valley and the Village of Claycomo in Clay County, Missouri. Through the Planning Sustainable Places grant, these communities were given the opportunity to come together and develop a shared vision for creating a fresh, healthy and more vigorous place to live, work and play.

A Project Team was put together consisting of staff from Mid-America Regional Council, staff from the Clay County Planning & Zoning Department, city officials from each municipality, a representative from Northland Neighborhoods, Inc. (NNI), and a select group of stakeholders consisting of both business owners and residents from each community. The project team's community planning consultant firm guided them through a series of exercises to identify and understand the current conditions and establish a set of sustainability goals to lay the groundwork for future growth and development.



The Vision:

Create a multi-modal transit corridor that is safe, walkable, improves the aesthetic quality of the area, retains and attracts youth, increases population and employment density to support transit, includes workforce housing options and mixed use development.

The collaborative efforts of community members produced the following goals:

DEVELOPMENT GOALS

1. Improve the aesthetic quality and visibility of existing businesses along US-69.
2. Attract additional business to support existing ones.
3. Improve connectivity to local parks, green space and regional trail networks.
4. Increase housing density and expand the diversity of housing types, including work-force housing opportunities.
5. Attract Mixed Use - Transit Oriented Development

TRANSPORTATION GOALS

1. Improve the safety and operational characteristics of the corridor and its cross streets.
2. Create a multi-modal corridor that includes pedestrian and bicycle amenities.
3. Create a streetscape plan for beautification of the corridor and to improve transportation safety for all users.
4. Create identifiable gateway and wayfinding features throughout the corridor that establish a sense of place and create a sense of arrival.
5. Access management throughout the corridor.

01

Study Area Existing Conditions



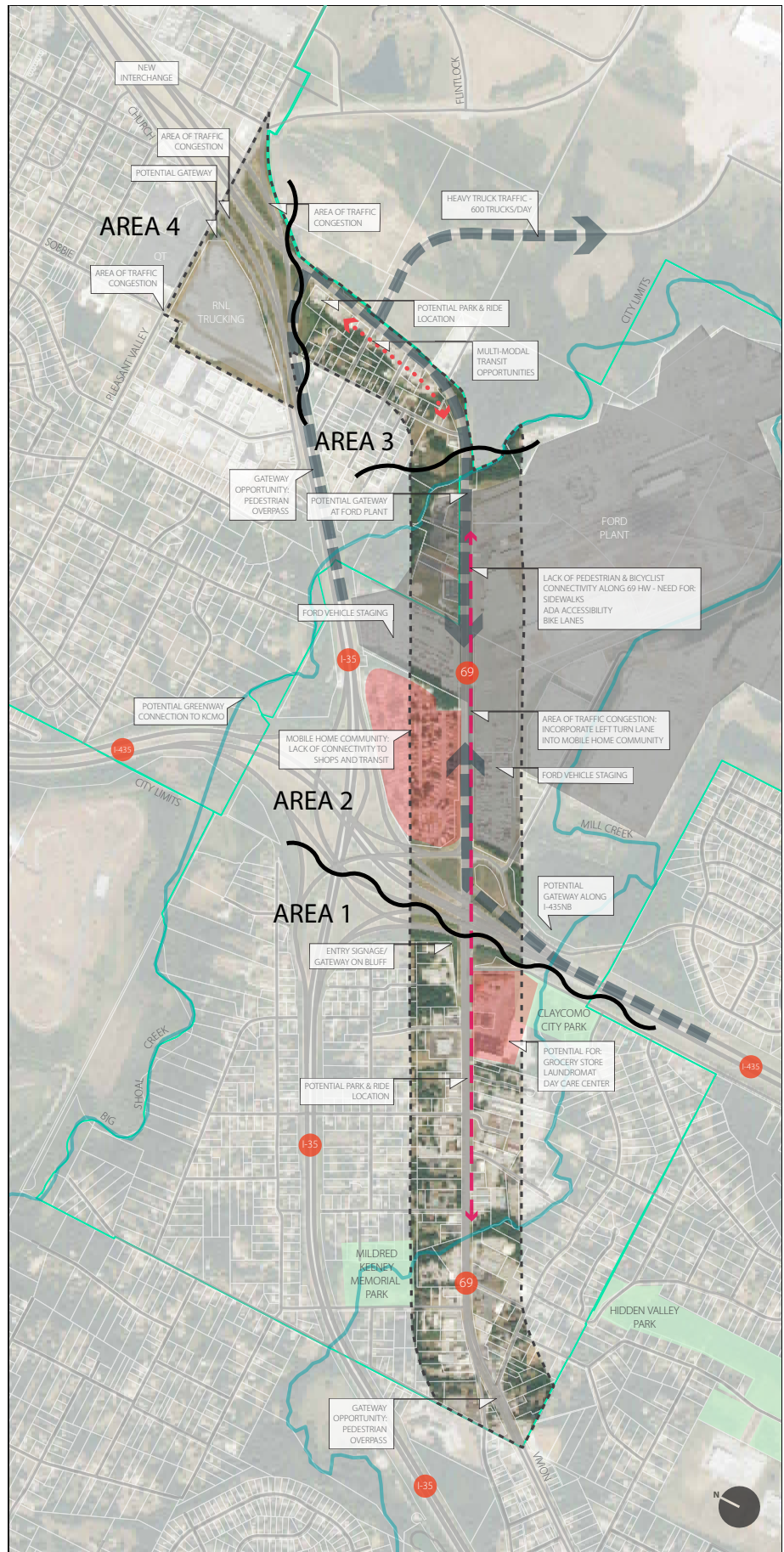
Overall Site Analysis

An overall graphic site analysis was developed through a number of site visits in the field by the consultants and also from input by stakeholders and the local residents. A number of existing conditions were recorded and are shown in Figure 1. This site analysis graphic helped participants understand the various relationships within the entire corridor and guided decision making throughout the visioning process.

OPPORTUNITIES: Overall, the corridor has a couple of key nodes that present opportunities for future re-development to occur. The corridor offers excellent accessibility to two primary Interstate Highways; I-35 and I-435. Visibility into the corridor from these major traffic ways is best at the crossing of I-35 and Pleasant Valley Road and also at the crossing of I-435 and US-69. Both of these locations offer excellent opportunities for both new and re-redevelopment to occur. These two locations also provide excellent opportunities to create a sense of arrival and serve as gateways into the corridor communities.

The largest single land-use in the corridor is the Ford plant. There is also a shopping center south of US-69

Figure 1 | The graphic to the right is an overall site analysis of the corridor identifying opportunities and constraints.



between Miriam Street and Randolph Street. There are various commercial properties as well as apartments along the US-69 frontage.

There is potential for additional industrial development within the corridor which could benefit from the Ford Plant. Industrial development in other areas of the region is currently growing and the local Ford plant has recently expanded with increased production.

CONSTRAINTS: Current shallow commercial lots throughout the corridor limit redevelopment opportunities by not accommodating more modern building footprints. Furthermore, having multiple small lots can make assemblage difficult. Narrow right of way in some areas limits opportunities to locate trails wide enough to accommodate bicyclists behind the curb without acquiring additional right of way.

The following pages look more closely at the current urban design conditions within four distinctly different segments of the corridor; moving south to north.

Area 1: The segment west of I-435.

Area 2 : The segment east of I-435 to the Ford plant.

Area 3: The segment from the Ford plant north to Pleasant Valley Road.

Area 4: The segment of Pleasant Valley Road adjacent to R+L Carriers.

Each segment is discussed in terms of current urban conditions that are **Good** meaning they either have existing qualities that are attractive for redevelopment or lend themselves to multi-modal transportation opportunities; **Fair** meaning conditions that require some capital investment improvements or planning to improve but are not necessarily immediate concerns; and **Poor** meaning the current condition is non-existent or needs immediate attention to accommodate multi-modal transportation opportunities or impact the potential for future redevelopment.

Area 1

The Segment West of I-435

The Good: This area of the corridor can be characterized as the commercial zone of the Village of Claycomo. An eclectic mix of commercial, residential and civic buildings front US-69 nestled among stands of mature trees. Access to I-435 is at the east end of this segment and I-35 access is less than a mile past the pedestrian bridge at the west end.

The Fair: In general this segment appears rather tired and a number of buildings appear to be under-utilized, out of business or vacant. There is a fair amount of visual clutter including numerous business signs, light poles, signals, telephone poles and overhead power lines. There is no sense of identity to the area, no sense of arrival, or gateway to the Village of Claycomo.

The Poor: A large number of access points exist in this area and there are no amenities for pedestrians or bicyclists such as sidewalks, trails or bike lanes.



Figure 3 | Photo looking east from the Bryant Street intersection.



Figure 4 | Photo looking west from the Bryant Street intersection.



Figure 5 | Photo looking east at the pedestrian bridge.

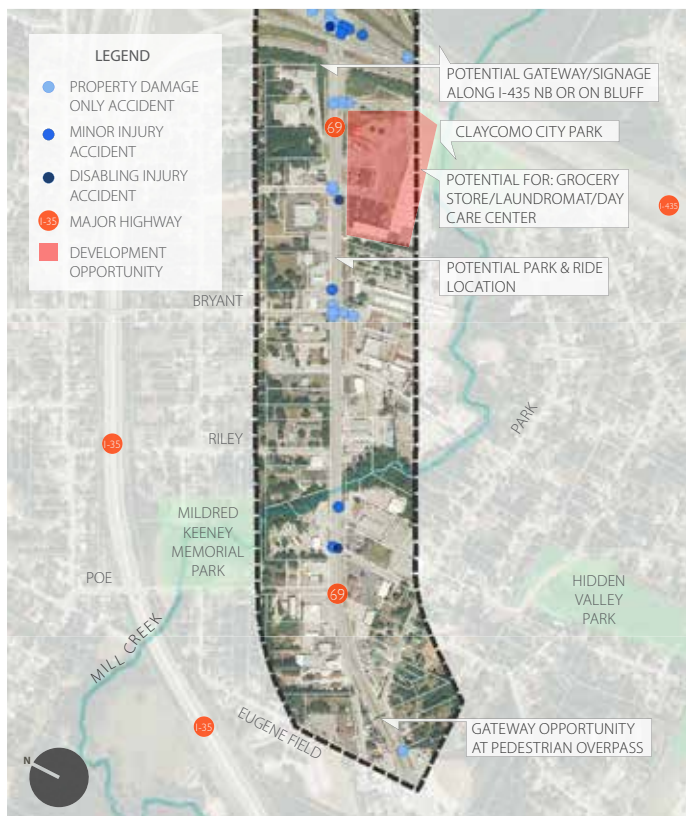


Figure 2 | Illustration of opportunities and constraints of Area 1.



Figure 6 | These two images highlight areas with a high number of access points with very little separation. This is problematic throughout this segment of the corridor making traffic conflicts likely.

Area 2

The Segment East of I-435 to the Ford Plant

The Good: This area of the corridor is primarily industrial with the Ford plant located at the east end. There is ample right of way in this stretch which lends itself the greatest opportunity in the corridor for pedestrian and traffic calming improvements.

The Fair: There is heavy truck traffic in this area and a number of offset access points. Ford shift changes bring heavy traffic volumes. There is a large volume of heavy truck traffic in conjunction with Ford operations. Residential uses exist adjacent to heavy industry.

The Poor: There are no turn lanes in this segment, no streetscape elements and no pedestrian or bicycle amenities such as sidewalks, trails or bike lanes.



Figure 8 | Photo looking east near the Palmer Road intersection.



Figure 9 | Looking east near the Palmer Road intersection.



Figure 7 | Illustration of opportunities and constraints of Area 2.



Figure 10 | Chain link fencing with barbed wire along the south side.



Figure 11 | Near the Community America bank.

Area 3

The Segment from the Ford Plant North to PV Road

The Good: This segment of the corridor has potential for re-development with some restructuring of land use. High traffic volumes in this segment could be a benefit for the right mix of businesses. Visibility from I-35 is good to fair. Future plans for the east side of the road include a medium density commercial development which could have a positive impact.

The Fair: There is no two way left turn lane (TWLTL) in this area. Traffic is heavier northbound, but commercial development fronts the southbound lanes.

The Poor: The commercial lots are very shallow and may not lend the opportunity to build a more modern footprint. A large number of access points exist in this area and there are no amenities for pedestrians or bicyclists such as sidewalks, trails or bike lanes.



Figure 13 | Northbound traffic during peak drive times.



Figure 14 | Businesses along the west side of US-69.

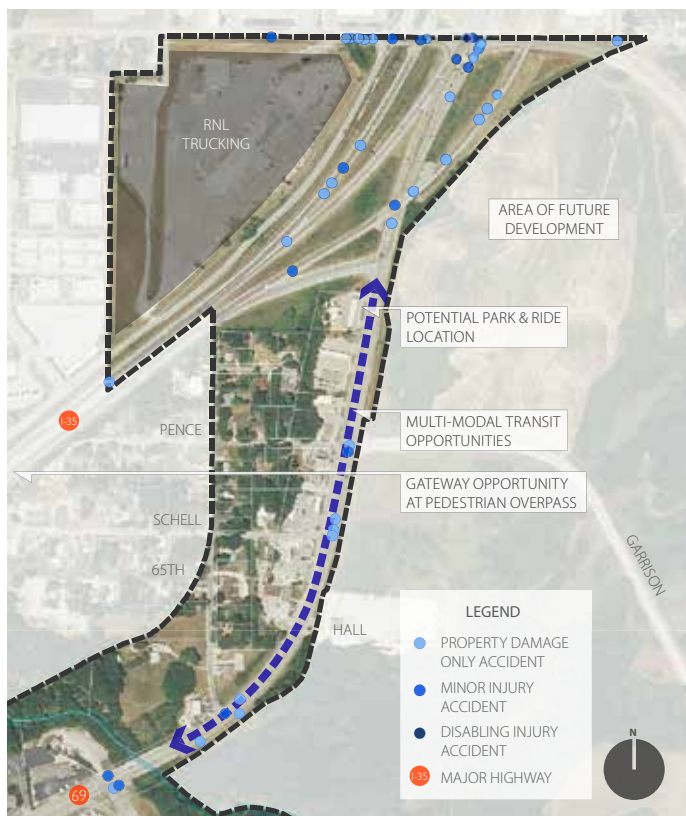


Figure 12 | Illustration of opportunities and constraints of Area 3.



Figure 15 | Looking south from the I-35 off ramp.



Figure 16 | Looking north at the Garrison St. intersection.

Area 4

The Segment of PV Road adjacent to R+L Carriers

The Good: This area has excellent visibility and access to I-35. QuikTrip is consistently busy most of the day. Plans to reconfigure I-35 in this area are currently under development. This area functions as a gateway into both the city of Pleasant Valley and the US-69 corridor.

The Fair: Traffic congestion in this area is high at peak hours and especially during shift change at the Ford Plant. Roadway patterns in this area are somewhat difficult to navigate and a high number of crashes have been reported here. There is no real visual sense of arrival into the city of Pleasant Valley or attractions to bring in revenue.

The Poor: There are no amenities for pedestrians or bicyclists such as sidewalks, trails or bike lanes.



Figure 18 | Looking east from Sobbie Road.



Figure 19 | Looking southeast from the fire station.



Figure 20 | Looking west from under the I-35 northbound overpass.



Figure 21 | The R&L Carriers facility.



Figure 17 | Illustration of opportunities and constraints of Area 4.

Land Use & Market Analysis

Existing Zoning

Claycomo

The Village of Claycomo lacks a comprehensive plan or future land use map. However, its zoning map indicates that land along US-69 is predominately zoned for commercial or heavy industrial uses. The majority of the surrounding land has residential zoning. Small residential lots back up to commercially zoned property; larger residential lots then back up to the smaller residential lots.

As a result, Claycomo's highest density and most intensive uses are concentrated along US-69 and make up the eastern portion of the planning area. All of the uses are auto-oriented and supported by full transportation access. Redeveloping the uses into clusters or activity centers that involve a combination of residential, commercial, and/or institutional uses could open opportunities to better provide for alternative modes of transportation within the corridor, land use variety, a more compact development pattern, and better traffic safety.

Pleasant Valley

The City of Pleasant Valley does have a comprehensive plan which includes a future land use map. Current zoning indicates that land along US-69 is predominately zoned for commercial and heavy or light industrial use. The majority of the surrounding land has residential zoning. Small residential lots back up to commercially zoned property.

Pleasant Valley's highest density and most intensive uses are concentrated near the intersection of US-69 and Pleasant Valley Road where there are on and off ramps to I-35. Redeveloping the uses into clusters or activity centers that involve a combination of residential, commercial, and/or institutional uses could open opportunities to better provide for alternative modes of transportation within the corridor, land use variety, and a more compact development pattern.



Figure 22 | Existing corridor land use

Land Use Density

KCATA’s study of the northland area suggested that, as a whole, population and employment densities are relatively low. The KCATA Comprehensive Service Analysis (February 17, 2011) reports:

“While transit is becoming increasingly important in the Northland, prevailing development patterns mean population and employment densities are too low to support the levels and types of transit service successful in the downtown and inner core areas.”

Land use densities and transit have a direct correlation to each other whereby the greater the density in population and employment, the more support there is for mass transit.

Despite popular belief, even though the Ford plant provides a large number of jobs to the region, the KCATA considers the Ford Plant as a “Minor Activity Center” below “Major” and “Intermediate Activity Centers”. The Ford Plant ranks 108 in Table 4 of The KCATA Comprehensive Plan with 10,650 daily total person trips. Discussions with Ford representatives suggests that by and large interest would be very minimal for transit service to their facility. Adding buses to the segment of the corridor near the Ford Plant is also a concern to Ford as their truck delivery patterns involve 1,200 trips per day (600 in and 600 out). Careful consideration of future land use designations in this predominately industrial segment of the corridor was discussed in public meetings.

Planning Best Management Practices (BMP’s)

This vision plan utilized a metric established in the Creating Sustainable Places: North Oak Corridor Vision Plan recently completed. In the North Oak study a metric was created to gauge adequate population and

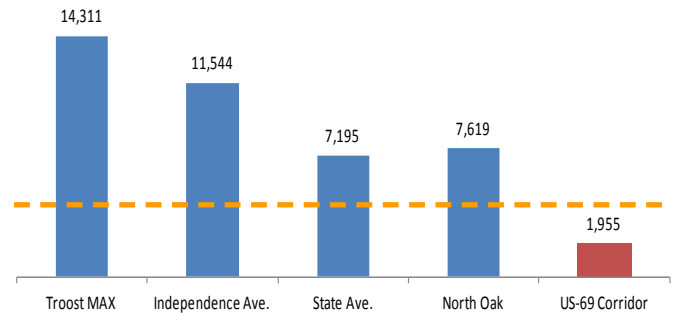


Figure 23 | This chart illustrates the comparison between employment and population densities per square mile between existing transit corridors with strong ridership and the US-69 corridor. The dashed line represents a threshold of 4,000 persons per square mile to be considered moderate to high density and support basic bus service. Source: Creating Sustainable Places: North Oak Corridor.

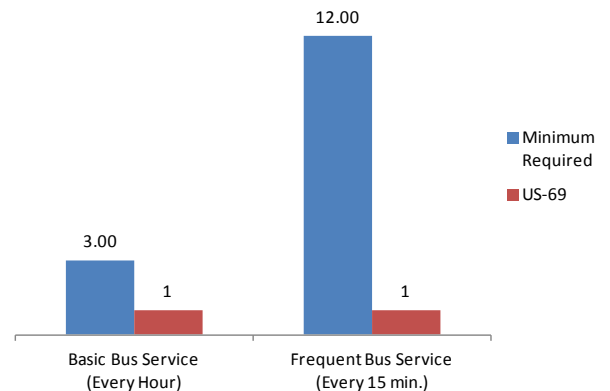


Figure 24 | This chart illustrates the housing density (units per acre) required for basic bus and frequent bus service in relationship to existing densities in the US-69 corridor. Source: KCATA Comprehensive Service Analysis.

employment densities needed to have strong ridership for transit.

By comparison the US-69 corridor has an employment plus population (resident population within the buffer area + number of employees within the buffer area = employment plus population, or EmPop) density

per square mile that is far lower than what would be considered strong potential ridership (Figure 23). Figure 24 illustrates how the US-69 corridor residential housing unit density compares to the KCATA requirements for basic bus service.

In order for the US-69 corridor to reach a density sufficient to support transit it would need to double its current population plus employment density. However, even doing so might not prove to be sufficient demand if the region north of the river does not increase density as a whole. Although, KCATA does suggest that it may be considering satellite hubs within the northland to better serve intra-area trips.

It is the recommendation of this vision plan that the Village of Claycomo and the City of Pleasant Valley take future steps to work with KCATA to position the US-69 corridor for the potential to become a satellite hub.

MARKET ANALYSIS

The Pleasant Valley/Claycomo redevelopment vision begins with the ideas and suggestions of its stakeholders, but it is ultimately the markets response to the community’s efforts that dictate the success of a given project. This analysis serves as a broad look at the surplus and leakage for many different industry segments within a one, three and five mile radius of the intersection of I-435 and 69 Hwy (Figure 25). These study areas were chosen as the 5 mile radius ring picks up the activity of other markets competing for the consumer spending dollars of the local Claycomo and Pleasant Valley residents as well as many other smaller communities such as Oakview, Randolph, Avondale, Birmingham, Glenaire, as well as portions of Kansas City, North Kansas City, Gladstone, and Liberty.

A five mile radius demographic analysis is a common measure for many national retailers; specifically as that trade area relates to population density and household



Figure 25 | Market study area. Concentric rings represent the 1 mile, three mile, and 5 mile radius study areas.

incomes. The three mile radius is often considered by larger, more neighborhood-oriented retailers such as pharmacies, restaurants or small grocers. The one mile radius is often examined by smaller, more service-oriented retailers such as dry cleaners, coffee shops, or tailors. It is the delicate balance of these suppliers that provide a strong and livable community for area residents. This study in particular has a vision for a commercially anchored corridor with a mixed use environment for its residents at different price points.

Our goal for this portion of the project is to find what opportunities exist in the study area to fill in the intended commercial sites. The following information provides data relating to the demographics and retail sales supply/demand for the 1, 3, and 5 mile radius rings from the I-435 and US-69 Highway intersection.

Across the 1, 2 and 5 mile radius study areas, Lawn/Garden Supply Stores, Clothing Stores, Shoe Stores, Jewelry/Luggage/Leather Goods Stores, Florists, Drinking Places, and Specialty Food Services comprise the greatest unmet demand. Examples of Lawn/Garden stores might be the Grass Pad, Suburban Lawn and Garden, or Earl May Nursery. Potential clothing stores are more easily identifiable and could consist of Forever 21, Lane Bryant, American Eagle Outfitters, Charming Charlie, etc. Florists are often a local target; which in this case, the 5 mile unmet demand equates to approximately \$566,478 in retail sales. Drinking Places could be a local but well known outfit like 75th Street Brewery, the Blue Moose, Kanza Hall, or others. Lastly, potential Specialty Food Services consist of catering companies, food trucks, or other non-traditional methods of delivery. Targets could be Brancato's Catering, Gift Wrapped Catering, or Sugar and Spice Catering.

1 MILE RADIUS

Within one mile of the subject area (Figure 26), population growth is expected at a rate over three times the state average and much above the national expectation; however this translates to only approximately 340 persons over a five year period from 2012-2017. During this same time, both the median and average household incomes are expected to grow approximately \$6,000/year.

Surplus Retail

Within the one mile of the subject area the following retail categories are over-represented:

- Beer, Wine & Liquor Stores
- Health and Personal Care Stores



Figure 26 | Limits of the 1 mile subject area.

- Used Merchandise Stores
- Limited Service Eating Places

Leaked Retail

Within the one mile of the subject area the following retail categories are under-represented:

- Lawn/Garden supply stores
- Clothing Stores
- Shoe Stores
- General Merchandise Stores
- Florists
- Office Supply Stores
- Full service restaurants

3 MILE RADIUS

The expected population growth of the three mile radius is slightly less than within the one mile radius but still much higher than state and national population growth expectations. During this same time period, income growth closely parallels that of the one mile radius- approximately \$6,000/year. Census predicts an average household income of \$77,626 in 2017 and median household income at \$62,928.

Surplus Retail:

Within the three miles of the subject area the following retail categories are over-represented:

- Gasoline Stations
- Grocery Stores
- General Merchandise Stores

Leaked Retail:

Within the three miles of the subject area the following retail categories are under-represented:

- Furnishing/Furniture Stores
- Jewelry/Luggage/Leather goods stores
- Specialty Food Stores
- Electronics/Appliance Stores
- Clothing Stores
- Shoe Stores
- Office Supplies
- Drinking Places- Alcoholic Beverages

5 MILE RADIUS

The five mile demographic data shows population growing to 121,983, with an average household income of \$75,567. The subject area wage growth rate (median household income) of 2.27% tracks behind the statewide expected increase of 3.45% and the national rate of 2.55%.



Figure 27 | Limits of the 3 mile subject area.

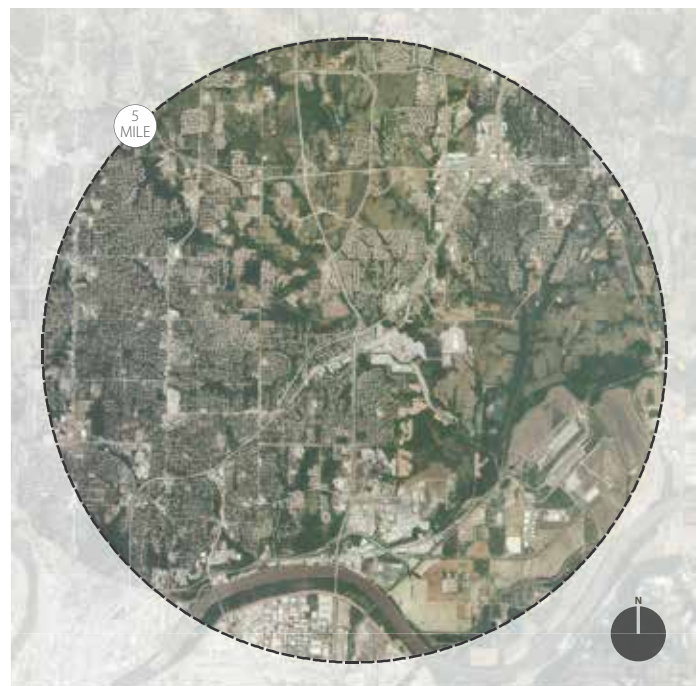


Figure 28 | Limits of the 5 mile subject area.

Surplus Retail:

Within the five miles of the subject area the following retail categories are over-represented:

- Building materials/suppliers/dealers
- Gasoline Stations
- Book/Periodical/Music Stores
- General Merchandise Stores
- Used Merchandise Stores
- Limited service eating places

Leaked Retail:

Within the five miles of the subject area the following retail categories are under-represented:

- Lawn/Garden Supply Stores
- Specialty Food Stores
- Clothing Stores
- Shoe Stores
- Jewelry/Luggage/Leather Goods Stores
- Department Stores
- Florists
- Specialty Food Services
- Drinking Places- Alcoholic Beverages

The results of a retail gap analysis show shortages across many different types of retailers including specialty food, drinking places, general merchandise/shopping, fine goods, lawn/garden, and others. This variety of pent up demand translates well to a mixed use development where the more service-based retail segments can be met within walking distance of the population centers. The Pleasant Valley Study/Plan calls for retail anchoring the corridor which would provide a suitable small shopping center environment to house bar/restaurants and clothing/shoe stores. Accessibility to the highway and potential visibility from I-435 and I-35 is critical to the lawn/garden users and larger retailers. The 5 mile population density does not meet the requirements of

larger specialty grocers (Sprouts, Whole Foods, Trader Joes, etc.) and two of those specialty food groups are rumored to be locating within the 5 mile radius ring of the study area.

Highway accessibility to the US-69 corridor is excellent and over 130,000 cars per day travel through I-35 and I-435. While the data available does not measure residential/multifamily/hospitality demand, it would appear that a quality limited service hotel would complement a few full service restaurants and some light shopping retail. Other Kansas City community shopping centers have also successfully integrated hardware or lawn & garden stores (example, Ace/Westlake- Prairie Village) into an otherwise more neighborhood retail-oriented development.

Outside of the aforementioned retail uses, quality commercial office space would satisfy an unmet need within the corridor. Medical/professional offices (chiropractors, dentists, CPA's, financial planning groups, etc.) in a "quasi-retail" environment with some direct-entry commercial and signage opportunities could provide a buffer between more traditional retail and residential uses.

Lastly, there is an opportunity for additional light industrial/manufacturing given the proximity to the Ford plant. Industrial development has traditionally been seen as unattractive and obtrusive, but new examples of high-quality industrial parks exist throughout Kansas City (i.e. Riverside Horizon's) that provide an aesthetically pleasing appearance. Careful planning and zoning efforts can mitigate traffic and noise associated with industrial areas.

All in all, the study area is seeing population growth several times the national average, wage growth of 10%+ expected over the next 4 years, and millions of dollars of unmet demand in several retail categories, which translates directly to development potential.

Planning Area & Housing Conditions

The review of planning and housing data for the US-69 Corridor Sustainable Place Plan tells the story of the planning area. The purpose of the review is to:

- Relate planning and development to national, regional, and local trends.
- Provide information about planning area issues in relation to facts and trends that may help form the basis for the planning area's future redevelopment vision and associated transportation improvements.
- Outline key recommendations from pertinent planning documents that may be applied to the planning area.
- Support the development of conceptual improvement alternatives for the planning area.

The following pages provide an overview of the planning area, recommendations from regional and locally adopted plans, and housing information.

Regional Context

Activities and events in the Kansas City metropolitan area impact growth and development in the US-69 corridor and surrounding communities. Key findings and trends for the region are described in the Mid-America Regional Council's 2009 Comprehensive Economic Development Strategy (CEDS), which outlines the vision for the region's future economy.

The vision involves appealing to talented and innovative people who want to live in regions that have high-quality built and natural characteristics and who partner with institutions to initiate opportunities for others to participate in the economy. As a result, goals and objectives for the anticipated development of the region translate into shared goals for the US-69 corridor communities:

- Economic competitiveness in an innovative capacity where competition among businesses creates higher levels of performance.

- High levels and use of human capacity made possible by quality education, strong family support systems, and a culture that embraces diversity.
- Inherent attractiveness of place and amenities, which include thriving first suburbs like Pleasant Valley and Claycomo.
- Social cohesion that leads to agreement on policies that serve the common good and put forth a unified vision for land use, transportation, and urban design, such as the Sustainable Place Plan for US-69 Hwy in Pleasant Valley and Claycomo.

Strategic decision-making capacity that requires the involvement of leading institutions and engaged community members who are able to influence policy.

Efficient use of resources available in strong mobility and accessibility networks as well as the natural environment.

Additional CEDS findings include the idea that the region:

- Has evolved from a production economy to a back-office and freight distribution economy with more freeway miles per capita than the 30 largest metropolitan areas in the country.
- Lacks the ability to draw management occupations. Such positions are growing more slowly in the Kansas City metropolitan area than in similar areas nationally.
- Offers its best opportunities in logistics, life sciences, and research. The life sciences sector is growing faster and its concentration is increasing compared to other parts of the country.
- Holds the warehousing and transportation industries as its specialties due to Kansas City's centralized location within the United States.
- Continues to have manufacturing as its biggest opportunity for job growth with workers who produce approximately 40 percent more per hour than the national average.

In summary, the regional context relates to the US-69

corridor vision by informing the community of potential redevelopment and land use opportunities that capitalize from the strengths of the greater metropolitan area. Knowing that freight distribution, manufacturing and warehousing continue to be the biggest opportunities for job growth in the greater Kansas City area suggests that industrial areas such as where the Ford plant is located with excellent accessibility to two major interstates could provide opportunities to add large quantities of new jobs to the community as well other economic benefits.

Adopted Plans

The comprehensive plans for Clay County and Pleasant Valley as well as the Claycomo Zoning Map provide recommendations for future development and growth in the US-69 Corridor corridor. Key findings from each document that were applied to the planning area include:

Clay County Comprehensive Plan (2008):

- Future population growth in Clay County is expected to be concentrated in the Liberty/Shoal Creek area, which is north and east of the planning area. Further, county population increased each decade from 1970 to 2010 and is projected to continue to do so through 2030.
- Growth in population causes increased needs for employment, housing, retail services and recreational amenities.

Other county planning goals and objectives that were considered during visioning of the US-69 Corridor planning area involve:

- Preserving natural resources and agricultural lands by implementing buffers in new development to mitigate adverse environmental impacts to stream corridor and more.
- Preserving the floodplains as greenway biodiversity conservation corridors for permanent open space, parks, and recreation.

- Promoting and extending park creation throughout the county.
- Implementing the recommendations of the Northland Trails Vision Plan.
- Minimizing traffic congestion, e.g. by providing rapid transit.
- Providing accommodations for bicycles on major secondary roadways.

The Clay County Comprehensive Plan relates to the US-69 corridor by suggesting that future land use and development in the US-69 corridor could be framed to attract the interests of newly arriving Liberty/Shoal Creek families. Market segmentation data from Environmental Systems Research Institute, Inc., better known as ESRI, indicates that families in the Liberty area are classified as either “Up and Coming Families” or “Enterprising Professionals”. Descriptions of each are discussed in detail below.

- **Up and Coming Families** are young and affluent and have younger children. They live in newer homes (built within the last decade), are typically first-time homebuyers, and are thinking about expanding their families. Basic household furniture and lawn fertilizer, weed control, and insecticide products are important. Car loans and mortgage payments are major household budget items. They are most likely to own or lease a SUV or minivan. They eat out at family restaurants, especially on the weekends, and buy fast food at the drive-through or for takeout. They play softball, take the kids to the zoo, and visit theme parks where they use their digital camera or camcorder. They rent comedy, family, and action/adventure DVDs. Their favorite cable stations include the Country Music Channel, ESPN news, The Learning Channel, and the Disney Channel. They listen to country, soft rock, and contemporary hit radio.
- **Enterprising Professionals** are young, married, and single. They often live alone, with roommates, or in married couple families. They work in management, finance, computer, sales, office/administrative support, and other areas.

Enterprising Professionals are mobile, choosing to depend on cellular phones and emails for communications needs. They use the internet for music and video entertainment, banking and shopping. They love to travel abroad and in the United States often. They play video games, visit theme parks, jog, and swim. They also read computer, science, and technology magazines and listen to alternative, public-all-talk, and sports radio. Enterprising Professionals eat out at The Cheesecake Factory and Chili's Grill and Bar and shop for groceries at employee-owned stores, chain stores and neighborhood food and drug stores.

Consideration for natural resources, public open space and trails was something that not only was guided by existing comprehensive plans but was also verbalized from the public. Natural resources such as Little Shoal Creek and Mill Creek offer opportunities to extend park creation throughout the county into the US-69 corridor. The US-69 vision for these two creek corridors is to preserve their natural characteristics while also taking advantage of their connectivity to regional trail networks and connectivity to special interest areas such as shopping centers and schools.

Pleasant Valley Comprehensive Plan (2006):

The plan recommends that future development along US-69 include mostly commercial development along with adjacent single-family residential and some multifamily residential and quasi-public uses. The city is landlocked, so future growth must happen within its corporate limits. Such development would then need to be more dense and provide a mix of uses at designated locations rather than spread as single uses along the length of the highway.

Various environmental factors impact development in the city including, steep slopes and floodplains. As a result, future development should be sensitive to the city's 12 to 20 percent sloped areas. Intensive development types, such as residential, commercial, and/or industrial uses, should be kept out of floodplains to allow flood prone areas to serve

recreational uses, such as trails and parks, instead. Mixed used developments should be provided for the community's young, middle aged, and elderly residents. Development would require increased residential densities and the provision of a variety of housing options and types to support elderly and low-income populations as well as young and middle-aged residents. Declining retail trade in the area suggests that residents are spending their incomes in communities beyond the planning area and city. Retail planning for the US-69 corridor should be targeted to capture the lost spending income of key market segments residing within the corridor.

Market segmentation data from ESRI indicates that approximately half of the population in the planning area is described as "Midlife Junction" (28.3 percent), "Milk and Cookies" (21.7 percent), and "Rustbelt Traditions" (14.7 percent). In comparison, 22.3 percent of the Claycomo and 27.4 percent of the Pleasant Valley market consists of the Milk and Cookies populations. Milk and Cookies markets are the US-69 Corridor niche population for retail targeting.

Milk and Cookies are young, dual-income and often two-vehicle households consisting of married couples who have children or are starting families. They have busy lives and frequently buy prepared dinners from the grocery store and fast food. They play video games, go bowling, and visit theme parks such as Six Flags and Sea World. Milk and Cookies watch professional football and basketball games. Their favorite cable channels include Cartoon Network, Discovery Channel, National Geographic Channel, and BET. They also work on their lawns, tackle interior painting projects, or do minor maintenance on their vehicles.

It should be noted that the Village of Claycomo consists of 55.4 percent Rustbelt Traditions who consist of a mix of married-couple families, single parents, and singles who live alone. Rustbelt Traditions live, work, and shop close to home. Their money is spent on family, yard maintenance, and home improvements. They are frugal and shop for bargains at Sam's Club, JCPenney, and Kmart. They go online weekly to play games and shop. They also go bowling, fishing, and hunting and attend car races, country music shows, and ice hockey games. Rustbelt

Traditions are big TV fans; they watch sitcoms and sports events. They subscribe to cable and watch it regularly. Their favorite channels are truTV, the Game Show Network, and the Disney Channel.

Neighborhood-oriented stores that provide good buys, address the interests, and offer the kinds of goods and services that Milk and Cookies and Rustbelt Traditions like was a focus of the mixed use development and redevelopment that is proposed in the US-69 corridor vision over the next several decades. Other guiding principles from the comprehensive plan that are a part of this vision plan include:

- Creating a balanced, multi-modal transportation system that plans for increased transportation choice.
- Efficiently using land and infrastructure.
- Encouraging economic investment.
- Offering a greater mix of uses and housing choices focused on mixed-use centers accessible by multiple transportation modes. Existing sites within the city could then be identified as potential redevelopment and/or new development sites that would accommodate retail/commercial opportunities as well as higher density housing.
- Conserving and enhancing environmental and cultural resources.
- Protecting the distinctive, small town character and history of the city.

Housing Assessment

The existing pattern of residential development in the planning area is conventional, generally consisting of detached homes that are positioned on streets that lack sidewalks. As a result, the homes are not well-connected to nearby neighborhood uses, such as retail stores, restaurants, and recreational opportunities. New and redeveloped housing in the US-69 Corridor planning area should link residents to nearby uses and amenities via a multi-modal transportation framework that includes a combination of sidewalks, trails, and shared use paths to provide access to pedestrians, cyclists and transit users.

New and redeveloped housing in the 69PV planning area should link residents to nearby by uses and amenities via a multi-modal transportation framework that includes not only streets, but also a combination of sidewalks, trails, and shared use paths, to provide access to pedestrians, cyclists transit users, and motorists.

Housing data from the 2010 U.S. Census, 2007-2011 American Community Survey 5-Year Estimate (U.S. Census), and an opinion survey of US-69 Corridor stakeholders is included on the pages that follow and further describes the current housing condition in the study area.

Census Data

Census tract information was compiled for the US-69 corridor plus a 1/2-mile buffer around it to comprise the housing “assessment area”. The data was then compared to similar information available for Clay County and the Kansas City, Missouri-Kansas Metropolitan Statistical Area. The findings include:

2010 Population: The assessment area consists of 13 percent of Clay County and 2 percent of the Kansas City Metro.

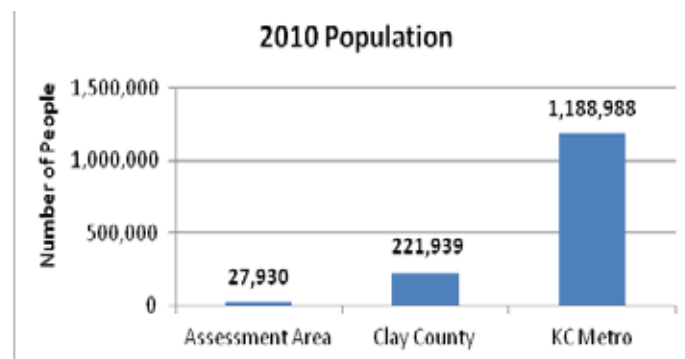


Figure 29 | 2010 Census data comparing the corridor population with that of both the county and the greater Kansas City Metro area.

2010 Household Size: The average household size of the assessment area is 2.6, which is slightly larger than the County and Metro’s average.

2007-2011 Estimate of Housing Types: An estimated 86 percent of housing stock in the assessment area can be classified as detached or attached single family homes. The amount is 6 percent higher than the county average and 10 percent higher than that for the Metro. When compared to the county and Metro, the assessment area has the lowest amount of multifamily housing at 12 percent. The balance consists of “other” housing types, such as mobile homes, recreational vehicles, and vans.

2010 Housing Occupancy: Less than a third of the housing in the assessment area is renter-occupied, which is consistent with the rates for both Clay County and the Kansas City Metro. The economic slowdown may have contributed to the rental-occupancy rates, as homeowners across the country faced foreclosures and moved to rental properties. Nationally, many single-family homes were converted to rental properties from 2007 to 2009 in reaction to the recession. The conversion helped stabilize the mortgage market. Single-family conversions in the assessment area may return to owner-occupancy status when the housing market fully recovers; multifamily units are likely to remain renter-occupied to address the housing needs of those unable to afford mortgage costs.

2010 Housing Vacancy: Despite the recession, housing vacancy rates in the assessment area and Clay County were higher than that for the Metro by 2 and 3 percent, respectively.

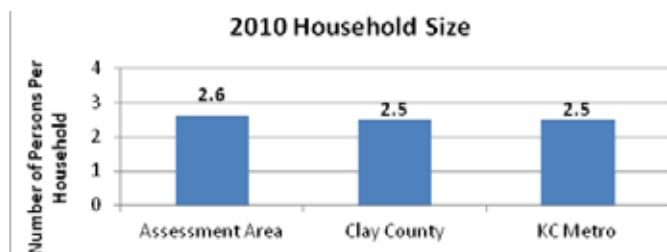


Figure 30 | 2010 Census data comparing the corridor household with that of both the county and the greater Kansas City Metro area.

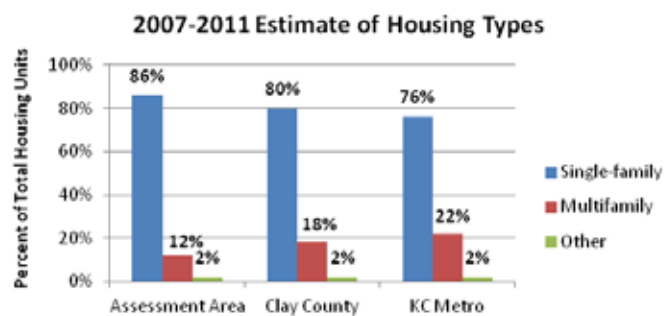


Figure 31 | 2010 Census data comparing the corridor housing type with that of both the county and the greater Kansas City Metro area for the period 2007-2011.

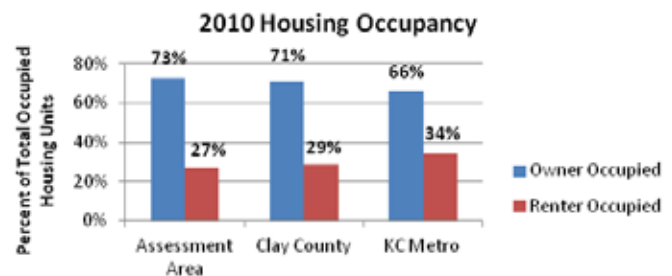


Figure 32 | 2010 Census data comparing the corridor housing occupancy with that of both the county and the greater Kansas City Metro area.

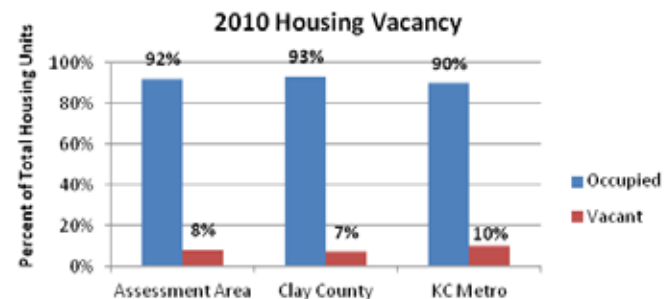


Figure 33 | 2010 Census data comparing the corridor housing vacancy with that of both the county and the greater Kansas City Metro area.

2010 Elderly Households: Approximately 1/5 of households in the assessment area can be classified as those made up of people at least 65 years of age or older. Such households would benefit from housing rehabilitation programs that could help them meet their changing physical and health needs and allow them to age in their homes. The addition of affordable senior housing developments in the US-69 corridor would also support elderly needs.

2007-2011 Housing Age Estimate: As the population ages, so does the housing stock. Rehabilitation assistance will be needed for the 40 percent of the homes in the assessment area that are over 50 years old.

2007-2011 Estimated Median Housing Value: The average median housing value in the assessment area is comparable to that for the Metro but over \$10,000 less expensive than the County's value.

2007-2011 Estimated Housing Cost as a Percentage of Income: According to the U.S. Housing Act, housing costs can reach 30 percent of a given household's income before the family is "burdened" by the costs. Less than 15 percent of households in the assessment area are burdened by such costs compared to 21 percent in the county and 13 percent in the Metro. All households that are paying more than the 30 percent threshold may or may not have an affordable housing problem, as some may choose to pay more for housing as a lifestyle choice made possible by their higher incomes.

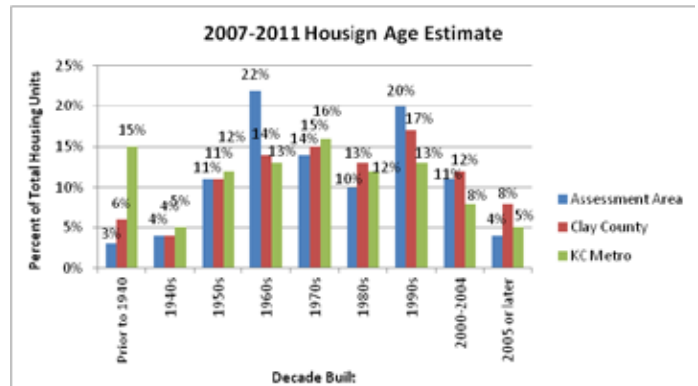


Figure 35 | Census data comparing the corridor housing age with that of both the county and the greater Kansas City Metro area.

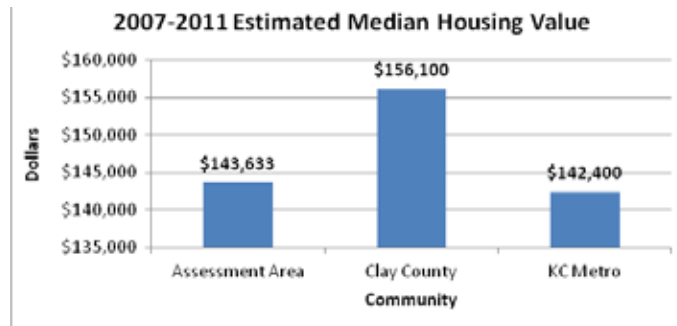


Figure 36 | Census data comparing the corridor estimated median housing value from 2007 to 2011 with that of both the county and the greater Kansas City Metro area.

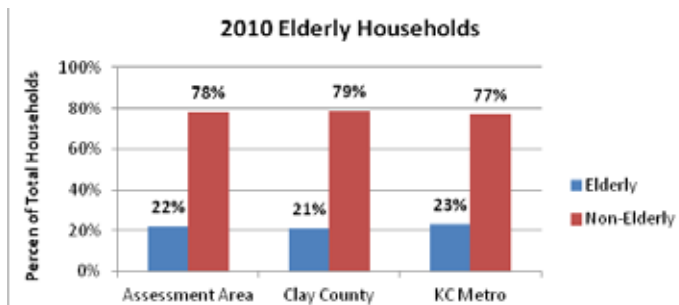


Figure 34 | 2010 Census data comparing the corridor elderly households with that of both the county and the greater Kansas City Metro area.

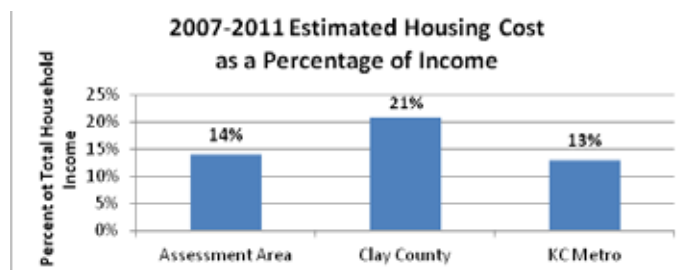


Figure 37 | Census data comparing the corridor estimated cost as a percentage of income from 2007 to 2011 with that of both the county and the greater Kansas City Metro area.

2007-2011 Estimated Median Household Income: The median household income in the assessment area is over \$4,200 greater than that of the County and more than \$8,100 greater than that for the Metro. Further, it is more than \$13,000 greater than the national estimated median household income of \$51,371.

2007-2011 Estimated Percent of Families Below the Poverty Level: The percentage of families in the assessment area whose incomes were below the poverty level was 2 percent lower than the Metro proportion at 6 and 8 percent, respectively. Nationally, an estimated 12% of families are living below poverty.

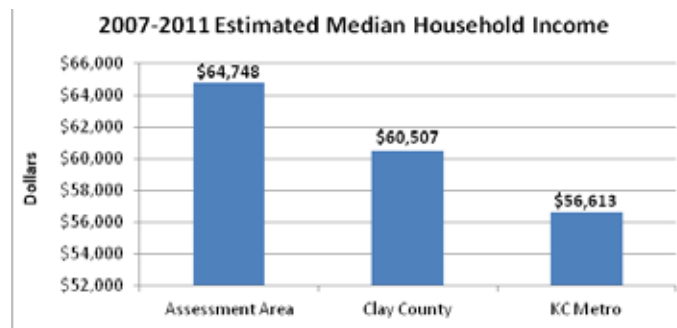


Figure 38 | Census data comparing the corridor estimated median household income from 2007 to 2011 with that of both the county and the greater Kansas City Metro area.

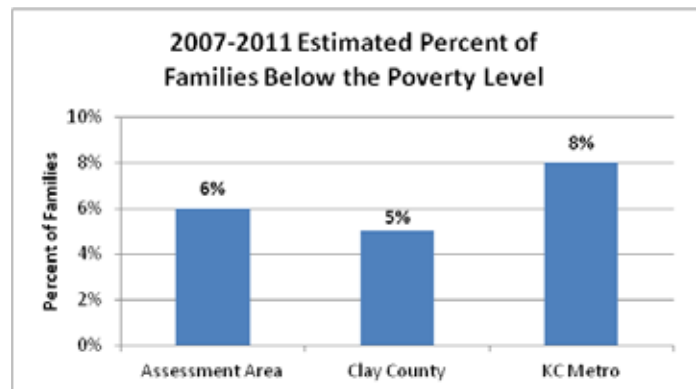


Figure 39 | Census data comparing the corridor estimated percent of families below the poverty level from 2007 to 2011 with that of both the county and the greater Kansas City Metro area.

Transportation

EXISTING ROADWAY SYSTEM AND TRAFFIC CONDITIONS

US-69 (Vivion Road) between Eugene Field Road and Pleasant Valley Road is a four-lane US highway serving the Cities of Claycomo, Pleasant Valley, and Liberty. It has a posted speed of 40 mph west of the Ford Plant and 45 mph northeast of the Ford Plant. It runs parallel to I-35 for the 2.4 mile length of the corridor, connecting to both I-35 and I-435. The road is largely level with grade in the vicinity of the curve west of the Ford plant. There is also a hill near Bryant Street. The roadway frontage in the corridor is mainly commercial and industrial, with some residential land use. It provides direct access to numerous local businesses. There are eight signalized intersections on this stretch of highway as listed in the table in Figure 41. There are left-turn lanes at these signalized intersections. There are also long stretches of two-way left-turn lane (TWLTL) in the corridor. Pleasant Valley Road / S. Liberty Parkway is a two-lane road west of I-35, but has four lanes from the interchange east. This roadway runs west into Kansas City and east into Liberty.

Functional Class

MARC classifies US-69 (Vivion Road) and Pleasant Valley Road / S. Liberty Parkway as urban minor arterials as shown in Figure 42. Based on the Federal Highway Administration (FHWA) definition urban minor arterials serve trips of moderate length. They provide moderate mobility for through trips, but they also provide some local land access. Minor arterials distribute trips to smaller geographic areas. They connect higher order roadways such as interstates with lower order collector roadways that penetrate into neighborhoods. Urban minor arterials often provide intra-community continuity, but ideally they do not penetrate identifiable neighborhoods.



Figure 40 | Photos of existing road conditions in the corridor.

No.	Cross Street	Lanes	Notes
1	Bryant Street	2	Crosses I-35 to north, dead-end to south
2	Randolph Road	2	I-435 frontage road south of US-69
3	I-435 SB Ramps	2/1	Includes off-ramp from I-35 NB
4	I-435 NB Ramps	2	
5	N. Palmer Ave. / I-435 NB On-Ramp	2	Includes on-ramp to I-35 SB
6	Ford Motor Plant Road	5	
7	I-35 NB Off-Ramp	2	Includes three I-35 ramps
8	Pleasant Valley Rd. and I-35 Ramps	2-4	

Figure 41 | Table of signalized Intersections.

Existing Traffic

Based on the latest MoDOT system wide count data, US-69 carries approximately 9,000 to 10,100 trips per day on an average day. This is down from the early 2000s when counts were as high as 13,000. During the PM peak hour, the estimated two-way volume on US-69 south of the I-35 NB off-ramp hour is 1,560 with nearly 1,000 of these vehicles headed northbound. Volumes of over 1,700 were reported just south of Pleasant Valley Road. These northbound directional volumes warrant two through lanes.

Pleasant Valley Road west of US-69 is estimated to carry



Figure 42 | Roadway classifications near the corridor

approximately 7,400 vehicles per day, with 870 during the PM peak hour. This is a moderately high volume for a two-lane roadway. From the I-35 / Pleasant Valley Interchange east the roadway (S. Liberty Parkway) is a four-lane road.

Traffic congestion in much of the corridor is not a major issue; however, there are specific locations that have been observed to have traffic issues. In particular, there are congested periods at the I-35 / Pleasant Valley Interchange. For example, during morning field observations a substantial queue was observed making the westbound left-turn from S. Liberty Parkway onto I-35 southbound. The volume of traffic passing through the interchange is high during both peak periods, but especially during the PM peak hour. Due in part to high interchange area volumes and related congestion, MoDOT is developing plans to improve the interchange.

Other issues include conflicts between turning trucks and residential / through traffic on US-69 near the Ford Plant, driveways and other access points just east of I-435. The lack of turn lanes in this area increases the potential for traffic conflicts. Other safety related traffic issues are discussed further in the safety section.

Truck Traffic

Based on the most recent MoDOT counts, truck traffic on the segment between I-435 and I-35 is approximately 1,270 per day or 14% of the total traffic. This includes truck traffic to/from the Ford plant as well as truck traffic to/from other businesses in the corridor. Many of the trucks in the northern portion of the corridor are tractor-trailers. These vehicles should be considered in corridor planning and design.

Land Use / Activity Centers / Trip Generation

The largest single land-use in the corridor is the Ford plant. There is also a shopping center south of US-69 between Miriam Street and Randolph Road. There are various

commercial properties as well as apartments along the US-69 frontage.

EXISTING PEDESTRIAN, BICYCLE, AND TRANSIT SYSTEM CONDITIONS

Pedestrian and Bicycle System

There are few pedestrian and bicycle accommodations in the corridor. There are no sidewalks or bike lanes in the corridor. This limits walking to the curb and gutter, shoulder, or other areas beyond the pavement edge. There is however a US-69 pedestrian overpass in the vicinity of Park Avenue and Munger Avenue (see Figure 43). There are no crosswalks or pedestrian signals at any of the intersections in the corridor. Pedestrians can currently cross with the traffic on the green indication.

Transit Service

There is currently no bus or other transit service through the corridor. The closest KCATA route is Route 135, which terminates at Eugene Field Dr. at the southern study area border as shown in Figure 44. There is a small lightly used park-and-ride lot at this location. Route 135 currently offers peak hour service only, with two southbound runs in the morning and two northbound runs in the afternoon.

SAFETY

Crash data for the study area for 2009 through 2011 was provided by MARC. The data was plotted in Figure 45. A review of the data showed four major crash clusters, with additional areas that have crashes located in a more dispersed manner. Four areas that appeared to warrant further investigation included:

1. US-69 near Drake Street
2. US-69 and Bryant Street
3. I-435 / US-69 Interchange Area
4. US-69 at Palmer Avenue and the Northbound I-435 Ramp
5. I-35 / Pleasant Valley Interchange Area



Figure 43 | Pedestrian Bridge near the west end of the corridor in Claycomo.

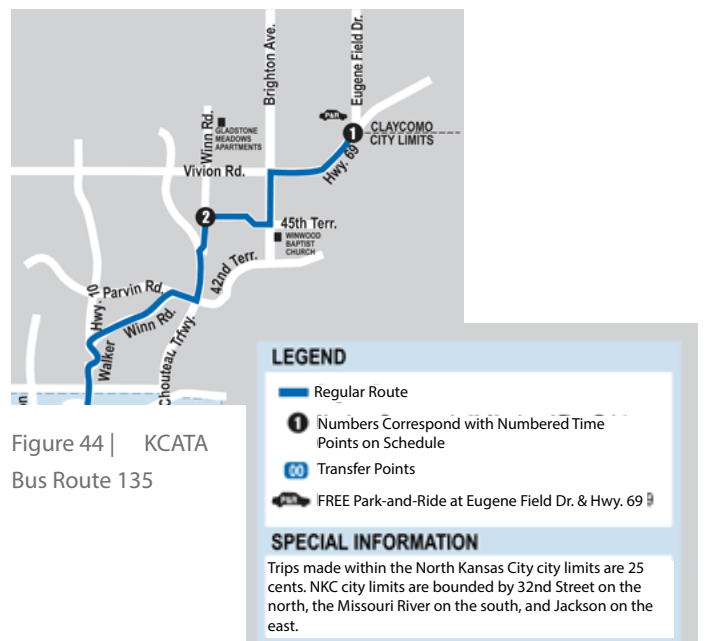


Figure 44 | KCATA Bus Route 135

The crash cluster at the I-35 / Pleasant Valley Interchange is one of the largest and includes the most injury crashes. Safety issues at this location should be improved with the improvement project currently proposed by MoDOT for that interchange. The cluster at the I-435 Interchange is also large. There appears to be many left-turn and rear-end crashes. More investigation is required of that data due to the way the data was geocoded. However, there is clearly a cluster of crashes in the interchange area.

The crash cluster at Palmer Avenue and the I-435 Northbound Ramp is the third largest. Ten of the 14 crashes at this location were rear-end crashes. This location warrants further study.

At Bryant Street, there is not an immediately obvious pattern in the crash types. There are issues related to sight distance on US-69 in this area that could be a contributing factor.

In the vicinity of Drake Street, three of the five were labeled as left-turn crashes. There is a short section of roadway between the end of the median section and the start of the two way left turn lane (TWLTL) that does not have a turn-lane of any type. This section may cause issues for drivers that expect some form of median or left-turn provision. It could be beneficial to improve this short section of 4-lane roadway with only a narrow painted median.

Preliminary crash rates were also calculated for the corridor. The preliminary numbers show higher than expected overall crash rates based on the current average daily traffic volumes and reported crashes. The rates are particularly high near the two interchanges and lowest in the western portion of the corridor.

ACCESS MANAGEMENT

There are numerous businesses with direct access to



Figure 45 | Crash data by accident severity showing the locations where crashes were reported during a two year period between 2009 and 2011.

US-69 west of I-435. A two-way left-turn lane (TWLTL) serves these businesses through this part of the corridor. West of I-435 there are far fewer driveways. There are turn lanes at some access points and a center TWLTL in the area just west of the Ford plant access road. Further to the north there are only turn lanes at critical intersections.

While access point consolidation and access restrictions may be desirable in some locations, it is also important to continue to provide adequate truck access to businesses in the corridor.

According to recent research at least two issues are very important for safety with TWLTLs. One is access density and the other is traffic volume. The current traffic volume on US-69 is within an acceptable range for TWLTL operations. However, the projected future (long-term) traffic volumes are near or even exceed the upper bounds of the acceptable range for traffic demand for a TWLTL. In addition, the number of access points

per mile west of I-435 exceeds the number desirable for a TWLTL. Therefore, it is recommended that efforts be made to limit the future volume in the corridor to less than 24,000 vehicle per day and that the number of existing access points in the west portion of the corridor be reduced through purposeful consolidation. In addition, it is important to continue to limit and appropriately locate future access connections in the eastern portions of the corridor.

There are over 100 access points (intersections and driveways) on US-69 from Eugene Field Road to Pleasant Valley Road (Figure 46). Over 60 of these are located on the section west of I-435 and on all three sections the majority are on the north side of the roadway. The access point density is as provided in the table below.

Many of these access points are driveways serving businesses and these driveways are often located very close to other driveways and/or intersections. This points them in the “influence area” for other access points. Two examples of closely spaced driveways are provided in Figure 47. This situation creates traffic safety and capacity issues related to numerous conflicting vehicle (and pedestrian) movements.

At the far west (Eugene Field Road to Poe Street) access is limited by a raised median. From Poe Street to I-435 the corridor is served by a two-way left-turn lane (TWLTL) allowing full access. Directly east of the I-435 northbound on-ramp there is a section of undivided four-lane highway. From Grove Street to the Ford Motor Plant Road there is another section of TWLTL. From Ford Motor Plant Road to Pleasant Valley Road is a four-lane highway with turn lanes only at key intersections. There are turn lanes at some access points and a center TWLTL in the area just west of the Ford plant access road. Further to the north there are only turn lanes at critical intersections. Based on a review of the study area, the major access management issues appear to be:

From	To	North	South	Total	Distance	Access Point Density (per mile)
Eugene Field Rd.	I-435	28	36	64	0.93	69
I-435	East of Ford Plant Entry	6	14	20	0.75	27
East of Ford Plant Entry	Pleasant Valley Rd.	2	20	22	0.70	31

Figure 46 | Table illustrates the number of access points in three different segments of the corridor.



Figure 47 | These two images show examples of closely space driveways within the corridor.

1. Numerous intersection and driveway access points
2. Driveways located in the influence area of intersections
3. Limited spacing between access points (and wide driveways on some parcel frontages)
4. Lack of turn lanes in some locations
5. Potential median access control issues

The most significant benefit of good access management is improved safety. As shown in Figure 48, crash rates increase as the accident points per mile increase. Based on this research presented in the

Transportation Research Board’s Access Management Manual, an increase from 10 to 30 access points per mile could increase the crash rate by 70%. Similarly, an increase from 20 to 60 access points per mile could increase the crash rate by over 300%. This demonstrates the benefits of limiting future access points and even reducing the number present today to the fewest needed to support the development.

In addition to the number of access points, the median treatment and handling of left-turns is critical to roadway safety. Figure 49 shows representative crash rates for different median treatments by access point density. Undivided roadways (such as just east of I-435 in the US-69 corridor) tend to have the highest crash rates. Raised (non-traversable) medians tend to have the lowest crash rates. TWLTLs fall between the other two treatments.

In addition to the safety benefits, there are traffic flow benefits due to access management. One study showed a 30% decrease in delay and a 30% increase in capacity due to the addition of either a TWLTL or a non-traversable median.

According to recent research at least two issues are very important for safety with TWLTLs. One is access density and the other is traffic volume. The current traffic volume on US-69 is within an acceptable range for TWLTL operations. However, the projected future (long-term) traffic volumes are near or even exceed the upper bounds of the acceptable range for traffic demand for a TWLTL. In addition, the number of access points per mile west of I-435 exceeds the number desirable for a TWLTL. Therefore, it is recommended that efforts be made to limit the future volume in the corridor to less than 24,000 vehicle per day and that the number of existing access points in the west portion of the corridor be reduced through purposeful consolidation. In addition, it is important to continue to limit and appropriately locate future access connections in the

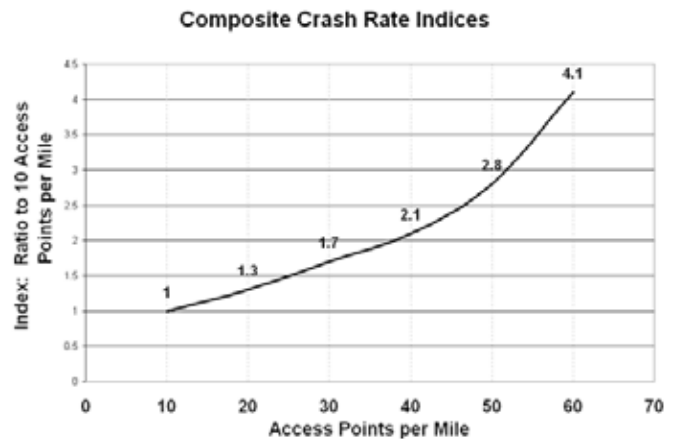


Figure 48 | This graph illustrates the relationship between access points and crash rates. As the number of access points reaches 60 the potential for a crash is four times as likely to happen.

Total Access Points per Mile ^a	Median Type		
	Undivided	Two-Way Left-Turn Lane	Non-Traversable Median
≤ 20	3.8	3.4	2.9
20.01-40	7.3	5.9	5.1
40.01-60	9.4	7.9	6.8
> 60	10.6	9.2	8.2
All	9.0	6.9	5.6

^a Includes both signalized and unsignalized access points.

Figure 49 | This table is representative accident rates (crashes per million vehicle-miles traveled) by type of median - urban and suburban areas.

eastern portions of the corridor.

While access point consolidation and access restrictions may be desirable in some locations, it is also important to continue to provide adequate truck access to businesses in the corridor.

Public Meeting Summary

PUBLIC PROCESS

Meetings were held to discuss detailed information about the physical features and city policies that work well or need improvement. Additional meetings were held to expand the discussion into the public at large. Decisions made during the Project Team meetings were revealed to the public for comment. Comments made by meeting participants were written down on a large board in front of the room where all could see.

A variety of exercises were employed to gain as much knowledge about the corridor as possible as well as understand a general preference of the community on development styles and patterns. An aerial map of the corridor was provided and participants were asked to draw on top of it noting specific locations of interest or concern such as traffic congestion areas, areas where it is difficult to navigate as a pedestrian or bicyclist, or opportunities for redevelopment. Understanding that some participants might not be as comfortable verbalizing their ideas, thoughts or concerns, comment sheets were passed out for participants to write down their thoughts, ideas or concerns.

During one round of meetings a dot exercise was employed to further understand community preferences for development styles and patterns. This exercise also informs future developers of what the community does not want. Participants were asked to place sticker dots on a board indicating their preference(s) for development styles and patterns.

The end result is the community vision expressed within the pages of this document.



ROUND ONE

Initial meetings with only the project team sought to answer big picture questions about future growth and development. Participants were asked as a group and individually the following questions:

Vision

1. What should the corridor be like in 5,10, or 20 years?
2. What goals should the plan include to help achieve the vision?

Strengths

1. What's working well now?

Opportunities

1. What would make the study area even better?
2. How could the study leverage those opportunities to make the vision a reality?

Challenges

1. What issues are affecting the area and what could be done to solve them?

Approximately 14 people attended the meeting and provided specific comments about the corridor such as:

- Retain and attract youth
- Theme the area
- Pedestrian access needed along corridor
- Bike lanes or facilities would be nice
- Medians
- Reduce peak hour congestion
- Pedestrian path along Little Shoal Creek
- Needs to be safer for pedestrians
- Need bus routes and stops
- Area needs more competitive businesses
- New grocery store
- Signage / art on bridges
- Cleanup and beautification
- Aesthetic improvements
- Keep existing buildings but need a face-lift
- Need a park and ride
- Destination place at I-435 and I-35

A subsequent meeting opened the discussion up to the public where members of the public at large were asked the same questions. Public comments by each individual community were as follows:

What would make the area better?

Pleasant Valley

- Senior housing
- Bike Paths
- Sidewalks - Increased foot traffic lately
- Green space with walking and bike trails
- Make Church Road four lanes
- Connect South Liberty Drive to US-69 at the junk yard lot near the bend just east of the plant entrance.
- Relocate some of the businesses along US-69 to Business Park

- Public transit
- Soccer Fields
- Menards
- Grocery
- Hotel
- Professional Building
- Condo and/or patio homes
- Shops and places to eat

Claycomo

- Fix pedestrian bridge
- Streetscaping - decorative light poles and street trees
- Community park similar to the one in Gladstone near the Public Safety Department building
- Daycare facility
- Fill in the drainage ditch in front of the Ford plant and add storm drains
- Improve fence along Ford property- 18" solid wall along bottom of fence
- Bike trail that connects to the Shoal Creek Trail
- Make better use of vacant property
- Biggest weaknesses are the strip mall and Claycomo street frontage.

What will the biggest challenges be?

- Cleanup & beautification
- Business relocation
- Local government needs to help
- Businesses that do not own the property they are in
- Not in favor of higher taxes
- Getting everyone to agree (e.g. green space and retail (how much of each)
- Time and lack of enthusiasm
- Change will be hard
- Noise mitigation
- Existing businesses and getting owner buy-in
- R+L Truck facility
- Development incentives
- Changing peoples minds
- Aesthetics and flow

- Money
- Cooperation and communicating with property owners, especially out of town owners
- Getting “Buy-in” from the community since many things have been discussed but failed to come to fruition
- Financing
- MoDOT - US-69 is a state highway
- Vision
- Change

ROUND TWO

A second round of meetings sought the determination of preferences for redevelopment within the corridor. During this round stakeholders were asked to participate in a series of dot exercises. The first exercise aimed to determine the community preference for development patterns over three major land use classifications: Single Family, Multi-Family, and Commercial / Retail development. The results suggest the types of land use preferences that are desired or not desired. The 69 Corridor community typically showed a clear preference of one type over another.

For each of the three land use classifications participants were asked to put up to two dots on the type, or types, of development pattern they preferred; conventional, hybrid, or neo-traditional. Participants could put both of their dots on one pattern type, or split them onto two types (i.e. one dot on conventional and one dot on hybrid). The results showed that the US-69 corridor community prefers a neo-traditional development pattern for both multi-family residential and retail/office developments. For single family residential developments the community prefers a hybrid pattern. Descriptions of these patterns are provided on the following page.

Participants were also asked to identify a preference for the architectural typology and design style within four land use classifications: single family, multi-family,

office/retail, and public space. Participants were asked to put four dots on each land use classification. Again, participants could put all of their dots on one typology or put dots on multiple typologies. The results showed that the US-69 corridor community prefers small lots for single family developments and townhomes or senior housing for multi-family residential developments. For office and retail developments the community prefers a neo-traditional style. When it comes to public space the community prefers either large scale natural settings and community garden, or courtyard, types of areas.

Results and descriptions of community preferences are highlighted below and shown in more detail on the following pages.

- Hybrid Single-family Development
- Homes on a grid street network, some with alleys, and some mixed housing types where the homes relate to the street with emphasis on a small town feel
- Development with physical standards that include “build to lines”, porches, rear facing or detached garages
- Emphasis on a five- to ten-minute walk to area amenities
- A wide range of lot dimensions and a variety of housing types, such as traditional, zero lot line, and/ small lots, to allow multiple markets to be served
- Density: Up to 5.8 units per acre
 - Height: 1 to 2 stories
- Neo-traditional Multifamily Development
- Designed as small villages of multifamily homes
- Can include a variety of multi-unit houses, multiplexes, and apartment/condominium dwellings or sites that serve as a distinct destination
- Incorporates a mix of multifamily units
- Involves a combination of low scale and mid-scale structures
- A wide range of formats, e.g. townhome, garden, and senior housing styles, to allow multiple markets to be served
- Density: 7 to 20 units per acre
- Height: 2 to 4 stories

SINGLE FAMILY RESIDENTIAL PATTERN

The Hybrid pattern of development was selected as the preferred pattern of development for single family residential development. This type of development is characterized by a “grid” street network, some with alleys, and mixed housing types. Homes relate to the street with an emphasis on small town feel. Development requires a different set of physical standards including “build to lines”, porches, rear facing or detached garages. This type of development puts an emphasis on 5-10 minute walks to area amenities. A wide range of lot dimensions and a variety of housing types allows serving multiple markets. Density is typically up to 5.8 units per acre with one and two story buildings.

MULTI-FAMILY PATTERN

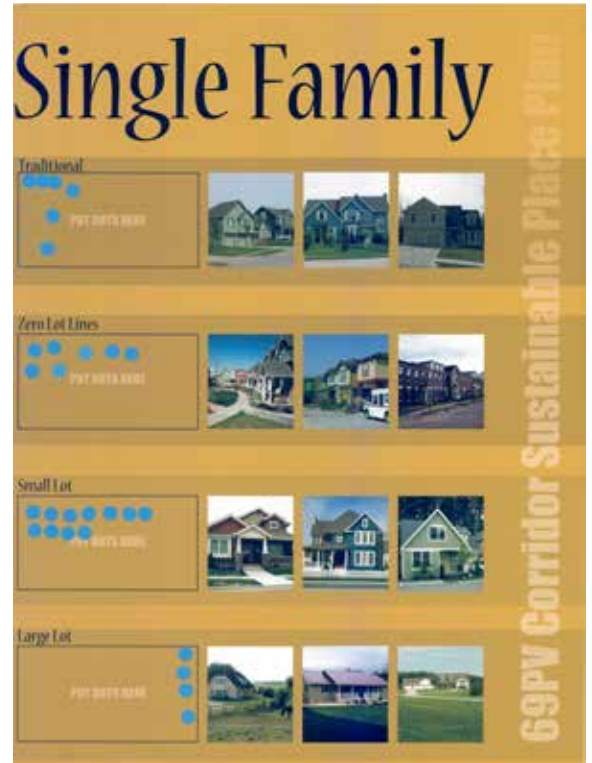
Neo-Traditional is the community’s preferred pattern of development for multi-family housing. This pattern is designed as a small village. Characteristic of this pattern is a variety of multi-unit houses, multiplexes, and apartment/condo dwellings or sites that serve as a distinct destination. This is distinguished from conventional or hybrid types by the mix of multi-family units. A combination of low scale and mid-scale structures are included. A wide range of unit formats allows serving multiple markets. Density in this pattern of development is typically 7-20 units per acre typically including two to four story buildings.

COMMERCIAL / RETAIL PATTERN

Neo-Traditional is the community’s preferred pattern of development for commercial / retail development. This type of development mimics small cities and promotes a mixture of neighborhood-serving office and retail services, institutional, and civic uses intermixed through compatible site planning and building design. Within this pattern of development are a mix of uses to enhance the pedestrian environment. Uses are limited to compact, pedestrian/neighborhood-oriented services rather than large scale “big box” or automotive-oriented uses. This pattern of development requires easy access to an interstate roadway or arterial. Density is typically 50,000 - 300,000 square feet on 15 to 30 acres.

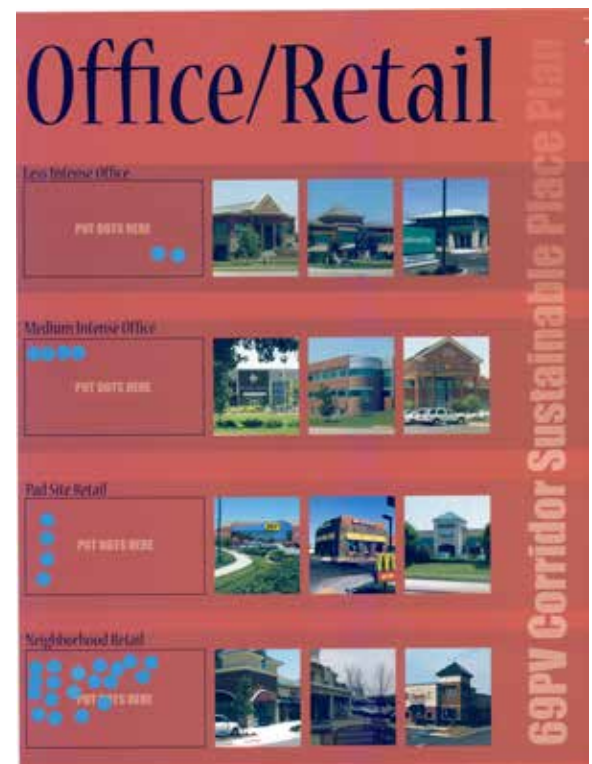
SINGLE FAMILY RESIDENTIAL STYLE

Participants indicated a preference for single family housing on small lots as opposed to large or traditional styles of development. Zero lot line development such as neo-traditional developments or brownstone housing was indicated as a second most popular style.



OFFICE/RETAIL STYLE

Participants indicated a clear preference for neighborhood retail over all other commercial development styles for office and retail. Architectural treatments include a mix of materials and variation in the building elevation to create a neighborhood look and feel. Participants showed significantly less interest in pad site retail, medium and less intense office styles.



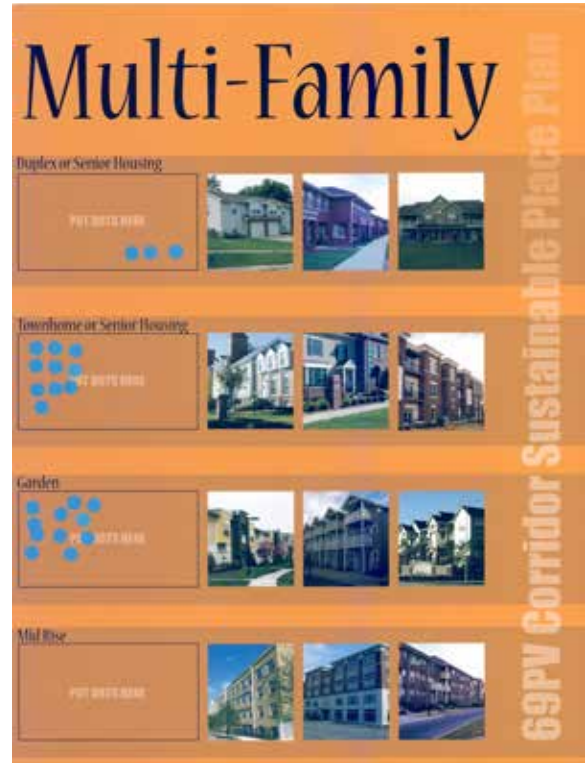
MULTI-FAMILY RESIDENTIAL STYLE

Participants indicated a clear preference for garden apartments and townhome or senior housing in contrast to duplexes or mid-rise buildings.



OFFICE/RETAIL STYLE

Participant preference for public open space indicated three of the four types were generally preferred and showed very little interest in large scale formal spaces.



02

Recommendations



US-69

Recommendations

INTRODUCTION

The vision for the US-69 corridor is to create a multi-modal transit corridor that is safe, walkable, improves the aesthetic quality of the area, retains and attracts youth, increases population and employment density to support transit, includes workforce housing options and mixed use development. This section offers a number of land use and transportation recommendations aimed at taking the vision to reality. It is intended that these recommendations will serve as guidelines and design principles to apply to urban design, streetscaping, development and substantial redevelopment.

The regional context informed discussion and decision making throughout development of the US-69 corridor vision. Public meetings involved discussions about land use adjacencies such as the residential trailer park next to the industrial Ford plant. Given the regional strength of the industrial market and considering public discussions regarding the conflicts that can arise from adjacent properties with incompatible land uses, the community might be better served by re-locating residents of the mobile home and redeveloping the property to match its current zoned use. By doing so the mobile home park property would better match the surrounding uses. Furthermore, the community would benefit from revenues generated from industrial use.

Demographic patterns also influenced decision making during development of this vision plan. In summary they describe more tightly developed neighborhoods that are designed at higher densities and in clusters. They can also better support multi-modal transportation opportunities and transit-oriented development at designated locations, such as potential redevelopment at Pleasant Valley Road and US-69. The development of a variety of housing types, ideally greater than 6 to 8 units per acre, mixed with office and/or retail uses, and on a transit route or at a transit hub with bicycle and pedestrian amenities would be necessary



to support future transit-oriented development in the corridor and attract new residents. Suggested housing recommendations for the assessment area include the following:

- Update land use plans and zoning ordinances to support increased residential densities and the provision of a variety of housing options and types to support elderly and low-income populations as well as young and middle-aged residents.
- Partner with local agencies to provide housing rehabilitation programs, such as Northland Neighborhoods, Inc and its Minor Home Repair Program.
- Create partnerships with housing organizations that can provide housing rehabilitation programs for elderly residents, helping them meet their changing

physical and health needs and allowing them to age in their homes as described in the Mid-America Regional Council Idea Book: Communities for All Ages.

- Partner with the local agencies, such as the Housing Authority, Northland Neighborhoods, Inc., and the Mid-America Regional Council, to develop a 69PV-specific communications strategy for informing residents about available housing programs and options.
- Continue to provide rental housing (single-family and multifamily) options for residents who are unable to afford the costs of home ownership.
- Update adopted land use plans to encourage the development of affordable housing options, including detached single-family, attached single-family, and multifamily units.
- Update adopted land use plans and coordinate with developers to include higher density housing options as part of mixed use activity centers that are located along major streets and near transit access and/or recreational paths and amenities.
- Update adopted land use plans and zoning ordinances to support more tightly developed hybrid single-family and neo-traditional multifamily neighborhoods that are designed at higher densities and in clusters to better support designated transit-oriented development locations. Such residential developments should include the following characteristics.

PARKS & TRAILS

Connectivity to regional trails and protecting natural resources and floodplain areas tie the US-69 vision in with that of the county. Both Mill Creek and Little Shoal Creek offer opportunities for such amenities. 10' wide trails are recommended along both of these greenway corridors and should provide links as shown on the KC



Trails Plan. Also, a trail linkage should be provided from Keeney Park north along Eugene Field Road and across Shoal Creek to connect with the existing trail along the south edge of the Pleasant Valley Road Athletic Complex. This trail should continue south from Keeney Park along Mill Creek to Randolph Road. A 10' wide trail should also be provided along Shoal Creek and connect to the existing trail previously discussed at Pleasant Valley Road Athletic Complex. This would extend the Shoal Creek trail from where it currently ends south to US-69 just east of the Ford plant. The KC Trails plan also calls for this trail to extend further south and connect with the Birmingham Trail.

TRANSPORTATION

Recommendations for transportation improvements throughout the corridor include a series of street section revisions that aim to improve cross section

continuity and flow, increase safety for both vehicles and pedestrians, and bring a sense of place to both communities. The cross sections on the following page recommend four different street section widths that could be implemented throughout various segments of the corridor.

In all cross sections a sidewalk is recommended on both sides of the road and should be separated by landscaping from the road not attached to the curb. This provides accommodations for walking and separates pedestrian from vehicular traffic. Crosswalks are recommended at all signals and additional ones could be added. Where possible crosswalk medians should be installed for refuge of pedestrians from motorists.

A 10' wide trail is proposed along the south side of the roadway. Some areas of the corridor may not currently have right-of-way widths wide enough to accommodate this. Further investigation and discussions with both property owners and the community should precede any implementation of the sections shown in this plan. Having a consistent 10' wide trail for the entire length of the corridor is recommended and would allow for future connections to the Vivion Trail, a potential Mill Creek Trail and Little Shoal Creek Trail.

Streetscape beautification should include adding street trees, decorative lights and signal poles with options for banners and hanging baskets. A branding campaign should be implemented throughout the corridor.

LAND USE

Land use recommendations include a set of layered levels of sequentially phased development. Each phasing level is shown in 5 year increments over the entire corridor. Overall, the land use recommendations of this plan provide each community with potential solutions aimed at achieving the development goals



laid out in the Community Vision section at the beginning of this document.

The levels of phased development were derived out of a series of public meetings and were based on what the community participants would like to see in those locations. These development recommendations should be considered, but in no way represent specific proposals for real development. In the end, it is the market that will determine what develops.

The pages following the streetscape sections show the levels of phased development across the entire corridor study area. Then the section breaks down into smaller chunks to discuss specific recommendations in each of the four distinct areas previously discussed in the Site Analysis chapter. Land use and transportation recommendations are made for each area, or segment of the corridor.

The following chapter, Next Steps, offers a number of specific projects proposed within each segment of the corridor. These projects range from streetscape beautification and urban design to re-development. Funding mechanisms for these projects could vary from private donor to matched funds tied to grant money.

Figure 50 | Looking east this 114' wide streetscape cross-section could be implemented from I-435 east to the Ford plant.

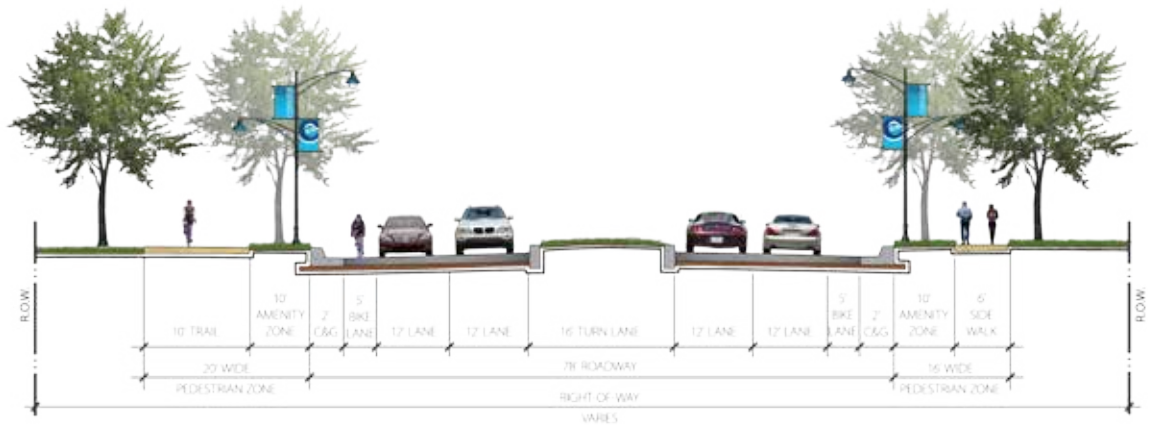


Figure 51 | Looking east, this 108' wide cross-section is an alternate to Figure 50. Dedicated bike lanes have been removed from the roadway and bicycle and pedestrian traffic has been concentrated on the 10' wide trail.

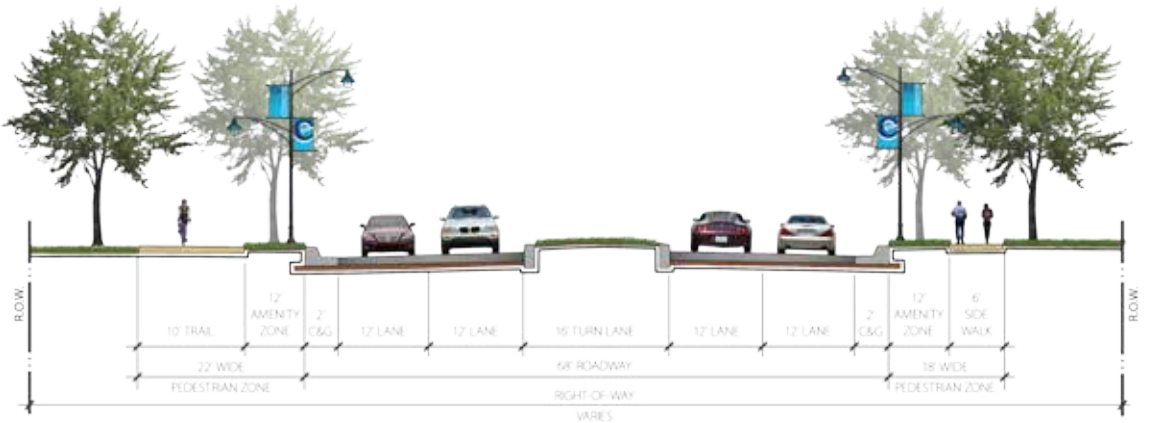


Figure 52 | This 84' wide Right-of-Way cross section could be implemented from I-435 west to the pedestrian bridge.

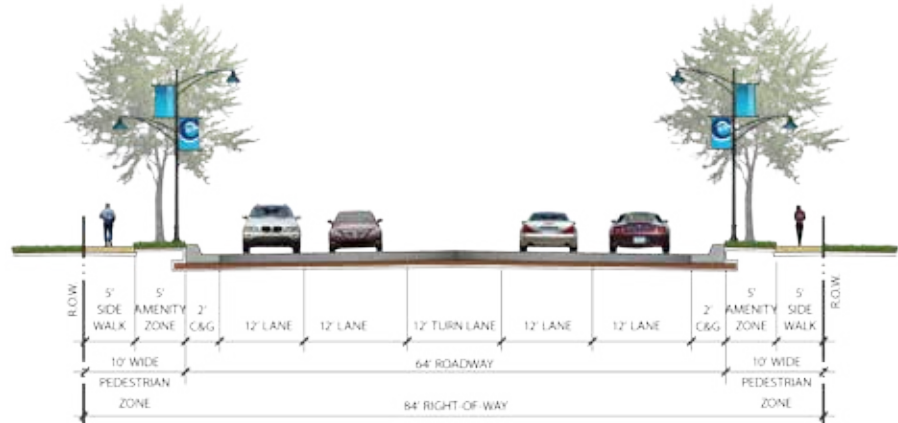
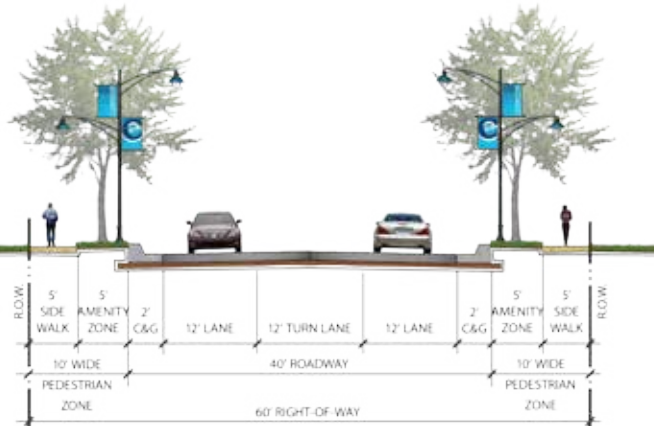
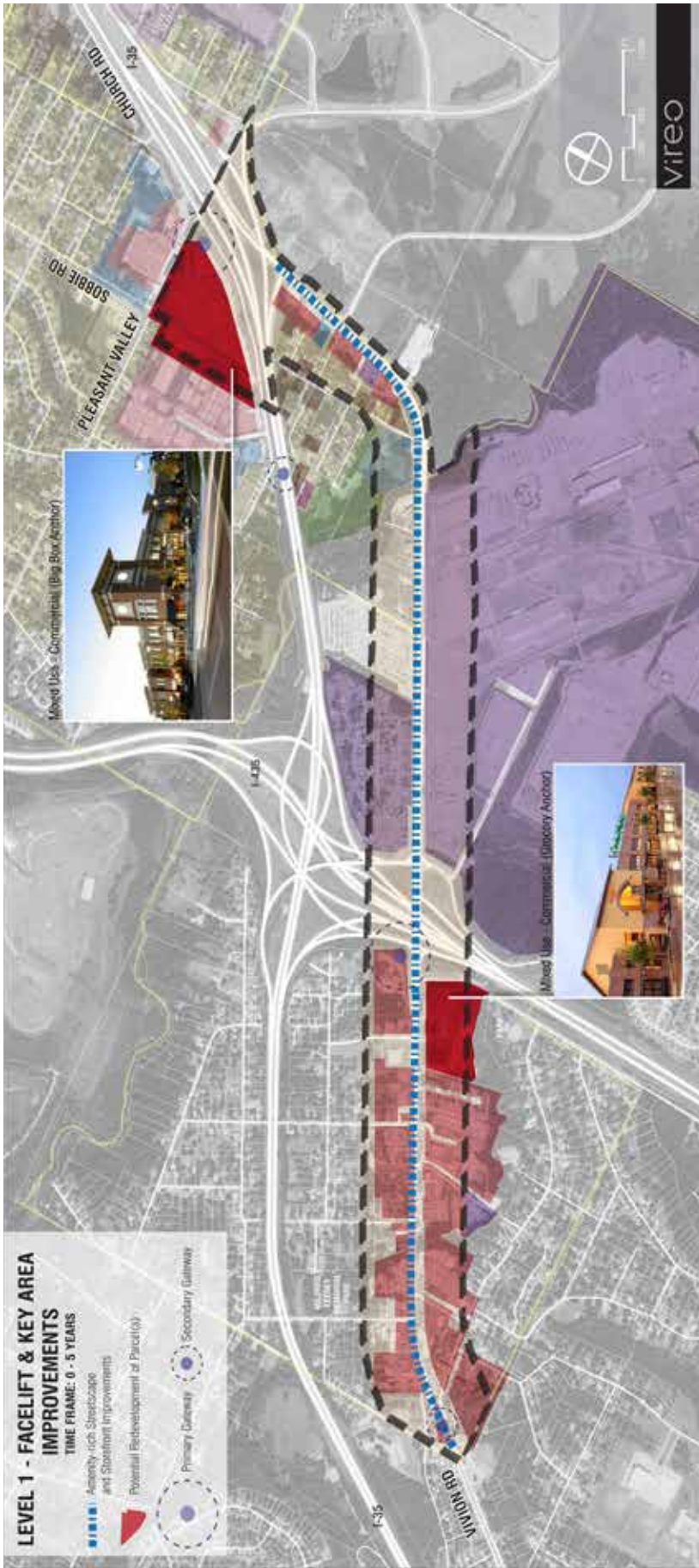


Figure 53 | This 60' wide streetscape cross section could be implemented along Pleasant Valley Road.





LEVEL 1 - Face-lift & Key Area Improvements

Time Frame: 0-5 years

Focus: Begin amenity rich streetscape improvements, Architectural facade enhancements, primary and secondary gateway special projects and redevelopment of key corridor properties.

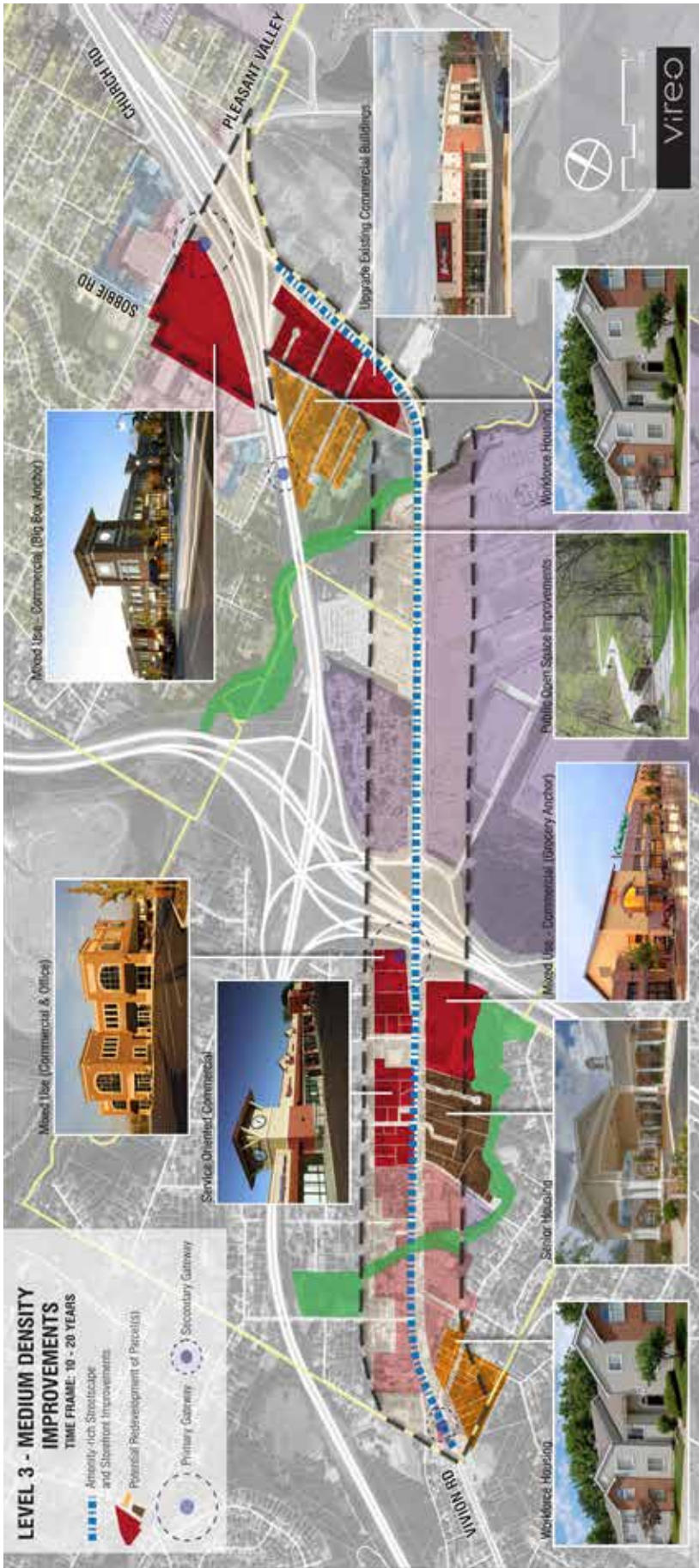


LEVEL 2 - Low Density Improvements

Time Frame: 6-10 years

Continued Focus: Begin amenity rich streetscape improvements, Architectural facade enhancements, primary and secondary gateway special projects and re-development of key corridor properties.

Added Focus: Public open space, assemblage of land for commercial redevelopment.



LEVEL 3 - Medium Density Improvements

Time Frame: 11-15 years

Continued Focus: Begin amenity rich streetscape improvements, Architectural facade enhancements, primary and secondary gateway special projects and redevelopment of key corridor properties.

Added Focus: Substantial residential and commercial redevelopment.



LEVEL 4 - High Density Improvements

Time Frame: 16-20 years

Continued Focus: Begin amenity rich streetscape improvements, Architectural facade enhancements, primary and secondary gateway special projects and redevelopment of key corridor properties. Substantial residential and commercial redevelopment.

Added Focus: Assemblage of land for added industrial use.

Area 1

The Segment West of I-435

LAND USE

This area of the corridor is at the heart of the Village of Claycomo. Currently, about 43% of the corridor's 1/2 mile buffer population lives near this segment. Overall, zoning practices need to be improved with better defined land use densities, lot and building standards. Collaboration between the public sector and the private sector should happen in order to form a partnership for redevelopment and beautification.

Redevelopment within this segment should focus towards the east between Bryant Street and I-435. Topography limits visibility west of Bryant Street so commercial development should be oriented to capitalize from as much visibility to I-435 as possible. Gateway monumentation is recommended close to I-435 and will establish a sense of arrival into the Village of Claycomo. This also helps demonstrate to potential future developers and investors that there is some level of commitment and investment on the part of the community.

Based on market studies and public discussions, adding a grocery store could serve the community well and capture leaking revenue. Aside from serving the immediate community, locating a grocery store adjacent to I-435 could capture dollars from daily commuters living in neighborhoods just beyond the corridor who may not want to deal with traffic on Highways 152 or 291 in Liberty. Service oriented retail such as cleaners and florists are retail dollars that are currently being leaked out of the corridor and could be captured in this segment.

Market studies suggest that the community could also support commercial office space or medical and professional services such as chiropractors, dentists, CPA's and financial planning groups. If carefully planned, these businesses could work well in a mixed-use type of setting.

Multi-family residential apartments, workforce housing and senior housing are all recommended additions in this segment. Combining residential, commercial and/or office uses could create a unique setting in this area.

Segment Statistics (1/2 Mile Buffer):

Area: 1.59 Square Miles

Net Density: 1.08 Housing Units / Acre

EmPop: 3,335 people (2,095/sq. mile)

Median Household Income: \$45,634

Total Population: 2,643

Total Businesses: 148

Total Employees: 692

Total Households: 1,109



Figure 54 | Corridor Segment from I-435 west to Eugene Field Road.



LEVEL 1 - FACE-LIFT & KEY AREA IMPROVEMENTS

TIME FRAME: Years 0-5

Initial improvements should focus on an architectural face-lift of buildings and streetscape improvements to the roadway. The Claycomo Plaza could be a key area for adaptive re-use and initial steps should be taken to ensure proper mix of uses, lot and building standards. This site could serve future mixed use development with both commercial and residential uses with a grocery store similar to Aldi’s as an anchor.



LEVEL 2 - LOW DENSITY IMPROVEMENTS

TIME FRAME: Years 6-10

Re-development during this period should continue to focus at the east end near I-435 adding additional mixed use development with residential over office. Medical/professional offices (chiropractors, dentists, CPA’s, financial planning groups, etc.) in a “quasi-retail” environment with some direct-entry commercial and signage opportunities could provide a buffer between more traditional retail and residential uses. Improvements to public open space should begin during this phase. A linear park and trail system along Mill creek would allow for better pedestrian connectivity and link neighborhoods to areas of interest such as the Claycomo Plaza shopping center and other parks in the community.



Figure 55 | An example of mixed-use development with residential over retail. A grocery store or service oriented commercial such as a cleaners would be an ideal tenant. Office uses such as medical/professional clinics could also work well in this setting.



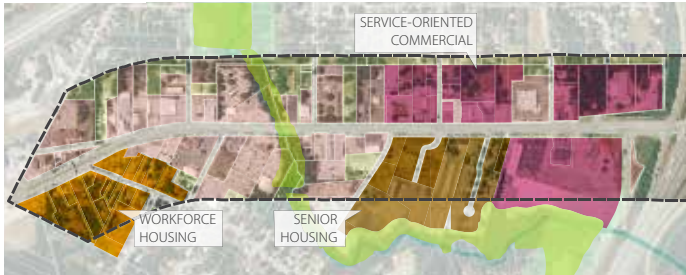
Figure 57 | Market profile studies suggest that grocery stores are leakage retail. Aldi’s typically compact footprint and economical price points would be an ideal fit.



Figure 56 | An example of mixed-use development with office space above retail



Figure 58 | An example of a linear trail system that could follow Mill Creek and connect Mildred Keeney Memorial Park with Claycomo City Park with a spur that connects to the Claycomo Plaza shopping center.



LEVEL 3 - MEDIUM DENSITY IMPROVEMENTS

TIME FRAME: Years 11-15

During this phase commercial and mixed use development should continue to increase density. In addition, medium density multi-family residential units such as senior housing could be located adjacent to the Claycomo Plaza. Additional adaptive reuse could happen on either side of Bryant street to provide service oriented retail. This adjacency keeps daily services near limited mobility users. Medium density apartments at the west end of the corridor could serve workforce housing needs. Relocating local restaurant such as El Sombrero closer to I-435 and in a mixed use setting could have potential to highlight the local flare and open up additional opportunities for workforce or multi-family housing.



LEVEL 4 - HIGH DENSITY IMPROVEMENTS

TIME FRAME: Years 15-20

During this phase no new redevelopment is proposed in this area of the corridor. It is expected that redevelopment will continue to occur as the market demands.



Figure 59 | Multi-Family apartments that could serve as workforce housing.



Figure 60 | Senior housing with assisted care.



Figure 61 | Neighborhood retail with service oriented retail.



Figure 62 | Another example of senior housing.

TRANSPORTATION

An 84' wide cross section is recommended for this segment and would accommodate a five lane road section with four 12' wide drive lanes and one 12' wide center turn lane. From the back of curb a 5' wide amenity zone and a 5' wide sidewalk are recommended on both sides of the road. The limitation to this cross section is that it does not allow for a 10' wide trail as recommended in other segments of the corridor. It would be ideal to include a 10' wide trail along this segment of the corridor since it would allow for future connectivity to the Vivion Trail and potential future trails along Mill creek. Additional investigation into available right of way is needed. Further discussion with property owners and the public should happen prior to implementation of any cross section.

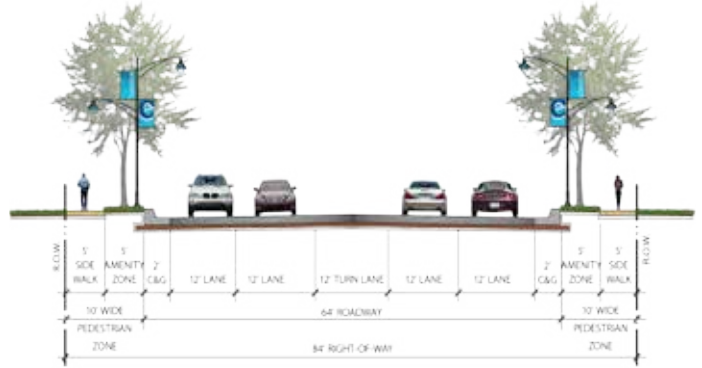


Figure 64 | An 84' wide cross section is recommended for this segment.



Figure 63 | An aerial view of this segment of the study area.



Figure 65 | An artistic rendering looking east near Poe Street.



Figure 66 | An artistic rendering looking west under the I-435 overpass.

Area 2

The Segment East of I-435 to the Ford Plant

LAND USE

This area of the corridor is primarily industrial with the Ford Plant dominating the majority of the landscape. There is an opportunity for additional light industrial/manufacturing given the proximity to the Ford plant. Relocating residential uses to other areas of the corridor adjacent to more compatible uses would both address safety concerns that currently exist in this segment and potentially add value to a lot zoned for a higher use. The addition of light industrial, manufacturing or warehousing that supplies goods and services to Ford would be an ideal setting for this segment of the corridor. There could also be potential for additional commercial and retail businesses near the credit union and Mustang Sally's.

Segment Statistics (1/2 Mile Buffer):

Area: 0.97 Square Miles

Net Density: 10 Housing Units / Acre

EmPop: 6,109 people (6,297/sq. mile)

Median Household Income: \$54,602

Total Population: 985

Total businesses: 33

Total employees: 5,124

Total Households: 404



Figure 67 | Corridor segment from I-435 to the Ford Plant main entry.



LEVEL 1 - FACE-LIFT & KEY AREA IMPROVEMENTS

TIME FRAME: Years 0-5

Initial improvements should focus on an architectural face-lift of buildings and streetscape improvements to the roadway. Establishing a partnership with Ford for community enhancements and beautification is recommended. A short 18" solid wall with decorative fencing on top is recommended to replace the existing long stretch of chain-link that fronts US-69.



LEVEL 2 - LOW DENSITY IMPROVEMENTS

TIME FRAME: Years 6-10

The major focus during this period should be improvements to public open space. Recommendations include adding a trail along Little Shoal Creek. The KC Trails Plan shows the Shoal Creek Trail coming down from the north crossing through the US-69 Corridor and connecting with the Birmingham trail to the south.



Figure 68 | This image is taken from the KC Trails Plan. It is recommended that the segment of proposed trail highlighted in orange be a focus for improvements as part of the Level 2 growth scenario for the US-69 Corridor.



Figure 69 | An example of a linear trail system that could follow Little Shoal Creek and connect with other regional trails as shown in the KC Trails Plan.



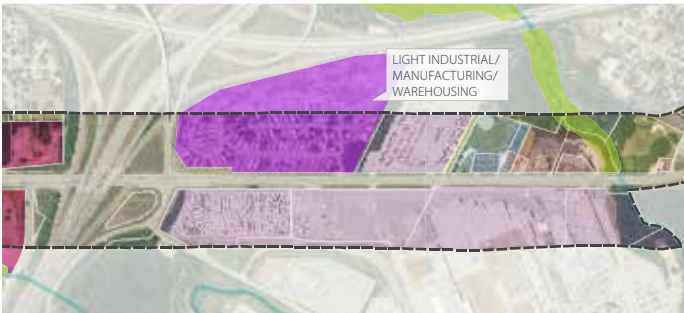
LEVEL 3 - MEDIUM DENSITY IMPROVEMENTS

TIME FRAME: Years 11-15

No new improvements are specifically recommended during this period. It is expected that if improvements proposed in the first two levels have not begun they will do so during this growth scenario. Market conditions could spur early implementation of the Level 4 growth scenario.



Figure 70 | An example of an industrial building.



LEVEL 4 - HIGH DENSITY IMPROVEMENTS

TIME FRAME: Years 15-20

In the long term it is recommended that this segment of the corridor capitalize and expand upon the industrial opportunities presented by the Ford plant and the accessibility of this segment to major trade routes. Manufacturers and suppliers of Ford parts and supplies could potentially add large quantities of jobs to the area. A partnership between the private and public sectors is recommended to establish a re-development authority.

TRANSPORTATION

This segment of the corridor offers the widest right-of-way width of the corridor. Figure 72 shows a 114' wide cross section is recommended for this segment of the corridor. Four 12' drive lanes, a minimum 5' wide bike lane in each direction and a 16' wide raised median with turn lanes is recommended within curb and gutter. Behind the curb a 10' wide amenity zone is recommended to separate vehicles from pedestrians. A 10' wide trail is proposed along the north side and a 6' wide sidewalk along the south.

Figure 73 shows an alternative cross section that should be considered based on the amount of truck traffic in this segment on a daily basis (approximately 1,200 trips). This section has wider drive lanes to accommodate trucks and focuses bicycle traffic on the 10' trail instead of on the road.

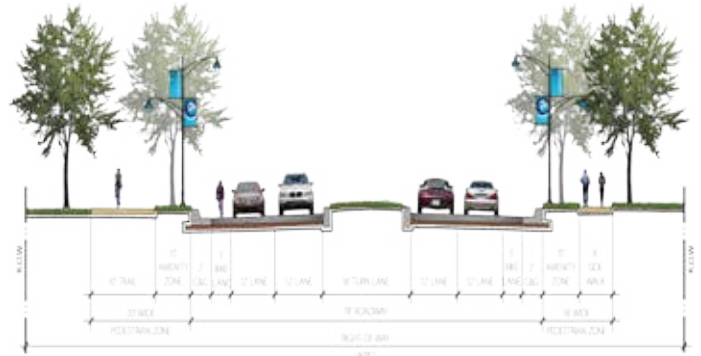


Figure 72 | One option would be a 114' wide streetscape section with dedicated bike lanes on US-69.

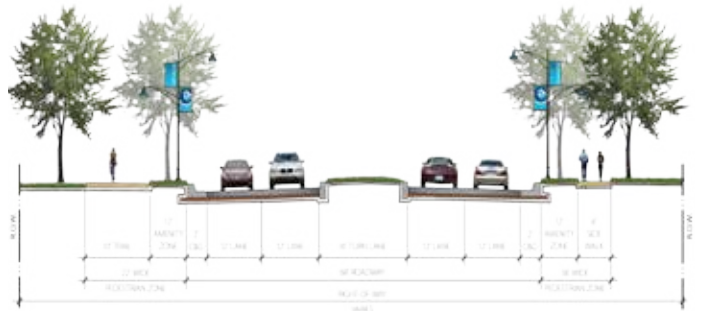


Figure 73 | Another option would be a 108' wide streetscape section without dedicated bike lanes. However, bicyclist could still utilize the 10' wide trail proposed on the north side of US-69. Ford prefers this section considering the heavy volume of large truck traffic they deal with daily.



Figure 71 | An aerial view of this segment of the study area.



Figure 74 | An artistic rendering looking east showing how this segment could look

Area 3

The Segment from the Ford Plant North to PV Road

LAND USE

The intersection of I-35 and Pleasant Valley is the convergence of corridors that connect three separate communities; Liberty from the east, Claycomo to the south and Pleasant Valley to the west. Large volumes of traffic pass through here on a daily basis. Plans for a mixed use commercial / retail development are expected to go in east of this segment of the corridor in the City of Liberty. Overall, there is potential for significant growth near this segment of the corridor and it is the recommendation of this vision plan that future land use should respond.

Some rezoning of residential lots to commercial is recommended south of the Sinclair station to increase the depth and overall size of commercial pads fronting US-69. This would offer more pad sites that respond to a more modern building footprint. In addition, this will help to address some of the access management issues typical of the corridor.

There could be opportunities to increase housing units in this area as well. New multi story apartment buildings would serve workforce housing needs in the region and is recommended in this segment of the corridor. It is possible that the proposed Whitehall Station could include residential units in a mixed-use residential over commercial setting.

Segment Statistics (1/2 Mile Buffer):

Area: 1.35 Square Miles

Net Density: 1.15 Housing Units / Acre

EmPop: 3,180 people (2,355/sq. mile)

Median Household Income: \$58,068

Total Population: 2,495

Total businesses: 140

Total employees: 685

Total Households: 994



Figure 75 | Corridor segment from the Ford Plant to Pleasant Valley Rd.



LEVEL 1 - FACE-LIFT & KEY AREA IMPROVEMENTS

TIME FRAME: Years 0-5

Initial improvements should focus on an architectural face-lift of buildings and streetscape improvements to the roadway. Steps to assemble parcels to meet future land use recommendations should begin during this phase. This may include re-zoning of some residential lots to commercial.



Figure 77 | A Lawn and garden center such as the Grass Pad could be a good fit for this area.



Figure 78 | Example of an auto parts store that could be located in this segment.



LEVEL 2 - LOW DENSITY IMPROVEMENTS

TIME FRAME: Years 6-10

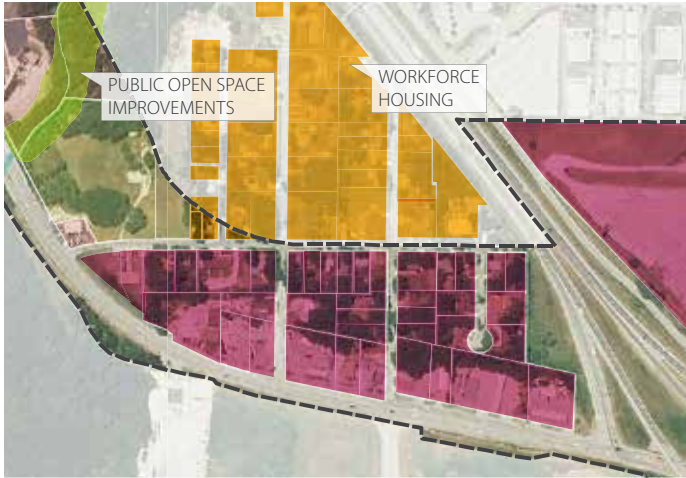
Once parcels have been re-zoned and assembled to match the recommended land use patterns, a redevelopment authority should set out to attract new businesses. Visibility into this segment may be impacted as a result of proposed alignment changes to I-35. Current leaked retail that could be a potential good fit for this segment of the corridor include a lawn and garden center such as Yard Works that has recently opened on Stewart Road. Other potential businesses could include automotive related businesses such as an auto parts and accessories or a tire store. Additionally, daily service types of retail or small general merchandise stores could capture dollars from employees at Ford.



Figure 79 | Deeper commercial lots to accommodate footprints such as this are needed.



Figure 76 | A small strip mall with daily service retail such as a barbershop, general merchandise store, or tax service could capture revenue currently being leaked in these industry categories.



LEVEL 3 - MEDIUM DENSITY IMPROVEMENTS

TIME FRAME: Years 11-15

During this phase it is recommended that the focus be on increasing resident population and housing unit density. Multi family apartments and work force housing are recommended behind commercial in the wedge area between I-35 and US-69.



LEVEL 4 - HIGH DENSITY IMPROVEMENTS

TIME FRAME: Years 15-20

No new improvements are recommended for this phase and improvement efforts recommended in previous growth scenarios should continue.



Figure 80 | Multi-Family apartments that could serve as workforce housing.



Figure 81 | Example of Multi-Family apartments

TRANSPORTATION

In addition to adding pedestrian improvements, this segment of the corridor should implement a TWLTL. Figure 83 shows the recommended 84' cross section including two 12' wide drive lanes in each direction and a 12' wide center turn lane. A minimum 5' wide amenity zone and 5' wide sidewalks should be maintained on both sides of the road.

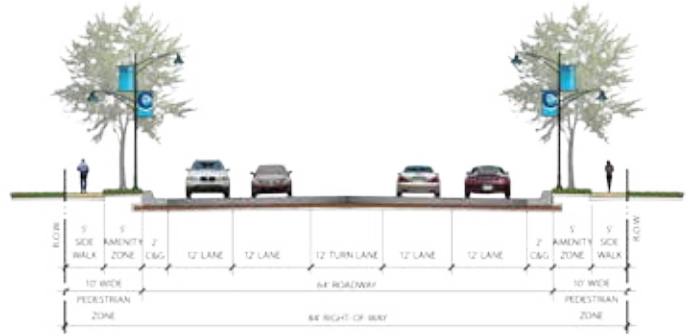


Figure 83 | An 84' wide cross section is recommended for this segment.



Figure 82 | An aerial view of this segment of the study area.



Figure 84 | An artistic rendering looking east showing how this segment could look

Area 4

The Segment of PV Road adjacent to R+L Carriers

LAND USE

This segment of the corridor is essentially the front door to the city of Pleasant Valley. The property currently owned by R+L trucking would better serve the community in a commercially zoned retail capacity as opposed to light industrial warehousing. With an increase in residential and employment population, this location could potentially be positioned to serve as a hub for both transit and future retail growth in a mixed-use transit oriented development capacity. With additional signage and monumentation, this parcel should serve as a beacon or gateway creating a stronger sense of arrival into the community.

Future commercial development on this parcel could be anchored with a big box retailer and also offer additional service oriented retail. With close access to both I-35 and I-435 a hotel is recommended to be part of future uses for this site. A full service restaurant would fit well with these uses and capture leaked revenue to restaurants two miles north along Hwy-152. Both commercial office and residential uses over retail in a mixed use setting should be considered as part of the mix.

Pedestrian and bicycle improvements along Pleasant Valley Road should be one of the first priorities. Architectural enhancements to nearby public buildings and streetscape improvements are also recommended first priorities.

Figure 86 | An artistic rendering of how this segment of the corridor could look.



Segment Statistics (1/2 Mile Buffer): (same as shown for previous segment)

- Area: 1.35 Square Miles
- Net Density: 1.15 Housing Units / Acre
- EmPop: 3,180 people (2,355/sq. mile)
- Median Household Income: \$58,068
- Total Population: 2,495
- Total businesses: 140
- Total employees: 685
- Total Households: 994



Figure 85 | Pleasant Valley Road corridor segment.

TRANSPORTATION

This segment of the corridor is the primary gateway into the heart of Pleasant Valley. Plans are currently in progress for access improvements and re-alignment of I-35. As of the writing of this document construction is expected to begin one year from now.

The recommendations shown in this document should be a part of the discussion in public meetings related to I-35 improvements recommendation within this vision plan should be incorporated for continuity and safety. Width of walks and trails should be coordinated as well for any bridges that are intended to carry pedestrian and bicycle traffic east and west.

An 60' wide cross section is proposed with one 12' wide drive lane in each direction and a 12' wide center TWLTL. A 5' wide amenity zone should separate a 5' wide sidewalk from the back of curb on both sides of the road.

Streetscape elements should be a part of improvements to this section of road and include decorative light and signal poles capable of adding hanging banners and flower pots. A branding campaign should be initiated and reflected in the banners.

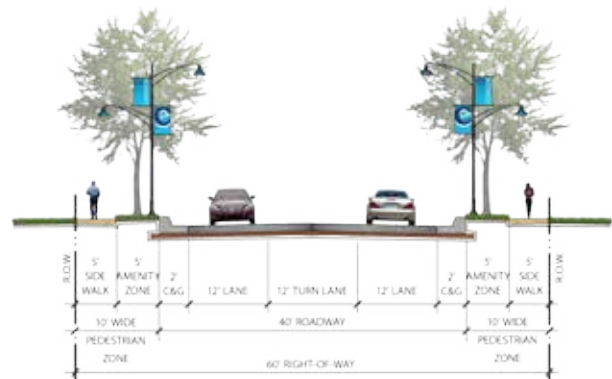


Figure 88 | A 60' wide cross section is recommended for this segment.



Figure 87 | An aerial view of this segment of the study area.



Figure 89 | An artistic rendering looking east showing how this segment could look

03

Next Steps



Next Steps

The next steps for the 69PV Sustainable Corridor Plan can go many different directions. In order to keep the momentum moving forward outlined in the vision plan we recommend the following steps to ensure implementation is successful. Developing partnerships with Clay County Economic Development Alliance (EDA), the County Planning and Zoning Department, local universities with programs in the area of Business Economics, Planning, Urban Design, Engineering, Landscape Architecture and Architecture will help address many of the items in the next steps section at a low cost to the local communities.

PLAN ACCEPTANCE AND ADOPTION

The first step each governmental agency needs to take is accepting this plan and adopting it by passing a resolution. Adopting this vision as a resolution establishes this plan as a tool from which policies can be implemented and generally states the opinion or feeling of the city. As a resolution this document can be used to further implement the vision and direct policy.

ASSEMBLE 69PV "COORDINATING COMMITTEE"

Through inter-local agreements or resolutions between the County, Claycomo and Pleasant Valley formally assemble a 69PV Coordinating Committee. Include other key stakeholders in the committee as they are key allies in the transformation of this corridor over time. Some of these include business owners, residents, MoDOT, Ford Motor Company and others as identified. The Coordinating Committee should oversee a number of different elements of the plan. Specifically they include monitoring any redevelopment application that should come forward within the corridor. The committee should direct the application so it is consistent with the vision plan and make recommendations to the appropriate agency.

The committee could consider doing additional planning work within the corridor to specifically address

the streetscape including addition of sidewalks, bike facilities, assess management, storm water improvements, Americans with Disabilities Act (ADA) compliance and other roadway improvements. This investment within the public right of way will be the first step in redevelopment of the corridor as a whole. A great place to start would be with the UMKC School of Architecture, Urban Design and Planning, the Kansas City Design Center and the UMKC School of Engineering. These programs routinely look for real life projects to allow the students to research specific topics within a community. It would bring a fresh and young perspective to the corridor for elected leaders and business owners to consider.

Potential Contacts:

Missouri Dept. of Transportation (MoDOT)

Contact Person: Mark Sommerhauser

Phone: 816-622-0685

Email: karsten.sommerhauser@modot.mo.gov

UMKC School of Architecture, Urban Planning & Design

Contact Person: Joy D. Swallow

Phone: 816-235-2998

Email: swallowj@umkc.edu

Contact Person: Michael Frisch

Phone: 816-235-6369

Email: frischm@umkc.edu

Kansas City Design Center (KCDC)

Contact Person: Vladimir Krstic

Phone: 816-421-5232

Email: vkrstic@ksu.edu

The Coordinating Committee could also act as a corridor business association. As such the Committee would be responsible to develop branding campaigns and promotional events such as festivals and farmer's markets. The goal here is to foster a cohesive identity, generate support from the community (both the business community and residents), and bring more people into the corridor. Again looking for key partnerships with lo-

cal colleges and universities (Maple Woods Community College, William Jewell College, etc.) would be a way to help organize the business owners around improving the corridor while getting a younger perspective on branding and promotion.

Potential Contacts:

William Jewell College

Contact Person: Gregg Whittaker
Phone: 816-781-7700
Email: whittakerg@william.jewell.edu

Contact Person: Kelli Schutte
Phone: 816-781-7700
Email: schuttek@william.jewell.edu

Maple Woods Community College

Contact Person: James Moes
Phone: 816-604-3184
Email: james.moes@mckck.edu

Much of the corridor is fragmented with smaller lots that front Highway 69. This is limiting to new development patterns but could also be an asset to developing a small local business approach. For larger development areas the Committee should consider the formation of a redevelopment authority through the Clay County EDA. The authority would have the ability to assemble smaller tracts of land for redevelopment in key areas and issue request for proposals from developers for redevelopment of those tracts that have been assembled.

DEVELOPMENT INCENTIVES

For New Development and Redevelopment - Incentives such as Tax Increment Financing (TIF) can be a useful tool, but should only be offered where development activities carry out implementation of the vision defined in this plan. Specific requirements related to development densities could be attached to TIF funds. Provisions for public amenities such as streetscape elements, additional open space and a home repair program could also be tied to TIF funds. This program has been done

successfully in other parts of the northland with the assistance of Northland Neighborhoods Incorporated.

A Transportation Improvement District (T.I.D.) or a Community Improvement District (C.I.D.) could be mechanisms to generate revenue for the transportation and streetscape related improvements. This could also include generating the 20% local match for federal programs such as the Transportation Alternatives Program (TAP).

Another approach would be to work with the Kauffman Foundation, the private development community and local colleges and universities to develop a small business start-up program within the corridor. This program could be geared to young professionals looking to start a small business. The local business community could help mentor the young start-up businesses and promote them through the local business association and special events. This takes advantage of the 69 highway corridors proximity to the northland and the region as a whole.

Potential Contacts:

UMKC - Small Business & Technology Development Center

Contact Person: Rebecca Gubbels
Phone: 816-235-6075

Within each of the redevelopment scenarios opportunities for a unique major destination within the corridor should be explored. This could be an auto related destination to pick up on the proximity to the Ford Plant. This destination also could help provide some local programs to draw visitors to the corridor on a frequent basis. The Clay County EDA and local universities could help provide some leadership on the development of this idea.

CLAYCOMO

The Village of Claycomo should create a comprehensive master plan for the community that updates existing zoning and proposes new zoning regulations, design guidelines, open space and housing options within the community. Look for housing options in the community to accommodate the growing older population. Partner with Kansas City Art Institute to create a unique display of art at key locations within the corridor.

PLEASANT VALLEY

Continue to push the redevelopment of Pleasant Valley Road west toward Kansas City, Missouri. Continue to monitor the R+L truck facility site as a potential redevelopment tract if they relocate.

69PV PROJECTS

Specific projects within the corridor have been identified in this Vision Plan. Each project is located in either Claycomo or Pleasant Valley. In each project there will need to be additional design work and public outreach. Each community should identify local funding sources over time to begin implementation of these key projects. The local funding sources can be used as leverage to existing federal programs such as TAP which can provide up to 80% matching funds for implementation.

- Claycomo Primary Gateway
- Destination attraction such as a car museum
- Claycomo Pedestrian Bridge
- Pleasant Valley Bridge over I-435
- Seek redevelopment proposals for the R+L Truck Facility Site
- Seek redevelopment proposal for Claycomo Village shops

The projects are listed below with some preliminary cost information. The following pages go on to better define what is proposed for each project and show an artists rendering of what each project could look like.

- 1. Claycomo Primary Gateway \$500-\$600,000**
 - Gateway Architecture (Approximately \$350k)
 - Signage (Approximately \$250k)
- 2. Claycomo Pedestrian Bridge & Median Improvements. \$750,000**
 - Bridge Replacement - (\$500,000)
 - Sidewalk Access - (\$150,000)
 - Landscaping - (\$100,000)
- 3. Area 1 Streetscape Improvements \$9 million**
 - Approximately 5,000 linear feet
 - Streetscaping on both sides of the street \$1,000/lf
 - Utilities & Stormwater Improvements \$800/lf
- 4. Area 2 Streetscape Improvements \$8.1 million**
 - Approximately 4,500 linear feet
 - Streetscaping on both sides of the street \$1,000/lf
 - Utilities & Stormwater Improvements \$800/lf
- 5. Area 3 Streetscape Improvements \$5.4 million**
 - Approximately 3,000 linear feet
 - Streetscaping on both sides of the street \$1,000/lf
 - Utilities & Stormwater Improvements \$800/lf
- 6. Pleasant Valley Pedestrian Bridge over I-35**
 - Aesthetic Improvements - \$300,000
 - Bridge Replacement - \$1-2 million
- 7. Area 4 Streetscape Improvements \$1.8 million**
 - Approximately 1,000 linear feet
 - Streetscaping on both sides of the street \$1,000/lf
 - Utilities & Stormwater Improvements \$800/lf
- 8. Mixed Use Development \$3-6 million**

PROJECT #1: CLAYCOMO PRIMARY GATEWAY



Before



After

A primary gateway for the Village of Claycomo is a project that could be initiated by the Village. The images above depict a before and after scenario of what this segment of the corridor currently looks like and what it could look like in the future. Future improvements at the gateway into the community should include streetscape beautification and monumentation. The bluff near the Car Craft shop would be a great opportunity for city signage and art.

PROJECT #2: CLAYCOMO PEDESTRIAN BRIDGE & MEDIAN IMPROVEMENTS



Before



After

The pedestrian bridge in Claycomo could serve as a secondary gateway into the urban core of the Village. A new, more decorative railing over the bridge, painting the steel girder black and adding veneer treatments to the piers would help clean up the look from the rusty chain-link, steel and concrete that it is now. Pinned letters to the railing saying welcome to the community and landscape treatments in the median as well as other parts of the right-of-way would help reinforce a welcoming sense of entry. Sidewalk improvements should be made to better connect the bridge to pedestrian circulation east/west along US-69. Median improvements on both sides of the bridge should also be a part of this project to improve stormwater drainage and access. In 1997 median improvements were estimated to be around \$2 million.

PROJECT #3: STREETScape IMPROVEMENTS - AREA 1



Before



After

Streetscaping along US-69 west of I-435 should be part of initial strides to enhancing the aesthetic character of the community while demonstrating a sense of community investment.

PROJECT #4: STREETScape IMPROVEMENTS - AREA 2



Before



After

Streetscaping along US-69 should be part of initial strides to enhancing the aesthetic character of the community while demonstrating community investment within the area. Re-development of some of the properties along the north side of this segment could add significant employment growth to the area.

PROJECT #5: STREETSCAPE IMPROVEMENTS - AREA 3



Before



After

Streetscaping along US-69 should be part of initial strides to enhancing the aesthetic character of the community while demonstrating community investment within the area. Businesses such as automotive parts stores or brake and tire shops could be a part of commercial redevelopment along this segment.

PROJECT #6: PEDESTRIAN BRIDGE OVER I-35



Before



After

Enhancements to the pedestrian bridge over I-35 would help signal a sense of arrival into the city of Pleasant Valley. Such improvements could include a new decorative railing, veneer treatments such as brick or stone could wrap the bridge piers and a welcome sign with the city's name could be affixed to the side of the railing. Outside of the clear zone to the interstate, new trees could be added with additional landscape improvements.

PROJECT # 7: STREETScape IMPROVEMENTS - AREA 4



Before



After

Streetscaping along Pleasant Valley Road should be part of initial strides to enhancing the aesthetic character of the community while demonstrating community investment within the area.

PROJECT #8: MIXED USE DEVELOPMENT



Before



After

Redevelopment of the R+L Carriers property into a mixed use development could provide opportunities to increase tax revenue for the community and add jobs. Potential businesses could include a big box anchor and other daily service retail shops. Commercial office space could be located above retail. A hotel could also be considered for this location given its proximity to I-35.

