



APPENDIX C: Community Engagement Process



Appendix C

Introduction

C.1 Community Engagement Process

The community engagement process can be an invaluable tool for gathering community input and building group consensus around a collective, overall vision. This common vision is then used by the planning team to guide decision making throughout the development of the master plan.

In order to maximize public input, the planning team scheduled the following events over the course of the project:

- Project Kick-Off and Community Workshop
- Downtown Property Owners Forum
- Parkville Neighborhoods Forum
- 2-Day Design Charette
- Board of Alderman Update Session
- Community Open House
- Parkville EDC Presentation
- Planning Commission Presentation
- Community Land and Recreation Board Presentation
- Board of Alderman Presentation

In addition to these events, the planning team conducted one-on-one interviews with key stakeholders to gather more detailed insight from valuable members of the community.

The following is a brief summary of each event and the common themes that were discussed.

C.2 Project Kick-Off and Community Workshop

The community workshop was held at the American Legion Hall (11 Main Street) in downtown Parkville and lasted from 6:00 – 9:00 p.m. on September 4th, 2013. Approximate headcounts suggest that upwards of 80-85 people were in attendance when the meeting began.

The planning team began the workshop with a short presentation that addressed the following:

- Introduction of the design team
- Brief history of the PDMP and how it came to be, including issues such as project funding, project support, and its relationship to the Parkville Master Plan and the Livable Community Study
- Explanation of the purpose of the PDMP
- Goals of the workshop

The three goals that were identified are as follows:

- Begin a dialogue with the community about the future of the downtown area.
- Identify the assets and liabilities of downtown, as well as the potential opportunities and constraints for future change.
- Prioritize the most important issues and opportunities at hand.

Attendees of the workshop were then handed a short survey that asked them to write down three different words that describe downtown Parkville and three different words that describe the critical issues that the PDMP should address. The responses from this survey were to be used at the 2-Day Design Charette to help prioritize the most important issues at hand.

After the introductory presentation, participants were randomly divided into five smaller groups in order to optimize the amount of input and allow everyone a greater chance to contribute to the process. The groups rotated from station to station, and at each station, a member of the planning team facilitated a discussion on one of the following five topics:

- Land Use and Housing
- Utilities, Flooding and Transportation
- Aesthetics
- Economics
- Operations and Function

Each break-out session lasted approximately 20-25 minutes in length. After the break-out sessions were concluded and the meeting had ended, the planning team stuck around to answer questions and gain additional feedback from participants who chose to stay.

C.3 Downtown Property and Business Owners Forum

The forum was held at the American Legion Hall (11 Main Street) and lasted from 6:30 – 8:40 p.m. on September 12th, 2013. Approximately 15 people were in attendance when the meeting began. The goal of this forum was to meet with property owners within the downtown project area (residential and commercial) and try to understand their perspective on the following:

- What are their issues and concerns with downtown as it currently exists?
- What are their expectations for downtown in the future?

In order to accomplish this, the planning team developed the following seven questions to be addressed at the forum:

- 1) How does the downtown fit into the larger fabric of Parkville? (What is it now?)
- 2) What role should downtown have in the larger fabric of Parkville? (What will it be?)
- 3) Does the current condition of downtown Parkville meet your expectations for what YOU want your downtown to be?
- 4) Does the current condition of downtown Parkville meet the expectations for what VISITORS want your downtown to be?
- 5) What conflicts exist between residential neighborhoods and the commercial core of downtown?
- 6) What are the benefits of the relationship between the residential neighborhoods and the commercial core of downtown?
- 7) What one (1) thing needs to be addressed in the master plan for it to be considered by you a success?

Each question/topic was discussed in length before moving on to the next, and all responses were recorded for future analysis.

C.4 Parkville Neighborhoods Forum

The forum was held at the Platte County Community Center South/YMCA (8875 Clark Avenue) and lasted from 6:30 – 9:00 p.m. on September 12th, 2013. Approximately 12 people were in attendance when the meeting began. The goal of this forum was to meet with residents of the Parkville community who do not live downtown and try to understand their perspective on the following:

- How do residents of Parkville currently interact with downtown?
- What are residents' expectations for downtown in the future?

In order to accomplish this, the planning team developed the following ten questions to be addressed at the forum:

- 1) Where is the social/cultural heart of the City of Parkville and why is it that way?
- 2) How does the downtown fit into the larger fabric of Parkville? (What is it now?)
- 3) What role should downtown have in the larger fabric of Parkville? (What will it be?)
- 4) Does the current condition of downtown Parkville meet your expectations for what YOU want your downtown to be?
- 5) Does the current condition of downtown Parkville meet the expectations for what VISITORS want your downtown to be?
- 6) How often do you go to the downtown area?
 - Daily – Weekly?
 - Weekly – Monthly?
 - Less than Monthly?
- 7) When you visit downtown, what do you do?
- 8) What is missing downtown that would increase your enjoyment when you visit?
- 9) If you do not visit the downtown area regularly, what prevents you from doing so?

- 10) What changes to the downtown area would entice you to visit more often?

Each question/topic was discussed in length before moving on to the next, and all responses were recorded for future analysis.

C.5 2-Day Design Charette

C.5.1 What is a Charette?

The word charette refers to a collaborative session in which a group of planners and designers drafts a solution to a planning/design problem. A charette is a method of organizing thoughts from planners and interested parties into a structured medium that is tied to creativity and the development of a myriad of planning/design solution often take place over multiple days or sessions in order to capture as much feedback as possible.

In short, charettes serve as a way to quickly generate planning/design solutions while integrating the aptitudes and interests of a diverse group of people. This is a collaborative planning process that harnesses the talents and energies of all interested parties to create and support a feasible plan which represents positive change. The success of charette ultimately hinges on the level of participation of the affected community.

With the help of the community, the goal of a charette is to present all the information and feedback gathered to date, and then use it develop site-specific planning/design concepts that aim to achieve the overall vision of the plan.

C.5.2 2-Day Design Charette Introduction

Both days of the design charette were held at the American Legion Hall (11 Main Street) and lasted from 9:00 a.m. – 6:00 p.m. on September 10th and 11th, 2013. Approximately 50 people participated in the charette at various points throughout the two days.

The goals of the design charette were as follows:

- Prioritize the input gathered in the previous community engagement sessions.
- Develop master plan concepts based on the prioritized input.
- Offer stakeholders and community members a chance to view and participate in the planning/design process. Work interactively with them to address their concerns and incorporate their feedback into the master plan concepts.

C.5.3 2-Day Design Charette, Day 1

Morning Session:

Day 1 began with a brief presentation that addressed the following:

- Introduction of the design team
- Brief history of the PDMP and how it came to be, as well as an explanation of its purpose
- Goals of the charette
- Land use appropriateness

The land use appropriateness portion included a series of slides that showed visual examples of various land use types. Multifamily housing was the first land use type presented. Nine images were shown, each representing a different type/style/scale of multifamily housing. The goal of this exercise was to educate the community on what the term “multifamily” could mean, versus what they may have perceived it to mean. Retail and mixed use development were addressed in a similar fashion. Aesthetic downtown issues like streetscape, signage, and wayfinding were also discussed in this visual format.

The planning team wrapped up the presentation by explaining the agenda for the two days and encouraging the community to participate as much as possible throughout.

Following the presentation, the team spent the rest of the morning discussing the common themes that had been brought up during the previous community engagement sessions. This was an important step,

ensuring that everyone on the planning team was on the same page before moving forward.

Afternoon Session:

The team spent part of the afternoon session meeting with participants from the community in small groups to gain additional input from them. At the same time, some members of the used this time to walk the downtown area and discuss potential solutions.

The planning team reconvened at the midpoint of the afternoon session and led an informal planning discussion with the community to address their thoughts about land use, as it related to the downtown area. The team presented their ideas for future land use in the downtown, and the participants provided feedback. The result of this discussion was a land use diagram that was later presented at the day 1 wrap-up presentation.

The wrap-up presentation offered a review of everything that had taken place throughout day 1. The land use diagram was presented, and attendees were given a chance to respond.

At this time, the team also reintroduced the “3 words” survey that was conducted at the community workshop. As mention previously in Section 4.2, participants at the workshop were asked to write down three different words that describe downtown Parkville and three different words that describe the critical issues that the PDMP should address. The planning team took these responses and input them into a word cloud application. The responses that were recorded most often appeared in the largest font in the clouds.

To conclude the presentation, the team reviewed the agenda for the following day.

C.5.4 2-Day Design Charette, Day 2

Morning Session:

Day 2 began with an opening presentation similar to day 1. While part of the team conducted this presentation,

the remaining members began producing planning/design concepts to be presented at the end of the day. Concepts that were produced included the following:

- Main Street Streetscape Improvements
- Main Street Redevelopment Opportunities
- East Street Streetscape Improvements
- East Street Redevelopment Opportunities
- Railway Relocation Plan
- Transportation/Connectivity Improvements
- Gateways and Wayfinding Master Plan
- Gateway and Wayfinding Concepts
- Potential Storefront Improvement Concepts

During this planning session, the team continued to meet with participants as they came in and discussed what they were working on. Members of the team also used day 2 as opportunity to meet with individual stakeholders in a one-on-one setting in order address any gaps in community input that might have existed.

Afternoon Session:

The afternoon session followed the same format. Part of the team produced planning/design concepts, while the remaining members interacted with the public. As the day came to an end, the team posted all of their concepts to the wall and gathered the public for a final wrap-up presentation.

The wrap-up presentation reviewed everything that had taken place over the course of the two days. All of the concepts were presented, and the community was given a chance to respond and provide additional feedback.

As the presentation came to an end, the team reminded everyone that this was just the beginning of the planning/design process, and that the public would have additional opportunities to offer their thoughts and opinions as the master plan continued to take shape.

C.5.5 Community Engagement Summary

Throughout the early phases of the community engagement process, the planning team recorded all public input for future reference. From this, many common themes emerged. These themes have been divided into the following six categories:

- Land Use
- Aesthetics and First Impressions
- Transportation and Parking
- Utilities and Infrastructure
- Operations, Function and Regulation
- Economics

What follows is a summary of the recurring themes that emerged from each of the listed categories.

C.5.5.1 Land Use

Downtown has been divided up into six areas for the purposes of discussing land use. Below is a summary of the common themes, as they relate to each area.

Main Street Commercial Core

- There are conflicting views on the current state of downtown's commercial core.
 - Many residents of downtown and surrounding Parkville neighborhoods feel that the commercial core works well as is. They believe that it offers a nice balance of uses and dining options.
 - Others are concerned about the lack of full-time, professional businesses in the area. They believe that this is a limiting factor in drawing visitors and generating revenue.
- There are also conflicting views on the question of "Who should the downtown serve?"
 - Some believe that downtown businesses should cater to the surrounding neighborhood and the students and faculty at Park University. Many residents of Parkville believe that there needs are not being provided for by downtown businesses and have no reason to visit on a regular basis. Furthermore, they find the experience of going downtown unpleasant.

- However, the majority of participants believe that downtown should be a destination that accommodates out-of-town shoppers. They believe that destination shopping will bring visitors and revenue to downtown without resulting in additional housing.
- Most agree that the commercial core is not capitalizing on the popularity of the park. Services that cater to this potential revenue base need to be encouraged. Examples that were discussed included fitness and health-related retail, yoga studios, children's stores, pet boutiques, and a juice and smoothie shop.
- Most, if not all agreed that downtown is Parkville's most iconic and recognizable location. The commercial core is a big part of this, and its character and quaintness should be preserved.
- There is a general consensus that high-density housing alternatives are not ideal within the commercial core and should not be encouraged.

Downtown Transitional Zone

- The downtown transitional zone is the area fronting Main Street and the west side of East Street, between 2nd Street and 6th Street. This area includes a nice blend of uses, including single family, multifamily, commercial and office. Some of the commercial and offices uses are located in single family structures.
- The community believes that this area adds to the character of downtown and should be preserved.
- At the same time, residents do not want this type of mixed use development to continue any further north than it currently does. They want to establish a zoning boundary along 6th street that limits commercial and office development beyond that point.

East Street

- The east side of East Street was discussed often as a potential redevelopment opportunity for downtown. Most agreed that what currently exists doesn't fit with the overall character of downtown, and future redevelopment should aim to extend the character of downtown to East Street.

- Some are concerned that changing the character of East Street will slow traffic to the point of becoming an inconvenience. This is further discussed under the *Transportation section*.
- Park University's role in potential redevelopment along East Street was also discussed. The University owns some of the potential redevelopment land, so their vision for this area could loom large.
- The students and faculty are underserved by downtown. Redevelopment along East Street may provide an opportunity to cater to the needs of this growing population and help bridge the gap between the University and downtown.
- While some participants identified East Street as a potential opportunity for high density housing, others expressed concern about affordable housing regulations that may be attached to such developments.

Residential Neighborhood

- A majority of those who identified themselves as residents of downtown and the surrounding neighborhoods generally felt that housing should remain as is. There was a belief by some that regardless of quality, additional housing would not be a positive for downtown. It was not clear if the issue was density, character or socio-economic driven.
- Those who identified themselves as business owners in downtown often had a contradicting viewpoint. Some felt that young families and students from the University needed to be considered, and that additional housing would lead to greater commercial success. As one participant put it, "Rooftops before retail."
- There is a feeling amongst the community that there is a rebirth taking place in the residential neighborhoods. People are rehabbing/renovating older homes and adding to the character of the neighborhoods.
- Additional housing opportunities exist to the west of the project boundary. They could have significant impact on downtown if you can entice them and connect them to downtown.

- There is a lot of undeveloped land along the west half of the project area that could potentially be infilled with housing. When discussing this land, most participants felt that it was fine to leave this area as is in order to protect the natural landscape and topography of the neighborhood.

Park University

- Park University owns land along the west side of East Street. Their plans for this land could dramatically impact the future of that entire area (See comments under East Street).

Park/Open Space

- English Landing Park is one of Parkville's most valuable resources. In fact, many Parkville residents admitted that English Landing Park is the only reason that they go downtown on a regular basis.
- The commercial core is not currently doing a great job of capturing the potential revenue dollars from park visitors. With the addition of Platte Landing Park, this could become even more of a missed opportunity in the future.
- At the same time, the park itself could possibly become more of a revenue generator in the future. Food trucks were discussed as options for festivals and large events. There was also some discussion about providing more formal recreation opportunities in the park, such as yoga or fitness classes. Whether provided by the City's Parks & Recreation department or a downtown business, this would be a great way to utilize the park and connect with the community.

C.5.5.2 Aesthetics & First Impressions

Below is a summary of the common themes for this category, as they relate to character, streetscape, and gateways.

Character

- Parkville citizens love their downtown for its unique charm and variety of buildings, businesses and topography. However, there was a split on how exactly to protect/preserve the character of the existing historic buildings and new development.
- Most think that the natural topography and landscape of downtown is essential to its character and should be maintained. Undeveloped land along the west half of the downtown neighborhood should be viewed as an asset instead of an opportunity for future infill.
- Many were worried about clutter obscuring the character of downtown. A more concerted effort toward maintenance and upkeep of buildings is needed. But they do not want to lose the natural character and charm of the area. It is important to be 'Parkville' not Zona Rosa or any other new pseudo historic area.
- Although there is an interest from many to redevelop East Street/9 Highway, there is concern that the new develop will not match the character of Main Street. Design guidelines were discussed as an option for overseeing future development in this area.
- Though the establishment of an historic district was discussed as a tool to preserve the character of downtown, there was no real consensus on the topic. Many assumed that there was a historic district in place already. Some downtown property owners feared the financial impact that historic district restrictions could have on future building improvements. The benefits of a local historic district versus a National Register historic district were discussed and there seemed to be more support for the local district. A local historic district would likely have fewer restrictions, but would also offer fewer financial incentives.

Streetscape

- Residents find the pedestrian streetscape along Main Street to be less than inviting. There are few places to sit or gather within the commercial core. Sidewalks are too narrow in spots, and the condition of the paving has deteriorated over the years. Simple site furnishing like benches, trash receptacles, and landscape planters are mostly missing from the commercial core of downtown.
- There was some discussion amongst property and business owners about the lack of branding in downtown. Some thought that things such as banners, hanging flower baskets, plaques, and consistent signage could add to the character of downtown.

Gateways

- It was almost unanimous that more needs to be done in terms of signage/gateways to signify an arrival to downtown. The entry to downtown along 9 Highway (from the east) was identified as the location that could use the most improvements in regards to gateways.

C.5.5.3 Transportation and Parking

Below is a summary of the common themes for this category, as they relate to vehicular transportation, pedestrian/bicycle/transit, parking, and the railroad.

Vehicular Transportation

- There are conflicting views on how to approach transportation still remain.
 - There is a general view that transportation is a "problem" for the downtown and many suggested improvements revolve around measures that would increase speed or "push" traffic through downtown.
 - This contradicts the typical commercial business attitude that desires to slow down traffic and provide more amenities to shoppers.
- Roundabout at East Street may be a solution for downtown/9 Highway

- The connections from parking lot to downtown need to be improved.
- Truck loading and unloading needs to be addressed on Main Street.
- Concerned about truck turning with proposed bulb outs.

Pedestrian/Bicycle/Transit

- The connections from parking lot to downtown need to be improved.
- Challenge in getting students and faculty from campus to downtown.
- Most business owners desire providing more sidewalk amenity improvements.
- The Golf Cart ‘People Mover’ system has been proposed but has not gained any traction as an alternative method for moving people throughout the downtown core.
- A pedestrian connection along 9 Highway north to 45 Highway and infilling missing sidewalks was important to many, although some thought adequate trails existing and expressed concerns for public funding and use of condemnation.
- In general, there is a desire to improve sidewalk and crosswalk connections throughout downtown and the surrounding neighborhoods.

Parking

- There is some desire for handicap parking along Main Street.
- There is also some interest in bicycle parking along Main Street.
- There are conflicting views regarding the regulation of parking along Main Street.
 - Some believe that parking along Main Street should be controlled through signage and regulation
 - However, most appear to be opposed to parking regulations in this area.
 - Some business owners want standards as it relates to owner/staff parking in front of stores.

- Parking remains a top priority for business owners. No matter the level of data collection and analysis, there will always be a sentiment that there is a lack of front door parking. Measures to increase the visibility of nearby parking and ways to make the walking experience more acceptable to the public parking lot were viewed as important for the success of downtown.

Railroad

- Many participants were interested in the idea of creating a quiet zone in order to reduce the noise impact.
- The railroad tracks are a hindrance for any development to the south of them (including English Landing Center and future build out of County Park)
- A local property owner’s proposal for relocating the railroad tracks south of the parking lot/English Landing Center was discussed, though there was no real consensus about this issue.

C.5.5.4 Utilities, Infrastructure, and Flooding

Below is a summary of the common themes for this category, as they relate to utilities, infrastructure, and flooding.

Utilities and Infrastructure

- Utility costs are perceived as high (particularly water service).
- There is a general concern about aging infrastructure.
- Old infrastructure along Main Street needs to be upgraded.
- Public Wi/Fi service in area is desired.

Flooding

- There was a concern over flood control issues for potential redevelopment adjacent to White Aloe Creek.
- Greater flood control was generally desired and

flooding was said to hamper the southern flood prone area of Main Street's long-term viability.

- Desire to communicate to general public that flooding issues in the park are not necessarily downtown (concern for impact to businesses and perception they will be closed).
- Most desired a higher level of communication with media during flood events.
- Regarding redevelopment, the need to design and build with flooding in mind was acknowledged.

C.5.5.5 Operations, Function, and Regulation

Below is a summary of the common themes for this category, as they relate to wayfinding, Main Street parking, operation hours, organization, regulations and guidelines, interpersonal politics, and services.

Wayfinding

- There is a concern that if you invite people in to enjoy downtown you need three things:
 - 1) Somewhere to go.
 - 2) Something to do.
 - 3) An understanding of how to get there.
- It appears that signage and wayfinding doesn't meet the needs of the downtown area. There is concern that changes could damage the character of the downtown, or that it could become too cluttered and detract from the character in the area. But there is a real disconnect between what is downtown and what people know is downtown. The existing signage ordinance should be reviewed and determined if it should be modified to better meet the needs of the downtown area. Regulation would be OK if it didn't force anyone to do anything and it grandfathered existing owners.
- There is a belief that visitors, particularly those coming from the east, are confused about how to navigate the downtown area.
- Wayfinding concerns aren't just limited to vehicular traffic. Some think that adding wayfinding kiosks

at the pedestrian level could lead to more business downtown.

- Temporary wayfinding kiosks for large events were also discussed as a possibility for directing visitors.

Main Street Parking

- We had heard numerous times during the Livable Communities Study that owner and employee parking in front of stores is a real problem. It was taking up space for customers, and then owners were indicating they had no parking. When asked about the issue, discussion groups indicated they were generally ok with them parking in front of their stores. The exception seemed to be from those who had intimate working knowledge of the downtown commercial areas. Those people indicated that something needed to be done to address the issue. When regulation was talked about, most indicated they didn't want regulation (signs, meters, restrictions).

Operation Hours

- In many cases we have heard that the lack of consistent, convenient, or expected store hours for the potential patrons of the area hurts business. In many cases hours posted do not reflect actual hours open. Additionally, the hours that a store is open are not convenient. This seems to be confirmed in the context of a shopping district, but is a complicated issue. The small owner struggles to keep regular hours and long hours. The competition is open for regular expected commercial hours (see above) and this puts the stores in downtown that are not at a disadvantage. There was significant resistance to the idea of mandating/regulating hours, but again, those who have intimate knowledge of the area and other successful areas strongly indicated that this is an issue that reduces the ability of the downtown to be more economically successful.

Organization

- The Main Street Parkville Association was discussed at length and several member of the Association were involved in the sessions. Advocacy groups and

groups that take care of day to day operations are critical to the future success of any ‘district’. And downtown has an organization that is currently very involved.

Regulations & Guidelines

- Repeatedly, issues were identified and solutions were discussed in the sessions. But, when it came to the idea of regulating the issue, the idea of not forcing any existing owner/business into changing or complying with any new changes became a constant theme. However, those who were more closely involved in day to day issues in the downtown area did not see this as a requirement and see the inability to create change as a real issue. Most were unclear that the Master Plan wouldn’t be forcing people to do anything. It is a map for addressing future opportunities and change.
- The preservation of the existing character and ‘feel’ of downtown seemed important to some. Many were concerned that new development or infill development be compatible, be a good fit, and respecting the character that many people seem to like about the existing downtown area. Design guidelines and an architectural review board were brought up as ways to control this issue. This idea was generally supported as long as all existing properties were grandfathered in and not forced to make changes.

Interpersonal Politics

- The inability to build to consensus among the personal interests is a real challenge downtown.

Services

- Things that should be addressed in the Master Plan should be recycling, both for merchants and their operations, and the public.
- Additionally, the discussion about public restrooms versus using merchant’s restrooms is a concern.

C.5.5.6 Economics

Below is a summary of the common themes for economics.

- Primary strengths of downtown Parkville include:
 - High local income levels;
 - Downtown Parkville’s existing brand;
 - Access to the Missouri River;
 - Proximity to Park University; and
 - Customer draw of Farmers Market and major festivals.
- Primary constraints of downtown Parkville include:
 - The noise and frequency of the railroad;
 - Lack of business diversity;
 - Limited business hours;
 - Tired, aging aesthetics; and
 - Flooding that disrupts business and discourages businesses from locating downtown.
- Downtown Parkville’s current “brand” is as a quaint historic downtown offering restaurants, antiques and specialty shops.
- Many respondents indicated that downtown does not cater to Park University students.
- Similarly, there was a general consensus that more businesses should complement the park and river, including runner’s equipment store, bike shop, yoga/ exercise studio, kayak rentals, bait shop, river rafting company, etc.
- Other desirable downtown stores could include international restaurants, international bookstore, children’s store, art and home furnishings, professionals and personal services, and entertainment-based businesses.

C.6 Board of Alderman Project Update

On October 15, 2013, OHH presented a project progress report and general update to the Board of Alderman.

Key issues discussed were:

- Project Schedule
- Project Process
- Community Engagement Process
- Definition of Project Vision and Overarching Themes and Supporting Principles
- Community Comments
- Definition of Project Issues to be Addressed
- Addressing Key Issues
- Upcoming Schedule

An open discussion was had with the Board Members about Big Picture issues, the amount of community input, the upcoming Market Study information, and the concepts for redevelopment.

Key issues discussed were:

- The challenge of the interpersonal relationships in the downtown area and its polarizing personalities.
- Lack of coordinated leadership in the downtown area that can mobilize people.
- Frustrations of past and current people involved in downtown.
- Concepts for the redevelopment of East Street.
- How do you create change in downtown?

C.7 Community Open House

On October 28, 2013 a Community Open House was conducted at the American Legion Hall in downtown Parkville. The Open House displayed the current work to date on the Master Plan. It provided detailed information on issues raised during the project process, as well as potential options and concepts for addressing those issues. The meeting was scheduled from 5:30pm to 9:00pm.

The meeting was well attended and had a steady stream of participants throughout the entire meeting. Estimated attendance was over 100 for the entire evening, and many people stayed for extended periods of time.

Format was informal open house. Stations were set up around the venue on specific topics. Participants were able to enter, read and absorb the presentation materials, and move from station to station at their own pace. Member of the Master Plan Team were available to answer questions and engage in conversations about various items displayed. Comments and feedback were encouraged. Several people provided comments by post-it note on the displayed material.

Information displayed included:

C.7.1 Station #1 The Master Plan Theme and Supporting Principles

Addressing Change

- Create a document that assists in decision making as change occurs.
- No matter what you do or do not, change will occur.
- 3 Approaches to managing change:
 - Do nothing and not react
 - React to it as it occurs
 - Plan for it so you direct and guide it
- By choosing to prepare a Parkville Master Plan in 2009, the Livable Community Study in 2012, and now the Parkville Downtown Master Plan, the Parkville has chosen to **PLAN FOR CHANGE**.

2009 Parkville Master Plan

On July 7, 2009, the City adopted a new Parkville Master Plan. The update was the result of a multi-year community effort by elected and appointed officials, citizens, and other community stakeholders.

The Parkville Master Plan is the comprehensive guide for development and redevelopment of the community. In order to create a successful Downtown Master Plan,

it is important to first understand overarching goals of the greater Parkville community. The goals identified in the 2009 Master Plan are as follows.

Chapter Two – Community Sustainability

Goal: Serve as a metropolitan area leader in sustainability by conducting daily operations through balanced stewardship of human, financial, and environmental resources for present and future generations.

Chapter Three – Community Character

Goal: Preserve and enhance Parkville’s small town ambiance

Chapter Four - Environmental Stewardship

Goal: Protect natural resources and ensure that future development occurs in harmony with existing environmental assets.

Chapter Five - Park, Civic and Open Spaces

Goal: Provide parks, open space, recreation uses and unique intimate spaces to enhance public health and safety and for the visual enjoyment of residents and visitors.

Chapter Six - Land Use

Goal: Provide a sustainable and well designed realm of vibrant neighborhoods, parks and environmental conservation open spaces, and civic institutions within walking distance of shops, services, jobs, and transportation services.

Chapter Seven - Transportation

Goal: Provide a balanced transportation network that provides transportation alternatives and reduces the number and length of automobile trips.

Goal: Provide enhanced infrastructure systems throughout Parkville.

A Closer Look

The preservation of the unique character of downtown Parkville has been a strong theme throughout the planning process. This falls in line with what was identified as the goal of the Parkville Master Plan under “Chapter 3 - Community Character.” The policies that were identified to address this goal are as follows.

Chapter Three – Community Character

Goal: Preserve and enhance Parkville’s small town ambiance

Policy: Establish quality public spaces that encourage social interaction, foster a distinct “sense of place” and reinforce the character of the community.

Policy: Promote a built environment through building form, scale, placement and architectural design that provides a sense of place and reinforces the street as civic space.

Policy: Integrate distinct features throughout the community that create value, identity and pride.

Policy: Balance new development with preservation of the natural resources that give Parkville so much of its character.

Policy: Improve gateway areas to create focal points and visual announcement to the community.

2012 Livable Community Study

The recommendations of the 2009 Parkville Master Plan have resulted in multiple implementation projects and studies, including the Parkville Regional Multi-Modal Access and Livable Community Study. The study was initiated to identify opportunities to increase multi-modal access in southern Platte County and the City of Parkville. Ultimately, the study resulted in the following recommendations:

- Historic Main Street District Enhancements
 - Historic District Designation
 - Railroad Quiet Zone
 - Streetscape Improvements

- East Side Connectivity
 - Phase 1: Infill
 - Phase 2: Off-Road Trail
 - Phase 3: Complete Pedestrian Network
 - Phase 4: Pedestrian Bridge
- Integrating with Our Parks
 - Gateways, Parking, Sidewalks
 - Vehicular Bridge Over the BNSF Railroad Near Crooked Road

The Common Thread

The common thread and overarching theme that has come out of the Community Engagement for the establishment of a guiding principle or vision for downtown Parkville is:

“The preservation of the small town, historic and charming character of downtown, while capitalizing on opportunities to enhance commerce, economic activity, and community interaction is critical to the future success of downtown Parkville.”

The community’s reinforcing principles for achieving this vision are:

- Preservation and protection of residential neighborhoods
- Preservation and protection of Main Street Transition Area (from 2nd Street to 6th Street)
- Preservation and enhancement of small town historic and quaint look, feeling and aesthetics
- Preservation and enhancement of park and natural resources
- Ensure that all future development/redevelopment/infill is compatible with the downtown character
- Enhancement of downtown as a destination for local/regional tourism and commerce

C.7.2 Station #2 The BIG PICTURE

1. Internal relationships in downtown are difficult.

How do we address this issue? What does it mean?

- Find common ground
- ‘What do you want?’
- Are you willing to compromise for overall good of downtown?
- Get people involved again
- Buy them out
- Ensure that everyone will gain more with success than status quo
- Understand conflicts and mediate

* We have been told by numerous people that this has been the reason for apathy, frustration, and lack of involvement. Many good people tried, got frustrated, and quit.

2. Lack of community leadership that can unify downtown

How do we address this issue? What does it mean?

- People are polarized by self interest
- Apathy because ‘nothing changes’

3. Most people’s image of Parkville is of downtown

How do we address this issue? What does it mean?

- Gives downtown a leg up on other competition (brand recognition)
- This can reflect positively/negatively on entire community
- Capitalize on recognition to facilitate downtown being a destination draw that you want to come back and visit
- Marketing should be easier – Focus on creating a comprehensive marketing program for the entire area

4. Inability to cause change on a larger basis

How do we address this issue? What does it mean?

- See #1
- See #2
- Small steps = progress forward
- Small, visible, collective, noncontroversial wins can build success on smaller success

5. Cost of recommendations and who pays for it?

Cost of recommendations – How do we address this issue? What does it mean?

- Cost of recommendations based on experience and data
- Planning level costs
- Refine costs as budgets and needs are determined

Who pays for it? – How do we address this issue? What does it mean?

- Public/private partnerships
- Private market driven demand/cost/burden
- Public improvement and government fund \$
- Grant and funding \$ from local, regional, state, and federal

* There is never enough public \$ to do the projects. You have to leverage public dollars so they create the most private investment – i.e. new roads and infrastructure open up developable land that generate taxes, create demand for goods and services; new beautification creates added quality, better experience. More new and REPEAT customers = more revenue and taxes.

6. Forced compliance with new regulations

How do we address this issue? What does it mean?

- Any new regulations adopted do not affect existing property owners (grandfathered)
- Provide incentive to address bad or significant existing issues

- Pay to play
- Voluntary compliance

C.7.3 Station #3 Land Use and Housing

1. Conflicting views of current state of downtown

How do we address this issue? What does it mean?

- Struggles of existing Mom & Pop vs. Full Time Businesses
- More Full Time Businesses will address community desire to be a destination because of:
 - Visitor expectations
 - Visitor demands
 - Creating a more vibrant downtown
 - Creating more diverse business environment
 - Better word of mouth

2. Majority want downtown to be a destination instead of for local neighborhoods

How do we address this issue? What does it mean?

- Need to meet expectations of those invited to destination
- Need to market downtown as destination
- Provide for visitors
 - Services
 - Goods
 - Safety
 - Experience
 - Character
 - Reason to stay
 - Reason to come back
 - Reason to come in first place
 - Uniqueness
 - Diversity and options
- Can't ignore locals – If visitors are being provided for, you can also capture locals for those goods and services (maybe not all needs)

- When economy takes a dip – discretionary income is hit first. If you are destination only, you are hit first.

3. Not capitalizing on park visitors to downtown

How do we address this issue? What does it mean?

- Park is #1 destination draw in Platte County
- Parkville Master Plan puts great emphasis and interest in parks & trails
- Not much cross traffic
 - Stores not open
 - Stores not offer things of interest and need
 - Railroad tracks are barrier
 - Lack of quality walks, etc. to downtown
 - Lack of wayfinding & signage
 - General “worn out” look of downtown
 - Location and convenience of parking
- Bring park into downtown
 - Improve connections
 - Create “green thread” through downtown for pedestrians and bikes connection with park
 - Create “must see” amenity in downtown that is attractive to park users
 - Have complimentary mix of stores that cater to park users
 - Provide street alternatives for park users – dog parking, dog fountain, pod stations, bike parking & benches
- Bring downtown into park
 - Move farmers market south to unusable ball field. Build parking there for market, park auto overflow
 - Build now complimentary retail on existing parking lot on Main St.
 - Make well defined connection to English Landing Center
 - Reconfigure existing market parking lot
 - Have final retail spot get overlook into park
 - Fill with complimentary uses

4. High density residential in neighborhoods & commercial core not favored

How do we address this issue? What does it mean?

- Much fear about subpar housing/low income families
- Fear about teardowns & new housing that doesn't fit
- Since most of area is built out, wide footprint or height necessary to make project successful would ruin fabric of downtown or neighborhood
- Fear of a much denser downtown environment lead many people to indicate or argue with downtown being a tourist destination focused area
- Despite historic precedent for good multifamily that fits context in area (and some that doesn't on 9 Hwy), residents not interested in historic style multifamily infill
- Focus multifamily on east street/9 Hwy
- Campus housing
- Professor/professional housing
- Diversify downtown in existing second story or add second story
- Make connections from downtown to outlying areas that may support easier diversity
- Diversify area west of English Landing Center

5. Preserve mixed use blocks from 2nd to 6th Street

How do we address this issue? What does it mean?

- Preservation of area important – acts as buffer
- Actually very unique – most quaint and idyllic area
- Do not allow further teardowns of existing residential/local structures
- Allow all residential structures in area to have commercial in them
- Relax off street parking requirements
- Create a guideline & restrictions for redevelopment of lots in area
- All infill shall be residential in scale & character (must fit)
- Establish non-encroachment boundary into residential neighborhoods

6. Preserve residential neighborhoods

How do we address this issue? What does it mean?

- Establish non-encroachment boundary for non residential uses
- Modify subdivision/zoning to allow for historic development patrons of existing properties that don't fit character
- Establish 353 program to assist rehabilitation of homes
- Allow redevelopment of West Street properties

7. Redevelopment opportunities exist on east side

How do we address this issue? What does it mean?

- Opportunities exists to change character of 9 Hwy
- Changing 9 Hwy could expand scope and critical mass of downtown core
- Could be the bridge between Main & Park University
- Could Redevelop:
 - East side of East/9 Hwy (no road change)
 - East side of East/9 Hwy (roadway change)
 - East/West side of East/9Hwy (roadway change)

8. Higher density housing aiding East Street that may provide student housing is possible

How do we address this issue? What does it mean?

- While higher density multi family was generally felt in appropriate in the residential neighborhood, East Street could accommodate denser housing if it fits character, market, and aesthetics of area
- Could be important part of mix of uses on redeveloped east side
- Existing multi family on east should be acquired and redeveloped

9. Overwhelmingly opposed to Section 8/low income housing

How do we address this issue? What does it mean?

- There are no plans/thoughts/proposals to do so

- Housing choice and variety doesn't mean low income housing
- There may be demand for more housing choices in area because of amenities and population (demographics)
- Burlington Creek success shows demand for high end

10. Rehabilitation of houses in neighborhoods is preferred to how house construction so they will fit context

How do we address this issue? What does it mean?

- Preserve residential integrity with residential overlay that limits teardowns, encourages rehab, provides strong guidelines on fit and character of new and rehab
- See #6

11. Lack of mix of retail/service/dining options hinders boring attractive to tourism (destination)

How do we address this issue? What does it mean?

- Currently have several unique & distinct stores/dining
 - Stone Canyon
 - Coffee Shop
 - Piropos
 - Café des Amis
 - Watch Place
 - Franks
 - Art Gallery
- Comment refers to significant # of antique/junk stores which makes up X% of total square footage offered in downtown
- Issue is about what does downtown want to be?
- Downtown is a very niche market for shopping, composed by the proliferation of the same type store (sometimes by same owner). Narrow window of business hours and overall quality of experience shrinks chances of success.
- Could do aggressive marketing and position

downtown as premier area but much competition from River Market, West Bottoms, etc. If so, quality and experience issues need to be addressed. This approach would not:

- Appeal to park users
- Appeal to University
- Appeal to Locals
- Could increase diversity of offerings that appeal to broader audience and local market
- Could create niche for area that would generate more traffic/draw/destination than current offerings do
 - Eateries, cafes, great eclectic dining destinations, already have:
 - Stone Canyon
 - Café des Amis
 - Piropos
 - French Bakery
 - Focused on high quality great experience
 - Pair with Farmers' Market
 - Pair with fine butcher like McGonigles or Kurzweils, Bichelmeyer, local pig

12. Residents on West Street feel isolated from downtown

How do we address this issue? What does it mean?

- Topography and broken street grid create separation
- Connections to downtown core & West Street don't exist
- Character is much different than Main Street
- Has varied home sizes, styles, etc. Does not match historic character of main
- Numerous proportions in disrepair
- Opportunity to redevelop area
 - Redevelop to match historic character of Main
 - Remove blight
 - Tie into history of area
 - Connect downtown core

C.7.4 Station #4 Transportation and Parking

1. Truck loading and unloading needs to be addressed on Main Street.

How do we address this issue? What does it mean?

It is common in older downtown districts for truck delivery to commercial establishments with only store fronts and without loading docks or alleys to occur on street. Observations of the delivery operations in downtown Parkville did not note significant delay or backup of motor vehicles on Main Street between 1st and 2nd Streets, behind the delivery truck. Typically, traffic volumes are minor on Main Street in the mid-morning and motorists can pass the delivery truck. One difficulty observed, is that the delivery truck can block parked vehicles dependent on its location.

If a solution is desired, there are several parking strategies as well as design options to consider. One strategy would be to restrict parking for a designated delivery time period (as a loading/unloading zone), allowing the delivery vehicle to utilize several diagonal parking spaces. The number of spaces will vary dependent upon the type of truck, ranging from three spaces for a panel truck to five spaces for a tractor-trailer combination.

A physical design solution would be to change the angle parking (on one side) to parallel parking and utilize the extra width to create a center lane for the delivery vehicle to park in for unloading and allowing room for motorists to pass the delivery vehicle. This would allow deliveries to occur throughout the day. However, as many as ten on-street parking spaces could be removed changing from diagonal to a parallel parking configuration (on one side).

2. Concerned about truck turning with proposed bulb outs.

How do we address this issue? What does it mean?

Professional design standards (i.e., APWA, MUTCD) would be followed with the construction of any

geometric improvements in downtown Parkville. The proposed Phase I curb extensions, or bulb-outs, would generally follow the existing pavement markings. This would not change a truck's path along Mill and 1st Streets.

Additionally, the designated truck route is south of the railroad tracks, although trucks often do not comply with the designated route nor is it routinely enforced by Police. The truck length, weight, number of axles, or configuration is not clearly identified on the signage.

3. Roundabout at East Street may be a solution for downtown/9 Highway.

How do we address this issue? What does it mean?

A roundabout is not just a transportation solution. In fact, there is not a significant enough transportation "problem" (defined as capacity or congestion) at this intersection that warrants a "solution." The concept of a roundabout is an enhancement opportunity that should be considered in conjunction with land use changes and redevelopment potential along East Street. The roundabout would assist in reinforcing low traffic speeds in the area, provide a place making element, as well as, assisting with pedestrian crossing.

The Livable Community Study addresses a roundabout on page 46.

"The current suburban style of development on East Street indicates that a three-lane section with a center turn lane to address the numerous curb cuts to businesses may be appropriate. But if more traditional development were to occur, complimentary in scale and character to Main Street, then a two-lane roadway with on-street parking, bike lanes and wide sidewalks might be applicable. Even a roundabout, as shown in Exhibit 30, could be considered at the junction of MO Rte 9 and 1st Street, though this is suggested in coordination with redevelopment and a change in the land use, especially along the east side of East Street."

4. Railroad quiet zone is of great concern.

How do we address this issue? What does it mean?

The Livable Community Study discusses railroad enhancements on pages 47 and 48.

"Any railroad enhancement should minimize the noise disruption of the trains through downtown. One way to do that is to eliminate the at-grade crossings or to investigate quiet zones. Grade separations can be costly, not only because of their capital and maintenance costs for structure but associated impacts to adjacent properties. Even if adjacent properties may not be physically and directly affected by a roadway over the railroad, the lack of access to properties could create an effective taking. Elevating the railroad may reduce the impacts to adjacent properties, yet this option is also quite expensive. A financially feasible option is to consider a "quiet zone." A quiet zone is a segment of a rail line where the locomotive horn is not routinely sounded at public highway-rail grade crossings. The initial requirements for a quiet zone focus on the corridor length and the warning devices installed at each crossing. In most cases, for a quiet zone to be approved one or more Supplemental Safety Measures (SSMs) is installed at each public crossing in the quiet zone. For the crossings in Parkville, a median or four-quadrant gates would be considered appropriate SSMs."

The Livable Community Study addresses railroad quiet zones on page 50.

"The second element [of the Historic Main Street District Enhancements], a railroad quiet zone, is suggested to be implemented when the BNSF constructs an additional railroad track to the mainline through Parkville (double track). The timing of the railroad construction is undetermined, though it is not likely to occur within the next five years. The trigger for the construction could be associated with increased rail traffic, such as with coal. That trigger may not necessarily be associated with any activity within the Kansas City region. When the track improvements are constructed it would be beneficial for the city to partner with the railroad to

install four quadrant gates at Main Street and East Street which allow the train to pass without sounding its horn. The estimated construction cost is approximately \$1.0 million.”

5. Railroad tracks are a hindrance for any development to the south of them (including English Landing Center and future build out of County Park).

How do we address this issue? What does it mean?

It may be necessary to distinguish between a hindrance for development and limiting access to development. As activities grow in the City park and proposed County Park, then a grade separated access across the railroad tracks may become more desired. The best location for such a potential crossing is closer to Crooked Road along MO Rte FF. However, the exact location and extent of a crossing is heavily dependent upon a public street network south of the railroad track that currently does not exist.

The Livable Community Study addresses the railroad and access to the south on page 52.

“The second element [of the Integrating with Our Parks Enhancements] of a vehicular bridge over the BNSF railroad, located near the junction with Crooked Road, is suggested to be implemented in conjunction with the construction of the Platte Landing Park and its elements or activities that would generate significant amounts of traffic. The estimated construction cost for a three-lane wide bridge with a sidewalk and a trail spanning the entire width of the railroad right-of-way is approximately \$5.0 million. “

6. “People Mover” system is a proposal that has been on table for a while.

How do we address this issue? What does it mean?

Currently, there is no traction in place for this concept with private participation to finance, test and encourage the potential market. At this time there is no business

plan for how the system would operate. Typically, any transit system needs vehicles, operators, a maintenance facility, and a revenue source to conduct day-to-day operations. No specific business model has been put forth to address such a basic plan. The operating characteristics have also not been addressed to determine any potential ridership or routing. In general, a people mover system would require an area significantly larger than the effective walking shed of downtown Parkville to be feasible.

The Livable Community Study discusses Neighborhood Electric Vehicles on page 42.

“Another opportunity discussed has been the use of Neighborhood Electric Vehicles (NEV’s) that could serve as a shuttle system for distributing patrons to a variety of destinations within the immediate vicinity of the parking lot. A transit center or stop could be integrated with the existing Farmer’s Market shelter to create a focal gathering point that can also use the shelter as a means of protection from weather elements. The NEV shuttle system has been suggested as a Spring/Summer/Fall service as the vehicles are unconditioned and open to the air.”

7. There are conflicting views on making cars move faster or slower through downtown.

How do we address this issue? What does it mean?

The posted speed is already low (25 mph) in the downtown area. As such, the design and philosophical direction in assessing the transportation characteristics has been to assist in achieving operating speeds closer to the posted speed through both physical and visual cues to motorists.

The Livable Community Study discusses traffic speed on page 46.

“Speed studies conducted on the approaches to downtown Parkville indicate that finding ways to reduce speeds would help improve the livability in the

area. There are several options to achieve a reduction in speed, they include:

- Enforcement through police presence or education which has been implemented through variable message signs showing “Your Speed” versus posted speed. While often effective, the results can be temporary.
- Physical devices as well as visual cues to motorists could assist. Some examples include installing medians at gateway locations, which could serve several functions, or changing the dashed pavement markings to solid lines for “no passing.” Other methods could include the use of on-street parking or a boulevard section.”

8. Moving the railroad tracks south was discussed.

How do we address this issue? What does it mean?

The Livable Community Study discussed numerous options for railroad enhancements on page 47, including:

“A relocation of the railroad (new alignment) would require extensive environmental review and would adversely impact English Landing Park. Construction costs could be in excess of \$100 million. A roadway bypass would be very expensive and would impact English Landing Park significantly.”

The Livable Community Study discusses railroad enhancements considered on pages 47 and 48.

“Any railroad enhancement should minimize the noise disruption of the trains through downtown. One way to do that is to eliminate the at-grade crossings or to investigate quiet zones. Grade separations can be costly, not only because of their capital and maintenance costs for structure but associated impacts to adjacent properties. Even if adjacent properties may not be physically and directly affected by a roadway over the railroad, the lack of access to properties could create an effective taking. Elevating the railroad may reduce the impacts to adjacent properties, yet this option is also quite expensive.”

The Livable Community Study addresses railroad enhancements as an element [of the Integrating with Our Parks Enhancements] on page 52.

“Numerous alternatives for providing grade-separated vehicular access to the south side of the railroad tracks have been explored. The most viable option appears to be a roadway overpass connecting Mill Street near Crooked Road to a new roadway south of the English Landing development. Implementation is highly dependent on funding and design considerations.”

9. A pedestrian connection along 9 Highway east to 45 Highway was important.

How do we address this issue? What does it mean?

The Livable Community Study presents the East Street Connectivity enhancement concept on page 54.

“The first element to be implemented in this package could be to construct infill sections of sidewalk and associated ADA ramps. The second phase of the off-road trail network may occur as part of a public-private-partnership in conjunction with the adjacent property owners such as Park University or as part of development along White Alloe Creek. Before the third phase of constructing a pedestrian overpass, a continuous non-motorized network connecting major attractions and generators such as English Landing Park and Park University needs to be provided along the existing street network as discussed in the Integrating with Our Parks concept. The proposed pedestrian bridge would serve several functions including acting as an important gateway into downtown.

Additional non-motorized facilities could be contemplated along East Street (MO Route 9) as part of infill development or redevelopment. The facilities could range from marked on-street bike lanes to wide sidewalks with enhancement zones. “

10. Filling in existing gaps in sidewalks is important.

How do we address this issue? What does it mean?

The Livable Community Study presents an inventory of sidewalks on pages 13, 14, and 15.

The Livable Community Study presents the East Street Connectivity enhancement concept on page 54.

“The first element to be implemented in this package could be to construct infill sections of sidewalk and associated ADA ramps, as applicable, estimated at around \$100,000 for construction. This cost includes some curb and gutter along with the sidewalk yet the extent of drainage aspects such as inlets and piping is not included.”

11. Some thought had enough trails and walks in area.

How do we address this issue? What does it mean?

The Livable Community Study presents information on trail perspectives on page 33.

“Input also indicated that when the data collected is compared to public input there are sometimes competing perspectives limiting the ability to achieve a common goal. An example could be alignments for a trail(s) through downtown connecting to existing and planned trails both north and south of downtown, as well as incorporating plans for the Platte Landing Park. In this regard, downtown Parkville is but a part of a larger decision-making process including the community, county and regional trail advocates.”

12. The connections from parking lot to downtown need to be improved.

How do we address this issue? What does it mean?

The proximity of the downtown municipal parking lot is an asset. While accessing the lot from downtown

means crossing the railroad tracks, this alone should not create a perception of unavailability or an unattractive quality of the overall space. The parking lot also serves as a transition area to the Park.

The Livable Community Study discusses parking enhancements on page 42, including:

“A key to wayfinding elements is to assist visitors who may be unfamiliar with an area locate parking and then begin their journey on foot. A typical pedestrian walking distance is one-quarter mile or approximately 1,200 feet. Often referred to as a “ped shed,” the area encompassing a radius of 1,200 feet can help identify where parking should be placed with respect to major generators or points of interest. The existing off-street public parking lot, south of the railroad tracks, is literally within the downtown area, yet may be perceived by some to be outside the downtown simply because of the railroad tracks. As shown in Exhibit 27, a majority of downtown is within half the typical walking distance. Directing visitors seeking a parking space to this relatively plentiful surface parking lot is important. Yet equally important is creating pleasant pedestrian linkages from this parking facility to downtown as well as to English Landing Park.”

The Livable Community Study presents the Integrating with Our Parks enhancement concept on page 54, including:

“The parking lot south of Main Street is currently used to accommodate the needs of downtown, English Landing Park, and the Farmers Market. Improving the overall parking lot layout provides additional parking spaces, improved circulation for drivers and pedestrians, and opportunities to extend the streetscape experience along Main Street giving pedestrians a safe, attractive, and clearly defined path to downtown.”

13. Some conflict between providing sidewalk amenities and having no need or desire for them. Most business owners desire improvements.

How do we address this issue? What does it mean?

There are sometimes competing perspectives limiting the ability to achieve a common goal. Specific to sidewalk amenities, some owners may question who pays for amenities, cost (and ability) to maintain and an aesthetic design that “pleases everyone” may need to be addressed.

14. Minor interest in regulating or posting signage to control parking. Most desire no standard. Some business owners do want standards because of owner/staff parking in front of stores.

How do we address this issue? What does it mean?

On a downtown district basis, the overall low parking utilization does not suggest the need to regulate parking times. However, certain on-street parking locations were observed to have the same vehicles parked for the duration of field observations (four hour time period). Business owners may need to decide if they should encourage or require their staff to park in the municipal lot in order to make on-street parking available for customers.

15. ADA parking on Main Street is desired.

How do we address this issue? What does it mean?

The Livable Community Study presents information on ADA parking on pages 17 and 18.

“The Americans with Disabilities Act (ADA) does not specifically address on-street parking, though when on-street ADA spaces are provided, various regulations apply. Some general suggestions regarding on-street ADA spaces include:

- Clearance Space can be provided by opening space on the sidewalk side of the parking space.
- Angled spaces are acceptable as ADA-compliant parking.
- One in eight spots should be van accessible to the full 96-inch specification. It is acknowledged that for on-street parking, van spaces may be difficult to accommodate.

- When considering location, the shortest route is not necessarily the best benchmark.

“The access board also discusses “the project” or “project area” and suggests that on-street spaces be dispersed within the project area. It also notes that “accessible on-street parking shall be permitted to be combined with off-street parking under the same jurisdiction serving the same project area.” This is interpreted to mean that ADA parking in the nearby municipal lots could adequately serve the project area. However, spaces dispersed throughout the area should be considered. Review of other discussions regarding on-street ADA parking noted the need for clarity in signing and the use of a map identifying the location of ADA parking spaces.

“A total of 10 off-street (in the municipal lot) ADA parking spaces plus 2 on-street spaces (one each) on Main Street and East Street are provided in the study area. Two former spaces on the east side of Main Street north of 1st Street have been removed. Both of the on-street ADA spaces could “double up” and provide additional ADA spaces IF the access aisle had a ramp to the sidewalk. Individually and collectively, both the central parking lot (6 ADA spaces from total of 102 spaces) and the Farmer’s Market parking lot (4 ADA from a total of 71 spaces) meet the total number of ADA parking spaces required. None of the ADA spaces are signed as being van accessible. When reviewing the district as a “project area” and including the on-street spaces along Main and East Streets as well as 2nd Street (total parking of 294 spaces), the number of ADA spaces also appears adequate, although they may not be considered to be well dispersed. For less than 300 spaces, a total of 7 ADA spaces are required. For 301 spaces, a total of 8 ADA spaces are required.”

Many communities utilize curb extensions as a physical means to provide ramps from the parking space to the sidewalk. This suggests that if ADA parking were provided, the inclusion of curb extensions would be appropriate.

16. Bicycle parking is desired.

How do we address this issue? What does it mean?

Bicycle amenities such as bike racks can be considered part of the streetscape. The potential creation of curb extensions allows for increased public space that can be used for such amenities as benches, trash cans, wayfinding kiosks, light poles, and bicycle racks.

17. Challenge in getting students and faculty from campus to downtown.

How do we address this issue? What does it mean?

The perspective on this issue is from a physical implementation viewpoint independent of an actual attraction that would bring University personnel and students to downtown. The University has two major pedestrian access points, one at White Alloe Creek on Route 9/East Street and another at 6th Street. Both locations have marked crossings. The 6th Street crossing lacks a sidewalk on the south side east of East Street into the University. Thereafter, technically speaking a path is available to the downtown (Main and 1st Streets) though some segments may be challenging in terms of ADA compliance or having an “attractive” path. While the definition of “attractive” can be subjective, walkability plans focus upon such elements as directness, continuity, street crossings, visual interest and amenities, and security.

The Livable Community Study presents the East Street Connectivity enhancement concept on page 54.

“The first element to be implemented in this package could be to construct infill sections of sidewalk and associated ADA ramps. The second phase of the off-road trail network may occur as part of a public-private-partnership in conjunction with the adjacent property owners such as Park University or as part of development along White Alloe Creek. Before the third phase of constructing a pedestrian overpass, a continuous non-motorized network connecting major attractions and generators such as English Landing Park and Park

University needs to be provided along the existing street network as discussed in the Integrating with Our Parks concept. The proposed pedestrian bridge would serve several functions including acting as an important gateway into downtown.

Additional non-motorized facilities could be contemplated along East Street (MO Route 9) as part of infill development or redevelopment. The facilities could range from marked on-street bike lanes to wide sidewalks with enhancement zones. “

C.7.5 Station #5 Utilities, Infrastructure, and Flooding

1. Communication of flooding issues in park and not necessarily downtown.

How do we address this issue? What does it mean?

City staff, elected officials and downtown organizations need to clearly communicate conditions to the media and customers during flood events.

2. Concern over flood control costs on White Alloe Creek if it is redeveloped.

How do we address this issue? What does it mean?

The design of any structure would need to address the flood control issue. Depending upon the type and extent of development and associated structure, the costs to design within the floodway may become prohibitive. This “pro forma” analysis will not occur until a specific development proposal is given consideration.

3. Greater flood control was generally desired and was said to hamper flood prone area long-term viability.

How do we address this issue? What does it mean?

Flood control measures are important to consider for any redevelopment but it is just one factor in the decision to locate new business or residences in downtown Parkville.

4. Utility costs are perceived as high (particularly water service).

How do we address this issue? What does it mean?

Utility cost is but one factor in the decision to locate new business or residences in downtown Parkville. In regard to water service, the franchise will expire in a few years and the city is investigating other options. Downtown representatives did comment that the water utility is a good community partner.

5. Old infrastructure along Main Street needs to be upgraded.

How do we address this issue? What does it mean?

Utility infrastructure upgrades are important to consider for existing customers and for any redevelopment but it is one factor in the decision to locate new business or residences in downtown Parkville.

6. Public Wi/Fi service in area is desired.

How do we address this issue? What does it mean?

Some stakeholders are interested in providing Public Wi/Fi as an enhancement to downtown Parkville. There is currently no business plan outlining who pays for the service nor the cost (and ability) to maintain the service.

7. General concern over aging infrastructure.

How do we address this issue? What does it mean?

Utility infrastructure upgrades are important to consider for existing customers and for any redevelopment but it is just one factor in the decision to locate new business or residences in downtown Parkville.

C.7.6 Station #6 Parks, Recreation, and Natural Resources

1. English Landing Park is a very important resource and should be preserved and enhanced.

How do we address this issue? What does it mean?

- A Platte County survey indicated that English Landing Park is the #1 destination in Platte County.
- The reconstruction of the park is complete from the previous flood. Additional amenities could be added, but would need to address their vulnerability to flood damage.
- Additional amenities could include shelters, gardens, overlooks, etc. An English Landing Park Enhancement Plan should be considered to continue to draw visitors, as well as create new demand.

2. New Platte Landing Park could bring new visitors to downtown as it is developed.

How do we address this issue? What does it mean?

- As the Platte Landing Park is developed, it could draw additional visitors to the area because of the additional unique attractions in the park, as well as the future proposed master plan improvements. These visitors are potential customers of the downtown area.

3. Community compartmentalizes English Landing Park and downtown as two different places.

How do we address this issue? What does it mean?

- There is a disconnect between the community and visitors between English Landing Park and downtown.
- Lack of interest in the current state of the downtown and the physical properties of parking, access, and barriers foster this compartmentalization.
- On event days the majority of visitors to the event don't cross the tracks and venture up into downtown

4. Downtown does not do a good job capturing patrons of the park.

How do we address this issue? What does it mean?

- A built in potential customer base exists with the park visitors on normal days, event days, weekends, market days, sports events, etc. The majority of those users do not venture north of the railroad tracks, or in to English Landing Center.

- Reasons:
 - Compatible store hours
 - Convenience of parking for parking in Park
 - Lack of complimentary uses attractive to park users
 - Railroad is a barrier
 - Lack of bike racks in downtown
 - Lack of comfortable and attractive pedestrian connection from park to downtown
 - Came to exercise only and don't need to anything else
 - Overall attractiveness of downtown

5. Capitalizing on park(s)/downtown relationship is a critical issue.

How do we address this issue? What does it mean?

- Downtown and ELP should be complimentary of each other.
- Easily accessible connections should be created to allow park users to feel comfortable to walk or bike from park to north of tracks.
- Offering compatible uses and amenities that are useful to the visitors of the park should help draw more potential visitors to the downtown north of the tracks.
- Adding wayfinding and signage to indicate where to go and what you can do in the parking lot would help entice users north of tracks.
- Adding retail along Main Street south of tracks in parking lot may provide a needed connection to English Landing Center and the downtown Core in the Park where it is convenient, accessible and enticing to park users.
 - This would necessitate a redesign of parking and circulation in the existing parking lot.
 - This would allow the relocation of the Farmers Market Structure to the ball field just south of the parking lot.
- Match operation hours better with park peak usage hours.

6. Green space and trees are important to the feeling of downtown (focused in neighborhoods and parks, not commercial core).

How do we address this issue? What does it mean?

- Tree preservation ordinances
- Tree replacement program for parks
- Tree replacement program for neighborhoods
- Tree, vegetation, erosion, water evaluations, and wildlife management on a scheduled basis in parks and along trails
- Minimum standards for open space in development and redevelopment that are compatible with the area
- Preservation of natural features

7. Vision for relocating rail lines is contrary to vision to building on the success of the park.

How do we address this issue? What does it mean?

- The proposal for moving the railroad tracks south of the parking lot/English Landing Center will have a significant negative impact on the existing English Landing Park.
 - The alignment that meets railroad standards will run through the middle of the existing park to accommodate the necessary horizontal curvature(alignment) of the train tracks.
 - Realignment of the track would greatly reduce the programmability, usability and variety of park uses.
 - Grading operations would destroy significant existing trees.
 - The track would be raised above the park at the elevation where it currently exists, creating a significant side slope and the visual and physical connections of the park with the river and highway 9.

C.7.7 Station #7 Aesthetics and Architecture

1. Preservation of the ‘quaint’ nature of downtown commercial area is important.

How do we address this issue? What does it mean?

- In order to preserve, it is important to first identify the elements of the commercial area that truly add to the quaintness of downtown.
- It’s also important to identify those elements which don’t add to the quaintness of downtown. These areas should be considered in future redevelopment or rehabilitation opportunities that may arise.
- Develop a full set of design guidelines for the commercial area so that new infill, redevelopment, and rehab projects fit the character of the built environment.
- Consider creating a local historic district (see #7).

2. Arrival to downtown needs to be signified on Highway 9 and Mill Street.

How do we address this issue? What does it mean?

- Development of a layered gateway plan will help to define visitors’ first impression of downtown Parkville and Parkville as a whole. Levels of gateways would include:
 - Primary gateway – “Welcome to Parkville”
 - Secondary gateways – “Welcome to downtown”
 - Downtown markers – Marking the boundaries of the downtown core
 - Neighborhood markers – Marking the boundaries of the downtown residential neighborhood

3. Preservation of historic character of neighborhoods is important.

How do we address this issue? What does it mean?

- Identify properties that fit within the historic context of the neighborhood and those that do not.
- Develop an incentives plan to encourage the rehabilitation of properties that fit within the historic context, but have deteriorated in quality over time.

4. Concern about clutter and overall upkeep and maintenance of area.

How do we address this issue? What does it mean?

- The sense of clutter and poor upkeep in the commercial area is a result of the following:
 - Narrow walks (8’-10’ in front of storefronts)
 - Old, deteriorating concrete pavers that make the walks look dirty and poorly maintained.
 - A mishmash of site furnishings, landscape pots, and sandwich boards that lack consistency, while narrowing the walks even further.
 - Deteriorated facades in some locations.
- Many of the issues listed above could be addressed in a streetscape improvements plan (See #8).
- In order to address maintenance, it is important to review the existing maintenance program and identify the gaps in the services and resources being provided.

5. Downtown facades were described as unmaintained, tired and dirty. Could use a rehab to freshen and update looks.

How do we address this issue? What does it mean?

- Often, property and business owners have a desire to improve the look of their facades, but don’t have the vision or resources to properly do so. The master plan will include:
 - Recommendations for general exterior building maintenance items and rehabilitation of storefronts.
 - A summary of potential incentives and resources for such improvements.

6. Important to be Parkville and not somewhere else.

How do we address this issue? What does it mean?

- Any improvements to the built environment of the downtown area should be sure to consider the historical character of Parkville and what makes it unique.
- All future design guidelines that are developed should also consider this character.

- Opportunities for redevelopment should aim to complement what already exists.

7. Some interest in Historic District but no real consensus on approach or desire. Concern for overreaching regulation and loss of private property rights.

How do we address this issue? What does it mean?

- There are several options to consider in regards to historic districts. This is something that will need to be addressed at a later date by the downtown property owners, but the master plan will serve as a resource when reviewing these options, which include:
 - Local historic district
 - National historic district
 - Individually listed buildings on the National Register of Historic Places

8. Streetscape is not inviting for visitors in most areas of the downtown core. Sidewalks too narrow, no place to sit, condition is deteriorated.

How do we address this issue? What does it mean?

- The development of a streetscape plan in the commercial area could not only improve the aesthetics of the area, but also serve as a catalyst for economic revitalization for downtown. Elements to consider in a streetscape improvements plan would include:
 - Updated walks and crosswalks that are designed to fit the historic quality of downtown.
 - Development of site furnishing standards to be used throughout the district.
 - The incorporation of added seating opportunities throughout the district.
 - Branding (See #9).

9. Branding and amenities should be added to enhance look and experience of downtown streetscape.

How do we address this issue? What does it mean?

- The development of a branding plan could be done in coordination with the streetscape plan (see #8) to create a truly cohesive and inviting Downtown environment. Elements that may be part of branding plan include:
 - Signage & wayfinding
 - Gateways & monumentation
 - Logo development
 - Street light banners and hanging baskets
 - Site furnishing recommendations
 - Storefront signage recommendations
- Downtown amenities should also be considered in the development of a streetscape plan in order to maximize the user experience. Potential amenities may include:
 - Seating and gathering areas, both small and large
 - Interactive water features
 - Interactive educational opportunities

C.7.8 Station #8 Operations and Function

1. Much concern over current hours of operation of Main Street downtown stores.

How do we address this issue? What does it mean?

- Users of the park, merchants, neighbors and the rest of the community has provided input that the stores in downtown are not open:
 - At peak park times
 - At peak weekend times
 - Late enough for evening use
 - At their own posted times
- Because of the nature of small proprietor/Mom and Pop stores in downtown, there are only so many hours that they can be open and operating.
- If one of the overall goals for downtown is to increase visitors and tourists, matching their expectations for business hours is critical for success.

- Overall success in the area would allow for additional employees and additional store hours.

2. When issues were identified and discussed, with potential solutions put forward, the idea of regulating the issue was met with resistance, except with those more closely involved in day to day issues.

How do we address this issue? What does it mean?

- While the community-at-large want to protect the property rights and not be forced into regulation, the business owners see the need to address various issues of concern that they see as negatively affecting their ability to be successful. Issues brought up include:
 - Owners and Employees parking in the limited parking on Main Street
 - Hours of Operation
 - Maintenance and Upkeep
- It was clear that some participants were opposed to forced regulation or the idea of being taxed for any proposed improvements.

3. Wayfinding is a concern in downtown.

How do we address this issue? What does it mean?

- There is a significant lack of directional and informational signage and wayfinding in the downtown area.
- There is a lack of understanding and recognition of exactly what stores are in downtown.
- If one of the overall goals for downtown is to increase visitors and tourists, providing a comprehensive wayfinding and directional signage program is critical to serving those people.

4. Concerns about adding too much signage and wayfinding that will clutter overall character of downtown.

How do we address this issue? What does it mean?

- Signage and wayfinding should be design to provide information, should be in scale with its purpose, should be constructed of durable materials and

should reflect the brand, style and character of the downtown area.

- A comprehensive signage program should be an accent to reinforce, not dominate or distract from the character of downtown Parkville.
- Create a sign regulation for the area that is focused on reinforcing the preservation of the character of downtown Parkville.

5. Recycling needs to be addressed.

How do we address this issue? What does it mean?

- There is interest in providing pedestrian recycling containers incorporated into the streetscape.
- There is interest in having a centralized recycling location for the commercial businesses.

6. Public restrooms need to be addressed.

How do we address this issue? What does it mean?

- It is important to address providing public restrooms for the downtown area.
 - Some merchants welcome the public to use their restrooms and then hope they will get business from them, and in many cases do.
 - Some merchants do not allow the use of their restrooms for the public.
 - Because there are no public restrooms and limited business hours are identified as an issue, the use of merchants restrooms for public restrooms is not a short term solution.
 - A location for public restrooms should be identified as a long-term solution. Issues associated with a permanent public restroom include:
 - Location
 - Availability of utility services
 - Security
 - Maintenance

C.7.9 Station #9 Economics

Demographics

1. The future growth in population and income will generate additional consumer purchasing power and retail sales growth.
 - Primary Trade Area – 10 Minute Drive Time
 - Population Growth – 49,264 (2013) to 61,580 (2030)
 - Per Capita Income Growth - \$31,359 (2013) to \$44,788 (2030)
2. The future growth of office –related employment will increase the demand for professional and medical office space in Platte County and Parkville.
 - Office Related Employment Growth – 1,830-2,135 jobs from 2013 to 2030
3. Continued population growth in Parkville will fuel additional housing demand.
 - Population – 5,554 (2010) to 8,148 (2030) – Growth of 2,594

Business Location Factors

1. Several challenges face future economic development:
 - A limited stock of quality commercial space.
 - Periodic river flooding that is disruptive to business and damaging to properties and business.
 - Main Street's limited visibility and exposure.
 - Frequency/noise of freight trains through downtown.

Competitive Retail Market

1. Inventory = 153,189sf ground floor retail
2. Vacancy = approx 8.6% (13,207sf)
3. Lease Rates = approx \$10-\$13/sf

4. Primary Market Area = 10 minute drive time (up to 7 miles)
5. Secondary Market Area = 15 minute drive time (7-10 miles)
6. Parkville Pull Factor = 1.154 – The City is capturing retail sales at a rate of 15.4 % above state-wide average. Proof of high income levels and ability to attract customers from outside the City.
7. Estimated Pull Factor for Trade Area = 0.506 indicates considerable leakage and the opportunity to support additional retail sales.
8. The recent declines in retail sales are an indication the Parkville is suffering from increased retail competition. (2012-down 3.5%) (2013 first half – down .8%)

Current Retail Gap and Absorption

1. Current (2013) Primary Trade Area Gap = \$219.4m = 800,000sf to 975,000sf
2. Future (2030) Primary Trade Area Demand = 585,000 to 716,000sf
3. Downtown Parkville Estimated Capture = 7.5% (through 2030)
4. Downtown Parkville Estimated Absorption = 103,875 to 126,825sf through 2030

Competitive Office Market

1. No office Park currently exists in Parkville
2. Current Inventory = 54,119sf
3. Current Vacancy = 5.5%
4. English Landing Center accounts for 70% of downtown inventory
5. Lease Rates = approx \$12-\$13/sf
6. Platte County Absorption of Office Space = 457,500 - 533,750sf (through 2030)
7. Downtown Parkville Estimated Capture Rate = 15% (through 2030)
8. Downtown Parkville Estimated Absorption = 68,625 to 80,000sf (through 2030)

Competitive Hotel Market

1. Existing Lodging Downtown = 4 room B&B
2. Future Hotel Site and Location Factors reduce market feasibility to a B-Rated location
3. Incorporation within a mixed use project would improve feasibility.
4. Prospective property types include limited service or boutique hotel.

Competitive Housing Market

Single Family

1. Current New Single Family Permits (on Pace) = 50-60 permits
2. Current New Single Family Home Construction Valuation = \$263,000
3. Home size and value is trending down from 2008 peak (\$541,429.00).

Apartments

1. Northland Region Occupancy Rate (2012) = 93%
2. Warranted New Construction

Housing Demand Projections

1. Growth in population and employment will create a demand for new housing
2. Parkville Housing Demand = 790 Owner Occupied Units, 200 Rental Units
3. Downtown Parkville Demand = approx 125 to 175 Multifamily Dwelling Units
4. Park University Housing Gap = approx 1,400 students seeking off-campus housing (2017)

Downtown's economic survival and redevelopment hinges on expanding the current market niches, introducing new market niches and providing consumers a larger selection of merchandise and services.

C.7.10 Station #10 Development, Redevelopment, and Infill

1. Development is new development on undeveloped land.
2. Redevelopment is the repurposing of existing developed land that has become outmoded, outdated, deteriorated, or doesn't fit with existing and future uses.
3. Infill is the development of underutilized or undeveloped land or properties surrounded by other utilized properties or buildings.
4. There are several development, redevelopment, and infill opportunities in the Downtown area.
 - East side of East Street (2nd to 6th Street) – Mixed Use Redevelopment
 - 9 Highway – Transportation Redevelopment – Roundabout, redeveloped road section between 1st and 6th Street, revised section with sidewalk between 6th Street and the northern project boundary.
 - West side of East Street (2nd to 6th Street)
 - West side of West Street – Residential Redevelopment Opportunity
 - Infill in Residential Neighborhoods – Spot infill of residential homes that match the style, character, scale and materials of the surrounding neighborhood.
 - Downtown Neighborhoods - Rehabilitation of distressed residential properties in the Downtown Neighborhoods
 - Downtown Parking Lot – Redevelopment of Downtown Parking Lot, Farmers Market area, and small baseball field.
 - Main Street Downtown Core – Redevelopment/ Façade Improvement to the commercial core storefronts.
 - Main Street Downtown Core – Streetscape improvements and enhancements to the downtown area.

Significant and meaningful discussion, feedback and support of concepts and the methodology for addressing

the issues of the Master Plan was had at the meeting. The meeting was the best attended of all meetings held to date, and the atmosphere was that of genuine interest in the issues for improving downtown Parkville. Comments gathered during the Open House were incorporated into the Master Plan Recommendations.

Of additional note, during the day of Open House, the Master Plan Team conducted individual previews of the Open House Materials to available Key Stakeholders for their feedback on their key issues and how they were being addressed. Those comments and feedback are incorporated into the Master Plan Recommendations.

C.8 Parkville EDC Presentation

On November 6th, 2013, the Master Plan Team will present the key Master Plan Recommendations to the Parkville EDC.

C.9 Planning Commission Presentation

On November 12th, 2013, The Master Plan Team will present the Master Plan Recommendations to the Parkville Planning and Zoning Board.

C.10 Community Land and Recreation Board Presentation

On November 13th, 2013, The Master Plan Team will present the key Master Plan Recommendations to the Community Land and Recreation Board.

C.11 Board of Alderman Presentation

On November 19th, 2013, the Master Plan Team will present the Master Plan Recommendations to the Parkville Board of Aldermen.

